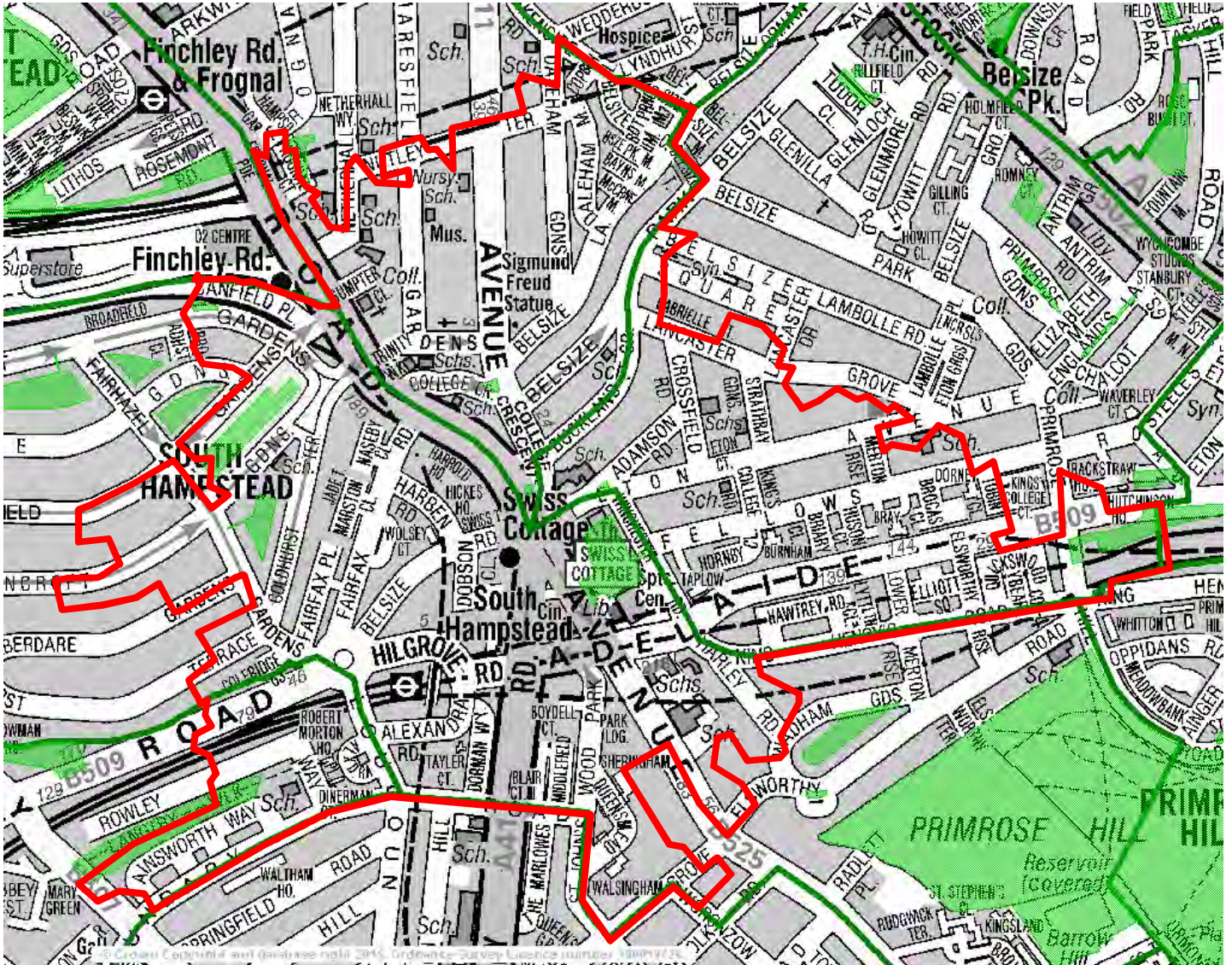


# Swiss Cottage



Population: 16,297

Land area: 115.615 hectares

December 2015

# Strengths

---

## Social

90.5% of the population do not have a disability or long term health problem (Camden: 85.6%)

---

## Economic

71.6% of residents are economically active (Camden: 68.1%)

Average annual household income is £60,211 (Camden: £52,962)

---

Significant retail presence

---

Swiss Cottage has a designated town centre

---

## Health & Well-being

49% of adults eat healthily (Camden: 41.6%)

---

## Knowledge, Skills & Experience

64% of pupils achieved KS4 GCSE 5+ A\*-C inc English & maths (Camden: 59.9%)

---

## Community

Significantly lower total crime rate than the Camden average: 70 (Camden: 124.4)

---

# Challenges

---

## Social

Population density of 141 people per hectare (Camden: 105.4pph)

---

## Economic

There are 0.7 jobs per capita of working age residents (Camden: 2.1 jobs per capita)

The lowest average annual household income is £32,141 (S. Cottage: £60,211; Camden: £52,962)

Very little childcare provision - 0.05 places per capita of children under 5 (Camden: 0.27 places)

---

## Health & Wellbeing

16% or reception class primary school children are overweight (Camden: 12%)

---

## Community

Only 64.6% of under 5s are registered with Early Years (Camden: 79%)

---

## Multiple deprivation

Lower super output areas\* that fall within 10% most deprived in England (S. Cottage = 10 LSOAs)

Income deprivation (1 LSOA)

Health and disability deprivation (5 LSOAs)

Living environment deprivation (3 LSOAs)

Income deprivation affecting children (1 LSOA)

Income deprivation affecting older people (1 LSOA)

---

\* A lower super output area is a geography for the collection and publication of small area statistics. It has an average of roughly 1,500 residents and 650 households



# Social

**16,297**

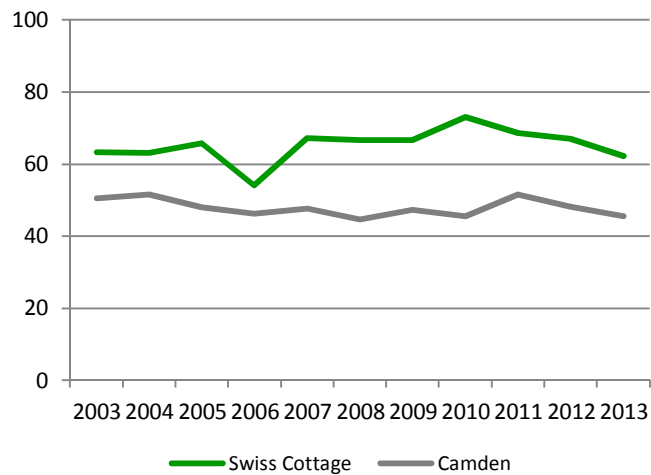
people live in Swiss Cottage,  
in 2,243 households

**141**

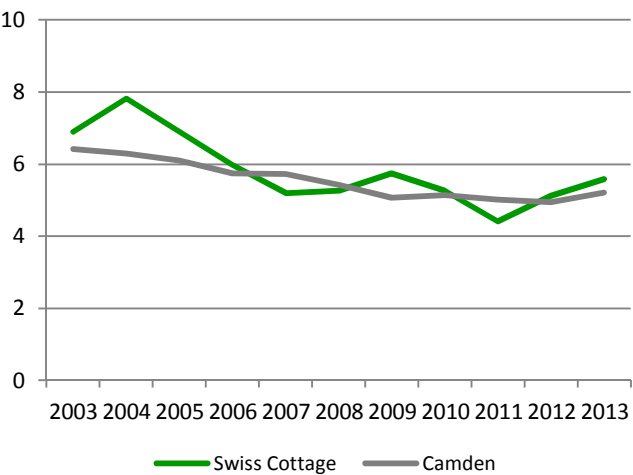
residents per hectare,  
compared to 105.4 in  
Camden overall

There will be a  
**population increase of**  
**10.8%**  
by 2028

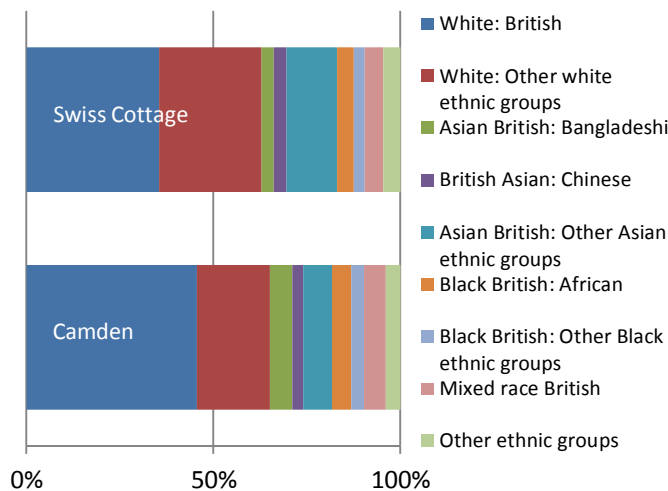
## General fertility rate



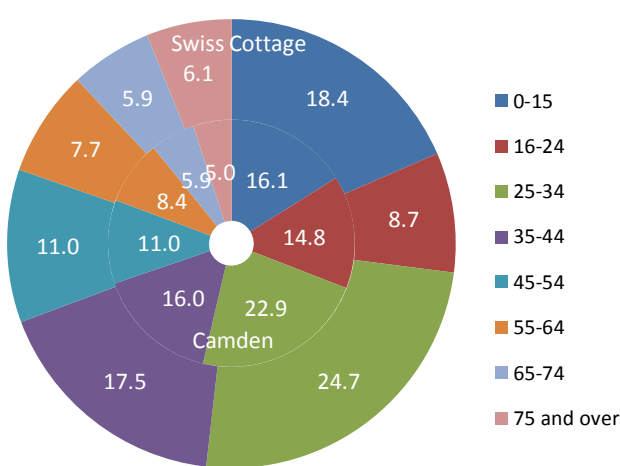
## Crude mortality rate (deaths per 1,000)



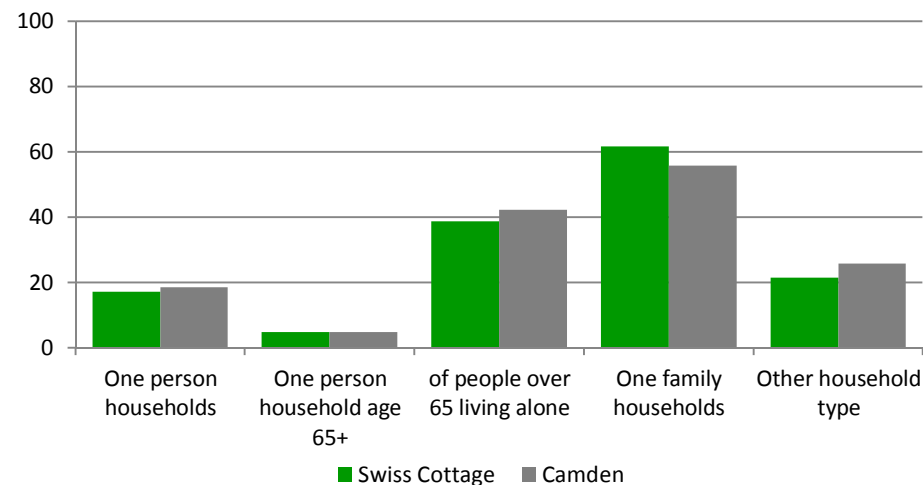
## Ethnicity



## Age



## Households



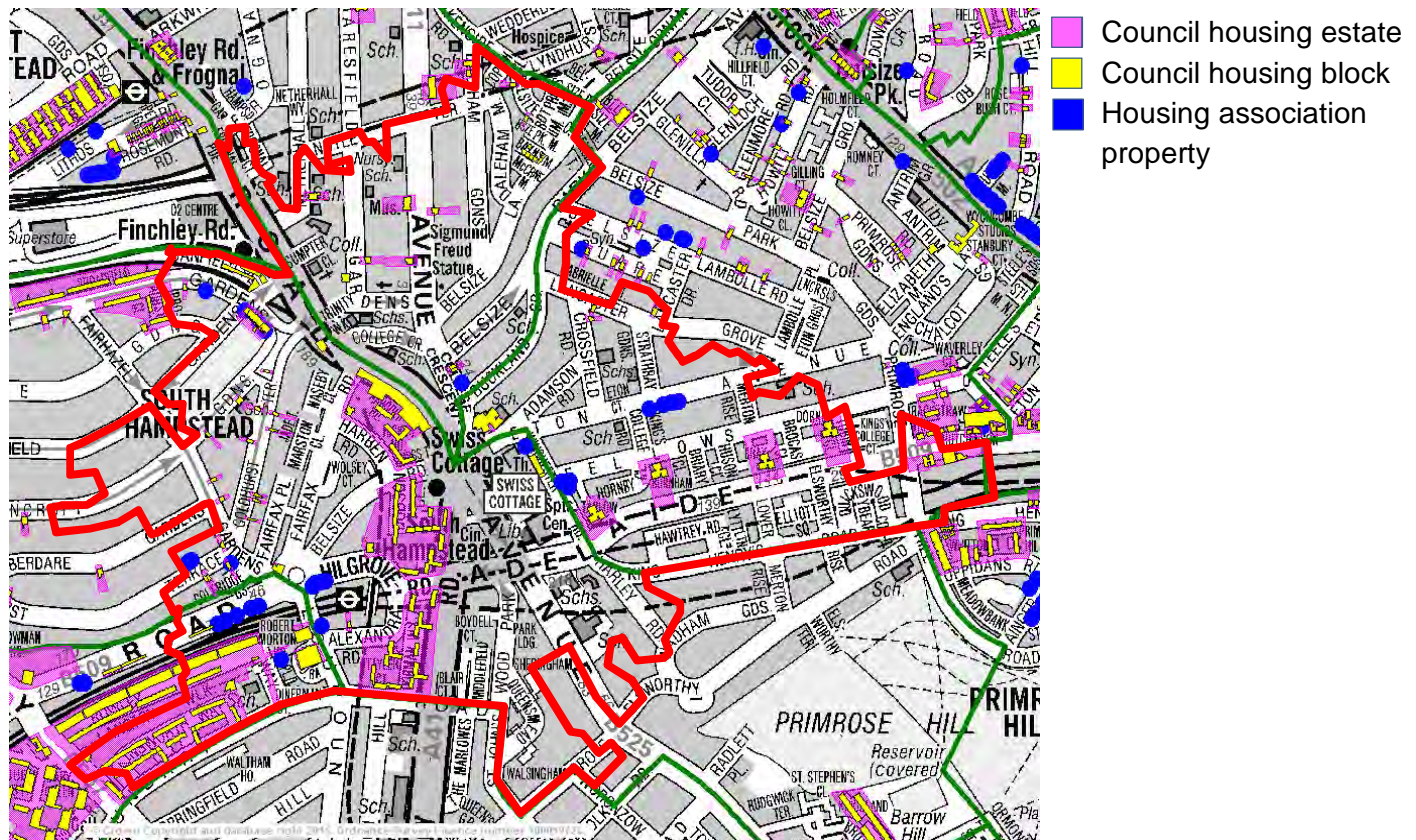
There are  
**1,815**  
families in Swiss Cottage with  
dependent children and  
**3,291**  
dependent children

