# Economic evidence base: Havering

SQW and BBP Regeneration, January 2018

# Structure

## PART I

Borough-wide analysis, set within a wider spatial context, focusing on:

- **Workplace economy**: businesses, workplaces and jobs within the Borough; their sectoral profile; and the earnings and GVA linked to these
- **Residence-based economy**: the profile of Havering's residents: the jobs in which they are working, their occupations, their qualifications and the earnings they are generating

## PART II

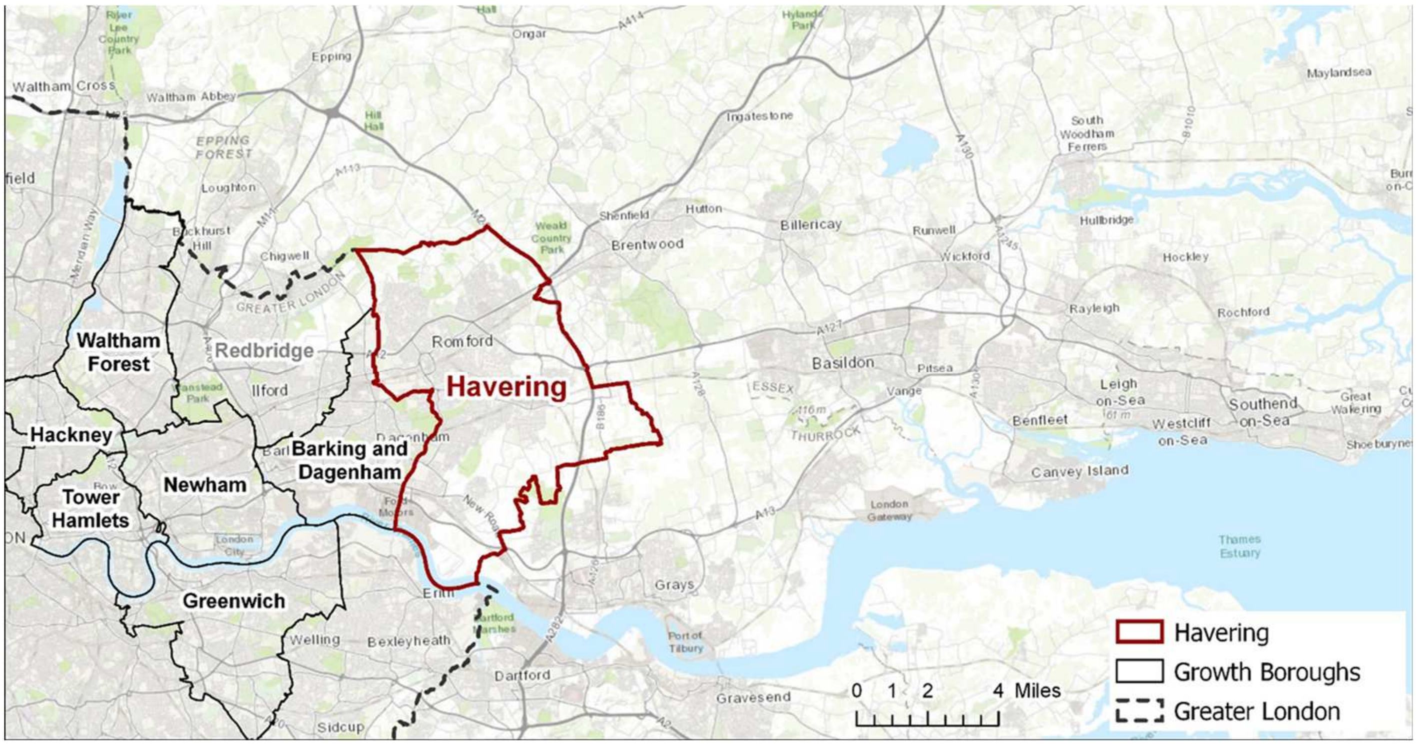
Local area narrative, focusing particularly on the property market in:

- Romford
- Rainham Riverside
- Other town centres (Upminster, Hornchurch, etc.)

# Part I: Borough-wide analysis

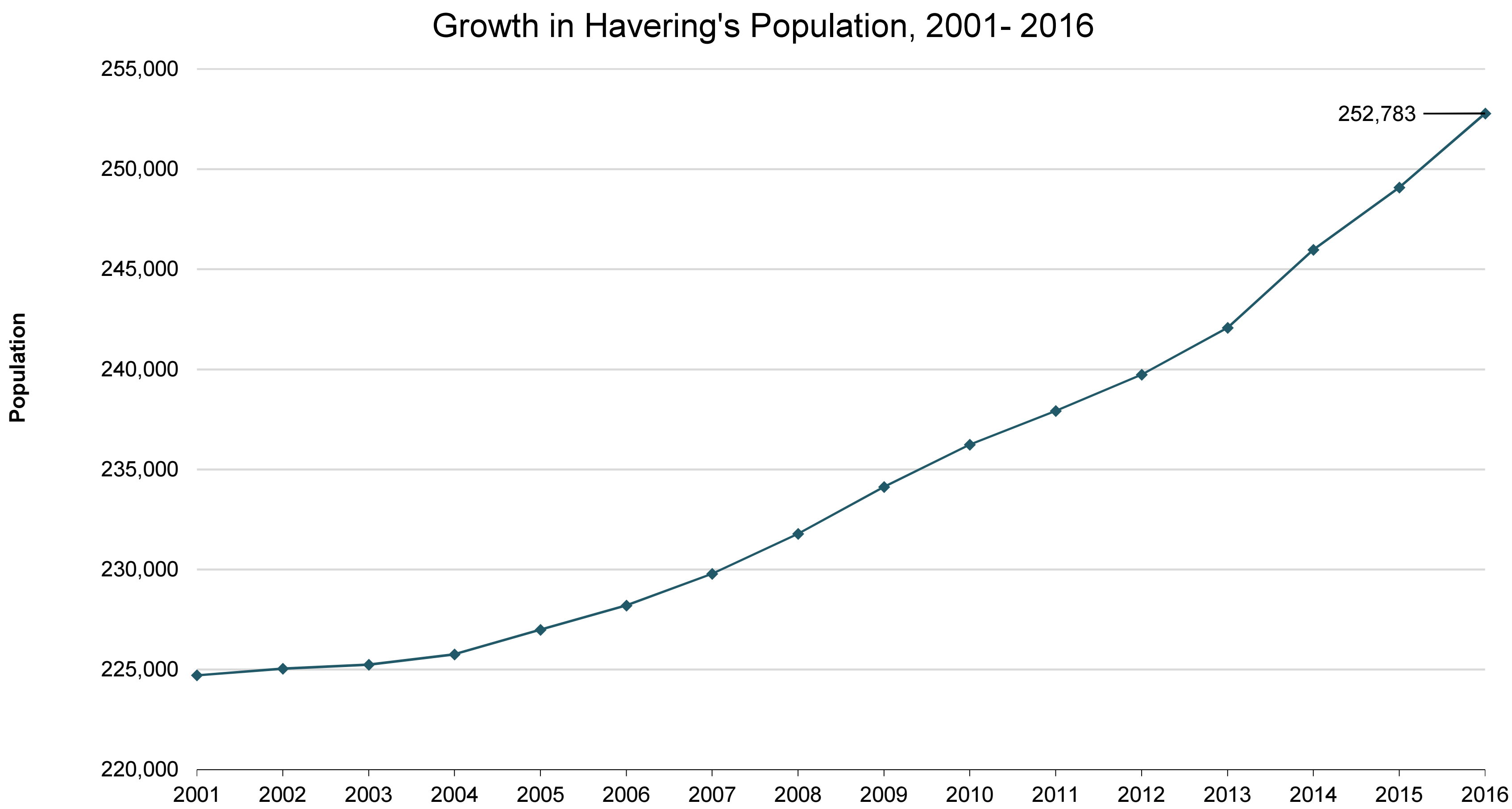
# Havering's wider spatial context

Havering is both "part of London" and (functionally) "part of South Essex" – it has strong links with both




Source: Produced by SQW 2017. Licence 100030994. Contains OS data © Crown copyright [and database right] [2017] and data from Esri and the GIS User Community.

# Havering’s population has grown steadily over the last 15 years




Source: ONS Population Estimates – local authority based by single year of age, 2001-2016

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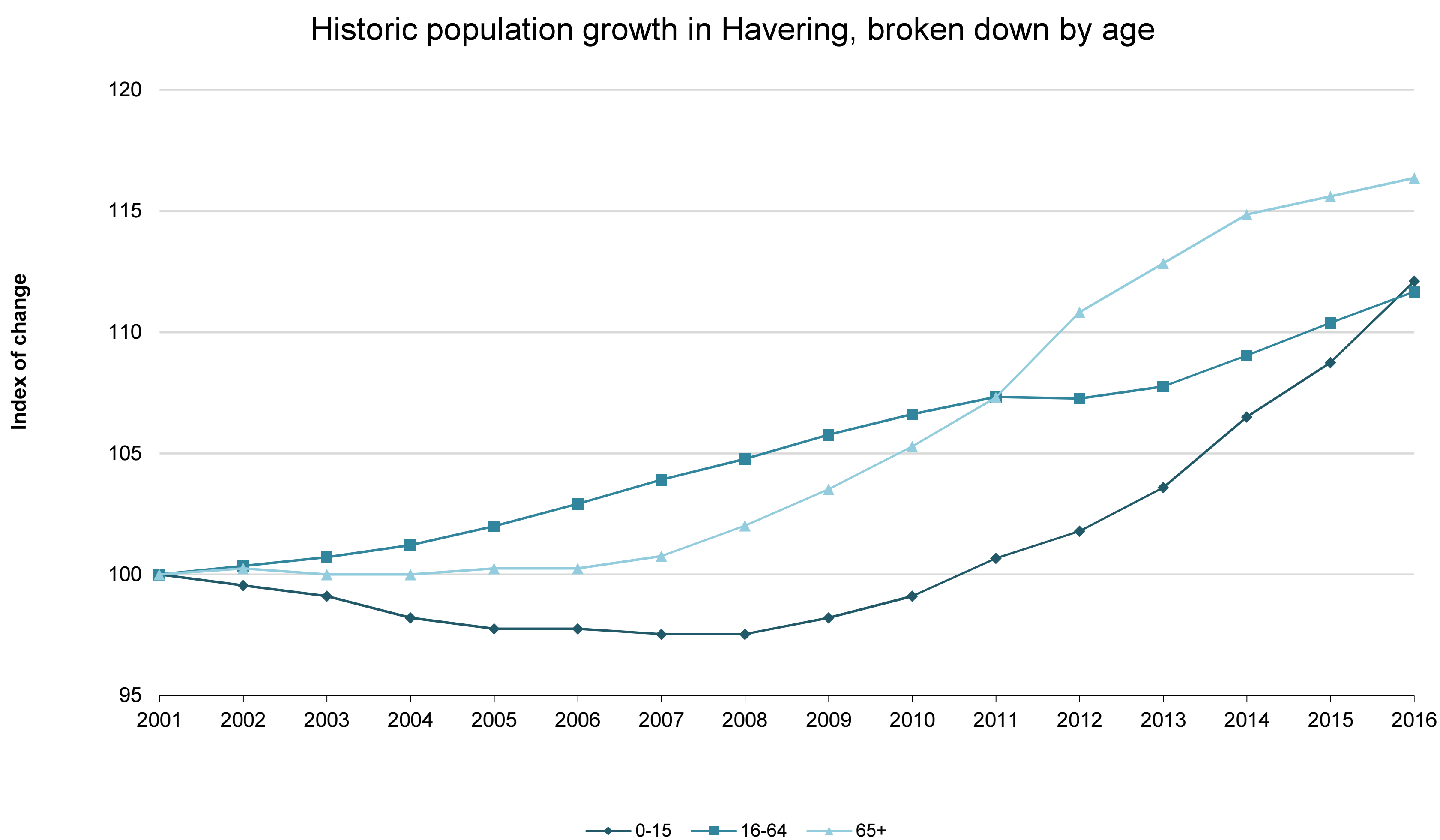
# Its age profile is changing; more old people, but in the last few years, more children too




Source: GLA Population Projections, central trend, custom age tool (numbers rounded to nearest 100, 2001-2016

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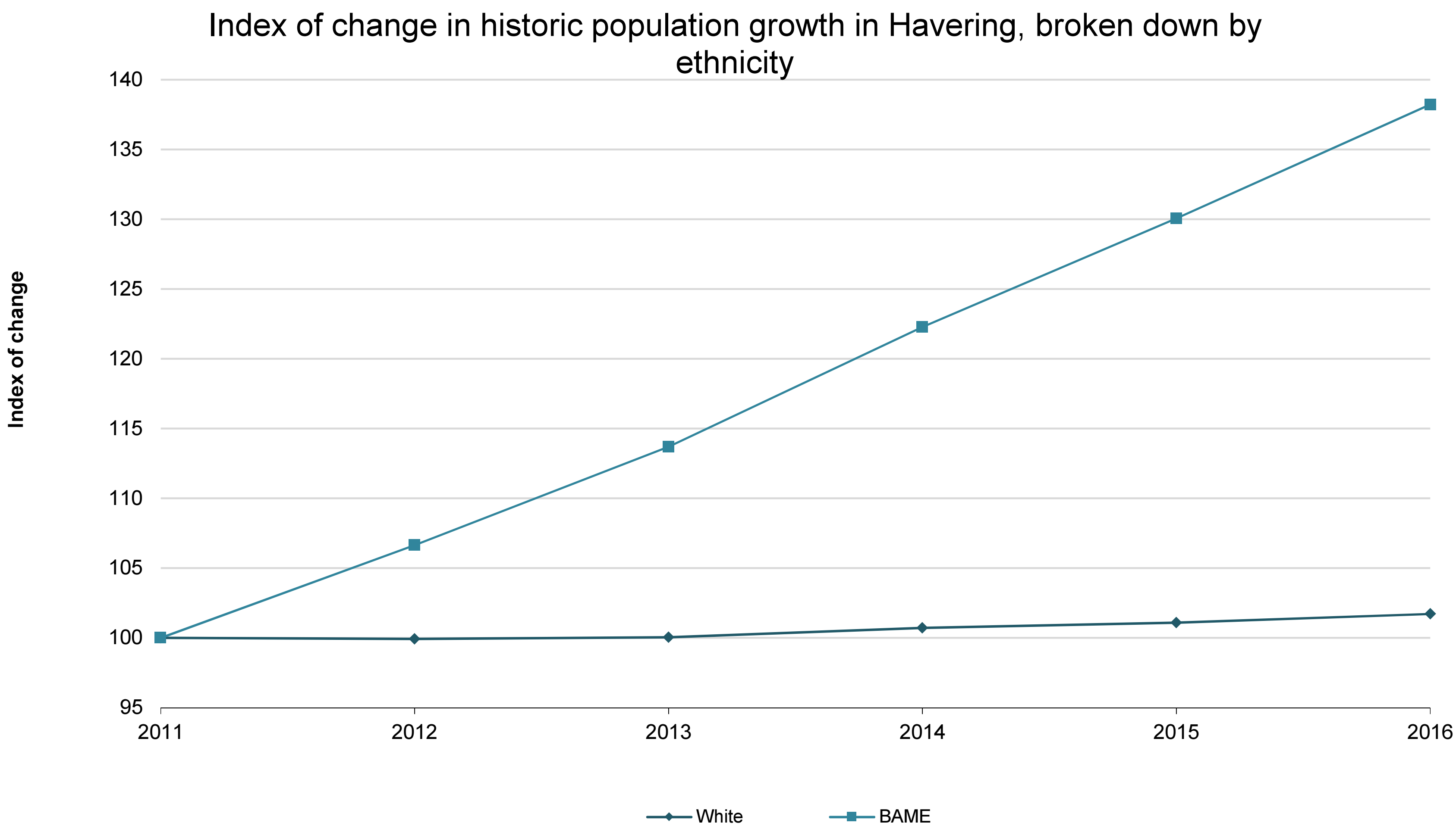
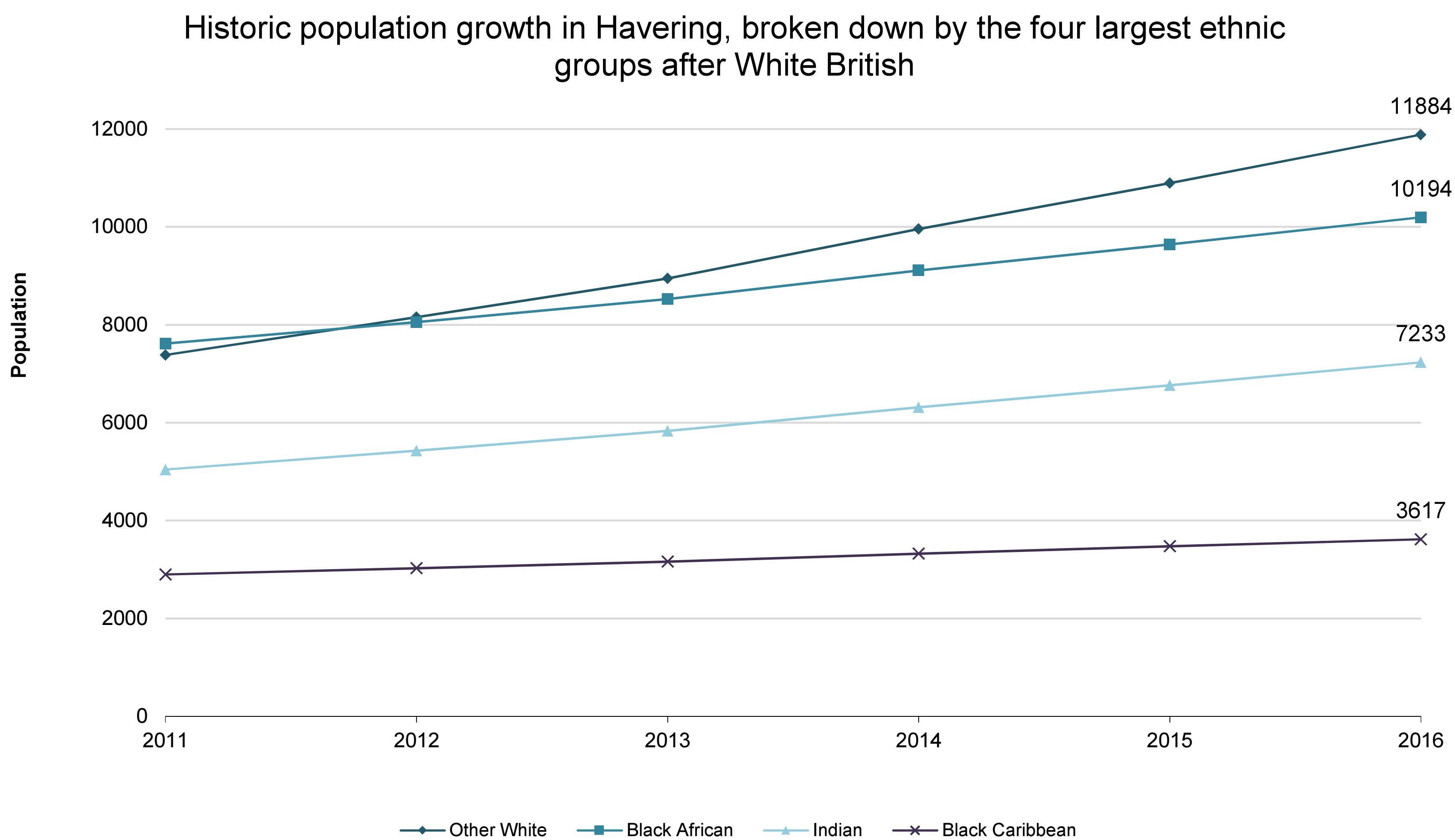
# The Borough is also becoming more ethnically diverse: its Black, Asian and Minority Ethnic (BAME) population grew by more than a third between 2011 and 2016




