

**Partnership  
for Young  
London**



**Trust for London**

Tackling poverty and inequality

# Youth of Today report

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Partnership for Young London

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# Youth of Today report



We are the  
Youth of Today

Life in London  
for Generation Z

Partnership  
for Young  
London



CURATING  
LONDON



Supporting public bodies by  
ARTS COUNCIL  
ENGLAND

In partnership with Museum of London

What are the issues that young  
Londoners care about?

What is the relationship between  
young people and their city?

Part 1: Issues for Young Londoners

Part 2: Identity and space

Part 3: Using London's spaces

Part 4: Changing London

# Involving young people



- Group of diverse young people recruited as part of Manifesto for Young Londoners.
- Reviewed the research question brief from the Museum of London.
- Directly wrote several questions in the survey.

# Methodology

## 3038 young people from across London

- The average age of participants was 18.7.
- More of those who responded to our survey were young women (71.1%) than young men (27.7%).
- Less than one in ten young people considered themselves to have a disability (8.2%)

Ethnicity	Count	Percentage
White British	453	20.4%
Any other White background	268	16.3%
Mixed - White and Asian	69	3.1%
Mixed - White and Black African	37	1.7%
Mixed - White and Black Caribbean	98	4.4%
Any other Mixed background	91	4.1%
Black or Black British - Black African	349	15.7%
Black or Black British - Black Caribbean	163	7.3%
Any other Black background	39	1.8%
Arab	41	1.8%
Asian or Asian British - Indian	95	4.2%
Asian or Asian British - Bangladeshi	203	9.1%
Asian or Asian British - Pakistani	73	3.3%
Any other Asian background	127	5.7%
Latino	24	1.1%
Chinese	16	0.7%
Other	7	0.3%

# Borough distribution

Barking and Dagenham	1.41%
Barnet	4.03%
Bexley	1.61%
Brent	3.92%
Bromley	2.30%
Camden	4.47%
Croydon	2.96%
Ealing	3.78%
Enfield	3.27%
Greenwich	3.99%
Hackney	3.30%
Hammersmith and Fulham	2.92%
Haringey	5.09%
Harrow	1.89%
Havering	0.96%
Hillingdon	2.06%
Hounslow	1.96%

Islington	3.58%
Kensington and Chelsea	1.75%
Kingston	1.61%
Lambeth	3.99%
Lewisham	4.78%
Merton	6.99%
Newham	0.34%
Redbridge	1.72%
Richmond	1.51%
Southwark	6.09%
Sutton	1.61%
The City of London	0.17%
Tower Hamlets	3.89%
Waltham Forest	4.03%
Wandsworth	5.20%
Westminster	2.65%

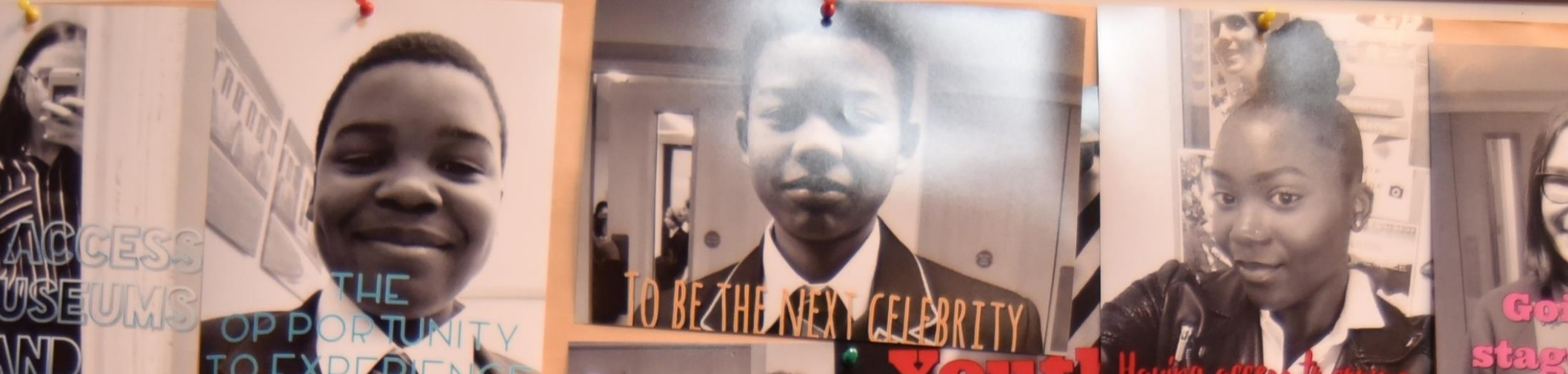
# Incentivisation

- Main prize of £350 ASOS or Amazon Voucher, followed by four 1 Year Subscriptions to Netflix, or Apple Music, or Spotify, followed by ten £50 voucher prizes.
- Advertised through out networks and across social media, with some paid advertising.
- There were numerous attempts to balance the sample through targeting.

# Data analysis

- Excel sheet was cleaned and prepared for SPSS.
- Ethnicity data was recoded to two additional levels of detail; ethnicity simplified, and BAME.
- Postcode was recoded into borough, which was used to create additional codes; part of London, poverty quartiles, and inner vs outer London.
- All relationships included in the report reported were statistically significant, with a P value less than 0.05.





# Key findings





# Part 1: Issues for young Londoners

- Education was the most important issue for young Londoners overall, and education and employment had the biggest impact on mental health. However, this changed for different groups.
- Young people are not optimistic that the issues they face will be dealt with, and that those in power understand the issues they deal with. With Black and Asian young people were the most likely to rank having their voice heard as important to them.

