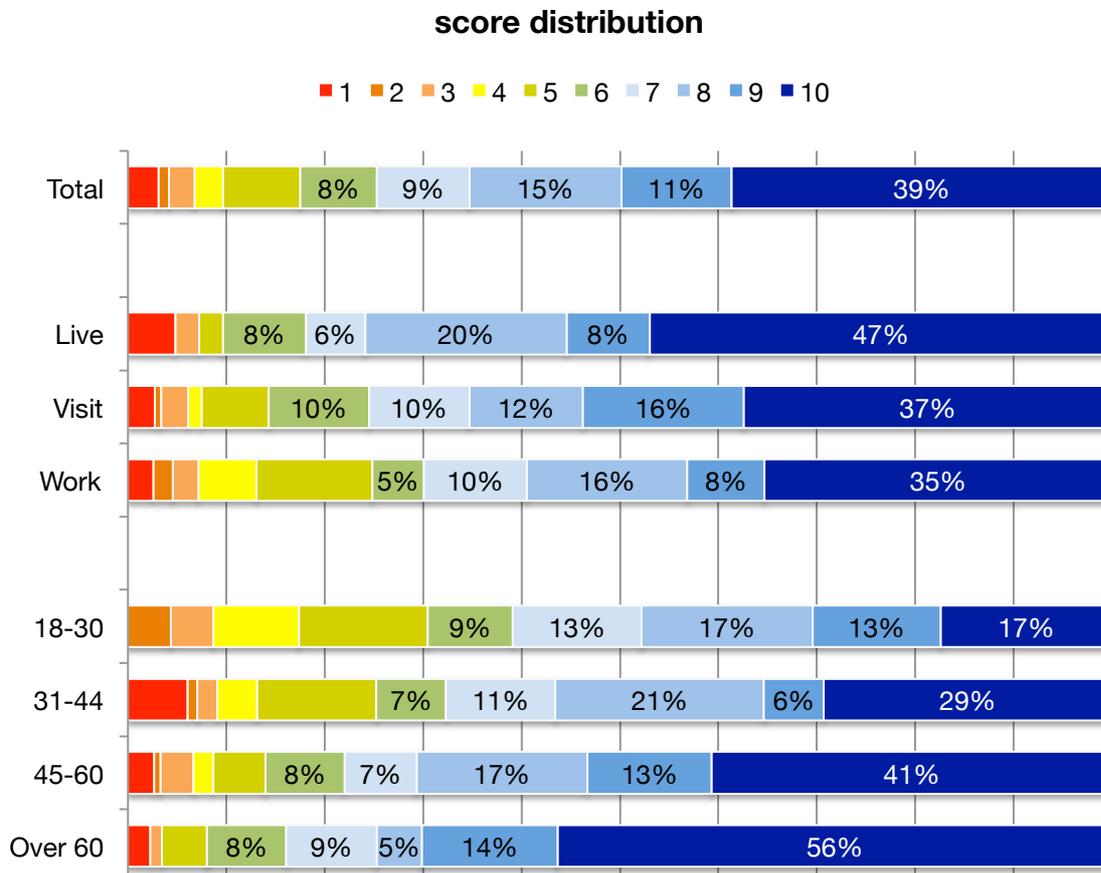
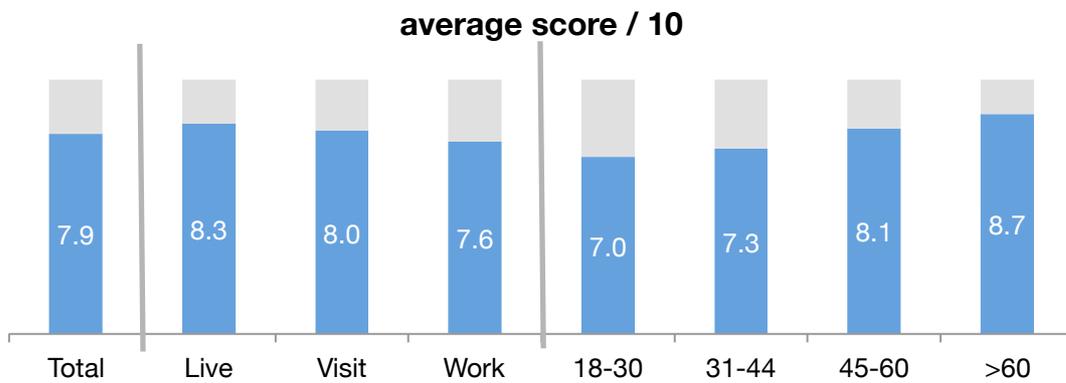


HOUSING SUPPLY

To grow Soho's residential community in line with commercial growth, in particular by ensuring that a larger proportion of funds generated from development in the area for affordable housing are actually spent in Soho.



