

LOCAL ECONOMY



Floorspace use

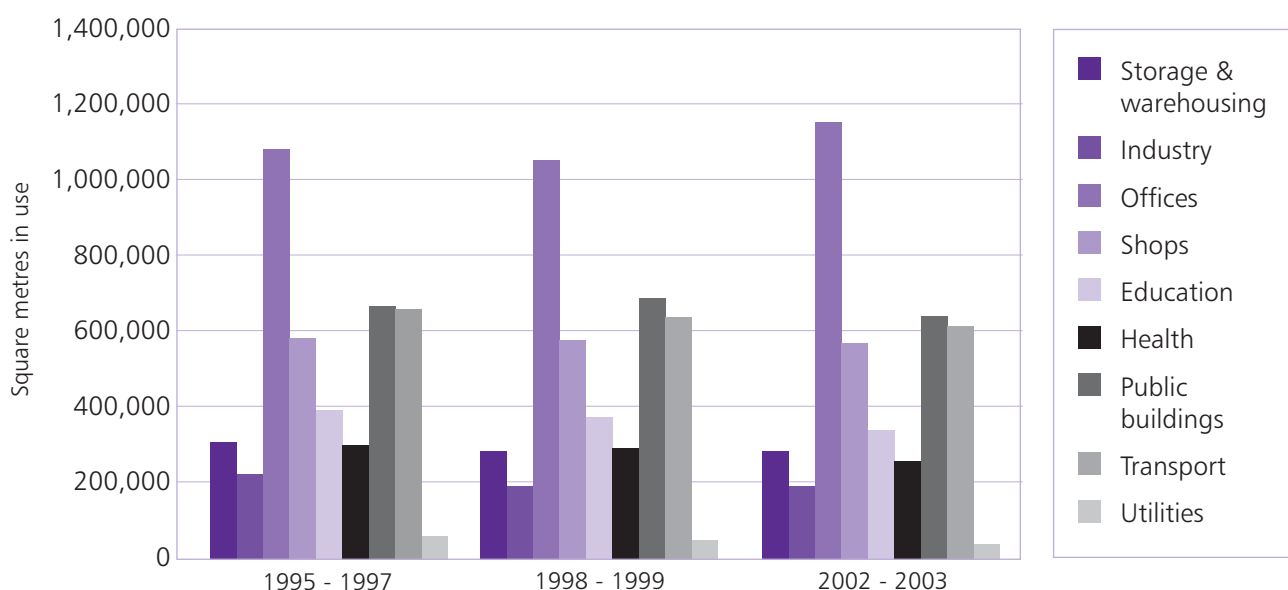
- Over the last 30 years the centre of Hammersmith has developed into a major sub-regional office location and offices make up the main employment-generating floorspace use in the borough.
- Industrial space has been in long-term decline in the borough. There was a fall in industrial floorspace use of 33.6% between 1992 and 2003.
- The storage and warehousing floorspace use trend is stable.
- Retail uses have expanded by 5% in the 1992-2003 period.
- The main changes have been an expansion in supermarkets and grocery outlets at the expense of smaller more specialist food retail (butchers, greengrocers etc).

Floorspace use, square metres, 1992-2003 – total borough

Use (sq m)	1992	1995-7	1998-9	2002-3
Storage & warehousing	298,928	308,673	285,229	284,122
Industry	289,222	224,546	193,424	192,117
Offices	1,063,523	1,080,440	1,051,822	1,154,253
Shops	531,396	581,223	576,566	568,546
Education	406,301	393,941	375,460	341,492
Health	292,760	300,165	294,682	260,359
Public buildings	623,977	665,872	688,260	640,858
Transport	461,825	658,358	637,515	613,856
Utilities	71,337	62,606	52,113	40,395

Data Source: Environment Dept Land Use Survey

Floorspace use, square metres, 1995-2003



- 'Land Use changes in Hammersmith & Fulham 1992 – 2003', the full report is available on the council website www.lbhf.gov.uk/Directory/Housing_and_Planning/Planning/Local_plan_-_minerals/48235_LDF_Research.asp

Approved major development sites

- The largest commercial development in the borough currently under construction is the White City retail leisure centre in Shepherd's Bush Green ward.
- Approved developments not yet under construction include a Music Centre at the BBC site in College Park & Old Oak ward and additional buildings at the Hammersmith Embankment business park.
- Additional public open spaces are planned at Imperial Wharf and Hammersmith Embankment.

Major commercial developments under construction, January 2006

Site	Ward	Description
White City, W12	Shepherd's Bush Green	A major development to provide up to 109,319 sq m of shopping, restaurant etc floorspace in Use Classes A1, A2, A3, A4 and A5. It will also include a multi screen cinema, library, workshops, a bus station and two new railway stations (on the West London Line and the Hammersmith & City Line).
6-10 Southcombe Street, W14	Avonmore & Brook Green	Former Magistrates Court. Partial demolition, change of use and extension to use as offices, 2,182 sq m
Imperial Wharf Block H, SW6	Sands End	1,003 sq m of office space to be provided on the first floor of a block also containing residential and other uses

Data Source: London Borough of Hammersmith & Fulham

Major commercial developments approved but not started, January 2006

Site	Ward	Description
Rear of 39-61 Gwendwr Rd, W14	Avonmore & Brook Green	Development as a 3 storey building with 5 office units, 1,239 sq m
Exhibition Garages, Addison Bridge Place, W14	Avonmore & Brook Green	Redevelopment of garages as a 2/3 storey building with 5 office units providing 3,123 sq m
40 Peterborough Road, SW6	Parsons Green & Walham	Redevelopment as 3 storey plus basement building as offices (1,040 sq m) and 2 live-work units
28 Peterborough Road, SW6	Parsons Green & Walham	Redevelopment as 3 storey building with 8 office units (1,331 sqm)
BBC, Wood Lane, W12	College Park & Old Oak	A further stage in the development of the BBC complex including the Music Centre (12,512 sq m), the gateway office building (19,534 sq m) and ancillary shops and restaurants
Hammersmith Embankment, W6	Fulham Reach	Existing permission is for a further 48,370 sq m of office space within 8 buildings, along with 12 affordable housing units and new open space. Revised scheme submitted.
Centre West (Broadway Centre), W6	Hammersmith Broadway	The remaining phase of office development on the north east side for 9,034 sq m in a 6 storey building
Britannia House, 1 Glenthorne Road, W6	Hammersmith Broadway	Redevelop Britannia House as a 9 storey building providing 4,817 sq m of offices
Hammersmith Palais, Shepherds Bush Rd, W6	Hammersmith Broadway	Redevelop the Palais as a building of 2-6 storeys as offices (6,747 sq m) with new leisure space (3,996 sq m) and restaurant.
70-74 and 82-84 Parsons Green Lane and former Co-op Depot, SW6	Town	Redevelopment as a 3 storey plus part basement building as shops, restaurant and offices (4,988 sq m) plus 8 two storey units at the rear as workshop/ studios (2,860 sq m). Revised scheme submitted.
Imperial Wharf, Block D, SW6	Sands End	This Block will contain around 4,200 sq m of office space
280-284 Munster Road, SW6	Munster	Part conversion/ part redevelopment of vehicle repair workshop as office units totalling 1,299 sq m
84-88 Fulham High Street, SW6	Palace Riverside	Refurbishment of former TA buildings and redevelopment of the rest for mixed uses including shops, restaurant and 1,054 sq m of offices
190-192 Goldhawk Road, W12	Askew	Erect a 2 storey plus basement building providing 1,050 sq m of offices
Mecca Bingo Hall, 58 Shepherds Bush Green, W12	Shepherd's Bush Green	Redevelop as a 182-bed hotel, 719 sq m of retail space, and leisure facilities

