

# Willesden Green Diversity Profile

Our population  
July 2014

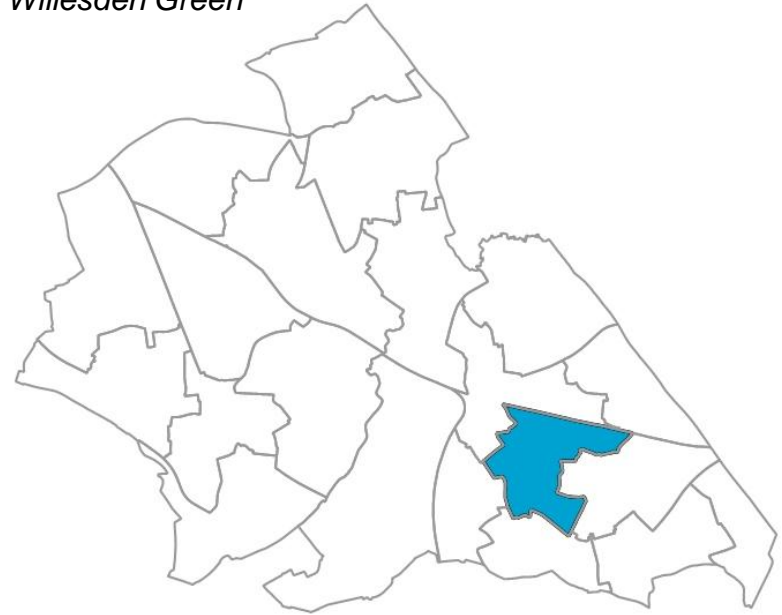
# Introduction

We are proud that Brent is one of the most diverse boroughs in the UK. To work effectively in such a diverse setting, we need a good understanding of all our communities.

The equality characteristics have an important influence on the changing identities and needs of local people. This is part of a series of profiles that provide an overview of the diversity of our service users and residents. They will be used to:

- ensure best quality services that are appropriate for our local communities
- identify any gaps in service use or outcomes
- demonstrate where our services are working effectively
- check who could be affected by changes to policies or services
- measure the effects of the council's decisions on local people.

*Willesden Green*



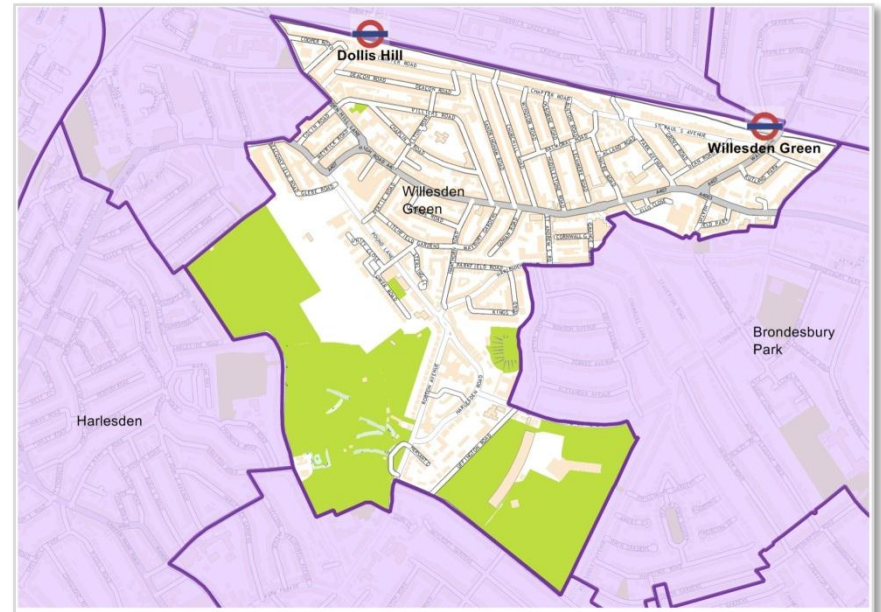
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# Data notes

These diversity profiles bring together information from the 2011 Census and other data sources about the demographic, social and economic characteristics of the local population across the borough, including:

- age
- sex
- disability and health
- ethnicity
- religion or belief
- income status.

