

A Report on the Needs of the Residential Population of Soho

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1. About the West End Community Trust

The West End Community Trust exists to Connect and Empower the West End Community. It has been in existence since 2010 and currently has four main strategic goals:

- Enhance community cohesion across all generations and cultures in the West End
- Residents of the West End are healthier and happier
- Every resident eats better for less and knows their entitlements
- Raise enough funds to ensure we are able to achieve our objectives

For more information see <http://www.wect.org.uk>

In order to most efficiently achieve our objectives we have conducted this needs assessment using all relevant available data including the following:

- Westminster Council Ward Profiles <https://www.westminster.gov.uk/ward-profiles>
- The London Datastore <http://data.london.gov.uk/dataset>
- The Office for National Statistics <http://neighbourhood.statistics.gov.uk/dissemination>
- Nomis Official Labour Market Statistics <https://www.nomisweb.co.uk/>

Our supporters:



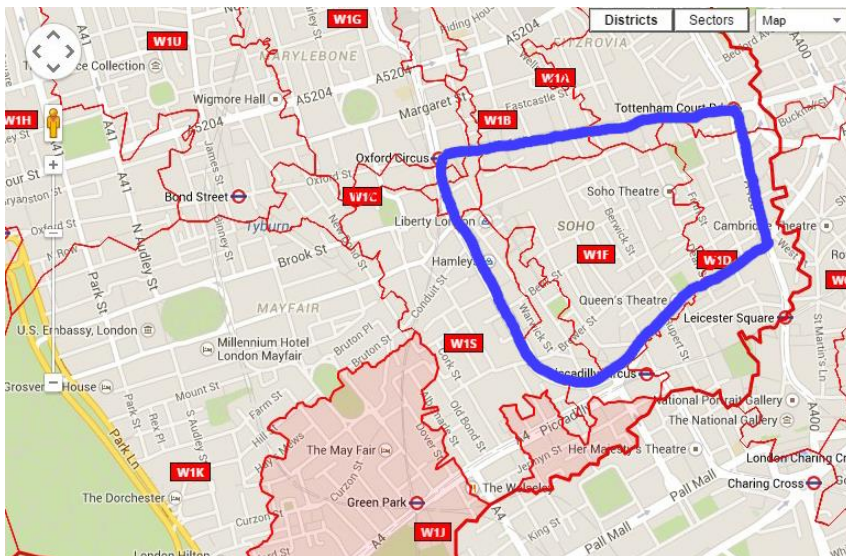
2. Defining Soho

Soho is bounded within the West End Ward of City of Westminster borough and a profile of the Ward can be found at <https://www.westminster.gov.uk/ward-profiles>

Soho is not an administrative area. Its boundaries are Oxford Street, Regent Street, Charing Cross Road and Shaftesbury Avenue. A challenge in writing this report is the paucity of demographic data specific to Soho.

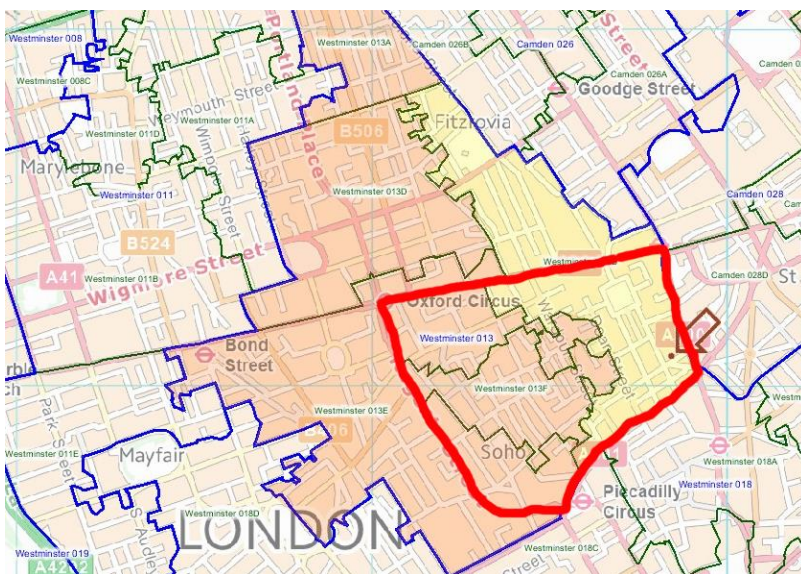
Soho is made up of a mix of administrative areas:

