

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.



Ward Profiles

Contents

Population

Diversity

Deprivation

Low income residents

Crime

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City Survey

Health

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Economy

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Environment

Cost of Living

Socio-Economic

Sources

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 \(arcgis.com\)](https://www.westminster.gov.uk/ward-profiles-2021)



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.

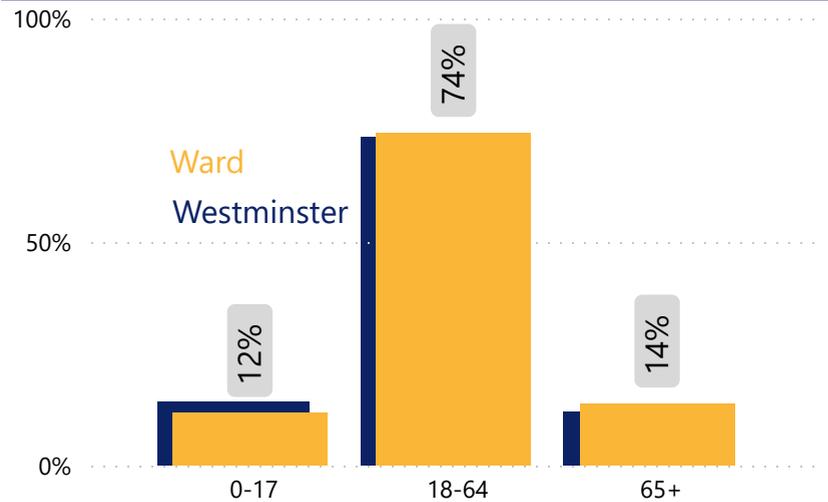
Select Ward

Pimlico North

10,621

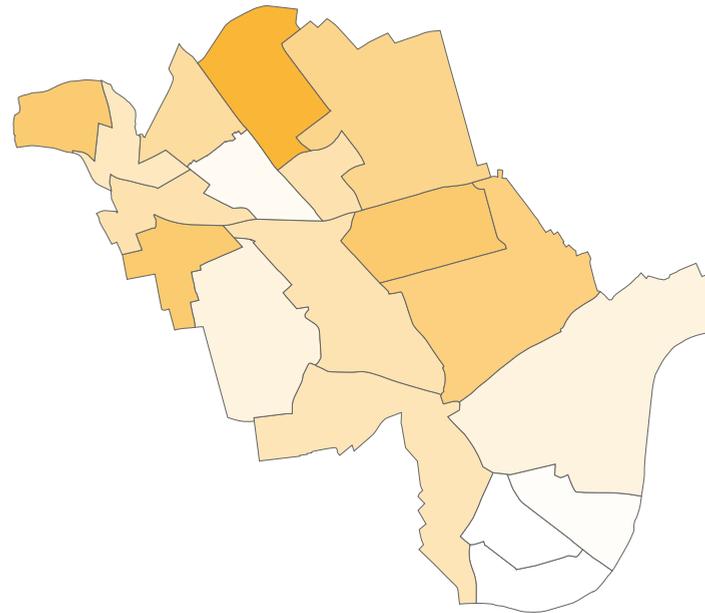
Total Population

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

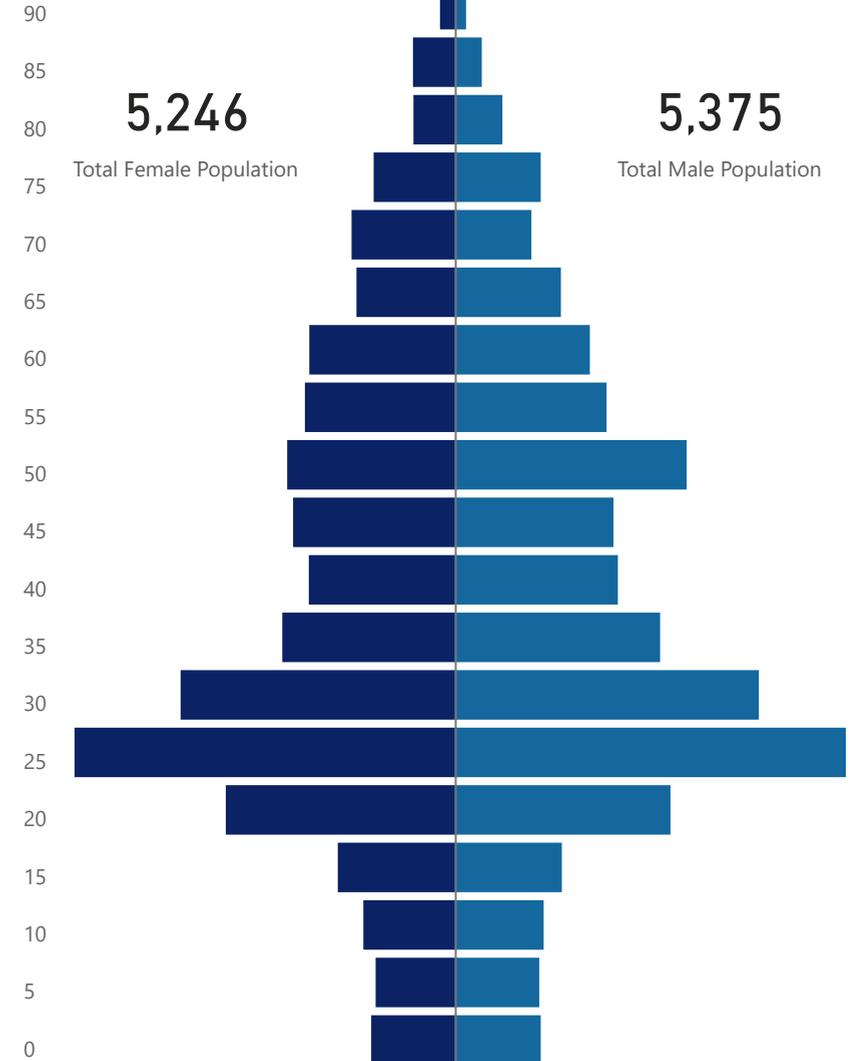


10,618

13,458

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

Female Male





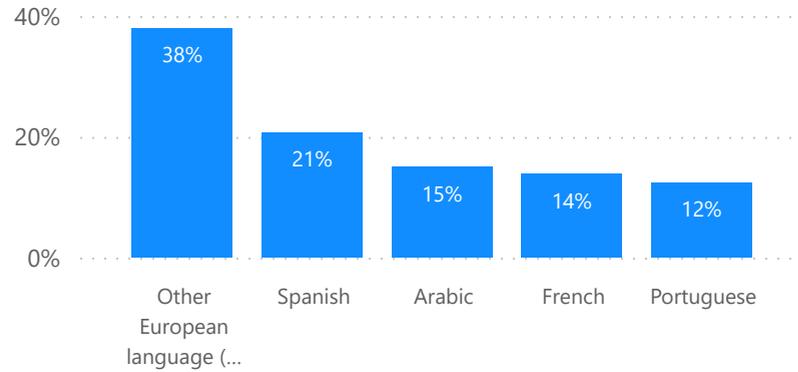
This filter is synced throughout the report. If you filter by a specific ward on one page it will filter the data to that ward across all pages.

Select Ward

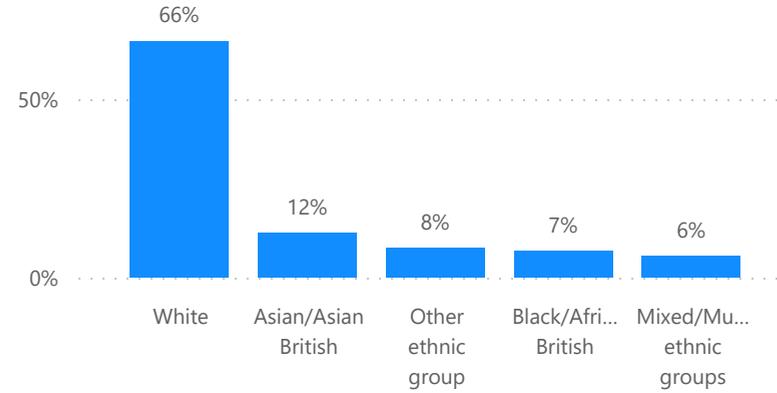
Pimlico North



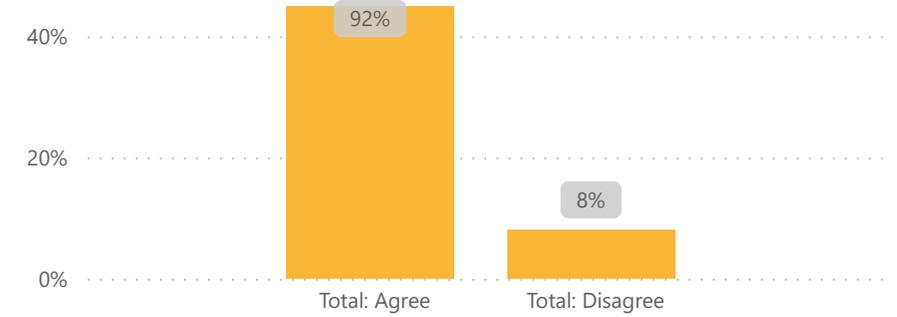
Top 5 Languages Spoken at Home (Excluding English), Census 2021*



Ethnicities, Census 2021

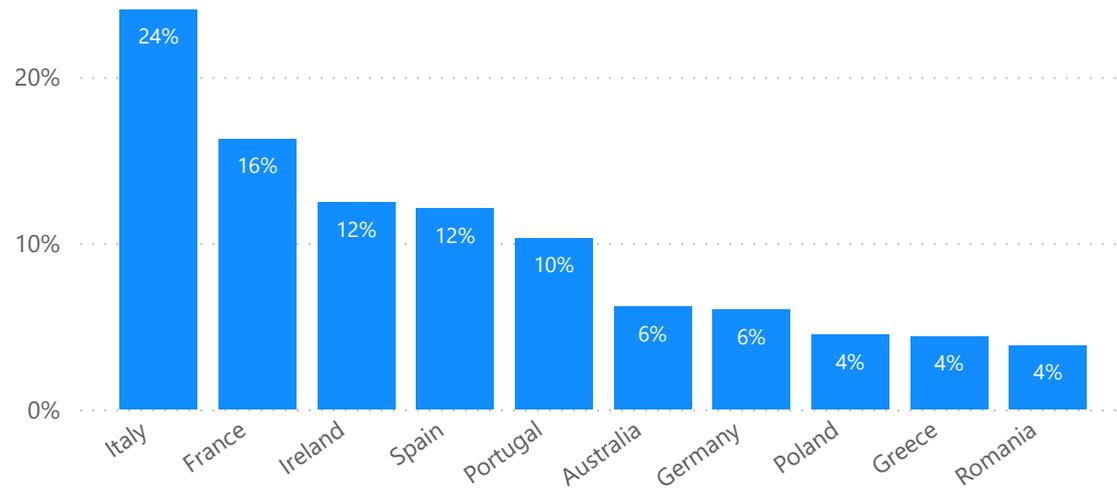


To what extent do you agree or disagree that this local area (within 15 to 20 mins walking distance) is a place where people from different backgrounds get on well together? (City Survey, 2022)

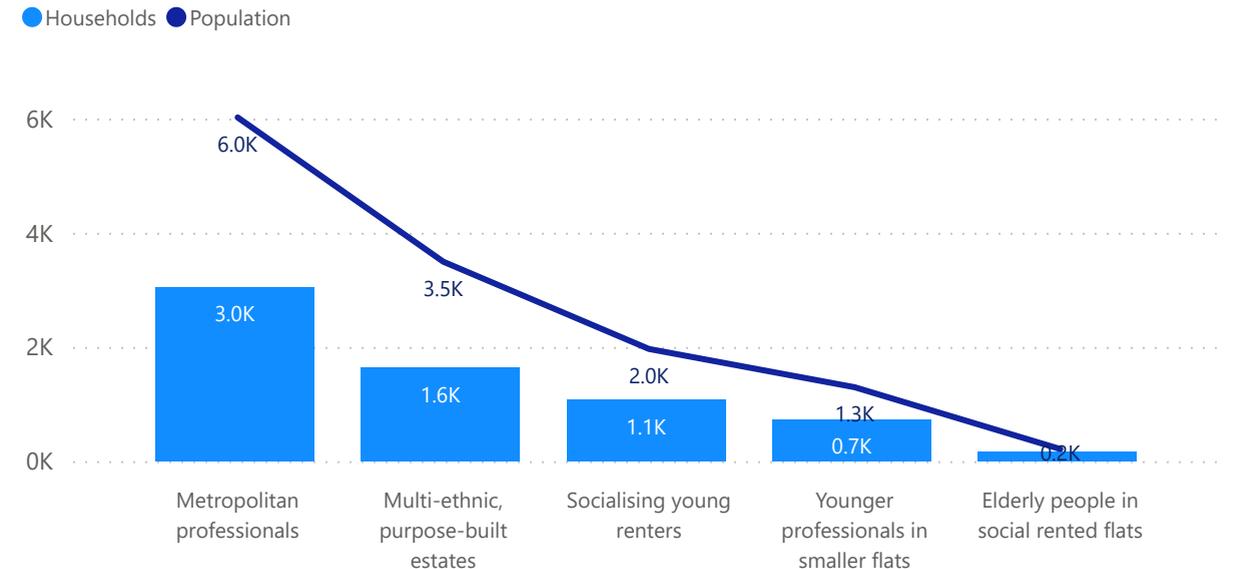


*All usual residents aged 3 and over who are either in employment in the area, or not in employment but live in the area

Top 10 Non-UK Nationalities Registered on Electorate, 2022



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





Deprivation

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Select Ward

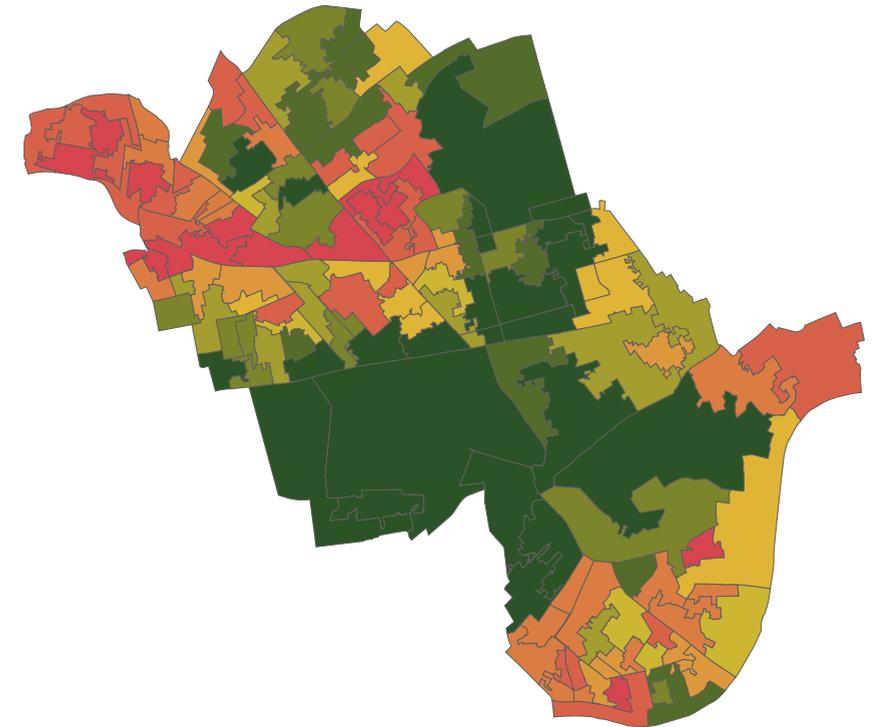
Pimlico North



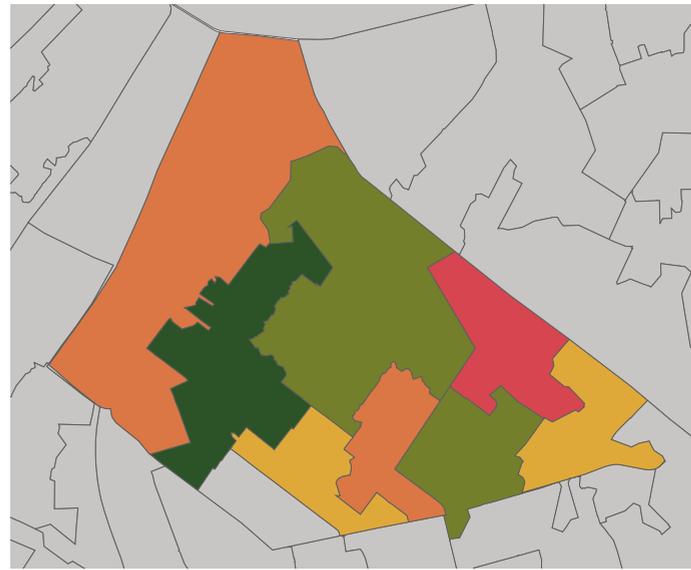
Barriers to Housing and Services Decile (where 1 is most deprived 10% of LSOAs)	Health Deprivation and Disability Decile (where 1 is most deprived 10% of LSOAs)
Crime Decile (where 1 is most deprived 10% of LSOAs)	Income Decile (where 1 is most deprived 10% of LSOAs)
Education, Skills and Training Decile (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
E01004741	Westminster 024F Pimlico North	4
E01004750	Westminster 023E Pimlico North	3
E01004753	Westminster 022E Pimlico North	4
E01004752	Westminster 022D Pimlico North	3
E01004751	Westminster 022C Pimlico North	7
E01004749	Westminster 022B Pimlico North	6
E01004742	Westminster 022A Pimlico North	6
E01004740	Westminster 021A Pimlico North	2

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



More Deprived Less Deprived



More Deprived Less Deprived



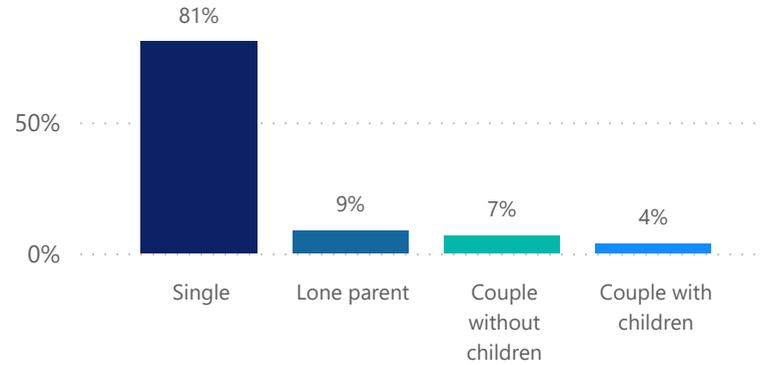
Low income residents

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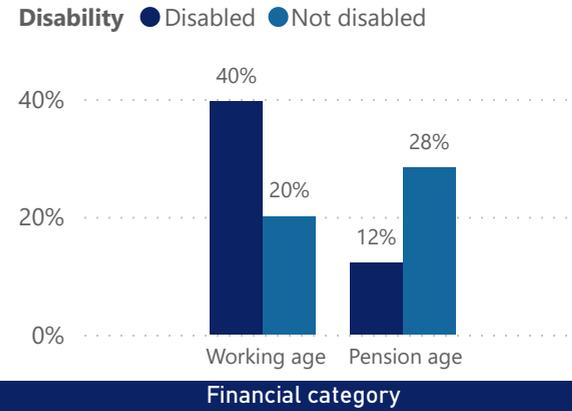
Select Ward

Pimlico North

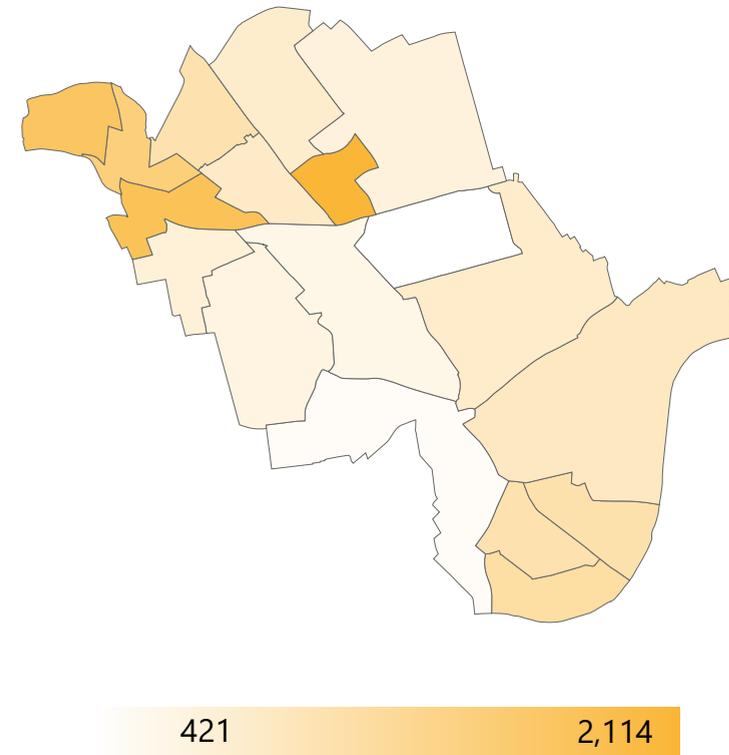
Households type



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: **1,106**

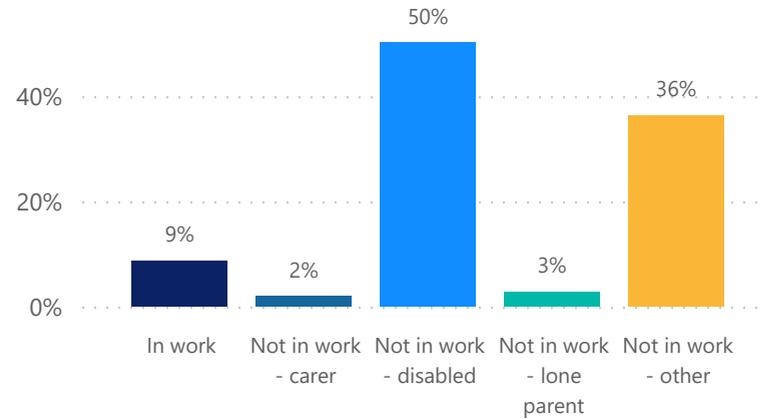
£775.77

Average Monthly Rent

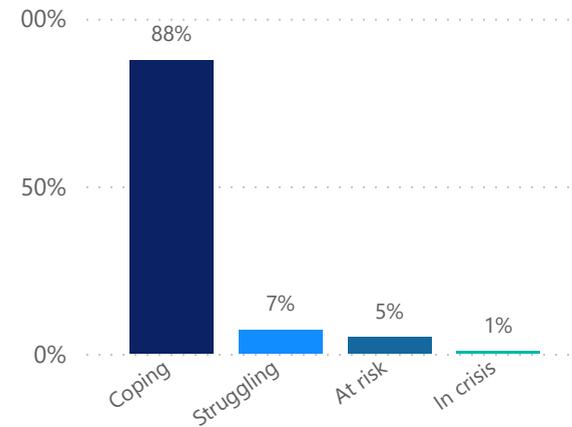
£566.35

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.

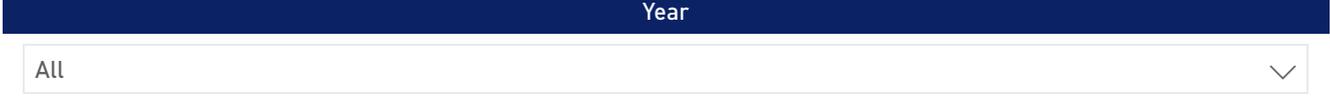


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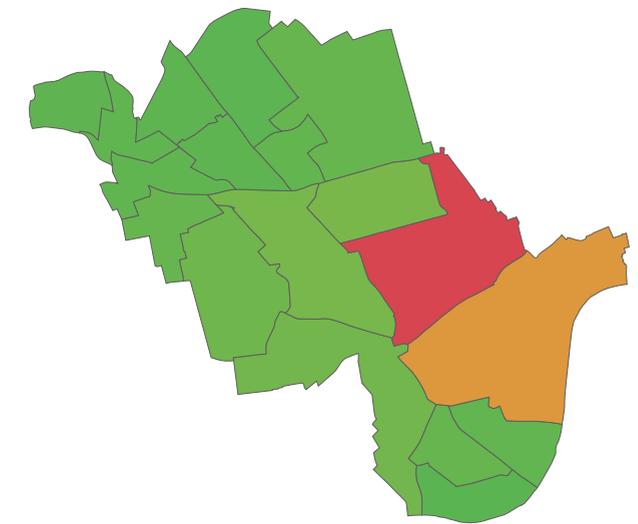
Select Ward

Pimlico North

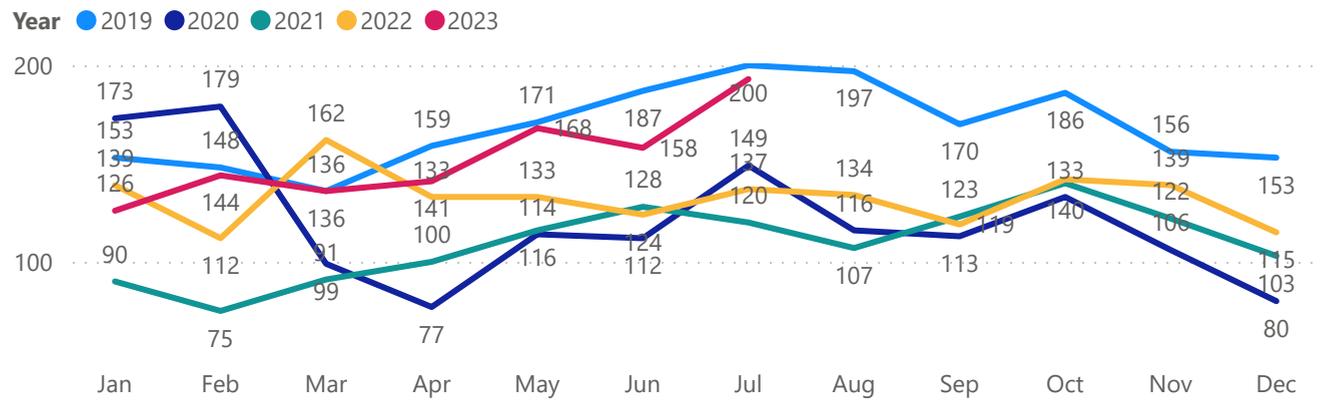
- Select all
- Arson and Criminal Damage
- Burglary
- Drug Offences
- Miscellaneous Crimes Against Society
- Possession of Weapons
- Public Order Offences
- Robbery
- Sexual Offences
- Theft
- Vehicle Offences



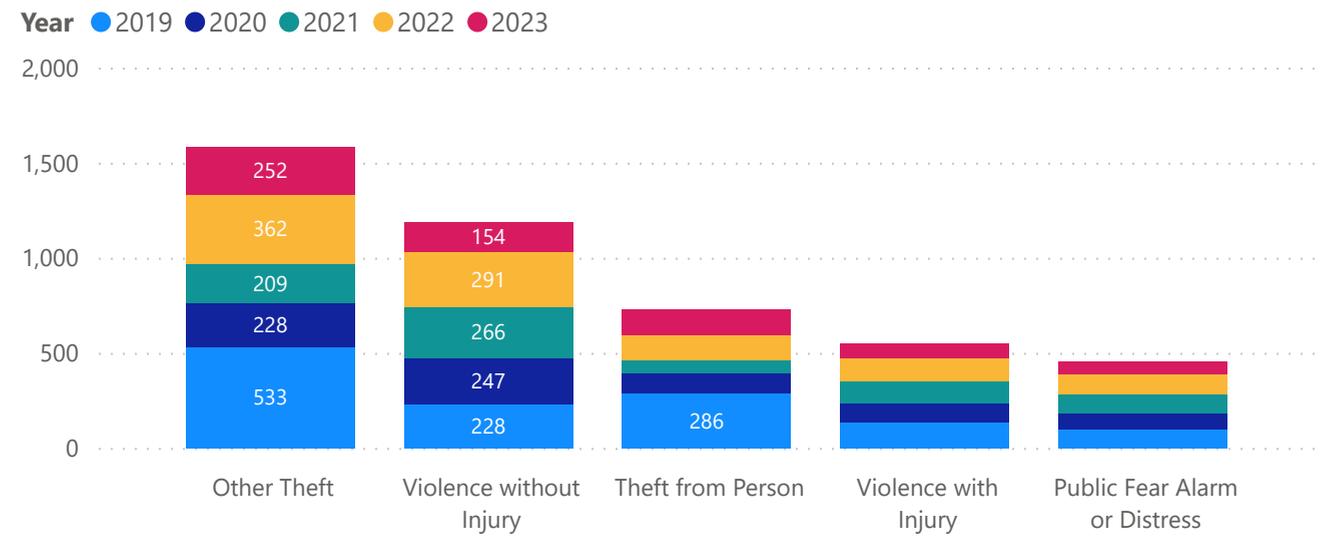
Number of crimes by Ward, London Datastore, 2023



Number of crimes by date, London Datastore, 2023

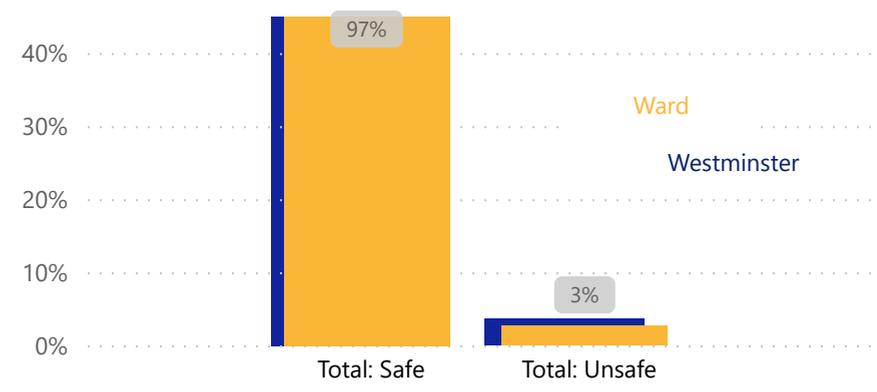


Number of crimes in each minor category, London Datastore, 2023



8,283 285,491

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.



Digital Exclusion

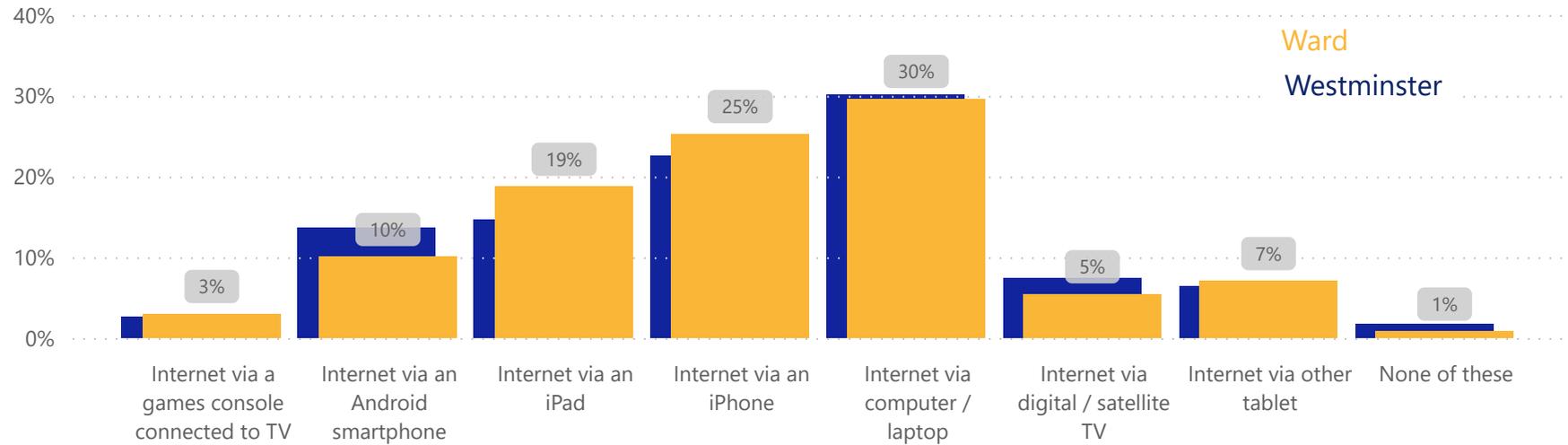
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Select Ward

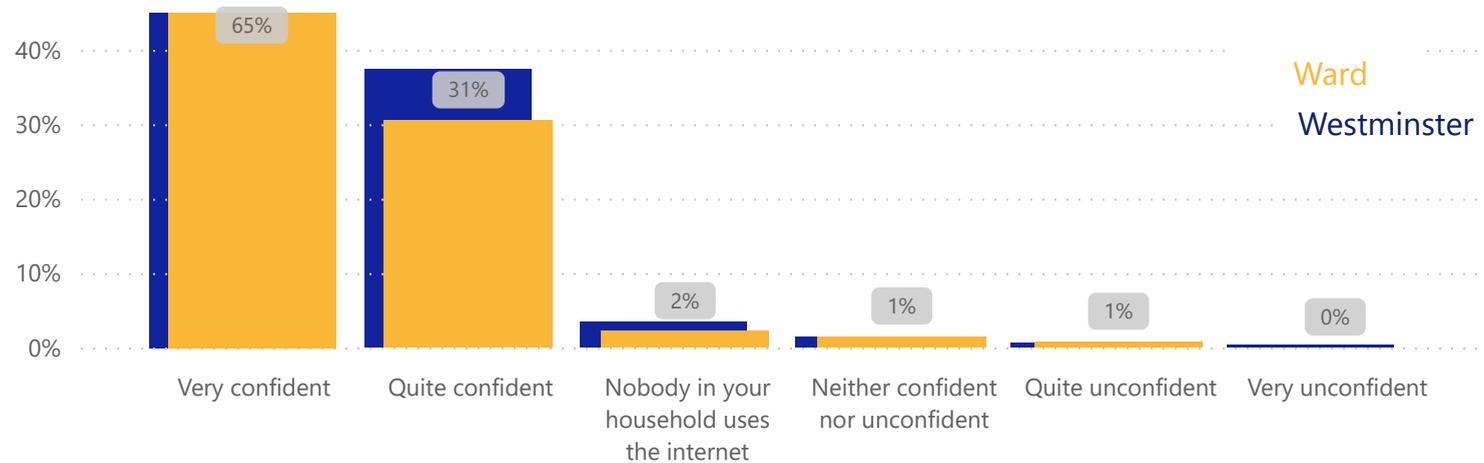
Pimlico North



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



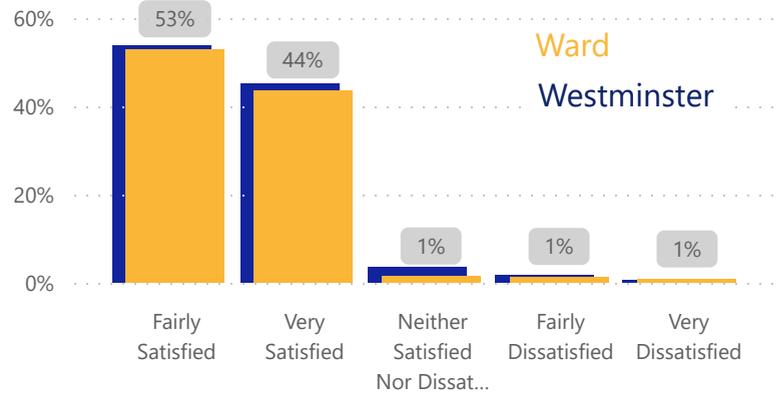
Thinking about the most confident person who uses the internet in your household (including yourself), how confident would you say they are? (City Survey 2022)



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



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



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

	Informed	Not Informed
Their plans for your local area	88%	10%
The services and benefits it provides	93%	7%
How residents can help improve their local community or neighbourhood	80%	18%
Changes to council services	87%	10%
Career choices for yourself and your dependents	56%	10%

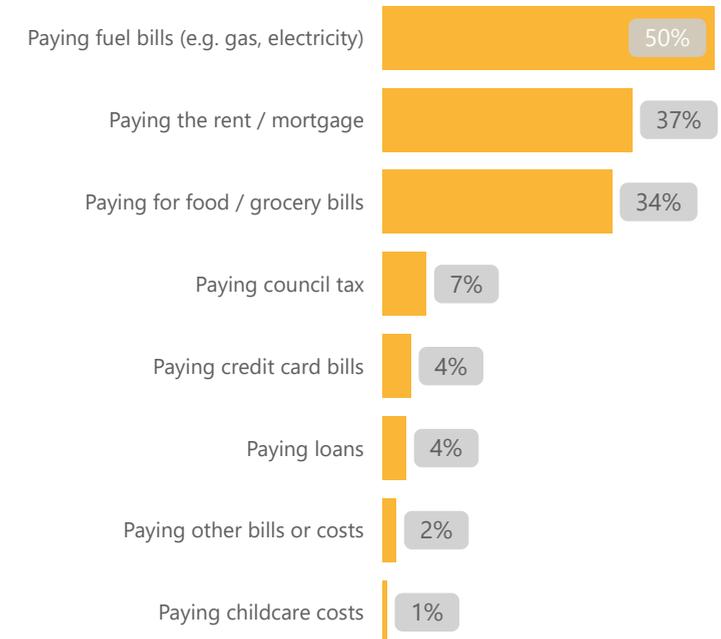
How satisfied or dissatisfied you are overall with Westminster City Council's...

	Dissatisfied	Satisfied
Pavement maintenance	3%	97%
Refuse collection	1%	97%
Road maintenance	3%	94%
Street lighting	1%	95%
Street sweeping	1%	97%

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

	Not a problem	Problem
Empty shop fronts	89%	7%
Flooding	93%	1%
Noise from building sites	91%	9%
People begging on the streets	69%	31%
People being drunk or rowdy	85%	15%
People showing hostility or prejudice based on disability, race, religion, transgender identity or sexual orientation	97%	2%
People using or dealing drugs	61%	30%
Poor air quality	79%	21%
Protests and gatherings	95%	3%
Rubbish and litter lying around	86%	14%
Short-term letting of your neighbour's properties	89%	2%
Street entertainment and busking	99%	1%
Vandalism, graffiti and other deliberate damage	96%	3%
Violence among young people	95%	4%

To what extent are you concerned about...



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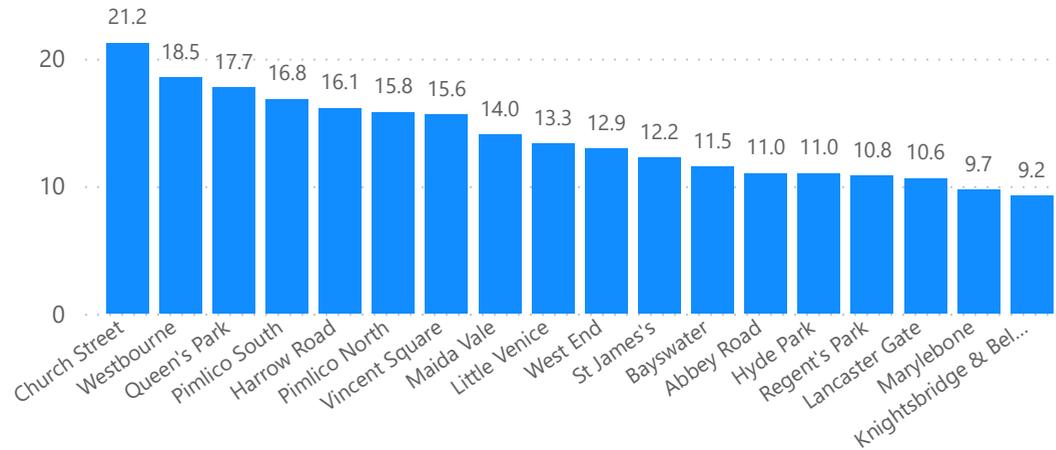
Select Ward

Pimlico North

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

Census 2021 Data (%)



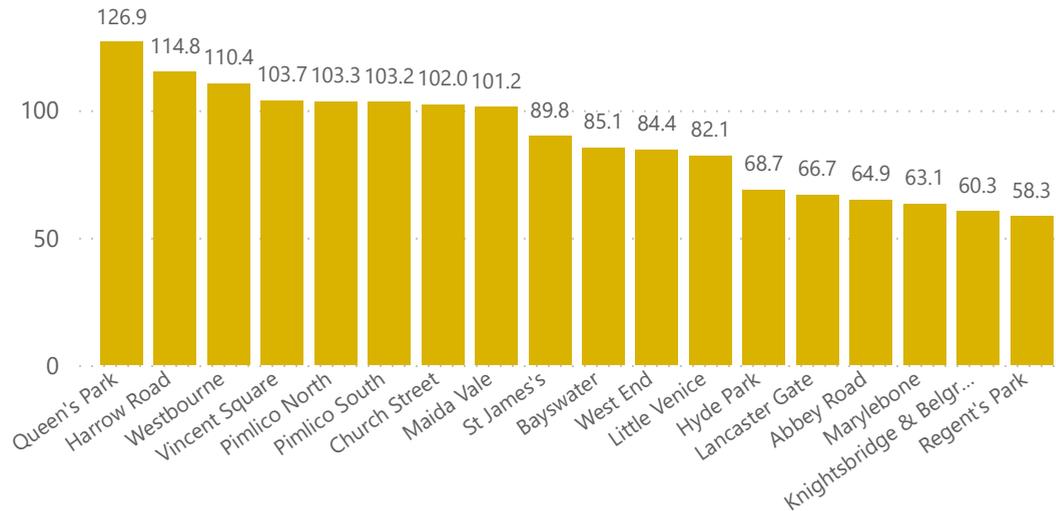
Census Statistics

1.2% Very bad health (%)	54.7% Very good health (%)	15.8% Disabled under the Equality Act (%)
0.8% Provides 35 to 49 hours unpaid care a week (%)	1.6% Provides 50 or more hours unpaid care a week (%)	93.6% Provides no unpaid care (%)

GP data indicator

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

GP Data March 2023 (Rate per 1,000)



GP Data Statistics

103.3 Anxiety (rate per 1,000)	35.8 Asthma (rate per 1,000)	15.0 Atrial Fibrillation (rate per 1,000)
24.4 Cancer (rate per 1,000)	13.1 Chronic kidney disease (CKD) (rate per 1,000)	12.4 Chronic obstructive pulmonary disease (COPD) (r...)
19.5 Coronary heart disease (CHD) (rate per 1,000)	3.8 Dementia (rate per 1,000)	72.0 Depression (rate per 1,000)
41.1 Diabetes (rate per 1,000)	89.6 Hypertension (rate per 1,000)	3.6 Learning Disability (rate per 1,000)
44.2 Obesity (rate per 1,000)	21.6 Serious mental health condition (rate per 1,000)	10.9 Stroke transient ischaemic attack (TIA) (rate per 1,000)

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



Wellbeing

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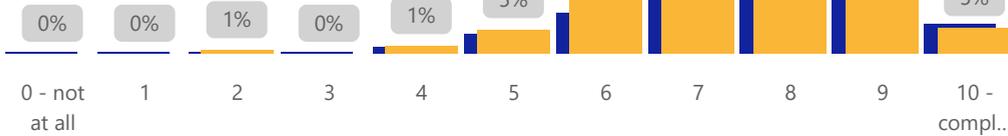
Select Ward

Pimlico North



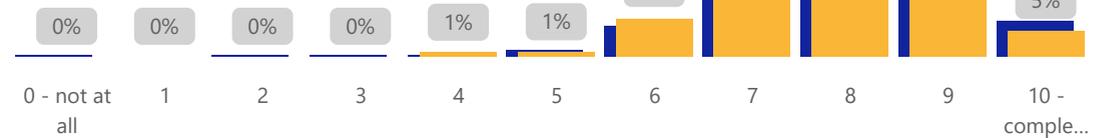
Overall, how happy did you feel yesterday?

Ward
Westminster



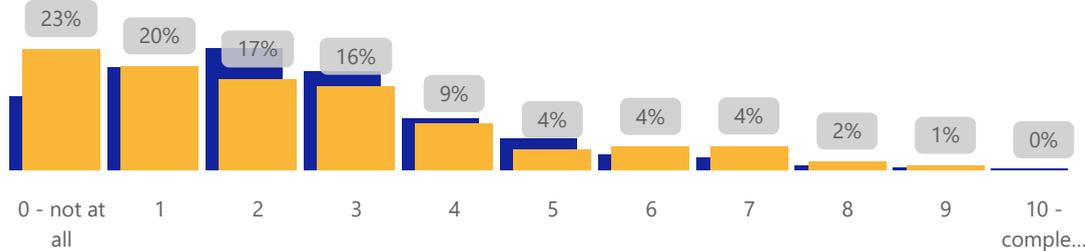
Overall, how satisfied are you with your life nowadays?

Ward
Westminster



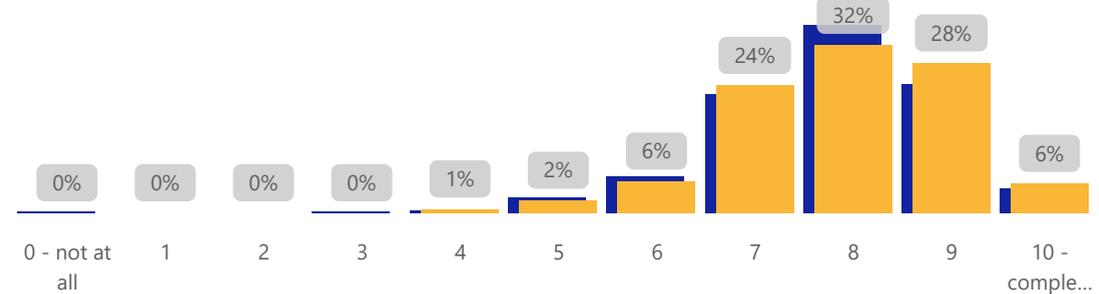
Overall, how anxious did you feel yesterday?

Ward
Westminster



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

Ward
Westminster



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Select Ward

Pimlico North

£2.04bn

Estimated GVA (2022)

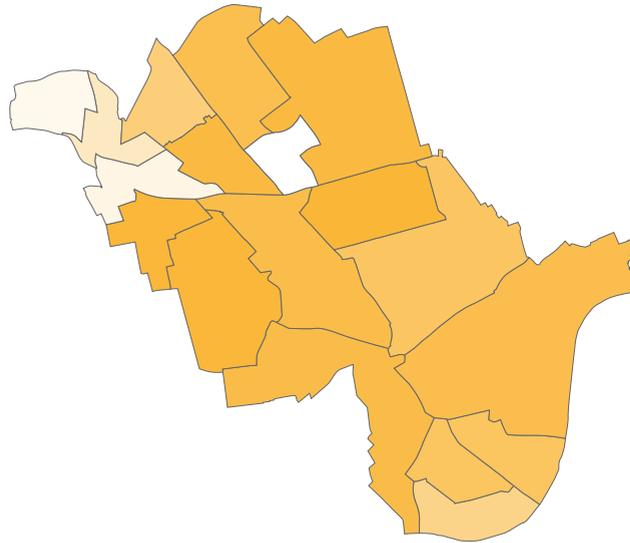
18,686

Total number of employees (2021)

£56,275

Average Household Income (2022)

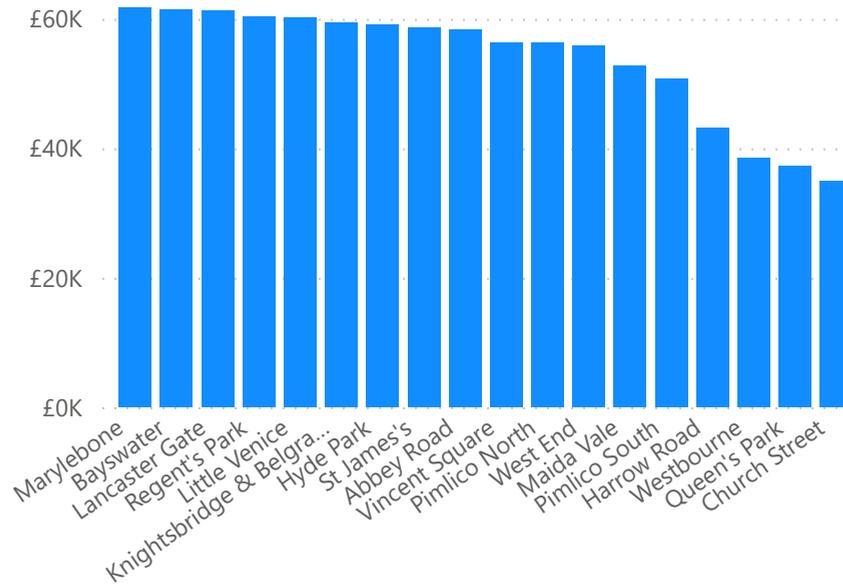
Average Household Income, Paycheck 2022



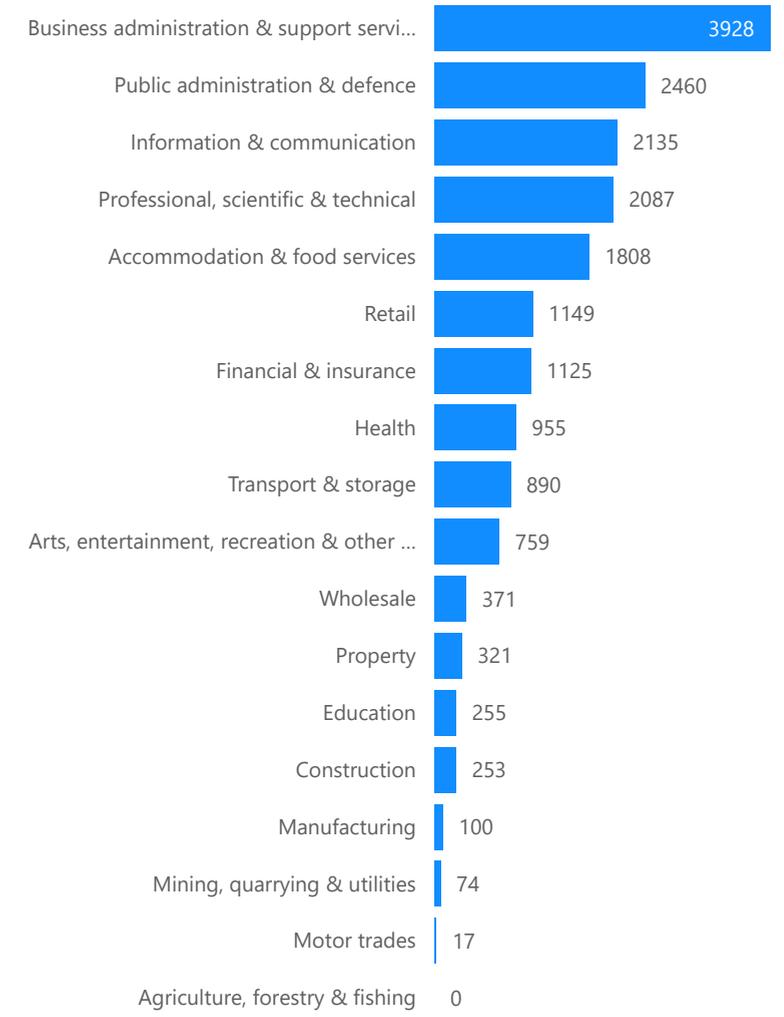
£34.85K

£61.71K

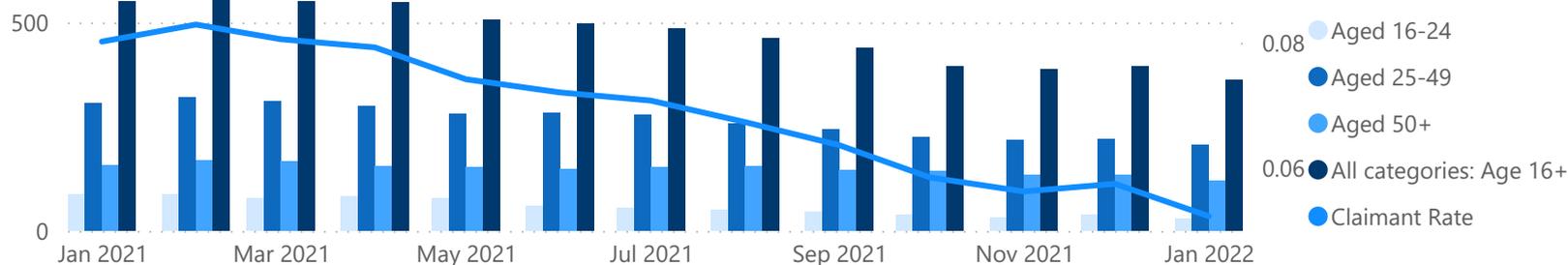
Average Household Income, Paycheck 2022



Number of employees by industry, ONS 2021



Claimant Counts by age group, ONS 2022





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

Pimlico North



Detached

Flats/Maisonettes

Semi-Detached

Terraced

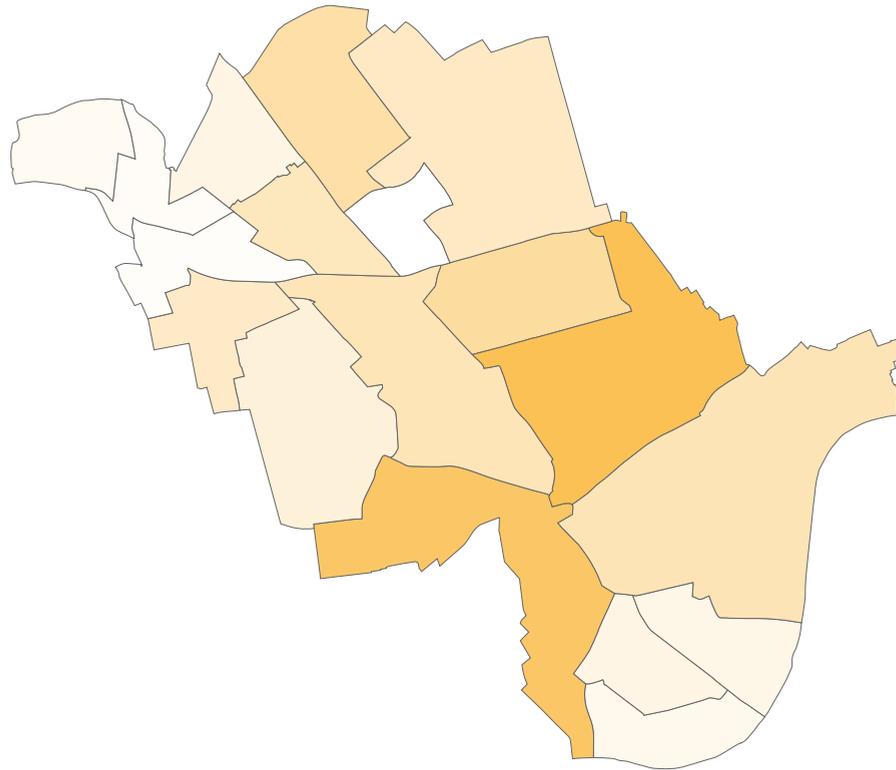
£1,037,509

Average house price*

£782,000

Median house price*

Average House Price, Land Registry



£200K

£3M

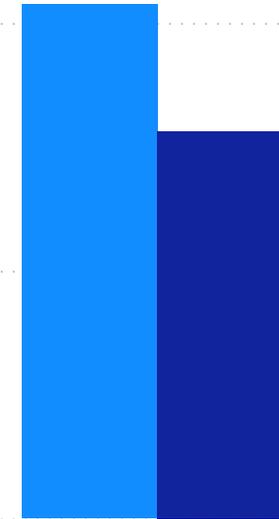
House prices by ward

● Average ● Median

£1.0M

£0.5M

£0.0M



Pimlico North

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



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Select Ward

Pimlico North



Efficient Buildings

28.5

Average EPC rating

Green and Resilient City

15.5

Average NO2 Emissions

14.4

Average summer daytime temperature

41.8%

% Households in areas of flood risk

3.8%

Average of Tree canopy

29.4%

% Households in areas of open space deficiency

Sustainable Travel and Transport

15.8%

% Residents commuting by public transport

14.2%

% Households close to bus stops

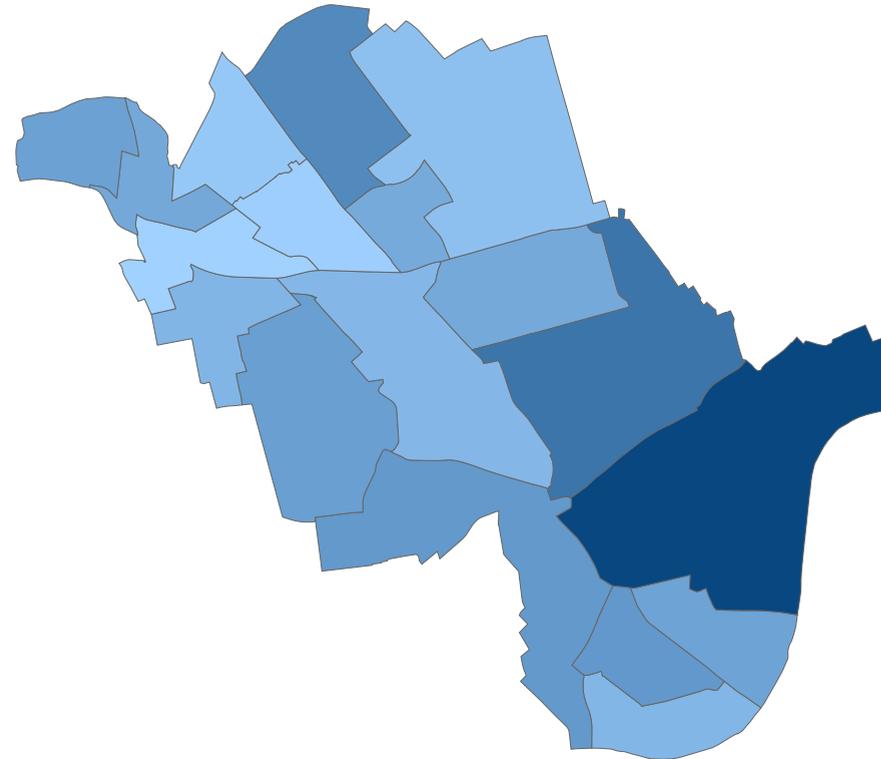
9.0%

% Residents commuting by bike or walking

40.5%

% Households close to cycling facilities

Environmental Justice Measure Data

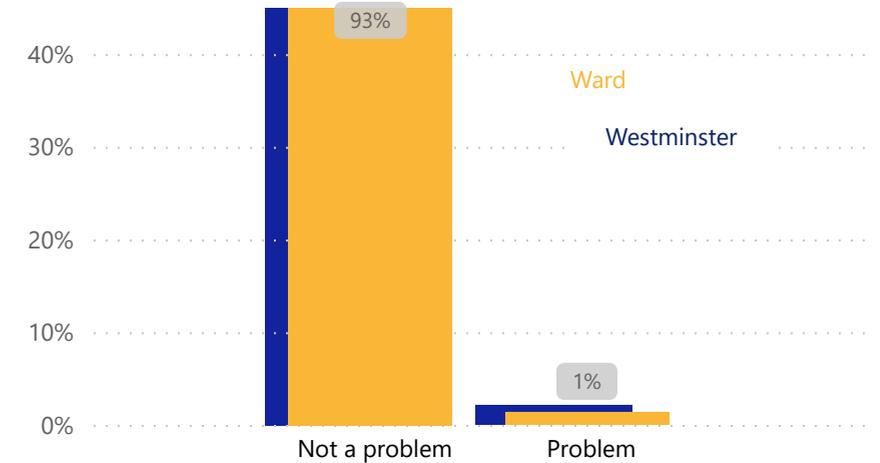


Filter by Environmental Justice Measure

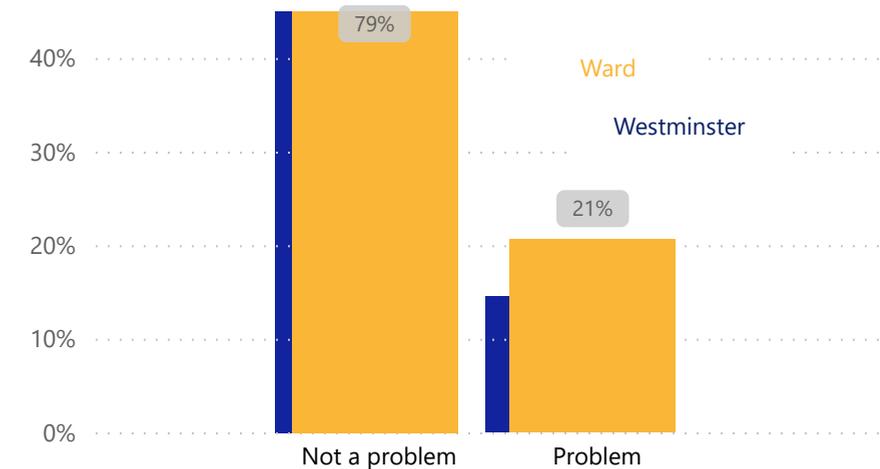
% Households close to bus stops



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](#)



Cost of Living

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Select Ward

Pimlico North



863

Total Housing Benefits Claimants

£175.31

Average Weekly Award Amount

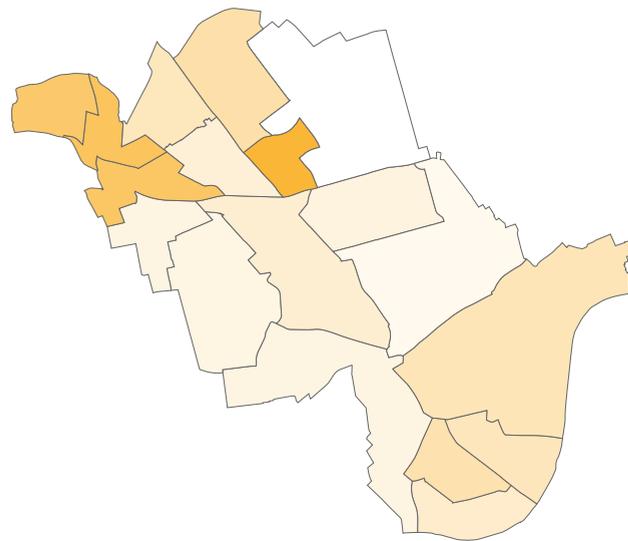
920

Total Universal Credit Claimants

10.1%

Average Proportion of Fuel Poor Households

Concentration of Housing Benefits Claimants by Ward, May 2023

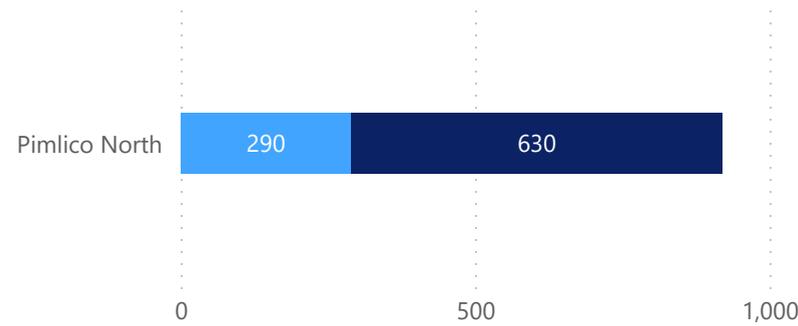


245

1,784

Universal Credit Claimants by Ward, July 2023

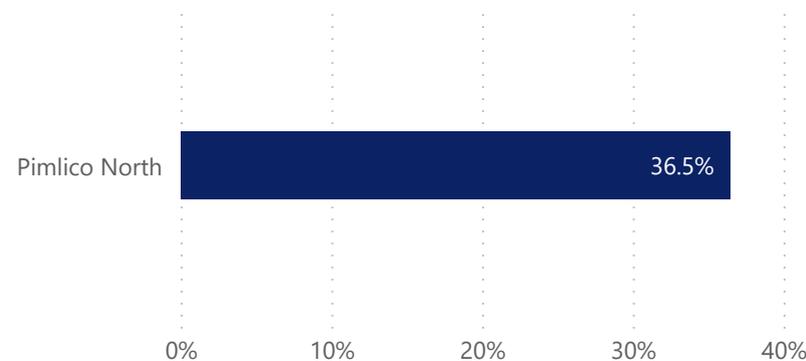
Attribute ● In employment ● Not in employment



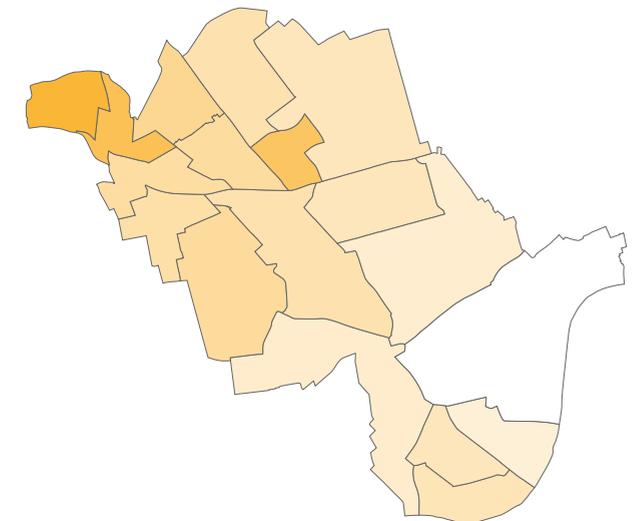
337

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%



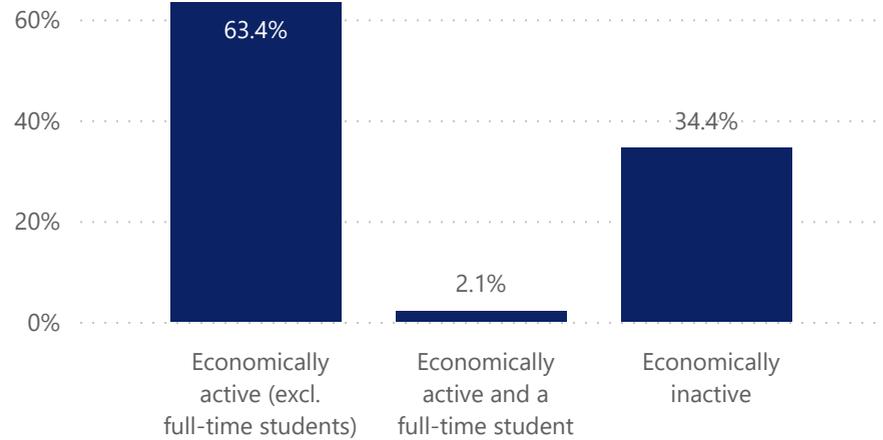
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Select Ward

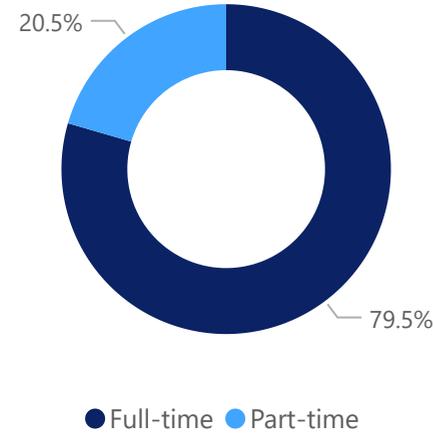
Pimlico North



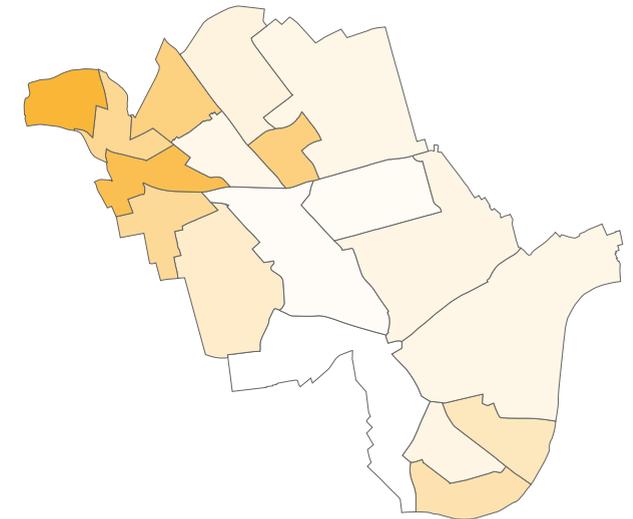
Economic Activity Status, Census 2021



Employment Type, 2021



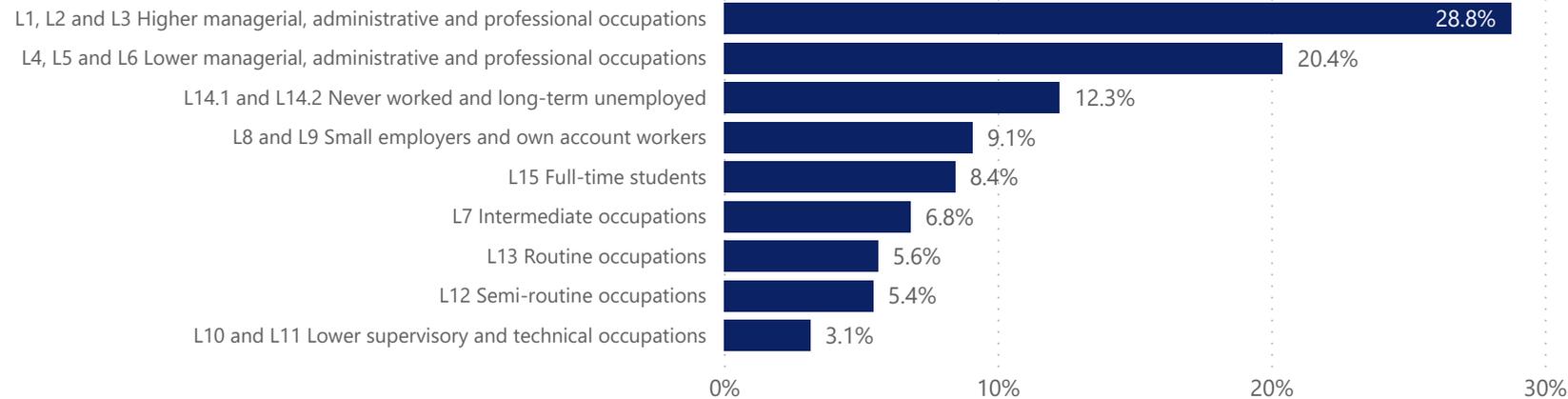
Concentration of Unemployment (exc. students) by Ward, 2021



266

638

Socio-Economic Classification, Census 2021



9,307

Total Residents (Aged 16+)

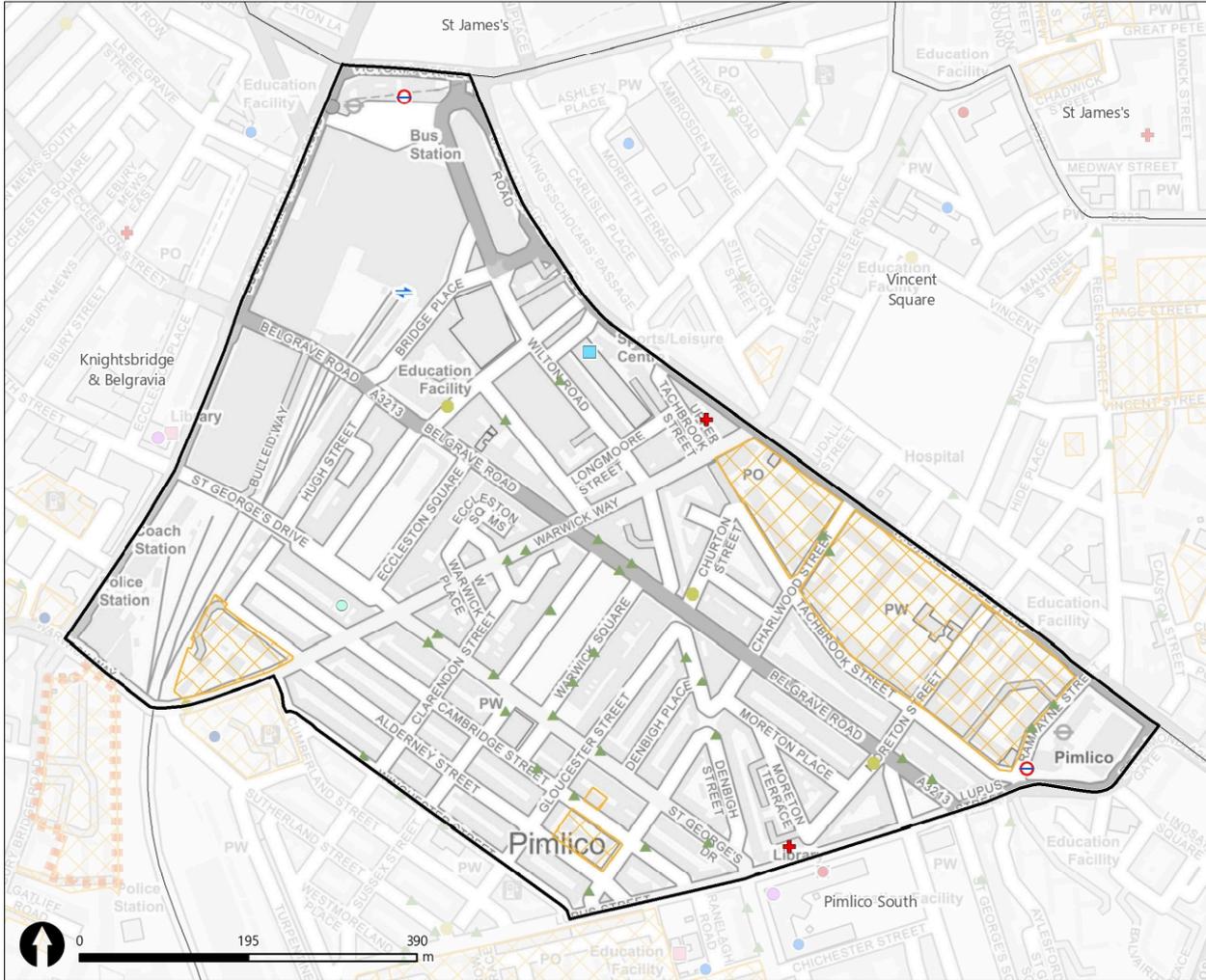
For further information on these metrics, please visit the [Socio-Economic Ward Profiles](#).



Ward Profiles

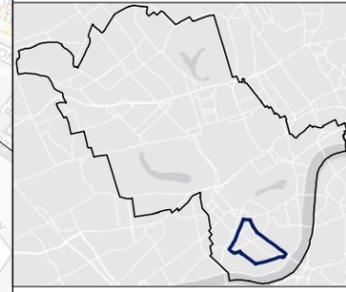


Services and amenities

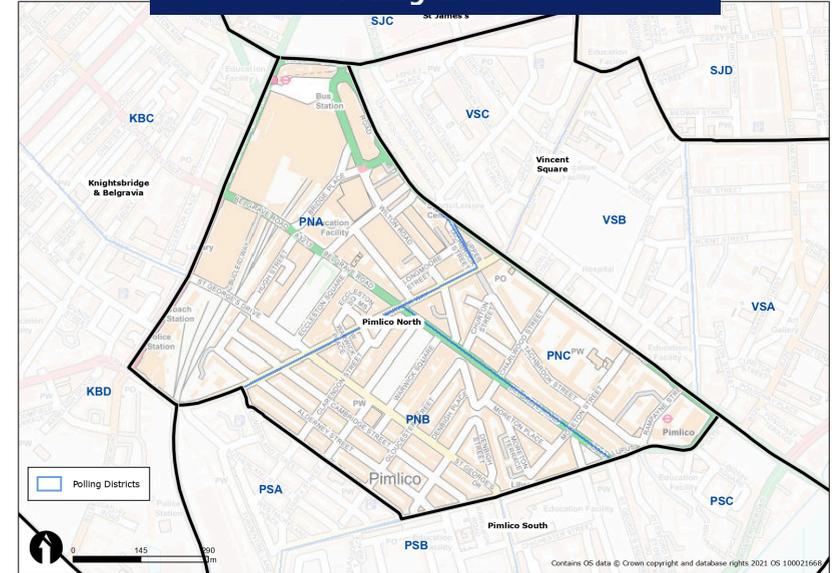


Ward Profiles Pimlico North

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



Polling districts



GPs	Hospitals	Schools	Children Centres	Leisure Centres	Libraries
2	0	1	0	1	0
Train Stations	Tube Stations	E-Scooters	EV Charging Stations		
1	2	3	31		
Existing Residential Units	Proposed Residential Units	Net Residential Units			
3	3	0			
Existing Affordable Units	Proposed Affordable Units	Net Affordable Units			
0	0	0			

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If you would like to access the interactive web map of the Ward maps, please follow the link: [Ward profiles 2021 \(arcgis.com\)](https://www.westminster.gov.uk/ward-profiles). 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 disagree that this local area is a place where people from different backgrounds get on well together, City Survey 2021

Top 10 Nationalities 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 extent 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 satisfied 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