



# Using London's Poverty Profile's data for your fundraising and campaigning

June 2024

# WPI Economics

We deliver first-class economics, policy and data analysis to help our clients influence critical societal debates and policy making:



## **Economic analysis:**

we use modelling, theory and quantitative and qualitative research to help clients tackle important policy issues. Critically, we provide economics that people understand, making complex issues and analysis easily digestible, which in turn helps our clients and partners to make an impact on people's lives.



## **Policy consulting:**

we work with those seeking to improve policy and directly with policy makers. We help to shape strategy, from understanding the skills needed to deliver net zero, through to making the case for a change in legislation, to adopting new programmes and ways of working within charities.

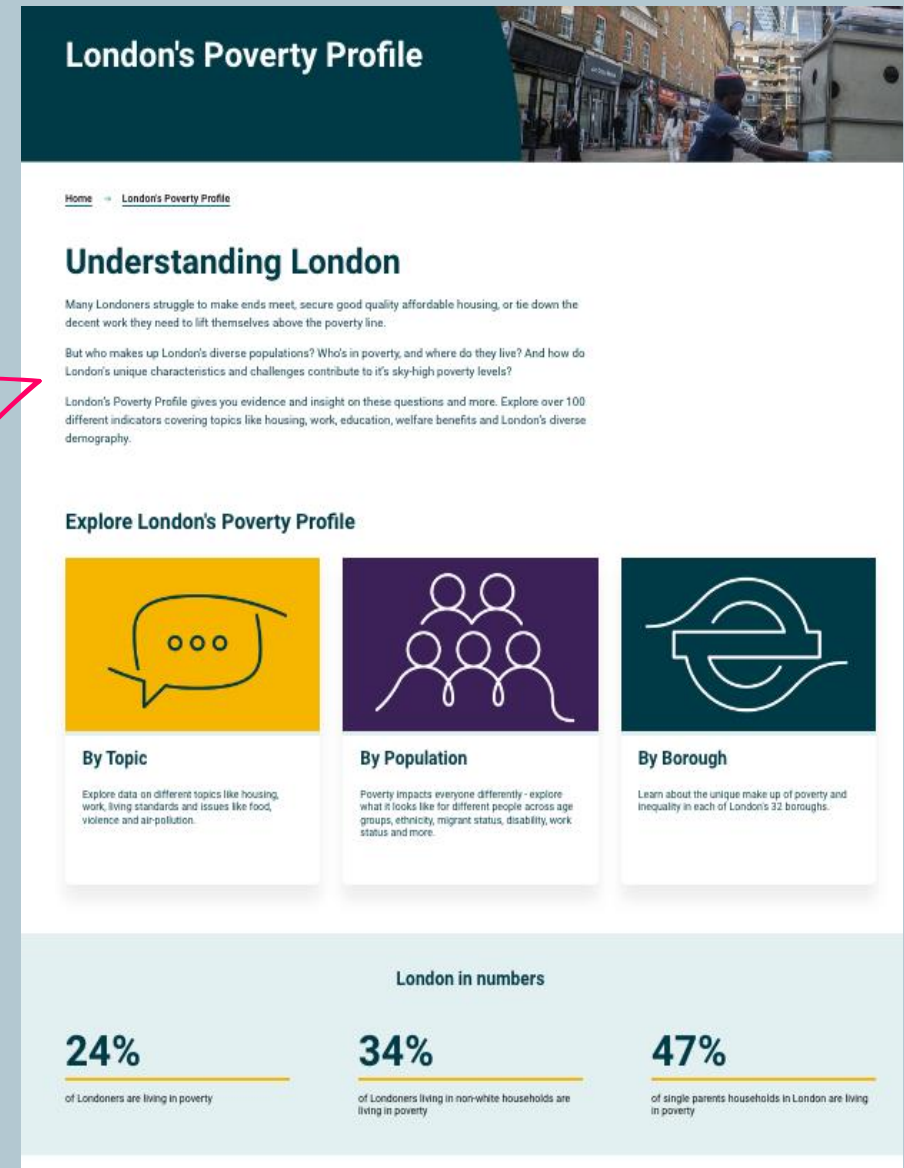
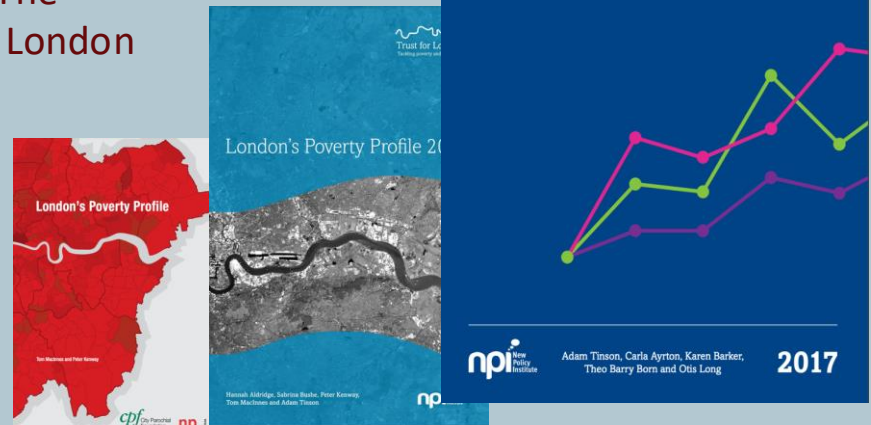