**38.7%**  
of people aged over 65 live alone  
compared to 42.2% in Camden

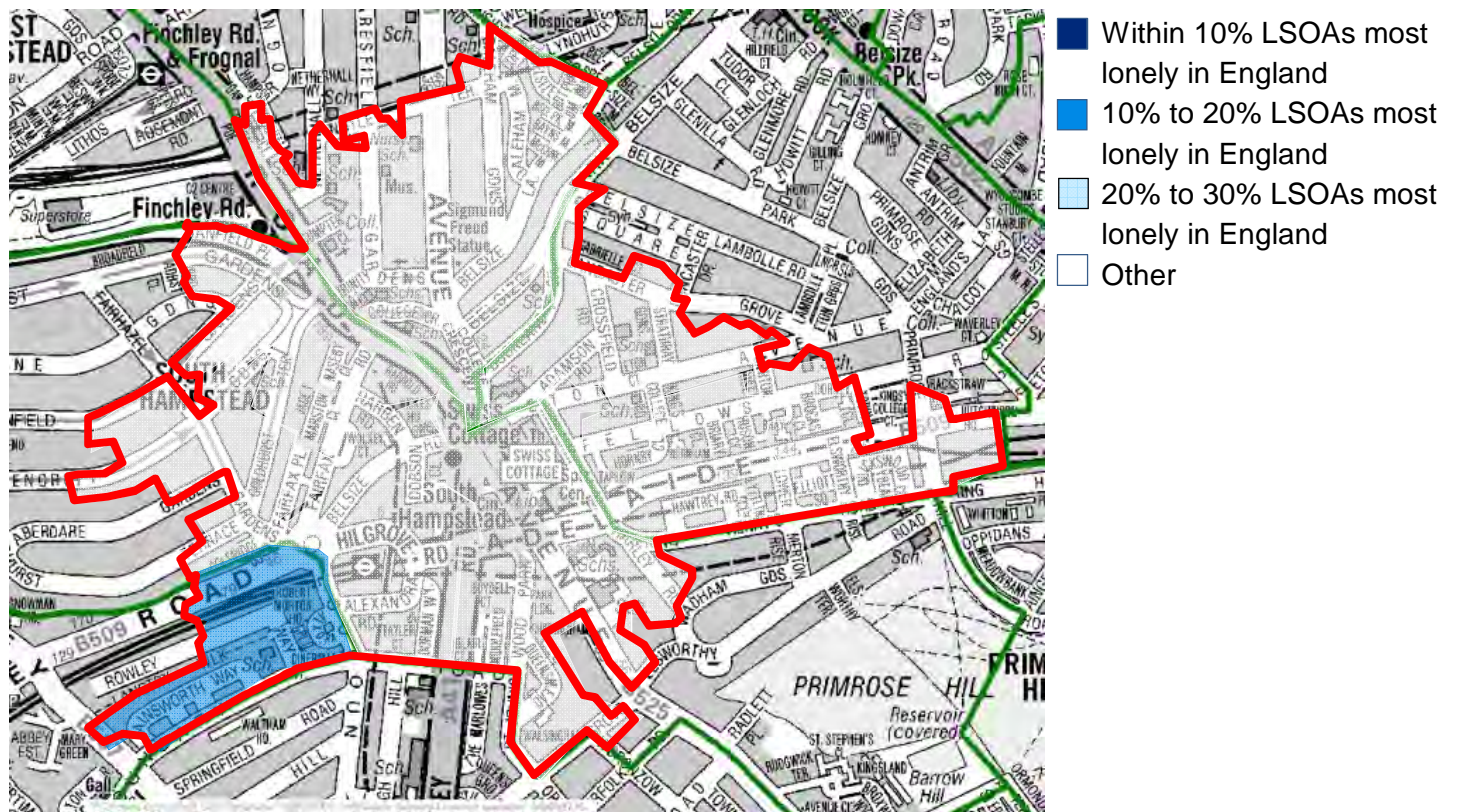


# Social

## Social housing



## Probability of loneliness for those aged 65 and over



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# Social

<div><div>Significantly different</div><div>Significantly better</div><div>Significantly worse</div></div>	Swiss Cottage		Camden	Less	More	Variance	Camden range			
							Lowest		Highest	
							N'hood		N'hood	
	No.	%	%							
Population										
Total people	16297						1,710	Highgate Hill	#####	West Hampstead
Population density (people per hectare)	141.0		105.4				10.9	Highgate Hill	182.3	Gospel Oak
Gender										
Male	7725	47.4	48.9			-1.5	46.6	Dartmouth Park	55.5	Fitzrovia
Female	8572	52.6	51.0			1.5	44.5	Fitzrovia	53.4	Dartmouth Park
General Fertility Rate (Swiss Cottage ward), trend data										
2003	209	63.3	50.5			12.8		N/A		N/A
2004	205	63.1	51.5			11.6		N/A		N/A
2005	214	65.8	48.0			17.8		N/A		N/A
2006	181	54.0	46.2			7.8		N/A		N/A
2007	225	67.2	47.6			19.6		N/A		N/A
2008	220	66.7	44.6			22.1		N/A		N/A
2009	220	66.7	47.3			19.4		N/A		N/A
2010	241	73.0	45.5			27.5		N/A		N/A
2011	223	68.6	51.5			17.1		N/A		N/A
2012	241	66.9	48.2			18.7		N/A		N/A
2013	227	62.2	45.5			16.7		N/A		N/A
Crude Mortality Rate (Swiss Cottage ward) deaths per 1000, trend data										
2003	89	6.9	6.4			0.5		N/A		N/A
2004	101	7.8	6.3			1.5		N/A		N/A
2005	89	6.9	6.1			0.8		N/A		N/A
2006	77	6.0	5.7			0.2		N/A		N/A
2007	67	5.2	5.7			-0.5		N/A		N/A
2008	68	5.3	5.4			-0.2		N/A		N/A
2009	74	5.7	5.1			0.7		N/A		N/A
2010	68	5.3	5.1			0.1		N/A		N/A
2011	57	4.4	5.0			-0.6		N/A		N/A
2012	66	5.1	4.9			0.2		N/A		N/A
2013	72	5.6	5.2			0.4		N/A		N/A

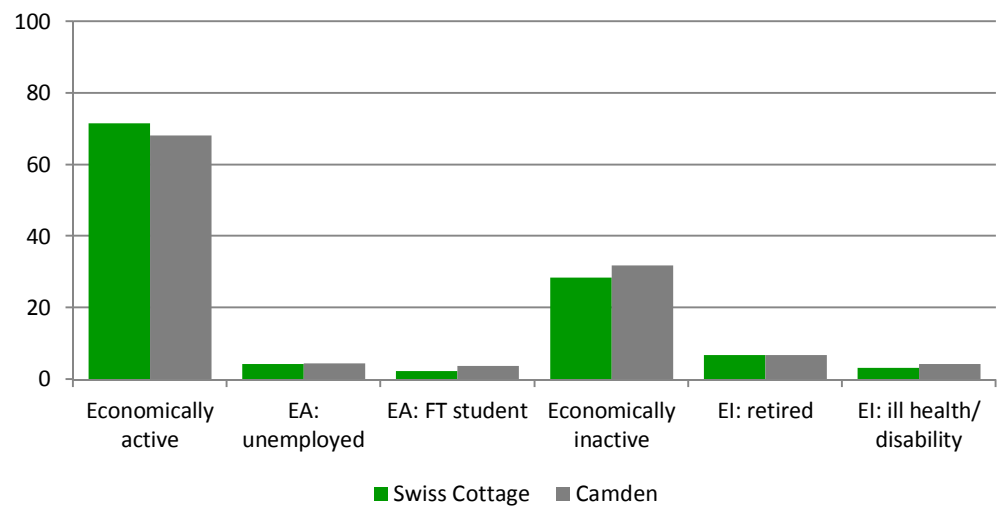
Population increase										
2018	17,177	5.4	8.8			-3.4	4.7	Belsize Park	28.9	Somers Town
2023	17649	8.3	12.6			-4.3	7.0	Belsize Park	42.4	Somers Town
2028	18049	10.8	16.1			-5.3	9.5	Belsize Park	47.4	Somers Town
Ethnic Group (Jan 2013)										
% White English/Welsh/Scottish/N Irish	5790	35.5	44.0			-8.5	32.1	Somers Town	69.1	Highgate Hill
% White Irish	361	2.2	3.2			-1.0	1.9	Regents Park	5.3	Kilburn Priory
% White Gypsy/Irish Traveller	8	0.0	0.1			0.0	0.0		0.2	H. Hill, Cl'well
% White Other	4091	25.1	19.0			6.1	11.5	Gospel Oak	25.6	Belsize Park
% Mixed White & Black Caribbean	137	0.8	1.1			-0.3	0.4	Fitzrovia	2.0	Dartmouth Park
% Mixed White & Black African	100	0.6	0.8			-0.2	0.2	Hihggate Hill	1.5	Swiss Cottage
% Mixed White & Asian	286	1.8	1.8			0.0	1.1	Kings Cross, Some	3.6	Covent Garden
% Mixed Other	272	1.7	1.9			-0.2	1.0	Holborn	2.4	Euston
% Asian British Indian	762	4.7	2.8			1.9	0.8	Gospel Oak	6.1	Fitzrovia
% Asian British Pakistani	221	1.4	0.7			0.7	0.1	Highgate Hill	1.4	Swiss Cottage
% Asian British Bangladeshi	529	3.2	5.7			-2.4	0.1	Highgate Hill	18.9	Somers Town
% Asian British Chinese	553	3.4	2.9			0.4	0.9	Parliament Hill & H	8.6	Fitzrovia
% Asian British Other	1217	7.5	4.0			3.4	1.1	Parliament Hill & H	6.4	Fitzrovia
% Black British African	741	4.5	4.9			-0.4	0.6	Highgate Hill	8.6	Kings Cross
% Black British Caribbean	185	1.1	1.6			-0.5	0.2	Highgate Hill	2.6	Gospel Oak
% Black British Other	283	1.7	1.7			0.0	0.5	Highgate Hill	2.8	Gospel Oak
% Other Ethnic Group Arab	312	1.9	1.6			0.4	0.1	Highgate Hill	5.0	Kilburn Priory
% Any Other Ethnic Group	449	2.8	2.3			0.5	0.6	Highgate Hill	3.2	Fitzrovia
Country of birth										
% born outside the UK	8588	52.7	42.5			10.2	26.3	Dartmouth Park	52.7	Swiss Cottage
% born in the EU	2076	12.7	13.0			-0.3	9.1	Dartmouth Park	17.3	Fitzrovia
% born in other countries	6512	40.0	29.5			10.5	17.3	Dartmouth Park	40.0	Swiss Cottage
Age (Jan 2013)										
% 0-15	3003	18.4	16.1			2.3	9.0	Covent Garden	21.4	Gospel Oak
% 16-24	1412	8.7	14.8			-6.1	6.8	Highgate Hill	38.8	Fitzrovia
% 25-34	4026	24.7	22.9			1.9	12.6	Highgate Hill	31.5	West Hampstead
% 35-44	2852	17.5	16.0			1.5	12.9	Fitzrovia	19.2	Belsize Park
% 45-54	1795	11.0	11.0			0.0	8.0	Fitzrovia	15.4	Highgate Hill
% 55-64	1249	7.7	8.4			-0.8	5.6	Fitzrovia	15.1	Highgate Hill
% 65-74	962	5.9	5.9			0.0	4.0	Fitzrovia	11.8	Highgate Hill
% 75 and over	998	6.1	5.0			1.1	2.7	Fitzrovia	7.7	Highgate Hill
Disability or Long Term health problem										
% day to day activities limited a lot	1011	6.2	7.0			-0.8	4.1	Highgate Hill	11.9	Gospel Oak
% day to day activities limited a little	1053	6.5	7.4			-0.9	5.3	Fitzrovia	10.0	Gospel Oak
% not limited	14233	87.3	85.6			1.8	78.1	Gospel Oak	90.4	Highgate Hill

<b>Disability</b>									
Number of people with learning disabilities	27						N/A	N/A	
Number of wheelchair users	257						N/A	N/A	
Number of people partially sighted	80						N/A	N/A	
Number of people with hearing loss	32						N/A	N/A	
<b>Religion</b>									
% Christian	5255	32.2	34.0			-1.7	28.8	Fitzrovia	39.2 Gospel Oak
% Buddhist	334	2.0	1.3			0.8	0.3	Highgate Hill	2.0 Fitzrovia
% Hindu	443	2.7	1.4			1.3	0.5	Dartmouth Park	3.2 Fitzrovia
% Jewish	1435	8.8	4.5			4.3	0.3	Somers Town	12.0 Highgate Hill
% Muslim	2147	13.2	12.1			1.1	0.9	Highgate Hill	27.8 Somers Town
% Sikh	56	0.3	0.2			0.1	0.0	Camden NT, Highg	0.5 Fitzrovia
% Other religion	91	0.6	0.6			0.0	0.3	Holborn, S Town	1.0 Dartmouth Park
% of no religion	3586	22.0	25.5			-3.5	17.2	Regents Park	37.2 Camden New Town
% religion not stated	2950	18.1	20.5			-2.4	17.4	Somers Town	26.9 Fitzrovia
<b>Adult Lifestage: Age 16-75 and over</b>									
% adults with no dependent children	9303	70.8	73.7			-2.9	64.2	Gospel Oak	86.7 Fitzrovia
% adults with dependent children	3843	29.2	26.3			2.9	13.3	Fitzrovia	35.8 Gospel Oak
<b>Housing</b>									
Number of dwellings	7472						798	Highgate Hill	14972 West Hampstead
Number of households	9240						722	Highgate Hill	15154 West Hampstead
<b>Household composition (people)</b>									
% one person households	2757	17.1	18.6			-1.5	12.3	Highgate Hill	27.7 Bloomsbury
% one person household age 65 and over	766	4.7	4.8			0.0	3.8	Camden New Town	8.0 Primrose Hill
% of people over 65 living alone	1979	38.7	42.2			-3.5	21.8	Dartmouth Park	57.9 Kilburn Priory
% one family households	9940	61.6	55.7			5.9	36.4	Fitzrovia	67.8 Highgate Hill
% other household type (in a household with more than one family, shared)	3452	21.4	25.7			-4.3	17.5	Primrose Hill	35.1 Covent Garden
<b>Families in households (families)</b>									
% with dependent children in family (families)	1815	45.9	44.5			1.4	33.1	Fitzrovia	55.8 Gospel Oak
Total number of dependent children (persons)	3291							N/A	N/A
<b>Lone parent households: 16-74 households</b>									
% households that are lone parent households with dependent children	418	4.5	6.4			-1.9	2.7	Primrose Hill	19.1 Kilburn Priory
<b>Lone parents of all with dependent children</b>									
% of all people with dependent children that are lone parents	418	10.9	13.4			-2.5	3.8	Highgate Hill	19.5 Gospel Oak



