



Tower Hamlets council ward name change consultation

February 2021



The results of consultation to change the borough ward names for three wards: Bethnal Green Ward; Canary Wharf Ward; and St. Peter's Ward.

About the survey



Overview

Background

Following a Polling Places and Polling District Review, which concluded in January 2020, a consequential recommendation from that review from the Local Campaigns Forum of the Labour Party was considered by General Purposes Committee on Tuesday 6th October 2020.

The recommendation was for the council to initiate the required steps set out in legislation to change the names of three of the Borough Ward names namely:

- changing Bethnal Green Ward to Bethnal Green East
- changing Canary Wharf Ward to Millwall and
- changing St. Peter's Ward to Bethnal Green West

A decision was made to commence a consultation as to the viability of changing the Borough Ward names, as recommended by the Local Campaigns Forum of the Labour Party, with a view to Full Council determining if any changes should take place following observation of comments received through the process of consultation.

Methodology

This survey was carried out on the council's consultation hub, Lets Talk Tower Hamlets,. The survey was promoted on the council's website and via social media channels by the Communications Team.

The consultation took place between 22nd November 2020 and 2nd February 2021.

Survey content

The questionnaire comprises three questions for each of the three proposed ward name changes being consulted on:

1. Would you like to respond to the suggestion to change the name of x ward? Yes/no
2. We have received a suggestion to change the name of x ward to y.
3. Do you want to make any other comments on the suggestions to change the name of the ward?

The open-ended questions in the consultation questionnaire were coded into themes to allow the responses to be quantified. This encompassed reading every response and the creation of a code frame of key themes.

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About the survey – Demographic profile of respondents



GENDER	
Male	186 (51.2%)
Female	104 (28.3%)
Prefer to self describe / not to say	73 (20.1%)

AGE GROUPS	
16-24	21 (5.8%)
25-34	83 (22.9%)
35-44	100 (27.5%)
45-54	54 (14.9%)
55-64	39 (10.7%)
65-74	19 (5.2%)
75+	10 (2.8%)
Prefer not to say	37 (10.2%)

DISABILITY	
Yes	22 (6.0%)
No	292 (80.4)
Prefer not to say	71 (19.5%)

ETHNICITY	
White: British	134 (36.9%)
White: Irish	8 (2.2%)
White: Traveller of Irish heritage	1 (0.3%)
Any other White background	69 (19.0%)
Mixed: White and Black Caribbean	2 (0.6%)
Mixed: White and Black African	1 (0.3%)
Mixed: White and Asian	4 (1.1%)
Mixed: Any other Mixed background	8 (2.2%)
Asian / Asian British: Indian	8 (2.2%)
Asian / Asian British: Pakistani	4 (1.1%)
Asian / Asian British: Bangladeshi	19 (5.2%)
Any other Asian background	10 (2.8%)
Black / Black British: Somali	1 (0.3%)
Black / Black British: Other African	2 (0.6%)
Chinese	6 (1.7%)
Any other background	4 (1.1%)
Prefer not to say	82 (22.6%)

RELIGION	
Agnostic	31 (8.5%)
Buddhist	5 (1.4%)
Christian	86 (23.7%)
Hindu	5 (1.4%)
Humanist	3 (0.8%)
Jewish	7 (1.9%)
Muslim	26 (7.2%)
Sikh	2 (0.6%)
No religion or belief	97 (26.7%)
Prefer to self-describe	9 (2.5%)
Prefer not to say	92 (25.3%)

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About the survey – Demographic profile of respondents



SEX	
Man	184 (50.7%)
Woman	48 (13.2%)
Intersex	0 (0.0%)
Prefer to self describe	1 (0.3%)
Prefer not to say	130 (35.8%)

LEGALLY MARRIED OR IN CIVIL PARTNERSHIP	
Yes	129 (35.5%)
No	142 (39.1%)
Prefer not to say	92 (25.3%)

GENDER IDENTITY THE SAME AS THE ASSIGNED SEX	
Yes	287 (79.1%)
No	4 (1.1%)
Prefer not to say	72 (19.8%)

MARITAL, CIVIL PARTNERSHIP OR COHABITATION STATUS	
Cohabiting with partner	54 (14.9%)
Divorced	7 (1.9%)
Formerly in a registered civil partnership which is no dissolved	2 (0.6%)
In a registered civil partnership	8 (2.2%)
Married	115 (31.7%)
Separated, but still legally married	2 (0.6%)
Single (never married or never registered in civil partnership)	80 (22.0%)
Widowed	4 (1.1%)
Prefer not to say	91 (25.1%)

