

VitalSigns® 2022

Latest research and community feedback
highlighting the key needs in London's East End



East End
COMMUNITY FOUNDATION

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METHODOLOGY

Social Themes

Vital Signs is defined by 10 social themes. To help ensure that data gathered across the UK is comparable, each social theme receives a grade based on the latest data available for specific nationally and locally agreed core indicators. The grade benchmarks how the East End (Hackney, Newham and Tower Hamlets) is performing on average, in relation to national figures, as follows:

- A The East End is performing better than 80% of comparable areas.
- B The East End is performing better than 60% of comparable areas.
- C The East End is performing better than 40% of comparable areas.
- D The East End is performing worse than 60% of comparable areas.
- E The East End is performing worse than 80% of comparable areas.

Community Consultation

EECF conducted a community survey from July to December 2021 which was available online and by hard copy to everyone that lives, studies or works in the East End. 391 responses were received.

As part of the consultation process, respondents were invited to grade each of the 10 social themes.

Data

The data in Vital Signs is gathered from a variety of publicly available data sources including the Office for National Statistics and the Thriving Places Index. Improvement of Vital Signs is a constant work in progress and, following the removal of previously used core indicators, new indicators were reviewed and identified by our researcher. The information included within Vital Signs is a snapshot and only analyses a limited amount of the available data. All information is considered accurate as of 2021. If you have any queries or believe any information to be incorrect, please contact info@eastendcf.org.

Due to insufficient data sources, statistics for the City of London have purposely been left out, though this area falls within East End Community Foundation's area of remit.

Special thanks go to Dr Kate Dawson of the London School of Economics and Political Science for her support in researching and analysing the data used to compile this report. We would also like to thank all the organisations and residents who engaged in the consultation.



958,000 residents living in Hackney, Tower Hamlets and Newham.

57% of residents are Black or minority ethnic, **43%** are white.

52% are male. **48%** are female.

21% are aged 0-15, **72%** are aged 16-74 and **7%** are 65+.

VITAL SIGNS 2022

The East End is one of the most diverse and vibrant areas of London, yet it has the worst levels of poverty amongst older people and children in the country. The pandemic has exacerbated racial and social inequalities, meaning residents across Hackney, Tower Hamlets and Newham have been amongst the hardest hit by unemployment, loneliness, deprivation and social exclusion.

In the face of these challenges, communities have come together like never before. By drawing on the support of donors we raised unprecedented levels of funds to provide vital, emergency financial assistance to our communities. Delivered by our voluntary sector partners, they demonstrated selfless determination to provide assistance to anyone who needed it, and helped turn lives around in the most challenging of times.

This emergency response has demonstrated that a coordinated and targeted approach to fundraising and grant-giving is the most effective way to support communities.

Building on this — and informed by this Vital Signs research — East End Community Foundation has launched our Life Chances Campaign which is raising £5 million over three years to tackle older people's isolation and poverty, support young people's wellbeing and employment, and narrow the digital divide.

And with residents facing even greater financial strains from a newly emerging cost-of-living crisis, the urgency of this campaign has never been greater.

VitalSigns®

Vital Signs brings together statistical data and community consultation. East End Community Foundation has commissioned this research to better understand the particular dynamics of Hackney, Newham and Tower Hamlets — three of the most deprived boroughs in the country. This research informs our community investment. It means we can target support where it is needed most in order to create lasting change.

East End COMMUNITY FOUNDATION

For over 30 years, we've been raising and distributing funds to improve the life chances of people living in some of the most deprived boroughs in the UK. Our work is informed by commissioned research like Vital Signs as well as extensive expertise, ensuring funds are targeted where they will have the most impact. For this reason, we are the 'go-to' organisation for donors wanting to make a real difference in the East End of London.



OUR KEY 'TAKE-AWAYS' FROM THIS REPORT

Strong economies and culture but not everyone benefits

The East End continues to perform strongly economically. Tower Hamlets is ranked in the top four in England, driven by Canary Wharf, which is home to the global offices of international investment companies, consulting firms and insurance services. Within this, the arts, heritage and culture sector is equally strong. Hackney scores particularly well, ranked seventh in London. In fact publishing, film and TV production and broadcasting are rapidly developing economies for both Hackney and Newham.

However, when we compare earnings by place of work to those by residence, it reveals contradictions between the local economy's strength and local people's employment situation. For instance, those working in Tower Hamlets earn on average 18% more than those living in the borough.

Participation and community cohesion are low across all three boroughs, suggesting that those who live in the East End may not necessarily benefit from the cultural assets in these places.

Educational attainment not translating into employment

The proportion of people in the East End with qualifications at degree level or above continues to rise, significantly outperforming the UK average. Given the record levels of inequality and poverty across all three boroughs, this is an incredible achievement.

However, despite improvements, the East End's unemployment rates are still amongst the highest 20% of boroughs nationally. Employment rates for Black and ethnic minority residents are lower than white residents by 22%.

In terms of wage growth and inflation, Newham wages do not keep pace with inflation which means Newham households are likely to be particularly affected by the cost of living crisis.



High levels of inequality

Measures of deprivation for Hackney, Newham and Tower Hamlets have all improved since the 2017 Vital Signs report. However, despite this, levels of deprivation are still very high. This is because income is unevenly distributed within boroughs.

Younger people and older people are among the worst affected by these high levels of deprivation and inequality. For instance, in Tower Hamlets 44% of older people live in income deprived households, 41% in Hackney and 37% in Newham. This compares to the national average of 14%. Taking into account housing costs, London has the highest rate of child poverty in the country. Within London, these East End boroughs have the highest proportion of children living in poverty, with 53.4% in Tower Hamlets, 43.2% in Newham and 41.3% in Hackney.

