



THE LONDON PLAN

SPATIAL DEVELOPMENT STRATEGY FOR GREATER LONDON
JULY 2011

MAYOR OF LONDON

will work with boroughs, developers and other partners to direct investment into existing major employment areas (including town centres) and the strategic outer London development centres.

- 2.31 A generally high quality of life is one of outer London's major assets. Maintaining this where it exists, and enhancing it where necessary, will be key to the area's future success – a high quality environment, and providing places where people will want to work and live, will be important to attracting and retaining the kind of economic sectors which may lift growth in outer London. Important elements of this will include ensuring high quality 'lifetime' neighbourhoods with sufficient, good quality social infrastructure provision and harnessing the benefits of growth to enhance residential quality and amenity. Good quality design will be essential and must respond sensitively to local context, including drawing on traditional suburban 'rus in urbe' themes as well as more modern 'urban renaissance' principles depending on local circumstances. This is likely to require the application of the general quality of life principles outlined in this Plan (see paragraphs 1.44, 1.56 and 1.57) to the particular circumstances of different places in outer London.
- 2.32 Outer London has important strategic functions as a place to live, and it will be important to ensure the area continues to provide a range of homes in sufficient numbers to support its own economic success, and that of inner and central London. This can also help reduce the need for long distance commuting and carbon emissions.

POLICY 2.7 OUTER LONDON: ECONOMY

Strategic

- A The Mayor will, and boroughs and other stakeholders should, seek to address constraints and opportunities in the economic growth of outer London so that it can rise above its long term economic trends by:
- a enabling existing sources of growth to perform more effectively, and increasing the competitive attractiveness of outer London for new sectors or those with the potential for step changes in output
 - b identifying, developing and enhancing capacity to support both viable local activities and those with a wider than sub-regional offer, including strategic outer London development centres (see Policy 2.16)
 - c improving accessibility to competitive business locations (especially town centres and strategic industrial locations) through: making the most effective use of existing and new infrastructure investment; encouraging walking, cycling and public transport use; and enabling the labour market to function more efficiently in opening up wider opportunities to Londoners
 - d providing strategic and local co-ordination within development corridors, including across the London boundary, to enhance competitive advantage and synergies for clusters of related activities and business locations, drawing on strategic support through opportunity area planning frameworks as indicated in Policy 2.13
 - e ensuring that appropriate weight is given to wider economic as well as more local environmental and other objectives when considering business and residential development proposals

- f prioritising improvements to the business environment, including safety and security measures; partnership-based approaches like business improvement districts; enhancing the vibrancy of town centres through higher density, retail, commercial and mixed use development including housing; providing infrastructure for home-working; improving access to industrial locations; developing opportunities for decentralised energy networks and ensuring high quality design contributes to a distinctive business offer
- g consolidating and developing the strengths of outer London's office market through mixed use redevelopment and encouraging new provision in competitive locations, including through the use of land use 'swaps'
- h identifying and bringing forward capacity in and around town centres with good public transport accessibility to accommodate leisure, retail and civic needs and higher density housing, including use of the compulsory purchase process to assemble sites, and providing recognition and support for specialist as well as wider town centre functions
- i managing and improving the stock of industrial capacity to meet both strategic and local needs, including those of small and medium sized enterprises (SMEs), start-ups and businesses requiring more affordable workspace
- j co-ordinating investment by different public agencies to complement that of the private sector and promoting the competitive advantages of outer London for public sector employment, especially for functions of wider than sub-regional significance

- k supporting leisure, arts, culture and tourism and the contribution that theatres and similar facilities and the historic environment can make to the outer London economy, including through proactive identification of cultural quarters and promotion and management of the night time economy (see Policy 4.6)
- l ensuring that strategic and local marketing of outer London's visitor attractions are effectively co-ordinated and that account is taken of its capacity to accommodate large scale commercial leisure attractions, especially in the north, east and south sectors
- m ensuring that locally-driven responses to skills needs in outer London also help address strategic Londonwide objectives
- n identifying and addressing local pockets of deprivation, and especially the strategic priorities identified in this Plan as regeneration areas (see Policy 2.14)
- o establishing 'tailored' partnerships and other cross-boundary working arrangements to address particular issues, recognising that parts of inner London also have 'outer' characteristics and vice versa, and that common areas of concern should be addressed jointly with authorities beyond London
- p ensuring the availability of an adequate number and appropriate range of homes to help attract and retain employees and enable them to live closer to their place of work in outer London.

2.33 Possible sources of employment growth in outer London can be broken into two categories:

- Existing sectors, which could grow more strongly than they have been if factors holding back their competitiveness and success are addressed. These include some private sector office-based