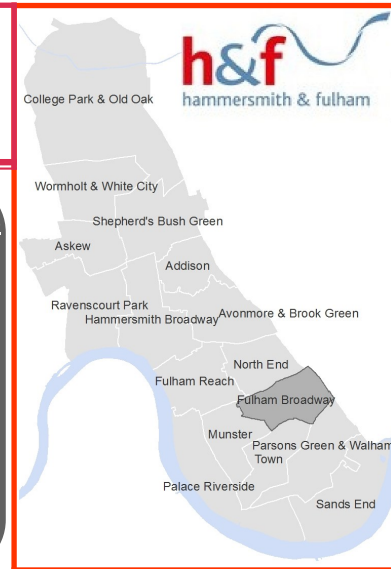


# Fulham Broadway Ward Profile 2018



This profile brings together some of the key data sources that help to define the characteristics of an area, the population it contains and the key issues it faces. The main themes covered are: population, health, deprivation, crime, education and qualifications, housing tenure, economic activity and local economy.

Given the breadth of data sets included in the profile, the dates of the information ranging from 2011 to 2018.

## Your Ward Councillors

**Ben Coleman**  
(Labour)

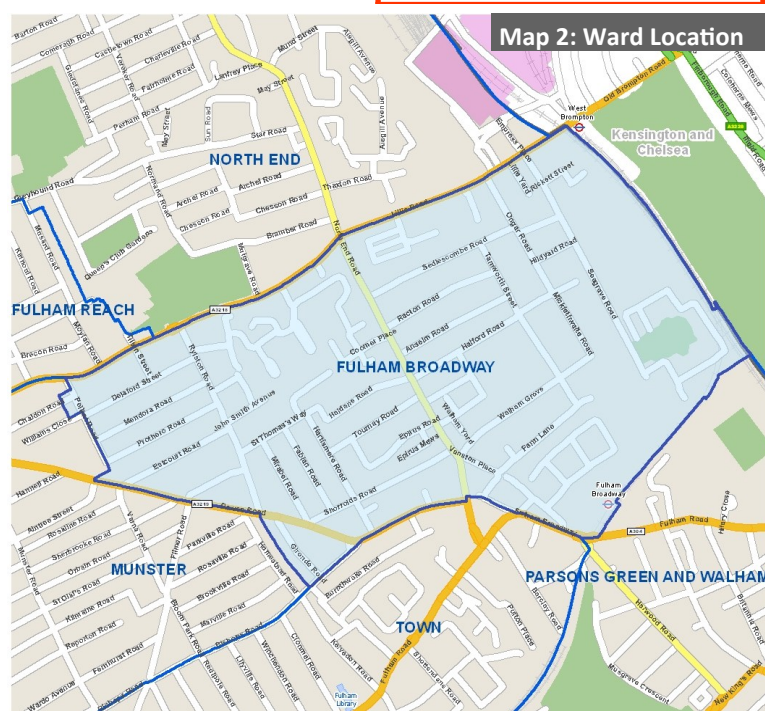
**Alan De'Ath**  
(Labour)

**Sharon Holder**  
(Labour)

## Affluence

The ward is generally affluent area. The overall population is middle-aged and young, single, healthy and skilled. A high proportion of the population work in well paid professional jobs mainly in scientific and technical or financial and insurance activity sector.

- 74% of residents are of working age. The structure of the population has only slightly changed over the last seven years which demonstrates that the population is as transient as over the previous two decades
- Foreign-born residents made up 44% of the ward population. A high proportion were born in Australia, France, Republic of Ireland, Italy and Poland
- The ward has the sixth highest proportion of households that have no people who speak English as a first language
- 85% of residents declared themselves in good or very good health
- Less than two in five people aged 16+ were living as a couple; this is the sixth lowest proportion in H&F
- 36% living in social housing and 34% rent privately
- The proportion of households without a use of car or a van stands at 60%; this is the fifth highest proportion in H&F
- 48% of residents have a level 4 qualification (degree level)
- 66% of residents are in employment (11% are self-employed)
- 41% of employed residents are working as managers, directors, senior officials or in professional occupations
- The largest source of employment is the professional, scientific and technical activities sector (17%)



## Pockets of Deprivation

Even though the ward is generally affluent there still exists a number of deprived areas particularly Clem Attlee estate, Vanston Place and Peabody estate which suffer from multiple interlinked problems. Generally these areas are characterised by:

- Low skills
- Unemployment and worklessness
- Low incomes
- Social or council rented housing
- Low skilled occupations
- Health issues

The ward is made up of 8 Lower Super Output Areas (LSOAs). One LSOA is ranked within the 10% most deprived nationally.

There are seven deprivation 'domains' within the IMD 2015 and the highest scores for the ward are in the Living Environment, Crime, and Barriers to Housing and Services.

# Who We Are

## Population Overview

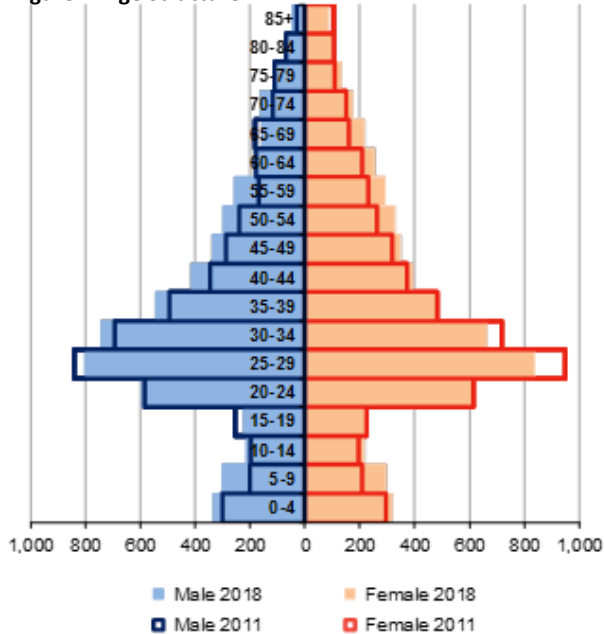
In 2018 there were an estimated **11,744** people living in the ward. Since 2011 Census, there has been an increase in the population by **6.8% (748 people)**; this is the third highest increase among H&F wards (Borough average +0.9%).

From the age / gender pyramid, it is clear that the population in the ward is relatively young for both genders with a large proportion in the age range **20-39**. Since the 2011 Census, there has been slight change in the structure of the population within the ward which indicates that the population is transient with those of working age moving into the area for work before moving out later on in life.

There are slightly more females (**50.8%**) than males (**49.2%**). The ward is the third most densely populated in H&F with a density of **176** people per hectare (Borough 112pph).

During the day the population decreases to **9,002** people as residents leave the ward for work.

