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Crossrail Regeneration Benefits - Kensal Addendum

A Final Report by
Regeneris Consulting

Royal Borough of Kensington
and Chelsea

Crossrail Regeneration Benefits - Kensal Addendum

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Regeneris Consulting Ltd

70 Cowcross Street
London
EC1M 6EJ
0207 608 7200

Faulkner House
Faulkner Street
Manchester M1 4DY
0161 234 9910

www.regeneris.co.uk

Contents

1. Introduction	1
2. The Kensal Crossrail Station: Socio-Economic Context	3
3. Defining the Potential Regeneration Benefits of Crossrail in Kensal	9
4. Prioritisation of Locations	14
5. Concluding Remarks	28

Appendix A – Socio-Economic Evidence Base

Appendix B: Mapping of Socio Economic Performance

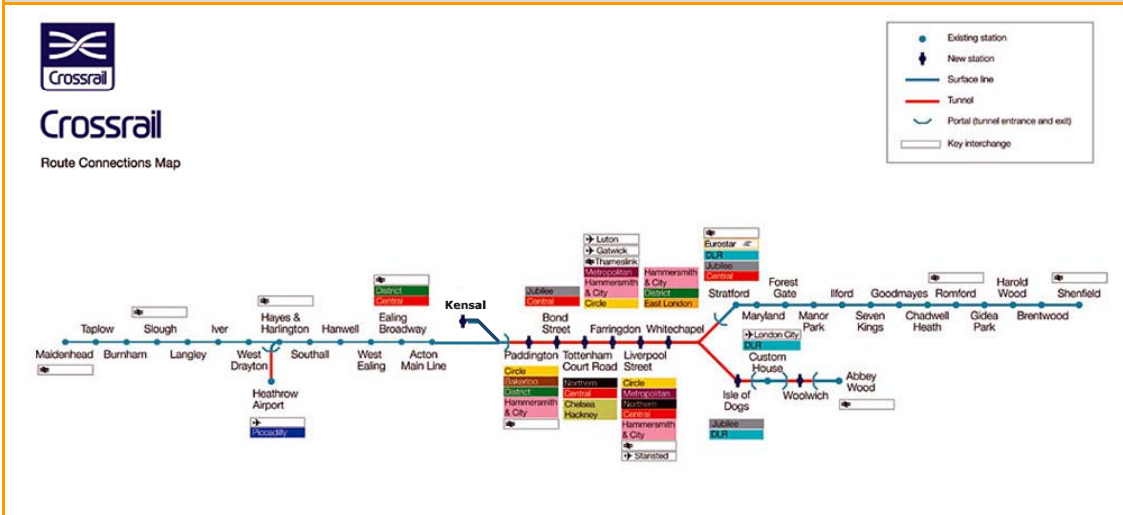
1. Introduction

- 1.1 In 2010 Regeneris Consulting produced a Strategic Prospectus¹ which considered the potential regeneration benefits that could accrue as a result of the delivery of the Crossrail line. This looked at various types of benefits and ultimately generated a recommended prioritisation to help policy makers better target resources to maximise benefit.
- 1.2 Since this report was published, Royal Borough of Kensington and Chelsea has been actively pursuing the possibility of locating an additional station at Kensal. This station would be a 'Turn back' station in the north part of the borough near to the boundaries with LB Brent, City of Westminster and LB Hammersmith and Fulham.

Location of Kensal Crossrail Station



Proposed Kensal Station in the Context of the Crossrail Line



- 1.3 As part of the ongoing case making, RBKC have asked Regeneris to revisit the methodology

¹[http://www.islington.gov.uk/DownloadableDocuments/Environment/Pdf/ldf_pack/AAP_evidence_base/BCE31_Crossrail_Regeneration_Benefits_Strategic_Prospectus_\(draft_final\).pdf](http://www.islington.gov.uk/DownloadableDocuments/Environment/Pdf/ldf_pack/AAP_evidence_base/BCE31_Crossrail_Regeneration_Benefits_Strategic_Prospectus_(draft_final).pdf)

●Crossrail Regeneration Benefits - Kensal Addendum●

applied in the original work and undertake the following tasks:

- Investigate the baseline position of the hinterland of the proposed Kensal station.
- Consider what the potential regeneration benefits of a station at Kensal may be.
- Revisit the prioritisation of station locations carried out in the previous 'Strategic Prospectus', adding the Kensal hinterland to each of the rankings.
- Identify some high level actions which could accompany the development of the station to demonstrate that RBKC has given consideration to the wider benefits of the station.

1.4 **It is important to note that exactly the same methodology and data sets / sources used in the original Crossrail Regeneration Benefits Strategic Prospectus report have been used in this study. This is to ensure that both reports and their conclusions are directly comparable.**

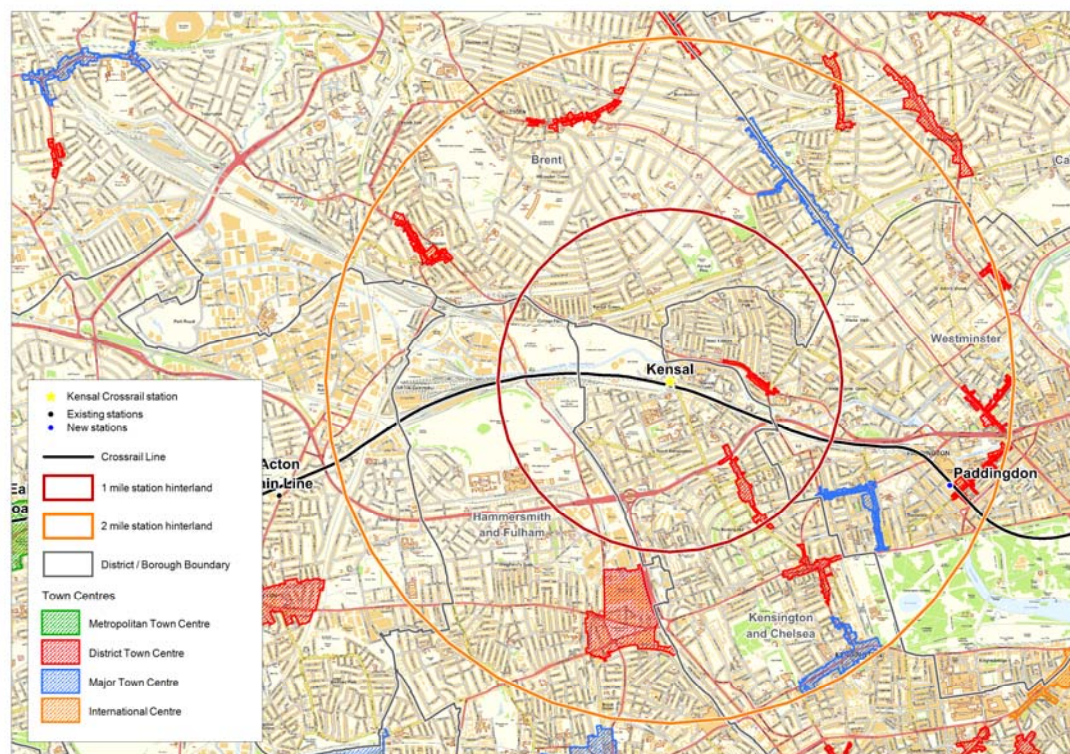
1.5 This report brings together each of the above tasks and helps to make the 'regeneration case' for locating a station at Kensal.

2. The Kensal Crossrail Station: Socio-Economic Context

Location Context

- 2.1 This section presents a summary of the socio-economic context of the area around the proposed Kensal Crossrail Station. The geographical context of the proposed station is set out in the map below (with 1 and 2 mile hinterlands).
- 2.2 It is important to note that despite the fact that the proposed location for the station is within the Royal Borough of Kensington and Chelsea, it is also in very close proximity to the boundaries with 3 other London Boroughs. Indeed as highlighted in the map below, the one mile hinterland of the proposed station is divided relatively equally between RBKC, Westminster, Brent and Hammersmith and Fulham (although the majority of this borough within the hinterland is open space).

Proposed Kensal Crossrail Station: Location Context



Source: London Development Agency

- 2.3 To enable socio-economic analysis, a hinterland area around the proposed station has been defined. This hinterland area comprises a number of administrative wards² which best fit the 1 mile hinterland area displayed in the map above. Socio-economic analysis is aided throughout through the use of the following system of colour coding:

² The hinterland area for Kensal Crossrail Station has been defined to include the following administrative wards – Golborne, Notting Barns, St Charles, College Park and Old Oak, Kensal Green, Queens Park and Queen's Park.

	Positive performance relative to the London Benchmark
	Average performance relative to the London Benchmark
	Negative performance relative to the London Benchmark

- 2.4 It is important to note that the Crossrail Strategic Prospectus was published in 2010 and the baseline used the most up to date intelligence available at that time – most data used was for the years 2008 or 2009. Whilst more up to date intelligence is now available, in considering the baseline position for Kensal for this study we have used exactly the same data as used previously (i.e. predominantly data for 2008 and 2009). **This is to ensure a consistent methodology between this study and the original, and to ensure that all results and conclusions presented in the two studies are directly comparable.**
- 2.5 However, in acknowledgement of the fact that more up to date intelligence is now available, we have also provided a separate update of the baseline figures to outline the current socio-economic context.
- 2.6 A full review of key socio-economic indicators – including comparison of performance of all locations along the Crossrail route – is appended.

2009 Socio-Economic Baseline

- 2.7 This section examines the socio-economic performance of the Kensal area using the same data sources (and timeframes) applied in the original Crossrail Strategic Prospectus.

Royal Borough of Kensington and Chelsea

- 2.8 Containing numerous important commercial areas such as Knightsbridge (defined as an international centre), Kings Road and Kensington High Street (both defined as major centres), RBKC plays an important role in the functioning of London’s economy. In 2008, the Borough contained around 110,400 jobs and around 13,200 businesses. Despite this, in the period between 2005 and 2008, the Borough saw a decline in employment of 2% and a lower than (London) average increase in the business base of 1.2%.
- 2.9 RBKC has relatively diverse labour market characteristics. On the one hand, the Borough is home to a relatively well skilled and affluent population; a relatively high proportion of residents have degree level or higher qualifications, whilst at £931, average weekly earnings for residents are significantly higher than the London average. The Borough also has a relatively high proportion of residents who are classified as self employed. Reflecting these characteristics, overall levels of relative multiple deprivation are lower than in many London Boroughs.
- 2.10 This is however, not to say that challenges do not exist. Despite levels of relative multiple deprivation being low overall, pockets of deprivation do exist in RBKC – around 9% of localities in the Borough are defined as being in the 10% most deprived localities nationally. More specifically, the Borough has challenges around economic activity and unemployment. At 71.1% (in 2009), levels of economic activity are lower than the London average, whilst the ILO measured unemployment rate of 7.2% is above the London average.

●Crossrail Regeneration Benefits - Kensal Addendum●

Summary of Socio-Economic Performance – RBKC 2008/9			
		No. / Rate	Change (from 05)
Labour Market	Population	171,100	0.9%
	Economic Activity Rate, 2009	71.1	4.4 points
	Unemployment Rate, 2009	7.2	2.0 points
	Claimant Count Rate (November 2009)	3.0	0.8 points
Qualifications and Skills	Working age pop with no qualifications, 2008	7.9	-0.2 points
	Working age pop with NVQ4+, 2008	53.6	3.9 points
	Average Residence Based Earnings, gross per week	£931.10	8.7%
	Average Workplace Based Earnings, gross / week	£537.50	10.4%
Indices of Multiple Deprivation	Rank out of 354 English LA's; 1 =most deprived	101	n/a
	% of SOA's in 10% most deprived nationally	8.7%	n/a
Employment, Business and Enterprise	Employment	110,400	-2.0%
	Business Base	13,200	1.2%
	Self Employed (working age), 2009	19.6	-5.0 points

Source: Annual Business Inquiry; Annual Population Survey; Indices of Multiple Deprivation

Neighbouring Boroughs

- 2.11 As previously stated, whilst located within RBKC, the proposed Kensal Crossrail station lies close to the boundaries of three other London Borough's – Brent, Westminster and Hammersmith and Fulham. As such, the section below gives brief consideration to the key socio-economic characteristics of RBCKs neighbouring Boroughs.

London Borough of Brent
<p>Brent neighbourhoods located in closest proximity to the proposed Kensal Crossrail station location include Kensal Green and Kensal Rise. In 2008 Brent contained around 94,000 jobs, with the top employment sectors being distribution, hotels and restaurants (28% of all jobs) and public administration, education and health (around 25% of all jobs). One of the most important economic areas within Brent is Park Royal – Europe's largest industrial estate. Park Royal covers around 700 hectares across Brent, Ealing and Hammersmith & Fulham. The eastern boundaries of Park Royal extend to Kensal Green. Located to the north of the Crossrail alignment, Park Royal could be served in the future by the proposed station at Old Oak Common (which would be located in closer proximity to the estate than the proposed station at Kensal).</p> <p>Brent is one of the most ethnically diverse areas in the country. Whilst overall levels of economic participation in the labour market in Brent are close to the London average, high levels of worklessness are found within parts of the Borough – especially to the south. Brent residents in the vicinity of the proposed station typically hold lower levels of skills than the regional average, and, levels of pay (both for those living and working in the Borough) are also relatively low. Reflecting relatively sharp socio-economic divides within the Borough, Brent has some relatively severe concentrations of multiple deprivation. The main concentrations of deprivation are located to the south of the Borough, including in Willesden Green – located just to the north of the proposed location for Kensal Crossrail station.</p>

City of Westminster

The City of Westminster is a location of global significance – both economically and politically. Westminster neighbourhoods located in close proximity to the proposed Kensal Crossrail station location include West Kilburn and Westbourne Green. Statistically, in 2010 the Borough contained over half a million jobs, and was characterised by overall high skills and earning levels amongst residents.

Despite displaying overall strengths, however, significant labour market disparities do exist within the Borough. Westminster contains relatively low levels of economic activity and high rates of unemployment in specific locations. Whilst containing lower levels of overall deprivation than other Borough's along the Crossrail route, Westminster also contains pockets of severe relative deprivation – especially to the north of Paddington and in the west Kilburn area (located in close proximity to the proposed Kensal station). Other than Kensal (located just outside the west boundary of Westminster) the Borough will be served by three Crossrail stations – Paddington, Bond Street and Tottenham Court Road. Each of these stations serves London's central activity area, characterised by a mix of commercial, leisure, entertainment and residential activities.

- 2.12 Whilst the proposed Kensal Crossrail station location is located close to the boundary with Hammersmith and Fulham, this part of the Borough is largely occupied by Old Oak Common and Wormwood Scrubs Park. As such, consideration of socio-economic characteristics of the Hammersmith and Fulham as a whole has been deemed to be less relevant than for Brent and Westminster.

Kensal Station Hinterland Area

- 2.13 Reflecting the geographical and administrative consideration outlined above, the geography we have defined as the Kensal Crossrail hinterland area incorporates parts of four Boroughs – RBKC, Brent, Westminster and Hammersmith and Fulham.
- 2.14 Kensal Canalside is one of the London Plan's Opportunity Areas. In 2009, the population in the area around the proposed station (roughly the 1 mile hinterland) stood at around 72,600 – **one of the most densely populated areas along the Crossrail route**. The area also contains significant levels of economic activity – in 2008, there were around 33,100 jobs in the area and around 3,800 businesses. Indeed, in the period between 2005 and 2008, the local business base increased by 12.9% - significantly stronger performance than average regionally. However this did not translate into a significant increase in jobs, during the same time period, levels of employment remained relatively stable. Industry in the area is largely dominated by two broad types of activity – around 38% of jobs are in professional and financial service activities and a further 20% of jobs are in the distribution (which includes retail), restaurants and hotels sector.
- 2.15 Despite these characteristics, significant labour market challenges exist in the Kensal area. In 2009, unemployment in the area was relatively high, with the claimant count rate standing at 6.7%. This rate was higher than the London average and had increased at a higher rate than London average since 2007 (by 2.7 percentage points). The area around the proposed Kensal Crossrail station is characterised by relatively severe concentrations of relative multiple deprivation. Many of the localities within the station hinterland area are defined as being within the 10% most deprived localities nationally.

●Crossrail Regeneration Benefits - Kensal Addendum●

Summary of Socio-Economic Performance – Kensal Hinterland 2008/9				
	Population	Claimant Count	Employment	Business Base
2008 Number / Rate	72,634	6.4%	33,100	3,800
Recent Change (05-08)	-0.1%	1.4 points	0.2%	12.9%

Source: Annual Business Inquiry; Claimant Count; Mid Year Pop Estimates

Socio-Economic Baseline – 2011 Update

- 2.16 Given that a period of time has elapsed since the publication of the Crossrail Strategic Prospectus, an up to date socio-economic baseline summary has also been produced. This is especially important given current economic uncertainty and is intended to provide an up to date snapshot of local socio-economic performance.

Royal Borough of Kensington and Chelsea

- 2.17 Since 2008, socio-economic performance in RBKC has been varied. Partly reflecting wider economic and political conditions, recent years have seen declines in the number of business and jobs in RBKC of 2.2% (close to the London average) and 4.5% (higher than the London average) respectively. The economic activity rate of local residents has also fallen by 4.6 percentage points in recent years – a larger decline than average across London as a whole. As a result, the overall economic activity rate now stands at 66.5% - again, a lower figure than is average across London. Despite this, performance in respect of other labour market indicators has remained relatively strong. Unemployment remains lower than the London average and has declined to a certain extent in recent years.
- 2.18 Skills levels in the Borough also remain strong, with a very low level of residents with no qualifications and a high proportion of residents with higher level qualifications. The Borough’s position in respect of both of these indicators has also improved over the past few years. Despite a small decline in average earnings of residents, these continue to be significantly higher than the London average. Average earnings for those working in the Borough have also continued to increase at a level above average. The Borough’s position in terms of deprivation has remained largely unchanged in relation to other areas in recent years.

● Crossrail Regeneration Benefits - Kensal Addendum ●

Summary of Socio-Economic Performance – RBKC 2011		No. / Rate	Change (from 08/ 09)
Labour Market	Population	169,500	-0.9%
	Economic Activity Rate, 2010	66.5	-4.6 points
	Unemployment Rate, 2010	4.2	-3.0 points
	Claimant Count Rate (November 2011)	2.9	- 0.1 points
Qualifications and Skills	Working age pop with no qualifications, 2011	5.4	-2.5 points
	Working age pop with NVQ4+, 2011	55.6	2.0 points
	Average Residence Based Earnings, gross / week (2011)	£910.20	-2.2%
	Average Workplace Based Earnings, gross / week (2011)	£559.40	4.1%
Indices of	Rank out of 354 English LA's; 1 =-most deprived	103	n/a
Multiple Deprivation	Proportion of SOA's in 10% most deprived nationally (2010)	8.7%	n/a
Employment, Business and Enterprise	Employment (2010)	108,700	-4.5%
	Business Base (2010)	12,745	-2.2%
	Self Employed (working age), 2011	20.2	0.6 points

Source: BRES; Annual Population Survey; Indices of Multiple Deprivation

Kensal Station Hinterland Area

- 2.19 In the period since 2008/9, socio-economic performance in the Kensal area has varied. Contrary to wider trends (mirroring the prolonged economic downturn), employment in the area has increased by around 1.5% (around 500 jobs in real terms) in recent years. As a result, the area now contains around 33,800 jobs. A closer look at the local industrial structure reveals that the top three sectors of employment are information and communications (21% of jobs), health and social work (19% of jobs) and wholesale / retail (12% of jobs). Unfortunately local level information on business base performance is no longer available.
- 2.20 In recent years, the area's population and labour market characteristics have also experienced change. Between 2009 and 2011, the local population declined by around 1%. The local unemployment rate remains above the regional average at 6.7% but has remained relatively stable between 2009 and 2011. Levels of relative multiple deprivation in the local area have also remained relatively unchanged between 2007 and 2010.

Summary of Socio-Economic Performance – Kensal Hinterland 2010/11				
Kensal 2011	Population	Claimant Count	Employment	Business Base
2010 Number / Rate	72,122	6.7	33,800	n/a
Recent Change (08-09)	-0.7%	0.3	1.5%	n/a

Source: BRES; Claimant Count; Mid Year Pop Estimates

Placing Local Performance in Context...

- 2.21 Socio-economic performance of RBKC and the Kensal station hinterland is assessed in relation to performance of other locations along the Crossrail route in Section Four, which presents the prioritisation of locations along the Crossrail route.

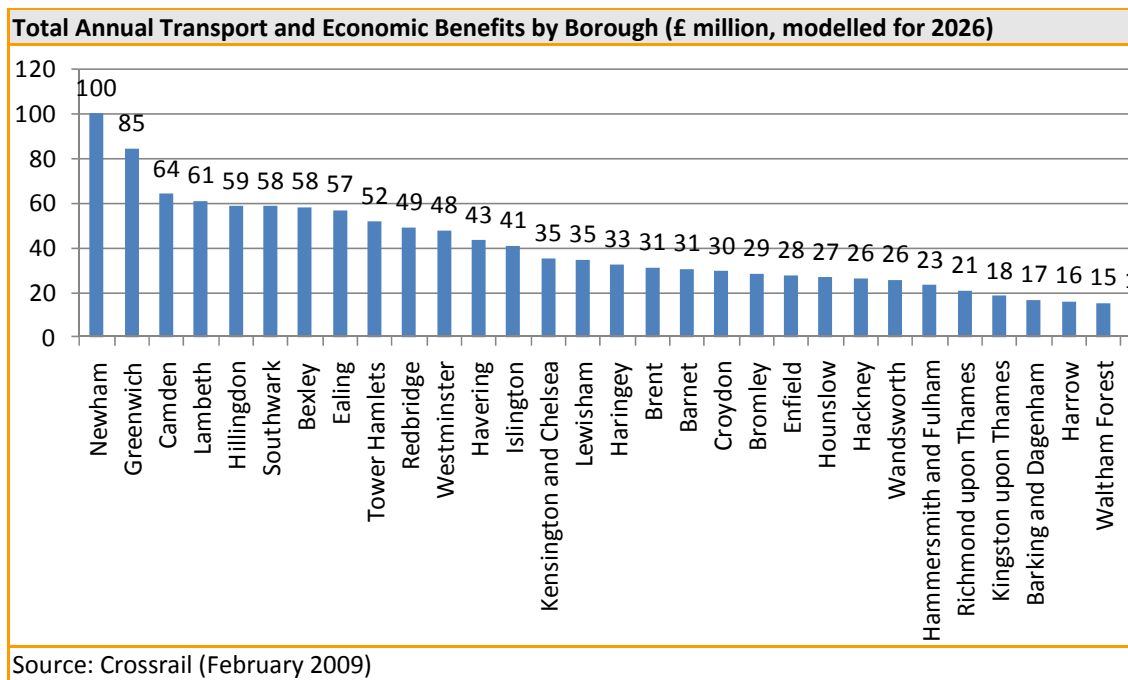
3. Defining the Potential Regeneration Benefits of Crossrail in Kensal

3.1 The 2010 Crossrail Strategic Prospectus considered in detail, the potential regeneration benefits that could be realised within the various station hinterlands. This section considers what the benefits could be in the vicinity of the proposed Kensal Crossrail location.

The Economic Impact of Crossrail

3.2 Crossrail has already undertaken a significant amount of work looking at the ‘bottom line’ economic benefits of Crossrail. This provides a useful starting point for considering the regeneration benefits. Indeed **this strategy assumes that the regeneration benefits will be achieved by ensuring that the right individuals, businesses and locations are exposed to the economic opportunity.**

3.3 Crossrail is expected to deliver substantial economic benefits for the whole of London and the South East after the railway opens in 2019. Research³ for Crossrail estimates that the annual economic benefit across all London’s boroughs of faster journey times, reduced public transport congestion, improved productivity and higher earnings will be £1.24 billion (2008 prices) when modelled for the year 2026.



3.4 The highest benefits are estimated to accrue to boroughs along the route alignment, with a particular concentration of benefits in inner east London. Newham (with five Crossrail stations) and Greenwich (with two Crossrail stations) are forecast to be the London boroughs which secure the highest annual economic benefits from Crossrail (with benefits

³ The Distribution of Crossrail Benefits (2009), Crossrail, accessed at <http://www.crossrail.co.uk/railway/benefits>

totalling £100 million and £85 million per annum respectively). Stations along the route alignment in west London also secure a relatively high level of benefits.

- 3.5 Even without a Crossrail station at Kensal, it is predicted that the Royal Borough of Kensington and Chelsea could receive benefits totalling £35m per year for the borough. It is outside the remit of this work to calculate the potential economic value of benefits that may accrue as a result of the addition of a new station but as a guide, is estimated that neighbouring boroughs of Ealing and City of Westminster (which do have stations) could expect annual benefits totalling £57m and £48m respectively. Clearly, further exploration would be required to understand the specific economic benefits a station could generate.

Regeneration Benefits: What can we learn from elsewhere?

