



West Silvertown Community and Housing Needs Survey 2021

1.0 Background

This survey was conducted by West Silvertown Foundation (WSF) in January 2021. The survey was advertised through the following channels: flyers to 1000 homes in Britannia Village, posters in most residential blocks in Britannia Village, WSF social media, WSF WhatsApp groups and individual WhatsApp messages.

The survey was conducted as part of a consultation about the future of Britannia Village Hall, as WSF looks at the possibility of redeveloping the centre. Some questions focused on general ideas about WSF and the wider community, others on aspirations for community facilities to be provided in the new centre, and some on housing needs (as housing is likely to be included in the new scheme, both to meet local need and to pay for the community facilities). All questions are in Appendix 2.

196 people responded to the survey. 104 of those lived in Britannia Village. Not every respondent gave their postcode, but all were asked to confirm whether or not they live in E16. Only 3 people lived outside of E16. For some questions, we have analysed the data separately for Britannia Village residents, and residents from other developments. This is because we recognise needs are different between the different communities, and some areas of this survey will directly affect residents of Britannia Village more than other residents.

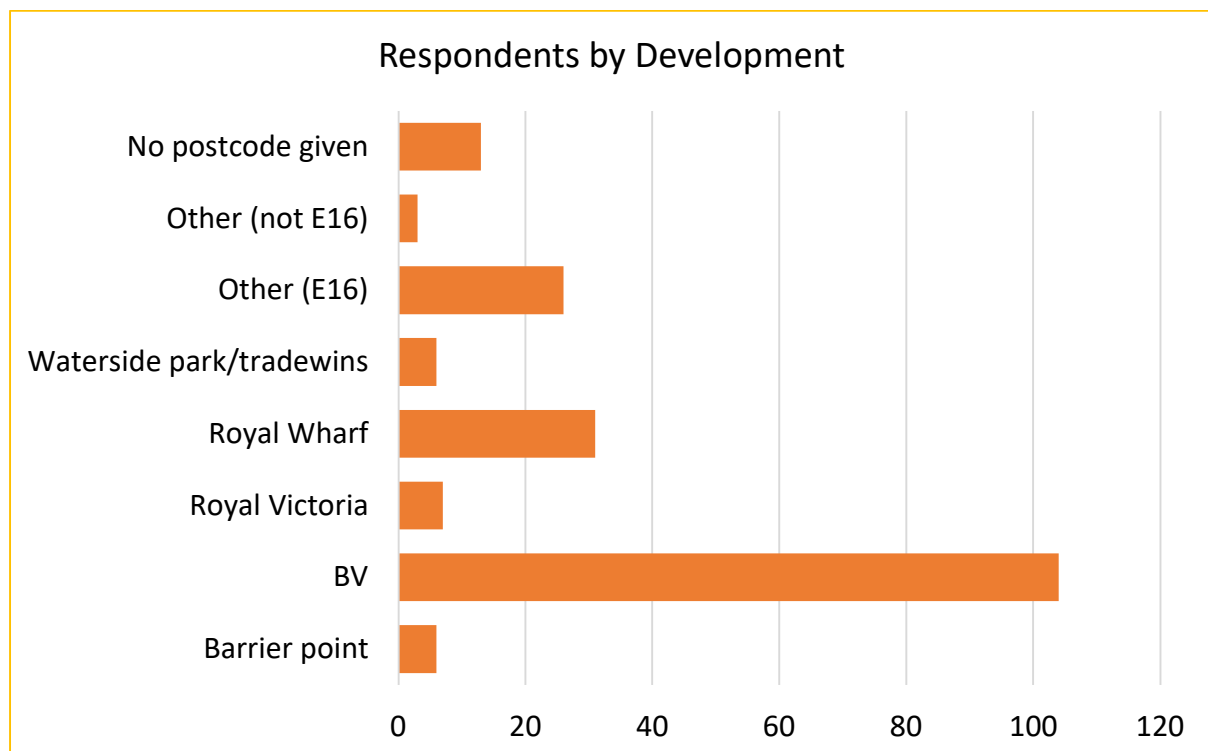


Fig 1. Breakdown of respondents by development, sourced from postcodes given in the survey.

39% respondents were home owners, 27% rented privately, and 20% rented from council or housing association, in addition to 7% from other tenures (and 8% who didn't provide this information). We understand that this is roughly representative of Britannia Village at this time.

5% of respondents had lived in their current home for less than 1 year, 29% for 1-3 years, 34% for more than 3 years but less than 10 years, and 24% for over 10 years (8% didn't give this information).

87% respondents indicated that they or a family member had attended a WSF activity before.

2.0 Community Needs

One open answer question asked respondents to suggest their top 3 ideas for improving life in West Silvertown. These were then compiled into similar categories, and the top 10 are listed below (the number in brackets indicates how many people suggested this).

- Local gym (30)
- Café (24)
- Outdoor children's playground (21)
- Afterschool activities/youth clubs (17)
- Community/cultural events (16)
- Better security/police presence (15)
- Swimming pool (14)
- More space/greener/trees (14)
- More local shops/supermarket (13)
- Cleaner/less rubbish (10)

Although this list reveals some patterns, it also shows the diverse needs and aspirations of the community in West Silvertown. Out of 196 respondents, the most common suggestion was put forward by 30 people, or 15%.

In another question, respondents were asked to indicate what their priorities would be for a new community facility if WSF were to redevelop Britannia Village Hall. This was a checkbox question, in which respondents were asked to tick as many boxes as they liked.

The top 3 priorities which emerged from this question were: exercise classes (133 respondents), café (132 respondents) and gym (119 respondents). 44 people indicated "other", but only 1 of these was indicated by 5 or more people. This was a swimming pool (5 respondents).

If WSF were to redevelop Britannia Village Hall, what would be your priorities for new community facilities to be provided?

