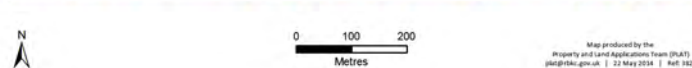
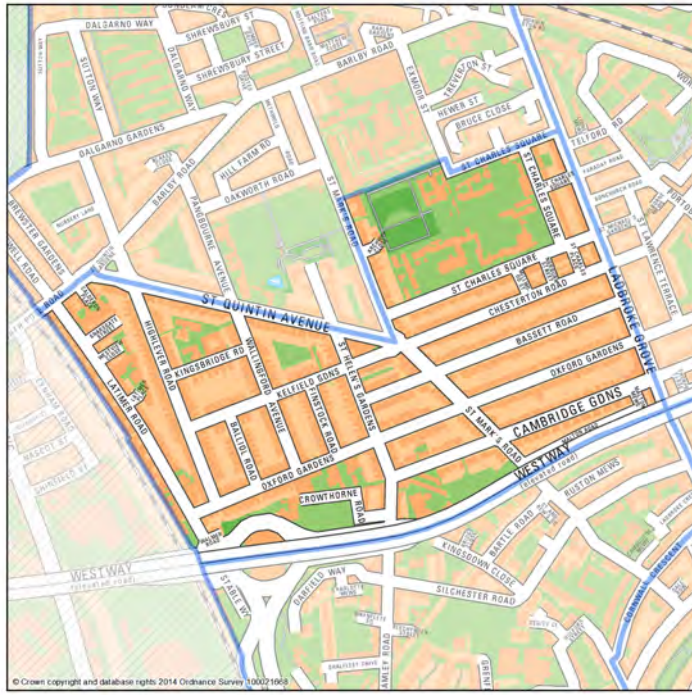




THE ROYAL BOROUGH OF  
**KENSINGTON  
AND CHELSEA**

# St. Helen's 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 St. Helen's 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 St. Helen's...

...the usual residents population is 6,430. The workplace population is 5,769 a decrease of 10.3 per cent compared to the usual residents population.

... the population density is 141.2 people per square hectare, ranked 10th highest and compares to 130.8 in the borough.

...English is the main language for 81.3 per cent of residents (5,037).

...2.0 per cent of residents speak French as a first language, 2.4 per cent speak Arabic and 2.4 per cent speak Spanish as a first language.

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

...2.8 per cent of residents gave their ethnicity as Arab, the 14th highest percentage in the borough.

...35.7 per cent of residents gave a nationality that relates to Britain or Northern Ireland, ranked 6th in the borough, compared to the average of 30.9 in Kensington and Chelsea and 38.3 per cent in London.

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

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

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

...34.3 per cent of households are owner occupied, a decrease of 6.7 percentage points, whereas the private rented sector has increased by 9.0 percentage points to 22.1 per cent of households.

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

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

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

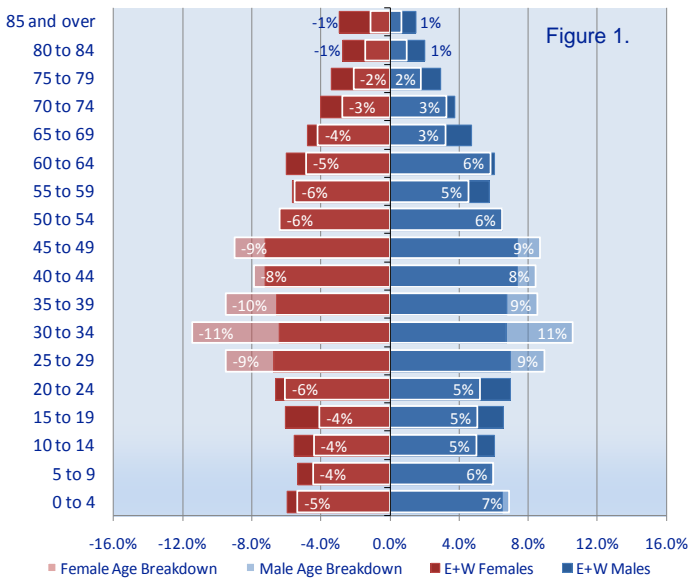
# Who we are...

## Population Overall

The resident population of St. Helen's is 6,430 and is ranked 16th highest 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.

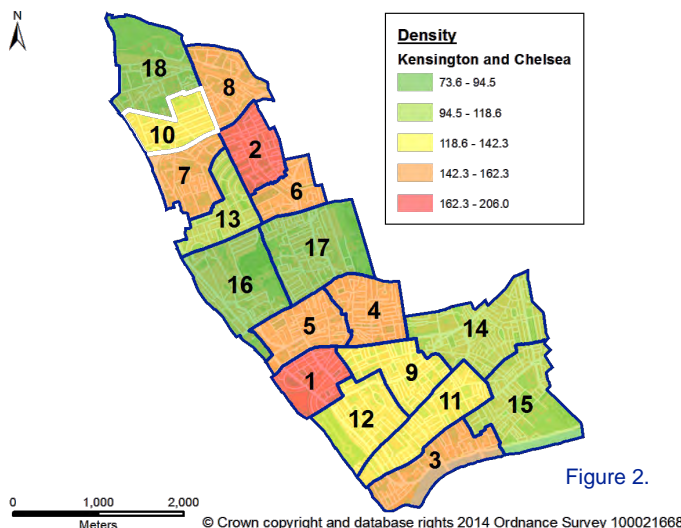
## Population Age

Figure 1 shows the age structure of St. Helen's compared to England and Wales split by gender, and notably shows higher numbers of residents aged between 25 and 49. Overall in 2011, 26.2 per cent of residents are aged less than 24, 63.1 per cent between 24-64 (of working age) and 10.7 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.



