

Second Major Review – Consideration of Redrafted Scoping Report

Witness session

Contact Officer: Khalid Ahmed
Telephone: 01895 250833

REASON FOR ITEM

To request that Members agree the suggested scoping report for the Committee's second major review

OPTIONS AVAILABLE TO THE COMMITTEE

1. To consider the draft scoping report and the additional information, to make suggestions / changes, and to agree the scope for the review
2. Question officers on the detail of the scope for the review and request further information if required
3. To give consideration to the witnesses the Committee would like to invite to meetings

INFORMATION

1. At the Committee's meeting of 20 January 2010 Members gave consideration to a draft scoping report on "The support the Council & Partners can give to Small and Medium Enterprises and Town Centres (particularly small shops within parades) during the present economic recession".
2. As well as the draft scoping report, Members were also provided with an Economic Impact Dashboard document which had been produced on behalf of Hillingdon Partners. A general discussion took place on the information provided and the observations made by Members covered a wide ranging number of issues (see Minutes of meeting 20 January 2010 – page 5 of this agenda). These could be grouped together into several linked and overlapping areas: namely
 - Town Centres and their role in the local economy
 - The role of the Local Authority and
 - Business support to Small and Medium Enterprises
3. Officers researched the areas covered and it is felt that it would not be possible to do justice in terms of an in depth review on such a wide

ranging area. In addition this Committee had undertaken a review into town centres in 2006/07.

4. An issue which came out of discussions at the last meeting related to Industrial Estates and whether there were many vacant units. In addition whether the Council could promote these businesses as well as facilitate business to business support on these estates. Officers found that the most appropriate source of information on Industrial Estates was found in the Borough's Employment Land Study which was published in July 2009 as part of the evidence base for the Local Development Framework and which looked primarily at the supply and demand of employment floor space in Hillingdon. Attached as **Appendix C** is the study which contains an audit of industrial business areas from 2008.
5. From investigations the Council does not have an overall overview of Industrial Estates and it would prove a difficult task for officers to engage with businesses out there.
6. Another area covered at the last meeting related to the use of empty Council owned premises for the use of community groups, colleges, art and local interest groups. Officers have found that at present there is only one empty shop / premise owned by the Council (24 Sutton Court Road, Hillingdon).
7. To enable this Committee's second major review to move forward officers' recommendation is for the review to focus on the issue of business support available within the Borough. To tighten the scope, a suggestion is to review the impact of public funded business support and the success of new business start up in the Borough, with a particular focus on micro businesses within Hayes Business Studios. This is reflected in the draft scoping report which is attached as **Appendix A** to this report.
8. Nigel Cramb and Helena Webster from Partnerships, Business and Community Engagement, LBH, will attend the meeting and provide background to the areas detailed in the draft scoping report.
9. Also attached to this report are some background information on Hayes Business Studio and a paper on Solutions for Business (key points from London Council briefing for boroughs 19th May) (**Appendix B**)

WITNESSES

10. To assist Members in the background to the review, the following witnesses have been invited to the meeting:
 - Nigel Cramb - Partnerships and Business Engagement Manager - LBH
 - Helena Webster – Economic Development Manager - LBH

PAPERS WITH THE REPORT

Revised scoping report (Appendix A)

A paper on Solutions for Business (key points from London Council briefing for boroughs 19th May) and a newsletter on Hayes Business Studios (Appendix B)

An audit of industrial business areas from 2008 (Appendix C)

SUGGESTED COMMITTEE ACTIVITY

1. Members question the witnesses and identify important issues for their review.
2. Members consider the written evidence provided.
3. Members to agree a final version of the scoping report to enable outside witnesses to be invited.

**CORPORATE SERVICES & PARTNERSHIPS
POLICY OVERVIEW COMMITTEE**

2009/10

REVIEW SCOPING REPORT

Proposed review title:

**To Review the Impact of Public Funded Business Support and the
Success of New Business Start Up within Hillingdon**

Aim of the review

To look at the impact of Public Funded Business Support and the success of New Business Start Up within Hillingdon, with particular focus on micro businesses such as those within Hayes Business Studio.

Proposed outcome

A report summarising the Committee's findings would be completed and presented to the Council's Cabinet. The report will present recommendations on possible measures the Council and its partners could implement to add to the success of these initiatives, and help businesses in the Borough.

Terms of reference

1. To examine the extent of business support in Hillingdon and whether there are gaps in the services offered.
2. What can be done by the Council and its partners to improve / increase the availability of services / quality of services?
3. To look at the measures which have been undertaken for Public Funded Business Support for start-up businesses.
4. To examine the success or otherwise of the work carried out at Hayes Business Studios and to assess the gaps and needs in this service offered.
5. To assess the affordable space available for new business start ups within the Borough.
6. To consider possible partnership work with IT companies to help businesses in relation to the promotion of their businesses through their websites

**DRAFT
APPENDIX A**

7. To make recommendations from the above investigations, in relation to the support the Council can give to these businesses.

Reasons for the review

The world is presently in the grips of an economic recession which is having a major impact across the whole of society. The Council with its key strategic partners has a role to play in mitigating the impact of the recession on local businesses and ultimately the residents of the Borough. The Council needs to provide a strategic role to respond to the challenges brought on by the economic recession.

The Council and its key strategic partners have undertaken a wide range of measures aimed at supporting residents and businesses and this review will look at the public support and funding which is provided to new businesses in the Borough.

Key issues

1. Are new start up businesses and emerging SMEs able to access the quality business support that they need, particularly face to face support?
2. What support is available to small businesses and is this easy to access?
3. In relation to Hayes Business Studios, what has worked and what has not worked?
4. How do new businesses network with other businesses and find new customers?
5. How do these new start up businesses access supply chains which is crucial to secure contracts?
6. How are new businesses supported to grow once they have started up?
7. What is the availability of move on space for businesses that have the potential to grow?
8. Does the business advice services on offer meet the present demand for advice / premises, quality services and gaps in provision?
9. Is there other start-up funding available to help businesses?

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APPENDIX A**

Methodology

Witness sessions to potentially include:

Nigel Cramb and Helena Webster– Partnerships, Business and Community Engagement
Fiona Gibbons – Business Support and Promotions – London Development Agency
Rob Grover – Business Link
Martin Blandy – Hayes Business Studios
Tenant from Hayes Business Studios
Representative from Hillingdon Chamber of Commerce

A review of the relevant literature and websites.:

Business Support Simplification Programme – Dept for Business Innovation & Skills – website

An option open to Members could be a site visit to Hayes Business Studios to assess the scheme and to meet some of the people from the new businesses

Stakeholders and consultation plan

As many stakeholders as possible would be invited to give evidence to the Committee in person. In addition to those outlined above, further stakeholders could be invited to give written evidence to the review.

An option could be to use Hillingdon 4 Business for a SNAP survey or the use of mystery shopping.

Connected work (recently completed, planned or ongoing)

Particular attention will be given to the Business Support Simplification Programme which is driven by the Department for Business Innovation and Skills. This programme has streamlined some 3000 different business support offers down to less than 30. This is where the key impetus for public funded business support comes from.

A particular focus of the review will be on micro businesses within Hayes Business Studios, located on Uxbridge College Hayes campus. The studios were built from funding secured from then London Development Agency and Hillingdon Community Trust. The result has been a £1m ten unit facility for new start up businesses.

Proposed timeframe & milestones

Meeting	Action	Comments
10 Feb 2010	To consider draft scoping report and to be provided	

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	with background information on the review from Nigel Cramb and Helena Webster	
17 March 2010	Witness session	
Extra Meeting in March/early April	Witness Session	
21 April 2010	Final Report	

Final report to be submitted to Cabinet in May/June 2010

Risk assessment

The Council not providing a strategic lead to businesses during the present economic climate would increase the risk to residents and businesses

Information Updates

It is proposed that in addition to reports to the Policy Overview Committee, email bulletins will be sent to POC Members to keep them up to date on the current position.

APPENDIX B

Solutions for Business (Key points from London Council briefing for boroughs 19th May)

Nationally there have been some 3,000 different public sector business support schemes available, all with different eligibility criteria, no wonder this has been more confusing than supportive to businesses.

Solutions for Business (you might previously heard of this as the Business Support Simplification Programme or BSSP) has streamlined these business support schemes into a core offer of 30 “products” ranging from Train to Gain through to Finance for Business and Innovation vouchers (I’ve assumed you don’t need to know all the details on the 30 core services).

The Solutions for Business definition of business support is:

Any publicly funded activity that benefits a business or a person considering creating a business such as through grant, loan, subsidy, advice or service. At the moment, the definition does not include activity such as:

- Support funded by the private sector, charitable trusts, higher education funding.
- Regeneration activities such as shop front improvements, retailer training etc.
- Conferences, networking forums, business engagement & inward investment
- Meet the Buyer & Supply Chain activities

The Regional Development Agencies – in our case the LDA are leading on implementing Solutions for Business by April 2010. Key elements will be:

- Business Link (within London - Business Link in London) as the primary route to access business support. A Memorandum of Understanding template has been developed by Business Link in London to jointly agree with Local Authorities how business support will be promoted and delivered locally.
- Introducing the Solutions for Business branding to create a uniform look for all public funded business support.
- All public funded business support aligned to one of the 30 products/services within Solutions for Business to achieve a consistent offer.

Next Steps:

Solutions for Business template (Sarah Ebanja email to London Local Authorities Chief Executives, 8th May 09 refers) has been completed and returned to the LDA. As they didn’t want us to include any LDA funded projects, the only LB Hillingdon service to record was the Hillingdon 4 Business grantfinder service.

Meet with Rob Grover, Business Link in London Partnership Manager for Hillingdon to:

- Discuss Memorandum of Understanding.
- Review business start-up delivery in light of Heathrow City Partnerships delivery issues.
- Ensure ERDF Heathrow Area Supply Chains is promoted through Business Link London.

Helena Webster
Economic Development Manager

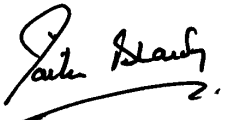
APPENDIX B

Welcome

It has been a busy first year for the Hayes Business Studios (HBS) and I am delighted to inform you that nine out of the ten office studios have now been occupied by business start-ups.

The current occupants range from a health and social care agency to an international air freight shipper. As existing HBS businesses grow and need to move on to bigger premises, there will be the need for HBS to continually look for other business start-ups to move in.

If you know anyone that would be interested in the HBS offer, please pass on our newsletter and details.



