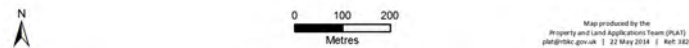




THE ROYAL BOROUGH OF
**KENSINGTON
AND CHELSEA**

Norland Ward Profile



Introduction

The Census occurs once every ten years, the most recent of which fell on 27 March 2011. This report gives a summary of Census data for Norland ward.

In 2014, each ward in Kensington and Chelsea had changes made to its ward boundaries meaning that no Census data exists specifically for these new wards by the Office for National Statistics. To alleviate the data gap, this summary uses Output Areas (OAs) as the building blocks for the new wards. OAs are the smallest Census geography, containing circa 150 residents. OAs are allocated using a best fit model, therefore ensure that these profiles are treated, and the numbers they contain, as being illustrative only.

For ease of use Census data has been subdivided into three distinct themes:

- Who we are...

Population, ethnic group, country of birth, passports held, religion, health

- How we live...

Marital status, living arrangements, household composition, accommodation, tenure, car or van availability, overcrowding

- What we do...

Economic activity, hours worked, qualifications and students, industry, occupation, unpaid care

Disclaimer: All data relates to the Census 2011 figures released by the ONS and all figures are rounded to one decimal place in the text and to one significant figure in the charts.

Headline data

Rankings are for the 18 wards in the borough and are sorted in descending order.

In Norland...

...the usual residents population is 6,353. The workplace population is 5,514 a decrease of 13.2 per cent compared to the usual residents population.

... the population density is 118.6 people per square hectare, ranked 13th highest and compares to 130.8 in the borough.

...English is the main language for 81.3 per cent of residents (4,965).

...3.1 per cent of residents speak French as a first language, 1.3 per cent speak Arabic and 1.4 per cent speak Spanish as a first language.

...78.7 per cent of all residents are classified as having a White ethnicity.

...2.0 per cent of residents gave their ethnicity as Arab, ranked 18th, the lowest percentage in the borough.

...30.5 per cent of residents gave a nationality that relates to Britain or Northern Ireland, ranked 8th in the borough, lower than the average of 30.9 in Kensington and Chelsea and 38.3 per cent in London.

...60.6 per cent of residents were born in the UK compared to 50.1 per cent in Kensington and Chelsea.

...11.5 per cent of residents arrived in the UK within the last seven years.

...64.6 per cent of residents have a UK passport.

...46.2 per cent of households are owner occupied, a decrease of 11.4 percentage points whereas the private rented sector has increased by 13.8 percentage points to 29.7 per cent of households.

...46.8 per cent of households do not have access to a car or van, compared to the borough average of 56.0 per cent.

...58.8 per cent of residents have a level 4 (degree equivalent or above) qualification.

...38.6 per cent of working residents work more than 49 hours per week.

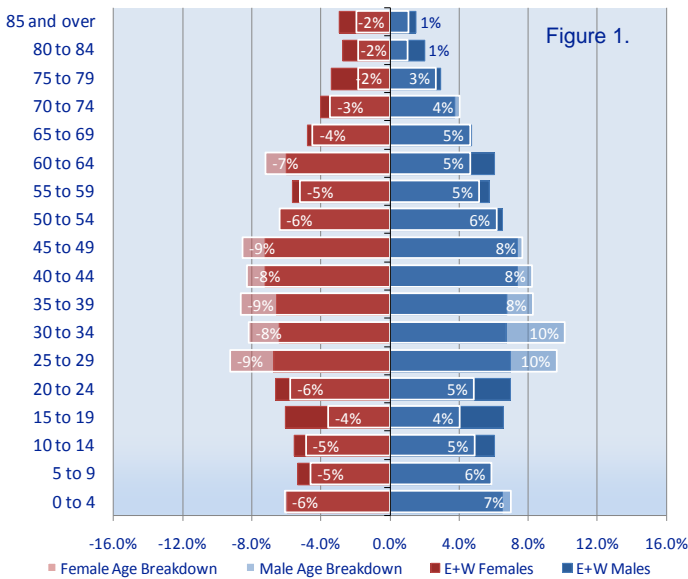
Who we are...

Population Overall

The population of Norland is 6,353 residents and is the 17th highest populated in the borough. The population of Kensington and Chelsea decreased by 0.2 per cent from 158,896 to 158,649 residents from 2001 to 2011.

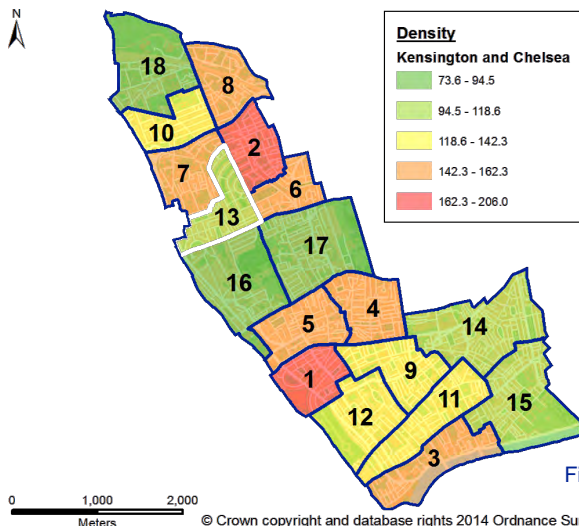
Population Age

Figure 1 shows the age structure of Norland compared to England and Wales split by gender, and notably shows higher numbers of male residents aged between 20 and 49. Overall in 2011, 25.7 per cent of residents are aged less than 24, 60.8 per cent between 24-64 (of working age) and 13.5 per cent are aged over 65 (i.e. of pensionable age). In Kensington and Chelsea overall, 25.9 per cent are aged less than 24, 62.1 per cent between 24 and 64 and 12.0 per cent aged 65 and over.



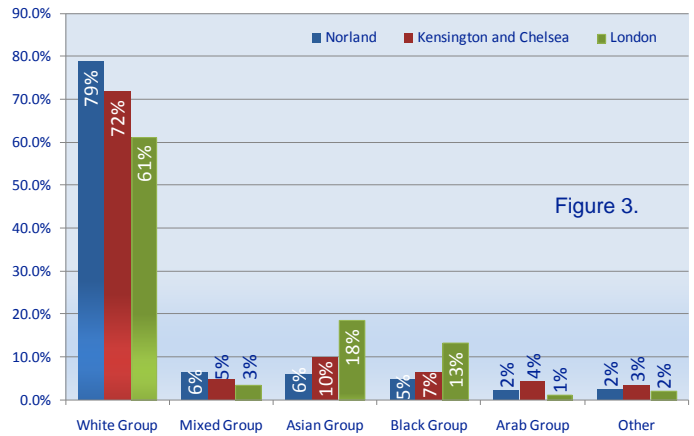
Population Density

Norland has a population density (see figure 2) of 118.6 people per hectare (ranked 13th), compared to 130.8 in Kensington and Chelsea and 52.0 people per hectare in London. Norland contains a mixture of high and low density housing with significant open green space to the East of the Ward where properties tend to be semi-detached/detached with a low number of floors.