SEXUAL ORIENTATION	
Bi (attracted to more than one gender)	23 (6.3%)
Gay/lesbian	52 (14.3%)
Heterosexual/straight	189 (52.1%)
Prefer to self describe	3 (0.8%)
Prefer not to say	110 (30.3%)

PREGNANT OR GIVEN BIRTH IN LAST 12 MONTHS	
Yes	13 (3.6%)
No	210 (57.9%)
Not applicable	64 (17.6%)
Prefer not to say	76 (20.9%)

CARING OR PARENTING RESPONSIBILITIES	
Yes	59 (16.3%)
No	236 (65.0%)
Prefer not to say	68 (18.7%)

Results

This report describes the results of the questions in the survey.

About the results



The results will be presented in the following order:

1. Bethnal Green Ward

- We have received a suggestion to change the name of Bethnal Green Ward to Bethnal Green East Ward
- Do you want to make any other comments on the suggestions to change the name of the ward?

2. St. Peter's Ward

- We have received a suggestion to change the name of Bethnal Green Ward to Bethnal Green East Ward
- Do you want to make any other comments on the suggestions to change the name of the ward?

3. Canary Wharf Ward

- We have received a suggestion to change the name of Bethnal Green Ward to Bethnal Green East Ward
- Do you want to make any other comments on the suggestions to change the name of the ward?



Results Summary

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363 responses received.

Most respondents wanted to retain the current ward names.

Results summary



In total, the Council received 369 responses to the consultation. Review of these responses led to 6 responses being deemed invalid. Reasons for removal was duplicate responses and survey testing.

Following review, 363 responses were considered valid.

94 per cent of respondents responded as individuals, 2 per cent responded on behalf of local business, and 4 per cent said 'other'.

Ward	Keep current name	Change name	Suggest another name
Bethnal Green Ward	50%	45%	5%
St. Peter's Ward	47%	44%	9%
Canary Wharf Ward	89%	8%	3%



Results

Bethnal Green Ward

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The current ward name should be kept – overall responders

50.0%

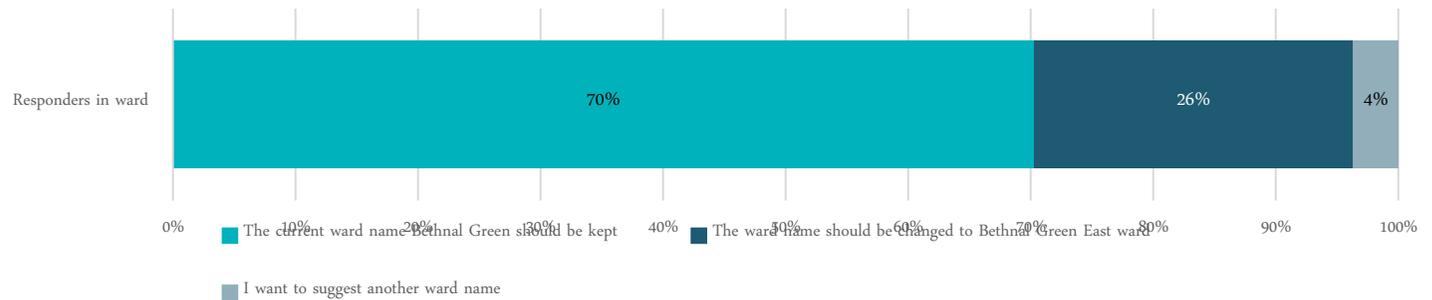
Respondents providing in-ward postcode

7.4%

The current ward name should be kept – residents living in ward

70.3%

Bethnal Green Ward. We have received a suggestion to change the name of Bethnal Green Ward to Bethnal Green East Ward



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council ward name
change consultation**

**Respondents
providing additional,
quantifiable
commentary**

20.7%

**Against ward name
change – waste of
money/time/effort**

29.7%

**For ward name
change – main
reason is
geographical
accuracy**

10.6%

**Bethnal Green Ward. Do you want to make any other
comments on the suggestions to change the name of the
ward?**



Comments from responders who said ward name should remain the same	Number
Waste of money / time / effort	29.7% (14)
What's the justification / why?	25.5% (12)
Meddling / politics	2.1% (1)
Council has more pressing issues to worry about	2.1% (1)
Maintain heritage	4.2% (2)
Cause confusion / familiar with current name	8.5% (4)
Geographical accuracy	4.2% (2)
Only change if other ward name changes	2.1% (1)
No benefit to business	2.1% (1)

