

# Hounslow: Growth Partner for the London LEP

CHISWICK HOUSE



Harvey McGrath,  
Deputy Chairman,  
London LEP

CHISWICK BUSINESS PARK





# The London Enterprise Panel

**Harvey McGrath**

Deputy Chair of the London  
Enterprise Panel



# The London Enterprise Panel

“the venue for London boroughs to work with business, with TfL and the Mayoralty to take a strategic view of the regeneration, employment and skills agenda for London”

*‘Ambitions for London’, Boris Johnson, Mayor of London*





# Priorities for Jobs & Growth

- **Skills & employment:** to ensure Londoners have the skills to compete for and sustain London's jobs;
- **Micro, small & medium sized enterprises:** to support and grow London's businesses;
- **Digital creative, science & technology:** for the capital to be recognised globally as world leading hub; for science, technology and innovation - creating new jobs and growth; and
- **Infrastructure:** to keep London moving and functioning.



# London Enterprise Panel Members

- **Boris Johnson** - Mayor of London (Chair)
- **Kit Malthouse AM** - Deputy Mayor for Business & Enterprise (Deputy Chair)
- **Harvey McGrath** (Deputy Chair)
- **Richard Blakeway** – Deputy Mayor for Housing, Planning & Land
- **Professor Stephen Caddick** - Vice-Provost (Enterprise), UCL (representing London's University sector)
- **Sir William Castell LVO** - Chairman, Wellcome Trust
- **Neale Coleman CBE** - Deputy Chair of the London Legacy Development Corporation
- **Greg Clark** - Owner and CEO, The Business of Cities Ltd
- **Isabel Dedring** – Deputy Mayor for Transport
- **Grant Hearn** - Chief Executive, Travelodge
- **Sir Peter Hendy CBE**– Commissioner of Transport for London
- **Stephen Howard** - Chief Executive, Business in the Community
- **Councillor Peter John** - Leader, London Borough of Southwark
- **Sue Kershaw** - Director of Programme Management, Grosvenor Britain & Ireland
- **Sir Edward Lister** – The Mayor's Chief of Staff and Deputy Mayor for Planning
- **Jack Morris OBE** - Chairman, Business Design Centre Group
- **Chet Patel** - Managing Director, BT Wholesale Markets and BT Group Director for London
- **Councillor Chris Roberts** - Leader, Royal Borough of Greenwich
- **Councillor Philippa Roe** - Leader, London Borough of Westminster (London Councils' nominee)
- **Sue Terpilowski** - Chairman London Policy Unit at Federation of Small Businesses
- **Nick Turner** - Senior Partner, Decision Strategies International
- **A representative from London's Further Education sector** (to be appointed by the Mayor)

# Local Growth Fund / Growth Deal

*“Through Growth Deals, Local Enterprise Partnerships can seek freedoms, flexibilities and influence over resources from Government; and a share of the new Local Growth Fund to target their identified growth priorities.”*

The Government announced the Local Growth Fund in March 2013 in their response to the Lord Heseltine’s Review. Includes:

- **Transport** (Local Authority transport Majors, Local Sustainable Transport fund and Integrated Transport block) – London not eligible
- **Skills** (FE Capital & ESF match) – details TBC; and
- **Housing (New Homes Bonus)** - approx. £70m in 2015/16 for London

# European Structural & Investment Funds (ESIF) Programme 2014-20

- €748.6m of European Social Fund (ESF) and European Regional Development Fund (ERDF) allocated to the LEP over seven years, to be matched with a further 50% of domestic funding;
- Requirement for ESIF strategy to align with LEP priorities
- GLA staff currently preparing the ESIF strategy on behalf of the LEP;



# Proposed Investment Priorities & ESF/ERDF Allocations

| Investment Priority  | Indicative Activities  | ESF                | ERDF  |
|--|--|--------------------|-------|
| Skills and Employment  | Freedoms, flexibilities and funding incentives                           | £451m+<br>£37m YEI |       |
|  | Informed customers   |                    |       |
|  | Employer engagement  |                    |       |
| Enhancing the Competitiveness of London SMEs   | Boost London SMEs capacity to grow                                       | £14m               | £35m  |
|  | Facilitate access to finance   |                    |       |
|  | Internationalisation   |                    |       |
|  | Entrepreneurship   |                    |       |
|  | Resource efficiency  |                    |       |
| Strengthening Science & Technological Development and Fostering Innovation in London Enterprises | Connect London   |                    | £39m  |
|  | Commercialising innovation   |                    |       |
|  | Innovation & adoption of low carbon/resource efficiency technologies     |                    |       |
|  | Promoting the development & exploitation by SMEs of digital technologies |                    |       |
| Investing in London's Infrastructure   | Research and innovation infrastructure                                   |                    | £102m |
|  | Business workspaces  |                    |       |
|  | Ultra-fast broadband provision   |                    |       |
|  | Low carbon infrastructure  |                    |       |
|  | Unlocking growth potential in disadvantaged urban areas                  |                    |       |
|  |  | £502m              | £176m |

# Other Funding

- EZ Income - All business rates growth generated within the Royal Docks Enterprise Zone will - for at least 25 years - be kept and used by the LEP to reinvest in local economic growth;
- Repayments of investments from the Growing Places Fund – the majority of GPF investments are to be repaid and reinvested; and
- City Skills Fund and other smaller pots identified by government.

# More Information

Website: [www.london.gov.uk/  
londonenterprisepanel](http://www.london.gov.uk/londonenterprisepanel)

Twitter: @LondonLEP

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Mary Harpley,  
Chief Executive,  
London Borough  
of Hounslow

THE GREAT WEST ROAD



Christine Doel,  
SQW Group

**HOUNSLOW HIGH STREET QUARTER**

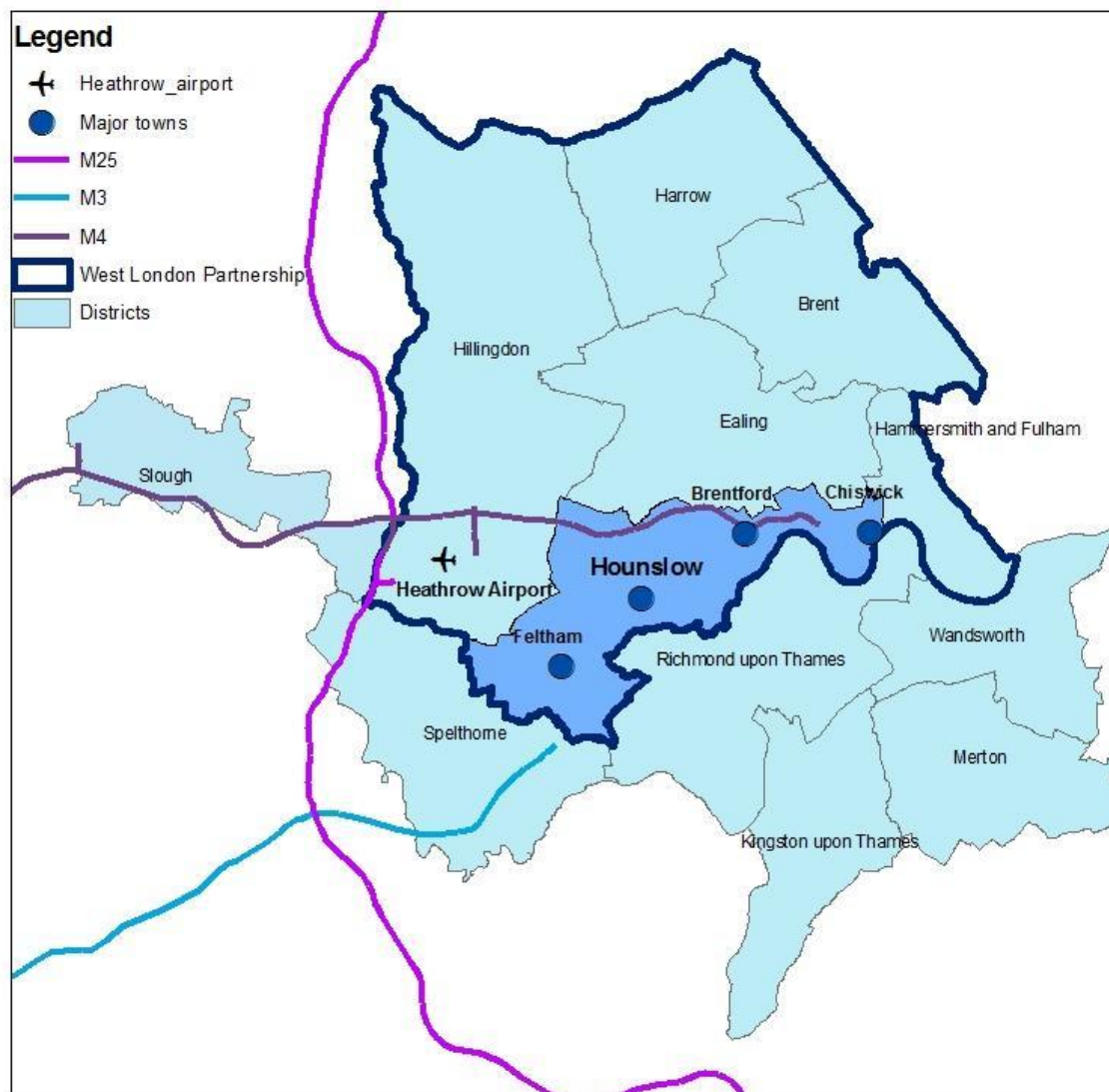
# What is a Local Economic Assessment?

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- Upper Tier local authorities have a statutory responsibility to complete an assessment of economic conditions in their area
- London Borough of Hounslow has completed:
  - a full Local Economic Assessment in 2010-11
  - a partial update in 2013-14
- This evidence base ought to inform the London Enterprise Panel's thinking with regard to West London and the Outer London boroughs more generally



