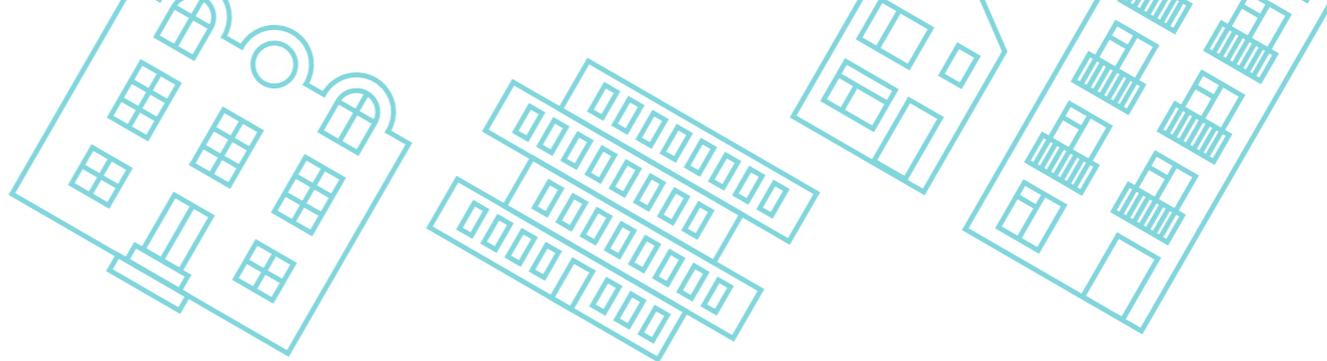


The background is a solid teal color. Scattered across it are white line-art illustrations of various building shapes, including houses with gabled roofs and multi-story structures with windows and balconies. The buildings are oriented in different directions, creating a sense of a cityscape.

# LOW DOWN

**London Councils guide  
to development in the  
city of opportunity**

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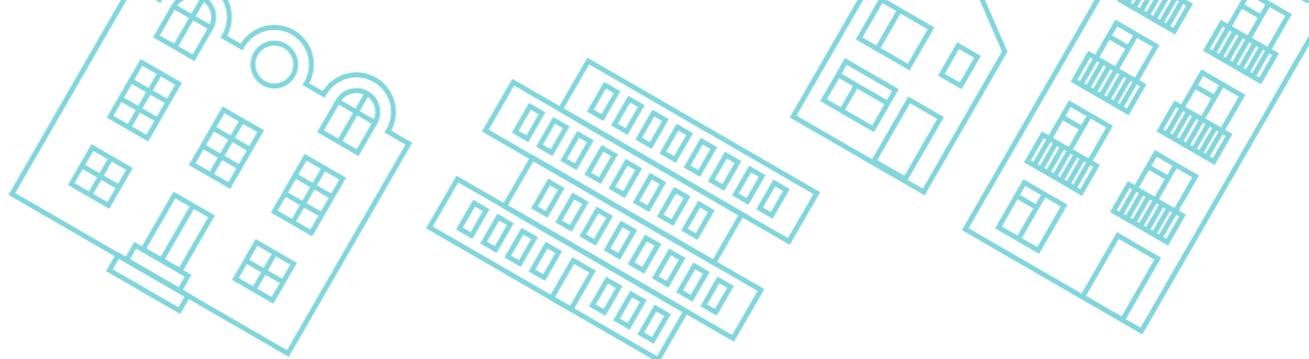
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# INTRODUCTION



## Cllr Darren Rodwell, London Councils

Connected to all parts of the UK, Europe and the globe, London has a great deal to offer the world. With a long history alive with dynamism, London thrives because of its exceptionally diverse, dynamic and growing population.

Always looking forward, London offers unparalleled opportunities to those who live, work and invest in the capital.

There are so many opportunities across the capital we have set them all out in these pages borough by borough.

London's 32 borough councils and the City of London play a key part in representing communities and places that encompass vibrant, high-density inner-city areas, large-scale industrial estates and open green spaces. While the Mayor of London outlines an overall strategy, London's councils are responsible for taking most of the planning decisions in the capital. As such we are key partners for anyone seeking to invest in London.

We want to work with you.

London's rapidly growing population means that we have to keep moving – and fast – to keep up with demand for more homes, jobs and opportunities. And recent changes to government financial rules mean that many of the London boroughs are able to finally ramp up their plans to build affordable housing.

London's councils have an appetite to do more – to build more, to create more opportunities and to attract new investors. On each page of this guide you'll notice a key contact who knows their borough and can help you be part of London's exciting future. Get in touch with them to find out how.

### Darren Rodwell

Executive member for housing and planning  
[darren.rodwell@lbbd.gov.uk](mailto:darren.rodwell@lbbd.gov.uk)



## Catherine McGuinness, City of London

The City of London Corporation is delighted to support, once again, the London Councils Guide to Development in a City of Opportunity. This guide describes the opportunities for development across the City of London and each of the 32 boroughs of London, each of which has its own distinctive character.

What unites us in the capital is the determination to work together to ensure London remains one of the greatest cities in the world.

London is a global business hub, home to world-leading clusters of expertise in financial and related professional services, the creative industries and tech. One-and-a-half per cent of the total UK workforce, over half a million people, is employed in the Square Mile. As well as the City, hundreds of thousands work in Canary Wharf and the West End and are an integral part of London's growth and success.

London is a leading cultural centre. This is one of the key attributes that makes London such a great city to live, work and visit. Creative industries and culture thrive across all 32 boroughs.

In the City the Culture Mile initiative hopes to bring in more people to its great cultural institutions with more and more new buildings publicly accessible to visitors. Next door, the West End continues to be home to some of the world's best theatres.

Plans are afoot for the co-location of our three wholesale markets – Billingsgate, New Spitalfields and Smithfield – to the London

Borough of Barking and Dagenham. The project aims to bring all three markets together on a single site to create a world-class new wholesale food location for London and the UK. This would provide market tenants with more modern facilities in a location offering room for growth.

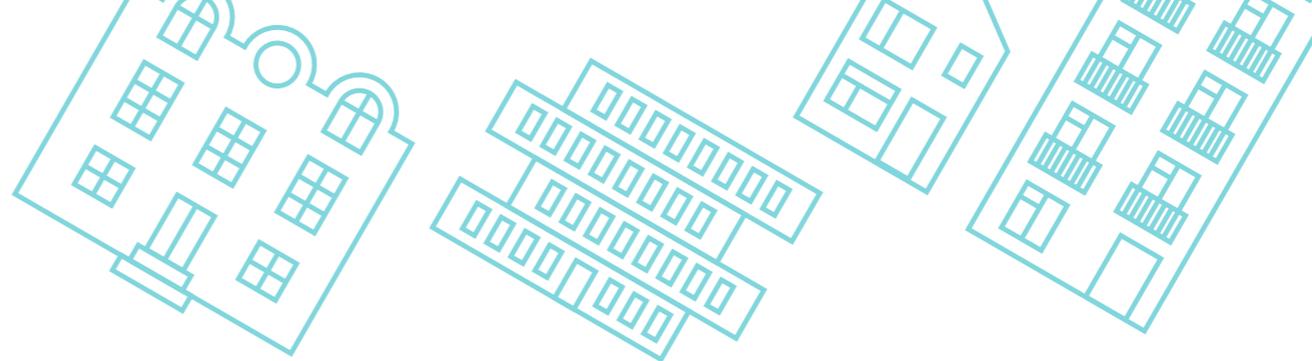
London is developing all the time. Transport infrastructure and connectivity in London is being revolutionised by the new Elizabeth line. For the City, this has the potential to bring in an additional 1.5 million people and drastically reduce journey times to airports. Across London as a whole, it will be the biggest expansion in railway capacity since 1945 and open up new direct routes between the east and west of the capital. High Speed Two will improve London's transport connections with the rest of the country, a vital issue, while a new runway at Heathrow will boost the capacity of the world's busiest airport network.

London is and always will be a city of opportunity. This is what this guide is about.

### Catherine McGuinness

Policy Chair, City of London Corporation  
[catherine.mcguinness@thecity.gov.uk](mailto:catherine.mcguinness@thecity.gov.uk)

# LONDON: A GLOBAL CITY



Research by London & Partners shows London is home to 233 languages, 8.9 million Londoners, across our 33 local authorities, London's diversity is its strength – with each borough having global links.

## A CITY FULL OF GREEN SPACES

Eight Royal Parks, 151 parks, eight million trees and four UNESCO World Heritage sites.

## GLOBAL CENTRE OF LEARNING

Four universities in the world's top 40 as well as 50+ higher education institutions across London and 380,000 students study in London each year – including 112,000 international students.

## WORLD-CLASS ARTS, LEISURE, ENTERTAINMENT AND FOOD

3,530+ pubs, 857 art galleries, 215 museums and 67 Michelin starred restaurants.

## CONTACT:

**Lucette Demets**

Head of urban, London & Partners  
[ldemets@londonandpartners.com](mailto:ldemets@londonandpartners.com)



## WORLD-CLASS EXPERTISE

Tech, life sciences, finance, legal and creative sectors merge here to innovate Europe's largest concentration of tech companies. London has 181 incubators and accelerators.

## ENTREPRENEUR CAPITAL

The UK is home to 37% of Europe's unicorn companies, the majority of which have headquarters in London.

## HEADQUARTERS

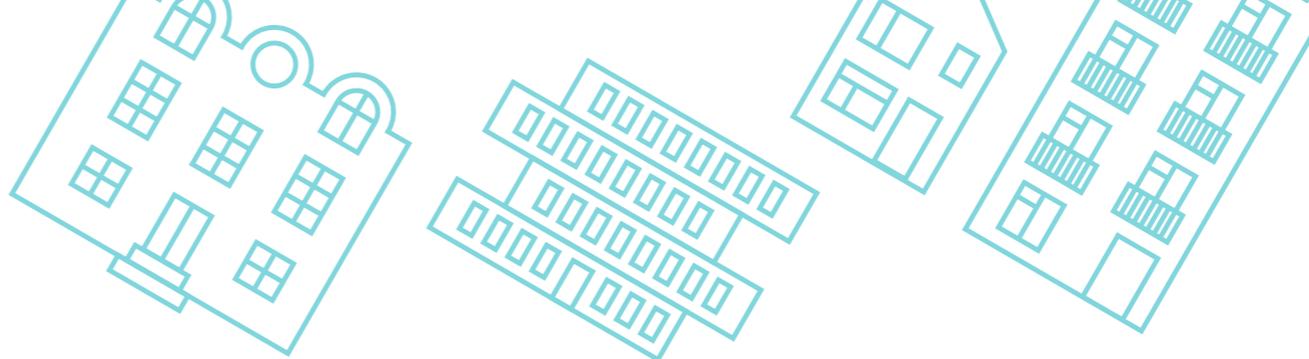
More HQs than any other European city – from Heathrow and Hammersmith to Wembley and Wimbledon, London is home to a huge range of global HQs.

## FINANCE

London is home to over 250 foreign banks; the highest concentration in any financial centre, employing 150,000 people.



# BARKING & DAGENHAM



**Barking and Dagenham is London's Growth Opportunity. From welcoming London's buzzing, iconic markets – Billingsgate, New Spitalfields and Smithfield – to opening the largest Hollywood-style film studio in London, the borough is bursting with new opportunity. Not to mention plans for 50,000 new homes and an injection of 20,000 new jobs to the borough by 2035. One thing is clear – Barking and Dagenham is the place to be.**

## CONTACT:

**Pat Hayes**

Managing director, Be First  
[pat.hayes@befirst.london](mailto:pat.hayes@befirst.london)

## CONNECTIVITY

Barking and Dagenham is set to be one of the best-connected boroughs in London. With the recently upgraded Overground route from Gospel Oak to Barking, the line is now being extended to Barking Riverside by 2022, with plans rapidly taking shape.

The borough boasts a 15-minute journey to Fenchurch Street via the C2C, plus there are other projects in the pipeline including Crossrail links in Chadwell Heath, connecting residents to Heathrow Airport within an hour.

The borough's riverside location means many partners are exploring the use of river-based travel to potentially bring in goods to the new markets and the proposed tunnelling of the A13 will also offer even more connections outside of the borough.

## HOUSING

The borough is doing its bit to build the homes London needs, with Barking Riverside accounting for the majority of the 50,000 homes the council is building over the next 20 years. Be First, the council's regeneration company, is spearheading these plans.

Barking Town centre is emerging as a huge growth hotspot with 6,000 homes expected over the next few years, thanks to

major schemes including Fresh Wharf and Barking Wharf.

Reside, the council's housing company, is on its way to becoming a major landlord with over 900 homes in its portfolio and many more to come. What's special about Reside homes are the affordable rents and secure tenancies – giving renters more housing options to choose from.

## EDUCATION

Known to have one of the youngest populations in the UK, there are 60 schools from infant and junior, to primary and secondary, to accommodate the borough's growing population. A massive 93% of these schools were rated good or outstanding by Ofsted.

It is full steam ahead as plans for a number of school expansions in the borough are under way, with the latest phase of the highly successful Greatfields School now complete.

The future is bright for the borough's residents, young and old, as further education facilities include the Barking and Dagenham College and Coventry University's London campus, offering vocational and academic paths into employment and greater flexibility to combine part-time study with employment.

## EMPLOYMENT

A whopping 20,000 new jobs are on their way to Barking and Dagenham by 2035. Contributing to this number will be a brand new, state-of-the-art film studio, set to be the largest in London and deemed as "the next global destination for making blockbuster movies" by London City Hall. Stretching 22 acres of land, the former Sanofi pharmaceutical site will house the film studio and also pave the way for 800 new jobs.

Leading the way for the borough's digital revolution will be two of the largest data centres in the UK, bringing £2 billion of investment. Plus, as the preferred choice location for the three iconic London

markets - Billingsgate, Smithfield and New Spitalfields - there'll be even more employment opportunities in the borough. Not to mention, UCL's ground-breaking PEARL research laboratory for science and engineering coming to the Londoneast site.

## CREATIVITY

Championing creative industries is something the borough isn't shy of. Secret Cinema (shh!), was recently hosted in the borough, creating an immersive cinematic experience based on the hit movie Casino Royale and welcoming a staggering 1,500 members of the audience through its doors and to the borough at each performance.

The borough continues to be a magnet for the arts, with plans under way for 'A House for Artists', offering 12 affordable, high-quality residential units and studios. A cohort of artists are set to move into the house in 2021.

The council's proposal for the capital's first Artist Enterprise Zone will help keep artists in London, providing new outlets and opportunities for their talents.

And in the summer months, a series of festivals are drawing the crowds into the London Borough of Barking and Dagenham, leaving no doubt that Barking is now a hotspot for London's burgeoning cultural sector.

## KEY DEVELOPMENT OPPORTUNITY

### Barking Riverside

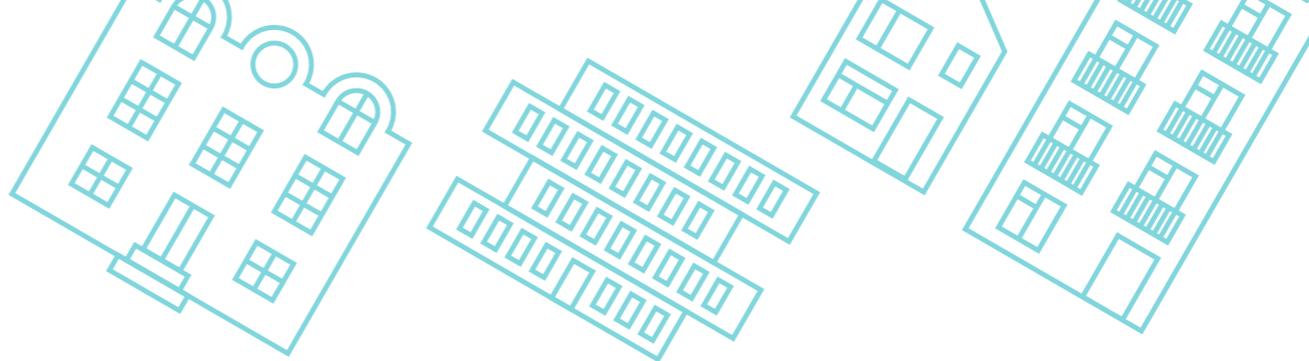
Barking Riverside, the former Barking Power Station, is one of the UK's largest developments and continues to flourish with thousands more homes expected by 2035.

A joint venture between L&Q and the Mayor of London will also see the site transformed into a green and healthy neighbourhood, as part of London's only 'Healthy New Town' project. Health centres, a GP surgery and community sports facilities are also among the plans.

## OTHER KEY OPPORTUNITIES

**Fresh Wharf and Barking Wharf, Crown House (Cambridge Road), Axe Street and Padnall Lake**

# BARNET



**Barnet is London's most populated borough, home to a diverse community of over 400,000 people. In places like Brent Cross, Cricklewood, Colindale and Dollis Valley, the council is leading long-term, complex regeneration schemes. It will deliver significant new housing, better public realm, enhanced community facilities, improved public transport connections and better integration with surrounding areas. Central to our growth strategy is ensuring that Barnet is a vibrant place where people want to live, work, study and visit and can enjoy happy, healthy lives.**

## INFRASTRUCTURE

The flagship scheme at Brent Cross Cricklewood is transforming the area with a new town centre including 7,500 new homes, commercial space, more retail space, destination leisure and entertainment, arts and culture facilities and improved open spaces - all supported by

the new Brent Cross West train station.

We know that communities need well-designed and integrated infrastructure and facilities to thrive. Our growth programme has already delivered a new college in Colindale, schools, community spaces including the award-winning One Stonegrove, libraries, transport

improvements for pedestrians, cyclists and drivers and green space enhancements, with much more still to come.

The regeneration of Colindale will be supported by major infrastructure improvements including a newly-built college campus, community health facilities, replacement library, a redeveloped tube station, new walking and cycling links, a new community centre and high-quality public open space. 2019 also saw Barnet Council make Colindale their new home with a brand-new office bringing more growth opportunities to the area.

## HOUSING

Since the Stonegrove and Spur Road estates became the first of our major growth and regeneration projects to be completed in 2018, we have continued to meet demand for high-quality places to live. We are now delivering new homes across several major schemes including Dollis Valley, West Hendon, Mill Hill East, and Colindale, and working with the Barnet Group to deliver new homes on smaller council-owned sites.

2019 saw the completion of Ansell Court, the council's flagship extra care scheme, providing 53 self-contained one and two-bedroom apartments, which will enable adults with additional care and support needs to live independently. The service will also be able to support people who have dementia to maintain their life skills for longer.

Over the next 10 years, new growth and development opportunities in the borough will focus on town centres and road corridors. These are places where development can be accommodated sustainably while helping strengthen local economies and bringing the most benefit to communities.

## SPORT AND LEISURE

Ensuring that Barnet is a happy, healthy borough and that our residents and workers have access to attractive open spaces and

state-of-the-art leisure facilities is a vital element of our growth strategy. 2019 saw delivery of a host of new and improved leisure and community facilities for our residents.

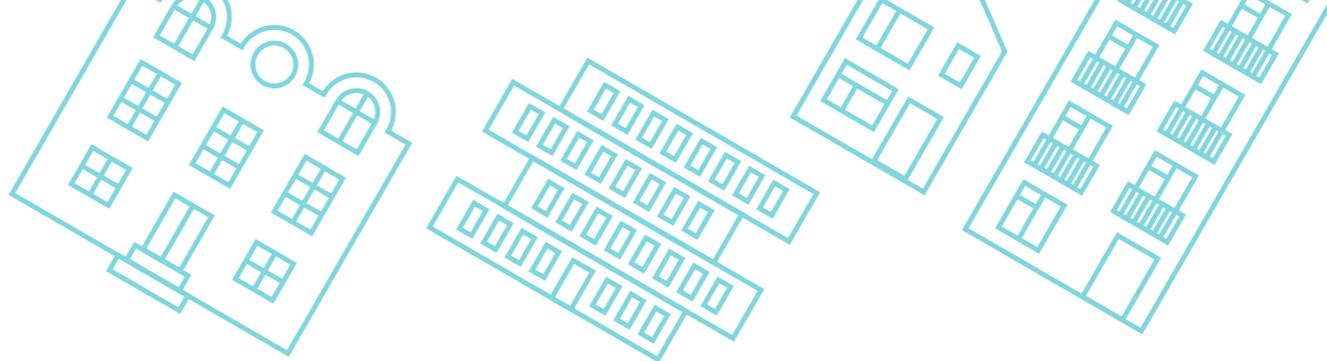
New Barnet Leisure Centre and Library and Barnet Copthall Leisure Centre both opened in autumn 2019, as part of a £44.9 million investment by Barnet Council. At New Barnet, residents can now enjoy access to a learner pool, 25m six-lane community pool, café, health and fitness suite with two studios, health improvement rooms, a partnership library, outdoor tennis courts and a multi-use games area. A new play area located outside the leisure centre includes a roundabout, junior and toddler swings, climbing frames, musical play and a children's fitness trail.

Improvements to Silkstream Park in Burnt Oak and Montrose Playing Fields in Colindale are bringing them together as a district park. The Silk Stream river runs through the centre of the area uniting the parks through complementary improvements, activating the open spaces with new indoor and outdoor facilities including play areas, a skatepark, a multi-use games area, outdoor gym equipment and a new biodiversity area with more planting, all of which will be completed by early 2020.

Located in Montrose Playing Fields, the £6.5 million Unitas Youth Zone opened in summer 2019 to provide young people aged eight to 19, and those up to 25 with additional needs, with access to a wide range of facilities and activities for just 50p per visit.

Unitas has an incredible range of facilities including a four-court sports hall, gym, 3G all-weather pitch, recording suite, training kitchen, dance studio, health and wellbeing room, arts and crafts area and more. In addition to the land for the building, Barnet Council contributed two-thirds of the construction costs, with the remainder funded through charitable donations and grants.

**CONTACT:**  
Regeneration  
service  
[regeneration@barnet.gov.uk](mailto:regeneration@barnet.gov.uk)



Within sight of central London, Bexley is a place of opportunity. There are large areas of land close to the River Thames that are ripe for development.

## READY TO GROW

Our adopted Growth Strategy aims to create up to 31,000 new homes and 17,500 new jobs over the next 30 years, while retaining the quality of life that sets Bexley apart from more urban areas. The draft Local Plan, that will secure the delivery of the strategy, is currently out for public consultation.

## CONNECTIVITY

Bexley occupies a strategic position on the River Thames on the south-east edge of London and has first-rate links to regional, national and international transport networks. The borough has excellent connections to the nearby M25, A2 and M20 and easy access to City Airport and Gatwick. Three rail lines link the north, centre and south of the borough to central

London in 20 to 30 minutes. From 2021 the new Elizabeth line will bring Abbey Wood within 11 minutes of Canary Wharf, with a direct line into the West End and on to Heathrow and west London.

## HOUSING

Bexley's riverside stretches nine kilometres along the south bank of the Thames between Greenwich and Kent; it is one of the largest under-used industrial areas in London and provides one of the most significant development opportunities in the capital. Our Growth Strategy sets out a realistic plan that could see the construction of thousands of new homes, primarily in the north of the borough, in new communities that reflect Bexley's character and traditional appeal.

Our new wholly-owned development

company, BexleyCo, is expected to play a significant role in delivering growth, both as a developer in its own right and as a partner to others. It will do this through the development of a variety of housing. The council and BexleyCo expect that these developments will include homes for sale, shared ownership and rent.

The riverside town of Erith is one of the borough's key growth areas and the focus of the Greater Erith regeneration programme. Greater Erith includes public realm improvements, a programme of meanwhile uses and a new lease of life for the renovated Grade II listed Carnegie Library building as an arts and creative hub.

Work is nearing completion on 600 new homes and a new school at Erith Quarry and a new riverfront residential development. The council is actively pursuing new development opportunities in and around the town centre.

## JOBS

The borough has a long and proud history of manufacturing which, combined with its strategic position and excellent transport connections, makes it the ideal location for a wide range of businesses.

The council is working to promote Bexley as a location for new and growing enterprises. It is also working alongside Peabody and London South East Colleges to explore ways to help tackle the skills shortage challenging plans for new growth and development in London. Bexley has launched a new high-tech creative facility called the Engine House, which will provide new microlocal high-tech creative businesses with the environment to grow and establish their business. Visit: [enginehousebexley.london](http://enginehousebexley.london).

## CULTURE AND RECREATION

Bexley has a wealth of cultural assets, from the Tudor magnificence of Hall Place & Gardens to the Victorian splendour of Bazalgette's Crossness Engines. Danson House sits on high land overlooking a park

landscaped by Capability Brown. On a residential road a short walk away is the Red House, built for William Morris and described by one of his friends as "the most beautiful place on earth". These and other local landmarks are examples of arts and creativity, which reflect the area's unique history and character.

The borough is also home to two internationally-recognised arts institutions. Rose Bruford College of Theatre and Performance is an international drama school and a top specialist higher education institution for theatre training. Bird College is a higher education and further education centre of excellence, with an international reputation in dance and theatre performance. Not surprisingly, culture and the creative arts are an important part of our ambitions for the future.

