

# Neighbourhood Profile: East Greenwich

Public Health Intelligence Team

October 2025



# East Greenwich Summary, 2025

- **Purpose**

- The Health in Royal Greenwich neighbourhoods summary helps Royal Greenwich local authority, the NHS and other public sector partners to understand the current health and wellbeing needs of the local population and identify priorities for action.

- **Produced by** Royal Greenwich Public Health Intelligence Team

- **Next update** October 2026

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## Overall health and Demographics



### Demography

- Area population: **42,300** (14% of Greenwich population).
- Area has a **young** population profile (35% 0-24 years).
- Population projected to **increase** by 18.1% between 2025 and 2035
- **Largest Ethnic group** other than White (41.8%) is **Black, Black British, Black Welsh, Caribbean or African** (38.2%).
- **Country of Birth:** After UK (58%), African is the **2<sup>nd</sup> highest** (19.3% compared with 10.4% in Greenwich).
- **83%** of residents born in Africa were born in **Central and Western Africa. 2 in 3** residents born in Africa were born in **Nigeria**
- Area has the **smallest GP population size (10.8%)**, aligning with the **fewest number of GP practices (3)**.



### Broad health profile

- Average life expectancy for **males is 76.5 years** (78.7 in Greenwich) and **79.5 years for females** (82.5 in Greenwich).
- Levels of **self-reported health** in West Greenwich are similar to those reported across Greenwich.
- **Cancer** (33.9%), **circulatory** diseases (21.1%), **respiratory** diseases (8.3%) and **digestive** diseases (6.7%) leading causes of death in people under age 75.
- **Hypertension, chronic pain, diabetes, osteoarthritis** and **depression** dominate across all neighbourhoods.



### Building blocks of health

- **1 in 3** (31.2%) live in an area in the 20% most deprived in England (**12%**) compared with **1 in 5 (23%)** in Greenwich. Similar proportions live in quintiles 2 and 3.
- **Highest proportion of socially rented housing**

## Key priority areas



### Children and young people

- **Second highest proportion of 0-19 year olds** living in **absolute poverty (21.7%)** compared with 18.2% in Greenwich.
- Proportion of **reception children** who are **living with obesity (14.2%)** similar to the Greenwich average (12.3%). **Higher for year 6 children (32.7%)** compared with Greenwich average (27.6%).
- Proportion of children aged 0-25 with **EHCPs** is **higher (3.6%)** than Greenwich average (3.4%). **Thamesmead Moorings ward is (4.3%)**



### Frailty

- **Lowest estimated** numbers of **mild and moderate frailty** (among patients **aged 65+**). Depending on the definition used, the size of the frail population varies widely.

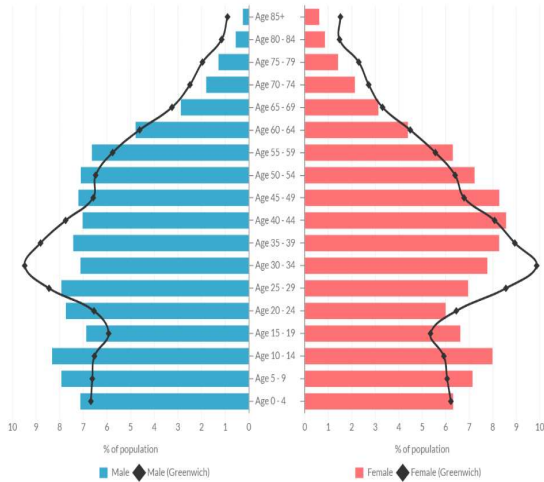


### Residents living with 3+ long-term conditions

- **Above- average prevalence (8.5%)** with the smallest total population.
- **High ED attendance rate (8.54%)** among its 3+ LTCs cohort close to the borough average.
- **Hypertension** is the most prevalent condition across all neighbourhoods ( $\approx 75\%$ )
- **Chronic pain** affects over 50% of people with 3+ LTCs in every neighbourhood, with **East** showing the highest prevalence (55.67%).
- **Diabetes** is particularly common in **Central-east (49.06%)** and **East (47.06%)**
- **Depression** is most prevalent in **West (37.99%)** and **East (33.90%)**
- **Osteoarthritis** is more prevalent in **East (52.81%)** and **South (50.76%)**
- **Alcohol & Substance Misuse** for those with 3+LTCs is consistently high across neighbourhoods, especially in **Central-east (9.82%)** and **West (9.42%)**
- **Carer Status** for those with 3+LTCs is a major vulnerability factor, particularly in **East (12.13%)** and **West (11.47%)**

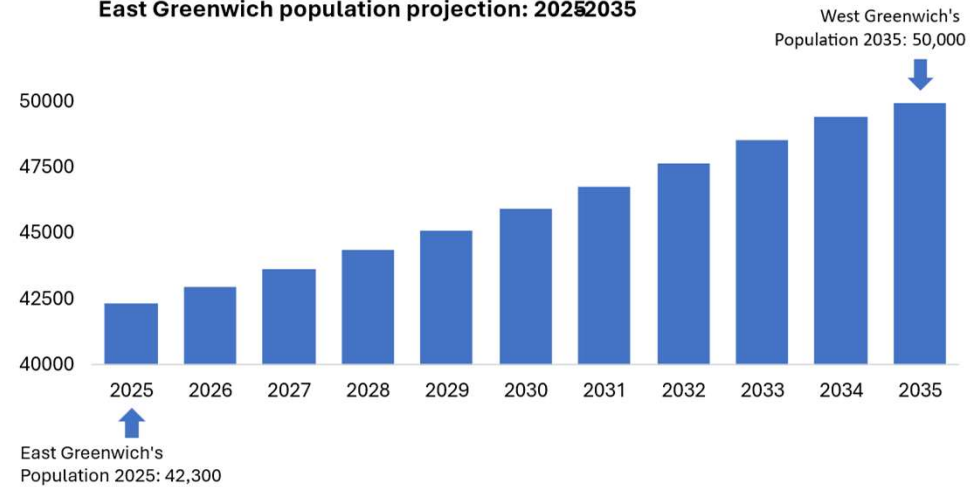
## Structure

Area population: **42,300** (14% of Greenwich population)



## Population Projection

East Greenwich population projection: 2025-2035

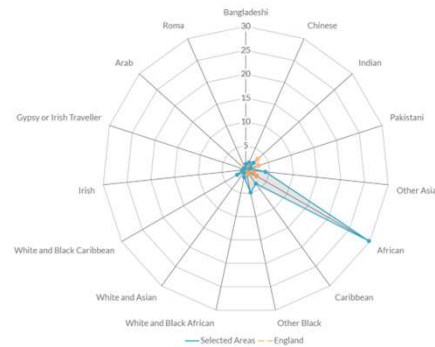


The population of East Greenwich is projected to increase by 18.1% between 2025 and 2035

## Population Diversity

### Ethnic group:

- 41.8% White
- 38.2% Black, Black British, Black Welsh, Caribbean or African
- 10.2% Asian, Asian British or Asian Welsh
- 6% Mixed or Multiple ethnic groups
- 3.8% Other ethnic group



### Largest Ethnic group other than White is Black, Black British, Black Welsh, Caribbean or African:

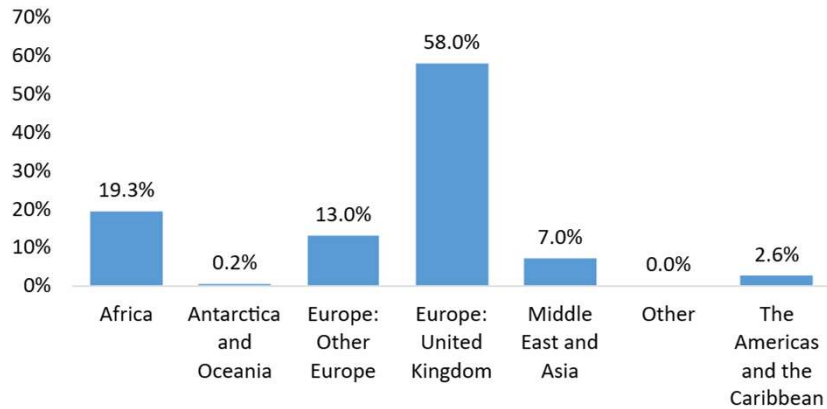
- 29.8% African
- 3.6% Caribbean
- 4.9% Other Black