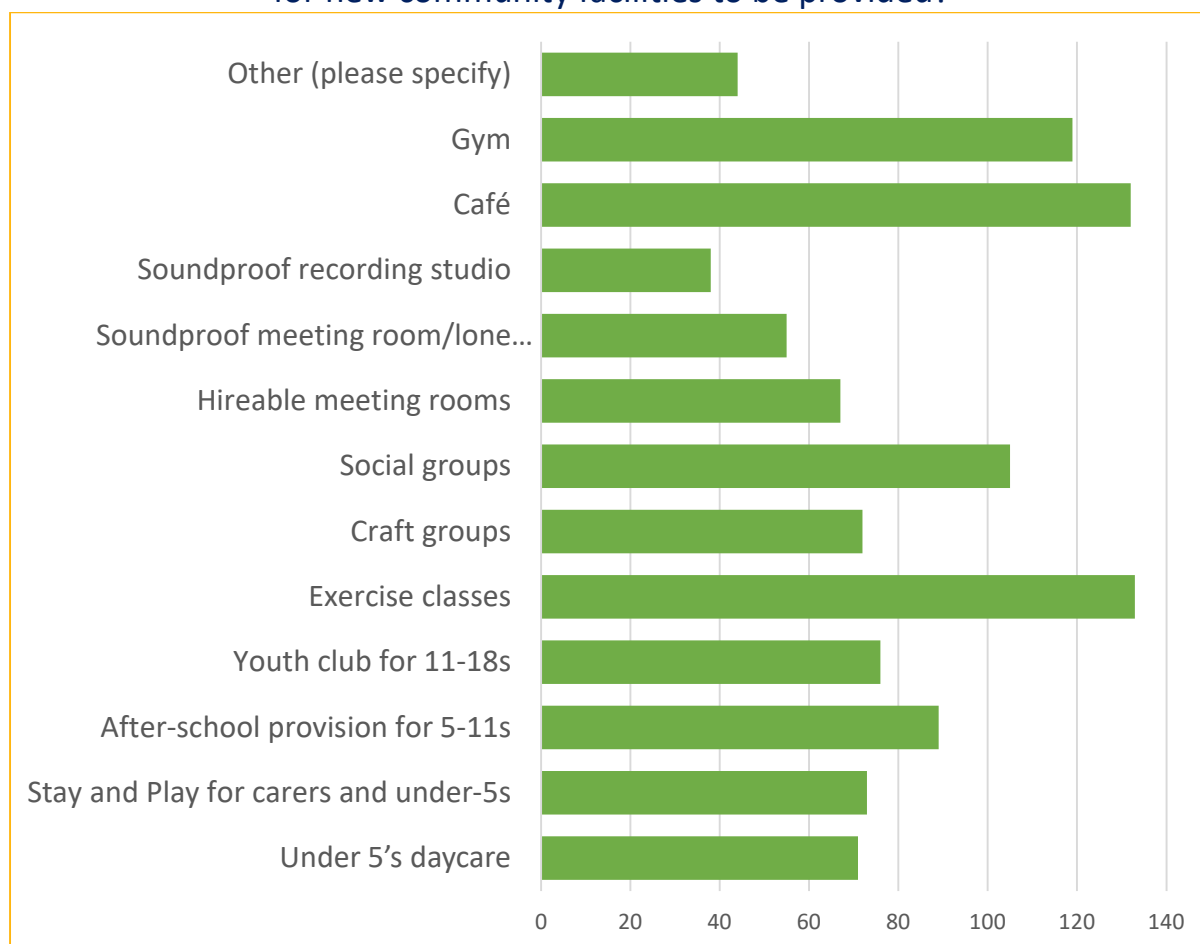


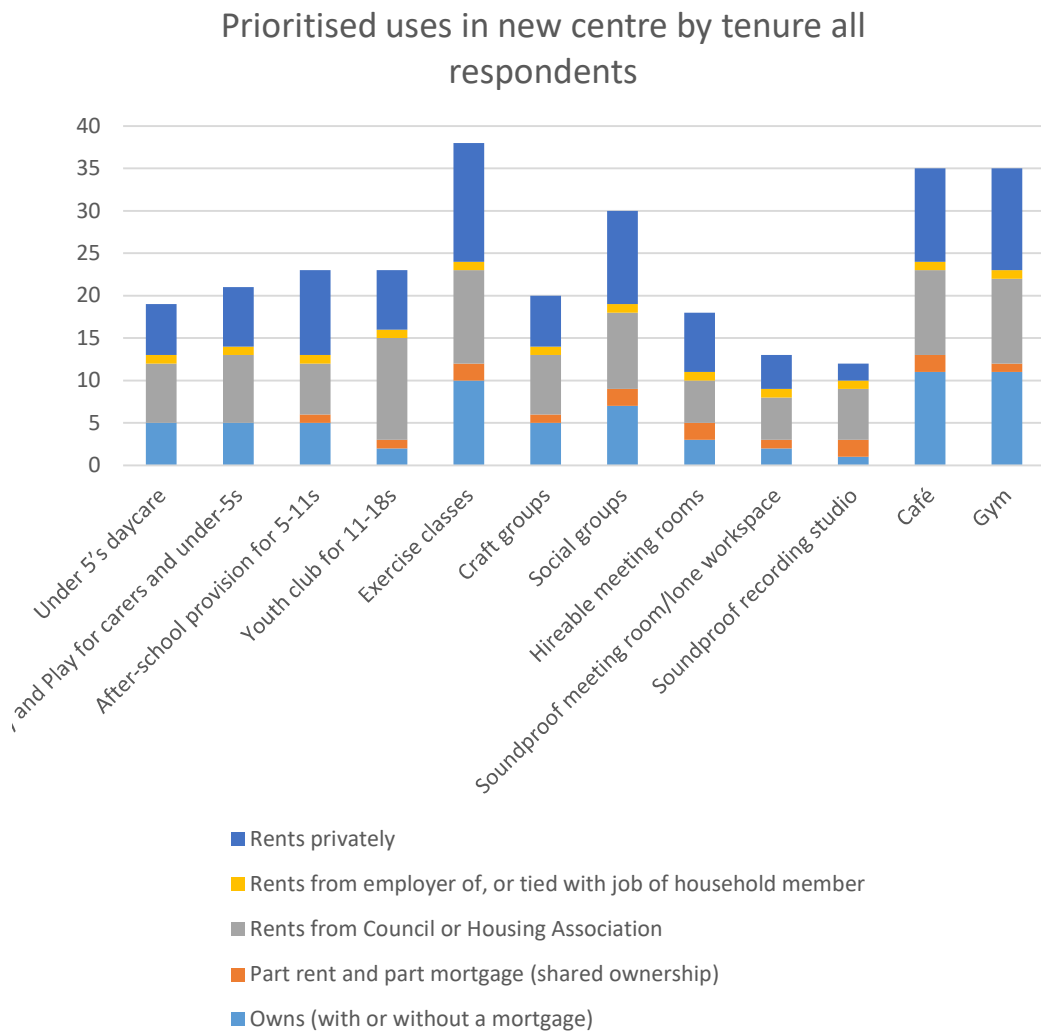
Fig. 2 – priorities for community facilities at the Britannia Village Hall site.