Ethnic Group

Figure 3 shows the broad ethnic groups in Norland, Kensington and Chelsea and London. The **White group** makes up 78.7 per cent, the **Mixed group** makes up 6.4 per cent, the **Asian group** makes up 6.0 per cent, the **Black group** makes up 4.6 per cent, the **Arab group** makes up 2.0 per cent and the **Other Ethnicity group** makes up the remaining 2.3 per cent.

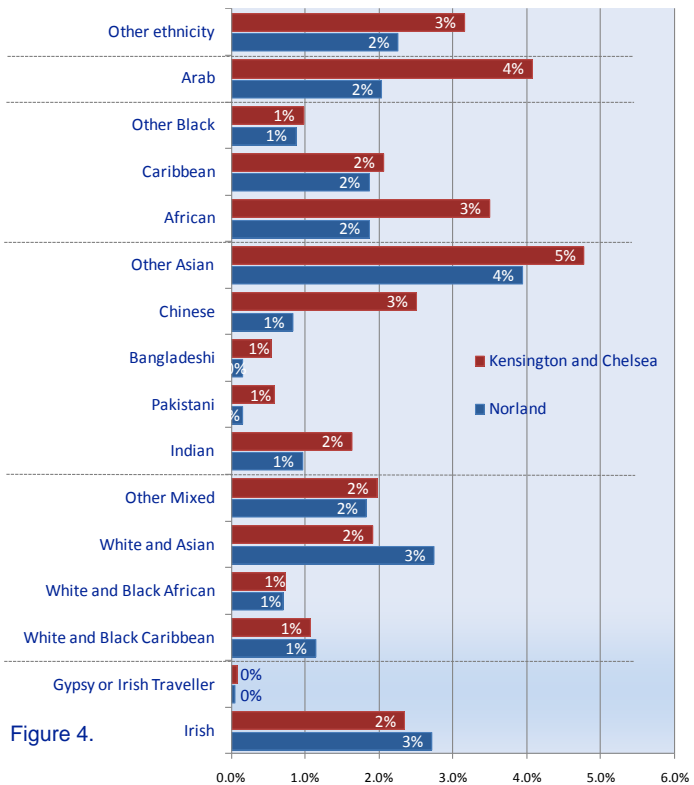


51.4 per cent of residents identified themselves as **White: English/Welsh/Scottish/Northern Irish/British** and a further 24.5 per cent of residents identified themselves as **Other White**.

2.7 per cent of residents (174) identified their ethnicity as **White and Asian**, ranked 1st in the borough.

3.9 per cent of residents (250) identified their ethnicity as **Other Asian**, ranked 15th in the borough.

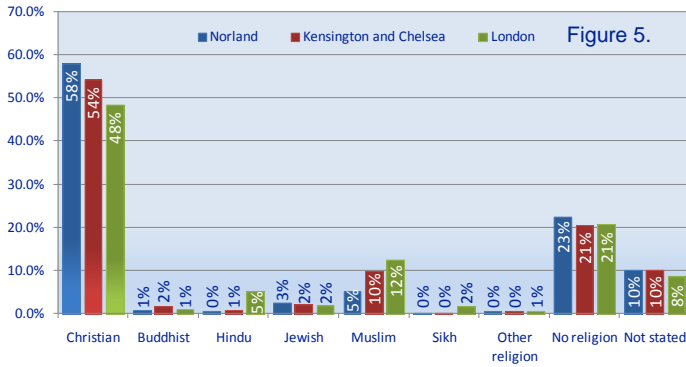
1.9 per cent of residents (118) identified their ethnicity as **Caribbean**, ranked 6th in the borough.



Who we are (continued)...

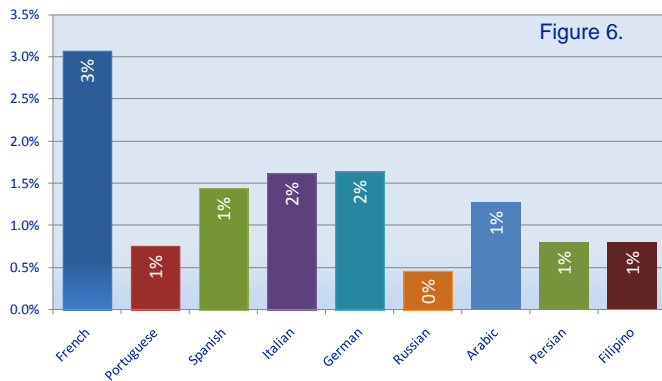
Religion

Figure 5 shows the spread of religions in Norland compared with the borough and London averages. Overall the majority, 58.1 per cent, of the population of Norland are **Christian** (3,689 residents, ranked 4th), 5.1 per cent are **Muslim** (321 residents, ranked 16th) and 22.5 per cent have **no religion** (1,431 residents, ranked 5th).



Language

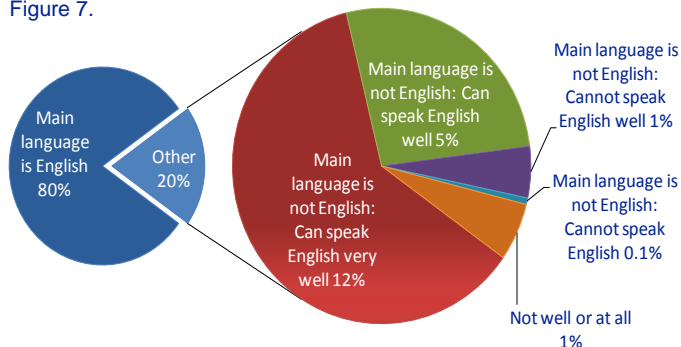
In Norland, **English** is the main language for all occupants in 81.3 per cent of all households (4,965 residents, ranked 1st). 3.1 per cent of residents speak **French** as a main language (188 residents, ranked 12th). 1.6 per cent speak **German** as a main language (100 residents, ranked 7th).



Proficiency in English

For 80.3 per cent of residents, **English** is the main language (ranked 1st) and where English is not their main language, 12.1 per cent speak English **very well** (ranked 14th) and 5.3 per cent speak English **well** (ranked 18th). 1.0 per cent **cannot speak English well** (ranked 18th) and 0.1 per cent **cannot speak English** (ranked 16th).

Figure 7.



National Identity

30.5 per cent of residents gave a national identity that relates to **Britain or Northern Ireland** (1,936 residents, ranked 8th) compared to 30.9 per cent in the borough and 38.3 per cent in London (figure 8).

