

OPPORTUNITY LONDON



**Barking and Dagenham, Barnet, Bexley, Brent, Bromley,
Camden, City of London, Croydon, Ealing, Enfield, Greenwich,
Hackney, Hammersmith and Fulham, Haringey, Harrow, Havering,
Hillingdon, Hounslow, Islington, Kensington and Chelsea,
Kingston upon Thames, Lambeth, Lewisham, Merton, Newham,
Redbridge, Richmond upon Thames, Southwark, Sutton,
Tower Hamlets, Waltham Forest, Wandsworth, Westminster**

2021

MAYOR OF LONDON



IN ASSOCIATION WITH



LONDON
& PARTNERS

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**

A handwritten signature in black ink, appearing to be 'P. Murray', written in a cursive style.

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**

A handwritten signature in black ink, which appears to read 'Sadiq Khan'. The signature is fluid and cursive, with a small number '2' written below the name.

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**

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.

FOREWORDS



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

A handwritten signature in black ink, appearing to read 'Darren Rodwell', written in a cursive style.

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.

FOREWORDS



**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.

LONDON'S KEY STRENGTHS

London remains one of the top cities in the world. Here London & Partners demonstrate some of the key strengths that sets London apart.

POPULATION AND DIVERSITY

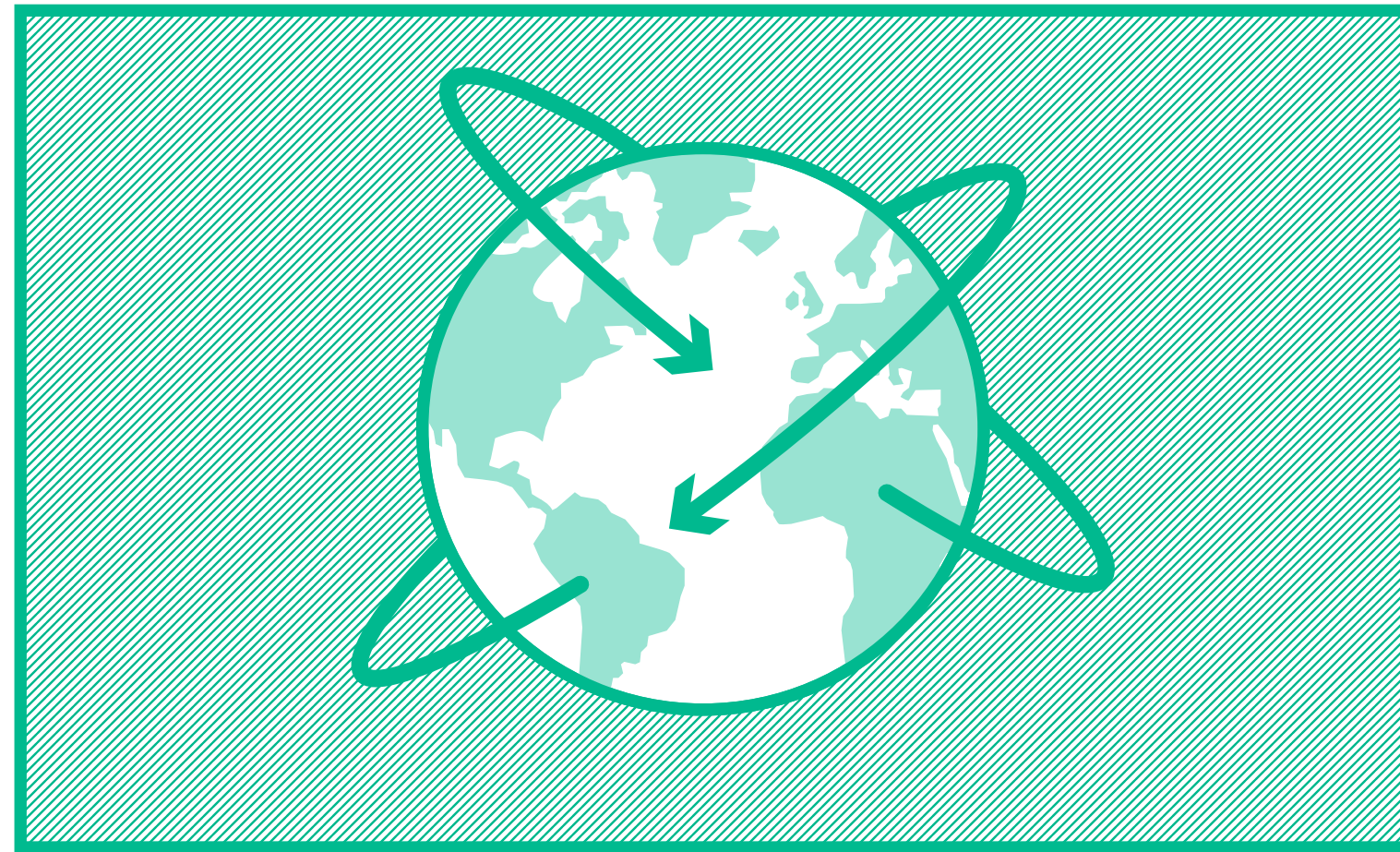


London is by far the biggest city in western Europe and it is diverse. Of its **8.9 million citizens**, one-third were born outside the UK.

Its **accessible, ethnically diverse** patient population make it one of the world's best places for research and clinical trials of medicines, devices and products.

233 different languages spoken and English as the common language.

CONNECTIVITY



English language – the home of the world's local language, the **universal method of communication** for business, science, medicine and the internet.

The business day of London overlaps with all other **global financial markets** — and it is an enduring advantage.

London is the **most popular city to move to for work**.

LIFESTYLE AND CULTURE

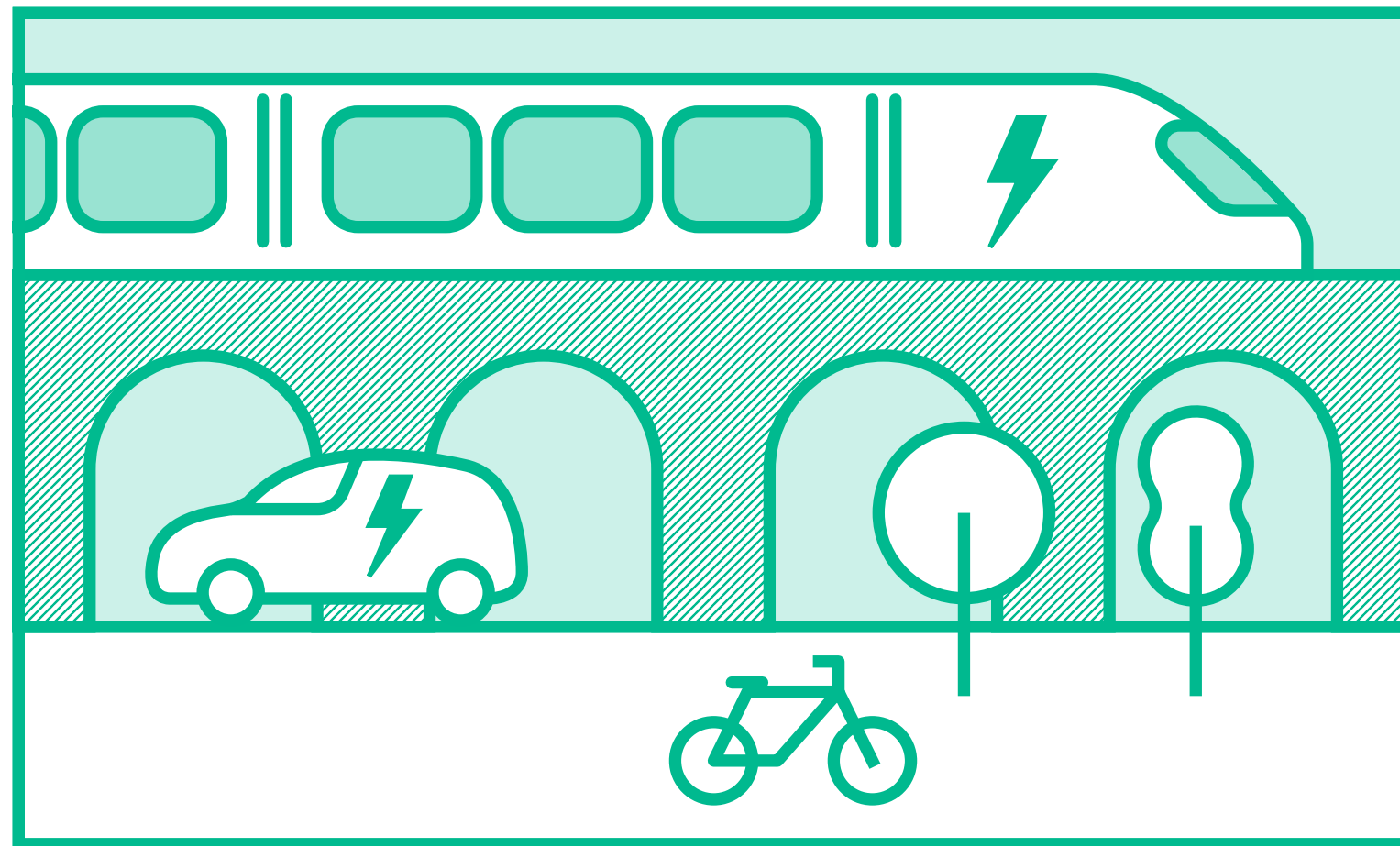


London has **151 registered parks** and gardens, eight Royal Parks and four UNESCO World Heritage sites.

London has **8 million trees** covering **21 per cent** of the capital's land area. London has been designated the world's first National Park City with one-third of its area being green.

London is a city full of culture, with **3,530+ pubs, 857 art galleries, 215 museums, and 71 Michelin** starred restaurants.

TRANSPORT



London was named the **top global city by the IESE Cities in Motion Index**.

The Mayor has set out an ambition for the capital to be **zero carbon by 2050**.

80 per cent of journeys to be walking, cycling or public transport by 2041.

The Streetspace for London programme allow councils to create **new segregated cycle lanes, extend pavements and close roads to traffic**.

A **280-mile network of cycle routes** to be delivered by 2024.

REAL ESTATE



London has **an amazing ecosystem for urban development**, bringing the vision and delivery of the projects.

\$21.4bn — the amount invested into the London real estate market in the year to date up until Q4 2020.

The total value of London's homes stands at **£1.77tn**.

All the major landlords and investors are based in London with many having European head offices in London.

TECH AND INVESTMENT



The UK is **third in the world** for tech unicorns behind the US and China, with 77 companies valued at over \$1bn.

UK tech companies attracted a record £10.1bn in investment in 2019. **£6.8bn of this was invested into London tech companies** — more than Berlin, Munich and Paris combined.

London ranked joint second with New York in the Global Startup Ecosystems report, with **average startup investment at \$650k**, above the global average of \$494k.

LONDON'S RECOVERY

GLA provide details of the London Recovery Programme, set up in response to COVID-19 to build back better the city's economy and society.

LONDON'S RECOVERY

The road to recovery from the Coronavirus crisis is extremely challenging. It is the largest public health crisis London has faced in living memory. It has exposed and exacerbated long-standing inequalities in our society. The impact of the crisis on London's businesses and economy also poses a significant obstacle.

This is also however, an opportunity. We can use our recovery from COVID-19 to reimagine our city as a place with a better long-term future for Londoners. One which is fairer, greener and more resilient than ever before.

The challenge facing London requires the institutions of this city to work together like never before. The Mayor has worked with London Councils to convene the London Recovery Board. This Board is co-chaired by the Mayor of London Sadiq Khan and the Chair of London Councils, Cllr Georgia Gould, and co-ordinates the planning for London's future post- COVID. It is supported by a Recovery Taskforce, which coordinates actions to meet these challenges, working in partnership with local authorities, health and care bodies, business groups, trade unions, the voluntary sector, academia, national Government and other bodies.



LONDON'S RECOVERY

The London Recovery Board has identified one grand challenge for the Recovery Programme: to restore confidence in the city, minimise the impact on communities and build back better the city's economy and society. To meet this challenge, a set of nine missions have so far been agreed as follows:



A robust safety net

By 2025, every Londoner is able to access the support they need to prevent financial hardship.



A new deal for young people

By 2024 all young people in need are entitled to a personal mentor and all young Londoners have access to quality local youth activities.



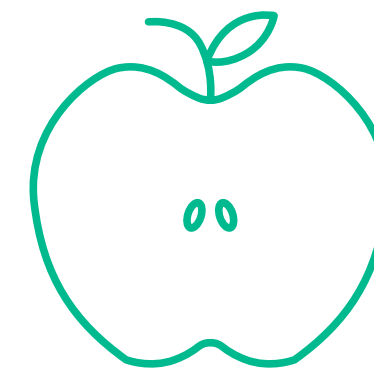
Building strong communities

By 2025 all Londoners will have access to a community hub ensuring they can volunteer, get support and build strong networks.



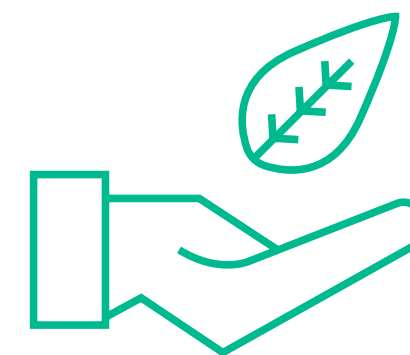
Mental health and wellbeing

By 2025 London will have a quarter of a million wellbeing ambassadors, supporting Londoners where they live, work and play.



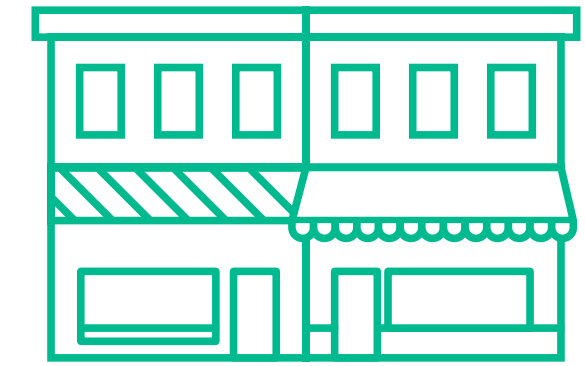
Healthy food, healthy weight

By 2025 every Londoner lives in a healthy food neighbourhood.



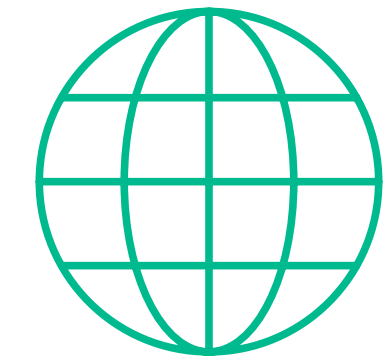
A green new deal

Tackle the climate and ecological emergencies and improve air quality by doubling the size of London's green economy by 2030 to accelerate job creation for all.



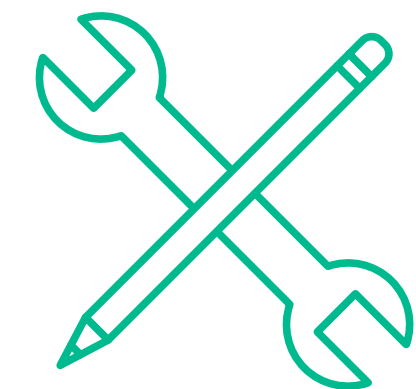
High streets for all

Deliver enhanced public spaces and exciting new uses for underused high street buildings in every Borough by 2025, working with London's diverse communities.



Digital access for all

Every Londoner to have access to good connectivity, basic digital skills and the device or support they need to be online by 2025.



Helping Londoners into good work

Support Londoners into good jobs with a focus on sectors key to London's recovery.

LONDON'S RECOVERY

It is crucial that all Londoners and organisations can influence, shape and participate in our city's recovery from COVID-19. To this end, the Recovery Programme has so far included public engagement on the Talk London online platform for community engagement, surveys of the business community, borough-led engagement and other sector specific stakeholder engagement. Over the course of this process there have been high rates of participation including:

- 68,937 total site visits to Talk London (52,272 unique)
- 1,100 comments from 609 members (aged 16–87)
- 700 business stakeholders surveyed and posted to 32,500 LinkedIn followers.
- 70 community conversations submitted from 60 different organisations involving over 1,000 Londoners.
- 26 community grant applications awarded, with a focus on BAME Young People, BAME women, Disabled, Migrant/ Refugee/Asylum seekers, Chinese, Vietnamese, Filipino, Somali, Armenian, Black African/Caribbean, and Portuguese speaking communities.

For more information about the Recovery Programme please see [this overview document](#)

To get involved in the conversation about London's recovery on Talk London please [go here](#)

AREA INDEX

Highlighting the boroughs vital role in the capital's future growth and economic recovery, each of the London boroughs, the City and the Mayoral Development Corporations, LLDC and OPDC, provide an overview of their key development strategies, setting out their vision for economic development, with updates from Council Leaders. Featuring details of up to two areas for development and investment opportunity and up to two current projects.

For the purpose of this report 'Development Opportunities' refers to the sites submitted by the boroughs to highlight particular investment and development opportunities. All other growth, development and Opportunity Area's featured in Local Plans and The London Plan are grouped under the term 'Growth Areas'.

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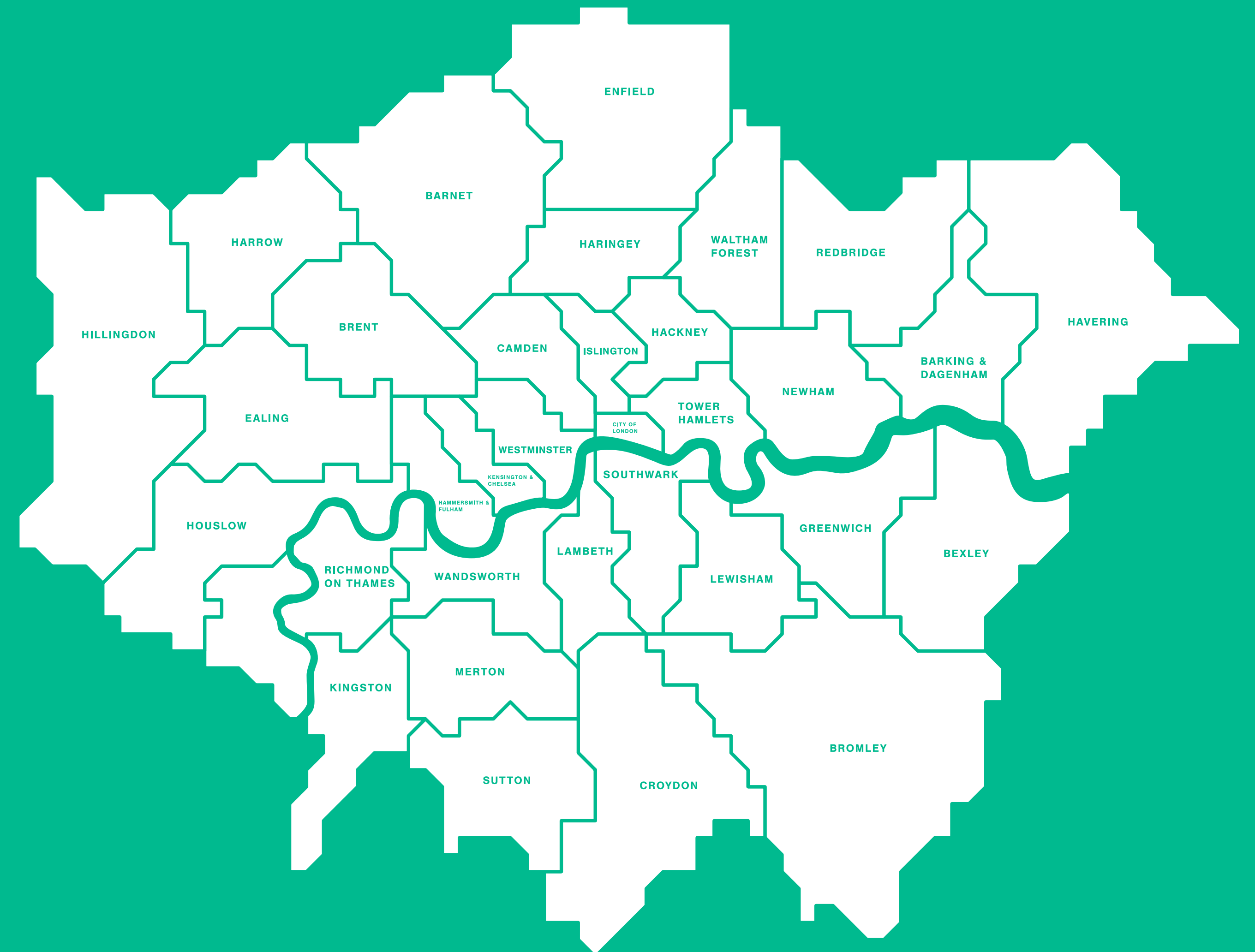
[WALTHAM FOREST](#)

[WANDSWORTH](#)

[WESTMINSTER](#)

[LLDC](#)

[OPDC](#)



BARKING AND DAGENHAM

STATS

POPULATION PROJECTIONS 2021

225,103 

POPULATION PROJECTIONS 2050

328,740 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

19,440 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

565 

BOROUGH CONTACT

Graeme Cooke

Director of Inclusive Growth

graeme.cooke@lbbd.gov.uk

KEY FACTS

→ The youngest population of any council in the country

→ Planning permission secured for the largest film studios in London

→ Largest council house builder in London

'We're proud to be the capital's biggest builder of council homes with the borough alone now responsible for 20 per cent of all new affordable homes being built by councils in London. The borough is a hive of activity with the construction of the UK's largest data centre and University College London's PEARL research facility now underway, and London's largest film studios on track to be built here too.'

Cllr Darren Rodwell, Leader of Barking and Dagenham

OVERVIEW

2021 sees the centenary of the Becontree Estate where over 25,000 homes were built in a ten-year period. The east London borough is going through another period of substantial growth with plans for 50,000 new homes and 20,000 new jobs alongside a transformation of the economy. Moving away from traditional manufacturing, the borough is embracing growth sectors such as film and media with the construction of London's largest film studios in 25 years at Dagenham East. The relocation of the City of London's famous wholesale markets to Dagenham Dock will be the foundation for transforming the food economy across the borough, delivering a wide range of benefits.

Barking and Dagenham has set up its own regeneration company, Be First, tasked with accelerating the delivery of new homes and jobs and delivering the council's inclusive growth objectives. Barking and Dagenham has been confirmed as the biggest council housebuilder in London with 20 per cent of new council home starts in the capital being made by Be First.

ECONOMIC DEVELOPMENT STRATEGY

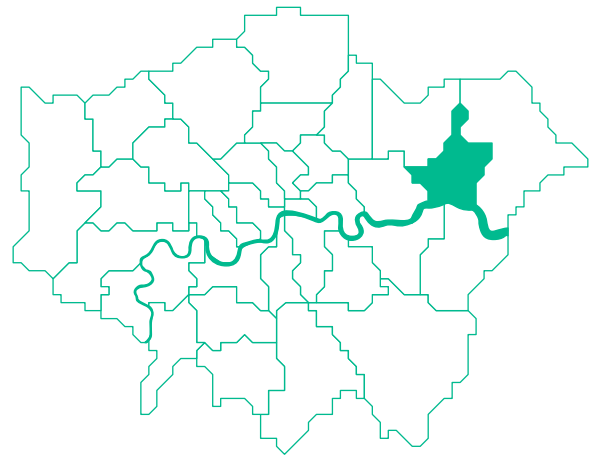
→ **Film:** in 2021 construction will commence on London's largest film studios for 25 years at Dagenham East. This will transform the local economy with a substantial programme of activity to maximise local benefits.

→ **Food:** the City of London's wholesale markets — Billingsgate, Smithfield and New Spitalfields are proposed to co-locate to Dagenham Dock. This will unlock substantial opportunities and a significant programme of work to support jobs and training.

→ **Better use of industrial land:** the Borough's extensive industrial areas are being modernised including an innovative model of industrial intensification (named 'Industria').

→ **Improving skills:** the East London Institute of Technology (ELIoT) has recently completed construction — a collaboration between Barking and Dagenham College, employers and university partners delivering higher level technical education with a clear route into high wage and high skilled employment.

→ **Creative economy:** the council and Be First also support the growth of artists through affordable workspace and the innovative House for Artists project providing affordable living accommodation for artists.



MAP KEY

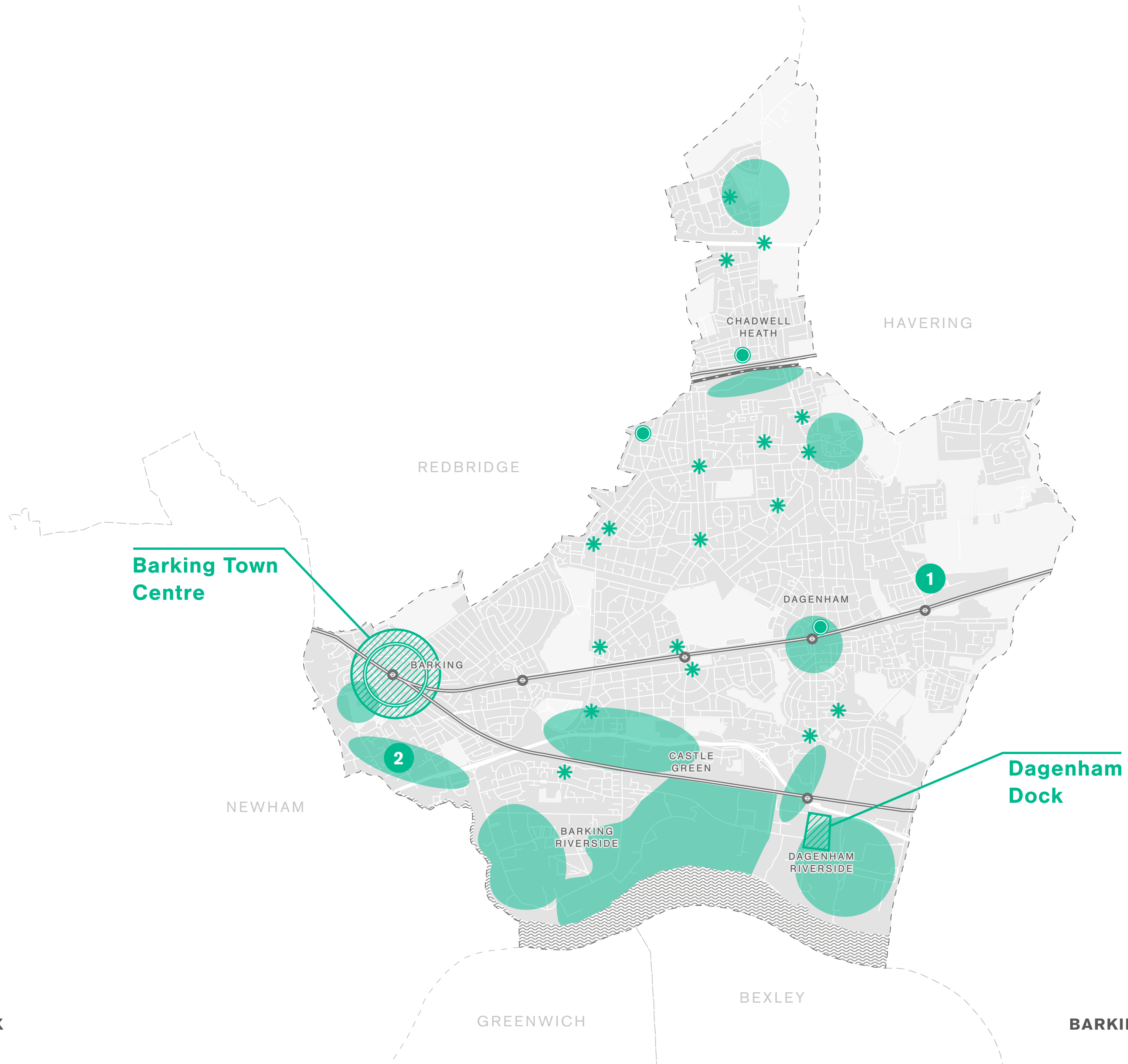
- GROWTH AREAS
- TOWN CENTRES
- NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- STATIONS

DEVELOPMENT OPPORTUNITIES

- BARKING TOWN CENTRE
- DAGENHAM DOCK

PROJECTS

- 1 DAGENHAM FILM STUDIOS
- 2 REDEVELOPMENT OF GASCOIGNE ESTATE





BARKING TOWN CENTRE, IG11

Barking Town Centre is changing fast. There is superb accessibility provided by District, Hammersmith & City, London Overground and C2C routes serving Barking station. A Regeneration Strategy setting out a ten-year vision was adopted in October 2020 including a food focus linked to the City of London’s famous wholesale markets moving to Dagenham Dock. Barking has a fascinating but little-known history and strong sense of place. The River Roding was central to Barking’s formation and economy but has been neglected for decades — it will once again be restored to prominence with new homes, commercial space and public realm.



DAGENHAM DOCK, RM9 6PF

The former power station at Dagenham Dock has been purchased by the City of London and a planning application submitted for the relocation of the City’s three wholesale markets — Billingsgate (Fish), Smithfield (Meat) and New Spitalfields (Fruit and vegetables). This will unlock opportunities to transform the food sector in the Borough. Dagenham Dock has river and rail freight access and developable land for employment uses. Be First and the Council will be working with partners to unlock the area’s full potential.



DAGENHAM FILM STUDIOS

PROJECT ADDRESS

**Yew Tree Avenue,
Dagenham, RM10 7FN**

PROJECT STATUS

In construction

COMPLETION DATE

2022

PROJECT PARTNERS

**LB Barking and Dagenham
Be First
Hackman Capital/MBS (Eastbrook Studios Ltd)
PRP architects
AECOM
Lambert Smith Hampton.**



REDEVELOPMENT OF GASCOIGNE ESTATE

PROJECT ADDRESS

**Gascoigne Road, Barking,
IG11 7RS**

PROJECT STATUS

Five phase project: Phase 1 completed, Phase 2 in construction

COMPLETION DATE

2028

PROJECT PARTNERS

**LB Barking and Dagenham
Be First
White Arkitekter
Wates Residential
Wilmott Dixon**

OVERVIEW

Third phase of Gascoigne Estate now has planning permission

STATS

POPULATION PROJECTIONS 2021

394,916 

POPULATION PROJECTIONS 2050

447,123 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

23,640 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

87 

BOROUGH CONTACT

Susan Curran
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Susan.curran@barnet.gov.uk

KEY FACTS

- Barnet has the largest population of all London boroughs, and the twelfth largest population of England's 326 districts
- Barnet has 30 town centres, the most of any London Borough
- Barnet has more businesses than any outer London borough, 94 per cent of which are 'micro', together employing over 130,000 people

'As we recover from the COVID-19 crisis, we're pressing ahead with ambitious plans to build a thriving Barnet that's a better place for people to live, work and study. Barnet is already home to London's largest borough population and this will grow significantly over the next fifteen years. Our development planning and investment is directed to ensure that growth supports the well-established communities who call Barnet home as well as forming a welcoming place for newcomers.'

Cllr Dan Thomas, Leader of Barnet

OVERVIEW

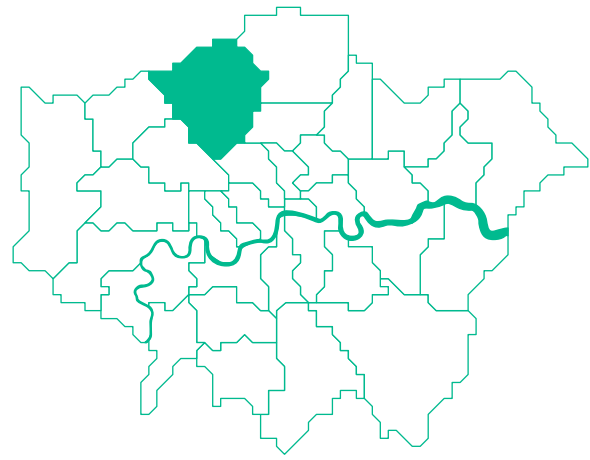
Barnet is undergoing its most significant period of change since its formation as a London borough in 1965. Having predominantly existed as part of the low-density commuter belt for most of its history, Barnet's future will be marked by an increasing diversity of typologies, with some of London's biggest development sites happening in the borough.

Barnet delivered the highest net number of new homes of any London borough in 2017/18 and will contribute the fourth highest number of new homes by 2030. A new railway station at Brent Cross West will introduce 15-minute travel times to Kings Cross. This transport hub will enable a major new town centre for north London. The scheme will be a catalyst for the redevelopment of 151 hectares of brownfield land, introducing an array of integrated community, recreational and commercial facilities.

The potential introduction of new orbital transport links could unlock further significant opportunities for growth. A major focus will be on ensuring that Barnet's many assets — such as its outstanding green spaces, diverse and resilient communities, and league-topping schools — are not only maintained but also strengthened.

ECONOMIC DEVELOPMENT STRATEGY

- **Homes:** Barnet will build up to 45,000 homes by 2030, the fourth highest total of all London boroughs, providing homes for a population of up to 450,000 people.
- **Jobs:** the Brent Cross Cricklewood scheme will create space for up to 27,000 new jobs, 7,500 new homes and the redevelopment of Brent Cross shopping centre.
- **Retail:** Barnet has the greatest amount of retail floorspace of any London borough, which will create challenges and new opportunities.
- **Workspace:** Barnet aims to deliver 400,000 sqm of commercial workspace across its town centres, much of which will consist of flexible workspace to support new start-ups.
- **Population:** by 2036, Barnet's over 65 population will have increased by 37 per cent, which will increase demand for specialised housing that will allow independent living.

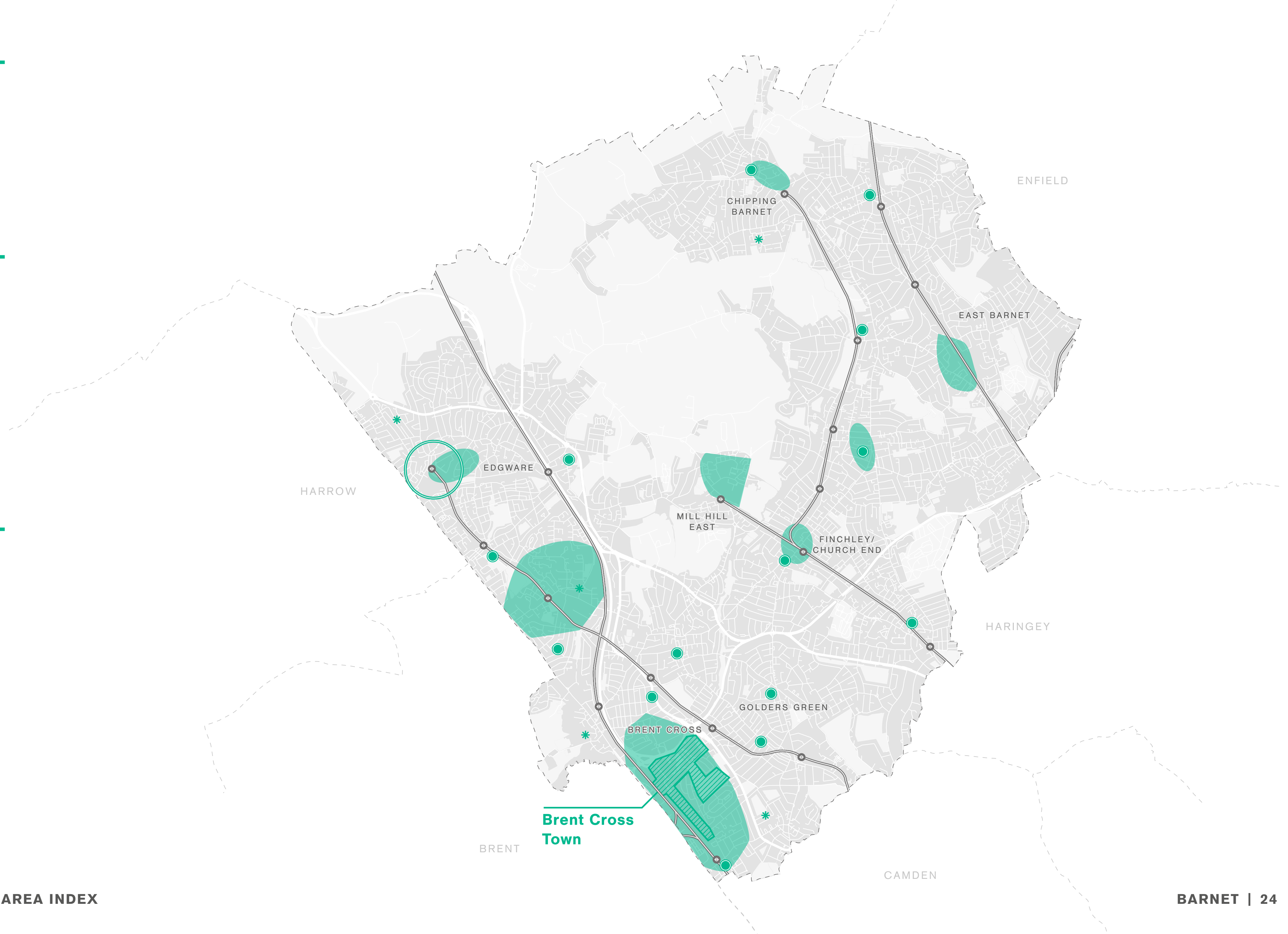


MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

- BRENT CROSS TOWN





© Argent Related/Cityscape

BRENT CROSS TOWN, NW2

Brent Cross Town is the neighbourhood at the heart of the Brent Cross Cricklewood regeneration programme. It is a joint venture between Argent Related and Barnet Council to develop a large-scale mixed-use development including 50 acres of parks and playing fields, 6,700 new homes, 3m sq ft of office space, as well as retail, restaurants, leisure, student accommodation and improved schools. Early work started on site in early 2020 and construction is also underway on the new Brent Cross West station which will be completed by the end of 2022 and will connect Brent Cross to King's Cross in 12-minutes. The first phase of homes and offices will be occupied from 2024.

STATS

POPULATION PROJECTIONS 2021

249,531 

POPULATION PROJECTIONS 2050

296,361 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

6,850 

KEY FACTS

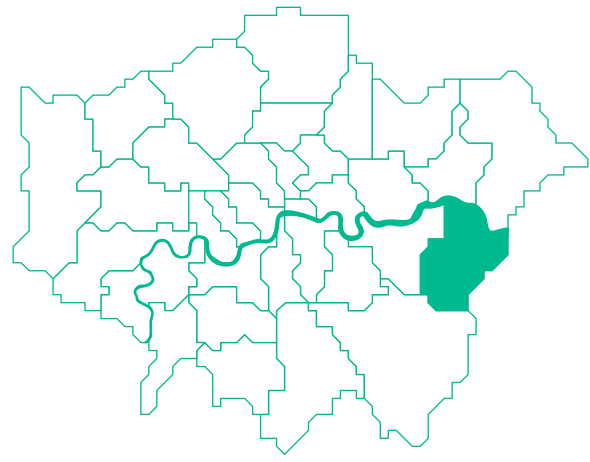
- The north of the borough contains two Opportunity Areas at Bexley Riverside and Thamesmead & Abbey Wood and one Housing Zone
- 18 per cent of the borough is Green Belt
- Bexley has five large town centres, Bexleyheath, Crayford, Erith, Sidcup and Welling.

OVERVIEW








Located at the border between London and Kent, in the heart of the Thames Gateway, Bexley's suburban character is rooted in its inter-war housing and expansive designated open space. The Growth Strategy plans for significant housing and employment growth but these proposals are highly dependent on road and public transport improvements, including the extension of Crossrail from Abbey Wood to Ebbsfleet (C2E), a bus rapid transit system from North Greenwich to Slade Green and the extension of the DLR from the Royal Docks to Belvedere via Thamesmead.