# Economic

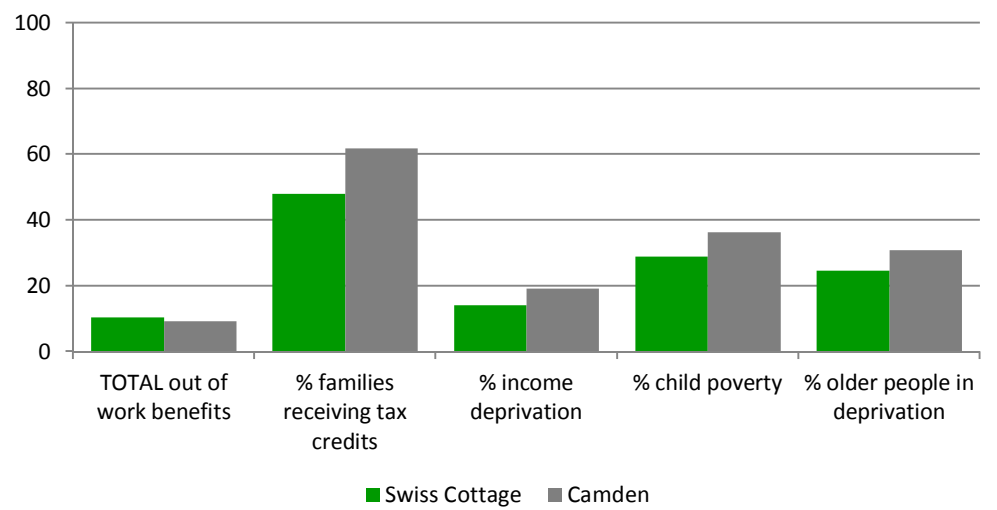
## Economic activity



**71.6%**  
of working age adults are economically active  
**6.8%**  
are retired

There are **8,100**  
in Swiss Cottage,  
**0.7 jobs per capita** of working age residents

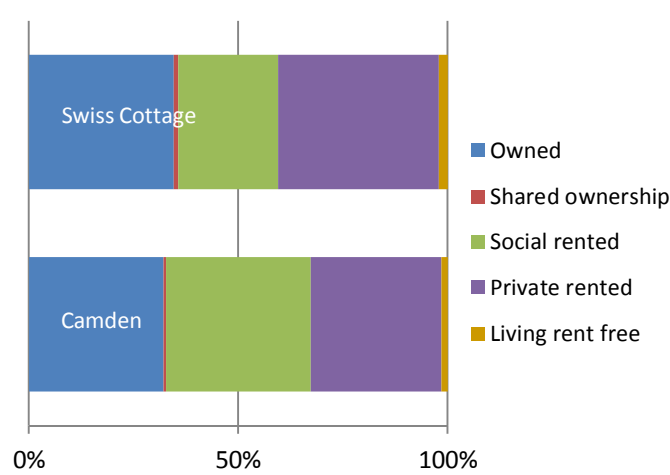
## Benefits and income



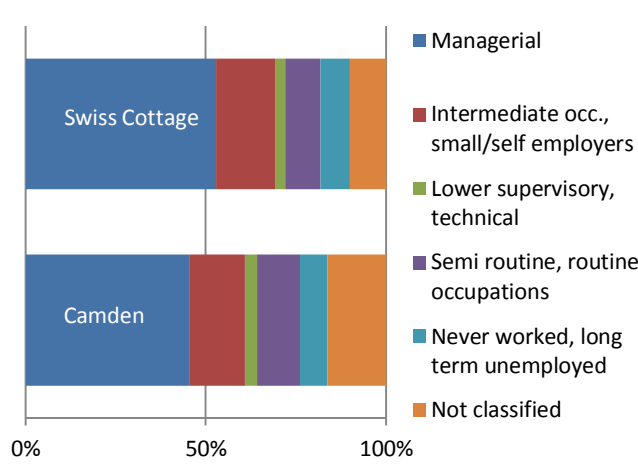
The average annual household income is **£60,211**  
compared to £52,962 for Camden

**47.9%**  
of families are on tax credits compared to 61.8% for Camden families

## Housing tenure

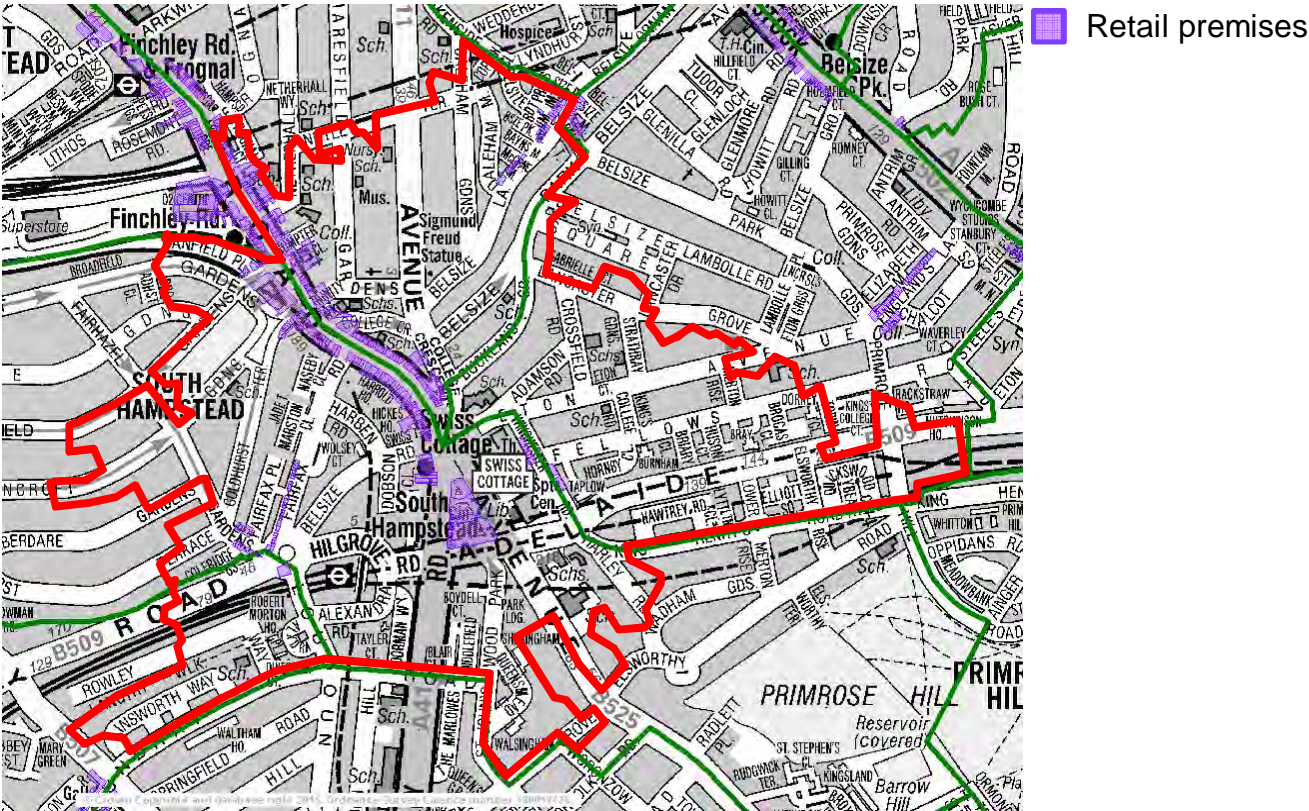


## Socio-economic groups

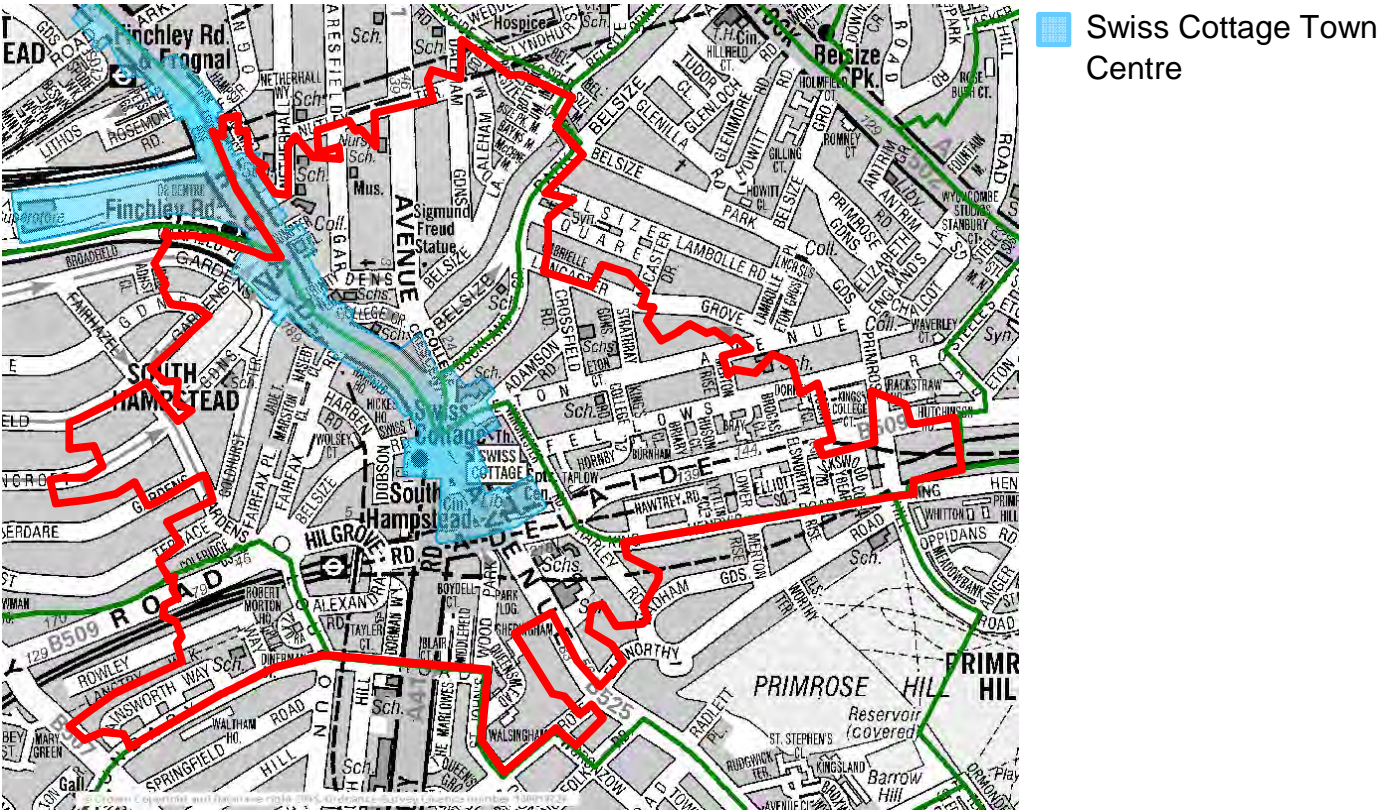


# Economic

## Retail presence



## Designated town Centre





# Economic

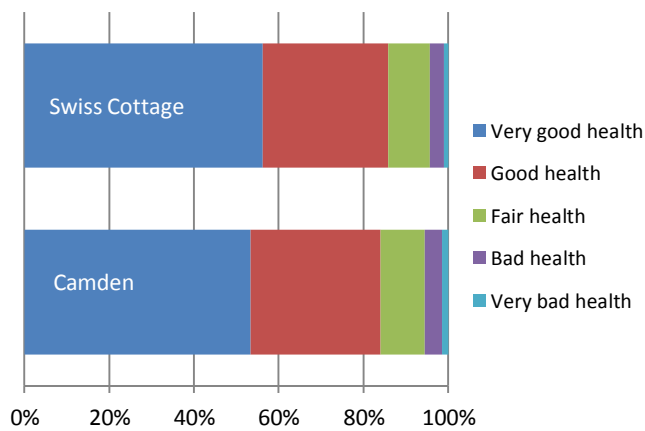
<div><div></div>Significantly different</div> <div><div></div>Significantly better</div> <div><div></div>Significantly worse</div>	Swiss Cottage		Camden	Less	More	Variance	Camden range			
							Lowest		Highest	
		No	%	%				N'hood		N'hood
Economic Activity: Age 16-74										
% economically active	8802	71.6	68.1			3.5	51.7	Euston	75.9	Belsize Park
% economically active: unemployed	540	4.4	4.5			-0.1	1.6	Highgate Hill	7.0	Gospel Oak
% economically active: full time student	302	2.5	3.8			-1.3	1.7	Primrose Hill	8.5	Euston
% economically inactive	3494	28.4	31.9			-3.5	24.1	Belsize Park	48.3	Euston
% economically inactive: retired	834	6.8	6.9			-0.1	5.4	Camden NT	10.6	Primrose Hill
% economically inactive: ill health/disability	406	3.3	4.4			-1.1	1.2	Highgate Hill	8.6	Gospel Oak
Jobs										
Number of jobs	8100						600	Highgate Hill	55,400	Bloomsbury
Jobs per capita of persons of working age	0.7		2.1			-1.4	0.2	Gospel Oak	19.1	Holborn
Working hours										
% working part time	1625	19.8	22.9			-3.1	18.8	Belsize Park	64.3	Somers Town
% working part time:men	636	7.8	9.2			-1.4	6.6	Belsize Park	14.9	Somers Town
% working part time: women	989	12.1	13.7			-1.6	11.0	Holborn	22.4	Euston
% working full time over 49 hours	2333	28.5	23.0			5.5	11.5	Somers Town	31.5	Primrose Hill
% working 49+ hours men	1584	19.3	15.4			3.9	8.4	Somers Town	21.7	Hampstead
% working 49+ hours women	749	9.1	7.6			1.5	3.1	Somers Town	10.8	Primrose Hill
Income										
MEAN Annual Household Income estimate	£60,211		£52,962			£7,250	£31,472	Somers Town	£96,649	Highgate Hill
MEDIAN Annual Household Income estimate	£46,076		£39,847			£6,229	£23,520	Somers Town	£73,024	Highgate Hill
Benefits claimants 16-74										
% receiving Job Seekers Allowance	195	2.2	2.5			-0.3	0.5	Highgate Hill	4.8	Somers Town
% receiving ESA and Incapacity Benefit	605	6.9	6.4			0.5	3.6	Highgate Hill	20.5	Gospel Oak
% lone parents receiving Lone Parent Allowance	105	25.1	26.8			-1.7	0.0	Highgate Hill	41.7	Somers Town
% receiving other income related benefits	15	0.2	0.3			-0.1	0.0	H. Hill, P'mnt Hill &	1.6	Clerkenwell
% TOTAL out of work benefits	920	10.5	9.3			1.1	4.2	Highgate Hill	29.9	Somers Town
% of families receiving tax credits	870	47.9	61.8			-13.9	5.3	Highgate Hill	91.0	Somers Town



