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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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# Contents

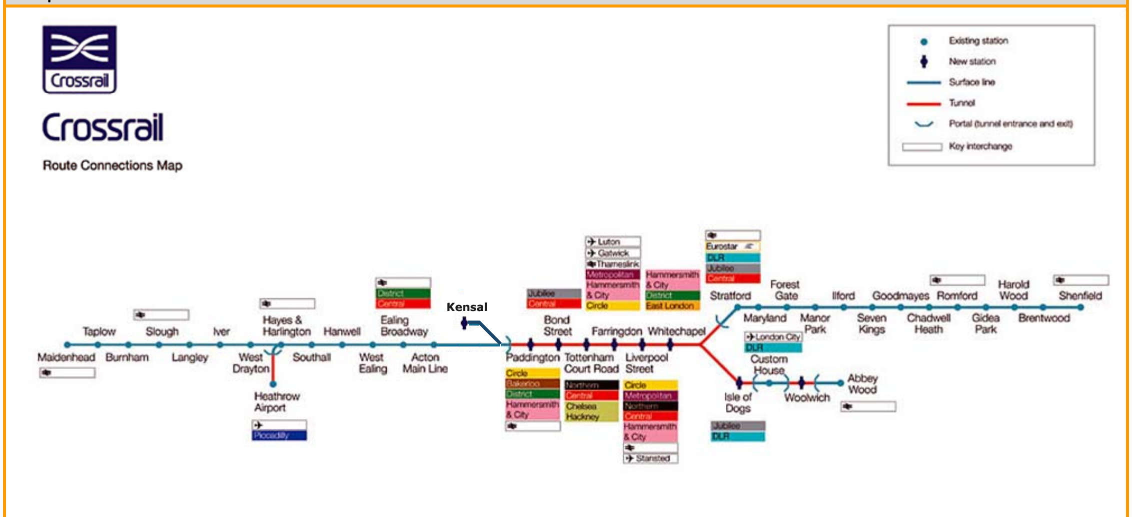
# 1. Introduction

1.1 In 2010 Regeneris Consulting produced a Strategic Prospectus[1] 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

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.

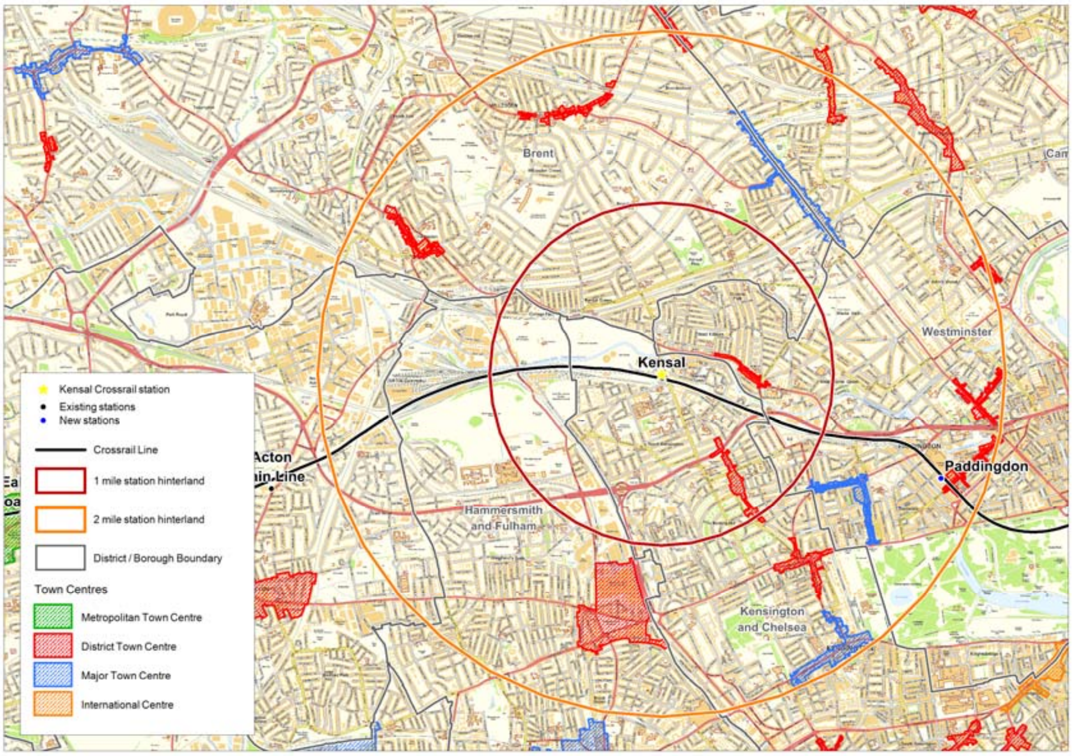
# 2. The Kensal Crossrail Station: Socio-Economic Context

## 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 wards[2] 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 relatively 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.

| 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**

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).

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.

**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.

| 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.

| 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 Multiple Deprivation | **Rank out of 354 English LA's; 1 =-most deprived** | 103 | n/a |
| | **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

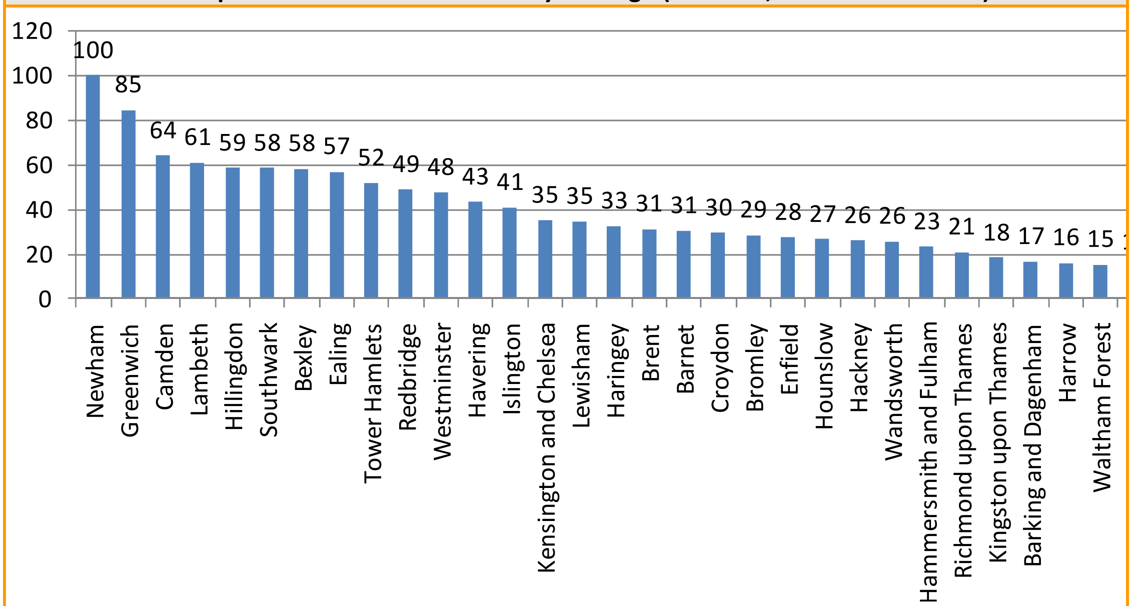
3.1 The 2010 Crossrail Strategic Prospectus considered in detail, the potential regeneration benefits that could be realised within the various station hinterlands. This section considers what the benefits could be in the vicinity of the proposed Kensal Crossrail location.

## 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. Research[3] 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.

**Total Annual Transport and Economic Benefits by Borough (£ million, modelled for 2026)**




Source: Crossrail (February 2009)

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 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 Executive[5]) 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 market[6]).

- **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 market[7]

- 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.

- **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 bownfield 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 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 that 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'

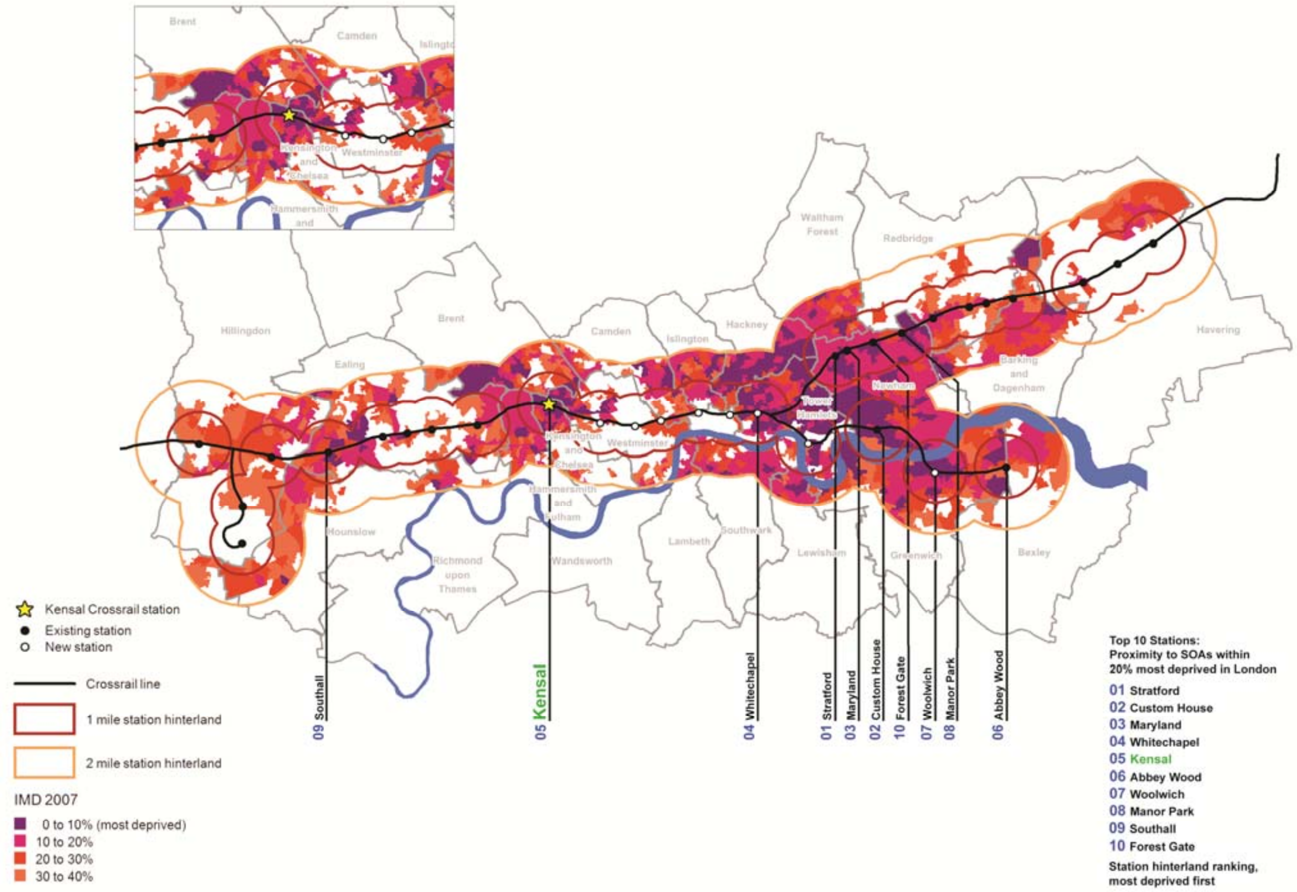
4.5 The Crossrail Regeneration Benefits Strategic Prospectus focussed on ensuring that the regeneration benefits associated with Crossrail are maximised. To this end, the report emphasised the importance of public sector intervention in those areas where economic exclusion is highest and where the population 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