## **Data insights:**

we analyse complex datasets about people, places and businesses to help decision-makers understand what is going on. Whether that's on poverty and inequality or the rollout of new technologies like 5G, our work provides information in compelling and high-impact ways, enabling policymakers and organisations to use it to shape policy.


# Introduction to London's Poverty Profile

- London' Poverty Profile was first launched in 2009 as a paper annual report bringing together a wide range of indicators relating to poverty and inequality in London
- 15 years later it has transitioned into a web-based interactive platform, updated continuously throughout the year.
- It has developed into a critical part of London's information architecture reaching many audiences including charities, government, academics, politicians, students, journalists and members of the public.
- It is highly respected having been cited recently by the Mayor of London, The Guardian, BBC, Telegraph, and My London



# LPP Content

- The **core** LPP content is a suite of around 100 indicators plus a page for each London borough **organised** in three ways:




**By Topic**

Explore data on different topics like housing, work, living standards and issues like food, violence and air-pollution.



**By Population**

Poverty impacts everyone differently - explore what it looks like for different people across age groups, ethnicity, migrant status, disability, work status and more.



**By Borough**

Learn about the unique make up of poverty and inequality in each of London's 32 boroughs.

# LPP Content

- In addition to the core content there are currently two other sections:

## Census 2021



### Ethnic diversity and deprivation

A series of interactive maps using Census 2021 data exploring the relationship between deprivation, London's populations and where they live. The first looks at ethnicity and deprivation.



### Disability and deprivation

Explore what the Census 2021 shows us about disability and deprivation in London's neighbourhoods.



### Gender identity and deprivation

Explore what the Census 2021 shows us about gender identity and deprivation in London's neighbourhoods.

## London's Cost of Living Tracker



# The 7 Core LPP Topics

## Living standards and poverty

Focuses most on direct poverty measures. Including breakdowns by types of household, region, ethnicity, disability etc. It also looks at wider indicators of living standards, including earnings and wealth, food and fuel poverty

## Housing and homelessness

As housing costs are a key driver of poverty in London and housing quality is foundational to quality of life, the housing section contains broad range of indicators covering affordability, tenure, overcrowding, repossessions, homelessness/temporary accommodation, and the relationship with poverty

## Work, worklessness & benefits

Highlights the nature of work in London and the inequality of work outcomes, including overall employment and unemployment rates, the types of contracts people are on, their earnings, and benefits.

## Population

Gives an overview of population trends and demographics highlighting the rich diversity of London and Londoners.

## Education and qualifications

Brings together data on the skills and qualifications held by Londoners as well as highlighting some of the inequalities in attainment.

## Health

A selection of charts that show the overall trends in high level health outcomes for Londoners including premature deaths, infant mortality, and overall life expectancy

## Community, safety and crime

Gives insights into how crime, road safety and school performance differ across neighbourhoods by levels of deprivation