| HOUSING SUPPLY COMMENTS | Age | Soho | Score |
|---|------------|--------------|--------------|
| A community needs multigenerational inhabitants and schools I think. | 45 to 60 | Work / Visit | 10 |
| A plan needs to be prepared with development opportunities for sociable housing identified. | 45 to 60 | Work | 10 |
| A WCC problem, why are they allowing so many expensive new flats and very limited real affordable housing for rent.Soho will only survive if it is a true mix of people, businesses. Why was Trenchard House, owned by the police, empty for years, & then developed into unnecessary luxury apartments. | 45 to 60 | Live / Work | 10 |
| Absolutely. Westminster has done little to enforce its own policies, being bought off by Crown Estate in St James's Market. All this is doing is hollowing out for ordinary people, along with all the up-market shopping, and making it a desert full of the most unpleasant but high net worth etc., luxury apartment people, and worse, or those just for high-end shopping and eating. | Over 60 | Visit | 10 |
| Affordable housing should actually be affordable. Or... council owned and rented. | 45 to 60 | Work | 10 |
| Affordable housing? Its all going to be poncey apartments | 45 to 60 | Work | 10 |
| Again any affordable housing should be genuinely affordable (much of that across London is not) both for purchase and for long-term rent. The housing should be of a high quality construction. | 45 to 60 | Visit | 10 |
| Again the Council needs to sign on for this... | Over 60 | Live | 10 |
| ALL funds designated for affordable housing generated from development TO BE SPENT IN SOHO!!!!!!!!!! | 31 to 44 | Visit | 10 |
| Ask the housing associations and residents. | Over 60 | Visit | 10 |
| But developers shouldn't call the shots, communities should. The Council is failing residents and those who need affordable homes and must be held to account. | 18 to 30 | Work / Visit | 10 |
| Challenges: Westminster Council not enforcing the policy of affordable housing within big developments | 45 to 60 | Live | 10 |
| Commercial growth in Soho is at an unsupportable level for Soho's infrastructure. Soho was built on a grid system of service roads. These are being eroded for commercial developments without suitable service provision being put in place. The type of commerce coming into Soho is not in the interests of or supporting a residential community. The market has been left to waste away for years by WCC. Independent traders and small businesses have been forced out or evicted for large developments. A halt needs to be put on new large scale development that does not support the unique independent feel, history and the residential community of Soho. | 45 to 60 | Live | 10 |
| Conservative governments hate the poor and social housing of any description. In Hammersmith and Fulham the last conservative council started to destroy our area by building luxury flats and houses, and sold off social housing removing people from their homes.....this is true....and Andy Slaughter our MP tried so hard to stop this happening.....a Row of Ten luxury five bedroomed houses replaced a local care home and were all purchased by a Chinese business man and 18 months later they remain empty except for one! This kind of reckless council policy is against life and communities and is their addiction to greed and globalisation..... | Over 60 | Visit | 10 |
| Create and maintain diversity. Yes please | 31 to 44 | Work / Visit | 10 |

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| Crucial. And it DOES need to be social housing rents rather than the laughably-named 'Affordable' rents. Of different sizes. Prefer to see them scattered in and through other types of housing, rather than segregated in blocks - to aid social integration. | 45 to 60 | Visit | 10 |
| Developers constantly duck this. They have to be forced to take it on. People are the lifeblood of Soho, not empty gentrified housing for overseas investors. | 45 to 60 | Live | 10 |
| Developers MUST be held to account if PP is contingent on affordable housing additions to their projects. There must be punitive penalties if they fail to deliver on this [I write as a resident of RBK&C where developers have got away with larceny in this area] | Over 60 | Visit | 10 |
| Diversity is key. Please don't let Soho become the new Mayfair. | 31 to 44 | Live / Work | 10 |
| Don't market residential accommodation overseas! Allocate a percentage of residential units to people who live and work in the area. | 45 to 60 | Visit | 10 |
| Encourage mixed use schemes. | Over 60 | Work | 10 |
| Ensure developers do not welch on 106 agreements and ensure the agreement is not offset in other areas of the borough where affordable housing may be cheaper for the developer | Over 60 | Live | 10 |
| Ensure every street / block has a social housing minimum at an affordable rate. | 45 to 60 | Visit | 10 |
| Ensuring that housing really is affordable. No second homes creep | Over 60 | Visit | 10 |
| Fight WCC, make the businesses in the area understand the issue by being much more inclusive and a collaborative. | Over 60 | Work | 10 |
