

A Borough of Opportunity

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5. Local Employment and enterprise (The Local Economy)

Income

Brent residents earn only 70 % of the average London salary. The average annual salary for a Brent Resident is £25,407, whereas the average Londoner earns £36,279. Only the residents of Newham and Barking and Dagenham earn less than in Brent¹.

Brent South residents earn the second lowest salaries in London (West Ham is lowest). Their average earnings of £21,615 is only 60% of the London average. Brent's highest paid residents live in the Brent North constituency. But although they have average salaries of £30,253, this is still only 83% of the London average.

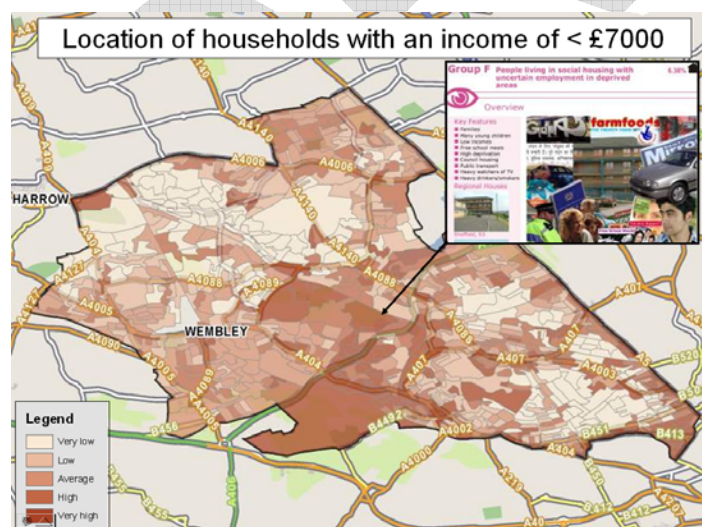
Men living in Brent are paid relatively lower wages than women in terms of London comparative average salaries, with women in Brent earning 87% of the London women's average as compared to only 61% for men.

Comparative Annual Gross Pay, Brent and London

| | Brent £ | London £ | Ratio |
|------------------|---------|----------|-------|
| All | 25407 | 36279 | 70% |
| All Full Time | 29466 | 42130 | 70% |
| All Part Time | 8811 | 13414 | 66% |
| All Male | 28203 | 46167 | 61% |
| All Female | 22418 | 25889 | 87% |
| Male Full time | 32190 | 49728 | 65% |
| Female full Time | 26310 | 31929 | 82% |

The state of the London Boroughs report highlights the change in average total income as -3% for the period 2004/05 and combines this with the rising house process and average incomes to illustrate the poor prosperity in Brent compared to other London boroughs.²

Mosaic shows us that our most income poor residents live in our Stonebridge area.



¹ Office of National Statistics, Annual Hours and Earnings Survey 2007

² The Local Futures Group, December 2007, The State of the London Boroughs

Mosaic - Indebtedness

Mosaic considers a number of variables and puts together an indebtedness score for all the types with 1 low and 51 high. Types F38 - 'Singles, childless couples and older people living in high rise social housing' and F36 - 'High density social housing, mostly in inner London, with high levels of diversity' are twice as likely as the national average to have an **indebtedness** score of over 51. Type F38 is twice as likely as the national average to have average **indebtedness** and an indebtedness score of between 21 and 50. There are 630 Type F38 households and 11, 980 F36 households in Brent.

Mosaic types F38 and F36 are twice as likely as the national average not to have a **current account**.

Working Age Benefits

There is a total of 29,750 claiming some form of benefit in Brent in May 2007. This has stayed roughly constant over the last 5 years. The largest proportion of people claiming are for incapacity benefits.

Working-age client group - key benefit claimants (May 2007)

| | Brent (numbers) | Brent (%) | London (%) | Great Britain (%) |
|--|--------------------|--------------|---------------|----------------------|
| Total claimants | 29,750 | 16.2 | 14.4 | 14.2 |
| Job seekers | 6,830 | 3.7 | 2.9 | 2.3 |
| Incapacity benefits | 12,400 | 6.8 | 6.1 | 7.2 |
| Lone parents | 6,150 | 3.4 | 3.2 | 2.1 |
| Carers | 1,370 | 0.7 | 0.7 | 1.0 |
| Others on income related benefits | 1,410 | 0.8 | 0.6 | 0.5 |
| Disabled | 1,160 | 0.6 | 0.7 | 0.9 |
| Bereaved | 430 | 0.2 | 0.2 | 0.3 |

The proportion of residents of working age claiming unemployment benefits is 3.6% this is above London average but has been steadily decreasing over the last 10 years. The highest proportion of people claiming benefits are those aged between 18 to 24 and who claim for up to 6 months.

Total JSA* claimants (September 2007)

| | Brent (numbers) | Brent (%) | London (%) | Great Britain (%) |
|-----------------------------|--------------------|--------------|---------------|----------------------|
| All people | 6,590 | 3.6 | 2.8 | 2.2 |
| Males | 4,547 | 4.7 | 3.7 | 3.0 |
| Females | 2,043 | 2.3 | 1.8 | 1.3 |
| By age of claimant | | | | |
| Aged 18-24 | 1,585 | 24.2 | 27.2 | 31.1 |
| Aged 25-49 | 4,060 | 61.8 | 57.2 | 52.3 |
| Aged 50 and over | 910 | 13.8 | 15.1 | 15.7 |
| By duration of claim | | | | |
| Up to 6 months | 3,830 | 58.3 | 63.1 | 67.0 |
| Over 6 up to 12 months | 1,125 | 17.1 | 18.2 | 17.0 |
| Over 12 months | 1,610 | 24.5 | 18.7 | 16.1 |

* The Jobseeker's Allowance (JSA) is payable to people under pensionable age who are available for, and actively seeking, work of at least 40 hours a week.

Mosaic - redundancy

Two of our main mosaic types, D27 - Multi-cultural inner city terraces attracting second generation settlers from diverse communities and F36 - High density social housing, mostly in inner London, with high levels of diversity, are twice as likely as the national average to be very concerned about redundancy.

Unemployment rates

In 2006 the unemployment rate was higher than the London average with higher levels of unemployment seen amongst men. This is an increase of 2% over the last year's figure (7.7%, Apr 05-Mar 06).

Employment Statistics, Nomis, Apr 2006-Mar 2007

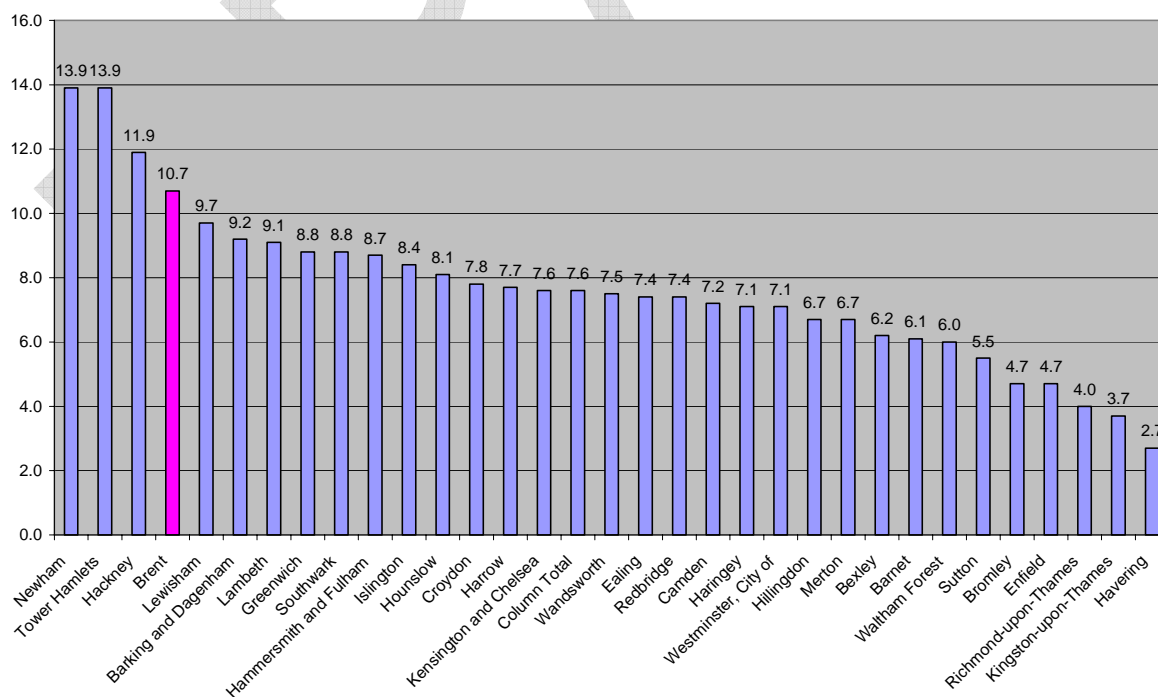
| | Brent (numbers) | Brent (%) | London (%) | Great Britain (%) |
|----------------------------------|--------------------|--------------|---------------|----------------------|
| Economically active [†] | 131,000 | 73.5 | 75.0 | 78.5 |
| In employment [†] | 117,300 | 65.6 | 69.3 | 74.2 |
| Employees [†] | 96,700 | 54.7 | 58.2 | 64.5 |
| Self employed [†] | 20,300 | 10.9 | 10.8 | 9.3 |
| Unemployed [§] | 12,200 | 9.4 | 7.4 | 5.3 |
| Unemployed – Men | 9,300 | 11.7 | 7.4 | 5.7 |
| Unemployed – Women | 4,500 | 8.6 | 7.3 | 4.9 |

[†] numbers are for those aged 16 and over, % are for those of working age (16-59/64)

[§] numbers and % are for those aged 16 and over. % is a proportion of economically active

Brent's working age unemployment rate is higher at 10.7%. This is the fourth highest in London³.