## 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.



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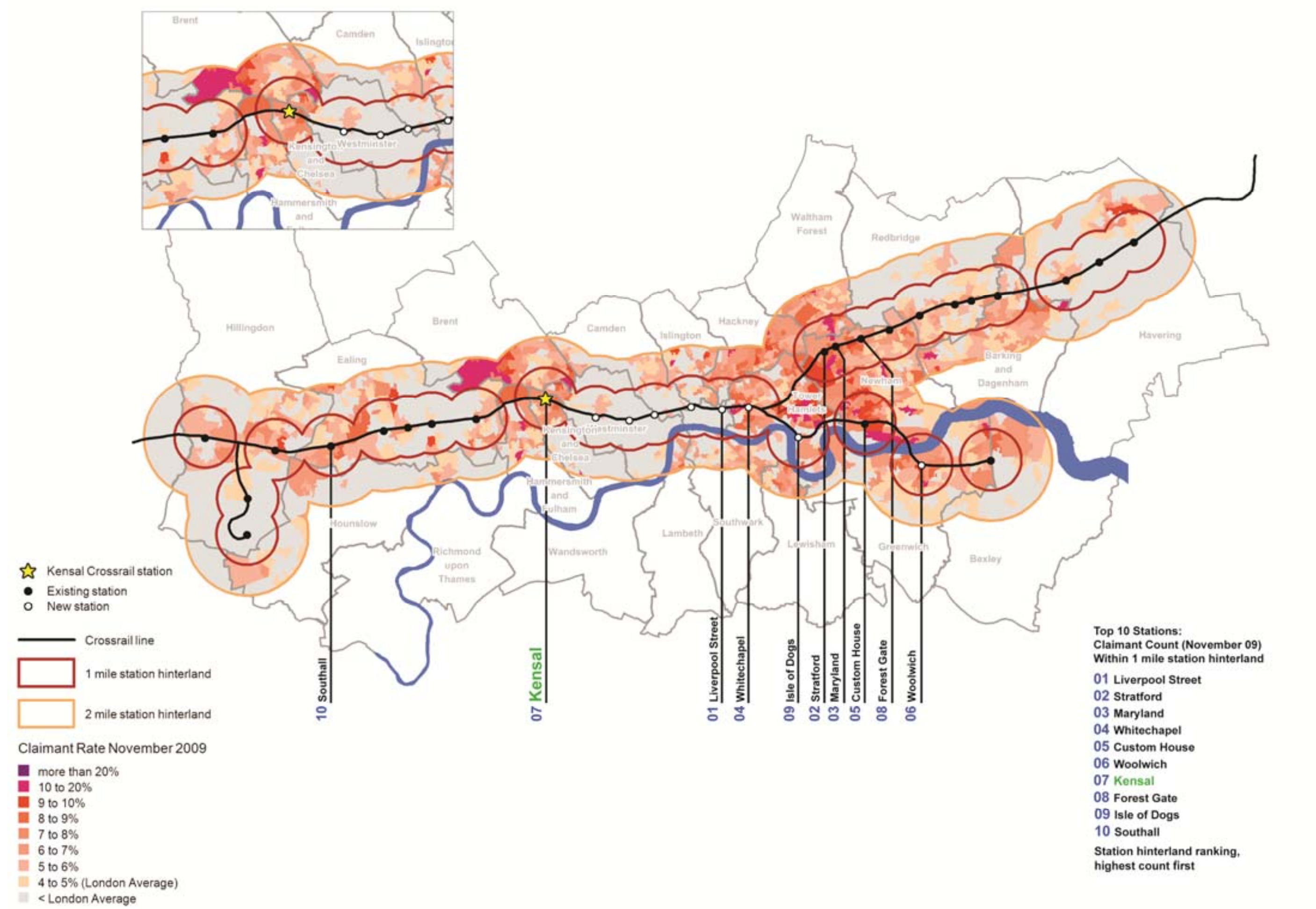
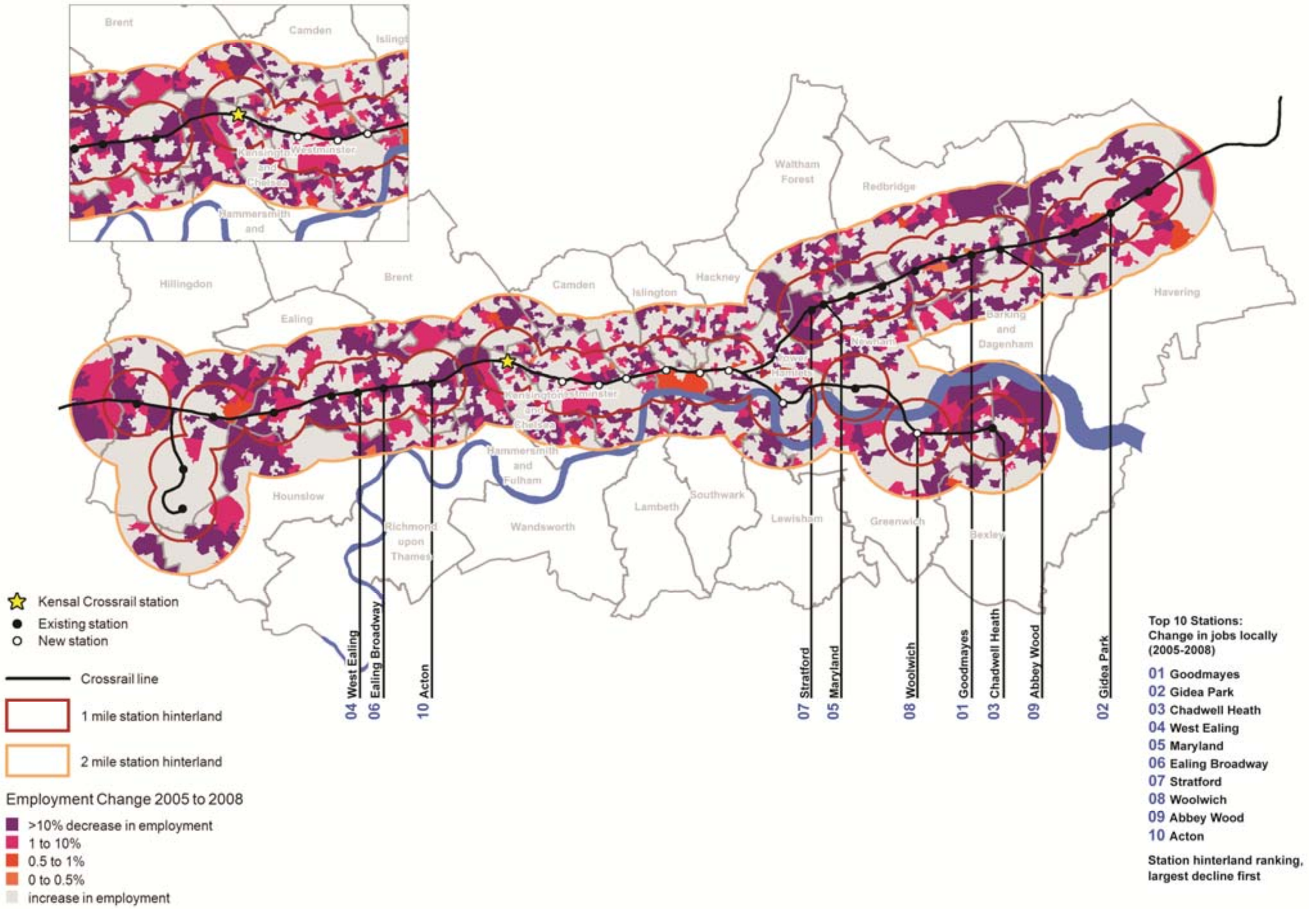
## Relationship with Areas of High Unemployment

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.



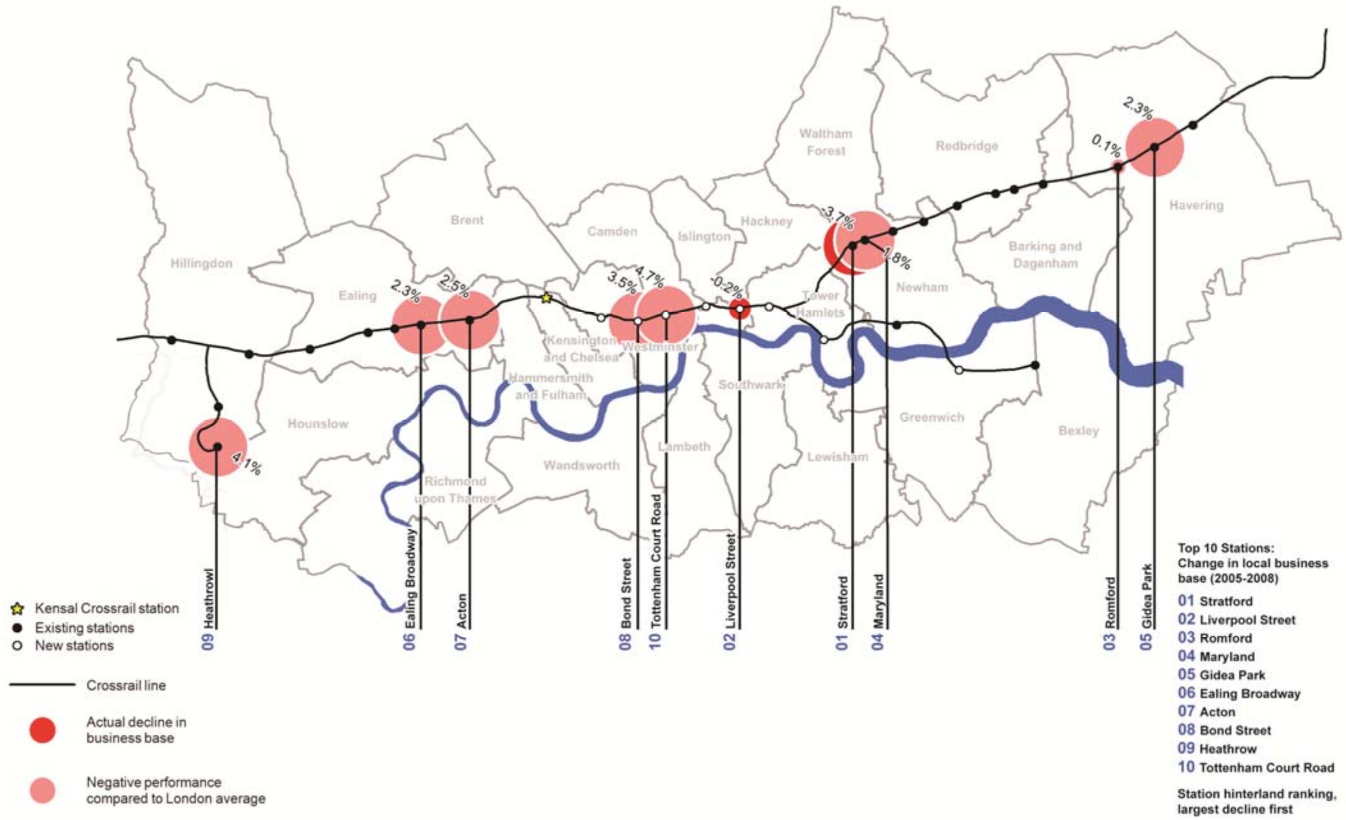
## Relationship with Declines in Employment

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%.



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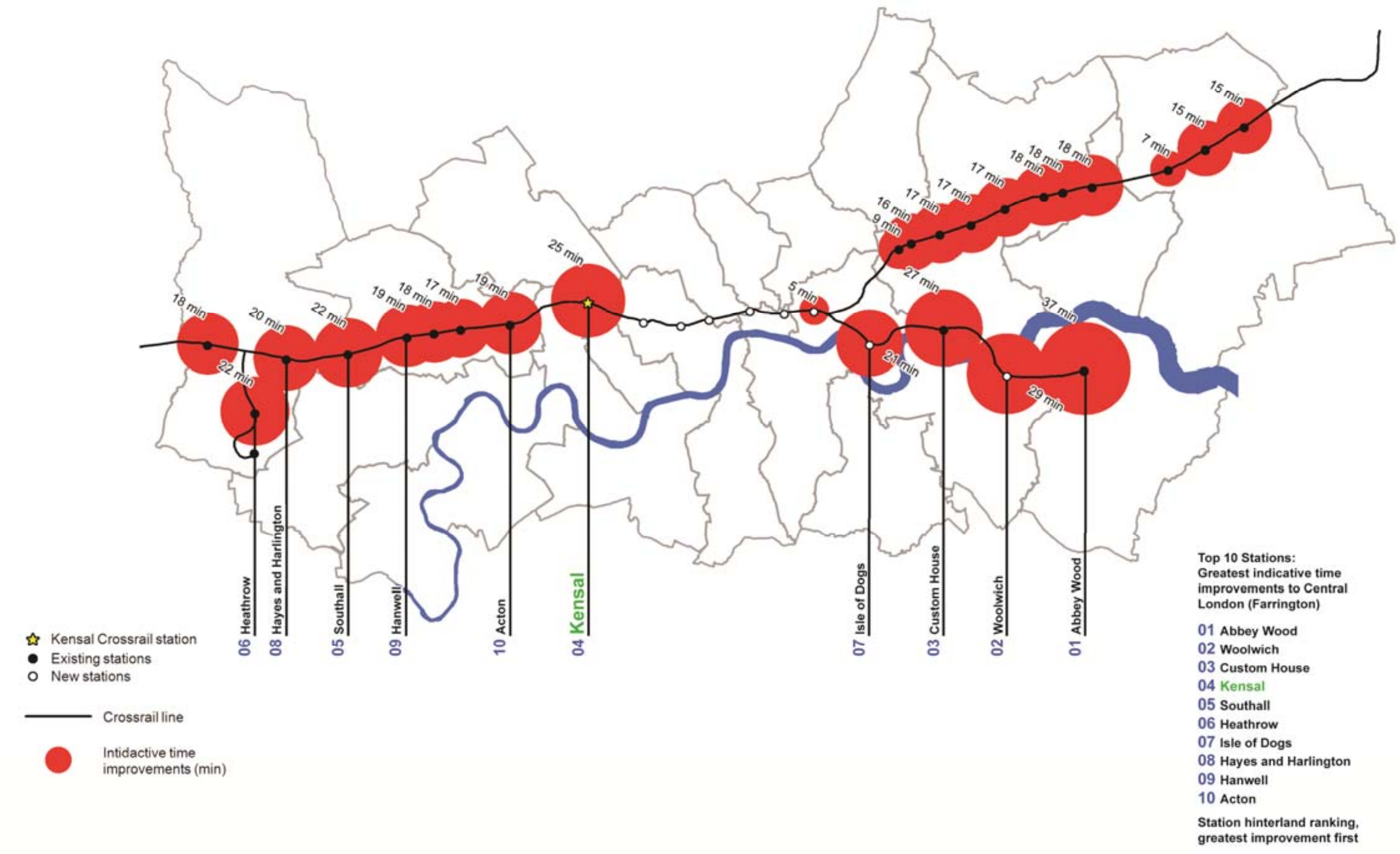
## Journey Time Improvements as a Result of Crossrail

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'

