

# Cost of Living Crisis Impact on our Residents

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# Data and Interpretation Notes

- This presentation is intended as an overview to deliver higher level context for the cost of living situation and focuses on residents.
- The situation is complex and constantly evolving with new data and updates being released all the time, and changing policies. We have listed sources to allow users to obtain up to date information.
- The presentation provides an overview and given the complexity of the issues does not provide a comprehensive view of all cost of living impacts and groups at risk.
- This presentation includes baseline figures – it should not be used for monitoring.
- Most up to date available data has been used. In some cases the data may be several years old.
- Please note that not all data is available at sub-borough level e.g. ward or LSOA.

# Outline of slide deck

Summary

Government Financial Support

Drivers & Impacts

- Inflation

Local Context:

- Local Economic Context
- Food
- Housing
- Energy
- Transport

Who is impacted most?

# Summary



- Inflation rose by +3.4% in the year to March 2025 (down from 3.7% in February 2025), continuing the easing from a high of 9.6% in October 2022. Inflationary pressures in March 2025 were largely attributed to **Housing & Household services** and **restaurants/hotels**.
- Food prices rose sharply during 2022 and 2023, as global supply chain issues and Russia's invasion of Ukraine increased costs for food producers. These pressures began easing in late 2023, so prices have not been increasing as quickly. These higher and increased food prices have affected poorer families more as they spend a far greater share of their family budgets on food.
- The Food Foundation published their 2024 State of the nation's food Industry in November 2024. This report indicates that retailer progress in ensuring healthy staples are available and affordable for low-income families is not happening at the pace or scale that is needed. In January 2025, the Food Foundation published its Broken Plate 2025 report, revealing that healthier foods are, on average, more than twice as expensive per calorie as less healthy options as defined by the government's Nutrient Profile Model.
- Cost of Living pressures have maintained **increased use of foodbanks** in Richmond with the number of packs distributed by the Trussell Trust in 2023/24 being more than double the number distributed in 2018/19.
- Compared to other areas in London and England, Richmond residents are relatively better placed to face Cost of Living challenges. But many residents are facing considerable financial hardship. Those on low or fixed incomes are particularly impacted by rises in the Cost of Living - this includes **pensioners** and **disabled people**.
- The Renters' Rights Bill is expected to receive Royal Assent by July 2025, although some changes might not be fully in effect until 2026. These changes are designed to provide greater protection and stability for renters, but they may also lead some landlords to reconsider their position due to the increased regulations and potential costs involved.
- **Richmond has an unusually high proportion of households owned with a mortgage** for a London borough. Mortgages approaching renewal, particularly those fixed below 2% during the pandemic housing boom could struggle with the new higher interest rates and repayments – especially with some of the least affordable homes nationally.

**Details of support available in the borough be found on [Richmond Cost of Living Hub](#)**

# Government Financial Support



- As of **May 2025**, the UK government has confirmed that there will be **no further Cost of Living Payments this year**. The Department for Work and Pensions (DWP) announced that the temporary schemes, which provided financial support to low-income households, pensioners, and people with disabilities, have ended. They urge people struggling with finances to look at other avenues of financial support, including checking for unclaimed benefits.
- A report evaluating the Cost of Living payments carried out by the National Centre for Social Research on behalf of the Department for Work and Pensions (DWP) was published in January 2025.
- The Government announced in July 2024 that, from this year onwards, to be eligible for the **winter fuel allowance** you must have reached State Pension age **and also** receive a **qualifying means-tested benefit**. With Richmond having a larger older population more residents are likely to be affected. It has been suggested that focusing resources on improving the uptake of pension credit could help to ensure more households are able to keep receiving this payment.
- The **state pension rose by 4.1% from April 2025** and pensioners now receive a higher weekly payment, which can help cover rising living costs. Despite the increase some pensioners, especially those on low incomes or with high housing costs, may still struggle as the increase pushes more pensioners above the tax-free personal allowance, meaning they may have to pay income tax on their State Pension.
- Local Housing Allowance (LHA) is used to calculate Housing Benefit for tenants renting from private landlords and are designed to help tenants renting from private landlords cover their housing costs. Joseph Rowntree Foundation has published a report calling to Stop the freeze and permanently re-link housing benefits to private rents as the LHA was last set at the 30th percentile of local rents in April 2020 and the freeze has meant rates have not increased with inflation or rising rents.

# Cost of Living

## 1. Drivers & Impacts

# Inflation

Goods and energy prices have been increasing at a higher rate since early 2021 as economies recovered from the impact of COVID-19 and the Russian invasion of Ukraine added further economic uncertainty and cost pressures.

The Consumer Price Index (CPIH) **rose by 3.4%** in the 12 months to March 2025 (down from 3.7% in February 2024). On a monthly basis, CPIH rose by 0.3% in March 2025, compared with a rise of 0.6% in March 2024.

The **largest contributions** to the annual CPIH inflation rate in July 2024 came from **Housing & household services** and **Restaurant & hotels**. Food and non-alcoholic beverages are also still increasing with the annual inflation rate being +3.3% in January 2025, down from a high of 19.2% in March 2023 and up from a low of 1.3% in August 2024.

Low income households were most affected by rising prices. ONS data shows that households with the lowest incomes experience a higher than average inflation rate, while the highest-income households experienced lower than average inflation. This disparity is due to low income households being more affected by high food and energy prices.

*\*ONS reports that CPIH is the most comprehensive measure of inflation as it includes owner occupiers' housing costs and Council Tax.*



**Contribution to CPIH percentage change over 12 months to March 2025 (ONS, 2025)**



# Key Drivers of Inflation



## Food

CPIH prices for **food and non-alcoholic beverages rose by +3.3%** in the 12 months to January 2025. This is down from 7% in January 2024 and a high of 19.2% in March 2023 (which was the highest annual rate seen for over 45 years). Although, the rate had been around 2% since May 2024 before this recent increase. According to new modelling by the British Retail Consortium, food prices are forecast to increase by +4.2% on average in the latter half of 2025. Since the food foundation began tracking prices in April 2022, a weekly basket of food for an individual without a loyalty card has increased between £10.98 and £11.66. In the food foundation survey tracking food insecurity conducted from 29th January – 5th February 2025, 13.9% of households reported experiencing food insecurity (down from a high of 18.4% in August 2023) and households with children reported higher levels of insecurity (17.9%) than those without children (12.6%), particularly those with more children and Single adult households (31.1%) with children were nearly twice as likely to be food insecure than multi adult households (15.9%) with children.



## Housing

In Richmond private rents increased by +12.7% in the 12 months to March 2025 (compared to +9.1 for London) and is lower than the rate of +9.3% in March 2024. The change in asking rent for properties new to the market for Outer London was +2.5 in Q1 of 2025. The Bank of England benchmark Bank Rate in May 2025 is 4.25%, down from 4.75% in November 2024. This should mean lower borrowing rates become available for first-time buyers and those remortgaging away from low fixed rates. A study by the Institute for Fiscal Studies (IFS) from July 2024 states individuals who needed to renew their home loans or take out new ones in the previous two years had experienced a sharp fall in their disposable income and pushing some into poverty. The ONS house price to earnings ratio for Richmond in 2024 is 12.76 indicating that affordability for residents has improved since 2023 going from 5<sup>th</sup> Highest in London to 11<sup>th</sup> highest in London.



## Energy

Ofgem review and set a level on how much an energy supplier can charge for each unit of energy every three months. The price cap for 1st April to 30 June 2025, is set to be £1,849 which is an increase of +6.4% compared to the previous quarter and an increase of £111 for an average customer. Ofgem have said that the main driver for this increase is wholesale costs. Ofgem confirmed in July 2024, following consultation, that the rules preventing suppliers from offering lower prices exclusively to new customers will remain in place. Back in November 2023 it was confirmed that energy suppliers have been banned from forcibly installing prepayment meters for people over 75 with no support in their house and homes with children aged under 2.



## Transport

Fuel prices in April 2025 prices are around +5% higher than pre-pandemic (January 2020). The cost to fill up a petrol family hatchback was approximately £74 at the end of April 2025 and has fallen to approximately £82 at the end of April 2024. The cost of filling up the equivalent car with diesel has seen a similar fall going from approximately £87 to £77 over the same time period.



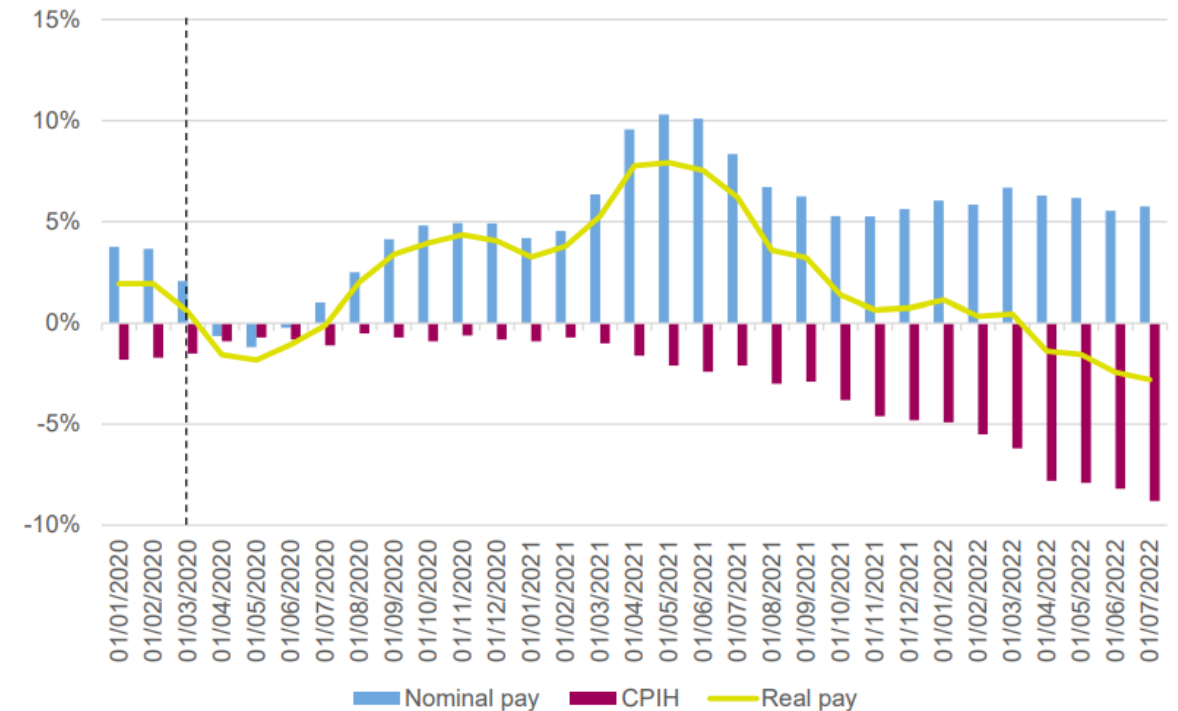
# The London Picture



- **Londoners** continue to **spend a larger share of their income on housing** compared to UK – on average, rent for a one-bedroom dwelling in the 12 months to September 2023 accounts for **46%** of gross pay in London compared to 25% in England.
- Across the UK and in London **real wages have decreased** as inflation increases. A research briefing by the House of Commons library on Average earning by age and region indicates that London saw the second largest fall in median full-time earnings (**-6%**) **over the period 2010-2024** after adjusting for price inflation.
- The GLA reported that in Richmond the growth in real average pay between 2008 and 2023 was **-13%**.
- Pay growth in London has tended to be strongest in the best-paid sectors (e.g. Finance, Media, IT) and lower-paying sectors have seen slower growth, **reinforcing income inequalities**.

## Real median pay growth in London, broken down into nominal pay and inflation

Decomposition of real median pay in London, % annual change  
Effect from nominal pay change and CPIH inflation, to July 2022



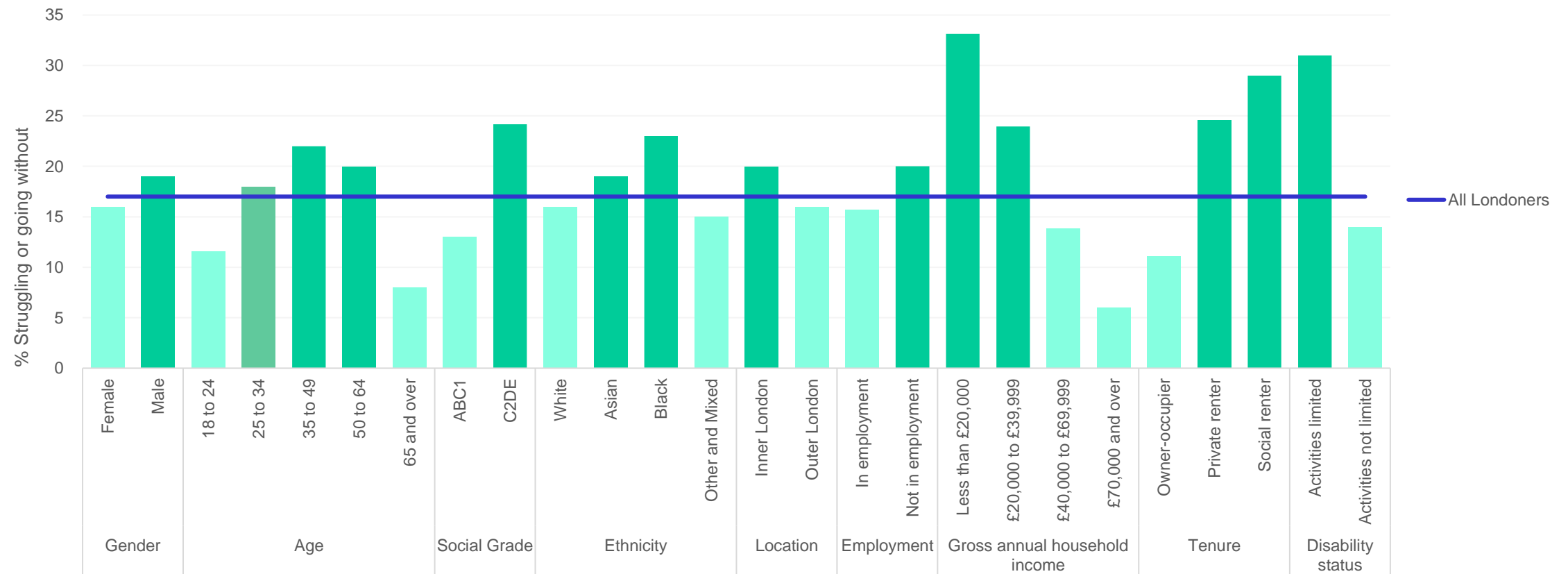
Source: HM Revenue and Customs - Pay As You Earn Real Time Information, ONS.