- 3.6 Previous work on the economic impact of Crossrail provides an idea of the significant scale of the opportunity. Standard transport impact models do not, however, enable us to track exactly what the total direct and indirect benefit of Crossrail will be (hence impact figures may not include the full extent of wider regeneration benefits). In addition, it will be 7 years until the line is operational, meaning that it is difficult to identify exactly what the regeneration benefits will be and exactly when they will manifest themselves.
- 3.7 To better understand what might happen in the future, the 2010 Strategic Prospectus included a review of other transport schemes; this provides a number of precedents that could provide an indication of potential benefits associated with a station at Kensal; some of these are outlined below:
- Many of the local benefits delivered by transport infrastructure will not be directly attributable to its delivery; other factors must be taken into account. The regeneration of the Southbank for example, can be linked closely to the development of the Jubilee Line Extension. However, this was only one element of the whole response within the area. **Understanding the nature of change requires an ongoing commentary on changing contextual situation at specific locations.**
 - The experience of the Jubilee Line Extension to date suggests that the achievement of targeted regeneration impacts (linked to transport projects) will take **between 10 and 15 years to become apparent.**
 - The full impact of **agglomeration benefits** will become apparent over a much longer period and should be modelled over a **60 year period**⁴.
 - If regeneration benefits are to be secured it is important that the needs (in terms of getting the infrastructure built on time and to budget) of the statutory bodies (e.g. Crossrail / Network Rail) are delivered as efficiently as possible.
 - The experience of other transport schemes (most notably the Jubilee Line Extension) suggests that the most significant **benefit is outside of the Central Activity Zone and will be driven by residential development.**
 - The sphere of influence for impact will vary between stations. The logical starting

⁴ The Agglomeration Benefits of Crossrail; Buchanan, Arter, Meeks; Association for European Transport Conference (2006)

point (as recommended by the Scottish Executive⁵) is half a mile for businesses and one mile for residents. This provides initial guidance for testing, although it is reasonable to expect the scale of Crossrail to deliver a more significant sphere of influence.

- In considering the regeneration impacts of transport related **projects it is important to consider regeneration in its broadest terms** (to include, skills, education, employment, physical development, housing, mobility, health etc).
- **Interventions in deprived areas can lead to a 'crowding out' of existing populations**, particularly in areas where there are high levels of private renting (University of Westminster cite Southwark as an area where this took place as a result of the Jubilee Line extension.)
- In the case of the Jubilee Line Extension, where employment levels have increased, evidence suggests that the employment benefits for local people have been limited (partly due to a lack of intervention to prepare people for new opportunities to participate in the labour market⁶).
- **There are clear links between improved transport and a decline in social exclusion.** That said, there can be issues related to cost of transport and travel to station / interchange for those furthest from the labour market⁷
- A review of the regeneration benefits of transport infrastructure in the East Midlands suggested that **'bottlenecks and bad station design can seriously hinder the ability of new stations to deliver regeneration benefits'**⁸.
- **Improved transport links almost universally lead to an improvement in perception of an area amongst inward investors**⁹.

3.8 There are no guarantees that Crossrail will mirror the experience of other transport schemes. Crossrail is unprecedented in its size, scale and influence and as a result, it might be expected that even more significant benefits to be delivered. The value of these examples is that they provide an idea of what the potential benefit might be, but also what the challenges could be in achieving the optimum regeneration benefit.

Types of Regeneration Impact for Kensal

3.9 Based on the experience of other transport schemes and the analysis carried out for the original Strategic Prospectus, there are a number of types of regeneration benefit that could be realised as a result of a new station at Kensal, these include:

⁵ Developing a Methodology to Capture Land Value Uplift Around Facilities – Transport Research Series; Scottish Executive (2004)

⁶ Ibid.

⁷ The Value of New Transport in Deprived Areas; Who Benefits How and Why; Joseph Rowntree Foundation (2007)

⁸ Regeneration at Transport Interchanges; EMDA (2008)

⁹ Ibid.

●Crossrail Regeneration Benefits - Kensal Addendum●

- **Journey to work times:** Crossrail will generally (and specifically in Kensal) lead to significant improvements to commuting times and will give more individuals a viable commute to central London and Canary Wharf. This will mean local people will have access to a wider variety of economic opportunities.
- **Land and property values:** Land /property demand and values are already increasing within areas close to some Crossrail stations; this could well be the case in Kensal given the potential scale of journey time improvements. The challenge will be to ensure that this does not lead to the wholesale displacement of local people and businesses, particularly given the demographic transience that exists to the north of the proposed station site.
- **Land use changes:** At a number of locations Crossrail will significantly change the economic geography of places on the line. This will generate demand for a variety of different types of development (both residential and commercial). This is particularly relevant to Kensal given the quantum of brownfield land adjacent to the proposed station. The Kensal site has been identified as the largest viable brownfield site in the West London Crossrail Corridor and is larger than the brownfield sites at Kings Cross and Paddington Basin. It is important that should the station be given the go-ahead, partners respond to the potential for changes in land use in a strategic and 'joined-up' manner.
- **Area identity:** Crossrail will shape (or reinforce) area identities. This will provide opportunities to enhance perceptions of areas on the line as economic, visitor and residential locations. The hinterland of the proposed Kensal station is at the junction of 4 boroughs, something that has contributed to the area failing to develop a strong identity and sense of place. There are, however, opportunities to build upon. For example, the Crossrail station at Kensal would effectively provide a northern gateway to Portobello Road – a significant visitor and retail destination in London. As such, in the context of Kensal, a Crossrail station could provide a new focal point which could ultimately lead to a more cohesive and identifiable location.
- **Footfall:** The proposed Kensal station is not directly linked to an established town centre. However, as discussed above, the station would be located in close proximity to the northern end of Portobello Road and would potentially act as a new gateway to this significant visitor / retail destination. Associated with this, along with more general leisure and commuter movements, there would be likely to be significant business benefits as a result of increased footfall in the station hinterland.
- **Demographic impact:** The associated uplift in the general 'quality' of areas associated with Crossrail should lead to a more settled demographic (and less transient) profile in more deprived locations on the Crossrail route. This is particularly relevant given that transience of population has been identified as an issue in North Kensington and southern areas of Brent.
- **Long term impact:** Crossrail has the potential to operate as a fulcrum for future economic development and regeneration activity in London. Like the Olympics, Crossrail is a brand which is recognised by London's residents and businesses. As such, Crossrail provides a long term opportunity to access a broader beneficiary base than may have otherwise been the case. In line with this, the opportunity to

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innovate in delivery is not insignificant.

- 3.10 This is of course a general list of regeneration benefits that could emanate from Crossrail. Some of these have greater significance than others and some will be easier to achieve than others. It is important to recognise that, in itself, a Crossrail station at Kensal (or indeed any other location) will not deliver these benefits without additional intervention and guidance. Co-ordinated partner activity and resource will be required to ensure that these benefits are maximised.
- 3.11 There needs to be acknowledgement amongst partners that there may not be clear return on any investment for a number of years. That said, evidence from previous programmes does provide a clear rationale for early, co-ordinated intervention.

4. Prioritisation of Locations

- 4.1 An integral part of Crossrail Regeneration Benefits Strategic Prospectus report was the prioritisation of station locations along the Crossrail route for intervention. The report noted that *“all geographies along the Crossrail route should be regarded as being important within the London context – to varying degrees, each location will see some positive impact as a result of Crossrail”*. That said, the report went on to note that *“the relative potential of certain locations, the proportionate influence that the public sector can exert and the availability of resources provides a rationale for undertaking an initial prioritisation of locations on the Crossrail route”*.
- 4.2 The bespoke model for analysis developed to inform the Crossrail Regeneration Benefits Strategic Prospectus has been re-run to include the proposed station at Kensal. This assesses each station location for prioritisation according to 2 key themes:
- The Deprivation and Inequality ‘Case’
 - The Market Opportunity ‘Case’
- 4.3 Under these two themes, locations are ranked (using a 1 mile hinterland) according to the most relevant statistical indicators. These rankings are then combined to create an overall indices by which relative performance of each station can be assessed and then prioritised accordingly.
- 4.4 Data used in the model is the same as that used in the original model (varying by indicator, but typically 2008 or 2009). Whilst more up to date statistical intelligence is now available, it was deemed necessary to be comparing like for like – in effect inserting Kensal into the original report, rather than updating the original report. Additional, more up to date maps are appended to this report.

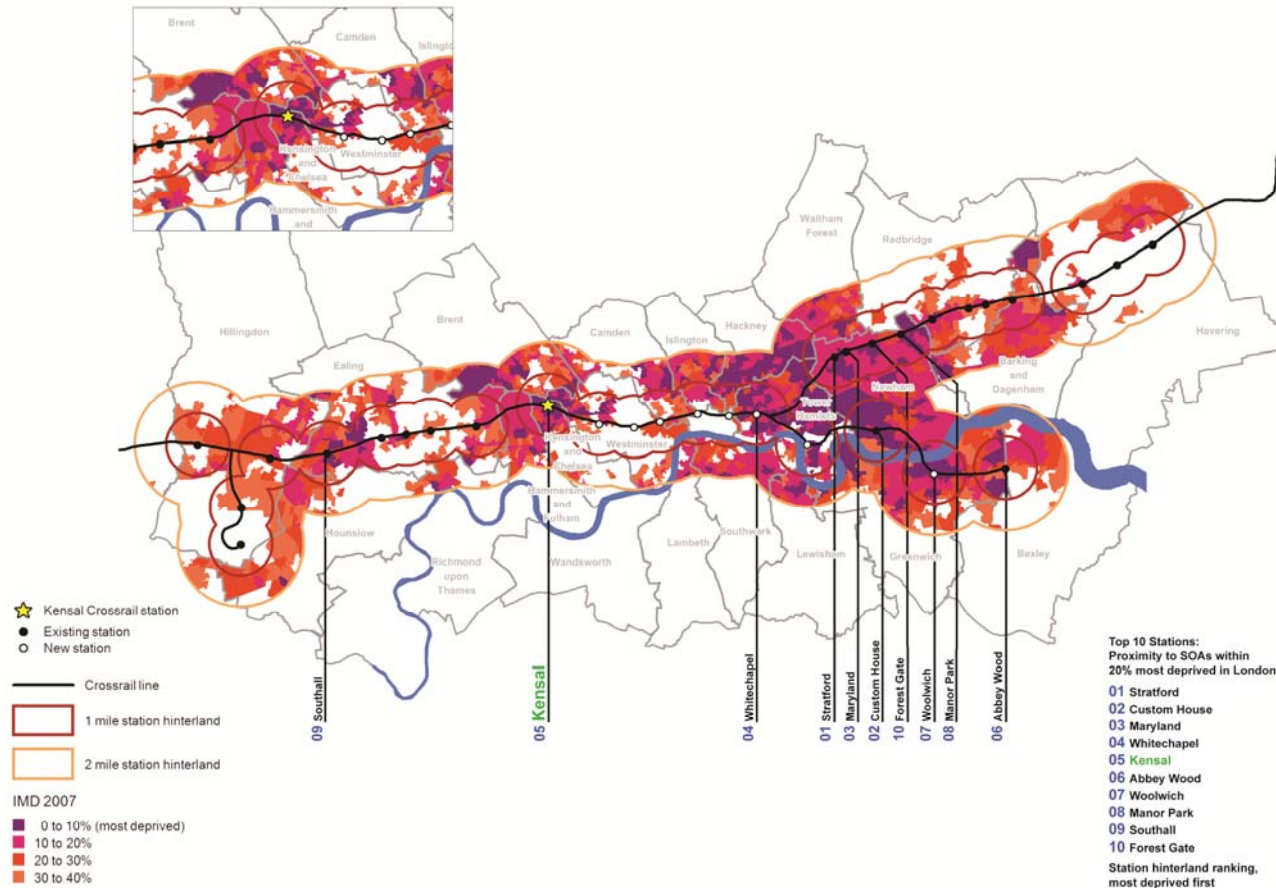
The Deprivation and Inequality ‘Case’

- 4.5 The Crossrail Regeneration Benefits Strategic Prospectus focussed on ensuring that the regeneration benefits associated with Crossrail are maximised. To this end, the report emphasised the importance of public sector intervention in those areas where economic exclusion is highest and where the population is least well equipped to mobilise and participate within the Crossrail opportunity. As such, the first filter applied to generate a shortlist of locations related directly to deprivation and economic performance.
- 4.6 On this basis, the maps below compare locations along the Crossrail route using the following statistics:
- Indices of Multiple Deprivation (2007)
 - Claimant Count (2009)
 - Change in Local Employment (2005-2008)
 - Change in Local Business Base (2005-2008)
 - Journey Time Improvements as a Result of Crossrail

●Crossrail Regeneration Benefits - Kensal Addendum●

Proximity to areas of Deprivation

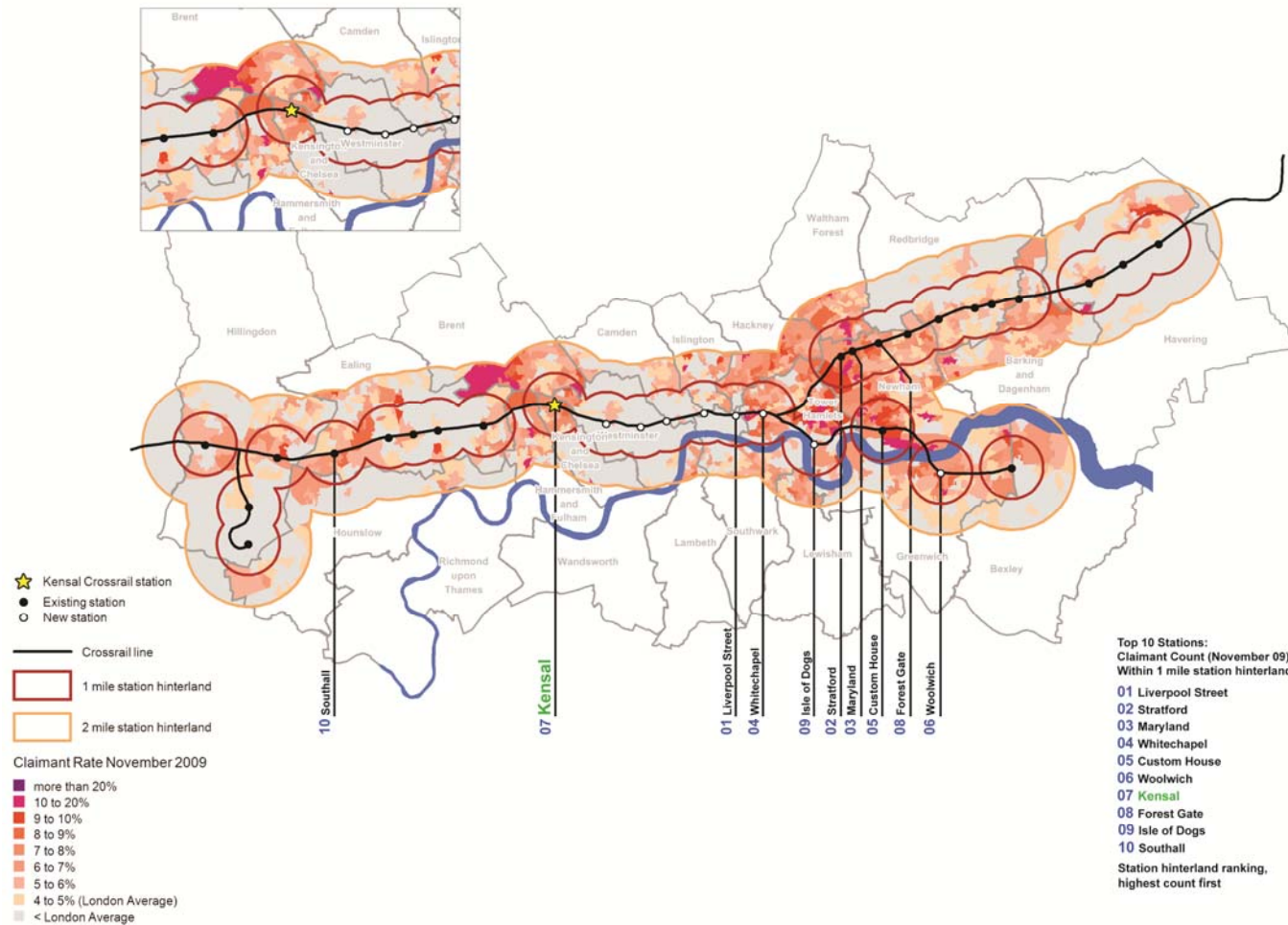
4.7 The map below illustrates the relationship between the Indices of Multiple Deprivation (IMD) and station hinterlands. As may be expected this suggests the ‘deprivation’ opportunity is more prevalent in the east of London. That said, it is important not to disregard the fact that pockets of relative deprivation also exist around western and central locations – including at Kensal. Kensal is classified as having the 5th most severe concentration of relative multiple deprivation within its hinterland of all location along the route.



●Crossrail Regeneration Benefits - Kensal Addendum●

Relationship with Areas of High Unemployment

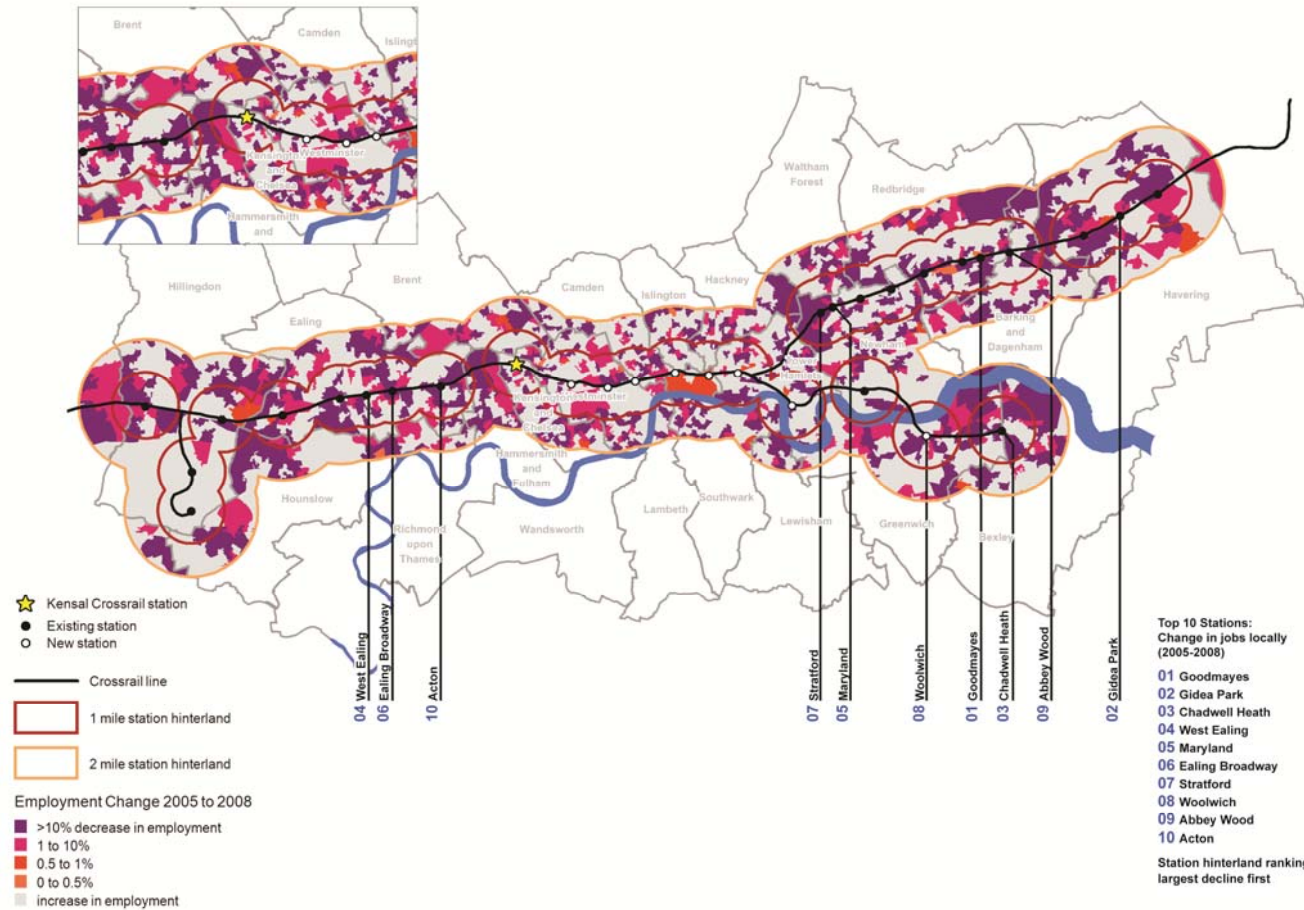
4.8 The map below illustrates the relationship between Crossrail locations and unemployment. Again the most significant concentrations of unemployment are in the east, but noticeable pockets persist in the west – including in the area around the proposed Kensal station. Here, at 6.4%, the claimant count rate in the station hinterland area is the 7th highest along the route.



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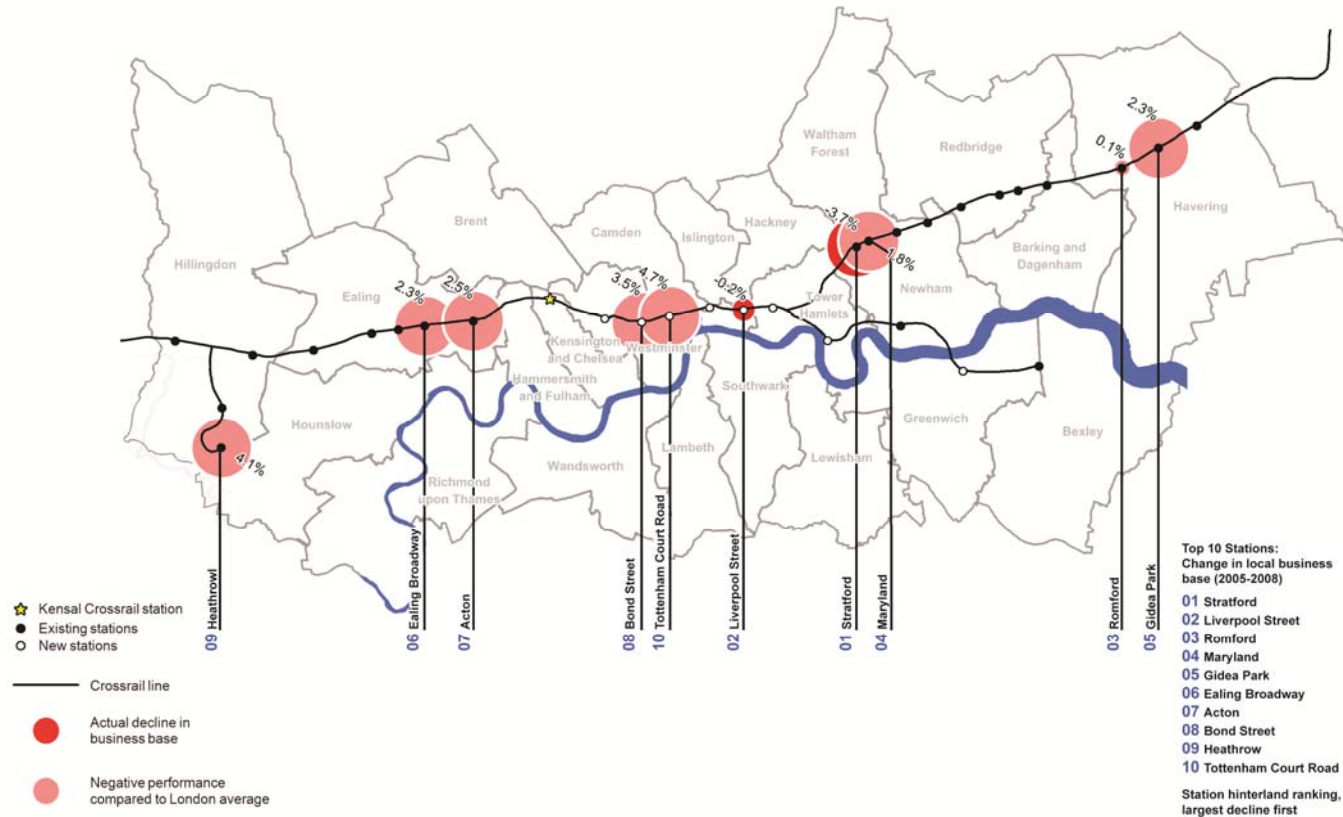
Relationship with Declines in Employment

4.9 Whilst the decline in employment in London is dispersed over a wider area, there are still noticeable concentrations of recent decline in east London, suggesting that the relative deprivation of these locations has been reinforced by the recession and again, suggesting a stronger case for intervention in these locations. Between 2005 and 2008, employment levels in the Kensal hinterland area were relatively stable and as such, the area does not appear in the top ten areas of need in this respect.



