



**WEST
LONDON
BUSINESS**
INSIGHT | VOICE
| CONNECTIONS |

T: 020 8607 2500

E: info@westlondon.com

Twitter: [@westlbusiness](https://twitter.com/westlbusiness)

Paul Lewin
Team Leader Planning Policy
London Borough of Brent
Civic Centre
Engineers Way
Wembley
HA9 0FJ
Planningstrategy@brent.gov.uk

3 January 2019

Dear Paul,

Brent Preferred Options Local Plan November 2018 Consultation

West London Business (WLB) is a business-led non-profit established in 1994 with a board including firms such as PwC, Fullers, Kingston Smith LLP, Brunel University London, micro enterprises – and Heathrow. Our mission is to ensure that West London remains the best place to do business. West London is an amazing sub-region: it's a £73bn economy and the second largest economic powerhouse in the UK. Our members work together to raise West London's global economic competitiveness, whilst pursuing social and environmental sustainability.

WLB operates the Park Royal Business group (PRBG) which includes in its area of interest the Western edge of Park Royal outside the OPDC jurisdiction and inside the area covered by the Brent Local Plan.

5.7 SOUTH WEST SITE ALLOCATIONS: Preferred Policy Options BSWA1- BSWA16 and associated material

Comments:

The Abbeydale/Northfields West and the Alperton Central sites are respectively a Strategic Industrial Location (SIL) and a locally significant industrial site (LSIS). As such, there should be no residential buildings developed on these sites, and we welcome the Council's approach to maintaining this critical usage and intensifying the industrial uses of these sites.

Our preference is that 'Northfields West' is referred to as 'Abbeydale Estate' in the Local Plan.

Alperton North is also a LSIS and although we accept the Council's approach to intensification through co-location for this site, this should be supported by a high-quality design of the buildings. This is critical if industrial floor space is to be successfully maintained alongside other uses.

www.westlondon.com

West London Business Ltd
Company limited by guarantee, registered in England number: 02934029
VAT registration number: 674069512

Both the Old Oak and Park Royal Development Corporation (OPDC) and City Hall have done some work around the practical implementation of industrial intensification (e.g. Industrial Intensification Study published in September 2017).

While we believe that intensification is the way forward for these sites and that the design of the buildings will need to be carefully planned, we also believe that the public realm surrounding the buildings in our industrial estate should be improved to support a larger number of workers. Aging infrastructure (power and ducting for telecoms) also needs investment in these estates. These goals should be explicitly referenced in the Local Plan.

Lastly, while we recognise the important of developing more space for businesses to grow – incubators, accelerators and co-working spaces (IACs) – affordable 'move-on' spaces for young companies should not be forgotten in Brent. The Local Plan should include reference to the desirability of 'move on' space as part of the mix.

6.4 ECONOMY: Preferred Policy Options BE1-BE9 and associated material

Comments:

We note that there's almost no reference to broadband and fast internet connectivity in the Local Plan.

Making sure that businesses and residents in the borough have access to a fast internet is crucial for the economy of the area and the Council should commit to develop a robust digital infrastructure. As such, we welcome the Council's commitment to move towards 5G across the borough, but would also welcome a more developed digital infrastructure policy, in particular an explicit commitment to request gigabit fibre connections (FTTP) in all new residential and commercial buildings. This should be supported by ducting on and off the premises that allows multiple service providers to 'blow' their fibre through the ducts.

Businesses will typically want wireless connections as back-up, but wired connections as their primary means of accessing the internet.

7 DELIVERY & MONITORING: Contents and associated material

Comments:

The Council should make explicit in the Local Plan that it retains the option of using Compulsory Purchase Orders to support the land assembly to deliver intensified use of industrial sites.

We would also encourage the Council to consider committing in the Local Plan to develop a Supplementary Planning Guidance document regarding public realm, roads, and pavements in industrial estates to ensure the improvements referenced above are delivered.

www.westlondon.com

West London Business Ltd
Company limited by guarantee, registered in England number: 02934029
VAT registration number: 674069512

Please do not hesitate to contact us directly if we can expand on any of the points above.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Andrew Dakers', with a stylized flourish at the end.

Andrew Dakers

Chief Executive

andrew.dakers@westlondon.com | M: +44 (0)7788 116159

www.westlondon.com

West London Business Ltd
Company limited by guarantee, registered in England number: 02934029
VAT registration number: 674069512