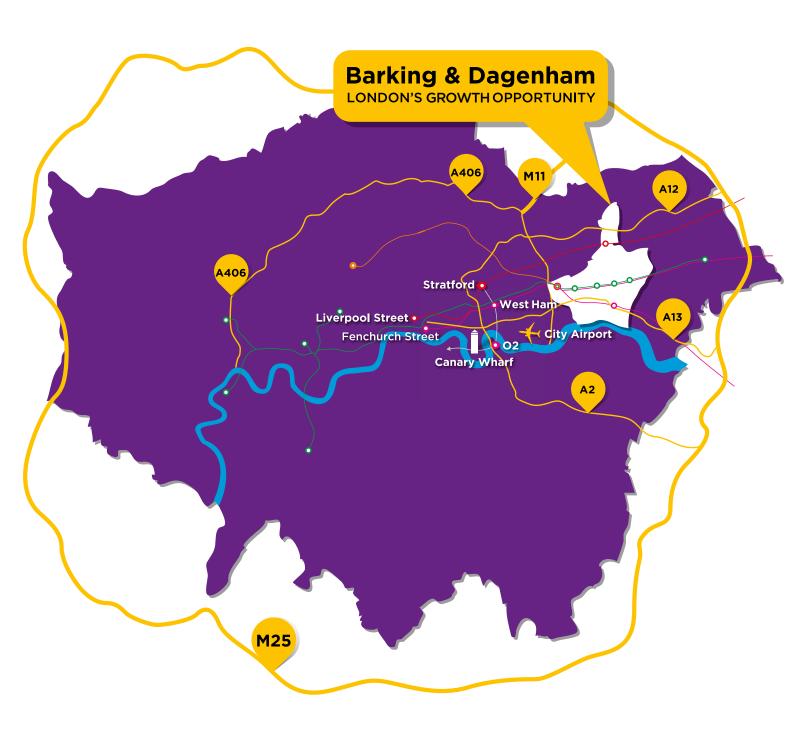
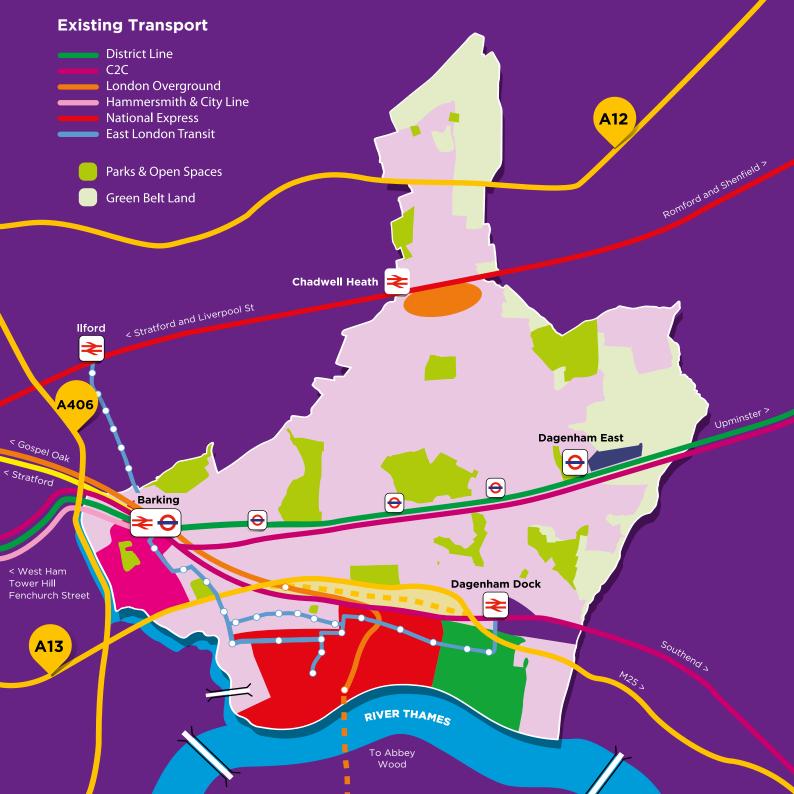
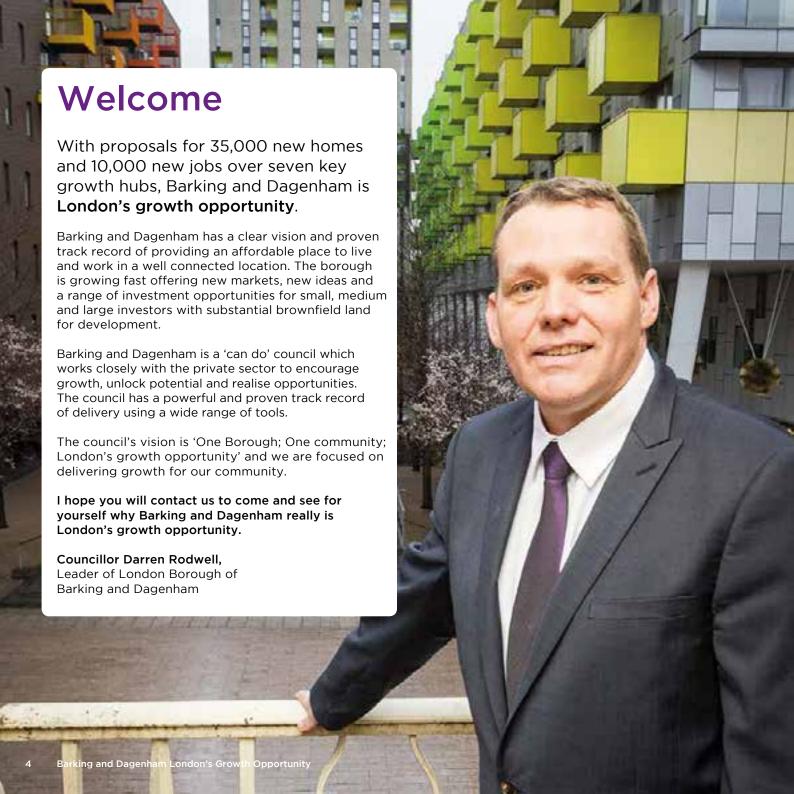




