



# London Moving East

Views from leading voices across City & East London on our progress, the opportunities and challenges for the future of our communities.



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## Sadiq Khan – Mayor of London

The East End has always had a rich and proud history, but it's clear it also has a very exciting future. This is in no small part due to the growth and development that has been achieved around the Olympic site, with thousands of jobs and genuinely affordable homes being delivered. We're also working hard to create a new, world-class cultural destination in the Olympic Park, bringing together some of the world's best arts and education institutions, from the Smithsonian to Sadler's Wells.

But the economic and cultural boom that East London is experiencing extends well beyond Stratford. From Canary Wharf to Canning Town, Brick Lane to Barking Riverside, we're investing millions of pounds in new social homes to buy and rent, and working with businesses to provide tens of thousands of new jobs for Londoners in important industries like technology, science and media.

The examples given in this pamphlet are great news for East London, great news for our city and our country. They show what can be achieved by bringing together a world-class public realm, access to culture and proper co-ordination between affordable housing, social infrastructure and transport, and are excellent examples of providing good growth across our city. Businesses, universities and cultural institutions are flocking here - the centre of gravity in London is truly moving East.



## Unmesh Desai – London Assembly Member, City & East

To say East London has changed in recent years is an understatement. In 1981, the last of the docks closed to shipping. Between then and the present day, our communities have seen an unparalleled transformation, and East London today is the fastest growing part of the capital. London is indeed moving East.

After years of underinvestment, Canary Wharf has risen since the 1990s to become a global financial hub today, and continues to grow at pace, with more than 120,000 people employed in the area. As well as traditional banks and investment firms, the Docklands is the heart of the London FinTech centre too. This year, plans have been unveiled for Wood Wharf, a new development by Blackwall Basin, that will include two million square feet of space for start-ups and scale-ups, bringing in 20,000 new jobs and generating £200 million for small businesses in the area.

The past decade has also seen the extraordinary regeneration of Stratford, resulting from the 2012 Olympic Games and its legacy. Back in 2005, when London was chosen to host the games, the site chosen for the Olympic Park was a mostly unloved and unused area of London, full of discarded fridges, fetid canals and derelict industrial buildings. Today, the Queen Elizabeth Olympic Park is open to the public and has attracted 16 million visitors to date. As well as West Ham United, the London Stadium hosts international athletics and concerts, whilst the London Aquatics Centre and Copper Box are open to residents and school children to use.

Development continues, with the Financial Conduct Authority, Transport for London, UNICEF and Cancer Research UK among the organisations moving their headquarters to Stratford, while tens of thousands

of new homes are in the pipeline. Most excitingly, the Mayor has unveiled plans for the £1.1 billion East Bank project, a new cultural quarter along the River Lea, next to the London Stadium. University College London will be opening a new campus here, and there will be new buildings for Sadler's Wells Theatre, London College of Fashion and the Victoria and Albert Museum. I'm especially pleased to see that the Mayor also confirmed that 50% of the new homes on this project will be affordable, following scrutiny from the London Assembly.

As we continue to look East, increased focus is being put on the Royal Docks. Earlier this year, the Mayors of London and Newham launched the Royal Docks Enterprise Zone, which aims to generate 60,000 jobs and 25,000 new homes over the next 20 years. The Local Economic Action Partnership (LEAP) has agreed £314 million funding for the next five years to revive the area as a distinctive centre for businesses and culture, but we must also work to ensure that the existing communities benefit most from investment which relies so much on the docks' rich history.

Looking further east and further forward in the future, this year the Thames Estuary 2050 Growth Commission published its 2050 Vision report. This includes Tower Hamlets, Newham, and Barking and Dagenham in an ambitious plan to create 1.3 million new jobs in the wider Thames Estuary area, including the expansion of Canary Wharf, London City Airport, new infrastructure and an integrated skills structure. In the nearer future, the Mayor's partnership with L&Q at Barking Riverside will see fruition, with £500 million being invested in 11,000 new homes, a new London Overground station, seven new schools, commercial and retail space as well as community facilities.

With the Elizabeth Line's anticipated arrival in Whitechapel, Stratford, Canary Wharf and Custom House, we have a fantastic opportunity not only to be better connected with central London, but to bring more Londoners east.

I am confident that whilst challenges such as better connectivity remain, we have an exciting, prosperous future ahead, which builds on our rich and proud past.



### Darren Rodwell – Leader of Barking and Dagenham Council

In Barking & Dagenham, we are building the New East. Our ambitious housing vision, our proud history of housing London's workers, our plans to unlock growth with transport infrastructure and our commitment to aspiration rather than gentrification show that our borough is answering the call as London pulses once again.

East London is at a key moment in its history and there's no doubting that Barking & Dagenham is the capital's biggest growth opportunity. The borough has a proud history of housing London's skilled working-class.

Nearly 100 years ago we built the Becontree Estate, which was once the largest public housing development in the world. It was home to London's workers, and these are the people we want to build homes for again.