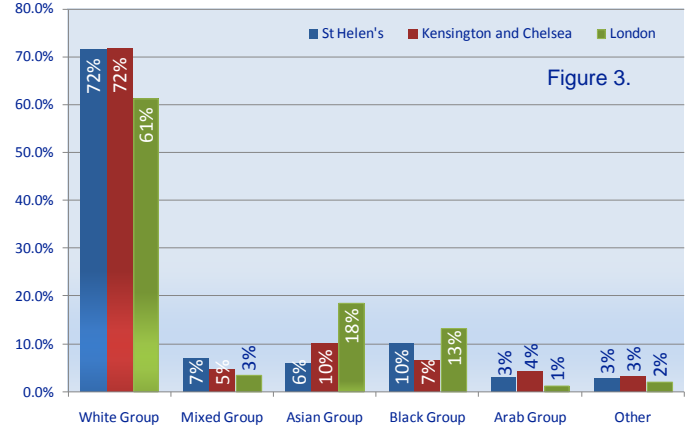
## Population Density

St. Helen's has a population density (see figure 2) of 141.2 people per hectare (ranked 10th), compared to 130.8 in Kensington and Chelsea and 52.0 people per hectare in London. Although largely residential, the population density of St Helen's is only slightly above average, due to a large area of green space (Kensington Memorial Park and Carmelite Monastery Gardens) and various academic institutions.



## Ethnic Groups

Figure 3 shows the broad ethnic groups in St. Helen's, Kensington and Chelsea and London. The **White group** makes up 71.5 per cent, the **Mixed group** makes up 7.0 per cent, the **Asian group** makes up 5.9 per cent, the **Black group** makes up 10.0 per cent, the **Arab group** makes up 2.8 per cent and the **Other Ethnicity** group makes up the remaining 2.7 per cent.

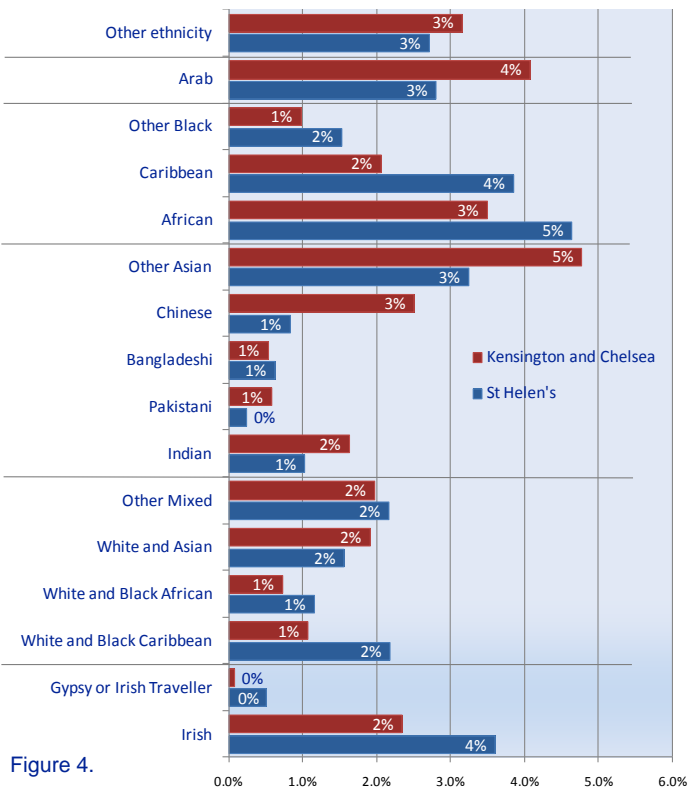


49.0 per cent of residents identified themselves as **White English/Welsh/Scottish/Northern Irish/British** and a further 18.5 per cent of residents identified themselves as **Other White**.

3.2 per cent of residents (208) identified their ethnicity as **Other Asian**, ranked 18th in the borough.

4.6 per cent of residents (298) identified their ethnicity as **African**, ranked 5th in the borough.

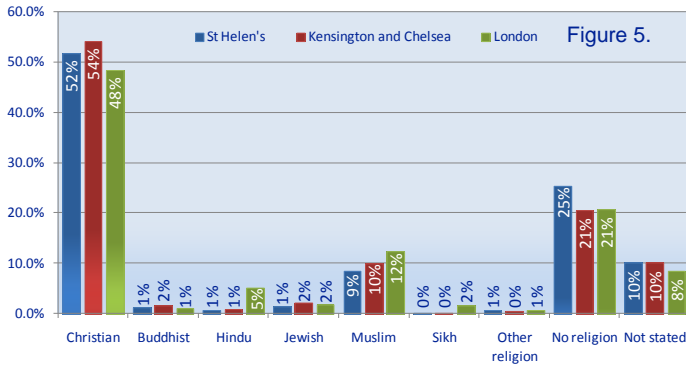
2.2 per cent of residents (139) identified their ethnicity as **Other Mixed**, ranked 6th in the borough.



# Who we are (continued)...

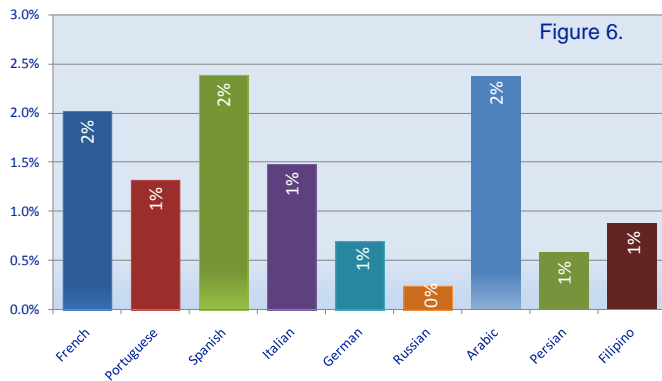
## Religion

Figure 5 shows the spread of religions in St. Helen's compared with the borough averages. Overall the majority, 51.8 per cent, of the population of St. Helen's are **Christian** (3,330 residents, ranked 13th), 8.5 per cent are **Muslim** (548 residents, ranked 10th) and 25.4 per cent have **no religion** (1,636 residents, ranked 3rd).



## Language

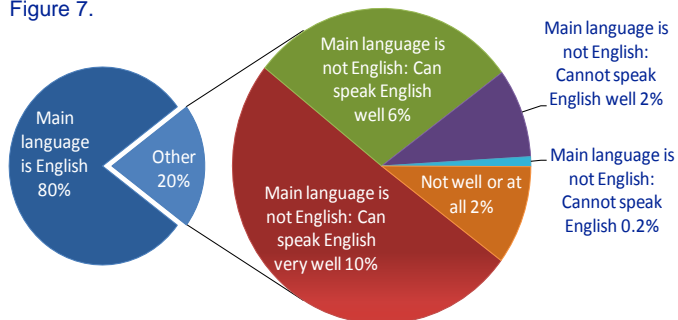
In St. Helen's, **English** is the main language for all occupants in 81.3 per cent of all households (5,037 residents, ranked 2nd). Figure 6 shows that 2.4 per cent of residents speak **Spanish** as a main language (148 residents, ranked 15th). 2.4 per cent speak **Arabic** as a main language (147 residents, ranked 9th).



