Ward Profiles

City of Westminster

Ward Profiles

Introduction

The **Ward Profiles** provide a range of demographic and population related data for each ward in Westminster and present key summary measures for the most recent year. They are designed to provide an overview of the population in these small areas by presenting a range of data on the population, diversity, deprivation, benefits, crime, digital exclusion, residents' satisfaction and concerns, health, wellbeing, land use, environment and socio-economic issues. The latest update for the ward profiles in 2022 is based on recent data from Westminster services, partner and external data sources, the 2022 City Survey, as well as the 2021 Census to offer a rounded view of Westminster's local communities.

Guidance on visuals

The interactive report aims to enable users to visualise and assess local data with greater ease. The user can shape the information displayed on the page by using filters, as well as buttons or chart content. Multiple selection can also be made, for example two or more wards, by holding down the 'Ctrl' button and selecting the categories of interest.

If the user wishes to extract the raw data from a visual, then that's possible by following the steps:

- Select More options (...) from the upper-right corner of the visualisation.
- Choose the Export data option.
- Power BI exports the data to a *.csv* file. If the user has filtered the visualisation, then the *.csv* export will be filtered as well.

If the user wishes to use the visuals in a report, they can either use the snipping tool, print screen or export the pages as a PDF document. The latter is possible by following the steps:

- Select Export from the top left of the browser page.
- Choose the PDF option.
- PBI exports the pages to PDF file. If the user has got filters applied throughout the dashboard, then the PDF export will be filtered as well.

If you have any questions or feedback concerning this report, please contact the Strategy and Intelligence team
strategyandintelligenceteam2@westminster.gov.uk

City of Westminster

Ward Profiles

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Ward Maps

Abbey Road	Bayswater	Church Street
Harrow Road	Hyde Park	Knightsbridge & Belgravia
Lancaster Gate	Little Venice	Maida Vale
Marylebone	Pimlico North	Pimlico South
Queen's Park	Regent's Park	St James's
Vincent Square	West End	Westbourne

If you would like to access the interactive web map of the Ward maps, please follow the link: ***Ward profiles 2021 (arcgis.com)***

City of Westminster

Population

This filter is synced throughout the report. If you filter by a specific ward on one page it will filter the data to that ward across all pages.

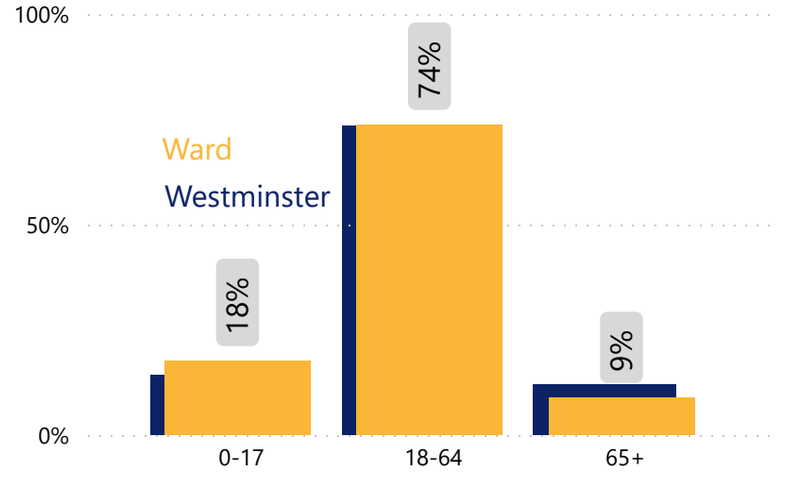
Select Ward

Maida Vale

11,969

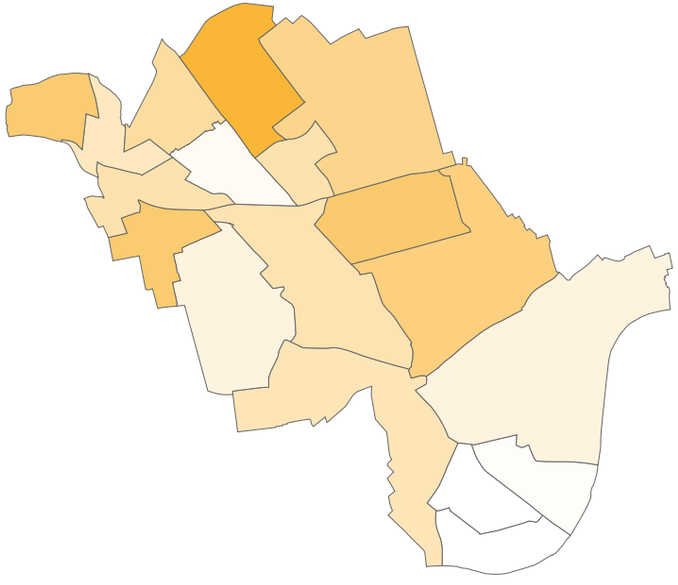
Total Population

Proportion of Population Groups, 2022



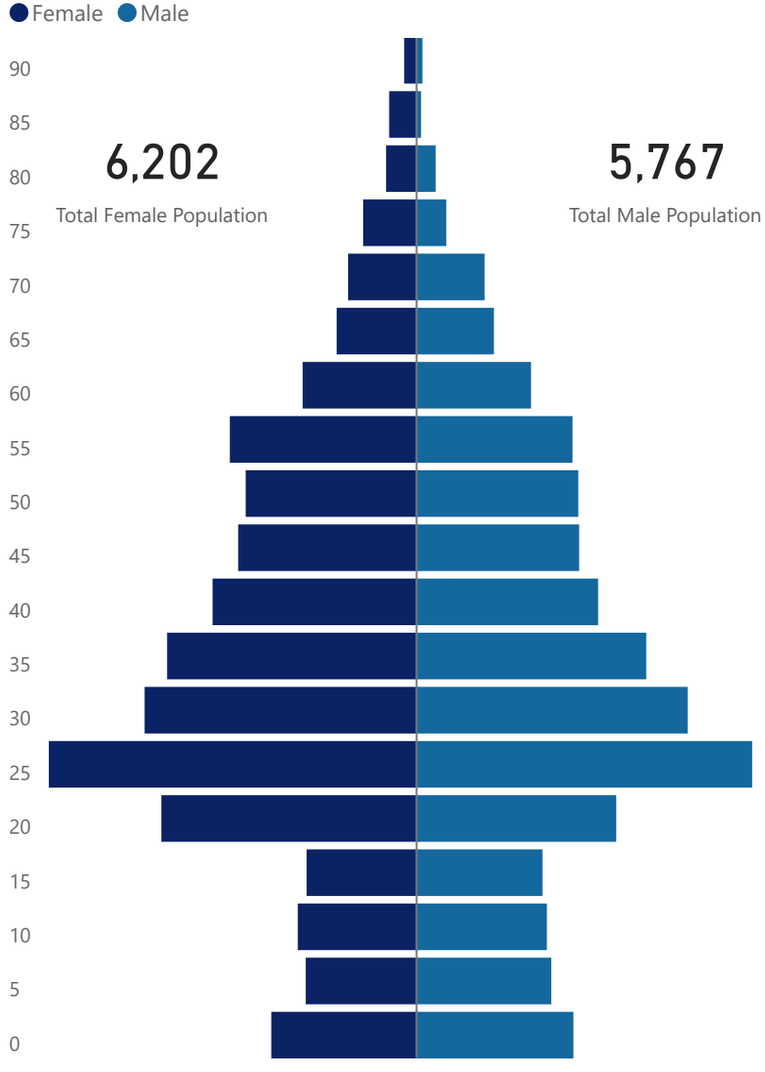
**When all or no wards are selected, the bars and data labels show the figures for Westminster as a whole.*

Concentration of Residents, 2022



10,618 — 13,458

Population Pyramid – by Five Year Age Groups and Gender, 2022



City of Westminster

Diversity

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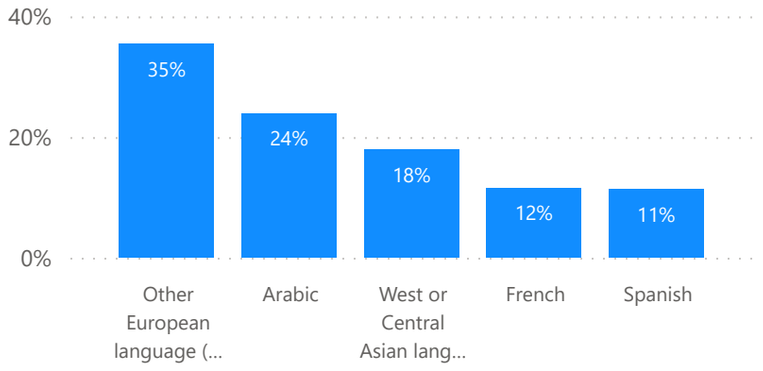
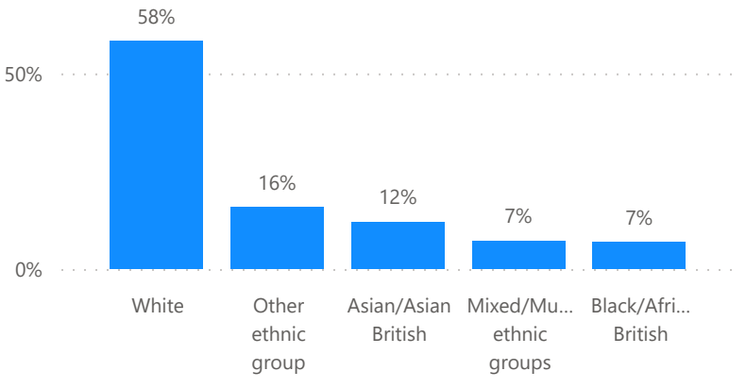
Select Ward

Maida Vale

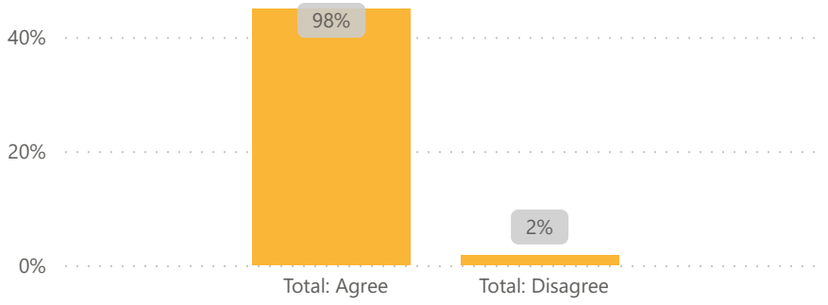
Top 5 Languages Spoken at Home (Excluding English), Census 2021*



