

Ambitious for

H **UNSL**



London Borough
of Hounslow

Foreword



“People want to visit Hounslow, to live here, to work here.”

Hounslow Council has great ambitions for our borough, and this brochure showcases our incredible offer as we seek to attract further partners to support the realisation of our vision.

The London Borough of Hounslow is an extraordinary place. While part of London, it has a unique identity and sense of place through its district centres and diverse population.

We have an dynamic, industrious, and entrepreneurial business community – from the HQs of global brands to innovative startups – leading the way in media, gaming and tech, with an established and fast-growing creative sector. We boast outstanding transport links and are a destination borough with a fantastic cultural offer. People want to visit Hounslow, to live here, to work here.

The borough has a track record of delivering on cutting-edge development, be it housing, retail, employment space or leisure venues. We work closely with partners to unlock good growth, support our businesses to grow, with the council playing an active interventionist role to enable and accelerate delivery.

There are many opportunities available now. Why not take a look.

Councillor Shantanu Rajawat, Leader of Hounslow Council

Welcome



“This new era of renewal and regeneration is a truly exciting time.”

Hounslow Council is spearheading the borough's growth – in partnership with developers, residents, businesses and community groups.

We are proud to be a bold and innovative council, eager to progress and transform our disused, underused and brown field sites to the benefit of all. The growth we seek is fair and inclusive. We are building a fairer, greener, stronger borough. A borough where everyone thrives.

Our established house building company works with us and partners to progress growth. We have drawn-up town centre masterplans and visions and identified priority sites to unlock good growth. We have achieved tremendous success with opportunity sites already – but we have committed to do more. We have opportunities that can be taken forward – today.

This new era of renewal and regeneration is a truly exciting time for the London Borough of Hounslow. Why not join us.

Niall Bolger, Chief Executive, Hounslow Council

Why Invest in Hounslow?

Borough Leadership

Hounslow Council is progressive and proactive, leading the borough's vision for regeneration and renewal, in partnership with developers and communities.

This year, the **council has pledged to build 1,000 low-carbon homes by 2026** – an incredible investment in our future communities. The previous pledge to build 1,000 new homes from 2018 to 2022 was exceeded by constructing 1,169 by March 2022.

Pre-pandemic, Hounslow had the highest GVA in London/second highest nationally.



New Road Triangle



The Brentford Project

1,000
low-carbon
homes by
2026

Business Base

The 'Golden Mile', a 2.4 mile stretch between Chiswick Roundabout and Gillette Corner, is home to major multinationals including Sky, GSK and JC Decaux. **Hounslow has the highest concentration of media and broadcasting jobs in London** as well as the second highest concentration of ICT and digital which includes leading companies such as Cisco Systems and IBM.

With its proximity to London Heathrow, the borough also has the **second highest concentration of transport and logistics jobs in London**. Big names include Air Canada, DO & CO, Kuehne + Nagel and Dnata.

More than 15,000 small independent businesses are based in Hounslow covering a wide range of sectors and reflecting cultural diversity. In 2021, 44.1% of people in Hounslow identified their ethnic group as white, 36.7% identified as Asian and 7.2% as Black.

Why Invest in Hounslow?

The London Borough of Hounslow covers 23 square miles, stretching from Heathrow Airport in the west to Chiswick in the east.

Creative Enterprize Zone

The Hounslow Creative Enterprise Zone – **Creative Enterprise West**, houses companies such as Paramount, CBS, QVC, Disney, Discovery, IMG, Sony, Pokémon, Sega, United International Pictures and Vue International.

The art deco Gillette Factory in the Great West Corridor has already hosted major film production on its six sound stages and is planning on expanding and improving their offer imminently. The Council's Digital Dock as well as Historic properties Boston Manor and Chiswick House also provide workspace for creative industries, makers and micro-businesses.

Culture

Hounslow has an incredible heritage on show in the borough at the many cultural attractions, from Gunnersbury Park and Mansion House - the Rothschild's first country house to boat building on the Thames to being previous homes of William Hogarth, Aston Martin and Freddie Mercury. The borough was the site of Britain's first airport and the world's first scheduled international flight. Leading visitor attractions include Hogarth's House, Chiswick House and Gardens, Brentford Musical Museum, London Museum of Water & Steam, Boston Manor House and gardens, Hampton and Kempton Waterworks Railway, and Hounslow Urban Farm.