London's Growth Opportunity







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London's Growth Opportunity

Barking and Dagenham in east London has excellent connectivity and is London's next big growth opportunity. The council and partners are unlocking potential, playing a key role in supporting the capital's growth and delivering for our community.

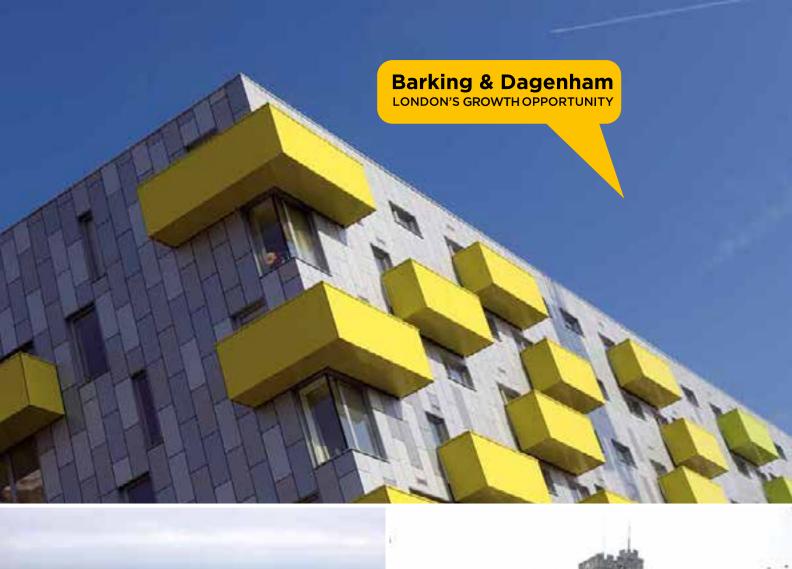
Barking and Dagenham will deliver 35,000 new homes and 10,000 new jobs over the next 20 years. We have ambition and aspiration to become a destination of choice, where people stay and feel welcome.



London is moving east and Barking and Dagenham is well placed to capitalise on the opportunities this brings. The borough has some of the **best value land** for development and the most **affordable premises** for businesses – large and small – in London. It also has some of the capital's largest stretches of undeveloped riverside frontage, while enjoying excellent links to the Essex countryside.

The borough combines the advantages of London's unmatched accessibility and markets with the pleasures of the suburbs – with an incredible 530 hectares of green belt land, plus 25 parks and open spaces, and tree lined streets.

Barking and Dagenham has a long and proud history of manufacturing, sporting and cultural excellence. Industry flourished thanks to strategic transport links, proximity to substantial markets and a skilled population with competitive wages committed to hard work. These strengths continue to make Barking and Dagenham a great place to live and do business today.







The borough is using its manufacturing strengths and rich industrial heritage to create a low carbon future, while winning high profile accolades for quality buildings and developments, such as the recent awards for Best European Public Space for Barking Town Square.

The Rivers Thames and Roding, which have played such a key role in the borough's economic heritage, remain central to its future, not only in terms of transporting freight, but also in delivering high quality places in which to live and work.

More than **35,000 new homes** are proposed to be built in the borough over the next 20 years, which in turn will create high-value opportunities in the retail and leisure sectors. Population growth through new housing and a rising birth rate, as well as an increasingly diverse population, bring new opportunities for markets and for real sales growth.

Barking and Dagenham has changed significantly in recent years, and the potential for growth is at its greatest since the 1920s.



Excellent value housing with tree lined streets, good and outstanding schools and close proximity to parks and modern leisure and retail facilities means the borough is a great place to live.