Martin Blandy – HBS Manager



In this Spring issue –

-  **Coming soon - HBS Mail Box facility**
-  **Free Business Link workshops and seminars in London**
-  **HBS meeting room for hire**
-  **European Freight Solutions Ltd – case study**
-  **The HBS offer for business start-ups**

Coming soon - HBS Mail Box facility

Our HBS Mail Box facility will give local individuals and businesses the prominence and respectability of a west London office without the physical office space and associated outlay. This is an ideal option for freelancers, self employed and small businesses.

The benefits of this service include:

- Post received and signed for
- You can collect your post at a time to suit you between 8.30am and 6.00pm
- 25% discount on the hire of the HBS meeting room
- Access to business support and advice.

For more details and costs, please contact Martin Blandy.



Free workshops and seminars to develop your business

Take advantage of free workshops and seminars to help you develop your business even further. Business Link, a free business advice and support service, offer business start-ups the following seminars:

- **Exploring new markets:** 27 January, 9.00am – 2.00pm
- **50 ways to promote your business on the internet:** 4 February, 9.30am – 1.30pm
- **Financing growth:** 10 February, 9.30am – 2.00pm
- **Website optimisation and e-marketing workshop:** 24 February, 9.30am – 2.00pm
- **Effective marketing:** 2 March, 9.30am – 4.15pm.

For full details on these and other free workshops and seminars being run by Business Link in London, please go to www.businesslink.gov.uk



European Freight Solutions Ltd Studios 6 and 7

“European Freight Solutions is a freight-forwarding company which has 11 offices operating in Europe including Frankfurt, Paris, Amsterdam, and the London head office at Hayes Business Studios.

Before setting up the company I worked in the freight-forwarding industry for ten years. You get experience of the industry, and my biggest strength is my understanding of the business.



HBS has so many good things – for me particularly, I was looking for a low-cost office, and I don't think there is a better place. It is well presented and organised and has all the features a small start-up business requires. It has everything you need to get your business off the ground.

The idea of my business is to consolidate our international shipping agents under one roof to provide a more efficient service for Europe. The web-based system we are developing will mean that shipments can be arranged and monitored online which is a huge advantage especially for an international business. It overcomes problems with time differences, and reduced manpower, communication and response times. It also lowers costs, so everyone wins.”

Sanjiv Jain, European Freight Solutions Ltd

Website: www.efslgroup.com Email: info@efsl.co.uk

Want to hold a meeting, run a training session or deliver a seminar at very low rates?

Why not hire the HBS meeting room? It is equipped with the latest Smartboard technology and is ideal for presentations, pitches and meetings.

The meeting room is 34m² (372ft²) and can be arranged in several seating formats:

- Boardroom - sits up to 14
- Classroom or U shape - sits up to 12 -14

Costs: Full day £100 + vat, half day £50 + vat and hourly £15 + vat. Room hire rates are very competitive and further discounts may be available. Please contact Martin Blandy for more information.



We can arrange catering to suit your requirements at an additional cost, including teas and coffees, light forked lunches & silver service bistro-style restaurant.



The HBS offer for business start-ups

HBS is offering office space and support for small businesses starting or trading for less than 12 months with big ambitions.

The all inclusive monthly fee starts from £245 + vat (from 15.18m²) and includes:

- Telephone line rentals on two telephone lines
- Wireless broadband connection
- Business support and advice 1-2-1 (on-going)
- Cleaning and security
- Heating, lighting and electricity
- A digital telephone with voice mail facility
- Use of the HBS office furniture provided
- Seminars (marketing, sales and finance etc)
- Business rates
- Car parking.

Photocopying and any telephone calls made are additional costs and are charged by usage.

Want to find out more about the solutions available for you at HBS? Please contact Martin Blandy:

www.hayesbusinessstudios.co.uk

01895 471010

info@hayesbusinessstudios.co.uk

Hayes Business Studios, Hayes Campus, off Coldharbour Lane, Hayes, Middlesex, UB3 3BB

Appendix G: Industrial Business Areas Audit 2008

Industrial Business Areas Audit 2008			
IBA 1: SUMMERHOUSE LANE			
SEL Status	None	Estimated Employment	278
Area Composition	Roads	Estates	
	Summerhouse Lane Canal Way Linden Square	Summerhouse Trading Estate The Long Room Royal Quay	
Size	4.8 hectares		
Total Floorspace	7,747 sq. m	Number of sites/premises	33
Description			
<p>Located in the north of the borough adjacent to the Grand Union Canal, Green Belt, a Nature Conservation Site of Metropolitan Importance Grade 1 and a conservation area, the area was originally a docking facility for the adjoining chalk pit/ quarry. Part of the site is designated as the Summerhouse Lane Conservation Area. The northern part of the site was redeveloped in the 1990s for housing but a small industrial estate was built to replace the then existing quarry related businesses. There are also four live work units and some modest offices. On the southern part of the site is the historic canal docking facility. The southern part is dominated by high technology sector businesses whereas the northern part comprises of modest commercial units occupied by predominantly property maintenance and car repair type businesses. To the south of the site is Salamander Quay a successful office development. To the east and south are residential properties.</p>			
Rentals: Office £18per sq ft Commercial: £12 per sq ft			
Access			
Strategic Road Network	M25 (Maple Cross (via Coppermill Lane and A412		
Public Transport	Public Transport Accessibility Level 1		
	Bus route passes southern entrance to site		
	Nearest stations Rickmansworth and Northwood		
Freight Access – Water/rail	Access to northern part of estate limited through residential area. Canal provides opportunities for freight transfer		
Size Mix	Small (<235 sq.m)	Medium (235-999 sq.m)	
	24 (73%)	9 (27%)	
	Large (1000-4999 sq.m)	Very Large (>5000 sq.m)	
	None	None	

Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	22	70	5205	74
B1B	0	0	0	0
B1C	0	0	0	0
B2	0	0	0	0
B8	5	15	908	13
A1	0	0	0	0
Other	5	15	914	13
Total	32		7,027	
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	-	-		
Medium	1	360	100	
Large	-	-		
Very Large	-	-		
Total	1	360		
Vacant Land				
Permission granted for office purposes on land in Royal Quay, Coppermill Lock (10,835 sq.m). Unlikely to be built.				
Overall Vacancy Rates				
Premises	Floorspace		Land	
3%	5%		16%	
Key Owners	TBF Thompson Estates Ltd			
Key Sectors	Computer & Software Consultancy 25% Construction 21% Business Support 17% Medical Research 8% Metals and machinery 6% Media 5% Telecoms 5% Official 4% Motor Vehicle Sale and Repair 2% Wood and Paper Products 2% Others 3%			
Key Firms	Data Tech (UK) Ltd Timtra Technology Ltd April Six Ltd			

SWOT Analysis

Strengths

- Unique character adjacent to Grand Union Canal and attractive part of the Green Belt
- Variety of small high quality units
- Good example of modern employment site achieving mix of smaller traditional craft and modern high technology businesses in single locality

Weaknesses

- Poor public transport
- Difficult to extend units
- Remote from Harefield village
- Site restricted by Canal, Green Belt and terrain
- Redevelopment of significant part of site for housing has diluted employment significance of site and would consequently not be appropriate for some types of businesses including some B2 uses.

Opportunities

- Room for further development within Royal Quay as per planning permission
- Employment designation could be extended to the south to include Salamander Quay business park

Threats

- Loss of original employment reason d'être (i.e. chalk pit) means that site is still trying to re-establish itself
- Number of small businesses likely to leave in next two years which unless replaced could harm the vitality of the employment site
- Continued possibility of housing expansion through mixed use / live work schemes



Industrial Business Areas Audit 2008			
IBA 2: Uxbridge Industrial Estate			
SEL Status	Preferred Industrial Location 23	Estimated Employment	3,165
Area Composition	Roads	Estates	
	Cowley Mill Road Eskdale Road Longbridge Way Salisbury Road Wallingford Road Cowley Road Ashley Road Arundel Road Iver Lane	Brook Business Centre Cowley Mill Trading Estate Midas Industrial Estate Sarum Complex Chiltern Business Village Cowley Business Park Bridge Works Chartridge Development	
Size	42.5 hectares		
Total Floorspace	131,318 sq. m	Number of sites/premises	230
Description: Located to the southwest of Uxbridge, the site is essentially an industrial estate with the exception of the office developments of the Cowley Business Park in the central eastern part of the site and the Brook Business Centre to the north. There is a mix of chemical manufacturing, distribution and property maintenance services on the estate. The Grand Union Canal bisects the site from north to south with the Frays River flowing parallel to the east. The canal is designated a nature Conservation Site of Metropolitan Importance and the Frays River a site of Borough Grade 1 Importance. To the west of the site are pasture/old gravel workings which are in the Green Belt. Access to the north of the site is via Cowley Mill Road and to the south via Iver Lane. Both accesses go through residential areas. There are also some residential moorings on the canal.			
Rentals: Industrial £8 -12 per sq ft Office £20 per sq ft			
Access			
Strategic Road Network	A40/M40, via Cowley Road, Uxbridge and Oxford Road Heathrow/M4, via Cowley Road, Falling Lane and Stockley Bypass		
Public Transport	PTAL: 2-3 Good tube and bus connections in Uxbridge Town Centre approx. 1 km away; with bus routes to eastern side via Cowley Road.		
Freight Access – Water/rail	Canal frontage throughout		

Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	101 (44%)		99 (43%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	28 (12%)		2 (1%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	23	11	18,349	15
B1B	2	1	758	<1
B1C	0	0	0	0
B2	114	56	57,343	50
B8	54	28	30,073	26
A1	0	0	0	0
Other	9	4	9,193	8
Total	202	100	115,716	100
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	7	839	5	
Medium	11	7,451	48	
Large	1	2,107	23	
Very Large	1	5,205	14	
Total	20	15,602	100	
Vacant Land				
There is one vacant site - the former Cowley Gas Works (4.49ha)				
Overall Vacancy Rates				
Premises	Floorspace		Land	
8.7%	11.9%		18.4%	
Key Owners	Trimite Grand Union Properties Ltd Gibson Developments Ltd Kier Developments Kyle Stewart Equiton			

Key Sectors	Chemicals 25% Metals and machinery 19% Warehouse storage and distribution 12% Construction 10% Wood and paper products 10% Wholesale trades 5% Transport 4% Motor vehicles 3% Printing 2% Medical Research 1% Others 9%
Key Firms	Trimite Calor Gas Chiron Guliford Try Group Industria Engineering Products Ltd BTN Turbo Birkdale Ltd Hale Hamilton (Valves) MCH Coaches NSL Ltd
SWOT Analysis	
Strengths <ul style="list-style-type: none"> • Largest traditional employment site in Hillingdon • Wide variety of size and types of industrial premises • Large number of small to medium sized businesses • Mixture of quality office sites for businesses where environment matters and other locations where environment is less important as a business location determinant • Vibrant business environment especially to north of estate • Close to Uxbridge town centre • Local skilled workforce • Recent improvements to signage 	
Weaknesses <ul style="list-style-type: none"> • Road layout – No access from south • Lack of parking • Narrow access into IBA especially by canal bridges and access along residential roads • IBA adjacent to Green Belt and Grand Union Canal • Flood Risk 	
Opportunities <ul style="list-style-type: none"> • Old sites suitable for development as employment generating sites • To build on existing business linkages to facilitate further business growth/ wealth creation 	