## Proficiency in English

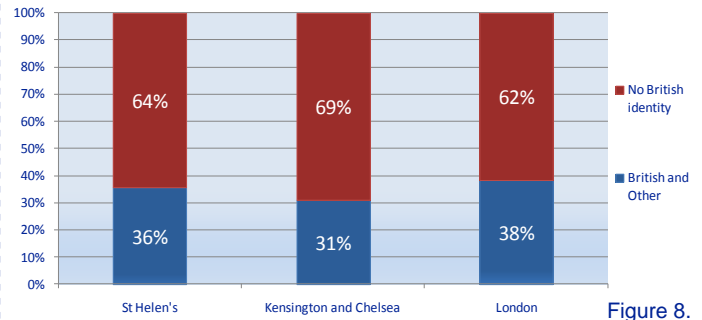
For 79.6 per cent of residents, **English** is the main language (ranked 2nd) and where English is not their main language, 10.3 per cent speak English **very well** (ranked 17th) and 6.0 per cent speak English **well** (ranked 17th). 1.9 per cent **cannot speak English well** (ranked 10th) and 0.2 per cent **cannot speak English** (ranked 11th).

Figure 7.



## National Identity

35.7 per cent of residents gave a national identity that relates to **Britain or Northern Ireland** (2,297 residents, ranked 6th) compared to 30.9 per cent in the borough and 38.3 per cent in London (figure 8).



## Health

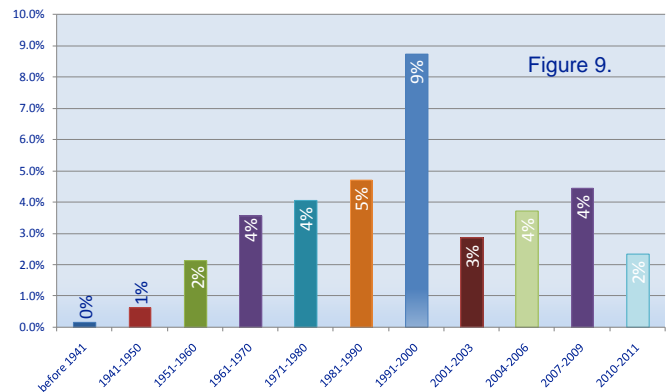
Overall, Kensington and Chelsea is ranked first in England and Wales for the percentage of residents that assess their health as **very good** (57.8 per cent compared to 50.5 per cent in London). In St. Helen's 52.3 per cent of residents assess their health as **very good** and 29.7 per cent selected **good health**. 4.8 per cent of residents assess their health as **bad** (rank 5th) and 1.6 per cent as **very bad** (rank 5th). This is comparable than the London average (3.7 per cent and 1.2 per cent).

## Long Term Limiting Illness

16.5 per cent of residents in St. Helen's have a **long term limiting illness** (1,059 residents, ranked 5th), 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)

62.5 per cent of residents of St. Helen's were born in the UK, 24.0 per cent of residents arrived **more than 10 years ago** (1,546 residents, ranked 11th), 6.6 per cent in the **last five to 10 years** (425 residents, ranked 17th) and 6.8 per cent arrived in the **last five years** (439 residents).



Of those **not born in the UK** 32.2 per cent of residents arrived in the UK aged between **0-19**, 63.9 per cent between **20-44**, 3.6 per cent between the ages of **45-64** and 0.4 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 St. Helen's and Kensington and Chelsea by world region and figure 11 shows the number and percentage for selected European countries. Overall 59.1 per cent of residents in St. Helen's were born in **England** (3,801 residents, ranked 2nd), higher than the borough average of 45.6 per cent.

2.4 per cent of residents (156 residents, ranked 16th) were born in the **Middle East**, 1.9 per cent lower than the borough average. St. Helen's residents were also born in **North America** (175 residents, 2.7 per cent, ranked 15th), **South East Asia** (135 residents, 2.1 per cent, ranked 18th), **Eastern Asia** (45 residents, 0.7 per cent, ranked 17th) and residents born in the **UK and Ireland** (4,199 residents, 65.3 per cent, ranked 1st).

## Europe (figure 11)

1.8 per cent of the population of St. Helen's were born in **France** (113 residents, ranked 15th) compared to 4.2 per cent in the borough. 1.6 per cent of residents were born in **Italy** (104 residents, ranked 15th), 1.2 per cent in **Germany** (76 residents, ranked 15th) and 1.4 per cent in **Spain** (93 residents, ranked 13th).

## Passports Held (figure 12)

72.3 per cent of residents in St. Helen's have a **UK passport** (4,645 residents, ranked 4th), 14.2 per cent higher than the borough average. Excluding the UK and Ireland, 12.2 per cent of residents have another **European passport** (785 residents, ranked 15th). 2.6 per cent of residents in St. Helen's have a passport from the **Middle East and Asia** (170 residents, ranked 17th).