Bexley benefits from more than 100 green spaces and parks that are much prized by local people. They range from river and canalside walks to small, medium and large parks that offer a wide range of leisure and sporting opportunities. These include Danson Park, Footscray Meadows, Hall Place and Gardens and Lesnes Abbey Wood. Together with the riverways that cross the borough, they offer peace and tranquillity that is rare so close to the heart of one of the world's greatest cities.

## KEY DEVELOPMENT OPPORTUNITIES

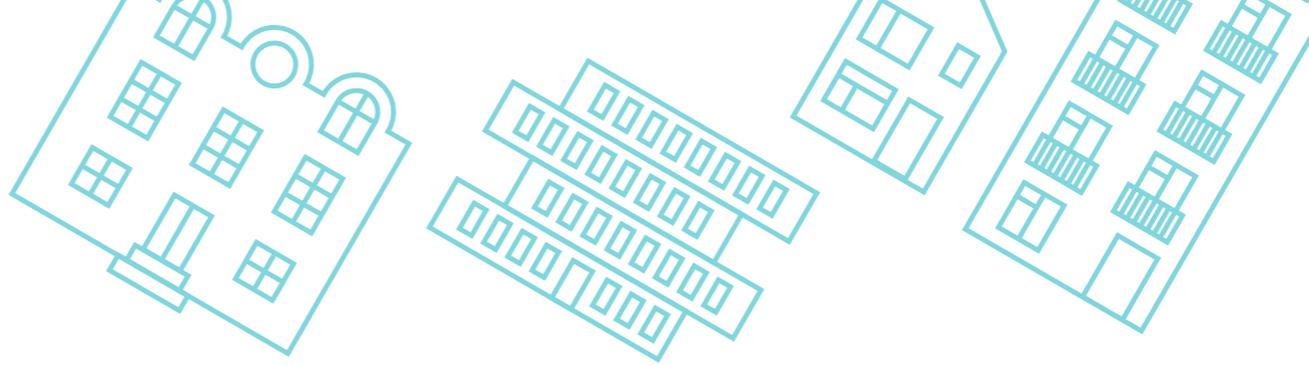
### Erith Riverside, Bexleyheath Town Centre, Sidcup Town Centre



## CONTACT:

**Rod Lean**

Head of economic development  
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[@bexley.gov.uk](https://twitter.com/bexley.gov.uk)



The present and future collide in Brent,  
London's Borough of Culture for 2020.

## CONTACT:

**Amar Dave**

Strategic director, regeneration  
and environment  
[amar.dave@brent.gov.uk](mailto:amar.dave@brent.gov.uk)

## CONNECTIVITY

Served by the Metropolitan, Jubilee, Bakerloo and Piccadilly London Underground lines and national rail services, Brent is an extremely well-connected borough. Tying in with the Old Oak Common and Park Royal regeneration proposals, feasibility studies into a West London Orbital railway have been carried out, proposing a line to link south-west and north London via Brent. With the A406 North Circular road running through the heart of the borough and the M1 and M4 just a short distance away, the borough also boasts excellent links by road to the rest of London and the UK, with the soon-to-be expanded Heathrow Airport also only a short 30-minute drive away, connecting Brent to the rest of the world.

## HOUSING

Cranes dotting the skyline, the sight of hard hats and hi-vis jackets, and the

sound of construction sites have all been commonplace in Brent over the past five years. In that time, Brent Council has, on average, given planning permission to more than 2,000 homes every year, with nearly 1,700 completed annually. There were 2,666 new homes built in Brent last year, including many student homes for nearby university campuses. Although Brent's figures for housebuilding are among the highest in London, there is still much more to do to meet the ever-growing demand for homes.

## EDUCATION

Brent has 95 schools, 96% of which are rated good or outstanding by Ofsted, the government's education watchdog. Recent figures show that students in Brent make better progress in secondary schools between the ages of 11 and 16 than the national average, helping them to secure the best possible start in life, as well as a route into further education, training or employment.

## ARTS AND CULTURE – BRENT 2020

Brent will be London's Borough of Culture in 2020. Our programme will explore the stories, art and emotions that hold life in Brent together, uncovering and celebrating the borough's untold tales and unheard voices. We are the home of Zadie Smith, reggae, English football and its captains. We have London's oldest road, the biggest Hindu temple in Europe, the Kiln Theatre and Mahogany Carnival Design. We are where city becomes Metroland; where roads, waterways and railways cross; where outsiders fight for their place. We are Jayaben Desai, George Michael, Cyrille Regis, Keith Moon, Rachel Yankey, Janet Kay, Twiggy, Bob Marley, Michael Meaney and Trojan Records. It is from this alchemy that our year of culture comes.

For more information and to get involved visit: [brent2020.co.uk](http://brent2020.co.uk).

## KEY DEVELOPMENT OPPORTUNITY

### Wembley Park

Surrounding the national stadium, Wembley Park is one of the larger new developments in the capital, with around 11,500 new homes being built, of which over 33% will be affordable. Quintain, the developer that owns the land around Wembley Stadium, is using a private rented sector model to rapidly bring forward development of the new homes.

## OTHER KEY OPPORTUNITIES



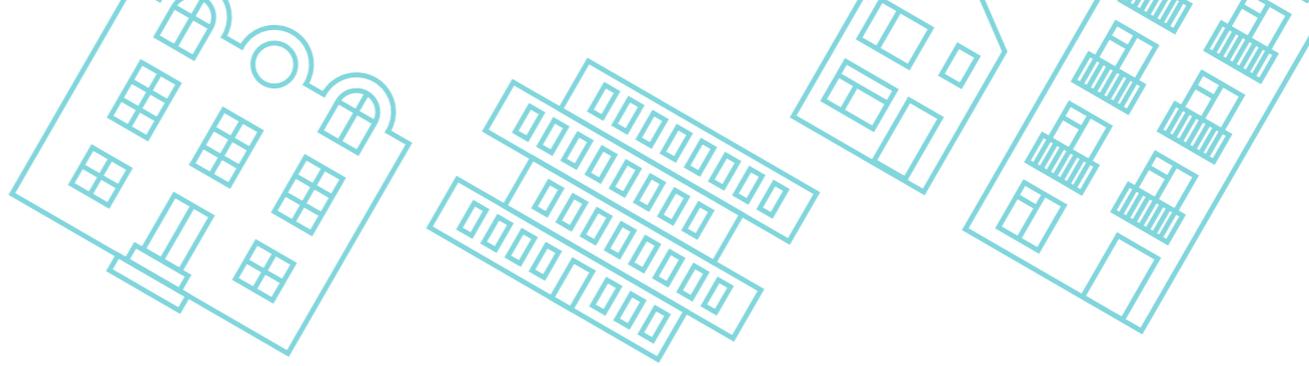
### South Kilburn Regeneration Area

The South Kilburn Masterplan aims to deliver nearly 3,000 new homes and create better open spaces and jobs for local people. Parts of the scheme that are already completed – such as Ely Court, Cullen House and Woodhouse Urban Park – have received acclaim, scooping awards from the Royal Institute of British Architects and the Royal Institution of Chartered Surveyors, as well as other organisations. In 2019, the biggest ever resident ballot in London saw residents overwhelmingly back the council's plans to continue the regeneration of the area.

### St Raphael's

Brent Council wants to improve the experience of living on St Raphael's Estate, located near Wembley, for everyone, while also increasing the amount of affordable housing for local people. We are currently working with local residents, community stakeholders and industry experts to work out the best ways to do this. In 2020, two masterplans will be developed for infill development and redevelopment, with residents voting on their preferred option.

# BROMLEY



A leafy retreat within the hustle and bustle of London, Bromley is London's largest borough occupying 64 square miles, much of which is green space. Its enviable position in the South East makes it an attractive place for residents and businesses. With easy access into central London from many of its towns for work, direct links into the surrounding Kent countryside for leisure, and proximity to the M25 all make this a popular location. Bromley's Local Plan has set out an ambitious plan for growth over the next 15 years, with a focus on housing and economic growth. This is an exciting time to be part of Bromley's thriving community.

## CONTACT:

**Alicia Munday**

Head of regeneration

Regeneration, Housing and Planning

[alicia.munday@bromley.gov.uk](mailto:alicia.munday@bromley.gov.uk)

## EDUCATION

Bromley has a great reputation for schools, with 77 primary schools, 19 secondary schools plus five specialist schools; 97% of Bromley state-funded schools are judged by Ofsted to be good or outstanding and 96% of pupils attend good or outstanding schools. Children consistently perform well at KS1, KS2 and KS4 with a significant proportion scoring above national benchmarks. The London Borough of Bromley has its own thriving and popular adult education service with a diverse adult learning offer for residents.

## HOUSING

Sustainable housing delivery is an important strategic objective for the council. The Local Plan identifies a range of development opportunities which the council is seeking to realise. The council has set an ambitious target of building over 10,000 homes by 2030, and is keen to see 10% of these built on council-owned land and sites. With the increasing number of houses needed, Bromley is also looking to ensure that homes are high-quality, affordable and sustainable for all generations.

## ARTS AND CULTURE

Bromley has a strong cultural heritage, and has been home to renowned artists, musicians and writers, as well as a place of discovery and invention. In 2019 the council opened the doors to the Biggin Hill Memorial Museum, which tells the story of Britain's most famous fighter station through the personal experiences of those who lived and served there. The borough is also home to Crofton Roman Villa, a vibrant theatre, and the famous Crystal Palace Park; it is truly an exciting place to explore.

In collaboration with the Greater London Authority, Bromley is currently seeking to undertake major regeneration of Crystal Palace Park. This multimillion-pound investment will restore many of the historic features of Sir Joseph Paxton's original design, and will create a legacy that will secure its future for the enjoyment of visitors for years to come. Restoration works of some of the park's most significant features, including the stunning Subway, are due to commence soon.

## SPORT AND LEISURE

Bromley has a thriving sports and leisure offer. It is home to the Bromley and Blackheath Harriers Athletics Club, and Bromley Valley Gymnastics Club, both of which are renowned for training world-class champions, Bromley Football Club, several golf courses, as well as a multitude of leisure facilities across the borough. There are plenty of opportunities to help keep people active. In addition, Bromley has a fantastic shopping offer, from larger shopping centres in town centres, to smaller boutique offers with a plethora of restaurants and cafes to enjoy.

## BROMLEY WELCOMES NEW BUSINESSES

Bromley Council is willing to listen to new proposals and work with businesses, investors and developers to get the best quality development that will serve the borough's residents and employers.



## KEY DEVELOPMENT OPPORTUNITIES

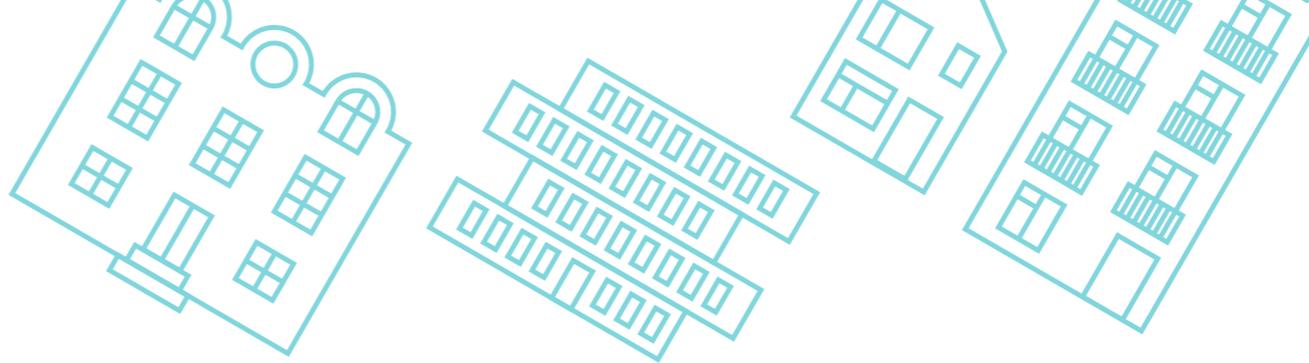
### Crystal Palace Strategic Outer London Development Centre

Crystal Palace has the potential to generate growth above the outer London trend without competing against other town centres or business locations. Its specialist potential lies in leisure, tourism, arts, culture and sports, and the park which dominates the town is an important green space for the whole of south London.

### Cray Industrial Corridor

A Strategic Industrial Location, the Cray business corridor is a priority area for economic growth to meet the needs of new and growing businesses. The corridor represents just under 40% of all designated industrial/employment land, and is required to support the forecasted growth in B1 based employment. The wider Cray Valley, including St Paul's Cray and St Mary's Cray has been identified as a renewal area with scope for regeneration.

The regeneration of the borough has the opportunity to sensitively build on our historic past, ensuring that the borough's character is maintained while bringing forward housing, public realm and community facilities that are fit for the 21st century and give everyone the best life chances in an ever-changing world.



Camden is at the centre of a global economy. The borough's highly-skilled workforce, transport links, amenities and vibrant high streets have made it a destination of choice for some of the most dynamic businesses in the world making it the best place to do business in London.

### INCLUSIVE ECONOMY

Camden has a number of major regeneration programmes and the council is working collaboratively with its residents, businesses and local organisations to ensure these deliver an inclusive economy and address the recommendations of Camden's Climate Change Citizens' Assembly. The borough aims to ensure that while its economy is growing, opportunities available for local people grow with it to reduce inequalities. Such opportunities involve working and collaborating with the eclectic mix of organisations that have made a home in Camden. They include world-class universities, high-achieving schools, startups, major tech companies

and the Knowledge Quarter – over 100 academic, cultural, research, scientific and media organisations based in King's Cross.

### REGENERATION

King's Cross Central is 27 hectares of old railway and industrial land being transformed into a vibrant new neighbourhood for living, working and learning with new shops, restaurants and leisure facilities. Attracting the University of the Arts and a plethora of global businesses who have put down roots in the area has been key to its success.

The neighbourhood is being built with new squares and parks making up some 40% of the area and supported by a vibrant

programme of events and art projects that have helped to make it a key destination for visitors to London.

It is also the best-connected part of the city with six tube lines and two mainline stations making it easy to travel across the UK. Being home to the Eurostar and with direct links to London's main airports also makes the area a gateway to Europe and the rest of the world.

### HOUSING

Housing, and particularly affordable housing, is a key priority for Camden with an aspiration to give everyone the chance to live in a decent home at an affordable price in a community they want to live in.

Camden's newly adopted Local Plan sets a challenging target of 16,800 homes in a built-up borough where more than 50% is conservation area. The community investment programme (CIP) is Camden's ambitious 15-year plan to invest over £1 billion into homes, schools and community facilities. To date, CIP has enabled the build of 865 homes, of which 354 are affordable, invested £164 million into schools and children's centres and provided 4,516sq m of community facilities.

### INFRASTRUCTURE

Camden benefits from excellent transport provision and accessibility locally, nationally and internationally. When the Tottenham Court Road Crossrail station opens it will be busier than Heathrow Airport. Responding to this influx of people, the £35 million West End project will radically improve the area in and around Tottenham Court Road, St Giles Circus, Euston Circus and Gower Street. Replacing the one-way system, the area will be safer and more attractive for residents, boosting business and creating new tree-lined streets and public spaces for the community and visitors to enjoy. Another key priority for the borough is to secure the best outcome for Euston Station and the surrounding area because of plans for High Speed 2 (HS2), and station redevelopment.

### KEY DEVELOPMENT OPPORTUNITY



## Euston

Euston is changing. With the redevelopment of the existing station, Crossrail 2, the London Underground and HS2, there is an opportunity to create a new piece of city, maximising opportunities for new homes, jobs and open space. New routes could be created through and around the station, linking Euston into surrounding areas and communities. The Euston Area Plan (EAP) was adopted in January 2015 and a draft planning brief for the station area was published for consultation in 2020.

The planning brief builds on the vision and objectives in the EAP and provides guidance on how the policies should be implemented. It sets out how we can deliver homes, jobs, community facilities, open space, public realm and other facilities for Euston Station, the tracks and key adjoining areas. For a copy of the draft planning brief and more information on Camden's vision for Euston visit: [eustonareaplan.info](http://eustonareaplan.info).

### OTHER KEY OPPORTUNITIES

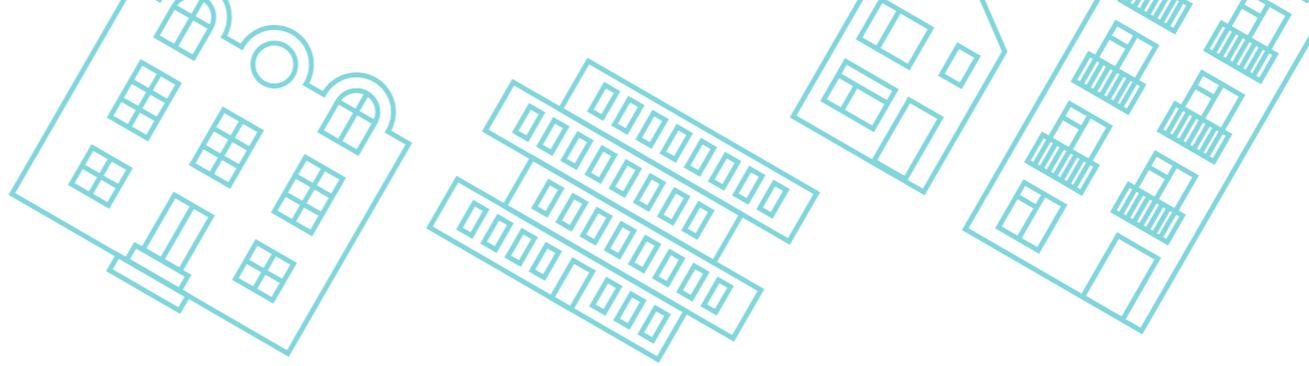
#### Camden's West End

The West End Project is Camden Council's biggest ever transformation scheme, delivering much needed and exciting changes in the Tottenham Court Road area. Two-way traffic has been introduced to Tottenham Court Road for the first time since the 1960s with Gower Street and Bloomsbury Street to follow. Improving road safety and promoting sustainable transport is at the heart of the project with new safer cycle infrastructure, widened pavements, new safer pedestrian crossings and improvements to bus journeys being implemented. These changes alongside stunning new and regenerated public and green spaces are helping the area to continue to grow and flourish.

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# CITY OF LONDON



Combining a global business hub with world-class culture and a vibrant leisure offering, the City of London is a place of opportunity in one Square Mile.

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## INFRASTRUCTURE

Already home to many of London's most iconic buildings, the City's skyline is set to change further. With eight tall buildings approved or under construction in the City cluster and over one million sq m of new office floorspace to be delivered there is potential to accommodate over 100,000 extra workers. Alongside landmark towers, the City also offers smaller and more affordable spaces, from serviced offices to collaborative and flexible workspaces. There are investment and location opportunities whatever the scale of your ambition.

## CONNECTIVITY

Already the best-connected area of London, Crossrail's new Elizabeth Line will stop at Farringdon and Liverpool Street, making it even easier to travel to and from the City. Around 1.5 million extra visitors a year will be within a 45-minute journey of the area.

Farringdon, on the City borders, will have direct access to three major airports, with Heathrow just 30 minutes away. It will be the only place where London Underground, Thameslink and Crossrail all interlink and create one of the busiest stations in the UK, making the City more connected than ever to London and further afield.

One of the largest investments in wireless infrastructure ever seen in London has transformed the City: a pioneering, free, gigabit Wi-Fi network offers workers, residents and visitors unparalleled user speeds ranging from 50 to 180 megabits per second. People will enjoy high speed and seamless coverage throughout the Square Mile – something never seen before in London.

## EMPLOYMENT

The City is where London comes to work: just over a single square mile is home to 522,000 jobs, which is 10% of London's workforce. An increase of a third in jobs over the last five years demonstrates the strong pattern of growth.

While the traditional sectors of financial,

professional and business services are still the largest, and continue to drive growth, sectors such as tech and media, and growing numbers of small and medium sized enterprises (SMEs) are making their home here.

## ARTS AND CULTURE

'Culture Mile' is ambitious and transformational and will create a vibrant cultural destination for arts and culture in the north-west corner of the City over the next 10 to 15 years. Stretching from Farringdon to Moorgate, Culture Mile will foster creative exchange, cultural collaboration and learning in an area where 2,000 years of history collide with the world's best cultural attractions.

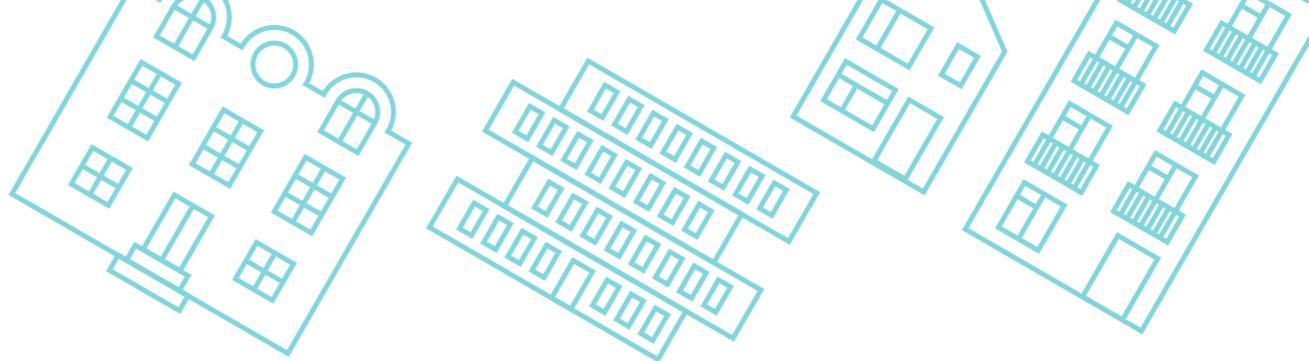
The multimillion-pound initiative will transform the area with imaginative partnerships, outdoor programming and events seven days a week. Better links between venues and major enhancements to the streets and public spaces will enliven the area, which will benefit as Culture Mile expands and flourishes.

## ENTERPRISE

With some 23,890 firms, 99% of which are SMEs, the City of London is a dynamic environment for businesses. There are more than 1,200 new startups each year and around the same number make the move into the City. The right office space at competitive prices can be found, whatever their needs.

Locating in the Square Mile's dense cluster of firms brings companies close to customers and suppliers, with more than two-thirds of SMEs selling to other City businesses. Research shows that SMEs here overwhelmingly agree that the central location helps attract the talented staff they need.

# CROYDON



Croydon is redefining life on the edge of London. Just 15 minutes from both central London and Gatwick Airport, and where the city meets the country, the borough is a hotspot of culture, business growth and tech innovation. Confidence in Croydon has never been stronger: its £5.25 billion regeneration programme is the largest in London, expected to create over 23,000 new jobs and a revitalised, vibrant environment.



## ARTS AND CULTURE

Culture is at the heart of regeneration in Croydon, from its statement street art, to its acclaimed 60s architecture and rich musical heritage as the birthplace of genres including punk, dubstep and more. It also enjoys world-class choral performances at Croydon Minster and a range of festivals in its beautiful parks and woodland. As the borough develops as Croydon Music City, exciting new events such as The Ends Festival and Cro Cro Land have joined established favourites like Croydon Pride and Croydon Mela, which saw a record 22,000 flock to Wandle Park last year.

Croydon's iconic Fairfield Halls reopened after a multimillion-pound refurbishment in 2019, creating a world-class arts centre in the heart of the town. This investment transformed the cultural offer, with a programme reflecting the rich diversity of 21st century Croydon, from Talawa Theatre Company to inclusive SAVVY. This is the first phase in the development of a new stunning cultural quarter for Croydon, where a £10 million scheme will offer the perfect

setting for the revamped venue with a public space improving links within the town.

Our Creative Enterprise Zone (CEZ), home to a host of studios and creative workspaces, is attracting new entrepreneurs and organisations to central Croydon. A new partnership with London South Bank University is the first step in the council's ambition to develop Croydon Creative Campus, to help the town centre develop as a global centre of higher education.

The Whitgift Shopping Centre is set to undergo major regeneration by developers Westfield and Hammerson in a joint venture known as the Croydon Partnership. Westfield and Hammerson's joint £1.4 billion redevelopment will bring an outstanding retail, leisure and residential complex to the centre of Croydon, which will complement the town's wider regeneration.

Home to more young people than anywhere else in London, Croydon is proud of its new Legacy Youth Zone - a place to discover talent, develop skills and raise aspirations. The £6.5 million venue has a safe and inspiring hub for young people with

the chance to enjoy more than 20 activities with an indoor climbing wall, dance studio and music room with recording studio.

## HOUSING

Croydon's reviewed Local Plan proposes 46,040 new homes by 2039. Croydon Council set up development company, Brick by Brick, to deliver 2,000 much-needed new homes for Croydon residents by 2022, and 500 each year thereafter. Homes will be for Croydon residents, both private and affordable, to buy and rent.