Note: March 2020 indicated by dotted line. Inflation measure does not account for region-specific housing costs. Sign of inflation rates has been reversed (higher inflation rates are associated with lower real pay growth).

Source: GLA, August 2022

# Impact on Londoners

When asked to describe their financial situation, **lower-income, renting, disabled, unemployed** and Londoners from some **ethnic minorities** were more likely to report that they were struggling or going without\* in January 2025.



\*going without their basic needs and/or relying on debt to pay for basic needs or struggling to make ends meet

Source: YouGov, January 2025 (poll commissioned by GLA)

# Impact on Health & Wellbeing

- The life expectancy of Richmond residents is among the highest in England, smoking rates are lower and physical activity rates are higher than England.
- In January 2025, the Food Foundation published its Broken Plate 2025 report, revealing that healthier foods are, on average, more than twice as expensive per calorie as less healthy options as defined by the government's Nutrient Profile Model.
- Worry about the Cost of Living has the potential to negatively impact the mental health of many residents, particularly on the heels of the COVID pandemic with ongoing NHS challenges.
- Financial pressures and strains have the potential to increase the instance of domestic abuse and economic abuse (whereby a victim is restricted from accessing finances, goods and services).
- Food insecurity, consumption of less nutritious food and hunger could have a detrimental impact, particularly in children.
- Living in a cold home is associated with poor health outcomes and an increased risk of morbidity and mortality for all age groups – certain groups are more vulnerable including those with respiratory and cardiovascular conditions, disabled people, older people and children.
- Not all who are vulnerable will be in contact with health and care services - older people living alone are at particular risk of being isolated – a third (34%) of those aged 66+ in Richmond live alone.

# Impact on Children

- Estimates of **children living in low-income families in Richmond** range from around **2,800 before housing costs** to **6,100** (12.4% of children) **when housing costs are taken into account** (2022/23).
- Local data indicates there are 3,800 children living in households in receipt of Council Tax Reduction (CTR) and/or Housing Benefit (HB) in March 2025 - these households are more likely to be in CTR, HB or Social Rent arrears and have higher average arrears than households without children\*.
- Food insecurity, consumption of less nutritious food and hunger could have a detrimental impact on child growth and development – in January 2025, 17.9% of households in the UK with children reported experiencing food insecurity compared with 12.6% of households without children.
- Lack of sufficient nutrition (quantity or quality) during critical parts of early life may cause immediate effects such as lack of concentration which has a knock-on effect on education but also lasting changes to a child's development which affect later life such as obesity, dental decay and stunted growth.
- Children can emotionally harbour the stress and anxiety of their parents in the face of the Cost of Living crisis affecting mental health.
- Financial pressures have the potential to increase the exposure of children to domestic abuse in family settings and there are concerns that the Cost of Living could draw more children and young people into criminal activity. City Hall analysis shows a strong link between serious youth violence and Londoners affected by deprivation, poor mental health and poverty.

*\*Of those households in receipt of CTR and/or HB; Source: Low Income Family Tracker (Policy in Practice), September 2024; Figures rounded to the nearest 100*

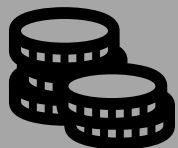
# Impact on Disabled People

- Comparatively low incomes, combined with significant ‘extra costs’ leave disabled individuals and households particularly vulnerable to the rising cost of living. They have a much smaller ‘buffer’ to absorb any unexpected increase in prices of goods and services.
- The financial challenges faced by disabled households due to the rising Cost of Living are particularly acute as two of the key commodities which have been driving the increase in inflation—energy and food—make up a disproportionate share of the disabled household consumption.
- With respect to energy, disabled people with limited mobility often require greater levels of household heating to stay warm. Warmer homes might also be required to cope with the side effects of certain treatments.
- Disabled people who rely on assistive technologies use comparatively more electricity.
- Some disabled people have difficulties preparing food, leading to increased reliance on convenience food, which is comparatively more expensive than preparing meals from raw ingredients. Condition-specific specialist diets are also more costly.

*Source: House of Lords Library, December 2022*

# Cost of Living

## 2. Local Context



# Local Economic Context

- The median earnings of Richmond residents ranks top of all local authority districts nationally – median annual gross pay increased by 18% between 2023 and 2024 which outstrips London (6%) and England (7%).
- Richmond's economic inactivity rate is currently above London and England due to a larger proportion of people being inactive due to retirement and looking after family/home.

	Richmond	London	England
<u>Median Annual Gross Pay for full time workers</u> (2024)	<b>£56,048</b>	£44,780	£37,617
<u>Economic Inactivity (16-64)</u> (Jan 24 - Dec 24)	24.9%	<b>20.4%</b>	21.4%
<u>Unemployment Rate (16+)*</u> (Jan 24 - Dec 24)	<b>3.2%</b>	5.1%	3.8%
<u>Claimant Rate (16+)*</u> (Mar 25)	<b>2.7%</b>	6.0%	4.3%
<u>People on Universal Credit (16-65)</u> (Feb 25)	<b>9.6%</b>	19.4%	18.0%

\*as a proportion of the economically active population  
See DataRich for further local economic context



# Cost of Living Vulnerability Index

Richmond Relatively Less Vulnerable than other London Boroughs



Richmond upon Thames, had the **2<sup>nd</sup> lowest** Cost of Living Vulnerability Index score in London and a ranking of **44<sup>th</sup> lowest out of 307** in England.

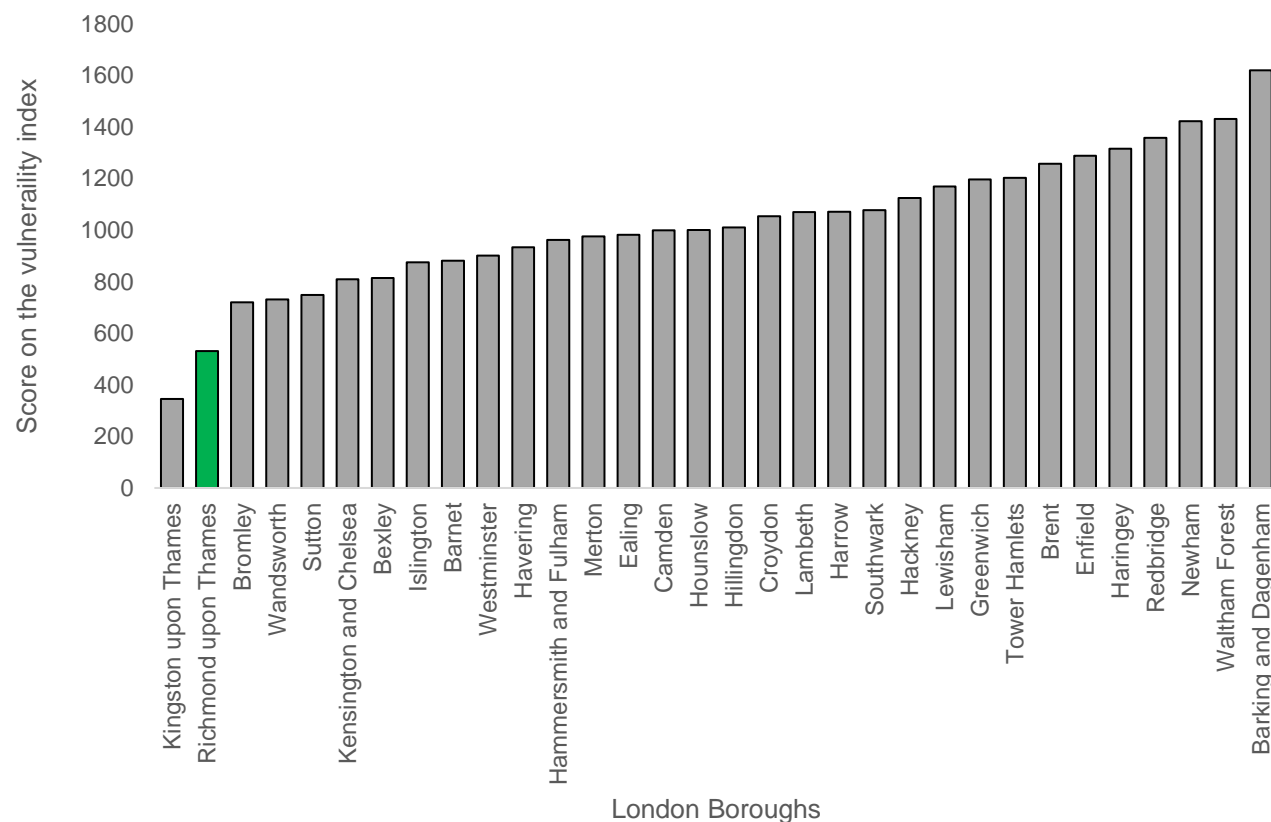
For Richmond upon Thames, the Cost of Living Vulnerability Index score **improved** from 581 in April 2022 to **531** in September 2022.

This Index was based on multiple poverty-based and work-based vulnerability indicator rankings (fuel poverty, claimant count, food insecurity, low pay, child poverty, economic inactivity) for each local authority. Created by the Centre for Progressive Policy.

Higher scores indicate an area's relative risk of more people being pulled into poverty, and relative risk of those already hard up being pushed into destitution. This is a relative measure.

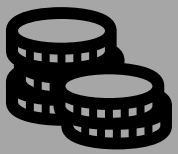
**Despite this, many Richmond residents are facing great financial hardships due to increased costs.**

The updated Cost of Living Vulnerability Index (September 2022) for London Boroughs



Source: Centre for Progressive Policy - Cost of Living Vulnerability Index





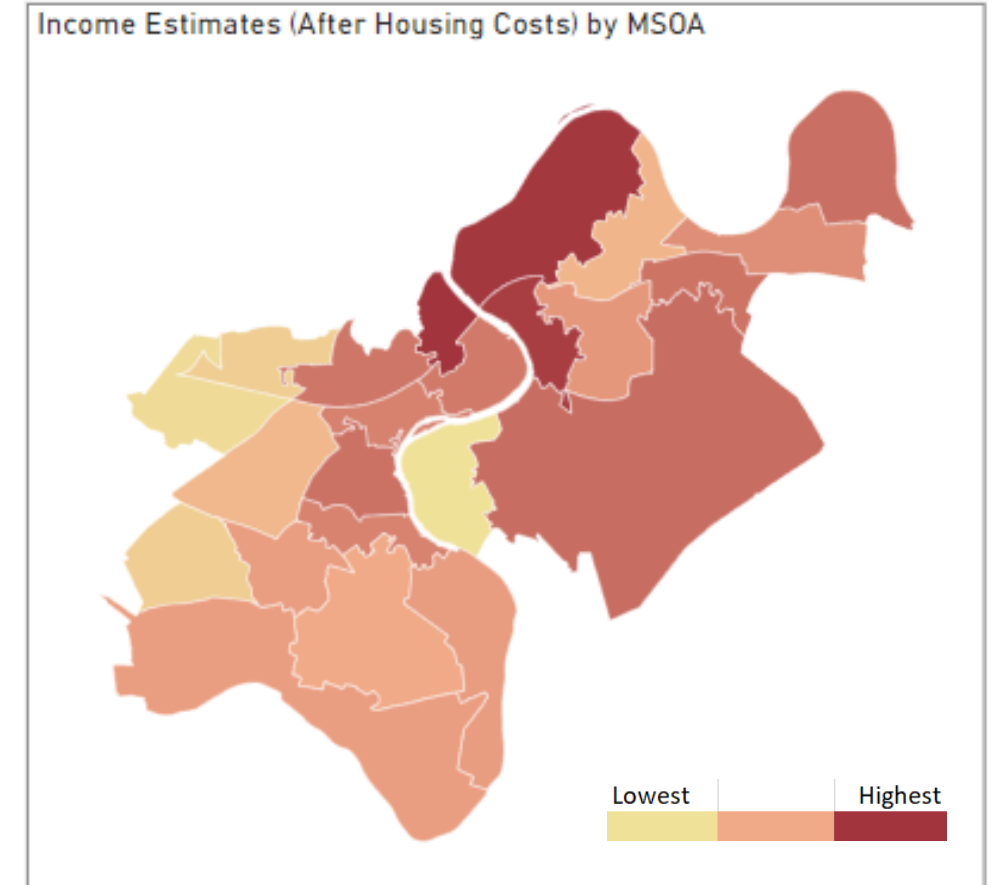
# Model-based Income Estimates for Households after housing costs

**£44,391**

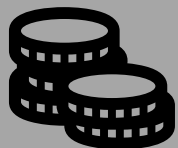
The **average estimated net annual income after housing costs (AHC)** for small areas (MSOAs) across Richmond in 2020

These income estimates are equivalised which considers the household size and composition and makes it easier to compare income across households. It acknowledges that, for example, two people do not need double the income of one person to have the same living standards.

