FAIRER WESTMINSTER

City of Westminster



PIMLICO COMMUNITY CONVERSATIONS

Spring 2025 Report

What are the Pimlico Community Conversations?

Pimlico Community Conversations is our programme to improve outcomes for our residents across the Pimlico North and Pimlico South Wards.

This is a commitment from our Fairer Westminster Plan where we bring together different Council teams, residents, local organisations, and businesses to have a shared review of an area's priorities and to agree a shared plan to respond to these.

During winter and spring 2024, we spoke to over 400 residents, local organisations and businesses to understand the community's priorities.

Since the spring, we have been working with a group of community representatives to develop a plan that responds to these priorities.

The plan has several themes: Community, Housing, and High Streets and Neighbourhoods, and we have approved over £1.3mn to deliver improvements under each of them. We will continue to work with the community to develop and deliver the plan.

This report will explain more about the conversations we had, the priorities we found, and our plan to respond to them.

Conversations

During winter and spring 2024, we had conversations across Pimlico to understand the priorities of the local community.

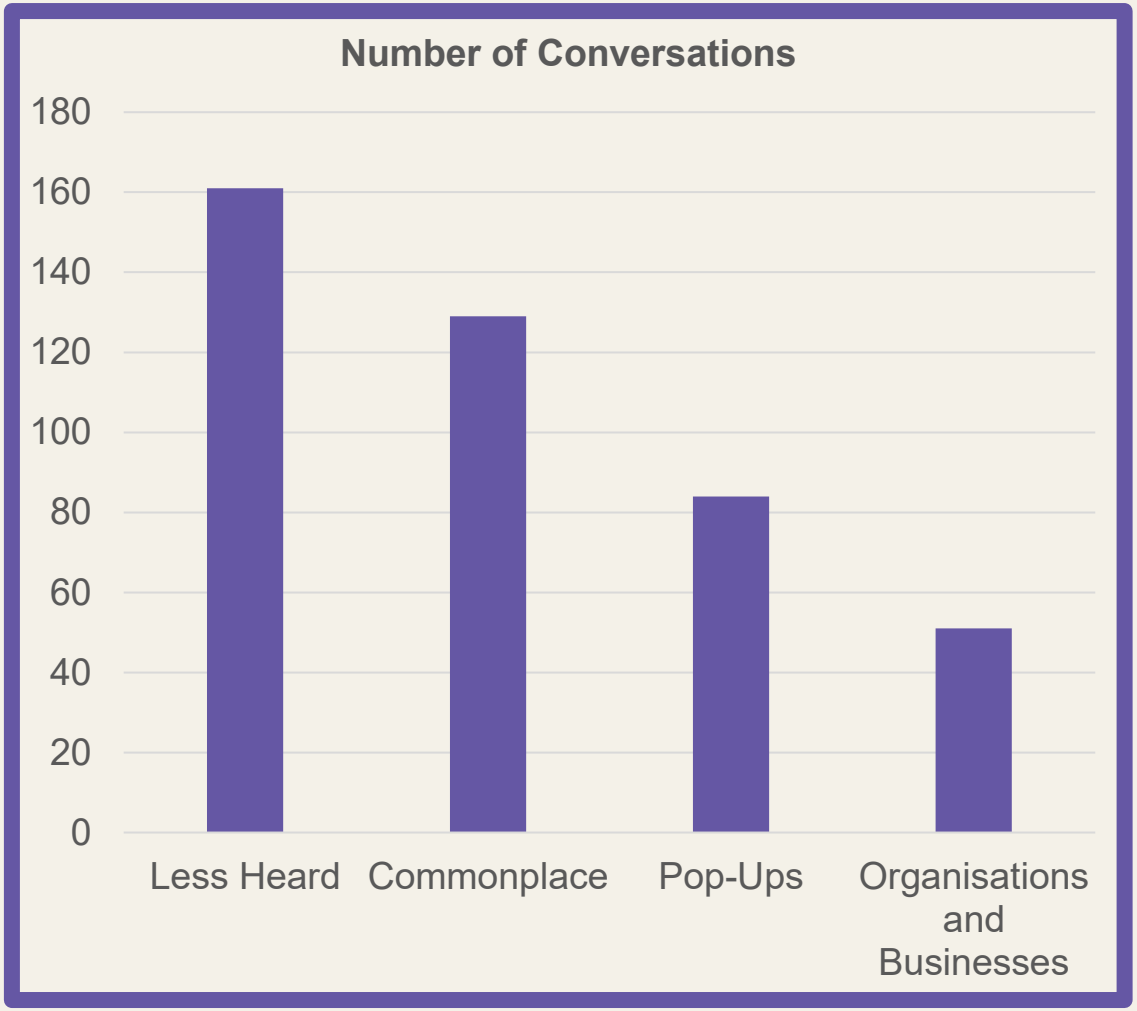
What did we ask?

