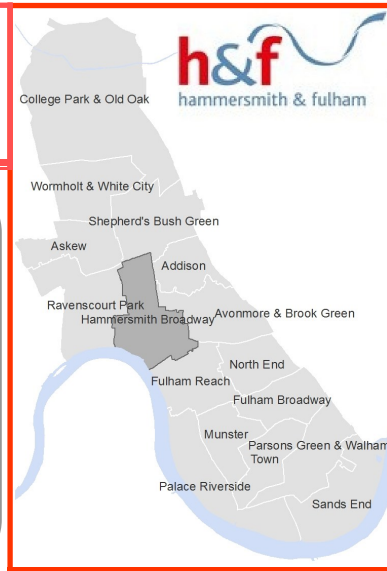


# Hammersmith Broadway Ward Profile 2018



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**

**Stephen Cowan**  
(Labour)

**PJ Murphy**  
(Labour)

**Patricia Quigley**  
(Labour)

## Affluence

The ward is generally very 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 information and communication activity sectors.

- 73% 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 40% of the ward population. A high proportion were born in Republic of Ireland, Australia, France, Somalia and Italy
- The ward has the tenth highest proportion of households that have no people who speak English as a first language
- 83% of residents declared themselves in good or very good health (86% in H&F)
- Less than two in five people aged 16+ were living as a couple; this is the ninth highest proportion in H&F
- 40% living in social housing and 31% rent privately
- The proportion of households without a use of car or a van stands at 60%; this is the sixth highest proportion in H&F
- 45% of residents have a level 4 qualification (degree level)
- 63% of residents are in employment (12% are self-employed)
- 39% 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 (16%)



## Pockets of Deprivation

Even though the ward is generally affluent there still exists a number of deprived areas particularly Queen Caroline estate, Ashcroft Square, Riverside Gardens 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). Three LSOAs are ranked in the 20% 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

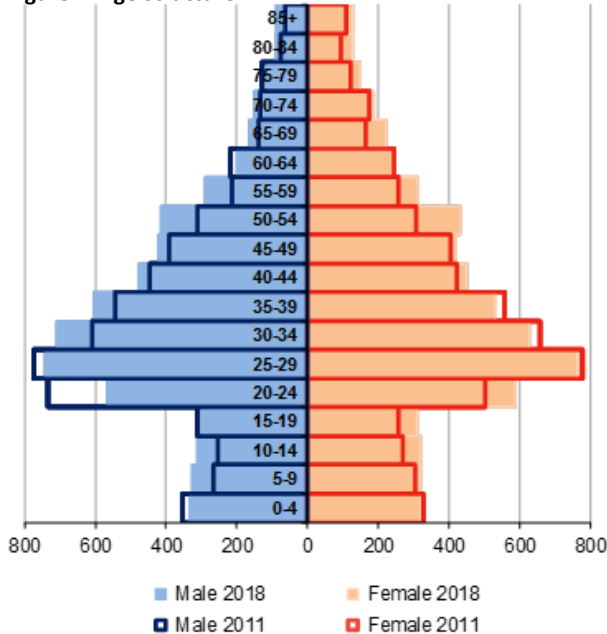
In 2018 there were an estimated **12,750** people living in the ward. Since 2011 Census, there has been an increase in the population by **6.8% (827 people)**; this is the second highest increase among H&F wards (Borough average +0.9%).

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 (**50.6%**) than males (**49.4%**). The ward is the fifth least densely populated in H&F with a density of **121** people per hectare (Borough 112pph).

During the day the population increases to **27,913** people as people come to the ward for work.

Figure 2: Age Structure



Source: Population projections 2011-2018, GLA

**18.1%** of the population is under 18 (19.5% in H&F), **70.8%** are aged 18-64 (69.9% in H&F) while **11.1%** are elderly population (10.6% in H&F).

Using the SHLAA Ward population projections, the population is estimated to increase by **52% (6,633 people)** by 2035. This is mainly due to the high level of housing developments around the Hammersmith Broadway area.

## Ethnicity

The ward ranks seventh lowest on the proportion of the population describing themselves as White British (**44.5%**), and the fourth lowest on proportion of 'Other White' residents (**17.5%**).

Since 2001, there has been a **31.9%** increase in the number of residents from Black and Minority Ethnic (BME) backgrounds to **6,612** in 2011; the sixth highest 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

**55.9%** (6,664) of residents were born in England. Foreign-born residents made up **40.4%** of the ward population (42.7% in H&F).

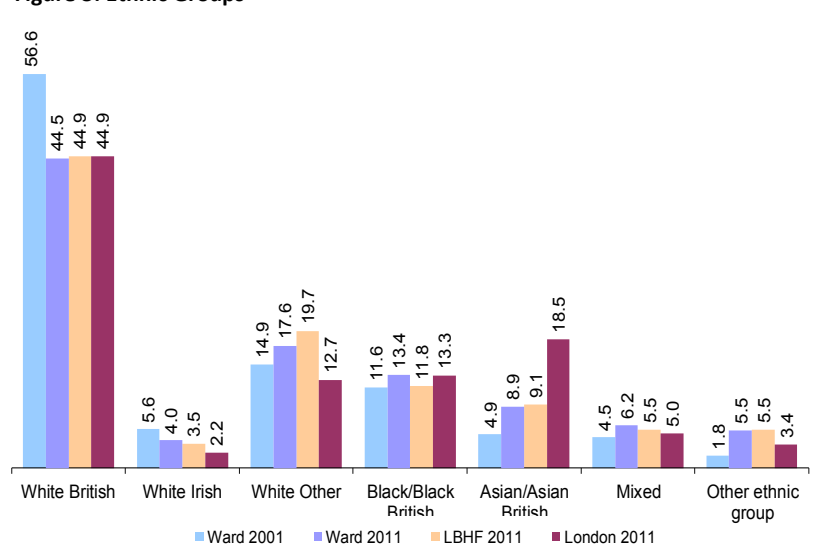
Republic of Ireland supplied most foreign-born residents (392) followed by Australia (289), France (263), Somalia (193) and Italy (192).