Unemployment rates, Apr 2006-Mar 2007, Local Authority



³ Annual Population Survey, Nomis, Apr 2006-Mar 2007

Economic Inactivity

Economic inactivity is the percentage of people who are neither in employment nor unemployed. This group includes, for example, all those who were looking after a home or retired. The Annual Population Survey (Nomis) estimates that 26% of Brent's working age population is economically inactive with only 6.6% of this figure wanting a job. Higher proportions of females are economically inactive than males. There is also a higher percentage of non-white population which is economically inactive compared to borough total⁴.

| | All | Males | Females |
|--|------|-------|---------|
| % who are economically inactive - working age | 26 | 16.4 | 37.9 |
| % of working age who are economically inactive - want a job | 6.6 | 4.6 | 8.9 |
| % of working age who are economically inactive - do not want a job | 19.9 | 11.8 | 28.9 |
| % of non-whites of working age who are economically inactive | 29.5 | - | - |

Economic Change

The state of the borough report highlights that 'Between 1998 and 2005, the share of residents in employment in Brent remained almost static, compared growth of 7.8 per cent in London and 9.1 per cent in Britain. This ranks Brent 24th among the London boroughs and 332nd nationally. High productivity levels are another key function of high economic growth; the increase in GVA per head between 1994 and 2005 in Brent was more positive than employment growth, above both London and British benchmarks (65.5 per cent, compared to an increase of 61.9 per cent in London as a whole and 56.8 per cent in Great Britain).'

Occupations in Brent

The state of the borough report highlights that Brent does not have the high shares of knowledge workers common to many London boroughs recording young age profiles, though the national picture for its share of resident knowledge workers is good with Brent ranked 100th out of the 408 local areas in Britain; the strong competition for knowledge workers within London results in Brent ranking 22nd within the capital.⁵

Date from the annual employment survey (Apr 2006-Mar 2007), suggests that Brent manager & senior officials and professional occupations are in line with London averages.

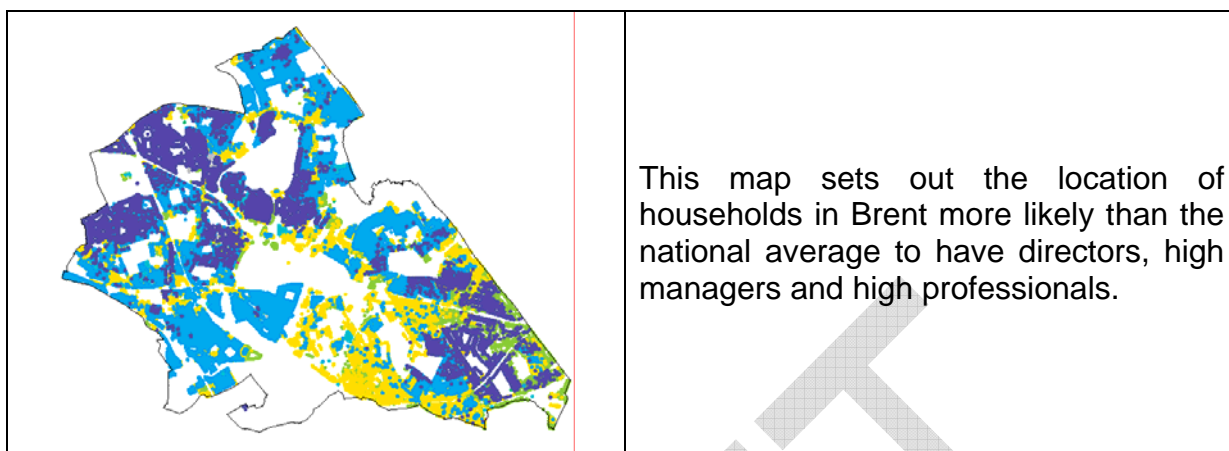
Percentage of people who are employed in Brent

| | 1: managers & senior officials | 2: professional occupations | 3: associate prof & tech occupations | 4: administrative and secretarial occupations | 5: skilled trades occupations | 6: personal service occupations | 7: sales & customer service occupations | 8: process, plant and machine operatives | 9: elementary occupations |
|----------------|--------------------------------|-----------------------------|--------------------------------------|---|-------------------------------|---------------------------------|---|--|---------------------------|
| Brent | 18.7 | 17.4 | 12.9 | 13.0 | 10.5 | 5.6 | 9.1 | 5.7 | 6.4 |
| London Average | 18 | 17 | 18 | 12 | 8 | 7 | 6 | 4 | 9 |

⁴ Annual Population Survey, Nomis, Apr 2006-Mar 2007

⁵ Local Futures, 2007, The State of the Borough Report

Mosaic – Occupation



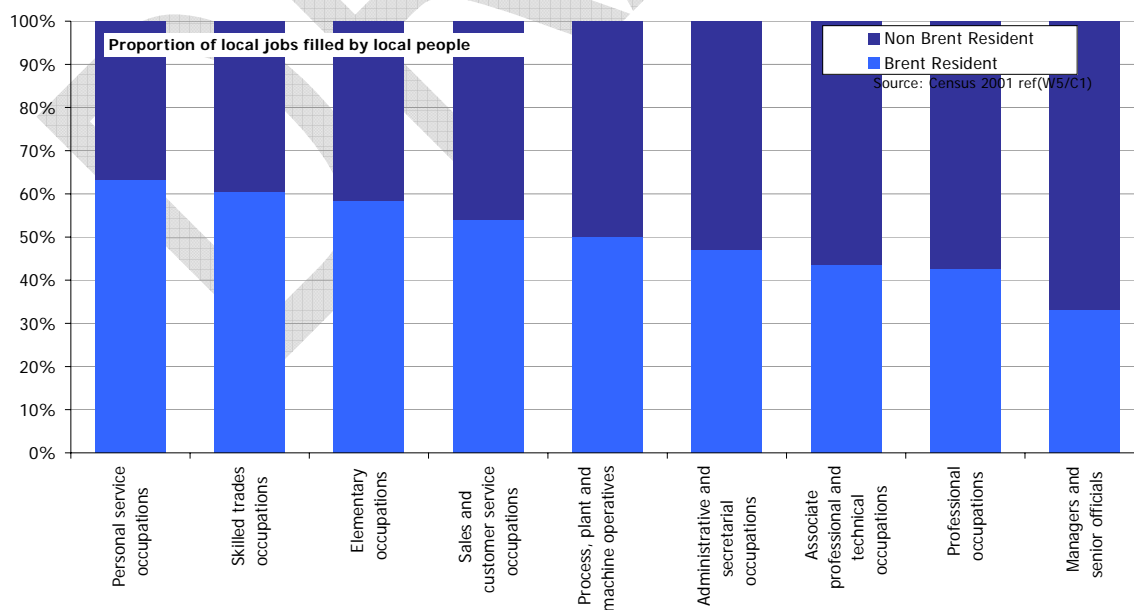
Those residents who do have high level occupations are likely to commute out of the borough.

| Brent | Commutes In | Commutes Out | Does Not Commute | Workplace Employment | Resident Employment | Net Outflow |
|-----------------|-------------|--------------|------------------|----------------------|---------------------|-------------|
| All Occupations | 46,871 | 75,716 | 42,988 | 89,859 | 43,424 | 28,845 |

Source: Census 2001

A larger proportion of Brent's job offerings for Managers, Senior Officials, and professionals are filled by people living **OUTSIDE** the area.

Proportion of local jobs filled by local people⁶



⁶ 2001 Census

Qualifications and Skills

The state of the borough report highlights that ‘Qualifications and skills levels in Brent are low, by both London and British standards. Brent ranks 363rd nationally and 6th from bottom within London on our overall residence-based skills and qualifications score. The borough records an above-average share of pupils achieving five or more GCSEs at grades A* to C (61.3 per cent, compared to 57.7 per cent in London and 58.5 per cent in Britain). However, the skills profile of the working-age resident population is skewed towards lower level skills in Brent, with over a third of working-age residents in ‘skills poverty’ (below NVQ Level 2). Furthermore, the borough has a small share of working-age residents with ‘high skills’ (NVQ Level 4 or above) relative to the London average, albeit average for Britain as a whole.’

Nomis data also places Brent as having lower formal qualification levels than London and Great Britain and significantly more ‘Other Qualifications’.

Qualifications Levels in Brent, Nomis, Jan 2006-Dec 2006

| | Brent (numbers) | Brent (%) | London (%) | Great Britain (%) |
|----------------------|--------------------|--------------|---------------|----------------------|
| NVQ4 and above | 48,500 | 27.8 | 34.6 | 27.4 |
| NVQ3 and above | 68,400 | 39.3 | 47.9 | 45.3 |
| NVQ2 and above | 87,300 | 50.2 | 60.9 | 63.8 |
| NVQ1 and above | 103,000 | 59.2 | 70.7 | 77.7 |
| Other qualifications | 49,100 | 28.2 | 15.3 | 8.5 |
| No qualifications | 22,000 | 12.6 | 13.9 | 13.8 |

Mosaic – Degree

Households within Brent who are likely to have a degree predominantly belong to Mosaic groups A and E. Group A are also likely to be our most wealthy households where as group E are likely to be our young adult population. Of our four main types only E28 has a higher likelihood of having a degree.