Income deprivation (Swiss Cottage ward)										
% income deprivation	14.2		19.1			-4.9	7.1	Hampstead	34.4	Somers Town
% child poverty	29.0		36.3			-7.3	9.8	Hampstead	52.3	Kilburn Priory
% older people in deprivation	24.6		30.8			-6.2	14.1	Hampstead	49.1	Somers Town
Childcare availability										
Number of nurseries	2							N/A		N/A
Number of nursery places	40							N/A		N/A
Number of child minders	8							N/A		N/A
Number of childminding places	31							N/A		N/A
Childcare places per child under 5 (0-5)	1,431	0.05	0.27			-0.2	0.02	P'mnt Hill & Heath	1.1	Highgate Hill
Housing tenure (persons)										
% owned	5579	34.5	32.0			2.6	9.8	Euston	77.2	Highgate Hill
% shared ownership	160	1.0	0.6			0.4	0.1	Clerkenwell	1.9	Kings Cross
% social rented	3865	23.9	34.7			-10.7	1.9	Highgate Hill	68.6	Somers Town
% rented from the council	3181	19.7	24.9			-5.2	1.4	Highgate Hill	55.7	Gospel Oak
% private rented	6192	38.3	31.1			7.2	14.5	Gospel Oak	49.9	Fitzrovia
% living rent free	353	2.2	1.6			0.6	1.0	W. Hampstead	3.3	Fitzrovia
Socio-economic group: 16-74										
% higher managerial, administrative and professional	3013	24.5	19.1			5.4	6.9	Euston, S. Town	29.9	Highgate Hill
% lower managerial, administrative and professional	3478	28.3	26.2			2.1	12.9	Euston	36.7	Highgate Hill
% intermediate occupations	1043	8.5	7.9			0.6	4.9	Fitzrovia	9.7	Gospel Oak
% small employers and own account workers	989	8.0	7.5			0.5	4.5	Fitzrovia	11.2	Highgate Hill
% lower supervisory and technical	332	2.7	3.4			-0.7	2.1	H'mpstd, H. Hill, R.	5.6	Gospel Oak
% semi-routine occupations	751	6.1	7.2			-1.0	3.1	Highgate Hill	12.6	Gospel Oak
% routine occupations	442	3.6	4.8			-1.2	1.6	Highgate Hill	9.0	Gospel Oak
% never worked	778	6.3	5.9			0.5	1.9	Highgate Hill	13.1	Somers Town
% long term unemployed	229	1.9	1.8			0.1	0.4	Highgate Hill	2.9	Clerkenwell
% not classified	1241	10.1	16.3			-6.2	6.8	Primrose Hill	43.5	Fitzrovia

# Health & Well-being

## General health



**85.9%** of residents rate their health as good or very good, compared to the Camden average (84%)

## Life expectancy



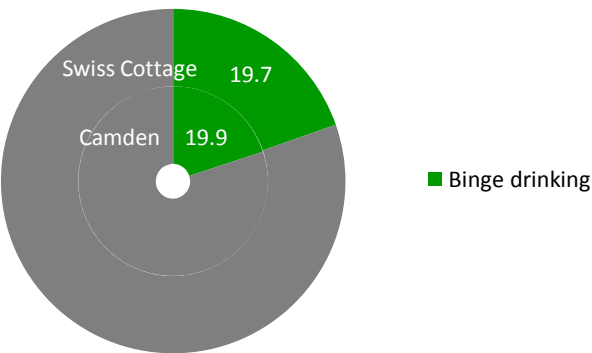
## Causes of death

Primary: **Cancer**  
Secondary: **Cardiovascular disease**

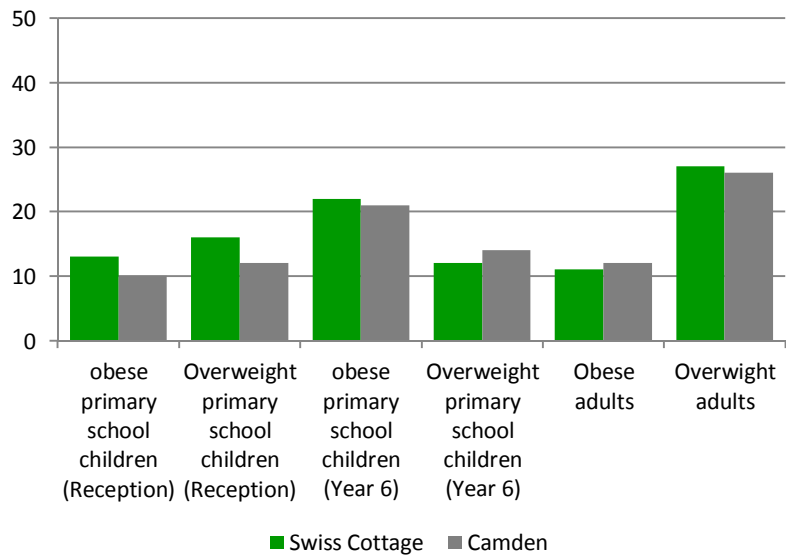
## Smoking

There are **2,246 smokers** in Swiss Cottage.  
**Smoking prevalence is 17%** compared to 20% for Camden

## Alcohol consumption



## Overweightness and obesity



## Mental health conditions

**2%** of residents have diagnosis of serious mental illness

**13%** of residents have a diagnosis of either anxiety or depression

# Health & Well-being

<div><div></div> Significantly different</div> <div><div></div> Significantly better</div> <div><div></div> Significantly worse</div>	Swiss Cottage		Camden	Less	More	Variance	Camden range			
							Lowest		Highest	
								N'hood		N'hood
	No	%	%							
Wellbeing										
Level of life satisfaction	7.3		7.2			0.1	7.0		7.6	Highgate Hill
Level of happiness	7.1		7.1			0.0	6.9		7.4	Highgate Hill
Level of worthwhileness	7.5		7.4			0.1	7.2		7.8	Highgate Hill
Life expectancy (Swiss Cottage ward)										
Men	81.4		79.0			2.4	76.1	K. Town ward	84.9	Belsize ward
Women	88.1		84.0			4.1	79.4	K. Town ward	88.8	H&CG ward
General health										
% very good health	9162	56.2	53.4			2.8	44.2	Gospel Oak	85.0	Primrose Hill
% good health	4840	29.7	30.6			-0.9	9.5	Primrose Hill	33.2	Covent Garden
% fair health	1585	9.7	10.4			-0.7	4.4	Primrose Hill	14.5	Somers Town
% bad health	536	3.3	4.2			-0.9	1.0	Primrose Hill	7.1	Gospel Oak
% very bad health	174	1.1	1.4			-0.4	0.0	Primrose Hill	2.8	G. Oak, S. Town
Main causes of death										
Primary	Cancer						N/A		N/A	
Secondary	CVD						N/A		N/A	
Healthy eating (Swiss Cottage ward)										
% of adults eating healthily		49.0	41.6			7.4	29.8	S. Town MSOA	51.3	Hampstead ward
Overcrowding										
% person living in overcrowding	2826	17.0	20.2			-3.2	5.0	Highgate Hill	33.0	Somers Town
Obesity										
% obese primary school children (Reception class)	25	13.0	10			3.0	5.0	Dartmouth Park	16.0	Euston
% overweight primary school children (Reception class)	32	16.0	12			4.0	6.0	Euston	16.0	Gospel Oak
% obese primary school children (Year 6)	44	22.0	21			1.0	11.0	Camden NT	29.0	Euston
% overweight primary school children (Year 6)	24	12.0	14			-2.0	8.0	Dartmouth Park	22.0	Euston
% obese adults	1402	11.0	12			-1.0	9.0	Bloomsbury	19.0	G. Oak, S. Town
% overweight adults	3290	27.0	26			1.0	17.0	Fitzrovia	32.0	Clerkenwell

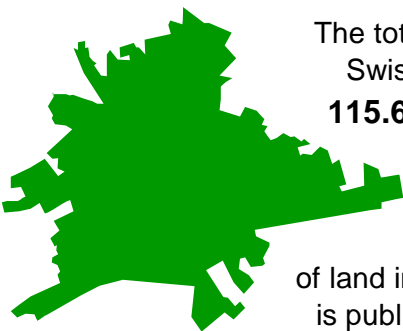


Alcohol consumption										
% adults binge drinking (Swiss Cottage ward)	19.7		19.9			-0.2	12.3	S. Town MSOA	24.8	H&CG ward
% higher or increased risk drinkers	576	5.0	7			-2.0	3.0	Regents Park	12.0	Camden NT
Smoking prevalence and mortality										
Number of smokers	2,246						N/A		N/A	
% smoking prevalence	17		20			-3.0	12.0	Fitzrovia, H. Hill	27.0	Gospel Oak
Average number of deaths from lung cancer or COPD	12.0						N/A		N/A	
Rate of deaths lung cancer COPD per 1,000	1.3		0.8			0.5	0.6	Covent Garden	2.9	Euston
Average number of deaths from heart disease	19.0						N/A		N/A	
Rate of deaths lung cancer COPD per 1,000	2.1		1.0			1.1	0.6	Clerkenwell, Holbo	2.2	Kilburn Priory
Mental health conditions										
% diagnosis of serious mental health illness	206	2.0	2			0.0	0.0	Fitzrovia	2.0	
% diagnosis of either anxiety or depression	1722	13.0	15			-2.0	6.0	Fitzrovia	19.0	Gospel Oak

\* NSD - no significant difference

# Environment & Transport

## Land



The total land area of Swiss Cottage is **115.615 hectares**

**11.7%** of land in Swiss Cottage is public green space

## Access to parks and nature

**59.9%** of homes in Swiss Cottage have access to a local, small or pocket park

**35.5%** of homes in Swiss Cottage have access to nature

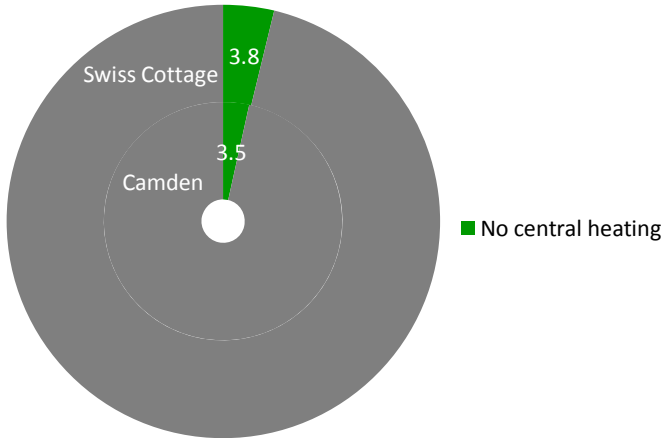
## Transport

Swiss Cottage has an average public transport accessibility score of **5.6** (out of 8)

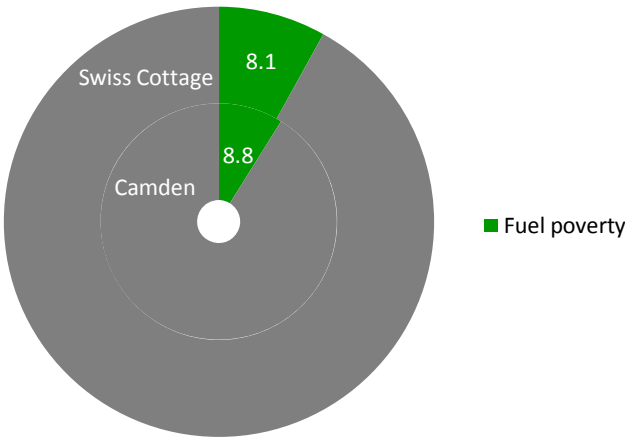
## Main roads

The main roads in Swiss Cottage are:  
**Finchley Road**  
**Adelaide Road**  
**Belsize Road**  
**Fitzjohns Avenue**