Figure 2: Age Structure



Source: Population projections 2011-2018, GLA

**16.3%** of the population is under 18 (19.5% in H&F), **73%** are aged 18-64 (69.9% in H&F) while **10.7%** are elderly population (10.6% in H&F).

Using the SHLAA Ward population projections, the population is estimated to increase by **11.9% (1,401 people)** by 2035. This includes a **46% (581)** increase in the population aged 65+ and a **15% (347)** in people aged 45-64.

## Ethnicity

The ward ranks eighth highest on the proportion of the population describing themselves as White British (**45.4%**), and seventh highest on proportion of 'Other White' residents (**21.5%**).

Since 2001, there has been a **45%** increase in the number of residents from Black and Minority Ethnic (BME) backgrounds to **6,001** in 2011; the sixth lowest number in H&F.

Figure 1: Total Population

Ward Name	2018	2011	+/-	% change
Addison	11,166	11,518	-352	-3.1
Askew	14,483	14,160	323	2.3
Avonmore & Brook Green	11,757	12,216	-459	-3.8
College Park & Old Oak	9,129	9,175	-46	-0.5
Fulham Broadway	11,744	10,996	748	6.8
Fulham Reach	11,518	11,306	212	1.9
Hammersmith Broadway	12,750	11,923	827	6.9
Munster	10,883	11,004	-121	-1.1
North End	11,096	11,589	-493	-4.3
Palace Riverside	7,321	7,483	-162	-2.2
Parsons Green & Walham	11,042	10,813	229	2.1
Ravenscourt Park	10,717	10,785	-68	-0.6
Sands End	14,199	12,760	1,439	11.3
Shepherd's Bush Green	11,925	12,175	-250	-2.1
Town	10,934	11,201	-267	-2.4
Wormholt and White City	13,385	13,389	-4	0.0
Hammersmith & Fulham	184,049	182,493	1,556	0.9
London	8,998,679	8,173,941	824,738	10.1
England*	55,268,067	53,012,456	2,255,611	4.3

Source: GLA Population projections 2018 and \*MYE population ONS 2016

## Country of Birth and National Identity

**53%** (5,825) of residents were born in England. Foreign-born residents made up **43.8%** of the ward population (42.7% in H&F).

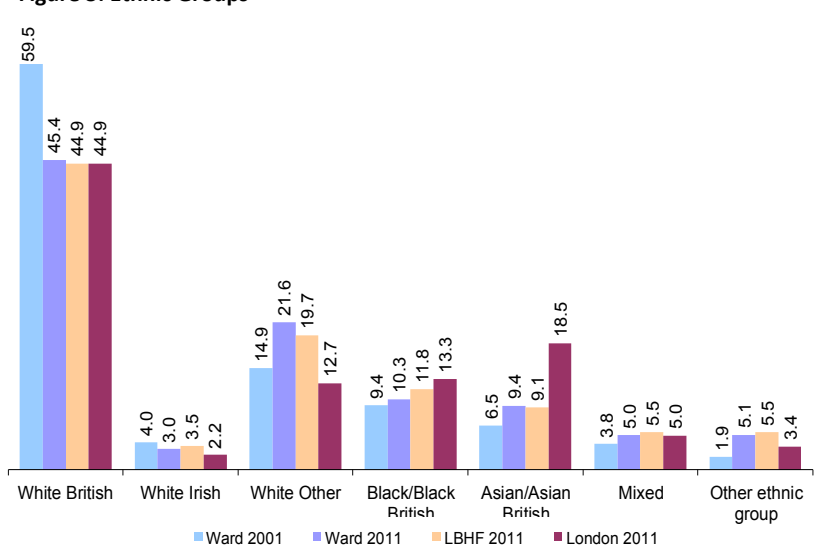
Australia supplied most foreign-born residents (362) followed by France (332), Republic of Ireland (289), Italy (219) and Poland (209).

**16.2%** of the population were born in an EU country (the fourth highest among all wards) compared with 14.8% in H&F and 10.3% in London as a whole.

**69%** of residents identify themselves as a category that refers to a British national identity (e.g. English, Welsh, Scottish, Northern Irish and other categories associated with Britain); ranked the fifth lowest in H&F.

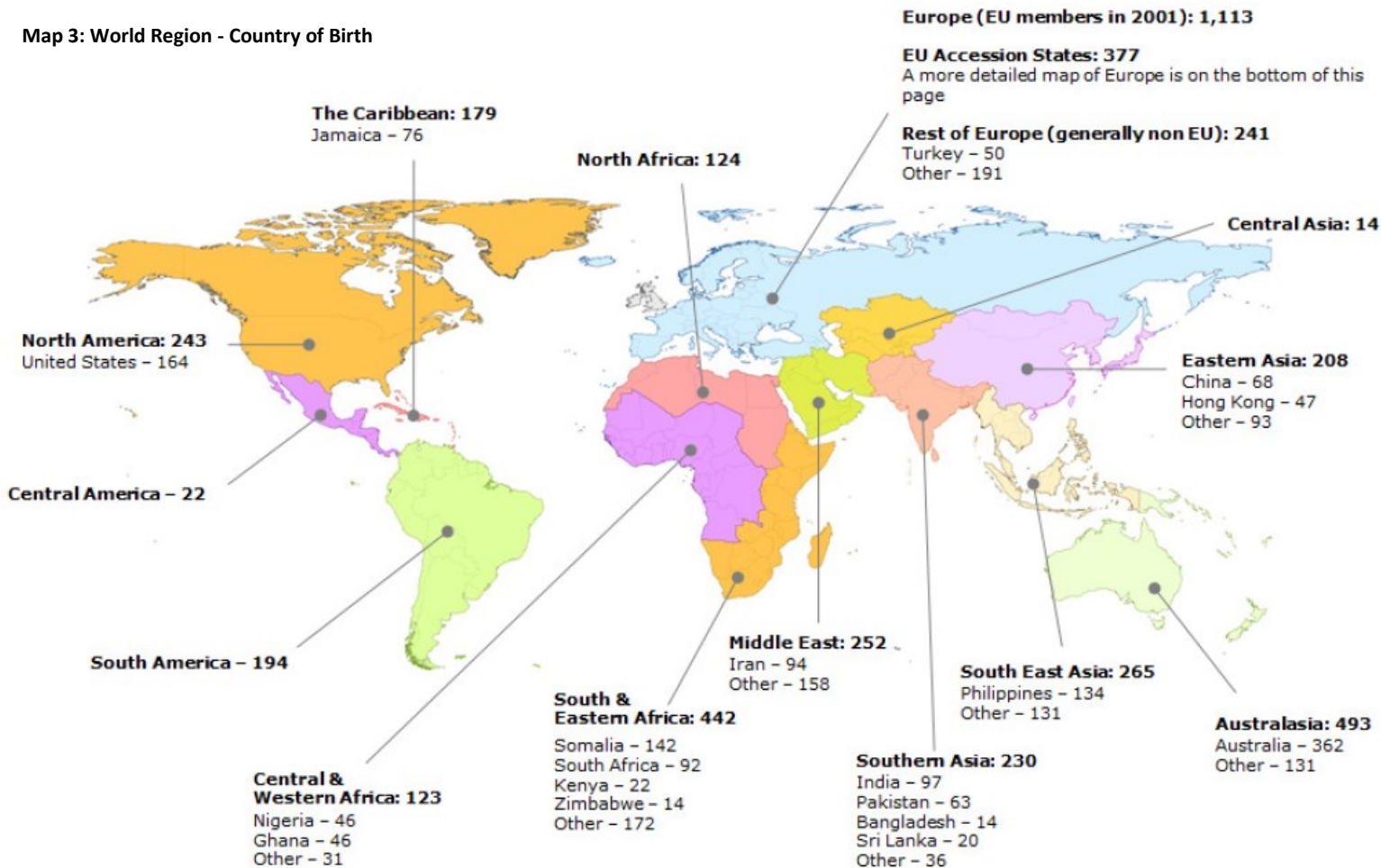
**24.4%** had a 'British only' national identity (ranked fifth lowest) while 'other identities only' account for **31.3%** of all categories (ranked fifth highest in H&F).