Digital exclusion

This has become an increasingly important area of concern, with clear links to income poverty. It has disproportionately impacted younger people and their ability to access online learning as well as older people, who may face higher levels of social exclusion and difficulties accessing health care and other vital services.



Vital Signs Themes: The 10 Vital Signs help us to understand how the East End is performing in relation to national averages. In some themes the East End is leading the way: the local economy, education and learning and arts, culture and heritage are performing better than 80% of comparable areas. However, the remaining seven themes receive an E grade, meaning we are performing worse than 80% of comparable areas.

	East End	Hackney	Newham	Tower Hamlets	Vital Signs Theme
	A	A	A	A	Arts, Culture & Heritage: The East End performs strongly in terms of arts, culture and heritage. It ranks in the top 10% of boroughs nationally. However, engagement with arts and culture show important borough differences, particularly between Hackney and Newham.
	A	A	A	A	Local Economy: The local economy represents one of the East End's top performing areas. While the local economy is exceptionally strong, this success does not bring equal benefits to all residents.
	B	B	B	B	Education & Learning: The East End performs strongly in educational attainment. Hackney's GCSE scores are higher than the England average. Newham has the second smallest attainment gap in London. But disadvantaged pupils have been severely affected by remote learning.
	E	C	E	E	Healthy Living: A mixed picture for the East End regarding better life expectancy but negative developments with cardiovascular mortality, childhood obesity and mental health. COVID-19 will exacerbate health concerns especially for younger and older people.
	E	E	E	D	Housing & Homelessness: Looking at affordability, rent levels and homelessness, high rent costs are absorbing a significant proportion of wages. COVID-19 presents emerging challenges to housing security and homelessness.
	E	E	E	E	Fairness: Despite some reductions in deprivation, the East End is still amongst the most deprived regions nationally. This is because income is unevenly distributed within boroughs. Poverty amongst children and older people is the highest in Britain.
	E	E	E	E	Strong Communities: While there have been increased rates of wellbeing over the last decade, COVID-19 has challenged people's ability to feel part of their communities. Social isolation and loneliness have increased particularly for younger people and older people.
	E	E	E	E	Safety: Violent crime is rising throughout the country. In the East End it has risen higher than the London average. There's been a steep increase in racist hate crime, 18% higher than London's average.
	E	E	E	E	Work: Unemployment in the East End is higher than the national average. In Newham, wage growth has been slower than the UK average, meaning households are more likely to be suffering from the increasing cost of living.
	E	E	E	E	Environment: Overall, the East End ranks poorly when it comes to environmental issues, including air quality and waste management. Whilst there have been some improvements, all three boroughs still rank in the lowest 20% nationally.

B EDUCATION & LEARNING



The East End performs well in terms of educational attainment, particularly in Hackney where GCSE scores are higher than the England average. Newham performs well with the second smallest attainment gap in London between pupils eligible for free school meals and those not. However, the most disadvantaged pupils have been severely affected by remote learning and a lack of digital equipment and skills.

FACTS & FIGURES

- The average Attainment 8 score for pupils' GCSEs in the East End is **48.6**, which is higher than the England average of **46.7**.
- The attainment gap for disadvantaged pupils is smaller in the East End compared to the **28.2%** England average, with **8.2%** in Newham, **11.9%** in Tower Hamlets and **15.7%** in Hackney.
- The levels of 16-17-year-olds not in education, employment or training (NEET) across the East End is **2.5%**, lower than the England average of **2.8%** but higher than the London average of **1.8%**.
- **59.8%** of the East End population have a qualification at NVQ 4+ (degree level) compared to **43.1%** of the UK population.
- **7.3%** of East End residents have no qualifications compared to **6.4%** of the UK population.

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“I am a governor of a secondary school in Tower Hamlets. During COVID over one third of the students did not have an appropriate device to access online learning. Unless this is rapidly addressed there will be a cohort severely disadvantaged; they will not be able to access work in a knowledge-based economy. The standard of Maths and English being taught is still below what employers require. There are insufficient opportunities for young people to gain the employment and life skills required in the workplace.”

“We need to create opportunity and allow people a way in which they can access them. Lots of services went online through the pandemic, but those that most need them cannot use the interfaces. Along with people losing jobs, we need to make provision for people to develop, train and retrain so that they can sustainably work or seek employment.”

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E HEALTHY LIVING

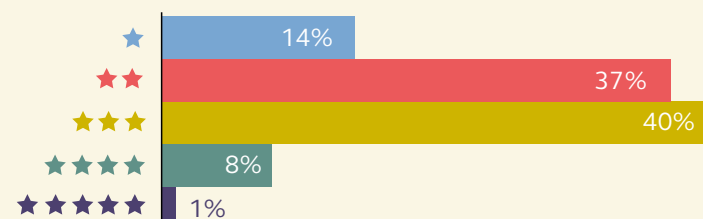


The picture of healthy living is quite mixed in the East End. Tower Hamlets has the second highest cardiovascular mortality rate in England. There has been a sharp increase in obesity amongst children, particularly in Newham, which is ranked in the top 5 local authorities. Mental health issues have increased across the UK as well as in the East End.