Mosaic Types most likely to have a degree in Brent are:

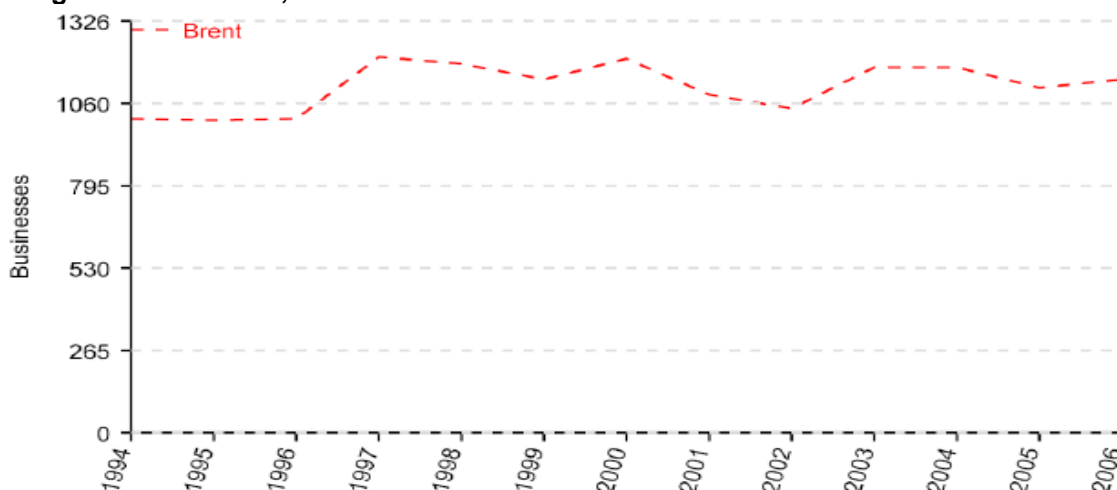
| Type | Households in Brent | National average comparisons |
|---|---------------------|-------------------------------------|
| A1 – Financially successful people living in smart flats in cosmopolitan inner city locations | 1489 | Nearly three times as likely |
| E29 – Economically successful singles, many living in privately rented inner city flats | 3871 | |
| A2 – Highly educated senior professionals, many working in the media, politics and law | 3871 | Twice as likely |
| A3 – Successful managers living in very large houses in outer suburban locations | 1348 | |
| E28 – Neighbourhoods with transient singles living in multiply occupied large old houses | 17,169 | |
| E30 – Young professionals and their families who have gentrified terraces in pre 1914 suburbs | 4713 | |

Business

The business start up rate in Brent stands at 31 per 10,000. This is compared to 37 per 10,000 in West London⁷. There are currently 336 firms per 10,000 people in Brent compared to 444 firms per 10,000 in West London.

At the end of 2006 Brent had 1,135 newly registered businesses. This figure has not fluctuated substantially over the last couple of years.

Vat Registered Business, NOMIS 2006



Innovation

Looking at the number of women executives shows Brent is below the London and England/Wales. The table shows the number of additional woman execs/firms required to match levels found in the region and E&W.

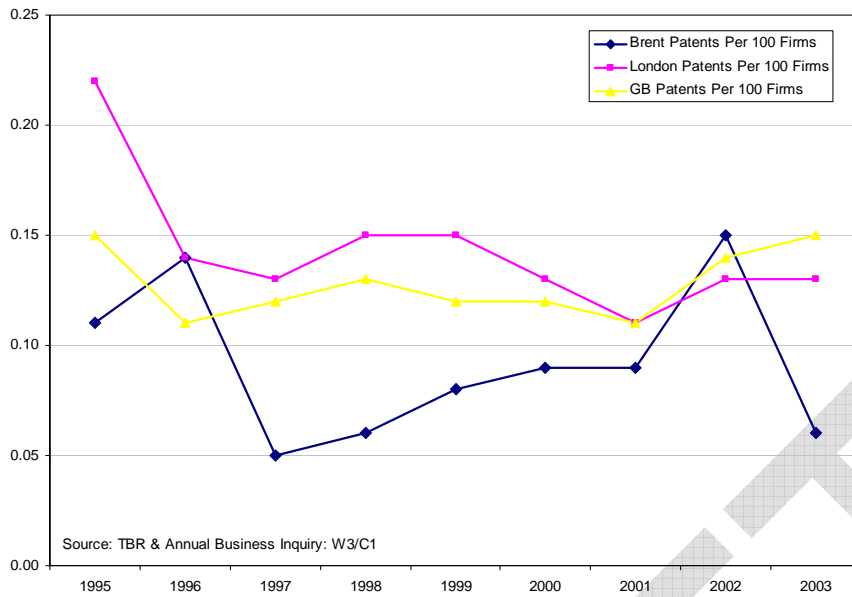
| SOA Desc | Women executives per 10,000 population | No. of additional Women execs | No of additional firms totally run by women | No of additional firms where more than 50% (but <100) of execs are women |
|-----------------|--|-------------------------------|---|--|
| Brent | 114 | - | - | - |
| London | 167 | 503 | 58 | 45 |
| England & Wales | 145 | 446 | 171 | 7 |

Source: TBR:W3/S1

Studies show that this has negative impact on business innovation.

From 1997 Brent patenting levels have also been consistently lower than the rest of London and Great Britain. Levels briefly overtook both London and GB in 2002 before falling again in 2003, potentially attributable to the activity of one or two large firms. This also suggests that innovation in Brent may be weak.

⁷ Regeneration Action Plan 2007-09



Economic performance overall

The State of the London Boroughs Report and the State of the Borough report for Brent set out the economic position:

- The London borough economies are relatively large, at almost twice the economic scale of the average district in Great Britain
- Brent's economy is large by national standards, ranked 52nd out of 408 local areas districts in Great Britain. However, the Brent economy is smaller than the average for the capital as a whole, with the average economic scale of boroughs skewed by parts of the city, particularly in inner London
- The London boroughs record high levels of productivity, scoring an average of 172.3 on a GB = 100 index
- {There are} high levels of productivity in Brent, ranking the borough 58th in Britain. Average workplace-based weekly earnings are higher than the national average and Gross Value Added (GVA) per head was £23,527 in 2004 (compared to £18,273 nationally)
- London boroughs generally record below average rates of economic growth, ranking 8th out of 11 regions in Great Britain.
- Brent's reasonably large economic scale is underpinned by high levels of productivity and business enterprise. However the local economy lacks the high value-added knowledge-driven jobs found elsewhere in London. The profile is further weakened by a very weak residential skills base and labour market. Consequently, the borough records a low level of economic growth overall

6. Health and wellbeing

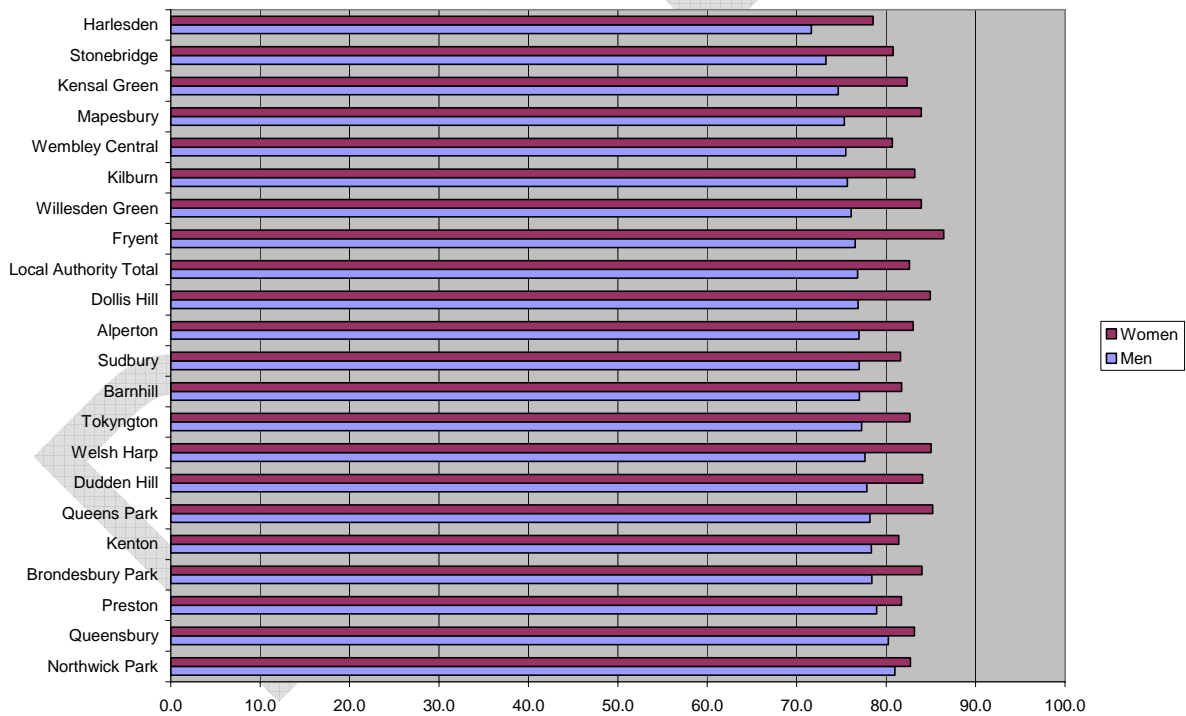
There are significant health inequalities, closely linked to deprivation. The most deprived wards in the south of the borough have a higher death rate, and lower life expectancy and have a larger burden of ill health than the less deprived wards in the north of the borough. This is supported through Mosaic model where Brent's most deprived types are also likely to have the poorest health outcomes.

