

West London Strategic Housing Market Assessment 2010

Appendices



Appendix 1: Profile of the West London Borough Councils and their Key Strategies

1. The following states a profile of each Borough and more detailed information which describes the housing, community and economic policies of the sub-region's Boroughs in relation to the key themes and issues discussed in the national and regional policy sections above.
2. Borough level policies are reviewed and updated frequently and the following information is correct as at September 2010.

Brent LBC

The Borough

3. Brent covers an area of 4,325 hectares, - almost 17 square miles, between inner and outer North West London. It extends from Burnt Oak, Kenton and Kingsbury in the North, to Harlesden, Queen's Park and Kilburn in the South. The North Circular Road divides the less densely populated northern part of the Borough from the south.
4. The Borough is famous for being the home of Wembley Stadium, which was rebuilt and then reopened in 2007. Consequently, Wembley now has its own 'brand' with the new stadium forming the centrepiece of a new Wembley; comprising major regeneration initiatives and ventures. Already known for its sporting and music venues, Wembley will develop further into a major regional, national and international destination with a range of major retail and leisure attractions whilst delivering significant employment benefits for the local community.
5. Brent is bordered by the London Borough of Barnet to the east, Harrow to the north and Ealing to the west. It has small boundaries with the inner London Boroughs of Hammersmith and Fulham, Kensington and Chelsea, Westminster and Camden in the south. The metropolitan centres of Harrow and Ealing, together with Brent Cross regional shopping centre (all of which are outside of the Borough) currently meet many of the shopping and leisure demands of a large number of Brent residents.
6. Overall, Brent's population is relatively young with almost a quarter of its residents aged 19 years or under. The 2001 Census recorded a residential population of 263,454, whilst the GLA has recently estimated that Brent's population had increased to 278,500 in 2006 (Mid Year Estimates)
7. Black and Ethnic Minorities collectively constitute the majority of Brent's population at 55%. Over 120 languages are spoken in Brent and the Borough has been officially recognised as the 'most ethnically diverse local authority area in the country'⁵². Nearly 8% of its population are classified as refugees or asylum seekers, and in 2007 Brent had the second highest number of new National Insurance registrations in the country at 15,600.

Community Strategy 2006-10

8. Brent describes itself as one of only two majority black and minority ethnic Boroughs and as having the most culturally diverse population in the country. It suggests that this unique quality is celebrated locally. It has created an exciting place and a harmonious community with a youthful, highly mobile and expanding population.
9. According to the strategy, there are good quality services and excellent transport links both to central London and the rest of the country. Brent's 8,000 local businesses make an important contribution to the local quality of life as well as London's economy, and there is potential for future business growth.
10. However, Brent is an outer-London Borough that faces many inner-London problems. Ranked 58th on the national deprivation league table, there is a sharp north-south divide with an affluent north and generally poorer south. One in seven residents live in areas which are amongst the ten per cent most deprived wards in the country.
11. The Brent Community Strategy 2006-2010 summarises over 150 individual issues identified by local residents into 48 priority objectives. Reflecting government aims to ensure that local authorities coordinate responses to differing issues such as housing and the economy, the Brent Community Strategy is structured around six key themes:
 - Health and social care;
 - Local housing;
 - Environment and transport;
 - Regeneration and employment;
 - Community safety and crime prevention; and
 - Education and Lifelong Learning.
12. It's main aims are to make Brent:
 - a great place;
 - a Borough of opportunity; and
 - an inclusive community.
13. The 'great place' ambition expresses a shared commitment to make Brent safe, clean, green and lively, prioritising efforts to: reduce the fear of crime and the impact of violent crime and robberies; provide clean, well designed and cared-for streets and open spaces; ensure access to parks and open spaces which are rich in wildlife and offer a variety of activities; and to promote access to cultural and leisure facilities and services.
14. The 'Borough of opportunity' ambition details shared commitment to make Brent a prosperous and healthy place where there are opportunities for all, notably: creating a place where businesses want to locate and can succeed; ensuring that local people fill local jobs, boosting the economy and household income; and reducing the gap in life expectancy across the Borough and promoting wellbeing.

15. The 'inclusive community' ambition makes a commitment to responding to the needs of young and old alike, supporting them to achieve independence and encouraging them to take a full part in the life of the Borough. This section focuses on: creating settled homes for the large number of families with children based in temporary accommodation; and supporting those children and young people whom experience the greatest barriers to learning, live transient lives, within priority neighbourhoods, low-income households and/or whom have additional or acute needs.
16. The strategy regards the supply and design of housing as essential to achieving sustainable communities within the Borough. It states that the Borough aims to increase housing supply, particularly affordable housing, ensure decent homes and meet the needs of the most vulnerable residents. Also, Brent needs to find a way of securing settled homes for the large number of families with children based in temporary accommodation.
17. Finally, the strategy states that in order to secure settled homes the partners will:
 - promote sustainable development and create balanced communities;
 - seek Government approval to secure permanent homes for families in temporary accommodation, enabling them to enter paid employment; and
 - support the most vulnerable tenants, regardless of tenure.

Core Strategy

18. The core strategy was adopted on the 12th July 2010.

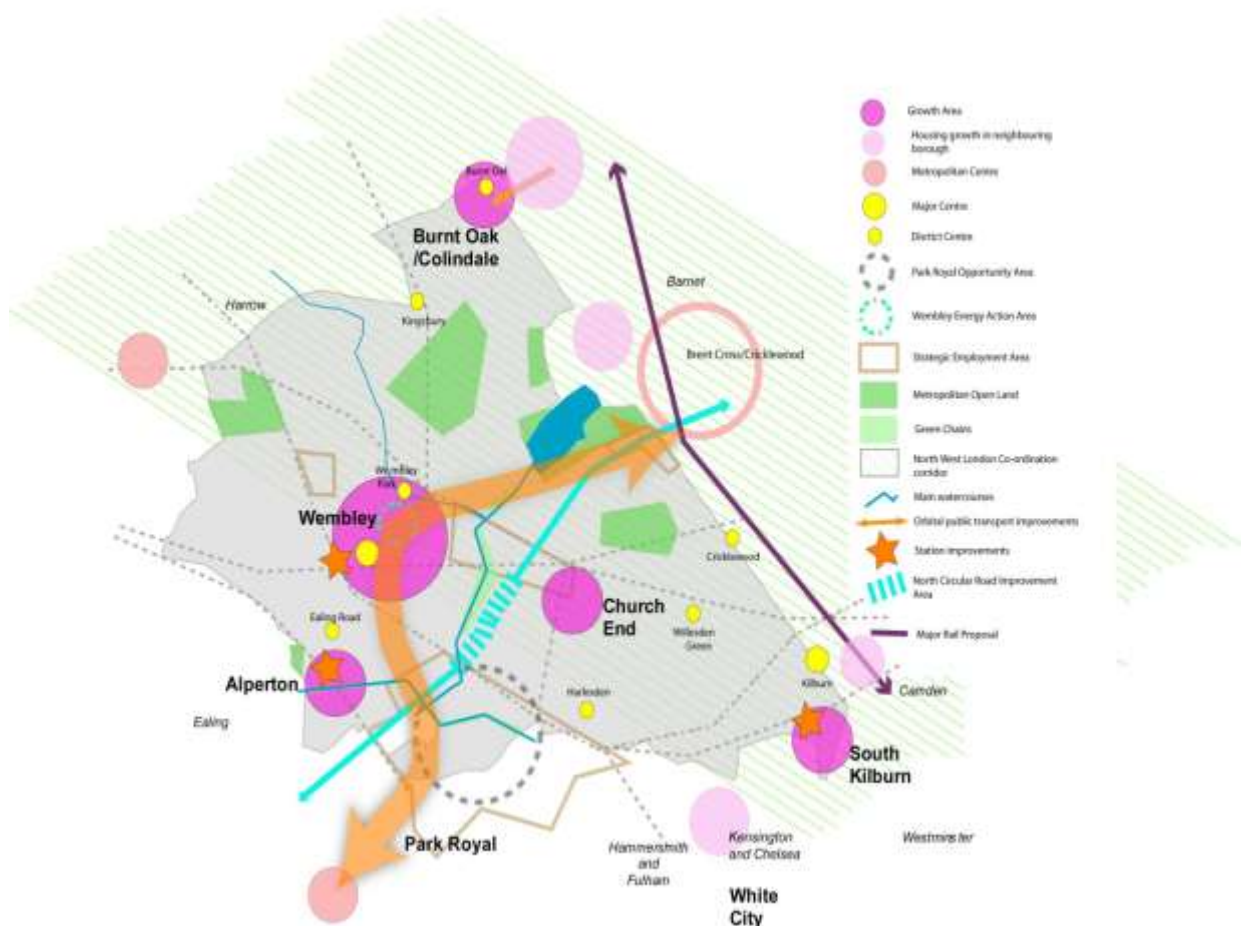
Aims and objectives

19. The Borough Council's vision is for Brent by 2026 it will:
 - Be a dynamic London Borough, with a new iconic Wembley at its core providing new jobs, retail and major leisure attractions;
 - Retain its industrial and manufacturing sectors by providing modern, upgraded premises in a quality environment;
 - Be a Borough of opportunity, maximising the potential of its youthful population through new and improved education and training facilities;
 - Provide a range of homes that new affordable and meet the needs of its diverse communities;
 - Be a healthy and safe place to live, benefiting from high quality urban design, attractive open spaces, first class sports facilities, and green and safe walking and cycling routes;
 - Host inclusive community and cultural facilities which enable the full participation of its diverse communities;
 - Retain its smaller centres which provide important local services;
 - Be fully integrated into the city with excellent public transport interchanges and connections to other strategic centres in London; and

- Use energy and resources in an efficient and sustainable manner, playing its role in addressing the global challenge of climate change.
20. The strategy states that its local policies reflect the key aims and objectives of national and regional policy. In particular, whilst the strategy was developed solely by the council, it recognises the need for responses to certain issues such as housing, transport and the environment to be coordinated at both Borough level and beyond.
 21. The strategy identifies 12 key aims and objectives:
 - Objective 1: To Promote Economic Performance and Regeneration
 - Objective 2: To Meet Employment Needs and Aid the Regeneration of Industry and Business
 - Objective 3: To Enhance the Vitality and Viability of Town Centres
 - Objective 4: To Promote the Arts and Creative Industries
 - Objective 5: To Meet Social Infrastructure Needs
 - Objective 6: To Promote Sports and other Recreational Activities
 - Objective 7: To Achieve Housing Growth and Meet Housing Needs
 - Objective 8: To Reduce the Need to Travel and Improve Transport Choices
 - Objective 9: To Protect and Enhance Brent's Environment
 - Objective 10: To Achieve Sustainable Development, Mitigate and Adapt to Climate Change
 - Objective 11: To Treat Waste as a Resource
 - Objective 12: To Promote Healthy Living and Create a Safe and Secure Environment
 22. The Core strategy plans to concentrate housing growth in within areas that have good public transport access, that have the capacity to accommodate growth, are in need of regeneration and can deliver jobs and infrastructure. The key diagram (below) sets out the growth areas and illustrates the need to provide more orbital public transport links between such areas.
 23. To achieve housing growth and meet housing needs the council will promote development that is mixed in use and tenure, and aim to ensure that at least 11,200 additional homes are provided in the period from 2007/08 to 2016/2017. 85% of the borough's new housing growth will be contained within 5 growth areas. At least 25% of all new homes will be family sized (3 bed or more) and approximately 50% will be affordable
 24. All of the growth areas are in need of regeneration, whether they comprise run down industrial estates, vacant commercial land or declining town centres and housing estates. Mixed use redevelopment of growth areas can deliver affordable workspace accommodation for businesses, new retail space, hotels and hospitality.
 25. Reflecting the aims of the Communities Plan, the strategy states that the proposed growth will still require an increase in provision of schools, health centres, open spaces and waste management facilities if Brent is not to 'over-heat'.
 26. Two areas of Brent are identified in the London Plan as 'Opportunity Areas' - Park Royal and Wembley. In Park Royal there is a need to renew what had become in the 1980s a run-down industrial estate and to provide new business opportunities and jobs, although much of the more modern accommodation can now be found within the Brent part of the estate. The impetus for renewal at Wembley was provided by the decision to rebuild Wembley Stadium as the new National Stadium and the associated enhancement of the infrastructure.