| First offer should be to existing Soho residents, and then those of Westminster, with a proven long residency in the area. Say at least 15 years. Ensure that at a minimum the same number of residencies are in the new Soho as there are now, or more. | Over 60 | Visit | 10 |
| God knows. Rent controlled buildings. Stop giving planning permission for awful glass apartment buildings with no storage and aimed at 30 something professionals with no baggage | 45 to 60 | Visit | 10 |
| Housing is too expensive in soho, there needs to be more cheaper housing | 31 to 44 | Live | 10 |
| Housing, not just commercial, property is what will keep Soho special. Mix of people on all levels! | 31 to 44 | Work / Visit | 10 |
| I am fortunate enough to be a Soho Housing Association tenant. We have a housing crisis in this city. Not only is there not enough affordable housing, but Council Tax payers are being bled dry by enormous housing benefit bills. This only benefits private landlords thus widening the gap. It's insane and clearly not sustainable. Just look in any estate agent's window and compare to the average salary. Just doesn't add up. Central Government must act. | 45 to 60 | Live | 10 |
| I really do not know and I find the housing situation in Soho a very depressing one. Soho Housing Association have been unable to assist me and another friend of mine who needed housing. | 45 to 60 | Work | 10 |
| I see virtually no 'affordable housing' in Soho and challenges come from developers who do not live up to their obligations to deliver affordable housing. | Over 60 | Live | 10 |
| I suspect that most of the buildings are managed by huge management firms that really don't think local and community and are not even located in Soho... Without blocking the development of new projects or preventing landlords to get their ROI, having Soho-sensitive management firms operating the Soho-based building which includes residential units would certainly help. | 31 to 44 | Live / Work | 10 |

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| I think it is so important to try and stop the decanting of people out of London. Social housing or work/live spaces for artists would help the empty home syndrome ruining parts of the city | 45 to 60 | Visit | 10 |
| I'd give anything to see the same size of residential community that used to exist in Soho. Families lived here, but were driven out by the Council in several waves of cleansing - they needed places to live and WCC virtually declared Soho as a no-go area for them. Having more families back in Soho would restore the balance there used to be, when everyone co-existed. | Over 60 | Live | 10 |
| If a developer wants to build in Soho, they have to provide affordable housing. They can make more than enough profit from the commercially priced part of any development. Please liaise with the Mayor's office about this issue. | 45 to 60 | Visit | 10 |
| Increase residential accommodation in Soho and reduce commercial development. There are other areas of London more appropriate. | Over 60 | Visit | 10 |
| innovation and historical learning can continue to create and serve the needs of soho | Over 60 | Work / Visit | 10 |
| It would need a Corbyn-style government to bring this in or a Lambeth-style majority at Westminster Town Hall. Good luck getting those two. It is hard to know how to undo the greed culture we have had since the 1980s. Lobbyists and those keen to climb the greasy pole will get in the way of equality when there is so much money to be made for square footage in Soho | 45 to 60 | Work | 10 |
| It's down to local councils and government to make sure there is affordable rented and social housing all across London, government and councils should be strongly lobbied on this matter. | Over 60 | Visit | 10 |
| Lack of space to build is a major problem. | 31 to 44 | Work | 10 |
| Love to live there, can't afford it, love some kind of scheme! | Over 60 | Visit | 10 |
| Main challenges appear to be Govt. policy which is against social housing plus WCC's tendency to accept money in lieu of on-site housing. | Over 60 | Live | 10 |
| | 45 to 60 | Work | 10 |
| Make it an even balance. For everyone ten new businesses, then perhaps 5 new affordable flats. something like that. | 45 to 60 | Visit | 10 |
| Makes sure that social housing remains social housing - rather than allowing developers to develop the properties as luxury apartments and ship the long-standing residents off to Milton Keynes or somewhere - which is what has happened. We need a good mix of local residents. | 45 to 60 | Work | 10 |
| Many businesses have empty rooms above the ground floor (not just Soho). Often they do not want to give up a slice of revenue generating ground floor to create access for residential flats above. There can also be insurance complications. | 45 to 60 | Visit | 10 |
| Money raised by WCC from new developments in Soho should be spent in Soho or at least a high proportion of it. WCC flats have been sold off over the years. Could some of these be bought back, housing association leases re-newed where needed and money given for the provision of new social housing. Economic diversity in housing is essential for a successful diverse community be that occupation, income, culture etc. | 31 to 44 | Live / Work | 10 |
| more social housing for residents and people with ties to the area (and the sofa surfers) | Over 60 | Live | 10 |

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| Much tighter control on proper development of affordable housing within Soho. Far far too much money leaves the region and far too many investment properties are created and seldom used. | 45 to 60 | Work / Visit | 10 |
| None of our staff or even directors can afford to live here. We need a new their if working dwellings | 45 to 60 | Work | 10 |
| Of course money designated fro affordable housing must be spent on that, and on controlled rentals, so the property doesn't turn into a cash cow for quick-thinking entrepreneurs. | Over 60 | Visit | 10 |
| Outrageous that funds for housing here are deployed elsewhere | 45 to 60 | Work / Visit | 10 |
| Promote social rather than 'affordable' housing, and local Living Rent zones | Over 60 | Work / Visit | 10 |
| read previous | 45 to 60 | Visit | 10 |
| renting is the answer especially from Local Authority. | Over 60 | Visit | 10 |
| see previous answer also restrict properties being used just for AirBnB | 45 to 60 | Live / Work | 10 |
| Social housing does not generate enough profit for developers. 50% of housing built in Soho (and the whole of London) should be properly affordable. | 45 to 60 | Work | 10 |
| Social housing in Soho is crucial: residents police the neighbourhood and add a credible charm to the district which is in danger of being engulfed by stag parties and hen weekends. | 45 to 60 | Live / Work | 10 |
| Social housing in Soho must not be disadvantaged for the sake of the developer & Westminster should stop this trend Social cleansing and all all monies should be plowed back into social housing developments with the proviso tenants don't have the right to buy otherwise you wont create a stable community for the future | Over 60 | Visit | 10 |
| Social housing provision, in small developments must be a priority. | Over 60 | Work / Visit | 10 |
| Soho residents make the character of Soho and need supporting. | Over 60 | Work / Visit | 10 |
| Soho Society/SHA auditor given permanent role in WCC finances. | Over 60 | Live | 10 |
| Soho's true appeal depends on its resident community which preserves it from being some FAKE area. Lots of local taxes should be put into local Social/Housing Assn housing. | Over 60 | Live | 10 |
| Stop allowing luxury developments which then sit empty and build more social housing | 45 to 60 | Live / Work | 10 |
| strictly enforce quotas for social housing. | 31 to 44 | Work | 10 |
| Surely what Soho generates, Soho keeps ? | 45 to 60 | Work / Visit | 10 |
| TBD | Over 60 | Live | 10 |
| The biggest challenges are greedy landlords and an indifferent council. | 45 to 60 | Live / Work | 10 |
| The cost of space is Soho is very high so it will be difficult to justify creating social housing when those areas can be sold for high end development. However, there are already areas of social housing and low cost housing and these should be refurbished with requirements to keep them as they are. There should also be more affordable housing for young people and key workers. High end apartments will, in the long term, be detrimental to the area as they will cause decline in everyday spending and remove a lot of the magic of what attracts people to SoHo. | 31 to 44 | Visit | 10 |
| The high cost of renting and the quality of the housing stock are major challenges. | 45 to 60 | Visit | 10 |
| The main challenge will be from profit maximisers. | Over 60 | Visit | 10 |

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| The majority of working people cannot afford to buy / rent in Soho. Affordable housing is critical. | 45 to 60 | Visit | 10 |
| The obvious ... silly question! | 45 to 60 | Live | 10 |
| There is hardly any affordable housing in Soho. | 45 to 60 | Live | 10 |
| There ought to be stipulation that at least 35% of any development should be appropriated to affordable housing (for nurses, teachers, police, etc) but I can't see in happening while there's still so much profit to be made by development in cahoots with the Council. | Over 60 | Live / Work | 10 |
| There should be no way out of this. We need more affordable housing in Soho. | 31 to 44 | Live / work / Visit | 10 |
| This is a Supply and Demand situation . you need to be tough with developers both at planning and " hand over stage " . I know I spent many years doing this !! | Over 60 | Visit | 10 |
| This must be your message to the council housing & planning depts via your councillors. Encourage all eligible persons vote in all elections. Other areas will grab any grants if you are not quick enough. | Over 60 | Visit | 10 |
| This needs monitoring constantly as money gets removed from London all the time and local guidelines on social housing are flouted with impunity. You need to get some of your organisation into local council roles to fight this | 45 to 60 | Visit | 10 |
| too many luxury apartments in the area | Under 18 | Visit | 10 |