# An economy of “flows” and “places” (i)



## Within Hounslow:

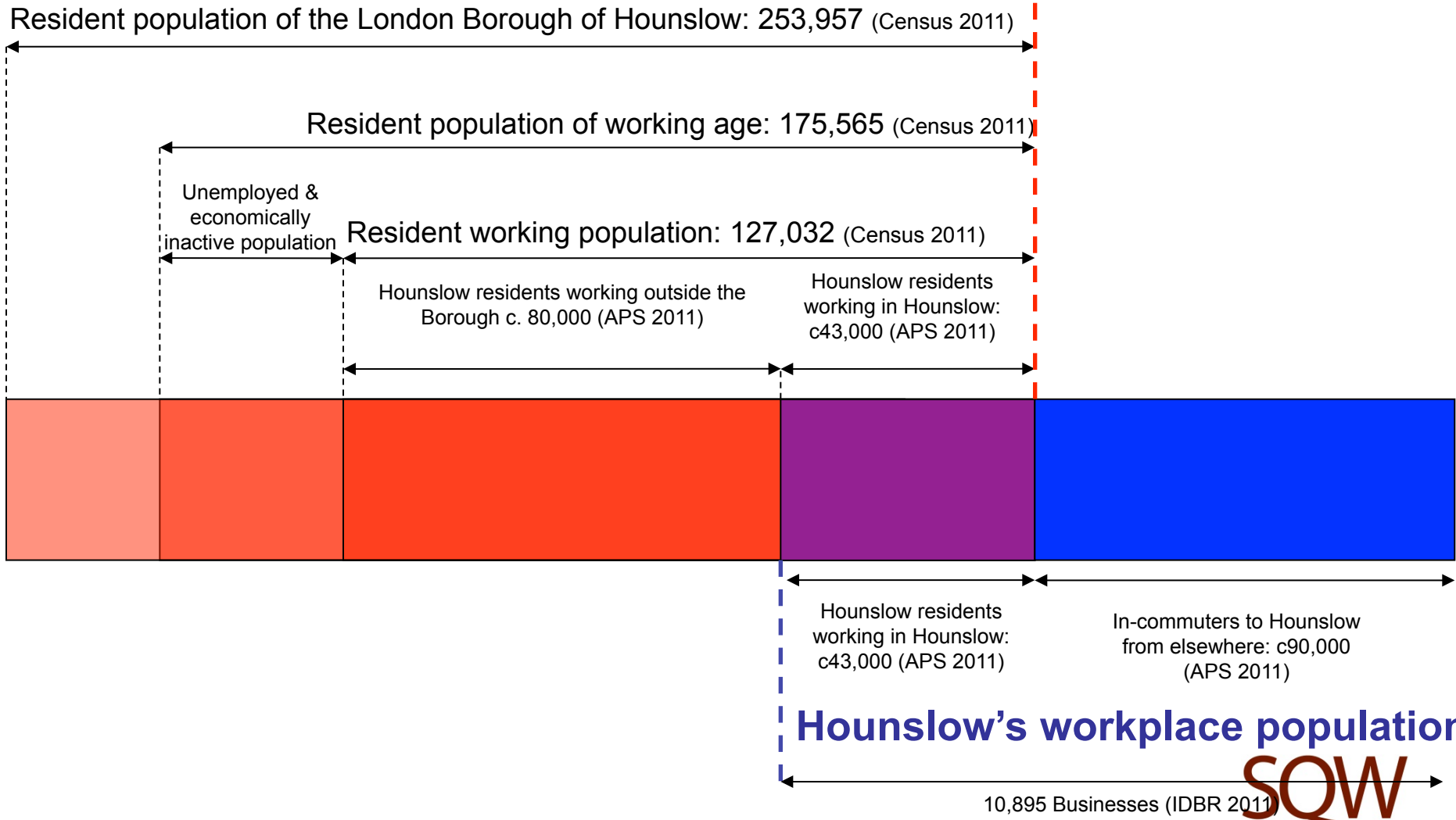
- Four very different town centres
- Key employment locations outside of the town centres – both industrial sites and office locations
- Substantial green spaces and heritage assets

## Two outside “places”:

- Heathrow Airport to the west
- Central London to the east

# An economy of “flows” and “places” (ii)

## Hounslow's residence-based economy



# Three overarching opportunities and challenges

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1. Hounslow is home to some of the UK's major businesses which reflects its outstanding locational advantages. However:
  - these employ relatively few local people
  - few of their staff choose to live locally
2. Chiswick aside, town centres in the Borough struggle – yet “social space for business” is becoming more important
3. Heathrow Airport is a major economic driver, particularly in the west of the Borough, but it is also both double-edged and there are some uncertainties



# Contact

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w. [www.sqw.co.uk](http://www.sqw.co.uk)



# Judith Rutherford, Anderford

**THE GOLDEN MILE**

# Hounslow: Growth partner for London

## Opportunity Hounslow

- Prized destination for corporate HQs
- 16,538 new jobs by 2031
- Rated number 4 for inward investment
- Strong base of growth companies (rated number 1 for 'gazelle' companies)
- 10-15% businesses in Heathrow supply chain
- Highly entrepreneurial residents
- Heritage and open space assets
- Diverse population





# Ambitious programme for Growth



## **Infrastructure**

- ▶ Inward investment and growth on the Great West Road
- ▶ Improved public transport and road infrastructure

## **SMEs**

- ▶ Opportunities to supply Heathrow and large firms and exports

## **Digital, creative, science and technology sectors**

- ▶ Support media, IT and digital clusters around Sky and other employers

## **Skills and employment**

- More Apprentices
- Tackle Skills 'mismatch'

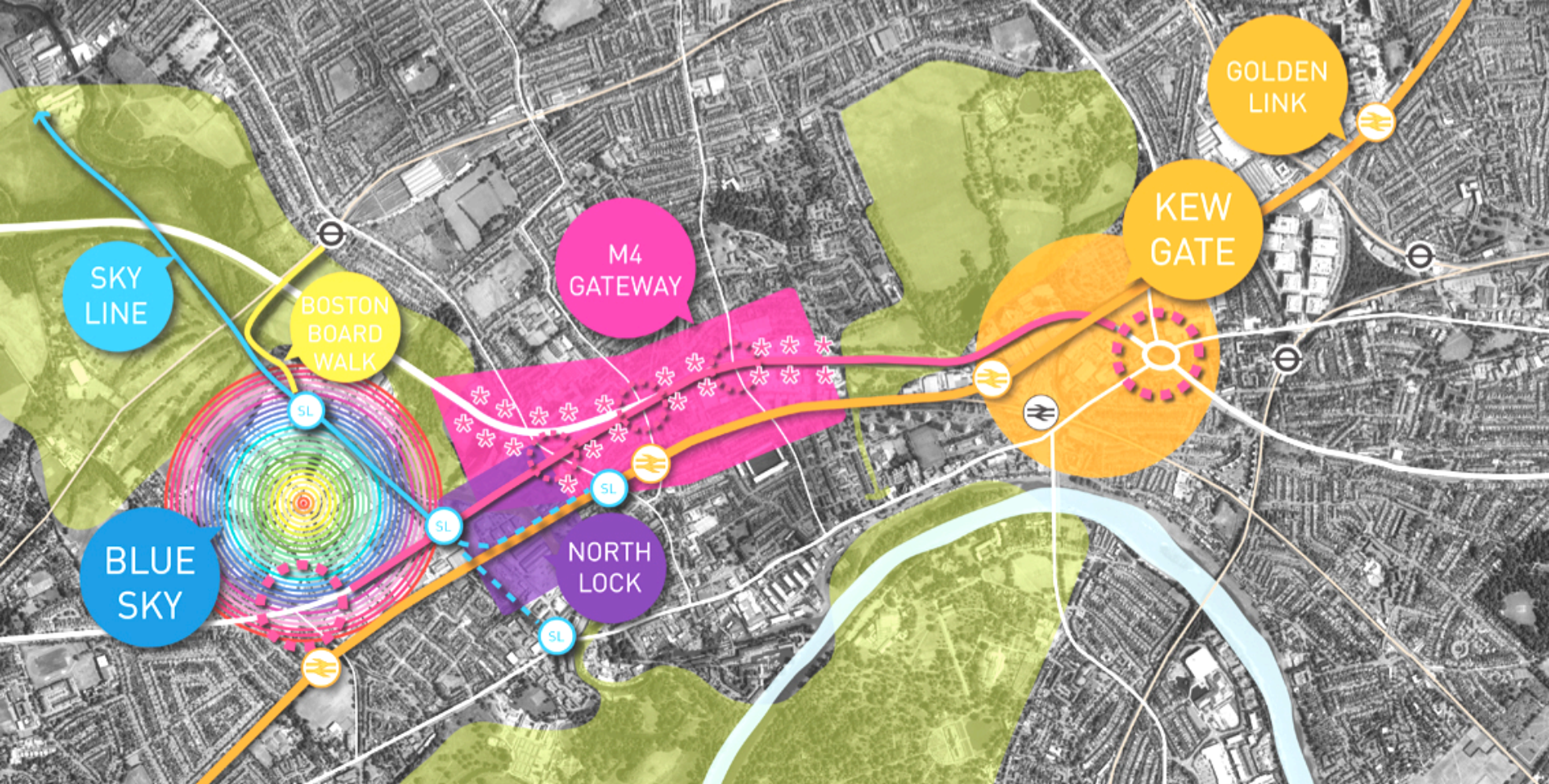
THE GREAT WEST ROAD

# Kelvin Campbell, Urban Initiatives Studio

GREAT WEST QUARTER







# THE GOLDEN MILE

## A BRIGHT FUTURE



# STUDY AREA



**85 Hectares/2.25 Miles**

# GOLDEN MILE Vision and Concept Masterplan

An update....



