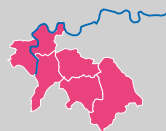




# Distinctly South London

The South London Partnership's growth agenda



# South London makes a significant and distinctive contribution to London as a World City.

The South London Partnership is a sub-regional collaboration of five London boroughs: Croydon, Kingston upon Thames, Merton, Richmond upon Thames and Sutton.

If we were a city we would be the 4th biggest in the UK.

Together, we make a significant and distinctive contribution to London as a World City and are well positioned to contribute to wider growth opportunities in the capital and south east of England.

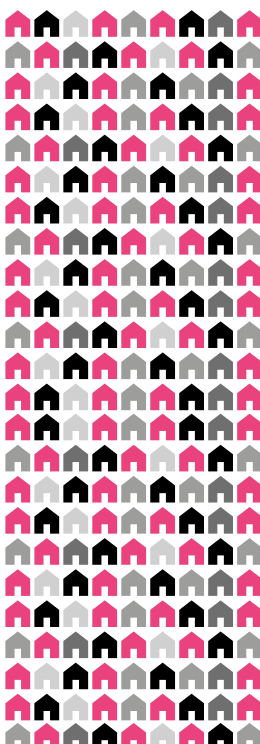
Population  
**1.1 million**



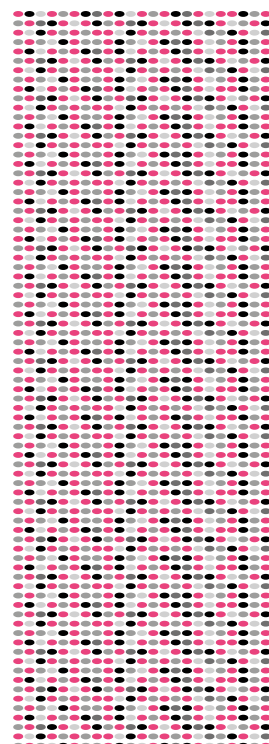
Businesses  
**12,800**



H o m e s  
**463,510**






G V A  
**£28 million**





Long-standing joint working between the South London Partnership boroughs has been strengthened in the last year with a refreshed political commitment, focused on the triple goals of:

-  Shaping sustainable growth;
-  Securing devolution to unlock opportunities; and
-  Driving efficiency.

The South London Partnership will work with government, the Mayor of London, other London boroughs and neighbouring local authorities outside London, other public sector bodies and institutions, business, and communities to pursue these goals.

This prospectus highlights key plans to build on our current strengths and contribute to addressing the growth challenge in London. We also signal the potential for even greater sustainable growth, with a comprehensive offer across the sub-region blending places where people want to live and a thriving location for businesses and jobs.

We are committed to exploring wider options and innovating to support growth and benefit our communities. To unlock this, we will be seeking investment, powers and collaboration from government, the new Mayor and others.



**Cllr Tony Newman**  
Leader of Croydon Council



**Cllr Kevin Davis**  
Leader of Kingston Council



**Cllr Stephen Alambritis**  
Leader of Merton Council



**Cllr True**  
Leader of Richmond Council



**Cllr Ruth Dombey**  
Leader of Sutton Council



## A pivotal location

- Access to central London - 15 mins by train from Croydon, Richmond or Wimbledon
- Connectivity to London and Coast to Capital LEPs
- Access to other growth opportunities in London and South East England
- Between Gatwick and Heathrow
- Crossrail 2



## A skilled workforce and a strong education and skills offer

- Over half of South London residents have a higher education qualification and over half work in knowledge industries
- Some of best performing schools in country, well above average results at GCSE
- A range of high performing further and higher education provision



## A thriving and varied business base

- Expanding technology cluster with Croydon Tech City and Wimbletech Hub
- Strong retail, including Kingston the 3rd biggest retail destination in London after the West End and Oxford Street, attracting 20 million visitors a year and the Westfield/Hammerson £1 billion redevelopment of Croydon's retail centre
- Strong tourism with four of the top 20 most visited paid attractions in London
- World class research with spin-off commercialisation, including the London Cancer Hub
- Dynamic cultural and media industries in South Wimbledon and Kingston
- Kingston was the UK's first BID and since then further 10 have been established, with 2 more are under consideration
- Strategic industrial land – providing valuable high value added employment space