- MSOAs with the **HIGHEST** estimated income (AHC) are:
  - St Margarets – £53,500
  - Kew Gardens – £53,100
  - Richmond Central – £52,600
- MSOAs with the **LOWEST** estimated income (AHC) are:
  - Ham – £32,500
  - Heathfield – £33,800
  - Whitton – £35,900



\*Data published for 2011 Middle Super Output Areas (MSOAs) only - not available at Ward level.  
Source: [Office for National Statistics, 2020](#)



# Income Deprivation

12,600

affected by **income deprivation**  
in Richmond, 2021\*

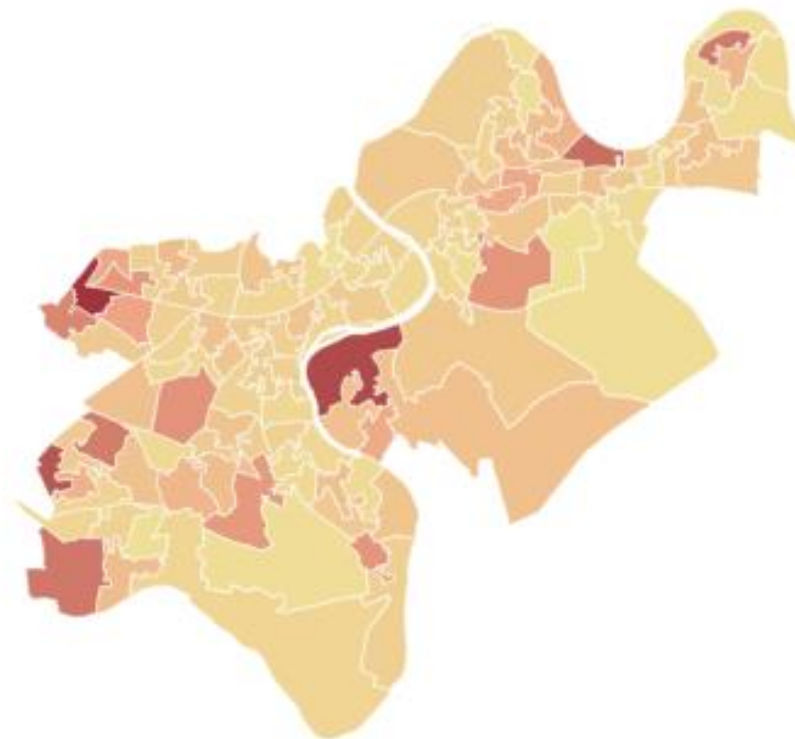
Income deprivation is estimated to affect 6% of the borough's population. Overall, Richmond is among the 20% least income deprived local authorities nationally and is the **second least income deprived in London**.

**More income deprived areas** include **Heathfield, Ham, Hampton North and Ham, Petersham & Richmond Riverside**.

Without taking housing costs into account, income deprivation affects approximately 3,900 older people (60+) and 2,800 children (0-15) in the borough\*.

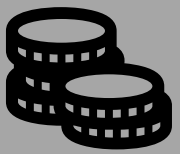
\*Percentages from the English Indices of Deprivation 2019 were applied to the local population (Census, 2021) to estimate the number affected – rounding to nearest 100.

Estimated Income-Deprived Population by LSOA



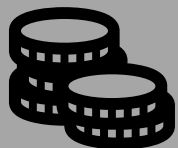
**Source:** MHCLG, 2019

**Additional information:** Richmond Deprivation Report and Dashboard



# Low Income Households

- **Lower income households** will continue to **spend a greater proportion** of their household income **on essentials** such as energy, food and housing.
- In London, housing costs push the proportion of people living in low-income households up from 14% to 24%.
- Lower paying sectors have experienced slower pay growth that has not kept up with inflation.
- Some low income households are concentrated in parts of the borough with low public transport accessibility so might be spending more on motoring costs.
- Low income households are often subject to a “poverty premium” - the extra costs people on low incomes and in poverty pay for essential products and services.
- Poverty premiums exist on non-standard billing arrangements, higher insurance premiums, paying to access cash and high cost credit.
- The pattern of income deprivation can also be found in the pattern of those claiming Universal Credit, Housing Benefit and Unemployment Benefits.



# Universal Credit

9,103

households in receipt of Universal Credit, November 2025

Approximately 11% of households in Richmond.

Most working age people have to apply for Universal Credit (UC) if they need help with rent rather than making a new claim for Housing Benefit – the migration of housing benefit and other ‘legacy’ benefits could be a factor affecting the continued higher number of UC claimants.

Areas with higher numbers of households receiving UC are generally **more income deprived** with more households in **Heathfield, Hampton North, Mortlake & Barnes Common, Ham, Petersham & Richmond Riverside and West Twickenham.**

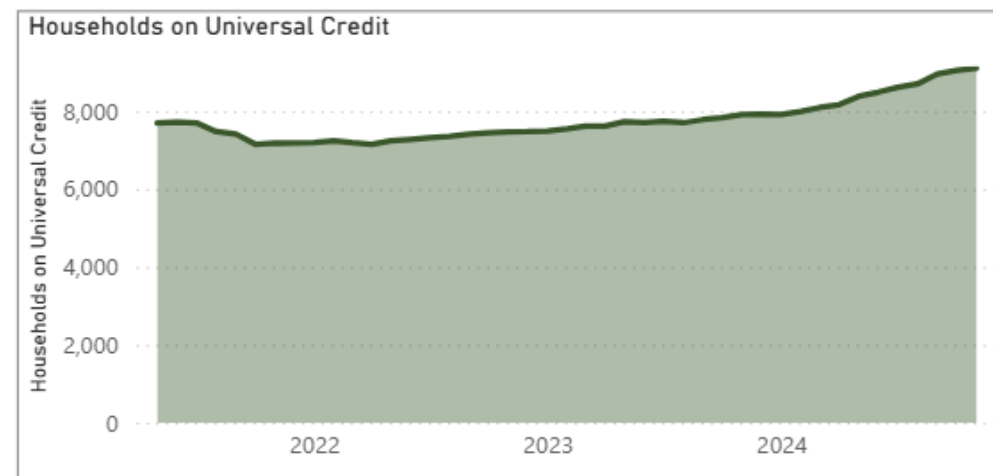
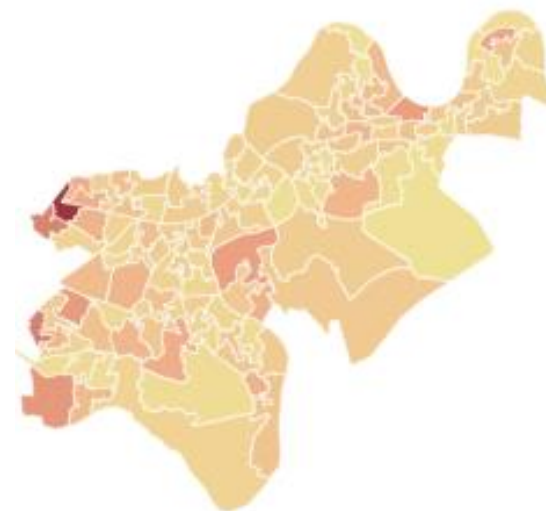
Households on Universal Credit by Family Type

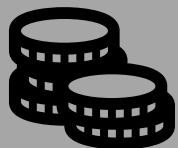


Source: DWP, August 2024 (via Stat-Xplore) - [interact with the data via the DataRich Cost of Living dashboard](#)



Households on Universal Credit by LSOA





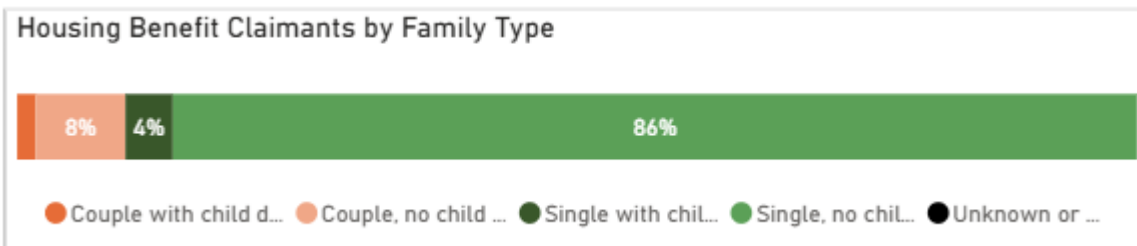
# Housing Benefit

4,062

Housing Benefit claimants,  
November 2024

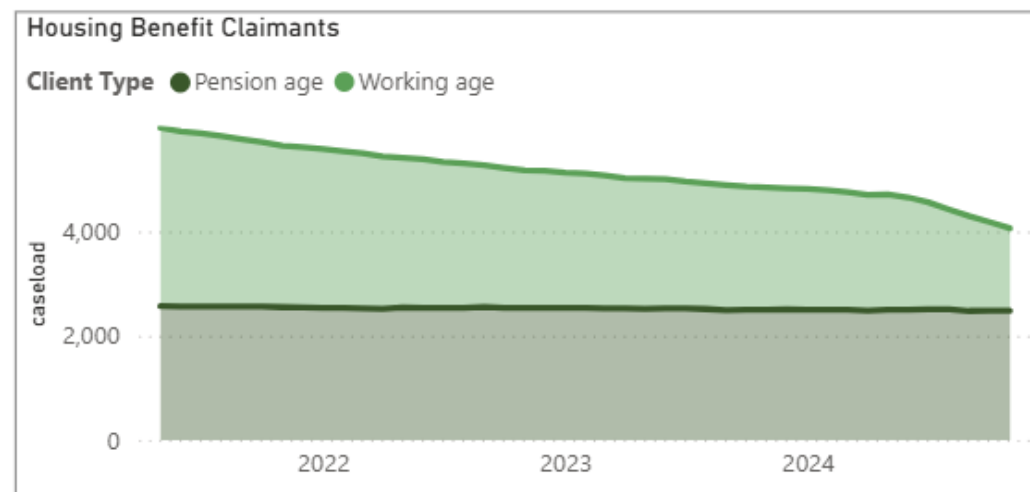
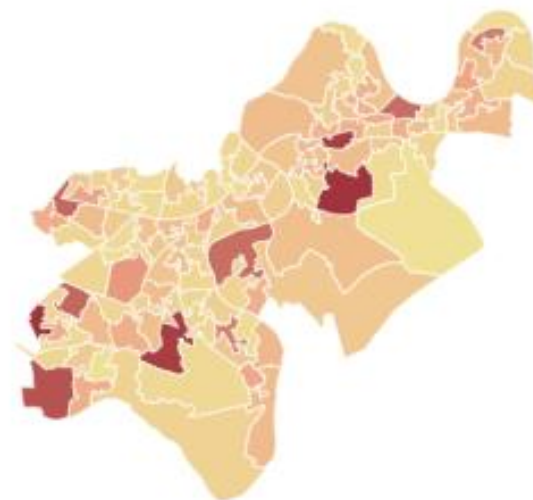
Approximately 5% of households in Richmond.

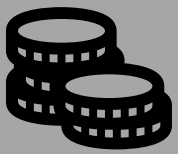
Areas with higher numbers of claimants receiving Housing Benefit include **Mortlake & Barnes Common, Hampton North, South Richmond, and North Richmond**. The pattern reflects that of income deprivation affecting older people – explained by the changing eligibility requirements and consequent change in demographic.