We benchmark census data for Brent against England and Wales, London, Inner London and Outer London and data from other sources against London and Great Britain. There may be differences between 2011 Census data and data more recently collected by service areas.



# Executive summary

The 2011 census showed that:

- The population of Willesden Green increased by 2,851 persons, or 22.4%, from 12,736 in 2001 to 15,587 in 2011
- The number of households increased by 17.1% resulting in an increase in household size to 2.6 persons
- The number of 0-4 year olds increased by 59.4% from 704 in 2001 to 1,122 in 2011
- Willesden Green had a 52.7% black, Asian and minority ethnic (BAME) population with an Asian population of 21.4% and a black population of 19.2%
- 43.7% of the ward's residents were born in the UK. 56.1% had a UK passport
- 76.4% of the residents in Willesden Green had a religion.

Other data sources tell us that:

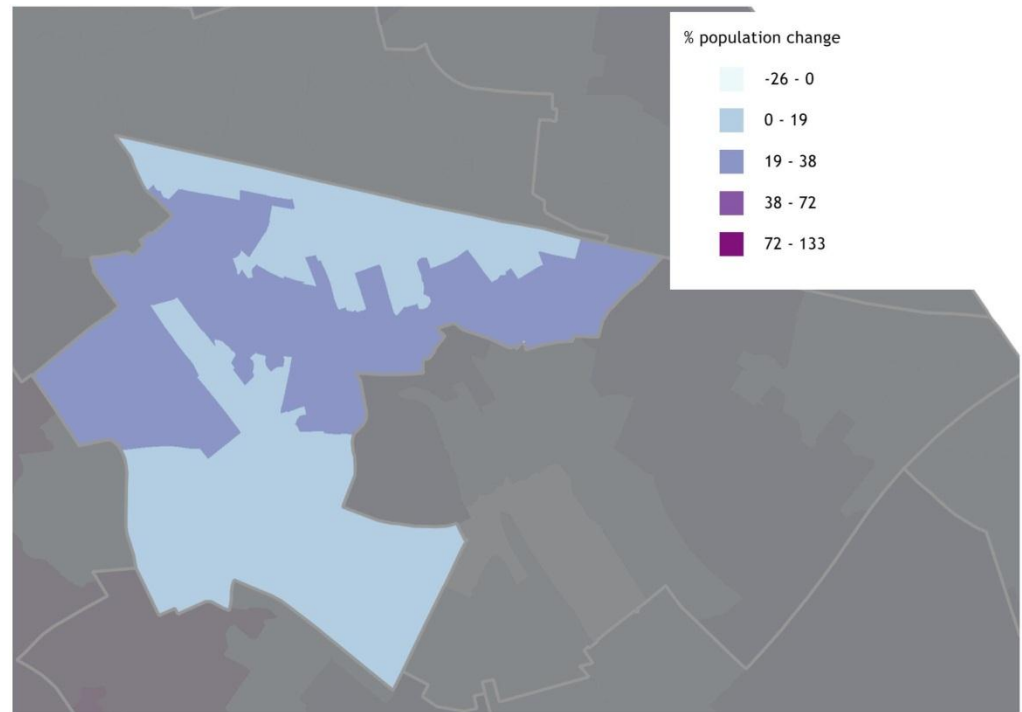
- the median household income in Willesden Green is below the Brent median figure of £31,601 at £30,796.

The census did not include information about sexual orientation and gender reassignment. Stonewall estimates that lesbian, gay and bisexual (LGB) people make up 5-7% of the UK population. The Gender Identity Research and Education Society estimates that 1% of the UK population experience gender variance and 0.02% of the UK population will undergo gender transition.

# Population

The population of Willesden Green increased by 2,851 persons, or 22.4%, from 12,736 in 2001 to 15,587 in 2011. The population growth was not uniform across the ward, although all Lower Super Output Areas (LSOAs) in Willesden Green experienced a growth of between 12.3 and 37.9%. LSOAs are areas built up from groups of Census Output Areas with the intention of being consistent and comparable over census periods. There are 32,844 LSOAs in England and Wales, and 173 in Brent.

