The People and the Area

1.1. Population

Population Estimates

The Office of National Statistics (ONS), 2006 mid-year estimates place Brent's population at 271,400. This is a 3,400 increase from 2004. The GLA 2006 estimate places our population even higher at 278,500. The GLA expect our population to grow to 293,005 by 2011/12.

Brent commissioned an independent study to looking into the issue of population growth and draft estimates indicate our true population is in excess of GLA estimates.   This study was based on a methodology confirming the identify of a person through multiple datasets (*GP register, Birth and deaths, Electoral Roll, Council tax liable persons, Council Tax benefit recipients, School pupil register, Housing waiting list*) and matching them to the property gazetteer at a specific point in time. Based on this methodology Brent's population was estimated at 289,100 on the 31 March 2007. This is a difference of 17,700 with ONS estimates and over 10,000 more then GLA estimate[1].

The study found that population growth has mainly been in the south below an east-west line through the Welsh Harp reservoir that includes south Wembley, Willesden, Harlesden and Kilburn. Most of the growth is due to inflows exceeding outflows from Brent, especially young pre-school children and adults. The influx of young adults in turn is having an effect on birth rates, which can be expected to climb in the medium term. The combined effect of these trends is likely to put more pressure on public services, particularly children's services, education and housing.

Another way to measure increasing population is through birth rates. The number of new births in Brent has increased steadily over the last 7 years increasing on average by 3% per year. There has been a large increase in the number of births so far in 2007 with an expected increase of 8% on 2006 figures if the numbers of births so far this year continue for the rest of the year.

---

[1] Mayhew Associates, *Brent population estimation, household composition and change,* 2007

Brent also has high rates of National Insurance Number registrations. In 2007 we had 15,600, which is second highest number of registrations in London following Newham.

Population – Ward Estimates

Brent's independent study by Mayhew Associates places the Stonebridge as the neighbourhood with the highest population 17,210, this is slightly higher then 2006 estimates which are census based.

Neighbourhood	2007*	2006**
Alperton	13045	12,851
Barnhill	14669	13,341
Brondesbury Park	11121	12,393
Dollis Hill	12793	12,803
Dudden Hill	13015	14,142
Fryent	12510	12,410
Harlesden	14401	13,038
Kensal Green	12003	11,430
Kenton	11885	12,368
Kilburn	14184	15,013
Mapesbury	11408	14,204
Northwick Park	11571	12,735
Preston	13645	13,949
Queen's Park	11789	13,128
Queensbury	14007	14,218
Stonebridge	17210	16,757
Sudbury	13321	12,967
Tokyngton	12852	12,372
Welsh Harp	12756	12,870
Wembley Central	12689	11,584
Willesden Green	10696	13,986

* Mayhew Associates, *Brent population estimation,* 31 March 2007
**RND 2005 Interim Estimates - 17 October 2005

Population Change

An ONS report measured the levels of population change in England, Wales and Northern Ireland between mid-2001 and mid-2006. This study was based on births, deaths and net migration. The local government areas with the highest annual volume of overall migration (18 moves or more per 100 population), were primarily London boroughs. Brent is within the top 20 local areas experiencing the highest levels of migration[2].

Table: Local Authorities with highest annual volume of overall migration

Local Authorities	Average Volume of Migration (moves per 100 population)
Cambridge	28
City of London	28
Westminster	26
Oxford	26

---

[2] The Changing Demographic Picture of the UK National Statistician's Annual Article on the Population

Camden	24
Wandsworth	24
Hammersmith and Fulham	24
Isles of Scilly	24
Islington	23
Lambeth	22
Kensington and Chelsea	22
Haringey	21
Southwark	20
Reading	19
Tower Hamlets	19
Merton	19
Richmond upon Thames	19
Newham	19
Ealing	19
Brent	18
Hackney	18
Hounslow	18

Mosaic - Length of residence

The mobility of the population of the borough is increasing with many residents only staying for short periods of time. Three of our top four groups, D27- 'Multi-cultural inner city terraces attracting second generation settlers from diverse communities', F36 - 'High density social housing, mostly in inner London, with high levels of diversity' and E38 'Neighbourhoods with transient singles living in multiply occupied large old houses' are more likely than the national average to reside in their home for less than a year. Mosaic type E28 is twice as likely as the national average to reside in their home for less than a year. C20 – 'Suburbs sought after by the more successful members of the Asian community,' is slightly more likely than the national average to reside in their home for more than nine years. Please refer to page 6-7 for description and maps of these mosaic types.

Age and Gender

The ONS 2006 mid-year estimates place Brent with a slightly higher male population at 136,000 with 135,400 females.

Brent has a young population with, 50,600 (0-16 years) estimated to live in the borough (ONS, 2006). An independently commissioned children's needs assessment of the borough estimated slightly higher figure, at 54,743 children (0-16 years)[3]. The largest numbers of children as a percentage of Brent's total population live in Wembley locality (28%) and the least in Kilburn locality (16%).