27. At both Church End and South Kilburn there are opportunities for additional housing and other facilities as well as replacing sub-standard accommodation. Both areas therefore, can be identified as focuses for further growth. Both areas benefit from good accessibility by public transport. Therefore, Church End and South Kilburn are identified as growth areas.
28. Wembley will deliver the majority of the Borough's development and employment growth, will contain most of the Borough's new retail growth and office development, and will become the primary location for new hotels enabling associated uses such as conferencing. Wembley will become a cultural focal point as the Borough's main area for tourism.
29. Other priority areas for physical and social renewal are large housing estates built in the 1960s or 1970s where a combination of physical and social problems means that wholesale redevelopment or refurbishment is necessary.

Figure 1
 London Borough of Brent Key Diagram (Source: London Borough of Brent website)



Housing Strategy

30. The housing strategy states that evidence of the need for additional housing supply is overwhelming. At the local level, clear evidence is provided by council's housing needs study and from regular analysis of supply and demand, among other sources. While there is a particular need for new affordable housing, new supply across all housing types and tenures is required. It is also clear that this need will not be met in the short term due to the economic recession.
31. As noted above, it states that the London Mayor has retained the overall target of 50,000 new homes over three years and has recently announced new Borough-level targets for new homes. For Brent, the Mayor expects 1,836 new homes to be delivered between 2008 and 2011. However, the council is not convinced that the new target is deliverable and has doubts about some of the elements to be included in the calculation of the 50,000 total.
32. Brent has one of the largest private rented sectors in London and the strategy states that the council works with private landlords to ensure that this stock is well maintained and managed and, in particular, to secure homes for use as temporary accommodation under a range of leasing and similar schemes. Evidence indicates that the sector has expanded in most London Boroughs in recent years, partly through the growth of buy-to-let arrangements and partly in response to increasing demand.
33. However, the strategy recognises that prevailing economic conditions present a number of threats to new supply and regeneration. In the private sector, new housing starts have fallen significantly. This impacts directly on the supply of affordable housing as ability to secure new affordable homes on private developments is restricted. While housing associations continue to receive funding through the HCA, they also rely on cross-subsidy from private sales to fund their work.
34. It states that consultation indicated that achieving the right balance of new supply will be critical, not only in meeting immediate needs but also in ensuring that new developments are sustainable, both in themselves and in the context of the neighbourhoods in which they are located. There was particular emphasis on the need for larger homes to meet need arising from homelessness and overcrowding and for new supply to meet the needs of smaller, mainly single person, households currently occupying various kinds of supported housing, such as hostels or residential care homes, who would be able to move on to independent accommodation with appropriate support. The need for more intermediate options, in particular housing at rents below market levels but above social rents, was also stressed, along with the need to make this housing more widely accessible through an income-based qualification system.
35. A similar approach may be required in regeneration schemes, whether these consist largely of new homes - Wembley for example - or the re-modelling of existing estates such as South Kilburn. Provision of market housing is essential to the funding of these schemes, but there has also been an assumption, made explicit in current planning policy, that there should be no loss of affordable homes. It is at least questionable whether this remains a sustainable policy and the creation of functioning communities may require a greater emphasis on tenures other than

social renting. Consultation has indicated broad support for an approach that will lead to a more balanced mix of tenure and sizes in regeneration areas.

36. Brent's diversity in terms of ethnicity, nationality, faith, culture age and disability requires that housing supply should be sensitive to the particular needs of specific groups. These needs may be reasonably easy to identify, such as providing accessible housing for older or disabled people, or may be more complex. For example, some ethnic groups have larger average household sizes and therefore present a higher proportionate demand for larger homes, while some cultures will require particular facilities either in the home or neighbourhood. Some of these requirements are well understood, but others are not and planning for new supply and regeneration needs to take account of these needs in homes and in terms of the infrastructure supporting developments.
37. Finally, the strategy's, main priorities in terms of housing supply and regeneration are:
 - Work with the HCA, developers, housing associations and BHP to deliver agreed new supply targets with a particular emphasis on larger homes and housing with support for vulnerable people
 - Ensure an appropriate mix of tenures, sizes, locations and household types that will support sustainable communities
 - Work with HCA, developers, housing associations, BHP and residents to encourage innovation and put new delivery mechanisms in place
 - Ensure that social regeneration objectives, including employment and the creation of sustainable neighbourhoods are at the centre of new housing and regeneration schemes
 - Continue work to bring empty homes back into use Explore new delivery vehicles and tenure types that will support new supply and regeneration in the current economic climate

Ealing LBC

The Borough

38. The London Borough of Ealing covers an area of around 55 square km in West London, and shares borders with Brent, Harrow, Hillingdon, Hounslow, and Hammersmith and Fulham Boroughs. Ealing is located at the centre of the West London sub-region, which is well positioned in relation to Central London to the east and the Thames Valley to the west.
39. The strategic importance of West London is strongly influenced by its existence within the "Western Wedge", the London part of which stretches from Paddington through Park Royal and Wembley to Heathrow and its environs. The "Western Wedge" has been one of the most dynamic growth areas in the entire country.
40. The Borough is made up of seven distinct areas - Acton, Ealing, Greenford, Hanwell, Perivale, Northolt, and Southall. These areas have diverse populations, Southall especially, is acknowledged as a centre of Asian goods, services and culture from the Indian sub-continent.
41. Ealing, and in particular Ealing town centre, is a 'transport hub' for West London and has good access to central and East London. Central Ealing is approximately six miles from Heathrow Airport and a similar distance from the central London Congestion Charging zone. It is well

served by three underground lines and several mainline train services. Key highways in the Borough include the A40, Uxbridge Road and the North Circular.

42. Ealing is the 4th most diverse Borough in London and also nationally. More than 100 languages are spoken in the Borough. 41.3% of residents are from an ethnic minority, compared to 9.1% nationally, and 28.8% across London. About 20 percent of the minority ethnic community describe themselves as Asian. Within this, the largest minority group is of Indian origin, which accounts for 17 percent of the Borough's total population. 15.1% of Ealing residents (45,401 people) live with a long term illness, health problem or disability, which limits their daily activities or the work they can do.
43. The two largest employment sectors within which Ealing residents work are business services (20.4%) and retail (15.9%). 73% of employment is in small and medium size firms, employing less than 200 people. The Borough is located near several major employment locations in West London, such as Heathrow and White City, and contains a number of key sites of its own, in Park Royal, Southall, Acton and Northolt /Greenford. 3.9% of economically active residents were unemployed at the time of the 2001 Census, compared to 3.4% for England, and 4.4% for London. In its most deprived communities, unemployment rates are twice the Borough average.

Community Strategy 2006-2016

44. The community strategy vision is for Ealing by 2016 is:

In 2016 Ealing will be a successful borough at the heart of West London, where everyone has the opportunity to prosper and live fulfilling lives in communities that are safe, cohesive and engaged.

45. Strategic aims are stated using six key themes. The strategy aims to:

- Make Ealing a better place to live
- Make Ealing one of the safest places in London
- Create a great place for every child and young person to grow up in Ealing
- Reduce health inequalities and promote well-being and independence for adults and older people in Ealing
- Ensure Ealing is a thriving place to live and work
- Provide efficient, well-run services that are good value for money; promote a cohesive and engaged community; reduce inequalities and balance community interests

46. Themes of 'a better place to live' and 'a thriving place to live and work' are particularly noteworthy in the context of the SHMA.

47. A key driver for the strategy is that Ealing's population is expected to grow significantly by 2016 and the LSP recognises the need to manage the impact of growth in population and local enterprise on the local environment. The strategy states that:

By 2016 Ealing will be a vibrant place of unique and celebrated character. Visitors and residents will come to enjoy our leisure facilities, shops and open spaces.

48. Ealing LSP's objectives under this theme include:

- Improve the cleanliness and design of our streets, town centres and parks so Ealing is in the top 25% of boroughs across the country
- Make the borough more sustainable by improving public transport capacity and improving traffic flow
- Improve the quality of cultural facilities and activities
- Reduce the borough's contribution to climate change and be recognised as a 'green' borough

By 2016 Ealing will be a place where people and businesses can develop and prosper. We want to foster a flourishing local economy that benefits local businesses and local residents. We want all Ealing residents to be able to fulfil their employment and earning potential through access to education, training and job opportunities. Ealing will be a place known for its thriving neighbourhoods and town centres, a place which people love to visit and are proud to live in.

49. Ealing LSP's objectives under this theme include:

- Confirm central Ealing's position as a high-quality and distinctive metropolitan centre
- Improve economic activity and skills levels amongst working age residents
- Secure investment in Ealing's town centres to improve vitality and vibrancy
- Improve the quality and management of our housing stock
- Improve the quality and supply of homes across all tenures and increase significantly the number of affordable homes

50. Key areas for improvement by 2016 are to:

- Reduce the number of working age people claiming out of work benefits in the worst performing neighbourhoods
- Reduce the proportion of children living in poverty
- Increase provision of net additional homes
- Increase in overall employment rate
- Increase in number of affordable homes delivered
- Increase migrants' English language skills and knowledge
- Increase in number of Local Authority tenants' satisfaction with landlord services
- Increase in working age population qualified to at least Level 3 or higher
- Decrease in skills gap in the current workforce reported by employers

- Reduce the time taken to process Housing Benefit/Council Tax Benefit new claims and change events

Core Strategy

51. The spatial vision is that by 2026 Ealing will ensure that the borough will comprise a range of prosperous, cohesive and sustainable places and diverse communities developed on the basis of balanced growth.
52. The vision is described on the following key diagram.