Mix of Postcodes



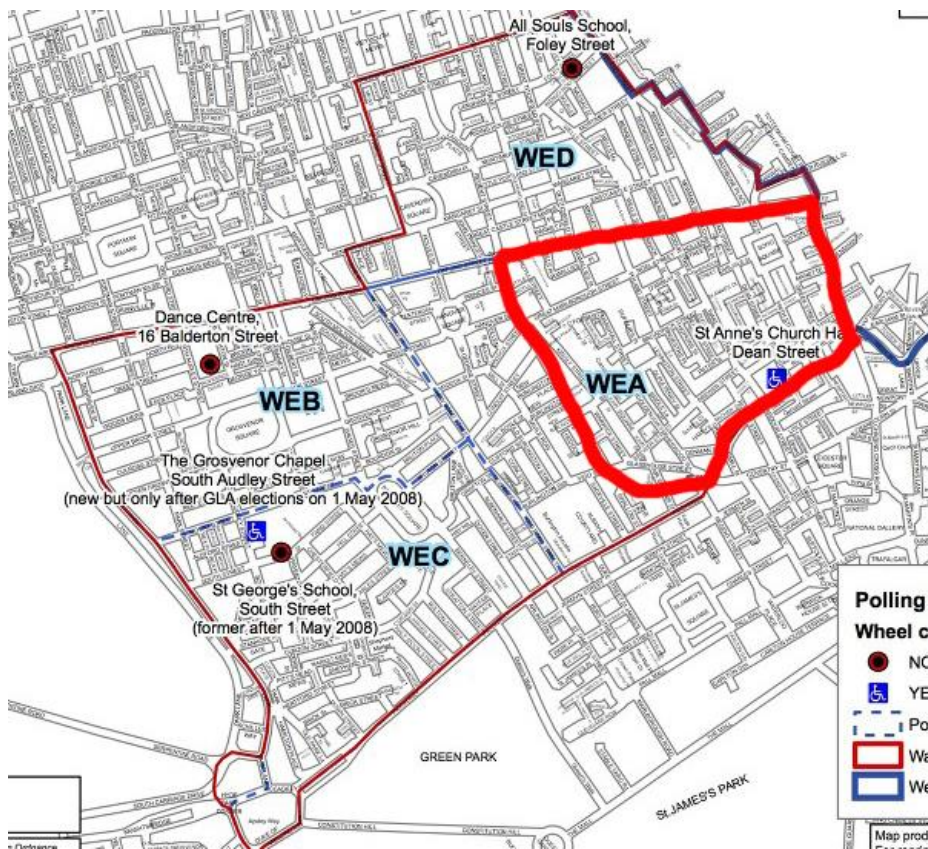
 = Soho Boundary

Mix of Lower Super Output Areas



 = Soho Boundary

Within the West End Ward



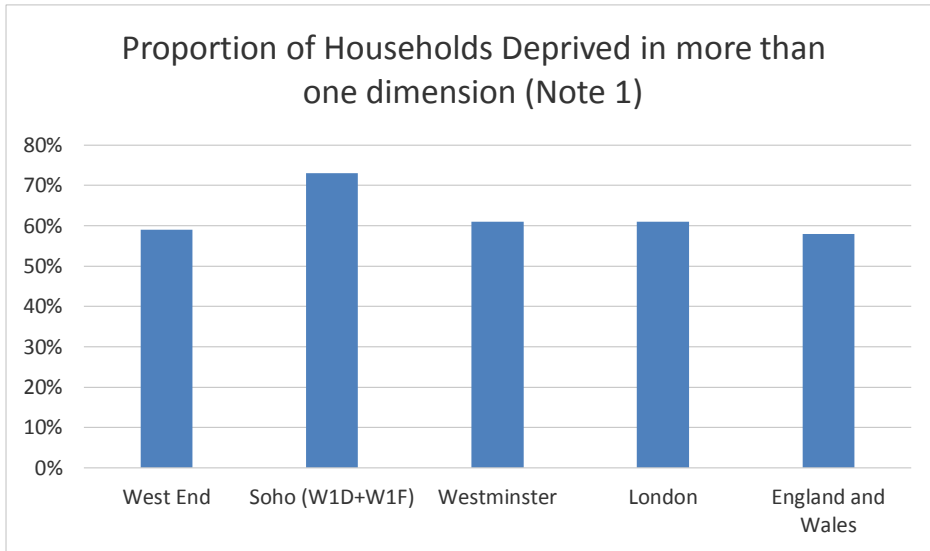
 = Soho Boundary

Due to the fact that Soho is comprised of a mosaic of administrative areas (and only a proportion of each unit) we have taken a pragmatic