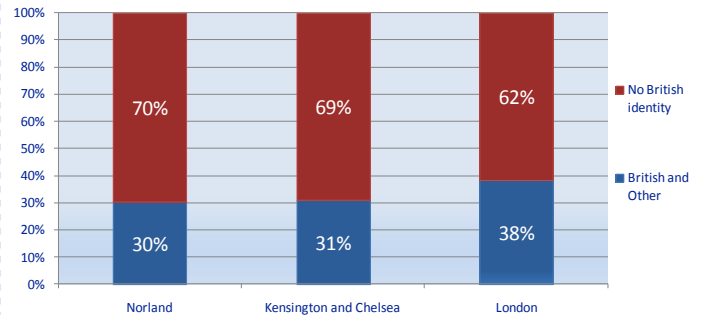


Figure 8.

Health

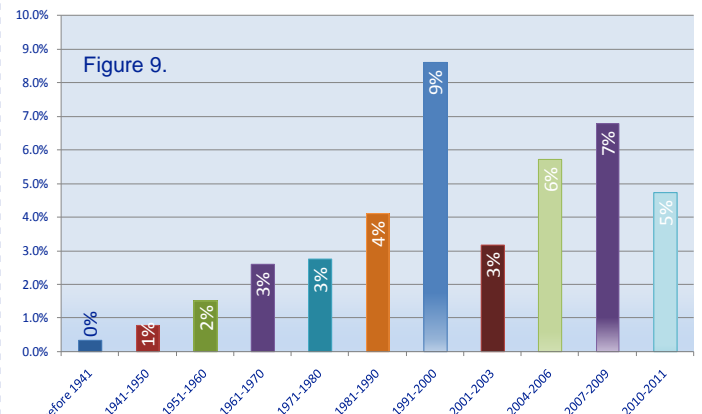
Overall, Kensington and Chelsea is ranked first in England and Wales for the percentage of residents that assess their health as **very good** (57.8 per cent compared to 50.5 per cent in London). In Norland 62.4 per cent of residents assess their health as **very good** and 26.1 per cent selected **good health**. 2.6 per cent of residents assess their health as **bad** (ranked 10th) and 1.0 per cent as **very bad** (ranked 10th). This is lower than the London average (3.7 per cent and 1.2 per cent).

Long Term Limiting Illness

10.9 per cent of residents in Norland have a **long term limiting illness** (694 residents, ranked 10th), compared to 12.3 per cent in Kensington and Chelsea and 14.1 per cent in London.

Length of Residence in UK and Age of Arrival in the UK (Please Note: Figures Relate to 2011)

58.8 per cent of residents of Norland were born in the UK, 20.7 per cent of residents arrived **more than 10 years ago** (1,318 residents, ranked 18th), 8.9 per cent in the **last five to 10 years** (567 residents, ranked 12th) and 11.5 per cent arrived in the **last five years** (733 residents).



Of those **not born in the UK** 29.3 per cent of residents arrived in the UK aged between **0-19**, 65.6 per cent between **20-44**, 5.0 per cent between the ages of **45-64** and 0.2 per cent **65 plus** when they arrived in the UK.

Who we are (continued)...

World Regions (figure 10)

Figure 10 shows country of birth by number and per cent of residents in Norland and Kensington and Chelsea by world region and figure 11 shows the number and percentage for selected European countries. Overall 56.1 per cent of residents in Norland were born in **England** (3,561 residents, ranked 3rd), higher than the borough average of 45.6 per cent.

2.4 per cent of residents (151 residents, ranked 17th) were born in the **Middle East**, 2.0 per cent lower than the borough average. Norland residents were also born in **North America** (440 residents, 6.9 per cent, ranked 7th), **South East Asia** (171 residents, 2.7 per cent, ranked 12th), **Eastern Asia** (90 residents, 1.4 per cent, ranked 13th) and residents born in the **UK and Ireland** (3,849 residents, 60.6 per cent, ranked 3rd).

Europe (figure 11)

2.7 per cent of the population of Norland were born in **France** (172 residents, ranked 12th) compared to 4.2 per cent in the borough. 1.7 per cent of residents were born in **Italy** (110 residents, ranked 14th), 1.8 per cent in **Germany** (117 residents, ranked 7th) and 1.0 per cent in **Spain** (63 residents, ranked 18th).

Passports Held (figure 12)

64.6 per cent of residents in Norland have a **UK passport** (4,356 residents, ranked 7th), 6.5 per cent higher than the borough average. Excluding the UK and Ireland, 13.7 per cent of residents have another **European passport** (924 residents, ranked 14th). 3.3 per cent of residents in Norland have a passport from the **Middle East and Asia** (221 residents, ranked 14th).

Figures in blue represent the ward and figures in red represent Kensington and Chelsea.

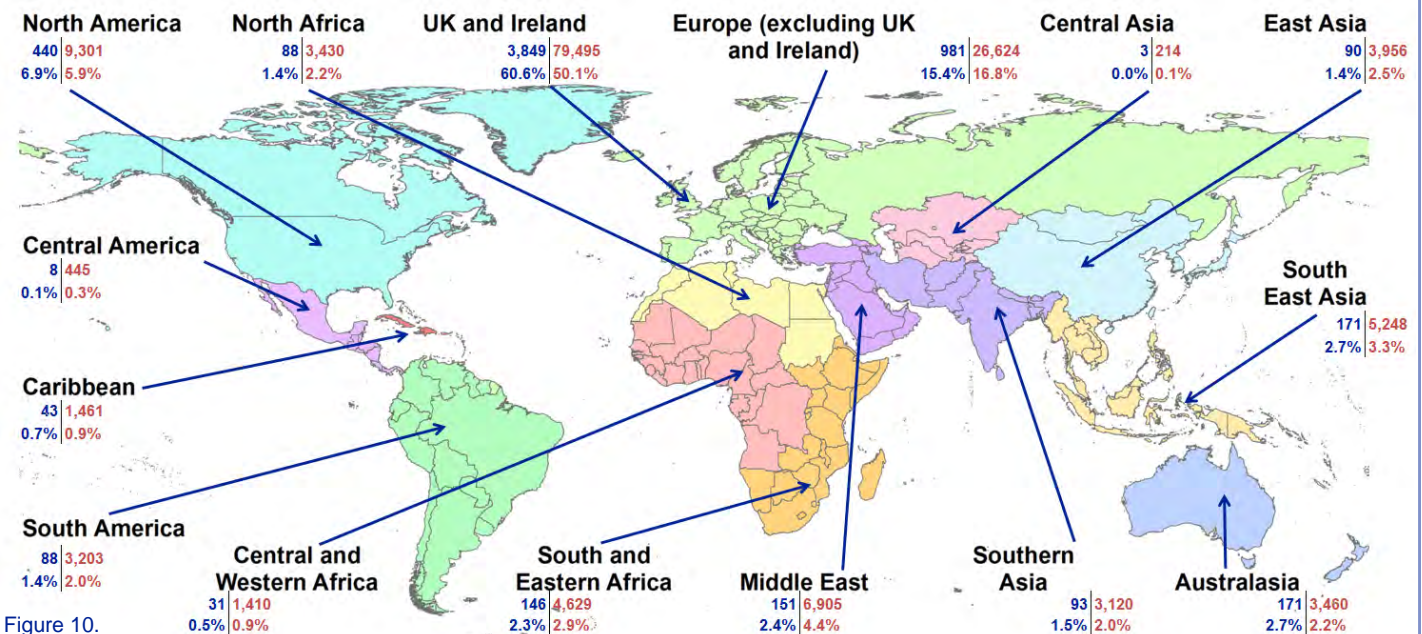


Figure 10.