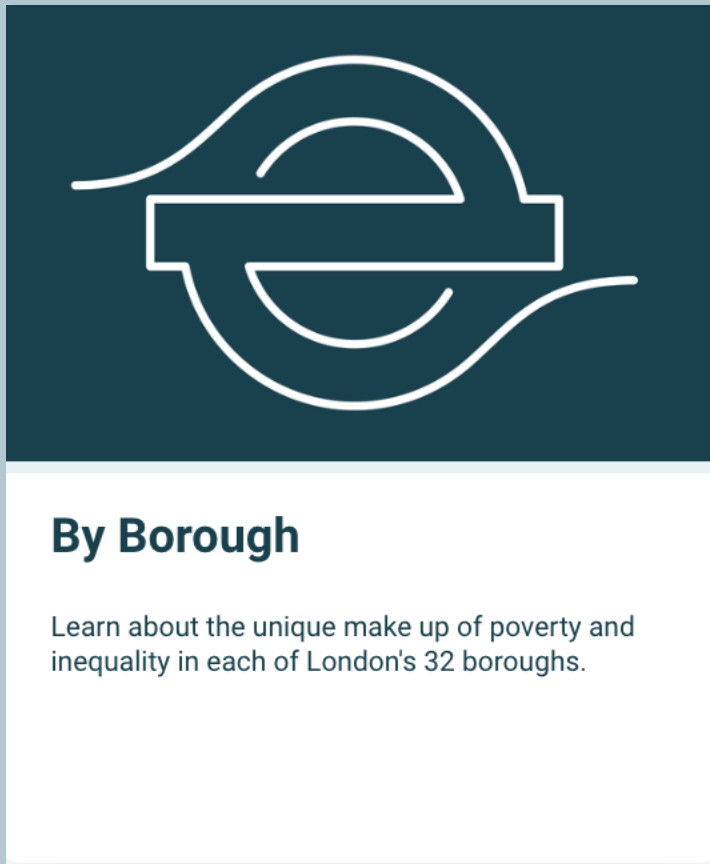
# LIVE DEMO



## London's Poverty Profile

# LIVE DEMO

## Borough content



- Key borough indicators tile
- Dedicated page for each borough
- Downloadable factsheets



# LIVE DEMO

## Census 2021

### Deprivation and:

- Ethnic diversity
- Disability
- Gender identity
- Children
- Young people
- Older people

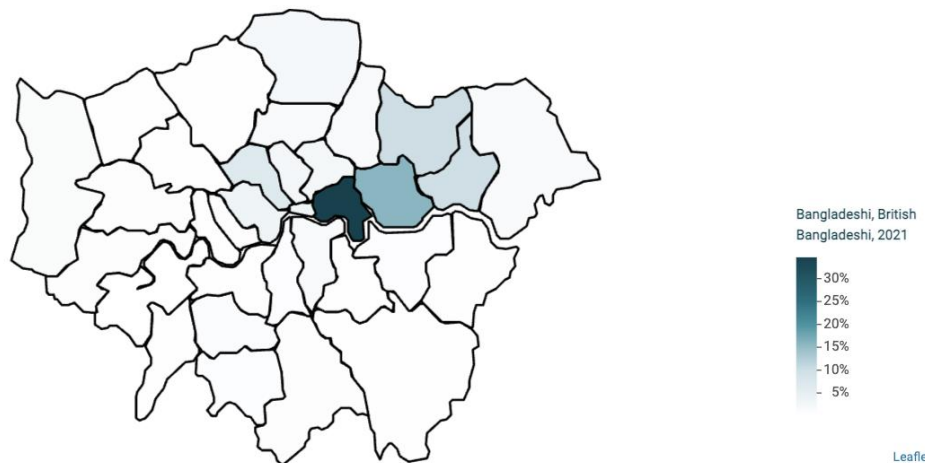
## Explore what the Census 2021 shows us about London's neighbourhood ethnic diversity and its links to deprivation.

Select an area: London or a specific borough  
London

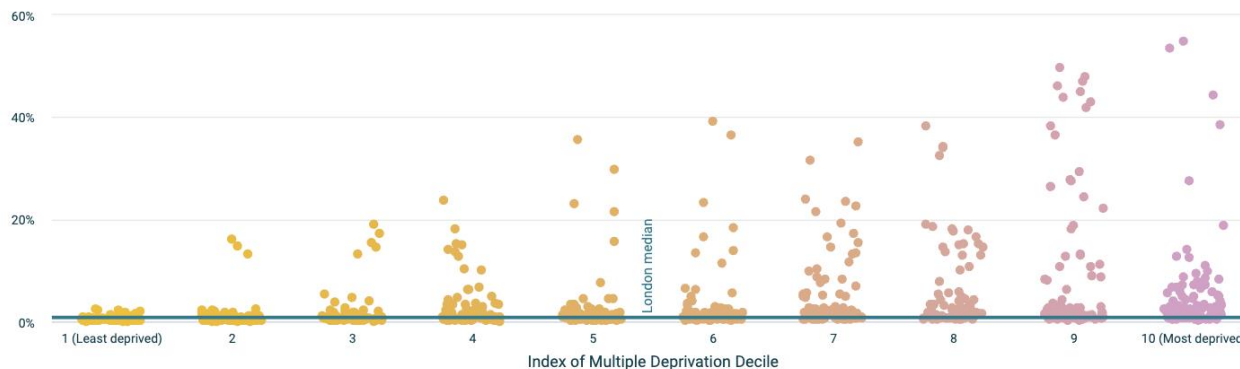
Choose a broad category or specific ethnic group  
Broad categories: Asian, Asian British or Asian Welsh  
Ethnic groups: Bangladeshi, British Bangladeshi

Bangladeshi, British Bangladeshi (%), London 2021

- Most deprived 10% of neighbourhoods
- Least deprived 10% of neighbourhoods



Bangladeshi, British Bangladeshi (%) by IMD deprivation decile: London neighbourhoods, 2021



Source: TS022 - Ethnic group (detailed), Census2021, ONS; English indices of deprivation, 2019, MHCLG.

# Explore and discuss at your table:

What does LPP say are the key poverty related issues in your borough?

How closely does the data match your own experiences?

What's missing?

How could you use the insights/data in your work?

What could we do to make it more useful?