Source: GLA Ethnic-group Population Projections, central trend, 2011-2016

# Ethnic minority populations are growing at different rates – currently ‘other white’ is the fastest growing of the four biggest groups

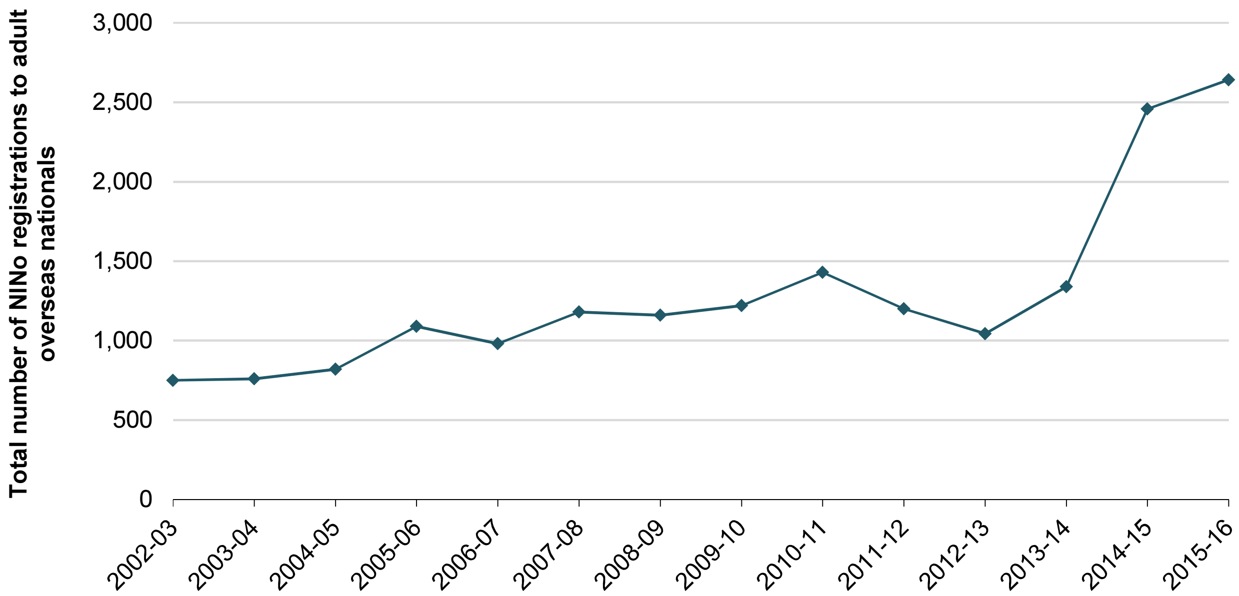





Source: GLA Ethnic-group Population Projections, central trend, 2011-2016

# National Insurance Number registrations issued to overseas nationals have risen sharply in recent years

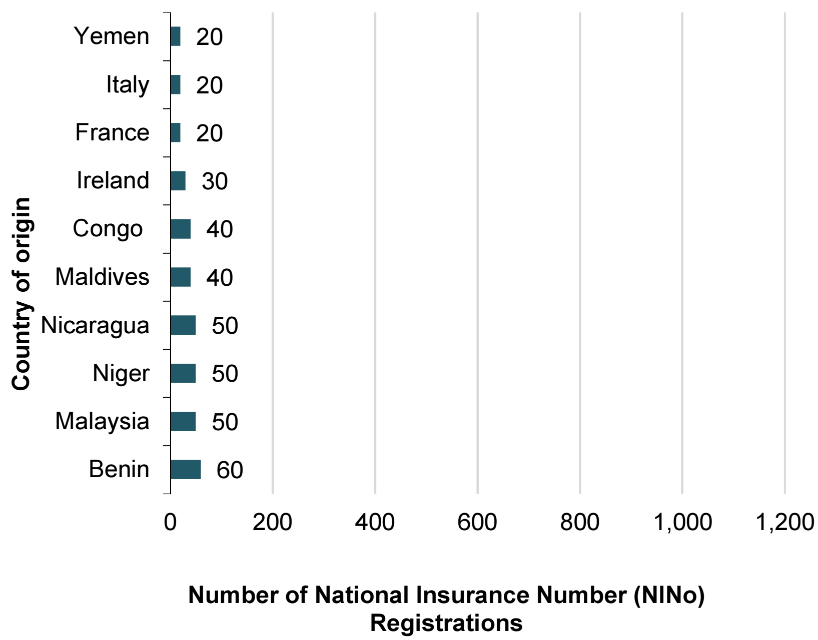
Total number of National Insurance Number (NINo) registrations to adult overseas nationals entering the UK in Havering for 2002-03 to 2015-16




Source: Department for Work & Pensions, National Insurance Number Registrations of Overseas Nationals, Borough and MSOA

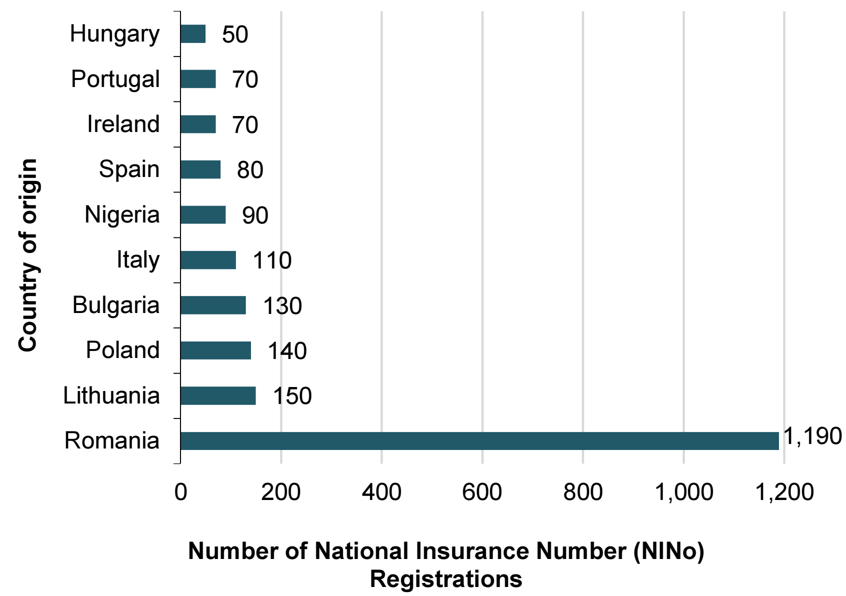
# There has been a shift towards EU nationals in NINo registrations over time

Top 10 countries of origin for National Insurance Number (NINo) registrations to adult overseas nationals entering the UK in Havering 2002-03




Source: DWP, National Insurance Number Registrations of Overseas Nationals, Borough and MSOA via GLA

Top 10 countries of origin for National Insurance Number (NINo) registrations to adult overseas nationals entering the UK in Havering 2015-16




Source: DWP, National Insurance Number Registrations of Overseas Nationals, Borough and MSOA via GLA

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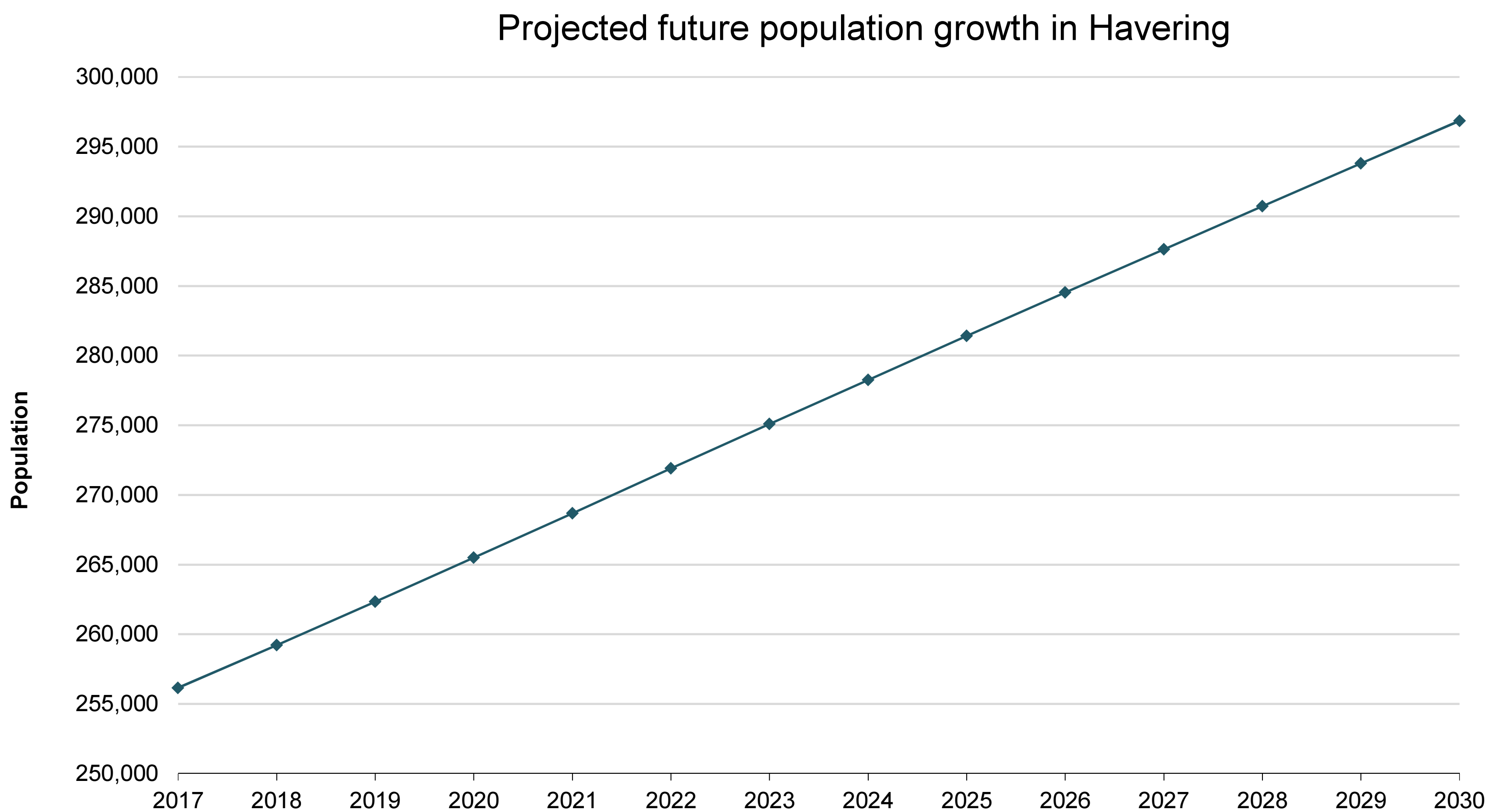
# These demographic changes are projected to continue – the population of the Borough is expected to grow by 40,000 people by 2030




Source: GLA Population Projections, central trend, 2017-2030

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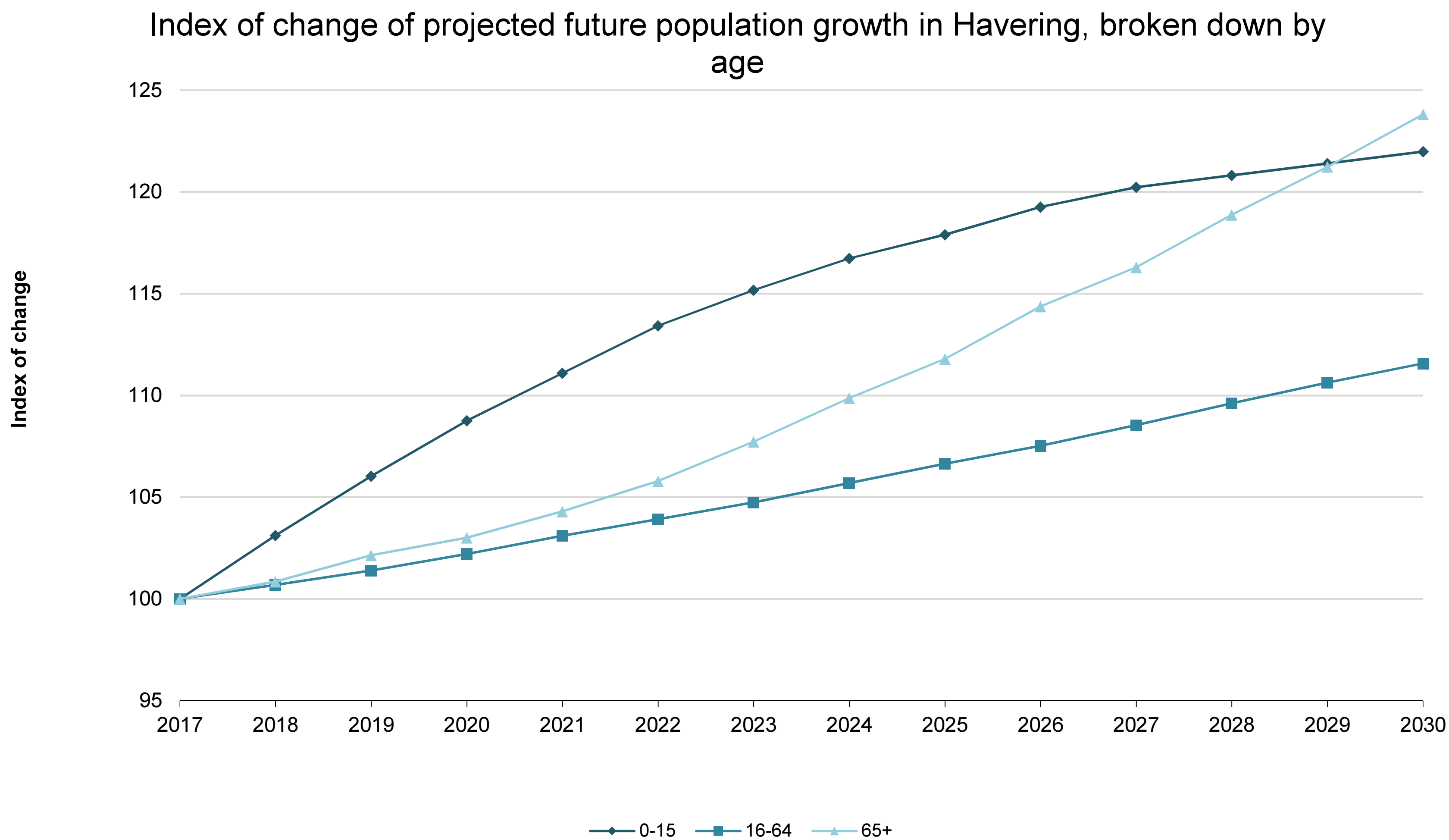
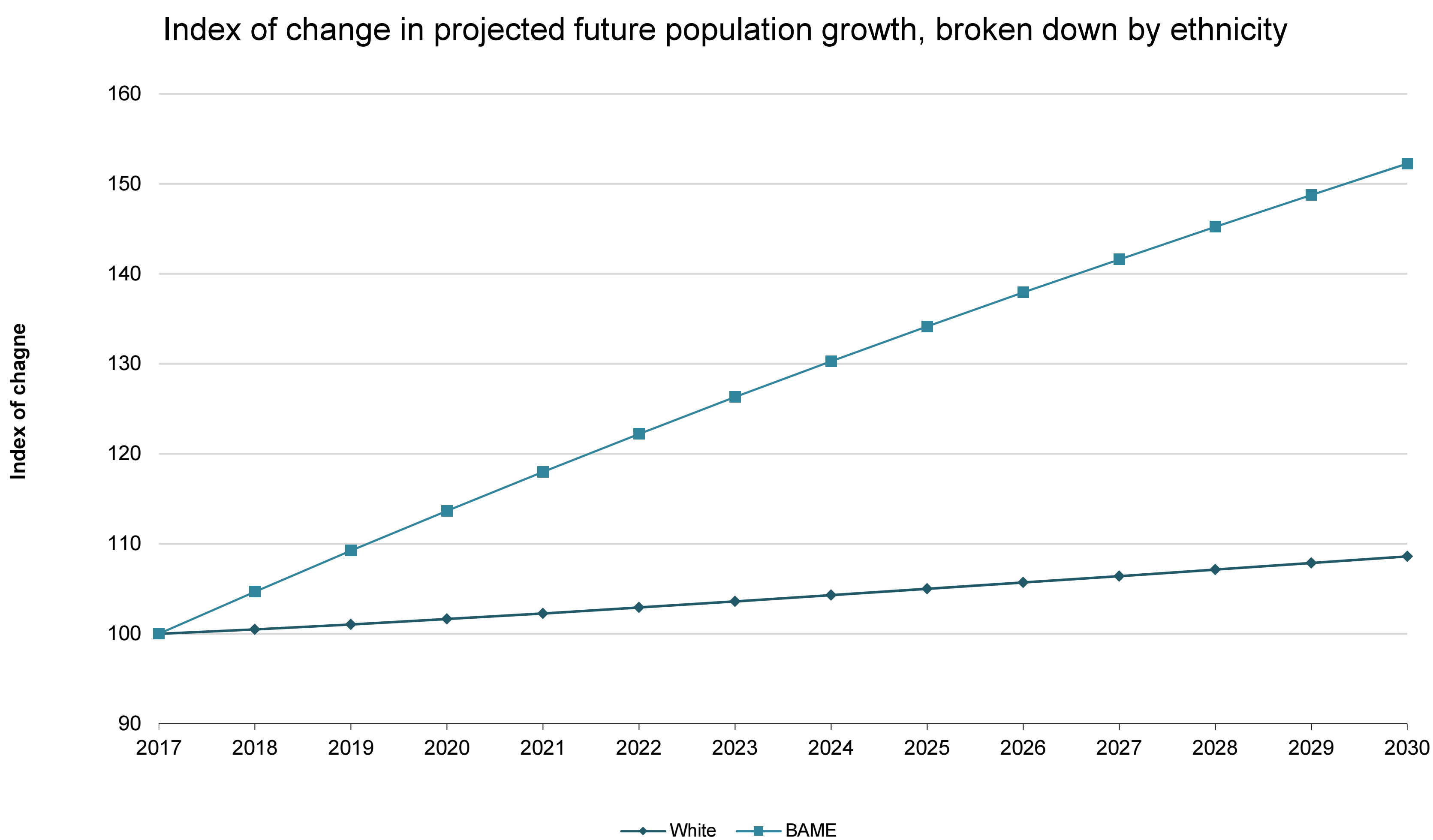
# The relative growth in both the younger and older age cohorts is projected to continue, while the working age population is projected to grow more slowly




Source: GLA Population Projections, central trend, custom age tool (numbers rounded to nearest 100), 2017-2030

# And the Borough's BAME population is projected to continue to grow more quickly than its White British population

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Source: GLA Ethnic-group Population Projections, central trend, 2017-2030