Threats

- If vacant sites at British Gas Cowley Works and Cape Boards are not developed sooner could lead to greater pressure to be redeveloped for housing
- Access restricted



Industrial Business Areas Audit 2008			
IBA 3: North Uxbridge Industrial Area			
SEL Status	Industrial Business Park 12	Estimated Employment	2,196
Area Composition	Roads	Estates	
	Wyvern Way Oxford Road Riverside Way Rockingham Road St. Johns Road	Highbridge Estate Rockingham Wharf Riverside Way	
Size	15.58ha (16.5)		
Total Floorspace	67,257 sq. m	Number of sites/premises	47
Rentals: Office £11- £20 per sq ft Industrial £7.50- £15 per sq ft			
Description			
<p>The site is predominantly a mix of offices, warehousing and distribution facilities and some industrial buildings. To the west is parkland with Green Belt designation. The Grand Union Canal bisects the site from north to south and is designated a nature Conservation Site of Metropolitan Importance. To the east of the site is park land. There are residential areas to south and southeast and Uxbridge Town centre to north. Much of the site has recently been redeveloped with further development in Riverside currently taking place.</p>			
Access			
Strategic Road Network	A40/M40 via Rockingham Road, Uxbridge and Oxford Road. M4/Heathrow via Uxbridge, Cowley Road, and Stockley Bypass.		
Public Transport	PTAL: 3 Good bus and tube connections in Uxbridge town centre within 800m.		
Freight Access – Water/rail	Canalside frontage throughout.		
Size Mix	Small (<235 sq.m)	Medium (235-999 sq.m)	
	4 (9%)	23 (51%)	
	Large (1000-4999 sq.m)	Very Large (>5000 sq.m)	
	16 (36%)	3 (4%)	

Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1	14	37	30,489	49
B1B	0	0	0	0
B1C	0	0	0	0
B2	4	10	1,617	3
B8	17	45	28,358	46
A1	0	0	0	0
Other	3	8	1,073	2
Total	38	100	61,537	100
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)		%
Small	2	458		8
Medium	4	3,286		57
Large	1	1,976		35
Very Large	0	0		0
Total	7	5,720		100
Vacant Land				
<p>2 sites: Wyvern Road 5,271 sq. m. Site cleared. Redevelopment of site for car servicing/dealership approved November 2004 (Ref 43562/APP/2004/2789)</p> <p>Phase 500 Riverside 1.8ha Site cleared. Outline Planning Permission for 10,000 sq.m Office or Warehouse uses</p>				
Overall Vacancy Rates				
Premises		Floorspace		Land
15.5%		8.5%		22.4%
Key Owners	Segro (Slough Estates) Brixton Plc Equiton			
Key Sectors	Other business Services 30% Warehousing, storage and distribution 24% Metals and machinery 14% Motion Pictures, TV and radio services 10% Wood and paper products (5%) Construction 4% Official Services 4% Others 9%			

Key Firms	Rank Xerox (UK) Ltd Arri Media Keune & Negal Beyer (Healthcare) Ltd Westpile Ltd London Borough of Hillingdon IBM
SWOT Analysis	
Strengths <ul style="list-style-type: none"> • Close to Uxbridge town centre • Designated as Strategic Employment Location – Industrial Business Park • Variety of medium to large units • Good public transport • Good access • Recent investment resulting in new units • New businesses moving into IBA • Number of market leaders on estate including Xerox, Arri Media, and IBM • Segro undertaking extensive ‘Riverside’ investment programme 	
Weaknesses <ul style="list-style-type: none"> • Recent loss of core traditional manufacturing businesses in centre of site • Large number of vacant units • Few small businesses 	
Opportunities <ul style="list-style-type: none"> • Vacant sites provide opportunities for new businesses to move in to a vibrant business location • Some sites could be redeveloped to provide smaller units to help foster local small business development 	
Threats <ul style="list-style-type: none"> • Current level of vacancy rates in terms of units and land is high but largely due to redevelopment of estate currently underway 	



Industrial Business Areas Audit 2008			
IBA 4: Packet Boat Lane, Cowley			
SEL Status	None	Estimated Employment	515
Area Composition	Roads	Estates	
	Packet Boat Lane Hornbill Close	Tomo Industrial Estate Zodiac Business Park Cowley Retail Park	
Size	7.72ha		
Total Floorspace	27,873	Number of sites/premises	40
Rentals: Industrial £11per sq ft			
Description			
<p>To the west of the site is the Grand Union Canal, a nature Conservation Site of Metropolitan Importance, a marina and Green Belt. To the north is the Grand Union Business park. There are residential areas to the north and east and commercial areas to the south which includes a significant retail warehouse component. There three distinct clusters within the site, a predominantly eighties/nineties mix of small and medium sized industrial and warehouse units off Packet Boat Lane, the Zodiac Business Park comprising of larger modern commercial units off Hornbill Close (completed 2003) and fronting the Cowley Road, the Cowley Retail Park. A long vacant office building (1,880 sq.m), Packet Boat Lane House, has recently had planning permission granted on appeal to be converted into residential.</p>			
Access			
Strategic Road Network	North via Uxbridge to A40/M40 South and east to M4 (Junction 4) and Heathrow via Stockley Bypass		
Public Transport	PTAL: 2-3 Network Rail: West Drayton Station approx. 1km to south Bus: North/South route to Uxbridge and West Drayton via High Road, Cowley to east of estate		
Freight Access – Water/rail	Canalside frontage with marina adjacent to Tomo Industrial Estate		
Size Mix	Small (<235 sq.m)	Medium (235-999 sq.m)	
	9 (23%)	21 (54%)	
	Large (1000-4999 sq.m)	Very Large (>5000 sq.m)	
	9 (23%)	0	

Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	1	3	767	3
B1B	0	0	0	0
B1C	2	6	823	4
B2	5	15	2,475	11
B8	20	56	10,294	45
A1	3	9	4,258	19
Other	4	11	3,945	18
Total	35	100	22,562	100
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	1	150	3	
Medium	2	759	14	
Large	2	4,402	83	
Very Large	0	0	0	
Total	5	5,311	100	
Vacant Land				
None.				
Overall Vacancy Rates				
Premises	Floorspace		Land	
13%	19%		14.2%	
Key Owners	Stargas Nominees Zed Homes Ltd			
Key Sectors	Printing 33% Metals and machinery 27% Wholesale Trades 11% Motor Vehicle sale and repair 7% Retail 6% Computer Software 5% Construction 5% Sporting Activities 3% Warehouse, storage and distribution 2% Others 1%			
Key Firms	Tomo Harlequin Mercedes Benz Plumb Center Carpetright Currys			

SWOT Analysis	
Strengths <ul style="list-style-type: none">• Diverse range of small/medium sized businesses• Close to public transport links• Good road access• Few vacant units• Estate largely redeveloped over past twenty years	
Weaknesses <ul style="list-style-type: none">• Limited parking• Poor signage• Limited facilities for businesses to grow into• Bus only public transport access	
Opportunities <ul style="list-style-type: none">• Business buzz could be further developed to enhance business development• Development of canal dock	
Threats <ul style="list-style-type: none">• Competition from cheaper locations	
	

Industrial Business Areas Audit 2008				
IBA 5: Trout Road, Yiewsley				
SEL Status	None		Estimated Employment	327
Area Composition	Roads	Estates		
	High Road, Yiewsley Trout Road Chantry Close	River Pinn Works Rainbow Industrial Estate Kirby Industrial Estate		
Size	9.1 hectares			
Total Floorspace	14,533 sq.m	Number of sites/premises	71	
Rentals: Industrial £7 - £10 per sq ft				
Description				
<p>The site is dissected north south by the Grand Union Canal, a nature Conservation Site of Metropolitan Importance. To the west is the Green Belt. To the north is the Cowley Retail Park. There are residential areas to the south and east of the site and the Yiewsley and West Drayton Town centre. The Rainbow Industrial and Kirby Estates are pre war but are home to a number of 'under the arches' small businesses. The former Honeywell site has recently been redeveloped for housing and permission was granted in 2008 for the redevelopment of the former Taping Trading and Onslow Mills estates for retail and residential use.</p>				
Access				
Strategic Road Network	South and east to M4 (junction 4) via Stockley Bypass, North via Uxbridge to A40/M40			
Public Transport	PTAL: 3 BR - West Drayton Station within 800m. Bus: 4 routes serve Yiewsley and West Drayton Town Centre			
Freight Access – Water/rail	Canalside frontage			
Size Mix	Small (<235 sq.m)	Medium (235-999 sq.m)		
	64 (81%)	11 (14%)		
	Large (1000-4999 sq.m)	Very Large (>5000 sq.m)		
	3 (4%)	1 (1%)		
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	17	28	809	6
B1B	1	1	30	<1
B1C	1	1	120	1
B2	33	56	7,668	60

B8	5	8	460	4
A1	1	3	3,164	25
Other	2	3	471	4
Total	60		12,722	
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	10	833	8	
Medium	1	918	15	
Large	0	0	0	
Very Large	0	0	0	
Total	11	1,751		
Vacant Land				
The former Tapling Trading/Onslow Mills Estates (2.4ha) have been granted permission and the site cleared for a mixed retail and housing scheme.				
Overall Vacancy Rates				
Premises	Floorspace		Land	
15.5%	13.8%		29.7%	
Key Owners	British Waterways Barwood (Tesco)			
Key Sectors	Metals and machinery 35% Chemicals and plastics 13% Wood and paper products 13% Printing 12% Retail 6% Other business 5% Construction 4% Motor vehicles sale and repair 2% Transport 2% Warehouse, storage and distribution 2% Others 2%			
Key Firms	Focus			
SWOT Analysis				
Strengths				
<ul style="list-style-type: none"> • Diversity of small affordable units • Vibrant business community especially in Rainbow Estate • Reasonable public transport in locality • Easy access to road network and Heathrow • Adjacent to Yiewsley and West Drayton Town Centre • Site dominated by local businesses serving local area 				

Weaknesses

- Poor road access along Trout Road
- Ageing building stock
- Flood risk
- Limited parking and suitable turning facilities for large vehicles

Opportunities

- Tapling and Onslow Mills Estates are being redeveloped through a mixed use scheme providing housing and a supermarket.