Source: DWP, November 2024 (via Stat-Xplore) - [interact with the data via the DataRich Cost of Living dashboard](#)

Housing Benefit Claimants by LSOA



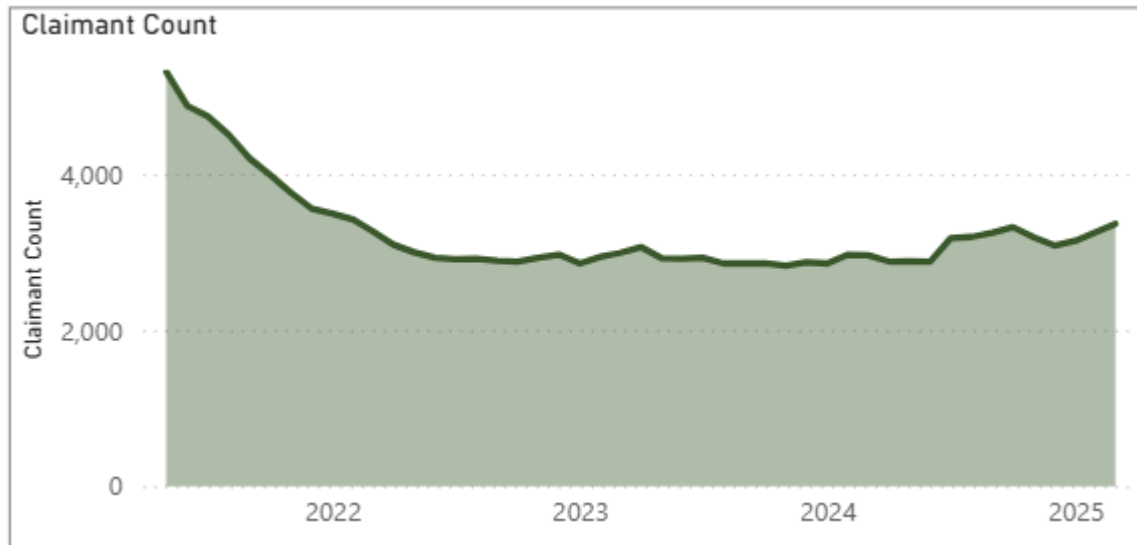


# Unemployment Related Benefits

3,365

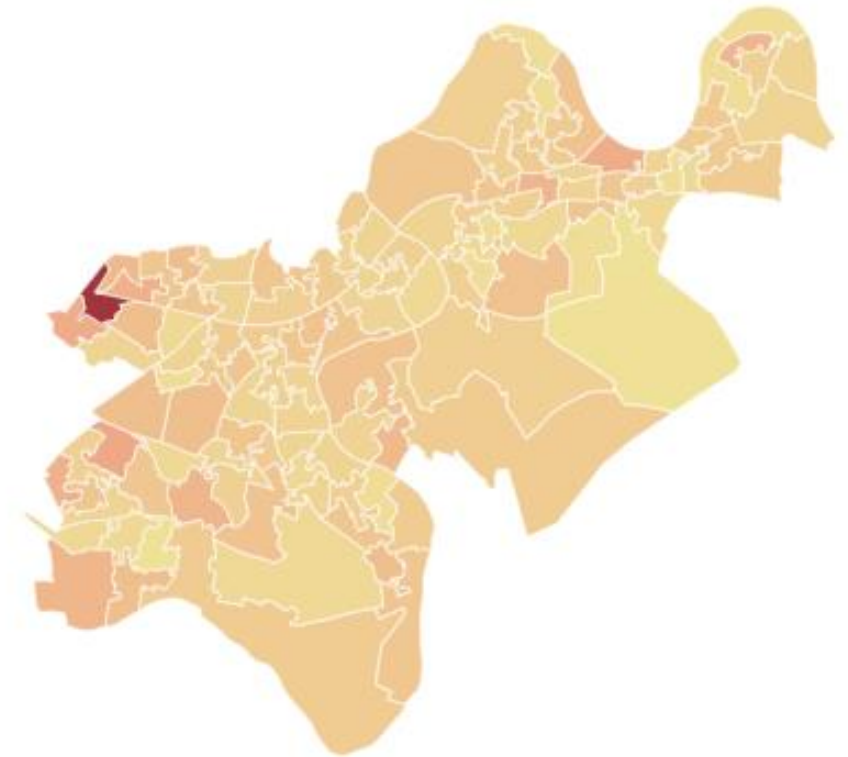
**Claimant Count (people in receipt of unemployment related benefits)\*, March 2025**

**More income deprived areas** generally have higher numbers claiming unemployment related benefits with more claimants in parts of **Heathfield, Hampton North, Whitton and Mortlake & Barnes Common.**



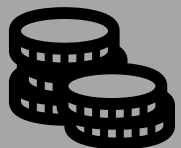
**Source: DWP, March 2025 (via NOMIS) - [interact with the data via the DataRich Cost of Living dashboard](#)**

Claimant Count by LSOA



\*Claimant count includes all Universal Credit claimants who are required to seek work and be available for work, as well as all JSA claimants.





## Based on those low-income families **claiming Housing Benefit or Council Tax Reduction** from Richmond Council:



An estimated 600 households have a monthly cash shortfall, in February 2025, once all outgoings are considered (7% of low-income households) – this has fallen from around 700 households in February 2024\*. There are higher concentrations of these households in Hampton North, Mortlake & Barnes Common and South Richmond. Over 100 households with a cash shortfall already have arrears with the council (inc. Council Tax, Rent and Housing Benefit overpayments).



Overall, around 1,600 households have arrears with the council\*:

- **Couples with children are more likely to have arrears** than other household types and have **higher average arrears**
- A **fifth of low-income private tenants are in arrears** with the council, with the **highest average arrears of any tenure**
- **Working households are more likely to have arrears** – 42% of low-income working households are in arrears compared to 19% of all low-income households

*Source: Low Income Family Tracker (Policy in Practice), February 2025; Figures rounded to the nearest 100*

*\* These trends can be affected by households entering and leaving the system each month*



In Q1 of 2025 the overall number of 'Cost of Living' related issues is -3% lower than Q1 of 2024, with the continued higher level of support indicating a 'new normal' for those struggling to make ends meet.



The top benefits and debt issues for Richmond clients in 2024/25 were Personal Independence payments and Council tax arrears, respectively.



In Q1 of 2025 the total number of clients visiting citizens advice for Charitable support & Food Banks is -16% lower than Q1 of 2024.



Those with **disabilities or long-term health conditions** make up 55% of clients in 2025, an increase from 44% in 2020. Most of this increase comes from those with Long-term health conditions

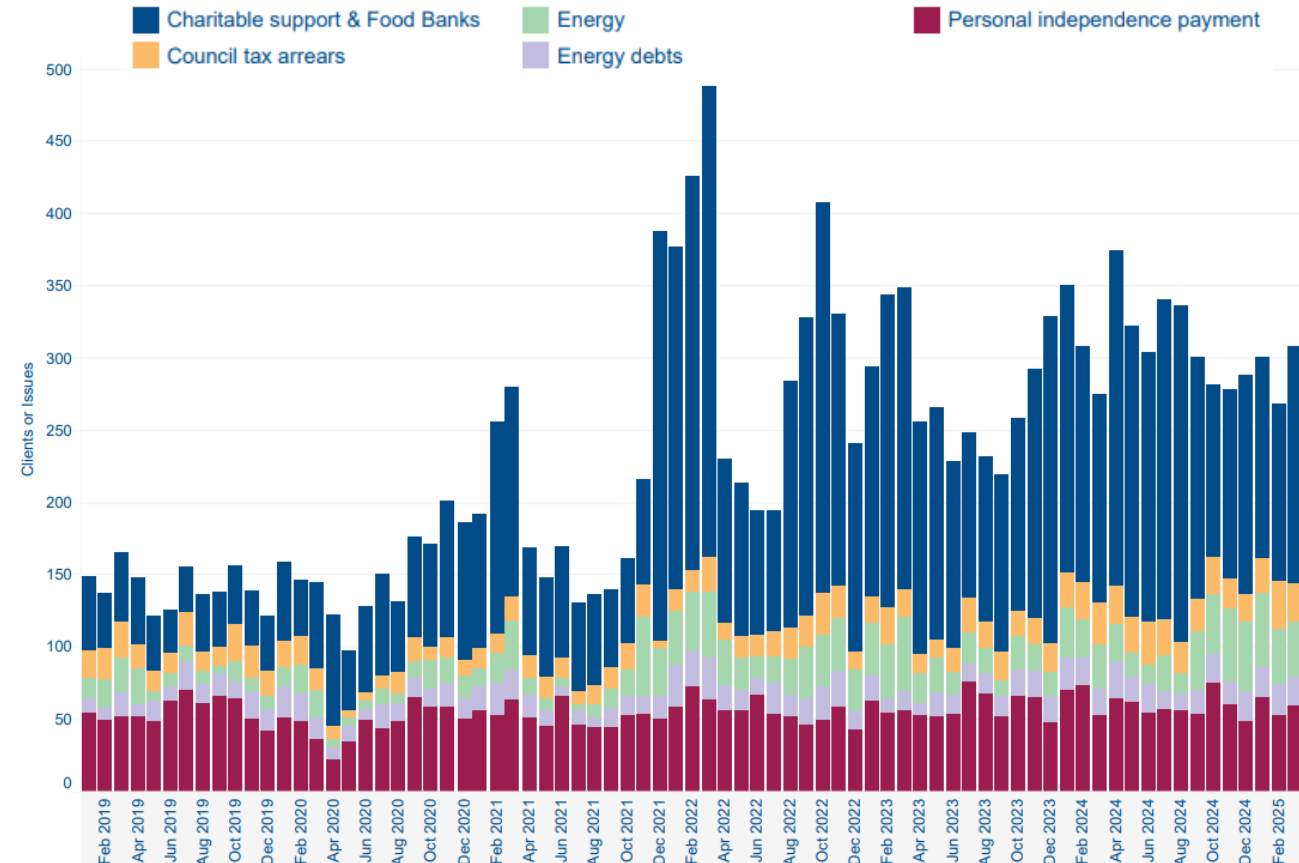


**Single residents without children** make up 44% of clients in 2025 with the next largest group being single parents with dependent children (24%).



Housing Association/RSL Tenant households make up 46% of clients in 2025 with the next largest group being Private renters (27%).

## Five key cost of living issues for Richmond clients



**NOTE:** Trends in Citizen's Advice data can reflect the capacity of the service rather than need. Citizens Advice have identified around 70 key issues that are cost of living based and track the number of clients that are affected by them (includes benefits/tax issues, food banks, charitable support and fuel debt issues amongst others). Data provided goes to March 2025. \*A single client can present with more than one issue.





# Council cost of living related data



402

Warm packs distributed across the borough October 2024 to April 2025

120

Households receiving Deeper interventions\* across the borough November 2024 to March 2025

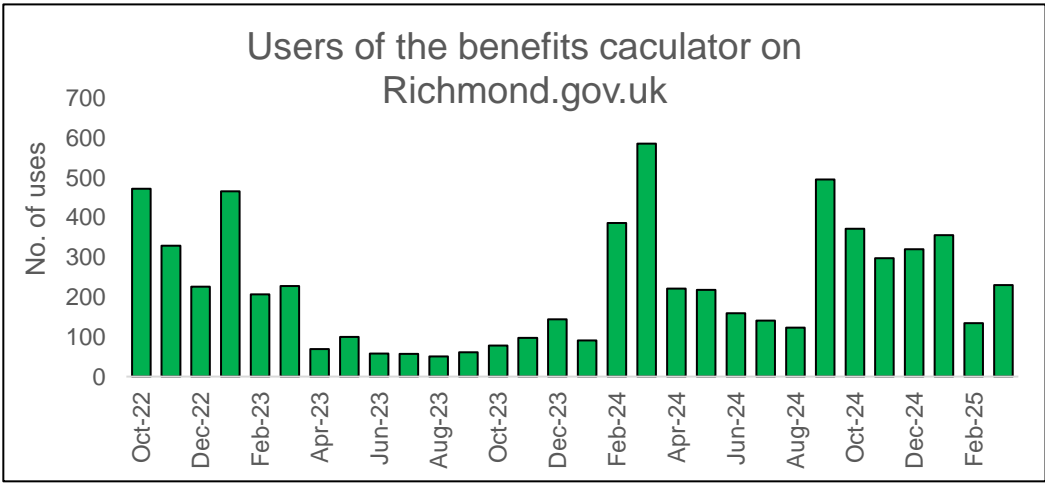
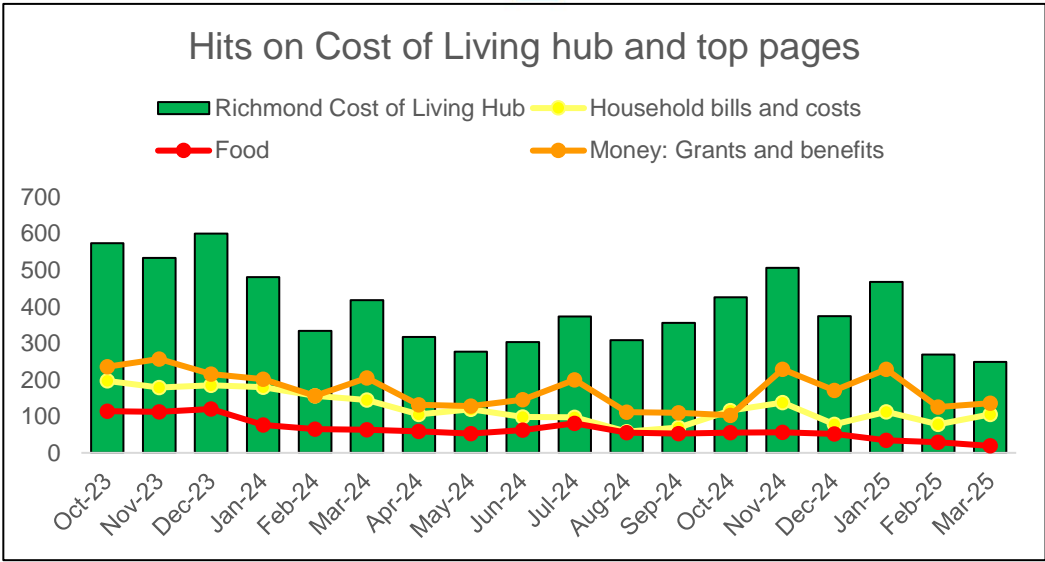
*\* Deeper interventions include: each house receiving 1-2 items such as IR heating panels or electric blankets*



Visits to the Richmond Cost of Living Hub Webpage in March 2025 were -40% lower than March 2024. Pages relating to Grants and Benefits have generally maintained the highest number of hits throughout.