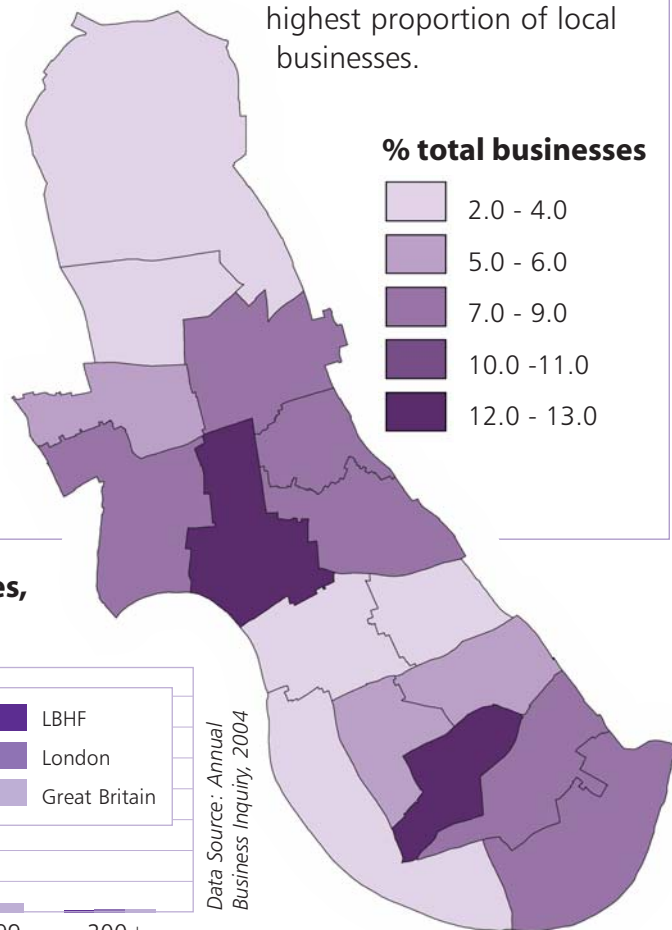
Data Source: London Borough of Hammersmith & Fulham

Local business - numbers and size

- Business start-up and closure rates are proxied from VAT registration data. Most businesses with an annual turnover of £60,000 or higher are required to register for VAT.
- The total number of VAT registered businesses in Hammersmith & Fulham has risen steadily to more than 8,000 in 2004.
- Business start-up and closure rates are higher in London than the rest of the country, and this is reflected in Hammersmith & Fulham which has a busy local economy with some of the highest business start-up and closure rates in London.
- Hammersmith & Fulham has a level of local business activity that is nearly

20% higher than the average across London and nearly double the national average.

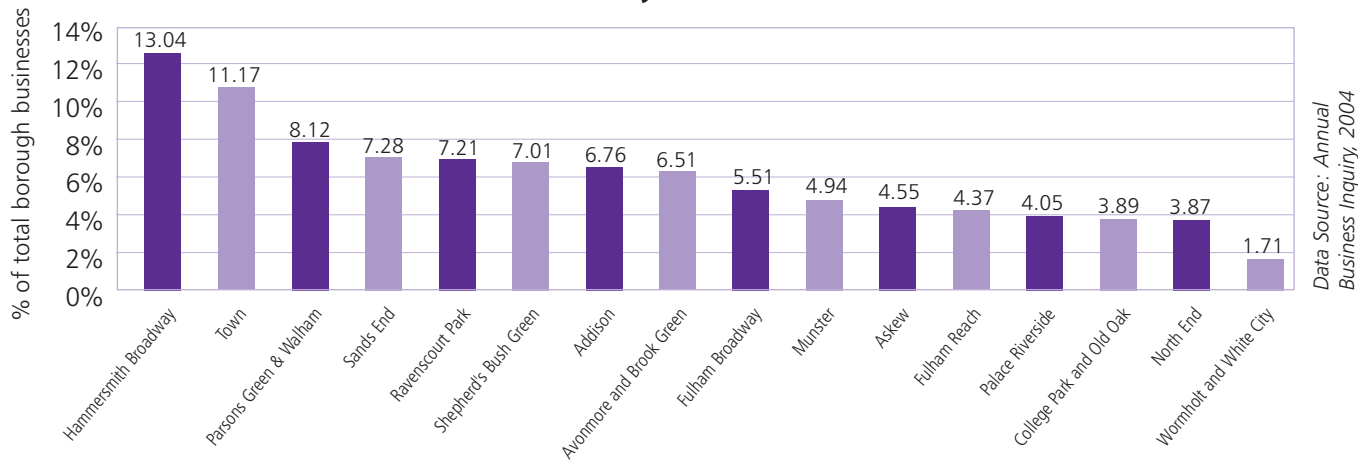
- As would be expected, the town centre wards of Hammersmith Broadway and Town have the highest proportion of local businesses.



Local businesses by number of employees, 2004 - comparative data



Total number of local businesses, 2004 - by ward



Local business - by industry

- There are more than 10,000 businesses located in Hammersmith & Fulham with a total of more than 110,000 employees.
- 76% of these businesses have less than five employees.
- 3% of these businesses have more than 50 employees.
- The largest sector in the borough is the financial and business services sector, employing more than 25% of the total workforce. This is less than the London average for this sector.
- Health and social work is a large local sector (15%), with two large hospitals in the borough.
- The retail sector in the borough is smaller than the London or national averages, but will grow significantly with the completion of the White City centre.