Threats

- Cheaper accommodation beyond borough boundaries with more generous parking provision
- Older buildings coming to end of productive lives – creating pressure to redevelop



Industrial Business Areas Audit 2008				
IBA 6: Stockley Park, West Drayton				
SEL Status	None but described as Suburban Office Location in London Plan		Estimated Employment	5,481
Area Composition	Roads	Estates		
	Iron Bridge Road Longwalk Road Roundwood Avenue Furzeground Way The Square			
Size	44.36 hectares			
Total Floorspace	157,721	Number of sites/premises	38 (includes vacant land)	
Description				
Prestigious business park on former landfill site with Green belt to north, west and east. The Grand Union Canal, a nature Conservation Site of Metropolitan Importance and the Paddington-Bristol mainline is to the south.				
Rentals: Office £25 - £35 per sq ft				
Access				
Strategic Road Network	Direct via Stockley Bypass to M4 (junction 4) and Heathrow			
Public Transport	PTAL: 2 Midway between West Drayton and Hayes and Harlington stations Bus routes link with Hayes, Uxbridge and Heathrow Travel Plan in place			
Freight Access – Water/rail	Canalside frontage and excellent access to strategic road network			
Size Mix	Small (<235 sq.m)	Medium (235-999 sq.m)		
	0(0%)	2(0%)		
	Large (1000-4999 sq.m)	Very Large (>5000 sq.m)		
	20 (65%)	11 (35%)		
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	24	92	79,674	74
B1B	1	4	27,591	26
B1C	0	0	0	0
B2	0	0	0	0
B8	0	0	0	0

A1	0	0		
Other	1	4	638	<1
Total	26	100	107,903	
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	0	0	0	
Medium	1	406	<1	
Large	3	9,061	20	
Very Large	5	38,411	80	
Total	9	47,878		
Vacant Land				
Dawley Wood (Former Trident site) has outstanding planning consent which has been started for 56,500 sq. m of additional office space. However development halted due to existing office pipeline supply in region. Part of this site is within the Green Belt. Proposal for a data centre was approved in 2006. 10.23ha				
Overall Vacancy Rates				
Premises	Floorspace		Land	
25%	31.6%		39%	
Key Owners	Co-operative Insurance Society Ltd CBU Life Cisco Systems Equitable life Eurim Fund Friends Provident Life and Pensions Ltd GlaxoSmithKline Lighthouse (Stockley Park) Plc Pearl Assurance Plc RBSI Custody Bank & RBSI Trust Company Railways Pension Fund Trustee Company Ltd Stargas Nominees Universities Superannuation Scheme			
Key Sectors	Computer & Software Consultancy (35%) Pharmaceuticals (23%) Chemicals (Research and exploration) (19%) Finance and Business Support Services (8%) Electronics (5%) Utilities (5%)			

Key Firms	Matsushita Electric Europe Ltd Sharp Electronics Hasbro UK Ltd Glaxo Welcome Pharmaceuticals UK Ltd Avaya BP Coats Vivella plc Fiserv (UK) Ltd Canon Europe Ltd Marks and Spencer Plc Thrupoint Rackspace IT Hosting EDS Gilead Sciences Europe
SWOT Analysis	
Strengths <ul style="list-style-type: none"> • High quality business environment • Recognised in London Plan as Suburban Office Location • Very high quality office units, well laid out with generous parking • Close to Heathrow Airport and major road network • Significant number of multinational companies with offices on site • Excellent access on site • Developed business strategy within park 	
Weaknesses <ul style="list-style-type: none"> • Remote from town centres (Hayes, West Drayton) • Public transport limited to bus services • Significant level of vacancies • Largely car dependent • Only one car access point into north of park • Part of site located in the Green Belt 	
Opportunities <ul style="list-style-type: none"> • Phase three (Dawley Wood) still to be built out • Linkages with local community and educational facilities could be strengthened to provide more opportunities for local people • Expansion of Heathrow could further strengthen London's role with Stockley Park benefiting by attracting further prestigious companies to site. 	


Threats

- Large number of high quality office buildings available in region
- Companies which would have located in business parks now looking to Central London urban environment where new office space available and workforce can get there more easily by public transport from all over region
- Many traditional back office activities moving outside the region and UK
- With home working/ job sharing and more intensive use of sites, company office requirement may have already peaked.



Industrial Business Areas Audit 2008				
IBA 7: Stonefield Way/ Victoria Road, South Ruislip				
SEL Status	Preferred Industrial Location 24		Estimated Employment	1,093
Area Composition	Roads	Estates		
	Stonefield Way Stonefield Close Victoria Road Field End Road Bradfield Road	Victoria Park Industrial Estate Victoria Retail park		
Size	26.2 hectares			
Total Floorspace	103,551	Number of sites/premises	70	
Description				
Victoria Road (residential and school) to north Field End Road (residential) to east Railway and waste transfer station to south Industrial estate to west				
Rentals: Industrial £11 - £15 per sq ft				
Access				
Strategic Road Network	A40/M40, via Victoria Road, Station Approach and West End Road			
Public Transport	South Ruislip Network Rail and tube station (Central Line) within walking distance. Buses to northern and eastern sides (Victoria Road and Field End Road) PTAL 2			
Freight Access – Water/rail				
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	1 (1%)		36 (53%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	27 (40%)		4 (6%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	3	5	2,291	2
B1B	0	0	0	0
B1C	1	2	1,095	1
B2	12	19	21,942	22
B8	29	47	49,139	50
A1	13	21	20,749	21
Other	4	6	4,029	4
Total	62	100	99,245	100

Vacancy			
Vacant Premises	Number	Floorspace (Sq.m)	%
Small	0	0	0
Medium	5	3,721	65
Large	1	2,034	35
Very Large	0	0	0
Total	6	5,755	100
Vacant Land			
2 Sites under construction at 5 Stonefield Way			
Overall Vacancy Rates			
Premises	Floorspace	Land	
9%	5%	13%	
Key Owners	Clerical, Medical and General Life Assurance Society Real Estate and Commercial Trust Chantry Estates		
Key Sectors	Metals and Machinery 25% Warehousing and Distribution 21% Chemicals 15% Retail 15% Wholesale 10% Food and Drink 5% Vehicle Servicing and Sales 5% Business Support 4%		
Key Firms	Coca Cola Asset Co. Emergency Ltd Halfords Crown Worldwide MFI AAH Pharmaceuticals Currys Wickes Building Supplies Allied Carpets Comet Dan Perkins Sheffield Insulations Carpet-Right Brantano Shoes Universal Showcards Ltd Sainsburys Homebase Willis Motors BMW		

SWOT Analysis	
Strengths	
<ul style="list-style-type: none"> • Site is a Strategic Employment Location – Preferred Industrial Location • Good access to site but road improvements sought along Station Approach, South Ruislip • Skilled employment base locally • Recent significant investment • Mix of local and national businesses • Close to bus and rail services • Convenient for road network • One of only three significant industrial areas in northern half of Borough • Convenient for local shops and services 	
Weaknesses	
<ul style="list-style-type: none"> • Area continues to be restructured from manufacturing to distributive and retailing sectors • Many older buildings • Few small businesses • Retailing dominates Victoria Road frontage • Large amount of vacant land – however being redeveloped 	
Opportunities	
<ul style="list-style-type: none"> • Older sites provide redevelopment opportunities for more modern business units 	
Threats	
<ul style="list-style-type: none"> • High land values could detract future IBA type investment in site • Restructuring in some sectors could see major employers moving out • Marginal sites if not brought quickly back into use could be redeveloped for non-IBA uses 	
	

Industrial Business Areas Audit 2008				
IBA 8: Braintree Road Industrial Estate, South Ruislip				
SEL Status	None		Estimated Employment	384
Area Composition	Roads		Estates	
	Victoria Road Braintree Road Long Drive		Braintree Road Industrial Estate Express Dairies	
Size	9.2 hectares			
Total Floorspace	48,843 sq.m		Number of sites/premises	34
Description				
Residential to west and north Chiltern Railway line and Central Line to south South Ruislip shopping and commercial centre to east Part of site under flight path into nearby Northolt Aerodrome (MOD).				
Rentals: Industrial £10-12 per sq ft				
Access				
Strategic Road Network	A40/M40, via Long Drive/Station Approach and West End Road			
Public Transport	PTAL: 3 South Ruislip Network Rail and tube stations within 800m. Bus routes feed Victoria Road adjacent to north of estate.			
Freight Access – Water/rail	Railway lines adjacent.			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	10 (31%)		15 (44%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	8 (22%)		1 (3%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	2	6	217	1
B1B	0	0	0	0
B1C	1	3	440	1
B2	2	6	981	4
B8	17	55	20,249	79
A1	1	6	982	4
Other	8	24	2,639	11
Total	33	100	29,512	100

Vacancy			
Vacant Premises	Number	Floorspace (Sq.m)	%
Small	0	0	0
Medium	1	346	1
Large	1	3,762	16
Very Large	1	19,227	83
Total	3	23,335	100
Vacant Land			
Express Dairies operation was significantly contracted in 2005			
Overall Vacancy Rates			
Premises	Floorspace		Land
8%	48%		49.6%
Key Owners	Express Dairies (Arla Foods)		
Key Sectors	Wholesale Trades 38% Warehouse, storage and distribution 26% Retail 12% Vehicle sales and service 11% Wood and paper products 4% Chemicals and plastics 3% Textiles 2% Other business services 2% Others 2%		
Key Firms	Express Dairies (Arla Foods) Premier Decorations Solo Automative Ltd Northern Motors Land of Leather		
SWOT Analysis			
Strengths			
<ul style="list-style-type: none"> • Diverse range of small businesses especially in Braintree Road Industrial Estate • Strong local focus • Good access to public transport • Close to major road network • Close to local facilities 			

Weaknesses

- Relatively old building stock
- Some parts of IBA have very limited parking
- Intrusion of retail
- Large part of IBA occupied by one company (Express Dairies/ Arla Foods) who have recently significantly contracted operations
- Braintree Industrial Estate adjacent to residential area

Opportunities

- Some commercial type redevelopment potential
- Business networking and support services could be developed
- More small units could encourage greater wealth generation locally
- Express Dairies departure provides opportunity to develop improved linkages with local centre

Threats

- High land values could increase demand for more profitable land uses such as housing especially in view of proximity to local centre with good public transport