Relationship with Change in size of Local Business Base

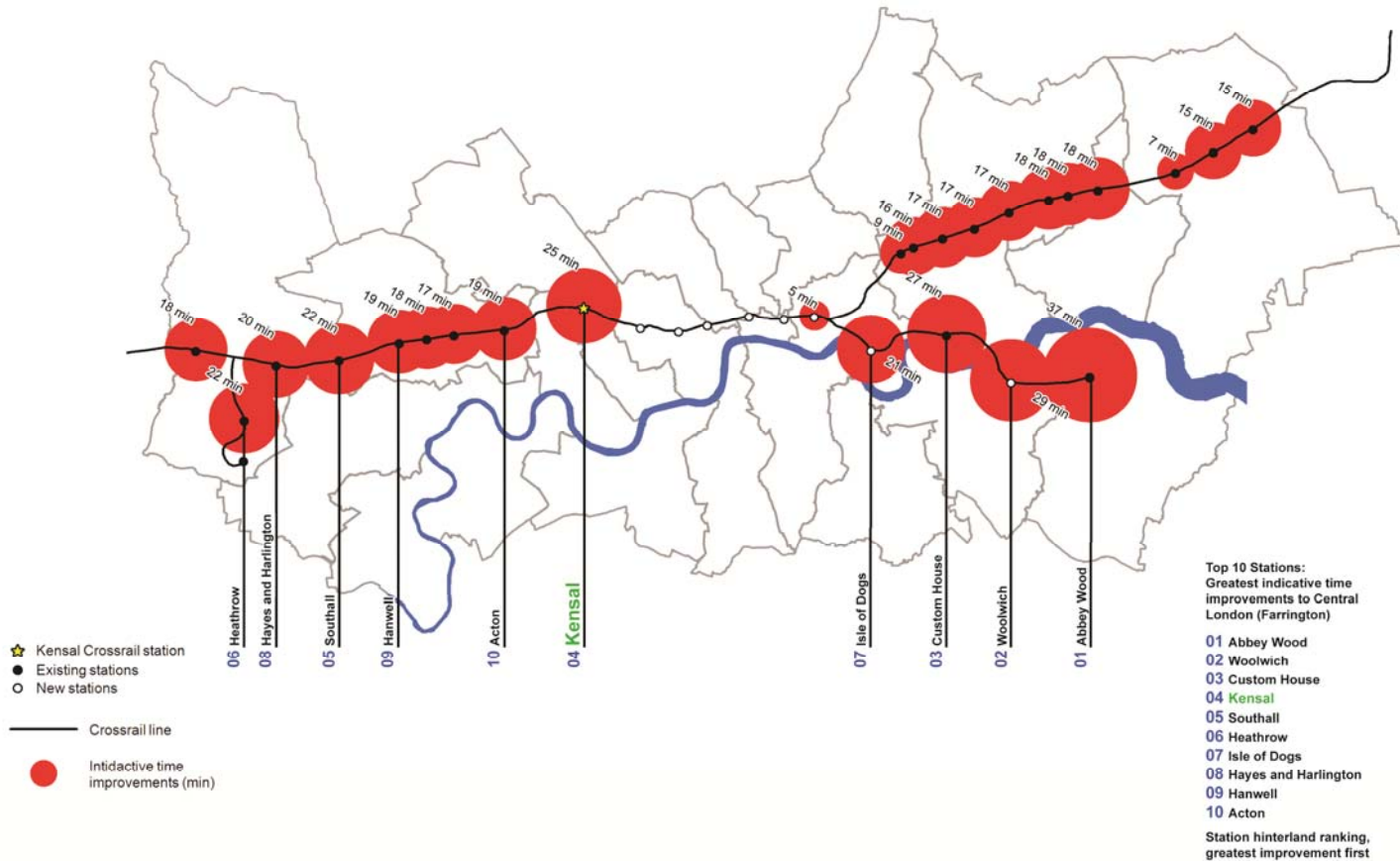
4.10 The map below shows the relative performance of the business base at Crossrail locations. There are only a few examples of business base contraction (dark red circles) between 2005 and 2008. Locations where the business base has grown but at a rate below the London average (light red circles) are spread across the line. Kensal is not one of these. The Kensal hinterland area performed strongly in this respect between 2005 and 2008, achieving business base growth of 12.9%.



●Crossrail Regeneration Benefits - Kensal Addendum●

Journey Time Improvements as a Result of Crossrail

4.11 The map below shows the predicted journey time improvement to central London (Farringdon) as a result of Crossrail. Despite its relative proximity to central London, Kensal is classified as being the location with the 4th largest journey time improvement to central London (Farringdon) as a result of Crossrail. This reflects the fact that unlike many other locations along the route, Kensal does not currently have a station on the mainline and as such is likely to achieve a relative high journey time improvement.

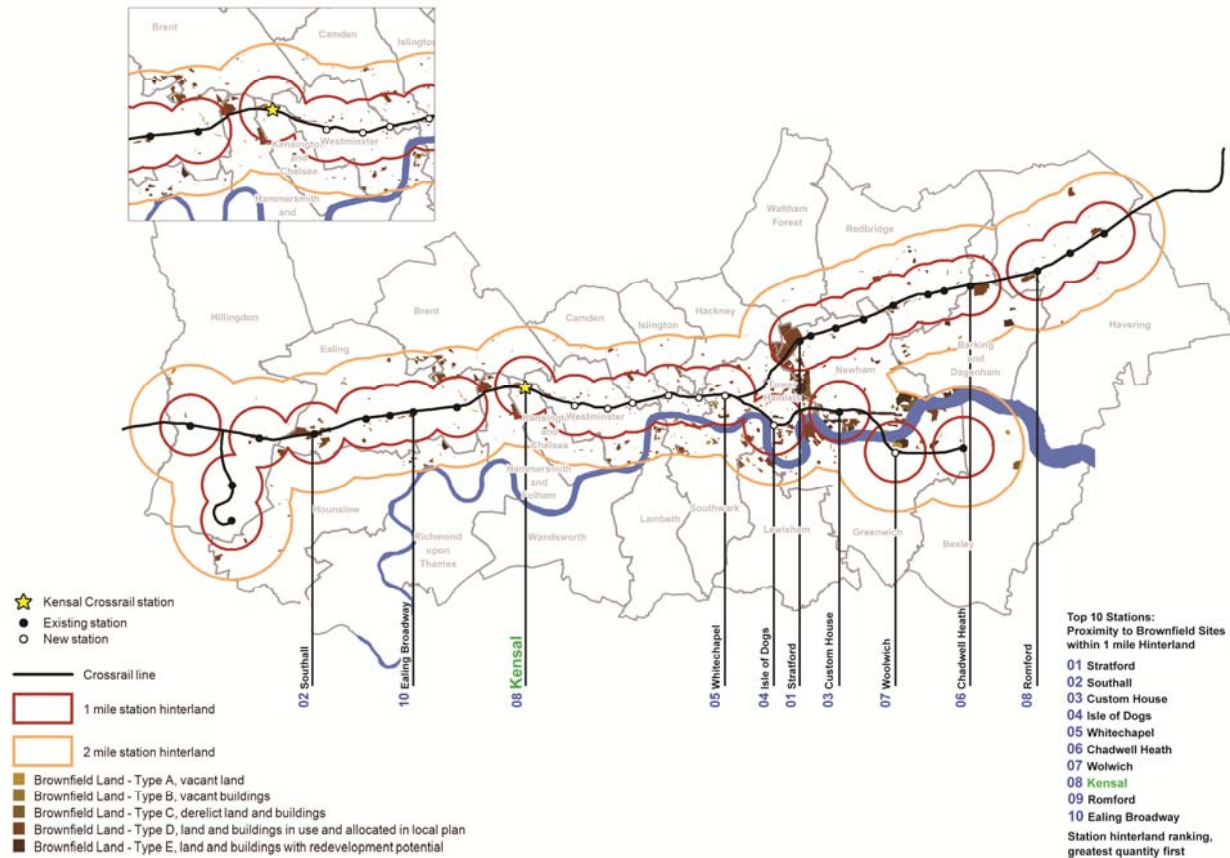


The Market Opportunity 'Case'

- 4.12 The Crossrail Regeneration Benefits Strategic Prospectus also examined each Crossrail station location in relation to the Market Opportunity Case. The report noted that, compared to more specific 'deprivation' indicators outlined above, identifying and responding to the broader market-led regeneration opportunity is significantly more subjective and thus less identifiable through key statistics. However, the model utilised a number of sources of information to develop a rankings of location linked to the 'supply-side' of the market opportunity. These are:
- Town Centre floorspace in station locations (2009)
 - Unimplemented planning permissions (residential and non-residential (2009)
 - Retail turnover for comparison goods (2008)
 - Proximity to Brownfield sties (2010)
 - Proximity to Strategic Housing Land Availability (2010)
- 4.13 As with the 'deprivation case', analysis been re-run using the same indicators and data, but with the inclusion of analysis for the proposed station at Kensal:

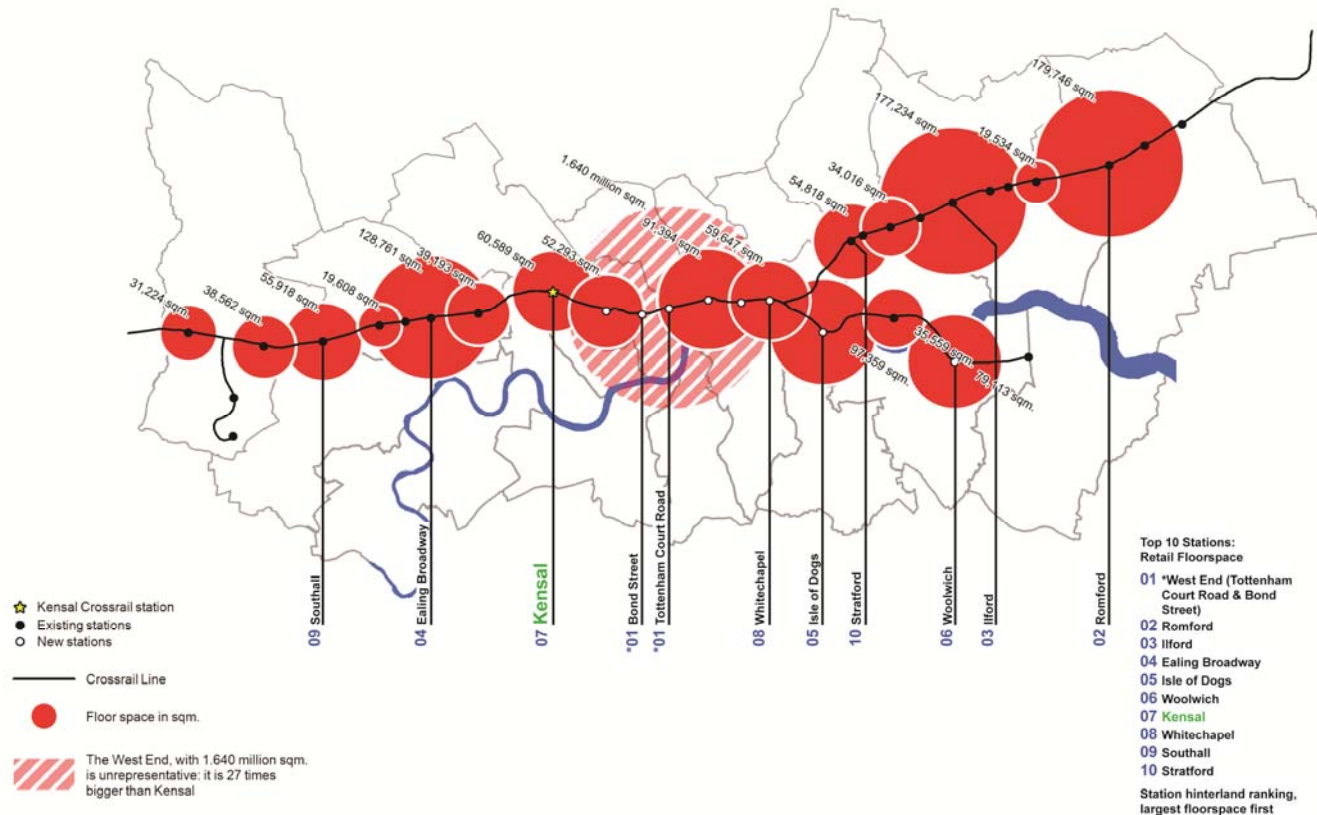
Proximity to Brownfield Sites

4.14 The map below shows the proximity of Crossrail station to Brownfield sites available for development (although it should be noted that Stratford includes the Olympic site and Legacy developments). Land availability is distributed across the line, with some concentration in inner east London boroughs and around Southall in the west. Kensal is ranked as the hinterland with the seventh largest quantum of brownfield land along the route, largely reflecting the sites in the Kensal Canalside area.



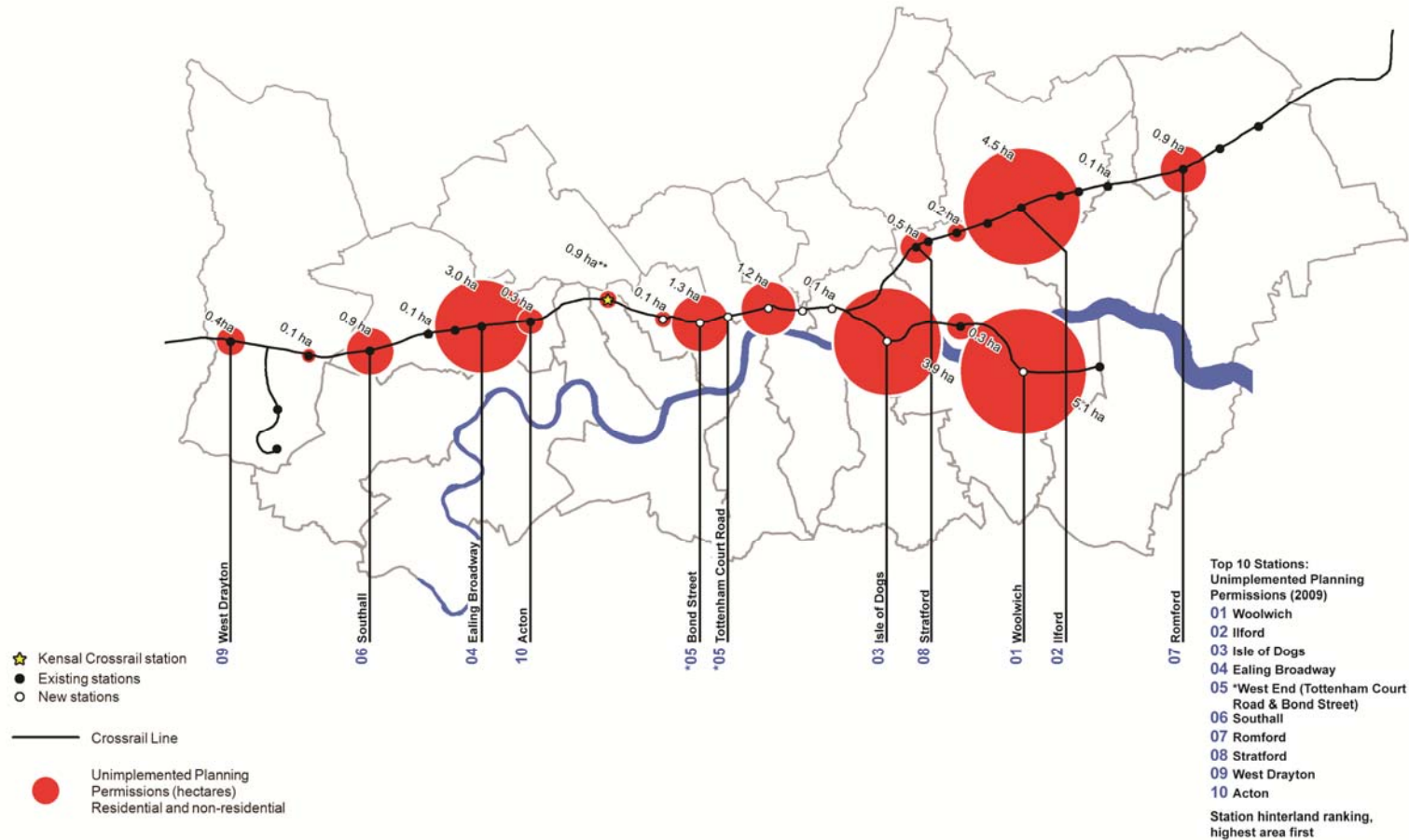
Relationship with London's Significant Town Centres

4.15 The map below shows the increasing capacity and functionality of town centres along the Crossrail route. In line with the Mayor of London's Town Centre Health check, this is characterised by the quantum of floorspace at each centre. Kensal is ranked as the hinterland with the seventh largest quantum of town centre floorspace along the route. Harrow Road and Portobello Road are both within the station hinterland and together proved around 60,000 sq m floorspace. Shepherd's Bush has been excluded from this figure as it is not deemed to be relevant given distance from Kensal and presence of other transport nodes.



Relationship with Potential Development (within Town Centres)

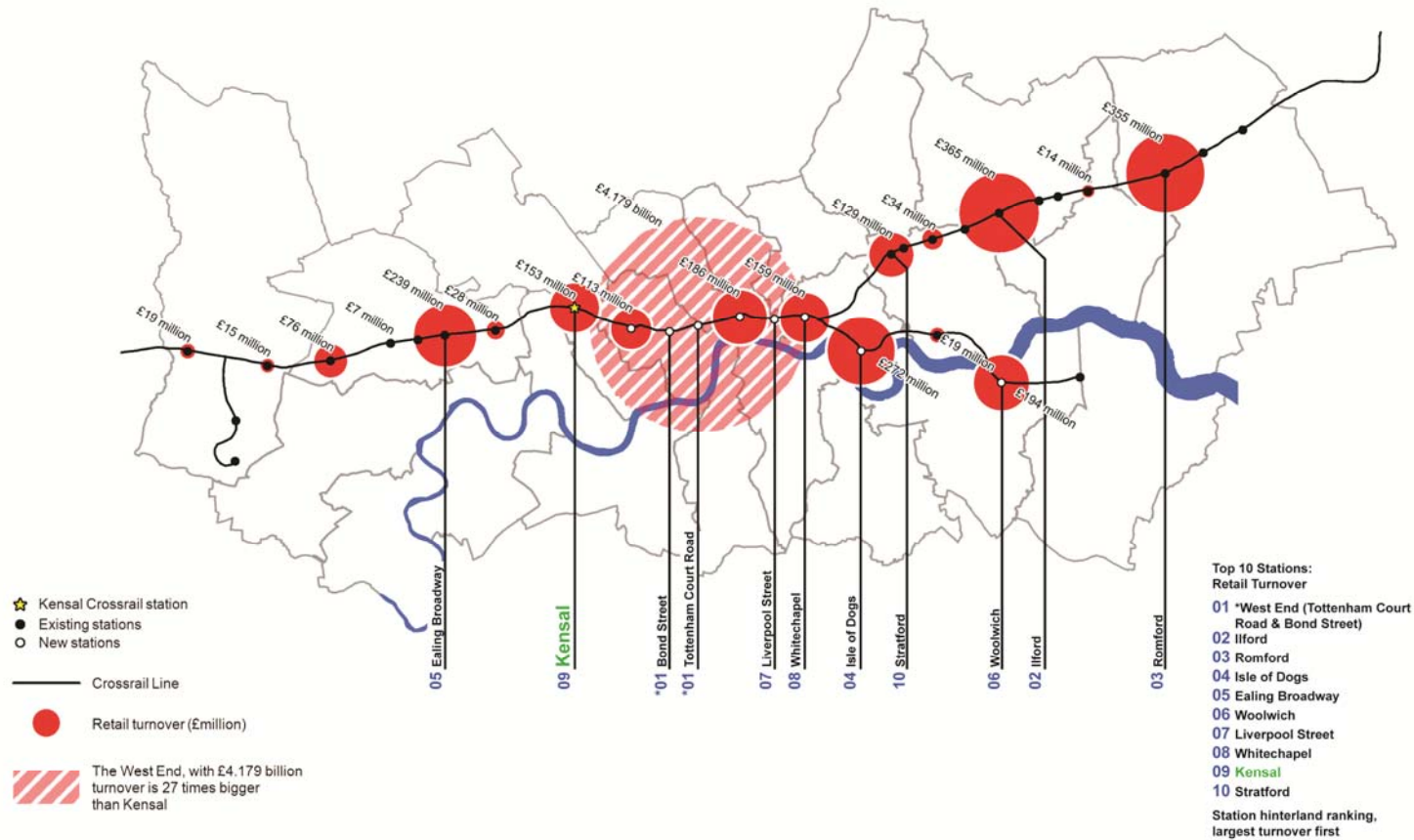
4.16 The map below outlines the quantum of unimplemented planning permissions in the town centres around Crossrail stations. Woolwich has the most significant amount of space, whilst Ilford, Canary Wharf and Ealing Broadway also have a significant amount. With around 0.9 hectares of unimplemented permissions in its hinterland area, Kensal is not ranked within the top ten hinterland locations in this respect.



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Relationship with Economic Performance of Town Centres

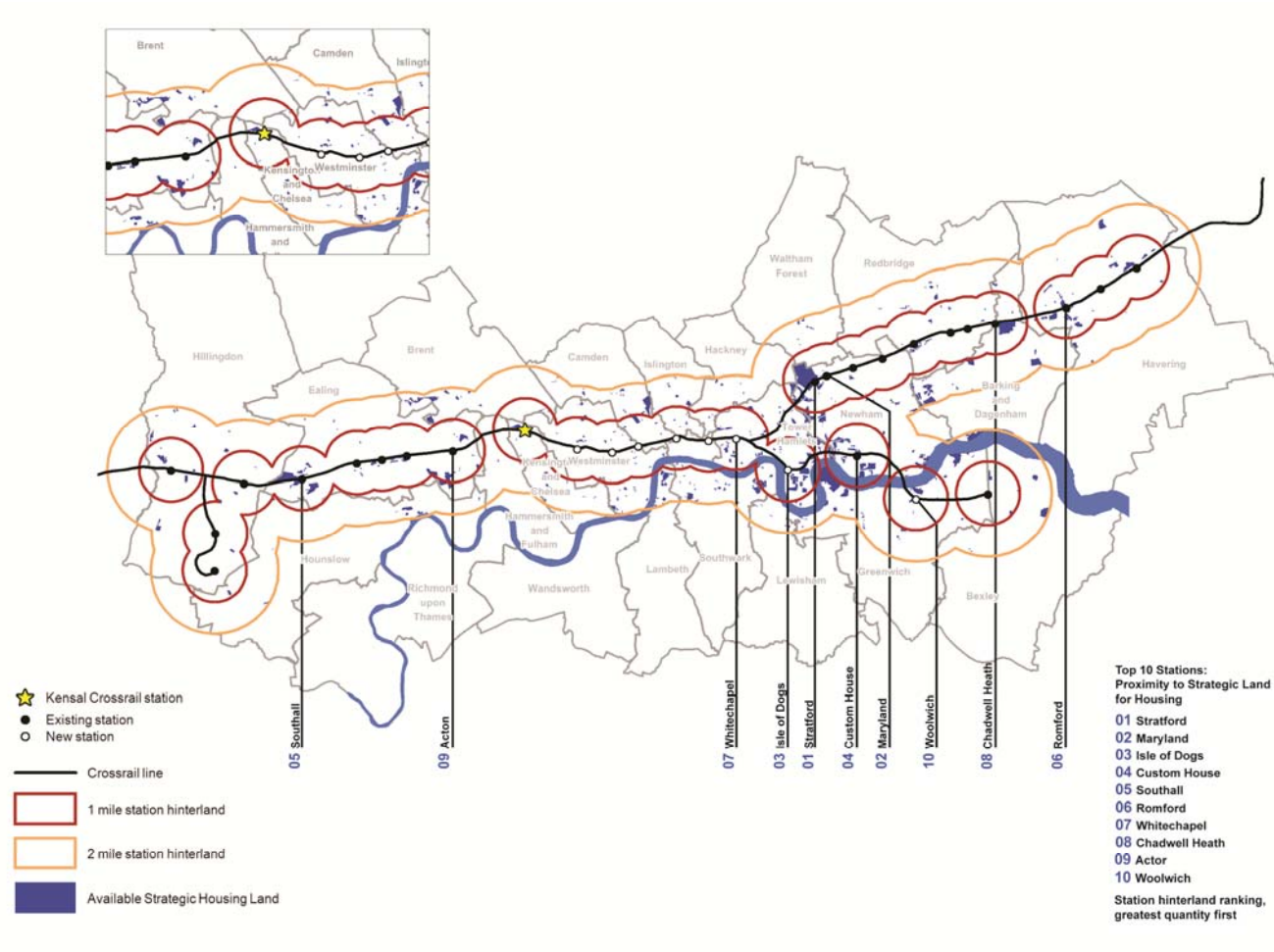
4.17 The map below illustrates the current performance of locations on the Crossrail line as retail locations (this uses £m of retail turnover as a measure of success). Again, this information was drawn from the Mayor of London’s Town Centre Health Check. Kensal is ranked as the hinterland with the ninth highest retail turnover along the route. Based upon the floorspace outlined previously, retail turnover in the Kensal hinterland area is estimated at £153 million.



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Relationship with Strategic Land for Housing

4.18 Like Brownfield sites, strategic land for housing is spread across the route with some concentration in inner east London and in the area around Southall. Kensal is not ranked within the top ten hinterland locations in this respect.