ONS estimate Brent's older population at 37,200 (65 years Male / 60 years Female and over). Mosaic tells us that the majority of older are likely to live in the north of the borough

---

[3] Mayhew associates, A neighbourhood and locality analysis of children on low income and with special educational needs in Brent, 2007

1.2. Our Customers

Brent uses the customer segmentation modal Mosaic Public Sector to develop a richer picture of the characteristics and needs of our population. There are four main household types within Brent, these are:

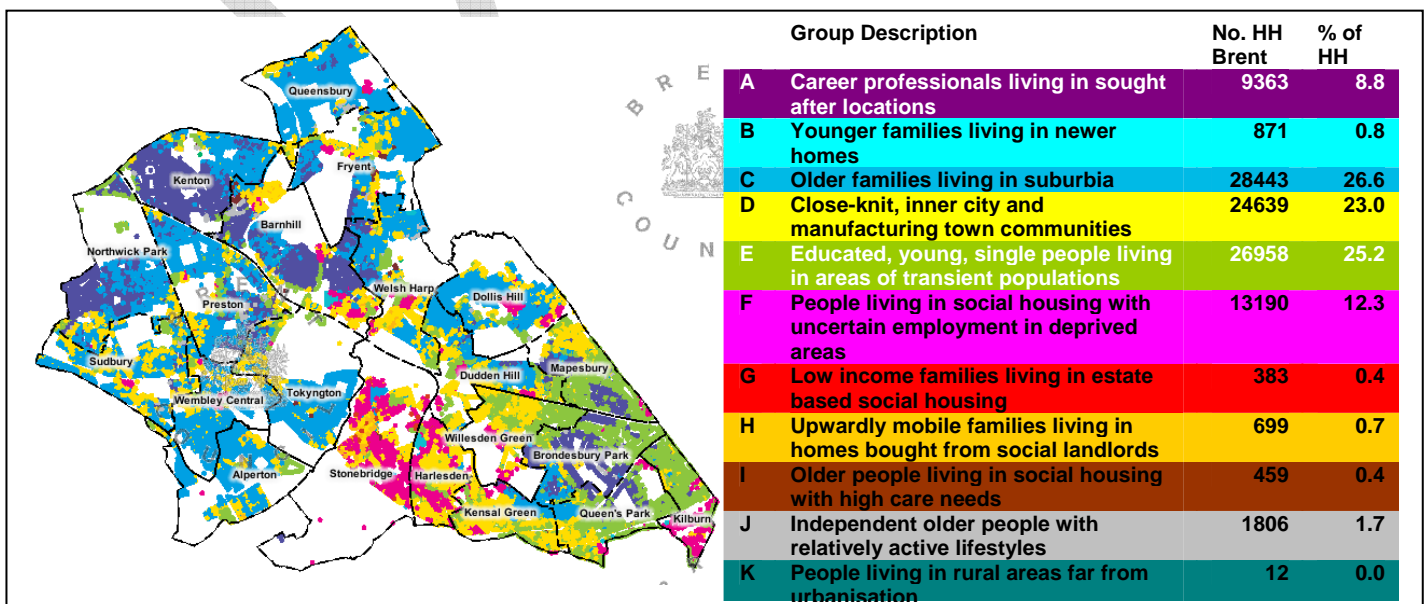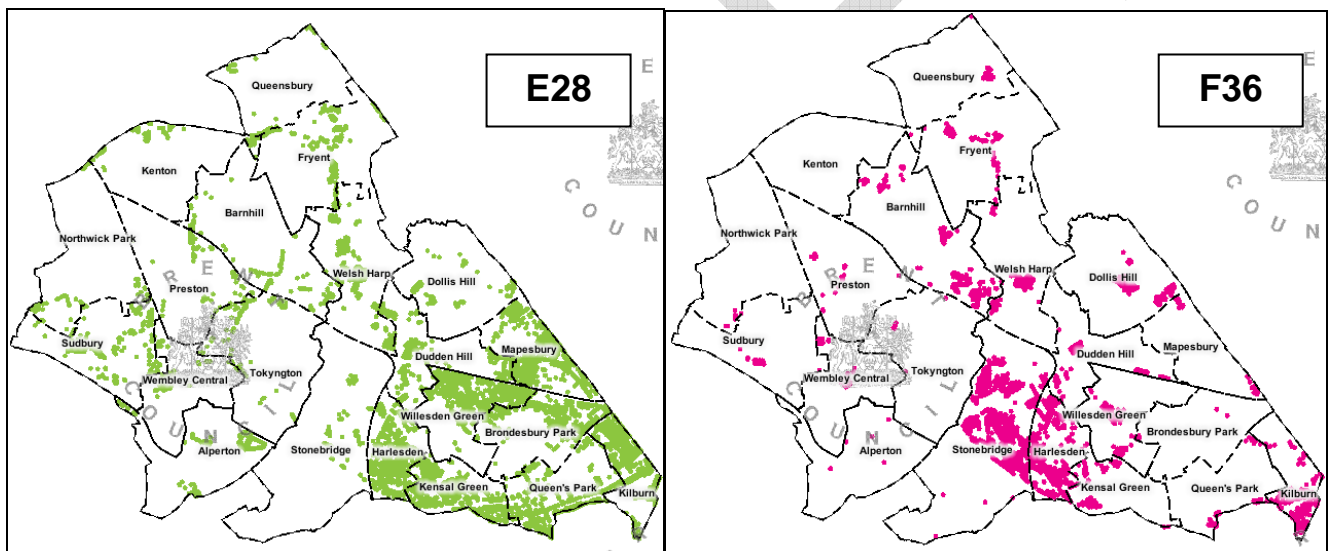|	
D27 Multi-cultural inner city terraces attracting second generation settlers from diverse communities is the largest Mosaic type in Brent with 24,515 (22.9%) households. This group is characterised by families with young children, they are generally well educated, from very diverse communities, have few serious health problems and earn moderate incomes with some requiring income support. They live in neighbourhoods which they feel are not particularly pleasant and have a relatively high fear of crime, particularly racial attacks. This group is receptive to many different communication channels including Internet, Direct mail, Posters, Radio, Telemarketing and unreceptive centre-right newspapers.	
C20 - Suburbs sought after by the more successful members of the Asian community is the second largest Mosaic type in Brent with 22,313 (20.9%) households This type share many similar characteristics with D27, they are also reasonably well educated, from very diverse communities, high fear of crime and overall health is generally good despite leading a relatively inactive life. There are some key differences, however, they are generally more wealthier then D27, are more likely to live in very large households The communication channels they are receptive to are: Internet, Heavyweight magazines, Broadsheet newspapers and they are unreceptive to TV	
E28 – Neighbourhoods with transient singles living in multiply occupied large old houses. There are 17169 (16.1%) households in Brent. This group are largely young professionals, from very diverse communities, some have good jobs, very likely to live in large share houses, mixed financial situation, good diet although inactive lifestyle, well informed, relatively high fear of personal attacks and racism and are generally concerned about the environment. This group is receptive to all communication channels.	
F36 – High density social housing, mostly in inner London, with high levels of diversity. There are 11980 (11.2%) households in Brent. This group is one of Brent's most deprived groups, they suffer from high unemployment, have low to modest incomes with many needing income support. They are also very ethnically diverse, generally live in bad areas, are largely singles and co-habitees with many children, and TV is a popular recreation activity The communication channels they are receptive to are: TV, Radio Telemarketing, Posters and they are unreceptive Centre-right newspapers and Magazines	