Industrial Business Areas Audit 2008				
IBA 9: Tavistock Road, West Drayton				
SEL Status	None		Estimated Employment	74
Area Composition	Roads		Estates	
	Tavistock Road			
Size	8.9 hectares			
Total Floorspace	275sq.m + 53,979 sq. m (occupied site area)		Number of sites/premises	2
Rentals: Special licences				
Description				
The site is a former railway sidings/coal depot which has been adapted for open storage/ yard uses by a variety of transport and construction related businesses. Immediately to the south of the site is the Paddington-Bristol mainline. To the west and south is Green Belt and a Site of Special Scientific Interest. To the east are residential properties and Yiewsley and West Drayton Town Centre.				
Rentals: No office activity – predominantly yard/ open storage activities				
Access				
Strategic Road Network	M4 (Junction 4) via local road network. However access to the site is limited.			
Public Transport	PTAL: 3 Network Rail: West Drayton Station within 800m. Bus: 4 routes serve Yiewsley and West Drayton Town Centre			
Freight Access – Water/rail	Railhead facilities			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	-		-	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	-		2 (100%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	1	1	275	0.005
B1B	0	0	0	0
B1C	0	0	0	0
B2	0	0	0	0
B8	1	100	53,979	99.995
A1	0	0	0	0

Other	0	0	0	0
Total	2	100	53,979	100
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	0	0	0	
Medium	0	0	0	
Large	0	0	0	
Very Large	0	0	0	
Total	0	0	0	
Vacant Land				
38% - comprising 33,469 sq. m. surrounding land including some Strategic Rail Authority operational land				
Overall Vacancy Rates				
Premises	Floorspace		Land	
Key Owners	Strategic Rail Authority Lafarge Aggregates			
Key Sectors	Transport 50% Warehouse, storage and distribution 22% Construction 18% Plant rental 5% Wood and paper products 3% Others 2%			
Key Firms	Strategic Rail Authority The IBA is occupied by approximately 35 businesses using the site for open storage and distribution purposes.			
SWOT Analysis				
Strengths				
<ul style="list-style-type: none"> • Diverse range of open storage and 'under the arches' type businesses • Interconnectivity between many businesses on site • Close to Yiewsley and West Drayton Town Centre • Good public transport nearby including West Drayton Station 				
Weaknesses				
<ul style="list-style-type: none"> • Access to site basic – very poor/dangerous for pedestrians • Very limited infrastructure on site 				
Opportunities				
<ul style="list-style-type: none"> • More intensive use of site • Access improvements • Possible rail head 				


Threats

- Could revert back to rail use
- Expansion of airport car parking on site



Industrial Business Areas Audit 2008			
IBA 10: Horton Road, West Drayton			
SEL Status	Preferred Industrial Location 25	Estimated Employment	2,880
Area Composition	Roads	Estates	
	Crown Way Horton Road Horton Bridge Road Horton Close Liddall Way Stone Close Iron Bridge Road	Haslemere Industrial Estate Independent Industrial Estate Horton Road Industrial Estate Crown Business Centre Horton Industrial Park Berrite Industrial Estate	
Size	17.6 hectares		
Total Floorspace	83,057 sq. m	Number of sites/premises	109
Rentals: Industrial £8 - £11 per sq ft			
Description			
<p>The commercial area of Horton Road has a broad range of businesses operating from a variety of premises. To the north and east is Green Belt. To the south is the Grand Union Canal, a nature Conservation Site of Metropolitan Importance. Beyond the canal is the Paddington-Bristol mainline. Part of the site which includes the Berrite Industrial Estate is located between the railway line and the canal. To the west are residential properties with Yiewsley and West Drayton Town Centre beyond.</p>			
Access			
Strategic Road Network	Motorway network (M4 junction 4, M25, M40) via Stockley Road		
Public Transport	PTAL: 2 Network Rail - West Drayton within 800m. Bus "U5" route along Horton Road to Stockley and Heathrow and 4 other routes feed Yiewsley and West Drayton Town Centre.		
Freight Access – Water/rail	Canal side frontage		
Size Mix	Small (<235 sq.m)	Medium (235-999 sq.m)	
	8 (9%)	54 (61%)	
	Large (1000-4999 sq.m)	Very Large (>5000 sq.m)	
	26 (30%)	-	

Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	6	6	3,087	<4
B1B	1	1	2,900	<4
B1C	3	3	331	<1
B2	38	38	37,806	48
B8	42	43	26,414	33
A1	0	0	0	0
Other	8	9	9,009	11
Total	98	100	79,547	100
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	0	0	0	
Medium	11	4,397	100	
Large	0	0	0	
Very Large	0	0	0	
Total	11	4,397		
Vacant Land				
No sites				
Overall Vacancy Rates				
Premises	Floorspace		Land	
10%	5%		3%	
Key Owners	John Guest			
Key Sectors	Chemicals and plastics 17% Metals and machinery 14% Vehicle sales and repair 19% Warehouse, storage and distribution 26% Media 1% Printing 2% Rental of machinery 3% Others 4%			
Key Firms	BMW Ltd John Guest Ltd Leroy Somer TV3 Broadcasting Company DK Tools Ltd Solaglas			

SWOT Analysis	
Strengths	<ul style="list-style-type: none">• Wide range of businesses• Part of Hayes Strategic Employment Location• Predominantly occupied by a successful local company who wants to stay in locality• Good road access• Local employment• Variety of business units• Recent new units are fully occupied• Good road access to Heathrow
Weaknesses	<ul style="list-style-type: none">• Public transport limited• Significant number of vacant units• Parking limited
Opportunities	<ul style="list-style-type: none">• Some of the older buildings could be redeveloped• Access to parts of the site could be improved• Vacant units provide opportunities for new and expanding businesses
Threats	<ul style="list-style-type: none">• Possibility that there may be land banking with view to change of use to housing in sites adjacent to residential areas• High land values may deter future business investment
	

Industrial Business Areas Audit 2008				
IBA 11: Warwick Road, West Drayton				
SEL Status	Preferred Industrial Location		Estimated Employment	
Area Composition	Roads		Estates	
	Warwick Road Kingston Lane Porters Way			
Size	2.76 hectares			
Total Floorspace	1,760		Number of sites/premises	2
Description				
<p>Located to the east of West Drayton, the area was a specialist employment area associated with the defence sector which has declined. To the north is the Paddington-Bristol mainline Railway with the Grand Union Canal, a nature Conservation Site of Metropolitan Importance, beyond. To the east is open space and residential properties. To the west and south are more residential properties.</p>				
Rentals: No market activity				
Access				
Strategic Road Network	M4 (junction 4) and Heathrow to south			
Public Transport	PTAL: 1b Rail: Network Rail - West Drayton Station within 800m. Bus: 3 bus routes to south of estate (Porters Way)			
Freight Access – Water/rail	There is a history of a rail transfer facility.			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	-		-	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	1		-	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1	0	0	0	0
B2	1	100	1,760	100
B8	0	0	0	0
A1	0	0	0	0
Other	0	0	0	0
Total	1		1,760	

Vacancy			
Vacant Premises	Number	Floorspace (Sq.m)	%
Small	0	0	0
Medium	0	0	0
Large	0	0	0
Very Large	0	0	0
Total	0	0	0
Vacant Land			
No vacant premises DERA site redeveloped for residential. Ref: 45658/APP/2002/3012 Southern site of Porters Way redeveloped for housing 2007.			
Overall Vacancy Rates			
Premises	Floorspace		Land
N/A	N/A		N/A
Key Owners	MOD		
Key Firms	National Air Traffic Control Ministry of Defence		
SWOT Analysis			
Strengths			
<ul style="list-style-type: none"> Part of Hayes Strategic Employment Location/ Opportunity Area Local labour force 			
Weaknesses			
<ul style="list-style-type: none"> Only one site with no access Most of employment area has permission for housing Site surrounded on three sides by residential with Grand Union Canal to north Accessibility to remaining vacant site restricted 			
Opportunities			
<ul style="list-style-type: none"> More housing 			

Threats

- Defence Estates closed facility in 2008



Industrial Business Areas Audit 2008				
IBA 12: Stockley Close, West Drayton				
SEL Status	Preferred Industrial Location 25		Estimated Employment	260
Area Composition	Roads	Estates		
	Stockley Close			
Size	3.94 hectares			
Total Floorspace	21,357 sq. m		Number of sites/premises	8
Description				
<p>The site has been redeveloped in recent years following the arrival of BMI and their specialist training centre and the SEGRO redevelopment of modern commercial/warehouse facilities to take advantage of the road linkages. To the north of the site is the Paddington- Bristol railway line with the Heathrow Spur to the east. To the east and south of the site is Green Belt land and a Site of Special Scientific Interest – The Stockley Ponds and Broad Dock. Beyond this corridor are former Government Offices which are being redeveloped for a mix of commercial/logistic and residential uses.</p>				
Rentals: Rentals: Industrial £10 - £13 per sq ft				
Access				
Strategic Road Network	Direct via Stockley Bypass to M4 (junction 4) and Heathrow			
Public Transport	PTAL: 2 Bus service along adjacent Stockley Bypass			
Freight Access – Water/rail	Easy access to Stockley bypass			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	0 (0%)		5 (60%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	1 (30%)		1 (10%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	1	22	11,215	76
B2	0	0	0	0
B8	3	78	3,552	24
A1	0	0	0	0
Other	0	0	0	0
Total	4		14,767	

Vacancy			
Vacant Premises	Number	Floorspace (Sq.m)	%
Small	0	0	0
Medium	3	2,626	50
Large	1	3,290	50
Very Large	0	0	0
Total	7	5,916	100
Vacant Land			
None			
Overall Vacancy Rates			
Premises	Floorspace	Land	
50%	28%	39%	
Key Owners	SEGRO (Formerly known as Slough Estates)		
Key Sectors	Transport 76% Warehousing and distribution 24%		
Key Firms	BMI, Kaba Door Systems		
SWOT Analysis			
Strengths			
<ul style="list-style-type: none"> • Part of Hayes Strategic Employment Location/ Opportunity Area • Good road access • Close to Heathrow • On going private sector investment in estate 			
Weaknesses			
<ul style="list-style-type: none"> • Limited public transport accessibility • Restricted site surrounded by green belt • Variety of size of units could be increased • Estate in transition • Some distance from nearest shops at Mulberry Parade • Some sites would be affected by Crossrail construction 			

Opportunities

- SEGRO have redeveloped most of site
- Expansion at Heathrow

Threats

- Crossrail requires access through site to build Stockley Flyover to enable Crossrail Trains to reach Heathrow



