

# Westminster

Local area profile

The logo for London Sport is a white shield-shaped graphic with a dark blue outline. It is positioned on the right side of the slide, partially overlapping a dark blue abstract shape that resembles a stylized 'L' or a ribbon. The text 'LONDON SPORT' is written in bold, red, uppercase letters across the center of the shield.

**LONDON  
SPORT**



# About Us

**Physical inactivity is responsible for 1 in 6 premature deaths.**

That's why London Sport wants every Londoner to live longer, healthier and happier lives through being active.

Our focus is on children and adults in the most deprived communities who face the greatest challenges of inequality.

Collaborating with those that share our vision, we can help every community in London find their way to move more.

# Purpose of profile



# Local Area Profile: Westminster

## Introduction

The purpose of this profile is to bring together a variety of key datasets, as well as London Sport knowledge of an area, to provide an overview of the population and understand the demographic, social, and economic characteristics of the area.

Physical activity and sport has the ability to change lives. The simple act of being active for 30 minutes a day has proven physical and mental health benefits and contributes to every stage of our development, both as individuals and as a society. These include:



### Individual development

Boosts academic achievement and school behaviour



### Economic development

The annual value of health benefits that sport participation bring is worth c. £1.7 billion



### Physical wellbeing

Helps maintain healthy weight and reduces obesity



### Social integration

Helps socially excluded people feel part of a community and increases their belonging



### Mental wellbeing

Reduces anxiety, stress and depression

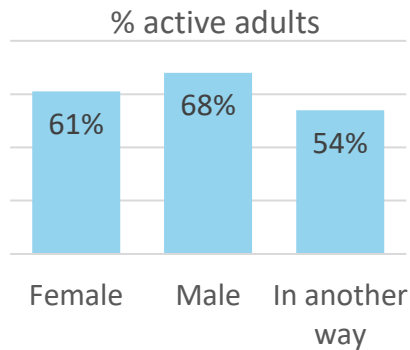
# Local Area Profile

## Understanding those less likely to be active

From the latest Active Lives data, in London we know that certain demographic characteristics are less likely to be active (completing the recommended Chief Medical Officer guidelines of at least 150 minutes a week):

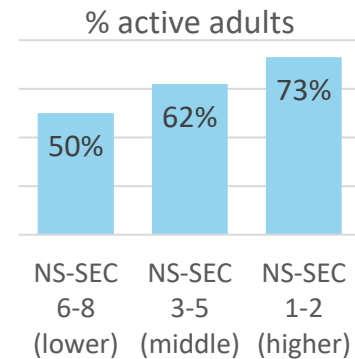
### Gender

Females are less likely to be active compared to males



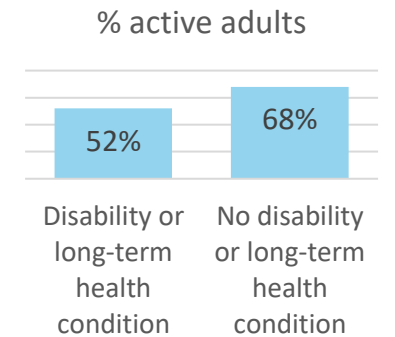
### Socio-economic groups

Those in routine/semi-routine jobs and those who are long-term unemployed or have never worked (NS-SEC 6-8) are less likely to be active



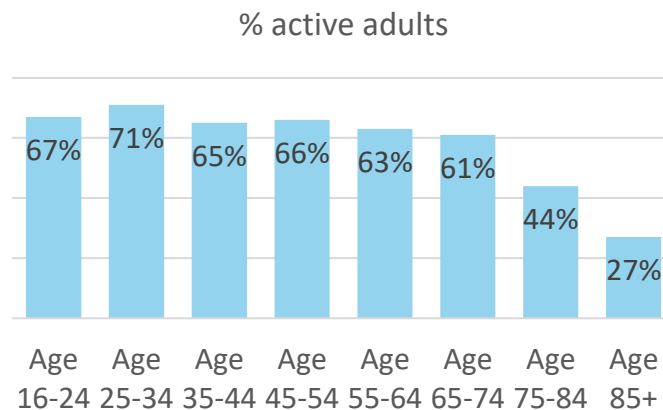
### Disability and long-term health conditions

Disabled people or those with a long-term health condition are less likely to be active



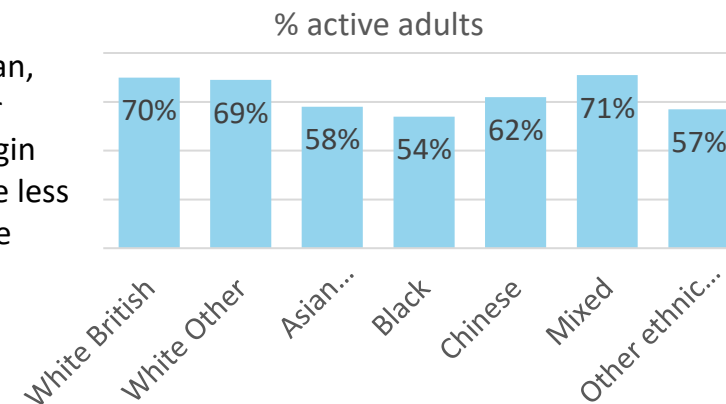
### Age

Activity levels decrease with age, more so for those in the 75+ age category



### Ethnicity

Black, Asian, and Other ethnic origin groups are less likely to be active



1) [Active Lives | Home \(sportengland.org\)](https://www.sportengland.org/)

# How London Sport are working in Westminster

## Priority places

London Sport is focusing resources in identified local places in London where there is the greatest need but also the greatest opportunity to improve people's lives through physical activity and sport.

Westminster has been identified as one of these places.

From looking at data and consultation with local partners in Westminster, London Sport have decided to prioritise the following wards:

- Pimlico South

This place has been identified as an area where there is the potential to work collaboratively with partners and communities, focusing our collective resources, knowledge, and expertise to establish sustainable change in supporting Londoners to become more active.

The information in this rest of the profile will contain data about the borough as a whole and, where possible, data on this specific place.

# Local Area Profile: Westminster

## Contents

Physical Activity levels	Demographic characteristics	Opportunities to increase physical activity	Further resources
<a href="#">Physical activity: adult data</a>	<a href="#">Population and demographics</a>	<a href="#">Environment: Facilities</a>	<a href="#">Politics</a>
<a href="#">Physical activity: children and young people data</a>	<a href="#">Indices of Multiple Deprivation</a>	<a href="#">Environment: Spaces</a>	<a href="#">Environment: Air quality</a>
<a href="#">Physical activity: small area estimates</a>	<a href="#">Physical health</a>	<a href="#">Environment: Schools</a>	<a href="#">Crime</a>
<a href="#">Social return on investment</a>	<a href="#">Mental health</a>	<a href="#">Environment: Housing</a>	<a href="#">Employment</a>
	<a href="#">Children and Young People</a>	<a href="#">Children and Young People: Youth Clubs</a>	<a href="#">Key contacts: Active Environments</a>
		<a href="#">Health: Facilities</a>	<a href="#">Key contacts: Children and Young People</a>
		<a href="#">Community Sport: Partner organisation's</a>	<a href="#">Key contacts: Community Sport</a>
		<a href="#">London Sport projects</a>	<a href="#">Key contacts: Health</a>
		<a href="#">Physical activity: less active segmentation</a>	

# Summary of key findings





# About Westminster

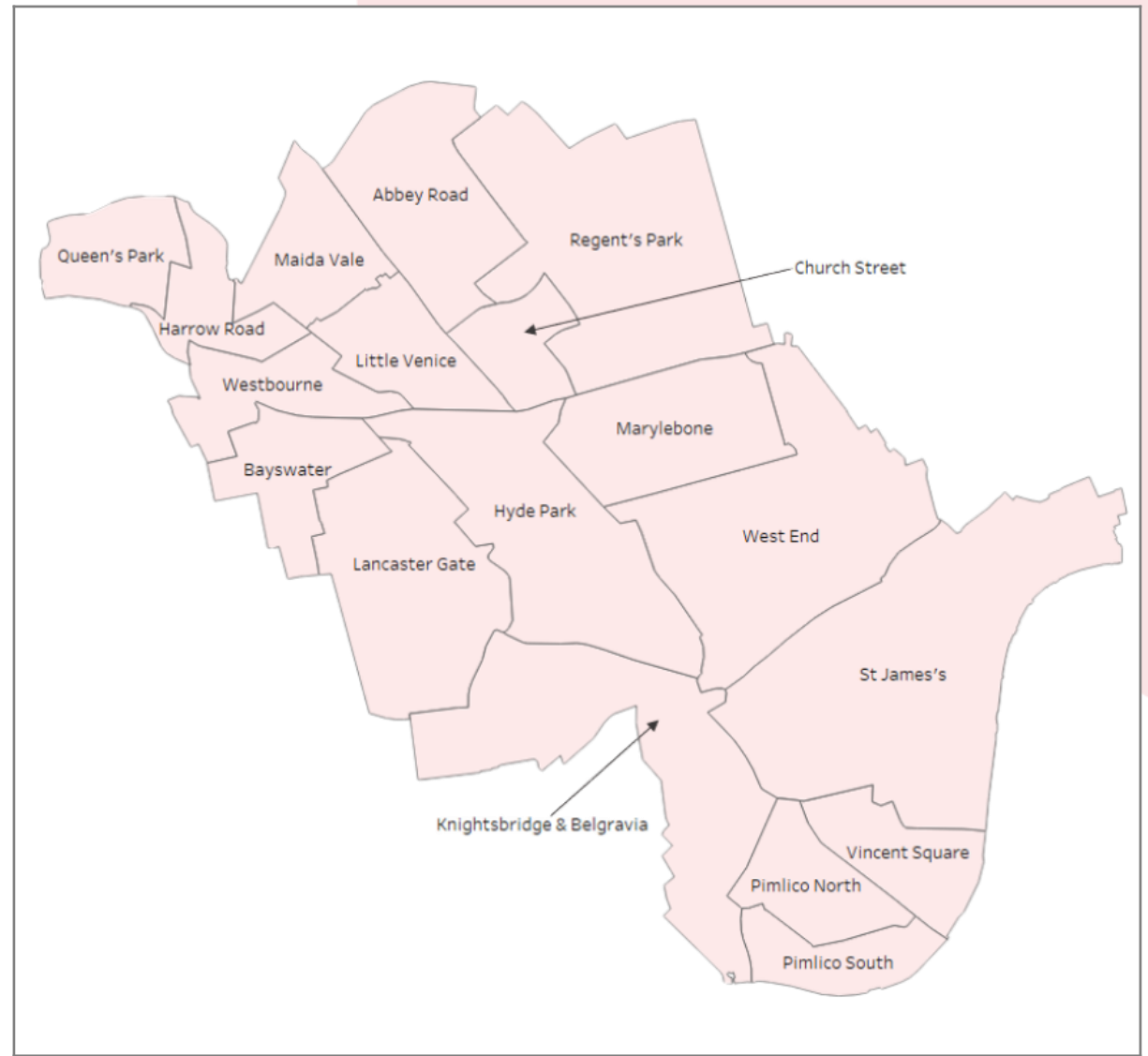
## Geography

Westminster is an inner borough situated in central London, just north of the river.

It is made up of 18 wards (shown on the map on the right).



Location of Westminster in London



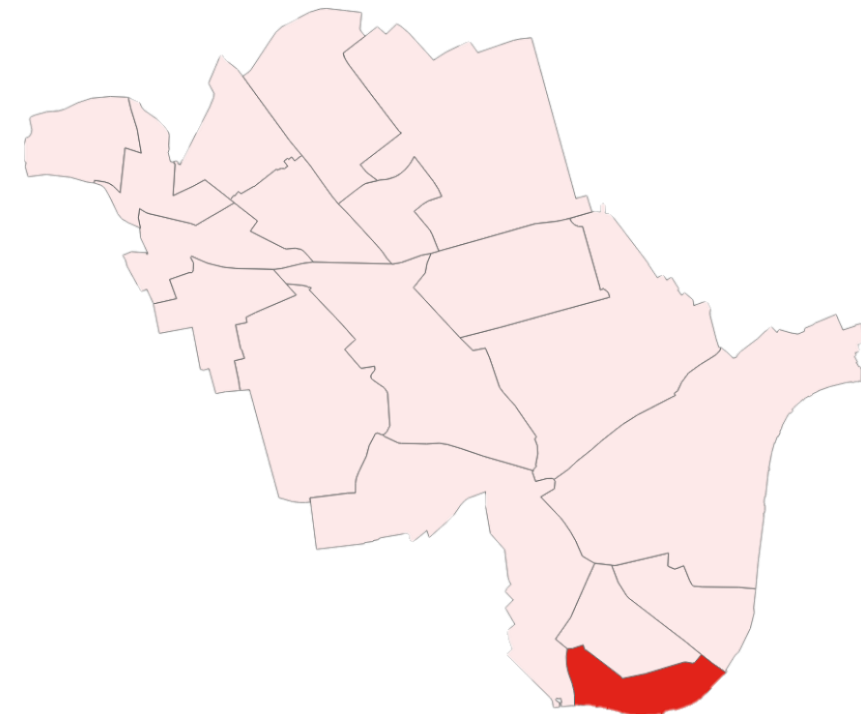
Wards in Westminster

# Summary of key findings

- Westminster is an inner borough situated in central London, just north of the river. It is made up of 18 wards.
- Of the 317 Local Authorities in England, Westminster is ranked 134<sup>th</sup> most deprived.
- The predominant ethnicities in Westminster is White (55%). The median age of the population in Westminster is 35 years old.
- Westminster's adult (16+) residents are more active than the London average. Rates of walking, active travel, and fitness activities have increased.
- The rates of overweight and obese adults in Westminster (50%) is lower than the London average (56%). The rates of overweight children in Year 6 in Westminster (44%) is higher than the London average (39%).
- Across Pimlico South there are there are:
  - 4 schools
  - 3 community centres
  - 0 libraries
  - 1 swimming pool
  - 2 artificial grass pitches
  - 2 sports halls
  - 2 health and fitness gyms
  - 3 studios
  - 1 tennis court



