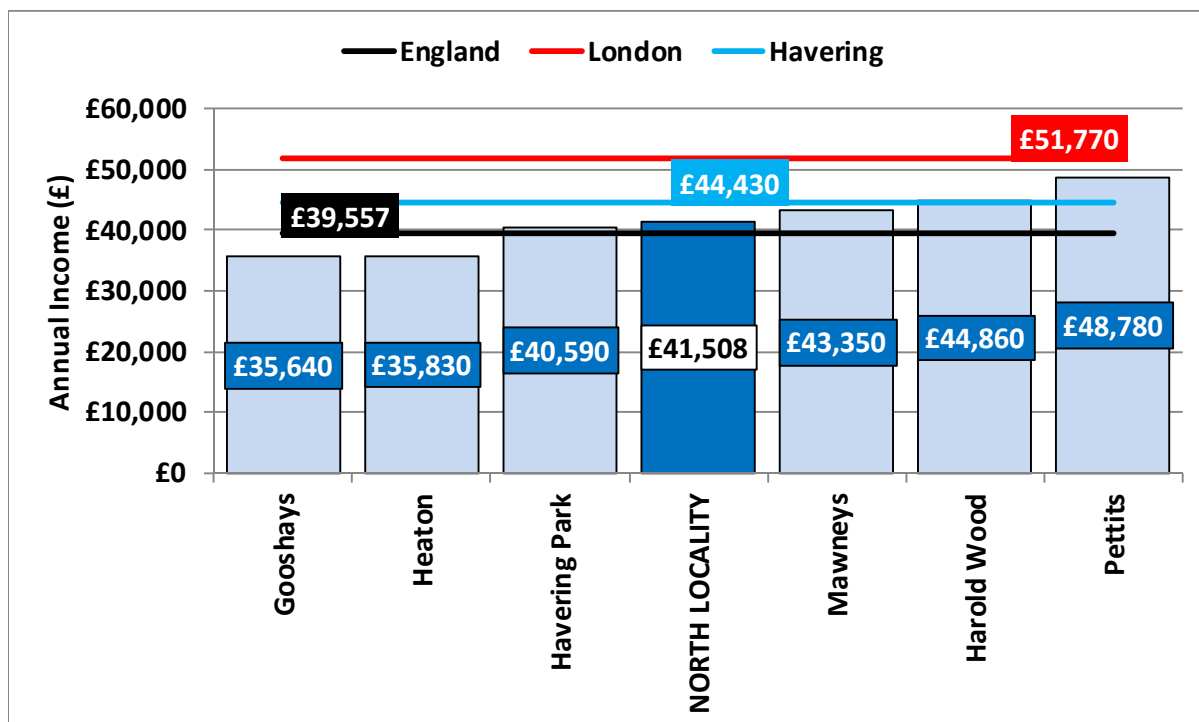


1 Economic Profile

1.1 Income

The average gross household income in North Locality (£41,508), as measured in 2012/13, is low in comparison to the London average of £51,770, slightly lower than the Havering average (£44,430) but slightly higher than England (39,557). Gooshays ward possessed the lowest average gross household income, lower than England at £35,640 (Figure 1).

Figure 1: Total Average Annual Household Income, North Locality, Wards within North Locality, Havering, London and England

