

# LONDON BOROUGH OF BRENT

## EXECUTIVE – 14 MARCH 2005

Report from Director of Policy & Regeneration

For information

Wards affected: all

### Report Title: West London Economic Development Strategy

Forward Plan Ref: PRU-04/05-13

#### 1.0 Summary

- 1.1 The West London Partnership has recently published a new West London Economic Development Strategy. This report summarises the contents of the strategy and highlights the way forward in terms of developing an accompanying action plan.

#### 2.0 Recommendations

- 2.1 The Executive is recommended to endorse the West London Economic Development Strategy.

#### 3.0 Detail

- 3.1 The West London Economic Development Strategy sets out a vision for the economic development of the West London sub region, incorporating the Boroughs of Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. It has been produced by the West London Partnership, in collaboration with the West London Alliance, West London Business and the London Development Agency.

- 3.2 The strategy sets out a vision for West London:

“West London will be the choice location for both businesses and individuals, an inclusive and sustainable society where business and communities benefit from a global perspective, a leading player in the development of London as a global hub. A destination renowned for

creating richer solutions and opportunities through its ability to embrace and celebrate diversity, change and success with all its participants.”

- 3.3 To deliver the vision, the Strategy sets out a way forward for West London under six core framework headings:
- **Skills for Growth** – Improve levels of employability and reduce the polarisation of West London’s skills economy primarily by improving training for excluded groups, improving literacy and numeracy skills and fostering a culture of lifelong learning and workforce development.
  - **Business Competitiveness** – Establish a competitive economy underpinned by sustainable growth by ensuring effective support for businesses.
  - **Land & Property** – Secure a sustainable economy by promoting, managing and enhancing the existing stock of key strategic employment locations.
  - **Housing** – Increase the supply of affordable housing and supported housing, improve the quality of older housing stock and ensure the sustainability of housing developments.
  - **Transport** – Invest in public transport infrastructure, in particular to support the suburban centres where the main employment and housing growth will occur.
  - **Environment and Quality of Life** – Invest in sustainable businesses and encourage businesses to play a greater role in the management, maintenance and improvement of their business neighbourhoods.
- 3.4 The strategy is necessarily broad brushed, given the diversity of the area that it covers. Nevertheless it is broadly in line with the LDA’s Economic Development Strategy for London and with Brent’s suite of relevant strategies.
- 3.5 A process is currently underway to develop an accompanying action plan, which will set out tangible activities that will work towards these broad objectives. This process should tease out some of the more local nuances across West London which will need attention.
- 4.0 Financial Implications**
- 4.1 There are no direct financial implications.

## **5.0 Legal Implications**

- 5.1 The strategy is not a statutory document, and in no way binds the Council to any particular direction or activity.

## **6.0 Diversity Implications**

- 6.1 The strategy is underpinned by a number of key principles, of which diversity and participation are two.

## **7.0 Staffing/Accommodation Implications (if appropriate)**

- 7.1 There are no staffing or accommodation issues.

## **Background Papers**

West London Economic Development Strategy – Executive Summary  
(appended)

## **Contact Officers**

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