**14.1%** of the population were born in an EU country (the sixth lowest among all wards) compared with 14.8% in H&F and 10.3% in London as a whole.

**73.3%** 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 highest in H&F.

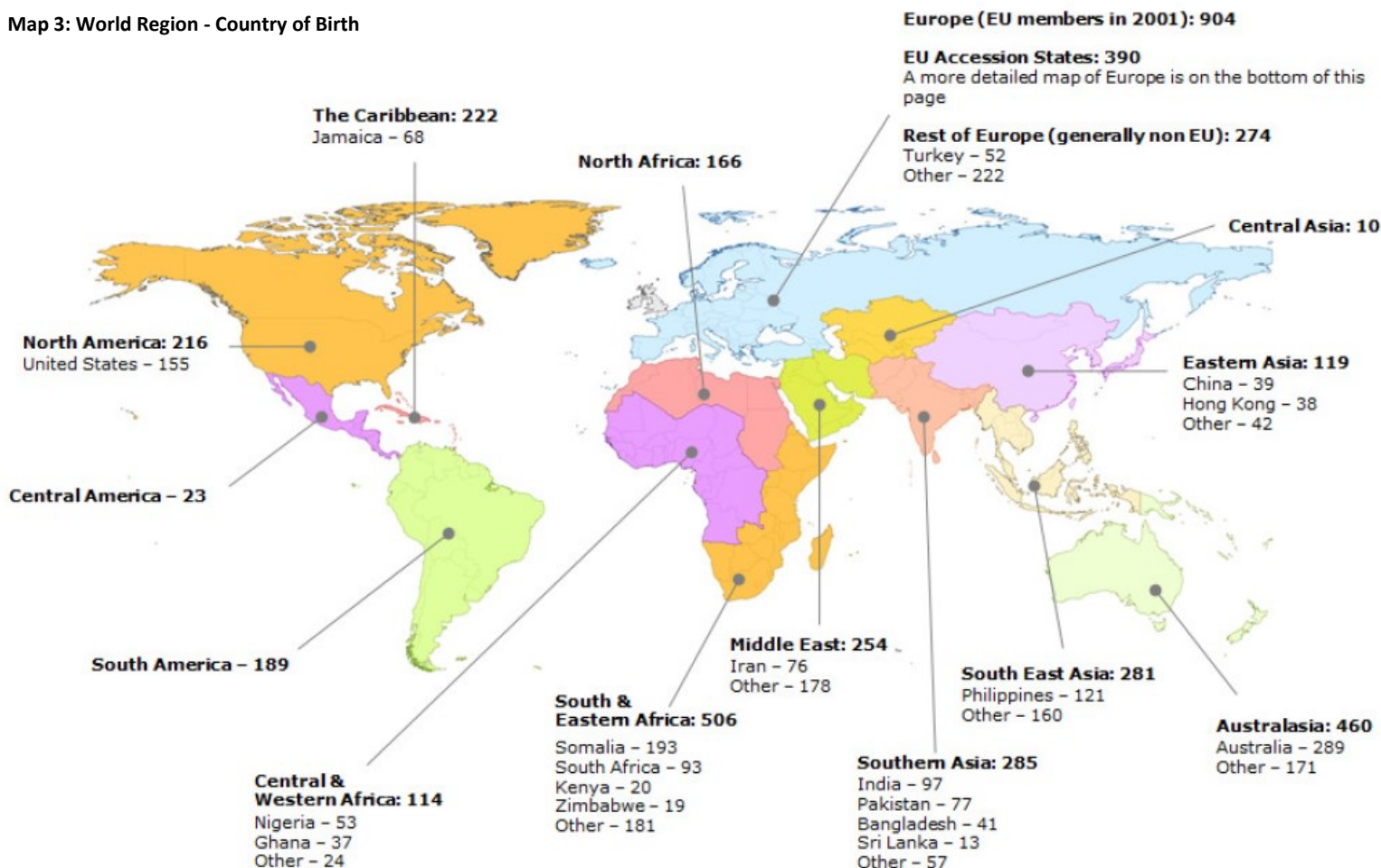
**28.2%** had a 'British only' national identity (ranked fifth highest) while 'other identities only' account for **26.7%** of all categories (ranked fifth lowest in H&F).