Figure 2
London Borough of Ealing Key Diagram (Source: London Borough of Ealing website)



53. The vision will be achieved by achieving the following key aims.

54. (a) By 2026, provide 14,000 additional homes, 94,500 sq metres of new office floorspace, decrease the net stock of industrial floorspace by 57,000 sq metres (equivalent to 14 hectares) through managed release and provide up to 150,000 gross sq metres of new retail floorspace.
55. (b) Development of these new homes and business space will be primarily concentrated in:
 - The Uxbridge Road / Crossrail corridor - particularly focused in Acton, Ealing and Southall town centres; around key stations at Acton Mail Line, Ealing Broadway and Southall; and, municipal housing estates including Copley Close, Green Man Lane, Havelock and South Acton.
 - The A40 / Park Royal corridor – particularly focused in Greenford town centre; Acton Main Line, Greenford and North Acton stations; Park Royal; and, other industrial estates.
56. (c) To promote business and enterprise by securing the stock of employment land, encouraging regeneration and renewal and being responsive to market demands. For industrial and warehousing businesses, the borough will protect its position as one of London’s premier locations. For the office market the borough will reverse its relative underperformance compared to neighbours; with a focus on providing high quality office space in Ealing town centre and capturing benefits afforded by Crossrail.
57. (d) To ensure the viability and vitality of the borough’s town centres in accordance with the established shopping hierarchy.
58. (e) To be a healthy and safe place to live and ensure that the necessary physical, social and green infrastructure and services as identified in the Infrastructure Delivery Plan are provided and enhanced in the borough.
59. (f) To support sustainable, safe and convenient transport networks to and through Ealing that, in particular, improve north-south transport links between the Uxbridge Road / Crossrail and A40 / Park Royal corridors and to promote healthy travel behaviour and seeks to reduce the need to travel.
60. (g) To protect and enhance suburban communities, improve public transport, cycle and pedestrian links to the development corridors and neighbourhoods.
61. (h) To care for the borough’s historic character, ensure excellence in urban design and design out crime to make Ealing’s environment safe, attractive and accessible for all.
62. (i) To protect the pattern of green spaces and green corridors, identify and safeguard quiet areas and spaces of relative tranquillity and ensure that new development improves and adds to green space.
63. (j) To reduce the environmental impact of activities within the borough, protecting and improving air quality and ambient noise levels, achieving and maintaining a clean and healthy environment for all communities to enjoy.
64. (k) To promote sustainable design and construction in all development.

Housing Strategy 2009-14

65. The housing strategy has four key priorities:
- Delivering excellent services and choice for residents – increasing local accountability for services and providing better opportunities for residents to find the right housing at the right time in their lives;
 - Increasing choice and managing demand – establishing affordable lettings and home ownership agencies, delivering a step change in the quality of the housing advice service and improving how people find accommodation in Ealing;
 - Enabling new housing supply – continuing to exceed targets for housing development in the borough, making optimal use of Council assets to support new homes; and
 - Transforming neighbourhoods – implementing comprehensive redevelopment of major housing estates, securing the long-term investment needed in all council homes and taking action to improve community safety and deliver a low-carbon economy.
66. The strategy examines existing housing stock, with the aim to deliver excellent services for residents in council housing, sheltered housing and temporary accommodation. The strategy also explores how to meet the aspirations of residents, by increasing mobility and access to homeownership. It aims to:-
- Increase choices for existing council residents, improve mobility within the stock and reward responsible tenants;
 - Provide appropriate accommodation and services for older people;
 - Increase the employment opportunities of people in temporary accommodation;
 - Provide excellent, value-for-money services to council residents;
 - Deliver local choice over housing services;
 - Improve life chances of people in temporary accommodation;
 - Enable all residents to access the widest choice of housing from the whole range of property on offer in the borough;
 - Create realistic expectations of, and manage demand for, access to affordable housing;
 - Ensure affordable housing is given to those who need and deserve it most; and
 - Prevent homelessness
67. The strategy recognises the increased provision of affordable housing as a key objective. It states that across the city and in the West London area the shortfall in housing supply is a critical factor in terms of regional and local prosperity and stability. The demand for social rented sector property greatly outstrips the supply.
68. The council aims to increase the quantity of housing in accordance with the agreed strategic minimum target of 9,750 new dwellings by 2017, ensure its satisfactory quality, and improve choice to meet needs for all residents.

69. In terms of affordable housing, 537 affordable homes were completed in Ealing in 2008/9. This represents an increase of 42% over the total homes completed in 2007/08, The 70:30 social rented/intermediate policy guidance target was met, but few larger units were provided. Key aims for the strategy regarding affordable housing provision are;
- Increase supply of affordable housing;
 - Encourage development of homes to meet the needs of all income groups;
 - Make the best use of publicly-owned land;
 - Promote self-help development;
 - Promote initiatives to deliver supply that enables regeneration of further housing; and
 - Develop affordable homes in appropriate locations.
70. The housing strategy also places strong emphasis on regeneration with key aims to;
- Deliver regeneration on Council-owned estates to tackle deprivation and poor design and management on estates identified as needing a high level of intervention;
 - Make Ealing a better place to live by delivering low-carbon homes and supporting a low-carbon economy to meet our Local Area Agreement targets to reduce CO₂ emissions per capita;
 - Create an integrated approach to community safety;
 - Deliver decent homes across the Council's housing stock; and
 - Establish a long-term investment strategy for the Council's housing to deliver an investment standard that residents want.
71. The council has established a Regeneration and Housing department, emphasising an increasing focus on the area across the Borough. It also launched the Good-for-Greenford project was, the first in a series of projects that aim to deliver vibrant, safe and attractive town centres.
72. Finally, the council recently undertook a comprehensive review of 34 housing estates across the Borough with the aim of delivering a strategy for their regeneration. This work saw the start of redevelopment in South Acton and Green Man estates in 2008/9. The council introduced a Business Improvement District in Ealing that now has 10 projects up and running with the aim of boosting trade and the appearance of the town centre. The council recruited twenty apprentices in 2007/8, providing training opportunities and paid work for young residents of Ealing. The council will repeated this in 2008/9 and work with local business to set up similar schemes elsewhere.

Hammersmith and Fulham LBC

The Borough

73. The Borough of Hammersmith and Fulham is situated on the western edge of Inner London in a strategic location on the transport routes between the City and Heathrow. The Borough is oriented north-south with most major transport links, both road and rail carrying through traffic east-west across the Borough. Some of the busiest road junctions in London are located in the Borough at Hammersmith Broadway, Shepherds Bush and at Savoy Circus and the Borough suffers disproportionately from the effects of through traffic. However north-south movement in the Borough is poor.
74. The Borough contains wealth, poverty and attractive environments, many of which are protected by conservation designations and other areas that are less attractive and that need improvement. The Borough has some of the highest average house prices within London, but on the other hand is ranked as the 38th most deprived local authority in the country (IMD 2007) and there are significant pockets of deprivation largely concentrated on the larger social housing estates, such as the White City area, where high levels of worklessness, anti-social behaviour and crime, a poor environment and low aspirations blight people's lives.
75. The Borough has at least four distinct areas;
 - Fulham,
 - Hammersmith,
 - Shepherds Bush and
 - the area to the north of Wormwood Scrubs – the College Park/Hythe Road area.
76. The Borough also benefits from having a 7km/4 ½ miles of frontage along the River Thames. Because transport links tend to be east/west in the Borough, each town centre serves its local area. The north of the Borough although the College Park/Hythe Road area is better served by town centres in Brent.
77. Hammersmith and Fulham's economy is part of the wider London and West London economic area. The Borough occupies a favourable location in west London and is attractive to a variety of businesses. It has enjoyed significant growth in employment and economic activity over the last three decades with the central Hammersmith area becoming an important sub-regional location for offices.
78. In 2006, 115,000 people worked within the Borough boundaries which is an increase from the 111,500 employed in 2004 (Annual Business Inquiry). Just over a quarter of people working in the Borough also lived in the Borough. The largest employer in the Borough - the BBC is based in Wood Lane and has expanded its complex there in recent years and has approximately 14,000 employees. This number will decrease with the proposed move of some of the BBC's staff to Salford and Central London.
79. To the north of the Borough the Hythe Road industrial area forms a part of the extensive Park Royal area. Park Royal is the closest industrial and warehousing area to central London and the

West End and also serves Heathrow. It houses nearly 2,000 businesses which is more than any other industrial estate in Europe providing around 40,000 jobs. It is home to the growing economic clusters of food and drink, transport and logistics and TV and film businesses. The Hythe Road area in Hammersmith and Fulham is also developing as an area specialising in the recycling of electrical and construction and other waste.

Community Strategy 2007-2014

80. According to the strategy the Borough's vision for Hammersmith and Fulham is to create a Borough of opportunity for all, in which children receive a better education, neighbourhoods are safer, healthier and stronger, the local environment is protected and improving, there is more opportunity for home ownership and local people receive high quality, public services that deliver real value for money.
81. It's key priorities are to:
 - provide a top quality education for all;
 - tackle crime and antisocial behaviour;
 - deliver a cleaner, greener Borough;
 - promote home ownership;
 - set the framework for a healthy Borough;
 - deliver high quality, value for money public services; and
 - regenerate the most deprived parts of the Borough.
82. Reflecting national and regional policy, the strategy acknowledges the need for the Borough to tackle housing issues in order to deliver sustainable, mixed and safe communities. It identified seven key housing challenges facing the Borough:
 - The imbalance in current tenures with a high proportion of both social rented and private rented accommodation and a low level of homeownership in the Borough;
 - High demand and insufficient supply of all forms of housing leading to high mobility in some sectors and lack of mobility in others;
 - Allocation and housing policies that for some build in dependency, increase deprivation and build out opportunity;
 - The need to provide housing fit for 21st century living that meets rising expectations and other standards including access and environmental requirements;
 - The failure of the current housing offer to provide opportunities for households on low to middle incomes to stay in the Borough;
 - The need for social landlords to do more to provide high quality value for money services to tenants, leaseholders and shared owners; and

- A recognition that the Council cannot meet all of the housing demand facing the Borough and the key role that will be played by sub regional and regional developments in helping to meet housing demand.
83. The strategy acknowledges that growth in housing supply will have to be combined with policies which improve the education, health, training, and employability of local residents. To not do so will increase pressure on the already overstretched supply of housing and local transport infrastructure.
84. As such, the Borough Partnership will work together to facilitate growth in the local economy, increase employment opportunities, improve earnings and expand local business growth. This growth must be matched by improving skill levels within the local labour market through better education and enhanced and targeted training programmes. Better training and employment opportunities will also help to reduce dependence on benefits and free people from the poverty trap.