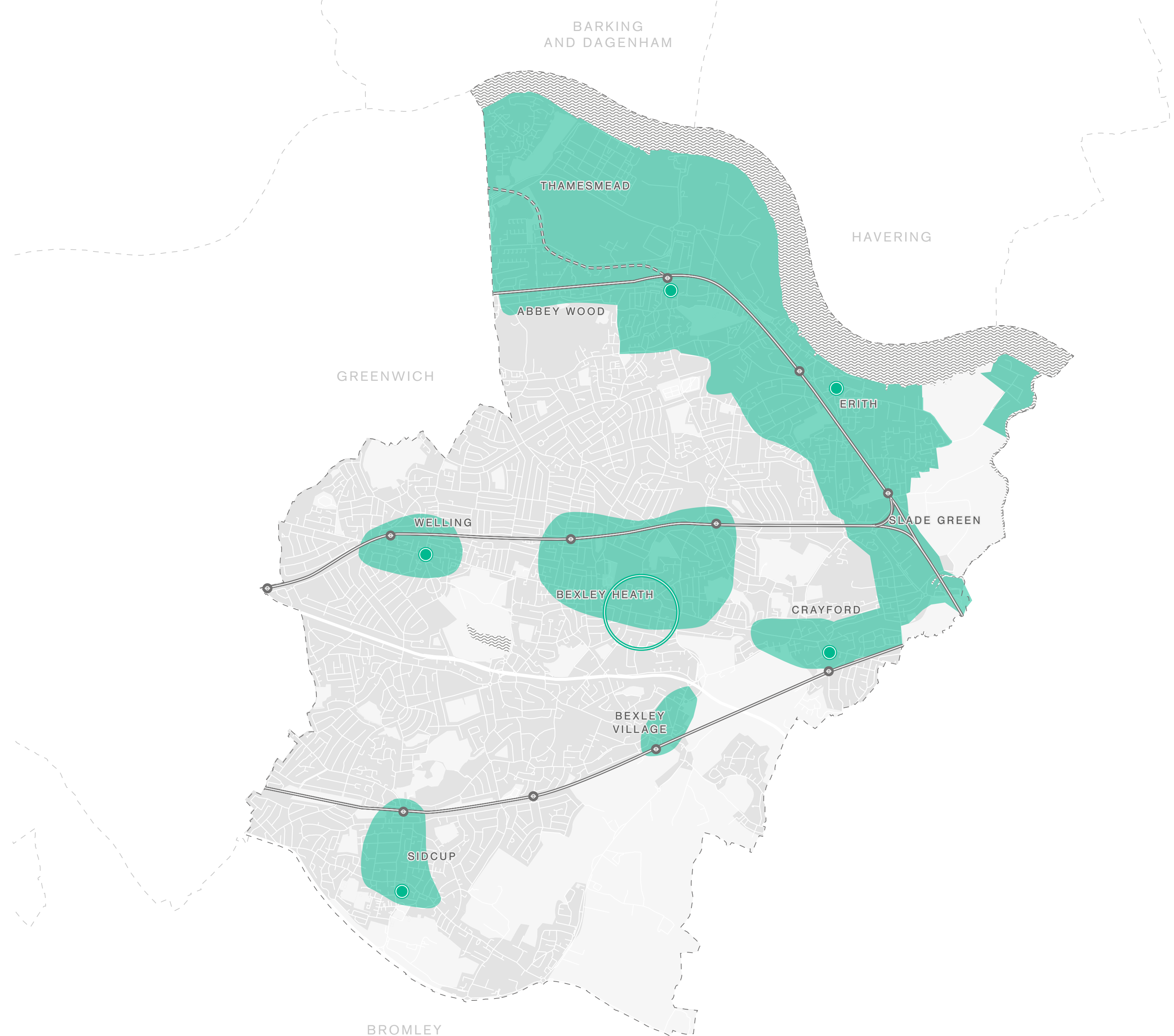
ECONOMIC DEVELOPMENT STRATEGY

- **Growth Strategy:** the council has adopted a Growth Strategy, which will help Bexley meet the need for new homes and jobs. It will ensure growth is managed carefully to benefit local people. It will also bring benefits to transport connectivity, economic prosperity and skills.
- **Environmental Sustainability Strategy:** the vision for 2025, is that Bexley will have achieved sustainable growth including the preservation of the environmental character of the borough and, wherever possible, have enhanced the best aspects of Bexley so that residents and people working in or visiting the borough enjoy a better quality of life.
- **Bexley Town Centre Strategy:** sets out how Bexley's town centres can continue to successfully meet the needs of local people, visitors and businesses. It is focused on the five larger town centres: Bexleyheath, Crayford, Erith, Sidcup and Welling.



MAP KEY

-  GROWTH AREAS
-  TOWN CENTRES
-  NEIGHBOURHOOD CENTRE
-  METROPOLITAN OPEN LAND / GREEN BELT
-  RAIL
-  CROSSRAIL
-  STATIONS



STATS

POPULATION PROJECTIONS 2021

342,770 

POPULATION PROJECTIONS 2050

416,451 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

23,250 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

817 

BOROUGH CONTACT

Alice Lester

**Operational Director Regeneration,
Growth and Employment**

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KEY FACTS

- London Borough of Culture for 2020
- Wembley Park is due to become the largest single-site purpose built PRS development in the UK
- Allocated £1,913,155 on 94 community-led infrastructure projects from Neighbourhood CIL

'Brent is the most diverse borough in England. From the Shri Swaminarayan Mandir in Neasden, to the iconic Wembley Stadium arch, Brent is filled with multi-cultural landmarks and diverse populations. This rich diversity is part of what makes Brent such a great place to live, work and visit. We have ambitious growth targets, which will see significant investment in new homes and facilities across the borough. We are building new council homes for residents and supporting people and businesses to recover from the impact of the pandemic. If you can bring good quality, sustainable development to the borough, we would love to see you.'

Cllr Muhammed Butt, Leader of Brent

OVERVIEW

Brent celebrates the London Borough of Culture 2020, reflecting its status as one of the most ethnically diverse populations in the world. The borough is realising its vision for change in the regeneration of South Kilburn, Alperton and Wembley, all are experiencing rapid transformation through the development of the 85-acre Wembley Park, set to accommodate 20,000 new residents, businesses and up to 15 million visitors a year.

The council is now focussing on new development and inclusive growth in Staples Corner, Northwick Park, Burnt Oak/Colindale, Church End and Neasden, working to secure infrastructure improvements including a new station in Neasden for the proposed West London Orbital.

Park Royal remains the engine of London's industrial economy, and the affordable workspace strategy will support diversification of high streets to deliver local jobs within the new economy. All this, whilst using the levers that the council have to build new partnerships, attract inward investment and support economic recovery from the impacts of the pandemic, for the benefit of new and existing communities alike. The council was recognised as Council of the Year 2020.

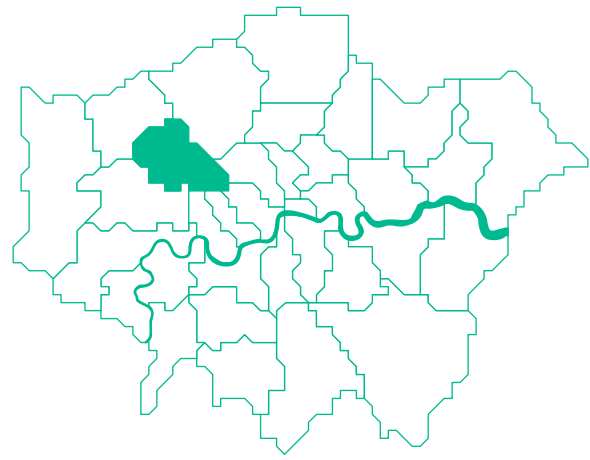
ECONOMIC DEVELOPMENT STRATEGY

→ **Strategic leadership:** in partnership with the new Brent Business Board, the council build positive working relationships with businesses and facilitate a stronger voice for the Brent business community to support business growth. They are part of the West London Business Group, the voice of business in North-West London, covering seven local authority areas.

→ **Growth:** developing and influencing borough and regional policy and investment to reflect business needs and growth; utilising assets and purchasing power to support new homes and local businesses

→ **Upskilling:** ensuring an education vision established by the university, colleges and training providers, covering a range of curriculum including a 'Digital Hub', media, arts and design, architecture and the built environment. The aim is to raise Brent's profile as a destination for further and higher education as well as raising overall education standards in the borough. The education vision should complement efforts to secure business growth and investment with a skilled local workforce.

→ **Supporting businesses:** ensuring council business facing services are accessible and adaptable in line with changing business needs and drivers. Implementing a targeted Gold level communications campaign focused on promoting key elements of the Council's programme of work to support business growth.

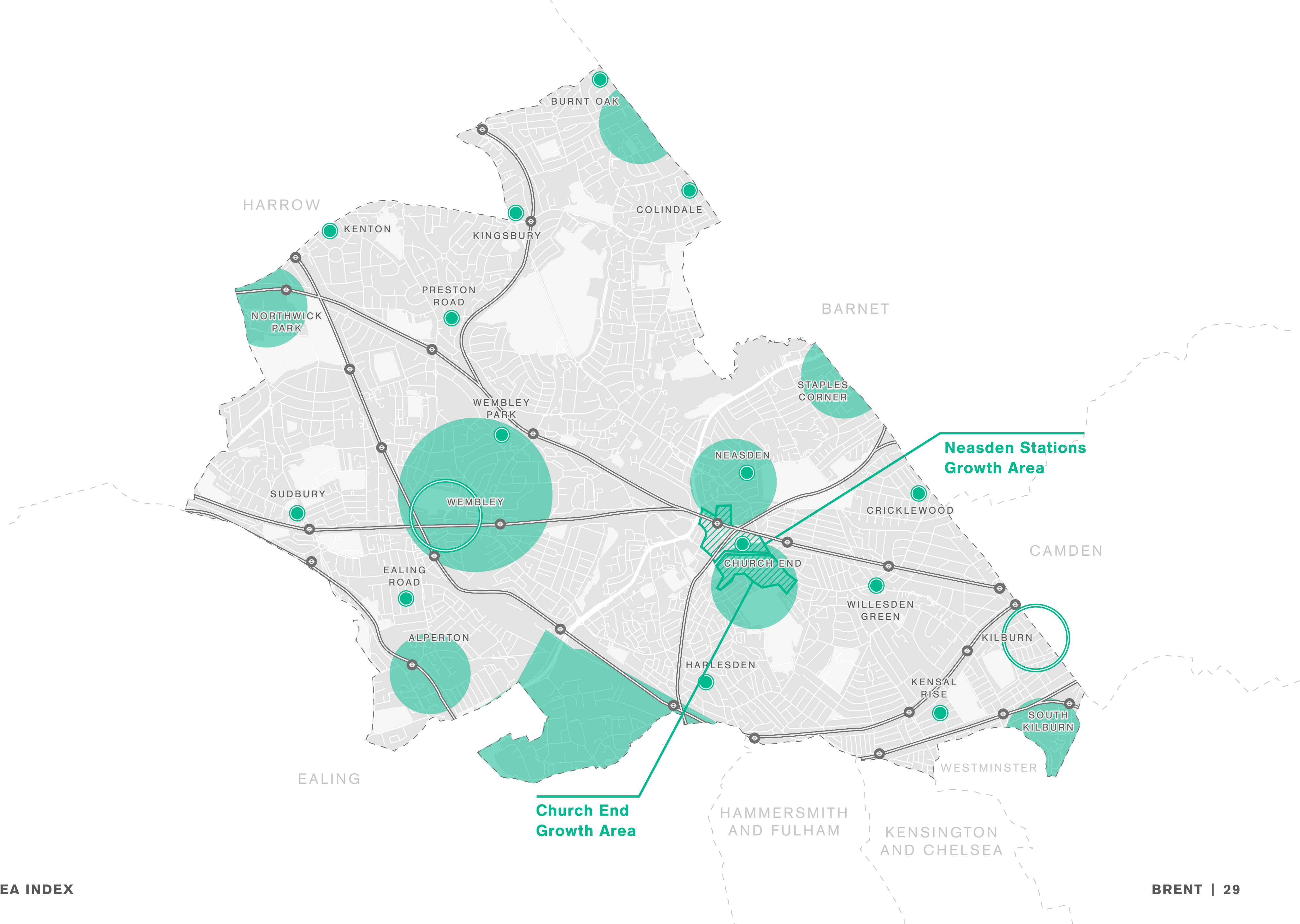


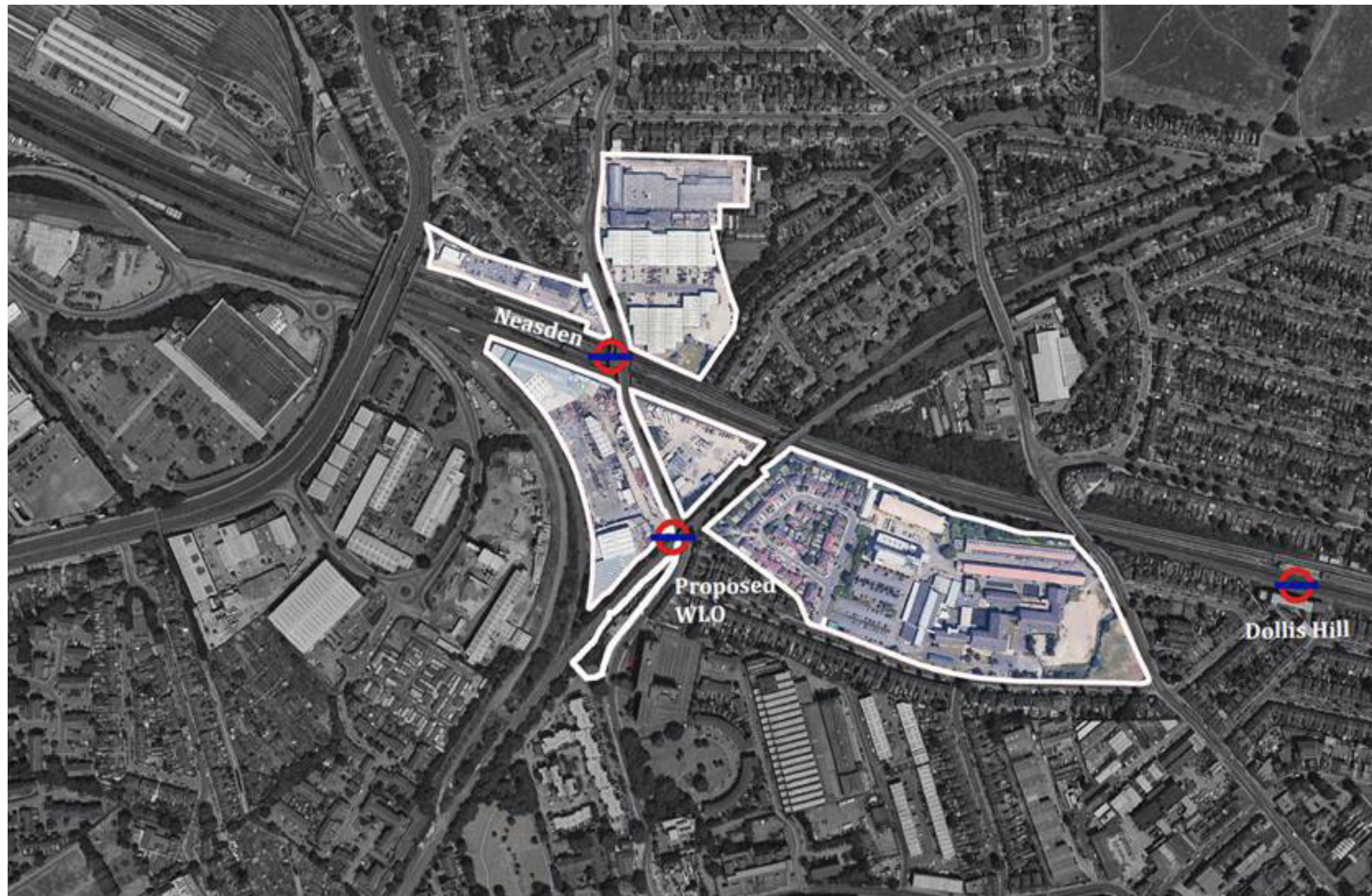
MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

- NEASDEN STATIONS GROWTH AREA
- CHURCH END GROWTH AREA





NEASDEN STATIONS GROWTH AREA, NW10

Neasden Stations is one of eight growth areas in Brent's Local Plan. The area is well connected, with Neasden Jubilee Line Tube Station located inside the zone, and a planned new West London Orbital Line Overground Station. Road access is via the A406 North Circular Road.

The area is promoted for mixed use regeneration, with co-location of residential and industrial uses. 12 hectares of brownfield land will deliver at least 2,000 new homes, jobs and infrastructure, within a high quality public environment to 2035.

Investment returns will be realised through development sales and income derived from commercial and residential lettings.

PROJECT OWNER:
LB Brent
 DEVELOPMENT VALUE:
C.£800M+
 DEVELOPMENT COST:
C.£680M+
 PLANNING STATUS:
Draft Local Plan site allocations and ongoing area masterplanning and SPD
 COMPLETION DATE:
2025 – 2035



CHURCH END GROWTH AREA, NW10

Church End is one of eight growth areas in Brent's Local Plan. The area is well connected with Neasden Jubilee Line and Harlesden Bakerloo Line Tube stations within walking distance, and road access via the A406 North Circular Road.

The area is promoted for mixed use regeneration, set around economic revitalisation of the local centre, and co-location of residential and industrial uses. 26 hectares of brownfield land will deliver at least 1,000 new homes, jobs and infrastructure, within an improved public realm to 2035.

Investment returns will be realised through development sales and income derived from commercial and residential lettings.

PROJECT OWNER:
LB Brent
 DEVELOPMENT VALUE:
c.£525m+
 DEVELOPMENT COST:
c.£450m+
 PLANNING STATUS:
Draft Local Plan site allocations and ongoing area masterplanning
 COMPLETION DATE:
2020 – 2035

STATS

POPULATION PROJECTIONS 2021

330,379 

POPULATION PROJECTIONS 2050

371,584 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

7,740 

KEY FACTS

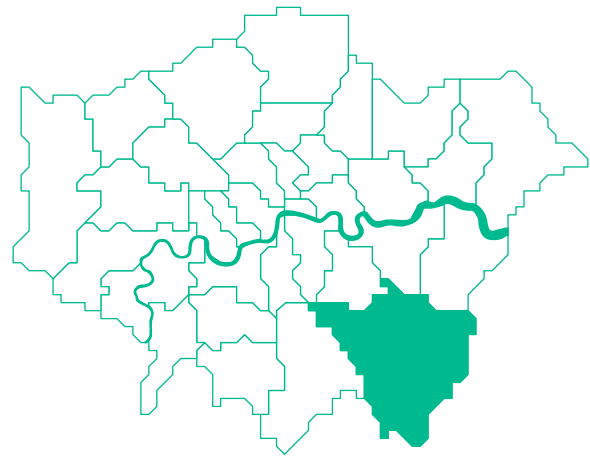
- Largest London borough
- 51 per cent of the borough is Green Belt
- 22 people per hectare, compared to a London average of 56.6

OVERVIEW








The London Borough of Bromley is London's largest borough occupying 64 square miles, much of which is green space. Bromley's enviable location makes it an attractive place for the 330,000 residents—easy access in to central London from many of the towns for work, as well as direct links in to the surrounding Kent countryside for leisure. Bromley has a rich cultural offer, from a Roman Villa to West End shows. As the largest London borough, there is room to be innovative and ambitious, for new homes and new employment. Bromley is the very best of town and country.

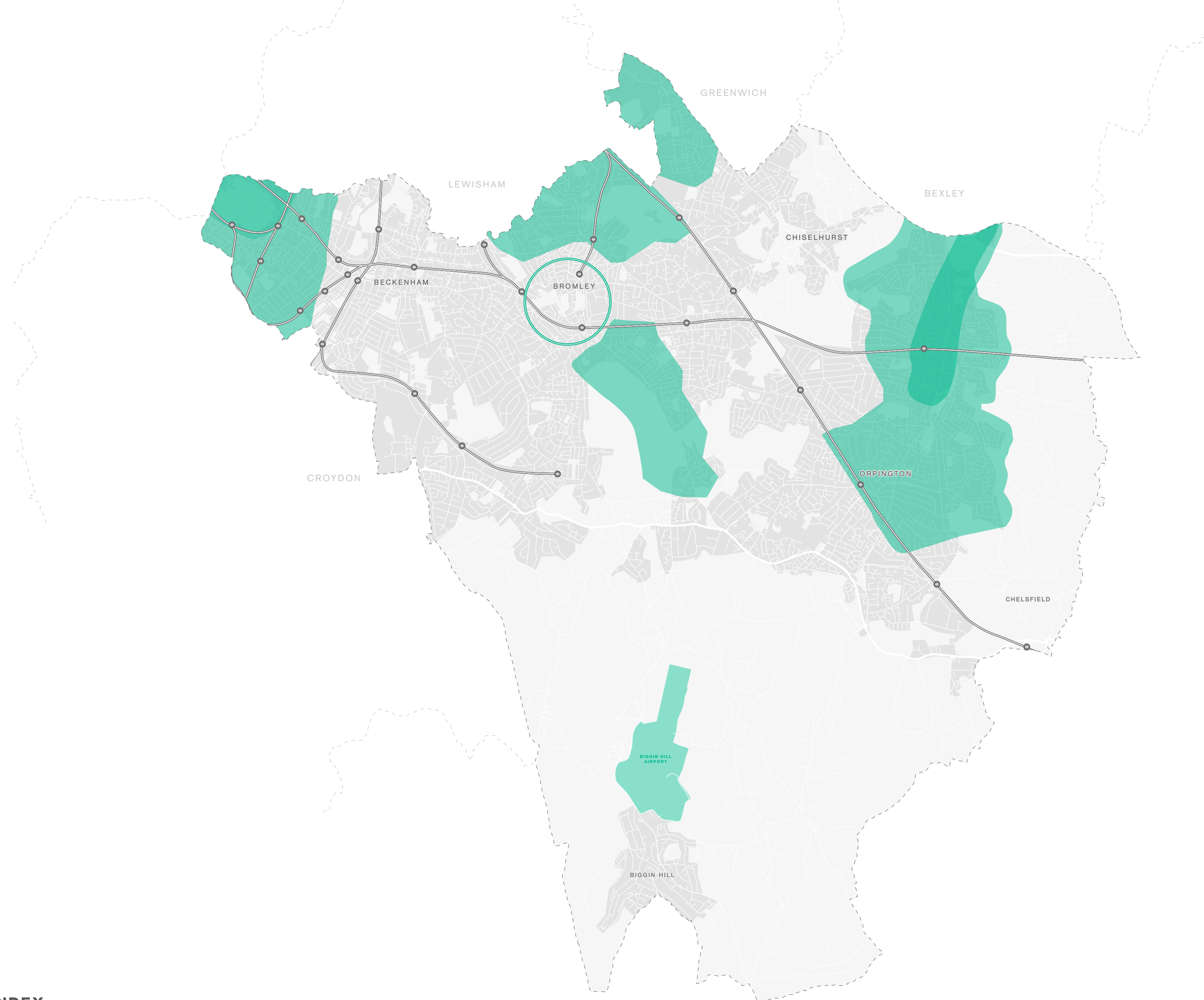
ECONOMIC DEVELOPMENT STRATEGY

- **Vibrant town centres:** we are working towards developing further the long-term strategic vision for Bromley, Beckenham and Orpington Town Centres.
- **Improved employment opportunities for local residents:** with the help of JobCentre Plus, we are aiming to tackle the barriers to employment for some residents and limited access to a range of opportunities, reliance on a few sectors, some relatively low pay.
- **An improved-skills base:** working with local colleges to help reduce the number of residents and workers with low skills levels.
- **Sustaining and growing local businesses:** by planning to reduce unnecessary regulations we are helping local businesses bid successfully for public service contracts. We are also working to increase funding for supporting local businesses and minimising the complexity of support at the national, regional and local level.
- **Increased inward and local investment:** Bromley is not generally portrayed or perceived as a 'business-friendly' place for business investment. We are working closely with TfL, to diminish accessibility and infrastructure constraints in parts of the borough, in order make Bromley a better place to live, work and visit.



MAP KEY

-  GROWTH AREAS
-  TOWN CENTRES
-  NEIGHBOURHOOD CENTRE
-  METROPOLITAN OPEN LAND / GREEN BELT
-  RAIL
-  CROSSRAIL
-  STATIONS



STATS

POPULATION PROJECTIONS 2021

255,331 

POPULATION PROJECTIONS 2050

299,640 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

10,380 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

308 

BOROUGH CONTACT

Richard Wilson

**Strategic Lead Regeneration
and Place**

Richard.wilson@camden.gov.uk

KEY FACTS

→ Growth of the Knowledge Quarter from the catalyst of King's Cross, one of the most ambitious and successful urban regeneration projects in the UK covering a 67-acre site

→ Camden's Community Investment Programme (CIP) is a 15-year planned investment of over £1 billion which has delivered 3,050 new homes, including Agar Grove, now the UK's largest passivhaus development.

→ Euston station redevelopment — a unique opportunity to create a new world-class transport hub, while creating a new piece of city with thousands of new jobs and homes in the area.

'As we emerge from the shadow of Covid-19, it is even more important that Camden's future is one based on an inclusive, green economy, supporting and working with residents to build resilient, sustainable communities. Camden is home to large swathes of prominent retail, cultural and educational sites as well as major transport hubs so the challenges in the wake of Coronavirus are considerable. I am confident that through the Renewal Commission, the strong base of our Community Investment Programme and the energy and strength of our communities we will rise to those challenges together.'

Cllr Georgia Gould, Leader of Camden

OVERVIEW

Camden — 22 sq km in the heart of London, home to around 253,400 people, world class institutions theatres, music venues, markets and green space. Camden's history was shaped to a large extent by the railways which have helped create new growth areas around Kings Cross, St Pancras, Euston and Kentish Town.

The borough's equally rich social history has been shaped by the people who live, work and learn here. 163 different languages and dialects are spoken in Camden schools, an indication of the borough's diversity. It has the largest population of students in London and more higher education institutions than any other local authority. Two thirds of the first Camden Living tenants are 'key workers' and a quarter are children of social housing tenants in Camden — protecting Camden's mixed communities.

In response to the COVID-19 pandemic, Camden Council, with UCL's Institute for Innovation and Public Purpose (IIPP) have set up the Renewal Commission to develop practical solutions to help achieve an inclusive and sustainable economy that addresses the inequalities in Camden. The views and voices of residents are key to successful partnerships and have been demonstrated through the Euston Residents' and Citizens' Assemblies.

ECONOMIC DEVELOPMENT STRATEGY

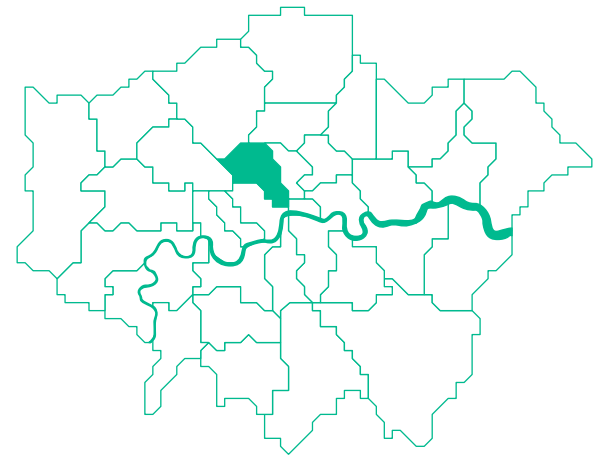
→ **Camden Vision 2025:** working with communities to make Camden a better borough, where everyone has a chance to succeed, where nobody gets left behind, and where everybody has a voice

→ **Camden Renewal Commission:** to develop practical solutions to help achieve a fair, sustainable economy and address the inequalities

→ **Help to work:** helping people find good quality work that enables them to live secure, sustainable and happy lives. This includes a neighbourhood employment support approach, core apprenticeship offer, and working with other employers through planning and procurement levers to promote good employment practice and create opportunities

→ **Help to grow:** helping businesses to grow and transition to a zero-carbon economy while supporting them to create good work, accessible to local people. Supporting the recovery of high streets as economic and social hubs. Including work on spatial planning, support for the inclusive growth of the knowledge economy, and affordable workspace

→ **Help to learn:** helping people make the most of their potential, building the capabilities they need to access work, be financially resilient, and participate in their local community. Including the Camden STEAM programme, mobilising the business community to ensure young people access the wealth of opportunity in the borough.



MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- * NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

- KNOWLEDGE QUARTER
- KENTISH TOWN

PROJECTS

- 1 AGAR GROVE
- 2 SOMERS TOWN





© Hawkins Brown

KNOWLEDGE QUARTER, WC1X 8LD

The Knowledge Quarter Innovation District stretches from Camden Town to Holborn and Covent Garden and is home to a cluster of world-class scientific, academic, cultural and knowledge-based institutions and organisations. In recent years the innovation district has seen tremendous growth particularly around Kings Cross, St Pancras and Euston stations due to the excellent transport links, highly skilled workforce, high-quality office and lab spaces and enhanced retail, art and leisure offer. Camden council is committed to supporting the future development of these industries that specialise in life sciences, data and technology and the creative industries so that local communities, residents and businesses reap genuine benefit.

COMPLETION DATE:

Ongoing

INVESTMENT OPPORTUNITY:

Major development proposals that involve 1,000 sqm or more of additional employment, research and/or learning floorspace will be considered.



© Camden Council

KENTISH TOWN, NW5, NW1

Kentish Town is well known for its bustling high street, with a range of independent shops, cafes and pubs, as well as its great transport links to central London and beyond. Camden wants to build on this great location and the emerging creative cluster along Highgate Road with a new mixed-use quarter. The Kentish Town Planning Framework was shaped by the communities that surround the incredible opportunity at Regis Road and the Murphy's site. The Framework envisages more than 2,000 new homes and wide range of new jobs from creative industries to storage and distribution. Most importantly this will be a new zero carbon neighbourhood, with its own character and community, very much a part of Kentish Town but on the doorstep of Hampstead Heath.



AGAR GROVE

PROJECT ADDRESS

NW1 9UE

PROJECT STATUS

Current/part completed

PROJECT PARTNERS

Hawkins Brown
Mae, Grant Associates
Arcadis
Standec
Max Fordham
Agar Grove residents
Camden Council
Hill Partnerships Limited

OVERVIEW

Multi award winning estate regeneration project and the largest passivhaus scheme in the UK



SOMERS TOWN

PROJECT ADDRESS

NW1 1DN

PROJECT STATUS

In construction/part completed

COMPLETION DATE

2023

PROJECT PARTNERS

DSDHA
Hayhurst and Co
Duggan Morris Architects
Adam Khan and dRMM Architects
Camden Council

OVERVIEW

Part of Camden's Community Investment Programme this complex regeneration scheme comprises a school, nursery, community facilities, housing and a park.

STATS

POPULATION PROJECTIONS 2021

7,561 

POPULATION PROJECTIONS 2050

10,066 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

1,460 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

156 

BOROUGH CONTACT

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Head of City Property Advisory Team

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KEY FACTS

→ There is 9.3m sqm of office space in the City

→ The City has a world-class shopping and restaurant offer — the redevelopment of the Broadgate Estate will create 300,000 sq ft of new retail floorspace and will include the UK's first opening of the Italian food market, Eataly

→ 61 per cent of City workers are aged between 22 and 39 — making the City the youngest workforce in the UK

'The City of London has adapted to major challenges throughout its history, so we are confident the City's fundamental strengths mean it has a bright future despite the current uncertainty. Our dedication to a green recovery and the recently adopted Climate Action Strategy, with its vision to be net zero by 2040, have underlined the City of London's role as a world leader in the fight against climate change. The overall attractiveness of the Square Mile as a top investment destination has remained undiminished, with a recent survey showing that 99 per cent of global investors are still keen to invest here.'

Catherine McGuinness, Chair of Policy and Resources, City of London

OVERVIEW

The City of London is the historic core from which the rest of London developed. It is the world's leading international financial and business centre and a global hub for innovation, providing employment for over 520,000 people. Offices form over 70 per cent of all buildings, but the City also houses arts and cultural facilities of international renown, acts as a centre of higher education and health services, and is a retail and visitor destination with a distinctive environment combining modern architecture with historic landmarks and conservation areas.

Preparing for significant growth, the City's Local Plan adopted in 2015 and the draft City Plan 2036 require the protection of existing and the provision of additional offices that are adaptable to meet the demands of different types of business occupiers. Office space is complemented by other commercial and leisure uses adding vibrancy to the City's streets.

ECONOMIC DEVELOPMENT STRATEGY

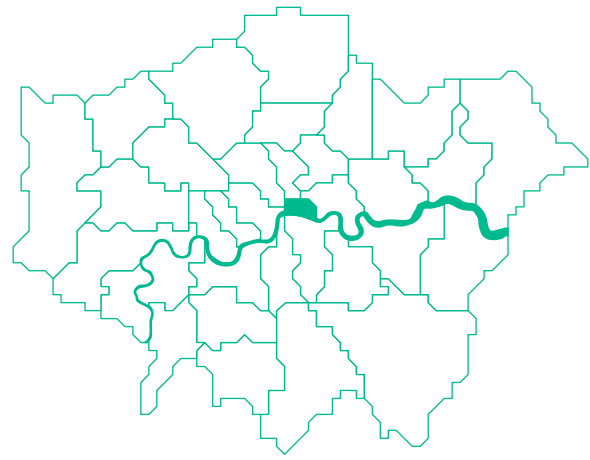
→ **Net Zero:** support the achievement of net zero carbon emissions for the Square Mile by 2040.

→ **Walking:** prioritise the needs of people walking, make our streets more accessible and deliver a public realm that inspires and delights.

→ **Infrastructure:** deliver first-class infrastructure projects including: the creation of an 18 court-room legal facility, the redevelopment of Smithfield Market and the relocation of the Museum of London.

→ **Develop Culture Mile:** a new cultural hub for office workers, residents and visitors located between Farringdon and Moorgate.

→ **Vehicles:** ensure that 90 per cent of all vehicles entering the Square Mile will be zero emission capable by 2030.

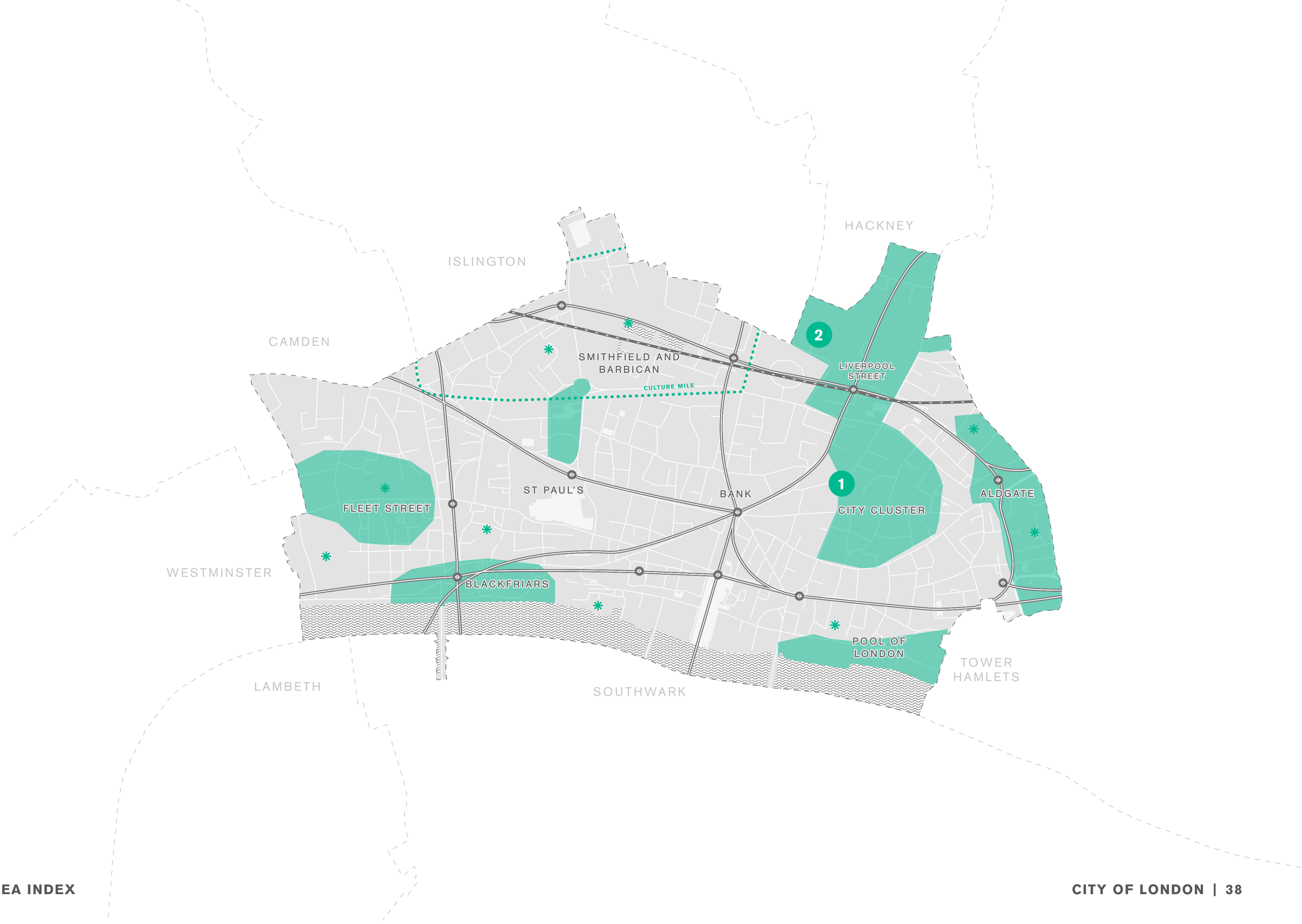


MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- STATIONS

PROJECTS

- 1 8 BISHOPSGATE
- 2 1 FINSBURY AVENUE





8 BISHOPSGATE

PROJECT ADDRESS

**6–8 Bishopsgate & 150
Leadenhall Street, EC2N
4DA & EC3V 4QT**

PROJECT STATUS

In construction

COMPLETION DATE

Q4 2022

PROJECT PARTNERS

**Mitsubishi Estate with Stanhope
Wilkinson Eyre
Arup
Alinea
Lendlease**



1 FINSBURY AVENUE

PROJECT ADDRESS

**1 Finsbury Avenue, London,
EC2M 2PF**

PROJECT STATUS

Completed

COMPLETION DATE

June 2019

PROJECT PARTNERS

**British Land/GIC
Dp9
Allford Hall Monaghan Morris
Arup
Equals
M3**

STATS

POPULATION PROJECTIONS 2021

391,463 

POPULATION PROJECTIONS 2050

462,115 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

20,790 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

888 

BOROUGH CONTACT

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Placemaking Team Leader

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Steve Dennington

Head of Spatial Planning,

Planning and Strategic Transport

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KEY FACTS

→ 1 Conservation Areas and 25 Local Heritage Areas

→ Surrey Street Market has a Royal Charter dating back to 1276 making it the oldest known street market in all of Britain

→ The Croydon Opportunity Area encompasses 194 hectares

OVERVIEW

Croydon is a borough of contrasts, reflecting its diverse history. Historically a market town, it is home to Victorian railway suburbs in the north and southwest, and twentieth century suburbs on wooded hillsides in the south and east. In its centre, a medieval street pattern hosting the oldest known market is found only a stone's throw away from twentieth century listed buildings.

Croydon is one of the most populous boroughs in London. It is also outer London's largest transport interchange and the access to people, markets and goods it enjoys, is key to its success. The borough is planning for at least 1,600 new homes a year and over 27,000 new jobs in the next 20 years while respecting and enhancing the history and distinctiveness of each place, enhancing its civic, green and blue infrastructure, and proactively tackling climate change.

ECONOMIC DEVELOPMENT STRATEGY

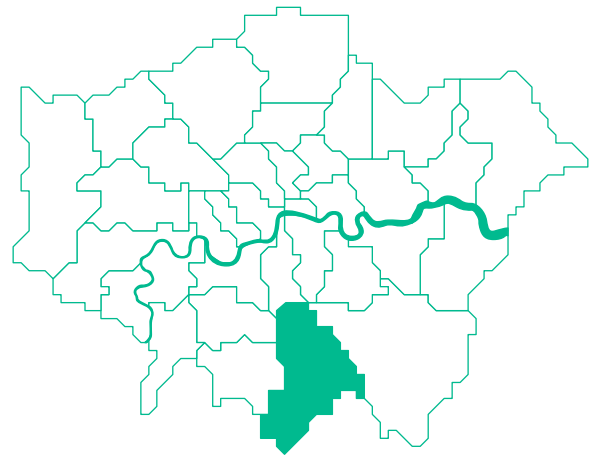
→ **Prosperity and vitality:** to create places where businesses, investors and residents want to live, trade and invest. The aim of this strategy is to support sustainable economic growth that increases prosperity and vitality.

→ **The business environment for growth:** it aims to increase the number and profitability of businesses, and the number of secure, resilient and well-paid jobs in the borough.

→ **To invest in ideas that can deliver real change:** work with universities, colleges, developers, investors and businesses to develop the knowledge economy focusing on creative, digital, innovation and new green technology sectors.

→ **People:** to ensure that everybody has the opportunity to work and build their career, the strategy will deliver and support an extensive skills and employability offer for residents to help them access those new secure and well-paid jobs.

→ **Council's Climate Emergency Declaration:** the strategy also reflects the Council's Climate Emergency Declaration under which we commit to becoming carbon neutral by 2030.



MAP KEY

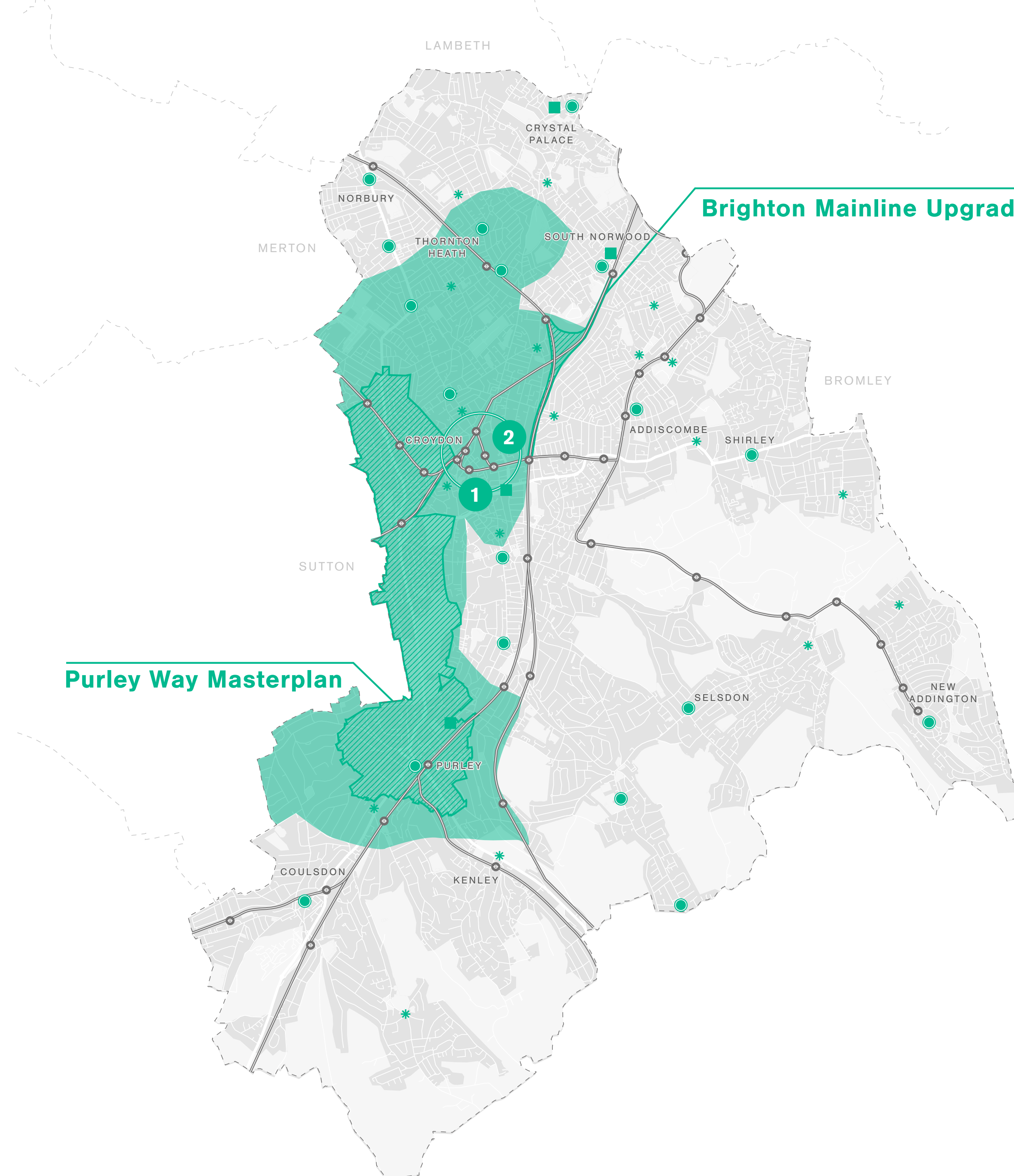
- GROWTH AREAS
- TOWN CENTRES
- * NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS / TRAM STATIONS

DEVELOPMENT OPPORTUNITIES

- PURLEY WAY MASTERPLAN
- BRIGHTON MAINLINE

PROJECTS

- 1 CROYDON URBAN ROOM
- 2 RUSKIN SQUARE OFFICE DEVELOPMENT – PLOTS B04 & B05





© We Made That / Croydon Council

PURLEY WAY MASTERPLAN

Croydon Council was awarded funding from the Mayor of London's Homebuilding Capacity Fund to develop a holistic design-led masterplan and delivery strategy for the Purley Way. The council worked alongside a multidisciplinary team and local communities to develop a transformative vision for future of the Purley Way area—from a hostile and divisive road, into a green city street which accommodates a cluster of four new distinct mixed-use centres. Each centre has a clear purpose and response to positive elements of local character and supports integration of existing and new communities. The masterplan co-ordinates a significant increase in the delivery of well-designed, sustainable homes whilst also ensuring protection and intensification of designated employment areas, and enhancement of physical, social, cultural and digital infrastructure (including its public spaces, green, blue and sustainable transport networks).



© Atkins/Network Rail

BRIGHTON MAINLINE

Croydon Area Remodelling Scheme (CARS) encompasses a range of interventions that are being taken forward by Network Rail, sponsored by the Department of Transport (DfT), to address the current rail infrastructure issues in this area, particularly the rail infrastructure bottleneck to the north of East Croydon station (known as Selhurst Triangle). The interventions will also include the transformation of East Croydon Station as a civic space, the creation of a generous new public realm with green and blue infrastructure as well as unlocking wider development opportunities. The project forms part of Network Rail's extensive Brighton Main Line Upgrade Programme (BMUP) providing significant capacity and reliability improvements to this nationally important railway corridor.



© Ruth Ward/Croydon Council

CROYDON URBAN ROOM

PROJECT ADDRESS

Croydon

PROJECT STATUS

Pilot (completed), Ongoing (second phase planned for 2021/22)

COMPLETION DATE

Ongoing – Pilot was built in November 2019

PROJECT PARTNERS

**Croydon Council
Art & Assembly
Croydon Council Placemaking Team**



© AHMM / Stanhope & Schroder

RUSKIN SQUARE OFFICE DEVELOPMENT – PLOTS B04 & B05

PROJECT ADDRESS

2 Ruskin Square, Croydon, CR0 2WF

PROJECT STATUS

On site

COMPLETION DATE

2023

PROJECT PARTNERS

**Stanhope Schroder
AHMM
MUF Architecture/Art with J&L Gibbons
DP9
Arup**

STATS

POPULATION PROJECTIONS 2021

360,003 

POPULATION PROJECTIONS 2050

424,682 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

21,570 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

1,138 

BOROUGH CONTACT

Lucy Taylor
Director of Economic growth and sustainability
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KEY FACTS

- Five new Elizabeth Line stations — making journeys to Ealing under ten minutes from the West End and Heathrow
- A young, energetic culturally diverse borough — with 17,000 + students, many linked to Imperial College London, and one of the UK's top 40 universities — the University of West London.
- Home to a large part of London's biggest industrial area, Park Royal, which supports around 1,700 businesses with 43,100 employees, across a range of sectors including food manufacturing, logistics, film and prop houses, and transport.

'Ealing is a borough rich in potential, talent and creativity, with the best connectivity in the UK. It's a place where people have always aspired to live and work and offers diverse, exciting town centres and green open spaces. Our focus now is on supporting our communities and businesses, expanding our genuinely affordable housebuilding programme and growing our green economy. We want to work with partners who share our vision and values and who want to invest in Ealing in the long-term. We have a brilliant record for partnership working and delivering on big ideas, so I urge you to come and talk to us about the opportunities we can offer you.'

Cllr Julian Bell, Leader of Ealing

OVERVIEW

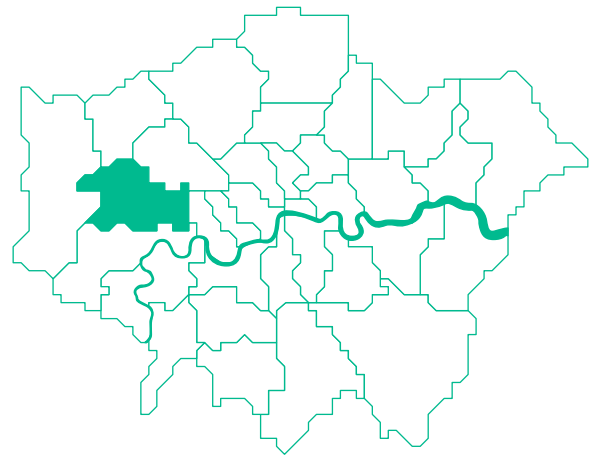
As one of London's biggest boroughs, Ealing is virtually its own city, with bustling, diverse town centres, creative industries, a rich cultural heritage and an abundance of green spaces. It has excellent transport links to the West End, City, Heathrow and Thames corridor. Its strategic location in London, large expanses of industrial land, well-educated workforce and strong student base, make Ealing the perfect place to open and grow a business; it's why Brompton Bikes, HBO and Ferrero are based here.

Ealing Council is committed to encouraging development of the best quality and mix in the right location. The council's private sector partnerships have brought new investment, amenities and improved public landscape in areas such as North Acton and Southall. These will benefit from Ealing's five new Crossrail stations, and the Old Oak Common terminal which will link to HS2.

Ealing offers an eclectic mix of popular chain and independent restaurants and bars plus museums, galleries, green spaces and good schools. Ealing has loyal communities which have helped create events including the Hanwell Hootie and summer festivals.

ECONOMIC DEVELOPMENT STRATEGY

- **Green recovery:** leading the way on a green recovery for west London by securing £4.8m from the government's Green Homes Grant, the largest allocation made, for deep retrofits and green job creation.
- **Employment:** mitigating job losses in the aviation sector by upskilling and reskilling residents to access growing sector jobs in green-tech and the creative and digital industries.
- **Recovery:** targeting economic recovery and renewal activity to the most disadvantaged areas and those suffering the greatest impact from covid-19, including an employment hub and job brokerage service for Southall.
- **Town Centres:** reimagining and repurposing town centres through a partnership approach with a newly set up Ealing High Streets Taskforce, and to enable greater access to digitalisation and innovation opportunities for local businesses.
- **Inward Investment:** prioritising a refreshed inward investment programme through the 'Ealing in London' brand to bring together key partners from across the construction, business and investment sectors.



MAP KEY

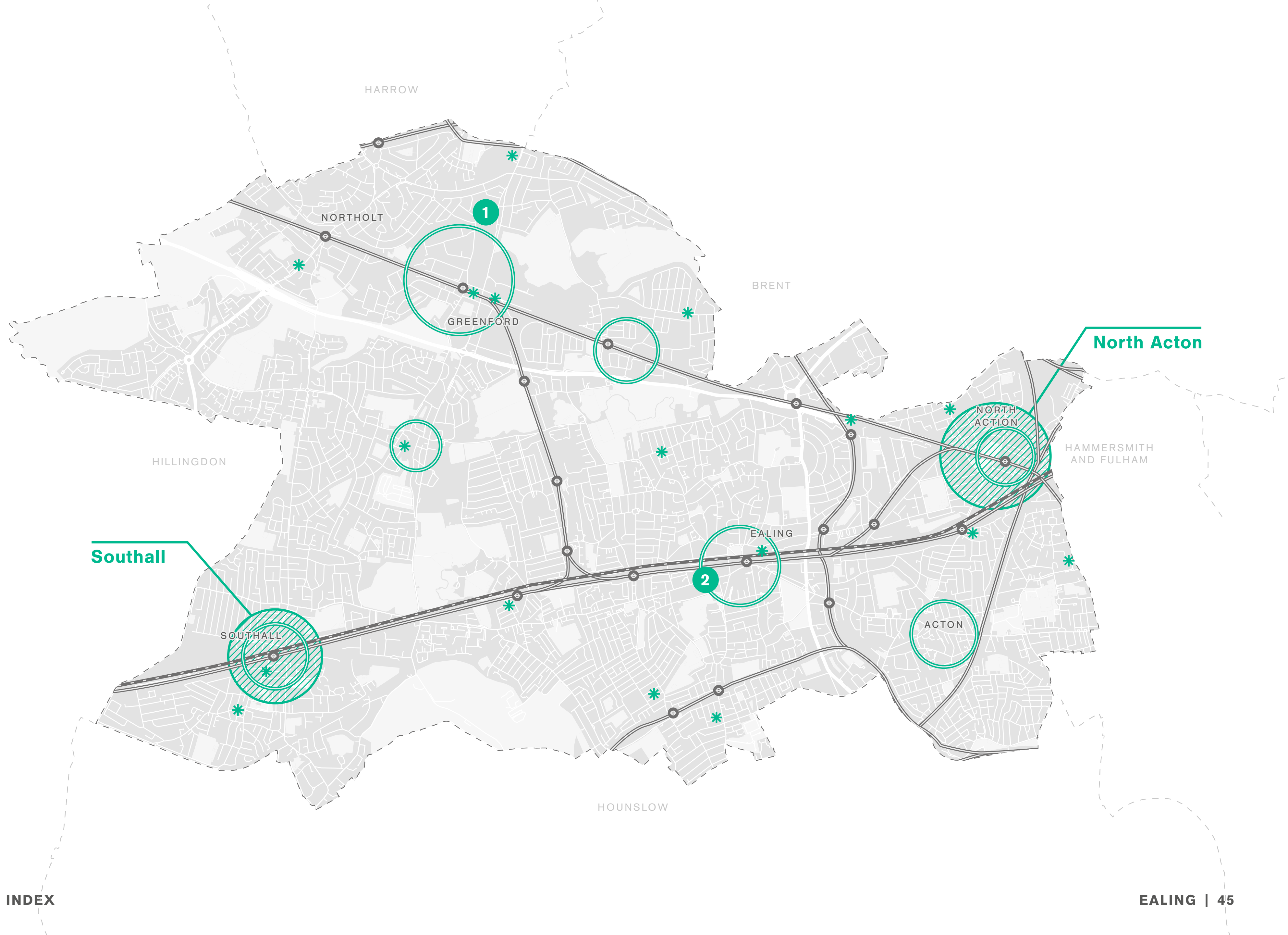
- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

- NORTH ACTON
- SOUTHALL

PROJECTS

- 1 GREENFORD QUAY
- 2 PERCEVAL HOUSE





NORTH ACTON

North Acton is the gateway to the Old Oak Common and the Park Royal Opportunity Area (OPDC), the UK's largest regeneration project bringing 65,000 new jobs and 25,500 new homes over the next 25 years. Ealing borough's commercial area of Park Royal houses more than 400 businesses. In recent years, there has been significant tall building development, for residential and student occupancy. The area has a significant student population given with its proximity to Imperial College London and The Collective, the UK's biggest co-living hub, is located adjacent to the canal. The area is well served by public transport from North Acton underground station and White City is a few minutes journey away. A new public square opened next to the station in 2020, further enhancing the area.



SOUTHALL

Southall is a vibrant, multi-cultural town centre famed for its high street of predominantly south Asian restaurants, retailers, jewellery shops and places of religious worship. In recent years, Ealing Council has made significant investment into streetscape and highway improvements. There is major investment in the area centred around the new Elizabeth Line station and further west to the new Green Quarter development with 3,750 new homes under development. Access to the area will improve significantly when the new Crossrail line opens with regular Elizabeth Line trains to Heathrow in eight minutes and the West End in just over 15 minutes.



GREENFORD QUAY

PROJECT ADDRESS

Tillermans Court, Grenan Square, Greenford UB6 0FT

PROJECT STATUS

First phase completed

COMPLETION DATE

2023

PROJECT PARTNERS

**Greystar
HTA**

OVERVIEW

A new waterfront development overlooking the Grand Union Canal in Greenford. It is the UK's first complete rental living neighbourhood.



PERCEVAL HOUSE

PROJECT ADDRESS

Uxbridge Rd, W5 2HL

PROJECT STATUS

Planning submitted

PROJECT PARTNERS

Ealing Council and Vistry Partnerships

OVERVIEW

A new civic centre frontage on Uxbridge Road, a modern customer services centre, library and to the rear around 470 residential units, 50 per cent will be affordable homes.

STATS

POPULATION PROJECTIONS 2021

338,667 

POPULATION PROJECTIONS 2050

391,687 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

12,460 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

571 

BOROUGH CONTACT

Bob Doyle
Head of Economic Development
bob.doyle@enfield.gov.uk

KEY FACTS

→ The blue and green assets have a crucial role to play in the borough's goal to hit net zero emissions within the next 20 years, with the aim of achieving a 25 per cent increase in blue-green infrastructure whilst protecting existing assets.

→ Enfield was ranked as the 14th most diverse borough in London, with 38.87 per cent of its population Black, Asian and Minority Ethnic. Overseas-born residents make up 39 per cent of the borough's population.

→ 35 per cent of the population are aged 20 to 44 years old, higher than the England average but significantly lower than the London average.

'The council has delivered a new agenda with energy and determination, working to deliver a lifetime of opportunities for all our residents. From launching the most ambitious council-led house building programme in the history of the borough, to securing investment for community initiatives to improve the lives of our residents, to bringing new businesses that provide high-skill jobs into Enfield and securing investment in our town centres, we have already achieved significant successes.'

Cllr Nesil Caliskan, Leader of Enfield

OVERVIEW

Enfield is the capital's most northern borough located in the heart of the strategically important UK Innovation Corridor. Enfield features transformative place shaping programmes that aim to maximise the rate of housing growth, increase the level of economic prosperity and deliver economic resilience that contributes to London's reputation as an international centre of business and tourism. Enfield is an urbanised centre with access to the 26-mile-long, 10,000-acre Lee Valley Park, as well as being the logistics and distribution hub of the capital.

Enfield has an important role to play in London's economic growth over the next 30 years and beyond. Meridian Water, one of the largest urban regeneration programmes in the country is a £6bn, 20-year project bringing 10,000 homes and 6,000 jobs. There are 13,275 businesses registered in Enfield with 93 per cent of these being small businesses employing 10 people or fewer. The boroughs proximity to the M25 provides road access to every major city and business centre in the UK and there are five international airports all within one hour by car.

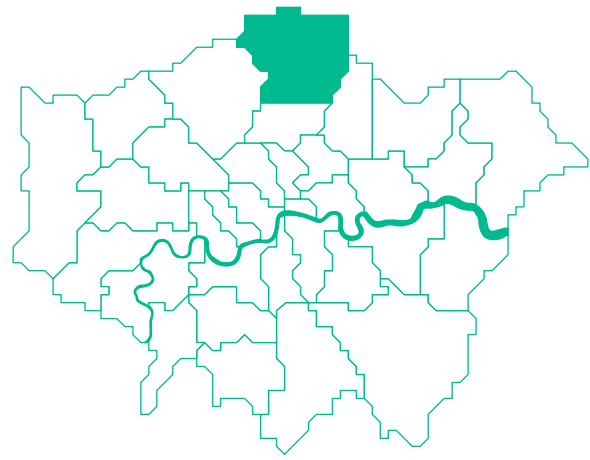
ECONOMIC DEVELOPMENT STRATEGY

→ **High-quality employment:** proactively working to bring more employers to Enfield to take advantage of the strategic location and skilled worked force. There is a strong focus on inward investment, diversifying to new and emerging sectors such as creative and cultural industries and e-commerce.

→ **Enhance skills and opportunities:** working to engage and understand the needs of Enfield's people, preparing them to succeed and connecting them to opportunities. The strategy is people centric, creating an 'economy that works for everyone'.

→ **Town centres:** taking an active role in place stewardship and exploring innovative and actionable projects with communities to develop town centres that are vibrant, safe and inclusive. Working to deliver initiatives and encourage investment that enable high streets and town centres to thrive and attract people to live, work and visit.

→ **Cultural offer:** the ability to make and export culture is an increasingly important economic driver for Enfield and the wider London economy. The council are working towards making Enfield a capital for culture in North London, taking advantage of unique characteristics. Looking at how opportunities to foster and celebrate culture can inform the wider decision making to create a strong visitor economy and make Enfield a destination of choice for people across London and beyond.



MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- STATIONS

DEVELOPMENT OPPORTUNITIES

- JOYCE AVENUE AND SNELL'S PARK
- MERIDIAN WATER

PROJECTS

- 1 ELECTRIC QUARTER REGENERATION SCHEME
- 2 GOOD GROWTH FUND – ANGEL EDMONTON





JOYCE AVENUE AND SNELL'S PARK, N18

The regeneration of Joyce and Snell's presents a unique opportunity to transform the lives of residents in Upper Edmonton. Comprehensive regeneration led by Enfield Council will transform an estate suffering from crime and antisocial behaviour into a welcoming place to live. Over a 15-year period, 800 homes will be replaced by approximately 2,600 homes with at least half affordable. There will be high quality new homes for all existing Council tenants and a variety of intermediate and private homes. The development will feature parks and a new square with community hub that will become the focal point of Upper Edmonton.

DEVELOPMENT COST:

£850m

PLANNING STATUS:

Pre-ballot and pre-planning

MERIDIAN WATER, N18

Meridian Water is a major, 20-year London regeneration programme led by Enfield Council, bringing 10,000 homes and 6,000 permanent, high quality jobs to Enfield, north London, next door to the Lee Valley Regional Park. Meridian One will see approximately 1,000 homes with associated commercial space built at Willoughby Lane, which will be delivered by our development partner Vistry Partnerships. These homes will be delivered around the new Meridian Water station. A development partner is also being progressed for Meridian Two at Leaside Road, which will deliver 250 affordable homes. meridianwater.co.uk

DEVELOPMENT COST:

£6billion



**ELECTRIC QUARTER
REGENERATION SCHEME**

PROJECT ADDRESS

**Ponders End High Street,
EN3**

PROJECT STATUS

**Phase A completed and
occupied and phase B
under construction**

COMPLETION DATE

2021

PROJECT PARTNERS

Lovell
LB Enfield
North London Muslim housing association ISHA

OVERVIEW

**A mixed-use housing and commercial development,
providing 167 homes, new library, nursery and
public realm.**



**GOOD GROWTH FUND –
ANGEL EDMONTON**

PROJECT ADDRESS

Fore Street, N18

PROJECT STATUS

In concept

COMPLETION DATE

Spring 2022

PROJECT PARTNERS

LBE
GLA
Jan Kattein Architects

OVERVIEW

**This multi-faceted place-making project has been
conceived in direct response to community engagement
and leverages publicly owned assets to build local
community capacity, improve health and well-being and
deliver high quality employment opportunities.**

STATS

POPULATION PROJECTIONS 2021

293,141 

POPULATION PROJECTIONS 2050

378,886 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

28,240 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

588 

BOROUGH CONTACT

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**Assistant Director for Business,
Economy and Skills**

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KEY FACTS

→ The longest continuous waterfront of any London borough; eight miles along the Thames taking in a World Heritage Site at Maritime Greenwich, the O2 Arena at Greenwich Peninsula, the Thames Barrier, Woolwich Royal Arsenal and Thamesmead in the east.

→ The third largest target for new homes in the capital over the next ten years and five of London's opportunity areas. This will result in more than 38,000 new homes and 21,000 extra jobs by 2028.

→ The Elizabeth line will allow residents to travel from Woolwich to Canary Wharf in just eight minutes, Liverpool Street in 14 minutes, Bond Street in 22 minutes and Heathrow in 47 minutes.

'Our hospitality and visitor economy have been hit hard by the pandemic; many residents have lost jobs and young people will feel the impact for years to come. The council is supporting businesses and residents to spearhead the borough's recovery. Over the summer, we launched the "It's Time" campaign to boost a safe return to local attractions, town centres, markets and cultural events. We're pressing ahead with flagship regeneration projects and I'm confident that the strong foundations we have established will continue to attract investment and business, create jobs and build a fairer, greener economy.'

Cllr Danny Thorpe, Leader of Greenwich

OVERVIEW

The Royal Borough of Greenwich is one of the most iconic places in Europe to live and work. Just minutes from central London, and renowned for its rich royal and maritime history, this dynamic and diverse area is undergoing rapid transformation as a result of some of the largest regeneration schemes in London and an ambitious agenda for growth.

Greenwich offers excellent connectivity, proximity to London markets, strong business networks, vibrant historic town centres and space for business to grow. The borough has a wealth of dynamic micro and small businesses across a broad range of sectors producing everything from fashion to specialist engineering. Over 21 million visitors to the borough every year add an estimated £1.6 billion to the economy. Four higher education institutions provide access to skills, talent and innovation expertise.

Our vision is to have a flourishing local economy that gives businesses and communities opportunities to grow in an inclusive and sustainable way. We are championing the shift to a green, low carbon and digital economy and using our locational strengths to attract high-growth, innovative businesses that will create good, skilled jobs vital for our economic recovery and future prosperity.

ECONOMIC DEVELOPMENT STRATEGY

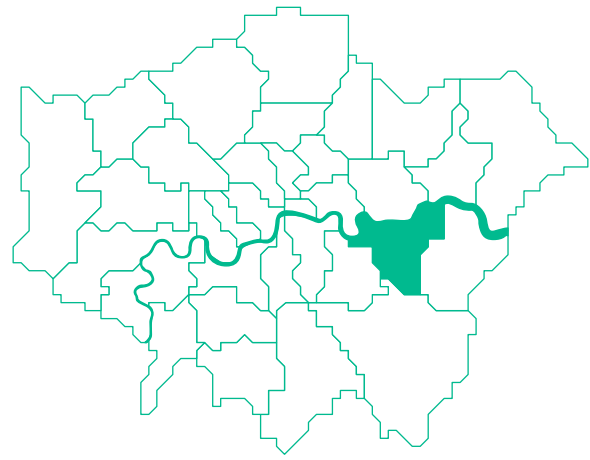
→ **Greening the Greenwich economy:** champion shift to a low carbon and green economy encouraging use of innovation and digital technology to make more efficient use of resources, produce sustainable materials and products.

→ **Prosperous businesses:** attract innovative high growth businesses in dynamic sectors, such as cultural and creative industries, technology and digital, advanced urban services, low carbon and environmental goods and services to increase productivity and provide more well-paid higher skilled jobs.








→ **Prosperous places:** support town centres to adapt and thrive as focal points for economic, social and cultural activity and jobs. Develop strong economic identities for regeneration areas such as Charlton Riverside, Thamesmead and Greenwich Peninsula with a balance of employment, workspace and housing.

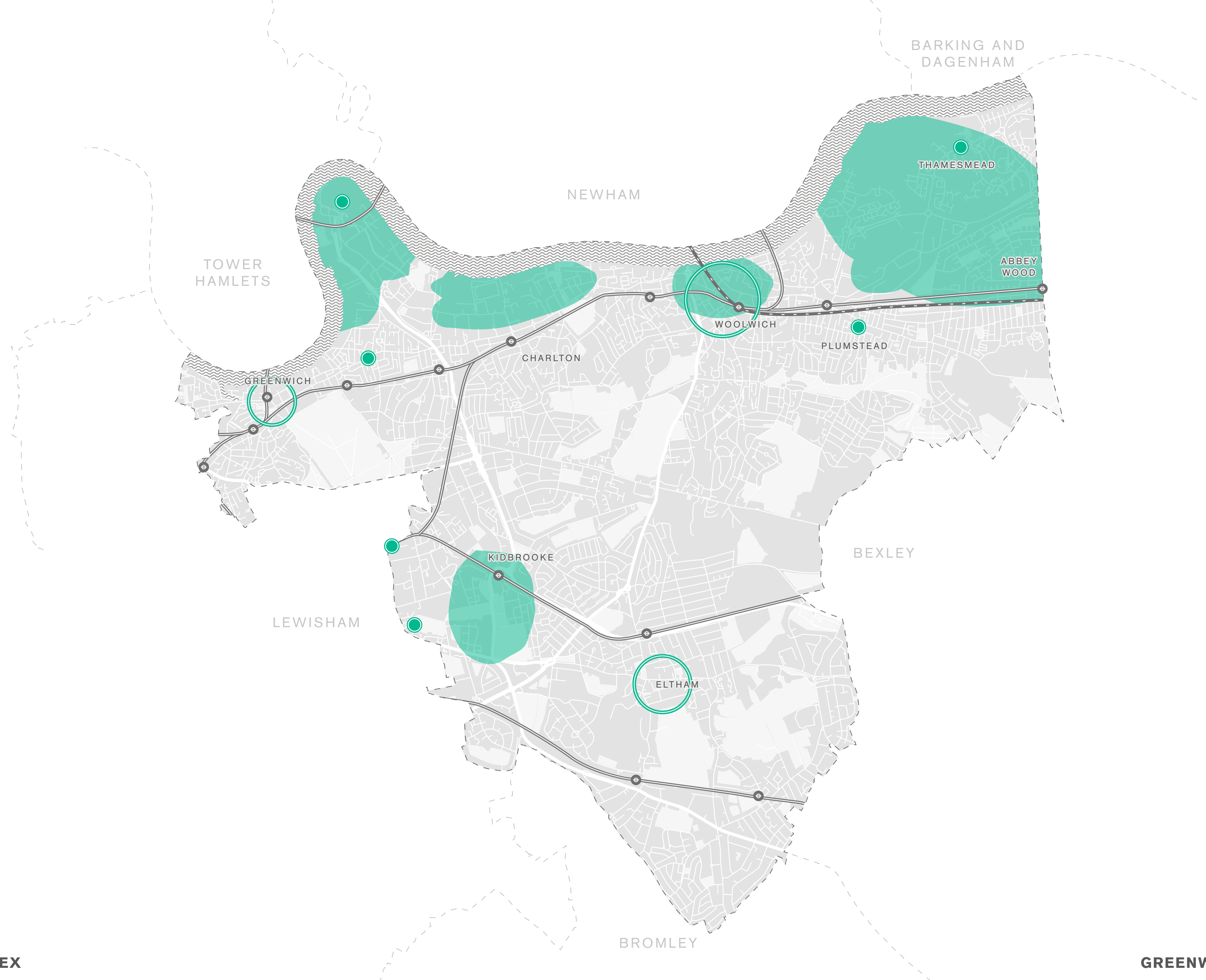
→ **Prosperous people:** develop world class skills and talent to meet the needs of business; adapt skills to changing job requirements, increase levels of employment and raise earnings in communities where people are poorer and more disadvantaged.

→ **Prosperous communities:** ensure wealth created is retained to benefit local communities, maximise impact from the public and social economy, use the council's assets and levers to support community wealth building.



MAP KEY

-  GROWTH AREAS
-  TOWN CENTRES
-  NEIGHBOURHOOD CENTRE
-  METROPOLITAN OPEN LAND / GREEN BELT
-  RAIL
-  CROSSRAIL
-  STATIONS



STATS

POPULATION PROJECTIONS 2021

283,647 

POPULATION PROJECTIONS 2050

339,481 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

13,280 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

949 

BOROUGH CONTACT

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KEY FACTS

→ Hackney has the fastest growth in employment and businesses in London, with 23 per cent growth in jobs since 2012, particularly in the creative and professional sectors.

→ Hackney borders the City of London, yet it is one of the greenest boroughs in London, with 58 parks, squares and gardens, 27 of which have Green Flag status.

→ Hackney is building thousands of new homes between 2018 and 2022, with the majority for genuinely affordable social rent and shared ownership.

'We know the challenges the coronavirus pandemic has posed to Hackney's local economy, which is why we must seize the opportunity to rebuild a fairer, more equal economy that benefits everyone in Hackney. As we emerge from this crisis, we will prioritise supporting our inclusive economy, investing in our infrastructure and ensuring a clear employment and skills offer is available to all. Hackney's diverse business community is the backbone of our economy so we will support them in becoming more sustainable and enhancing the growth potential and resilience of our local economy. We will invest in people and places to deliver social and economic outcomes across our borough.'

Philip Glanville, Mayor of Hackney

OVERVIEW

Hackney is a diverse borough with a world-class reputation for creative and cultural industries and tech innovation. Over the last 15 years, Hackney has experienced more rapid social and economic change than almost anywhere else in the UK.

Such change has created new opportunities for residents and businesses, but many have said they don't feel everyone is benefiting equally from these opportunities and they feel excluded from the prosperity that they see around them. Responding to this challenge is one of Hackney's priorities. There are opportunities to be grasped. Hackney will rebuild a fairer economy led by our social values that taps into the entrepreneurial energy that makes Hackney's economy a place of commerce that generates prosperity for people in our borough.

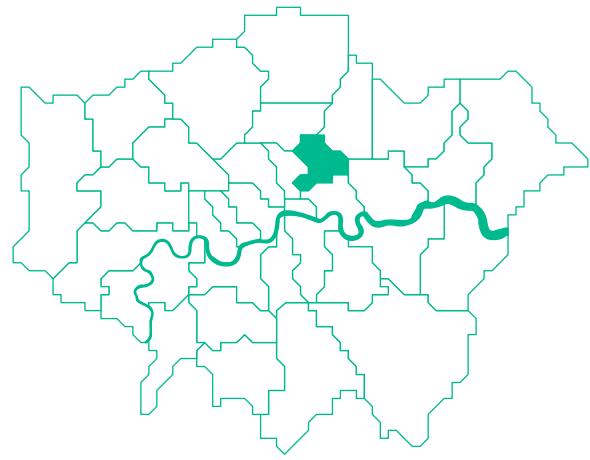
Last year, the council adopted an Inclusive Economy strategy that sets out how we will work with communities to shape local places, support local businesses and bring quality and fair employment opportunities to residents so that we can build a fairer, greener and more inclusive economy.

ECONOMIC DEVELOPMENT STRATEGY

→ **Inclusive and resilient places:** through area regeneration, we will develop a more balanced, sustainable economy with less inequalities between different neighbourhoods and better places for people; physically, economically, culturally and socially. In order to support local neighbourhoods and town centres, the right urban and community infrastructure must be in place that meets the needs of the local community and we will facilitate a greater connection to economic opportunities.

→ **Local business and social enterprise:** through supporting businesses and their place in Hackney's economy, from start-up to scale up, businesses become rooted in the borough by investing, prospering and supporting the council and communities to create an inclusive economy. By taking a cross-council approach, we are safeguarding existing affordable workspaces and promoting the delivery of a range of new affordable business workspaces so that businesses can continue to remain in Hackney.

→ **Supporting residents:** Hackney's Inclusive Economy strategy aims to increase and diversify the range of pathways into good quality employment, offering fair pay and ensuring these pathways are accessible to residents experiencing economic barriers and disadvantages. The council is taking the lead in being an active agent for the social and economic change set out in the strategy promoting an inclusive leadership culture and improving workforce diversity as well as raising working conditions and protecting workers rights in our own organisation and in our own supply chains.



MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- ⊖ STATIONS

DEVELOPMENT OPPORTUNITIES

- DALSTON
- HACKNEY CENTRAL

PROJECTS

- 1 WICK WORKSPACE
- 2 KINGS CRESCENT ESTATE





© Hackney Council

DALSTON, E8, N16

Dalston is one of two major town centres in Hackney. Its vibrant cultural and social diversity and thriving creative sector including the much-loved Ridley Road market, varied business community and cultural venues provide an exciting backdrop to a renewed focus on Dalston as an area of opportunity. The Dalston sites seek to deliver mixed use; retail, community, commercial and residential units across five sites. Total tenure composition is still to be established but studies from 2016 indicated that four of the sites within the scope of the study could deliver approximately 101 residential units and 35,000 sqft of commercial space. The London Borough of Hackney is preparing the Dalston Plan: the plan will create a framework for inclusive growth and economic resilience to ensure that the future opportunities in Dalston are realised in collaboration with the community.

DEVELOPMENT VALUE:
Circa £70m
 PLANNING STATUS:
Pre-planning
 COMPLETION:
2025+



© Hackney Council

HACKNEY CENTRAL, E5, E8

Hackney Central is the civic and cultural heart of Hackney. The council is progressing a coordinated series of projects and sites set out in the Hackney Central Masterplan to ensure that this role is strengthened with a renewed focus on the area a thriving commercial and residential neighbourhood complimented by a popular town centre and a range of cultural venues. The London Borough of Hackney is bringing forward sites in its ownership to lead the way by providing high quality new homes, workspaces and public spaces that will complement the town centre and bring new opportunities for our residents and businesses in the heart of the borough.

DEVELOPMENT VALUE:
Circa £200m
 PLANNING STATUS:
Pre-planning
 COMPLETION:
2025+



© Hackney Council

WICK WORKSPACE

PROJECT ADDRESS

1 Trowbridge Rd, Hackney Wick, London E9 5LD / The Old Baths, 80, Eastway, London E9 5JH

PROJECT STATUS

Partially complete

COMPLETION DATE

2021

PROJECT PARTNERS

- Studio Bark
- muf architecture/art
- Richard Brown/ Brown Urbanism
- Fabricspace
- Ridge and Partners
- Arcadis
- BAM FM
- Neilcott Construction

OVERVIEW

Affordable workspace tenants in The Old Baths



© Hackney Council

KINGS CRESCENT ESTATE

PROJECT ADDRESS

Kings Crescent, Hackney, London N4 2SY

PROJECT STATUS

Partially complete

COMPLETION DATE

2023

PROJECT PARTNERS

- Karakusevic Carson Architects
- Henley Halebrown
- muf architecture/art
- Higgins Construction
- Higgins Homes

HAMMERSMITH & FULHAM

STATS

POPULATION PROJECTIONS 2021

193,544 

POPULATION PROJECTIONS 2050

257,101 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

16,090 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

251 

KEY FACTS

→ 45 conservation areas covering almost half the borough

→ The council and residents have backed ambitious plans that would see the ailing A4 Hammersmith flyover demolished and replaced with a tunnel—reclaiming space above ground for new public realm and buildings

→ There are three Opportunity Areas in the borough: Earls Court and West Kensington, White City and Old Oak

OVERVIEW

This inner borough is home to three Opportunity Areas— at Earls Court, White City and Old Oak — which will between them see the creation of 22,000 new homes and 38,000 jobs. With plans for Earls Court and Old Oak remaining underway, the 110-hectare White City Opportunity Area is evolving quickly, with Westfield’s newly unveiled £1bn extension alongside Imperial College’s and Royal College of Art’s new hubs anchoring plans for 6,000 new homes. Accessibility in the north of the borough will improve with the arrival of HS2 and improved transport infrastructure surrounding the Old Oak Common site.

ECONOMIC DEVELOPMENT STRATEGY

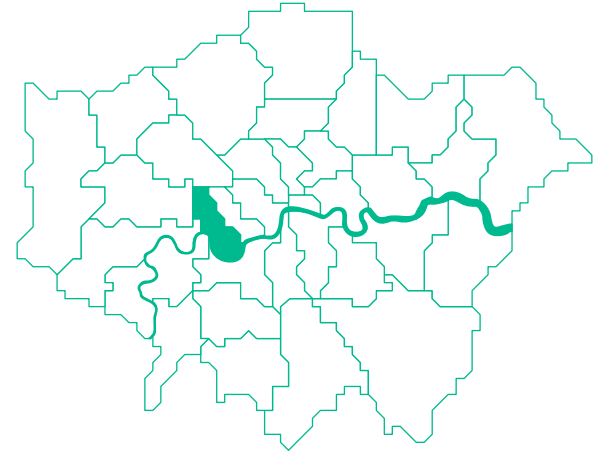
→ **Spin-out companies:** building on our Industrial Strategy and Enterprise Partnership, we’ll work with Imperial College to anchor at least 20 new spin-out companies in the borough by 2022.

→ **West Tech hub:** we’ll work to bring in new investment of large ‘anchor’ firms that will enable a vision of a West Tech hub.

→ **Jobs:** through the industrial strategy, we’ll create 2,000 jobs in technology, media and creative industries by 2022.

→ **Affordable office space:** we’ll deliver new affordable space through planning agreements with developers to support small businesses.

→ **Carers:** we’ll aim to help carers have financial security, care services which are there when they need them, an NHS which supports them, the ability to combine work and care if they choose to, and better information and advice to prepare and make choices about caring.



MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- STATIONS



STATS

POPULATION PROJECTIONS 2021

271,834 

POPULATION PROJECTIONS 2050

318,546 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

15,920 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

848 

BOROUGH CONTACT

Peter O'Brien

**Assistant Director Regeneration
and Economic Development**

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KEY FACTS

→ The borough is home to Alexandra Palace — the birthplace of television — Haringey's most famous landmark.

→ Tottenham Hotspur's state-of-the-art c.62,000-capacity stadium is open, attracting around 2.5 million visitors annually. It is the first UK stadium with a retractable pitch.

→ Tottenham Hale, the gateway to the Lee Valley Regional Park, London's largest green space, as well as direct connectivity to central London, Stansted Airport and Cambridge. Home to an existing passionate community as well as emerging as a location of choice for a growing population of creative and tech industries and is an area where there is a real opportunity to create 4,000 new homes and 5,000 jobs.

'We are proud of Haringey, our diversity, our heritage, our communities, and our local businesses. Put together they make Haringey a great place to live, work and enjoy life. Haringey Council is committed to tackling inequality and building a fairer borough. Our commitment is that when any part of Haringey is being redeveloped the residents in that area are an integral part of that neighbourhood's future. It's that simple.'

Cllr Joseph Ejiofor, Leader of Haringey

OVERVIEW

Haringey Council is committed to ensuring that any investment or improvements to the local area will be for the benefit of the whole community; bringing new homes including council homes, new jobs and new opportunities, creating inviting public spaces alongside thriving high streets and a robust economy — all to improve the lives of the existing residents as a priority.

The council places particular priority on investment in Tottenham and Wood Green. These are the areas where both the need and the opportunity are greatest, and the council is determined that these former thriving locations should once again reach their full potential and better serve their communities and London more widely. In both, the council has the opportunity to use council land and assets to provide good homes and good jobs, and to inspire the change and investment that the council want to see from others.

In response to the economic impact of Covid-19, Haringey Council has published a Good Economy Recovery Plan, a short-term guide which sets out a clear priority to support our high streets and town centres, our businesses and our residents, and to invest in our neighbourhoods and communities, extracting social value from every pound invested.

ECONOMIC DEVELOPMENT STRATEGY

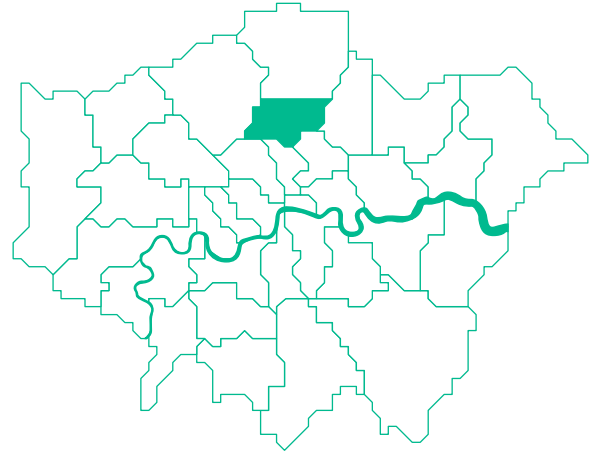
→ **Business growth, jobs and infrastructure:** we want to increase the number of skilled jobs in the borough — to create an innovation economy where working people can earn a good living by adding value to a product or service.

→ **Harnessing our talent:** we will work to increase the quantity and quality of choices available to all Haringey's young people, enabling our young residents to reach their full potential across the course of their life.

→ **Retail:** our high streets and town centres can drive employment and regeneration. With our Investment Framework for Wood Green, supported by the London LEP and commercial landowners, we will restore the area's status as a key destination for North East London.

→ **Education:** our priority is to make all our schools outstanding, ensuring our residents have the skills to compete in London's global economy. This will help our young people make the best of these growing opportunities where there are clear shortages in the labour market.

→ **Regeneration investment:** a substantial programme of regeneration investment in Tottenham and Wood Green will generate business and employment opportunities during the construction phase and once completed, providing entertainment, goods and services to the area's new residents.



MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- STATIONS

DEVELOPMENT OPPORTUNITIES

- TOTTENHAM HALE
- WOOD GREEN

PROJECTS

- 1 WELBOURNE CENTRE SITE
- 2 PENSTOCK TUNNEL





© Argent Related



TOTTENHAM HALE, N17

Tottenham Hale is seeing significant development investment, backed by Haringey Council and the GLA, including funding for its transport interchange and with future plans for Crossrail 2. In March 2019 Argent Related received planning consent from the London Borough of Haringey for its masterplan for the centre of Tottenham Hale. Next to the transport interchange, five plots of land are being brought together for development into more than 1,000 new homes across seven buildings; 15 new retail spaces; co-working and office space; and space for a new health centre serving 30,000 local people, all joined by three new public squares.

WOOD GREEN, N22

Wood Green will become North London's most prosperous and green town centre — a place where people can succeed and are proud to live and work, delivering over 6,000 new homes and 4,000 new jobs. It will combine outstanding and sustainable places for people to shop, socialise and create, with a wide and varied range of businesses. In Wood Green's Haringey Heartlands site — identified in the London Plan as an Intensification Area — plans for more than 1,700 new homes, a new open space and office and commercial space, is on site and starting to welcome new residents.



© Argent Related



WELBOURNE CENTRE SITE

PROJECT ADDRESS

Park View Road, Tottenham Hale, N17 9EU

PROJECT STATUS

In construction

COMPLETION DATE

Spring 2022

PROJECT PARTNERS

- LB Haringey**
- AR Related**
- Pollard Thomas Edward**
- United Living**
- NHS England**

OVERVIEW

Welbourne Centre, delivering 131 new council homes and new health centre for 30,000 patients.

PENSTOCK TUNNEL

PROJECT ADDRESS

From the junction of Coburg Road/Western Road to Newland Road, N22

PROJECT STATUS

June 2021

COMPLETION DATE

July 2022

PROJECT PARTNERS

- LB Haringey**
- We Made That**
- Studio Dekka**
- Emma Smith**

OVERVIEW

View of the re-designed eastern approach from Coburg Road/Western Road towards Penstock Tunnel.

STATS

POPULATION PROJECTIONS 2021

255,717 

POPULATION PROJECTIONS 2050

295,959 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

8,020 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

618 

BOROUGH CONTACT

Kirstan Shiels

**Interim Director of Regeneration
Programme**

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KEY FACTS

→ We are an enterprising borough — our self-employment is higher than London and Britain.

→ Professional, scientific & technical businesses — we have the highest concentration of these innovative businesses within Harrow.

→ Within outer London and at the national scale — construction sector is the second most prevalent in terms of numbers of businesses.

'As we look to recover from the challenges of 2020, the Harrow Strategic Development Partnership, with our preferred bidders Wates, gives us a once in a lifetime opportunity to make a real and lasting difference to the lives of our residents and boost the local economy.'

'Our ambitious plans will deliver affordable homes, create local jobs, new schools and Council HQ, and re-energise Wealdstone town centre. We're delighted to work with those who have already invested in Harrow.'

'To those looking for exciting opportunities come and work with us to help build a better Harrow for our residents and businesses.'

Cllr Graham Henson, Leader of Harrow

OVERVIEW

Harrow's Borough Plan provides a clear vision of our future. It focuses on Harrow as a diverse high-achieving place where everyone can feel at home: caring for each other and our environment. Our aspirations encapsulate our sense of community, including: everyone looks after each other, neighbourliness and cohesiveness, sense of belonging, caring for people and the area, and resilience.

We have developed clear Principles to underpin that vision, they are:

- Building homes and infrastructure
- Thriving economy
- Improving the environment and addressing climate change
- Sustaining quality education and training
- Celebrating communities and cohesion
- Maintaining low crime and community safety
- Addressing health and social inequality
- Addressing health and social care inequality

Digital infrastructure delivered in line with house building across the borough will underpin our ambitions for a thriving economy supporting business growth and job creation.

ECONOMIC DEVELOPMENT STRATEGY

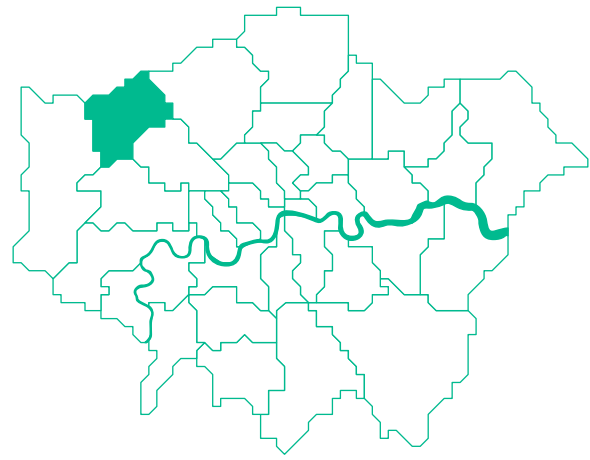
→ **Putting people first:** we want to achieve this through a focus on business growth and job creation, and skills and employment, helping our residents benefit from the jobs created. This will be delivered through accelerating our growth sectors.

→ **The Knowledge Economy:** Harrow is nationally in the top 10 per cent UK competitiveness, with 60 per cent of Harrow jobs in this sector.

→ **The Construction and Green Economy:** utilising our existing and future regeneration programmes to stimulate new homes, jobs and deliver a low carbon economy.

→ **Focus on Local Town Centres:** Harrow metropolitan town centres and our 9 district centres which are our commercial, community and employment hubs.

→ **Local Plan Review and Call for Sites:** the Local Plan review includes responding to the local housing, employment, town centre and infrastructure challenges. Call for sites will encourage landowners to come forward with sites they are interested in developing.



MAP KEY

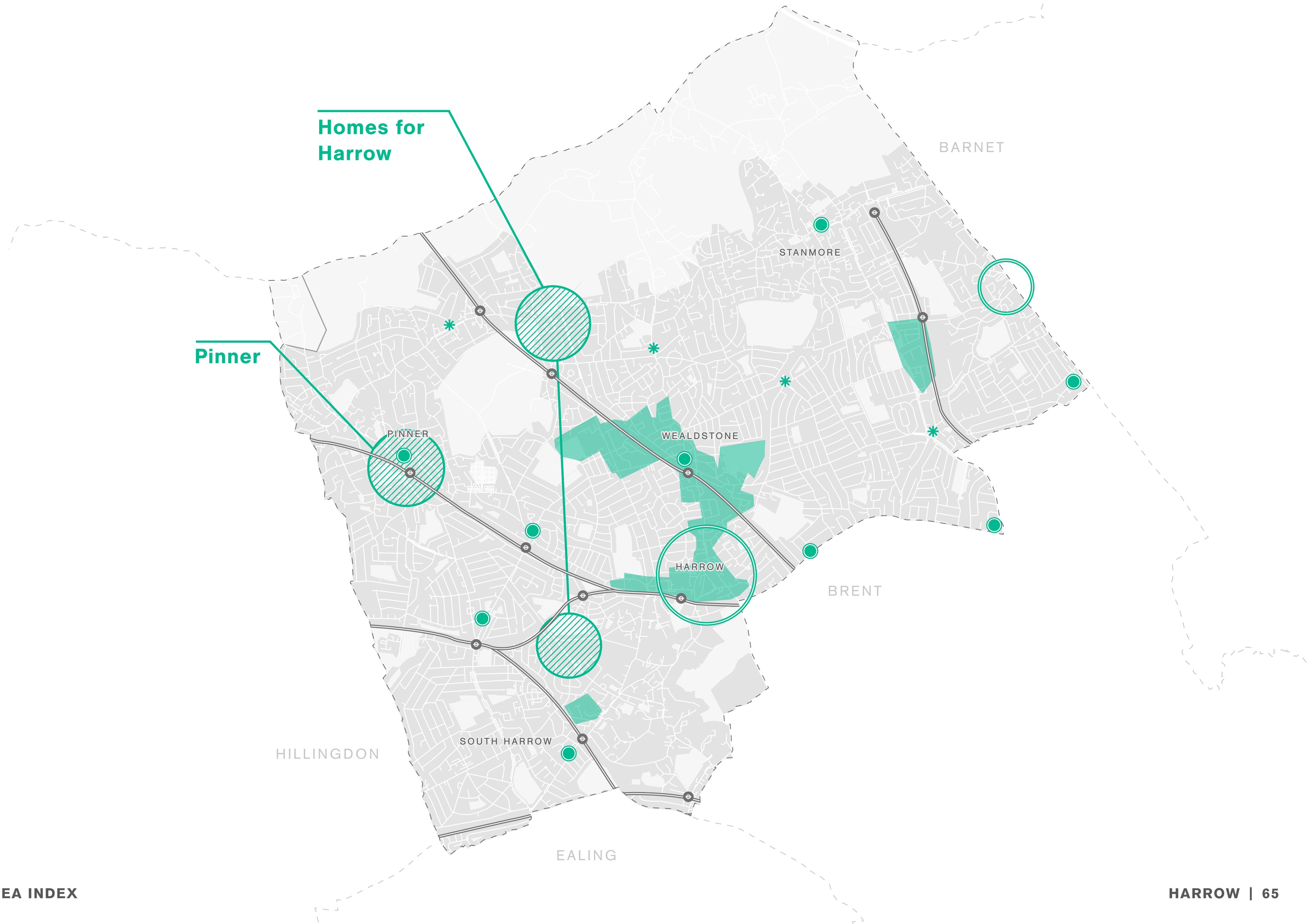
- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

- PINNER
- HOMES FOR HARROW

Homes for Harrow

Pinner





PINNER, HA5

Waxwell Lane was an underutilised council carpark which the council has sought to optimise to deliver 20 new homes, these consist of 16 homes for private sale, two shared ownership and two for affordable rent. The scheme includes 14 three-bedroom houses and six four-bedroom houses these include two specially designed wheelchair accessible homes. The main project objective was to respond to the local conservation area context and to increase the housing provision locally by creating a well-designed neighbourhood with community living and well-being at its heart.

COMPLETION DATE:

October 2021

DEVELOPMENT VALUE:

£9m



HOMES FOR HARROW PROGRAMME, HA1, HA2, HA3, HA5, HA7

Harrow Council have allocated a number of its key infill sites into a programme of works. The Building Council Homes for Londoners programme (BCHfL) have already completed 78 new homes and 44 are now on site. The next phase of the programme will deliver a further 98 homes with a variety of different archetypes on sites ranging in size from 2 – 30 units in size. These sites provide opportunities for local small or medium sized developers to deliver carbon neutral new developments using modern methods of construction where possible.

DEVELOPMENT VALUE:

£31m

PLANNING STATUS:

Feasibility Stages

STATS

POPULATION PROJECTIONS 2021

266,403 

POPULATION PROJECTIONS 2050

315,721 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

12,850 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

282 

BOROUGH CONTACT

businessdevelopment@havering.gov.uk

KEY FACTS

- Strategic location at the intersection of key East, West, North, South cross-river links, gateway to London from the East and to Europe from London.
- Among the highest levels of entrepreneurship in the UK
- Highest percentage of parks and open spaces, contributing to an excellent quality of life for those living, working and visiting the borough.

'Representing the very best of being both part of a global city and retaining an Essex spirit of independence and entrepreneurialism, Havering is a fantastic place to visit, live, work or do business. Easy access to the city and the wider South East via the M25, relatively affordable housing, and a wealth of green and open space has made Havering an attractive haven for businesses and residents. With our ambitious regeneration programme, as well as extensive support for local businesses and start-ups, Havering has the potential to see significant payoffs in terms of growth and local aspiration. By supporting businesses to locate and expand within the borough, and to make sure our residents are the first to benefit from such growth. Havering will lead the way in pursuing a prosperous future for businesses and residents, using innovative regeneration and development programmes to facilitate meaningful growth and an even brighter future.'

Cllr Damian White, Leader of Havering

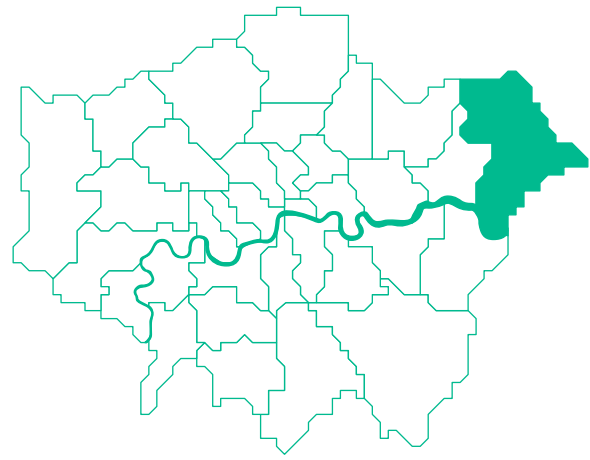
OVERVIEW

Havering is experiencing significant development pressure and there is a need to increase the supply of housing to meet the demands of the growing population. The emerging Havering Local Plan sets out how the London Plan New Homes target will be met and commits to the delivery of 17,551 new homes between 2016 and 2031 including over 6,000 new homes in the Romford Strategic Development Area and over 3,000 new homes in the Rainham and Beam Park Development Area.








The council is committed to ensuring that residents have access to high quality, affordable new homes. The emerging Local Plan requires 35 per cent of new homes to be affordable.

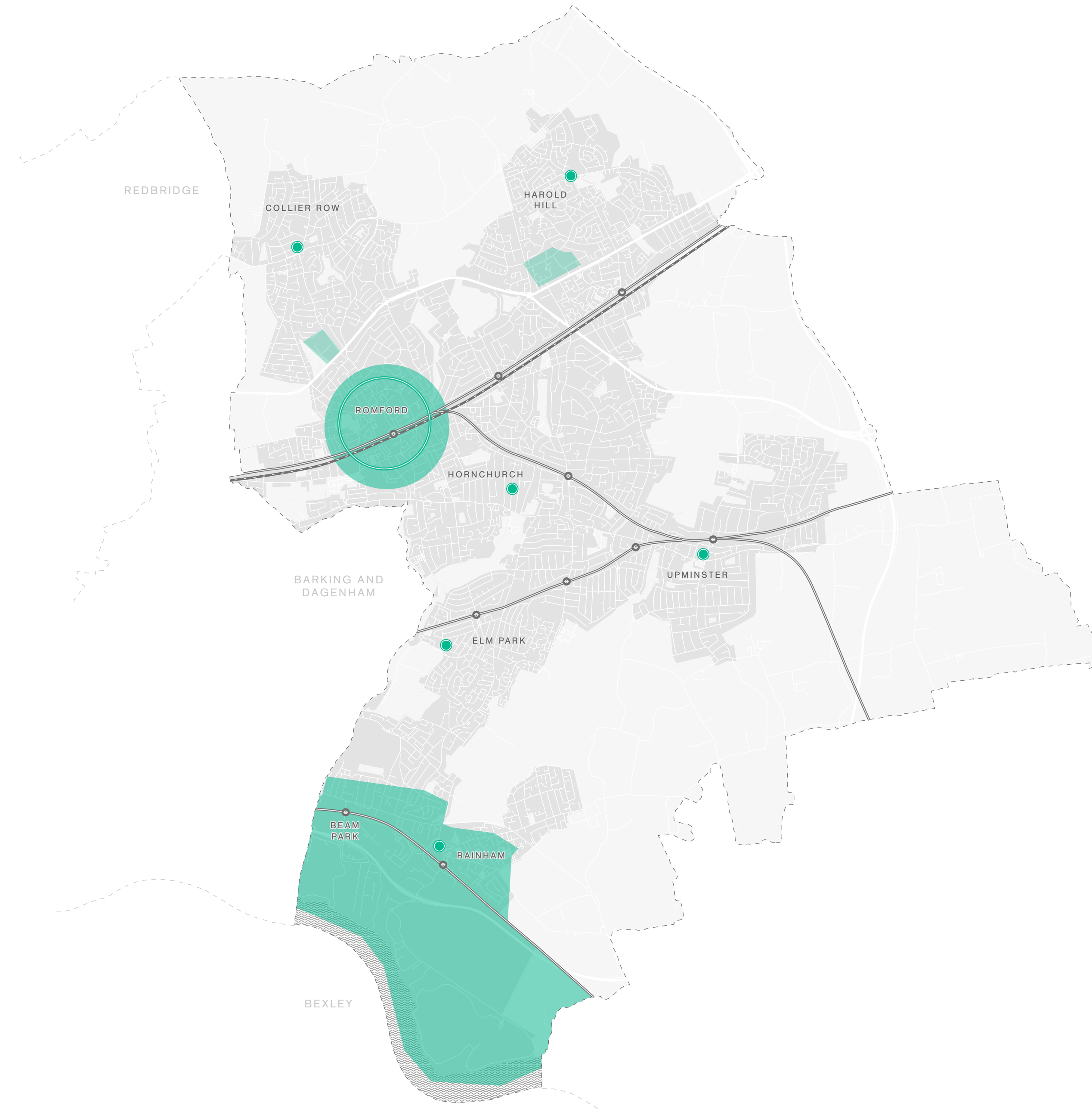
ECONOMIC DEVELOPMENT STRATEGY

- **Inclusive growth strategy:** economic development is not seen in isolation, but part of a broader Inclusive Growth Strategy brings together economy, place, skills, social value and community.
- **London innovation gateway:** project being established in Rainham serving the needs of the whole of London.
- **London's most welcoming borough:** at the intersection of key infrastructure networks North and South, London to Essex and sitting astride the internet fibre connection to the rest of Europe.
- **Business:** a natural home of entrepreneurship and among those at the top of the start-up league tables — Expedian Start Up Capital of Britain in 2015.
- **Good Growth:** making sure that growth is always 'good growth' delivering benefits for all of our communities and giving everyone the opportunity to engage and participate.



MAP KEY

-  GROWTH AREAS
-  TOWN CENTRES
-  NEIGHBOURHOOD CENTRE
-  METROPOLITAN OPEN LAND / GREEN BELT
-  RAIL
-  CROSSRAIL
-  STATIONS



STATS

POPULATION PROJECTIONS 2021

309,109 

POPULATION PROJECTIONS 2050

352,345 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

10,830 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

347 

BOROUGH CONTACT

Nigel Cramb
Partnership and Business
Engagement Manager
ncramb@hillingdon.gov.uk

KEY FACTS

→ The council has invested £154m to increase school provision.

→ During the coronavirus pandemic, the council launched a 'support your high street' campaign to help local business reopen safely, which included grant funding and a brand-new online business directory.

→ A £3m programme of public realm and shopfront improvements in local shopping parades is planned up to 2024, and significant Elizabeth line infrastructure projects in Hayes Town Centre and Yiewsley and West Drayton will be completed.

'We have a strong reputation for attracting major investment to the borough and are continuing to work with developers and businesses to revitalise Hillingdon and help to create new homes and jobs for local people. We also recognise the benefits that our town centre investment programme brings to the borough's high streets to ensure they are modern, attractive and pleasant places to live, work and visit.'

Cllr Ian Edwards, Leader of Hillingdon

OVERVIEW

Probably the best-connected borough in London, with Heathrow airport, excellent rail and road connectivity and the Elizabeth line still to come. Home to a host of large companies such as Coca Cola, British Airways and GSK, and thousands of small and medium sized businesses, Hillingdon has an ever-increasing logistics sector. And in the Central Research Laboratory in Hayes, Hillingdon has London's fastest growing collection of small businesses that are developing cutting edge hardware products — with work continuing on-site during the pandemic to produce bespoke Personal Protective Equipment. As well as having a thriving economy, the borough is simply a great place to live, with thriving town centres, 60 award-winning Green Flag parks and open spaces, miles of canals, lakes and rivers, and excellent leisure and community facilities.

ECONOMIC DEVELOPMENT STRATEGY

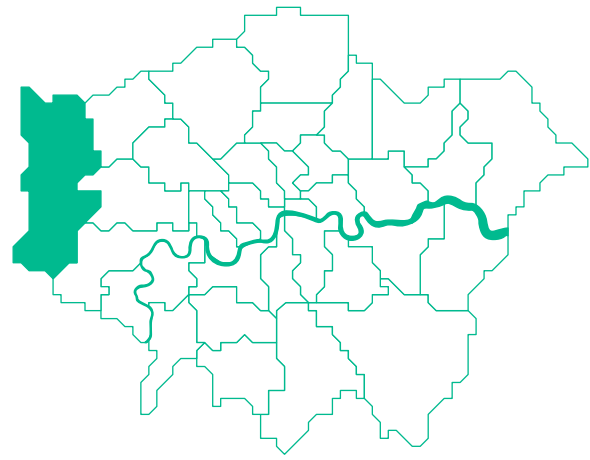
→ **Corporate finance:** strong financial management is key to ensuring that the council can maintain the services that our residents need, at the best value for money. Robust management of the council's finances, ensures that the council provides the most efficient services.

→ **Business improvement delivery:** as a council we are committed to putting residents first. Our business improvement delivery (BID) programme aims to deliver services that the residents, value and identify and improve the way we work.








→ **Technology, innovation and communications:** ensuring we provide excellent customer service through our contact centre, website, one stop shop and the services we deliver. It enables residents to get discounts in participating shops, reduced parking charges, free waste disposal and discounts at leisure centres.

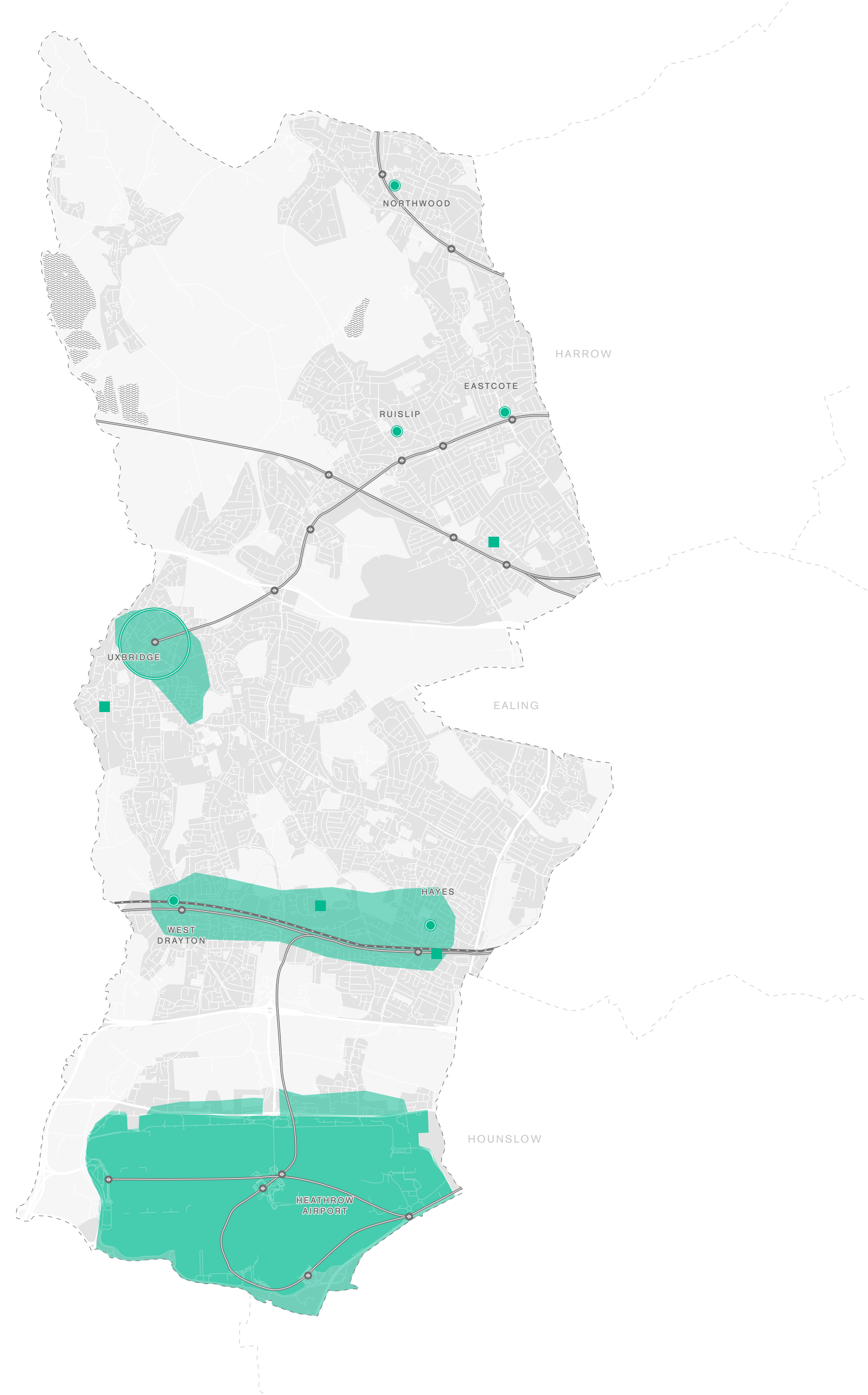
→ **Capital programme, and property:** to maximise the council's property and land assets and provide an overview of asset development being undertaken to council properties. It consists of projects to develop corporate and community sites, the housing development and schools programmes.

→ **Housing:** working closely with partners to deliver a range of affordable housing options.



MAP KEY

-  GROWTH AREAS
-  TOWN CENTRES
-  NEIGHBOURHOOD CENTRE
-  METROPOLITAN OPEN LAND / GREEN BELT
-  RAIL
-  CROSSRAIL
-  STATIONS



STATS

POPULATION PROJECTIONS 2021

283,778 

POPULATION PROJECTIONS 2050

332,006 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

17,820 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

741 

BOROUGH CONTACT

Sarah Scannell

Assistant Director,

Planning and Development

Sarah.scannell@hounslow.gov.uk

KEY FACTS

→ Hounslow's Housing Pledge — secure 5,000 affordable homes by 2022

→ 1,985 new homes secured since 2018

→ Hounslow contains 1,219 hectares of Green Belt and 777 hectares of Metropolitan Open Land

'Our Recovery Plan — One Hounslow, Forward Together — builds on the borough's incredible community spirit, particularly proven throughout a year we all know has been unlike any other for our residents, businesses and communities. Taking on the Plan's outcomes, the Economic Recovery & Regeneration Plan strives to drive a fairer, greener, stronger, more resilient borough.'

Hounslow like other London borough's is facing some incredibly unprecedented times, the biggest challenge of our generation, these plans are ambitious but achievable as founded in our Local Plan and two new Local Plan Reviews. I'm proud of the work of this council, our residents and communities, and we're committed to build on a better future, one that is inclusive, sustainable and meets the needs of local people.'

Cllr Steve Curran, Leader of Hounslow

OVERVIEW

This is an important moment for Hounslow and its economy. In response to the devastating effects of Coronavirus, our ambition is to implement a resilient, green and inclusive recovery that allows Hounslow's residents, businesses and places to thrive, supported by a proactive council.

Hounslow is proud of its economic track record. Our strong business base, global HQ functions, innovative start-ups, transport infrastructure, key growth sectors, ongoing housing development programme, and hardworking, skilled residents will continue to drive economic performance. Pre-Coronavirus Hounslow was the second fastest growing economy in London with GVA of over £13bn annually.

Hounslow's key sectors of aviation and transport, retail and hospitality are amongst those the hardest hit. Thousands of freelancers, micro and small businesses particularly adversely affected. "A Borough Plan for Recovery: One Hounslow, Forward Together" sets out strong interventions we will undertake. The new Local Plan reviews for Great West Corridor (GWC), West of Borough (WoB) and Site Allocations will transform these Opportunity Areas and deliver 7,500 new homes and 17,600 new jobs in GWC.

ECONOMIC DEVELOPMENT STRATEGY

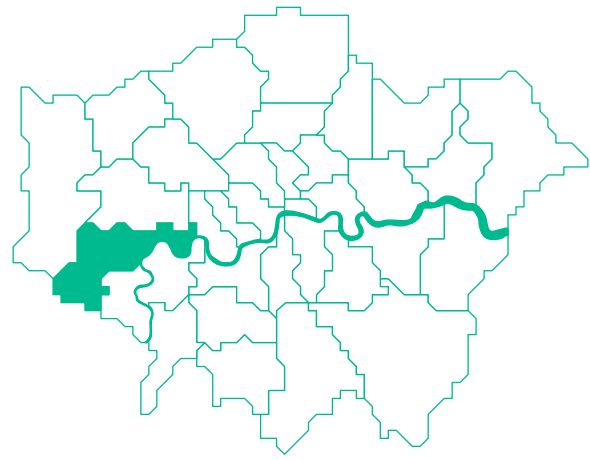
→ **Jobs, education and training:** local people from all parts of the borough can access good quality, well paid jobs and the education and training to help them progress. Our most vulnerable residents are intensively supported.

→ **Resilient and fairer economic regrowth:** economic regrowth makes the borough more resilient and fairer with a focus on higher value jobs and professions for local people, growth in the green economy and support for local businesses.

→ **Distinctive and diversified high streets and centres:** a re-imagined network of distinctive and diversified high streets and centres, well connected, accessible and welcoming which support regeneration, wellbeing and social cohesion, enhanced by high quality green and digital infrastructure — enhancing our borough's distinctive heritage.

→ **Sustainable developments and business spaces:** new homes and business space, particularly affordable housing, are nurtured and accelerated, in sustainable developments with excellent design quality.

→ **Economic recovery and growth:** council investments support both the economic recovery and regeneration of the borough and the improved financial resilience of the community, while protecting the council's financial position. Combined with fundamental commitments to outcomes that enable a green recovery that works towards the ambition of our Climate Emergency Action Plan. And a recovery that ensures all communities benefit and no one is left behind.



MAP KEY

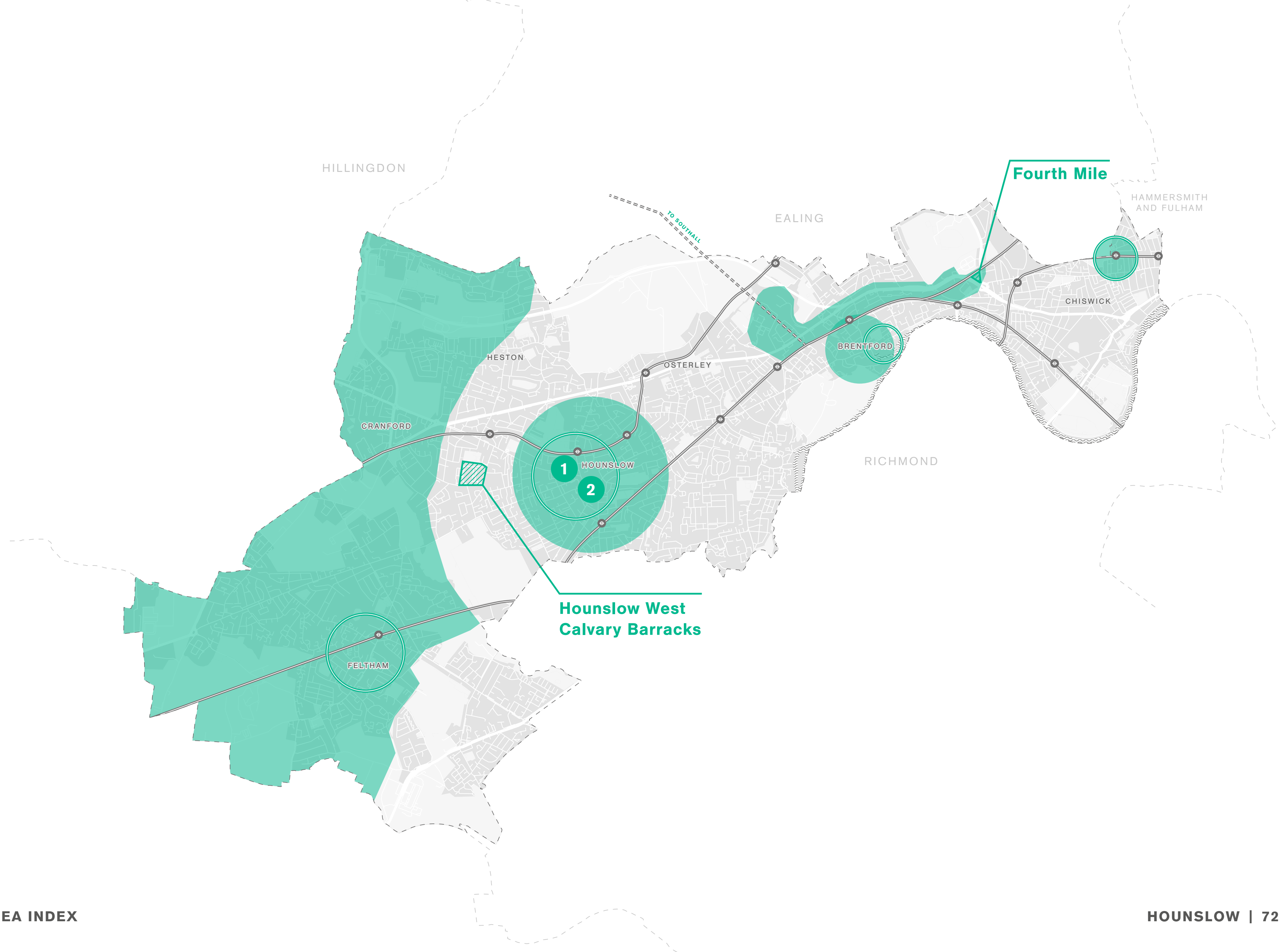
- GROWTH AREAS
- TOWN CENTRES
- NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- STATIONS

DEVELOPMENT OPPORTUNITIES

- HOUNSLOW WEST CAVALRY BARRACKS
- FOURTH MILE

PROJECTS

- 1 HOUNSLOW HOUSE
- 2 HIGH STREET QUARTER, HOUNSLOW





HOUNSLOW WEST CAVALRY BARRACKS

The entire 14.85 hectare site is allocated for a major mixed-use development including 1,000 homes, via a development brief adopted by the London Borough of Hounslow Cavalry Barracks Planning Brief. The future redevelopment of this site presents a significant opportunity to deliver new private and affordable housing, community facilities, employment space and importantly, the protection and enhancement of the listed buildings and historic environment.

PROJECT OWNER:
Ministry of Defence
DEVELOPMENT COST:
£600m
PLANNING STATUS:
In application



FOURTH MILE

Plans have been submitted for a new mixed-use development, just off the Chiswick flyover in London. Proposals include a technology cluster, designed to house 15-25 tech companies; three residential blocks with a total of 258 apartments (47 per cent of which to be affordable), retail and leisure offers. A site of approximately 1.6 hectares in size, it was once home to the Hudson Motor Company and played a key role in the industrial formation of the Great West Road, with purpose-built premises for the company established on the site in 1926.

PROJECT OWNER:
Reef Group
PLANNING STATUS:
In application



HOUNSLOW HOUSE

PROJECT ADDRESS

**7 Bath Road Hounslow
Middlesex TW3 3EB**

PROJECT STATUS

Completed

COMPLETION DATE

May 2019

PROJECT PARTNERS

**LB Hounslow
Sheppard Robson
Bouygues Construction**



HIGH STREET QUARTER

PROJECT ADDRESS

**High Street, Hounslow,
TW3 1HL**

PROJECT STATUS

In construction

COMPLETION DATE

Summer 2021

PROJECT PARTNERS

**Wilson Bowden & Barratt
tp bennett**

STATS

POPULATION PROJECTIONS 2021

236,224 

POPULATION PROJECTIONS 2050

267,919 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

7,750 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

465 

KEY FACTS

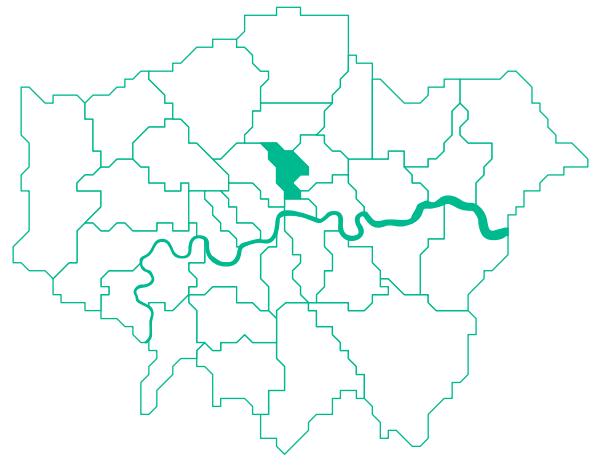
- Highest population density of any London borough (158.4 people per hectare compared to a London average of 56.6).
- One of the Elizabeth line stations at Farringdon.
- Islington had the biggest reduction in housing targets by the Mayor's Draft London Plan — down 39 per cent.

OVERVIEW








Islington comprises a range of inner London typologies, from the City fringe / Tech City in the south to the bustling Holloway Road in the north. With the highest residential density in the capital, future development opportunities lie within the intensification of existing areas such as Archway, Highbury Corner and Holloway Road.