## Part 2: Identity and space

- Young people living in London overwhelmingly identify as Londoners, and regional identity is more important to them than local, or national identities.
- Young people who feel a sense of ownership over their area are more likely to find their local area important to their identity and oppose gentrification.

## Part 3: Cultural spaces

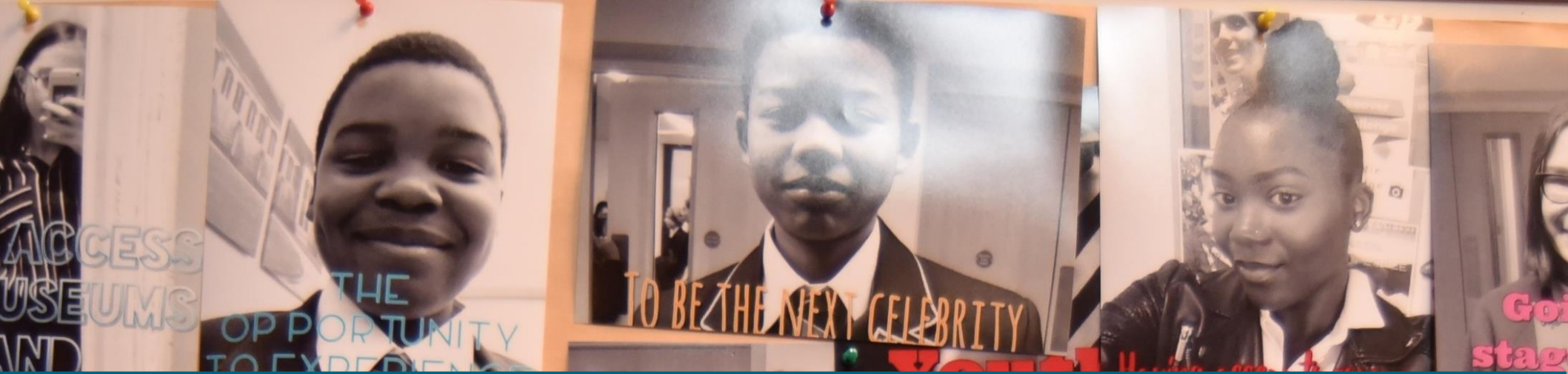
- Over 30% of young Londoners say they rarely or never visit arts and cultural spaces, this also differs on ethnicity and gender.
- Use of arts and cultural spaces differs based on geographical location, such as whether a young person lives in Inner or Outer-London, or boroughs with higher rates of poverty.

# Part 4: Using London's spaces

- Parks and green spaces are the spaces most likely to be used by young Londoners, and the least used space was youth clubs.
- There is a huge split between young people on how often they use arts and cultural spaces (galleries, museums, heritage sites, and theatres), with Black and Asian young people, and those living in Outer-London boroughs, far less likely to.

# Part 5: Changing London

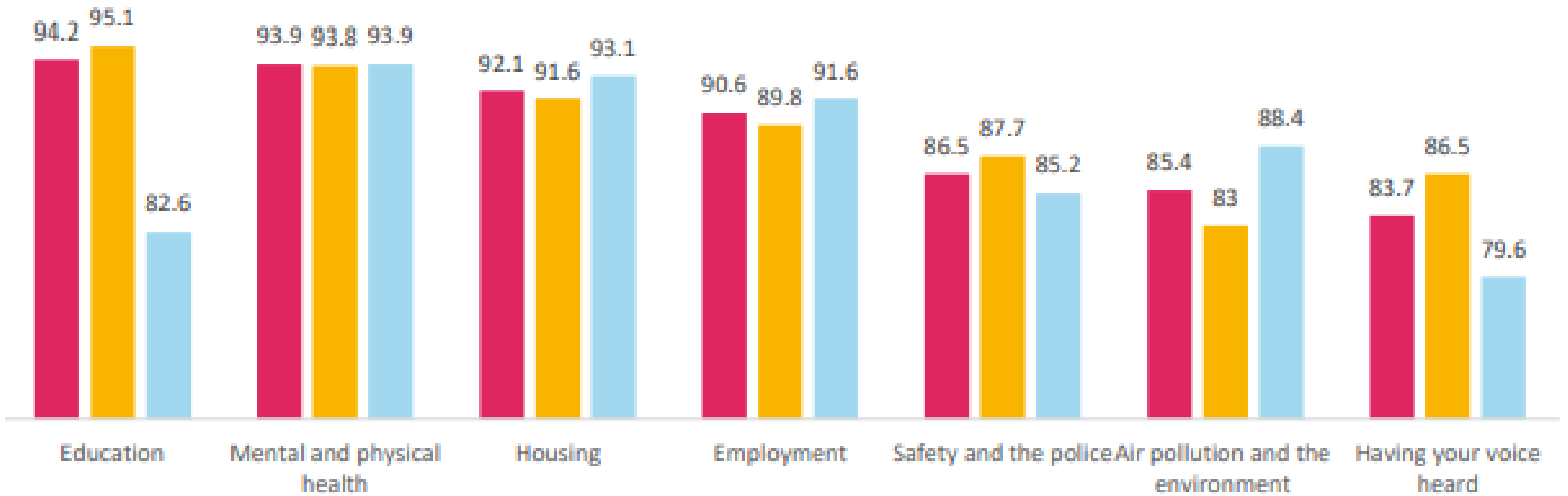
- Young people have, on balance, a positive to mixed view on redevelopments in their local area. However, most did not feel a sense of ownership of their local area.
- Whether a young person is from Inner or Outer-London, and how important London is to their own identity has an impact on their outlook for the city and views on changes to their area.