Figure 3: Ethnic Groups

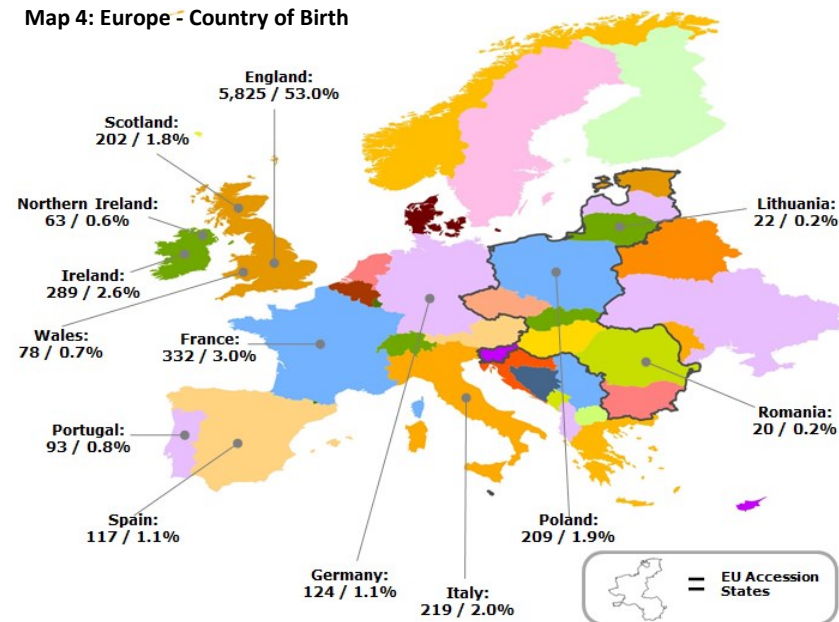


Source: ONS Census 2011

Map 3: World Region - Country of Birth



Map 4: Europe - Country of Birth



**Year and Age of arrival in the UK**

The ward ranked the fifth highest in H&F in terms of proportion of foreign born residents who have arrived in the UK since 2001 (**24.7%** of the overall population).

The ward ranked the highest in proportion of residents whose age of arrival to the UK was between 20 and 44 (**29.3%** of all age groups ) and it ranked the fourth highest on proportion of foreign people who have resided in the UK for less than 5 years (**16.1%** of the overall population).

**18.3%** of residents in the ward hold an EU passport (the sixth highest level among H&F wards). The ward ranked the fifth highest in terms of proportion of people that hold a passport of any of the Australasian countries as a percentage of the total population (**5%**), and the sixth highest in terms of proportion of people that hold a passport of any of the Middle East / Asian countries (**3.9%**).

**Religion**

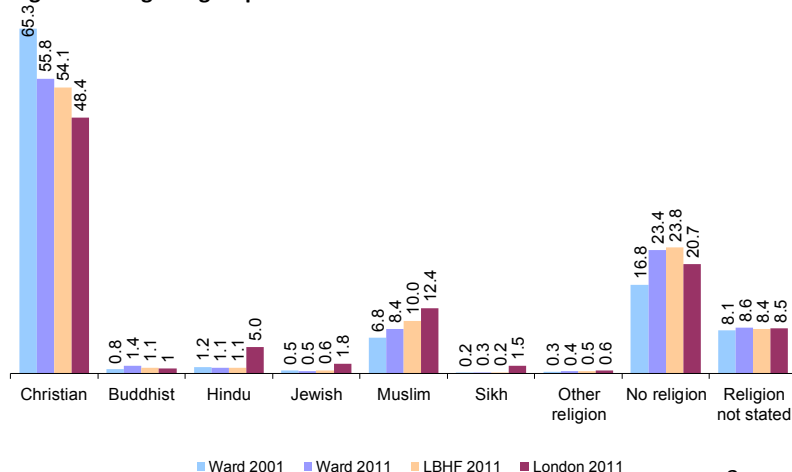
Christians remained the largest religious group in the ward with **55.8%** of residents (65.3% in 2001).

There has been a **1.7** percentage point increase in the Muslim population to 927 in 2011; the ninth highest number in H&F.

One in four (**23.4%**) residents stated as having no religion (ranked tenth highest), while 8.6% did not answer the question related to religion.

There are no updates available on religion by ward, but the latest data from ONS suggest that 'Any other religion' and Muslim religion have increased most since 2011 in H&F (by **2.5** percentage points).

Figure 4: Religious groups



Source: ONS Census 2011

## Household Language

**70.4 %** of households in the ward contain people aged 16+ who all speak English as a main language; ranked the eleventh highest among all wards (71.8% in H&F).

**15.6%** of households have no people that speak English as a main language (14.5% in H&F).

The main languages spoken in the ward are **French** (356 people), **Italian** (209), **Spanish** (199), **Polish** (181), **Arabic** (159), **Portuguese**(140) and **Somali** (117).

## Health

**84.6%** of residents assess their health as 'good' or 'very good' (85.7% in H&F).

**5.7%** rate their health as 'bad' or 'very bad' compared to 4.9% across the borough.

In the 2011 Census, **13.9%** (1,529) of residents reported to have a long term health problem or disability that limits their day-to-day activities; this is the fifth highest level in the borough but a decrease of 6.9% since 2001 (the seventh highest).

Life expectancy in the ward is worse for both the males and females than the borough and London averages with males expected to live **78.9** years and females expected to live **81.2** years.