Industrial Business Areas Audit 2008				
IBA 13: Nestles Avenue, Hayes				
SEL Status	Preferred Industrial Location 25	Estimated Employment	450	
Area Composition	Roads	Estates		
	Nestles Avenue Viveash Close	Squirrels Trading Estate		
Size	15.75 hectares gross			
Total Floorspace	119,863 sq. m	Number of sites/premises	19	
Description				
The site is a traditional manufacturing and storage location associated predominantly with the food industry. Part of the site is within the Botwell (Nestles) Conservation Area. The Paddington-Bristol main line railway, the Grand Union Canal, a nature Conservation Site of Metropolitan Importance, and Hayes Town Centre are to the north. Residential areas are to the south.				
Rentals: Industrial £7 - £11 per sq ft				
Access				
Strategic Road Network	M4 (junction 3) and Heathrow and A40/M40; via North Hyde Road and Hayes Bypass			
Public Transport	Network Rail: Hayes and Harlington Station within 800m. Bus: Five routes serve Hayes Town Centre and one route serves North Hyde Road.			
Freight Access – Water/rail	Canal side frontage			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	5 (26%)		3 (16%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	10 (53%)		1 (5%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1C	2	12	435	1
B2	8	53	107,019	92
B8	4	27	7,776	7
A1	0	0	0	0
Other	2	20	548	1
Total	16	100	115,778	100
Vacancy				
Vacant Premises	Number		Floorspace (Sq.m)	%
Small	0		0	0
Medium	1		263	6

Large	2	3,822	94
Very Large	0	0	0
Total	3	4,085	100
Vacant Land			
None			
Overall Vacancy Rates			
Premises	Floorspace		Land
15.7%	3.4%		4.9%
Key Owners	Nestles Bucclough Properties		
Key Sectors	Food and tobacco 81% Motor vehicles sales and servicing 6% Warehousing 5% Chemicals 2% Printing 1% Others 5%		
Key Firms	Nestles		
SWOT Analysis			
Strengths			
<ul style="list-style-type: none"> • Part of Hayes Strategic Employment Location/ Opportunity Area • Close to Hayes Town Centre with full range of services, Heathrow Airport and Arterial Road Network • Wide range of businesses • Range of variety and type of units • Low number of vacancies enhances vibrancy of estate • Good public transport especially to west of estate • Established local labour force 			
Weaknesses			
<ul style="list-style-type: none"> • Poor HGV road access from west along part residential area • Parking limited • Domination of one major international manufacturer • Recent increase in the number of self storage businesses, which provide few jobs, on former government storage sites • Many sites old and in need of modernisation 			
Opportunities			
<ul style="list-style-type: none"> • Some vacant sites • Heathrow Express Stopping service enhancing public transport access to site • Expansion of Heathrow will enhance job and wealth creation opportunities in the locality • Potential to redevelop site as part of Hayes Town regeneration 			

Threats

- Cheaper costs elsewhere have encouraged some companies to relocate
- Restricted access through residential area could harm long term viability of IBA



Industrial Business Areas Audit 2008				
IBA 14: Blyth Road, Hayes				
SEL Status	Preferred Industrial Location 25		Estimated Employment	2,280
Area Composition	Roads		Estates	
	Blyth Road Clayton Road Printing House Lane Trevor Road Golden Crescent		Frogmore Estate Alpha Industrial Estate Warnford Industrial Estate Caxton Trading Estate Crown Trading Estate Britannia Industrial Estate Stewart Quay	
Size	26.4 hectares			
Total Floorspace	182,203 sq. m		Number of sites/premises	141
Rentals: Industrial £9.50 - £10 per sq ft Office: c.£18 per sq ft				
Description				
A traditional industrial area which has been undergoing a significant transformation, moving away from manufacturing to distribution, support services and office uses. Part of the site forms the Botwell (Thorn EMI) Conservation Area and is focused on the Grade 2 Listed building- Enterprise House). To the west, land uses include residential, industrial and a sports ground (Green Belt). To the south is the Paddington-Bristol mainline railway, along which it is proposed to place Crossrail. To the north and east is residential and Hayes Town centre to the east. The site is dissected by the Grand Union Canal, a nature conservation site of Metropolitan Importance.				
Access				
Strategic Road Network	M4(junction 4) via Dawley Road/Shepiston Lane			
Public Transport	PTAL: 3-2 Network Rail - Hayes Station within 800 m. Bus: 7 routes serve Hayes town centre			
Freight Access – Water/rail	Rail and canal side frontage			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	40 (30%)		55 (40%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	36 (26%)		5 (5%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	11	10	29,560	25
B1B	1	<1	233	<1
B1C	3	3	1,890	2


B2	43	37	31,637	27
B8	52	45	44,368	38
A1	1	<1	207	<1
Other	4	3	8,072	7
Total	115	100	116,198	100
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	11	1,906	3	
Medium	4	1,992	3	
Large	7	15,962	24	
Very Large	4	46,145	70	
Total	26	66,005	100	
Vacant Land				
Part of Resolution site/Former Thorn Emi Site Blyth Road.				
Overall Vacancy Rates				
Premises	Floorspace		Land	
18.3%	36%		26%	
Key Owners	Scipher Resolution Ballemore Workspace			
Key Sectors	Warehousing and distribution 19% Computer & software consultancy 5% Metals and machinery 11% Media 17% Travel 8% Wood and paper products 8% Financial services 6% Chemicals and plastics 4% Textiles 5% Printing 3% Vehicle servicing 3% Wholesale 2% Food & Tobacco 1% Others 8%			
Key Firms	Entertainment UK Ltd Delta Airlines Sita Portal Records			

SWOT Analysis	
Strengths	
<ul style="list-style-type: none"> • Part of Hayes Strategic Employment Location – Preferred Industrial Location and in Opportunity Area • Diverse range of activities • Close to town centre with range of shops and services • Good public transport • Road improvements have facilitated access • Close to Heathrow • Wide variety of types of business units • Site is adjusting well to departure of Thorn EMI • Many parts of IBA very vibrant 	
Weaknesses	
<ul style="list-style-type: none"> • Number of vacant new prestigious offices developments • Number of obsolete buildings 	
Opportunities	
<ul style="list-style-type: none"> • Crossrail due 2017 • Some derelict/vacant sites • Some older estates could be redeveloped to make better use of land and to improve access to and on the site • Businesses networking could be improved 	
Threats	
<ul style="list-style-type: none"> • High demand for housing/ non-IBA type uses due to proximity to Hayes Town Centre • Government expecting mixed use development in town centres • Housing precedent set by conversion of Jupiter House • A strip of land adjacent to the Paddington-Bristol Railway line has been safeguarded for Cross Rail 	



Industrial Business Areas Audit 2008				
IBA 15: Rigby Lane/ Swallowfield Way/ Dawley Road West, Hayes				
SEL Status	Preferred Industrial Location 25	Estimated Employment	1,920	
Area Composition	Roads	Estates		
	Betam Road Dawley Road Rigby Lane Swallowfield Way	Abenglen Industrial Estate Adler Industrial Estate Speedway Industrial Estate		
Size	35.8 hectares			
Total Floorspace	108,999 sq. m	Number of sites/premises	116	
Description				
The employment area has a diverse range of industrial and distribution activities. There is also a waste handling facility and an aggregates distribution depot with rail head facilities. The Grand Union Canal, a conservation site of Metropolitan Importance, forms the northern boundary and the Bristol-Paddington Railway, the southern. There is a small enclave of residential (Union Canal cottages) to the east.				
Rentals: Industrial £8 - £12.50 per sq ft				
Access				
Strategic Road Network	M4 (junction 4) via Dawley Road/Shepiston Lane			
Public Transport	PTAL: 3-2 Network Rail: Midway between Hayes and West Drayton stations. Bus routes in Dawley Road to east.			
Freight Access – Water/rail	Canal and rail frontages - existing rail head facilities and sidings			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	64 (55%)		26 (22%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	21 (18%)		6 (5%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	5	5	1,788	2
B1B	1	1	1,309	1
B1C	0	0	0	0
B2	34	34	39,728	42
B8	56	56	48,930	51
A1	0	0	0	0
Other	4	4	3,850	4
Total	100	100	95,605	100

Vacancy			
Vacant Premises	Number	Floorspace (Sq.m)	%
Small	4	623	5
Medium	6	4,310	32
Large	6	8,461	63
Very Large	0	0	0
Total	16	13,394	100
Vacant Land			
No vacant sites			
Overall Vacancy Rates			
Premises	Floorspace		Land
14%	12%		10%
Key Owners	British Waterways SEGRO		
Key Sectors	Metals and machinery 22% Warehouse and distribution 43% Wholesale 7% Motor vehicles sales and repairs 5% Refuse and recycling 4% Chemicals and plastics 4% Textiles 3% Plant rental 2% Other business support 2% Media 2% Wood and paper products 2% IT 1% Printing 1% Other 2%		
Key Firms	Portakabin SITA Rymans Ltd ARC Agrexico Agric Export Company Ltd Cargoflora Ltd DHL John Guest		

SWOT Analysis	
Strengths	
<ul style="list-style-type: none"> • Part of Hayes Strategic Employment Location – Preferred Industrial Location/ Opportunity Area • Wide range of types of businesses • Wide variety of predominantly modern units • Good access • Close to public transport • Few vacant units • Parts of estate well planted offering good impression • Wide diversity of business activities 	
Weaknesses	
<ul style="list-style-type: none"> • Parts of site have poor pedestrian access • Poor signage • Long walk to facilities in Hayes town centre 	
Opportunities	
<ul style="list-style-type: none"> • Some older sites could be redeveloped • Canal offers opportunities • Some sites under redevelopment to provide more much needed medium sized units • Business networking could be improved • Crossrail could improve public transport accessibility to area 	
Threats	
<ul style="list-style-type: none"> • Expansion of logistics and trade counter sectors could weaken site's employment generating capacity • High land costs could deter future businesses development • Crossrail will absorb 5.2ha of designated land during construction of Stockley Flyover. 	
	