The council is also piloting a community-led housing programme, supporting local communities to develop affordable homes in the borough. Once built, the homes will be owned and managed by the community groups that developed them. The first successful group is expected to submit planning applications for the council-owned site later this year.

## CONNECTIVITY

Croydon is one of the best-connected metropolitan centres in London. East Croydon station, one of London's busiest interchanges, serves 26,000 passengers each day with fast transport links to central London, Brighton and the south coast.

The council continues to campaign for vital train line upgrades connecting Croydon to London and the south. Improvements would increase the number of trains into central London per hour and deliver a new world-class station for central Croydon.

## INFRASTRUCTURE

To support the extensive growth in the borough, £520 million of investment from a partnership between Croydon Council, central government, the Greater London Authority and Transport for London is funding projects, including transport, public spaces and community facilities, making sure the town centre continues to be a place that works for people.

Croydon's ambitious Smart City programme continues. As a member of the

South London Partnership (SLP) Croydon is one of five London boroughs creating an Internet of Things (IoT) monitoring system to improve people's lives through better transport, environment, health and other areas, while also improving business retention and sustainable economic growth.

## ENTERPRISE

Croydon is the single largest office market found outside of central London with 733,934sq m of office stock, with strong clusters of digital, engineering, construction, finance and retail as well as public sector and government organisations.

With more than 17,000 businesses, Croydon is home to the south London Growth Hub - supporting people starting or growing a business through funding and grants opportunities, networking events, helping to find venues and access new markets. Croydon Digital is supporting growth and skills in our developing tech sector with tech events, free job listings and blogging.

For over three years Croydon Works has provided a free recruitment and job brokerage service. Dedicated to supporting Croydon residents into sustainable employment, training or apprenticeships, it provides professional recruitment services, helping businesses find skilled and experienced candidates.

## KEY DEVELOPMENT OPPORTUNITY

### Ruskin Square

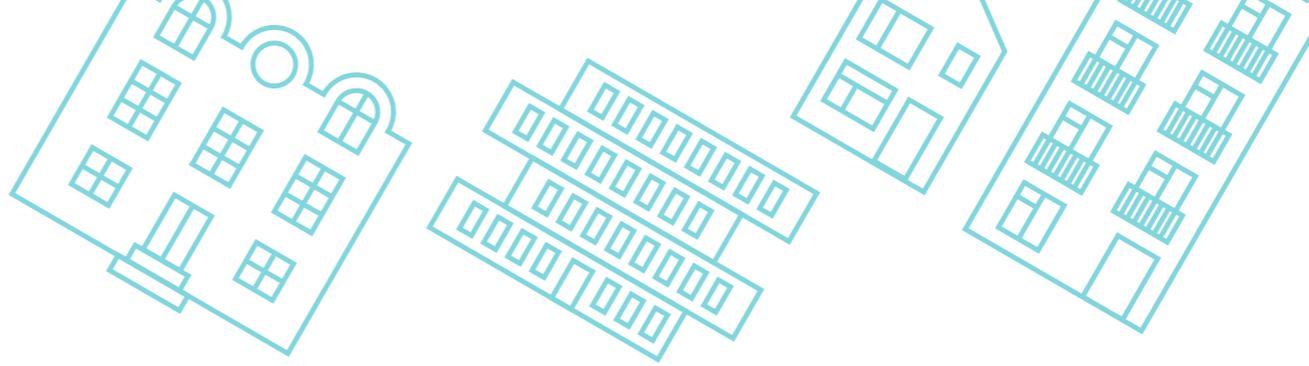
A £500 million (185,606sq m) mixed-use scheme located next to East Croydon station, managed by Schroder UK Real Estate Fund and development partner Stanhope, is creating a new quarter amongst the extensive regeneration taking place. Boxpark now operates its highly sought-after retail and leisure destination at Ruskin Square, comprising 80 food and beverage units around a live events space. Nearby, the first of five office buildings (17,000sq m) is now occupied in its entirety by HM Revenue and Customs and detailed planning consent has been granted for the second 18,500sq m commercial building. In total, Ruskin Square will provide up to 116,128sq m of much-needed high specification business space.

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Executive director of place

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Ealing is the beating heart of west London's £80 billion economic and cultural region. It has long been a sought-after place to live, work and bring up families, but with billions of pounds being invested into new homes, infrastructure and retail and leisure quarters, Ealing is set to become an even more appealing location.

## CONNECTIVITY

*"Ealing is a zone one borough for connectivity and zone three for quality of life."*

**Cllr Julian Bell**

**Leader of Ealing Council**

Ealing is one of London's best-connected areas. Twenty-five stations across the borough serve three London Underground lines and three National Rail lines, while the Elizabeth Line (Crossrail) will expand Ealing's connectivity even further once completed.

This range of rail and tube options makes travelling into central London or out to the Thames Valley and south-west England quick and easy. Ealing will also be linked to the proposed West London Orbital route

running from Brent Cross to Hounslow, which could create 20,000 new homes and 5,000 new jobs for west London.

Heathrow, Europe's busiest international airport, is on Ealing's doorstep and can be quickly accessed by public transport. The borough also benefits from great links to the national motorway network via the A40 and the North Circular.

## HOUSING

*"We see Ealing as a really important council that puts council house building and other genuinely affordable schemes centre stage."*

**James Murray**

**MP for Ealing North and former GLA deputy mayor for housing**

Today, Ealing Council is leading the way as a housebuilder and developer with its wholly-owned development company Broadway Living, and the largest council housebuilding scheme in the capital. More than £1 billion is being invested into the council's estate regeneration programme, transforming neighbourhoods like Acton Gardens and Copley Hanwell W7 into attractive, green communities.

The council is committed to inclusive growth that improves residents' lives and access to jobs and affordable housing – and is delivering on its target of creating 2,500 genuinely affordable homes for people on moderate or low incomes. While the council is leading the homebuilding agenda in Ealing, it is seeking partners who share its vision to contribute to its ambitious housing delivery programme.

## EMPLOYMENT

*"Ealing scores brilliantly on talent and connectivity."*

**Laura Citron**

**CEO, London and Partners**

Ealing's thriving economy means there are nearly 170,000 jobs, 17,850 SMEs and 35 large-scale employers including Brompton Bikes and Ferrero. Ealing is home to part of the Park Royal industrial site, which hosts over 2,000 small to medium-sized businesses. The council is committed to increasing the number of mixed-use developments with retail, office space and residential where appropriate, which will increase job opportunities. Ealing is an enterprising place, with almost a fifth of workers self-employed - more than any other borough in London. The borough has a talented and educated pool of staff – almost 75% are in employment and 55% hold degree-level qualifications.

## ARTS AND CULTURE

*"Ealing is an open and diverse borough with a rich cultural history. It is a great place to live and work."*

**David Francis**

## Director, West London Alliance

Ealing has a thriving arts and cultural scene and hosts some of London's most popular festivals. During July and August, the Ealing Summer festivals attract around 30,000 fans; the Hanwell Hootie, in May, is the UK's biggest free one-day music festival.

Local cultural landmarks include the newly restored Grade I Pitzhanger Manor, Questors Theatre and Ealing Studios – home to a thriving eco-system of creative businesses. Once completed, the Ealing Filmworks development will give the borough an Art Deco-inspired eight-screen cinema with a town plaza and leisure quarter. Southall has a vibrant multi-cultural heritage and much-cherished "curry-mile" of restaurants.

New canalside developments such as Southall Waterside, Greenford Quay and The Collective in North Acton are helping to regenerate the borough's waterways and open them up to new neighbourhoods and communities. The council's vision is to link these together and activate them with floating markets and activities, and an evening economy based along the banks.

## ENTERPRISE

*"Any company that wants to do business internationally should think about Ealing."*

**Julian Scriven**

**Brompton Bikes, Greenford**

There's no doubt about it – Ealing means business. With a £10.5 billion economy, its location in the heart of west London, easy proximity to Heathrow and an ever-growing number of international businesses on its doorstep, Ealing is a popular choice for global companies and brands.

Commercial office space is competitively priced compared to neighbouring boroughs, and with central London at virtually full capacity, Ealing offers businesses a viable and attractive alternative for relocation.

Curious to find out more? Contact us at the Ealing In London stand at MIPIM or visit: [ealinginlondon.com](http://ealinginlondon.com).

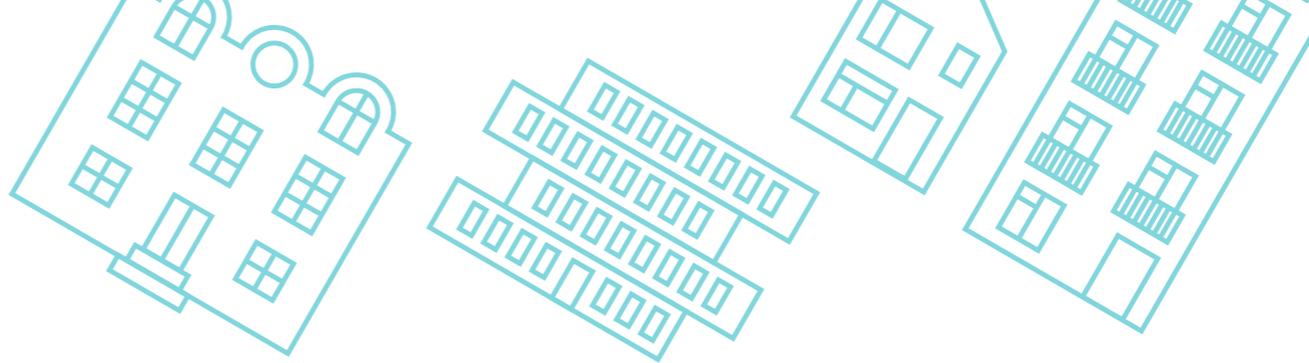
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**Enfield is a magnet for businesses and developers. It has all the advantages of an outer London borough: good infrastructure, green spaces, attractive suburban housing, low crime levels, excellent education, and it forms part of the second largest employment corridor in London.**

## CONNECTIVITY

Enfield is in a strategic location with outstanding infrastructure, boasting easy access to the M25, A10 and A406, with good rail and airport links.

Rail routes provide quick access to central London, and the Piccadilly line offers frequent services and 24-hour weekend transport as part of the Night Tube initiative.

Enfield Council is keen to ensure the stations that serve Enfield's major growth areas and industrial heartlands have high-frequency services throughout the day.

The council is working to achieve this outcome by as early as 2018 with the delivery of the Stratford-Tottenham-Angel Road (STAR) scheme.

improvement of our transport infrastructure and highways network. The West Anglia route improvements have further advanced Enfield's excellent rail links, with the new station at Meridian Water unlocking a new area for commuters since opening in summer 2019. The station has been built in preparation for Crossrail 2, which will take passengers south directly to Stratford, London in 17 minutes, London Liverpool Street in 24 minutes and north to Stansted Airport and Cambridge. Enfield's own energy company, energetik, is creating a heat network in the Lea Valley to supply thousands of homes with low carbon heat and electricity.

## HOUSING

Enfield has ambitions to develop 50,000 homes. Enfield's flagship regeneration

scheme, Meridian Water will see the development of 10,000 homes over 20 years. These will be a mix of tenures and sizes to cater to the needs of the borough and wider London. Enfield is delivering in Ponders End, including 993 homes as part of the Alma Estate redevelopment with homes for private sale, shared ownership and council rented homes for the remaining secure tenants.

Enfield has built an award-winning reputation for the design quality of its own housing schemes, with projects such as Dujardin Mews and Ordnance Road securing national acclaim.

## EMPLOYMENT

The borough has always been one of London's most important business destinations – with 12,300 businesses providing 132,000 jobs. Enfield is one of London's most significant industrial, logistics and manufacturing sector destinations. Meridian Water will signal a step change in employment in the south east of the borough with a move towards high-quality, high-skilled employment opportunities.

Meridian Works is the first employment development initiative at Meridian Water, it is a partnership with Building BloQs with the help of GLA funding that accelerates this transition. The project gained planning approval in December 2019 and the move will be finalised by winter 2020 creating increased workshop space to support small businesses, startups, makers and the creative community.

## ENVIRONMENT

Enfield is one of the greenest boroughs in London, with approximately one third of its open space designated as green belt land.

The borough is enhancing its wealth of country and urban parks, farmland, woodland, grasslands, waterways, wildlife with investment in major rebuilding and biodiversity projects.

Enfield Council has a strong commitment to safeguarding the environment with its

Sustainable Enfield initiative focusing on energy, regeneration, economy, environment, waste and health.

## KEY DEVELOPMENT OPPORTUNITY

### Meridian Water

Meridian Water is a major £6 billion, 20-year regeneration programme led by Enfield Council, bringing 10,000 homes and thousands of jobs to Enfield. It sits next door to the beautiful parklands and iconic sports facilities of the 10,000-acre Lee Valley Regional Park. Meridian Water had a successful 2019 with the Meridian Water station opening, Vistry Partnerships (formerly Galliford Try) being selected as developer of the first 900 homes, the government awarding the council £156 million for infrastructure and numerous sites being marketed for meanwhile and placemaking activity. Half of all new homes on Meridian One will be built as affordable housing, 50% of which will be council-owned, and provided at London affordable rent levels, the remaining homes will provide a range of tenures and housing types to respond to market housing need.

## OTHER KEY OPPORTUNITIES

### Upper Edmonton

The council has announced plans to build up to 3,000 new homes on the Joyce and Snells estate. In January 2020 we launched a comprehensive engagement programme with residents to help ensure proposals mirror residents' priorities. Residents will be balloted on the plans later this year, which include providing 500 additional council tenancies on top of replacement homes for the 400 existing council tenancies. In addition to this, 2,000 private rented homes are proposed, for letting at both intermediate rent (for people such as key workers) and market rent, enabling residents of all tenures currently living on the estate an opportunity to remain living in Edmonton. The council will retain ownership of the vast majority of homes built and will take it through planning and oversee the contractors delivering each phase.

### Ponders End

Ponders End is undergoing major regeneration, with exciting developments including the Alma Estate regeneration, Dujardin Mews and the Electric Quarter. The Electric Quarter regeneration echoes Ponders End's rich history of industrial innovation and technology and will revitalise the town centre. The first phase of this 127-home scheme is now complete, with the second phase, which will also include 1,000sq m of commercial and community space, now under way.

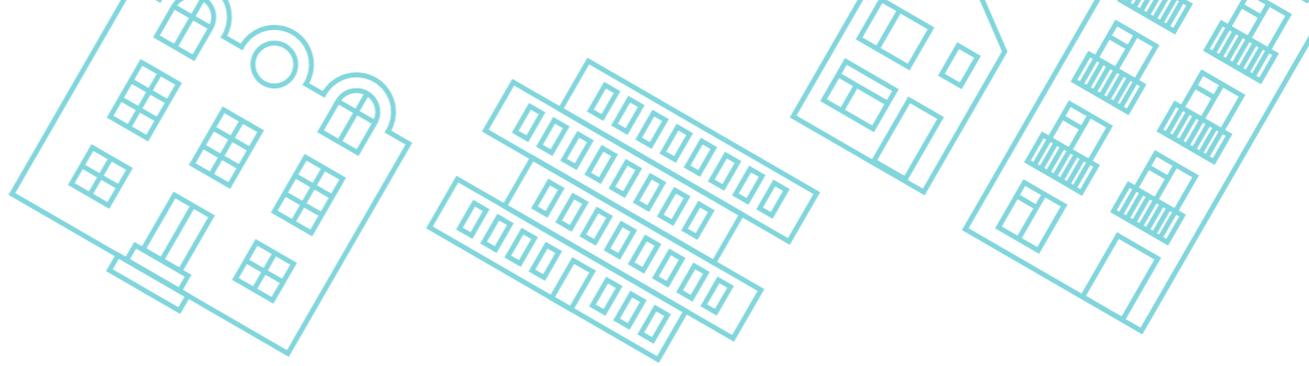
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## INFRASTRUCTURE

We are committed to the continued

# GREENWICH



The Royal Borough of Greenwich is one of the most iconic places in Europe to live and work, just minutes from central London's commercial district. The borough is home to 275,000 residents and this number is growing – with an increasing proportion of young, diverse residents. It has a rich royal and maritime history, and the longest continuous waterfront of any London borough – from the Maritime Greenwich World Heritage site, via the O2 Arena and the Thames Barrier, Woolwich Arsenal and out to Thamesmead. Greenwich is capitalising on these advantages with an ambitious agenda of growing the economy by an additional 32,000 new jobs and more than 21,480 new homes by 2028. We are proud of our 300 open spaces which cover approximately 28% of the borough's total area.

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## CONNECTIVITY

Royal Greenwich's current connections to central London include mainline railway stations, the Docklands Light Railway (DLR), Jubilee line as well as a riverboat service to central London. Completion of the Elizabeth line (Crossrail) will see new stations at Woolwich and Abbey Wood and enable access to the heart of London in minutes. London City Airport is 10 minutes from Woolwich via the DLR, with services to cities across Europe and the US.

The Royal Borough is home to the Smart City project testing innovative future-tech, such as driverless vehicles.

## ARTS AND CULTURE

The visitor economy adds around £1.6 billion to the Royal Greenwich economy. The borough has some of Europe's finest historic buildings, including the UNESCO Maritime Greenwich World Heritage site, which helps attract over 18 million visitors to the borough annually. The O2 Arena at Greenwich Peninsula is the world's most successful entertainment venue.

In 2017 the Royal Borough approved a major landmark investment in arts and culture, transforming a section of the Royal Arsenal riverfront in Woolwich into a 16,500sq m creative hub. Woolwich Works will turn unused Grade II listed buildings into spaces including large-scale performance

venues, studio and rehearsal spaces, and provide a home for national and international theatre companies.

## EDUCATION

The quality of early years provision in the borough is very high with over 90% of childminders, childcare and nursery schools judged good or outstanding (all four nursery schools are judged outstanding), and 97% of primary and 73% of secondary schools judged good or outstanding by Ofsted.

Higher education providers including University of Greenwich, Ravensbourne University, London and Trinity Laban are based in the borough. There is a wide range of short, part-time and evening courses for adults, with a 60% focus on employability and general interest, delivered for the council by organisations like Greenwich Co-operative Development Agency, London South East Colleges, and Ravensbourne.

## HOUSING

Greenwich has the third highest housing target in London and is actively working to deliver homes that meet the diverse needs of the borough and London more widely. Greenwich Peninsula will see the development of 15,000 homes over the next 20 years, creating a whole new piece of the city.

## KEY DEVELOPMENT OPPORTUNITIES



### Charlton Riverside

The Charlton Riverside Masterplan outlines up to 7,500 new homes and 4,400 additional jobs along with two new parks, new health clinics and schools. Its rich industrial heritage will shape a series of new neighbourhoods, integrating residential development with modern industrial, office and creative employment opportunities.

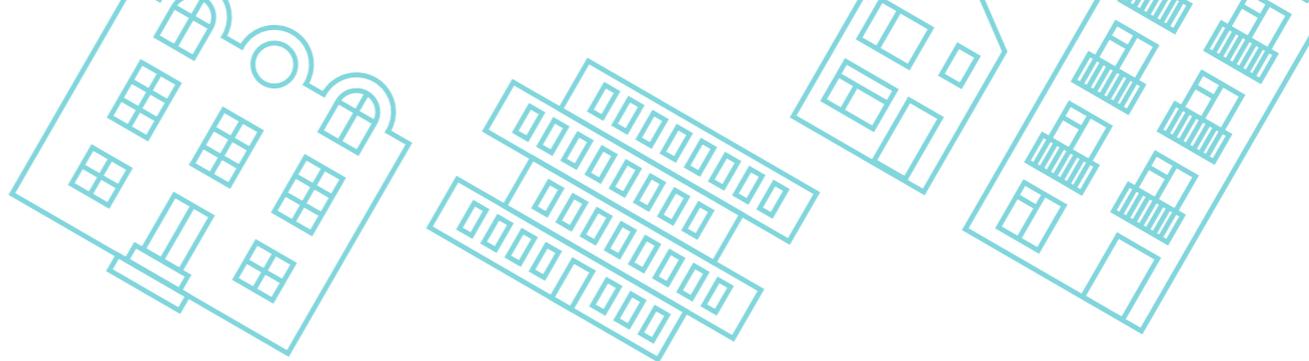
### Woolwich

With the development of the Royal Arsenal nearing completion and the opening of Crossrail. Woolwich is playing an increasingly significant role in delivering positive growth in London. Substantial public sector investment in Woolwich Works and a new flagship leisure centre is leading the transformation of Woolwich. A comprehensive package of new policies and strategies is being developed to proactively drive change and deliver the right mix of workspace, retail, leisure and housing that makes for a vibrant and interesting town centre.

### Thamesmead and Abbey Wood

Once dubbed the 'town of the 21st century' Thamesmead was conceived in the 1960s as an ambitious social and architectural experiment. Fifty years on the Royal Borough of Greenwich is seeking to revitalise the potential of the original vision. Thamesmead and Abbey Wood has been identified as an opportunity area with the delivery of 8,000 new homes and expected employment growth of 4,000 new jobs. A series of transport interventions, including extending the DLR to unlock Thamesmead Waterfront will offer a place for communities to grow. The area offers the best of urban living and access to nature as well as connectivity to the city centre and an abundance of green spaces on every doorstep.

# HACKNEY



Hackney is world-renowned for its creativity, culture and tech innovation. With huge change over the last 15 years, it also has fantastic schools, transport links and investment in genuinely affordable housing. But some of the borough's residents and businesses have been clear that they're not feeling the benefits of economic growth. That is why it is Hackney Council's mission to Make Hackney Fairer, with a more inclusive economy based on our shared social goals.

## ARTS AND CULTURE

Hackney is internationally recognised as a world-class cultural destination and is a hub for creatives, makers and artists. The New York Times labelled the borough as the new fashion capital and Vogue declared Dalston the "coolest place in Britain". With a huge range of pubs, bars and restaurants, some of London's best loved music venues and theatres, a slew of museums and galleries, independent cinemas, innovative pop-ups and a full free annual cultural programme, there is something to do every day.

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The borough's cultural and social diversity is celebrated through numerous festivals, including Black History Month, Hackney Carnival, the Dalston Children's Festival, Discover Young Hackney, the Stoke Newington Literary Festival and a programme of events which celebrates the LGBTQI+ community.

## HOUSING

Hackney is building. The council will directly deliver nearly 2,000 new homes between 2018 and 2022, with the majority for genuinely affordable social rent and shared ownership.

Alongside that is Europe's largest single-site regeneration programme at Woodberry Down, where in partnership with local residents, a housing association and a developer, the council is building another 5,500 homes next to stunning new wetlands.

A not-for-profit company will deliver homes for a living rent, saving renters currently priced out of the market around £800 per month and giving them a decent home in which to live while they can save up for a deposit to buy. The borough's draft Local Plan prioritises affordable housing, with anyone who builds even a single home now required to contribute to the provision of homes for social or living rent.

## EMPLOYMENT

Hackney's thriving local economy boasts more than 14,000 businesses – the vast majority small and medium-sized. There has been huge business growth since 2010, with an emphasis on the tech, hospitality and creative sectors.

Home to Tech City, a world-renowned community of digital entrepreneurs in Shoreditch, it leads the way in UK tech development. Hackney Wick has one of the highest concentrations of creative businesses in Europe.

But redevelopment, and rising rents and business rates, are putting some of Hackney's existing businesses at risk, which

is why Hackney Council is building its own genuinely affordable workspace and demanding private development does the same.

Economic growth must deliver for Hackney's residents. The council's Hackney Works programme links local people with recruitment in the borough's businesses and runs an award-winning apprenticeship and training service.

## EDUCATION

Hackney's schools are some of the highest achieving in the country, and nearly all pupils go to a school rated good or outstanding by Ofsted. The council has rebuilt or refurbished all of its secondary and special schools, delivered six new academies and built new facilities for two existing schools.

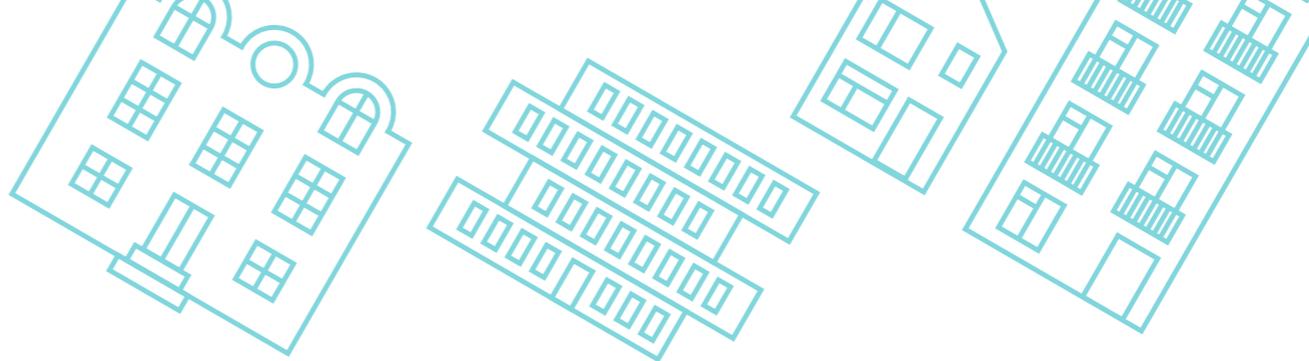
Schools also work closely with local businesses to upskill pupils for a changing economy. This includes the council's Hackney 100 scheme, which matches enthusiastic young people with high-quality paid work experience.