## Central heating

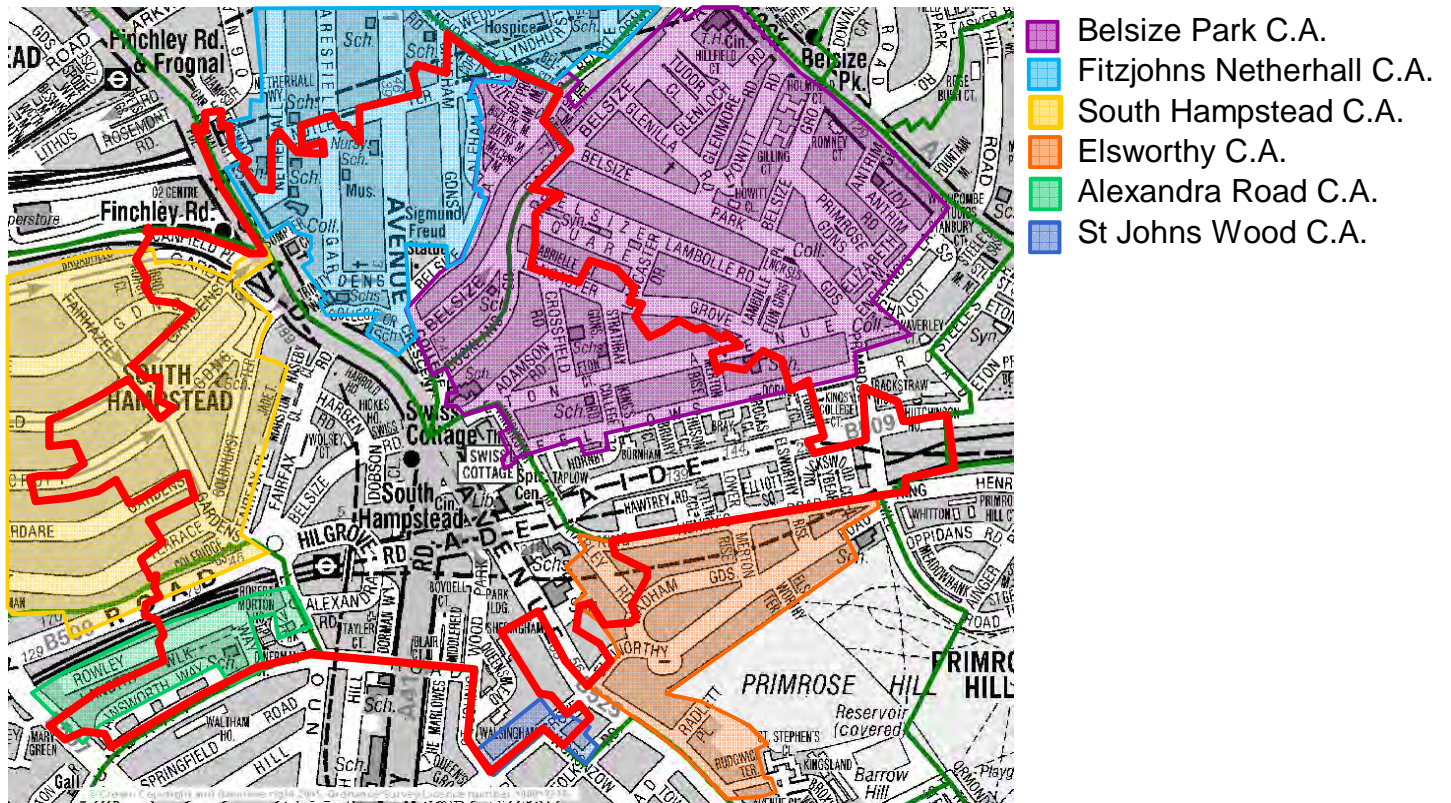


## Fuel



# Environment & Transport

## Conservation areas (C. A.)



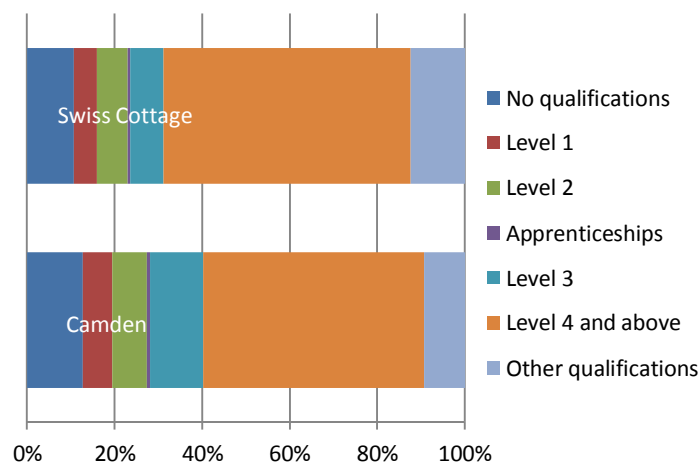


# Environment & Transport

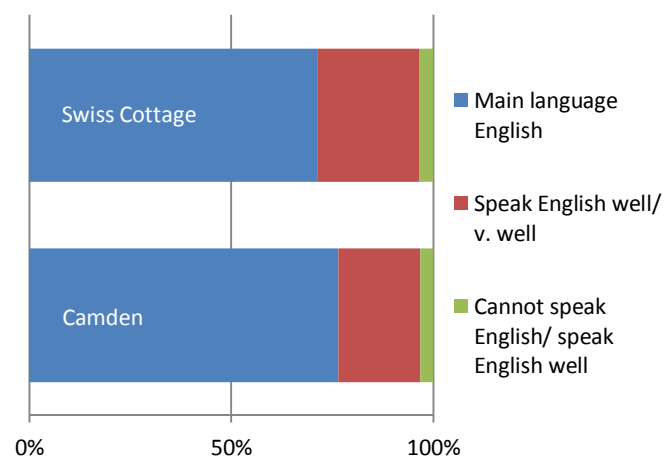
<div><div>Significantly different</div><div>Significantly better</div><div>Significantly worse</div></div>	Swiss Cottage		Camden	Less	More	Variance	Camden range			
							Lowest		Highest	
								N'hood		N'hood
	No	%	%							
Land										
Total area (hectares)	115.615						33.599	Euston	385.346	Hamsptead
Land use										
Domestic gardens (hectares)	34.765						N/A		N/A	
Public green space (hectares)	13.570						N/A		N/A	
% of total land area that is public green space	11.7		24.8			-13.1	1.6	Covent Garden	73.0	P'mnt Hill & Heath
Public green space per capita (square metres)	8.3		24.5			-16.2	1.3 sqm	Covent Garden	599.3 sqm	Highgate Hill
Access to nature and parks (Swiss Cottage ward)										
% homes deficient access to regional park	100.0						0.0		100.0	
% homes deficient access to metropolitan park	0.0						0.0		16.7	
% homes deficient access to district park	68.2						0.0		100.0	
% homes deficient access to LSPP	40.1						0.0		65.7	
% homes deficient access to nature	64.5						0.0		98.2	
Transport										
Number of bus routes	14						N/A		N/A	
Number of Underground stations	1						N/A		N/A	
Number of Overground stations	1						N/A		N/A	
% that travel to work by bicycle	345	2.8	6.5			-3.7	8.9	Dartmouth Park	2.2	Fitzrovia
Public transport accessibility level (PTAL) score	5.6		5.6			0.0	2.8	Highgate Hill	8.0	H'brn, C. G'dn, C'wll
Number of cars or vans in the area	4139						N/A		N/A	
% households with 2 or more cars or vans	648	8.8	7.1			1.7	0.6	Camden New Town	34.9	Highgate Hill
Main roads	Finchley Road, Adelaide Road, Belsize Road, Fitzjohns Avenue									
Annual air emmissions (Swiss Cottage ward)										
Particulate matter (PM10) range	19.3						18.3	Highgate ward	21.5	H&CG ward
Nitrogen oxide (NOx) range	67.9						52.0	Highgate ward	92.2	H&CG ward
Nitrogen dioxide (NO2) range	39.4						33.8	Highgate ward	49.6	H&CG ward
Central heating and fuel										
% households with no central heating	279	3.8	3.5			0.3	1.9	Highgate Hill	6.2	Holborn
% households in fuel poverty	569	8.1	8.8			-0.7	7.0	Regents Park	14.5	Fitzrovia

# Knowledge, Skills & Experience

## Qualifications



## English language proficiency



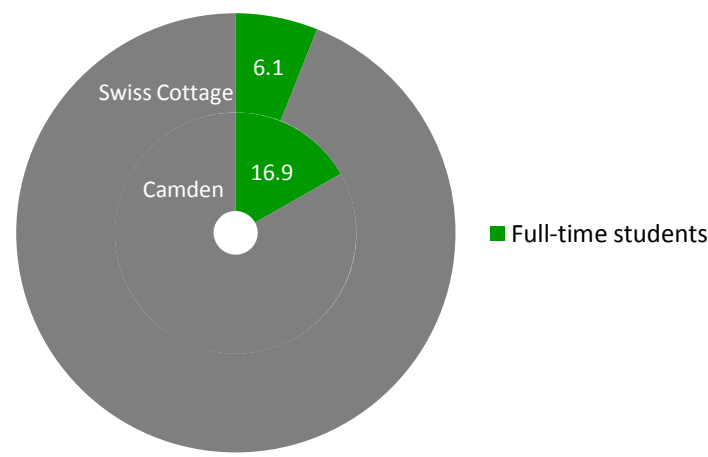
## Industry

There are more working age residents employed in the **professional, scientific & technical activities** than any other industry

## Work skills & experience

The top work experience skill in Swiss Cottage is for **business research and administration**

## Full-time students



There are **988** full-time students living in Swiss Cottage

# Knowledge, Skills & Experience

<div><div>Significantly different</div><div>Significantly better</div><div>Significantly worse</div></div>	Swiss Cottage		Camden	Less	More	Variance	Camden range			
							Lowest		Highest	
	No	%	%					N'hood		N'hood
Qualifications: Age 16 and Over										
% with no qualifications	1424	10.7	12.7			-2.0	4.9	Highgate Hill	25.2	Gospel Oak
% with Level 1: 4 O Levels/GCSEs/CSEs/NVQ Level 1	707	5.3	6.8			-1.5	3.9	Fitzrovia	11.8	Gospel Oak
% with Level 2: 5+ O Levels etc (A*-C), 1 A Level, NVQ Level 2	918	6.9	7.8			-0.9	4.9	Fitzrovia	10.8	Somers Town
% on Apprenticeships	88	0.7	0.8			-0.2	0.4	Fitzrovia	1.4	Holborn
% with Level 3: 2 A Levels, NVQ Level 3	1005	7.6	12.1			-4.5	7.0	Primrose Hill	30.1	Fitzrovia
% with Level 4 and above: Batchelors degree, Masters degree, PhD, NVQ Level 4 and above	7500	56.4	50.5			5.9	26.7	Somers Town	65.2	Highgate Hill
% with other qualifications: Vocational/work qualifications, foreign n-sp	1652	12.4	9.2			3.2	5.5	Highgate Hill	12.5	Kilburn Priory
Education (Swiss Cottage ward)										
% achievening KS4 GCSE 5+ A*-C (inc English & Maths)		64.0	59.9			4.1	48.9	H. Town ward	69.1	R. Park Ward
Proficiency in English: Age 3 and over										
% whose main language English	11077	71.5	76.5			-5.1	66.9	Somers Town	92.6	Highgate Hill
MLNE: % that speak English very well	2400	15.5	12.8			2.7	4.9	Highgate Hill	17.5	Covent Garden
MLNE: % that speak English well	1482	9.6	7.4			2.2	2.0	Highgate Hill	11.4	Somers Town
MLNE: % that cannot speak English well	469	3.0	2.7			0.3	0.5	Highgate Hill	6.0	Somers Town
MLNE: % that cannot speak English	71	0.5	0.5			0.0	0.0	Highgate Hill	1.1	Somers Town
Full-time students										
No. of full time students	988						N/A		N/A	
% of residents that are full time students	6.1		16.9			-10.8	5.7	Primrose Hill	38.6	Euston
Industry										
Top three industries residents employed (highest first)	Professional, Scientific and Technical Activities									
	Financial and Insurance Activities									
	Wholesale and Retail Trade									
Occupation										
Rank of top 5 work skills and knowledge (highest first)	Business Research and Administration									
	Business Finance									
	Functional Management and Directorial skills									
	Sales and Marketing									
	Legal									

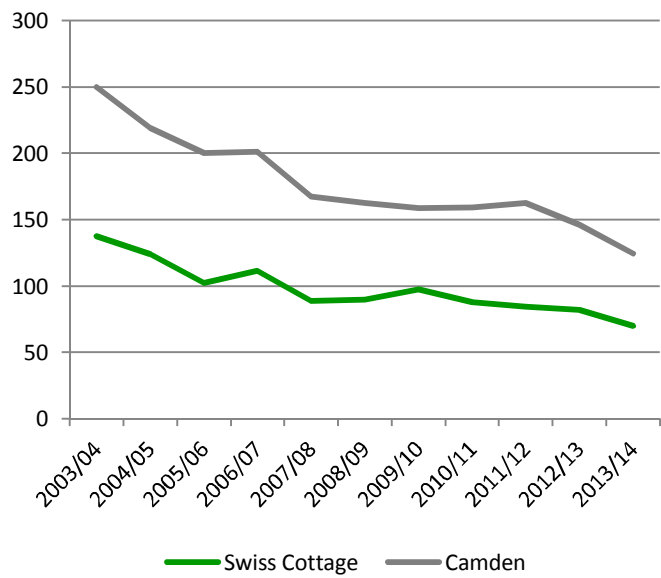
MLNE: Main language not English



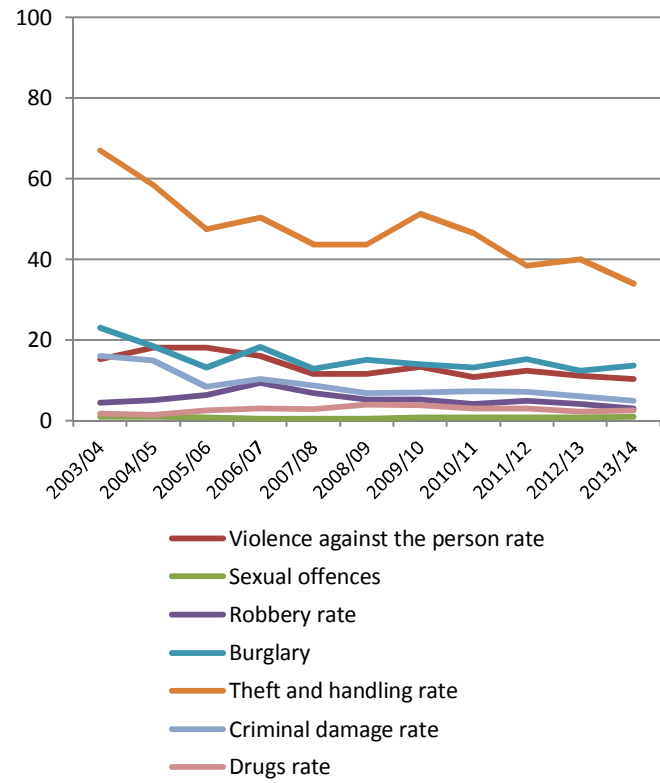
# Community

## Community safety

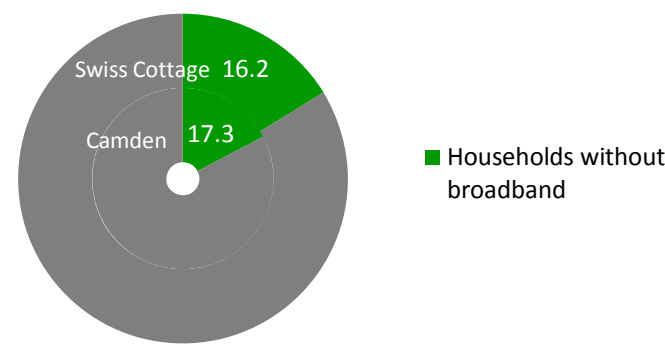
Total crime rate (2003/4-2013/14)



Notifiable crimes rate (2003/4-2013/14)