Industrial Business Areas Audit 2008				
IBA 16: Millington Road, Hayes				
SEL Status	Preferred Industrial Location 25	Estimated Employment	1,626	
Area Composition	Roads	Estates		
	Millington Road North Hyde Road	Westland Industrial Estate		
Size	10.9ha			
Total Floorspace	65,818 sq. m	Number of sites/premises	12	
Description				
Millington Road IBA comprises of a prestigious office complex and warehouse/commercial units. Hayes Town, the Paddington-Bristol Railway line and Residential are to north, with more residential to the east, west and south. There is a small parade of shops to the east.				
Rentals: Industrial £8 - £10 per sq ft Office: £18 - £20 per sq ft				
Access				
Strategic Road Network	M4 (junction 4) and Heathrow via Dawley Road M4 (junction 3) via North Hyde and Hayes Bypass A40/M40 via North Hyde Road and Hayes Bypass			
Public Transport	PTAL: 3-2 Network Rail: Hayes & Harlington Station within 800m. Bus: 5 routes to west serving Station Road and North Hyde Road			
Freight Access – Water/rail	-			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	0		6 (35%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	5 (30%)		6 (35%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1	1	17	3,214	7
B2	1	17	1,863	5
B8	4	66	38,809	88
A1	0	0	0	0
Other	0	0	0	0
Total	6	100	43,886	100

Vacancy			
Vacant Premises	Number	Floorspace (Sq.m)	%
Small	0	0	0
Medium	0	0	0
Large	2	6,885	31
Very Large	1*	15,047	69
Total	3	21,932	100
* Floorspace includes additional part occupied office building (HP2)			
Vacant Land			
3 cleared sites part of Hyde Park 1 site with permission for 14,000 sq.m office building ref: 45753/APP/2008/481 approved 22/04/08			
Overall Vacancy Rates			
Premises	Floorspace		Land
33%	50%		31%
Key Owners	British Steel Pensions Trust Hines		
Key Sectors	Warehouse, storage and distribution 89% Official 7% Textiles 4%		
Key Firms	Entertainment UK Nippon Express BTC DHL		
SWOT Analysis			
Strengths			
<ul style="list-style-type: none"> • Part of Hayes Strategic Employment Location/ Opportunity Area • Good road access • Good public transport access • Close to Heathrow Airport • New Heathrow Stopping service at nearby Hayes & Harlington Station • Estate comprises of modern units • Significant investment commitment from new owners of Hyde Park 			
Weaknesses			
<ul style="list-style-type: none"> • Large vacancy level in terms of floor space, number of units and cleared sites • Weakness in west London Office market identified. 			

Opportunities

- Heathrow Express stopping enhancing public transport accessibility to the south
- Former Safeway site being refurbished
- Heathrow expansion could increase demand for business units especially when considered in association with introduction of Heathrow stopping service.


Threats

- High office vacancy in locality




Industrial Business Areas Audit 2008				
IBA 17: Springfield Road, Hayes				
SEL Status	Preferred Industrial Location 25	Estimated Employment	460	
Area Composition	Roads	Estates		
	Beaconsfield Road Bullsbrook Road Springfield Road Uxbridge Road	Hayes Metro Centre Elystan Business Centre Houston Business Park Hexagon Business Centre Brook Industrial Estate Heathrow Interchange Springfield Business Centre		
Size	23.8 ha			
Total Floorspace	132,566	Number of sites/premises	101	
Description				
Springfield Road is a vibrant distribution and service centre location sited off the Uxbridge Road. To the west and south of the site is Minet Park (Green Belt), the Guru Nanak Sikh College and Yeading Football Club. To the east is the Grand Union Canal, a site of nature conservation Metropolitan Importance with Southall Town Centre (LB Ealing) and residential beyond. To the north of the Uxbridge Road is a small parade of shops and a significant residential area.				
Rentals: Industrial £8 -12.50 per sq ft				
Access				
Strategic Road Network	M4 (junction 3) to south and A40/M40 to north via Hayes Bypass			
Public Transport	PTAL:3-2 3 bus routes serve Uxbridge Road adjacent to north of estate			
Freight Access – Water/rail	Canal side frontage			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	35 (40%)		25 (28%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	23 (26%)		5 (6%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	2	2	320	<1
B1B	1	1	310	<1
B1C	1	1	253	<1
B2	20	23	9,885	10
B8	50	57	72,455	75
A1	9	11	12,826	13
Other	4	5	502	<1

Total	87	100	96,551	100
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	3	614	<2	
Medium	3	914	2	
Large	5	12,544	35	
Very Large	2	20,248	56	
Total	13	36,015	100	
Vacant Land				
1 site Permission granted for change of use from office to hotel incorporating former petrol station site a Hayes Gate House Ref 2385/APP/2005/3477 granted 12/06/2008				
Overall Vacancy Rates				
Premises	Floorspace		Land	
11%	19%		21.6%	
Key Owners	Gazeley Properties			
Key Sectors	Warehousing, storage and distribution 35% Wholesale trades 23% Food 9% Retail 13% Vehicle sales and repair 5% Construction 4% Chemicals and plastics 2% Metals and machinery 2% Financial services 2% Other business services 2% Textiles 1% Others 2%			
Key Firms	Pickfords Removals Ltd Leroy Somer Carpet Right Deutsche Bank More O'Ferrall Adshell S.E.B. Procter and Gamble Ltd Wickes DIY			

SWOT Analysis	
Strengths	
<ul style="list-style-type: none"> • Part of Hayes Strategic Employment Location/ Opportunity Area • Wide variety of businesses • Good range of different types of business units • Good road access • Good public transport access • IBA continues to benefit from private sector investment • Low level of vacancies 	
Weaknesses	
<ul style="list-style-type: none"> • Only one point of access to Springfield Road/ Beaconsfield Road from Uxbridge Road with parking issues • Improvements to business networking • Expansion restricted by Green Belt 	
Opportunities	
<ul style="list-style-type: none"> • Older sites could be redeveloped • West London Tram Depot proposed to north east of site 	
Threats	
<ul style="list-style-type: none"> • Expansion of retail park along Uxbridge Road • High costs could encourage businesses to relocate 	
	

Industrial Business Areas Audit 2008				
IBA 18: Pump Lane, Hayes				
SEL Status	Preferred Industrial Location 25	Estimated Employment	2,700	
Area Composition	Roads	Estates		
	Pasadena Close Chesterfield Way Pump Lane Bilton way Silverdale road	Chailey Industrial Estate Argent Centre Pump Lane Industrial Estate Pasadena Trading Estate Silverdale Industrial Estate Peter James Business Centre Crauford Industrial Estate Johnsons Industrial Estate Regent Business Centre Halls Business Centre		
Size	21 hectares			
Total Floorspace	97,770 sq.m	Number of sites/premises	161	
Description				
Traditional industrial and commercial location with a variety of businesses including specialist metal working, aggregates distribution, warehousing and property maintenance services. There is residential to west and north, the Grand Union Canal, a site of Metropolitan Importance, and the Bristol Paddington railway to south, and the Hayes by-pass to east. To the west is Hayes Town Centre. Within the site is the Benlow Works a Grade 2 Listed Building.				
Rentals: Industrial £8 - £12.50 per sq ft				
Access				
Strategic Road Network	Hayes by-pass links to A40/M40, M4 (Junction 3), M25			
Public Transport	PTAL: 3-2 Network Rail Hayes and Harlington Station within 800m Bus routes feed Hayes town centre			
Freight Access – Water/rail	Rail sidings serve Tarmac Roadstone Shackles Dock provides canal opportunity			
Size Mix	Small (<235 sq.m)	Medium (235-999 sq.m)		
	76 (47%)	66 (41%)		
	Large (1000-4999 sq.m)	Very Large (>5000 sq.m)		
	18 (11%)	1 (<1%)		
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	6	7	1,496	2
B1B	0	0	0	0

B1C	2	1	270	<1
B2	53	38	31,541	37
B8	66	48	44,220	52
A1	2	1	4,916	6
Other	7	5	3,055	4
Total	138	100	85,498	100
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	8	1,288	10	
Medium	14	6,676	54	
Large	3	4,308	36	
Very Large	0	0	0	
Total	25	12,272	100	
Vacant Land				
No sites				
Overall Vacancy Rates				
Premises		Floorspace		Land
14%		14%		8%
Key Owners	Tarmac Roadstone Percy Bilton			
Key Sectors	Metals and machinery 26% Wholesale Trades 22% Warehousing, storage and distribution 22% Transport 5% Vehicle sales and repairs 5% Other services 2% Retail 2% Computer support and consultancy 2% Construction 2% Business support 2% Wood and paper products 1% Others 9%			
Key Firms	Mays Pressure Diecasting Truform Engineering Zumtobel Lighting Royal Mail Siemens Tarmac & Southern Quarry Products (Southern) Matalan Sunlight Laundry			

SWOT Analysis	
Strengths	
<ul style="list-style-type: none"> • Part of Hayes Strategic Employment Location/ Opportunity Area • Good mix of different businesses • Good road access • Good public transport • Close to Heathrow • Close to local labour force 	
Weaknesses	
<ul style="list-style-type: none"> • Vacant sites weaken business vitality • Shortage of medium sized units • Parts of IBA need to be modernised • Pedestrian access on some estates poor 	
Opportunities	
<ul style="list-style-type: none"> • Older sites could be redeveloped to provide more modern premises • Chance to improve local business links 	
Threats	
<ul style="list-style-type: none"> • High local land costs could detract new business and from others staying in the locality • High land values attract demand for other uses including housing • Some problems in attracting skilled workers 	
	

Industrial Business Areas Audit 2008				
IBA 19: Bath Road, Heathrow				
SEL Status	None		Estimated Employment	1,931
Area Composition	Roads		Estates	
	Bath Road Skyport Drive		Heathrow Boulevard Summit Centre Alpha Centre	
Size	17.31 hectares			
Total Floorspace	83,014 sq. m		Number of sites/premises	32
Description				
<p>The IBA is in three pockets located to the north of Heathrow Airport and the A4 Bath Road. The western area has residential to east, a hotel to west and Green Belt to north. The central and eastern areas have Green Belt to west, north and east. The western area is dominated by distribution activities as too is the central area (the former Penguin Books site renamed Polar Park). The eastern area has offices (Heathrow Boulevard), the Technicolor site and a modern commercial site with airport related uses including airline meal preparation and baggage services. Technicolor is planning to leave the site in 2008.</p>				
Rentals: Industrial £9 -£12 and office £20 - £26				
Access				
Strategic Road Network	A4, Bath Road to Heathrow Terminals and M4.			
Public Transport	Nearest tube station Heathrow Bus: Routes stop on Bath Road at southern entrance to each area.			
Freight Access – Water/rail				
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	0 (0%)		9 (30%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	20 (70%)		2	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	5	17	15,690	19
B1B	1	3	1,276	1
B1C	0	0	0	0
B2	8	27	20,210	24
B8	16	53	28,888	56
A1	0	0	0	0
Other	1	0	5,579	0
Total	31	100	71,643	100

Vacancy			
Vacant Premises	Number	Floorspace (Sq.m)	%
Small	0	0	0
Medium	0	0	5
Large	0	0	0
Very Large	1	11,371	100
Total	1	11,371	
Vacant Land			
None			
Overall Vacancy Rates			
Premises	Floorspace		Land
3%	14%		10%
Key Owners	Technicolor Ltd Orbit Southern Developments Ltd Brixton Properties Slough Estates BAA Lytton		
Key Sectors	Warehouse, storage and distribution 26% Transport 21% Printing 11% Computer and software consultancy 8% Official 8% Metals and machinery 7% Film, television and radio 5% Other business services 13% Others 1%		
Key Firms	Technicolor Ltd Alpha Food Services Ltd Memorex Terry Smith Group Ltd Expeditor Metropolitan Police		
SWOT Analysis			
Strengths			
<ul style="list-style-type: none"> • Close to Heathrow • Good road access • Good public transport • Range of modern units • Vibrant businesses • Forms part of the North Heathrow Opportunity Area in London Plan 			
Weaknesses			
<ul style="list-style-type: none"> • Green Belt prevents expansion of IBA 			

Opportunities


- Polar Park (Former Penguin Books site) provides chance to provide modern commercial facilities (Planning permission granted) and new occupier arrived on part of site in 2004. Site redevelopment nearing completion in 2006.

