East End Community Foundation is proud to share the Vital Signs health-check of our communities; a guide to current needs in the East End and how you can make a difference.
Welcome to East End Community Foundation’s 2017 Vital Signs which takes the pulse of our local communities.

Vital Signs creates action from community knowledge and enables EECF and partners to increase our impact on key local issues. It is a unique tool as it combines statistical data and results from our community consultation to give us the brass tacks (cockney rhyming slang for facts) we need to empower our communities and create positive change.

The East End has always been a place of incredible diversity, change and continued deprivation. From the Huguenot silk weavers landing as refugees in the 17th century, the establishment of the East End docks attracting casual and migrant workers to becoming the headquarters of the Suffragette movement and the fight for Dockers rights in the 20th century. In the 1980’s the London Docklands Development Corporation started the regeneration of the area with Canary Wharf and in 2012 the East End was the proud host of the London Olympic Games.

Despite our rich and unique history, the high levels of inequality and deprivation remain. Some of the richest parts of London sit next door to some of its poorest. We have been working in the East End for a quarter of a century creating more opportunities for local people. We are inspired everyday by the resilience and ‘nous’ of our communities. Throughout these challenges, our community remains one of the most accepting and diverse places in the world. But more needs to be done to give equal access to opportunities for local people, supporting them to resolve the issues they face.

Our Vital Signs report this year examines 10 issue areas and, by combining this with community feedback, it gives us a clear direction on where we can make a difference and maximise our impact.

So, make yourself a cup of Rosie lee (tea) and reflect on the information in this report. We hope it will give you an insight into life as an ‘East Ender’ and inspire you to work with us to take action. There are hundreds of organisations and groups here doing amazing things, but together we can do more.

ENGAGE: What does the information in this report mean for our communities? How can we use this knowledge to work together?

CONNECT: Knowledge is power, share this report with anyone and everyone you know. The more we talk about these issues the more potential we create to tackle them.

TAKE ACTION: Talk to us if you want to make a difference in the East End, as a local philanthropy advisor, our experience and expertise in the East End will ensure your support reaches those who need it most.
If the East End was a village of 100 people...

52 would be female and 48 would be male
10 would be aged 18-24 and 7 would be over 65
43 would be White and 57 would be Black or minority ethnic
33 would have a main language other than English
52 would hold a degree and 9 would have no qualifications
7 would be unemployed
13 would experience depression or anxiety
In one year, 10 would be victims of crime

Vital Signs Themes: The 10 Vital Signs themes help us to understand how the East End is performing in relation to national averages. For some social themes the East End is leading the way: arts, culture & heritage, education & learning and the local economy score our top grades meaning the East End is performing better than 80% of comparable areas. However, the remaining seven themes receive an E grade, meaning the East End is performing worse than 80% of comparable areas. Our E grades, such as fairness, strong communities and work, are of key importance to EECF as we continue to deliver real solutions to these issues.

<table>
<thead>
<tr>
<th>Vital Signs Theme</th>
<th>East End</th>
<th>Hackney</th>
<th>Newham</th>
<th>Tower Hamlets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Local Economy</strong></td>
<td>A A A A A</td>
<td>Local Economy: Tower Hamlets’ labour productivity is 85% above the UK average, with Newham and Hackney 27% above average. However, Canary Wharf and the City Fringe accounts for 75% of the total jobs in Tower Hamlets.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Arts, Culture &amp; Heritage</strong></td>
<td>B A C A</td>
<td>Arts, Culture &amp; Heritage: The East End has a high level of local amenities and is ranked within the top 40% of districts nationally. Hackney has the highest percentage of people employed in the creative industries at 11.7%.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Education &amp; Learning</strong></td>
<td>B A C C</td>
<td>Education &amp; Learning: Tower Hamlets, Hackney and Newham have more pupils achieving 5 or more A*-C GCSE grades (58.7%) than the national average (57%). There has also been a reduction in the number of 16–18 year olds not in education, employment or training.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Environment</strong></td>
<td>E E E E</td>
<td>Environment: The index of multiple deprivation: living environment ranks Hackney as 6th worst out of 326 local authorities, Tower Hamlets is 16th and Newham is 38th. Hackney has the 5th worst air quality of all London boroughs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fairness</strong></td>
<td>E E E E</td>
<td>Fairness: The East End continues to face significant inequalities. Tower Hamlets has the highest percentage of children affected by income deprivation in the country (39%) and all three boroughs have over 40% of older people living in income deprivation.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Healthy Living</strong></td>
<td>E E E E</td>
<td>Healthy Living: The East End has a lower than average adult obesity rate but 26.7% of 10-11 year olds are considered obese. There are a higher number of people in Tower Hamlets and Hackney living with a mental health issue than the national average.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Housing &amp; Homelessness</strong></td>
<td>E E E E</td>
<td>Housing &amp; Homelessness: Fewer than 30% of houses in the East End are owner/occupied and Hackney is the 5th least affordable borough in the country. It would take an average resident over 70 years to save for a deposit to buy a starter home in the East End.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Safety</strong></td>
<td>E E E E</td>
<td>Safety: Overall the crime rates across the East End have reduced by 6% since 2013, meaning fewer people have been victims of crime. However, an increase in violent and hate crimes across all three boroughs is of concern.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Strong Communities</strong></td>
<td>E E E E</td>
<td>Strong Communities: Wellbeing scores are above or close to the London average for Tower Hamlets and Newham but Hackney scores below the London average on all wellbeing measures. Hackney is ranked 345 out of 351 for life satisfaction, happiness and anxiety levels.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Work</strong></td>
<td>E E E E</td>
<td>Work: The East End has high unemployment rates, ranked in the bottom 20% nationally. Tower Hamlets has the highest unemployment rate of all local authorities (12.2%) which disproportionally affects black and minority ethnic groups and young people.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Healthy Living in the East End is poor, with life expectancy significantly lower than the England average despite the gap reducing since 2014. There is a disparity between low levels of adult obesity and high levels of childhood obesity which are significantly worse than the national average. Childhood obesity and deprivation are strongly related.

Men living in the most deprived parts of the East End will on average live 6.4 years less than those in the least deprived areas.

Newham has 28.6% of GP surgeries rated inadequate or requires improvement and there is double the national average rate of people living with type 2 diabetes.

27.1% of 10-11 year olds in Tower Hamlets, 27.5% in Newham and 25.7% in Hackney are considered obese. The East End has over 100 fast food outlets per 100,000 people, placing us in the worst 20% of local authorities.

Health & Wellbeing: E

Hackney and Tower Hamlets have a significantly higher prevalence of depression and anxiety than the England average.

City and Hackney CCG has the highest number of people subject to the Mental Health Act in the country at 123 residents.

Education & Learning: B

Overall education has significantly improved across the East End and GCSE pass rates have continued to get better. There has been a decrease in the number of 16-18 year olds not in employment, education or training (NEET). However, literacy and numeracy levels and the number of residents with no qualifications remains a concern.

An average of 58.7% of pupils in the East End achieved 5 or more A*-C grades at GCSE level compared to the national average of 57%.

Hackney is ranked 1st in England for children aged 5 to 7 reaching the expected Key Stage 1 standard.

The East End has below the England (4.2%) average of 16-18 year olds not in employment, education or training dropping from 5.7% to 3.2% from 2012 to 2015.

The East End has a high rate of residents with no qualifications at 8.6% compared with the London average of 6.6%.

The East End is in the top 20 Local Authorities in England with the greatest proportion of adults estimated to have numeracy levels similar to a 5-7 year old meaning they may not be able to select a floor number in a lift.

I think there is a need for more adult education opportunities to boost skills and employment prospects, and also for extra-curricular educational support programmes for disadvantaged and at risk children and young people.”

Newham resident
Unemployment in the East End continues to be significantly higher than the London and UK average, despite the overall unemployment rates dropping. Those aged 16-24 remain the most affected by unemployment in the East End, particularly young women.

Tower Hamlets has the highest unemployment rate in the UK at 12.2% compared to the national average of 4.8%.

The average youth unemployment rate in the East End is higher than the UK and London, Tower Hamlets at 24.6%, Hackney at 19.4% and Newham at 14.2%. 28.4% of females aged 16-24 in Tower Hamlets are unemployed.

Newham has the highest number of residents on low pay in London – 34% earn less than the London living wage of £9.75 per hour.

Hackney has 45,000 people employed in the digital sector, more than any city in the world.

There is a big split between the high earners of Canary Wharf and the just about managing of everyone else. Zero hours contracts, minimum wages, low job security means working poverty for many of us.”

Tower Hamlets resident

20% All 3 boroughs remain in the 20% most deprived districts nationally.

The rate of children living in income deprived households in Tower Hamlets has reduced from 42% in 2014 to 39% in 2016. However, this is still the highest rate in the country and a family of four may be living on £1,700 per month before housing costs.

The East End has the highest level of older people affected by income deprivation in the country. We are the only area with rates over 40%. In Tower Hamlets 1 in 2 older people live in income deprivation.

Fairness refers to equality and opportunities in our community. The effects of deprivation and inequality impact on us all and working to bridge the gap between rich and poor has been shown to significantly improve social problems. The East End continues to experience significant inequalities, particularly affecting children and older people.

Vital Question

New businesses and luxury accommodation are opening on a regular basis but how do they connect with local people?

Residents often feel isolated from these new buildings and shops that don’t appear to be a part of the community.

How can we support local people to feel more connected to, and take advantage of, the regeneration taking place?
Life in the East End

Life in the East End is vibrant, thriving and can often be challenging. As you can see from our community consultation, our sense of community and love of diversity is strong. This passion is why EECF exists, to provide support and create more opportunities for local people facing difficult circumstances.

What people love most...

“I like that the community consists of different cultures, faiths and backgrounds.”
Tower Hamlets resident

“I think community is what draws so many people here to this day, even if they’re only aware of the vibe not the stories, and you meet some cracking people.”
Tower Hamlets resident

“I would have said our diversity. Many are struggling, but we are struggling together!”
Newham resident

“I love the mosaic of cultures, and the traditional home for first generation immigrants bringing the colour and vibrancy to places like Brick Lane.”
Hackney resident

“I love the way people come together. I love seeing kids playing together in Gillet Square, the young adults skateboarding, older people playing dominoes, everyone sharing a space totally equal – this is what Hackney means to me.”
Hackney resident

“Victoria Park, the Rivers Thames & Lea, Brick Lane, Tower of London, Spitalfields, old streets of Wapping, new city on Isle of Dogs, Columbia Road – all fascinating.”
Tower Hamlets resident

“The community is very diverse, making it vibrant. Over the last few years I have seen lots of people come together without government funding to help creative groups and improve the area. This is what matters to people living here, to know that other people who live here care as much as they do.”
Newham resident

Our community heritage and culture

Our community vibrancy and togetherness

Our outside environment and green spaces
Ahmed’s mantra since dropping out of college has been “I’m unemployable”. Since the age of 12 he has been cared for by his Nan and has struggled with low confidence that really affected his school life. He’s been caught up with a local gang and despite putting on a tough front is very angry and feels like he has no purpose.

Ahmed has recently begun working with a local project in Newham over the summer holidays to learn new things and build his confidence. Check back in next year’s update to see how he’s getting on.

Five years ago, Lesley had a thriving career in administration and was supporting her elderly mother. But following a marital separation she suffered a nervous breakdown and has struggled with stress, anxiety and severe depression. Lesley ended up losing her job and her debts have been steadily increasing. She’s currently going through the process of being evicted from her home of 15 years.

Through a friend, Lesley heard about a local service in Hackney that can help her work through some of these issues. We’ll be following Lesley’s road to recovery over the next two years.

Errol is 84 years old and was diagnosed with dementia last year. He lives alone after losing his wife and doesn’t have any family or friends nearby. He cannot get out by himself anymore and only sees someone once a week when his shopping is delivered. Errol has been feeling anxious and angry as he can’t do the things he used to.

This year, Errol has been connected with a local project in Tower Hamlets to get him out more so follow his story through our Vital Signs updates to find out how things are changing for the better.
The East End has always been a vibrant, diverse and exciting place. This gives us our high score in relation to the arts, heritage and cultural opportunities available. However, this is not accessible to everyone and there is a lower than average participation rate, particularly in Newham.

The East End has 5.8% of local people employed in the creative industries, compared to 3% in Great Britain. Hackney has the highest rate at 11.7% but only 1.8% of local people are employed in the creative industries in Newham.

Newham Council’s Every Child a Theatre Goer programme provides free theatre tickets for every school pupil.

Upton Park in Newham has the biggest Bollywood screen in the UK and Stratford houses the largest all-digital cinema in Europe.

Hackney is ranked the 6th worst local authority for environmental deprivation, Tower Hamlets is 16th and Newham is 38th.

Hackney has the 4th highest number of Green Flags for parks and green spaces in London and the largest concentration of football pitches in Europe.

Tower Hamlets has over 120 parks and green spaces.

Most homes in Newham are within a 10-minute walk from a park.

Only 14.6% of household waste in Newham is sent for recycling or composting.

What local people think...

A. Everything is great! Let’s keep things that way!
B. Things are going well, but we can make them better.
C. The situation is OK, but could be improved.
D. Things aren’t going very well. We should take action as soon as possible.
E. Things are going very badly. We must act now!
Wellbeing scores are above or close to the London average for Tower Hamlets and Newham but Hackney scores below the London average on all wellbeing measures. Hackney is ranked 345 out of 351 districts for life satisfaction, happiness and anxiety levels.

Tower Hamlets’ labour productivity (the amount of goods and services produced by one hour of labour) is 85% above the UK average, Newham and Hackney are 27% above average.

The average earnings in Tower Hamlets is £61,198 however the lowest 20% of workers are paid under £23,000 per year.

The City Fringe and Canary Wharf account for 75% of total jobs in Tower Hamlets. Tower Hamlets workers on average have the second highest earning levels in London.

Newham has the lowest voluntary work participation in London, with only 7% of people volunteering from June to December 2016.

Since 2012 nearly half of electoral fraud and malpractice allegations in London relate to Tower Hamlets.

Out of 32 London boroughs, the East End is home to 3 out of the only 4 publicly elected Mayors.

I think there’s a good sense of community within certain groups but there is still a high level of isolation in my area, especially with the older generation and those with mental health issues.

Newham resident

Vital Question
Despite contributing a significant amount to the UK’s economy, the East End continues to have some of the highest unemployment rates in the country. How can we create more access to these opportunities?

New businesses often bring employees into the East End and can struggle to recruit local people. How can we work together to bridge this gap?

What can be done to improve employment opportunities for local people?
Safety: E

Since 2013 there has been a reduction in the overall crime rates in the East End but the sharp rise in violent and racist hate crime is worrying. The impact of these crimes on our communities is wide reaching and this is a real area of concern in the East End.

The East End has seen a drop in crime rates per 1,000 people from 101.8 to 95.9 from 2013 to 2016. Tower Hamlets has seen the most significant reduction.

Violent crime rates in the East End has increased by 26% from 2013 to 2016.

Almost a 3rd of acid attacks in London occurred in Newham from 2015 to 2016.

Gun crime has increased by 35% and knife crime has increased by 11% in the East End from 2015 to 2016.

Hate crime in the East End has risen 106% in the last 10 years.

“Your’re more likely to see the Queen than a police officer round here”
Tower Hamlets resident

Housing & Homelessness: E

The East End continues to be one of the most affordable places to rent or buy in the country. Our homelessness rates and the number of people living in temporary accommodation are within the top 10% of the country.