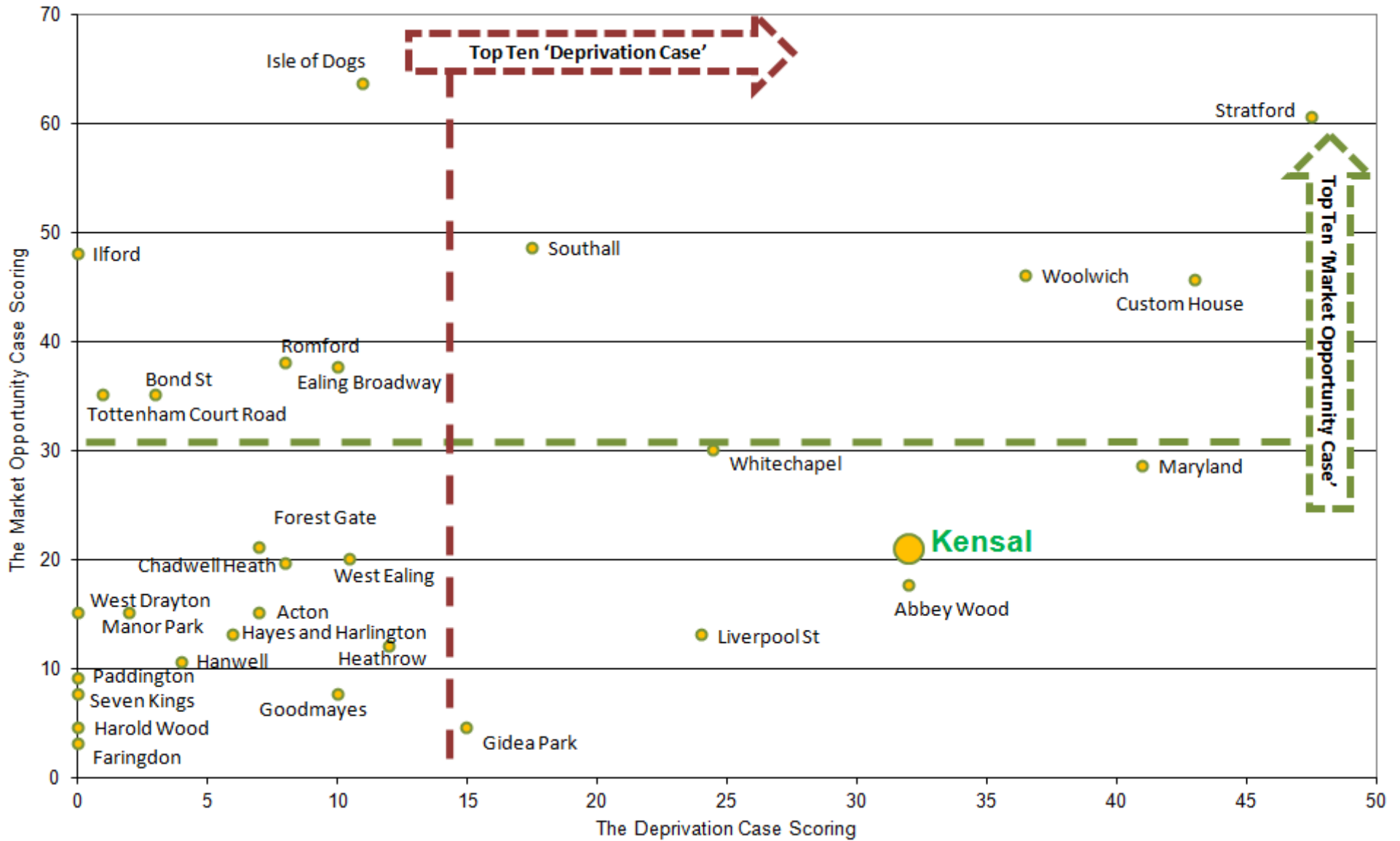


Index for Prioritisation

- 4.19 To facilitate the initial overall prioritisation of Crossrail hinterlands for intervention, the Crossrail Regeneration Benefits Strategic Prospectus developed a model for comparison. This used a weighted index of the statistics outlined above along with a market commentary and proportional impact of intervention.
- 4.20 Based upon the above analysis, this model has been rerun to include the proposed station at Kensal. The chart overleaf is the output of this process.
- 4.21 There are a number of caveats to note regarding the analysis:
- The original model incorporated market failure analysis around the rationale / justification for public sector intervention at each location. This was effectively a second stage to the model – once each location had been ranked, a judgement was made about the market failure case for public sector intervention to maximise regeneration benefit at each location. It has been deemed not necessary to include this second phase of analysis in the Kensal analysis given that the need to prove the case for public sector intervention (over and above the provision of a station) is not relevant at this stage.
 - Data constraints have meant that the model has been re-run excluding two of the indicators used in original analysis. These indicators – the projected quantum of additional jobs and population changes likely to be generated at each location as a result of Crossrail – were based upon analysis completed for the 2005 Crossrail Economic Impact Study¹⁰. This study did not include analysis for Kensal and as such, no comparable data exists for Kensal for inclusion in the model. As such, data for these indicators has been excluded for all locations to ensure like for like comparison.
- 4.22 The Crossrail Regeneration Benefits Strategic Prospectus notes that the chart is designed to provide a single point of comparison for 1 mile station hinterlands based on the ‘top 10’ rankings (and in particular the number of times locations appear in the ‘top ten’ for deprivation or market opportunity). As such, this should not be viewed as a statistical summary, it does however, provide an means of identification where (in relative terms) a location has emerged as having both a deprivation and market rationale for intervention.

¹⁰ Crossrail: Socio-Economic Technical Report (2005), Colin Buchanan’s for Crossrail

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5. Concluding Remarks

- 5.1 It is important to remember that the overall case for Crossrail is primarily based on improving London's transport capacity and stimulating economic growth (through more efficient and effective transport). That said; the size of the investment in Crossrail and its impact on London's economic geography will provide a significant regeneration opportunity.
- 5.2 Based on the methodology used in the production of the 2010 Crossrail Strategic Prospectus, there is clearly scope to achieve significant lasting regeneration benefits in the hinterland of Kensal station. Indeed, if Kensal had been included in the original prioritisation it would almost certainly have been included in the 'top 6' opportunity station hinterlands and arguably would have the potential to be included with the 3 identified priority stations (Custom House, Southall and Whitechapel).
- 5.3 The opportunity in and around Kensal is largely related to the persistent deprivation that exists in north Kensington, south Brent and western Westminster. Clearly if a Crossrail station is going to be a viable driver of improvement, a certain amount of collaboration will be necessary. It is important that partners from all boroughs think about the types of interventions which can be developed to maximise the regeneration benefits.

Realising the Regeneration Opportunity at Kensal

- 5.4 The realisation of the regeneration benefits associated with any station will not be realised purely through the delivery of the station itself. As such, it is critical that partners develop a clear strategic response, which evolves with the ongoing case-making and future delivery. An outline of what this could include is listed below:

2012 – 2015

- 5.5 Over the next 2-3 years the most important activity will be ensuring that an effective lobby for a station in Kensal continues. There are however, a number of other activities which can help ensure the potential benefit is realised. These include:
- Convening a gathering of representatives from RBKC, City of Westminster, LB Brent, and LB Hammersmith and Fulham to share insight and opinions on the evolution and impact of the station.
 - Strive to create cross borough buy-in for the station
 - Work towards developing memorandum of understanding between boroughs to ensure collaboration and a 'sharing' of the benefits that could accrue
 - Identify the most relevant stakeholders and partners locally with whom to discuss the delivery of the Crossrail station in its broadest sense. In particular, identify associated developments and their relationship with station delivery.

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- Commission initial design work to promote the look and feel of the site, in particular focussing upon access to the station (addressing severance to the north of the site).
- Consider undertaking a technical economic impact exercise to better understand the full monetary benefit of the station.
- Identify opportunities to build a Crossrail focus into local construction skills projects.

2015 – 2019

5.6 The years leading up to the delivery of the station will be of critical importance if the station is to deliver upon its regeneration potential. As well as realising employment and supply chain benefits from the build of the station (through the Crossrail Skills and Employment Strategy), there are a number of other interventions worthy of serious consideration:

- Work with local delivery partners (including Dalgarno Partnership and Kensington and Chelsea College) to create a local support offer which is closely allied to the delivery of Crossrail (and other development on surrounding sites).
- Identify issues for intervention in relation to connectivity to the station. In particular, identify where it is necessary to create better bus and walking routes to the station from the deprived communities in to the north, south and east of the site.
- Identify opportunities to support communities in deprived locations near the station to gain an appreciation of the types of opportunities that they may be able to capitalise upon through improved accessibility. In particular, look at ways and means to support mentoring and job brokerage with City businesses.
- Consider opportunities to locate accommodation for small businesses within walking distance of the station. Deliver a flexible, commercially viable offer which capitalises upon improved access to markets.
- Identify those businesses within the vicinity of the station that have the potential to benefit from increased footfall once the station opens. Liaise with them to understand possible challenges and barriers to growth (and opportunities to address these).
- Support land owners to sequence development on neighbouring sites to ensure maximum impact as well as minimal disruption.
- Continue to use the arrival of Crossrail as a fulcrum for local engagement, particularly with schools and civil society organisations.

2019 – 2026

5.7 It is difficult to define the intervention once Kensal Crossrail station has opened. It is however, important to recognise, that the impacts of the stations and associated activities should be monitored to ensure that those with the most to gain from the station are realising the potential benefits. In particular, partners should monitor any potential

● **Crossrail Regeneration Benefits - Kensal Addendum** ●

displacement and ensure that Kensal remains an exemplar of regeneration through infrastructure delivery.

Appendix A – Socio-Economic Evidence Base

- 5.8 The key socio-economic characteristics of locations along the Crossrail route are presented in the tables below. Historical analysis is presented for 2009, to match the analysis presented in the original Crossrail Regeneration Benefits Strategic Prospectus. However, in respect of the time which has passed since the publication of the original report, we also separately present updated tables of socio-economic performance which make use of the latest statistical evidence available to set out current performance.

Socio-Economic Baseline: 2009 Analysis

Summary of Key Indicators

Summary of Key Indicators: Ranked Crossrail Station Hinterlands¹¹ and London Boroughs with Comparison to London Average

	Total Jobs, 2008	Employment % Change 2005 - 08	Total Business Base	Business Base % Change 2005-8	Population 2008	Population % Change 2005 -2008	Claimant Count Rate, % (Nov 2009)	Claimant Count Rate % Point Change 2005-7	Claimant Count Rate % Point Change 2007-2009									
Crossrail Station Hinterlands	Tottenham Court Road	522,500	Canary Wharf	24.4%	Tottenham Court Road	39,200	Custom House	32.3%	Paddington	109,360	Canary Wharf	11.6%	Bond Street	1.7	Woolwich	-1.6	Tottenham Court Road	0.7
	Farringdon	308,600	Seven Kings	20.4%	Bond Street	25,700	Abbey Wood	19.8%	Kensal	72,634	Tottenham Court Road	6.3%	Tottenham Court Road	2.9	Hayes and Harrington	-1.2	Bond Street	0.1
	Bond Street	264,000	Ilford	13.8%	Farringdon	21,200	Canary Wharf	17.8%	West Ealing	61,184	Acton Main Line	3.4	Esling Broadway	3.4	Liverpool Street	-1.1	Farringdon	1.3
	Canary Wharf	115,700	Paddington	13.5%	Paddington	7,900	Kensal	12.9%	Canary Wharf	60,766	Seven Kings	5.1%	Paddington	3.5	Farringdon	-1.1	Manor Park	1.3
	Liverpool Street	114,800	Hayes and Harrington	11.8%	Liverpool Street	5,200	Forest Gate	12.3%	Ilford	55,168	Romford	5.0%	Harold Wood	3.5	Kensal	-1.1	Paddington	1.4
	Heathrow T4	91,900	Farringdon	10.3%	Kensal	3,800	Woolwich	11.8%	Chadwell Heath	52,725	Gides Park	4.6%	Farringdon	3.9	Tottenham Court Road	-0.3	Whitechapel	1.5
	Heathrow Central	85,000	Forest Gate	3.1%	Canary Wharf	3,700	Chadwell Heath	10.5%	Seven Kings	52,667	Hayes and Harrington	4.4%	Gides Park	3.9	Heathrow Central	-0.8	Ilford	1.5
	Paddington	78,000	Bond Street	6.2%	West Ealing	3,300	Whitechapel	10.5%	Abbey Wood	52,271	Goodmayes	4.3%	Heathrow Central	4.0	Heathrow T4	-0.8	Canary Wharf	1.6
	Whitechapel	41,200	Whitechapel	6.2%	Whitechapel	3,200	Southall	3.4%	Tottenham Court Road	43,543	Ilford	3.8%	West Ealing	4.0	Abbey Wood	-0.8	Esling Broadway	1.7
	Kensal	33,100	Heathrow T4	5.9%	Ealing Broadway	2,500	Paddington	3.4%	Woolwich	44,424	Chadwell Heath	3.8%	Heathrow T4	4.4	Custom House	-0.7	Harold Wood	1.8
	Romford	27,200	Heathrow Central	5.2%	Acton Main Line	2,300	Seven Kings	7.7%	Forest Gate	40,432	Heathrow T4	3.4%	Romford	4.4	Whitechapel	-0.6	Liverpool Street	1.8
	West Ealing	25,700	Tottenham Court Road	4.7%	Seven Kings	2,000	Ilford	6.7%	Hayes and Harrington	40,297	Bond Street	2.5%	Hanwell	4.7	Stratford	-0.6	West Ealing	2.0
	Seven Kings	25,400	Liverpool Street	4.4%	Ilford	1,900	Farringdon	6.7%	Maryland	40,000	Abbey Wood	2.4%	Seven Kings	4.8	Maryland	-0.6	Forest Gate	2.0
	Ealing Broadway	24,000	Custom House	2.4%	Romford	1,800	Hanwell	6.5%	Southall	38,640	Paddington	2.2%	Chadwell Heath	5.2	Southall	-0.5	Seven Kings	2.1
	Ilford	23,100	Kensal	0.2%	Gides Park	1,700	Heathrow Central	5.5%	Ealing Broadway	38,057	West Drayton	2.1%	West Drayton	5.3	Bond Street	-0.5	Abbey Wood	2.2
	Acton Main Line	22,100	Acton Main Line	-4.3%	Hayes and Harrington	1,500	West Ealing	5.3%	Goodmayes	36,331	Forest Gate	2.1%	Acton Main Line	5.3	Ilford	-0.5	Heathrow Central	2.2
	Hayes and Harrington	21,800	Southall	-4.3%	Heathrow T4	1,500	Hayes and Harrington	4.8%	Bond Street	36,056	Bond Street	2.0%	Woolwich	5.3	Manor Park	-0.5	Woolwich	2.2
	Gides Park	20,300	Romford	-4.3%	Southall	1,500	Tottenham Court Road	4.7%	Whitechapel	35,426	Heathrow Central	1.3%	Abbey Wood	5.3	Goodmayes	-0.5	Acton Main Line	2.3
	Maryland	18,700	Abbey Wood	-5.8%	Maryland	1,500	Heathrow T4	4.1%	Acton Main Line	29,326	Manor Park	0.6%	Hayes and Harrington	5.3	Forest Gate	-0.4	Gides Park	2.3
	Woolwich	18,500	Woolwich	-6.6%	Woolwich	1,500	Harold Wood	3.3%	Custom House	29,551	Whitechapel	0.4%	Goodmayes	5.5	Manor Park	-0.4	Heathrow T4	2.3
	Stratford	16,300	Stratford	-1.7%	Chadwell Heath	1,300	Bond Street	3.5%	Romford	28,166	Romford	-0.1%	Ilford	5.6	Harold Wood	-0.4	Hanwell	2.3
	Southall	15,400	Ealing Broadway	-8.0%	Heathrow Central	1,200	West Drayton	3.1%	Gides Park	26,810	Harold Wood	-0.1%	Southall	5.9	West Drayton	-0.4	Southall	2.4
	West Drayton	9,800	Maryland	-3.2%	Stratford	1,100	Stratford	2.7%	Hanwell	25,507	Southall	-0.5%	Canary Wharf	6.1	West Ealing	-0.4	Chadwell Heath	2.4
	Chadwell Heath	9,800	West Ealing	-3.8%	Forest Gate	1,000	Acton Main Line	2.5%	Stratford	24,337	Maryland	-0.5%	Forest Gate	6.3	Paddington	-0.4	Romford	2.4
	Abbey Wood	9,700	Chadwell Heath	-11.7%	Custom House	1,000	Ealing Broadway	2.3%	Manor Park	23,447	Hanwell	-0.3%	Kensal	6.4	Hanwell	-0.3	Kensal	2.5
	Custom House	8,600	Gides Park	-13.6%	Abbey Wood	1,000	Gides Park	2.3%	West Drayton	23,443	Stratford	-2.2%	Woolwich	6.8	Chadwell Heath	-0.3	Goodmayes	2.6
	Forest Gate	7,200	Hanwell	-18.2%	Hanwell	900	Maryland	1.8%	Heathrow T4	21,338	Custom House	-3.5%	Custom House	6.8	Esling Broadway	-0.3	Hayes and Harrington	2.6
	Goodmayes	7,200	West Drayton	-22.8%	Goodmayes	900	Romford	0.1%	Harold Wood	12,443	Ealing Broadway	-4.4%	Whitechapel	7.3	Gides Park	-0.3	Stratford	2.7
	Harold Wood	5,800	West Drayton	-26.6%	West Drayton	800	Liverpool Street	-0.2%	Heathrow Central	10,705	Esling Broadway	-5.7%	Maryland	7.4	Canary Wharf	-0.2	Maryland	2.7
	Hanwell	4,300	Hanwell	-21.3%	Harold Wood	600	Manor Park	-2.6%	Farringdon	n/a	Farringdon	n/a	Stratford	7.7	Romford	-0.2	Custom House	2.7
	Manor Park	2,638	Manor Park	-29.2%	Manor Park	500	Stratford	-3.7%	Liverpool Street	n/a	Liverpool Street	8.4	Acton Main Line	-0.1	West Drayton	3.1		
Crossrail Boroughs	City of Westminster	596,200	Tower Hamlets	11.3%	City of Westminster	48,200	Tower Hamlets	10.7%	Ealing	309,000	Tower Hamlets	5.3%	City of London	1.9	Greenwich	-1.0	City of London	0.8
	City of London	311,800	Islington	8.1%	City of London	15,500	Greenwich	10.1%	Redbridge	257,600	Islington	3.6%	City of Westminster	3.0	Islington	-1.0	City of Westminster	1.1
	Tower Hamlets	204,000	City of Westminster	4.7%	Ealing	14,000	Redbridge	3.8%	Hillingdon	253,200	Redbridge	3.4%	Ken and Chelsea	3.0	Hillingdon	-0.6	Ken and Chelsea	1.3
	Hillingdon	188,600	Hillingdon	4.0%	Islington	13,300	Islington	8.3%	Newham	243,500	City of Westminster	3.3%	Havering	3.6	Tower Hamlets	-0.5	Tower Hamlets	1.5
	Islington	187,700	Greenwich	3.7%	Ken and Chelsea	13,200	Hillingdon	8.2%	City of Westminster	236,000	City of London	2.8%	Hillingdon	3.8	City of Westminster	-0.5	Redbridge	1.3
	Ealing	112,200	City of London	2.3%	Tower Hamlets	11,800	Havering	6.5%	Havering	230,100	Hillingdon	2.2%	Redbridge	4.3	Newham	-0.5	Greenwich	1.3
	Ken and Chelsea	110,400	Redbridge	-1.7%	Hillingdon	11,000	Ealing	6.4%	Greenwich	222,900	Havering	1.7%	Ealing	4.5	Ken and Chelsea	-0.5	Hillingdon	2.0
	Havering	71,100	Ken and Chelsea	-2.0%	Redbridge	8,700	City of Westminster	3.4%	Tower Hamlets	220,500	Ealing	1.1%	Greenwich	4.3	Ealing	-0.4	Havering	2.0
	Newham	63,300	Newham	-2.8%	Havering	8,300	City of London	2.4%	Ken and Chelsea	171,100	Ken and Chelsea	0.9%	Islington	5.7	Redbridge	-0.3	Ealing	2.1
	Redbridge	63,100	Ealing	-5.1%	Greenwich	6,300	Ken and Chelsea	1.2%	Islington	190,300	Greenwich	0.6%	Newham	6.2	City of London	-0.2	Islington	2.1
Greenwich	67,800	Havering	-7.1%	Newham	6,300	Newham	-7.4%	City of London	7,300	Newham	-0.1%	Tower Hamlets	6.7	Havering	-0.2	Newham	2.1	
Larger Geographies	London	4,167,300	London	2.6%	London	401,200	London	6.3%	London	7,618,800	London	2.2%	London	4.4	London	-0.7	London	1.8
	Great Britain	26,493,600	Great Britain	0.6%	Great Britain	2,446,000	Great Britain	5.8%	Great Britain	51,446,200	Great Britain	1.3%	Great Britain	4.1	Great Britain	-0.2	Great Britain	2.0
KEY:		Negative Performance in Comparison to London Average			Average Performance in Comparison to London (+/- 0.1%)			Positive Performance in Comparison to London Average										

NOTE – Mid Year Population Estimates not available for all City of London and Farringdon Wards

NOTE – National level data for Population and Claimant Count indicators refers to England rather than Great Britain

Source: Annual Business Inquiry, Annual Population Survey and Claimant Count © Crown Copyright

¹¹ Detailed geographical definitions of the 'Crossrail Station Hinterlands' are included towards the end of this document

Employment and Enterprise Indicators

Summary of Employment Indicators for Crossrail Stations and Boroughs, 2005-2008

	Crossrail Stations	Total Jobs, 2008	Employment Base % Change 2005 - 2008	Employment											
				Most Significant Employment Industry by Proportion of All		Second Most Significant Employment Industry by		Third Most Significant Employment Industry by		Employment Projections					
				Name	% of Jobs	Name	% of Jobs	Name	% of Jobs	Actual	Projections				
							2007	2011	% Change 2007 - 2011	2021	% Change 2007 - 2021	2031	% Change 2007 - 2031		
Hillingdon	West Drayton	9,800	-22.8%	Dist,hotels,restaurants	28.4	Prof & financial services	22.9	Public admin,edu,health	20.3	-	-	-	-	-	-
	Hages and Harlington	21,800	11.8%	Dist,hotels,restaurants	36.6	Prof & financial services	26.0	Transport & comms	13.1	-	-	-	-	-	-
	Heathrow Central	85,000	5.2%	Transport & comms	71.3	Dist,hotels,restaurants	11.4	Prof & financial services	10.5	-	-	-	-	-	-
	Heathrow T4	91,900	5.9%	Transport & comms	67.1	Dist,hotels,restaurants	13.1	Prof & financial services	11.9	-	-	-	-	-	-
	Borough Total	188,600	4.0%	Transport & comms	35.5	Dist,hotels,restaurants	21.0	Prof & financial services	18.8	203,000	201,000	-1.0%	202,000	-0.5%	217,000
Ealing	Southall	15,400	-4.3%	Public admin,edu,health	34.5	Dist,hotels,restaurants	23.8	Manufacturing	17.5	-	-	-	-	-	-
	Hanwell	4,900	-27.9%	Dist,hotels,restaurants	34.6	Public admin,edu,health	31.1	Prof & financial services	11.7	-	-	-	-	-	-
	West Ealing	25,700	-9.8%	Public admin,edu,health	29.4	Prof & financial services	27.5	Dist,hotels,restaurants	25.6	-	-	-	-	-	-
	Ealing Broadway	24,000	-8.0%	Prof & financial services	38.9	Dist,hotels,restaurants	23.8	Public admin,edu,health	22.9	-	-	-	-	-	-
	Borough Total	112,200	-5.1%	Dist,hotels,restaurants	42.4	Prof & financial services	23.7	Manufacturing	12.6	103,000	103,000	0.0%	103,000	0.0%	103,000
RB Kensington and Chelsea	Kensal	33,100	0.2%	Prof & financial services	37.9	Dist,hotels,restaurants	20.3	Other services	19.5	-	-	-	-	-	-
	Borough Total	110,400	-2.0%	Prof & financial services	44.7	Dist,hotels,restaurants	25.4	Other services	15.5	129,000	131,000	1.6%	148,000	14.7%	153,000
City of Westminster	Paddington	78,000	13.5%	Prof & financial services	32.2	Dist,hotels,restaurants	31.7	Public admin,edu,health	18.9	-	-	-	-	-	-
	Bond Street	264,000	6.2%	Prof & financial services	44.1	Dist,hotels,restaurants	31.2	Other services	10.9	-	-	-	-	-	-
	Borough Total	522,500	4.7%	Prof & financial services	43.6	Dist,hotels,restaurants	22.9	Public admin,edu,health	14.9	610,000	624,000	2.3%	674,000	10.5%	720,000
Islington	Farringdon	308,600	10.3%	Prof & financial services	60.8	Dist,hotels,restaurants	9.0	Transport & comms	8.1	-	-	-	-	-	-
	Borough Total	187,700	8.7%	Prof & financial services	43.2	Public admin,edu,health	20.0	Dist,hotels,restaurants	11.9	193,000	205,000	6.2%	233,000	20.7%	241,000
City of London	Liverpool Street	114,800	4.4%	Prof & financial services	80.8	Dist,hotels,restaurants	8.8	Public admin,edu,health	3.5	-	-	-	-	-	-
	Borough Total	311,800	2.3%	Prof & financial services	81.1	Dist,hotels,restaurants	7.6	Public admin,edu,health	3.8	339,000	373,000	10.0%	423,000	24.8%	435,000
Tower Hamlets	Whitechapel	41,200	6.2%	Prof & financial services	47.5	Public admin,edu,health	27.2	Dist,hotels,restaurants	15.1	-	-	-	-	-	-
	Canary Wharf	115,700	24.4%	Prof & financial services	71.0	Dist,hotels,restaurants	7.9	Public admin,edu,health	6.0	-	-	-	-	-	-
	Borough Total	204,000	11.9%	Prof & financial services	55.3	Public admin,edu,health	16.7	Dist,hotels,restaurants	11.5	206,000	227,000	10.2%	279,000	35.4%	301,000
Newham	Stratford	16,900	-7.7%	Prof & financial services	32.1	Public admin,edu,health	31.2	Dist,hotels,restaurants	19.5	-	-	-	-	-	-
	Maryland	18,700	-9.2%	Public admin,edu,health	35.2	Prof & financial services	25.7	Dist,hotels,restaurants	20.2	-	-	-	-	-	-
	Forest Gate	7,200	9.1%	Public admin,edu,health	54.9	Dist,hotels,restaurants	20.2	Prof & financial services	10.5	-	-	-	-	-	-
	Manor Park	2,638	-29.2%	Public admin,edu,health	41.6	Dist,hotels,restaurants	21.9	Prof & financial services	21.8	-	-	-	-	-	-
	Borough Total	63,900	-2.8%	Public admin,edu,health	36.4	Dist,hotels,restaurants	23.5	Prof & financial services	16.7	83,000	88,000	6.0%	100,000	20.5%	107,000
Greenwich	Woolwich	18,500	-6.6%	Public admin,edu,health	53.9	Dist,hotels,restaurants	14.6	Prof & financial services	10.9	-	-	-	-	-	-
	Abbey Wood	9,700	-5.8%	Public admin,edu,health	34.5	Dist,hotels,restaurants	22.2	Prof & financial services	15.0	-	-	-	-	-	-
	Borough Total	67,800	3.7%	Public admin,edu,health	39.0	Prof & financial services	20.7	Dist,hotels,restaurants	20.3	80,000	80,000	0.0%	81,000	1.3%	87,000
Redbridge	Ilford	23,100	13.8%	Public admin,edu,health	26.3	Transport & comms	23.9	Dist,hotels,restaurants	20.8	-	-	-	-	-	-
	Seven Kings	25,400	20.4%	Public admin,edu,health	38.2	Transport & comms	21.5	Dist,hotels,restaurants	17.4	-	-	-	-	-	-
	Goodmayes	7,200	-18.2%	Public admin,edu,health	49.6	Dist,hotels,restaurants	22.5	Prof & financial services	16.6	-	-	-	-	-	-
	Chadwell Heath	9,800	-11.7%	Public admin,edu,health	35.1	Dist,hotels,restaurants	28.0	Prof & financial services	14.3	-	-	-	-	-	-
	Borough Total	69,100	-1.7%	Public admin,edu,health	34.3	Dist,hotels,restaurants	22.7	Prof & financial services	18.4	76,000	74,000	-2.6%	75,000	-1.3%	81,000
Havering	Pomford	27,200	-4.8%	Dist,hotels,restaurants	30.3	Public admin,edu,health	26.9	Prof & financial services	24.8	-	-	-	-	-	-
	Gidea Park	20,300	-13.6%	Dist,hotels,restaurants	35.6	Prof & financial services	23.8	Public admin,edu,health	18.7	-	-	-	-	-	-
	Harold Wood	5,800	-26.6%	Dist,hotels,restaurants	33.7	Construction	15.9	Public admin,edu,health	14.1	-	-	-	-	-	-
	Borough Total	71,100	-7.1%	Dist,hotels,restaurants	28.7	Public admin,edu,health	26.0	Prof & financial services	20.3	85,000	83,000	-2.4%	83,000	-2.4%	89,000
London	4,167,900	2.6%	Prof & financial services	34.7	Public admin,edu,health	22.2	Dist,hotels,restaurants	21.0	4,676,000	4,797,000	2.6%	5,114,000	9.4%	5,452,000	16.6%
Great Britain	26,493,600	0.6%	Public admin,edu,health	27.2	Dist,hotels,restaurants	23.5	Prof & financial services	22.2	-	-	-	-	-	-	-
KEY:				Negative Change Over Time		Relatively Little Change Over Time (=+/- 0.5%)		Positive Change Over Time							