We also analysed this data separately for Britannia Village residents and other respondents. Please see table 1 below for details. We noticed that whilst exercise classes and a café are a priority for both groups, the gym is more of a priority for Britannia Village Residents. This is probably due to most other developments having a private gym for residents, and there being no open access gym south of the docks. The other respondents indicated a higher need for social groups, and this is probably due to many of the developments surrounding Britannia Village being relatively new, and therefore the need for social cohesion is higher.

Top 3 priorities for community facilities at Britannia Village Hall site	
BV residents	Other respondents
Exercise classes (81)	Social groups (46)
Café (81)	Exercise classes (44)
Gym (79)	Café (43)

Tab. 1 – top 3 priorities for community facilities at Britannia Village Hall site, broken down into Britannia Village residents and other residents. The number in brackets indicates the amount of people who selected each option.

We also analysed the response to this question by tenure. As can be seen in the chart below, the proportion by tenure is very similar apart from for youth club and soundproof recording studio which are much more popular with those living social housing. This is likely to reflect the household make up of these households.



3.0 Housing Needs

3.1 Is there a demand to move locally?

Respondents were asked to indicate whether they would like to move home within West Silvertown in the next 5 years. 85 out of 196 respondents (43%) indicated that they would. We also analysed this data separately for Britannia Village residents and other respondents, see fig. 3.

Do you want to move home within West Silvertown within the next 5 years?

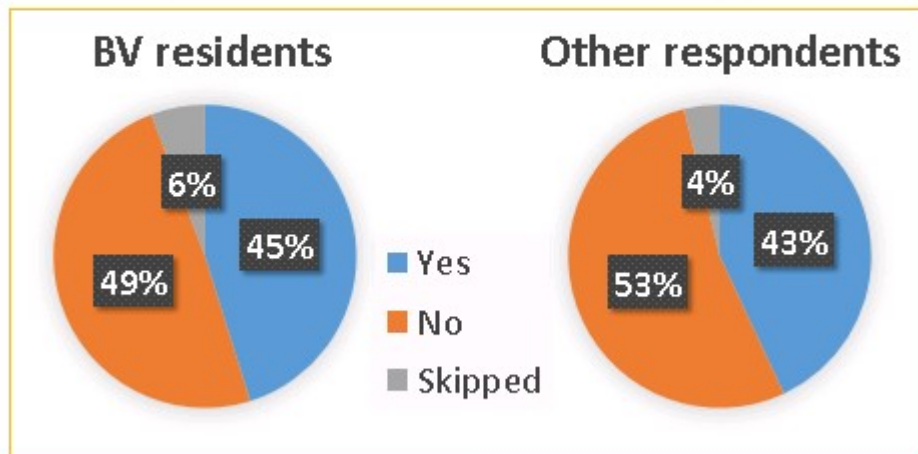
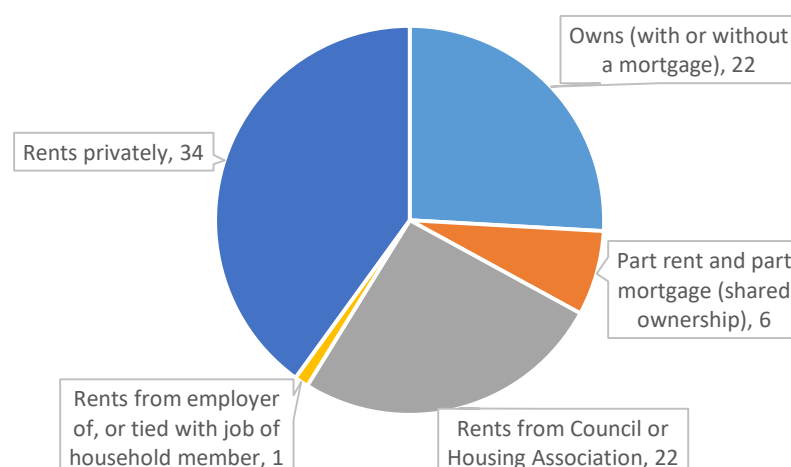
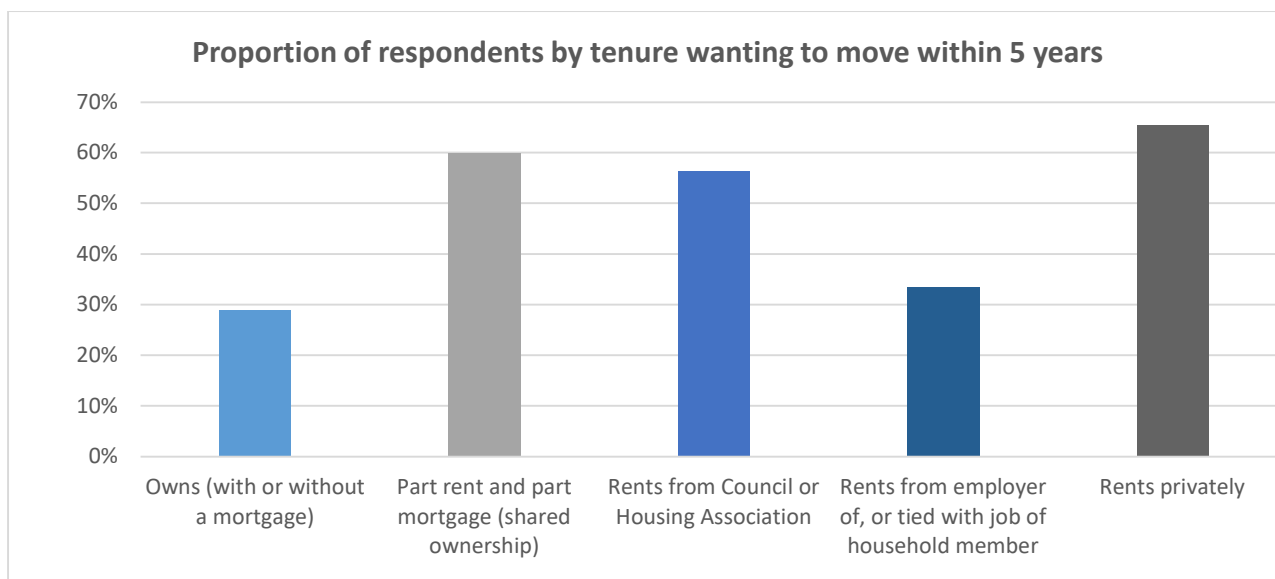


Fig. 3 – respondents wanting to move home locally, broken down into BV residents and other respondents

Those wanting to move in the next 5 years come from all tenures, but are disproportionately represented by those in private rented sector accommodation, shared ownership and social rented homes. Over half of respondents in these tenures want to move:

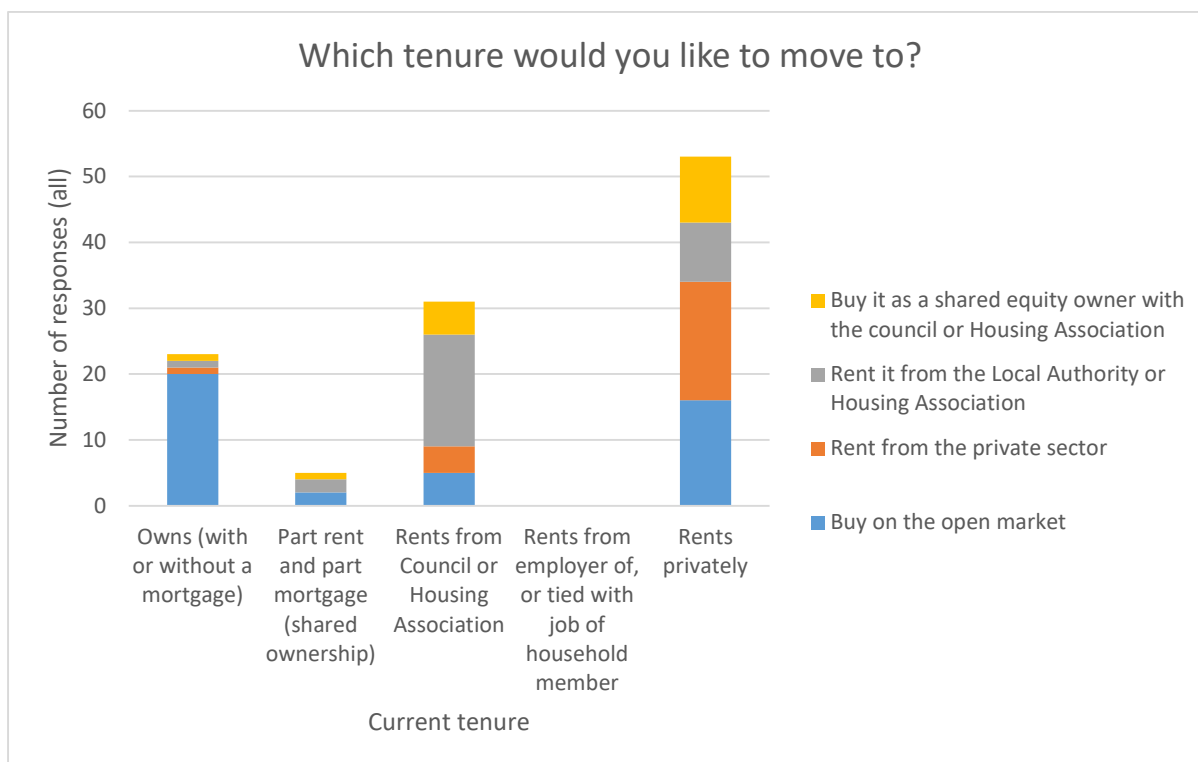
All respondents wanting to move in less than 5 years (BV residents)





The top 3 reasons for respondents wanting to move were the same for Britannia Village residents and other respondents. These were: current home too small (39), current home not affordable (14), want to live independently (12). The data indicates desire to move is driven by overcrowding and/or desire for more space – particularly for owner occupiers but true across all tenures. Affordability is a driver almost exclusively for those renting privately. Also data indicates a prevalence of grown-up children wanting to move into their own home across all tenures.

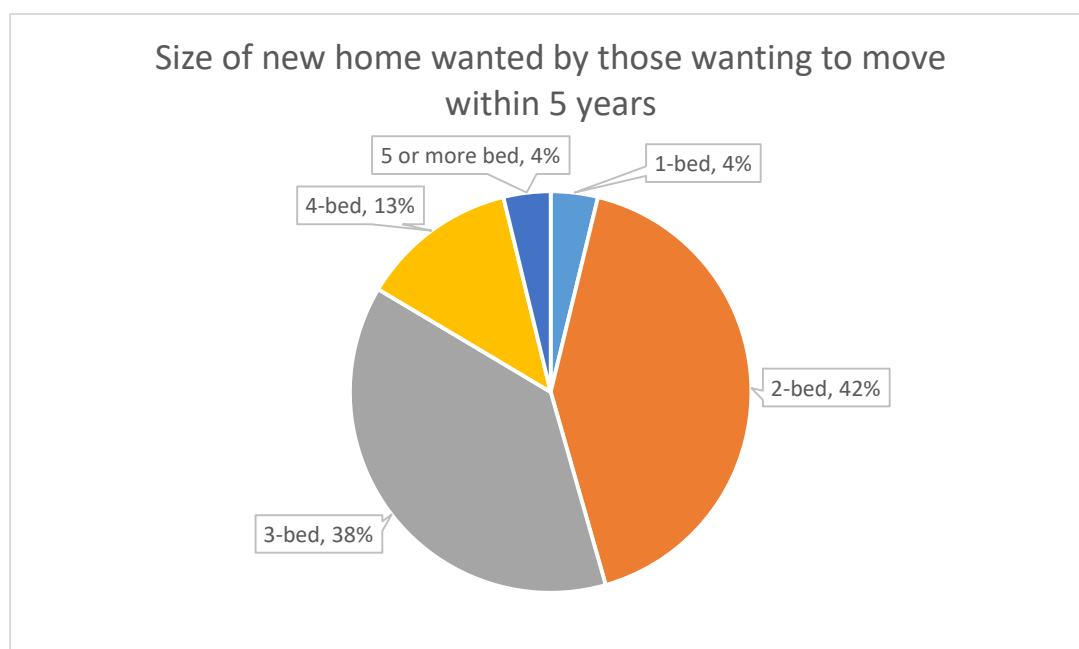
Of those wishing to move: 53% would consider buying on the open market, 29% would consider renting privately, 24% would consider renting from council or housing association and 21% would consider part buy part rent. This shows there is currently housing need across the spectrum although the data by tenure is more complex:



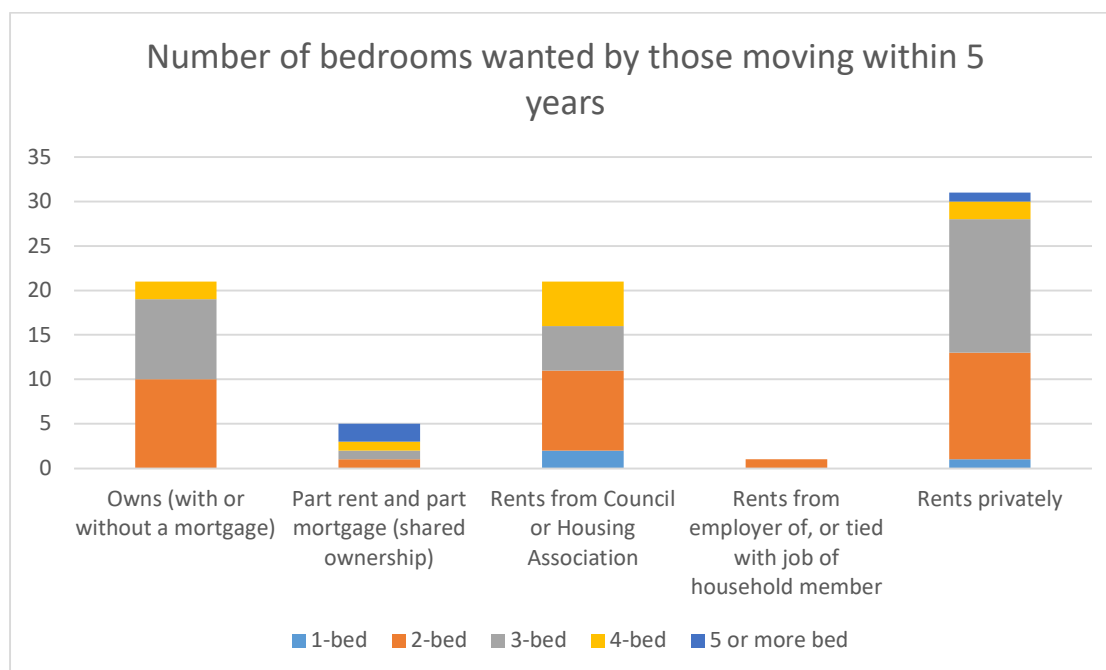
26% of people wishing to move indicated that they are currently on a housing waiting list. Almost all those who are the the list are evenly split between private rented households and those in existing social housing. There are 28,000 people on Newham’s housing waiting list, which means that there is currently an average of a 13 year wait for a 3-bedroom property in Newham.

3.2 Size of home required

Overall there is greatest need for 2-bed and 3-bed homes amongst those wanting to move within 5 years.



This is broadly also true for the main three existing tenures of households, although those moving from social homes are more likely to want a 2-bed or a 4-bed than owner occupiers and those in the private rented sector:



3.4 Affordability of new home

3.4.1 Buying a home

If people wanted to buy a new home, we asked respondents how much they would be able to afford. We've then compared these amounts against the current approximate market conditions in Britannia Village with the likelihood of securing such a home. Red indicates no or almost no chance of being able to secure such a home, amber indicate that there is limited possibility at the bottom of the cost for that home size, green is very likely.

How much can your household afford to buy?	1-bed	2-bed	3-bed	4-bed
Up to £200,000	2	3		2
Up to £300,000		6	3	
Up to £400,000		4	6	1
Up to £500,000		2	4	
Up to £600,000		3	2	1
More than £600,000			2	1
% with need that can afford an open market home	0%	28%	12%	17%

What this demonstrates is that only a there is an affordability gap at all sizes of home. Only around a quarter for 2-bed and around one in ten for 3-bed prospective owners can definitely afford to buy on the market ('green' in above chart).

It should be noted that open market prices in Royal Wharf appear to be approximately 50% to 100% more expensive than those at Britannia Village.

3.4.2 Renting a home on the open market

We also asked how much would your household be able to afford per month if renting? For those who would be open to renting on the open market only 3 of the 21 respondents would definitely be able to afford the rent in the existing BV housing stock with the bigger challenges for the larger unit sizes:

How much can your household afford in monthly rent?	1-bed	2-bed	3-bed	4-bed ¹	5 or more
Up to £500	1	1			
Up to £750					
Up to £1,000		1	1		1
Up to £1,250		1	3	1	
Up to £1,500		1	4	1	
Up to £1,750		2	2		
Up to £2,000					
More than £2,000				1	

¹ Insufficient current market data for 4 and 5 bed homes

3.4.3 Renting an affordable home

If rents were set at broadly affordable levels then a majority of respondents would be able to afford to rent locally. In this case we have assumed that 'affordable' rent is set at the GLA's London Affordable Rent benchmark. This is particularly true for those looking for 2- and 3-bed homes.