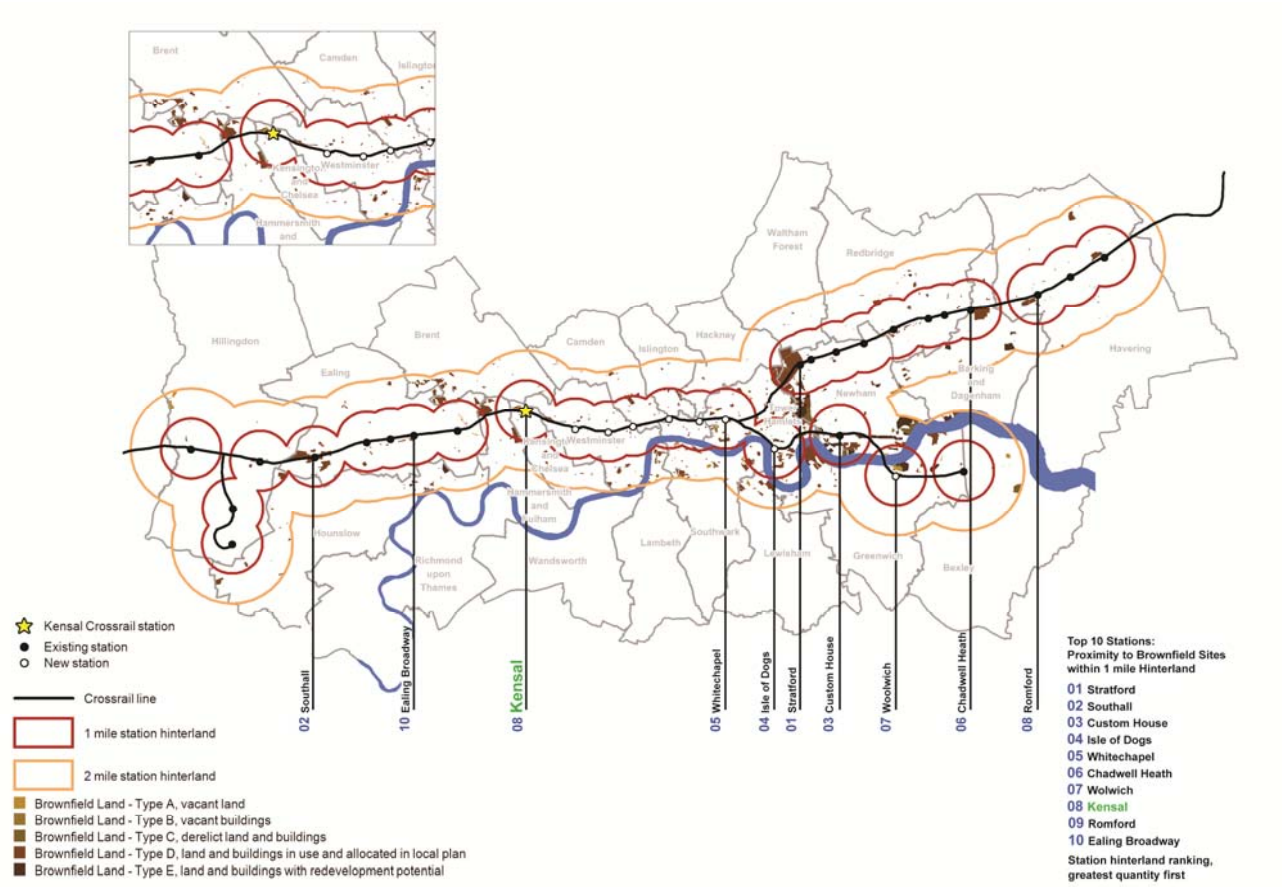
4.12 The Crossrail Regeneration Benefits Strategic Prospectus also examined each Crossrail station location in relation to the Market Opportunity Case. The report noted that, compared to more specific 'deprivation' indicators outlined above, identifying and responding to the broader market-led regeneration 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.



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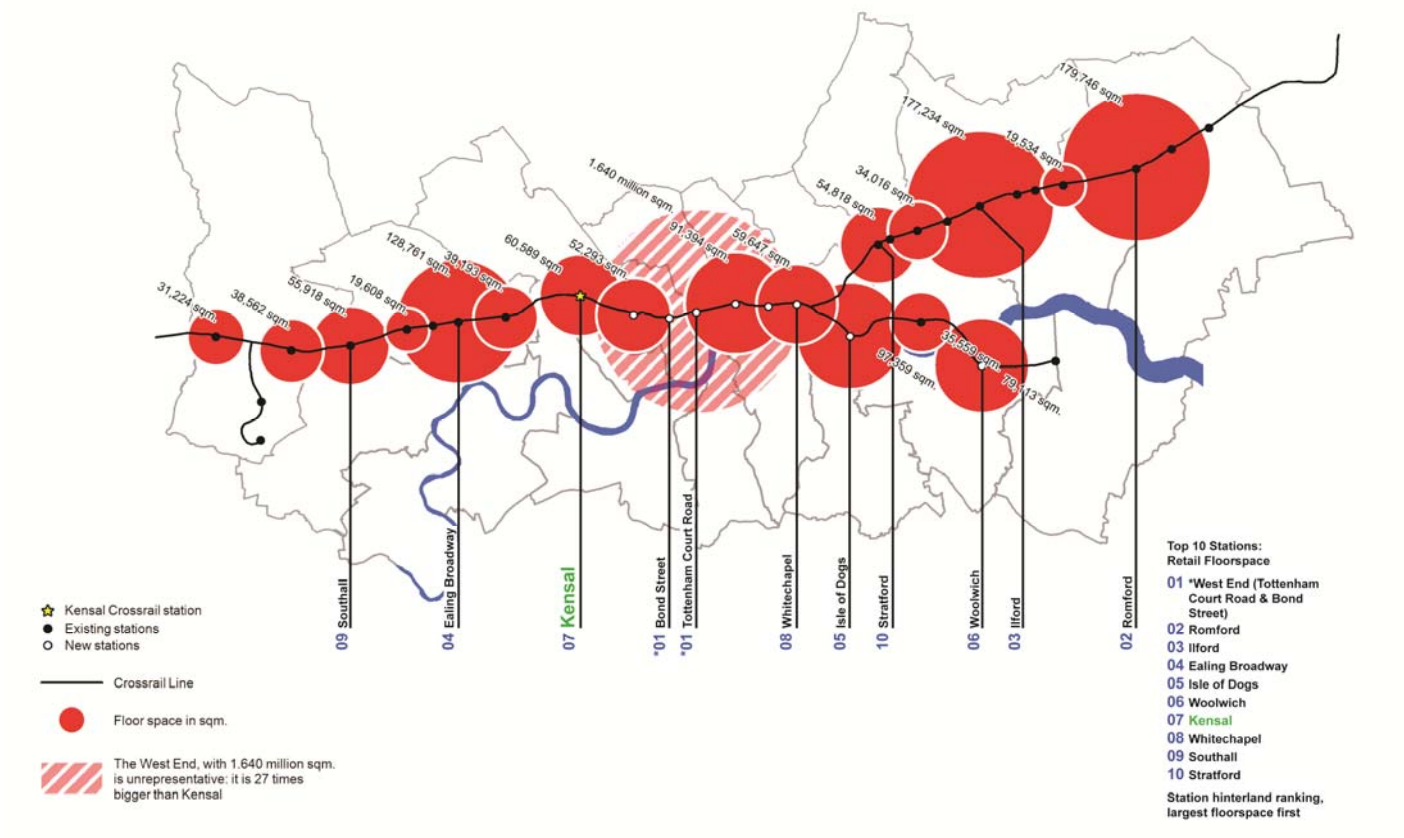
## Relationship with London's Significant Town Centres

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.



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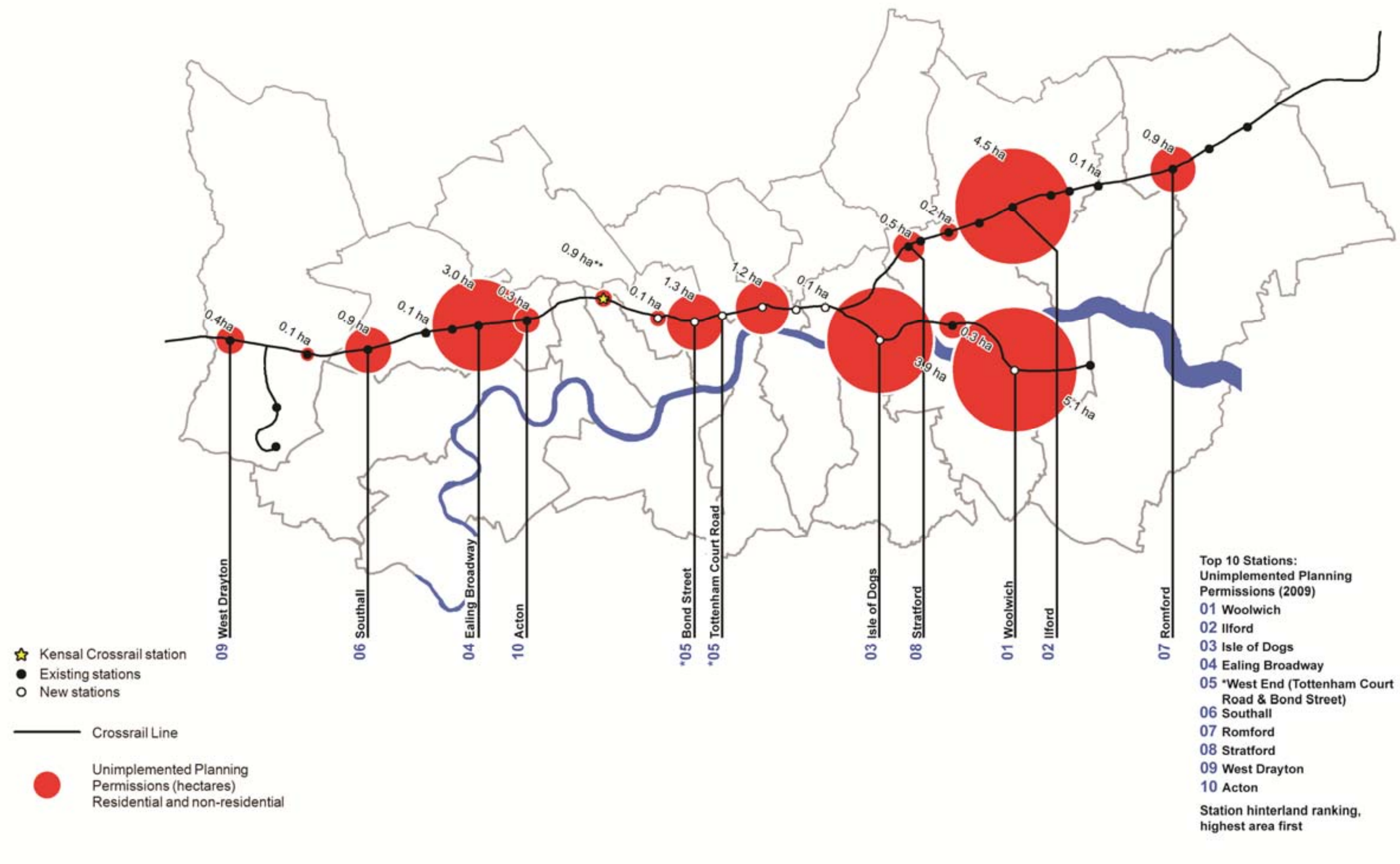
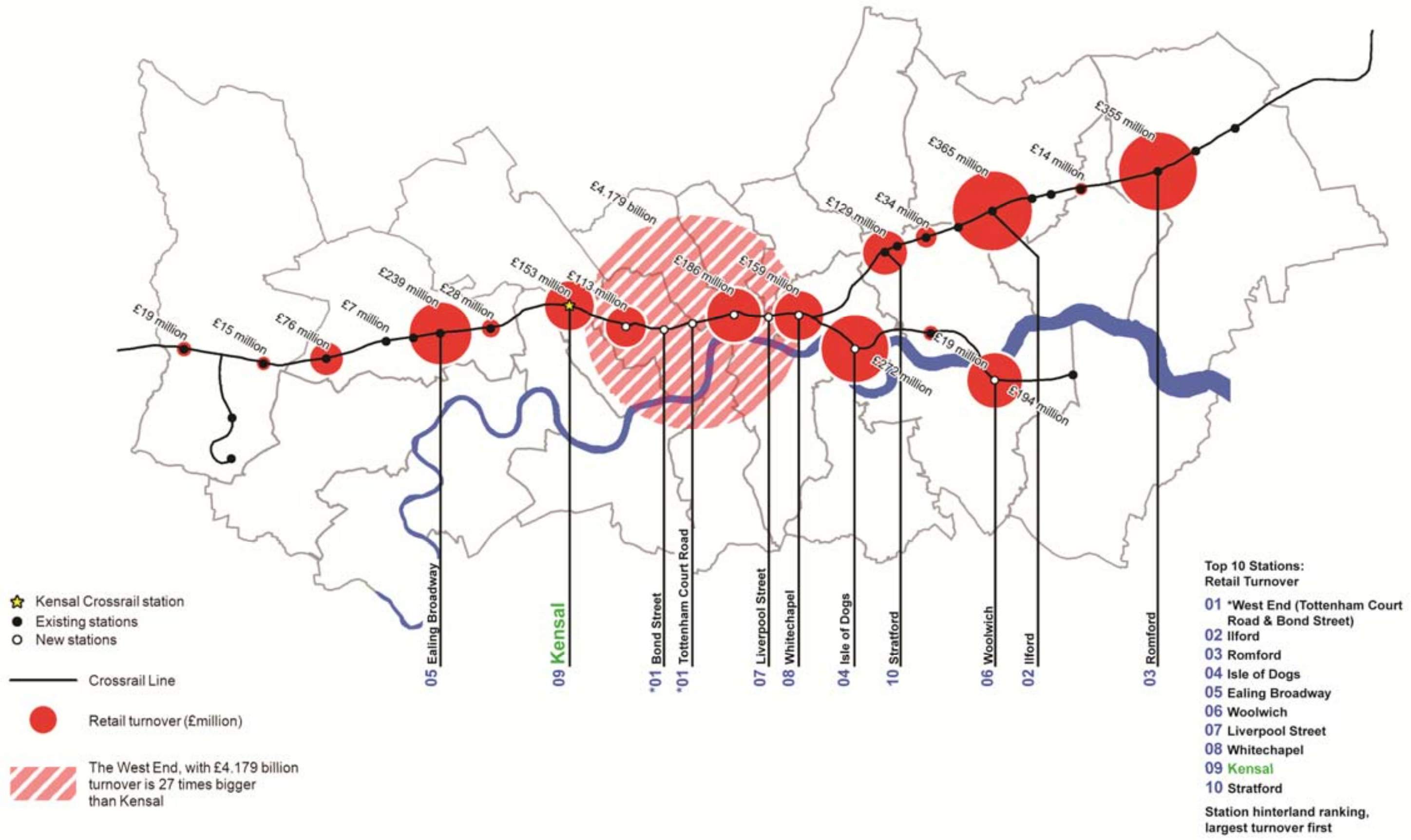
## Relationship with Potential Development (within Town Centres)

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.



