

INFORMATION FOR INVESTORS & DEVELOPERS

Introducing the Hammersmith & Fulham economy

Hammersmith & Fulham's economy contributes a huge amount to the wider London and national economy. It is home to large clusters of creative, retail and hospitality businesses. Visitors to H&F contribute 750m to H&F's economy and 35,000 people are employed in the business services sector. H&F offers a diverse range and combination of visitor attractions and is home to London's No.1 retail attraction – Westfield London.

Key facts

Transport

- Four tube lines connecting H&F with central London to the east and Heathrow to the west
- Direct West London Line railways links to Clapham Junction and Watford Junction, linking up Brighton, Birmingham and the North
- New West London Line station opened at Imperial Wharf
- Less than 20 minutes to Heathrow, Paddington and King's Cross St Pancras from Hammersmith and around 50 minutes to Gatwick
- One of London's largest bus interchanges
- Major arterial routes including Westway (A40) and A4, with connections to the M4
- Potential for HS2 interchange of London-wide and national strategic importance

Business

- 11,700 businesses within the borough employing 120,000 people
- Largest sector within the borough is finance and business at over 25%.
- Local occupiers include Walt Disney, Coca-Cola, L'Oreal, Bechtel, Endemol, Haymarket Publishing, Harper Collins, Universal Music, EMI, Innocent Drinks, Sony Ericsson, Cable & Wireless and Qantas Airways
- Home of the BBC which employs 14,000 people

Culture & Leisure

- A thriving arts scene including theatres and live venues
- 7.25 kilometres of riverside frontage and 618 hectares of open space
- Earls Court and Olympia convention facilities
- Chelsea, Fulham and QPR football clubs
- Three main town centres Hammersmith, Shepherd's Bush and Fulham and a network of other key shopping areas
- Westfield London – the capital's largest shopping centre –providing a catalyst for further development

Demographics

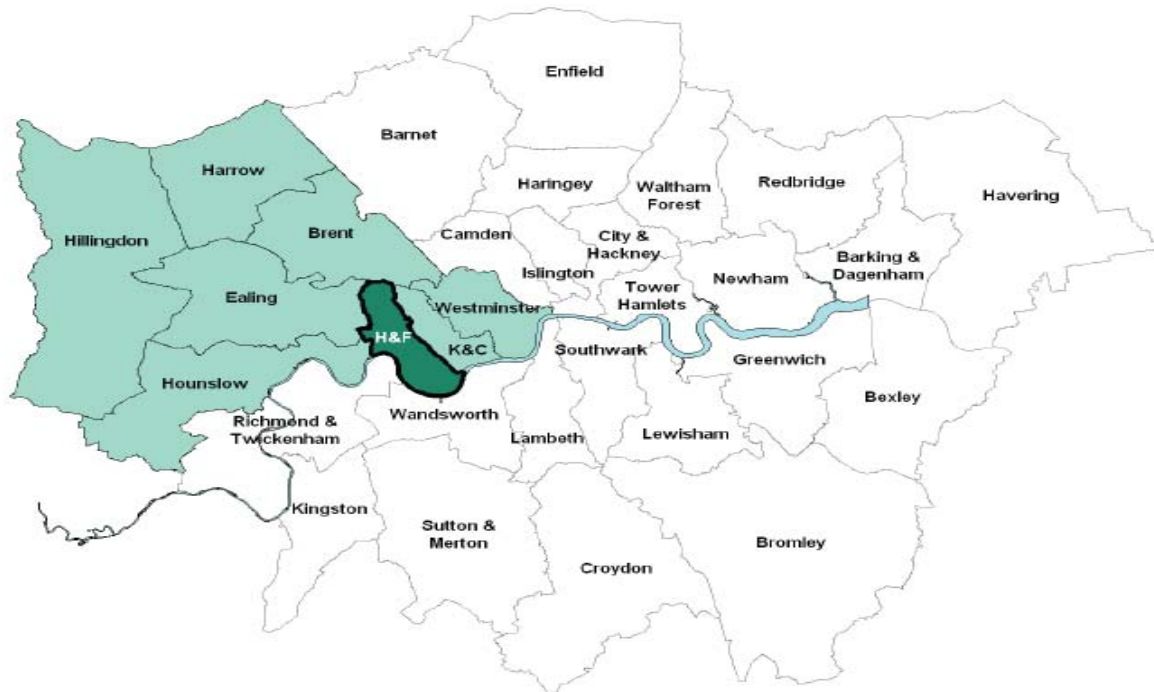
- Population of 172,200 makes it the fourth most densely populated area in the country
- Vibrant multi-ethnic part of modern London
- 67% of working age residents are ABC1 demographic
- 20% have incomes over £60,000 (compared to 16% across London)
- Five areas within H&F are amongst the 10% most deprived nationally

Regeneration Potential

- More than 100 hectares of brownfield land ripe for development
- Aiming for 6,000 new homes over 10 years - focus on low-cost housing
- 14.91 hectares of riverside frontage

- Arrival of High Speed 2 and development of associated hub at Old Oak

Hammersmith & Fulham Economic Profile Key Facts 2009



Location

Hammersmith & Fulham is situated in the centre-west of London. It's the third smallest of the London boroughs in terms of area, covering 1,640 hectares¹.