## ENVIRONMENT

Hackney borders the City yet it is one of the greenest boroughs in London, with 58 parks, squares and gardens, 27 of which have Green Flag status. People can get close to nature at Wick Woodland or Woodberry Wetlands, take to the water at West Reservoir, or enjoy the beautiful and historic settings of Clissold Park, complete with deer.

Alongside four existing leisure centres, the council is building a new centre next to Shoreditch Park. Hackney Marshes has the largest concentration of football pitches in Europe. Every weekend, hundreds of teams turn out on the 82 pitches – known as the spiritual home of grassroots football. Sport England has awarded the council £10 million to explore innovative ways to get residents to become more physically active.

# HAMMERSMITH & FULHAM



Hammersmith & Fulham is the borough of growth with exciting new regeneration projects breathing verve and vigour into White City, Shepherd's Bush, West Kensington, Hammersmith town centre and Fulham. Attracting new jobs and investment opportunities will benefit our residents – regardless of their background – for generations to come. H&F is fast becoming the best place to live, work and play in Europe.

## ENTERPRISE

White City has become one of the most exciting new neighbourhoods in London. ITV, Soho House, Airbus and Saab are some of the new global firms to have moved in.

Thanks to our industrial strategy, in partnership with Imperial College London and their White City Innovation District, the borough has become the UK's new capital of bio-tech innovation. New arrivals in H&F include one of the world's largest pharmaceutical giants Novartis and NASDAQ-listed Autolus.

While Imperial continues to expand its

sprawling White City campus with plans for a new state-of-the-art School of Public Health facility to find pioneering new approaches to society's most pressing healthcare challenges – from fighting deadly diseases to the treatment of dementia.

Alongside Westfield London, we've created more than 12,000 jobs, and another 8,000 jobs are on the way in the Westfield expansion, which has made it the largest shopping centre in Europe.

Works have begun to revitalise the western end of King Street in Hammersmith. We'll build a new cinema, new genuinely affordable homes and a

rejuvenated eco-friendly civic campus (pictured, left) as we transform the Grade II-listed Hammersmith Town Hall into a modern, fully-accessible public building at the heart of the community.

We're also a great location for companies being the nearest major business centre to Heathrow and with exceptional transport links and 16 tube stations, the West End and the City are within easy reach. HS2 at Old Oak Common will speed up journey times to other major cities and the rest of the UK, and bring a new overground station to Old Oak Common Lane.

## HOUSING

After pioneering the policy of homes for residents and not overseas developers, we're building the largest number of genuinely affordable homes in 10 years. This will ensure housing opportunities for all after negotiating a record £643 million from developers.

Increasing affordable housing supply, as well as meeting housing needs and aspirations, are our top priorities.

We've identified five regeneration areas which are anticipated to be the key focus for growth in the borough over the next 20 years – Old Oak, White City, Hammersmith, Fulham, and South Fulham – and plan to build 22,000 homes by the end of 2035.

## ARTS AND CULTURE

H&F is already home to one of the most exciting arts and culture scenes in London.

We've got some of the hottest, most historic and hip venues in the capital: Eventim Apollo, Lyric Hammersmith, O2 Shepherd's Bush Empire, LAMDA and the Bush Theatre.

Not to mention, the ever-popular H&F ArtsFest, the emerging Shepherd's Bush Comedy Festival and the community-led Arts Commission which aims to build on the success of our Arts Strategy and further boost the borough's thriving arts scene.

While more exciting new cultural offerings are coming including Broadwick Live's

new Exhibition London venue at Westfield London, as well as designer Thomas Heatherwick's plans to turn Olympia into an arts, culture and entertainment hub with a 1,500-seater theatre.

Other new arrivals include arts space Elephant West and the Royal College of Art's newest campus, which join the BBC and ITV in White City as we continue to work hard to make H&F one of the country's leading destinations for the arts.

## SPORTS AND LEISURE

With three famous football clubs in the borough, H&F is spoilt for choice.

Fulham FC is currently redeveloping its Riverside Stand to increase the capacity at Craven Cottage to 29,600. The work will also see the Thames Path fully opened for the first time ever, unlocking the riverside for pedestrians to walk from Hammersmith to Putney Bridge. The new-look stadium will also create new retail and leisure offerings along the borough's newest destination - Fulham Pier.

We also have some of the best parks in the capital, with 15 having Green Flag status and we're working hard to protect our parks and open spaces from development.

## ENVIRONMENT

We've announced a climate emergency in H&F and pledged to cut our carbon emissions to net zero by 2030.

We will work with local people on a resident-led Climate and Ecological Emergency Commission to tackle the global issue as we make H&F the greenest borough in the country.

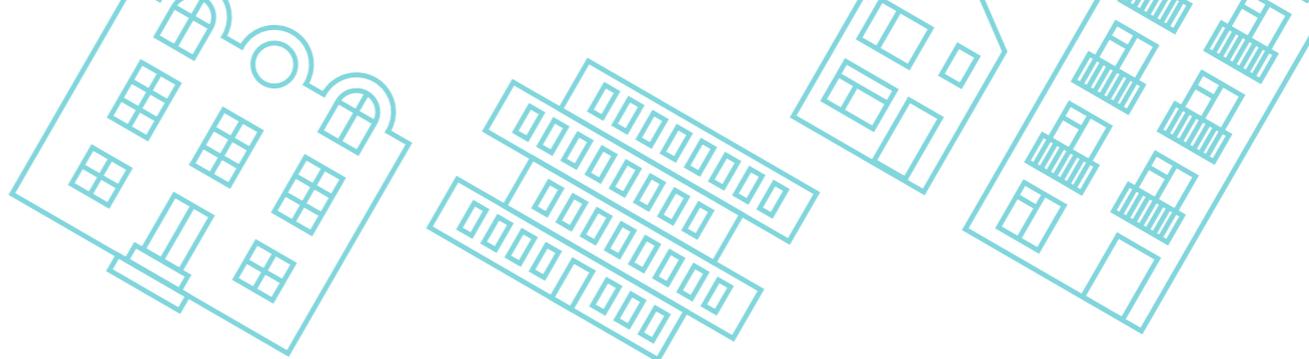
Our new pollution-free delivery service for local businesses using cargo bikes is just one of the steps we're taking to reduce emissions in H&F and help clean the air. Other steps include providing more than 250 electric car charging points, a new low emissions neighbourhood in Hammersmith, building two new safer cycling routes and continuing to fight plans to expand Heathrow Airport.

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Jo Rowlands

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# HARINGEY



**Haringey is our home, and we are proud of it. As a council we are ambitious for Haringey's future and have great ambitions for the people who live here. We are investing in making our places better so our communities can live healthy lives, work and play. Strong families, strong networks and strong communities give residents the opportunity to live well and achieve their potential.**

## HOUSING

Haringey Council's aim is to increase significantly the supply of housing in the borough. Our aspiration is for all our residents to have a safe, stable and genuinely affordable home.

As a council, we are placing a particular focus on new homes on our land, where the primary aim will always be to maximise housing owned by us, let at council rents. We have pledged to deliver 1,000 new council homes by 2022.

We know we can't deliver all the homes that the borough, and London, needs on our own. We are working with a number of different partners – on council-owned land and beyond – to provide a diverse range of housing choices to meet local need and that local people can really afford.

Our partnership with Lendlease at High

Road West will bring forward 2,500 homes in north Tottenham. In Tottenham Hale, we have taken a portfolio approach to housing delivery, with more than 2,000 homes being built, in all tenures, by partners including Argent Related, Berkeley Square Homes, Newlon Housing Trust and more.

## ENTERPRISE

Supporting and growing our diverse and dynamic business community is an important goal for Haringey Council. We are committed to investing in and improving our services to business, whether small, medium or large.

The council has introduced a discounted business rates scheme, and made a flagship commitment to build the wealth of the borough by prioritising local business in the way the council spends its own money.

Our Opportunity Investment Fund, jointly funded by the mayor of London, has helped more than 19 local small and medium-sized enterprises to thrive in Tottenham, including breweries, community cafés, a climbing centre and a roller disco amongst many more. Alongside this, a new 'Productive Valley Fund', a Lea Valley-wide loan fund scheme, will enable small businesses to grow and attract other companies to the area, creating over 200 jobs.

Both Wood Green and Tottenham have received awards from the Mayor of London's Good Growth Fund, to boost their local High Streets helping them remain a vibrant and bustling part of community life.

South Tottenham is now designated a Creative Enterprise Zone. Creative industries are now Tottenham's fastest growing sector, experiencing growth of 127% over the last five years and accounting for 4,400 jobs and 660 businesses. The funding will secure new training, skills development and job opportunities for local residents, as well as provide business support and networking for local creative businesses.

## JOBS AND TRAINING

The regeneration of Wood Green and Tottenham will create 4,000 and 5,000 new jobs respectively. The council is committed to ensuring that regeneration of the borough benefits all of our residents, particularly through the creation of employment and skills opportunities from all major developments. The council is committed to working collaboratively in supporting our developer partners in accessing the pool of local talent and skills within Haringey.

## EDUCATION

When it comes to education, Haringey is top of the class. Almost all of the borough's schools are rated outstanding or good by Ofsted, and exam results regularly outperform the national averages. Bolstering our reputation for world class education, we're proud to be home to the London Academy of Excellence and Ada, the

National College for Digital Skills, a specialist college which inspires the students of today to become the digital pioneers of tomorrow.

## SPORTS AND LEISURE

Tottenham Hotspur Football Club is flying high in the Premier League and off the field is cementing north Tottenham as a destination for Haringey, London and beyond. Its state-of-the-art circa 62,000 capacity stadium is expected to attract 1.5 million annual visitors.

The first UK stadium with a retractable pitch, it will host gigs and bring American football to London, as well as new leisure opportunities and extreme sports facilities.

Parks and open spaces make up a quarter of the borough and the beautiful Lee Valley Regional Park is on our doorstep. As the birthplace of television and Haringey's most famous landmark, Alexandra Palace hosts major sporting events, world-class concerts and a variety of leisure facilities.

## ARTS AND CULTURE

Haringey's arts and culture scene is hugely diverse. In addition to Alexandra Palace, Haringey's iconic venues include the Bernie Grant Arts Centre, with a growing reputation for diverse performance; Jacksons Lane Arts Centre, a world leader in circus skills and performance; and Finsbury Park, with its annual live-music festivals.

The 16th-century Bruce Castle Museum celebrates the area's history and hosts a huge variety of events, while local arts organisations ensure culture is embedded in our borough's way of life.

## INFRASTRUCTURE

Exceptionally well-connected, Haringey is served by three London Underground and two Overground lines, as well as excellent national rail links and a bustling bus network.

Central London is just 10 minutes away and we have fast direct links to Liverpool Street, King's Cross, Stratford, Cambridge and Stansted Airport.

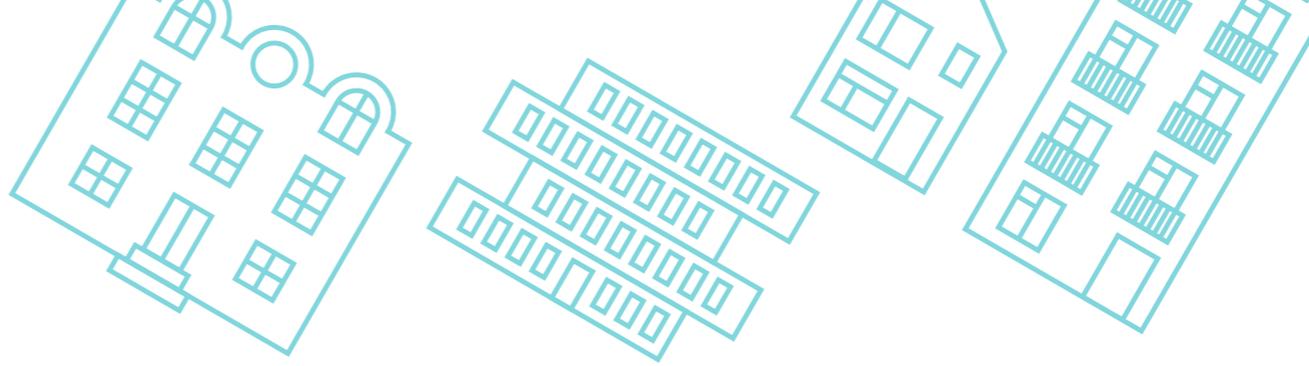
## CONTACT:

**Dan Hawthorn**

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[woodgreen\\_regeneration@haringey.gov.uk](mailto:woodgreen_regeneration@haringey.gov.uk)

# HARROW



**Harrow is the location for investment. It has thriving, skilled, diverse communities, outstanding schools, excellent accessibility and a unique heritage. The diversity of ethnicity and faith provides a cultural and investment context that celebrates every corner of the globe.**

## CONTACT:

**Kirstan Shiels**

Regeneration programme director (interim),  
Community Directorate

[Kirstan.Shiels@harrow.gov.uk](mailto:Kirstan.Shiels@harrow.gov.uk)

## BUILDING A BETTER HARROW

One hundred years ago, Harrow was mostly fields. Our borough was forged by the housebuilding wave known as “MetroLand”, as an expanding London needed new, well-designed and comfortable homes for its workers and their families. Today, we see another great leap in demand for homes – and we are proud to be building a better Harrow to meet that demand.

As a council, we’ve completed our first new council homes in a generation – as the borough sees thousands of new homes come to market, on sites that have lain fallow for too long. And alongside the new housing that’s rising up to redefine Harrow’s internationally-recognised skyline – Harrow’s connectivity, opportunities and prosperity are rising too.

## LONDON’S BEST FOR BUSINESS

Harrow has been named London’s best borough for small businesses – and walking the borough’s streets, it’s easy to see why. Town centres and local high streets are thriving – with vacancy rates at or close to record lows, and footfall setting new

records. Shopfronts are packed with small, independent businesses, from shoe sellers to solicitors, while behind the scenes Harrow’s SMEs manufacture, distribute and wheel-and-deal their way to prosperity.

Harrow’s business community has the get-up-and-go; the local pool of hard-working talent; and the support of an innovative council. Like the rest of London, all it needs now, is more office and retail space to make the most of!

## WORLD FAMOUS FOR SCHOOLS

Harrow is famed throughout the world as a place for gold standard education. And it’s not just the area’s renowned private schools that have earned that reputation. Following a decade of investment in Harrow’s primary and secondary school estates, totalling more than £100 million, Harrow has added thousands of new high-quality school places and facilities.

With more than 60 schools to choose from at primary level alone – and with more than 90% of them rated good or outstanding by Ofsted – it’s no wonder that Harrow is independently rated as the number one place in the UK to live if you want your children to get a great education.

## DIVERSITY AND HARMONY

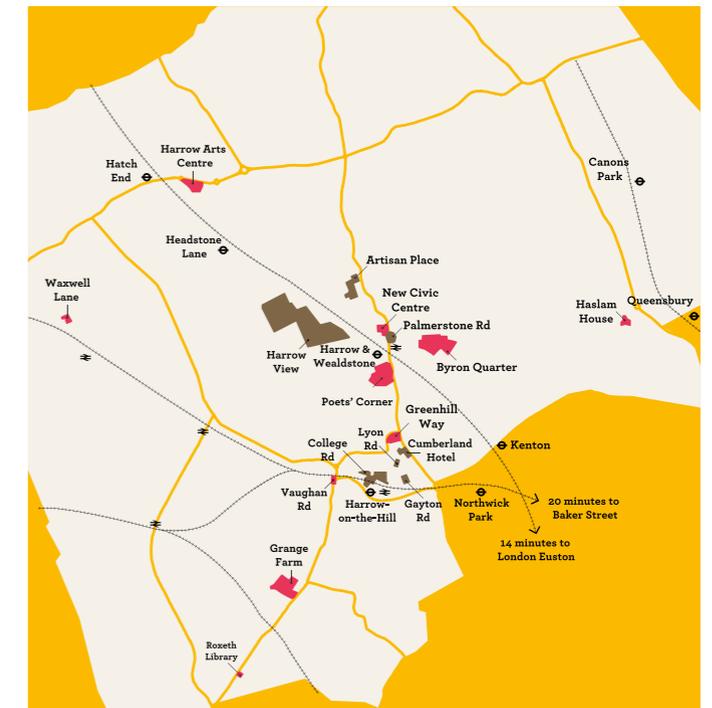
London is the most cosmopolitan city in the world – and Harrow is the most diverse borough in London, with more faiths represented here than anywhere else in the UK. From Animists to Zoroastrians, you’ll find spectacular places of worship side by side, as people from all over the world find Harrow a great place to work, live and raise their families.

Better yet, in this melting pot of ethnicities and cultures, more than 90% of Harrow people consistently say they believe people from all backgrounds get on well together and live in harmony. It’s no coincidence, in these troubled times, that Harrow is also consistently ranked as the safest borough in London.

## Building a Better Harrow

In the opportunity of a generation, Harrow Council is leading a regeneration programme that will change the landscapes of both Harrow and Wealdstone town centres and will improve lives, provide homes and jobs, enhance conditions for business and energise Harrow as a place.

Over the next decade we will deliver thousands of new homes; new shops, offices, culture and leisure facilities, and public buildings such as schools and health centres, and improve our public realm, green spaces, and transport network.



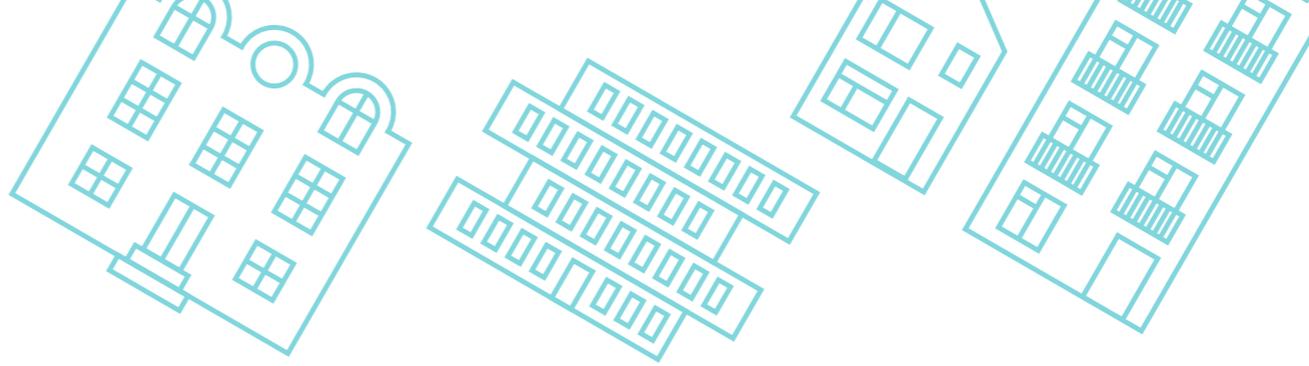
- Harrow Council-led projects
- Private sector-led projects

Great things are happening in Harrow, and you can be part of it. Building a Better Harrow is transforming our borough, creating new homes for our families and workplaces and spaces for the 21st century. We understand that new communities need new opportunities and jobs, just as much as they need homes and schools.

We’re already the most business-friendly borough in London – and whether you’re an entrepreneur or a multi national, there’s something for you here in Harrow. Come and join us!

Visit: [buildingabetterharrow.co.uk](http://buildingabetterharrow.co.uk).

# HAVING



With its unique location on the London/Essex border, lively town centres, abundant green spaces, diverse housing and quick connections to central London, Havering offers huge potential for development. There has never been a better time to invest.

## CONTACT:

**Neil Stubbings**

Director of regeneration

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## CONNECTIVITY

Crossrail is set to have a significant impact on Havering when it is completed, with three Elizabeth line stations at Gidea Park, Harold Wood and Romford, all set for faster connections to central London and Heathrow Airport, as well as the City of London in 17 minutes. We are currently exploring options to improve the borough's north/south connection, and as part of the Thames Estuary Growth Area, unlocking the full potential of the River Thames – with proposals for the Thames Clipper and a new marina under consideration.

## HOUSING

Havering has three joint venture regeneration partnerships delivering £3 billion of new housing. We have significant plans to create new communities, space for businesses and public amenities including schools and health facilities as well as increasing bio diversity in built-up areas.

- Our biggest housing regeneration project, the joint venture with Wates Residential, will see 12 council estates regenerated to provide around 3,500 homes for local people over the next 12 years, overhauling the borough's existing council

accommodation. The high-quality homes will increase council accommodation by up to 300% across the 12 sites. As part of the project, the partners have a joint pledge to deliver a lasting legacy for the community through investment in skills, training, education and local facilities. The council predicts social benefits for phase one of the project will be worth around £6.8 million.

- Working with Notting Hill Genesis at Rainham and Beam Park, we are building over 1000 homes in this housing zone, redeveloping a number of key sites along the A1306 in Rainham. The plans will transform the area with high quality residential, a new c2c station, primary school and health facilities and the creation of a linear park.

- Romford's housing zone is Bridge Close with our JV partners First Base and Savills Investment Management. Proposals include 1000 homes alongside a mix of workspace and community amenities including a school, health facility and pedestrian bridge to link the site to Romford rail station and a new riverside walkway.

An extra £10 million has been ring-fenced in the council's housing budget (HRA) to improve our other council estates in Havering. The money will fund a programme of works to include improvements to safety, decorating, landscaping and accessibility.

The council's private-rented sector housing provider, Mercury Land Holdings (MLH), was set up in 2015 to help meet housing demand. It has 65 luxury one, two and three bedroom homes at Cathedral Court in Romford and 44 homes at the new scheme, Winterberry Court, in Hornchurch.

## ENTERPRISE AND INNOVATION

Havering's growing network of business centres all point towards stellar business growth for London's third largest borough. Our key towns of Romford and Rainham have a distinct commercial appeal, which attracts diverse business sectors.

CEME, the Centre for Engineering and Mechanical Excellence, partnered with the

council, Havering College and SEGRO, to set up the Centre for Construction and Logistics Innovation Hub in Rainham. Havering is already home to over 8,300 businesses, employs 108,200 people of working age and sees approximately 1,000 new enterprises launched every year. Nearly half the residents commute within the borough helping to sustain a strong local economy and excellent employment rate.

Havering was named the best council in London and South East England in 2019 for delivering outcomes that make a real difference to residents' lives. According to the annual 'Which Councils Are Best?' report from IMPOWER, Havering is the 5th best council in England and number one in London for using resources in the most effective way.

## QUALITY OF LIFE

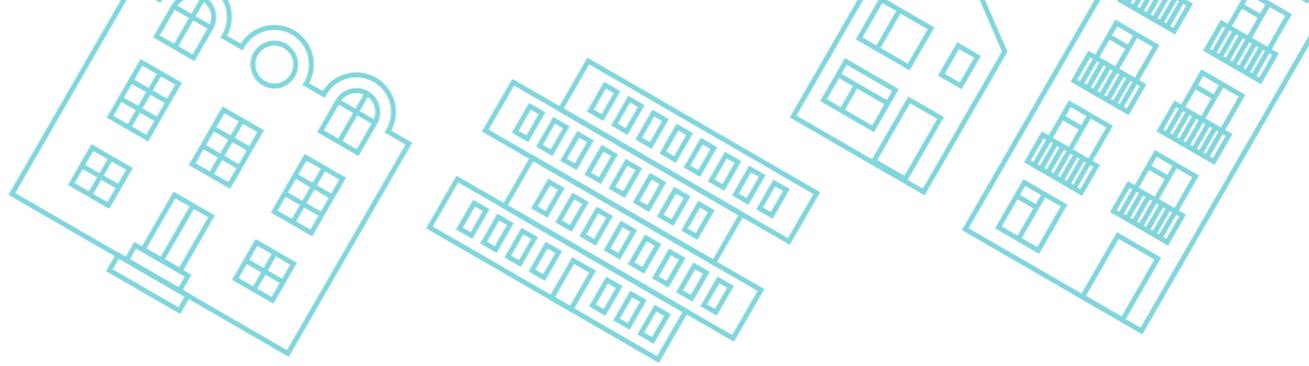
Havering is well-known for its 14 Green Flag parks and open spaces. We have the largest area of wetlands in the upper Thames Estuary at Rainham Marshes. Together with the surrounding marshlands, dating back to the early Middle Ages, we are home to a wide range of flora and fauna.

We have an award-winning theatre, Queen's Theatre Hornchurch, and Sapphire Ice and Leisure in Romford celebrated its first anniversary and more than half a million visitors in February 2019. Work progresses on our brand new leisure centre in Hornchurch. The current centre will be open as usual to residents and visitors, until the grand opening of the new centre in 2020.

## The scale of opportunity...

...in Havering is immense and requires a variety of approaches as we aim to attract private sector investment supported by public funding. Our existing three Joint Venture Partnerships demonstrate our high level of ambition and success to date, outlining why we are such an attractive investment opportunity for developers.

# HILLINGDON



**Connected for business, made for living. That's Hillingdon. Probably the best-connected borough in London, with two international airports, excellent rail and road connectivity and with the Elizabeth line still to come. Home to a host of large companies such as Coca-Cola, British Airways and GSK, Hillingdon is also home to thousands of small and medium-sized businesses and an ever-increasing logistics sector.**

## **CONTACT:**

**Nigel Cramb**

Partnership and business engagement manager  
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## **CONNECTIVITY**

Still the best-connected borough in London, Hillingdon has two international airports in Heathrow and Northolt, and excellent rail connections to both Paddington and Marylebone. The Central, Metropolitan and Piccadilly tube lines serve to connect the borough to central London and Heathrow. The borough's ever-expanding logistics sector is well-served with immediate access to the M3, M25 and M40 - all of this and the bonus of the Elizabeth line is still to come.

## **QUALITY OF LIFE**

As well as having a thriving economy, Hillingdon is simply a great place to live, with thriving town centres, 55 award-winning green flag parks and open spaces, miles of canals, lakes and rivers, and excellent leisure and community facilities. The council has recently announced £31.9 million investment to create a new sports

and leisure centre in West Drayton.

Since 2011, the council has invested £24.5 million in 12 town centre improvement projects, including £9.2 million in the Hayes major scheme and Crossrail enhancements. The town centre improvement schemes deliver improved traffic management, public realm and stop and shop facilities. Furthermore, the council has committed £817,500 to supporting 230 small independent businesses via the shop front grants initiative in 10 of the high streets improved to date.

## **ENTERPRISE**

Hillingdon's economy continues to thrive. Thanks to the Central Research Laboratory (CRL), Hillingdon is fast becoming London's hardware development centre. While only in its third year, the CRL has outgrown its current accommodation and will be shortly moving to The Powerhouse on The Old Vinyl Factory site, which will be able to host more than 350 people. Investment in the borough's office market sector continues apace, with the office sector element of The Old Vinyl Factory site taking off.

Major investment is also under way at Stockley Park with a number of its 25 unique buildings undergoing major refurbishment. The park remains an ever popular venue for business, with Canon UK recently moving its headquarters to Stockley.

The borough's logistic sector has benefited from the opening of Prologis Park West London and subject to planning, Prologis is keen to expand their offer in the borough. As too are SEGRO who are well under way in delivering SEGRO Park Hayes, a brand-new logistics and data centre on the site of the former Nestle factory in Hayes.

## **EDUCATION**

Committed to providing every child in Hillingdon with a primary and secondary school place close to their home, the council has invested £149 million in

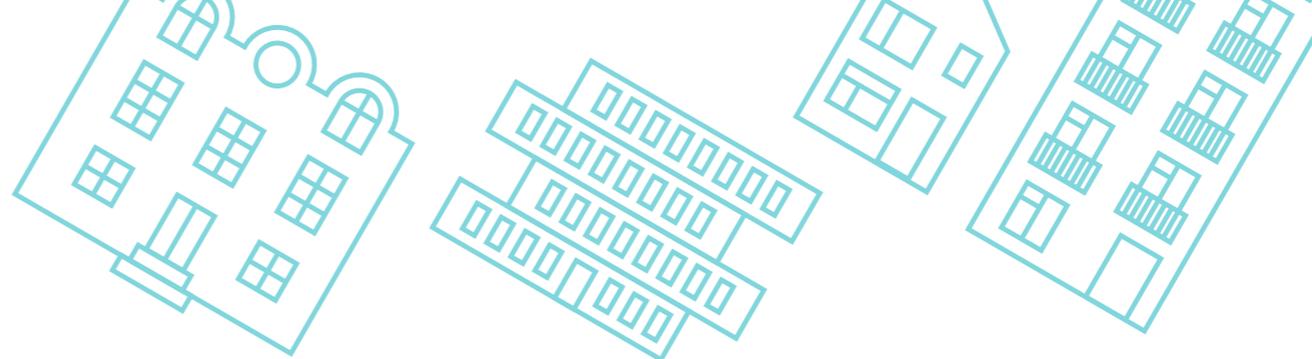
increasing primary school provision, creating 7,035 new primary school places since 2011. This has been achieved by expanding existing schools and building new ones. The secondary school expansion programme is now under way, with the council embarking upon a £107 million programme to deliver both more places and improved facilities.

The higher education sector in Hillingdon is exceptionally well-served with Brunel University, with its focus on science and engineering and New Bucks which provides a wide range of degree and masters courses.

Hillingdon is also home to Harrow and Uxbridge College (HCUC), an Ofsted outstanding-rated college. HCUC has recently secured Institute of Technology status - one of just a handful of colleges in the UK to be awarded this. HCUC will also start to deliver the new T-Level qualifications from September 2020.



# HOUNSLOW



**Building our future borough from east to west, Hounslow's ambitious regeneration plans are taking shape, driving economic growth and future sustainability for residents and businesses. This leading west London borough – the gateway to London – is firmly putting itself on the map as a place to live, visit, do business and invest.**

## CONTACT:

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## CONNECTIVITY, ENTERPRISE AND EMPLOYMENT

In the heart of west London, Hounslow is one of the capital's most connected boroughs, uniquely positioned as a gateway from Heathrow, the M4, other major roads, and underground and overland rail services. It's also home to a wealthy mix of global company headquarters, growing SMEs and is recognised as a Creative Enterprise Zone by the Mayor of London.

The east of the borough – Chiswick, Brentford and Isleworth – benefits from one of the major business arteries in London, the Great West Corridor AKA the Golden Mile, identified by the Mayor of London as an opportunity area for growth and development.

The Great West Corridor Masterplan establishes a bold new vision and plan for the transformation of the area into a 21st century business hub that is supported by a high-quality environment, sustainable transport solutions, a vibrant mix of uses, good integration with its surrounding communities, a strong image and identity.

It aims to coordinate new developments to maximise benefits for the borough and London as a whole. Global HQs such as GlaxoSmithKline, BSKyB, JCDecaux, other multinational companies, residents and the local community will benefit, with 14,000 new jobs and new transport links.

The west of the borough – Feltham, Hanworth and Cranford, neighbouring with a crucial partner, Heathrow Airport – is known as a major high-technology hub. Part of the council's West of Borough plan, within our Local Plan, will pump new energy into the area, making the most of the suburban environment as well as the opportunities presented because of its proximity to Heathrow.

## HOUSING AND INFRASTRUCTURE

There are opportunities for housing growth right across Hounslow, and we're establishing ourselves as a can-do council



with developers, while striking the balance of affordability and community engagement.

In the heart of the borough, Hounslow Town Centre Housing Zone plans are well under way. One of the first housing zones announced by the Mayor of London, 7,500 homes are being built across several schemes. These include the new High Street Quarter development by partners Barratt London located near Hounslow High Street. This will contain a 27-storey residential tower, with high-quality new affordable homes, a new retail area and a 10-screen Cineworld cinema multiplex. Developments on the east side include a brand-new primary school, with 50 homes already completed on the old school site.

A pioneering commercial partnership last year saw the creation of new, iconic council offices – called Hounslow House – which anchor one end of the High Street, with the old civic centre location transformed into a site for 900 new homes.

Brentford's new housing projects under way by Ballymore, Willmott Dixon, EcoWorld London, Catalyst and Redrow Homes, cover an area stretching from Brentford Lock up to the elevated section of the M4. Neighbouring this is the new state-of-the-art Brentford Community Stadium, a new



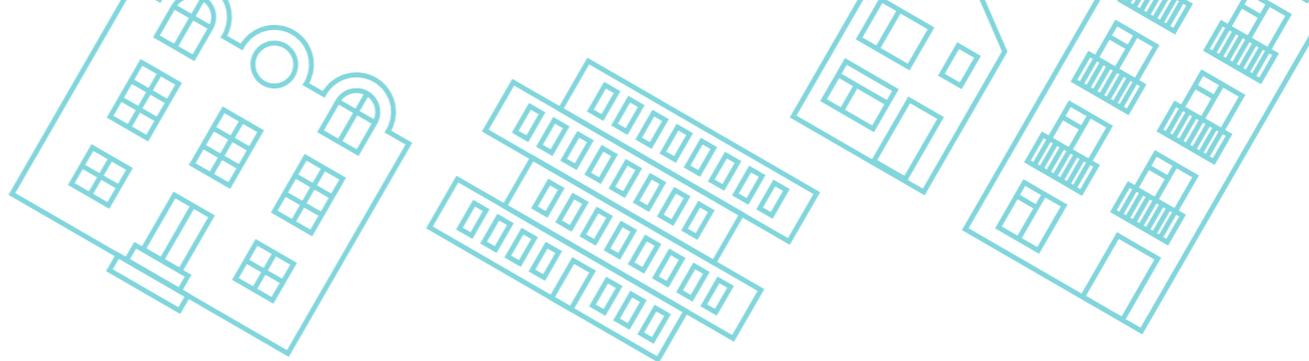
home to Brentford Football Club and London Irish Rugby Football Club, in the centre of an ambitious regeneration programme for Brentford.

Feltham Masterplan is delivering the long-term improvements it set out to do, with mixed-use developments including a range of housing options, flexible commercial and retail space, new community infrastructure and a new-look mainline and bus station. This is all within a stone's throw from Bedfont Lakes Country Park with its scenic views, a fishing lake, private nature reserve, wildlife and nature trails.

## ARTS AND CULTURE

One of London's most diverse boroughs and with five major town centres and high streets – Chiswick, Brentford, Isleworth, Hounslow and Feltham – Hounslow's cultural offer is thriving. Each area offers individuality and charm with places of rich history and culture. They host stately homes, riverside parks and open spaces, festivals such as Lovebox and Citadel, as well as new arts spaces, museums, theatres and cinemas, and modern high-tech sporting venues.

# ISLINGTON



Already identified as the best place in the country for entrepreneurs, Islington is also one of the fastest growing parts of London in terms of both new homes and jobs. The council wants to continue delivering large numbers of new jobs and homes while also providing real opportunities so that all residents are able to share equally in the borough's success.

## ENTERPRISE

Recent research has found that Islington is the best place in the UK for entrepreneurs, due mainly to the large number of digital and creative industries in the borough.

Significantly, 98% of Islington's businesses are either micro or small businesses and it is therefore their success that will drive economic growth in the borough. Seventy per cent of jobs are located in the Central Activities Zone (CAZ), London's central business district, which includes Clerkenwell, home to London's largest and most successful cluster of design industries.

There are also thriving business clusters situated outside the CAZ notably:

- **Tech City:** located around Old Street, this is the focal point for a world-class array of tech businesses driving innovation and growth in the UK's digital economy.

- **King's Cross to Moorfields Eye Hospital corridor:** a centre of excellence for bioscience and medtech businesses and institutions linked to the Knowledge Quarter around King's Cross.
- **Vale Royal / Brewery Road:** the borough's largest concentration of industrial and light industrial uses and home to a burgeoning collection of highly successful creative industries.
- **Finsbury Park:** includes the garment district at Fonthill Road and home to a small but growing tech sector.

These areas are critical to Islington's economic success but they are also strategically important to London, contributing to its international reputation in new technology, medical science, design and creative industries.

Forecasts indicate that over 50,000 new mainly office-based jobs could be created in

Islington by 2036. To accommodate this, an additional 400,000sq m of additional office space will be needed. A lack of suitable office and light industrial space, high rents and other costs present significant challenges for micro and small businesses in the borough.

The council is therefore delivering an Affordable Workspace Strategy to protect and secure affordable office and light industrial spaces. A key aim of this strategy is to support the resilience and growth of Islington's business clusters while providing real opportunities for local people.

## EMPLOYMENT

Despite being one of the most economically dynamic and creatively rich parts of the UK, many local residents experience intense inequality and social exclusion, and are unable to share in the borough's growing economic prosperity.

Islington ranks third nationally on the income deprivation indicator for children, and fourth for income deprivation affecting older people.

Furthermore, every ward in Islington has at least one area that is amongst the 20% most deprived areas of England. The council is committed to supporting economic growth in the borough, but will intervene to ensure that Islington's disadvantaged residents share the benefits of this growth. It has developed a vision of inclusive economic growth that promotes: 'Islington as an economy that works for everybody, where sustainable, inclusive growth is harnessed to reduce unemployment, poverty and inequality of opportunity, for the local community'.

## HOUSING

High land values have supported housing delivery in the borough and despite its severe land constraints a high level of housing delivery continues. Over 5,000 homes are projected to be delivered over the next five years. The council has

a requirement that at least 50% of new homes must be genuinely affordable.

However, high land values coupled with social inequality mean that housing affordability is one of the most significant challenges facing Islington. Continuing to deliver genuinely affordable housing for local people therefore continues to be a key priority.

## QUALITY OF LIFE

Given the scarcity of land for development in Islington, the council faces a significant challenge in meeting the predicted demand for new homes and jobs growth.

It is therefore currently reviewing its Local Plan to ensure that where development takes place, it supports the council's twin aims of delivering genuinely affordable homes, particularly social housing, and supporting inclusive economic growth.



## KEY DEVELOPMENT OPPORTUNITY

### Former Holloway Prison site

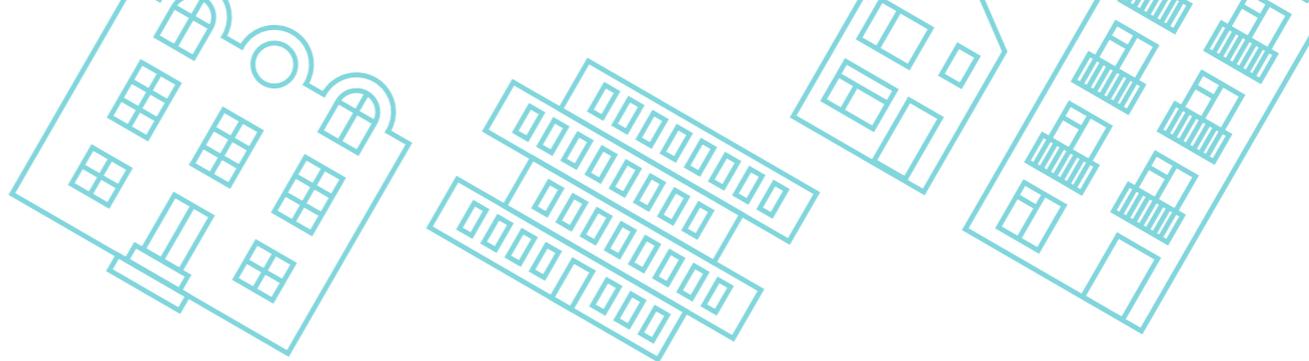
#### OTHER KEY OPPORTUNITY SITES

**Clerkenwell Fire Station, Moorfields Eye Hospital, Old Street**

## CONTACT:

**Karen Sullivan**  
Service director,  
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development,  
environment and  
regeneration  
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# KENSINGTON & CHELSEA



Kensington and Chelsea, despite its small geographical area, is a borough of contrasts. It is an area of great diversity, which is home to both some of the most affluent but also some of the most deprived areas in London. It has a rich architectural heritage and some of the highest residential land values in the country. However, it is anything but a residential suburb. It is known for its famous landmarks, creative businesses, world-class shopping centres, the Notting Hill Carnival, museums and galleries.

## INFRASTRUCTURE

The borough is well served by public transport, with numerous bus routes and 12 underground stations. However, the council recognises that some parts of the borough remain better connected than others and if future development sites are to realise their maximum potential, new connections will be needed.

To this end, the council continues to work with Network Rail to construct a new station, Kensal Portobello, on the Elizabeth line.

## ARTS AND CULTURE

The borough is a world-class cultural hub containing a number of exceptional museums, theatres and galleries. The South

Kensington museum complex is one of London's jewels, attracting nearly 12 million visitors each year, (more than those visiting St Mark's Square and the Grand Canal in Venice combined). We host Europe's largest street party, Notting Hill Carnival, whilst the Royal Hospital hosts the annual Chelsea Flower Show. We are also home to the Royal Court Theatre and the Saatchi Gallery in Chelsea, and the newly refurbished Design Museum on Kensington High Street. The smaller venues and events scattered across the borough add richness to local life, reinforcing neighbourhood identity, as well as forging links between the creative sector and world-class businesses.

## SHOPPING

The borough is host to some of the capital's finest shopping areas, with the King's Road, Knightsbridge and Portobello Road attracting visitors from across the world. Each of these offers something special, be this access to world-class brands, to eclectic markets or to the quirky and the unexpected. In a retail climate where many town centres are struggling, the borough's centres remain vital and vibrant places, and enjoy continuing investment and growth.

## BUILT ENVIRONMENT

The borough has inherited a remarkable historic townscape and a large number of historic buildings. Over 4,000 buildings are 'listed' and there are over 100 garden squares, with conservation areas covering 73% of the borough. The quality of the built environment and the mix of uses underpins the borough's success as a desirable place in which to live, to work and to invest. However, while the council demands the highest quality of design it recognises that it is not merely a curator of a living museum. With one of the earliest local authority design review panels in the country we are constantly looking to the future, championing high quality contemporary design.

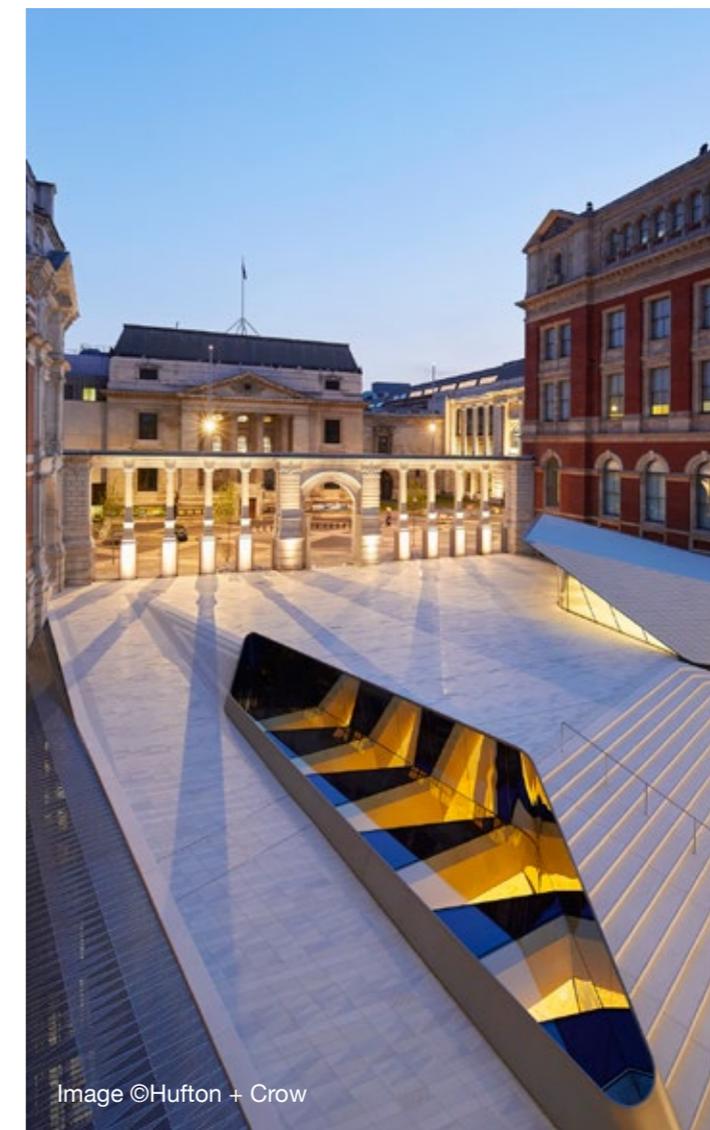


Image ©Hufton + Crow

## KEY DEVELOPMENT OPPORTUNITY

### Kensal Canalside

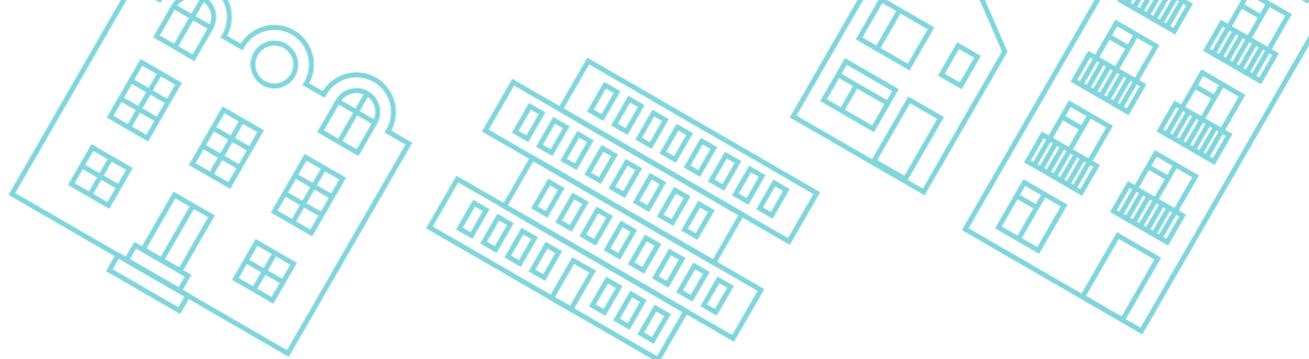
The council will be using a new station to transform the Kensal Canalside Opportunity Area from a former gasworks and railway depot into a thriving and well-connected community. Drawing on its industrial heritage, some 3,500 new homes will be built to complement the historic waterway of the Grand Union canal. The site will also provide 10,000sq m of flexible workspace to bring viability to the area and to build upon the area's existing strengths in the creative sector. It will also see the construction of a new town centre and supermarket to serve those living in and around Kensal Canalside.

## CONTACT:

**Sue Foster**

Interim director of planning and place  
[sue.foster@rbkc.gov.uk](mailto:sue.foster@rbkc.gov.uk)

# KINGSTON UPON THAMES



The Royal Borough of Kingston upon Thames is grasping the future while building on an illustrious history. It provides a combination of location, lifestyle and environment that businesses and families seek, along with the ambition and foresight to help future-proof development plans. With an enviable river frontage, desirable towns, top-rated schools, and bold ambitions for development, sustainability and smart-city interventions, it offers the triple bottom-line of economic, environmental and social advantage.

## CONTACT:

**Kevin Munnely**

Corporate head of service for regeneration and economic development  
[kevin.munnely@kingston.gov.uk](mailto:kevin.munnely@kingston.gov.uk)

## WELL-CONNECTED

Ideally positioned between Gatwick and Heathrow with 10 rail stations connecting to central London - each identified as potential Crossrail 2 stations - Kingston's location couldn't be better balanced. The A3 and M3 trunk roads provide direct access to the M25, airports and beyond. We have invested £30 million in cycling routes to support a diverse transport infrastructure that benefits all road users and promotes a healthier environment.

## SUPPLY OF TALENT

Kingston offers a particularly highly educated and skilled workforce - 60% of the resident base is educated to at least NVQ level 4, significantly higher than that of London and the UK. Sixty-five percent of employed residents work in managerial, director level positions and/or professional associate technical occupations.

Kingston University in the town centre hosts 16,500 students, of which 3,800 are postgraduate, with highly-ranked

specialisms in sport science, pharmacy, journalism, fashion and design all featuring in the top 10 nationally and top in London, by subject.

The university is also excelling in science, engineering and computing and architecture, combining to propel the university into the top 50 nationally. In addition, Kingston University boasts the UK's highest student business startup rate.

Altogether this means that Kingston provides ready access to the people and talent that your business needs to thrive.

## QUALITY OF LIFE

The borough's towns are characterised by their active high streets of independent shops, pubs and eateries servicing desirable and attractive neighbourhoods. Kingston town centre serves the sub-region with the capital's third-largest retail scene, while 32% of the borough is green space.

Its ancient market square and 4km of riverside frontage provide attractive walking opportunities with the Kingston stretch offering a wealth of bars and restaurants, complementing the high-quality night scene of nearby Surbiton.

Kingston is known for its top schools at both primary and secondary levels, with many graded outstanding by Ofsted, scoring highly in attainment and progress.

## ENTERPRISE

Typically of outer London boroughs Kingston is characterised by a high level of micro-enterprises, but its 9,000-strong base also benefits from a diverse industrial structure that adds resilience to the local economy.

It also demonstrates strong and growing specialisms and anchor employers in key sectors: the borough hosts a high concentration of employees in arts/entertainment/recreation, as well as in financial and business services, public administration and wholesale and retail. Information and communication, health and social work, construction and wholesale

and retail trade are also well represented in Kingston's business base.

Professional, scientific and technical activities, and ICT have contributed disproportionately to the growth of businesses in the borough in recent years, helping to provide a comparative advantage. Hence the borough now hosts over 1,000 businesses in digital and tech, employing over 3,000 people, with this sector showing strong growth over the last decade, through both innovative small enterprises and big players such as BAE Systems and Ikon Science. Other large employers include Unilever, in Kingston town centre and Lidl's new emerging European headquarters in Tolworth.

