

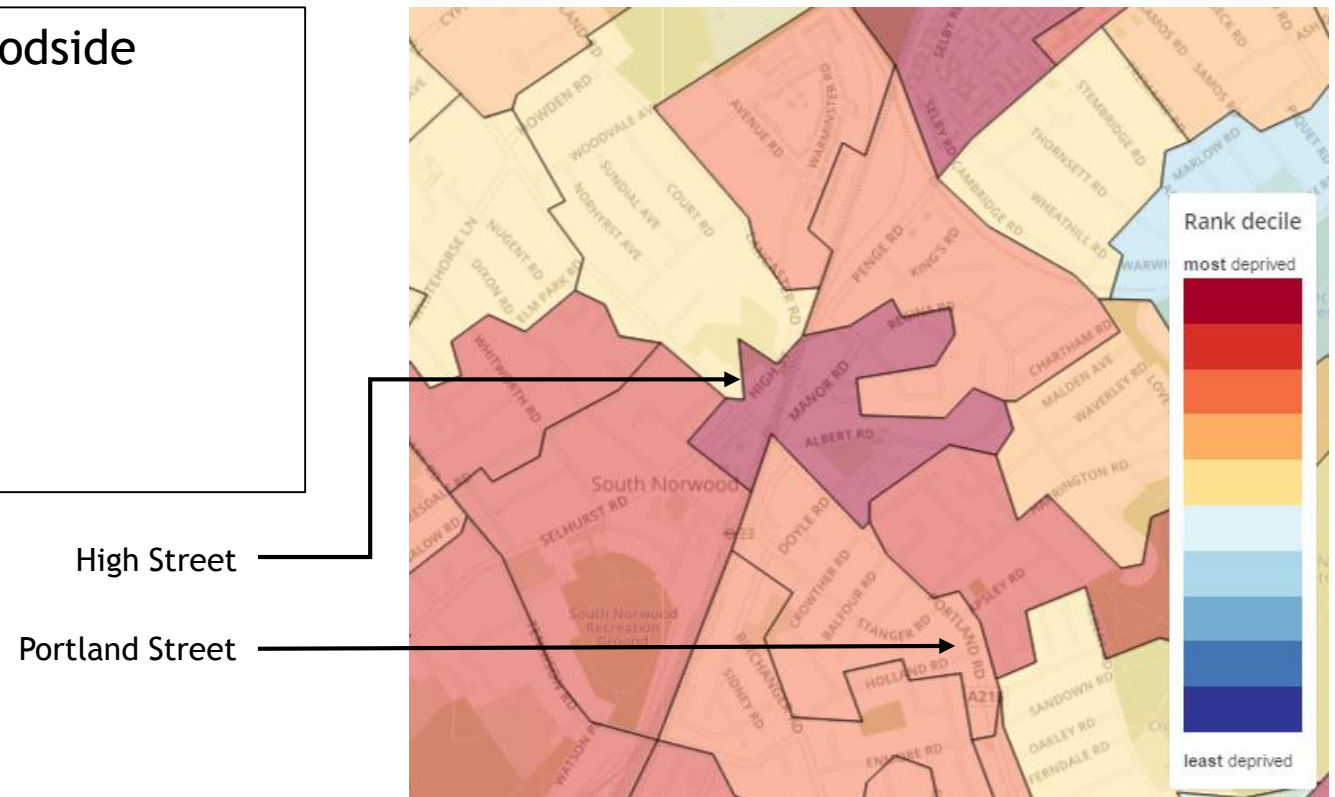
# People for Portland Road Location Profile

Community Economic Development Programme

# Introduction

The People for Portland Road Location Profile uses South Norwood, Selhurst and Woodside wards as the geographical areas, in which we can access data and statistics about the community area.

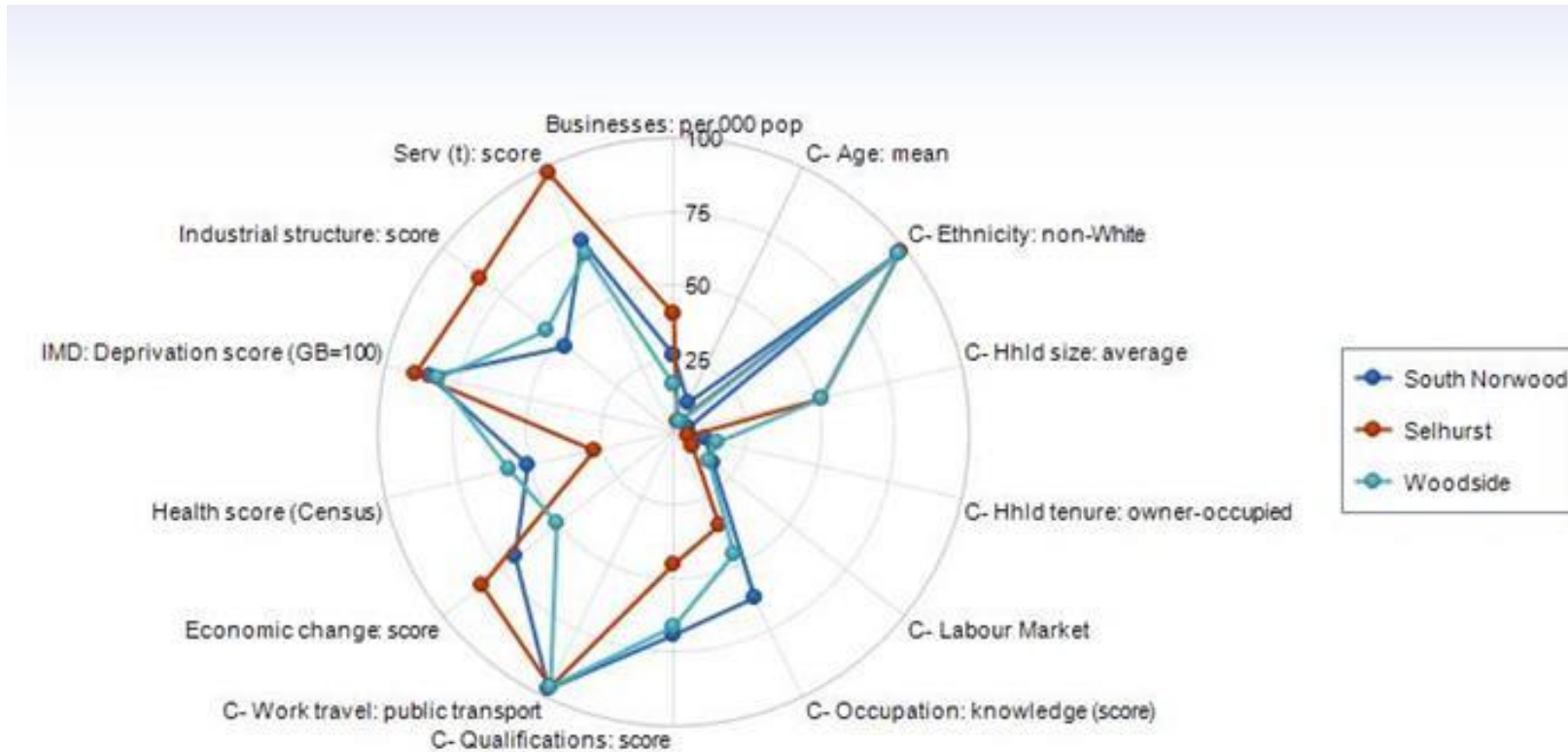
- **Wards:** South Norwood, Selhurst and Woodside
- **Local Authority:** Croydon
- **Region:** London
- **Sources:**



Source: Open Data Communities (2010)

# Overview of the community area

We can provide an overview of the community area by using a series of key indicators that score an area against the average for the country in order to provide an illustration of the wards' relative strengths and weaknesses.



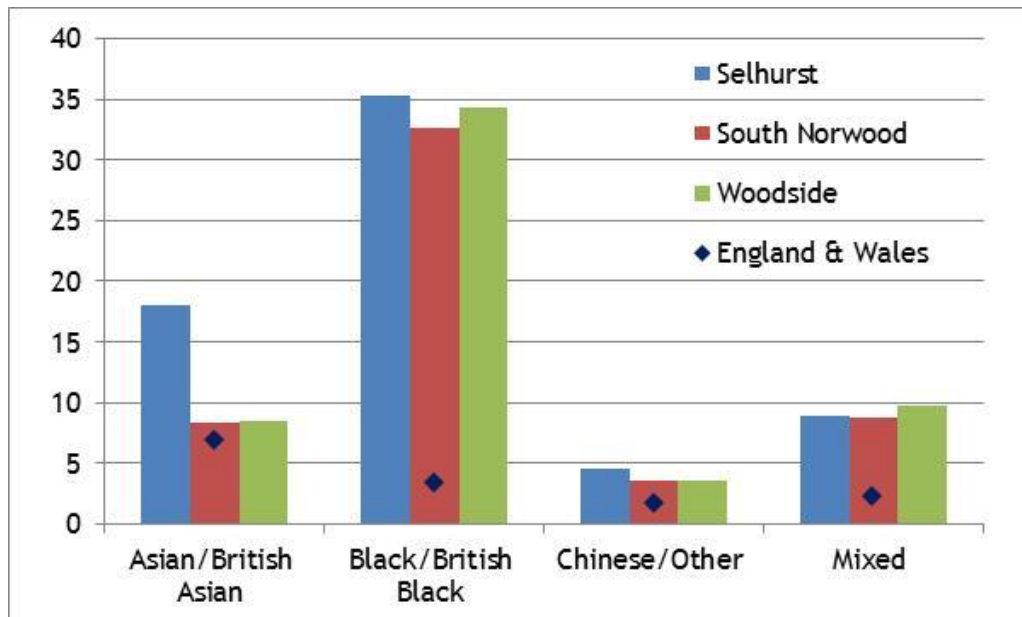
- The areas with a large shape score highly by national standards and areas with a small shape score poorly. A higher score suggests greater/ superior levels of each self-reported indicator.
- All scores have been indexed to the national figure.

Source: Census (2011)

# Demographics - Ethnicity

We can look at the population of the community area by ethnicity and age - giving us an overall picture of who lives in the neighbourhood

Non-white ethnicity as a proportion of total population at ward level, compared to England & Wales (%)



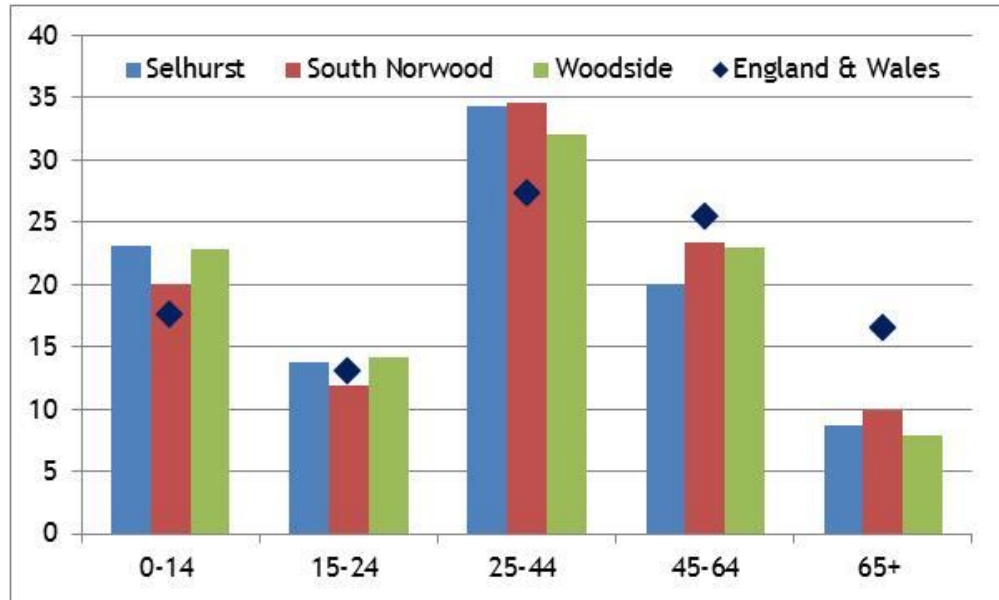
Source: Census (2011)

	Asian/British Asian	Black/British Black	Chinese/Other	Mixed	non-White	White
<b>Selhurst</b>	<b>17.99</b>	<b>35.32</b>	<b>4.57</b>	<b>8.86</b>	<b>65.65</b>	<b>34.35</b>
<b>South Norwood</b>	<b>8.38</b>	<b>32.66</b>	<b>3.58</b>	<b>8.72</b>	<b>52.3</b>	<b>47.7</b>
<b>Woodside</b>	<b>8.49</b>	<b>34.25</b>	<b>3.63</b>	<b>9.74</b>	<b>55.13</b>	<b>44.87</b>
Croydon	15.33	20.16	2.84	6.58	44.91	55.09
London South	11.17	9.13	2.78	4.56	27.64	72.36
London	16.97	13.32	4.96	4.96	40.21	59.79
England & Wales	6.81	3.33	1.71	2.18	14.03	85.97

- All wards can be seen to have a high non-white population when compared to the national level, particularly with Black and British Black ethnicities.

# Demographics - Age

Age as a proportion of total population at ward level, compared to England & Wales (%)



Source: Census (2011)

- A dependency ratio of 0.33 (e.g. Selhurst ward) reflects that 1 in 3 of the population are dependent on the working age population.

	0-14	15-24	25-44	45-64	65+	Dependency ratio	Mean
Selhurst	23.12	13.81	34.35	20.06	8.66	0.33	33
South Norwood	20.09	11.97	34.66	23.37	9.9	0.31	35.4
Woodside	22.91	14.2	32.05	22.98	7.87	0.32	33.3
Croydon	20.42	12.98	30.31	24.08	12.21	0.51	36.35
London South	18.92	11.9	31.25	24.28	13.65	0.57	37.72
London	18.73	13.48	35.53	21.2	11.07	0.45	35.6
England & Wales	17.64	13.1	27.38	25.44	16.45	0.35	39.4

## Definitions

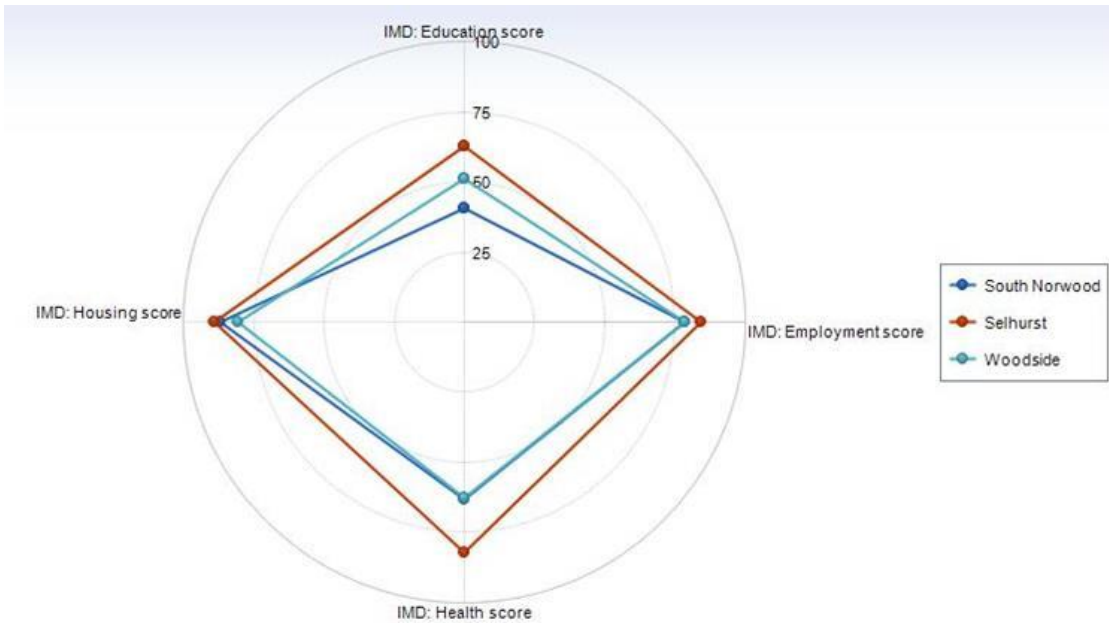
*Dependency ratio* reflects the proportion of the population dependent on the working population

*Labour market* denotes the proportion of working age resident population who are in employment

# Social indicators

Deprivation indicators are presented below which intend to highlight the characteristics of the people that live in the community area.

Deprivation indicators at ward level relative to the national average percentile (50)



Source: Census (2011)

Four dimensions of deprivation based on selected household characteristics:

- Employment
- Education
- Health and Disability
- Housing

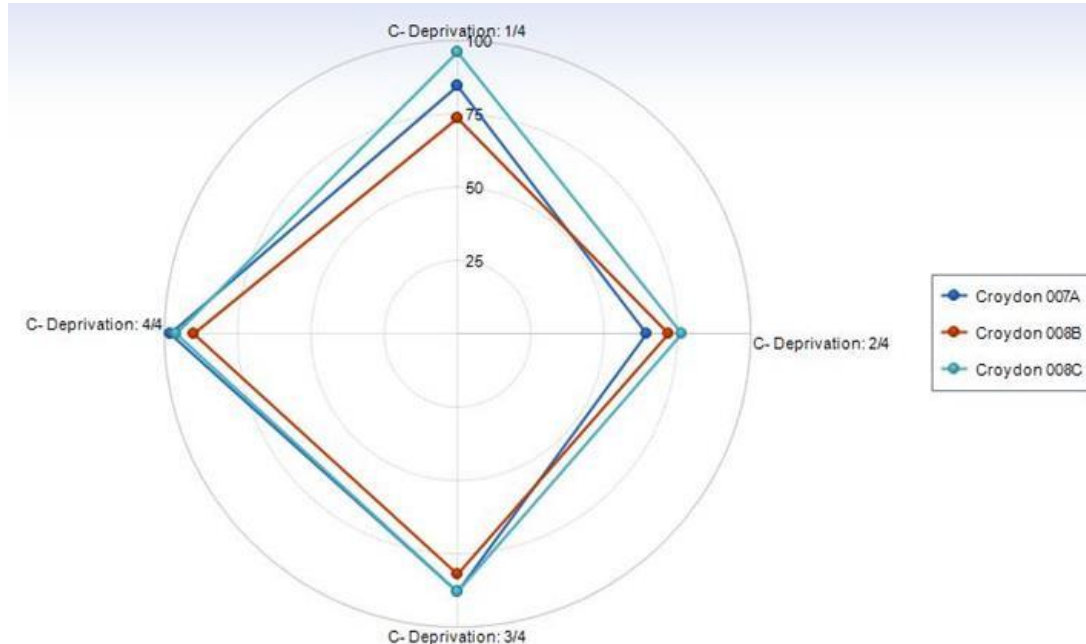
A household is classified as being deprived in one to four of these dimensions in any combination.

- Data uses IMD scores (2015) measuring overall relative deprivation. The larger the score, the more deprived the area.
- South Norwood ward least deprived in terms of education and Selhurst ward can be seen to be most deprived overall.

# Social indicators continued...

Deprivation indicators are presented below which intend to highlight the characteristics of the people that live in LSOAs identified as the most deprived areas of South Norwood ward.

Deprivation indicators at LSOA level relative to the national average percentile (50)



Source: Census (2011)

Four dimensions of deprivation based on selected household characteristics:

1. Employment
2. Education
3. Health and Disability
4. Housing

A household is classified as being deprived in one to four of these dimensions in any combination.

- The areas with a large shape score highly by national standards and areas with a small shape score poorly
- As can be seen, all deprived areas within South Norwood ward (bordering Portland Road) score highly in terms of deprivation.

# Businesses

The state of the business base in the local area gives an indication of the vitality of the local economy, as well as an insight into the levels of entrepreneurship in the community.

Business indicators at ward level relative to the national average percentile (50)



	South Norwood	Selhurst	Woodside
Business size: average (emp/bus)	29.02	73.21	13.84
Business size: large	50.07	84.97	0
Business size: micro	78.48	40.79	88.54
Business size: SME	21.14	55.2	12.36
Businesses: per 000 pop (no.)	26.7	40.71	16.87
Self-employment rate	44.33	23.51	29.92
Employ: large bus	58.36	86.25	0
Employ: micro bus	62.66	27.05	87.16
Employ: SME	37.78	17.01	43.54

## Definitions

*Business size: large* - the proportion of businesses that employ 250+ people

*Business size: micro* - the proportion of businesses that employ 9, or fewer, people

*Business size: Small and medium enterprises (SME)* - the proportion of businesses that employ 10-249 people

Source: Census (2011)



# Labour Market

There are a number of statistics associated with the labour market for an area, specifically looking at the levels of employment and unemployment in Croydon.

Employment statistics at ward level as a proportion of the working age resident population (%)



	Employment: Full Time	Employment : Part Time	Labour Market	Unemployment	Long term unemployment	Unemp: rate (CC)
<b>Selhurst</b>	<b>48.26</b>	<b>19.34</b>	<b>64.03</b>	<b>7.89</b>	<b>21.49</b>	<b>2.8</b>
<b>South Norwood</b>	<b>53.42</b>	<b>18.82</b>	<b>69.36</b>	<b>8.1</b>	<b>24.36</b>	<b>3</b>
<b>Woodside</b>	<b>52.12</b>	<b>19.87</b>	<b>68.6</b>	<b>8.05</b>	<b>21.96</b>	<b>2.5</b>
Croydon	54.6	20.26	71.74	6.28	29.26	1.4
London South	58.54	20.5	76.09	4.77	26.79	1.07
London	54.39	18.75	69.82	5.83	27.08	1.5
England & Wales	54.43	22.34	73.65	5.21		

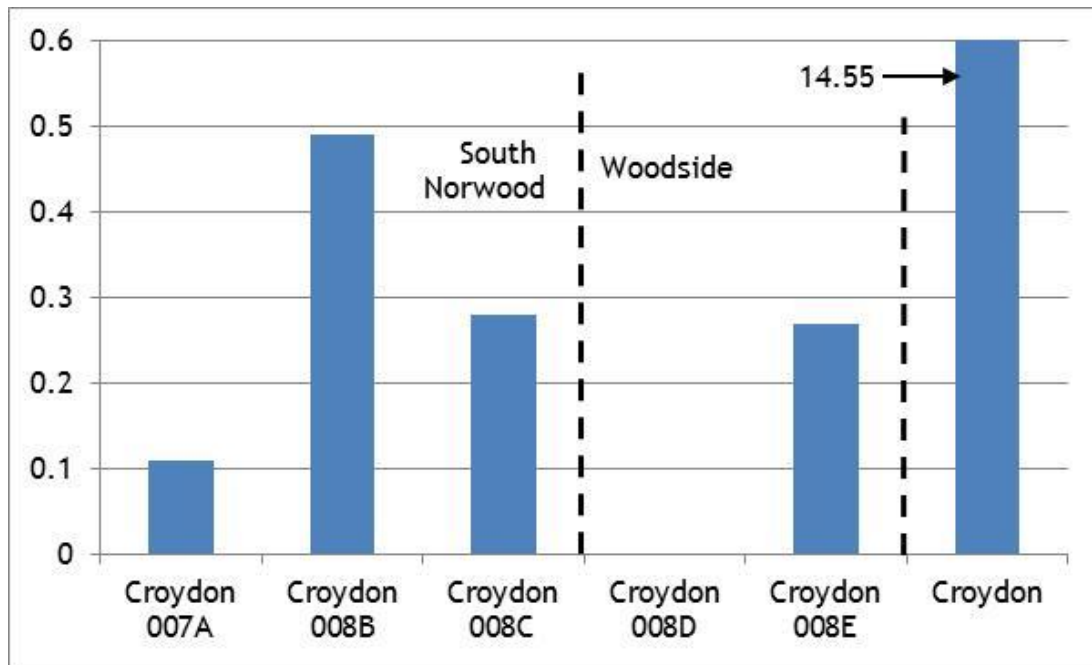
- South Norwood has the highest proportion of population active in the labour market, but also has highest unemployment statistics.

Source: Census (2011)

# Labour Market continued...

We can also look at the employment sectors to better understand the industrial structure of the Croydon area at LSOA level. In particular, retail statistics are indicative of the level of business on the high streets.

Selected employment sectors at LSOA level as a proportion of employment, compared to the district level (%)



Source: Census (2011)

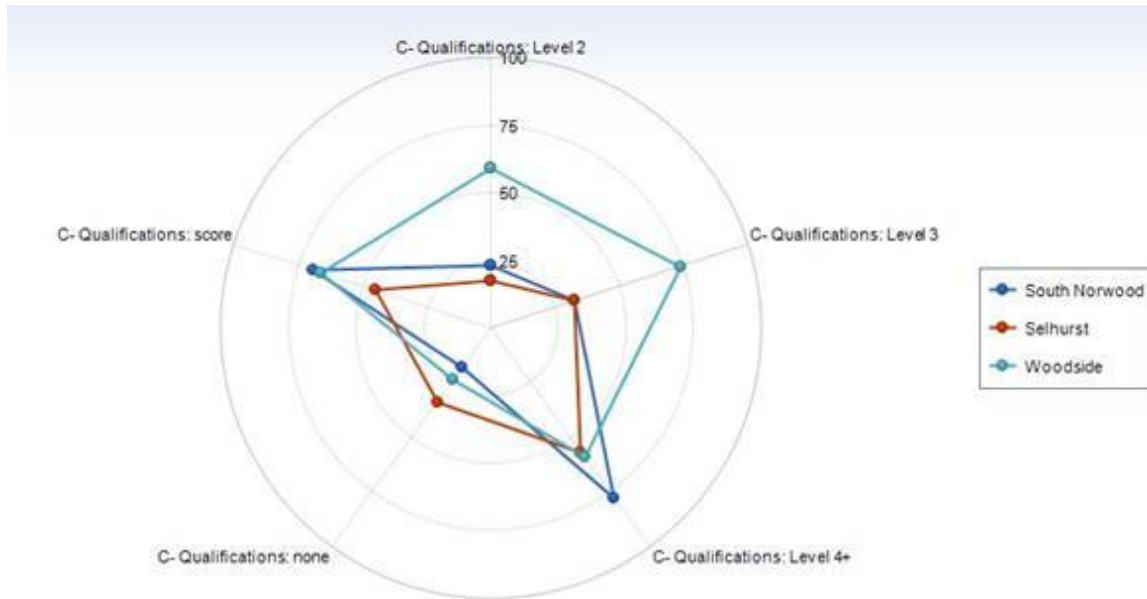
	Wholesale & retail
Croydon 007A	0.11
Croydon 008B	0.49
Croydon 008C	0.28
<b>South Norwood</b>	<b>0.19</b>
Croydon 008D	0
Croydon 008E	0.27
<b>Woodside</b>	<b>0.23</b>
Croydon	14.55
London South	13.29
London	13.06

- All deprived LSOAs within the area of Portland Road can be seen to be performing relatively poorly in the wholesale and retail sectors as a result of over a third of the local shops having closed.

# Skills and Qualifications

We can use data on qualification attainment to look at the skills of the people who are living in the community area.

Skills and qualifications at ward level relative to national average percentile (50)



	South Norwood	Selhurst	Woodside
Level 2	23.28	17.74	59.44
Level 3	32.85	33.1	73.77
Level 4+	77.68	56.96	59.24
None	18.16	34.26	24.05
Score	69.14	45.19	66.3

- South Norwood can be seen to score the highest in terms of qualification levels, with Selhurst ward faring the worst.

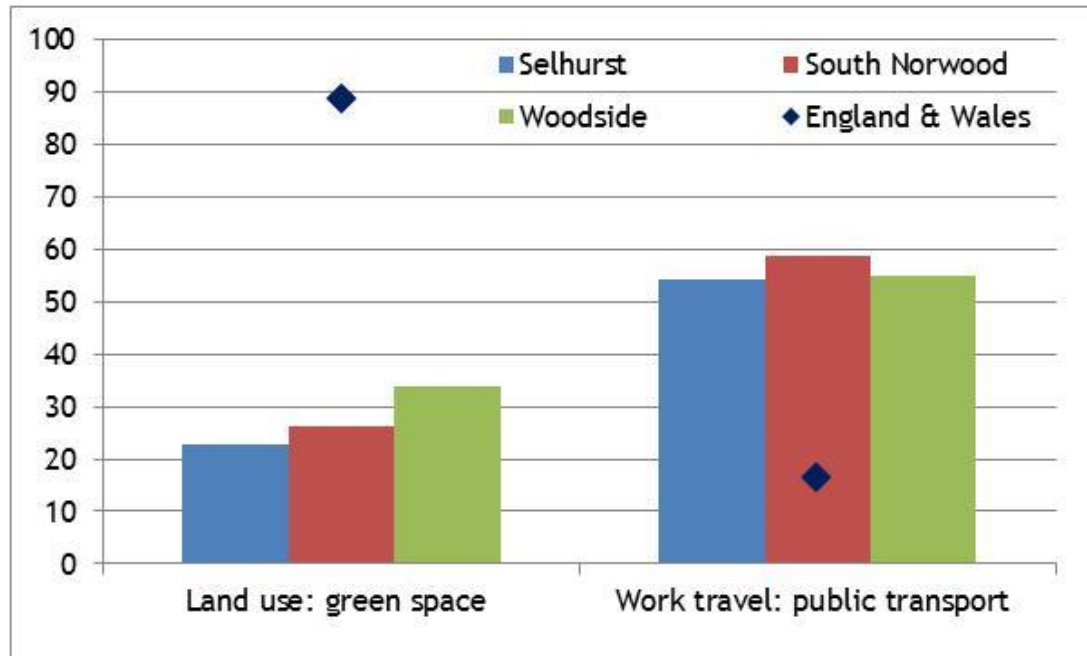
Source: Census (2011)

The areas with a large shape score highly by national standards and areas with a small shape score poorly

# Environment

There are a handful of datasets that give an indication of the environmental performance of the area. These comprise of the use of land and public transport in the locality.

Environmental indicators at ward level compared to England & Wales (% of total area or population)



Source: Census (2011)

	Land use: green	Work travel: public transport
Selhurst	22.69	54.16
South Norwood	26.27	58.75
Woodside	33.68	54.84
Croydon	39.1	45.56
London South	48.14	42.43
London	41.34	49.93
England & Wales	88.71	16.4

## Definitions

*Land use: green space (2005)* - The proportion of the total area identified that is 'green space'. The Greenspace category covers a wide range of land use including formal parks and gardens, woodland, recreational ground, agricultural land and amenity greenspace.

*Work travel: public transport (2011)* - The proportion of the resident population aged between 16 and 74 who travel to work by using the Underground, (metro, light rail or Tram), Train, Bus, Mini-Bus or Coach.

# Relevant projects

A list of nearby projects in order to see what has been done so far within the community area.

## Ward level: Neighborhood & Local plans

- London Road area of Broad Green, Selhurst ward, CR0 2ST, plan endorsed 29 April 2016  
<http://localtrust.org.uk/get-involved/big-local/london-road-area-of-broad-green>

## District level: Local authority led plans

- Croydon Economic Development Plan, 2013 - 2018  
<https://www.croydon.gov.uk/business/support/ecodevplan>
- East Croydon Masterplan, 2009 - 2020  
<https://www.croydon.gov.uk/sites/default/files/articles/downloads/eastcroydon-mplan.pdf>
- Croydon Unitary development plan, July 2006  
<https://www.croydon.gov.uk/sites/default/files/articles/downloads/Croydon%20Replacement%20Unitary%20Development%20Plan%20-%20saved%20policies.pdf>

## Sub-regional level: Council led or LEP led strategies

- London Enterprise Panel
  - Jobs and Growth Plan, April 2013 <https://lep.london/publication/jobs-and-growth-plan-london>
  - Growth Deal, July 2014 <https://lep.london/publication/growth-deal-london>