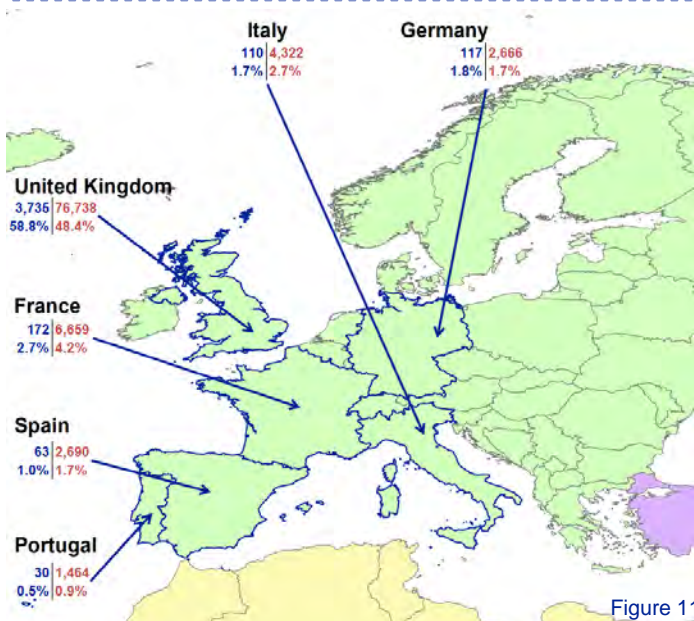


Figure 11.

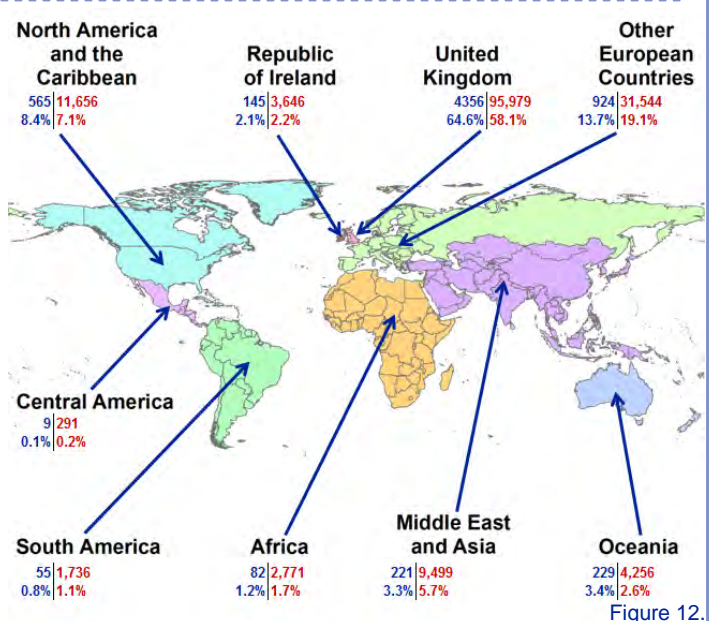


Figure 12.

How we live...

Accommodation Type

Flats account for 64.8 per cent of all household spaces in Norland (1,897 households, ranked 18th) compared to 83.1 per cent in the borough and 52.2 per cent in London. **Houses** account for 35.2 per cent of household spaces (1,031 households ranked 1st) in Norland compared to 16.9 per cent in the borough and 47.8 per cent in London).

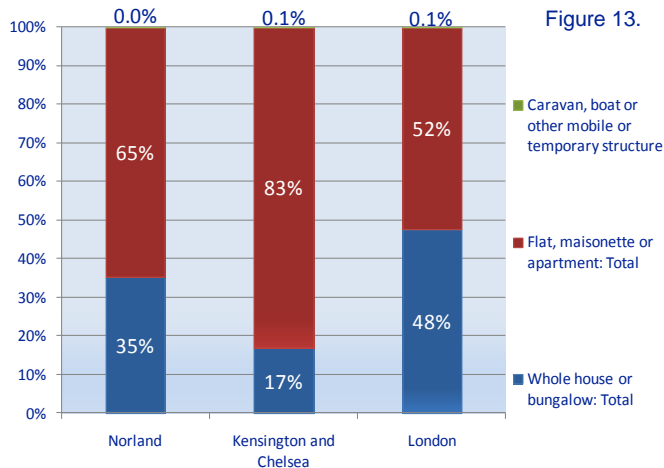


Figure 13.

Tenure

46.2 per cent of households in Norland are **owner occupiers (including shared ownership)** (1,342 households, ranked 4th) compared to 36.6 per cent in the borough and 49.5 per cent in London.

The **private rented** sector accounts for 29.7 per cent of households (862 households, ranked 12th), and compares to 35.8 per cent in the borough and 25.1 per cent in London.

Social rented properties in the borough and London account for 24.5 and 24.1 per cent respectively and 24.1 per cent in Norland (699 properties, ranked 8th).

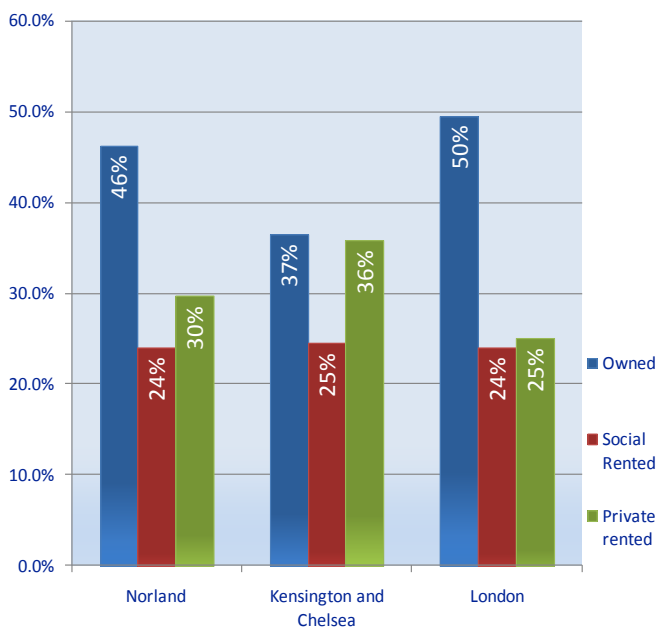


Figure 14.