Core Strategy

85. Currently the borough is consulting on the next stage of the core strategy process, namely the Proposed Submission Core Strategy. The following summary is based upon that document.
86. The strategy cites the council's Community Strategy (2007) as 'to create a Borough of opportunity for all'. The key priorities in delivering this vision are:
- Promoting home ownership;
 - Regenerating the most deprived parts of the Borough;
 - A top quality education for all– schools of choice;
 - Setting the framework for a healthy Borough;
 - Tackling crime and anti-social behaviour;
 - Creating a cleaner, greener Borough; and
 - Delivering high quality, value for money public services.
87. The Core Strategy's spatial vision interprets the Community Strategy vision and outlines how the borough will have been transformed in 20 years time. It is based on the council's determination to meet the aspirations of its residents by increasing opportunities for all residents to live and enjoy productive, healthier lives and by developing a safer, cleaner borough. The Core Strategy vision is for a borough of decent and aspirational neighbourhoods where people want to live and to continue living.

Core Strategy vision

88. The strategy aims to ensure that in the next 20 years, the benefits and the quality of life that the more affluent areas of Hammersmith and Fulham currently experience will have extended throughout the borough, particularly to those areas and people experiencing high levels of deprivation, poorer housing and environments.

89. It is believed that as a consequence more residents and their families will have the opportunity to develop their knowledge and skills and to own their homes, so that they can stay in the borough and participate in the benefits that Hammersmith and Fulham can offer.
90. The strategy recognises that it will be necessary to create affordable home ownership and high quality education, skills and training infrastructure. This will provide a ladder of opportunity for residents.
91. Regeneration is also a key strand of the strategy. Regeneration is planned or is already underway in the wider White City Opportunity Area, (including Shepherds Bush Town Centre), and in the West Kensington/North Fulham area, as well as along the South Fulham Riverside and in Hammersmith Town Centre. The regeneration of the Old Oak area of the borough will have started with the development of the High Speed 2 rail hub and a Crossrail Station at Old Oak Common Sidings. Housing supply in Hammersmith and Fulham will increase particularly family homes in low and medium rise developments. Some of the borough's most disadvantaged estates in the most deprived wards will have been regenerated. The new housing will be fully integrated socially, economically and physically with the rest of the borough.

Figure 3
 London Borough of Hammersmith and Fulham Key Diagram (Source: London Borough of Hammersmith and Fulham Website)



92. The very high cost of private sector housing in the Borough means that there are very few opportunities for households on low to middle incomes to progress up the housing ladder from private and social renting to homeownership and many younger households either have to move out of the Borough when they no longer want to share with others or need a larger house, or they look to be housed in social housing. This lack of opportunities for homeownership for low and middle income households increases economic and social polarisation in the Borough.

93. By significantly increasing the supply of housing, it is the aim of the strategy to provide a much better mix of housing. Hammersmith and Fulham has a high proportion of social rented housing and the strategy aims to reduce the concentration of deprivation in social housing whilst maintaining the overall amount of social rented housing (measured in habitable rooms). The strategy also aims to provide a better mix of housing, including a higher proportion of family sized housing and housing that is well designed – energy efficient, accessible and safe.
94. An issue that could impact on the design of new build housing within the Borough is the risk of flooding. Approximately 60% of land in Hammersmith and Fulham is identified by the Environment Agency as being at risk of flooding from the River Thames and is included in the medium and higher flood zones that cover most of the Borough to the south of Shepherds Bush. In addition to areas at risk of flooding from the Thames, there are extensive areas of the Borough at risk of flooding from surface water and/or from sewer flooding.
95. Although the council's strategic flood risk assessment has been unable to clearly identify the level of that risk, either because it is not possible to determine the probability of a failure of the local tidal defences or the risk of surface water and sewer flooding. As such, it has decided that in order to meet the council's strategic objectives, particularly the need for more housing, it is not considered appropriate to restrict regeneration to certain parts of the Borough.

Housing Strategy 2007-2014

96. Much of the strategy reiterates the points made in the Core and Community Strategies above. It states that the borough has a high demand for all forms of housing. Also, the demand for low cost homeownership housing is high with the Council recording within the first 2 months of 2007 3,200 registrations onto its new Homeownership Register. Additionally, action from the Council to reduce the levels of empty properties in the private and public sectors show levels of empties to being at an all time low. Over the period 2002-2007 the number of empty private sector properties reduced by nearly two-thirds from 3,573 to 1,213.
97. The strategy states that, in response, the Borough has seen development of high percentages of affordable housing which in percentage terms compare favourably with other London Boroughs. However, it has evidence to suggest that the numbers of homes developed has been adversely affected by too restrictive planning policies that required 100% affordable housing for change of use of employment sites and has a very high affordable housing monitoring target of 65%. In numerical terms the performance in terms of numbers of affordable housing units developed over the last 10 years is mid table for London.
98. Even with restrictive planning policies that have identified high affordable housing monitoring targets the development of housing has not kept pace with demand in volume terms. The Council can still only meet 17% of urgent housing need leaving a 4,390 shortfall of units with numbers on the housing register having remained stable between 7,800 to 8,000 households for the last 4 years up to April 2007. There were also additional pressures identified in the 2004 Housing Need Survey which estimated that 1,200 people needed to move because they needed specialist care and support.

99. The strategy states that given Hammersmith and Fulham's current London Plan homes target of 450 additional units a year there is no way that the shortfall in affordable housing dwellings can be made up through new development in the Borough alone. The challenges facing the Council are: how to balance demand against ensuring that letting plans and new developments are sustainable, that social rented housing does not become a residual form of tenure and that households successfully access housing that will become available outside of the Borough.

Harrow LBC

The Borough

100. Harrow is an outer London Borough, situated in North-West London and approximately ten miles from Central London. The London Boroughs of Barnet, Hillingdon, Ealing and Brent border the Borough. The County of Hertfordshire lies to the north of Harrow, with the District Councils of Three Rivers and Hertsmere immediately adjoining. It is located in the north-east of the West London Sub-Region, identified in the London Plan as the 'Western Wedge', and a vibrant part of the London economy.
101. It is primarily a dormitory residential suburban area, with a relatively small amount of land and buildings devoted to employment and industrial activity, compared with other outer London Boroughs. Over a quarter of the Borough (over 1,300 hectares) consists of open space. Harrow covers an area of approximately 50 sq. km (just under 20 square miles). The Borough has 21 wards.
102. The Borough has one of the most ethnically diverse populations nationally. Over half or 52.9% of Harrow's residents were of ethnic minority in 2006, where ethnic minority is defined as all people who are non-White British. Nationally, Harrow now has the fifth highest proportion of residents from minority ethnic groups, compared to its ranking in eighth place in 2001.
103. Over a quarter or 22% of Harrow's residents are of Indian origin, the largest minority ethnic group in Harrow and the second highest level in England, after Leicester. The Greater London Authority's (GLA) 2007 Round of Demographic Projections by Ethnic Group shows that, by 2016, 57.4% of Harrow's residents are likely to be from Black and other minority ethnic groups (excluding minority White groups) and this proportion could be around 62% by 2026.
104. The employment structure of Harrow similar proportions of the population working in distribution, hotels and restaurants (23%), finance, IT and other business activities (26%), public administration, education and health (28%).

Community Strategy, 2009

105. The Council's Community Strategy contains six themes which contribute to its vision for the Borough to 2020:
 - Economic Development in Harrow;
 - Every Harrow Child;
 - Health, Wellbeing and Independence;
 - Improving Harrow's Environment;
 - Harrow's Culture, Communities and Identity; and
 - The Future of Public Services and Democracy in Harrow.
106. According to the strategy, the most distinctive aspect of Harrow is its ethnic and religious diversity, with 50.1% of the people living in the Borough from minority ethnic groups. This is

increasing and, in particular, it is expected that there will be a significant increase in the proportion of people of Indian origin. Harrow is made up of people from at least 137 different countries and, based upon the seven religions listed in the standard tables from the census, Harrow has the highest level of religious diversity of any local authority in England and Wales. It states that this gives Harrow both a fascinating range of experiences, cultures and skills but also challenges around communication and cohesion.

107. Further, it states that a key to improving cohesion is reducing inequality of opportunity and in income, employment, education and the skill base, housing conditions and the physical environment. Another aspect of community cohesion is reducing crime and fear of crime, particularly violent crime, hate crime, anti social behaviour (young and old) and drug and alcohol related crime and improving awareness of, and responding to, community tension.
108. In terms of housing, the community strategy states that Harrow is famous for the quality and quantity of green belt land in the Borough. This provides access to nature and recreation for many local people, complementing the Borough's range of parks and open spaces. Outside the green belt, Harrow is intensively built up with little vacant, undeveloped or under-developed land. Harrow has a continuing need for more homes, partly to meet the needs of the increasing population and partly due to the increase in the number of households. This pressure for housing is challenging the traditional character of parts of the Borough.
109. It recommends that future housing within Harrow should help to support economic growth, particularly within Harrow town centre and the district centres. Additionally, all housing will need to offer a range of housing choices to address the significant shortage of affordable housing and larger family accommodation, as well as meet the local access for all and accessible homes standards. However, environmentally sensitive areas will be protected and development for housing and employment will be accommodated in accessible locations.
110. Finally, in terms of sustainability, the strategy states that Harrow's ambition is for it to be a more sustainable outer London Borough. It aims for residents and visitors to benefit from an improved quality of life with better access to a range of housing, public spaces and transport. People in Harrow will not automatically turn to the car as their first mode of travel as there will be attractive and more sustainable alternatives, with a more integrated and accessible public transport system.

Core Strategy

111. The document reviewed here is Harrows core strategy preferred option document which was the subject of public consultation ending January 2010,

Spatial Vision and Strategic Objectives

Spatial Vision

112. The Core Strategy spatial vision sets out how the Borough, and the constituent districts and suburbs within it, will be developed. The document provides for the accommodation of growth in housing and economic development in Harrow over the next 15 years, but the spatial strategy

is also intended to offer a lasting solution to the management of the Borough's historic and natural environment over the long term.

113. In developing a new spatial vision for Harrow and strategic objectives to deliver it, consideration has been given to the consultation responses made in respect of the draft preferred options, the findings of the sustainability appraisal, and the objectives of strategies which have emerged since the 2008 document including the new Sustainable Community Strategy for Harrow, the Council's Climate Change Strategy and the Borough's Biodiversity Action Plan. The new vision is also informed by work that has taken place to ensure that the Core Strategy is founded on a credible, up-to-date evidence base comprising: revised retail and employment land studies; a strengthened sport, recreation and open spaces study; a new London-wide strategic housing land availability assessment; and a West-London strategic housing market assessment.

Strategic objectives

114. The following objectives form the link between Harrow's spatial vision and the policies and actions which will be used to deliver it - how the Core Strategy will progress the Borough from the baseline situation towards the vision.