Businesses by number of employees/industrial structure of employment, 2004 - comparative data (by % of total businesses)

Number of employees	1-4		5-10		11-49		50-199		200+	
	LBHF	London	LBHF	London	LBHF	London	LBHF	London	LBHF	London
Manufacturing	75.9	70.6	13.4	14.3	7.7	11.6	2.1	2.7	0.9	0.7
Construction	85.5	84.1	6.5	8.7	6.9	5.5	0.7	1.4	0.4	0.3
Wholesale/retail trade	74.9	73.0	14.2	14.6	8.4	9.8	2.2	2.0	0.4	0.5
Hotels and restaurants	50.2	50.3	21.4	23.3	25.3	22.4	2.4	3.5	0.6	0.4
Wholesale/retail trade	74.9	73.0	14.2	14.6	8.4	9.8	2.2	2.0	0.4	0.5
Hotels and restaurants	50.2	50.3	21.4	23.3	25.3	22.4	2.4	3.5	0.6	0.4
Transport, storage & communication	61.7	64.5	17.7	15.3	13.6	12.8	5.4	5.4	1.6	2.0
Real estate, renting, business activities	84.1	81.8	8.7	9.5	4.9	6.3	1.8	1.8	0.4	0.6
Public admin/defence, social security	15.2	28.8	26.3	16.9	42.4	31.9	13.1	15.9	3.0	6.5
Education	39.3	29.9	7.5	11.5	32.2	33.8	19.2	22.3	1.9	2.5
Health and social work	46.8	39.2	25.7	27.0	22.5	27.5	2.9	5.1	2.0	1.1
Community, social & personal services	83.3	82.1	9.4	10.0	4.7	5.9	2.0	1.6	0.5	0.3
Other	70.0	63.2	0.0	15.0	10.0	13.5	0.0	6.0	50.0	2.2
Total	76.2	73.7	11.8	12.7	8.8	10.1	2.5	2.8	0.7	0.7

Data Source: Annual Business Inquiry, 2004

Industrial structure of employment, % borough jobs, 2004 - comparative data

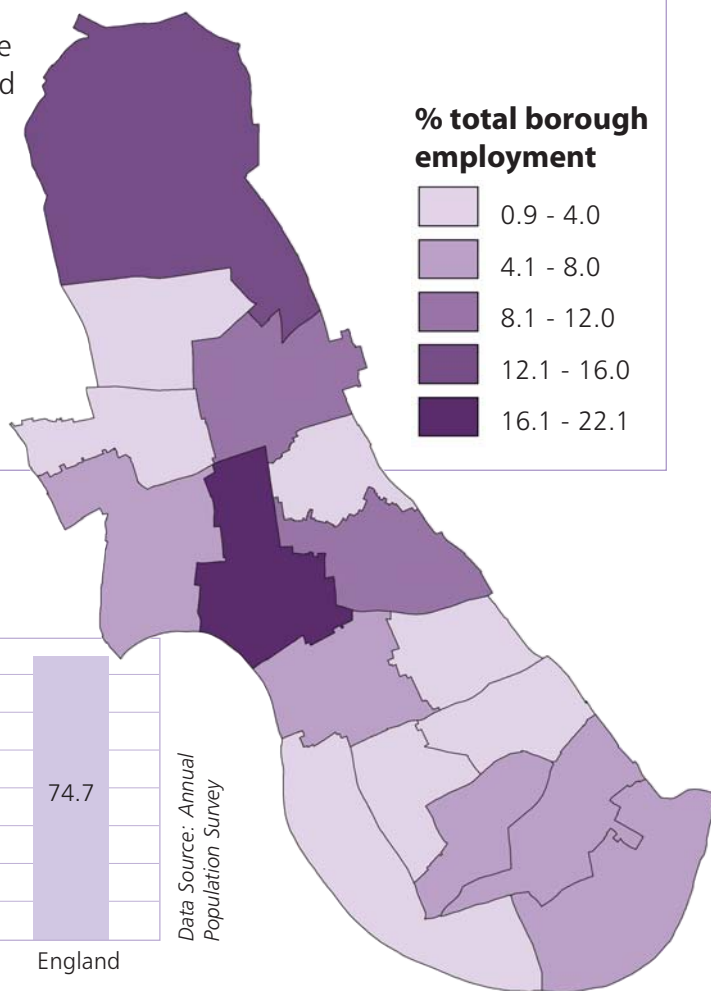
	Men		Women		LBHF total		London		UK	
	number	%	number	%	number	%	number	%	number	%
Manufacturing	3,798	7.0	3,092	5.4	6,890	6.2	215,600	5.5	3,092,131	11.9
Construction	1,193	2.2	215	0.4	1,408	1.3	119,185	3.0	1,178,329	4.5
Wholesale/retail trade	7,482	13.8	6,326	11.0	13,808	12.4	592,034	15.0	4,643,536	17.8
Hotels and restaurants	4,300	7.9	3,869	6.7	8,169	7.3	289,125	7.3	1,774,988	6.8
Wholesale/retail trade	7,482	13.8	6,326	11.0	13,808	12.4	592,034	15.0	4,643,536	17.8
Hotels and restaurants	4,300	7.9	3,869	6.7	8,169	7.3	289,125	7.3	1,774,988	6.8
Transport, storage & communication	3,316	6.1	2,117	3.7	5,433	4.9	305,112	7.7	1,544,141	5.9
Real estate, renting, business activities	15,787	29.2	12,794	22.3	28,581	25.6	1,249,859	31.6	5,193,452	20.0
Public admin/defence, social security	2,056	3.8	1,763	3.1	3,819	3.4	229,987	5.8	1,435,191	5.5
Education	2,364	4.4	4,722	8.2	7,086	6.4	295,568	7.5	2,378,900	9.1
Health and social work	3,872	7.2	12,703	22.1	16,575	14.9	370,313	9.4	3,058,174	11.8
Other community work	9,945	18.4	9,746	17.0	19,691	17.7	275,296	7.0	1,338,181	5.1
Other	28	0.1	9	0.0	37	0.0	11,755	0.3	387,681	1.5
Total	54,141	100	57,356	100	111,497	100	3,953,834	100	26,024,704	100

Data Source: Annual Business Inquiry, 2004

Total employment

- Nearly half of the employees in Hammersmith & Fulham are located in three wards; Hammersmith Broadway, College Park & Old Oak and Shepherd's Bush Green.
- Hammersmith Broadway ward is home to several multinational companies and is the largest employment area with nearly 25,000 employees.
- College Park & Old Oak ward is the second largest employment area with the BBC White City, Woodlands and Media Village offices, as well as the Hammersmith Hospital, employing large numbers of people.