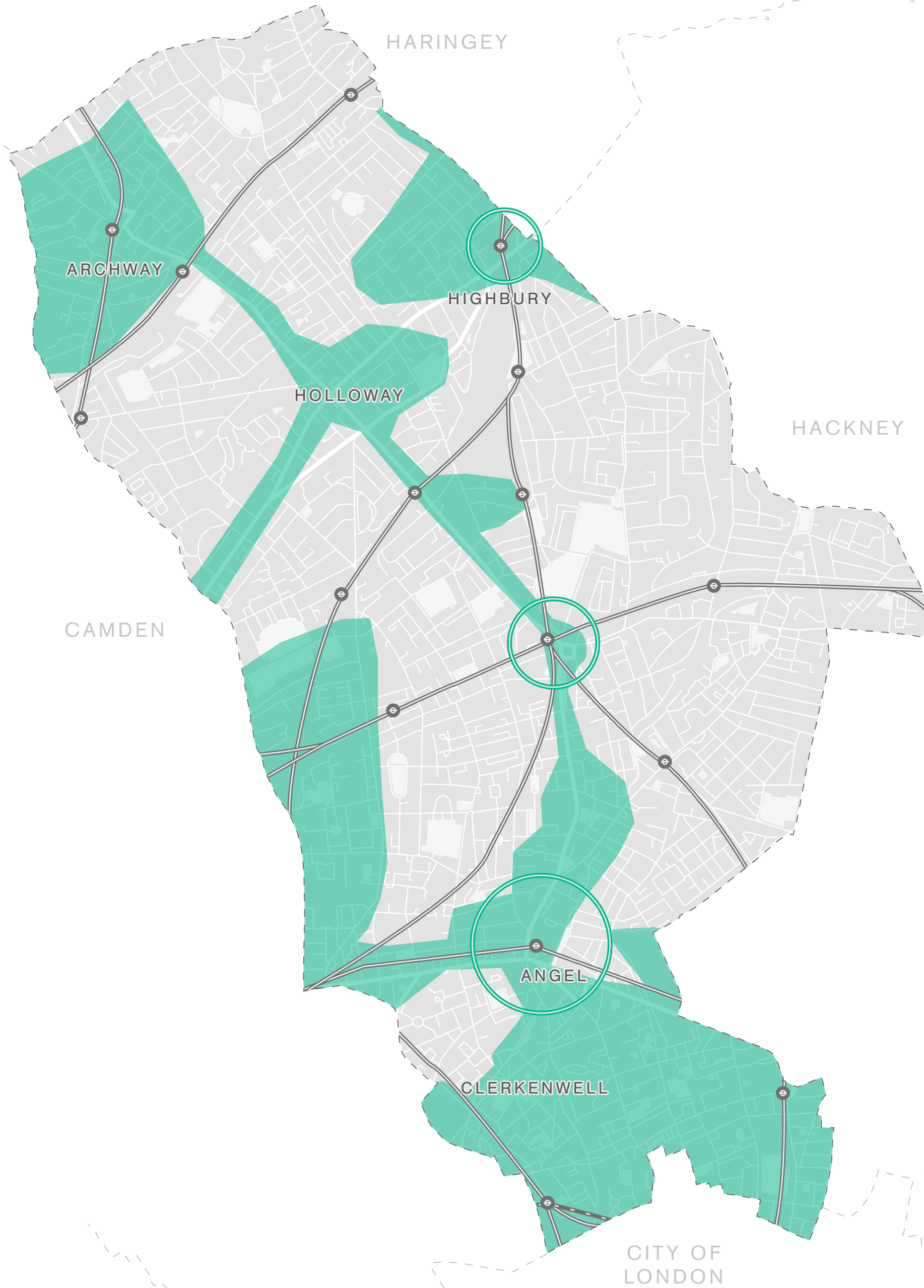
ECONOMIC DEVELOPMENT STRATEGY

- **Housing:** we are investing £60m towards building new council homes to help deliver Islington's target of 550 new council homes by 2022, and an extra £280,000 to prevent homelessness and stop vulnerable households from becoming homeless — due to complex issues like mental or physical health problems.
- **Young citizens:** despite having to make savings of almost £250 million since 2010, all libraries, children's centres and youth hubs are protected, as are free school meals for all nursery and primary school pupils, which save families around £400 a year.
- **Environment:** we aim to achieve our ambition of becoming a net zero carbon borough by 2030, by increasing the proportion of electric and hybrid vehicles in our fleet, and by encouraging residents and businesses to play their part and carry on implementing changes wherever possible.
- **Employment:** we are investing an extra £250,000 to create a new team of community-based outreach workers to provide vocational and employability support to vulnerable young adults, to develop their skills and get them into work.
- **Safety:** we are planning on spending £239,000 on creating a rapid-response team of officers, in an effort to speed up the response process to complaints made by phone and online, in order to eliminate anti-social behaviour and make Islington a safer borough to work, live and visit.



MAP KEY

-  GROWTH AREAS
-  TOWN CENTRES
-  NEIGHBOURHOOD CENTRE
-  METROPOLITAN OPEN LAND / GREEN BELT
-  RAIL
-  CROSSRAIL
-  STATIONS



KENSINGTON AND CHELSEA

STATS

POPULATION PROJECTIONS 2021

153,487 

POPULATION PROJECTIONS 2050

170,642 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

4,480 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

336 

KEY FACTS

→ Alongside the highest property prices in the country — £4.6 million median price paid for homes (2019) parts of the north and south-west of the borough are amongst the most deprived areas in England.

→ The borough's iconic shopping centres, galleries, markets, museums, palaces and parks attract an average of over 55,000 visitors each day. 11.7 million people visited the South Kensington museums in 2019.

→ There are 15,000 businesses and 136,000 jobs in the borough.

'London faces real challenges, and it is vital that councils step up and support communities and local economies. We want support from national and regional government to help us build back better after the Covid-19 pandemic, and throughout we will be focused on protecting lives and protecting livelihoods.'

Cllr Elizabeth Campbell, Leader of Kensington and Chelsea

OVERVIEW

Kensington and Chelsea is a unique central London borough with many economic strengths: a strong visitor economy with world class institutions, cultural attractions and museums, a retail and hospitality offer, as well as strong creative and cultural industries. This strength must be seen in contrast to the real and debilitating deprivation which also occurs across the borough. As a central London borough which benefits the income generated by many visitors, we have been hit particularly hard by the Covid-19 pandemic. We need to work alongside our partners if the borough's strengths are to be sustained and are to be translated into opportunities for all residents.

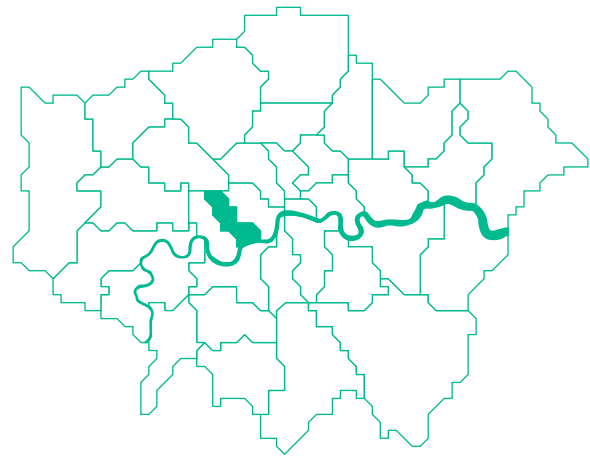
Our vision for the future of the borough has three main strands; we will narrow the inequality which exists and ensure we provide truly affordable homes, employment opportunities and social facilities needed by all our residents; we will put green issues and the environment at the heart of all new development; we will build upon the borough's rich cultural heritage, ensuring new development is to the highest quality and support our globally recognised town centres, shops, theatres, museums, events, festivals and markets.

ECONOMIC DEVELOPMENT STRATEGY

→ **Employment and Skills:** we will help our residents progress in employment to allow them to move into and progress through work. There is a particular emphasis on helping the long-term unemployed back into work and in supporting children and young people gain the skills that they need. We will lead through example as an employer, commissioner and procurer of services.

→ **Business and enterprise:** we will help businesses to try to ensure that the borough remains a competitive location. We will help local entrepreneurs in starting, establishing and developing their businesses, will invest in local priorities and will take a coordinated approach across the council to try to support our town centres.

→ **Planning and investment:** we will use the planning system to try to support our key economic strengths. We will seek to provide the diverse mix of premises needed to allow our business sector to thrive. We will take a holistic approach to allow our town centres to remain the vital places that they should be. We will maximise the positive benefits of development to support good growth.



MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- ⊖ STATIONS

DEVELOPMENT OPPORTUNITIES

- KENSAL CANALSIDE OPPORTUNITY AREA
- EARL'S COURT AND WEST KENSINGTON OPPORTUNITY AREA





© Eleanor Selby



KENSAL CANALSIDE OPPORTUNITY AREA, W10 5AA

Kensal Canalside is the largest brownfield site within the Royal Borough of Kensington and Chelsea. There is an opportunity to transform this area into a high quality, well connected, attractive and sustainable Canalside neighbourhood for people to live work and visit. The neighbourhood will bring with it a minimum of 3,500 new homes and 10,000 sqm of office space providing new jobs and opportunities. Working with residents, businesses and the landowners we have developed this document to provide guidance on the future development of the site.

PLANNING STATUS:
[Draft SPD out for consultation early 2021](#)

EARL'S COURT AND WEST KENSINGTON OPPORTUNITY AREA, SW5 9TG

A vibrant new urban village strengthening the existing Earl's Court Road District Centre with a new cultural offer continuing Earl's Court reputation as a lively cultural destination. A minimum of 900 new homes, 10,000 sqm of new office space, a new cultural facility and supporting community infrastructure is envisaged including hotel, retail and leisure uses.

PLANNING STATUS:
[New masterplan and site allocation in the new Local Plan on track for adoption in 2023](#)

KINGSTON UPON THAMES

STATS

POPULATION PROJECTIONS 2021

177,502 


POPULATION PROJECTIONS 2050

218,061 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

9,640 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

713 

BOROUGH CONTACT

Kevin Munnelly

**Corporate Head of Regeneration
and Economy**

kevin.munnelly@kingston.gov.uk

KEY FACTS

→ A superb educational offer with outstanding secondary schools and the highly regarded South Thames College and Kingston University, with a combined student population of over 25,000. Borough residents are highly skilled, with 41.4 per cent holding a Level 4 qualification or above.

→ Kingston Town Centre has a vibrant cultural, heritage and retail offer, home to many listed buildings, the Market Square and famous medieval Coronation Stone. It is home to the Rose Theatre, a dynamic local arts scene, and the annual International Youth Arts Festival.

→ Sought after employment location with a rich variety of businesses. The council has announced an ambitious development programme for key strategic sites which will offer further opportunities for growth.

'The Kingston Economic Recovery Taskforce was created in July 2020 to facilitate the borough's economic recovery with the aim of enabling our residents to become more resilient and our businesses to become more productive and sustainable. The end goal is a fairer and greener local economy.'

Councillor Caroline Kerr, Leader of Kingston

OVERVIEW

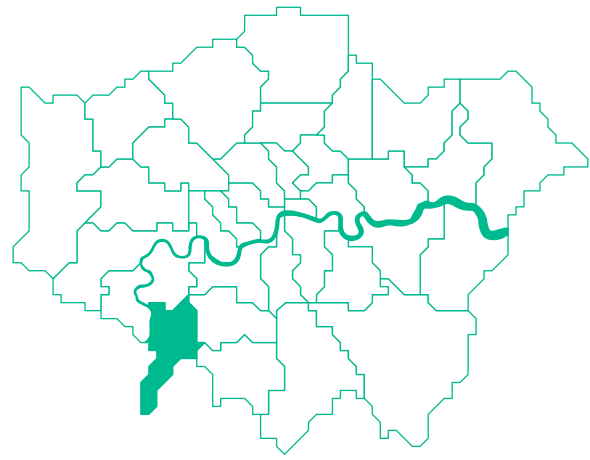
Kingston is a desirable place to live and work in, with a rich and diverse offering of culture, arts, heritage, and open spaces. It has high performing retail facilities and educational institutions as well as impressive employment opportunities. The Council is working proactively with its community and stakeholders to ensure a collaborative approach is taken to address its future. With its partners, it has established the Kingston Economic Recovery Task Force as part of the response to the adverse impact of the COVID-19 pandemic. The Borough is also working to become carbon neutral by 2038. Kingston's emerging Local Plan will set the framework for future development and will help to support and shape the borough's ability to sustainably accommodate housing and employment targets. The complementary Kingston Town Centre Vision will provide a 15 year regeneration framework to.

ECONOMIC DEVELOPMENT STRATEGY

→ **Innovation in Partnership:** the COVID-19 crisis has illuminated even more than before the importance of strong local partnerships. The successful launch in July 2020 of the Kingston Recovery Task Force has brought together all the borough's key public and private sector partners, to provide a close, coordinated response across different agencies and organisations. Key work streams that have progressed include: data gathering & analysis; skills, employment & apprenticeships; digital inclusion & access; place, promotion & investment; and green economic recovery.

→ **Achieve sustained business recovery:** development of business recovery support and skills and employment programmes. Initiatives include; Workmatch and KickStart employment schemes and a range of business support projects including the launch of a £3.5m Business Hardship and Innovation Fund.

→ **Strategic Place Promotion:** working with our partners to ensure the effective attraction of inward investment and new businesses, such as the new Headquarter campuses for both Unilever and Lidl, whilst also working to retain existing businesses and local talent.



MAP KEY

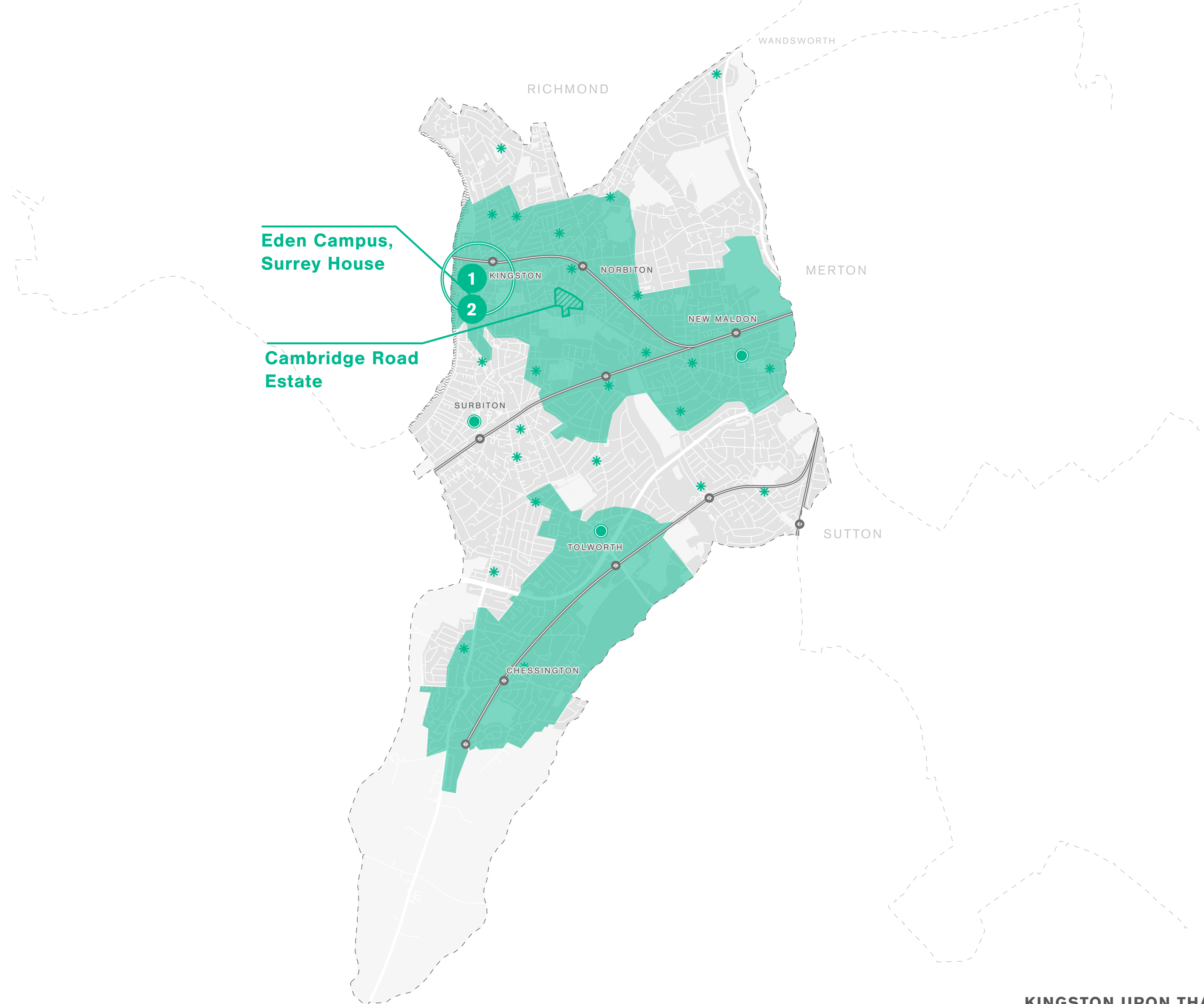
- GROWTH AREAS
- TOWN CENTRES
- NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- STATIONS

DEVELOPMENT OPPORTUNITIES

- CAMBRIDGE ROAD ESTATE
- EDEN CAMPUS, SURREY HOUSE

PROJECTS

- 1 THE ROYAL EXCHANGE
- 2 KINGSTON UNIVERSITY TOWN HOUSE BUILDING





© Patel Taylor

CAMBRIDGE ROAD ESTATE, KT1

The Cambridge Road Estate (CRE) regeneration will be delivered through the CRE (RBK) LLP joint venture between the council and Countryside Properties. An outline planning application for 2170 homes, including 767 social rented homes and 100 shared equity/shared ownership homes aimed at existing owner occupiers on the estate was submitted in December 2020. In addition, the project will include new opportunities for employment, training, health and well-being for residents as well as economic opportunities for local businesses. The detailed application has been submitted for Phase 1 which will consist of 452 residential units, a new Community Hub, and commercial uses.

PROJECT OWNER:
The CRE (RBK) LLP (Kingston Council and Countryside Properties)
 DEVELOPMENT VALUE:
£800m
 PLANNING STATUS:
Outline planning application and detail Phase 1 application has been submitted in December 2020



© Darling Associates Architects

EDEN CAMPUS, SURREY HOUSE, KT1 1ER

The proposed redevelopment of the Eden Campus will deliver a new European Headquarter campus for Unilever. The scheme will provide 25,000 sqm of office floorspace and 156 new homes, and will be home to over 2000 highly skilled marketing, sales and product development professionals. The scheme will generate over 260 construction jobs, contribute over £3m directly into the local economy and, through the Employment & Skills Plan obligation package, provide a range of training and employment opportunities for borough residents. Supply chain opportunities for local businesses will also be presented.

PROJECT OWNER:
Cube Real Estate
 DEVELOPMENT VALUE:
GDV £230m
 PLANNING STATUS:
Two Planning applications submitted on 05/10/20. Full planning application for erection of 2 office buildings and outline application for residential development of 156 units



THE ROYAL EXCHANGE

PROJECT ADDRESS

Ashdown Road, KT1

PROJECT STATUS

Under construction

COMPLETION DATE

2023

PROJECT PARTNERS

**St George West London
John Thompson and Partners**

OVERVIEW

The former Telephone Exchange building is located in Kingston Town Centre and is part of the site owned by St George, a subsidiary of the Berkeley Group. The development, under construction, will provide 319 homes, 53 of which will be affordable. The scheme makes provision for 3,700 sqm commercial floor space, as well as areas for office and community use. This development will also include landscaped gardens and underground parking. Part of the development site also includes a new gym, screening room and meeting rooms.



© Peter Langdown

KINGSTON UNIVERSITY TOWN HOUSE BUILDING

PROJECT ADDRESS

**55 – 59 Penrhyn Road,
KT1 2EE**

COMPLETION DATE

2020

PROJECT PARTNERS

**Kingston University
Willmott Dixon
Grafton Architects
Turner & Townsend
AKT II
Dermot Foley**

**Chapman BDSP
Michael Slattery & Associates
Applied Acoustic Design
Steer Davies Gleave
Nathaniel Linchfield & Partners**

OVERVIEW

The Town House was designed to act as the University's front door and gateway to Kingston Upon Thames, and forms part of the new vision for Kingston. It is intended to encourage informal learning and the building of stronger links with the town centre.

STATS

POPULATION PROJECTIONS 2021

326,289 

POPULATION PROJECTIONS 2050

378,842 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

13,350 

BOROUGH CONTACT

Matt Blades
Assistant Director,
Economy and Inward Investment
mblades@lambeth.gov.uk
lambethnow.co.uk

KEY FACTS

→ Lambeth was the first London local authority to announce a climate emergency, committing to becoming carbon neutral by 2030

→ Lambeth works closely with its business communities, and has seven Business Improvement Districts across the borough, representing over 2,000 businesses.

→ Lambeth has launched the biggest house-building programme for a generation with a plan for 1,000 extra homes at council-level rent as part of a programme that will deliver over 4,500 homes

'Building Lambeth's recovery from Covid-19 is our overwhelming priority — but we know that we cannot just return to the economy we had before the pandemic which wasn't delivering for too many people. We want to ensure high-quality development and investment in Lambeth delivers the best possible outcomes for our residents in jobs, new affordable homes and opportunities.'

'Our vision is a dynamic, strong and equitable local economy, providing opportunities for local people to thrive, irrespective of their starting point. We welcome conversations with those who share our ambitions.'

Cllr Jack Hopkins, Leader of Lambeth

OVERVIEW

Lambeth is a world of opportunity. Stretching into the heart of London, Lambeth is well connected and well networked. It has a skilled, diverse and creative workforce and a strong local economy.

An unprecedented level of development is underway across the borough. Our inclusive growth agenda guides our work to secure high quality, mixed use, good jobs-driven growth, with positive outcomes for all our communities. This is key to delivering Lambeth's ambitious Borough Plan and to supporting recovery and building resilience in our economy and communities.

Lambeth's major business sectors include the creative and digital industries, professional and financial services, life sciences and healthcare and hospitality. We're supporting our local economy through the current crisis. This includes our world-class and grassroots cultural sector, which is vital to the vibrancy of the borough and London. Placing partnership at the heart of our approach, we are creating an inclusive economy for all of Lambeth's people, businesses and places, enabling them to fulfil their whole potential. Lambeth is proactive, collaborative and inclusive.

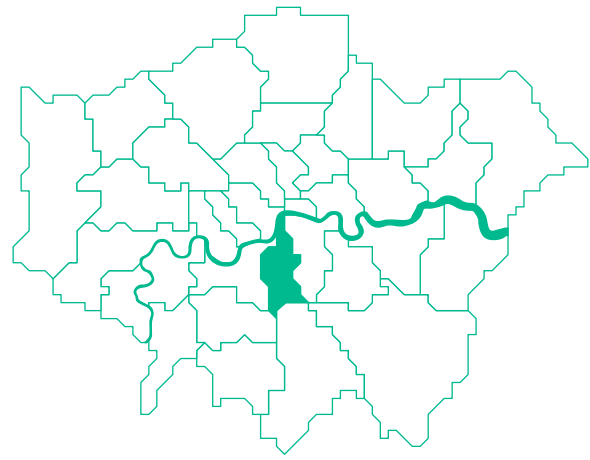
ECONOMIC DEVELOPMENT STRATEGY

Lambeth's ambition is for an inclusive and resilient recovery. Published in August 2020 in response to the pandemic, our Economic Resilience Strategy is built on three strategic goals:

→ **People:** enabling all our residents to find and stay in employment, providing those directly impacted by Covid-19 with opportunities to upskill, and supporting people facing systemic inequalities.

→ **Business:** supporting our diverse, locally rooted business and cultural base, to survive and adapt to the impacts of COVID-19 and thrive again in the future. Working with investors to bring new opportunities alongside transitioning to a zero-carbon economy.

→ **Place:** ensuring a diverse and flexible mix of uses in our high streets and town centres and investing in the delivery of new homes and workspace. All enabling people to live and work in sustainable urban environments.



MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

- BRIXTON CENTRAL
- WATERLOO AND SOUTH BANK

PROJECTS

- 1 INTERNATIONAL HOUSE
- 2 SOMERLEYTON ROAD





© Makeshift



BRIXTON CENTRAL, SW2, SW9

Brixton is world renowned for its extraordinary character and cultural heritage. Famed for its independent retail and hospitality, nighttime economy and entertainment offer, the area has been given Creative Enterprise Zone status from the Mayor of London. Major investment is underway across Brixton, with the redevelopment of land at Pope's Road and Brixton Station Road providing the next major opportunities.

WATERLOO AND SOUTH BANK, SE1

South Bank and Waterloo is an area of real significance for London and is Lambeth's economic engine as a global tourist destination and cultural hub. Whilst the area is already home to over 43,000 jobs, we know that demand is high, with limited availability and huge opportunities for growth. Waterloo ranks fourth of 36 central London sub-markets for potential supply deliverable over the next five years — with potential for 3.5m sq ft of office space. If this is all delivered, Waterloo would overtake areas such as King's Cross and Stratford for supply of office space.



© 3Space and Photofusion



INTERNATIONAL HOUSE

PROJECT ADDRESS

**International House,
Brixton, SW9 7QE**

PROJECT STATUS

Completed

COMPLETION DATE

2018

PROJECT PARTNERS

**3Space
Lambeth Council**

OVERVIEW

London's largest affordable workspace, the UK's first Living Wage Building and winner of the New London Awards 2020 Meanwhile category.

SOMERLEYTON ROAD

PROJECT ADDRESS

**Somerleyton Road, Brixton,
SW9 8ND**

PROJECT STATUS

In construction

COMPLETION DATE

2021

PROJECT PARTNERS

**Lambeth Council
Homes for Lambeth
Brixton Green
Brixton House Theatre**

OVERVIEW

A new home for Brixton House theatre and creative workspace as part of community-led housing scheme by Homes for Lambeth

STATS

POPULATION PROJECTIONS 2021

309,855 

POPULATION PROJECTIONS 2050

371,836 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

16,670 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

384 

BOROUGH CONTACT

[economyandpartnerships@](mailto:economyandpartnerships@lewisham.gov.uk)

lewisham.gov.uk

lewishamlondon.co.uk

KEY FACTS

→ With over 170 languages spoken in the borough, young people making up 25 per cent of the population and 91 per cent of its 17,000 businesses being independent SMEs; it is a progressive borough rich in diversity and aspiration.

→ Proposal for a Bakerloo Line Extension to New Cross Gate and Lewisham and possibly on to Ladywell, Catford Bridge and Lower Sydenham with the earliest services running from mid-2030s.

→ Green space encompasses a fifth of the borough. Beckenham Place Park is the borough's largest green space with ancient woodland.

'Through the strength of our partnership working—including with the GLA, TFL, and the Environment Agency—Lewisham has succeeded in delivering major investment across a range of strategic sites in Deptford, Catford and Lewisham town centre. We want to ensure we deliver character-led development in Lewisham that aligns with our diverse neighborhoods and communities. Lewisham's prime inner London location, fantastic transport links, and highly skilled workforce makes it an excellent area for investment, and businesses seeking a base in the capital are welcome here. We look forward to building a strong future that benefits our diverse and aspirational population, and those looking to invest in our communities.'

Damien Egan, Mayor of Lewisham

OVERVIEW

Lewisham is a young and diverse borough, with young people making up 25 per cent of the population and over 300,000 residents speaking 170 languages. Known for its entrepreneurial culture, community spirit and friendly atmosphere, Lewisham is the 2022 London Borough of Culture and has one of six Creative Enterprise Zones. As an inner-city borough, it has an excellent transport connectivity to central London, with 21 rail stations, three DLR stations and 42 bus routes. The borough has many unique neighbourhoods, with distinctive character and community, from the historic cores of Deptford and Blackheath to cottage estates of Downham and Bellingham. Two Opportunity Areas to the north will deliver a significant number of new homes (including affordable housing), modern workspace and supporting infrastructure, enhanced by the proposed Bakerloo Line Extension. The new Local Plan will provide a renewed emphasis on neighbourhoods and communities, ensuring that they are inclusive, healthy and liveable places where strong existing character will be reinforced. Our vision also recognises a deeply felt adverse impact on the local economy, expect that our town centres and high streets will be permanently changed by the pandemic; looking at how we can help navigate that change to build back better.

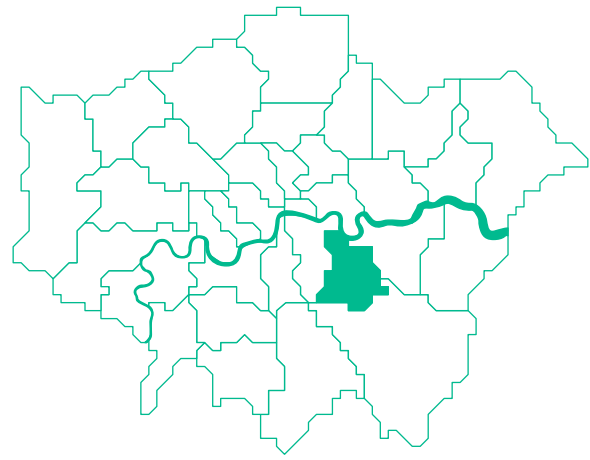
ECONOMIC DEVELOPMENT STRATEGY

→ **COVID-19 Economic Recovery Strategy:** outline strategic response to the measures needed to contain the public health pandemic that has had an immediate and deeply felt impact on the jobs, livelihoods and viability of residents and independent businesses in the borough.

→ **Phased approach:** our economic recovery will be approached in a phased manner short-, medium-, and long-term responses from emergency financial support through to new Local Plan and aligning infrastructure build with Mayor of London's recovery plan, as we adapt to learnings on impact of COVID-19.

→ **Immediate COVID-19 economic response:** the council initiated several concurrent areas of strategic response, at pace and scale: including a Lewisham Backs Business Taskforce; bespoke financial solutions; high street safety guidance; workforce and business support initiatives

→ **Strategic leadership:** vision to be one of the key places in inner London to invest, create jobs, do business in, enjoy culture, and tackle our collective carbon footprint. Focused on three main pillars; Place; Employment & Skills; Business & Economy



MAP KEY

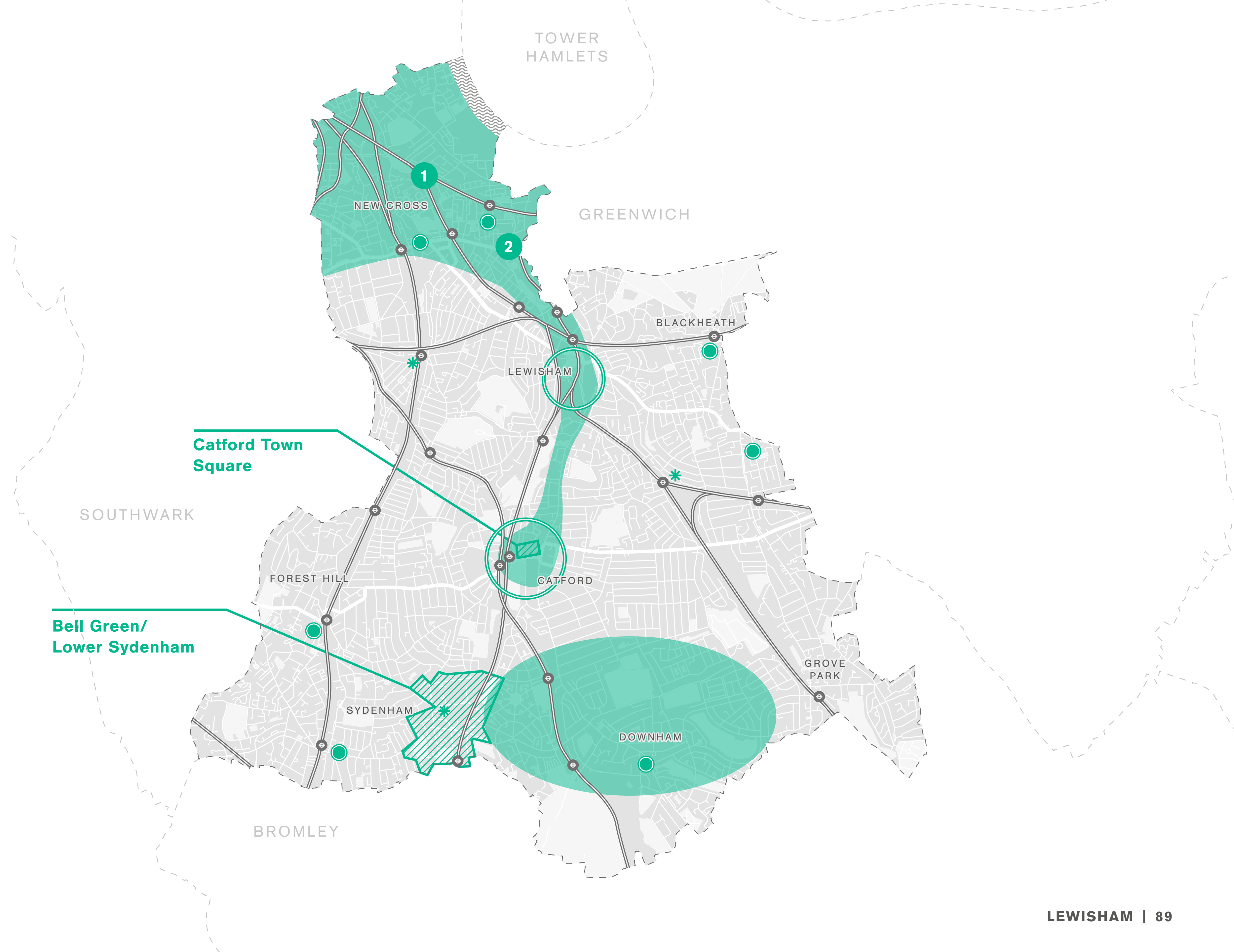
- GROWTH AREAS
- TOWN CENTRES
- * NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

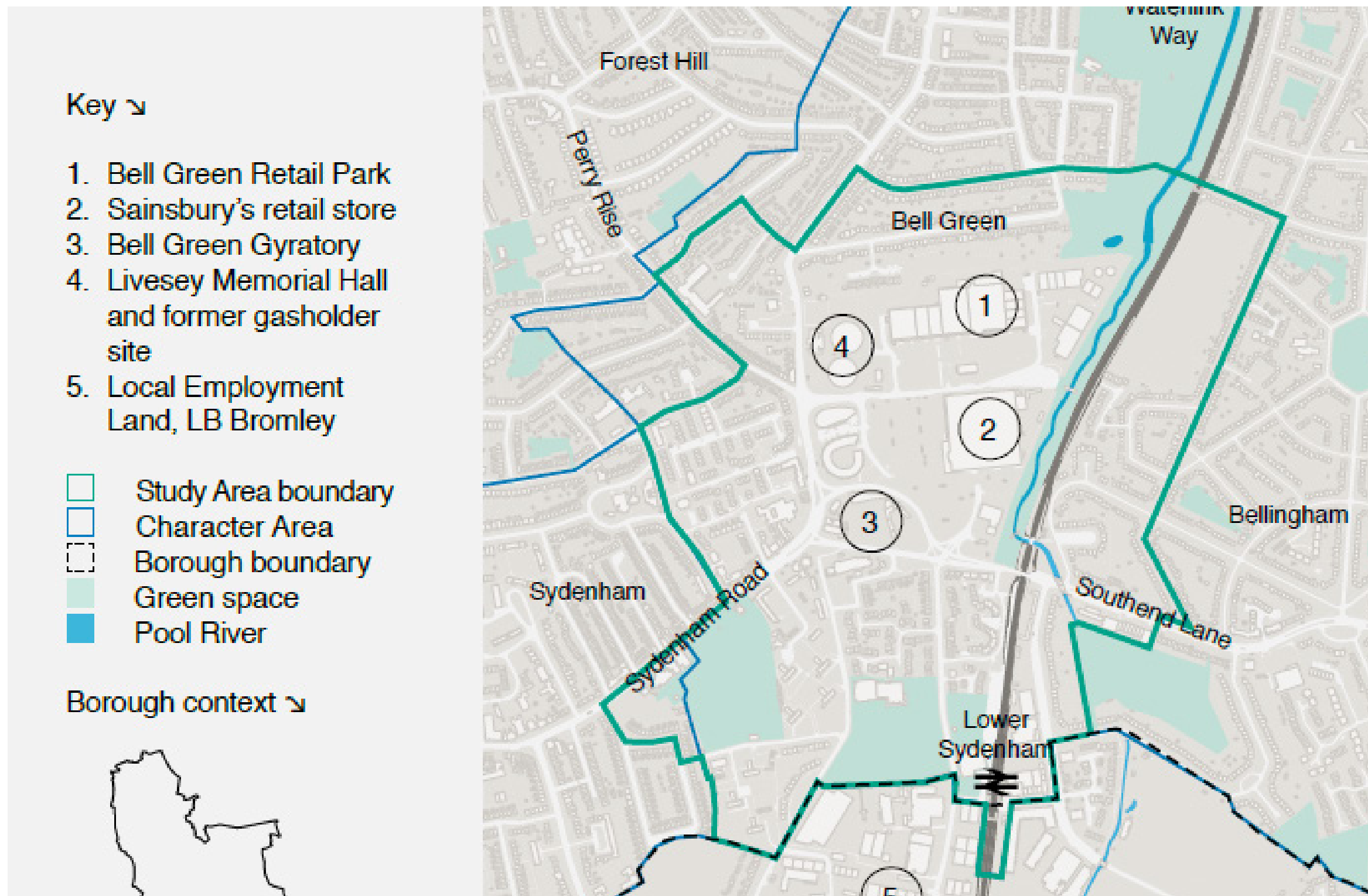
DEVELOPMENT OPPORTUNITIES

- BELL GREEN/LOWER SYDENHAM
- CATFORD TOWN SQUARE

PROJECTS

- 1 DEPTFORD FOUNDRY
- 2 1 CREEKSIDE, DEPTFORD





BELL GREEN/LOWER SYDENHAM, SE6/SE26

Bell Green/Lower Sydenham today is dominated by a gyratory and 'big-box' retail park; the addition of a Bakerloo Line tube station and aspirations for a new town centre in Bell Green/Lower Sydenham are key to attracting investment not only in new homes and commercial space, but major improvements to social and community infrastructure which includes humanising the highway network and improving existing green networks. With new jobs, education and investment in public realm, this is once-in-a-generation opportunity to create an inclusive place for local people and to tackle high levels of deprivation in the south of Lewisham.



CATFORD TOWN SQUARE, SE6

Catford is Lewisham's civic heart. The council is currently leading a major regeneration programme to transform 12 hectares of the town centre, half of which is publically owned. New commercial, creative/cultural and civic space will sit alongside major housing delivery, supported by infrastructure upgrades including the Bakerloo Line Extension and a funded plan to move the South Circular.



© Anthology

DEPTFORD FOUNDRY

PROJECT ADDRESS

Moulding Lane, SE14 6BN

PROJECT STATUS

Ongoing, Partly Occupied

PROJECT PARTNERS

Anthology
Rolfe Judd
Rolfe Judd Architects

OVERVIEW

316 homes and 32,000 sq ft of artist studio space



1 CREEKSIDE, DEPTFORD

PROJECT ADDRESS

**1 Creekside, Deptford,
London SE8 4SA**

PROJECT STATUS

**Planning permission
granted**

COMPLETION DATE

Summer 2022

PROJECT PARTNERS

Lewisham Homes (funded by LB Lewisham and GLA)
CField Construction
IPE Creekside Ltd
Metropolitan Workshop

OVERVIEW

**56 affordable homes and 1,200 sqm of flexible
workspace around a working yard.**

STATS

POPULATION PROJECTIONS 2021

212,413 

POPULATION PROJECTIONS 2050

250,155 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

9,180 

BOROUGH CONTACT

Paul McGarry

Head of futureMerton

paul.mcgarra@merton.gov.uk

future.merton@merton.gov.uk

KEY FACTS

→ Merton is the only borough with tube, train, tram and bus.

→ Around 90 per cent of the planning applications received are for sites delivering 10 homes or less.

→ Merton has more than 100 parks and green spaces, including Wimbledon and Mitcham commons, with 99.6 per cent of the borough within less than 400m distance from a publicly accessible open space. 18 per cent of the borough is open space, compared to a London average of 10 per cent.

'Merton's strength is that we're a great place to live. We have record resident satisfaction, all our schools are rated Good or Outstanding by Ofsted, and we're in the top three for pupil progress nationwide. No wonder people see Merton as a place to settle.'