Figure 3: Ethnic Groups

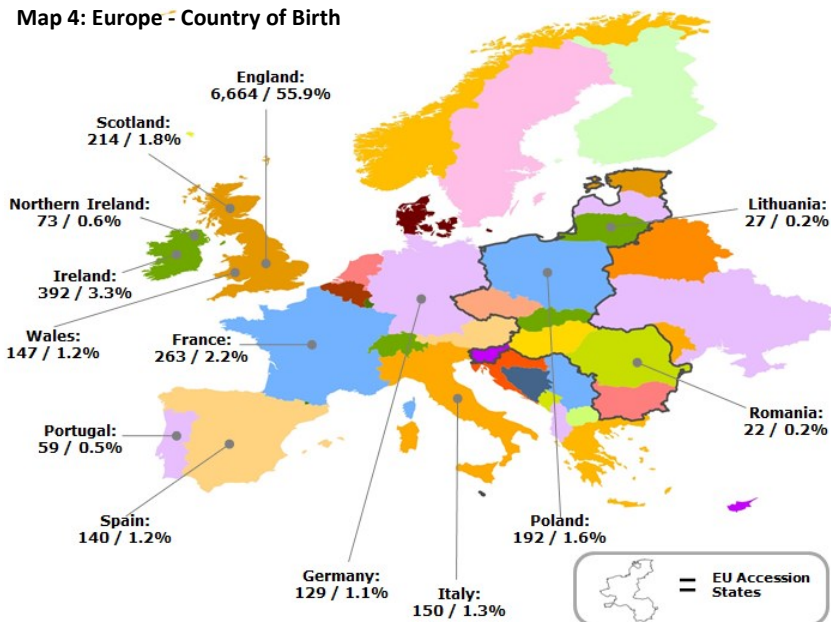


Source: ONS Census 2011

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 fourth lowest in H&F in terms of proportion of foreign born residents who have arrived in the UK since 2001 (**20.7%** of the overall population).

The ward ranked the seventh lowest in proportion of residents whose age of arrival to the UK was between 20 and 44 (**26.6%** of all age groups ) and it ranked the fifth lowest on proportion of foreign people who have resided in the UK for less than 5 years (**12.7%** of the overall population).

**15.6%** of residents in the ward hold an EU passport (the fifth lowest level among H&F wards). The ward ranked the tenth highest in terms of proportion of people that hold a passport of any of the Australasian countries as a percentage of the total population (**4.4%**), and the eighth highest in terms of proportion of people that hold a passport of any of the African countries (**1.9%**).

**Religion**

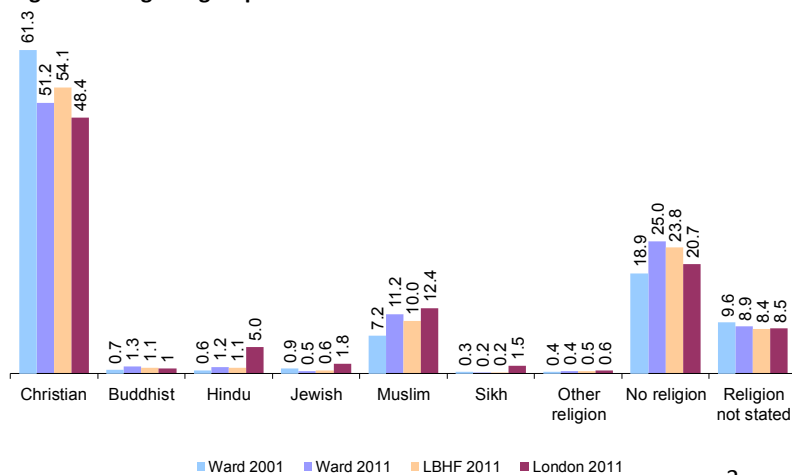
Christians remained the largest religious group in the ward with **51.2%** of residents (61.3% in 2001).

There has been a **4** percentage point increase in the Muslim population to 1,334 in 2011; the sixth highest number in H&F.

One in four (**25%**) residents stated as having no religion (ranked eighth highest), while 8.9% 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

**73.2%** of households in the ward contain people aged 16+ who all speak English as a main language; ranked the seventh highest among all wards (71.8% in H&F).

**13.4%** 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** (296 people), **Spanish** (214), **Arabic** (197), **Somali** (173), **Polish** (161), **Italian** (126) and **Portuguese** (115).

## Health

**83.2%** of residents assess their health as 'good' or 'very good' (85.7% in H&F).

**6.2%** rate their health as 'bad' or 'very bad' compared to 4.9% across the borough.

In the 2011 Census, **15.2%** (1,814) of residents reported to have a long term health problem or disability that limits their day-to-day activities; this is the third highest level in the borough but a decrease of 4.8% since 2001 (the tenth 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 **77.6** years and females expected to live **80.8** years.

Figure 5: Life Expectancy 2012-2014

Indicator	Ward	H&F	London
Male life expectancy	77.6	79.7	80.3
Female life expectancy	80.8	84.1	84.2

Source: ONS

In terms of childhood obesity at reception age, **10.3%** of children are estimated to be obese which is the sixth highest level in the borough (H&F 9.7% and London 10.2%). Conversely, child excess weight (overweight including obesity) at **18.5%** is below both the borough (21.9%) and London (22%) averages. In Year 6, **19%** of children are estimated to be obese which is below 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 **35.8%**.