approach that attempts to make best use of the data available, while recognising its limitations.

3. Headline Statistics

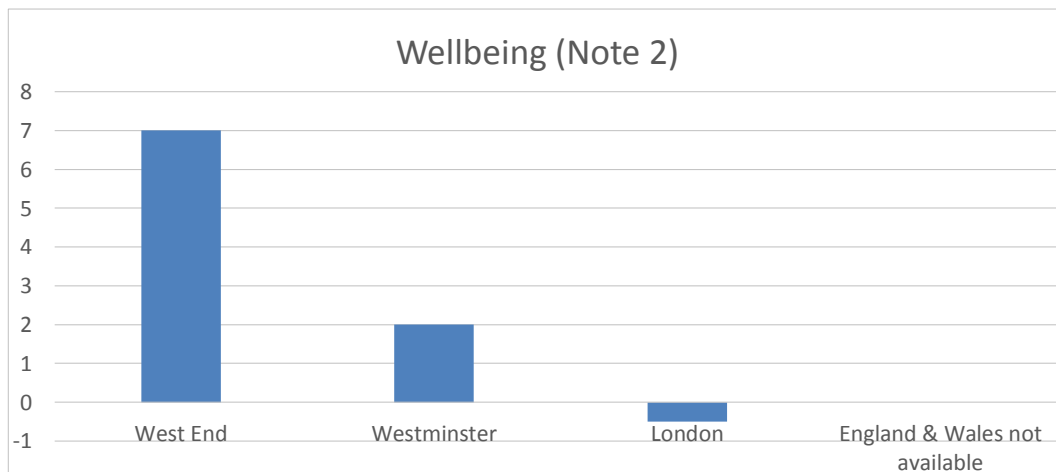
All the data herein are presented at the smallest and most relevant geographic unit, and benchmarked to Ward, Borough, Region and National data (where available).

Census data (2011)



