



THE ROYAL BOROUGH OF  
**KENSINGTON  
AND CHELSEA**

# Notting Dale Ward Profile



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Map produced by the Property and Land Applications Team (PLAT) pl@rltbc.gov.uk | 22 May 2014 | Ref: 3824

## 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 Notting Dale 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 Notting Dale...

...the usual residents population is 8,547. The workplace population is 9,151 an increase of 7.1 per cent compared to the usual residents population.

... the population density is 157.1 people per square hectare, ranked 7th highest and compares to 130.8 in the borough.

...English is the main language for 74.4 per cent of residents (6,119).

...1.9 per cent of residents speak Portuguese as a first language, 4.8 per cent speak Arabic and 3.3 per cent speak Spanish as a first language.

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

...6.7 per cent of residents gave their ethnicity as Arab, the 3rd highest percentage in the borough.

...42.0 per cent of residents gave a nationality that relates to Britain or Northern Ireland, ranked 2nd in the borough, higher than the average of 30.9 in Kensington and Chelsea and 38.3 per cent in London.

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

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

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

...16.9 per cent of households are owner occupied, a decrease of 4.8 percentage points whereas the private rented sector has increased by 5.2 percentage points to 12.3 per cent of households.

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

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

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

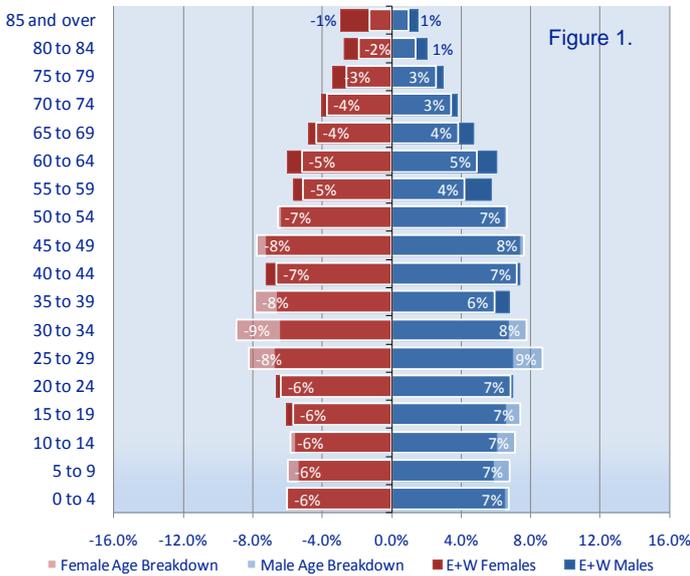
# Who we are...

## Population Overall

The population of Notting Dale is 8,547 residents and is the 14th highest populated ward 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.

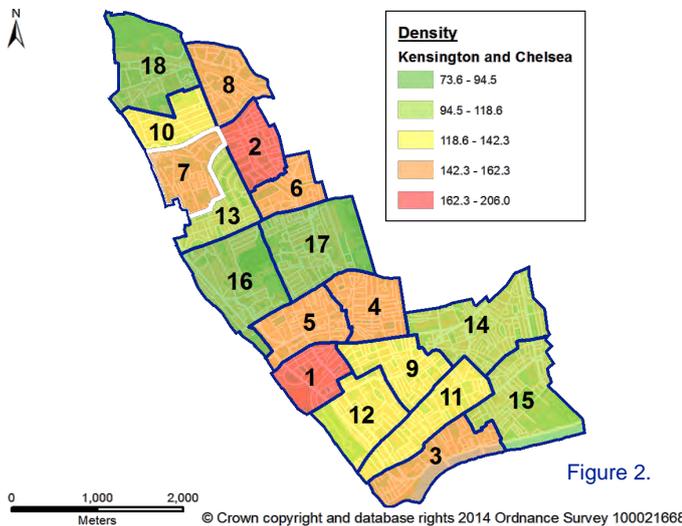
## Population Age

Figure 1 shows the age structure of Notting Dale compared to England and Wales split by gender, and notably shows higher numbers of male residents aged between 20 and 49. Overall in 2011, 32.2 per cent of residents are aged less than 24, 54.7 per cent between 24-64 (of working age) and 13.1 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.



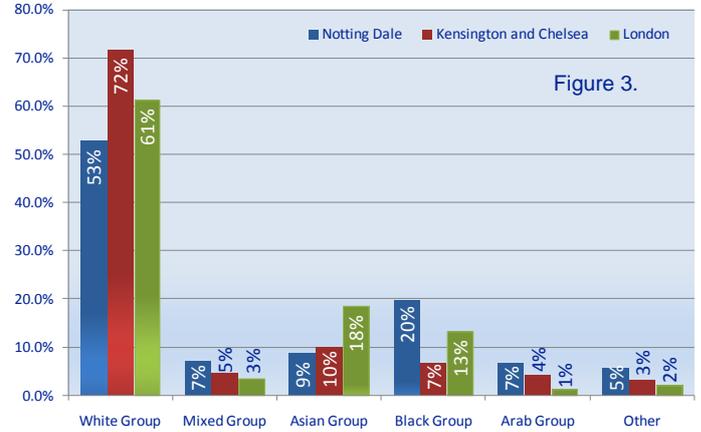
## Population Density

Notting Dale has a population density (see figure 2) of 157.1 people per hectare (ranked 7th), compared to 130.8 in Kensington and Chelsea and 52.0 people per hectare in London. Notting Dale contains a large number of high rise blocks of flats but also a high number of open spaces which explains its population density.



## Ethnic Group

Figure 3 shows the broad ethnic groups in Notting Dale, Kensington and Chelsea and London. The **White** group makes up 52.8 per cent, the **Mixed** group makes up 6.9 per cent, the **Asian** group makes up 8.6 per cent, the **Black** group makes up 19.5 per cent, the **Arab** group makes up 6.7 per cent and the **Other Ethnicity** group makes up the remaining 5.5 per cent.

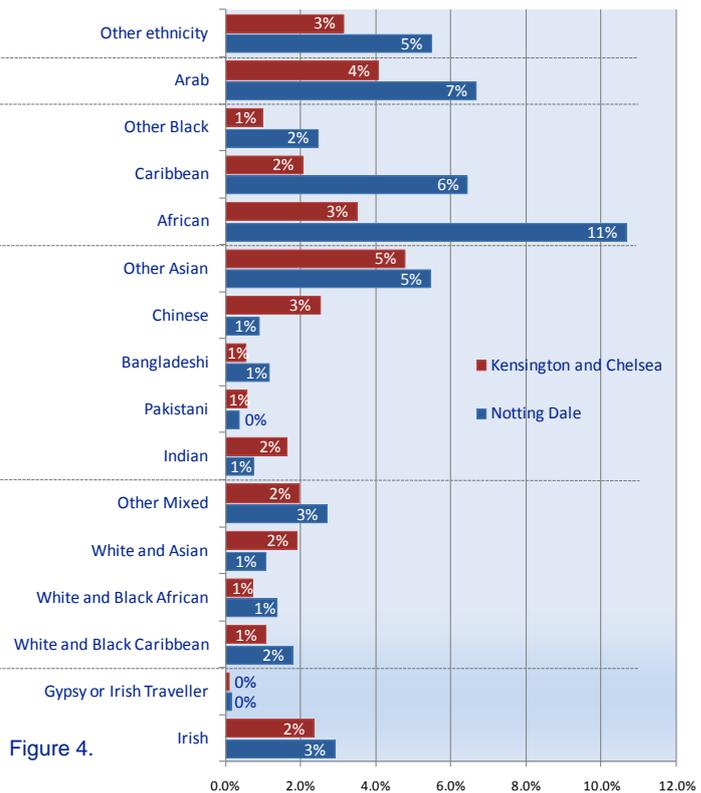


33.5 per cent of residents identified themselves as **White: English/Welsh/Scottish/Northern Irish/British** and a further 16.3 per cent of residents identified themselves as **Other White**.

2.7 per cent of residents (230) identified their ethnicity as **Other Mixed**, ranked 2nd in the borough.

5.5 per cent of residents (466) identified their ethnicity as **Other Asian**, ranked 4th in the borough.

10.6 per cent of residents (910) identified their ethnicity as **African**, ranked 2nd in the borough.



# Who we are (continued)...

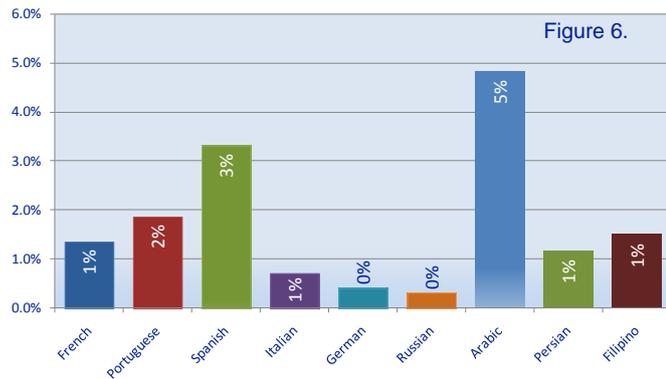
## Religion

Figure 5 shows the spread of religions in Notting Dale compared with the borough averages. Overall the majority, 52.2 per cent, of the population of Notting Dale are **Christian** (4,459 residents, ranked 12th), 19.7 per cent are **Muslim** (1,680 residents, ranked 2nd) and 15.7 per cent have **no religion** (1,340 residents, ranked 18th).



## Language

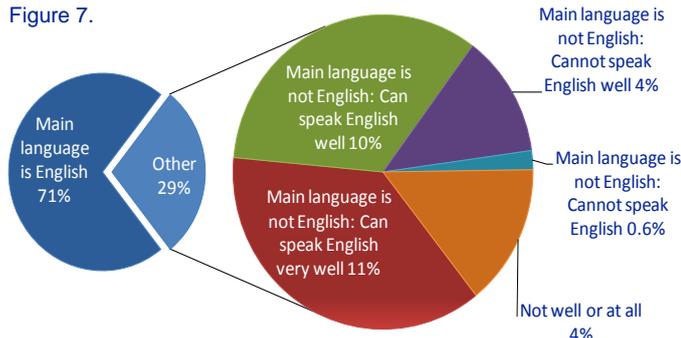
In Notting Dale, **English** is the main language for all occupants in 74.4 per cent of all households (6,119 residents, ranked 7th). 3.3 per cent of residents speak **Spanish** as a main language (273 residents, ranked 3rd). 4.8 per cent speak **Arabic** as a main language (397 residents, ranked 2nd).



## Proficiency in English

For 71.3 per cent of residents, **English** is the main language (ranked 10th) and where English is not their main language, 10.6 per cent speak English **very well** (ranked 16th) and 9.7 per cent speak English **well** (ranked 6th). 3.6 per cent **cannot speak English well** (ranked 2nd) and 0.6 per cent **cannot speak English** (ranked 1st).

Figure 7.



## National Identity

42.0 per cent of residents gave a national identity that relates to **Britain or Northern Ireland** (3,587 residents, ranked 2nd) compared to 30.9 per cent in the borough and 38.3 per cent in London (figure 8).

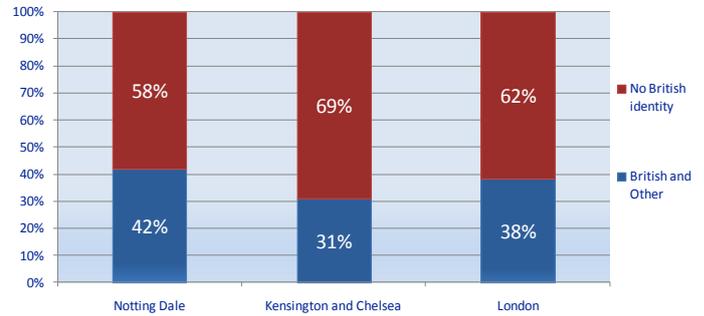


Figure 8.