Usage of the Richmond Cost of Living Support Calculator has generally been falling off since a spike in September 2024. The average completion rate over the last six-month period was 51%.





# Food – Free School Meals

3,928

Pupils known to be eligible for  
**Free School Meals 2023/2024\***

Source: Department for Education

Richmond has the **lowest** percentage of pupils **known to be eligible for Free School Meals (FSM)** in London.

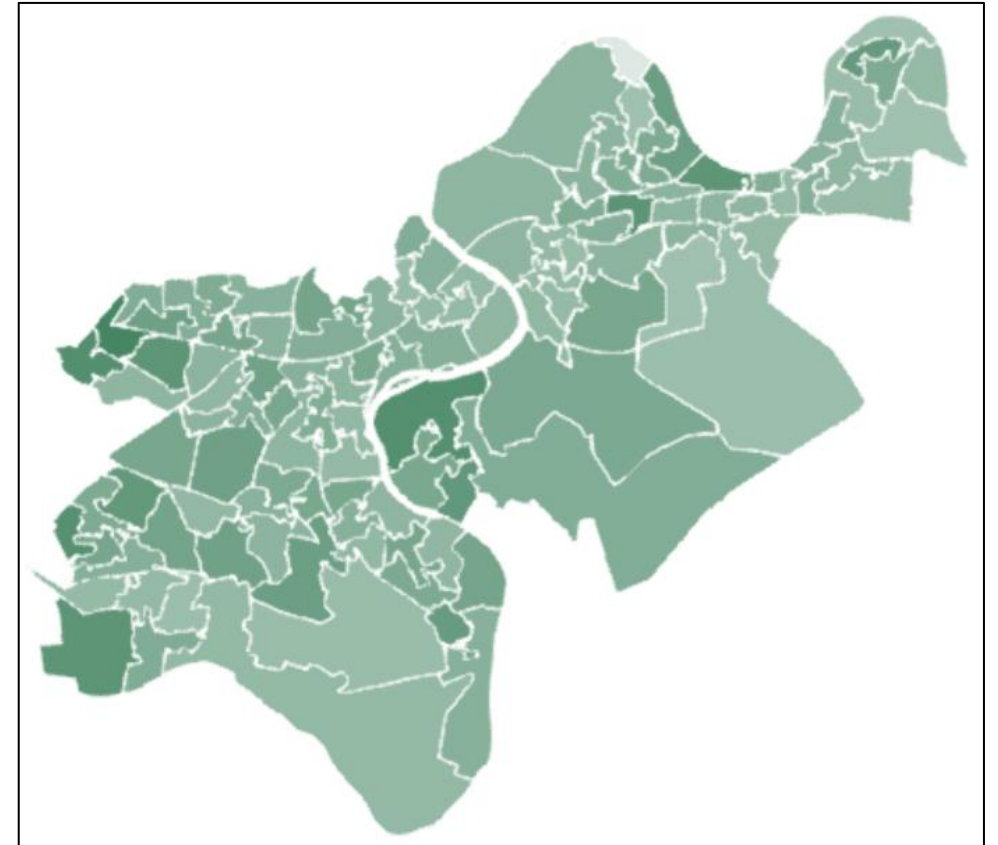
Though, the **proportion eligible has increased** from 13.1% in 2022/23 to 13.5% in 2023/24.

There is an estimated **665 pupils who are known to be eligible (registered) for FSM but not taking them.**

Of those that go to school in *and* live in the borough, there is a **positive correlation between higher deprivation levels and the number of pupils registered for FSM** with a higher proportion of the students living in deprived areas receiving Free school meals.

\*AfC data suggests that this number now stands at approximately 4,100 in spring 2025.

Pupils registered for free school meals at schools in Richmond



Source: AfC, Spring 2025

*Dually registered pupils have been equally apportioned to both addresses.*



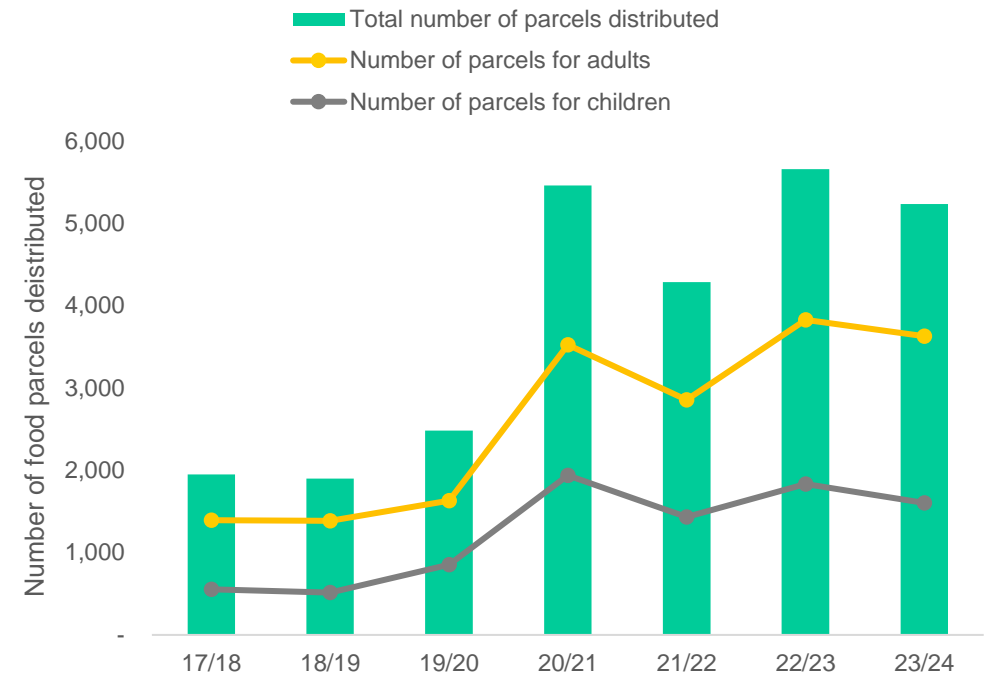
# Food – Local Food bank data

5,233

Number of Trussell Trust food parcels distributed from Richmond centres in 2023/24

- The number of distribution centres operating in Richmond has risen from 3 in 2018/19 to 6 in 2023/24.
  - Note: Linked to distribution centre location rather than recipients' residence, so if a Sutton resident receives a parcel from Richmond, the parcel is recorded in these statistics under Richmond.
- The number of parcels distributed from Richmond centres has increased by +110% in 2023/24 in comparison to pre-pandemic (2019/20) and decreased by -8% on last year.
- Over two thirds of the parcels (69%) are for adults.

Food parcels distributed in by the Trussell Trust in Richmond over the last six years



\* The Trussell Trust statistics are a measure of volume rather than unique users. For example, if a family of three were referred to a food bank twice in one year, this would count as six supplies on the system because it would reflect six instances of a supply going to someone in the household.

Source: Trussell Trust end of year statistics



# Food – Priority Places for Food Index

0\*

Areas in the most at risk deciles for access to cheap, healthy and sustainable sources of food.

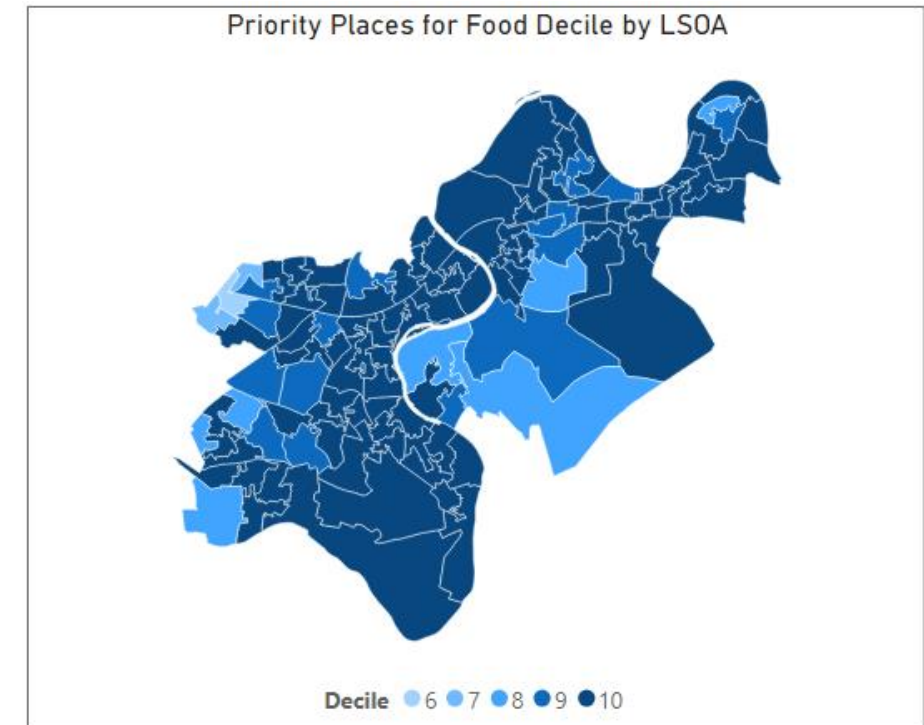
*\*because of data changes it is recommend that comparisons are not made between different versions of this dataset.*

The **Priority Places** for Food Index aims to identify neighbourhoods across the UK that are most vulnerable to increases in the Cost of Living through **lack of accessibility to cheap, healthy, and sustainable sources of food**. It combines data on proximity and accessibility of food shops, availability of online deliveries, socio-demographic characteristics and other factors to produce the overall index.

The lowest deciles are most at risk and the highest deciles least at risk. There are no areas in the five lowest deciles across **Richmond upon Thames**.



## Priority Places for Food Index Version 2.1 (July 2024)



The data for this research has been provided by the Consumer Data Research Centre (CDRC), an ESRC Data Investment. Funding references ES/L011840/1; ES/L011891/1. The Priority Places for Food Index was developed by the CDRC at the University of Leeds in collaboration with Which? See the link below for more information.

**Source:** Priority Places for Food Index v2.1, July 2024 (via CDRC) - interact with the data via the DataRich Cost of Living dashboard



# Food – Healthy Start Vouchers

438

People on the Digital Scheme\* for  
**Healthy Start Vouchers** in March 2025

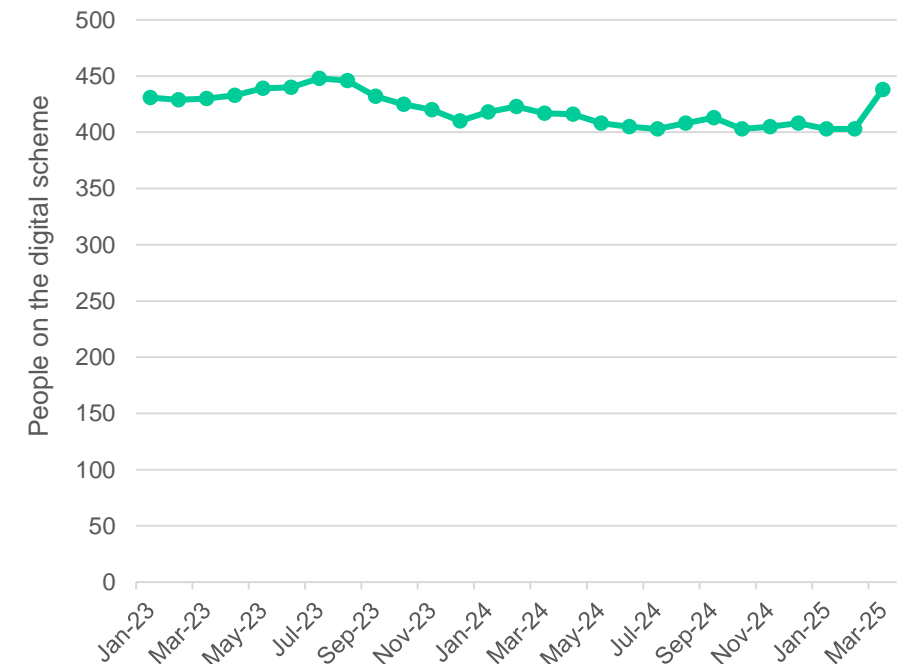
\* Digital data is based on individual people and is not the same as the number of families or households as there could be multiple beneficiaries living within one household. The data includes the number of people who are **on the digital scheme** (formerly entitled beneficiaries).

The Healthy Start scheme is for pregnant women or those with children under 4 and receiving a qualifying benefit to buy healthy food and milk.