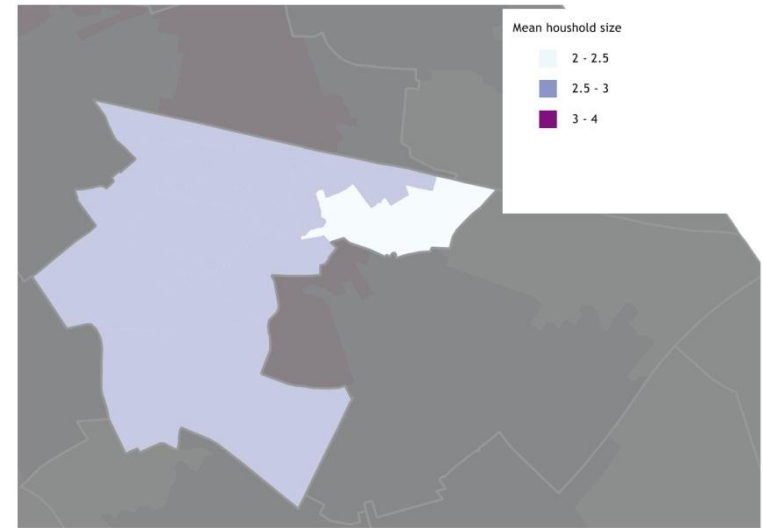
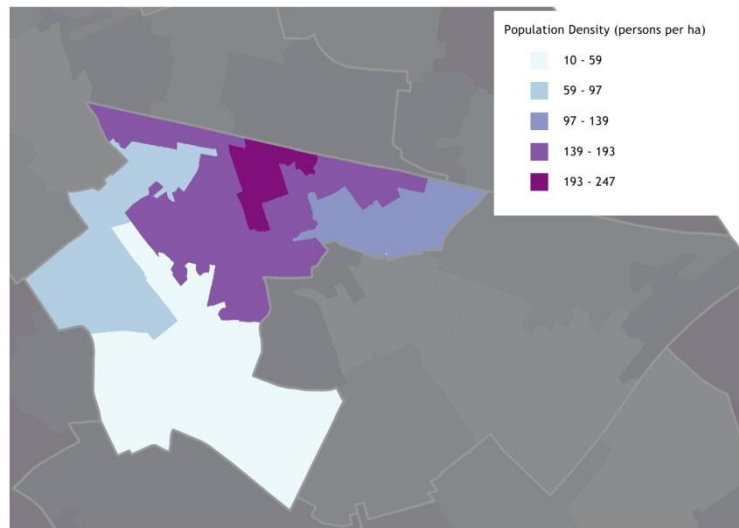
*Percentage change in population from 2001 by LSOA*



# Population

The population density of 100.7 persons per ha is higher than the population density for Brent 72 persons per ha. Within Willesden Green the population density varies from 37.6 to 233.0 persons per ha.

The number of households in Willesden Green increased from 5,183 in 2001 to 6,067 in 2011, resulting in an increase in the mean household size from 2.5 persons in 2001 to 2.6 persons in 2011. Across the ward, the mean household size varied from 2.2 to 2.7 persons.

