



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 Ward and
- changing St. Peter's Ward to Bethnal Green West Ward

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 St. Peter's Ward to Bethnal Green West 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 Canary Wharf Ward to Millwall Ward
- Do you want to make any other comments on the suggestions to change the name of the ward?



Results Summary

Tower Hamlets council ward name change consultation

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

Tower Hamlets council ward name change consultation

The current ward name should be kept – overall responders

50.0%

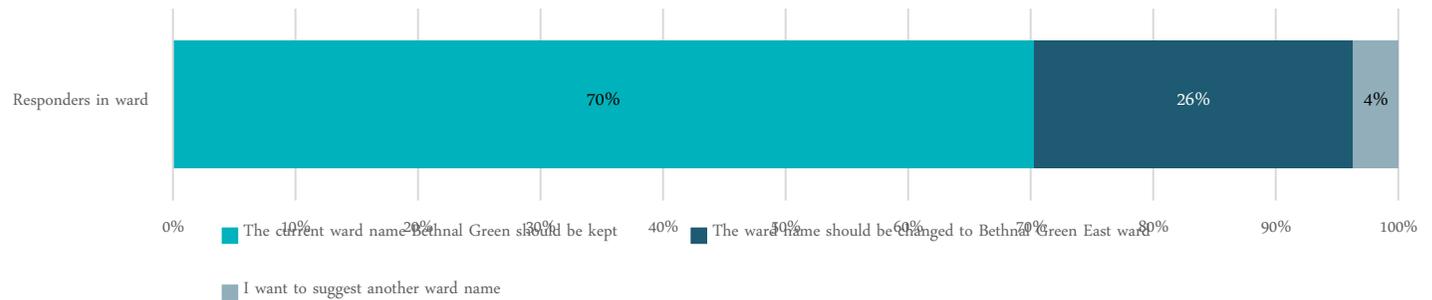
Respondents providing in-ward postcode

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



**Tower Hamlets
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%

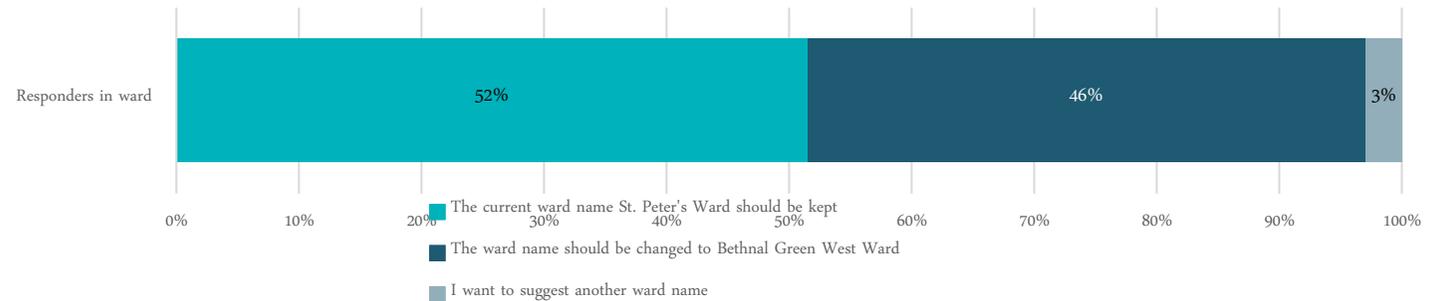
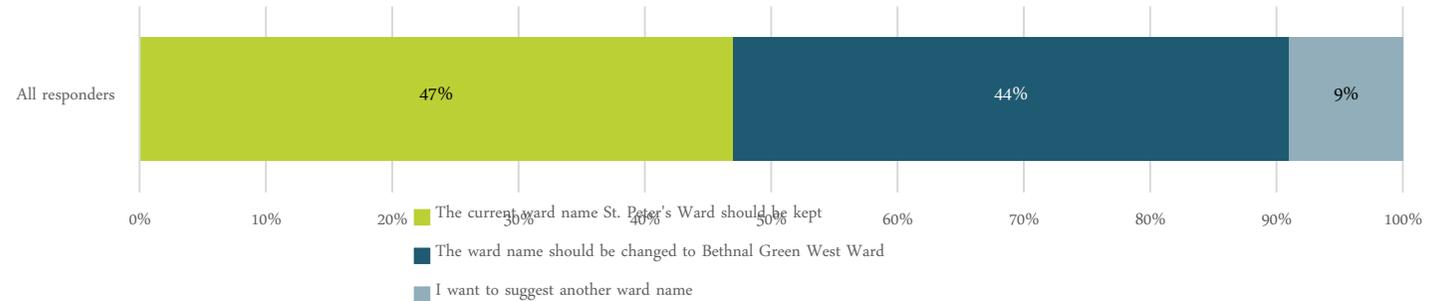
Respondents providing in-ward postcode

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

Respondents providing additional, quantifiable commentary
27.6%

Against ward name change – main reason is retain identity / maintain heritage
28.7%

For ward name change – main reason is geographical accuracy
15.1%

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



Respondents suggesting alternative name for Ward
1.2%

Alternative names for St. Peter's Ward

Columbia Road Ward

Cambridge Health Ward (suggested twice)

| 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) |

| 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

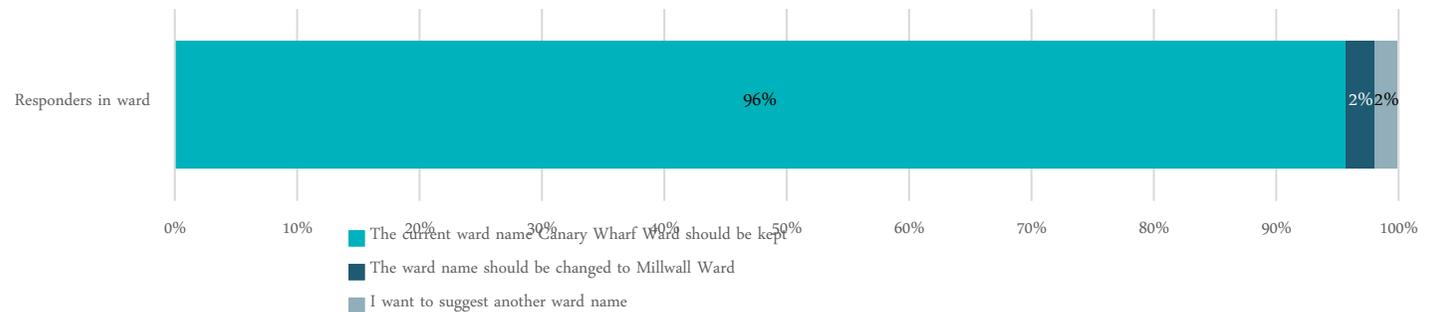
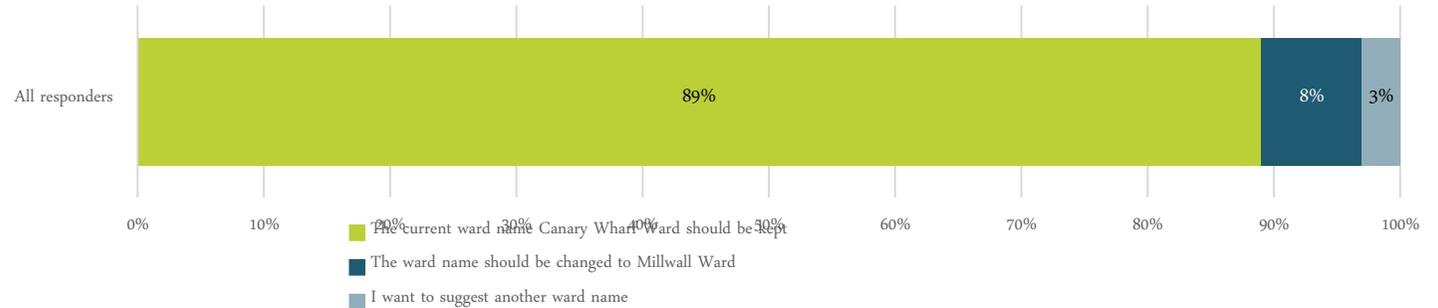
Tower Hamlets council ward name change consultation

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



Tower Hamlets council ward name change consultation

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) |

Percentages provided out of number of additional quantifiable commentary provided. Appropriate alternative ward names exclude any that are rude or where commentary is provided but no alternative name has been suggested.