The following maps show where Brent's top four Mosaic types live within the borough. You can see that type C20 (which is the more affluent type) largely live to the north of the borough, whilst Type D27 are more dispersed across the borough. E28 and F36 primarily live to the South of the borough, however, pockets can be seen in the North of the borough. These are pockets which are likely to be missed in traditional analysis of our customer base in Brent.

	Group Description	No. HH Brent	% of HH
A	Career professionals living in sought after locations	9363	8.8
B	Younger families living in newer homes	871	0.8
C	Older families living in suburbia	28443	26.6
D	Close-knit, inner city and manufacturing town communities	24639	23.0
E	Educated, young, single people living in areas of transient populations	26958	25.2
F	People living in social housing with uncertain employment in deprived areas	13190	12.3
G	Low income families living in estate based social housing	383	0.4
H	Upwardly mobile families living in homes bought from social landlords	699	0.7
I	Older people living in social housing with high care needs	459	0.4
J	Independent older people with relatively active lifestyles	1806	1.7
K	People living in rural areas far from urbanisation	12	0.0

1.3. Diversity in Brent

Dynamic population movements have resulted in Brent becoming the second most ethnically diverse population in the country. Black and Minority Ethnic (BME) groups make up the majority of the population at 54.7% including 18.5% Indian, 10.5% Black/Black British Caribbean and 7.8% Black/Black African[4]. Approximately 130 languages are spoken in schools in Brent and it has the highest proportion of people born outside the EU in England and Wales.

Brent's proportion of 'BME' ethnic groups is more than double that of the Outer London figure (25.4%) and is substantially higher than the proportion for Greater London (28.8%). Since the 1991 Census there has been an approximate 30% increase in the number of Asians living in the borough. The largest increase in Brent is in the Black ethnic groups with an increase of approximately 33% compared to the 1991 census. The largest sub grouping within this group represents those of Caribbean ethnic origin (10.5%) This is triple the Outer London figure of 3.5%.

Table 7: Brent's population breakdown by ethnic group

	1991	1991 %	2001	2001 %	% Change
Asian Groups	56,482	21.6	73,062	27.7	29.4
Black Groups	39,388	15.1	52,337	19.9	32.9
Mixed Groups	NA	NA	9,802	3.7	NA
White Groups	132,729	50.7	119,278	45.3	-10.1
Other	9,987	3.8	8,985	3.4	-10.0

Different ethnic groups are concentrated in different parts of the borough. Wembley Central (79%) and Mapesbury (33%) respectively have the highest and lowest proportions of 'BME' residents.

Percentage of BME ethnic groups by ward


---
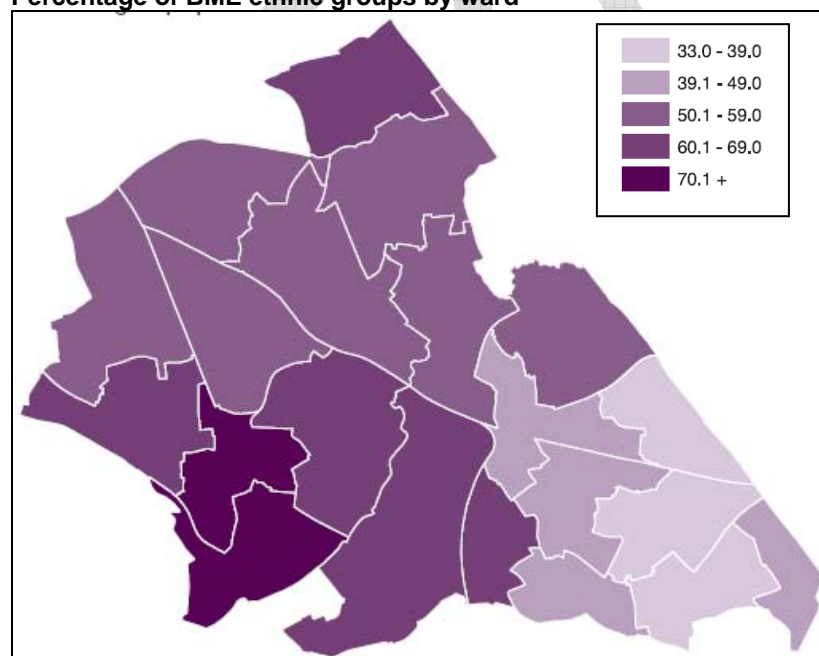
[4] ONS, 2001, UK Census

The Asian population tends to be located towards the west of the borough. Queensbury has the highest number of Asian residents (6,449) and has increased by 47% since 1991, but Preston is the ward that has seen the greatest increase, (67%) since 1991. The highest proportion of Asian or Asian British Indian is located in Wembley Central 40%.