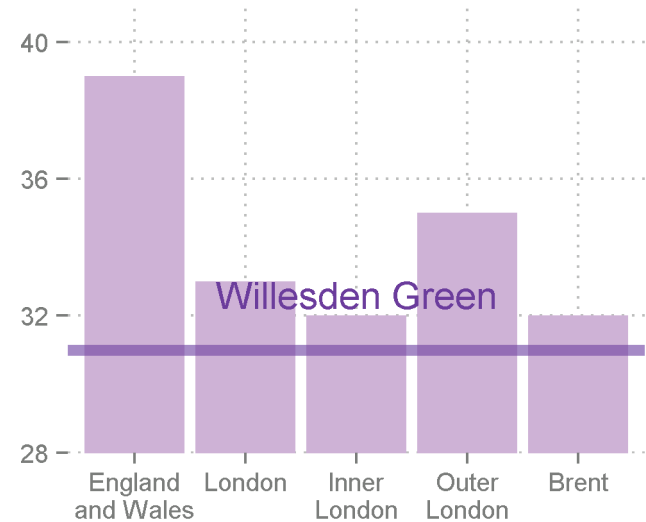


# Age

The census showed that over a fifth of the population was under 18, 21.2% compared to 22.6% for Brent. 1 in 13 residents were aged 65 and over, 7.6% compared to 10.6% for Brent. Willesden Green had a larger working age (16 to 64) population than Brent, 73.2% compared to 69.2%.

The age profile of Willesden Green's population was similar to that of Brent, with a larger proportion of people aged 20 to 44, 51.6% compared to 43.4% in Brent; and a smaller proportion aged 45 and over, 25.3% compared to 31.7% in Brent. The median age, at 31, was lower than Brent's median age of 32.

*Median age for Willesden Green, Brent, London and England and Wales*



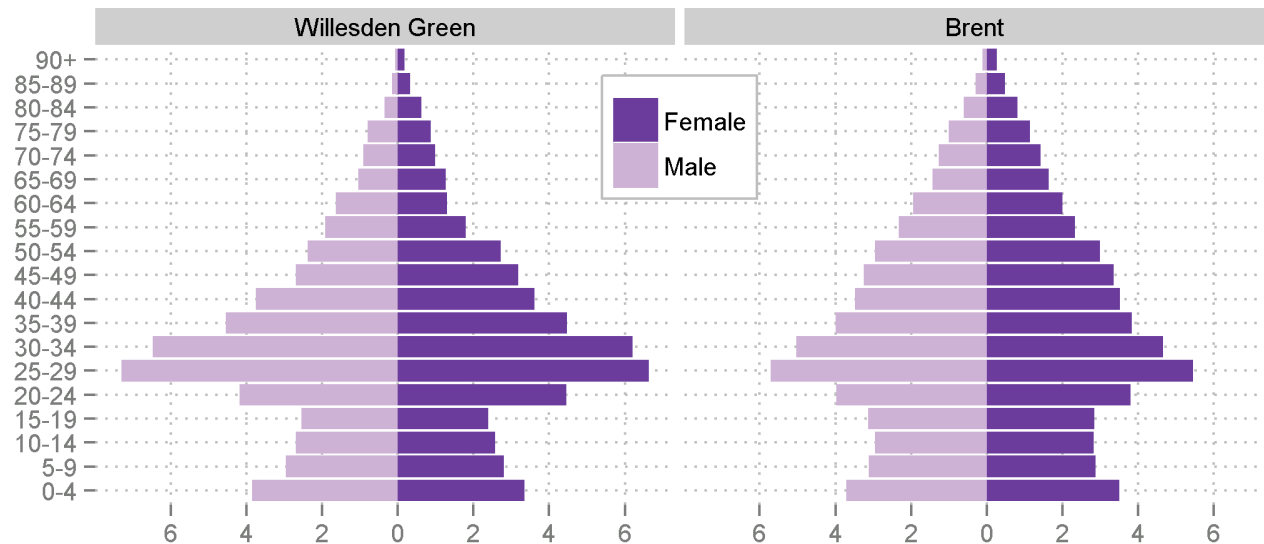
# Sex

Men made up slightly over half of the population of Willesden Green: 7,831 people in Willesden Green were men and 7,756 were women.

There were 105 more men than women at age 16 to 64. The population aged under 18 had 119 more boys than girls.

Willessden Green's population aged 65 and over had more women than men: 666 women and 519 men.