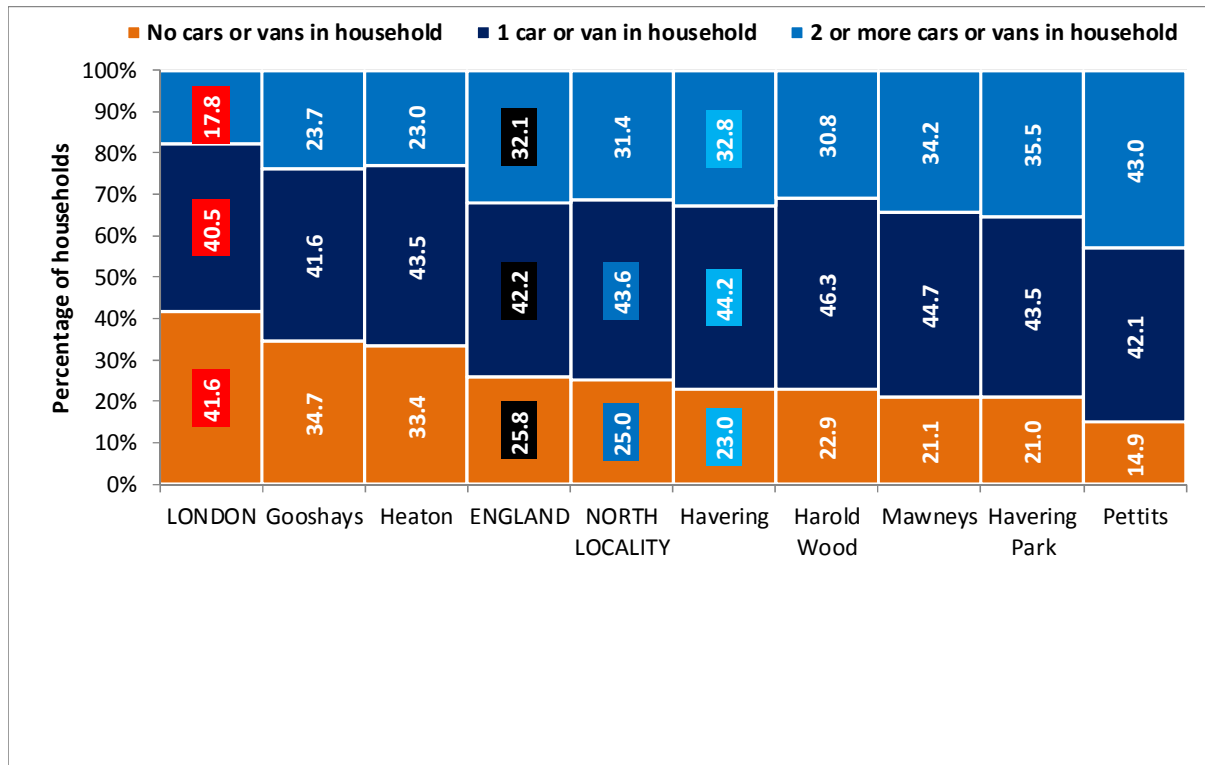


Data source: Household Income Estimates, Greater London Authority (GLA) 2012/13; Produced by Public Health Intelligence

1.2 Car Ownership

75% of households in Central Locality have at least one car and this is similar to Havering (77%) but higher than London (58.3%) and slightly higher than England (74.3%).

Figure 2: Car or van ownership amongst households across wards within the North Havering Locality, London, England and Havering, 2011

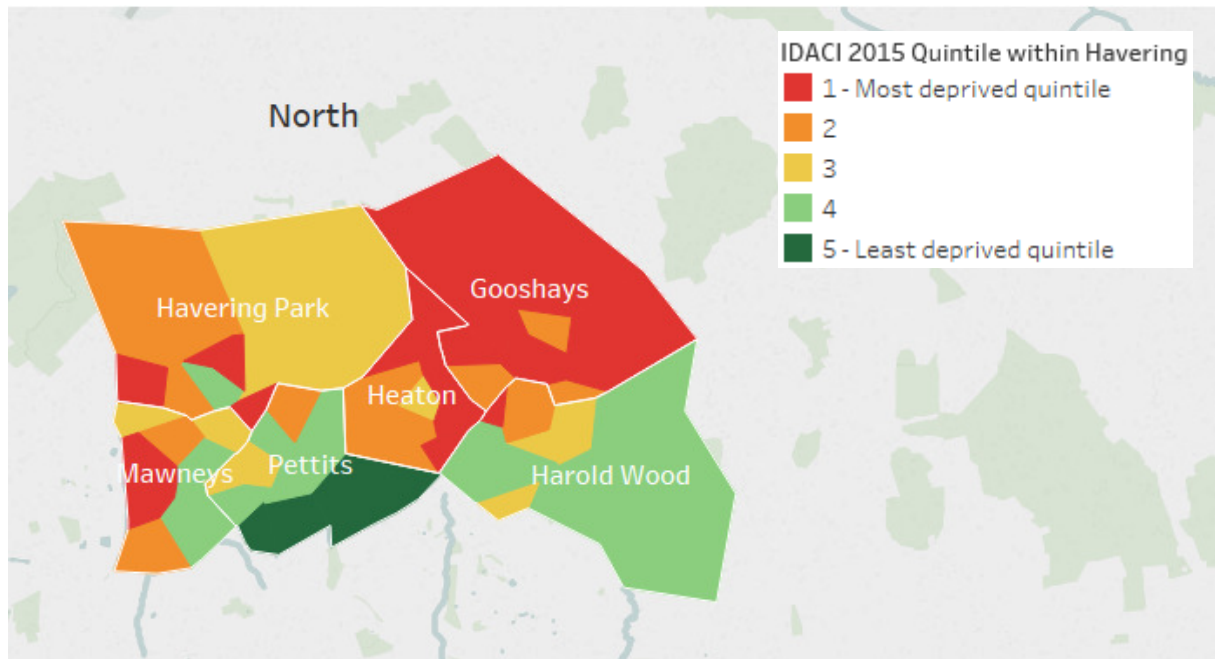


Data source: Census 2011; Office for National Statistics (ONS); Produced by Public Health Intelligence

1.3 Child Poverty

Majority of children in Havering are not poor, but around 8,800 live in income-deprived households. Gooshays and Heaton wards within North Locality have the highest proportion of children living in poverty.

Figure 3: Income deprivation affecting Children in North Locality, quintiles within Havering LSOA, 2015