Life Expectancy

Life expectancy is an estimate of the number of years a new-born baby would live in a particular ward, given the particular area's age-specific mortality rates. Life expectancy for woman in Brent is 82.6 years, this is significantly greater than the England average of 80.9 years and London at 81.2 years (2001-2005). Life expectancy for men is 76.8 years which is approximately equal to the England and London average of 76.4 years (2001-2005)⁸.

The gap in life expectancy between the lowest (Harlesden) and highest wards (Northwick Park) is 9.3 years. This is a reduction on the gap reported in 2000-2004, however, this is a result of a reduction in life expectancy in Northwick Park rather than an improvement in Harlesden.

Life Expectancy by Ward 2001-2005, male and female



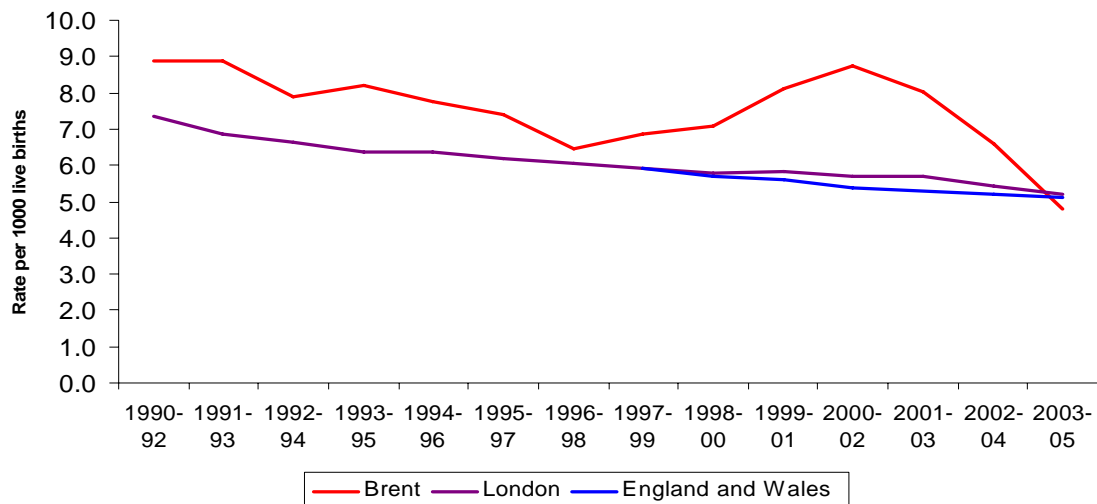
Infant Mortality

Infant mortality is a measure of death in the first year of life, described as a rate per 1000 births. In Brent there were 22 infant deaths in 2005 or 4.9 deaths per 1,000 births. National rate is 5.0 deaths per 1,000 births. Brent has closed the gap with London rates⁹.

⁸ LHO, 2006, Life Expectancy by Ward 2001-2005, male and female

⁹ LHO, 2006, Measures of Infant Mortality, 1990-2004

Three year average infant mortality rate per 1000 live births, 1990-2005

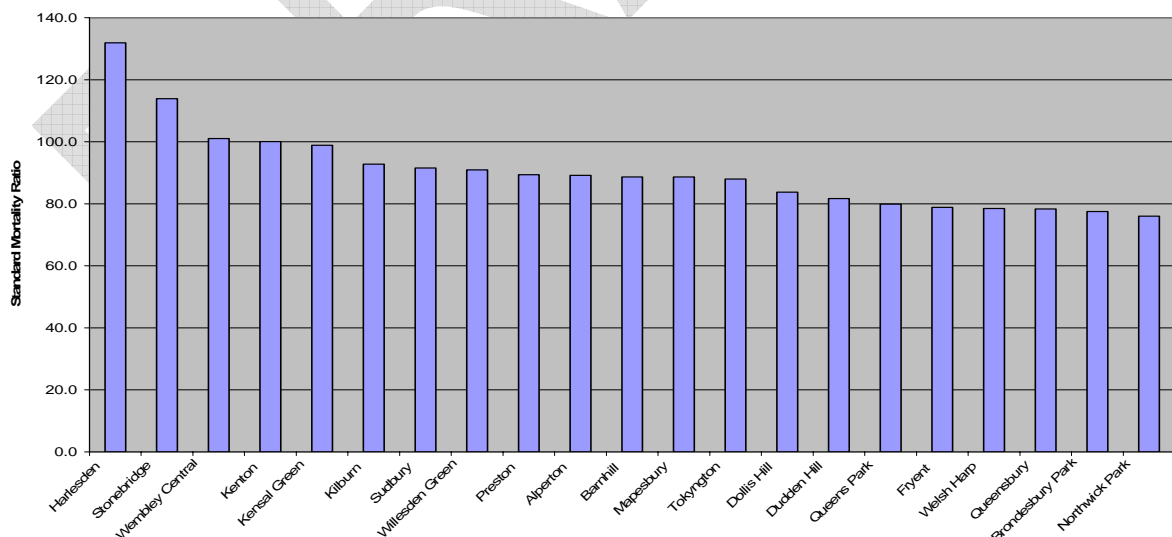


Mortality

Circulatory disease, including heart disease and stroke, and cancers are the most common cause of death in Brent, however, the mortality rate from these causes has reduced significantly over the last decade.

Overall the Standardised Mortality Ratio (SMR) in Brent is lower than that of England and Wales and is decreasing (SMR is a measure of how more/less likely to die compared to the standard population England). Differences can be seen at neighbourhood level with Harlesden (131.9) and Stonebridge (113.9) showing significantly higher ratios than the London average (100). These outcomes worsen considerably for men under 75 years with ratios up to 182 Stonebridge and 154 in Harlesden.

Standard Mortality Ratio (SMR), All causes of death, All ages, Persons 2001-05



Diabetes

The prevalence of diabetes is very high in Brent compared to the rest of London and England. Nearly 16,000 (4.6%) people are diagnosed with diabetes in Brent. This compares to 3.8% in North West London, and 3.6% in England. It is estimated that 30% of people with diabetes in Brent are unaware they have the disease. This means that the true prevalence of the disease is 6.25% of the Brent population. The burden of ill health due to diabetes is not equally distributed among all affected groups. In Brent, diabetes is more common among females than males. It is twice as common among the Asian population as among the White population. One in five people over 60 years of age in Brent have diabetes

Predicted Prevalence of Diabetes in Brent, 2005

| Locality | Predicted Prevalence |
|-----------|----------------------|
| Harlesden | 4.66% |
| Kilburn | 3.26% |
| Kingsbury | 4.90% |
| Wembley | 5.28% |
| Willesden | 3.85% |

Mortality from diabetes in Brent has been consistently higher than in the rest of London, and England and Wales since 1997. The WHO predicts that deaths due to diabetes will increase by over 80% in upper-middle income countries, such as the UK, between 2006 and 2015.ⁱ Among Brent residents, 303 deaths were attributed to diabetes during the period 2002 and 2005. The death rate was higher among males than females in all age groups.

Mosaic - Diabetes

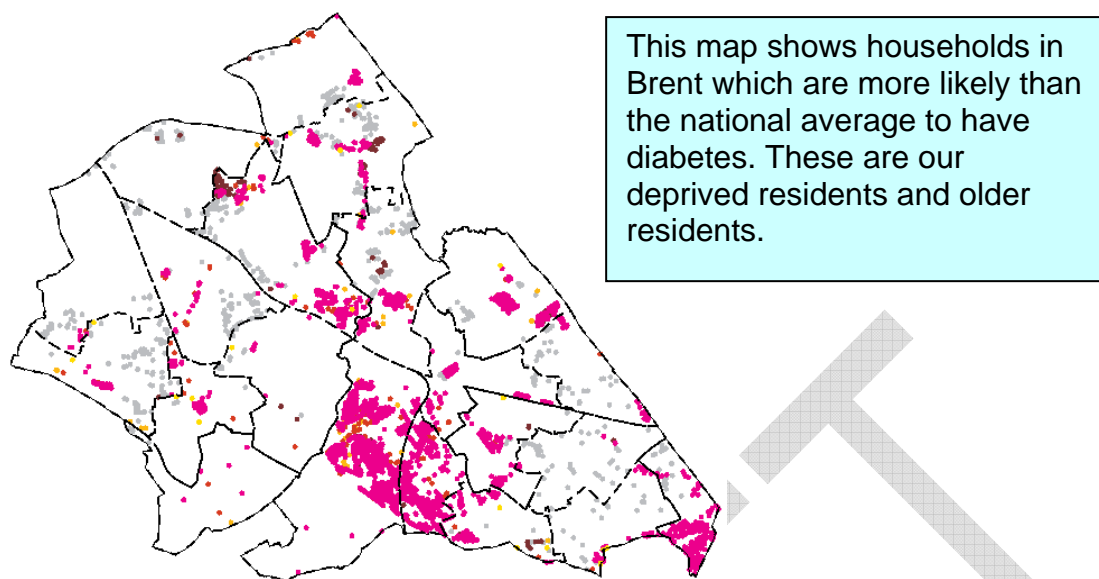
There are 14,373 households in Brent which are more likely than the national average to suffer from Diabetes. These are predominantly from Group F and G which are our deprived groups and from Types I and J, our older residents.