### Religion:

- 54% Christian
- 10% Muslim
- 2.7% Hindu
- 1.4% Buddhist
- 1.1% Sikh
- 0.4% Other Religion
- 0.1% Jewish
- 24% No religion
- 6% Not Answered

## Country of Birth – wide groups

East Greenwich: Country of Birth

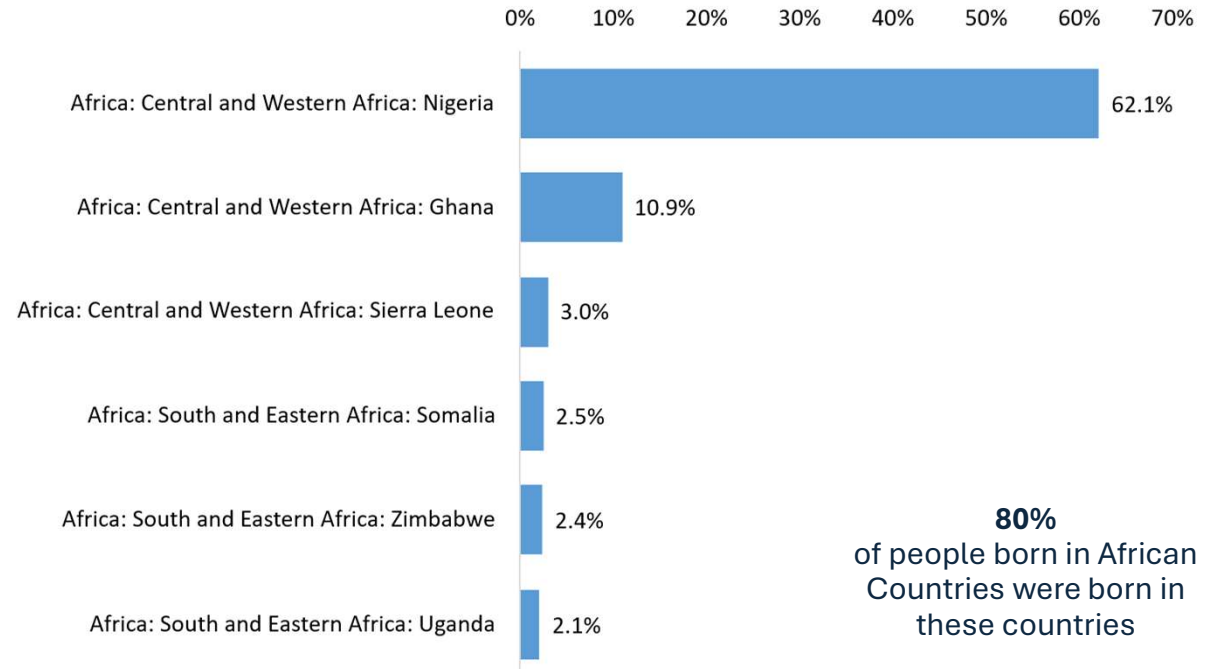


Country of Birth	East	Royal Greenwich
Africa	19.3% ↑	10.4%
Antarctica and Oceania	0.2% ↓	0.5%
Europe: Other Europe	13.0% ↔	13.6%
Europe: United Kingdom	58.0% ↓	62.5%
Middle East and Asia	7.0% ↓	9.7%
Other	0.0% ↔	0.0%
The Americas and the Caribbean	2.6% ↓	3.3%

- ↑ Higher than Royal Greenwich
- ↔ Similar to Royal Greenwich
- ↓ Lower than Royal Greenwich

## Country of Birth – narrow group

East Greenwich: Country of Birth (highest groups not UK)



**80%**  
of people born in African  
Countries were born in  
these countries

Country of Birth: **Africa is the 2<sup>nd</sup> highest** after UK (8,117, 19%)

**83%** of residents born in Africa were born in **Central and Western Africa**

**2 in 3** residents born in Africa were born in **Nigeria**

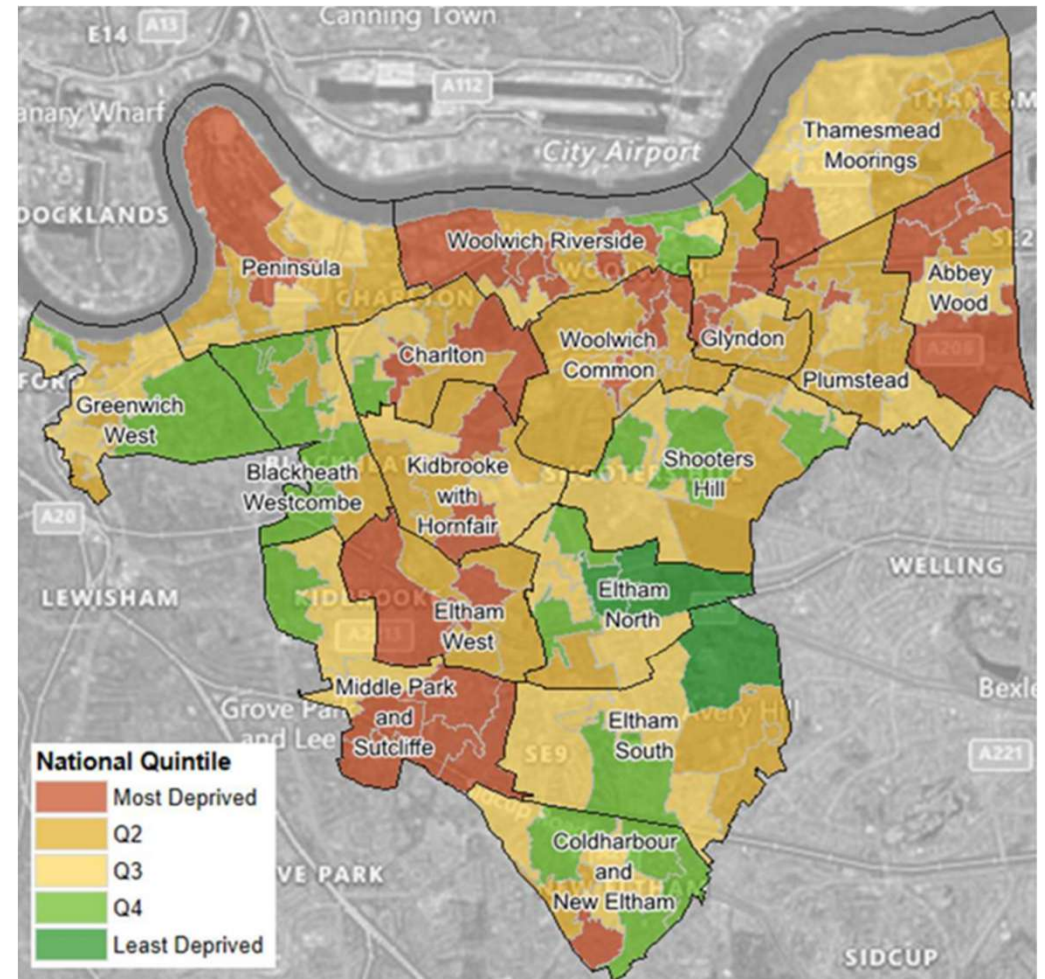
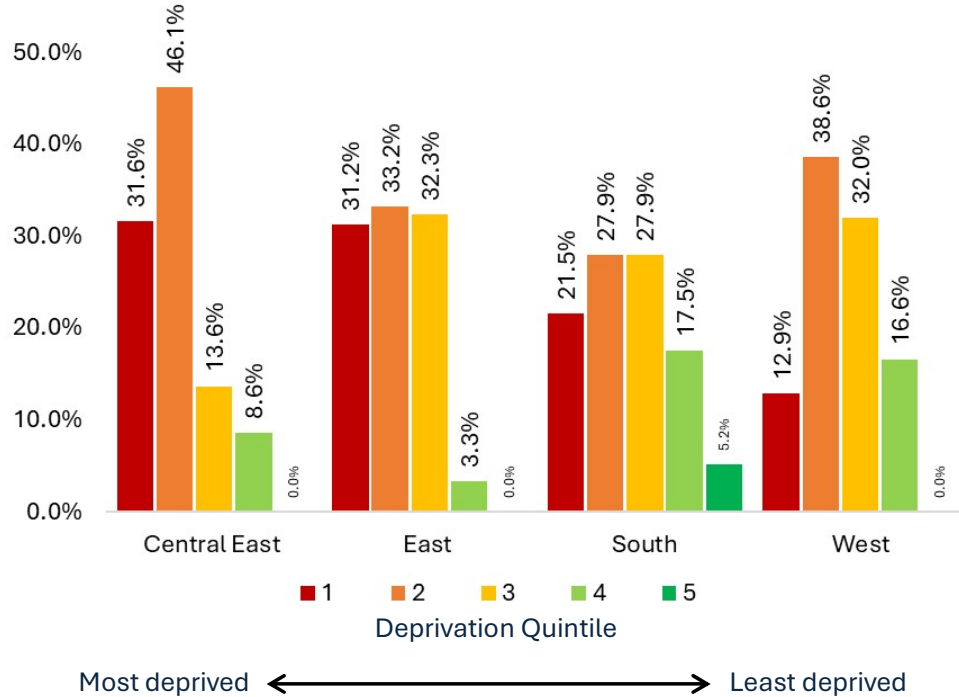
African Region	East	Royal Greenwich
Africa: Africa not otherwise specific	0%	0%
Africa: Central and Western Africa	83%	69%
Africa: North Africa	2%	4%
Africa: South and Eastern Africa	15%	28%

## Deprivation

**One in three (31.2%)** of **East Greenwich's** residents live in an area in the 20% most deprived in England

**One in five (23%)** of **Greenwich's** residents live in an area in the 20% most deprived in England

Proportion of neighbourhood population by deprivation

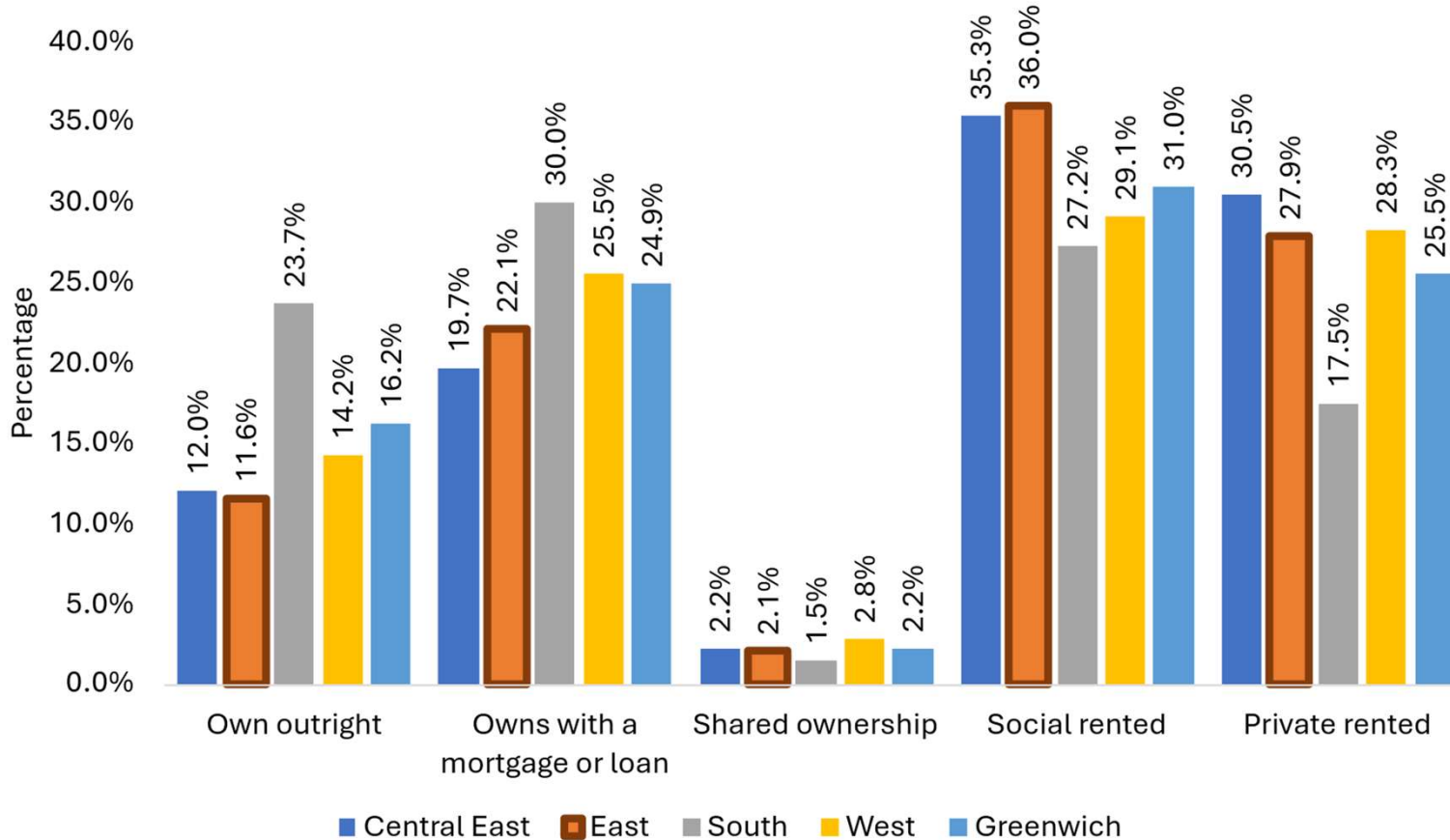


## Demography

Note: Deprivation based on IMD 2019 using 2011 wards. New IMD update due late 2025

## Housing Ownership & Tenancy Type

### Housing Tenure by Neighbourhood



**Own outright:** East Greenwich has the **lowest** proportion of properties owned outright in Greenwich (**11.6%**) which is lower than the Greenwich average (16.2%)

**Owns with a mortgage or a loan:** East Greenwich has the **second lowest** proportion of properties owned with a mortgage or loan in Greenwich (**22.1%**) which is lower than the Greenwich average (24.9%)

**Shared ownership:** East Greenwich has the **second lowest** proportion of properties with shared ownership in Greenwich (**2.1%**) which is similar than the Greenwich average (2.2%)

**Social rented:** East Greenwich has the **highest** proportion of properties socially rented in Greenwich (**36%**) which is higher than the Greenwich average (29.1%)

**Private rented:** East Greenwich has the **second highest** proportion of properties privately rented in Greenwich (**27.9%**) which is higher than the Greenwich average (25.5%)

## Life Expectancy

Average life expectancy in **East Greenwich** is **76.5 years** for **males** and is lower than the Greenwich average.



Average life expectancy in **East Greenwich** is **79.5 years** for **females** and is lower than the Greenwich average.