Barking & Dagenham's housing ambition is unmatched by any other London borough. We're building 50,000 homes by 2030, some 60% more than what is anticipated in the London Plan, in key sites like Barking Riverside, Barking Town Centre, Beam Park in Dagenham, the Ford Stamping Plant and Castle Green.

In Barking Riverside alone, we will be working with the Mayor of London to build 10,800 homes on the UK's largest brownfield site in a £500m project that is the equivalent of building a new town the size of Windsor. Our developments at Beam Park and the Ford Stamping Plant in Dagenham will provide nearly 5,000 new homes, giving a new lease of life to an important part of our borough's industrial heritage at the site of the former Fords factory.

We are also acutely aware that securing the right transport infrastructure is the key to unlocking local growth. The London Overground extension to Barking Riverside will create a new station to serve the newest part of the borough and we have plans to redevelop Barking station so that it can cope with more passengers as new homes spring up.

The Council is also in talks with Transport for London about the possibility of extending the DLR to Barking and, in Dagenham, a new C2C mainline station will serve Beam Park and the Ford Stamping Plant. There will also be a new station at Castle Green.

But it's not all bricks and mortar - arts and culture are an important part of our growth plans. The Council already offers subsidised live/work spaces for artists, such as the Ice House Quarter in Barking, as we seek to appeal to artists who have been priced out of other parts of East London by gentrification. In Dagenham, we've just been given the go ahead to build London's biggest film studios.

We will deliver all of this through our mixed-tenure approach to housing. Using a balance of traditional council homes, build-to-rent, shared ownership, and homes for sale, we are committed to aspiration rather than gentrification and creating mixed communities made up of people who want to lay down roots.

Over the past half-century London has grown hugely but Barking & Dagenham has missed out. Now it is our turn and, as London moves east for jobs, housing and culture over the next 20 years, our focus will be on harnessing that growth to ensure no one is left behind in the New East.



**Catherine McGuinness – Chair of the Policy & Resource Committee, City of London Corporation**

If you mention the City of London to many, images will be conjured up of big banks, skyscrapers and trading floors, but there is so much more to the City than its position as a leading global financial centre. Over 500,000 people are employed in the Square Mile and there are 373,000 financial services jobs across London.



Many of these workers will be drawn from East London, as major financial institutions train and develop highly-motivated individuals on their doorstep.

Our support for Londoners stretches far and wide. Even though the City of London Corporation is based in the Square Mile, we take a pride in reaching out to, and investing in, local communities in the capital. And that is particularly true of East London.

Students at The City Academy, Hackney, which we co-sponsor with KPMG, achieve excellent results on a regular basis for pupil progress. These young people can feel justifiably proud of what they are achieving, and I willingly admit to sharing that sense of pride and send my best wishes to everyone for their future success. I am also delighted that Newham Collegiate Sixth Form Centre has recently joined our City of London Academies Trust. I look forward to hearing about its students' progress and their exam results over the coming months and years.

Moving from excellent results to good causes, and you will find that City Bridge Trust (CBT), the City Corporation's charitable funder, is making a tangible difference to people's lives in East London.

Committed to reducing inequality and tackling disadvantage across the capital, CBT has recently awarded six-figure grants to good causes in Newham, Barking and Dagenham, and Tower Hamlets. Newham residents seeking welfare and debt advice; disabled people in Barking and Dagenham; and over 100 adults learning English in Tower Hamlets are among those to benefit from CBT's work.

New Spitalfields Market, one of the City of London Corporation's wholesale markets, is a familiar sight to many people living in, and around, Leyton, supplying fruit, vegetables and flowers to customers at home and abroad from its East London base since the early 1990s.

The City of London Corporation's investment in East London can also be found in its award-winning green spaces. Covering nearly 6,000 acres, Epping Forest, is one of the jewels in London's crown. A vast ancient woodland, popular with wildlife enthusiasts, ramblers, ornithologists and mountain bike riders, this former royal forest is managed, monitored and protected by a dedicated team of park rangers, conservationists, verderers and gardeners.

We are also proud to own and manage Wanstead Park, Wanstead Flats and West Ham Park, which are often recognised by the Green Flag Awards and in the case of West Ham Park, the London in Bloom awards. One particular green space in East London deserves a special mention: The City of London Cemetery & Crematorium. Walking around this superbly maintained, 200-acre site, where anyone may be buried at the site irrespective of religious beliefs, it is not difficult to see why it is Grade I-listed and was the first cemetery to receive a Green Flag Award. Open since the 1850s and the resting place for football legend Bobby Moore, actress Dame Anna Neagle, and two of Jack the Ripper's victims, its beautiful gardens and tree-lined avenues are popular with visitors all year round.

From what I have set out here, it should be evident that we have a clear and stated commitment to East London. Our feet may be planted firmly in the Square Mile but be assured: we are dedicated to our work to address the challenges and celebrate the successes of this great capital city.

## John Biggs – Mayor of Tower Hamlets



As Mayor of Tower Hamlets, I welcome the shift eastwards in London's centre of gravity. From Brick Lane to Victoria Park, Columbia Road to Canary Wharf and the Tower of London I maintain we have the best of London in one borough.

Our population has doubled here over the last 30 years, passing 300,000 recently. We are predicted to continue to have the fastest growing population in the country, increasing by a further 67,000 in the next ten years – and we have the youngest population in the country, with over half of our residents aged 20-39.

One of the defining characteristics of our community is its diversity: 69% of our residents are BME and 43% were born outside the UK. I see the East End as the Ellis Island of London as we have a long history of welcoming people from around the world.

We get on well together and stand together as one community. Whether it be at the battle of Cable Street or the anti-racism movement following the murder of Altab Ali we stand up to those who try and divide us.

The rise of East London did not happen by chance. The benefits from the Olympics, Canary Wharf and shortly from Crossrail have been transformational. We do face challenges and with this transformation we have a role to ensure that people are not left behind.

With the City, Canary Wharf, the Royal Docks and Stratford among the highlights, East London is the engine room of the national economy. The number of jobs in Tower Hamlets will double over the next 15 years, bringing an additional 125,000 jobs. Growth brings opportunities and challenges.

As Mayor my focus has been on turning the reputation of our borough around, being more outward looking, and planning for the future. As a council we are focussed on tackling inequality by building a strong, inclusive and fair borough.

This means a better deal for children and young people who are our future. We seek to harness aspiration through providing education and skills to residents which will equip them to access employment. We work with our residents to build strong, resilient and safe communities, and ensure better health and wellbeing through tackling things like our poor air quality.

To conclude, Tower Hamlets is one of the most dynamic, exciting and diverse places in the country. It is a borough with a rich history; people are proud to be part of this community. Tower Hamlets is also a place of contrasts and contradictions, where a thriving economy co-exists with high levels of poverty. But above all it is a place of opportunity. A place where we can build on the stories of our past, on the great progress we have already made, and on our many strengths, to ensure that this is a borough where all residents can thrive.



## Jules Chappell OBE – Managing Director, London and Partners

One of London's biggest advantages is the power of our outer boroughs.

Our economic and cultural life isn't limited to a single zone, and some of our most innovative entrepreneurs are setting up businesses in the East of London. As the city's international promotional agency, it is London & Partners' job to help these businesses to thrive. We do that in a number of ways.

One example is our work to bring culturally curious tourists to London. We know these visitors are more likely to look beyond Big Ben to explore areas like Colombia Road, taking their tourist spending with them.

We also use our international networks to bring businesses to London. Since we were founded seven years ago we have helped well over 1,500 overseas firms to come to London or expand here creating more than 30,000 jobs.

And just as importantly we run two programmes for London's own businesses. Our Business Growth Programme targets early stage business in the Life Sciences, Tech, Creative, Media and Telecoms sectors. We also manage the Mayor's International Business Programme for firms which show high potential to scale up through international trade in the life sciences, technology, creative, and urban sectors. The firms on these programmes are spread across London.

London is an amazing place and East London has some of the most vibrant communities in the world. Our job at London & Partners is to harness that creative energy and maximize its power on the world stage.



## Lyn Garner – Chief Executive, London Legacy Development Corporation

The London 2012 Olympic and Paralympic Games gave a huge boost to regeneration plans for East London, raising the profile of a deprived, and often overlooked part of London by aligning political will, public sector planning and recognition from international investors.

In the short time since the Games, LLDC has made far more headway in delivering a lasting legacy for London than any other Olympic host city to date. Queen Elizabeth Olympic Park is one of the most visible signs of that legacy, receiving 23 million visits since opening. All five permanent venues from the Games are in successful operation and are regularly used by elite athletes and local communities alike. The London Stadium has been transformed into a world-class venue with a track record of hosting sporting and music events on a global scale. In the wider area, transport and social infrastructure continues to be enhanced and 24,000 new homes will be created by 2031, delivering a mix of family, multi-generational and affordable homes to meet the challenge of London's housing need.

A new business district is being created at Here East with a cluster of major developments that together will create 40,000 jobs by 2025 and stimulate economic growth to benefit communities and businesses across the neighbouring boroughs.

Queen Elizabeth Olympic Park is fast becoming the cornerstone of a creative, innovative and enterprising economy, with a cluster of academic institutions and businesses engaged in research, design, manufacture and the future of cities. The £1.1 billion East Bank project will add arts, fashion and education to the mix. With a £385 million investment from the Mayor of London, the scheme will see new campuses for UCL and UAL's London College of Fashion and new buildings for Sadler's Wells, BBC Music and the V&A in partnership with the Smithsonian Institution.

This hugely successful regeneration of East London has already made it the fastest growing area of the capital, with over 110,000 jobs created since 2012 – outstripping the forecast pace of growth by three times. With growth set to continue over the coming years, this is truly an Olympic legacy of which London, and East Londoners, can be proud.



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