## KEY DEVELOPMENT OPPORTUNITIES

### Kingston Town Centre

Our growth strategy frames our work to establish a long-term vision and masterplan to ensure Kingston town centre's evolution, maintaining its role as one of the capital's most important metropolitan centres. Diversification and better use of space in key sites will seek to bring forward Grade A office space, residential and other uses, setting the town's credentials.

Key sites include:

- Cattle Market Car Park and Kingfisher Leisure cluster
- Ashdown Road Car Park
- Surrey House - centred on a large town centre office building
- Civic Complex, including the Guildhall and council offices
- Eden Square
- Surrey County Hall, Penrhyn Road
- Cocks Crescent Malden Centre Redevelopment

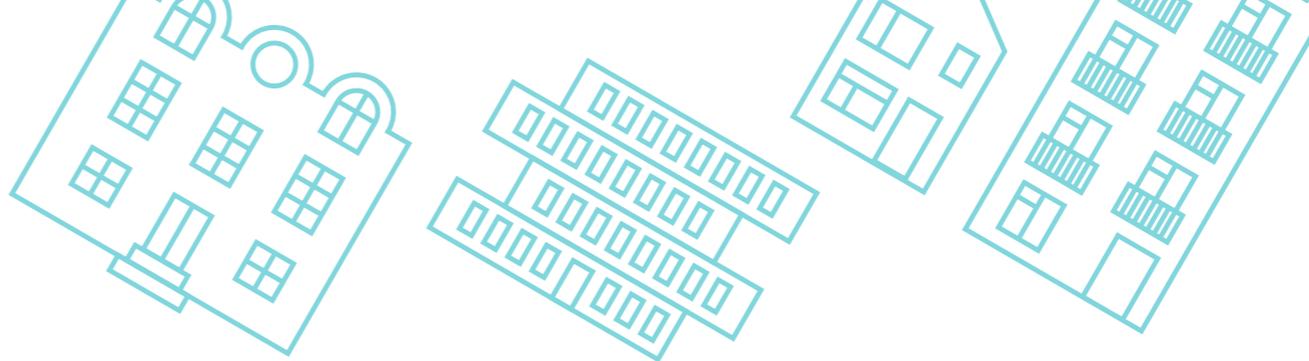
### Tolworth

Well-connected and with around 25 potential sites, the area is set to emerge as a major focus for regeneration, incorporating strategically significant sites, transport, public realm, residential and green space. The draft vision for Tolworth identifies sites for development, as well as existing assets to help build a successful local economy.

### Industrial estate intensification

Exploring opportunities to intensify and boost the productivity of these sites while protecting employment.

# LAMBETH



Stretching into the heart of London, Lambeth is a diverse, vibrant and ambitious borough with a skilled and creative workforce that is ready for growth. There is a huge amount of development under way across the borough, and the council's inclusive growth agenda works to secure positive jobs-driven growth, with good outcomes for all. By improving transport infrastructure, community space, educational attainment, labour market participation, housebuilding and increasing the number of businesses in the borough, both developers and local residents have felt the benefits of growth – something we want to ensure into the future.

## CONTACT:

For more information contact the team:  
[epurser.swaller@lambeth.gov.uk](mailto:epurser.swaller@lambeth.gov.uk)

## ENTERPRISE

Lambeth recognises the value that businesses bring to the community, playing an instrumental role in creating seven Business Improvement Districts (BIDs) for all of our key commercial areas.

BIDs represent the needs of local businesses, as they work with the council to support a range of business-friendly programmes. By working with Lambeth's BIDs, the council will help you make the contacts you need locally to see your business flourish.

Lambeth's major business sectors include the creative and digital industries, professional and financial services, life sciences and healthcare, and hospitality and tourism. Major employers such as IBM, ITV, National Theatre, the Southbank Centre and Shell UK are well-established here.

The borough's night-time economy is also thriving. Supporting 8,000 jobs, Lambeth's clubs, bars, restaurants and theatres attract an international crowd, with Brixton, Clapham, the South Bank and Vauxhall benefiting from vibrant nightlife.

## EMPLOYMENT

London's creative and digital industries are booming, and Lambeth is at the heart of this growth. Across the borough from the South Bank and Waterloo, to Vauxhall,

Brixton, Clapham and West Norwood, Lambeth is home to world-leading creative and digital talent.

The ELEVATE programme is Lambeth's new project to support young and diverse talent. It is working to make sure that Lambeth's leading creative and digital industries are a place where everyone has the opportunity to thrive.

Lambeth now has seven affordable workspaces in the borough, with more in the pipeline, supporting more than 300 businesses and creating more than 200 new jobs to date. All jobs pay the Living Wage as a minimum to ensure decent income levels.

The council's former office building International House will help achieve key objectives around the delivery of new workspace as set out in the council's Brixton Economic Action Plan and Creative and Digital Industries Strategy.

## ARTS AND CULTURE

Lambeth's world-class cultural attractions include the Southbank Centre, National Theatre, The Vaults, Ovalhouse Theatre, and the Old Vic and Young Vic Theatres. Together, these institutions attract annual audiences in the millions. They also encourage supply chain opportunities for the borough's smaller creative enterprises. They are engaged in local outreach, employment and training programmes, supporting an inclusive growth agenda and breaking down barriers for future talent.

Lambeth's prestigious visual arts organisations include Beaconsfield Gallery in Vauxhall, the Portico Gallery, Gasworks, and Damian Hirst's Newport Street Gallery, winner of the 2016 RIBA Stirling Prize.

Its film and television sector is anchored by both ITV and the British Film Institute. One of the borough's biggest employers since the 1970s, ITV, recently announced its intention to build modern purpose-built headquarters on their existing South Bank site to bring all of its London operations together.

## HOUSING

Lambeth Council is providing hundreds of new homes at council-level rent, through its plans to rebuild six estates – driven by its wholly-owned housebuilding company - Homes for Lambeth (HfL).

HfL is already pushing ahead with work on three estates, and it is managing the council's new development of 70 council-level rent homes at Lollard Street. It will also deliver the council's ambitious plans for over 300 new homes at Somerleyton Road.

The council's Your New Town Hall scheme has saved money by reducing the number of council buildings, but it has also freed up land to build more housing across Lambeth. This has enabled the council to exceed its 40% target of building affordable homes.

## EDUCATION

Schools have seen strong investment over the last 20 years, transforming the performance of the education sector across the borough, despite high levels of social deprivation. Lambeth is now home to a wide range of fantastic education institutions and programmes.

Its schools' performance is listed in the top 10 of all local authorities in England and Wales and 96% of Lambeth schools are rated good or outstanding by Ofsted.

## KEY DEVELOPMENT OPPORTUNITIES

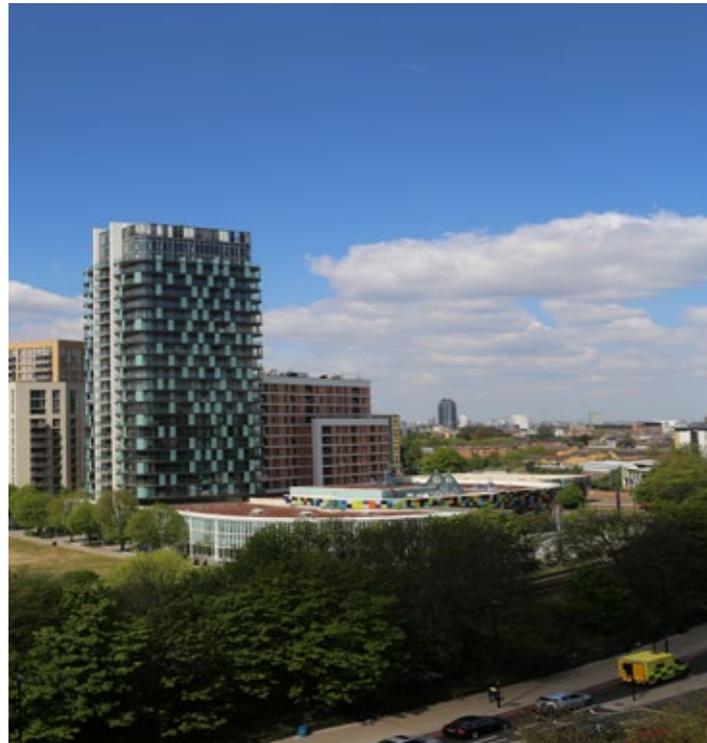
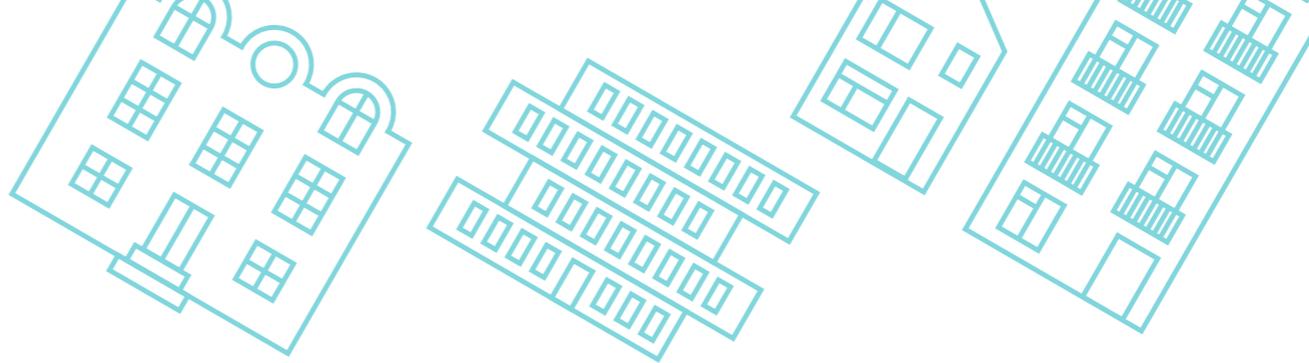
### Brixton Central

Brixton Central is a major area for investment, encompassing several strategic development sites. There are plans to see the town centre expand with new commercial space and 250 homes, along with major traffic and pedestrian improvements. As a major London landowner, Lambeth Council is working with local people on the long-term plans for the sites.

### Phoenix House (Vauxhall)

Formerly home to Lambeth Council staff, this 10-storey office building in the heart of Vauxhall is now vacant, following all staff moving to the Your New Town Hall complex in Brixton. The council is currently exploring options for the long-term use of the building as high-quality office space.

# LEWISHAM



Lewisham's unrivalled location, connectivity, talents and regeneration areas make it the gateway to London's prosperity. Investment ready – and with a confirmed pipeline of infrastructure, housing and commercial delivery – Lewisham will be one of London's fast-growing economies, that works for all, by 2027.

## CONTACT:

For more information visit:  
[lewishamlondon.co.uk](http://lewishamlondon.co.uk)

Contact the team at:  
[economyandpartnerships@lewisham.gov.uk](mailto:economyandpartnerships@lewisham.gov.uk)

## REGENERATION

Lewisham Council is determined to deliver inclusive sustainable, character-led good growth to make Lewisham the best place for present and future generations to live, work and learn in London.

Our connectivity, location, skilled workforce and diverse, creative, and entrepreneurial culture provide excellent value for London businesses seeking a base in the capital. These are the perfect conditions for good growth in the high-value, knowledge-based economy of the future.

Renowned for its community spirit and friendly atmosphere, Lewisham's cultural, heritage and artistic assets attract a vibrant, diverse and aspirational population.

## CONNECTIVITY

Lewisham is one of the capital's best transport hubs, with 21 rail stations, three DLR stations and 42 bus routes. London Bridge is less than 10 minutes away from Catford Bridge, while Canary Wharf is 22 minutes from the borough's centre via the DLR.

The London Overground line runs through six of its town centres. TfL's proposed Bakerloo line extension will link the heart of Lewisham to central London in Phase I and potentially beyond. The Mayor of London has identified Lewisham as the strategic transport interchange for the south east of London.

## HOUSING

Lewisham is a leader in council-led mixed-use regeneration schemes, with strong partnership working with bodies such as the Greater London Authority, Transport for London and the Environment Agency to ensure delivery across a range of strategic sites, in addition to significant regeneration of key transport hubs and town centres.

The council remains committed to bringing forward high-quality and genuinely affordable homes. Lewisham is a leader in facilitating innovative and award-winning

housing provision, such as PLACE/Ladywell, a modular development that provides specialist accommodation along with affordable workspace for startups and creative industries.

The Building for Lewisham programme will build new council homes for social rent across the borough. This programme aims to build genuinely affordable, high-quality council housing, while helping to create and support sustainable and diverse communities throughout Lewisham.

## ENTERPRISE

Lewisham is the emerging borough for the creative and digital sector, which has seen employment growth of 71% over the past five years, faster than the 34% for the capital.

Goldsmiths University of London and our vibrant art and cultural sector provide talent, innovation, and access to specialist and knowledge-transfer facilities which fuel business growth.

Major regeneration is providing modern purpose-built office, creative studio and workshop space in easy reach of central London, at half the cost. Key business sectors in the borough include digital, computing, virtual reality, augmented reality, IT, design, advertising, fashion manufacturing, professional support services, crafts, and contemporary and fine arts.

Economic growth is fuelled by town centre regeneration in New Cross, Deptford, Catford and Lewisham, with TfL's proposed Bakerloo line extension to Lewisham providing huge opportunities for future growth.

## QUALITY OF LIFE

Lewisham has a diverse and rich heritage with 29 conservation areas, 364 nationally-listed buildings, 301 locally-listed buildings and areas of archaeological priority. Lewisham's parks are among the best in the UK with 21 parks and open spaces winning prestigious Green Flag Awards in 2018.

Importance is placed on the delivery of high-quality public realm and walking and cycling routes to stations, local services, schools and town centres. An award-winning example of this is the Surrey Canal Linear Park which runs along the route of the former Surrey Canal, and has been funded through contributions from neighbouring developments. Another example is Deptford Market Yard which won a London Planning Award.

## KEY DEVELOPMENT OPPORTUNITY

### Lewisham's Bakerloo line corridor

TfL's proposed Bakerloo line extension (BLE) will put the borough on the tube map.

The project includes interchanges at New Cross Gate and Lewisham Central; although the borough is keenly championing it to go on to Ladywell, Catford and Lower Sydenham and on to Hayes in Bromley.

New Cross & Deptford is designated a Creative Enterprise Zone and home to Goldsmiths. The award-winning New Cross Area Framework proposes a Bakerloo line station at New Cross Gate, sets out a vision and strategies for the area with improvements to the A2 Corridor.

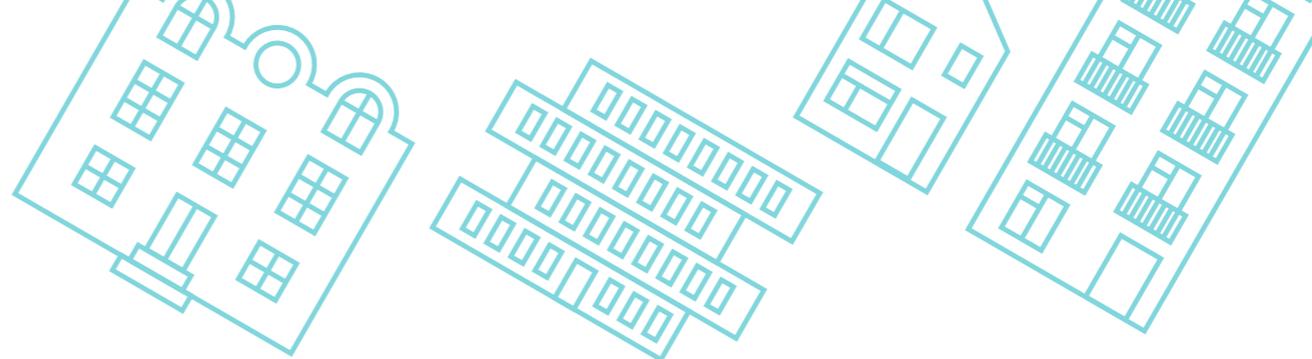
Surrey Canal Triangle site is significant with ambitions for extending Millwall Football Club's stadium, creation of mixed-use business spaces, affordable housing, a new train station and other community facilities.

Deptford is undergoing significant change, notably at Convoys Wharf, The Timberyard and Creekside.

The council has aspirations for Lewisham Town Centre to become a Metropolitan Town Centre; significant opportunities for new retail, employment and housing – supported by BLE and station designation as a Strategic Interchange.

Catford Town Centre masterplan sets out a strategy for major transformation. Key sites covering 12 hectares intend to deliver 3000 new homes and revitalised commercial, leisure, retail and civic spaces and re-align the A205 South Circular Road. The arrival of the BLE at Lower Sydenham could facilitate transformative change to the area around Bell Green. The council intends to commence masterplanning work in 2020.

# MERTON



Revitalising Morden town centre is Merton Council's priority regeneration scheme. This will not only transform the look and feel of Morden, but also redefine the next generation of suburban London living. This is a unique opportunity for a precedent setting development for many other outer London town centres, which are served by underground stations.

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Future Merton  
[future.merton@merton.gov.uk](mailto:future.merton@merton.gov.uk)

## ENTERPRISE

The 8.1 hectare town centre site includes Morden underground station, at the beginning of the Northern line. As the major landowners, Merton Council and Transport for London (TfL) are seeking to relocate the bus standing area, improve the public realm and create new spaces, with significant social and physical infrastructure that will transform the heart of the town centre.

## CONNECTIVITY

Morden town centre has excellent transport links, recognised by its Public Transport Accessibility Level maximum rating of six. More than 27,000 people use the tube station every day and the journey time into central London is 25 minutes. There are also 12 bus routes, plus the nearby tram line and Thameslink railway stations. Morden is only a 10-minute drive from the A3 trunk road.

Both Merton Council and TfL are seeking to secure substantial improvements to the public realm and provide a vibrant new town centre, with the intention of making Morden a destination, rather than a place where

people change from one mode of transport to another.

The regeneration will improve pedestrian routes throughout the town centre and create easier connections between the tube, rail, bus and tram links.

## HOUSING

This scheme presents an opportunity to deliver a residential-led mixed-use development of around 2,000 new high-quality homes plus improvements to the local transport connectivity. The regeneration will include a significant amount of new and affordable homes. Substantial improvements to the quality, quantity, tenure and choice of housing will help to rejuvenate the town centre and contribute considerably to meeting the borough's and TfL's housing targets.

The regeneration will also provide a revitalised retail offer for Morden, while substantially improving the public realm with new retail and commercial units, making Morden a more desirable, lively and attractive location. Extensive local consultation has shown overwhelming support for changes to Morden, with improvements to housing, retail, shopping and leisure facilities highly sought after.

## ENVIRONMENT

The wider Morden area comprises charming tree-lined suburbs of family-sized homes in the much sought after SW19 postcode. Nearby green spaces include the National Trust's Morden Hall Park and the council's Morden Park, providing a leafy backdrop to the busy town centre.

Through the implementation of the Healthy Streets initiative, the redevelopment will aim to create better connectivity for pedestrians and cyclists, improved public spaces to promote activity and vibrancy and the inclusion of green infrastructure to mitigate pollution and enhance the livability of the town centre and the wellbeing of all who use it.



## KEY DEVELOPMENT OPPORTUNITY

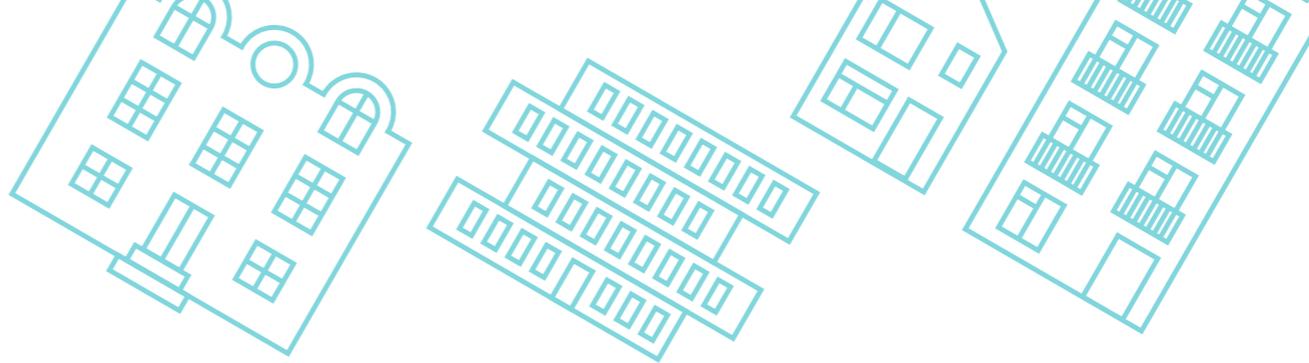
### Morden

As two key landowners, Merton Council and Transport for London are working closely together to bring the comprehensive housing-led mixed-use regeneration of Morden town centre to the market.

With the council's knowledge as the local planning authority and Transport for London's expertise in delivering transport infrastructure, both partners have an interest in playing an active role in the regeneration and ensuring long-term benefits for Morden.

With work leading towards the intended procurement of a development partner, 2020 will be an exciting year.





Newham is among the most exciting local authorities in the UK, not only because of the scale of the development opportunities but also because of the way we are working with our partners and residents to deliver change.

## GROWTH

Following the election of Mayor Rokhsana Fiaz in 2018 the council embarked on a radical and bold approach to prosperity and growth through its Community Wealth Building strategy, which embeds an inclusive economic approach. The strategy is underpinned by the principles of economic, social and environmental justice so long-term prosperity, wellbeing and fairness for all residents in the borough is achieved and our response to the climate emergency is progressed.

Our borough is globally connected through its people, with the most diverse resident population of any local authority in the country. Some 200 languages and dialects are spoken, highlighting how our borough has links to all parts of the world. We also have a flourishing youth population, with 38% of residents under 24.

Newham is of increasing importance to the London and national economy, strategically positioned to drive industrial and commercial capacity in the capital as well as homes. This puts us in a unique position to influence the future economic and social evolution of the city, but at the

same time seize new opportunities and shape our borough for the better so that growth is shared with our residents.

## HOUSING

We're home to several of London's largest and most ambitious regeneration projects, creating better neighbourhoods for our residents. These include 38,000 new homes and 100,000 jobs in areas such as the historic Royal Docks, Canning Town, Custom House, Stratford and Upton Park.

We have already committed to start building 1,000 new council homes for social rent and are the biggest recipient of GLA Affordable Housing Grant of any local authority. We take a long-term view of the neighbourhoods we want to create, building good-quality homes for stable and socially-integrated communities. The majority of these homes will be built by our developer arm, Red Door Ventures. Formed in 2014, it delivers homes at market rents and aims for 50% of all the homes it builds to be genuinely affordable.

Since May 2018 we've adopted pioneering co-design and co-production approaches to work closely with residents

and actively involve them in a meaningful way from the very start. We have also launched a design guide and low-energy approach to support our declaration of climate emergency.

## EMPLOYMENT

As part of our Community Wealth Building strategy and inclusive economy approach, we're supporting residents into quality high-skilled jobs through an exemplary skills, training and adult education offer which is also shaped by employers. We want more of our residents to progress within their careers through training and are committed to supporting all young people in Newham to access good-quality employment.

We know Newham's business community is crucial to the borough's future. Small, medium and micro-businesses play a vital role in driving growth and innovation and keep money in the local economy. That's why we are also developing a service comprising of financial advice, support and help for those trying to start up and develop their own businesses.

We are re-focusing on our eight town centres and developing a strategy which will see us working with residents to create beautiful places and a wide range of opportunities including affordable workspaces. We are working closely with the GLA on Good Growth Funding.

## ARTS AND CULTURE

The mayor is working with stakeholders and partners on reimagining Newham's cultural offer and together creating an exciting programme of events with the theme of 'Newham Unlocked' for summer 2020. Our ambition is to ignite creativity and optimism by producing a cultural programme that involves all parts of our diverse borough.

## KEY FACTS

- Newham is the 15th largest landowner in London – more than any other borough
- Over the next ten years Newham will account for 30% of London's population

growth, and during the next five years it will contain 20% of London's jobs growth and 78% of business growth

- Since 2015 business growth increased by 5,100 (78%), twice the rate of growth in London overall (31%). The highest growth has been in business support services
- Newham's Local Plan aims to enable the delivery of at least 43,000 homes between 2018 and 2033, and 39,000 to 60,000 jobs in that time

## KEY DEVELOPMENT OPPORTUNITIES

### Canning Town and Custom House

- 10,000 new homes of which 3,500 are already completed or on-site
- New town centre, leisure, health and community facilities
- Proposals for the regeneration of estates will be put to residents in a ballot
- DLR and Jubilee lines provide easy access, with the Elizabeth line to come
- Ongoing development of a strategic riverside walkway

### Carpenters Estate, Stratford

- A new resident-led masterplan
- Regeneration proposals will be balloted
- Potential for significant numbers of new and refurbished homes
- Improved provision for education and commercial spaces
- High-quality public and community spaces

### Royal Docks

- Partnership between Newham and the GLA
- London's only Enterprise Zone
- 13 miles of river and dock frontage, creating unparalleled prospects for waterfront development.
- Over £300 million GLA funding already secured

### Stratford

- One of the fastest growing parts of the UK, Stratford is home to a vibrant town centre, the Queen Elizabeth Olympic Park, Westfield Stratford City collectively offering a unique mix of culture, shopping, working, living and leisure opportunities
- The council has implemented high-quality public realm improvements and an award-winning transformation of the streetscape
- Fast connections to the rest of the capital, the UK and Europe
- The council is using its land holdings and a newly-commissioned masterplan to bring about positive change

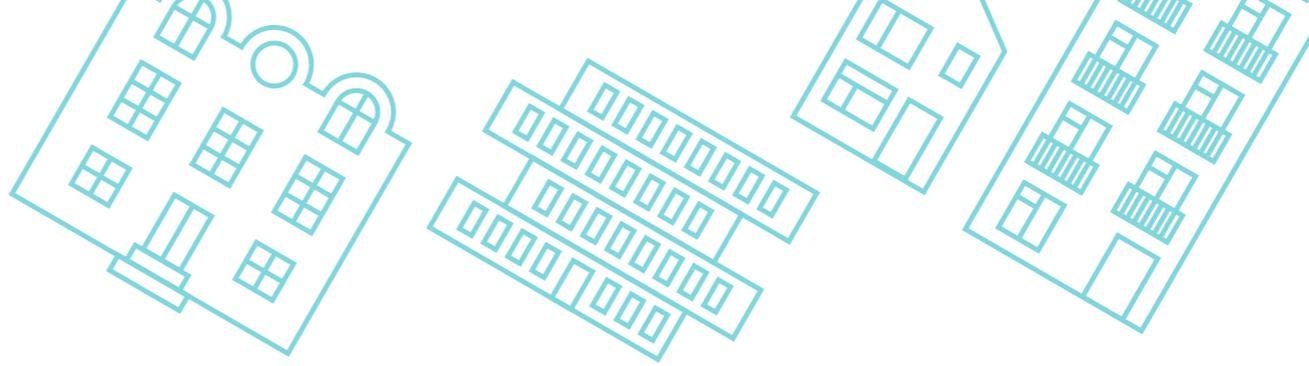
## CONTACTS:

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[newham.gov.uk/  
communitywealthbuilding](http://newham.gov.uk/communitywealthbuilding)

# REDBRIDGE



Already one of the best places to live in London, Redbridge offers high-performing schools, high-quality green spaces, sports facilities and outstanding transport connections, together with good-quality and desirable housing. Over the next 15 years we plan to bring unprecedented levels of investment into the borough, using the opportunity of the Elizabeth line to transform Ilford and our town centres.

## CONTACT:

**Matthew Essex**

Operational director of regeneration,  
property and planning  
[matthew.essex@redbridge.gov.uk](mailto:matthew.essex@redbridge.gov.uk)

## CONNECTIVITY

By 2022, large parts of the borough such as Ilford will be just 15 minutes from the City and 20 minutes from the West End. New communities and investment are already flowing eastwards and we will capitalise on this with an ambitious programme of 18,000 new homes by 2030.

We will renew our cultural offer, provide more leisure opportunities and offer space for new startup businesses to grow whilst creating new jobs and apprenticeships. We will ensure that Redbridge's unique quality of life is open to all, securing affordable housing and putting our communities at the heart of everything we do.

## QUALITY OF LIFE

From outstanding schools to outstanding green spaces, Redbridge offers a very high quality of life. Our residents are already among the happiest in London. More than 45% of the borough is green, with parks and open spaces, sailing waterways and mountain biking facilities. As the fourth most diverse borough in the country, we have a rich cultural scene, with richly individual neighbourhoods such as Seven



Kings, Wanstead, Gants Hill and Ilford Lane, a unique shopper's paradise with Asian clothing and goods which is nationally-renowned.

## ENTERPRISE

Redbridge's rapidly growing population is among the most enterprising in London. Some 78,000 residents commute across the rest of London everyday whilst 32,000 come into the borough, and those that remain drive one of the strongest rates of business creation in the south east.

The borough has a booming small business sector with the highest annual business birth rate in London. Nearly 95% of firms employ fewer than 10 people and we're seeing growing strength in information technology/digital, financial and business services and creative and cultural industries.

The council is working with a range of partners to provide dedicated advice and guidance and secure appropriate accommodation to support the expansion of these businesses within town centre locations, adding to their vibrancy throughout the day. We're ambitious for the future of our borough. Join us and be part of growing one of London's most exciting communities at the very heart of the new east London.



Image: SPACE courtesy of David Mirzoeff

## KEY DEVELOPMENT OPPORTUNITIES

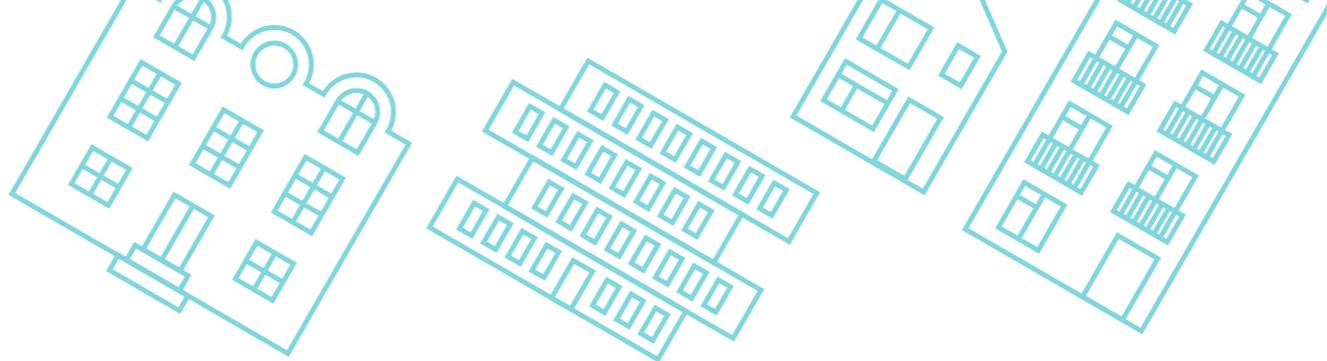
### Ilford

One of the mayor's Metropolitan Town Centres, Ilford is the borough's largest regeneration opportunity. The first developments are already under way with three schemes now completed providing the first 600 of 6,000 planned new homes. Consent has already been granted for nearly 2,000 more homes together with the schools and GP surgeries needed to support a rapidly growing population. By upgrading our infrastructure, we will turn Ilford's highways into streets, reduce the impact of the 'concrete collar' formed by the local gyratory system, and link public realm areas into the centre of Ilford from the new Elizabeth Line station.

We will consolidate our retail offer into a vibrant area around our core shopping centre, to include meanwhile uses supporting enterprise and learning. This will open up land to the east for housing and support the creation of a new cultural quarter with a theatre, library, leisure and further/higher education uses. Existing buildings will become the focus for SME workspace to create a thriving commercial centre in Ilford.

The first phase vision of the Cultural Quarter is taking shape with meanwhile use providers offering art, food, employment and enterprise opportunities in the heart of the town centre. SPACE Ilford has opened its new free gallery to showcase its exhibitions programme for 2020 along with event space and 35 artist studios occupied by Redbridge and London residents. This opening will be followed by Mercato Metropolitan's covered food market in summer 2020 alongside the recently rebranded and relaunched Kenneth More Theatre. The council and its partners are committed to supporting the transformation of Ilford to deliver a renewed Ilford for you, for me, for all.

# RICHMOND



There are good reasons why businesses come to Richmond – and why they thrive here. With a stunning physical environment, one of the best-educated populations and an enviable quality of life, it's an unrivalled place to live, work, visit and invest.

## CONTACT:

**Steve Diamond**

Head of employment and enterprise delivery  
(Richmond and Wandsworth)  
[sdiamond@wandsworth.gov.uk](mailto:sdiamond@wandsworth.gov.uk)

## ENTERPRISE

Independently assessed as one of the country's most competitive business locations, Richmond is defined by enterprise and entrepreneurship. The borough hosts a rich business ecosystem embedded in very high rates of self-employment and micro-enterprise, and boasts some of the best business survival rates in London.

Business services and the visitor economy form the bedrock of the local business scene, alongside the borough's rise to prominence as one of London's biggest tech employment hotspots.

## QUALITY OF LIFE

In 2019, the borough was voted one of the happiest places to live in London for the fourth year, taking into account criteria including local services, nature and green spaces, friendliness and sense of belonging. With more than 18,000 active volunteers,

London's highest rate of physically active residents and the highest healthy life expectancy in the capital, Richmond upon Thames is consistently attractive as a place to settle and do business.

## EDUCATION

Richmond upon Thames provides unrivalled access to the best educated and most highly skilled people in the country.

With the country's highest levels of degree-educated adults, at 71.6%, and the third highest level of residents employed in managerial, senior official, professional and technical occupations, the best employees may be on your doorstep.

## ARTS AND CULTURE

Hampton Court Palace, the Royal Botanical Gardens at Kew, Ham House and the RFU's Twickenham Stadium are some of the big-name cultural attractions in the borough, but art and culture run deep.

In fact, the borough has the country's highest level of employment in arts, recreation and entertainment, comprising almost 10% of all jobs.

Venues such as Richmond Theatre, Barnes's independent Olympic Studios and Strawberry Hill House, along with restaurants and leisure activities across the borough, contribute to the quality of life and tourism offer.

## ENVIRONMENT

Richmond upon Thames is the only London borough to span both banks of the Thames and enjoys 21 miles of river frontage. This is complemented by over 500 hectares of parks, sports grounds, playgrounds and nature conservation sites, including London's two largest royal parks – Bushy Park and Richmond Park. The view from King Henry VIII's Mound in Richmond Park to St Paul's Cathedral is protected in law and Richmond town centre hosts Richmond Green, which has been described as one of the most beautiful urban greens surviving anywhere in England.

## KEY DEVELOPMENT OPPORTUNITY

### Stag Brewery, Mortlake

This is the borough's largest redevelopment area, previously owned by Anheuser-Busch InBev and acquired by Reselton Properties. Three planning applications have been submitted associated with the redevelopment of this 8.6-ha site and which are currently under consideration. The scheme incorporates a new recreational, commercial and living quarter and a secondary school, creating vibrant links between the river and the town.

## OTHER KEY OPPORTUNITIES

### Twickenham Station

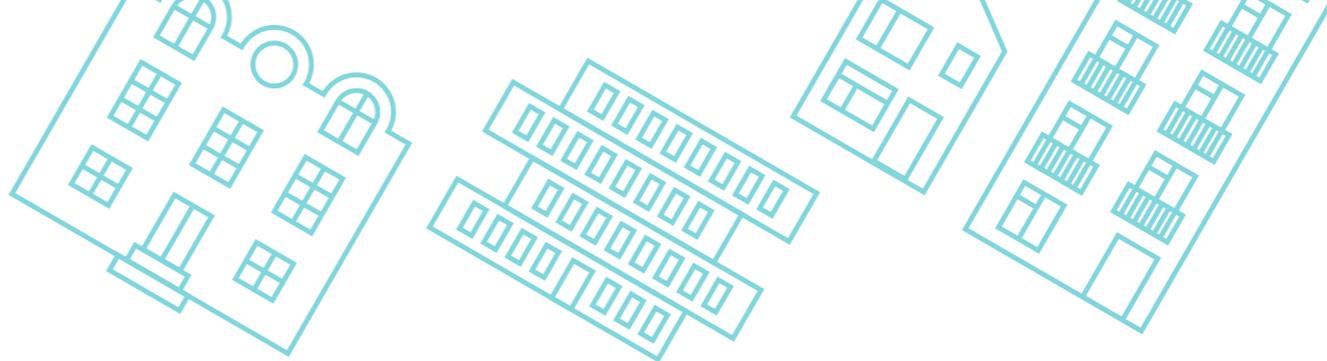
Twickenham Gateway is the transformation and re-development of Twickenham Station. A new station and ticket office built on a podium over the main rail lines, retail, car and cycle parking are being provided by developer Solum. The new station, including the forecourt and ticket office will open in 2020 and will be closely followed by the completion of the whole development. Around 115 new homes will be provided in three blocks, while a new public plaza and a riverside walk beside the River Crane will complete the scheme. The development complements the recently completed Brewery Gate, a residential and leisure scheme, opposite the station.

### Richmond Education and Enterprise Campus

This exciting and ambitious development in Twickenham, is focused on the site of Richmond upon Thames College. The development incorporates new college buildings, a secondary school, special day school and a 'tech hub' and digital media incubator, in collaboration with Twickenham-based Haymarket Media. The college redevelopment is under way and when complete, Haymarket's new tech hub and digital media incubator will all be on a single campus.



# SOUTHWARK



Southwark is a diverse, vibrant and exciting borough in the heart of London, proud of its history and ambitious for its future. We're committed to ensuring that all our residents, whatever their background, benefit from the development and growth in the borough and can enjoy all that Southwark has to offer. With new theatres and music venues, top performing schools and record employment levels, Southwark really is the most exciting borough in central London.

## CONNECTIVITY

Investment in the Jubilee line, Thameslink, and the Overground have transformed access to Southwark, with the £1 billion London Bridge station opening its doors in 2018 after six years of construction. The capacity of London Bridge has increased from 55 million to 90 million passengers a year, which is leading to an exciting wave of regeneration projects on the south side of the station along St Thomas Street. To the south, £120 million of investment will create a 21st century underground station at Elephant and Castle. This new station will also facilitate an extension of the Bakerloo Line along the Old Kent Road, which will transform the area and deliver an additional 10,000 jobs and 20,000 homes.

## JOBS

Southwark is now firmly established as

one of central London's prime commercial districts and a variety of amazing brands and startups have decided to base themselves in our borough. With creative apprenticeships and a strong talent base, good jobs are in demand and we're making sure local people have the skills and opportunities to access them. After the success of More London (20,000 jobs), Bankside Mix (8,000 jobs) and London Bridge Quarter (12,000 jobs), plans are in place to create a further 5,000 jobs at Blackfriars Road, 5,000 at the Elephant and Castle, 10,000 on the Old Kent Road, and 10,000 at Canada Water.

## ARTS AND CULTURE

Southwark is proud of its longstanding role as a cultural centre for London, from its rich heritage to modern-day groundbreaking creative industries, and from internationally



renowned major institutions such as the Tate Modern and Shakespeare's Globe to grassroots community-based arts organisations. The regeneration process is helping to open 10 new theatres across the borough, from the Bridge Theatre in the north to the Mountview Academy of Theatre Arts in the south. As well as the rich cultural benefits the new attractions offer residents, hundreds of new jobs will be created and we can't wait to meet the next John Boyega, the Southwark star of Star Wars.

## HOUSING

Southwark is a vibrant and exciting place to live, with some of the most ambitious regeneration programmes in the country being delivered across the borough. We are committed to delivering good quality affordable homes for all our residents and the council is leading the way on homebuilding, with a mix of developer partnerships and direct delivery of council homes. We want Southwark residents to be able to make the most of the opportunities being created right on their doorstep, so we will ensure regeneration continues to deliver employment and better health opportunities as well as schools, parks, libraries and leisure centres to serve local communities.

## EDUCATION

Southwark is one of the most improved and high-performing London boroughs at primary and secondary level. Southwark's £160 million investment programme means

a batch of new-build, extensions and refurbishments are under way. Investment is being channelled into two new primary school rebuilds, eight primary school expansions and two new free schools.

## KEY DEVELOPMENT OPPORTUNITIES

### Old Kent Road



The Old Kent Road Area Action Plan sets out the council's plans for a 20-year programme of investment which will deliver real benefits for the local community, including 10,000 new jobs, new schools, a new college, and new parks and open spaces. Old Kent Road presents a unique opportunity to tackle the housing crisis with the delivery of 20,000 new homes including 7,000 affordable homes. For more information visit our dedicated website: [oldkentroad.org.uk](http://oldkentroad.org.uk).

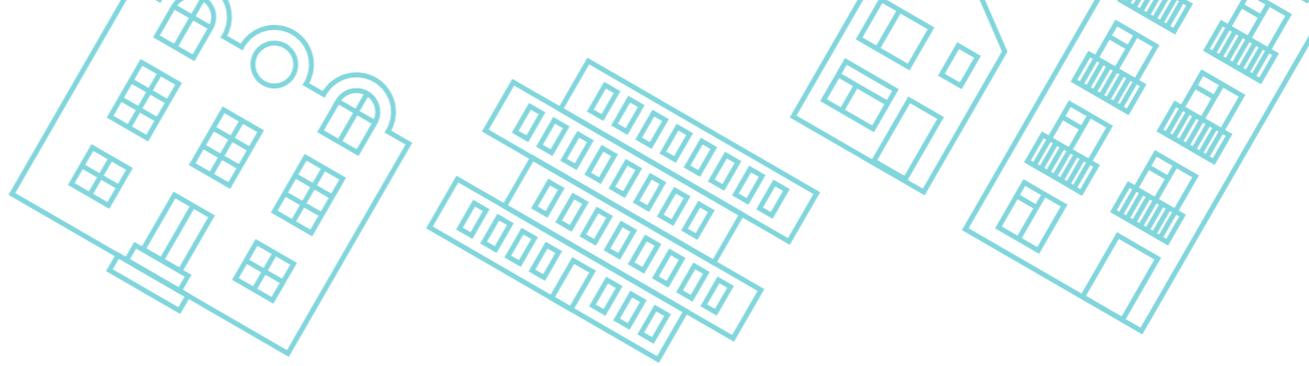
## OTHER OPPORTUNITY AREAS

**Elephant and Castle – [elephantandcastle.org.uk](http://elephantandcastle.org.uk)**  
**Canada Water – [canadawatermasterplan.com](http://canadawatermasterplan.com)**

## CONTACT:

**Dan Taylor**

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Home to one of the UK's most significant regeneration projects, The London Cancer Hub, along with some of the best schools in the country and award-winning green spaces, Sutton is the ideal focus for London's growth.

## EMPLOYMENT

One of the most significant regeneration projects in London, The London Cancer Hub is set to create 13,000 jobs while contributing £1.2 billion a year to the UK economy. It will be a world-leading life science campus of scientists, doctors, innovative companies and patients, anchored by new research buildings, hospital facilities, restaurants and community uses.

The hub is a partnership between the London Borough of Sutton and The Institute of Cancer Research (ICR), supported by The Royal Marsden, and Epsom and St Helier NHS Trusts and the Greater London Authority.

Through its creation, London has the opportunity to be the world's leading centre for cancer research. The London Cancer Hub will provide a major connection to London's MedCity and is also located within the golden triangle of innovation with Oxford and Cambridge. As such, Sutton is

ideally placed to contribute significantly to scientific discovery.

The Royal Marsden is supporting Sutton's employment and skills agenda by committing to providing sustainable employment and training opportunities in the borough. In line with Sutton's Added Social Values strategy they have agreed to recruit apprentices and take part in local careers fairs to promote future local recruitment.

## EDUCATION

Sutton boasts some of the top achieving schools in the country. Secondary schools have excellent performance ratings from Ofsted, with 100% mainstream reported as good or outstanding.

And since 2011, Sutton has continuously performed above the average for London and England. This is reflected in the higher performance of pupils achieving high grade GCSEs and A-levels. The proportion of local students achieving a grade 5 or above

in English and Maths GCSEs is 63.2%, compared to a national average of 40.2%.

A new secondary school as part of the site of the London Cancer Hub opened in September 2019. It will cater for 1,275 pupils, is run by the Harris Federation and meets the Passivhaus standard. Harris Academy Sutton will offer a broad and balanced curriculum while specialising in science, particularly health and life sciences.

## ENTERPRISE

Positioned between Heathrow and Gatwick airports, and less than 30 minutes away from central London by rail, Sutton can help create the opportunities that will protect and advance London's competitiveness within world markets.

Sutton has developed a 15-year vision to unlock development opportunities that will drive prosperity, provide jobs and modern smart living solutions that London needs.

The borough has three successful Business Improvement Districts (BIDs) and high business survival rates. Sutton's BIDs are an effective mechanism for promoting local regeneration and economic development and collectively leverage over £500,000 a year in additional investment into the borough.

Keen to support smaller businesses and encourage startups through locally-led programmes, Sutton Council has recently acquired space in the heart of Sutton High Street to develop up to 3,252sq m of co-working space.

## ENVIRONMENT

Sutton aims to become London's most sustainable suburb. The council has adopted a new environment strategy which sets ambitious targets for cleaner air, becoming a greener borough, using less energy, creating a circular economy and tackling climate change. The strategy will be delivered in partnership with local residents, businesses, and community groups. Sutton has its own district heating company, Sutton Decentralised Energy Network

(SDEN), which will use waste heat from the local Energy Recovery Facility to provide low carbon heat and hot water. The first phase will provide heat to 725 homes and commercial properties in Hackbridge. Over 200 are currently occupied and receiving heat through SDEN.

## QUALITY OF LIFE

Sutton has excellent parks and open spaces and a local authority that is committed to generating clean energy and cleaner air.

Located on the southern edge of London, the borough has excellent access to central London and is within easy reach of the outstanding Surrey countryside.

Offering 1,500 acres of green open space, Sutton has been rated as the fifth best place to live in the UK (2014 Family Hotspot Report) reflecting the relative affordability of housing and quality of living compared to the rest of London.

## KEY DEVELOPMENT OPPORTUNITIES

### Sutton Town Centre

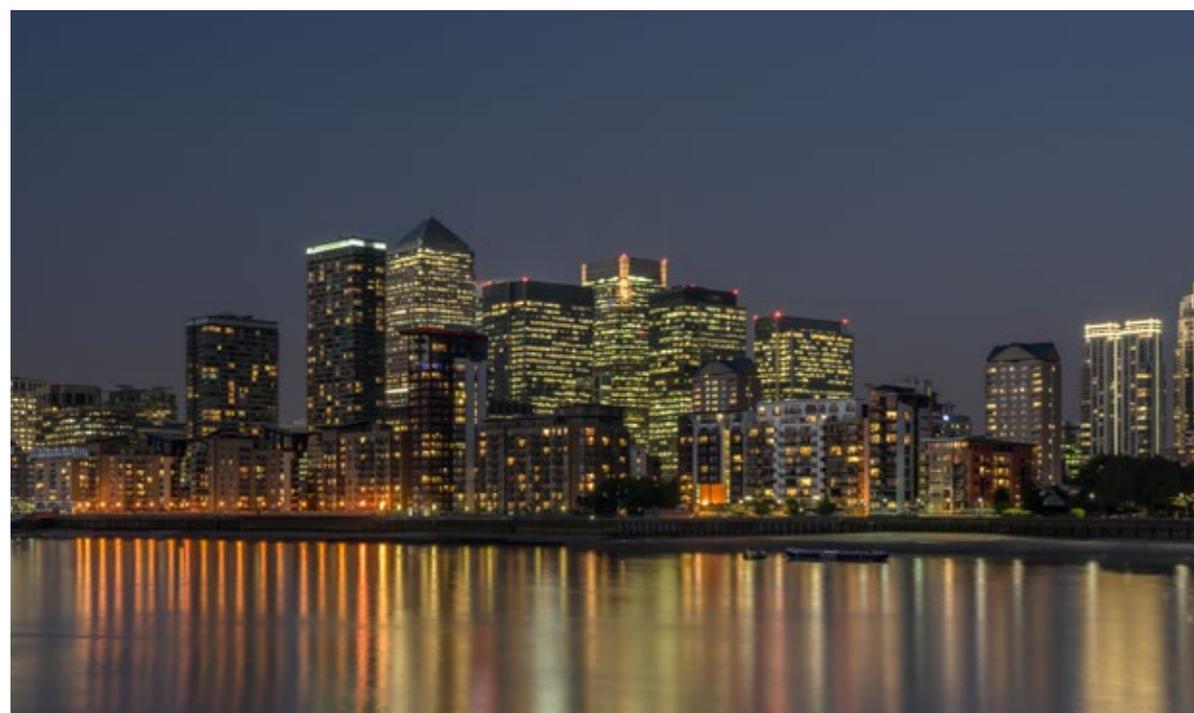
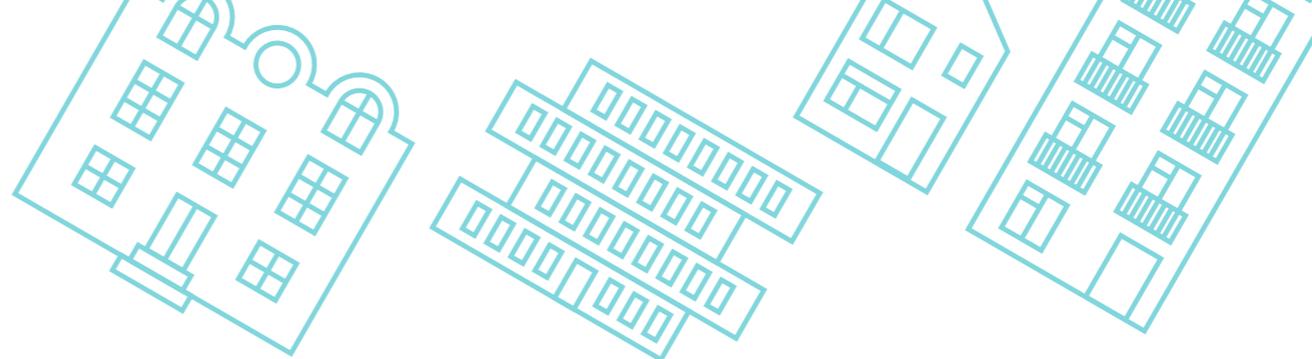


Adopted in 2016, the Sutton Town Centre Masterplan sets ambitious targets to deliver 5,500 homes and over 40,000sq m of commercial space by 2031. It has significant town centre assets which it is committed to bringing forward as part of a holistic town centre regeneration. The council is taking a lead in diversifying its town centre and has secured MHCLG Future High Street Funding which will complement its wider regeneration plan.