Ethnicities, Census 2021

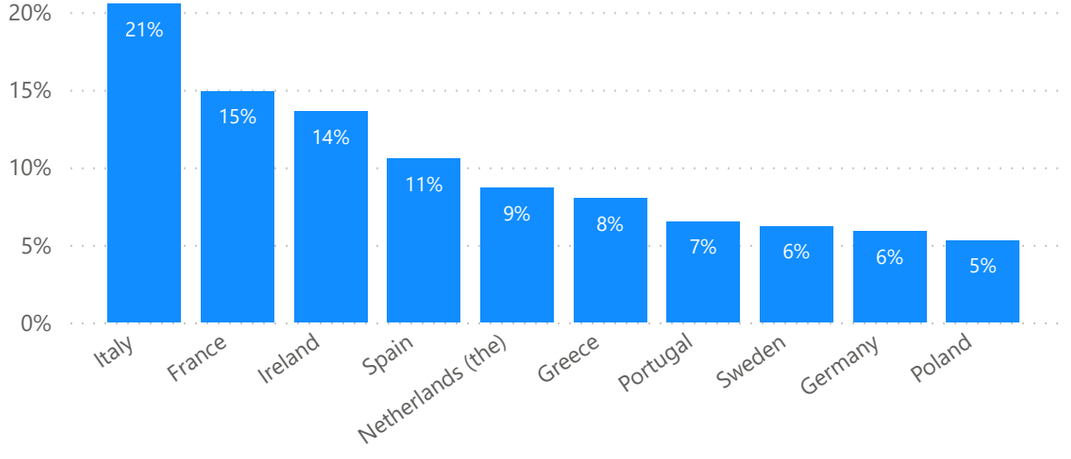


To what extent do you agree or disagree that this local area (within 15 to 20 mins walking distance) is a place where people from different backgrounds get on well together? (City Survey, 2022)

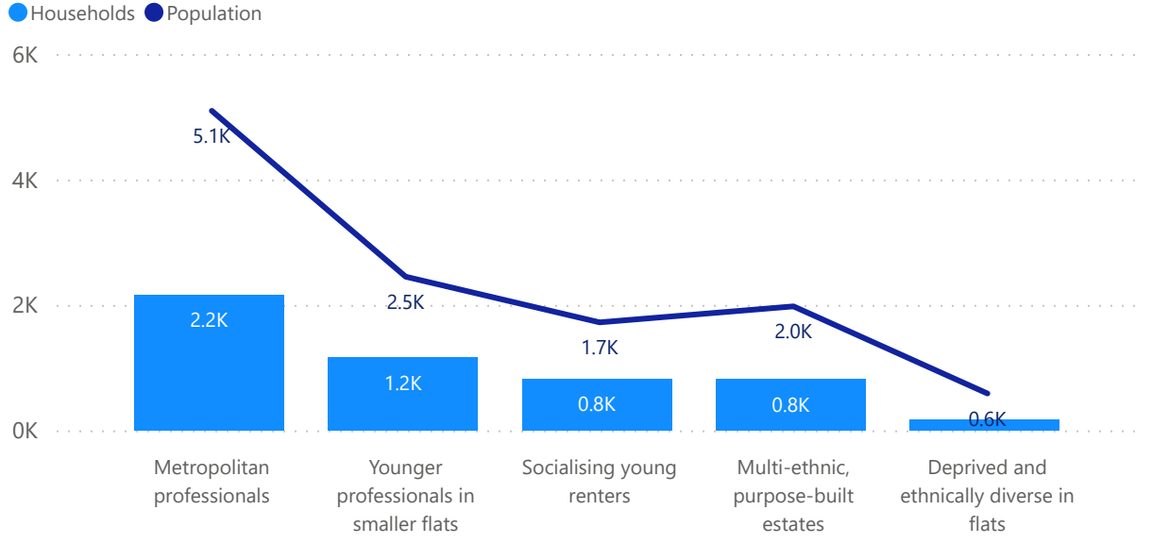


*All usual residents aged 3 and over who are either in employment in the area, or not in employment but live in the area

Top 10 Non-UK Nationalities Registered on Electorate, 2022



Top 5 Acorn types by household numbers and population, CACI 2021



City of Westminster

Deprivation

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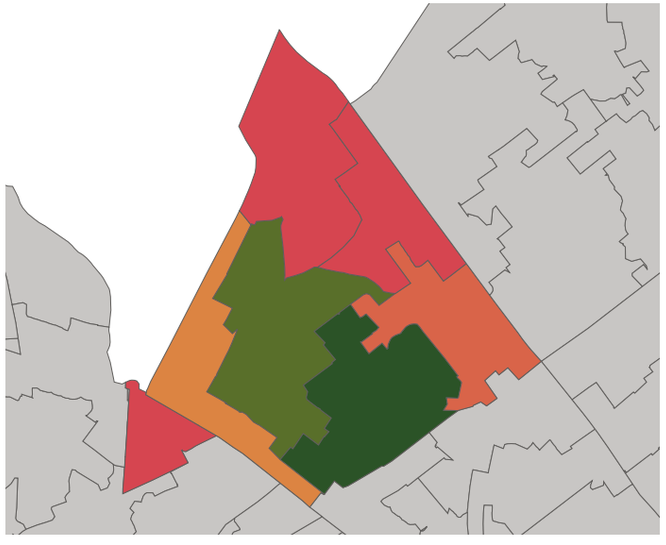
Select Ward

Maida Vale

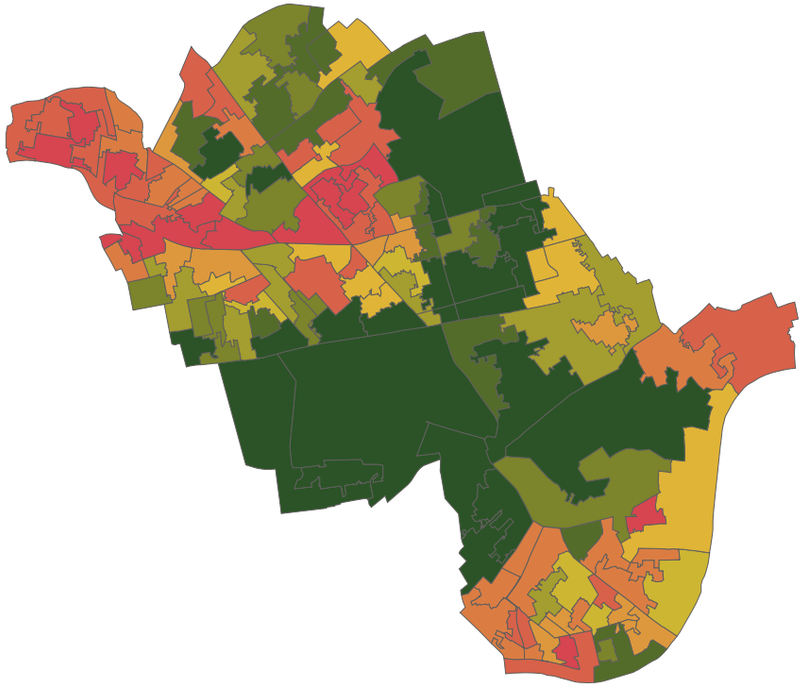
Barriers to Housing and Services Decile (where 1 is most deprived 10% of LSOAs)	Health Deprivation and Disability Decile (where 1 is most deprived 10% of LSOAs)
Crime Decile (where 1 is most deprived 10% of LSOAs)	**Income Decile (where 1 is most deprived 10% of LSOAs)**
Education, Skills and Training Decile (where 1 is most deprived 10% of LSOAs)	Index of Multiple Deprivation (IMD) Decile (where 1 is most deprived 10% of LSOAs)
Employment Decile (where 1 is most deprived 10% of LSOAs)	Living Environment Decile (where 1 is most deprived 10% of LSOAs)

LSOA	LSOA / Ward	Decile
E01004709	Westminster 007E Maida Vale	3
E01004708	Westminster 006D Maida Vale	4
E01004707	Westminster 006C Maida Vale	10
E01004706	Westminster 006B Maida Vale	9
E01004675	Westminster 005B Maida Vale	2
E01004711	Westminster 002E Maida Vale	2
E01004710	Westminster 002D Maida Vale	2



More Deprived — Less Deprived

Income Decile (where 1 is most deprived 10% of LSOAs)



More Deprived — Less Deprived

More information on deprivation: English Indices of Deprivation 2019 FAQs (publishing.service.gov.uk)

City of Westminster

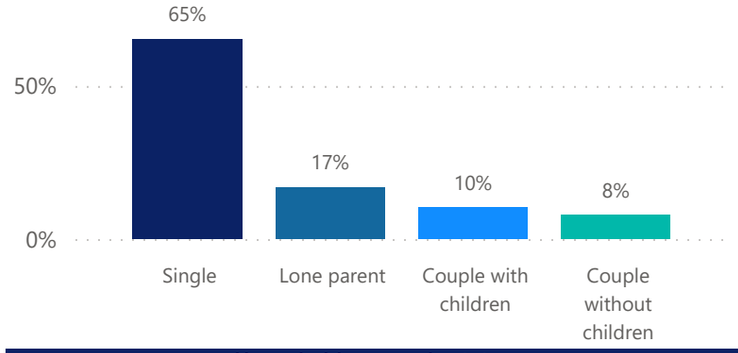
Low income residents

This filter is synced throughout the report. If you filter by a specific ward on one page it will filter the data to that ward across all pages.