Average life expectancy in **Greenwich** is **78.7 years** for **males** and **82.5 years** for **females**



## Building Blocks of Health

Everyone deserves to live the healthiest life they can in Greenwich

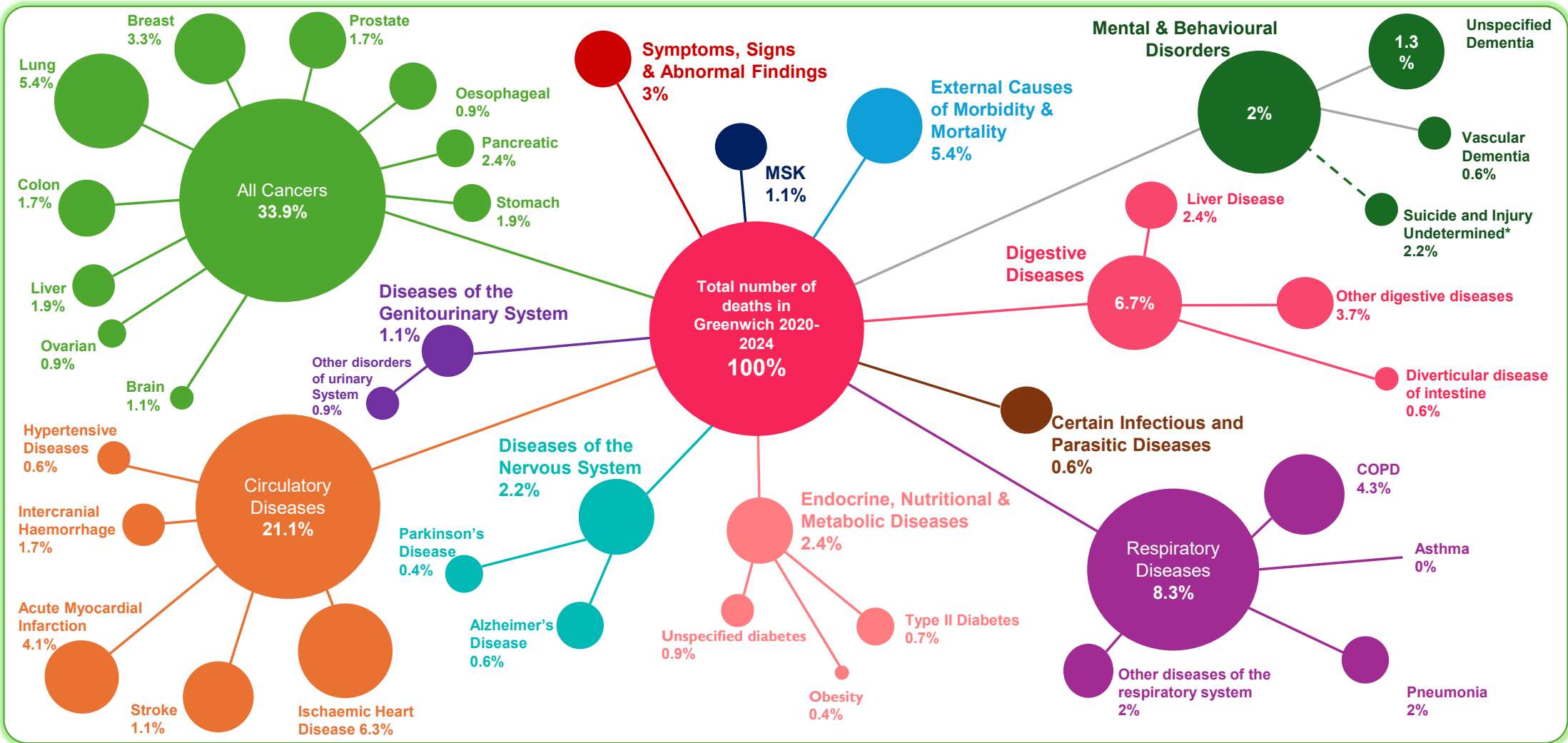


Both throughout their life....  
*(the life course approach)*



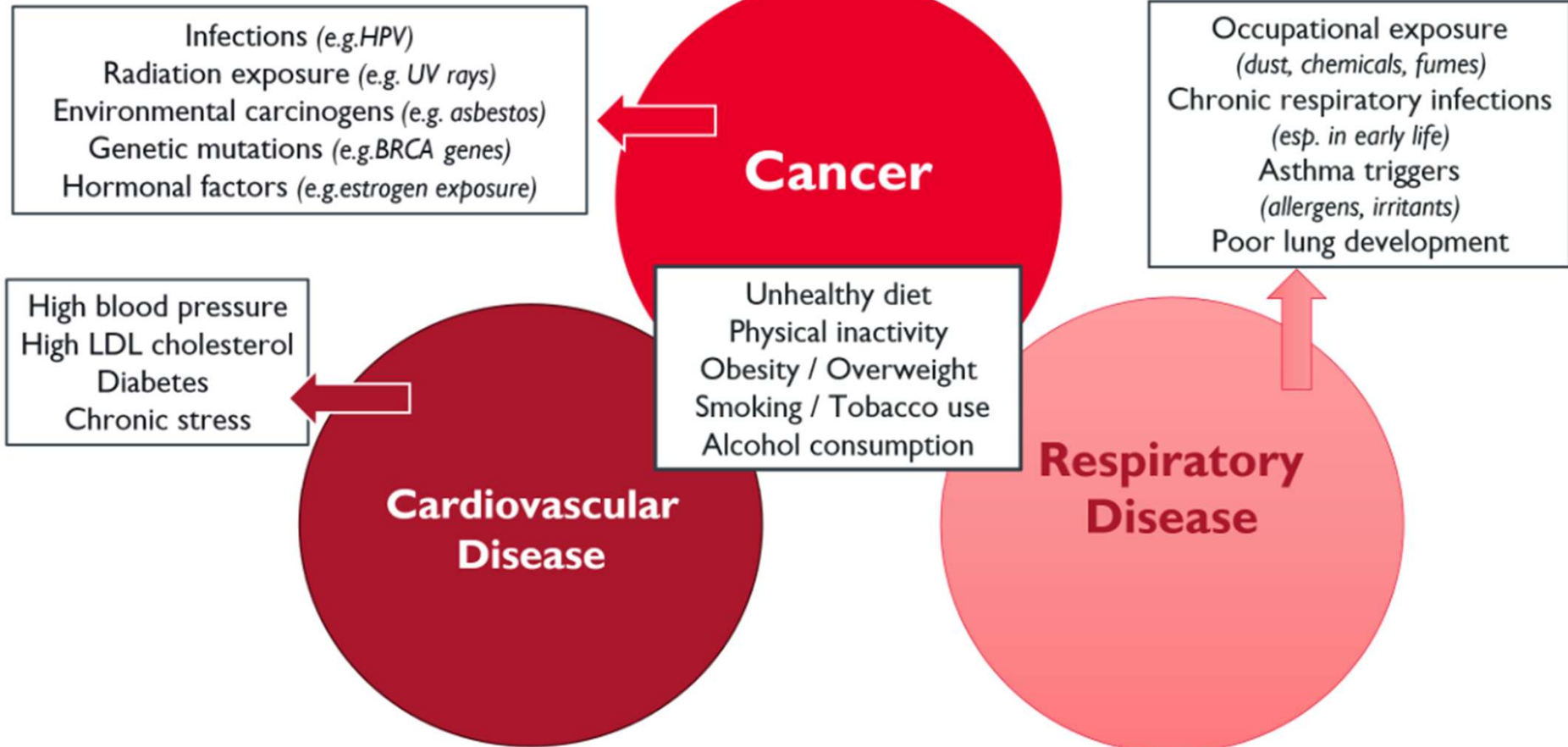
And across all areas of life....  
*(the building blocks of health)*

# The conditions people in East Greenwich have died from, under 75 years (2020 to 2024)



## Common Risk Factors

### COMMON RISK FACTORS



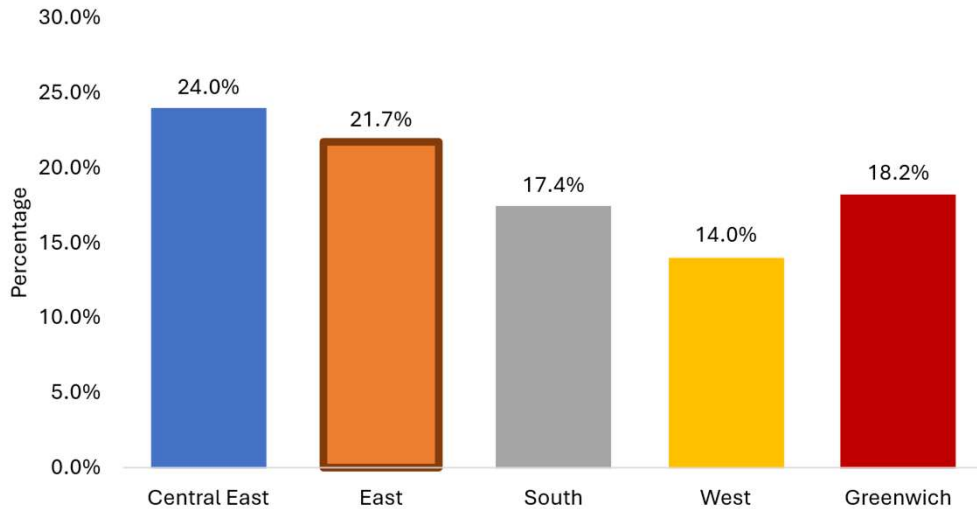
## Children in Poverty

Absolute low-income is defined as a family whose equivalised income is below 60 per cent of the 2010/11 median income adjusted for inflation. Gross income measure is Before Housing Costs (BHC) and includes contributions from earnings, state support and pensions.