Note – Employment Projections are November 2009 Triangulated Employment Projections produced by GLA Economics and Volterra Consulting

Note – Employment Projection Data not available at Ward Level (and thus for Station Hinterland geographies)

Source: Annual Business Inquiry and GLA Economics © Crown Copyright

Business and Enterprise Indicators

Summary of Business and Enterprise Indicators for Crossrail Stations and Boroughs, 2005-2008					
	Crossrail Stations	Businesses and Enterprise			
		Business Base		Enterprise	
		Total Business Base	Business Base % Change 2005 - 2008	% in Employment who are Self Employed (working age), 2009	% Point Change in Self Employment Rate 2005-2009
Hillingdon	West Drayton	800	3.1%	-	-
	Hages and Harlington	1,500	4.8%	-	-
	Heathrow Central	1,200	5.5%	-	-
	Heathrow T4	1,500	4.1%	-	-
	Borough Total	11,000	8.2%	14.0	2.0
Ealing	Southall	1,500	9.4%	-	-
	Hanwell	900	6.5%	-	-
	West Ealing	3,300	5.3%	-	-
	Ealing Broadway	2,500	2.3%	-	-
	Acton Main Line	2,300	2.5%	-	-
	Borough Total	14,000	6.4%	15.8	1.8
	RB Kensington and Chelsea	Kensal	3,800	12.9%	-
Borough Total	13,200	1.2%	19.6	-5.0	
City of Westminster	Paddington	7,900	9.4%	-	-
	Bond Street	25,700	3.5%	-	-
	Tottenham Court Road	39,200	4.7%	-	-
	Borough Total	48,200	3.4%	14.4	-5.9
Islington	Farringdon	21,200	6.7%	-	-
	Borough Total	13,900	8.9%	17.0	3.8
City of London	Liverpool Street	5,200	-0.2%	-	-
	Borough Total	15,500	2.4%	-	-
Tower Hamlets	Whitechapel	3,200	10.5%	-	-
	Canary Wharf	3,700	17.8%	-	-
	Borough Total	11,800	10.7%	13.0	3.1
Newham	Stratford	1,100	-3.7%	-	-
	Maryland	1,500	1.8%	-	-
	Forest Gate	1,000	12.9%	-	-
	Manor Park	500	-2.6%	-	-
	Custom House	1,000	32.9%	-	-
	Borough Total	6,300	-7.4%	12.2	-1.6
Greenwich	Woolwich	1,500	11.8%	-	-
	Abbey Wood	1,000	19.8%	-	-
	Borough Total	6,900	10.1%	11.5	-0.4
Redbridge	Ilford	1,900	6.7%	-	-
	Seven Kings	2,000	7.7%	-	-
	Goodmayes	900	2.7%	-	-
	Chadwell Heath	1,300	10.5%	-	-
	Borough Total	8,700	9.8%	16.1	3.6
Havering	Romford	1,800	0.1%	-	-
	Gidea Park	1,700	2.3%	-	-
	Harold Wood	600	3.9%	-	-
	Borough Total	8,300	6.5%	13.7	-2.3
London		401,200	6.9%	15.0	-0.1
Great Britain		2,446,000	5.8%	12.3	0.1
KEY:		Negative Change Over Time	Relatively Little Change Over Time (= +/- 0.5%)	Positive Change Over Time	

Note – Self Employment data not available at Ward Level (and thus for Station Hinterland geographies)

Source: Annual Business Inquiry and Annual Population Survey © Crown Copyright

Labour Market Indicators

Summary of Labour Market Indicators for Crossrail Stations and Boroughs, 2005-2008

	Crossrail Stations	Labour Market															
		Population Estimates		Economic Activity		Unemployment		Claimant Count			IB /SDA Claimants		Skills				
		2008	% Change 2005-2008	Economic Activity Rate, 2009	Economic Activity % Point Change, 2005-2009	Unemployment Rate, 2009	Unemployment Rate % Point Change, 2005 - 2009	Claimant Count Number (November 2009)	Claimant Count Rate (November 2009)	Claimant Count Rate % Point Change 2005-2007	Claimant Count Rate % Point Change 2007-2009	IB /SDA Claimant Rate (% of working age population) 2009	IB /SDA Claimant Rate % Point Change 2005-2009	% with no qualifications as (working age), 2008	% with other qualifications as (working age), 2008	% with NVQ2+ (working age), 2008	% with NVQ4+ (working age), 2008
Hillingdon	West Drayton	23,443	2.4%	-	-	-	-	800	4.8	-0.3	2.7	6.2%	-0.8%	-	-	-	-
	Hayes and Harlington	40,297	4.9%	-	-	-	-	1,400	4.7	1.1	2.1	5.3%	-1.8%	-	-	-	-
	Heathrow Central	10,705	2.1%	-	-	-	-	300	3.7	0.7	2.0	3.8%	-1.3%	-	-	-	-
	Heathrow T4	21,338	4.5%	-	-	-	-	600	4.0	0.7	2.0	4.4%	-0.8%	-	-	-	-
	Borough Total	253,200	2.5%	76.3	-1.2	6.9	2.9	6,100	3.5	-0.6	1.8	4.4%	-1.0%	13.2	16.1	57.7	24.5
Ealing	Southall	38,640	-0.2%	-	-	-	-	1,800	5.4	0.5	2.1	8.0%	-2.0%	-	-	-	-
	Hanwell	25,507	-0.2%	-	-	-	-	800	4.4	0.4	2.2	6.1%	-0.6%	-	-	-	-
	West Ealing	61,184	-5.0%	-	-	-	-	1,800	4.0	0.4	2.1	5.2%	-0.2%	-	-	-	-
	Ealing Broadway	38,057	-3.4%	-	-	-	-	900	3.3	0.2	1.6	3.7%	-0.3%	-	-	-	-
	Acton Main Line	29,926	5.8%	-	-	-	-	1,000	4.6	0.1	1.7	6.2%	-0.8%	-	-	-	-
	Borough Total	309,000	1.8%	75.8	1.1	8	2.4	9,300	4.2	0.4	1.9	5.4%	-0.9%	12.1	17.9	63.2	41.0
RB Kensington and Chelsea	Kensal	72,634	-0.1%	-	-	-	-	3,200	6.4	1.1	2.5	9.6%	-1.1%	-	-	-	-
	Borough Total	171,100	0.9%	71.1	4.4	7.2	2.0	3,600	3.0	0.5	1.3	4.9%	-0.6%	7.9	17.3	70.5	53.6
City of Westminster	Paddington	109,360	4.3%	-	-	-	-	2,900	3.2	0.4	1.3	6.1%	-0.5%	-	-	-	-
	Bond Street	36,056	4.9%	-	-	-	-	500	1.6	0.5	0.7	3.0%	-0.2%	-	-	-	-
	Tottenham Court Road	49,543	6.8%	-	-	-	-	1,100	2.7	0.9	0.6	5.5%	-1.1%	-	-	-	-
	Borough Total	236,000	5.3%	69.7	0.3	8.5	1.1	5,300	2.8	0.6	1.1	5.3%	-0.7%	8.7	15.1	69.0	48.8
Islington	Farringdon	n/a	-	-	-	-	-	1,200	3.6	1.0	1.1	n/a	n/a	-	-	-	-
	Borough Total	190,900	2.1%	73.5	3.0	6.6	-1.7	7,900	5.5	0.9	2.0	8.0%	-1.5%	13.7	10.5	66.6	46.7
City of London	Liverpool Street	n/a	-	-	-	-	-	700	7.4	1.0	1.3	n/a	n/a	-	-	-	-
	Borough Total	7,900	29.9%	90.5	20.1	-	-	100	1.2	0.3	0.4	2.1%	-0.8%	n/a	n/a	87.3	71.3
Tower Hamlets	Whitechapel	35,426	0.3%	-	-	-	-	1,900	6.7	0.5	1.2	6.5%	-1.0%	-	-	-	-
	Canary Wharf	60,766	12.0%	-	-	-	-	2,600	5.3	0.1	1.0	5.7%	-1.5%	-	-	-	-
	Borough Total	220,500	5.9%	69.3	6.5	11.7	-2.1	10,500	6.1	0.5	1.2	6.5%	-1.4%	23.6	14.7	55.4	35.6
Newham	Stratford	24,937	-3.2%	-	-	-	-	1,300	8.0	0.4	2.8	7.2%	-1.6%	-	-	-	-
	Margland	40,000	-1.4%	-	-	-	-	2,100	7.7	0.4	2.8	7.0%	-1.4%	-	-	-	-
	Forest Gate	40,492	1.4%	-	-	-	-	1,700	6.5	0.3	2.1	6.7%	-1.6%	-	-	-	-
	Manor Park	23,447	0.4%	-	-	-	-	800	5.5	0.2	1.4	6.7%	-1.2%	-	-	-	-
	Custom House	29,561	-3.7%	-	-	-	-	1,400	7.1	0.5	2.8	8.1%	-2.1%	-	-	-	-
	Borough Total	249,500	-0.4%	64.7	4.4	11.2	1.4	10,300	6.4	0.5	2.2	7.2%	-1.3%	21.1	24.1	45.7	24.3
Greenwich	Woolwich	44,424	1.5%	-	-	-	-	2,000	6.5	1.4	2.0	9.2%	-0.5%	-	-	-	-
	Abbey Wood	52,271	2.4%	-	-	-	-	1,800	5.1	0.7	2.1	6.4%	-0.5%	-	-	-	-
	Borough Total	222,900	0.2%	70.6	-0.6	7.3	-1.5	7,100	4.7	1.0	1.8	7.0%	-0.7%	12.4	10.6	65.5	36.6
Redbridge	Ilford	55,168	4.9%	-	-	-	-	2,000	5.4	0.4	1.4	6.1%	-1.5%	-	-	-	-
	Seven Kings	64,706	6.4%	-	-	-	-	2,000	4.5	0.4	1.8	5.2%	-1.1%	-	-	-	-
	Goodmayes	36,931	5.3%	-	-	-	-	1,300	5.2	0.4	2.4	5.8%	-1.1%	-	-	-	-
	Chadwell Heath	52,725	5.3%	-	-	-	-	1,700	4.7	0.2	2.0	5.9%	-1.1%	-	-	-	-
	Borough Total	257,600	5.0%	71.5	-4.2	6.7	1.6	7,000	3.9	0.4	1.7	4.8%	-1.1%	13.7	14.8	61.0	35.4
Havering	Romford	28,166	6.5%	-	-	-	-	800	4.0	0.2	2.1	4.8%	-0.9%	-	-	-	-
	Gidea Park	26,810	5.9%	-	-	-	-	700	3.5	0.2	2.0	4.3%	-0.7%	-	-	-	-
	Harold Wood	12,443	0.7%	-	-	-	-	300	3.3	0.4	1.7	5.7%	-0.7%	-	-	-	-
	Borough Total	230,100	2.3%	81.2	4.3	6.5	3.2	5,000	3.4	0.2	1.9	4.8%	-1.0%	16.7	6.5	56.5	19.4
London	7,619,800	2.5%	74.8	1.4	7.4	0.3	222,700	4.2	0.7	1.7	5.4%	-0.9%	12.6	14.2	63.3	38.2	
Great Britain	51,446,200	2.0%	76.8	0.4	6.3	1.5	1,516,900	3.9	0.2	1.9	6.0%	-1.1%	13.5	8.9	63.9	28.6	

KEY: Negative Change Over Time Relatively Little Change Over Time (± +/- 0.5%) Positive Change Over Time

Note –Economic Activity, Unemployment and Skills data not available at Ward Level (and thus for Station Hinterland geographies)

Source: Annual Population Survey © Crown Copyright

Social Inclusion and Transport Indicators

Summary of Social Inclusion and Transport Indicators for Crossrail Stations and Boroughs, 2005-2008

	Crossrail Stations	Social Inclusion						Perception of Place			Transport Current Station Usage	
		Indices of Multiple Deprivation, 2007		Earnings				% people very or fairly satisfied with local area as a place to live?	% people who feel very safe or fairly safe after dark	% people who feel very safe or fairly safe during the day (%)	Rail, 2007/8 - total annual entries and exits (millions)	Underground, 2008 - total annual entries and exits (millions)
		Rank out of 354 English LA's (where 1 = most deprived)	Proportion of SOA's in 10% most deprived nationally	Average	Average	£, 2009	% Change 2006-2009					
				£, 2009	% Change 2006-2009	£, 2009	% Change 2006-2009					
Hillingdon	West Drayton	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	0.28	-
	Hages and Harlington	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	2.21 (plus 0.1 interchanging)	-
	Heathrow Central	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	-	8.09
	Heathrow T4	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	-	1.17
	Borough Total	157	0%	£539.30	8.2%	£604.70	15.5%	70.9	41.7	82.6	-	-
Ealing	Southall	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	1.69	-
	Hanwell	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	0.37	-
	West Ealing	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	1.13	-
	Ealing Broadway	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	3.51 (plus 0.06 interchanging)	17.86
	Acton Main Line	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	0.36	-
	Borough Total	84	6.7%	£559.70	10.7%	£545.00	10.7%	69.7	37.9	83.7	-	-
RB Kensington and Chelsea	Kensal	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	-	-
	Borough Total	101	8.7%	£931.10	8.7%	£537.50	10.4%	90.3	65.3	93.2	-	-
City of Westminster	Paddington	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	29.22 (plus 1.51 interchanging)	40.70
	Bond Street	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	-	36.41
	Tottenham Court Road	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	-	36.57
	Borough Total	72	12.5%	£743.60	16.5%	£674.60	12.8%	88.5	57.4	90.9	-	-
Islington	Farringdon	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	1.71 (plus 0.62 interchanging)	40.70
	Borough Total	8	26.3%	£638.80	8.7%	£682.80	9.8%	77.1	45.6	87.1	-	-
City of London	Liverpool Street	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	57.79 (plus 1.48 interchanging)	64.16
	Borough Total	252	0%	£767.60	n/a	£919.90	10.6%	92.4	83.4	96.7	-	-
Tower Hamlets	Whitechapel	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	-	11.55
	Canary Wharf	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	-	43.51
	Borough Total	3	55.4%	£651.60	19.9%	£833.20	15.5%	69.1	38.5	82.6	-	-
Newham	Stratford	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	11.24 (plus 0.82 interchanging);	27.23
	Maryland	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	0.41	-
	Forest Gate	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	1.74	-
	Manor Park	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	1.27	-
	Custom House	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	-	-
	Borough Total	6	33.3%	£491.50	4.3%	£588.60	13.4%	56.0	28.5	70.3	-	-
Greenwich	Woolwich	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	2.31 (Woolwich Arsenal)	-
	Abbey Wood	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	3.20	-
	Borough Total	24	21.0%	£601.10	16.3%	£537.80	7.1%	74.5	39.2	83.0	-	-
Redbridge	Ilford	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	5.03 (plus 0.16 interchanging)	-
	Seven Kings	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	1.52	-
	Goodmayes	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	1.75	-
	Chadwell Heath	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	-	-
	Borough Total	143	0.6%	£614.10	9.3%	£601.80	21.6%	71.1	40.1	82.4	2.07	-
Havering	Romford	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	7.36 (plus 0.3 interchanging)	-
	Gidea Park	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	2.79	-
	Harold Wood	Mapped elsewhere	Mapped elsewhere	-	-	-	-	-	-	-	-	-
	Borough Total	200	0.7%	£576.70	9.8%	£522.70	7.5%	73.4	43.5	87.0	2.92	-
London		n/a	n/a	£598.20	11.3%	£627.40	10.2%	74.9	44.1	84.6	-	-
Great Britain		n/a	n/a	£490.50	10.0%	£489.90	10.1%	79.7	50.3	87.9	-	-

KEY: Negative Change Over Time Relatively Little Change Over Time (= +/- 0.5%) Positive Change Over Time

Note – Earnings and 'Perception of Place' data not available at Ward Level (and thus for Station Hinterland geographies)

Note – National level data for Perception of Place indicators refers to England rather than Great Britain

Source: Communities and Local Government and Office for Rail Regulation © Crown Copyright

Residential and Commercial Property Indicators

Summary of Residential and Commercial Property Indicators for Crossrail Stations and Boroughs, 2005-2009

	Crossrail Stations	Residential Housing										Commercial Property Value (£ per Sq m), 2008							
		Detached		Semi-Detached		Terraced		Maisonette/Flat		All (£)		All Bulk Classes	Retail Premises	Offices	Commercial Offices	'Other' Offices	Factories	Warehouses	Other Bulk Premises
		June 2009 Average Value (£)	% Change June 2005 - June 2009	June 2009 Average Value (£)	% Change June 2005 - June 2009	June 2009 Average Value (£)	% Change June 2005 - June 2009	June 2009 Average Value (£)	% Change June 2005 - June 2009	June 2009 Average Value (£)	% Change June 2005 - June 2009								
Hillingdon	West Drayton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Hayes and Harlington	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Heathrow Central	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Heathrow T4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Borough Total	435,273	-1.0%	241,794	-1%	210,716	-1%	176,326	-1.0%	234,236	-1.0%	139	147	193	166	232	64	99	41
Ealing	Southall	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Hanwell	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	West Ealing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Ealing Broadway	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Acton Main Line	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Borough Total	634,609	7.5%	331,028	7%	284,236	7%	221,461	7.5%	292,968	7.5%	84	160	117	119	105	57	62	48
RB Kensington and Chelsea	Kensal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Borough Total	2,740,908	37%	1,945,253	37%	1,629,227	37%	602,182	37%	725,564	37%	265	395	180	197	125	80	67	94
City of Westminster	Paddington	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Bond Street	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Tottenham Court Road	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Borough Total	1,151,973	30.2%	1,183,160	30%	1,129,575	30%	504,855	30.2%	538,421	30.2%	288	366	265	272	182	77	97	123
Islington	Farringdon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Borough Total	918,426	22.2%	606,853	22%	577,717	22%	319,773	22.2%	372,261	22.2%	137	152	162	168	113	76	60	60
City of London	Liverpool Street	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Borough Total	-	-	-	-	-	-	-	-	-	-	258	431	250	255	130	-	56	118
Tower Hamlets	Whitechapel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Canary Wharf	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Borough Total	392,622	13.1%	308,620	13%	330,997	13%	304,106	13.1%	310,268	13.1%	151	153	195	199	123	55	52	61
Newham	Stratford	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Maryland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Forest Gate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Manor Park	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Custom House	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Borough Total	260,647	-4.6%	226,759	-5%	200,344	-5%	241,809	-4.6%	206,090	-4.6%	74	123	95	100	88	44	53	52
Greenwich	Woolwich	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Abbey Wood	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Borough Total	427,480	1.2%	275,155	1%	225,572	1%	211,134	1.2%	235,533	1.2%	67	116	69	66	73	39	48	41
Redbridge	Ilford	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Seven Kings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Goodmayes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Chadwell Heath	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Borough Total	520,723	1.5%	313,202	1%	251,467	1%	207,196	1.5%	262,430	1.5%	85	119	93	89	105	41	48	42
Havering	Romford	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Gidea Park	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Harold Wood	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Borough Total	380,530	-0.1%	243,476	0%	201,099	0%	183,923	-0.1%	241,005	-0.1%	82	126	100	101	96	50	51	39
London		532,026	10.0%	309,420	10%	275,874	10%	270,747	10.0%	301,700	10.0%	142	189	195	203	136	51	61	52
Great Britain		237,913	-1.2%	143,494	-4%	118,449	-3%	143,259	-4.1%	153,240	-2.8%	66	130	121	128	84	29	40	32
KEY:		Negative Performance in Comparison to London Average					Average Performance in Comparison to London (+/- 0.1%)					Positive Performance in Comparison to London Average							

Note –Property data not available at Ward Level (and thus for Station Hinterland geographies)

Note – National level data for all Property indicators refers to England rather than Great Britain