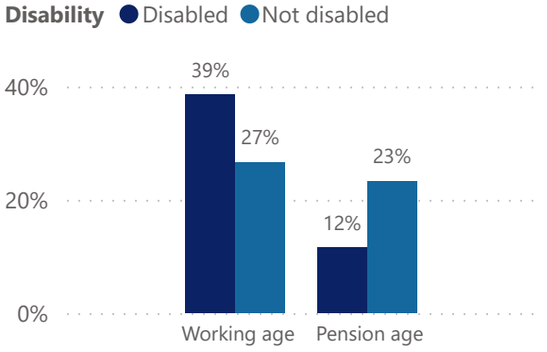
Select Ward

Maida Vale

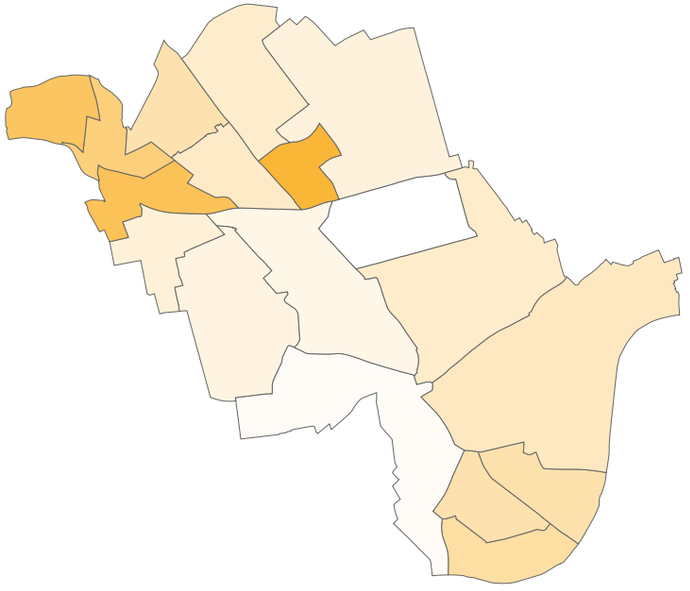
Households type



Age and disability



Concentration of households in LIFT by ward, July 2023



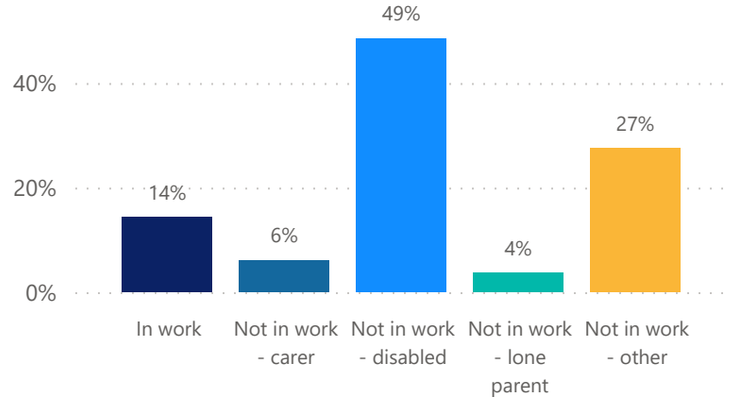
*Sample sizes across the wards vary, so averages may be skewed.

Number of Households in LIFT:
1,100

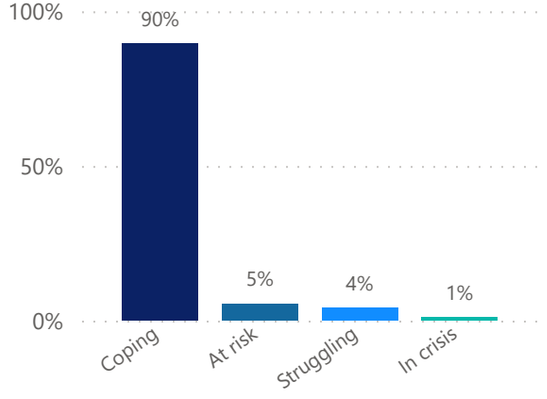
£1.04K
Average Monthly Rent

£607.56
Average Income After Costs

Household economic status



Financial category



The information on this page comes from LIFT, the low-income family tracker. This is a database which holds information about households who receive council tax support or housing benefit. Households in receipt of benefits that do not include council tax support or housing benefit are not included.

Households in financial difficulties in LIFT definitions:

In crisis - When a household's take home income is not enough to meet just its rent and its council tax bill (i.e. at risk of arrears/eviction).

At risk - A household is identified as being "At risk" if its take home income is less than its expected costs, and it does not have enough savings to meet 3 months' worth of its expected costs.

Struggling - A household is identified as "Struggling" if its take home income is less than £100 over its expected costs (i.e. only just about enough to meet its costs) and it does not have 3 months' worth of savings.

Coping - If after costs are deducted, a household still has over £100 left over, it is identified as 'Coping'. Alternatively, if its remaining income is under £100 (and even negative) but it does have 3 months' worth of savings, it will also be classed as "Coping".

Any household that is 'not coping' or in financial difficulties is in one of the first three categories. Any household that is defined as not coping because its income is not enough to meet its outgoings **but** that has 3 months' worth of savings will be placed in the 'Coping' category.

Income and cost are calculated using monthly figures.

City of Westminster

Crime

This filter is synced throughout the report. If you filter by a specific ward on one page it will filter the data to that ward across all pages.

Select Ward

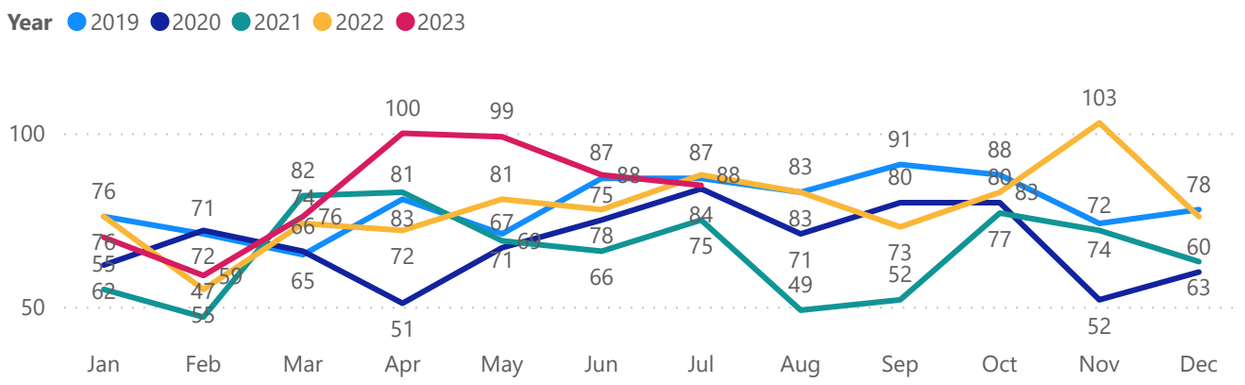
Maida Vale

- Select all
- Arson and Criminal Damage
- Burglary
- Drug Offences
- Miscellaneous Crimes Against Society
- Possession of Weapons
- Public Order Offences
- Robbery
- Sexual Offences
- Theft
- Vehicle Offences

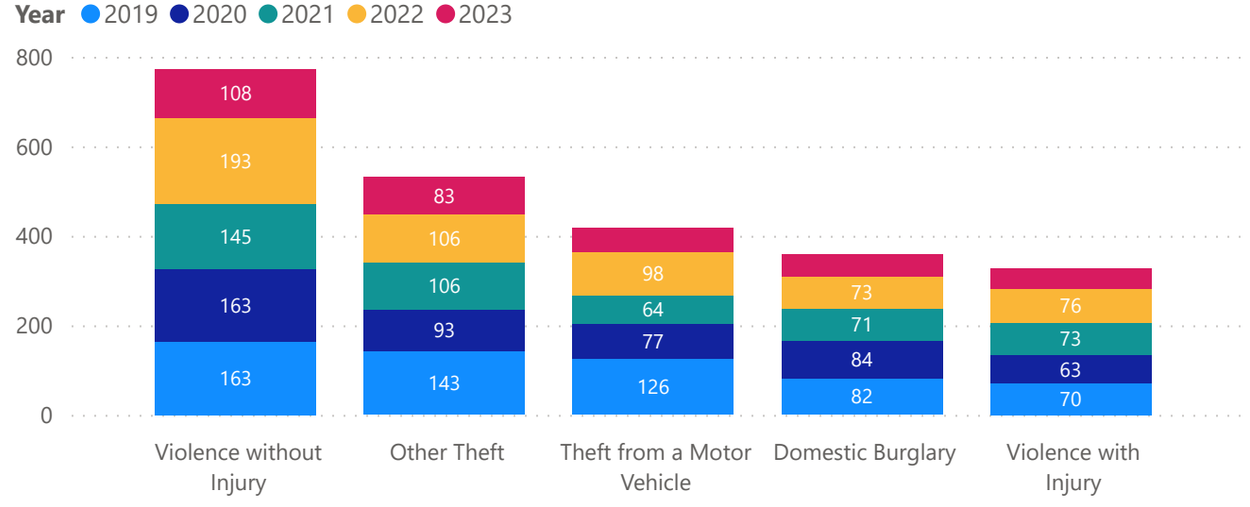
Year

All

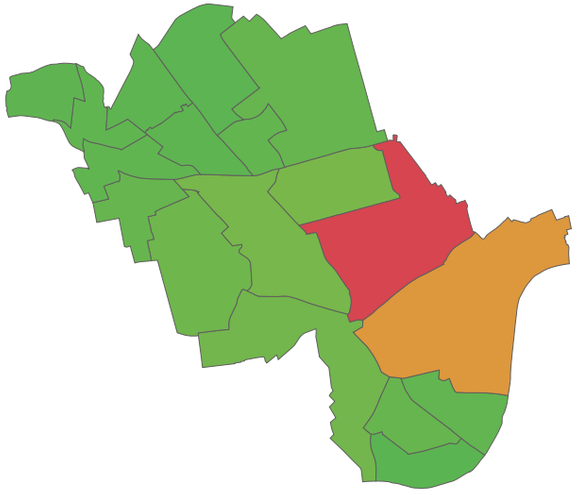
Number of crimes by date, London Datastore, 2023



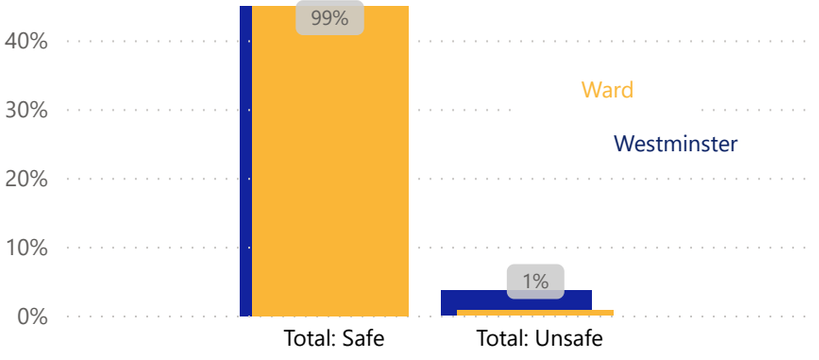
Number of crimes in each minor category, London Datastore, 2023



Number of crimes by Ward, London Datastore, 2023



How safe do you feel in the area you live? (City Survey, 2022)*



When all or no wards are selected, the bars and data labels show the figures for Westminster as a whole.

City of Westminster

Digital Exclusion

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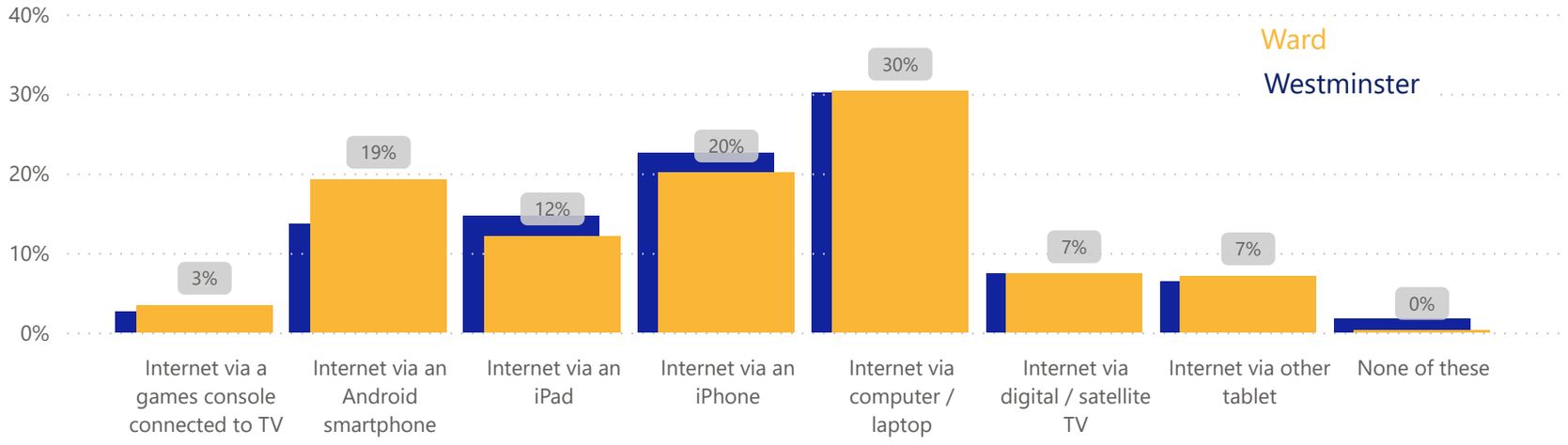
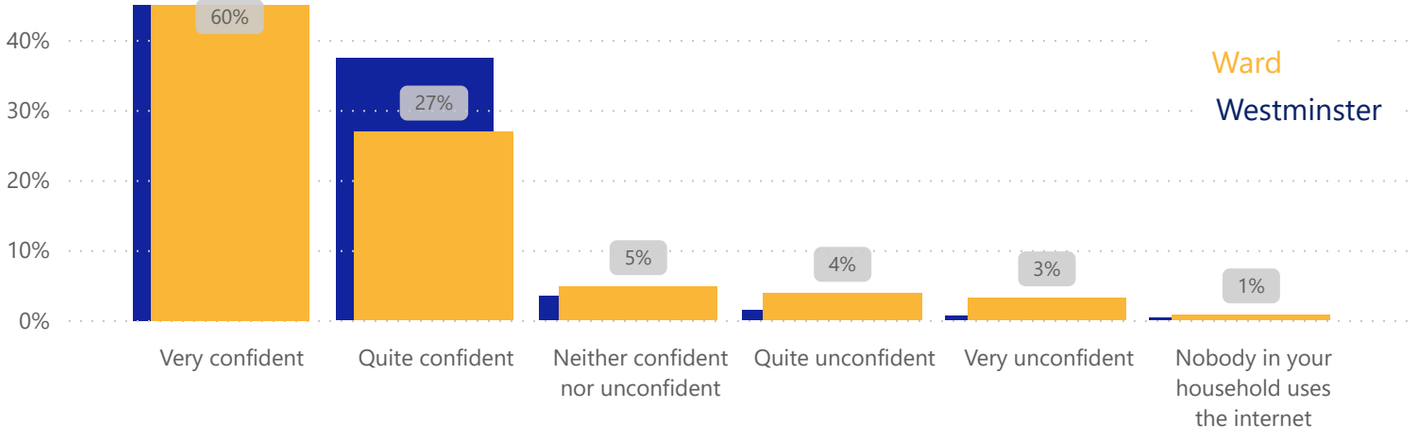
Select Ward

Maida Vale

How do you personally access the internet at home or at work? (City Survey 2021)



Thinking about the most confident person who uses the internet in your household (including yourself), how confident would you say they are? (City Survey 2022)



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City of Westminster

City Survey

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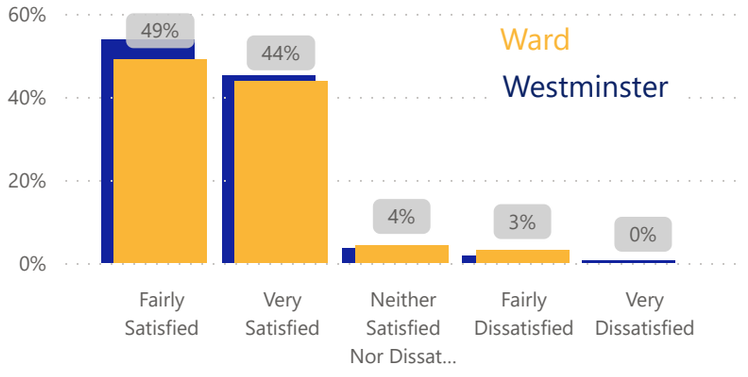
Select Ward

Maida Vale

How satisfied or dissatisfied are you with the way Westminster City Council is running the City?*



How satisfied or dissatisfied you are overall with Westminster City Council's...

	Dissatisfied	Satisfied
Pavement maintenance	3%	91%
Refuse collection	2%	92%
Road maintenance	4%	89%
Street lighting	1%	96%
Street sweeping	4%	89%

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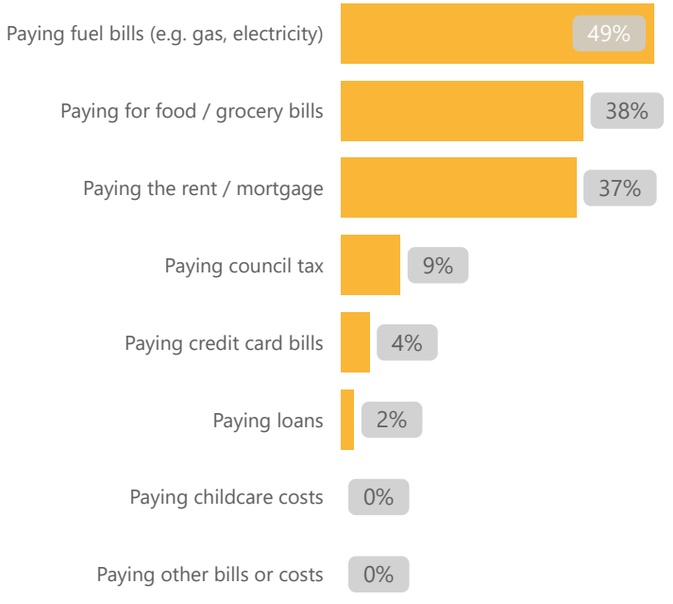
How well do you think Westminster City Council keeps residents informed about...

	Informed	Not Informed
Their plans for your local area	73%	23%
The services and benefits it provides	78%	18%
How residents can help improve their local community or neighbourhood	71%	24%
Changes to council services	69%	27%
Career choices for yourself and your dependents	48%	19%

To what extent, if at all, do you think these issues are a problem...

	Not a problem	Problem
Empty shop fronts	95%	3%
Flooding	90%	4%
Noise from building sites	92%	8%
People begging on the streets	87%	12%
People being drunk or rowdy	96%	4%
People showing hostility or prejudice based on disability, race, religion, transgender identity or sexual orientation	98%	1%
People using or dealing drugs	80%	11%
Poor air quality	93%	7%
Protests and gatherings	94%	2%
Rubbish and litter lying around	81%	19%
Short-term letting of your neighbour's properties	94%	1%
Street entertainment and busking	97%	0%
Vandalism, graffiti and other deliberate damage	96%	2%
Violence among young people	98%	1%

To what extent are you concerned about...



City of Westminster

Health

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Select Ward

Maida Vale

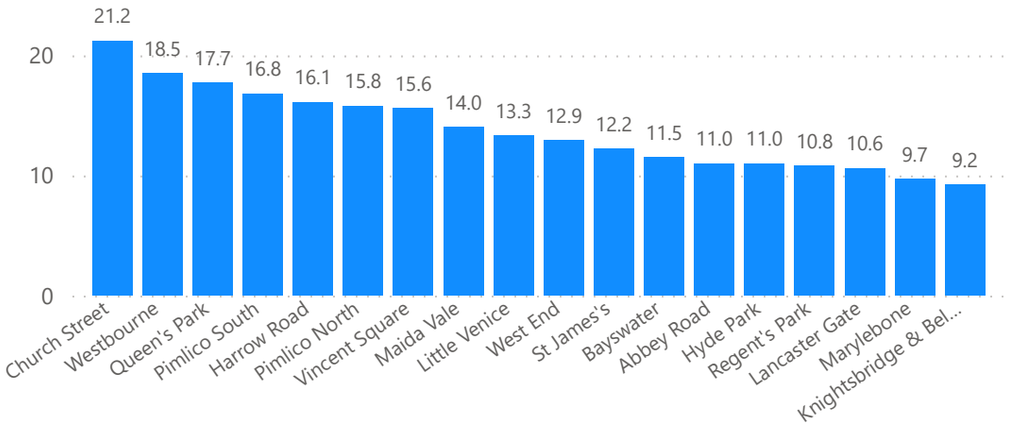
Census Indicator

Disabled under the Equality Act	Provides no unpaid care
Provides 35 to 49 hours unpaid care a week	Very bad health
Provides 50 or more hours unpaid care a week	Very good health

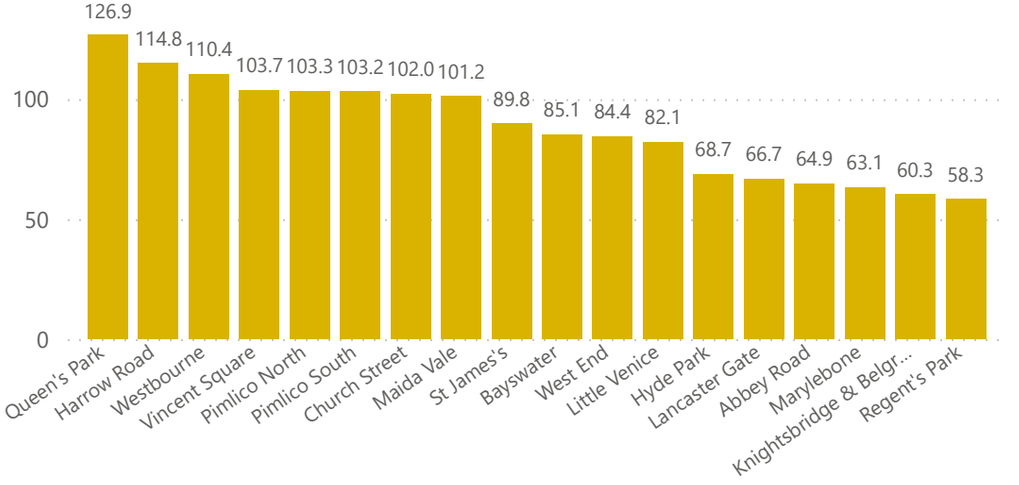
GP data indicator

Anxiety	Chronic obstructive pulmonary diseas...
Asthma	Coronary heart disease (CHD)
Atrial Fibrillation	Dementia
Cancer	Depression
Chronic kidney disease (CKD)	Diabetes

Census 2021 Data (%)



GP Data March 2023 (Rate per 1,000)



For more information on the metrics presented here, please visit: Health and Wellbeing Ward Presentation and JSNA Interactive Profiles

Census Statistics

1.5% Very bad health (%)	56.8% Very good health (%)	14.0% Disabled under the Equality Act (%)
1.3% Provides 35 to 49 hours unpaid care a week (%)	1.8% Provides 50 or more hours unpaid care a week (%)	93.1% Provides no unpaid care (%)

GP Data Statistics

101.2 Anxiety (rate per 1,000)	38.0 Asthma (rate per 1,000)	8.8 Atrial Fibrillation (rate per 1,000)
14.3 Cancer (rate per 1,000)	11.3 Chronic kidney disease (CKD) (rate per 1,000)	9.9 Chronic obstructive pulmonary disease (COPD) (r...
16.5 Coronary heart disease (CHD) (rate per 1,000)	6.1 Dementia (rate per 1,000)	70.1 Depression (rate per 1,000)
36.2 Diabetes (rate per 1,000)	77.5 Hypertension (rate per 1,000)	3.4 Learning Disability (rate per 1,000)
43.5 Obesity (rate per 1,000)	13.1 Serious mental health condition (rate per 1,000)	9.3 Stroke transient ischaemic attack (TIA) (rate per 1,000)

City of Westminster

Wellbeing

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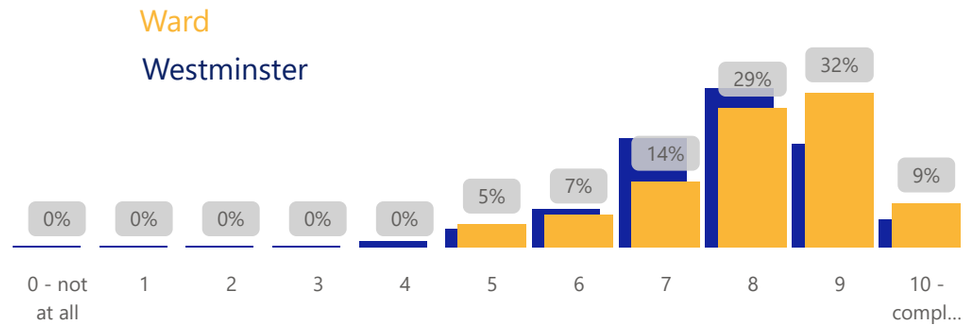
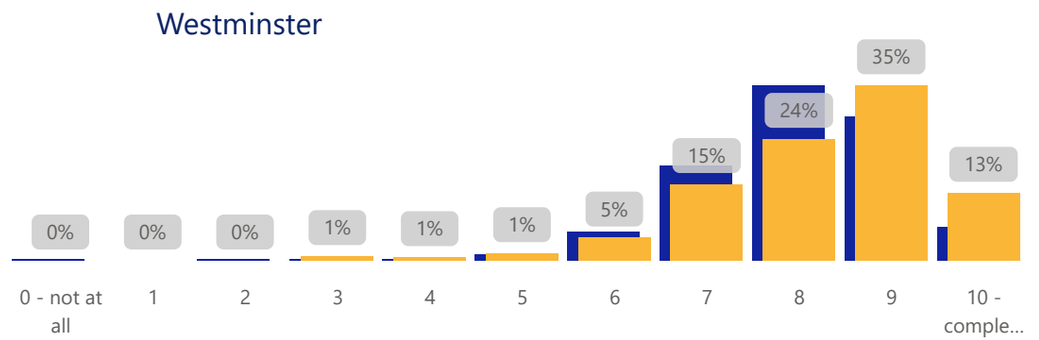
Select Ward

Maida Vale

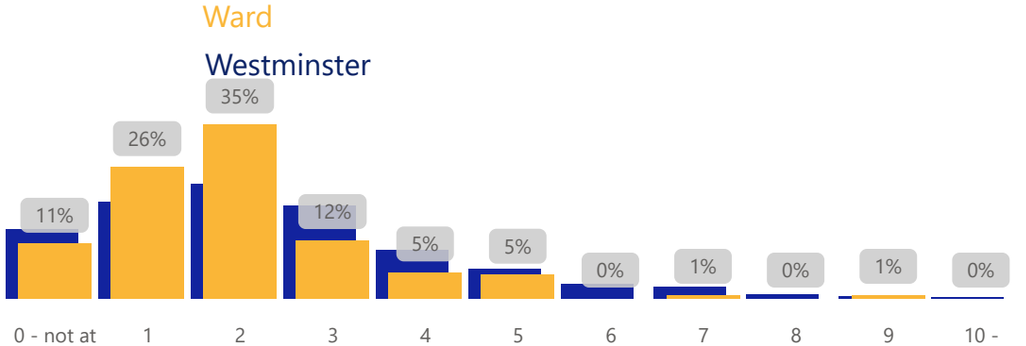
Overall, how happy did you feel yesterday?



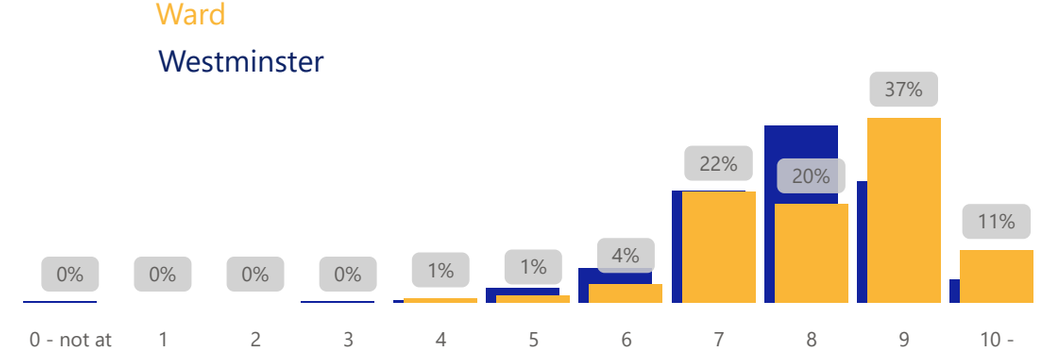
Overall, how satisfied are you with your life nowadays?



Overall, how anxious did you feel yesterday?



To what extent do you feel that the things you do in life are worthwhile?



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City of Westminster

Economy

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Select Ward

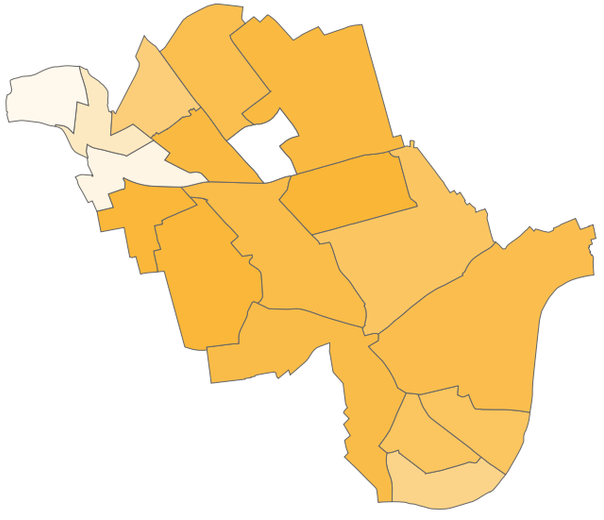
Maida Vale

£209.97M
Estimated GVA (2022)

2,128
Total number of employees (2021)

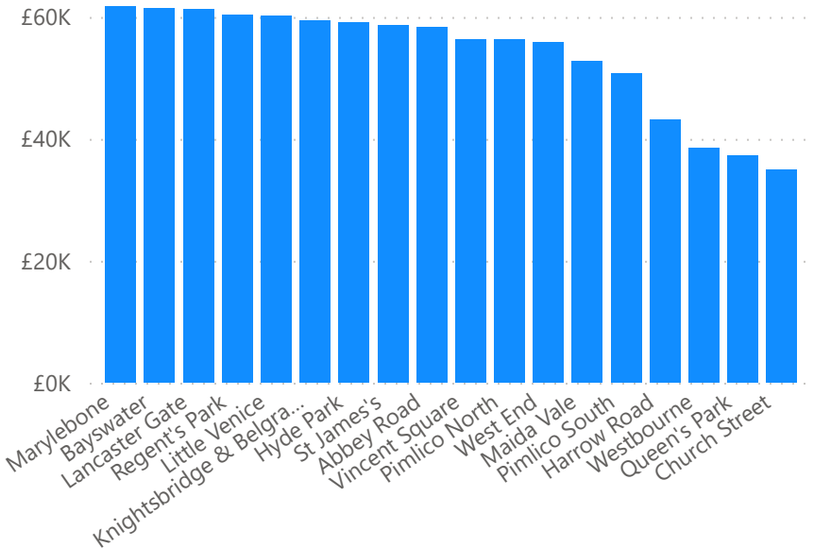
£52,729
Average Household Income (2022)

