About Greenwich and Demography

Summary

- Greenwich is a borough which has experienced considerable change over the last 10-15 years undergoing regeneration, with areas such as the Royal Arsenal, Greenwich Peninsula, the O2, Kidbrooke and other major sites under development. This process is expected to create nearly 50,000 new jobs over the next twenty years.
- Greenwich is a borough of great contrasts, shaped by a history of social and economic change, industrial decline, unemployment and migration. Within Greenwich areas of considerable affluence lie alongside areas of significant deprivation.
- The Department for Communities and Local Government (DCLG) Indices of Multiple Deprivation (IMD 2010) ranks Greenwich as the 19th most deprived Local Authority in England.
- 64 (45%) of Greenwich’s 143 Lower Super Output Areas (LSOAs) are within the 20% most deprived nationally on the overall Indices of Multiple Deprivation; 25 (17%) are within the 10% most deprived and 5 (3.5%) are in the 5% most deprived.
- The Royal Borough of Greenwich lies on the south bank of the Thames. Neighbouring boroughs are Lewisham to the west, Bexley to the east and Bromley to the south. It has approximately eight miles of river frontage, and significant areas of green and open space (approximately 15% of the total area).
- Areas of greater deprivation are located mainly in the north and east of the Royal Borough but there are areas of higher deprivation across the whole of Greenwich.
- Greenwich is strategically located at the ‘entrance’ to the Thames Gateway growth area. The continued regeneration of the Borough is key to the realisation of the Greenwich Strategy vision. Progress has been made, and further progress is underway.
- As one of the five host boroughs of the 2012 Olympic and Paralympic Games, Greenwich is well-placed to benefit from the legacy potential of these events, providing opportunities to deliver lasting benefits for residents in terms of local employment, new sports facilities, and environmental improvements.
- The ONS 2011 Census estimates that there are 254,557 people living in the Royal Borough, an increase of 40,310 (18.8%) since the 2001 Census; 50.4% of residents are female and 49.6% male.
- In 2012, there were approximately 276,087 people registered with Greenwich GPs; 95% of these are Greenwich residents. 5% of Greenwich’s registered population reside in neighbouring boroughs. Similarly some Greenwich residents (10.1%) will be registered with GPs elsewhere, most commonly in Bexley and Lewisham. This means that most Greenwich residents (89.9%) are registered with Greenwich GPs.
- Greater London Authority population projections show a 2012 predicted growth rate of 2.7%. The Office for National Statistics estimates a 2.5% increase in population in 2011 and there was a fall in the GP registered population of less than 0.6% in 2012, (mainly due to list cleaning rather than actual population change. For planning purposes it seems prudent to use 1.4% for 2013/14, 1.9% for 2014/15 and 1.9% for 2015/16.
- The turnover rate for Greenwich residents was 160/1,000 in 2011, lower than in 2008/9 when the rate was 178/1,000. Greenwich has the lowest turnover rate of all

Deprivation Comparators. It is also lower than the average London Borough (183/1,000).

- The 2011 Census population estimates show that 68% of Greenwich’s population (173,047), are estimated to be of working age (between 16 - 64 years), while 21.8% (55,394) are under the age of 16, and 10.3% (26,116) are aged 65 and over.

- Greenwich has a greater proportion of children and young people under the age of 19 than London and Deprivation Comparators, and higher than the Deprivation Comparators percentage of population aged 45+ males, with fewer females aged 45+.

- The White ethnic group accounts for the largest aggregated ethnic population in the Borough at 62.5%. Of this, the White British population account for 52.3% of the total population, with 47.7% registered under the Black and Minority Ethnic (BME) group category.

- Of the BME population, Black Africans account for 13.8% (of the total population) with 35,164 recorded as living within the Borough on Census day 2011, whilst Other White accounts for the next largest proportion with 21,151 people (8.3%).

- 27,017 African residents live within Greenwich of which 13,013 were born in Nigeria, accounting for 48.2% of the African-born population. This figure marks a 227.9% increase compared to the 2001 Census (from 3,969). The Nigerian population accounts for 5.1% of the total population.

- A significant population of the White Other ethnic group are attributable to in-migrants arriving from the Accession 8 (A8) nations of Eastern Europe. According to the 2011 Census 8,938 residents were born in A8 countries with 2,441 born in Poland and 1,979 born in Lithuania – 11.5% and 9.4% of the White Other ethnic group respectively.

- The social segmentation map of Greenwich shows that the North East of the Borough is predominantly inhabited by people fitting into the category 'Lower income workers (living) in urban terraces in often diverse areas'. The South and West of Greenwich are generally less deprived with the West accommodating large numbers of people classifiable as 'Young well-educated city dwellers' while the South has a sizable contingent of 'Middle income families in moderate suburban semis' and 'Wealthy people living in the most sought after neighbourhoods'.

- In this report inequalities in health outcomes and uptake of services are explored chiefly along the lines of deprivation and gender, with additional evidence presented around health issues experienced by the older population and maternal and child health. Under the Equality Act (2010) an increased number of groups are legally protected from discrimination and all public bodies are required to demonstrably seek to improve equality of opportunity and encourage good relations for these groups.

About Greenwich

The Story of Place
Greenwich is a borough which has experienced considerable change over the last 10-15 years undergoing regeneration, with areas such as the Royal Arsenal, Greenwich Peninsula, the O2, Kidbrooke and other major sites under development. This process is expected to create nearly 50,000 (an estimated 49,432\(^1\)) new jobs over the next twenty years. Greenwich was a host borough for the 2012 Olympic and Paralympic Games, providing venues at Greenwich Park, North Greenwich Arena (the O2) and Royal Artillery Barracks. As part of the Diamond Jubilee Year celebrations in 2012, Greenwich was given Royal Borough status.

Despite all of this, Greenwich remains a borough of great contrasts, shaped by a history of social and economic change, industrial decline, unemployment and migration. Within the Royal Borough, alongside areas of considerable affluence lie areas of significant deprivation.

The Department for Communities and Local Government (DCLG) Indices of Deprivation (ID 2010) ranks Greenwich as the 19th\(^2\) most deprived Local Authority (LA) in England (out of 354 LA’s). Of Greenwich’s population, 45% of people live in the 20% most deprived neighbourhoods in England (Map 1).

Map 1: Greenwich small areas (LSOAs) by national quintile of deprivation

Source: Indices of Deprivation (2010)

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\(^1\) Based on existing planning permissions included in the London Development database (September 2012). These employment figures were calculated according to the latest “Employment Densities Guide” (2nd edition 2010, Drivers Jonas Deloitte). These employment projections do not take into account displacement of existing jobs so actual (net) jobs created may be lower.

\(^2\) ID 2010 average rank

64 of Greenwich's 143 (45%) Lower Super Output Areas (LSOAs) are within the 20% most deprived nationally on the overall Indices of Deprivation (Map 3) 25 (17%) are within the 10% most deprived and 5 (3.5%) are in the 5% most deprived;
70 of Greenwich’s 143 LSOAs (49%) are within the 20% most deprived nationally on the Income Deprivation Affecting Children Index (IDACI); and
57 of Greenwich 143 (35%) LSOAs are within the 20% most deprived nationally on the Income Deprivation Affecting Older People Index (IDAPOI).

Geography
The Royal Borough of Greenwich lies on the south bank of the Thames. Its neighbouring boroughs are Lewisham to the west, Bexley to the east and Bromley to the south. It has approximately eight miles of river frontage (the longest of any borough in London), and significant areas of green and open space (approximately 15% of the total area).

Map 2 shows the Royal Borough boundary with the river Thames to the north, and its 17 ward boundaries.

Map 2: Greenwich and its wards

Greenwich is strategically located at the ‘entrance’ to the Thames Gateway growth area. As one of the five host boroughs of the 2012 Olympic and Paralympic Games, Greenwich is well-placed.

to benefit from the legacy potential of these events, providing opportunities for the Royal Borough to deliver lasting benefits for its residents, including investing its legacy fund in maximising local employment, delivering new sports facilities for local schools, parks and housing estates, a new arts festival, securing green flag status for a number of parks and the planting of 2012 new trees.

In April 2013, NHS Greenwich Clinical Commissioning Group (GCCG) took over responsibility for the majority of the commissioning of health and healthcare services to meet the needs of both people registered with Greenwich GPs, and those unregistered though living within the Royal Borough of Greenwich boundary. The GCCG is responsible to the NHS England Local Area Team (LAT) for delivering improvements in health outcomes defined within the NHS Outcomes Framework, and for delivering on priorities set by the Secretary of State for Health under the annual mandate to NHS England. GCCG is a membership organisation comprised of all the GP practices in Greenwich, who have in turn seven elected clinical commissioners (currently six in post), one of whom is the chair of the CCG. Commissioning support is provided to the GCCG from the South London Commissioning Support Unit which provides commissioning support across the 12 London CCGs.

In addition to the healthcare services commissioned by the GCCG, NHS England will also commission some services, and the Council is taking over responsibility for public health and joint working between the NHS and other services.

The partnership group for the Royal Borough, The Greenwich Partnership (the high level group of partners across the statutory, voluntary, private and community sectors) has developed a vision for Greenwich in 2015. This is set out in the Greenwich Strategy (the sustainable community strategy). This overarching vision is underpinned by three key principles:

**Inclusion and cohesion:** we will continue to provide access to opportunities and services, allowing our residents to take advantage of the benefits of living, working, learning and visiting our Royal Borough;

**Sustainability:** our actions will meet the needs of the present without compromising the ability of future generations to meet their own needs; and

**Prosperity:** we will actively seek to make Greenwich competitive in economic terms, attracting investment and providing an environment that enables wealth to be created.

The Greenwich Strategy includes a specific sub-chapter setting out the Partnership's aspirations for a healthier Royal Borough. Key ambitions for 2015 include:

- Reducing the high numbers of early deaths experienced in some wards;
- Ensuring that people stay healthier for longer, requiring less hospital and social care services;
- Ensuring that older people have access to approximately 500 units of extra care housing; and
- Increasing the proportion of older people supported to live in their own home.

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Regeneration

The continued regeneration of the Royal Borough is key to the realisation of the Greenwich Strategy vision. Progress has been made, as outlined in the introduction and further progress is underway.

Growth Strategy

A Growth Strategy for the Royal Borough of Greenwich (2012) has been produced to provide a clear vision and strategic leadership to drive sustainable and balanced growth for the Royal Borough as a whole. It is part of the coordinated process by which the council will manage and influence investment plans, direct public sector investment and promote opportunities for Greenwich to address the underlying economic challenges. This strategy brings together the vision for regeneration, planning, property, tourism and transport.

Physical Regeneration

Major 'brownfield' development sites are located throughout the Royal Borough, for example, at Greenwich Peninsula, Woolwich Arsenal and Kidbrooke. In April 2012 four additional masterplans were adopted in areas that have been identified as providing further opportunities for growth and intensification. These four areas are:

- Charlton Riverside;
- Eltham Town Centre;
- Greenwich Peninsula West; and
- Woolwich Town Centre.

The new masterplans support strategic rather than ad-hoc development and are intended to direct investment from both the public and private sectors.

Greenwich town centre, Kidbrooke and Abbey Wood & Thamesmead already have in place Supplementary Planning Guidance (SPG) and have been identified as sites of significant opportunity which offer the potential to become vibrant places and ideal locations for sport, leisure, retail, business and housing growth.

The Council's Modernisation Programme

The Royal Borough of Greenwich's modernisation programme has focused on new ways of delivering services. Two recently opened service centres (with a third under construction) offer leisure facilities, library services, advice and payment services from town centre locations. Other elements of the programme include expanding the provision of children's centres (there are 23 now open), and the redevelopment of existing schools, including the rebuilt Crown Woods College (opened in Easter 2011) and Thomas Tallis school (opened in May 2012), with Eltham Hill, Plumstead Manor and John Roan schools all undergoing partial rebuild and substantial refurbishment.

New transport links

The new Crossrail main railway line is set to pass through the northern part of the Royal borough with stations planned at the Royal Arsenal in Woolwich and in Abbey Wood. This, along with the new Emirates Airline cable car which spans the River Thames between North

Greenwich and the Royal Docks, will complement the other major transport improvements which the Royal Borough has undergone in recent years, in particular the London Underground Jubilee line to North Greenwich and the Docklands Light Railway (DLR) extension to Woolwich Arsenal.

There are significant opportunities for economic growth linked to the Woolwich town centre and Peninsula developments, to Greenwich’s existing strength in the tourism, creative and media sectors and to the legacy potential of the 2012 Olympic and Paralympic Games.

The People of Greenwich

This section describes the following:

- Demography of the resident population in terms of age, sex, ethnicity and predicted patterns of growth and migration;
- Deprivation in Greenwich, focussing on the geography and demography of deprivation quintiles that were used to analyse health outcomes;
- Comparators for Greenwich. This Joint Strategic Needs Assessment (JSNA) compares prevalence and outcomes with boroughs of similar deprivation; with London as a whole; with England and where appropriate with international comparators;
- Social marketing segmentation of residents so that NHS Greenwich CCG (the GP commissioners) and the Royal Borough of Greenwich (RBG) can understand the nature of the resident population in more qualitative ways than age, sex and ethnicity. Understanding the preferences and likely lifestyles of groups of residents with similar profiles means that communications and services can be better tailored to the needs of specific groups in the population; and
- The new equality obligations and protected groups.

Demography

This JSNA focuses both on the residents of Greenwich and on the population of people registered with Greenwich GPs.

Resident population

The ONS 2011 Census estimates that there are 254,557 people living in the Royal Borough, an increase of 40,310 (18.8% increase) since the 2001 Census. The Census also outlines that 50.4% of the total residents living in the Royal Borough are female and 49.6% male.

Registered population

In 2012, there were approximately 276,087 people registered with Greenwich GP’s (see figure 1). 95% of them are Greenwich residents. 5% of Greenwich’s registered population reside in neighbouring boroughs. Similarly some Greenwich residents (10.1%) will be registered with GPs elsewhere, most commonly in Bexley and Lewisham. This means that most Greenwich residents (89.9%) are registered with Greenwich GP’s. The registered population may include some “ghost patients” – patients who have moved away or died without the GP’s register being updated. Systems are in place to ensure that GP lists are updated when someone dies, but in a very mobile population it is harder to track when people move out of the Royal Borough. However, recent audits run by the South East London NHS cluster team have led to significant updating of the registered population. Figures 1 and 2 show that whilst there appears to have been a slight decrease in the GP registered population, this is still significantly greater than the GLA SHLAA (Strategic Housing Land Availability Assessment) 2012 Population. It is very important to have accurate numbers of those registered by practices as it has an impact on the accuracy of health improvement targets.

Figure 2 shows a 2012 predicted growth rate of 2.7% based on Greater London Authority projections which take into account planned housing developments (GLA SHLAA). This figure has been found to be most accurate when audited. The Office for National Statistics estimates a 2.5% increase in population in 2011 and there was an actual fall in the GP registered population of less than 0.6% in 2012, though this was mainly due to list cleaning rather than actual changes in the population. For planning purposes it seems prudent to use 1.4% for 2013/14, 1.9% for 2014/15 and 1.9% for 2015/16.

Sources: GLA SHLAA Population Projections, ONS Mid-Year Estimates and GP Registered Residents

Population Turnover

The turnover rate\(^4\) for Greenwich residents was 160 per 1,000 in 2011, lower than in 2008/9 when the rate was 178/1,000\(^5\). Greenwich has the lowest turnover rate of all Deprivation Comparators (see table 1). It is also lower than the average for a London Borough, which is 183 per 1,000.

**Table 1: Population Turnover Rates, Greenwich and Deprivation Comparators**

<table>
<thead>
<tr>
<th>Borough</th>
<th>Rate per 1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenwich</td>
<td>160</td>
</tr>
<tr>
<td>Haringey</td>
<td>203</td>
</tr>
<tr>
<td>Lambeth</td>
<td>234</td>
</tr>
<tr>
<td>Lewisham</td>
<td>174</td>
</tr>
<tr>
<td>Newham</td>
<td>188</td>
</tr>
<tr>
<td>Southwark</td>
<td>214</td>
</tr>
<tr>
<td>Wandsworth</td>
<td>236</td>
</tr>
<tr>
<td><strong>London Borough Average</strong></td>
<td><strong>183</strong></td>
</tr>
</tbody>
</table>

Source: GLA Intelligence Unit (2011)

**Population**

The 2011 Census population estimates show that 68% of Greenwich’s population (173,047 people), are estimated to be of working age (between 16 and 64 years) while 55,394 (21.8%) are under the age of 16 (dependents), and 26,116 (10.3%) are aged 65 and over.

In comparison, the registered resident population contains a larger proportion of women aged 25-49 and of men aged 35-74, with fewer women aged 65+ (see figure 3 below). A higher proportion of young men and women in the registered resident population is likely to be linked to the difficulty GP practices have in keeping an up-to-date register of young and mobile patients. Interestingly, there are substantially fewer young children registered and resident in Greenwich than might be expected from the 2011 Census estimates which may be due to non-registration of children or a technical issue. More work will be undertaken by the public health team to understand this anomaly.

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\(^4\) This is calculated as the rate of in- or out-migratory moves within Greenwich per 1,000 resident population. A higher rate would imply a shorter length of stay for more residents.  
\(^5\) GLA focus on London 2010 Population and Migration  
Population comparison

Figure 4 compares Greenwich’s resident population composition to the population structure of the Deprivation Comparators and London. Greenwich has a greater proportion of children and young people under the age of 19 than London and Deprivation Comparators, and higher than the Deprivation Comparators percentage of population aged 45+ males with fewer females aged 45+. In comparison to London and the Deprivation Comparators, the percentage aged 20-40 is lower in Greenwich.

Overall, Greenwich’s population structure does not differ greatly from the population profile of London as a whole. It does, however, differ from the Deprivation Comparators’ population composition. This difference constitutes a source of bias when comparing health outcomes and mortality data for Greenwich and its Deprivation Comparators. Although rate standardisation techniques can reduce the impact of this, it is not possible to completely remove this source of bias.

Ethnicity and New Population Groups

While figure 5 shows the main ethnic groups in Greenwich, as yet GLA projected figures do not show the smaller new community groups in Greenwich. In light of this, ONS 2011 Census data has been analysed to present a more thorough overview of Greenwich’s ethnic population profile.
The White ethnic group accounts for the largest aggregated ethnic population in the Royal Borough with 62.5%. Of this however, the White British population account for 52.3% of the total population, with 47.7% registered under the Black and Minority Ethnic (BME) group category. The official 2011 ONS definition of BME populations are those who do not classify themselves as White British.

Of the BME population, Black Africans account for 13.8% (of the total population) with 35,164 recorded as living within the Royal Borough on Census day 2011, whilst Other White accounts for the next largest proportion with 21,151 people (8.3%).

27,017 African residents live within Greenwich of which 13,013 were born in Nigeria, accounting for 48.2% of the African-born population. This figure marks a 227.9% increase compared to the 2001 Census (from 3,969). The Nigerian population therefore accounts for 5.1% of the total Royal Borough population.

A significant population of the White Other ethnic group are attributable to in-migrants arriving from the Accession 8 (A8) nations of Eastern Europe. According to the 2011 Census 8,938 residents were born in A8 countries with 2,441 born in Poland and 1,979 born in Lithuania – accounting for 11.5% and 9.4% of the White Other ethnic group respectively.

Research carried out by the Royal Borough of Greenwich\(^6\) drawing on various sources including the ONS Census (2001), National Insurance Registrations (2002-2010), Greenwich Schools Census (2001-2010) and the Worker Registration Scheme (2004-2011) indicate that these are relatively young populations who are thought to have low rates of ill-health, but have (in focus groups) expressed concerns about GP services and waiting lists and were unclear on rights to health care for migrants in the UK. GCSE results for pupils from Polish and Lithuanian speaking families were significantly better than the Royal Borough average. Educational attainment is

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\(^6\) New Communities in Greenwich (2011) produced by Royal Borough of Greenwich’s Policy, Inclusion and Partnerships division.

associated with better health outcomes and is a positive indication with regards to future health demands on the Royal Borough from these groups.

According to the same research, there are approximately 4,000 people (1.7% of population) of Nepalese origin; a dramatic increase from just 160 in 2001. This constitutes one of the largest Nepalese communities in the UK. Nepalese residents are not believed to generally have high rates of ill-health (although there has been an outbreak of tuberculosis (TB) in the community, please see section 1.3 on infectious diseases) and GCSE performance for this group is also significantly better than average for the Royal Borough\textsuperscript{7}. The other community groups believed to be in excess of 3,000 in Greenwich are Somali, Chinese and Vietnamese.

**Deprivation**

The Indices of Deprivation (2010), the most common tool for examining deprivation levels in England, scores and ranks areas across 15 domains. On the ‘rank of average rank’ approach, where the average rank for the Royal Borough across all 15 domains is calculated, and boroughs are then ordered according to this score, Greenwich was the 19\textsuperscript{th} most deprived local authority in England (out of 326 Local Authorities) and 10\textsuperscript{th} most deprived in London (2010).

Alternatively, it is possible to order the boroughs by average score across the domains, in which case Greenwich has a score of 31.94 and comes out as the 28\textsuperscript{th} most deprived of the 326 and 8\textsuperscript{th} most deprived in London. Areas of greater deprivation are located mainly in the north and east of the Royal Borough but there are areas of higher deprivation across the whole of Greenwich (Map 3).

**Map 3: Greenwich small areas (LSOAs) by local deprivation quintile**

\textsuperscript{7} In 2010, Greenwich pupils from the ‘Other Asian’ ethnic group (which largely comprises Nepalese and Sri Lankan children) achieved above the borough average for 5 or more A\textsuperscript{*} to C GCSE grades (including English and Maths).

\textsuperscript{8} IMD average rank

Comparators

Our London Deprivation Comparator borough’s average Indices of Deprivation rankings are as follows:

- Haringey – 11th
- Lambeth – 14th
- Lewisham – 16th
- **Greenwich** – 19th
- Brent – 24th
- Southwark – 25th
- Hammersmith and Fulham – 31st

Like its comparators, (see figure 6) Greenwich has no LSOAs amongst the 20% least deprived nationally and less than 20% living in the next two quintiles of deprivation. 45% live in the 20% most deprived areas in the country, a higher proportion than in Lewisham, Lambeth and Southwark.

**Figure 6: Borough populations by national quintile of deprivation**

**Social Marketing Segmentation of Residents**

The social segmentation map of Greenwich (see map 4) shows that the North East of the Royal Borough is predominantly inhabited by people fitting into the 'Lower income workers (living) in urban terraces in often diverse areas' category. The South and West of Greenwich are generally less deprived with the West accommodating large numbers of people classifiable as 'Young well-educated city dwellers' while the South has a sizable contingent of 'Middle income families in moderate suburban semis' and 'Wealthy people living in the most sought after neighbourhoods'.

Dominant Mosaic Categories

The most dominant social marketing groups in Greenwich highlight the roots of our increasing health inequalities. On the one hand category G ‘young well-educated city dwellers’ (22.7%) is one of the three dominant categories. These are young well-educated city dwellers that have an active healthy lifestyle, average smoking prevalence and low long-term illness rates. On the other hand, category I ‘lower income workers in urban terraces in often diverse areas’ is the next dominant category (22.6%). This group comprise of mainly young singles and couples, who possess few qualifications. They have high smoking prevalence rates as well as high sugar and salt intake and above average long term illness rates. Category N (22.0%) is the third most dominant group. This group is typically defined as young people renting flats in high density social housing, that have very high smoking prevalence rates, high salt and sugar intake as well as a high demand on social services. All groups are likely to access information from national newspapers, whilst groups I and N respond particularly well to health service messages through texting, whilst group G utilise the internet.
Table 2: Mosaic Breakdown by Group for Greenwich

<table>
<thead>
<tr>
<th>Mosaic Public Sector 2009: Groups</th>
<th>Mid Year Population: 2011</th>
<th>% of Greenwich Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Lower income workers in urban terraces in often diverse areas</td>
<td>51391</td>
<td>22.46%</td>
</tr>
<tr>
<td>G Young, well-educated city dwellers</td>
<td>51032</td>
<td>22.30%</td>
</tr>
<tr>
<td>N Young people renting flats in high density social housing</td>
<td>48585</td>
<td>21.23%</td>
</tr>
<tr>
<td>E Middle income families living in moderate suburban semis</td>
<td>19958</td>
<td>8.72%</td>
</tr>
<tr>
<td>K Residents with sufficient incomes in right-to-buy social houses</td>
<td>14299</td>
<td>6.25%</td>
</tr>
<tr>
<td>H Couples and young singles in small modern starter homes</td>
<td>12064</td>
<td>5.27%</td>
</tr>
<tr>
<td>O Families in low-rise social housing with high levels of benefit need</td>
<td>9743</td>
<td>4.26%</td>
</tr>
<tr>
<td>C Wealthy people living in the most sought after neighbourhoods</td>
<td>6453</td>
<td>2.82%</td>
</tr>
<tr>
<td>M Elderly people reliant on state support</td>
<td>5093</td>
<td>2.23%</td>
</tr>
<tr>
<td>L Active elderly people living in pleasant retirement locations</td>
<td>3708</td>
<td>1.62%</td>
</tr>
<tr>
<td>J Owner occupiers in older-style housing in ex-industrial areas</td>
<td>2750</td>
<td>1.20%</td>
</tr>
<tr>
<td>F Couples with young children in comfortable modern housing</td>
<td>1183</td>
<td>0.52%</td>
</tr>
<tr>
<td>U Unclassified</td>
<td>1066</td>
<td>0.47%</td>
</tr>
<tr>
<td>B Residents of small and mid-sized towns with strong local roots</td>
<td>933</td>
<td>0.41%</td>
</tr>
<tr>
<td>D Successful professionals living in suburban or semi-rural homes</td>
<td>542</td>
<td>0.24%</td>
</tr>
<tr>
<td>A Residents of isolated rural communities</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>228800</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Source: Mosaic Public Sector (2011)

Table 3: Top Three Mosaic Profiles of Greenwich residents

<table>
<thead>
<tr>
<th></th>
<th>G Young, well-educated city dwellers</th>
<th>I Lower income workers in urban terraces in often diverse areas</th>
<th>N Young people renting flats in high density social housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Features</td>
<td>Young singles</td>
<td>Few qualifications</td>
<td>Young singles</td>
</tr>
<tr>
<td>Health and Lifestyle</td>
<td>High physical activity</td>
<td>High smoking prevalence</td>
<td>Very high smoking prevalence</td>
</tr>
<tr>
<td>Most effective means for communicating with this group</td>
<td>Internet</td>
<td>SMS text</td>
<td>SMS text</td>
</tr>
</tbody>
</table>

Source: Mosaic Public Sector (2011)

Equality Obligations

In this report inequalities in health outcomes and uptake of services are explored chiefly along the lines of deprivation and gender, with additional evidence presented around health issues experienced by the older population (see Section 2.5) and maternal and child health (see Section 2.1).

Under the Equality Act (2010) an increased number of groups are legally protected from discrimination and public bodies are required to demonstrably seek to improve equality of opportunity and encourage good relations for these groups. The defining characteristics of these groups are:

- Age;
- Disability;
- Gender reassignment;
- Marriage and civil partnership;
- Pregnancy and maternity;
- Race (with the possibility of including caste);
- Religion or belief;
- Sex; and
- Sexual orientation

In response to this the NHS developed the Equality Delivery System (EDS) to assist local NHS bodies in delivering against the new requirements. Greenwich is working on agreeing local implementation of the system through the Governing Body of the Greenwich Clinical Commissioning Committee. A national 9-step process provides the basis for this system.

The Royal Borough also has a process for enacting the Equality Act. The Royal Borough believes that the diversity of Greenwich’s population is one of its greatest assets and as such should be valued and celebrated.

The Equality Act 2010 places a duty on public bodies to have due regard to the need to eliminate unlawful discrimination, harassment and victimisation; and to advance equality of opportunity and foster good relations between people who share a “protected characteristic” and those who do not. In carrying out its responsibilities under the Act, the Royal Borough seeks to:

- Ensure that equality is fully integrated into mainstream service planning, commissioning, management and delivery;
- Carry out equality impact assessments on all relevant key decisions;
- Monitor services and Council employment by equality criteria;
- Publish specific and measurable equality objectives;
- Publish information showing how we have complied with our legal responsibilities;
- Provide training and information for our staff to ensure they are aware of the policy and able to apply it when carrying out their duties; and
- Consult with stakeholders where appropriate.