**Figure 5: Life Expectancy 2012-2014**

Indicator	Ward	H&F	London
Male life expectancy	78.9	79.7	80.3
Female life expectancy	81.2	84.1	84.2

Source: ONS

In terms of childhood obesity at reception age, **11.4%** of children are estimated to be obese which is the fourth highest level in the borough (H&F 9.7% and London 10.2%). Similarly, child excess weight (overweight including obesity) at **24.7%** is above both the borough (21.9%) and London (22%) averages. In Year 6, **23.6%** of children are estimated to be obese which is above the borough and London averages of 22.4% and 23% respectively. The prevalence of excess weight among children in Year 6 in the ward stands at **40.8%**.

**Figure 6: Childhood Obesity and Excess Weight**

Age Group	Area	Number measured	Number obese	% obese	Number measured	Number excess weight*	% excess weight*
Reception (age 4-5 years)	Ward	178	20	11.4%	178	44	24.7%
	Hammersmith & Fulham	3,651	355	9.7%	3,887	850	21.9%
	London	269,492	27,437	10.2%	272,087	59,969	22.0%
Year 6 (age 10-11)	Ward	161	38	23.6%	161	66	40.8%
	Hammersmith & Fulham	3,365	754	22.4%	3,417	1,270	37.2%
	London	231,149	53,084	23.0%	232,078	87,531	37.7%

Source: NCMP 2016/17 \*Overweight and obese combined

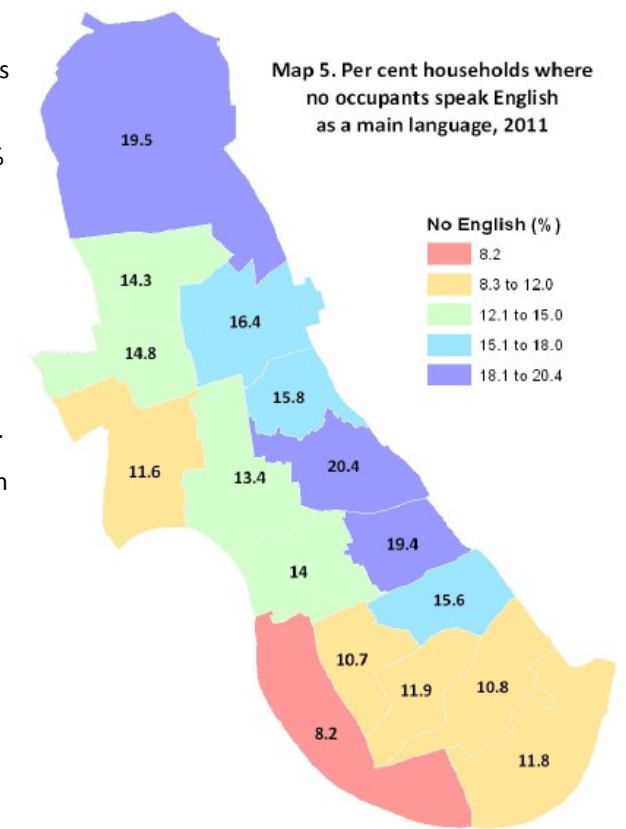
## School Census 2017

In total, there are **788** children who live in the ward and attend a school within the borough. This includes **113** children in nursery classes, **377** children in primary schools and **286** children in secondary schools. **12** children attend the borough's special schools. According to the 2011 Census there are a total of **1,069** school children and full-time students aged 16+ in the ward (ranked the eighth highest in H&F).

**Figure 7: School Census Statistics**

Area	FSM	SEN	EAL
Ward	23.5	15.7	46.8
Hammersmith & Fulham	22.4	15.6	46.0
London	17.5	14.4	45.0

Source: School Census, Autumn 2017



Source: ONS Census 2011

**Figure 8: First Language (EAL)**

First Language	% of pupils
Somali	7.5
Arabic	7.0
Spanish	3.0
French	2.7
Polish	2.5

One of the key benefits of the school census is that it captures details on free school meals, special educational needs and the languages spoken by children. **23.5%** of pupils in the ward receive free school meals; this is above both the borough and London averages of 22.4% and 17.5% respectively. The percentage of pupils (**15.7%**) with special educational needs is slightly higher than both the borough and London averages (15.6% and 14.4% respectively). In terms of the percentage of pupils who speak English as an additional language, the ward average of **46.8%** is higher than both the borough and London averages (46% and 45% respectively). In total, pupils speak an additional 55 languages other than English with **7.5%** speaking Somali, **7%** speaking a form of Arabic and **3%** speaking Spanish as a first language.

## Marital Status

The ward ranks fourth highest in proportion of residents who are single - never married (**59.2%**). Proportionately fewer residents are married (**26.4%**) compared to the borough average (29.6%).

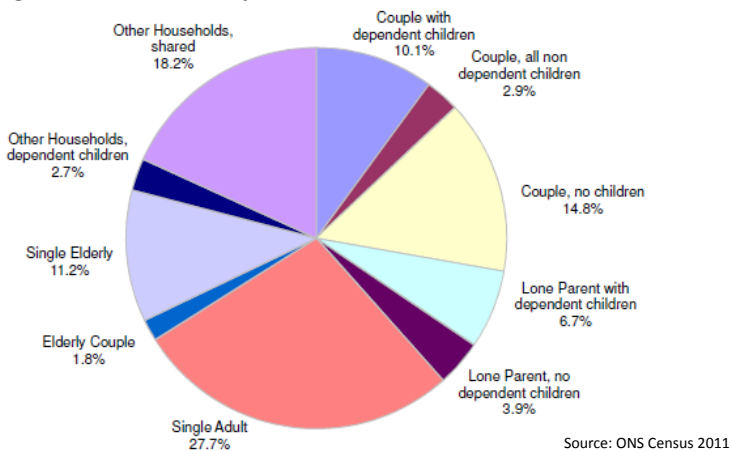
**37.2%** of people aged 16 and over were living as a couple (married, in a same-sex civil partnership, or are cohabiting with a partner of any sex); this is the sixth lowest level in H&F.

## Household Composition

The average household size is **2.21** persons (2.16 in 2001); this compares to 2.26 persons in H&F.

The number of households has increased by **3.5%** since 2011 to 5,150; the seventh biggest increase among all wards (H&F +4.5%).

Figure 9: Household composition



Single adult households aged under 65 are the largest group (**27.7%**). The proportion of single elderly households has decreased by **17.9%** and elderly couple by **40.6%** over the past 10 years to a current level of **13%** (648) of all households.