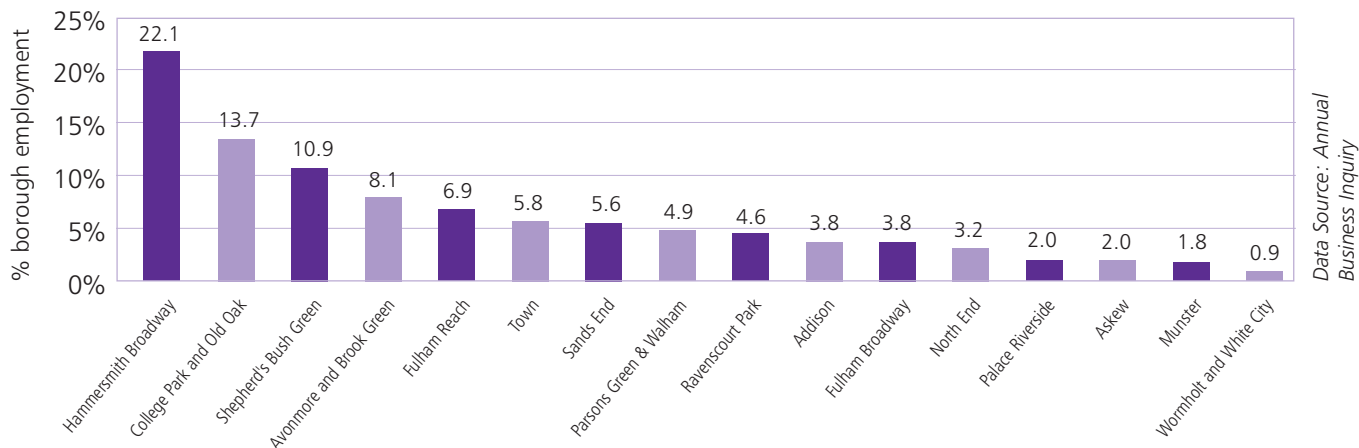
■ The mostly residential area of Wormholt & White City ward has the smallest number of employees, less than 1% of the borough total.



Total employment, % employment rate, 2004-05 - comparative data

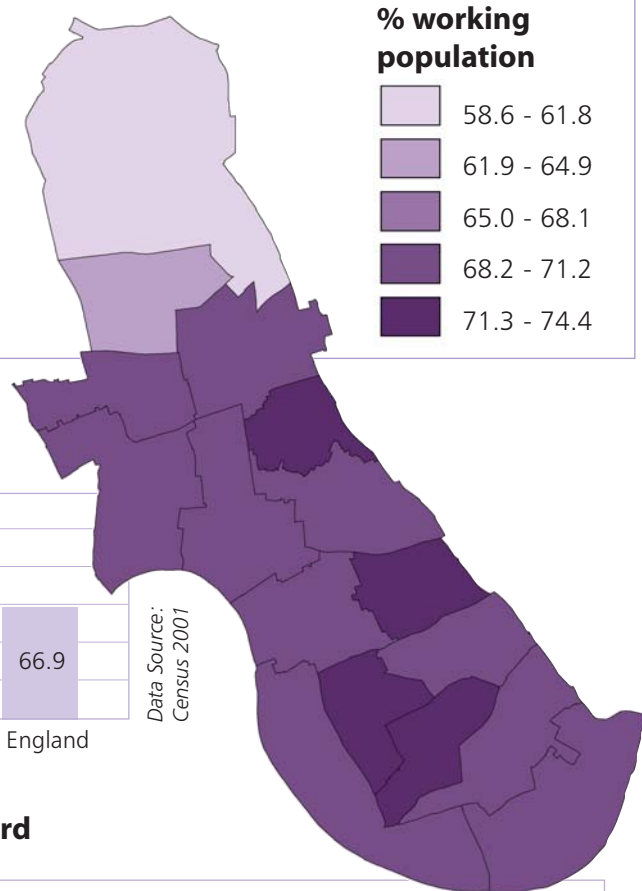


Total employment, % total borough employment, 2004 - by ward

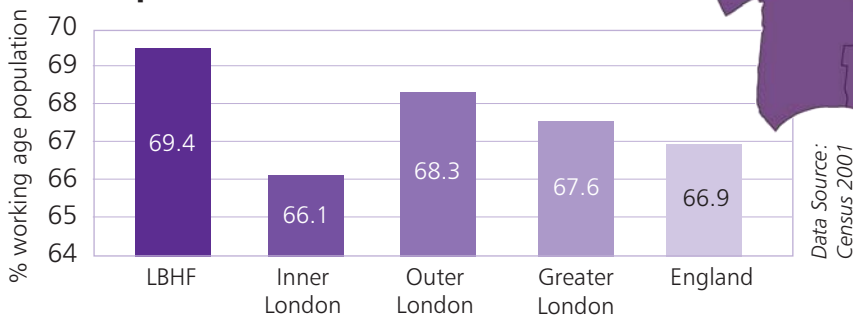


Economically active population

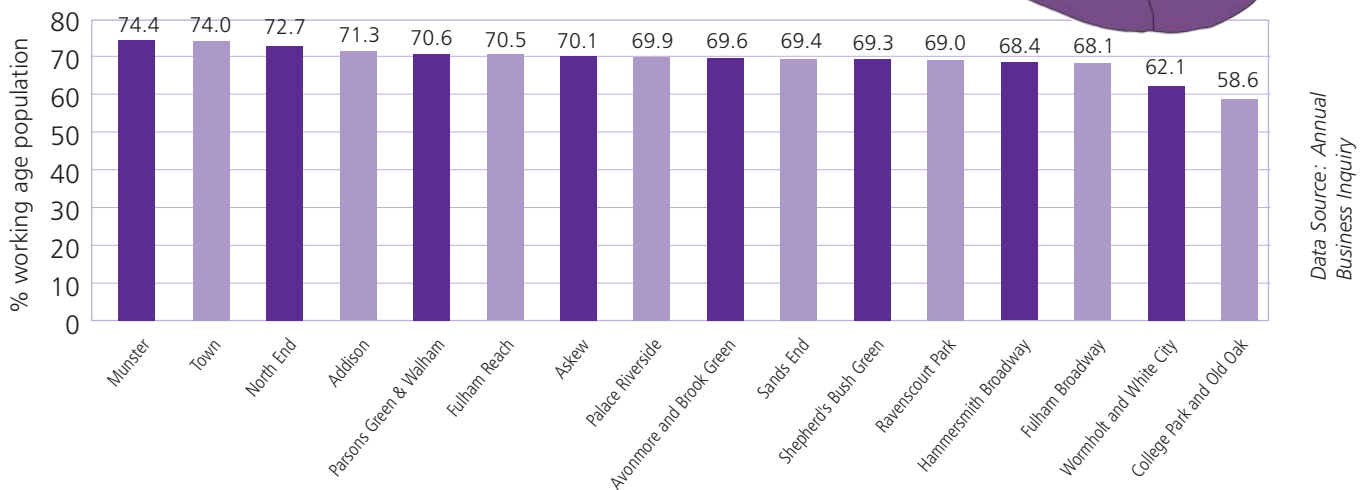
- The proportion of working age residents who are economically active (working or looking for work) in Hammersmith & Fulham was 69.4% at the time of the 2001 Census.
- This is slightly higher than the London and national averages.
- The majority of wards have economic activity rates that are similar to the borough figure.
- College Park & Old Oak and Wormholt & White City have much lower levels of economically active residents.
- Munster and Town have significantly higher levels of economically active residents.
- 52% of economically active residents in Hammersmith & Fulham are women.



Economically active residents, 2001 - comparative data



Economically active residents, 2001 - by ward

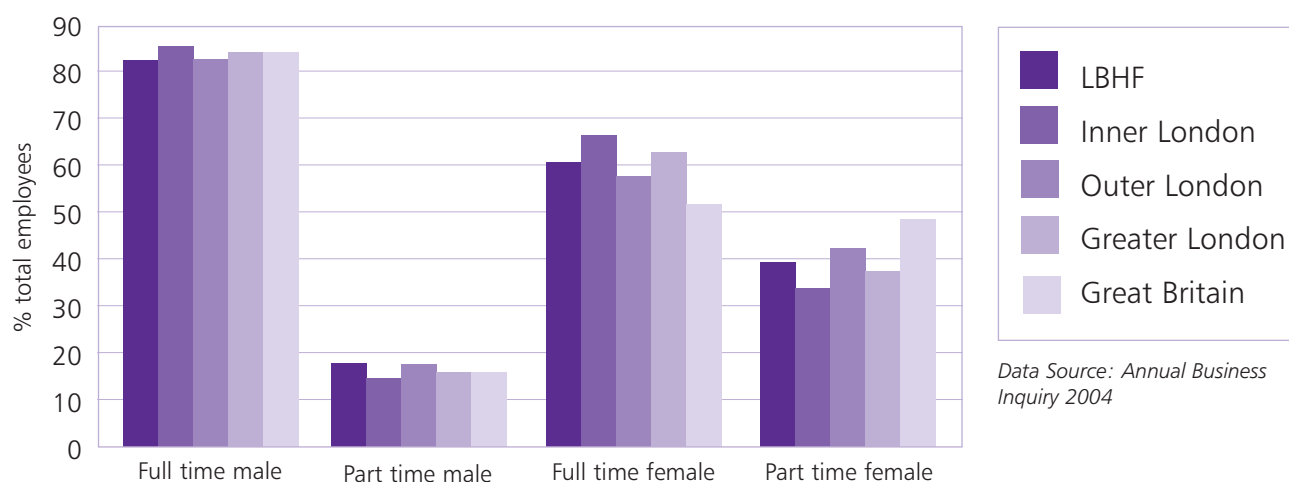


Note: The economic activity rate measures both working age residents in work and those currently out of work looking for a job. More recent surveys than the 2001 Census include estimates of the actual proportion of working age residents in work (the employment rate), but these estimates are not available at ward level. - The Annual Population Survey 2004/05 indicates that Hammersmith & Fulham (68.8%) has a similar employment rate to the overall London rate (69.1%). The employment rate in London is much lower than other regions and therefore lower than the national average (74.7%).

Job types - full and part time employment

- The proportion of full and part-time male employees in Hammersmith & Fulham is largely consistent with rates in inner and greater London.
- Nearly 40% of female workers in the borough are employed on a part-time basis.
- Although this is lower than the national average (48.4%), it is more than twice the proportion of part-time male workers in the borough.

Full/part-time employment by gender, 2004 - comparative data



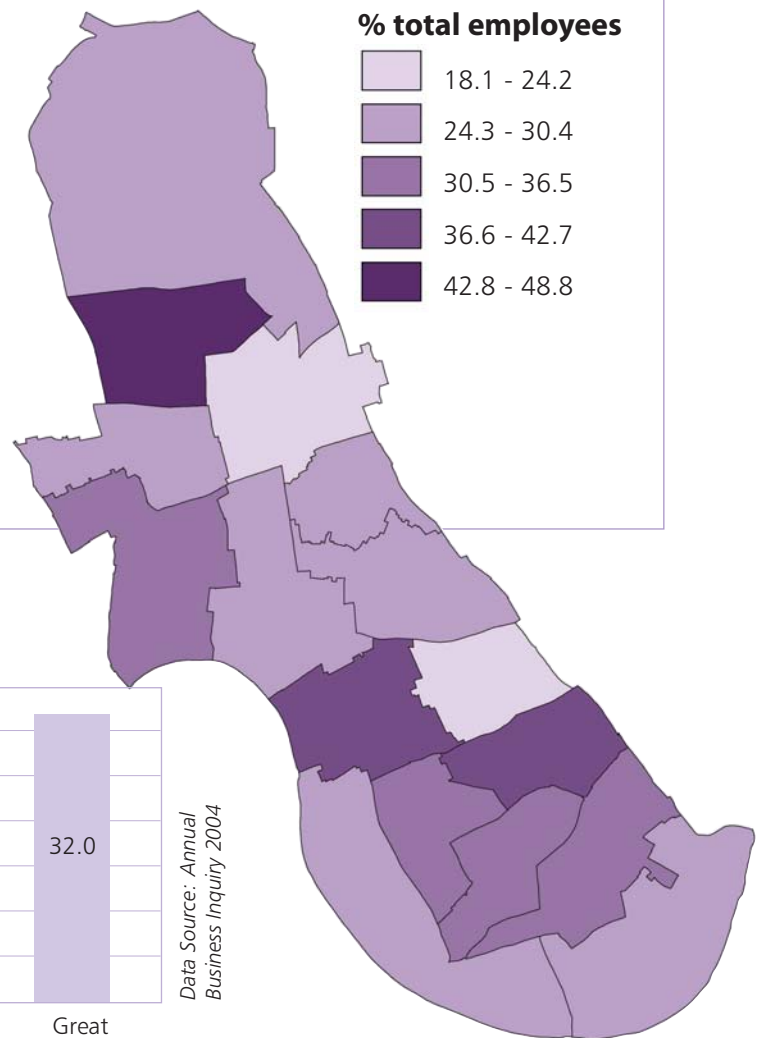
Full/part-time employment by gender, 2004 - by ward

WARD	Male % total employees		Female % total employees	
	Full time	Part time	Full time	Part time
Addison	82.4	17.6	64.2	35.8
Askew	84.0	16.0	56.6	43.4
Avonmore & Brook Green	88.3	11.7	58.2	41.8
College Park & Old Oak	87.6	12.4	62.1	37.9
Fulham Broadway	73.0	27.0	50.3	49.7
Fulham Reach	73.1	26.9	49.8	50.2
Hammersmith Broadway	79.6	20.4	65.7	34.3
Munster	81.2	18.8	55.4	44.6
North End	88.7	11.3	63.8	36.2
Palace Riverside	82.2	17.8	62.7	37.3
Parsons Green & Walham	76.5	23.5	53.0	47.0
Ravenscourt Park	77.5	22.5	55.1	44.9
Sands End	84.8	15.2	59.7	40.3
Shepherds Bush	89.2	10.8	73.9	26.1
Town	76.2	23.8	57.4	42.6
Wormholt & White City	71.9	28.1	39.2	60.8

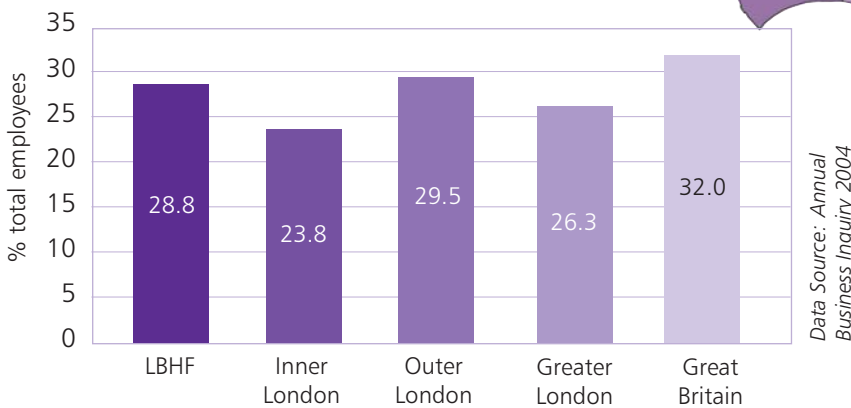
Data Source: Annual Business Inquiry 2004

Job types - part time employment

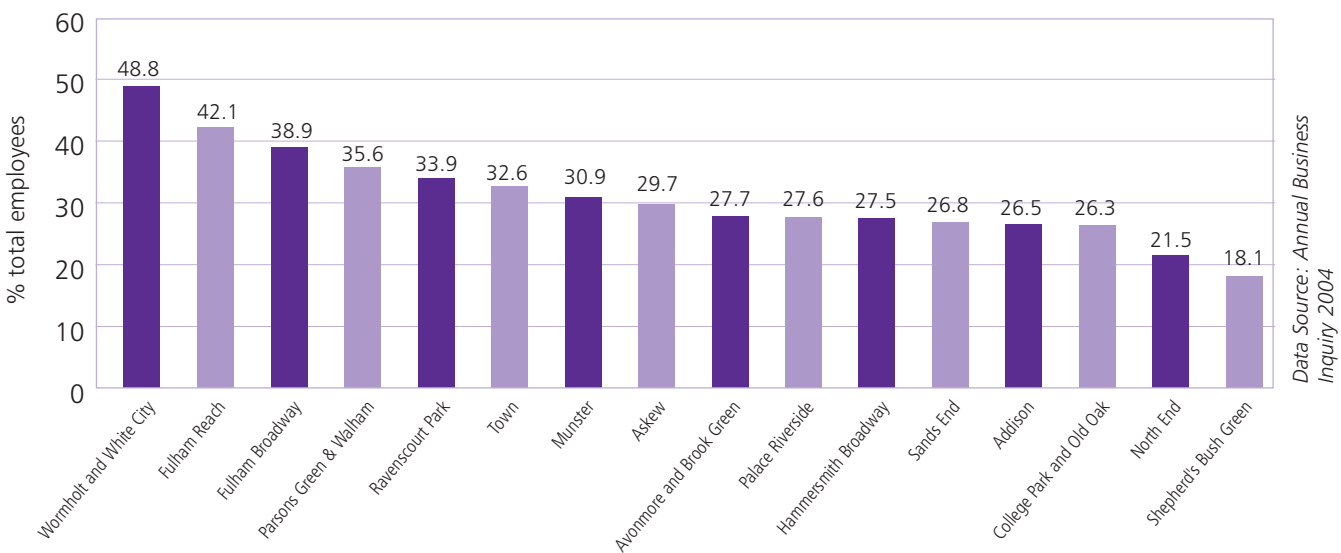
- 29% of employees working in Hammersmith & Fulham work part-time, a higher proportion than the London average but lower than the national average (32%).
- There are significant differences between wards with nearly 50% of employed residents in Wormholt & White City working on a part-time basis compared to less than 20% of residents in the neighbouring ward of Shepherd's Bush Green.



Part-time employment, 2004 - comparative data



Part-time employment, 2004 - by ward



Job types - employed and self-employed

- Hammersmith & Fulham has a larger proportion of self-employed residents than the London and national averages.
- Men in the borough are far more likely to be self-employed than women.
- 13.7% of men aged 16-74 are self-employed as opposed to 7.2% of women in the same age group.

Employment/self-employment by gender, 2001 - comparative data

	Men		Women		LBHF Total		London		England & Wales	
	number	%	number	%	number	%	number	%	number	%
Employees	33,086	53.0	34,284	50.9	67,370	51.9	2,716,919	51.3	19,681,030	52.3
Self-employed	8,546	13.7	4,838	7.2	13,384	10.3	475,409	9.0	3,114,490	8.3
Students in work	1,382	2.2	1,533	2.3	2,915	2.2	157,006	3.0	965,341	2.6
Total population aged 16-74	62,377		67,415		129,792		5,300,332		37,607,438	

Data Source: Census 2001

Commuting flows

- Hammersmith & Fulham is a net importer of workers with 17% more jobs in the borough than local residents in employment.
- Less than one-third of borough residents in work are employed in the borough, the majority commute to jobs outside the borough.
- Nearly three-quarters of the borough's jobs are taken by workers commuting in from outside the borough, the majority from other areas of London.
- The proportion of workers in the borough commuting in from outside London reduced from 15% to 13% between 1991 and 2001.
- The net in-flow of workers decreased between the 1991 and 2001 Censuses from 19% to 17% of the borough's jobs.

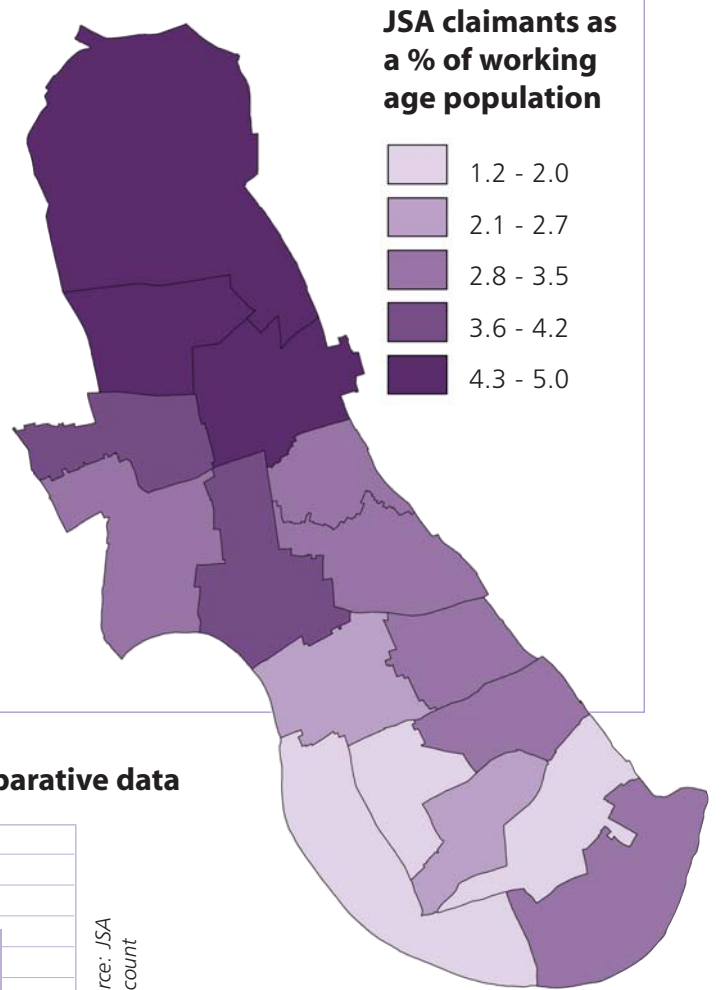
Commuting flows, 2001

Commuting flows, year	Number of people
Jobs in borough	100,118
Residents in employment	83,023
Residents working in borough	26,684
Residents commuting to jobs outside the borough	56,339
Non residents commuting to jobs in the borough	73,434
Net (in)commuting	17,095
Net flow as a percentage of jobs in borough	17.1%
Net flow as a percentage of employed borough residents	20.6%

Data Source: Census 2001

Unemployment rate

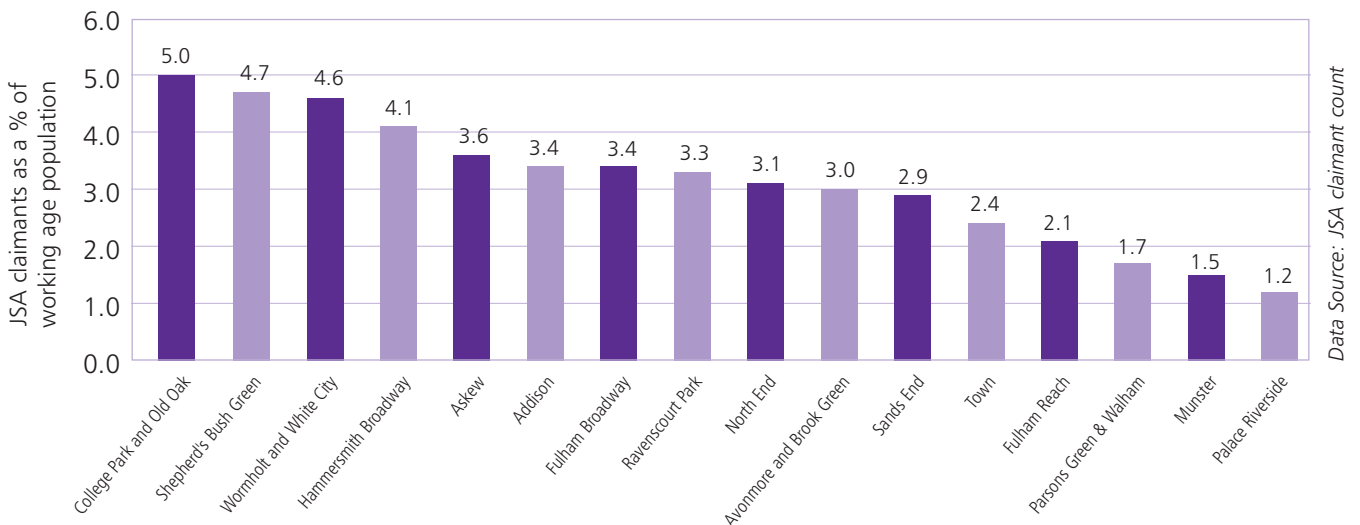
- The local unemployment rate in Hammersmith & Fulham (measured as Jobseekers Allowance recipients as percentage of working age population) was 3% in October 2005.
- The local unemployment rate is slightly below the London rate, but higher than the national rate.
- Although no wards in the borough had an unemployment level above 5% in October 2005, there are significant differences in the unemployment rates between wards.
- College Park & Old Oak has an unemployment rate more than four times the rate in Palace Riverside.



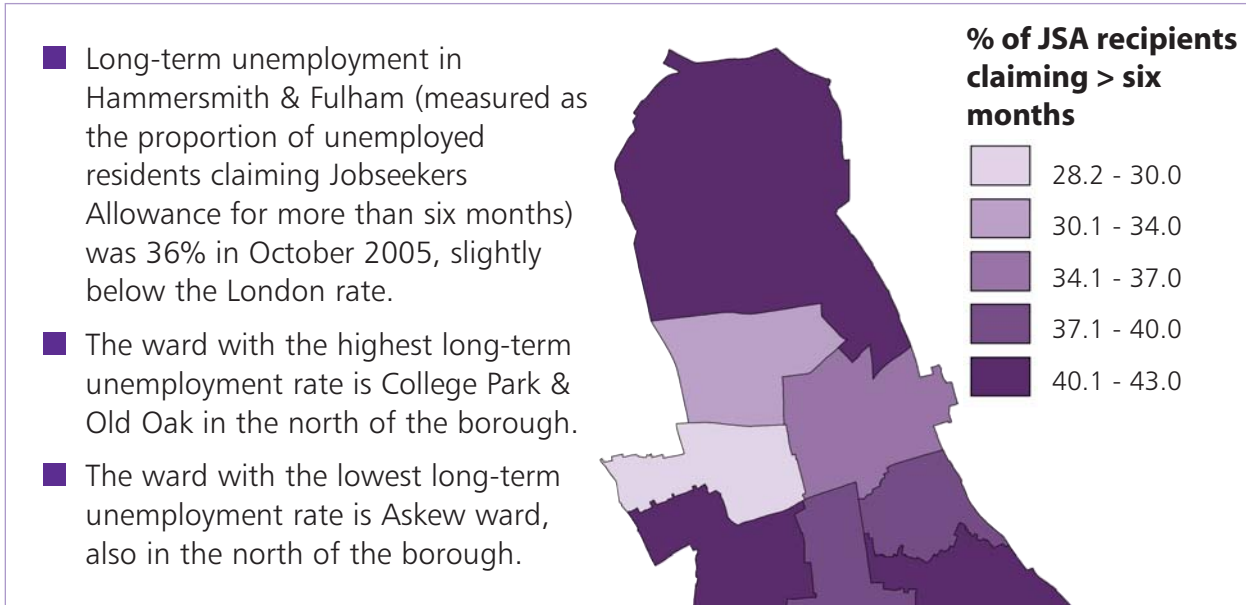
Unemployment rates, October 2005 - comparative data



Unemployment rates, October 2005 - by ward



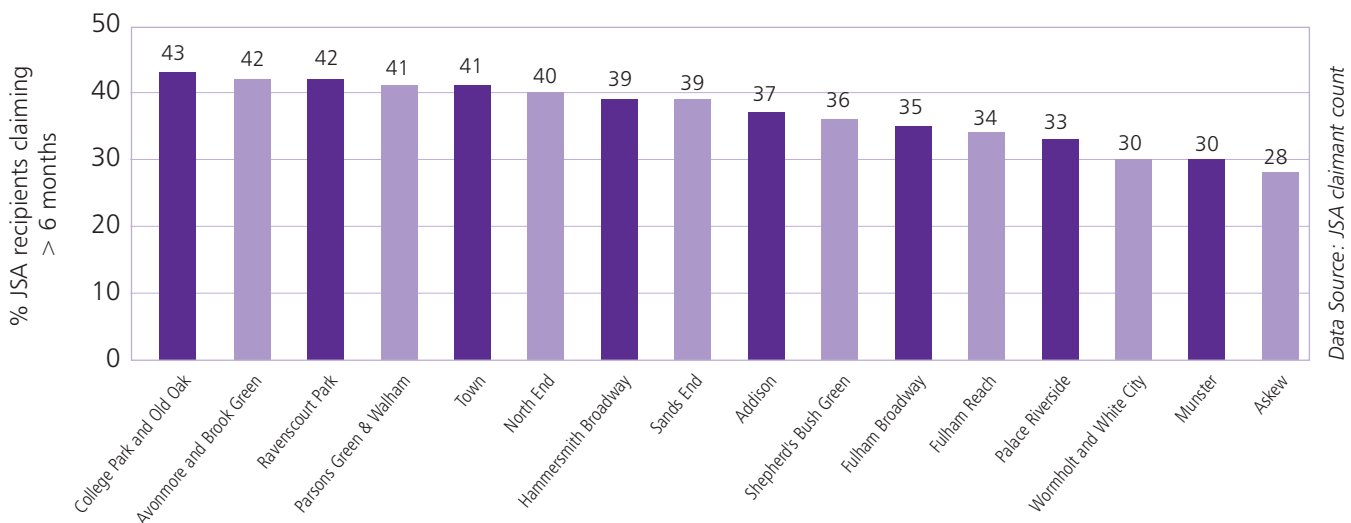
Long term unemployed greater than six months



Long-term unemployed (greater than six months) - October 2005, comparative data



Long-term unemployed (greater than six months) - October 2005, by ward



Regeneration initiatives

Hammersmith & Fulham has a strategic approach to regeneration, which is promoted and managed in partnership with local employers and the community at large. This approach has been successful in securing millions of pounds of government and European funding. Current regeneration programmes include (a map is shown on the following page):

- **White City and Wood Lane Opportunity Area** - an important development area in the borough with the opening of a new retail centre on the White City site due in 2008 and further economic developments expected along Wood Lane. The BBC has opened new offices in the area and is relocating other services to its White City headquarters. These retail and business developments will bring thousands of jobs to the area over the coming years, as well as hundreds of new homes.
- **Single Programme** - the north of the borough has been identified as a priority area for London Development Agency funds as part of its Park Royal/Wembley strategic area programme. Regensis (the council's regeneration arm) has been awarded £3.8m funding for 2004-07 to boost employment and business, and develop the area's media and tourism industries.
- **Neighbourhood Renewal Fund (NRF)** - Hammersmith & Fulham has been allocated £6.4 million for 2001-2008 to improve core public services for the most deprived neighbourhoods in the borough.
- **European Social Fund (ESF)** - Objective 2 provides funding for business support, infrastructure and premises improvements. Objective 2 status was awarded in west London to wards in Brent, Ealing and Hammersmith & Fulham. Applicants in Hammersmith & Fulham secured £1.78m during 2001-04. Objective 3 is Europe's main training and employment funding stream. £11.5 million was awarded to organisations in Hammersmith & Fulham during 2000-04.
- **New Deal for Communities (NDC)** - in 2001 the North Fulham NDC area was awarded £44.3 million for a 10-year programme which will bridge the gap between the poorest residents and the most affluent. The NDC's priorities are crime and community safety; children and lifelong learning; jobs, income and enterprise; environment and housing; community and participation; and health and well-being.
- **Single Regeneration Budget (SRB)** - £27m was awarded by the London Development Agency to Regensis, to invest in a range of business support, employment, community safety and environmental improvement projects during the period 1997-2006.