We asked about challenges, quality of life and priorities (60% of our responses related to this).

We also asked about specific locations (40% of our responses related to this)

How many people did we speak to?
We had 425 respondents.

- 161 of these were from our outreach with less heard residents (See Page 4)
- 129 were from Commonplace, our digital engagement tool
- 84 were from pop-up events, held at community locations
- 51 were from local organisations and businesses



Less Heard Residents

What does this mean?
These are residents who are often less heard when it comes to decisions about their area.

What did we do?
We worked with a range of local organisations to speak to less heard residents.
This included:

- Workshops
- Attending events to speak to people
- Questionnaires

We would like to recognise the contributions of each organisation that supported us with this and with the conversations.

WORKSHOPS

We held creative workshops and discussions at Pimlico Primary School (with support from West London Zone) and Caxton Youth Club.

EVENTS

We spoke to people at events, such as Lillington & Longmore bingo, Churchill Gardens lunch, International Women's Day event at Youth Hub, Tea and Chat at St Saviour's.

QUESTIONNAIRES

Mary Smith's Pantry, Pimlico Toy Library, ETAT, Sport4Health, In Deep, WBWT, WBA and Pimlico Million helped us by giving out questionnaires to the people they work with.

What else did we do?
We also looked at community views from a range of other conversations, such as our Pimlico Changemakers Course (November 2023), research from Pimlico Million, the Pimlico Neighbourhood Plan, the Council's City Survey, findings from our Communities department, and more!

Priorities

This page summarises the highest priorities we found. The Appendix to this report (Page 10) gives more detail on what the community told us and how we are responding.

Highest Priority – Community Activities, Events & Spaces

This was the highest priority from the Community Conversations. We heard that there should be more community activities, events and spaces, with a view of supporting specific groups, building connections and cohesion, and improving health and wellbeing.

We also heard that community spaces should be more accessible.

Other High Priorities

2nd – Crime and Safety

3rd – Housing

4th – Children and Young People

5th – Green and Resilient

Most Mentioned Locations

Warwick Way, Queen Mother Sport Centre, Lupus Street, Pimlico Station, Tachbrook Market

Specific Priorities (these were only high amongst some respondents)

- Local Business and High Streets (High for Commonplace & Pop-Ups)
- Employment and Skills (High for Less Heard)
- Vulnerable People (High for Local Organisations)

Plan

Our plan to respond to the priorities has several themes: Community, Housing, and High Streets and Neighbourhoods, and we have approved over £1.2mn to deliver improvements under each of them. The Appendix (Page 10) has more details on how the themes respond to the priorities.

Community Theme

£200,000 for Community Priorities Programme - this will allow members of the community to apply for grant funding to run more community projects and initiatives related to priorities like improving health and wellbeing, creating cohesion / community development, and community safety. The Community Priorities programme uses a participatory democracy model which ensures that local residents are also involved in deciding which projects are awarded grant funding by joining their local area panel.

£50,000 for Digital Dash – this programme gives young people the chance to work alongside mentors from global tech companies to build digital products which address local challenges

£35,000 for Helping Hands – this Young Westminster Foundation programme provides funding and support to those members of the community who are affected by youth violence.

Which priorities does this theme respond to?

- **Community Activities, Events and Spaces**
- **Crime and Safety**
- **Children and Young People**
- **Employment and Skills**

Plan

High Streets and Neighbourhoods Theme

£1million to extend the High Streets Programme to Pimlico, focusing on Lupus Street and the Pimlico Station environs. This programme aims to create safe, sustainable and welcoming places, support a vibrant and resilient local economy, and build connected communities.

We are currently working on a comprehensive strategy for the area, focusing on enhancing the public realm, improving connectivity and accessibility to community facilities and green spaces and improving movement across the area, prioritising pedestrians and cyclists. We are exploring a range of design ideas and considering opportunities to better support local businesses.

Later in the year, as we further develop these proposals, we plan to engage with the community to ensure they address the priorities of residents, businesses and visitors. Pimlico will also benefit from an additional funding that has been approved to support business across Westminster.

Which priorities does this theme respond to?

- Community Activities, Events and Spaces
- Crime and Safety
- Children and Young People
- Local Business and High Streets
- Lupus Street
- Pimlico Station
- Green and Resilient

Plan

Housing Theme

There are significant improvements happening across the Housing service to improve conditions within homes and on our estates.

The Housing theme will look at local other improvements that we can add to this. We will work with local residents to determine these improvements, and we have recruited additional resources to support this work.

