

People Places & Prosperity

Creating Inclusive & Sustainable Communities
Haringey's Regeneration Strategy



Haringey is part of London - one of the world's most successful global cities.

As a consequence of its success, London faces major pressures. Government has identified the shortage of housing and set ambitious targets. The match between skills of residents and the skills needed by the economy is poor. Five of the eight local authority areas with employment below the EU average are located in the capital. Traditional employment is being squeezed out by rising costs and globalisation. These are the challenges that London Boroughs must face up to.

Why do we need a Strategy?

Our Regeneration Strategy will ensure that maximum regeneration impact is realised from the major development projects within the Borough, making certain that individual regeneration projects are designed and delivered so that they contribute to core objectives. It will also ensure that links are forged with the opportunities that are being created in the wider London region and that mainstream Council services are oriented to best serve Haringey's regeneration objectives.

A clear strategic vision will help partners, neighbouring boroughs and regional bodies to understand how we can work together to regenerate Haringey.

It will ensure that the impact of all regeneration activity is greater than the sum of its individual components. The strategy brings together work already underway - such as, The Haringey Guarantee - with new areas of activity - for example, working more closely with mainstream Children and Young People's Services. It has been designed as a principal component in the delivery of the Council's Community Strategy objective 'economic vitality and prosperity shared by all'.



The Haringey Track Record

Regeneration is at the heart of Haringey Council activities and we have a strong track record to build on.

We have succeeded in our ambition to create a thriving creative and cultural industries cluster in Wood Green, based around the revitalisation of the nationally renowned Chocolate Factory

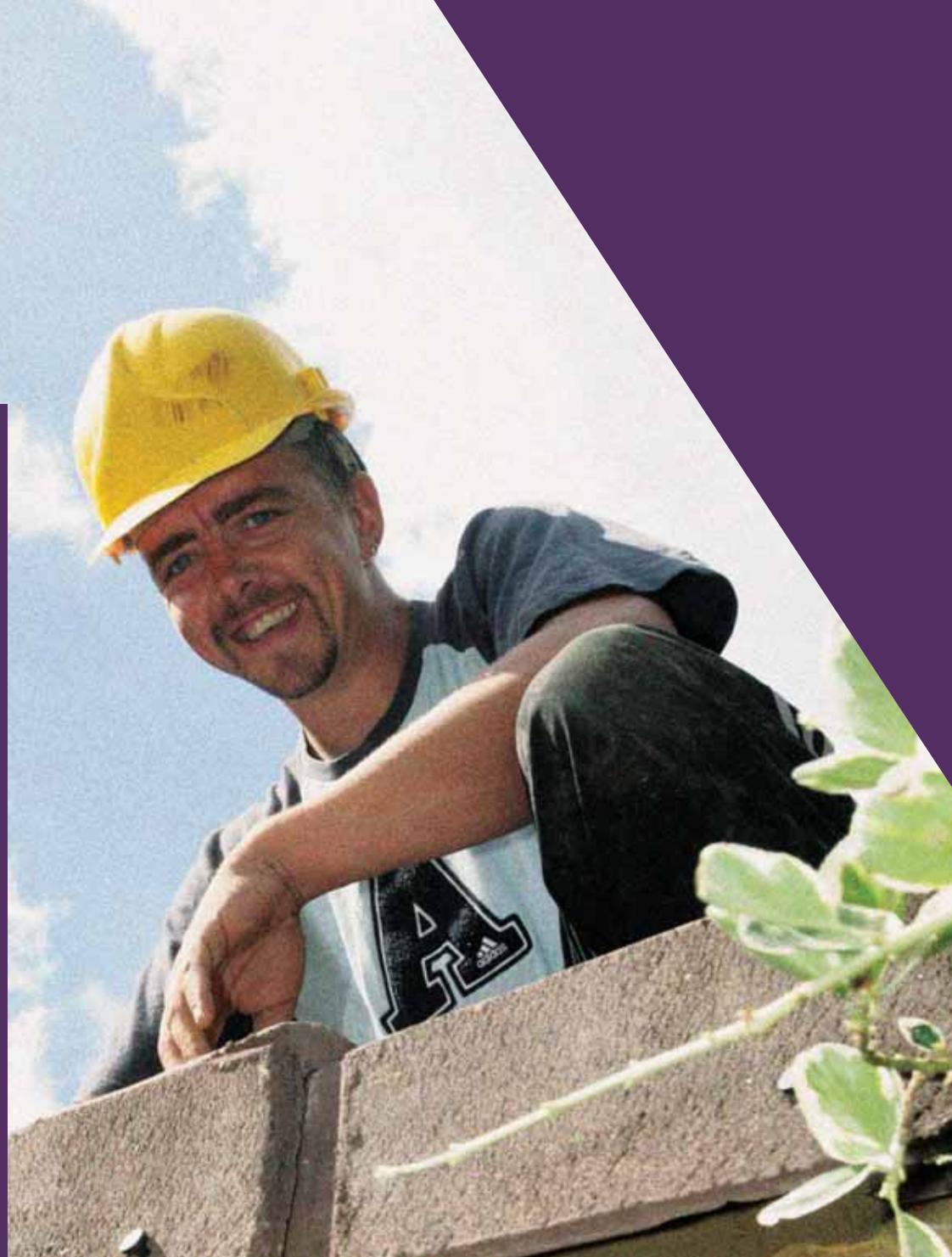
We have taken major steps towards the re-development of Haringey Heartlands. Implementation of the FIRST PHASE has already delivered 622 new homes as part of the New River development.