Population

Total population, 2008²: 172,200

H&F has a young and mobile population. 36% of residents are aged 25-39 – the 5th highest in the country. Population is projected to increase in future by an average of 0.5% per year.

Population by age, 2008

Age group	H&F	H&F	London	England
	numbers	%	%	%
Children (0-15)	28,400	16.5	19.3	18.8
Working age (16-64M/59F)	123,200	71.5	66.9	62.1
Older people (65M/60F and over)	20,700	12.0	13.8	19.1

Source: 2008 Mid-Year Estimates, ONS

¹ Excluding the City of London, 2001 Census

² 2008 Mid-Year Estimate, ONS

Population projections 2011-2031

Year	H&F population numbers
2011	176,400
2016	181,800
2021	186,700
2026	190,900
2031	195,400

Source: 2006-based sub-national population projections, ONS

Population by ethnic group, 2007

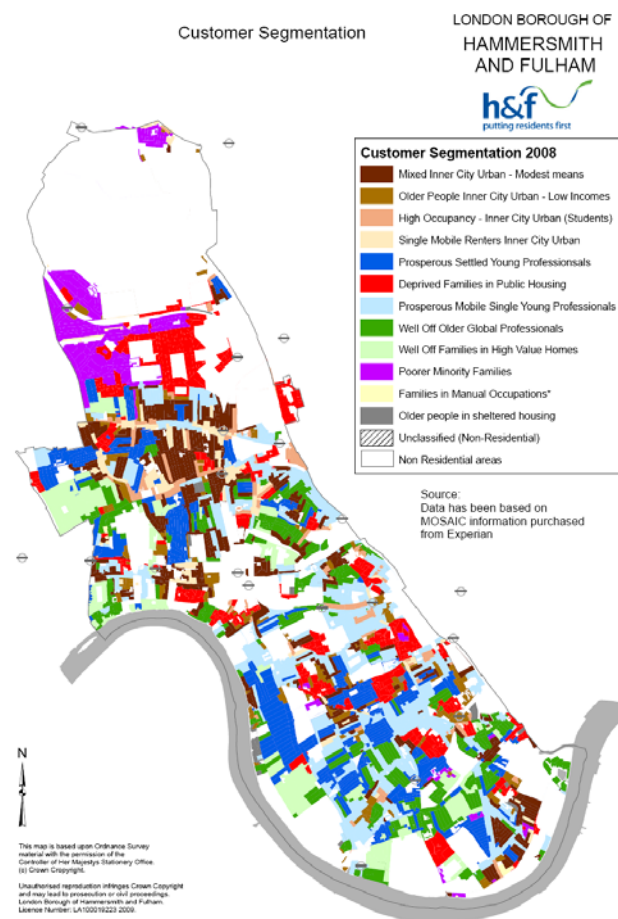
Ethnic group	H&F	London	England
	%	%	%
White	78.3	69.0	88.2
Mixed	3.8	3.5	1.7
Asian	5.6	13.3	5.7
Black	9.1	10.6	2.8
Chinese or other	3.1	3.5	1.5

Source: Population Estimates by Ethnic Group 2007, ONS

There are estimated 78,800 households in the borough. Over half of them are single person households.

Resident Segmentation

Around half of the residents live in well-off segments, while one-quarter live in moderately deprived or welfare-dependent segments.



Source: Mosaic Public Sector, 2008

Deprivation

Local authority rank for multiple deprivation: 38 out of 354 (1 is most deprived)³
 30 of H&F's 111 Super Output Areas⁴ are among the 20% most deprived nationally.

Economy

Economic activity rates, 2008-09

All people	H&F	London	England
	%	%	%
Economically active	75.7	75.8	79.0
In employment	69.8	70.1	74.0
Unemployed	7.8	7.4	6.3
JSA claimants	4.2	4.1	4.1
Economically inactive	24.3	24.2	21.0

Source: ONS Annual Population Survey, 2008-09

Qualifications levels, 2008

Qualification	H&F	London	England
	%	%	%
NVQ4 and above	52.3	38.6	28.7
NVQ3	10.5	12.0	15.8
Trade Apprenticeships	0.6	2.0	4.1
NVQ2	6.9	11.3	16.1
NVQ1	8.7	9.9	14.2
Other qualifications	13.6	14.2	8.9
No qualifications	7.5	12.0	12.3

Source: ONS Annual Population Survey, 2008

Employment by occupation, 2008-09

Occupations	H&F	H&F	London	England
	numbers	%	%	%
Managers and senior officials	17,300	19.5	17.7	16.0
Professional occupations	18,300	20.6	16.8	13.2
Associate professional & technical	22,600	25.5	18.7	14.6
Administrative & secretarial	6,900	7.8	11.6	11.4
Skilled trades occupations	5,300	6.0	7.7	10.5
Personal service occupations	4,500	5.1	7.2	8.2
Sales & customer service occupations	4,100	4.7	6.2	7.5
Process plant & machine operatives	2,000	2.2	4.4	6.9
Elementary occupations	7,500	8.4	9.0	11.3

Source: ONS Annual Population Survey, 2008-09

Earnings by residence, 2009

Gross weekly pay	H&F	London	England
	(£s)	(£s)	(£s)
Full-time workers	670.8	598.6	496.0
Male full-time workers	728.3	642.0	538.5
Female full-time workers	618.7	551.0	431.4

Source: ONS Annual Survey of Hours and Earnings, 2009

³ Indices of Deprivation 2007, CLG⁴ SOAs are small geographical areas containing around 1,500 people

The average household income in H&F is 25% higher than the national average⁵.

The 4th highest house prices in the country. The average property on housing market, 2009⁶: £459k

Working age benefits, Q3 2009

All people	H&F	H&F	London	England
	numbers	%	%	%
Job Seeker	4,660	3.8	3.7	3.6
Incapacity Benefits	7,990	6.5	6.1	6.7
Lone Parent	3,360	2.7	2.8	2.0
Other Income Support	790	0.6	0.6	0.5
Out-of-work Benefits	16,800	13.6	13.2	12.7

Source: DWP benefits from NOMIS, Oct 08 - Aug 09

Jobs and businesses in H&F, 2001-2008

Jobs	2001	2002	2003	2004	2005	2006	2007	2008
Number of Employees	107,482	103,224	107,819	111,447	119,917	115,453	113,618	117,823
Number of Companies	10,954	11,264	10,763	10,721	11,194	11,133	11,227	11,744

Source: Annual Business Inquiry NOMIS, 2001-08

Jobs by Broad Industrial group, 2008

Industry	H&F	H&F	London	England
	numbers	%	%	%
Energy and Water (inc Agriculture)	116	0.1	0.3	0.8
Manufacturing	5,020	4.3	4.3	10.2
Construction	1,712	1.5	2.9	4.6
Distribution (inc Retail, Hotels, Catering)	22,881	19.4	21.0	23.6
Transport and Communications	4,716	4.0	7.4	6.0
Banking and Professional	39,182	33.3	34.7	22.9
Public, Education, Health	23,932	20.3	22.2	26.6
Other Services	20,264	17.2	7.2	5.3
Total	117,823	100.0	100.0	100.0

Source: Annual Business Inquiry NOMIS, 2008

Company size by number of employees, 2008

Sizeband	H&F	H&F	London	England
	numbers	%	%	%
1-4 employees	9,119	77.6	75.5	71.8
5-10 employees	1,270	10.8	12.0	13.5
11-24 employees	669	5.7	6.4	7.6
25-49 employees	342	2.9	2.9	3.6
50-99 employees	182	1.5	1.7	1.9
100-199 employees	84	0.7	0.8	0.9
200-499 employees	54	0.5	0.5	0.5
500 or more employees	24	0.2	0.2	0.2
Total	11,744	100.0	100.0	100.0

Source: Annual Business Inquiry NOMIS, 2008

⁵ CACI Paycheck 2009

⁶ Land Registry, Dec 2009

Businesses by Industry Classification, 2008

Industry	H&F	H&F	London	England
	numbers	%	%	%
Energy and Water (inc Agriculture)	30	0.3	0.3	1.0
Manufacturing	501	4.3	4.3	6.4
Construction	476	4.1	6.5	10.2
Wholesale and Retail trade	1,751	14.9	16.8	19.9
Hotels and restaurants	713	6.1	6.4	6.8
Transport, storage and communication	336	2.9	3.4	4.2
Financial intermediation	161	1.4	3.1	2.4
Real estate, renting, business activities	5,335	45.4	41.7	32.0
Public admin/defence, social security	97	0.8	0.6	0.9
Education	213	1.8	1.9	2.4
Health and social work	468	4.0	4.5	5.4
Community, social & personal services	1,663	14.2	10.5	8.3
Total	11,744	100.0	100.0	100.0