**BIG ISSUES**  
**+ BIG IDEAS**

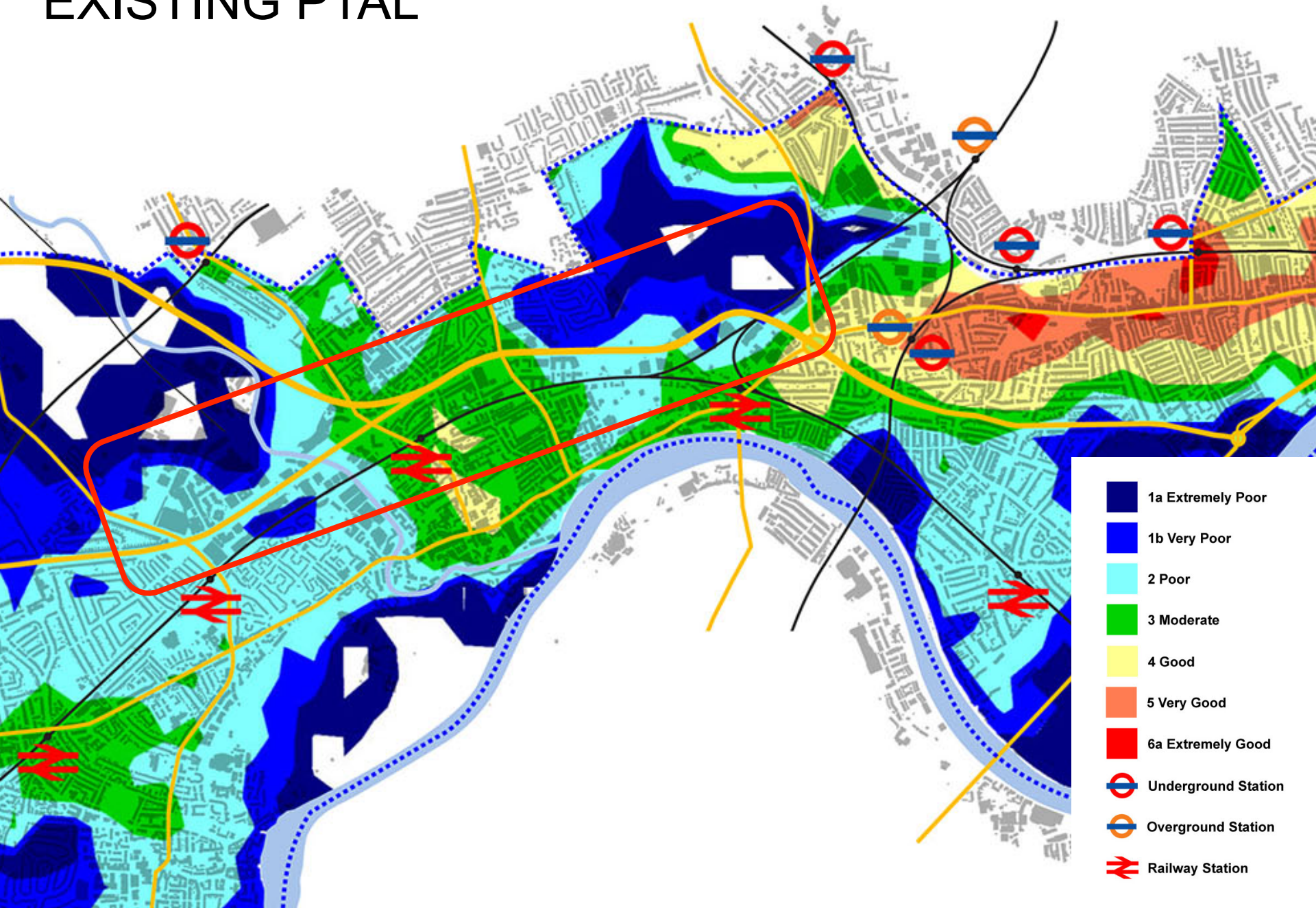




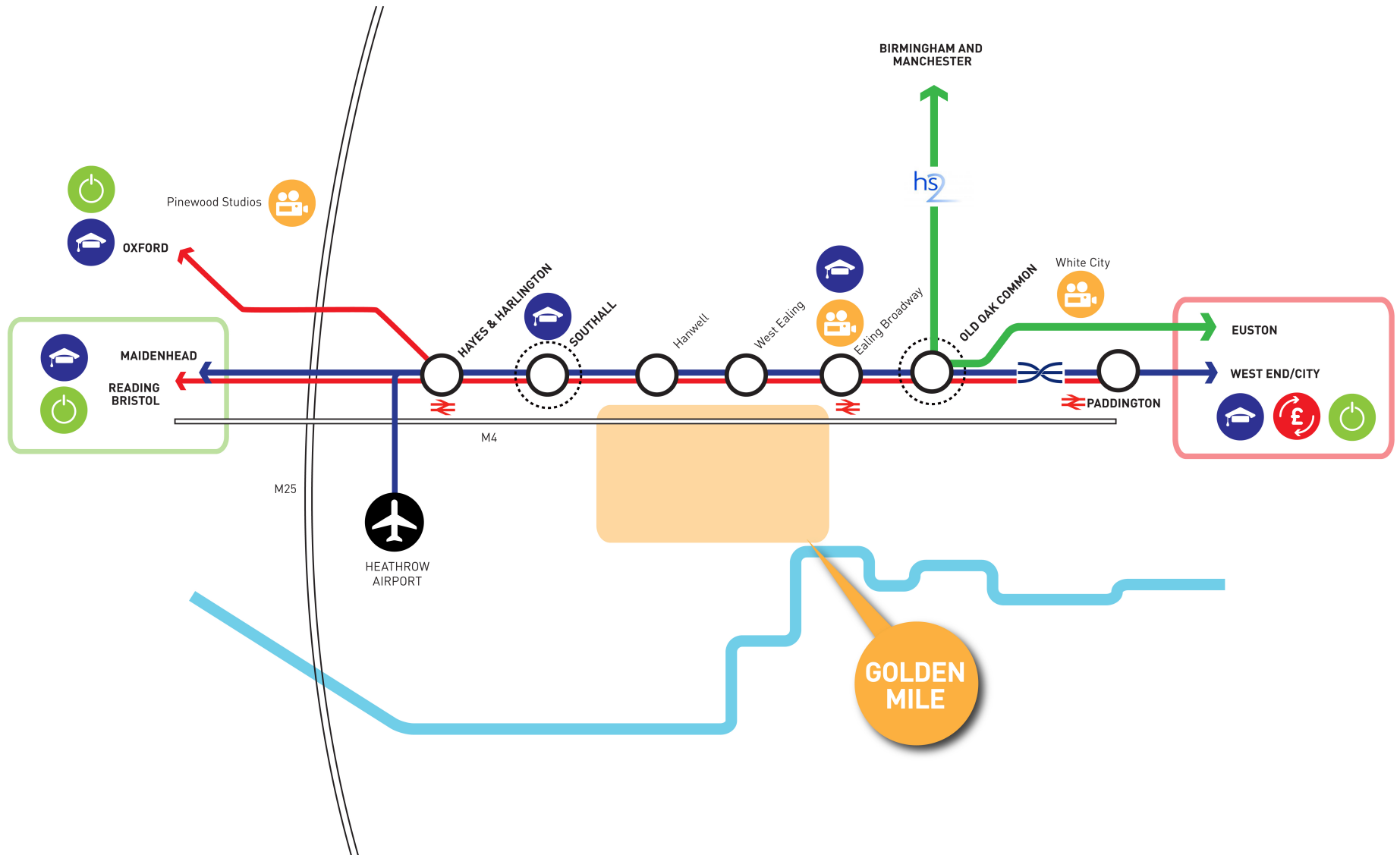
ONE OF THE BIGGEST ISSUES LIMITING  
GROWTH WITHIN THE AREA - POOR PROVISION  
OF PUBLIC TRANSPORT AND TRAFFIC  
SATURATION ON ROAD NETWORK