1 Population and Diversity

To accommodate population and demographic change

2 Economic Development, Employment and Deprivation

To diversify and strengthen Harrow's economy

3 Housing and Sustainable Communities

To meet Harrow's housing needs

4 Climate Change and Flooding

To reduce Harrow's contribution to climate change

5 Retail and Leisure

To maintain Harrow's market share of retail expenditure within the Borough

6 Open Space, Sports & Recreation, Biodiversity

To preserve the quantity of the Borough's open space

7 Transport, Access & Movement

To reduce the climate change impact of transport and maximise accessibility

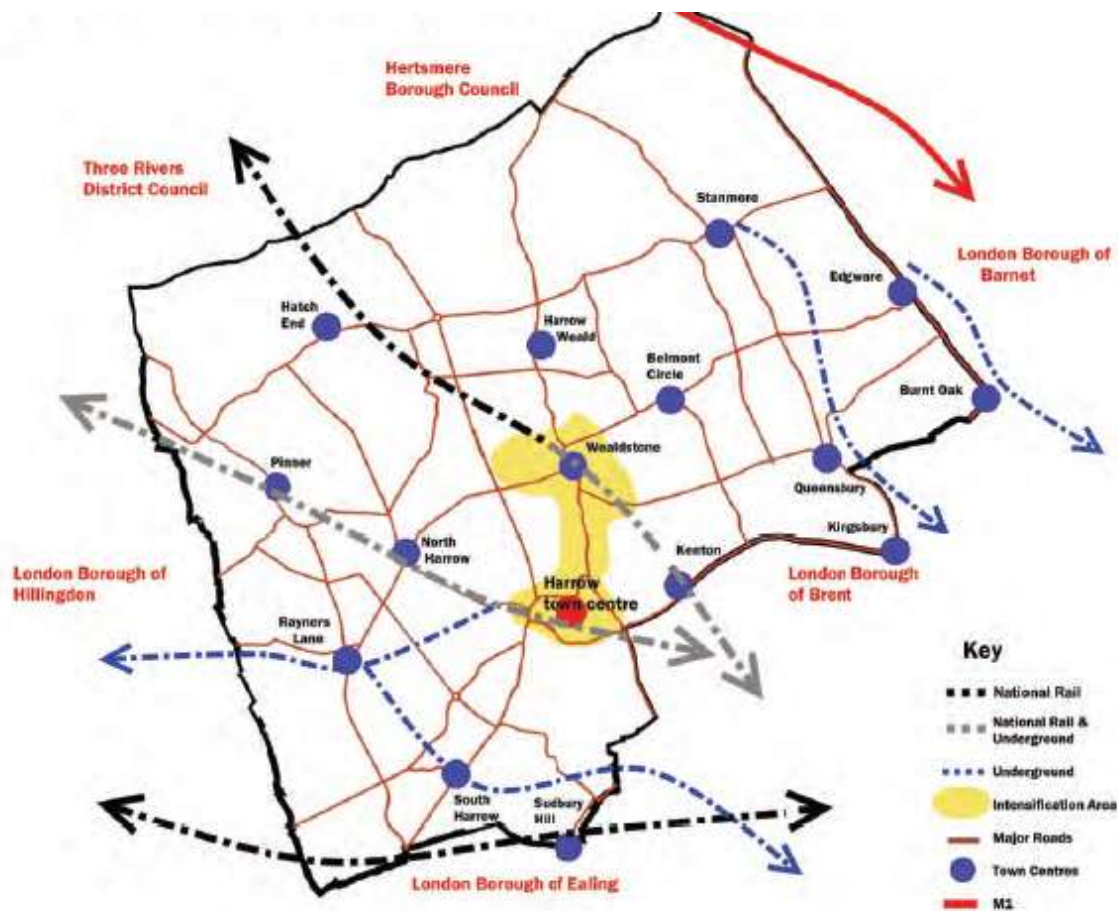
8 Quality of Life

To safeguard and enhance Harrow's distinctiveness as a place to live

Strategic policy

115. Finally the core strategy document contains 10 strategic policies. The two most relevant to the SHMA are summarised here. The core strategy key diagram reflects the spatial vision and policy especially in relation to growth.

Figure 4
 London Borough of Harrow Key Diagram (Source: London Borough of Harrow website)



Policy 1 Managing Growth in Harrow

116. The central area within Harrow has been identified as an Intensification Area because it has:

- the highest public transport provision within the Borough;
- good existing utilities infrastructure;
- capacity to grow, including some significantly large strategic opportunity sites;
- adequate and improving provision of services and facilities;
- the ability to enhance links to open space, recreation and leisure facilities in an area of
- current under supply;
- market interest; and
- an environment not threatened by growth that offers significant potential and opportunities to meet the full range of objectives of the Core Strategy.

117. Within the Harrow and Wealdstone Intensification Area the Council will deliver the spatial vision and strategic objectives of the Core Strategy by:

- accommodating a substantial portion of the Borough's future housing need through the delivery of higher density and high quality residential and mixed use development on key strategic sites and renewal areas;
- focusing and co-ordinating commercial investment in retail, office, higher education and leisure sector growth and development within Harrow town centre; and
- encouraging significant job growth through the intensification of designated and non-designated industrial and other business use within the Wealdstone Preferred Industrial Location, including the existing Kodak site.

118. Outside of the Intensification Area the Council will deliver the spatial vision and strategic objectives of the Core Strategy by:

- promoting mixed use development within the district and local centres, where the scale of development is compatible to the role and function of the centre and meets identified local needs;
- providing for the redevelopment and renewal of identified strategic brownfield sites located throughout the Borough; and F) requiring development to have regard to the local context and the need to manage cumulative impacts.

119. Across the entire Borough the Council will deliver the spatial vision and strategic objectives of the Core Strategy by:

- ensuring that development is matched by investment in social and physical infrastructure;
- ensuring that the design and layout of development addresses the impacts of climate change and the achievement of high standards of design and sustainability;
- increasing local choice and opportunity in housing and employment; and
- supporting land assembly but resisting inappropriate infill development and the loss of gardens.

Policy 2 Housing Policy

120. Between 2009 and 2026, at least 5,345 net additional homes will be delivered in the Borough. They will be broadly distributed as follows:

- A minimum of 2,500 homes within the Harrow & Wealdstone Intensification Area; and
- 2,835 homes on identified strategic development sites located throughout the Borough and within district and local centres.
- Elsewhere in the Borough, on smaller sites, development will be constrained by local context, requirements for higher urban and environmental design, and the need to manage cumulative impacts

121. At least 3,063 of the new homes to be provided between 2009 and 2026 will be affordable. An affordable tenure split of 60% social rented homes and 40% intermediate housing options will be sought unless local evidence suggests an alternative tenure split is appropriate.

Housing Strategy 2007-2014

122. The Borough faces major housing challenges to ensure that its residents are well housed and the more vulnerable supported. Particular concerns are to:

- Increase the supply of affordable housing;
- Make best use of existing stock;
- Improve the condition of the housing stock in all tenures;
- Provide for needs identified in the Supporting People Strategy, Homelessness Strategy and Older Persons' Review;
- Satisfy the needs of Black and Minority Ethnic (BME) residents;
- Improve neighbourhoods and the quality of life in Harrow;
- Make better use of resources and deliver value for money services; and
- Increase consultation, participation and communication with residents and service users.

123. In consultation with residents and housing stakeholders, and by examining the challenges shown above, the council has identified five priority objectives for housing. These are to:

- Meet the needs and aspirations of vulnerable people, especially older people;
- Continue to tackle homelessness and high demand, while reducing temporary accommodation;
- Improve neighbourhoods and the quality of life;
- Increase the supply of affordable housing; and
- Deliver high quality services.

124. The Affordable Housing policy requires an overall strategic target of 50% affordable housing from all sources. While a minimum 30% is to be provided on sites capable of being developed for 15 or more units, the Council would normally expect up to 50%. The affordable housing is to be provided in the ratio 70% social rented housing to 30% intermediate. Affordable housing contributions are calculated either by units or habitable rooms to encourage the provision of larger homes. Levels of affordable housing negotiated through planning agreements have increased year-on-year since 2004.

125. The council have worked in partnership with the Housing Corporation and Registered Social Landlords in the Borough to ensure continued investment on S106 sites thus enabling the maximum reasonable proportion of affordable housing to be delivered, including family homes.

126. The council has maintained a reasonable level of Housing Corporation investment through the National Affordable Housing Programme in Harrow despite the move to sub regional funding

which can disadvantage a local authority with fewer new build housing opportunities. Despite our low land supply, Housing Corporation investment in Harrow from 2005/6 – 2007/8 is projected to be around £36m. They will continue to follow this approach for the 2008-11 bidding round and for 'in year' bids. Within the West London Partnership the council have agreed a process for equitably distributing nomination rights across the sub region to secure housing opportunities for all residents despite where homes are developed.

127. The Five Year Housing Supply and the longer-term Housing Trajectory to 2022/23 indicates that Harrow will over-achieve its targets. However, this AMR precedes the economic downturn, which will have a major impact on housing completions for the next AMR period. Affordable housing completions are down on last year's figures, but affordable completions as a proportion of total completions have increased. The number of additional affordable units granted planning permission is above the HUDP target of 165 per year.
128. In 2007/08 Harrow's Housing Division reported that 127 new affordable housing units became available, 48 (38%) of these were social rented housing and 79 (62%) were intermediate housing.
129. Table 21 and Figure 10 show the net number of affordable housing completions as a proportion of the total housing completed in the Borough in the last six years. In 2007/08 a total of 116 affordable housing units were completed, compared with 156 in 2006/07, which equates to a decrease of 24%. These figures do not include acquisitions by Registered Social Landlords (RSLs) or dwellings completed in estate renewal schemes (eg. Rayners Lane Estate). Substantial contributions to affordable housing are now being provided in planning agreements with developers and housing associations working in partnership with the council.
130. As Figure 10 shows, there was a steady increase in the number of affordable housing units completed between 2005/06 and 2006/07, as a proportion of the total housing provision. There has been a decrease in 2007/08, but the proportion of affordable units completed has increased from 25.2% in 2006/07 to 31% in 2007/08. The 2007/2008 figure is still below the target of 165 units. However, Policy H6 was one of a number of housing policies which were deleted by the Secretary of State on 28 September 2007. Table 22 shows that the number of affordable units completed by housing associations has decreased by just one unit, while the affordable units completed by the private sector has decreased by 42%.
131. In 2007/08, 280 affordable housing units were granted planning permission, compared with 422 affordable housing units in 2006/07 (Table 23). This amounts to a significant decrease of 34%. Affordable permissions as a proportion of total permissions have decreased to 21.4% in 2007/08, in comparison to 31.8% in 2006/07. However, the number of units granted planning permission in 2007/08 is above the HUDP target of 165 additional affordable units per year.

