

Inward Investment and Business Growth Case Study – BAA

The West London Business Inward Investment and Business Growth team has been working closely and continuously with the operator of Heathrow Airport since the formation of West London Business in 2001.

Heathrow employs 72,000 staff, of which 4,600 work for BAA Heathrow. The airport is a key economic asset for West London that plays an important role in securing inward investment and assisting business growth. As well as facilitating contacts between BAA Heathrow and local boroughs through the West London Partnership and various sub-groups, West London Business has provided lobbying and publicity support for the Terminal Five project for its duration.

West London Business has supported BAA Heathrow's hugely successful Meet the Buyers annual event, which has been running since 1997 and is also sponsored by Heathrow City Partnership, Business Link and local boroughs. We work closely with BAA Heathrow to promote the event to the local business community and boroughs. Over the last 10 years, Heathrow Meet the Buyer has helped local communities win business worth an estimated £70m.

West London Business is currently active in supporting BAA Heathrow's new investment and development plans, working closely with them on Future Heathrow, the lobby group. We represent Future Heathrow on the Heathrow Airport Consultative Committee, which brings together BAA and a wide range of local councillors and interest groups.

Through this diverse business growth agenda, WLB has played an important role in ensuring that BAA Heathrow has been fully engaged with local boroughs and communities as well as the business sector on a wide front. We have helped BAA play a positive part in strategic planning and contributed to their community and corporate responsibility objectives.

Joe Hardman, Economic Development Manager at BAA Heathrow said: "Working in partnership with WLB has created many positive impacts for BAA Heathrow in West London. They provide a unified business voice for the area, lobby government and other stakeholders on important issues and help companies like BAA Heathrow network more effectively with the wider business community".

For further information about how the team at West London Business can support your company in West London, or for further information about BAA, contact Russell Harris on 020 8607 2508, russell.harris@westlondon.com.