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

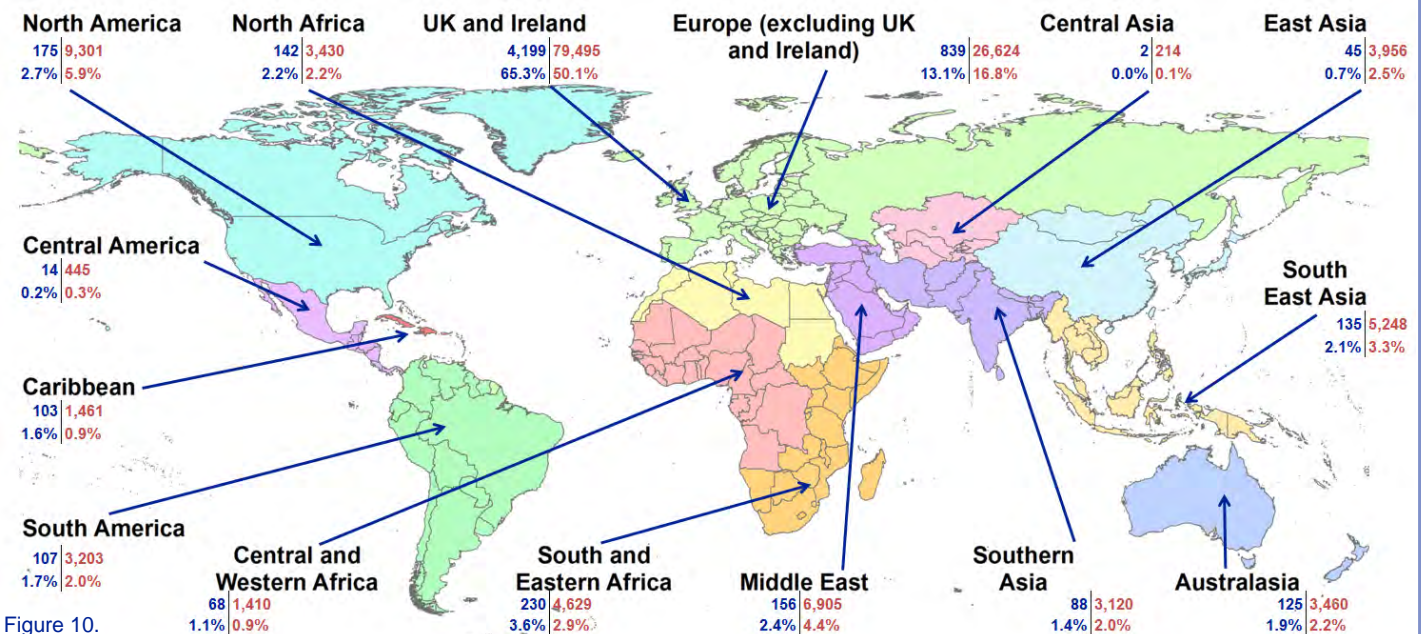


Figure 10.

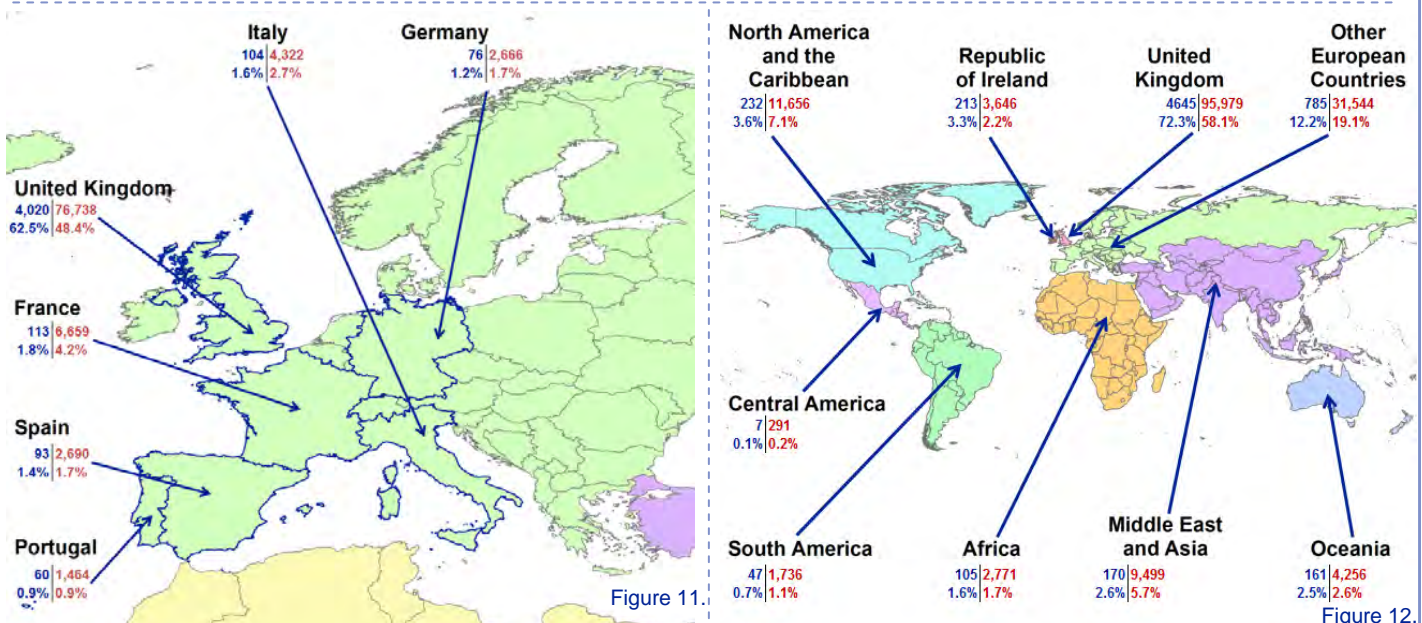


Figure 11.

Figure 12.

# How we live...

## Accommodation Type

**Flats** account for 79.6 per cent of all household spaces in St. Helen's (2,336 households, ranked 14th) compared to 83.1 per cent in the borough and 52.2 per cent in London. **Houses** account for 20.1 per cent of household spaces (589 households ranked 5th) in St. Helen's compared to 16.9 per cent in the borough and 47.8 per cent in London).

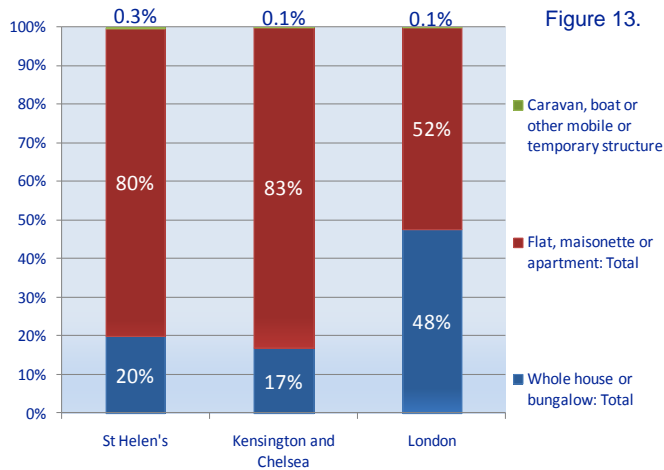


Figure 13.

## Tenure

34.3 per cent of households in St. Helen's are **owner occupied (including shared ownership)** (1,038 households, ranked 13th) compared to 36.6 per cent in the borough and 49.5 per cent in London.

