


HOUNSLOW

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The background is a vibrant green with various abstract patterns. On the left, there are vertical columns of white circles and triangles. A large, semi-transparent white circle with diagonal hatching is positioned in the center. The right side features a dark green curved shape and a grid of thin white lines.

**Hounslow is
extraordinary; a place of
great significance within
London and the UK.**

A large slice of West London, it spans from Chiswick in the east to the Surrey border in the west.

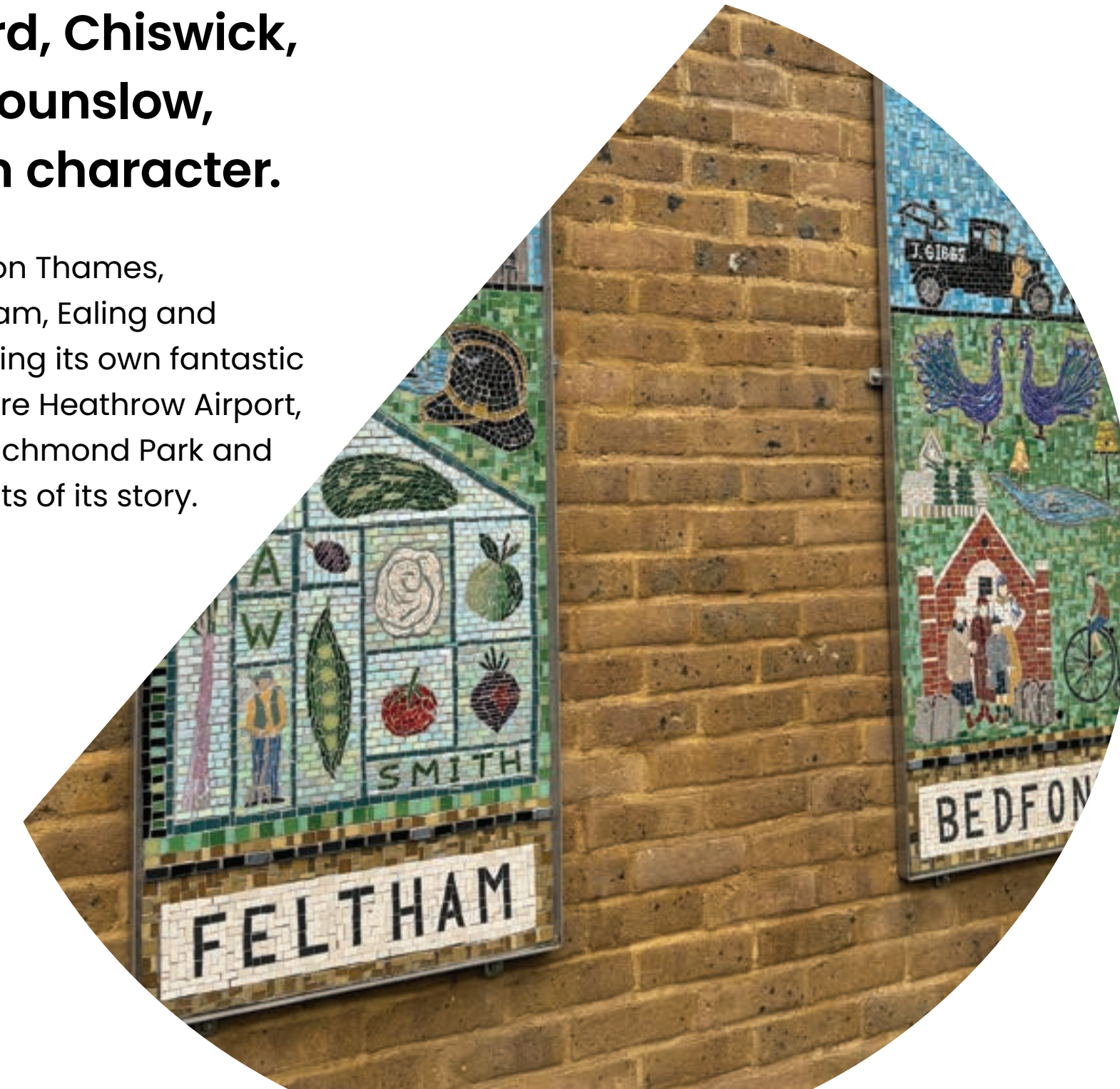
Its 300,000 people make up one of the most diverse, vibrant and multi-cultural places in the UK.





Hounslow consists of four towns: Brentford, Chiswick, Feltham and Hounslow, each distinct in character.