Source: Land Registry and DCLG © Crown Copyright

Socio-Economic Baseline: 2011 Analysis

Summary of Key Indicators

Summary of Key Indicators: Ranked Crossrail Station Hinterlands ¹² and London Boroughs with Comparison to London Average												
	Total Jobs, 2010	Employment % Change 2008 - 10	Population 2010	Population % Change 2008 -2010	Claimant Count Rate, % (Oct 2011)	Claimant Count Rate % Point Change 2009-11						
Crossrail Station Hinterlands	Tottenham Court Road	522,300	Custom House	22.9%	Paddington	116,408	Hages and Harlington	7.4%	Bond Street	1.6	West Drayton	-0.6
	Farringdon	309,400	Abbey Wood	17.2%	Kensal	72,122	Southall	7.3%	Tottenham Court Road	2.8	Hages and Harlington	-0.5
	Bond Street	266,600	Whitechapel	12.7%	Seven Kings	68,455	Canary Wharf	6.9%	Heathrow Central	3.2	Heathrow Central	-0.5
	Liverpool Street	122,900	Goodmayes	7.0%	Canary Wharf	66,619	Abbey Wood	6.4%	Ealing Broadway	3.2	Maryland	-0.4
	Canary Wharf	110,800	Woolwich	3.1%	West Ealing	64,661	West Drayton	6.0%	Paddington	3.2	Heathrow T4	-0.3
	Paddington	73,500	Liverpool Street	2.8%	Ilford	57,509	Romford	5.2%	Heathrow T4	3.7	Hanwell	-0.2
	Heathrow T4	67,300	Manor Park	1.8%	Abbey Wood	55,949	Whitechapel	4.3%	Farringdon	3.7	Stratford	-0.2
	Heathrow Central	60,200	Kensal	1.5%	Chadwell Heath	55,569	West Ealing	4.2%	Gidea Park	3.7	West Ealing	-0.1
	Whitechapel	47,900	Southall	1.1%	Tottenham Court Road	51,940	Gidea Park	3.7%	Harold Wood	3.8	Ealing Broadway	-0.1
	Kensal	33,800	Forest Gate	-0.6%	Woolwich	46,239	Woolwich	3.7%	West Ealing	3.9	Paddington	0.0
	Romford	26,400	Chadwell Heath	-1.7%	Hages and Harlington	44,159	Tottenham Court Road	3.6%	West Drayton	4.2	Bond Street	0.0
	West Ealing	24,700	Seven Kings	-1.8%	Southall	41,802	Seven Kings	3.5%	Hages and Harlington	4.2	Tottenham Court Road	0.1
	Ealing Broadway	22,300	Hanwell	-3.3%	Ealing Broadway	39,816	Chadwell Heath	3.2%	Hanwell	4.2	Liverpool Street	0.1
	Seven Kings	21,300	West Drayton	-3.6%	Maryland	38,993	Ilford	3.1%	Romford	4.4	Farringdon	0.1
	Woolwich	19,800	Tottenham Court Road	-3.7%	Forest Gate	38,991	Ealing Broadway	2.9%	Acton Main Line	5.1	Southall	0.2
	Gidea Park	19,600	Farringdon	-3.8%	Goodmayes	38,201	Hanwell	2.8%	Seven Kings	5.4	Gidea Park	0.2
	Acton Main Line	18,400	West Ealing	-4.8%	Whitechapel	37,885	Heathrow Central	2.4%	Southall	5.6	Kensal	0.3
	Hages and Harlington	18,100	Romford	-5.3%	Bond Street	37,352	Acton Main Line	2.4%	Chadwell Heath	5.6	Whitechapel	0.3
	Ilford	16,800	Canary Wharf	-5.6%	Acton Main Line	30,961	Stratford	1.8%	Abbey Wood	5.9	Forest Gate	0.3
	Maryland	16,700	Gidea Park	-6.5%	Romford	30,154	Heathrow T4	1.6%	Goodmayes	6.0	Romford	0.4
	Southall	15,800	Bond Street	-7.7%	Custom House	28,315	Paddington	1.5%	Canary Wharf	6.3	Acton Main Line	0.5
	Stratford	15,100	Ealing Broadway	-8.0%	Gidea Park	28,298	Harold Wood	1.4%	Manor Park	6.5	Harold Wood	0.5
	Abbey Wood	11,300	Paddington	-8.1%	Hanwell	26,568	Goodmayes	1.2%	Kensal	6.7	Goodmayes	0.8
	Custom House	10,700	Harold Wood	-8.9%	West Drayton	25,327	Maryland	1.1%	Ilford	6.7	Abbey Wood	0.8
	Chadwell Heath	9,800	Maryland	-10.5%	Stratford	24,460	Forest Gate	-0.3%	Forest Gate	6.8	Chadwell Heath	0.9
	West Drayton	9,600	Ilford	-10.6%	Heathrow T4	22,329	Kensal	-0.7%	Whitechapel	7.0	Woolwich	0.9
	Goodmayes	7,800	Stratford	-10.7%	Manor Park	22,149	Bond Street	-1.3%	Maryland	7.3	Seven Kings	0.9
	Forest Gate	7,200	Hages and Harlington	-17.7%	Harold Wood	12,749	Custom House	-1.3%	Woolwich	7.4	Canary Wharf	1.0
	Harold Wood	5,400	Acton Main Line	-18.8%	Heathrow Central	11,247	Manor Park	-3.3%	Liverpool Street	7.5	Manor Park	1.0
	Hanwell	4,800	Heathrow T4	-26.9%	Farringdon	n/a	Farringdon	n/a	Stratford	7.8	Custom House	1.2
Manor Park	2,700	Heathrow Central	-29.3%	Liverpool Street	n/a	Liverpool Street	n/a	Custom House	8.3	Ilford	1.3	
Crossrail Boroughs	City of Westminster	589,700	City of London	3.3%	Ealing	318,500	Tower Hamlets	4.9%	City of London	0.7	Hillingdon	-0.5
	City of London	339,000	Newham	0.0%	Redbridge	270,500	City of London	3.5%	City of Westminster	2.7	Islington	-0.5
	Tower Hamlets	205,000	Tower Hamlets	-1.3%	Hillingdon	266,100	Hillingdon	3.1%	RB Ken and Chelsea	2.9	City of London	-0.5
	Islington	178,900	Greenwich	-1.8%	City of Westminster	253,100	Islington	3.0%	Hillingdon	3.0	RB Ken and Chelsea	-0.1
	Hillingdon	177,700	RB Ken and Chel	-4.5%	Newham	240,100	City of Westminster	2.6%	Havering	3.6	City of Westminster	-0.1
	RB Ken and Chels	108,700	City of Westminster	-4.5%	Tower Hamlets	237,900	Redbridge	2.5%	Ealing	4.2	Ealing	0.0
	Ealing	106,100	Havering	-4.7%	Havering	236,100	Greenwich	2.1%	Redbridge	4.4	Havering	0.2
	Newham	71,600	Redbridge	-5.3%	Greenwich	228,500	Ealing	2.1%	Islington	5.0	Tower Hamlets	0.5
	Havering	69,200	Hillingdon	-6.4%	Islington	194,100	Havering	1.6%	Greenwich	5.2	Greenwich	0.5
	Greenwich	67,400	Islington	-6.7%	RB Ken and Chel	169,500	RB Ken and Chel	-0.9%	Tower Hamlets	6.6	Redbridge	0.5
Redbridge	62,600	Ealing	-6.8%	City of London	11,700	Newham	-0.9%	Newham	7.4	Newham	1.0	
Larger Geographic	London	4,090,400	London	-3.8%	London	7,825,200	London	2.0%	London	4.4	London	0.2
	Great Britain	26,082,100	Great Britain	-3.4%	Great Britain	52,234,000	Great Britain	1.5%	Great Britain	3.8	Great Britain	-0.1
KEY:		Negative Performance in Comparison to London Average		Average Performance in Comparison to London (+/- 0.1)		Positive Performance in Comparison to London Average						

NOTE – Mid Year Population Estimates not available for all City of London and Farringdon Wards

NOTE – National level data for Population and Claimant Count indicators refers to England rather than Great Britain

Source: Annual Business Inquiry, Annual Population Survey and Claimant Count © Crown Copyright

¹² Detailed geographical definitions of the 'Crossrail Station Hinterlands' are included towards the end of this document

• Crossrail Regeneration Benefits - Kensal Addendum •

Employment and Enterprise Indicators

Summary of Employment Indicators for Crossrail Stations and Boroughs, 2008-2010									
	Crossrail Stations	Employment							
		Total Jobs, 2010	Employment Base % Change 2008 - 2010	Most Significant Employment Industry by Proportion of All		Second Most Significant Employment Industry by		Third Most Significant Employment Industry by	
				Name	% of Jobs	Name	% of Jobs	Name	% of Jobs
Hillingdon	West Drayton	9,600	-3.6%	Wholesale / retail	20.4%	Manufac	11.4%	Prof activities	11.4%
	Hayes and Harlington	18,100	-17.7%	Wholesale / retail	27.0%	Info and comms	15.4%	Transport / storage	11.8%
	Heathrow Central	60,200	-29.3%	Transport / storage	50.2%	Admin & support	12.3%	Accomm and food	11.3%
	Heathrow T4	67,300	-26.3%	Transport / storage	46.6%	Admin & support	11.7%	Accomm and food	10.3%
	Borough Total	177,700	-6.4%	Transport / storage	30.8%	Wholesale / retail	12.4%	Admin & support	10.2%
Ealing	Southall	15,800	1.1%	health / social work	28.0%	Wholesale / retail	16.4%	Manufac	15.0%
	Hanwell	4,800	-3.3%	Wholesale / retail	27.0%	Education	24.7%	health / social work	9.5%
	West Ealing	24,700	-4.8%	Wholesale / retail	16.7%	Public admin	13.1%	Prof activities	11.3%
	Ealing Broadway	22,300	-8.0%	Admin & support	15.1%	Prof activities	13.6%	Wholesale / retail	13.1%
	Acton, Main Line	18,400	-18.8%	Wholesale / retail	36.0%	Admin & support	12.0%	Manufac	9.5%
	Borough Total	106,100	-6.8%	Wholesale / retail	19.3%	Admin & support	10.7%	Education	9.4%
RB Kensington and Chelsea	Kensal	33,800	1.5%	Info and comms	20.5%	health / social work	19.2%	Wholesale / retail	12.0%
	Borough Total	108,700	-4.5%	Wholesale / retail	19.9%	Accomm and food	15.7%	health / social work	12.3%
City of Westminster	Paddington	73,500	-8.1%	Prof activities	20.6%	Accomm and food	15.4%	health / social work	9.8%
	Bond Street	256,600	-7.7%	Prof activities	19.5%	Wholesale / retail	17.7%	Accomm and food	12.0%
	Tottenham Court Road	522,300	-3.7%	Prof activities	19.7%	Accomm and food	10.8%	Public admin	10.7%
	Borough Total	589,700	-4.5%	Prof activities	17.6%	Accomm and food	11.6%	Wholesale / retail	11.3%
Islington	Farringdon	309,400	-3.8%	Prof activities	30.6%	Info and comms	13.4%	Financial activities	12.4%
	Borough Total	178,900	-6.7%	Prof activities	17.2%	Info and comms	15.5%	health / social work	11.1%
City of London	Liverpool Street	122,900	2.8%	Financial activities	51.4%	Prof activities	15.0%	Admin & support	7.8%
	Borough Total	339,000	3.3%	Financial activities	43.8%	Prof activities	23.0%	Admin & support	8.3%
Tower Hamlets	Whitechapel	47,800	12.7%	Financial activities	20.1%	health / social work	16.9%	Prof activities	16.0%
	Canary Wharf	110,800	-5.6%	Financial activities	41.6%	Admin & support	15.4%	Info and comms	11.2%
	Borough Total	205,000	-1.3%	Financial activities	27.9%	Admin & support	11.1%	Info and comms	10.3%
Newham	Stratford	15,100	-10.7%	Admin & support	23.5%	Wholesale / retail	14.9%	Public admin	9.9%
	Maryland	16,700	-10.5%	Wholesale / retail	15.5%	Admin & support	14.9%	Education	13.9%
	Forest Gate	7,200	-0.6%	Education	27.1%	Public admin	19.0%	Wholesale / retail	14.4%
	Manor Park	2,700	1.8%	Education	25.3%	health / social work	14.9%	Wholesale / retail	13.9%
	Custom House	10,700	22.9%	Accomm and food	18.2%	health / social work	16.7%	Education	10.5%
	Borough Total	71,600	0.0%	Education	15.8%	Wholesale / retail	15.7%	health / social work	12.6%
Greenwich	Woolwich	19,800	3.1%	health / social work	20.6%	Public admin	16.8%	Education	11.4%
	Abbey Wood	11,300	17.2%	Admin & support	22.0%	Wholesale / retail	18.0%	Manufac	10.7%
	Borough Total	67,400	-1.8%	Education	16.0%	Wholesale / retail	13.8%	health / social work	12.8%
Redbridge	Ilford	16,800	-10.6%	Wholesale / retail	20.5%	Public admin	14.9%	Admin & support	14.6%
	Seven Kings	21,300	-1.8%	health / social work	23.2%	Public admin	16.0%	Wholesale / retail	14.3%
	Goodmayes	7,800	7.0%	health / social work	41.2%	Wholesale / retail	15.9%	Education	13.5%
	Chadwell Heath	9,800	-1.7%	Wholesale / retail	19.0%	Education	18.3%	health / social work	10.5%
Borough Total	62,600	-5.3%	Wholesale / retail	16.8%	health / social work	16.2%	Education	14.7%	
Havering	Romford	26,400	-5.3%	health / social work	22.7%	Wholesale / retail	21.2%	Admin & support	12.6%
	Gidea Park	19,600	-6.5%	Wholesale / retail	24.3%	Admin & support	15.0%	Financial activities	11.4%
	Harold Wood	5,400	-8.9%	Wholesale / retail	30.1%	Manufac	14.0%	Construction	12.3%
	Borough Total	69,200	-4.7%	Wholesale / retail	20.0%	health / social work	16.8%	Admin & support	10.4%
London		4,090,400	-3.8%	Wholesale / retail	12.7%	Prof activities	12.0%	Admin & support	10.5%
Great Britain		26,082,100	-3.4%	Wholesale / retail	16.2%	health / social work	13.3%	Education	9.6%
KEY:			Positive Change Over Time	Relatively Little Change Over Time (= +/- 0.5%)	Negative Change Over Time				

Note – Employment Projections are November 2009 Triangulated Employment Projections produced by GLA Economics and Volterra Consulting

Note – Employment Projection Data not available at Ward Level (and thus for Station Hinterland geographies)

Source: Annual Business Inquiry and GLA Economics © Crown Copyright

Business and Enterprise Indicators

Summary of Business and Enterprise Indicators for Crossrail Stations and Boroughs, 2008-2010					
	Crossrail Stations	Businesses and Enterprise			
		Business Base		Enterprise	
		Total Business Base	Business Base % Change 2005 - 2008	% in Employment who are Self Employed (working age), 2011	% Point Change in Self Employment Rate 2009-2011
Hillingdon	West Drayton			-	-
	Hayes and Harlington			-	-
	Heathrow Central			-	-
	Heathrow T4			-	-
	Borough Total	10,745	-3.2%	11.0	-3.0
Ealing	Southall			-	-
	Harwell			-	-
	West Ealing			-	-
	Ealing Broadway			-	-
	Acton Main Line			-	-
	Borough Total	13,585	-3.0%	17.0	1.2
RB Kensington and Chelsea	Kensal			-	-
	Borough Total	12,745	-2.2%	20.2	0.6
City of Westminster	Paddington			-	-
	Bond Street			-	-
	Tottenham Court Road			-	-
	Borough Total	46,490	-2.7%	18.5	4.1
Islington	Farringdon			-	-
	Borough Total	13,715	-1.6%	15.4	-1.6
City of London	Liverpool Street			-	-
	Borough Total	16,030	2.0%	-	-
Tower Hamlets	Whitechapel			-	-
	Canary Wharf			-	-
	Borough Total	11,620	-1.5%	14.4	1.4
Newham	Stratford			-	-
	Maryland			-	-
	Forest Gate			-	-
	Manor Park			-	-
	Borough Total	6,230	-2.6%	13.0	0.8
Greenwich	Woolwich			-	-
	Abbey Wood			-	-
	Borough Total	6,785	-2.3%	12.3	0.8
Redbridge	Ilford			-	-
	Seven Kings			-	-
	Goodmayes			-	-
	Chadwell Heath			-	-
	Borough Total	8,705	-0.2%	13.0	-3.1
Havering	Romford			-	-
	Gidea Park			-	-
	Harold Wood			-	-
	Borough Total	7,965	-3.3%	15.0	1.3
London		392,540	-2.2%	15.5	0.5
Great Britain		2,183,845	-2.4%	12.8	0.5
KEY:		Positive Change Over Time	Relatively Little Change Over Time (= +/- 0.5%)	Negative Change Over Time	

Note – Self Employment data not available at Ward Level (and thus for Station Hinterland geographies)

Source: Annual Business Inquiry and Annual Population Survey © Crown Copyright

Labour Market Indicators

Summary of Labour Market Indicators for Crossrail Stations and Boroughs, 2008-2010/11

	Crossrail Stations	Population Estimates		Economic Activity		Unemployment		Labour Market Claimant Count			IB /SDA Claimants		Skills			
		2010	% Change 2008-10	Economic Activity Rate, 2011	Economic Activity % Point Change, 2008-2010	Unemployment Rate, 2011	Unemployment Rate % Point Change, 2009-11	Claimant Count Number (October 2011)	Claimant Count Rate (October 2011)	Claimant Count Rate % Point Change 2009-2011	IB /SDA Claimant Rate (% of working age population) 2011	IB /SDA Claimant Rate % Point Change 2009-2011	% with no qualifications (working age), 2010	% with other qualifications (working age), 2010	% with NVQ2+ (working age), 2010	% with NVQ4+ (working age), 2010
Hillingdon	West Drayton	25,327	6.0%	-	-	-	-	700	4.2	-0.6	4.8%	-1.4%	-	-	-	-
	Hajies and Harlington	44,159	7.4%	-	-	-	-	1,200	4.2	-0.5	4.1%	-1.2%	-	-	-	-
	Heathrow Central	11,247	2.4%	-	-	-	-	200	3.2	-0.5	2.9%	-0.9%	-	-	-	-
	Heathrow T4	22,329	1.6%	-	-	-	-	600	3.7	-0.3	3.6%	-0.8%	-	-	-	-
	Borough Total	266,100	3.1%	76.5	0.2	8.9	2.0	5,300	3.0	-0.5	3.5%	-0.9%	13.6	16	58.6	27.6
Ealing	Southall	41,802	7.3%	-	-	-	-	1,600	5.6	0.2	6.1%	-1.9%	-	-	-	-
	Hanwell	26,568	2.8%	-	-	-	-	800	4.2	-0.2	5.1%	-1.1%	-	-	-	-
	West Ealing	64,661	4.2%	-	-	-	-	1,800	3.9	-0.1	4.3%	-1.0%	-	-	-	-
	Ealing Broadway	39,816	2.9%	-	-	-	-	900	3.2	-0.1	3.0%	-0.7%	-	-	-	-
	Acton Main Line	30,961	2.4%	-	-	-	-	1,100	5.1	0.5	5.4%	-0.7%	-	-	-	-
Borough Total	318,500	2.1%	75.8	0.0	8.4	0.4	9,300	4.2	0.0	4.5%	-0.9%	12.2	17.1	65.1	39.9	
RB Kensington and Chelsea	Kensal	72,122	-0.7%	-	-	-	-	3,300	6.7	0.3	8.2%	-1.3%	-	-	-	-
	Borough Total	169,500	-0.9%	66.5	-4.6	4.2	-3.0	3,400	2.9	-0.1	4.4%	-0.5%	5.4	15.1	75.5	56.6
City of Westminster	Paddington	116,408	1.5%	-	-	-	-	2,900	3.2	0.0	5.4%	-0.7%	-	-	-	-
	Bond Street	37,352	-1.3%	-	-	-	-	500	1.6	0.0	2.8%	-0.3%	-	-	-	-
	Tottenham Court Rd	51,940	3.6%	-	-	-	-	1,100	2.8	0.1	4.4%	-1.2%	-	-	-	-
Borough Total	253,100	2.6%	67.9	-1.8	8.0	-0.5	5,300	2.7	-0.1	4.6%	-0.7%	8.1	14.8	70.2	56.5	
Islington	Farringdon	n/a	n/a	-	-	-	-	1,300	3.7	0.1	n/a	n/a	-	-	-	-
	Borough Total	194,100	3.0%	71.9	-1.6	7.4	0.8	7,400	5.0	-0.5	6.7%	-1.3%	9.2	10.8	73.1	56.9
City of London	Liverpool Street	n/a	n/a	-	-	-	-	700	7.5	0.1	n/a	n/a	-	-	-	-
	Borough Total	11,700	3.5%	71.7	-18.8	n/a	n/a	100	0.7	-0.5	1.3%	-0.8%	!	!	77.9	!
Tower Hamlets	Whitechapel	37,885	4.3%	-	-	-	-	2,000	7.0	0.3	4.8%	-1.8%	-	-	-	-
	Canary Wharf	66,619	6.9%	-	-	-	-	3,100	6.3	1.0	4.6%	-1.0%	-	-	-	-
	Borough Total	237,900	4.9%	68.5	-0.8	12.9	1.2	11,500	6.6	0.5	5.1%	-1.4%	12.4	19	61.2	39.5
Newham	Stratford	24,460	1.8%	-	-	-	-	1,300	7.8	-0.2	5.9%	-1.3%	-	-	-	-
	Maryland	38,993	1.1%	-	-	-	-	2,000	7.3	-0.4	5.5%	-1.5%	-	-	-	-
	Forest Gate	38,991	-0.3%	-	-	-	-	1,800	6.8	0.3	5.3%	-1.4%	-	-	-	-
	Manor Park	22,149	-3.3%	-	-	-	-	1,000	6.5	1.0	5.6%	-1.1%	-	-	-	-
	Custom House	28,315	-1.3%	-	-	-	-	1,600	8.3	1.2	6.8%	-1.3%	-	-	-	-
Borough Total	240,100	-0.9%	63	-1.7	14.7	3.5	11,900	7.4	1.0	5.9%	-1.2%	15.6	25.3	50.7	28	
Greenwich	Woolwich	46,239	3.7%	-	-	-	-	2,300	7.4	0.9	7.0%	-2.2%	-	-	-	-
	Abbey Wood	55,949	6.4%	-	-	-	-	2,000	5.9	0.8	4.9%	-1.5%	-	-	-	-
	Borough Total	228,500	2.1%	72.7	2.1	8.2	0.9	8,000	5.2	0.5	5.5%	-1.5%	10.9	10	65.5	36.2
Redbridge	Ilford	57,509	3.1%	-	-	-	-	2,400	6.7	1.3	4.6%	-1.5%	-	-	-	-
	Seven Kings	68,455	3.5%	-	-	-	-	2,400	5.4	0.9	4.1%	-1.1%	-	-	-	-
	Goodmayes	38,201	1.2%	-	-	-	-	1,500	6.0	0.8	5.0%	-0.8%	-	-	-	-
	Chadwell Heath	55,569	3.2%	-	-	-	-	2,000	5.6	0.9	4.7%	-1.1%	-	-	-	-
Borough Total	270,500	2.5%	72.1	0.6	9.7	3.0	7,900	4.4	0.5	3.8%	-1.0%	15.1	13.5	63.7	35	
Havering	Romford	30,154	5.2%	-	-	-	-	900	4.4	0.4	3.8%	-0.9%	-	-	-	-
	Gidea Park	28,298	3.7%	-	-	-	-	700	3.7	0.2	3.5%	-0.8%	-	-	-	-
	Harold Wood	12,749	1.4%	-	-	-	-	300	3.8	0.5	4.6%	-1.1%	-	-	-	-
Borough Total	236,100	1.6%	75.7	-5.5	8.0	1.5	5,400	3.6	0.2	3.9%	-0.9%	15.6	5.4	61	17.5	
London	7,825,200	2.0%	74.8	0.0	8.7	1.3	236,900	4.4	0.2	4.5%	-1.0%	9.9	13.8	67.3	41.9	
Great Britain	52,234,000	1.5%	76.2	-0.6	7.8	1.5	1,502,500	3.8	-0.1	4.9%	-1.1%	11.3	8.5	67.3	31.3	

KEY: Negative Change Over Time Relatively Little Change Over Time (= +/- 0.5%) Positive Change Over Time

Note –Economic Activity, Unemployment and Skills data not available at Ward Level (and thus for Station Hinterland geographies)

Source: Annual Population Survey © Crown Copyright

Social Inclusion and Transport Indicators

Summary of Social Inclusion and Transport Indicators for Crossrail Stations and Boroughs, 2008-2010/11

	Crossrail Stations	Social Inclusion					
		Indices of Multiple Deprivation, 2010		Earnings			
		Rank out of 354 English LA's (where 1 = most deprived)	Proportion of SOA's in 10% most deprived nationally	Average Residence		Average Workplace	
£, 2011	% Change 2009-2011			£, 2011	% Change 2009-2011		
Hillingdon	West Drayton	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Hayes and Harlington	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Heathrow Central	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Heathrow T4	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Borough Total	138	0.6%	£576.30	6.9%	£624.10	3.2%
Ealing	Southall	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Hanwell	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	West Ealing	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Ealing Broadway	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Acton Main Line	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Borough Total	80	6.7%	£574.90	2.7%	£534.60	-1.9%
RB Kensington and Chelsea	Kensal	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Borough Total	103	8.7%	£910.20	-2.2%	£559.40	4.1%
City of Westminster	Paddington	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Bond Street	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Tottenham Court Rd	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Borough Total	87	10.0%	£792.80	6.6%	£683.20	1.3%
Islington	Farringdon	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Borough Total	14	16.1%	£673.40	5.4%	£682.30	-0.1%
City of London	Liverpool Street	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Borough Total	262	0.0%	£1,002.10	30.5%	£980.80	6.6%
Tower Hamlets	Whitechapel	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Canary Wharf	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Borough Total	7	40.0%	£643.10	-1.3%	£875.50	5.1%
Newham	Stratford	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Maryland	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Forest Gate	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Manor Park	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Custom House	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Borough Total	3	33.3%	£503.60	2.5%	£563.00	-4.3%
Greenwich	Woolwich	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Abbey Wood	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Borough Total	28	17.5%	£598.40	-0.4%	£567.30	5.5%
Redbridge	Ilford	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Seven Kings	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Goodmayes	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Chadwell Heath	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Borough Total	134	0.6%	£588.60	-4.2%	£583.60	-3.0%
Havering	Romford	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Gidea Park	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Harold Wood	Mapped elsewhere	Mapped elsewhere	-	-	-	-
	Borough Total	177	1.3%	£585.90	1.6%	£551.10	5.4%
London		n/a	n/a	£610.20	2.0%	£650.90	3.7%
Great Britain		n/a	n/a	£503.10	2.6%	£502.60	2.6%
KEY:		Positive Change Over Time		Relatively Little Change Over Time (= +/- 0.5%)		Negative Change Over Time	

Note –Earnings and ‘Perception of Place’ data not available at Ward Level (and thus for Station Hinterland geographies)

Note – National level data for Perception of Place indicators refers to England rather than Great Britain

Source: Communities and Local Government and Office for Rail Regulation © Crown Copyright