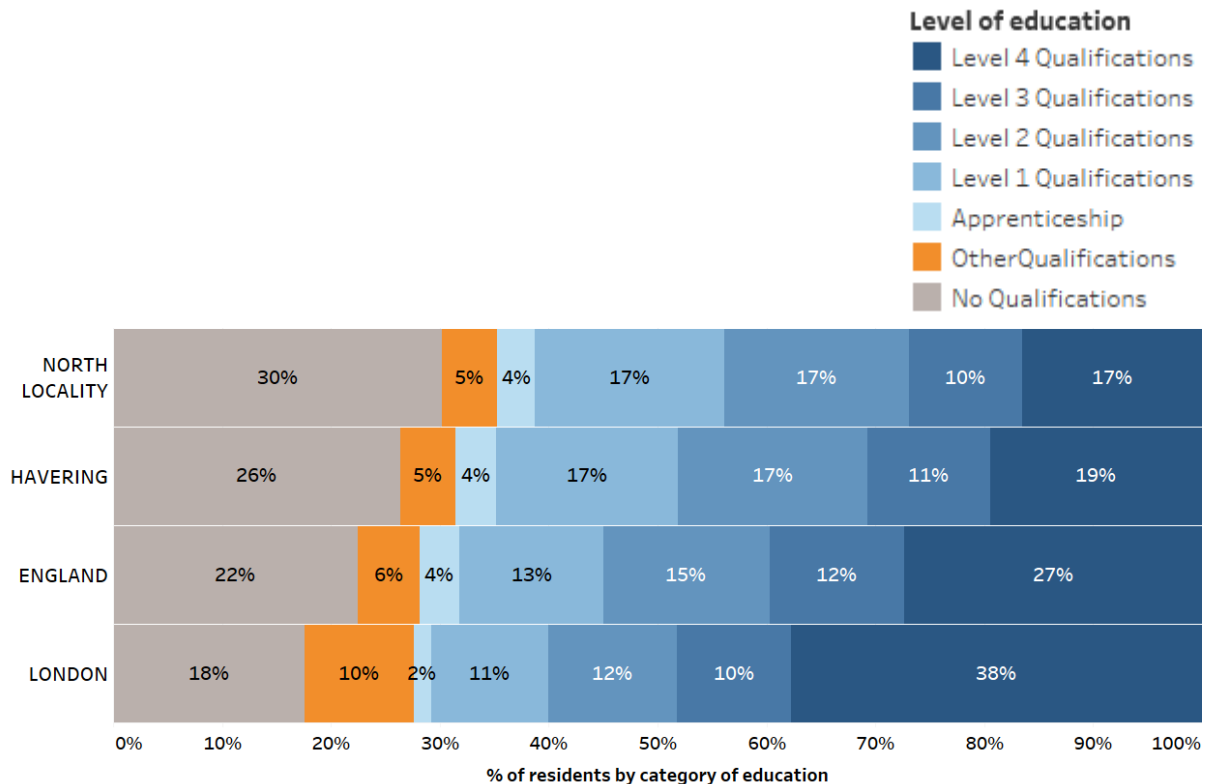


Data source: Indices of Multiple Deprivation, 2015 (IMD, 2015); Department for Communities and Local Government (DCLG), Produced by Public Health Intelligence

1.4 Highest Qualifications Held

The proportion of residents with no qualifications in North Locality (30%) is higher than Havering (26%), London (18%) and England (22%). Both London and England have a noticeably higher proportion of residents with a level 4 qualification (38% and 27% respectively) compared with North Locality (17%) although similar to Havering (19%) Figure 4.

Figure 4: Proportion of residents by level of education, North Locality, Havering, London and England

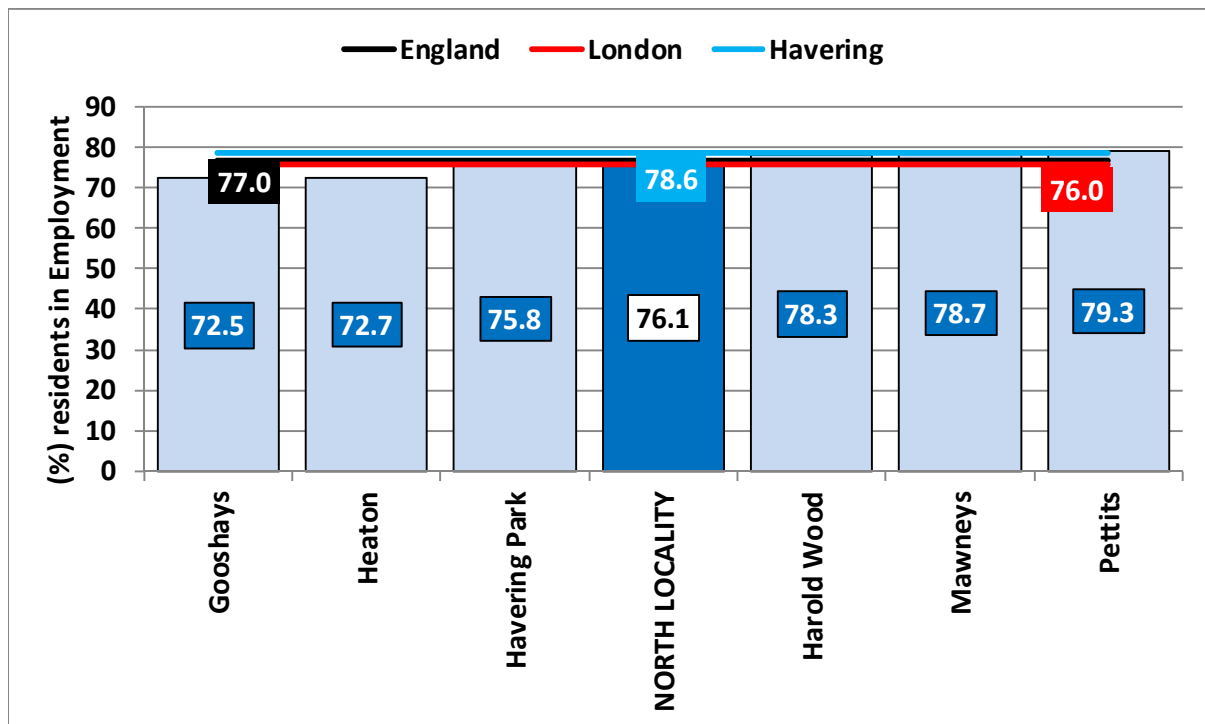


Source: Office of National Statistics Census 2011 (ONS 2011)