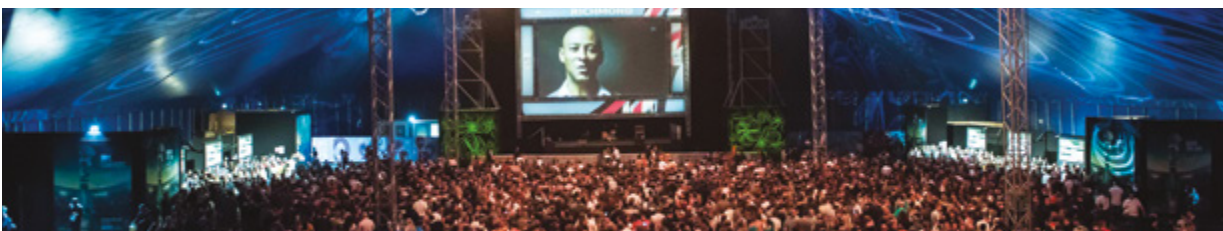
## A place to work or base your business

- Thriving SMEs, micro-businesses and entrepreneurship with six times as many business start-ups as the London average and one of the best survival rates
- Croydon is the largest office location outside central London
- Location of choice for global headquarters like Haymarket Publishing in Twickenham or Subsea 7 in Sutton
- More than 50% of residents in the 5 boroughs work within sub-region



## A full range of housing offers across the sub-region, from high end to affordable, with places that people want to move to and live in

- Sutton tops the list of 99 areas with most in demand property in the UK
- 31,000 new homes by 2025 in London Plan – with the potential for more

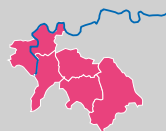


## A strong quality of life offer that attracts people and businesses

- Village feel and vibrant communities and voluntary sector
- Major cultural, sports and arts attractions
- Richmond is the happiest place to live in London, with Kingston and Sutton also in the top five
- Some of London's best open spaces
- Low crime

### But, South London faces some significant challenges for growth:

- poor transport infrastructure – overcrowded trains and roads and a lack of orbital connections
- increasing challenges of housing affordability
- past lack of strategic collaboration with the Mayor / Government and investment unlock opportunities



South London has capacity for growth. A range of programmes are already in place or being developed across the sub-region, demonstrating the commitment to shaping sustainable growth in homes and the economy and jobs:

**1 Croydon Growth Zone – a development the size of Ebbsfleet by 2031**

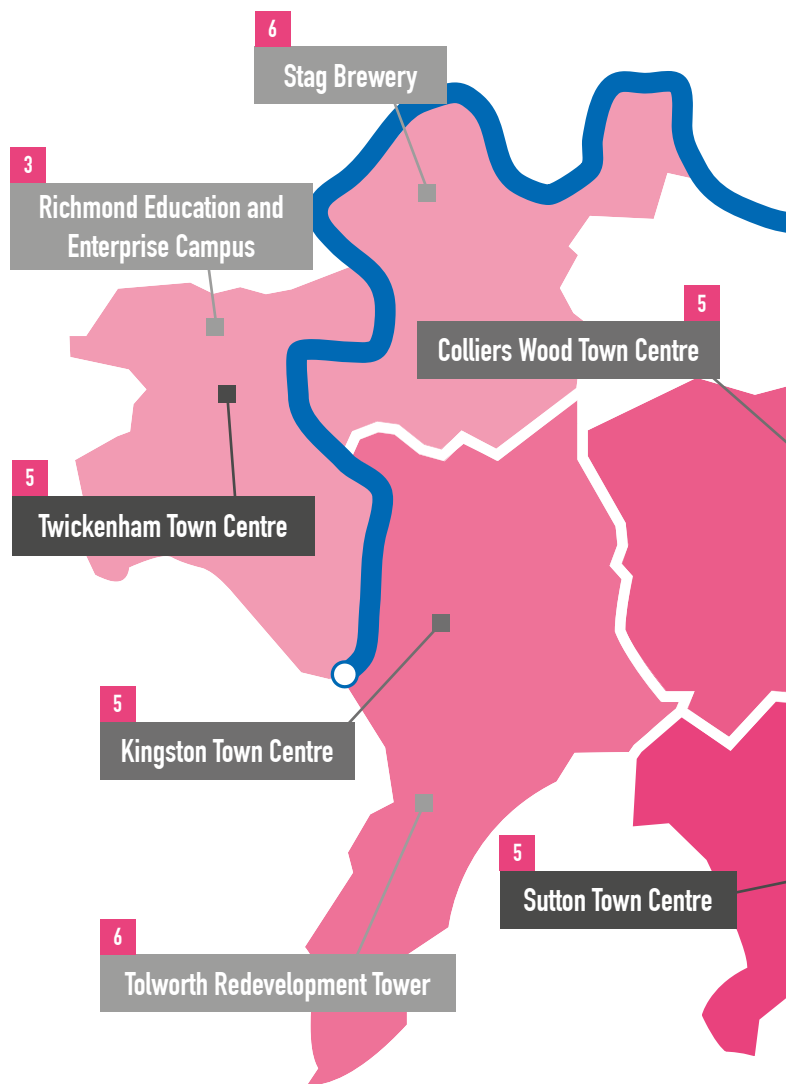
- 23,500 new jobs, with annual GVA of £1.2 billion
- 1 million sq feet new office space, 2m sq feet new commercial space, 1.5m sq feet state of the art retail, leisure & restaurant
- 8,300 new homes