# EXISTING PTAL

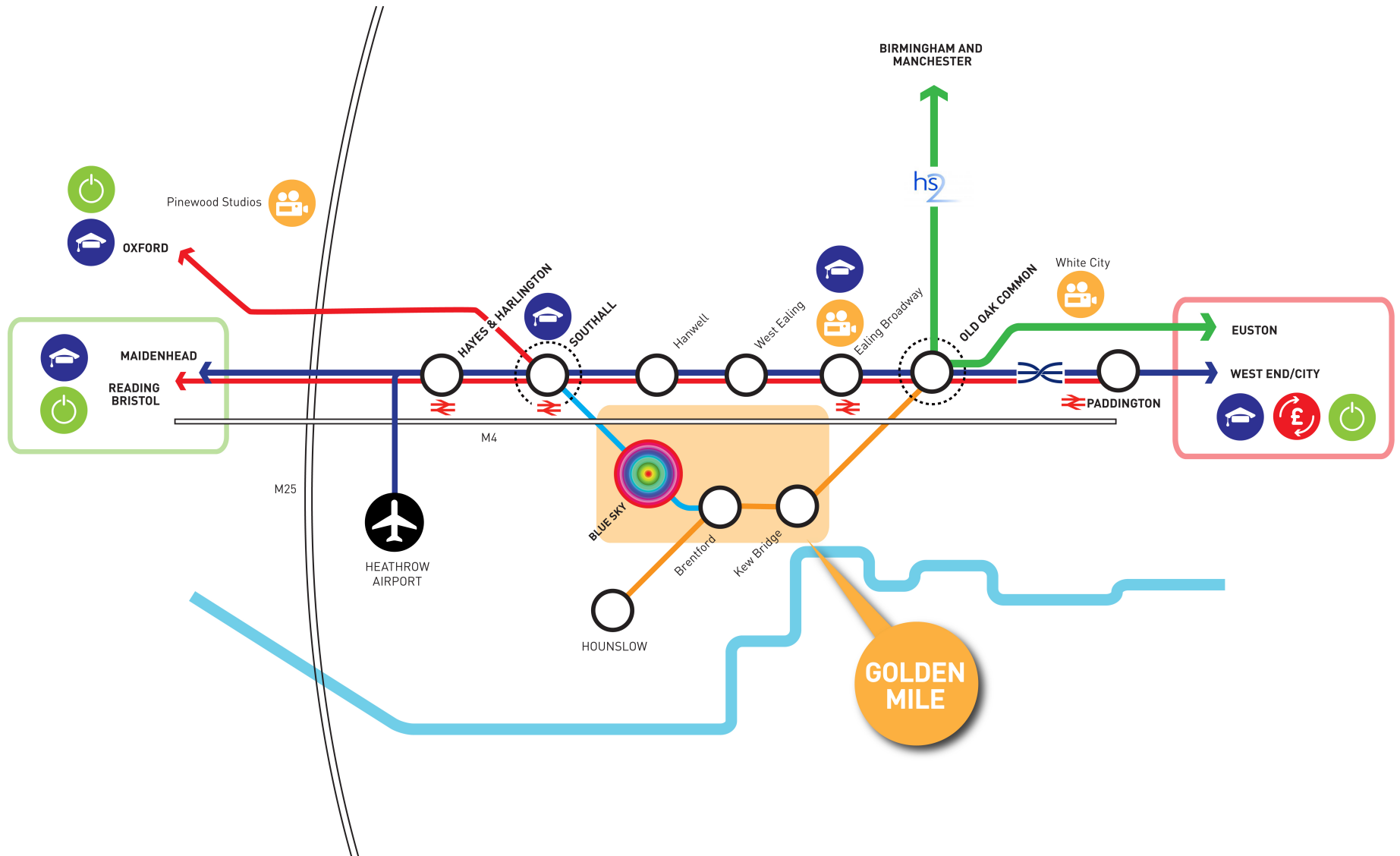


# STRATEGIC CONTEXT

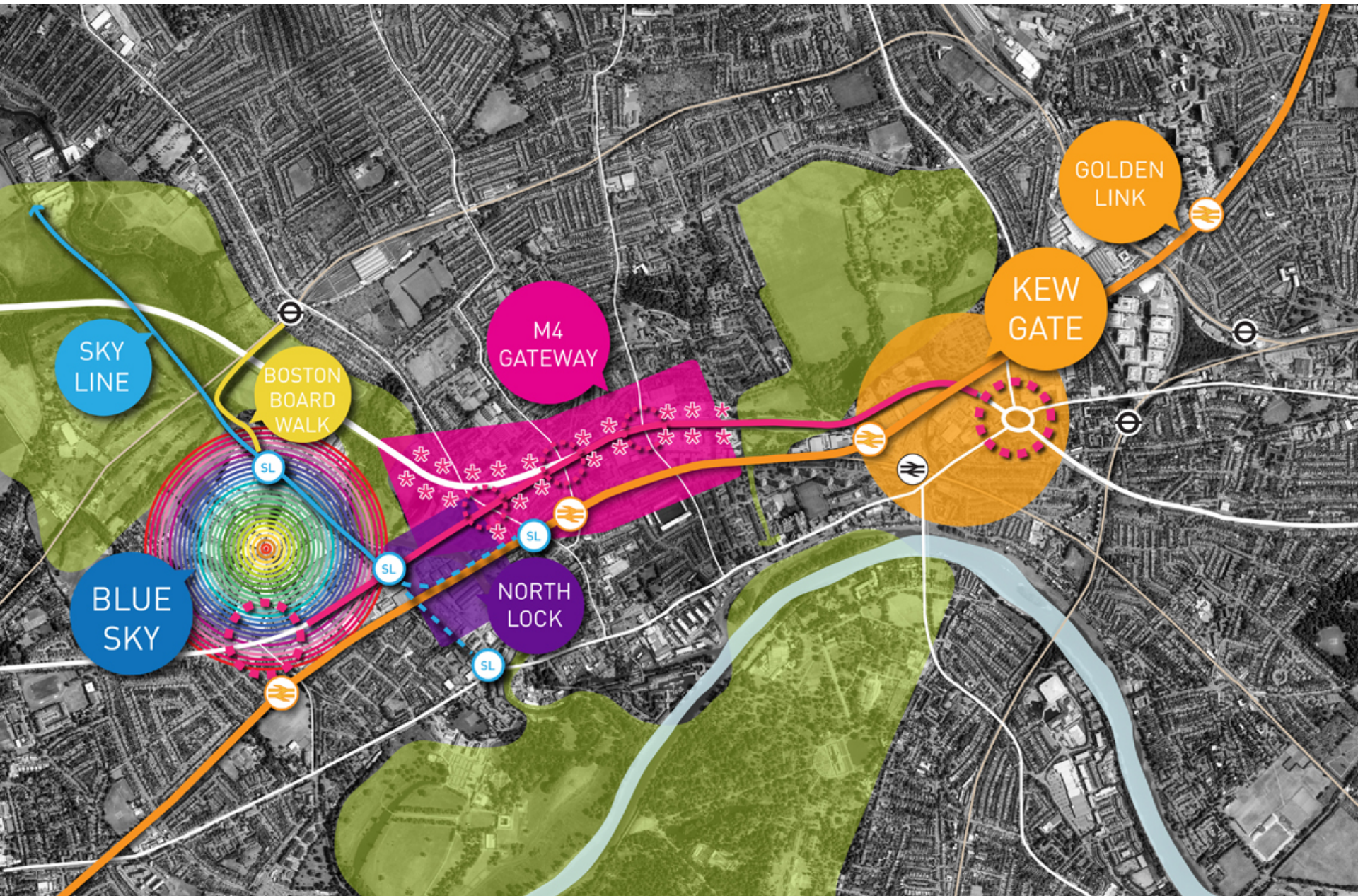




# STRATEGIC CONTEXT

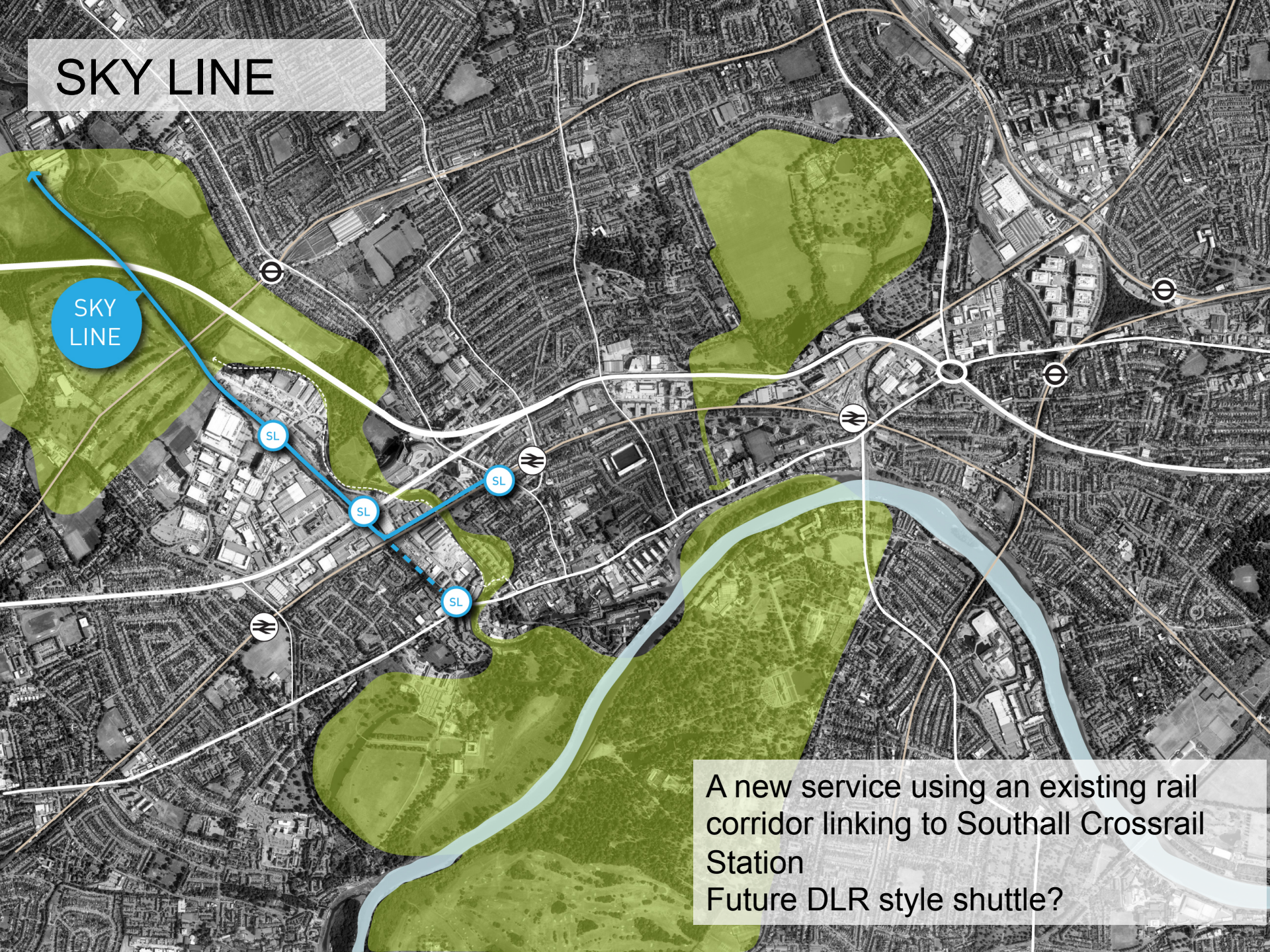


# GOLDEN MILE Vision and concept masterplan





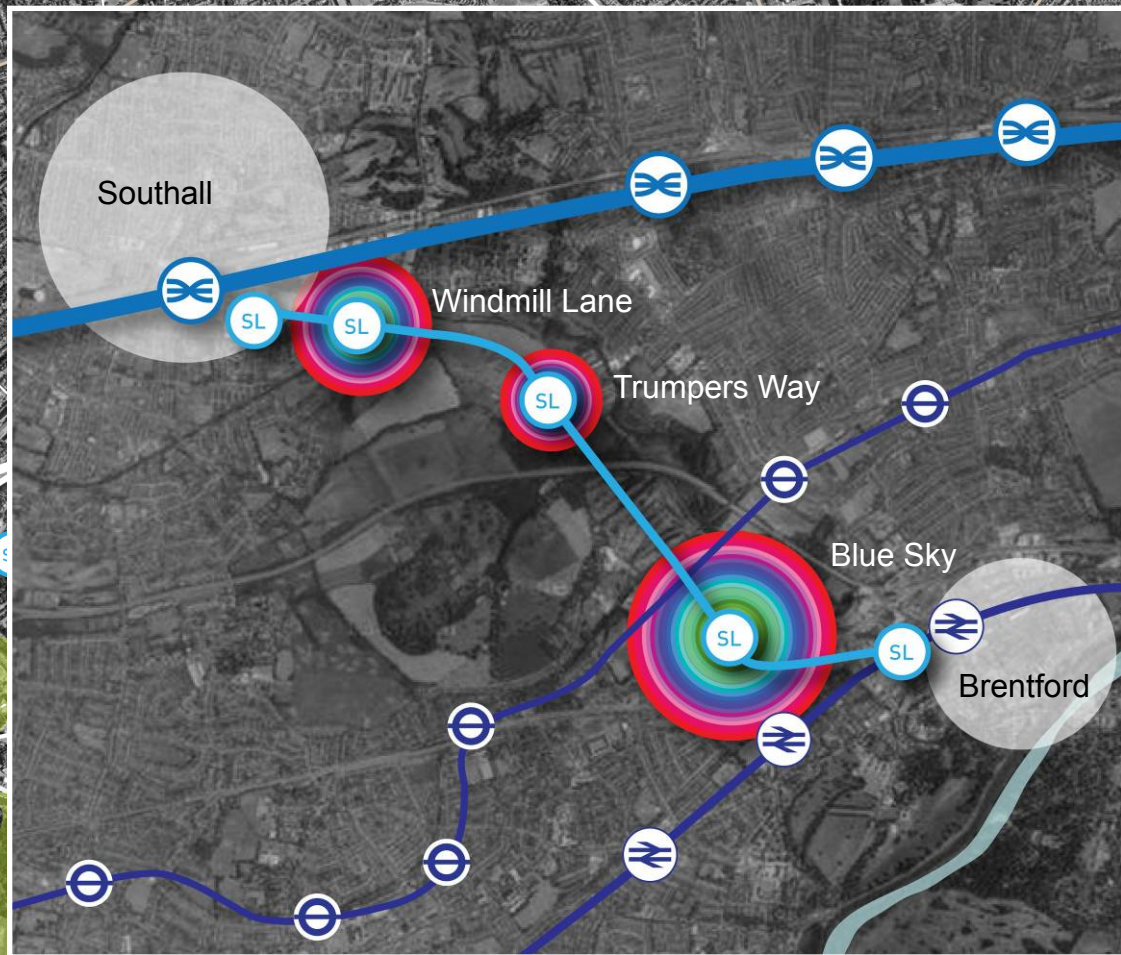
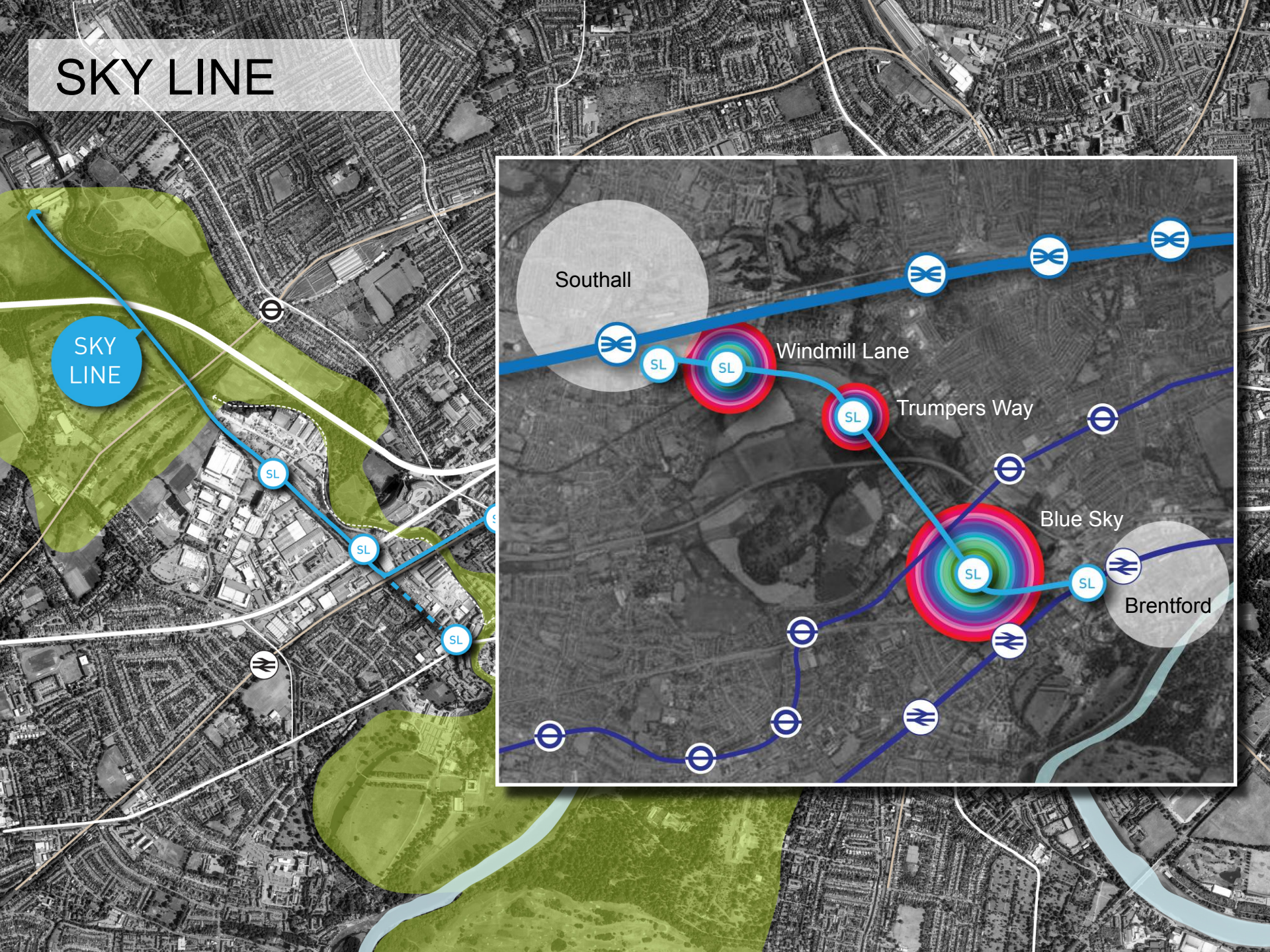
# SKY LINE



A new service using an existing rail corridor linking to Southall Crossrail Station  
Future DLR style shuttle?



# SKY LINE





# SKY LINE - SOUTHALL TO GWR!





# THE GOLDEN LINK



New passenger service between Hounslow mainline and Brent Crossrail calling at Old Oak Common - link to Crossrail.



# BOSTON BOARDWALK



SKY  
LINE

SL

BOSTON MANOR STATION

NEW TICKET OFFICE

BOARDWALK HUB

CABLE CAR STATION

TOWARDS BRENT VALLEY

BOARDWALK HUB

BOARDWALK

TOWARDS KEW BRIDGE & BRENTFORD

CABLE CAR

BUSES TO EALING

BUSES TO BRENTFORD



# THE GREAT WEST CYCLEWAY



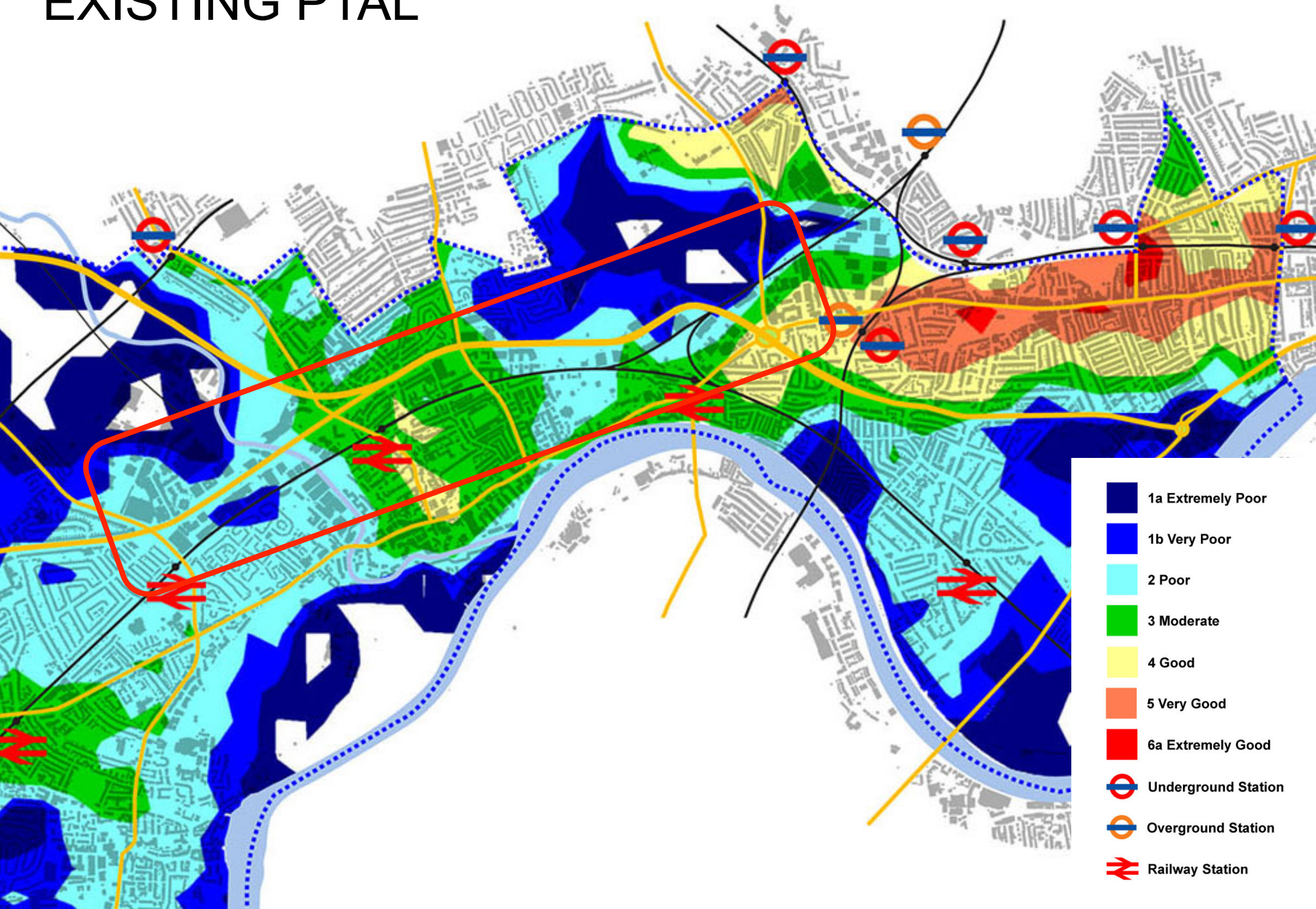
Establishing a coherent “thread”



Establishing a coherent “thread”

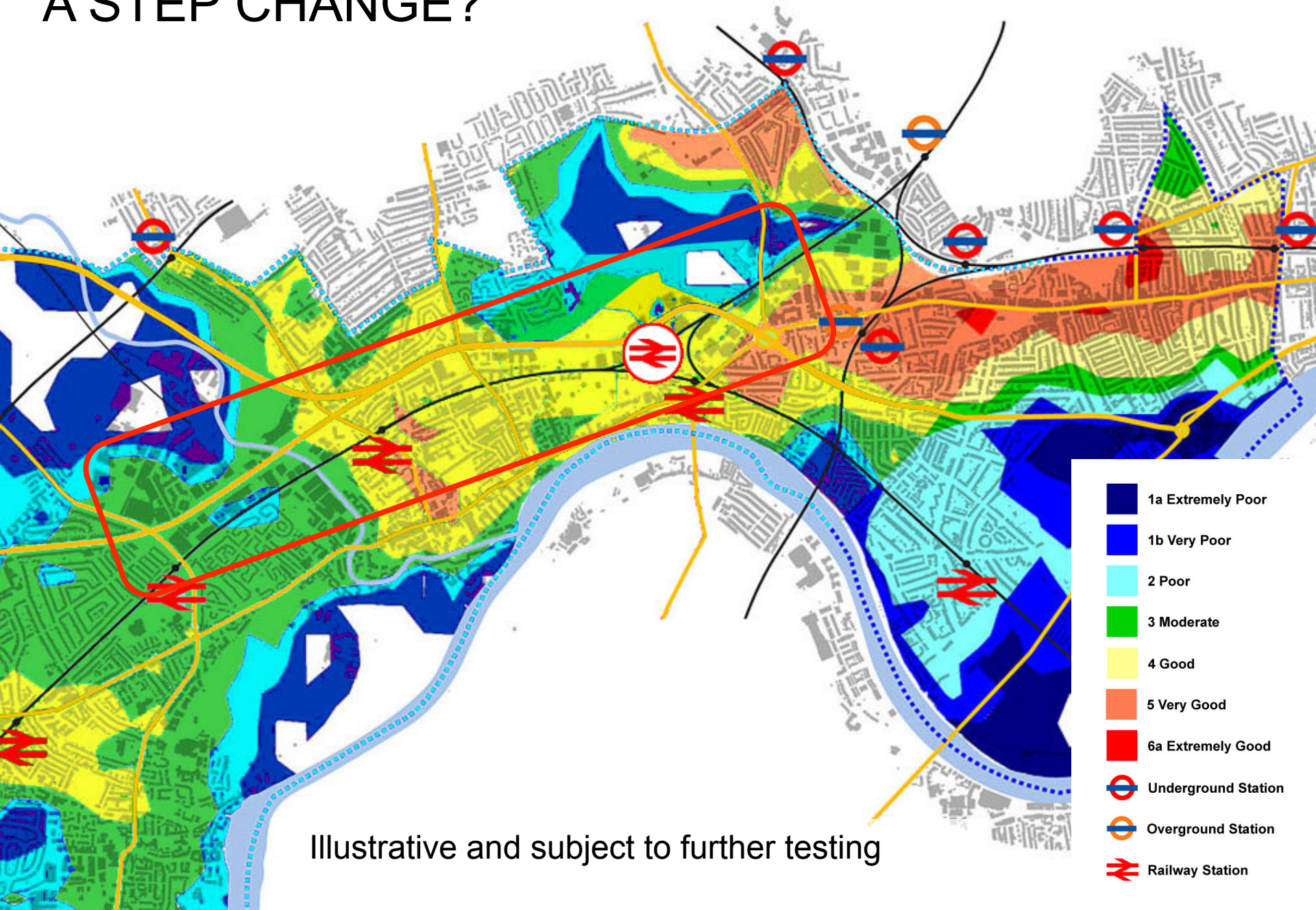


# EXISTING PTAL





# A STEP CHANGE?



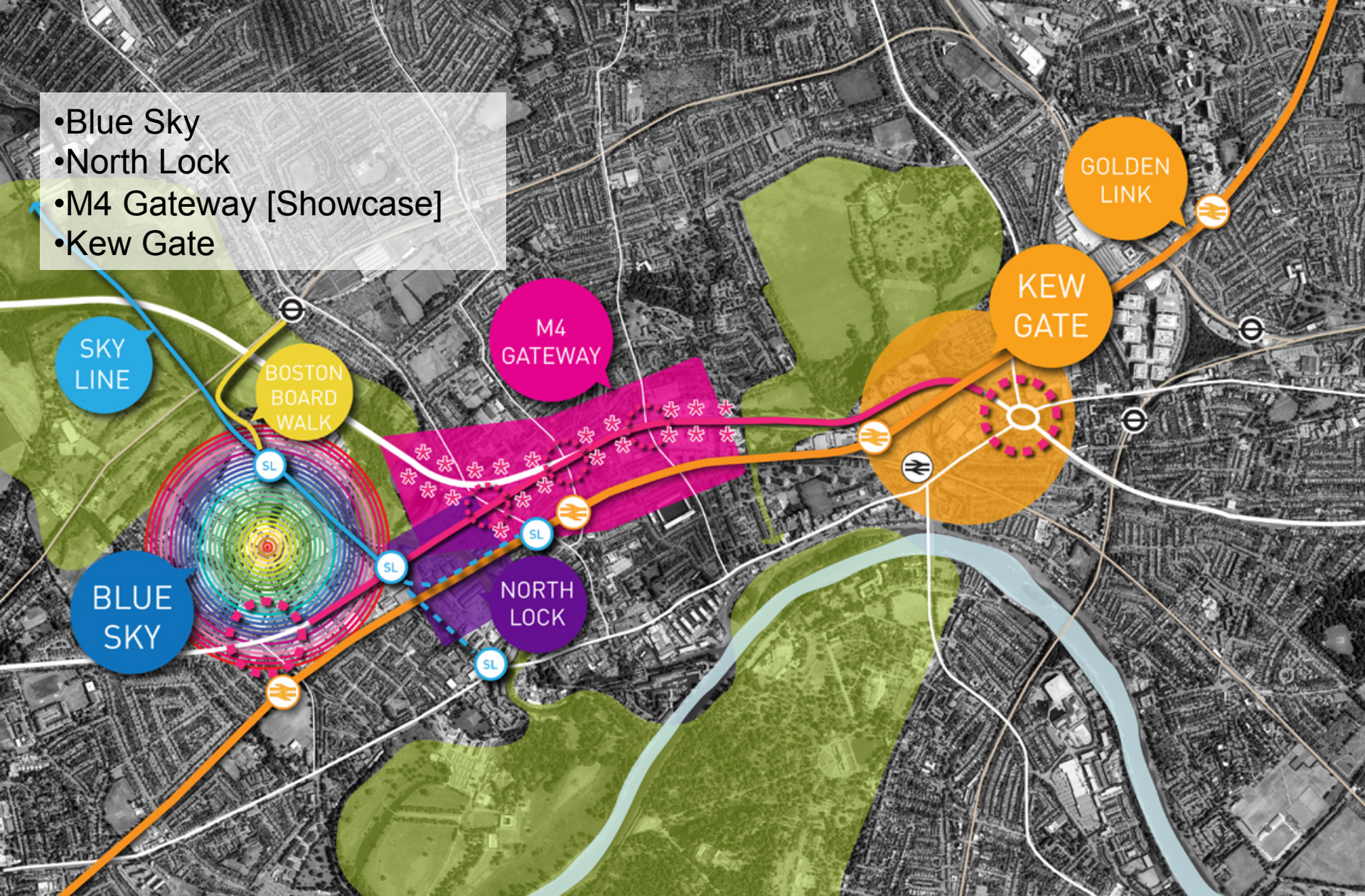
Illustrative and subject to further testing

# AREAS OF TRANSFORMATION + CONSOLIDATION



# GOLDEN MILE Vision and Concept Masterplan

- Blue Sky
- North Lock
- M4 Gateway [Showcase]
- Kew Gate

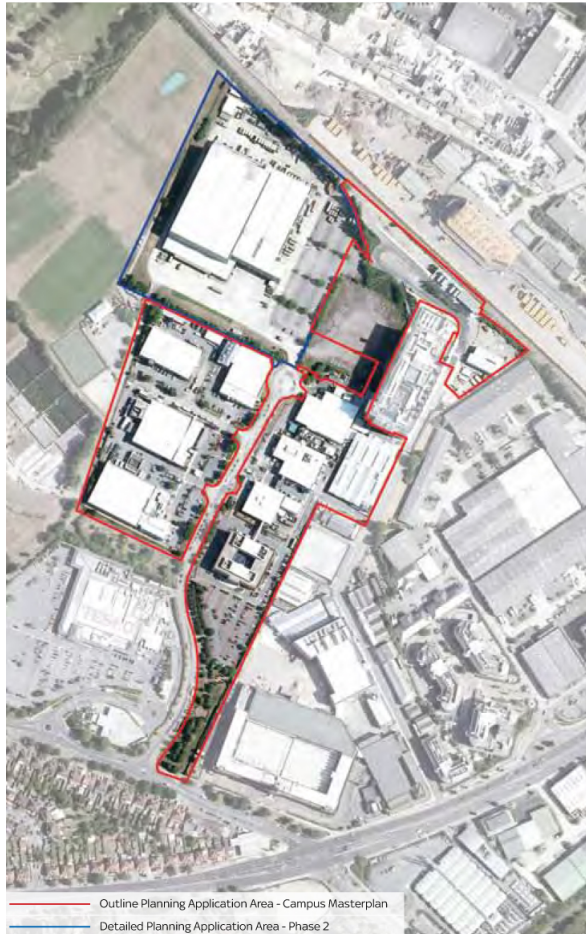








# BUILDING ON THE SKY PROPOSALS



Redevelopment of the site to create a world-class media campus = [12000 jobs]  
It is estimated that BSkyB spends around 55m per annum with approximately 50 suppliers in the Hounslow area.

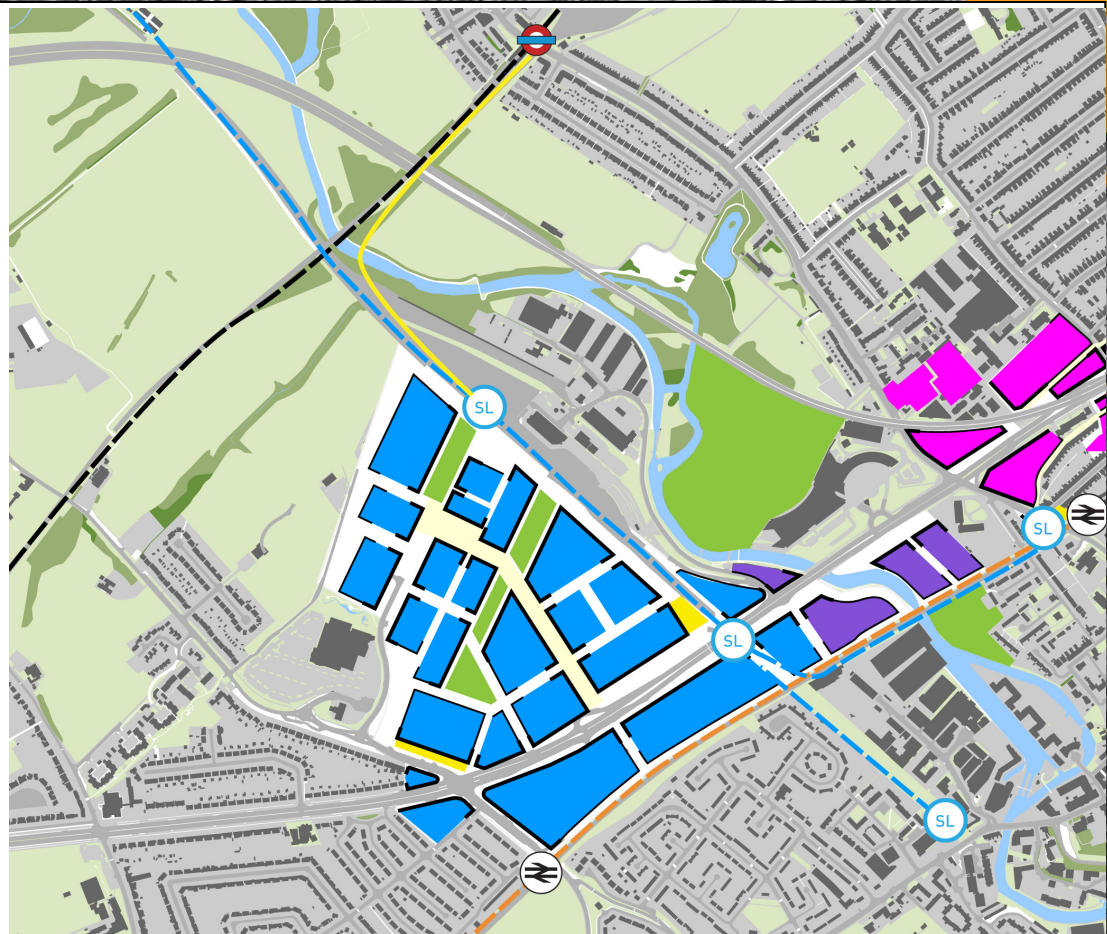
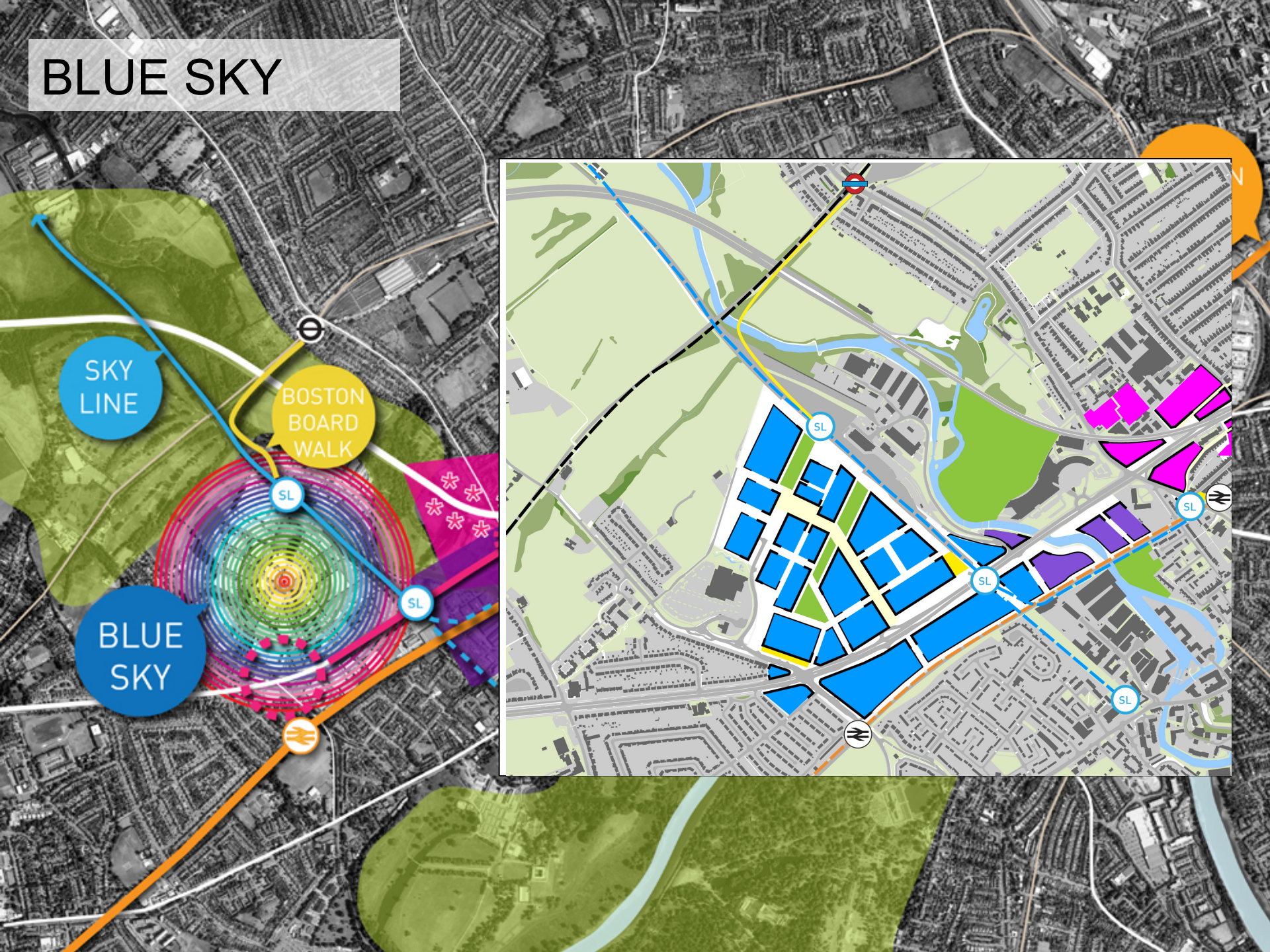




iCITY is a new digital quarter for London that will support the growth of the flourishing digital and creative industries [Olympic Park]



# BLUE SKY













# The Old Vinyl Factory - Hayes

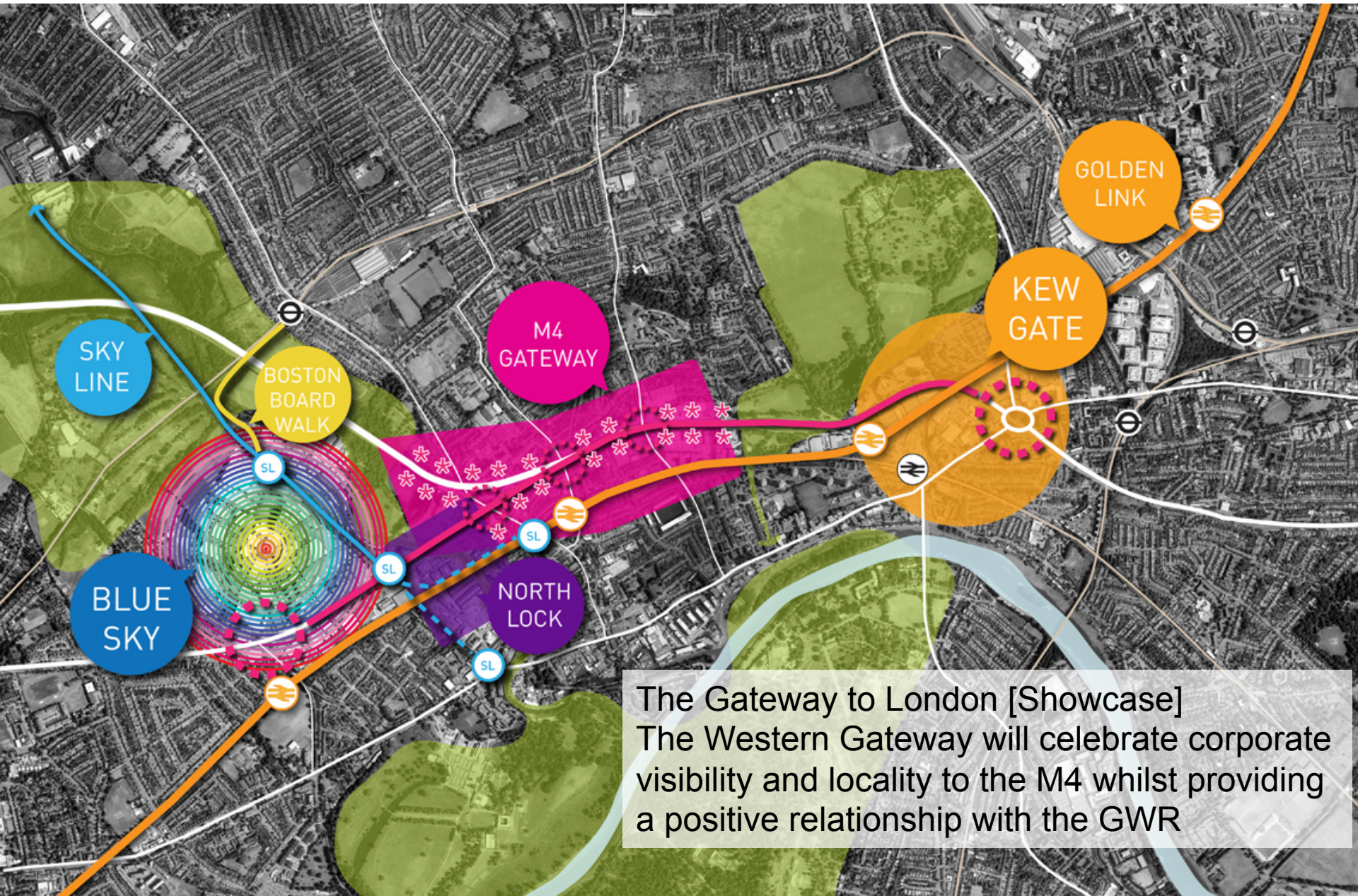
Creative business hub

Plans to redevelop remaining site to create a mixed use employment quarter.





# M4 GATEWAY



The Gateway to London [Showcase]  
The Western Gateway will celebrate corporate visibility and locality to the M4 whilst providing a positive relationship with the GWR



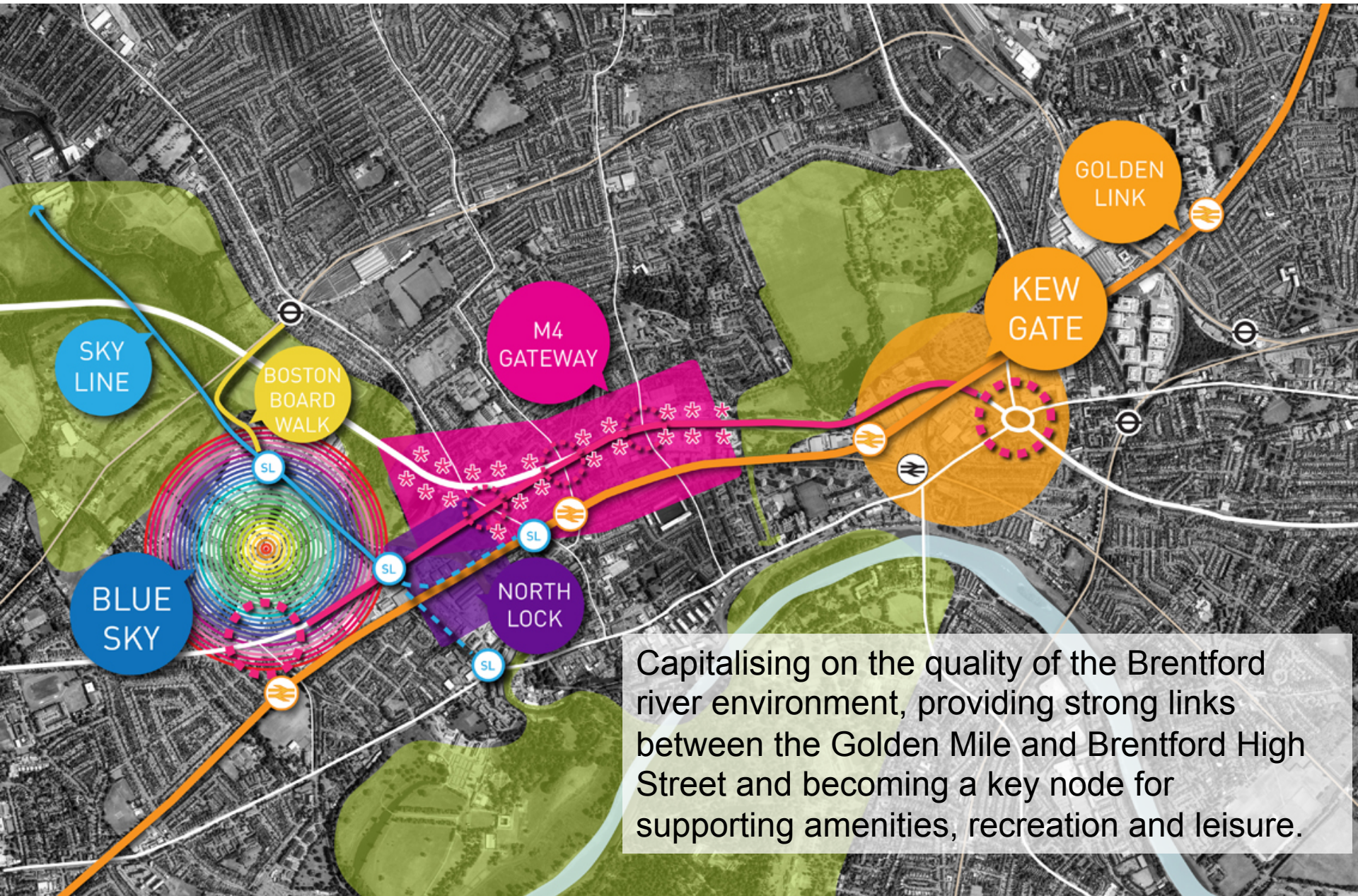








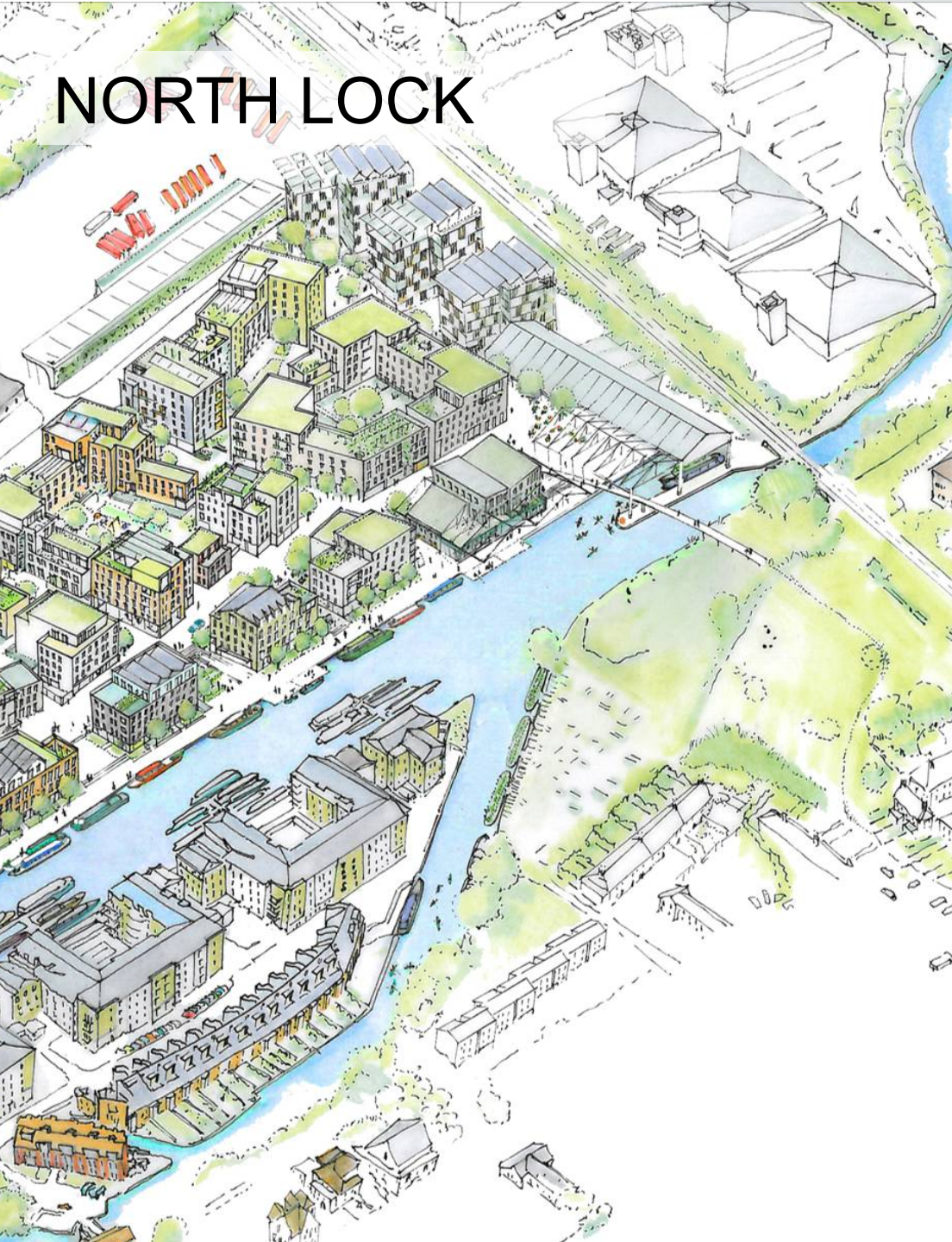
# NORTH LOCK



Capitalising on the quality of the Brentford river environment, providing strong links between the Golden Mile and Brentford High Street and becoming a key node for supporting amenities, recreation and leisure.

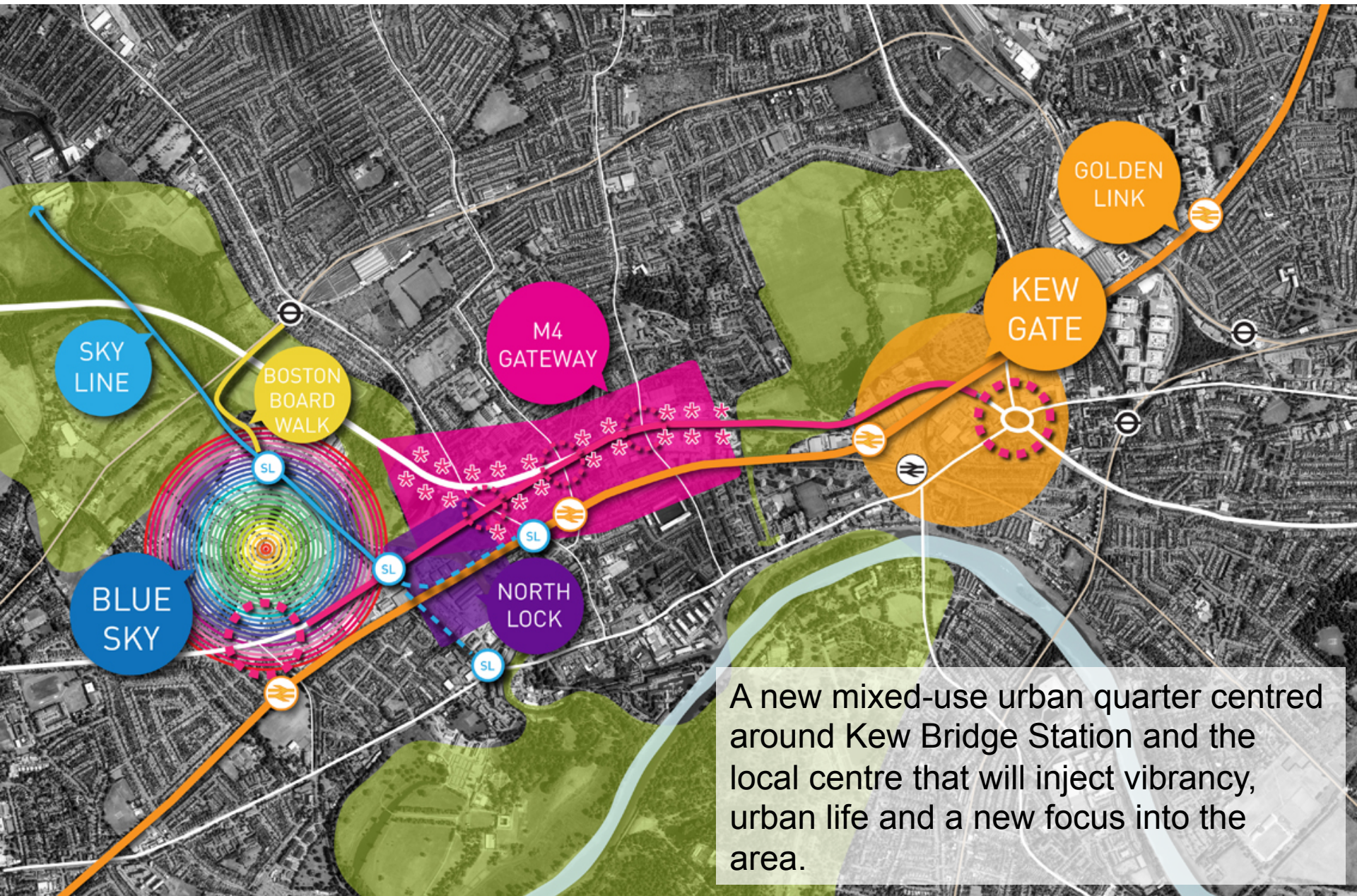


# NORTH LOCK





# KEW GATE



A new mixed-use urban quarter centred around Kew Bridge Station and the local centre that will inject vibrancy, urban life and a new focus into the area.