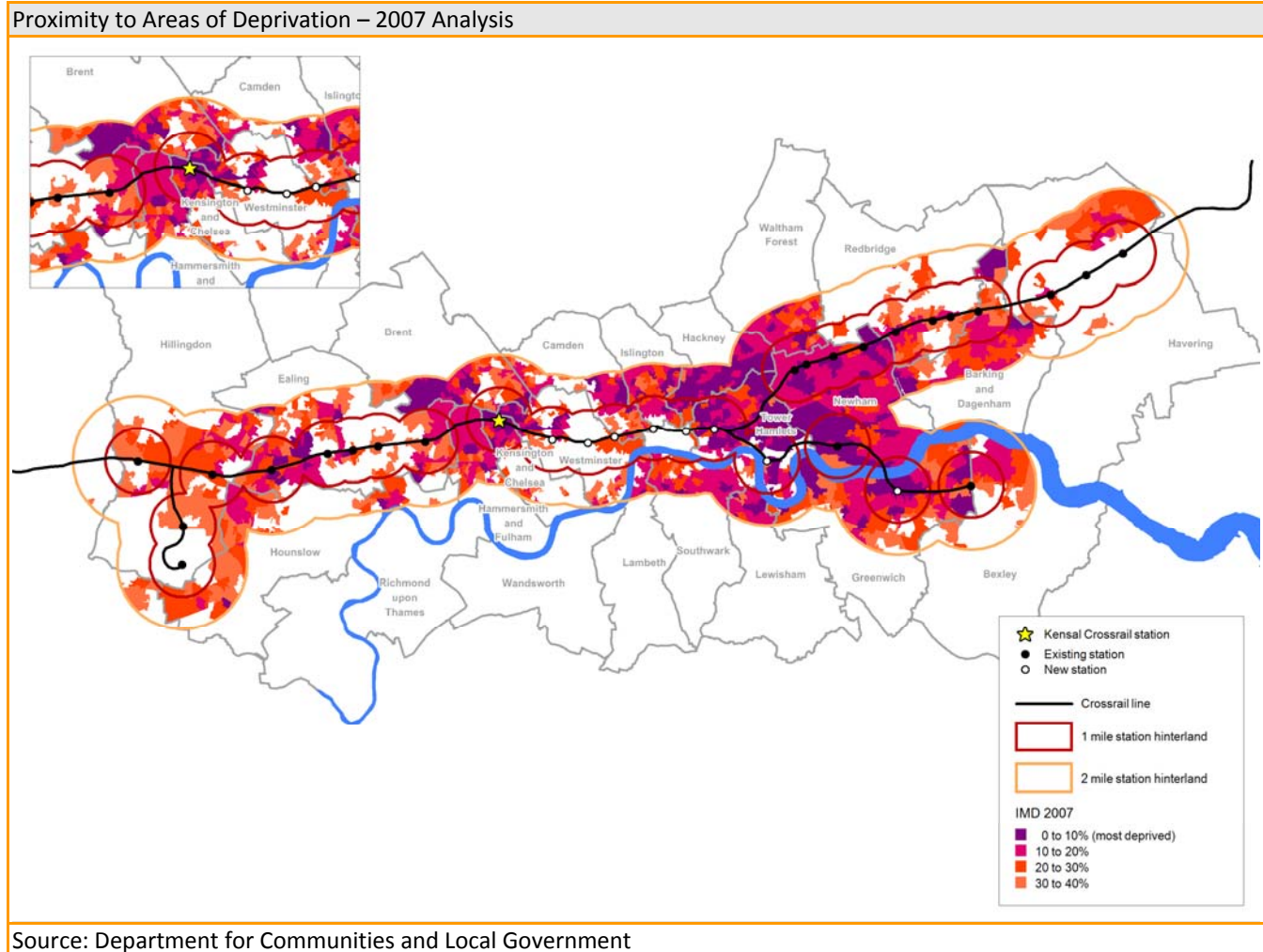
Appendix B: Mapping of Socio Economic Performance

The Deprivation Case

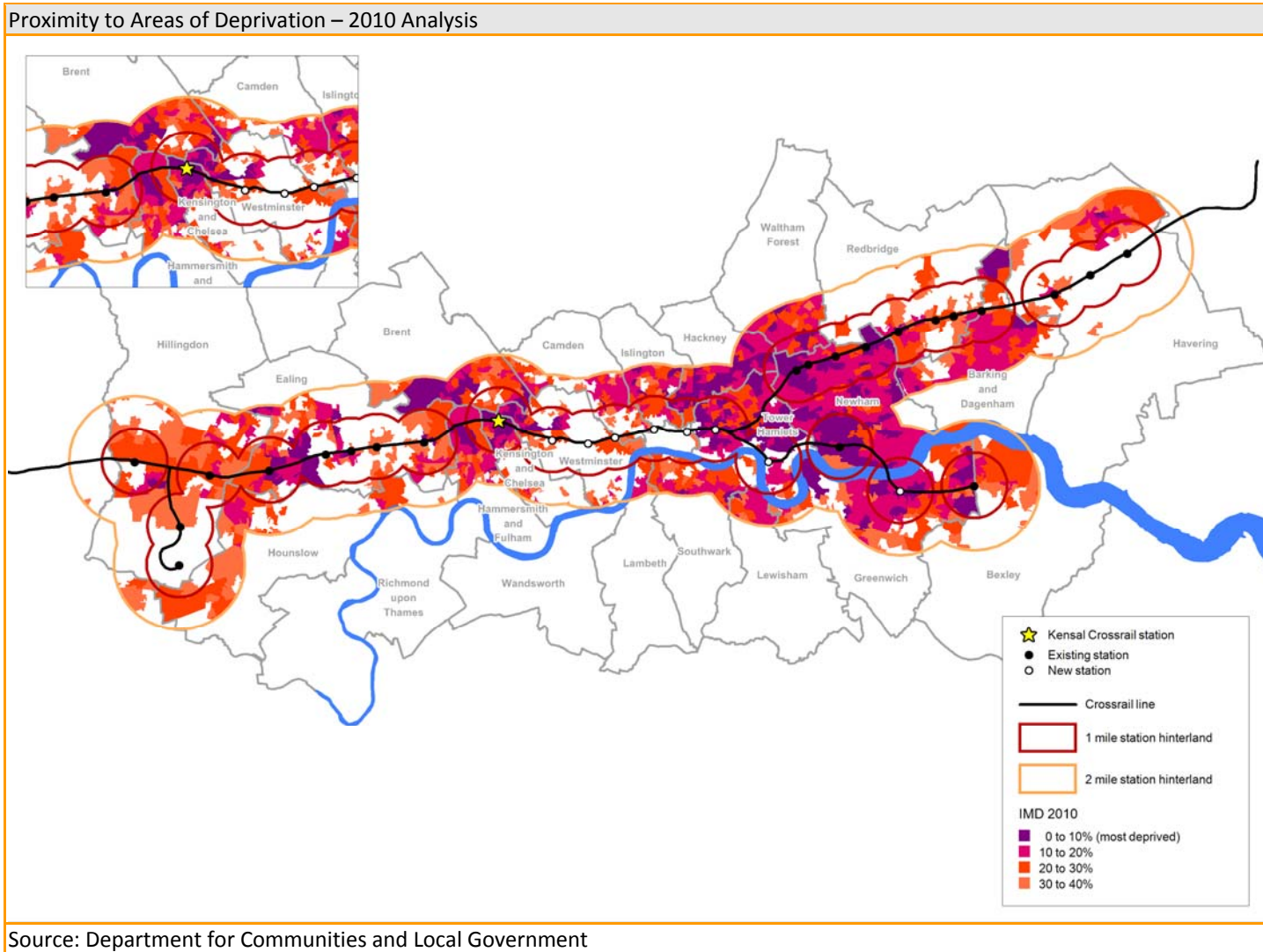
- 5.9 A number of indicators are used in the main report to assess the 'Deprivation Case' for intervention at Crossrail stations along the route. These include:
- Indices of Multiple Deprivation
 - Claimant Count Rate Unemployment
 - Recent change in number of jobs
 - Recent changes in size of business base
- 5.10 Performance against these indicators is set out in the maps below.