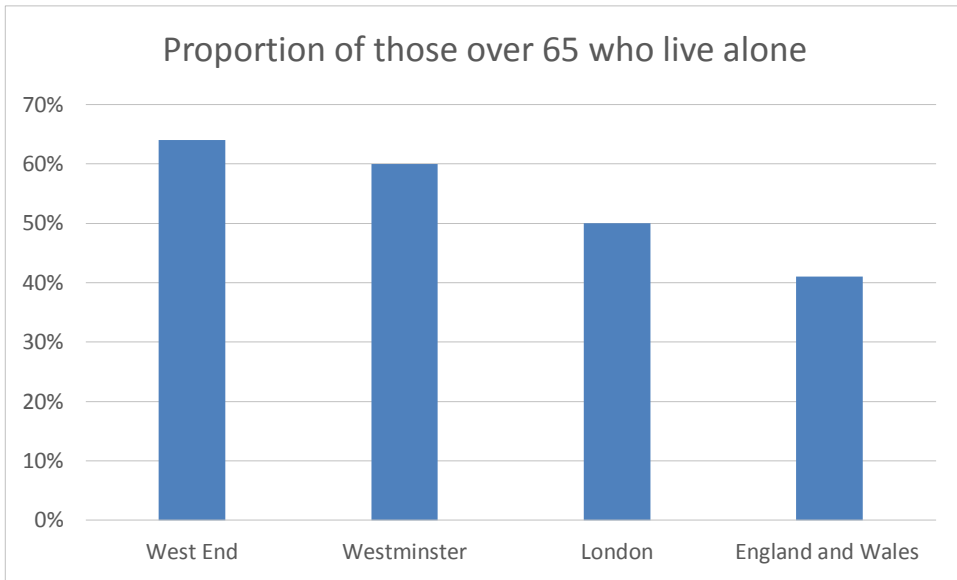
Source: 2011 Census data on Nomis

Note 1 – Households were classified by the 2011 Census by four dimensions of Deprivation: Employment, Education, Health and Disability and Household overcrowding

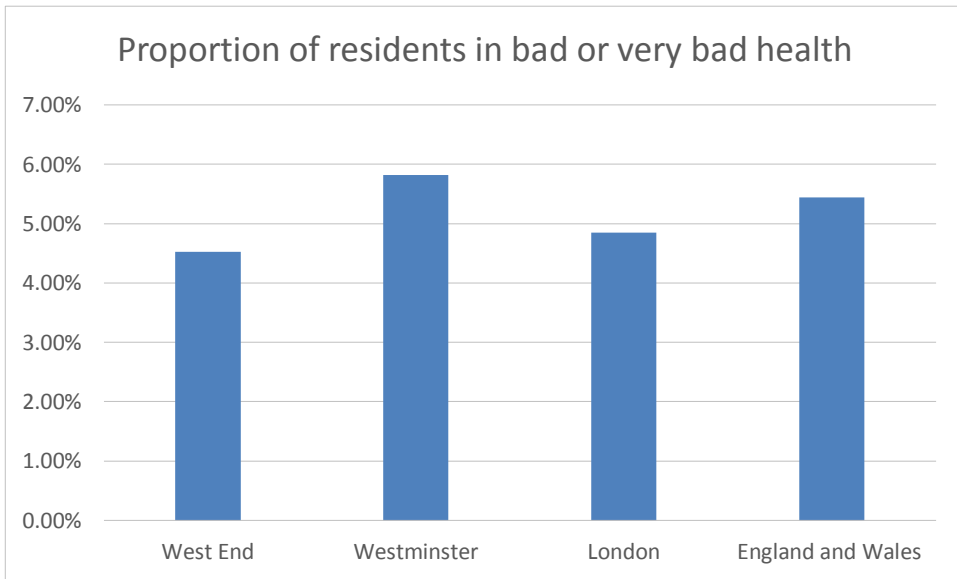


Source: The London Datastore

Note 2 – This is a combined wellbeing score based on 12 different measures - including Health, Economic Security, Safety, Education, Children, Families, Access, Environment, Happiness. The score ranges in London from -16 to +16



Source: 2011 Census data on Nomis



Source: 2011 Census data on Nomis

Financial Capability and Child Poverty (2010)

Perhaps the most detailed source of data uncovered during the needs assessment is the result of the research done by the Consumer Financial Education Body (CFEB now the Money Advice Service) working with the Child Poverty Unit the London Financial Capability Working Group. CFEB and Experian have developed a model for establishing vulnerability to the consequences of poor financial decision making. The model profiles the UK Adult population against the likelihood of financial vulnerability.