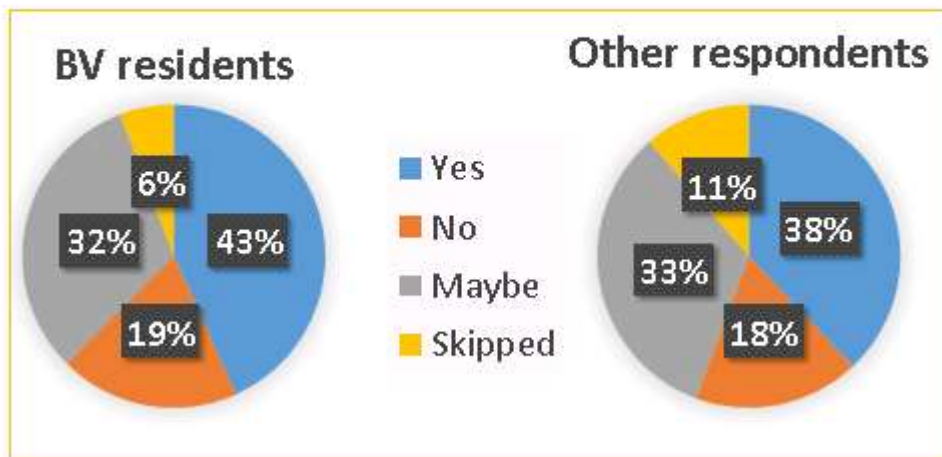
How much can your household afford in monthly rent?	1-bed	2-bed	3-bed	4-bed	5 or more
Up to £500	1	7	4	1	1
Up to £750	2	2	2	3	
Up to £1,000		2	1		1
Up to £1,250		6	6	1	
Up to £1,500		4	5	1	
Up to £1,750		2	4		1
Up to £2,000		1	1		
More than £2,000		2		2	

3.5 Support for a small housing development

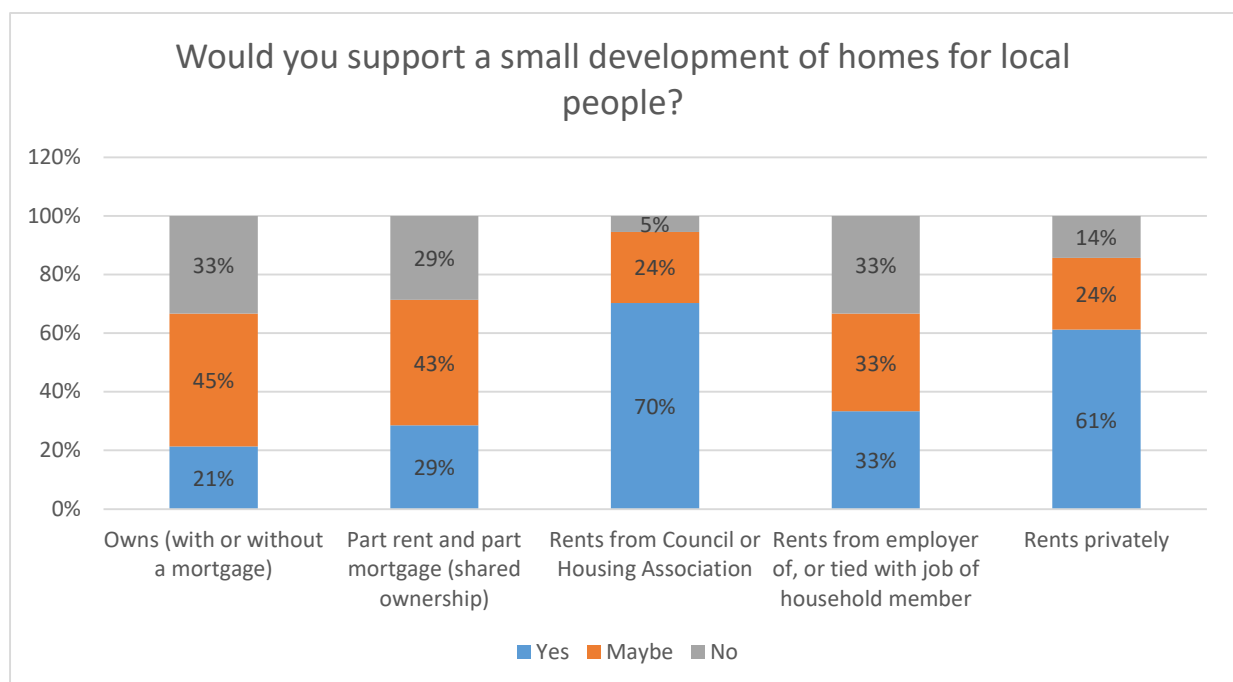
Respondents were asked to indicate whether or not they would support a small housing development for local people in West Silvertown. 39% of respondents indicated that they would, 19% indicated they would not, and 31% said maybe (12% did not answer this question).

We were interested to know whether the support and opposition came from within or outside of Britannia Village, especially as if the housing development were to be in Britannia Village then those residents would be most affected. There was stronger support for the development from among Britannia Village residents than among other respondents (43% and 38% respectively), and slightly stronger opposition from within Britannia Village than among other respondents (19% and 18% respectively), although with less than 200 respondents that percentage difference may not be statistically significant.

Would you support a small development of housing for local people in West Silvertown?



Residents' views are strongly linked to their current tenure. Those in existing social housing and private rented housing overwhelmingly support new homes while those who own their own homes are more against this proposal.



Respondents were given an opportunity to give any longer answer feedback they wanted to. There were some themes which came through in these answers, represented by the following 3 quotes:

Yes - *"My children have little hope of being able to stay living in the area"*

In many of the positive comments, people indicated that they could not find a suitable property for their needs in the local area.

No - *"There are already too many homes putting strain on local amenities such as schools, doctors, transport, pollution etc"*

Many of those opposed to housing raised the point that there has already been significant development in the local area, and more is planned. This development has put strains on existing infrastructure, and some felt the area could not cope with more housing.

Maybe - *“It all depends if the size and design won’t clash with the village feel”*

Many of the respondents who indicated “maybe” said they did not yet know enough about the proposed development to know whether they would support or oppose it. There were several comments about the size and design of the development, and the need for it to fit in with local surroundings. Others raised points about the type of housing, and would only support certain tenures.

See Appendix 1 for all comments on this question.

4.0 Responding to the findings of this survey

WSF held a public meeting about the potential redevelopment on Thursday 11th February, and shared these findings at that meeting. The outcomes of that meeting are available on the Foundation’s website.

An advisory group made up of local residents and stakeholders will meet monthly from March 2021 until the summer. The findings from these survey will be discussed in these advisory group meetings and incorporated into the design process.

Appendix 1 – comments in response to the question: Would you support a small development of housing for local people in West Silvertown?