| We should build for and support residents in the area (and not build just for those investing in property). I believe London is turning into a tourist town and part of someone's property portfolio for whom making money is the only aim. If we can stop it happening in Soho, maybe there is hope for the rest of us clinging on to living in London. | 45 to 60 | Visit | 10 |
| what normal person can afford to live in Soho? The two apartments in our block are rented but always empty. In the 4 years we've been here I've seen the tenants only a handful of times. | 31 to 44 | Work | 10 |
| Where else should they be spent . | 45 to 60 | Visit | 10 |
| yes do it if you can | Over 60 | Live | 10 |
| Affordable needs to be really related to median incomes (not a notional affordable that is close to £80k salary) | 45 to 60 | Visit | 9 |
| Are there possibilities for cooperation with Camden? | Over 60 | Visit | 9 |
| Commercial business development and premium housing in the area as it continues to grow is always going to over shadow affordable housing | 45 to 60 | Work | 9 |
| Housing Associations, e.g. Soho Housing, are struggling to cope with managing the homes they have; often failing to manage common sense day to day issues which repeat endlessly. Continuing expansion of stock exacerbates these management failure issues. Staff become stretched to breakdown point; sometimes behaving bizarrely. Better management would be needed to strengthen housing supply; which is an important issue. | 45 to 60 | Live / Work | 9 |
| I don't understand the concept of 'affordable' housing. No housing in London is affordable for most people, but it's definitely something to aspire to. | 45 to 60 | Work / Visit | 9 |
| invest into housing which pricing can be suitable to adapt a younger less rich clientele | 31 to 44 | Work | 9 |
| More affordable housing without more housing developments would be ideal. There is no need for more flats and apartments in Soho. Just stop the ones that are there from being unreasonably priced. | 31 to 44 | Work / Visit | 9 |
| New-build genuinely affordable/council housing in the area. | Over 60 | Visit | 9 |

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| Not easy to do, but if local shops and businesses are not priced out by increased rents etc there might be a natural inclination to shop locally. Keep out chains. | Over 60 | Visit | 9 |
| Not sure what mechanisms are proposed for this, but it sounds a worthwhile aspiration. | 45 to 60 | Visit | 9 |
| People don't have the facts to hand - i.e. what proportion of funds from development are spent or have been to date, in Soho. | 45 to 60 | Live / Work | 9 |
| Soho is also home to many. To have affordable good quality homes that are in keeping with the desire to have a strong community base that can also benefit from the services and amenities within the area. | 45 to 60 | Visit | 9 |
| The obvious challenge is providing affordable housing when the area is increasingly expensive and flats are being turned into short-term rental opportunities. I would put families at the centre of low-cost or mixed housing schemes as it is my belief single dwellers are more likely to sublet or embark on Air BnB -type rentals. The key aim is to have people live in the area, not just to provide work and entertainment spaces. | 45 to 60 | Work | 9 |
| This is important. Is the area generally able to maintain its level of housing stock? | Over 60 | Visit | 9 |
| Westminster Council needs to see Soho as appropriate for housing, schools and medical centres. | 45 to 60 | Live / Visit | 9 |
| You're hinting that it's not funds designated for housing are not kept in Soho. Didn't know that but not surprised. Money goes further outside. Dunno-it's space innit. They don't make that any more. | Over 60 | Visit | 9 |
| Affordable housing should be a stronger council aspiration | 45 to 60 | Visit | 8 |
| 'Affordable' must mean actually affordable for ordinary working Londoners, and must be 80% at social rent level. | Over 60 | Visit | 8 |
| Communities need people. Social housing is the only way that we'll get more community. Build convert and make sure it goes to those who contribute and work here | 45 to 60 | Work | 8 |
| Don't go over the top on commercial investment. It isn't needed. | 31 to 44 | Work / Visit | 8 |
| Due to the small area being talked about there is no need for more social housing as this is already supported. Mid-priced private ownership should be encouraged. | 45 to 60 | Live | 8 |
| Far too many premises are being taken over as AirBnB, short lets (way over 90 days a year) as landlords can achieve more income through this means, which would diminish the community spirit | Over 60 | Live | 8 |
| Focus on one bedroom housing or possible two bedroom to encourage flat sharing etc, i.e. two people could apply for a two bedroom to share. Encourage shared arrangements. Less focus on family sized accommodation in areas like Soho. Improve the quality of affordable housing so that it is less slum like after the initial 'new' phase. | 45 to 60 | Live | 8 |
| I believe most of the available space belongs to business and that there is not room for affordable housing and this will only bring prices up | 45 to 60 | Live | 8 |
| I have no idea I'm afraid. | 45 to 60 | Visit | 8 |