Hackney is the 5th least affordable borough in the country which means the average house price is 16.53 times the average earnings.

Only 29% of houses in the East End are owner/occupied.

Hackney and Newham have the 3rd and 4th highest homeless acceptance rate in London and Newham has the most people living in temporary accommodation in London with a total of 3,302 people.

It would take approximately 70 years for an East End resident to save for a deposit to buy an average starter home.

Rough sleeping in Newham has increased by 46% from 2015 – 2016 and the borough has the highest number of homeless families in the capital.

Hackney has more than 2 times the level of families living in homeless hostels than anywhere else in London.

<table>
<thead>
<tr>
<th>Location</th>
<th>Average Rental costs</th>
<th>Average Purchase cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>England</td>
<td>£820</td>
<td>£222,356</td>
</tr>
<tr>
<td>East End</td>
<td>£1,606</td>
<td>£442,941</td>
</tr>
<tr>
<td>Percentage Difference</td>
<td>48.9%</td>
<td>49.8%</td>
</tr>
</tbody>
</table>

What local people think...

- A. Everything is great! Let’s keep things that way!
- B. Things are going well, but we can make them better.
- C. The situation is OK, but could be improved.
- D. Things aren’t going very well. We should take action as soon as possible.
- E. Things are going very badly We must act now!
What’s Next?

Reading through our Vital Signs report we hope you feel as strongly as we do that there are real opportunities to continue to make a positive difference to the lives of local people. Along with local Councils and the voluntary and community sector, we have been working tirelessly to deliver effective solutions for some of the issues highlighted. What stands out most across our grades is the high level of inequality facing our residents. There are significant issues here that require long-term investment and, as experts in the East End, we facilitate real change for local people.

Since 2014 our communities have grown by almost 50,000 people and substantial investment is being made into new properties and business centres. However, there is a huge gap between this investment and local residents benefiting from these changes. Improvements in education and the local economy are not translating into employment for local people. In Tower Hamlets one in two older people are still living in income deprivation and almost 40% of children are living in households with an average income of £1,700 per month, despite private rents costing this alone. In Hackney the high rates of mental health issues and low wellbeing scores have remained unaffected by the significant regeneration of the borough. With Newham reporting the highest number of residents on a low income in London and the highest number of homeless families it’s clear that the development of the East End has not benefitted everyone equally.

Overall, we don’t fare well compared to similar areas around the UK but despite this, what people love most about our communities is our sense of togetherness, diversity and the vibrancy of East End culture. From our community consultation, we have found that local people echo our drive and commitment to make a positive difference to their lives and community.

So what’s next for the East End? Do you know how you can have a greater impact locally? Do you know where to start? We can help you, our 25-year history in the East End uniquely enables us to make your investment easier to achieve, more relevant and really effective. We offer expert advice and local expertise to make sure your support gets to where it’s needed most.
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.

1. **Individuals**
   - Choose to distribute funding for immediate impact
2. **Business**
   - Establish a long term legacy through an endowment
3. **Statutory organisation**
4. **Charitable trust**

- Create a bespoke philanthropic giving programme through a donor advised fund
- Pool your giving with other donors for greater impact through a local giving fund
- Direct your giving to support a particular organisation, borough or social issue through a donor directed fund

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 our;

- Grants to fund projects tackling local issues such as employability, education and community cohesion
- Volunteer brokerage scheme matching corporate volunteers with local projects
- Christmas food bags appeal supporting isolated and vulnerable elderly residents
- Annual elders coach trips and tea dance improving community cohesion and wellbeing
- Exchange Project providing essential children’s items to disadvantaged families

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

Vital Signs®

Community foundations taking the pulse of Canadian communities.

Research and printing costs sponsored by HARCA

Vital Signs is a community philanthropy guide from your local community foundations, measuring the vitality of our communities and identifies significant trends in a range of areas critical to quality of life. Vital Signs is supported by UK Community Foundations.

The Vital Signs trademark is used with permission from Community Foundations of Canada, our partner and supporter in Vital Signs.