'During the last decade, we have also seen the number of businesses in our borough increase by 55 per cent — from family run firms to HQs of national businesses. Now is a time to protect these gains and build back, that's why we are driving through a new borough plan to encourage investment, business and to provide more affordable homes.'

Cllr Mark Allison, Leader of Merton

OVERVIEW

Merton is in the heart of south London, where urban London adjoins suburban Metroland. Best known for its green spaces and tennis, nowadays the borough is in transition, with an ever-younger population, and investment in business space, schools and transport.

Opportunities for growth and regeneration are concentrated along the Northern Line corridor (Colliers Wood, South Wimbledon and Morden) and to the north of the borough on the Tooting borders and north Mitcham. Merton's largest and best-known town centre, Wimbledon, is a vibrant business location and is the only town centre in London accessible by train, tube, tram and bus. Tightly bound by attractive tree-lined streets and conservation areas; there is a strong desire to improve the streetscape, boost businesses and jobs and green the town centre through targeted investment via the Future Wimbledon Masterplan.

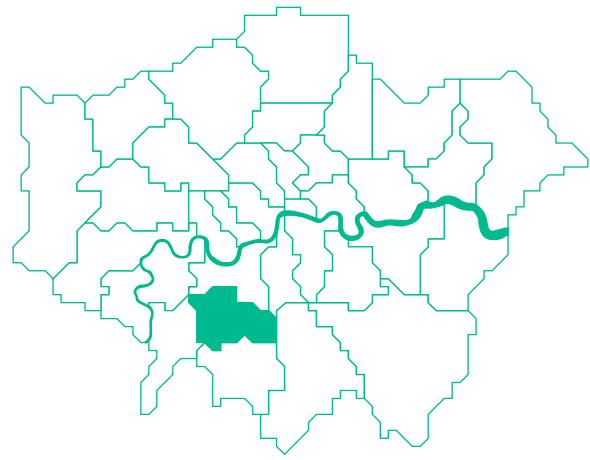
ECONOMIC DEVELOPMENT STRATEGY

→ **Helping Londoners into Good Work:** support Londoners into good jobs with a focus on sectors key to London's recovery

→ **Digital Access for All:** every Londoner to have access to good connectivity, basic digital skills and the device or support they need to be online by 2025.

→ **A Green New Deal:** tackle the climate and ecological emergencies and improve air quality by doubling the size of London's green economy by 2030 to accelerate job creation for all.

→ **High Streets for All:** deliver enhanced public spaces and exciting new uses for underused high street buildings in every borough by 2025, working with London's diverse communities.



MAP KEY

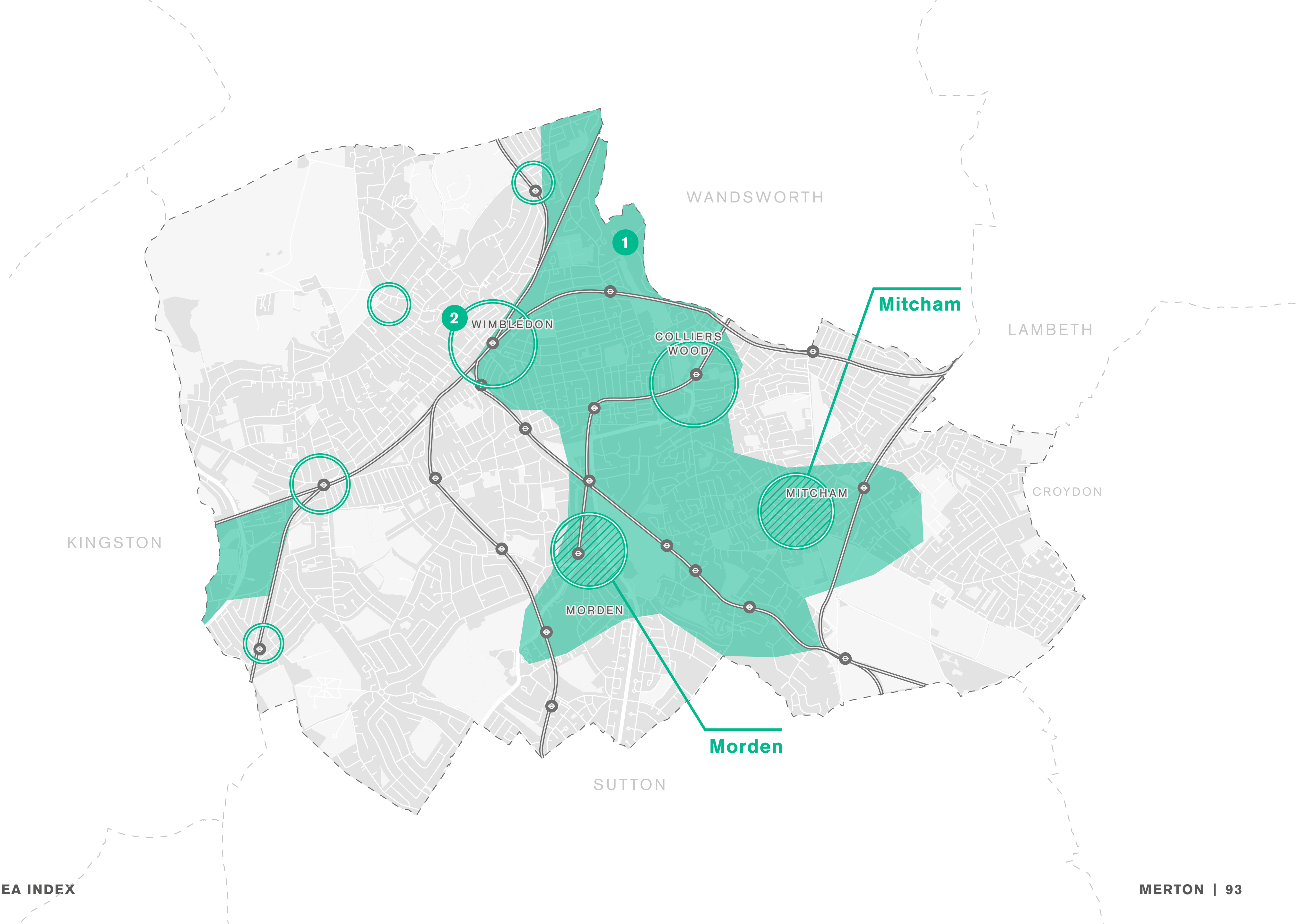
- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

- MITCHAM
- MORDEN

PROJECTS

- 1 WIMBLEDON STADIA (1 TO 3)
- 2 WELLINGTON HOUSE





© LB Merton

MITCHAM, CR4

Mitcham town centre evolved from a thriving Surrey village. The town centre has some excellent local and national shops and a strong active community. The opening of Mitcham Eastfields Station in 2008 successfully attracted a younger demographic and improved Mitcham’s attractiveness as a commuter town, supporting over 700 new homes in the area. There are many exciting opportunities for investment in Mitcham town centre. The Rediscover Mitcham project, completed in 2018, improved accessibility to the town centre by promoting local trips using sustainable modes such as walking, cycling and public transport. It has resulted in increased footfall, improved bus journey times and upgraded public spaces. A variety of town centre and edge of centre development opportunities in Merton’s emerging Local Plan, ranging from +1ha to small sites, all within 5 minutes’ walk of Mitcham town centre shops, services and transport.

PLANNING STATUS:
Town centre sites either have permission or are site allocations in the New Local Plan



© Hawkins\Brown

MORDEN, SM4

Merton Council and Transport for London (TfL) are working in partnership to regenerate Morden town centre; looking to transform the look and feel of Morden and redefine the next generation of suburban London living. The regeneration will deliver c.2,000 new homes in mixed-used developments, including new retail and public realm spaces and improvements to the local transport connectivity. Both public bodies are committed to bringing significant improvements to Morden; working with local residents, businesses, community groups and those that visit Morden to help shape the future of the town centre.

PROJECT OWNER:
LB Merton and Transport for London
 DEVELOPMENT VALUE:
c.£1bn GDV
 PLANNING STATUS:
Pre-planning stage



© Merton catalyst LLP

**WIMBLEDON STADIA
(1 TO 3)**

PROJECT ADDRESS
**Plough Lane, Wimbledon
SW17**

PROJECT STATUS
**Part completed
(Stadia 3 complete)**

COMPLETION DATE
August 2021

PROJECT PARTNERS

Merton Catalyst LLP partnership between Galliard Homes and Catalyst Housing
AFC Wimbledon
Sheppard Robson
Wilson Owens Owens
Galliard Homes Ltd
Burro Happold
Clark Smith Partnership
Turkington Martin
Galliard Construction
Buckingham Group.



© Matt Architecture

WELLINGTON HOUSE

PROJECT ADDRESS
**Wimbledon Hill Road,
Wimbledon SW19**

PROJECT STATUS
Completed

COMPLETION DATE
September 2019

PROJECT PARTNERS

MATT Architecture
Columbia Threadneedle Investments
Cundall
TFT Consultants
Butler & Young
ISG
CBRE

STATS

POPULATION PROJECTIONS 2021

373,423 

POPULATION PROJECTIONS 2050

508,097 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

38,500 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

32,800 

BOROUGH CONTACT

Dave Hughes
**Director of Inclusive Economy and
Housing**
Dave.Hughes@newham.gov.uk

KEY FACTS

- The Council's wholly-owned housing company Populo Homes is a registered social landlord managing all the affordable homes delivered by Populo Living.
- 31 large scale strategic sites identified for housing and mixed-uses.
- £5.3m Good Growth programme to improve Queens Market and provide new cultural and wellbeing space and affordable workspace.

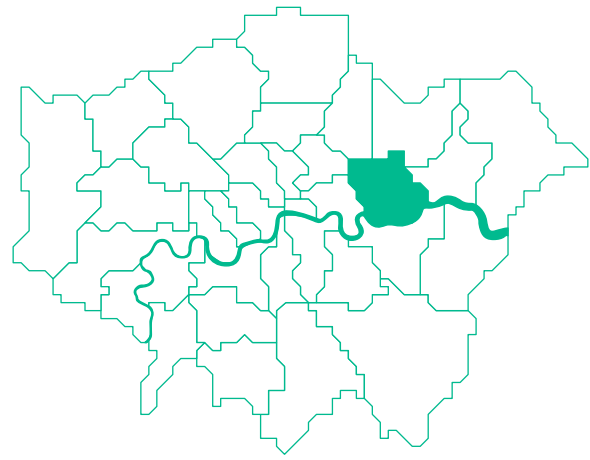
'Our recovery strategy is a fundamental shift to embed an economy which places the health and wellbeing of our residents and race equality central to our aspirations of inclusive growth, quality jobs and fairness in Newham. That's why, as we reimagine a better borough, economic security, health, equality and the environment will be the focus of our rehabilitation and recovery.'

Rokhsana Fiaz, Mayor of Newham

OVERVIEW

Newham will become the first London borough to use livelihood, wellbeing and happiness as its prime measure of economic success as part of an ambitious response to the coronavirus pandemic. Its 'Towards a Better Newham' Covid-19 Recovery Strategy sets out how the Council will work with residents, stakeholders and partners to combat the economic impact of Covid-19 on its communities as it rebuilds a better Newham.

A core part of the strategy will be our six town centres and 13 local high streets, where investment and revival will bolster these places as centres of community and civic activity as well as commerce and business. The strategy seeks to transform key town centres into 15-minute neighbourhoods, enabling access to all social, civic and economic essentials within easy walking distance or cycle ride, to meet our air quality and climate change commitments.



MAP KEY

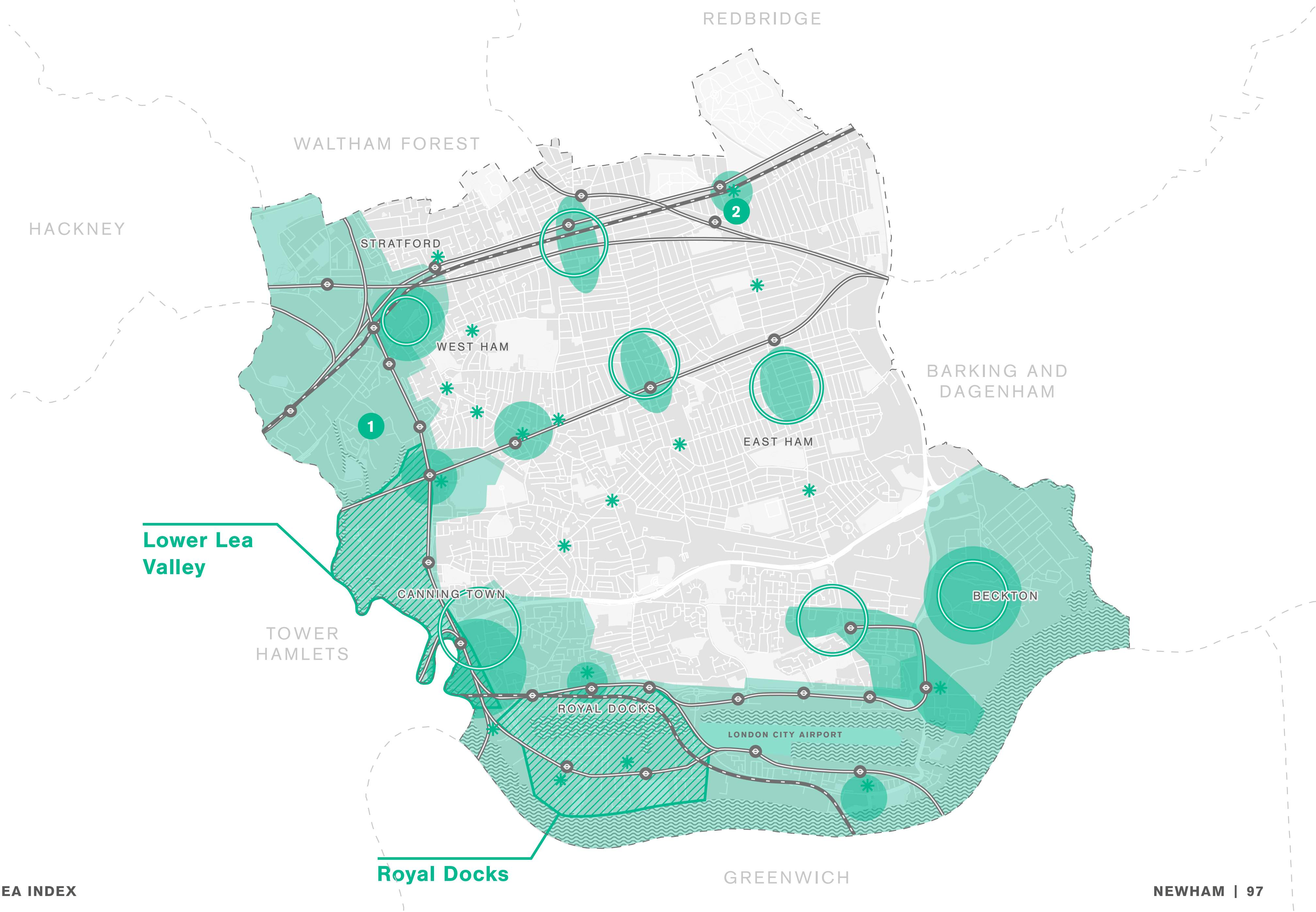
- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- ⊖ STATIONS

DEVELOPMENT OPPORTUNITIES

- ROYAL DOCKS
- LOWER LEA VALLEY

PROJECTS

- 1 RICK ROBERTS WAY
- 2 ROMFORD ROAD



Lower Lea Valley

Royal Docks



RICK ROBERTS WAY

PROJECT ADDRESS

Rick Roberts Way, E15

PROJECT STATUS

Pre-planning, to include a £28m new secondary school, new open space and at least 450 new homes, of which 70% will be affordable.

COMPLETION DATE

2025

PROJECT PARTNERS

**London Legacy Development Corporation
National Grid and the Department for Education**



ROMFORD ROAD

PROJECT ADDRESS

**559 – 663 Romford Road,
Manor Park, E12 5AD**

PROJECT STATUS

Completed

COMPLETION DATE

November 2020

PROJECT PARTNERS

Peter Barber Architects

STATS

POPULATION PROJECTIONS 2021

311,940 

POPULATION PROJECTIONS 2050

383,773 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

14,090 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

400 

BOROUGH CONTACT

Sharon Strutt

Head of Regeneration

Sharon.Strutt@redbridge.gov.uk

KEY FACTS

→ Fourth fastest growing borough in the country and the third most diverse borough in England and Wales, with a high percentage of the population (64.5 per cent) coming from black or minority ethnic backgrounds.

→ Around 92 per cent of all active enterprises in Redbridge are classed as micro-businesses.

→ 40.6 per cent of the borough being made up of greenspace.

'We aim to capitalise on the exciting developments and opportunities happening in the borough, most notable being Crossrail and the associated station developments. With excellent transport links, regeneration plans being implemented in Ilford and growth plans across the borough, we aim to boost our local economy and make Redbridge the ideal place for inclusive growth, enterprise, and for businesses to start, stay and grow.'

Cllr Jas Athwal, Leader of Redbridge

OVERVIEW

Redbridge is an outer London borough with a culturally rich and diverse community, acknowledged as a great place to live, with high performing schools, high quality green spaces, sports facilities and excellent public transport networks along with relatively affordable housing. The borough is experiencing significant population growth, with five key growth areas identified to deliver a range of new housing, commercial and social infrastructure. Building on these strengths and opportunities, regeneration will be the key driver for growth in the borough ensuring that the benefits will reach all our communities. We will accommodate our growing population, energise our town centres, support our micro businesses in establishing and growing, create better and healthier places and tackle the root causes of social challenges.

ECONOMIC DEVELOPMENT STRATEGY

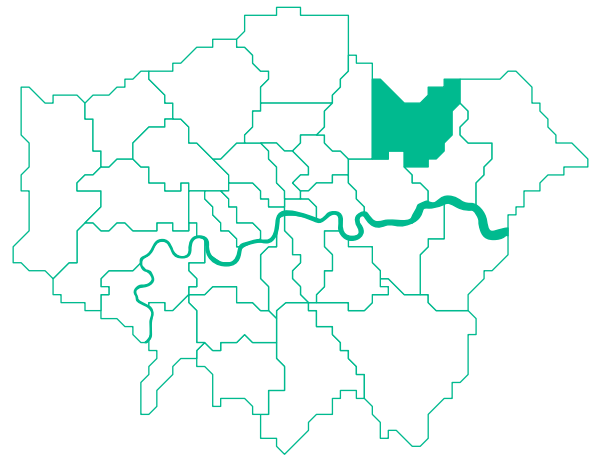
→ **Transforming our town centres:** we will harness the benefits of regeneration and growth in our town centres, making them healthy and safe, prosperous, well-managed and accessible for all. They will celebrate our diverse community by bringing together cultural, leisure and economic opportunities.

→ **Creating the right environment for enterprise:** we will support businesses to start, stay and grow in the borough, maximising the benefits of our strategic east London location for inward investment and building a sustainable future for our local economy.

→ **Building new homes for all:** we will support the delivery of new homes to meet the needs of our growing community; championing innovative ways to harness the economic benefits of housing growth to support our local residents and businesses.

→ **Ensuring everyone shares in our prosperity:** we will ensure that local people have better access to employment, skill development and apprenticeships to prepare them for the opportunities generated through investment in regeneration and growth.

→ **Enabling high quality spaces and place:** we will ensure the delivery of essential physical, social and community infrastructures for our growing population. Our residents will have access to high quality spaces and places that promote civic pride, healthy lifestyles and a sense of wellbeing.



MAP KEY

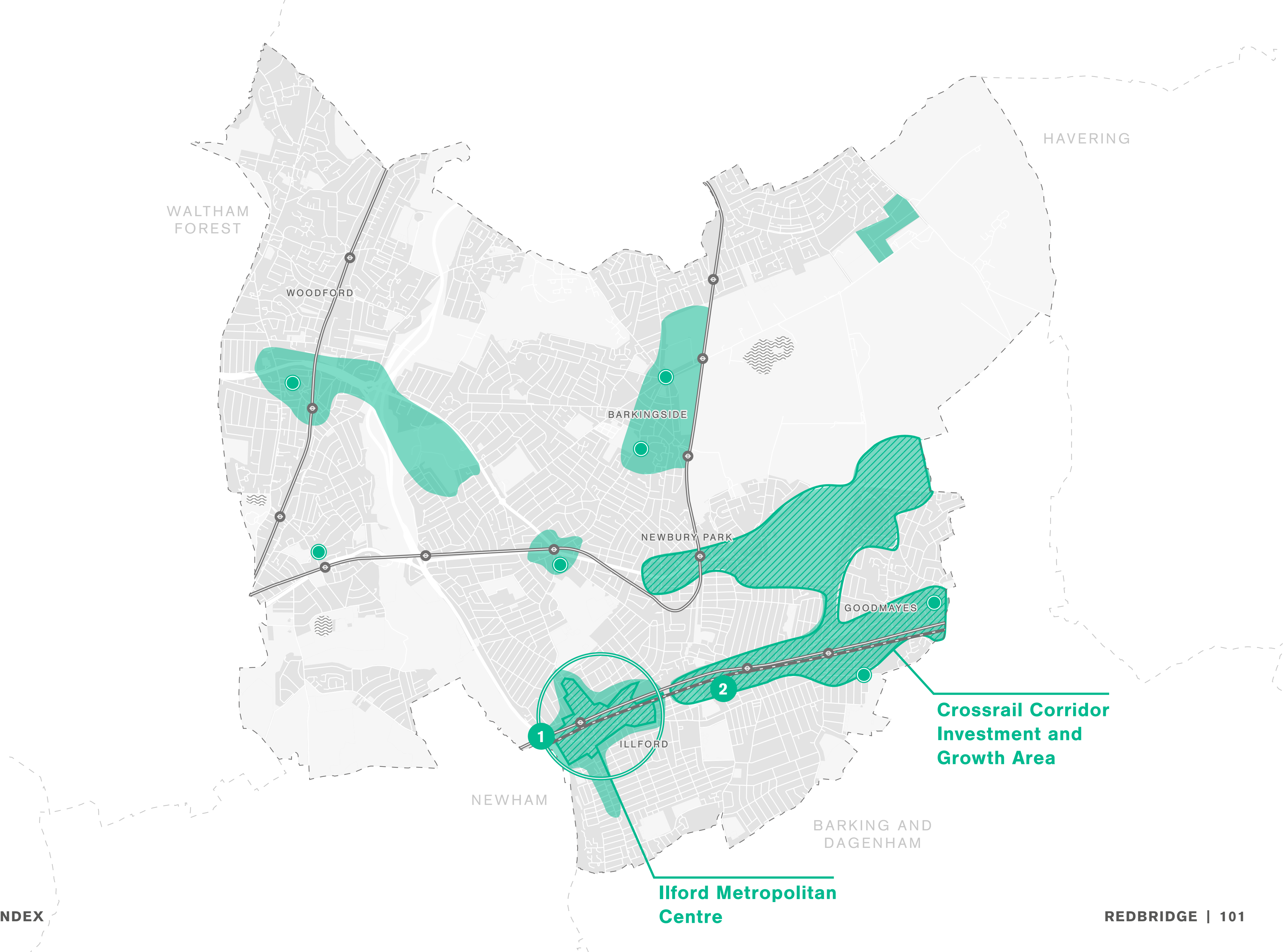
- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

- ILFORD METROPOLITAN CENTRE
- CROSSRAIL CORRIDOR INVESTMENT AND GROWTH AREA

PROJECTS

- 1 ILFORD WORKS
- 2 567 – 571 HIGH STREET



Ilford Metropolitan Centre

Crossrail Corridor Investment and Growth Area



© Andrew Baker

ILFORD METROPOLITAN CENTRE

Ilford is the largest town centre in Redbridge. Its strong growth potential is specifically recognised through its designation as an ‘Opportunity Area’ and Metropolitan Centre in the London Plan (2016). The town centre achieved Housing Zone status in 2015 which will bring accelerated housing development to the area over the next ten years. Ilford already benefits from the highest levels of transport accessibility and is set to gain from the introduction of Crossrail which will bring around £70m of direct public sector investment into the town centre, providing an important catalyst for regeneration.

CROSSRAIL CORRIDOR INVESTMENT AND GROWTH AREA

The Council’s vision for the Crossrail Corridor Investment and Growth Area is to become a thriving, rejuvenated area with new investment in homes, jobs and social infrastructure. Crossrail is a major opportunity that will bring significant benefits to the borough which the Council seeks to maximise. Crossrail will play a major role in bolstering and further enhancing the area, acting as a catalyst for change beyond the corridor, increasing commercial opportunities, improving accessibility and strengthening links to central London, Stratford City and Heathrow airport.





ILFORD WORKS

PROJECT ADDRESS

**60-70 Roden St, Ilford
IG1 2XX**

PROJECT STATUS

Completed

COMPLETION DATE

March 2020

PROJECT PARTNERS

Durkan Estates Limited
John Thompson and Partners (planning)



567 – 571 HIGH STREET

PROJECT ADDRESS

Seven Kings, Ilford IG3 8EE

PROJECT STATUS

In construction

PROJECT PARTNERS

Setha Group
Studio:08 Architecture + Planning

RICHMOND UPON THAMES

STATS

POPULATION PROJECTIONS 2021

199,630 

POPULATION PROJECTIONS 2050

223,855 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

4,110 

KEY FACTS

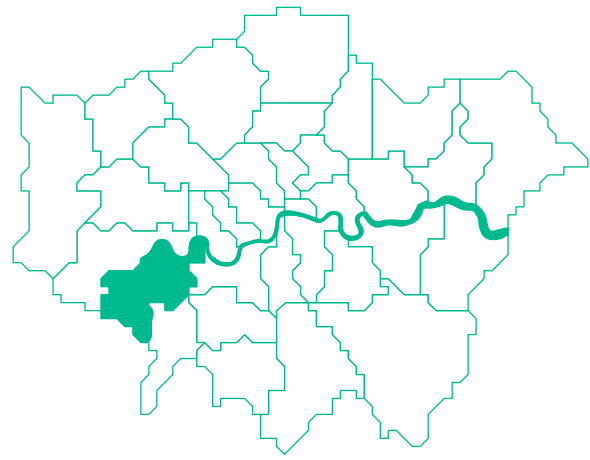
→ London's only borough spanning both sides of the Thames, with 21 miles of riverfront

→ One of the country's highest densities of employment in tech

→ Over half of the borough's land is designated as green space

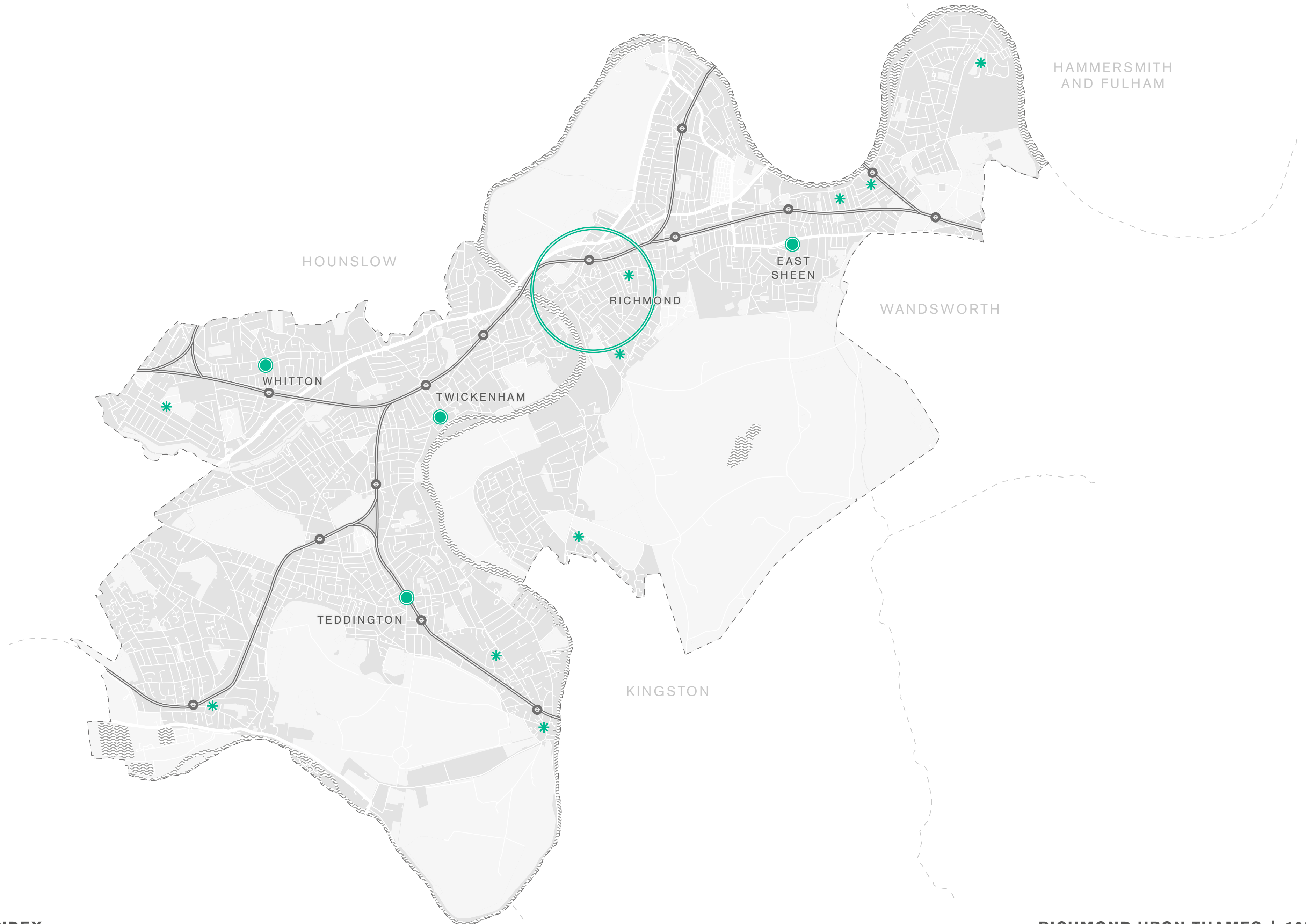
OVERVIEW

Home to a number of historic neighbourhoods, this largely suburban borough has seen the second largest growth of any borough over the last 25 years — second only to Tower Hamlets — despite over half of its area being designated as green space. There are still many opportunities to densify the relatively low population of the borough, with new proposals concentrated around Twickenham and the redevelopment of the 22-acre Stag Brewery site in Mortlake. The borough has recently joined forces with Wandsworth Council through the creation of a single shared staffing structure.



MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS



STATS

POPULATION PROJECTIONS 2021

322,023 

POPULATION PROJECTIONS 2050

397,133 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

23,550 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

926 

KEY FACTS

→ Southwark rivals the City, both as one of the most ancient and historic parts of London but also as one of the fastest developing centres of commerce.

→ More than 300,000 people live in Southwark and just under 330,000 work here.

→ Southwark is building 11,000 new council homes by 2041 — more than any other borough.

'In 2020, the COVID-19 pandemic shone a harsh light on the inequalities and injustice that exist throughout our society. Our recovery, in the years to come, will be rooted in tackling these inequalities and creating an even stronger local economy than we had before. Our approach to development is centred on people, livelihoods, wellbeing and opportunities rather than on bricks and mortar or glass and steel and we want to ensure that redevelopment in Southwark delivers for all of our communities. We want to create a borough where everyone has a home they can afford, where everyone can get a good job, where we end our carbon emissions and where everyone is empowered to make the most of their life. To bounce back from COVID-19 we'll be building on our many strengths like our world leading health and care institutions and cultural industries, our leading cluster of green start-ups and our place as a key hub for London's construction industries. The groundwork that we've laid over the past decade — especially in our opportunity areas, including Canada Water and Old Kent Road — have put Southwark in a much stronger position than most.'

Cllr Kieron Williams, Leader of Southwark

OVERVIEW

Southwark is a dynamic, central London borough with a diverse and talented population of residents, workers and businesses. Over the past decade, the council has harnessed the full breadth and wealth of this innate talent to help deliver a fairer future for all. A huge amount has already been achieved but with a new leader, Cllr Kieron Williams, elected in 2020, the council is meeting the future with a renewed vigour. The council's eight priorities for 2021/22 are:

→ COVID-19: Continuing to mitigate the impact of the pandemic.

→ Thriving Neighbourhoods: ensuring every part of the borough and every part of the community benefits from local development

→ Homes for All: building 1,000 council homes in 2021

→ Southwark Together: tackling socio-economic inequalities and creating a borough of sanctuary

→ A green and inclusive economy and addressing the Climate Emergency

→ Tackling health inequalities

→ A great start in life: giving children and young people the best possible life chances

ECONOMIC DEVELOPMENT STRATEGY

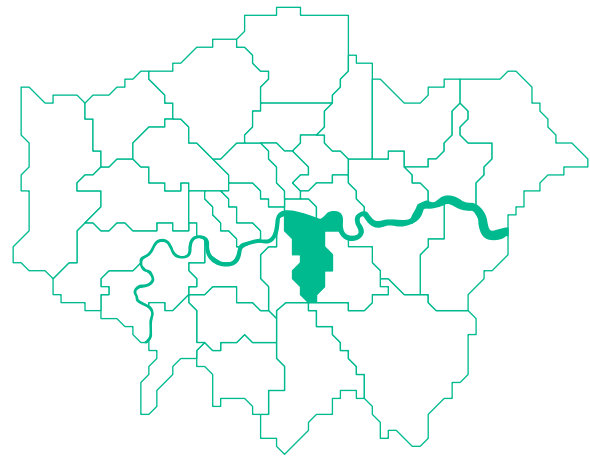
→ **Economic renewal:** re-examine the local employment support offer to make sure it meets the needs of residents and employers, including Southwark Works.

→ **Young people:** focus on support for young people to navigate the challenges of the post pandemic labour market. This will include access to information and guidance, education, training and employment support.

→ **Inclusive business growth:** continue support for businesses to deal with the immediate impact of the crisis and plan for a comprehensive programme of assistance to support inclusive business growth. We will support business to 'think apprenticeships', and work with partners to shape the role of apprenticeships and internships in recovery.

→ **Highstreets and town centres:** keep the borough's high streets and town centres safe for all. We will support and work with business networks to determine the best way to work in partnership to support high streets; reimagining these spaces so that they balance health and wellbeing, transport, leisure, and business.

→ **Green new deal:** use renewal as an opportunity to root its climate change commitments in the local economy and business growth. This will include supporting a green new deal that creates jobs, cuts emissions and generates a new wave of profitable environmental innovation.



MAP KEY

- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

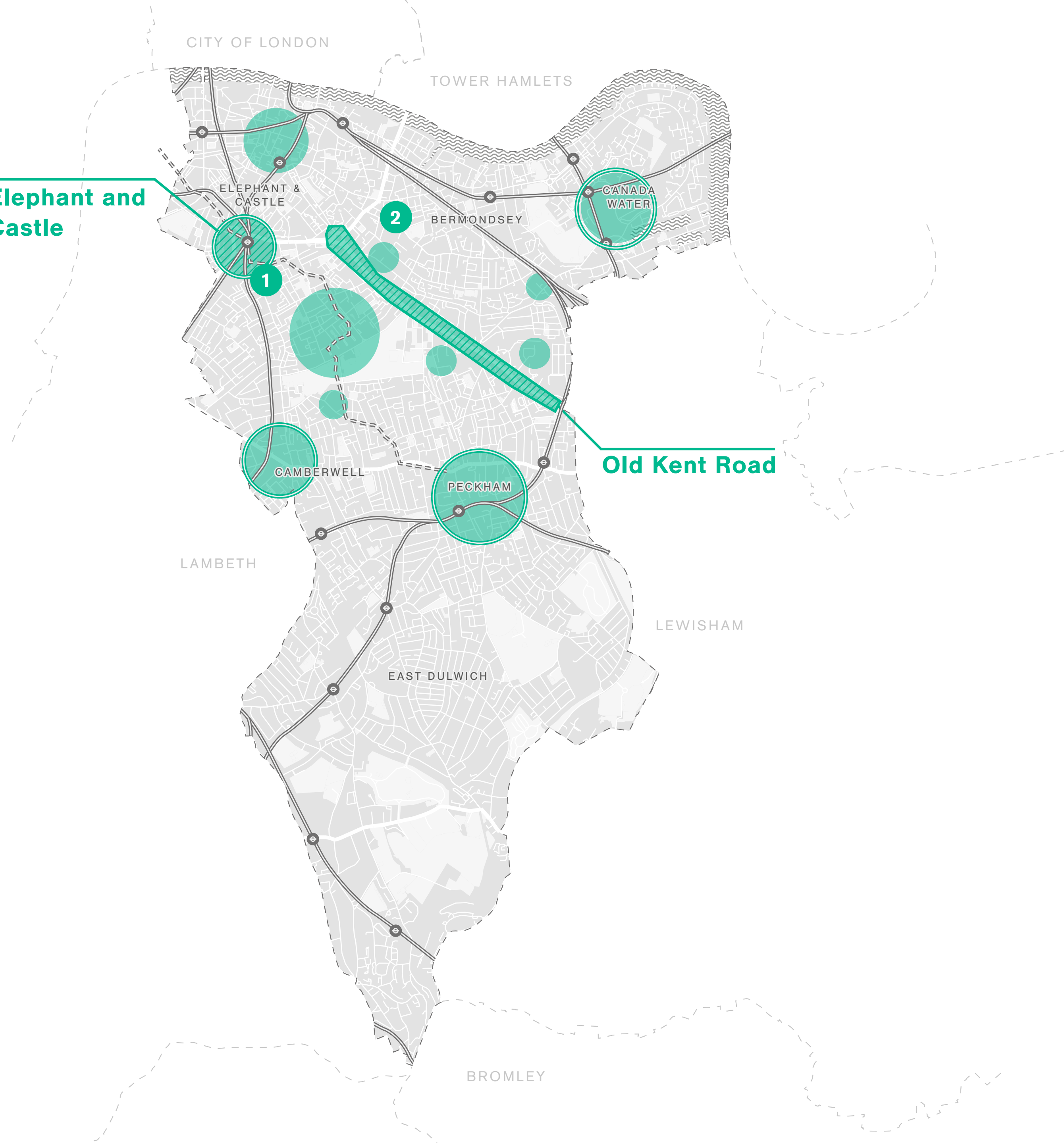
- ELEPHANT AND CASTLE
- OLD KENT ROAD

PROJECTS

- 1 ELEPHANT PARK
- 2 LONDON SQUARE

Elephant and Castle

Old Kent Road





ELEPHANT AND CASTLE, SE, SE17, SE11

Southwark Council is leading a 15-year regeneration programme in Elephant and Castle. At the heart of this programme are two major developments: Elephant Park and the new Elephant and Castle Town Centre. The programme will deliver at least 5,000 new and replacement homes and 10,000 new jobs. The Elephant has a rich, cultural tradition and the regeneration will build upon this with more arts, leisure and cultural facilities. It will also create a more environmentally sustainable future for the neighbourhood. New transport infrastructure, new and better parks, open spaces and pedestrianisation will shift the area’s focus away from cars and towards public transport, cycling and walking.



OLD KENT ROAD, SE1, SE17, SE15

Its central London location and its unique history and character make Old Kent Road a great place to live, work and do business. Southwark Council is leading a 20-year regeneration programme in the area that will deliver up to 20,000 new homes and 10,000 new jobs. Existing businesses and industry will continue to be supported but so will a range of new commercial uses, from laptops to forklifts, which will help the local economy to grow. New schools, arts facilities and parks and leisure improvements will be delivered, and the council is working with TfL to ensure that the Bakerloo line extension goes ahead, including three new stations for Old Kent Road.



ELEPHANT PARK

PROJECT ADDRESS

Elephant Park, London SE17

PROJECT STATUS

Complete

COMPLETION DATE

February 2021

PROJECT PARTNERS

Lendlease



LONDON SQUARE

PROJECT ADDRESS

Grange Road, Bermondsey SE1

PROJECT STATUS

In construction

COMPLETION DATE

2022

PROJECT PARTNERS

London Square

STATS

POPULATION PROJECTIONS 2021

206,917 

POPULATION PROJECTIONS 2050

236,738 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

4,690 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

81 

BOROUGH CONTACT

Amanda Cherrington

**Head of Economic Renewal and
Regeneration**

amanda.cherrington@sutton.gov.uk

KEY FACTS

- 1,500 acres of open space
- Third highest local authority in the UK for the speed of house sales
- Three Business Improvement Districts

'Sutton has ambitious plans to attract new investment and employment opportunities to the borough. Our flagship London Cancer Hub, an international centre for cancer research and drug discovery, and Sutton Town Centre are key regeneration projects.'