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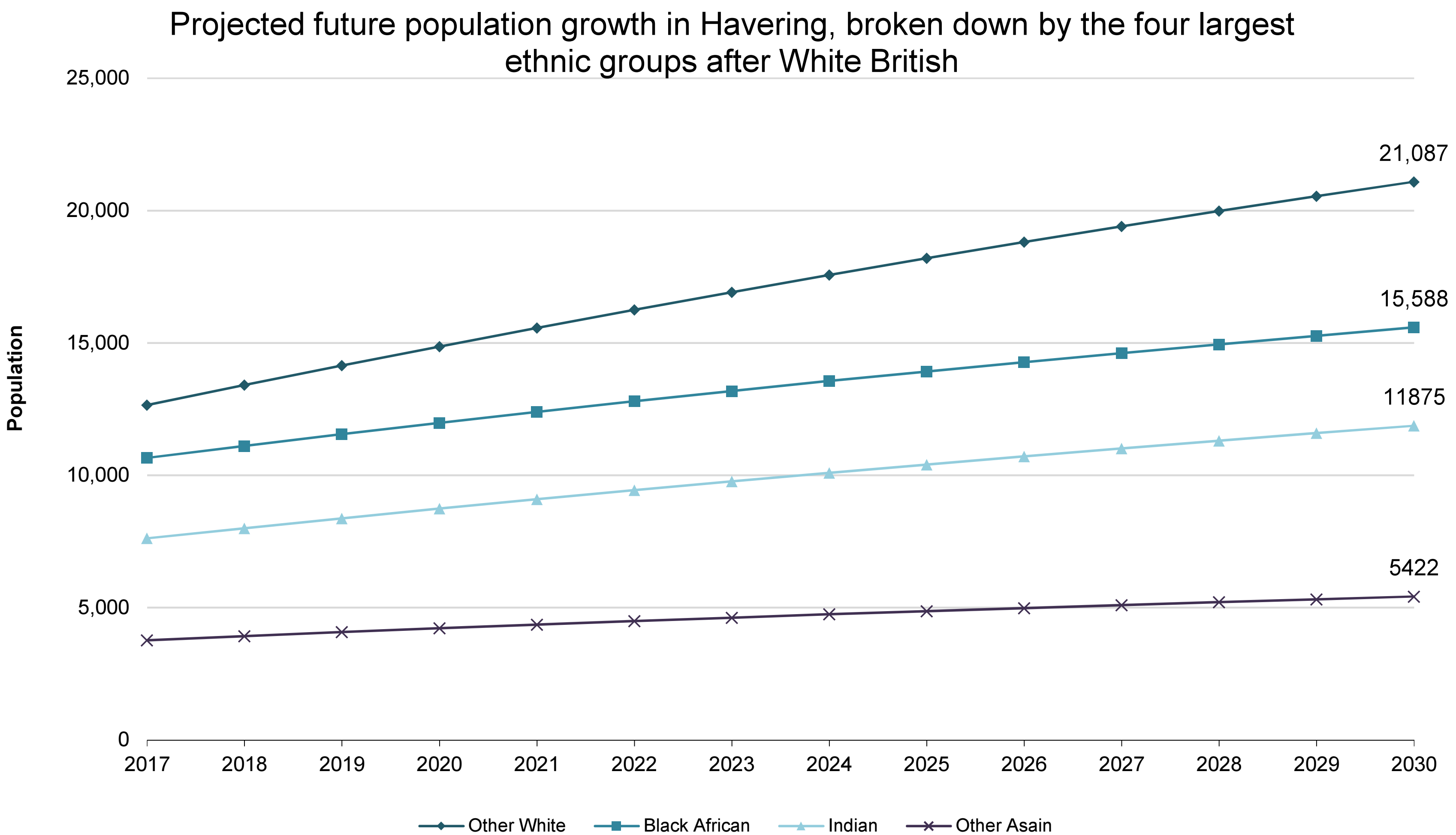
# … though again, the rate of growth is expected to differ across BAME groups

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Source: GLA Ethnic-group Population Projections, central trend, 2017-2030

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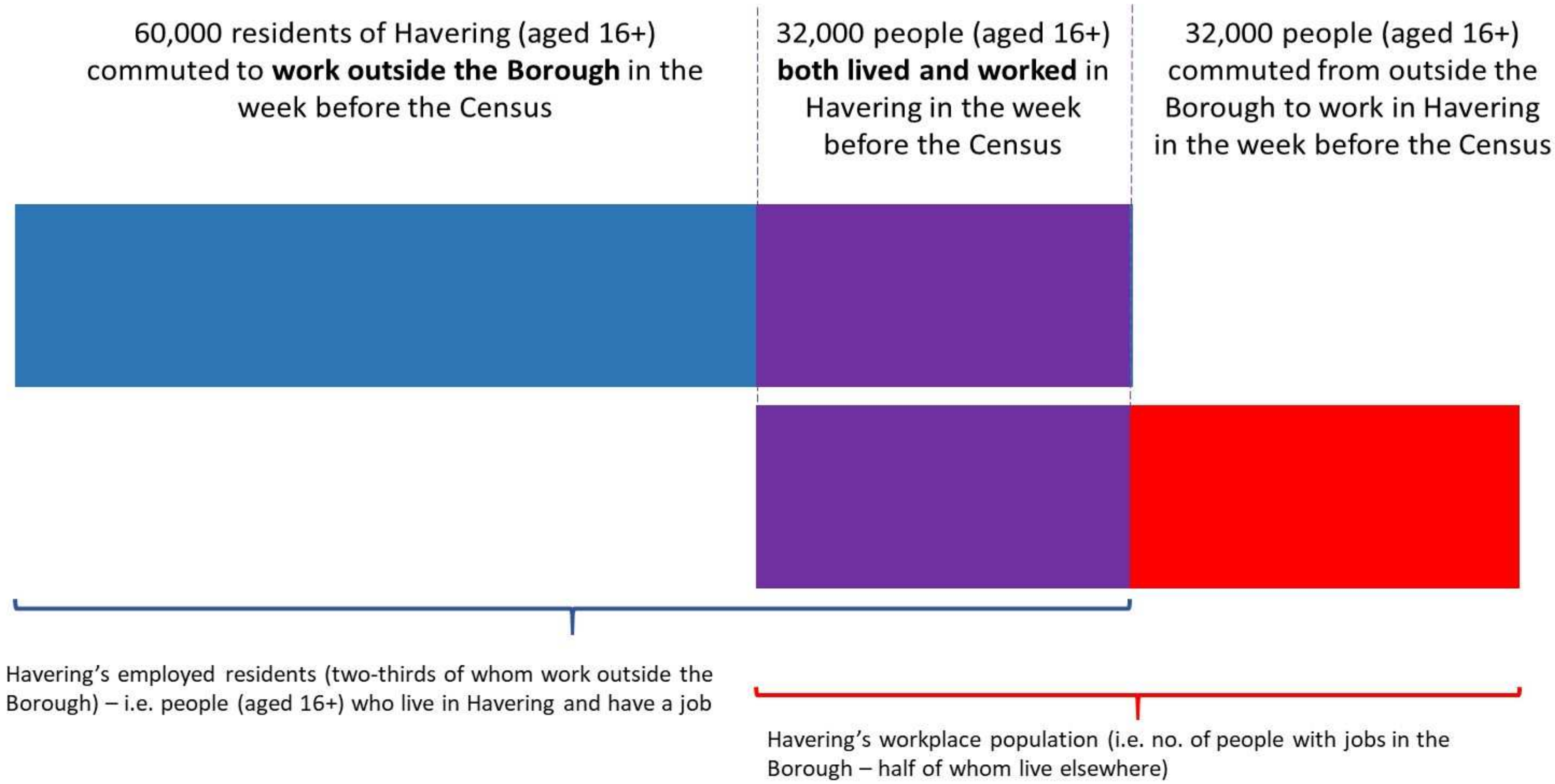
# Havering has a very "fluid" economy because of commuting flows

The people who work in the borough and are employed by local businesses are (in large part) a different 'population' from the working residents, the majority of whom commute out of the borough each day

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*[Note though that the commuting data excludes people with jobs at no fixed location, etc. – which is a large number – so implied jobs numbers are significantly understated]*

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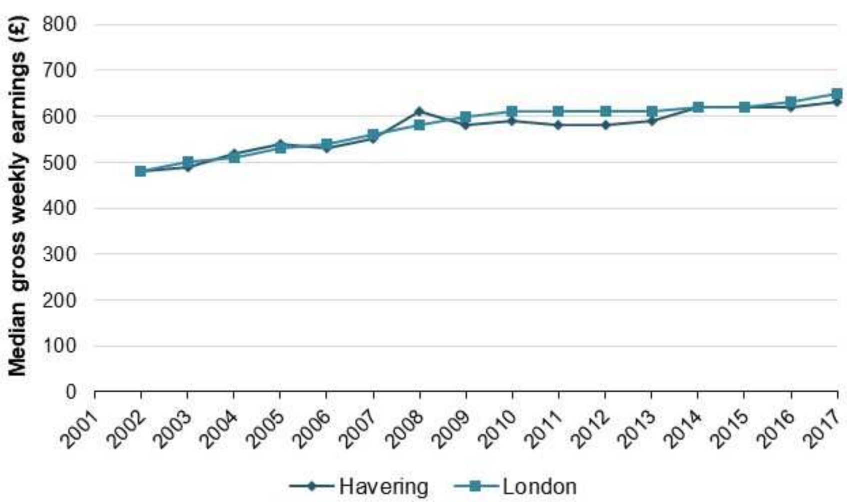
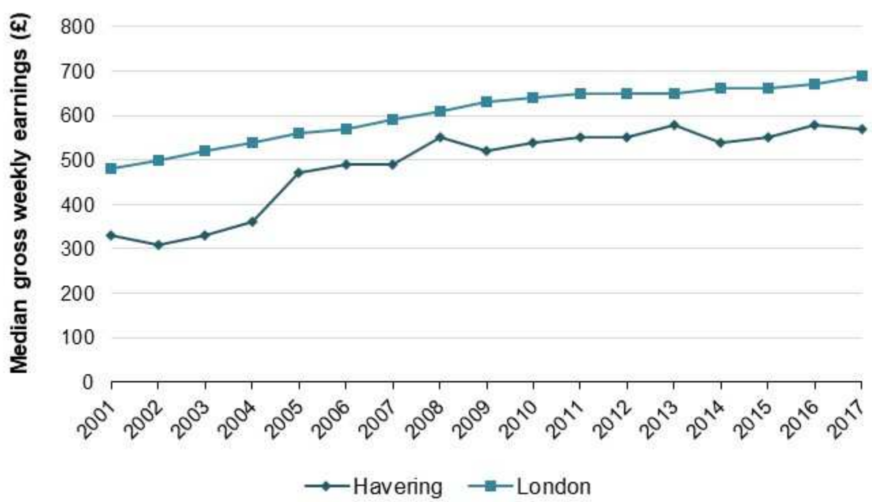
# …and there are differences between the two groups: people who work in Havering generally earn less than its residents, while the residence-based economy (on this measure) is very similar to London

Median gross weekly earnings of full time employees (resident analysis)




Median gross weekly earnings of full time employees (workplace analysis)




Source: ONS Annual Survey of Hours and Earnings

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# Havering’s workplace economy

# Havering's workplace economy: a snapshot

| | Havering | Barking and Dagenham |
|---|---|---|
| Total number of enterprises | **9,800** | **6,800** |
| Total number of local units | **11,100** | **8,000** |
| Total number of jobs | **92,000** | **61,000** |

Source: table contains data from 2017, ONS UK Business Counts and 2015, ONS Jobs Density

Economic output for Havering and Barking and Dagenham (in combination):

- **£8.9bn** GVA generated by Havering and B&D (2014, ONS Regional GVA NUTS 3)

Headline measure of **productivity:**

- **GVA per filled job** (for Havering and B&D) is **£58,500**:
  - 83% of the figure for London
  - 113% of the figure for England

(ONS Subregional Labour Productivity: Nominal (smoothed) GVA per filled job (£): NUTS 3 subregions, 2015)

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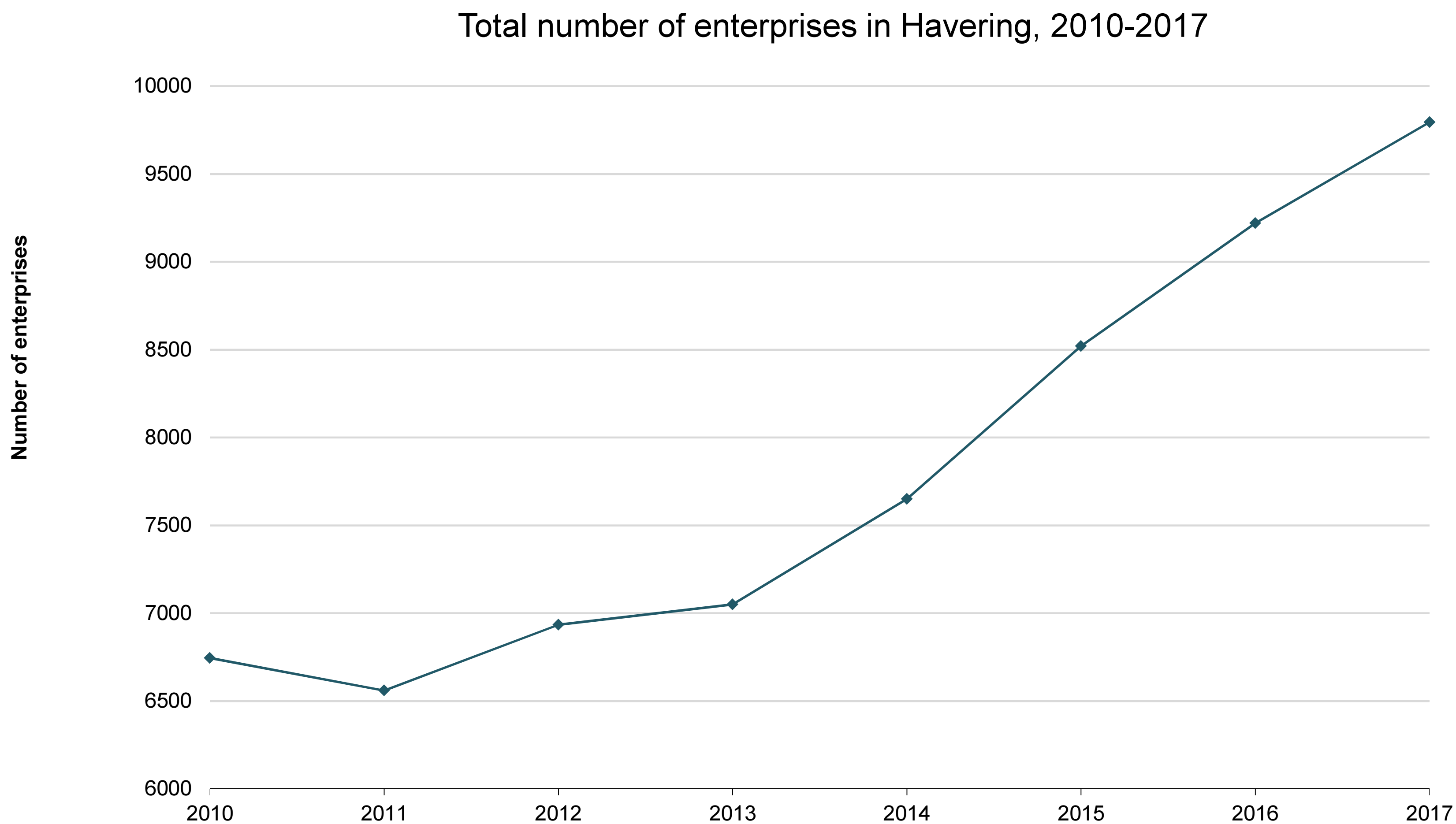
# The number of enterprises in the Borough has grown and their sectoral distribution has changed

- Overall, the number of enterprises rose from **6,700** in 2010 to **9,800** in 2017
- The number of enterprises grew in absolute terms in all sectors, but the pattern been very uneven…
- From 2010 to 2017, some sectors saw a large increase in numbers..
  - **professional, scientific and technical** sectors saw an increase of over 600 enterprises (+75%) – although many will be small
  - **information and communications** saw a growth of 390 (+96%)

… while other sectors have been almost static

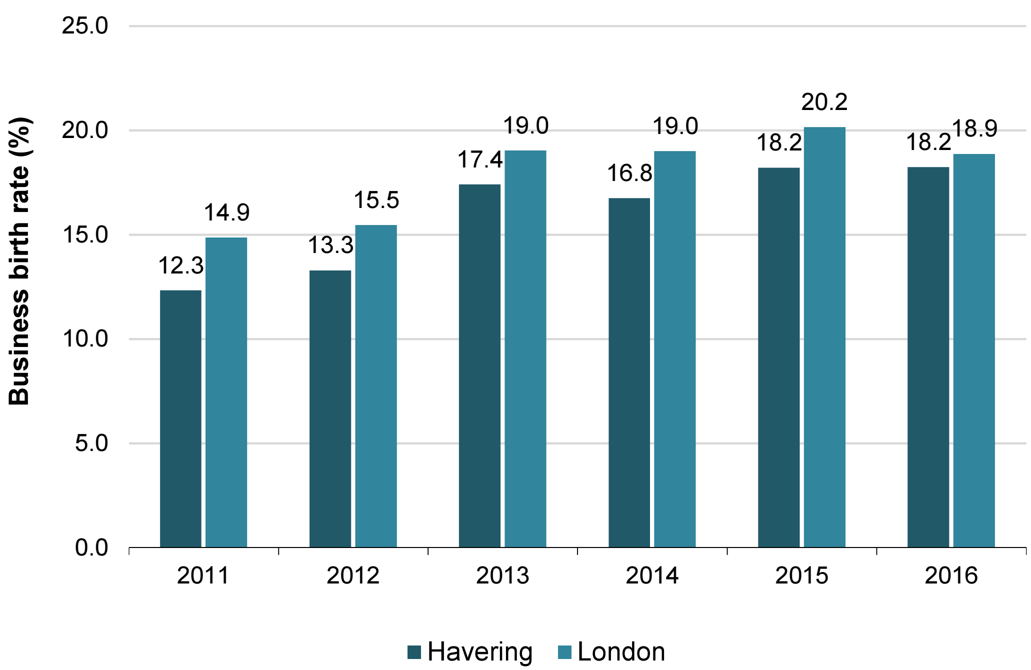
- **retail** grew by 55 enterprises (+8%)
- **manufacturing** increased by 35 enterprises (+9%)

# Business numbers have been growing sharply in recent years




Source: ONS UK Business Counts, 2010-2017

# Havering has seen the growth of its business stock – and an enterprise process that is similar to London…




*Source: ONS Business Demography*

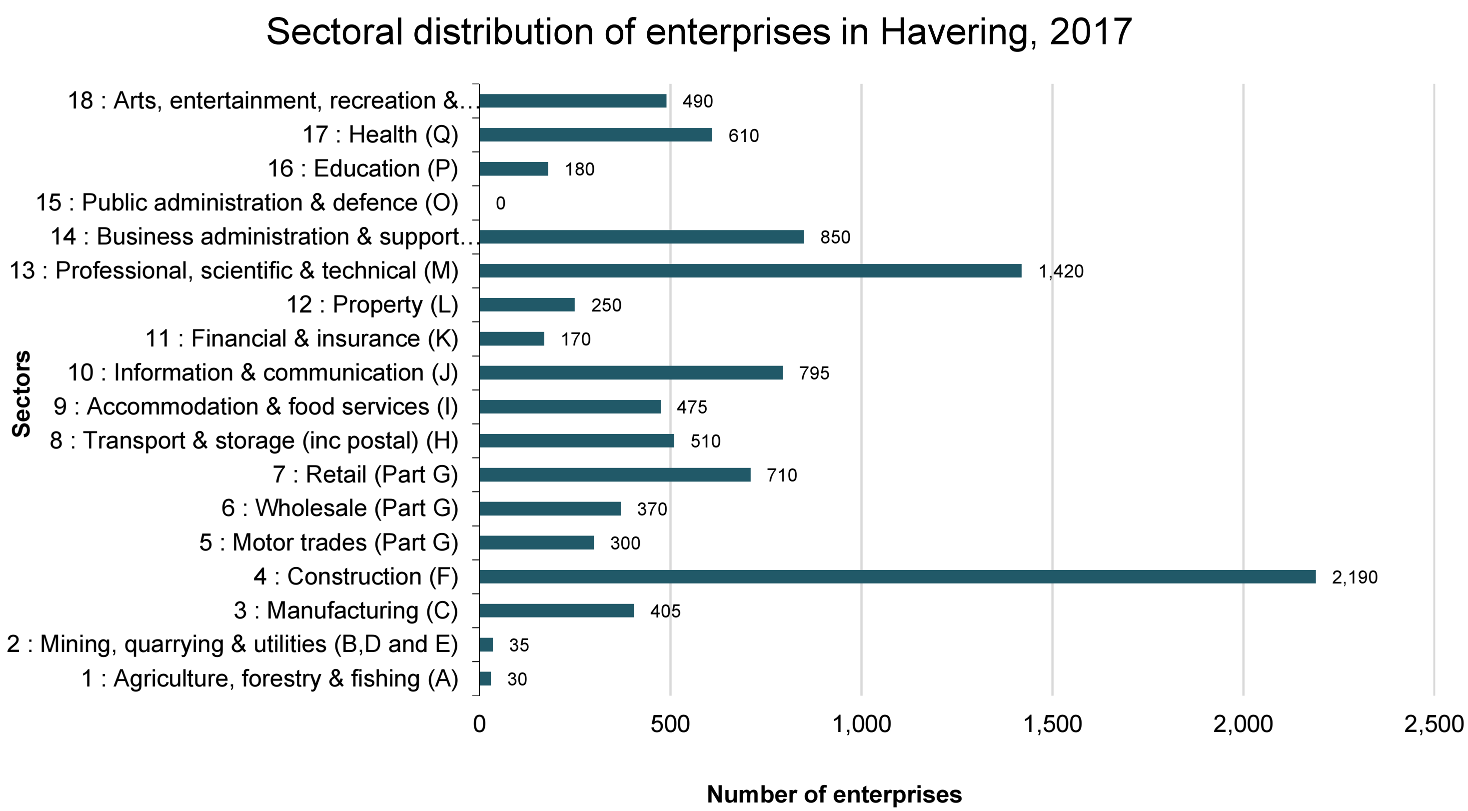
There were 1,850 business births in 2016