*Population pyramid by 5 year age bands for Willessden Green and Brent 2011*





# Disability

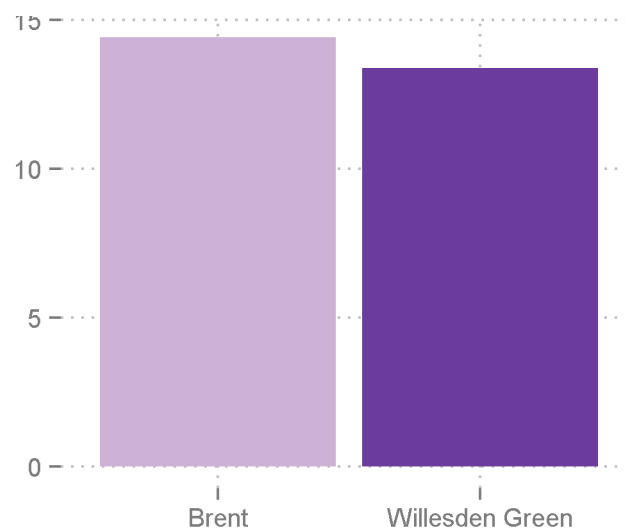
The proportion of residents who felt that they had good health increased from 69.3% in 2001 to 84.0% in 2011.

In November 2013, 1.1% (90 people) of Willesden Green's residents of working age - aged 16 to 64 - were claiming disability benefits (Nomis). This rate was higher than the rates for Brent, 0.8% and London, 0.9%.

In the census, 1 in 7 (13.4%) Willesden Green residents considered that their health had a limiting impact on their day to day activities. This is lower than the rate for Brent of 14.5%.

6.4% of residents felt their day to day activities were limited a lot and 7.0% of residents felt their day to day activities were limited a little.

*Percentage of residents that felt their day to day activities were limited a little or limited a lot*

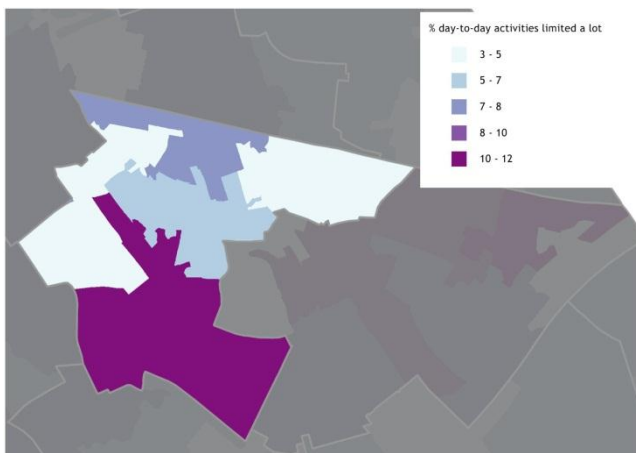


# Disability

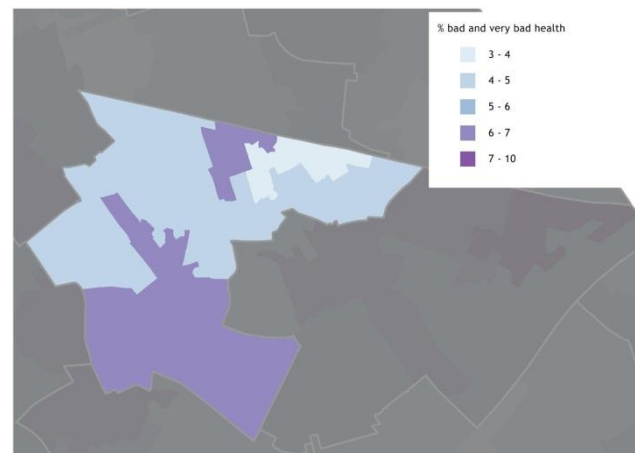
4.9% of Willesden Green's residents felt that they had bad or very bad health, lower than the 5.4% rate for Brent. Across the ward, the rate varied from 3.5 to 6.9%.

Disability and ill health varied across Willesden. 6.4% of residents felt that their health limited a lot their day to day activities, slightly lower than the 7.0% rate for Brent. Across the ward, the rate varied from 3.9 to 10.2%.

