Appendix 2 - North Paddington ward profile
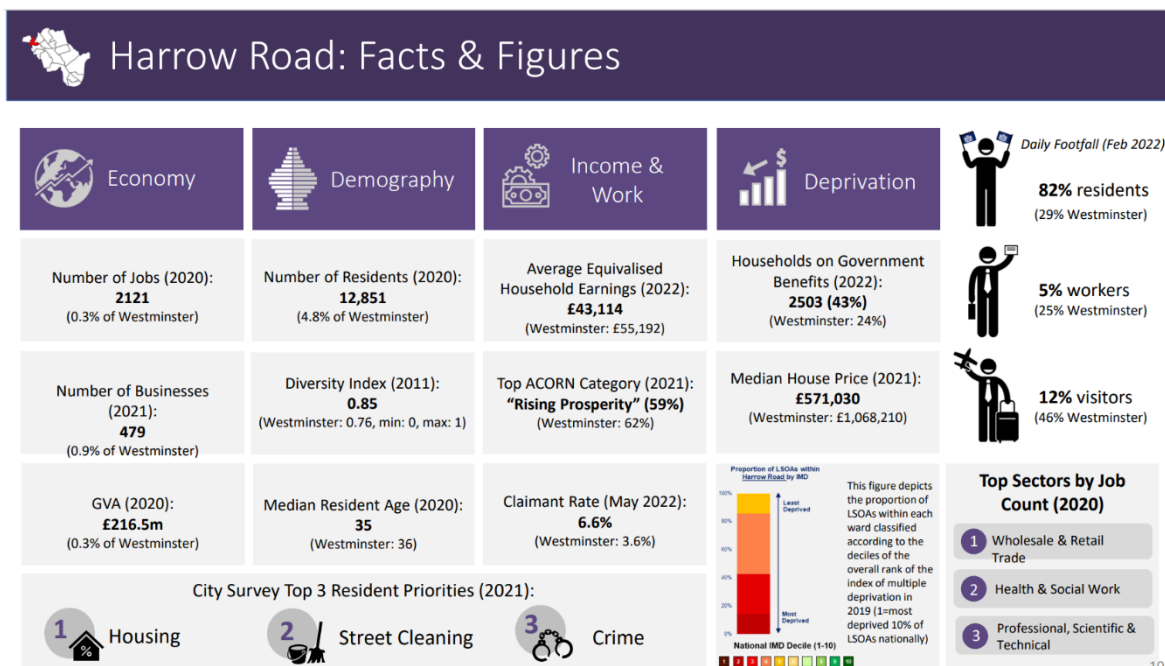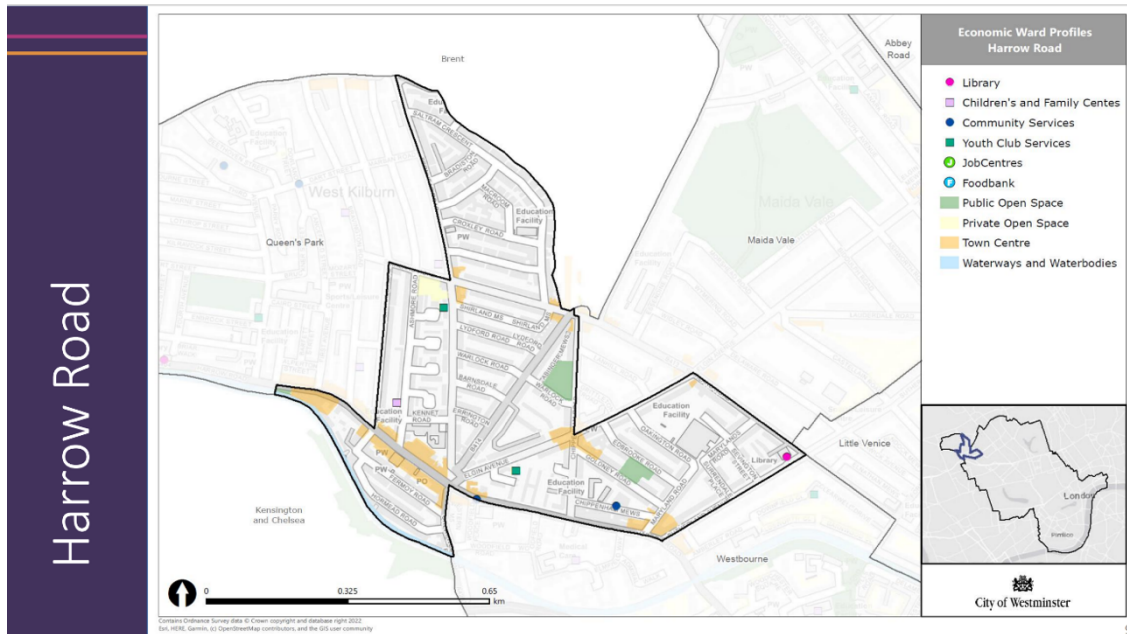
I.   Ward 1 - Harrow Road