If you mean in place of the hall then definitely no, there is so much other space in the area to build and we need more green space rather than homes
for local people. Affordable rent, part buy
Private – yes, Social - no
Unsure what is meant by local people
So many people have to move out of the area because it is unaffordable / the houses are too small for growing families
My children have little hope of being able to stay living in the area
Info of number and/ or type of accommodation wld be required to be known
Too many new flats and houses, The survey should allow people not to want more housing. It is not transparent
It is discrimination
enough housing already, need more shops and facilities.
Trying to support community initiatives
It would be good to have some more affordable housing built for local people for rent and run by a housing association. There is a huge waiting list for housing so it would be good for some of those local people most in need or on the waiting list to be housed.
As much as I am personally invested in this being a possibility, I would also love to know that people in the community who have been here for a while are able to also put roots down and not be priced out by new expensive housing developments that are singularly affordable to young professionals who have moved to London for work, or wealthy international citizens who see this as a place for investment, not somewhere to live and contribute.
the site should be 2/3 private 1/3 rental
Not sure if convenience
I don't care if the people are "local"
Not enough info on what is meant by "local" and what is meant by "small"
There are a sufficient number of developments in and surrounding area. Lead to greater overcrowding.
It strikes me that an organisation that is gifted a village hall at zero cost and then given significant annual 'donations' to maintain it, and STILL manages to run it into the ground through lack of care, is probably not best placed to become a landlord.
Lots of housing build recently and more to come on Millenium mills and other local developments. Prefer for the focus to be on providing community services to those that will be moving into other developments
What does local mean? What would the criteria be?
Otherwise we will price the local and younger generation out of the area
define support
Depends on size
Community requires longevity and the building of roots. Such a development supports existing networks and communities to persist
We need more accommodation options
depends what 'local people' means? and there's already rather a lot of housing available.
Too many properties in the area are owned by foreign people living overseas, for money purpose only. Priority should be given to people who lives here and want to take part to the community.
It depends what the project was. It is difficult to make a judgement without information
Need more information

I think 50 new homes on the BV site would be overcrowded.
Depends on the proposal
there are already too many new buildings in this area, but old buildings need to be refurbished
I would prefer that the space is used for the nursery, community activities/services, cafe and WE NEED A LOCAL PLAYGROUND
I would if it didn't dominate or overwhelm the rest of Britannia Village.
Already too many new builds in the area so I would not support it no. But if BV Hall was going to have housing it needs to be in keeping with the rest of Britannia Village i.e. low rise low density. A tall building block will not be welcomed
It all depends if the size and design won't clash with the village feel
We have enough housing as it is and it's just going to encourage even more ASB and general noise.
Area is overcrowded already. No green space
Brittania Village is already densely populated, plus there are many of unsold/unlet properties remaining in the newer developments. Plus there is Thameside West coming soon. So I do not see the need for even more housing that what it already here or being planned.
Why is a charity getting involved with this. There are many new developments coming in the area.
In order to help struggling families on a low income
I think it is a great idea for local people to afford to live, stay and work here
Already too many houses. We need shops, restaurants, super market and fitness/ pool for people who cant travel
Local area has seen significant supply of new houses already with tons more underway as well as planned. Oversupply has already stretched transportation, doctors and other shared facilities so any new supply in the near term is a bad idea
We are looking to buy a house so it interests us
If there are appropriate facilities to accompany it
I used to live in the area and always support it. I did not want to move out of the area but needed too. But I don't live that far from the area
Gardening
Too many expensive flats are being built. Need to build housing to meet the needs of those who need it.
I am very much against restricting it to local people. Plenty of people would like to come live here, why discriminate against them simply because they are not considered "local"? We should very much welcome anyone who would like to move to this area, independently of their origins.
We need more housing
Depends how big it will be and how it will impact on current residents
We need space and facilities for residents, not a new concrete building. There are lots of lands/development already happening in area for local people/social housing.
There is already too many homes putting strain on local amenities such as schools, doctors, transport, pollution etc
Affordable housing capacity in the area has increased significantly with Brunel Works, Royal Wharf, Thameside West, and many other developments within a short walkable distance from Britannia Village. It does not make sense to add more capacity adding to the high population density and hence pollution in the area.
Too many people are forced to move out of the area because they can't find a property that's big enough or affordable enough
Depends where it is, there are lots of brownfield sites along the river which could be developed but I don't support this near the village green or where the community centre currently is

The community has enough housing. We need more community spaces and playgrounds.
It depends where this development will be and how you would ensure only locals buy it?
Royal wharf is a concrete jungle. The Millennium gardens space is available for development. Please don't take away the little save there is here. Redevelop it for community use. The 'richer' developments like Royal wharf have gyms and swimming pool. I am asking for space that BV community can use for our children to get together and for adults to socialise. Please don't use redevelopment as a guise to add more housing and take away community area
Homes for people are important
I will not financially support it but I am in support of it. We need actual affordable housing in this area that isn't bought by wealthy people to remain empty. Rent is insane in this area so the poorer are forced out or onto a council house waiting list.
I think there are already a lot of exiting development going on in the area (e.g. Royal Wharf area).
More key worker housing is needed
There is an abundance of housing already including at Royal Wharf and new developments due in Silvertown Quays and adjacent to Royal Wharf. We need facilities not more housing.
This may help towards property ownership
We do not need more council flats and antisocial behaviour

Appendix 2: Full list of questions asked in the survey

SECTION 1: Community services and facilities

Q 1. What activities have you or your family attended at Britannia Village Hall, Royal Wharf Community Dock, Britannia Village Community Garden, or online through West Silvertown Foundation in the past 2 years?

- ☐ Exercise classes
- ☐ Community events
- ☐ Adult social groups
- ☐ Adult learning groups
- ☐ Under 5s activities
- ☐ Gardening sessions
- ☐ After school activities for 5-11 year olds
- ☐ Evening activities for 11-18 year olds
- ☐ Summer holiday provision for children and young people

Q 2. What are your top 3 ideas to make life better in West Silvertown?

Q 3. If West Silvertown Foundation was to redevelop Britannia Village Hall what would be your priorities for new community facilities to be provided? Tick all that apply.