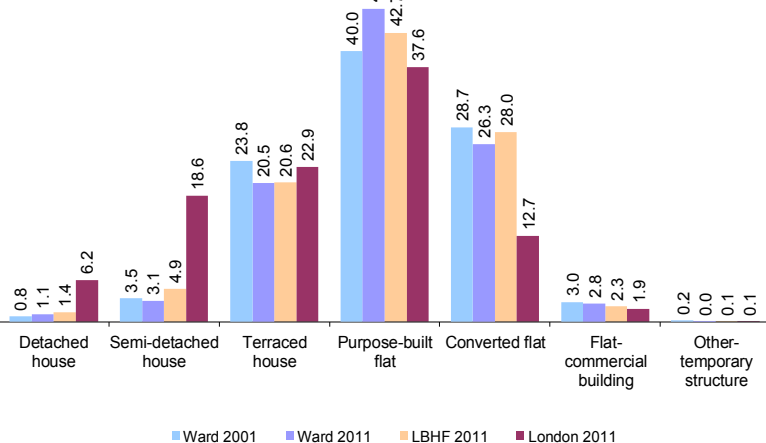
The ward ranks the seventh highest among H&F wards on the proportion of lone parent households (**8.8%**).

## Accommodation Type

In 2011 there were **5,238** dwellings in the ward, some 434 more than in 2001. Only 0.4% of dwellings were shared between two or more households (0.4% in 2001).

The housing stock is characterised by a large proportion of flats and maisonettes (**75%**); ranked the eighth highest in H&F.

Figure 10: Dwelling Type



**35.1%** of all properties are with one bedroom (ranked seventh highest) and **32.8%** are with two bedrooms (ranked eighth highest).

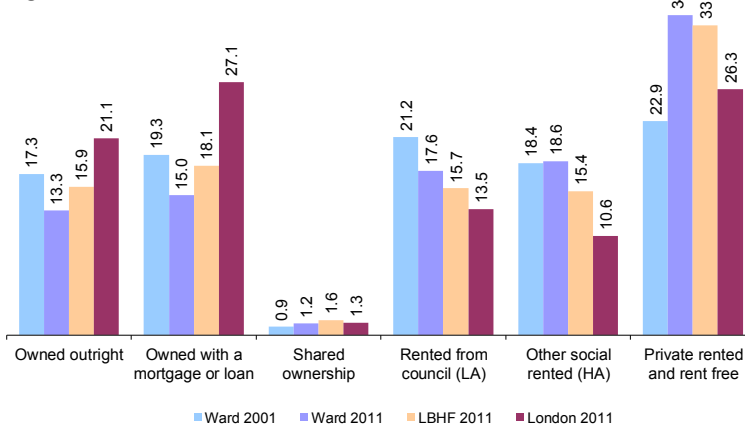
## Tenure

**29.5%** of households are owner occupiers (ranked eleventh); a reduction of 8 percentage points from 2001.

The private rented sector (incl. rent free) accounts for **34.3%** of households (ranked seventh highest) with an increase of 11.4 percentage points since 2001.

Over a third of households (**36.2%**) rent their home from a social housing; **17.6%** rent from the Council (ranked fifth) and **18.6%** from Housing Associations (ranked fifth).

Figure 11: Tenure Mix



## Occupancy - Bedrooms

This provides a measure of whether a household's accommodation is overcrowded or under occupied.

The proportion of households that have one fewer bedroom than required was **13.1%** (ranked eighth) which is above the borough average of 12.6%.

## Housing Waiting List

There are **2,319** registered households on the housing waiting list in Hammersmith & Fulham including 662 on the transfer list (2,251 in 2017). **23%** of non-transfer homeseeker households live outside H&F.

Majority of registered households (**53%**) require two bedroom properties, followed by three bedroom properties (**28%**).

The number of households registered on the housing waiting list in the ward stands at **94** (5.3% of all households on the list).

## Property Prices

Average property prices in the borough have increased by almost **15%** over the past 5 years, but in the past year have decreased by 5%.

Average price increases have ranged from 14% for flats and maisonettes to over 20% for the sales of semi-detached properties.

The average price of dwellings in the ward is **£904,418** compared with £713k in the borough and £480k in London; this is the fourth highest level amongst all H&F wards.

# What we do

## Economic Activity

In 2011, **74.1%** of working age people aged 16-74 in the ward were economically active (working or looking for work); that was the eight highest rate amongst wards (74.1% in H&F). The economic activity rate for males was **76.5%** (ranked twelfth) and for females was **71.9%** (ranked sixth).

## Employment

**65.8%** were in employment compared to 65.7% in H&F and 62.4% in London. **47.4%** of those were full-time employees (ranked sixth highest in H&F), **7.2%** were part time employees (ranked ninth) and **11.2%** were self-employed (ranked twelfth).

The top three methods of travel to work are underground (**39%**; ranked ninth), bus (**15%**; ranked seventh) and on foot (**14%**; ranked seventh).

In total in 2017, there were **3,950** jobs in the ward. There has been a **2.6%** increase in the number jobs between 2011 and 2017 (+12.3% in H&F). **66.7%** of employees working in the ward work full-time (72% in H&F); this is the tenth highest proportion amongst all wards.

Figure 12: Number of Jobs, BRES

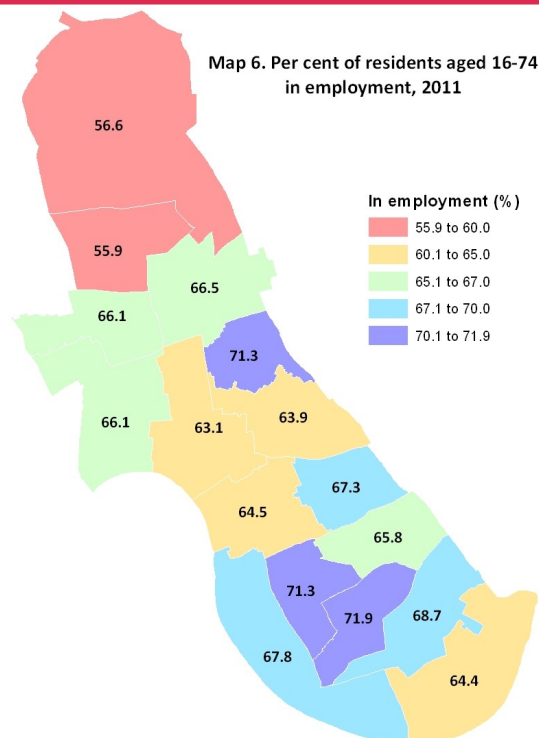
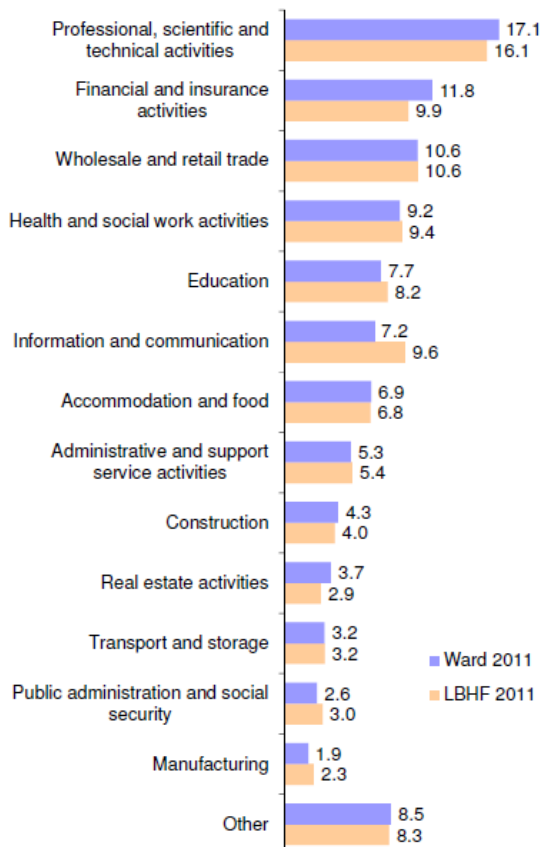
Area	2011	2012	2013	2014	2015	2016	2017	% change 2011-2017
Ward	3,850	4,000	3,950	4,000	4,050	4,000	3,950	2.6
Hammersmith & Fulham	122,450	127,000	127,500	128,000	135,500	139,500	137,500	12.3