Top-flight Brentford Football Club and London Irish rugby club are based here, in the newly built Gtech Community Stadium, as are three theatres – Arts Centre Hounslow, Watermans and the Chiswick Playhouse - as well as leading arts education venue, the Chiswick Arts School, and world famous theatre school ArtsEd.

Net Zero Approach

Low carbon neighbourhoods are central to Hounslow Council's vision and includes the creation of locally-tailored 15-minute neighbourhoods to bring recreation, shops, education, healthcare, and green spaces within a short walk or cycle ride to all communities.

Creation of a Green Enterprise Hub is underway and links with the London West Innovation District will support the vision.

In Heston we are piloting a circular, low waste neighbourhood, engaging local residents and businesses in designing and delivering a sustainable future.

Brentford town centre CGI



Great West Corridor CGI



Transport in Hounslow

The London Borough of Hounslow stretches from London's travel Zone 2 to the Home Counties and is strategically situated along the A4/M4 corridor, linking central London with the UK and beyond through Heathrow Airport.

Coupled with the eight London Underground stations and seven mainline stations, it's one of the best-connected places in the capital.

Hounslow Council is **supporting the creation of the West London Orbital Railway**, an overground line that would connect Hounslow, Isleworth, Syon Lane and Brentford with stations in South and Central Acton and a new opportunity area at Old Oak Common.

A new station would be built at Lionel Road in Brentford if the project was approved, along with a strategic interchange to the High Speed 2 rail line.



Heathrow was used by **61.6 million** passengers in 2022, up 42.2 million compared with 2021.



Future Plans for Hounslow

Hounslow Council is leading the regeneration and enhancement of the borough for all who live and work here.

Ambitious for Hounslow: Corporate Plan 2022-2026

Ambitious for Hounslow is the key corporate strategy setting out the Council's vision for the borough. It features six priorities:



1.

1. A GREENER HOUNSLOW where residents have access to green spaces and clean air. This involves planting 20,000 more trees; investing £5 million in parks and reducing carbon emissions by 50%.



2. A HEALTHIER HOUNSLOW where people enjoy good health, live well and independently, and keep active throughout their lives.



5.

5. A SAFER HOUNSLOW where the borough is a safe place with low crime levels; the Council will invest £15 million to create safer neighbourhoods and to tackle anti-social behaviour.

4. A THRIVING HOUNSLOW where local people can flourish in the borough. Along with comprehensive business support, this also involves investing £900,000 in helping school children get back on track after the pandemic.



4.

3. A CLEANER HOUNSLOW where the borough is clean and litter free. The Council aims to reduce fly-tipping by 25% and invest £2 million in improving the borough's pavements.



6. A LIVEABLE HOUNSLOW where people can live in homes that work for them and in neighbourhoods where they can belong. The Council intends to build 1,000 more council homes and invest £300 million in improving the quality of its council estates.



6.

Hounslow: Prosperity and Place

Hounslow: Prosperity and Place is the council's framework for regeneration and economic growth and will support the Ambitious for Hounslow Corporate Plan.

It sets out actions to:

- Retain Hounslow's economic activity and support small businesses.
- Reimage Hounslow's future economy with innovation, technology, and creativity
- Reskill and reemploy Hounslow's residents
- Regenerate Hounslow

The Feltham, Hounslow, Brentford and Chiswick Town Centre Vision Documents set out the council's approach to the regeneration and economic growth of the town centres.





Brentford FC (The Bees) were promoted to the Premier League through the playoffs at the end of the 2020–2021 Championship season.



BRENTFORD

Historic Brentford is an attractive waterside town with a vibrant community, industrial heritage, Georgian squares and stately homes including Syon House, Gunnersbury Park and Mansion and Boston Manor House. There is plenty of choice for eating and drinking.

Tech businesses sit alongside an array of creatives from jewellery artists to boat-makers. Watermans – West London's art centre – brings together communities from Brentford and beyond, through arts and creativity, and the highly-unique Musical Museum tells the story and evolution of music.

Brentford is also home to Brentford FC, London Irish rugby club and Wyke Green Golf Club

CHISWICK

Chiswick is a historic town centre with a rich character and identity - a jewel in the crown of west London. It is locally and regionally significant as a destination of choice, boasting a range of shops, markets, homes, fabulous green spaces, places to eat, drink and be entertained.

The area boasts historic homes, museums and parks - Chiswick House, Hogarth House and Gunnersbury Triangle – along with river front walks.

