

Our place narrative

Tower Hamlets – the place

Tower Hamlets offers the best of London in one borough. The new East End that epitomises both the capital's past and its future.

London has been moving east, and Tower Hamlets is now at its heart.

While Tower Hamlets represents a young, vibrant modern city, our history comes from being the hamlets of the Tower of London.

This mix of old and new, combined with award-winning parks, international cultural destinations, world class learning institutions and one of the largest economies in the UK, makes Tower Hamlets one of the most popular places to live, work, study and play.

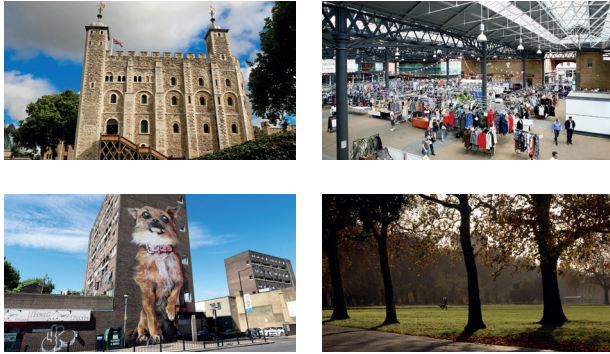


We are one of the fastest growing and most densely populated places in the UK

- Our population has grown by almost 20 per cent since 2011 to 308,000 – it is expected to reach 365,200 by 2027 (19 per cent increase).
- We have fantastic transport links – 26 London Underground and DLR stations serving seven lines including Crossrail – the second highest of any London borough.
- More homes built here than almost anywhere else
- We are a young borough – the average age is just 31 and 46 per cent of our population are aged between 20 and 39.

We are home to international business districts which generate the third highest economic output in the UK

- Canary Wharf has 120,000 people working in 37 office buildings, 300 shops, cafés and restaurants and more than 200 cultural events every year.
- City Fringe includes Whitechapel, Aldgate and Spitalfields. It is being developed to support London's financial sector, the growing digital-creative businesses in Tech City and has plans for a world-class life science centre.



We host some of London's best destinations

- Historic attractions including the Tower of London, the V&A Museum of Childhood and the Museum of London, Docklands and Tower Bridge.
- Over 120 parks including Victoria Park, voted London's most loved park, and part of Queen Elizabeth Olympic Park.
- World famous markets including Spitalfields, Columbia Road and Petticoat Lane. Brick Lane is a melting pot of food and culture, everything from renowned curry houses and Jewish beigel shops to the Old Truman Brewery with its own market.
- Major music festivals and events such as All Points East, the Mela and the London Marathon.
- World class culture with 22 art galleries including the Whitechapel Gallery, amazing street art and venues such as Wilton's Music Hall and Rich Mix.



We are a centre for world class learning and innovation

- Queen Mary University of London is one of the top universities in the country and helping to create a life science centre in Whitechapel.
- Barts NHS Trust hospitals train more than 4,000 people at any one time for medical careers.
- Two million visits a year to the borough's eight Idea Stores and libraries.
- The Government Digital Service is driving cutting-edge innovation from its headquarters in Whitechapel.
- The Sir John Cass School of Art, Architecture and Design in Whitechapel (London Metropolitan University).



We are a world borough with a proud history of diversity and equality

- Over 137 languages are spoken – 43 per cent of residents were born in over 200 different countries.
- 86 per cent of residents say they get on well with one another.
- Our residents fought fascism in the Battle of Cable Street and the roots of the Suffragette movement are in Roman Road.
- The London Docks were the drop-off point for immigrants to the UK as well as being the centre of world trade.

Note: We will launch a Tower Hamlets place campaign this year with our partners and, as a result, this narrative may evolve.