*Percentage day to day activities limited a lot by ward*



*Percentage residents with bad health by ward*



# Ethnicity

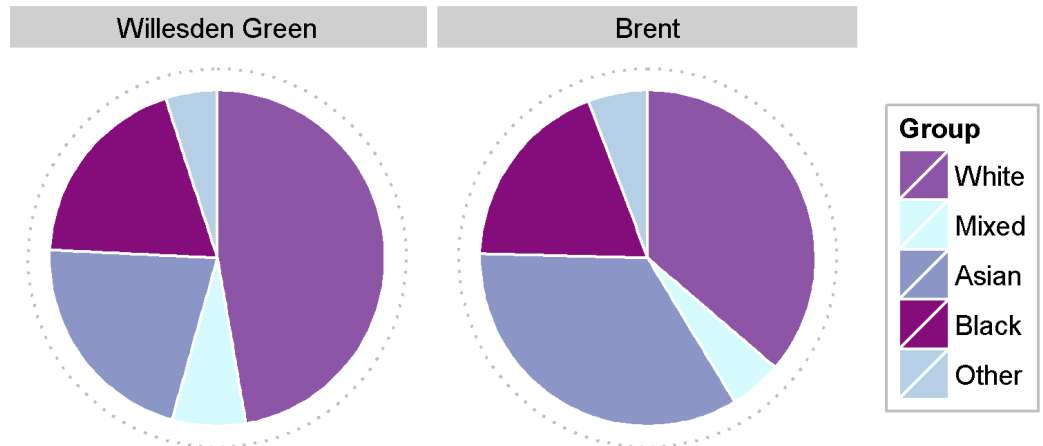
In the 2011 Census, 52.7% of the population of Willesden Green were from black, Asian and minority ethnic (BAME) backgrounds lower than 63.7% in Brent as a whole. By contrast, 14% of people in England and Wales and 40% of people in London were BAME.

The largest BAME group in Willesden Green were the Black/African/ Caribbean/Black British: African: 8.1% of Willesden Green's population compared to 7.8% of Brent's population, followed by Asian/Asian British: Indian or British Indian: 7.6% compared to Brent's 18.6%. The White: English/ Welsh/ Scottish/ Northern Irish/ British population at 20.0% was higher than the percentage for Brent 18.0%.

There was a lower proportion of Asian/Asian British: Indian or British Indian, 7.6% in Willesden Green compared to 18.6% in Brent. The Asian ethnic group percentage was smaller than those for Brent: 21.4% compared to 34.1%. There was a larger proportion of people from black ethnic groups in Willesden Green: 19.2% compared to Brent's 18.8%.

0.2% of Willesden Green's population were White: Gypsy or Irish Traveller which was higher than the 0.1% rate for Brent, London and national figures.

*Ethnicity by main ethnic group for Willesden Green and Brent*

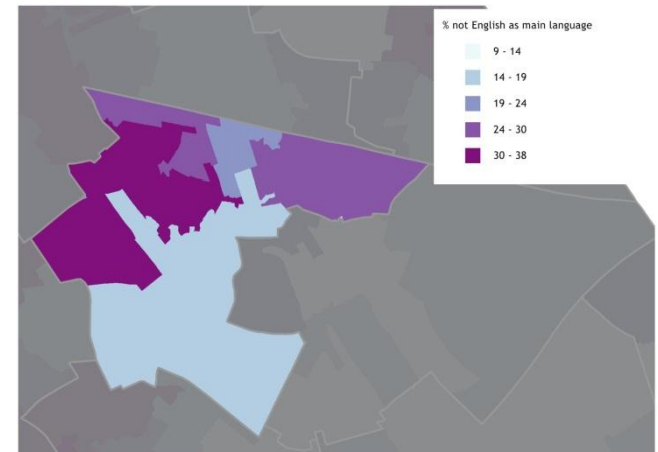


# Language

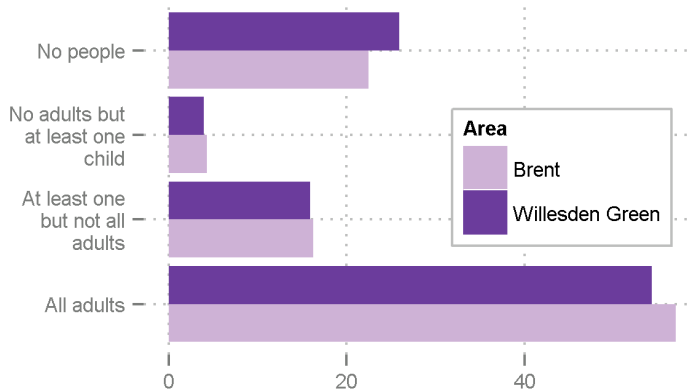
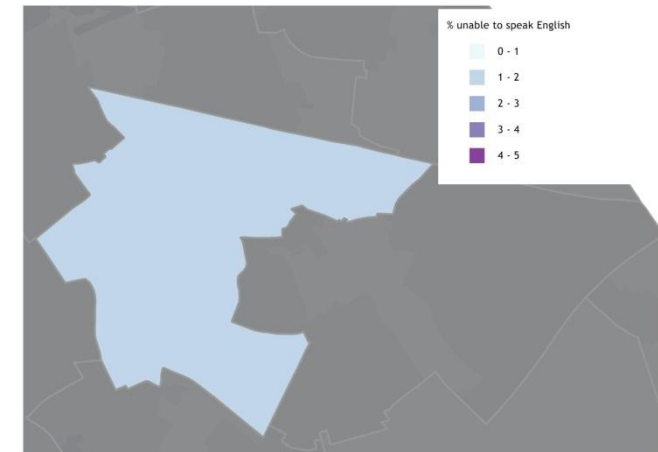
A 2011 school census found that 149 languages were spoken in Brent. The national census showed that English was the main language in 74.1% of Willesden Green households. This was comparable to 77.6%, the rate for Brent.

The proportion of households in Willesden Green where no one was able to speak English was 25.9%, comparable to the 22.4% rate for Brent.

*Percentage households without English as a main language*



*Percentage households unable to speak English*



# Religion or Belief

Fewer people in Willesden Green had a religion than Brent: 1 in 6 Willesden Green residents stated that they had no religion, compared to 1 in 10 people in Brent.

The largest religious groups in Willesden Green were:

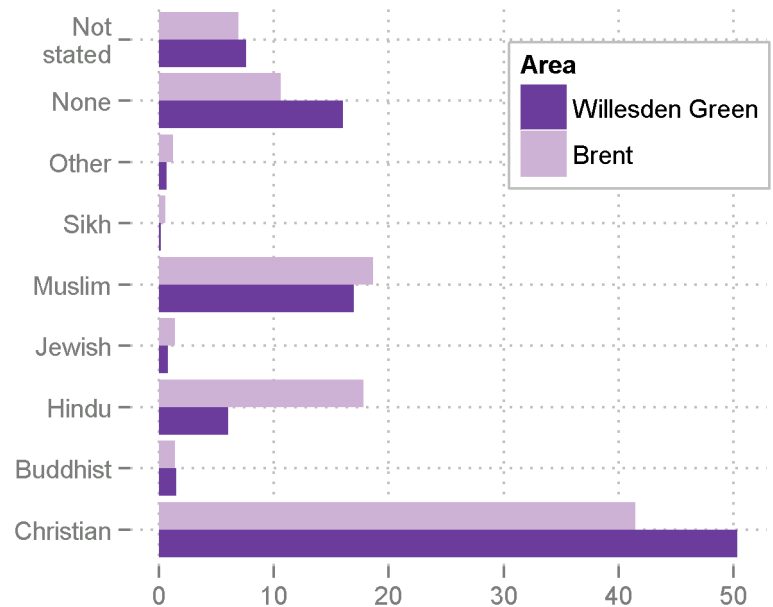
- Christian (50.4% compared to 41.5% in Brent)
- Muslim (17.0% compared to 18.6% in Brent)
- Hindu (6.0% compared to 17.8% in Brent).

The biggest changes to religious groups in Willesden Green were:

- 88% increase to the proportion of Muslim people
- 86% increase to the proportion of Buddhist people
- 32% decrease to the proportion of Sikh people.

5 people stated that they were Jain and 23 people stated that they were Sikh.

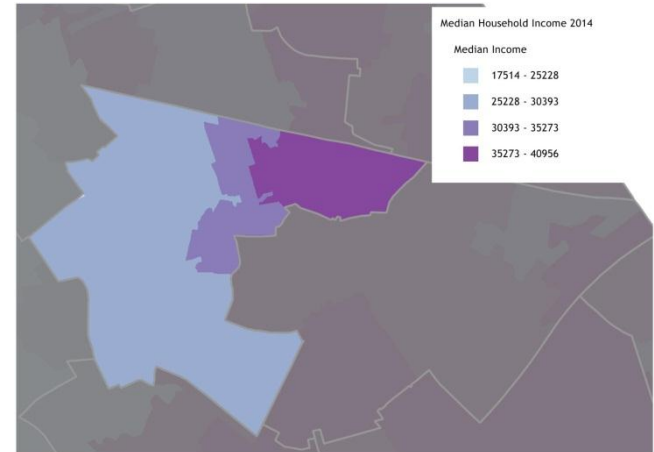
*Percentage by religion in Willesden Green and Brent*



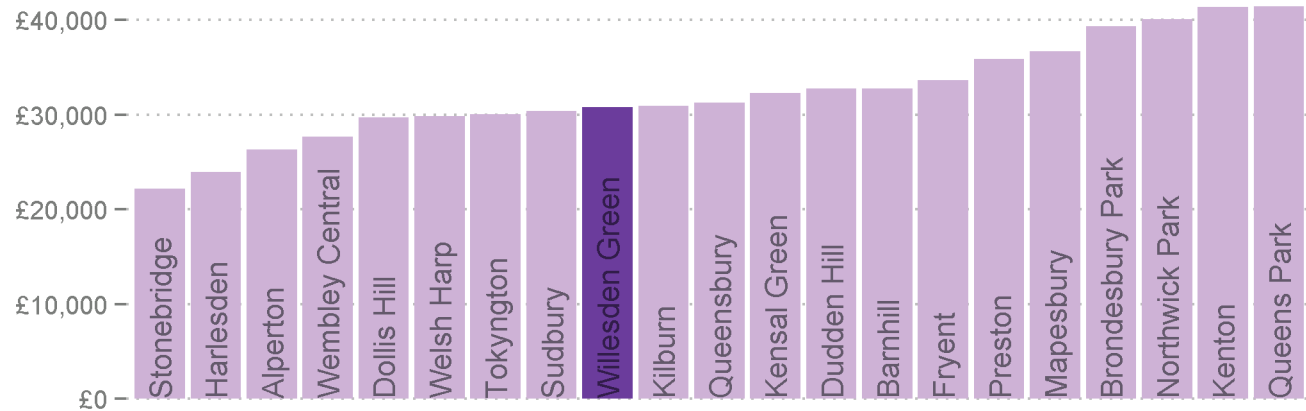
# Income

In 2014, the median household income in Willesden Green is £30,796, lower than the £31,601 value for Brent. Within Brent, Willesden Green ranks as the 9<sup>th</sup> lowest ward in terms of median household income.

Median household income varies within the ward by £10,855, from £25,825 to £36,680.



*Median household income (CACI 2014)*



# Equality analysis guidance

When officers are performing equality analysis, we suggest they use the information in these diversity profiles to help answer the following questions:

- What differences are there between the diversity profile of your customers and the local area? Are people with some equality characteristics under or over represented?
- Who is likely to be affected by any changes to your policies, strategies and services?
- How can you ensure that consultation and engagement exercises reach all relevant stakeholders and communities including potential service users?
- Would projects and services that worked well elsewhere need to be tailored for our diverse local communities?

Remember to think about the needs of all local people, including smaller groups such as the lesbian, gay, bisexual and transgender (LGBT) community, Gypsies and Travellers, Eastern European and white working class people.

If officers have any further questions, please contact the Equality Team on [equality@brent.gov.uk](mailto:equality@brent.gov.uk).