Source: Annual Business Inquiry NOMIS, 2008

VAT Registered Businesses, 2007

	H&F	H&F	London	England
	numbers	%	%	%
Registrations	1,455	15.4	12.8	10.4
De-registrations	790	8.4	8.6	7.4
Stocks (at end of year)	9,450	-	-	-

Source: NOMIS Labour Market Profile, 2007

Town Centres VAT businesses, employees and sectors

Area	Businesses	%	Employees	%
Hammersmith TC	576	44.7	15,811	68.5
Shepherds Bush TC	318	24.7	3,176	13.8
Fulham TC	395	30.6	4,080	17.7
TOTAL Town Centre	1,289	15.0	23,067	20.3
LBHF	8,567	100.0	113,769	100.0

Source: IDBR 2008

Hammersmith Town Centre

Sectors	HTC(#)	HTC (%)
Manufacturing	137	0.9
Electricity, Gas and Water Supply		0.0
Construction	93	0.6
Wholesale and Retail Trade	2,071	13.1
Hotels and Restaurants	2,696	17.1
Transport, Storage and Communication	716	4.5
Financial Intermediation	429	2.7
Real Estate, Renting and Business Activities	6,425	40.6
Public Admin, Defence and Social Security	1,250	7.9
Education	50	0.3

Health and Social Work	235	1.5
Community, Social and Personal Services	1,709	10.8
Total	15,811	100.0

Source: IDBR 2008

Shepherds Bush Town Centre

Sectors	SBTC (#)	SBTC (%)
Manufacturing	46	1.4
Electricity, Gas and Water Supply		0.0
Construction	29	0.9
Wholesale and Retail Trade	686	21.6
Hotels and Restaurants	365	11.5
Transport, Storage and Communication	50	1.6
Financial Intermediation	53	1.7
Real Estate, Renting and Business Activities	1,243	39.1
Public Admin, Defence and Social Security	38	1.2
Education	92	2.9
Health and Social Work	172	5.4
Community, Social and Personal Services	402	12.7
Total	3,176	100.0

Source: IDBR 2008

Fulham Town Centre

Sectors	FTC (#)	FTC (%)
Manufacturing	77	1.9
Electricity, Gas and Water Supply	1	0.0
Construction	10	0.2
Wholesale and Retail Trade	919	22.5
Hotels and Restaurants	722	17.7
Transport, Storage and Communication	259	6.3
Financial Intermediation	128	3.1
Real Estate, Renting and Business Activities	1,089	26.7
Public Admin, Defence and Social Security	243	6.0
Education	152	3.7
Health and Social Work	199	4.9
Community, Social and Personal Services	281	6.9
Total	4,080	100.0

Source: IDBR 2008

The tourism market value for H&F, 2007⁷: £754.8m.

Tourist visitors per annum, 2007: 5.7 million

⁷ The Tourism Sector (STEAM) Report, 2007

Development/Regeneration Sites

Hammersmith & Fulham will be a major contributor to London's economic growth over the next decade with three regeneration projects that individually are on the same scale as Kings Cross or Stratford.

Two of London's 33 Opportunity Areas are in our borough at White City and Earls Court.

In addition, the Council is lobbying hard for a High Speed 2 interchange at Old Oak Common to connect northwest London with the North, West and Europe.

Overall we have more than 100 hectares of land earmarked for regeneration – unparalleled in a borough so close to central London and Heathrow.

H&F is a borough where economic opportunity and ambition has been matched by reality. The £1.6 billion Westfield London shopping centre, opened in November 2008, is already acting as a catalyst for regeneration in White City and Shepherds Bush.

With a unified planning and regeneration team, H&F has the skills, vision and determination to help you unlock our high land values with the single aim of bringing more investment, jobs and opportunities to our residents.

- Opportunity Area projects could deliver up to 12,000 new homes
- More than 100 hectares of land earmarked for regeneration
- Unparalleled regeneration scope so close to London and Heathrow
- £200million of transport improvements in the last three years make H&F London's best connected borough

Earls Court Opportunity Area

Capital & Counties (CapCo), who have a lease on the Earls Court buildings and Transport for London who own the Lillie Bridge depot (as well as the freehold of Earls Court) have been working together to look at future development prospects on their land. The Council wishes to investigate the potential of promoting a comprehensive development in this location including its own land holdings. On this basis, if the scheme were to proceed, a development site of approximately 70 acres would be brought forward. The site could provide a vibrant new mixed-use residential neighbourhood of exceptional quality and a major new destination for London.

The Council, Transport for London and Capital and Counties have signed a collaboration agreement to properly explore the benefits and possibilities that could flow from a comprehensive regeneration scheme on this site. As a part of that process Capital and Counties have employed Farrells to produce a masterplan for the area together with local stakeholders and residents.

The Earls Court Development area has been named as an Opportunity Area, in the draft London Plan, with the vision to build an exciting new district for London and a Supplementary Planning Document will be produced to set out more clearly the vision for this site.

White City Opportunity Area

As part of the White City Opportunity Area, W12 is set to be a major focal point for London's future economic growth.

W12's highly accessible and prominent location has been optimised by further public transport improvements, including a new Wood Lane station on the Hammersmith & City line, a new overground station on the West London line and a newly refurbished central line station at Shepherds Bush.

Bringing Creative London to life

As part of the Opportunity Area, the Council is working with other landowners to provide a unique and distinctive new creative industry hub for London. The hub will recognise the influence and prestige that the

BBC Television Centre has brought to W12, attracting world-leading global creative, media and entertainment businesses.

Shepherds Bush Market Regeneration

H&F aspires to transform the iconic Shepherds Bush Market into a vibrant destination providing a new focus for the western part of the town centre. Our vision to renovate the physical fabric of the existing markets, within the 2.34 hectare regeneration area, with new shops, cafes and restaurants as part of a mixed-use development, will reinvigorate the western part of the town centre whilst ensuring Shepherds Bush remains the cultural heart of west London.

Imperial College, investing in H&F

Imperial College recently purchased the Woodlands site, located within the Opportunity Area, to expand their facilities and provide postgraduate and undergraduate housing that is accessible to teaching campuses and Hammersmith Hospital, South Kensington and Charing Cross Hospital. The presence of two hospital trusts and Imperial College's world class research facilities presents a major opportunity for expansion and clustering for bio tech industries in this area.

White City Opportunity Area Snapshot

- 110 hectares anchored by BBC and Westfield London
- A new west London sub-region
- Significant number of affordable housing with new green space, leisure, school and community facilities.
- Creative Hub building on the presence of the BBC
- Shepherds Bush Market regeneration

Old Oak Common

Old Oak Common, located three miles west of central London, is being considered as a potential location for a high speed 2 interchange station connecting HS2, Heathrow Express, the future Crossrail service and the Greater London, suburban and intercity rail networks.

The regeneration of the 90 hectares site situated alongside the Grand Union Canal, currently used as railway sidings and for light industrial uses, can deliver wide reaching and sustainable, social and economic benefits in an area designated as a Strategic Opportunity Area for West London. The site is located on the Eastern edge of the Park Royal Opportunity Area. Park Royal is the largest and most important industrial location in London.

The establishment of a major mixed use development, including a bio-medical centre, could turn the theory of High Speed 2/Crossrail interchange station into a reality delivering unrivalled connectivity to major London air terminals, central London and the city, the North and West of England and Europe.

South Fulham Riverside

The Hammersmith & Fulham river frontage has changed considerably over many years as wharves have given way to residential and mixed use development, yet there is still huge scope for high quality development across a number of prime sites. H&F offers 14.91 hectares of high value land waiting to be unlocked.

Underused sites are evident in prime positions close to Hammersmith Bridge and in south Fulham, where a number of residential development opportunities are available in an important regeneration area, close to St George's landmark Imperial Wharf development. There are a number of former wharves making up what is already becoming of one London's most desirable residential locations. The St George's development contributions have enhanced the area with the recent opening of the Imperial Wharf overground station, improving connections to Clapham Junction and Willesden Junction as well as the addition of green space at Imperial Park.

The Council is preparing a planning framework for South Fulham Riverside to encourage and guide future development in this location.

King Street, Hammersmith

One of Hammersmith & Fulham's most unpopular buildings is the seven storey 1960s concrete Town Hall extension in King Street, Hammersmith, which is to be replaced by a modern piazza, forming the centrepiece of a modern £200 million regeneration scheme. Once voted the ugliest building in the borough, its removal will open up views of the art deco façade of the original Grade II listed Town Hall to be fronted by a new public square.

There are plans for a mixed-use development with new homes, shops and offices, including a new step-free bridge across the A4 which will reconnect the town centre to the River Thames.

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http://www.lbhf.gov.uk/Directory/Environment_and_Planning/Regeneration/homepage.asp