1.5 Employment and Unemployment

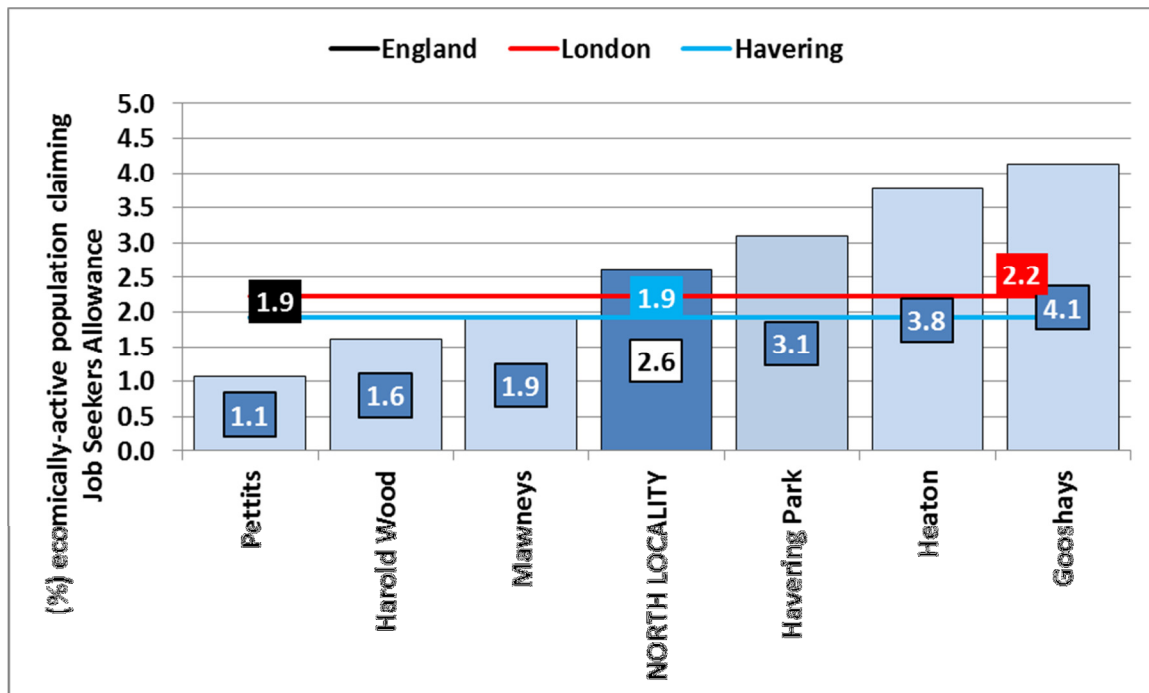
76% of residents within North locality were employed as at the 2011 Census and this was higher than Havering (79%), London (76%) and England (77%). Pettits Ward had the highest proportion of residents in employment (79%) whilst Gooshays had the lowest (72.5%) as shown in Figure 5

Figure 5: Proportion of residents aged 16 - 64 in employment, North Locality, Wards within North Locality, Havering, London and England, 2011.



Source: Office of National Statistics Census 2011 (ONS 2011)

Figure 6: Proportion of economically active population claiming Job Seekers Allowance, North Locality, Wards within North Locality, Havering, London, England as of December 2015



Data source: Greater London Authority (GLA) Claimant Model

2.6% of economically active residents within North locality were claiming as at the 2011 Census and this was than Havering (1.9%), London (2.2%) and England (1.9%). Pettits Ward had the lowest proportion of residents claiming job seekers allowance (1.1%) whilst Gooshays had the highest (4.1%) as shown in Figure 6