Percentage of Asian ethnic groups by ward
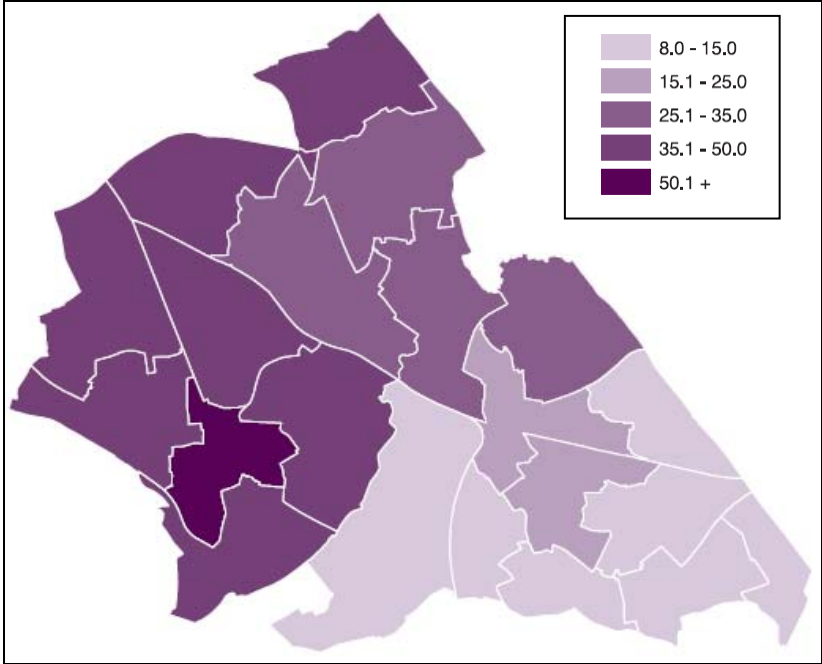
The highest concentrations of Black African Caribbean residents are in Stonebridge and Harlesden wards. Asian residents tend to be located towards the west of the borough and the white population towards the east. Kilburn, Mapesbury and Dollis Hill wards have the highest numbers of white Irish residents.

Black Afro Caribbean Groups in Brent, 2001 Census
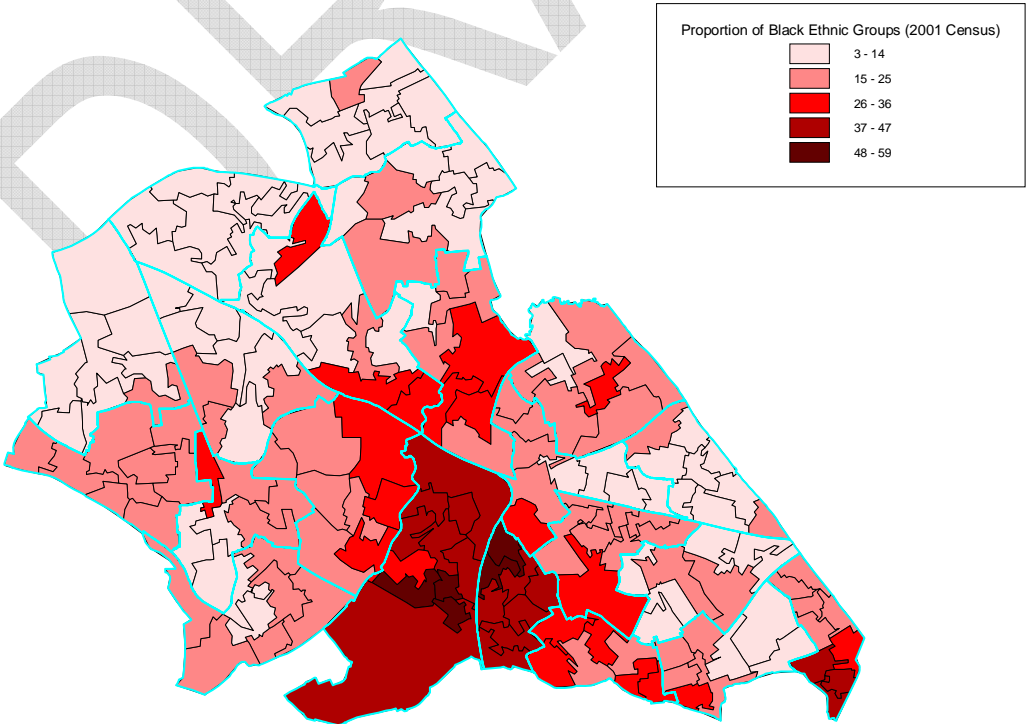
Diversity in Brent Schools

Another source of information on composition of our ethnic population is attendance data from state schools in Brent. Current data show that Asian children form the largest group at 31.5%, followed by black (African and Caribbean) 28.5%, followed by white 20.3% and then mixed/other, 19.8%. Most changes within the Brent school population segment are attributable to increases among children with either 'mixed heritage' backgrounds or who are from 'other minority ethnic groups' (i.e. non-black or Asian or white) which have grown by 22% since 2005.

Equalities Monitoring

To understand the diversity of the London borough of Brent, we undertake equalities monitoring as an integral part of our service delivery. The amount of data available to us from this monitoring varies and we are working to promote this monitoring further to enable a better self declared assessment of the borough's ethnic make up by residents.