| I think every new building in Soho should have a percentage of flats to be given to a house association to help to grow the affordable houses in Soho. Also empty buildings must be converted in flats and managed by a housing association. | 31 to 44 | Work / Visit | 8 |

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| in order for it to be a viable place that people can aspire to live it there needs to be properly affordable housing, but also the right mix of actually useful retail. Your average person cannot afford do to their weekly shop in Wholefoods, which is now the only decent sized supermarket. There is also a district lack of specialist retailers that provide affordable, quality ingredients. The fact that there's no butcher or fishmonger. The greengrocers on Berwick Street are not varied enough - the produce they sell is no longer up to a standard or variety that your average shopper wants. Plus, they are not there in the evening, which is when most people would do their shopping. | 31 to 44 | Visit | 8 |
| It's important that Soho doesn't become a haven only rich residents. Affordable housing is important for helping to keep the diversity of the area alive. | 45 to 60 | Live / Work | 8 |
| Keeping development funds within Soho is keep to this and not losing the money elsewhere. | 31 to 44 | Work | 8 |
| Less buy to let properties for large conglomerates and more help for individuals seeking to rent/buy larger than a studio. Most london properties are already bought | 31 to 44 | Live | 8 |
| Make developers fulfil their obligations on social housing. Make WCC enforce | 45 to 60 | Live / Work | 8 |
| Much of the development happening in Soho seems to focus on 'luxury flats.' This is driving rent prices to skyrocket, which in turn is not only bringing to Soho a very specific demographic to new residents but is also driving current residents away. Soho is renown for mixture of people and I feel current developments are threatening this unique aspect of the area. There should be more affordable housing as well as a cap in rents. | 18 to 30 | Live | 8 |
| My main point would be not to let new residents close and limit the night life. Yes, have affordable housing but keep it as Soho Housing. | 45 to 60 | Work | 8 |
| Perhaps creating a Soho development fund | 45 to 60 | Visit | 8 |
| reduce pollution and traffic noise | 45 to 60 | Live | 8 |
| Soho Housing Association have been instrumental in safeguarding social housing and have evolved to adapt to changing conditions by providing a mix of housing , market rental properties helping to finance affordable/ social accommodation- a model that could be extended? | 45 to 60 | Live | 8 |
| The people give Soho its wonderful and special character!) | 45 to 60 | Visit | 8 |
| This has to be driven by a requirement to include affordable housing in conversions/redvelopments in the area and the council has to enforce this rule! | 45 to 60 | Visit | 8 |
| Tough one i lived in Soho many years ago and even then rents were sky high. Agree there is a need for more affordable housing for people who work in hospitality creatives musicians students public sector Emergency services night workers. People who add and contribute to the area and have a history track record of contributing and appreciation of Soho and have no problem with Soho and the night time economy. | 45 to 60 | Work / Visit | 8 |
| within the community--and wider community | 45 to 60 | Live | 8 |
| yes, the money needs to be spent in soho - and housing supply very carefully regulated to make sure that we keep the area true to its spirit, and not cut its corners off. How do we make the area interesting to business and residents that respect the areas values, not just those that can pay the most? | 31 to 44 | Work | 8 |
| YES. NO OFF SITE affordable housing agreements! | 31 to 44 | Live / Work | 8 |
| Agree we should have affordable hgousing but then again that goes for all | 45 to 60 | Live | 7 |

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| Any funds generated from planning caveats should be kept in the area, but more focus on nightlife than retail. | 31 to 44 | Visit | 7 |
| Ensure new residential developments have to include a proportion of affordable housing (and not just a cash contribution) | 45 to 60 | Work | 7 |
| Housing supply is very important, but options for off-site affordable should still be considered. A balanced community is important, but so is providing the maximum number of homes for all of the people that need them and therefore where sites are not suitable for on-site provision, off-site should be an option (within Westminster). | 18 to 30 | Work / Visit | 7 |
| I don't feel that this is a huge priority- Soho never has or will be known for its Housing supply | 18 to 30 | Work / Visit | 7 |
| I think these funds should be directed at key worker housing in Soho. | 18 to 30 | Work / Visit | 7 |
| it is an area where land sales would be of high cost- so affordability is a problem for housing being at a low cost | Over 60 | Visit | 7 |
| Maintaining the space for long-term residents and businesses must be paramount. | 31 to 44 | Work / Visit | 7 |
| Money.... | Over 60 | Visit | 7 |
| No comment | 31 to 44 | Work | 7 |