Hillingdon LBC

The Borough

132. Hillingdon is London's second largest Borough, by area, covering 42 sq. miles (109 sq. kilometres) with a population of almost 260,000 people. The Borough has a distinctive character with its combination of suburban streets and shopping centres, industrial land, major office developments and large areas of open land, historic woodland and inland waterways including 4,960 hectares of Green Belt.
133. Current estimates suggest that the population of Hillingdon will grow to around 270,000 people around the year 2015, with a 14% growth in the Core Strategy period of 2011-2026. As the population of Hillingdon grows, it is anticipated that the diversity of the Borough will increase. At present around 21% of Hillingdon's population is made up of black and ethnic minority communities and this figure is projected to rise by a further 15-20% over the next 10 years. Compared to many other London Borough's, which have ageing populations, Hillingdon has a population with a high proportion of young residents, with around 41% being under 30 years of age and 19% being under 15 years of age.
134. Despite remaining one of London's greenest Boroughs, Hillingdon has a pivotal role in the economic success of the capital being the home of Heathrow Airport, the busiest international airport in the world. It attracts over 67 million passengers each year, and employs 68,400 people on site. In addition, a large number of international corporations have their headquarters in the Borough. There are around 7,500 registered businesses in Hillingdon, ranging from large multinational corporations to local family firms.
135. The overall indication is that the health of the population in Hillingdon is generally good with Hillingdon ranking 25th out of the 33 London Boroughs for poor health. The percentage of people classified as in good health from the 2001 census is 71.3%, with 7.4% in poor health. This compares to 70.8% and 8.3% respectively for Greater London and 68.8% and 9% for England. The Hillingdon Supported Strategy identifies a higher proportion of households within Hillingdon with special needs (16.7%) compared with the London average (13.3%). The strategy identifies Older People, Young People and People with Learning Disabilities as priority groups.
136. Basic education levels in the Borough are higher than the national average. The proportion of people with no qualifications (12.8%) was lower than London (13.9%) or England and Wales (15.6%). In terms of higher educational achievement, 23.1% of Hillingdon residents have a degree qualification below the London average of 30.5% and the national average of 24.2%.

Sustainable Community Strategy

137. The community strategy recognises that over the next ten years, Hillingdon will need to address key issues raised by the community, if it is to fulfil its potential and offer an exciting future to its residents by meeting its aspirations. In doing so, the Strategy sets out a series of one, three and ten year targets grouped into seven themes (identified below), including commencing the preparation and implementation of the Hillingdon LDF in the first year.

- A Borough of learning and culture: Where residents can develop their skills, broaden their knowledge and embrace new leisure pursuits;
- A safe Borough: Where crime and the fear of crime is falling, policing is visible and our community is safer;
- A clean and attractive Borough: Where the environment is protected, transport links improved and our heritage preserved;
- A Borough with improving health, housing and social care: Where first class health and social care and decent, affordable housing is available to all;
- A prosperous Borough: Where enterprise is encouraged, businesses supported and new jobs created for local people;
- A Borough where opportunities are open to all: Where communities are closer and stronger, local people are listened to, and excellent services are provided for all; and .
- A Borough where children and young people are healthy, safe and supported: Where our young people are valued, properly educated and given the opportunity to thrive.

Core Strategy

138. The document reviewed here is the Core Strategy Consultation Draft June 2010. Consultation closed on the 30 July 2010.

The Vision for Hillingdon 2026

139. Taking account of the priorities in the Sustainable Community Strategy, the Core Strategy has a seven point vision, which sets out how the borough will look in 2026. The Vision aligns with the six priority themes of the Council's Sustainable Community Strategy and provides a clear spatial expression of these priority themes.

140. Hillingdon is taking full advantage of its distinctive strengths with regard to its places and communities: The special character of the borough's natural and built assets have been protected and enhanced, fewer historic buildings and wildlife habitats are at risk, there are more locally-distinct buildings, and new higher standards of development, integrating renewable energy technology. More residents are accessing the borough's quality public open spaces, particularly in Harefield and south of the A40.

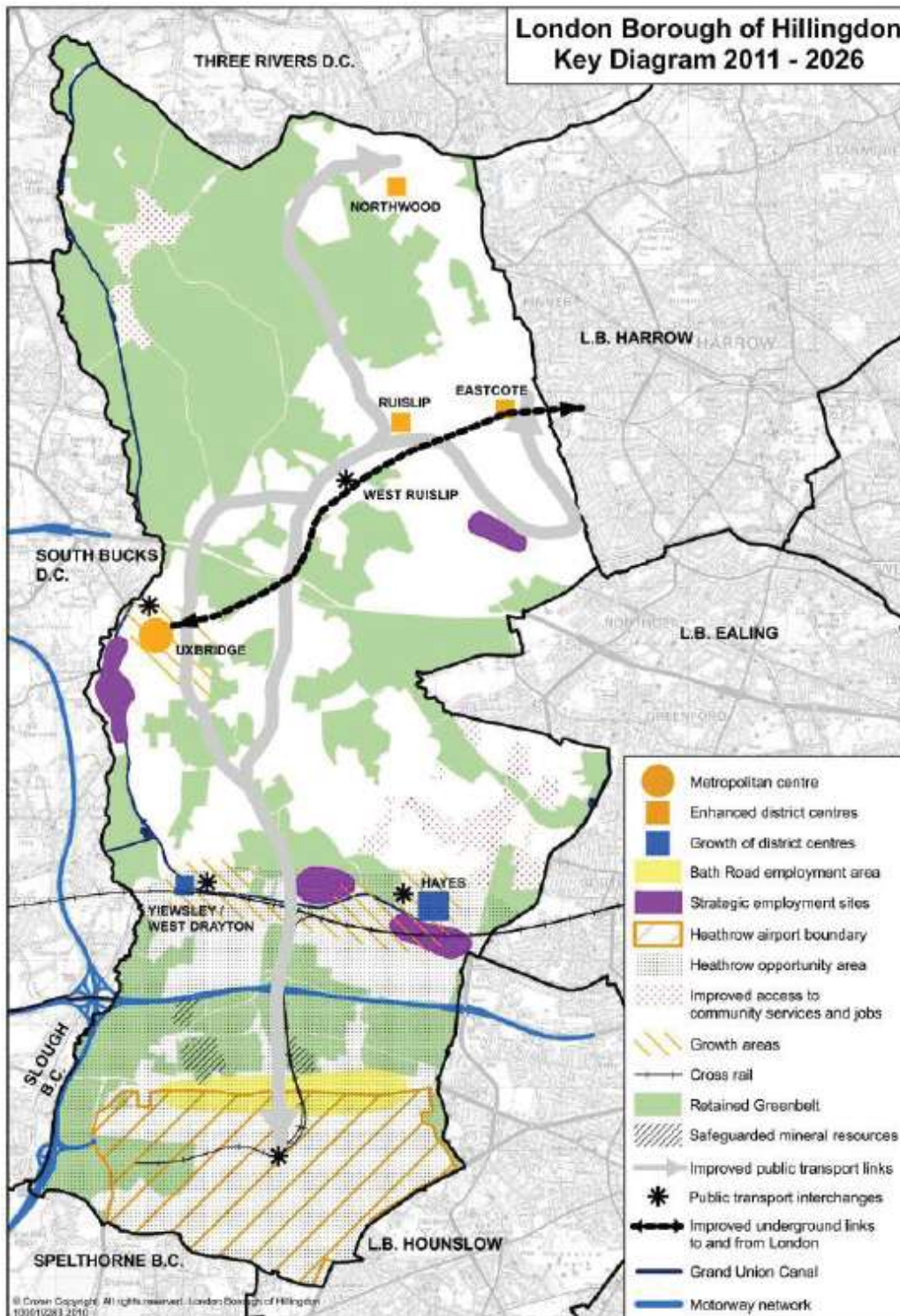
141. The social and economic inequality gaps in Hillingdon are being closed: The social and economic contrast between different parts of the borough have been improved. Hillingdon residents are benefiting from safer and more inclusive communities. Successful strategies have identified and addressed the particular reasons for inequalities in areas of identified need.

142. Improved environment and infrastructure is supporting healthier living and helping the borough to mitigate and adapt to climate change: Areas lacking the social, physical and green infrastructure required to support healthy lifestyles have been identified and measures are well under way to address these. Improved building design and less reliance on cars has helped the borough to reduce its carbon footprint. Generation of energy from renewable sources is common practice and older housing stock is also benefiting from climate change initiatives.

Town and neighbourhood centres are the focus for community activities and have a diverse range of uses including health clinics, cultural activities, local and business services, as well as retail and office uses.

143. Economic growth has been concentrated in Uxbridge, Heathrow and the Hayes/West Drayton Corridor, without ignoring local centres: Sustainable growth around Heathrow and the Hayes/West Drayton corridor (Heathrow Opportunity Area) is being managed through the Heathrow Opportunity Area Framework. Hillingdon continues to retain viable mineral resources within the Opportunity Area. Regeneration in Hayes and West Drayton town centres is under way through new high quality mixed-use development and Crossrail stations. Uxbridge has
144. expanded its role as the main urban centre in the borough through the development of RAF Uxbridge, an improved public transport interchange, and fast Underground links into central London. Development in Uxbridge and the Heathrow Opportunity Area have led by example in setting standards for new quality development that meets the challenges of climate change. Local centres in the north of the borough continue to flourish as a result of improved community infrastructure.
145. The following key diagram shows how the borough will look in 2026 after the vision and strategic objectives have been implemented.

Figure 5
 London Borough of Hillingdon Key Diagram (Source: London Borough of Hillingdon website)



Housing Strategy 2007-2010

146. A key aim of the strategy is to maximise opportunities to help people to live in affordable homes:

- By working in partnership with registered social landlords as part of the Housing Corporation's National Affordable Housing Programme and as part of local council initiatives such as the void transfer programme;
 - By developing affordable housing within council housing land in partnership with Hillingdon Homes;
 - By developing a range of options to enable local people to become home-owners;
 - By bringing empty properties back into use;
 - Preventing homelessness;
 - By providing a range of effective housing options and advice; and
 - By reducing the use of temporary accommodation.
147. The strategy estimates an annual shortfall of 3,564 affordable homes to 2010. As newly arising need has increased and the number of homes available for re-let has been decreasing, the annual shortfall has grown by nearly a quarter since 2001. On the basis of this evidence, there are and will continue to be many more households in Hillingdon needing affordable homes than there are homes available.
148. Up to a third of households in housing need may be able to afford intermediate housing (for sale or rent) but only if the cost is substantially below market prices. Although numerically the greatest need is for smaller homes, larger homes are in fact in much shorter supply and will take longer to make available. It is crucial for Hillingdon and West London to ensure that the supply of larger properties is increased in order to alleviate the pressures of overcrowding and homelessness.
149. The London Housing Strategy proposes that 35% of new social rented housing should have three bedrooms or more. West London Boroughs have agreed to aim for 50% with three or more bedrooms, to address the acute shortfall in supply of larger homes.
150. Importantly, the strategy states that Hillingdon, in common with other West London Boroughs, has neither the capacity nor resource to deliver 3,564 additional affordable homes each year. This is recognised in the London Plan, which sets a target for London Boroughs to achieve a net increase in housing based on their capacity. Hillingdon has performed well against the London Plan, exceeding its target, with 3,489 new homes being built since 1997.
151. The revised London Plan gives Hillingdon a target of 3,650 new homes to be built over the next ten years 2007 – 2016 i.e. 365 net new dwellings per year across all tenures. Hillingdon projects that it will achieve this target through its new planning guidance, the Local Development Framework (LDF).
152. The strategy states that Hillingdon Council is committed to increasing the supply of affordable housing across the public and private sector. There are a number of different programmes to increase the supply of affordable housing in the Borough. In addition to the housing association development programme enabled by the Council and funded by the Housing Corporation, the council states that it has established an innovative Void Transfer Programme and is one of very few local authorities in the country with a council house building programme.