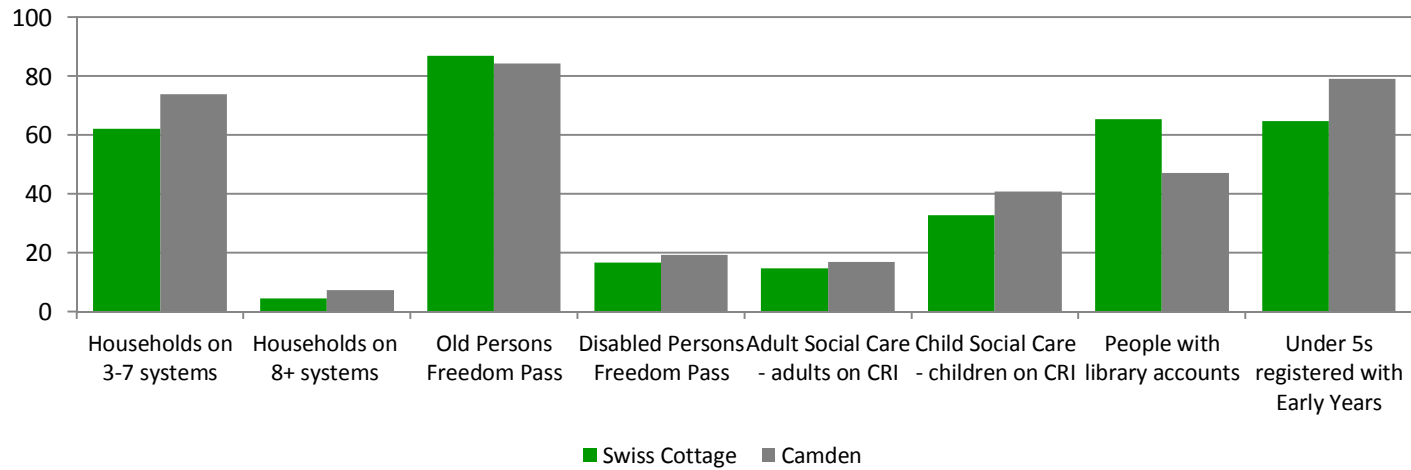
## Digital inclusion



## Caring responsibilities

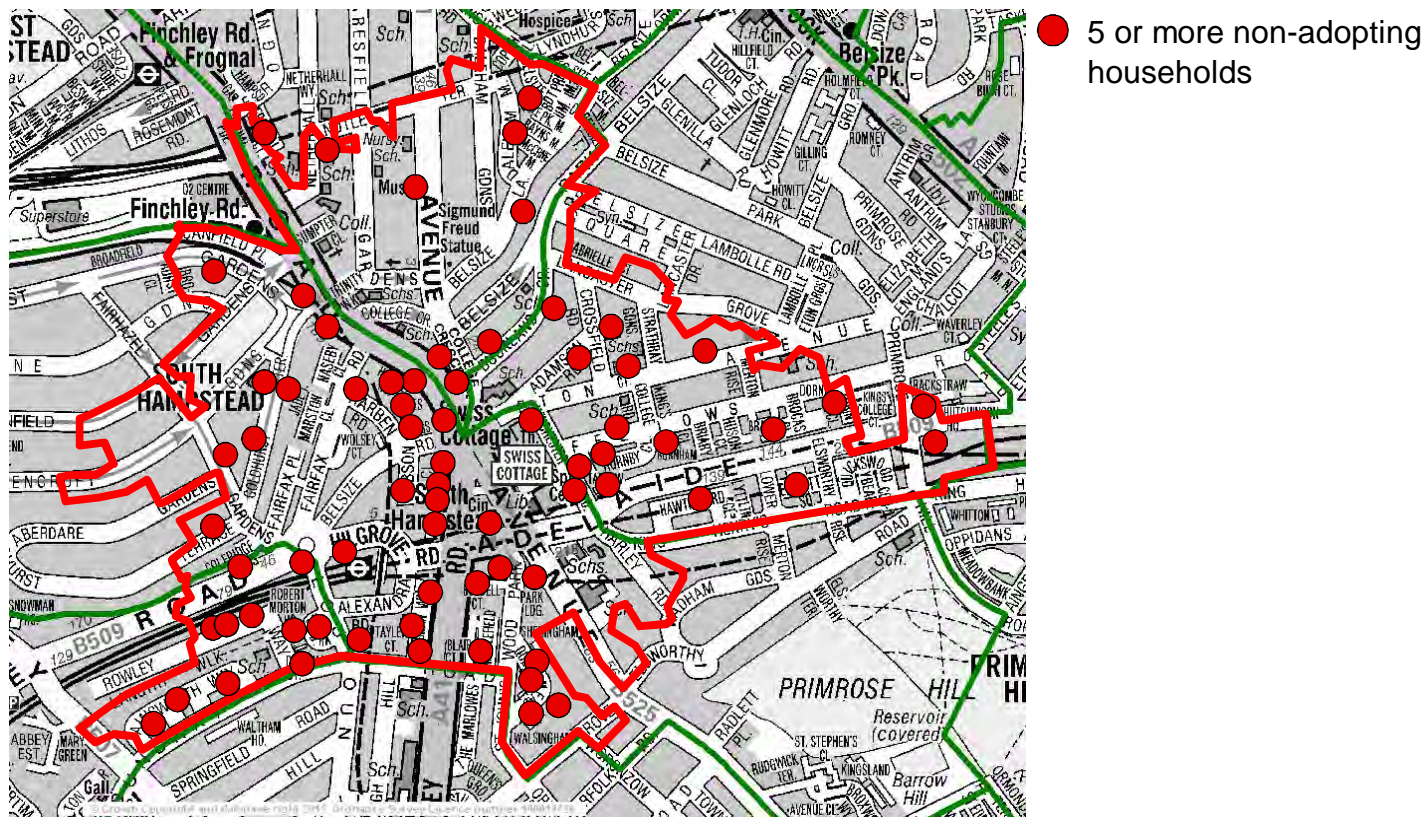
There are **1,079 carers** in Swiss Cottage equating to 6.6% of the overall population

## Use of services



# Community

## Broadband non-adopting households



# Community

Crime rates 2003/4-2013/14 Swiss Cottage ward

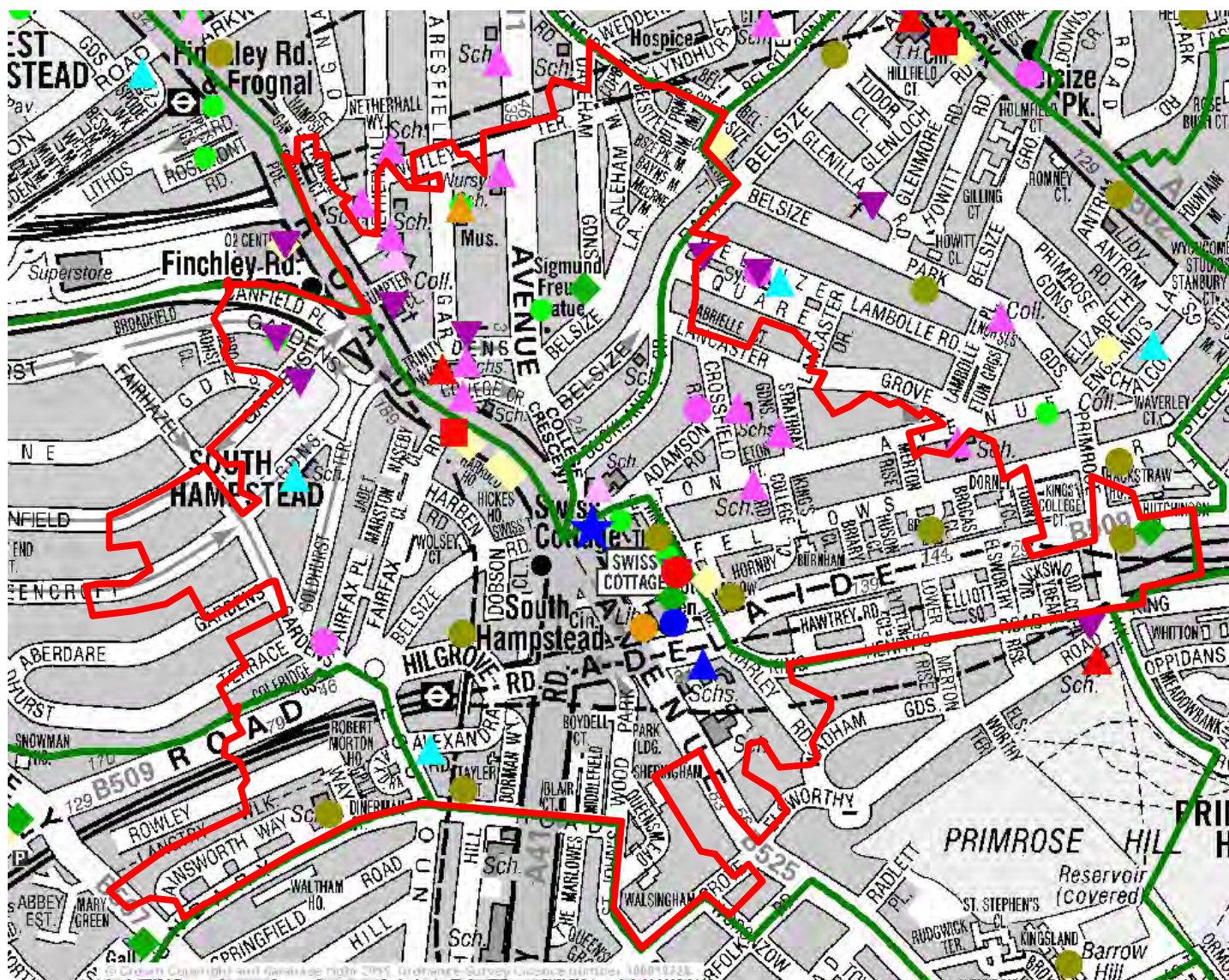
	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Crime rate	137.3	124.1	102.3	111.6	88.5	89.8	97.5	87.8	84.3	82.1	70.0
Violence against the person rate	15.2	18.1	18.0	16.0	11.5	11.6	13.3	10.8	12.3	11.1	10.3
Sexual offences	0.8	0.8	0.8	0.5	0.4	0.4	0.8	0.8	0.7	0.8	0.8
Robbery rate	4.5	5.0	6.4	9.4	6.7	5.2	5.2	4.1	4.9	4.1	2.9
Burglary	22.9	18.4	13.1	18.2	12.9	15.0	14.0	13.1	15.2	12.4	13.6
Theft and handling rate	67.0	58.4	47.5	50.3	43.6	43.7	51.3	46.5	38.4	40.0	34.0
Criminal damage rate	15.9	14.9	8.4	10.2	8.6	6.8	7.0	7.2	7.1	6.0	4.9
Drugs rate	1.8	1.3	2.4	2.9	2.9	3.9	3.8	2.9	2.9	2.2	2.5



# Community

<div><div>Significantly different</div><div>Significantly better</div><div>Significantly worse</div></div>	Swiss Cottage		Camden	Less	More	Variance	Camden range			
							Lowest		Highest	
								N'hood		N'hood
Community safety (Swiss Cottage ward)						Ward	Ward			
Crime rate	70.0		124.4			-54	53.0	Belsize	328.3	CTwPH
Violence against the person rate	10.3		20.2			-10	8.0	Belsize	49.1	CTwPH
Sexual offences	0.8		1.5			-1	0.0	Belsize	3.4	Bloomsbury
Robbery rate	2.9		4.1			-1	0.3	H'mpst'd Town	11.0	Bloomsbury
Burglary	13.6		13.6			0	7.0	Belsize	30.4	H&CG
Theft and handling rate	34.0		67.1			-33	19.7	Gospel Oak	233.9	Bloomsbury
Criminal damage rate	4.9		6.9			-2	4.0	Belsize, Hampstea	12.6	H&CG
Drugs rate	2.5		9.0			-6	1.6	H'mpst'd Town	61.5	CTwPH
Caring responsibilities							Neighbourh'd		Neighbourh'd	
Total number of carers	1079						N/A		N/A	
% of residents that are carers	6.6		7.9			-1.3	5.5	Fitzrovia	10.0	P'mnt Hill & Heath
% carers providing 1-19 hours unpaid care	733	67.9	66.7			1.2	54.3	Regents Park	80.0	Highgate Hill
% carers providing 20-49 hours unpaid care	144	13.3	14.1			-0.7	9.7	Highgate Hill	21.7	Clerkenwell
% carers providing 50+ hours unpaid care	202	18.7	19.2			-0.5	10.3	Highgate Hill	26.7	Somers Town
Digital inclusion										
% households without broadband	1245	16.2	17.3			-1.1	15.6	W. Hampstead	26.5	Somers Town
Use of services										
% households on 3-7 systems	5732	62.0	73.7			-11.7	53.5	Fitzrovia	79.6	Dartmouth Park
% households on 8 or more systems	425	4.6	7.4			-2.8	0.7	Highgate Hill	20.4	Somers Town
% citizens on 3-7 systems	4989	30.6	34.2			-3.6	15.5	Fitzrovia	60.2	Somers Town
% citizens on 8 or more systems	3	0.0	0.021			0.0	0.0		0.06	Holborn
% disabled people using accessible transport	2749	16.9	16.3			0.5	13.6	Euston	25.7	Highgate Hill
% older people using OPFP (Old Persons Freedom Pass)	2254	86.8	84.3			2.5	76.3	Gospel Oak	89.6	P'mnt Hill & Heath
% disabled people using DPFB (Disabled Persons Freedom Pass)	346	16.8	19.4			-2.6	2.4	Highgate Hill	25.6	Camden NT
% disabled people using Blue Badges	446	21.6	19.1			2.6	13.8	Bloomsbury	31.1	Highgate Hill
% adults on council's Adult Social Care system	1935	14.8	16.8			-2.0	7.6	Highgate Hill	30.1	Somers Town
% children on council's Child Social Care system	1052	32.7	40.7			-8.0	9.1	Highgate Hill	73.5	Holborn
% people with library accounts	10651	65.4	47.1			18.2	33.7	Camden NT	60.3	Gospel Oak
% under 5s registered with Early Years	807	64.6	79.0			-14.3	40.9	Highgate Hill	100.0	Camden NT

# Community buildings



- |                          |  |
|--------------------------|--|
| Children's centre        | Primary school                           |
| Community centre         | Special school                           |
| Day centre               | Secondary school                         |
| GP surgery               | Nursery school                           |
| Hall for hire            | Independent school                       |
| Further/higher education | Job centre                               |
| Library                  | Police station                           |
| Market                   | Fire station                             |
| Museum                   | Citizens Advice                          |
| Pharmacist/chemist       | Leisure centre                           |
| Places of worship        | Tenants' and residents' hall/association |
| Post office              |  |