Threats

- Significant number of similar vacant sites and premises available at Heathrow
- Demand for sites to be turned into hotels
- Central area could become part of Heathrow Third Runway



Industrial Business Areas Audit 2008				
IBA 20: Hayes Bridge, Hayes				
SEL Status	None		Estimated Employment	<10
Area Composition	Roads		Estates	
	Uxbridge Road			
Size	3.201		0.87ha	
Total Floorspace	3,441 sq. m		Number of sites/premises	1
Description				
Residential to west and north Grand Union Canal, site of nature conservation of Metropolitan Importance, to the east				
Rentals: No recent activity but neighbouring sites command Industrial £8 - £11 and office £12 - £26				
Access				
Strategic Road Network	M4 (Junction 3) to south and A40/M40 to north of Hayes Bypass			
Public Transport	PTAL: 3 3 bus routes serve Uxbridge Road adjacent to south of estate			
Freight Access – Water/rail	Canal side frontage			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	-		-	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	1 (100%)		-	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	0	0	0	0
B1B	0	0	0	0
B1C	0	0	0	0
B2	0	0	0	0
B8	1	100	3,441	100
A1	0	0	0	0
Other	0	0	0	0
Total	1		3,441	
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	0	0	0	
Medium	0	0	0	

Large	0	0	0
Very Large	0	0	0
Total	0	0	0
Vacant Land			
Overall Vacancy Rates			
Premises	Floorspace		Land
Key Owners	Most of site (2.33 ha) now occupied by housing		
Key sectors	Warehouse, storage and distribution 100%		
Key Firms	Shurgard		
SWOT Analysis			
Strengths			
<ul style="list-style-type: none"> • Located on edge of town centre (Southall – LB Ealing) • Good public transport • Availability of local labour force • Across from proposed West London Tram Depot site 			
Weaknesses			
<ul style="list-style-type: none"> • Only one self storage business – employment generation low • Access to IBA via narrow residential streets • Most of designated site redeveloped as housing 			
Opportunities			
<ul style="list-style-type: none"> • Canal usage could be improved 			
Threats			
<ul style="list-style-type: none"> • Employment status of site has been significantly reduced following redevelopment for housing 			
			

Industrial Business Areas Audit 2008				
IBA 21: Bulls Bridge, Hayes				
SEL Status	Preferred Industrial Location 25		Estimated Employment	931
Area Composition	Roads		Estates	
	North Hyde Gardens			
Size	16.3ha			
Total Floorspace	28,657 sq. m. plus 42,925 sq. m. National Grid operational land and 3,425 sq. m. residential land		Number of sites/premises	7 (excludes residential properties/land)
Description				
<p>The site is dominated by an electrical sub station in the south of the site with a variety of commercial uses to the north. The Bristol Paddington Railway is to the north of the site. The Grand Union Canal, conservation Site of Metropolitan Importance, extends across the site west to east with a further branch of the canal extending north/ south to the east of the site. The Yeading Brook extends north south across the eastern part of the site. To the south east is the Bulls Bridge conservation Area adjacent to the canal. There are industrial/commercial uses to the west and east and residential areas to the south. The A312 flyover extends over the eastern part of the site.</p>				
Rentals: Limited activity but neighbouring sites command Industrial £8 - £11 per sq ft and office £12 - £18 per sq ft				
Access				
Strategic Road Network	M4 (Junction 3) and A40/M40 via Hayes Bypass (A312)			
Public Transport	PTAL:2 Network Rail: Hayes Station within 800m. Buses serve North Hyde Road to south			
Freight Access – Water/rail	Canal side frontage			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	0 (0%)		1 (16%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	3 (50%)		1(16%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	1	20	3,450	12
B1B	0	0	0	0

B1C	0	0	0	0
B2	2	20	22,106	77
B8	2	40	2,385	9
A1	1	0	0	0
Other	1	20	1,048	4
Total	5	100	28,989	100
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	0	0	0	
Medium	0	0	0	
Large	1	3,614	100	
Very Large	0	0	0	
Total	0	0	100	
Vacant Land				
3.14ha Site with planning permission for B1, B2 and B8 use equivalent to 32,000 sq.m (Ref13226/App/2001/849)				
Overall Vacancy Rates				
Premises	Floorspace		Land	
0%	0%		19%	
Key Owners	British Waterways National Grid Transco PLC Chantry Estates			
Key Sectors	Metals and machinery 45% Telecommunications 22% Vehicles sales and repair 17% Warehouse, storage and distribution 5% Utilities 3% Transport 3%			
Key Firms	National Grid Transco Ltd BA Component Engineering GE Capital Aviation Training Ltd Vodafone			
SWOT Analysis				
Strengths				
<ul style="list-style-type: none"> • Part of Hayes Strategic Employment Location/Opportunity Area • Recent investment from variety of new businesses • Road access good 				

Weaknesses

- Limited public transport
- Restricted site with canal on two sides, nature and built conservation areas
- Large National Power site under utilized in employment generating terms and little chance of being developed in near future – flood risk

Opportunities

- Redevelopment of remaining section of former power station site to east of A312

Threats

- In close proximity to Southall Gasworks scheme in neighbouring London Borough of Ealing which may hinder re-investment in site as demonstrated by lack of implementation of existing planning permission.

Industrial Business Areas Audit 2008				
IBA 22: Covert Farm, Bedfont				
SEL Status	None		Estimated Employment	874
Area Composition	Roads		Estates	
	Stanwell Road Great South West Road			
Size	4.85ha			
Total Floorspace	42,349 sq. m		Number of sites/premises	9
Description				
Heathrow Airport is located to the north of the site .There is Green Belt to the west and residential to east. The site is dominated by airport related distribution and support services.				
Rentals: No specific activity but edge of Heathrow sites command Industrial £9-12 per sq ft and office up to £20 per sq ft				
Access				
Strategic Road Network	Heathrow Terminal 4 via Great South West Road. Terminals 1,2,3 via Perimeter Road. M25 via Stanwell Road			
Public Transport	PTAL: 3 Tube: Heathrow Terminal 4 within 800m. Both Stanwell Road and Great South West Road on local bus routes.			
Freight Access – Water/rail	Within 800m of Heathrow Terminal 4			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	0(0%)		0(0%)	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	4 (44%)		5 (66%)	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1A	1	11	4,489	11
B1B	0	0	0	0
B1C	0	0	0	0
B2	0	0	0	0
B8	8	89	37,860	89
A1	0	0	0	0

Other	0	0	0	0
Total	9	100	42,349	100
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)	%	
Small	0	0	0	
Medium	0	0	0	
Large	0	0	0	
Very Large	0	0	0	
Total	0	0	0	
Vacant Land				
None				
Overall Vacancy Rates				
Premises	Floorspace		Land	
0%	0%		0%	
Key Owners	Meteor Properties (Heathrow) Ltd Sun Life Properties			
Key Sectors	Warehouse, storage and distribution 71% Official 29%			
Key Firms	H. M. Customs and Excise Shenker Logistics NNR Aircargo Services (UK) Ltd Panalpina Merck Serona			
SWOT Analysis				
Strengths				
<ul style="list-style-type: none"> • Close to Heathrow • Close to arterial road network • Good public transport accessibility • Highly specialised businesses serving Heathrow Airport • No vacancies • Forms part of Heathrow Opportunity Area in London Plan 				
Weaknesses				
<ul style="list-style-type: none"> • Small site with nowhere to expand • Restricted access on to main roads • Some building stock obsolete 				
Opportunities				
<ul style="list-style-type: none"> • Some sites could be intensified • In strategic terms should be considered along with Heathrow • The opening of Terminal 5 in 2008 will enhance wealth of the site 				

Threats

- High demand for hotels in locality
- High land costs could outweigh benefits of airport proximity for some businesses
- Several businesses looking to leave in next two years

Industrial Business Areas Audit 2008				
IBA 23: Broadmead Road, Yeading				
SEL Status	None		Estimated Employment	0
Area Composition	Roads		Estates	
	Broadmead Road			
Size				
Total Floorspace	0 employment		Number of sites/premises	0
Rentals: No office or industrial activity				
Description				
Former employment site redeveloped as housing estate with Grand Union Canal to the east, a site of Metropolitan Importance.				
Access				
Strategic Road Network	Close to A312			
Public Transport	PTAL: 3-2 Bus routes			
Freight Access – Water/rail	Grand Union canal provides opportunities especially with the Willow Tree Marina being nearby.			
Size Mix	Small (<235 sq.m)		Medium (235-999 sq.m)	
	0		0	
	Large (1000-4999 sq.m)		Very Large (>5000 sq.m)	
	0		0	
Current Use	Units		Floorspace	
	Number	%	Sq.m	%
B1	0	0	0	0
B2	0	0	0	0
B8	0	0	0	0
A1	0	0	0	0
Other	0	0	0	0
Total	0	0	0	0
Vacancy				
Vacant Premises	Number	Floorspace (Sq.m)		%
Small	0	0		0
Medium	0	0		0
Large	0	0		0
Very Large	0	0		0
Total	0	0		0
Vacant Land				
None				

Overall Vacancy Rates		
Premises	Floorspace	Land
0%	0%	0%
Key Owners	Private	
Key Sectors	Residential	
Key Firms	None	
SWOT Analysis		
Strengths		
<ul style="list-style-type: none"> • Availability of local labour force • Attractive location 		
Weaknesses		
<ul style="list-style-type: none"> • No employment activities on site • Access via residential streets • Former employment site recently redeveloped for housing 		
Opportunities		
<ul style="list-style-type: none"> • Further intensification of housing 		
Threats		
<ul style="list-style-type: none"> • Site no longer in employment use 		