The **private rented** sector accounts for 22.1 per cent of households (668 households, ranked 15th), 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 22.5 and 21.7 per cent respectively and 43.5 per cent in St. Helen's (1,316 properties, ranked 4th).

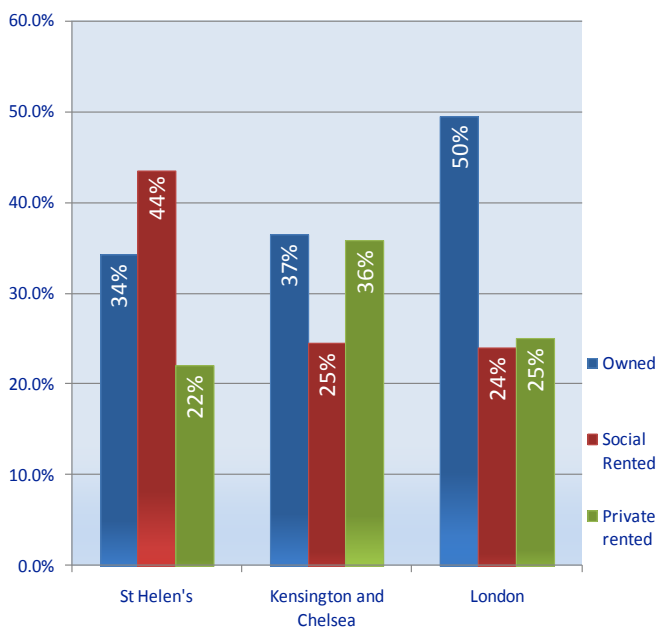


Figure 14.

## 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. 10.5 per cent of households in St. Helen's are **overcrowded** (322 households, ranked 4th). This compares to 8.3 per cent of households in the borough and 11.3 per cent in London.

## Marital and Civil Partnership Status

53.0 per cent of adult residents are **single** (2,839 residents, ranked 5th), compared to 48.2 per cent in the borough and 44.1 per cent in London. 30.7 per cent are **married** (including civil partnerships) (1,646, ranked 14th) compared to 36.3 per cent in the borough and 40.2 per cent in London. 3.1 per cent are **separated**, 9.2 per cent are **divorced** and 3.9 per cent are **widowed**.

## Household Composition

**One person households** (where the occupant is aged less than 65 years) account for 34.4 per cent of households in St. Helen's (1,054 households, ranked 11th), compared to 36.0 per cent in the borough (figure 15).

**Pensioner households** (including lone, family and other pensioners) account for 11.6 per cent of households (356, ranked 15th), lower than the borough average (13.6 per cent). **Single pensioner households** account for 9.1 per cent (280, ranked 14th) (figure 15).

**Lone parent households** make up 12.3 per cent (376, ranked 4th) in St. Helen's, higher than the borough average of 8.2 per cent (figure 15).

**Cohabiting couples** make up 9.6 per cent (294 households, ranked 4th). **Married couples** (including civil partnerships) account for 19.6 per cent of households (600 households, ranked 15th) (figure 15).

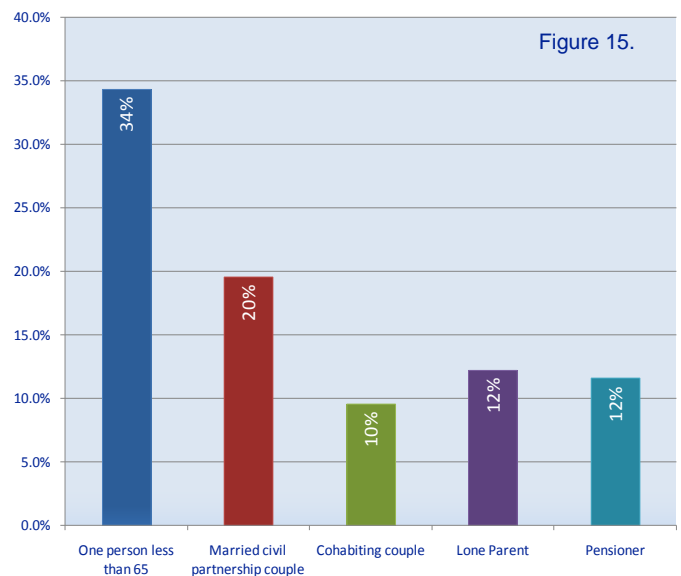


Figure 15.

# 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 St. Helen's, 8.6 per cent of households are classified as a **second address** (555 households, ranked 15th).

Of these, 54.6 per cent are second addresses **in the UK** (303 households, ranked 2nd) and 45.4 per cent are **outside the UK** (252 households, ranked 17th).

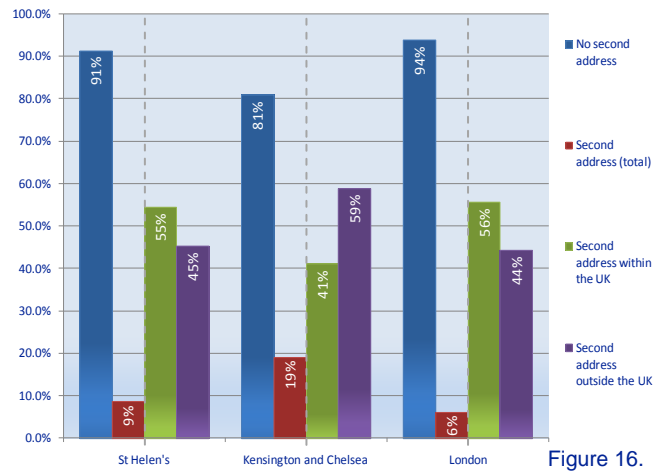


Figure 16.

## 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 St. Helen's, 32.8 per cent of households have **one dimension of deprivation**, 19.9 per cent have two, 7.8 per cent have three and 1.9 per cent have four. 37.7 per

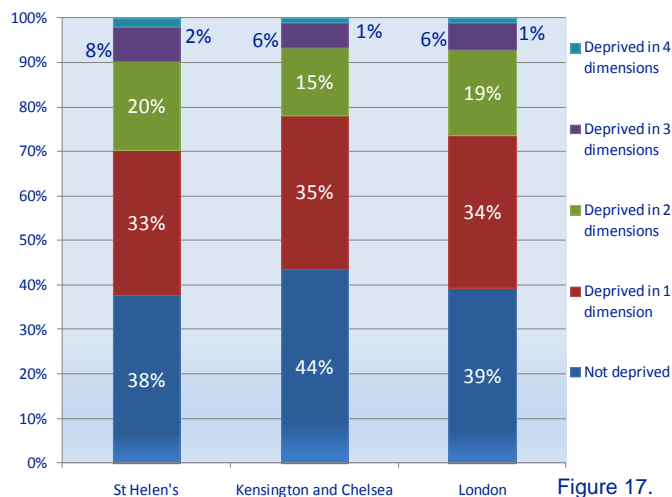


Figure 17.

cent of households in St. Helen's are **not deprived in any dimension** compared to the borough average of 43.6 per cent.

## Access to a Car or Van

53.8 per cent of households in St. Helen's **do not have access to a car or van** (1,651, ranked 11th). 36.6 per cent of residents in St. Helen's have access to **one car**, 8.1 per cent have access to **two cars**, 1.2 per cent have access to three cars and 0.3 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.

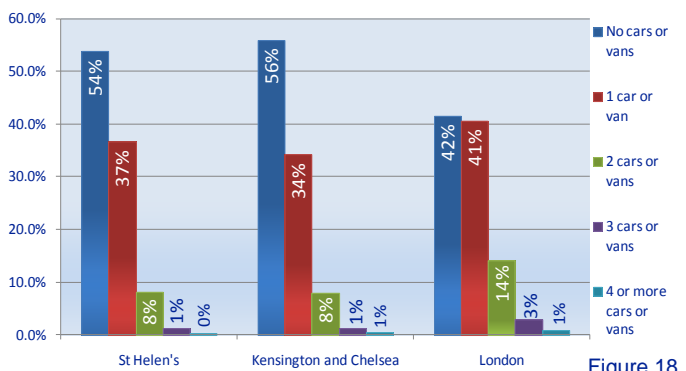


Figure 18.

## 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. St. Helen's is defined as **"Aspirational Techies"** with a 70.0 per cent majority falling into this category (ranked 11th). The borough on average is classified as **"Aspiring and Affluent"** with a 72.2 per cent coverage.

**Aspirational Techies Definition:** (except the Indian ethnic group) lower representation of all non-White ethnic groups, higher proportion of people born in the old EU, lower proportion whose main language is not English, households more likely to live in semi-detached or terraced properties, live in socially rented accommodation, more likely to be in the information and communication industries and use public transport to get to work.

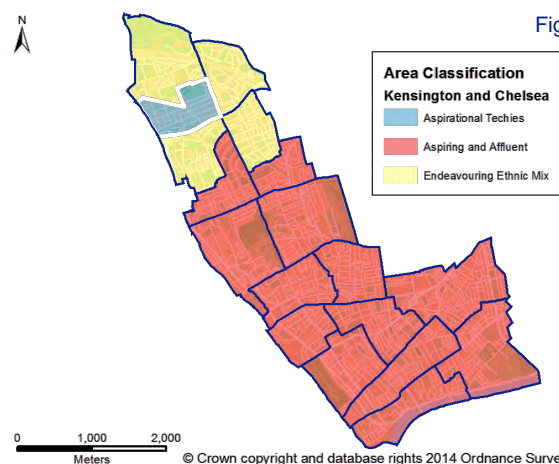


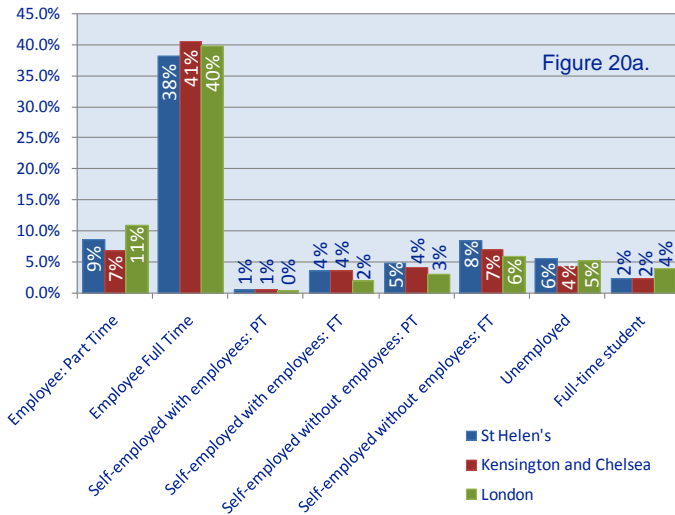
Figure 19.

# What we do...

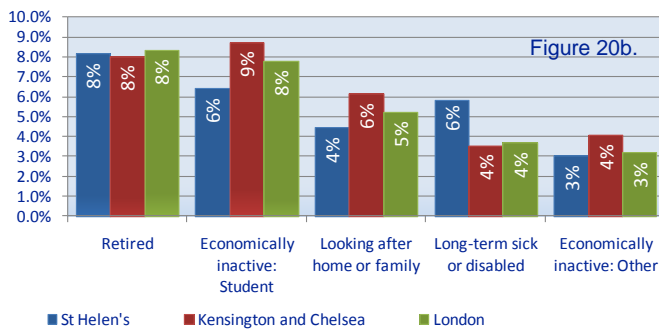
## Labour market

**Economically active** residents are those aged 16 to 74 that are either employed or are unemployed but actively seeking employment. 72.1 per cent of the adult population of St Helen's are **economically active** (3,671 residents, ranked 4th) compared to 69.4 per cent in the borough and 71.7 per cent in London.

Overall 38.3 per cent are **full time** employees (1,952 residents, ranked 14th) and 8.6 per cent are **part time** employees (436 residents, ranked 4th). 17.3 per cent of residents are **self employed** (breakdown in figure 20a.) (883 residents) and is comparable to the borough and London averages of 15.4 per cent and 11.7 per cent respectively. 5.5 per cent of the adult population of St Helen's are economically active but **unemployed** (281 residents, ranked 5th), 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. 27.9 per cent of the adult population of St Helen's are **economically inactive** (1,422 residents, ranked 15th) compared to 30.6 per cent in the borough and 28.3 per cent in London. (figure 20b.)



**Students** are the second largest group of economically inactive residents in St Helen's, 6.4 per cent (327 residents, ranked 14th), comparable to the borough (8.7) and London (7.8) averages.

## Hours worked

25.1 per cent of working residents in St. Helen's work **more than 49 hours** per week (844 residents, ranked 15th), 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.

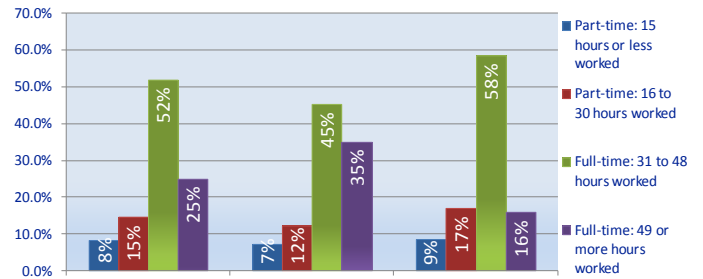


Figure 21.

## Qualifications

47.0 per cent of the adult population of St. Helen's ward have a **level 4 qualification (e.g. a bachelors degree)** (2,515, ranked 14th), compared to 52.7 per cent in the borough and 37.7 per cent in London. 15.0 per cent of the adult population have **no qualifications** (801 residents, ranked 4th) 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.

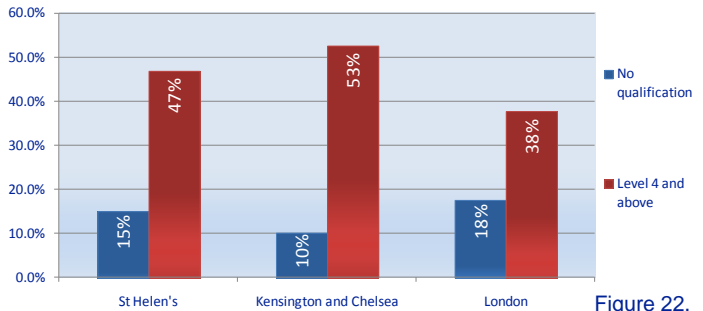


Figure 22.

## Unpaid care

In St. Helen's ward, 9.4 per cent (603 residents, ranked 3rd) 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 St. Helen's are **Underground/metro/light rail/tram** (21.3 per cent, 1,083 residents, ranked 13th), **bus** (9.4 per cent, 478 residents, ranked 7th) and **car or van** (11.3 per cent, 575 residents, ranked 1st). 6.0 per cent of residents **work mainly from home** (306 residents, ranked 13th).

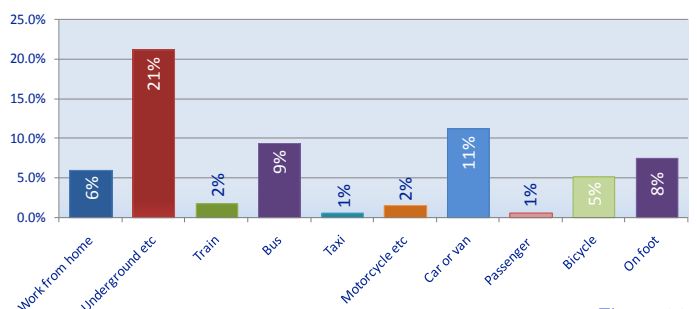


Figure 23.

# 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 St. Helen's, the three largest industry sectors are:

**1. Professional, scientific and technical activities**  
(e.g. legal activities, accounting, marketing, advertising, veterinary activities, translation and interpretation)

16.6 per cent (560, ranked 11th) of those economically active, compared to 16.7 per cent in the borough and 10.9 per cent in London.

**2. 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)

12.1 per cent (408 residents, ranked 5th) of economically active residents, compared to 9.6 per cent in the borough and 13.1 per cent in London.

**3. Information and Communication**

(e.g. publishing, audio/video production, radio/TV broadcasting and satellite/wireless telecommunications)

11.2 per cent (377 residents, ranked 1st) of economically active residents, compared to 7.5 per cent in the borough and 6.9 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 St. Helen's, the three largest occupation groups are:

**1. Associate professional and technical occupations**  
(e.g. police officers, graphic designers, laboratory technicians, town planners)

26.5 per cent (893 residents, ranked 5th) of those economically active, compared to 24.9 per cent in the borough and 16.3 per cent in London.

**2. Professional occupations**

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

23.2 per cent (781 residents, ranked 12th) of those economically active, compared to 23.4 per cent in the borough and 22.5 per cent in London.

**3. Managers, directors and senior officials**

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

16.1 per cent (544 residents, ranked 15th) of those economically active, compared to 23.3 per cent in the borough and 11.6 per cent in London.

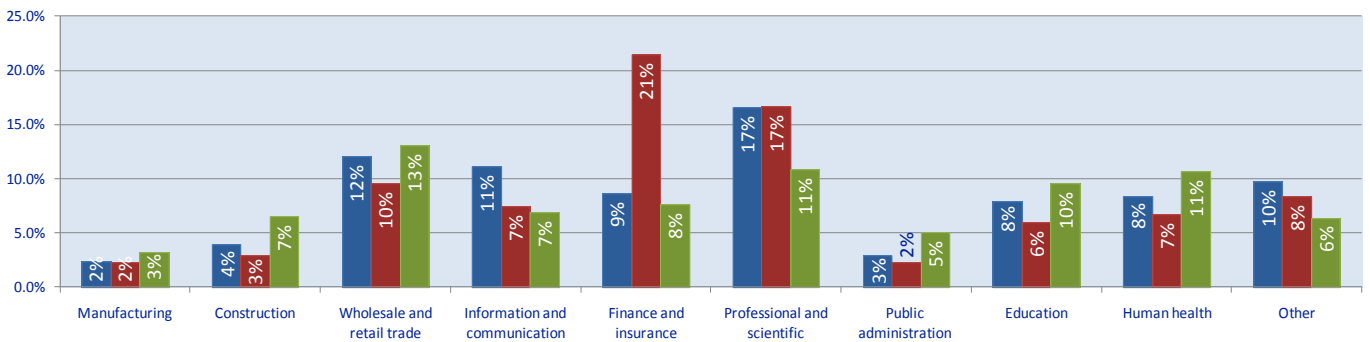


Figure 24.

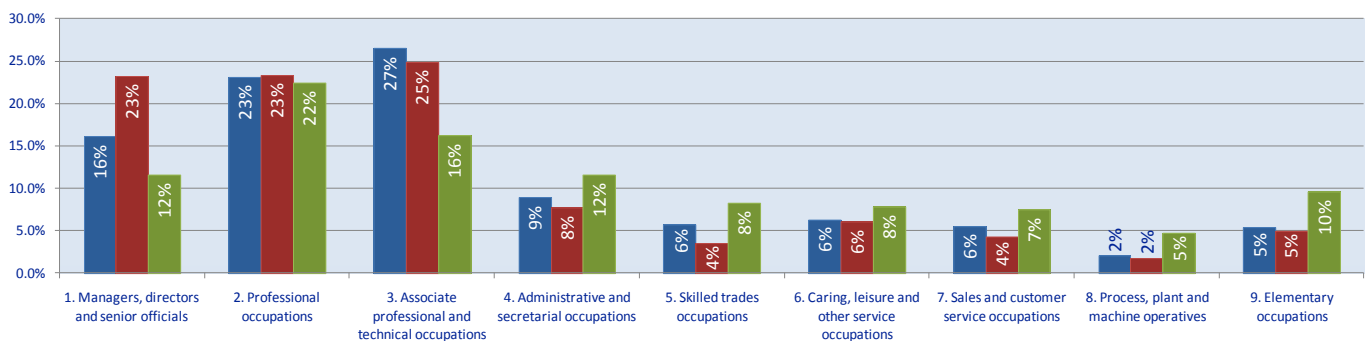


Figure 25.



# 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 St. Helen's decreased by 661 in comparison to Census data, 5,769 compared to 6,430 residents (see figure 26). The **Workday Population** of Kensington and Chelsea increased by 22.2 per cent from 158,649 to 193,805 residents.

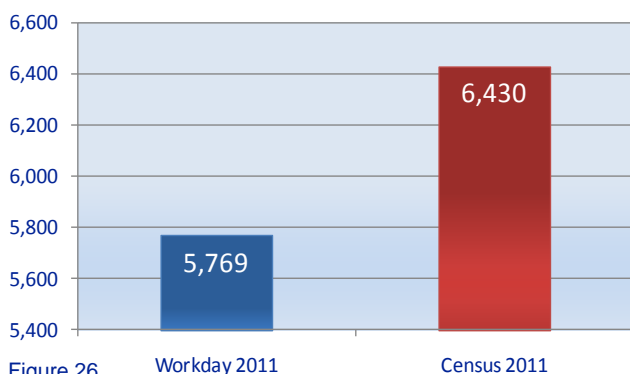


Figure 26. Workday 2011 Census 2011

### Workday: Density

St. Helen's has a **Workday Population** density of 126.7 people per hectare (ranked 13th), compared to 141.2 in the Census. Overall Kensington and Chelsea increased to 203.7 people per hectare and 55.2 in London.

### Workday: Tenure

38.7 per cent of households in St. Helen's are **owner occupied (including shared ownership)** (2,226 households, ranked 12th) compared to 43.2 per cent in the borough and 52.4 per cent in London.

The **private rented** sector accounts for 20.2 per cent of households (1,160 households, ranked 15th), 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 39.6 per cent in St. Helen's (2,278 properties, ranked 4th).

### Workday: Health

In St. Helen's, 51.1 per cent of the **Workday Population** assess their health as **very good** and 29.9 per cent selected **good health**. 5.1 per cent of the Workday Population assess their health as **bad** (rank 4th) and 1.6 per cent as **very bad** (rank 5th). In comparison to the Census, 1.6 per cent also assessed their health as **very bad**.

## Workday: Qualifications

42.0 per cent of the adult population of St. Helen's ward have a **level 4 qualification (e.g. a bachelors degree)** (1,972, ranked 12th), 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 St. Helen's. Overall the majority, 52.8 per cent, are **Christian** (3,047 residents, ranked 8th, an increase of 1.0 percentage points), 8.9 per cent are **Muslim** (514 residents, ranked 9th, an increase of 0.4 percentage points) and 23.7 per cent have **no religion** (1,370 residents, ranked 6th, a decrease of 1.7 percentage points).

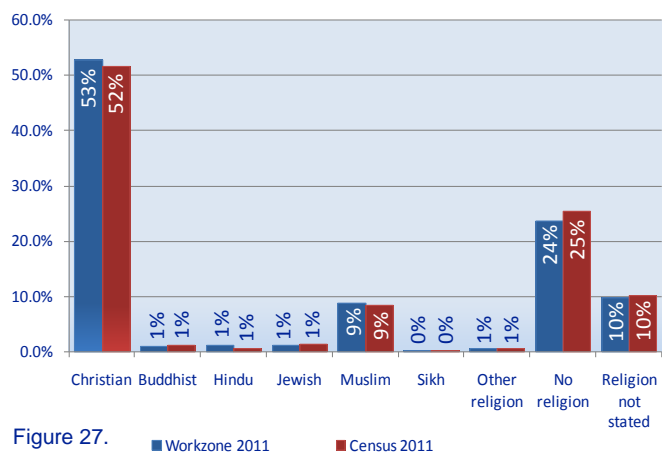
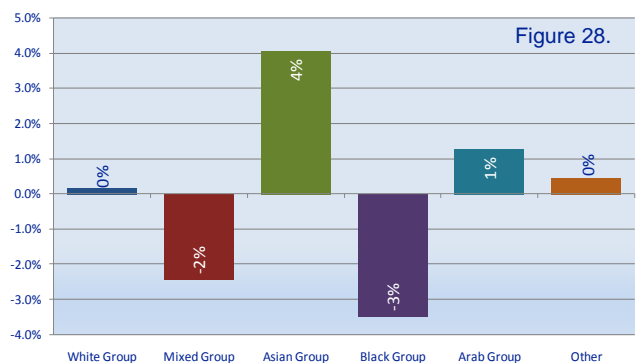


Figure 27. Workzone 2011 Census 2011

## Workday: Ethnicity

Figure 28 shows the broad ethnic groups in St. Helen's, Kensington and Chelsea and London, with Census comparisons. The **Asian group** has increased by 4.1 percentage points and the **Black/Black British group** has decreased by 3.5 percentage points in comparison to Census data.



## Workday: Length of Residence in the UK

63.3 per cent of the **Workday Population** of St. Helen's were **born in the UK** compared to the Census figure of 62.5 per cent. 23.4 of the Workday Population **arrived more than 10 years ago**, compared to the Census figure of 24.0 per cent (1,546 residents). 5.8 per cent arrived in the **last five to 10 years** and 3.7 per cent arrived in the **last five years**, compare to 6.6 per cent 6.8 per cent respectively.

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