A responsive, ambitious 'Can Do' council

Barking and Dagenham Council and our partners provide, strong, bold and dynamic leadership with a can do approach. This includes investing in developments that provide high quality new facilities for residents in striking new buildings such as Barking Learning Centre, Dagenham Library, Becontree Heath and Abbey Leisure Centres, the Technical Skills Academy and the Business and Enterprise centres. The council is ready and willing to use the powers available to unlock potential for growth, including the use of compulsory purchase powers and entering into joint ventures.

Whatever your business, Barking and Dagenham is the place to do it.

Barking and Dagenham's business friendly planning service recognises that planning is important to deliver growth. The council has adopted a Local Development Framework, ensuring a clear strategy for growth in its town centres and employment areas. The council provides a popular preapplication advice service. This includes a meeting and subsequent report clearly setting out the issues that need addressing to help speed up the planning process.







Barking and Dagenham Growth Commission

Barking and Dagenham is London's new growth opportunity. Come visit our borough, and you can taste it.

The challenge for us is to quicken the pace, be open for business and help, not hinder, those who want to invest in our future. It's also about ensuring that as economic growth rolls in, we enable social renewal too with secure employment, rising incomes and a population better able to live independent and more sustainable lives.

To help us respond to these challenges we appointed former treasury economist and architect of the Manchester devolution deal, Mike Emmerich, to lead an independent Growth commission. Having assembled a world leading group of Commissioners and having considered evidence from a range of stakeholders. Mike's report was published in February 2016. It's a big read with 109 recommendations for the council to consider, but its key message is clear: the borough is at a key moment and it has the ambition and the political will to become an inclusive, prosperous and resilient place, in which all communities have the opportunity to fulfill their potential. It advises that the council "needs to continue the lead it has established and be bolder and more strategic whilst being prepared to step back in other areas". In terms of physical growth and regeneration it has the following to say:

- Commit to building 35,000 new homes over the coming 20 years with a more diverse mix of tenures: more and better affordable sub-market stock, a well regulated private rented sector and a very substantially increased stock of owner occupied housing
- Aim to create a new city district in the town centre of Barking with the variety and interest of London's best

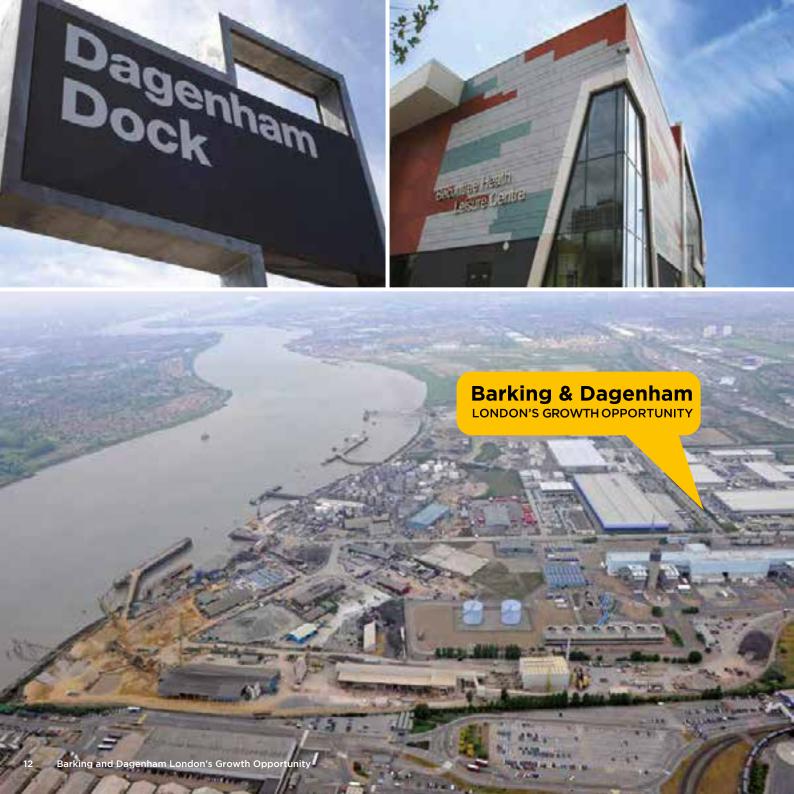
- Open up the Roding riverside as an attractive, accessible, active riverfront
- For other parts of the borough develop specific visions or plans that enable residents to shape the future of their place, but also clarify opportunities for developers and investors. In particular the Becontree estate, including Dagenham Heathway, Chadwell Heath and Dagenham Riverside.
- Develop a destination attraction for London aimed at national and international visitors
- Attract at least two anchor institutions (a university, for example)