Location of Westminster in London



London Sport's priority place in Westminster

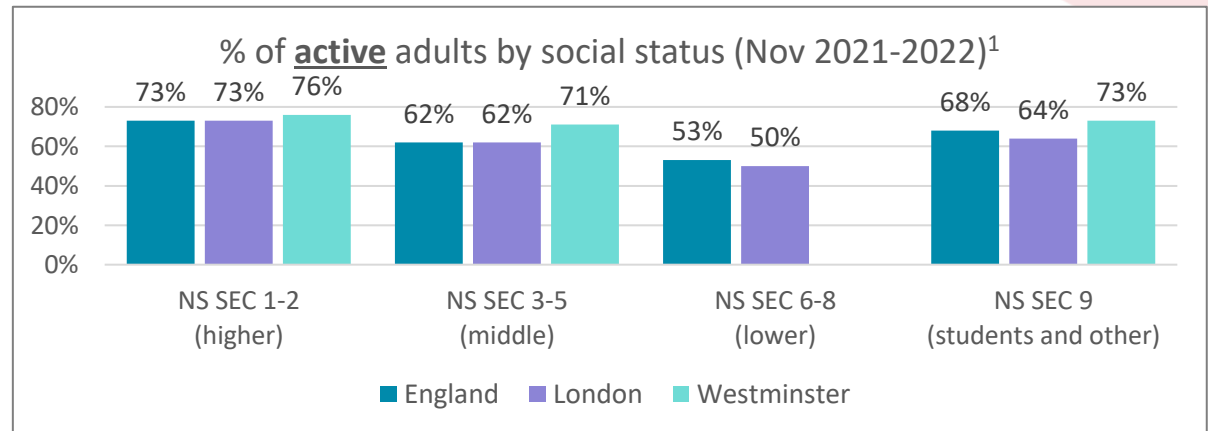
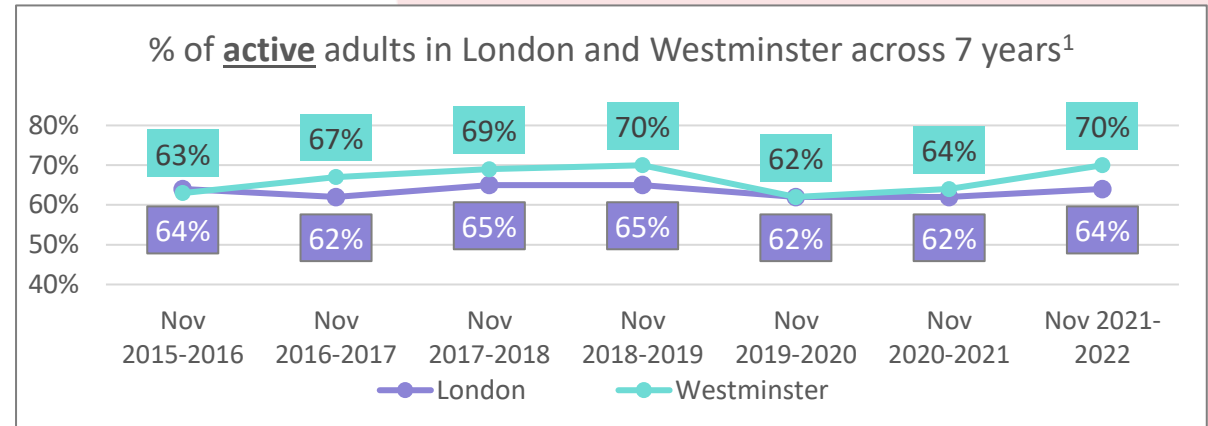
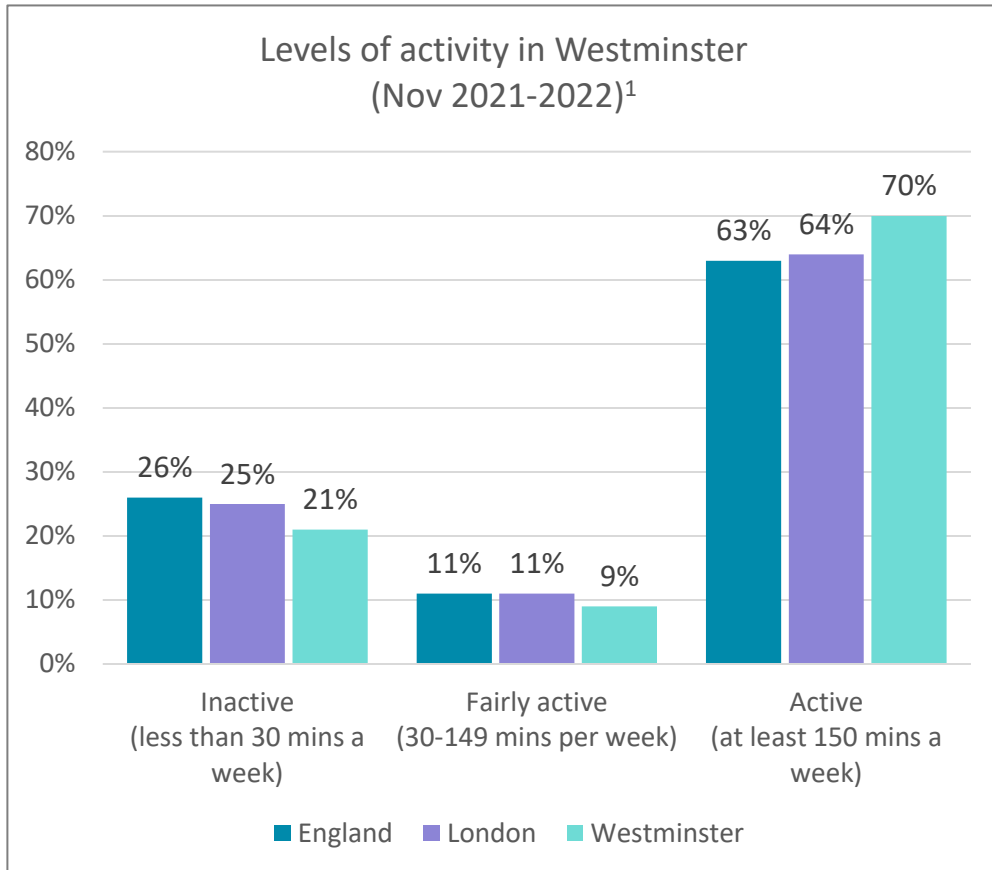
# Physical activity levels



# Physical Activity

## Adults

Sport England's Active Lives survey measures the number of people taking part in sport and physical activity. Generally, physical activity levels for adults (16+) in Westminster have been above the London average. This gap has widened with the latest figures showing that adults in Westminster more likely to be active than the London and national average.

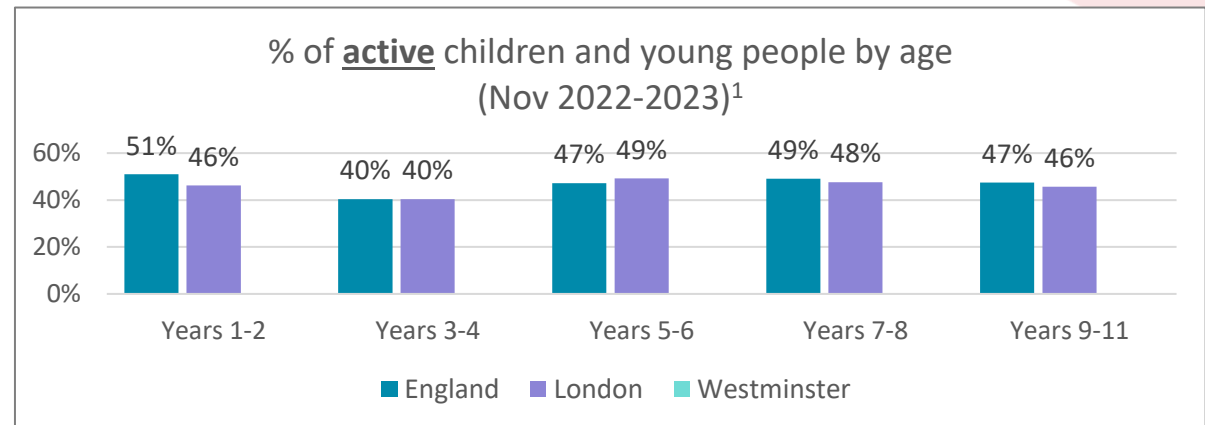
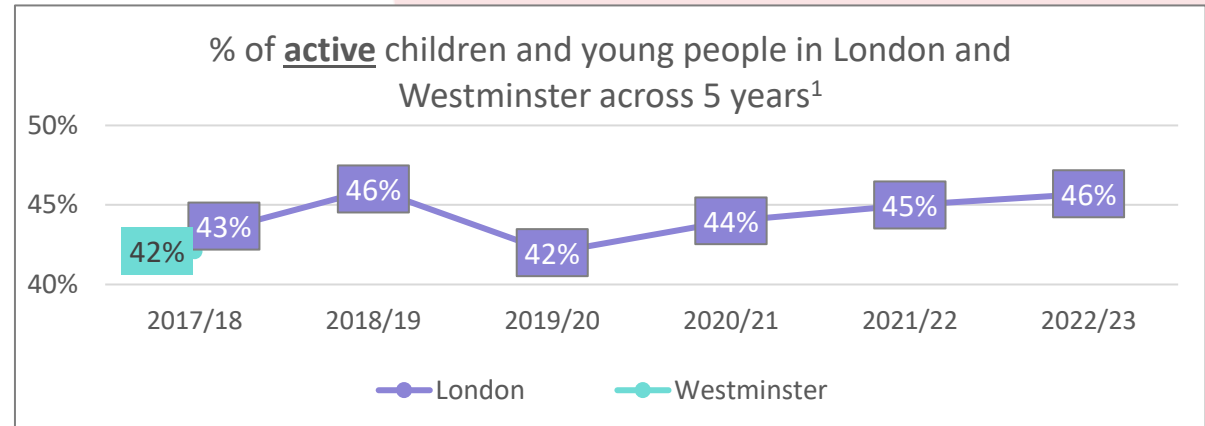
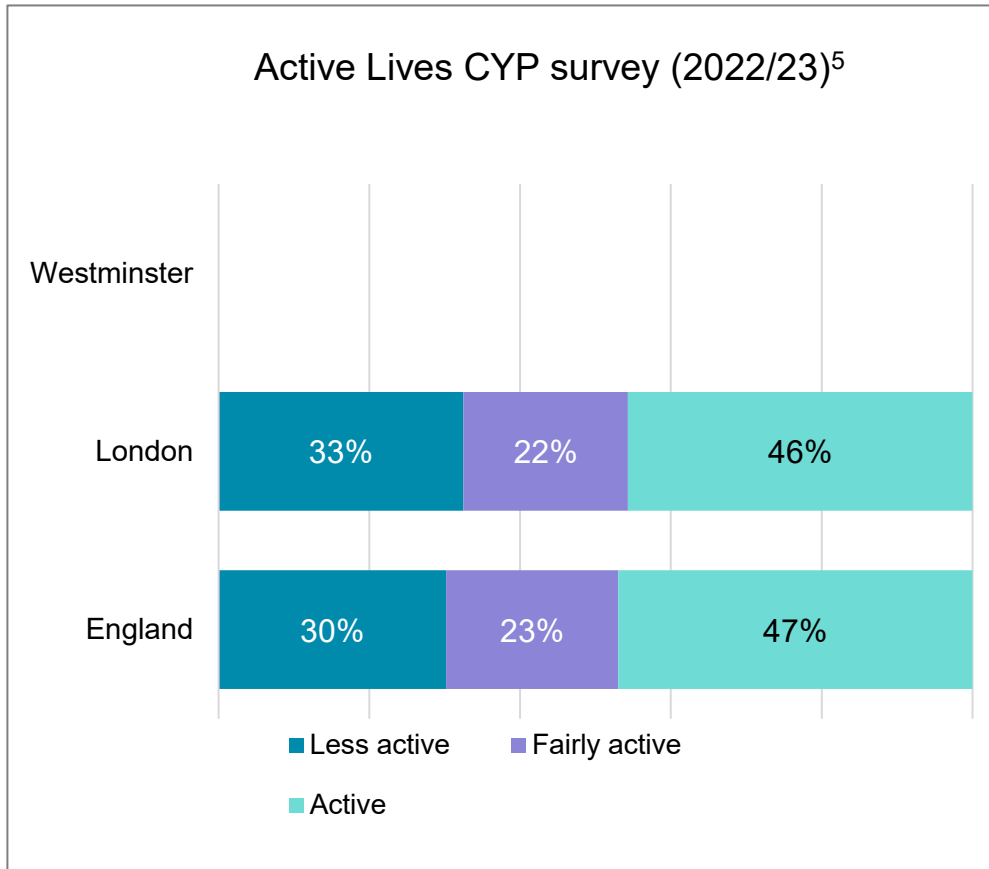


1) [Active Lives | Home \(sportengland.org\)](https://www.sportengland.org/active-lives)

# Physical Activity

## Children and Young People

Sport England's Active Lives survey measures the number of people taking part in sport and physical activity. Westminster has not generated sufficient responses to generate borough-level data for children and young people since 2018/19.



1) [Active Lives | Home \(sportengland.org\)](https://www.sportengland.org/active-lives)

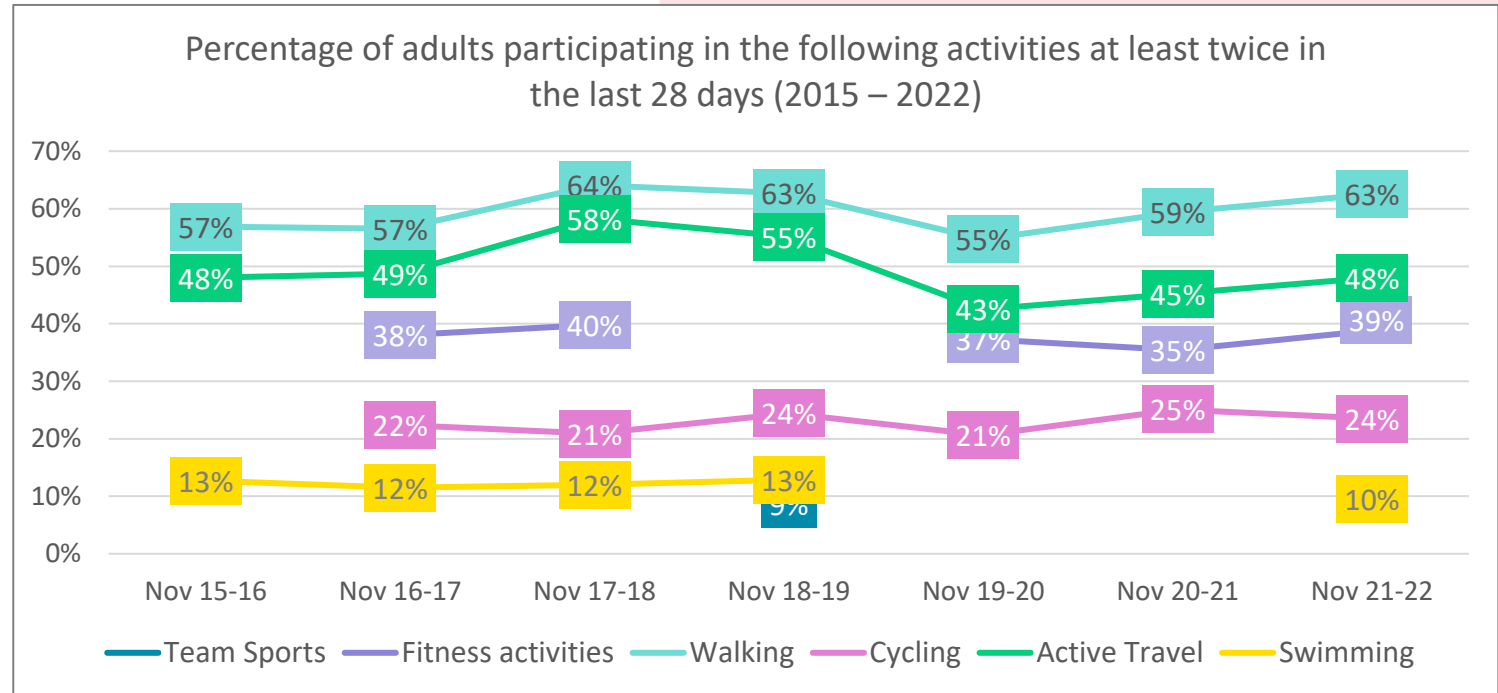
# Physical Activity

## Rates of walking, active travel, and fitness activities have increased

Sport England's Active Lives survey measures the number of people taking part in sport and physical activity.

