

Further Information about Economic Development

To the East the borough sits side by side with the affluence of the West End and all its retail, tourism and leisure prospects; to the West the new opportunities of Heathrow and Terminal 5 are economic beacons for local people and businesses; to the North of H&F the economic potential of the new Wembley stadium will soon cascade down into the borough; whilst to the South, the under utilised river Thames and the regenerating South London Boroughs offer potential for the future.

We are a borough of contrasts with successful large businesses juxtaposed with deprived areas. In the North we have the Westfield £1.6bn development offering 6,000 plus jobs.

Despite the borough's outward economic success it is still necessary to address the internal and external challenges that the borough's economy faces. Internally there are still stubborn pockets of deprivation where the overall success of the borough fails to reach and where there is real disadvantage including: unemployment, educational underachievement, lone parents, ex offenders, refugees and asylum seekers. This coupled with the external challenge posed by the focus that East London is receiving in the run up to the 2012 Olympics and the Thames Gateway, means that LBH&F will need to continue to strive and assert clear economic strategies that build on existing success, foster growth in emerging sectors and minimise external threats.

As well as supporting the right conditions for business growth, it is the council's intention to undertake a series of actions that will enable workless residents and those in low and middle-level incomes benefit from economic opportunities in the borough, by securing employment, developing new skills, moving up the career ladder and being able to benefit from home ownership.

We will put in place mechanisms to ensure joint working between housing providers, Primary Care Trust, learning providers, Jobcentre plus, and others to ensure that residents will benefit from linked initiatives to move them from dependency and to employment.