Overcrowding (Bedroom Score)

An occupancy score of -1 or less shows that there is at least one too few bedrooms to adequately accommodate the individuals residing in a household. 7.7 per cent of households in Norland are **overcrowded** (229 households, ranked 9th). This compares to 8.3 per cent of households in the borough and 11.3 per cent in London.

Marital and Civil Partnership Status

42.8 per cent of adult residents are **single** (2,244 residents, ranked 15th), compared to 48.2 per cent in the borough and 44.1 per cent in London. 41.9 per cent are **married** (including civil partnerships) (2,197, ranked 5th) compared to 36.3 per cent in the borough and 40.2 per cent in London. 2.6 per cent are **separated**, 9.0 per cent are **divorced** and 3.7 per cent are **widowed**.

Household Composition

One person households (where the occupant is aged less than 65 years) account for 28.7 per cent of households in Norland (851 households, ranked 16th), compared to 36.0 per cent in the borough (*figure 15*).

Pensioner households (including lone, family and other pensioners) account for 16.4 per cent of households (488, ranked 5th), higher than the borough average (13.6 per cent). **Single pensioner households** account for 12.6 per cent (373, ranked 5th) (*figure 15*).

Lone parent households make up 7.8 per cent (232, ranked 8th) in Norland, higher than the borough average of 8.2 per cent (*figure 15*).

Cohabiting couples make up 8.6 per cent (255 households, ranked 6th). **Married couples** (including civil partnerships) account for 26.9 per cent of households (799 households, ranked 2nd) (*figure 15*).

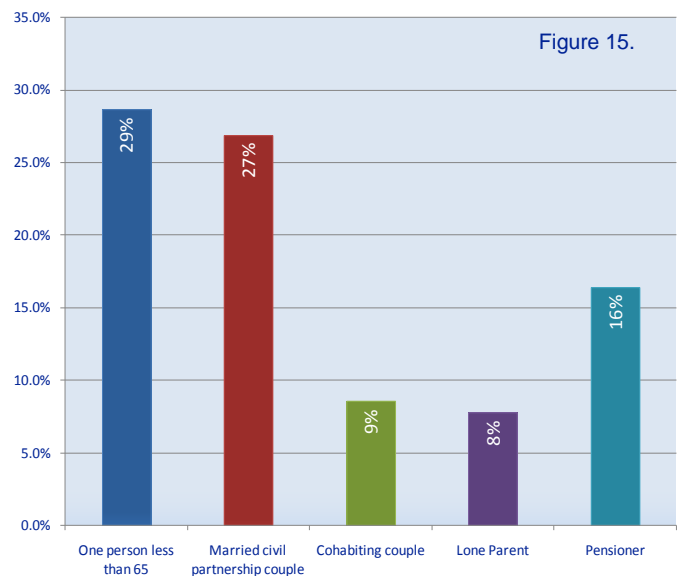


Figure 15.

How we live (continued)...

Second Homes

A second home is an address at which a person stays for more than 30 days per year that is not a person's place of usual residence (this might include people working away from home, a student's home address or a holiday home etc.). In Norland, 20.5 per cent of households are classified as a **second address** (1,305 households, ranked 8th).

Of these, 53.6 per cent are second addresses **in the UK** (700 households, ranked 3rd) and 46.4 per cent are **outside the UK** (605 households, ranked 16th).

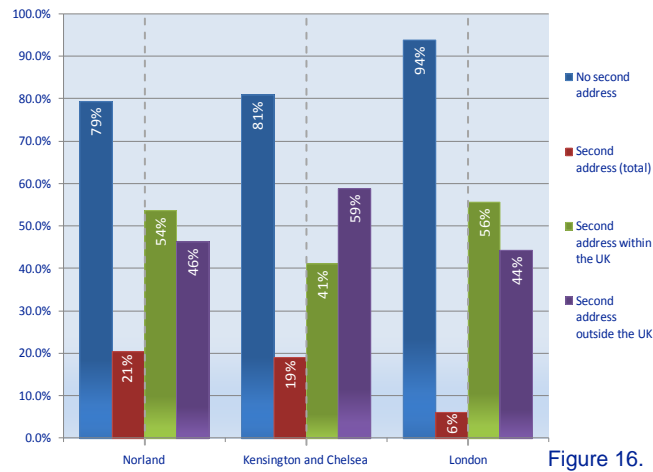


Figure 16.

Household Deprivation

Household deprivation is used to classify households that fall within any or all of the four deprivation characteristics.

1. Employment: person within a household not a full-time student who is unemployed or long term sick,
2. Education: no person in the household has at least level 2 education and no person aged 16-18 is a full-time student,
3. Health and disability: any person in the household has general health 'bad or very bad' or has a long term health problem,
4. Housing: where accommodation is either overcrowded, with an occupancy rating -1 or less, or is in a shared dwelling, or has no central heating.

In Norland, 32.5 per cent of households have **one dimension of deprivation**, 13.0 per cent have two, 4.7 per cent have three and 0.9 per cent have four. 48.9 per

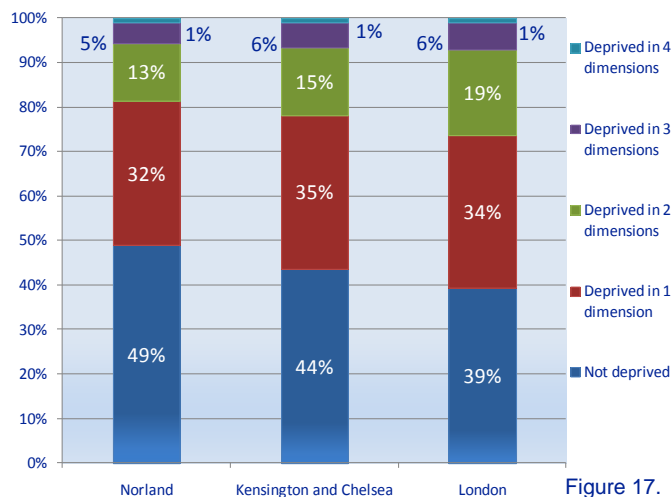


Figure 17.

cent of households in Norland are **not deprived in any dimension** compared to the borough average of 43.6 per cent.

Access to a Car or Van

46.8 per cent of households in Norland **do not have access to a car or van** (1,390, ranked 18th).