Overall pattern of growth and survival is similar to London:

- business birth rate for Havering was 0.7 percentage points lower than London in 2016
- five year survival rate for businesses "born" in 2011 was 42.8% in Havering compared to 41.7% in London

# The largest numbers of businesses are found in Construction; and Professional, scientific and technical

## Sectoral profile:




Source: ONS UK Business Counts – enterprises by industry, 2017

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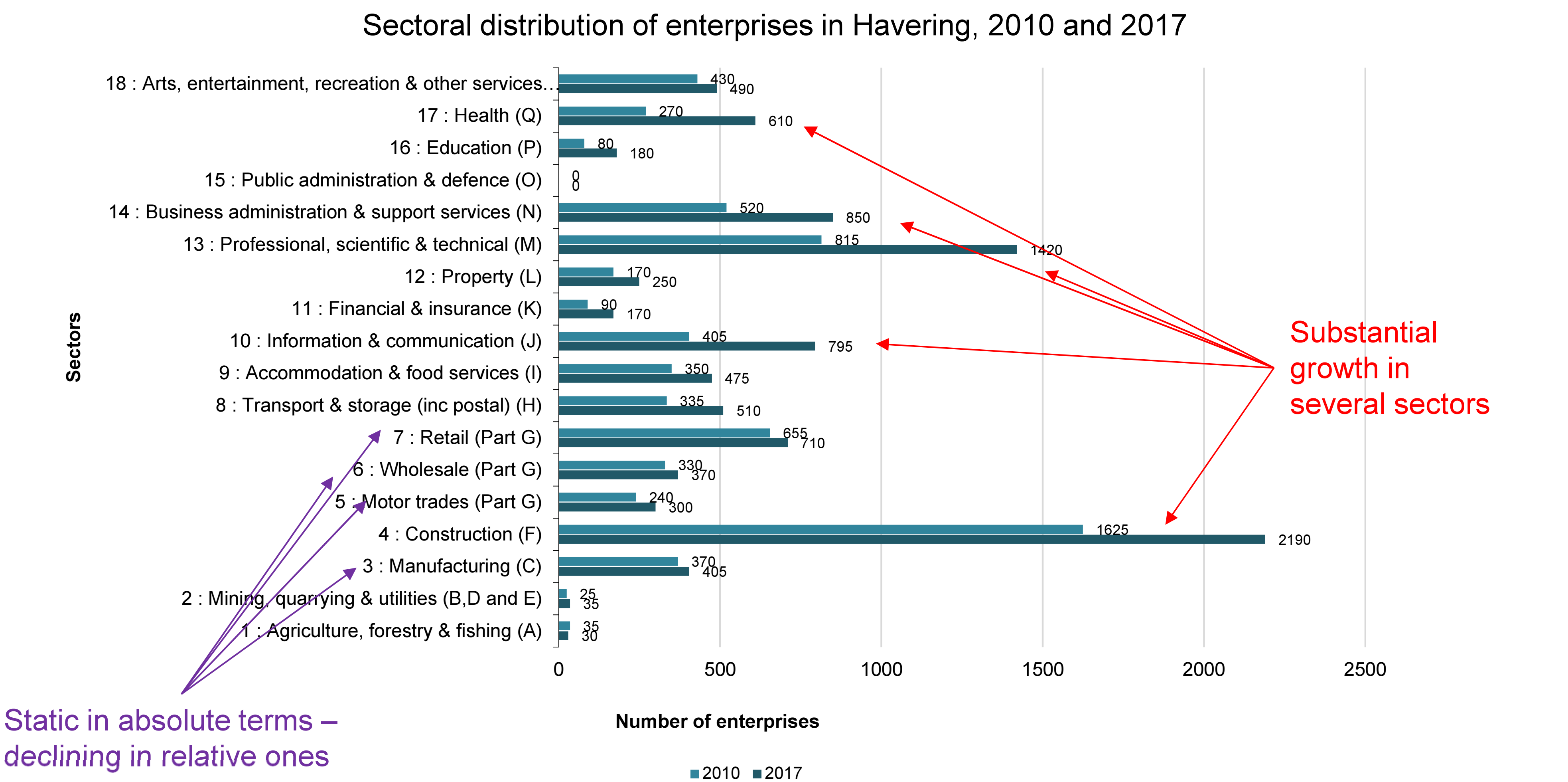
# ..but the sectoral distribution of enterprises seems to be changing substantially and in important respects




*Source: ONS UK Business Counts – enterprises by industry, 2010 and 2017*

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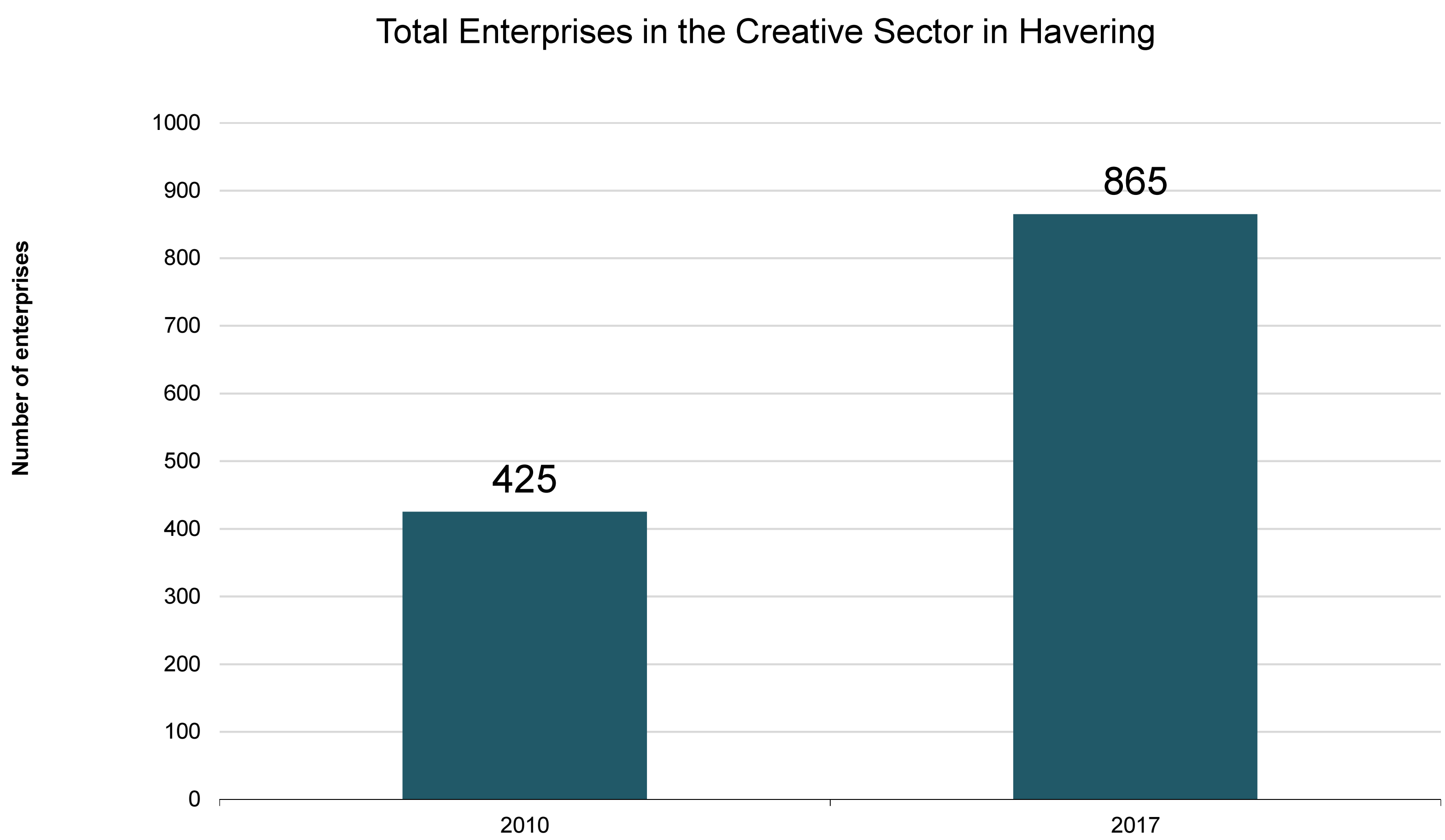
# The creative sector (which cuts across the conventional sector classification on previous slide) has seen strong growth in business numbers – more than doubling its numbers




Source: ONS UK Business Counts – enterprises by industry, 2010 and 2017

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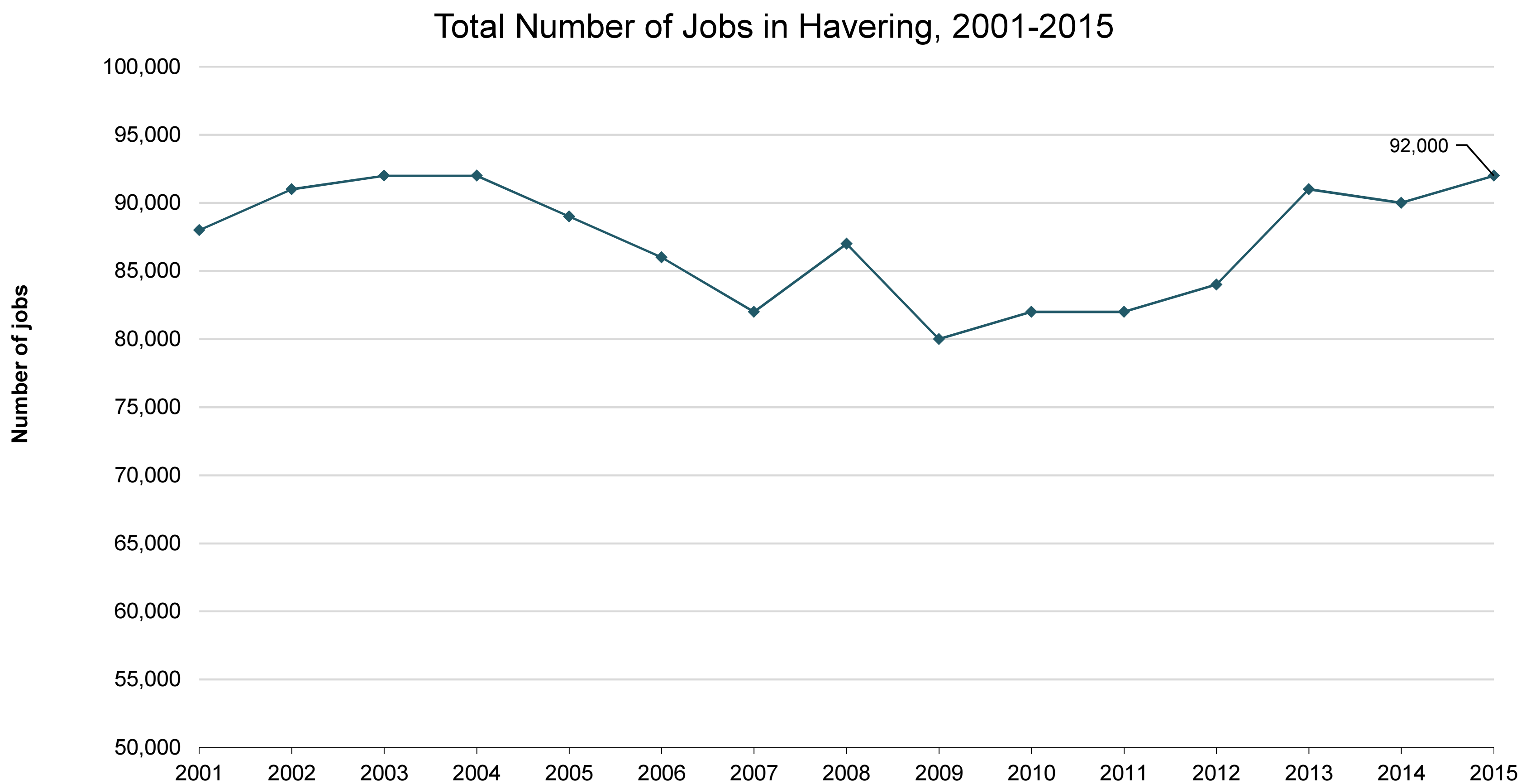
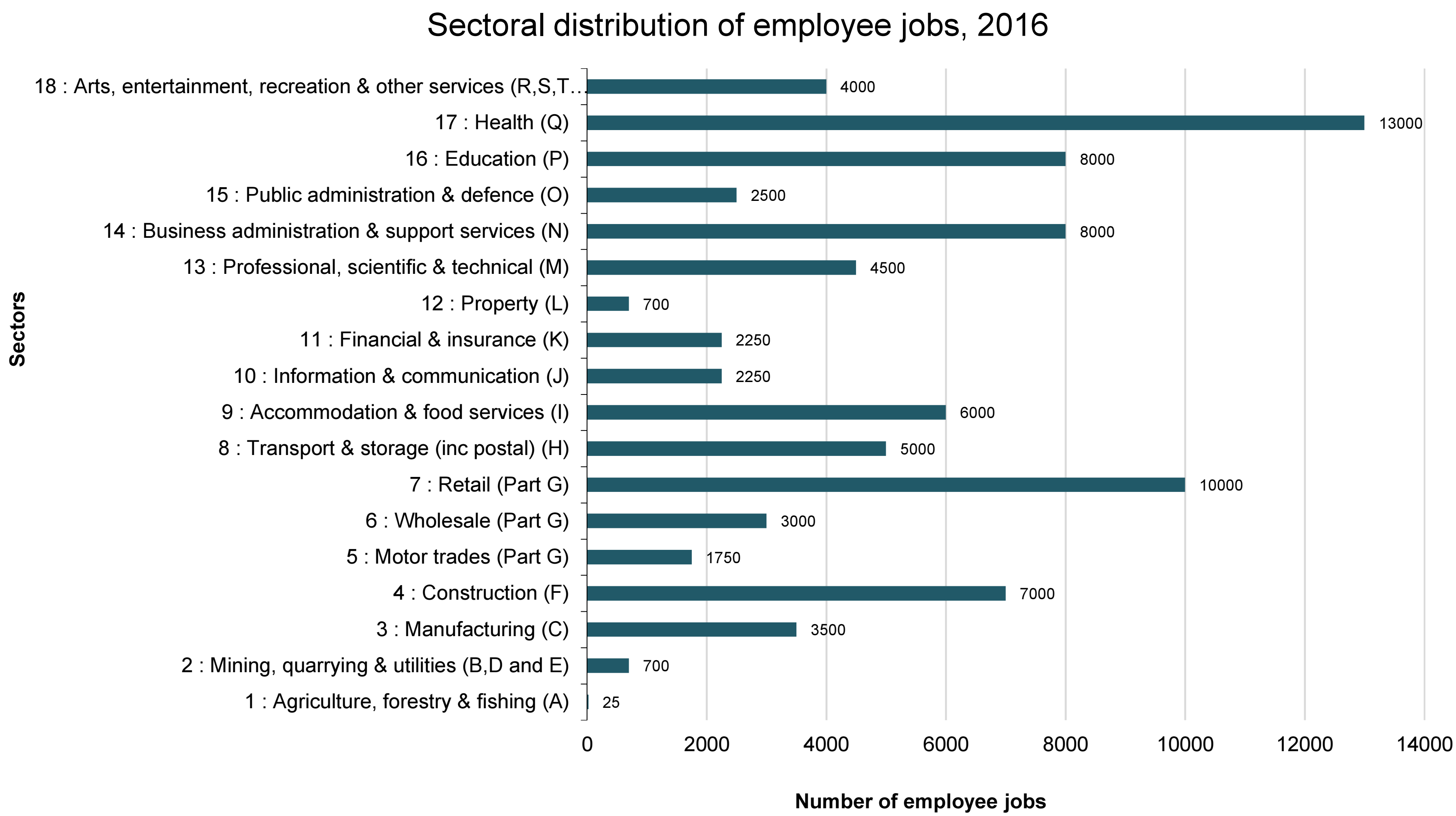
# The total number of jobs in Havering has fluctuated over time, but is now back to its previous (2003-04) peak (though its population is bigger now)





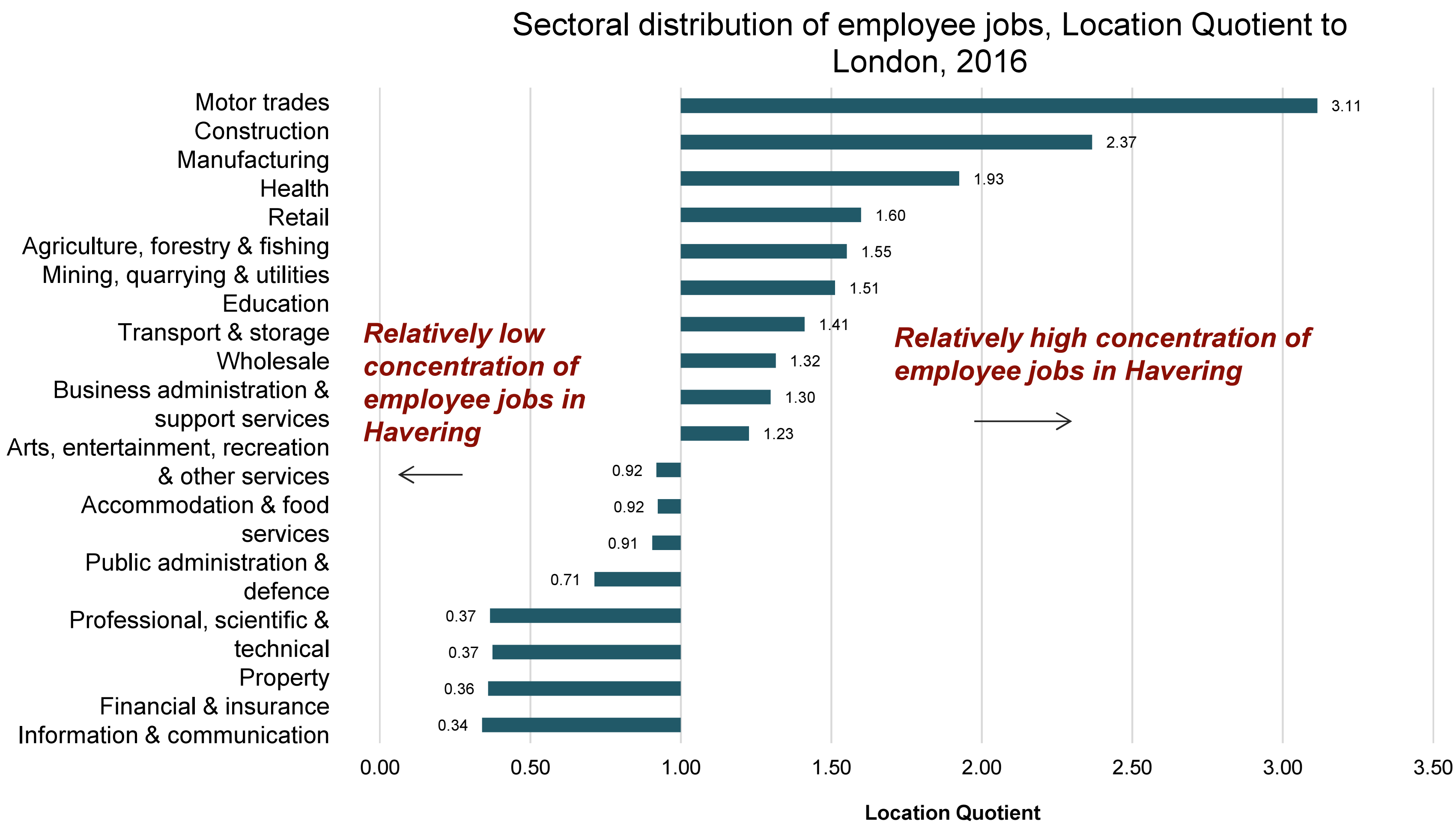

Source: ONS Jobs Density, 2001-2015

# The largest number of employee jobs by sector is found in Health; Retail; Education; and Business admin and support



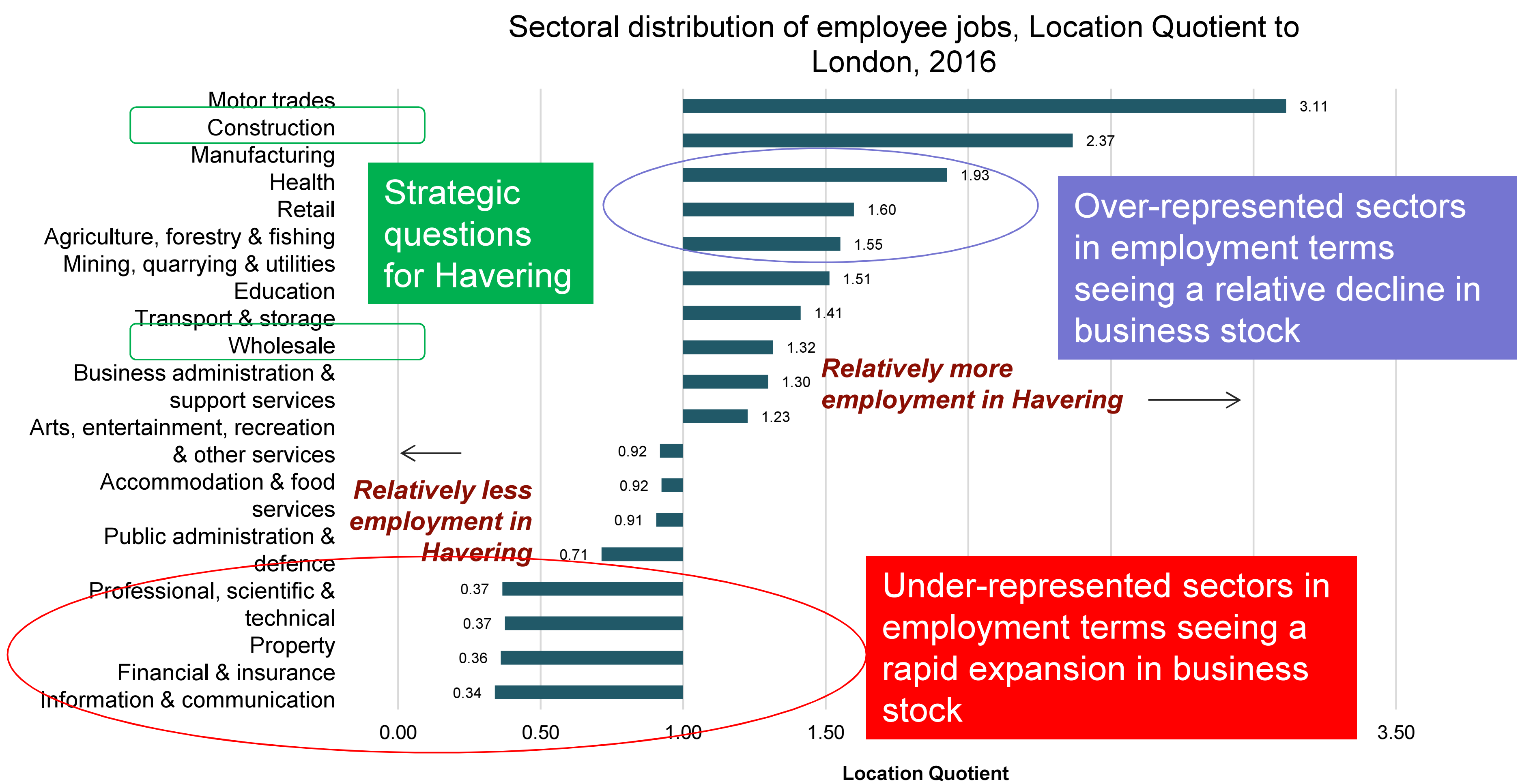

Source: ONS Business Register and Employment Survey: open access, 2016

# Location Quotients show how Havering's sectoral employment pattern compares to that of London in relative terms



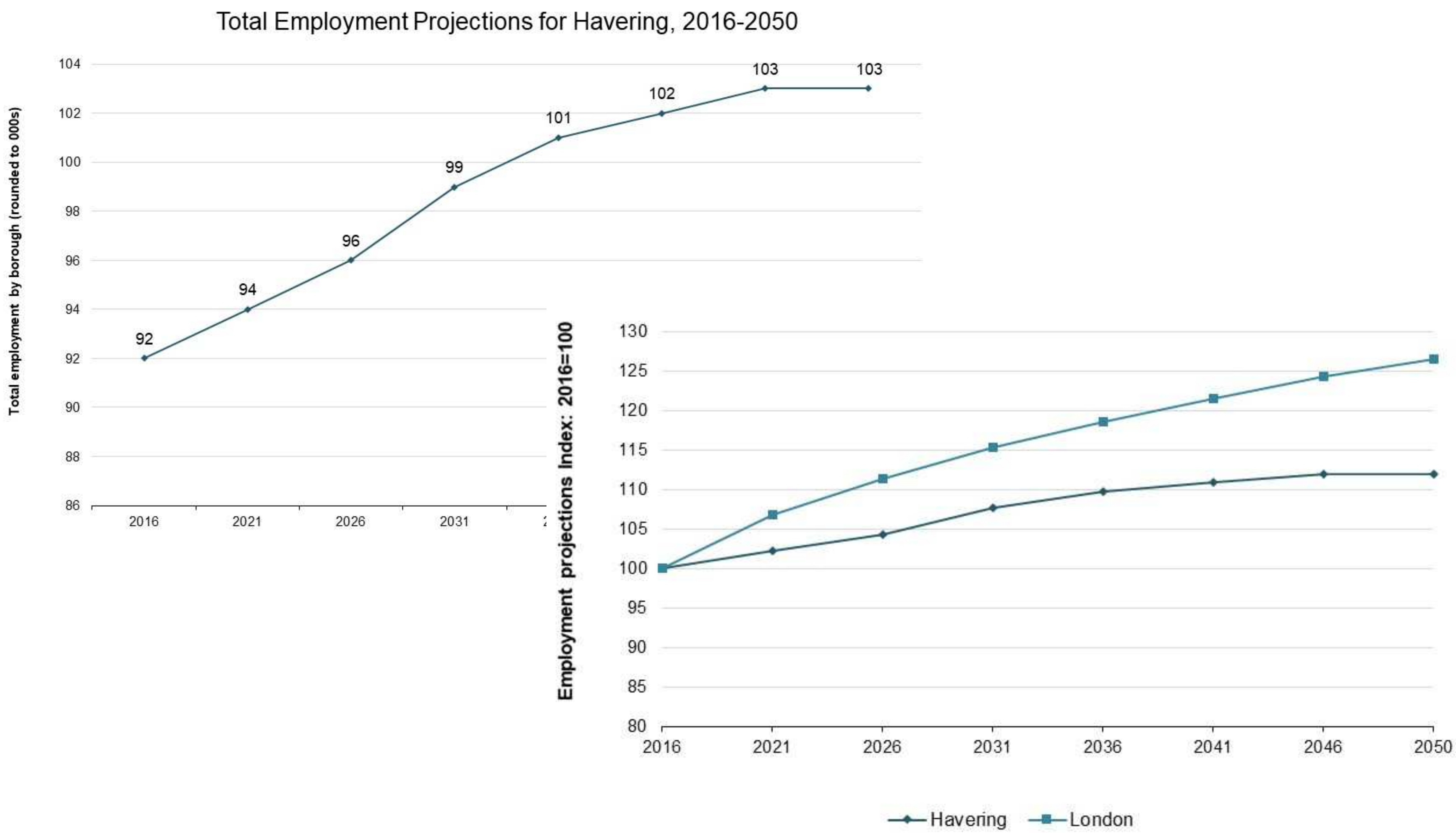

Source: ONS Business Register and Employment Survey: open access, 2016

# Putting the changing distribution of enterprises alongside the employment data points to some opportunities and challenges for the Borough




Source: ONS Business Register and Employment Survey, 2016

# Looking ahead, steady employment growth is anticipated within Havering – but at a rate that is slower than for London

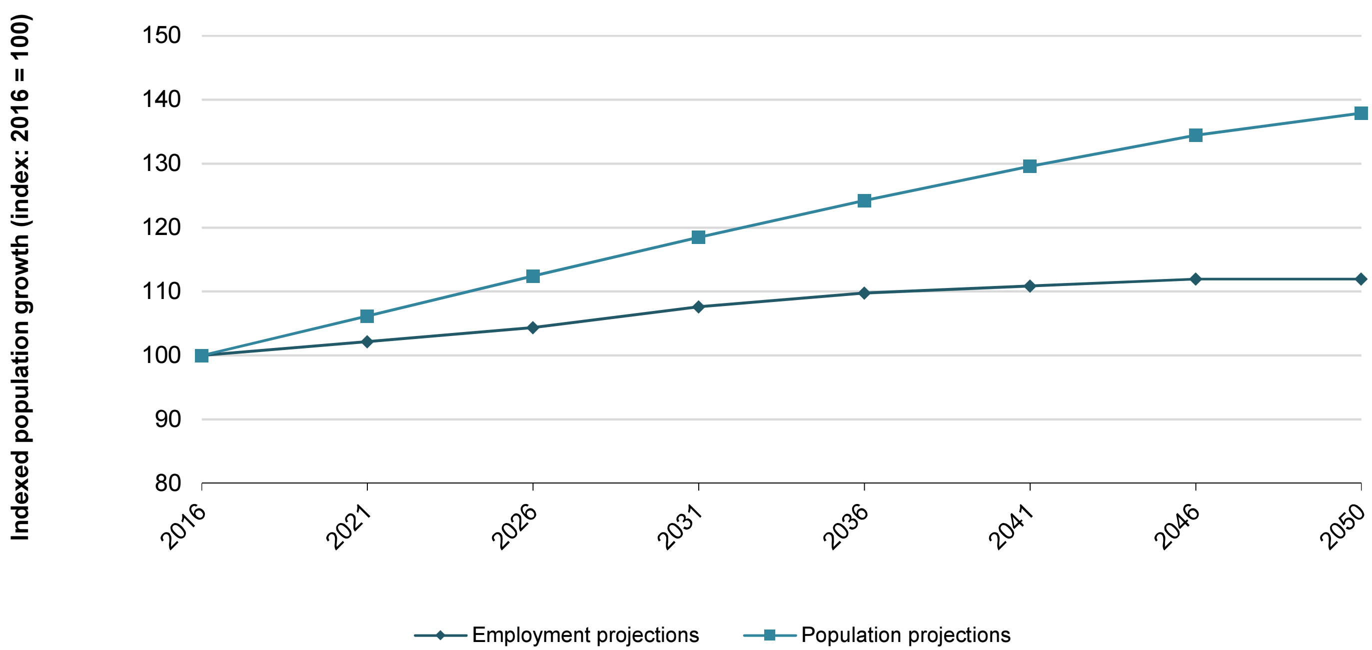



Source: GLA Employment projections for London by borough, 2016-2050

# Comparisons between different GLA projections suggest that the Borough's population is projected to grow more quickly in relative terms than the number of jobs

...this means that the Borough's 'dormitory' function is expected to become more pronounced

Indexed population and employment projections for Havering for 2016 to 2050




Source: GLA Population Projections, central trend, 2017-2050
Source: GLA Employment projections for London by borough 2016-2050

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# Havering’s residence-based economy

# Havering's residence-based economy: a snapshot

- Havering's working age population is **157,300** (Jul 2016 – Jun 2017, ONS Annual Population Survey)
- Of which:
  - 82% is economically active (compared with 78% in London and 78% in England)
  - 78% is in employment (compared with 74% in London and 75% in England)
  - 12% is self-employed (compared with 14% in London and 11% in England)

# Havering residents exhibit two patterns of commuting behaviour: a) to neighbouring areas and b) to central London

Where are Havering's residents working?

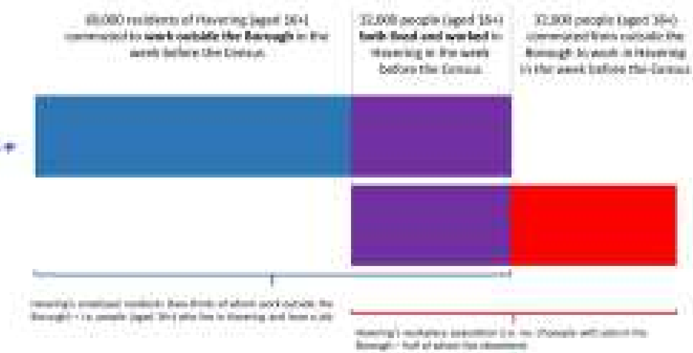
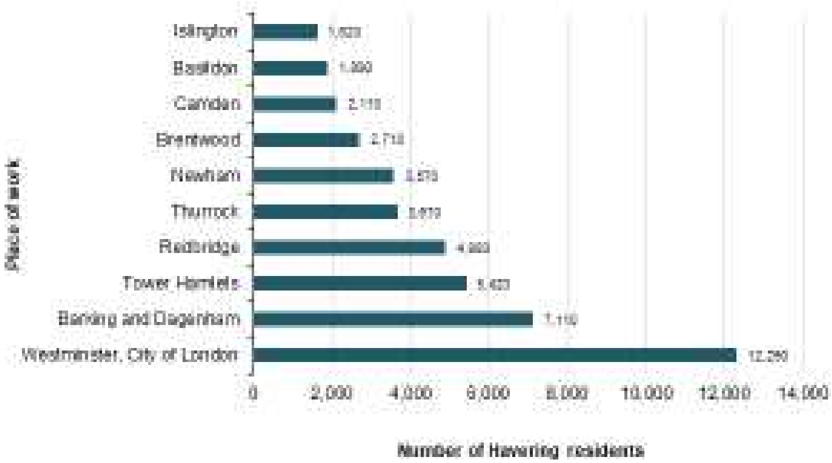


Chart showing top 10 locations for Havering residents aged 16+ to travel to work in the week before the 2011 census

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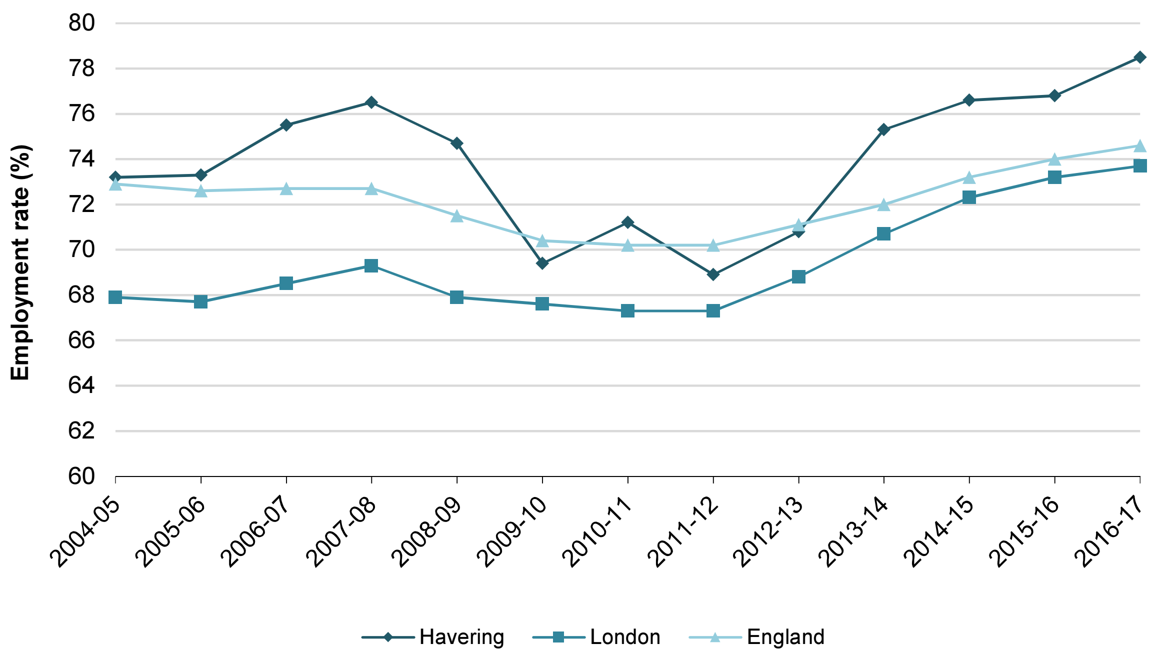
# The employment rate for Havering residents is consistently higher than for London

Employment rate: the number of people in employment expressed as a percentage of all people aged 16-64




Source: ONS Annual Population Survey

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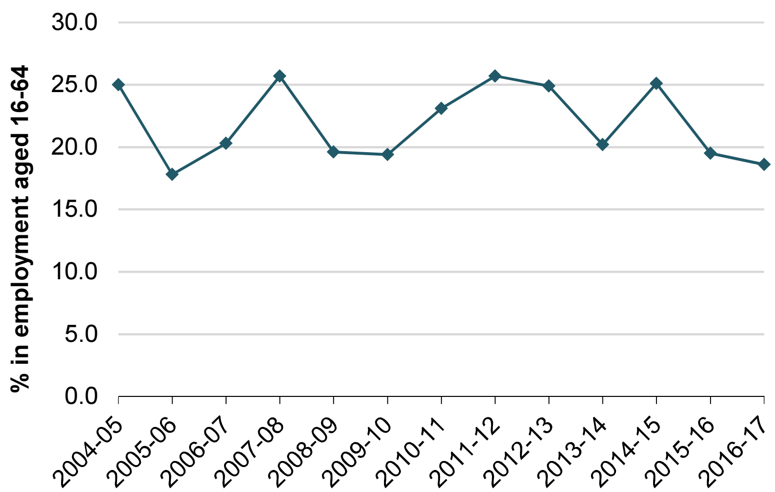
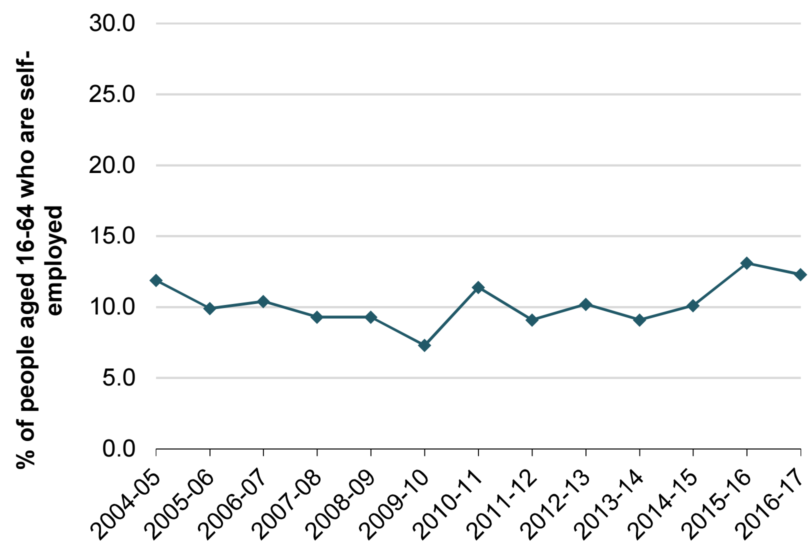
# In Havering, around 20-25% work part-time, while 10-12% are self-employed

Part-time working (% in employment working part-time – aged 16-64)




Source: ONS Annual Population Survey

Self-employment (% in self-employment– aged 16-64)




Source: ONS Annual Population Survey

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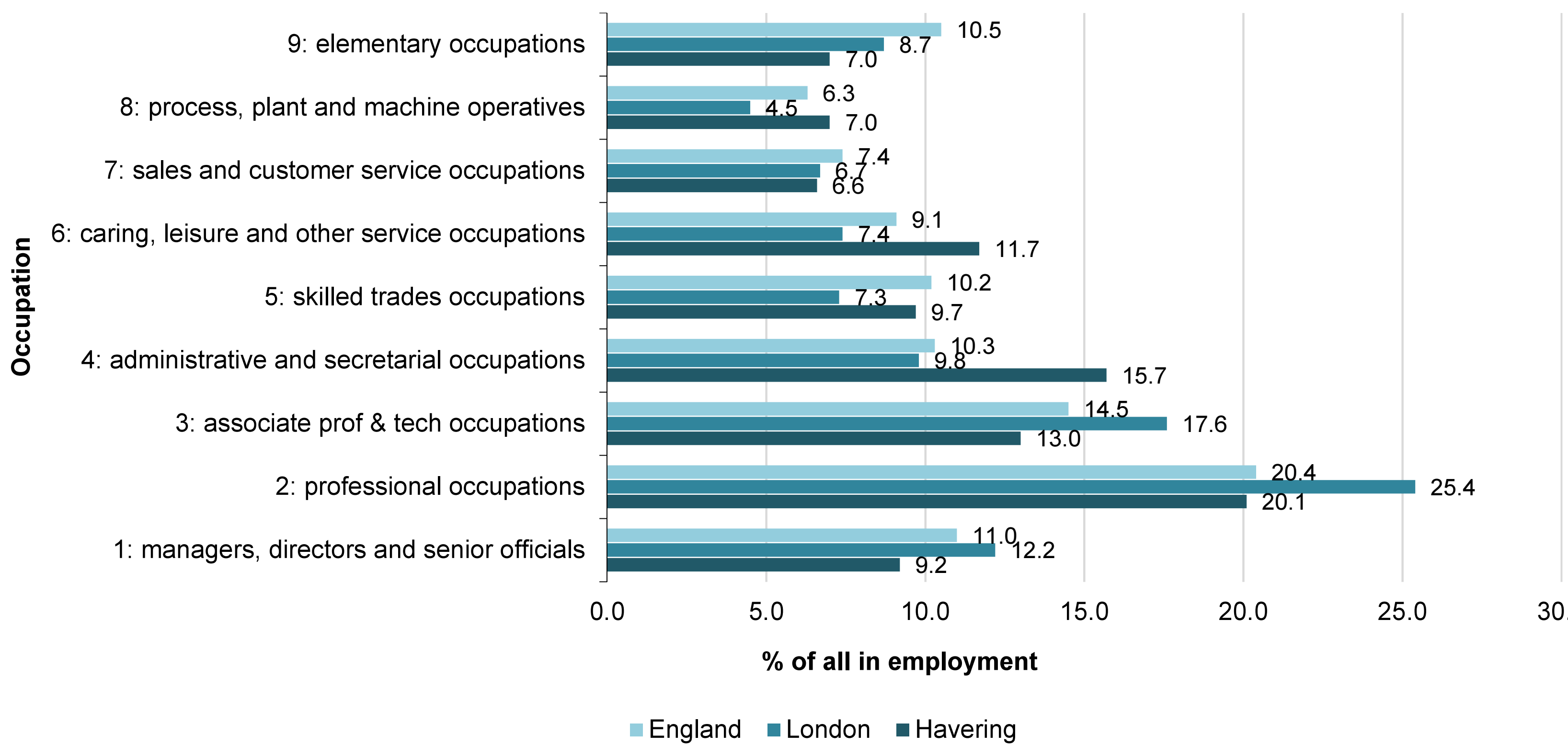
# The single largest group of employed residents (20%) work in professional occupations

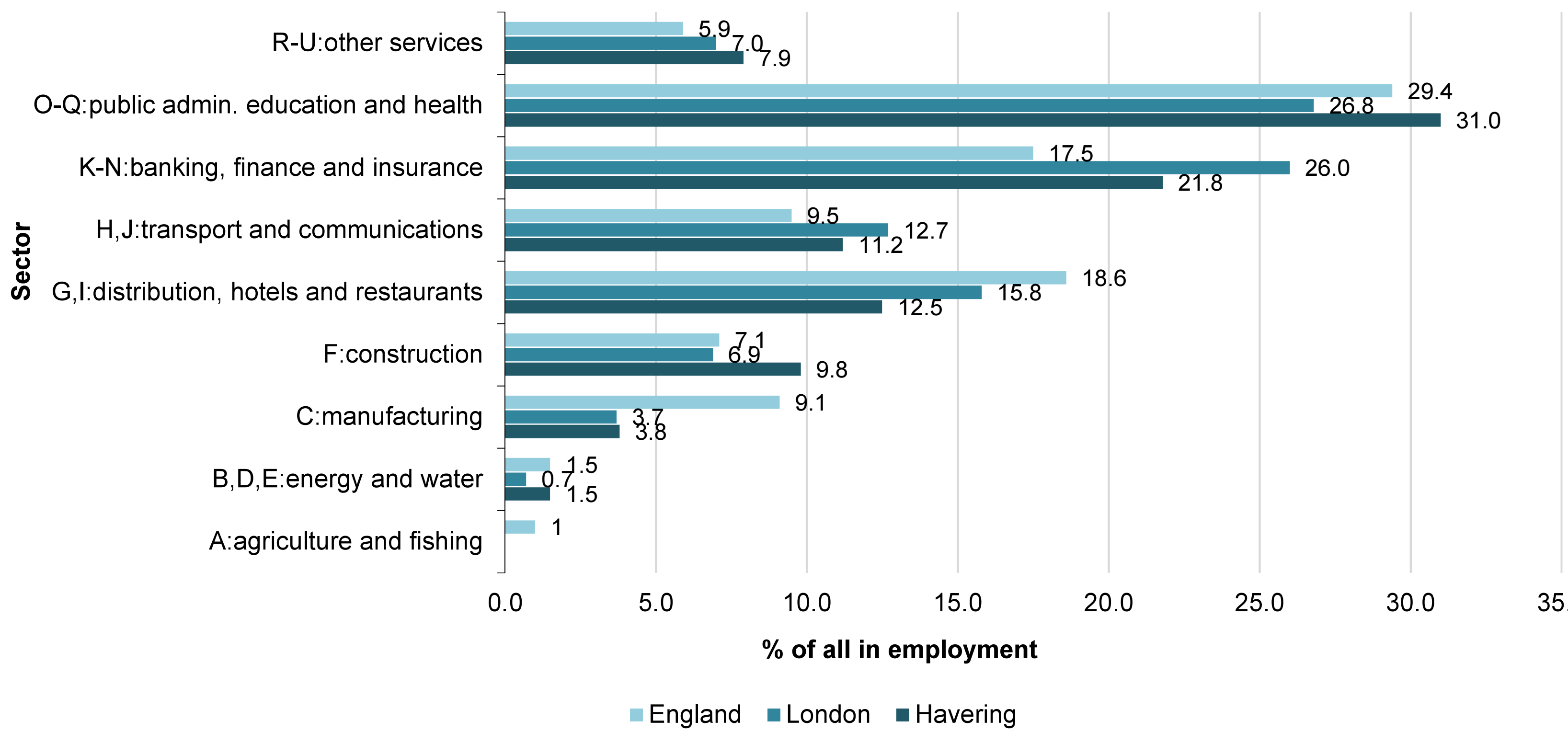
Occupation of all those in employment Jul 2016 – Jan 2017




Source: ONS Annual Population Survey

# By sector, Havering residents are most likely to work in Public admin, education and health

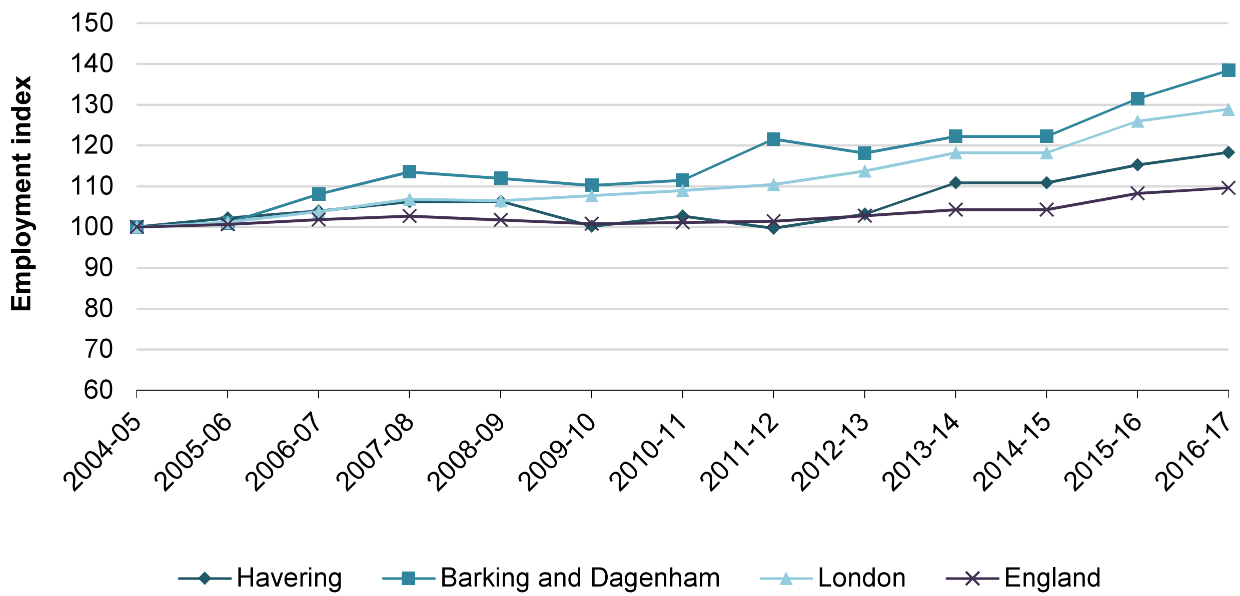
Employment by sector Jul 2016 – Jul 2017




Source: ONS Annual Population Survey

# The Borough's employed population is growing – but more slowly than for London as a whole

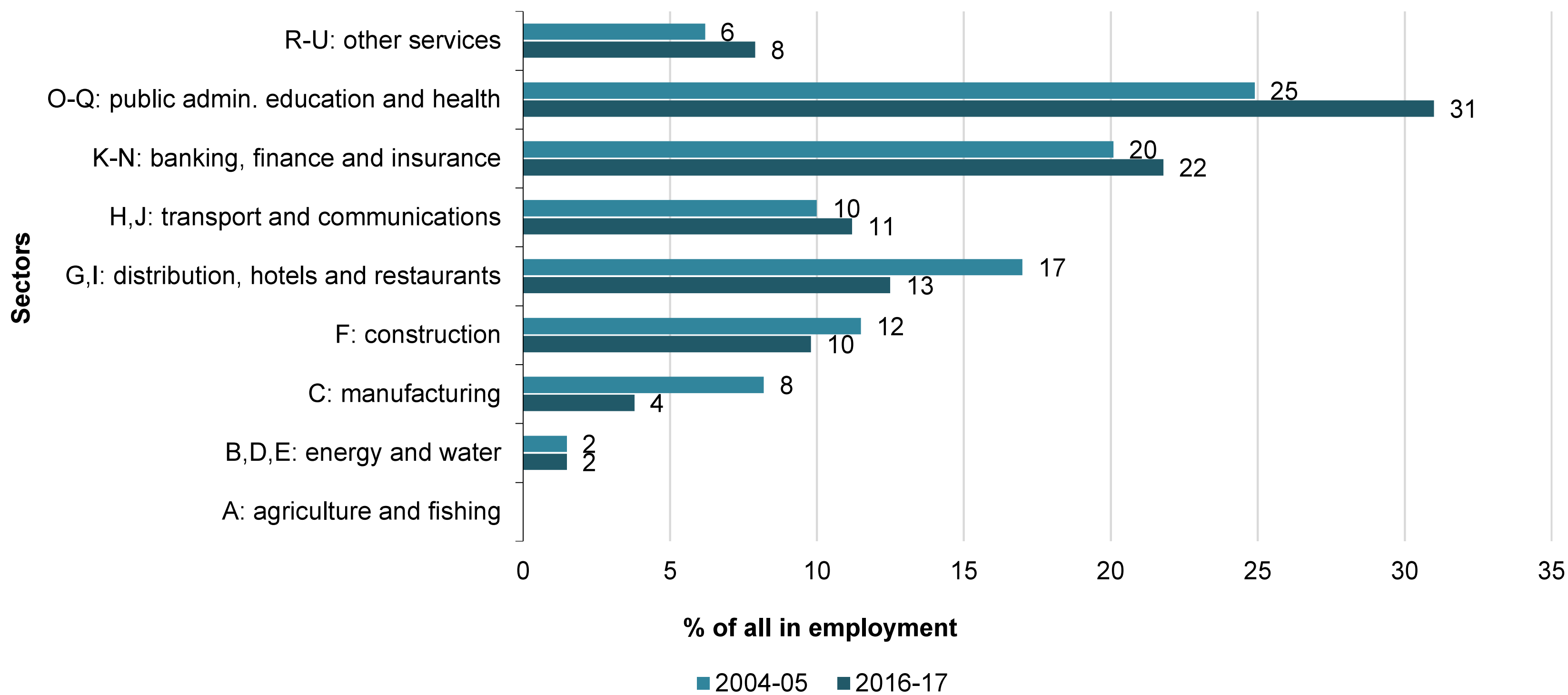
Index of total number of residents aged 16-64 in employment (index: 2004-05 = 100)




Source: SQW analysis of ONS Annual Population Survey

# In just over a decade, the share of residents working in Public admin, education and health has grown, but it has declined in Construction; and Distribution, hotels and restaurants

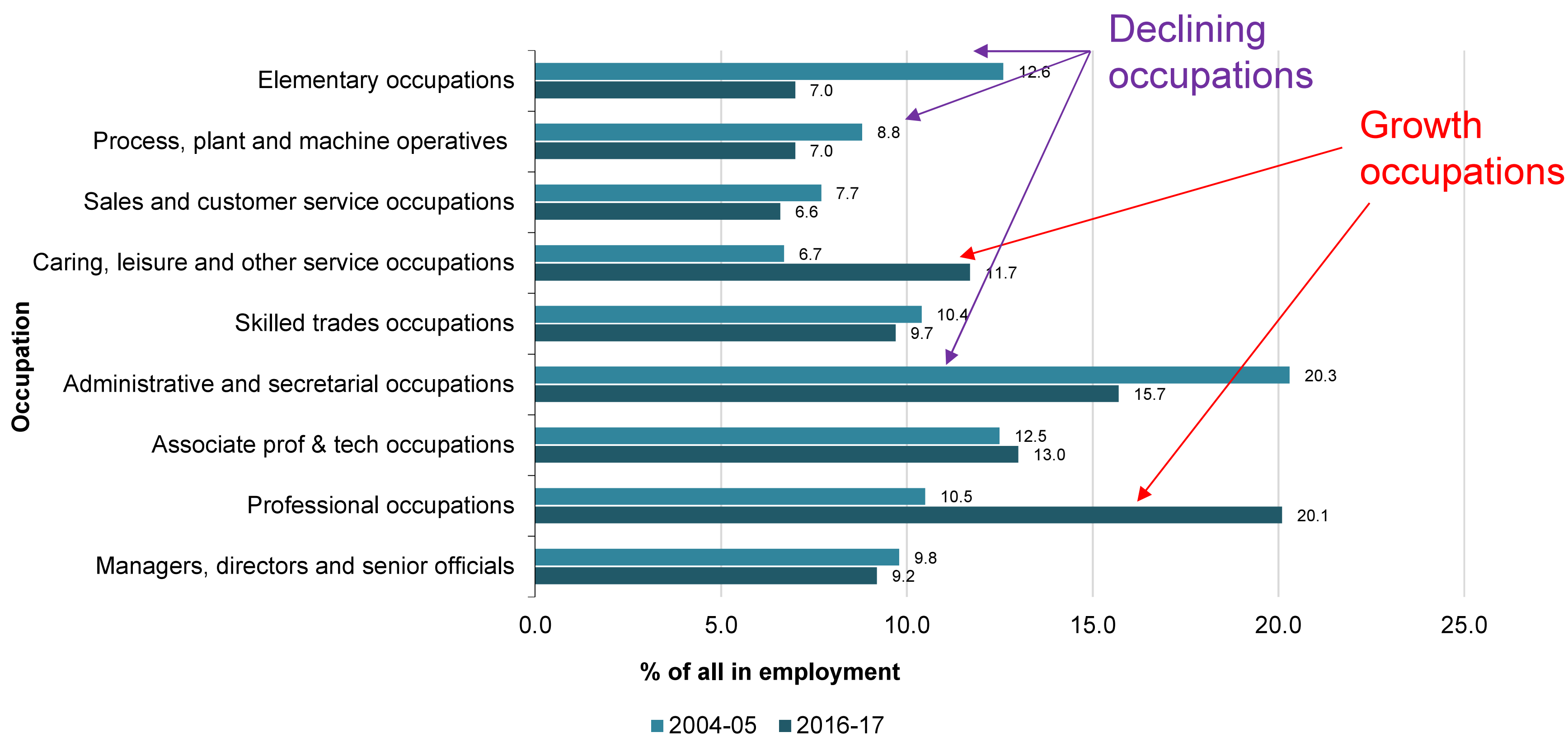
Changing sectoral structure of residents' employment




Source: ONS Annual Population Survey

# The big shift in occupations (amongst residents) is the growth of professional occupations and caring occupations… and the demise of elementary, admin and process ones

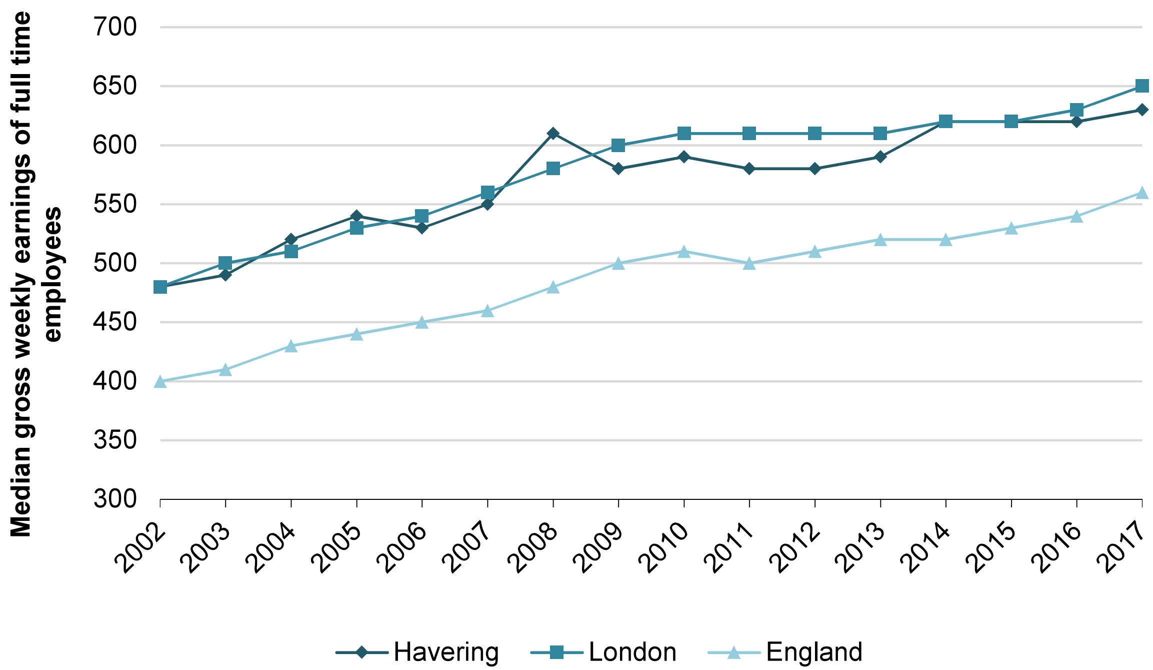
Changing occupational structure of residents' employment




Source: ONS Annual Population Survey

# The earnings of residents have grown broadly in line with London trends in the 2000s

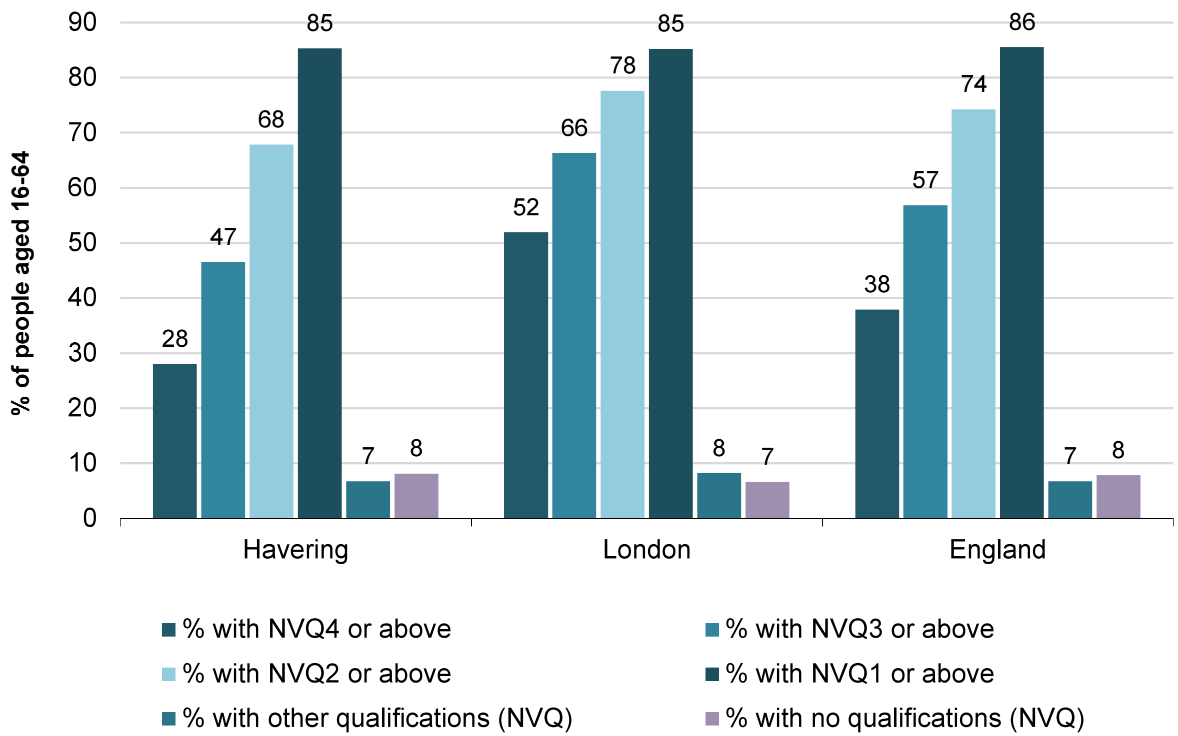
Chart showing median gross weekly earnings of full time employees for 2002 to 2017




Source: ONS Annual Survey of Hours and Earnings (Resident Analysis)

# Havering residents tend to be less qualified than the English and London averages. The gap is especially wide at the NVQ4+ (degree) level: Havering is more than 20 percentage points behind the London average at that level

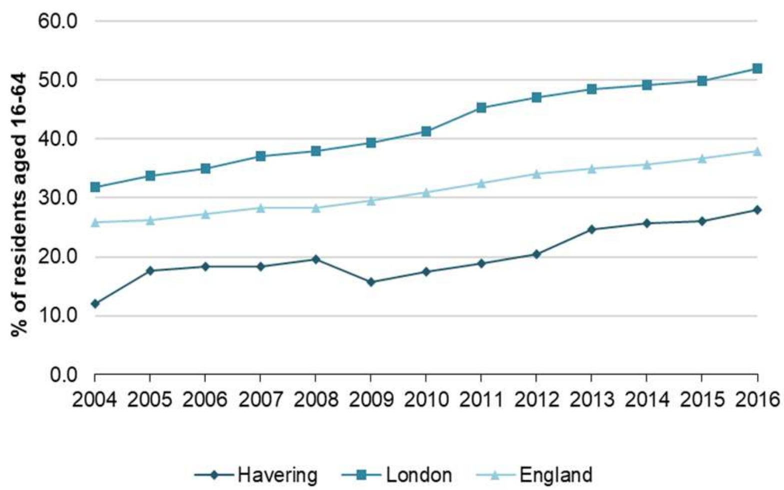
## Qualification levels of residents aged 16-64 (in 2016)



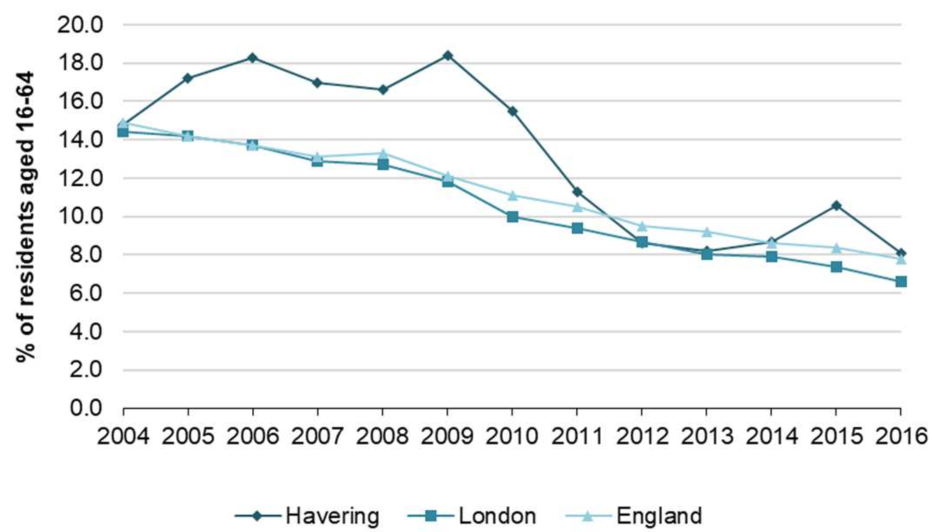

Source: ONS Annual Population Survey Jan 2016 – Dec 2016

# Havering's residents' qualification levels have been improving in recent years, at both the top and bottom end of the scale, at rates similar to those seen in London and England more generally

Residents aged 16 to 64 that have obtained NVQ4 or above




Residents aged 16 to 64 that with no qualifications




Source: ONS Annual Population Survey 2004 to 2016

# Havering's students do better than the London average at KS2, perform much the same as London at GCSE, but fall behind at A Level, especially when comparing percentages achieving the highest A level grades

## Attainment at the end of KS2 in reading, writing and mathematics, 2017

| | % of pupils reaching the expected standard | % of pupils reaching a higher standard |
|---|---|---|
| Havering | 72 | 11 |
| London | 67 | 11 |
| England | 62 | 9 |

Source: Department for Education, SFR69/2017: National curriculum assessments at key stage 2, 2017 (revised), published December 2017

## English and Maths GCSE achievements, 2016/17 (Provisional)

| | % of pupils entered for components | % of pupils who achieved a 9-5 pass | % of pupils who achieved a 9-4 pass |
|---|---|---|---|
| Havering | 98 | 46 | 67 |
| London | 97 | 48 | 67 |
| England | 90 | 39 | 59 |

Source: Department for Education, SFR57/2017: GCSE and equivalent results in England 2016/17 (provisional), %s rounded to whole numbers, Oct 2017

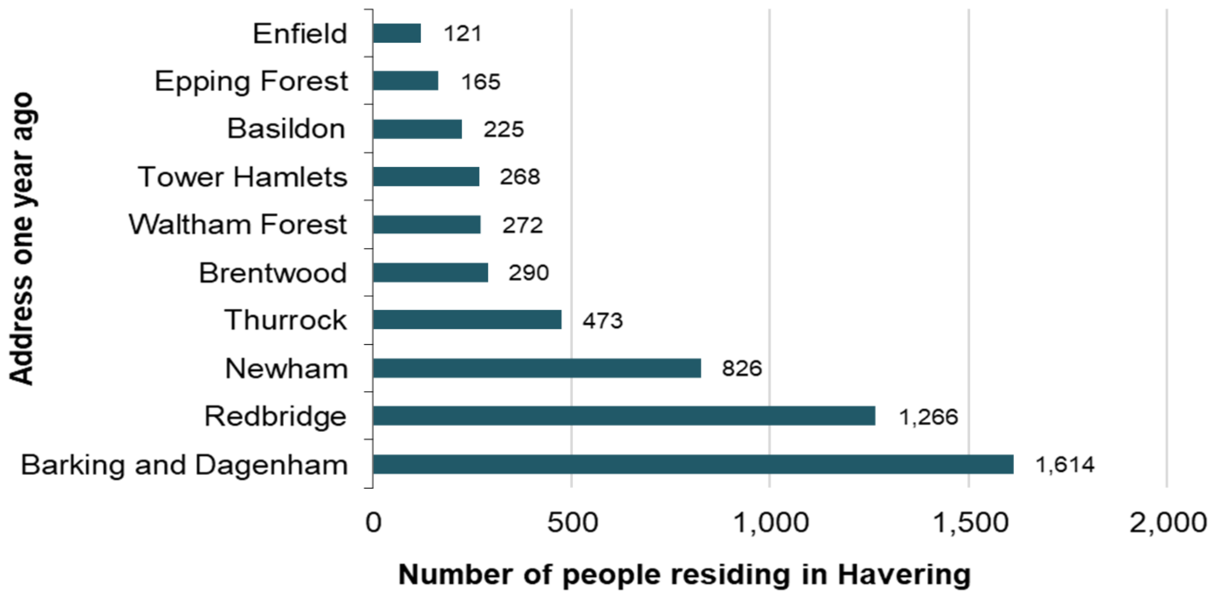
## A Level attainment of all state-funded students at the end of 16-18 study, 2016/17 (Provisional)

| | Average Point Score (APS) per entry | % of students achieving at least 2 A Levels | % of students achieving 3 A*-A grades of better at A level | % of students achieving grades AAB or better at A level |
|---|---|---|---|---|
| Havering | 28.80 | 71 | 5 | 11 |
| London | 31.16 | 73 | 11 | 20 |
| England | 32.12 | 76 | 13 | 22 |

*Source*: Department for Education, A level and other 16-18 results (provisional): 2016/17 - Local Authority and regional level tables: state-funded schools and colleges, %s rounded to whole numbers, published October 2017

# People who move to Havering tend to do so from neighbouring areas

Top 10 locations of the usual resident population of Havering who were living at a different address within the UK one year before the 2011 Census




Source: ONS 2011 Census, MM01CUK_ALL - Origin and destination of migrants by age (broad grouped) by sex

# Some moved in from much further afield in the UK

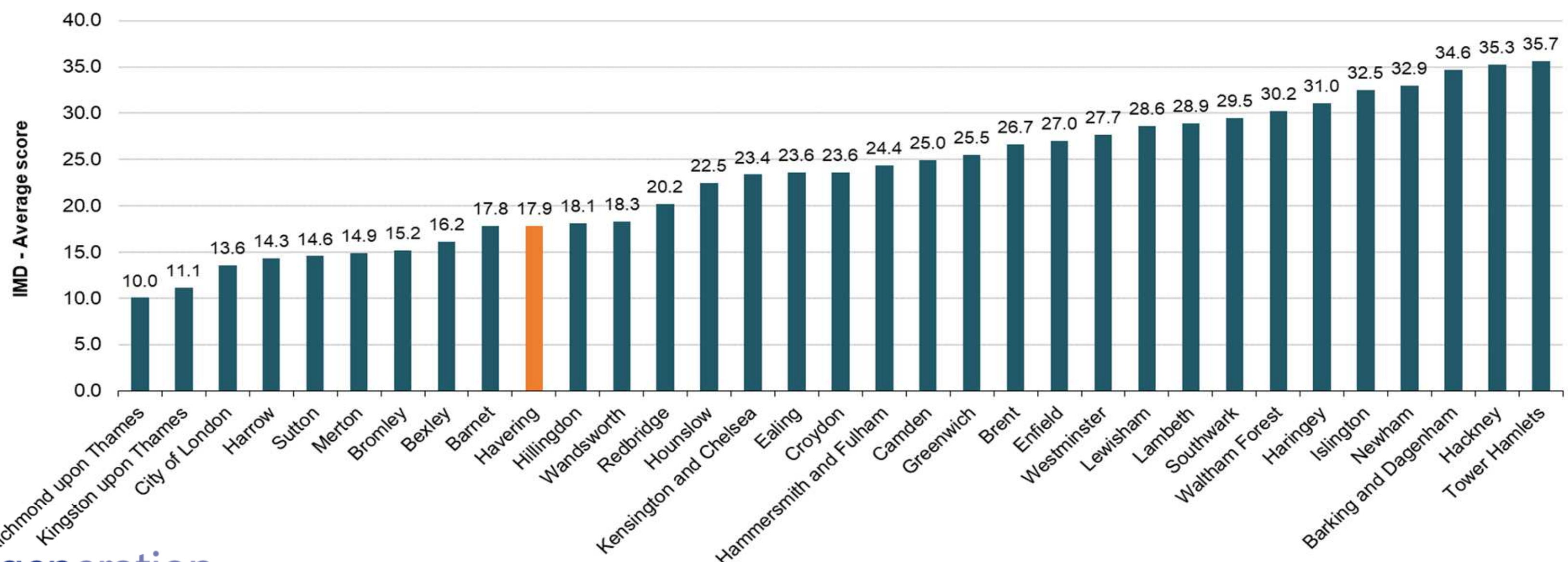
Usual resident population of Havering who were living at a different address within the UK one year before the 2011 Census

| Address one year ago: region | Usual resident population of Havering |
|---|---|
| London (excluding Havering) | 5,317 |
| East | 1,926 |
| South East | 452 |
| South West | 135 |
| West Midlands | 108 |
| East Midlands | 96 |
| North West | 89 |
| Yorkshire and The Humber | 79 |
| Scotland | 52 |
| Wales | 51 |
| North East | 21 |
| Northern Ireland | 6 |

Source: ONS 2011 Census, MM01CUK_ALL - Origin and destination of migrants by age (broad grouped) by sex

# Havering is mid ranking on the overall Index of Multiple Deprivation

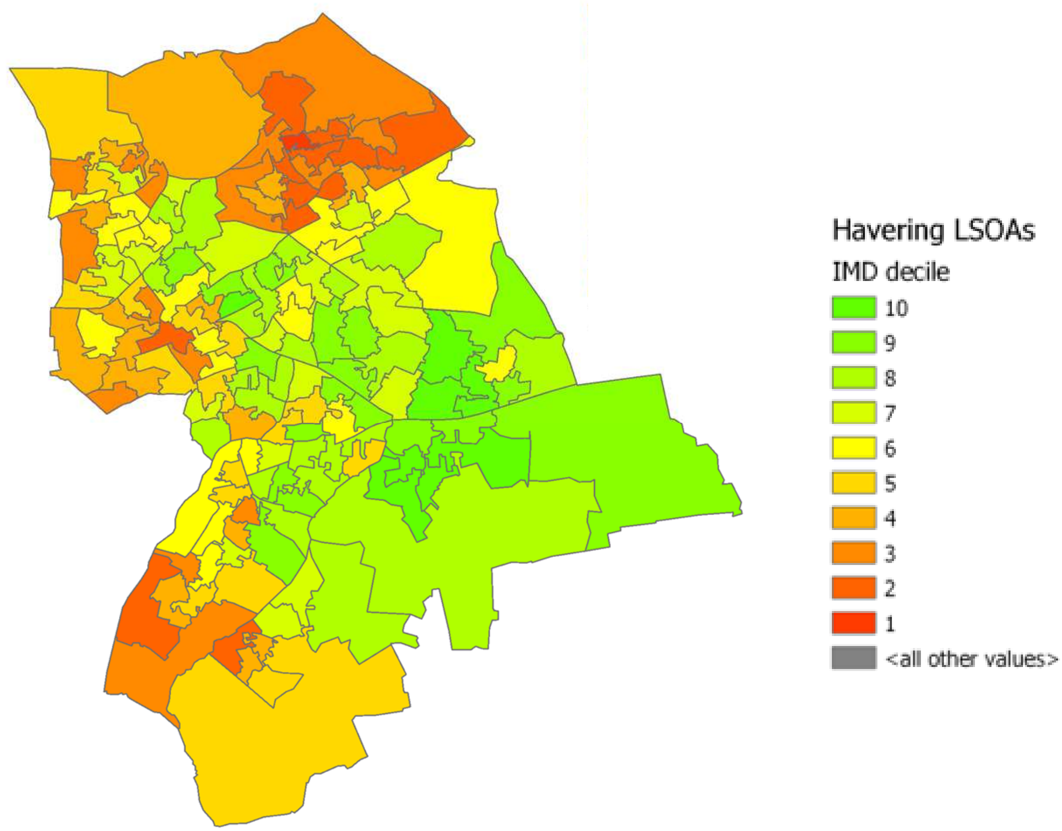
- Measured by 'rank of average rank', in 2015 Havering was the 166th most deprived borough out of 326 local authorities in England (In 2010 Havering was 172nd)
- Within the IMD, Havering scored less well on some domains:
  - Crime: rank of average rank - 59th
  - Education, Skills and Training: rank of average rank – 89nd
  - Income deprivation affecting children: rank of average rank - 102nd




Source: DCLG English Indices of Deprivation 2015 – Index of Multiple Deprivation

# At a sub-Borough level, levels of deprivation are lowest in the central and eastern areas

Index of Multiple Deprivation 2015 in Havering by LSOA




Source: Produced by SQW 2018. Licence 100030994
*Contains OS data © Crown copyright [and database right] [2017]*

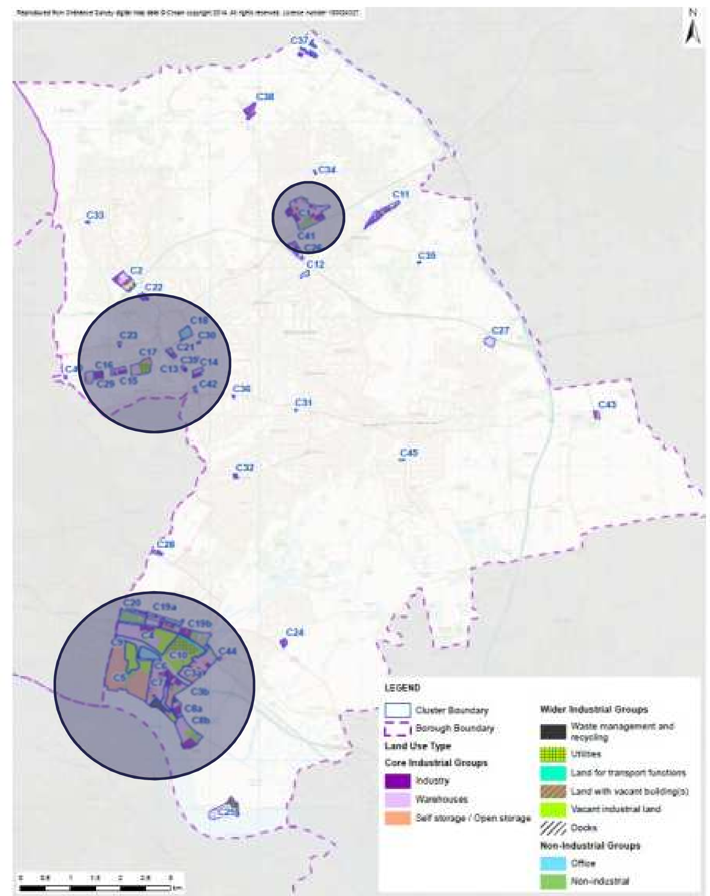


Source: DCLG English Indices of Deprivation 2015 – Index of Multiple Deprivation, IMD decile (where 1 is most deprived 10% of LSOAs)

# Part II: Havering's places

# Havering – Employment clusters (1)

- The majority of designated employment clusters are well functioning, predominantly industrial, clusters of employment land
- Most have good/ very good access to the strategic road network and are in adequate condition, being identified as either in "very good", "good" or "average" condition
- The latest ELR identified 48 clusters comprising a total area of 442.8ha, with the amount of vacant land totalling 56.2ha.
- The majority of surveyed land was Strategic Industrial Land (320.6ha)




*Source: URS (2015)*

# Havering – Employment clusters (2)

The table below shows designated land in the three key clusters identified in the Borough:

| Clusters | Industrial (ha) | Warehouse (ha) | Open storage (ha) | Vacant industrial (ha) | Office (ha) | Non industrial (ha) |
|---|---|---|---|---|---|---|
| **Rainham Riverside** | 28.9 | 47.1 | 72.8 | 29.6 | 7.3 | 35.5 |
| **Romford** | 7.4 | 10.3 | 2.7 | 0.8 | 0.0 | 1.2 |
| **Harold Hill** | 11.6 | 11.2 | 1.6 | 0.0 | 0.0 | 5.9 |
| **Total** | 47.9 | 68.6 | 77.1 | 30.4 | 7.3 | 42.6 |

Source: Estates Gazette (EGi) data

# The Borough-wide observations from Part I relate to different "places" within Havering

- Sectors with rising business numbers but relatively low employment shares (e.g. science & tech, information and comms, financial (and creative)):
  - are usually office-based and/or focused on informal working spaces
  - value 'buzzy', town-centre, environments which are well-connected by public transport
  - employ highly educated workers

  **Currently, Romford accounts for most of the Borough's office space and it is the main urban centre**

- Sectors with large employment shares (by London standards) but stagnant business numbers (motor trades, manufacturing, construction, some wholesale/ distribution) may:
  - need industrial/ warehousing space
  - employ workers with mixed levels of skills

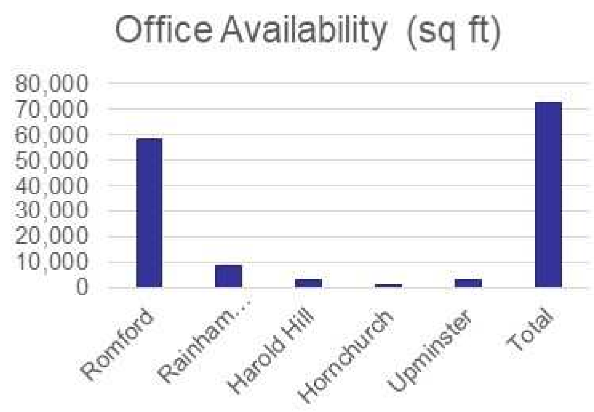
  **Currently, Rainham Riverside is a key location, with Harold Wood/Hill as a secondary centre**

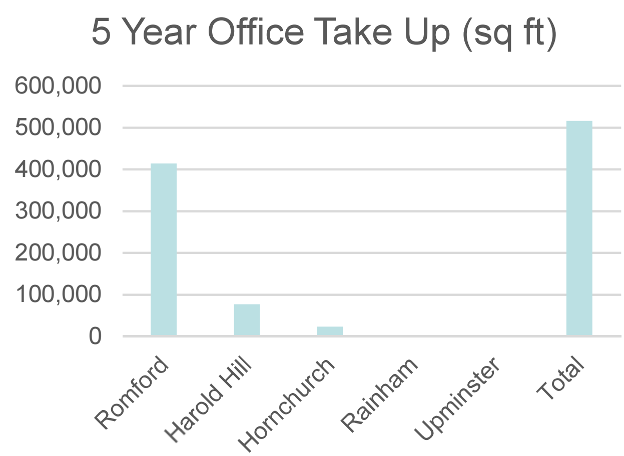
- Retail is under some pressure, and the sector is changing quickly

  **Town centres are the principal locations**

# Office space and Romford

# Property market perspectives: Office space




- Romford is the principal focus
- Rents are relatively low – but the quality of provision is not good and vacancy rates are high
- Employment Land Review states that:
  - new, flexible space for smaller businesses is required
  - key gap in provision is in affordable and flexible serviced office accommodation to meet the needs of start-up companies
  - Council wants new developments to include 20% affordable workspace



Source: Estates Gazette data

# Office space: additional property market analysis (1)

Evidence from Estates Gazette (and other sources) suggests that:

- The majority of office space is located in Romford (28 units)
- The Romford Office Quarter has good access to facilities and amenities, public transport, the strategic road network, and good parking facilities
- Relatively high vacancy rates suggest that demand for the type of units is declining – although there may be some opportunities associated with expansion of Crossrail
- Average asking rents (Romford) are c. £14 psf
- The Total Office Availability in Havering is c. 72,500 sq ft in 43 units with an average unit size of 1,680 sq ft
- There are 11 units in Rainham Riverside (mostly in CEME – 9 units)
- All of the recorded units are second hand space showing an ageing office stock, which once vacant proves difficult to re-let given that characteristics may no longer appeal to modern occupiers

# Office space: additional property market analysis (2)

- Take-up rates of office floorspace in Havering has been slow in recent years
- Where demand exists, good quality premises are required with good links to public transport and amenities
- Over the last 5 years:
  - 60 office deals recorded, or about 516,000 sq ft of offices – average of 100,000 sq ft per annum
  - 50 of these transactions occurred in Romford (415,000 sq ft)
- There were some transactions in Hornchurch, Harold Hill, Rainham and Upminster with average achieved rents of £11.50 psf
- Average achieved rents are recorded at £15.50 psf in Romford with majority of transactions done at c.£13 psf.
- The projected growth in office floorspace is mainly attributed to ongoing demand for space within Romford Town Centre, and to a lesser extent demand from SMEs for smaller units in Romford

# Romford – other information

- Romford Town is the ward with the fastest-growing population in the borough
  - It has grown from 15,900 in 2011 to estimated 18,700 in 2015
- Romford Town residents more likely to be of working age than average in borough
  - 67% of population of working age, median age 35 in 2013 (vs 62% and 40 for Havering as a whole)
- Romford has historically been a major retail/ entertainment/ office centre for east London/ Essex
- Well-connected by public transport
  - Public Transport Accessibility Level (PTAL) score 4.2, vs 2.5 for Havering
- Draft London Plan indicates that Romford town centre will accommodate 5,000 new homes and 500 new jobs (it is rated as having high commercial and residential growth potential). Romford was designated as a Housing Zone in 2016.



Sources: GLA ward profiles for London, and draft London Plan

# Havering Local Plan's ambitions for strengthening Romford's role as a metropolitan centre

- The Council will support development proposals within the town centre boundary that:
  - Reinforce South Street as the main shopping street and spine of activity in the town centre
  - Diversify and improve the quality of the retail, cultural and leisure offer that contribute to the daytime and evening economies;
  - Provide new modern retail units or refurbishment of existing retail units
  - Positively transform the Market Place into a high quality civic space, accommodating a reconfigured, successful and vibrant market with a re-imagined public space and an enhanced retail and restaurant offer;
  - Create a vibrant mix of commercial uses adjacent to the station;
  - Accommodate mixed uses, with residential and commercial space provided above ground floor level where this does not prejudice the operation of the ground floor for retail and town centre activity;
  - Provide new, fit for purpose office development as part of mixed use schemes
  - Provide affordable office accommodation within or funded by new commercial and mixed use developments.



Source: Havering Local Plan 2016 – 2031 Proposed Submission Version

# Havering Local Plan: Assets to be delivered in Romford by 2031

- Romford Leisure Centre
- New and enhanced public open spaces
- New health hub
- Additional school places in line with the Council's Commissioning Plan and Schools Expansion Programme over the Plan period (Existing schools within the area are already at full capacity)
- Additional primary school provision
- A 6/8 FE secondary school in the second phase of the Plan period (5-10 years)

Source: Havering Local Plan 2016 – 2031 Proposed Submission Version

# Romford: nightlife/ entertainment/ culture

- Romford was traditionally a centre of nightlife for Essex/ east London
- Council clamped down on it through licensing laws to tackle anti-social behaviour
- Local Plan aims to ensure developments in Romford meet the needs of the area while encouraging cultural and community-led activities
- Assets include:
  - Brookside Theatre – 140 seat studio theatre
  - Havering Museum
  - Made Public – a Community Interest Company (formerly known as Romford Contemporary Arts Programme) organises cultural projects “that aim to revitalise the community and showcase home-grown creative talent”

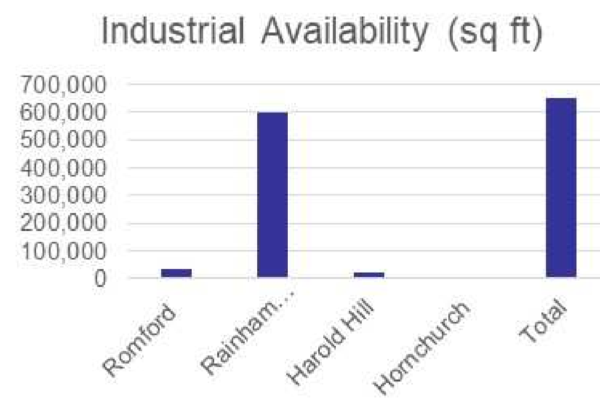
# Romford: leisure offer

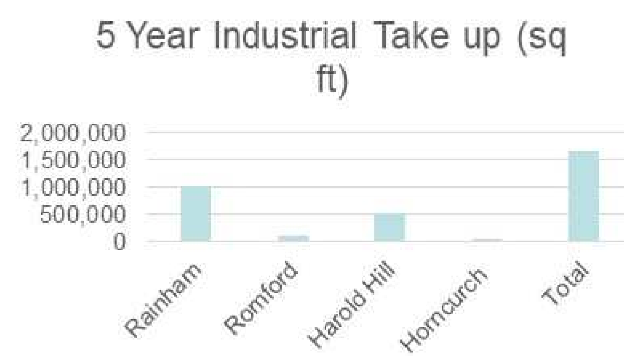
- Local Plan notes that the current provision of restaurants and cafés is quite basic, serving a budget and youth market. Provision concentrated in South Street and the Brewery.
- Market Place not fulfilling its potential in this respect, but could be a ‘key civic space’ in the borough. Currently hampered by extensive provision of surface car parking
- River Rom is underused asset – new cycle/ pedestrian link proposed
- Some innovative activity:
  - The Retailery – a business incubator “with a twist” - restaurant start-ups on ground floor, office-based start-ups on first floor

# Industrial space and Rainham Riverside

# Property market perspectives: Industrial space

- Rainham Riverside accounts for much of the Borough's industrial space
- Market dominated by lower grade space – but there is much demand for larger facilities
- Strong demand for B8 space along the A13 Corridor




Source: Estates Gazette data

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# Havering industrial land: more details (1)

- Demand levels for industrial premises are stable, having experienced a fall at the onset of the economic downturn
- Although new high-quality premises have recently been built, second hand stock dominates the market at present
- There is a shortage of large distribution facilities or available land to build such premises, meaning that when demand for such premises arises, occupiers have to look elsewhere

# Havering industrial land: more details (2)

Evidence from Estates Gazette data indicates that:

- Currently, there are 653,000 sq ft (31 units) of mixed industrial space recorded on the market in the Borough
  - These are mainly large units – average size of 21,000 sq ft per unit.
  - 21 units (596,000 sq ft) are located in Rainham Riverside
  - 4 units are available in Harold Hill (19,500 sq ft)
  - Asking rents are c. £7-8 psf for lower grade space and c.£12psf for high spec.
- The vast majority of these units are second hand, but
  - Three industrial units are marketed as newly refurbished – two units at the Thamesview Business Centre in Rainham and 1 unit at Rodwell Hosue, Hornchurch.
  - There is a Design & Build opportunity available at Ferry Lane – Avocet Distribution Park

- There were 145 industrial transactions (2,062,200 sq ft) recorded in the last 5 years translating to an average take-up of 412,440 sq ft per annum.
- Most is in Rainham Riverside – 87 units/ c.1m sq ft (c.204,000 sq ft a year)

# Rainham Riverside – observations

Our overall observations:

- Some strengths – strong demand for B8 space all along the A13 corridor from firms displaced elsewhere in London
- Designated as Strategic Industrial Land (SIL), a Business Improvement District (BID) in place
- CEME innovation centre is full, but not much grow-on space
- Some big employers have assets there – Ford, Tesco – but no big plots unspoken for at this stage
- Barking & Dagenham's plans for its part of Riverside seem more advanced; LBBD wants to push its 'dirty' industries out of the borough (possibly into Havering)
- Part of biggest development area in London currently: Housing Zone to take 3,500 homes, mostly on large sites in Rainham and Beam Park Strategic Development Area
- But mostly low-level industrial uses – warehousing and storage, car breaking and repair, waste and recycling, food production and distribution. These serve London-wide market
- Some landowners (e.g. Rainham Steel) taking a long-term view, presumed to ultimately want their land to go for residential

# Retail in town centres

# Retail space in town centres

- Romford is the principal focus for retail in Havering
  - ranked as the 45th most important centre in the UK
  - challenging position in the overall retail hierarchy
- Outside Romford, provision is dominated by independents serving local customers

| Town Centre | Footfall Q3 2017 | Number of outlets | Vacancy rate | % A1 use | % multiple | % independent | Rents |
|---|---|---|---|---|---|---|---|
| Romford | 4,142,674 | 410 | 8.5% | 67% | 55% | 45% | £22.50-£30 psf |
| Hornchurch | 909,566 | 190 | 7.9% | 47% | 41% | 59% | £17-19 psf |
| Upminster | 474,006 | 178 | 5.1% | 56% | 26% | 74% | £20-25 psf |
| Elm Park | 627,739 | 122 | 7.4% | 66% | 21% | 79% | |
| Collier Row | 234,795 | 77 | 7.8% | 56% | 32% | 68% | £20-25 psf |
| Harold Hill | 645,409 | 70 | 5.7% | 76% | 35% | 65% | £20-25 psf |
| Rainham | 311,280 | 43 | 4.7% | 44% | 22% | 78% | |

Source: Town Centre data supplied by London Borough of Havering

# Retail property – further details

- The majority of available retail floorspace is located in Romford town centre, which also has the highest take up
- Data from Estates Gazette (EGi) suggest that rental levels vary:
  - Average rents in Romford: c. £22.50-£30 psf
  - Elm Park and Rainham transact at £15-£17 psf
  - Rents in Hornchurch: c. £17-£19 psf
  - Evidence shows rents at Upminster, Collier Row and Harold Hill to be low to mid £20s perhaps due to constrained supply.

| | Average unit size (sq ft) | Average Annual Take Up(sq ft) |
|---|---|---|
| Romford | 6,194 | 147,416 |
| Hornchurch | 1,442 | 1,730 |
| Elm Park | 1,123 | 4,493 |
| Rainham | 1,088 | 870 |
| Upminster | 874 | 3,145 |
| Collier Row | 1,190 | 5,473 |
| Harold Hill | 513 | 616 |

# Romford's retail offer has been strong but faces challenges

- Romford is 'retail-heavy' as an economy, but faces increasing competition from likes of Stratford Westfield and Lakeside. Local Plan recognises upgrades to retail offer are needed.
  - Town centre data suggest Romford has 410 outlets attracting 4.1m visitors (q3, 2017)
  - Romford is the only town centre in Havering in which multiples make up majority of shops (55%)
  - Romford's retail offer ranked 4$^{th}$ in outer London (behind Kingston-upon-Thames, Croydon and Bromley) and 45$^{th}$ in the UK on Javelin Group's Venuescore (although score has declined by 5% since previous year)

- South Street is integral to town but includes many value retailers and small units. The Brewery forms an important part of the retail offer within Romford, but 'turns its back' on the centre.

# Other town centres

- Apart from Romford and Rainham, they are:
  - Hornchurch
  - Upminster
  - Elm Park
  - Colliers Row
  - Harold Hill
- Hornchurch is much the most visited of other town centres (after Romford), though it has only a few more outlets than Upminster. All the town centres have a majority of independent shops.
- Local Plan "*The vitality and viability of the borough's town centres is under pressure due to changing shopping patterns and competition from shopping locations outside of the borough*"

# Other town centres: culture and leisure assets

- Hornchurch
  - Queen's Theatre (500 seat producing theatre). Reported to have raised its game in recent times
  - Fairkytes Arts Centre (community arts centre)
  - Langtons House and Gardens
  - Sports Centre
- Upminster
  - Upminster Windmill, Tithe Barn Museum of Nostalgia

- Havering bidding for London Borough of Culture in 2020

# District centres – key issues

Our overall observations:

- Low level of “multiple” outlets – high proportion of independent traders
- Low rental and capital levels
- Variable vacancy rates
- Very low levels of new / redevelopment – viability challenges, even for mixed use schemes
- Few new development sites / opportunities
- Poor quality retail offers and physical environments
- Established patterns of retail on ground floor and residential above, making redevelopment difficult
- In some cases main catchment is relatively low income areas

# Some district centres have a wider role…

- Centres with good accessibility and a wider retail / leisure / business role e.g. Upminster, Hornchurch & Elm Park
- Retail – maintain mix of uses, unit sizes and quality
- Leisure / food & drink – concentrate on breadth of offer
- Explore flexible business space offer
- Examine better ways of using “upper floors”, and identify in-fill development opportunities where possible
- Look at mixed use schemes with a combination of business / retail / leisure and residential uses (refurb & new)
- Carefully consider buildings of architectural value and potential for conversion / refurbishment
- Potential for increased density “hubs” around the station - decked parking and redevelopment areas

# …while some have a more local role

- Centres with "poor" wider accessibility e.g. Harold Hill and Collier Row
- Retail – maintain mix of mainly independent uses, unit sizes and quality
- Leisure / food & drink – concentrate on broadening offer
- Look at bringing other uses into surplus residential accommodation - particularly flexible business space
- Examine better ways of using "upper floors", where not in residential use and consider in-fill development potential
- Link business activities around "communal" facilities - Library, Boxing Club, Youth Centre, Community Centre, Health Centre etc and develop links to HE / FE