Comments from responders who said ward name should change	Number
Geographical accuracy	10.6% (5)
What's the justification / why?	4.2% (2)
Only change if other ward name changes	2.1% (1)



Results

St. Peter's Ward

Tower Hamlets council ward name change consultation

The current ward name should be kept – overall responders

47.0%

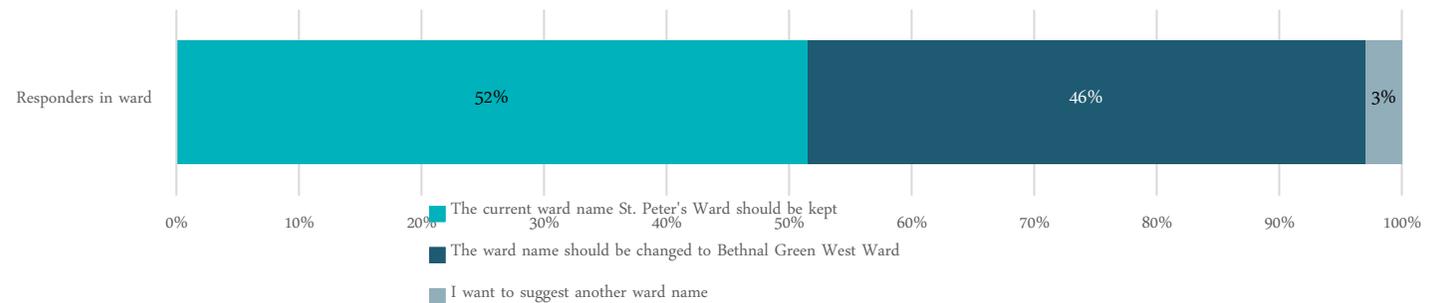
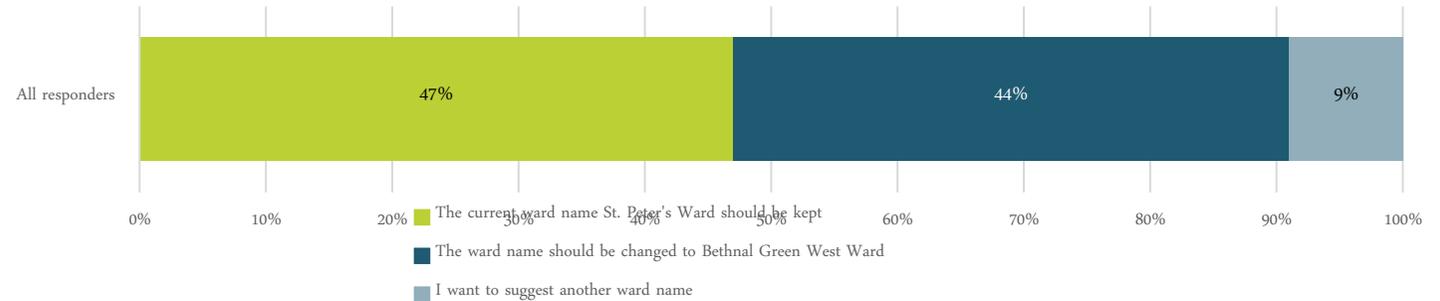
Respondents providing in-ward postcode

13.8%

The current ward name should be kept – residents living in ward

51.5%

St. Peter's Ward. We have received a suggestion to change the name of St. Peter's Ward to Bethnal Green West Ward



**Tower Hamlets
council ward name
change consultation**

**St. Peter's Ward. Do you want to make any other
comments on the suggestions to change the name of the
ward?**



**Respondents
providing additional,
quantifiable
commentary**

27.6%

**Respondents
suggesting
alternative name for
Ward**

1.2%

Alternative names for St. Peter's Ward

Columbia Road Ward

Cambridge Health Ward (suggested twice)

**Against ward name
change – main
reason is retain
identity / maintain
heritage**

28.7%

Comments from responders who said ward name should remain the same	Number
Retain own identity / maintain heritage	28.7% (19)
Waste of money / time / effort	16.6% (11)
Cause confusion / familiar with current name	10.6% (7)
What's the justification / why?	18.1% (12)
Council has more pressing issues to worry about	4.5% (3)
Petty politics	1.5% (1)

**For ward name
change – main
reason is
geographical
accuracy**

15.1%

Comments from responders who said ward name should change	Number
Geographical accuracy	15.1% (10)
What's the justification / why?	3.0% (2)
Current name not appropriate for a diverse borough	1.5% (1)