From completion of masterplanning for Tottenham Hale, we agreed outline planning applications for Tottenham Hale within a 12 month period. Whilst this was not an 'easy option', the Council recognised that important opportunities such as this need to be driven forward with determination.

The Council was a pivotal element of the partnership that delivered the impressive Bernie Grant Arts and Cultural Centre. The Council saw the potential of this project as a key element in the strategy to revitalise the High Road and the east of the Borough. It provides a focal point for life on the High Road, brings new visitors to the area and challenges perceptions of Tottenham.

We have launched the innovative, employer-led Haringey Guarantee offering clear pathways into work. Since its launch in the summer of 2006, 183 people have been helped into sustained employment. Our approach has attracted widespread acclaim. Currently focused on 12 wards, the programme will be rolled out across the Borough.

Haringey recognises that regeneration is about more than just 'projects'. It must also be about shaping mainstream activities to ensure they make the maximum contribution to our objectives. Here too, the Council has made excellent recent progress. Our efforts to raise educational attainment, for example, have made Northumberland Park School one of the fastest improving schools in the country and have led to a dramatic turnaround in performance across the Borough. In an increasingly knowledge based economy we will continue to make the most of our biggest regeneration asset – Haringey people.



Haringey's Regeneration Vision:
To transform the Borough and the way in which it is perceived by creating economic vitality and prosperity for all through exploitation of Haringey's strategic location in a global city, major development site opportunities and by developing the Boroughs 21st century business economy.

Objective 1: People

To unlock the potential of Haringey residents through increasing skill levels and raising employment so that they can contribute to and benefit from being part of one of the most successful cities in the world.



Priorities

This objective will be achieved through innovation in the way in which we develop and implement projects and by challenging established ways of working that do not deliver long-term sustainable outcomes. To support this, evaluation will be embedded across the programme to assess the impact of activities. Emphasis will be placed on initiatives that add value to existing services and which are easily replicated and up-scaled.

Our key priorities are

Creating strong links with Central London and major opportunity areas where significant job growth is projected including Stratford and the Olympic 2012, Brent Cross and Stansted Airport.

Position key developments in the Borough to ensure they create jobs for local people

Reducing worklessness through needs driven, employer-led programmes such as the Haringey Guarantee.

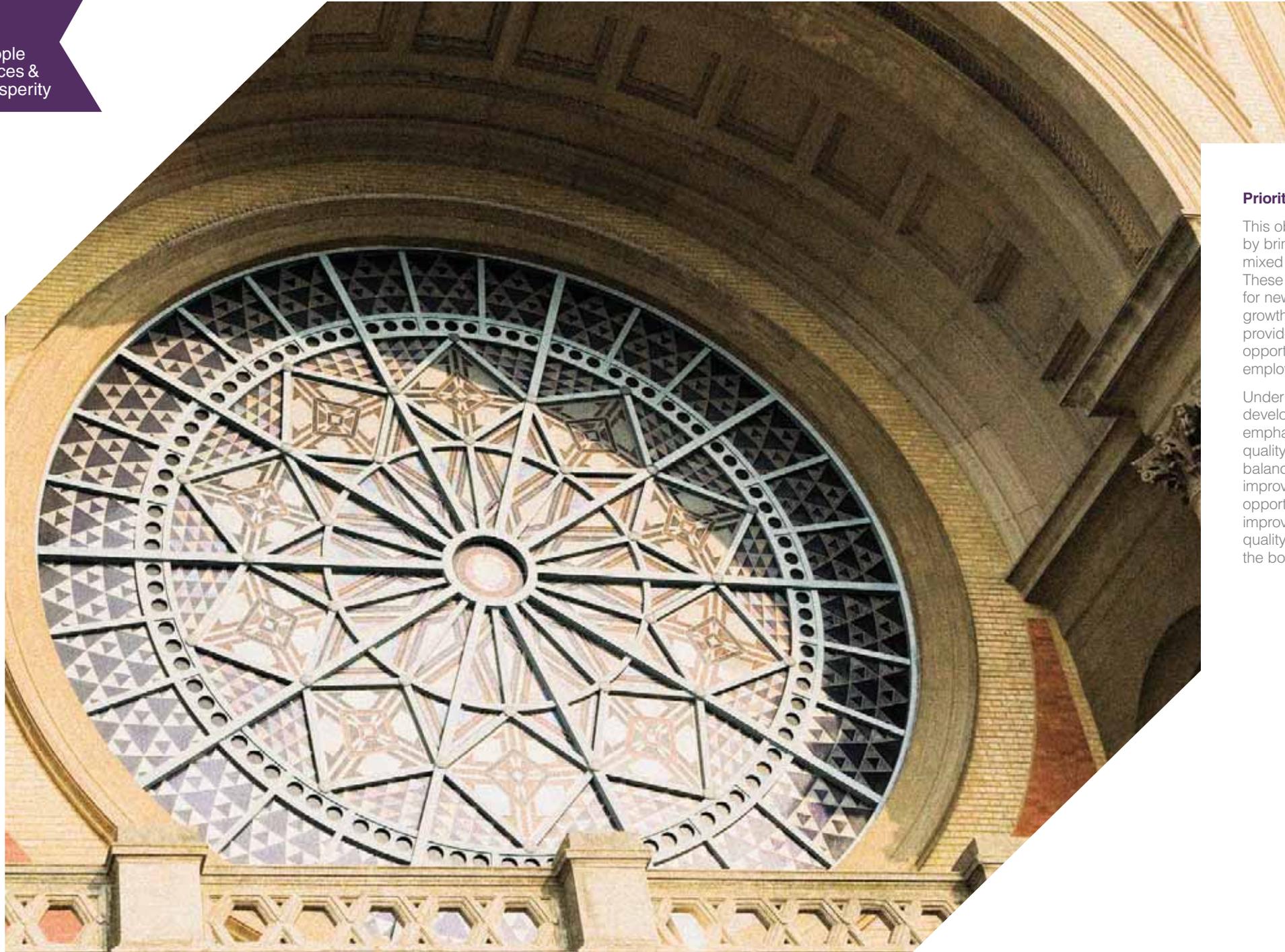
Focusing skills development on key growth sectors, ensuring that employers have access to the skills they require.

Raising educational attainment at school to ensure people have the skills and aptitude for work in an increasingly knowledge based economy.

Targeting of key groups; young people, Incapacity Benefit claimants, users of Council Services and the low skilled.

Ensure mainstream services, such as childcare and nursery provision, are clearly focused on the challenge of worklessness.

Ensure clear, co-ordinated 'packages' of services – benefits advice, childcare, etc - are offered to help people into and to stay in employment .



Objective 2: Places

To transform Haringey into a place in which more people want to live and invest by using the opportunity of major sites and key locations to create positive change.

Priorities

This objective will be achieved by bringing forward ambitious, mixed use flagship schemes. These will create attractive sites for new business, drive the growth of our key sectors and provide high quality living opportunities and new employment.

Underpinning these bold developments will be an emphasis on sustainability and quality, promotion of mixed and balanced communities, improved diversity of housing opportunity and the need to improve the supply of high-quality office and workspace in the borough.

Our key priorities are;

Transforming Tottenham through one of London's biggest place-making schemes. This includes delivery of a new town centre and major waterside residential development at Tottenham Hale, re-vitalising the area around Seven Sisters and maximising gateway opportunities centred on Tottenham Hotspurs FC to the north of the High Road.

Securing the position of Wood Green at the heart of the North London economy by driving forward major mixed use development on the Haringey Heartlands east and west sites. The new development will closely complement Wood Green's existing facilities, creating an urban centre for the 21st century.

Transforming the Lee Valley by taking full advantage of its status as one of the major business and housing growth locations for London. Working closely with partners in Enfield and Waltham Forest, our focus will be on delivering of the ambitious North London Strategic Alliance (NLSA) vision for the area.

Recapturing the Victorian vision for Alexandra Palace as a cultural, leisure and entertainment centre for the benefit of London.

Maximising the potential of cultural landmarks to create a place in which people want to live and work. This will include the redevelopment of Hornsey Town Hall as a centre-piece for the town centre in Crouch End.

Ensuring that those neighbourhoods in Haringey that suffer acute long term poverty and deprivation are linked and integrated with the bold, new developments and the opportunities they offer, to create places in which people want to live and stay.

Attracting investment from central and regional government for improvements to transport & infrastructure to support the development of sites and ensure transport routes effectively connect people to key job growth locations

Priorities

This objective will be achieved by recognising the needs and aspirations of businesses, investors and consumers. Our programme will provide the necessary support and infrastructure with which businesses can grow and develop within the Borough and offer investors and consumers attractive opportunities to engage with the Haringey economy.



Objective 3: Prosperity

To develop a 21st century business economy that offers opportunities for sustainable employment and enterprise, to help make Haringey a place people want to work, visit and invest in.

Our key priorities are;

Unlocking the entrepreneurial talent

in our most successful growth sectors. These are;

- cultural & creative industries
- food and drink production and distribution
- professional services
- hospitality, leisure & tourism
- retail

Making full use of the opportunities offered by new developments in the Borough to create business space that better matches the needs of business, in particular our growth sectors.

Provision of good quality, simple to access, business support that businesses want and value.

Capitalising on Haringey's locational advantages and the exciting new developments in the Borough by marketing a dynamic, changing Haringey in order to generate new investment.

Delivering high quality Town Centres to ensure they thrive in a changing leisure and retail environment and meet the needs of ever-more demanding consumers.

Building on Haringey's young, ethnically diverse community to take full advantage of innovation and global trade opportunities and promote entrepreneurialism

Make the relationship with the Council an asset for business by improving the quality & responsiveness of Council services. This will help both retain existing businesses and encourage new ones to invest in the Borough.

Using the enormous procurement and purchasing power of businesses, especially the public sector, to create opportunities for local businesses including social enterprise businesses

THE HARINGEY CONTEXT

Haringey is strategically located in the London-Stansted growth corridor. With strong links to the City, West End and Stansted Airport the Borough is very well placed for both business and commuting.

We are part of an economic powerhouse. The area of Inner London, which includes Haringey, generates 12% of the UK's wealth.

By 2016 approximately 350,000 new London jobs will have been created within one hour's commuting time of Haringey. These include the exciting new opportunities being created at Stratford City and the Olympic 2012, accessible by rail in 15 minutes from Tottenham Hale.

The Upper Lee Valley (ULV), including major sites around Tottenham Hale, forms the largest Opportunity Area in London as defined in the London Plan. The London Plan targets the provision of 25,000 new homes in the ULV by 2016.

Haringey Heartlands and Tottenham Hale are defined as Key Growth Locations in the London Plan. Between them, these sites alone could generate over 900 new jobs and 8000 new homes. They present a 'once in a lifetime' opportunity for the Borough.

Despite its major advantages, 28% of Haringey residents live in areas that are amongst the 10% most deprived in the country. 90% of these deprived areas in Haringey are in Tottenham.

The employment rate in Haringey is 69% compared to 74% nationally. There are 47,000 workless residents in Haringey, of whom 12,150 people are in receipt of Incapacity Benefit, 6,720 people in receipt of JSA. 1,800 workless residents would like to find work.

Government has an aspirational target for full employment of 80%. This sets a target for Haringey of 16,600 extra people into employment – getting those who want to work into work. This presents a huge, but not insurmountable, challenge.



THE HARINGEY CONTEXT

Haringey's high levels of worklessness are linked to housing tenure. The 2001 Census found that the employment rate in Haringey amongst those aged 16 to 74 of the population living in social housing was only 36% compared to 56% for all people aged 16 to 74 living in the borough.

Haringey is characterised by its polarised skills base. Some 21% of the Borough's working age population has a level 1 or below qualification while 40% have a level 4 or above qualification.

The level of qualifications held by Haringey's working age population varies significantly between the east and west of the Borough. In Hornsey and Wood Green only 6.8% of residents have no qualifications compared with 22% in Tottenham. Some 54% of Hornsey and Wood Green residents have a level 4 or above qualifications compared with just under 25% in Tottenham. Currently 43% of

jobs in London are filled by employees with level 4 (degree level) and above qualifications. GLA Economics forecasts that by 2020, the demand for highly skilled workers will increase to the extent that 50% of employees in London will have a level 4 qualification.

Haringey is home to 8,500 businesses that together employ 61,000 people. The Borough accounts for 2.2 per cent of all business in London and 2.2 per cent of all employment across London.

The public sector is the biggest employer in the borough accounting for 27.9 per cent of all employment.

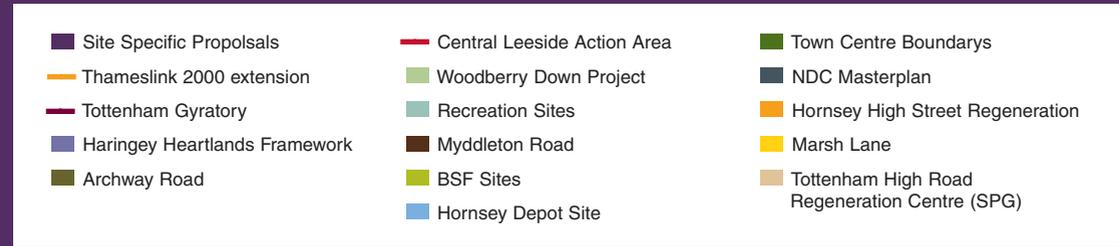
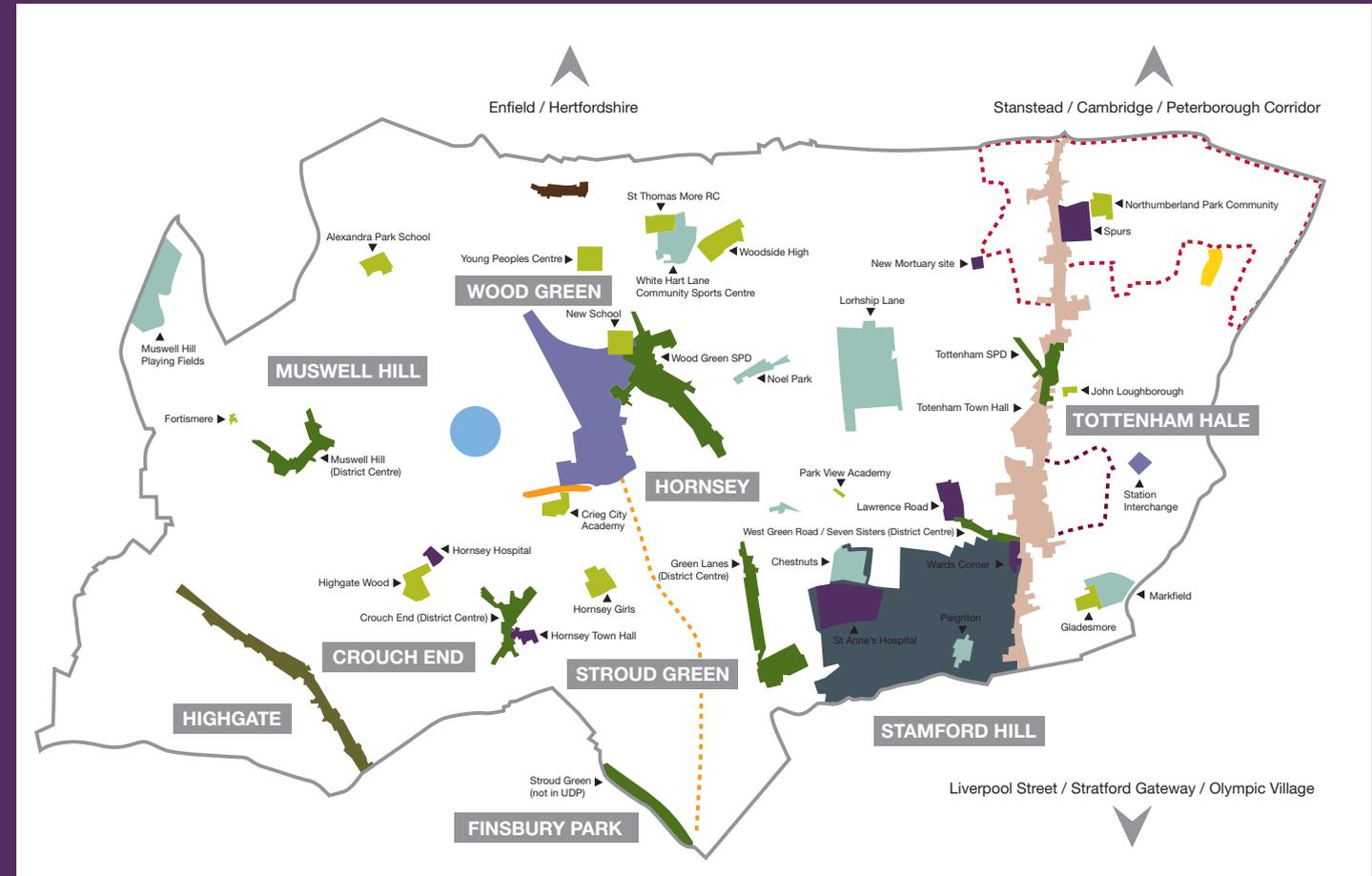
The share of manufacturing employment in Haringey has declined from 12.7 per cent in 1998 to 7.5 per cent in 2006.

22% of Haringey businesses cite the size of their current premises as a 'major problem'.

The Haringey business community is dominated by microbusinesses. 77% employ between 1 and 4 people, 13% more than the national average.

Across Haringey rates of self-employment are rising, a useful barometer in identifying trends in entrepreneurship and enterprise. They currently stand at 18%. However, levels in Tottenham are very low at just 5.2% and even lower in certain deprived areas and sections of the community.

Haringey benefits from the activities of many enterprising and economically active individuals who work within the voluntary and community sector but who do not perceive themselves working within 'enterprises'. There are 754 known organisations within this sector in the Borough, the majority based in Tottenham.



People Places & Prosperity

For more information please contact: Anola Eddo
Tel: 020 8489 2934 **Email:** anola.eddo@haringey.gov.uk

Published by Haringey Council's Communications Unit 19792. 08/2008