Average Household Income, Paycheck 2022

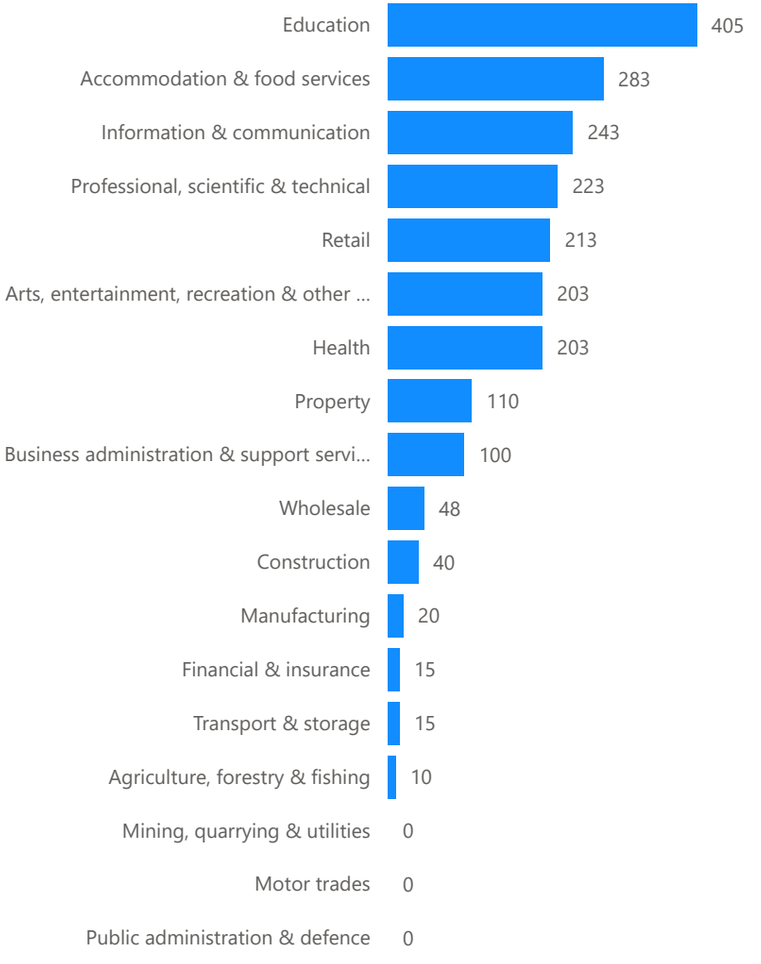


£34.85K £61.71K

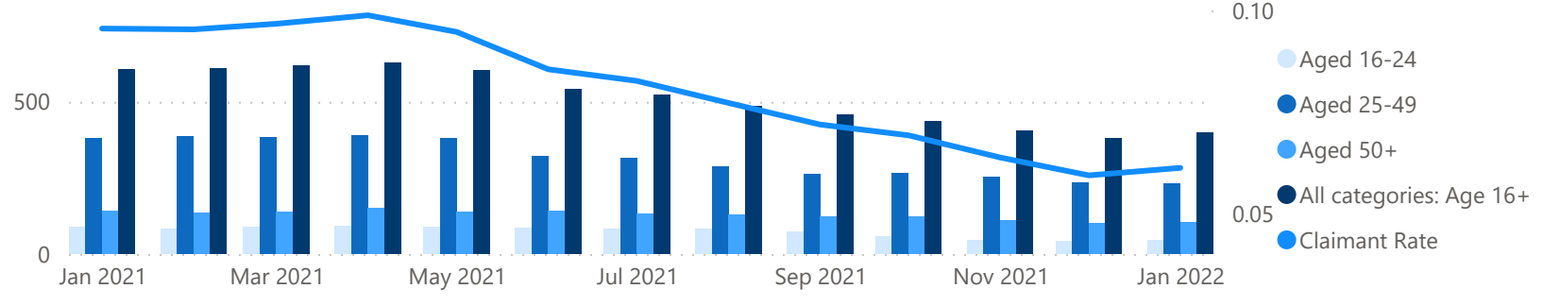
Average Household Income, Paycheck 2022



Number of employees by industry, ONS 2021



Claimant Counts by age group, ONS 2022



City of Westminster

House Prices

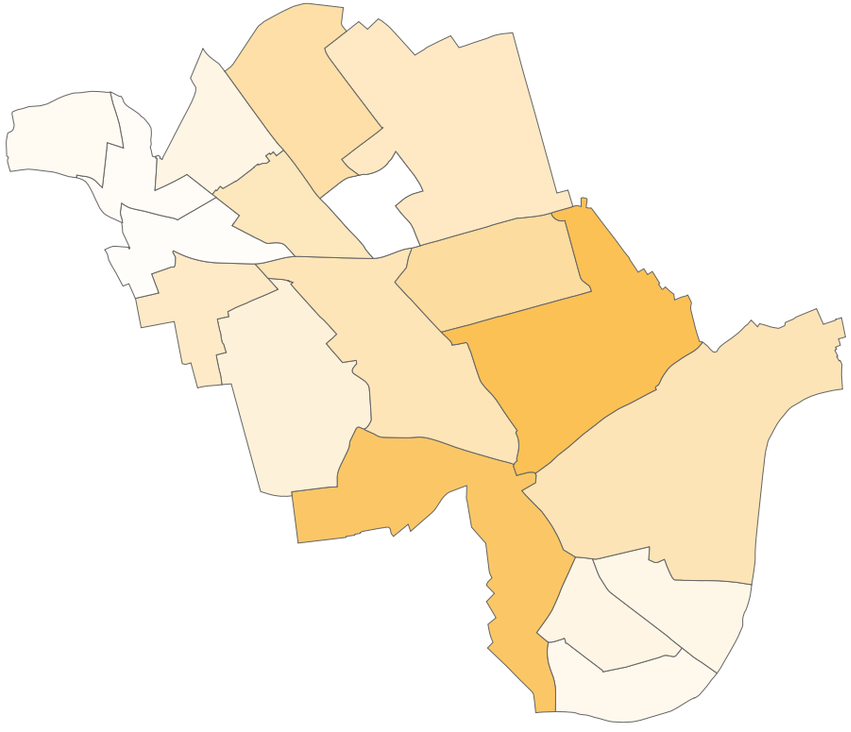
This filter is synced throughout the report. If you filter by a specific ward on one page it will filter the data to that ward across all pages.

Select Ward

Maida Vale

Detached | Flats/Maisonettes | Semi-Detached | Terraced

Average House Price, Land Registry



£350K £3.29M

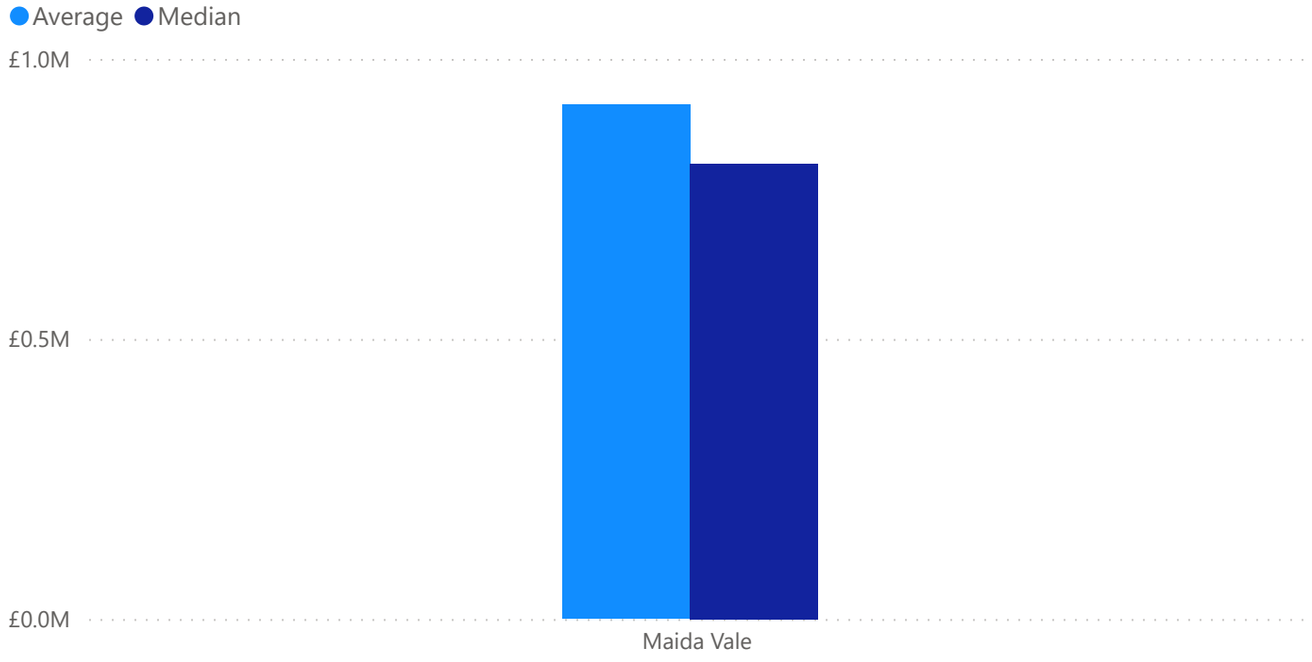
£918,402

Average house price*

£812,500

Median house price*

House prices by ward



** House prices refer to all houses sold since January 2022, according to Land Registry records.*

City of Westminster

Environment

This filter is synced throughout the report. If you filter by a specific ward on one page it will filter the data to that ward across all pages.

Select Ward

Maida Vale

Efficient Buildings

30.0

Average EPC rating

Green and Resilient City

15.2

Average NO2 Emissions

14.8

Average summer daytime temperature

22.3%

% Households in areas of flood risk

12.7%

Average of Tree canopy

2.4%

% Households in areas of open space deficiency

Sustainable Travel and Transport

19.7%

% Residents commuting by public transport

8.9%

% Households close to bus stops

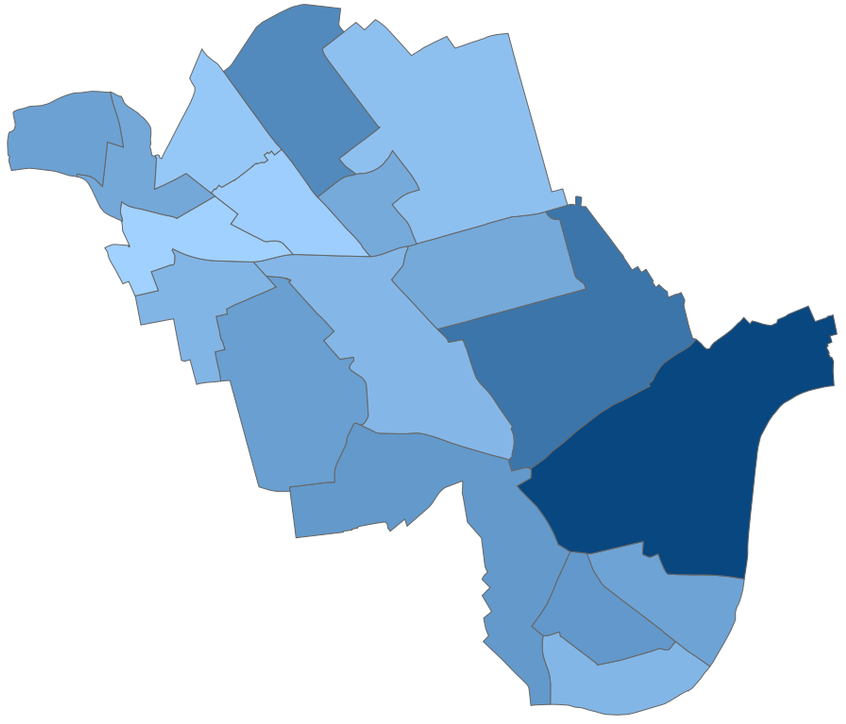
4.7%

% Residents commuting by bike or walking

31.9%

% Households close to cycling facilities

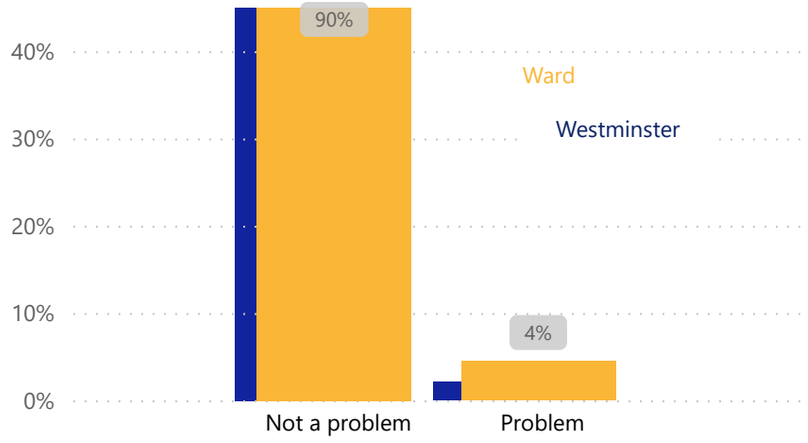
Environmental Justice Measure Data



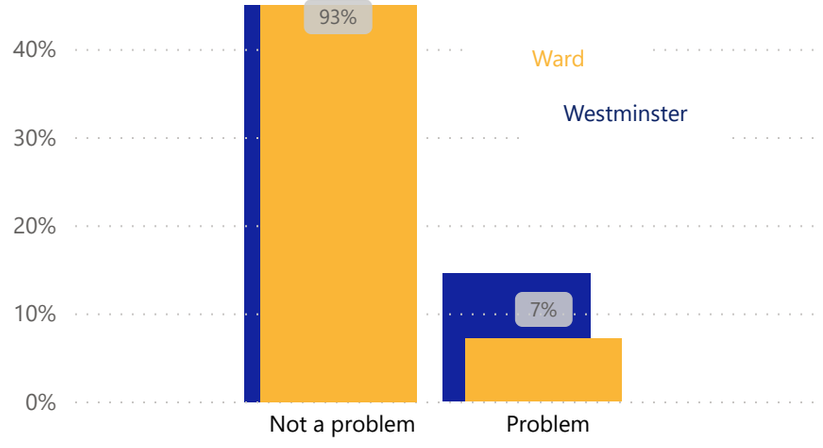
Filter by Environmental Justice Measure

% Households close to bus stops

To what extent if at all do you think flooding is a problem? (City Survey, 2022)



To what extent if at all do you think poor air quality is a problem? (City Survey, 2022)



For more information on the metrics presented here, please visit: Environmental Justice Measure | Westminster City Council

City of Westminster

Cost of Living

This filter is synced throughout the report. If you filter by a specific ward on one page it will filter the data to that ward across all pages.

Select Ward

Maida Vale

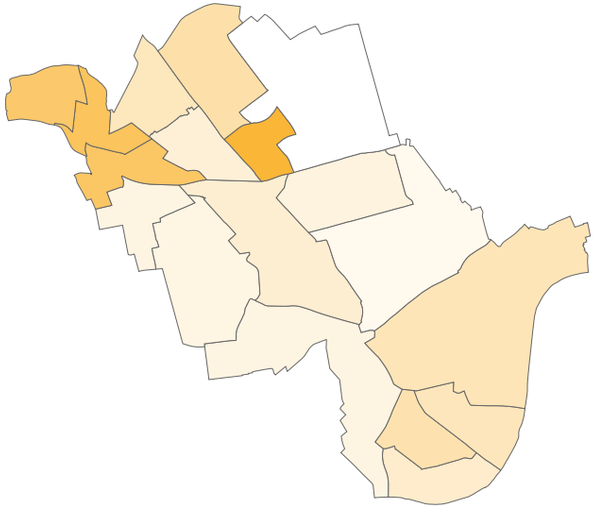
750
Total Housing Benefits Claimants

£242.72
Average Weekly Award Amount

1,049
Total Universal Credit Claimants

11.9%
Average Proportion of Fuel Poor Households

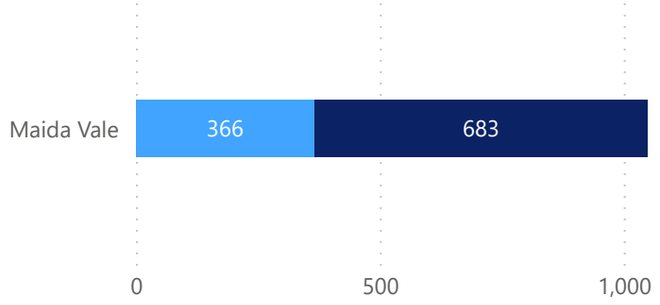
Concentration of Housing Benefits Claimants by Ward, May 2023



245 — 1,784

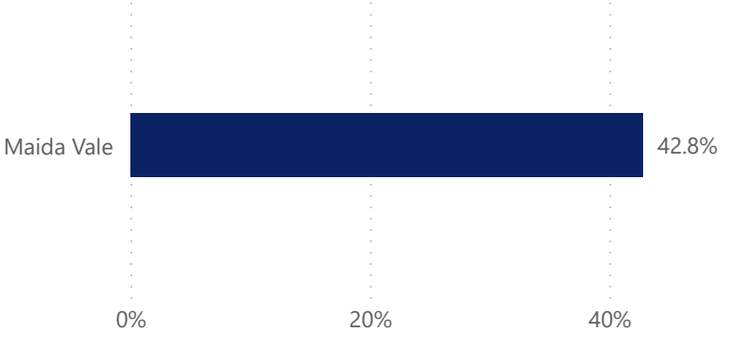
Universal Credit Claimants by Ward, July 2023

Attribute In employment Not in employment

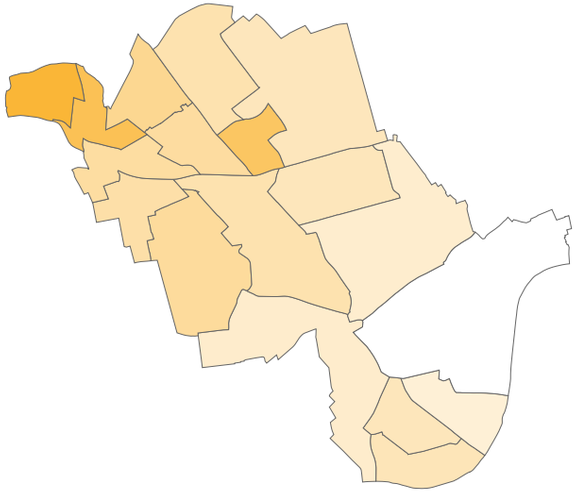


1,236
Number of Children Eligible for Free School Meals

Proportion of Children Eligible for Free School Meals, Summer 2023



Concentration of households in Fuel Poverty by Ward (%), 2021



7.1% — 15.8%

City of Westminster

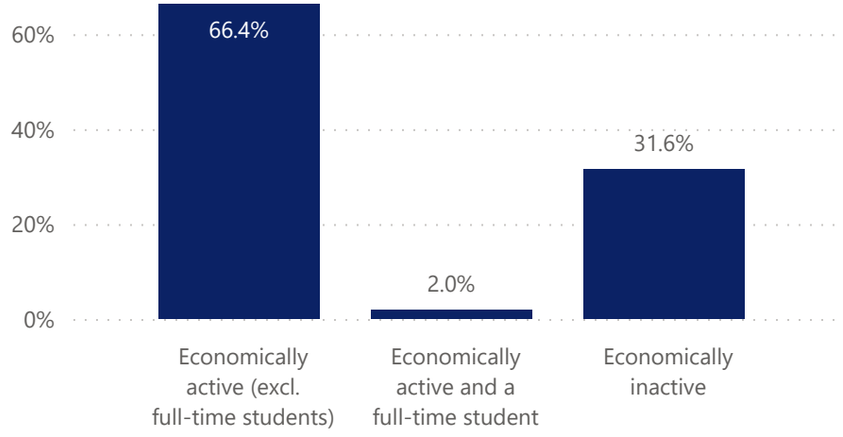
Socio-Economic

This filter is synced throughout the report. If you filter by a specific ward on one page it will filter the data to that ward across all pages.

