London Output Area Classification (LOAC)

Introduction

The LOAC is a new open-source geodemographic classification dataset that uses 2011 Census data, providing summary indicators of the social, economic and demographic characteristics of neighbourhoods at output area level. The LOAC consists of 8 Super Groups and a total of 19 Sub-Groups.

There are a total of 809 Output Areas (OAs) within the Royal Borough, accounting for 3.2% of the London total. Neighbourhoods have been identified and assigned to each Output Area, based on their geodemographic classification.

Executive Summary

- Over one-third (34.6%) of Royal Borough neighbourhoods are classified as *Intermediate Lifestyles*, characterised by a White British population in the later stages of their life-cycle. Within this, almost one-quarter (24.5%) of Royal Greenwich neighbourhoods are classified as *Struggling Suburbs* – the 2nd highest across all 33 London Boroughs;

- The Royal Borough has the 4th highest rate of *Disadvantaged Diaspora* neighbourhoods with 10.6% - these areas tend to have a high divorce rate and a large Black population;

- The Peninsula ward has the highest proportion of *City Vibe* neighbourhoods within the Royal Borough, with 44.9% of its OAs falling within this classification. These neighbourhoods are home to many young, single professionals and full-time students renting within the private sector. This compares to 11% and 14.1% at the borough and London levels respectively;

- 16% of Blackheath Westcombe neighbourhoods are classified as *Affluent Suburbs* where many individuals are in middle-age or older, living in suburban locations with some resident in retirement homes. Other wards with a significant proportion of these neighbourhoods are Eltham South (10%) and Coldharbour & New Eltham (7.1%);

- Almost one-third (32.8%) of Greenwich West neighbourhoods are classified as *Urban Elites*, compared to the Royal Borough (5.9%) and London (9.5%). These are comprised of young professionals working in the science, technology, finance and insurance sectors with a high representation of households from Chinese and Arab backgrounds. The ward also has the highest *Educational Advantage* (19%) and *City Central* (13.8%) neighbourhoods across the Royal Borough;

- 47.6% of Eltham North neighbourhoods are classified as *Not Quite Home Counties*, compared to 4.6% across Royal Greenwich and 6.5% across London. These areas are characterised by primary industry and public administration employment, and

where semi-detached properties are more common than the London average;

- 79.2% of neighbourhoods in Abbey Wood are *Struggling Suburbs*, compared to the Royal Borough (24.7%) and London (7.7%) averages. These are characterised by higher unemployment, social rented housing and a larger proportion of Black residents;

- The wards of Woolwich Riverside and Woolwich Common have the largest rates of *High Density & High Rise Flats* neighbourhoods, accounting for 42.9% and 33.3% respectively. These areas are typically home to Black and Minority Ethnic residents and families with school-aged children; and

- The Plumstead ward has the largest *Settled Asian* neighbourhoods across the Royal Borough with 12.8%. These are usually areas of high owner-occupied households and where residents strongly identify with the Asian origins, though many are second or subsequent generation British citizens. This compares to the Royal Greenwich rate of 2.3%, and is more reflective of the London average of 11.6%.

Table 1: Summary table of London Output Area Classification (LOAC) Groups

Super Group	Group
A Intermediate Lifestyles	A1: Struggling Suburbs A2: Suburban Localities
B High Density & High Rise Flats	B1: Disadvantaged Diaspora B2: Bangladeshi Enclaves B3: Students and Minority Mix
C Settled Asians	C1: Asian Owner Occupiers C2: Transport Service Workers C3: East End Asians C4: Elderly Asians
D Urban Elites	D1: Educational Advantage D2: City Central
E City Vibe	E1: City and Student Fringe E2: Graduation Occupation
F London Life-Cycle	F1: City Enclaves F2: Affluent Suburbs
G Multi-Ethnic Suburbs	G1: Affordable Transitions G2: Public Sector and Service Employees
H Ageing City Fringe	H1: Detached Retirement H2: Not Quite Home Counties

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The following section outlines in more detail the characteristics of each Super Group and Sub Group.

A Intermediate Lifestyles

Although exhibiting no over-arching discriminating characteristics, households in this Super Group are predominantly in later stages in life-cycle, and are predominantly White and born in the UK. Rather few households have dependent children and most live in single family terraced or semi-detached properties. Households that rent their properties do so in the social rented sector. Employment levels are average for London, and are split between full and part time working in a range of intermediate occupations. Levels of highest qualifications are below the London average.

A1 Struggling suburbs

Populated by above average numbers of Black residents, these neighbourhoods also have high unemployment by London standards. Above average levels of housing are provided by the social rented sector – often in terraces. Employment is found across a range of blue-collar occupations that are found within the Greater London area.

A2 Suburban localities

This group is predominantly comprised of White residents living in neighbourhoods that are part of a local labour market that may extend outside the Greater London area. Semi-detached housing is quite common and is predominantly owner-occupied. Households are heavily reliant upon private transport.

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B High Density and High Rise Flats

Concentrations of this Super Group are found in densely populated areas of flats. Many families have children of school age and many residents are of Bangladeshi origins, along with high numbers of households describing themselves as Black or as coming from Mixed or Other ethnic groups. There is a high incidence of households in which the main spoken language is not English. Levels of highest qualifications are below the London average, although some residents are full-time students living in shared accommodation. Levels of unemployment and part-time working are above the London average, while many of those in employment work in administration, or in accommodation and food services industries.

B1 Disadvantaged diaspora

These neighbourhoods are characterised by high numbers of Black residents, and of families with young children. There is high incidence of divorce. Employment is often found in transport, health care support, social work, administration and support services.

B2 Bangladeshi enclaves

These neighbourhoods have exceptionally high concentrations of residents of Bangladeshi origin; and also are areas characterised by particularly low levels of use of English as a first language. Families generally have a younger age structure, and a prevalent source of employment is in the accommodation and food services industry. The areas also have higher student populations than are typical for London, and residents who use bicycles to get to and from work or study.

B3 Students and minority mix

These ethnically diverse areas also house some students in communal establishments. Rates of divorce are higher than the London average.

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C Settled Asians

This Super Group lives in traditional single-family houses, above average numbers of which are owner-occupied. Although drawn from the full age range of London residents, the main language spoken in many households is not English. Those in employment have occupations drawn from a wide range of non-professional sectors. Members of this Super Group identify themselves with their Asian origins, although many are second or subsequent generation British residents.

C1 Asian owner occupiers

These neighbourhoods are characterised by a very high incidence of semi-detached and terraced houses, by average levels of full- and part-time employment, and employment in a range of blue-collar occupations.

C2 Transport service workers

Principally but not exclusively occurring in the environs of Heathrow Airport, employment in these neighbourhoods is focused on catering, manufacturing and other airport-related services, as well as other local services. Young families typically live in semi-detached houses and there is a particularly high incidence of households in which English is not the first language.

C3 East End Asians

With large concentrations in the environs of Ilford, these predominantly Asian neighbourhoods have fewer residents from post 2001 EU accession countries than the other groups in this Super Group. Many households comprise young families living in privately rented terraced houses. There is a high incidence of part time employment relative to the London average.

C4 Elderly Asians

The numbers of elderly individuals are above the London average in these neighbourhoods, and some are resident in communal establishments. Detached or semi-detached houses are much more common than the London average.

D Urban Elites

This Super Group comprises young professionals working in the science, technology, finance and insurance sectors. Additionally, large numbers of students rent rooms in centrally located communal establishments. Most others rent privately owned flats, large numbers of which are found in central locations. Residents are disproportionately drawn from pre 2001 EU countries, and there is also high representation of households from Chinese, Arab and other minority backgrounds.

D1 Educational advantage

Student lifestyles characterise this Group, with residents living in centrally located communal establishments at high residential densities. Many individuals have origins in emerging economies of the Middle East and China, Levels of overcrowding are high.

D2 City central

Many of the residents of these neighbourhoods are employed in the financial, insurance and real estate industries, or are information and communications industry professionals engaged in a range of scientific and technical activities. Residents are more likely than average to be White.

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E City Vibe

There are many young, single professionals in this Super Group, living in Zone 2 of the London travel network. Compared to the London average, few individuals originate from the Indian sub-continent, but Mixed ethnic groups are well represented, as are migrants from pre 2001 EU countries. A large number of households comprise full time students in shared or communal establishments. Individuals rent within the private sector, are well qualified and are employed in a range of professional, scientific and technical occupations.

E1 City and student fringe

Many members of this Group live in communal establishments, located in some of London's less fashionable central locations. Employment is typically in accommodation and food services. Black British residents are much in evidence, and citizens of post 2001 EU countries are also well represented relative to the London average.

E2 Graduation occupation

The residents of these areas are likely to be recent graduates who are employed in the communications, scientific and technical sectors. Pre 2001 EU countries are well represented, and travel to work on foot or by bicycle is more common than average for London.

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F London Life-Cycle

Predominantly White in ethnic composition (including individuals from other pre 2001 EU countries), these households cover the full family life-cycle age spectrum – meaning that, over-all, fewer households than the London average include dependent children or students. Residents are highly qualified, employment rates are high and employment is concentrated in the technical, scientific, finance, insurance and real estate industries.

F1 City enclaves

These neighbourhoods have the youngest demographic structure of this Super Group. Residents of overseas EU countries are much in evidence, although they are mainly drawn from pre-2001 accession states. Their typically central location makes these areas more suitable for travel to work by foot or bicycle. Employment in finance, insurance and real estate activities is common.

F2 Affluent suburbs

Many individuals in this group are in middle age or older. Semi-detached and detached housing in suburban locations is common, with semi-detached housing being particularly common relative to the London average. Some individuals are resident in retirement homes.

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G Multi-Ethnic Suburbs

Members of this Super Group are drawn from a wide range of non-White ethnic groups and White groups are less represented than average for London. Citizens of countries that joined the EU post 2001 are well represented. Many households have young children or children of school age, and the over 65s are not much in evidence. There is above average incidence of family housing in overcrowded terraces, much of it rented within the social housing sector. Levels of unemployment are high. Employment is mainly found in blue collar occupations.

G1 Affordable transitions

These neighbourhoods house large numbers of recent migrants from the EU, as well as students. Some of the more established and long-term residents have origins in the Indian sub-continent. Much of the housing is provided in the private rental sector.

G2 Public sector and service employees

Many households in this Group rent within the social housing sector. Unemployment is higher than the London average and most employment is found in services such as transport and health care.

H Ageing City Fringe

Many of the residents in this Super Group are over 45, and many are above state pensionable age. There are high levels of marriage and established White residents are very much in evidence. By contrast, representation of ethnic minorities and EU migrants is very low, relative to the London average. Much of the dwelling stock comprises semi-detached and detached houses, occupied at low residential densities. Levels of qualifications are low, as might be expected for these age cohorts. Private vehicle ownership is high, with some households possessing two or more vehicles. Levels of unemployment are very low. Employment is drawn from a range of sectors and this is the only Super Group in which agriculture is an important source of employment.

H1 Detached retirement

These neighbourhoods have much higher levels of elderly and very elderly residents than the London average. Many live in detached houses. Although predominantly White British, there are also significant numbers of Indian residents.

H2 Not quite Home Counties

This group is found along the borders of Greater London. Employment is in primary industry and public administration. Semi-detached properties are more common than the London average.

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