36.9 per cent of residents in Norland have access to **one car**, 12.9 per cent have access to **two cars**, 2.4 per cent have access to three cars and 0.9 per cent have access to **four or more cars**.

Over half of all households in the borough (56.0 per cent) **do not have access to a car or van**, this is the ninth highest percentage nationally and has increased by 5.6 per cent since 2001. In London, 41.6 per cent of households do not have access to a car or van.

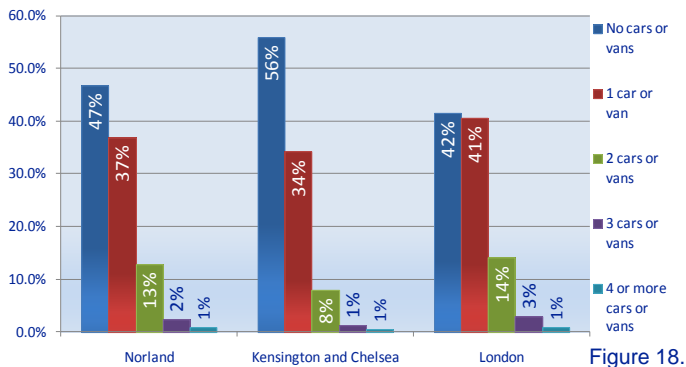
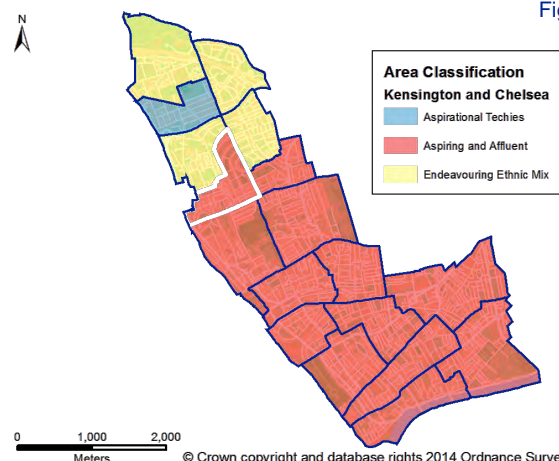


Figure 18.

Area Classification

Area classifications group together geographic areas according to key characteristics common to the population in that grouping. These groupings are called clusters, and are derived using 2011 Census data. Norland is defined as **"Aspiring and Affluent"** with a 50.0 per cent majority falling into this category (ranked 14th). The borough on average is classified as **"Aspiring and Affluent"** with a 72.2 per cent coverage.

Aspiring and Affluent Definition: Higher proportion of people aged 0 to 14, higher proportion of people married, higher proportion of people who are of mixed ethnicity, lower proportion of households with full-time students, a higher proportion of households are semi-detached or terraced, more likely to work in the information and communication, and financial related industries and use public transport to get to work.

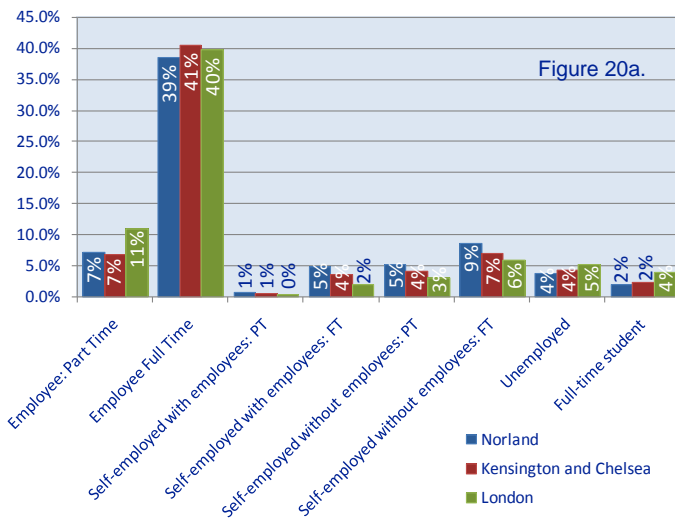


What we do...

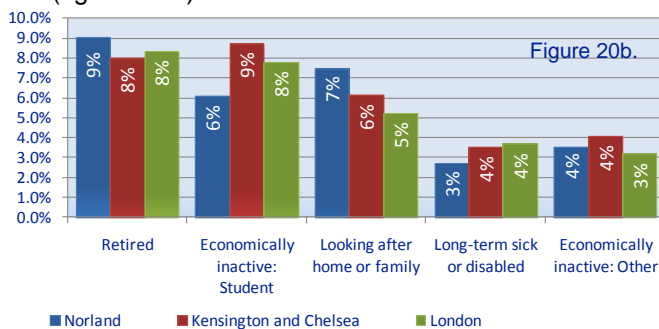
Labour market

Economically active residents are those aged 16 to 74 that are either employed or are unemployed but actively seeking employment. 71.1 per cent of the adult population of Norland are **economically active** (3,498 residents, ranked 6th) compared to 69.4 per cent in the borough and 71.7 per cent in London.

Overall, 38.7 per cent are **full time** employees (1,903 residents, ranked 13th) and 7.2 per cent are **part time** employees (353 residents, ranked 7th). 19.4 per cent of residents are **self employed** (breakdown in figure 20a.) (956 residents) and is comparable to the borough and London averages of 15.4 per cent and 11.7 per cent respectively. 3.9 per cent of the adult population of Norland are economically active but **unemployed** (191 residents, ranked 9th), compared to 4.3 per cent in the borough and 5.2 per cent in London.



Economically inactive residents are residents aged 16 to 74 that are not in employment and not actively seeking a job. This group includes people who are looking after a home, the retired and some students. 28.9 per cent of the adult population of Norland are **economically inactive** (1,421 residents, ranked 13th) compared to 30.6 per cent in the borough and 28.3 per cent in London. (figure 20b.)



Retired residents are the largest group of economically inactive residents in Norland, 9.0 per cent (445 residents, ranked 5th), comparable to the borough (8.0) and London (8.7) averages.

Hours worked

38.6 per cent of working residents in Norland work **more than 49 hours** per week (1,267 residents, ranked 8th), which is typical of many residents of Kensington and Chelsea where the average is 35.1 per cent of residents working these long hours, far higher than the London average of 15.9 per cent.

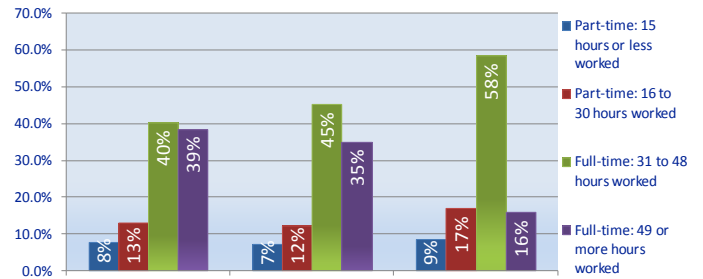


Figure 21.