It borders Richmond upon Thames, Hammersmith and Fulham, Ealing and Hillingdon. Complementing its own fantastic assets, on its doorstep are Heathrow Airport, Twickenham Stadium, Richmond Park and Kew Gardens, key aspects of its story.





This is a place of business and entrepreneurship. It has one of the largest economies of any local authority area boasting everything from HQs to start-ups, with major players such as Sky, Sega, JC Decaux, Paramount and Disney.

The importance of business is also reflected in the 15,000 independents representing myriad sectors and the cultural make-up of the borough. This leads to an interconnected ecosystem of diverse organisations, powered by an industrious work ethic and strong educational performance. What makes Hounslow particularly special is it has the highest concentration of media and broadcasting jobs in London and a major representation of digital and gaming companies.




Hounslow is also a place that's changing, with considerable regeneration which will benefit all of the towns with new homes, job creation, leisure and culture facilities, net zero ambitions and its already successful Creative Enterprise Zone.





Situated on the A4/M4 corridor, and with seven mainline stations and eight underground stations, its success is fuelled by amazing connectivity. Heathrow Airport, Europe's busiest airport, is only 10 minutes away and Government has signalled its support for a third runway to help boost national economic growth.





A key aspect of Hounslow is how astonishingly green and blue it is with 168 parks, including Bedfont Lakes and Hounslow Heath, along with the River Thames, River Brent, River Crane, Longford River and the Grand Union Canal.



It's home to the National Trust site Osterley Park and House, Duke's Meadows, Gunnersbury Park and Museum, Boston Manor Park and House, Syon Park and House, Hogarth's House, Chiswick House and Gardens; there is history, culture and open space to enjoy aplenty.

People love the things to do and see across the borough such as the Musical Museum, the Museum of Steam, street markets, Hounslow Urban Farm and especially experiencing Premier League football with Brentford FC's mighty Bees!



OUR STORY





Our story articulates the distinctiveness, character and characteristics of Hounslow, highlighting what makes it special and the opportunities for the sustainable development and promotion of the place. This overarching narrative consists of themes which are pillars and chapters of the story, and an anchoring statement which binds them together.





They represent what needs to be focused on to help Hounslow prosper. The thematic areas combine elements that are already important in the place alongside its potential and lesser-known ingredients.

**LOCATION,
LOCATION,
LOCATION**





Hounslow has all the right connections – locally, London wide and globally! Few places can offer distinct and characterful towns, urban villages, brilliant businesses, green and blue spaces, great job opportunities, a plurality of cultures, while having arguably the greatest city on earth on its doorstep.



Its strategic location on the M4 and being close to the M25, spanning London Travel Zones 2 to 6 with eight underground stations and seven mainline stations, makes it a hugely attractive proposition to live and work.





The place also benefits from the assets that are part of its sphere of influence in the wider environment such as Kew Gardens, Hampton Court Palace, Windsor Castle, Richmond Park and Twickenham Stadium, the home of rugby union. Hounslow acts as a wonderful bridge between city and country making it a key part of West London.





The locational game changer for the area is Heathrow Airport, with connections across the globe and which welcomes 84 million people every year. It is the UK's largest single site employer directly employing 76,000 people with c13,000 being residents of the borough. Heathrow is a major driver of the economy and why many multinationals base HQs here.





As a place where people from all over the world arrive and make home, it's proud of its international vibe and much cherished multi-cultural nature.

**Hounslow is
local, London
and the world**





**CHAMPIONING
CULTURE AND
CELEBRATING
CULTURES**

Hounslow is a place of creatives and creativity. It is home to the Hounslow Creative Enterprise Zone, the largest in London, and looks to leverage the area's reputation as a leader in TV and film production.





The Enterprise Zone comprises nearly half of London's television and broadcasting jobs. Its focus is on strengthening local networks and curating connectivity by engaging multinational players such as Sky, Paramount, CBS, QVC, Disney, Sony and Pokémon to work with local creative and digital companies. The zone also hosts Boston Manor Arts Market and the studios at Boston Manor House, occupied by the Jimmy Choo Academy.





Popular events such as the Creative Mile and Canal Festival, Bell Square's international performance programme and a range of large music festivals are a regional draw which further puts the borough on the creative map.

In Hounslow you can also enjoy the Musical Museum, the Museum of Steam and Water and you'll be surprised by our wonderful historic properties of Syon House, Boston Manor House, Hogarth's House, Chiswick House and Osterley House. There are bustling specialist street markets, local theatres and plans for a flagship new arts and culture centre for West London.