FACTS & FIGURES

- The rate for female cardiovascular mortality is **84%** above the national average.
- Male life expectancy has improved in the East End with Hackney now reaching the England average of **79.8 years**, and Tower Hamlets and Newham exceeding this at **80.4 years**.
- The East End average adult population has lower obesity rates (**58.2%**) than the national average (**62.8%**). However in Newham the rate is significantly higher at **68.2%**.
- Childhood obesity rates are significantly higher than the national average, linked to unhealthy eating and low levels of physical activity.
- 2020/2021 research on wellbeing suggests **25.3%** of East End respondents reported poor levels of mental health with respect to anxiety, compared to the England average of **24.15%**. In Tower Hamlets it was **26.9%**.

Community feedback: Healthy Living – how’s it going?



1 star = things are going badly — we must act now
 2 stars = things aren't going well — we should act as soon as possible
 3 stars = things are OK, but it could be better
 4 stars = Things are going well, but we can make them better
 5 stars = Everything is great — let's keep things that way

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“There is a huge mental health issue made worse due to the pandemic. Getting access to a GP is getting more difficult as more practices insist on making appointments online. A significant number of residents do not have access to the internet.”

“I think the biggest health issue is the health inequalities between rich and poor and also along racial and ethnic lines. There is a huge obesity and diabetes crisis, increasingly in younger and younger people that needs acting on urgently. The low levels of COVID vaccination is also very alarming.”

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COMMUNITY FEEDBACK

E FAIRNESS



Despite some reductions in deprivation since 2017, the East End is still amongst the most deprived regions nationally. This is because income is unevenly distributed within boroughs. Poverty amongst children and older people is the highest in Britain.

FACTS & FIGURES

- Within London, Tower Hamlets, Newham and Hackney have the highest percentages of children living in poverty, at **53.4%**, **43.2%** and **41.3%**, respectively.
- In Tower Hamlets, **44%** of older people live in income deprived households. The figure is **41%** for Hackney and **37%** for Newham. These are higher than the figure for London at **20%** and significantly higher than the national average of **14%**.
- In terms of households living in fuel poverty, all boroughs are above the England average of **13.4%**, with Hackney on **16.5%** and Tower Hamlets on **14.2%**. Newham, with **21.7%**, has the highest rate of fuel poverty in England.



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“The pandemic has impacted on employment, and those on low pay or made redundant after furlough bear the brunt. This will be made worse by fuel and food price increases and will push people who were already struggling to make ends meet below the breadline.”

“There is poverty in Hackney and not everyone has access to the same facilities because they can't afford them.”

“Our young people are facing unemployment. There's racism in education with a high levels of exclusion and no access to the same opportunities.”

“Housing is expensive, children's clubs don't have enough funding, and schools are understaffed.”

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COMMUNITY FEEDBACK

E WORK



While the national unemployment rate was steadily falling prior to 2020, unemployment in the East End is higher than the national average. In Newham, wage growth has been slower than the UK average, meaning households are likely to be feeling the most significant squeeze and experiencing in-work poverty.

FACTS & FIGURES

- Unemployment rates have dropped significantly since 2013. However, the East End unemployment rate of **6.6%** is still higher than the England average of **4.5%**.
- The average employment rate in the East End for ethnic minority groups is **62.7%** compared to **81.1%** amongst the white population.
- **33.8%** of employees in Newham are considered to be living in poverty, compared to **20.4%** in London.
- In January 2021, Newham had the highest number of people on furlough in London, averaging **21.9%** compared to the lowest number in Richmond at **14.4%**.

Unemployment amongst younger and older people higher than London and UK



% of claimants as a proportion of resident population of the same age, Nov 2021

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“My family and friends are ok, they are in secure public services employment. But many local residents are in low paid, long hours insecure jobs. Proximity to the City, where many places shut down totally during the pandemic, disproportionately affected people in Newham and other surrounding boroughs who provide the service staff for the City.”

“Majority of jobs in the borough filled by non-residents. Limited skills development and opportunities for people from BAME community, particularly women, who need this support before entering into labour market.”

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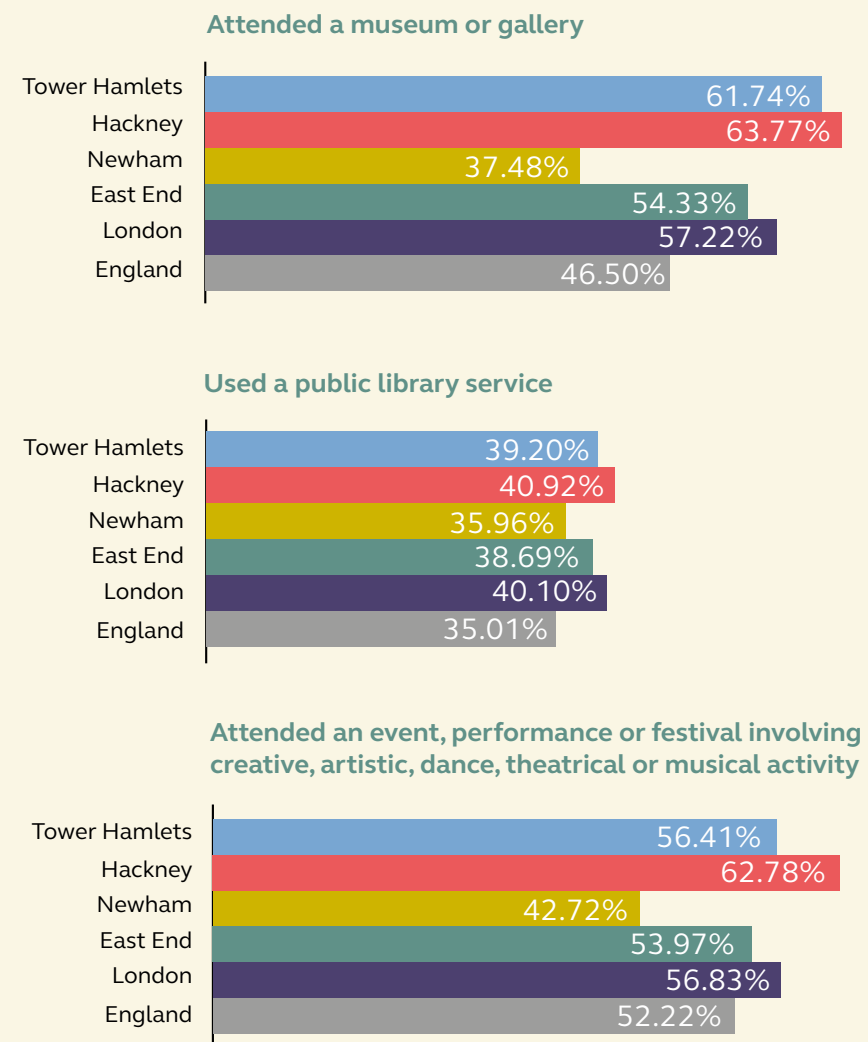
COMMUNITY FEEDBACK

E ARTS, CULTURE & HERITAGE



The East End performs strongly in terms of arts, culture and heritage. It ranks in the top 10% of boroughs nationally. However, engagement with arts and culture show important borough differences, particularly between Hackney and Newham.

FACTS & FIGURES



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“The arts in particular are very vulnerable in Newham. Budgets are stretched, the pandemic has hit hard, and buildings and organisations are all at risk. The Council is positive about supporting local work, but may simply have no facility to do so.”

“The borough has so much heritage, culture and arts. It is also very diverse and there is a strong feeling of community.”

“Everything is under pressure at the moment. People have less money to spend, and not everyone is comfortable going out.”

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COMMUNITY FEEDBACK

IMPROVING LIFE CHANCES FOR EAST END RESIDENTS

Our Vital Signs research shows that the youngest and oldest in the East End are most impacted by the deep-seated inequality that exists across Hackney, Tower Hamlets and Newham. The pandemic has exacerbated poverty, unemployment and social isolation amongst these groups.

A quarter of 18-24-year-olds were furloughed or lost their jobs during the pandemic and 1 in 6 are experiencing poor mental health. Tens of thousands of homes are without internet, creating a barrier to accessing online education, employment opportunities and vital public services. In the East End over 50 per cent of older people are living in poverty and even more are suffering from loneliness and isolation.



The East End Community Foundation's Life Chances Campaign aims to raise £5 million to create lasting change in London's East End.

Using our 30 years' experience of raising and distributing funds we are bringing together donors and grassroots organisations to target sustained investment where it is needed most.



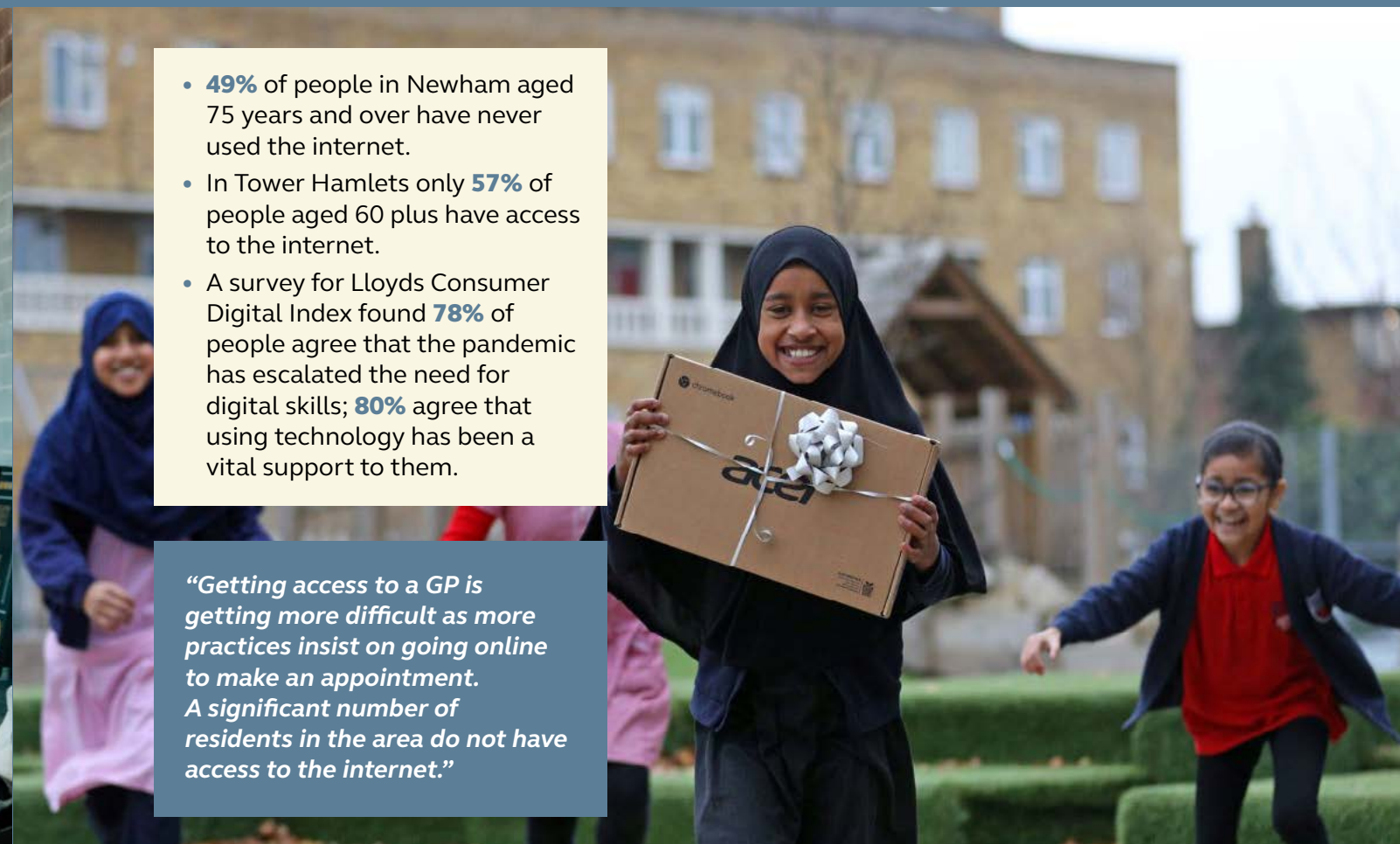
DIGITAL EXCLUSION

The COVID pandemic threw a spotlight on the digital inequality that exists in the East End, with tens of thousands of homes without internet connection and families unable to access online education, vital public services and employment opportunities.

Our Vital Signs research shows clear links between income poverty and digital exclusion, with the costs of an internet connection and limited access to devices among the core concerns for low-income families and individuals. 'Digital poverty' has had a devastating impact on learning for children in low-income families, worsening inequalities in education. There is also a strong link between digital exclusion and older age, with over half of all adult internet non-users over the age of 75.

- **49%** of people in Newham aged 75 years and over have never used the internet.
- In Tower Hamlets only **57%** of people aged 60 plus have access to the internet.
- A survey for Lloyds Consumer Digital Index found **78%** of people agree that the pandemic has escalated the need for digital skills; **80%** agree that using technology has been a vital support to them.

"Getting access to a GP is getting more difficult as more practices insist on going online to make an appointment. A significant number of residents in the area do not have access to the internet."



The Life Chances Campaign aims to close the digital divide by providing low-income families and older people with a device, 12-months free internet access and digital skills training.



PENSIONER POVERTY AND ISOLATION

While improvements can be seen in comparison to the 2017 Vital Signs report, Tower Hamlets, Hackney and Newham have the highest levels of pensioner poverty in the country.

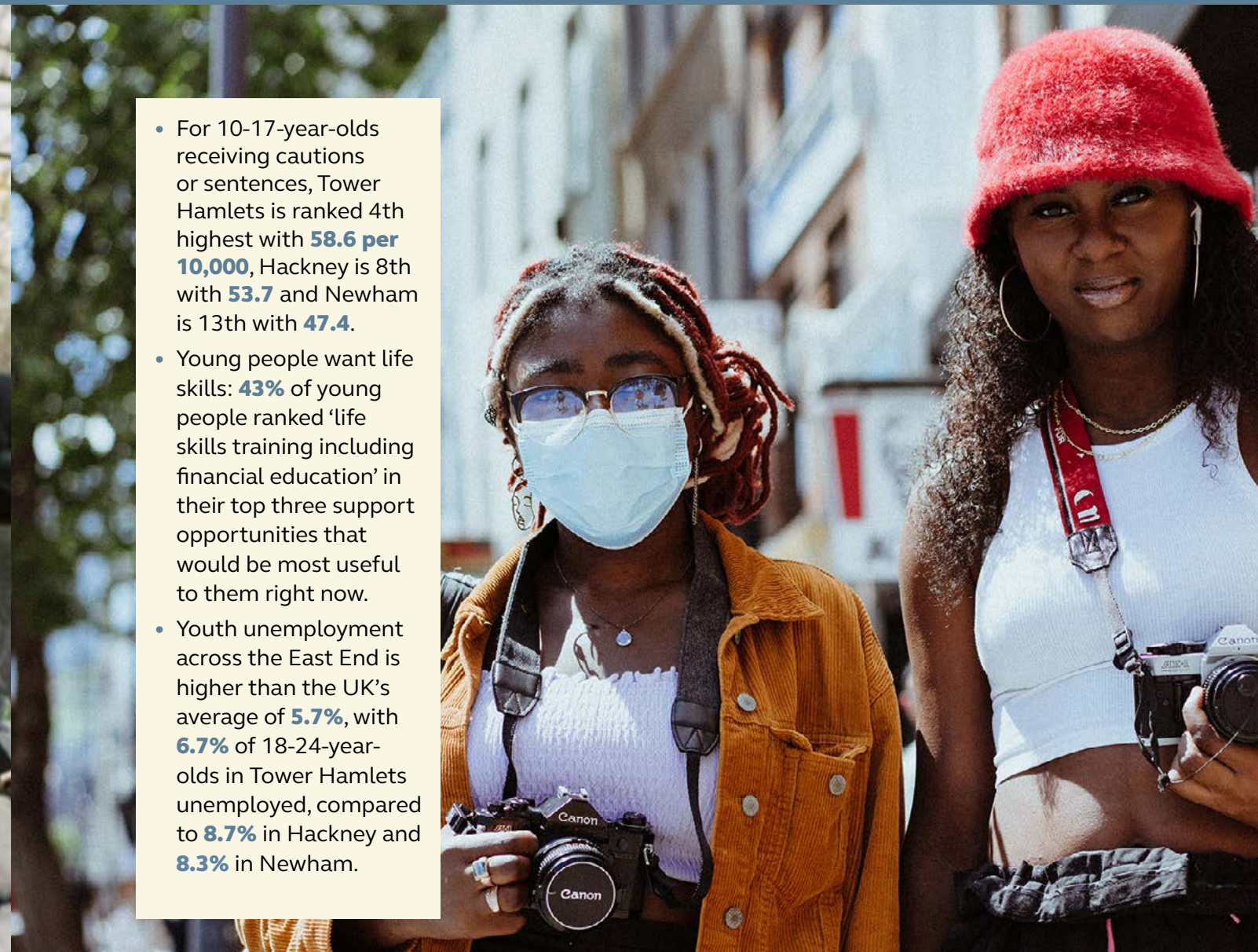


- In Tower Hamlets **44%** of older people live in income deprived households; **41%** for Hackney and **37%** for Newham. This compares to the national average of **14%**.
- National data reports increased levels of loneliness during the Covid-19 pandemic, with Hackney and Tower Hamlets reporting rates of loneliness above the UK average.

Life Chances will help lift older people out of poverty by helping them access benefits, get online and take part in community activities to reduce loneliness and isolation.

YOUNG PEOPLE'S WELLBEING AND EMPLOYMENT

Whilst educational attainment is improving across all boroughs, unemployment is a significant issue facing young people. Vulnerable young people are facing increased mental health issues, a lack of safe spaces and are at higher risk of engaging in gangs, substance misuse and other harmful practices.



- For 10-17-year-olds receiving cautions or sentences, Tower Hamlets is ranked 4th highest with **58.6 per 10,000**, Hackney is 8th with **53.7** and Newham is 13th with **47.4**.
- Young people want life skills: **43%** of young people ranked 'life skills training including financial education' in their top three support opportunities that would be most useful to them right now.
- Youth unemployment across the East End is higher than the UK's average of **5.7%**, with **6.7%** of 18-24-year-olds in Tower Hamlets unemployed, compared to **8.7%** in Hackney and **8.3%** in Newham.

The Life Chances Campaign will tackle these issues by investing in experienced local organisations uniquely placed to provide the support young people need.

B ENVIRONMENT



Overall, the East End ranks poorly when it comes to environmental issues including air quality and waste management. In comparison to 2017 there have been some improvements but we are still ranked in the lowest 20% nationally.

A LOCAL ECONOMY

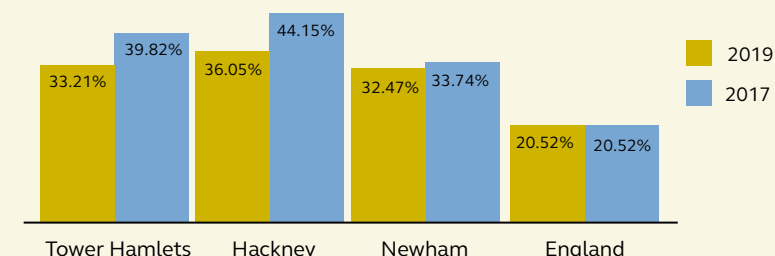


The local economy represents one of the East End's top performing aspects. While the local economy is exceptionally strong, this success does not bring equal benefits to all residents.

FACTS & FIGURES

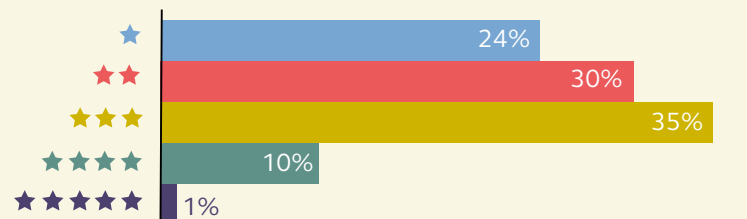
- In 2019, **two million** Londoners were living in conditions of illegal air pollution.
- Newham and Hackney have seen an increase in the recycling rate, from **15% to 20%** and **25% to 28%** respectively.
- Tower Hamlets has seen a reduction in the rate of recycling from **27% to 22%**, the lowest rate for the borough in more than a decade.

Improvements in Index of Multiple Deprivation Living Environment scores



Index of Multiple Deprivation (IMD) Living Environment average score 2017 and 2019

Community feedback: Environment – how's it going?



1 star = things are going badly — we must act now
 2 stars = things aren't going well — we should act as soon as possil
 3 stars = things are OK, but it could be better
 4 stars = Things are going well, but we can make them better
 5 stars = Everything is great — let's keep things that way

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“The environment is generally clean and tidy, but bins are usually full. There should be more green spaces, as there are more and more buildings and grey areas, and nature's what is needed. I live near the main road.”

“I have been prevented from keeping plants outside my flat and believe small things like this, when people have limited outside space, destroy wellbeing and limit our direct engagement with nature.”

“The green spaces function really well and are a positive asset. Air pollution is a real concern, especially as we live near the A406 and A13.”

“My food waste goes in general rubbish at the moment, very poor practice and very wasteful. No drive to increase renewable energy, pollution levels still high.”

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COMMUNITY FEEDBACK

FACTS & FIGURES

- Economic performance in the East End is particularly high as a proportion of the national economy, with Tower Hamlets' share of **1.76%** ranking them fourth in the country, after Westminster, City of London and Camden. However, Tower Hamlets' share of national GVA reduced from 2014 to 2019 for financial and insurance activities: from **12.11%** to **10.54%**. The transportation and storage industry also reduced from £1.2 billion to £616 million over the same period.
- Both Hackney and Newham have seen rapid economic growth in publishing, film, TV production and broadcasting sectors, from **£221 million** in 2014 to **£524 million** in 2019.
- 2019 figures for labour productivity put Tower Hamlets highest in the country, **72%** above the national average.

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“More small local businesses are needed. The quality is improving, but more need to up their game. I know of plenty of people who have been spending their money in Central London because the local offering wasn't good enough. Westfield was a big step forwards.”

“Wealth and proceeds of business based locally is not ‘trickling down’. How can it be right that the borough has City Fringe and Canary Wharf and 50% pensioners in poverty and 57% of households with children in poverty. That should shame us all.”

“The local economy outside the immediate vicinity of big business is on its knees because big business does not spend, does not engage and does not have any regard for the local community and its economy.”

“The sustainability and resilience of local businesses is very much community driven, as there is a high Asian community. But a lot of the large and major businesses do not benefit the local community.”

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COMMUNITY FEEDBACK

E STRONG COMMUNITIES

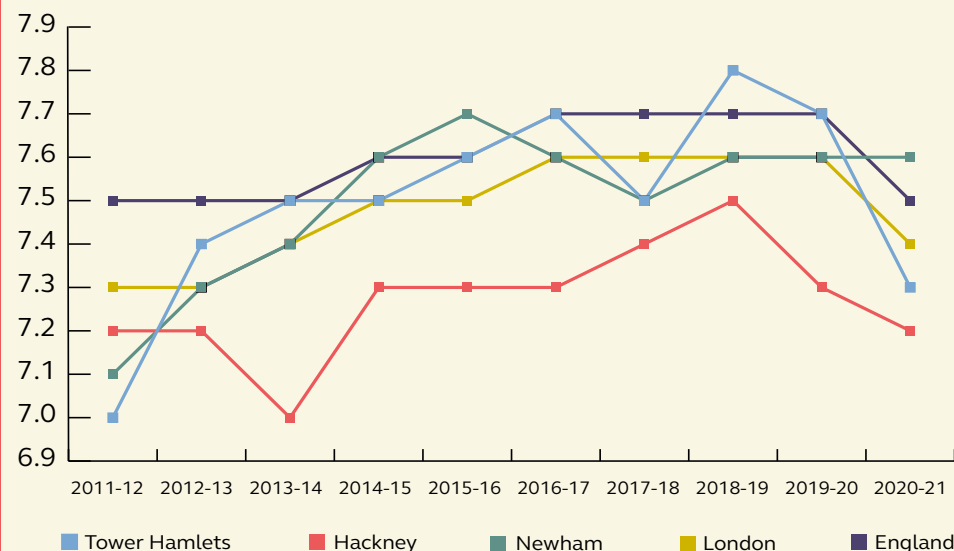


While there have been increased rates of wellbeing recorded over the last decade in the East End, COVID-19 has challenged people's ability to feel part of their communities. Reports of social isolation and loneliness have increased, particularly for the youngest and oldest residents.

FACTS & FIGURES

- The UK reports increasing levels of loneliness between April and May 2020: **5%** of people said they felt lonely 'often' or 'always.' This figure increased to **7.2%** between October 2020 and February 2021.
- Newham's population felt less lonely, with a lower average of **4.5%**. In Hackney, the figure was higher at **8.1%** and in Tower Hamlets, it was **9.3%**.
- There are important borough differences, with Hackney's well-being score significantly below the London and England average and behind the other East End boroughs. The most recent data shows a fall in wellbeing scores, most significantly in Tower Hamlets.

Personal wellbeing



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“Pre-pandemic, I felt connected to a few groups I was involved with, but the situation in the last year has broken the connections down. I feel that activities to create closer bonds with my local streets would make things safer and cleaner.”

“Isolation is a big issue, not just within the elderly community but also the younger community. Maybe we need more intergenerational projects to help build up this sense of community that is missing, while also alleviating some isolation.”

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COMMUNITY FEEDBACK

E SAFETY

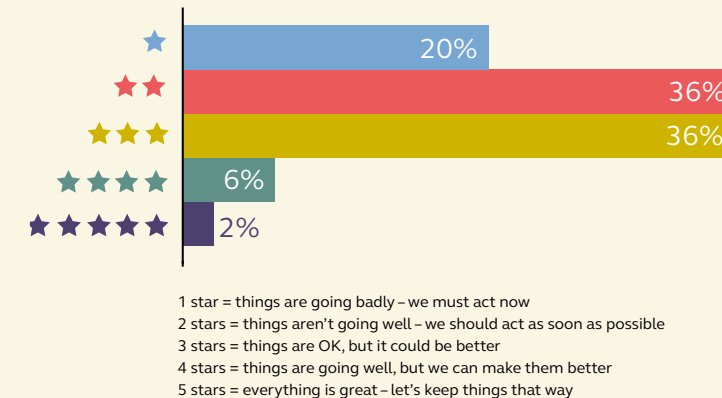


Violent crime continues to rise throughout the country. In the East End violent crime has risen higher than the London average. There has been a 50% increase in racist hate crimes across the East End, 18% higher than the London average. We have also seen increased levels of theft, residential burglary and vehicle offences which can be linked to rising poverty and inequality.