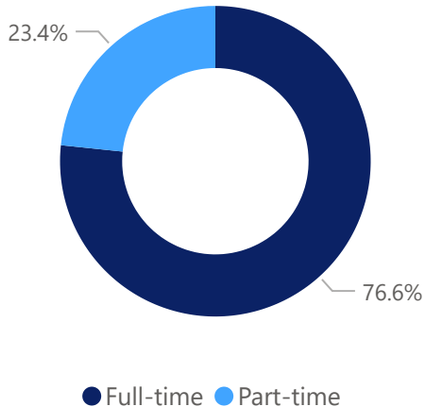
Select Ward

Maida Vale

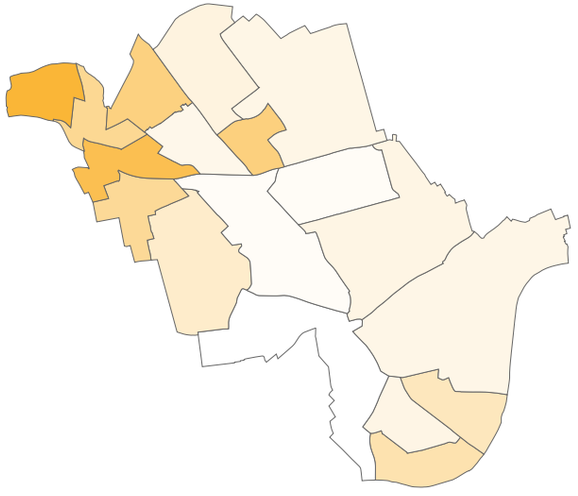
Economic Activity Status, Census 2021



Employment Type, 2021

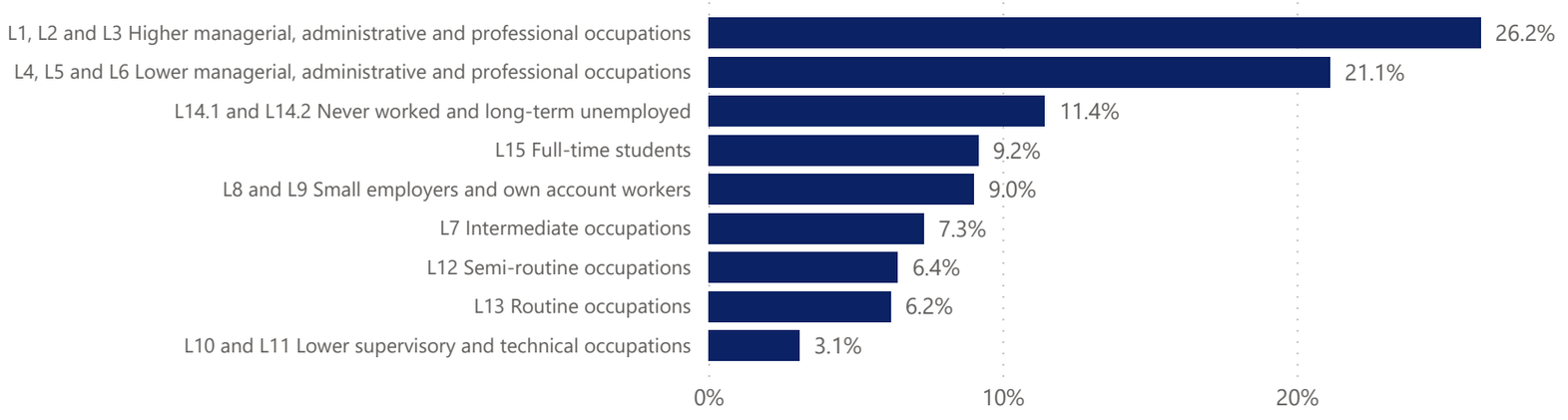


Concentration of Unemployment (exc. students) by Ward, 2021



266 638

Socio-Economic Classification, Census 2021



9,784

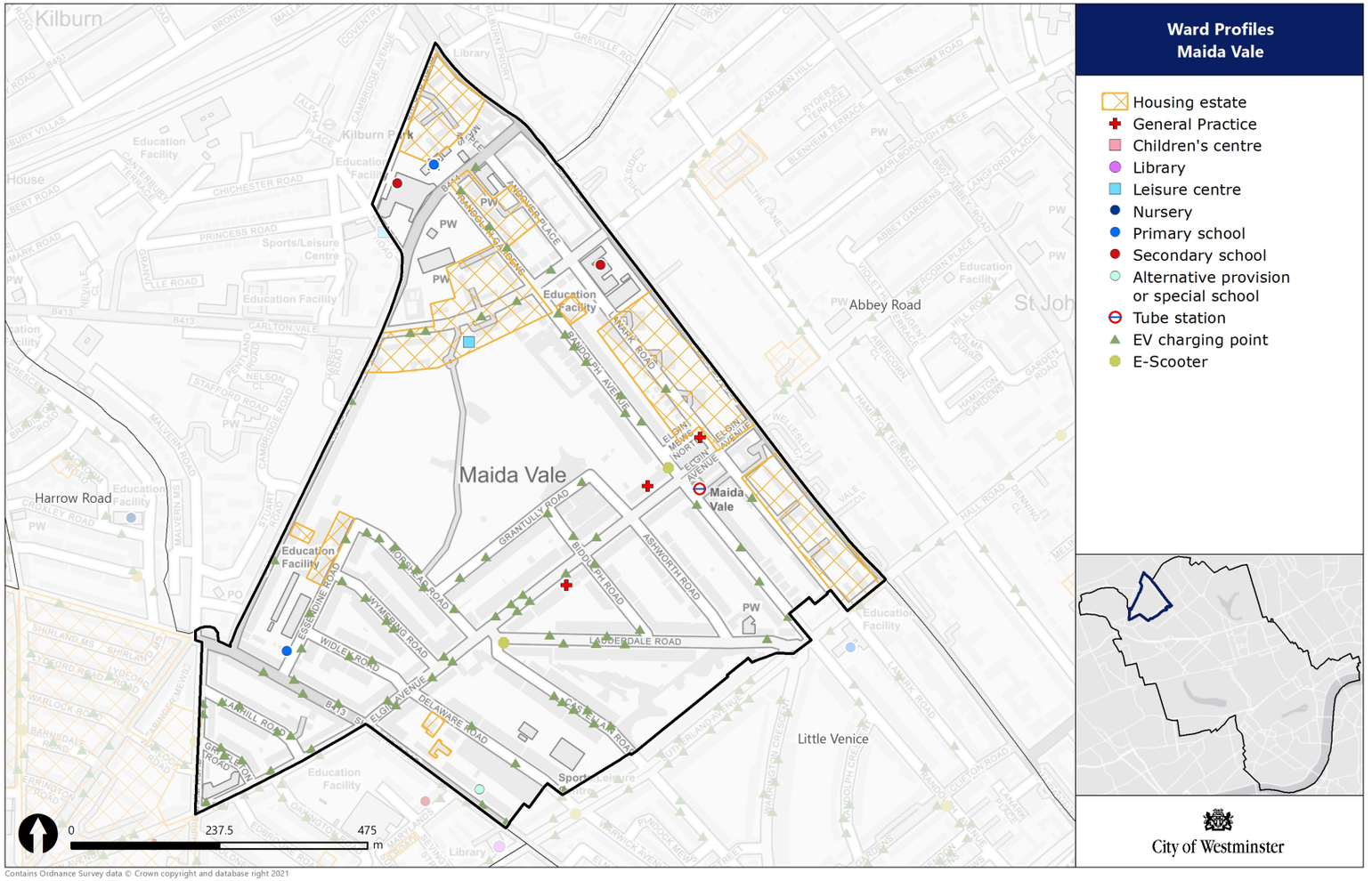
Total Residents (Aged 16+)

For further information on these metrics, please visit the Socio-Economic Ward Profiles.

City of Westminster

Ward Profiles

Services and amenities



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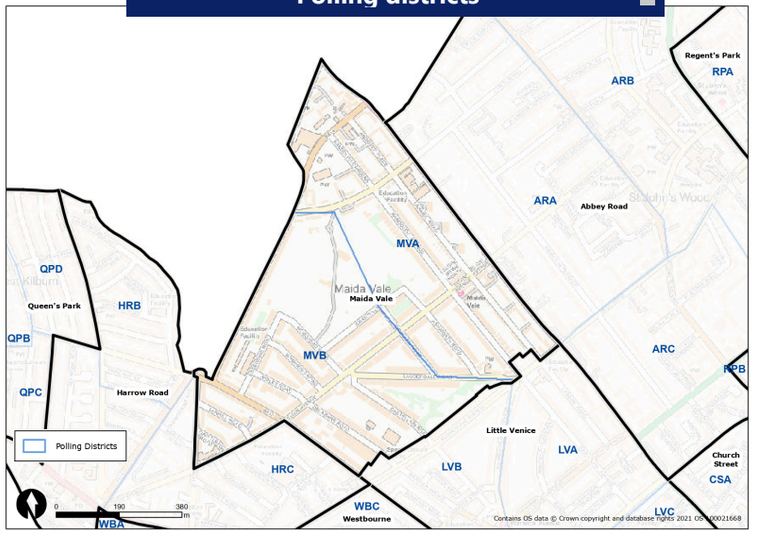
Ward Profiles
Maida Vale

- Housing estate
- General Practice
- Children's centre
- Library
- Leisure centre
- Nursery
- Primary school
- Secondary school
- Alternative provision or special school
- Tube station
- EV charging point
- E-Scooter

City of Westminster

Polling districts



GPs	Hospitals	Schools	Children Centres	Leisure Centres	Libraries
4	0	5	1	2	0

Train Stations	Tube Stations	E-Scooters	EV Charging Stations
0	1	2	95

Existing Residential Units	Proposed Residential Units	Net Residential Units
0	2	2

Existing Affordable Units	Proposed Affordable Units	Net Affordable Units
0	0	0

If you would like to access the interactive web map of the Ward maps, please follow the link: ***Ward profiles 2021 (arcgis.com)***
Please see the Sources page for definitions on Residential and Affordable Units.

SOURCES

Population
Population by Age and Sex, Census, 2021

Diversity
Top 5 Languages Spoken at Home, Census 2021
Ethnic Diversity, Census 2021
To what extent do you agree or diagree that this local area is a place where people from different backgrounds get on well together, City Survey 2021
Top 10 Nationalies Registered on Electorate, Electorate 2022
Top 5 Acorn types by household numbers and population, CACI 2021

Deprivation
Deprivation, ONS 2021

Low income residents
Household types, LIFT 2023
Age and disability, LIFT 2023
Household economic status, LIFT 2023
Financial Category, LIFT 2023
Concentration of household in LIFT by ward, LIFT 2023

Crime
Number of crimes by date, London Datastore 2023
Number of crimes by Ward, London Datastore 2023
Number of crime in each minor category, London Datastore 2023
How safe do you feel in the area you live?, City Survey 2022

Digital Exclusion
How do you personally access the internet at home or at work?, City Survey 2021
Thinking about the most confident person who uses the internet in the household (including yourself), how confident would say they are?, City Survey 2021

City Survey
How satisfied are you with the way WCC is running the City?, City Survey 2021
How well do you think WCC keeps residents informed about, City Survey 2021
How satisfied you are overall with WCC, City Survey 2021
To what extend do you think these issues are a problem, City Survey 2021
To what extent are you concerned about, City Survey 2021

Health
Census health indicators by Ward, Census 2021
GP health indicators (rate per 1,000) by Ward, GP (WISC) 2023

Wellbeing
How happy did you feel yesterday?, City Survey 2021
How satisfies are you with your life nowadays?, City Survey 2021
How anxious did you feel yesterday?, City Survey 2021
To what extent do you feel that the things you do in life are worthwhile?, City Survey 2021

Economy
GVA, ONS 2019
Household Income, CACI Paycheck 2022
Number of employees by industry, ONS 2020
Claimant Counts, ONS 2022

House prices
House prices, Land Registry 2023

Environment
Environmental Justice Measures, Environmental Justice Measure tool 2022
To what extent if at all do you think poor air quality is a problem?, City Survey 2022
To what extent if at all do you think flood risk is a problem?, City Survey 2022

Cost of Living
Sub-regional Fuel Poverty, Department for Energy Security & Net Zero, 2021
Housing Benefit Claimants, Department for Work and Pensions 2023
People on Universal Credit, Department for Work and Pensions 2023
Free School Meal Eligibility, School Census Summer 2023

Socio-Economic
Economic Activity Status, Census 2021
Employment Type, Census 2021
NS-SeC, Census 2021

Maps
Polling Districts, Electoral Services 2021
GP, Public Health Team 2021
Hospital, Public Health Team 2021
Schools and Nurseries, Westminster Children's Services 2021
Children's Centre, Westminster Children's Services 2021
Leisure Centre, Everybody Active Westminster 2021
Libraries, Westminster Libraries Service 2021
Tube Station, Transport for London 2021
Train Station, Transport for London 2021