This is a place of cultural richness (there are 188 spoken languages) where the international nature of the community has created a vibrant and cohesive blend of cultures which you can experience by an astonishing range of food and drink, events and festivals; multi-culturalism brings people together in Hounslow, and attracts artists and creatives from across the globe.



Investing in culture is a priority, and a new Culture Strategy will be the driver for this, setting the direction for an even richer offer and investment in new facilities. Creativity is in the DNA of the place as seen by its many famous sons and daughters, and the aim is for that special sense of place to be perpetuated.





**Hounslow, a cultural
celebration**

**MADE FOR
MEDIA**



Hounslow is business central; it is a place geared up for world-leading commerce. West London is media heartland and the majority of this key sector sits in Hounslow.





There is an astounding ecosystem of music, lighting, sound, costumes and make-up, virtual reality, production and film locations. This supports leading players such as Sky, Sega, Disney, Sony, CBS, QVC, Paramount, Discovery and Pokémon, and fosters local talent such as Brompton Technologies and Ajar Technologies. Hounslow is home to extraordinary creative talent with jobs that pay over 20% more than the UK average.





This creative sector is plugged into really important regional assets such as Shepperton, Ealing, Twickenham and West London film studios. The Creative Enterprise Zone has been developed to build on and grow this vital and exciting aspect of the local economy.

From a business perspective Hounslow is more than its leading media sector. Heathrow Airport, the city of London on the doorstep and being the best connected place in the UK has helped it to be home to a plethora of HQs and leading businesses including JC Decaux, Cisco, Pernod Ricard, and Starbucks.

It's also a world class logistics centre, with more than 50,000 associated jobs and major firms such as DHL, UPS, FedEx, SEGRO and Kuehne+Nagel basing operations here.





Business is in the DNA of the borough as seen by the Golden Mile, a section of the Great West Road opened in 1925 which is home to a large number of successful industries. There are exciting plans to revitalise the area for media and creative businesses alongside new homes and public spaces re-enforcing its role within Greater London.





The area benefits from the University of West London which prides itself on delivering career focussed courses and has a campus in Brentford. Hounslow is also all about start up business and entrepreneurship with plenty of support on offer fuelling success stories such as Small Ceramics and Wild Chai.



**Hounslow,
a creative and
entrepreneurial
business
success story**



The background is a complex composition of overlapping geometric shapes and patterns. It features a dark green base color with various lighter green and yellow elements. There are patterns of horizontal lines, circles, and triangles. A prominent feature is a large, semi-transparent yellow shape that overlaps with a dark green shape containing a white dot pattern. The text 'GROWING WITH THE GREEN' is written in a bold, yellow, sans-serif font, positioned on the right side of the image.

**GROWING
WITH THE
GREEN**



The four town centres of Brentford, Chiswick, Feltham and Hounslow make for a vibrant urban environment, yet the borough has an amazing amount of high quality green and blue spaces that make up an attractively textural sense of place.

These town centres, each with their distinct character, are complemented by other vibrant, urban village communities such as Cranford, Heston, Isleworth and Osterley.





The area boasts 20 Green Flag parks, with 168 parks in total, heathland, the River Thames and Grand Union Canal. When it comes to health and wellbeing there is space to enjoy, think and lose yourself close at hand. The sheer variety of places to live, job opportunities, great schools, services and access to the capital means

Hounslow is a place you can grow your life from starting in employment, having a family to retiring.





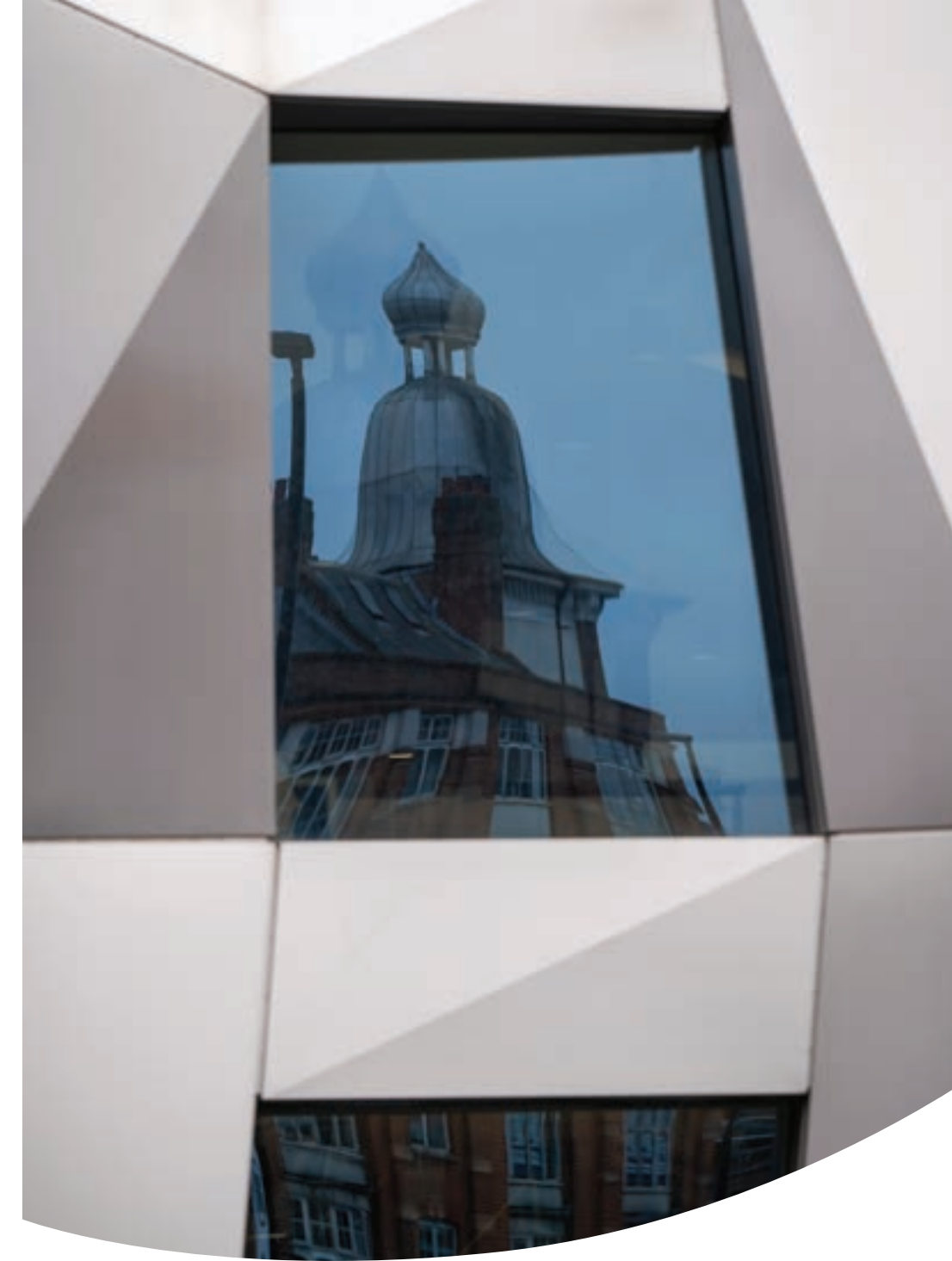
The strong sense of community allows you to do this with confidence and optimism. There is also a focus on the green economy, with plans for a Green Innovation and Enterprise Hub, and Hounslow is at the heart of the aim of doubling the city's green economy by 2030.

MARKET PLACE

-HOUNSLOW-



Hounslow is changing, growing and adapting as all places do, with development in all the towns opening up new opportunities. Hounslow is the largest centre and the civic heart of the borough attracting people for its cultural and retail offer, and more recently an expanded leisure offer thanks to the recently completed High Street Quarter.





Chiswick is an historic and bustling town with independent shops, cafes, restaurants and bars aplenty, be it on the high street or the riverside. This leafy suburb has recently benefited from a large new health centre, part of an affordable housing development for NHS workers.

Brentford is a melting pot of heritage and the contemporary. From the historic residential enclave The Butts, through to contemporary waterside living at the Brentford Project, from historic pubs, to contemporary restaurants and independent retailers, Brentford is a bustling, thriving centre, with more to come.

Feltham has a rich industrial and agricultural heritage. Its urban centre – a shopping destination for the borough – is complemented by beautiful green surroundings. An exciting future awaits with huge regeneration potential, including plans for thousands of new homes and associated retail, leisure and culture provision.

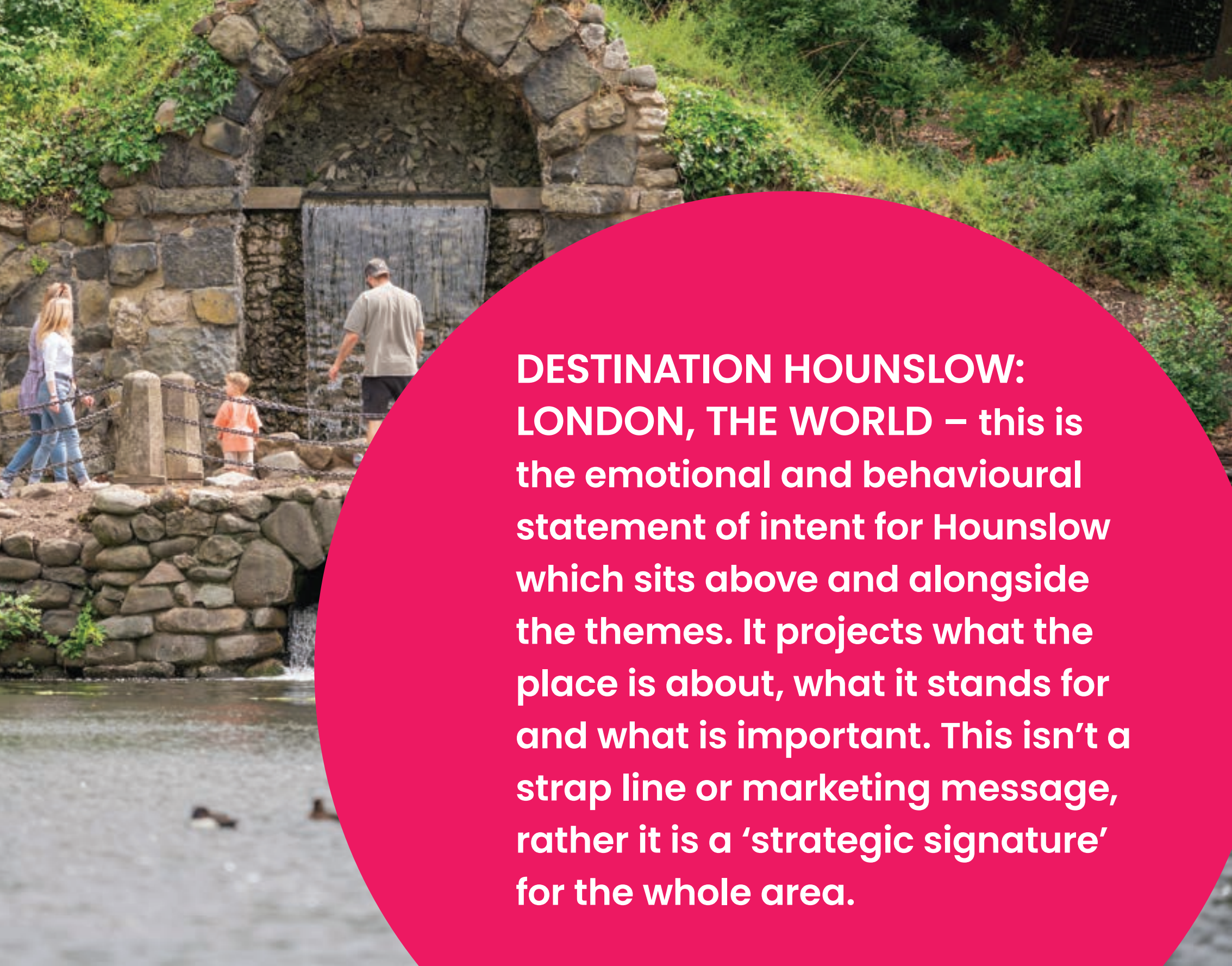




**Special places with
special spaces**

DESTINATION HOUNSLOW: LONDON, THE WORLD





**DESTINATION HOUNSLOW:
LONDON, THE WORLD** – this is
the emotional and behavioural
statement of intent for Hounslow
which sits above and alongside
the themes. It projects what the
place is about, what it stands for
and what is important. This isn't a
strap line or marketing message,
rather it is a 'strategic signature'
for the whole area.





By changing our thinking, doing things differently, we can better utilise all our assets: radiating influence, building confidence, cultivating and encouraging strong leadership, developing new relationships, bringing business and place together.





DESTINATION HOUNSLOW: LONDON, THE WORLD

LOCATION, LOCATION, LOCATION

CHAMPIONING CULTURE AND CELEBRATING CULTURES

MADE FOR MEDIA

GROWING WITH THE GREEN



Hounslow is putting itself on the map nationally and internationally, exploiting its amazing location, cultures and communities, businesses, connectivity and quality places and spaces; a truly unique proposition. It is a destination that delivers, with access to London and the world whilst providing fantastic job opportunities and places to grow your life.





Hounslow is exciting, vibrant,
gloriously multi-cultural and full
of variety ranging from Premier
League football to historic
houses, from bustling high
streets to peaceful parks; enjoy
being part of it!

Photo Credits

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