Proximity to Areas of Deprivation

2007 Analysis

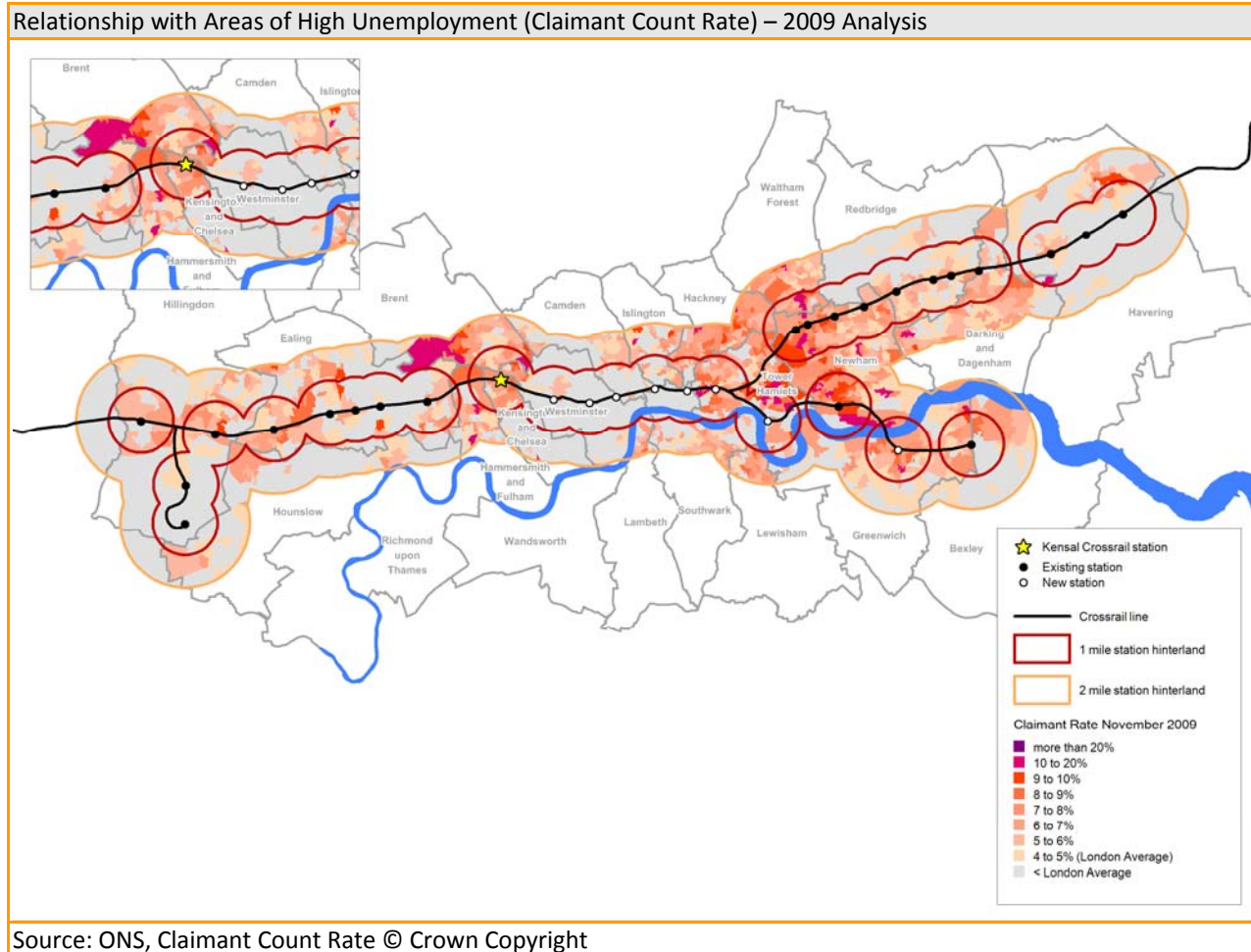


2010 Analysis

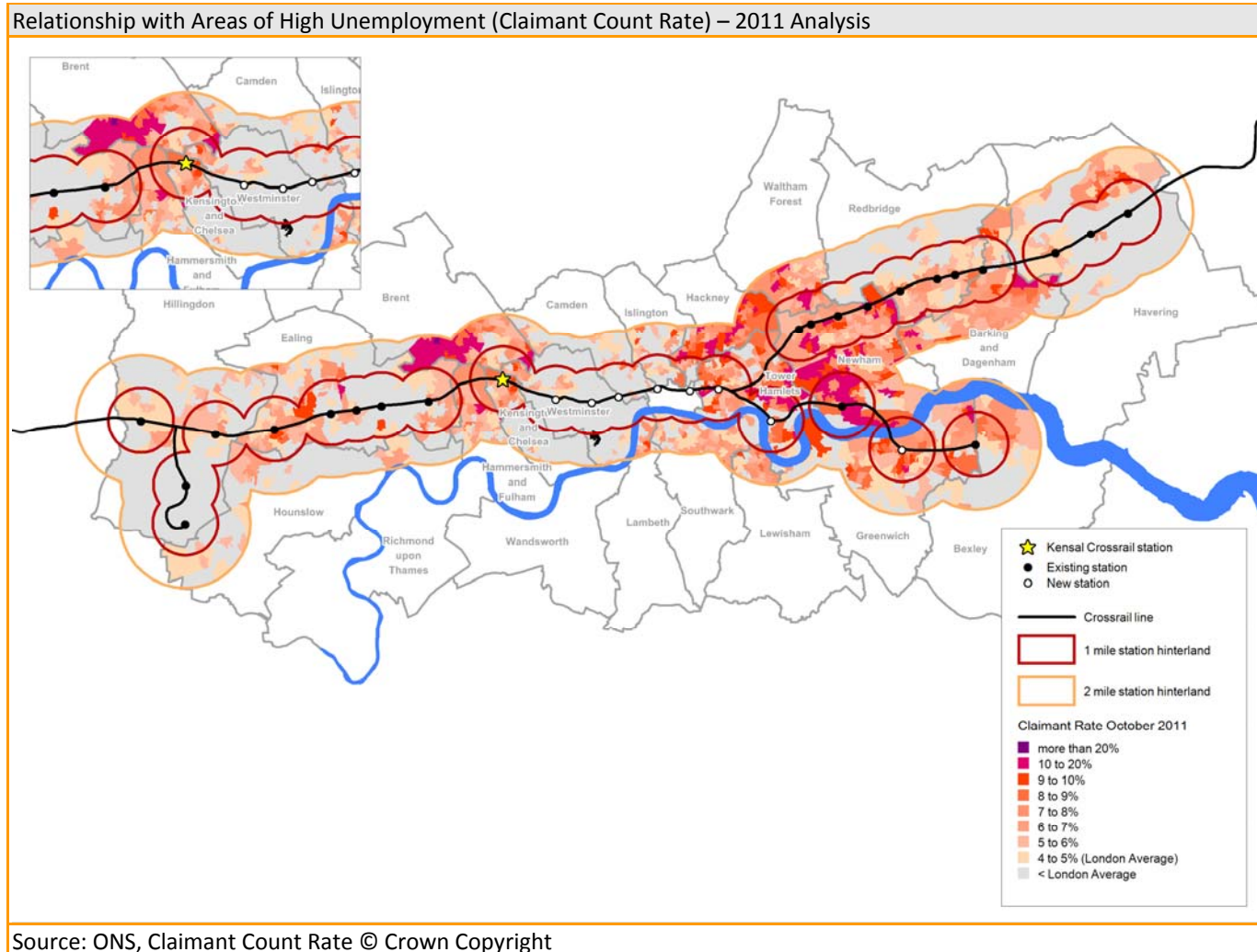


Relationship with Areas of High Unemployment

2009 Analysis

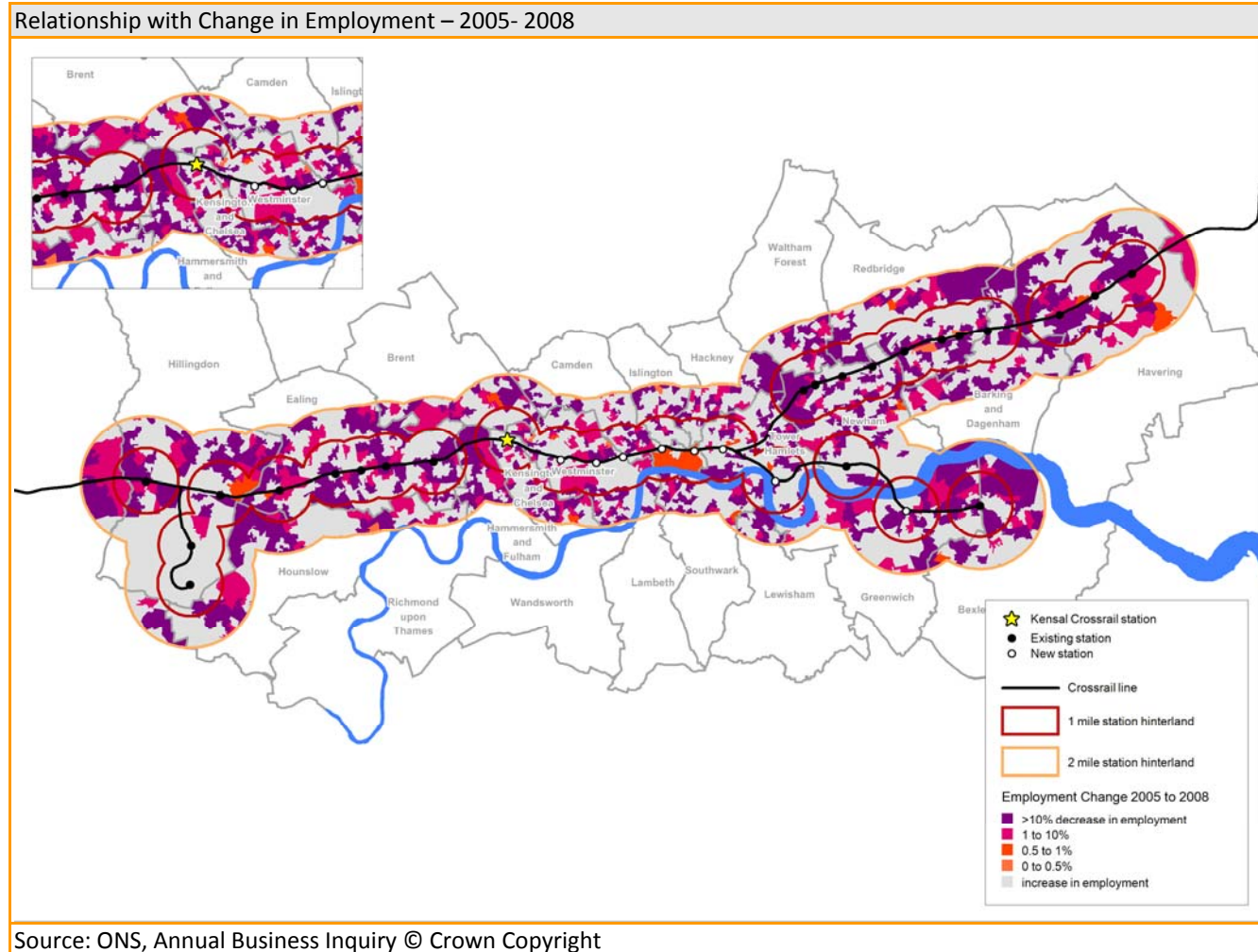


2011 Analysis

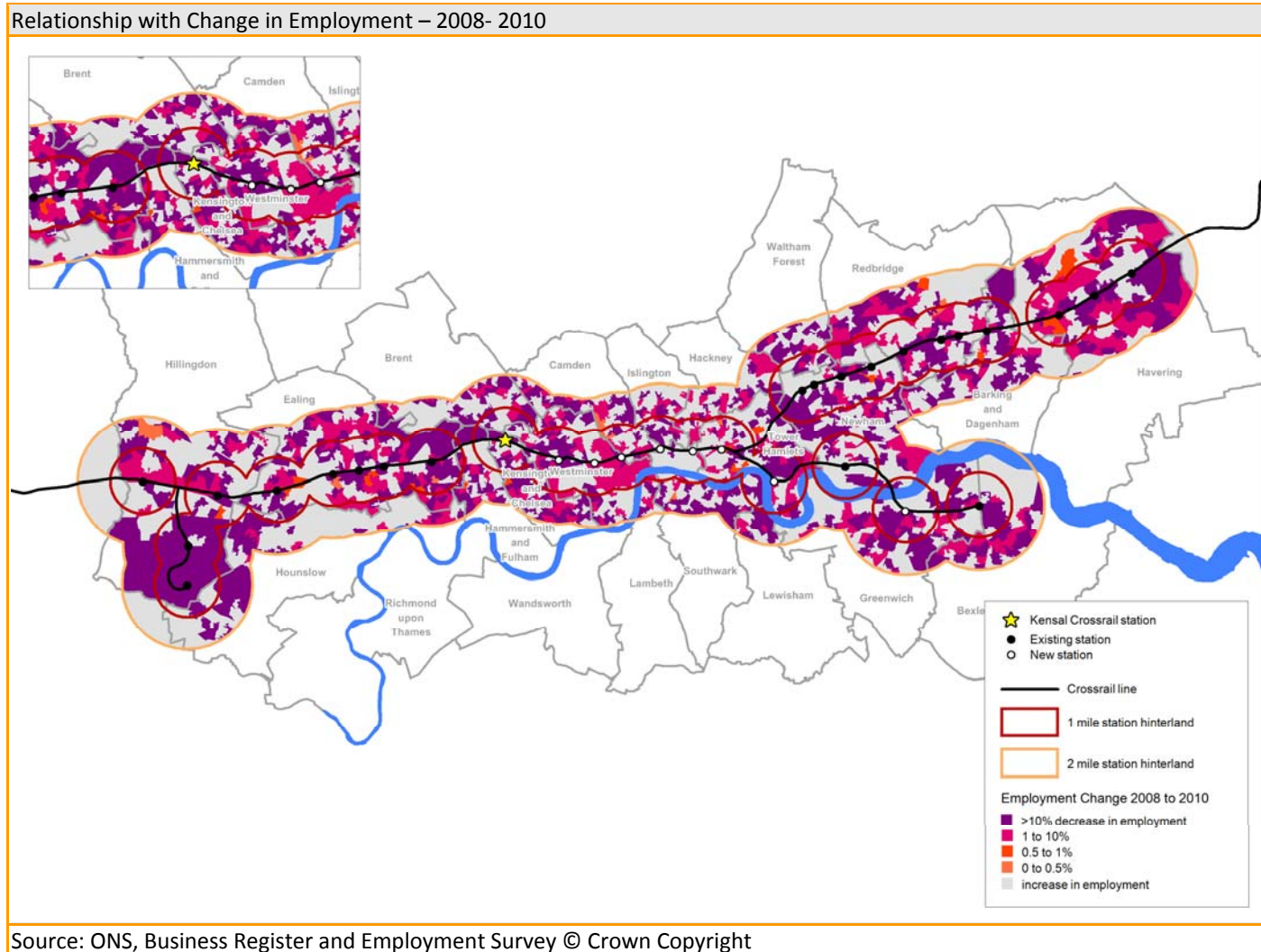


Relationship with Change in Employment

2005-2008 Analysis

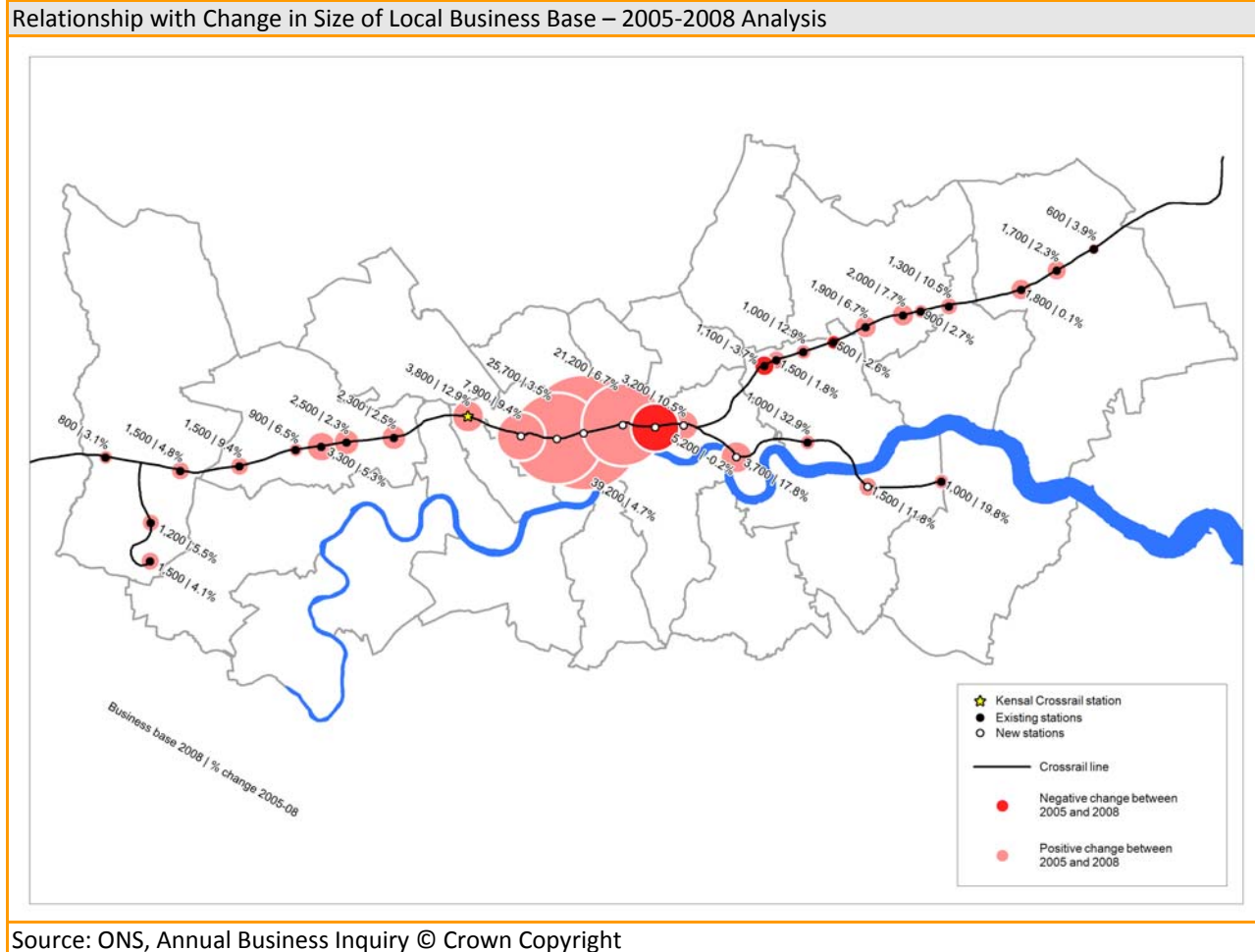


2008-2010 Analysis



Relationship with Change in size of Local Business Base

2005-2008 Analysis

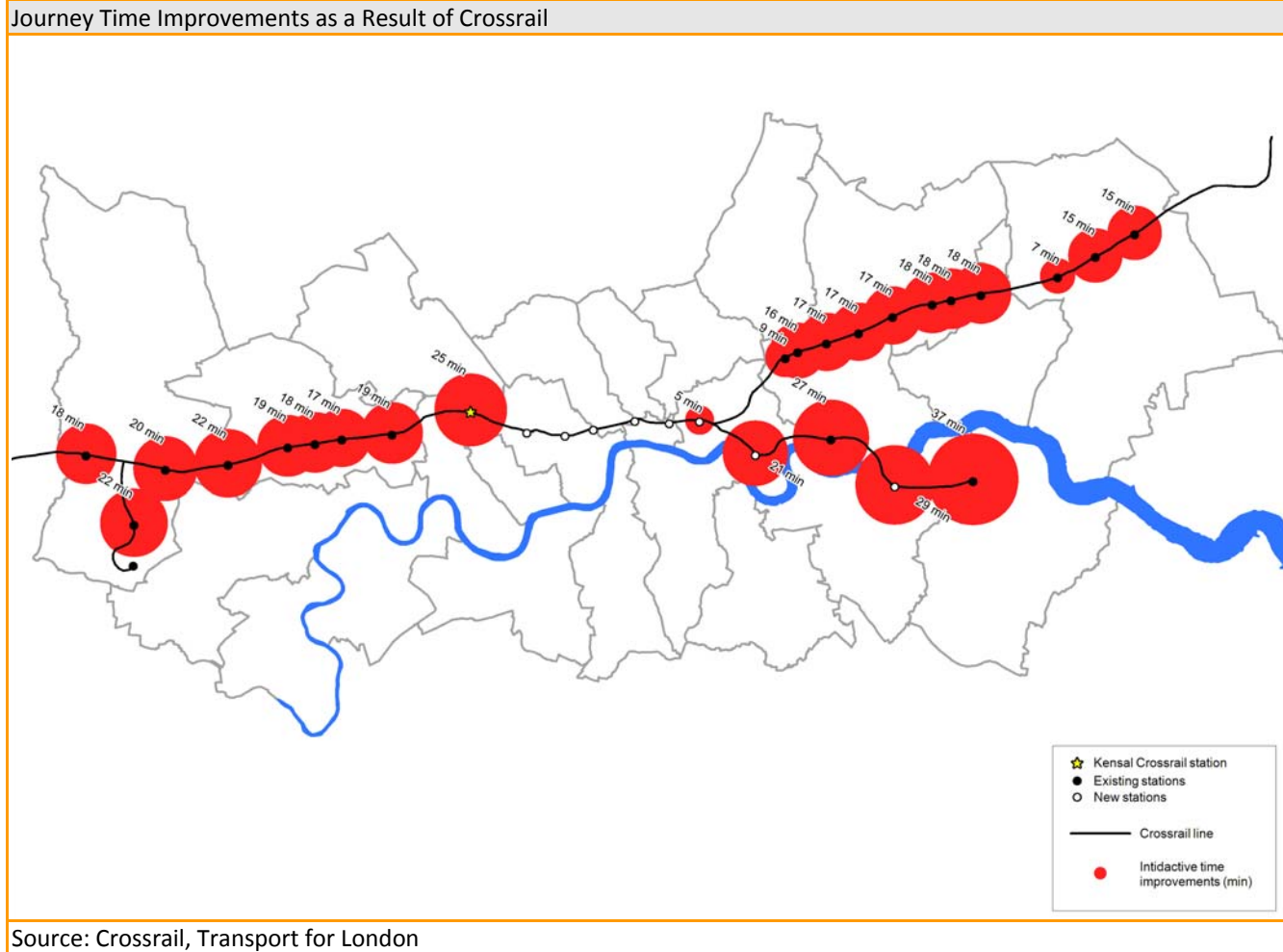


Note: Updated local level data on business base is not available due to changes in the data source (ABI)

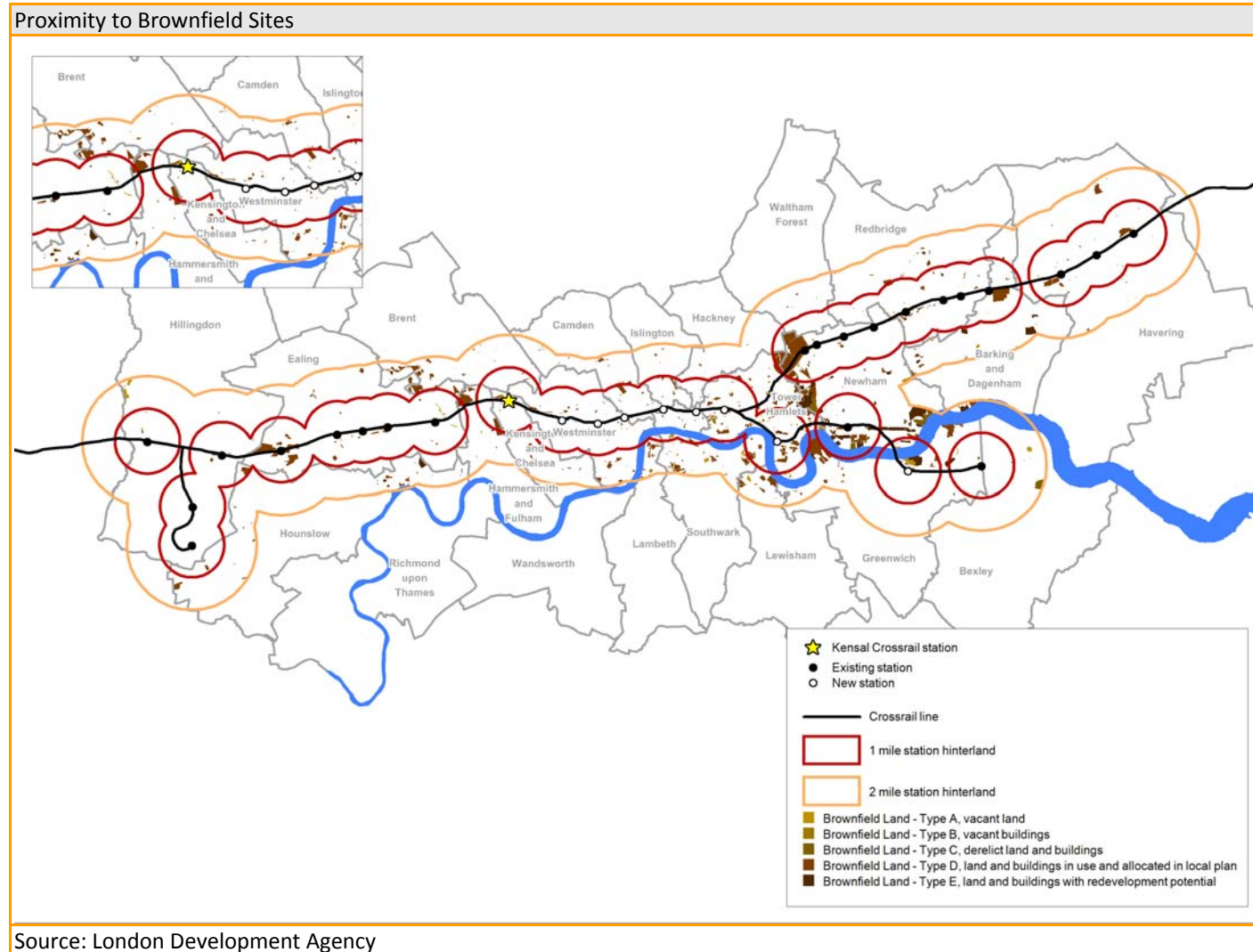
The Market Opportunity Case

- 5.11 A number of indicators are used in the main report to assess the 'Market Opportunity Case' for intervention at Crossrail stations along the route. These include:
- Journey time improvements as a result of Crossrail
 - Proximity to brownfield sites
 - Size of local town centres
 - Performance of local town centres
 - Potential for development activity in local town centres
 - Availability of strategic land for housing
- 5.12 Performance against these indicators is set out in the maps below.

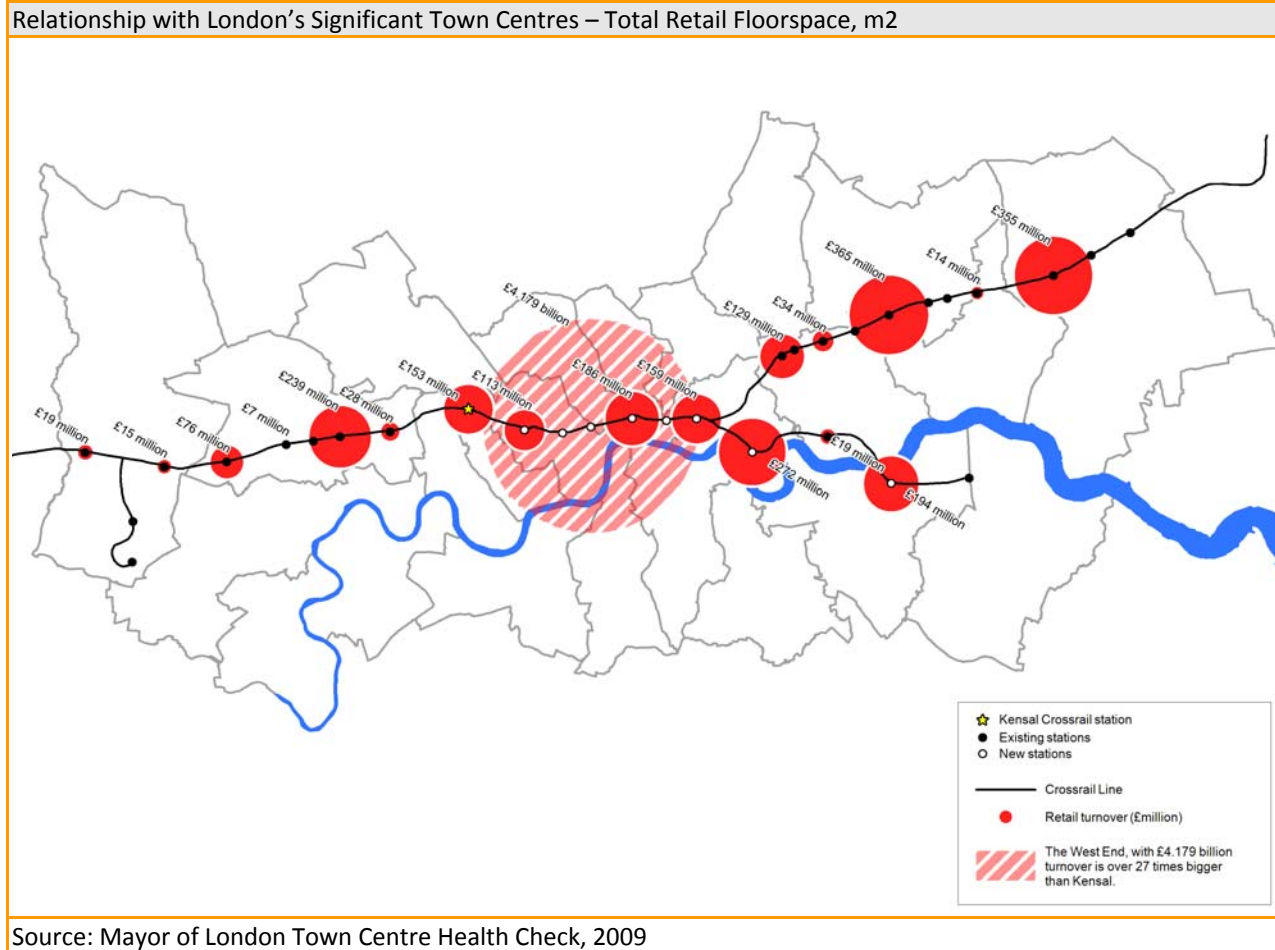
Journey Time Improvements as a Result of Crossrail



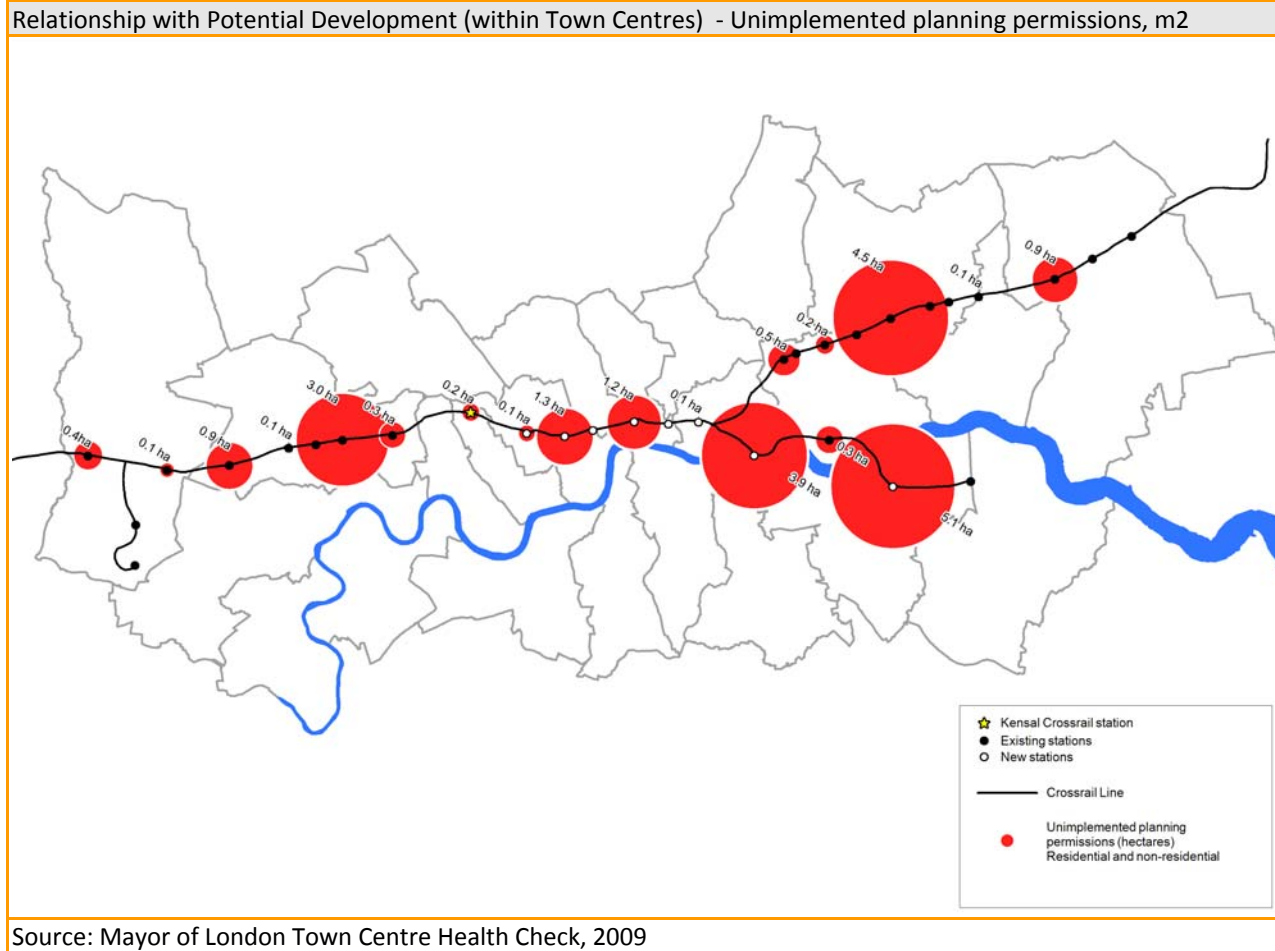
Proximity to Brownfield Sites



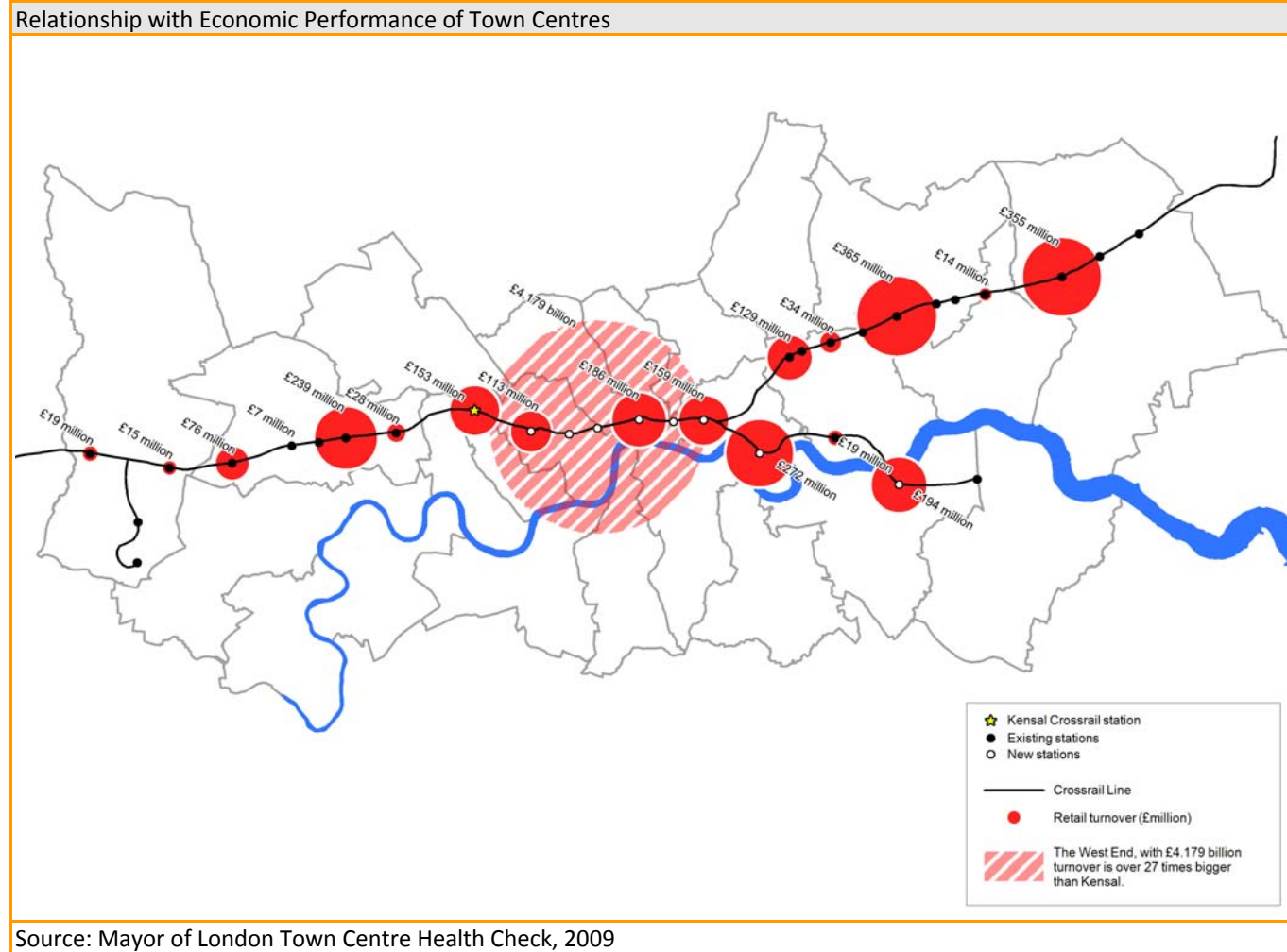
Relationship with London's Significant Town Centres



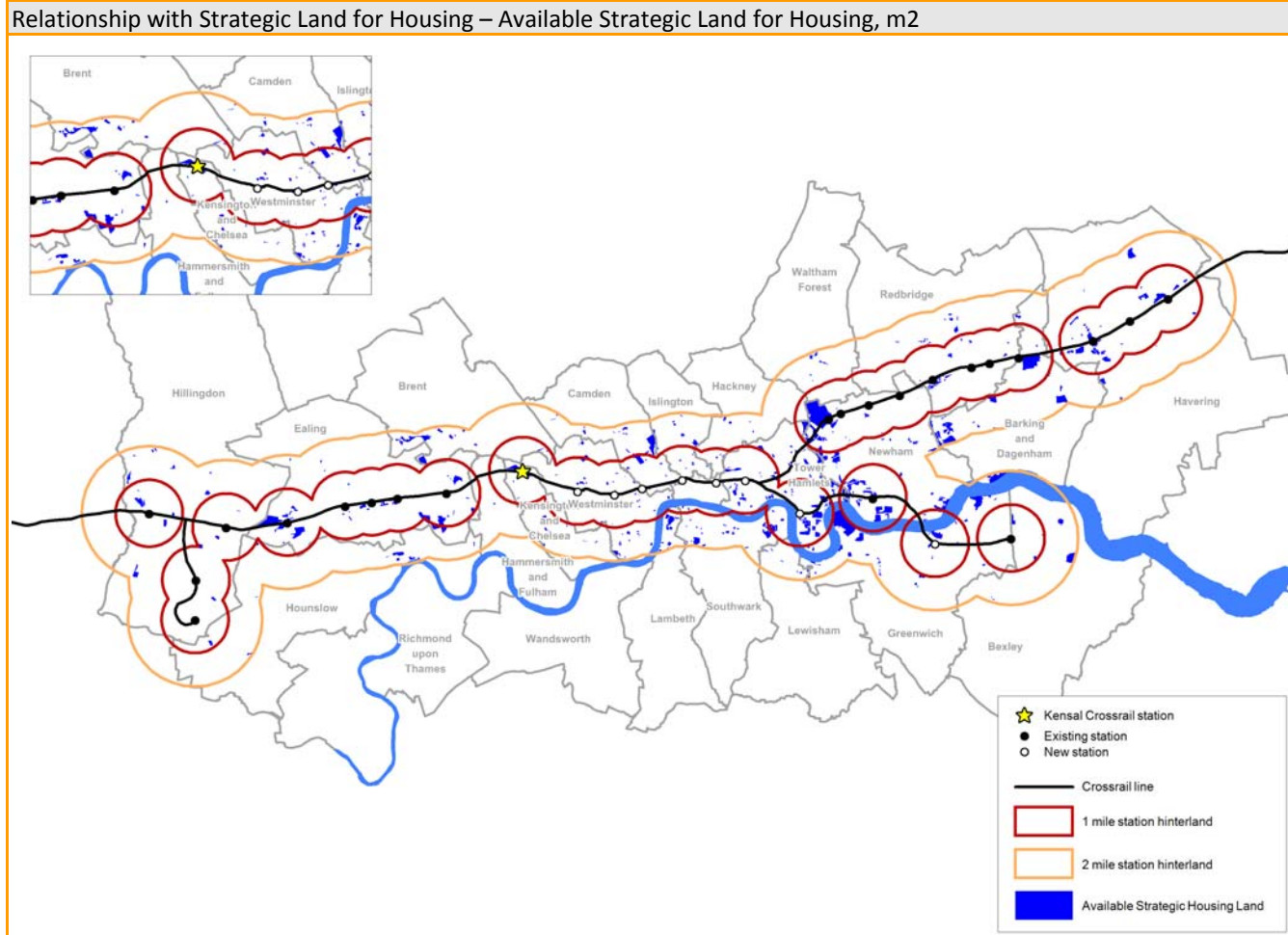
Relationship with Potential Development (within Town Centres)



Relationship with Economic Performance of Town Centres



Relationship with Strategic Land for Housing





Regeneris Consulting Ltd

Manchester Office
4th Floor Faulkner House
Faulkner Street, Manchester M1 4DY
Tel: 0161 234 9910
Email: manchester@regeneris.co.uk

London Office
70 Cowcross Street
London, EC1M 6EJ
Tel: 0207 608 7200
Email: london@regeneris.co.uk

www.regeneris.co.uk