## Health

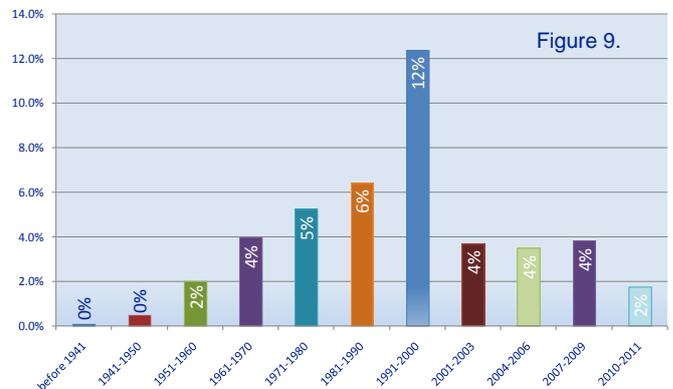
Overall, Kensington and Chelsea is ranked first in England and Wales for the percentage of residents that assess their health as **very good** (57.8 per cent compared to 50.5 per cent in London). In Notting Dale 44.1 per cent of residents assess their health as **very good** and 32.6 per cent selected **good health**. 6.7 per cent of residents assess their health as **bad** (ranked 1st) and 2.3 per cent as **very bad** (ranked 3rd). This is higher than the London average (3.7 per cent and 1.2 per cent).

## Long Term Limiting Illness

20.9 per cent of residents in Notting Dale have a **long term limiting illness** (1,785 residents, ranked 1st), 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)

56.5 per cent of residents of Notting Dale were born in the UK, 30.7 per cent of residents arrived **more than 10 years ago** (2,622 residents, ranked 2nd), 7.2 per cent in the **last five to 10 years** (617 residents, ranked 16th) and 5.6 per cent arrived in the **last five years** (480 residents).



Of those **not born in the UK** 34.6 per cent of residents arrived in the UK aged between **0-19**, 59.4 per cent between **20-44**, 5.1 per cent between the ages of **45-64** and 0.9 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 Notting Dale and Kensington and Chelsea by world region and figure 11 shows the number and percentage for selected European countries. Overall 54.2 per cent of residents in Notting Dale were born in **England** (4,629 residents, ranked 2nd), higher than the borough average of 45.6 per cent.

4.2 per cent of residents (358 residents, ranked 8th) were born in the **Middle East**, 0.2 per cent lower than the borough average. Notting Dale residents were also born in **North America** (117 residents, 1.4 per cent, ranked 17th), **South East Asia** (288 residents, 3.4 per cent, ranked 5th), **Eastern Asia** (69 residents, 0.8 per cent, ranked 16th) and residents born in the **UK and Ireland** (5,009 residents, 58.6 per cent, ranked 4th).

## Europe (figure 11)

1.1 per cent of the population of Notting Dale were born in **France** (93 residents, ranked 17th) compared to 4.2 per cent in the borough. 0.8 per cent of residents were born in **Italy** (69 residents, ranked 18th), 0.6 per cent in **Germany** (50 residents, ranked 18th) and 1.8 per cent in **Spain** (152 residents, ranked 8th).

## Passports Held (figure 12)

75.1 per cent of residents in Notting Dale have a **UK passport** (6,220 residents, ranked 2nd), 17.0 per cent higher than the borough average. Excluding the UK and Ireland, 11.1 per cent of residents have another **European passport** (921 residents, ranked 17th). 3.3 per cent of residents in Notting Dale have a passport from the **Middle East and Asia** (273 residents, ranked 13th).