**East Greenwich (21.7%)** has the second highest proportion of 0-19 years olds living in absolute poverty in Greenwich.

**Greenwich** has 18.2% of 0-19 years olds living in absolute poverty in Greenwich.

Children in Absolute Poverty



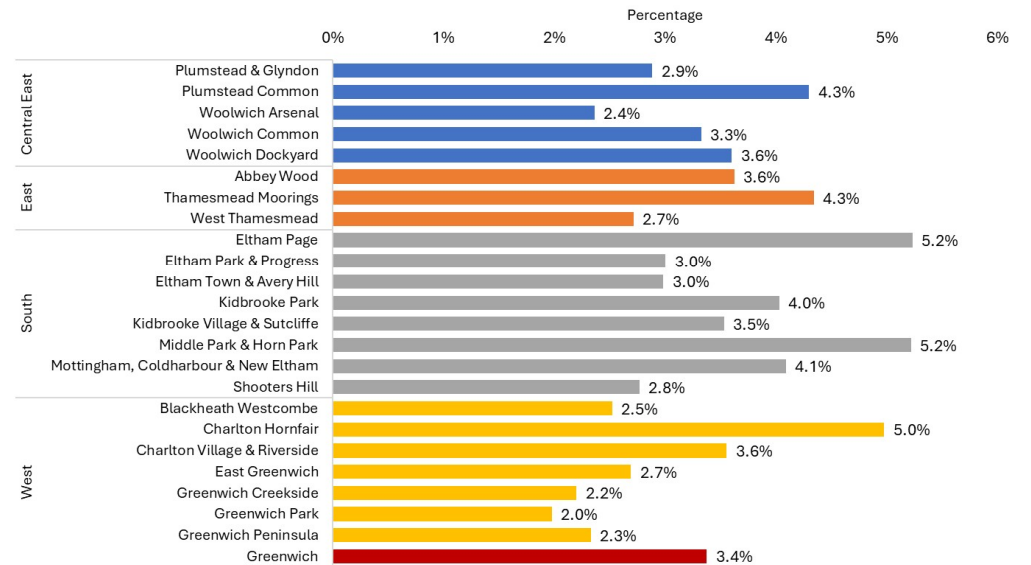
## SEND

An EHCP, or Education, Health and Care plan, is a legally binding document in England for children and young people (up to age 25) who have special educational, health, and social care needs. It outlines a child's needs and the additional support they require to overcome learning barriers and achieve their goals.

The proportion of children aged 0-25 in wards in **East Greenwich** range from **2.7%** in **West Thamesmead** to **4.3%** in **Thamesmead Moorings**.

**East Greenwich** average is **3.6%** which is higher than the **Greenwich** average of **3.4%**.

Proportion of children aged 0-25 with an EHCP by ward (2025)



## Childhood Obesity

### Reception:

The proportion of children who are **overweight but not obese** in **East Greenwich (13.8%)** is similar to the Greenwich average (13%)

The proportion of children who are **living with obesity** in **East Greenwich (14.2%)** is higher than the **Greenwich average (12.3%)**

### Year 6:

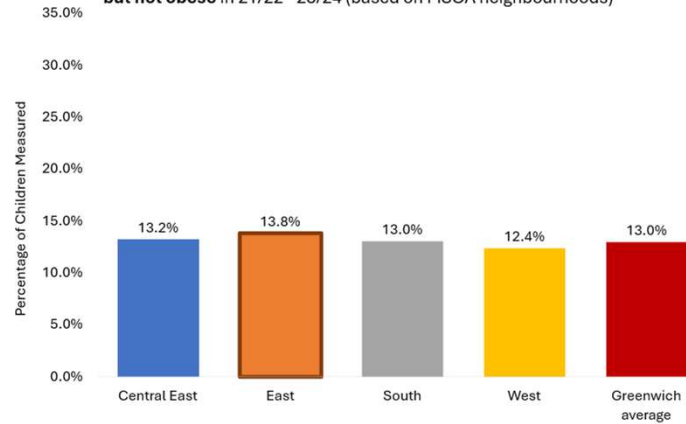
The proportion of children who are **overweight but not obese** in **East Greenwich (15.3%)** is higher than the **Greenwich average (14.5%)**.

There is not a significant change in this proportion in all areas.

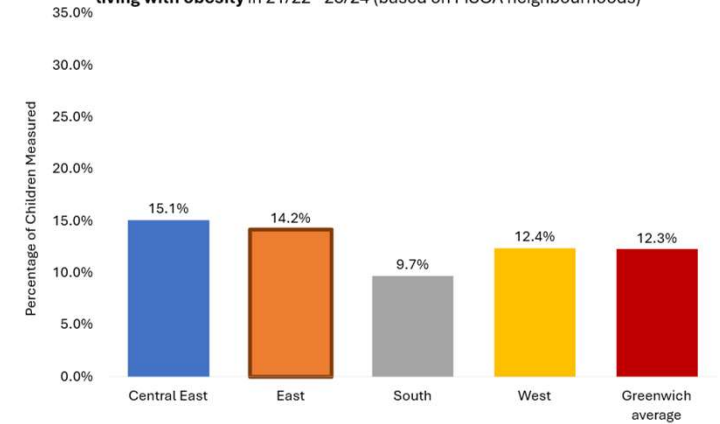
The proportion of children who are **living with obesity** in **East Greenwich (32.7%)** is higher than the **Greenwich average (27.6%)**

The proportion of **children living with obesity** has **nearly doubled between reception and year 6 in Greenwich**. This value for East Greenwich has more than doubled.

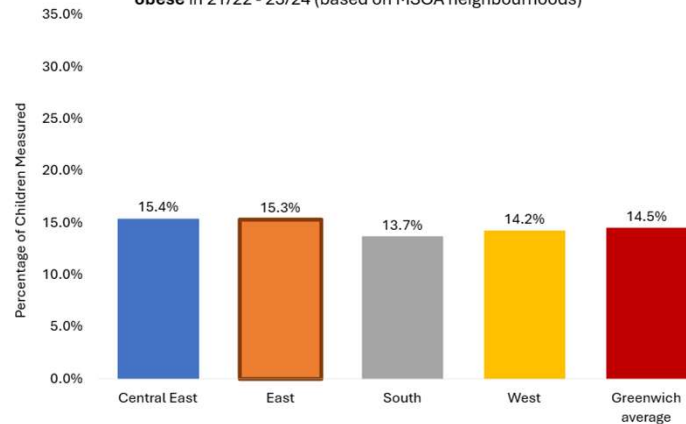
Percentage of Greenwich children (**Reception**) who were **overweight but not obese** in 21/22 - 23/24 (based on MSOA neighbourhoods)



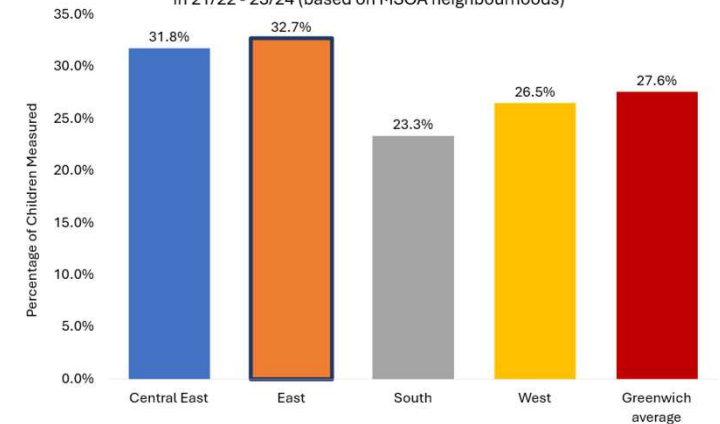
Percentage of Greenwich children (**Reception**) who were **living with obesity** in 21/22 - 23/24 (based on MSOA neighbourhoods)



Percentage of Greenwich children (**Year 6**) who were **overweight but not obese** in 21/22 - 23/24 (based on MSOA neighbourhoods)



Percentage of Greenwich children (**Year 6**) who were **living with obesity** in 21/22 - 23/24 (based on MSOA neighbourhoods)



## Frailty by Neighbourhood

Frailty and approaching end of life have been selected as a priority area for Greenwich INTs. The Greenwich frailty prevalence was initially investigated using using GP standard codes for electronic frailty index (eFI), frailty and using HealthIntent. The results yielded did not suggest frailty was recorded accurately.

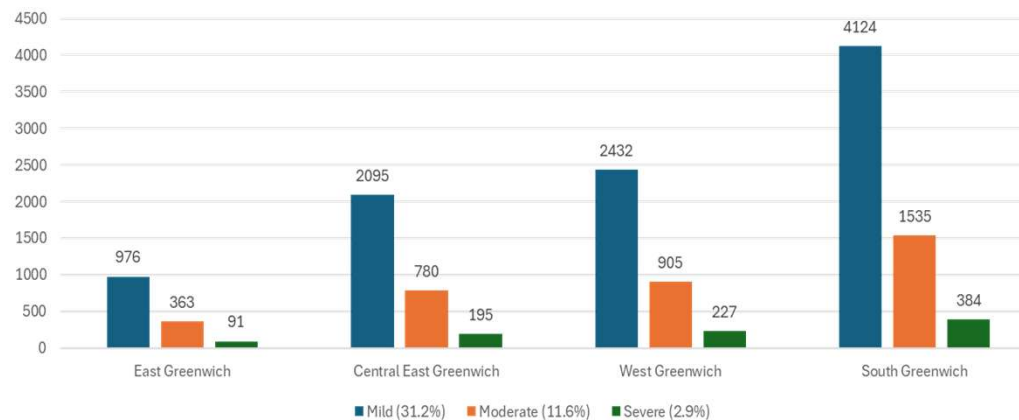
To obtain a more accurate estimate of the size of the frail population, UK-based literature evidence was utilised to obtain a weighted prevalence which was then applied to PCN and neighbourhood population of people aged 65 and over.

Estimates of the number of frail patients in Greenwich range from 4,078 to 16,197, depending on the criteria used.

There is notable variation in frailty coding across Greenwich PCNs, with overall coding falling short of literature estimates.

Results may be skewed due to several care/nursing homes registering with GP practices within a single PCN e.g. Greenwich East

Estimated Frail People aged ≥65 years by Neighbourhood (Weighted UK Study Prevalence, Electronic Frailty Index)



The graphs above provide estimates of the size of the frail population within each neighbourhood area.

Depending on the definition used (eFI vs Fried), the size of the frail population varies widely.

For the majority of PCNs, the estimated numbers of mild and moderate frailty (among patients aged 65 and over) are greater than the number coded.

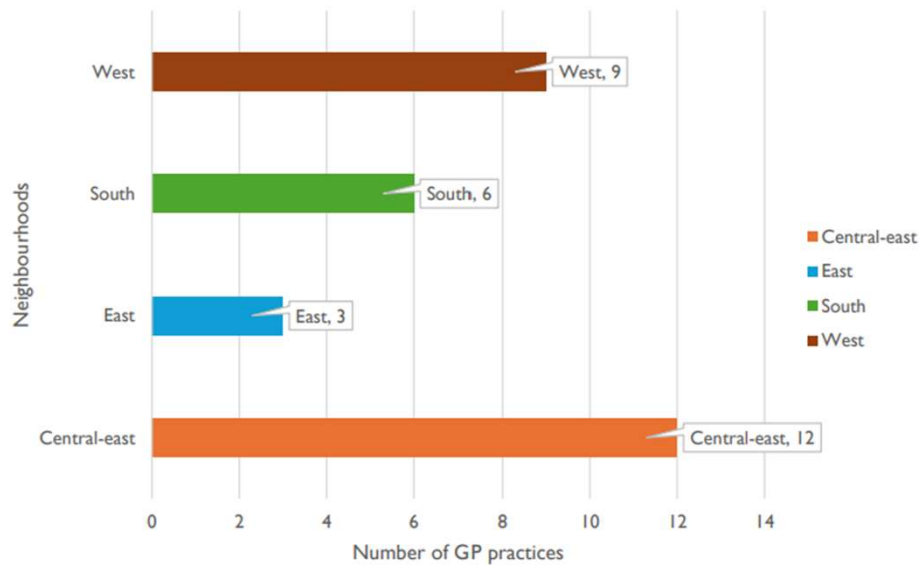
In total, across all PCNs, there is a 89.1% difference (6,811 patients) between the number coded for mild frailty and the literature estimate. This difference falls to 33.6% (1,184 patients) for moderate frailty.

## Neighbourhood GP practice allocation

This allocation is subject to change pending further review, especially for practices on neighbourhood borders.

- **Central-east** has the highest number of GP practices, accounting for **40%** of all practices in the borough.
- **East** has the fewest practices (3), making up only **10%**.
- **West** and **South** account for **30%** and **20%** respectively, providing a more balanced distribution.

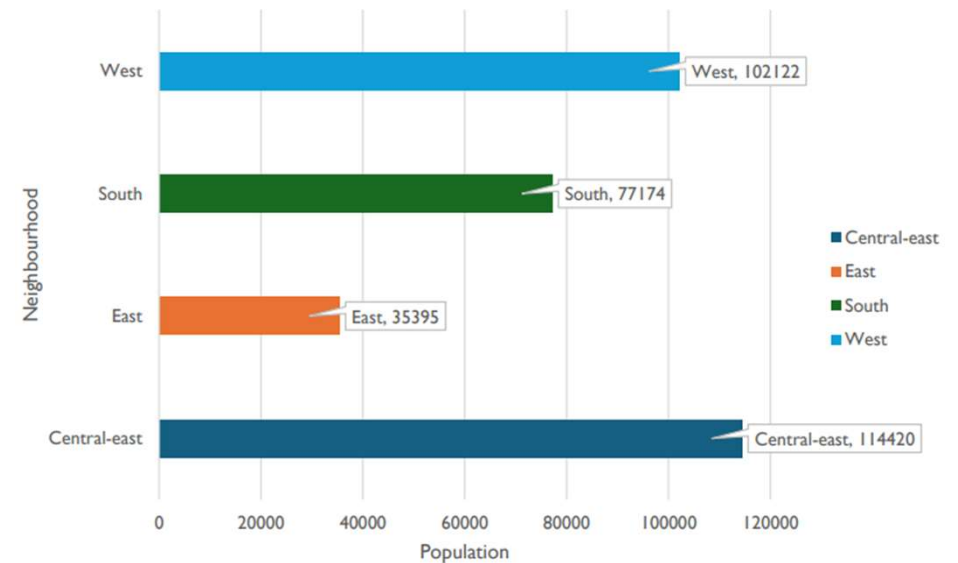
Distribution of GP Practices by neighbourhood



## Neighbourhood GP population size (list size)

- **Central-east** is the most populous neighbourhood, accounting for nearly **35%** of the borough's total population. This aligns with its higher number of GP practices (12).
- **West** Greenwich follows closely with **31%** of the population.
- **South** holds **23.5%** of the population.
- **East** Greenwich has the smallest population (**10.8%**).

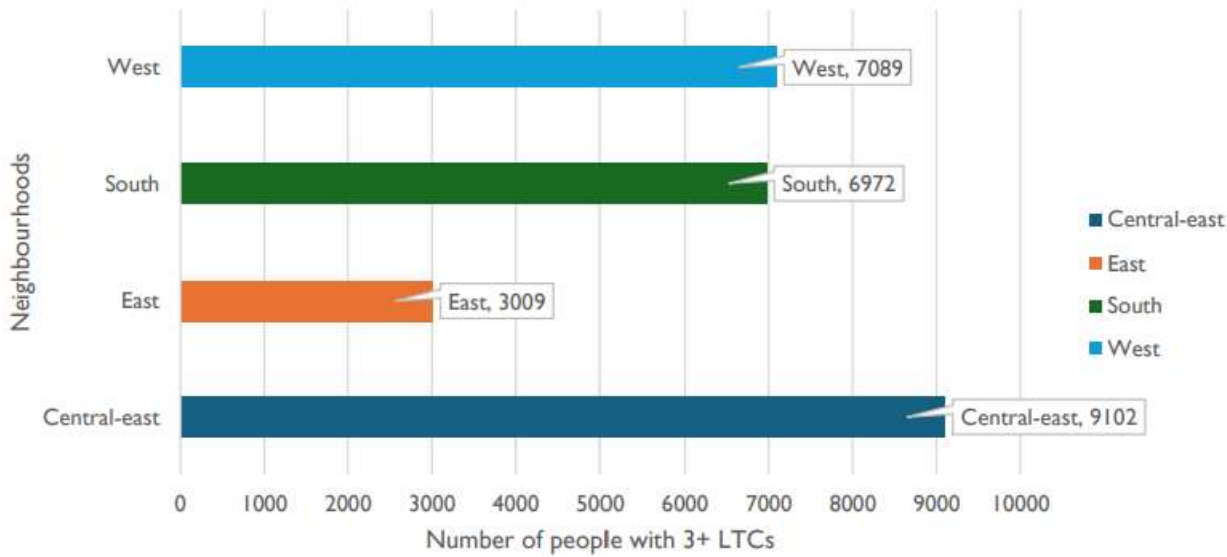
Population by Neighbourhood



## Residents with 3+ Long-Term Conditions (LTCs)

- **South** has the **highest percentage** of residents with 3+ LTCs (9.03%) despite being the **third most populous**. This points to **greater complexity per capita**.
- **East** also shows **above average prevalence** (8.5%) with the smallest total population, suggesting it **may need targeted support** despite its size.
- **Central-east** has the highest number of people with 3+ LTCs (9,102), but its percentage is **right at the borough average** (7.95%).
- **West** has the **lowest proportion** (6.94%) despite a large population, indicating **relatively lower complex need per person**

People with 3+ LTCs by Neighbourhood



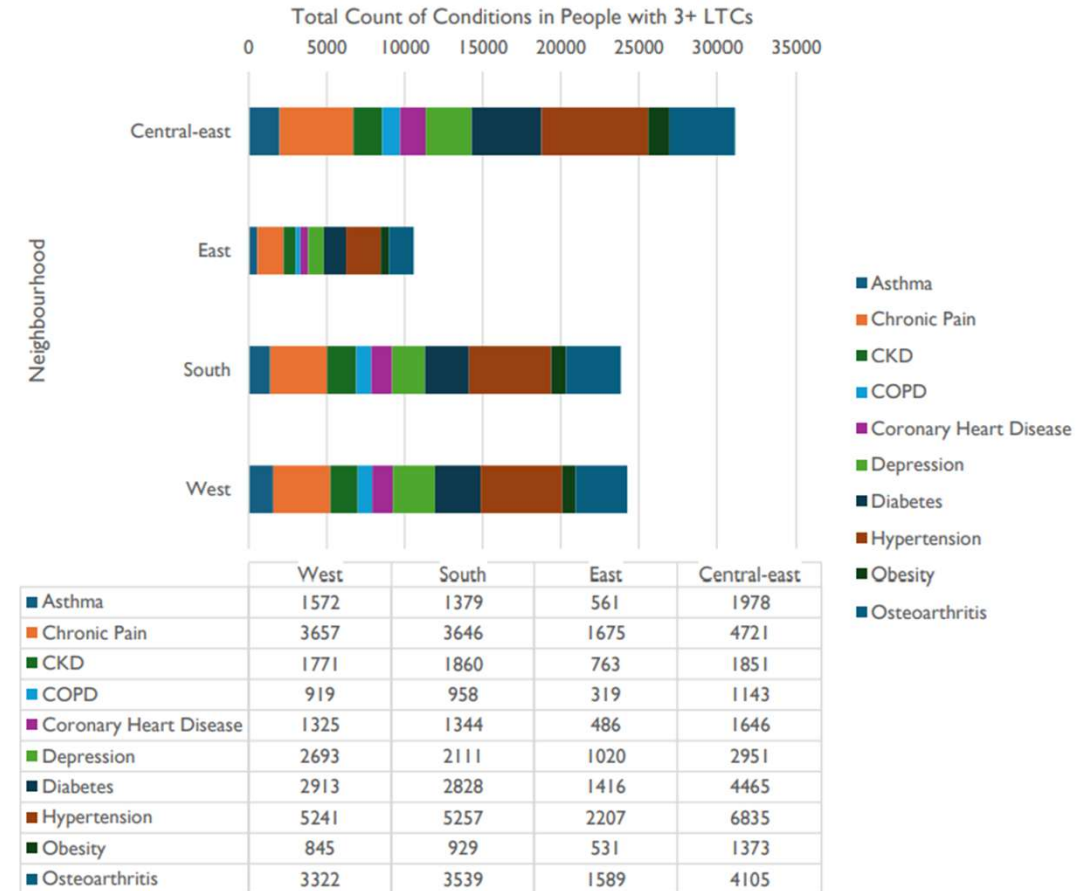
Neighbourhood	Total Population	3+ LTCs Count	% of Total Population with 3+ LTCs
Central-east	114,420	9,102	7.95%
East	35,395	3,009	8.50%
South	77,174	6,972	9.03%
West	102,122	7,089	6.94%
<b>Greenwich Avg.</b>	<b>329,111</b>	<b>26,172</b>	<b>7.95%</b>

## Prevalence of individual conditions neighbourhood comparison

- **Hypertension, chronic pain, diabetes, and osteoarthritis** dominate across all neighbourhoods. **Depression** also features prominently in all areas.
- **Central-east** has the highest number of cases in most of the top 10 LTCs.
- **East** has the lowest absolute counts but a **disproportionately high LTC rate per capita**.

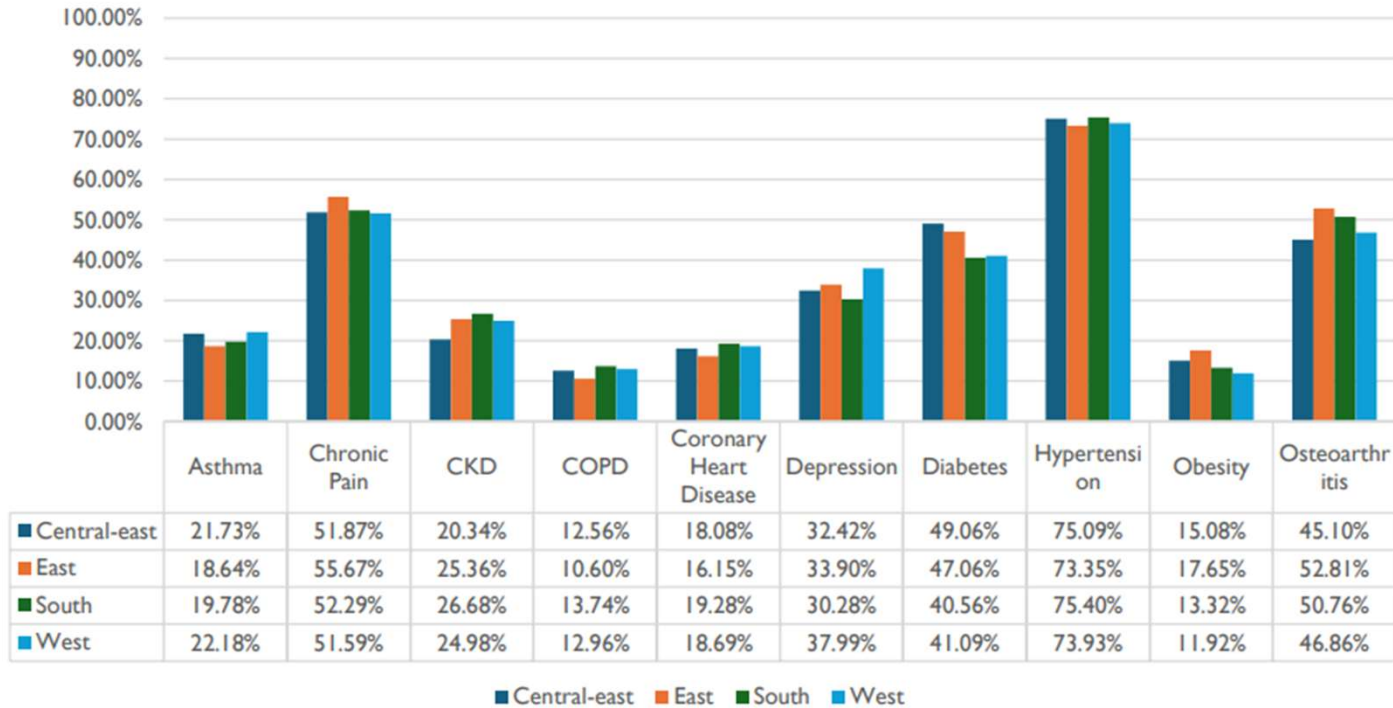
Neighbourhood	% of Pop with 3+ LTCs	Observations
<b>South</b>	<b>9.03%</b>	Highest prevalence rate despite lower total population than West or Central-east. Indicates significant multimorbidity concentration.
<b>East</b>	<b>8.50%</b>	Smallest population, but <b>second-highest LTC burden per capita</b> , suggests <b>targeted prevention</b> needed despite low absolute numbers.
<b>Central-east</b>	<b>7.95%</b>	Matches borough average; but has the <b>largest number of people with 3+ LTCs</b> (9,102).
<b>West</b>	<b>6.94%</b>	Below borough average, yet still has <b>7,089</b> people with 3+ LTCs, potentially due to challenges related social determinants or access.

Top 10 LTCs in People with 3+ LTCs by Neighbourhood



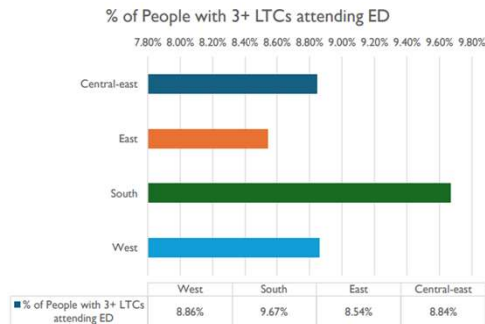
## Condition prevalence among residents with 3+ LTCs

- **Hypertension** is the most prevalent condition across all neighbourhoods (≈75%), indicating a universal priority for proactive cardiovascular risk management.
- **Chronic pain** affects over 50% of people with 3+ LTCs in every neighbourhood, with **East** showing the highest prevalence (55.67%).
- **Diabetes** is particularly common in **Central-east** (49.06%) and **East** (47.06%), suggesting targeted support for glycaemic control and diabetic complications.
- **Depression** is most prevalent in **West** (37.99%) and **East** (33.90%), indicating increased mental health support needs.
- **Osteoarthritis** is more prevalent in **East** (52.81%) and **South** (50.76%), reflecting high musculoskeletal burden and potential demand for mobility or pain management interventions.



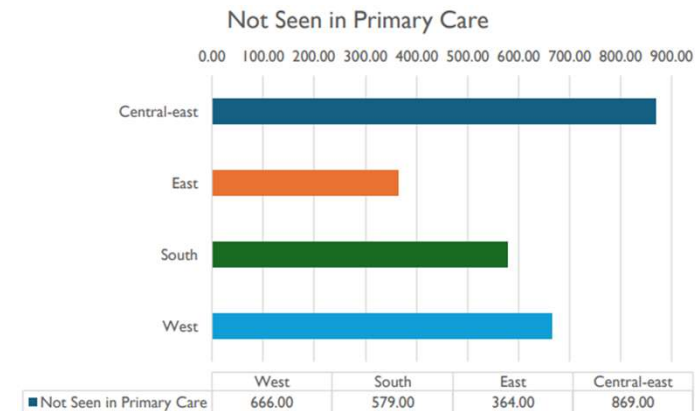
## Emergency department attendances (past 18 months)

- **South** emerges as the highest priority area, showing:
  - The **highest proportion** of its total population living with **3+ LTCs** (9.03%).
  - The **highest emergency attendance** rate within this group (9.67%).
  - This indicates **both a high concentration of multimorbidity** and **greater acute service demand**.
- **East**, while having the **smallest population** and **lowest absolute count** of people with 3+ LTCs, still shows:
  - A notably high ED attendance rate (8.54%) among its 3+ LTCs cohort, close to the borough average.
  - This underscores a **potentially high per-capita** demand and unmet need, warranting **targeted prevention and risk stratification**, despite small numbers.
- **West** presents a contrast:
  - It has the **lower 3+ LTCs prevalence** in the general population (6.94%), yet its ED attendance rate among people with 3+ LTCs is **relatively high (8.86%)**.
- **Central-east** holds the heaviest absolute burden, with:
  - The **highest number** of people living with 3+ LTCs (9,102).
  - A **high overall emergency burden with 805 ED attendances**.



## Residents with 3+ LTCs not seen in primary care

- **East** has the **highest deviation from the average (+2.26%)**, potentially indicating an opportunity for more targeted primary care outreach and/or intervention.
- **Central-east** is **slightly below average (-0.29%)**, but with the **highest absolute number** residents not seen in primary care.
- **West** is **moderately below average (-0.45%)**.
- **South** has the **lowest percentage (-1.54% below average)**.



Neighbourhood	Number of residents with 3+ LTCs Not Seen in Primary Care	% 3+ LTCs
Central-east	869	9.55%
East	364	12.10%
South	579	8.30%
West	666	9.39%
<b>Greenwich</b>	<b>2,478</b>	<b>9.84%</b>

## Vulnerability characteristics for residents with 3+ LTCs

- **Alcohol & Substance Misuse** is consistently high across neighbourhoods, especially in Central-east (9.82%) and East (9.42%), indicating a widespread need for integrated substance misuse and LTC management.
- **Carer Status** is a major vulnerability factor, particularly in East (12.13%) and West (11.47%).
- **Language Difficulties** are disproportionately higher in Central-east (6.61%), signalling a need for culturally and linguistically appropriate services.
- **Safeguarding Concerns** are most pronounced in West (5.19%), pointing to a potential concentration of complex social vulnerabilities requiring multiagency coordination.
- **Disability prevalence** among those with 3+ LTCs is highest in West (2.64%).
- **Deprivation, Refugee status, and Social Marginalisation** all show low percentages overall in Central-east rates are relatively higher

Type	Central-east	East	South	West
Alcohol & Substance Misuse	9.82%	9.24%	7.53%	9.42%
Deprivation	0.57%	0.07%	0.09%	0.13%
Disability	1.66%	1.36%	1.29%	2.64%
Is a Carer or Has Carer/Care Package	8.97%	12.13%	7.20%	11.47%
Language Difficulties (interpreter needed /reading difficulties)	6.61%	3.95%	1.97%	2.75%
Refugee	0.48%	0.13%	0.23%	0.20%
Safeguarding/Neglect/Abuse Concern	3.63%	3.72%	2.80%	5.19%
Socially marginalised (homelessness, probation, prostitution etc.)	1.11%	0.86%	0.62%	0.86%
Violence/Criminal Exploitation Concern	0.12%	0.07%	0.04%	0.10%