Qualifications

58.8 per cent of the adult population of Norland ward have a **level 4 qualification (e.g. a bachelors degree)** (3,086, ranked 7th), compared to 52.7 per cent in the borough and 37.7 per cent in London. 9.1 per cent of the adult population have **no qualifications** (479 residents, ranked 8th) compared to 10.1 per cent in the borough, 17.6 per cent in London and 7.4 and 14.6 per cent in 2001 for the borough and London.



Figure 22.

Unpaid care

In Norland ward, 8.0 per cent (506 residents, ranked 6th) provide **some unpaid care**. Overall in the borough 6.9 per cent provide some unpaid care.

Method of travel to work

The top three methods of travel to work in Norland are **Underground/metro/light rail/tram** (26.2 per cent, 1,288 residents, ranked 8th), **car or van** (8.4 per cent, 415 residents, ranked 9th) and **on foot** (6.9 per cent, 341 residents, ranked 16th). 9.4 per cent of residents **work mainly from home** (460 residents, ranked 3rd).

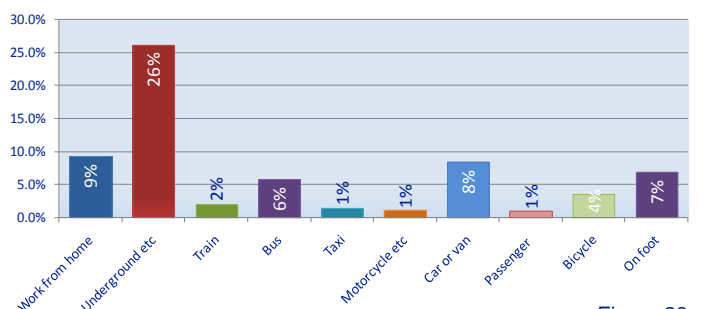


Figure 23.

What we do (continued)...

Industry

The industry in which a person aged 16 to 74 works relates to their main job, and is derived from information provided on the main activity of their employer or business. These classifications have been changed which means comparisons with 2001 data cannot be made.

In Norland, the three largest industry sectors are:

1. Financial and insurance activities

(e.g. banking, administration of financial markets, risk and damage evaluation, pension funding, life insurance)

21.5 per cent (705 residents ranked 10th) of economically active residents, compared to 21.5 per cent in the borough and 7.7 per cent in London.

2. Professional, scientific and technical activities

(e.g. legal activities, accounting, marketing, advertising, veterinary activities, translation and interpretation)

19.5 per cent (642, ranked 1st) of those economically active, compared to 16.7 per cent in the borough and 10.9 per cent in London.

3. Wholesale and retail trade; repair of motor vehicles and motor cycles

(e.g. wholesale of food, cars, clothing, beverages, computers, furniture, machine tools, household goods)

9.3 per cent (304 residents, ranked 8th) of economically active residents, compared to 9.6 per cent in the borough and 13.1 per cent in London.

Occupation

A person's occupation relates to their main job and is derived from either their job title or details of the activities involved in their job. This is used to assign responses to an occupation code based on the Standard Occupational Classification 2010 (SOC2010).

In Norland, the three largest occupation groups are:

1. Associate professional and technical occupations

(e.g. police officers, graphic designers, laboratory technicians, town planners)

26.1 per cent (858 residents, ranked 6th) of those economically active, compared to 24.9 per cent in the borough and 16.3 per cent in London.

2. Managers, directors and senior officials

(e.g. chief executives, senior officials, financial institution managers, officers in the armed forces)

25.2 per cent (827 residents, ranked 8th) of those economically active, compared to 23.3 per cent in the borough and 11.6 per cent in London.

3. Professional occupations

(e.g. scientists, engineers, IT professionals, nurses, teachers)

25.1 per cent (823 residents, ranked 6th) of those economically active, compared to 23.4 per cent in the borough and 22.5 per cent in London.

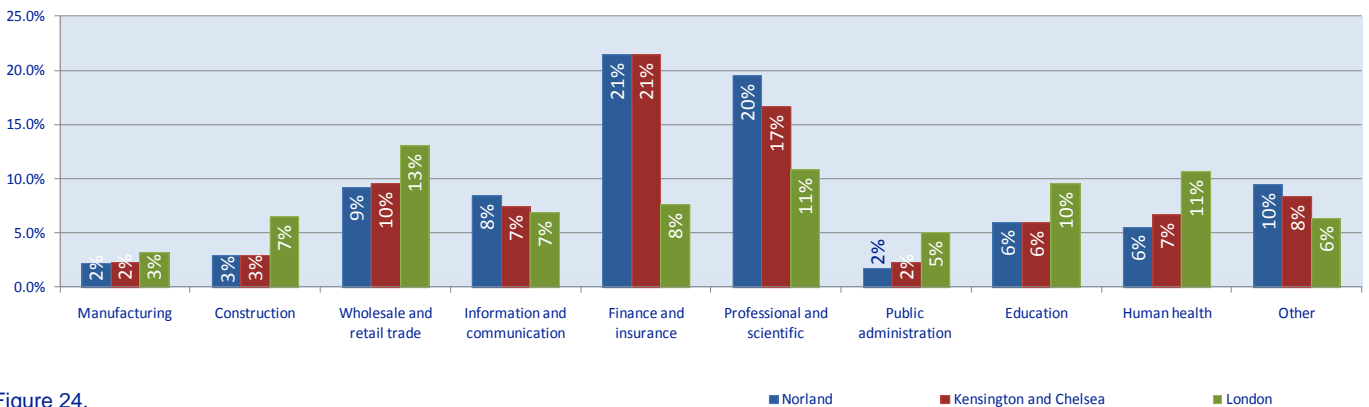


Figure 24.

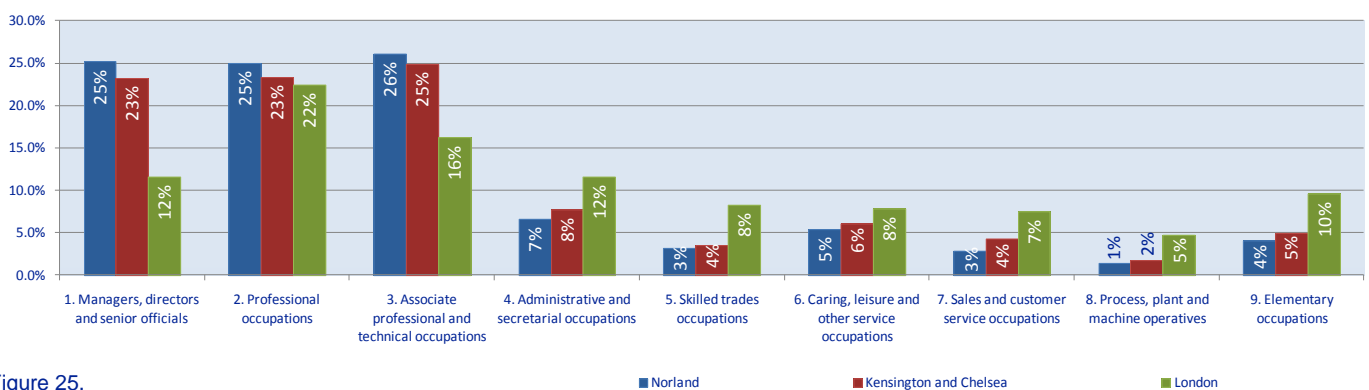


Figure 25.

What we do (continued)...

Workday Zones

Workday zones (WZs) are a new output geography for England and Wales which has been produced using workplace data from the 2011 Census. The population of an area changes as people move in and out of an area to work. For the **Workday Population** the **Usual Resident Population** is re-distributed to their places of work, while those not in work are recorded at their usual residence. (ONS, 2014) Figures are compared with the Census 2011 **Usual Resident Population** numbers.

Workday: Population

The **Workday Population** of Norland decreased by 839 in comparison to Census data, 5,514 compared to 6,353 residents (see figure 26). The **Workday Population** of Kensington and Chelsea increased by 22.2 per cent from 158,649 to 193,805 residents.

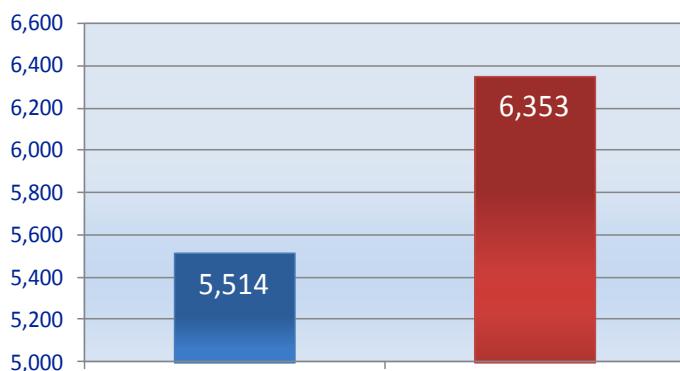


Figure 26. Workday 2011 Census 2011

Workday: Density

Norland has a **Workday Population** density of 102.9 people per hectare (ranked 15th), compared to 118.6 in the Census. Overall Kensington and Chelsea increased to 203.7 people per hectare and 55.2 in London.

Workday: Tenure

50.6 per cent of households in Norland are **owner occupiers (including shared ownership)** (2,782 households, ranked 2nd) compared to 43.2 per cent in the borough and 52.4 per cent in London.

The **private rented** sector accounts for 24.5 per cent of households (1,349 households, ranked 14th), and compares to 32.2 per cent in the borough and 24.8 per cent in London.

Social rented properties in the borough and London account for 22.5 and 21.7 per cent respectively and 22.7 per cent in Norland (1,246 properties, ranked 8th).

Workday: Health

In Norland, 58.1 per cent of the **Workday Population** assess their health as **very good** and 28.7 per cent selected **good health**. 3.1 per cent of the Workday Population assess their health as **bad** (rank 8th) and 1.1 per cent as **very bad** (rank 9th). In comparison to the Census, only 1.0 per cent assessed their health as **very bad**.

Workday: Qualifications

49.8 per cent of the adult population of Norland ward have a **level 4 qualification (e.g. a bachelors degree)** (2,194, ranked 7th), compared to 47.9 per cent in the borough and 38.8 per cent in London.

Workday: Religion

Figure 27 shows percentages of the religious affiliations in Norland. Overall the majority, 56.7 per cent, are **Christian** (3,128 residents, ranked 4th, a decrease of 1.3 percentage points), 5.6 per cent are **Muslim** (309 residents, ranked 17th, an increase of 0.6 percentage points) and 22.4 per cent have **no religion** (1,237 residents, ranked 7th, a decrease of 0.1 percentage points).

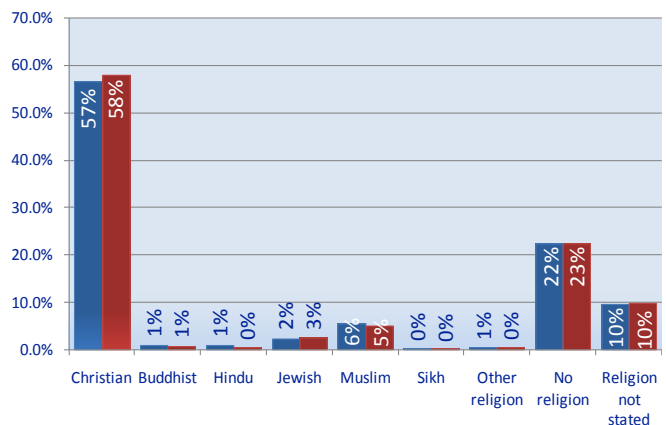
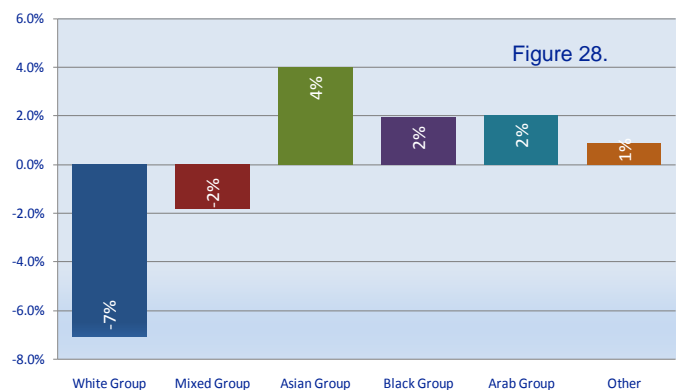


Figure 27. Workzone 2011 Census 2011

Workday: Ethnicity

Figure 28 shows the broad ethnic groups in Norland, Kensington and Chelsea and London, with Census comparisons. The **White group** has decreased by 7.1 percentage points and the **Asian group** has increased by 4.0 percentage points in comparison to Census data.



Workday: Length of Residence in the UK

60.9 per cent of the **Workday Population** of Norland were **born in the UK** compared to the Census figure of 58.8 per cent. 21.6 of the Workday Population **arrived more than 10 years ago**, compared to the Census figure of 20.7 per cent (1,318 residents). 6.8 per cent arrived in the **last five to 10 years** and 4.8 per cent arrived in the **last five years**, compare to 8.9 per cent 11.5 per cent respectively.

If you have any further questions please contact the **Consultation and Partnerships Team** on consult@rbkc.gov.uk or on **020 7361 2615**