We also approved £24,000 of Neighbourhood CIL to fund Green After School Clubs on Churchill Gardens – this will improve conditions on the estate by supporting children and families within the local community to use planters to grow food. The clubs will also teach people about the impact of climate change.

Which priorities does this theme respond to?

- **Community Activities, Events and Spaces**
- **Housing**
- **Children and Young People**
- **Green and Resilient**

What is not included?

We realise that our plan might not respond to everything we heard during the conversations. This page explains more about this.

Highest and Shared Priorities

The plan does not respond to everything we heard, but it does respond to the highest priorities of the community.

The plan does not respond to each specific comment we heard, rather it responds to shared priorities from across the community.

We will continue to work with the community to develop and deliver each theme

This will include delivering funding to members of the community, building community skills and capabilities, and consulting on possible changes to local places.

Other improvements

We also needed to consider other investments and work. For example, our plan does not cover some of the most mentioned locations (like Warwick Way, Queen Mother Sports Centre or Tachbrook Market) because they have received or will receive new investment.

We also did not want to duplicate other work that is happening. Much of this work relates to the priorities we heard.

- A new Community Hub on Rampayne Street – which will bring services, events and activities closer to the community.
- The Warwick Way Highways Scheme - which is delivering more walking and cycle pathways between Warwick Way and Churton Street.
- Investment and work to improve Pimlico Gardens
- Building of new and affordable homes at Darwin House
- More CCTV across Westminster, including for Pimlico.
- A new Council team to address anti-social behaviour, which has been assigned to Victoria

These improvements add to our existing services and support across Pimlico, such as Housing Offices, Bessborough Family Hub, the Westminster Adult Education Centre and the Library.

Appendix

Community Activities, Events and Spaces

What did the community tell us?

There should be more community activities, events and spaces to support: specific groups, connections and cohesion, and health and wellbeing. We also heard that community spaces should be more accessible.

How do our themes respond to this?

Community Theme

We have approved £200,000 for the Community Priorities Programme – this responds to the feedback because the grants will allow members of the community to apply for funding to run more activities, including activities related to health and wellbeing.

High Streets and Neighbourhoods Theme

A core aim of the High Streets Framework is to deliver 'Connected Communities'. This means High Streets that reflect the local community, celebrate the local culture, and offer a diversity of spaces and activities for people of all ages and backgrounds to play, learn, or socialise. This responds to the feedback about cohesion, connections and spaces. When it comes to the feedback on accessibility, this theme includes an accessibility assessment of the areas mentioned above. This means we will be able to consider physical barriers to differently abled people, as well as designing for neurodiverse people.

What else is the Council doing to respond to this priority?

Community Hub - We will be opening a new community Hub at Rampayne Street – this will provide an inclusive space where residents can come together, access essential services, and participate in activities and events. When it comes to accessibility, there will be physical improvements to the space at Rampayne Street and these will be co-designed with residents.

Street Parties - During September 2024, together with local residents and organisations we held three street parties across South Westminster the parties had a focus of improving intergenerational relationships and bringing residents together – we had hundreds of attendees, free food, live music, free activities.

Crime and Safety

What did the community tell us?

This was the 2nd highest priority from the Community Conversations. There were concerns raised around anti-social behaviour (ASB), gang activities, drug-dealing, and feeling unsafe. There were suggestions around more police presence and more community engagement from the police, more CCTV, physical changes to local places (such as better lighting), more outreach to young people affected by crime, extending the Night Stars to Victoria.

How do our themes respond to this?

Community Theme

We have approved £35,000 to extend Helping Hands to Pimlico. This this Young Westminster Foundation programme provides funding and support to those members of the community who are affected by youth violence. This responds to feedback about the importance of outreach to young people. Applications to the Community Priorities Programme (mentioned above) can also be to support work that relates to community safety. We also plan to work with local police teams to respond to some of the feedback raised.

High Streets and Neighbourhoods Theme

A core aim of the High Streets Framework is to deliver 'Safe, Sustainable and Welcoming Places'. This means that we will consider how we can upgrade the look and feel of streets to improve the experience for all (including safety). This responds to the feedback about physical changes to local spaces.

What else is the Council doing to respond to this priority?

New Front-Line ASB Team - The Council has launched a new team to tackle street-based ASB. The team is being deployed to the Victoria area to help tackle the persistent street-based ASB problems in conjunction with additional resource from our rough sleeping team to ensure support is offered alongside ASB enforcement.

We will not expand the Night Stars to Victoria

CCTV - The Council has rolled out new CCTV across Westminster – this includes new CCTV at 8 locations across Pimlico with further locations being explored. These cameras will support Westminster officers and Police efforts to tackle crime and ASB in the area.