Mosaic Origins

Mosaic Origins is a software tool which enables organisations to classify certain people's names according to the part of the world from which they are most likely to have originated, and thus give an insight as to the likely ethnic origin of the named person. Experian, who developed the tool, have used a database of 600,000 family names and 200,000 forenames, gathered from "universal" sources (eg electoral rolls, telephone directories, tax files) in the UK and nine other countries, most in Western Europe. Most of these names have been individually assigned one of 200 ethnicity types.

As we work to get a better understanding of the ethnic make up of the borough through equalities monitoring, Mosaic Origins, can be used as an indicative proxy for some ethnic groups. Origins achieves accuracy rates in excess of 90% in identifying some ethnic groups but is unable to accurately identify certain ethnic groups, primarily people of Nordic or French origin, Jewish and Black Caribbean origin. Therefore Origins is not used as an indicator for these groups in the evidence base. There is a national protocol for the use of Origins which we are following. The information and analysis below does not refer to these communities within Brent.

When examining these maps it should be noted that the density categories denoted by different shades vary from one ethnic group to another, due to the differing sizes of the communities in question, as seen in the legend for each map. For example, the highest concentrations of Turkish people, at 63-125 people per hectare, are much lower than those of Hindi-speakers, at 2700-4700 per hectare.

Of the 21 wards in Brent, Hindi-speaking residents make up the largest group in eight, generally to the west of the borough. The map below, illustrating the densities of the Hindi-speaking population here as calculated by Origins, supports this conclusion, with the highest concentrations of this group being found in the southwest (Wembley Central and Alperton wards), and in the north (Queensbury and Kenton). However, the Hindi-speaking population does extend into the east, albeit less densely, and there are pockets of quite high numbers in the Welsh Harp and Dollis Hill wards.

Hindi-speaking population density map
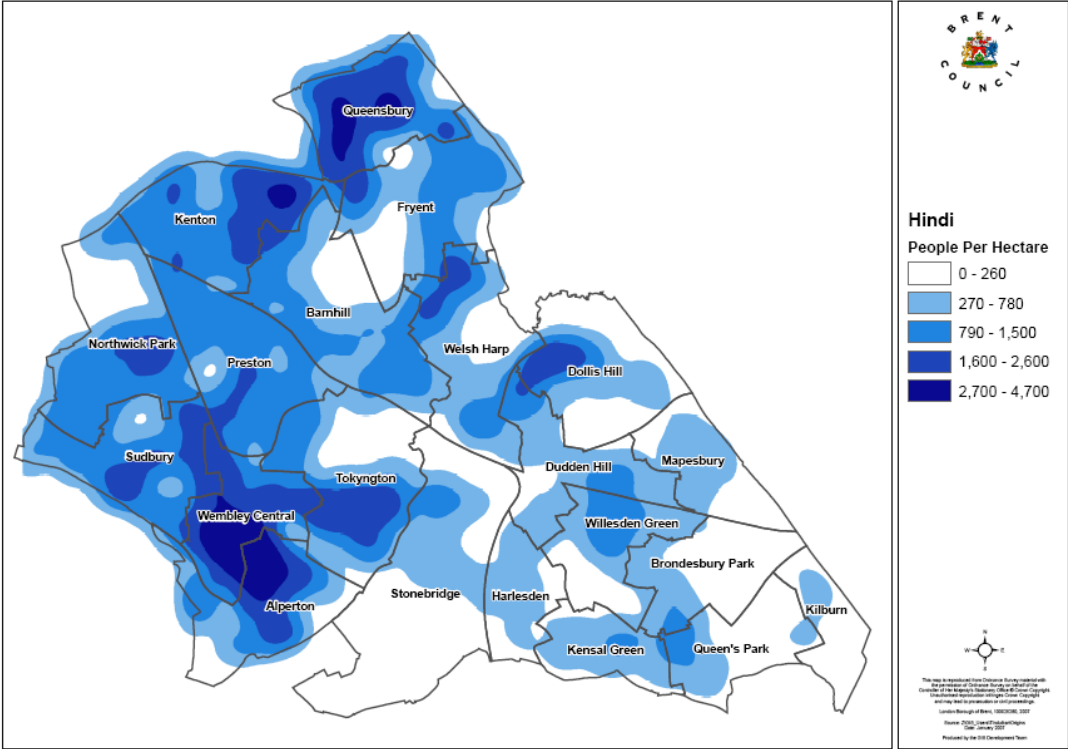
Outside of the eight wards in which Hindi-speaking people are the largest group, English residents form the largest group in the remaining thirteen, in the centre and east of the borough.

Analysis of Origins information reveals other particular ethnic communities in the borough (based on the two wards with the highest numbers of each grouping, where these wards are adjacent):

- Tamil Sri Lankan residents in the southwest (Alperton and Wembley Central);
- Sikh people in the west (Northwick Park and Sudbury);
- Somalian and Black African residents in the south (Stonebridge and Harlesden);
- Pakistan groups in the east (Dudden Hill and Dollis Hill);
- Turkish residents in the east (Dollis Hill and Mapesbury);
- Eastern European groups in the east (Mapesbury and Willesden Green);
- Hispanic residents in the southeast (Kensal Green and Queens Park);
- Italian people in the southeast (Brondesbury Park and Queens Park); and
- English residents in the southeast (Kilburn and Queens Park).

Mapping of Origins data provides further insight into the distribution of our ethnic communities. The following map demonstrates that, for example, in addition to Dollis Hill and Mapesbury to the east of Brent, there are relatively high concentrations of Turkish residents scattered elsewhere in the southeast, centre and north of the borough (specifically Kilburn, Queen's Park, Willesden Green, Harlesden, Stonebridge, Dudden Hill and Queensbury).