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	167	17	10.3%	287	53	18.5%
	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	239	45	19.0%	239	85	35.8%
	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

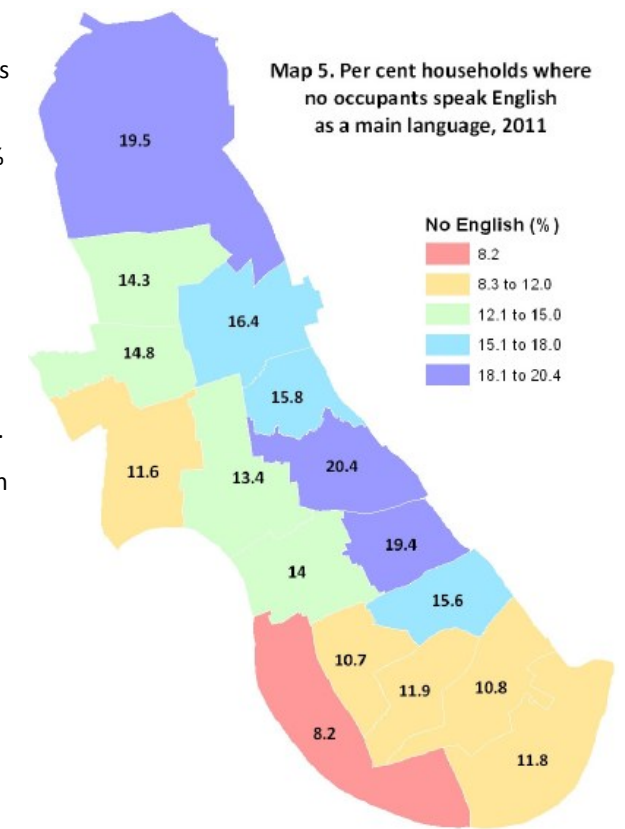
## School Census 2017

In total, there are **1,065** children who live in the ward and attend a school within the borough. This includes **166** children in nursery classes, **525** children in primary schools and **351** children in secondary schools. **23** children attend the borough's special schools. According to the 2011 Census there are a total of **1,234** school children and full-time students aged 16+ in the ward (ranked the fifth highest in H&F).

Figure 7: School Census Statistics

Area	FSM	SEN	EAL
Ward	28.4	16.2	40.7
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	6.3
Arabic	4.2
French	4.1
Polish	2.4
Italian	2.0

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. **28.4%** of pupils in the ward receive free school meals; this is above both the borough average of 22.4% and the London average of 17.5%. The percentage of pupils (**16.2%**) with special educational needs is 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 **40.7%** is lower than both the borough and London averages (46% and 45% respectively). In total, pupils speak an additional 52 languages other than English with **6.3** speaking Somali, **4.2%** speaking a form of Arabic and **4.1%** speaking French as a first language.

# How we live

## Marital Status

The ward ranks ninth highest in proportion of residents who are single - never married (**56%**). Proportionately fewer residents are married (**28.1%**) compared to the borough average (29.6%).

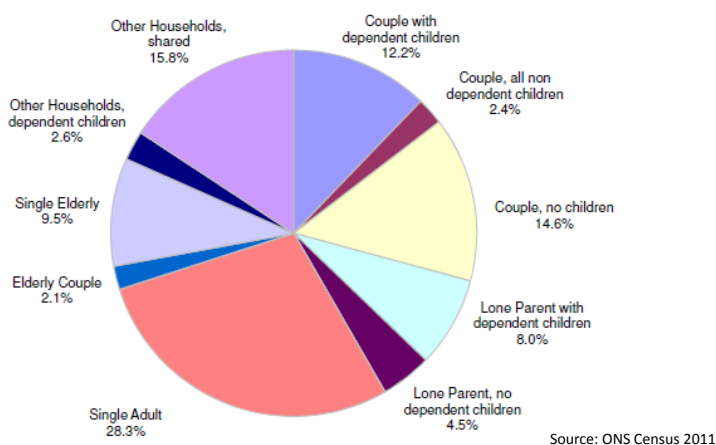
**38.9%** of people aged 16 and over were living as a couple (married, in a same-sex civil partnership, or are cohabiting with a partner of any sex); this is the ninth highest level in H&F.

## Household Composition

The average household size is **2.28** persons (2.17 in 2001); this compares to 2.26 persons in H&F.

The number of households has increased by **2.2%** since 2011 to 5,335; the eighth biggest increase among all wards (H&F +4.5%).

Figure 9: Household composition



Single adult households aged under 65 are the largest group (**28.3%**). The proportion of single elderly households has decreased by **34.7%** and elderly couple by **31.4%** over the past 10 years to a current level of **11.6%** (606) of all households.

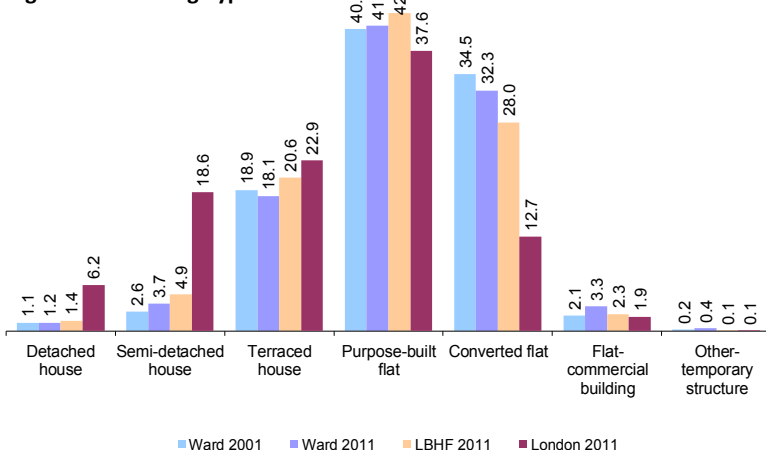
The ward ranks the fourth highest among H&F wards on the proportion of lone parent households (**12.5%**).

## Accommodation Type

In 2011 there were **5,381** dwellings in the ward, some 172 more than in 2001. Only 0.5% of dwellings were shared between two or more households (0.6% in 2001).

The housing stock is characterised by a large proportion of flats and maisonettes (**77%**); ranked the seventh highest in H&F.

Figure 10: Dwelling Type



**36.8%** of all properties are with one bedroom (ranked sixth highest) and **31.9%** are with two bedrooms (ranked twelfth highest).

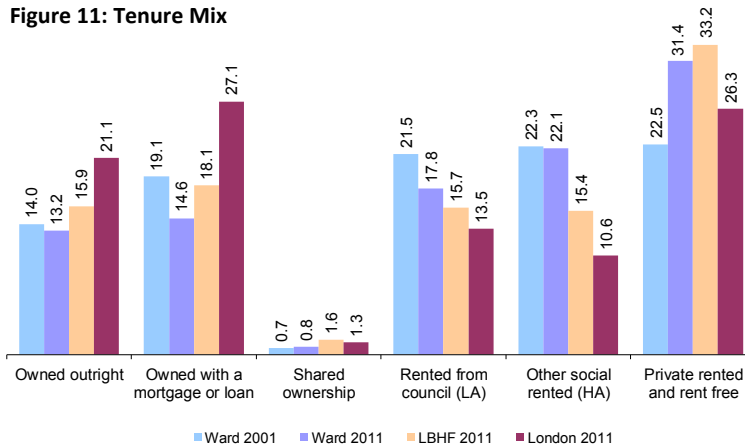
## Tenure

**28.7%** of households are owner occupiers (ranked fourth lowest); a reduction of 5 percentage points from 2001.

The private rented sector (incl. rent free) accounts for **31.4%** of households (ranked tenth) with an increase of 8.9 percentage points since 2001.

Two in five households (**39.9%**) rent their home from a social housing; **17.8%** rent from the Council (ranked fourth) and **22.1%** from Housing Associations (ranked second).

Figure 11: Tenure Mix



Source: ONS Census 2011

## 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 **13.7%** (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 **121** (6.8% 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 **£832,794** compared with £713k in the borough and £480k in London; this is the seventh highest level amongst all H&F wards.

# What we do

## Economic Activity

In 2011, **72.9%** of working age people aged 16-74 in the ward were economically active (working or looking for work); that was the seventh lowest rate amongst wards (74.1% in H&F). The economic activity rate for males was **75.9%** (ranked fourth lowest) and for females was **69.7%** (ranked eighth lowest).

## Employment

**63.1%** were in employment compared to 65.7% in H&F and 62.4% in London. **43.1%** of those were full-time employees (ranked fourth lowest in H&F), **7.9%** were part time employees (ranked fifth highest) and **12.1%** were self-employed (ranked tenth highest).

The top three methods of travel to work are underground (**42%**; ranked fifth), on foot (**15%**; ranked third) and bus (**11%**; ranked eleventh).

In total in 2017, there were **35,300** jobs in the ward. There has been a **28.4%** increase in the number jobs between 2011 and 2017 (+12.3% in H&F). **74.3%** of employees working in the ward work full-time (72% in H&F); this is the fourth highest proportion amongst all wards.