## Industry of Employment

The professional, scientific and technical activities sector is the largest source of employment with **17.1%** (ranked eighth). This is followed by the financial and insurance services sector at **11.8%** (ranked fifth) and the wholesale and retail trade sector at **10.6%** (ranked eighth).

The ward ranked tenth highest in terms of the population employed in the education sector (**7.7%**).

Figure 13: Employed by industry of occupation



## Occupation

**14.4%** of the employed population were working as managers, directors and senior officials (ranked ninth), while **27%** were working in the professional occupations (ranked ninth).

**6.5%** were working in the elementary occupation; ranked eighth (6.7% in H&F), and **10%** were working in the administrative and secretarial occupations; ranked eighth (9.6% in H&F).

## Economic Inactivity

**25.9%** were economically inactive residents (permanently sick or disabled, looking after family/home, retired and some students); (H&F 26% and London 28.3%). **33%** of these economically inactive residents are students (31.5% in H&F).

## Unemployment

From the 2011 Census **4.6%** of residents aged 16-74 were unemployed and looking for work (ranked seventh highest). Unemployment in the ward has improved since the start of 2013. In March 2018, there were **6,250** Universal Credit claimants in H&F (4.5% of the working age population).

Key out-of-work benefits consist of four groups: job seekers, ESA and incapacity benefits, lone parents and others on income related benefits. In 2017, **8.6%** of the working age population in the ward were on out-of-work benefits which is above both the borough and London averages (at 7.5% and 7.2% respectively).

## Provision of Unpaid Care

**7%** of the population provide informal care, down from 7.1% in 2001; this is the sixth highest proportion in the borough. **62.2%** were giving less than 20 hours care a week (ranked eleventh), **13.4%** provided between 20 to 49 hours (ranked twelfth) and **24.4%** provided 50 or more hours (ranked fourth).

## Household Income

The average gross household income (including investment income and social security benefits) in the ward is **£46,681** per annum (£50.2k in H&F and £45.2k in London).

**31.2%** of households depend on less than £25,000pa compared to 28% for the borough as a whole. One in six (**17.4**) households in the ward have a combined annual gross income of over £75k compared to 18.8% of households across the borough.

## Qualifications and Skills for Life

**14.8%** of adults have no formal qualification (ranked fourth highest) compared to 12.8% in H&F and 17.6% in London.

**47.7%** have a level 4 qualification-degree level (ranked tenth) compared to 49.6% in H&F.

In 2011 the Office of National Statistics conducted a Skills for life survey across the country and using modelling techniques they have developed local level area estimates of the number and proportion of adults living in households with defined **skill levels**. The figure 15 contains estimates of the proportion of adults who have the following skills at entry level or below. Entry level is the lowest level in the national qualification framework in England. Qualifications at this level recognise basic knowledge and skills and the ability to apply learning in everyday situations under direct guidance and supervision.

Across the different measures the proportion of adults at entry level (and below) is **below** both borough and London averages. For adults who don't speak English as a first language, the proportion is also **below** the borough average.

Figure 15: Skills for life estimates

Area	Entry Level and Below					
	Literacy	Numeracy	Email	Word Processing	Spreadsheets	ESOL
Ward	15.1	41.7	34.4	51.5	57.5	21.3
Hammersmith and Fulham	15.2	42.3	36.2	54.0	59.9	21.8
London	28.2	52.7	42.2	61.2	69.8	33.9

Source: ONS Skills for life survey, 2011

## Educational Attainment

In 2016-17, **47.1%** of pupils achieved an average attainment 8 score and **69%** of pupils achieved 9-4 grades in English and Maths only. Both these figures are above both the borough and London averages.

Figure 16: Educational Attainment KS4 2016-17

Area	All Pupils at the End of KS4	All Pupils at the End of KS4 with average Attainment 8 Score	All Pupils at the End of KS4 % achieving 9-4 in English and Maths GCSEs only
Ward	84	47.1	69.0
Hammersmith and Fulham	1,311	46.4	62.5
London	75,472	44.3	60.1

Source: DfE

In 2016-17, the overall absence rate in schools was **4.1%** which was below both the borough and London rate.

Figure 17: School Absence

Area	Enrolments in All Schools	Overall Absence in All Schools	Authorised Absence in All Schools	Unauthorised Absence in All Schools
Ward	563	4.1	3.1	1.0
Hammersmith and Fulham	10,347	4.4	3.2	1.2
London	923,360	4.5	3.3	1.2

Source: DfE

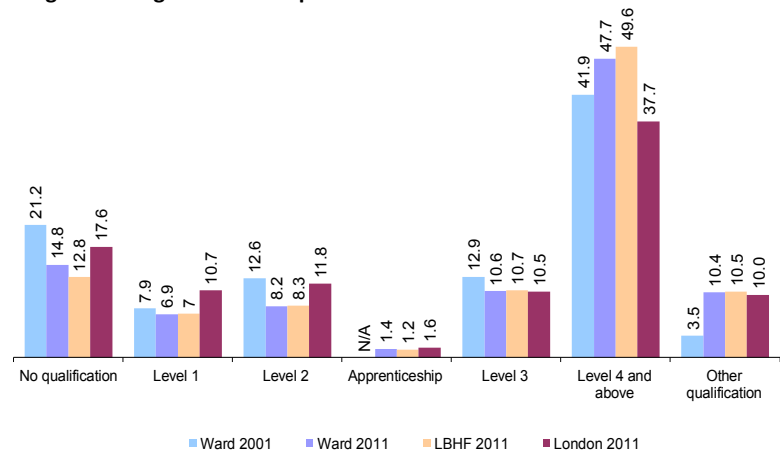
In 2016-17, the rate of the first year Higher Education (HE) enrolment in the ward was **51.7** per 1,000 18-24s which was below both the borough rate at 86.1 and the London rate at 102.2.

Figure 18: HE Enrolments

Area	Rate per 1,000 18-24s	Number HE Enrolments
Ward	51.7	73
Hammersmith and Fulham	86.1	1,483
London	102.2	78,655

Source: HESA

Figure 14: Highest level of qualification



Source: ONS Census 2011

# Where we live

## Deprivation

The index of multiple deprivation is a relative measure of deprivation which ranks small areas nationally by different deprivation dimensions. The ward is made up of 8 Lower Super Output Areas (LSOAs) and it has been measured as **less deprived** than in 2010 and 2007.

The most deprived area (E01001885) is among the **10% most deprived** nationally. The area E01001884 is in the 20 to 30% most deprived nationally. Two LSOAs rank in the 30-40% most deprived while the five remaining LSOAs rank in the 40-70% most deprived nationally.

Figure 19: IMD National Banding - most deprived

Ward LSOAs	Overall IMD Banding	Income Deprivation Affecting Children Index (IDACI)	Income Deprivation Affecting Older People Index (IDAOP)
E01001885	0-10%	0-10%	0-10%
E01001884	20-30%	30-40%	0-10%
E01001879	30-40%	10-20%	10-20%
E01001883	30-40%	10-20%	10-20%
E01001880	40-50%	30-40%	10-20%
E01001881	40-50%	60-70%	20-30%
E01001882	60-70%	60-70%	50-60%

Within the Index there are seven 'domains' and the highest scores for the ward are in the **Living Environment**, **Crime** and **Barriers to Housing and Services** domains, in that order. 3 out of 7 LSOAs fall within the worst 20% deprived nationally on Income Deprivation Affecting Children (IDACI) domain, and 5 out of 7 LSOAs fall within the worst 20% nationally on Income Deprivation Affecting Older People (IDAOP) domain.

## Digital Inclusion

H&F residents use the internet more compared to the national average. More households in H&F Council homes have a tablet computer compared to the national average. **9%** of residents in the ward that **don't use internet** which is higher than the borough average of 8.5%. This ranges from **1%** for 16-34 age group, to **44%** for 65+.

## Customer Segmentation

The complexity of the demographics of the ward can easily be seen in the following map that displays the Mosaic customer segmentation dataset. Segmentation work suggests that the two predominant customer segmentations in the ward are: **Prosperous Mobile Single Young Professionals** (32%) - displayed in dark blue on the map and **Deprived Families in Public Housing** (24% in H&F) which is displayed in red on the map. This segment is clustered around three location in the ward; with the area covering Clem Attlee estate, Vanston Place and Peabody estate.

Around 20% of residents are classified as coming from **Prosperous Settled Young Professionals** - displayed in light blue on the map.

## Green Space

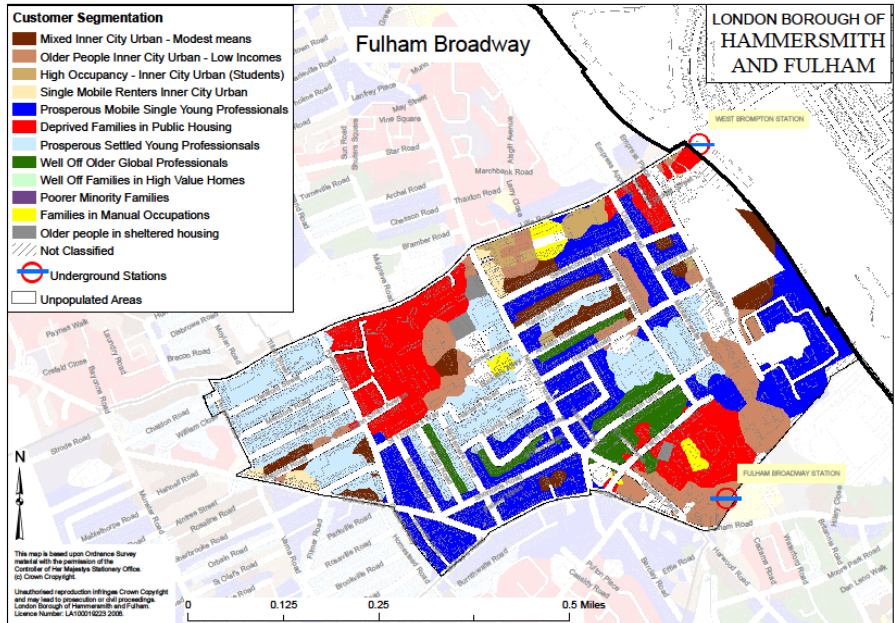
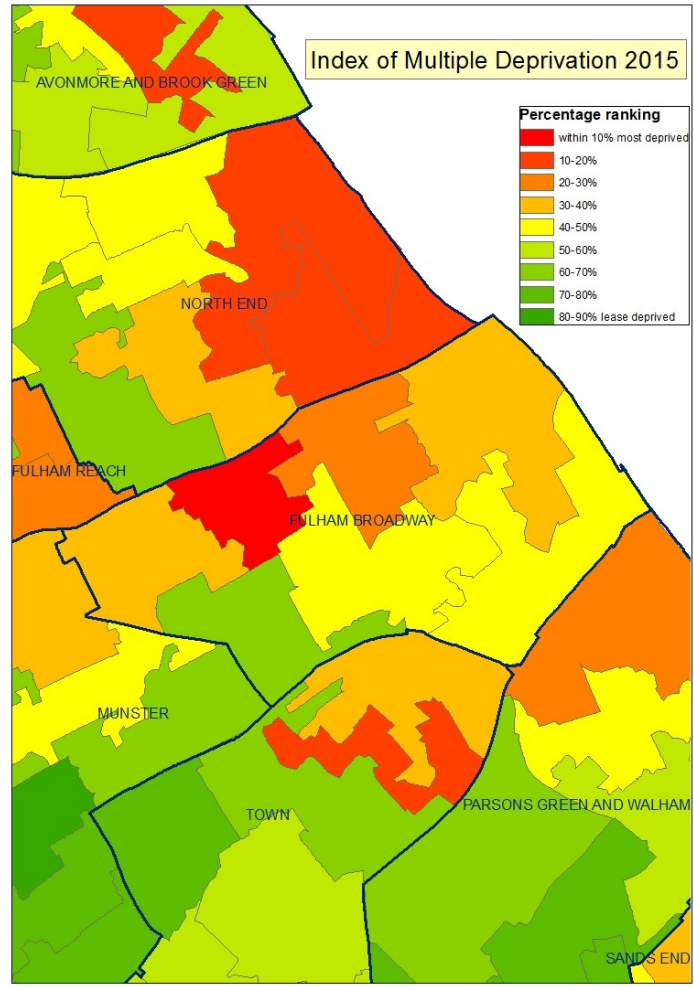
**3.1%** of the ward area is classified as open space and green area; this compares to 21.1% in H&F and 39.1% in London as a whole. **12.4%** of households within wards have easy access to at least one open space and 37.3% have easy access to local parks.

## Public Transport Accessibility and Car Ownership

Public Transport Accessibility Level (PTAL) is a measure which rates locations by distance from frequent public transport services. In the ward that score is **4.3** which is lower than the borough average but higher than the regional average at 4.7 and 3.8 respectively.

There are **48** cars per 100 households in the ward compared to 54 in the borough and 82 in London. **60%** of households do not have access to a car or van (55% in H&F and 42% in London).

Map 7: Index of Multiple Deprivation





## Crime

All recorded crime has been rising across the borough over the last four years (+4% in year to 2017-18). The ward has seen a **0.9%** increase in total notifiable offences in the last year; this is the eleventh highest increase amongst all wards.

There were 1,141 crime committed (**97.1** per 1,000 residents) which ranks the ward eighth highest in H&F.

In 2016-17, the rate of all recorded crime per 1,000 population was **99.8** in the ward compared to 117 across the borough.

**Table 20: Crime Categories 2017-18**

	Ward		Hammersmith and Fulham	
	No.	Rate	No.	Rate
Burglary	104	<b>8.9</b>	2092	<b>11.4</b>
Crimal Damage	100	<b>8.5</b>	1336	<b>7.3</b>
Drugs	51	<b>4.3</b>	935	<b>5.1</b>
Other Notifiable Offences	21	<b>1.8</b>	413	<b>2.2</b>
Robbery	29	<b>2.5</b>	660	<b>3.6</b>
Sexual Offences	29	<b>2.5</b>	380	<b>2.1</b>
Theft & Handling	462	<b>39.3</b>	9476	<b>51.5</b>
Violence Against The Person	343	<b>29.2</b>	6294	<b>34.2</b>

Source: Met Police

The most high volume crimes in the ward during the last financial year have been 'Theft & Handling' (**462**), 'Violence Against the Person' (**343**) and Burglary offences (**104**).

Most crime types in the ward have seen a smaller rates per 1,000 population compared to the H&F average. Those include: Theft & Handling (**12.2** percentage points difference), Violence Against The Person (**5** percentage points difference), Burglary (**2.5** percentage points difference) and Robbery (**1.1** percentage points difference).

## Top Businesses

The top 10 businesses in the ward employ nearly **1,150** employees and the majority of these businesses have been based in the ward for many years (see Table 23).

Food and beverage service activities is the main industrial sector in the ward employing **523** people; this is followed by Retail trade (**470**), Education (**435**), Office administrative and business support (**406**), Advertising and market research (**357**), Human health activities (**233**), Other professional, scientific and technical activities (**193**) and Arts, entertainment, recreation and other services (**162**).

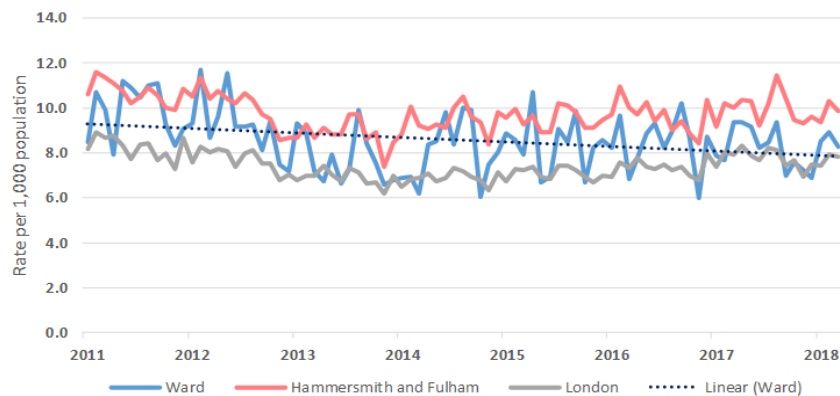
**Table 23: Top 10 employers by employment size**

Position	Company Name	Employee No.	Sector
1	Firefly Marketing Ltd	180	Advertising and market research
2	The London Oratory School	167	General secondary education
3	The Metropolitan Police Authority	135	Public order and safety activities
4	London Ambulance Service NHS Trust	134	Other human health activities
5	Cockpit Hotel Ltd - Ibis Hotel	110	Hotels & Inns
6	Hey Human Ltd	104	Advertising agencies
7	Care UK Ltd	96	Other residential care activities
8	Pinnacle Housing Ltd	87	Services to buildings and landscape activities
9	Sir John Lillie Primary School	68	Primary education
10	Palace Laundry (Fulham) Ltd	60	Washing and dry cleaning of textile products

Other **large employers** in the ward are: Montagu's Limited, WRA Group Ltd, The Ultimate Travel Company Ltd, Sir Robert McAlpine Ltd, Lingfield Ltd, Brightwells Academy Trust, DMWSL 567 Ltd, Adhunter Ltd, Sir Oswald Stoll Foundation, and David Collins Studio Ltd.

Source: MINT, Bureau van Dijk

**Figure 21: All Recorded Crimes**



## Anti-social Behaviour

Anti-social behaviour (ASB) levels are generally low in the ward with **135** incidents being recorded on ReACT since June 2013. This totals just **5.2%** of all ASB incidents recorded on the system over this time period.

The ASB incident rate per 1,000 population is **11.5** (the eighth lowest in H&F). Noise was the most frequent incident followed by Harassment / Verbal Abuse and Substance Misuse.

**Table 22: Rate of Anti-Social Behaviour, 2013-2018**

Ward	Incidents	Rate per 1,000 pop	Rank (1=Best)
Addison	138	12.4	9
Askew	157	10.8	7
Avonmore and Brook Green	96	8.2	3
College Park and Old Oak	34	3.7	2
Fulham Broadway	135	11.5	8
Fulham Reach	213	18.5	13
Hammersmith Broadway	158	12.4	10
Munster	96	8.8	4
North End	252	22.7	14
Palace Riverside	70	9.6	6
Parsons Green and Walham	100	9.1	5
Ravenscourt Park	32	3.0	1
Sands End	216	15.2	12
Shepherd's Bush Green	297	24.9	15
Town	145	13.3	11
Wormholt and White City	471	35.2	16

Source: ReACT H&F