Harrow Road is largely a residential area, with average household earnings approximately £10,000 lower than the Westminster average, while claimant rates are considerably higher, with the highest levels of deprivation concentrated in the centre and south-west of the ward. Residents in Harrow Road also have one of the lowest life expectancies in the borough. Health inequalities are not attributable to a single issue, but rather, derive from a complex mix of environmental and social factors locally. Further, frontline staff report a high incidence of substance use on local housing estates, which may contribute to poor health. Improving understanding of local health inequalities is crucial for designing more effective interventions.

Harrow Road: Facts & Figures

Economy	Demography	Income & Work	Deprivation	
				Daily Footfall (Feb 2022) **82% residents** (29% Westminster)
Number of Jobs (2020): **2121** (0.3% of Westminster)	Number of Residents (2020): **12,851** (4.8% of Westminster)	Average Equivalised Household Earnings (2022): **£43,114** (Westminster: £55,192)	Households on Government Benefits (2022): **2503 (43%)** (Westminster: 24%)	**5% workers** (25% Westminster)
Number of Businesses (2021): **479** (0.9% of Westminster)	Diversity Index (2011): **0.85** (Westminster: 0.76, min: 0, max: 1)	Top ACORN Category (2021): **"Rising Prosperity" (59%)** (Westminster: 62%)	Median House Price (2021): **£571,030** (Westminster: £1,068,210)	**12% visitors** (46% Westminster)
GVA (2020): **£216.5m** (0.3% of Westminster)	Median Resident Age (2020): **35** (Westminster: 36)	Claimant Rate (May 2022): **6.6%** (Westminster: 3.6%)		**Top Sectors by Job Count (2020)**

City Survey Top 3 Resident Priorities (2021): 1 Housing   2 Street Cleaning   3 Crime

Proportion of LSOAs within Harrow Road by IMD — This figure depicts the proportion of LSOAs within each ward classified according to the deciles of the overall rank of the index of multiple deprivation in 2019 (1=most deprived 10% of LSOAs nationally). National IMD Decile (1-10)

Top Sectors by Job Count (2020): 1 Wholesale & Retail Trade   2 Health & Social Work   3 Professional, Scientific & Technical