Financial capability complements each of the four building blocks of tackling child poverty, particularly parental employment and skills; life chances and families; and financial support (place and local delivery is the remaining building block). It consists of the following domains:

- making ends meet;
- making informed decisions about financial products;
- keeping track of finances;
- planning ahead; and
- staying up to date about financial matters

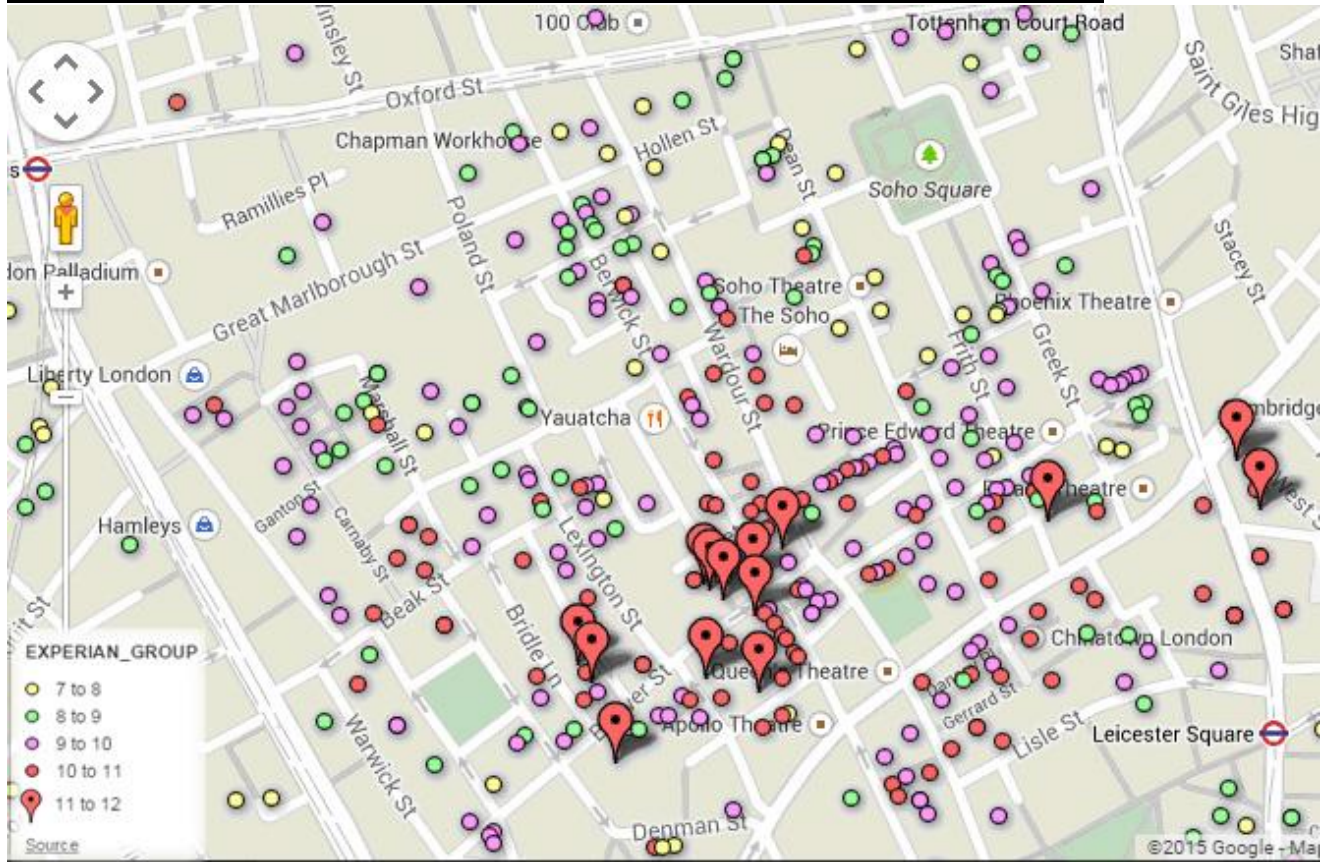
The profile provides a score from 0 to 11 (0 is the least vulnerable and 11 the most vulnerable) See map below showing the data by colour.