- ☐ Under 5's daycare
- ☐ Stay and Play for carers and under-5s
- ☐ After-school provision for 5-11s
- ☐ Youth club for 11-18s
- ☐ Exercise classes
- ☐ Craft groups
- ☐ Social groups
- ☐ Hireable meeting rooms
- ☐ Soundproof meeting room/lone workspace
- ☐ Soundproof recording studio
- ☐ Café
- ☐ Gym
- ☐ Other – please specify

SECTION 2: Your home and your household

This section asks questions about your current household and the home in which you live. We are defining a household as “one person living alone, or a group of people (not necessarily related) living at the same address”

In order that we get an accurate picture across the whole of West Silvertown please could you give us your postcode.

Q 4. Is the postcode above that of your main home? Please tick one box

- ☐ Yes, main home. Go to Question 5
- ☐ No, second home. Please go straight to Section 4

Q 5. What type of home does your household live in? Please tick one box

- ☐ Flat
- ☐ Semi-detached house
- ☐ Terraced house (including end terrace)
- ☐ Bungalow
- ☐ Other (please specify)

Q 6. Approximately when was your home built? Please tick one box

- ☐ In the last 5 years
- ☐ Between 6 – 25 years
- ☐ 26+ years

Q 7 Has your home been extended since the year 2000?

- ☐ Yes
- ☐ No

Q 8. Does your household own or rent this home? Please tick **one** box

- ☐ Owns (with or without a mortgage)
- ☐ Rents privately
- ☐ Rents from employer of, or tied with job of household member
- ☐ Part rent and part mortgage (shared ownership)
- ☐ Rents from Council or Housing Association
- ☐ Other (please specify)

Q 9. How long have you lived in your home? Please tick one box per option

- ☐ Less than 1 year
- ☐ 1 to 3 years
- ☐ More than 3 years but less than 10 years
- ☐ More than 10 years

Q 10. How long have you lived in Newham? Please tick one box per option

- ☐ Less than 1 year
- ☐ 1 to 3 years

- ☐ More than 3 years but less than 10 years
☐ More than 10 years

If you have been in West Silvertown 3 years or less then -

Q 11. In what part of the UK or elsewhere did you live and why did you move to West Silvertown?
Please write below.

Q12. How many bedrooms does your home have? Please tick one box

- ☐ 1
☐ 2
☐ 3
☐ 4
☐ 5 or more

Q13 How many people of each age and gender are there in your household?

Q14 Would your household as a whole, or anyone in your current household, LIKE to move home WITHIN West Silvertown in the next 5 years, if the right sort of property was available at the right price? This could include children leaving home. Please tick one box

- | | |
|------------------------------|-----------------|
| <input type="checkbox"/> Yes | Go to SECTION 3 |
| <input type="checkbox"/> No | Go to SECTION 4 |

SECTION 3: Your Housing Need

This section asks about the household that hopes or expects to move within the West Silvertown area in the next 5 years, the size of home they require and how they intend to pay for their accommodation. You may need to complete the survey again for each new household which may be expecting to be formed - for example children leaving the family home.

Q 15. How many people of each age and gender would need to move?

Q 16. How many bedrooms would your household expect to need? Please tick one box

- ☐ 1
☐ 2
☐ 3
☐ 4
☐ 5 or more

Q 17. How would you describe your household? Please tick one box

- ☐ Single person
- ☐ Couple
- ☐ Family (one or two adults with children)
- ☐ Other

Q 18. When would your household expect to need to move? Please tick one box

- ☐ Immediately
- ☐ Within 1 year
- ☐ More than a year, but within three years
- ☐ Between three and five years

Q 19. Please give the reasons why your household's current home does not meet your needs? Please tick as many boxes as apply

- ☐ Too small
- ☐ Not affordable
- ☐ Overcrowded
- ☐ Too large
- ☐ Needs major repairs
- ☐ Hard to maintain
- ☐ Unsuitable for physical needs
- ☐ Temporary accommodation
- ☐ Need to live close to employment
- ☐ Need to live close to relative/family
- ☐ Need to live closer to a carer or to give care
- ☐ Want to live independently
- ☐ Being harassed
- ☐ Other (please specify)

Q 20. Does your household have a specialist housing need? Please tick one box

- ☐ No
- ☐ Yes, accommodation on the ground floor
- ☐ Yes, sheltered housing with support services provided
- ☐ Yes, other housing with support services provided
- ☐ Yes, residential care
- ☐ Other (please specify)

Q 21. How much would your household be able to afford per MONTH if renting? It is normal to consider one third of the household's net income as rent.

Please do not include housing benefit. Please tick one box

- Per month
- ☐ Up to £500
 - ☐ Up to £750
 - ☐ Up to £1,000
 - ☐ Up to £1,250
 - ☐ Up to £1,500
 - ☐ Up to £1,750
 - ☐ Up to £2,000
 - ☐ More than £2,000
 - ☐ I would not be interested in renting

Q 22. How much would your household be able to afford if buying a property? A rule of thumb is 3.5 times the household's gross annual income for mortgage purposes plus any savings and equity the household may have in any property.

Please tick one box

- ☐ Up to £200,000
- ☐ Up to £300,000
- ☐ Up to £400,000
- ☐ Up to £500,000
- ☐ Up to £600,000
- ☐ More than £600,000
- ☐ I would not be interested in buying

Q 23. How would this household consider paying for this accommodation? Please tick as many boxes as apply

- ☐ Buy on the open market
- ☐ Rent from the private sector
- ☐ Rent it from the Local Authority or Housing Association
- ☐ Buy it as a shared equity owner with the council or Housing Association (part buy part rent)
- ☐ Other (please specify) _____

Q 24. Is the household currently on the Council or a housing association waiting list? Please tick one box

☐ Yes

NB This questionnaire does not register you on a housing waiting list.

☐ No

SECTION 4: Your views on new homes

This question is to find out about local people's views on new housing in the area.

Q 25. Would you support a small development of housing for LOCAL PEOPLE in West Silvertown with significant affordable provision? Please tick one box

- ☐ Yes
- ☐ No
- ☐ Maybe

Please provide the reasons for this answer if you wish.

Q 26. From your own experience, what type of housing is needed in West Silvertown?

Q 27. Do you know anyone who is not currently living in West Silvertown that would like to or needs to set up home here? Please tick **one** box

- ☐ Yes - Please direct them to this survey, or leave contact details here:
- ☐ No

If you wish to make any other comments about housing or services in West Silvertown please write them here: