Working Paper to Support the Outer London Commission

Economic profile of key locations in outer London

May 2009

LDA Planning and Strategy Team in conjunction with

Innovación

Economic Profile of Key Locations in Outer London

(Final Report v1.0 - 5 May 2009)

Contents

1 Introduction

1.1 Areas

1.1.1 An economic profile of the following key locations in Outer London was developed using data obtained on the basis of the relevant borough (or combination of boroughs) and town centres(s):

- Croydon (LB Croydon)
- Stratford (LB Newham)
- Heathrow Area (LB Hillingdon and Hounslow)
- Brent Cross (LB Barnet)
- Wembley (LB Brent)
- Kingston (LB Kingston upon Thames)
- Woolwich (LB Greenwich)
- Upper Lee Valley (LB Enfield, Haringey and Waltham Forest)

1.2 Data sources

1.2.1 The following data sources were used:

- Annual Business Inquiry workplace and employee analysis (ONS)
- Annual Population Survey and Labour Force Survey (ONS)
- Census of Population 2001 (ONS)
- Consumer Expenditure and Comparison Goods Floorspace Needs in London 2009 (GLA)
- London Office Policy Review 2007 (GLA)
- Mid-year population estimates (ONS)
- Town Centre Health Centre Checks 2006/7 (GLA)
- VAT statistics (ONS)

1.3 Structure

1.3.1 The profile of each area is structured as follows:

- Key findings
- Economic scale
- Economic profile and performance
- Business[1] and skills base
- Property (current supply)
- Planning (future supply)
- Economic catchments

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[1] Business and firms are used to indicate both private and public sector organisations throughout.

1.3.2 Finally some comparative analysis across the eight Outer London locations considers their economic scale, town centre floorspace, recent employment change by organisational size and sectors and comparative sectoral specialisation.

2 Croydon (LB Croydon)

2.1 Key Findings

Key Findings

✓ Considered a pillar of the London economy with 129,000 jobs, Croydon has the same economic scale as Brighton and is the largest London borough in terms of population.

✓ Designated as a metropolitan centre, Croydon town centre is a major commercial centre with the largest concentration of office space outside central London (476,000 sqm).

✓ Recent economic stagnation with employment declines across many sectors most notably retail and manufacturing sectors although significant growth in public sector jobs (+115% public administration jobs).

✓ Main sectoral strengths are business services, retail and the public and health sectors.

✓ Relative specialisation in public services, financial services and business services.

✓ Business base dominated by micro firms but only large firms and organisations any showing positive employment growth. About 1,000 new firms are started each year.

✓ An above average proportion of the resident population are in mid level skill occupations compared to London.

✓ Croydon is the second largest retail and leisure centre in London.

✓ Croydon is a net exporter of labour but one third of residents work locally.

2.2 Economic Scale

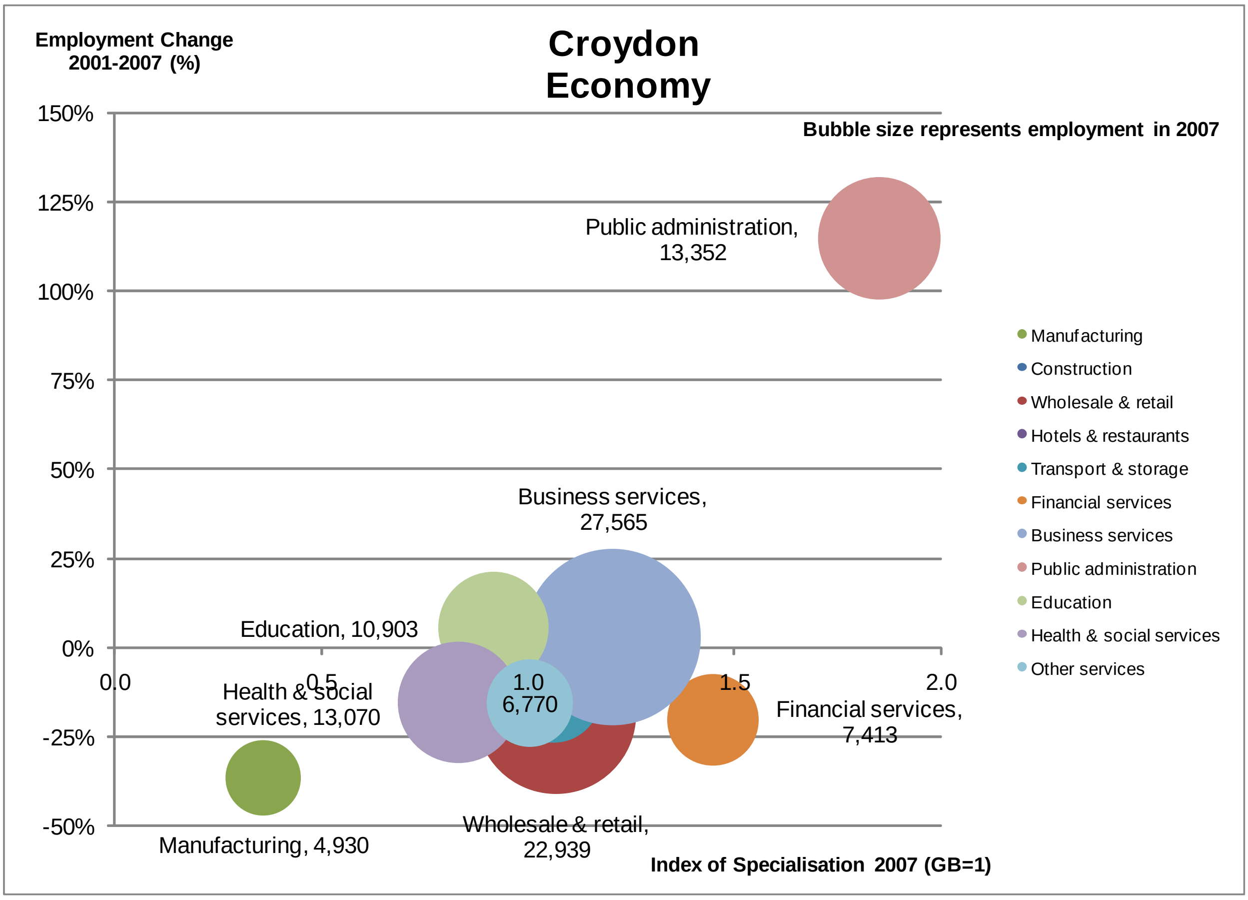
2.2.1 **Major economic node.** With 129,000 jobs in 2007 Croydon is currently defined as a pillar of the London economy and is of a similar economic size to Brighton or Crawley.

2.2.2 **Major commercial centre and Metropolitan Centre.** With 476,000 sqm Croydon's town centre has the fourth highest amount of office floorspace in a London town centre behind the West End, Isle of Dogs/Canary Wharf and Liverpool Street. Croydon has the largest stock of office space in South London.

2.2.3 **The largest London borough.** Croydon is the largest London Borough by population with 339,500 residents in 2007, showing a small of increase of 1% over 2001 levels.

2.2.4 **The second largest town centre in London.** After the West End, Croydon is London's second largest town centre with 288,000 sqm of floorspace, of which 211,000 sqm is retail and 47,000 sqm is leisure. Sales turnover in Croydon town centre is estimated to be £636 million per annum, almost double the average for a Metropolitan

2.3 Economic Profile and Performance



Source: ONS, Innovacion analysis. Sectors with an index of specialisation (or location quotient) of greater than one have a higher representation in the local economy than the GB average and can be considered as one indicator of a local specialisation or strength.

Recent Performance (2001-2007)

2.3.1 **Recent economic stagnation.** Recently Croydon has been stagnating with over 9,000 jobs lost from the Borough (-6.5%) between 2001 and 2007 resulting in employment falling from 138,000 to 129,000. During the same period national employment increased by 4.4%, London by 1.5% (+62,000 jobs) and the South East by 1.9% (+68,000).

2.3.2 **Declines in most sectors most notably retail and manufacturing but public sector growth.** Job losses in Croydon have been spread across the majority of sectors and highest in retail and wholesale (-5,200) and manufacturing (-2,800) where 37% of the sector's employment disappeared in the six year period. In contrast to these general trends, public administration employment increased by 115% (an additional 7,100 jobs) with notable growth occurring in hospital activities, higher education and other education.

Industrial Structure

2.3.3 **Main strengths are business services, retail and the public and health sectors.** The main sector strengths in Croydon are business services (27,600 jobs, 21% of the total), retail (23,000 jobs, 18%), public administration (13,400, 10%) and health and social work (13,100, 10%) which together account for 59% of all jobs.

Local Specialisation

2.3.4 **Relative specialisation in public services, financial services and business services.** Compared to the national economy Croydon has 85% more employment in public administration than would be expected in an economy of its size, 50% more employment in financial services and 20% more employment in business services. At a more detailed level[2], Croydon has 10 specialisation sectors which provide one fifth of total employment (including 10,000 jobs in public sector services, 6,400 jobs in industrial cleaning, 4,400 jobs in life and non-life insurance and 4,000 jobs in transport).

2.4 Business and Skills Base

2.4.1 **Many micro businesses but the importance of large firms and organisations.** In 2007 the stock of 12,000 firms (workplace basis) providing 129,100 jobs in Croydon was largely dominated by 10,600 micro firms (87%) although these provided just 20% of all employment (26,200 jobs). In contrast the 90 large firms provided more than one third of all jobs. In 2007 there were:

- 10,600 micro firms (1-10 employees) providing 26,200 jobs (20%).
- 1,200 small firms (11-49 employees) providing 27,000 jobs (21%).
- 340 medium firms (50-199 employees) providing 30,700 jobs (24%).
- 90 large firms (200+ employees) providing 45,200 jobs (35%).

2.4.2 **Only large firms and organisations growing jobs in total.** Between 2001 and 2007 while the business base in Croydon increased by 170 firms total employment fell by 9,000 jobs. The number of small firms fell by 120 and employment in this sizeband declined by 3,800 jobs and the number of medium firms fell by 50, again resulting in the loss of 3,800 jobs in this size category. Despite the addition of 340 micro firms employment in this sizeband also lost 1,900 jobs in total. Despite the loss of about 10 larger firms (200+ employees) employment in this sizeband increased by 400 jobs between 2001 and 2007.

New Firm Formation

2.4.3 **1,000 new firms a year.** Between 2001 and 2007 about 1,000 new firms were formed in Croydon each year (VAT-basis). Allowing for deregistrations the firm stock has been increasing by 130 firms a year over this period. Over the six year period this has resulted in the net stock of VAT registered business service firms increasing by 590, construction firms by 210 and hotels and restaurants by 60 establishments. At the same time the stock of manufacturing firms fell by 90 businesses.

Resident Workforce Occupations

2.4.4 **More mid-level skill occupations.** Compared to an average of 53% for London and 43% for GB, 42% of Croydon's working residents are managers, professionals or associate professionals. In contrast a higher proportion of residents work in administrative roles or skilled trades (24%)

[2] Specialisation sectors are those sectors (4 digit SIC) with an Index of Specialisation or Location Quotient (LQ) of greater than two compared to GB (sector size is more than double the comparative proportion of the national average) and more than 500 jobs (except for London >1,000 jobs). Very high specialisation sectors have an Index of Specialisation or LQ or more than five (sector size is more than five times the comparative proportion of the national average).

and personal service and sales positions (18%) when compared to London as a whole (20% and 13% respectively).

2.5 Property Supply

Offices

2.5.1 **Strategic office location.** With 476,000 sqm of office space (2006/7) Croydon town centre is the largest single office centre outside central London by a wide margin. Croydon's office floorspace is three time the next largest centres in South London: Kingston (132,000 sqm) and Bromley (110,000 sqm).

Retail

2.5.2 **Second largest retail centre in London**. With 211,000 sqm of retail floorspace (2006/7) Croydon is now the second largest retail centre in London, behind the West End (995,000 sqm) and just above Knightsbridge. Croydon town centre now has 15% more retail floorspace than Kingston and 73% more floorspace than Bromley.

2.5.3 **And retail floorspace is planned to increase by one quarter.** Retail floorspace in Croydon town centre is likely to increase by 23% in the future with 47,000 sqm of gross comparison goods retail floorspace in the pipeline with planning permission or identified in UDP/DPD. Similar increases are planned for Bromley and Kingston.

Leisure

2.5.4 **Second largest concentration of leisure uses in London.** With 47,000 sqm of leisure floorspace Croydon has more than double the average leisure floorspace for a metropolitan centre in London (27,400 sqm) and is larger than other South London centres including Kingston (41,400 sqm) and Bromley (26,100 sqm). Croydon town centre has 2,200 sqm of cinema and theatre floorspace, 14,200 sqm of restaurant and cafe floorspace and 16,200 sqm of pubs, bars and nightclubs and 1,300 sqm of hotel space.

2.6 Planning Policy Review

Planning Review - Croydon

LONDON PLAN KEY DIRECTIONS	KEY STATISTICS
• Opportunity Area • Metropolitan Town Centre • Strategic Office Location • Wandle Valley Co-Ordination Corridor • The planning framework should seek to consolidate its strengths as a strategic office location through mixed-use re-development and enhance its business environment. • Developing its ability to provide a major opportunity with excellent access to central London but at considerably less cost • Require realism in the balance to be struck between new office development and encouraging the conversion of redundant buildings to other uses • The planning framework should explore the scope for encouraging more tall buildings in Croydon	78ha <u>Minimum homes</u> • London Plan 2,700 (2001 - 2026) • 2,576 new homes allocated in UDP <u>Employment</u> • London Plan (capacity led) 5,500 (2001 – 2026)
KEY LOCAL POLICY DIRECTIONS	**KEY INFRASTRUCTURE**
• Recognition of the need for Croydon to change • South London's main Opportunity Area capable of accommodating a substantial number of new jobs, homes and new facilities. • Aspirations for world class quality and achieving a re-branding of its image • Based around the redevelopment of 8 key sites • Mixed-use development as a driver of redevelopment • Population of up to 10,000 people • A wider range of uses, including leisure uses	• Thameslink (funded) • East London Line Extension (funded) • Further extensions to Tramlink (not funded)

1. LONDON PLAN SUPPORT DOC	2. UDP / SPG	3. CORE STRATEGY	4. LDF OTHER
Sub-Regional Development Framework (South London) May 2006	UDP - Adopted 2006	Scoping Stage December 2009	Croydon Metropolitan Centre Area Action Plan Issues and Options 2008

2.7 Economic Catchments

Transport Network

2.7.1 **Very good public transport accessibility.** Croydon has very good public transport links with central London 16 minutes away by train. Its Public Transport Accessibility Level (PTAL) rating of 6b is the highest of any London Metropolitan Centre.

Commuting

2.7.2 **One third of Croydon's residents work locally.** Of the resident population in 2001 one third of residents lived in Croydon borough but worked outside the area (77,800) and one third lived and worked in the area (78,400). Just over one third of the resident population lived in the area but did not work (81,300).

2.7.3 **More than 60% of the workforce lives and work in Croydon.** In 2001 78,400 people lived and worked in Croydon (61% of the workplace population) and 49,800 lived outside Croydon but worked in the borough (39%).

2.7.4 **Croydon is a net exporter of labour.** While about 49,800 people commuted into Croydon for employment in 2001, 56% more (77,800) commuted out of the borough for work.

2.7.5 **One half of employed residents travel 5-20km to work.** Of the Croydon residents who commuted to employment in 2001 53,900 travelled less than 5km to work (40%) and 67,600 people travelled between 5km and 20km to work (50%). A further 10,400 travelled 20km-40km to work (8%) and 2,800 more than 40km to work (2%). Just under 13,400 people worked or studied from home in 2001 (9%).

Retail Catchment

2.7.6 **A £1 billion retail market.** In 2006 the residents of Croydon are estimated to have spent £1 billion on comparison goods[3], 69% within the borough and 31% elsewhere. However Croydon is also estimated to have attracted £534 million of spend on comparison goods from 154,000 shoppers from outside the borough to give a balance of trade of £886 million. Spend from commuters and tourists is estimated to add another £41 million to the total.

2.7.7 In 2008 Croydon's retail catchment extended south towards and over the M25 with little change in its spatial extent expected to 2018.

[3] Comparison goods comprise clothing, footwear, household appliances (electric or gas), carpets, furniture, computers, books, music/videos, toys, DIY equipment, audio-visual equipment, sports equipment and leisure goods. Convenience goods comprise food, drink, tobacco, household goods and newspapers/magazines.

3 Stratford (LB Newham)

3.1 Key Findings

Key Findings

- ✓ Designated as a major town centre Stratford is a medium sized commercial centre with 55,000 sqm of town centre floorspace.
- ✓ Newham has been growing faster than the London average driven by public sector jobs growth (+59% education jobs) but with declines in manufacturing (-71% jobs) and financial services.
- ✓ Main industrial sectors are business services, retail and wholesale, and health and education services.
- ✓ There is comparative specialisation in public administration, education and transport and logistics.
- ✓ Newham's business base is dominated by many micro businesses with less than 10 staff but employment has been increasing in medium sized firms and organisations. About 600 new firms are formed each year in the borough.
- ✓ The majority of the resident workforce are in mid and low skill occupations, above the average proportion for London.
- ✓ Stratford is a medium sized office and leisure location in East London and while currently a relatively minor retail centre a substantial increase in retail floorspace is planned (+125%).
- ✓ Newham is a net exporter of labour but experiences high levels of worklessness.

3.2 Economic Scale

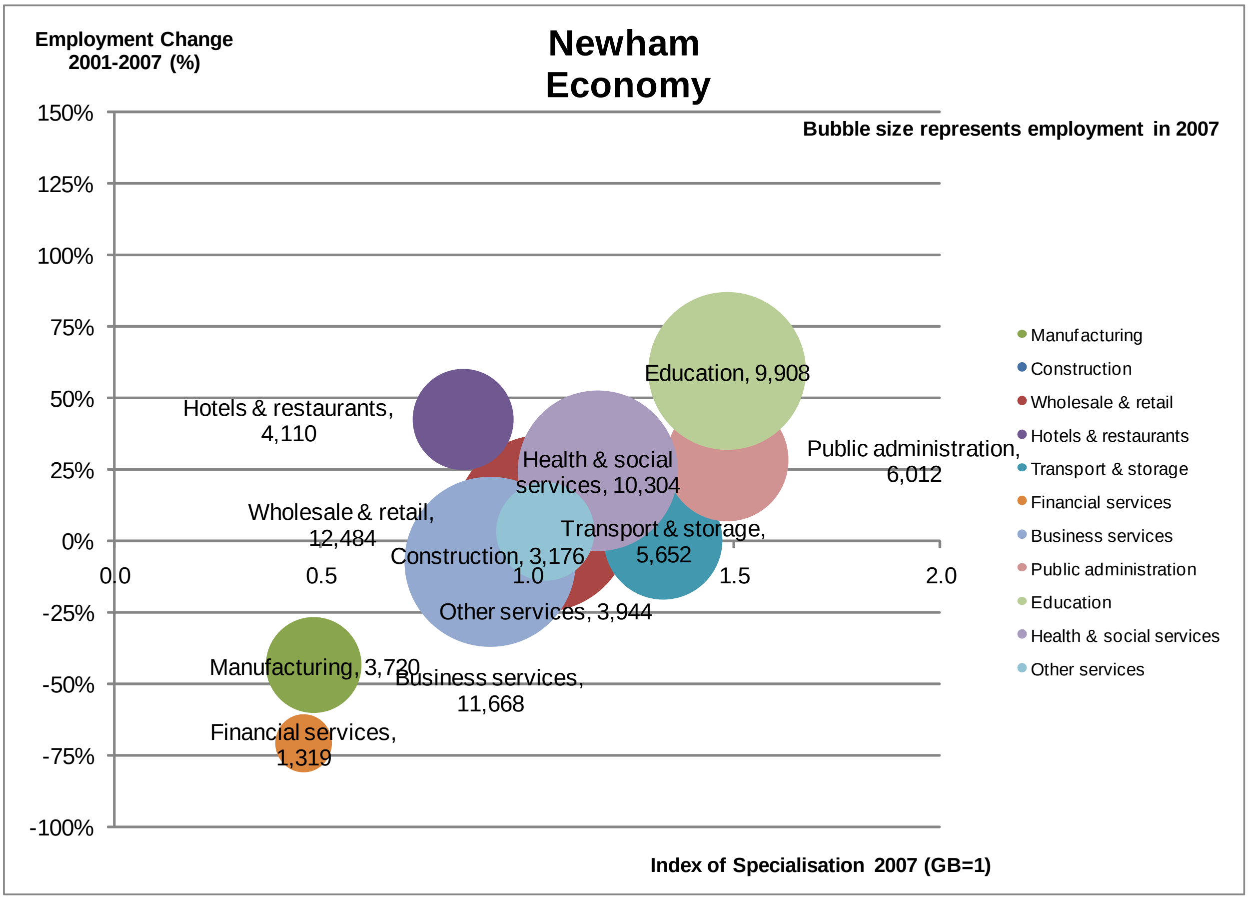
3.2.1 **Major future economic node.** As an Opportunity Area Stratford in LB Newham is designated as an area for substantial future economic growth. With 72,600 jobs in 2007 Newham is currently of a similar economic size to Guildford or Slough.

3.2.2 **Medium sized commercial centre.** With 43,300 sqm of offices in 2006 Stratford is just the 30th largest office concentration across London's town centre network and currently one of the smaller key locations in Outer London.

3.2.3 **Static population of 250,000.** Newham is estimated to have a population of 250,000 people in 2007 with little increase since 2001.

3.2.4 **Major town centre.** Stratford is ranked 39th in London's town centre network with 54,800 sqm of floorspace in 2006/7, of which 32,600 sqm is retail and 16,200 sqm is leisure and the remainder is vacant. Sales turnover in Stratford is estimated to be £129 million per annum, below the average of £153 million for a major centre in London.

3.3 Economic Profile and Performance



Source: ONS, Innovacion analysis. Sectors with an index of specialisation (or location quotient) of greater than one have a higher representation in the local economy than the GB average and can be considered as one indicator of a local specialisation or strength.

Recent Performance (2001-2007)

3.3.1 **Growing faster than the London average.** Newham's total employment grew by 2.7% between 2001 and 2007 (an additional 1,900 jobs) above the growth rates for London (+1.5%) and the South East (+1.7%) for the same period but below the national increase (+4.4%).

3.3.2 **Driven by public sector growth but declines in financial services and manufacturing.** Between 2001 and 2007 employment in education increased by 59% (+3,700 jobs), by 25% in health and social work (+2,000 jobs) and by 28% in public administration (+1,300 jobs). Employment also increased rapidly by 43% in hotels and restaurants (+1,200 jobs). Over the same period official data show the manufacturing and financial services sectors contracting with the loss of 3,200 jobs (-71%) and 2,800 jobs (-44%) respectively.

Industrial Structure

3.3.3 **Main sectors are business services, retail and wholesale, and health and education services.** By 2007 four sectors dominated the economy of Newham accounting for 44,400 jobs or 61% of total employment. These four sectors were retail and wholesale (17%, 12,500 jobs), business services (16%, 11,700 jobs), health and social work (14%, 10,300 jobs) and education (14%, 9,900).

Local Specialisation

3.3.4 **Relative specialisation in public administration, education and transport and logistics.** Compared to the national economy in 2007 Newham has about 50% more employment in public administration and education than would be expected for an economy of its size and 30% more employment in logistics and transport, a sector of 5,700 jobs. At a more detailed level[4], Newham has 11 specialisation sectors (including 5,600 jobs in primary education, 2,600 jobs in other business services and 1,800 jobs in postal services) and two very high specialisation sectors (manufacture of sugar at 126 times the national average with 500 jobs and other land transport services at more than six times the national average with 1,200 jobs).

3.4 Business and Skills Base

Business Base

3.4.1 **Dominated by many micro businesses with less than 10 staff.** In 2007 the stock of 7,000 firms (workplace basis) providing 72,600 jobs in Newham was largely dominated by 6,100 micro firms (86%) although these provided just 20% of all employment (14,700 jobs). In 2007 there were:

- 6,100 micro firms (1-10 employees) providing 14,700 jobs (20%).
- 660 small firms (11-49 employees) providing 15,100 jobs (21%).
- 250 medium firms (50-199 employees) providing 22,300 jobs (31%).
- 50 large firms (200+ employees) providing 20,500 jobs (28%).

3.4.2 **Strong employment growth in medium sized firms and organisations.** Between 2001 and 2007 the business base in Newham increased by 1,400 firms which accounted for 1,900 net additional jobs. While an additional 1,350 micro firms were added over the period these only accounted for an additional 1,500 jobs in contrast with the additional 3,100 jobs created from the increase in the number of medium sized firms from 210 to 250.

New Firm Formation

3.4.3 **600 new firms are formed each year in Newham.** Between 2001 and 2007 about 600 new firms (VAT basis) were formed each year in Newham. Allowing for deregistrations the firm stock has been increasing by 160 firms a year over this period. Over the six year period this has resulted in the stock of VAT registered business service firms increasing by 515, retail and wholesale firms by 230 and construction firms by 155. Over the same period the stock of manufacturing firms fell by 30 businesses.

Occupations of Residents

3.4.4 **Majority of resident workforce are in mid and low skill occupations.** Compared to an average of 53% for London and 43% for GB, only 36% of Newham's working residents are

[4] Specialisation sectors are those sectors (4 digit SIC) with an Index of Specialisation or Location Quotient (LQ) of greater than two compared to GB (sector size is more than double the comparative proportion of the national average) and more than 500 jobs (except for London >1,000 jobs). Very high specialisation sectors have an Index of Specialisation or LQ or more than five (sector size is more than five times the comparative proportion of the national average).

managers, professionals or associate professionals. In contrast a much higher proportion of residents are operatives (8%) or in elementary occupations (16%) when compared to London as a whole (5% and 9% respectively).

3.5 Property Supply

Offices

3.5.1 **Medium sized office location in East London.** With 43,300 sqm of office space (2006) Stratford town centre is a medium sized commercial centre but is dwarfed by the 715,500 sqm of offices at nearby Canary Wharf and the Isle of Dogs, which is 16 times larger. The other town centres in East London of Ilford (65,400 sqm), Romford (63,400 sqm) and Barking (52,100) are of a similar scale in terms of office space.

Retail

3.5.2 **Currently a minor retail centre**. With 32,600 sqm of retail floorspace (2006/7) Stratford is currently much smaller than either Romford (134,400 sqm) or Ilford (146,100 sqm) and also smaller than East Ham (55,000 sqm) and Barking (52,000 sqm). Stratford's retail floorspace is just two thirds the size of the average for a major centre in the town centre network (47,500 sqm). Nearby Canning Town offers 21,200 sqm of retail.

3.5.3 **But an enormous increase in retail floorspace is planned.** However retail floorspace in Stratford is likely to increase by more than 350% in the future with 112,000 sqm of gross comparison goods retail floorspace in the pipeline with planning permission or identified in UDP/DPD. If this is realised Stratford's retail floorspace will be similar to Romford and Ilford and above the average for a metropolitan centre in London.

Leisure

3.5.4 **Medium sized centre of leisure uses.** Stratford has 16,200 sqm of leisure uses in line with the average leisure floorspace for a major centre in London (16,700 sqm) and other centres in East London with the exception of the greater provision at Romford (35,300 sqm) and Ilford (24,800 sqm). Stratford has 2,900 sqm of cinema and theatre floorspace, 3,600 sqm of restaurant and cafe floorspace and 4,400 sqm of pubs, bars and nightclubs and 800 sqm of hotel space.

3.6 Planning Policy Review

<table>
<tr><th colspan="4">Planning Review - Stratford</th></tr>
<tr><td colspan="2">LONDON PLAN KEY DIRECTIONS
Will accommodate some of the most important strategic regeneration initiatives for London and an urban renewal challenge of global significance
Major Town Centre, identified as developing into a Metropolitan Centre
Thames Gateway Growth Area
London-Stansted-Cambridge Corridor Growth Area
Strategic Office Location
Maximise the benefits of the Olympic Games
A rich mix of industry, housing and open space
Strategic Industrial Locations
New linear park</td><td colspan="2">KEY STATISTICS
Stratford 124 ha
Lower Lee Valley 1,446 ha

<u>Minimum homes</u>
London Plan 4,500 (2001–2026) Stratford Town Centre
London Plan 30,000 – 40,000 (2001–2026) Lower Lea Valley
<u>Employment</u>
London Plan (capacity led) 50,000 2001 – 2026 Lower Lea Valley
London Plan 30,000 predominantly office jobs at Stratford City</td></tr>
<tr><td colspan="2">KEY LOCAL POLICY DIRECTIONS
Stratford will become an important centre for office based employment, with new businesses attracted by the good public transport, new, modern office space and quality shopping and housing</td><td colspan="2">KEY INFRASTRUCTURE
Olympic Park and legacy infrastructure
Crossrail
Underground improvements (inc. Jubilee Line)
DLR extensions and upgrades
High Speed 1 domestic services</td></tr>
<tr><th>1. LONDON PLAN SUPPORT DOC</th><th>2. UDP / SPG</th><th>3. CORE STRATEGY</th><th>4. LDF OTHER</th></tr>
<tr><td>Lower Lee Valley OA Planning Framework Jan 2007</td><td>UDP Adopted June 2001</td><td>Issues and Options Report
March 2008</td><td>Stratford and Lower Lea Valley Area Action Plan
Issues and Options June 2008</td></tr>
</table>

3.7 Economic Catchments

Transport Network

3.7.1 **Very good public transport accessibility.** About 20 minutes from Central London (West End) Stratford has very good public transport links with a range of existing rail, tube, DLR and bus connections and a very substantial future transport investment programme. Its Public Transport Accessibility Level (PTAL) rating of 6 is the maximum and higher than other centres in East London including Ilford (5) or East Ham (4).

Commuting

3.7.2 **Half the resident population was workless in 2001.** Of the resident population in 2001 some 54,800 residents lived in Newham but worked outside the area (32%) and 18% lived and worked in the area (31,300) but 83,800 people lived in the area and did not work, just under one half of the resident population.

3.7.3 **More than half of Newham's workforce lives outside the area.** In 2001 31,300 people lived and worked in Newham (47% of the workplace population) and 35,900 lived outside Newham but worked in the borough (53%).

3.7.4 **Newham is a net exporter of labour.** While about 35,900 people commuted into Newham for employment in 2001, about 50% more (54,800 in total) commuted out of the borough for work.

3.7.5 **About 60% of employed residents travel 5-20km to work.** Of the Newham residents who commuted to employment in 2001 27,100 travelled less than 5km to work (36%) and 43,200 people travelled between 5km and 20km to work (58%). A further 2,900 travelled 20km-40km to work (4%) and 1,600 more than 40km to work (2%). Just under 7,100 people worked or studied from home in 2001 (8%).

Retail Catchment

3.7.6 **A £614 million retail market.** In 2006 the residents of Newham are estimated to have spent £614 million (2003 prices) on comparison goods[5]. But just 31% of this expenditure was within the borough with 69% being spent elsewhere. However Newham is also estimated to have attracted £326 million of spend on comparison goods from 274,000 shoppers from outside the borough to give a balance of trade of £93 million. Spend from commuters and tourists is estimated to add another £10 million to this total.

3.7.7 Stratford's current retail catchment extends north and east but not beyond the M25 and with little penetration south of the Thames. However with substantial retail growth forecast Stratford's retail catchment is forecast to extend over the M25 to reach Harlow and Ongar by 2018.

[5] Comparison goods comprise clothing, footwear, household appliances (electric or gas), carpets, furniture, computers, books, music/videos, toys, DIY equipment, audio-visual equipment, sports equipment and leisure goods. Convenience goods comprise food, drink, tobacco, household goods and newspapers/magazines.

4 Heathrow Area (LB Hillingdon and LB Hounslow)

4.1 Key Findings

Key Findings

- ✓ A nationally significant economic node with over 300,000 jobs, the Heathrow Area is larger than the economies of Oxford, Cambridge and Reading combined.
- ✓ The town centre floorspace across the five main urban centres in the Heathrow Opportunity Area would make it the third largest town centre after the West End and Croydon.
- ✓ Rapid employment growth in Hillingdon (+9% 2001-7) has been driven by growth of transport services and the public sector but financial services and manufacturing have been contracting.
- ✓ The main industrial sectors are transport, business services and retail.
- ✓ As major airport economy the Heathrow Area has unparalleled specialisation in air transport services and cargo handling and very high specialisation in numerous other sectors.
- ✓ The economy is dominated by 250 large firms and organisations that provide 146,000 jobs (45% of the total) with medium and large firms expanding especially in Hillingdon. About 1,700 new firms are formed each year.
- ✓ Over 45% of residents work as managers or professionals.
- ✓ Public transport accessibility is variable across Heathrow Opportunity Area.
- ✓ Hillingdon is major importer of labour from outside the borough.

4.2 Economic Scale

4.2.1 **Nationally significant economic centre.** With 306,600 jobs in 2007 the Heathrow Area (comprising Hillingdon and Hounslow[6]) is major pillar of the London economy. The Heathrow Area economy is larger than the economies of Oxford, Cambridge and Reading combined. With Opportunity Area status the Heathrow Area is a designated growth area for the future.

4.2.2 **Major commercial centre.** With 89,000 sqm of offices across the main urban centres in the Heathrow Area Opportunity Area[7] (2006) it would rank as the 17th largest office concentration in London's town centre network.

4.2.3 **Growing population of 471,000.** The Heathrow Area boroughs have a population of 471,000 people in 2007 which has grown by more than 2% since 2001 (+10,000 people).

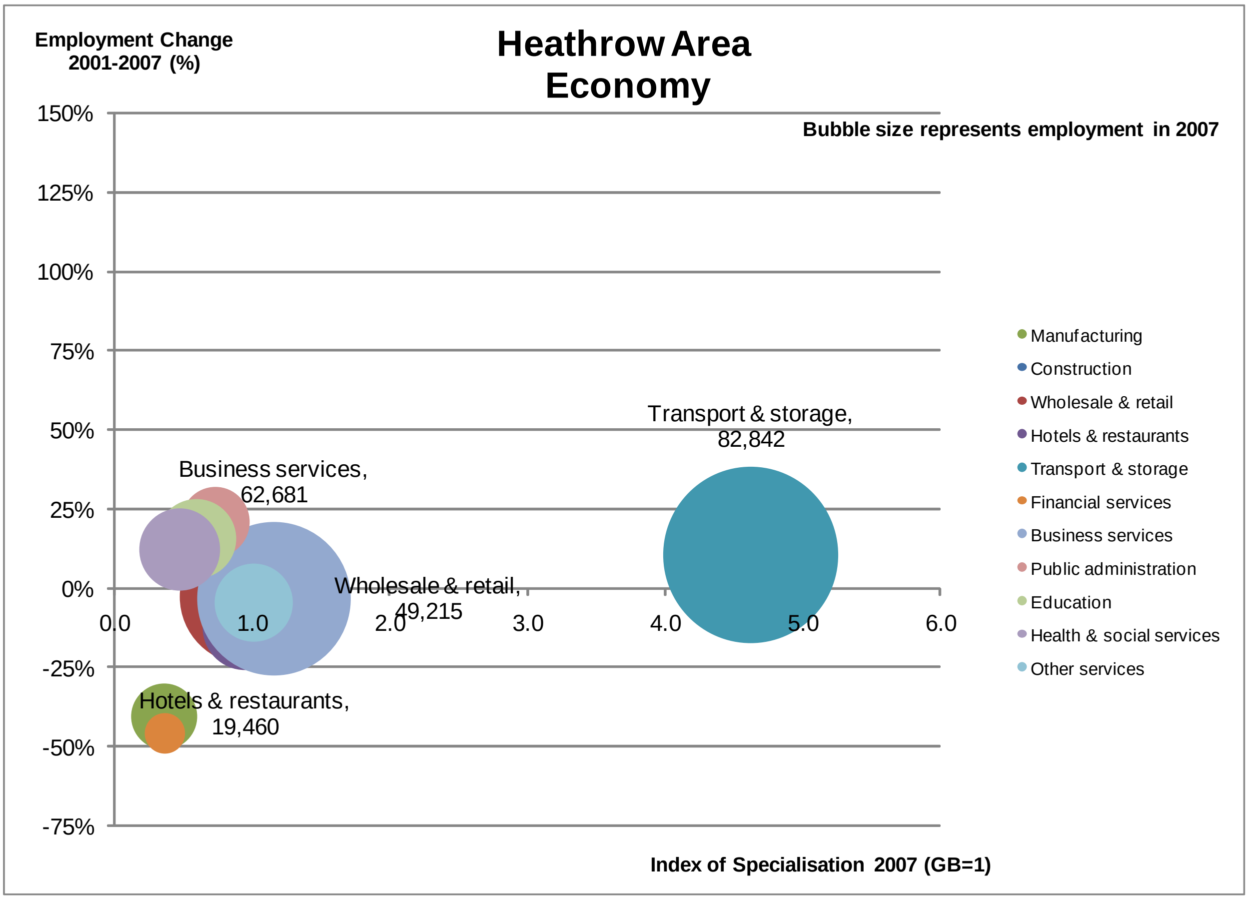
4.2.4 **London's third largest town centre.** With 278,700 of town centre floorspace the five main urban centres in the Heathrow Area Opportunity Area (2006) combine to form the third largest town centre in London after the West End and Croydon. Some 207,200 sqm is retail, 150,500

[6] At a smaller spatial scale employment in 2007 in the Heathrow Opportunity Areas (defined by 15 wards) was 92,300 with a further 86,600 jobs located in the one ward containing Heathrow airport. Together, these areas accounted for 58% of total employment in the two boroughs. Between 2003 and 2007 employment increased by 20% at the airport (+14,500) and by just 1% in the adjacent Heathrow Opportunity Areas (+1,000 jobs).

[7] A Metropolitan Centre (Hounslow), a Major Centre (Southall) and three district centres

sqm is leisure floorspace and the remainder is vacant. Sales turnover in these town centres is estimated to be £410 million per annum.

4.3 Economic Profile and Performance



Source: ONS, Innovacion analysis. Sectors with an index of specialisation (or location quotient) of greater than one have a higher representation in the local economy than the GB average and can be considered as one indicator of a local specialisation or strength.

Recent Performance (2001-2007)

4.3.1 **Rapid employment growth in Hillingdon.** While total employment in the Heathrow Area (Hillingdon and Hounslow) fell by 1% between 2001 and 2007 (with the loss of 3,700 jobs), employment in Hillingdon grew by 9% (an additional 15,300 jobs). This growth was significantly higher than the increases for London (+1.5%), the South East (+1.7%) and GB (+4.4%) over the same period.

4.3.2 **Driven by transport sector growth but declines in financial services and manufacturing.** Between 2001 and 2007 employment in transport and storage increased by 11% (+8,000 jobs), by 16% in education (+2,300 jobs) and by 20% in public administration (+2,200 jobs). Over the same period official data show the loss of 8,100 manufacturing jobs (-41%) and 3,800 financial services jobs (-46%) in the Heathrow Area, representing a significant contraction of these sectors.

Industrial Structure

4.3.3 **Main sectors are transport, business services and retail.** By 2007 three sectors accounted for just under two thirds of all employment in the Heathrow Area, some 195,000 jobs. These sectors were transport and storage (27%, 83,000 jobs), business services (21%, 63,000 jobs) and retail and wholesale (16%, 49,000 jobs). The transport sector in the Heathrow Area alone is larger than the entire economy of Cambridge.

Local Specialisation

4.3.4 **A very specialised airport economy with unparalleled specialisation in air transport services and cargo handling and very high specialisation in numerous other sectors.** The Heathrow Area is a very specialised airport based economy with employment in transport, storage and communications being five times higher than would be expected for an economy of its size. At a more detailed level[8] the Heathrow Area had 24 specialisation sectors including 10 sectors rated as having a very high specialisation. Compared to the national economy in 2007, the Heathrow Area has a fairly unique specialisation in air transport activities with 50 times more employment in scheduled air transport, 23 times more employment in activities supporting air transport and 19 times more employment in cargo handling. Other local specialisations cover a broad range of activity including the sale of machinery, industrial equipment, ships and aircraft, the wholesale of office machinery and equipment, radio and TV, transport agencies, the wholesale of pharmaceuticals, courier activities and security services.

4.4 Business and Skills Base

Business Base

4.4.1 **A large firm economy with 250 large firms and organisations providing 146,000 jobs.** In 2007 the stock of 20,500 firms (workplace basis) providing 306,000 jobs in the Heathrow Area (Hillingdon and Hounslow) was dominated by 250 large firms that provided just under half of all employment (145,900 jobs). In 2007 the business base comprised:

- 17,400 micro firms (1-10 employees) providing 43,500 jobs (14%).
- 2,100 small firms (11-49 employees) providing 48,300 jobs (16%).
- 750 medium firms (50-199 employees) providing 68,400 jobs (22%).
- 250 large firms (200+ employees) providing 145,900 jobs (48%).

4.4.2 **Strong employment growth in medium and large firms and organisations in Hillingdon.** Between 2001 and 2007 the business base in the Heathrow Area increased by 1,200 firms while employment fell by 3,700 jobs. However, the increase in 80 medium sized firms and 20 larger firms in Hillingdon between 2001 and 2007 accounted for 8,800 additional jobs.

[8] Specialisation sectors are those sectors (4 digit SIC) with an Index of Specialisation or Location Quotient (LQ) of greater than two compared to GB (sector size is more than double the comparative proportion of the national average) and more than 500 jobs (except for London >1,000 jobs). Very high specialisation sectors have an Index of Specialisation or LQ or more than five (sector size is more than five times the comparative proportion of the national average).

New Firm Formation

4.4.3 **1,700 new firms are formed each year in the Heathrow Area.** Between 2001 and 2007 about 1,700 new firms (VAT basis) were formed each year in the Heathrow Area. Allowing for deregistrations the firm stock has been increasing by 360 firms a year over this period. Over the six year period this has resulted in the stock of VAT registered business service firms increasing by 1,300, construction firms by 365 and retail and wholesale firms by 305. Over the same period the stock of manufacturing firms fell by 90 businesses.

Occupations of Residents

4.4.4 **Over 45% of the resident workforce are in professional and managerial occupations.** Compared to an average of 53% for London and 43% for GB, slightly over 45% of the Heathrow Area's working residents are managers, professionals or associate professionals. In contrast with London the Heathrow Area has a higher proportion of residents working in administrative roles, skilled trades and elementary roles but fewer professionals.

4.5 Property Supply

Offices

4.5.1 **Major office location in West London.** With 89,000 sqm of office space (2006) across the main urban centres in the Heathrow Opportunity Area the area is a major office location. While the area is only slightly smaller in scale than either Uxbridge (107,000 sqm of offices) or Ealing (100,000 sqm) it has only about one quarter of the office floorspace provided in Hammersmith (328,000 sqm).

Retail

4.5.2 **Significant regional retail floorspace**. With 207,200 sqm of retail floorspace (2006/7) across the main urban centres in the Heathrow Opportunity Area the area offers significant retail floorspace broadly equivalent to Croydon and double the size of the retail floorspace in Uxbridge. Retail floorspace is likely to increase by 9% in the future with 18,000 sqm of gross comparison goods retail floorspace in the pipeline with planning permission or identified in UDP/DPD.

Leisure

4.5.3 **Significant sub-regional leisure uses.** The main urban centres in the Heathrow Area Opportunity Area have 50,500 sqm of leisure uses. This is about double the average leisure floorspace for a metropolitan centre in London (27,400 sqm), double the leisure floorspace in Hammersmith and three times the leisure floorspace in Uxbridge or Ealing. The urban centres have 5,100 sqm of cinema and theatre floorspace, 14,100 sqm of restaurant and cafe floorspace, 11,300 sqm of pubs, bars and nightclubs and 1,800 sqm of hotel space.

4.6 Planning Policy Review

4.6.1 The London Plan anticipates that the Heathrow Opportunity Area planning framework should establish the scale of opportunities and mix of development and seek to harness more of the benefits of wider cross boundary growth for Londoners. Objectives should include securing local and sub-regionally important public transport improvements, reducing pressures for car use and parking, facilitating commercial site assembly, decontamination and intensification of use and bringing forward further housing capacity.

4.6.2 The London Plan identifies capacity for 10,750 homes (minimum) and 11,000 jobs (indicative employment capacity) between 2001 and 2026.

4.6.3 After the completion of improved transport connections to Terminal 5, key future infrastructure includes improvements to the national rail and underground network (Piccadilly line upgrade) and, in the longer term, Crossrail 1.

4.7 Economic Catchments

Transport Network

4.7.1 **Variable public transport accessibility.** Public transport provision across the main urban centres in the Heathrow Opportunity Area is variable with tube journeys to Central London (West End) taking in excess of 40 minutes. While Hounslow has a Public Transport Accessibility Level (PTAL) rating at the maximum of 6 and Hayes is 5, the PTAL score for other areas such as Southall (4), Feltham (4) and West Drayton (3) is lower.

Commuting

4.7.2 **Just under 40% of Hillingdon's residents work in the borough.** Of the resident population in 2001 some 51,800 residents lived in Hillingdon but worked outside the area (30%), 64,900 lived and worked in the area (37%) and 58,600 people lived in the borough and did not work, about one third of the resident population. In comparison some 60,000 residents lived in Hounslow but worked outside the area (38%), 43,200 lived and worked in the area (28%) and 53,800 people lived in the borough and did not work, about one third of the resident population.

4.7.3 **About two thirds of the workforce commutes into Hillingdon and Hounslow.** In 2001 64,900 people lived and worked in Hillingdon (37% of the workplace population) and 110,600 lived outside the borough but worked within it (63%). In Hounslow some 43,200 people lived and worked in Hounslow (40% of the workplace population) and 66,000 lived outside the borough but worked within it (60%).

4.7.4 **Hillingdon is a major importer of labour.** While about 51,800 residents commuted out for employment, more than double (110,600) travelled into the borough for employment in 2001. In comparison the labour movements in Hounslow were broadly equal: 60,000 out commuters matched by 66,000 in commuters.

4.7.5 **More than 40% of employed residents travel less than 5km to work.** Of the Hillingdon residents who commuted to employment in 2001 41,700 travelled less than 5km to work (41%) and 44,900 people travelled between 5km and 20km to work (44%). A further 12,400 travelled 20km-40km to work (12%), a relatively high proportion, and 2,400 more than 40km to work (2%). Just over 9,600 people worked or studied from home in 2001 (8%). Of the Hounslow residents who commuted to employment in 2001 40,400 travelled less than 5km to work (45%) and 42,600 people travelled between 5km and 20km to work (49%). A further 5,300 travelled 20km-40km to work (8%) and 2,100 more than 40km to work (2%). Just under 8,700 people worked or studied from home in 2001 (8%).

Retail Catchment

4.7.6 **A £1.4 billion retail market.** In 2006 the residents of the Heathrow Area (Hillingdon and Hounslow) are estimated to have spent £1,435 million (2003 prices) on comparison goods[9]. But just 32% of this expenditure was within the borough with 68% being spent elsewhere.

4.7.7 Hounslow's current retail catchment extends significantly beyond the M25 and out to Maidenhead and Amersham. Its retail catchment is forecast to extend further to the south west by 2018.

[9] Comparison goods comprise clothing, footwear, household appliances (electric or gas), carpets, furniture, computers, books, music/videos, toys, DIY equipment, audio-visual equipment, sports equipment and leisure goods. Convenience goods comprise food, drink, tobacco, household goods and newspapers/magazines.

5 Brent Cross/Cricklewood (LB Barnet)

5.1 Key Findings

Key Findings

✓ Designated as a regional shopping centre Brent Cross together with Cricklewood is a major town centre equivalent in scale to Bromley.

✓ With 107,000 jobs the Barnet economy is the same size as Southampton, has a growing population of 330,00 people and has a £1 billion retail market.

✓ Barnet's economy has been stagnating with the loss of 5,000 jobs between 2001 and 2007. Only public sector employment has been growing (+38% public administration jobs).

✓ While the main sectoral strengths are retail, business services and health and social services, the area has a relatively unspecialised economy.

✓ The business base is dominated by small firms which provide a comparatively high proportion of employment (32%). Only medium sized firms and organisations have been growing recently.

✓ Nearly 60% of residents are managers and professionals, above the average proportion for London.

✓ Brent Cross/Cricklewood has retail and leisure uses broadly equivalent to a Metropolitan Centre in London

✓ Barnet is a major net exporter of labour.

✓ Public transport accessibility to Brent Cross is relatively poor.

5.2 Economic Scale

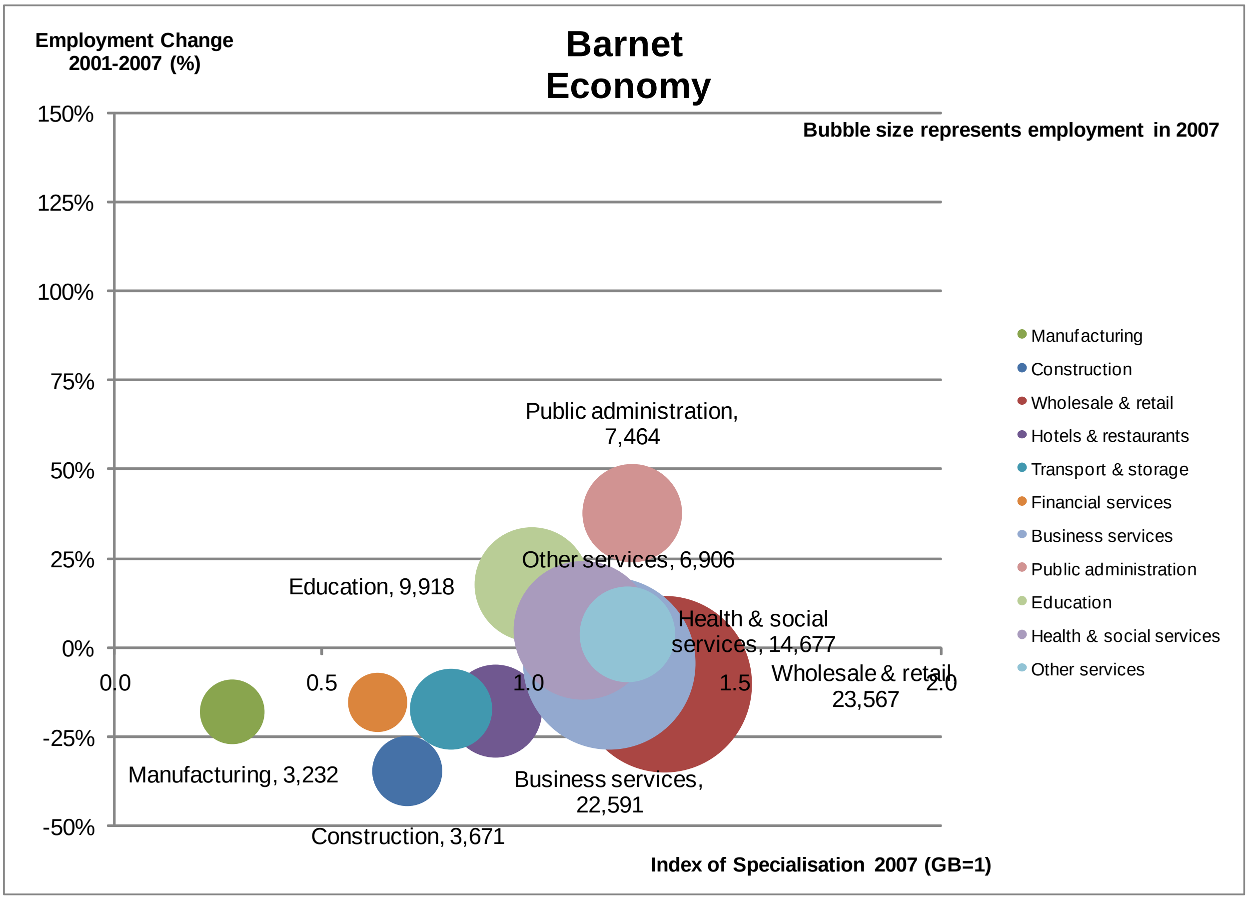
5.2.1 **Major economic node.** With 106,700 jobs Barnet is currently of a similar economic size to Southampton. As an Opportunity Area Brent Cross and Cricklewood in Barnet is designated as an area for future economic growth.

5.2.2 **Small commercial centre.** With only 5,100 sqm of office space in 2006 Cricklewood is currently a small scale commercial centre behind six other larger office centres in Barnet.

5.2.3 **Growing population of 330,000.** Barnet is estimated to have a population of 330,000 people in 2007, 3% higher than in 2001 (+10,200 residents).

5.2.4 **Major town centre.** Together Brent Cross (Regional Shopping Centre) and Cricklewood (District Centre) had 148,700 sqm of town centre floorspace in 2006/7, of which 123,500 sqm is retail and 20,500 sqm is leisure and the remainder is vacant. Overall Brent Cross and Cricklewood is equivalent to an average Metropolitan Centre in London and only slightly smaller than Bromley.

5.3 Economic Profile and Performance



Source: ONS, Innovacion analysis. Sectors with an index of specialisation (or location quotient) of greater than one have a higher representation in the local economy than the GB average and can be considered as one indicator of a local specialisation or strength.

Recent Performance (2001-2007)

5.3.1 **Economic stagnation with employment falling 2001-7.** Barnet's total employment fell by 4.3% between 2001 and 2007 (loss of 4,800 jobs) in contrast to the growth rates for London (+1.5%), the South East (+1.7%) and GB (+4.4%).

5.3.2 **Only jobs growth in public services.** Between 2001 and 2007 employment fell by 2,700 in wholesale and retail (-10%), by 2,000 jobs in construction (-35%), by 1,400 jobs in hotel and restaurants (-18%) and by 1,000 jobs in transport services (-17%) In contrast public administration jobs grew by 38% (+2,000 jobs) and jobs in education by 18% (+1,500 jobs) over the period.

Industrial Structure

5.3.3 **Main sectors are retail and wholesale, business services and health and social services.** By 2007 three sectors dominated the economy of Barnet accounting for 60,800 jobs or 57% of total employment. These three sectors were retail and wholesale (22%, 23,600 jobs), business services (21%, 22,600 jobs) and health and social work (14%, 14,700 jobs).

Local Specialisation

5.3.4 **Only some minor specialisations in retail, business services and public administration.** Compared to the national economy in 2007 Barnet had about 30% more employment in retail than would be expected for an economy of its size and 25% more employment in public administration and 20% more employment in business services. At a more detailed level[10], Barnet had 10 specialisation sectors including 3,300 jobs in law and order, 2,700 jobs in other retail and 2,400 jobs in accountancy.

5.4 Business and Skills Base

Business Base

5.4.1 **Dominated by many micro businesses with less than 10 staff.** In 2007 the stock of 17,100 firms (workplace basis) providing 106,600 jobs in Barnet was largely dominated by 15,600 micro firms (91%) although these provided one third of all employment (34,500 jobs). In 2007 there were:

- 15,600 micro firms (1-10 employees) providing 34,500 jobs (32%).
- 1,200 small firms (11-49 employees) providing 25,800 jobs (24%).
- 300 medium firms (50-199 employees) providing 24,900 jobs (23%).
- 50 large firms (200+ employees) providing 21,400 jobs (20%).

5.4.2 **Only employment growth in medium sized firms and organisations.** Between 2001 and 2007 despite employment falling by 4,800 jobs the business base in Barnet increased by 800 firms. The only growth area was in increase in the number of medium sized firms (+20) accounting for an additional 800 jobs.

New Firm Formation

5.4.3 **1,700 new firms are formed each year in Barnet.** Between 2001 and 2007 about 1,700 new firms (VAT basis) were formed each year in Barnet. However allowing for deregistrations the firm stock has been decreasing by about 140 firms a year over this period. Over the six year period while the stock of VAT registered business service firms has increased by 440 the stock of manufacturing firms has decreased by 430 businesses and the stock of retail businesses has fallen by 410 businesses[11].

Occupations of Residents

5.4.4 **Nearly 60% of residents are manager and professionals.** At 58% the proportion Barnet's working residents who are managers, professionals or associate professionals is higher than the average for London (53%) and GB (43%). One in five residents are managers and a further one in five are professionals.

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[10] Specialisation sectors are those sectors (4 digit SIC) with an Index of Specialisation or Location Quotient (LQ) of greater than two compared to GB (sector size is more than double the comparative proportion of the national average) and more than 500 jobs (except for London >1,000 jobs). Very high specialisation sectors have an Index of Specialisation or LQ or more than five (sector size is more than five times the comparative proportion of the national average).

[11] For each year between 2001 and 2007 the VAT registration and deregistration levels are notably higher in Barnet than in other outer London boroughs and similar to the Heathrow Area which has three times more employment. With its specialisation in accountancy services this may be due to client firms being registered and deregistered in Barnet and this analysis should be considered in that context.

5.5 Property Supply

Offices

5.5.1 **Small scale office location.** With just 5,100 sqm of office space in 2006, Brent Cross/Cricklewood is only the 7th largest office centre in Barnet and one fifth the size of either nearby Edgware (28,200 sqm) or Whetstone (25,400 sqm).

Retail

5.5.2 **Major retail centre**. With 123,500 sqm of retail floorspace in 2006/7 Brent Cross/Cricklewood is equivalent to an average metropolitan centre in London. The location has a regional significance by having a similar retail floorspace to Romford (134,400 sqm) or Bromley (122,400 sqm).

Leisure

5.5.3 **Medium sized centre of leisure uses.** Brent Cross/Cricklewood has 20,500 sqm of leisure uses which is about 75% of an average metropolitan centre in London (27,400 sqm). This includes 5,200 sqm of restaurant and cafe floorspace and 4,500 sqm of pubs, bars and nightclubs and 2,200 sqm of hotel space. It is broadly equivalent to Kilburn (22,200 sqm of leisure uses) and double the size of Edgware (10,800 sqm of leisure uses).

5.6 Planning Policy Review

<table>
<tr><th colspan="4">Planning Review - Brent Cross</th></tr>
<tr><td colspan="2">LONDON PLAN KEY DIRECTIONS

• Opportunity Area
• London – Luton – Bedford Co-Ordination Corridor (edge)
• References the joint GLA / Brent Development Framework (2005)
• Redevelopment of Brent Cross as a town centre complementing the roles of other centres nearby. This would entail an extended mix of town centre activities including housing.</td><td colspan="2">KEY STATISTICS

323ha

<u>Minimum homes</u>
• London Plan 10,000 (2001 - 2026)
• 5,000 homes (2006 – 2016)

<u>Employment</u>
• London Plan (capacity led) 20,000 (2001 – 2026)
• 20,000 jobs (by 2026)
• Up to 420,000 sqm of business space (primarily offices)
• 27,000 sqm of leisure space
• 55,000 sqm of comparison retail</td></tr>
<tr><td colspan="2">KEY LOCAL POLICY DIRECTIONS

• Major focus for homes and jobs
• A new town centre will be fully integrated into the regeneration scheme
• Tall Buildings will define the heart of the town centre
• Rail-related freight transfer facility
• Over the next 15 to 20 years a new economic hub at Brent Cross and Cricklewood will emerge as the Gateway of North London.
• New Metropolitan town centre will transform the sub regional economy of north London.</td><td colspan="2">KEY INFRASTRUCTURE

• New railway station and bus station at Cricklewood
• New railway station on the Midland Mainline between the existing Cricklewood and Hendon Stations
• Improvements to Cricklewood Station as part of Thameslink
• Work to Brent Cross Underground Station to provide new bus Station, pedestrian bridge and step-free access
• New rapid transit system linking key transport and activity nodes
• One vehicular link across the North Circular Road
• One vehicular link crossing the railway to Edgware Road</td></tr>
<tr><td>1. LONDON PLAN SUPPORT DOC</td><td>2. UDP / SPG</td><td>3. CORE STRATEGY</td><td>4. LDF OTHER</td></tr>
<tr><td>Sub-Regional Development Framework (North London) May 2006</td><td>UDP - Adopted 2006
Cricklewood, Brent Cross & West Hendon Development Framework SPG – 2005</td><td>Issues & Options 2008</td><td>n/a</td></tr>
</table>

5.7 Economic Catchments

Transport Network

5.7.1 **Variable public transport accessibility.** With a 31 minute journey time to Central London (West End), Cricklewood has a Public Transport Accessibility Level (PTAL) rating of 6, the maximum, Brent Cross only scores 4 on the PTAL scale.

Commuting

5.7.2 **Just under 40% of Barnet's residents work outside the borough.** Of the resident population in 2001 some 85,800 residents lived in Barnet but worked outside the area (38%), 59,500 lived and worked in the area (26%) and 82,200 people lived in the borough and did not work (36%).

5.7.3 **Just under 60% of Barnet's workforce lives in the borough.** In 2001 59,500 people lived and worked in Barnet (56% of the workplace population) and 47,400 lived outside Barnet but worked in the borough (44%).

5.7.4 **Barnet is a major net exporter of labour.** While about 47,400 people commuted into Barnet for employment in 2001, almost double (85,800) commuted out of the borough for work.

5.7.5 **More than 60% of employed residents travel 5-20km to work.** Of the Barnet residents who commuted to employment in 2001 38,300 travelled less than 5km to work (31%) and 76,600 people travelled between 5km and 20km to work (63%). A further 4,900 travelled 20km-40km to work (4%) and 2,600 more than 40km to work (2%). Just under 15,500 people worked or studied from home in 2001 (11%).

Retail Catchment

5.7.6 **A £1 billion retail market.** In 2006 the residents of Barnet are estimated to have spent £1,047 million (2003 prices) on comparison goods[12] with 42% of this expenditure occurring within the borough and 58% being spent elsewhere. However Barnet is also estimated to have attracted £578 million of spend on comparison goods from 103,000 shoppers from outside the borough to give a balance of trade of £409 million.

5.7.7 Brent Cross's substantial retail catchment extends north to Stevenage, west to Berkhamsted in Hertfordshire and east to Epping in Essex.

[12] Comparison goods comprise clothing, footwear, household appliances (electric or gas), carpets, furniture, computers, books, music/videos, toys, DIY equipment, audio-visual equipment, sports equipment and leisure goods. Convenience goods comprise food, drink, tobacco, household goods and newspapers/magazines.

6 Wembley (LB Brent)

6.1 Key Findings

Key Findings

- ✓ Together Wembley (major centre) and Wembley Park (district centre) form a major commercial centre with 87,000 sqm of office space.
- ✓ While there is comparatively little retail and leisure floorspace currently, retail floorspace is planned to grow by 75% in the future.
- ✓ With 92,400 jobs the Brent economy is the same size as Norwich.
- ✓ Brent has been experiencing economic stagnation with employment falling by 7% between 2001 and 2007. There have been significant contractions in manufacturing, retail, business services and financial services but growth in jobs in education (+50%), health and hotels. Firms and organisations of all sizes have been shedding jobs between 2001 and 2007.
- ✓ The main sectoral strengths are retail and wholesale, business services, health services and manufacturing.
- ✓ Brent has some notable local specialisations in transport, retail and some manufacturing functions.
- ✓ The business base is dominated by small firms which provide just one quarter of employment.
- ✓ Just under one third of the resident workforce work in sales, as operatives or in basic low skill roles which is above the average for London (20%).
- ✓ Brent is a net exporter of labour.
- ✓ Public transport accessibility to the Wembley Opportunity Area is relatively good.

6.2 Economic Scale

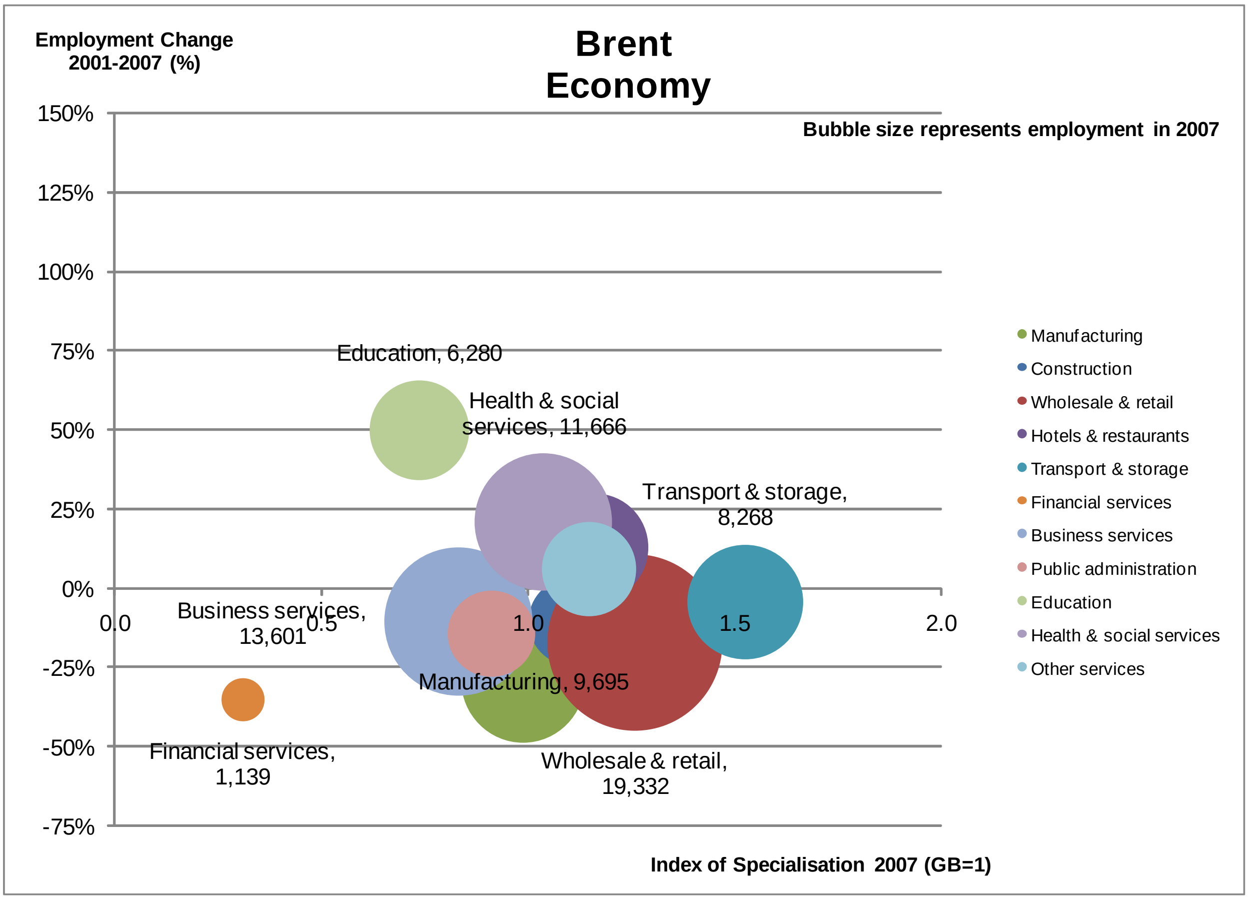
6.2.1 **Economic node.** With 92,400 jobs Brent is currently of a similar economic size to Norwich. As an Opportunity Area Wembley in Brent is designated as an area for future economic growth.

6.2.2 **Major commercial centre.** With 87,300 sqm of office space in 2006 Wembley together with Wembley Park would be ranked as the 18th largest office location across the town centre network. It is larger in size than other centres such as Ilford (65,400 sqm of offices) and Romford (63,400 sqm of offices) and broadly equivalent to Uxbridge (107,200 sqm) and Harrow (99,400 sqm).

6.2.3 **Static population of 270,000.** Brent is estimated to have a population of 270,000 people in 2007, unchanged from 2001.

6.2.4 **Relatively small town centre.** Together Wembley and Wembley Park had just 38,800 sqm of town centre floorspace in 2006/7, of which 27,000 sqm is retail and 7,200 sqm is leisure and the remainder is vacant. The location is only about 55% the size of a Major Centre in the town centre network in London and the estimated town centre turnover is £44 million per annum.

6.3 Economic Profile and Performance



Source: ONS, Innovacion analysis. Sectors with an index of specialisation (or location quotient) of greater than one have a higher representation in the local economy than the GB average and can be considered as one indicator of a local specialisation or strength.

Recent Performance (2001-2007)

6.3.1 **Economic stagnation with falling employment.** Brent's total employment fell by 6.9% between 2001 and 2007 (a loss of 6,800 jobs) in complete contrast to the growth rates for London (+1.5%), the South East (+1.7%) and GB (+4.4%).

6.3.2 **Significant contractions in manufacturing, retail and business and financial services with growth in education, health and hotels.** Between 2001 and 2007 employment fell by 4,000 jobs in manufacturing (-29%), by 4,000 jobs in wholesale and retail (-17%), by 1,600 in business services (-11%) and by 600 jobs in financial services (-35%). In contrast jobs in the education sector grew by 50% (+2,100 jobs), by 21% in the health and social care sector (+2,000 jobs) and by 13% in hotels and restaurants (+800 jobs).

Industrial Structure

6.3.3 **Main sectors are retail and wholesale, business services, health services and manufacturing.** By 2007 four sectors dominated the economy of Brent accounting for 54,300 jobs or 60% of total employment. These four sectors were retail and wholesale (21%, 19,300 jobs), business services (15%, 13,600 jobs), health and social work (13%, 11,700 jobs) and manufacturing (11%, 9,700 jobs).

Local Specialisation

6.3.4 **Specialisations in transport, retail and niche manufacturing sectors..** Compared to the national economy in 2007 Brent had about 50% more employment in transport than would be expected for an economy of its size and 30% more employment in retail. At a more detailed level[13], Brent had 19 specialisation sectors and seven very high specialisation sectors including 3,700 jobs in catering, 2,300 jobs in other land transport, 1,800 jobs in the processing of fruit and vegetables (23 times the national average), 1,600 jobs in the retail of furniture and lighting, 1,200 jobs in beer and food wholesale and 1,100 jobs in waste collection and treatment. Employment in the manufacture of beer is 16 times the national average (700 jobs).

6.4 Business and Skills Base

Business Base

6.4.1 **Dominated by many micro businesses with less than 10 staff.** In 2007 the stock of 11,300 firms (workplace basis) providing 92,400 jobs in Brent was largely dominated by 10,100 micro firms (89%) although these provided just one quarter of all employment (23,500 jobs). In 2007 there were:

- 10,100 micro firms (1-10 employees) providing 23,500 jobs (25%).
- 1,000 small firms (11-49 employees) providing 20,700 jobs (22%).
- 250 medium firms (50-199 employees) providing 21,500 jobs (23%).
- 50 large firms (200+ employees) providing 26,800 jobs (29%).

6.4.2 **Employment contraction in all sizes of firms and organisations.** Between 2001 and 2007 the business base in Brent decreased by 40 firms. As a sizeband large firms shed 3,100 jobs and micro firms lost 2,100 jobs.

New Firm Formation

6.4.3 **1,100 new firms are formed each year in Brent.** Between 2001 and 2007 about 1,100 new firms (VAT basis) were formed each year in Brent. Allowing for deregistrations the firm stock has been increasing by about 200 firms a year over this period. Over the six year period this has resulted in the stock of VAT registered business service firms increasing by 610, construction firms by 290 and retail and wholesale firms by 140.

Occupations of Residents

6.4.4 **Just under one third of the resident workforce work in sales, as operatives or in basic low skill roles.** Compared to an average of 53% for London, only 43% of Brent's working residents are managers, professionals or associate professionals. In contrast a much higher proportion of residents work in sales, as operatives or in elementary occupations (30%) when compared to London as a whole (20%).

[13] Specialisation sectors are those sectors (4 digit SIC) with an Index of Specialisation or Location Quotient (LQ) of greater than two compared to GB (sector size is more than double the comparative proportion of the national average) and more than 500 jobs (except for London >1,000 jobs). Very high specialisation sectors have an Index of Specialisation or LQ or more than five (sector size is more than five times the comparative proportion of the national average).

6.5 Property Supply

Offices

6.5.1 **Major office location.** With 87,300 sqm of office space in 2006 Wembley together with Wembley Park is larger than four current metropolitan centres in the London town centre network.

Retail

6.5.2 **Minor retail centre**. With 27,000 sqm of retail floorspace in 2006/7 Wembley and Wembley Park has only about half the retail provision of an average major centre in London. Two other urban centres in Brent are larger in terms of retail floorspace.

6.5.3 **But retail floorspace is planned to increase by just under 75%.** Retail floorspace in Wembley town centre is likely to increase by about 75% in the future with 19,900 sqm of gross comparison goods retail floorspace in the pipeline with planning permission or identified in UDP/DPD. This would bring Wembley's retail floorspace into line with other major centres in London.

Leisure

6.5.4 **Small centre of leisure uses.** Wembley / Wembley Park has just 7,200 sqm of leisure uses which is slightly larger than an average district centre in London (6,500 sqm). This includes 3,100 sqm of restaurant and cafe floorspace and 1,900 sqm of pubs, bars and nightclubs.

6.6 Planning Policy Review

Planning Review: Wembley

LONDON PLAN KEY DIRECTIONS

- Opportunity Area
- London – Luton – Bedford Co-Ordination Corridor (edge)
- Preferred Industrial Location (part) and Industrial Business Park (part)
- Wembley represents a nationally important Opportunity Area for leisure related development
- References the 2003 'Destination Wembley' SPG prepared jointly by Brent and the Mayor which recognises the historic sporting & leisure associations and integrates the new stadium and other facilities, including the Arena and Conference Centre, with new leisure-related development.
- New homes expected to be substantially greater than the minimum set out of 5,000 homes.

KEY STATISTICS

238ha

Minimum homes
- London Plan 5,000 (2001 - 2026)
- 5,000 (to 2017)
- 5,000 (2017 - 2031)

Employment
- London Plan (capacity led) 5,500 (2001 - 2026)
- 10,000 jobs (net) (2007 - 2026)
- 73,000 sqm new retail floorspace (to 2017)
- c.30,000 sqm (2017 - 2026)

KEY LOCAL POLICY DIRECTIONS

- The main Borough focus for growth
- At the core of Brent will be a landmark international development at Wembley, providing a source of pride, identity, wealth and aspiration for the borough as a whole
- New sustainable community where the stadium will be complemented by regeneration of the area as a regional sport, entertainment and leisure destination including new shops, offices, hotels, workspace for creative industries and community facilities
- Major town centre / Linking the two retail areas of Wembley and Wembley Park
- Strategic Employment Designation (Borough)
- Strategic Cultural Quarter for London
- Suitable for tall buildings
- Propose to prepare an Area Action Plan

KEY INFRASTRUCTURE

- Improved Wembley Park and Wembley Central Stations
- New bus services through the stadium area
- Introduction of FastBus service linking Wembley and North Acton (inc Park Royal)
- Improved orbital links
- Improved east-west road connections
- New district-wide combined cooling heat and power facility

1. LONDON PLAN SUPPORT DOC	2. UDP / SPG	3. CORE STRATEGY	4. LDF OTHER
Sub-Regional Development Framework (West London) May 2006	UDP Adopted 2004 Destination Wembley SPG Approved 2003	Pre-Submission Informal Consultation (February 2009)	Wembley Masterplan Supplementary Planning Document Second Draft - December 2008

6.7 Economic Catchments

Transport Network

6.7.1 **Good public transport accessibility.** With a Public Transport Accessibility Level (PTAL) rating of 6 for Wembley Park and 5 for Wembley the area has a good level of public transport accessibility. Journey times to Central London (West End) are 29 minutes.

Commuting

6.7.2 **Just under 40% of Brent's residents work outside the borough.** Of the resident population in 2001 some 75,300 residents lived in Brent but worked outside the area (38%), 43,000 lived and worked in the area (21%) and 80,000 people lived in the borough and did not work (40%).

6.7.3 **Just under 50% of Brent's workforce lives in the borough.** In 2001 43,000 people lived and worked in Brent (48% of the workplace population) and 46,900 lived outside Brent but worked in the borough (52%).

6.7.4 **Brent is a net exporter of labour.** While about 46,900 people commuted into Brent for employment in 2001, 60% more (75,300 in total) commuted out of the borough for work.

6.7.5 **Some 40% of employed residents travel <5km to work.** Of the Brent residents who commuted to employment in 2001 40,100 travelled less than 5km to work (40%) and 55,000 people travelled between 5km and 20km to work (55%). A further 3,200 travelled 20km-40km to work (3%) and 2,000 more than 40km to work (2%). Just under 10,900 people worked or studied from home in 2001 (9%).

Retail Catchment

6.7.6 **A £750 million retail market.** In 2006 the residents of Brent are estimated to have spent £752 million (2003 prices) on comparison goods[14] but just 23% of this expenditure was within the borough with 77% being spent elsewhere. However Brent is also estimated to have attracted £354 million of spend on comparison goods from 80,700 shoppers from outside the borough to give a balance of retail trade of -£52 million. Spend from commuters and tourists is estimated to have added another +£15 million to this total.

[14] Comparison goods comprise clothing, footwear, household appliances (electric or gas), carpets, furniture, computers, books, music/videos, toys, DIY equipment, audio-visual equipment, sports equipment and leisure goods. Convenience goods comprise food, drink, tobacco, household goods and newspapers/magazines.

7 Kingston (LB Kingston)

7.1 Key Findings

Key Findings

- ✓ With a growing residential population of 158,000 and 74,000 jobs Kingston has a similar economic size to Guildford or Chelmsford.
- ✓ Designated as a metropolitan centre, Kingston town centre is now the fourth largest town centre in London and a major commercial centre with the 11th largest concentration of office space in London.
- ✓ Kingston's economy grew by more than 4% between 2001 and 2007 in line with national trends and much faster than the growth rate for London (+1.5%).
- ✓ This growth has been driven by expanding business services, education, personal services and health services.
- ✓ The main sectoral strengths in Kingston are now business services, retail, education and the health sector.
- ✓ Kingston has relative local specialisations in business services, health services and retail.
- ✓ The business base is dominated by micro firms but only large firms and organisations have been driving positive employment growth.
- ✓ Nearly two thirds of residents are managers and professionals which is 20% higher than the national average.
- ✓ Kingston is a small net exporter of labour.

7.2 Economic Scale

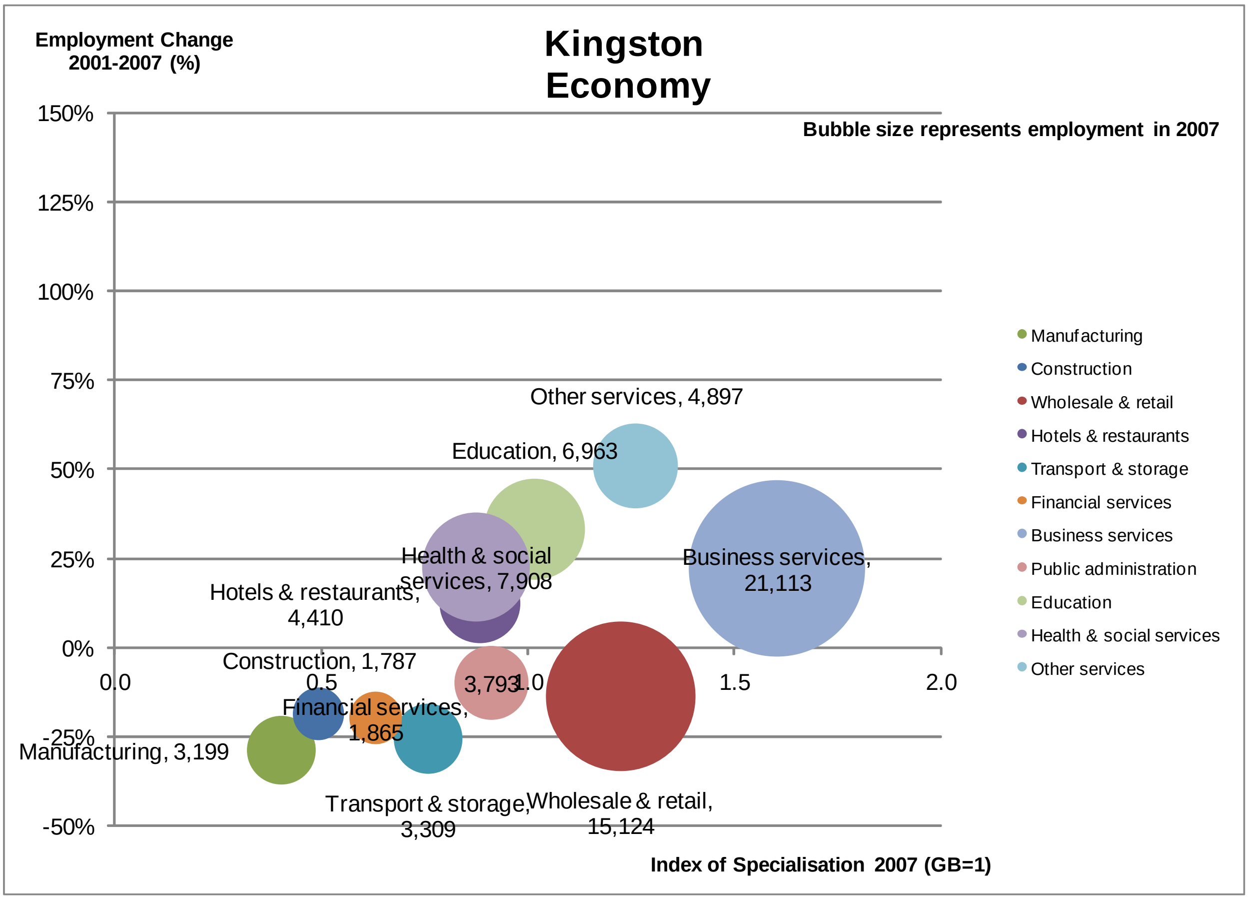
7.2.1 **Major economic node.** With 74,000 jobs in 2007 LB Kingston is a major economic node and is of a similar economic size to Guildford or Chelmsford.

7.2.2 **Major commercial centre and Metropolitan Centre.** With 132,000 sqm (2006) Kingston's town centre has the 11th largest amount of office floorspace in a London town centre. While Croydon with 476,000 sqm of offices is three and half times larger, Kingston has the second largest amount of office space in South London ahead of Bromley (110,400 sqm).

7.2.3 **Growing population of 158,000.** Kingston is a relatively small London Borough with a population of 158,000 residents in 2007 but grew by 6% (2001-2007) - faster than many other Outer London areas.

7.2.4 **The fourth largest town centre in London.** After the West End, Croydon and Knightsbridge Kingston is London's fourth largest town centre with 235,000 sqm of floorspace, of which 183,400 sqm is retail and 41,400 sqm is leisure (2006/7).

7.3 Economic Profile and Performance



Source: ONS, Innovacion analysis. Sectors with an index of specialisation (or location quotient) of greater than one have a higher representation in the local economy than the GB average and can be considered as one indicator of a local specialisation or strength.

Recent Performance (2001-2007)

7.3.1 **Growing employment.** With an 4.3% increase in total employment in Kingston between 2001 and 2007 the borough has been growing faster than London (+1.5%) and the south east (+1.9%) and in line with the national economy (+4.4%). This has resulted in employment increasing from 71,300 to 74,400.

7.3.2 **Growth driven by expanding business services, education, personal services and health services.** Employment growth in Kingston has been driven by the addition of 3,800 business service jobs (+22%), 1,700 education jobs (+33%), 1,700 personal service jobs (+51%) and 1,500 health and social work jobs (+23%). In contrast the retail sector has contracted by 2,400 jobs over the period (-14%), manufacturing by 1,300 jobs (-29%) and transport by 1,100 jobs (-26%)

Industrial Structure

7.3.3 **Main sectoral strengths are business services, retail, education and the health sector.** The main sector strengths in Kingston borough are business services (21,100 jobs, 28% of the total), retail (18,100 jobs, 20%), health and social work (7,900 jobs, 11%) and education (7,000, 9%) which together account for 68% of all jobs.

Local Specialisation

7.3.4 **Relative specialisation in business services, health services and retail.** Compared to the national economy Kingston has 60% more employment in business services than would be expected in an economy of its size, 25% more employment in health services and 20% more employment in retail. At a more detailed level[15], Kingston has nine specialisation sectors and four very high specialisation sectors which include 10,100 jobs in labour recruitment, 2,400 jobs in clothing retail and 2,300 jobs in other retail. A number of small sectors have employment levels much greater than expected for an economy of Kingston's size: amusement park activities (23 times the national average, 700 jobs), soap manufacture (14 times, 500 jobs) and non-scheduled air transport (13 times,700 jobs).

7.4 Business and Skills Base

7.4.1 **Many micro businesses but the importance of large firms.** In 2007 the stock of 7,500 firms (workplace basis) providing 74,400 jobs in Kingston was largely dominated by 6,600 micro firms (87%) although these provided just 22% of all employment (16,000 jobs). In contrast the 40 large firms provided more than one third of all jobs (25,300). In 2007 there were:

- 6,600 micro firms (1-10 employees) providing 16,000 jobs (22%).
- 800 small firms (11-49 employees) providing 16,700 jobs (22%).
- 200 medium firms (50-199 employees) providing 16,400 jobs (22%).
- 40 large firms (200+ employees) providing 25,300 jobs (34%).

7.4.2 **Only large firms and organisations growing jobs in total.** Between 2001 and 2007 the business base in Kingston increased by 450 firms with total employment growing by 3,100. However despite the addition of 470 micro firms employment in this sizeband was static over the period. While employment declined amongst small and medium sized firms, the main engine of employment growth was larger firms where an additional 4,500 jobs were added.

New Firm Formation

7.4.3 **650 new firms a year.** Between 2001 and 2007 about 650 new firms were formed in Kingston each year (VAT-basis). Allowing for deregistrations the firm stock has been increasing by 110 firms a year over this period. Over the six year period this has resulted in the net stock of VAT registered business service firms increasing by 450, construction firms by 120 and hotels and restaurants by 80 establishments.

Resident Workforce Occupations

7.4.4 **Nearly two thirds of the residential workforce are managers and professionals.** Significantly above the averages for London (53%) and GB (43%) just under 64% of Kingston's residents work in managerial, professional or associate professional occupations. Resident

[15] Specialisation sectors are those sectors (4 digit SIC) with an Index of Specialisation or Location Quotient (LQ) of greater than two compared to GB (sector size is more than double the comparative proportion of the national average) and more than 500 jobs (except for London >1,000 jobs). Very high specialisation sectors have an Index of Specialisation or LQ or more than five (sector size is more than five times the comparative proportion of the national average).

employment in professional roles is 8% higher in Kingston (24%) than the average for London (16%).

7.5 Property Supply

Offices

7.5.1 **Major office location.** With 132,000 sqm (2006) Kingston's town centre has the 11th largest amount of office floorspace in a London town centre. After Croydon with 476,000 sqm of offices, Kingston has the second largest amount of office space in South London ahead of Bromley (110,400 sqm).

Retail

7.5.2 **Fourth largest retail centre in London**. With 183,400 sqm of retail floorspace (2006/7) Kingston is now the fourth largest retail centre in London behind the West End (995,000 sqm), Croydon (211,500 sqm) and Knightsbridge (211,400 sqm) - and is just 13% smaller that these two centres. Kingston now has 50% more retail floorspace than Bromley.

7.5.3 **And retail floorspace is planned to increase by one quarter.** Retail floorspace in Kingston town centre is likely to increase by 27% in the future with 50,000 sqm of gross comparison goods retail floorspace in the pipeline with planning permission or identified in UDP/DPD. Under this scenario Kingston would grow to have two and half times the retail floorspace of an average metropolitan centre in London.

Leisure

7.5.4 **Third largest concentration of leisure uses in London.** With 41,400 sqm Kingston has 50% more leisure floorspace than the average metropolitan centre in London (27,400 sqm) and only 14% less than Croydon (47,000 sqm). Kingston town centre has 9,800 sqm of cinema and theatre floorspace, 10,800 sqm of restaurant and cafe floorspace and 11,300 sqm of pubs, bars and nightclubs and 700 sqm of hotel space.

7.6 Planning Policy Review

<table>
<tr><th colspan="4">Planning Review - Kingston Town Centre</th></tr>
<tr><td colspan="2">LONDON PLAN KEY DIRECTIONS

• Metropolitan Town Centre</td><td colspan="2">KEY STATISTICS

<u>Minimum homes</u>
• 1,000 homes as part of mixed use developments by 2020
• Accommodation for 500 students by 2020

<u>Employment</u>
• 50,000 sqm of gross additional comparison goods floorspace by 2016
• Provision of 5,000 sqm of improved B1a floorspace by 2020 (Grade A or B+ quality)</td></tr>
<tr><td colspan="2">KEY LOCAL POLICY DIRECTIONS

• Enhanced range of town centre services including: retail, leisure, employment, education and community facilities, as well as new homes and improved job opportunities
• New and up-graded offices, including small business space
• New facilities for Kingston University and Kingston College
• A high quality full service hotel
• Retain and enhance Ancient Market and Monday Market
• Capitalise on River Thames</td><td colspan="2">KEY INFRASTRUCTURE

• New bus station
• New and improve parking spaces to maintain around 7,000 spaces
• More frequent and reliable National Rail on Richmond to Kingston loop
• Significant improvements to Kingston Station</td></tr>
<tr><th>1. LONDON PLAN SUPPORT DOC</th><th>2. UDP / SPG</th><th>3. CORE STRATEGY</th><th>4. LDF OTHER</th></tr>
<tr><td>N/A</td><td>UDP - Adopted 2006</td><td>Issues and Options March 2009</td><td>Kingston Area Action Plan Adopted 2008</td></tr>
</table>

7.7 Economic Catchments

Transport Network

7.7.1 **Good public transport accessibility.** Kingston has good public transport links with a maximum Public Transport Accessibility Level (PTAL) rating of 6 and a journey time of 41 minutes to Central London (West End).

Commuting

7.7.2 **Just under 40% of Kingston's residents work outside the borough.** Of the resident population in 2001 some 41,400 residents lived in Kingston but worked outside the area (38%), 33,400 lived and worked in the area (31%) and 34,200 people lived in the borough and did not work (31%).

7.7.3 **Just over 50% of Kingston's workforce lives in the borough.** In 2001 33,400 people lived and worked in Kingston (50% of the workplace population) and 33,000 lived outside Kingston but worked in the borough (50%).

7.7.4 **Kingston is a small net exporter of labour.** While about 33,000 people commuted into Kingston for employment in 2001, 25% more (41,400 in total) commuted out of the borough for work.

7.7.5 **More than 40% of employed residents in Kingston travel <5km to work.** Of the Kingston residents who commuted to employment in 2001 26,500 travelled less than 5km to work (41%) and 31,100 people travelled between 5km and 20km to work (49%). A further 5,000 travelled 20km-40km to work (8%), a relatively high proportion, and 1,500 more than 40km to work (2%). Just under 6,800 people worked or studied from home in 2001 (9%).

Retail Catchment

7.7.6 **A £500 million retail market.** In 2006 the residents of Kingston are estimated to have spent £513 million on comparison goods[16], with a relatively high level of expenditure being retained within the borough (58%). However, Kingston is also estimated to have attracted £456 million of spend on comparison goods from 51,700 shoppers from outside the borough to give a balance of trade of £538 million. Spend from commuters and tourists is estimated to add another £12 million to the total.

7.7.7 In 2008 Kingston's retail catchment extended beyond the M25 to Dorking in the south, to Woking in the west, north to Hounslow and east to Mitcham.

[16] Comparison goods comprise clothing, footwear, household appliances (electric or gas), carpets, furniture, computers, books, music/videos, toys, DIY equipment, audio-visual equipment, sports equipment and leisure goods. Convenience goods comprise food, drink, tobacco, household goods and newspapers/magazines.

8 Woolwich (LB Greenwich)

8.1 Key Findings

Key Findings

- ✓ With a growing residential population of 223,000 and 67,000 jobs Greenwich has a similar economic size to Colchester or Ipswich.
- ✓ Designated as a major centre, Woolwich town centre has the largest concentration of office space in inner south east London.
- ✓ Greenwich's economy grew rapidly by more than 9% between 2001 and 2007 - twice the national rate and much faster than London.
- ✓ This growth has been driven mainly by expanding business services (+70%) with increases also in education, health services and public administration.
- ✓ The five main sectoral strengths in Greenwich are now business services, retail, the health sector, education and public administration.
- ✓ Greenwich has relative local specialisations in public administration, education and health and social services.
- ✓ The business base is dominated by micro firms but medium and large firms and organisations have been driving recent positive employment growth.
- ✓ Just under one half of residents are managers and professionals in line with the average for London.
- ✓ Greenwich is a small net exporter of labour.

8.2 Economic Scale

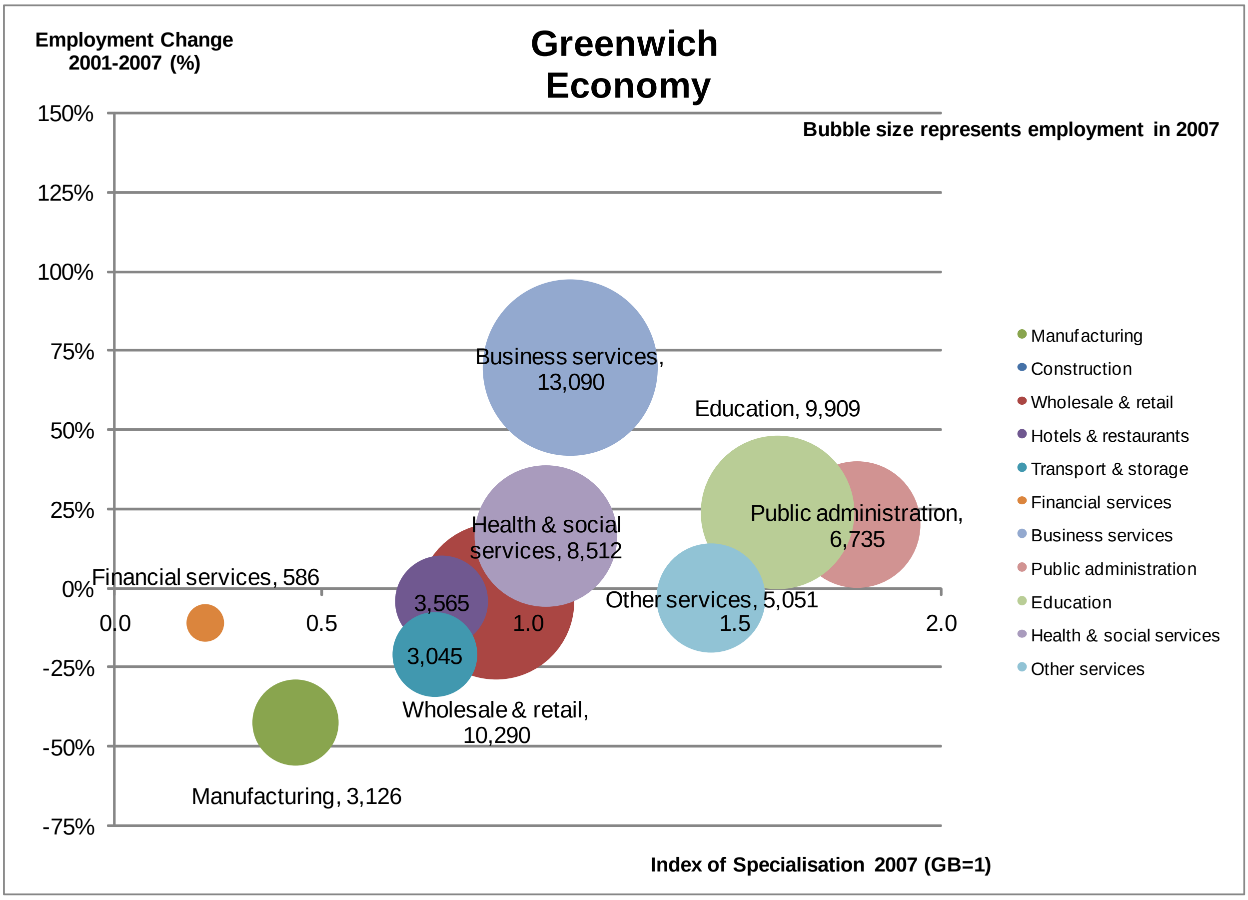
8.2.1 **Economic node.** With 67,100 jobs in 2007 LB Greenwich is a major economic node and is of a similar economic size to Colchester or Ipswich. With the Thamesmead designated as an Opportunity Area and Woolwich Town Centre and Royal Arsenal designated as an Area for Intensification future growth is planned for this area.

8.2.2 **Medium sized commercial centre.** Designated as a major centre in London's town centre hierarchy Woolwich's town centre has 69,800 sqm of office space making it equivalent to Putney (65,500 sqm) or Ilford (65,400 sqm). While being about half the size of Bromley (110,400 sqm) Woolwich has the largest concentration of office space in inner south east London and is more than double the size of Bexleyheath (34,100 sqm) or Lewisham (32,200 sqm).

8.2.3 **Growing population of 223,000.** Greenwich is a medium sized London Borough with a population of 223,100 residents in 2007, 3% higher than in 2001 (+5,600).

8.2.4 **Major town centre.** Including the district centres of Plumstead and Thamesmead, Woolwich has 102,300 sqm of town centre floorspace making it 50% larger than an average major centre and bigger than Ealing, a metropolitan centre with 77,000 sqm of floorspace. Town centre turnover is estimated at £219 million per annum.

8.3 Economic Profile and Performance



Source: ONS, Innovacion analysis. Sectors with an index of specialisation (or location quotient) of greater than one have a higher representation in the local economy than the GB average and can be considered as one indicator of a local specialisation or strength.

Recent Performance (2001-2007)

8.3.1 **Rapidly growing employment.** With an increase in total employment in Greenwich of more than 9% between 2001 and 2007 the borough has been grown at more than double the national rate over the period (4.4%) and much faster than London (+1.5%) or the south east (+1.9%). This has resulted in employment increasing from 61,500 to 67,100.

8.3.2 **Growth driven largely by rapidly expanding business services with education, health services and public administration.** Employment growth in Greenwich has been driven by the addition of 5,400 business service jobs (+70%), 1,900 education jobs (+24%), 1,200 health and social work jobs (+16%) and 1,100 public administration jobs (+20%). In contrast the manufacturing sector has contracted by 2,300 jobs over the period (-43%).

Industrial Structure

8.3.3 **Main sectoral strengths are business services, retail, the health sector, education and public administration.** The five main sector strengths in Greenwich borough are business services (13,100 jobs, 20% of the total), retail (10,300 jobs, 15%), health and social work (8,500 jobs, 13%), education (9,900, 15%) and public administration (6,700 jobs, 10%) which together account for just under three quarters of all employment.

Local Specialisation

8.3.4 **Relative specialisation in public administration, education and health and social services.** Compared to the national economy Greenwich has 80% more employment in public administration than would be expected in an economy of its size, 60% more employment in education and 40% more employment health and social work. At a more detailed level[17], Greenwich has seven specialisation sectors and two very high specialisation sectors which include 5,600 jobs in industrial cleaning (five times the national average), 1,500 jobs in security and law and order activities, 1,200 jobs in technical and vocational secondary education and 1,100 jobs in judicial activities. Employment in museum activities is five times higher than expected (600 jobs).

8.4 Business and Skills Base

8.4.1 **Many micro businesses but the importance of medium firms.** In 2007 the stock of 6,700 firms (workplace basis) providing 67,100 jobs in Greenwich was largely dominated by 5,800 micro firms (86%) although these provided just 21% of all employment (13,800 jobs). In contrast the 200 medium sized firms provided 28% of all jobs (18,800). In 2007 there were:

- 5,800 micro firms (1-10 employees) providing 13,800 jobs (21%).
- 700 small firms (11-49 employees) providing 15,400 jobs (23%).
- 200 medium firms (50-199 employees) providing 18,800 jobs (28%).
- 40 large firms (200+ employees) providing 19,200 jobs (29%).

8.4.2 **Medium and large firms and organisations growing jobs.** Between 2001 and 2007 the business base in Greenwich increased by 780 firms with total employment growing rapidly by 5,600. However despite the addition of 770 micro firms employment in this sizeband fell slightly over the period. In contrast the main sources of employment growth were medium and larger firms where 1,900 and 4,500 jobs were added respectively.

New Firm Formation

8.4.3 **600 new firms a year.** Between 2001 and 2007 about 600 new firms were formed in Greenwich each year (VAT-basis). Allowing for deregistrations the firm stock has been increasing by 160 firms a year over this period. Over the six year period this has resulted in the net stock of VAT registered business service firms increasing by 580, construction firms by 165 and hotels and restaurants by 70 establishments.

Resident Workforce Occupations

8.4.4 **Just under 50% of the residential workforce are managers and professionals.** In line with the average for London (53%) and above the national level (43%) just under 50% of Greenwich's residents work in managerial, professional or associate professional occupations.

[17] Specialisation sectors are those sectors (4 digit SIC) with an Index of Specialisation or Location Quotient (LQ) of greater than two compared to GB (sector size is more than double the comparative proportion of the national average) and more than 500 jobs (except for London >1,000 jobs). Very high specialisation sectors have an Index of Specialisation or LQ or more than five (sector size is more than five times the comparative proportion of the national average).

8.5 Property Supply

Offices

8.5.1 **Medium sized office location.** With 69,800 sqm (2006) Woolwich town centre has the 22nd largest amount of office floorspace in a London town centre and is more than double the size of Bexleyheath (34,100 sqm) or Lewisham (32,200 sqm).

Retail

8.5.2 **Major retail centre in London**. With 73,800 sqm of retail floorspace (2006/7) the Woolwich area including Plumstead and Thamesmead has 55% more retail floorspace than an average major centre in London.

8.5.3 **And retail floorspace is planned to increase by half.** Retail floorspace in the Woolwich town centre is likely to increase by 50% in the future with 37,100 sqm of gross comparison goods retail floorspace in the pipeline with planning permission or identified in UDP/DPD. Under this scenario the area would grow to have 110,900 sqm of retail floorspace, only 10% less than an average metropolitan centre in London.

Leisure

8.5.4 **Third largest concentration of leisure uses in London.** With 20,500 sqm the Woolwich area has more leisure floorspace than an average major centre in London (16,700 sqm). This includes 3,200 sqm of restaurant and cafe floorspace and 2,700 sqm of pubs, bars and nightclubs.

8.6 Planning Policy Review

<table>
<tr><th colspan="4">Planning Review - Woolwich</th></tr>
<tr><td colspan="2">LONDON PLAN KEY DIRECTIONS

• Forms part of the Woolwich / Thamesmead / Charlton Riverside East Opportunity Area
• Metropolitan Town Centre
• Strategic Office Location
• Maximise integration between Woolwich Arsenal site and town centre</td><td colspan="2">KEY STATISTICS

40 ha

<u>Minimum homes</u>
• London Plan 1,000 (2001 - 2026)

<u>Employment</u>
• London Plan (capacity led) 1,000 (2001 – 2026)</td></tr>
<tr><td colspan="2">KEY LOCAL POLICY DIRECTIONS

• Major town centre
• The Borough’s largest centre for shopping, civic and community services, and office employment
• Woolwich remains vulnerable to competition and needs to improve its retail offer and market share to recover leakage to surrounding centres
• Woolwich will have re-established its role as a major centre in South East London and the Thames Gateway
• Area for new high density housing</td><td colspan="2">KEY INFRASTRUCTURE

• Crossrail station (2017)
• Greenwich Waterfront Transit (unfunded)
• Better north-south public transport</td></tr>
<tr><th>1. LONDON PLAN SUPPORT DOC</th><th>2. UDP / SPG</th><th>3. CORE STRATEGY</th><th>4. LDF OTHER</th></tr>
<tr><td>Sub-Regional Development Framework (East London) May 2006</td><td>UDP - Adopted 2006</td><td>Issues and Options 2008</td><td>Woolwich Town Centre Development Framework SPD (not yet subject to consultation)</td></tr>
</table>

8.7 Economic Catchments

Transport Network

8.7.1 **Variable public transport accessibility.** Public transport provision across the main urban centres in the area is variable. While Woolwich has a Public Transport Accessibility Level (PTAL) rating at the maximum of 6 this falls to 4 for Plumstead and 3 for Thamesmead. The journey time to Central London (West End) is about 39 minutes.

Commuting

8.7.2 **Just under 40% of Greenwich's residents work outside the borough.** Of the resident population in 2001 some 37,000 residents lived in Greenwich but worked outside the area (37%), 34,300 lived and worked in the area (22%) and 62,200 people lived in the borough and did not work (40%).

8.7.3 **Over 50% of Greenwich's workforce lives in the borough.** In 2001 34,300 people lived and worked in Greenwich (53% of the workplace population) and 30,400 lived outside Greenwich but worked in the borough (47%).

8.7.4 **Greenwich is a small net exporter of labour.** While about 30,400 people commuted into Greenwich for employment in 2001, 22% more (37,000 in total) commuted out of the borough for work.

8.7.5 **More than 60% of employed residents in Greenwich travel 5-20km to work.** Of the Greenwich residents who commuted to employment in 2001 26,000 travelled less than 5km to work (33%) and 48,200 people travelled between 5km and 20km to work (61%). A further 3,300 travelled 20km-40km to work (4%) and 1,800 more than 40km to work (2%). Just under 6,600 people worked or studied from home in 2001 (7%).

Retail Catchment

8.7.6 **A £680 million retail market.** In 2006 the residents of Greenwich are estimated to have spent £679 million on comparison goods[18], with just 31% of expenditure being retained within the borough and 69% being spent elsewhere. However, Greenwich is also estimated to have attracted £295 million of spend on comparison goods from 108,600 shoppers from outside the borough to give a balance of trade of £37 million. Spend from commuters and tourists is estimated to add another £11 million to the total.

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[18] Comparison goods comprise clothing, footwear, household appliances (electric or gas), carpets, furniture, computers, books, music/videos, toys, DIY equipment, audio-visual equipment, sports equipment and leisure goods. Convenience goods comprise food, drink, tobacco, household goods and newspapers/magazines.

9 Upper Lee Valley (LB Enfield, LB Haringey and LB Waltham Forest)

9.1 Key Findings

Key Findings

- ✓ With 210,000 jobs the wider Upper Lee Valley is a significant concentration of employment and economic activity, equivalent to the economies of Southampton and Portsmouth combined and is designated an Opportunity Area for future growth.
- ✓ Across the three relatively minor urban centres in the six mile industrial corridor the town centre floorspace in total is only slightly larger than an average major centre in London.
- ✓ Between 2001 and 2007 employment levels have been static in the wider area with any growth in health (+28%), education and business services being offset by declines in manufacturing (-38%), retail and transport.
- ✓ The main sectoral strengths are retail, business services, health services and education. However the wider Upper Lee Valley across the three boroughs is a relatively unspecialised economy with some comparative strengths in education and community and other services.
- ✓ While the economy is dominated by micro firms, recent employment growth has been driven by larger firms and organisations. About 2,500 firms are formed each year.
- ✓ Just over 46% of residents work as managers or professionals.
- ✓ Public transport accessibility is good across the main urban centres in the Upper Lee Valley.
- ✓ All three boroughs are major exporters of labour.

9.2 Economic Scale

9.2.1 **Significant wider economic corridor.** With 209,900 jobs in 2007 across the wider Upper Lee Valley (comprising Enfield, Haringey and Waltham Forest[19]) the area is economically significant. This wider area is larger than the economies of Southampton and Portsmouth combined. With Opportunity Area status for both the Upper Lee Valley and Tottenham Hale the area is a designated as a location for growth in the future.

9.2.2 **Growing population of 732,000.** The three boroughs had a population of 732,000 people in 2007 which had grown by more than 2% since 2001 (+11,500 people).

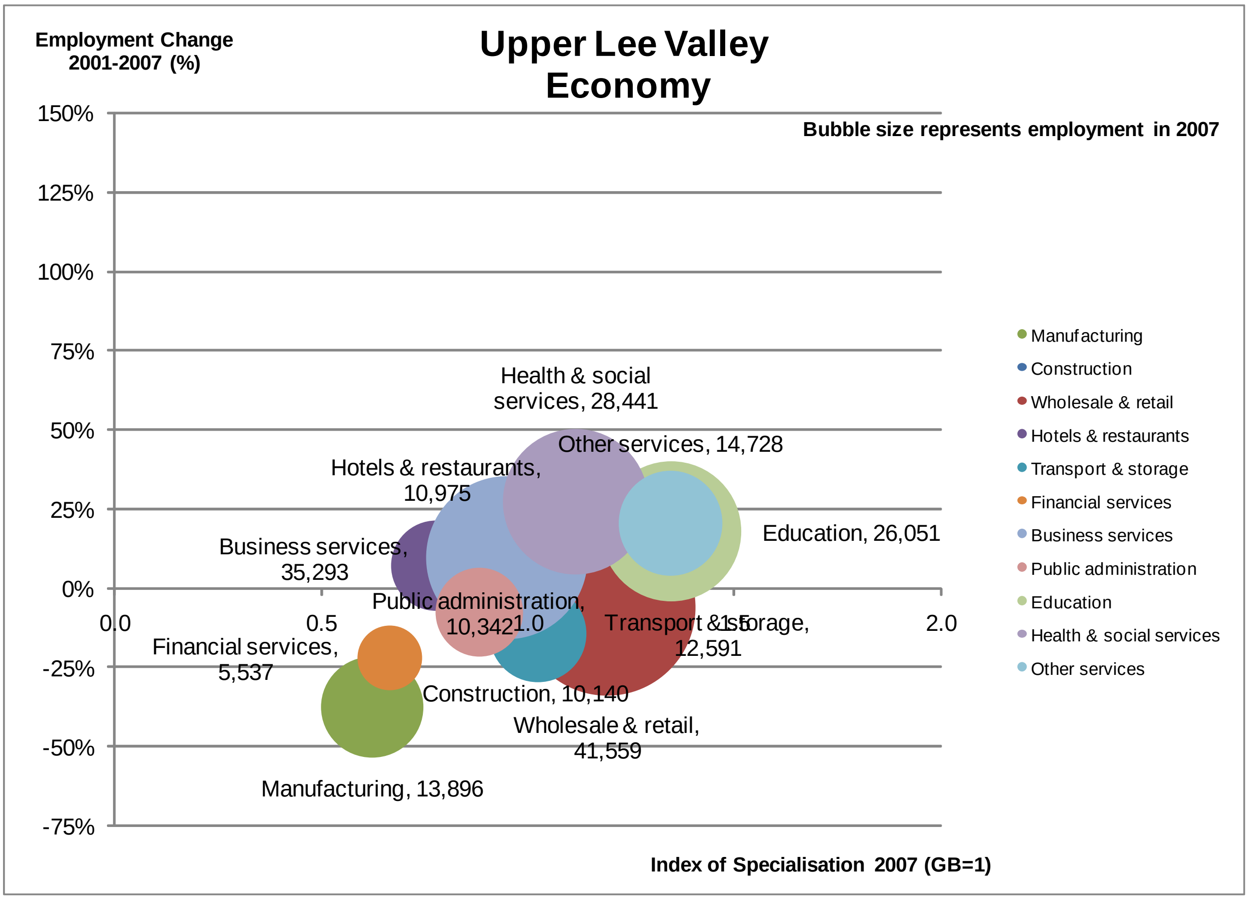
9.2.3 **Industrial and manufacturing corridor.** The Upper Lee Valley is a six mile corridor which extends north from Tottenham Hale to the M25 focussed around a regional park. It comprises a concentration of manufacturing and technology based firms located on numerous industrial estates.

9.2.4 **Network of small district centres.** The Upper Lee Valley Opportunity Area has 85,600 of town centre floorspace in its three district centres (2006/7). In total this floorspace is larger than an

[19] A tighter definition of the Upper Lee Valley (19 wards - including two wards in Hackney) shows that there were 78,600 jobs in the corridor in 2007, about 37% of the total employment in the three boroughs. Employment fell by 2,600 jobs between 2003 and 2007 (-3%). By 2007 there were 7,700 firms (workplace basis) in the Upper Lee Valley including 50 large firms and 230 medium sized firms.

average major centre in London (68,200 sqm). Some 55,200 sqm is retail and 15,400 sqm is leisure floorspace with the remainder vacant. Across the three centres town centre turnover is estimated as £45 million each year.

9.3 Economic Profile and Performance



Source: ONS, Innovacion analysis. Sectors with an index of specialisation (or location quotient) of greater than one have a higher representation in the local economy than the GB average and can be considered as one indicator of a local specialisation or strength.

Recent Performance (2001-2007)

9.3.1 **Static employment growth.** While total employment in the wider area of the Upper Lee Valley was static between 2001 and 2007 (-0.3%), employment grew by 4% in Haringey and fell by 3% in Enfield. Employment in the wider area lagged London (+1.5%), the South East (+1.7%) and GB (+4.4%).

9.3.2 **Growth in health, education and business services offset by declines in manufacturing, retail and transport.** Between 2001 and 2007 employment in health and social work increased by 28% (+6,100 jobs), by 18% in education (+4,000 jobs) and by 10% in business services (+3,000 jobs). Over the same period official data show the loss of 8,400 manufacturing jobs (-38%), 2,600 retail jobs (-6%) and 2,100 transport jobs (-14%) in the wider Upper Lee Valley area.

Industrial Structure

9.3.3 **Main sectors are retail, business services, health services and education.** By 2007 four sectors accounted for just under two thirds of all employment in the wider Upper Lee Valley area, some 131,400 jobs. These sectors were retail and wholesale (20%, 41,600), business services (17%, 35,300), health and social work (14%, 28,400) and education (12%, 26,100).

Local Specialisation

9.3.4 **A relatively unspecialised economy with some strengths in education and community and other services.** The wider Upper Lee Valley economy is a relatively unspecialised economy with employment in education and community and other services being 35% higher than would be expected for an economy of its size. At a more detailed level[20] the wider Upper Lee Valley area had 17 specialisation sectors (but these just accounted for 8% of all employment) and four very high specialisation sectors. Local specialisation sectors include other scheduled passenger land transport (4,000 jobs), the manufacture of bread, pastry and cakes (1,800 jobs), wholesale of food and beverage (1,800 jobs), wholesale of household goods (1,700 jobs) and other financial services (1,500 jobs). The area has eight times the expected employment in the manufacture of other outerwear (600 jobs).

9.4 Business and Skills Base

Business Base

9.4.1 **Many micro firms.** In 2007 the stock of 25,100 firms (workplace basis) providing 209,900 jobs in the wider Upper Lee Valley Area (Enfield, Haringey and Waltham Forest) was dominated by 22,300 micro firms (89%) but these only accounted for one quarter of the total employment. In 2007 the business base comprised:

- 22,300 micro firms (1-10 employees) providing 53,000 jobs (25%).
- 2,100 small firms (11-49 employees) providing 46,800 jobs (22%).
- 600 medium firms (50-199 employees) providing 55,200 jobs (26%).
- 120 large firms (200+ employees) providing 54,900 jobs (26%).

9.4.2 **Employment growth in large firms and organisations.** Between 2001 and 2007 the business base in the wider Upper Lee Valley area increased by 1,500 firms despite employment falling marginally by 0.3% (-600 jobs). While the number of micro firms increased by 1,600, employment in this category fell by 2,000 jobs. In contrast despite the number of large firms reducing by 10, total employment increased by 4,300 jobs. At a borough level, employment growth in larger firms was evident in Haringey and Waltham Forest but in Enfield firms of all sizes lost employment between 2001 and 2007.

[20] Specialisation sectors are those sectors (4 digit SIC) with an Index of Specialisation or Location Quotient (LQ) of greater than two compared to GB (sector size is more than double the comparative proportion of the national average) and more than 500 jobs (except for London >1,000 jobs). Very high specialisation sectors have an Index of Specialisation or LQ or more than five (sector size is more than five times the comparative proportion of the national average).

New Firm Formation

9.4.3 **2,500 new firms are formed each year in the wider Upper Lee Valley Area.** Between 2001 and 2007 about 2,500 new firms (VAT basis) were formed each year in the wider Upper Lee Valley area. Allowing for deregistrations the firm stock has been increasing by 380 firms a year over this period. Over the six year period this has resulted in the stock of VAT registered business service firms increasing by 1,400, construction firms by 630 and retail and wholesale firms by 440. Over the same period the stock of manufacturing firms fell by 200 businesses.

Occupations of Residents

9.4.4 **Over 46% of the resident workforce are in professional and managerial occupations.** Compared to an average of 53% for London and 43% for GB, slightly over 46% of the working residents in the wider Upper Lee Valley area are managers, professionals or associate professionals. In contrast with London the area has a higher proportion of residents working in skilled trades but fewer managers and senior officials.

9.5 Property Supply

Offices

9.5.1 **Corridor based around industrial estates.** The Upper Lee Valley is a six mile corridor with manufacturing and technology based firms located on numerous industrial estates. Within London's town centre network office provision occurs in nearby metropolitan and major centres including Enfield Town (38,100 sqm), Wood Green (32,400 sqm) and Walthamstow (5,600 sqm).

Retail

9.5.2 **Average levels of retail floorspace but planned growth**. With 55,200 sqm of retail floorspace (2006/7) across the main urban centres in the Upper Lee Valley corridor the area is broadly equivalent to a major centre in London. However , retail floorspace is likely to increase by 54% in the future with 29,900 sqm of gross comparison goods retail floorspace in the pipeline with planning permission or identified in UDP/DPD. This growth would increase retail floorspace to 85,100 sqm or about 70% of an average metropolitan centre in London.

Leisure

9.5.3 **Moderate leisure uses.** Together the main three urban centres in the Upper Lee Valley have 15,400 sqm of leisure uses. This is less than the average leisure floorspace for a major centre in London (16,700 sqm). The Upper Lee Valley town centres have 500 sqm of cinema and theatre floorspace, 4,000 sqm of restaurant and cafe floorspace, 4,700 sqm of pubs, bars and nightclubs and 500 sqm of hotel space.

9.6 Planning Policy Review

9.6.1 The Upper Lee Valley is one of the three spatial priorities for investment in the North London Growth Area. North London is where a number of Growth Areas meet:

- The proposed London-Luton-Bedford Corridor links a number of growth locations to the north west from Brent Cross and Cricklewood out to Luton;
- The CLG sponsored London-Stansted-Cambridge-Peterborough Growth Area begins in North London. This is the primary Growth Area in the Draft East of England Plan;

- To the east lies Stratford City, the London 2012 Olympics the Lower Lee Valley and the London end of the Thames Gateway – Europe's most significant growth corridor; and
- London's Central Activities Zone defined by the London Plan lies to the immediate south. This is Central London's global business, cultural and tourism destination with ambitious job growth expectations.

9.6.2 The London Plan (2004) defines the Upper Lee Valley and Tottenham Hale as Opportunity Areas and establishes indicative estimates for growth in housing and jobs. The Further Alterations to the London Plan (2008) consolidates Tottenham Hale within the Upper Lee Valley Opportunity Area and redefines projected growth in the area.

9.6.3 The Opportunity Area Planning Framework (OAPF) is shared between the London Boroughs of Enfield, Haringey and Waltham Forest, with a smaller part in the south in the London Borough of Hackney.

9.6.4 The OAPF area covers over 3,000 hectares, extending 14 km in a corridor from the Lea Bridge Road in the south to the M25 in the north. The corridor is approximately 3.5 km across at its widest point. The area is characterised by large expanses of open space around the reservoirs, following the River Lee Navigation down the centre of the valley. Extensive areas of housing are located along the periphery. Land which is neither open space nor housing in the Upper Lee Valley is mostly designated Strategic Industrial Location (SIL) and is clustered around the proposed areas of growth including Tottenham Hale and Blackhorse Lane, Central Leeside and Ponders End.

9.6.5 The Upper Lee Valley, including Tottenham Hale has targets for 15,000 new jobs and a minimum of 7,000 new homes over the plan period (2001 - 2026). The target for new homes in the Upper Lee Valley will largely be delivered through mixed use developments in the areas of growth.

9.7 Economic Catchments

Transport Network

9.7.1 **Good public transport accessibility.** Public transport provision across the main urban centres in the Upper Lee Valley is good with Edmonton Green having a Public Transport Accessibility Level (PTAL) rating at the maximum of six and both Angel Edmonton and Tottenham scoring five. Journey times to Central London (West End) is 30 minutes.

Commuting

9.7.2 **Only one in five people work in their borough of residence in Haringey and Waltham Forest.** Of the resident population in 2001 some 66,600 residents lived in Enfield but worked outside the area (34%), 54,400 lived and worked in the area (28%) and 76,400 people lived in the borough and did not work, just under 40% of the resident population. Some 66,800 residents lived in Haringey but worked outside the area (41%), 28,700 lived and worked in the area (18%) and 67,000 people lived in the borough and did not work, more than 41% of the resident population. Some 62,700 residents lived in Waltham Forest but worked outside the area (39%), 34,800 lived and worked in the area (22%) and 61,300 people lived in the borough and did not work, just under 40% of the resident population.

9.7.3 **Between 40% and 55% of the workforce commutes into the boroughs of the Upper Lee Valley.** In 2001 54,400 people lived and worked in Enfield (60% of the workplace population) and 35,700 lived outside the borough but worked within it (40%). In Haringey some 28,600 people lived and worked in Haringey (46% of the workplace population) and 34,100 lived outside the borough but worked within it (54%). In Waltham Forest some 34,800 people lived and worked in Waltham Forest (57% of the workplace population) and 25,900 lived outside the borough but worked within it (43%).

9.7.4 **The Upper Lee Valley boroughs are major exporters of labour.** In each of Enfield, Haringey and Waltham Forest about double the number of residents commuted out for employment in 2001 as travelled in from other locations to work in the respective borough.

9.7.5 **Shorter journeys to work in Enfield but 55% to 65% of residents travel 5km to 20km to work.** Residents in Enfield have shorter journeys to work with about 39% of residents travelling less than 5km to work compared to 29% of Haringey residents and 34% of Waltham Forest residents. About 54% of Enfield residents, 66% of Haringey residents and 61% of Waltham Forest residents travelled between 5km and 20km to work. In each of the boroughs 3%-5% of residents travelled 20km-40km to work and 2% commuted more than 40km to work. Between 7% and 9% of residents worked or studied from home in 2001.

Retail Catchment

9.7.6 **A £2.2 billion retail market.** In 2006 the residents of the wider Upper Lee Valley area (as defined by Enfield, Haringey and Waltham Forest) are estimated to have spent £2,169 million (2003 prices) on comparison goods[21]. But just 32% of this expenditure was within the borough (£695 million) with 68% being spent elsewhere.

[21] Comparison goods comprise clothing, footwear, household appliances (electric or gas), carpets, furniture, computers, books, music/videos, toys, DIY equipment, audio-visual equipment, sports equipment and leisure goods. Convenience goods comprise food, drink, tobacco, household goods and newspapers/magazines.

10 Outer London Centres

10.1 Key Findings

Key Findings

- ✓ Across the 11 boroughs profiled three distinct typologies emerge in terms of their economic scale and recent economic performance: large and rapidly growing (Hillingdon); mid-sized and declining; and small and growing. Between 2001 and 2007 economic performance has ranged from a 9% increase in jobs in Greenwich and Hillingdon to a 14% loss in jobs in Hounslow compared to +1.5% for London and +4.4% for GB over the period.
- ✓ At a town centre level there is a clear distinction between three groups of locations: large town centres with retail growing by 20,000-50,000 sqm (e.g. Kingston and Croydon); mid-sized town centres with retail growing by up to 40,000 sqm. (e.g. Brent Cross, Woolwich) and one mid-sized town centre more than doubling in size and adding more than 110,000 sqm (Stratford).
- ✓ Across all locations there is a consistent pattern of positive employment change being due to large firms and organisations and, to a lesser extent, medium sized firms.
- ✓ Positive employment change has been due to the expansion of the public sector in <u>every</u> Outer London location (+42,500 jobs in total) and, to a lesser extent, by the expansion of business services in <u>most</u> Outer London locations (+7,400 jobs in total). For every one new job created in business services five new public sector jobs have been created between 2001 and 2007 in the Outer London locations.
- ✓ Over the same period in <u>all</u> Outer London locations, employment has declined rapidly in manufacturing (-30,400 jobs in total), in retail (-18,000 jobs), in financial services (-12,100 jobs) and in construction (-5,200 jobs).
- ✓ With its concentration of airport related functions the Heathrow Area has a much higher level of sectoral specialisation than other Outer London location. While the proportion of employment in specialisation sectors is between 20% and 25% in other Outer London locations it falls to just 8% in the wider Upper Lee Valley, 15% in the Brent Cross area and 17% in the Woolwich area.

10.2 Economic scale and performance

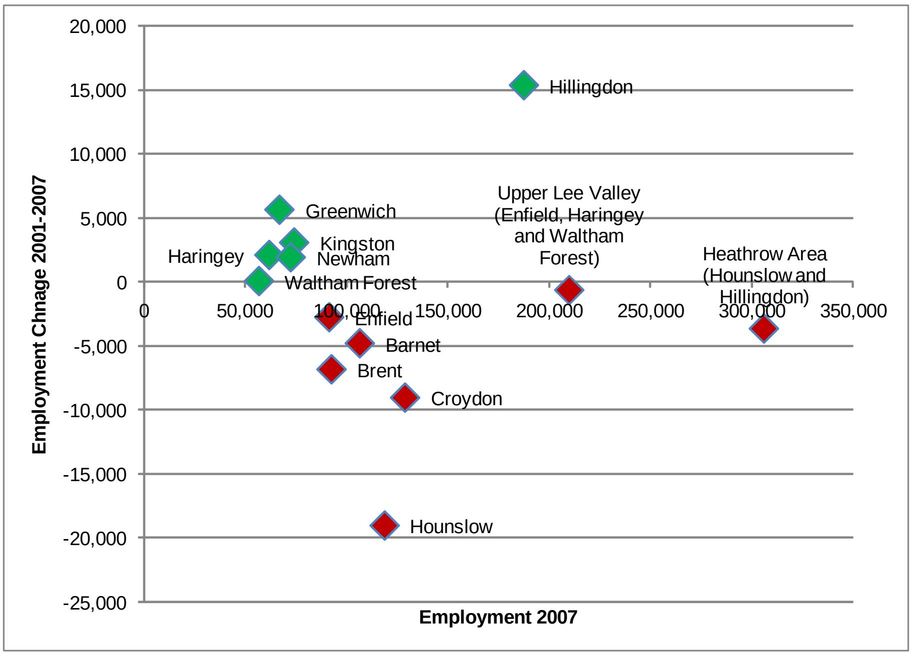
10.2.1 For the purposes of analysis of the economy of the eight outer London locations they have been defined by eleven London Boroughs. When the relative economic scale and recent economic performance is mapped a distinct typology emerges.

10.2.2 The multi-borough areas (Upper Lee Valley and Heathrow Area) have about 200,000 and 300,000 jobs respectively but experienced small levels of employment decline between 2001 and 2007. Within the Upper Lee Valley the borough performance has been similar with Haringey growing at a moderate rate (+4%), Waltham Forest economically static and Enfield declining (-3%). The contrasts between the two boroughs in the Heathrow Area are much greater with Hillingdon's 9% growth rate (+15,300 jobs) being swamped by the loss of 19,000 jobs in adjacent Hounslow (-14%).

10.2.3 At a borough level there is a clear distinction between three groups of boroughs:

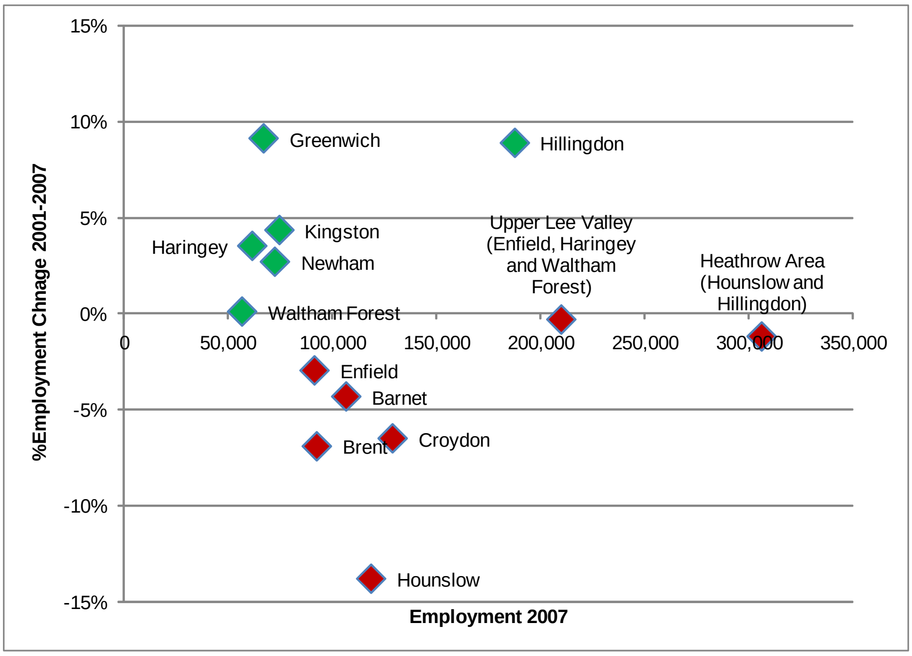
- **Large and rapidly growing.** With about 190,000 jobs Hillingdon is far larger than any other borough profiled (+54%) and has one of the highest growth rates between 2001 and 2007 (+9% or +15,300 jobs).
- **Mid-sized and declining.** With between 90,000 and 120,000 jobs Enfield, Brent, Barnet and Croydon are mid-sized boroughs which have declined by between 3% and 17% between 2001 and 2007 in terms of employment. Within this category decline in Hounslow has been more rapid with nearly one sixth of its total employment disappearing between 2001 and 2007.
- **Small and growing.** With between 55,000 and 75,000 jobs Waltham Forest, Haringey, Newham and Kingston are economically smaller but have been growing by up to 5% between 2001 and 2007. With this typology Greenwich has grown faster than any other borough profiled at more than 9%.

Relative economic scale and performance 2001-2007

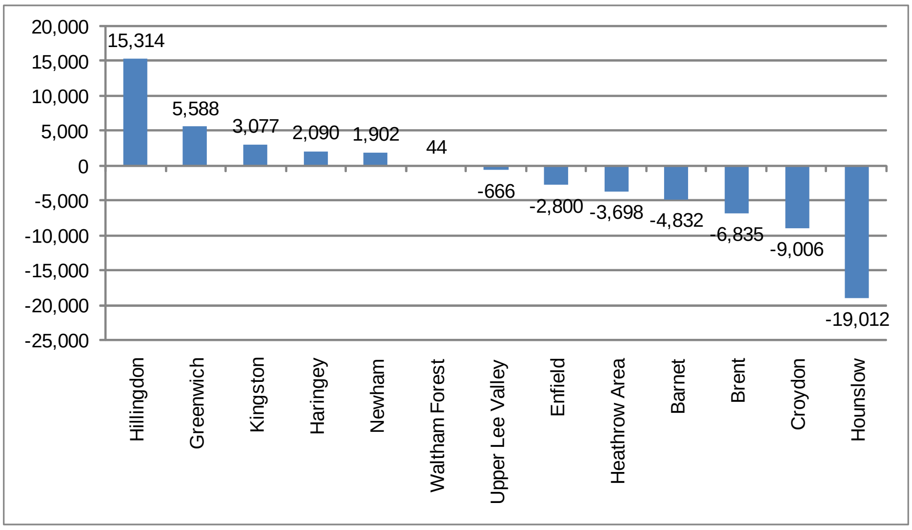


Innovación

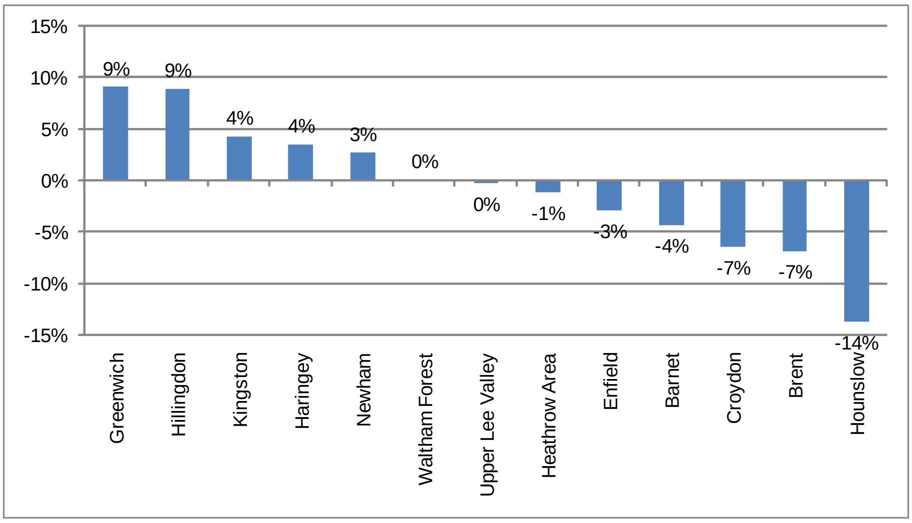
Relative economic scale and performance 2001-2007 (%)



Employment change 2001-2007



Employment change 2001-2007 (%)



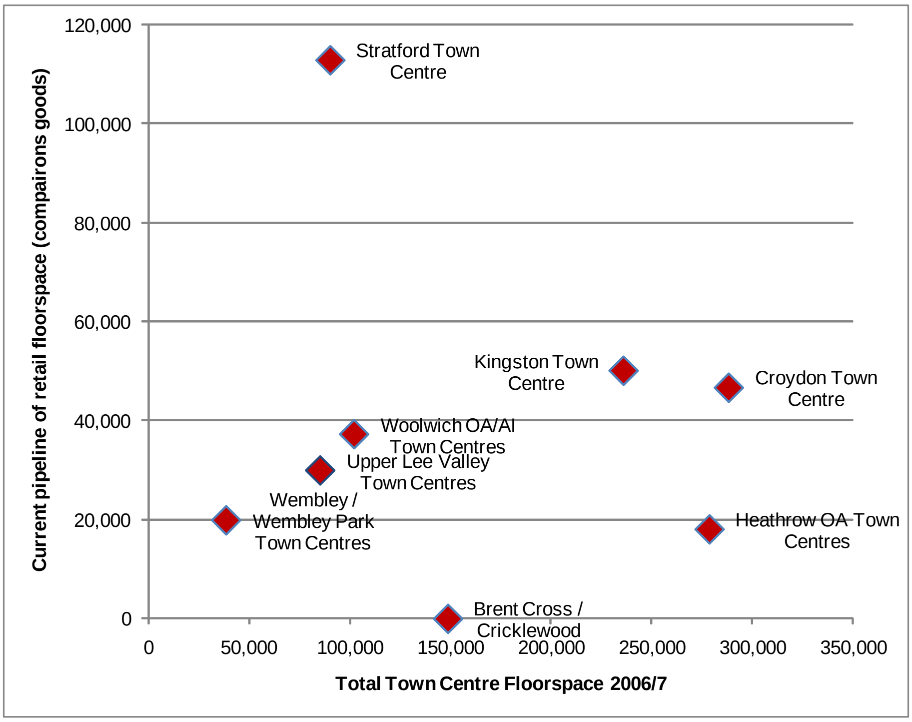
10.3 Current town centre floorspace and retail pipeline

10.3.1 For the purposes of analysis of town centre floorspace (retail and leisure) the eight outer London locations have been defined by their respective nodes within London's town centre network. Where appropriate these have been aggregated (e.g. across an Opportunity Area).

10.3.2 At a town centre borough level there is a clear distinction between three groups of centres:

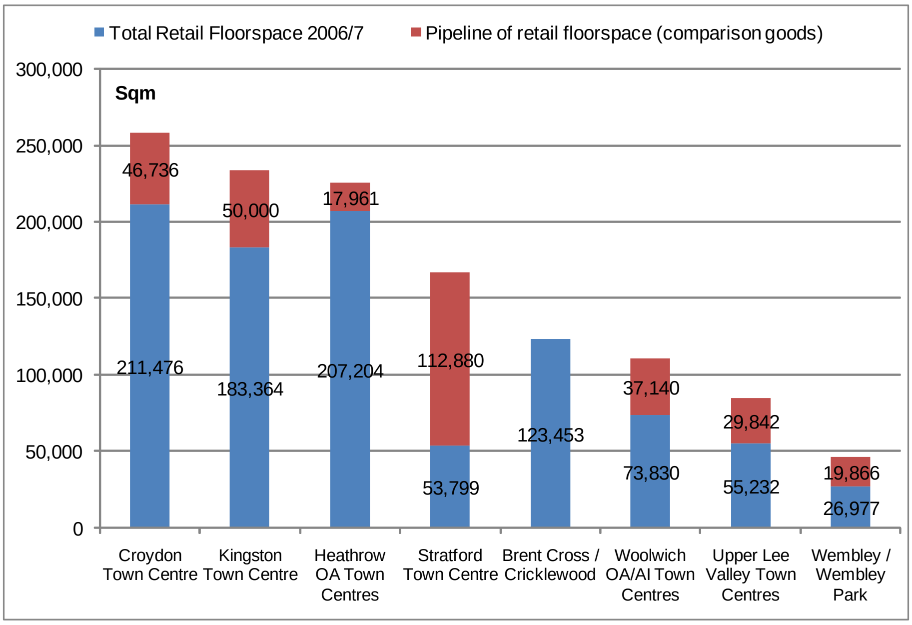
- **Large town centres with retail growing by 20,000 sqm to 50,000 sqm.** With between 235,000 sqm and 290,000 sqm of town centre floorspace Kingston, Croydon and the combined urban centres across the Heathrow Area (e.g. Hounslow and Southall) are large centres which could add between 20,000 sqm and 50,000 sqm of retail floorspace in the future. These are some the highest planned increases in retail floorspace across the eight locations.
- **Mid-sized town centres with retail growing by up to 40,000 sqm.** With between 40,000 sqm and 150,000 sqm of town centre floorspace Brent Cross, Woolwich, the combined Upper Lee Valley centres and Wembley are mid-sized centres which could add up to 40,000 sqm of retail floorspace in the future.
- **Mid-sized town centre more than doubling in size.** With 90,000 sqm of town centre floorspace, Stratford is a mid-sized centre but the planned retail pipeline of more than 110,000 sqm will increase the size of the centre by 125%.

Relative town centre scale and retail pipeline



Source: GLA. Town Centre floorspace includes retail and leisure floorspace plus vacant space. OA = Opportunity Area. AI = Area for Intensification.

Relative town centre retail scale and retail pipeline

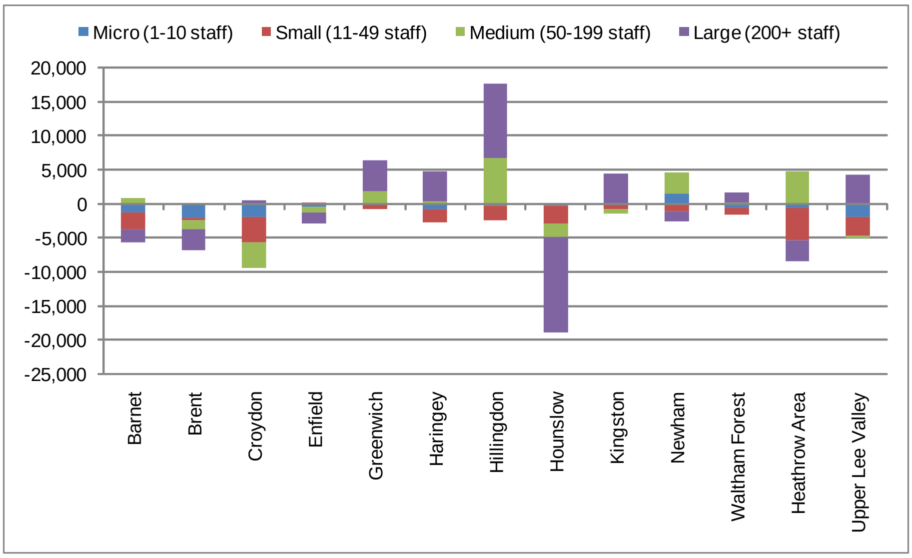


Source: GLA. OA = Opportunity Area. AI = Area for Intensification.

10.4 Employment change by organisation size

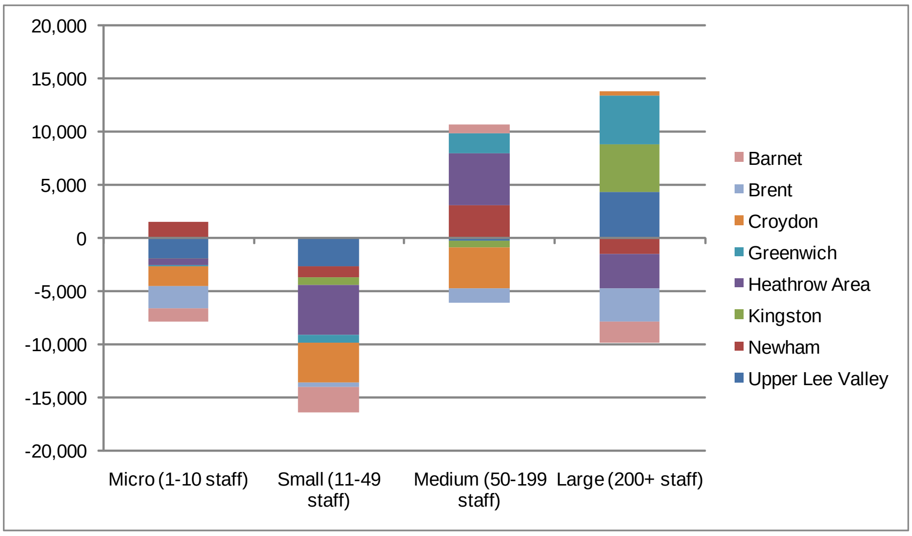
10.4.1 There has been notable differences in the employment change between 2001 and 2007 across different sizes of firms and organisations. Across the eight Outer London locations there is a consistent pattern of positive employment change being due to large firms and organisations and, to a lesser extent, medium sized firms (+8,400 jobs in total). Despite high formation rates the net employment effects of micro and small firms has been negative in almost all locations (-22,900 jobs in total).

Borough employment change 2001-07 by organisation sizeband



Source: ONS

Organisation sizeband employment change 2001-07 by borough



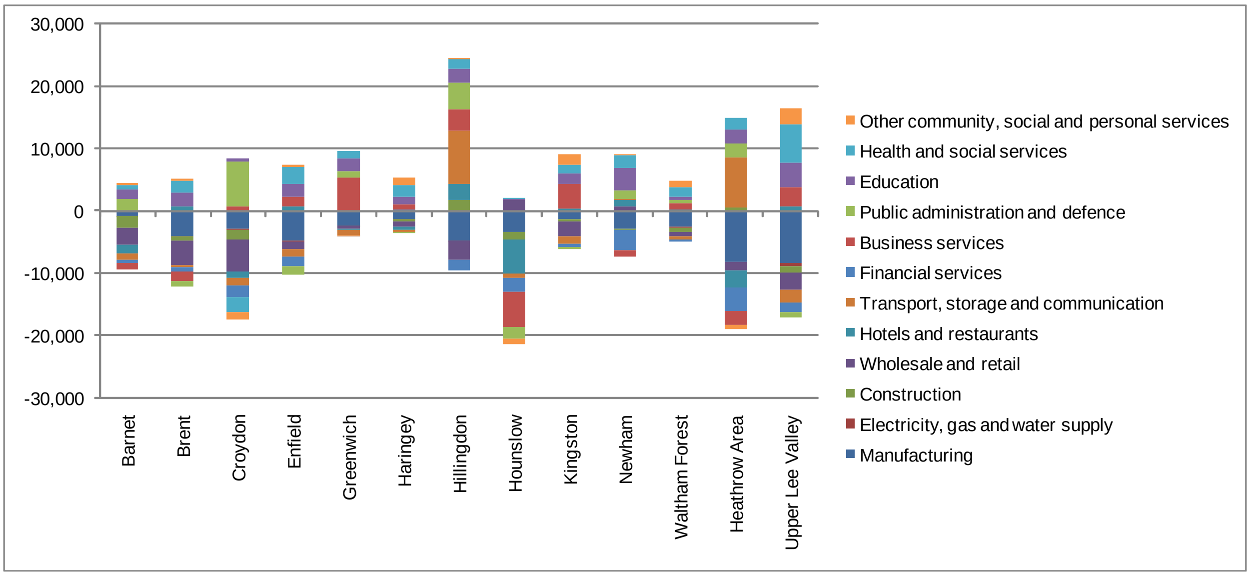
Source: ONS

10.5 Employment change by sector

10.5.1 There has been notable differences in the employment change between different industrial sectors between 2001 and 2007. Positive employment change has been due to the expansion of the public sector in <u>every</u> Outer London location (+42,500 jobs in total) and, to a lesser extent, by the expansion of business services in <u>most</u> Outer London locations (+7,400 jobs in total). For every one new job created in business services five new public sector jobs have been created between 2001 and 2007 in the Outer London locations.

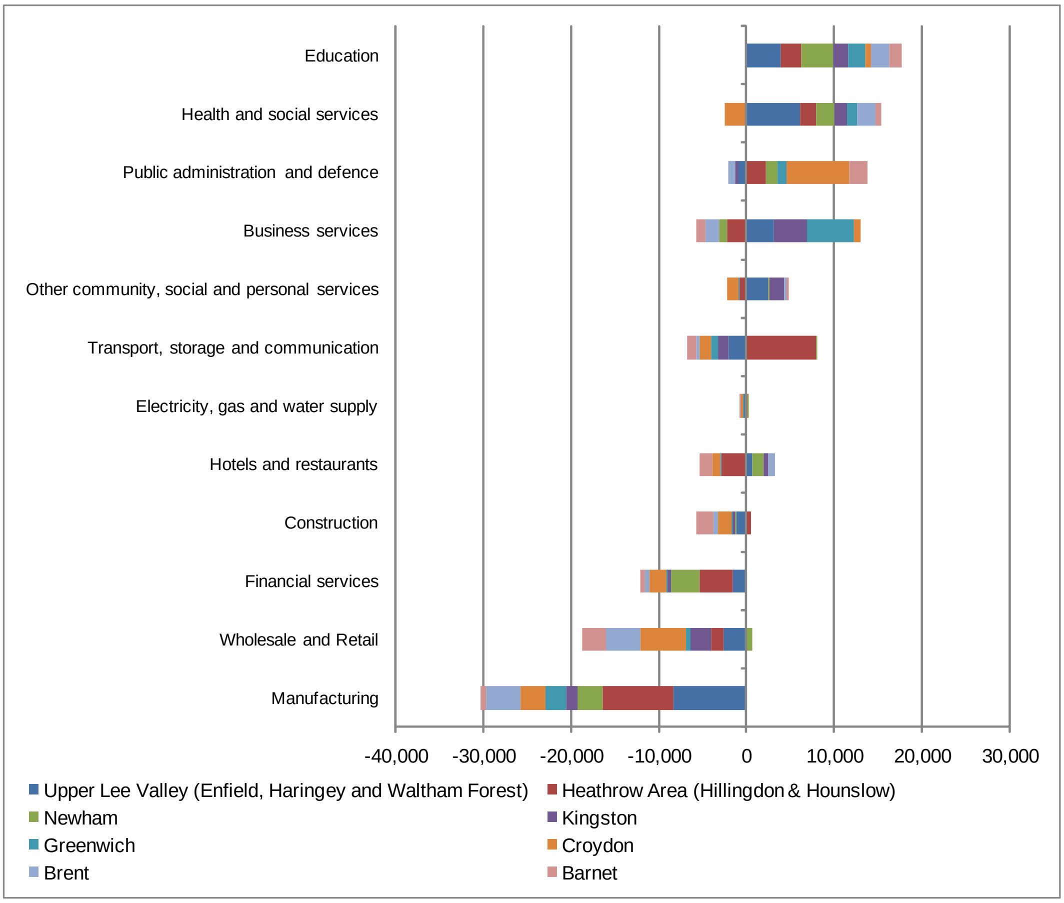
10.5.2 Over the same period in <u>all</u> Outer London locations, employment has declined rapidly in manufacturing (-30,400 jobs in total), in retail (-18,000 jobs), in financial services (-12,100 jobs) and in construction (-5,200 jobs).

Borough employment change 2001-07 by sector



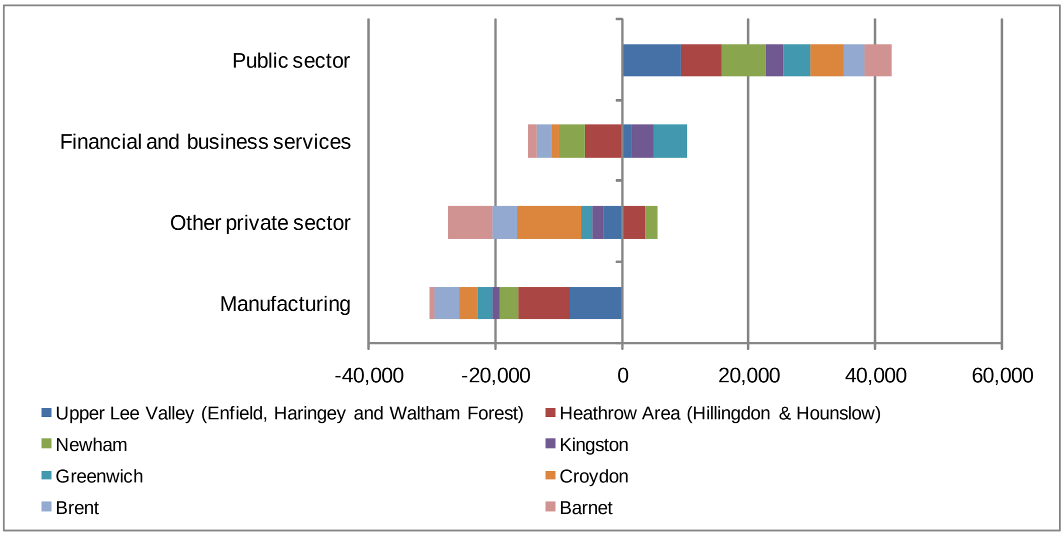
Source: ONS

Sector employment change 2001-07 by borough



Source: ONS

Grouped sector employment change 2001-07 by borough



Source: ONS. Public sector is public administration, education and health and social work combined. Other private sector includes retail, construction, transport, utilities, hospitality and other services combined.

10.6 Sectoral Specialisation

10.6.1 As a nationally significant economic node based around an international airport, the Heathrow Area has a much higher level of specialisation than other Outer London locations with 31% of all jobs (94,000 jobs) in sectors with more than double the expected employment levels. While the proportion of employment in specialisation sectors is between 20% and 25% in other locations it falls to just 8% in the wider Upper Lee Valley, 15% in the Brent Cross area and 17% in the Woolwich area.

Sectoral Specialisation in Outer London

	London	Croydon	Stratford (Newham)	Heathrow Area (Hillingdon and Hounslow)	Brent Cross (Barnet)
Travel to Central London (West End) (mins)		16 mins	20 mins	42 mins	31 mins
Total Employment (2007)	4,078,724	129,144	72,600	306,000	106,700
Specialisation sectors* (2007)					
Number of sectors	28	10	11	24	12
Employment	508,442	26,582	15,655	94,000	16,700
% Specialisation	12%	21%	20%	31%	15%
Number of very high specialisation sectors**	N/A	0	2	10	1
Top Specialisation Strengths (Employment 2007)	Global centre of legal, financial, creative and business services plus airport economy Legal 95,000 Security broking and fund management 50,000 Air transport 44,000 Radio and TV 39,000 Other financial intermediation 37,000 Advertising 35,000	Public sector, transport and financial services Public sector 10,000 Industrial cleaning 6,400 Insurance (life and non-life) 4,400 Transport 4,000	Education, logistics / transport (airport) and business services with sugar manufacture Primary education 5,600 Other business services 2,600 Postal services 1,800	International airport economy of national significance Air transport 41,700 Other transport 13,000 Security services 11,100 Radio and TV 6,800	Some specialisation in retail, business services and public services Law and order 3,300 Other retail 2,700 Accountancy 2,400

*Specialisation sectors are those sectors (4 digit SIC) with an Index of Specialisation or Location Quotient (LQ) of greater than two compared to GB (sector size is more than double the comparative proportion of the national average) and more than 500 jobs (except for London >1,000 jobs). **Very high specialisation sectors have an Index of Specialisation or LQ or more than five (sector size is more than five times the comparative proportion of the national average)

Sectoral Specialisation in Outer London

	London	Wembley (Brent)	Kingston (Kingston)	Woolwich (Greenwich)	Upper Lee Valley (Enfield, Haringey and Waltham Forest)
Travel to Central London (West End) (mins)		29 mins	41 mins	39 mins	30 mins
Total Employment (2007)	4,078,724	92,400	74,400	67,100	209,900
Specialisation sectors* (2007)					
Number of sectors	28	19	9	7	17
Employment	508,442	21,100	18,900	11,400	17,200
% Specialisation	12%	23%	25%	17%	8%
Number of very high specialisation sectors**	N/A	7	4	1	4
Top Specialisation Strengths (Employment 2007)	Global centre of legal, financial, creative and business services plus airport economy Legal 95,000 Security broking and fund management 50,000 Air transport 44,000 Radio and TV 39,000 Other financial intermediation 37,000 Advertising 35,000	Transport, retail and specialist manufacturing sectors Catering 3,700 Other land transport 2,300 Processing of fruit / veg 1,800 Retail of furniture and lighting 1,600 Food and beer wholesale 1,200 Waste collection and treatment 1,100	Business services, health services and retail Labour recruitment 10,100 Clothing retail 2,400 Other retail 2,300	Public administration, education and health and social services Industrial cleaning 5,600 Law and order 1,500 Technical and vocational secondary education 1,200 Judicial activities 1,100	Education and community / other services. Other scheduled passenger land transport 4,000 Manufacture of bread, pastry and cakes 1,800 Wholesale of food and beverage 1,800 Wholesale of household goods 1,700 Other financial services 1,500

*Specialisation sectors are those sectors (4 digit SIC) with an Index of Specialisation or Location Quotient (LQ) of greater than two compared to GB (sector size is more than double the comparative proportion of the national average) and more than 500 jobs (except for London >1,000 jobs). **Very high specialisation sectors have an Index of Specialisation or LQ or more than five (sector size is more than five times the comparative proportion of the national average)