**2 Housing Zones**

- Morden Town Centre – over 1,000 homes, 40% affordable
- Sutton One – 12 key sites, 7 in the town centre & 5 in Hackbridge. eight priority sites will deliver over 1,600 homes, 25% affordable and a mix of 1 and 2 bedroom and family units

**3 Enhancing education and skills**

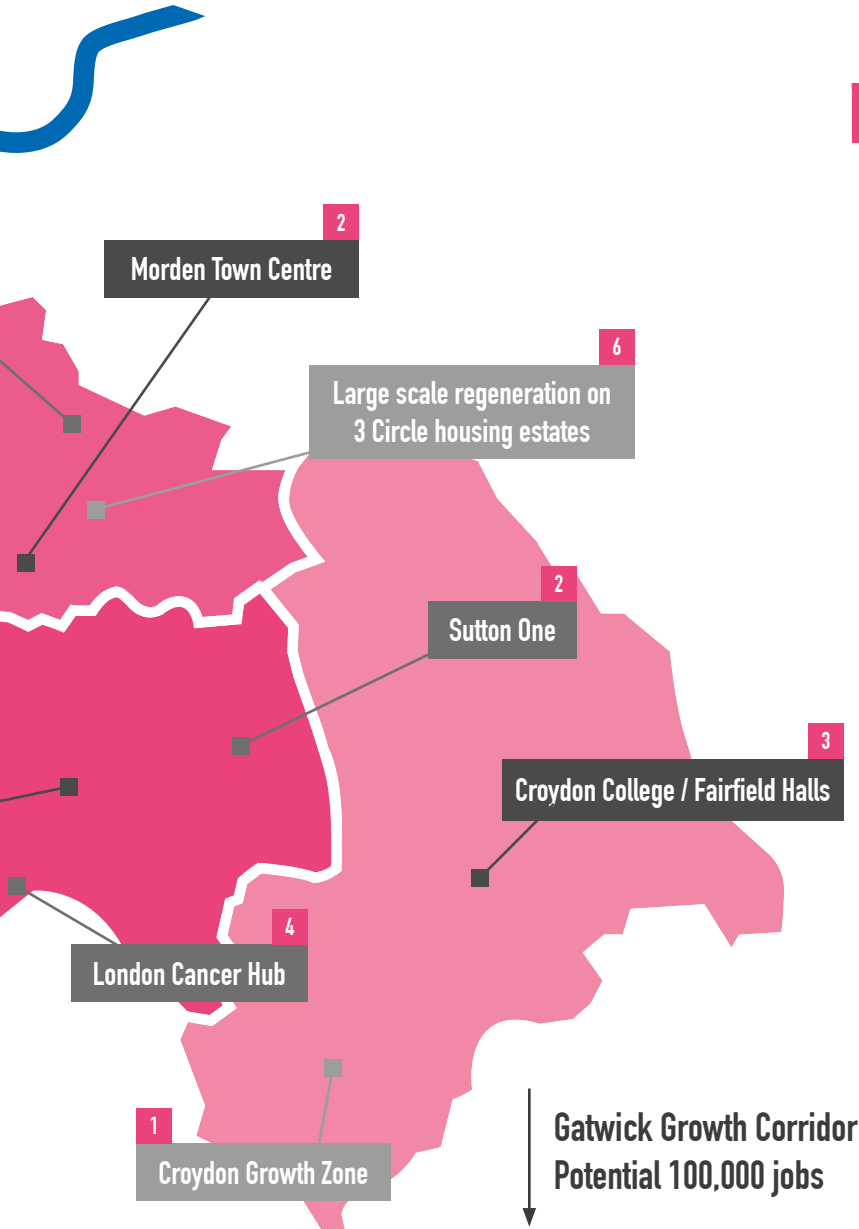
- Richmond Education and Enterprise Campus – redeveloping a college and school, building a new school and creating a new tech hub and digital incubator
- Croydon College campus redevelopment as part of wider Fairfield Halls/College Green plans



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**London Cancer Hub**

- Developing a world-leading campus for cancer research, diagnosis, treatment, education and biotech commercialisation
- 192,000 sq metres of space for enterprise, research and medical facilities
- Potential 9,000 new jobs



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**Town centre development:**

- Sutton - £400 million investment for retail, headquarters and housing
- Kingston - seeking Opportunity Area status to build on other multi-million pound redevelopment schemes.
- Morden – town centre and transport interchange
- Colliers Wood
- Twickenham

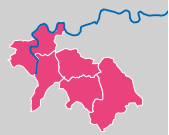
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**Estates regeneration and development sites**

- 3 Circle Housing estates delivering 1,500 additional homes
- Tolworth
- Stag Brewery in Mortlake

**Building the capability to deliver:**

- Croydon Development Company – a commercial arm of the council for securing housing development that, through clever use of existing sites, has the potential to deliver an additional 1,000 homes
- Sutton Living – a housing company using prudential borrowing to build and working with the private sector to unlock sites and stimulate construction



## The South London Partnership is committed to:

- Working together and with partners sub-regionally to unlock and support the delivery of key economic development, growth and regeneration opportunities
- Connecting and enhancing individual growth opportunities to increase their total potential and accelerate delivery
- Working with surrounding areas to support their growth ambitions
- Exploring new and innovative mechanisms to fund and support growth
- Securing the social infrastructure and enhancing the quality of life to ensure that growth in our area is sustainable

## We will also need the support of government, the new Mayor and others to remove barriers and unlock the potential for sustainable growth in south London, including to:



### Secure new transport infrastructure and improve public transport services

**Our priorities include:**

- Improve suburban rail services
- Secure new heavy and light rail infrastructure – including Crossrail 2 and Tramlink extensions
- Strengthen orbital links
- Improve the efficiency of the road network





## Secure investment

### Our priorities include:

- Secure an SLP 'Growth Deal'
- Remove restrictions on borrowing
- Secure further financial devolution beyond business rates eg national insurance and other property taxes
- Explore new financial mechanisms eg a Revolving Infrastructure Fund



## Ensure government and London policies support our ambitions and strengthen partnerships

### Our priorities include:

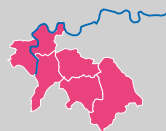
- Exempt us from permitted development rights to change office to residential use
- Secure a stronger voice in planning housing and other development
- Ensure the new Mayor's London Plan, economic development and other strategies support the opportunities in south London



## Devolve powers

### Our priorities include:

- Pursue the London devolution opportunities on adult skills, employment support and health – and exploring opportunities to go further
- Explore devolution of funding, functions, powers from the London LEP to a sub-regional board



# Making it happen

The South London Partnership is a cross-party partnership committed to working together to shape sustainable growth in south west London.

We have established a Joint Committee to strengthen our sub-regional collaboration and be ready to take on new powers and responsibilities.

Building on a track record of joint working, we have established a new team to drive the next stage of our work.

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Over the coming months we will be building momentum through:

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### Developing our focussed growth proposition –

Setting out an enhanced 'offer' and what would be needed to unlock it

### Strengthening partnerships

With government, a new Mayor, businesses and other partners, make the case for South London and secure what we need for growth for the benefit of our residents.

### Pursuing devolution to support our goals –

Pursuing existing opportunities in skills, employment support and health and developing a devolution deal for South London.



LONDON BOROUGH OF RICHMOND



LONDON BOROUGH OF SUTTON



LONDON BOROUGH OF CROYDON



LONDON BOROUGH OF MERTON



If you want to work with us or find out more about the South London Partnership and what we are doing, please contact:

**Sarah Sturrock,**  
 Director, South London Partnership

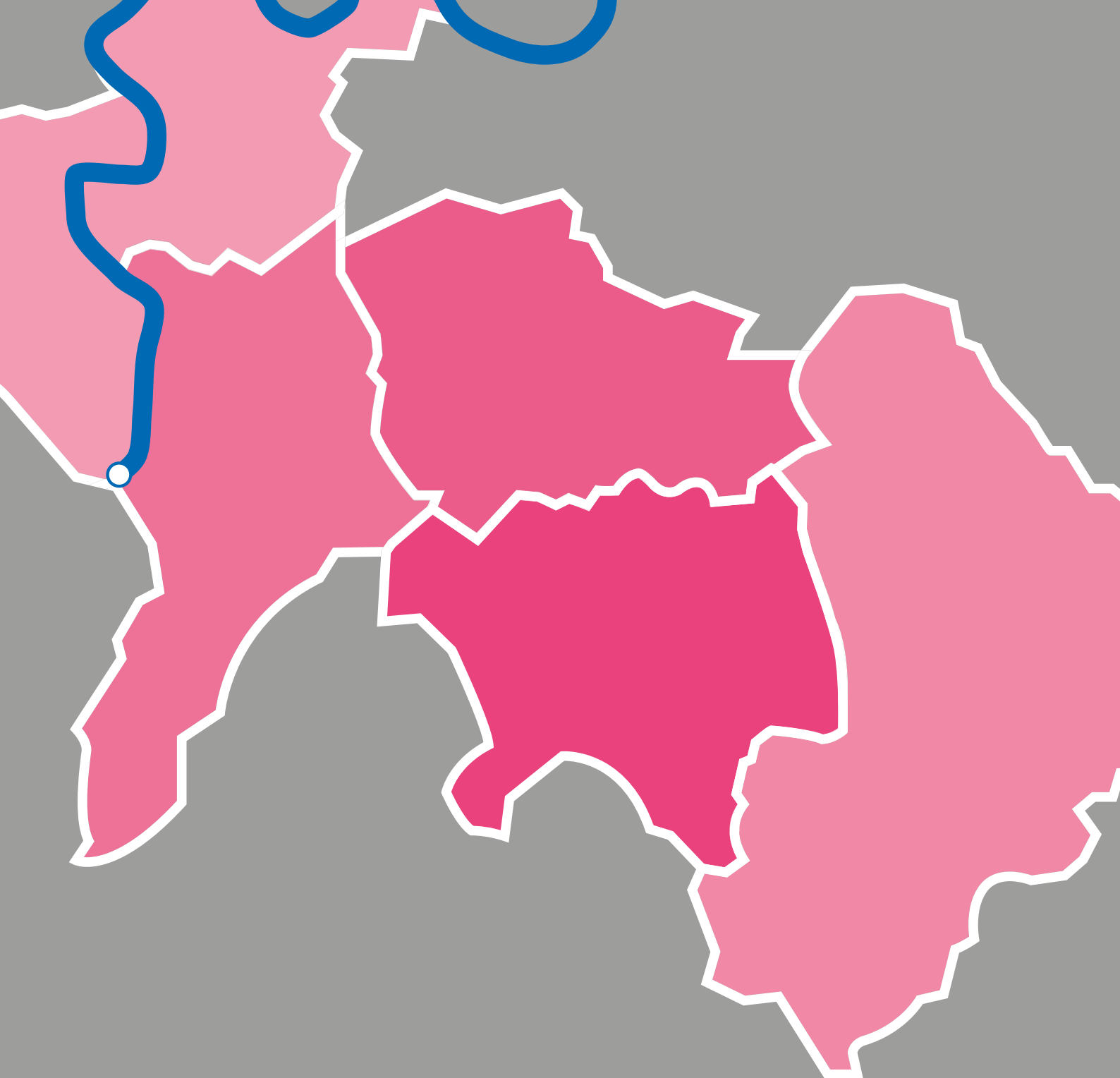
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LONDON BOROUGH OF KINGSTON





**CROYDON**  
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