*An issue was identified with the source data that is used to calculate uptake of the NHS Healthy Start scheme since January 2023 and the NHS have therefore removed information relating to the number of people eligible for the scheme and the uptake percentage from January 2023 onwards while they investigate further with the data provider.*

*The issue has only affected the data on the number of people eligible for the scheme. It has not prevented anyone from joining the scheme or continuing to access the scheme if they were eligible.*

Number of people on the Digital Scheme for  
Healthy Start Vouchers in Richmond



Source: **NHS**, 2025



# Housing – Mortgages

25,826

Number of **Households owned with a mortgage** (March 2021 Census)\*

\*Source: *Census 2021* TS054 - Tenure

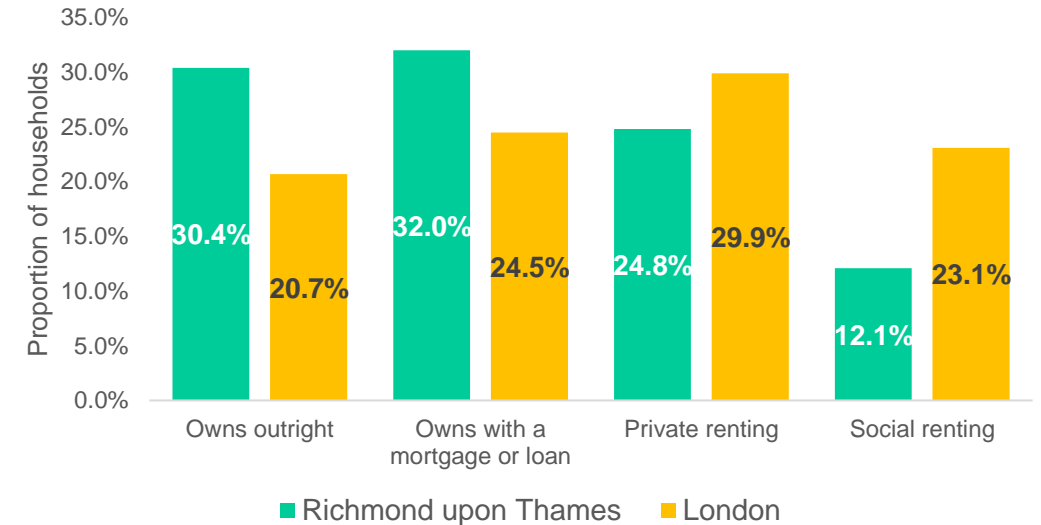
Richmond ranks the **6<sup>th</sup> highest in London** for the proportion of dwellings that have been bought with a mortgage (32%). The average house price for Richmond in February 2025 is the **4<sup>th</sup> most expensive nationally and regionally**. **More expensive houses typically require larger mortgages** - small increases in mortgage rates will have a bigger impact on larger loans.

The ONS has assigned Richmond a **mortgage exposure score of 6 out of 7** (7 being the highest risk level), with 16% of households with a mortgage re-mortgaging during 2023 and estimated to have to pay an extra £550 a month on average.

The Bank of England financial stability report (June 2024) indicates that **35%, of mortgage accounts are still paying rates of less than 3%**; the majority of whom will have their fixed rate **expire before end-2026**. For the typical owner-occupier mortgagor rolling off a fixed rate between June 2024 and end-2026, their monthly mortgage repayments are projected to increase by around £180, or around 28%.



Tenure of Households in Richmond (2021)



Source: *Census 2021* TS054 - Tenure

Housing type	Richmond median sales price	London median sales price	% of London median
Detached	£1,495,000	£900,000	166%
Semi-detached	£1,025,750	£615,000	167%
Terraced	£855,000	£585,000	146%
Flat/maisonette	£465,000	£430,000	108%

Source: ONS, data for year ending September 2024





# Housing – Private Renting

19,970

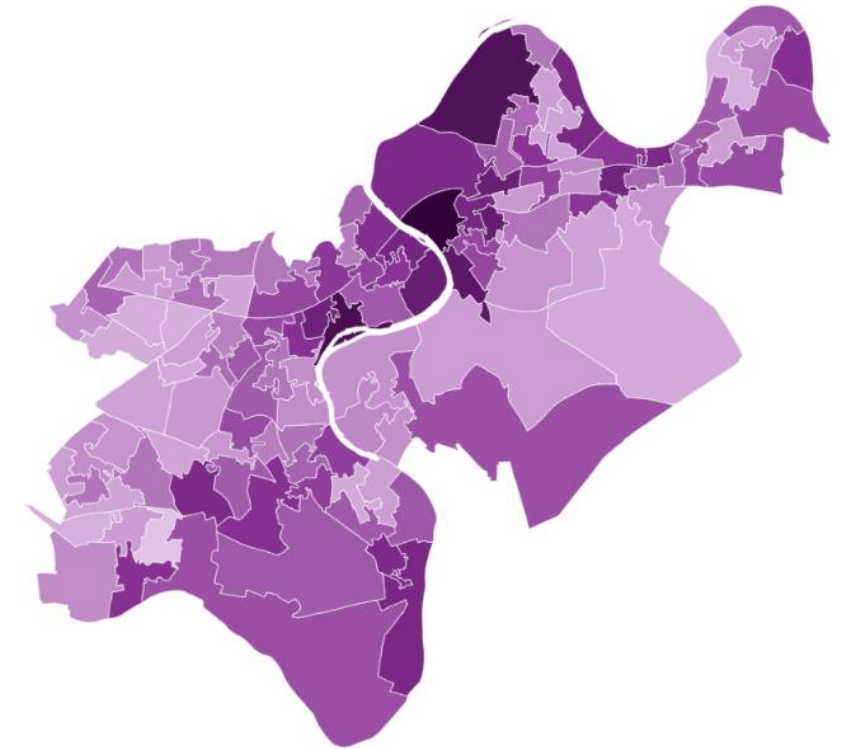
Number of **Households rented from private landlords** (March 2021 Census)\*

\*Source: *Census 2021 TS054* - Tenure

An estimated 25% of properties are privately rented in Richmond (London 30%) - which puts Richmond in the **bottom third** of London boroughs for the proportion of properties privately rented.

Despite this, rental costs are generally in the **top third** of London prices and outstrip some Inner London boroughs (especially for larger properties with four or more bedrooms).

Areas with highest concentrations of private renters are along the major transport corridors through **Twickenham, Richmond, Kew,** and **Mortlake & Barnes Common.**



Source: Private Rented Households, Census 2021 - [interact with the data via the DataRich Cost of Living dashboard](#)



# Housing – Private rental Affordability

£2,163

Average monthly rent across all property types in March 2025

The annual change was +**12.7%** in Richmond for the 12 months to **March 2025** with rents around £243 more than a year previously.

Private rental inflation in Richmond has increased throughout 2024 from 2.4% in January 2024 to a high of 15.5% in January 2025. The rates in Richmond are higher than London (9.1%) in March 2025 and have maintained a higher rate since October 2024.

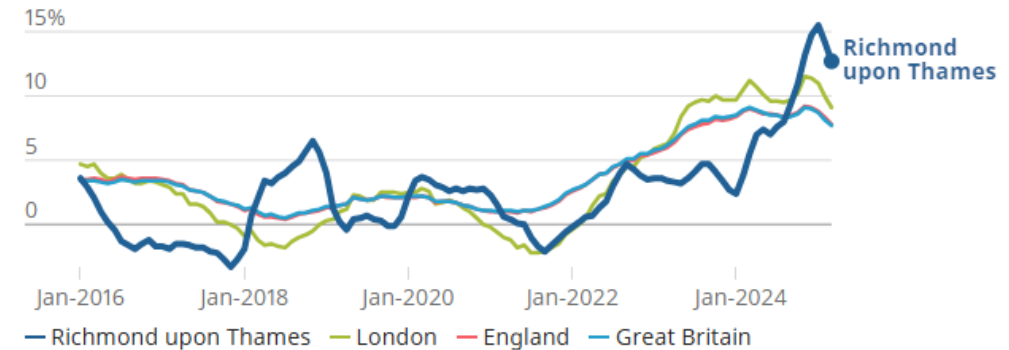
The average asking rent for properties new to the market hit a new record at £2,698 across **London** and £2,345 in **Outer London** in Q1 of 2025 – an annual increase of +2.5% for both London and Outer London.

According to the GOV.UK English Private Landlord Survey 2024 More landlords in 2024 reported planning to decrease the size of their portfolio than in 2018 and 2021, with 31% of landlords reporting they were planning to decrease the size of their portfolio in the next two years, including 16% who were planning to sell all their properties.



## Annual change in rents in Richmond upon Thames

Private rental price annual inflation, Richmond upon Thames, January 2016 to March 2025



Source: Price Index of Private Rents from the Office for National Statistics

Source: ONS, Price of Housing Local

Rental Type	Median cost per month for Richmond*	Median cost per month for London
Room	£726	£820
Studio	£1,375	£1,250
1 Bed	£1,550	£1,550
2 Bed	£2,050	£1,850
3 Bed	£2,650	£2,250
4 or more Bed	£3,850	£3,100

**Source: ONS** - Private rental market summary statistics (Apr 24 – Mar 25)





# Housing – Social Renting

9,752

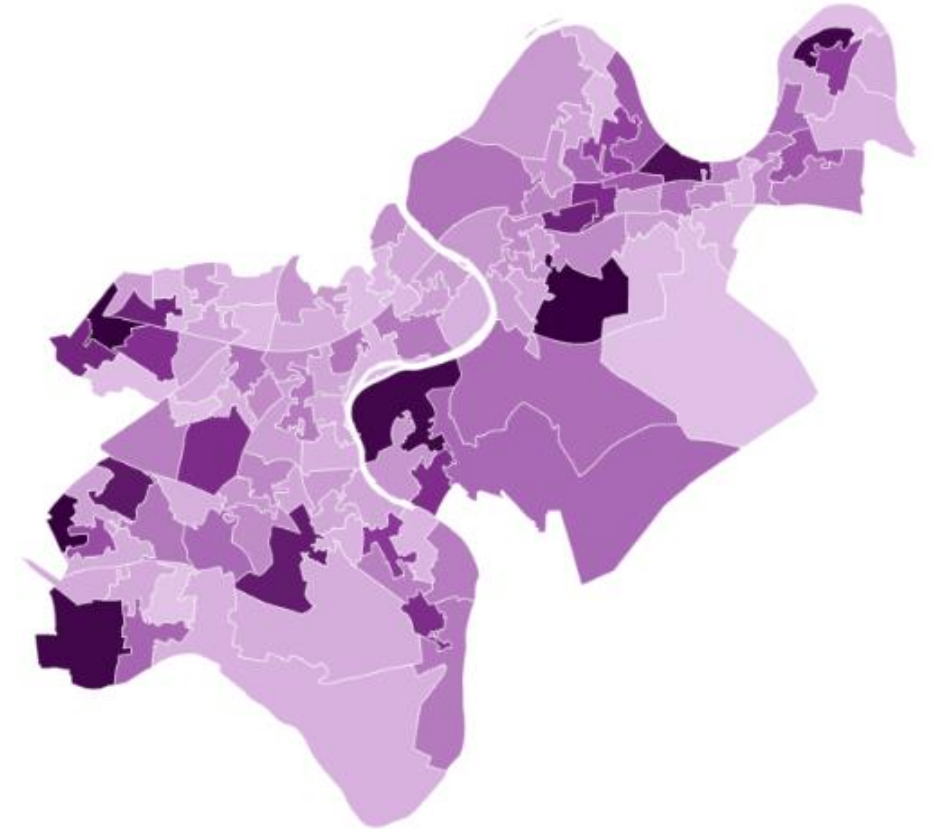
Number of **Households rented from the Local Authority / Housing Associations**  
(March 2021 Census)

\*Source: *Census 2021* [TS054](#) - Tenure

The total estimated social rented dwellings has remained steady over the last 8 years. An estimated 12% of dwellings are socially rented in Richmond (London 23%).

As Richmond Council transferred their housing stock to Richmond Housing Partnership in 2000, the largest private registered providers in the borough are Richmond Housing Partnership followed by Paragon Asra Housing.

Areas with higher concentrations of social renting properties are **Hampton North, Heathfield, Mortlake & Barnes Common and Ham.**



**Source:** *Social Rented Households, Census 2021* - [interact with the data via the DataRich Cost of Living dashboard](#)



# Housing – Possessions

79

All claims registered in Richmond in Q4 of 2024

11

All repossessions (inc. mortgages) in Richmond in Q4 of 2024

**Source:** Mortgage and Landlord Possession Statistics: data visualisation tool

**Claims:** created when a claimant begins legal action for an order for possession.

**Possessions:** Once a warrant has been issued bailiffs can repossess the property.

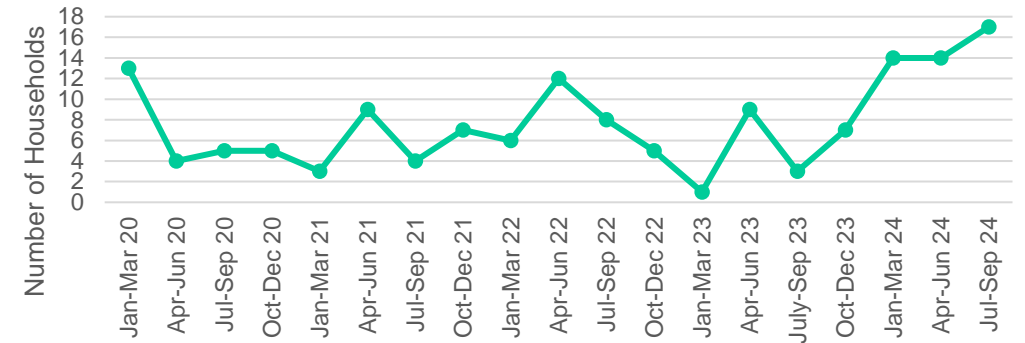
Repossessions were paused during the pandemic from March 2020 to April 2021. Since they have resumed, other than a spike in Q4 of 2022 (when there was a higher number of repossessions coming from accelerated private landlords, i.e. from a Section 21 notice), the overall number of repossessions has returned to a similar pattern to pre-pandemic and generally fluctuates quarter to quarter.

32

people seen rough sleeping by outreach services Oct-Dec 24

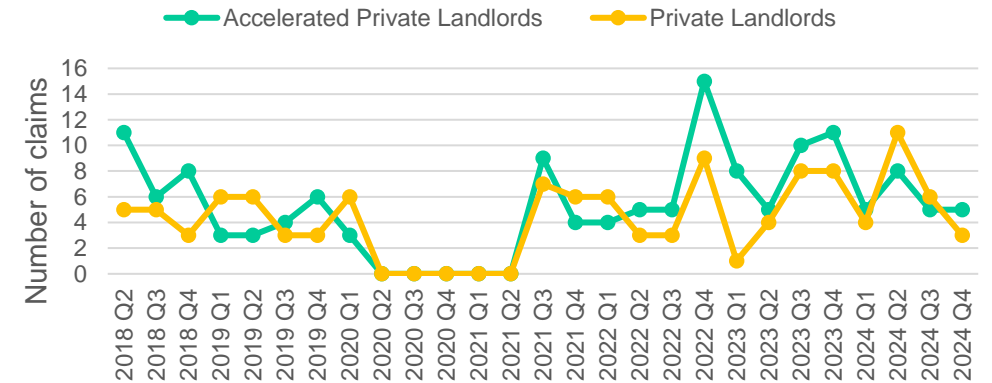
**Source:** London Datastore Rough sleeping in London (CHAIN reports)

Owed a homelessness duty due to due to service of valid Section 21 Notice



**Source:** Tables on homelessness - GOV.UK ([www.gov.uk](http://www.gov.uk))

All Landlord repossessions for Richmond (2018 Q1 - 2024 Q4)



\* You can apply for an accelerated possession order if your tenants have not left by the date specified in your Section 21 notice and are not claiming rent arrears.



# Energy – Fuel Poverty

**7,632**

households in **fuel poverty**  
across Richmond in 2022\*

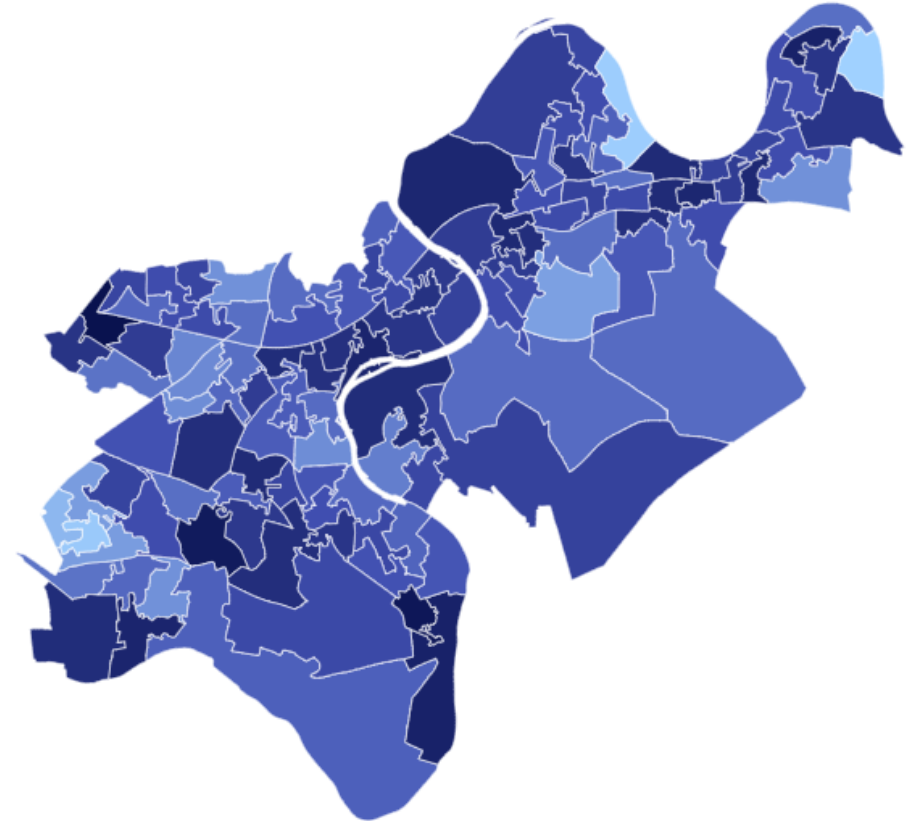
According to the department for Business, Energy & Industrial Strategy (BEIS), Richmond has one of the **lowest** percentage of fuel poor households in London at **8.8%** of the borough.

Though there are **parts of the borough** where up to **12% or more of households** are fuel poor.

Areas with higher concentrations of fuel-poor households: **Mortlake & Barnes Common, South Richmond, Twickenham Riverside and Barnes**

\*BEIS calculate fuel poverty using the Low Income Low Energy Efficiency (LILEE) indicator. Under this indicator, a household is considered to be fuel poor if they are living in a property with a fuel poverty energy efficiency rating of band D or below and when they spend the required amount to heat their home, they are left with a residual income below the official poverty line.

Fuel Poor Households by LSOA



**Source: BEIS, 2024** (Data: 2022) - [interact with the data via the DataRich Cost of Living dashboard](#)



# Energy – EPC Ratings

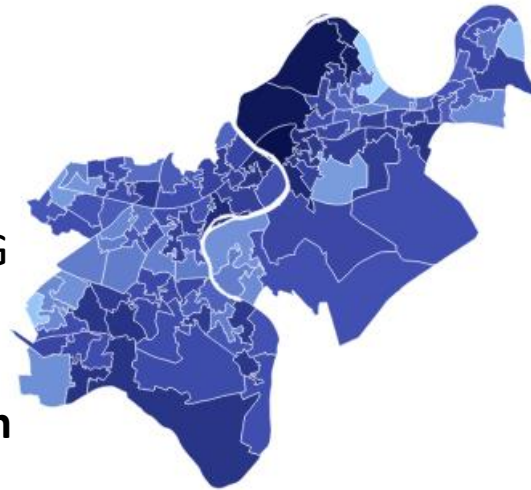
**35,400**

**Low energy efficiency homes**  
across Richmond\*

Around **60%** of homes in the borough with EPC certificates have **low energy efficiency**:

- **11,000** rated E-G
- **24,400** rated D

High concentration areas for E-G ratings: **South Richmond, Kew, Twickenham Riverside, St Margarets & North Twickenham and North Richmond.**



\*Approximately 69% of homes in the borough have an EPC rating – so not all are captured in this data. EPC rating and tenure have been taken from the EPC data, **January 2025**. Households with <£36,000 annual income have been estimated using indicators from CACI Acorn, 2024. Households with <£36,000 are considered low-income and eligible for the Warm Homes Local Grant - [\*interact with the data via the DataRich Cost of Living dashboard\*](#)

**1,800**

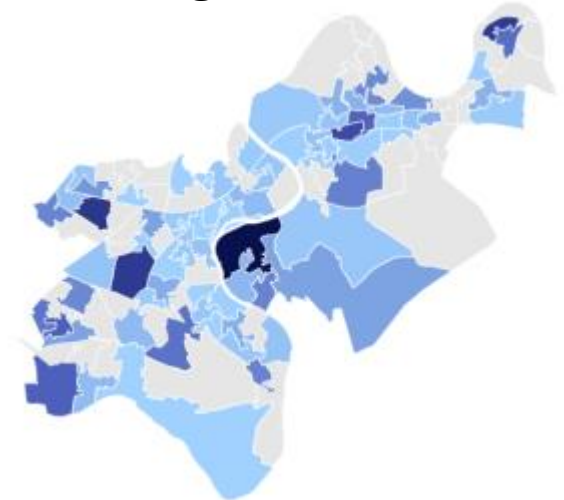
**Low-efficiency (D-G) homes**  
earning <£36,000\*

High concentration areas in **Ham, Petersham & Richmond Riverside, Hampton North, North Richmond and Heathfield.**

**700**

**Low-efficiency (D-G) private**  
**rented or owner-occupied**  
**homes earning <£36,000\***

Low income, energy inefficient households might have the additional burden of increasing private rents and mortgage repayments – the distribution of these households is similar to the above.







# Energy – Pre-payment Meters

Richmond has the **lowest percentage of pre-payment electric meters in London** – present in 4% of properties compared to 14% across London. Though there are **parts of the borough** where up to **18% of households** have pre-payment meters.

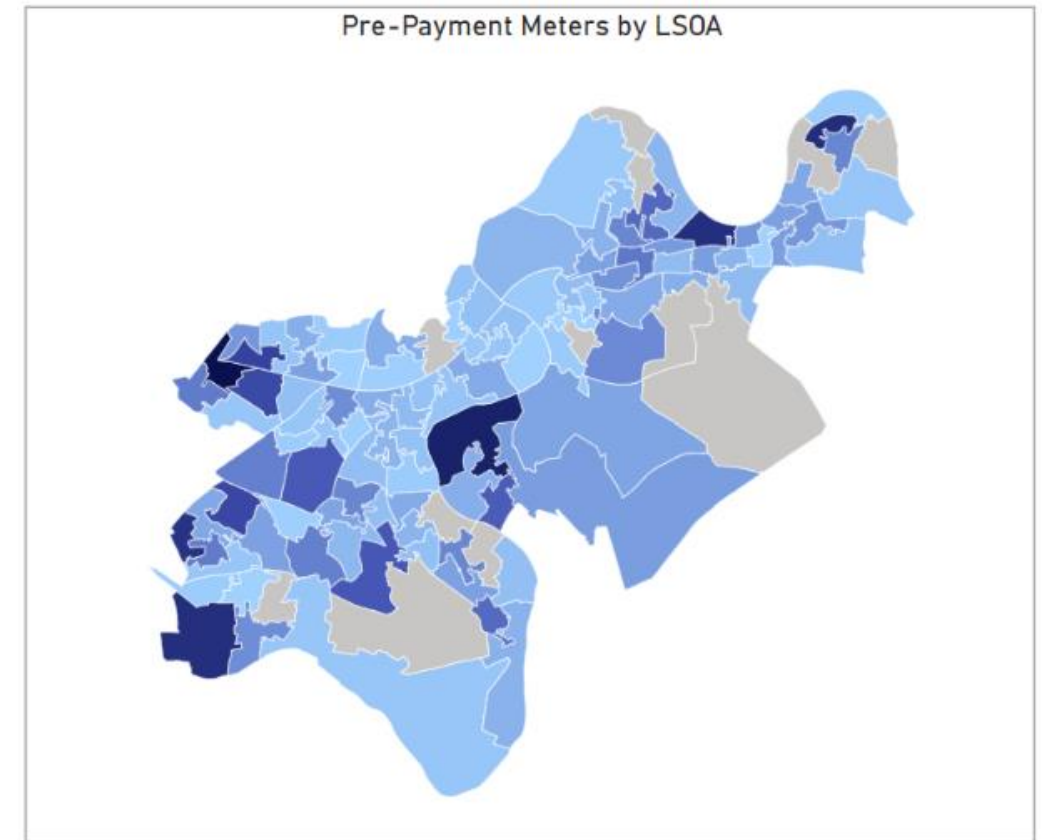
In July 2023, the government scrapped the charge on prepayment meters so these households will no longer pay more for their energy than direct debit customers. This change helped save on average £21 a year.

Still, prepayment meter customers are generally some of the poorest households that need to find the money to pay for their energy in advance and could be without electricity if they cannot afford to top up meters.

Also, energy costs for those on pre-payment meters are not evened out by paying throughout the year so energy will consume a large proportion of their incomes in Winter.

3,442

**Electric pre-payment meters**  
across Richmond in 2017



Source: [BEIS, 2019](#) (Data: 2017) - [interact with the data via the DataRich Cost of Living dashboard](#)



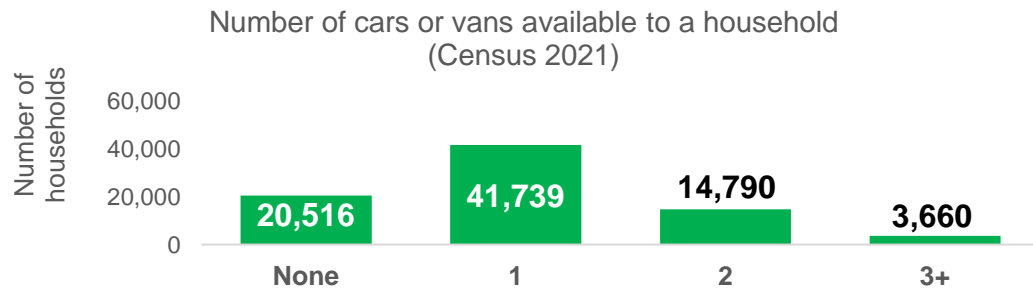
# Transport – Public Transport Accessibility

2015 Public Transport Accessibility Levels (PTALs) **place most (approx. 93%) of the borough in the least accessible half of PTAL categories**. All residential areas of **Ham, Heathfield and Hampton North** – some of the most deprived areas - fall within the two lowest PTAL ratings.

PTALs are likely to impact access to employment options, essential goods (e.g. grocery options) and services – especially for households without access to a vehicle.

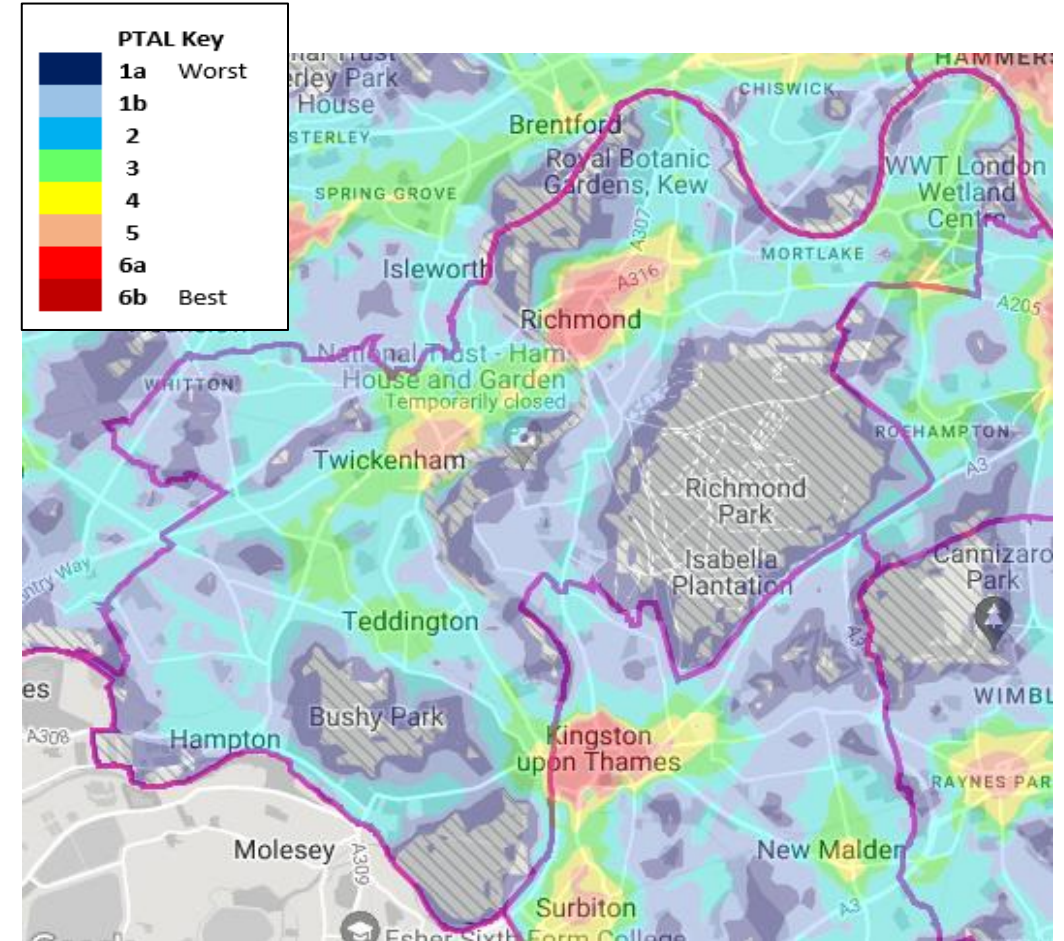
TFL fares have been frozen for bus and tram travel until 2026. Bus trips will remain at £1.75 per trip with a daily cap on multiple bus trips of £5.25 (you can still make unlimited bus and tram journeys within one hour of first touching in). Tube and rail fares rose by 4.6% in line with national rail fare increases in March 2025.

1 in 4 (25%) of Richmond residents do not have access to a car/van, which is lower than Outer London (31%) and London (42%).



Source: ONS, Census 2021 TS045 - Car or van availability

09/05/2025



Source: [tfl.gov.uk](https://tfl.gov.uk) - WebCAT 2021 (Forecast)

# Cost of Living

## 3. Who is impacted?

# Who is impacted most?

- Those already struggling on low or fixed incomes will be hardest hit by the increases in the Cost of Living - the following profiles focus on groups within the borough that have low household incomes and few savings to fall back on.
- The groups are intended to contextualise the pressures captured earlier in this presentation – increasing housing costs (for private renters and mortgagors), rising energy costs, the additional pressures of feeding a family or being isolated and elderly.
- The groups have been generated by combining population segments that share the same characteristics from CACI Household Acorn data – using what is known about these segments nationally and combining that with the volume and distribution of these segments within the borough, we have estimated the total size of the group and pulled out their likely key features.
- The two lowest income categories from CACI Household Acorn data were used to generate the groups – the maximum net household income of any population segment included was £33,745.
- The groups are mutually exclusive



# Group 1: Low income private renters

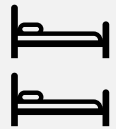
2,800

Approx. number of households for private renters with low income and low savings from CACI household 2024 profile data\*.

£29,529

Average **Net household income** for households of this type across Richmond

Avg. Property type

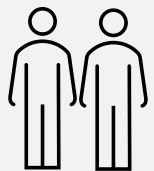


2 bed private  
rented flat/  
maisonette

Largest age  
group

35 - 49

1/2 Person Household



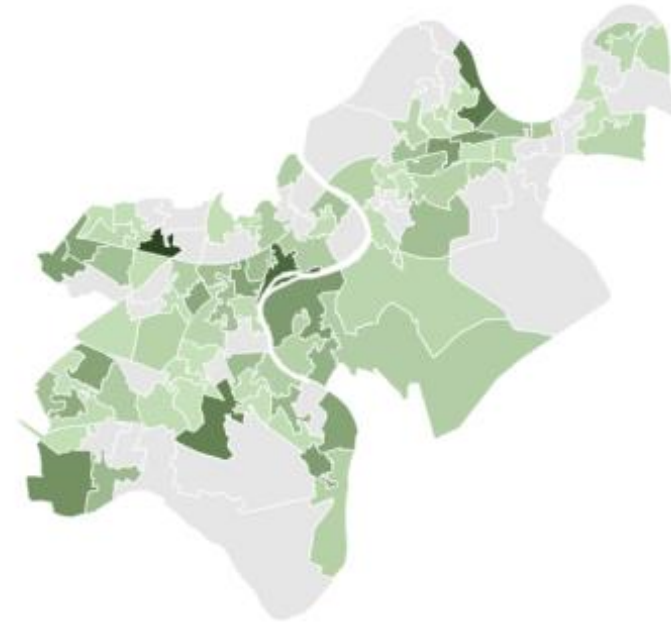
Some single/some  
couples without  
children

**NO Savings**



49%

106 (4%) Estimated single parent families



Concentrations of low income private renters are expected in:

North Sheen  
Twickenham  
Hampton Wick  
Heathfield  
Whitton

Main cost of living pressure point(s):

- Private rental costs (especially if they move to new rental accommodation). Housing insecurity.
- Energy costs (especially for those working from home).
- Public transport costs for travelling to work.

\*rounding to nearest 100 **Source:** © 1979–2020 CACI Limited. This report shall be used solely for academic, personal and/or non-commercial purposes. The applicable copyright notices can be found at <http://www.caci.co.uk/copyrightnotices.pdf> - interact with the data via the DataRich Cost of Living dashboard


# Group 2: Low income social renting families

4,200

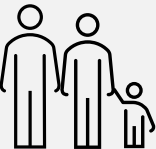
Approx. number of households in the low income social renting families category from CACI household 2024 profile data\*.


£26,383

Average **Net household income** for households of this type across Richmond

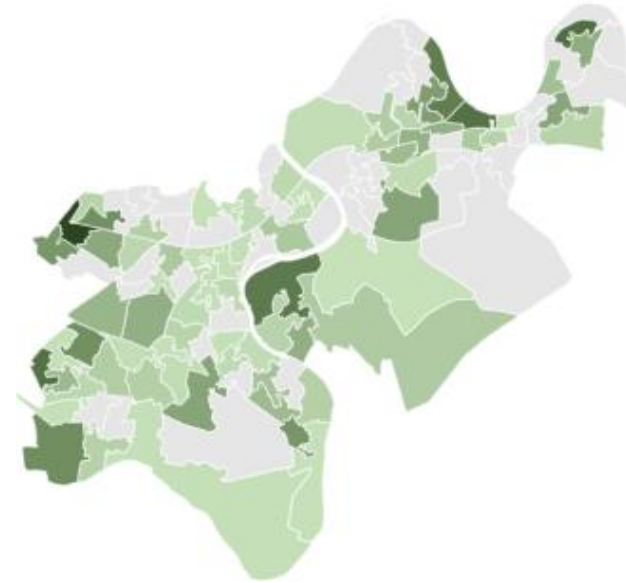
Avg. Property type  
 **2 bed flat/  
maisonette**

Largest age  
group  
**35 - 49**

3-4 Person Household  
 Families/  
Couples – may  
have children

**NO Savings**  
 **62%**

 **223 (5%)** Estimated single parent families



Concentrations of low income social renting families are expected in:

Heathfield  
North Sheen  
Hampton North  
Ham  
Barnes

## Main cost of living pressure point(s):

- Energy costs (possibly prepayment meters or payments not made by direct debit).
- Food costs (with dependants to feed).
- Costs associated with child care.

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# Group 3 – Low income older residents


3,100

Approx. number of households in the low income older residents category from CACI household 2024 profile data\*.

£24,994

Average **Net household income** for households of this type across Richmond


Avg. Property type

 **2** bed social  
 rented flat/  
maisonette

Largest age  
group

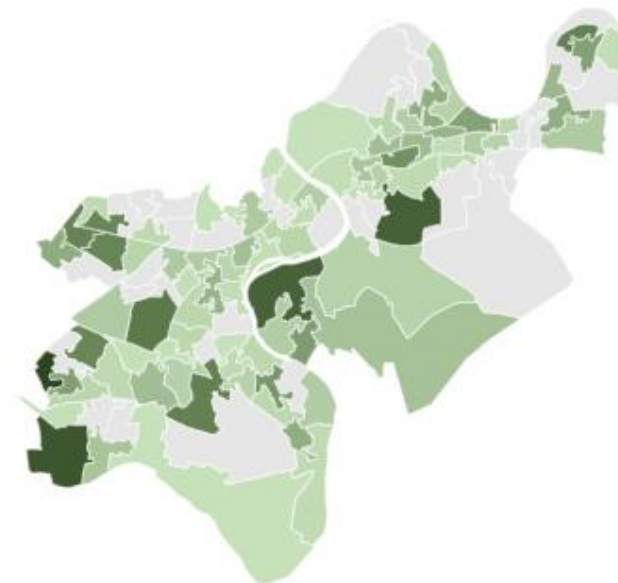
35 - 64

1 Person Household

 Singles and  
some couples,  
no children

**NO Savings**

 **62%**



Concentrations of low income older residents are expected in:

Heathfield  
Hampton North  
Hampton  
Barnes  
Ham  
North Sheen

Main cost of living pressure point(s):

- Energy costs – require more heating to keep warm due to age related health and wellbeing.
- High proportion of this group will already have health conditions and many affected by isolation.

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# Group 4: Low income families with mortgages

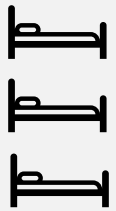
1,100

Approx. number of households for families with mortgages with low income and low savings from CACI household 2024 profile data\*.

£30,325

Average **Net household income** for households of this type across Richmond

Avg. Property type

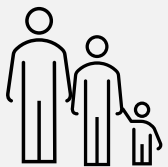


3 bed terraced  
House

Largest age  
group

35 - 49

3-4 Person Household



Families/  
Couples – may  
have children

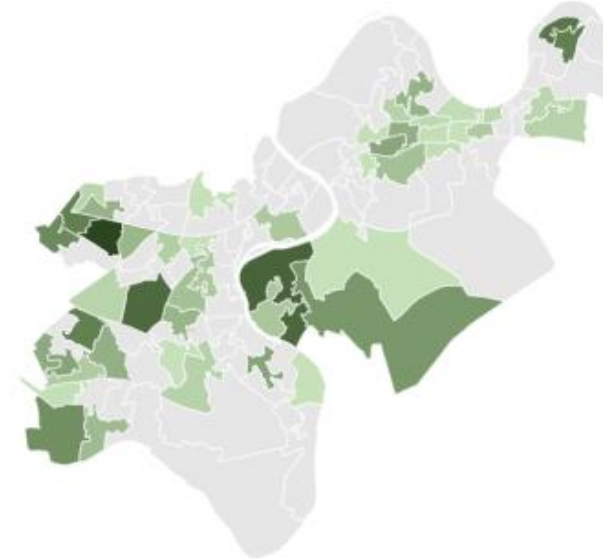
**NO** Savings



38%



48 (4%) Estimated single parent families



Concentrations of low income families with mortgages are expected in:

Heathfield  
Ham  
Hampton  
Hampton North  
Twickenham West

Main cost of living pressure point(s):

- Fixed term mortgages ending and rates have risen or another fixed term mortgage cannot be secured.
- Costs associated with child care.
- Energy costs (especially for those working from home).
- Cost of maintaining a vehicle / driving to work.

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# Additional Data & Information Sources



- [Financial Hardship and Economic Vulnerability \(LG Inform\)](#)
- [Richmond upon Thames Overview \(Trust for London\)](#)
- [Local income, employment and jobs data \(DataRich\)](#)
- [The rising cost of living and its effects on Londoners \(GLA\)](#)
- [Calculator - How is inflation affecting your household costs](#)
- [The cost of living: how data can help tackle the crisis | The ODI](#)
  - [Local Authority Food Insecurity Tool \(The ODI\)](#)
- [Food Insecurity Tracking | Food Foundation](#)
- [Food Prices Tracking | Food Foundation](#)
- [Citizens Advice Cost of Living Data Dashboard](#)