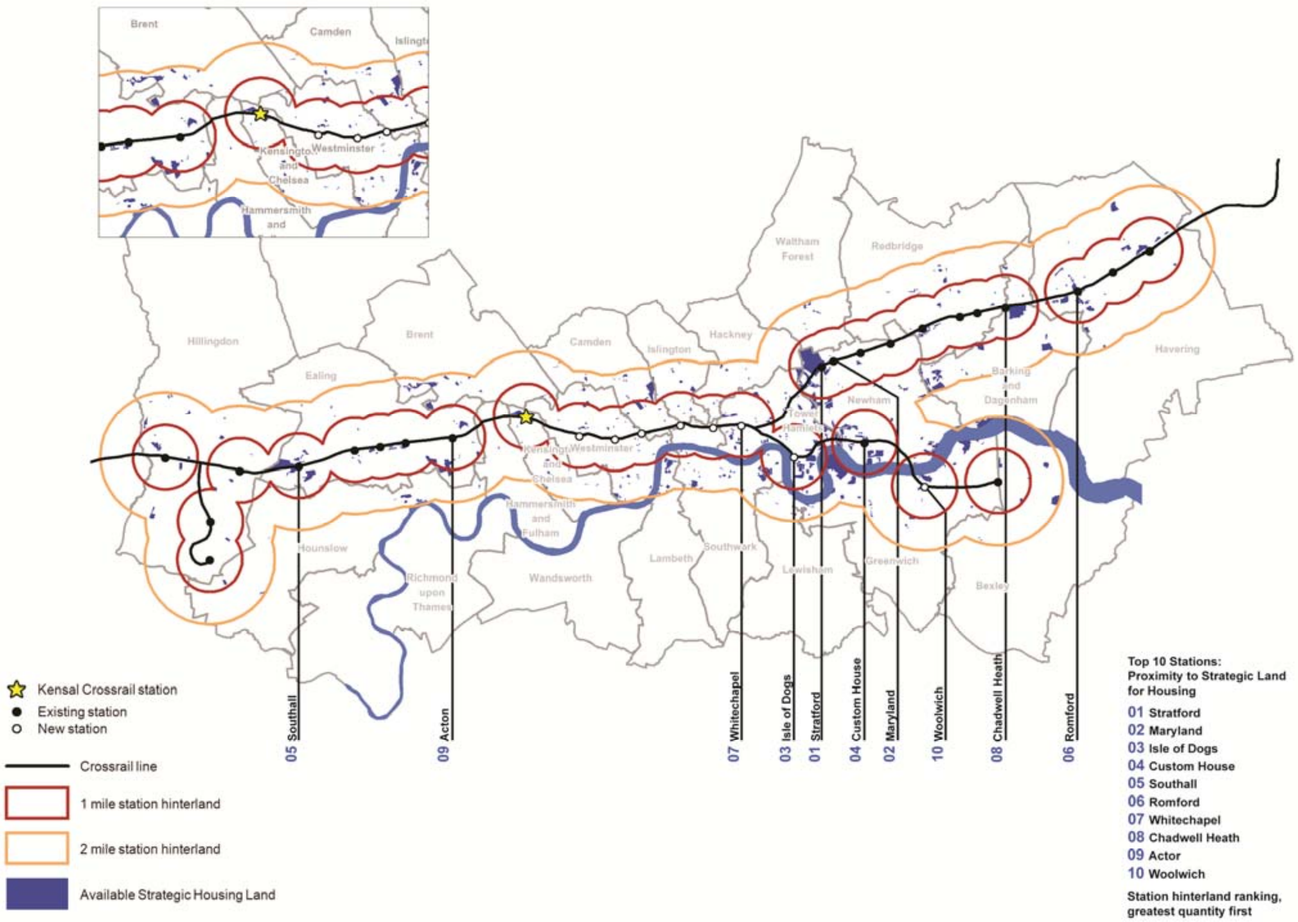
## Relationship with Economic Performance of Town Centres

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.



## 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.

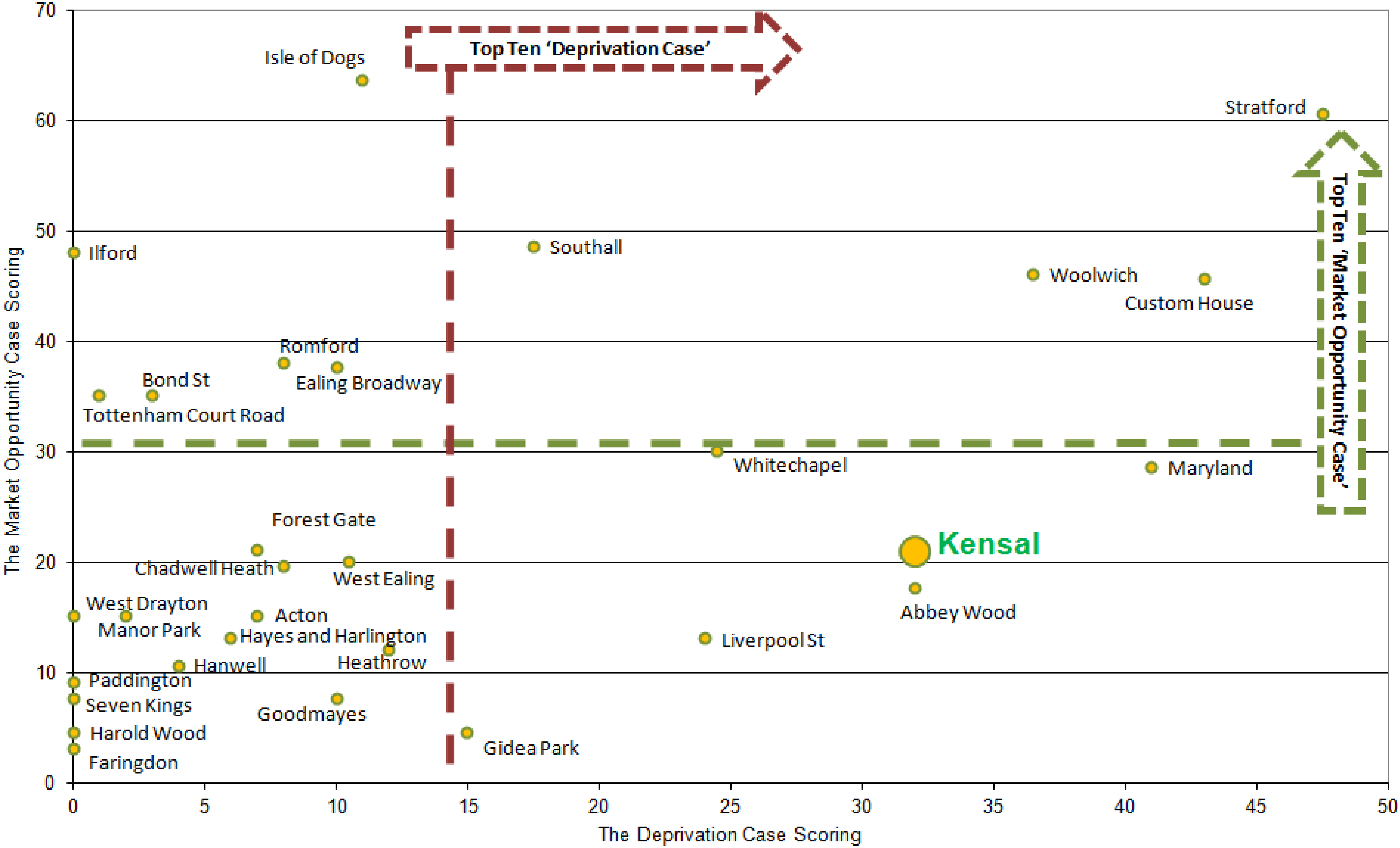
4.21 There are a number of caveats to note regarding the analysis:

- 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 Study[10]. 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



Top Ten 'Deprivation Case'
Top Ten 'Market Opportunity Case'
Isle of Dogs
Stratford
Ilford
Southall
Woolwich
Custom House
Romford
Bond St
Ealing Broadway
Tottenham Court Road
Whitechapel
Maryland
Forest Gate
Kensal
Chadwell Heath
West Ealing
West Drayton
Acton
Manor Park
Hayes and Harlington
Abbey Wood
Liverpool St
Hanwell
Heathrow
Paddington
Seven Kings
Goodmayes
Harold Wood
Gidea Park
Faringdon
The Market Opportunity Case Scoring
The Deprivation Case Scoring
0
10
20
30
40
50
60
70
0
5
10
15
20
25
30
35
40
45
50

# 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 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.

- 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 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 Hinterlands[11] and London Boroughs with Comparison to London Average

| | Total Jobs, 2008 | | Employment % Change 2005 - 08 | | Total Buisness 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 | 32.9% | 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 Harlington | -1.2 | Bond Street | 0.7 |
| | Bond Street | 264,000 | Ilford | 13.8% | Farringdon | 21,200 | Canary Wharf | 17.8% | West Ealing | 61,184 | Acton Main Line | 5.4% | Ealing 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 Harlington | 11.8% | Liverpool Street | 5,200 | Forest Gate | 12.9% | 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 | Gidea Park | 4.6% | Farringdon | 3.9 | Tottenham Court Roa | -0.9 | Whitechapel | 1.5 |
| | Heathrow Central | 85,000 | Forest Gate | 9.1% | Canary Wharf | 3,700 | Chadwell Heath | 10.5% | Seven Kings | 52,667 | Hayes and Harlington | 4.4% | Gidea 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 | 9.4% | Tottenham Court Road | 49,543 | Ilford | 3.8% | West Ealing | 4.0 | Abbey Wood | -0.8 | Ealing Broadway | 1.7 |
| | **Kensal** | **33,100** | Heathrow T4 | 5.9% | Ealing Broadway | 2,500 | Paddington | 9.4% | 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 | 40,492 | 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 Harlington | 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 | 4.9 | 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%** | Gidea 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 Harlington | 1,500 | West Ealing | 5.3% | Goodmayes | 36,931 | Forest Gate | 2.1% | Acton Main Line | 5.3 | Ilford | -0.5 | Heathrow Central | 2.2 |
| | Hayes and Harlington | 21,800 | Southall | -4.3% | Heathrow T4 | 1,500 | Hayes and Harlington | 4.8% | Bond Street | 36,056 | Woolwich | 2.0% | Manor Park | 5.3 | Seven Kings | -0.5 | Woolwich | 2.2 |
| | Gidea Park | 20,300 | Romford | -4.9% | 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 | 29,926 | Manor Park | 0.6% | Hayes and Harlington | 5.4 | Forest Gate | -0.4 | Gidea Park | 2.3 |
| | Woolwich | 18,500 | Woolwich | -6.6% | Woolwich | 1,500 | Harold Wood | 3.9% | Custom House | 29,561 | Whitechapel | 0.4% | Goodmayes | 5.5 | Manor Park | -0.4 | Heathrow T4 | 2.3 |
| | Stratford | 16,900 | Stratford | -7.7% | Chadwell Heath | 1,300 | Bond Street | 3.5% | Romford | 28,166 | **Kensal** | **-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% | Gidea Park | 26,810 | Harold Wood | -0.1% | Southall | 5.9 | West Drayton | -0.4 | Southall | 2.4 |
| | West Drayton | 9,800 | Maryland | -9.2% | Stratford | 1,100 | Goodmayes | 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 | -9.8% | Forest Gate | 1,000 | Acton Main Line | 2.5% | Stratford | 24,937 | 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 | -0.9% | **Kensal** | **6.4** | Hanwell | -0.3 | **Kensal** | **2.5** |
| | Custom House | 8,600 | Gidea Park | -13.6% | Abbey Wood | 1,000 | Gidea Park | 2.3% | West Drayton | 23,443 | Stratford | -2.2% | Woolwich | 6.8 | Chadwell Heath | -0.3 | Goodmayes | 2.6 |
| | Forest Gate | 7,200 | Goodmayes | -18.2% | Hanwell | 900 | Maryland | 1.8% | Heathrow T4 | 21,338 | Custom House | -3.5% | Custom House | 6.9 | Ealing Broadway | -0.3 | Hayes and Harlington | 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 | Gidea Park | -0.3 | Stratford | 2.7 |
| | Harold Wood | 5,800 | Harold Wood | -26.6% | West Drayton | 800 | Liverpool Street | -0.2% | Heathrow Central | 10,705 | West Ealing | -5.7% | Maryland | 7.4 | Canary Wharf | -0.2 | Maryland | 2.7 |
| | Hanwell | 4,900 | Hanwell | -27.9% | 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 | n/a | Liverpool Street | 8.4 | Acton Main Line | -0.1 | West Drayton | 3.1 |
| **Crossrail Boroughs** | City of Westminster | 596,200 | Tower Hamlets | 11.9% | 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 | 8.7% | 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 | 9.8% | 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 | 13,900 | Islington | 8.9% | Newham | 249,500 | 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 | 1.9 |
| | 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 | 1.9 |
| | **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 Chelse** | **-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 | 4.9 | Ealing | -0.4 | Havering | 2.0 |
| | Newham | 69,900 | 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 | 69,100 | Ealing | -5.1% | Greenwich | 6,900 | **Ken and Chelsea** | **1.2%** | Islington | 190,900 | 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 | 7,900 | Newham | -0.1% | Tower Hamlets | 6.7 | Havering | -0.2 | Newham | 2.1 |
| **Larger Geographies** | London | 4,167,900 | London | 2.6% | London | 401,200 | London | 6.9% | London | 7,619,800 | 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 | 1.9% | 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 | Most Significant Employment Industry by Proportion of All: Name | % of Jobs | Second Most Significant Employment Industry by: Name | % of Jobs | Third Most Significant Employment Industry by: Name | % of Jobs | Employment Projections – Actual: 2007 | Projections: 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 | - | - | - | - | - | - | - |
| | Hayes 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 | 6.9% |
| 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 | - | - | - | - | - | - | - |
| | Acton Main Line | 22,100 | -4.3% | Dist,hotels,restaurants | 42.4 | Prof & financial services | 20.7 | Manufacturing | 12.6 | - | - | - | - | - | - | - |
| | **Borough Total** | 112,200 | -5.1% | Dist,hotels,restaurants | 28.7 | Prof & financial services | 23.9 | Public admin,edu,health | 20.0 | 139,000 | 137,000 | -1.4% | 143,000 | 2.9% | 154,000 | 10.8% |
| 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 | 18.6% |
| 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 | - | - | - | - | - | - | - |
| | Tottenham Court Road | 522,500 | 4.7% | Prof & financial services | 43.6 | Dist,hotels,restaurants | 22.9 | Public admin,edu,health | 14.9 | - | - | - | - | - | - | - |
| | **Borough Total** | 596,200 | 4.7% | Prof & financial services | 38.9 | Dist,hotels,restaurants | 25.9 | Public admin,edu,health | 17.2 | 610,000 | 624,000 | 2.3% | 674,000 | 10.5% | 720,000 | 18.0% |
| 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 | 24.9% |
| 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 | 28.3% |
| 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 | 46.1% |
| 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 | - | - | - | - | - | - | - |
| | Custom House | 8,600 | 2.4% | Dist,hotels,restaurants | 22.6 | Public admin,edu,health | 21.9 | Prof & financial services | 17.2 | - | - | - | - | - | - | - |
| | **Borough Total** | 69,900 | -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 | 28.9% |
| 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 | 8.8% |
| 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 | 6.6% |
| Havering | Romford | 27,200 | -4.9% | 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 | 29.8 | 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 | 4.7% |
| **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 | 0.8% | Public admin,edu,health | 27.2 | Dist,hotels,restaurants | 23.5 | Prof & financial services | 22.2 | - | - | - | - | - | - | - |