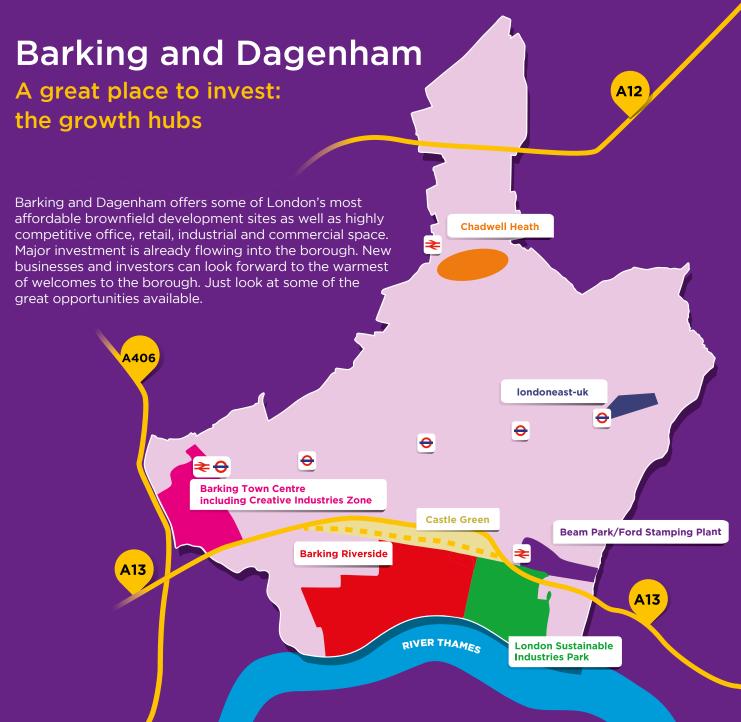
The council welcomes these recommendations and in the coming months will be publishing its detailed response. Chief amongst our actions will be a commitment to create an arms-length regeneration vehicle capable of super-charging the council's capacity to respond to the investment market.

We won't lose sight of the social aspects of the Commission's findings. Our response will also set out a whole system approach to ensuring our residents can genuinely benefit from the borough's physical renaissance. It will be a new way of working that demands a unity of purpose across the whole organisation, with every part of the council and every part of the community supporting and actively delivering on the new agenda.

Chris Naylor,

Chief Executive, Barking and Dagenham Council





Barking Riverside - one of the largest residential developments in the UK

This unique and well connected site lies at the heart of Thames Gateway, close to Barking town centre, the City of London, Canary Wharf and Stratford. Its superb waterfront and parkland will be an inspiring addition to 21st century London.

Barking Riverside will provide over 10,000 homes of different styles, sizes and tenures. It will also provide services, community facilities and open space to make it a truly sustainable community. The site has outline planning permission for 10,800 homes and detailed consent for 3,300 homes.

The first phase of housing has won various design awards and includes the Rivergate Centre with community facilities and primary school. A secondary school is currently under construction.

The site will have high quality transport links including a London Overground extension from Barking. This will open up the Thames in a way not seen for generations. Forming part of the Thames path linking Oxford and London with the east coast, it will showcase the diverse ecology of the area making use of nearly two kilometres of River Thames frontage.

For further details please visit www.barkingriverside.co.uk







Barking town centre - high footfall and superb accessibility

Barking town centre is changing fast. Its reputation for high quality design and public realm is growing with numerous awards including Best European Public Space and Joint Overall winner at the NLA Awards 2011. Population growth through new housing and a rising birth rate together with a rich mix of culture and diversity brings new opportunities for markets and an opportunity for sales growth. There is a strong track record of exceptional community, educational and cultural facilities and award winning housing and design quality.

A Housing Zone for Barking town centre is critical to the next phase of growth (4,000 homes) alongside ambitious regeneration plans in a new Town Centre strategy.

For further details please visit www.lbbd.gov.uk/barkingtowncentre www.upbarking.co.uk







Ice House Quarter creative industries zone in east London's cultural hub

With the Broadway Theatre working with the Barbican and the Guildhall, the ambitious Creative Barking and Dagenham programme, and a new cinema planned, Barking has real potential to become east London's cultural hub.

The key element of this is the Ice House Quarter .The three acre site fronting the River Roding offers space for creative industries and new housing. The Ice House Quarter contains two of the oldest buildings in the borough - the Malthouse and the Granary. Construction firm and site owner, Rooff Ltd carried out a Civic Trust award winning refurbishment and extension to the Granary. 'The Boathouse' provides a riverside venue with studio facilities and cafe.

The Ice House Quarter contains a wide range of creative industries from film makers, theatre companies, visual artists, furniture makers and fashion designers but with scope for many more businesses to join them.

The creative industries zone will include innovative live/work facilities for artists.

For further details contact: www.icehousequarter.co.uk

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We recognise the changes that are happening in Barking and how it has improved over the years. We are investing in the borough to give a huge boost to the commercial, cultural and creative hub, which will once again focus attention back to the river as historically this has been a valuable resource for Barking and its residents.

Steve Drury Rooff Ltd







London Sustainable Industries Park - addressing the Low Carbon Economy

The London Sustainable Industries Park (LSIP) at Dagenham Dock will be the UK's largest concentration of environmental industries and technologies with significant opportunities for investment.

Millions of pounds of infrastructure investment in new roads, sustainable urban drainage and over 800 trees ensures the Park is ready for new businesses.

Tackling climate change is central to our regeneration strategy. Building on a good reputation, our aim is to establish the borough as a London leader for sustainable development.

London's first anaerobic digestion and in-vessel composting plant is operational whilst construction is underway for a gasification plant.

Superb transport links into central London provide a powerful incentive for those businesses locating in the Park. Dagenham Dock is served both by the C2C train service with fast connections to Central London and the East London Transit bus offers easy connections to the bustling Barking and Ilford Town Centres.

Environmental research facilities are located adjacent to the LSIP Hub and will support the development of 'green chains' between LSIP businesses.

There are significant opportunities for new sustainable industrial development at the LSIP. Part of the LSIP is included within the East Plus initiative whereby Segro have been appointed by the GLA to take forward development of the GLA's industrial landholdings in London Riverside.







londoneast-uk - attractive large scale site combining bio-science and business

The former Dagenham plant of the multi-national pharmaceutical manufacturer Sanofi is being transformed as part of an employment led masterplan for the site.

In November 2014 SOG Ltd took ownership of the buildings and has established londoneast-uk Business and Technical Park. The site has space solutions for every requirement ready for immediate occupation.

The Park's unique facilities include dry and wet laboratory space, sterile and temperature-controlled buildings, air handling systems, micro labs and associated offices. All these would be prohibitively expensive to build from scratch, underlining the hugely attractive offer the area provides.

The Park also has large brownfield sites for employment uses, and a Marston's pub and restaurant are planned.

The site is opposite Dagenham East Underground Station, providing easy access to central London, and has good public transport accessibility with nearly 1000 parking spaces.

For further details please visit www.londoneast-uk.com



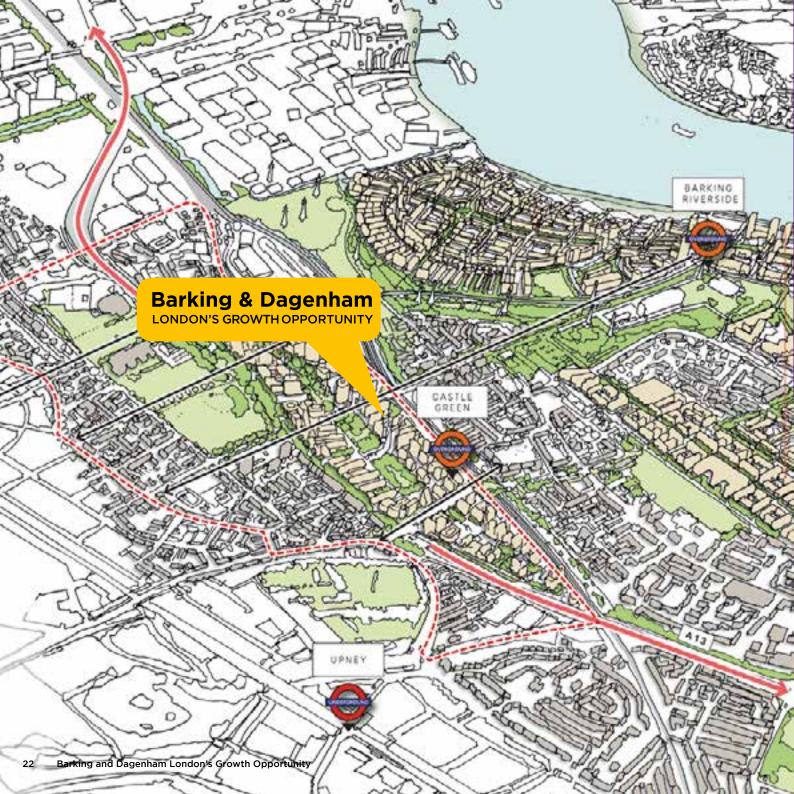


Beam Park and the Ford Stamping Plant - large scale brownfield sites with great potential

The Greater London Authority has recently announced the selection of Countryside Properties and London and Quadrant as their development partners for the Beam Park site - which straddles the borough boundary with Havering. The mixed use scheme involves 3,000 homes and a new Beam Park station on the C2C railway line.

Ford has recently sold the adjacent former Stamping Plant and the council looks forward to working with the new owners to develop a mixed used scheme complementing Beam Park.

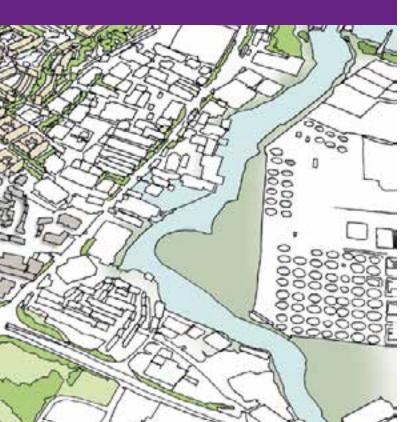




Castle Green - unlocking growth through tunnelling the A13

A new neighbourhood of over 5,000 homes and 1,200 jobs can be delivered through the creation of the A13 Riverside tunnel. Tunnelling a 1.3 km stretch of the A13 will not only improve traffic flow along this key route but also transform a severely blighted area.

The tunnel is essential to east London and the Thames Gateway's economic success and will stimulate growth as well as easing congestion. The route carries up to 100,000 vehicles a day but currently acts as a barrier to growth. Analysis has suggested a net additional GVA of around £800m over 60 years can be delivered by the proposal.



Chadwell Heath - intensification following Crossrail

With Crossrail services arriving at Chadwell Heath station in 2019, there is potential for intensification and land use change to unlock significant development potential benefiting from the improved accessibility and the quality of local schools.





A well connected place

Barking and Dagenham is at the heart of the Thames Gateway with excellent road and public transport links to central London and the rest of east London. The borough lies at the midpoint between Central London and the M25, with easy access to a substantial market. This offers the best of both worlds – the City, Canary Wharf and Stratford are all close, but so is the national road network and the Essex countryside.

Crossrail will result in Chadwell Heath station being 23 minutes journey time to Liverpool Street and under an hour to Heathrow. The A13 also leads directly to London Southend airport in under a hour's travel time, whilst City Airport is even closer.

Extending the London Overground from Barking to Barking Riverside by 2020 will unlock the new neighbourhood's potential, directly linking up to 30,000 residents with the town centre and providing easy access to a new River Thames location

Public Transport (from Barking Station)

Location	Distance	Public Transport Travelling Time	Frequency
Stratford	4.7 miles	20 mins	Every 3 mins
City Airport	4.7 miles	22 mins	Every 3 mins
The O2	7.4 miles	18 mins	Every 3 mins
Fenchurch Street	8.3 miles	15 mins	14 trains per hour
Westminster	10.9 miles	40 mins	Every 3 mins
St Pancras (Eurosta	r) 11.5 miles	45 mins	Every 3 mins
Stansted	30.2 miles	80 mins	Every 3 mins
Heathrow	57.9 miles	75 mins	Every 3 mins

Transport

Moving goods quickly and efficiently is essential for any business. Barking and Dagenham has exceptional road connections to the City and to the new London Gateway port complex at Thurrock. The trunk road network also provides easy access in all directions. The borough is served by the upgraded A13 to central London including Docklands and the east, and to all points north via the A406 North Circular, A12 and M11. The M25 is about 15 minutes away.

The borough's position makes it ideal as a location for businesses serving London and the south east. This includes the substantial logistics sector already in the borough which could be supplemented by a range of enterprises offering support. Some of the companies that have taken advantage of Barking and Dagenham's location include British Bakeries, Innovative Output Solutions (formerly DCICMM), DHL, UPS, TNT and Kuehne + Nagel.

A £6m upgrading of Barking station to improve the passenger experience with additional ticket gates, lifts to every platform and an improved environment will take place over the next few years.







A great place for business, skills and enterprise

Space for business

Barking and Dagenham is home to a range of businesses from multinationals to micro-enterprises across numerous sectors. Ford Motor Company, which produces engines and panels at its Dagenham site, remains the largest manufacturer in Greater London. In recent years it has invested in a state of the art diesel engine plant powered by London's first wind park.

Other large private sector employers in Barking and Dagenham include British Bakeries, Dairy Crest, Hapag Lloyd, Moss Bros and Kuehne and Nagel. Most jobs in the borough are in small and medium sized enterprises, with more than 95% of employing fewer than 50 people.

The Council listens to and involves business to achieve our shared objectives. We recognise that supporting existing businesses in the borough is critical to encouraging more businesses to invest.

We have close links with the Barking and Dagenham Chamber of Commerce.

Barking Enterprise Centre (BEC) opened in late 2011 with 50 office units for small businesses alongside the borough's start-up and business support service. In 2016 Barking Enterprise Centres Community Interest Company (CIC) was established alongside the opening of BEC 2 - providing more quality space for businesses.

www.barkingenterprisecentre.co.uk

Londoneast-uk near Dagenham East provides a wide range of employment space including offices, laboratories, clean room space, warehouses and specialist support services.









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Barking is an excellent location, close to Canary Wharf, the City and the centre of London, yet with excellent links to the M11, M25 and beyond into the home counties.

Barking and Dagenham Chamber of Commerce provides a broad range of business services ranging from networking opportunities to profile raising, and information and support to help your business increase its sales. With a proactive and 'can do' approach we are here to help businesses succeed.

Mark Bass
President of Barking and Dagenham
Chamber of commerce

For Information on the Chamber contact Mary Clements (mary@bdchamber.co.uk). 020 8591 6966





Improving education facilities and results

School performance is a real success story in Barking and Dagenham. A continued trajectory of improvement over the last 10 years means that GCSE results for 16 year-olds are above the national average. Post-16 performance continues to improve, closing gaps with the national and increasing numbers of young people are continuing their studies in higher and further education.

The November 2014 Ofsted inspection of Barking and Dagenham's school improvement arrangements endorses the council's commitment to education stating 'A good quality education for all and improving academic standards are at the heart of the London Borough of Barking and Dagenham's ambitious vision'.

Barking and Dagenham has a good supply of affordable, accessible and inclusive childcare across the borough.

By investing in new schools, taking a strong lead in developing apprenticeships, setting up Job Shops and providing employers with a recruitment matching service, Barking and Dagenham Council continues to adopt a 'can do' approach to unlocking potential.











Barking & Dagenham College

Barking & Dagenham College is a national award-wining Further Education College, offering a wide range of courses from beginner level to a post-graduate MBA. With a £35m turnover the college is a significant employer in the borough, offering the highest quality training across specialist sites:

- The main 29 acre campus is at Rush Green, towards the east of the borough. The training on offer here includes mechatronics, engineering, construction, digital creative, ICT, and health and social care
- The Technical Skills Academy, a specialist training centre for 16-18s, in Barking offers construction management, ICT, digital creative, and media make-up training
- The Broadway Theatre in Barking provides a Technical Theatre and Performance Skills training centre
- Barking Learning Centre offering employability courses for adults

The college caters to all age groups with 12,500 students of whom 9,000 are 19+ and 3,500 are age 16 – 18. The college also trains around 860 apprentices every year (750 intermediate and advanced level apprentices, and 110 higher level apprentices). It is one of the largest providers of apprenticeship training in London.

The college offers students the highest quality training in industry-standard workshops and training spaces including:

- Siemens Mechatronic Academy
- iCreate@BDC is a new industry-standard 1,000 sqm collaborative hub where students can develop the skills needed by the growing creative digital sector
- The only regional Gazelle Science, Technology, Engineering & Maths Centre within the M25. It is a state-of-the-art, purpose-built creative space for all age groups
- The POD (Pitch On Demand) our hot-desking business incubation zone for students and local microbusinesses











A great place for living, sport and leisure

Barking and Dagenham provides an incredibly attractive place to live with numerous tree lined streets, 530 hectares of green belt land and 25 well maintained parks and open spaces.

Eastbrookend Country Park and Dagenham

Washlands is a corridor of green belt between Dagenham and Havering, and is the largest nature reserve managed by the London Wildlife Trust. It covers 120 acres of shallow wetlands, reed beds, horse-grazed pasture, scrub and woodland, including the rare black poplar tree. This site is a haven for birds with around 170 species. The Country Park adjoins Central Park in Dagenham which is home to the hugely popular annual Dagenham Town Show.

Barking Park, with its beautiful boating lake and formal gardens, has been improved even further with a £3.5 million heritage lottery grant.

Parsloes Park, in the centre of the borough, offers a wide range of recreational and sporting facilities for visitors of all ages.

Mayesbrook Park is home to a number of local sports groups as well as offering an attractive natural environment with lakes and woodland. Mayesbrook Park forms a major focus for the borough's Olympic activities and a popular Adizone outdoor gym has recently been installed.

Barking and Dagenham has a rich heritage:
William the Conqueror stayed in Barking Abbey with his sister while the Tower of London was being built. It is said that Guy Fawkes planned his attempt on Parliament here, while Captain Cook chose St Margaret's Church for his wedding to local woman Elizabeth Batts. The borough is home to Valence House Museum and Visitor Centre, described by Museums Journal as "one of the best local history museums in Greater London", and the 16th Century Grade I Listed Eastbury Manor, a National Trust property and conference venue, which offers historical and social events.

A range of good value housing choice

Much local housing stock is on the Becontree estate, which provides large family terrace or semi detached housing with gardens. In recent years numerous residential schemes have made wider housing opportunities available and significant new developments are in the pipeline.

Barking and Dagenham offers a range of housing choice for everyone. In spite of double digit increases, property prices remain the lowest in London. In early 2016 homes were selling for £284,486 on average, attracting aspirational families wanting good value properties with local facilities and services, and good connectivity. The council is proud of its social housing heritage and is investing in it to provide accommodation for the workforce of the future. The council is proud to be one of the very few which is building brand new council homes to high architectural standards. The borough is also ideal for key workers, with a well-developed market and tenure mix. The total housing stock comprises around 70,000 dwellings, of which 19,000 are council rented.

Barking Riverside is one of the largest residential development schemes in the whole of the UK and will transform of the local economy. With planning permission for more than 10,000 homes, the site offers extensive River Thames frontage, substantial parkland and open space.

Academy Central has 936 sustainable homes, ranging from one, two and three-bedroom apartments to three and four-bedroom houses, as well as community facilities and public recreation space.

A substantial programme of estate renewal is underway to regenerate parts of the borough. The largest of which at the Gascoigne involves working in partnership with Fast Thames.



Nearer Chadwell Heath and benefiting from future Crossrail access, Lymington Place is the first phase of new housing on the Lymington Fields site providing a range of apartments, houses and villas.



Sporting heritage and sporting future

The borough has a uniquely strong sporting heritage and an even stronger sporting future, as the Sporting Legends sculpture by the A13 celebrates so proudly. Sporting heroes and heroines with local connections include Terry Venables, Bobby Moore, Sir Alf Ramsey, Jason Leonard and Beverley Gull. Thanks to the high class sporting facilities on offer and the impetus of the London 2012 Olympic and Paralympic Games, stars of the future have a powerful opportunity to shine here in Barking and Dagenham, London's true sporting borough.

Sporthouse covering 125,000 sq ft, has the largest wooden sports floor in the UK and the second largest in Europe.

The Mayesbrook Athletics arena was revamped to create an Olympic standard athletics track for Games time training, regional and national events. Mayesbrook Park has also benefited from the installation of an Adizone – an outdoor gym that is free to use.

A £23 million investment in the new Becontree Heath Leisure Centre has delivered a truly world-class facility with a 25 metre, 10 lane pool with seating for 250 spectators. The centre also contains a 95 station gym, sports courts, community space and a soft play area. The 10 lane pool was a training venue for water polo during the London 2012 Olympic Games. A leisure centre in Barking town centre to match the quality of Becontree was opened by the Queen in 2015.

Becontree Leisure Centre was recently named as the busiest swimming pool in the country, and Barking and Dagenham hosts the UK's longest indoor go-kart track and the largest adventure golf course.

Over 100 local sports clubs, including Barking Rugby Club, Dagenham Rugby Club and Dagenham & Redbridge Football Club, are very actively involved in the local community and provide a range of activities, particularly for young people.









Thriving arts and culture

Barking and Dagenham is taking great strides to build on a cultural and artistic history that includes Dudley Moore, Sandie Shaw, Dame Vera Lynn and Billy Bragg.

The Broadway Theatre in Barking, a flexible, modern performing arts venue, houses Barking and Dagenham College School of Performing Arts who are working with the Barbican and the Guildhall.

Barking & Dagenham College's main campus houses state of the art photography studios and digital workspace. Castle Green complex, with its theatre space, music, dance, drama and recording studios, is also a major arts facility. Barking Learning Centre has an art gallery with free entry.

The borough is keen to support the growth of **cultural** and creative industries building on its existing base with active organisations such as Studio 3 Arts and Creative Barking and Dagenham. The Ice House Quarter is the borough's primary focus for taking this forward as part of the **Barking Creative Industries Zone**.

www.creativeBD.org.uk



Barking and Dagenham has led the way in developing striking public art: Holding Pattern (Ellard, Johnstone and de Paor); Pumping Station (Tom de Paor) and Scylla and Charybdis (Heatherwick), to the Lighted Lady (Joost Van Santen) the Catch (Leeson) and the kaleidoscopic subway linking Tanner Street to Barking Station. Jason Bruges designed an electricity sub-station in Dagenham Dock while a subway at Scrattons (Wishing on a Star) was transformed by Anita Rivera. The Observer newspaper in 2010 included the Secret Garden (Muf) within its 10 best public art works in Britain.









So you want to find out more...

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www.boldmagazine.co.uk www.lbbd.gov.uk/londonsgrowthopportunity

Glittering Prizes

Gongs, accolades and endorsement for services and regeneration projects demonstrate the scale of change and success in Barking and Dagenham

10

Education
The only council with all its children's centres rated as outstanding by Ofsted

CAFE

Best All Round Small Business Friendly Borough 2013

London Borough of Barking and Dagenham Federation of Small Businesses / London Councils Small Business Awards

VINTAGE

Partnerships Awards 2013 – Best Alternative Deal Structure 2013:

> Barking and Dagenham Reside (Project Edsel)

Innovative Use of the Planning Process - Development Management

Residents Urban Design Forum, shortlisted

RTPI Awards for Planning Excellence 2012/3

Barking Central / Barking Learning Centre

2011

New London Award for Joint Overall Winner

New London Award for Placemaking

RIBA Award for Architecture

2010

Building for Life Award

Building for Life Silver Standard

Housing Design Award

London Planning Awards: Best New Public Space

World Architecture Festival: Commended

2009

Brick Awards: Best Use of Brick and Clay Products

2008

British Construction Industry Awards: Local Authority Award

European Prize for Public Urban Space

2007

MIPIM Best Mixed Use Award

2005

Housing Design Award



Barking Riverside Development of the Year

- Sunday Times British Homes Award 2013
- Buzzards Mouth Court, Completed Scheme Housing Design Awards 2013







www.boldmagazine.co.uk



www.barking-dagenham.gov.uk