153. The council has been working in partnership with housing associations since the early 1990s. The main support for affordable housing from the council is securing planning obligations for affordable housing funded with social housing grant provided by the Housing Corporation. The council will continue to seek alternative and new methods of meeting housing needs in the Borough to maximise the options for Hillingdon's residents to live in a home they can afford.

Hounslow LBC

The Borough

154. Geographically situated in outer West London, Hounslow is a large Borough covering approximately 22 square miles. Stretching from Chiswick in the east to the boundaries of Heathrow Airport in the west. The transition from the urban environment of the suburbs to the semi-rural environment of the urban fringe takes place within Hounslow.
155. The Borough has a mix of residential, commercial and industrial land uses interlaced with several waterways, including the River Thames, large areas of open space and areas of cultural and architectural heritage. It is reasonably well served by public transport and ideally located for national transport links, with easy access to major roads and motorways linking Central London and the City to the south west, Wales, the Midlands and beyond via the A4, M25 and M4. As an outer London Borough, Hounslow borders the London Boroughs of Hillingdon, Ealing, Richmond-upon-Thames, Hammersmith and Fulham and also Spelthorne Borough and Surrey County Council.
156. The Borough has four town centres – Brentford, Chiswick, Hounslow and Feltham. These centres as well as Chiswick Park, the Great West Road and Bedfont Lakes are the Borough's key nodes. Both Feltham and Hounslow town centres have recently undergone significant redevelopment with further development anticipated for Hounslow. The regeneration of Brentford continues with a number of vacant employment sites on the Great West Road being redeveloped for mixed-use.
157. Hounslow's residents live in communities stretching from Bedfont at the fringe of Greater London in the west to the Victorian streets of Chiswick in the east. Local areas are very different in character and therefore have different needs. There have always been some affluent parts of the Borough and, taken as a whole, Hounslow is not poor in comparison to many other Boroughs. However, there are notable and persistent areas of deprivation in the Borough in the wards of Bedfont, Brentford, Hanworth, Heston West and Syon. These areas are characterised by higher unemployment, skills mismatch, a large percentage of lone parent families, lower academic attainment, high crime rates and drug abuse, a higher amount of local authority housing, and areas of environmental and industrial decline.

Community Plan 2007-10

158. The Community Plan sets out seven key themes, all of which interlock and support one another. The overarching theme is 'A Growing Community'. The plan recognises that the population is changing and with this so do people's needs. To ensure partners can support developments, the council have set out how they will structurally provide housing and an infrastructure that will

help build strong local communities.. A Growing Community provides a framework for supporting the delivery of services and activities needed to meet the objectives of all of the remaining themes:

- A Cleaner and Greener Community;
- A Safer and Stronger Community;
- A Healthy and Caring Community;
- An Economically Active and Skilled Community;
- A Children and Young People's Community; and
- A Creative Community

159. In order for the Borough to deliver the themes there are two key principles driving the work at all times:

- "Community Cohesion underpins all of the work we do. Partners are committed to ensuring that Hounslow provides services and activities that are inclusive of all residents regardless of race, religion, ethnicity, gender, age, disability or sexual orientation"
- "Openness and transparency is vital to the work we do: it ensures that partners are honest with each other and with the people they serve"

160. Growth is very much an overarching theme which impacts on all other themes in the plan. The council predicts further growth in Hounslow in the coming years with more people wanting to live, work, study in and visit the borough. The capital's population is expected to grow by over 1.2 million between 2005 and 2026. Hounslow's position as the Heathrow gateway to London, and with the opening of Terminal 5, virtually guarantees growth here.

161. Furthermore, a growing population that is changing in diversity provides many challenges for the borough, including the provision of quality housing and a supporting infrastructure. The demographics across London are changing, and it is recognised that this will have an impact on community cohesion at a regional and local level. The population changes will increase the number of people living in the borough from different age groups and backgrounds. Partners will need to work together to support developments with sustainable solutions that will enable people and neighbourhoods to be equal and united. Partners are aware that the impact that population growth will have on the borough cannot be underestimated.

Core Strategy

162. The first stage of consultation on the Core Strategy, the Issues and Options, was carried out between May and September 2007. The next stage will be the production of a preferred strategy in 2010. The Council has produced and adopted the Brentford Area Action Plan (January 2009) as part of its Local Development Framework which makes provision for over 2,000 additional homes within the action plan.

163. Citing the Hounslow Community Plan, the Core Strategy states that the Council's vision is that "By 2017 Hounslow will be a borough that achieves the aspirations of its local community and

continues to be proud of its identity. It will be a borough that thrives from a new sense of unity where communities continue to celebrate diversity and build cohesion”.

164. Its main aims are to:

- Improve the local environment and promote carbon-neutral policies and practices;
- Ensure appropriate, attractive and decent housing;
- Enable residents to use transport that is healthy, affordable and accessible;
- Ensure everyone has a feeling of safety and comfort;
- Provide help and support for the vulnerable; and
- Support the young and old to be part of a skilful, aspiring community.

165. Over the last few years Hounslow has seen significant growth in the number of new homes built. Between 2000 to 2006, an average of 582 new homes were built throughout the Borough which is higher than the revised London Plan target of 445 new dwellings.

166. The Core Strategy states that it will need to plan to provide a minimum of 4,450 new homes for the period up to 2016/17. This represents a 5% increase above the existing stock of approximately 91,000 homes. The Core Strategy must also consider the broad locations of additional housing sites for the period 2017/18 to 2026.

167. Hounslow has a need for large social rented units. In accordance with the London Plan (2008) all housing developments in the Borough capable of providing 10 or more residential units are required to make provision for 50% onsite affordable housing.

168. The strategy states that in broad terms, there is no overriding need to provide additional land for housing. In addition to this supply it is also likely that additional sites will come forward as part of plan making process and that large ‘windfall sites’ will contribute to increased housing supply throughout the plan period.

169. The locations seen as most suitable for new housing development were town centres and edge of centres. The consultation highlighted that these locations were considered to be suitable for higher density housing, such as flats and terraced housing. In these locations, there is also potential for housing as part of mixed use development, which could contribute to the development of more sustainable communities located in close proximity to a range of services and employment.

170. Two of the Borough’s town centres, Hounslow and Feltham, are being redeveloped. Feltham has recently benefited from significant investment in association with the redevelopment of its town centre. ‘The Centre’ in Feltham is a new open air precinct comprising retail and service units, as well as new housing.

171. In Hounslow, the Blenheim Centre, a £220 million project to redevelop the north of the town centre, is under construction. A new superstore has recently opened. The Blenheim Centre is a two-phase development. Phase 2 is being re-negotiated. The second phase of the centre may

involve around 13, 000 square metres of new comparison goods floorspace and 1,100 square metres of restaurant and cafe floorspace.

Housing Strategy 2009-14

172. The borough recently completed its Strategic Housing Market Assessment (SHMA) and based on its findings, will shortly be publishing the 2009-2014 housing strategy which identifies the following five objectives:
- Ensuring well managed and good quality social housing;
 - Improving housing standards in private housing, particularly the private rented sector;
 - Preventing Homelessness and reducing dependence on social housing;
 - Increasing the supply of affordable housing, particularly family sized accommodation (3 + bed) and providing a range of opportunities for Hounslow Residents to become home owners; and
 - Working together to build healthy, safe and sustainable communities.
173. The SHMA identified that in line with other West London boroughs there is a shortfall in affordable housing, particularly in family sized accommodation of 3+ bedrooms.
174. Hounslow has agreed to add 243 units every year for the next three years, which the borough is confident will be achieved. It recognizes however that this will not on its own alleviate the significant overcrowding problem (above the London average) and the growing number of families moving that feel they must move out of the borough in order to secure more affordable accommodation. The strategy will emphasize the delivery of family sized accommodation and alleviating overcrowding through alternative housing options.
175. In 2008, Hounslow became an overcrowding Pathfinder and received £100,000 funding from CLG. This money is being used to fund two overcrowding officers that take a 'hands on' approach to finding alternative housing options for residents. The officers also visit overcrowded families to offer mitigation solutions or assist older family members to find their own accommodation.
176. The private rented sector (PRS) has increased significantly in the borough as a proportion of the stock, it has increased well above the London average at 60%. Following the Government's Mandatory Licensing Scheme, LB Hounslow licensed over 200 HMO's and was the first authority in the country to apply for additional licensing.
177. The forthcoming strategy will recognize the pressures that a growing private rented sector can have on the local community as well as the issues around ensuring standards and professionalisation of landlords. It will set out plans to continue the ongoing licensing of houses in multiple occupation (HMO's) and also its approach to bringing empty properties in the borough, back into use.
178. The successful delivery of prevention initiatives through a range of partners have helped reduce the numbers of homeless applications and acceptances in Hounslow which have now halved since 2003/4. The number of 16/17 year olds accepted as homeless has also decreased however youth homelessness still remains a significant issue for Hounslow, particularly for young people

in Bed and Breakfast. The strategy sets out plans to restructure hostel provision for 16/17 year olds and delivery of a more appropriate service, according to need.

179. In 2009, Hounslow was awarded Beacon status for its outstanding work in the area of cohesive and resilient communities. The strategy puts particular emphasis on strategic leadership and the bringing together of local partners to meet the housing needs of such a diverse borough of which nearly half of the households belong to a BME group.
180. The housing strategy also identifies the role housing has to play in building cohesive communities, particularly through securing a mix of types and tenures and also through design. The strategy commits to exceeding design and environmental standards wherever possible and embracing new technologies to ensure environmental sustainability of both the new and existing stock.