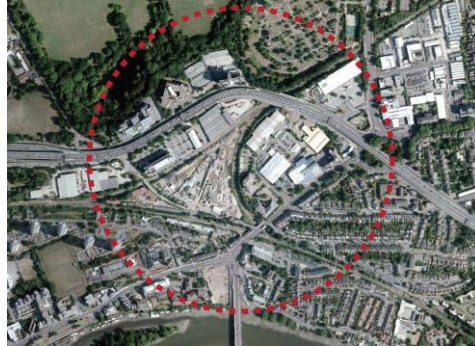
# KEW GATE - OPPORTUNITY AREA?



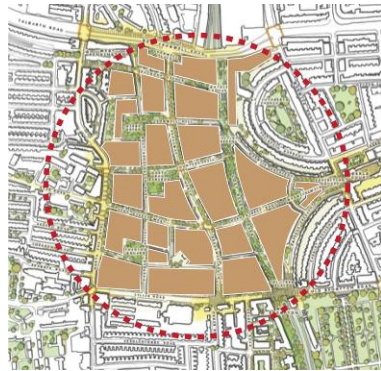


# Examples of planned development linked to the delivery of infrastructure

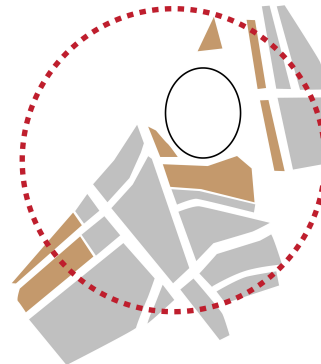
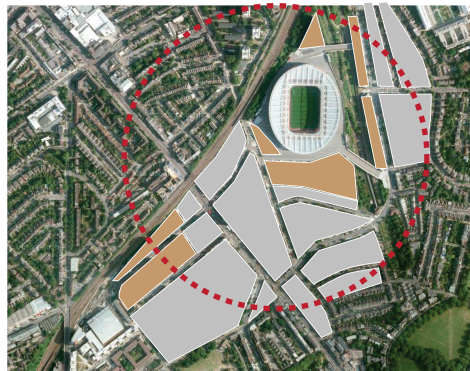
Kew Gate



Earls Court



The Emirates



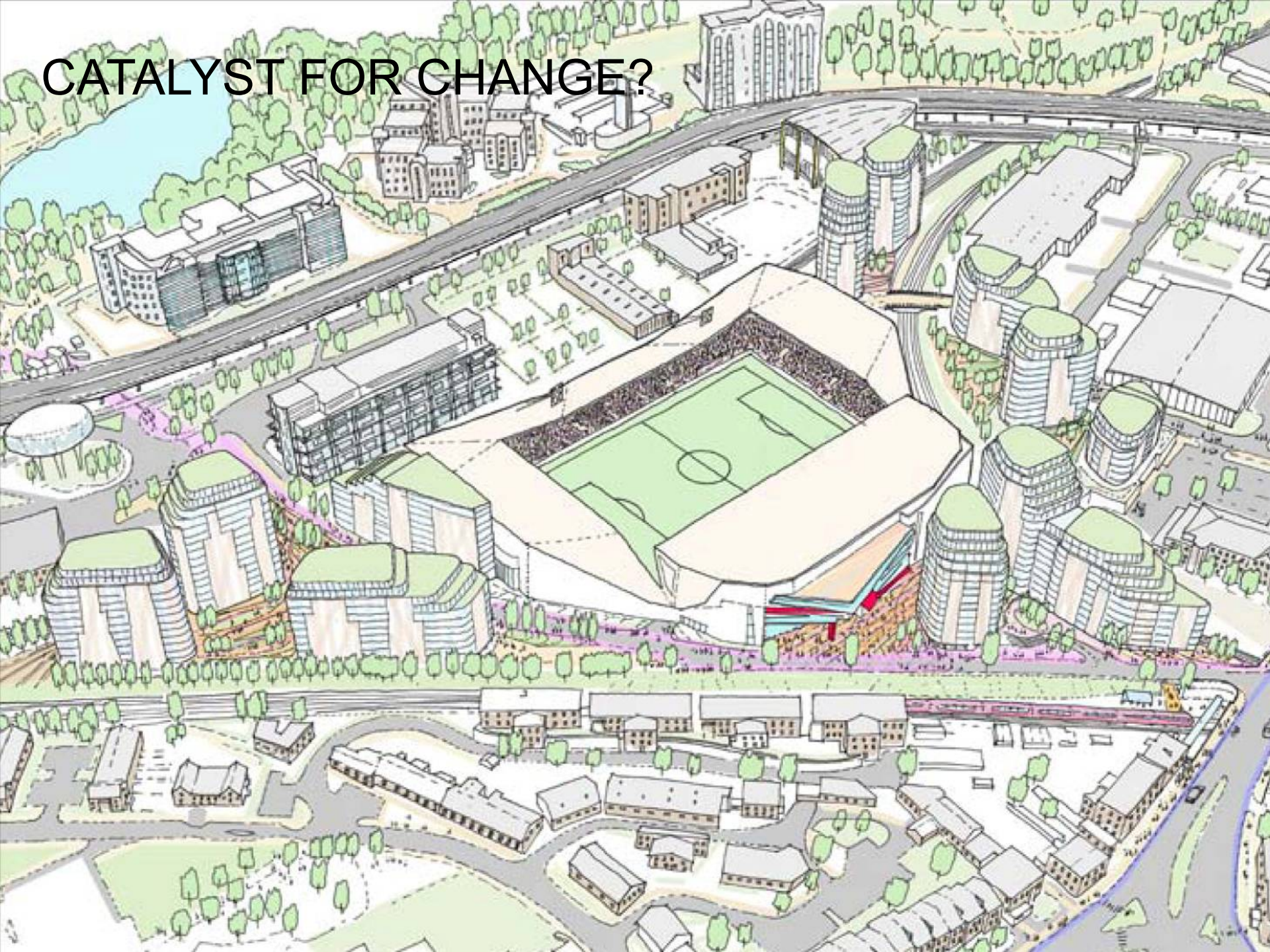


# THE EMIRATES



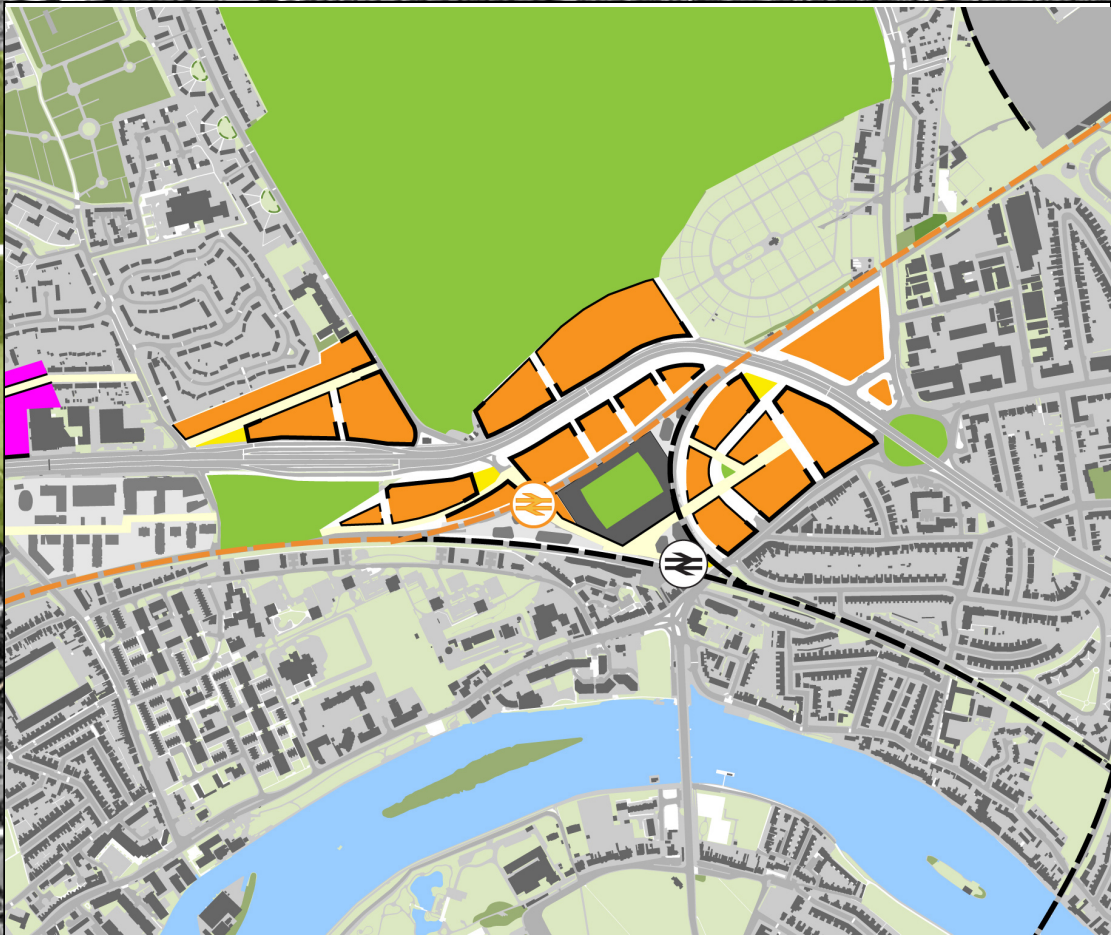


CATALYST FOR CHANGE?





# KEW GATE









# A BRIGHT FUTURE

URBAN  
INITIATIVES  
STUDIO



# Panel Debate

Chaired by Cllr  
Steve Curran,  
Cabinet Member for  
Housing, Planning and  
Regeneration





# Panellists

Harvey McGrath, London Enterprise Panel

Mary Harpley, London Borough of Hounslow

Cllr Colin Ellar, London Borough of Hounslow

Nick Green, BSkyB

Angus Michie, Berkeley Homes Urban Renaissance

Stephen Fry, Hounslow Chamber of Commerce

Debbie Jackson, Greater London Authority

HEATHROW AIRPORT





**BROMPTON BIKE FACTORY**

# Q & A



# Closing Remarks

Cllr Jagdish Sharma,  
Leader, London  
Borough of Hounslow

NEW BUILDS, BEAVERS LANE