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

*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

| | | Businesses and Enterprise | | | |
|---|---|---|---|---|---|
| | | Business Base | | Enterprise | |
| | Crossrail Stations | Total Buisness 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% | - | - |
| | Hayes 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

| | | Labour Market | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Population Estimates | | Economic Activity | | Unemployment | | Claimant Count | | | | IB /SDA Claimants | | Skills | | | |
| | Crossrail Stations | 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 (working age), 2008 | % with other qualifications (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% | - | - | - | - | 1,600 | 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 | 1.6% | 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% | - | - | - | - |
| | Maryland | 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



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## Social Inclusion and Transport Indicators

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

| | | Social Inclusion | | | | | | Perception of Place | | | Transport | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Indices of Multiple Deprivation, 2007 | | Earnings | | | | | | | Current Staton Usage | |
| | | | | Average | | Average | | | | | | |
| | Crossrail Stations | Rank out of 354 English LA's (where 1 = most deprived) | Proportion of SOA's in 10% most deprived nationally | £, 2009 | % Change 2006-2009 | £, 2009 | % Change 2006-2009 | % 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) |
| **Hillingdon** | West Drayton | Mapped elsewhere | Mapped elsewhere | - | - | - | - | - | - | - | 0.28 | - |
| | Hayes 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 | 50.9 | 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 (£) | | | | | | | | | |
| | | 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 | All Bulk Classes | Retail Premises | Offices | Commercial Offices | 'Other' Offices | Factories | Warehouses | Other Bulk Premises |
| 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% | 234,295 | -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% | 282,968 | 7.5% | 84 | 160 | 117 | 119 | 105 | 57 | 62 | 46 |
| 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% | 200,944 | -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% | 262,490 | 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



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# 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 | Hayes 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 | Hayes and Harlington | -0.5 |
| | Bond Street | 256,600 | 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 | 47,800 | Southall | 1.1% | Tottenham Court Roa | 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% | Hayes and Harlington | 44,159 | Tottenham Court Roa | 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% | Hayes 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 Roa | -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** |
| | Hayes 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 | Hayes 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 Geographie | 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 Averag | | |

*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

## Employment and Enterprise Indicators

Summary of Employment Indicators for Crossrail Stations and Boroughs, 2008-2010

| | | Employment | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | Most Significant Employment Industry by Proportion of All | | Second Most Significant Employment Industry by | | Third Most Significant Employment Industry by | |
| | Crossrail Stations | Total Jobs, 2010 | Employment Base % Change 2008 – 2010 | 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 | 11.9% |
| | Heathrow T4 | 67,300 | -26.9% | Transport / storage | 46.6% | Admin & support | 11.7% | Accomm and food | 10.9% |
| | **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 | 8.9% |
| **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: | | | |
|---|---|---|---|
| (green) | Positive Change Over Time | | |
| (orange) | Relatively Little Change Over Time (=+/- 0.5%) | | |
| (red) | 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

| | | Businesses and Enterprise | | | |
|---|---|---|---|---|---|
| | | Business Base | | Enterprise | |
| | Crossrail Stations | Total Buisness 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 | | | - | - |
| | Hanwell | | | - | - |
| | 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 | | | - | - |
| | Custom House | | | - | - |
| | **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

| | | Labour Market | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Population Estimates | | Economic Activity | | Unemployment | | Claimant Count | | | IB /SDA Claimants | | Skills | | | |
| | Crossrail Stations | 2010 | % Change 2008-10 | Economic Activity Rate, 2011 | Economic Activty % 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% | - | - | - | - |
| | Hayes and Harlingto | 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 | 55.6 |
| 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 R | 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 | 55.5 |
| 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 | 55.9 |
| 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 | | | |
| | | | | Average Residence | | Average Workplace | |
| | | Rank out of 354 English LA's (where 1 = most deprived) | Proportion of SOA's in 10% most deprived nationally | £, 2011 | % Change 2009-2011 | £, 2011 | % Change 2009-2011 |
| **Hillingdon** | West Drayton | Mapped elsewhere | Mapped elsewhere | - | - | - | - |
| | Hayes and Harlingto | 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 R | 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:

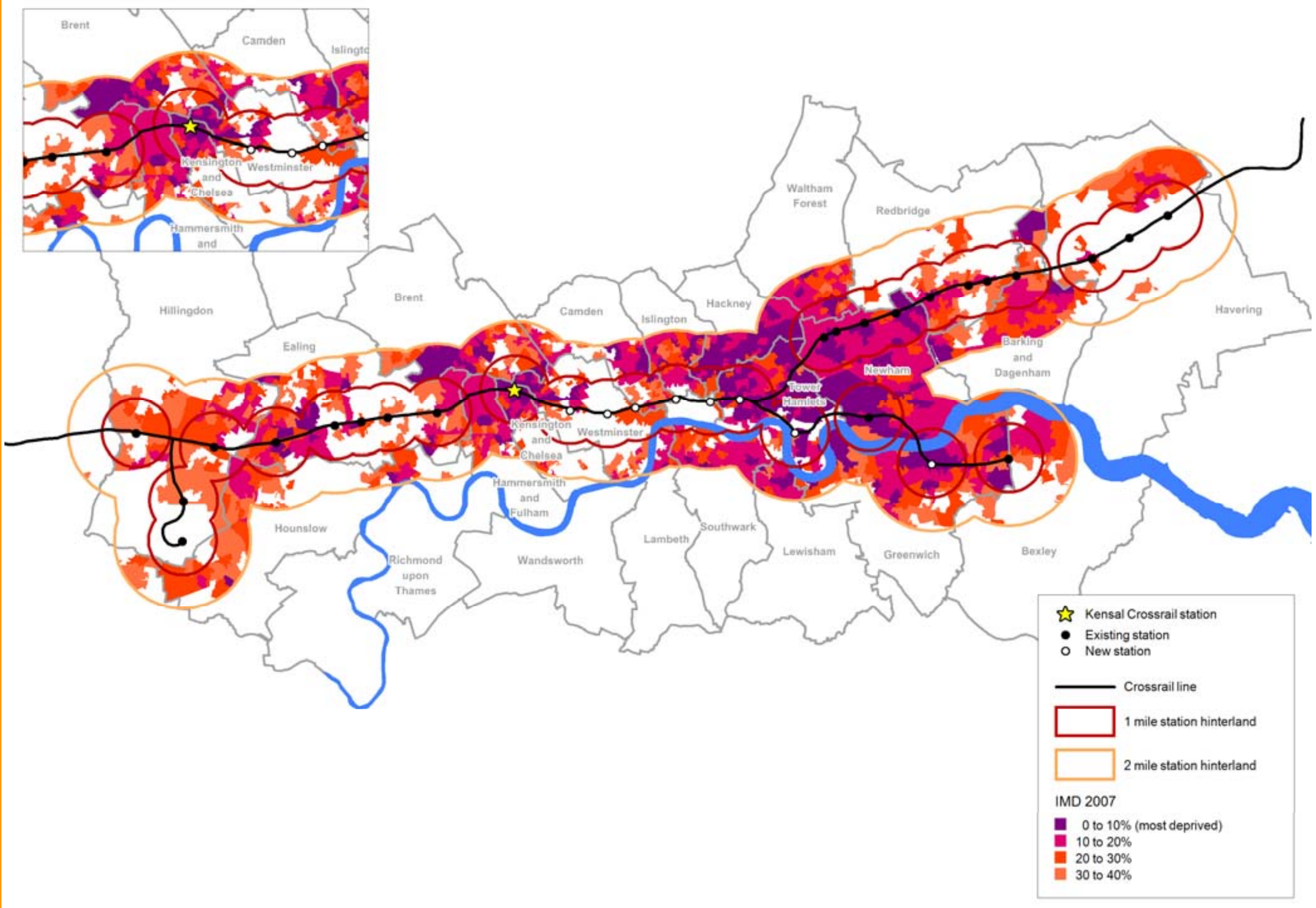
- Indices of Multiple Deprivation
- Claimant Count Rate Unemployment
- Recent change in number of jobs
- Recent changes in size of business base

5.10 Performance against these indicators is set out in the maps below.

## Proximity to Areas of Deprivation

### 2007 Analysis

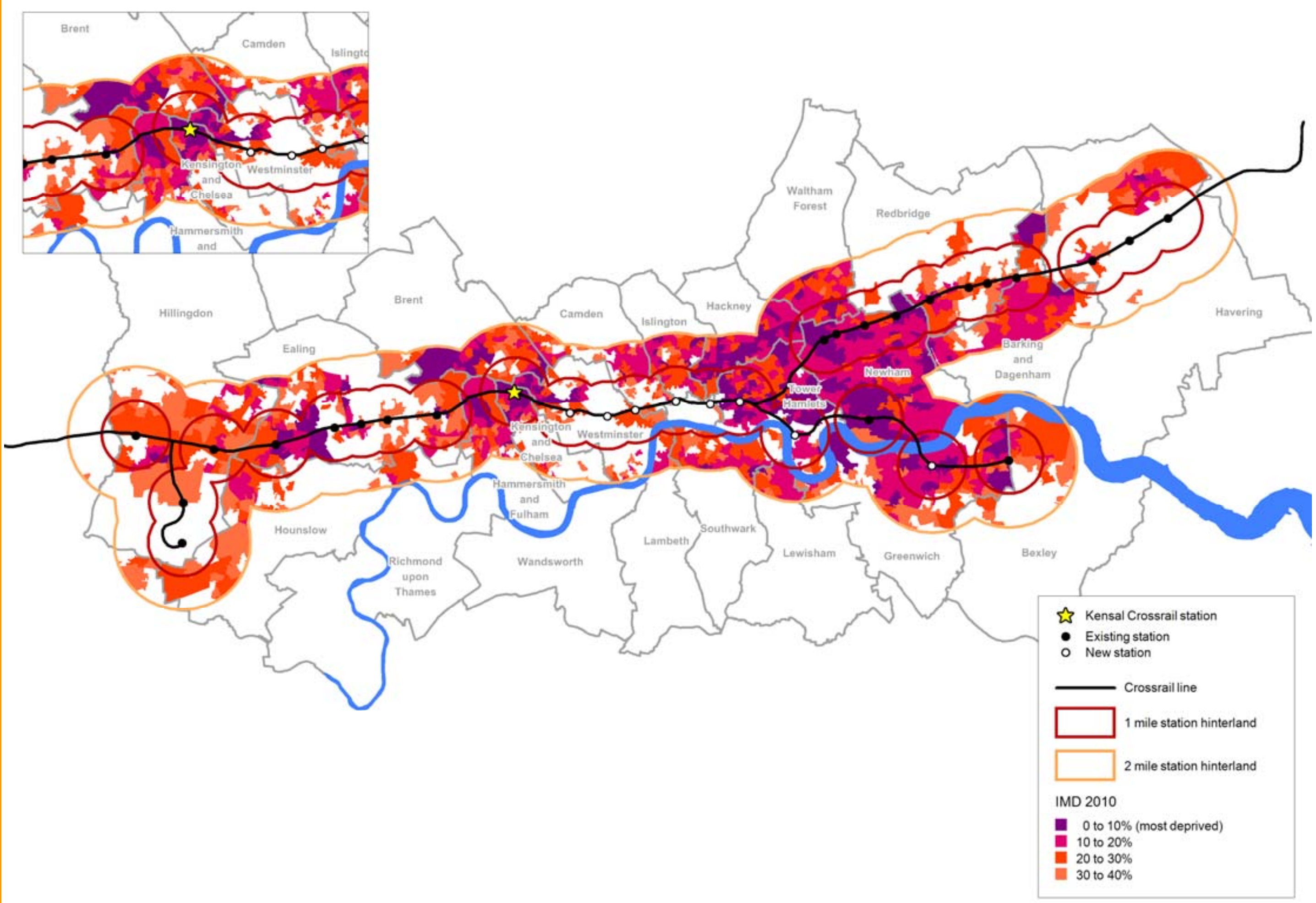
Proximity to Areas of Deprivation – 2007 Analysis




Source: Department for Communities and Local Government

## 2010 Analysis

Proximity to Areas of Deprivation – 2010 Analysis

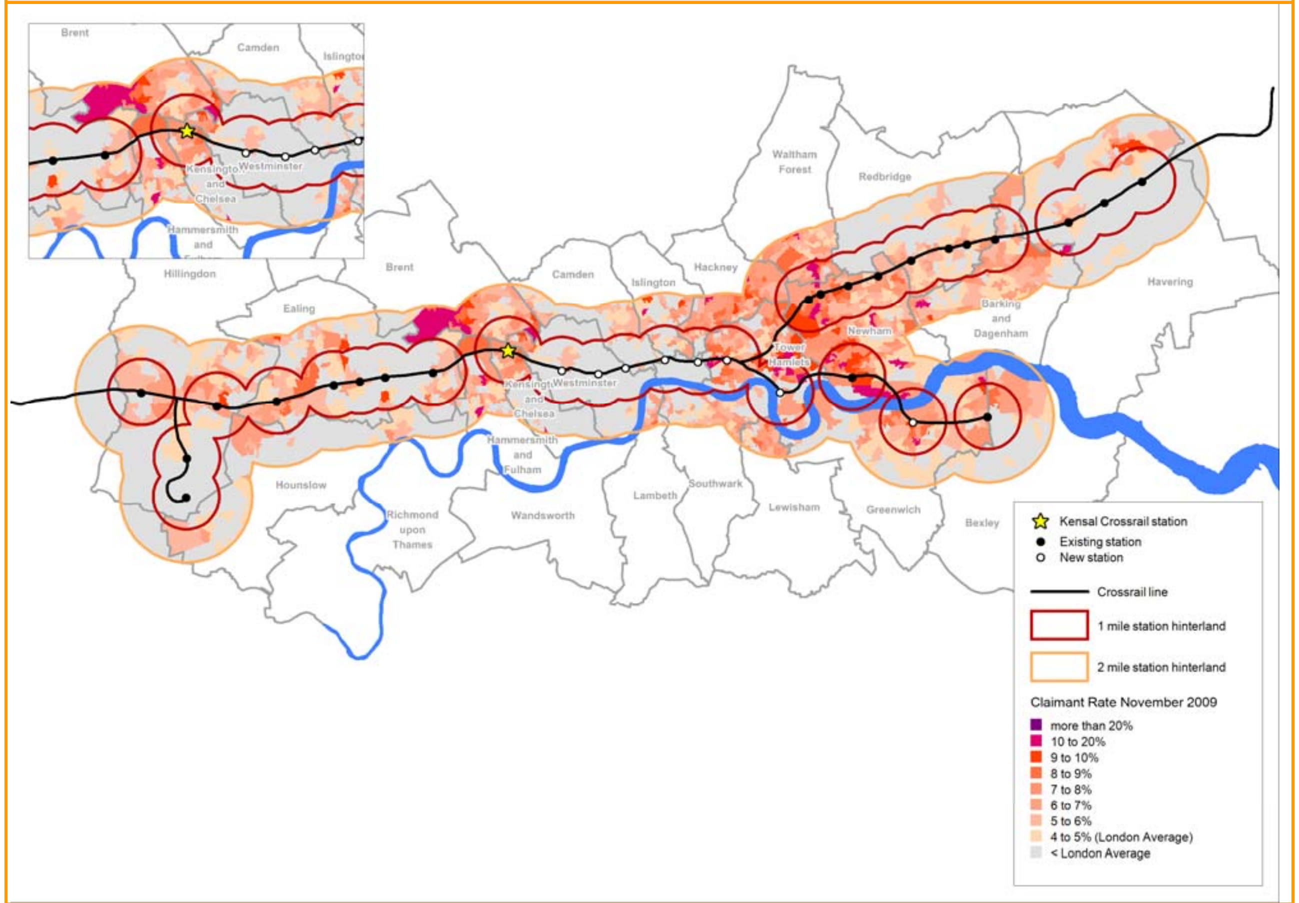



Source: Department for Communities and Local Government

## Relationship with Areas of High Unemployment

### 2009 Analysis

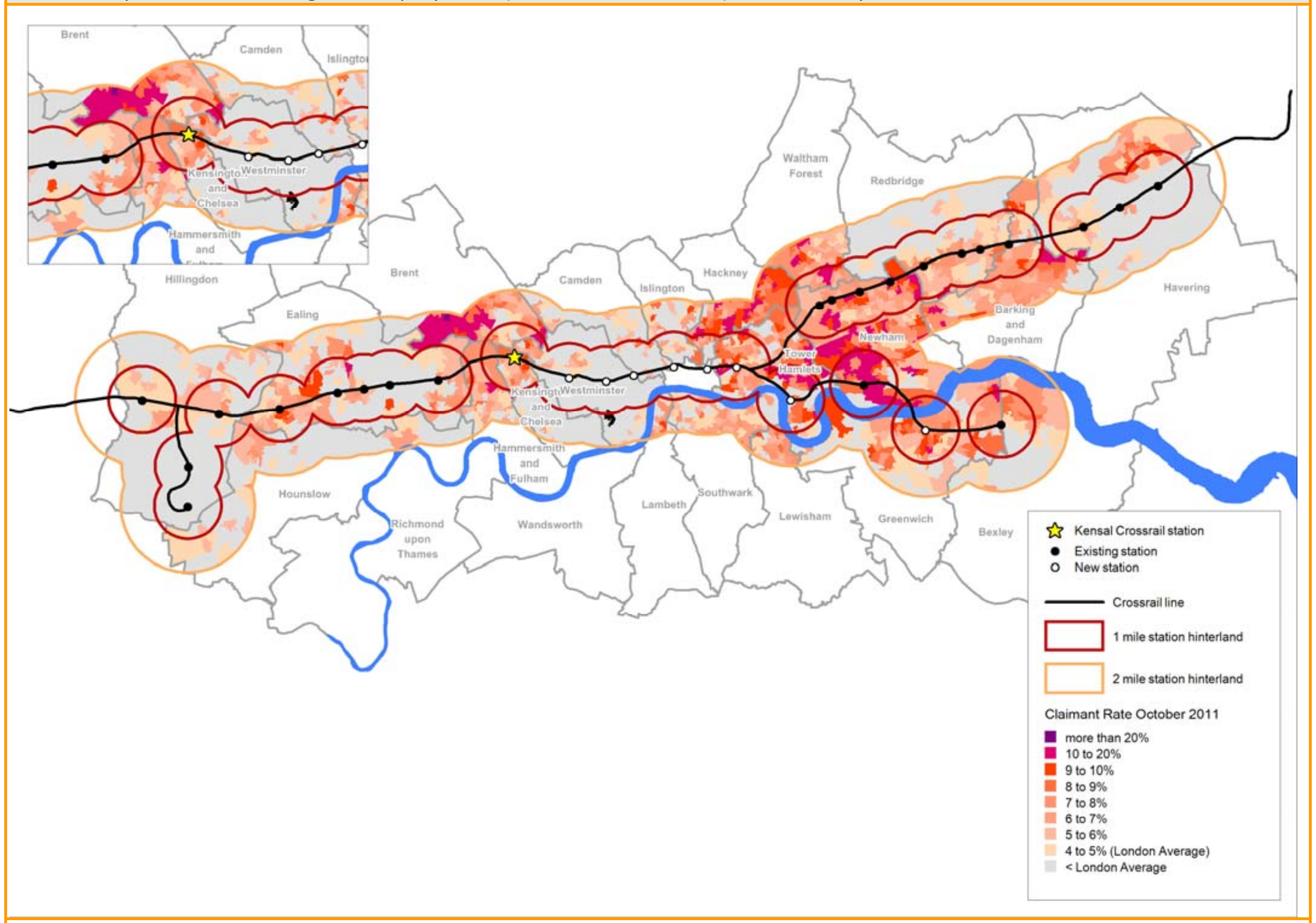
Relationship with Areas of High Unemployment (Claimant Count Rate) – 2009 Analysis




Source: ONS, Claimant Count Rate © Crown Copyright

## 2011 Analysis

Relationship with Areas of High Unemployment (Claimant Count Rate) – 2011 Analysis

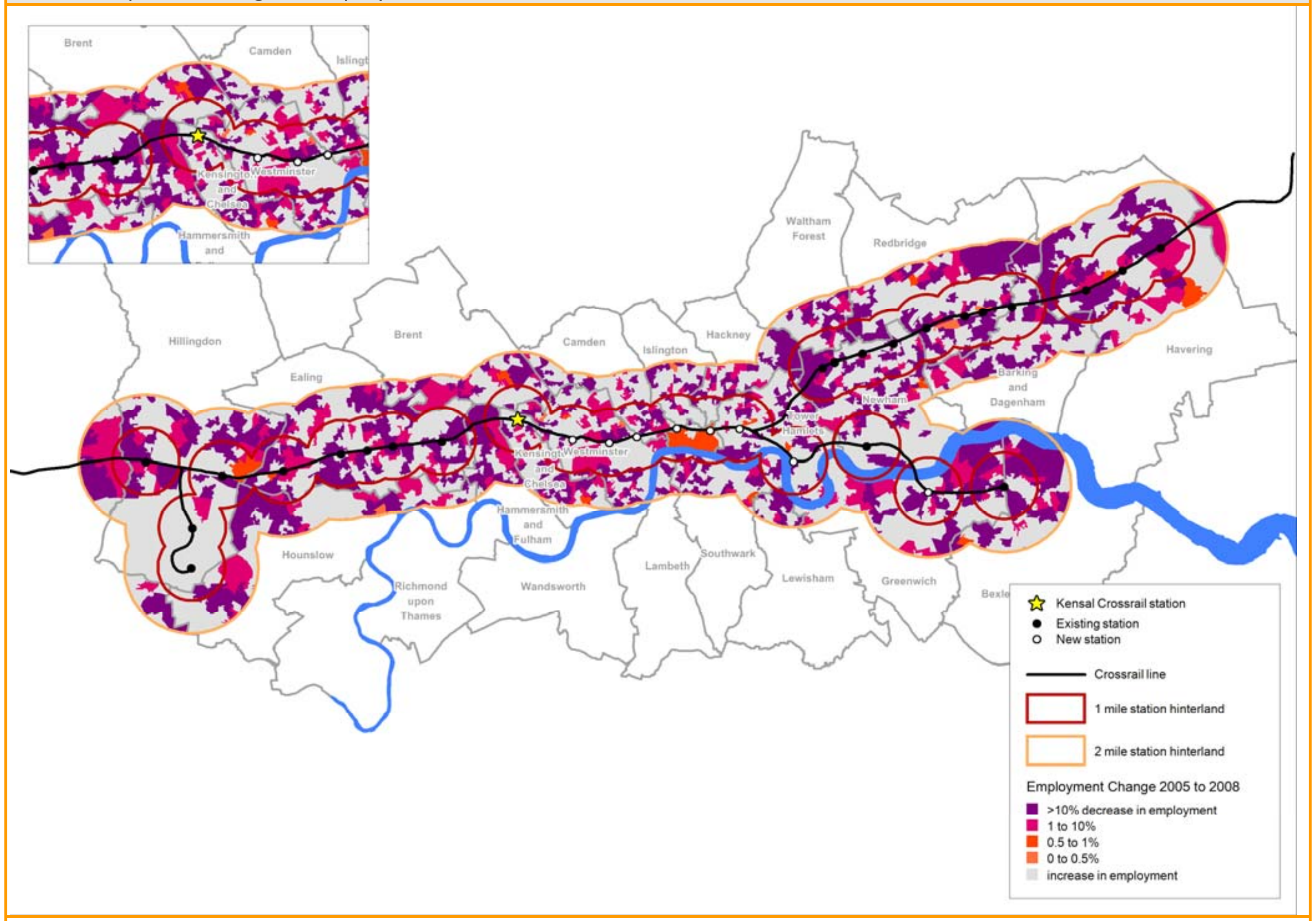



Source: ONS, Claimant Count Rate © Crown Copyright

## Relationship with Change in Employment

### 2005-2008 Analysis

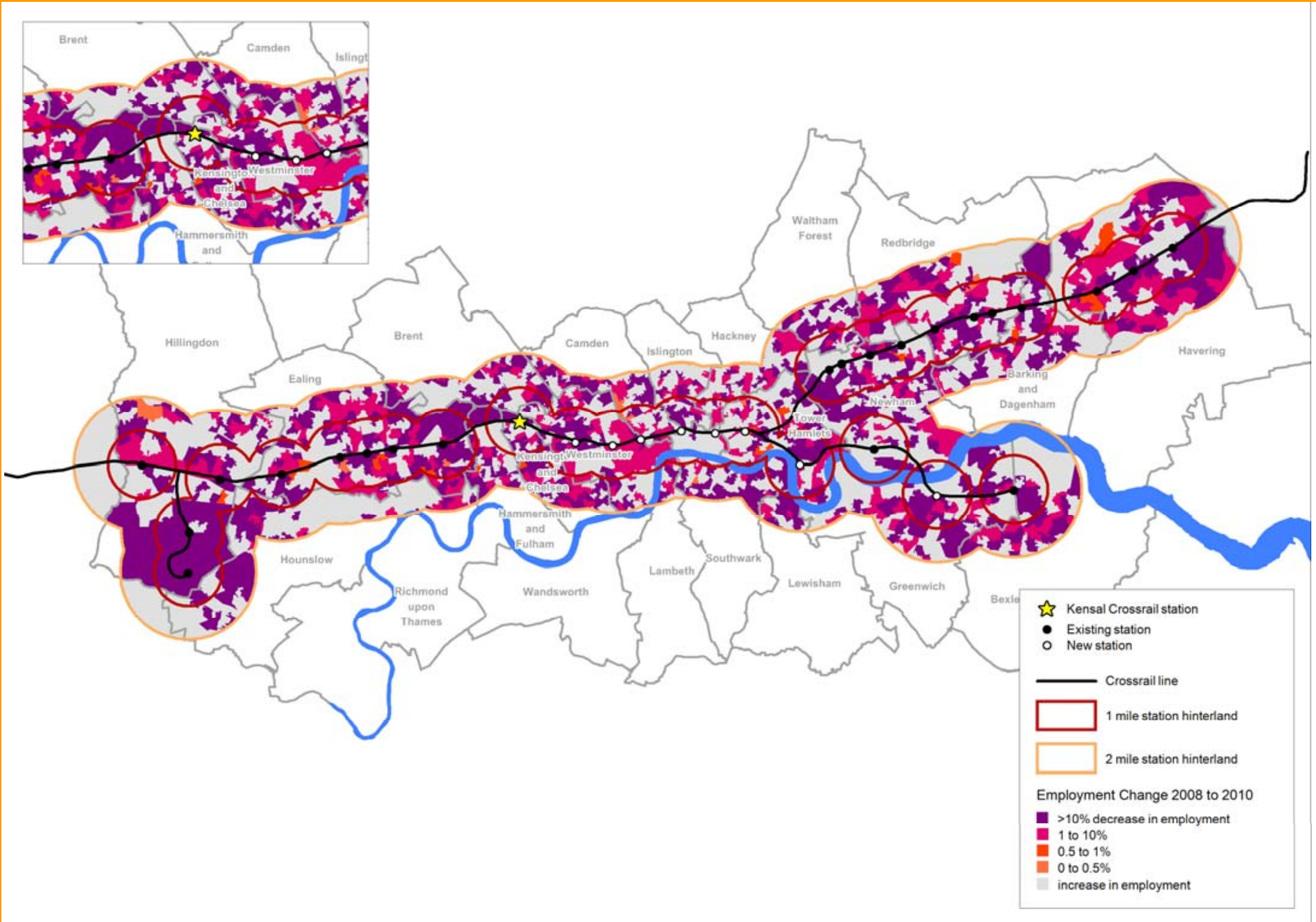
Relationship with Change in Employment – 2005- 2008




Source: ONS, Annual Business Inquiry © Crown Copyright

## 2008-2010 Analysis

Relationship with Change in Employment – 2008- 2010

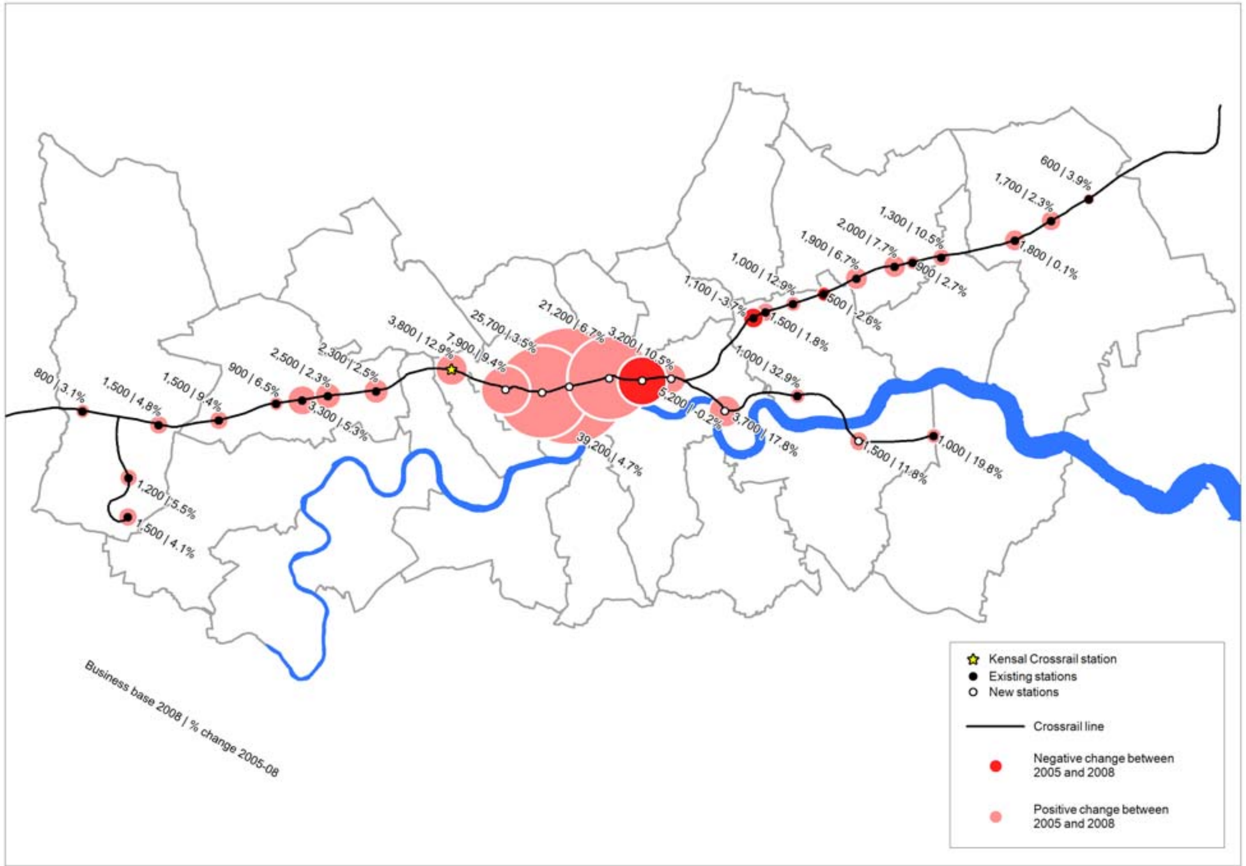



Source: ONS, Business Register and Employment Survey © Crown Copyright

## Relationship with Change in size of Local Business Base

**2005-2008 Analysis**

Relationship with Change in Size of Local Business Base – 2005-2008 Analysis




Source: ONS, Annual Business Inquiry © Crown Copyright

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

## The Market Opportunity Case

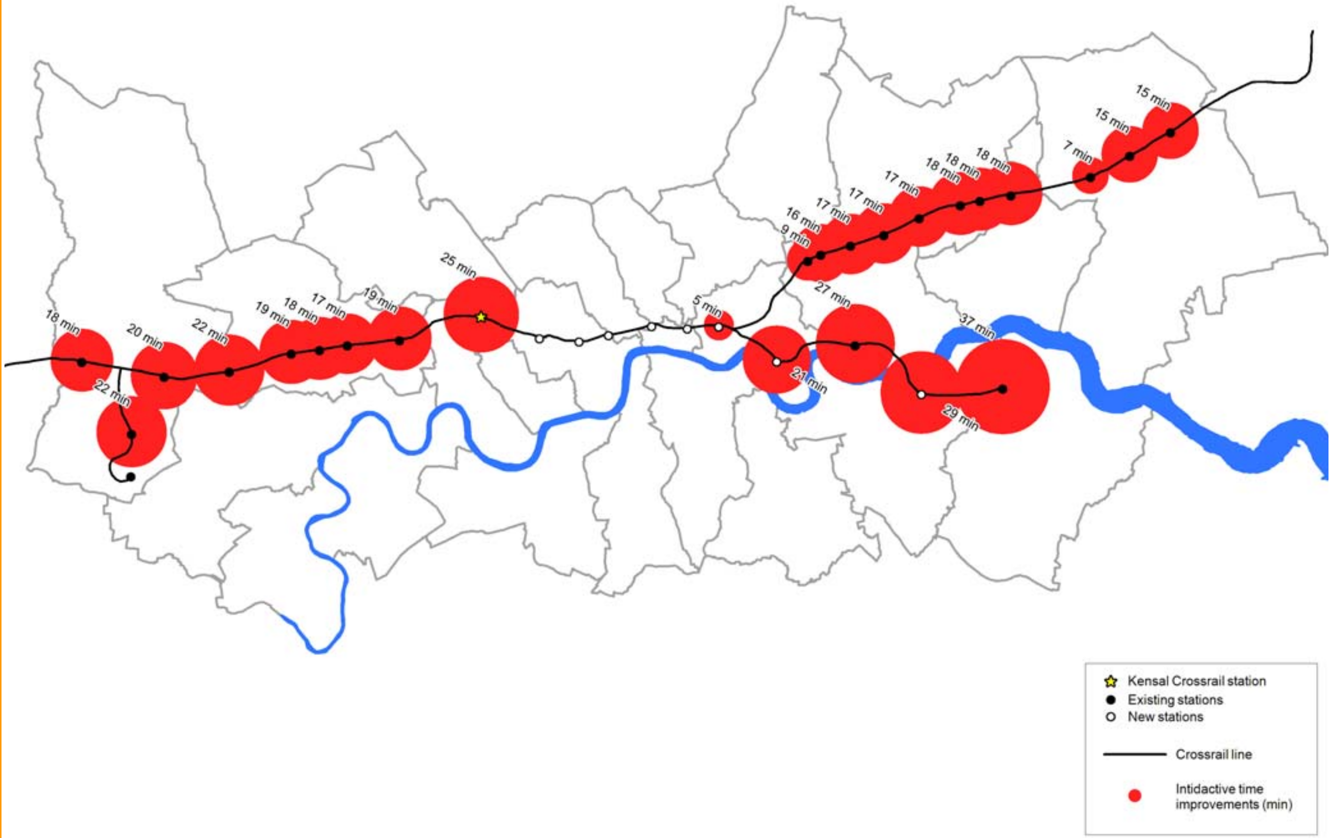
5.11 A number of indicators are used in the main report to assess the 'Market Opportunity Case' for intervention at Crossrail stations along the route. These include:

- 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

Journey Time Improvements as a Result of Crossrail




Source: Crossrail, Transport for London

## Proximity to Brownfield Sites

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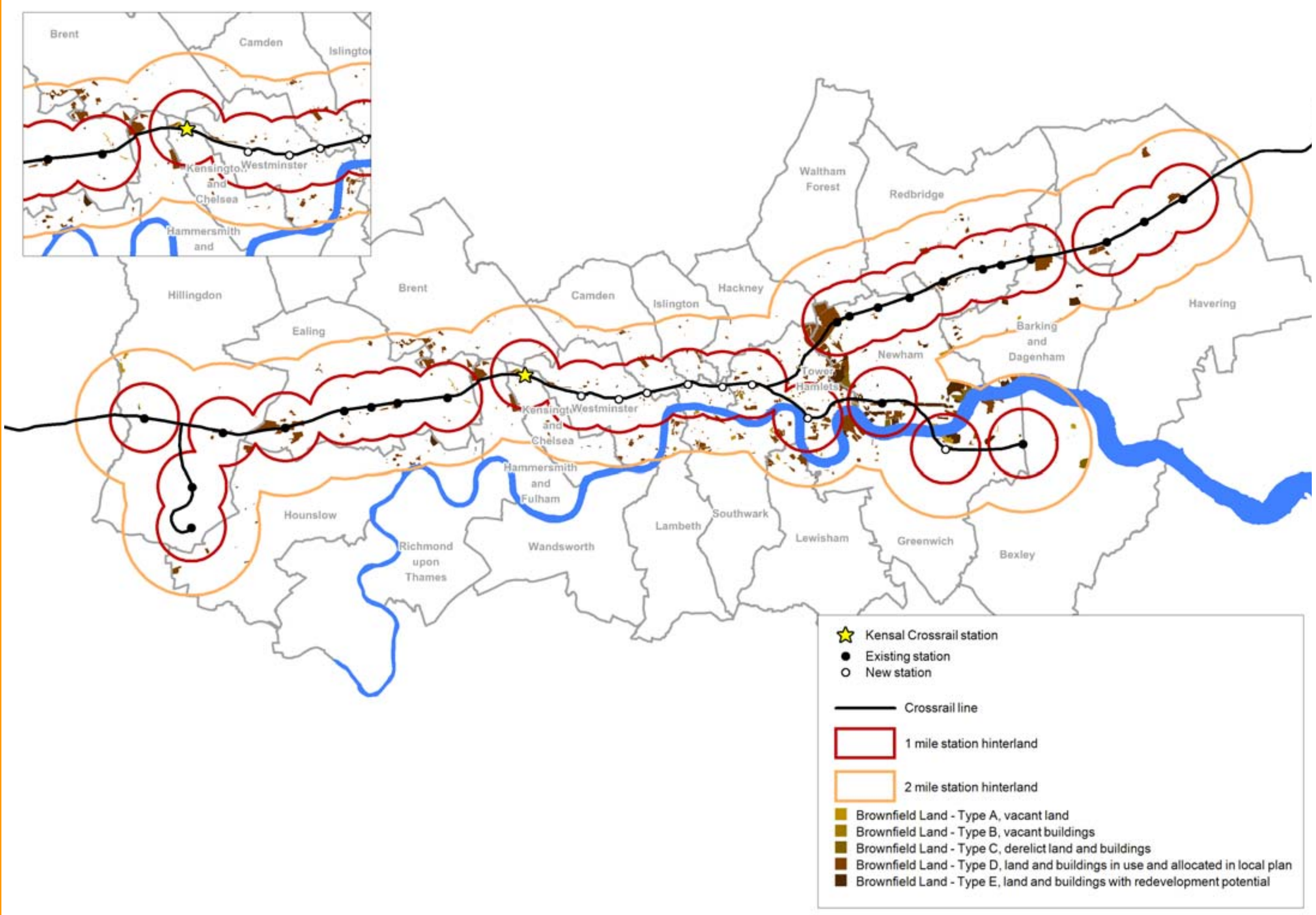
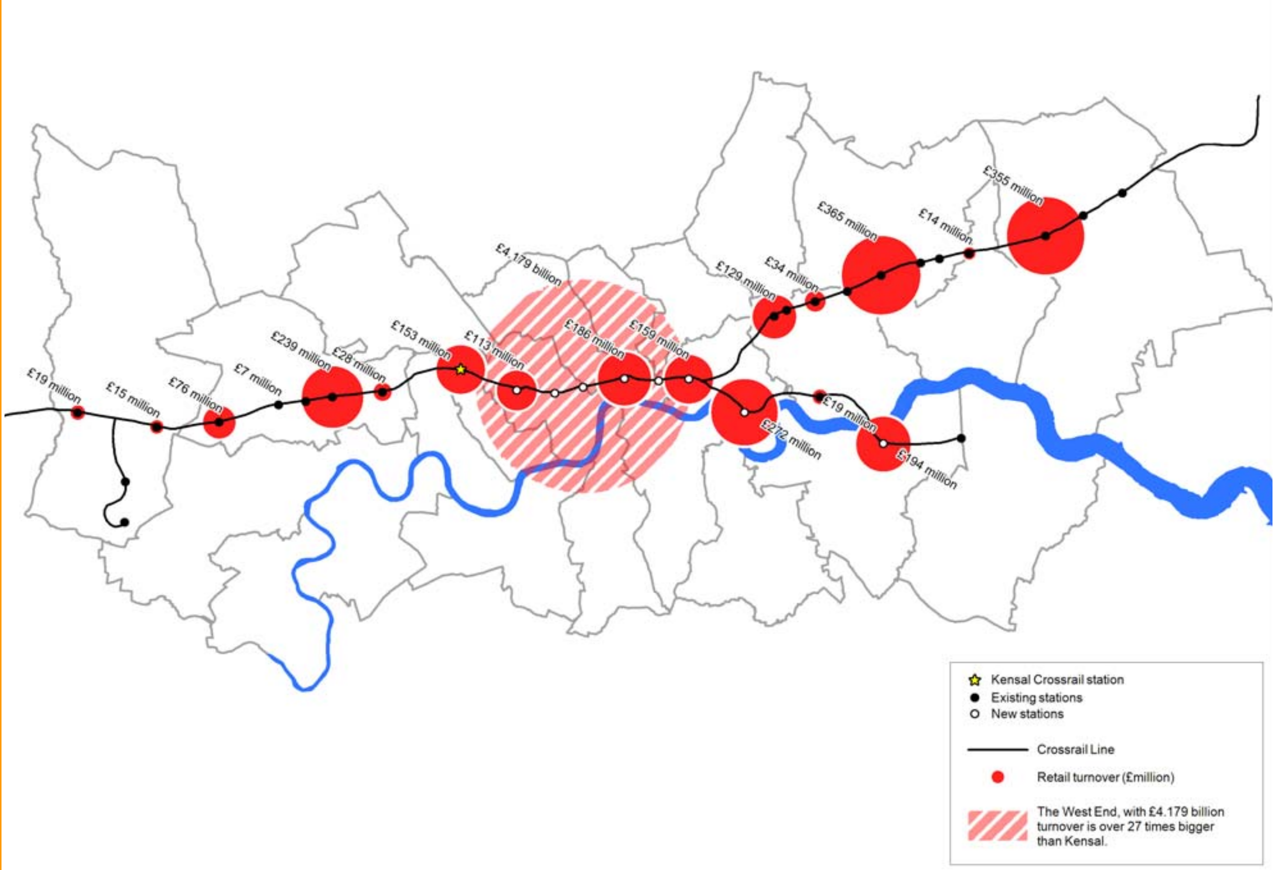