The retail offer is a draw for residents and visitors, ranging from independent shops and chains to vintage and antique markets, along with a cluster of financial and professional services.

Chiswick Business Park and Power Road is home to large organisations, media/tech giants and creative start-ups.



Districts of Hounslow

Hogarth's House was the home of painter William Hogarth from 1749 until his death in 1764.





Districts of Hounslow

HOUNSLOW

FELTHAM

Feltham boasts shopping parades and 'The Centre' which has more than 60 stores, 800 homes, a hotel, cafes, restaurants, banks, library, a health hub, car parks and supermarkets.

The Leisure West complex provides a multiplex cinema, tenpin bowling alley, bingo hall and restaurants.

Incredible parks and open spaces include Bedfont Lakes, Crane Nature Reserve, Bridge House Pond and Feltham Green where the memorial to former resident and legendary singer, Freddie Mercury is situated.

Kempton Steam Museum, and Hampton & Kempton Waterworks Railway are popular attractions.

Queen frontman Freddie Mercury's life in Feltham is commemorated by a memorial and a blue plaque on his former home in Gladstone Road.



Bell Square's outdoor acts have included acrobatics, dance, theatres and processions of lights and ghostly caribou.

Hounslow boasts two shopping precincts, the Treaty Centre and the Blenheim Centre which contain well-known national chains, including a brand new multi-screen cinema complex, while the borough's rich diversity can be seen throughout the High Street in its mix of bustling shops.

The varied cultural offer includes a theatre and world-class outdoor artistic events on Bell Square.

The newly opened High Street Quarter provides a new cinema, bouldering venue, indoor entertainment centre including mini golf providing a fantastic new leisure offer for the new communities and visitors.

Development, Innovation & Investment

► The Loft

Vacant space at Hounslow's Treaty Centre has been transformed into The Loft - an open-plan collection of around 64 market stalls including crafts and products by independent makers. Hospitality offering, The Kitchen, is a restaurant and bar serving meals throughout the day, the menu is curated by refugees reflecting food from around the world. Office space is also provided for a collective of mental health organisations and charities.

► Digital Inclusion

Hounslow Council's Digital Inclusion commitment is working to ensure communities can access and benefit from fast and reliable full fibre broadband. The Council has been partnering with providers

such as Community Fibre to provide properties and community spaces with faster internet connections.

► Immersive Cinema

The world's first 270° cinema screen at Cineworld's new 10-screen cinema in Hounslow extends the cinema experience into the sides of the theatre, enabling film fans to become truly immersed in the experience.

► Fashion Academy

Jimmy Choo's London Fashion Academy has opened a new campus and maker space in historic Boston Manor House Brentford. It houses atelier workshops and design studios with specialist fabrication tools, focused on artisan crafts, design, and accessory making, along with co-working areas and event spaces.

► Local Markets

There are long-standing local markets at Brentford, Isleworth and Feltham, and three newly-launched in Chiswick. The latter includes the first new open-air flower market in London for 150 years, as well as cheese, and antiques, markets. The Food Market Chiswick is an artisanal selection of street food from bread to cakes, alongside fresh seasonal ingredients including meats, fish and vegetables.

► Hobbledown Heath

Indoor and outdoor adventure playground Hobbledown Heath, at 26 acres, is one of London's biggest play sites, and the biggest leisure complex to open in the capital since the 2012 Olympics. The development, in Hounslow Heath, features three villages and a woodland area.



Jimmy Choo's London Fashion Academy at Boston Manor House

The world's first
270°
cinema
screen



Chiswick Flower Market, one of three monthly markets on the High Road.

Cineworld's new 10-screen cinema, in Hounslow Town Centre



Case Studies



Fern Grove, Feltham

This is a 100% affordable, 62-apartment development led by Hounslow Council in partnership with Network. The project achieved net zero thanks to sustainable innovation features and approaches such as Air Source Heat Pumps for heating and hot water, maximisation of on-site emission reductions and a carbon offset payment.



High Street Quarter, Hounslow

Barratt London's £210m mixed-use scheme comprises 588 homes including one, two and three-bedroom properties. 41% of total homes are affordable, with a mix of shared ownership and affordable rental units provided by affordable housing provider L&Q. The 27-storey tower serves as a local landmark and new public open space is at the heart of the development, with communal gardens and play areas at podium and roof levels. The homes are built around a fantastic new leisure offer including cinema, mini golf, a climbing wall and a variety of activities, shops and restaurants.

Great West Quarter, Brentford

Barratt London transformed the former GlaxoSmithKline brownfield site into a vibrant mixed-use living quarter along Brentford's 'Golden Mile'. Focused around the sensitive conversion of the Grade II listed Wallis House, it provided 900 private and affordable apartments, cafés, restaurants, a convenience store, crèche, health and fitness centre, surgery, art gallery, hotel and business space, all surrounding a 1.1 hectare public piazza.

The Brentford Project

Combining residential, retail, employment, community and leisure uses, Ballymore's The Brentford Project includes 876 new homes, approximately 14,000 sq m of new retail, as well as leisure and commercial opportunities, and a gym/leisure centre. Retaining several heritage buildings and thoroughfares, the transformational project – due for completion in 2027 - will re-connect the high street with the waterfront.

Case Studies



New Road Triangle

“EcoWorld London has worked with Hounslow Council for many years, successfully delivering various developments within the borough including the redevelopment of surplus council land with Lampton Homes, a new stadium for Brentford FC, community and public facilities, and homes of all tenures. Hounslow Council has been integral to this, not in the least because we share similar values in creating positive social value and flourishing communities through the delivery of the homes, infrastructure, and opportunities for residents. We see Hounslow as a borough that has huge potential and ambition, and we look forward to continuing our long-standing partnership.”

**Gregor Mitchell, Senior Director
– Partnerships, EcoWorld London**

New Road Triangle

With completion scheduled for 2024, the New Road Triangle development comprises 176 new homes, 124 of which will be social rent units for Hounslow with 52 properties to be retained by Lampton Homes and allocated to key workers of Hounslow.

New Road Triangle is being developed in partnership with Lampton Homes, part of Hounslow Council's wholly owned company Lampton Group, and EcoWorld London, a private development company, Charlton House.

Brentford Community Stadium

Willmott Dixon worked with Brentford FC on plans to deliver a new 17,250-seater stadium and nearly 1,000 new homes in Brentford, approximately half of which are Build-to-Rent.

The mixed-used project includes a mix of shops, restaurants, cafes and public spaces.



Brentford Community Stadium

Kew Bridge West

Kew Bridge West in Brentford is comprised of seven buildings radiating in a symmetrical crescent from a focal 15 storey tower, providing 336 new homes, a gym, orangery and parking facilities.

Opportunity Sites

28-27 Great West Road, Brentford

The allocated site to the north of Brentford Stadium will complement the Stadium development, create a square/plaza and facilitating delivery of a new WLO line station. Allocated for a new employment-led local centre around the new Lionel Road Station.



Heathrow Gateway CGI

West Cross Campus, Osterley

The vision is to transform this industrial estate into a high-quality mixed-use quarter of industrial and other employment uses, co-located with housing and shared amenities creating a sense of an 'industrial life'.



Artists impression of Great West Corridor

Hounslow East Gateway

This 5.5 hectare area is adjacent to Hounslow East station, three stops away from Heathrow on Piccadilly line. This town centre gateway area includes a mix of private and public properties of which, the proposals are currently only at site allocation stage. There are potentials for individual landowners to work together to transform this under-investment area, capitalising on its vibrant edge of town centre location and excellent transport links, and providing wider economic, social and environmental benefits to the local community and Hounslow town centre.

Hounslow East Gateway



Charlton House

The regeneration and delivery of new homes at Charlton House and Albany House in Brentford, is part of the Council's House ambitious housebuilding programme. Comprising of 209 new flats and include five apartment blocks ranging between one and eight storeys high, all 100% affordable. With planning permission secured we will shortly be appointing a contractor. Phase two of our estate regeneration programme will include Convent Way, already having secured a successful ballot.



Charlton House

Cavalry Barracks

Hounslow Cavalry Barracks will be redeveloped to provide a new residential area which incorporates the historic buildings of the 200-year-old military site, and introduces a range of new uses to the site to support new homes.

Airport Business Park

The council's vision for Airport Business Park is a 21st century global logistics and enterprise hub, an extension of the successful North Feltham Trading Estate and benefitting from close proximity to Heathrow Airport.

MOD Feltham, Hanworth Park

A 14-hectare brownfield site located within Feltham Housing Zone and close to the town centre. MOD Feltham has the potential to deliver 1,500 new homes along with the repurposing of a Grade II Listed Officer's mess building.



Model - West and North of the Stadium

For further information

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