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II.   Ward 2 - Queen's Park

Queen's Park ward is predominantly a residential area, and is located in the northwest of the borough. It includes Queen's Park Estate, built in a Gothic-revival style in the late nineteenth century. The average household income is c.£18k below the Westminster average, and the second-lowest average household earnings in the borough; thus, the rising cost of living is likely to have a disproportionately large impact here. 33% of residents claimed housing benefits in February 2021, a rate much higher than the England average of 11%, (Local Insights, 2022). In the 2021 City Survey, residents were particularly concerned with issues of crime, security, and safety, with youth crime a particular issue reflected in community listening sessions. The overall crime rate is higher than the average across England (Local Insights, 2020).
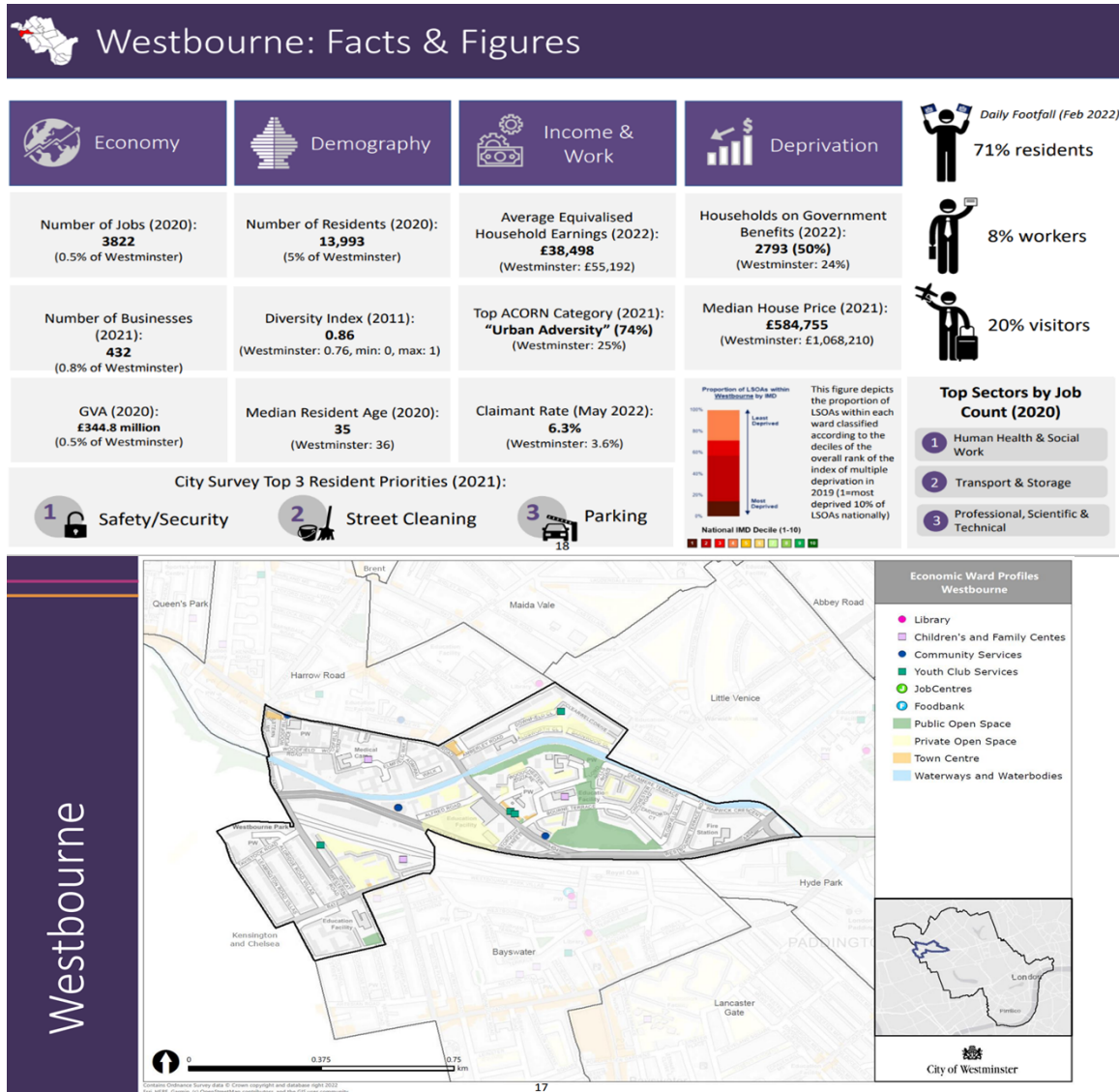
Queen's Park: Facts & Figures