## CONTACT:

**Amanda Cherrington**  
Head of economic renewal and regeneration  
[amanda.cherrington@sutton.gov.uk](mailto:amanda.cherrington@sutton.gov.uk)

# TOWER HAMLETS



**Tower Hamlets offers the best of London in one borough - a new East End that epitomises the capital's past and its future. London is moving east and Tower Hamlets is now at its heart. While the borough represents a young, vibrant, modern city, its 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 visit.**

## CONTACT:

**Sripriya Sudhakar**

Head of regeneration

[sripriya.sudhakar@towerhamlets.gov.uk](mailto:sripriya.sudhakar@towerhamlets.gov.uk)

## INFRASTRUCTURE

Tower Hamlets continues to experience significant growth and associated change. Its population has doubled over the past thirty years and is predicted to rise by another 100,000 by 2031. It is one of London's most diverse boroughs, with over 127 languages spoken in its schools and almost half of its residents born outside the UK. It is a place that prides itself on community cohesion with 78% of our residents feeling that people from different backgrounds get along together.

This population growth will have an impact on public services and infrastructure, putting increased demand on schools, doctors' surgeries and open spaces; as well as on public transport and roads.

The borough has recognised the importance of delivering an infrastructure programme that meets the scale of the development challenge. Tower Hamlets' emerging regeneration plan puts infrastructure at its core. It pledges to ensure that new development is designed to promote inclusivity and enhance quality of

place, and is matched by timely delivery of social, transport and services infrastructure in order to support sustainable growth.

A number of high-profile projects are already making progress, including a major new pedestrian footbridge over South Dock on the Isle of Dogs which will improve connectivity to a key transport terminal and to the commercial and entertainment hub at Canary Wharf.

## ENTERPRISE

Tower Hamlets sits at the heart of London's economy, straddling Canary Wharf and the City Fringe. At £29 billion, the borough's economy ranks third in the GVA of all local authorities.

Home to more than 16,900 businesses, the rate of new business creation is the seventh highest in the UK. The vast majority of businesses are small, with 98% employing less than 50 people. Job growth in the borough continues at pace. There are already twice as many jobs in the borough as in 2000 with a further 44% increase forecast by 2031.

Recent years have seen the shape of the borough's business landscape evolve. New digital and tech leaders are driving innovation from the City Fringe, an exciting life sciences centre is emerging in Whitechapel, Canary Wharf continues to cement its status as a world-leading financial centre while the designation of Fish Island as a Creative Enterprise Zone is fuelling creative change of an altogether different kind. The borough's town centres and markets are also evolving, adapting to the needs of new customers and responding to changes in the retail sector.

## HOUSING

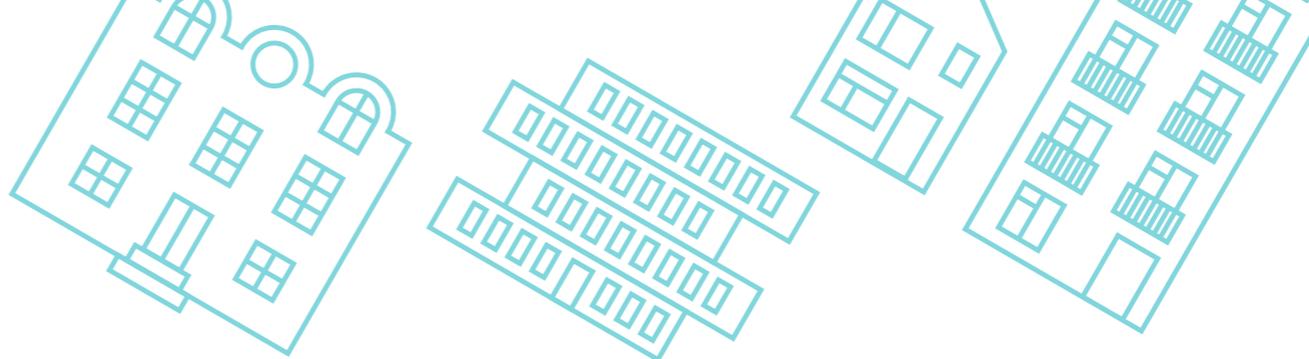
Such a significant population growth means that there is a requirement for thousands of new homes, with up to 54,000 more needed by 2031. There will be environmental changes too, with more tall buildings and the redevelopment and re-use of existing buildings.

The borough's approach to planning puts the genuine affordability of new housing at its core. More affordable homes have been delivered in Tower Hamlets in recent years than anywhere else in London. But the council is not just waiting for developers to build new homes; it has its own programme to have 2,000 new council homes in delivery by 2022.

The council is working with developers to ensure that new homes contribute to existing and emerging neighbourhoods through the delivery of high-quality buildings and well-designed spaces. They will contain a mix of housing types and will be green, safe and accessible to all. As a borough with a proud history, efforts are made to ensure that the distinct character of communities is protected and enhanced wherever possible.



# WALTHAM FOREST



It's easy to see why Waltham Forest is an investment hotspot. The north-east London borough won The Municipal Journal's Local Authority of the Year 2019 and is building a legacy after its successful year in the limelight as the first ever London Borough of Culture. There are 18,000 homes in the pipeline over the next 10 years, a multimillion-pound investment project is planned for The Mall in Walthamstow and we have exciting plans to transform our Town Hall Campus site. Walthamstow has also been named by the London Mayor as the city's first ever Night Time Enterprise Zone.

## CONTACT:

**Jonathan Martin**

Director, investment and delivery  
[jonathan.martin@walthamforest.gov.uk](mailto:jonathan.martin@walthamforest.gov.uk)

## ARTS AND CULTURE

Our hugely successful year as the first ever London Borough of Culture has brought international attention to Waltham Forest and cemented its reputation as one of London's creative centres. We are building on this legacy by investing in our heritage buildings, nurturing talent through our Cultural Leadership Programme and supporting the creative industries with new space in which to operate across the borough.

Art and culture is knitted into the fabric of Waltham Forest: from the William Morris Gallery and prints that adorn public buildings – to our historic entertainment venues. The project to revive the EMD Cinema in Walthamstow – a venue which once hosted the likes of The Beatles, Johnny Cash and Duke Ellington – is under way. We are working with Soho Theatre to transform the site into a local theatre with a national profile - hosting comedy and other entertainment.

## ENVIRONMENT

Having declared a climate emergency in 2019, we are taking real, tangible steps to address the crisis. We have assembled a

Climate Emergency Commission, the first in the country, made up of independent industry experts. Using evidence gathered through our largest public engagement ever, the commission will make recommendations for how, as a borough, we can work together to tackle this huge global issue in a local context.

Our Enjoy Waltham Forest programme has seen road and public realm improvements to promote walking, cycling, and sustainable transport, with 27km of segregated cycle lanes built, cycle usage increased by 103%, and car usage down by 7%. The number of Waltham Forest households exposed to dangerous levels of NO2 has reduced from 58,000 to 6,300 and children born in the borough since 2013 are expected to live six weeks longer, due to changes brought in by the council.

## HOUSING

In Waltham Forest, we are passionate about delivering the homes our residents need and we are determined to provide 50% affordable rates across all housing sites.

In 2019, we have approved 2,190 planning applications (to 18 December 2019) and work on 3,589 homes to the end of September has either been completed or is under way. With ambitious plans to build 18,000 homes over the next 10 years, including 750 at The Score development in Leyton, we want our residents to benefit from this growth. To do this, it is imperative that housing is accessible and prioritised for local people and that the infrastructure is in place to support this growth.

Lea Bridge station reopened in 2016 after 31 years and has since exceeded expectation in terms of passenger use by 42% without incurring problems of overcrowding. An £18 million total investment in Leyton tube station (including £9 million from Waltham Forest Council) and the opportunity to redevelop the transport hub around Walthamstow Central could further increase the borough's connectivity options. There is also a new station planned

for Ruckholt Road.

The Greater London Authority's annual monitoring report, published in October 2019, shows we have provided more affordable housing – at 42% – than any other London borough since 2015. This is compared to just 17% across the capital.

## EMPLOYMENT

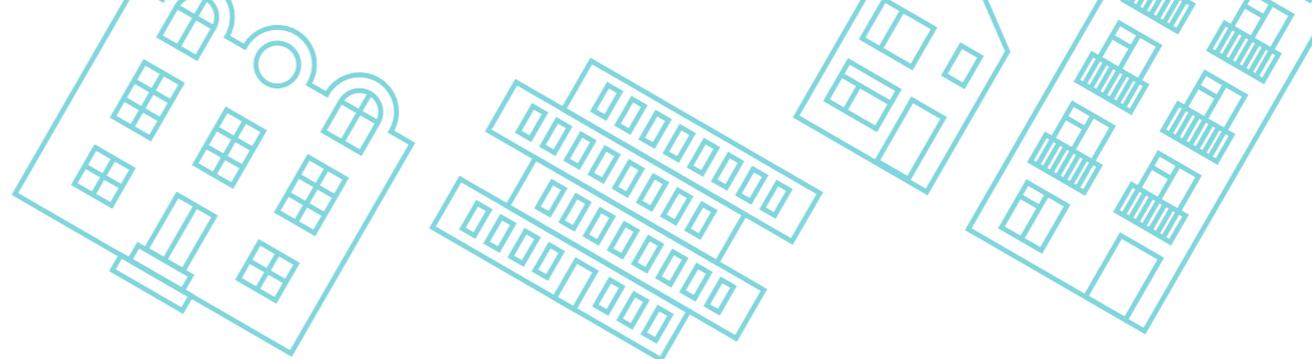
Waltham Forest is seeing remarkable, transformative growth in its business economy, with employment rates exceeding the national average and a marked increase in startup rates. According to the Office for National Statistics, in the year period to June 2019, employment rates for those aged between 16 and 64 were at 77.1% compared with 75.5% nationwide.

The core of the economy is underpinned by traditional retail, wholesale, construction and manufacturing, with the Upper Lee Valley, London's industrial heartland, flanking the borough's western boundary. Industrial businesses relocating to the Upper Lee have access to the Productive Valley Fund, a £3 million programme of investment in small businesses growth.

There is significant growth under way in the creative, digital and sectors that serve London's businesses. Companies are increasingly locating in Waltham Forest due to its proximity and easy access to central London and affordable rents. We are supporting this through the creation of the Blackhorse Lane Creative Enterprise Zone.



# WANDSWORTH



**The council's message is simple: delivering transformation and working towards a borough that is a first-class destination to live, work and study in. With Wandsworth's desirable location, excellent transport connectivity, track record of delivering affordable housing and great education for its young people, all within a green and sustainable environment, you have one of the most exciting, innovative and forward-thinking boroughs in London.**

## REGENERATION

Wandsworth is a borough that is attracting billions of pounds of new investment. It is home to one of the largest regeneration projects in Europe and the most significant development area in London – Nine Elms – which is fast becoming an iconic destination south of the river.

The £15 billion area of transformation includes the US Embassy, New Covent Garden Market and Battersea Power Station. It will bring two new tube stations, opening in autumn 2021, along with thousands of new homes and jobs.

It will also be home to Apple and Penguin Random House who have both chosen the borough for their UK headquarters. The Royal College of Art is also building its new Innovations and Research Campus in Battersea, providing space for students and entrepreneurs and facilities for courses that encompass design, science, engineering

and technology.

As well as overseeing a new district at Nine Elms, major investment is taking place in Wandsworth town centre, Roehampton town centre and Winstanley and York Road.

## HOUSING

Wandsworth has one of the best track records in London for delivering mixed tenure housing and is well on track to exceeding its targets.

With a strong focus on sustainable development, area and estate regeneration and giving a wide range of housing options for its residents – the council's ambition is to deliver a unique multi tenure "Housing for All" offer using its own assets and working with the private sector.

A 1,000-home council build programme is well under way and Wandsworth is also supporting one of the biggest build-to-rent programmes in London including agreeing

local marketing plans.

Four thousand homes as well as a range of community facilities are being delivered through the regeneration of the Winstanley, York Road and Alton estates.

The council also has one of the best track records in London for tackling long-term empty homes with just 1.2 empties per thousand compared to nine per thousand for England.

## EDUCATION AND EMPLOYMENT

We want to deliver a fantastic education for our young people. Parents are rightly proud of the quality of our schools, with nearly all the borough's schools rated by Ofsted as good or outstanding – twice the national average.

Alongside this the council has an extensive programme to help people get back into employment – often giving them new skills or qualifications in the process. Since 2013 more than 1,500 Wandsworth residents have been helped back into work through the council's Workmatch service which matches people's ambitions with employment opportunities.

The independent Social Mobility Commission concluded that Wandsworth is among the UK's highest performing boroughs for helping disadvantaged residents, especially children and young people, get on the road to success.

## ENTERPRISE

Wandsworth Council has been recognised as the Best All-Round Small Business Friendly Borough in London – and it is home to creators, makers and innovators. Wandsworth has forged a reputation as being a great place to start and grow a business and the council backs this up with services ranging from support for town centres through to holding Wandsworth Enterprise Month which is an annual programme of help and advice.

The council has supported more than 500 existing businesses and helped 67 new

businesses to start up, offering networking opportunities, one-to-one advice sessions and specialist support for businesses in the food, hospitality and digital sectors.

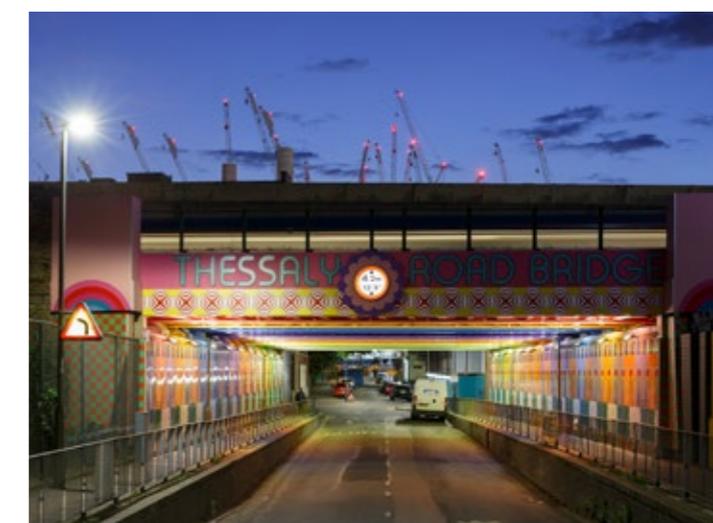
## ENVIRONMENT

Wandsworth Council has declared a climate emergency and is now working towards being carbon neutral by 2030 and inner London's greenest borough.

This pledge follows years of green policies, including reducing waste and encouraging recycling, planting hundreds of trees every year, making council offices and depots more energy-efficient, switching to LED street lighting and promoting electric vehicles and car clubs.

The council works closely with its communities to keep the streets clean and safe; improve parks and open spaces; as well as championing Wandsworth as an environmentally-friendly borough that is great for cycling and with good access to public transport.

Measures have also been taken to improve air quality including working with contractors to reduce pollution from building, lobbying for cleaner buses, installing an extensive network of car charging points and anti-idling campaigns outside schools.

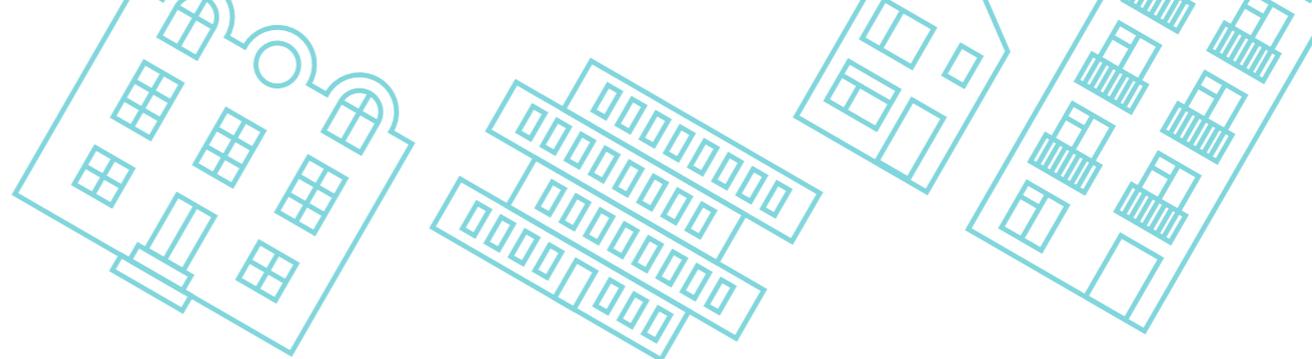


## CONTACT:

**Steve Diamond**

Head of employment and enterprise strategy (Richmond and Wandsworth)  
[sdiamond@wandsworth.gov.uk](mailto:sdiamond@wandsworth.gov.uk)

# WESTMINSTER



**Move to Westminster. The City of Westminster is the economic powerhouse of both the UK and London's economy. Over 120,000 businesses call Westminster their home, employing 650,000 workers, making the area the largest employment centre in the UK. It is no wonder that Westminster is the UK's startup capital. The great diversity of Westminster's economy is a vital element in the city's uniqueness. And Westminster has ambitious plans for more growth – we want to deliver new business floor space for 63,000 new jobs by 2041.**

## CONTACT:

**Westminster Business Unit**  
[businessunit@westminster.gov.uk](mailto:businessunit@westminster.gov.uk)  
[businesswestminster.com](http://businesswestminster.com)

**Planning Policy Team**  
[planningpolicy@westminster.gov.uk](mailto:planningpolicy@westminster.gov.uk)  
[westminster.gov.uk/planning](http://westminster.gov.uk/planning)

## CITY PLAN

Westminster City Council is developing a new City Plan; an ambitious strategy to make the city the best place to live, work and play. It sets out to build on the city's reputation as a globally-renowned business centre, with new and improved employment space, a creative approach to retail, vibrant street markets, super digital connectivity and a strong culture of business support. We want to provide the right kind of environment to encourage the right kind of growth – a city that will inspire the world.

## EMPLOYMENT

The largest employment sector in Westminster is business and finance services, but the city is also a major international centre for the creative and cultural industries, retail, tourism and entertainment, government and public services.

To soften your landing in the city, the Westminster Employment Service provides a free recruitment service for businesses.

The service is managed by the council and supported by local agencies. The service's objective is to support residents into work and work experience opportunities generated by local employers.

We have worked with local employers to fill over 1,000 vacancies since 2012, ensuring that residents benefit from opportunities on their doorsteps.

## ENTERPRISE

The council's Business Unit is also available to provide free support to businesses setting up in the city. The team will help you find suitable space, provide local economy and market intelligence and make introductions to local stakeholders.

It can also introduce you to Westminster's network of enterprise spaces with levels of affordability, flexibility in tenure, proactive business support and a professional working environment.

## ARTS AND CULTURE

The West End is the world's top cultural, entertainment, shopping and dining destination, with a global mix of 2,500 restaurants and bars, 2,000 shops, 40 renowned theatres, 30 museums and galleries, 17 Michelin-starred restaurants and seven tranquil green spaces.

Westminster's night-time economy is the largest in the UK, generating £3 billion, with 3,800 businesses employing nearly 60,000 people.

## EDUCATION

Westminster is a world leader in the knowledge economy (55% of all jobs in the borough). It is also a world leading location for universities and higher education, home to the main campuses of three of the best universities in the world – Imperial College London, King's College London, and the London School of Economics and Political Science (LSE) – along with the Royal Academy of Music, the Courtauld Institute and the London Business School, and many more world famous facilities.

## INFRASTRUCTURE

One of Westminster's great strengths underpinning the economy is its accessibility and general connectivity both within the

borough and to greater London as a whole, and to surrounding parts of the south east.

It has four main rail terminals, and 10 of the 12 London Underground lines run through Westminster, serving 32 stations in the borough. It also has four piers with riverboat commuter services and around 80 bus routes. The Elizabeth line will serve three stations in the borough when it opens.

## KEY DEVELOPMENT OPPORTUNITY

### Church Street

Westminster City Council is committed to transforming the quality of life in the Church Street area. A masterplan has been developed which will deliver real change for the community with new homes, more jobs, green space and opportunities for a healthy, prosperous lifestyle.

## OTHER KEY OPPORTUNITIES

### Oxford Street District

Oxford Street is a leading retail destination, visited by millions of people each year. Westminster has produced plans to strengthen its status as the nation's high street and improve the surrounding district.

### Paddington Opportunity Area

Our City Plan sets out ambitious targets around Paddington, home to one of Westminster's major transport hubs. It has the potential for 1,000 new homes, 13,200 new jobs and a range of new workspaces.

### Victoria Opportunity Area

We aim to create at least 1,000 new homes and 4,000 new jobs through the development of additional office floorspace, and other town centre uses, complemented by improved transport connections.



# LONDON COUNCILS PARTNERSHIP



## London Councils

London Councils is the membership body that represents London's 32 borough councils and the City of London.

We are a cross-party organisation that works on behalf of all of our member authorities regardless of political persuasion.

London Councils makes the case to government, the mayor and others to get the best deal for Londoners and to ensure that our member authorities have the resources, freedoms and powers to do the best possible job for their residents and local businesses. We also run a number of direct services for member authorities, including the Freedom Pass and Taxicard, the capital's independent parking appeals service and a pan-London grants programme for voluntary organisations.

London Councils acts as a catalyst for effective sharing among boroughs – be that ideas, resources, or policies and new approaches, and as the hub for local government in a global city.



## London & Partners

London & Partners is London's international trade, investment and promotion agency.

It's our role to promote London internationally as a leading world city in which to visit, study, invest, grow and live. Our work helps achieve good growth for London and Londoners and has supported more than 70,000 jobs since we were founded in 2011.

London is an outstanding city for urban development, full of scale and ambition. A glance at London's skyline is a visual reminder of the pace of progress. From the regeneration of King's Cross in the heart of London and the Queen Elizabeth Olympic Park in the east, to the development of Nine Elms south of the River Thames and White City in the west, London's urban future is full of new opportunities.



## 3Fox International

3Fox International has worked with local authorities for 16 years to attract inward investment by crafting authentic and compelling place narratives which we bring to life, in collaboration with private sector stakeholders, through high-quality magazines, websites, e-newsletters, video, networking events, conferences, speed-dating events such as Sitematch and curated delegations to MIPIM.

This year we are supporting exhibits and events at MIPIM for several public sector bodies: the London boroughs of, Enfield, Harrow, Hounslow, Lambeth, Southwark as well as London Councils and Bristol.



## City of London

The City of London Corporation is dedicated to a thriving global city supporting a strong and diverse London.

The City of London Corporation provides local government and policing services for the financial and commercial heart of Britain, the 'Square Mile'.

In addition, the City Corporation has three roles: to support London's communities by working in partnership with neighbouring boroughs on economic regeneration, education and skills. In addition, the City of London Corporation charitable funder, City Bridge Trust, makes grants of around £20 million annually to tackle disadvantage across London.

The City Corporation also helps look after key London heritage and green spaces including Tower Bridge, the Museum of London, Barbican Arts Centre, City Gardens, Hampstead Heath, Epping Forest, Burnham Beeches, and important commons in London. The City of London Corporation also supports and promotes the 'City' as a world-leading financial and business hub, with outward and inward business delegations, high-profile civic events and research-driven policies, all reflecting a long-term approach.



## EDAROTH

EDAROTH is a subsidiary of Atkins Limited and a social entrepreneur, providing end-to-end development solutions that are focused on delivering social and affordable housing at the point of need. EDAROTH do not seek to be landowners, but instead focus on brownfield-land developments, where our clients retain the freehold, to support enduring outcomes that build prosperous and sustainable communities.

At EDAROTH, we believe that everybody deserves a roof over their head. So much so, that we've built our entire brand around it. It's our purpose, our vision, our mission. It's more than simply providing somewhere for people to survive. It's about providing a spacious, desirable home where they can thrive.

*Published by 3Fox International on behalf of London Councils.*

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