

OPPORTUNITY LONDON



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2021

MAYOR OF LONDON



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Opportunity London, in association with The Mayor of London, City of London, London Councils and London & Partners, is the definitive guide to development and investment opportunities across the capital.

This annual update to our London Boroughs report provides an overview of the key development strategies and areas of opportunity across all 32 London boroughs and the City of London, alongside industry viewpoints on the issues most pertinent to local authorities in delivering growth and renewal.

Providing a powerful picture of London as a city of opportunity, highlighting the boroughs' vital role in the capital's future growth and economic recovery. Each of the London boroughs and the City of London set out their vision for economic development, with updates from Council Leaders, presenting top sites of investment and development opportunity.

This report was published by New London Architecture (NLA) in February 2021. It forms part of NLA's London Borough programme.

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**By Peter Murray,
Curator-in-Chief, NLA**



One of the many lessons we have learnt from the Coronavirus pandemic is the importance of local decision-making. London's response to the challenges of recovery will be helped enormously by its history, geography and structure which are fundamental to its resilience.

As London grew over the centuries it absorbed existing towns and villages, each with their own identity, creating a multifaceted and polycentric capital. Many of its centres provide the sort of mixed-use 15-minute city which has received much publicity as the ideal post-covid environment. But essential to London's future success as a global city is a strong centre. And as we return to normality the integrated structure of Transport for London will play a key role in getting people back into the heart of the capital.

Under the umbrella of the Greater London Authority, the local authorities featured in this report provide responsive and focused strategies to encourage investment and regeneration. Local plans set out the location of opportunities for development while the Mayor's London Plan, based on ideas of good growth, delivers a road map for the delivery of inclusive and sustainable places.

The NLA is pleased to publish this report in support of London's recovery and its ability to build a healthier, more equitable and greener city for the future.

FOREWORDS



**By Sadiq Khan,
Mayor of London**

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Londoners have endured the toughest year in our collective memory. The global pandemic — and its social and economic impacts — have been far-reaching and have deeply affected us all.

People have lost loved ones, suffered serious illness, been made redundant and had their mental health tested like never before. And, as we know, the fallout from this virus is not being felt equally. Ethnic minorities, women and young Londoners continue to be hit disproportionately hard.

Nevertheless, amid all the adversity, there have also been grounds for hope. The way in which we have come together while remaining physically apart has been truly inspiring. Londoners haven't turned their backs on one another or walked by on the other side, but have instead looked out for each other, demonstrating the caring and compassionate character of our amazing city.

The pandemic has also had huge repercussions for London's development and way of life. Daily patterns and behaviours have been upended, with many Londoners now working from home for example. This has challenged assumptions about the nature of London's growth and our approach to delivery, while accelerating other trends and changes, such as our adoption and use of new technologies. It has also led to new ways of working together — I've worked with London's businesses, community groups, the city's leading public bodies from the NHS to the Metropolitan Police and London Boroughs to formulate nine 'missions'. These missions provide a

route to recovery for sectors in our city to work towards a greener, fairer and safer London.

Our road to recovery must prioritise restoring business and consumer confidence, it must minimise the long-term impacts on our communities and it must build back better. And my administration remains firmly committed to the principle of Good Growth — growth that is fair, sustainable and whose benefits are evenly shared and enjoyed by all of our communities, rather than just a privileged few.

It is vital that in the aftermath of this pandemic we seek to tackle with renewed urgency the underlying socio-economic problems that have been exposed and exacerbated by this crisis. The development sector will be central to this effort. Our recovery should be a vehicle for progress propelling us towards greater inclusion, resilience, environmental sustainability, and physical accessibility.

Despite the enormous challenges, this moment does present us with an historic opportunity to reimagine our city and define our aspirations and priorities for the future. London can be a city where we build on the fantastic community spirit displayed during these tough times, harnessing the expertise, ingenuity and resources of our diverse organisations to meet our shared goals of a fairer, greener city. A London where we have economic opportunity, thriving neighbourhoods and improved wellbeing for all.



**By Catherine McGuinness,
Chair of the Policy and Resources
Committee, City of London**

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For towns and cities across the world, the past year has brought many challenges to the fore, from COVID-19 to climate change.

It has also highlighted the opportunities we have — to build on positive trends in technology and ways of working, to embed sustainability and climate resilience, and to protect London’s long-term competitiveness.

London remains a world leading financial centre, attracting business, workers and investors alike with its vibrant culture, innovative eco-system and world-class infrastructure.

Opportunity London 2021 offers an insight into how we can build on this, providing a welcome and timely look at work taking place to promote growth across the capital, and exploring some of the exciting opportunities for development.

Within the City, our vision is for a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK. We must seize this moment for positive change, embrace these opportunities, and ensure London remains a world-leading place to live, work and visit.



**By Councillor Darren Rodwell,
Executive member for Housing
and Planning, London Councils**

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London Councils is very pleased to support this year's 'Opportunity London' report. London's communities and economy have been hit hard by the pandemic. However the resilience of our great city has been proven in the past and as we look to the economic recovery, I have every confidence we will retain the elements that makes London such a successful city.

London's 32 boroughs and the City are working to build back better, a recovery based on a more sustainable and inclusive economy. We remain a truly global city and our hundreds of neighbourhoods and town centres are home to communities and economies with an amazing international reach.

This report highlights the huge diversity of London and its development opportunities. Boroughs are keen to work with the right investors and developers to help facilitate the vision set out in this report. We remain a connected global city and we look forward to working with you.



**By Laura Citron,
CEO, London & Partners**

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London has been a global capital and a city of opportunity for over 2,000 years. Whilst 2020 has undoubtedly been a year like no other because of the Covid pandemic, London remains global in its outlook.

You can see this reflected in the diversity of our city, from the many international communities that call London home to the range of industries that thrive here from finance to fashion to life sciences.

In London you will find an exceptionally diverse talent pool and customer base combined with deep sector expertise and excellent connectivity and infrastructure. These are London's fundamental strengths and they make for outstanding opportunities in urban development. With a city government leading the way in sustainability, London is a hotbed for innovation in how cities are built, how they evolve and how they flourish.

Whether it's White City and Old Oak Park Royal to the West, East Bank and Dagenham Film Studios to the East, Nine Elms in the South or Meridian Water in the North — these are just a small taster of the exciting developments across all boroughs and the City of London.

London & Partners is proud to support Opportunity London 2021 and help create resilient, sustainable and inclusive growth for London.