# The issues for young Londoners

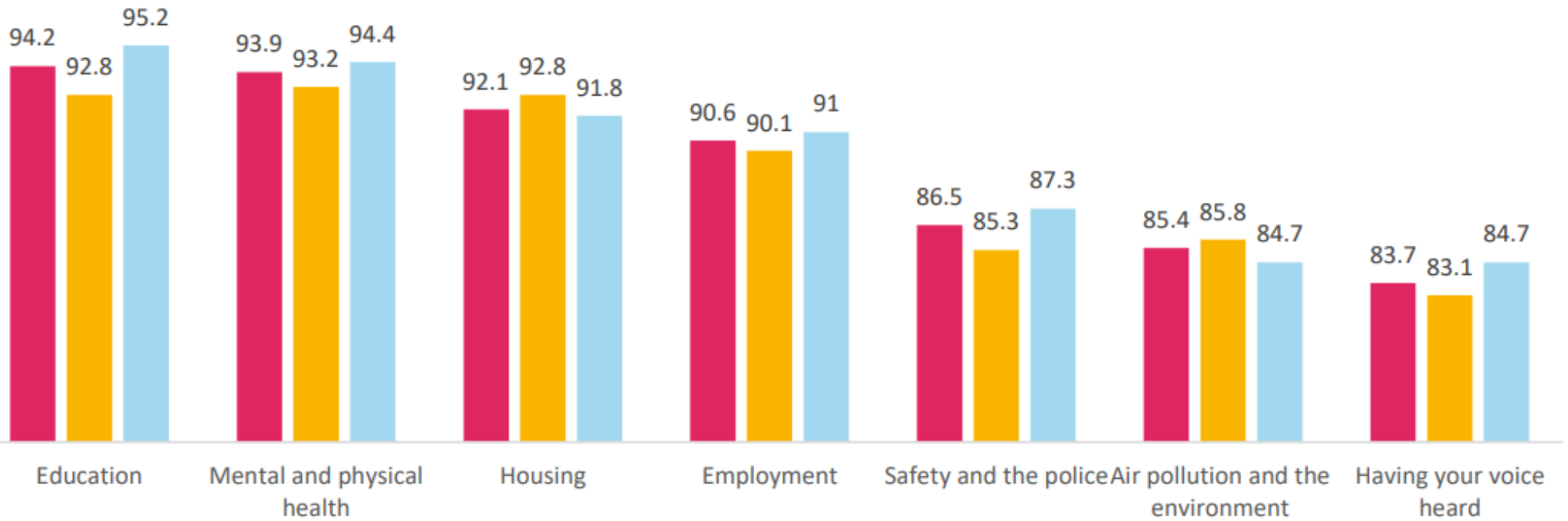


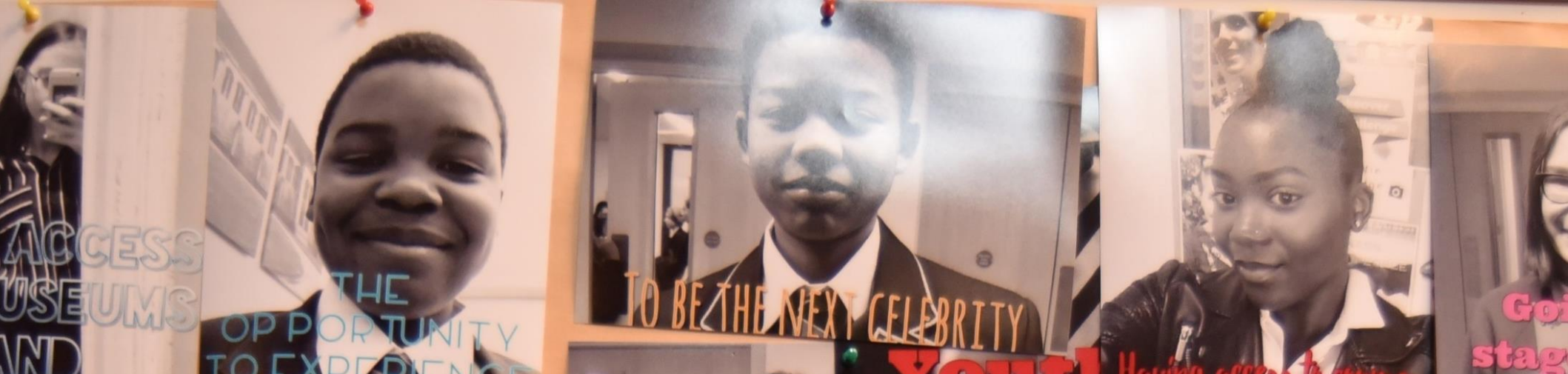
■ Average who said it was important   ■ BAME young people   ■ White british young people





■ Average who said it was important   ■ Inner London   ■ Outer London



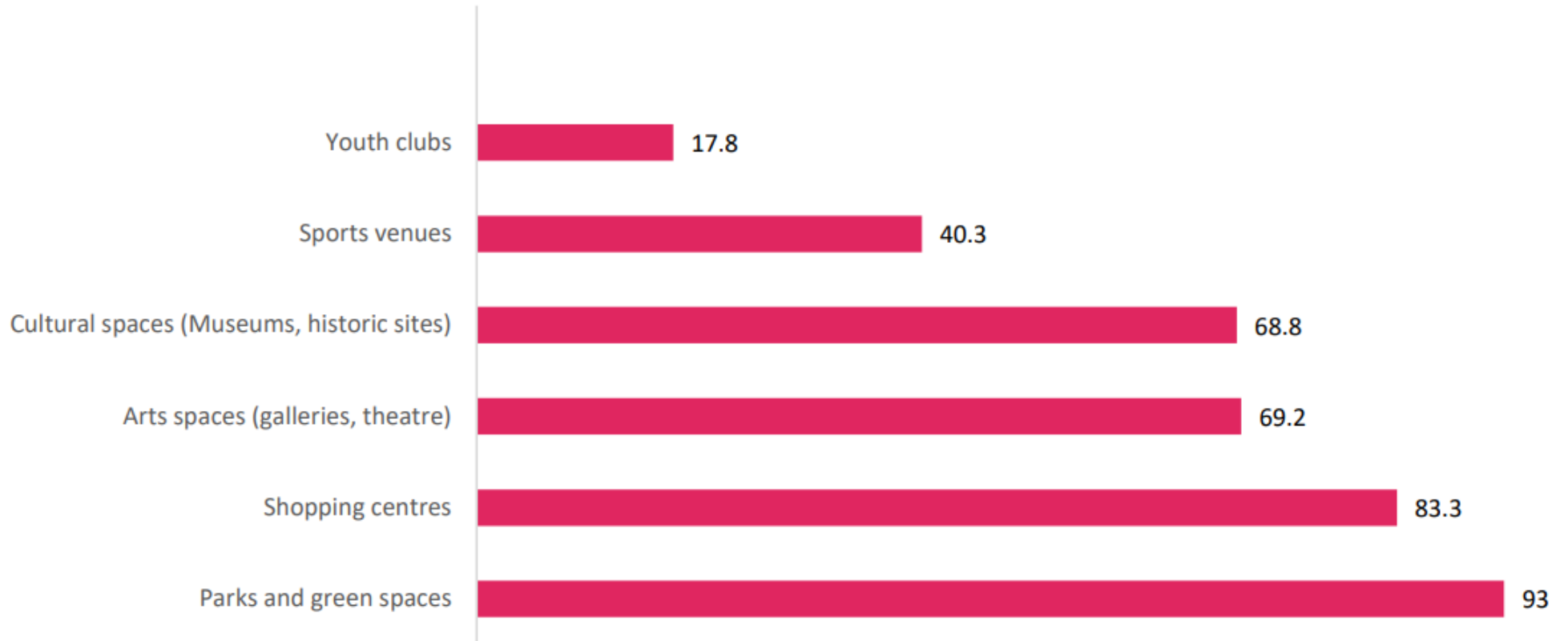


# Using London's spaces



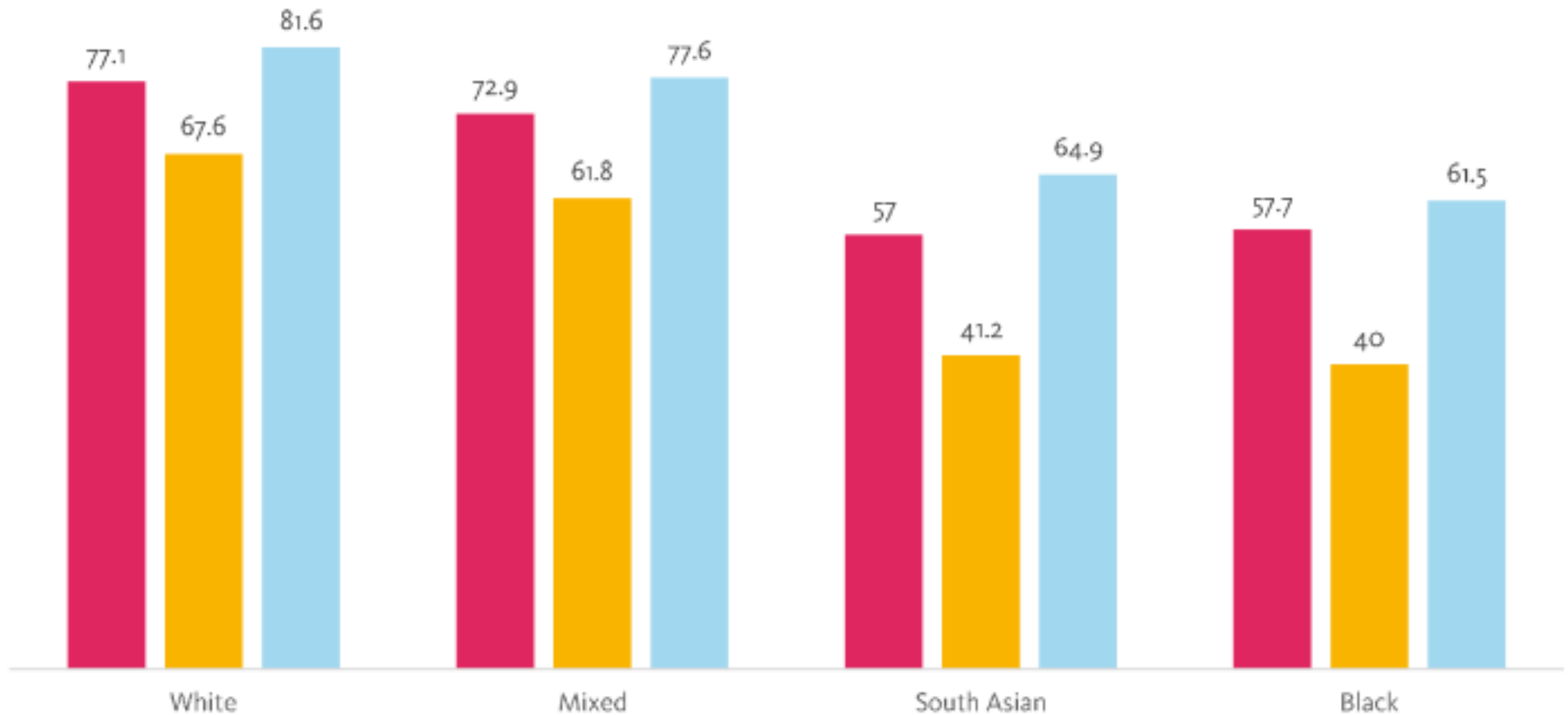
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■ Proportion of respondents that said they use space sometimes, often, or very often



## Visits art spaces often or very often

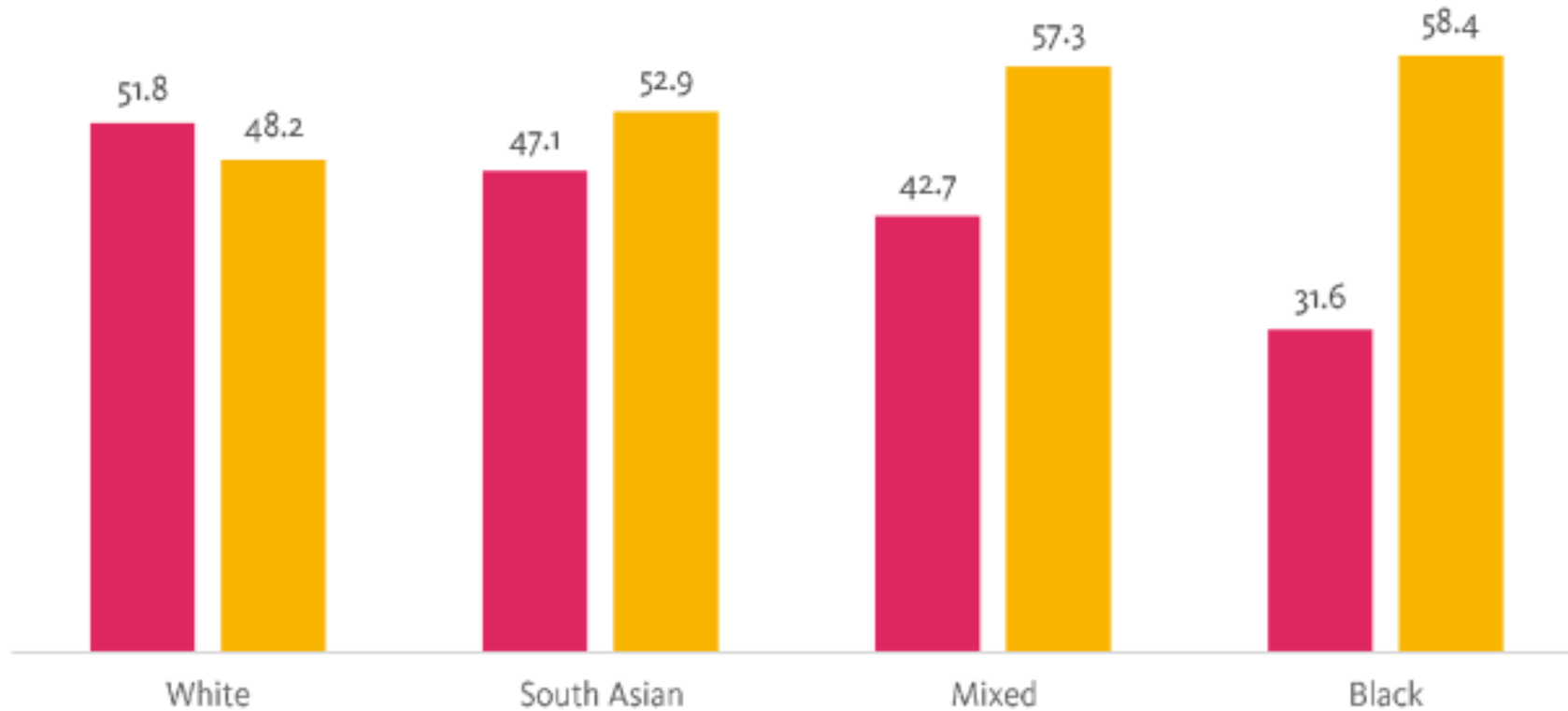
■ Proportion who said they visit arts space sometimes to very often   ■ Young men   ■ Young women



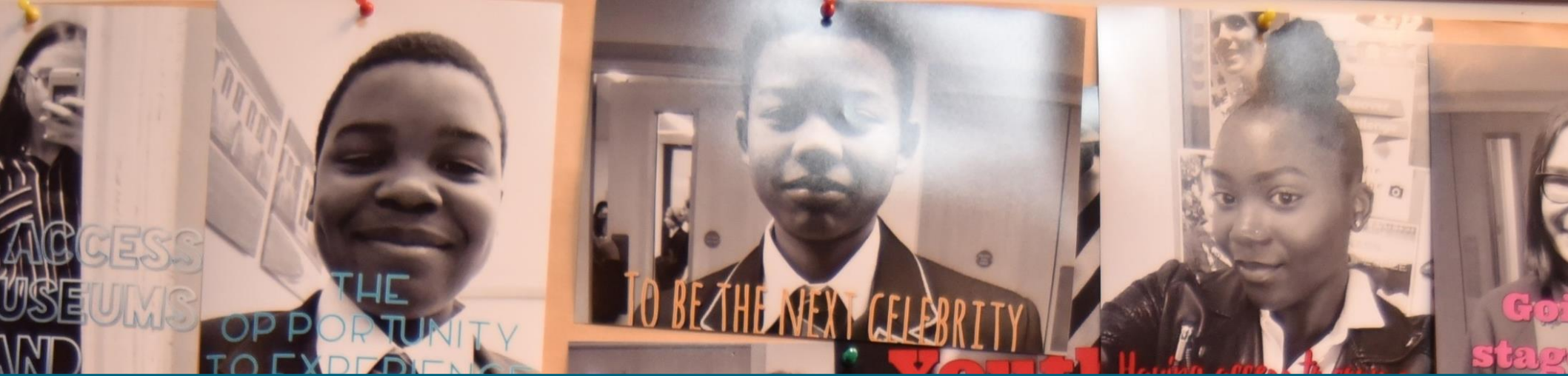


## Has Covid-19 changed your view on your local area?

■ Yes ■ No







# Changing London

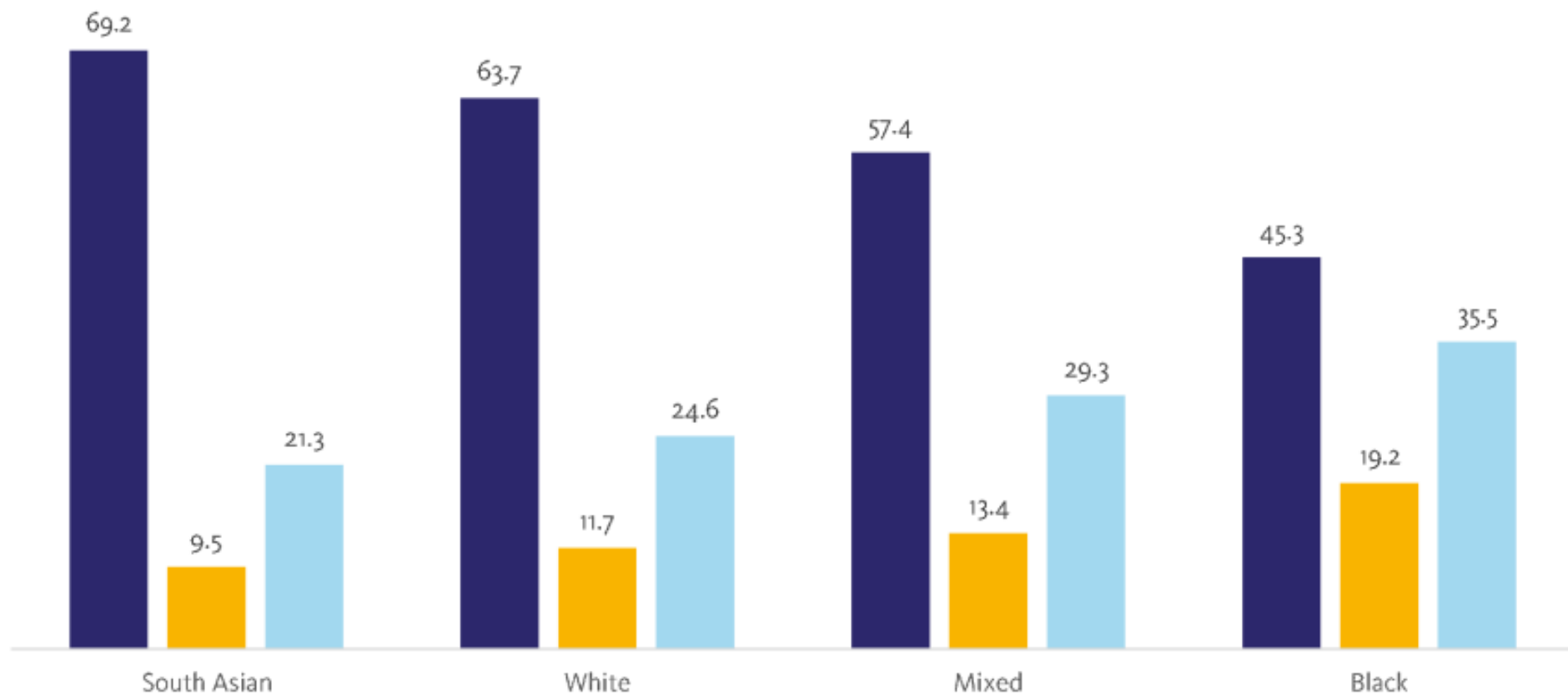


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