Turkish population density map

Similarly, high densities of Eastern European residents extend into the south and southeast of Brent (Dudden Hill, Welsh Harp, Harlesden, Brondesbury Park and Kilburn), in addition to the largest numbers in Mapesbury and Willesden Green.

Eastern EU population density map

Other communities are also resident in the borough. For example, other analysis found that whilst Sudbury has the second highest number of Sikh residents in the borough, they are not concentrated in any specific areas of that ward, whereas this does occur in Wembley Central, which actually has a lower number of Sikh people overall. Kilburn in particular was noted as being one of the two wards with the highest populations in the borough of the Other East Asian, Other Muslim, Chinese, Western European, and Irish people as well as the English people. This is likely explained by the fact that it is the largest ward in Brent by population, since analysis of Kilburn's overall makeup according to Origins show it to be proportionally no more diverse than other sample wards in Brent.
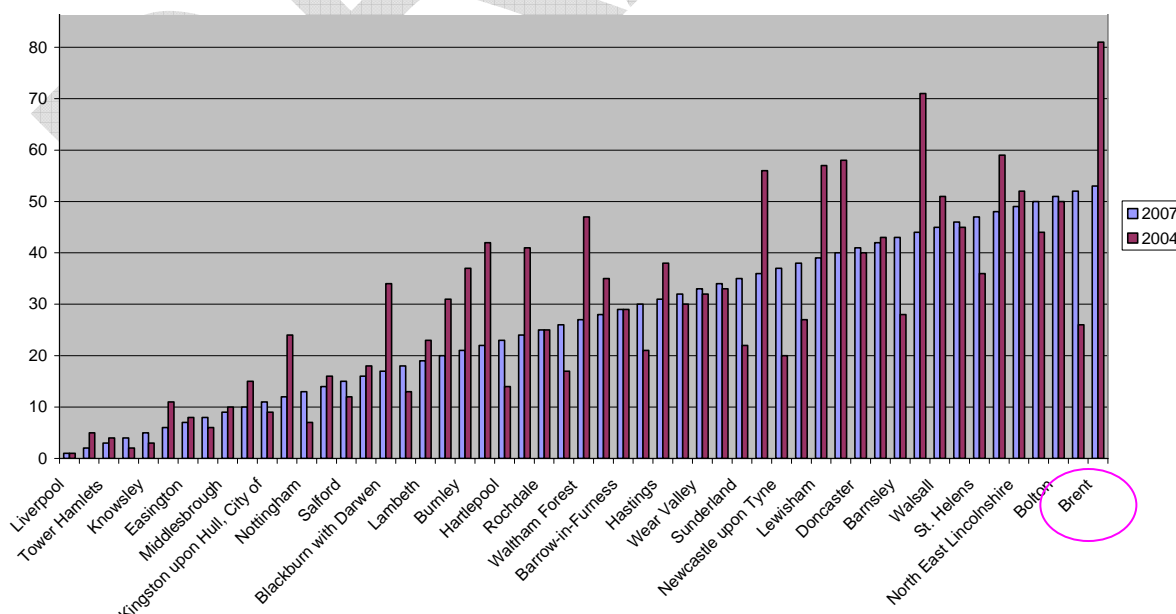
1.4. Deprivation

Whilst many of Brent's residents are affluent, parts of the borough continue to experience high levels of deprivation. Brent is ranked 53rd out of 354 boroughs in the Index of Multiple Deprivation (IMD) 2007 (1 = Most Deprived, 354 = Least Deprived). This is a drop of 28 places from our position of 81 in 2004. This moves us from being within the 25% most deprived local authorities in the country to be within the 15% most deprived.

There was significant fluctuation regarding local authorities ranking in the IMD, however, the drop experienced by Brent is one of the worst in the country with only 6 other authorities decreasing their ranking by a greater amount. From the most deprived authorities, Brent experienced the greatest drop.

**Change in IMD between 2004 and 2007**
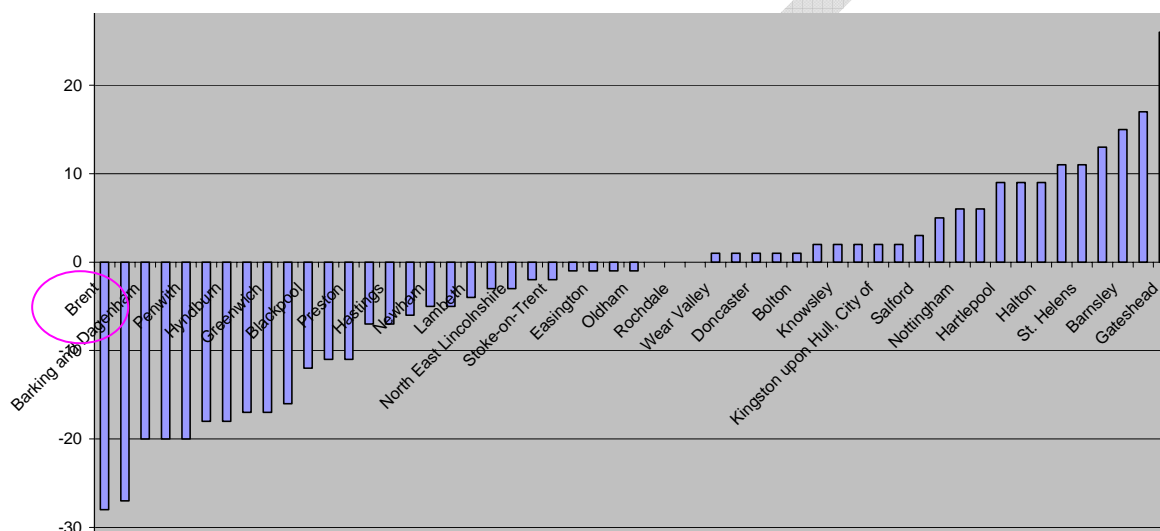
Most Deprived Local Authorities 2007 (Average Rank Score 1 to 53)