Mosaic Types most likely to suffer from diabetes in Brent are:

| Type | Households in Brent | Value |
|--|---------------------|-------|
| I50 – Older people receiving care in homes or sheltered accommodation | 206 | 292 |
| J51 – Very elderly people, many financially secure, living in privately owned retirement flats | 688 | 186 |
| F37 – Young families living in upper floors of social housing | 212 | 174 |
| F38 – Singles, childless couples and older people living in high rise social housing | 630 | 152 |
| G41 – Families, many single parent, in deprived social housing on the edge of regional centres | 325 | 137 |
| F36 – High density social housing, mostly in inner London, with high levels of diversity | 11980 | 132 |

* NOTE The value is used to compare the mosaic type with the national average which is 100. Mosaic types with values greater than 100 are more likely to display the characteristic in question, in this case likelihood to suffer from diabetes.

These types are located throughout the borough with the highest concentrations in Harlesden and Stonebridge.



Mental Health

Mental health problems are common. It is estimated that at any one time 1 in 6 of the population is suffering from a mental health problem. Many incidence of mental health is mild to moderate disease, which in many cases is self limiting. However there is a wide range in both type and severity of mental ill health, with many people experiencing more forms of mental illness. National survey data puts the estimated prevalence of neurotic disorders at 17.3%, mixed anxiety and depression at 9.2%, obsessive compulsive disorder at 1.2% and schizophrenia at between 0.2 and 0.4%.

The estimated prevalence of mental illness in Brent's MINI2K is 1.08 or 8% more admissions into secondary care for mental health problems compared to national average. This suggests that the prevalence of more severe forms of mental illness in the borough is higher than the national prevalence.

Ward level data suggests that Harlesden and Kilburn localities have the highest levels of serious mental illness in the borough. However, differences between wards should be interpreted with caution as the numbers are small and the variation observed may be due to chance alone.

Tuberculosis

Brent has one of the highest Tuberculosis (TB) rates in the country. Notification rates in Brent were increasing until 2005 at which point Brent had over double the rate of notifications of TB than London¹⁰. Latest figures for 2006, however, show a decrease in the number of notifications for TB in Brent. Out of the 303 PCTs in England, Brent is ranked the worst regarding TB.

¹⁰ Brent tPCT, 2006, Annual Public Health Report

Tuberculosis notification rates per 100,000, 2002-2006

| | 2002 | 2003 | 2004 | 2005 | 2006 |
|---------------|------|------|------|-------|------|
| Brent | 80.3 | 81 | 85.9 | 106.6 | 89.2 |
| NWL | 51.9 | 55.6 | 64.4 | 58.6 | 57.9 |
| London | 41.5 | 42 | 46.4 | 45.2 | 44.9 |

Source: London TB Register, Health Protection Agency

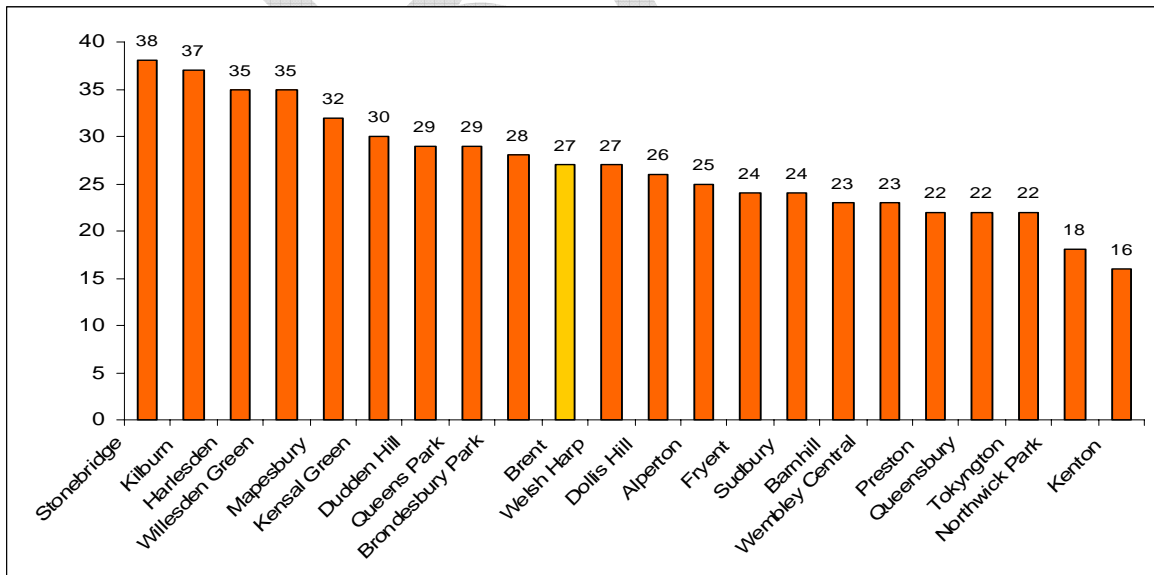
TB rates in Brent reflect a number of factors including migration of people from countries where tuberculosis is common, HIV co-infection and improvements in case reporting. The majority of cases of TB in London are in people who were born outside the UK.

Prevalence of tuberculosis is not equally distributed amongst all affected groups. The highest percentage of TB cases occurs in the 20-29 and 30-39 year age groups (Brent has a relatively young population). The majority of cases are now reported in the non-UK born population while cases among the UK born are more likely to be from certain risk groups, such as those with HIV and those who are homeless.

Smoking

Smoking has been identified as the single greatest cause of preventable illness and premature death in the UK. Given the characteristics of the population of Brent, it is estimated that 25.7% of the population are smokers. This is similar to the percentage of smokers in the rest of England: 25%. There are significant differences at a ward level however with nearly 40% of residents in Stonebridge estimated to smoke and under 20% estimated to smoke in Kenton. Smoking is more prevalent amongst men than women.

Estimated Smoking Prevalence by Ward, Ash



Brent's 2005,1 in 5 Household Survey of St Raphael's/ Brentfield, Harlesden, Church End and Stonebridge residents found that 27% of residents smoke cigarettes, the majority of these smoke between 1 and 20 cigarettes per day. This has not changed significantly from 2001 survey and is similar to estimates for Brent as a whole. There are larger percentages of BME respondents who do not smoke (79) compared to non BME (64). There are no significant differences at ward level.

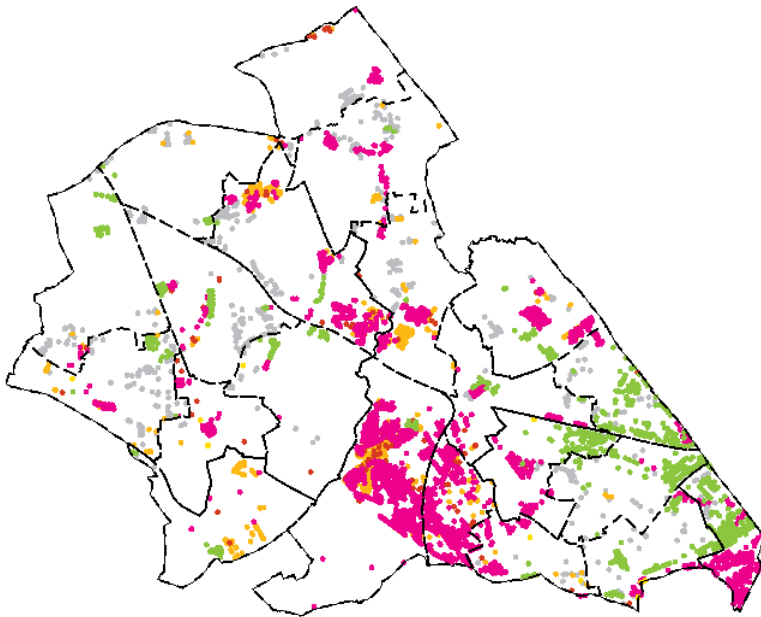
Mosaic – Heavy Smoker

Our deprived households are the most likely to be heavy smokers within our community. Our young single population, however, is also more likely than the national average to be a heavy smoker.

| Type | Households in Brent | Value |
|--|---------------------|-----------|
| F39 – Older people living in crowded apartments in high density social housing | 126 | 3 times |
| F38 – Singles, childless couples and older people living in high rise social housing | 630 | |
| G41 – Families, many single parent, in deprived social housing on the edge of regional centres | 325 | Twice |
| E 29 – Economically successful singles, many living in privately rented inner city flats | 3871 | 1.5 times |
| F36 – High density social housing, mostly in inner London, with high levels of diversity | 11980 | 1.5 times |

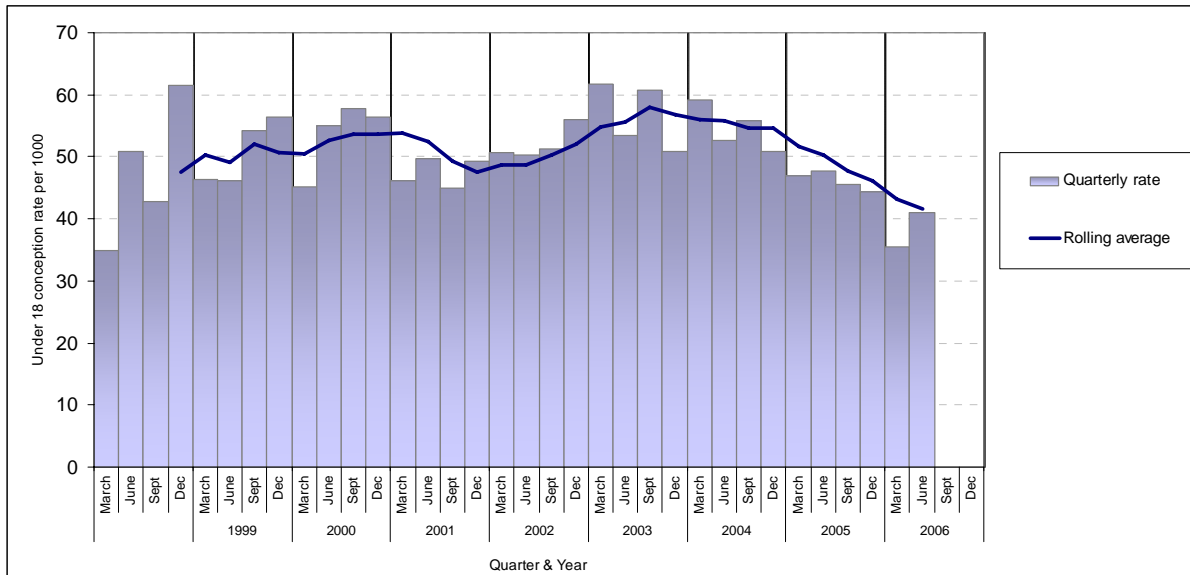
* NOTE The value is used to compare the mosaic type with the national average which is 100. Mosaic types with values greater than 100 are more likely to display the characteristic in question, in this case likelihood to be a heavy smoker.

Brent map of Mosaic Types likely to be heavy smokers (with value >120)



Sexual Health – Teenage Pregnancy

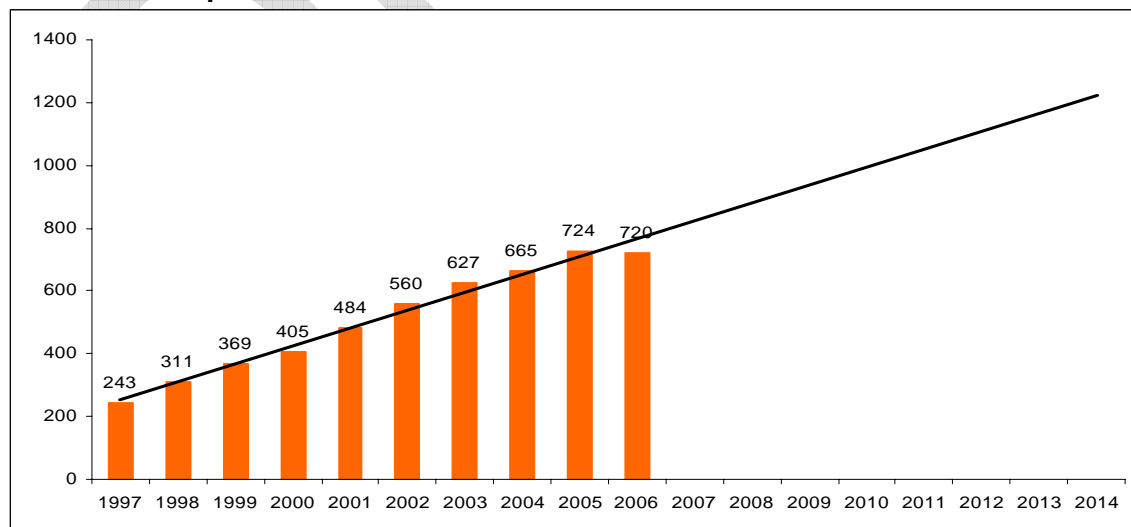
Brent's teenage pregnancy figures continue to decrease and in June 2006 we had a rolling average of 41.6 conceptions. This is below the London average at 44.1 and slightly above the England average of 40.911.



Sexual Health – HIV

There were 720 people diagnosed with HIV living in Brent in 2006 and receiving treatment and care. The number of people living with HIV in Brent has grown rapidly in recent years and increased by 37% between 2001 and 2004. Based on anonymous surveys of GUM attenders and mothers giving birth, it is estimated that about 27% of all HIV infections may be undiagnosed. It is forecast that the number of people living with HIV will increase by approximately 40% to 1000 by 2011 (assuming the current rate of increase continues).

Estimated HIV prevalence



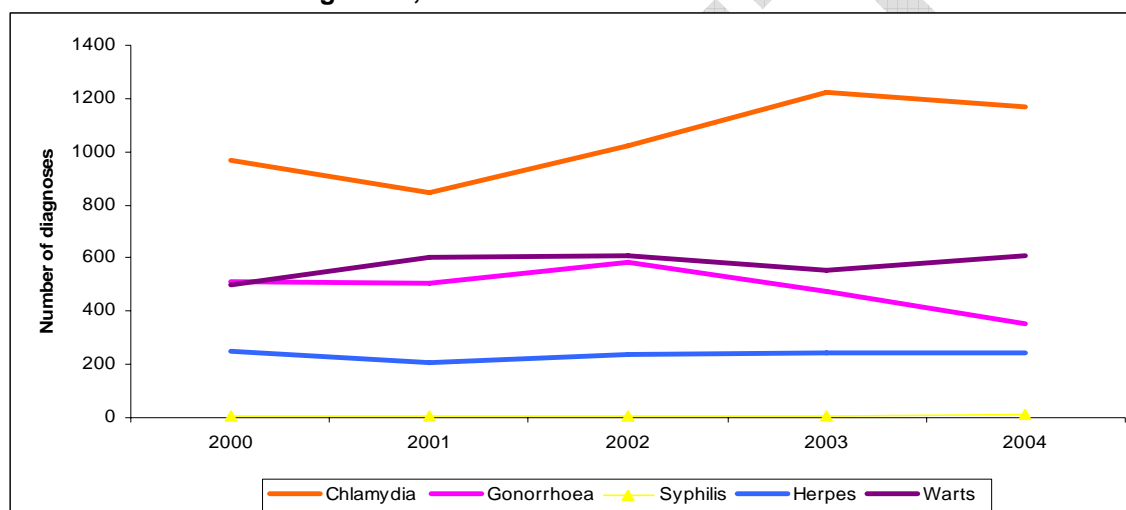
¹¹ LHO, Under 18 Conception rates, 1998 - Qrt 1 2006

In 2004, the highest rate of HIV infection is found among Black African ethnic group (47%). The second largest ethnic group most affected by HIV epidemic is the white population (27%). People living with HIV and AIDS is highest among the 25- 39 age group (49.9%).

Sexual Health – Sexually Transmitted Infections

There has been an increase in diagnoses of sexually transmitted infections in GUM clinics in Brent in recent years, although the increase has not been as high as for the rest of London and the UK. In Brent, there were 11745 cases of five key infections: chlamydia, gonorrhoea, herpes simplex virus, and ano-genital warts recorded between 2000 and 2004, the majority of which were amongst under 25s. The largest increase has been in Chlamydia diagnoses which increased by 34% between 2002 and 2004. This increase in part reflects the increased availability of Chlamydia testing and improved diagnostic techniques in laboratories. In spite of the overall increase in sexually transmitted infections there has been a reduction in diagnoses of gonorrhoea¹².

STIs - Number of new diagnoses, Brent GUMs 2000-2004



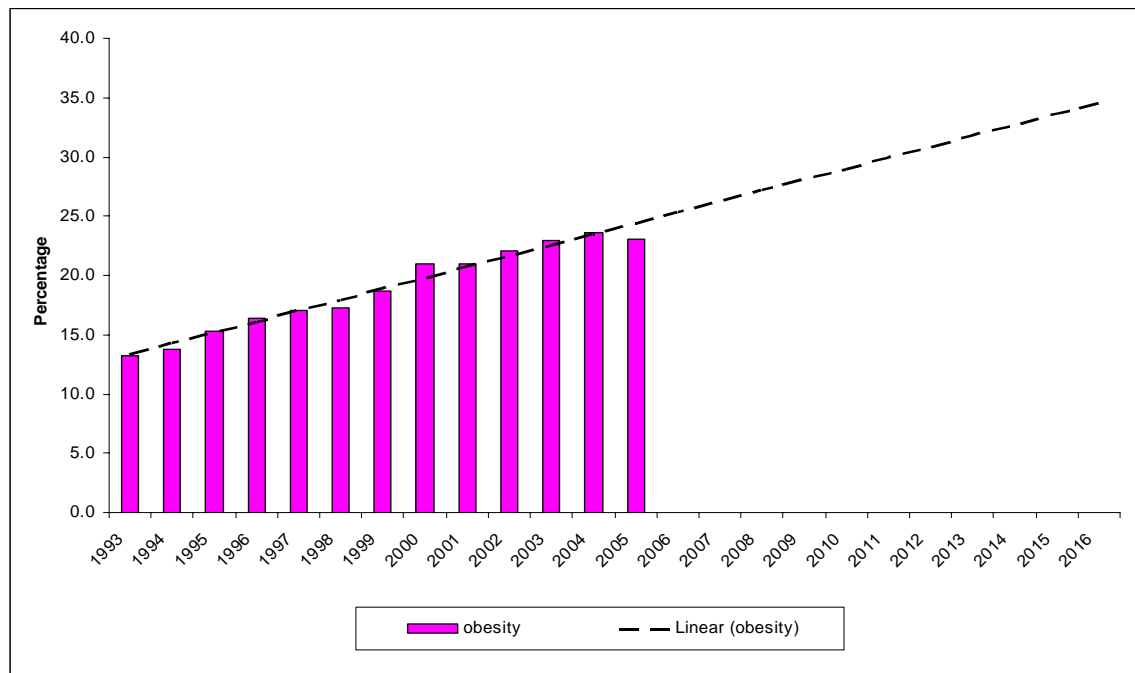
Obesity

Latest national figures report that about 45.7% of men and 34.7% of women are overweight and an additional 23.6% of men and 23.8% of women are obese in England. A person is presently defined as overweight if they have a body mass index (BMI) of between 25-30 kg/m² and obese if it is more than 30 kg/m². The percentage of adults aged 16-64 years in England who are obese has more than doubled since the mid 1980's. The NCSR estimates that approximately 19.6% of Brent's population are obese, this is similar to the figure of 22.1% for the rest of England.

A recent study was conducted across London in 2006 concerning the numbers of overweight and obese children in year 6 and reception. Out of schools participating in Brent, 5262 pupils were measured, of which 660 were overweight and 858 were obese. The percentage of obese children in Brent schools was 16.3%, this is above the London average of 15%. There is debate about whether the nationally accepted BMI measure should apply to children.

¹² Brent tPCT, 2006, Annual Public Health Report

Obesity in Adults 16 and over in England, 1993-2005



Healthy Eating

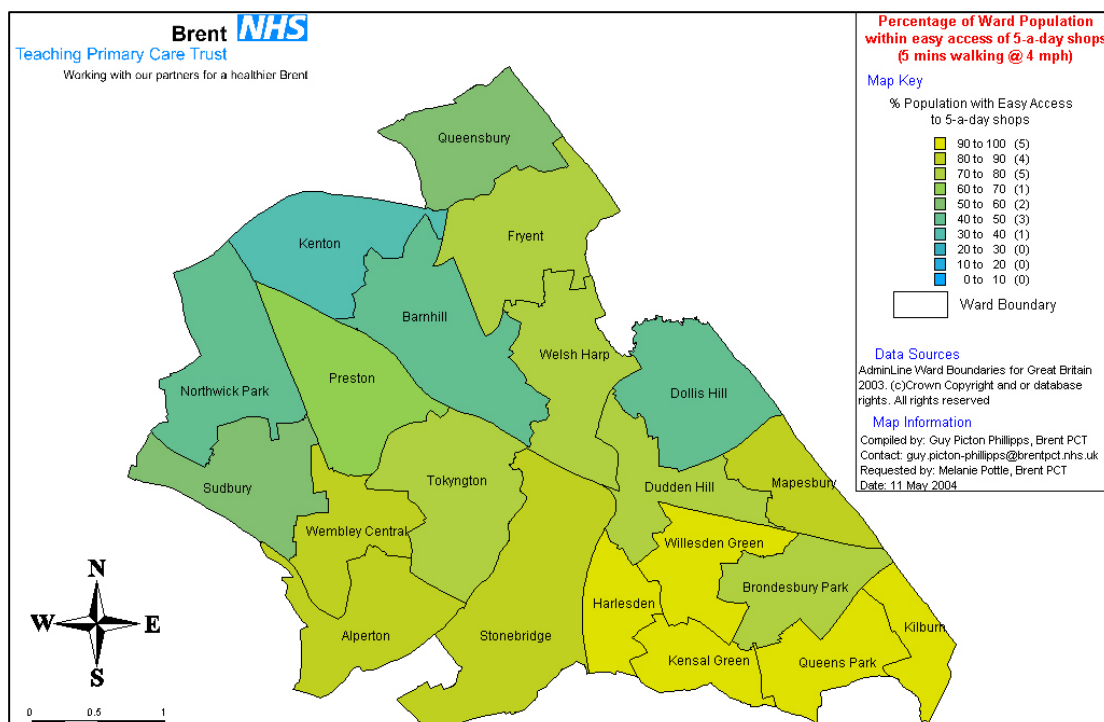
The NCSR estimate that 33.8% of Brent's adult population eats the recommended five portions of fruit and vegetables per day. Although Brent compares favourably with an estimated 23.7% of the population of England who eat a healthy diet, two thirds of Brent residents do not eat the recommended amount of fruit and vegetables. The figures for children are better in Brent, with approximately 52.3% of children eating enough fruit and vegetables, compared to 37.5% in the country as a whole.

Recently a 5 a Day survey was conducted in Brent to examine patterns of healthy eating in the community. The survey was done in two stages, pre test survey and post test survey. The average number of portions of fruit and vegetable consumed in a day within Brent in the Pre Test was 3.88. This compares with 4.2 portions in the post test. Consumption of fruit and veg therefore improved over the survey period.

The 2005, 1 in 5 Household Survey found that only 10% of respondents eat 30 or more portions of fruit or vegetables a week. This is similar to 2001 results. No significant differences could be seen by ethnic group.

Access to fruit and vegetable

The percentage of ward population within easy access of shops which sell the recommended amount of fruit and vegetables is depicted in map below. It can be seen that the wards with the lowest access are in the North of the borough.



Physical Activity

Physical activity participation rates in Brent are amongst the lowest in England with 56% of Brent's adult population not participating in sport or physical activity (London average is 49.5%)¹³. Only 18% of Brent's adult population participate in sport or physical activity on 3 occasions a week for 30 minutes or more (London average is 21.3%) and 20.6% of Brent adults are members of a sports club (London average is 26.2%). The barriers regularly presented for non participation are 'lack of transport, cost and lack of awareness' so these are key areas that need to be addressed

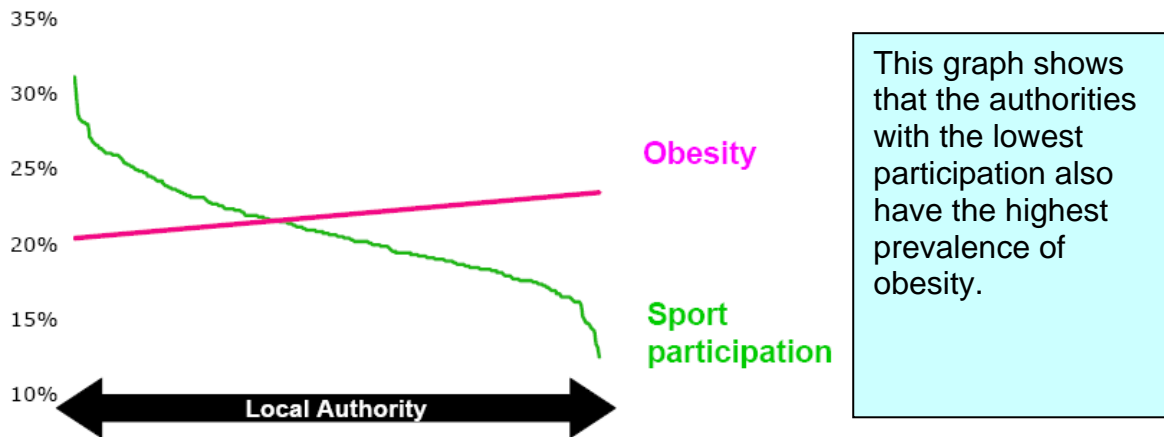
Brent Sports England profile

| | 0x30 | 1x30 | 2x30 | 3x30 |
|-------------------------------|--|--|--|--|
| | Zero days a week x 30 minutes moderate participation | 4 - 7 days a month x 30 minutes moderate participation | 8- 11 days a month x 30 minutes moderate participation | At least 3 days a week x 30 minutes moderate participation |
| All | 56.50% | 9.80% | 6.39% | 18.00% |
| Male | 52.30% | 8.70% | 6.70% | 22.30% |
| Female | 60.70% | 10.90% | 6.10% | 13.80% |
| 16-24 | 39.10% | 12.80% | 8.00% | 29.60% |
| 25-34 | 50.10% | 13.40% | 6.90% | 16.90% |
| 35-44 | 54.50% | 9.40% | 8.70% | 18.10% |
| 45-54 | 55.00% | 8.70% | 5.90% | 18.60% |
| 55-64 | 64.40% | 8.20% | 4.10% | 15.70% |
| 65-74 | 80.30% | 3.50% | 4.80% | 7.80% |
| 75-84 | 89.30% | 2.30% | 0.00% | 8.50% |
| 85+ | 78.00% | 11.20% | 0.00% | 10.80% |
| White | 51.80% | 13.00% | 6.30% | 19.30% |
| Non white | 61.10% | 6.70% | 6.40% | 16.80% |
| Limiting disability | 76.60% | 7.80% | 3.40% | 4.20% |
| No limiting disability | 54.00% | 10.00% | 3.20% | 19.70% |