Kensington and Chelsea LBC

The Borough

181. With a population estimated at 178,600, Kensington and Chelsea is the most densely populated borough in the country, housed into less than five square miles of land. It is primarily residential but is an internationally recognised shopping destination, hosts world renowned arts and cultural facilities and events, and boasts some of London's most visited parks and outdoor spaces. It is also a borough of extremes with some of the wealthiest neighbourhoods in the country as well as some of the most deprived. Statistics on deprivation show that North Kensington and parts of Earl's Court and South Chelsea face complex combinations of problems such as low incomes, relatively high unemployment and poor health.
182. The highest levels of deprivation are found in North Kensington, highlighting the need to focus on regenerating this area. In the past central government has made extra resources available to do this but changes in the way this funding is allocated mean that the borough no longer qualifies for this help. As such, it believes that the Kensington and Chelsea Partnership plays an important role in working to direct mainstream resources – the money that the Council, the police, the fire service, the Primary Care Trust and other partners spend on a day to day basis – towards co-ordinated and targeted initiatives that address the causes and consequences of deprivation in North Kensington. In order to meet the achievement of the strategy's objectives the Partnership will identify some performance targets which set higher levels of improvement for North Kensington.

Community Strategy 2008-18

183. The strategy recognises the interconnectivity of many themes within the strategy. The cross-cutting nature of particular issues means that one element within the strategy may impact on the delivery of another.
184. It identifies three main themes including:
 - Health and well-being;
 - Safer communities; and

- Inclusivity and equality.
185. Affordability is a key issue throughout the Borough. It has the highest property prices in the United Kingdom. In March 2008, the average price of a home in the borough was £841,000, almost three times the London average. It states that alongside this wealth there have always been the less well off – whether in the former hostels of Earl’s Court or the larger areas of social housing in the north of the borough.
186. Also, it states that the quality of housing is not consistent across the borough. A number of the borough’s housing estates are in significant need of improvement because the stock is aging and maintenance costs are high. The Council is working to improve the social rented sector.
187. The strategy states that work is also underway to improve the private rented sector. The council’s Private Sector Renewal Strategy 2008 sets out a commitment to address poor living conditions in the private sector. The strategy takes forward the findings of the 2006 Private Sector House Condition Survey which estimated that 35 per cent of private dwellings failed the Decent Homes standard. This is of particular concern where vulnerable people are accommodated in private sector dwellings. The Council’s efforts to address this are detailed in the Private Sector Renewal Strategy and the forthcoming Housing Strategy, due to be published in early 2009.
188. Finally, the strategy states that to accommodate a diverse population, there is a need to create neighbourhoods that are mixed in tenure, size and suitability to people at different stages of life. In line with the London Plan, the Council is proposing that all new build homes will be constructed to the Lifetime Homes standard, so that they support the changing needs occurring throughout a family’s life cycle. Lifetime Homes are ordinary homes incorporating a number of design features that can be universally applied to housing design at minimal cost. This enables people to maintain their independence and to stay in their own homes.

Core Strategy

189. The following is based upon the submission draft core strategy. The Council is expected to adopt and publish the core strategy in November 2010.

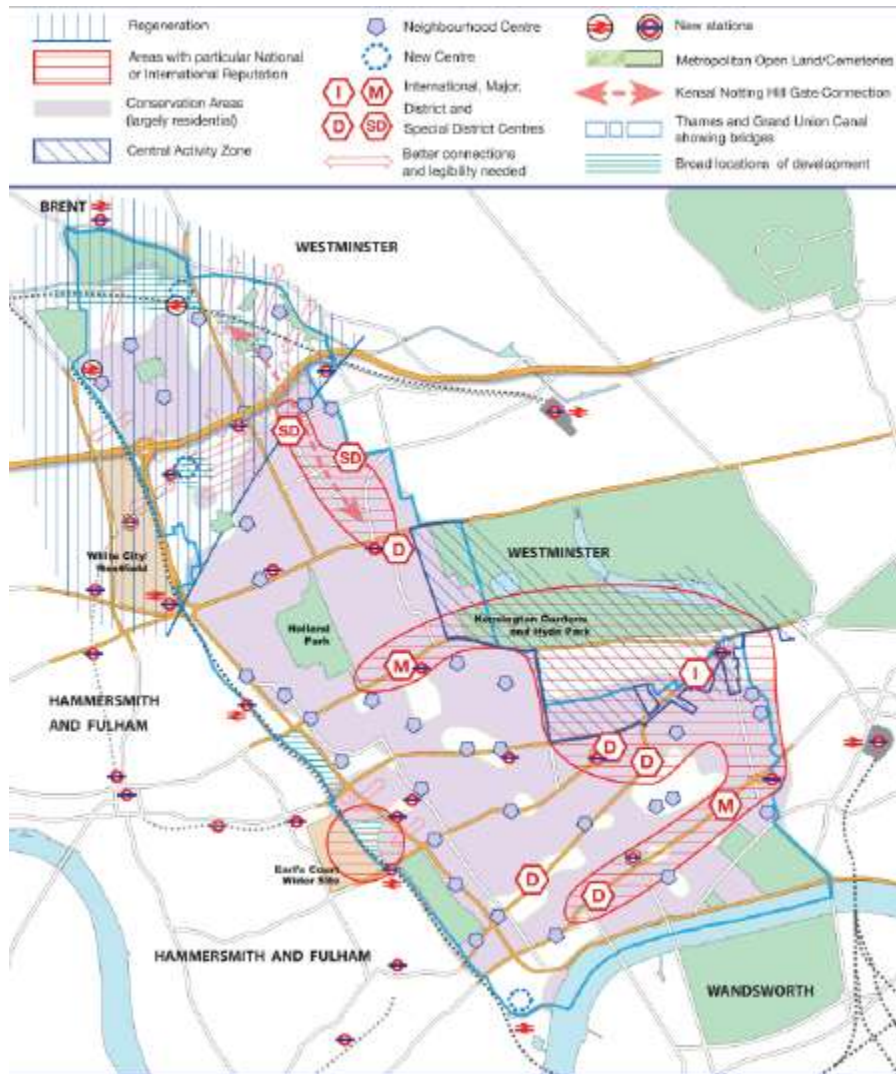
Vision for the Royal Borough: Building on Success

190. The vision for Kensington and Chelsea over the next 20 years is to build on success. To further develop the strong and varied sense of place of the Borough, the council will
- stimulate regeneration in North Kensington through the provision of better transport, better housing and better facilities;
 - enhance the reputation of our national and international destinations – Knightsbridge, Portobello Road, South Kensington, the King’s Road, Kensington High Street, and Earl’s Court – by supporting and encouraging retail and cultural activities in particular;
 - uphold the residential quality of life so that the borough can remain the best place in which to live in London, through cherishing quality in the built environment, acting on

environmental issues and facilitating local living, including through strengthening local centres.

191. This vision is captured in the following key diagram.

Figure 6
 London Borough of Kensington and Chelsea Key Diagram (Source: London Borough of Kensington and Chelsea website)



Core strategy strategic objectives

192. The vision is to be realised through achieving the following objectives.

Strategic Objective: Keeping Life Local

The strategic objective to keep life local is for strong, effective local centres, for social and community facilities to be widely available, and for neighbourhood functions, including local shopping facilities, to be easily accessible, so that residential communities can flourish.

Strategic Objective for Fostering Vitality

Our strategic objective to foster vitality is that the quality of life of our predominantly residential Borough is enhanced by a wide variety of cultural, creative and commercial uses which can significantly contribute to the well being of residents and to the capital's role as a world city.

Strategic Objective for Better Travel Choices

Our strategic objective for better travel choices is that walking, cycling and public transport are safe, easy and attractive, and preferred by our residents to private car ownership and use.

Strategic Objective for an Engaging Public Realm

Our strategic objective for an engaging public realm is to endow a strong local sense of place by maintaining and extending our excellent public realm to all parts of the Borough.

Strategic Objective for Renewing the Legacy

Our strategic objective to renew the legacy is not simply to ensure no diminution in the excellence we have inherited, but to pass to the next generation a Borough that is better than today, of the highest quality and inclusive for all, by taking great care to maintain, conserve and enhance the glorious built heritage we have inherited and to ensure that where new development takes place it enhances the Borough.

Strategic Objective for Diversity of Housing

Our strategic objective to have a diversity of housing is that at a local level it will cater for a variety of housing needs of Borough residents, and is built for adaptability and to a high quality.

We will have diversified housing: more than 7,000 new homes will have been built, including at least 1,600 affordable homes; new housing will address shortcomings in the mix of the existing building stock; more larger family housing will have been provided, both through new build and through 'de-conversions'; there will be more accommodation suitable for older people; new homes will be lifetime homes compliant and 10% will be wheelchair accessible.

Strategic Objective for Respecting Environmental Limits

Our strategic objective to respect environmental limits is to contribute to the mitigation of, and adaption to, climate change, significantly reduce carbon dioxide emissions, maintain low and further reduce car use, carefully manage flood risk and waste, protect and attract biodiversity, improve air quality, and reduce and control noise within the Borough.

Housing Strategy 2003-2008

193. The council's Housing Strategy 2003-2008 addresses many of the issues highlighted above. It identifies seven key aims:

- Community leadership;
- Protecting the public;
- Supporting vulnerable people;

- Quality and Value for money;
 - Building better communities;
 - A highly valued environment in which to live and do business; and
 - To improve local skills and education standards
194. It acknowledges Housing providers and tenants are central to the design and implementation of strategies and policies which aim to reduce crime and social exclusion, reduce unemployment, support education, improve health, and create balanced, sustainable, communities.
195. It suggests that over recent years there has been a number of trends:
- an excess of demand over supply for housing in all tenures;
 - an imbalance between the level of housing need and the availability of housing and capital resources;
 - record numbers of households in temporary accommodation;
 - a significant decline in local nursing home supply and a growing demand for extra care housing;
 - a substantial backlog of repairs to the social housing stock;
 - a high proportion of homeless households accepted for rehousing due to adult vulnerability, e.g. mental health problems, physical disability;
 - a higher proportion of HMOs falling within the high risk category of fire hazard than almost any other local authority;
 - social housing tenants facing rent increases through the Government's rent restructuring formula which is partly based on capital values; and
 - limited opportunities for people on middle incomes to rent or become home owners.
196. Although it is likely that housing policy has already alleviated some of the issues outlined above, it is possible that continuing high house prices will mean that some issues such as affordability remain acute.
197. In relation to affordable housing, the strategy emphasises that the council works with a number of housing providers, developers and local authorities to maximise the supply of affordable housing. This is achieved through the development of new housing and ensuring that best use is made of existing housing stock.

Summary

198. This section has examined local housing and planning policies.
199. The West London housing submarket is one of contrasts. Although many areas such as Kensington and Chelsea are affluent, it also contains many areas of poor housing and social deprivation. The key factor connecting all local housing markets remains housing affordability. All local authorities will need to undertake a step change in affordable housing output if affordability is not to worsen.
200. Also, it is apparent that, to varying extents, local housing policies reflect the key issues of sustainability and cohesion. Nonetheless, it is essential that future growth is balanced with environmental needs and that housing and planning policy is integrated with relevant policies such as economic, transport, health and education.