FACTS & FIGURES

- According to 2020 data, rates of violent crime in the East End remain high, increasing across all three boroughs, to an average of **26.87 per 1000 people**, higher than London.
- The East End as a whole is in the upper **50%** for under 18s cautioned and sentenced. For 10-17-year-olds receiving cautions or sentences, Tower Hamlets is ranked 4th highest with **58.6 per 10,000**, Hackney is 8th with **53.7** and Newham is 13th with **47.4**.
- There is a continued rise in the number of recorded racist hate crimes across the East End, from an average of **660** crimes in 2017 to an average of **972** crimes in 2021. This marks a **50%** increase across the East End, **18%** higher than London's average increase.

Community feedback: Safety – how's it going?



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“The prevalence of gangs in Hackney is a problem for young men in particular and many parents are deeply stressed and worried about their sons' safety on the streets and the likelihood that they will be drawn into gang life without really wanting to, but just feeling that they have to because of where they live and the pressure from their peers.”

“I do not leave my flat or allow my children out after dark. We have been affected by crime and antisocial behaviour and do not feel safe in the community. We rarely see police in our area.”

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COMMUNITY FEEDBACK

E HOUSING & HOMELESSNESS

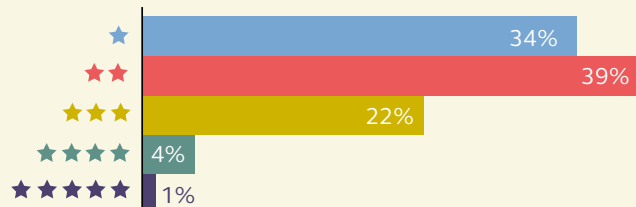


Looking at affordability, rent levels and homelessness, high rent costs are absorbing a significant proportion of wages. Housing and homelessness topped the priority issues from our community survey. COVID-19 presents emerging challenges to housing security and homelessness.

FACTS & FIGURES

- Housing affordability is calculated by dividing average house price by average earnings. Hackney is the ninth least affordable borough in England. Newham is ranked at **54** and Tower Hamlets at **105**. Whilst this is an improvement, the long-term trend shows housing is increasingly unaffordable.
- Hackney and Tower Hamlets have the lowest numbers of dwellings that are owner-occupied in England, at just **28.7%** and **29.8%** respectively. This is significant because overcrowding is more likely in social or private rented dwellings.
- Rent for a one bedroom home works out at **51%** of your salary if you live in Hackney, **51%** in Tower Hamlets and **50%** in Newham. This is higher than the London average of **45.1%** and double the UK average of **24%**.
- Rough sleeping is rising across the East End. In Newham **724** people were seen sleeping rough in 2019/20, the second highest number in London.

Community feedback: Housing & Homelessness – how's it going?



1 star = things are going badly — we must act now
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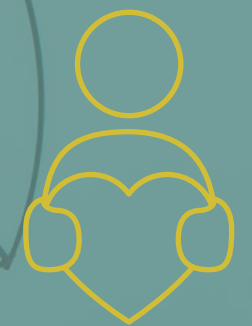
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“Housing is a crisis. Thousands of families are living in overcrowded conditions, leading to depression and mental health issues. Young families have children growing up in one or two bedroom houses and have no room to sit and study. We can see so many houses are being built. However a high percentage is for the rich. Only a tiny amount is for social housing, even then the rent is incredibly high. Homelessness is thriving. In every corner of every borough you will notice rough sleepers.”

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COMMUNITY FEEDBACK

WHAT PEOPLE LOVE MOST



We asked people what they love most about where they live. Their top three are:

- Community vibrancy and togetherness
- Community heritage and culture
- The outside environment and green spaces



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“Our local park — Central Park in East Ham — is a great resource and a space in which we meet people and exercise. The borough has lots of diversity and culture.”

“I like living somewhere that has a history, and where around each corner there is something to discover. Remember that history is everything that has happened up to this moment, so it doesn't need to be ‘ancient.’”

“I love the variety of cultures and races who live here next to each other — I think it reminds us daily we are global citizens and the more we see how we all want a decent home, enough to live on, a safe place to raise children — reminds us that we are all really the same with the same aspirations.”

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“I love living in a vibrant neighbourhood — a strong local economy means there is lots to do and a positive, forward-facing feel to the area.”

“It forces us to make the effort to be curious, to learn about each other's differences, to see past our differences and see the humanity of people from different cultures, religions and economic backgrounds. People might complain about others, but we actually get along far better than people in the suburbs — most of us realise it is in all our best interests to do so!”

“Put it this way, you have to make that difference and make changes. If you're friendly, act friendly. My block of 6, we are multicultural and we all get along and help each other. We don't look at colour or race, we see a need. We are 1st human.”

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WAYS TO GET INVOLVED

PHILANTHROPISTS AND BUSINESSES

EECF brings you closer to the East End and our communities. Our knowledge and experience can connect you to the real value of your investment locally. There are a number of ways you can get involved.



Speak to the Development Team on 020 7345 4444 to find out more.



VOLUNTARY AND COMMUNITY SECTOR

EECF delivers a number of different grants programmes and community support activities to improve opportunities for local people including:

- grants to fund projects tackling local issues such as employability, education and community cohesion
- volunteer brokerage scheme matching corporate volunteers with local projects
- annual Christmas appeal and activities to support isolated and vulnerable elderly residents

Speak to the Grants & Community Engagement Team on 020 7345 4444 to find out more.



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COMMUNITY FOUNDATION



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GIVING FOR LOCAL GOOD

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