Source: London Development Agency

## Relationship with London's Significant Town Centres

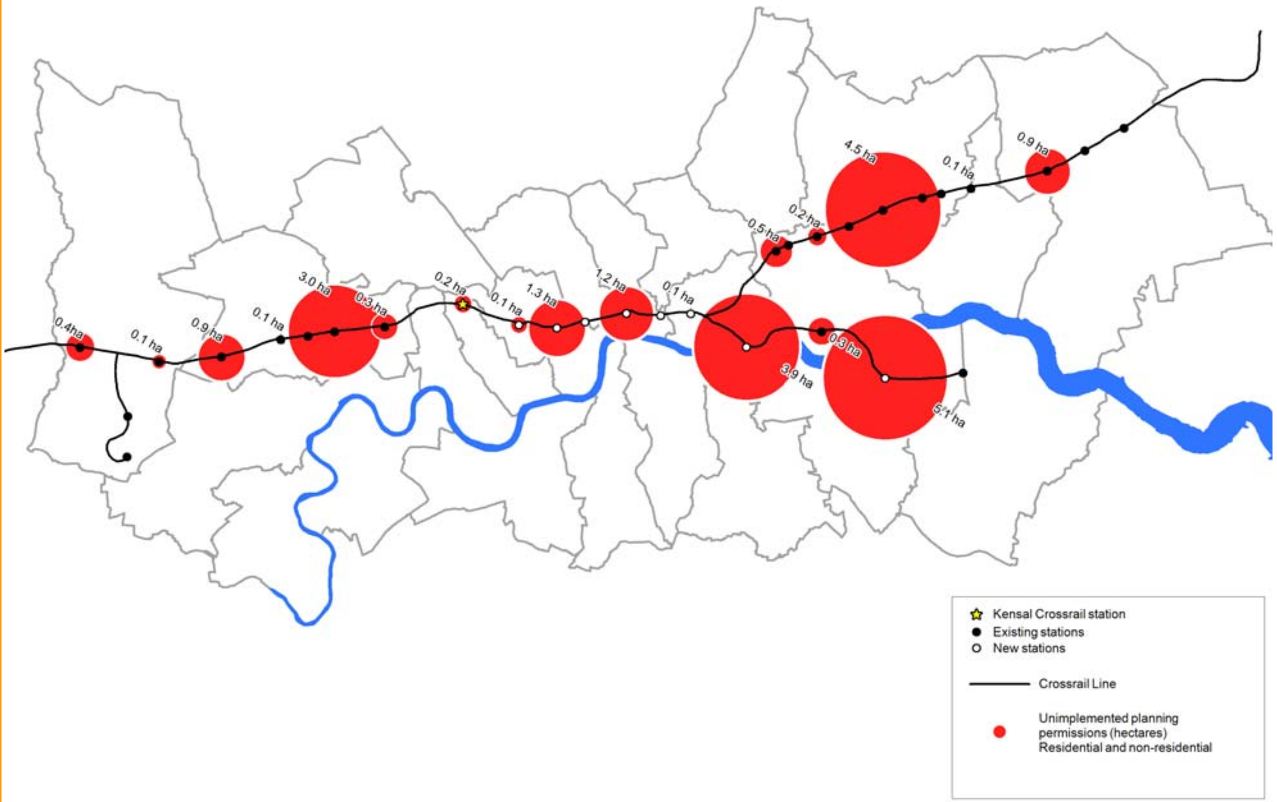
Relationship with London's Significant Town Centres – Total Retail Floorspace, m2




Source: Mayor of London Town Centre Health Check, 2009

## Relationship with Potential Development (within Town Centres)

Relationship with Potential Development (within Town Centres) - Unimplemented planning permissions, m2




Source: Mayor of London Town Centre Health Check, 2009



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## Relationship with Economic Performance of Town Centres

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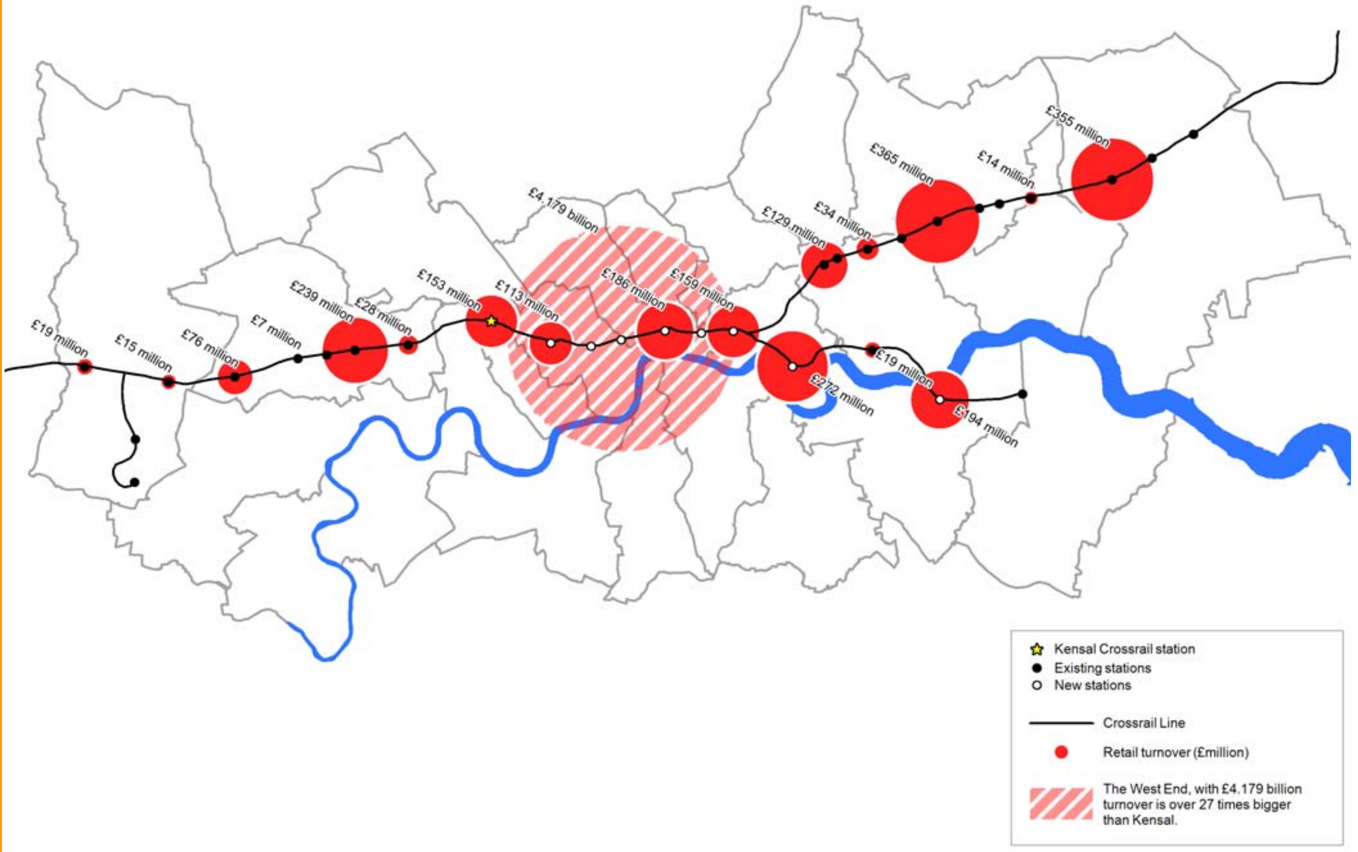
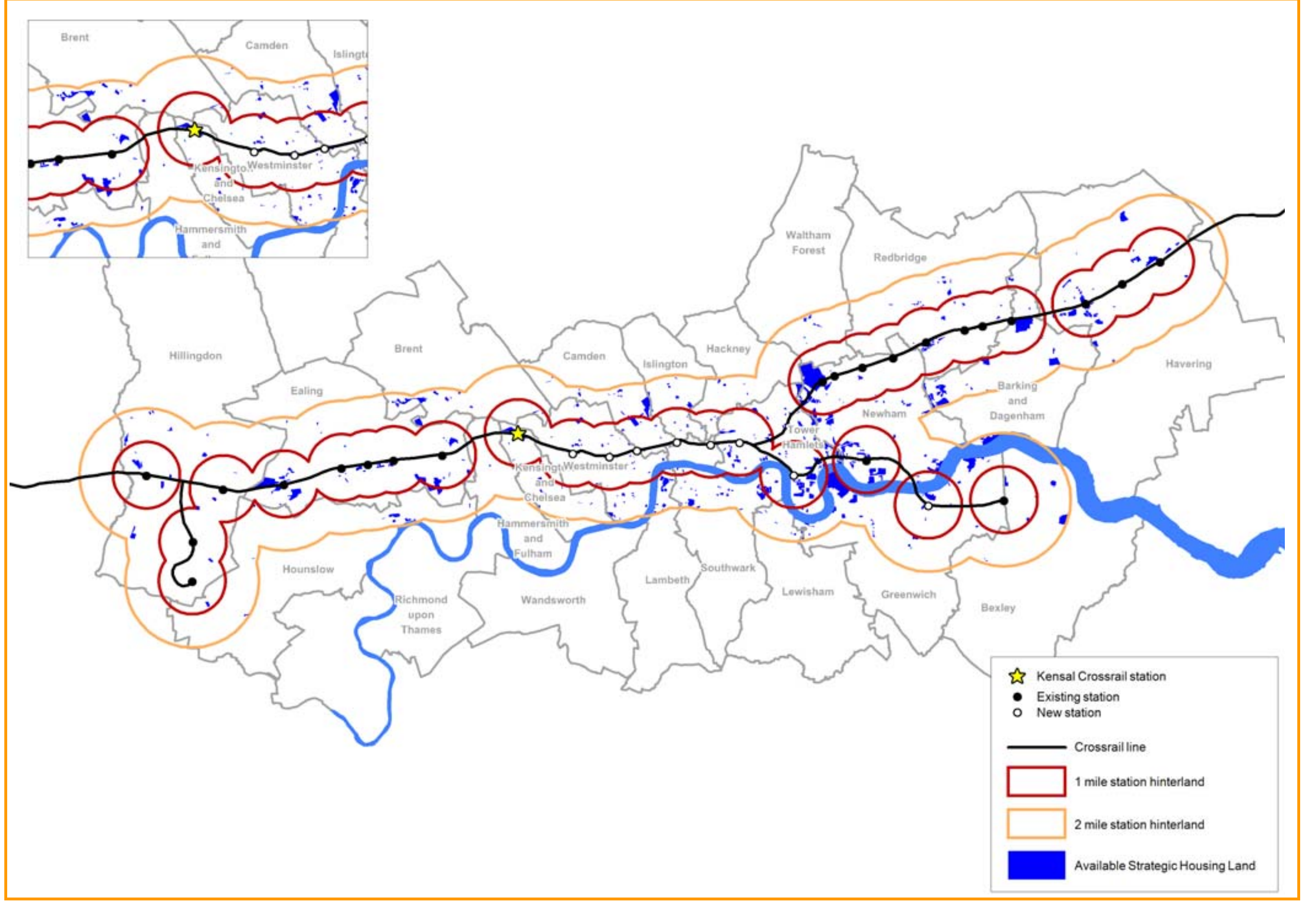



Source: Mayor of London Town Centre Health Check, 2009

## Relationship with Strategic Land for Housing

Relationship with Strategic Land for Housing – Available Strategic Land for Housing, m2



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