Results

Canary Wharf Ward

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The current ward name should be kept – overall responders

89.0%

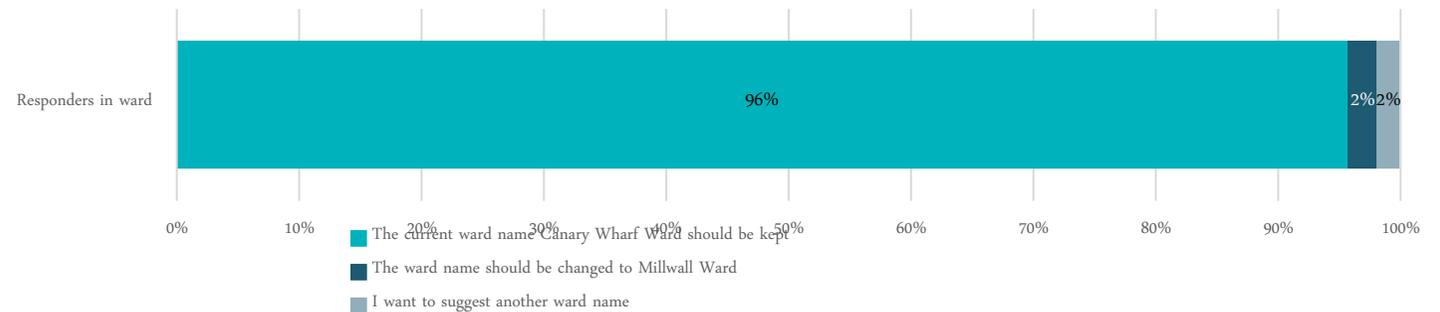
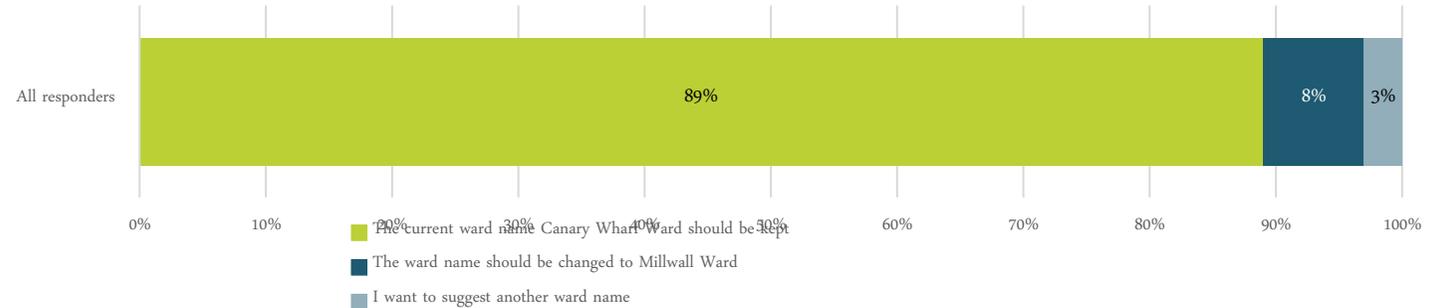
Respondents providing in-ward postcode

45.7%

The current ward name should be kept – residents living in ward

95.7%

Canary Wharf Ward. We have received a suggestion to change the name of Canary Wharf Ward to Millwall Ward



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Canary Wharf Ward. Do you want to make any other comments on the suggestions to change the name of the ward?



Respondents providing additional, quantifiable commentary

49.8%

Respondents suggesting alternative name for Ward

1.2%

Alternative names for Canary Wharf Ward
Isle of Dogs Ward
Westferry Ward
Canary Wharf and Millwall Ward
North Millwall Ward

For ward name change – main reason is name is well known with positive connotations

24.5%

Comments from responders who said ward name should remain the same	Number
Geographical reasons (new name is accurate; proposed name is confusing)	19.4% (31)
Positive connotations / well known	24.5% (39)
What's the justification / why?	17.6% (28)
Negative connotations to proposed name	15.0% (24)
Waste of money / time / effort	13.2% (21)
Council has more pressing issues to worry about	2.5% (4)
New name unpronounceable	1.2% (2)
Not without amending ward boundaries	0.6% (1)

Against ward name change – main reason is need to reflect wider ward

2.5%

Comments from responders who said ward name should change	Number
Ward name should reflect whole ward - ward is more than just Canary Wharf / business	2.5% (4)
Geographical accuracy	1.2% (2)
Proposed name reflects history	1.8% (3)