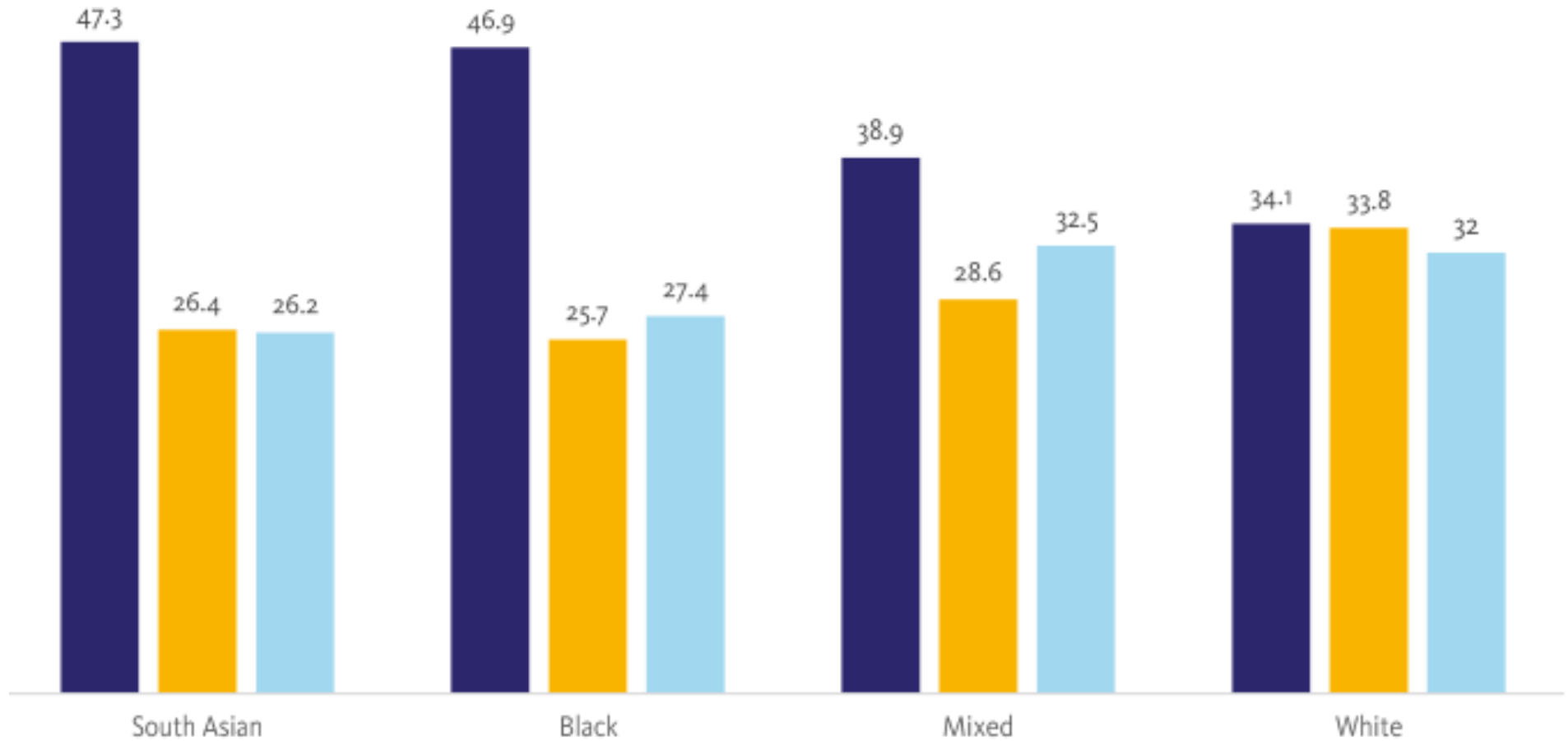
## Do you want to live in London in the future?

■ Yes ■ No ■ Don't know



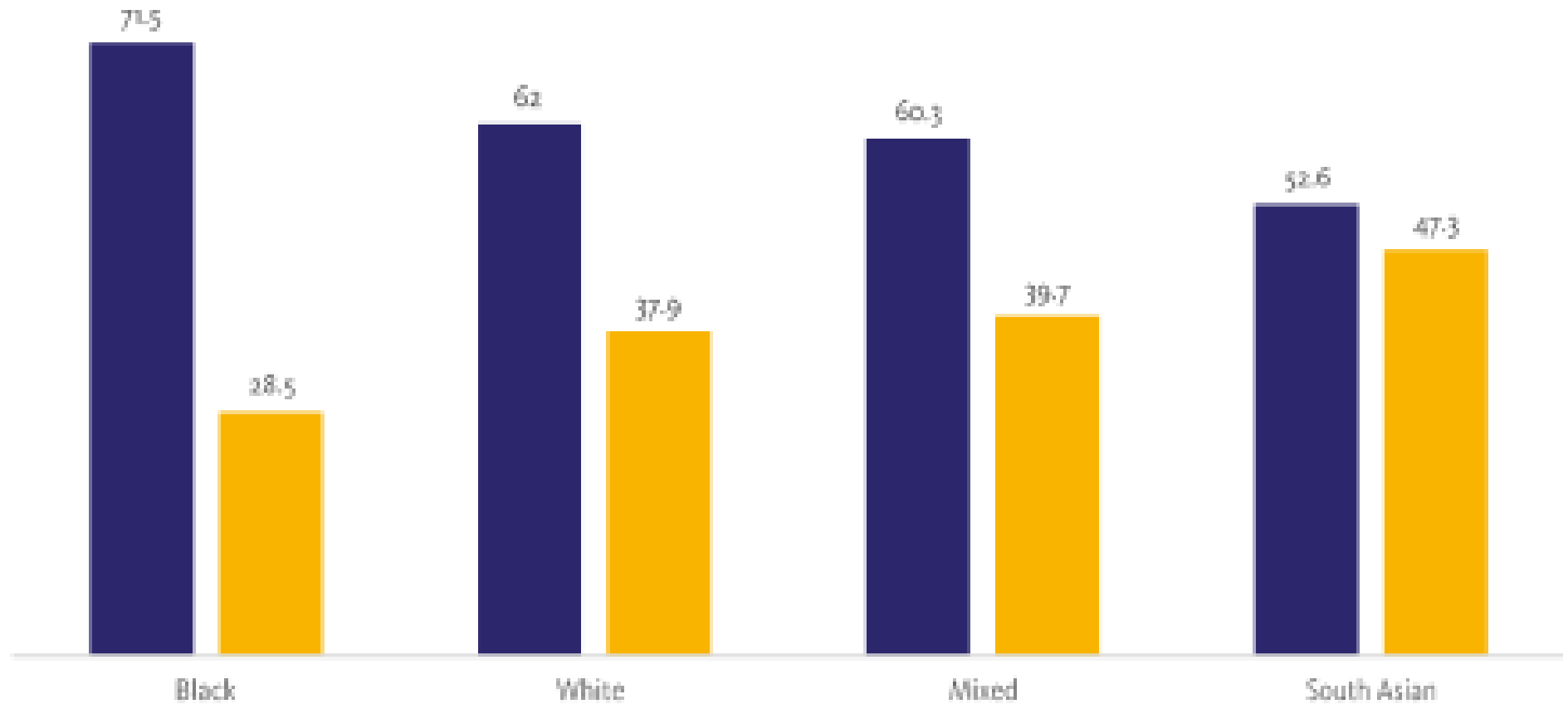
## Do you think you can live in London in the future?

