Bryanston and Dorset Ward Profile
2018

For further information about the Ward Profiles please contact the Evaluation and Performance Team within Westminster’s Policy, Performance and Communications directorate: wardprofiles@westminster.gov.uk
Ward Profiles

Bryanston and Dorset sits in the centre of Westminster, bordered by seven wards. It is characterised by Georgian terraced buildings, attractive garden squares and distinctive mansion blocks.

The ward is predominantly residential, however it is bordered by major thoroughfares, Edgware Road, Oxford Street and Gloucester Place, with business activity. Marylebone Road is an arterial route which bisects the ward, north of which is Marylebone Station, a significant transport hub in the north of the ward.

Councillors
Barbara Arzymanow, Conservative
Richard Beddoe, Conservative
Eoghain Murphy, Conservative

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About Westminster’s Ward Profiles

The Ward Profiles seek to situate the unique local characteristics, as well as opportunities and challenges facing, each ward in the borough of Westminster. By harnessing the latest data available detailing a wide variety of urban issues, local pictures of each ward are drawn. To offer further context, local area (LSOA), borough and in some instances city comparisons are offered.

Given the breadth of data sets included in this document, the dates of the information used vary significantly, ranging from 2010 to November 2017.
In June 2016 the population of Bryanston and Dorset Square reached 13,281, which accounts for 5% of Westminster. Since 2014, there has been an increase in population of 5%.
12% of the population is 65 or older, equal to Westminster’s average. 74% are between 18 and 64, greater than the borough average. 14% are under 18 in Bryanston and Dorset Square, less than the borough average.

Concentration of Residents, MYE ONS 2016

Population Pyramid – by Five Year Age Groups and Gender, MYE ONS 2016

6,085 Total Female Population
7,196 Total Male Population

Population Projection, GLA 2015
In 2011, English was being spoken in 59% of households in Bryanston and Dorset Square, which is equal to the Westminster average of 59%. 39% of the residents were born inside the UK. Of the residents who were born outside of the UK, 52% have lived in the UK for 5 years or less according to the 2017 City Survey. Of those registered on the electoral role, 20% of Bryanston and Dorset Square are from the EU and 8% are from Commonwealth nations. France is the most prevalent country of origin outside Britain according to the 2017 electoral roll.

Ethnic Diversity: Simpson’s Diversity Score, ONS 2011

Simpson’s Diversity Index (SDI) scores the ethnic diversity of a ward’s population. The minimum value is 1 which indicates the population is made up of one ethnic group, whilst the maximum value is the total number of ethnic categories included (18 in the 2011 Census). The SDI of Bryanston and Dorset Square was 4.9, Westminster’s was 4.9 and London’s 2.7.
Westminster’s local areas are among both the most and least deprived in London according to the 2015 Index of Multiple Deprivation (IMD). This index articulates deprivation of households as an accumulation of seven discrete dimensions: Living Environment, Barriers to Housing & Services, Crime and Disorder, Income, Employment, Health & Disability and Education and Skills Training.

Bryanston and Dorset Square is within the 40-50% most deprived in the UK for the average overall rank. Displayed on the map below is the ranking of local areas (LSOA’s) within Bryanston and Dorset Square for the overall deprivation score.

The subsequent three pages explore key demographic groups: workless adults, vulnerable children and families, and vulnerable older persons.
In November of 2016, there were 425 benefit claimants of working age in Bryanston and Dorset Square (4.12% of the ward’s working age population), 84% of these claimed Out-Of-Work Benefits.

Out-Of-Work Benefits Claimed, 2016 NOMIS & DWP

There are two main types of benefits which can be claimed by those out of work. Job Seekers Allowance (JSA) is claimed by residents unemployed and actively seeking work, of which there were 80. The JSA rate in Bryanston and Dorset Square was 0.78%, greater than that of Westminster’s average 0.55%. Employment and Support Allowance (ESA) and Incapacity Benefit (IB), is claimed by residents with physical or mental health challenges. There were 250 ESA/IB claimants in Bryanston and Dorset Square with a rate of 2.42%, lower to that of Westminster’s average 2.65%.
According to the 2011 Census, 15% of families were composed of lone parents with dependent children in Bryanston and Dorset Square. 15% of children in the ward were receiving free school meals in 2017, an indicator of the proportion of families financially stressed.

Income Deprivation Affecting Children is a supplementary index within the Income Deprivation domain of the 2015 IMD measure. The adjacent map demonstrates the proportion of children in families impacted by income deprivation within local areas of Westminster’s wards.

At the end of 2017, there were 61 Troubled Families in Bryanston and Dorset Square (1.9% of Westminster’s Troubled Families). Troubled Families are identified based on whether they have two or more complex needs, which fall within 6 criteria: crime and anti-social behaviour, poor school attendance, children in need, worklessness or financial insecurity, domestic violence, and parents or children which suffer from health problems.
18% of Bryanston and Dorset Square are 65 and over, equal to Westminster’s average of 18%. In 2011, 24% of this demographic group lived alone, which is equal to the Westminster’s average of 24%. Persons aged 85 and older make up 1% of the population in the ward.

Pension Credit is an income-related benefit made up of 2 parts - Guarantee Credit (tops up your weekly income) and Savings Credit (extra payment for people who saved some money towards their retirement). The total number of credits claimed in 2016 were 2,430, which is a 5% drop in pension credit claims in 2015.

In November 2017, there were 80 older people supported by social care services from Westminster City Council, which accounts for 6% of older people in the ward and 3% of the total over 65 social care provided by Westminster City Council.

An estimate of the proportion of persons 65 and over in Bryanston and Dorset Square likely to be excluded was calculated based on income deprivation, mobility, household and neighbourhood ties, as well as health and safety in local areas (LSOA’s). Westminster’s local areas were ranked according to social exclusion of older people against others in London. Bryanston and Dorset Square falls within the 30-40% least excluded in London. Bryanston and Dorset Square is ranked within the worst 40-50% in London for Income Deprivation among older persons.

### Pension Credits Claimed 2012 - 2017, DCLG 2017

![Pension Credits Claimed Chart]

### Social Exclusion, DCLG 2015

![Social Exclusion Map]

### Income Deprivation, DCLG 2015

![Income Deprivation Map]
Bryantson and Dorset Square’s local economy hosts 26,770 jobs, accounting for 3.78% of the total number of jobs in Westminster. There are 2,976 businesses in Bryantson and Dorset Square, which account for 5% of the total businesses in Westminster. According to Banksearch information, there were 3,817 new start-up businesses in Bryantson and Dorset Square since 2008, accounting for 7% of the borough.

Gross Value Added is a productivity measure calculated by subtracting the cost of inputs and raw materials from the value of goods and services produced. Bryantson and Dorset Square makes up 5% of Westminster’s total GVA.

### Number of New Start-Ups, Banksearch 2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Start-Ups</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>391</td>
</tr>
<tr>
<td>2010</td>
<td>447</td>
</tr>
<tr>
<td>2012</td>
<td>421</td>
</tr>
<tr>
<td>2014</td>
<td>459</td>
</tr>
<tr>
<td>2015</td>
<td>368</td>
</tr>
<tr>
<td>2016</td>
<td>321</td>
</tr>
<tr>
<td>2017</td>
<td>355</td>
</tr>
</tbody>
</table>

### Top Industries According to Number of Jobs, BRES 2016

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage of Total Industry for Westminster</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, scientific &amp; technical</td>
<td>3.3%</td>
<td>4500</td>
</tr>
<tr>
<td>Financial &amp; insurance</td>
<td>8.3%</td>
<td>4000</td>
</tr>
<tr>
<td>Accommodation &amp; food services</td>
<td>4.0%</td>
<td>3500</td>
</tr>
<tr>
<td>Business administration &amp; support services</td>
<td>5.4%</td>
<td>3000</td>
</tr>
<tr>
<td>Information &amp; communication</td>
<td>2.7%</td>
<td>2000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4.2%</strong></td>
<td><strong>17000</strong></td>
</tr>
</tbody>
</table>
Those classified as economically active are of working age (16-64) and either employed or currently seeking employment. In 2011, 68% of Bryanston and Dorset Square's population were economically active, of which 5% were unemployed. This was less than the average proportion of economically active (69%), and better than the average unemployment rate (7%) in Westminster. Worklessness combines those who are actively looking for work and those who cannot work. 36% of Bryanston and Dorset Square is defined as being workless, equal to the average worklessness in Westminster (36%).

In 2017, the median income for Bryanston and Dorset Square was greater than the average median income for Westminster by £5,700. Bryanston and Dorset Square's median income was £48,500 and the average lower quartile income was £32,500. Household income was equalised based on household size.
City of Westminster

Housing and Affordability

Bryanston and Dorset Square contained 7,606 residential properties in 2017, which accounted for 6% of Westminster’s housing stock at the time. According to the 2011 census 55% of households were rented, 33% were owned and 8% were socially rented. In 2017, City West Homes managed 292 properties in the ward, of which 41% are tenants and 59% are leaseholders.

In 2017, the median property price in Bryanston and Dorset Square was £1,010,000 which is less than the median price in Westminster by 5%.

According to Council Tax documentation in 2017, 275 properties were listed as second homes, which represent 4% of households in Bryanston and Dorset Square. This is greater than the average number of second homes owned in the average Westminster ward (184). The 2011 census found there were 2,545 residents in this ward that had a second home elsewhere in the UK or abroad.

The 2017 City Survey found 1% of Bryanston and Dorset Square’s residents reported they were struggling financially, whilst Westminster average was 5%. An area's affordability can be estimated by dividing the median house price by the median household income. This measure indicated Bryanston and Dorset Square's residents would have to pay 20.8 times their annual salary to afford owning a home in the ward.

Housing benefits are claimed by residents both in and out of work, who earn too little income to afford housing. In Bryanston and Dorset Square there are 571 residents who claim housing benefits, 3% of the total nu...
Of Bryanston and Dorset Square's households in 2011, the majority had 1 person in household, 35% were families, of which 34% had dependent children and 15% were lone parents, 24% were living as a couple (married, civil partnership or cohabiting) and 12% of homes were occupied by those aged 65 or over.

2% of households in Bryanston and Dorset Square were in Communal Establishments. This is less than the Westminster's average which is 3%. The occupancy rating of the ward indicates that 50% had sufficient bedrooms for their household composition, 42% were under occupying their property and 8% of the household were over-crowded.

Of Bryanston and Dorset Square residents polled in the 2017 City Survey, 4% said they were likely to move out of the ward.

**Proportion of People per Household, ONS 2011**

**Occupancy Rating, ONS 2011**

<table>
<thead>
<tr>
<th>Description</th>
<th>Number</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>One person household: Other</td>
<td>2422</td>
<td>46.83%</td>
</tr>
<tr>
<td>One family only: Married or same-sex civil partnership couple: No children</td>
<td>592</td>
<td>11.45%</td>
</tr>
<tr>
<td>One person household: Aged 65 and over</td>
<td>563</td>
<td>10.89%</td>
</tr>
<tr>
<td>One family only: Married or same-sex civil partnership couple: Dependent children</td>
<td>488</td>
<td>9.44%</td>
</tr>
<tr>
<td>One family only: Cohabitng couple: No children</td>
<td>468</td>
<td>9.05%</td>
</tr>
<tr>
<td>One family only: Lone parent: Dependent children</td>
<td>186</td>
<td>3.60%</td>
</tr>
<tr>
<td>One family only: All aged 65 and over</td>
<td>172</td>
<td>3.33%</td>
</tr>
<tr>
<td>One family only: Lone parent: All children non-dependent</td>
<td>134</td>
<td>2.59%</td>
</tr>
<tr>
<td>One family only: Married or same-sex civil partnership couple: All children non-dependent</td>
<td>96</td>
<td>1.86%</td>
</tr>
<tr>
<td>One family only: Cohabitng couple: Dependent children</td>
<td>41</td>
<td>0.79%</td>
</tr>
<tr>
<td>One family only: Cohabitng couple: All children non-dependent</td>
<td>10</td>
<td>0.19%</td>
</tr>
</tbody>
</table>
During their Early Years Foundation Stage (EYFS), children who achieve a good level of development (GLD) are those meeting the expected level within: communication and language; physical development; personal, social and emotional development; literacy; and mathematics.

The average score of EYFS pupils in Bryanston and Dorset Square in 2017 was 84%. Westminster’s average was 72%. At secondary schools, 42% of Bryanston and Dorset Square’s pupils achieved GCSE grades of 9-5 (A*-C) in EBacc subjects (English, Mathematics, Science, a Language and History or Geography), which was greater than Westminster’s average of 27%.