The useful attribute of the data is that it is extremely detailed and is listed by postcode. The “hotspots” were mainly as expected (see map below) – concentrated in social housing and it shows that there are over 1,000 families within Soho and environs with a score of 7 or above. Comments from those at the London Boroughs of Brent, Merton and Kingston who piloted use of the data included: -

- “The 11 different categories provide easy comparison across the borough of different areas and don’t just pick up those on benefits etc but shows the often ‘hidden’ part of the population that don’t quite qualify for benefits but have a high probability of living in poverty.”
- “The categories 6, 7 & 8 should really help with this identification of areas on which to focus and target for services.”

If families are financially excluded they are forced to rely on high-cost credit, cannot access affordable contents insurance and are not able to take advantage of cost savings offered by paying via direct debit. Save the Children and Family Action have estimated this ‘poverty premium’ at around £1000 (or more than 9% of disposable income) a year for a low-income family.

Map of Soho and environs showing the spread of those families with a score of 7 or above

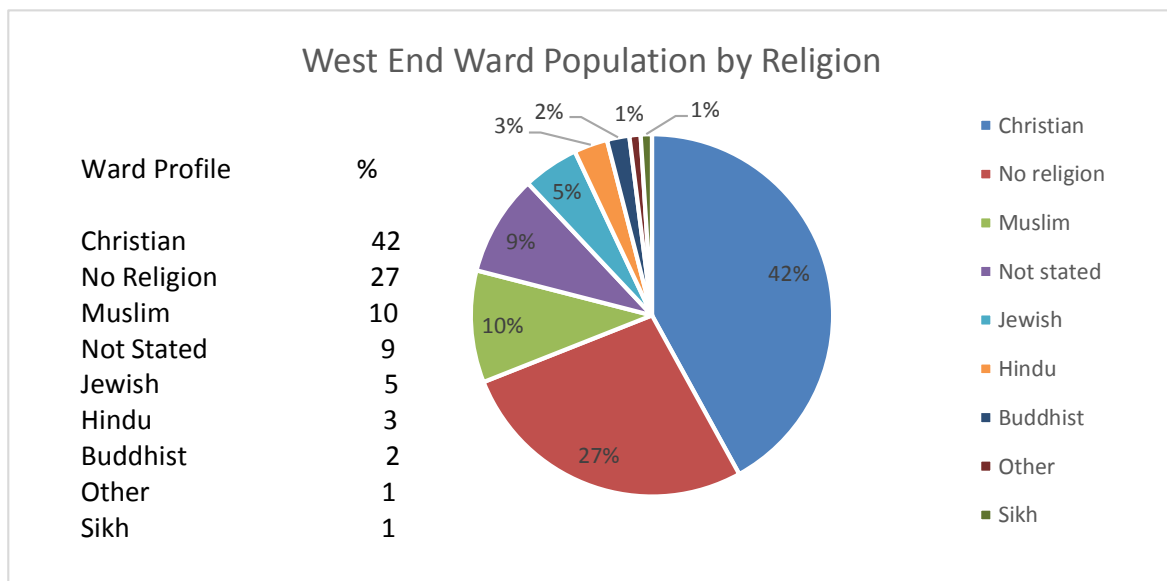
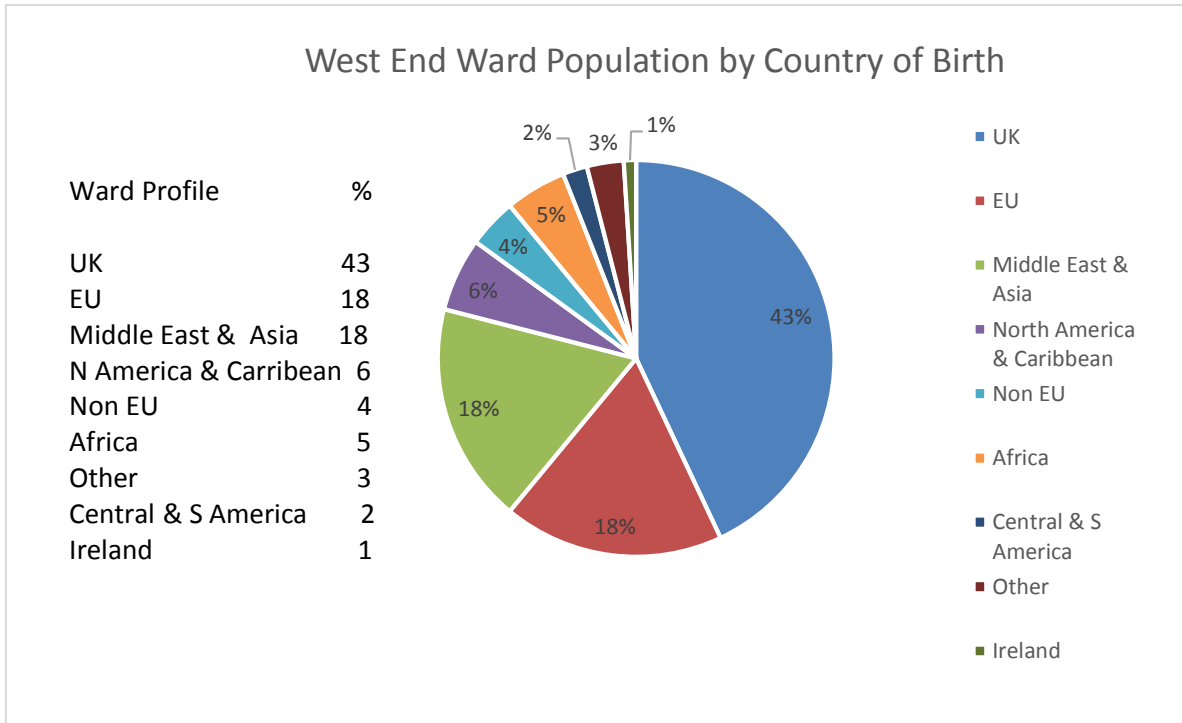


Source: The London Datastore

Language, Ethnicity and Religion

Ethnicity - other than English spoken by 77% of the ward population the other main languages are: French, Italian, Spanish, Arabic and Portuguese.

The City Survey found that 75% of residents felt that the local area was a place where people from different backgrounds get on well together. This is much lower than the City average of 85% (CWWP).



Source: Westminster Council Ward Profiles

4. Conclusions and Actions

We have identified four main findings from this needs assessment, and devised a set of actions in direct response to the data. These are as follows:

POINT 1: ISOLATION

Headline finding – 64 % of people over 65 live alone.

What the data tells us – these people are at risk of feeling isolated, not getting access to services.

What do we propose to do – direct our outreach of existing activity (EFFECT, TIMEBANK, etc.) to this population.

How do we measure the success of what we do – monitoring the number of first time participants in our activities.

POINT 2: POVERTY

Headline finding – over 1,000 families in the area have a score of over 8, and 59% are deprived in more than one dimension.

What the data tells us – there is a large proportion of “invisible poor” in Soho.

What we propose to do – to investigate what practical steps can be taken by the WECT and where feasible to support outreach education through face-to-face advice.

How do we measure the success of what we do – collect testimonies that allow us to have case studies of progress.

POINT 3: COHESION

Headline finding – Soho and West End Ward are extremely diverse but only 75% of people think that local area is a place where people from different backgrounds get on well together.

What the data tells us – there is a mismatch between the level of diversity and of cohesion in the neighbourhood.

What we propose to do – continue to host events that bring distinct communities together such as EFFECT and EMBRACE.

How do we measure the success of what we do – capture feedback from participants.

POINT 4: DEMOGRAPHIC SPECIFICITY

Headline finding – poverty is concentrated in specific pockets.

What the data tells us – there is a mix of poverty alongside substantial wealth.

What we propose to do – target our activities and outreach towards the people who need it most.

How do we measure the success of what we do – monitor the specific postcodes of people we reach.