

125 Shaftesbury Avenue

Employment and Skills Strategy

Prepared by EKOSGEN (part of GC Insight)

Submitted on behalf of VREF Shaftesbury SCS

November 2024



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Executive Summary

125 Shaftesbury Avenue Employment and Skills Strategy

Proposed Development



32,435 sq m of office space



862 sq m of GF retail space



Improved Public Realm

Local Drivers for Change



Refurbishing, retrofitting & rejuvenating an existing building to bring it back into beneficial employment and commercial use



Mismatch in the skills needed by the borough's employers and the local community



Strong local policy focus in support employment, skills development, and provide education and training opportunities



Significant income and employment deprivation, driven by low pay, insecure work, and unemployment

Economic Impacts



239 Jobs

Direct & indirect construction jobs supported per annum over 3 years



3,248 Total FTE Jobs across London during operation including:



2,165 direct on-site jobs in Camden
1,083 indirect & induced jobs supported across London



£450m GVA p.a.

Direct and indirect impact at operation phase, including £327m within Camden

Employment and Skills Contribution



Work with LB Camden and relevant bodies to **support local recruitment and skills development** at the construction phase



Seek to recruit **47 apprenticeships** over the construction phase



A **£79,900 support fee** paid to the Council to support construction apprenticeships



Aim for **10% of the total procurement value** of the scheme at the construction phase to be awarded to businesses based in LB Camden



A **£255,318 financial contribution** (subject to viability) to support local training and procurement

1 Introduction

Purpose of Statement

This Employment and Skills Statement has been prepared by ekosgen, part of GC Insight, to accompany the application for planning permission submitted on behalf of VREF Shaftesbury SCS (hereafter referred to as the 'Applicant') for the proposed redevelopment of 125 Shaftesbury Avenue (hereafter referred to as 'the Site').

The Description of the Proposed Development is as follows:

“Remodelling, refurbishment and extension of the existing building to provide Use Class E commercial and retail space, amenity terraces, a new public route, relocated entrances, cycle parking, servicing and rooftop plant along with associated highway, landscaping and public realm improvements and other associated works”

This Statement sets out how the scheme will contribute to employment and skills development in LB Camden. It has been prepared to ensure that the proposed development aligns with the relevant guidance from the Council¹. LB Camden have been consulted in order to inform this document.

Site Context and Proposed Development

The proposed site is located at 125 Shaftesbury Avenue, London. It lies approximately 100m south of St Giles in-the-fields Church, 250m south of Centre Point / Tottenham Court Road Station (Central and Northern lines and Crossrail) and 250m north of Leicester Square Station (Northern and Piccadilly lines).

The site is bounded by:

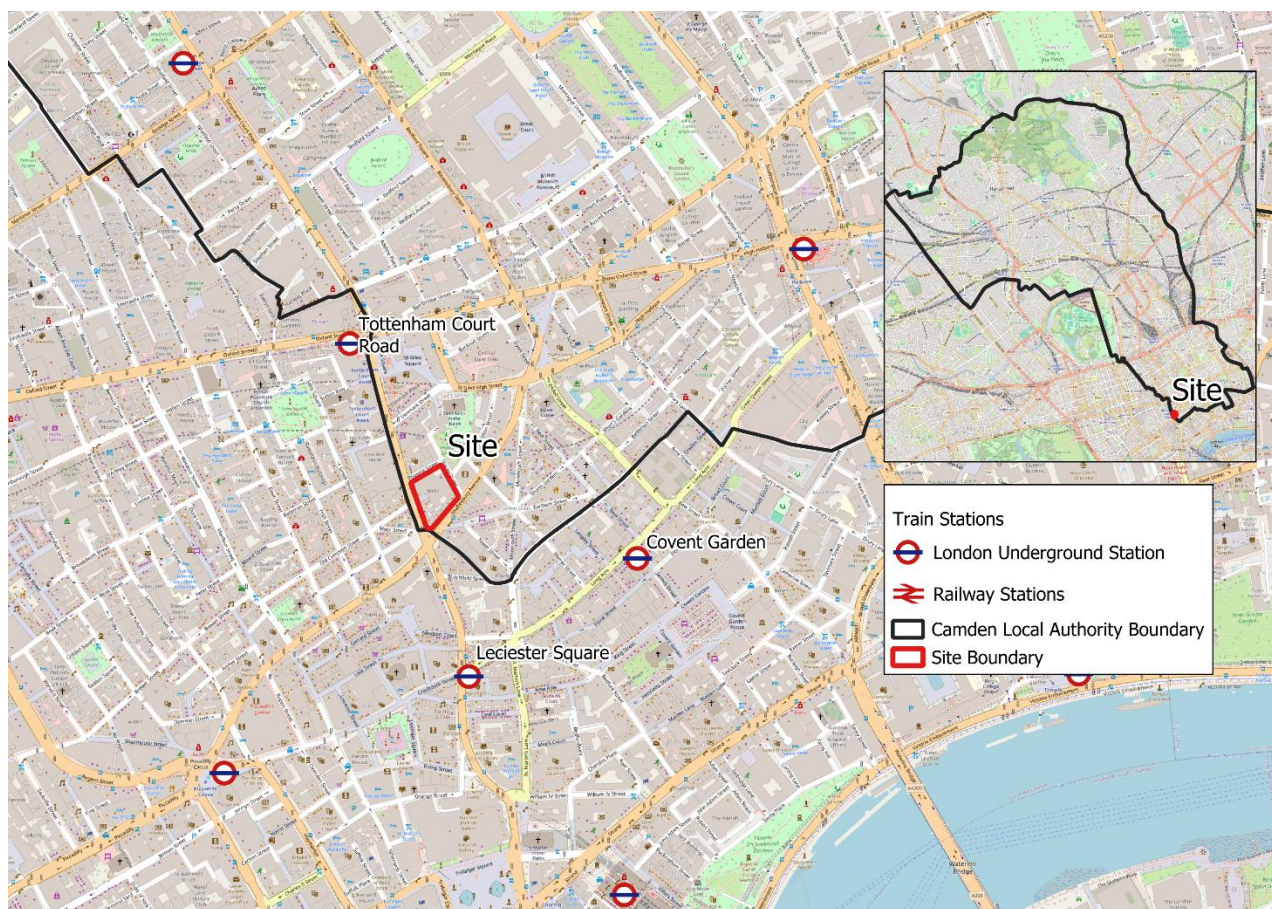
- Charing Cross Road to the south west;
- Shaftesbury Avenue to the south east;
- Stacey Street to the north east; and
- Phoenix Street to the north west.

The 0.359ha site lies within the London Borough of Camden and sits between the distinct character areas of Soho, Covent Garden, Seven Dials and Bloomsbury. It is not located within a Conservation Area, but is part of a small urban pocket surrounded by the Soho, Denmark Street and Seven Dials Conservation Areas.

The landmarks near the site include St Giles in-the fields Church, Centre Point, Seven Dials and Central St Giles. Tottenham Court, Road Station, the West End Project and Crossrail have transformed this West End location and attracted further significant investment in the area.

The proposed development is designed to contribute to the ongoing improvement and reinvention of this central London location.

¹ [Employment and training strategy in planning applications - Camden Council](#)

Figure 1: Site Location

Source: ekosgen part of GC Insight

The site is currently occupied by a basement, ground plus 10-storey building designed by Ian Fraser, John Roberts and Partners and completed in 1982. The current building provides retail units on the ground floor, with office space on floors one to ten and provides a GIA of 22,863 sq m.

The building was previously occupied by Meta (formerly known as Facebook) but is currently vacant across the office floors. Part of the office space is temporarily being used for theatre and ancillary events. On the ground floor, it hosts several retail units including Nisbets and Salsa Bar.

The previous Planning Permission was Consented in 2018 (2016/5202/P) and has since lapsed.

The proposed development comprises of the following:

- 32,435 sq. m GIA of office floorspace (Use Class E)
- 862 sq. m GIA of retail floorspace (Use Class E)

LB Camden's Guidance

Camden's Local Area Requirements for Planning Applications (2020) confirms that an Employment and Skills Strategy is required for major applications. This should demonstrate how employment and training requirements will be addressed and supported during and/or after construction.

The local authority sets out guidance on completing Employment and Skills Strategies². It states that an Employment and Training strategy is required for the following applications:

- residential developments of 10 or more new units
- developments with a capacity of 1000m²

An Employment and Training strategy should highlight the opportunities that will be delivered and demonstrate how those Employment and Training requirements will be achieved both during and after construction. It should typically set out the steps that will be taken to deliver on agreements, including:

- construction apprenticeships
- local employment during the construction phase
- construction work experience opportunities
- end use apprenticeships
- local procurement opportunities

This strategy is also required to outline how the developer will deliver the Employment and Skills strategy in cooperation with the local authority. This will include reference to specific and measurable outputs, key delivery partners and details on the timeframe within which each output will be delivered. The strategy should also highlight the named contact who will be responsible for managing the delivery of the strategy.

It is required that end-use or post construction obligations, such as end use apprenticeships and work experience, should be discussed with Camden's Economic Development team before submission. Applicants will be expected to work with the Council to promote the use of services including the King's Cross Construction Skills Centre and both the King's Cross Recruit and Camden Apprenticeships brokerage services.

It is worth noting that in this instance, future tenants are unknown. As a result, the Applicant can only encourage future tenants to work with LB Camden to promote the use of its services.

Provision within the Employment and Skills Strategies will be secured by a legal agreement between the Applicant and LB Camden.

Scope and Structure of this Document

At present (November 2024) the contracts for the construction phase have not yet been selected by the Applicant. Any proposed actions set out in this statement need to be proportionate and realistically achievable within this context and at this stage in the planning and development process.

The Applicant intends to embark on a selective tendering process and engage a highly experienced primary contractor with considerable expertise in securing local employment during the construction phase. As part of the tender process, the Applicant will communicate the employment and skills strategy for the proposed development and request target figures for apprenticeships and local recruitment from all main contractors

² [Employment and training strategy in planning applications - Camden Council](#)

and use best endeavours to appoint those who can commit to working in cooperation with the Council to identify locally based candidates to support employment and skills aspirations.

At this stage, the occupiers are also unknown. This Strategy therefore represents the anticipated contribution that the proposed development will make to supporting employment and skills at the time of submitting the planning application.

The remainder of this Statement is set out as follows:

- Employment and skills context described in **Section 2** which outlines the regional and local policy context and baseline data, highlighting key challenges and issues in relation to employment and skills.
- The employment and skills plan which is set out in **Sections 3** and describes how the proposed development will contribute to key employment and skills measures together with specific actions that are proposed to secure and maximise the contribution under each measure.
- A brief outline of monitoring plans and a summary of the overall contribution of the proposed development is described in **Section 4**.

2 Employment and Skills Context

This section provides an overview of the key employment and skills policies which influence the Proposed Development and the key issues and challenges that the scheme will help to address.



The London Plan (2021) is seeking to achieve “Good Growth” which ensures equal opportunities for all. Policy E11 states that development proposals should support employment, skills development, apprenticeships and other education and training opportunities.



The adopted **London Borough of Camden Local Plan** states that a number of local residents do not have the skills or qualifications sought by the borough’s employers, particularly in ‘knowledge-based’ businesses. There is often a mismatch in the skills needed by the borough’s employers and the local community.



The **Draft Revised Local Plan** for LB Camden confirms that many of these same issues are still present. A key issue is the significant income and employment deprivation, driven by low pay, insecure work, and unemployment. This disproportionately affects younger residents, Black, Asian, and other ethnic communities, as well as disabled individuals, who are underrepresented in higher-skilled occupations.



Camden 25 and the **Camden Plan** is focused on ensuring that Camden is inclusive and everyone can access the work that’s right for them. A range of actions are identified which will support skills development and get local people back into work.

Policy Background

London Plan 2021

The London Plan 2021³ outlines a comprehensive strategic vision for London’s development, offering an integrated framework for the city’s economic, environmental, transport, and social growth over the next 20 to 25 years.

London’s economy is one of the largest in the world and acts as the engine of the UK economy. Despite this there is a need for “Good Growth” which ensures equal opportunities for all. One of the largest issues that London is facing is its lagging employment rate, with over 270,000 Londoners out of employment. One of the main groups impacted by worklessness are those without any formal qualifications or the low skilled. In order to address this challenge an “effective and responsive skills system” is needed. There is also a need to focus on increasing employment opportunities and upskilling the resident population, with **Policy E11** stating that development proposals should support employment, skills development, apprenticeships and other education and training opportunities through:

- Completion of people undertaking training;

³ GLA, The London Plan, 2021

- Achieving the greatest possible take-up of opportunities created by Londoners;
- Increasing the proportion of under-represented groups within the construction industry workforce

One of the 6 objectives of good growth outlined by the Plan is **GG5 growing a good economy** which focuses on conserving and enhancing London's global economic competitiveness and ensuring that economic success is shared amongst all Londoners. The policy seeks to ensure that London's economy diversifies and that the benefits of economic success are shared more equitably across London. It also advocates ensuring that there is sufficient employment and industrial space in the right locations to support economic development and regeneration. Additionally, developing Londoners' skills is essential to helping people enter the workforce and enabling businesses to thrive. By collaborating closely with communities and businesses, London's world-class higher education institutions can drive growth and regeneration while addressing skills shortages.

The location of the Proposed Development is of notable importance as the West End area (where the site is located) is within the Central Activities Zone and is designated as part of the Arts, culture and entertainment specialist cluster in the London Plan. Despite significant growth in the past, the London Plan identifies further possibility for growth with the potential for 6,000 more jobs in Tottenham Court Road before 2041.

London Local Skills Improvement Plan 2023

The London Local Skills Improvement Plan (LSIP)⁴ 2023 outlines a strategic approach to better align training with employer demand, aiming to close skills gaps and foster a more inclusive workforce. It focuses on four priority sectors—construction, creative, health and social care, and hospitality—and emphasises the importance of digital, green, and transferable skills.

The plan for delivering the actionable priorities identified is structured around five major areas:

- Meeting London's skills needs;
- Supporting and galvanising business action;
- Delivering a skills system that is fit-for-purpose;
- Building an inclusive London workforce, and
- Tackling sector-specific priorities.

The actions in these areas aim to be clear, measurable, and organized by the level of effort and resources required, indicating whether they are short-term (1-2 years), medium-term (2-4 years), or long-term (4+ years) initiatives.

Skills Roadmap for London 2022

The Skills Roadmap for London⁵ sets out how the Mayor of London plans to ensure that London's skills offer better serves London's communities and economies. The roadmap builds on the success of the delegation of the Adult Education Budget (AEB) introduced in 2019. It sets out the actions the Mayor will take to ensure that adult education in London is locally relevant, makes an impact and is accessible; building skills that truly respond to the needs of London's economy and communities.

⁴ BusinessLDN, Local Skills Improvement Plan, 2023

⁵ GLA, Skills Roadmap for London, 2022

- **Locally relevant skills:** City hall aims to create a more integrated skills and employment system for London by fostering collaboration between providers and businesses, supporting progression in learning, and focusing on Level 2 qualifications and below. This includes setting up Integration Hubs, publishing guidance, and sharing data.
- **Making an impact:** City Hall will measure the social and economic impact of adult education through the London Learner Survey and use this data to inform future skills policies. They will also evaluate the Adult Education Budget's impact and expand programs based on best practices.
- **Accessible skills:** City Hall will enhance adult education accessibility through marketing, outreach, and improved coordination, especially for those in need. They expect education providers to meet high employment and inclusivity standards, invest in digital infrastructure, and co-locate learning with other services to address exclusion.

London Borough of Camden Adopted Local Plan 2017

The 2017 adopted London Borough of Camden Local Plan⁶ sets out the Borough's strategic plan for the period (2016-2031).

A key issue for LB Camden is that a number of local residents do not have the skills or qualifications sought by the borough's employers, particularly in 'knowledge-based' businesses⁷. There is often a mismatch in the skills needed by the borough's employers and the skills of some members of the community.

One of the key strategic objectives is '*to strengthen Camden's nationally important economy, in terms of business and employment, the knowledge economy, shopping and entertainment, culture, entertainment and tourism, and to secure benefits for local people to reduce inequalities in the borough through increased access to jobs, skills, training and education opportunities, ensuring nobody gets left behind*'.

Policy E1 highlights the council's desire to secure a successful and inclusive economy in Camden by creating the conditions for economic growth and harnessing the benefits for local residents and businesses. A key priority is improving access to training, which will enhance employment opportunities for Camden residents by equipping them with the skills needed for jobs locally and beyond.

Policy E2 encourages the development of a broad economic base in the borough to help meet the varied employment needs, skills and qualifications of Camden's workforce

Draft New Camden Local Plan 2024⁸

The draft revised Local Plan⁹ is expected to replace the current Local Plan (2017) and will cover the period from 2026-2041. The draft revised Local Plan outlines that despite some improvement many of the same issues are present within the borough which existed at the time of the 2017 plan.

One of the key issues is the significant income and employment deprivation, driven by low pay, insecure work, and unemployment. This disproportionately affects younger residents, Black, Asian, and other ethnic communities, as well as disabled individuals, who are underrepresented in higher-skilled occupations.

⁶ London Borough of Camden, Adopted Local Plan, 2017

⁷ Health and education sectors.

⁸ Regulation 18 Consultation Version

⁹ London Borough of Camden, Draft new Local Plan, 2024

One of the key strategic objectives is *'to strengthen Camden's nationally important economy and maximise opportunities for Camden's residents, businesses and voluntary sector to contribute to, and share in, the success of Camden's economy, through local procurement, business support, education, training and skills.*

Policy IE1 focuses on supporting local business start-ups, entrepreneurs and residents seeking work to access jobs, skills, education and training opportunities by maximising benefits during the planning of the scheme, construction, fit out and occupation. Key initiatives include the "Good Work Camden" programme, which helps residents find work, and the STEAM¹⁰ programme, which connects young people with opportunities in the knowledge economy. Developers and employers are expected to support these local efforts, and educational developments may be required to contribute financially to skills and training initiatives.

Camden 2025 and Our Camden Plan

Camden 2025 set out a vision for the borough by 2025, which is to create a place where everyone contributes to our shared goal of achieving a safe, fair, creative and active community.

One of the calls to action in 2025, is *'growth in Camden should be strong and inclusive – everyone should be able to access the work that is right for them'.*

Despite Camden's strong position in the regional economy and its appeal to dynamic businesses, many local residents struggle to benefit from this growth. Barriers to entering the London job market, such as high living costs, stagnant wages, and inflexible job designs, have left some residents in poverty despite being employed. The borough's focus is on equipping young people with the necessary skills and qualifications to succeed in the evolving job market. Additionally, there is a goal to ensure that jobs recognise and nurture individual talents and skills, providing clear pathways for career progression.

Our Camden Plan is the Council's response to the Camden 2025 Vision. It sets out how the Council will play its part to achieve the ambitions set out in Camden 2025. The plan sets out a number of actions to achieve strong growth and access to jobs. The council will:

- Help to make Camden the best place in London to do business and to work, working with the business community to deliver genuinely inclusive growth that benefits everyone.
- Help to prepare young people to be successful in their working lives. Every child should be able to access the pathway that is right for them.
- Drive forward the recommendations of the STEAM (Science, Technology, Engineering, Arts and Maths) Commission, and support young people to gain the skills they need to access 21st century jobs.
- Focus efforts on helping those furthest from the labour market into rewarding work.

We Make Camden 2022

'We Make Camden' was published in 2022 and sets out a refreshed vision for LB Camden. It sets out **six ambitions** which are as follows:

- Camden is a borough where every child has the best start in life

¹⁰ STEAM - Science, Technology, Engineering, Arts and Maths

- Camden's local economy should be strong, sustainable and inclusive – everyone should have a secure livelihood to support them to live a prosperous life
- Camden actively tackles injustice and inequality, creating safe, strong, and open communities and where everyone can contribute
- Camden communities support good health, wellbeing and connection for everyone so that they can start well, live well and age well
- Everyone in Camden should have a place they call home
- Camden should be a green, clean, vibrant, accessible and sustainable place with everyone empowered to contribute to tackling the climate emergency

Alongside the ambitions are **four missions**, which are as follows:

- **Diversity:** by 2030, those holding positions of power in Camden are as diverse as our community – and the next generation is ready to follow;
- **Young people:** by 2025, every young person has access to economic opportunity that enables them to be safe and secure
- **Food:** by 2030, everyone eats well every day with nutritious, affordable, sustainable food Estates and;
- **Neighbourhoods:** by 2030, Camden's estates and their neighbourhoods are healthy, sustainable and unlock creativity

In terms of the second mission focused on **young people**, the council is committed to working with businesses, higher and further education, and schools to campaign for a fully funded education and skills system that *supports people to access good jobs in growing sectors*. The council will also *'help residents find good quality work through Good Work Camden and its neighbourhood jobs hubs, that enables all residents to live secure and stable lives'*. In the longer term the council aspires for an area where *'all businesses and their employees are part of Camden's communities, ensuring we all work together to make a thriving and inclusive economy which benefits all'*

Employment Sites & Business Premises Planning Guidance 2021

The Employment Sites & Business Premises Planning Guidance 2021 supports Camden's Adopted Local Plan policies E1 (Economic Development) and E2 (Employment Premises and Sites). These policies outline the Council's approach to providing and protecting employment sites and business premises.

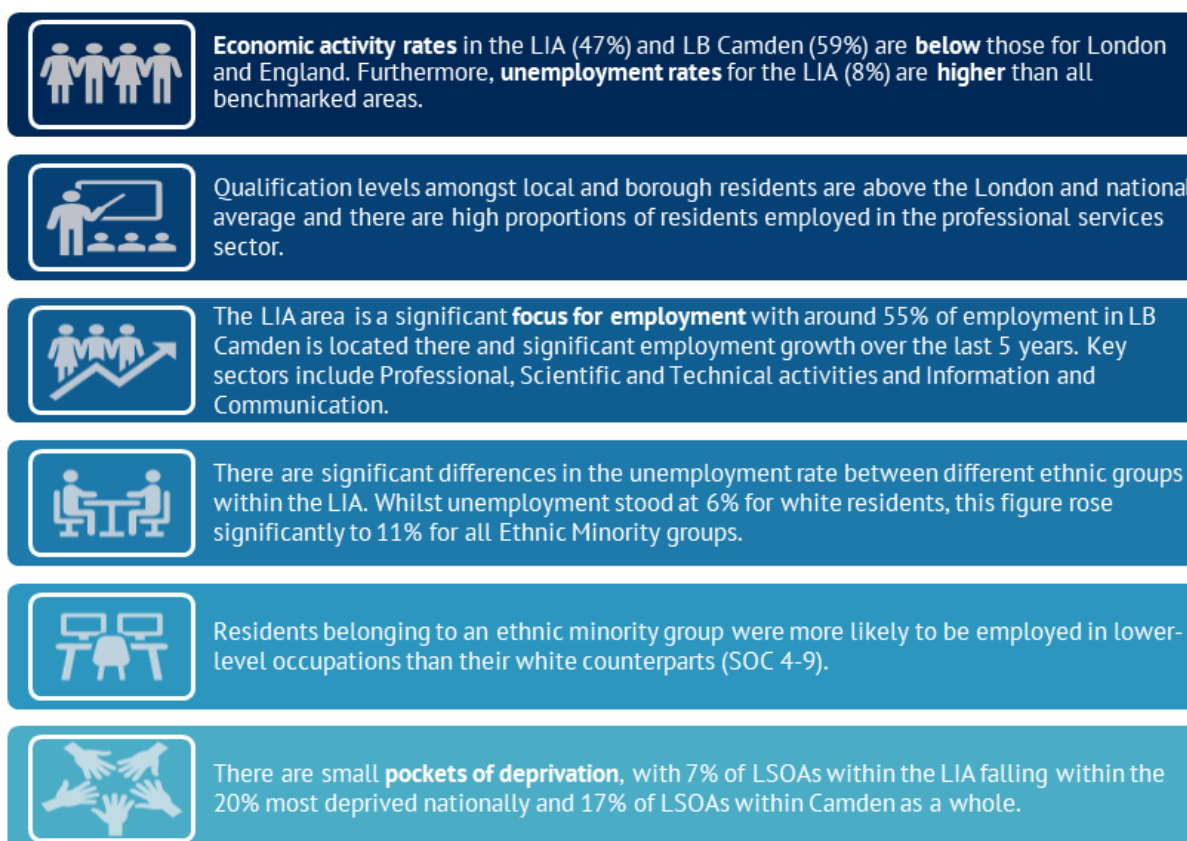
The Planning obligations for local employment and training are:

- Local employment and training initiatives should aim to create job opportunities for community members who might otherwise struggle to access employment with Camden's businesses. These initiatives help bridge the skills gap in the borough and ensure that the benefits of development are shared equitably.
- A financial contribution may be sought to assist local residents in receiving training in the skills that would enable them to access the jobs created by the new development. This funding will be held by the Council and used to support activities that create or promote opportunities for employment or training.
- The Council encourages the creation of apprenticeships and training placements to help close the skills gaps between the jobs on offer in the borough and the skills of the local workforce. This approach allows companies to recruit and retain local people into work and is supported through

policy E2 of the Local Plan. This obligation applies to major commercial developments that result in a net increase of 1,000sq m (GIA) or more of employment space, including office, hotel, and leisure developments.

Statistical Baseline

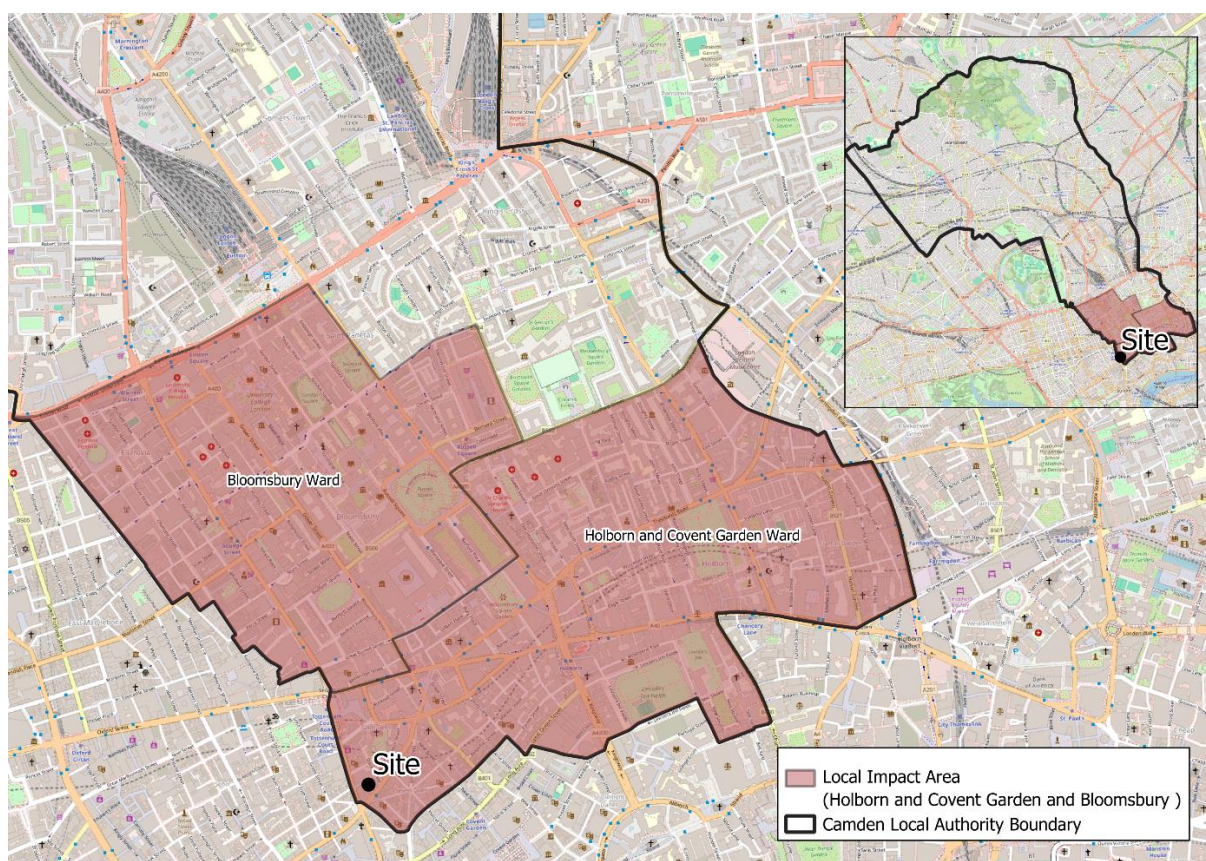
This section sets out the key socio-economic characteristics of the area to inform an understanding of the key issues which can be addressed through this development.



The Local Impact Area (LIA) is defined as the Holborn and Covent Garden and Bloomsbury Wards, and for some statistics (where data is not available) a group of best-fit LSOAs have been used¹¹. Data has been benchmarked against the LB Camden, London and England. These geographies have been illustrated in the map below.

Figure 2.1. Statistical Geographies

¹¹ Best Fit LSOAs (2021): Camden 028C, Camden 029F, Camden 026A, Camden 026B, Camden 029H, Camden 028A, Camden 029C, Camden 026^E, Camden 027D, Camden 028D, Camden 028B, Camden 027A, Camden 027B, Camden 027C



Source: ekosgen

Population

As of 2021, there were approximately 21,454 people living across the LIA, equivalent to around 10% of Camden’s total resident population. Of these around 80% were between 16 and 64 (working age), a rate significantly higher than all comparator geographies (73% across Camden, 69% across London and 63% across England). Furthermore, only 9% of residents in the LIA were 15 and below, significantly lower than all comparator areas (15% across Camden, 19% across London and 19% across England). **Table 2.1** below summarises the local population age demographic.

Table 2.1. Local Population Age Demographic

	LIA	Camden	London	England
Aged 0 - 15	9%	15%	19%	19%
Aged 16 - 64	80%	73%	69%	63%
Aged 65 +	11%	12%	12%	18%
Total	21,454	210,133	8,799,726	56,490,047

Source: ONS Census, 2021

Across the LIA, there is higher proportion of ethnic minority residents when compared to LB Camden and England, with 46% of the population belonging to an ethnic minority group. **Table 2.2** below summarises the local population demographic.

As of 2021, there was a relatively large Asian population located within the LIA, with 26% of residents identifying themselves as Asian/ British Asian, compared to 18% across Camden, 21% across London and 10% across England.

Table 2.2. Local Population Demographics

	LIA	Camden	London	England
White	54%	60%	54%	81%
Ethnic Minority	46%	40%	46%	19%

Source: ONS Census, 2021

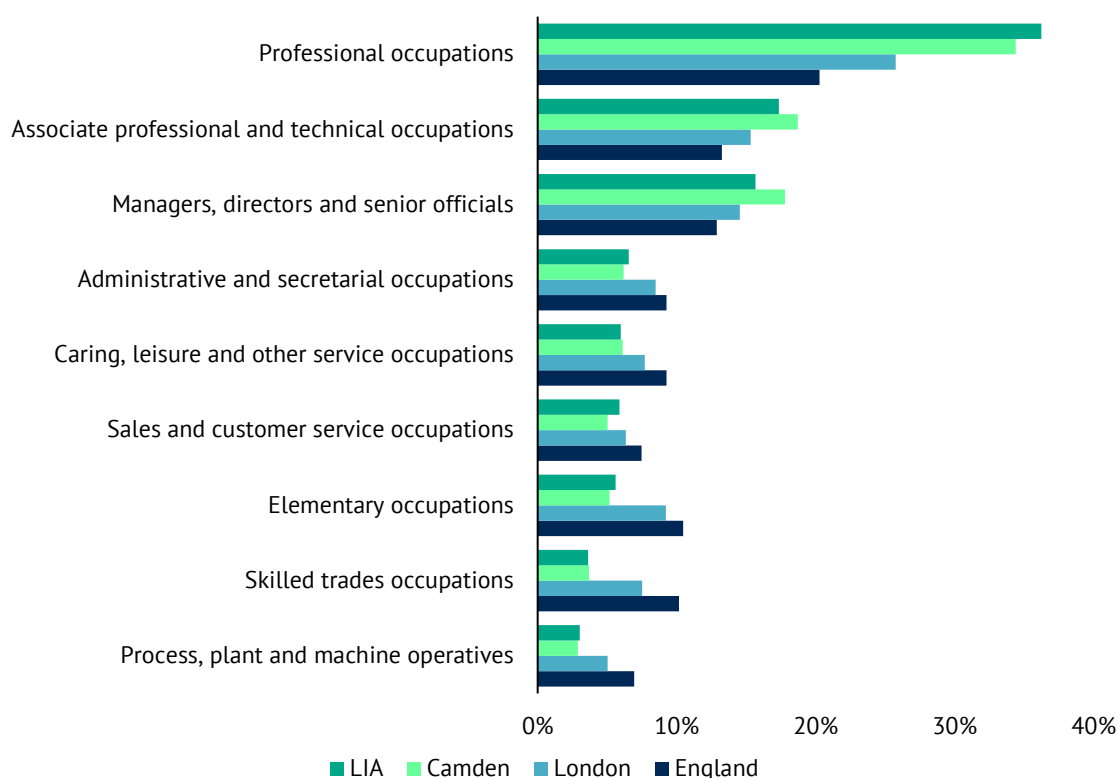
Employment and Labour Market Profile

As of 2021, across the LIA approximately 80% of the resident population were of a working age, compared to 73% across Camden, 69% across London and 63% across England.

As of 2022, there were around 229,600 jobs within the LIA, equivalent to 55% of overall employment located in LB Camden. Over the past 5 years (2017 to 2022), overall employment in the LIA has grown by 15% (+30,600) a growth rate significantly higher than the benchmarked areas of LB Camden (12%), London (8%) and England (5%).

The occupational structure across the LIA, as summarised in **Figure 2.2** below, reveals a significantly high proportion of employment within professional occupations (36%) compared to other locations, particularly London (26%) and England (20%) but also Camden (34%). Other significant occupations within the LIA include Associate professional and technical occupations (17%) and Managers, directors and senior officials (16%).

Figure 2.2 Occupations profile in the LIA, Camden, London and England, 2021



Source: ONS Census, 2021

Economic activity rates amongst the LIA's resident population (16 and above) stood at 47% in 2021, this was significantly lower than the benchmarked areas of LB Camden (59%), London (64%) and England (59%).

Furthermore, unemployment rates across the LIA (8%) were higher than all benchmarked areas. **Table 2.3** below summarises the local labour market profile.

Despite high rates of unemployment across the LIA, as of July 2021, there was a lower proportion of residents (16 to 64) claiming Jobseekers Allowance or Universal Credit (3%), compared to LB Camden (5%), London (6%) and England (4%).

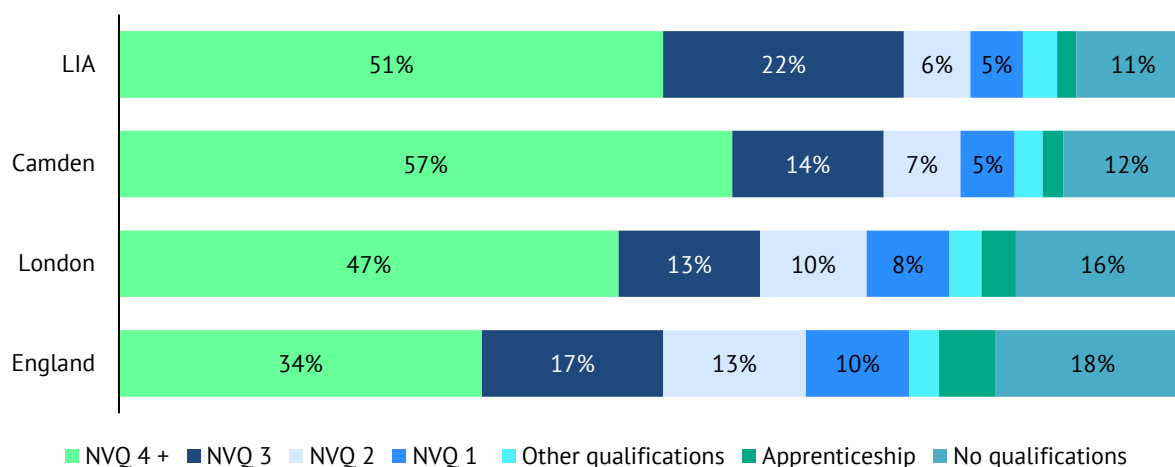
Table 2.3 Labour Market Profile (aged 16+), 2021

	LIA	LB Camden	London	England
Employment Rate	92%	93%	94%	95%
Unemployment Rate	8%	7%	6%	5%
Economic Activity Rate	48%	59%	64%	59%
Economic Inactivity Rate	47%	37%	34%	39%

Source: ONS Census, 2021

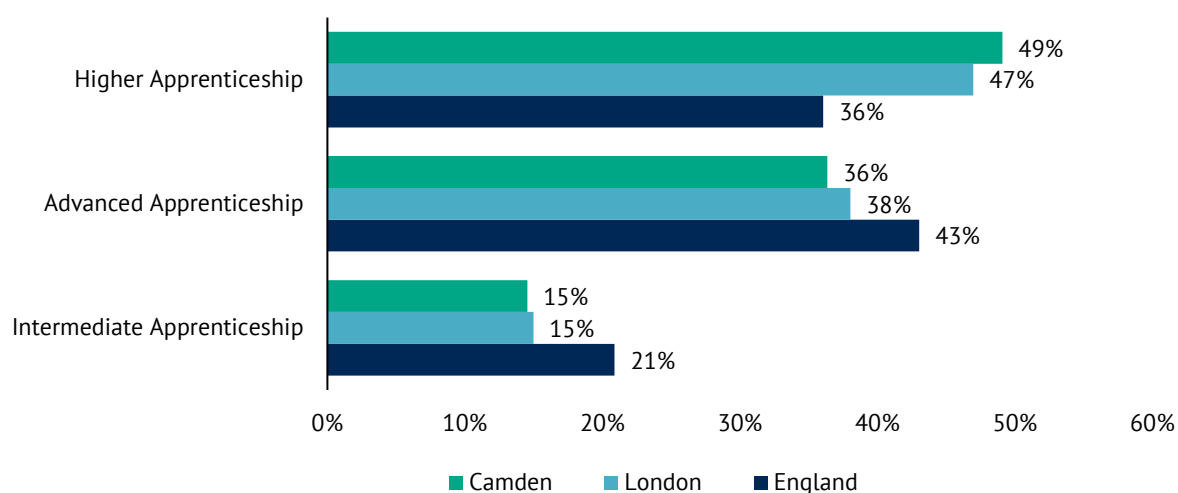
Qualification levels amongst the LIA resident population demonstrated above average levels of attainment compared to the benchmarked areas of London and England, but lower than borough wide attainment levels. As demonstrated in **Figure 2.3** below, 51% of residents in the LIA have an NVQ4+ qualification or above, compared to 57% across LB Camden, 47% across London and 34% across England. There are also relatively low levels of residents with no qualifications in the LIA (11%), compared to LB Camden (12%), London (16%) and England (18%).

Figure 2.3 Attainment levels across the LIA, Camden, London and England, 2021



Source: ONS Census, 2021

Data collected by the Department for Education revealed that in 2023/24 there were 550 apprenticeship starts in LB Camden. Of these, almost half were higher apprenticeships, a rate significantly higher than across London and England. This is illustrated in **Figure 2.4** below.

Figure 2.4 Apprenticeship Starts in Camden, London and England, 2023/24

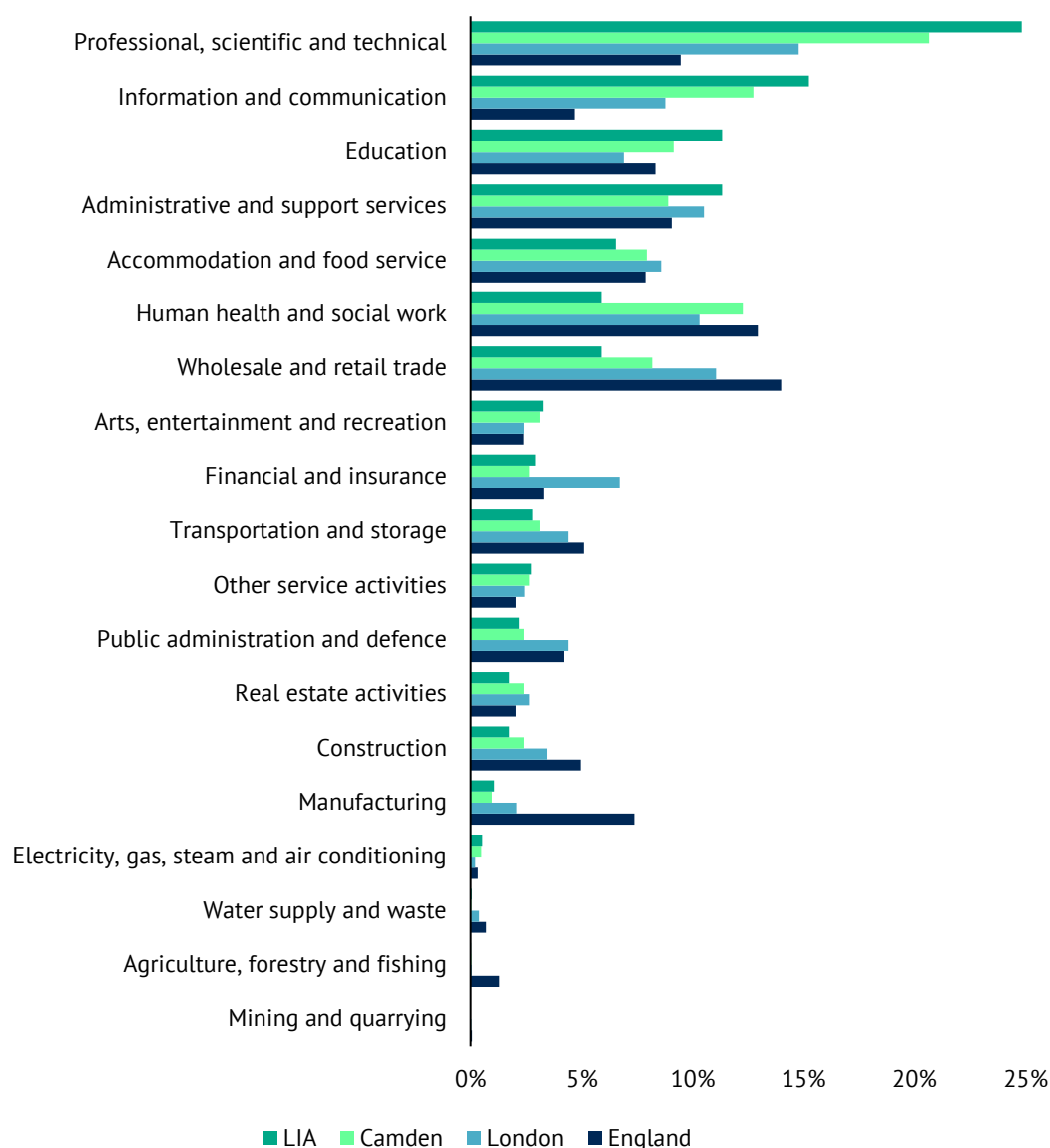
Source: Department for Education Apprenticeships and Traineeships, 2023/24

Sectoral Profile

As stated above, there are approximately 229,600 jobs located within the LIA. Employment is concentrated in the following sectors: Professional, Scientific and Technical activities (57,000), Information and Communication (35,000), Administration and Support Service activities (26,000) and Education (26,000). Employment was also concentrated within these sectors at the LB Camden level. **Figure 2.5** below summarises employment by sector in the LIA in comparison with all other benchmarked areas.

A location quotient (LQ) measures the degree to which a local area is represented compared against the nation as a whole. A LQ >1 indicates a higher level of representation compared to the national average. According to this measure the LIA is highly specialised in the Information and Communication (3.26) and Professional Scientific and Technical (2.63) sectors

Figure 2.5. Employment by Sector in the LIA, Camden, London and England, 2022



Source: ONS Business Registry and Employment Survey, 2022

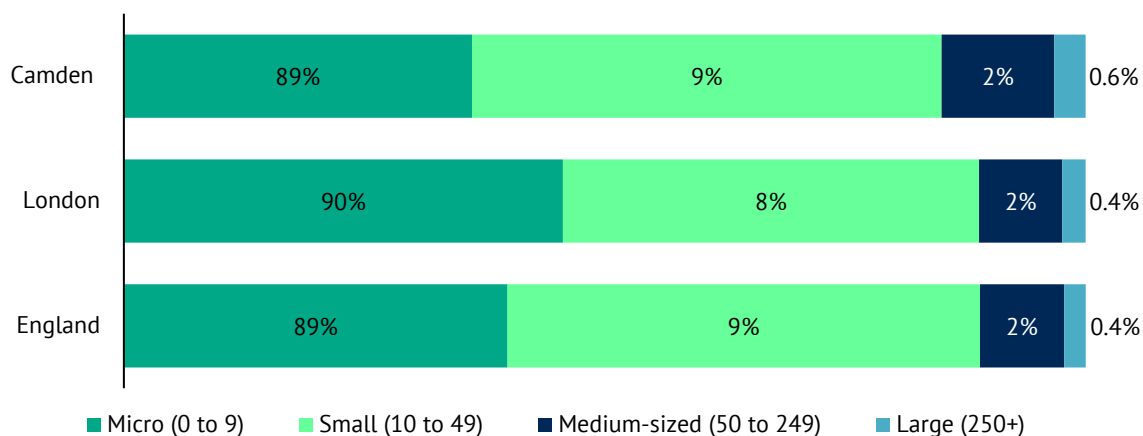
As previously established, over the past 5 years (2017 to 2022), overall employment in the LIA has grown by 15% (+30,600) a growth rate significantly higher than the benchmarked areas of LB Camden (12%), London (8%) and England (5%). Overall, 71% of employment growth in LB Camden over the last 5 years occurred within the LIA. Employment growth within the LIA was driven by the Information and Communication (+9,000) and Professional, Scientific and Technical (+5,000) sectors.

Business Base

As of 2023, there were 34,870 business located in LB Camden, representing a 13% growth rate in the business base over the last 5 years. This was significantly higher than across London (4%) and England (2%).

In terms of business size, the business profile of LB Camden is dominated by micro businesses (89%) with the overall business profile across Camden similar to that of London and England. The business profile of Camden, London and England is summarised in **Figure 2.6** below.

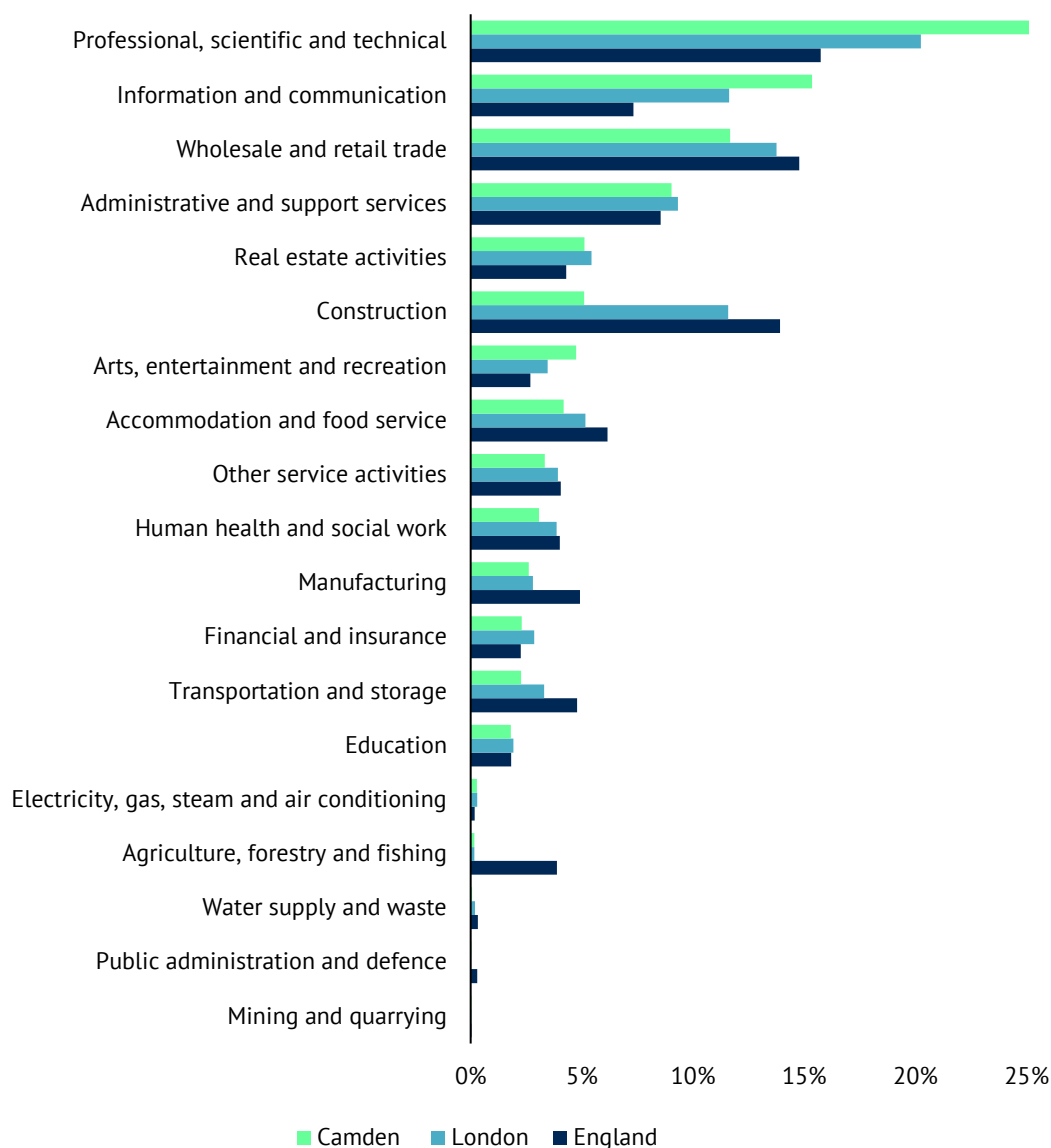
Figure 2.6. Business Size across Camden, London and England, 2023



Source: UK Business Counts, 2023

Further analysis demonstrates that LB Camden's business base is dominated by the Professional Scientific and Technical (10,000), Information and Communication (5,300) and Wholesale and Retail Trade (4,000) sectors. The concentration of businesses in the Professional, Scientific and Technical sector is similarly reflected at the London level. **Figure 2.7** below illustrates the sectoral composition of the business base across LB Camden, London and England.

Figure 2.7 Business by Sector across Camden, London and England, 2023



Source: UK Business Counts, 2023

Earnings

Looking at resident earnings for those across the LB Camden, using a gross median annual pay figure, resident earnings are higher than those across London and England (£44,973; £41,853; £35,100). Using work-place based earnings the same trend occurs although the gap between LB Camden and London earnings decreases (£45,326; £ 44,370; £35,106). **Figure 2.8** below illustrates resident and workplace earnings across all geographies.

Overall, workplace based earnings are higher than resident earnings in LB Camden, with the same trend occurring at the London level, suggesting people are commuting into the borough for the higher paid roles.

Figure 2.8. Median Gross Annual Earnings for Full-time Workers in Camden, London and England, 2023



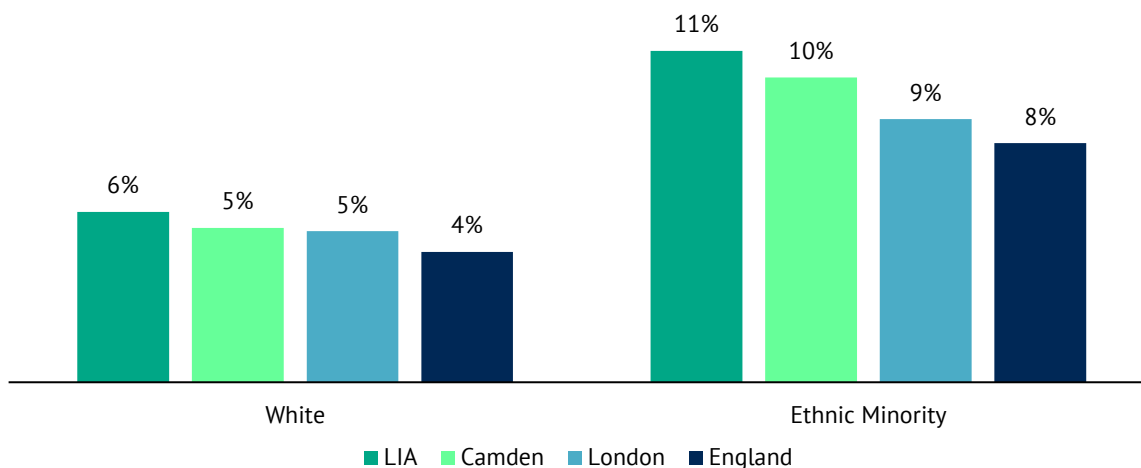
Source: Source: ONS, Annual Survey of Hours and Earnings, 2023

Inequality in Employment

Whilst employment across the LIA’s resident population is higher than all comparator regions, there are significant differences in the unemployment rate between different ethnic groups within the LIA. **Figure 2.9** demonstrates significantly higher levels of unemployment among ethnic minority groups compared to their white counterparts at all geographical levels.

Across the LIA, whilst unemployment stood at 6% for the white residents within the LIA, this figure rose significantly to 11% for all Ethnic Minority groups.

Figure 2.9 Unemployment by Ethnic Group, 2021

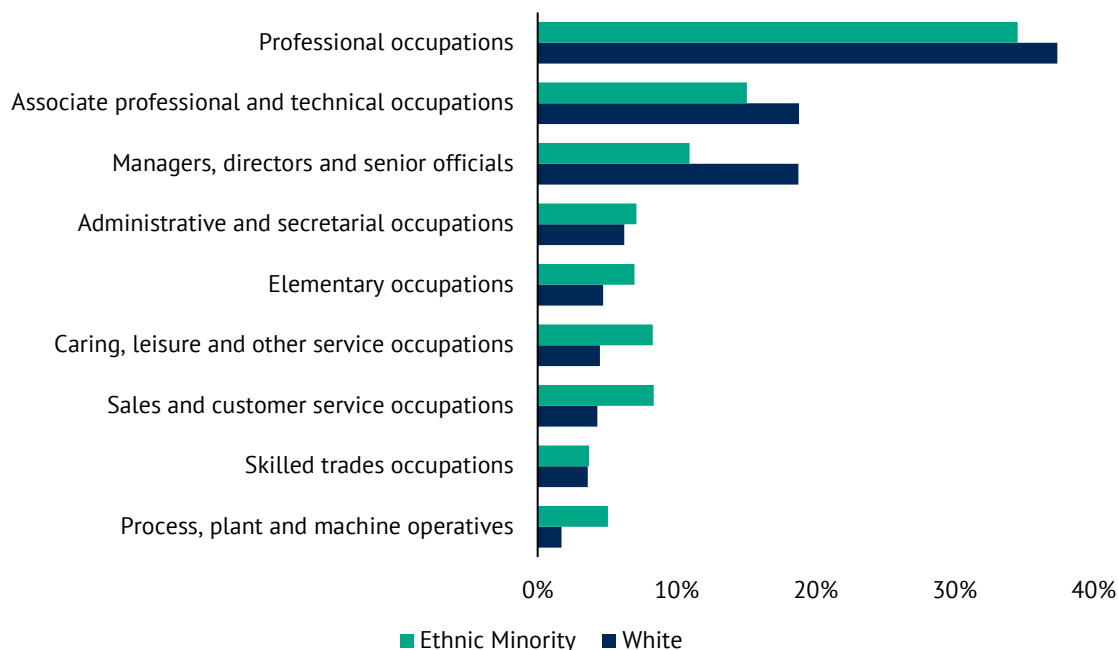


Source: ONS Census, 2021

Further analysis of the LIA’s occupational structure reveals that a significantly higher proportion of white residents were employed within standard occupational categories (SOC) 1 – 3 (Managers, directors and senior officials, Professional occupations and Associate professional and technical occupations). On the other hand, residents belonging to an ethnic minority group were more likely to be employed in SOC 4 – 9

(Administrative and secretarial occupations, Skilled trades occupations, Caring, leisure and other service occupations, Sales and customer service occupations, Process, plant and machine operatives and Elementary occupations). This is illustrated in **Figure 2.10** below.

Figure 2.10 Occupational Structure by Ethnic Minority within the LIA, 2021



Source: ONS Census, 2021

Commuting

Data from the 2021 Census reveals that the LB Camden experiences net in-commuting into the borough. Around 23,000 residents commute out of the borough and 101,000 commute in, resulting in a new inflow of 78,000 people. The most common boroughs for people to be commuting from were Barnet (7,907), Islington (6,360) and Haringey (5,837). For those commuting out they were most likely to be travelling to Westminster (6,575), Islington (2,093) and City of London (1,668). **Table 2.4** below summarises commuters in and out of the borough.

Table 2.4 Top 10 Areas Commuters Flow in From and out to for LB Camden, 2021

Place of Residence	Number of Commuters in Camden	Number of Commuters out of Camden	Place of Residence
Barnet	7,907	6,575	Westminster
Islington	6,360	2,093	Islington
Haringey	5,837	1,668	City of London
Brent	5,538	1,351	Kensington and Chelsea
Hackney	4,219	1,288	Brent
Lambeth	3,805	1,203	Barnet
Southwark	3,780	1,041	Tower Hamlets
Newham	3,567	801	Hammersmith and Fulham
Westminster	3,488	760	Southwark
Waltham Forest	3,483	716	Hackney
Total Inflows	101,000	23,000	Total Outflows

Source: ONS Census, 2021

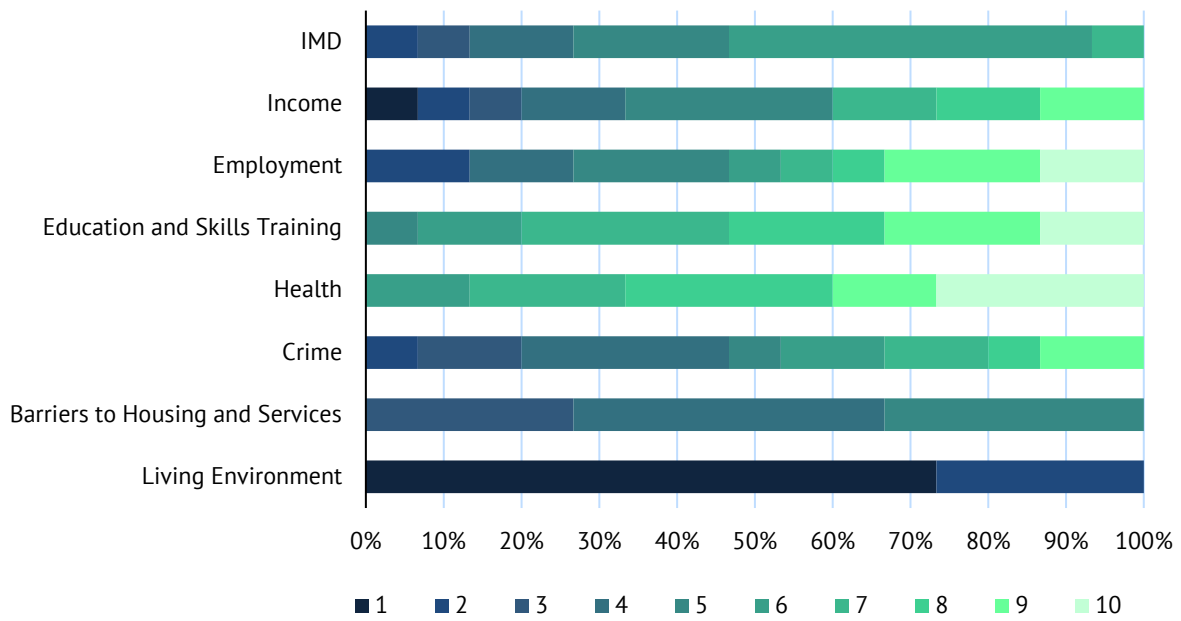
Deprivation

The Index of Multiple Deprivation 2019 measures the levels of deprivation per LSOA relative to the levels of deprivation seen nationally. Of the LSOAs located roughly within the LIA¹² only 7% fall within the 20% most deprived nationally.

In terms of different domains of deprivation, all LSOAs fall within the 20% most deprived nationally according to living environment. **Figure 2.11** below summarises the rank of the deprivation domains located within the LIA.

¹² Best Fit LSOAs (2021): Camden 028C, Camden 029F, Camden 026A, Camden 026B, Camden 029H, Camden 028A, Camden 029C, Camden 026E, Camden 027D, Camden 028D, Camden 028B, Camden 027A, Camden 027B, Camden 027C

Figure 2.11 LIA Domains of Deprivation (1 = most deprived, 10 = least deprived), 2019

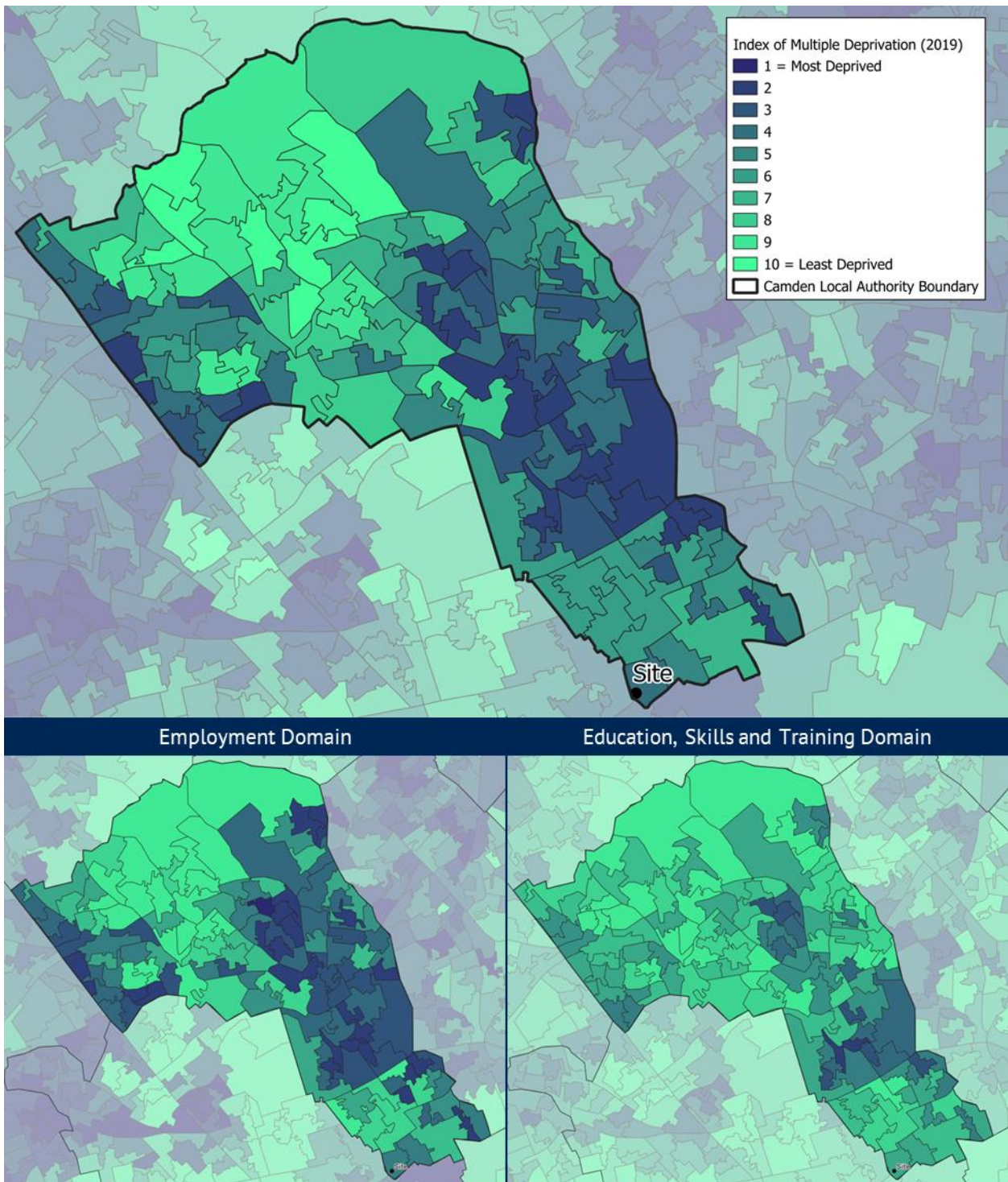


Source: Index of Multiple Deprivation, 2019

In comparison to the LIA, there are higher levels of deprivation across LB Camden, with 17% of LSOAs located within the top 20% most deprived nationally. However, these levels are still below the national average.

Figure 2.12 below illustrates deprivation levels across the borough.

Figure 2.12 Index of Multiple Deprivation, Camden, 2019



Source: Index of Multiple Deprivation, 2019

3 Contribution to Employment and Skills

This section sets out the impact of the Proposed Development in terms of employment and skills. First, the economic impact of the scheme is quantified in terms of jobs. Secondly, this section sets out how the proposed development will specifically provide employment and skills benefits.

Economic Impact Summary

The economic impacts of the proposed development have been estimated and are set out in full in the Regeneration Statement (November 2024) which accompanies this application. The key impacts of relevance to employment and skills, at both construction and operational stage, are summarised below. It is important to note that this section sets out the **gross impacts** associated with the development.

Construction

The Regeneration Statement estimates that based on a 3-year construction period, the proposed development will **support a total of 239 jobs at the construction phase**. This includes **160 construction jobs per annum**¹³ during the construction period. A further **80 indirect jobs** per annum are estimated through the various tiers of the supply chain such as specialist suppliers and manufacturing.

This estimate is an average level of construction employment over the duration of the build period – the level of workers required could be higher at peak periods of construction activity.

In addition to supporting jobs with the construction sector, the proposed development will seek to support a range of training and apprenticeship opportunities during the construction stage, including 47 apprentices.

Both the temporary construction employment and the likely training and apprenticeship opportunities will present substantial openings for local residents, including new entrants, long-term unemployed and those who face barriers to employment, to benefit from access to new or sustained jobs, training and apprenticeship schemes.

The actions that will be taken to maximise these impacts for LB Camden residents are outlined below and within the Action Plan set out in Section 4.

Operational

The development will provide 33,297 sq. m GIA of office and retail space for Class E uses. Once operational, the Proposed Development will provide a wide range of long-term benefits, with opportunities for local residents to access employment supported directly by the new space. The Regeneration Statement suggests that the proposed development will support **around 2,165 on-site FTEs** once operational plus a further **1,083 indirect jobs** in the supply chain and through employee spending making a total of 3,248 jobs. The GVA associated with these jobs is estimated at **£450m per year**.

¹³ Note – Due to the fluid nature of the construction activity, these jobs supported cannot be considered as FTEs.

Whilst a full-time-equivalent of the number of jobs has been estimated, in reality the jobs supported by the proposed development will likely consist of a range of full-time and part-time roles to suit a variety of skills and occupation levels.

According to the Applicant, it is expected that the office space will be occupied by businesses in the financial and insurance or legal sectors. Based on the table below, the majority of jobs in the office space (81%) are expected to be high skilled.¹⁴ This will provide opportunities to attract and retain higher skilled residents to the area. The low skilled jobs in the retail space (34%, using the distribution, hotels and restaurants sector as a benchmark) will provide opportunities for unemployed residents in Camden seeking work.

Table 3.1 Occupation profile in LB Camden, 2023

Occupation	Banking finance & insurance	Distribution, hotels & restaurants	All sectors
Manager and senior officials	23%	15%	15%
Professional occupations	41%	n/a	43%
Associate prof & tech occupations	16%	n/a	21%
Administrative and secretarial occupations	8%	n/a	4%
Skilled trades occupations	n/a	32%	4%
Personal service occupations	n/a	n/a	5%
Sales and customer service occupations	n/a	34%	3%
Process, plant and machine operatives	n/a	n/a	1%
Elementary occupations	8%	n/a	3%

Source: ONS Annual Population Survey – Workplace analysis 2023

Employment and Skills Contribution

This section sets out how the Proposed Development will specifically respond to the LB Camden's requirements to contribute to local employment and skills. A summary of the Council's requirements is set out below.

Whilst the strategies vary from scheme to scheme, Employment and Training strategies will typically set out the steps that will be taken to deliver on agreements, including:

- a. construction apprenticeships
- b. local employment during the construction phase
- c. construction work experience opportunities
- d. end use apprenticeships
- e. local procurement opportunities

The strategy will also clearly outline how the developer will deliver the Employment and Training strategy in cooperation with the local authority. This will include reference to specific and measurable outputs, key

¹⁴ Standard Occupational Classification (SOC) major groups 1 to 3 are classified as high skilled, major groups 4 to 6 are classified as medium skilled, and major groups 7 to 9 are classified as low skilled.

delivery partners and details on the timeframe within which each output will be delivered. The strategy will also highlight the named contact who will be responsible for managing the delivery of the strategy.

Any end-use (post construction) obligations, such as end use apprenticeships and work experience, should be discussed with

The Applicant will not occupy the site and instead the building will be leased either to a single or multiple tenants (a small number such as 2-3). For the demolition and construction phase, the Applicant intends to engage an experienced primary contractor with considerable expertise in securing local employment during the construction phase. The Applicant will be seeking a contractor with a commitment to providing apprenticeships who will work in cooperation with the Council to identify locally based candidates to support employment and skills aspirations.

The contribution which the Proposed Development will make to employment and skills is set out under the following headings and reflects the council's own guidance:

- Providing local jobs
- Raising skills and aspirations
- Engagement with local schools and colleges
- Maximising Local Procurement Opportunities
- London Living Wage
- Financial contribution

Providing Local Jobs

The Applicant is committed to ensuring that residents within LB Camden benefit from the jobs created by the Proposed Development. The key commitments to achieve this which are in line with LBC Planning Guidance¹⁵ are summarised below.

Construction Phase

At the construction phase, the Applicant will use reasonable endeavours to recruit LBC residents. It will work with the **Kings Cross Construction Skills Centre**, or another agency recommended by the Council to support the recruitment of LBC residents.

Operational phase

At the operational phase, the Applicant will Use reasonable endeavours to ensure that future tenant(s) specifically works with LB Camden and **Kings Cross Recruit** (see below) in order to advertise all appropriate job vacancies. This will maximise opportunities for Camden's residents to access jobs within the Proposed Development.

¹⁵ Camden Planning Guidance Employment Sites & Business Premises January 2021

King's Cross Recruit

King's Cross (KX) Recruit is the recruitment agency that matches employers with jobseekers at King's Cross. It offers personal, highly specialised and free-of-charge.

The KX Recruit strives to build relationships with local employers in and around the King's Cross development in order to support their recruitment needs and to help the residents of Camden and Islington to access the jobs created at the development.

It works in partnerships with a range of organisations including education, local government, charities and community organisation to help ensure local residents are supported into the jobs that have come about due to the redevelopment of Kings Cross.

Raising Skills and Aspirations

The Applicant is committed to raising the skills and aspirations of Camden residents. It will work with the council and others including the **Kings Cross Construction Skills Centre** (summarised below) to close the skills gap between the jobs on offer in the borough and the skills of the local workforce. This will help to enable companies to recruit and retain local people into work. This approach is supported through Policy E2 of the Local Plan.

Kings Cross Construction Skills Centre

The King's Cross Construction Skills Centre (KXCSC) is Camden Council's flagship skills centre. It offers training, apprenticeship and employment opportunities to people looking to start a career in construction, or those interested in furthering their career in the industry. It offers a smooth and effective transition into employment, including specialists with direct access to construction related jobs both locally and in the surrounding area.

It offers several services including:

- Advice and guidance to help choose a course
- Pre-job training including access to employability skills
- On the job training leading to nationally recognised qualifications
- Pre and post-employment support, including recruitment advice
- Ongoing support for employee and employer to ensure long-term employment

Currently, KXCSC is providing a new construction curriculum in partnership with the college of North West London. The training programme is aimed at all ages including apprenticeships for school leaver and for ages 19+ and is available to both Camden and Islington residents.

The key commitments which the Applicant will make to help to raise skills and aspirations are summarised below.

Construction

At the construction phase, the Applicant will:

- Seek to recruit **47 construction apprentices** through Camden Council or its nominated partner. This is in line with Camden Guidance which states that one construction apprentice should be recruited for every £3 million of build cost.

- Contribute a **support fee of £79,900**. This is in line with Camden Guidance which suggests that a fee of £1,700 per apprentice placement should be paid to the council. This will cover:
 - pre-employment activities;
 - the recruitment process;
 - training provider brokerage; and
 - post-employment mentoring and support.
- Work with the **Camden Apprenticeship Brokerage service** at the construction phase to support local people into apprenticeships. A summary of this service is provided below.

Camden Apprenticeship Brokerage Service

The Camden Apprenticeships team works in partnership with local employers and training providers to offer Apprenticeships for local people of all ages. It provides tailored support from the application process to completing the apprenticeship with the employer.

Camden Apprenticeships' vacancies are open to Camden residents, Camden care leavers and former Camden Secondary School students aged 16 and above.

Working with Local Schools and Colleges

The Applicant is committed to working with local schools and colleges at the **construction phase**. They will specifically work with the **Kings Cross Construction Skills Centre** to recruit local people for work experience placements during the construction phase.

Maximising Local Procurement Opportunities

The Applicant is committed to maximising local procurement opportunities at the **construction stage**. The Applicant will use reasonable endeavours to:

- **Aim for 10% of the total procurement value** of the scheme at the construction phase to be awarded to businesses based in LB Camden. Where this is not possible, contracts will be awarded to businesses located in the Central Forward area
- Deliver at least one supplier **capacity building workshop / Meet the Buyer event** to support Camden's SMEs to tender for construction contracts in relation to the development.
- Sign up to the **Camden Local Procurement Code**. The Applicant will meet with Camden Council prior to the implementation of their scheme to discuss the potential for local businesses becoming part of the supply chain.

London Living Wage (LLW)

The Applicant will make reasonable endeavors to ensure that the London Living Wage (LLW) is promoted for all construction employees working at the Proposed Development. It will also ensure that staff directly employed by the Applicant are paid the London Living Wage as a minimum.

In line with Camden's guidance, the Applicant will use reasonable endeavors to ensure that Apprenticeship's secured at the construction and the end use stage of the development are paid the London Living Wage as a minimum.

Financial Contributions

As specified within Camden's Planning Guidance, the applicant will make a **financial contribution** to assist **local residents to receive training** in the skills that would enable them to access the jobs created by the new development. This may also support local **procurement initiatives**. Using the approach set out in Camden's guidance, it is estimated that the financial contribution will equate to **£255,318** (though this is subject to the viability assessment).

4 Summary and Delivery Plan

The table below summarises the key issues for LB Camden and the LIA in relation to employment and skills. It then sets out how the Proposed Development will address these issues. Where possible, measurable outputs have been specified along with key delivery partners and potential timeframes.

Key Issues and how the Proposed Development will Address these			
Area	Key Issue	Proposals to Address these (including outputs)	Delivery Partners and Timeframes
Providing local jobs	<ul style="list-style-type: none"> In terms of the LB Camden, 101,000 people commute into the area to work each day. This is significantly higher than residents commuting out and highlights the importance of providing jobs in the borough. Workplace earnings in LB Camden are around £350 higher than resident earnings, which suggests that residents are not always accessing some of the higher paid jobs. Economic Inactivity rates are high at the LIA level compared to national averages 	<ul style="list-style-type: none"> Support 239 jobs per annum at the construction phase (160 direct and 80 indirect jobs) Work with King Cross Construction Skills Centre to recruit local people during the construction phase Encourage future tenants of the building to engage with Camden's Economic Development team to recruit local residents at the end use phase and work with King Cross Recruit to advertise all appropriate job vacancies 	<p>Construction Phase (September 2025-September 2028) – Edge, Construction contractor once confirmed, LB Camden</p> <p>Operational phase (2028 onwards) – Edge, Tenant(s) once confirmed, LB Camden</p>
Raising skills and aspirations levels	<ul style="list-style-type: none"> Above average unemployment rate of 8% across the LIA and 7% across LB Camden compared to 6% in London and 5% in England. Strong variation in terms of unemployment. The unemployment rate for ethnically white residents is 6% compared to 11% for minority ethnic residents in the LIA. Furthermore, analysis of the LIA's occupational structure reveals that a significantly higher proportion of white residents were employed within standard occupational categories (SOC) 1 – 3. There are 720 people claiming unemployment benefits in the LIA and 7,805 in Camden 	<ul style="list-style-type: none"> Seek to recruit 47 apprenticeships over the construction phase A £79,900 support fee paid to the Council to support construction apprenticeships Work with the Camden Apprenticeship Brokerage service at the construction phase to support local people into apprenticeships Encourage future tenants to meet with Camden's economic development team to discuss their potential to support the council's aspirations to raise skills levels 	<p>Construction Phase (September 2025 -September 2028) – Edge, Construction contractor once confirmed, LB Camden</p> <p>Operational phase (2028 onwards) – Edge, Tenant(s) once confirmed, LB Camden</p>

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<p>Working with local schools and colleges</p>	<ul style="list-style-type: none"> 11% of residents aged 16 and over in the LIA, and 10% of the residents aged 16 and over across LB Camden have no qualifications 	<ul style="list-style-type: none"> Work with the Kings Cross Construction Skills Centre to recruit local people for work experience placements during the construction phase. 	<p>Construction Phase (September 2025-September 2028) – Edge, Construction contractor once confirmed, LB Camden</p>
<p>Maximising Local Procurement</p>	<ul style="list-style-type: none"> There are 34,870 businesses located across LB Camden There are 34,665 SMEs located across LB Camden, equivalent to 99.4% of the business base High levels of business growth over past 5 years (12.6%) compared to London (3.9%) and England (2.2%). Strong one year survival rate of 94.2% in LB Camden, higher than London (94.1%) and England (93.5%) averages. 	<ul style="list-style-type: none"> Aim for 10% of the total procurement value of the scheme at the construction phase to be awarded to businesses based in LB Camden. Where this is not possible, contracts will be awarded to businesses located in the Central Forward area Deliver at least one supplier capacity building workshop / Meet the Buyer event to support Camden’s SMEs to tender for construction contracts in relation to the development. Sign up to the Camden Local Procurement Code. The Applicant will meet with Camden Council prior to the implementation of their scheme to discuss the potential for local businesses becoming part of the supply chain. 	<p>Construction Phase (September 2025-September 2028) – Edge, Construction contractor once confirmed, LB Camden</p> <p>Operational phase (2028 onwards) – Edge, Tenant(s) once confirmed, LB Camden</p>
<p>Living Wage</p>	<ul style="list-style-type: none"> Workplace earnings in LB Camden are around £350 higher than resident earnings, which suggests that residents are not always accessing some of the higher paid jobs. 	<ul style="list-style-type: none"> Ensure that staff directly employed by the Applicant will be paid the London Living Wage (LLW) Reasonable endeavours to ensure that the LLW is promoted for all construction employees and apprenticeships 	<p>Planning application phase to Operational phase (2025 onwards) – Edge</p> <p>Construction Phase (September 2025-September 2028) – Edge, Construction contractor once confirmed, LB Camden</p>

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<p>Financial Contribution</p>	<ul style="list-style-type: none"> A key requirement to address the issues identified above. 	<ul style="list-style-type: none"> A £255,318 financial contribution to assist local residents to receive training to compete for jobs at the Proposed Development and to support local procurement initiatives (subject to viability) 	<p>Planning application phase – Edge</p>
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