■ Yes ■ No ■ Don't know

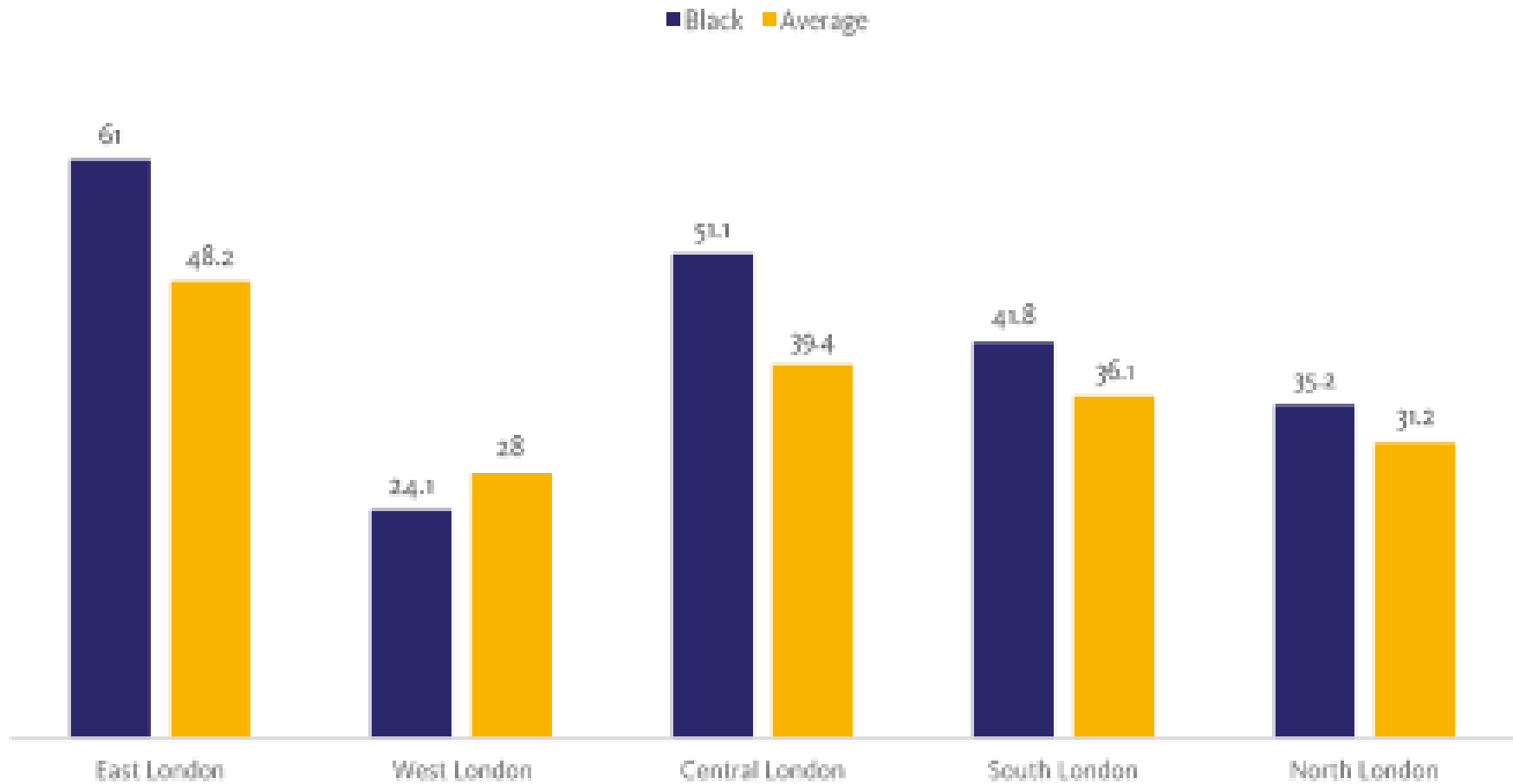


## Young people's views on gentrification

■ "Gentrification is a bad thing"   ■ "Gentrification is not a bad thing"



## Black young people feel more pushed out across London than average





# What's next?



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# Survey of Young Londoners

**Matthew Walsham**

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Policy and Campaigns Lead

- A survey of over 4,000 young Londoners on a range of issues.
- Creates a basis for a cross-sector Manifesto for Young Londoners.
- Supported by peer research projects in local settings.