West End 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
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.

Ward Features

The world-famous West End is known as the Theatre District and is home to many of the leading performing arts businesses. Soho and its adjoining areas house a concentration of media and creative companies, whilst Oxford Street is one of the leading shopping destinations in the world.

Mayfair, to the west of the ward, has London’s largest concentration of luxury hotels and many restaurants. Rents are among the highest in London and the world.

Councillors

Timothy Barnes, Conservative
Jonathan Glanz, Conservative
Pancho Lewis, Labour

Content

1. Ward Profile Introduction
2. Ward Map
3. Summary of Key Statistics
4. Population
5. Diversity
6. Deprivation
7. Benefit Claimants
8. Vulnerable Families & Children
9. Vulnerable Older People
10. Local Economy
11. Economically Active
12. Housing & Affordability
13. Household Composition
14. Education & Schools
15. Transport, Travel & Visitors
16. Environmental Health
17. Health, Care & Wellbeing
18. Crime, Disorder & Safety
19. Civic Engagement & Community Cohesion
20. Service Use & Satisfaction
21. Sources
In June 2016 the population of West End reached 12,372, which accounts for 5% of Westminster. Since 2014, there has been an increase in population of 6%.

11% of the population is 65 or older, less than Westminster’s average. 79% are between 18 and 64, greater than the borough average. 10% are under 18 in West End, less than the borough average.
In 2011, English was being spoken in 65% of households in West End, which is equal to the Westminster average of 65%. 43% of the residents were born inside of the UK. Of the residents who were born outside of the UK, 45% have lived in the UK for 5 years or less according to the 2017 City Survey. Of those registered on the electoral role, 18% of West End are from the EU and 7% are from Commonwealth nations. Italy 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 West End was 4.4, 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.

West End is within the 30-40% most deprived in the UK for the average overall rank. Displayed on the map below is the ranking of local areas (LSOA’s) within West End 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 605 benefit claimants of working age in West End (5.86% 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 75. The JSA rate in West End was 0.73%, 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 400 ESA/IB claimants in West End with a rate of 3.87%, greater to that of Westminster’s average 2.65%. 
According to the 2011 Census, 14% of families were composed of lone parents with dependent children in West End. 23% 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 54 Troubled Families in West End (1.7% 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.
Vulnerable Older People

18% of West End are 65 and over, equal to Westminster's average of 18%. In 2011, 27% of this demographic group lived alone, which is greater than 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 2,835, which is a 3% 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 West End 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. West End falls within the 40-50% least excluded in London. West End is ranked within the best 40-50% in London for Income Deprivation among older persons.

Pension Credits Claimed 2012 - 2017, DCLG 2017

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Westbourne</td>
<td>291</td>
</tr>
<tr>
<td>Church Street</td>
<td>285</td>
</tr>
<tr>
<td>Queen's Park</td>
<td>219</td>
</tr>
<tr>
<td>Regent's Park</td>
<td>193</td>
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<tr>
<td>Harrow Road</td>
<td>185</td>
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<tr>
<td>Churchill</td>
<td>174</td>
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<tr>
<td>St. James’s</td>
<td>152</td>
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<tr>
<td>Little Venice</td>
<td>148</td>
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<tr>
<td>Abbey Road</td>
<td>147</td>
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<tr>
<td>Vincent Square</td>
<td>141</td>
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<tr>
<td>Lancaster Gate</td>
<td>139</td>
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<tr>
<td>Tachbrook</td>
<td>130</td>
</tr>
<tr>
<td>Maida Vale</td>
<td>125</td>
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<tr>
<td>Warwick</td>
<td>125</td>
</tr>
<tr>
<td>Boyswater</td>
<td>92</td>
</tr>
<tr>
<td>Hyde Park</td>
<td>92</td>
</tr>
<tr>
<td>Marylebone HS</td>
<td>91</td>
</tr>
<tr>
<td>Bryanston &amp; DS</td>
<td>86</td>
</tr>
<tr>
<td>West End</td>
<td>80</td>
</tr>
<tr>
<td>K &amp; B</td>
<td>31</td>
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</table>
West End’s local economy hosts 216,225 jobs, accounting for 30.5% of the total number of jobs in Westminster. There are 19,767 businesses in West End, which account for 36% of the total businesses in Westminster.

According to Banksearch information, there were 14,247 new start-up businesses in West End since 2008, accounting for 27% 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. West End makes up 34% of Westminster’s total GVA.

<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>32.7%</td>
<td>45000</td>
</tr>
<tr>
<td>Accommodation &amp; food services</td>
<td>36.3%</td>
<td>32000</td>
</tr>
<tr>
<td>Information &amp; communication</td>
<td>39.3%</td>
<td>29000</td>
</tr>
<tr>
<td>Retail</td>
<td>49.8%</td>
<td>27000</td>
</tr>
<tr>
<td>Business administration &amp; support services</td>
<td>30.8%</td>
<td>17000</td>
</tr>
<tr>
<td>Financial &amp; insurance</td>
<td>35.4%</td>
<td>17000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>36.5%</strong></td>
<td><strong>167000</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, 73% of West End’s population were economically active, of which 5% were unemployed. This was greater 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. 29% of West End is defined as being workless, lower than the average worklessness in Westminster (36%).

In 2017, the median income for West End was greater than the average median income for Westminster by £2,000. West End’s median income was £44,800 and the average lower quartile income was £29,800. Household Income was equivalised based on household size.
Housing and Affordability

West End contained 8,608 residential properties in 2017, which accounted for 7% of Westminster’s housing stock at the time. According to the 2011 census 47% of households were rented, 24% were owned and 23% were socially rented. In 2017, City West Homes managed 324 properties in the ward, of which 66% are tenants and 34% are leaseholders.

In 2017, the median property price in West End was £1,735,000 which is greater than the median price in Westminster by 63%.

According to Council Tax documentation in 2017, 515 properties were listed as second homes, which represent 6% of households in West End. This is much greater than the average number of second homes owned in the average Westminster ward (184). The 2011 census found there were 2,431 residents in this ward that had a second home elsewhere in the UK or abroad.

The 2017 City Survey found 4% of West End’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 West End’s residents would have to pay 38.7 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 West End there are 519 residents who claim housing benefits, 2% of the total number of hou...
Of West End's households in 2011, the majority had 1 person in household, 29% were families, of which 28% had dependent children and 14% were lone parents, 28% were living as a couple (married, civil partnership or cohabitating) and 13% of homes were occupied by those aged 65 or over.

5% of households in West End were in Communal Establishments, this is greater than the Westminster's average which is 3%. The occupancy rating of the ward indicates that 54% had sufficient bedrooms for their household composition, 38% were under occupying their property and 8% of the household were over-crowded.

Of West End residents polled in the 2017 City Survey, 4% said they were likely to move out of the ward.
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 West End in 2017 was 59%, Westminster’s average was 72%. At secondary schools, 25% of West End’s pupils achieved GCSE grades of 9-5 (A*-C) in EBacc subjects (English, Mathematics, Science, a Language and History or Geography), which was lower than Westminster’s average of 27%.

In 2017, 22% of resident primary and secondary school pupils attending a state school had Special Educational Needs, this is greater than the Westminster average of 17%.
Accessibility to public transport is measured based on the walking time to a transport network and the service availability. West End’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 West End was 259,600, which is a 1999% increase in population.

The greatest proportion of residents in West End travelled to work on foot in 2011. According to the 2017 City Survey, residents would like to travel more by public transport.

Data presented is for personal injury road traffic collisions occurring on the public highway, and reported to the police, in accordance with the STATS 19 national reporting system. Road Casualties include all Slight, Serious and Fatal collisions.
According to a 2013 study, 31% of homes in West End had good access to local parks, lower than the borough’s average of 60%. Respondents of the 2017 City Survey suggest that 64% of West End used open spaces and public parks in the last three months, 34% of which were satisfied with them, less than Westminster’s average of 54%.

Over the last 10 years, 132 green walls and roof planning applications have been received in West End. 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.

West End average measure of nitrogen dioxide in 2013 was 47.3μg/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.
87% of West End reported their health condition was ‘very good’ or ‘good’ in 2011, 3% 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.

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. West End ranks 136 of 625 London wards, indicating the probability residents experience greater well-being is among the top quartile in the city.

According to the 2011 Census, 11.5% of the ward’s population were affected by long-term illness or disability, less than Westminster’s average (14%). In 2017, 45 residents in West End received disability benefits. There were 104 residents who received social care from the council.

In 2010, 23% 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 100, 24 more than Westminster’s average. There were 9,639 ambulance attendances in West End in 2016, 60% 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>Females</th>
<th>Males</th>
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<tbody>
<tr>
<td>84</td>
<td>82</td>
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96% of residents felt safe in West End and 95% 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, 16,703 crimes were reported in West End, equating to a crime rate of 158 per 100 residents. This is much greater than the average rate in Westminster (29 per 100). Crime levels in the year ending in Jul 2017 have increased by 17% upon the previous year, whilst Westminster has seen an overall growth of 13%. According to the 2017 City Survey, 31% of the residents in West End perceived anti-social behaviour to be a problem in their area.

The London Fire Brigade responded to 1,854 incidents in West End, 5% of which were primary fires (harm people or cause damage to property) and 7% of which were secondary fires (less threatening) in 2016.
Civic Engagement and Community Cohesion

The electoral turnout for the 2014 local elections in West End was 30%, less than the average turnout for wards in Westminster by 2%. The turnout rate increased by 8% for the 2016 Mayoral Electorate. During Local Elections in 2014, West End was held by Labour Party with a majority vote (56%). During the Mayoral Elections in West End, the majority of 1st votes were won by the Conservative Party (45%), and the 2nd votes were won by the Green Party (20%). The election split was calculated by finding the difference between the Conservative and Labour Party votes.

According to the City Survey 2017, 83% of the community within West End say that people from different backgrounds get on well. 22% of the residents in West End spend time helping to improve the community and 24% are interested in helping more to improve community.

City Survey 2017

Proportion of people from different background get on well

- Definitely Agree: 23.13%
- Tend to Agree: 62.69%
- Neither Agree Nor Disagree: 12.69%
- Tend to Disagree: 1.49%
- Definitely Disagree: 0.00%

Proportion of interest in helping improve Community

- Very Interested: 2.14%
- Fairly Interested: 21.43%
- Not Very Interested: 57.14%
- Not At All Interested: 17.14%
- (Don’t Know): 2.14%

Time spent helping to improve the community

- A great deal: 2.14%
- A fair amount: 20.00%
- Not very much: 55.00%
- None at all: 20.71%
- (Don’t know): 2.14%
According to the City Survey, 84% of residents in West End were very or fairly satisfied with Westminster Council. Feels Safe 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. There are 1,704 library members registered at Mayfair Library. 43% of residents in West End reported using library services in the last three months and 91% were satisfied with their service. 33% of residents reported they had used a leisure centre’s facilities in the last three months, 89% of City Survey respondents were satisfied with them.

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

- Feels Safe: 42%
- Public Transport Links: 36%
- Shopping Facilities: 22%

Top 5 Services Identified as Most Important, City Survey 2017

- Parks & open spaces: 14%
- Refuse collection: 14%
- Facilities for young people: 9%
- Street sweeping: 8%
- Nursery/Primary schools: 6%

Services used within the last 3 months, City Survey 2017

- Parks & open spaces: 64%
- On-street recycling facilities/bins: 48%
- Council Tax services: 48%
- Libraries: 43%
- Registering to vote: 39%
- Door to door recycling collections: 36%
- Swimming pools & sports facilities: 33%
- Council website (westminster.gov): 31%
- Parking services: 16%
- Provision for cyclists: 16%
- Noise service: 9%
Page 9. Vulnerable Older People:
Income Deprivation Affecting Older People, DCLG 2015
Social Exclusion, Based off multiple sources: DCLG 2015, TFL 2014, Census 2011 and Metropolitan Police Service 2014
Pension Credits, DCLG 2017
Number of older people supported by Social Care, Bi-Borough Adult Social Care 2017

Page 10. Local Economy:
Gross Value Added, Estimated by WCC using ONS data 2015
Count of Businesses, NOMIS 2017 (modelled using MSOA)
Number of Start Ups, Banksearch 2017
Top Industries, Business Register 2016

Page 11. Economic Activity:
Median Household Income, CACL Equalized Paycheck 2017
Economic Groups, Census 2011
Occupation Classification, Census 2011
Qualifications Achieved, Census 2011

Page 12. Housing and Affordability:
Residential Properties and Tenure, Census 2011
City West Homes Households and Lessees, City West Homes 2017
Average Property Price, Land Registry 2017
Residential Completions, WCC Built Environment: Planning 2017
Modelled Affordability (Median Property Price & Income), WCC 2017
Are you managing financially, City Survey 2017

Page 13. Household Composition:
Household size, Census 2011
Households Composition, Census 2011
Families with Dependent Children, Census 2011
Household Living Arrangements, Census 2011
Occupancy Rating (Bedrooms), Census 2011
How Likely and Where Would You Move, City Survey 2017

Page 14. Education and Schools:
Primary & Secondary Attendance, Bi-Borough Children's Services: Schools 2017
Qualification Level Achieved, Bi-Borough Children's Services: Schools 2017
Average GCSE Scores, Bi-Borough Children's Services: Schools 2017
Early Year Foundation Score, Bi-Borough Children's Services: Schools 2017
Special Educational Needs, Bi-Borough Children's Services: Schools 2017

Page 15. Transport, Travel and Visitors:
Average Public Transport Accessibility Score, Transport for London 2014
Method of Travel to Work, Census 2011
Aspiration to Travel More by Mode of Transport, WCC 2017
Experimental Day Time Population, WCC 2017

Page 16. Crime, Disorder and Safety:
Crime Data, Metropolitan Police Service, November 2017
London Fire Brigade Attendances, SafeStats London
Quality of Life Affected by Crime, City Survey 2017
Feeling of Safety, City Survey 2017
Perceptions of Anti-social Behaviour, City Survey

Page 18. Environmental Health:
Access to Open Space and Parks, Greenspace Information for Greater London GLA, 2014
Use and Satisfaction of Open Space and Parks, City Survey 2017
Air Pollution Measures, Kings College London, 2013
Electric Vehicle Charging Bays, WCC Parking, 2017