# Indices of Multiple Deprivation

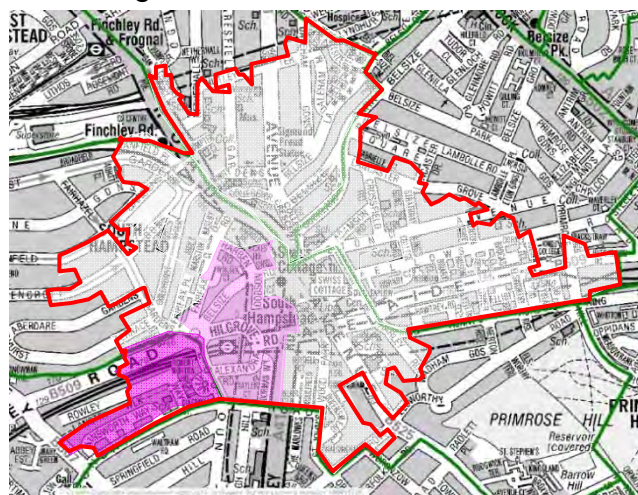
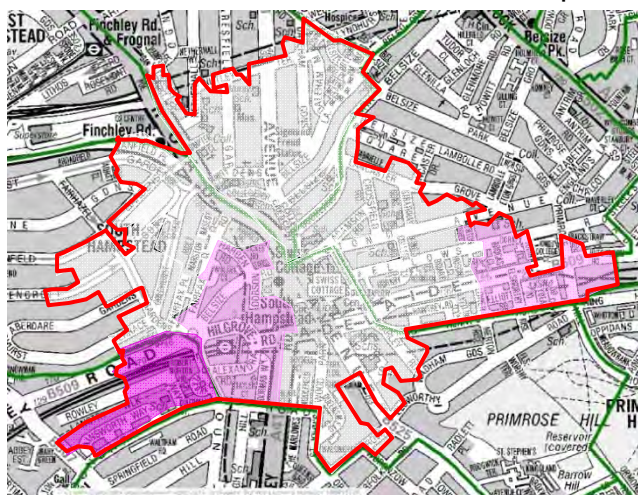
- Within 10% most deprived in England
- 10% to 20% most deprived in England

- 20% to 30% most deprived in England
- Not within most deprived 30% in England

2010

Most Deprived 30% LSOAs in England

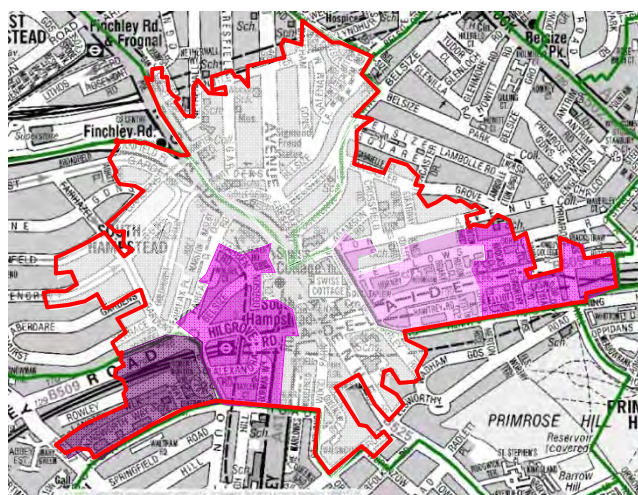
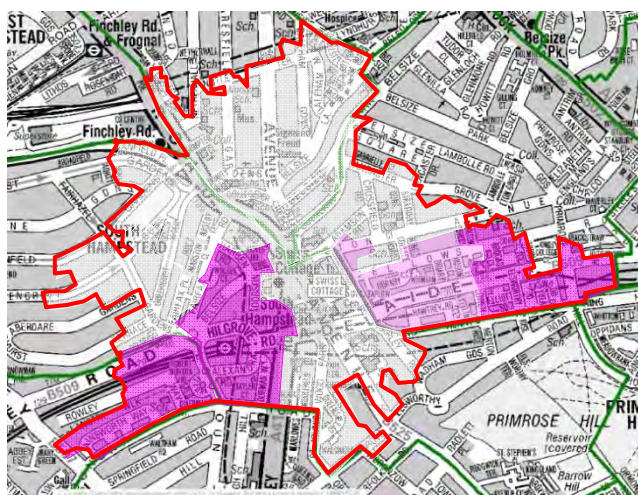
2015



2010

Income Deprivation

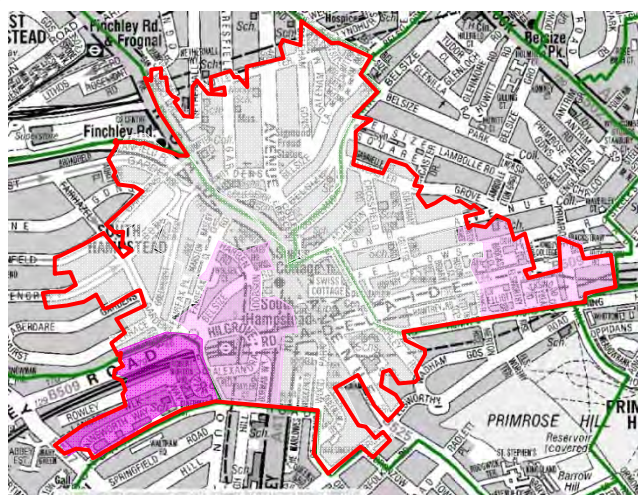
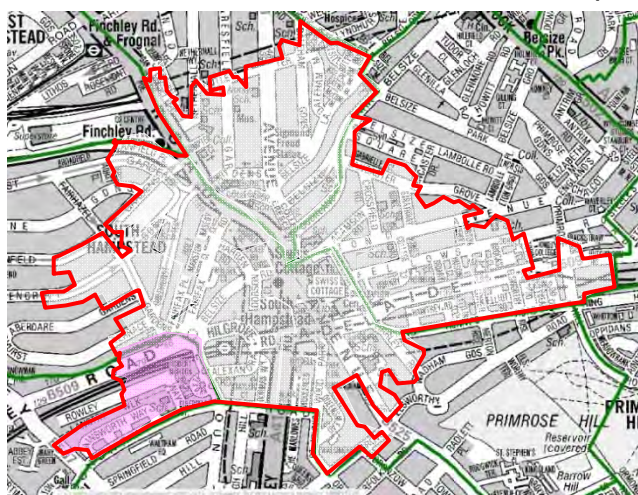
2015



2010

Employment Deprivation

2015





# Indices of Multiple Deprivation

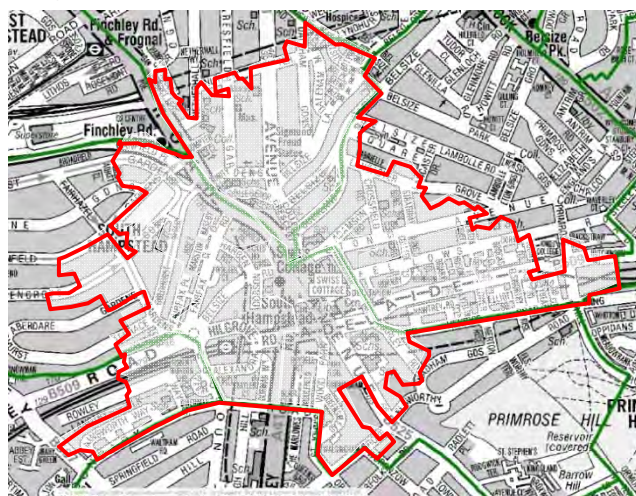
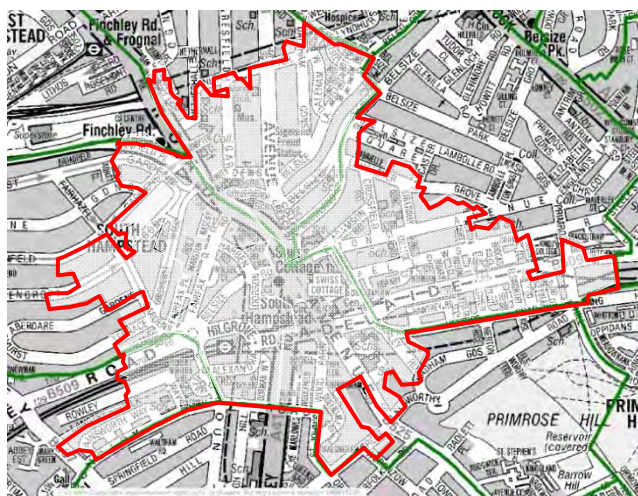
- Within 10% most deprived in England
- 10% to 20% most deprived in England

- 20% to 30% most deprived in England
- Not within most deprived 30% in England

2010

Education, Skills and Training Deprivation

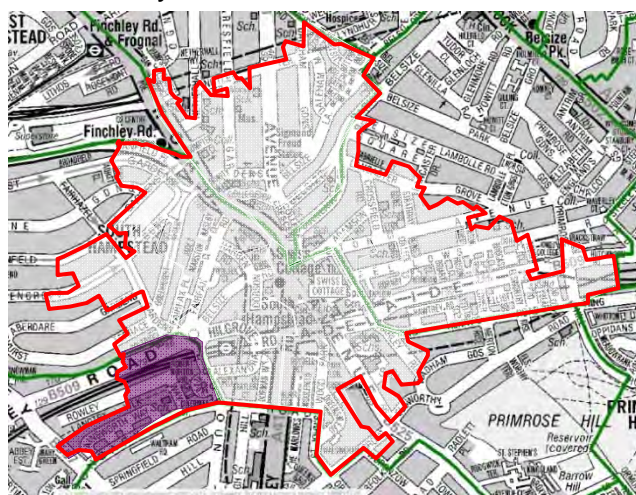
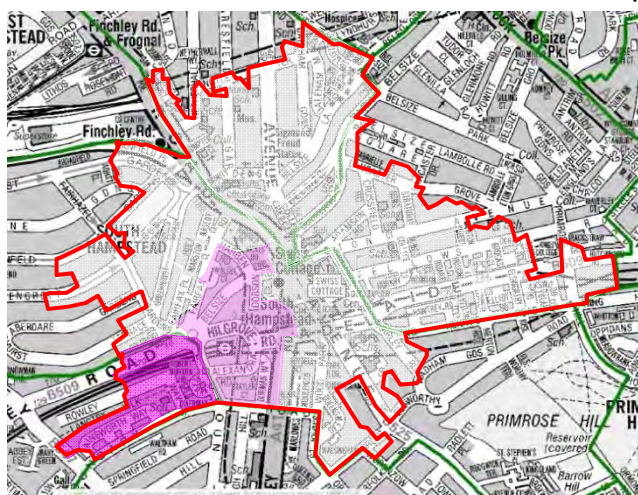
2015



2010

Health Deprivation and Disability

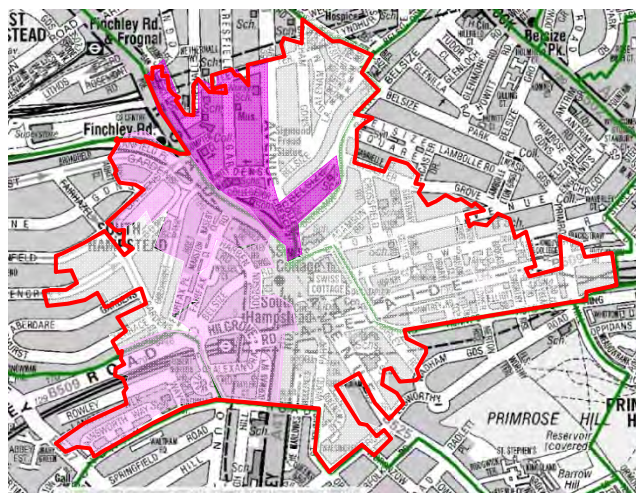
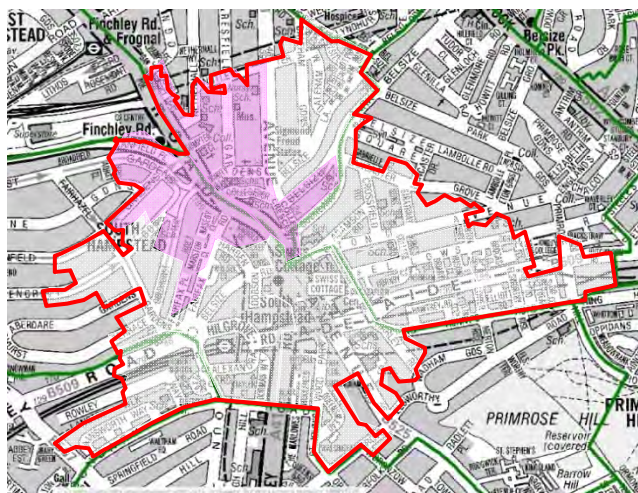
2015



2010

Crime & Disorder Deprivation

2015





# Indices of Multiple Deprivation

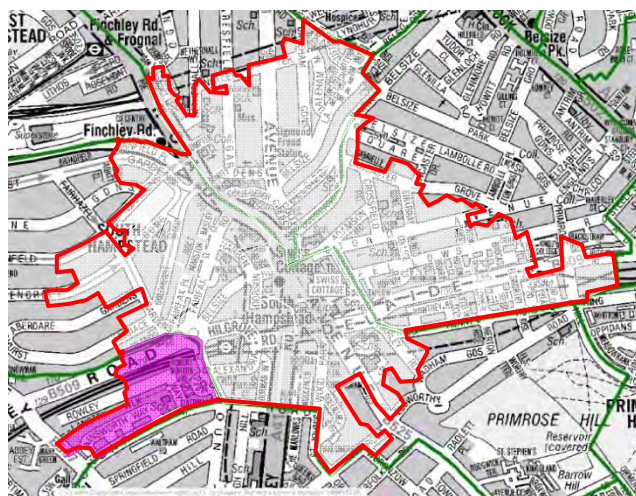
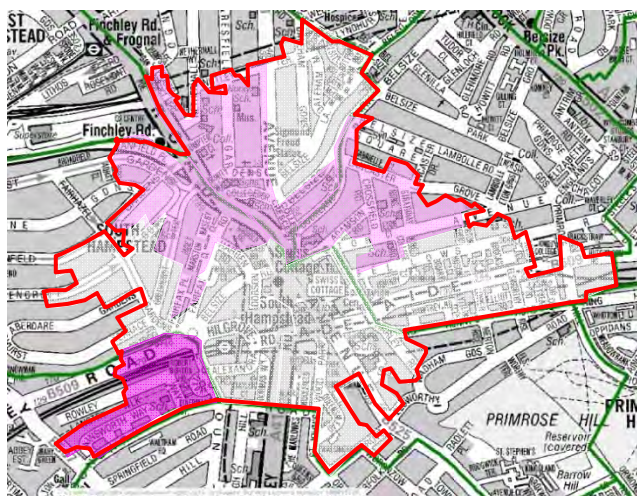
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2010

Barriers to Housing and Services Deprivation

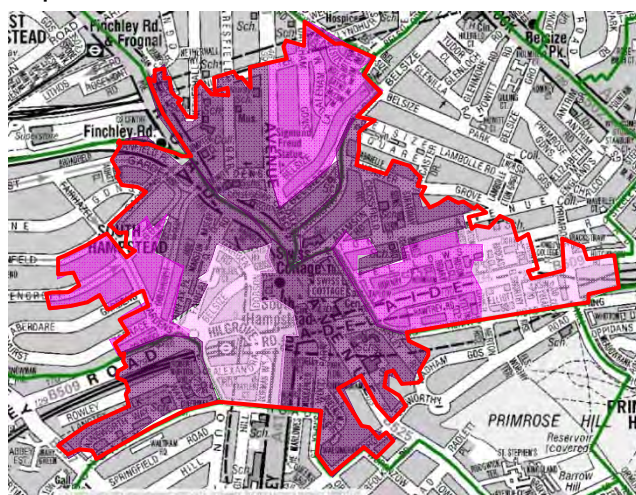
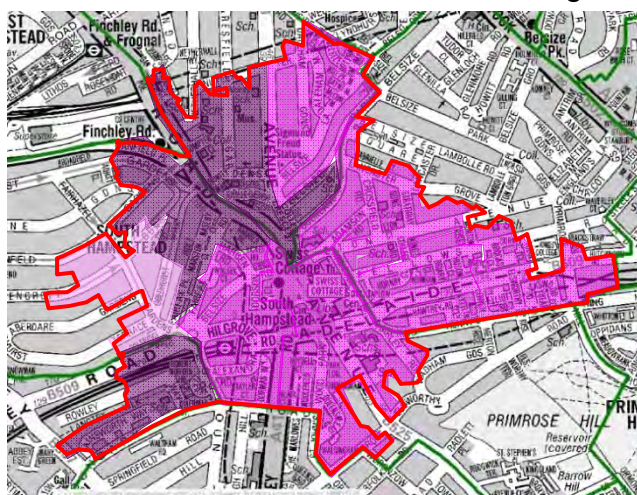
2015



2010

Living Environment Deprivation

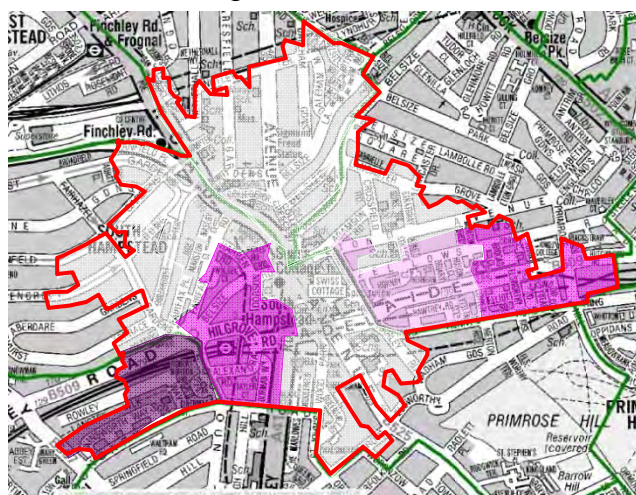
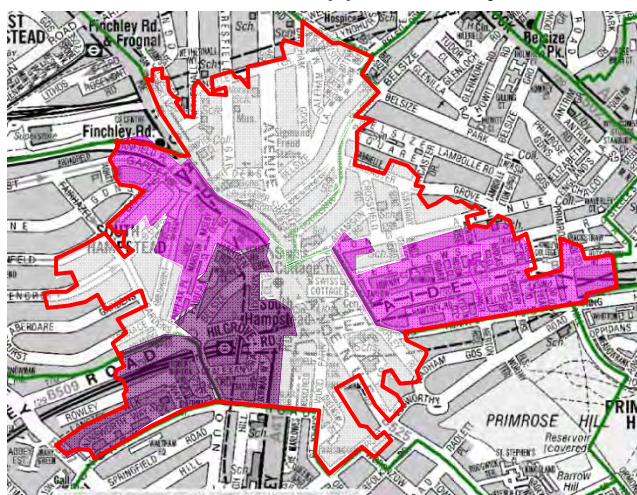
2015



2010

Supplementary index: Income Deprivation Affecting Children

2015





# Indices of Multiple Deprivation

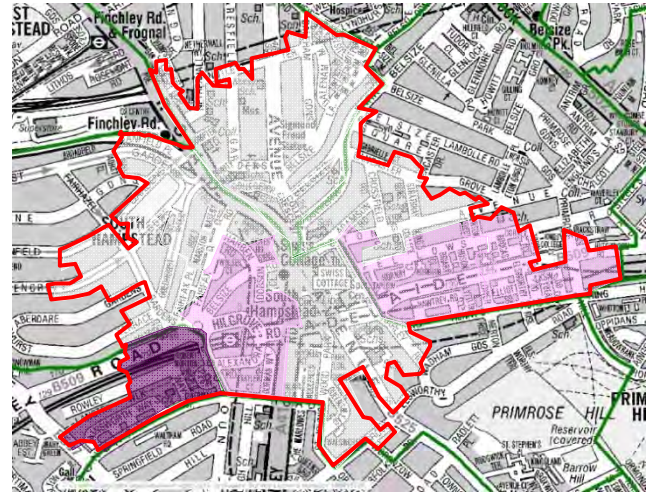
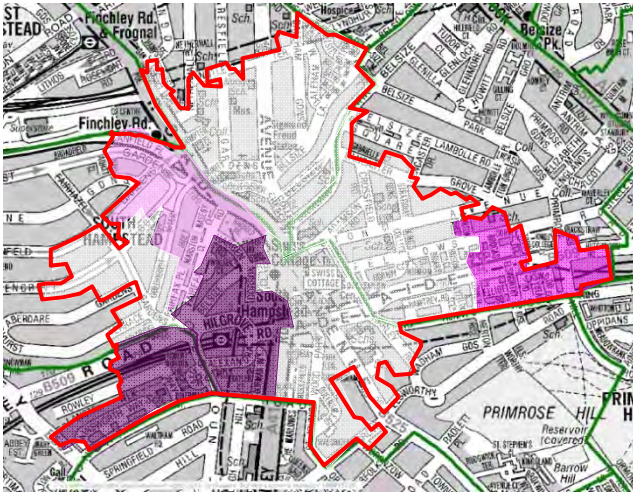
- Within 10% most deprived in England
- 10% to 20% most deprived in England

- 20% to 30% most deprived in England
- Not within most deprived 30% in England

2010

Supplementary index: Income Deprivation Affecting Older People

2015



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# IMD: technical information

## 7 domains of deprivation: weighting

Supplementary index  
Income deprivation  
affecting children



Income  
22.5%



Employment  
22.5%



Education  
13.5%



Health & disability  
13.5%



Crime  
9.3%



Barriers to  
housing and  
services  
9.3%



Living  
environment  
9.3%

Supplementary index  
Income deprivation  
affecting older people

## Technical definitions

### Income domain

- Adults and children in income support families
- Adults and children in income based Jobseeker's Allowance families
- Adults and children in Pension Credit (Guarantee) families
- Adults and children in certain Child Tax Credit families
- Asylum seekers receiving subsistence/ accommodation support

### Employment domain

- Claimants of Jobseekers Allowance
- Claimants of Incapacity Benefit
- Claimants of Severe Disablement Allowance
- Claimants of Employment & Support Allowance
- Participants in New Deal for Under 25s
- Participants in New Deal for 25+
- Participants in New Deal for Lone Parents

### Education, skills & training domain

Children:

- KS2 attainment
- KS3 attainment
- KS4 attainment
- Secondary school absence
- Staying on in education
- Entry to higher education

Skills:

- Adult skills

### Health and disability domain

- Years potential life lost
- Comparative illness and disability ratio
- Acute morbidity
- Mood or anxiety disorders



## Crime domain

Recorded crime rates for the following composite indicators:

Burglary

Violence

Theft

Criminal damage

## Barriers to housing and services domain

Geographical barriers:

Road distance to a GP, supermarket or convenience store, primary school, post office

Wider barriers:

Overcrowding

Housing affordability

Homelessness

## Living environment domain

Indoors living environment:

Housing in poor condition

Housing without central heating

Outdoor living environment:

Air quality

Road traffic accidents

# Community Services

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## Careers' advice

ARC (Alexandra Resource Centre)

Doorstep Homeless Family Project

Shell Centre

The Winch

## Children's activities

Doorstep Homeless Family Project

Pantha Karate Club

Sunshine Play Group

Swiss Cottage Central Library

Swiss Cottage Community Centre

Swiss Cottage Leisure Centre

The Winch

## Community Centre

Swiss Cottage Community Centre

## Cultural services

Embassy Theatre

Freud Museum

Hampstead Theatre

Newhart Pictures Ltd

Swiss Cottage Community Centre

## Drugs and alcohol advice

Daleham Gardens Medical Centre

## English language classes

Shell Centre

## Exercise classes

Swiss Cottage Leisure Centre

## Family support

Anna Freud Centre

Swiss Cottage School

## Further/Adult Education

Royal Central School of Speech and Drama

## Healthcare

Adelaide Medical Centre

Daleham Gardens Health Centre

Family Nurse Partnership

Swiss Cottage Surgery

## Homecare services

Central and Cecil Residential Care Home

SPH Domiciliary Care and Support Service

## Higher education

Royal Central School of Speech and Drama

## Learning disabilities services

Swiss Cottage School

## Library services

Swiss Cottage Library

### **Mental health services**

Anna Freud Centre

Crossfield Centre

St Mungo`s Hostel

The Portman Clinic

### **Nursery care**

Broadhurst School

North Bridge House Nursery School

Phoenix School

Ready Steady Go

Swiss Cottage Community Centre

### **Over 60s' activities and services**

Swiss Cottage Community Centre

Swiss Cottage Leisure Centre

### **Pharmacy**

Boots

Chalkgate Ltd

Ipsa Pharmacy

Superdrug's

### **Post Office**

Swiss Cottage Branch Post Office

### **Primary School**

Swiss Cottage School

Holy Trinity Church of England Primary School

### **Training courses**

Anna Freud Centre

MAC-UK

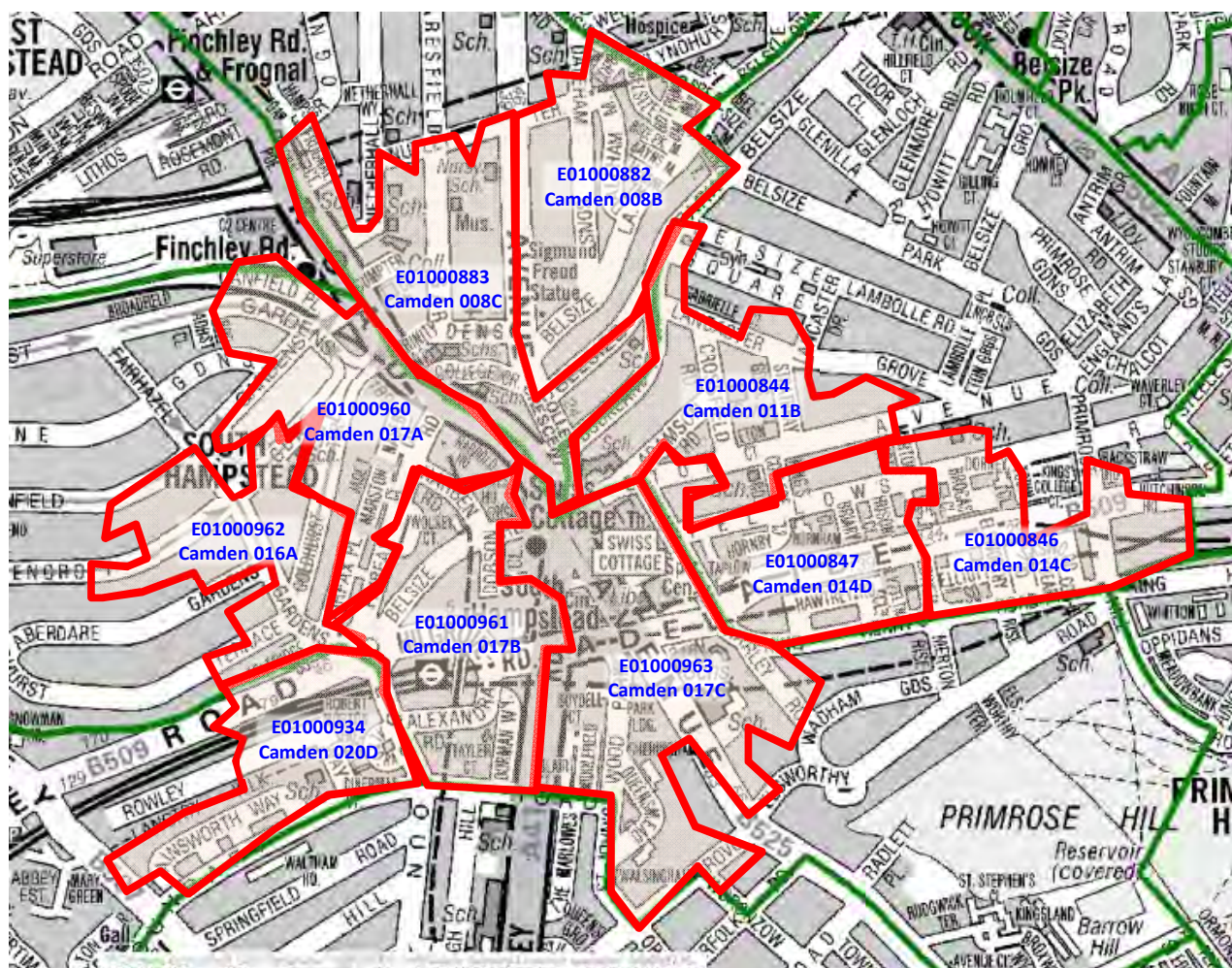
Swiss Cottage School

The Tavistock Centre

### **Youth club**

The Winch Youth Club

# Appendix: Lower Super Output Areas



LSOA code	LSOA name
E01000844	Camden 011B
E01000846	Camden 014C
E01000847	Camden 014D
E01000882	Camden 008B
E01000883	Camden 008C
E01000934	Camden 020D
E01000960	Camden 017A
E01000961	Camden 017B
E01000962	Camden 016A
E01000963	Camden 017C

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