¹³ Sports England, Active People survey

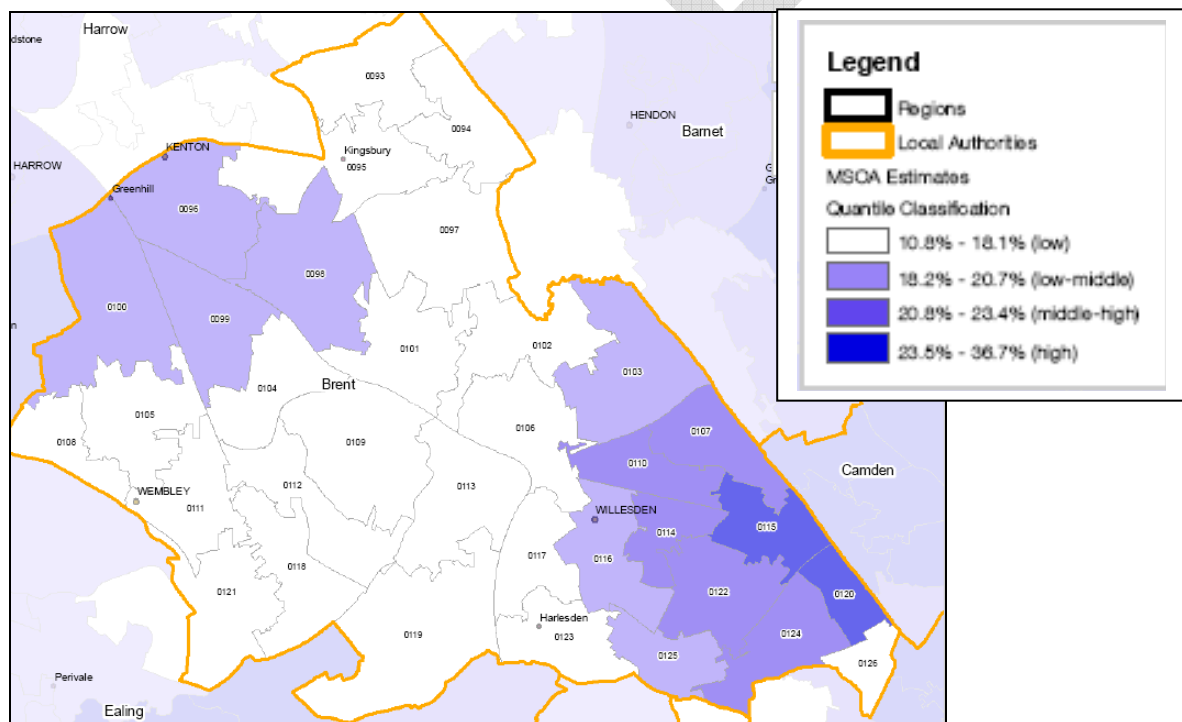
Obesity levels appears to correlate closely with sports participation rates in local authorities.

Obesity vs sports participation, by Local Authority



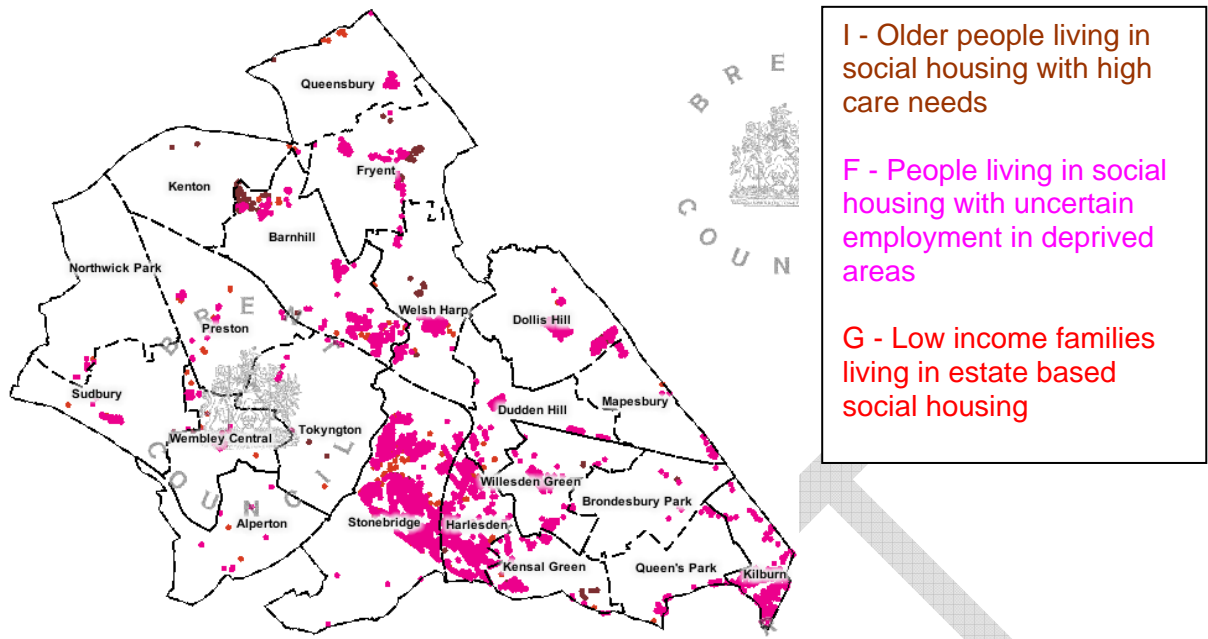
Brent's most active residents are in the Kilburn area. From Mosaic we know this also has the highest concentrations of the borough's young adult population.

London Borough of Brent Participation (3 x 30) Estimates by Middle Super Output Area (MSOA)



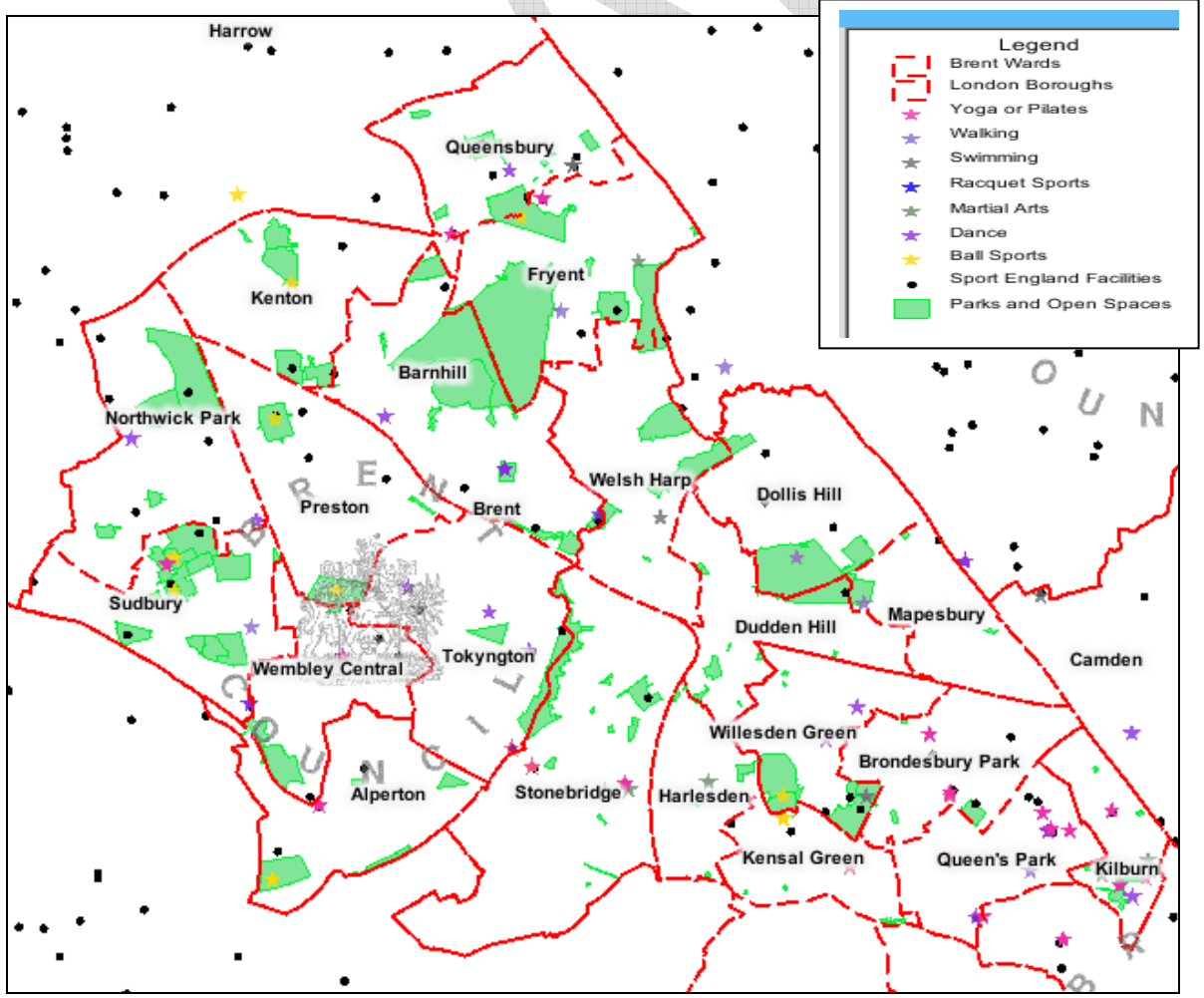
Mosaic – No Participation in Physical Activity

Looking at Mosaic we can see that in Brent there are over 14,000 people who are more likely than the national average to **not** participate in any form of physical activity. These largely comprise three Mosaic Groups I, F and G, with group I being the least likely to take part in physical activity. All three of these groups also experience high levels of deprivation.



Looking at Brents top 4 main types, C20 and D27 are also fairly sedentary and are likely to lead fairly inactive lives, with E28 the only main population group within Brent which is likely to take part in physical activity.

Sports facilities and Gym Classes in Brent



DRAFT