In 2017, 15% of resident primary and secondary school pupils attending a state school had Special Educational Needs, this is less than the Westminster average of 17%.

**State GCSE Scores: E&M 9-5, WCC 2017**
83%

**State Attainment 8 Score, WCC 2017**
61

**State GCSE Scores: EBacc 9-5, WCC 2017**
42%

**State Progress 8 Score, WCC 2017**
0.7

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**Top Primary Schools Attended, WCC 2017**
- St Mary's Bryanston Square
- Hampden Gurney
- St Vincent's
- St Edwards
- Christ Church Benfolds

**Top Secondary Schools Attended, WCC 2017**
- St Marylebone
- King Solomon Academy
- Quintin Kynaston
- Marylebone Boys School
- St Georges
- Westminster Academy

**Location of Attended State School, WCC 2017**
- Primary: Attends Westminster S. 99%
- Secondary: Attends Westminster S. 87%
- Attends Other School* 2%
- Attends Other School* 13%
Accessibility to public transport is measured based on the walking time to a transport network and the service availability. Bryanston and Dorset Square’s integration into the public transport network was found to be very good. An Experimental model of data from 2015 estimated that the combined day and evening population (residents at home, working population and visitors) of Bryanston and Dorset Square was 47,200, which is a 256% increase in population.

The greatest proportion of residents in Bryanston and Dorset Square travelled to work by underground metro light rail tram in 2011. According to the 2017 City Survey, residents would like to travel even more by public transport.
According to a 2013 study, 19% of homes in Bryanston and Dorset Square had good access to local parks, lower than the borough's average of 60%. Respondents of the 2017 City Survey suggest that 69% of Bryanston and Dorset Square used open spaces and public parks in the last three months, 47% of which were satisfied with them, less than Westminster's average of 54%.

Over the last 10 years, 21 green walls and roof planning applications have been received in Bryanston and Dorset Square. The number of planning applications received is indicative of local demand for green infrastructure but not all applications are realised.

Particulate Matter (PM) is a form of air pollution, a mixture of solid particles and liquid droplets in the air, most frequently emitted by road vehicles and measured in two densities, PM10 and PM2.5. Greater mortality risk, particularly from cardiovascular causes, is among the adverse health effects caused by exposure to PM. Nitrogen dioxide (NO2) is another gas assessed to gauge air quality, approximately 50% of its concentration is emitted by road vehicles.

Bryanston and Dorset Square average measure of nitrogen dioxide in 2013 was 60.7μg/m³, greater than the World Health Organization's (WHO) recommended limit of 40μg/m³. Westminster's average NO2 concentration was 50.2μg/m³, above London's average of 30.6μg/m³.
Health, Care & Wellbeing

88% of Bryanston and Dorset Square reported their health condition was 'very good' or 'good' in 2011, 4% greater than the borough's average response. 4% of the ward perceived their health to be 'bad' or 'very bad', 2% less than Westminster’s average.

According to the 2011 Census, 10.5% of the ward’s population were affected by long-term illness or disability, less than Westminster’s average (14%). In 2017, 25 residents in Bryanston and Dorset Square received disability benefits. There were 92 residents who received social care from the council.

The Well-Being Index is a score based on a combined measure of 12 well-being indicators related to health, economic security, safety, education, mobility and environment. Bryanston and Dorset Square ranks 147 of 625 London wards, indicating the probability residents experience greater well-being is among the top quartile in the city.

In 2010, 22% of Year 6 children were classified as obese, less than the borough average of 24%. The standardised admission ratio of alcohol-related hospital admissions in 2017 was 64, 12 less than Westminster’s average. There were 2,753 ambulance attendances in Bryanston and Dorset Square in 2016, 64% of which were related to an illness.

Life Expectancy at Birth is a measure of how long, on average, people are expected to live based on population estimates and the number of deaths within the population.

Life Expectancy at Birth - Females & Males, ONS 2015

<table>
<thead>
<tr>
<th></th>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life Expectancy at Birth</td>
<td>87</td>
<td>85</td>
</tr>
</tbody>
</table>

Life Expectancy at Birth is a measure of how long, on average, people are expected to live based on population estimates and the number of deaths within the population.
97% of residents felt safe in Bryanston and Dorset Square and 88% felt safe after dark according to the 2017 City Survey. 16% felt that crime in their neighbourhood impacted their quality of life, this is less than the average value for Westminster (19%).

Crime rates in Westminster’s wards are influenced by the influx of visitors to the borough. Between Jul 2016 – Jul 2017, 3,270 crimes were reported in Bryanston and Dorset Square, equating to a crime rate of 28 per 100 residents. This is less than the average rate in Westminster (29 per 100). Crime levels in the year ending in Jul 2017 have increased by 19% upon the previous year, whilst Westminster has seen an overall growth of 13%. According to the 2017 City Survey, 21% of the residents in Bryanston and Dorset Square perceived anti-social behaviour to be a problem in their area. The London Fire Brigade responded to 312 incidents in Bryanston and Dorset Square, 8% of which were primary fires (harm people or cause damage to property) and 4% of which were secondary fires (less threatening) in 2016.
The electoral turnout for the 2014 local elections in Bryanston and Dorset Square was 29%. This is less than the average turnout for wards in Westminster by 3%. The turnout rate increased by 11% for the 2016 Mayoral Electorate. During Local Elections in 2014, Bryanston and Dorset Square was held by Conservative Party with a large majority vote (61%). During the Mayoral Elections in Bryanston and Dorset Square, the majority of 1st votes were won by The Conservative Party (50%), and the 2nd votes were won by the Green Party (22%). The election split was calculated by finding the difference between the Conservative and Labour Party votes.

According to the City Survey 2017, 87% of the community within Bryanston and Dorset Square say that people from different backgrounds get on well. 20% of the residents in Bryanston and Dorset Square spend time helping to improve the community and 27% are interested in helping more to improve community.

**City Survey 2017**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely Agree</td>
<td>37.01%</td>
</tr>
<tr>
<td>Tend to Agree</td>
<td>55.91%</td>
</tr>
<tr>
<td>Neither Agree Nor Disagree</td>
<td>5.51%</td>
</tr>
<tr>
<td>Tend to Disagree</td>
<td>1.57%</td>
</tr>
<tr>
<td>Definitely Disagree</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

**Proportion of interest in helping improve Community**

<table>
<thead>
<tr>
<th>Interest Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Interested</td>
<td>2.22%</td>
</tr>
<tr>
<td>Fairly Interested</td>
<td>24.44%</td>
</tr>
<tr>
<td>Not Very Interested</td>
<td>51.85%</td>
</tr>
<tr>
<td>Not At All Interested</td>
<td>17.78%</td>
</tr>
<tr>
<td>(DON'T KNOW)</td>
<td>3.70%</td>
</tr>
</tbody>
</table>

**Time spent helping to improve the community**

<table>
<thead>
<tr>
<th>Amount of Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A great deal</td>
<td>3.70%</td>
</tr>
<tr>
<td>A fair amount</td>
<td>16.30%</td>
</tr>
<tr>
<td>Not very much</td>
<td>63.70%</td>
</tr>
<tr>
<td>None at all</td>
<td>14.81%</td>
</tr>
<tr>
<td>(DON'T KNOW)</td>
<td>1.48%</td>
</tr>
</tbody>
</table>
According to the City Survey, 86% of residents in Bryanston and Dorset Square were very or fairly satisfied with Westminster Council. Public Transport Links was the amenity most valued in the local area by the residents surveyed. The most frequently used public service by respondents in the last three months was Parks & open spaces. 38% of residents in Bryanston and Dorset Square reported using library services in the last three months and 87% were satisfied with their service. 27% of residents reported they had used a leisure centre’s facilities in the last three months, 86% of City Survey respondents were satisfied with them.

Top 3 Local Features Most Valued by Residents, City Survey 2017

- Feels Safe: 33%
- Parks/public spaces: 27%
- Public Transport Links: 40%

Top 5 Services Identified as Most Important, City Survey 2017

- Refuse collection: 18%
- Parks & open spaces: 17%
- Street sweeping: 5%
- Door to door recycling collection: 5%
- Parking services: 5%

Services used within the last 3 months, City Survey 2017

- Parks & open spaces: 69%
- Council Tax services: 69%
- On-street recycling facilities/bins: 43%
- Registering to vote: 40%
- Door to door recycling collections: 40%
- Libraries: 38%
- Council website (westminster.gov): 30%
- Parking services: 29%
- Swimming pools & sports facilities: 27%
- Noise service: 11%
- Provision for cyclists: