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Mark Frost
Head of Transport
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18 January 2019

Dear Mark,

Workplace Parking Levy (WPL) 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.

We support the collaboration by north-west London boroughs on transport and other strategic issues facing the sub-region through partnership with the West London Alliance/ WestTrans. Our report 'Keep West London Moving' endorsed the need for investment in the Golden Mile Line, as well as other orbital rail routes and sustainable modes of transport.

SURVEY QUESTIONS

7. Overall, what is your level of support for a WPL in the Golden Mile?

Support.

8. Do you agree with the proposed boundary of the WPL?

Assuming that the Council's view is to raise funds from development sites outside the WPL boundary (Eastern section of Golden Mile) to support the West London Orbital overground route, then the proposed WPL boundary is about right.

9. Please rank which transport improvements you think are the most important for the area?

No view.

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10. What level of charge do you think is most appropriate?

Inclined towards £750; but would like to see more financial detail on costs of proposed improvements as these become available.

11. Do you agree with the proposed exemptions? Are there any exemptions you would like to remove, or add to the list?

Yes

12. Do you have any further comments on the proposal? In particular, if you opposed the scheme, we would be very interested in your view on whether transport improvements are required in the area, and if so how they could be funded.

- *Context* – It is important the London Borough of Hounslow, as it takes a view on the way forward with regards to the WPL, takes due consideration of the uncertain economic climate in which the private sector is operating at this time. Of course, as a private sector community we also recognise the significant financial pressures facing our local authority partners and Transport for London in raising investment for public transport improvements to keep West London moving. We welcome the proactive approach that London Borough of Hounslow is taking to this constraint on sustainable growth.
- *Additional research/ development of business case* – We would welcome further information on the Council’s research regarding future economic benefit (e.g. additional labour pool within easy reach of Golden Mile) being published for public scrutiny and to inform further dialogue. To provide further context for WPL, it would also be helpful to have an overview of the total capital investment the Council believes is required for the full range of transport interventions needed around the Golden Mile opportunity area and the mix of funding strategies being deployed.
- *Alternative fundraising strategy* – We wonder whether the Council has considered a Private Bill route (<https://www.parliament.uk/about/how/laws/bills/private/>) - using Local Government Act 1972 section 239 powers - to funding the Golden Mile Line. This might enable existing/ future residents that would benefit from uplift in property values make a contribution to Golden Mile Line – as well as business community – to contribute to funding the scheme.
- *Improvements to proposals* – If London Borough of Hounslow decides to proceed with the scheme, we would welcome:
 - A Governance mechanism for WPL payers to have a voice in reviewing the performance of the scheme during its lifecycle.
 - A commitment to transparency on scheme costs. If the scheme is ultimately delivered with lower costs (for example, through alternative technologies or private operation of line) savings should be passed back to levy payers through reduced annual charges or an earlier “sunset”.
 - A sunset clause – The WPL should end when the original capital costs of Golden Mile Line have been paid. At this point LB Hounslow would have to make a new business case for further investment in transport infrastructure through a WPL.
 - Brand recognition/ positive PR for contributors – Companies contributing to the WPL should receive brand recognition on the Golden Mile Line trains and/or stations in recognition for funding the scheme. Companies should be able to nominate their main brand or consumer facing sub-brand for this placement opportunity (e.g. Sky versus Sky

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Now). This might enable contributions to the scheme to be part funded through businesses' marketing budgets and also for this to be recognised as a significant local community investment by the private sector.

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

Yours sincerely,



Andrew Dakers

Chief Executive

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ⁱ Keep West London Moving (Final report, August 2018) – Foreword by Lord Bilimoria
<https://www.westlondon.com/wp-content/uploads/2018/08/WL-Transport-and-Infrastructure-Policy-Commission-August-2018.pdf>

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