

Appendix 1

Economic Portrait of West London

Items	Values
Population	2.020,500
Employment	Job Density - 0.79 , Unemployment Rate (ILO – June 2015) 6.6% - masks NEET and other cohort high rates of unemployment
Diversity	4 out of 7 Boroughs have a majority BAME population
Skills	Nearly 50% hold degree level qualification ; 15% have basic or no qualifications; spatial concentrations; schools improvement in terms attainment and most significant improvement in Hillingdon , Ealing, Hounslow , Hammersmith & Barnet
Productivity/ Business	West London's GVA per capita is 2 nd highest in London (£81k) business growth same as London average. West London business enterprises – majority Micros (1-9 employees) 89,000 (for smaller micros note wages of self-employed have fallen by 22% since 2008/9) Business Births – 18,100 and deaths 10,600 – death rate ratio – 1.72 Large businesses (employing more than 500 workers) are exclusively found in the southern area of West London.
Key Sectors	Large, well- represented and exhibiting recent growth at national level; Business Admin & Services, Financial & Insurance, Information and Communication , Transport & Storage and Wholesale . KBE sectors average for London but increasing (15% increase between 2009 and 2014)
Housing, Poverty and Well Being	New Housing projected to be built up to 2036 92,800 – Demand – <i>waiting on figure</i> IMD 2015 Poverty & London's Poverty Profile - Ealing and Brent had recent increase in relative poverty levels Low Pay – nearly 50% of jobs in West London pay less than LLW Highest Happiness rate in London apart from South London , Highest Life Satisfaction rate in London apart from South London