A neighbourhood analysis of 2007 IMD shows some spreading of deprivation in the south but also emergence of new pockets of deprivation to the North, challenging traditional notions of the North / South divide in Brent. Harlesden, Stonebridge, Kilburn and Kensal Green are still some of our most deprived wards. Key changes are the spreading of deprivation in Willesden Green and Dudden Hill and the pocket of deprivation which has emerged in Preston.
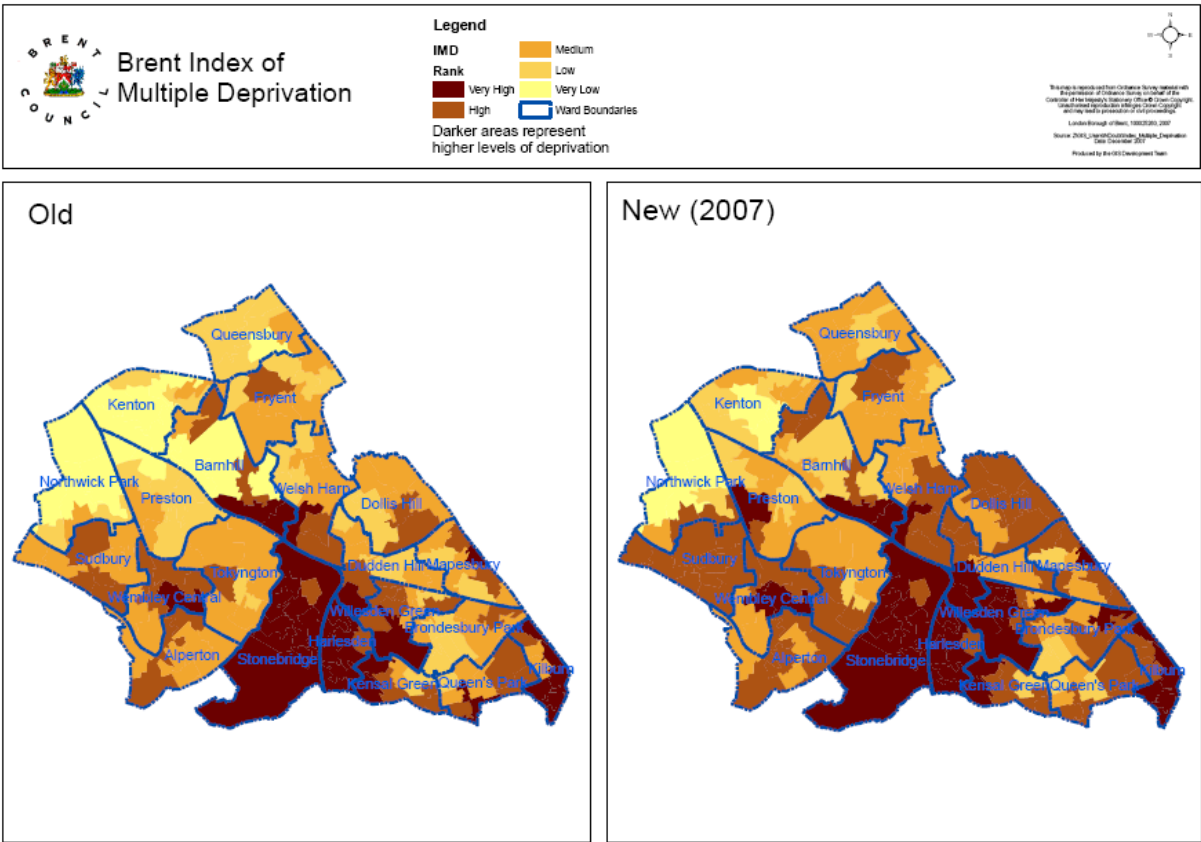

Twenty of the London boroughs rank among the 50 most deprived local authorities in England on at least one summary measure of the Index of Multiple Deprivation 2007. Brent is the most deprived borough compared with our west London neighbours. The map below reinforces the point that Brent is an outer London Borough with inner London problems.
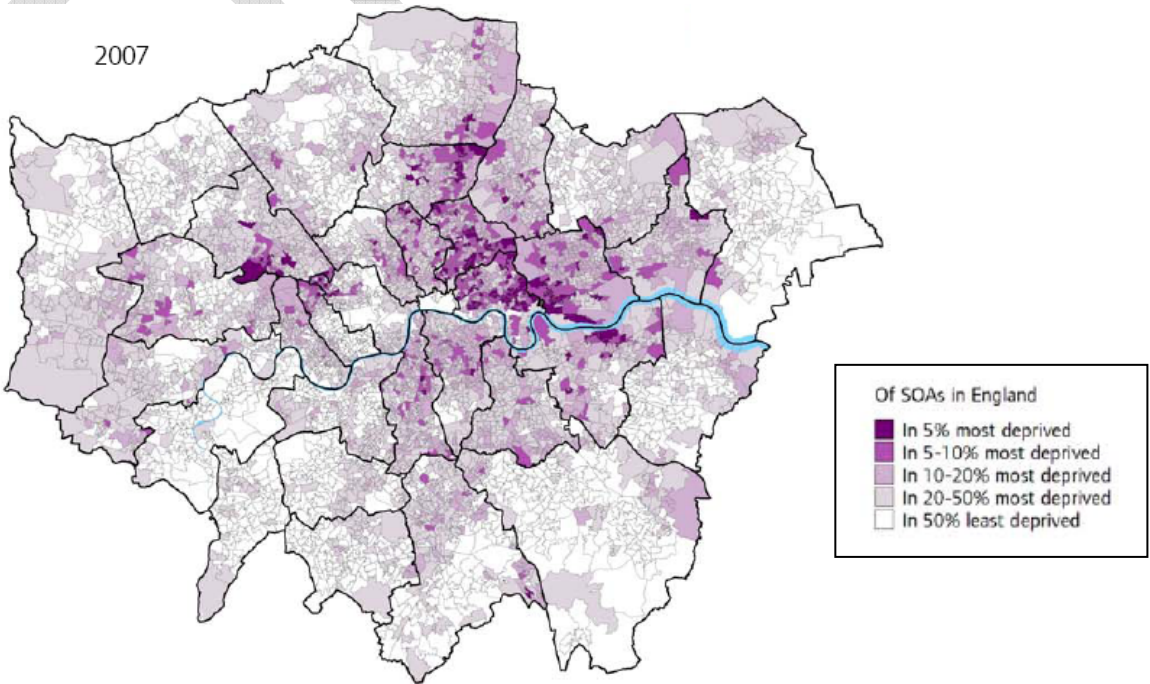
Deprivation – Mosaic Public Sector

Brent uses Mosaic to provide a deeper understanding of deprivation within the borough. The map on the next pages shows the 20% most deprived super output areas of Brent (dark grey) and remaining 80% (light grey) according to the IMD. The overlaid circles show the deprivation at a postcode level with red postcodes showing the most deprived postcodes and dark blue showing the least deprived postcodes. From this we can see that deprivation is concentrated around the main transport hubs within Brent. There are also specific areas of deprivation not captured at a super output area.
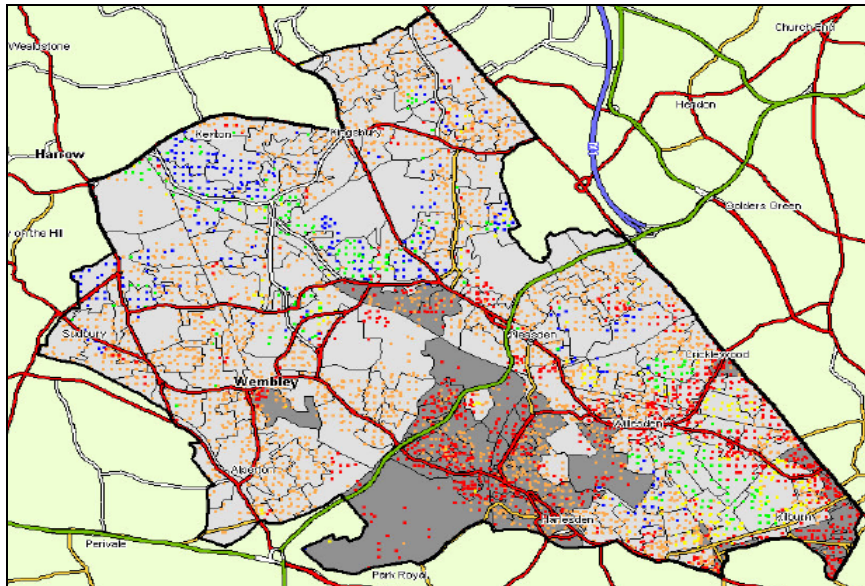
You can see that high deprivation is clustered around Brent's main transport hubs such as the A406 North Circular Road.

The three predominant deprived types within Brent are:

E28 – Neighbourhoods with transient singles living in multiply occupied large old houses	F36 – High density social housing, mostly in inner London, with high levels of diversity	F38 – Singles, childless couples and older people living in high rise social housing
Key Features ■ Young professionals ■ Trendy city dwellers ■ Some in good jobs ■ Some lower incomes ■ Income Support ■ Well informed ■ Good diet ■ Inactive lifestyles ■ Problems with racism	Key Features ■ Singles and co-habitees ■ Many children ■ Mixture of ethnicity ■ High unemployment ■ Modest incomes ■ Jobseeker's Allowance ■ Free school meals ■ TV popular ■ Bad place to live	Key Features ■ Young adults ■ Few children ■ Low incomes ■ Income Support ■ High unemployment ■ High rise flats ■ Poor health / smokers ■ Amongst the poorest in all senses
17,169 (16.1%) households in Brent	**11,980 (11.2%) households in Brent**	**630 (0.6%) households in Brent**

E28 may at first glance seem out of place in this list however type *E28* comprises a mixture of young professionals in rented flats, ethnic minorities sharing large old houses and poor tenants in council flats, which characterises many of the less well off areas surrounding the centre of London. Throughout school they are constantly behind the norm at each of the Key Stages, and many are likely to leave school without a solid foundation of qualifications. However, well above the national average proceed to university, highlighting that this is a typical neighbourhood where the participation agenda may be having an effect. A high proportion of school age pupils do not speak English at home, and many come from households where low incomes qualify them for free school meals. The poorer members of the community are heavily reliant on the state for benefits such as Jobseeker's Allowance and Income Support.

Type F38 'Singles, childless couples and older people living in high rise social housing'

London Borough of Brent - Copyright (C)

Please note that the small number of dots here is because of the number of households within a single high rise social housing block. Therefore multiple households are represented by one dot. Definition of high rise housing is five levels or more.

Type 38 features within the Mosaic model as one of the more deprived types and in Brent 630 households are considered to exhibit F38 characteristics including being:

- Nearly three times as likely as the national average to be permanently sick
- Twice as likely to have poor health or long term illness
- Three times more likely than the national average to be heavy smokers
- Four times as likely as the national average to be unemployed
- Three times as likely as the national average to have a household income under £7,499