Housing

What did the community tell us?

Most of the comments about Housing were either about the cost of this being too high or the conditions needing to be improved (both the housing itself and on estates). We also heard that residents would like to see more collaboration between the Council and other providers of social housing.

How do our themes respond to this?

Housing Theme

There are significant improvements happening across the Housing service that respond to the feedback around better conditions within homes and on our estates.

The Housing theme will look at other improvements that we can add to this. We will work with local residents to determine these improvements, and we have recruited additional resources to support this work.

We also approved £24,000 of Neighbourhood CIL to fund Green After School Clubs on Churchill Gardens – this responds to feedback about improving conditions estates by supporting children and families to use planters to grow food. The clubs will also teach people about the impact of climate change.

What else is the Council doing to respond to this priority?

Darwin House - The Council is delivering a scheme of 100% affordable homes at Churchill Gardens. Block A is complete, and it includes 33 new community supported accommodation properties for social rent for people who are over 60. Block B will include 10 council homes for social rent.

Housing Compact - The Westminster Housing Compact is a partnership between us and social housing providers aimed at tackling the housing crisis and achieving real outcomes for residents. The group will work together to respond to the significant challenges facing Westminster, tackling homelessness, overcrowding, and improving conditions and services.

Children and Young People

There was a desire to see more opportunities for children and young people, as well more activities and provision (such as clubs), more support for young people with SEND, more support for local schools and more work to improve the health and wellbeing of children and young people.

How do our themes respond to this?

Community Theme

We approved £50,000 for Digital Dash for Pimlico - this programme gives young people the chance to work alongside mentors from global tech companies to build digital products which address local challenges. This responds to the feedback about more opportunities for children and young people. We are working with Pimlico Academy and Pimlico Primary to build relationships between pupils, parents, local organisations and Council services. For example, the Westminster Employment Service has recently agreed to deliver a programme for Year 10 students at Pimlico Academy.

High Streets and Neighbourhoods Theme

A core aim of the High Streets Framework is to deliver 'Connected Communities', which include creating High Streets that offer a diversity of spaces and activities for people of all ages and backgrounds to play, learn, or socialise.

Housing Theme

We also approved £24,000 of Neighbourhood CIL to fund Green After School Clubs on Churchill Gardens, these will give children and families the chance to grow food and learn about climate change.

What else is the Council doing to respond to this priority?

A new specialist centre for children and young people with disabilities has been developed through a partnership between Short Breaks services, Education, and families in the local community. Located in the south of the borough, the Tresham South Centre, which opened in Spring 2024, is a collaborative space shared with College Park School, who also expanded their offer. The centre has introduced Saturday Provision and increased Holiday Playscheme Services, with plans to launch an After-School Club in April 2025.

Green and Resilient

We heard positive comments about existing green spaces, although it was also highlighted that there could be improvements to these around access, maintenance and feeing safe.

The community also highlighted opportunities for more green spaces and greening.

How do our themes respond to this?

High Streets and Neighbourhoods Theme

A core aim of the High Streets Framework is to deliver 'Safe, Sustainable and Welcoming Places', which also includes the consideration of how we can create High Streets which are clean, green and promote healthy lifestyles and sustainable practices.

Housing Theme

The Green After School clubs mentioned above will improve green spaces at Churchill Gardens.

What else is the Council doing to respond to this priority?

Pimlico Gardens – following consultations with local residents and work with a landscape architect, we have developed a plan to improve this space, whilst also considering its heritage features and historic views. The changes will include refurbishing the hut to include a new food concession (coffee and cake), constructing a new viewing platform to the Thames, building a new unisex toilet along with storage for the hut, new planting and sensory play elements, like talking tubes and play panels.

Locations

The community had the chance to tell us how they felt about specific locations.

The most mentioned locations and our responses for each are shown below.

It is important that we prioritise our resources. Therefore, our themes will be only taking forward improvements on those locations which A) had the most mentions and B) which have not had or do not have other planed or recent improvements.

Warwick Way

Outside of our themes, the Council is delivering improvement works at Warwick Way. We have shared the comments from the Pimlico Community Conversations with the relevant teams for consideration.

Lupus Streeet & areas around Pimlico Station

There were various improvements suggested for these locations.

As we did not have any other plans to improve them, these locations will be the focus of the High Streets and Neighbourhood Theme.

Queen Mother Sport Centre

There were a range of comments about the sports centre, some positive, some suggested improvements, some commentents mentioned the centre being re-developed. All comments were shared with the relevant team. There have also been recent improvement works at the centre.

Tachbrook Market

Almost every comment about the market was positive. We have also supported the market with recent investment and other support.