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

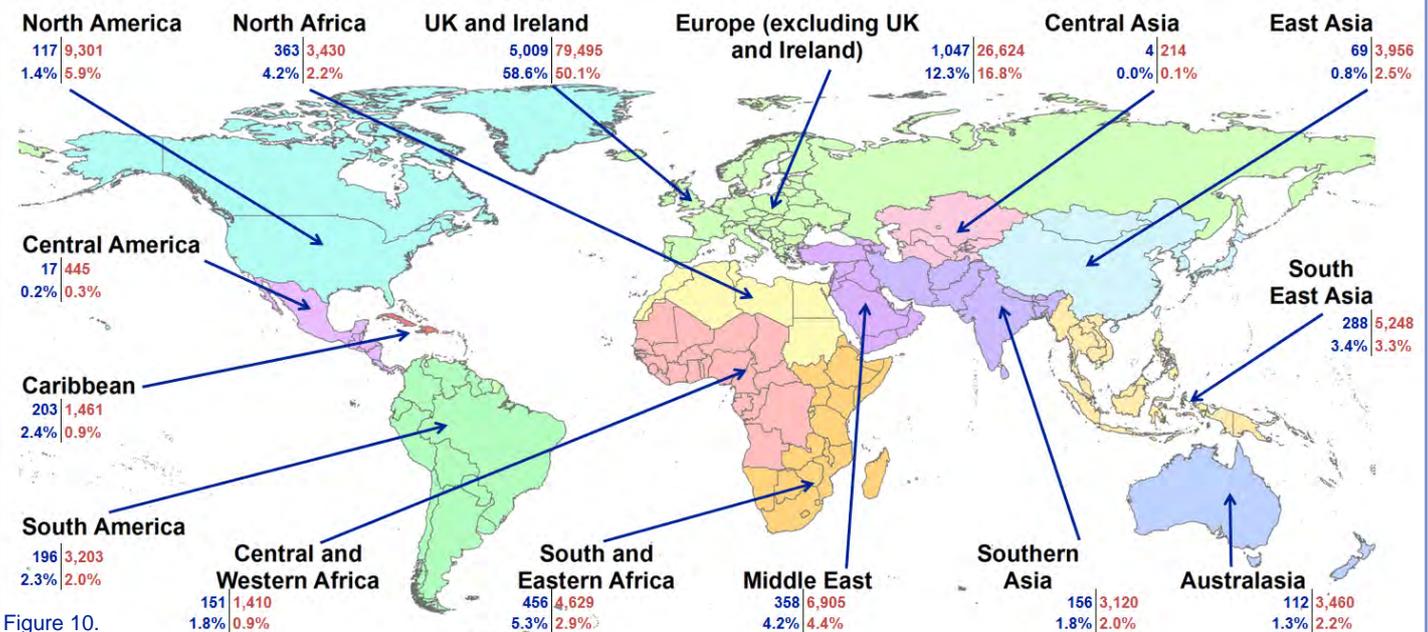


Figure 10.

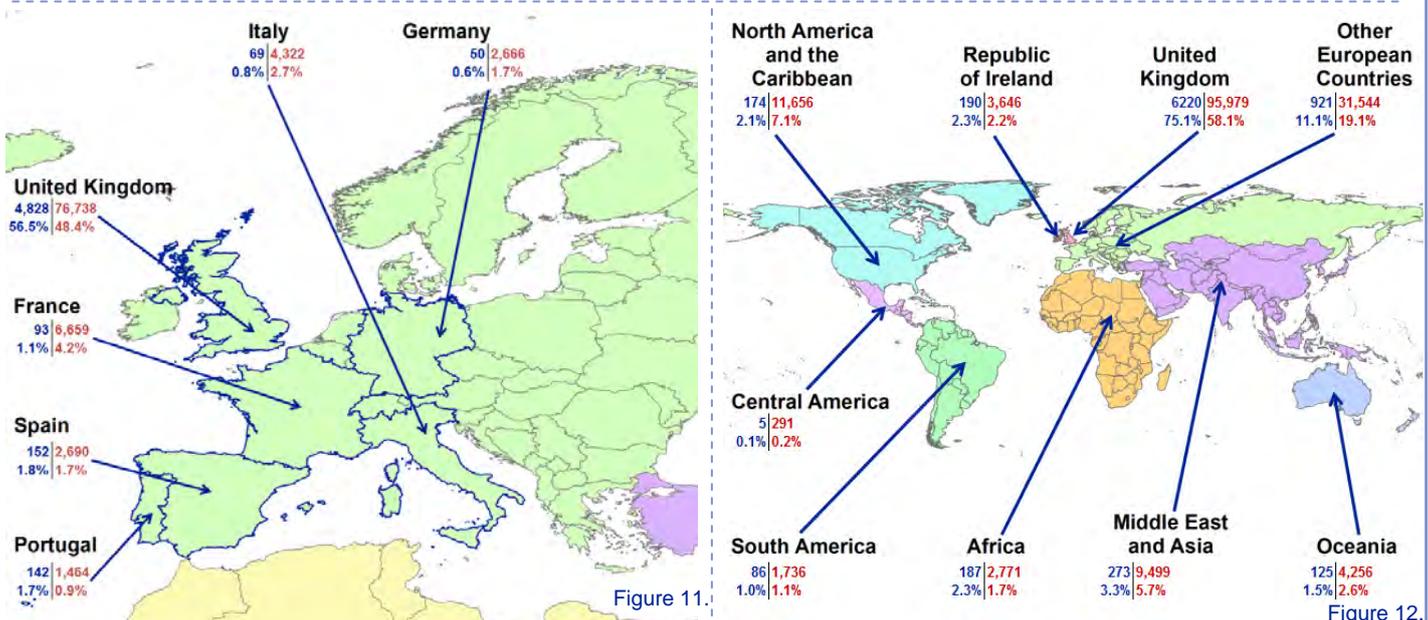


Figure 11.

Figure 12.

# How we live...

## Accommodation Type

**Flats** account for 87.5 per cent of all household spaces in Notting Dale (3,290 households, ranked 4th) compared to 83.1 per cent in the borough and 52.2 per cent in London. **Houses** account for 12.3 per cent of household spaces (463 households, ranked 15th) in Notting Dale compared to 16.9 per cent in the borough and 47.8 per cent in London).

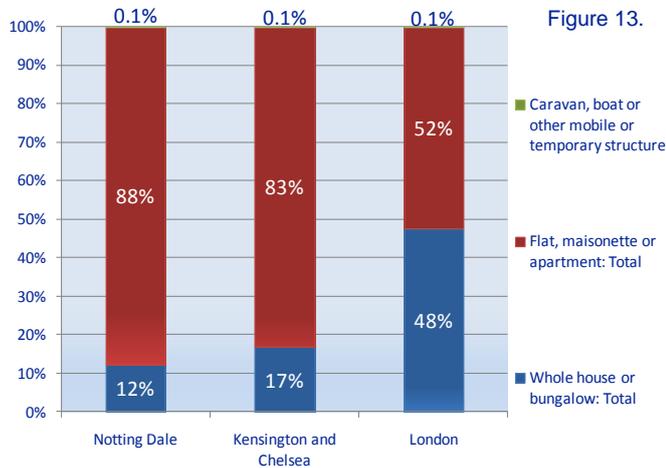


Figure 13.

## Tenure

16.9 per cent of households in Notting Dale are **owner occupiers (including shared ownership)** (632 households, ranked 17th) compared to 36.6 per cent in the borough and 49.5 per cent in London.

The **private rented** sector accounts for 12.3 per cent of households (459 households, ranked 18th), 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 70.8 per cent in Notting Dale (2,639 properties, ranked 1st).

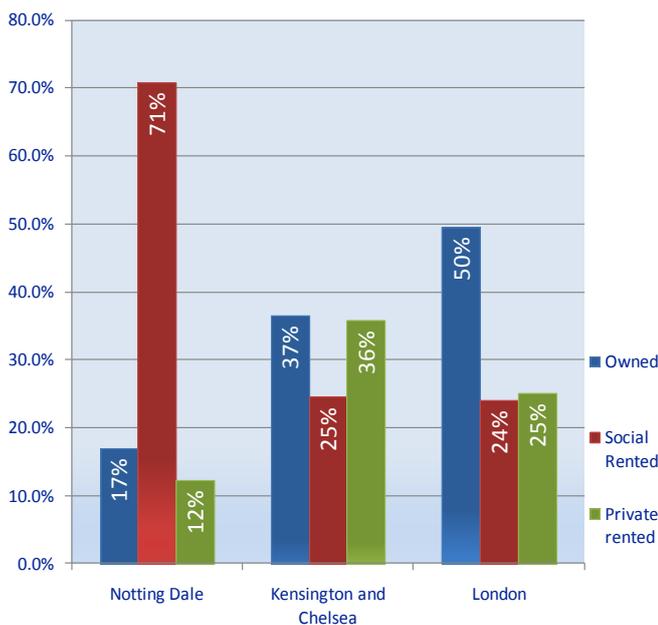


Figure 14.

## 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. 15.0 per cent of households in Notting Dale are **overcrowded** (570 households, ranked 2nd). This compares to 8.3 per cent of households in the borough and 11.3 per cent in London.

## Marital and Civil Partnership Status

47.7 per cent of adult residents are **single** (3,246 residents, ranked 10th), compared to 48.2 per cent in the borough and 44.1 per cent in London. 31.5 per cent are **married** (including civil partnerships) (2,144, ranked 13th) compared to 36.3 per cent in the borough and 40.2 per cent in London. 4.6 per cent are **separated**, 10.7 per cent are **divorced** and 5.5 per cent are **widowed**.

## Household Composition

**One person households** (where the occupant is aged less than 65 years) account for 27.9 per cent of households in Notting Dale (1,057 households, ranked 17th), compared to 36.0 per cent in the borough (*figure 15*).

**Pensioner households** (including lone, family and other pensioners) account for 16.7 per cent of households (632, ranked 4th), higher than the borough average (13.6 per cent). **Single pensioner households** account for 13.7 per cent (520, ranked 2nd) (*figure 15*).

**Lone parent households** make up 18.3 per cent (694, ranked 2nd) in Notting Dale, higher than the borough average of 8.2 per cent (*figure 15*).

**Cohabiting couples** make up 5.7 per cent (215 households, ranked 18th). **Married couples** (including civil partnerships) account for 20.3 per cent of households (770 households, ranked 12th) (*figure 15*).

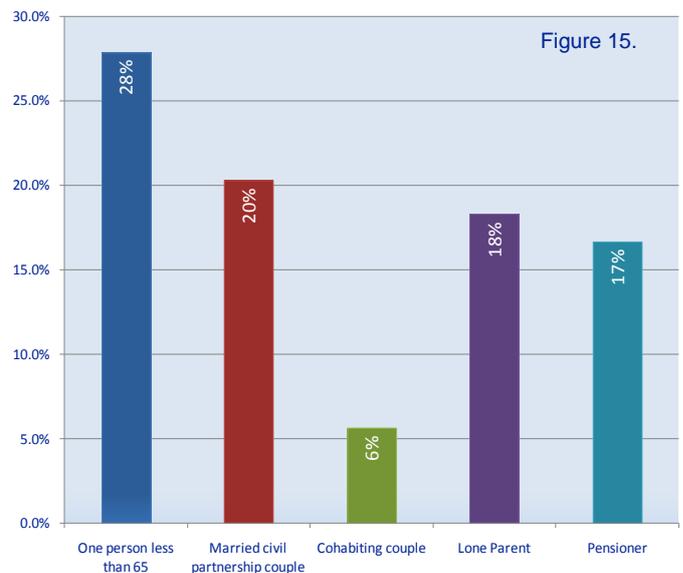


Figure 15.

# 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 Notting Dale, 5.5 per cent of households are classified as a **second address** (468 households, ranked 18th).

Of these, 56.2 per cent are second addresses **in the UK** (263 households, ranked 1st) and 43.8 are **outside the UK** (205 households, ranked 18th).

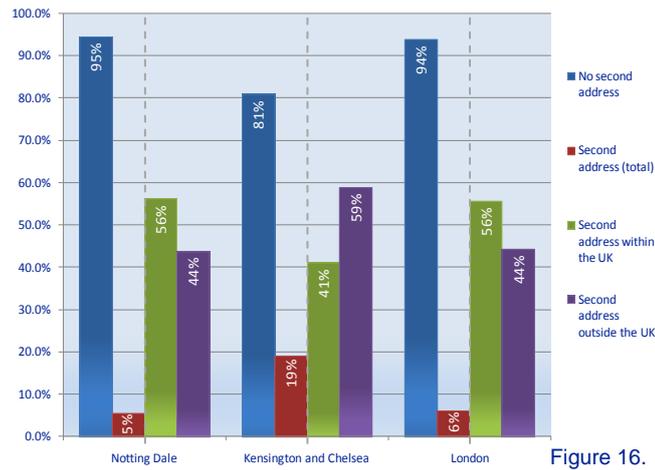


Figure 16.

## 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 Notting Dale, 32.7 per cent of households have **one dimension of deprivation**, 28.0 per cent have two, 12.9 per cent have three and 2.1 per cent have four.

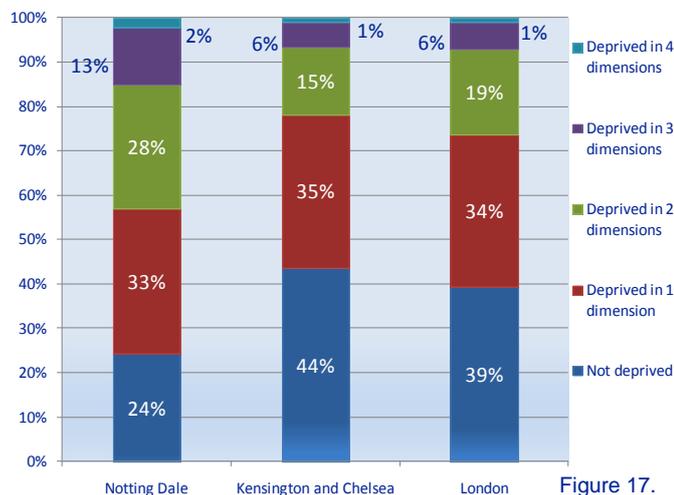


Figure 17.

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

## Access to a Car or Van

65.9 per cent of households in Notting Dale **do not have access to a car or van** (2,499, ranked 3rd). 30.0 per cent of residents in Notting Dale have access to **one car**, 3.6 per cent have access to **two cars**, 0.4 per cent have access to three cars and 0.1 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. Notting Dale is defined as **"Endeavouring Ethnic Mix"** with a 72.4 per cent majority falling into this category (ranked 10th). The borough on average is classified as **"Aspiring and Affluent"** with a 72.2 per cent coverage. **Endeavouring Ethnic Mix** definition: a higher proportion of people who belong to the Bangladeshi ethnic but a lower proportion of those in Pakistani and Indian ethnic groups. There is a higher proportion of people who were born in the old EU countries. Households are more likely to live in flats and to privately rent. Overcrowding is also more prevalent, and public transport more commonly used to get to work.

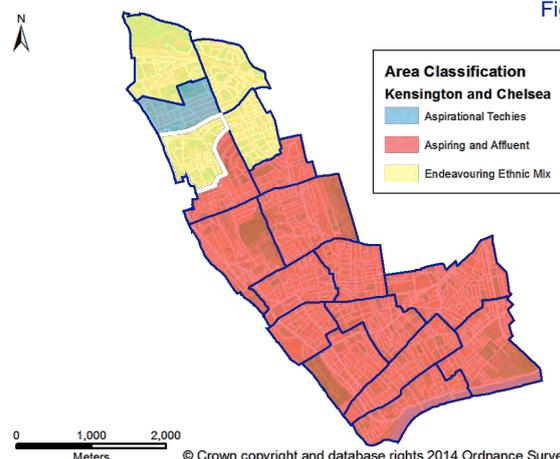


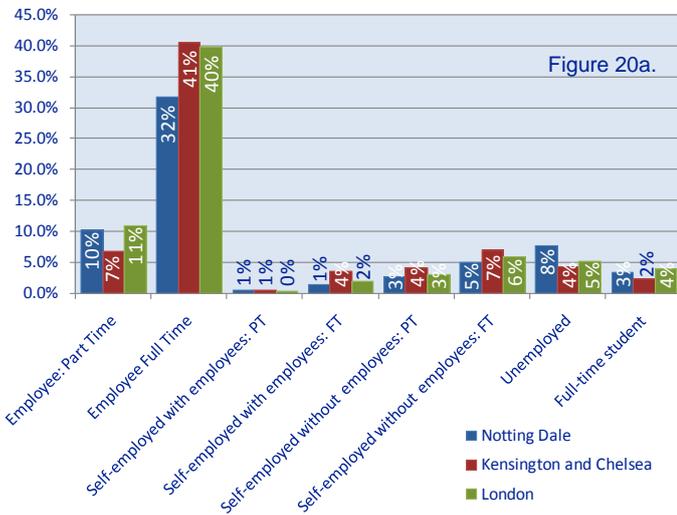
Figure 19.

# What we do...

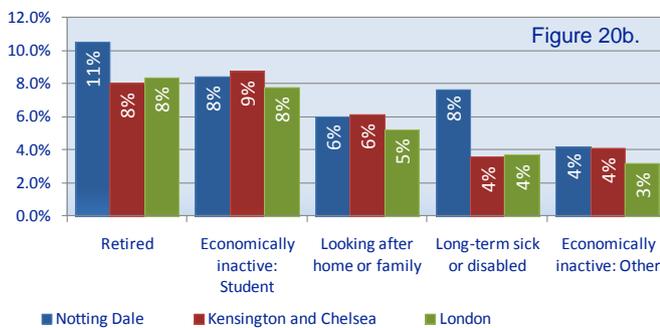
## Labour market

**Economically active** residents are those aged 16 to 74 that are either employed or are unemployed but actively seeking employment. 63.1 per cent of the adult population of Notting Dale are **economically active** (4,004 residents, ranked 18th) compared to 69.4 per cent in the borough and 71.7 per cent in London.

Overall, 31.7 per cent are **full time** employees (2,013 residents, ranked 17th) and 10.2 per cent are **part time** employees (649 residents, ranked 3rd). 9.8 per cent of residents are **self employed** (breakdown in figure 20a.) (625 residents) and is comparable to the borough and London averages of 15.4 per cent and 11.7 per cent respectively. 7.8 per cent of the adult population of Notting Dale are economically active but **unemployed** (496 residents, ranked 2nd), 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. 36.9 per cent of the adult population of Notting Dale are **economically inactive** (2,343 residents, ranked 1st) 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 Notting Dale, 10.5 per cent (669 residents, ranked 2nd), comparable to the borough (8.0) and London (8.4) averages.

## Hours worked

16.6 per cent of working residents in Notting Dale work **more than 49 hours** per week (568 residents, ranked 17th), 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

31.5 per cent of the adult population of Notting Dale ward have a **level 4 qualification (e.g. a bachelors degree)** (2,144, ranked 17th), compared to 52.7 per cent in the borough and 37.7 per cent in London. 23.6 per cent of the adult population have **no qualifications** (1,605 residents, ranked 2nd) 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.

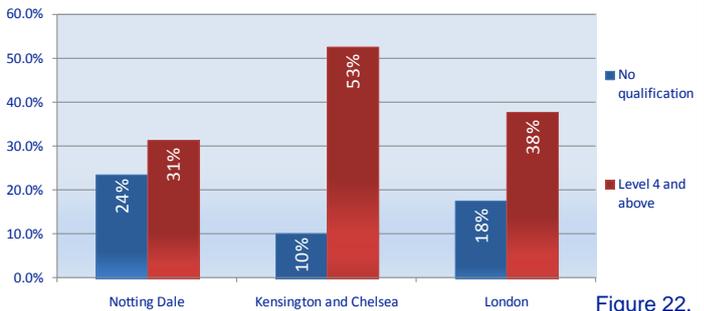


Figure 22.

## Unpaid care

In Notting Dale, 9.1 per cent (781 residents, ranked 4th) 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 Notting Dale are **Underground/metro/light rail/tram** (16.4 per cent, 1,044 residents, ranked 15th), **bus** (10.1 per cent, 638 residents, ranked 5th) and **car or van** (8.0 per cent, 510 residents, ranked 10th). 3.0 per cent of residents **work mainly from home** (188 residents, ranked 18th).

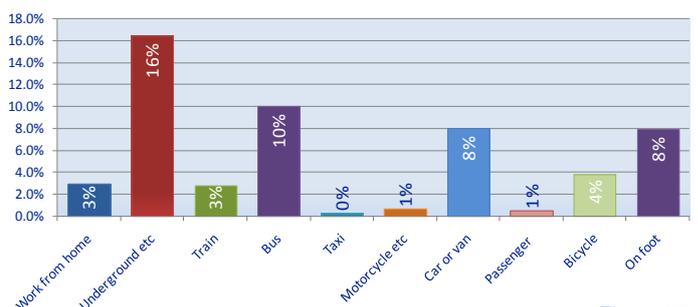


Figure 23.

# 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 Notting Dale, the three largest industry sectors are:

### 1. 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)

12.8 per cent (439 residents, ranked 3rd) of economically active residents, compared to 9.6 per cent in the borough and 13.1 per cent in London.

### 2. Professional, scientific and technical activities

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

10.4 per cent (358, ranked 17th) of those economically active, compared to 16.7 per cent in the borough and 10.9 per cent in London.

### 3. Human health

(e.g. General medical practice, dental, hospital, residential care, child day-care and social work activities)

9.9 per cent (340 residents ranked 3rd) of economically active residents, compared to 6.7 per cent in the borough and 10.7 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 Notting Dale, the three largest occupation groups are:

### 1. Professional occupations

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

17.5 per cent (600 residents, ranked 18th) of those economically active, compared to 23.4 per cent in the borough and 22.5 per cent in London.

### 2. Associate professional and technical occupations

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

17.2 per cent (589 residents, ranked 18th) of those economically active, compared to 24.9 per cent in the borough and 16.3 per cent in London.

### 3. Elementary occupations

(e.g. agricultural, construction or process plant workers, administrative, cleaning, security, sales and storage)

13.0 per cent (445 residents, ranked 1st) of those economically active, compared to 5.0 per cent in the borough and 9.6 per cent in London.

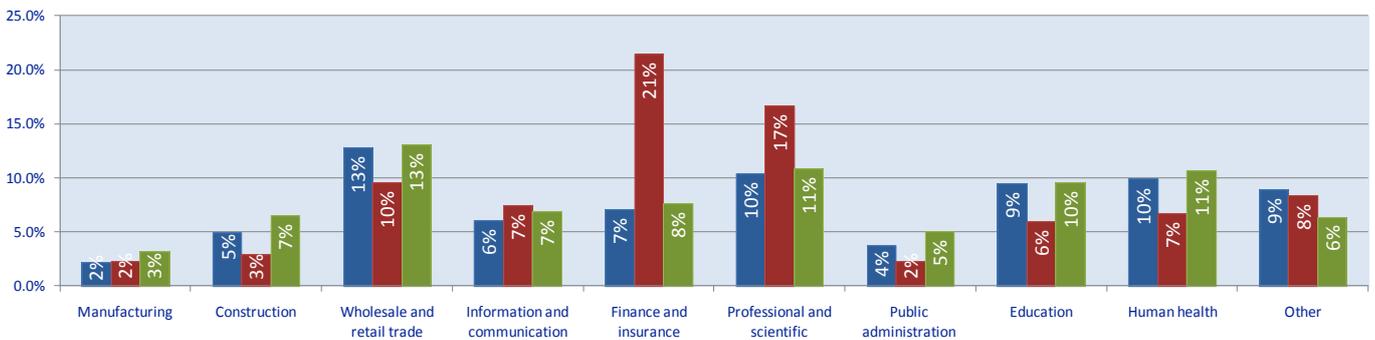


Figure 24.

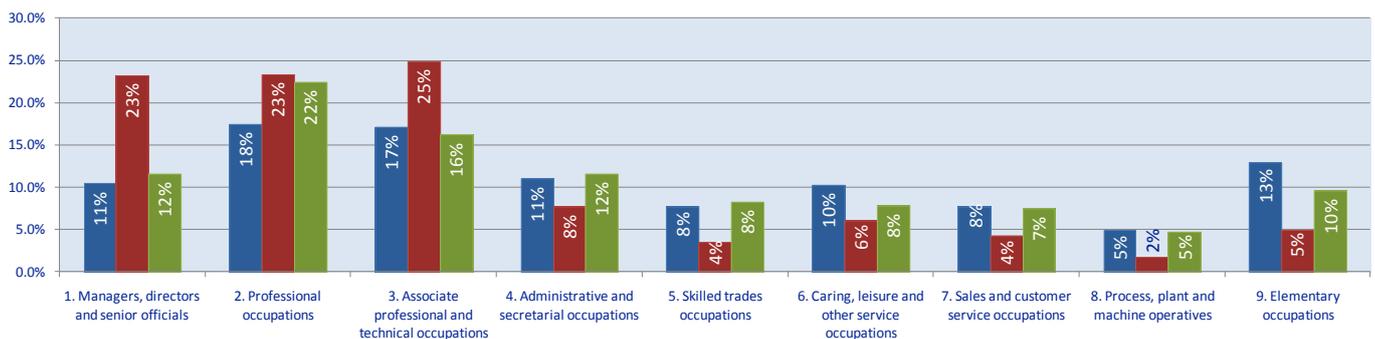


Figure 25.

# 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 Notting Dale increased by 604 in comparison to Census data, 9,151 compared to 8,547 residents (see figure 26). The **Workday Population** of Kensington and Chelsea increased by 22.2 per cent from 158,649 to 193,805 residents.

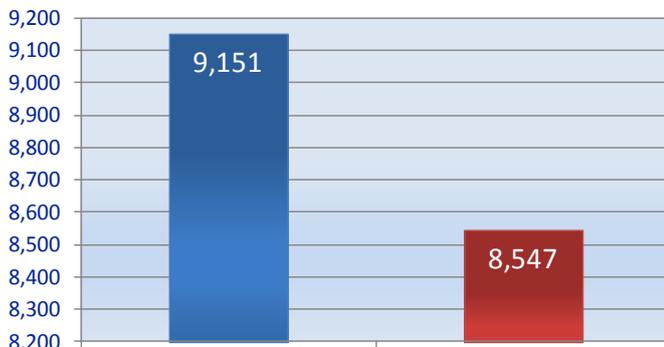


Figure 26. Workday 2011 vs Census 2011

### Workday: Density

Notting Dale has a **Workday Population** density of 168.2 people per hectare (ranked 9th), compared to 157.1 in the Census. Kensington and Chelsea increased to 203.7 people per hectare and 55.2 in London.

### Workday: Tenure

27.3 per cent of households in Notting Dale are **owner occupiers (including shared ownership)** (2,493 households, ranked 17th) compared to 43.2 per cent in the borough and 52.4 per cent in London.

The **private rented** sector accounts for 17.5 per cent of households (1,598 households, ranked 17th), 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 53.6 per cent in Notting Dale (4,888 properties, ranked 6th).

### Workday: Health

In Notting Dale, 47.6 per cent of the **Workday Population** assess their health as **very good** and 32.0 per cent selected **good health**. 6.0 per cent of the Workday Population assess their health as **bad** (rank 2nd) and 2.1 per cent as **very bad** (rank 3rd). In comparison to the Census, 2.3 per cent assessed their health as **very bad**.

## Workday: Qualifications

40.9 per cent of the adult population of Notting Dale ward have a **level 4 qualification (e.g. a bachelors degree)** (3,030, ranked 15th), 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 Notting Dale. 49.6 per cent, are **Christian** (4,535 residents, ranked 14th, a decrease of 2.6 percentage points), 17.1 per cent are **Muslim** (1,567 residents, ranked 2nd, a decrease of 2.5 percentage points) and 19.5 per cent have **no religion** (1,784 residents, ranked 17th, an increase of 3.8 percentage points).

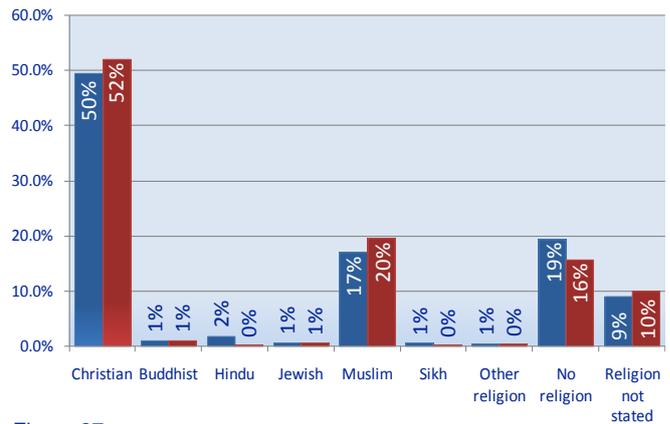
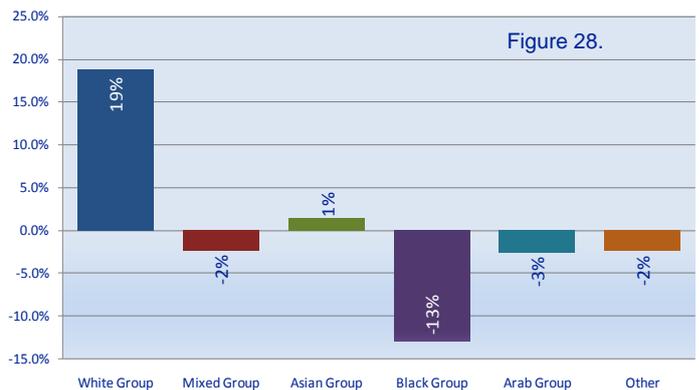


Figure 27. Workzone 2011 vs Census 2011

## Workday: Ethnicity

Figure 28 shows the broad ethnic groups in Notting Dale, Kensington and Chelsea and London, with Census comparisons. The **White group** has increased by 18.8 percentage points and the **Black/Black British group** has decreased by 13.0 percentage points in comparison to Census data.



## Workday: Length of Residence in the UK

61.5 per cent of the **Workday Population** of Notting Dale were **born in the UK** compared to the Census figure of 56.5 per cent. 25.4 of the Workday Population **arrived more than 10 years ago**, compared to the Census figure of 30.7 per cent (2,622 residents). 6.2 per cent arrived in the **last five to 10 years** and 4.2 per cent arrived in the **last five years**, compare to 7.2 per cent 5.6 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**