The country faces unprecedented economic challenges. Yet the pandemic has highlighted the hugely important role that our high streets can play in London's recovery. Scientific research and life sciences will likely be among the more resilient sectors over the next few years. These will be at the heart of our plans to rebuild Sutton's economy and deliver the maximum local benefits for our residents.'

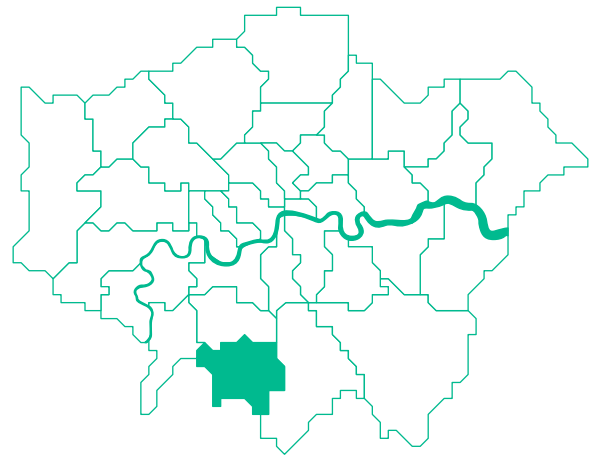
Cllr Ruth Dombey, Leader of Sutton

OVERVIEW

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 global markets. 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. The Council has significant town centre assets which it is committed to bringing forward as part of a holistic town centre regeneration to unlock development opportunities.

ECONOMIC DEVELOPMENT STRATEGY

- **Ambitious for Sutton:** this sets out the borough's vision to create a great place to live, work and raise a family.
- **Employment:** residents have access to and take up good-quality employment opportunities within the borough. Deliver more employment opportunities and apprenticeships, particularly for Sutton's young people, by attracting new businesses into the borough.
- **London Cancer Hub:** work with the Institute of Cancer Research, The Royal Marsden and Epsom and St Helier NHS Trust to deliver world-class, research-led cancer treatment, with significant benefits for the local and wider London economy.
- **Sutton Town Centre:** ensure a vibrant town centre through a phased strategy for delivery of the Sutton Town Centre Master Plan, including development of co-working space and diversify uses of the town centre.
- **Area Renewal:** area improvement and renewal schemes, co-designed with residents and businesses, delivered in key priority areas across the borough.



MAP KEY

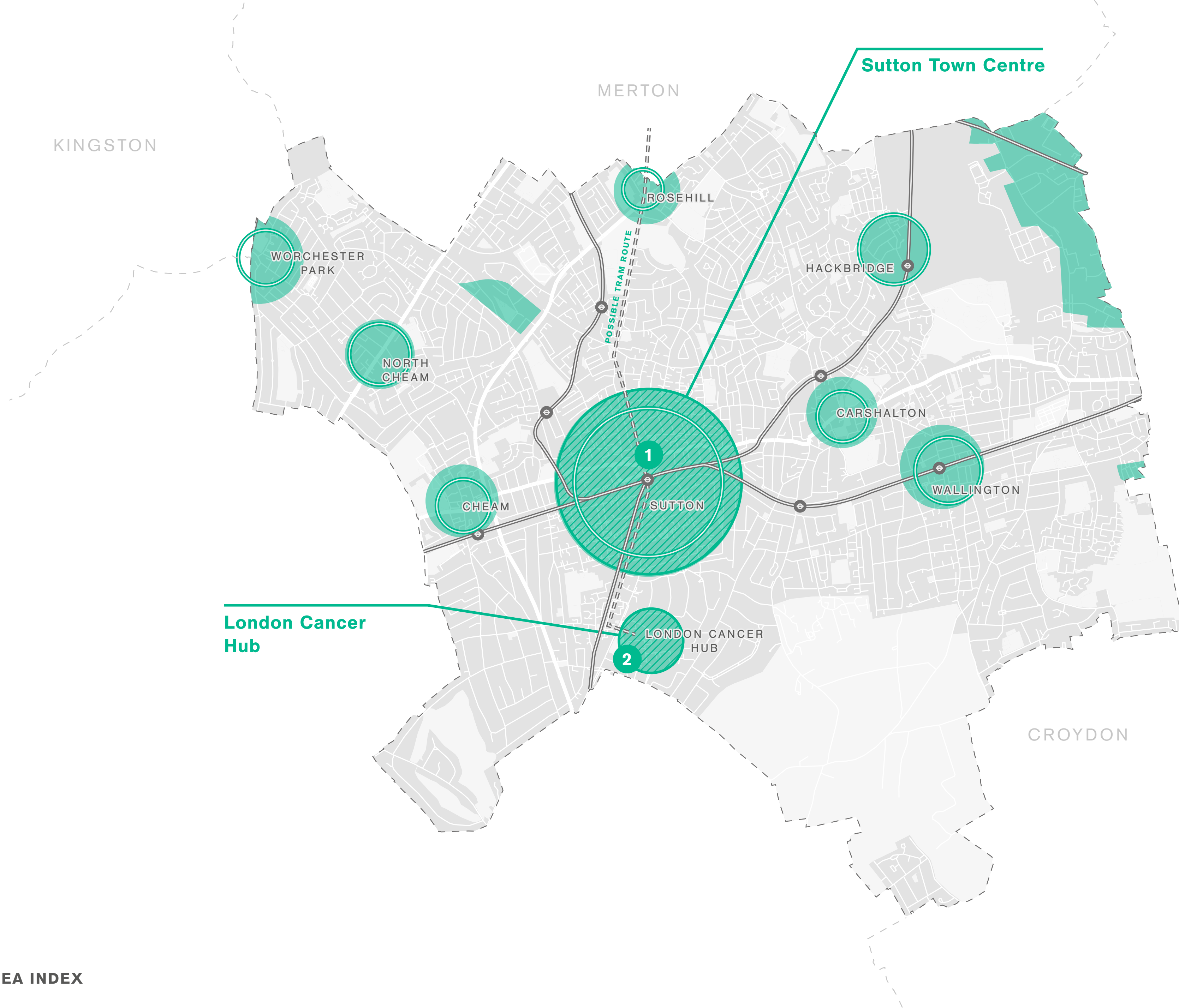
- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

- LONDON CANCER HUB
- SUTTON TOWN CENTRE

PROJECTS

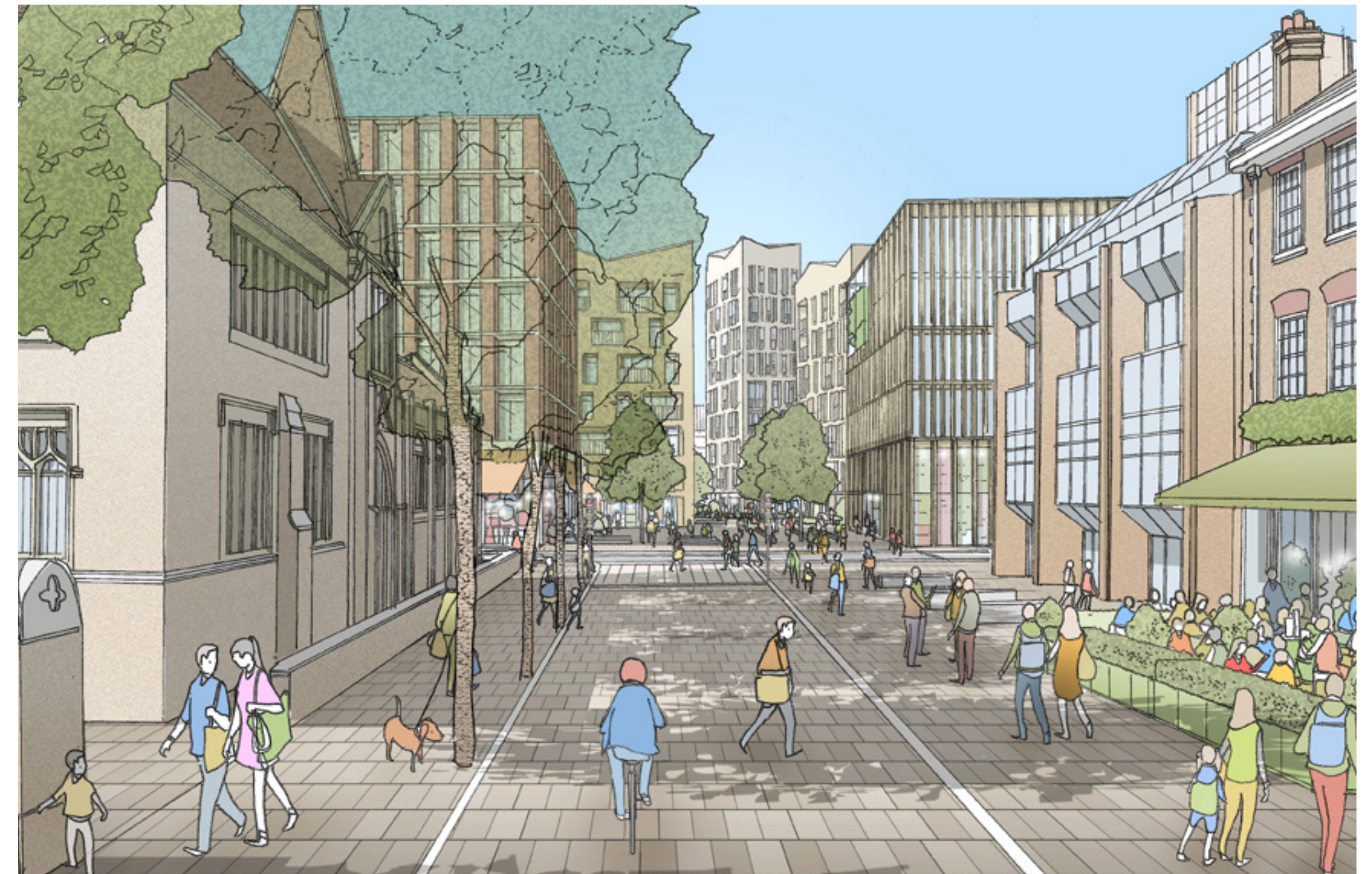
- 1 SUTTON WORKS
- 2 CENTRE FOR CANCER DRUG DISCOVERY





LONDON CANCER HUB, SM2 5NG

The London Cancer Hub will be a global centre for cancer innovation. It will create a vibrant community of scientists, doctors and innovative companies, enhance the discovery of new treatments and drive economic growth locally and nationally. Developed in partnership with The Institute of Cancer Research, London, this world-class development aims to deliver around 280,000 sqm of modern facilities, including a new school, restaurants, and hotel accommodation for visitors and patients, all set within an outstanding green environment. Development is underway, and early projects have included the pioneering Centre for Cancer Drug Discovery, opened in November 2020.



SUTTON TOWN CENTRE, SM1 1NL

The town centre vision outlines a strong direction for future development, investment and a strong local economy. The struggles of the high street are tackled by specific projects in the area, which steer away from the retail focus and into the hospitality, social value and co-working sectors. Transforming the high street from a place to shop into a place to be. The urban environment will be changed into a more accessible and sustainable one, with a focus on walking, cycling, public transport and public realm. The creation of new residential neighbourhoods in the town centre will provide homes for a growing population, improving infrastructure, accessibility and allowing growth potential.



© Architecture 00



SUTTON WORKS

PROJECT ADDRESS
118 and 138 –142 High Street, SS7 2DE

PROJECT STATUS
Pipeline

COMPLETION DATE
Q2 2022

PROJECT PARTNERS
LB Sutton (an operator team procurement is underway)

CENTRE FOR CANCER DRUG DISCOVERY

PROJECT ADDRESS
15 Cotswold Road, Sutton, SM2 5NG

PROJECT STATUS
Completed

COMPLETION DATE
November 2020

PROJECT PARTNERS
**The Institute of Cancer Research
Feilden+Mawson
Signet Planning
Price & Myers
Portus & Whitton
Robinson Low Francis
Kier Construction
RLF**

TOWER HAMLETS

STATS

POPULATION PROJECTIONS 2021

329,162 


POPULATION PROJECTIONS 2050

416,442 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

34,730 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

675 

BOROUGH CONTACT

Ann Sutcliffe
Corporate Director, Place
Ann.sutcliffe@towerhamlets.gov.uk
020 73644247

KEY FACTS

→ Community and cultural assets: home to over 120 parks and open spaces, with 22 art galleries and 6 museums.

→ Rich history: over 30 per cent of the borough is in a conservation area and there are over 2,000 listed buildings.

→ Transport: 48 per cent of trips in the borough are made on foot or by bike.

'The current economic circumstances are some of the most challenging we've seen for generations. We're working with traders to protect jobs and businesses and attract new investment into the borough. Our target of delivering 2,000 new council homes is helping more people access decent and affordable housing, which we know is a key factor in residents' health, wellbeing and financial stability. We're working with developers to ensure we can provide good quality housing and the necessary infrastructure to support the UK's fastest growing borough.'

John Biggs, Mayor of Tower Hamlets

OVERVIEW

Tower Hamlets is just eight square miles but is amongst the most densely populated boroughs in London, with over 300,000 inhabitants. In recent years its population has grown faster than anywhere else in the country. This is driving the need for more homes; especially affordable homes and the borough delivers more than any other. As London's centre expands eastwards, Tower Hamlets is well placed to capitalise on its role as an engine of London's growth, with the tech cluster in the City Fringe, an exciting potentially extensive life science cluster in Whitechapel and the leading financial centre at Canary Wharf. It is also a cultural hub, with well-established galleries, world renowned markets, such as Columbia Road Flower Market, and award-winning parks.

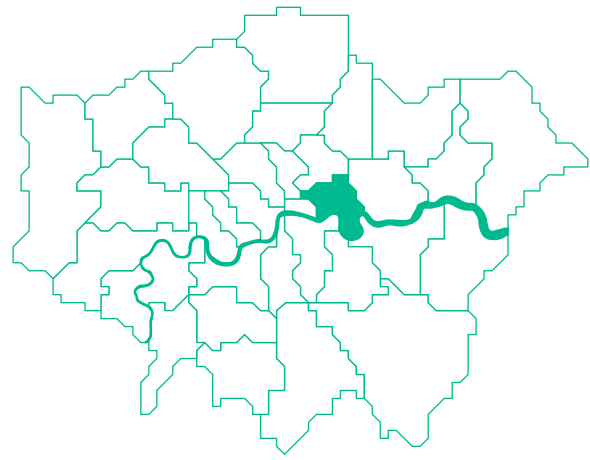
In accommodating and managing this growth, the borough is also driven to sharing the benefits that come from it. This includes all the ingredients that go to make a successful place including the provision of more affordable housing for residents, new infrastructure for education, health, community and leisure, support for local businesses with new public realm, high street improvements, new and upgraded parks and open spaces and a wide range of environmental and transport initiatives.

ECONOMIC DEVELOPMENT STRATEGY

→ **Preparing our young people for success:** we will make the transition from education to employment work better for our young people. To achieve this, we propose a targeted approach to equip young people in the borough with the tools they need to understand and navigate the options that are available to them.

→ **Helping our working age residents thrive:** we will ensure all working age residents in the borough get the best possible outcomes in terms of their jobs and careers — by looking where we can complement and strengthen existing ongoing projects such as WorkPath.

→ **Creating the conditions for business growth:** We will support our existing businesses in the borough to thrive and to stay in Tower Hamlets as they grow. We will also identify ways in which we can attract a diverse business base — so that there are more job opportunities for people with different kinds of interest and aptitudes.



MAP KEY

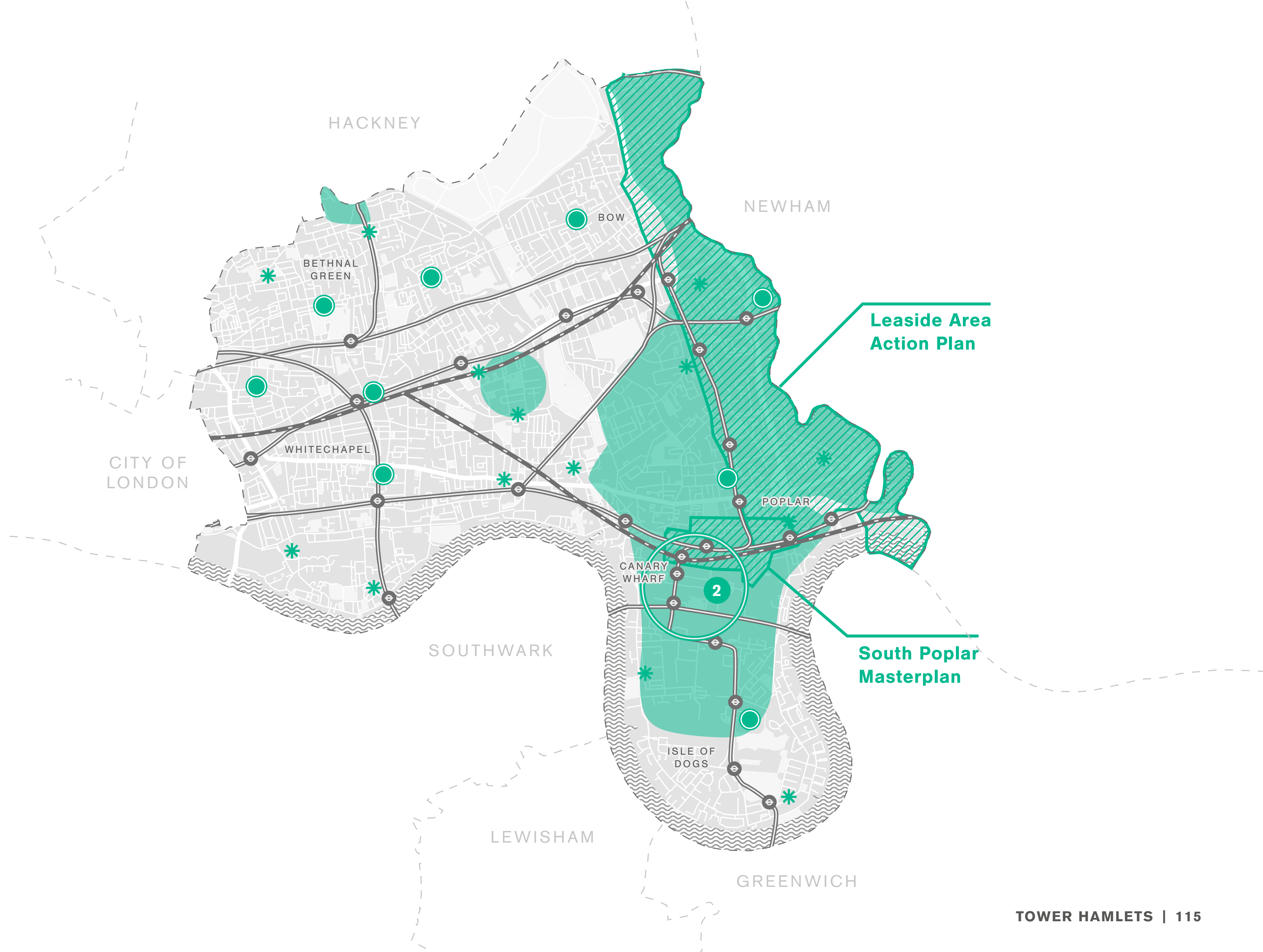
- GROWTH AREAS
- TOWN CENTRES
- NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- STATIONS

DEVELOPMENT OPPORTUNITIES

- SOUTH POPLAR MASTERPLAN
- LEASIDE AREA ACTION PLAN

PROJECTS

- 1 TOWER HAMLETS HOMES (SITES ACROSS THE BOROUGH)
- 2 WOOD WHARF





SOUTH POPLAR MASTERPLAN, E14

South Poplar is an established and vibrant low to medium rise character area. The area contains pockets of built heritage within the St Matthias and All Saints Conservation Areas and has a large spread of public housing estates. There is relatively little private housing in the area, generally in the form of Georgian and Victorian terraces. Aspen Way (A1261) located to the south creates significant physical severance between South Poplar and the Isle of Dogs, severely limiting connectivity and ease of access. The regenerative opportunities across South Poplar are significant for new homes, infrastructure and community benefits.



LEASIDE AREA ACTION PLAN, E3, E14

Leaside is located to the eastern edge of Tower Hamlets. It sits less than one mile northeast of Canary Wharf and three miles east of the City of London. Despite its good connections, it is affected by poor intra-area permeability. The A12 and the A13 run through the area, which creates physical severance and contributes to poor air quality. However, the area has great potential and redevelopment/improvement opportunities; it borders the River Lea, there are a number of established town centres and there is strong community spirit. The council are in the process of drafting an area action plan for Leaside.



© Locksley (A) LB Tower Hamlets



© CITYSCAPE

TOWER HAMLETS HOMES

PROJECT ADDRESS

Multiple sites across the borough

PROJECT STATUS

Consultation stage

OVERVIEW

The council have set a target that half of all new affordable homes in Tower Hamlets should be let at social rents, equivalent to an old council rent. The other half should be let at Tower Hamlets Living Rents, which is 33 per cent of the borough's average household income. One in ten will be wheelchair accessible and will include properties big enough for families.

WOOD WHARF

PROJECT ADDRESS

Canary Wharf, E14

PROJECT STATUS

In construction

COMPLETION DATE

2023

OVERVIEW

A comprehensive mixed-use development, stretching over 23 acres in Canary Wharf. Once completed, the development provides over 3,300 new homes - a quarter of which will be affordable, shops, new parks, offices, a GP surgery, leisure centre and restaurant and primary school. The development will also provide commercial buildings, particularly suited to small and medium enterprises.

STATS

POPULATION PROJECTIONS 2021

281,370 

POPULATION PROJECTIONS 2050

335,649 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

12,640 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

293 

BOROUGH CONTACT

Jonathan Martin

Director of Inward Investment

jonathan.martin@walthamforest.gov.uk

KEY FACTS

→ Creative sector: we aim to deliver the first GLA accredited Creative Enterprise Zone in London to support those working in the creative sector.

→ Enjoy Waltham Forest: the most effectively implemented borough-wide approach to improve cycling and walking. It includes over 30 kilometres of cycling network installed in the borough.

→ Walthamstow Wetlands: the largest operational wetlands in Europe, which has welcomed more than one million visitors since opening in 2017 — a natural health and wellbeing asset.

'Waltham Forest has shown remarkable resilience during the Covid-19 crisis. As businesses, residents and volunteers come together to support one another at a time of great upheaval, we are determined to continue delivering the housing and development our borough needs. As well as dealing with the immediate crisis, we needed to think about how we recover, which is why we were the first borough to hold a planning committee during the first lockdown. We are working closely with our partners to advance our growth agenda and Economic Recovery Plan. We are focused on supporting the borough through the Covid-19 crisis and determined that we emerge even stronger in times ahead.'

Clare Coghill, Leader of Waltham Forest

OVERVIEW

Waltham Forest became the first ever London Borough of Culture in 2019, when residents, businesses and visitors celebrated their diverse cultures, sense of community and acts of kindness. These strengths have been critical in dealing with the significant difficulties posed by Covid-19. The Council is finding new ways to work alongside residents, partners and businesses, recognising the importance of collaboration between these groups as we support everyone to strive for the best for our borough. During Covid-19, we have distributed £1.6m to families through the financial hardship fund, while 2,000 households in the borough received support from the Community Help Network. Local businesses also suffered from the crisis, although the Council distributing over £47m of grants has gone some way to support them through this. Our Economic Recovery Action Plan and our new corporate strategy, 'Public Service', aims to provide a strong platform for economic and social recovery and growth over the coming years to deliver the best outcomes for our residents. The strategy will target connecting people with new jobs; safe and healthy living; our new 15-minute neighbourhoods and confidence in our future to build on the work we have jointly been doing with our partners.

ECONOMIC DEVELOPMENT STRATEGY

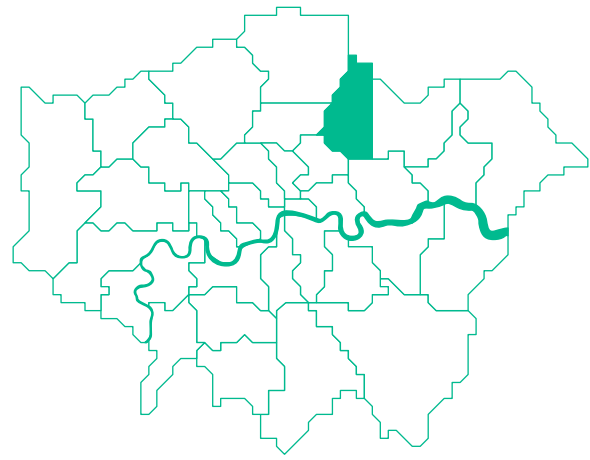
→ **Business and Economic Recovery:** to protect and help the provision of new jobs for our residents and businesses, to mitigate the impact of the Covid-19 lockdowns.

→ **Housebuilding:** to confirm our commitment to provide high quality new and affordable homes for our existing and new residents. To ensure that we continue to deliver on our growth ambitions working with our development partners to grow the borough.

→ **Walkable neighbourhoods:** Living Well to encourage and support the 15-mins walkable neighbourhood where the essentials for good living are found within this walkable timeframe.

→ **Culture-led regeneration:** supporting our High Streets and Town Centres to provide vibrant activity, encouraging experiential visits to these areas, alongside the work/retail/leisure offers.

→ **Capital Delivery Strategy:** the council's cabinet has approved a half a billion pounds Capital Delivery Strategy to support the Growth agenda to include 27,000 new homes and over 8,000 new jobs.



MAP KEY

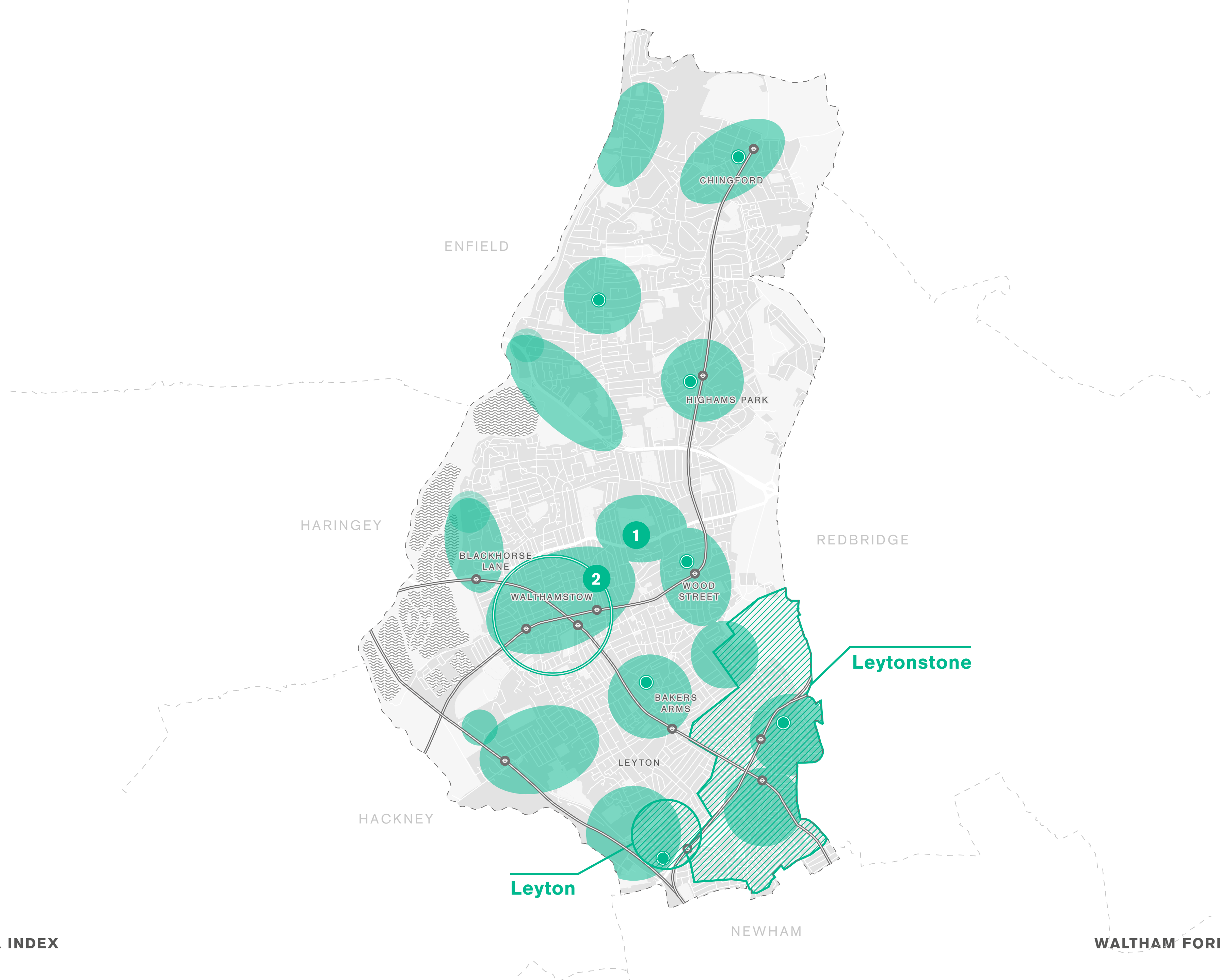
- GROWTH AREAS
- TOWN CENTRES
- NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- STATIONS

DEVELOPMENT OPPORTUNITIES

- LEYTONSTONE
- LEYTON

PROJECTS

- 1 FELLOWSHIP SQUARE
- 2 EMD CINEMA





LEYTONSTONE, E11

Leytonstone continues to provide a vibrant mix of retail, food and drink and a diverse employment offer with some significant heritage and community assets and listed buildings. It is near the Future Whipps new neighbourhood and to attractive green and blue assets and is well connected for transport, being served by the Central line and Overground. The council is undertaking a Town Centre Framework setting out development and public realm investment, including four Site Allocation sites in the borough's emerging Local Plan (2020–2035), which could deliver up to 1,600 new homes, 25,000 sqm new workspace and 3,000 new jobs.



LEYTON, E10

Plans for Leyton include minimum growth targets of 6,350 new homes and higher density of housing around the Leyton Tube Station. The council intends to deliver co-ordinated new development around a new rail station at Ruckholt Road and intensify development at Leyton Mills, including new quality homes, employment and workspace, appropriate retail provision, cultural uses and supporting social and community infrastructure. Our Local Plan sets out plans for development at New Spitalfields—in the event the market comes up for redevelopment during the Local Plan period—to create a thriving, mixed-use sustainable neighbourhood, including new quality homes, and jobs.



FELLOWSHIP SQUARE

PROJECT ADDRESS

**Waltham Forest Town Hall,
Forest Rd, London E17 4JF**

PROJECT STATUS

On-site

COMPLETION DATE

2021

PROJECT PARTNERS

**Waltham Forest Council
ISG Contracting Ltd**



EMD CINEMA

PROJECT ADDRESS

**86 Hoe Street,
Walthamstow E17 4QH**

PROJECT STATUS

On-site

COMPLETION DATE

2022

PROJECT PARTNERS

**Waltham Forest Council
Willmott Dixon Ltd**

STATS

POPULATION PROJECTIONS 2021

335,468 

POPULATION PROJECTIONS 2050

391,383 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

19,500 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

174 

BOROUGH CONTACT

Steve Diamond

**Head of Employment and
Enterprise Strategy**

Steve.diamond@

richmondandwandsworth.gov.uk

KEY FACTS

→ In 2021, the borough will be home to the UK headquarters of Apple and Penguin Random House and will see the opening of the two-stop extension to the Northern Line, the first extension to the London Underground for over 20 years.

→ Clapham Junction is the busiest rail junction in Europe and the busiest UK station for interchanges between services.

→ Wandsworth is one of London's greenest boroughs, with 32 public parks and a quarter of the borough's land area is open space.

'Wandsworth's growth programme uses the opportunities delivered through sustainable transformation and development to deliver better services to residents and businesses. By being forward-thinking and ambitious we want to build more homes for local people and make our town centres the best place for business investment - and this year we're welcoming a new Tube line which puts the fast-growing Nine Elms area on the map of central London.'

Cllr Ravi Govindia, Leader of Wandsworth

OVERVIEW

Well connected by tube, rail, bus and river, Wandsworth is attracting billions of pounds of new investment which is transforming former industrial areas such as Nine Elms and the Wandle Delta and reinventing the borough's five major town centres. The council is one of the biggest social landlords in London, responsible for 33,000 homes, and is investing in both refurbishment and new build, including two major estate regeneration programmes in Battersea and Roehampton — helping Wandsworth to be one of the biggest contributors of new housing of all kinds in London.

ECONOMIC DEVELOPMENT STRATEGY

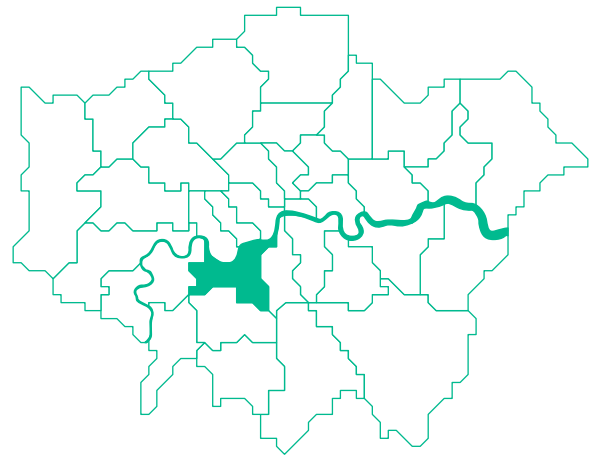
→ **Business:** create an effective environment and framework to foster and support enterprise and to develop the Borough's business community as part of economic recovery.

→ **Town centres:** engage with businesses to understand their challenges and to identify ways in which to support economic recovery, by working with BIDs, business associations, investors and other stakeholders to identify challenges and effectively promote the borough as a place to invest, trade and visit.

→ **Greener, safer, better neighbourhoods:** by working with our community to combat climate change and improve our environment and our neighbourhoods — keeping them green, clean and safe.

→ **More homes and greater housing choice:** by delivering a range of homes to suit different needs for people who live or work in the borough, particularly for those on lower incomes, while providing more help and support to people who rent either from the council or privately.

→ **Helping people get on in life:** by targeted skills training and pre-employment support to create a supply chain of skilled job ready candidates. This will help our residents gain new skills, knowledge and abilities to re-enter the jobs market and secure new job opportunities and encourage investment in the borough.



MAP KEY

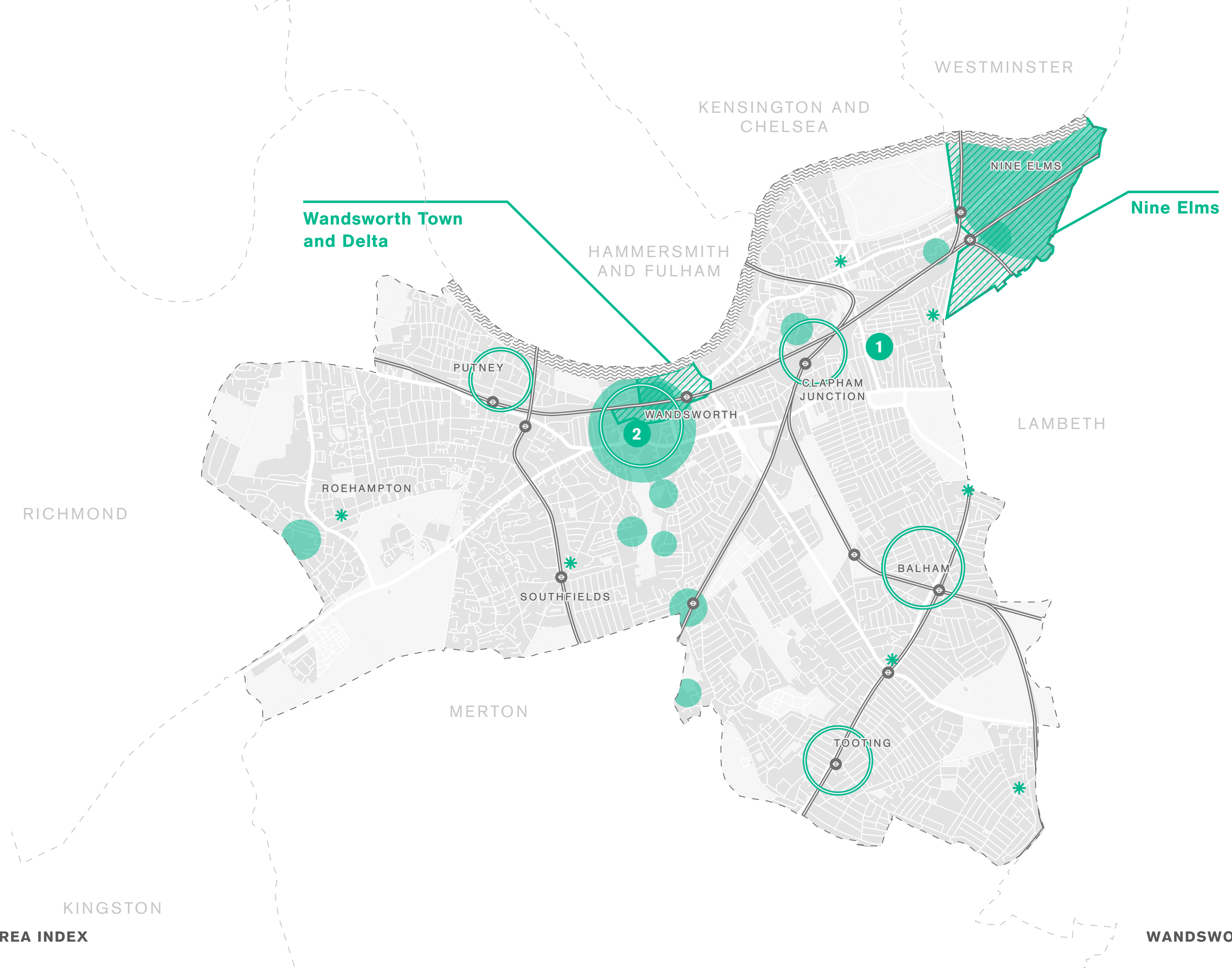
- GROWTH AREAS
- TOWN CENTRES
- * NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

- NINE ELMS
- WANDSWORTH TOWN AND DELTA

PROJECTS

- 1 BATTERSEA ARTS CENTRE
- 2 CAPITAL STUDIOS AT THE RAM QUARTER





NINE ELMS, SW8

Nine Elms will reach a significant milestone in 2021 with the opening of the Northern Line Extension in autumn, connecting the area to central London and beyond, cementing its position as a successful new part of the CAZ. Apple will make the newly restored Grade II* listed Battersea Power Station its London home at the end of the year, joining Penguin Random House, the US Embassy and Covent Garden Market as major employers in the area.

Wandsworth Council's plans for a new Battersea Design and Technology Quarter at the western end of the Nine Elms opportunity area will build on this strong creative economy which is forecast to develop further with future investment in the Nine Elms area.



WANDSWORTH TOWN AND DELTA, SW18

This year the Council plans to consult on Supplementary Planning Document for the Wandle Delta, part of a broader Vision and Delivery Framework for Central Wandsworth. In the future the Wandle Delta will be a place that puts people first - strengthened as a mixed urban neighbourhood, a focus for living and working, and a local destination for visitors.

Opportunities to combine cultural and leisure activities with new forms of workspace, set against the backdrop of distinctive waterside spaces and connections, and enhanced links to Old York Road, the Ram Quarter and the town centre, will announce the Wandle Delta as an important destination for the Borough.

PLANNING STATUS:

Supplementary Planning Document and new Area Strategy in preparation. Consultation on both draft documents in winter 2021. SPD adoption summer 2021 / Local Plan adoption spring 2023.



© Fred Howarth



BATTERSEA ARTS CENTRE

PROJECT ADDRESS

**Lavender Hill, London
SW11 5TN**

PROJECT STATUS

Completed

COMPLETION DATE

2018

PROJECT PARTNERS

**Battersea Arts Centre
Haworth Tompkins**

OVERVIEW

Overall Winner of the 2020 New London Awards. In 2015 fire completely destroyed the Grand Hall. Wandsworth Council building safety officers were quickly on the scene to secure it and provided ongoing support. The local community rallied around and a million pounds was raised within a year for the 'Phoenix Fund'. The subsequent rebuild was led by Stirling award winners Haworth Tompkins – with the fire-scorched walls left as an atmospheric reminder of what happened.

CAPITAL STUDIOS AT THE RAM QUARTER

PROJECT ADDRESS

**Ram Quarter, 13
Wandsworth Plain,
Wandsworth SW18 1ET**

PROJECT STATUS

Completed

OVERVIEW

Capital Studios, Backyard Cinema's South London home, is host to two immersive cinematic experiences, communal eating & drinking spaces, London-famous street food & craft beers, and live music. It forms part of Ram Quarter, an exciting new residential and retail quarter which combines contemporary living with iconic heritage at the historic Young's Brewery Site. The distinctive chimney of the Ram Brewery complex is a prominent feature of the Town Centre and the development won Wandsworth Council's 2020 Design Award for Large Residential and Mixed Use, and the scheme has also won the Chartered Association of Building Engineers 'Preservation and Conservation Award 2019'

STATS

POPULATION PROJECTIONS 2021

247,024 

POPULATION PROJECTIONS 2050

278,091 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

9,850 

BOROUGH CONTACT

planningpolicy@westminster.gov.uk

KEY FACTS

→ Housing target in our emerging city plan of 985 units per year

→ 78 per cent of the city is within a conservation area and we have over 11,000 listed buildings and structures

→ Highest economic output of any Local Authority

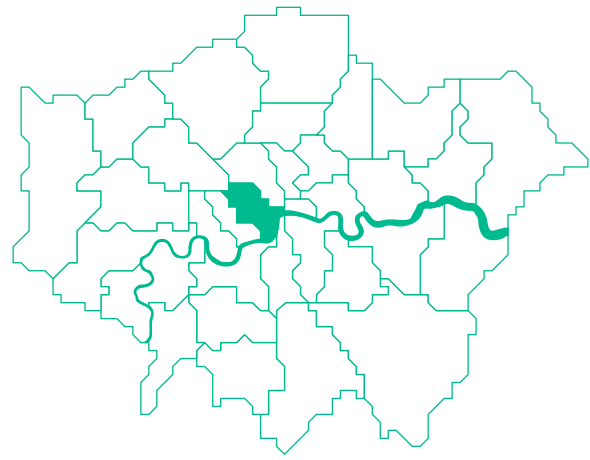
'Our priority is to kick start the economy from the moment lockdown lifts. One in ten of all London jobs are in the West End and a thriving Westminster is in the capital's interests. We are using lockdown to work at pace on recovery for the West End with initiatives like al fresco dining and a fresh push to attract shoppers and visitors. We have extra pavement space, temporary bike lanes and social distance signs throughout the city, so people can return with confidence. I am also determined to see our Inside Out arts festival launch in the New Year.'

Cllr Rachael Robathan,
Leader of Westminster City

OVERVIEW

Stretching just over eight square miles, Westminster is one of London's largest central boroughs and one of only two to have city status. Much of Westminster is within the London Plan's Central Activities Zone. We are home to many of the landmarks synonymous with 'tourist London'. We have some of the most affluent residential areas in the country, but a diverse demographic means also some of the most deprived. To ensure success of our communities for the future, we will lead the way and open up opportunities for everyone by building more affordable housing, connecting our residents to the diverse range of jobs on their doorstep and continue to encourage the right kind of economic growth.

Our number one priority is to tackle the climate emergency head on by harnessing the full strength of our council resources with our partners across the city. It's about those little changes that make a big difference, maximising soft landscaping, planting more trees, being less wasteful, protecting our open spaces and encouraging greener travel. It's creating buildings that are more energy efficient, making them cheaper to run and more comfortable to be in.



MAP KEY

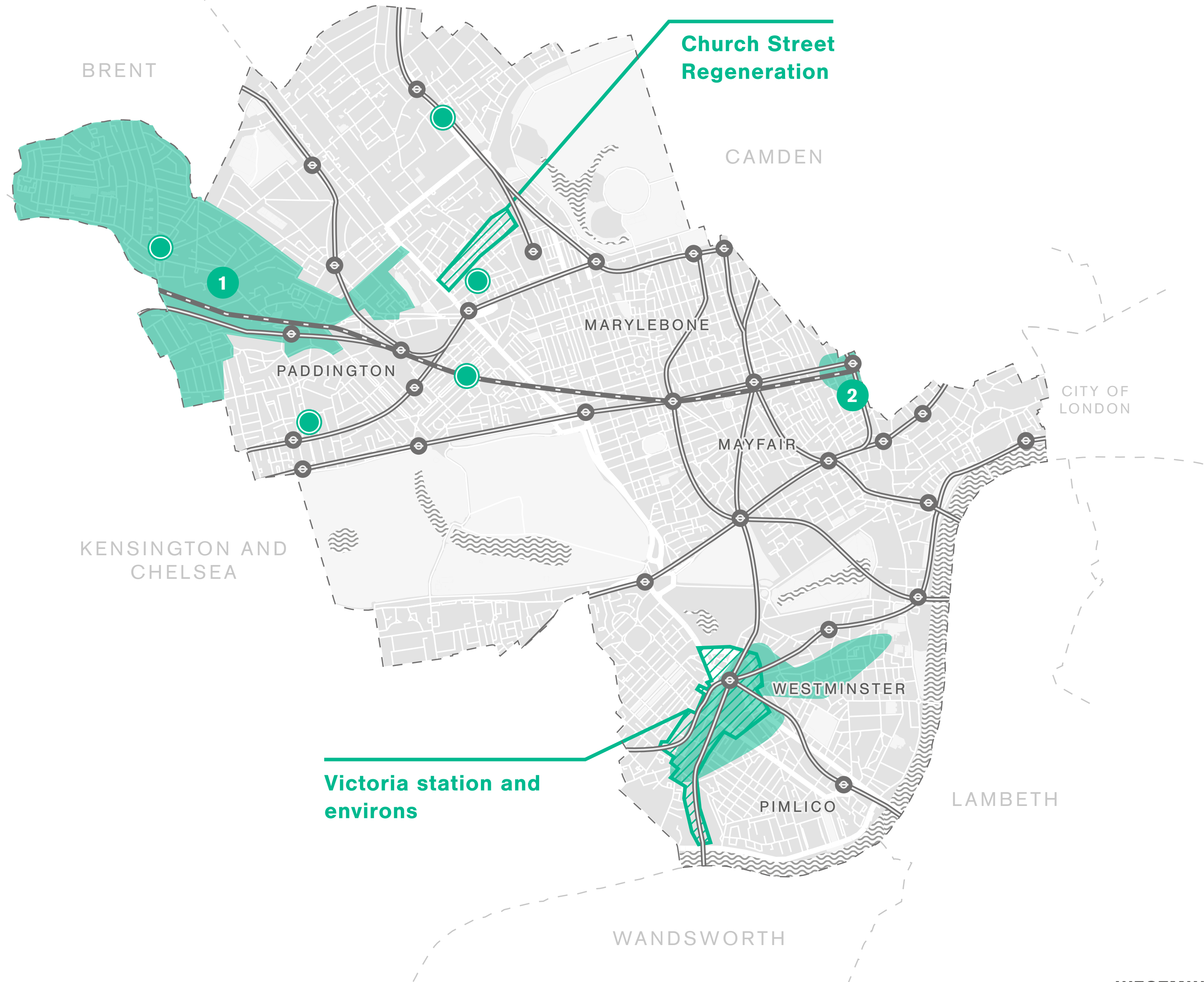
- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- STATIONS

DEVELOPMENT OPPORTUNITIES

- VICTORIA STATION AND ENVIRONS
- CHURCH STREET REGENERATION

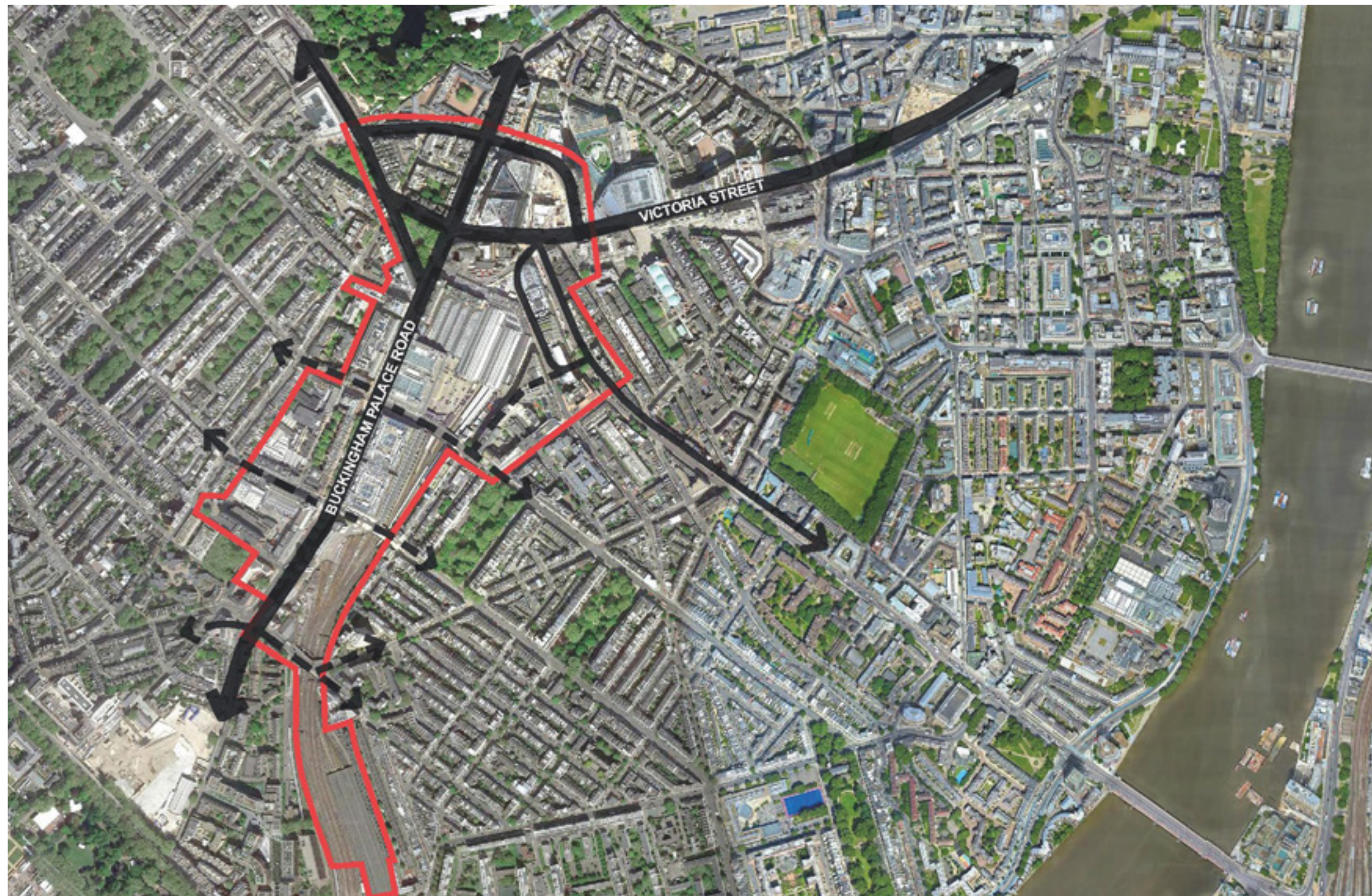
PROJECTS

- 1 HARROW ROAD MIXED USE SCHEME
- 2 TOTTENHAM COURT ROAD STATION (SOHO PLACE)



**Church Street
Regeneration**

**Victoria station and
environs**



VICTORIA STATION AND ENVIRONS, SW1

In October 2019, the Victoria Partnership, formed of Westminster City Council, Victoria Business Improvement District, Network Rail, the Greater London Authority, Transport for London and landowners, appointed Allies and Morrison to lead a multi-disciplinary team tasked with delivering the 'Future Victoria' masterplan. The core objective of this commission is to develop a concept level masterplan that ensures the challenges linked to the station area are considered as a whole, that current missed opportunities are reviewed, and a framework can be agreed that guides development for the benefit of all. The projects key aims: make the station and interchange easier to use; Improve the quality of the streets and spaces around Victoria Station; set out a framework which guides good growth so that it brings benefits to the area; enhance perceptions of Victoria, making it a place that you want to go to.



CHURCH STREET REGENERATION, NW8

A vibrant, busy area, home to one of London's oldest street markets. The regeneration will deliver over 1,750 new and better-quality homes across tenures; better routes around the area; green and open spaces; and business and enterprise premises. Projects that improve health, wellbeing, and employment prospects for local people are already underway, and the programme has a key role to play in the council's commitment to achieving net zero. There are a huge range of opportunities for genuinely inclusive and diverse organisations to work on this ambitious programme. The council will be looking for a development partner to deliver Site A in the near future.

PROJECT OWNER:
Westminster City Council

PLANNING STATUS:
Pre planning, a submission for Sites A B and C is intended for 2021, development envisioned for the next 15-20 years.

DEVELOPMENT COST:
Over £1bn worth of investment over the next 15-20 years



HARROW ROAD MIXED USE SCHEME

PROJECT ADDRESS
300 Harrow Road London W2 5HG

PROJECT STATUS
Application permitted 23 October 2020

COMPLETION DATE
2022

PROJECT PARTNERS
Westminster City Council
CGL
Peter Brett Associates



TOTTENHAM COURT ROAD STATION (SOHO PLACE)

PROJECT ADDRESS
135–155 Charing Cross Road, 12 Sutton Row & 12 Goslett Yard WC2H 0DT

PROJECT STATUS
Under construction

COMPLETION DATE
Early 2022

PROJECT PARTNERS
Derwent Valley Central Ltd & Crossrail
Alford Hall Monaghan Morris
Gerald Eve

LONDON LEGACY DEVELOPMENT CORPORATION (LLDC)

STATS

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

21,540 

BOROUGH CONTACT

Rosanna Lawes

Executive Director of Development

RosannaLawes@londonlegacy.co.uk

KEY FACTS

→ More than 34 million people have visited Queen Elizabeth Olympic Park and its venues since 2014.

→ LLDC will support the delivery of 33,000 homes in the wider Mayoral Development Corporation (MDC) area by 2036.

→ 40,000 jobs will be created in the area by 2025.

'LLDC's experience and track record as a regeneration delivery agency places us well to support London's economic recovery. That is what we are doing by developing one of the world's largest and most ambitious culture and education districts, East Bank, which will create unique opportunities for post-pandemic economic growth. More widely, as a microcosm of wider London, the Park offers the space, flexibility, and location for businesses to collaborate in tackling the societal issues of tomorrow. Home to a critical mass of global names in business, education and technology, with access to a diverse, local workforce, the Park is cementing itself as an Inclusive Innovation District and urban testbed.'

Lyn Garner, Chief Executive

OVERVIEW

The London Legacy Development Corporation is an international leader in regeneration and recovery. The London 2012 Games showed the world what this part of east London could achieve, and we see that Olympic and Paralympic legacy ambition realised with east London becoming the fastest growing part of the capital. It is now a dynamic global centre for London creating opportunities for local people and a blueprint for regeneration which cities around the globe seek to emulate.

As one of the best-connected parts of London, with a genuine 15-minute city proposition, Queen Elizabeth Olympic Park presents a unique and resilient offer; particularly in a post-Covid world. Through ambition and vision as well as the quality of the environment built on and around the Park, Stratford and the surrounding area can help deliver London and the UK's economic recovery from the pandemic.

ECONOMIC DEVELOPMENT STRATEGY

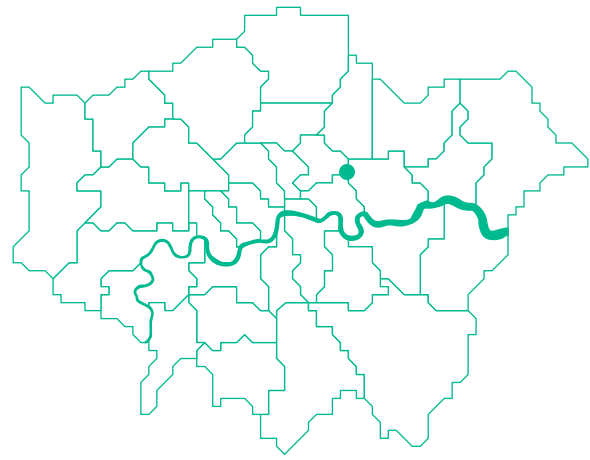
→ **East Bank:** the most ambitious culture and education project in a generation, it will generate £1.5 billion for the local economy, create 2,500 jobs, attract 10,000 students and welcome an additional 1.5 million visits per annum.

→ **Inclusive Innovation District:** already the Park has attracted world-leading businesses, research and enterprise-focused universities to its component business districts at Westfield Stratford City, International Quarter London and Here East, where a critical mass of start-ups and scale-ups sit alongside the creative and cultural talent in the Hackney Wick and Fish Island Creative Enterprise Zone.

→ **Urban testbed:** in a post-Covid world, cities will be required to think differently. The Park is uniquely positioned as an urban testbed, where new and innovative ideas can be stress tested in a real-world environment.

→ **Good Growth Hub:** connecting businesses with local diverse talent through a wide range of employment, skills and enterprise activities, the Good Growth Hub is committed to ensuring greater workforce representation within the creative, cultural and technology sectors.

→ **Interim uses:** interim sites play a vital role in placemaking and generating socio-economic benefit ahead of long-term development. From Hackney Bridge to Snoozebox, LLDC is making best use of vacant land for short-medium term economic and social benefit.



MAP KEY

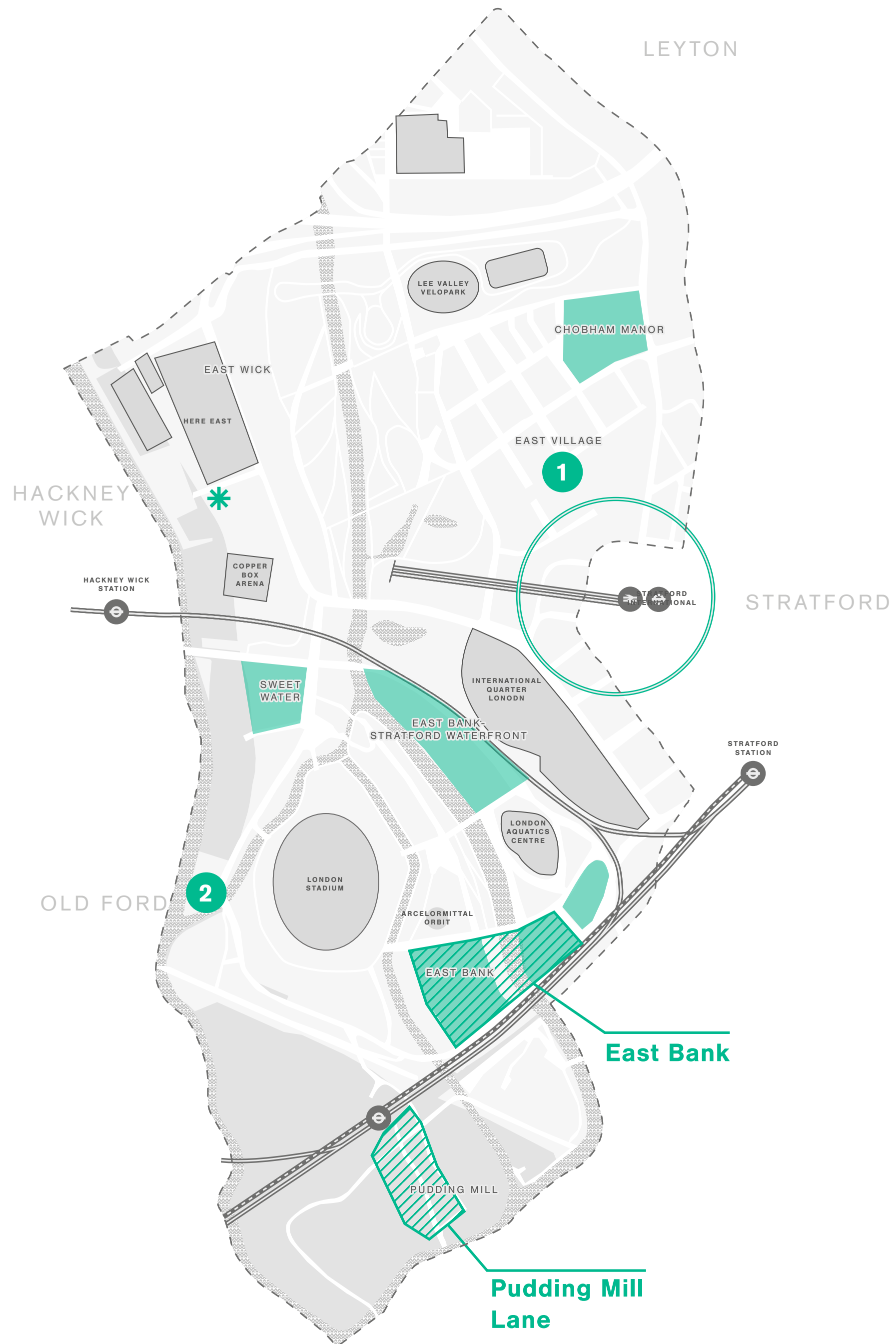
- GROWTH AREAS
- TOWN CENTRES
- * NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- ⊖ STATIONS

DEVELOPMENT OPPORTUNITIES

- EAST BANK
- PUDDING MILL LANE

PROJECTS

- 1 CHOBHAM MANOR
- 2 EAST WICK AND SWEETWATER





EAST BANK, E20

East Bank is a new powerhouse for innovation, creativity and learning on Queen Elizabeth Olympic Park, bringing together world-leading partners UCL, UAL, BBC, V&A and Sadler's Wells in east London. As the most ambitious cultural and education new London district for a generation, East Bank is a visible realisation of Covid recovery and investment in east London. Retail has always been considered an important placemaking function at East Bank and on the wider Park, and the six retail units overlooking the waterfront — as well as the further c.2,000 sqm of flexible retail space to be provided at the Stratford Waterfront residential development — provide an invitation to local residents to explore, enjoy and make connections with East Bank.



PUDDING MILL LANE

Pudding Mill Lane — part of the Pudding Mill neighbourhood — will deliver approximately 900 new homes (minimum of 40 per cent affordable), alongside 36,000 sqm of Employment Space to facilitate 2,000 jobs, and a thriving new neighbourhood centre. Sustainability will be at the heart of the new neighbourhood, with all commercial buildings aiming for a BREEAM Excellent rating. The Employment Space will kickstart placemaking and build on the clusters of innovation and tech industries which have chosen the Park as their home. It will support the wider commercial strategy for the park and the ongoing regeneration of Stratford. An outline planning application will be submitted early 2021 with advisors due to be appointed shortly afterwards to formulate the procurement strategy.



CHOBHAM MANOR

PROJECT ADDRESS

E20

PROJECT STATUS

In construction

COMPLETION DATE

2022/23

PROJECT PARTNERS

Chobham Manor LLP (Taylor Wimpey & L&Q)

Make

muf architecture/art

PRP

AHMM

Haworth Tompkins

Karakusevic Carson Architects

Make

Nord

PRP

Stephen Wilson Partnership

Venables Associates

PRP Design Consultancy

RSK

Quod



EAST WICK AND SWEETWATER

PROJECT ADDRESS

E20

PROJECT STATUS

In construction

COMPLETION DATE

2030/32

PROJECT PARTNERS

Places for People and Balfour Beatty Investments

Sheppard Robson

Studio Egret West

Studio Egret West

Piercy & Co

AStudio

Shed KM

WR-AP

Sheppard Robson

Fabrik

LUC

Atkins

KLH Sustainability

Etude

Quod

OLD OAK AND PARK ROYAL DEVELOPMENT CORPORATION (OPDC)

STATS

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

13,670 

BOROUGH CONTACT

Economic Strategy:

Beverley.Archer@opdc.london.gov.uk

Media enquires:

Roz.Henville@london.gov.uk

KEY FACTS

→ 25,000 high-quality homes, with up to 50 per cent affordable. 6,000 already consented, with 1,500 of which under construction.

→ 65,000 new jobs, supplementing Park Royal's existing 4,000 businesses and 40,000 employees, boosting the economy by around £7.65bn a year.

→ £1.5m of community-led culture and heritage activities, funded by the Great Place Scheme.

'With over a billion pounds invested in the HS2 Station, Old Oak Common is set to become the heart of the best-connected place in west London with tremendous scope to bring new homes, jobs and leisure for local people and newcomers alike. Old Oak and Park Royal Opportunity Area will play a key role in London's recovery and growth. As planning authority and development agency, we're ideally placed to oversee this opportunity, driving forward collaboration with public and private sector partners, including the London Boroughs, residents and businesses.'

David Lunts, Chief Executive

OVERVIEW

Formed by the Mayor of London, the Old Oak and Park Royal Development Corporation's (OPDC) mission is to create and deliver homes for Londoners and jobs to facilitate London's growth. We work in collaboration with London boroughs, partners, local businesses and the community to create a place everyone feels a part of.

HS2 is building the UK's largest new station for over a century, right in the heart of Old Oak. Linking intercity services to eight of the UK's top ten cities with the new Elizabeth line, the Old Oak interchange will create the best-connected place in west London, bringing a massive opportunity to deliver thousands of new and affordable homes, a thriving local economy and huge improvements to social and community amenities.

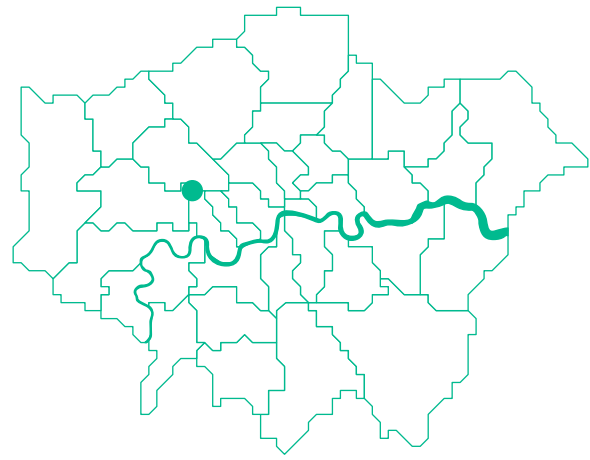
Drawing on its rich heritage at the heart of west London's manufacturing and industry, Old Oak and Park Royal will become a new urban community where a thriving local economy supports a great place to work, visit and live. It will be an inclusive, accessible and diverse district, showcasing the very best practice in social and environmental placemaking and making a major contribution to London's role as a global city.

ECONOMIC DEVELOPMENT STRATEGY









→ **Innovation:** setting the benchmark for the future of industry in London. Projects include; Clean Growth — working towards zero carbon, zero waste and zero emissions; 5G and Artificial Intelligence — by establishing a 5G testbed capable of supporting autonomous vehicles, AI and innovation in all sectors; Infrastructure — building capacity to support growth and creating a safer, healthier environment; Low carbon transport networks — reducing congestion, encouraging the move towards more sustainable modes of transport and improving air quality.

Business and people: supporting businesses, employees and residents to thrive. The Employment & Skills Hub, in partnership with the local boroughs, the DWP, West London College and with funding from HS2 and Echo, an online skills-sharing platform that unlocks and promotes the wealth of skills, resources and opportunities in the OPDC area.



Place: creating a more desirable place to live, work and visit. Projects include: In the Making — a programme of community-led improvements to the public realm that enhance the area and support community initiatives and local businesses; The Great Places Scheme — a programme of creative and cultural projects, funded by the Lottery Heritage Fund, which celebrates the diversity and heritage of Park Royal.

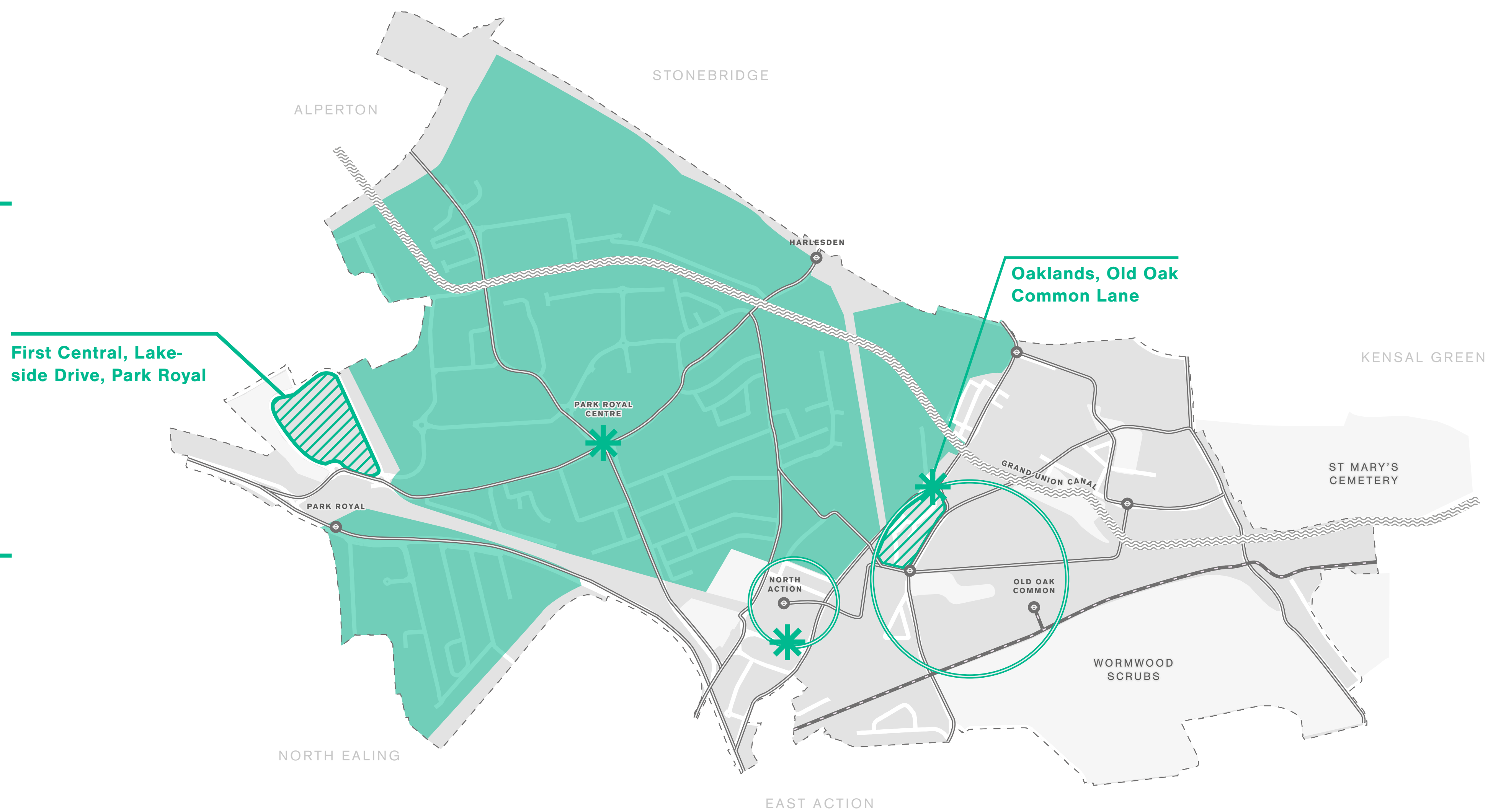


MAP KEY

-  GROWTH AREAS
-  DEVELOPMENT AREAS
-  TOWN CENTRES
-  NEIGHBOURHOOD CENTRE
-  METROPOLITAN OPEN LAND / GREEN BELT
-  RAIL
-  CROSSRAIL
-  STATIONS

DEVELOPMENT OPPORTUNITIES

-  FIRST CENTRAL, LAKESIDE DRIVE, PARK ROYAL
-  OAKLANDS, OLD OAK COMMON LANE





FIRST CENTRAL, LAKESIDE DRIVE, PARK ROYAL

Site of Guinness Brewery, the development will include 807 apartments, 40 per cent of which will be affordable. First Central has been designed to reflect the industrial heritage of the area. Regenerating an unused brownfield site, the scheme delivers a connected and lively place. Local investments include over £1.5m to improve walking and cycle links, £500,000 to improve the local bus network, and over £2m towards expanding Central Middlesex Hospital. The development offers private outdoor spaces for every property and three shared gardens, as well as public grounds, waters features and footpaths.

PLANNING STATUS:

Under construction

COMPLETION DATE:

2022



OAKLANDS, OLD OAK COMMON LANE

Oaklands is the first large-scale housing project to be brought forward by the OPDC, kick-starting the transformation of a 650-hectare area of regeneration in West London. Notting Hill Genesis in partnership with QPR, is investing £175m at Old Oak to deliver a wide range of homes to suit all household budgets. Oaklands meets the Mayor of London’s affordable housing target by providing 40 per cent affordable housing, the remaining 60 per cent available for market rent through Folio London. Work started on site in 2017 and is anticipated to be completed by early 2022. The Oaklands project has delivered a range of education and training opportunities for local people.

PLANNING STATUS:

Under construction

COMPLETION DATE:

2022

INDUSTRY VIEWPOINTS

Addressing some of the key topics boroughs face, the industry viewpoints provide a perspective on mayoral elections, borough's building housing, reaching Net Zero targets and digitalisation transforming community engagement during an unprecedented year.

20 YEARS OF THE LONDON MAYOR

By Tony Travers, Director, London School of Economics



20 years ago, the first London mayor and assembly elections took place. 14 years before, the Greater London Council had been abolished, leaving a vacuum in the capital's city-wide government. The creation of the 'Greater London Authority' marked the restoration and strengthening of the capital's metropolitan government.

There have been three mayors since then: Ken Livingstone, Boris Johnson and Sadiq Khan. Between them, they have delivered successive versions of the London Plan which has shaped development and sharpened the city's image. They have overseen a major improvement in the city's transport system, helped secure the Olympics and have introduced (among other things) congestion charging, the Oyster card, a bike hire scheme, a new bus and the Ultra-Low Emission Zone. The office of mayor has created a focal point for accountability.

Relations between City Hall and the boroughs have been reasonable, though there have been clashes. Overlapping responsibilities for planning,

housing and transport/highways have inevitably led to stand-offs over issues such as building heights, densities, housing numbers and road use. Some friction is a feature of Londoners' inconsistent aspirations, for example, a desire for more homes, but not, preferably, near existing homeowners.

The 2020 GLA elections were postponed because of COVID-19. This delay has had the effect of extending the highly politicised campaigning period from nine months to nearly two years. Relations between ministers and the mayor over issues such as the revised London Plan, the compensation needed by Transport for London because of fare losses during the pandemic and about the handling of coronavirus policy have been characterised by relentless electoral manoeuvring.

Despite Whitehall meddling in sub-national government, mayors in major cities are here to stay. 2021 will see the outcome of the sixth mayoral election. By May, a platform of post-COVID policy will be essential and, with luck, possible.



BOROUGH BUILDING HOUSING

By Pat Hayes, Managing Director, BeFirst



Barking & Dagenham is probably the starkest reminder in London of the failure of the market to meet London's housing needs. Despite low land prices and high demand the conventional house builder model doesn't seem to work and developers have been far too focussed on providing housing for the wealthy in central London at a very high margin and have ignored the opportunity to deliver housing for the bulk of working Londoners.

As a result Barking & Dagenham in a step back to the future for a borough which was largely built by the public sector has decided that the council has to step in and start providing housing at scale and of good quality for rent by the boroughs current and future residents. Who are the people who keep London working as a global city.

B&D currently has nearly 6000 homes in its construction pipeline and last year delivered over 20 per cent of the Homes for Londoners housing programme. COVID-19 has caused problems but despite this we have managed to keep building

and taking schemes through the design and planning processes. Brexit is likely to be a bigger problem as is already hitting the availability of materials and is likely to cause on going price and supply problems but the resulting recession will give us the chance to act counter cyclically and absorb labour and resources not being utilised by the private sector.

As a borough our focus is on creating a new model of housing delivery to build standardised homes whose dimensions and components facilitate construction and reduce cost in use to residents and maintenance liabilities for the council.

To achieve this we are trying to lead and catalyse the use of off-site construction and other modern methods of construction and have built up a 21st century version of the classic borough architects department so that we have the design expertise to enable us to control the whole design process from inception to hand over and be on top of our contractors and architects to make sure they are delivering high quality at an affordable price.



NET ZERO – A NECESSITY NOT A DESIRE

By Clare Murray, Head of Sustainability, Levitt Bernstein



It has never been clearer that stemming climate change through meeting zero carbon is a necessity, not a desire. This isn't an issue that will suddenly disappear overnight, and it certainly isn't something we can hope will come out of the wash when continuing with business as usual. So, it is incredibly important that we are crystal clear on what net zero carbon means, the measures we need to take in the design and construction of our buildings and then ensuring this is backed up through ambitious planning policies and up to date regulations and standards. This is something that LETI, Architects Declare, Architects Climate Action Network and the UKGBC (among others) have been campaigning for, particularly over the past year.

This is our opportunity to stand out as an industry that is equipped to fix the planet, rather than continuing to break it. But to do this we must acknowledge that current policies and regulations are not adequate, and that the design of our buildings, places and spaces needs to embed sustainability and zero carbon from the

moment the pen hits paper. This means a switch from the use of percentage carbon reduction targets to focusing on reducing the energy demand and consumption of buildings. It also means designing to Passivhaus levels of fabric performance through orientation of the building, appropriate window sizes and a reduced form factor (as much as increased insulation, reduced thermal bridging and high airtightness). Levitt Bernstein and Etude's 'Easi-Guide to Passivhaus Design' and LETI's 'Climate Emergency Design Guide' provide further guidance.

Several Local Authorities, such as Haringey, Islington, and LLDC, have been leading the charge by setting ambitious project briefs and carrying out their own studies on meeting net zero carbon. Those left dragging their feet will soon find they have much to catch up on.



Easi Guide



LETI Climate Emergency Design Guide

DIGITALISATION TRANSFORMING COMMUNITY ENGAGEMENT

By Jason Hawthorne, Chief Digital Officer, VU.CITY



Today the idea of holding a public consultation without some form of digital presence would be reason enough to fail at planning. There are many advantages as a result. Access to greater numbers of time poor audiences of 25 to 50 year olds, balanced views of greater and wider spread audiences, understanding everyone's views not just the vocal minority. Digital is beginning to democratise planning and the thousands of responses to the government's white paper on the subject shows how many players there are in this space. Many reports have spoken about the lack of trust in planning and I have seen first-hand how this can have a huge effect.

Allowing anyone who wishes to be involved, to make participation easy and rewarding, to know your opinion matters and will be taken into account are the things that digital engagement can accomplish. COVID-19 has certainly been a huge digital accelerator. Digital planning is still in its infancy, but a whole ecosystem of digital storytellers is emerging and coalescing. The London Boroughs are alive to

this and the opportunities afforded are not lost on them. Emerging ideas of pre-validation at the submission of planning applications, entire planning application registers represented in a 3D digital city and our most recent offering to the City of London — building a highly accurate Virtual Reality environment where hundreds can experience change as if it had already happened will change how we plan and design cities.

Digital consultation is accelerating and the depth of immersion will be ever greater and more realistic. From those early CGIs and fly throughs we are rapidly approaching full Virtual Reality environments and Augmented Reality apps that will be on everyone's smartphones. The planning system will be digitised, the questions are: will it rebuild trust, will it be smarter, will it be faster, and ultimately will it be better?



PROFILES

MAYOR OF LONDON

The Mayor of London sets the budget and is responsible for making London a better place for everyone who visits, lives, or works in the city. The Mayor is elected every four years. The current Mayor is Sadiq Khan, elected in 2016. The Mayor's role as the executive of London's strategic authority is to promote economic development and wealth creation, social development, and improvement of the environment. The Mayor also has various other duties in relation to culture and tourism, including responsibility for Trafalgar Square and Parliament Square. The Mayor is the elected voice of the capital and champions London and Londoners at home and abroad.



The City Corporation provides local government services for the financial and commercial heart of Britain, the City of London. We are committed to maintaining and enhancing our status as the world's leading international financial and business centre through the policies we pursue and the high standard of services that we provide. Our responsibilities extend far beyond the City boundaries for the benefit of the nation.



London Councils represents London's 32 boroughs 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 & PARTNERS

London & Partners is the business growth and destination agency for London. We are a social enterprise, and our mission is to create economic growth that is resilient, sustainable and inclusive. Our team is based in London, North America, Europe, China and India.



New London Architecture (NLA) is the independent centre for London's built environment, where professionals, politicians and the public can meet, learn and have a voice on the future shape of London. Our activity involves research, events, exhibitions and workshops that bring together our broad network to discuss and action issues affecting London's built environment.

We're London's greatest advocates, sharing our passion and knowledge about the capital and working tirelessly — and often collaboratively — to deliver to the highest quality. The breadth of our network and the extent of our reach means we can respond quickly to the needs of the built environment professions and the city as they evolve.

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