Figure 12: Number of Jobs, BRES

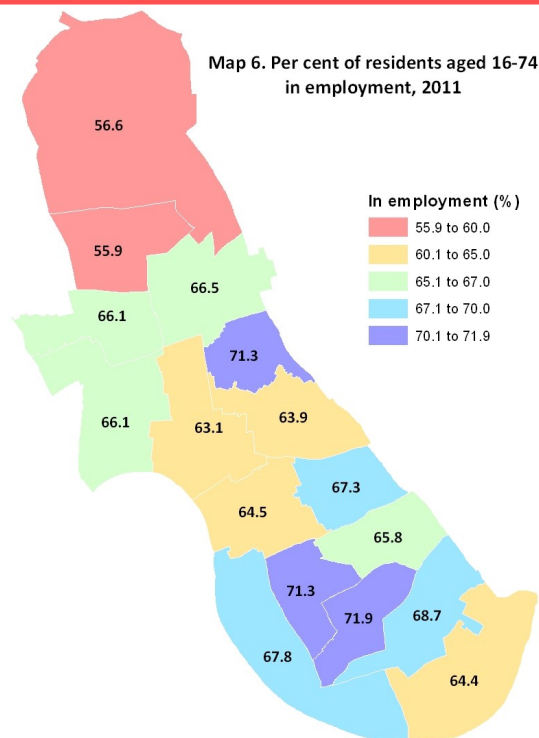
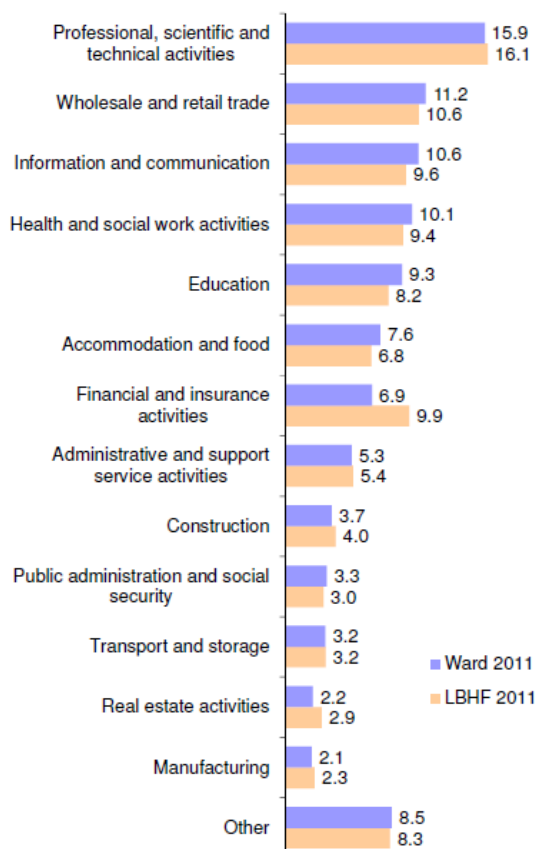
Area	2011	2012	2013	2014	2015	2016	2017	% change 2011 2017
Ward	27,500	27,800	30,500	31,000	32,500	36,250	35,300	28.4
Hammersmith & Fulham	122,450	127,000	127,500	128,000	135,500	139,500	137,500	12.3

## Industry of Employment

The professional, scientific and technical activities sector is the largest source of employment with **15.9%** (ranked tenth). This is followed by the wholesale and retail trade sector at **11.2%** (ranked fifth) and the information and communication sector at **10.6%** (ranked fifth).

The ward ranked fourth highest in terms of the population employed in the health and social work activities sector (**10.1%**).

Figure 13: Employed by industry of occupation



## Occupation

**13.1%** of the employed population were working as managers, directors and senior officials (ranked eleventh), while **26%** were working in the professional occupations (ranked eleventh).

**8%** were working in the elementary occupation; ranked fifth (6.7% in H&F), and **10.1%** were working in the administrative and secretarial occupations; ranked fifth (9.6% in H&F).

## Economic Inactivity

**27.1%** were economically inactive residents (permanently sick or disabled, looking after family/home, retired and some students); (H&F 26% and London 28.3%). **32.5%** of these economically inactive residents are students (31.5% in H&F).

## Unemployment

From the 2011 Census **5.2%** of residents aged 16-74 were unemployed and looking for work (ranked fifth 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, **8.3%** 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

**7.7%** of the population provide informal care, up from 6.8% in 2001; this is the fourth highest proportion in the borough. **64%** were giving less than 20 hours care a week (ranked tenth), **15%** provided between 20 to 49 hours (ranked eighth) and **21%** provided 50 or more hours (ranked seventh).

## Household Income

The average gross household income (including investment income and social security benefits) in the ward is **£44,954** per annum (£50.2k in H&F and £45.2k in London).

**31.7%** of households depend on less than £25,000pa compared to 28% for the borough as a whole. One in seven (**15.5%**) 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

**15%** of adults have no formal qualification (ranked third highest) compared to 12.8% in H&F and 17.6% in London.

**45.3%** have a level 4 qualification-degree level (ranked fourth lowest) 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 **above** the borough averages but below the London averages. For adults who don't speak English as a first language, the proportion is **above** the borough average.

Figure 15: Skills for life estimates

Area	Entry Level and Below					
	Literacy	Numeracy	Email	Word Processing	Spreadsheets	ESOL
Ward	16.7	44.7	38.4	56.0	61.5	22.2
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, **47.3%** of pupils achieved an average attainment 8 score and **58.2%** of pupils achieved 9-4 grades in English and Maths only. Both these figures are slightly below the borough 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	110	46.3	58.2
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 **4.6%** which was slightly above 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	742	4.6	3.6	1.0
Hammersmith and Fulham	10,347	4.4	3.2	1.2
London	923,360	4.5	3.3	1.2

Source: DfE

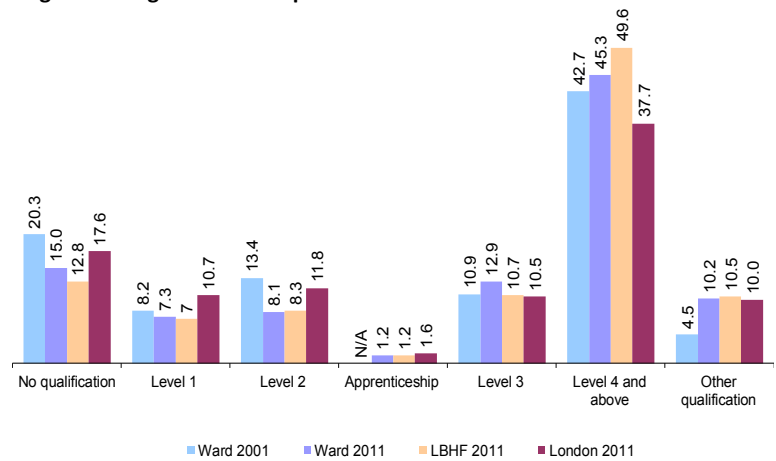
In 2016-17, the rate of the first year Higher Education (HE) enrolment in the ward was **90.7** per 1,000 18-24s which was below both the borough rate at 86.1 and the London rate at 102.2.

Figure 18: HE Enrolments

Area	Rate per 1,000 18-24s	Number HE Enrolments
Ward	66.2	92
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 slightly **more deprived** than in 2010 and 2007.

The most deprived area (E01001899) is among the **10% most deprived** nationally. The areas E01001893, E01001894 and E01001900 are in the 10 to 30% most deprived nationally. The four remaining LSOAs rank in the 30-60% 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 (IDAOPI)
E01001899	0-10%	0-10%	10-20%
E01001893	10-20%	0-10%	10-20%
E01001894	10-20%	0-10%	0-10%
E01001900	20-30%	20-30%	20-30%
E01001896	30-40%	20-30%	10-20%
E01001898	30-40%	50-60%	20-30%
E01001895	40-50%	40-50%	20-30%
E01001897	50-60%	70-80%	30-40%

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 8 LSOAs fall within the worst 10% deprived nationally on Income Deprivation Affecting Children (IDACI) domain, and 4 out of 8 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. **10%** of residents in the ward that **don't use internet** which is higher than the borough average of 8.5%. This ranges from **1.5%** for 16-34 age group, to **43%** 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: **Mixed Inner City Urban—Modest Means** (32%) - displayed in dark brown on the map and **Deprived Families in Public Housing** (25% in H&F) which is displayed in red on the map. This segment is clustered around several location in the ward; with the area covering Queen Caroline estate, Ashcroft Square, Riverside Gardens and Peabody estate.

Around 16% of residents are classified as coming from **Mobile Single Young Professionals** - displayed in dark blue on the map.

## Green Space

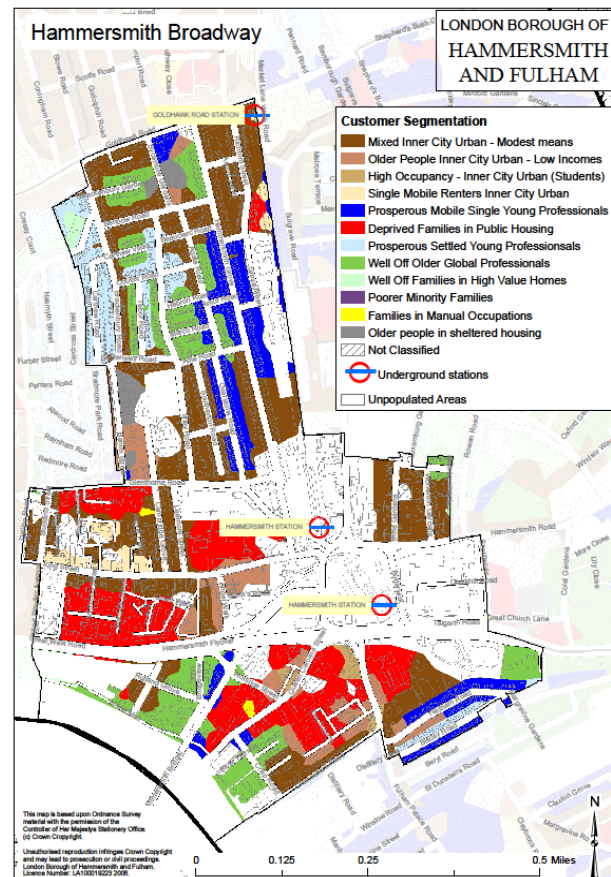
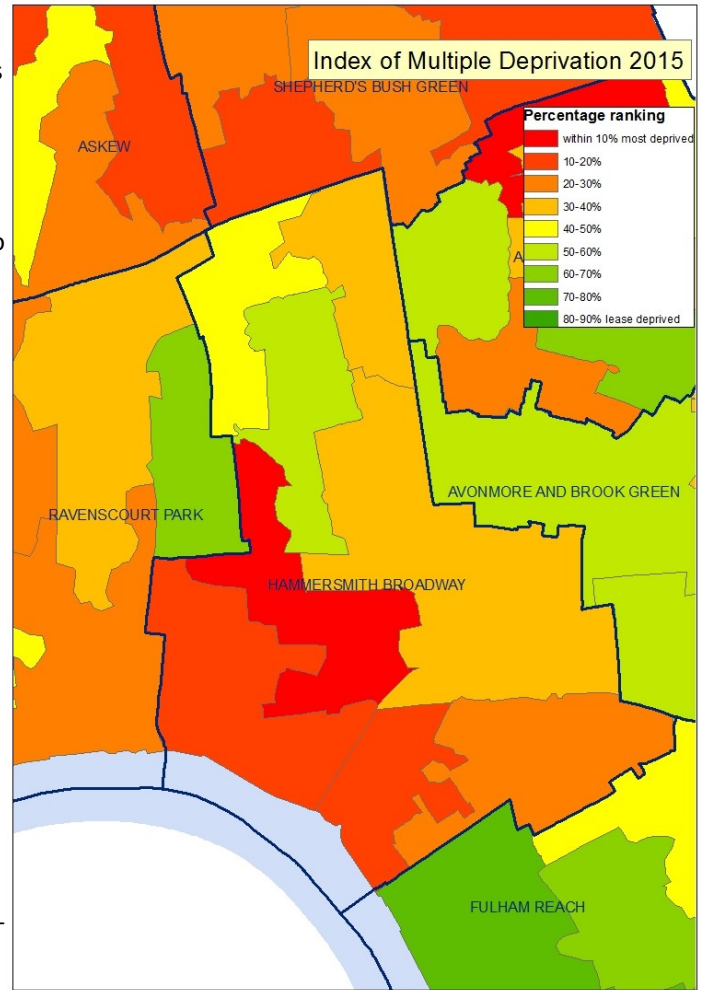
**9.1%** of the ward area is classified as open space and green area; this compares to 21.1% in H&F and 39.1% in London as a whole. **30.9%** of households within wards have easy access to at least one open space and 25% have easy access to local parks.

## 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 **5.6** which is higher than both the borough and regional averages 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 **16.7%** increase in total notifiable offences in the last year; this is the second highest increase amongst all wards.

There were 3,023 crime committed (**237.1** per 1,000 residents) which ranks the ward second highest in H&F.

In 2016-17, the rate of all recorded crime per 1,000 population was **206.1** in the ward compared to 117 across the borough.

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

	Ward		Hammersmith	
	No.	Rate	No.	Rate
Burglary	214	16.8	2092	11.4
Criminal Damage	151	11.8	1336	7.3
Drugs	94	7.4	935	5.1
Other Notifiable Offences	51	4.0	413	2.2
Robbery	95	7.4	660	3.6
Sexual Offences	50	3.9	380	2.1
Theft & Handling	1575	123.5	9476	51.5
Violence Against The Person	787	61.7	6294	34.2

Source: Met Police

The most high volume crimes in the ward during the last financial year have been 'Theft & Handling' (**1,575**), 'Violence Against the Person' (**787**) and Burglary offences (**214**).

All crime types have seen a larger rates per 1,000 population in the ward compared to the H&F average. Those include: Theft & Handling (**72** percentage points difference), Violence Against The Person (**27.5** percentage points difference), Burglary (**5.4** percentage points difference) and Robbery (**3.8** percentage points difference).

## Top Businesses

The top 10 businesses in the ward employ nearly **16,000** employees and the majority of these businesses have been based in the ward for many years (see Table 23).

Employment activities is the main industrial sector in the ward employing **5,972** people; this is followed by Wholesale of household goods (**5,398**), Office administrative and business support (**3,565**), Motion picture, video and television programme activities (**2,663**), General public administration activities (**2,298**) and Hotels and similar accommodation (**1,967**).

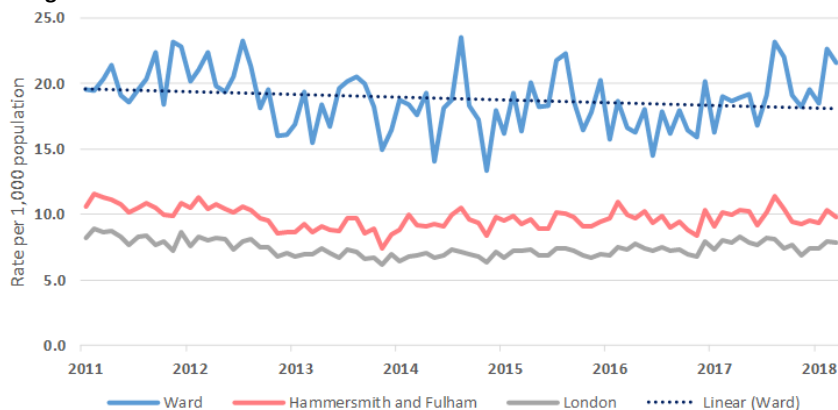
**Table 23: Top 10 employers by employment size**

Position	Company Name	Employee No.	Sector
1	L'Oreal Ltd	4,650	Wholesale of perfume and cosmetics
2	Omni Facilities Management	3,981	Labour recruitment and provision of personnel
3	Hammersmith & Fulham Council	2,325	General public service activities (excl. schools)
4	Walt Disney Co Ltd	1,626	TV, Film & Video Production Services
5	Mref Tradeco Ltd	878	Hotels & Inns
6	MER Manor Operations Ltd	634	Hotels & Inns
7	Summit Recruitment Ltd	493	Other professional, scientific and technical activities
8	Accor UK (Novotel)	488	Hotels & Inns
9	Industrial Light & Magic (UK) Ltd	478	Software consultancy and supply
10	Philip Morris Ltd	360	Wholesale of tobacco products

**Other major employers:** Carbonado Industries (UK) Ltd, Merryweather Productions Ltd, Elevate East London LLP, Fexco Ltd, 360 Worldwide Ltd, Blue Arrow Ltd, Winton Capital Management Ltd, Coca Cola GB Ltd, Sony Mobile Communications, and CHIVAS Brothers Ltd.

Source: MINT, Bureau van Dijk

**Figure 21: All Recorded Crimes**



## Anti-social Behaviour

Anti-social behaviour (ASB) levels are generally high in the ward with **158** incidents being recorded on ReACT since June 2013. This totals just **6.1%** of all ASB incidents recorded on the system over this time period.

The ASB incident rate per 1,000 population is **12.4** (the tenth 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