| Planning conditions on development asking for affordable housing with rent controls but would be opposed by developers and the Tory Government. | Over 60 | Visit | 7 |
| Redevelopment of existing housing stock | 31 to 44 | Visit | 7 |
| Spend the funds on liveable conversions of existing low rise buildings - avoid high rise solutions. No faceless luxury flats please. | 31 to 44 | Work / Visit | 7 |
| The challenge currently would be, given current property values, that new affordable units would need to be very small in this area or would require a huge ongoing subsidy. In view of budgetary constraints, is the current social housing expansion further afield not more effective in raising the number of units available. There should not, however, be any loss of social housing here. | 45 to 60 | Live / Work | 7 |
| The flip side is that funds generated outside Soho won't be spent in Soho; this may not be helpful if future development activity is stymied by other proposals. | Over 60 | Work / Visit | 7 |
| Yes affordable housing for all | Over 60 | Visit | 7 |
| Ban air B&B and introduce a regulation that keeps out investors who don't actually live the area and just try to push their house price. | 45 to 60 | Live / Work | 6 |
| Enforce provision of affordable homes within Soho | Over 60 | Visit | 6 |
| Good idea, but developers are a lot savvier than council officers and they always manage to weasel out of obligations. The only way to ensure you get what you want is for the council to do the building. NB Housing Associations seem to have become even more grasping than private developers. | 45 to 60 | Visit | 6 |
| I would be very happy to hear that social housing was made available, of course it maybe difficult but I think the rewards for the area of having a local population is that the continuity of the community is invigorated | 45 to 60 | Work | 6 |
| I'm afraid this will be very difficult | Over 60 | Live / Work | 6 |
| It makes sense for the residential community to grow as well. | 45 to 60 | Work | 6 |
| Land values are always the challenge we have lost so much housing of various kinds eg the police hostel because there are profits to be made. Social housing should include housing for workers like police, teachers ext and this might be ensured by a section 106 | Over 60 | Work / Visit | 6 |

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| More of the funds generated by development in Soho should indeed be spent in Soho, for example by preserving Royalty Mansions as social housing, which WCC has I believed refused to do. Beyond that type of investment, the hard truth is that, as we have seen in numerous cases such as that of the Curzon Mayfair, residential development and business use, particularly businesses in the night-time economy, are not natural bedfellows. Soho, for all its attractions, is a small area and is the natural heart of London's entertainment and night-time economy, with the connectivity that these things need. That is what should be prioritised over residential use, for the benefit of all Londoners, and I say this as a Soho resident. | 45 to 60 | Live | 6 |
| Need more council housing in the area | 45 to 60 | Visit | 6 |
| not sure its possible | Over 60 | Work / Visit | 6 |
| Not sure. | 31 to 44 | Work / Visit | 6 |
| Stop the avaristic developers from creating overpriced 'luxury' properties to line their pockets Hold every developer to their affordable housing contingent in this area not elsewhere Create 'community housing for singles and couples- one step up fro halls of residence. Dont sell these off. | 45 to 60 | Live | 6 |
| The developers in Soho are only interested in restaurants and bars which is an issue. | 45 to 60 | Live | 6 |
| This is a difficult one, I still think the priority should be to support protect and maintain local venues/businesses etc of historical and cultural importance | 18 to 30 | Visit | 6 |
| While I think this is good in theory, increasing residential footprint in formerly creative corners of Edinburgh has led to the closure of vital music venues. | 45 to 60 | Visit | 6 |
| Yes housing is important but not letting it destroy the old buildings getting rid of historical buildings there. I don't like history being taken away.. | 45 to 60 | Visit | 6 |
| I haven't thought much about this but London does already have a housing crisis. There are already so many unoccupied homes and 'investment properties' sitting around. A possible solution would be to impose a tax on empty properties, and/or a law stating that foreign investors may not buy property in London if it won't be lived in for 75% of the year, although I imagine that would be hard to enforce. | 18 to 30 | Work / Visit | 5 |
| its commercial not residential IMO | 31 to 44 | Work | 5 |
| No view | Over 60 | Visit | 5 |
| Redevelopment and/or refurbishment of existing run down residential buildings | Over 60 | Visit | 5 |
| Relates to earlier comments on housing for Soho | 31 to 44 | Work | 5 |
| Soho shod be be left to another "Paul Raymond" NOT a Housing supply | 45 to 60 | Visit | 5 |
| Sometimes areas should be left to be what they are, not stick houses everywhere possible taking up space | 18 to 30 | Visit | 5 |
| There are good reasons for placing social housing outside Soho where larger schemes or more floorspace can be achieved for the same investment, however on-site social housing is already picked up by Westminster planning policy. Soho seems already well balanced in terms of diversity of incomes in its population. | 31 to 44 | Work / Visit | 5 |

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| This question is somewhat ambiguous. What's important to me is that affordable housing is built. It doesn't matter much where the money comes from or that the funds generated from development in Soho are spent in Soho, as long as funds are available for affordable housing from whatever source when they are needed. Along with affordable housing we also need affordable transport, and the greatest missing feature in Soho is high quality protected cycleways like the sort running along the embankment, on the major through roads like Shaftesbury avenue and Oxford street. | 31 to 44 | Work / Visit | 5 |
| Where possible, better use of empty upper floors for flats. | Over 60 | Work | 5 |
| Why does Soho need to endlessly grow? How about reducing the commercial growth back in line with Residential. | 45 to 60 | Work / Visit | 5 |
| Housing in Soho will never be "affordable". There are too many expensive developments going up. | 45 to 60 | Visit | 4 |
| I don't believe Soho is the place for affordable housing/ social housing | 31 to 44 | Work | 4 |
| I think soho should have a minority residency, in that the majority of soho should be a mix of businesses, entertainment, and hospitality. I'm not saying housing should be reduced, but it should not grow. Instead, existing housing should be improved. | 18 to 30 | Work / Visit | 4 |
| If some of the housing is actually 'affordable', then this is desirable. However, this doesn't ever seem to be the case and most housing in the Soho area is top end. | 18 to 30 | Work | 4 |
| Make rents cheap and stop the developers stealing prime property that were social housing. STOP BEING GREEDY. | 45 to 60 | Work / Visit | 4 |
| n/a | 18 to 30 | Work / Visit | 4 |
| Don't let Soho to come home to only 'luxury developments', pricing everybody else out. If the heart of London dies, the whole city will shift elsewhere. | 18 to 30 | Live | 3 |
| Grow? Why grow? Maintain would be better. Grow would be at the expense of something else, or grow upwards which I do not support, or make units smaller. | 45 to 60 | Visit | 3 |
| I think there has been far too much of a shift towards residential property in Soho. Soho is a place to do business and have fun, not somewhere to live for any length of time. As such, focus should be put on business and the arts in Soho, and much less on filling Westminster Council's bank account with Council Tax. | 45 to 60 | Work | 3 |
| It's too late for this, our rents are huge now anyway. The change from commercial usage to residential use means we'll have empty, luxury flats owned by foreign investors. Still they keep being built. We feel that the commercial rents are so high, that the landlords have almost priced out all the cool independent retailers too. | 45 to 60 | Work | 3 |
| Soho is a business area, full stop. Live here if you like but business comes first. | 45 to 60 | Work | 3 |
| Whilst I agree that affordable housing should be created, I could only dream of affording to live in Soho and I have worked all my life. Why should someone on benefits be able to live in a superior location than those working in the area can afford. As the previous question pointed out, residential use is not an ideal partner with all other uses in Soho. | 31 to 44 | Work | 3 |
| It is not cost effective to supply 'affordable' housing in Soho, when it can be created reasonably close by, much more cheaply. | 45 to 60 | Visit | 2 |
| London (Westminster) is a big city, with lots of areas where additional social housing can be built. Not sure why it is a priority for a unique area like Soho to have more affordable housing. | 31 to 44 | Work / Visit | 2 |

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|--|----------|---------------------|---|
| I was forced out of my private rented accommodation in Fitzrovia 5 years ago after 50 years there. I was a key worker (school teacher) & I mourn the loss of my home & community,as deeply now as I did then. | Over 60 | Visit | 1 |
| It is a very busy part of London and affordable housing adds nothing to the improvement of the area. | 31 to 44 | Work | 1 |
| Most of the new developments I've seen already include housing. | 45 to 60 | Live / work / Visit | 1 |
| Provision of inexpensive housing in London, not too far from the centre, is important. But Soho, right in the centre, is and always will be an area of high land prices. It is better to concentrate provision of inexpensive housing in area where land costs are lower | Over 60 | Visit | 1 |
| Soho is not a quiet residential area. By pushing for more luxury flat developments will only result in people applying pressure to the council to shut down establishments which are the life and soul of the area. The rights of these historic establishments must be protected. | 45 to 60 | Visit | 1 |
| Why should affordable housing be in soho better outside | 31 to 44 | Work | 1 |