Economy	Demography	Income & Work	Deprivation
Number of Jobs (2020): **1696** (0.22 % of Westminster)	Number of Residents (2020): **13,755** (5.1% of Westminster)	Average Equivalised Household Earnings (2022): **£37,251** (Westminster: £55,192)	Households on Government Benefits (2022): **2820 (51%)** (Westminster: 24%)
Number of Businesses (2021): **398** (0.76% of Westminster)	Diversity Index (2011): **0.85** (Westminster: 0.76, min: 0, max: 1)	Top ACORN Category (2021): **"Urban Adversity" (74%)** (Westminster: 25%)	Median House Price (2021): **£654,899** (Westminster: £1,068,210)
GVA (2020): **£116.0m** (0.2% of Westminster)	Median Resident Age (2020): **35** (Westminster: 36)	Claimant Rate (May 2022): **6.9%** (Westminster: 3.6%)	This figure depicts the proportion of LSOAs within each ward classified according to the deciles of the overall rank of the index of multiple deprivation in 2019 (1=most deprived 10% of LSOAs nationally)

Daily Footfall (Feb 2022)
85% residents (29% Westminster)
11% workers (25% Westminster)
4% visitors (46% Westminster)

City Survey Top 3 Resident Priorities (2021):
1 Street Cleaning   2 Crime   3 Safety/Security

Top Sectors by Job Count (2020)
1 Health & Social Work
2 Wholesale & Retail Trade
3 Education

Queen's Park

III.   Ward 3 - Westbourne

Westbourne is a small but relatively densely populated ward (population density is 73% above the borough average) whose topography is dominated by a number of social housing estates, including Warwick Estate, Brunel Estate and Wessex Gardens. Low average incomes in this ward are associated with poor outcomes across a range of socio-economic outcomes. Average household income of residents is 33% below the Westminster average, a particularly concerning feature as households in this ward tend to have relatively high numbers of children (23% of the resident population in 2020 was estimated to be aged 0-15, a rate that is 6 percentage points higher than the borough average). Indeed, the fraction of children

who receive free school meals (45%) is 6 percentage points above the Westminster average. The index of multiple deprivation, which captures joint deprivation across such outcomes as employment, health, crime, and housing, reveals that nearly 60% of LSOAs in Westbourne experience outcomes poor enough to rank among the 20% most deprived LSOAs in the UK. Despite accounting for nearly 3% of Westminster's physical area, and 5% of residents, Westbourne hosts only 0.5% of jobs and 0.8% of employment.

Westbourne: Facts & Figures

Economy	Demography	Income & Work	Deprivation
Number of Jobs (2020): **3822** (0.5% of Westminster)	Number of Residents (2020): **13,993** (5% of Westminster)	Average Equivalised Household Earnings (2022): **£38,498** (Westminster: £55,192)	Households on Government Benefits (2022): **2793 (50%)** (Westminster: 24%)
Number of Businesses (2021): **432** (0.8% of Westminster)	Diversity Index (2011): **0.86** (Westminster: 0.76, min: 0, max: 1)	Top ACORN Category (2021): **"Urban Adversity" (74%)** (Westminster: 25%)	Median House Price (2021): **£584,755** (Westminster: £1,068,210)
GVA (2020): **£344.8 million** (0.5% of Westminster)	Median Resident Age (2020): **35** (Westminster: 36)	Claimant Rate (May 2022): **6.3%** (Westminster: 3.6%)	

Daily Footfall (Feb 2022)
71% residents
8% workers
20% visitors

City Survey Top 3 Resident Priorities (2021):
1. Safety/Security
2. Street Cleaning
3. Parking

This figure depicts the proportion of LSOAs within each ward classified according to the deciles of the overall rank of the index of multiple deprivation in 2019 (1=most deprived 10% of LSOAs nationally)

National IMD Decile (1-10)

Top Sectors by Job Count (2020)
1. Human Health & Social Work
2. Transport & Storage
3. Professional, Scientific & Technical

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Westbourne

Economic Ward Profiles Westbourne
- Library
- Children's and Family Centes
- Community Services
- Youth Club Services
- JobCentres
- Foodbank
- Public Open Space
- Private Open Space
- Town Centre
- Waterways and Waterbodies

City of Westminster