For adults, rates of walking, active travel, and fitness activities have increased. Walking and fitness activities have returned to pre-pandemic levels.

Rates of walking, cycling, active travel, and fitness activities are higher than the London average.



Percentage of adults participating in the following activities at least twice in the last 28 days (Nov 2021-2022)

*% Team sports	39% Fitness activities	63% Walking London av. 59%		24% Cycling London av. 20%		48% Active Travel London av. 44%	10% Swimming London av. 9%
		44% Walking for leisure London av. 41%	41% Walking for travel London av. 39%	16% Cycling for leisure and sport London av. 15%	14% Cycling for travel London av. 11%		

\* Indicates insufficient data

1) [Active Lives | Home \(sportengland.org\)](https://www.sportengland.org/active-lives)

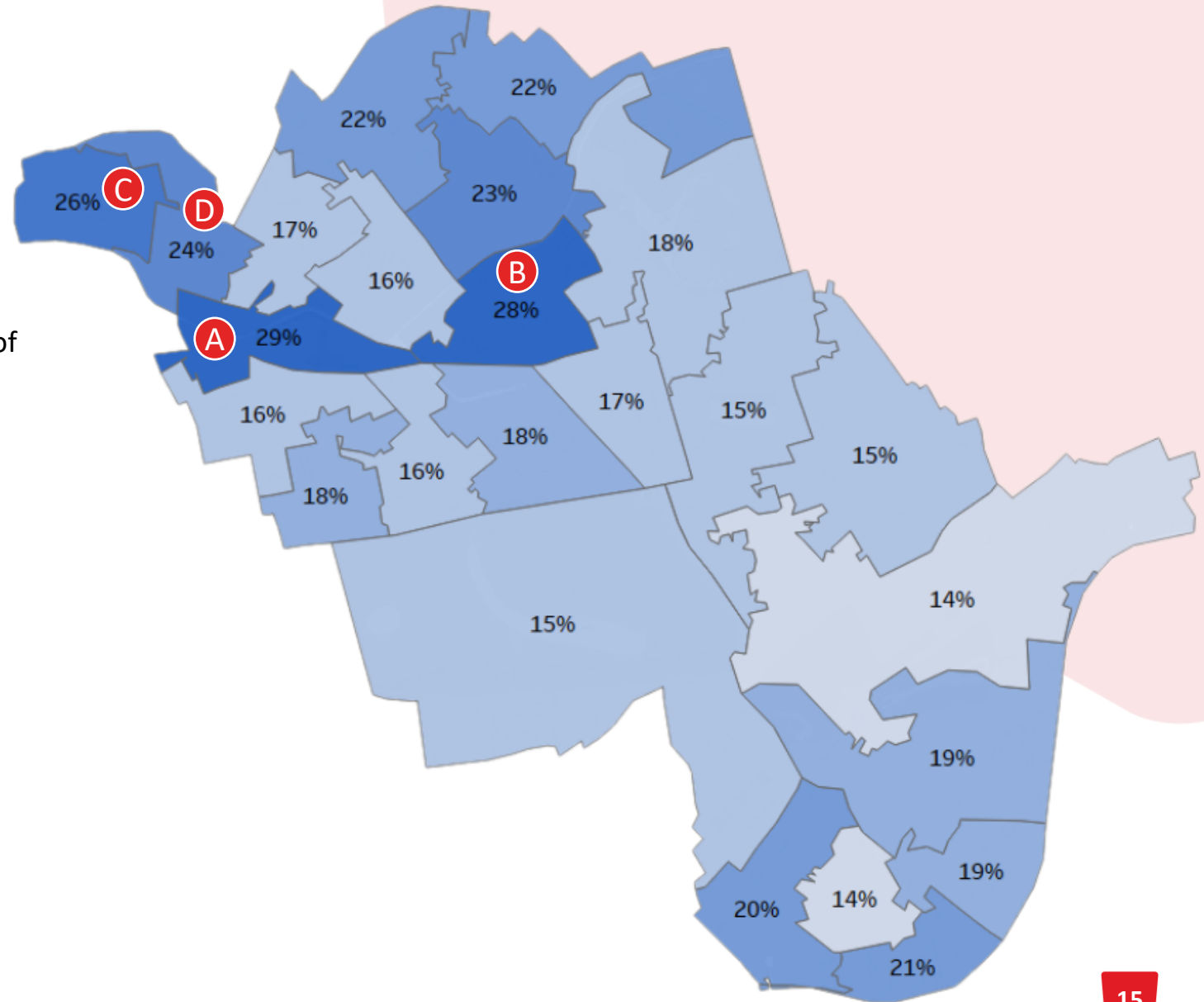
# Physical Activity

## Small area estimates

If we zoom in, to take a more localised view using Sport England Small Area Estimates (last updated 2018), we begin to see a variation in physical activity levels.

The following areas have a higher percentage of adults who are described as inactive (completing less than 30 minutes of physical activity a week):

- A. Westbourne (29%)
- B. Church Street (28%)
- C. Queen's Park (26%)
- D. Harrow Road (24%)



# Physical activity

## Social return on investment

The benefits of physical activity can create tangible monetary impact. In 2017/18, Sport England commissioned research to understand the social impact of sport and physical activity<sup>1</sup>.

Nationally, for every **£1.00** invested in community sport and physical activity, a return on investment of **£3.91** of social value is generated across health and wellbeing, stronger communities, and the economy.

For Local Authorities, Sport England calculated the social value of community sport and physical activity by multiplying the rates of active adults (those completing at least 150 minutes of physical activity a week) by the value per person for all health outcomes (excluding breast cancer and hip fractures).

Across Westminster....

The combined social value of taking part in community sport and physical activity in 2017/2018 was:

**£296.2 million**

This can be broken down into the following three categories:

Kensington and Chelsea: £204.6 million

Camden: £339.7 million

Lambeth: £407.8 million



**£45.5 million**

worth of value generated from

### Physical and Mental Health

*(Being active reduces the risk of: Coronary heart disease and stroke, Type 2 Diabetes, Breast Cancer, Colon Cancer, Dementia, Depression. Improves good health, reduces hip fractures, improves back pain, and*

*increases sports injuries)*



**£170.7 million**

worth of value generated from

### Mental Wellbeing

*(Being active improves subjective wellbeing/life satisfaction of participants and volunteers)*



**£80.0 million**

worth of value generated from

### Social and Community Development

*(Being active reduces criminal incidences, enhances social capital and the non-market benefits acquired by organisations utilising sports volunteers. Improves educational attainment and enhances human capital)*

1: [Measuring impact](#) | [Sport England](#)



# Demographic and place characteristics

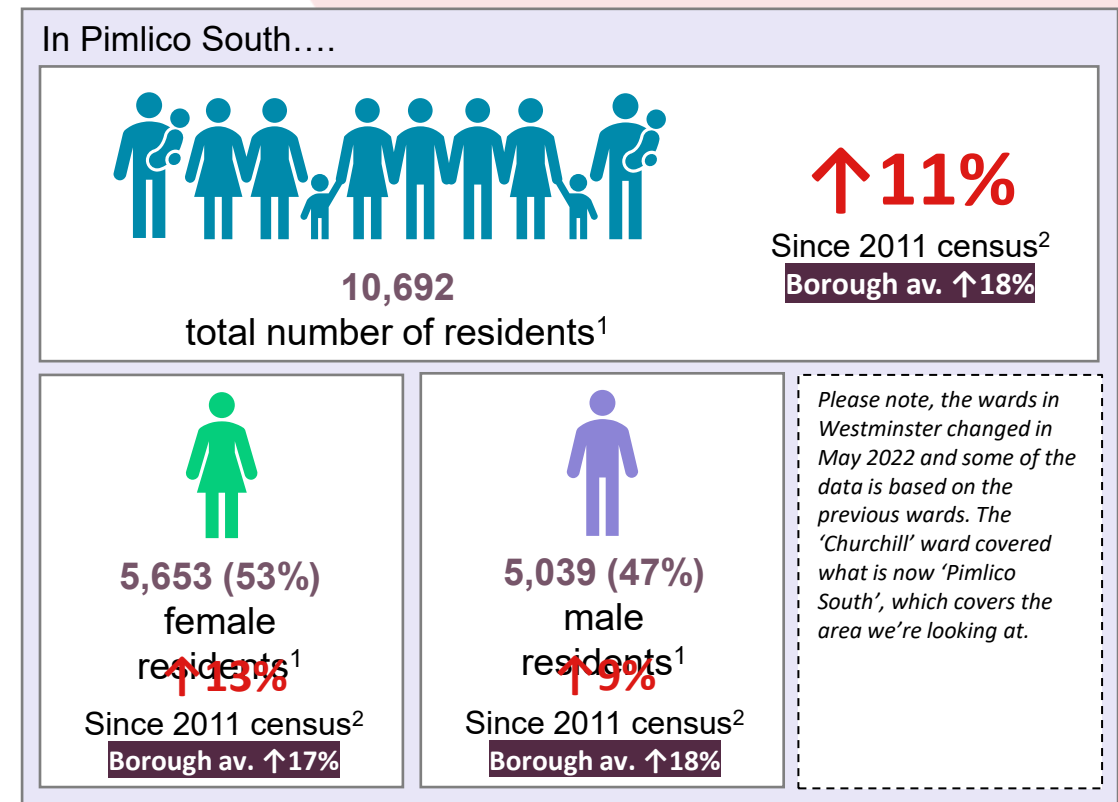
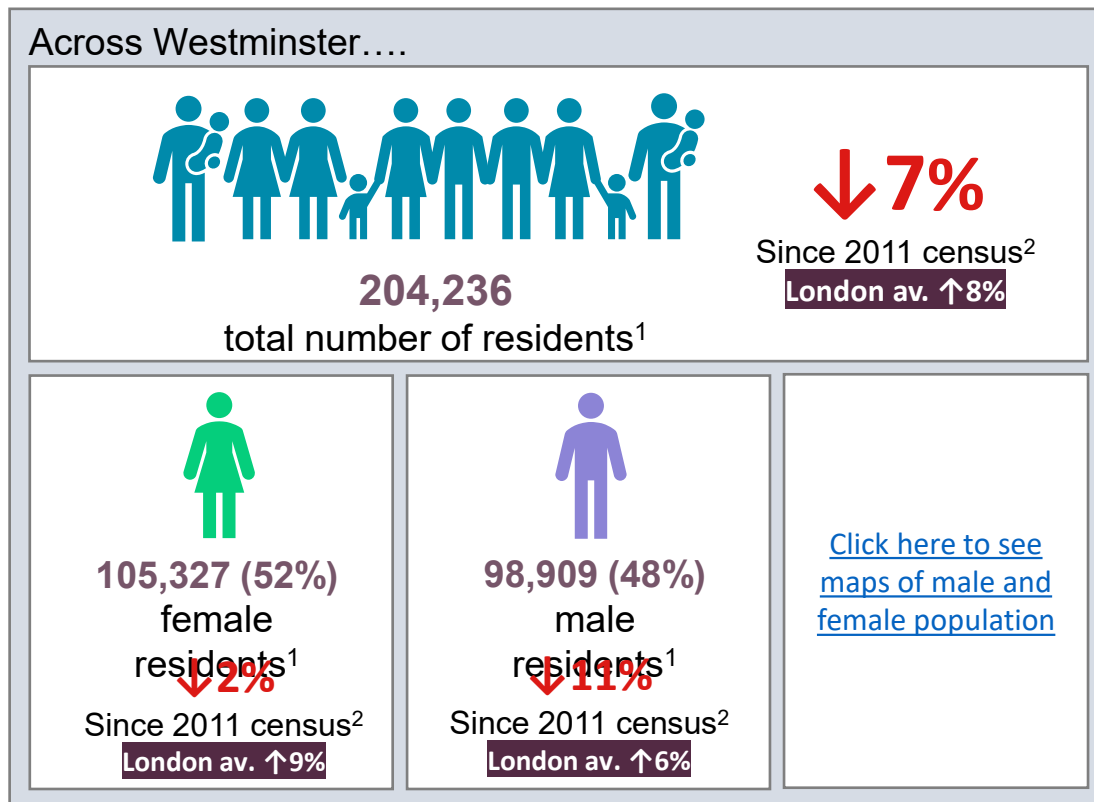


# Demographics

## Gender

Since the 2011 Census, Westminster has seen a population decrease of 7%; this is a contrast to the London average across the same time period which saw a population increase of 8%.

As mentioned, across London, females are less likely to be active compared to males. In London Sport's identified place, there is a higher proportion of females compared to males than compared with the borough as a whole.



1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummaries>

2) [2011 Census - Census of Population - Data Sources - home - Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/)

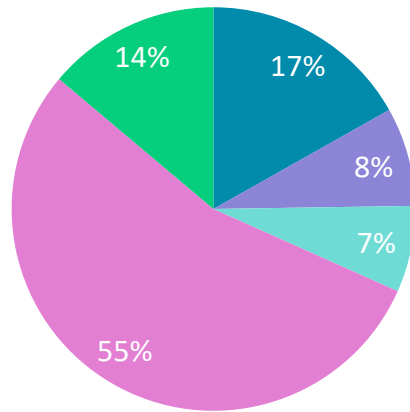
# Demographics

## Ethnicity

The predominant ethnicities in Westminster is White (55%). Since the 2011 Census, the proportion of White people in Westminster has decreased by 7% and the proportion of Other ethnic groups has increased by 3%. As mentioned, across London, Black, Asian, and Other ethnic origin groups are less likely to be active.

### Across Westminster....

Ethnicity<sup>1</sup>



- Asian, Asian British or Asian Welsh
- Black, Black British, Black Welsh, Caribbean or African
- Mixed or Multiple ethnic groups
- White
- Other ethnic group

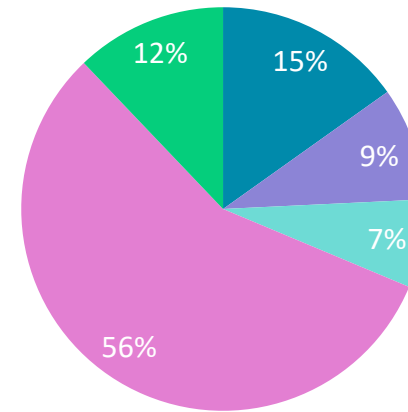
#### Since 2011 census<sup>2</sup>

Asian, Asian British or Asian Welsh	↑2%
Black, Black British, Black Welsh, Caribbean or African	-
Mixed or Multiple ethnic groups	↑2%
White	↓7%
Other ethnic group	↑3%

[Click here to see maps of various ethnic groups](#)

### In Pimlico South....

Ethnicity<sup>1</sup>



- Asian, Asian British or Asian Welsh
- Black, Black British, Black Welsh, Caribbean or African
- Mixed or Multiple ethnic groups
- White
- Other ethnic group

#### Since 2011 census<sup>2</sup>

Asian, Asian British or Asian Welsh	↑1%
Black, Black British, Black Welsh, Caribbean or African	↓1%
Mixed or Multiple ethnic groups	↑2%
White	↓5%
Other ethnic group	↑2%

*Please note, the wards in Westminster changed in May 2022 and some of the data is based on the previous wards. The 'Churchill' ward covered what is now 'Pimlico South', which covers the area we're looking at.*

1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummaries>

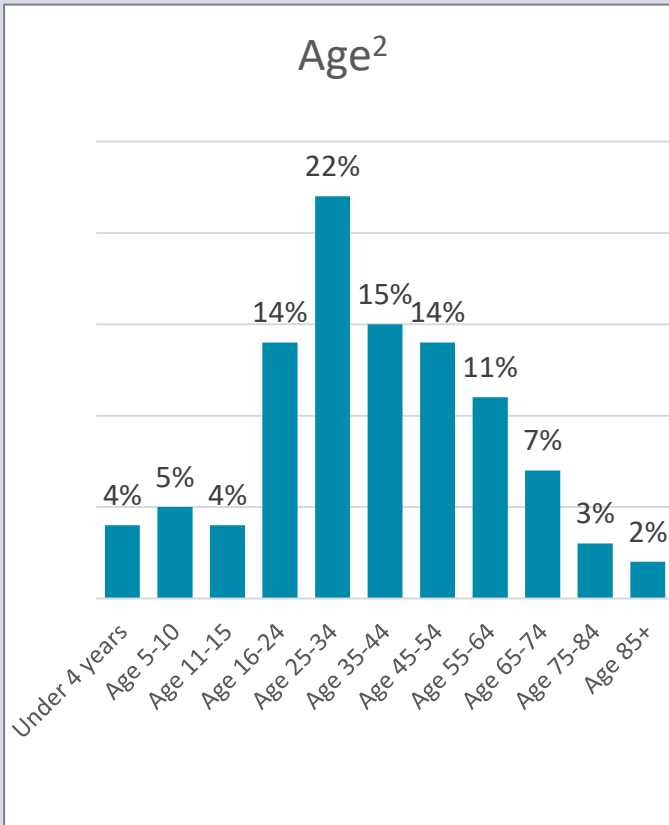
2) [2011 Census - Census of Population - Data Sources - home - Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/)

# Demographics

## Age

As mentioned, across London, activity levels decrease with age, more so for those in the 75+ age category. The median age of the population in Westminster is 35 years old.

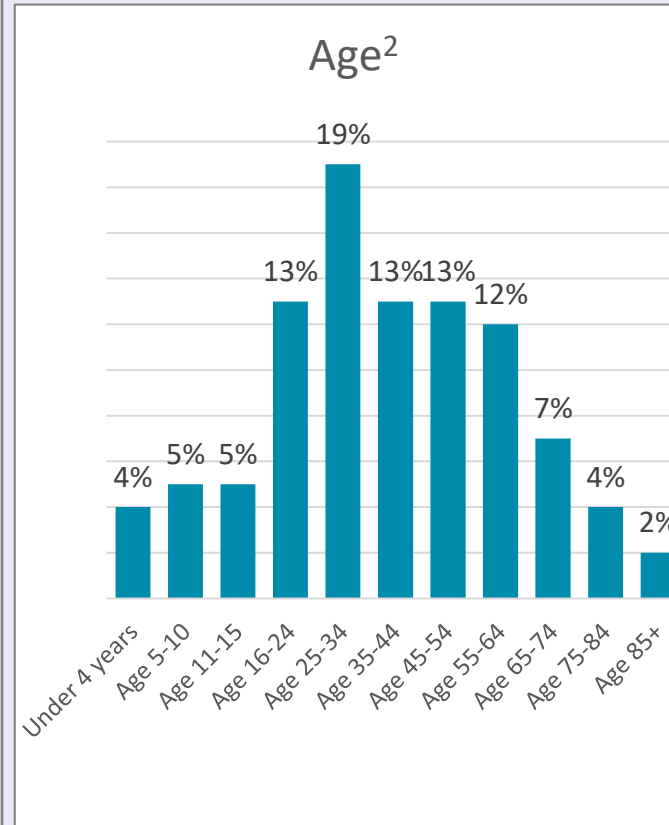
### Across Westminster....



Since 2011 census <sup>3</sup>	
Under 4 years	↓2%
Age 5-10	-
Age 11-15	-
Age 16-24	↑2%
Age 25-34	↓3%
Age 35-44	↓2%
Age 45-54	↑2%
Age 55-64	↑2%
Age 65-74	↑1%
Age 75-84	↓1%
Age 85+	↑1%

[Click here to see maps of age groups](#)

### In Pimlico South....



Since 2011 census <sup>3</sup>	
Under 4 years	↓3%
Age 5-10	↓3%
Age 11-15	↓1%
Age 16-24	↑3%
Age 25-34	-
Age 35-44	↓3%
Age 45-54	-
Age 55-64	↑3%
Age 65-74	↑1%
Age 75-84	↓1%
Age 85+	-

Please note, the wards in Westminster changed in May 2022 and some of the data is based on the previous wards. The 'Churchill' ward covered what is now 'Pimlico South', which covers the area we're looking at.

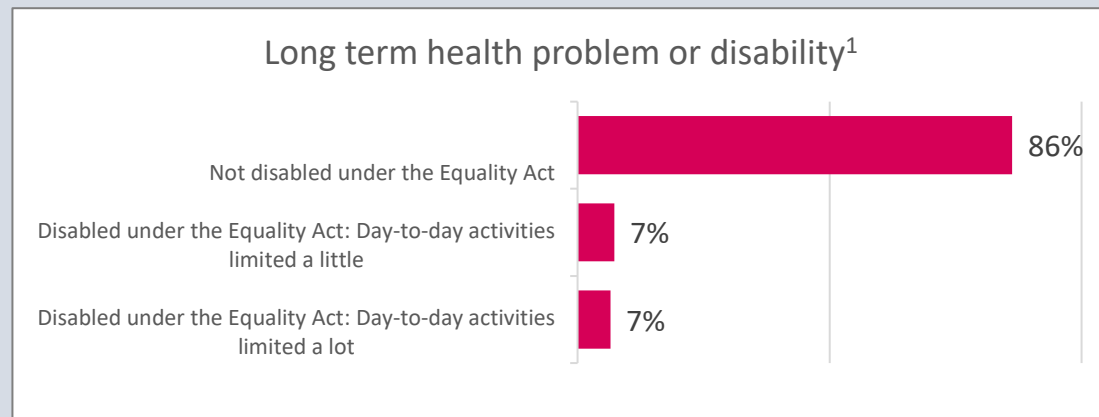
1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummaries>

# Demographics

## Long term health problem or disability

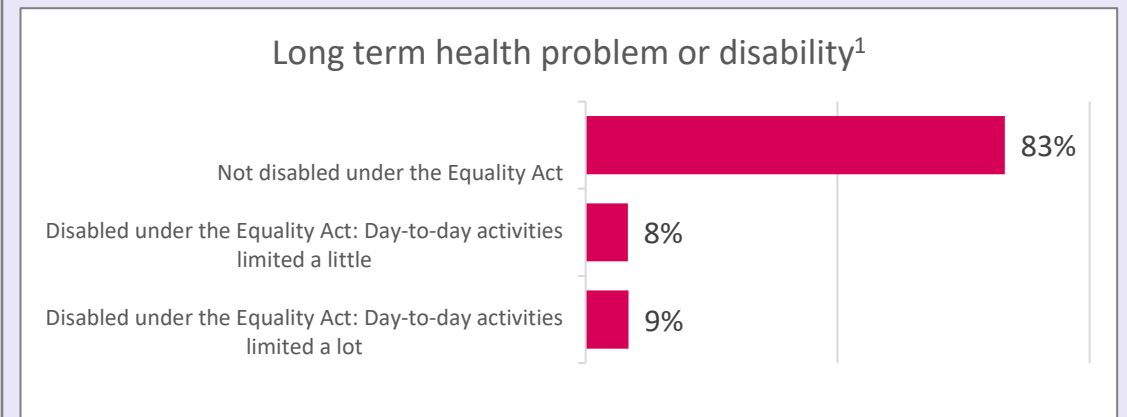
The majority of the population in Westminster have no long term physical or mental health conditions (86%). As mentioned, across London, disabled people or those with a long-term health condition are less likely to be active.

### Across Westminster....



Since 2011 census <sup>2</sup>		<a href="#">Click here for maps of disabled and non-disabled people</a>
Disabled under the Equality Act: Day-to-day activities limited a lot	-	
Disabled under the Equality Act: Day-to-day activities limited a little	-	
Not disabled under the Equality Act	-	

### In Pimlico South....



Since 2011 census <sup>2</sup>		<i>Please note, the wards in Westminster changed in May 2022 and some of the data is based on the previous wards. The 'Churchill' ward covered what is now 'Pimlico South', which covers the area we're looking at.</i>
Disabled under the Equality Act: Day-to-day activities limited a lot	-	
Disabled under the Equality Act: Day-to-day activities limited a little	↓1%	
Not disabled under the Equality Act	↑1%	

1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummaries>

2) [2011 Census - Census of Population - Data Sources - home - Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](#)

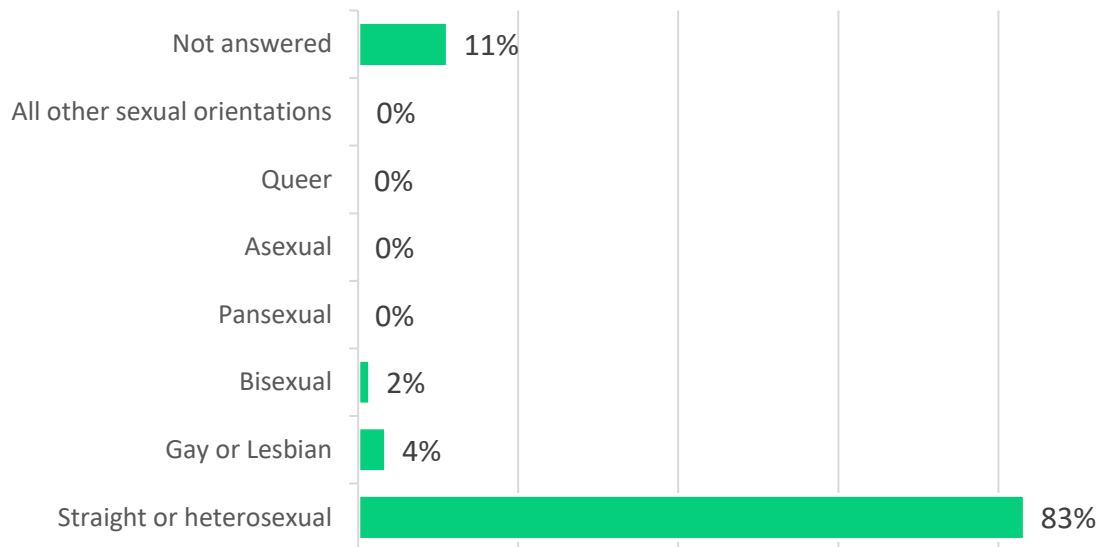
# Demographics

## Sexual orientation

The majority of the population in Westminster are heterosexual (83%).

Across Westminster....

Sexual orientation<sup>1</sup>



*Please note:*

- *This variable was new for Census 2021 census and therefore is no comparability with the 2011 Census*
- *This variable is not available at ward level*

[Click here to see maps of LGBTQ+ population](#)

1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummaries>

2) [2011 Census - Census of Population - Data Sources - home - Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/census/2011/censusofpopulation)

# Demographics

## Deprivation

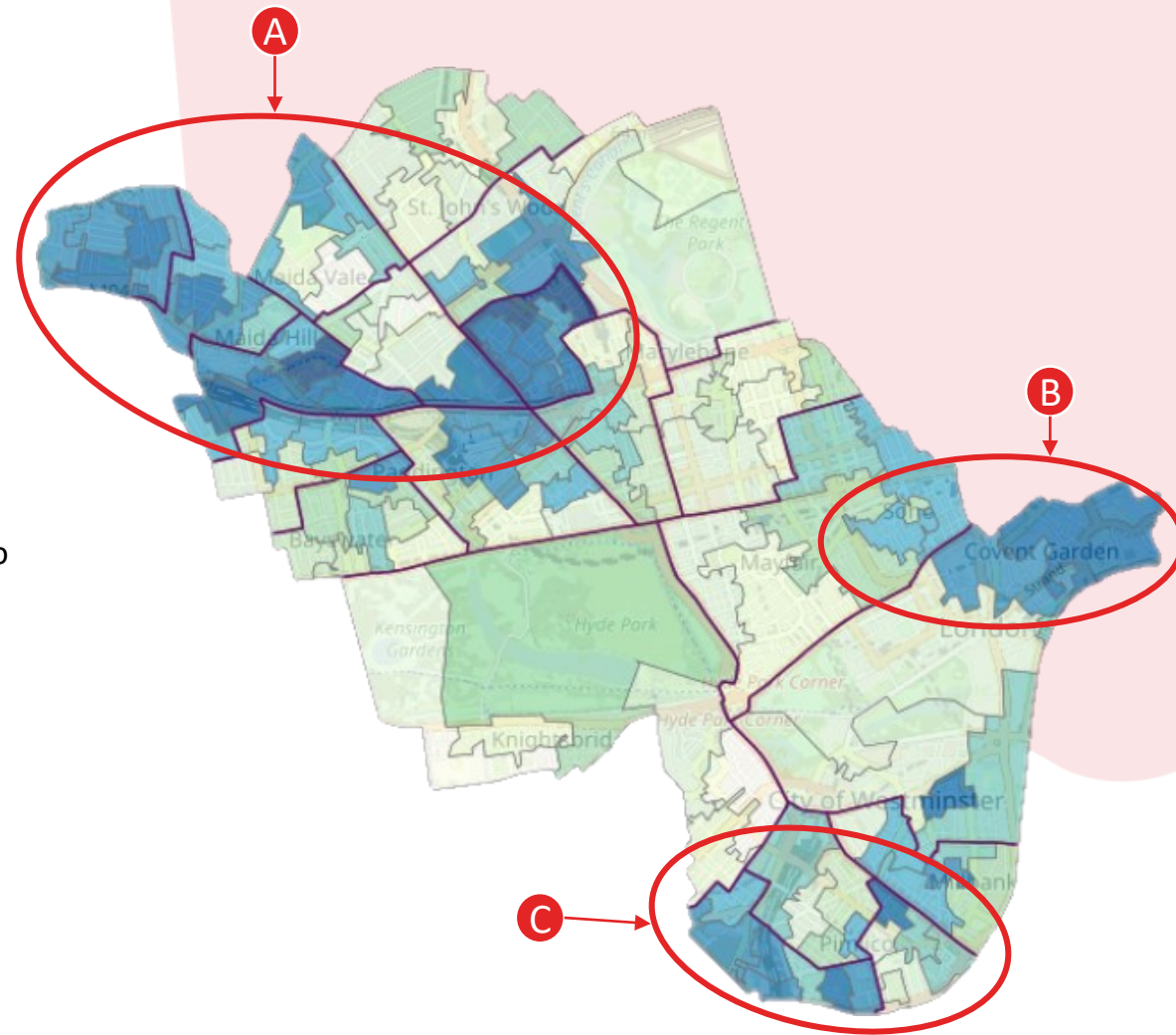
The Indices of Multiple Deprivation<sup>1</sup> are a measure of relative deprivation in England that consider a wide range of indicators (including income, employment, health deprivation and disability, education, crime, barriers to housing and services, and living environment) that affect an individual's living conditions. These indicators are combined and weighted to form the deprivation score.

Of the 317 Local Authorities in England, Westminster is ranked 134<sup>th</sup> most deprived<sup>2</sup>.

Every neighbourhood in England is then ranked based on their level of deprivation relative to other areas. The scores are completed at Lower Super Output Area (LSOA). A score of 1-2 indicates an LSOA in the 20% most deprived areas in England, while a rank of 9-10 indicates an LSOA in the 20% least deprived areas in England. The map to the right shows the Indices of Multiple Deprivation in Westminster.

The more deprived areas in Westminster are in:

- North-West
  - A. in Queen's Park, Harrow Road, Westbourne, and Church Street wards
- East
  - B. around Covent Garden
- South
  - C. around the Churchill Gardens estate in Pimlico South ward



1) [Indices of Deprivation - London Datastore](#)

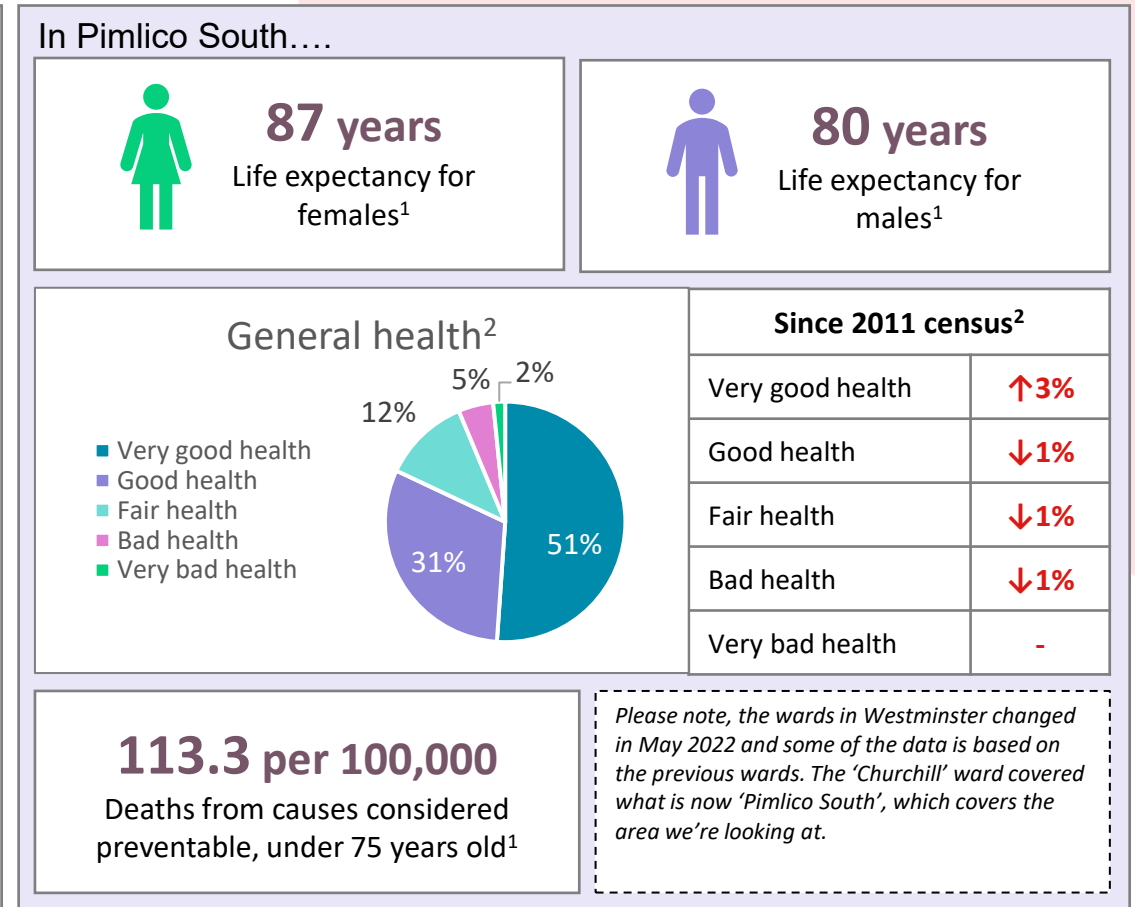
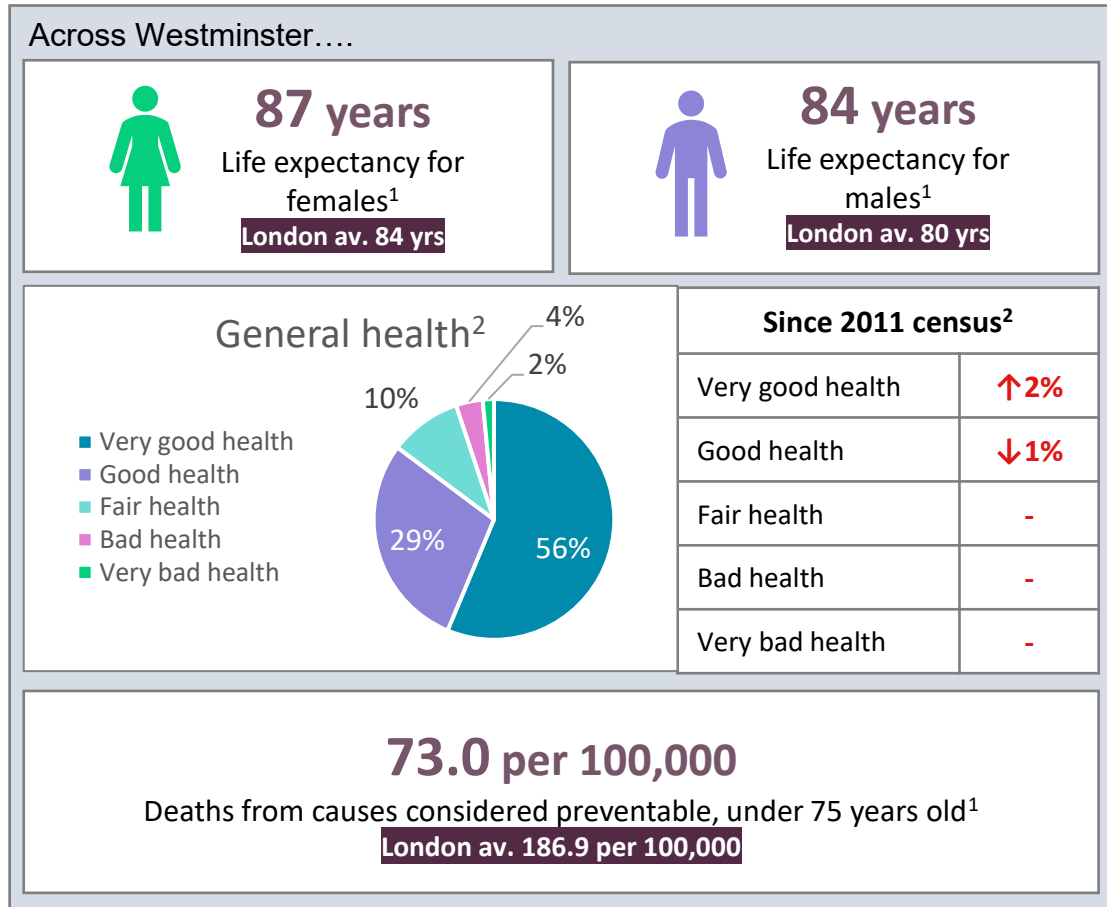
2) [Microsoft Power BI](#)



# Demographics

## Physical health - adults

The percentage of those with good and very good health is lower in Pimlico South (82%) compared to the whole of the borough (85%).



1) [Local Health - Small Area Public Health Data - Data - OHID \(phe.org.uk\)](#)  
 2) [2021 Census Profile for areas in England and Wales - Nomis \(nomisweb.co.uk\)](#)

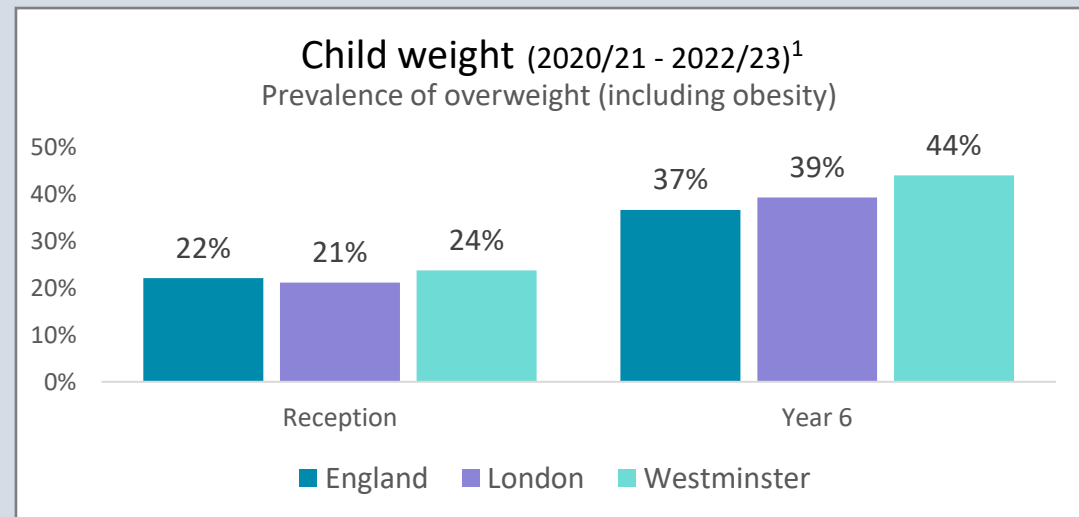


# Demographics

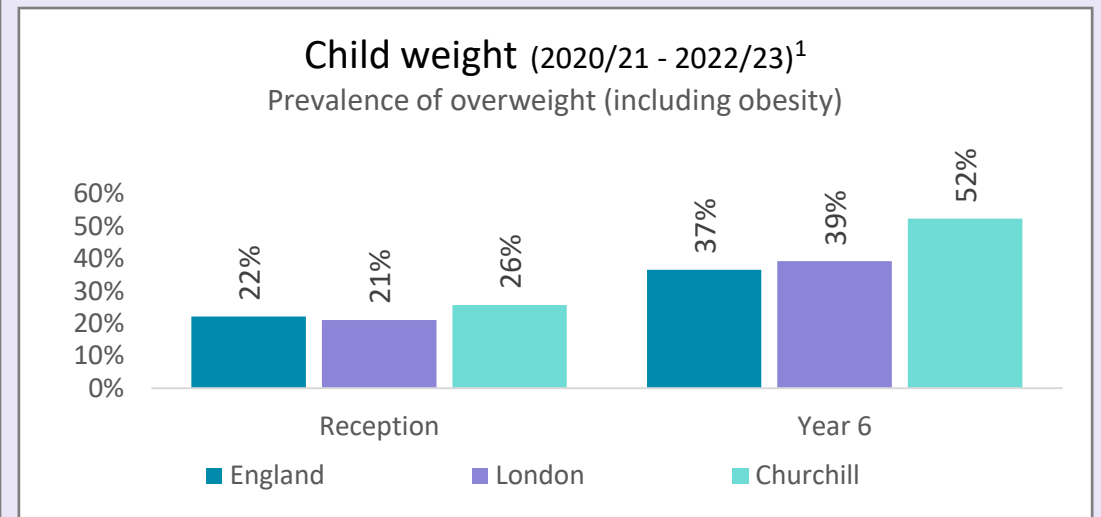
## Physical health – obesity

The rates of overweight and obese adults in Westminster (50%) is lower than the London average (56%).  
The rates of overweight children in Year 6 in Westminster (44%) is higher than the London average (39%).

### Across Westminster....



### In Pimlico South....



Please note, the wards in Westminster changed in May 2022 and some of the data is based on the previous wards. The 'Churchill' ward covered what is now 'Pimlico South', which covers the area we're looking at.

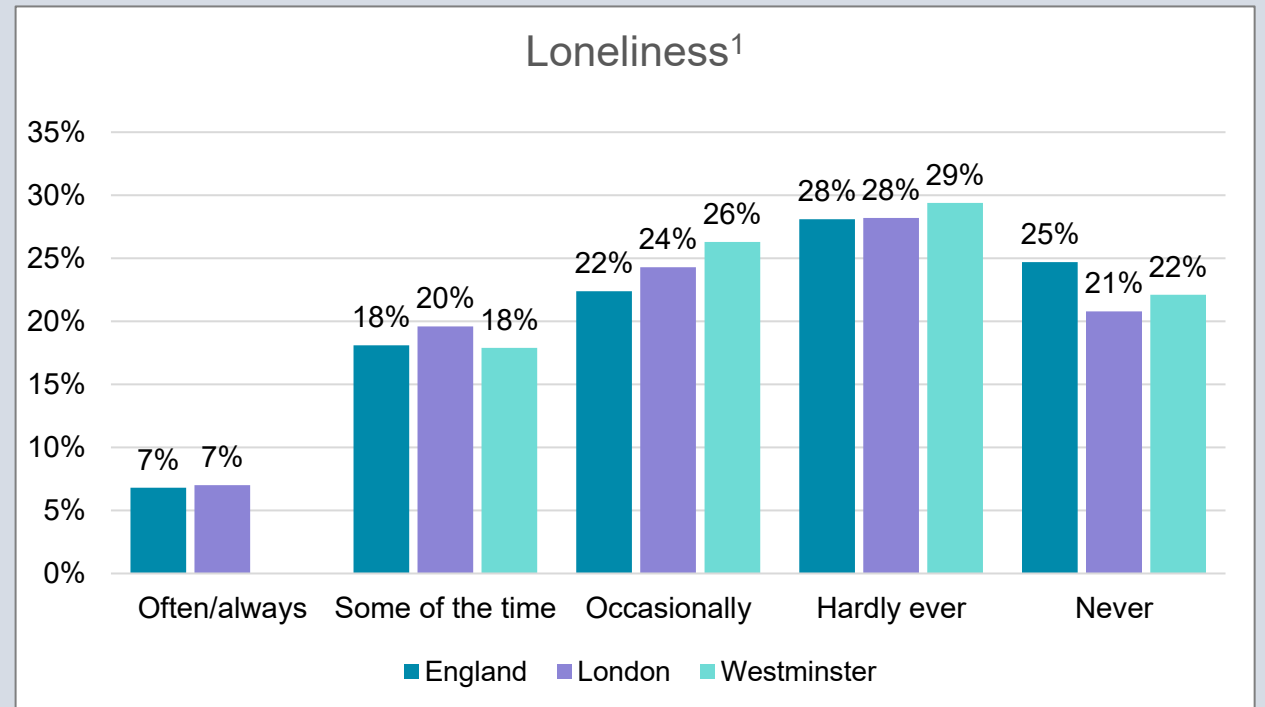
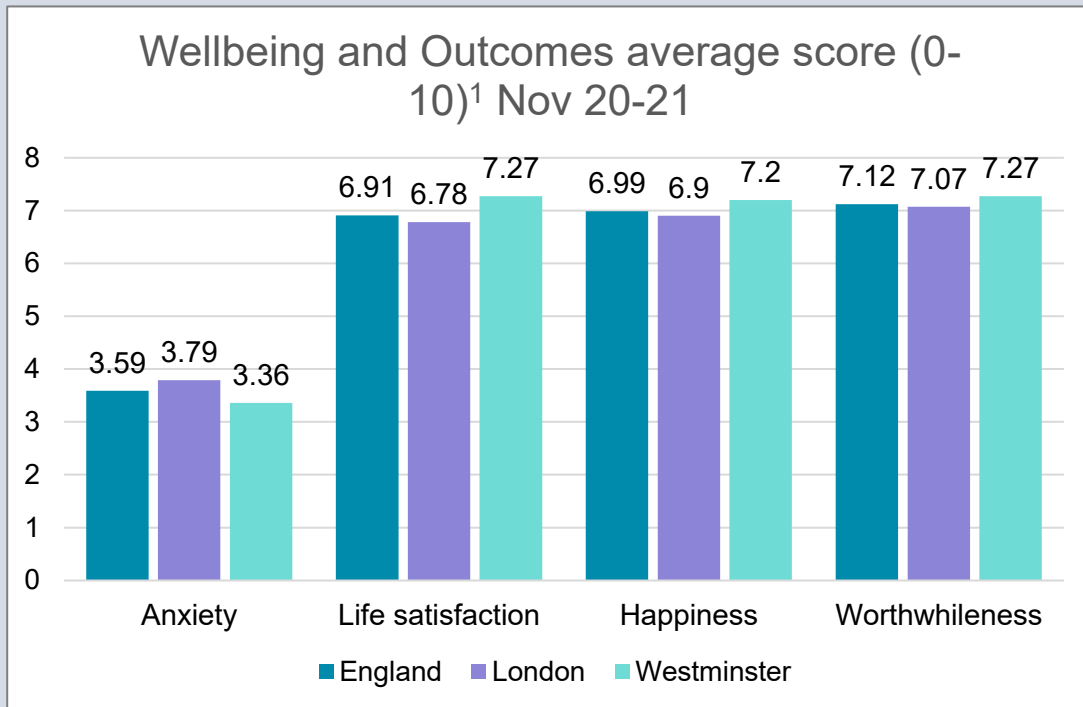
1) [Local Health. Public Health Data for small geographic areas - Data - OHID \(phe.org.uk\)](#)  
2) [2021 Census Profile for areas in England and Wales - Nomis \(nomisweb.co.uk\)](#)  
3) [Obesity Profile - Data - OHID \(phe.org.uk\)](#)

# Demographics

## Mental health - adults

Levels of life satisfaction, happiness, and worthwhileness in Westminster are slightly higher than the London averages. 52% of people in Westminster report feeling lonely 'hardly ever' or 'never' (compared to 49% across London).

Across Westminster....



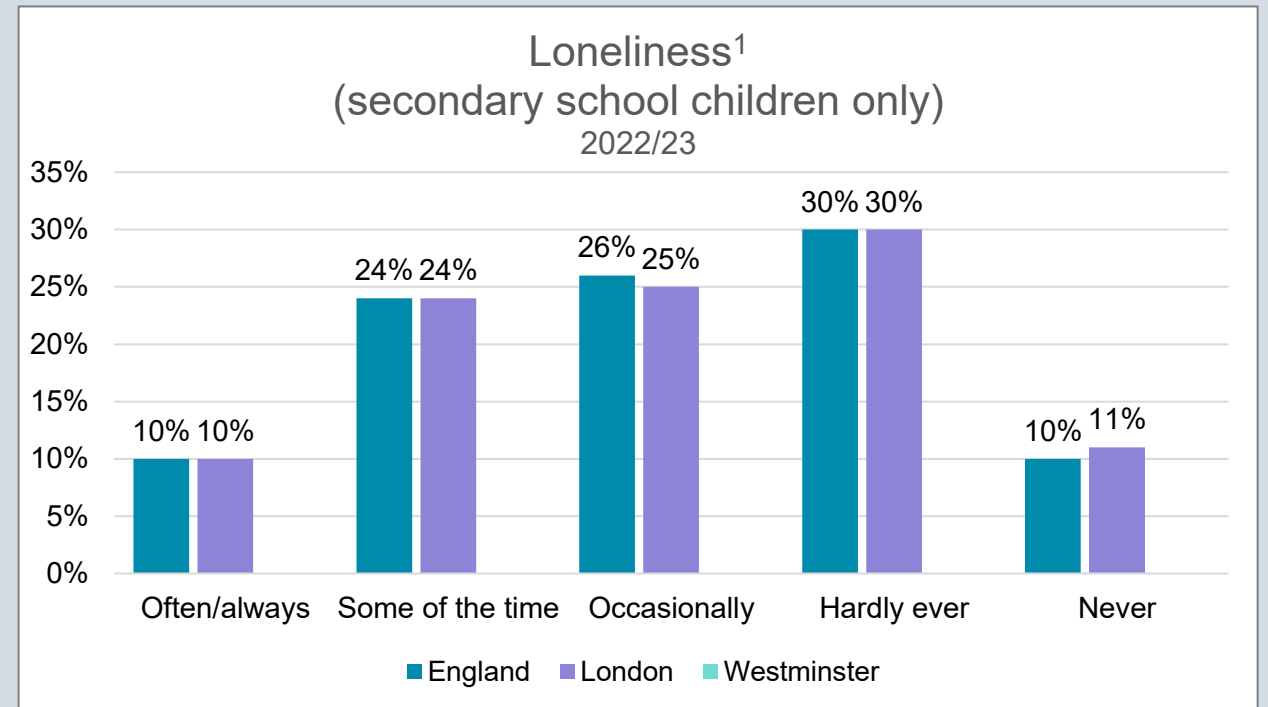
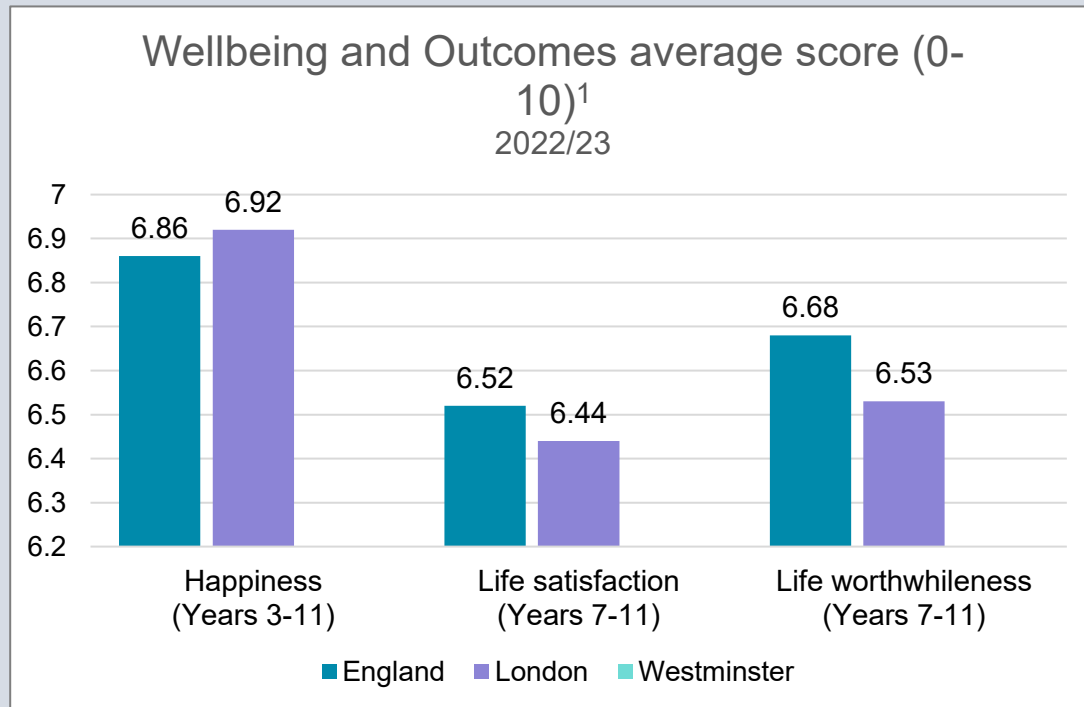
1) [Active Lives | Home \(sportengland.org\)](https://www.sportengland.org/active-lives)

# Demographics

## Mental health – children and young people

Sport England's Active Lives survey also measures levels of happiness, life satisfaction, life worthwhileness, and loneliness in children and young people. Westminster has not generated sufficient responses to generate borough-level data in the 2022/23 academic year.

Across Westminster....



1) [Active Lives | Home \(sportengland.org\)](https://www.sportengland.org/active-lives/home)

# Demographics

## Children and Young People

There is a lower percentage of children and young people in Pimlico South than compared to the London average. Just under two fifths of young people in Pimlico South are eligible for free school meals.

### Across Westminster....

**13%**

of the population are aged 0-15<sup>1</sup>

London av. 19%

↓2% since 2011 Census<sup>1</sup>

**24%**

of children eligible for free school meals<sup>2</sup>

London av. 26%

↑2% since previous academic year<sup>2</sup>

**66%**

of children achieve a good level of development at early years<sup>3</sup>

London av. 89%

↓5% since 2018/19<sup>3</sup>

**182**

children in looked after care in 2023<sup>4</sup>

Compared to 9,710 across London

↑11 compared to 2022<sup>4</sup>

### In Pimlico South....

**15%**

of the population are aged 0-15<sup>1</sup>

↓5% since 2011 Census<sup>1</sup>

**38%**

of children eligible for free school meals<sup>2</sup>

↑2% since previous academic year<sup>2</sup>

#### Please note:

- Please note, the wards in Westminster changed in Dec 2022 and some of the data is based on the previous wards. The 'Churchill' ward covered what is now 'Pimlico South', which covers the area we're looking at.
- Datasets for early years development and number of children in looked after care are not available at ward level

1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummaries>

2) [Schools, pupils and their characteristics, Academic year 2021/22 – Explore education statistics – GOV.UK \(explore-education-statistics.service.gov.uk\)](#)

3) [Statistics: early years foundation stage profile - GOV.UK \(www.gov.uk\)](#)

4) [Children looked after in England including adoptions, Reporting year 2022 – Explore education statistics – GOV.UK \(explore-education-statistics.service.gov.uk\)](#)

# Opportunities to increase physical activity



# Active Environments











## Facilities

One of London Sport’s theme areas looks at Active Environments. This looks at how we can design activity into everyday life, whether this is:

- Green spaces – parks and open spaces, playing fields
- Grey spaces – buildings, public realm spaces, and unused spaces. For example, libraries, shopping centres, etc.
- Blue spaces – canals, tow paths, open water

The work will also look at:

- Connections to activity, creation of high-quality spaces and the ongoing activation and maintenance.
- Creating safe, accessible and inclusive spaces that are co-designed with the local communities to ensure local needs are met.

Across Pimlico South there are....						
 <p><b>1</b> Swimming Pool</p>	 <p><b>2</b> Artificial grass pitches</p>	 <p><b>2</b> Sports halls</p>	 <p><b>3</b> Community centres</p>	 <p><b>0</b> Museums and public galleries</p>	 <p><b>0</b> Theatres</p>	 <p><b>4</b> Schools</p>
 <p><b>2</b> Health and fitness gyms</p>	 <p><b>3</b> Studios</p>	 <p><b>1</b> Tennis court</p>	 <p><b>0</b> Libraries</p>	 <p><b>0</b> Skate parks</p>	 <p><b>0</b> Music venues</p>	 <p><b>XX</b> Healthcare facilities</p>

Sports facilities: [Active Places Power](#)

Cultural venues: [Cultural Infrastructure Map - London Datastore](#)

Schools: [Get Information about Schools - GOV.UK \(get-information-schools.service.gov.uk\)](#)

Healthcare facilities:

# Active Environments

## Spaces

One of London Sport's theme areas looks at Active Environments. This looks at how we can design activity into everyday life, whether this is:

- Green spaces – parks and open spaces, playing fields
- Grey spaces – buildings, public realm spaces, and unused spaces. For example, libraries, shopping centres, etc.
- Blue spaces – canals, tow paths, open water

In Pimlico South....

Spaces identified					
Name of site	Map link	Type of space	Condition	Is it well used?	How accessible is it – location, cost, ease of access?

# Active Environments

## Schools

Data from UKactive<sup>1</sup> shows that schools operate or host 39% of all of England’s sports facilities. In addition, 71% of indoor sports halls are owned by educational establishments.

However, access to these facilities after school hours and at weekends for community use is often limited and ad-hoc.

London Sport, on behalf of the Department for Education, is distributing the Opening Schools Facilities (OSF) Fund across London. The fund is designed to help schools to open their existing sport facilities, including school swimming pools, for a broader range of young people and to the wider community by partnering with sporting organisations, who can help deliver activities in these settings.

Across Westminster....

113 educational settings <sup>2</sup> in Westminster, of which:		
4 Nurseries	37 Primary schools	10 Secondary schools
5 SEN schools	0 Pupil referral units	31 Independent schools

In Pimlico South....

Ward	School name	Phase of education	% children eligible for free school meals	Is the school receiving OSF funding?
Pimlico South	Tachbrook Nursery School	Nursery	14.3	
	St Gabriel's CofE Primary School	Primary	46.8	
	Pimlico Academy	Secondary	45.7	
	Pimlico Primary	Primary	34.9	
	Churchill Gardens Primary Academy	Primary	48.9	

1) [www.ukactive.com/journal/opening-school-facilities-can-support-communities-facing-cost-of-living-crisis/](http://www.ukactive.com/journal/opening-school-facilities-can-support-communities-facing-cost-of-living-crisis/)

2) [Schools, pupils and their characteristics, Academic year 2021/22 – Explore education statistics – GOV.UK \(explore-education-statistics.service.gov.uk\)](https://www.gov.uk/explore-education-statistics)



# Children and Young People

## Organisations that engage with young people

Within London Sport's Children and Young People theme, we are focused on creating the conditions that enable more young Londoners to enjoy being physically active so that they can establish healthy habits for life. One of the ways we do this is by amplifying youth voice so that they can get active in ways and places that suit them. Outside of schools and other educational settings, these are some of the organisations that we know children and young people engage with.

In Pimlico South....

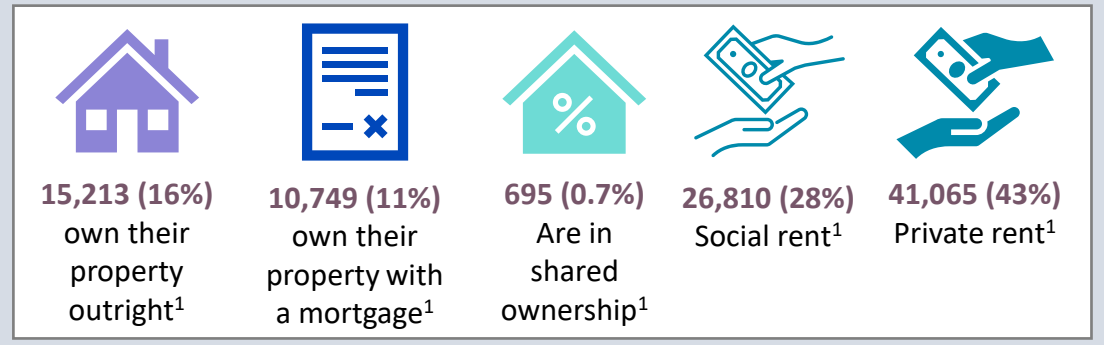
Organisations that engage with young people identified			
Name of club	Map link	Phase of education	Do they have a dedicated disability offer?
Pimlico Foundation		School Age	
Feathers			
Caxton Youth		Young adults and teens with a disability	

# Active Environments

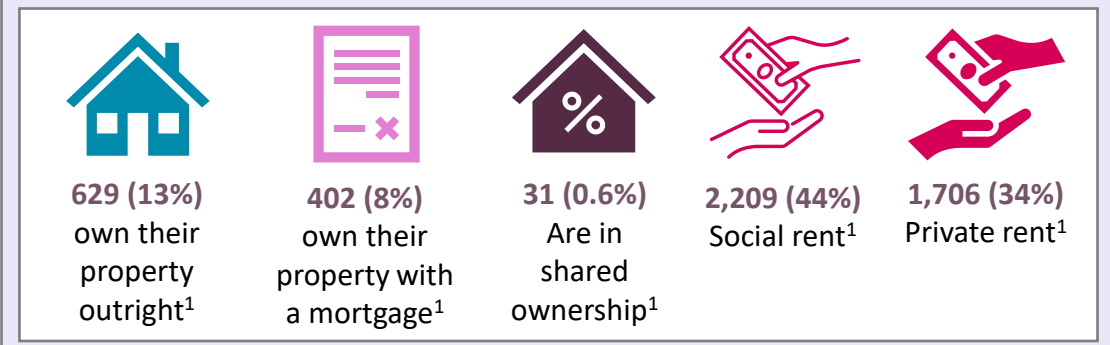
## Housing

Within London Sport’s Active Environments theme, we are also interested in how we can influence the planning, design, and regeneration of spaces to incorporate physical activity. London Sport believe physical activity, mental health, and wellbeing can be further embedded into the blueprint for planning and design of major developments, including private and social housing.

### Across Westminster....



### In Pimlico South....



### Most prominent housing associations in Westminster

[Clarion](#)

[L&Q](#)

[Network](#)

[Notting Hill Genesis](#)

[Peabody](#)

1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummaries>

# Health

## Facilities

The borough has a significant number of NHS and other facilities that deliver a health and wellbeing function. The list in the table offers a starting point for further development.

Six PCNs cover Westminster; these are:

- Regent Health
- South Westminster
- St John's Wood & Maida Vale
- West End & Marylebone

### In Pimlico South....

Healthcare facilities identified		
Name of facility	Map link	Type of facility
4 PCNs (Regent Health, South Westminster, St John's Wood and Maida Vale and Marylebone)		Primary Care Networks
Chelsea and Westminster Hospital		Hospital
St Mary's Hospital (Imperial Health NHS Trust)		Hospital
circa 42 GP Surgeries/Health Centres		GP Surgeries/Health Centres

# London Sport projects and funding

London Sport is a key provider of devolved funding across London, often in partnership with other organisations.

Below is a summary of the past three years of funding.

Across Westminster....

Project	Projects supported ?	Number of projects supported
Opening School Facilities 2	✓	1
Opening School Facilities 3	✓	1
Tackling Inequalities Fund – round 3	✓	1
Urban Sport project	✓	9
Together Fund	✓	5

In Pimlico South....

Project	Projects/organisations supported
TIF3	Rathbone Amateur Boxing Club
Together Fund	The Pimlico Foundation
Together Fund	Westminster Boating Base
Urban Sport	Bessborough family hub
Urban Sport	Churchill Youth Club
Urban Sport	Westminster Boating Base

# Physical Activity - Segmentation

## Overview

To achieve our aims, we need to understand much more about the lives of less active Londoners and their relationship with physical activity. We need to walk in their shoes and get a real feel for their attitudes towards physical activity, their motivations to move, the things that are stopping them, and the ways they want to get active. Based on extensive research, we have identified seven 'personas' which provide an attitudinal segmentation of the adults in London that are not currently active; a deep dive into the attitudes that less active Londoners have today towards physical activity and sport. Taken together, these seven groups represent more than 2.5 million Londoners.

This table presents an overview of the demographic breakdown of London Sport's Less Active Segments for Westminster.

	Elderly evaders	Want to but cannot	Young impressionables	Anxious avoiders	Time poor integrators	Almost active	Inconsistently involved
London	9.9%	10.5%	16.2%	12.9%	11.2%	16.6%	22.6%
Westminster	7.2%	13.6%	28.9%	8.2%	3.8%	10.1%	28.2%

Overall, 57.1% of Westminster's active population are made up of 'Young impressionables' (28.9%) and 'Inconsistently Involved' (28.2%).

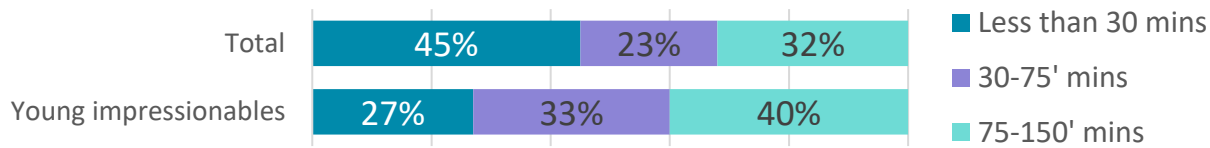
The following two slides provide more information about the 'Young impressionables' and 'Inconsistently Involved' segment groups, including opportunities to encourage them to be more physically active.

# Physical Activity - Segmentation

## Young Impressionalables

A predominately younger segment, with a high proportion of students with rising debt and responsibility, this audience have a lot of pressures on their shoulders: social pressure, financial pressure, body image – and their mobile phones are both a blessing and a curse in all areas. They are quite open to sharing the activities with others in a social setting – be it friends or finding people in similar situations to them. They need others to help motivate them and they're a bit embarrassed about how unfit they are.

### Amount of time spent being active



40% of 'young impressionable' individuals are completing 75-150 minutes per week of physical activity, therefore close to the threshold of being classed as fairly active.

### Perceived healthiness

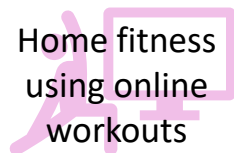
(Lifestyle, routine, mental/physical health)



### Activities make them feel:

- Intimidated
- Embarrassed
- Judged
- Shy

### The activities this group are most likely to take part in include:



“I wish there was a group of people the same fitness level as me that I could do exercise with. I'd need the exercise to be something I enjoy – I don't think I could continue to do something which I dread each week. It also has to be affordable and easy to access.”

### Opportunities

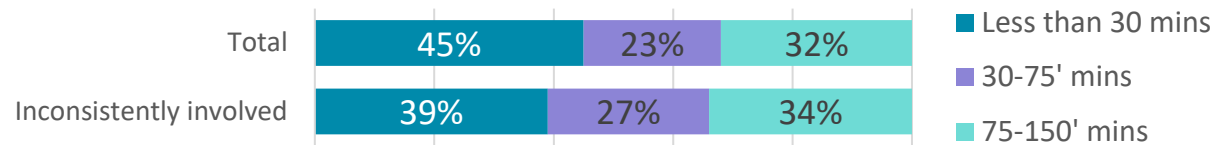
Very digitally savvy – there is a key role for apps to drive awareness, usage, and motivation. Their socialness feeds into how they'd find out about activity whether this is through friends or social media. They are also very open to home exercise videos, such as YouTube. Fitness Instagram ('Finstagram') has resulted in a distorted view of reality for young impressionables; we need to remind them that it takes time to make/see a change. Providing not just exercise options but also meal tips would benefit this audience who may not know how to cook.

# Physical Activity - Segmentation

## Inconsistently Involved

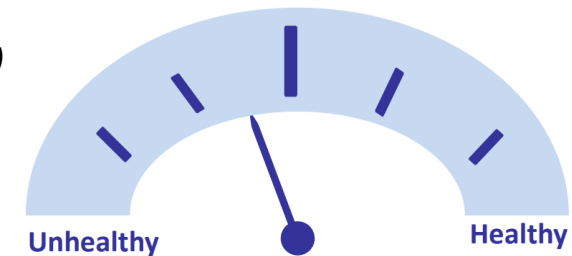
Those considered inconsistently involved make up a younger (aged 25-44), social population, who already have some engagement with physical activity. This group is generally considered financially stable but live a busy life balancing family and work commitments. Individuals in this category perceive themselves to be healthy, but not fit, and display positive emotions relative to participation in physical activity and sport. They are often trying to become more active or getting prepared to become more active and would be surprised to be considered inactive.

### Amount of time spent being active



### Perceived healthiness

(Lifestyle, routine, mental/physical health)



34% of inconsistently involved individuals are completing 75-150 minutes per week of physical activity, therefore close to the threshold of being classed as fairly active.

### Activities make them feel:

- Uneasy
- Embarrassed
- Despairing
- Humiliated

### The activities this group are most likely to take part in include:



Jogging



Cycling



Cardio at gym

"I would need to balance work/home and me life. If I could have an incentive such as quicker results that are guaranteed or coupons that would make a massive difference."

### Opportunities

This segment needs support to recognise the need to be more active as they already feel they do enough. Their relationship with physical activity is inconsistent meaning more should be done to prioritise consistency, routines, and making physical activity a habit. Support them to locate suitable facilities or activities as they often feel like they do not know how they can start. Competitions and challenges against others offer an opportunity to further engage this audience. They are not proactive and generally follow the trends of others.

# Further resources





# Politics

At the last local government elections in 2022, Labour gained the majority.

This is a change to previous years, where the Conservative party have held the majority since 1964.



In Pimlico South....

Ward	Councillor name	Party	Title
Pimlico South	<a href="#">Liza Begum</a>	Labour	Cabinet Member for Housing Services
	<a href="#">Robert Eagleton</a>	Labour	Deputy Cabinet Member - Fairer Working
	<a href="#">Jason Williams</a>	Labour	

# Active Environments

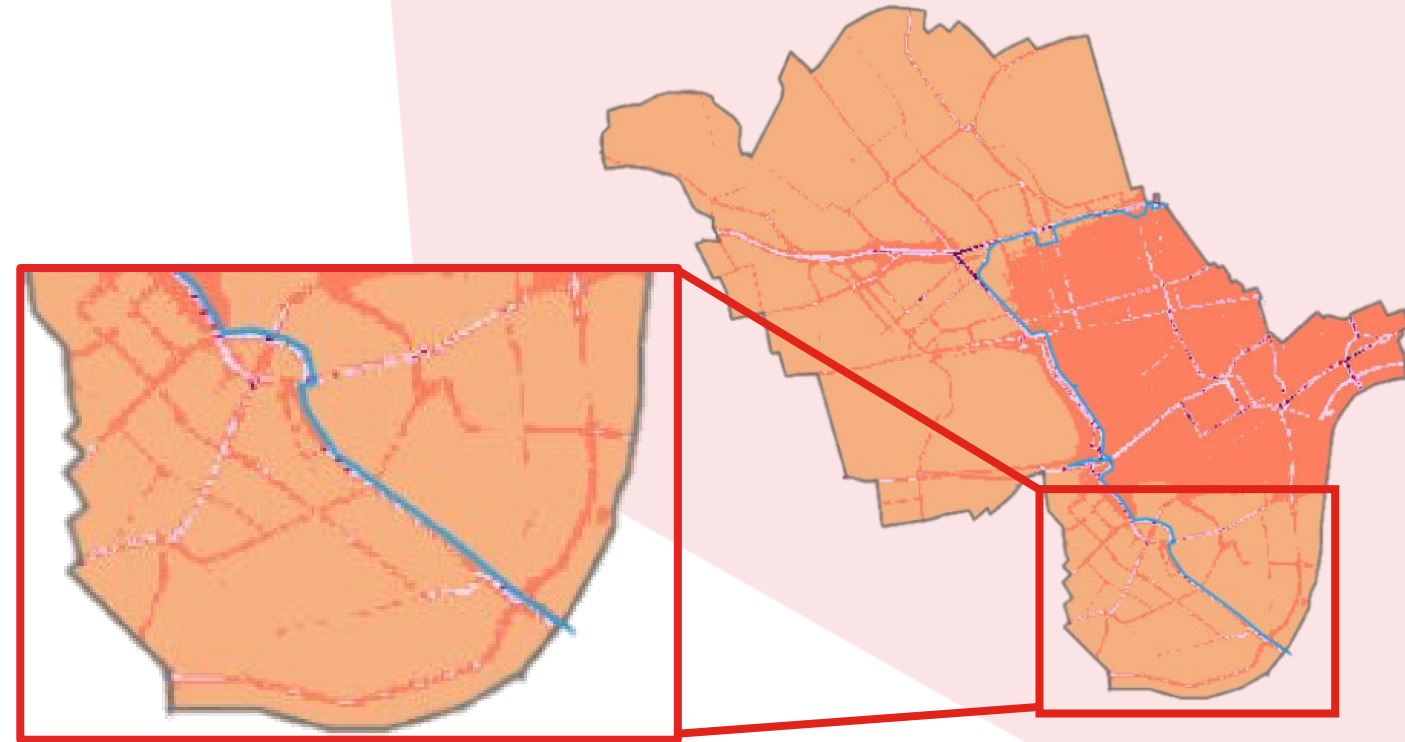
## Air pollution and vehicle ownership

Air pollution can affect everyone, but people with cardiac or respiratory disease and older people are at greater risk of health impacts, and higher pollution levels can impact people's ability to take part in more vigorous activities.

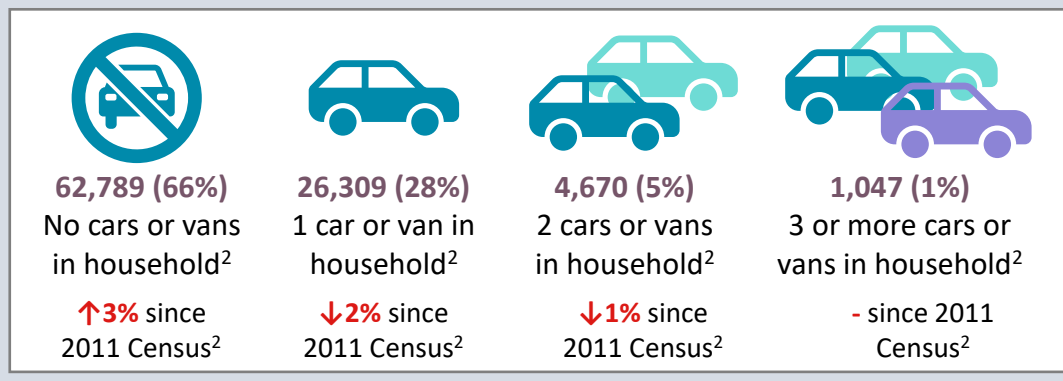
The map show current modelled Air Quality data for Westminster and zoomed in on Pimlico South<sup>1</sup>.

On the map:

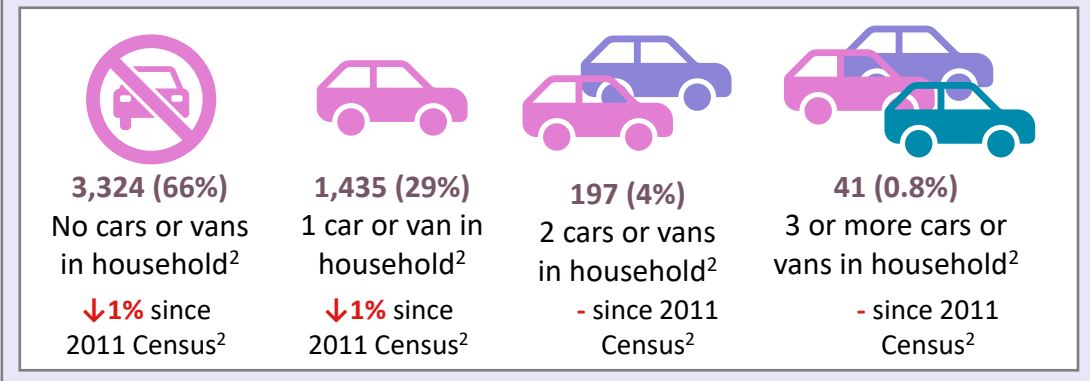
- Red indicates higher air pollution levels whereas green indicates a lower air pollution levels
- The blue line is the low emission zone boundary
- The dark blue line are borough outlines



### Across Westminster....



### In Pimlico South....



1) [London Air Quality](#)

2) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummarries>

# Crime

The average number of offences are higher in Westminster than compared to the London average. Theft is the most common type of offence in Westminster.

Across Westminster....

**97,779**

Total number of offences<sup>1</sup>  
(January 2023– December 2023)

**London total: 1,035,951**

**352.0**

Offences per 1,000 population<sup>1</sup>  
(January 2023– December 2023)

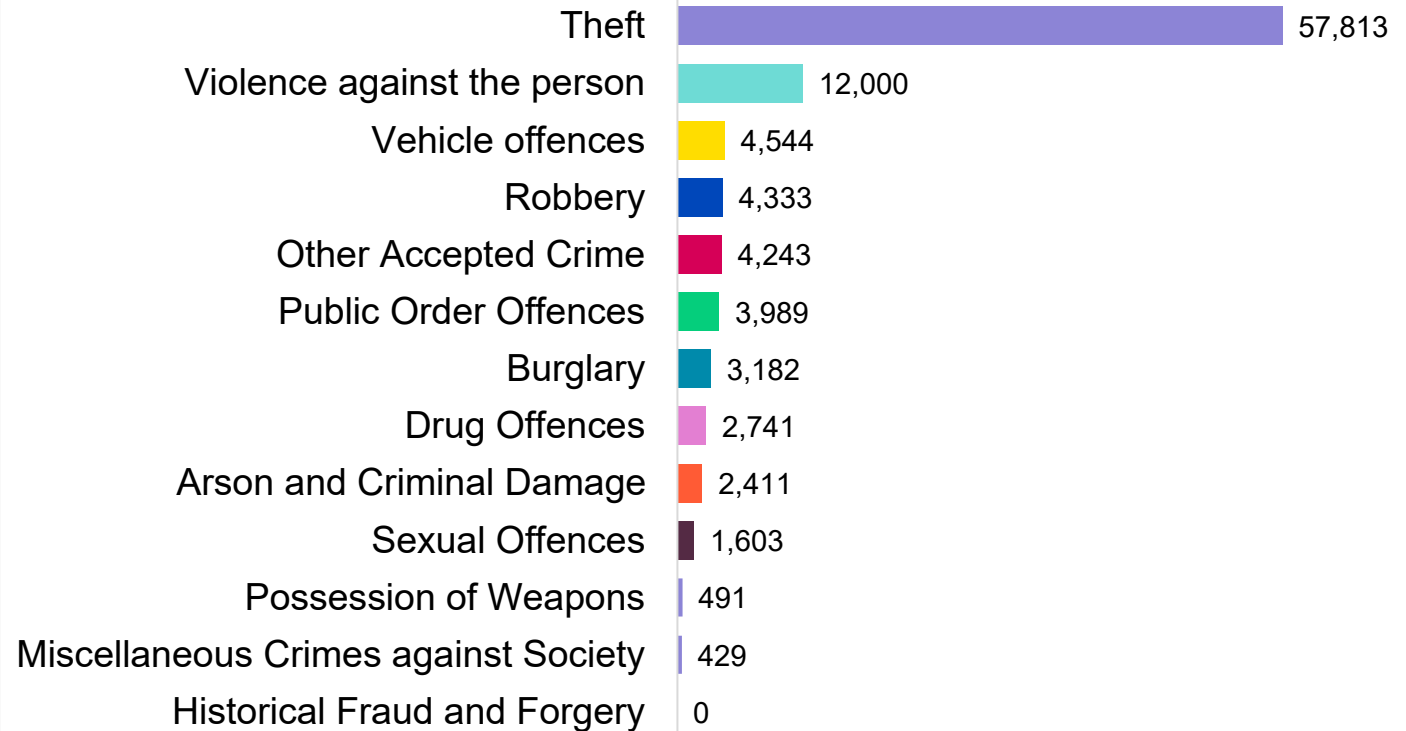
**London av. 115.4**

**↑18.3%**

12 months (ending December 2023)  
compared to previous 12 months<sup>1</sup>

**London av. ↑6.5%**

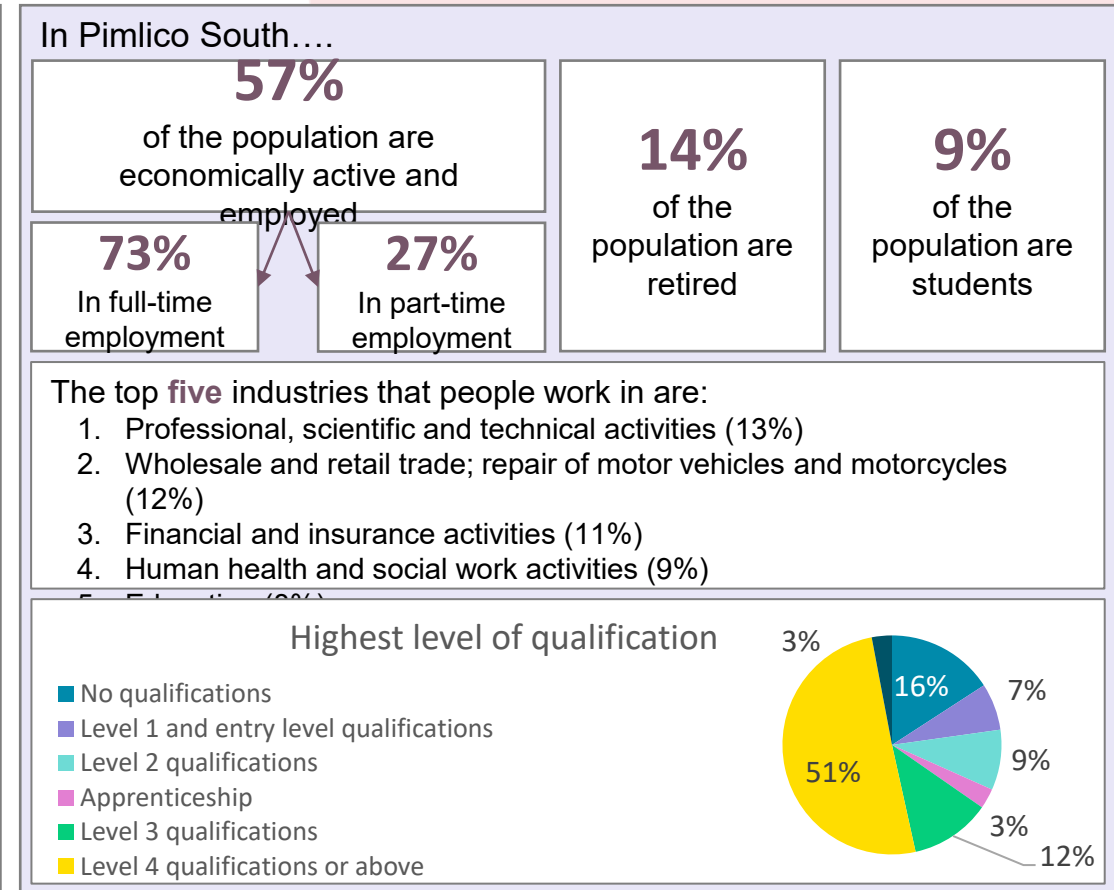
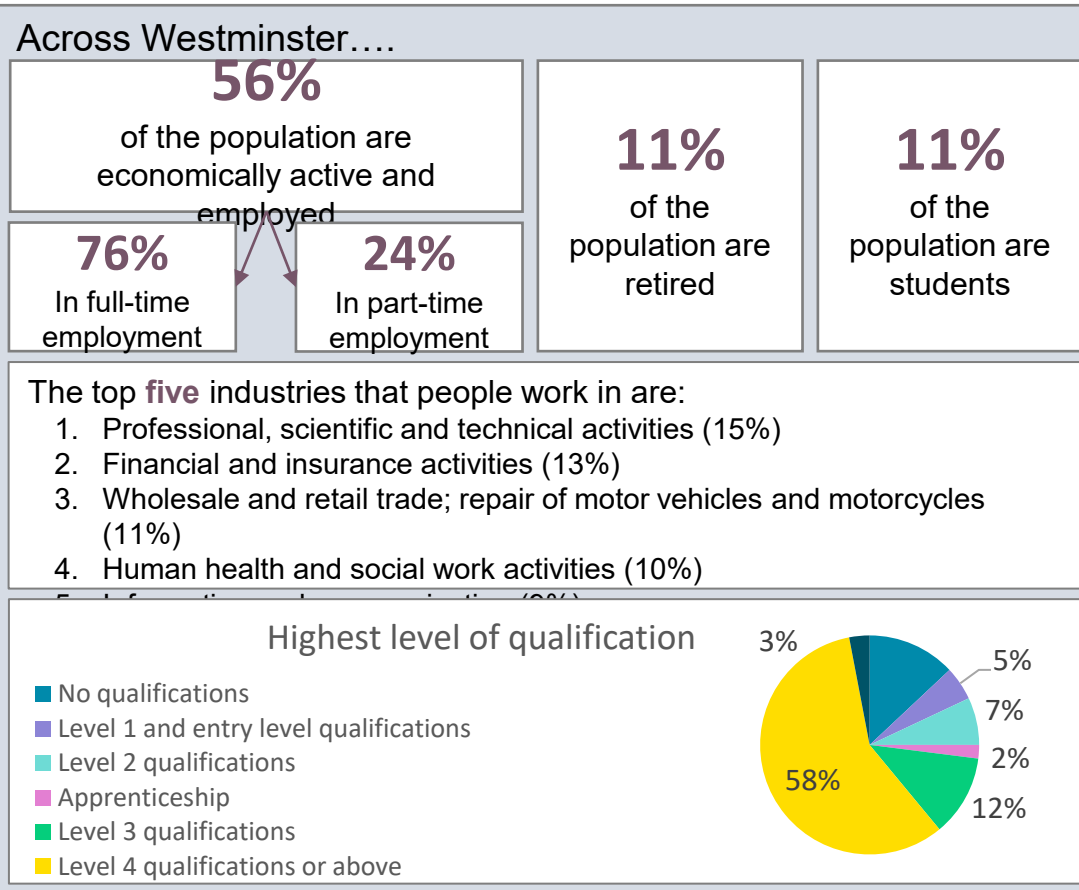
## Volume of offences by type<sup>1</sup>



1) [Monthly Crime Data New Cats | Tableau Public](#)

# Employment

The number of retired people in Pimlico South is higher than the whole of Westminster. Of those that are employed, the majority are in full-time employment. Half of the population in Pimlico South have a Level 4 qualification or higher.



1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummarries>