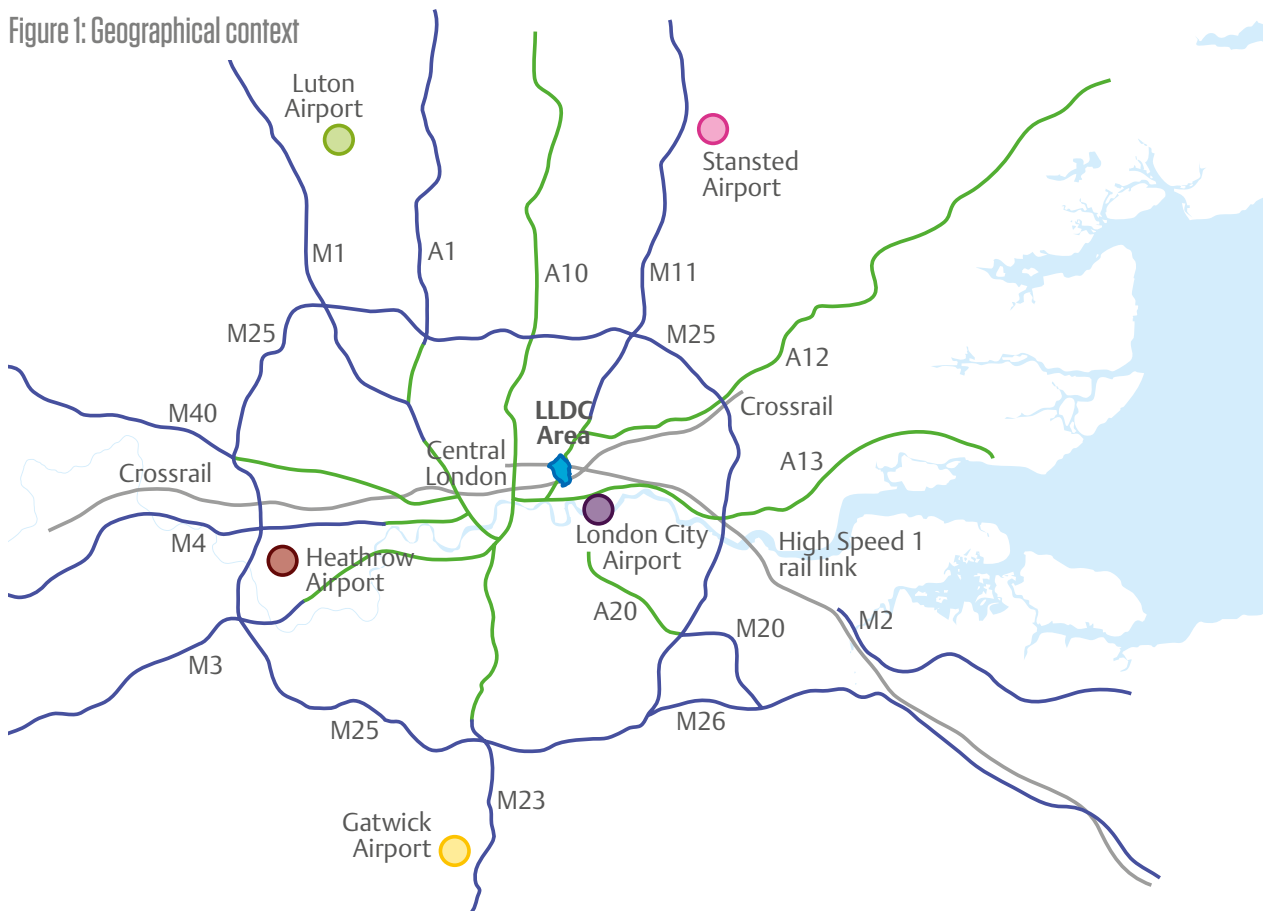




# OUR AREA

- 2.1** This section sets the scene in regard to the role of the Legacy Corporation and the baseline position of the Local Plan. It sets out the historical context and current profile of the Legacy Corporation area, and the challenges and opportunities faced in creating the economic growth and development proposed.
- 2.2** The timeline at paragraph 2.4 shows how this part of east London has evolved from the significant development which occurred within the Victorian era through industrial decline to the current rejuvenation. The current profile at paragraph 2.5 provides context to the establishment of the Legacy Corporation, and justifies the role of the Legacy Corporation in improving prospects and achieving convergence. Paragraph 2.6 highlights the main challenges and opportunities faced in this task of creating employment and educational and commercial growth, building a significant number of new homes and providing infrastructure, all which will take place over the Plan period.
- 2.3** The Legacy Corporation area is located within east London, approximately four miles from the Central Activities Zone. It occupies a key strategic location at the meeting point of the London–Stansted–Cambridge–Peterborough growth corridor and the Thames Gateway Growth Corridor. Within London, the area is directly connected to the major business and growth hubs of Central London, Canary Wharf and the Royal Docks.

Figure 1: Geographical context



## 2.4 History

	43–410 AD	1086	1800s	1900s	Late 1900s –
Pre-Roman	Roman Britain	Medieval	Industrial expansion	Decline	Regeneration
Marshland and farm land along the spine of the River Lea	Settlements at Stratford	Eight tidal mills Cistercian abbey at Stratford Langthorne  Early development of industry	Expansion focused around waterways and railways  Industry at Fish Island intermingled with back-to-back terraces	Bomb damage Redevelopment with housing estates  Loss of employment and manufacturing  Under-utilisation of land  Deprivation	Channel Tunnel Rail link  Westfield Stratford City  Olympics and Paralympics  LLDC formed

## 2.5 Current profile



## ECONOMIC



- High employment rate – 63 per cent, and most are full time employees, working in professional occupations
- Below London average unemployment level
- A greater potential workforce, with lower levels of retired people than the London average
- Considerable growth of businesses and high employment growth, more than the growth in London
- A greater proportion of micro businesses and SMEs, more than London and the four boroughs
- High proportion of jobs in ICT and Digital industries indicates that the area is becoming an innovation and hi-tech hub.



## SOCIAL



- The Mayoral Development Corporation (MDC) Area is a fast-growing area, with a current population of approximately 26,000, up 16,000 from 2012
- The population of the Legacy Corporation area is relatively young with over 60 per cent being under 34, and only four per cent over 65
- More than half of the population holds a degree level qualification, outperforming London and England
- Greater private rented housing stock, nearly double the London average
- East London has some of the most deprived local authority areas within England: Hackney, Newham and Tower Hamlets have some of the highest concentrations of deprivation.



## ENVIRONMENTAL



- The overall Legacy Corporation area is 480ha
- This includes about 100ha of Local Open Space in more than 40 locations
- The area of Queen Elizabeth Olympic Park is 226ha
- The Legacy Corporation area contains 6.5km of waterways and a range of Biodiversity Action Plan habitats
- The area also contains vacant land and some areas of potentially contaminated land.

## 2.6 Challenges and opportunities

### CHALLENGES

- Maintaining and strengthening the area's economic base
- Attracting international investment and businesses to the new office and other employment locations, and support local enterprises
- Creating an expanded but integrated Metropolitan Centre at Stratford, without severance from the existing Stratford town centre, maintaining existing and creating other new thriving centres
- Maintaining the character and strengths of existing communities and creating new neighbourhoods with distinct identities
- Providing for housing needs in number, size and tenure
- Delivery of planned infrastructure to support growth, including improving connectivity and supporting pedestrians and cyclists
- Protecting and enhancing the natural and built environment, including mitigating the effects of climate change
- Improving health outcomes and life opportunities for those who live and work within the area.



### OPPORTUNITIES

- The supply of large areas of land, enabling the development of homes and communities
- The sporting legacy of the 2012 Olympic and Paralympic Games and maximising the use of the Games venues – creating a thriving sport, tourist and visitor destination
- Attracting high-profile institutions, including arts, culture and education to invest in the area's future
- Raising the profile of the area through building on its appeal as a sport, tourist and visitor destination and creating well designed new developments
- Continued improvements to transport capacity and connectivity, including the enhancement of the waterways
- Further capacity becoming available within the public transport network for example, Crossrail
- Remediation of land and utilising vacant and underused land for positive purposes
- Working with new and existing communities to create stronger neighbourhoods
- Greening and improving the environment, including biodiversity
- Continued educational expansion for all-ages
- Creating high quality buildings and places, which have inclusive design and maintain and build upon existing local character
- Being an exemplar of sustainability
- To continue to build on the existing low-carbon, drainage and other infrastructure – for example, heating and cooling networks.



Figure 2: The future of the Legacy Corporation area

