

5.5 Throughout this section the terms 'business' and 'employment' are used to refer to the following uses:

- offices, research and development and light industry (Use Class B1);
- general industrial uses (Use Class B2);
- storage and distribution (warehousing) (Use Class B8); and
- other unclassified uses of similar nature to those above, such as depots or building merchants (classed as Sui Generis).

Policy E1 Economic development

The Council will secure a successful and inclusive economy in Camden by creating the conditions for economic growth and harnessing the benefits for local residents and businesses.

We will:

- a. support businesses of all sizes, in particular start-ups, small and medium-sized enterprises;
- b. maintain a stock of premises that are suitable for a variety of business activities, for firms of differing sizes, and available on a range of terms and conditions for firms with differing resources;
- c. support local enterprise development, employment and training schemes for Camden residents;
- d. encourage the concentrations of professional and technical services, creative and cultural businesses and science growth sectors in the borough;
- e. support the development of Camden's health and education sectors and promote the development of the Knowledge Quarter around Euston and King's Cross while ensuring that any new facilities meet the other strategic objectives of this Local Plan;
- f. direct new office development to the growth areas, Central London, and the town centres in order to meet the forecast demand of 695,000sqm of office floorspace between 2014 and 2031;
- g. support Camden's industries by:
 - i. safeguarding existing employment sites and premises in the borough that meet the needs of industry and other employers;
 - ii. supporting proposals for the intensification of employment sites and premises where these provide additional employment and other benefits in line with "Policy E2 Employment premises and sites";
 - iii. safeguarding the Kentish Town Industry Area;
 - iv. promoting and protecting the jewellery industry in Hatton Garden;
- h. expect the provision of high speed digital infrastructure in all employment developments; and
- i. recognise the importance of other employment generating uses, including retail, education, health, markets, leisure and tourism.

Providing a range of employment premises

- 5.6 In order to secure a strong and successful economy, the Council will support businesses of all sizes, particularly start-ups, small and medium-sized enterprises. Camden has a large proportion of small businesses, with 83% employing less than nine people and a further 14% employing between 10 and 49 employees. However, premises suitable for small businesses as well as medium sized enterprises are currently under pressure from rising land values, limited land availability and 'permitted development' rights which allow the change of use from offices (B1(a)) to housing (C3) without the need for planning permission and therefore without assessment against our planning policies.
- 5.7 The majority of Camden's office stock is in Central London, particularly in the area between the City and the West End, which is characterised by a high number of small to medium sized, multi-let buildings, with a smaller number of large, single occupier buildings. However, most of the secondary local office provision is located in Camden Town, Kentish Town and Kilburn. These locations also provide a substantial amount of workshop space, which supports the needs of digital technology, communication, media and consultancy businesses.
- 5.8 The Council has introduced 'Article 4 Directions' to remove the right to convert offices to homes without planning permission across much of the borough and secured an exemption for Camden's part of the Central Activities Zone (CAZ). Evidence shows that the demand to convert office premises to residential has been particularly high in Kentish Town, Camden Town with Primrose Hill and Kilburn where there are significant concentrations of premises suitable for start-up, small and medium-sized enterprises. This demand is linked to rising residential values which are making these types of conversions attractive development propositions. This raises a risk that the growth sectors, in particular creative industries, as well as small and medium-sized enterprises, will find it difficult to find suitable premises in which to locate and grow in Camden. Therefore, we will continue to use the measures available to us to protect such premises in the borough and ensure that new proposals do not result in a net loss of premises suitable for such uses.
- 5.9 Small businesses often seek premises that have flexible terms like shorter leases, layouts that can adapt as the business grows or changes and networking space to interact with other small business or to meet with clients. Therefore, as well as safeguarding existing employment sites, we will seek the provision of innovative new employment floorspace in developments that will provide a range of facilities including: flexible occupancy terms; flexible layouts; studios; workshops; and networking, socialising and meeting space that will meet the needs of a range of business types and sizes.

Digital infrastructure

- 5.10 The Council recognises the importance of digital infrastructure in enterprise development and expects electronic communication networks, including telecommunications and high speed broadband, to be provided in business premises.

Supporting local employment training schemes and enterprise development

- 5.11 There is often a mismatch in the skills needed by the borough's employers and the skills of some members of the community. Improving access to training will increase employment opportunities for Camden residents by giving them the skills needed to fill jobs both locally and further afield. The Council will promote the use of services like the King's Cross Recruit, Job Centre Plus and Camden Apprenticeships job brokerage service to employers and/or developers to ensure developments employ a proportion of local people.
- 5.12 To ensure that local residents benefit from employment opportunities, we will require suitable developments to provide training and employment opportunities on-site. The King's Cross Construction Training Centre will provide a key point of contact to assist developments delivering benefits to local residents.
- 5.13 Large schemes which have significant job creation potential will be expected to produce an Employment and Training Strategy to demonstrate how employment and training requirements will be addressed and supported. This will be agreed by the Council and secured via planning obligation. More information on our approach to Employment and Training Strategies is provided in the Camden Planning Guidance on town centres, retail and employment.
- 5.14 We aim to make Camden the best place to do business in London. To help us achieve this goal, we have produced the Camden Business Charter which sets out the Council's commitment to business across the following five key priority areas:
- attracting investment into Camden;
 - improving services for you as a business customer;
 - connecting your business to the local community;
 - investing in business infrastructure; and
 - supporting SMEs and social enterprises.
- 5.15 The Charter will help us to support Camden's 26,000 existing businesses and the many firms moving into the borough through major developments such as King's Cross Central. The Charter also links to our wider aim of creating the conditions for and harnessing the benefits of economic growth as outlined in the Camden Plan.
- 5.16 The Council recognises the importance of targeted private sector partnerships and their role in supporting Camden's growth. The Council will work with local business groups, major estate owners and partnerships, including the Camden Business Board to achieve the aims of the Local Plan.

Growth sectors

- 5.17 Camden is experiencing significant change with substantial population growth and increases in demand for housing and employment. The latest estimates show that the total number of jobs in Camden could increase from 286,000 in 2011 to 375,000 by 2031. The Council's overall objective is to create the conditions for growth, to provide the needed homes, jobs and other facilities, while ensuring that this growth delivers opportunities and benefits for our residents and businesses.

- 5.18 There are a number of growth sectors that are particularly attracted to Camden. The Council will promote these sectors, recognising the contributions they make to the Camden economy and beyond. These are outlined below:

Professional and business administration

- 5.19 The industries that account for most of the jobs in this sector include legal, accountancy and management consultant industries as well as engineering, smaller financial services and the insurance sector. Administration and business support services also account for more than 40,000 jobs and include employment placement agencies as well as jobs in building services and landscape activities, real estate and office administration support.

Creative industries

- 5.20 Camden is home to a large proportion of creative and cultural businesses, particularly in the visual and performing arts, music, and video, film and photography sectors. The Creative and Cultural Industries Research Report and Action Plan 2009 found that these types of businesses create around 40,000 jobs and have an annual gross turnover of about £1 billion in Camden. The report also identifies concentrations of creative and cultural businesses across the borough, with the largest in Camden Town and smaller concentrations in and around King's Cross, Euston, Gospel Oak and Hatton Garden.

- 5.21 Camden Town has one of the largest concentrations of creative businesses in Inner London with over 500 creative workplaces and around 5,000 employees. Creative businesses are attracted to the area because of its value for money, with rents lower than in locations such as Soho and Shoreditch, and also because of Camden Town's unique character, which attracts a young and creative workforce.

- 5.22 The Council recognises the importance of creative industries, especially the contribution they make to the unique character and vitality of the borough. We have a number of initiatives to develop and support the creative economy in Camden, including funding for a range of agencies which help to promote the sector. The variety and richness of Camden's cultural and creative offer also relies on the availability of small affordable accommodation, such as studios and workshops for artists. We will continue to encourage and support the growth of this sector by promoting the provision of a range of premises via "Policy E2 Employment premises and sites", particularly for businesses that require more flexible workspaces.

Knowledge Quarter and science growth sector

- 5.23 Camden has a thriving knowledge economy with world-class institutions in science and creative industries. We will support the development of these industries and promote the development of the Knowledge Quarter around Euston and King's Cross. The Knowledge Quarter Partnership was established in December 2014 to recognise and develop this strength. The partnership is made up of 35 academic, cultural, research, scientific and media organisations all within a mile radius of King's Cross. Its overall vision is for a world-class knowledge hub for the 21st century, raising awareness and leveraged support for innovation, collaboration and knowledge exchange. Among the Knowledge

Quarter's members are Central Saint Martins College, the University of London, UCL, the Wellcome Trust, the Royal College of Physicians, the British Library, The British Museum and Google, who will be building their new UK headquarters at King's Cross.

Office floorspace

- 5.24 The high concentration of property, banking and service activities and large number of publishing and media businesses in the borough mean that a significant number of Camden's jobs are in offices. The Camden Employment Land Review 2014 forecasts that the demand for offices will increase by 695,000sqm between 2014 and 2031. To meet this demand, the Council will direct new office development primarily to the growth areas and Central London (see also "Policy G1 Delivery and location of growth").
- 5.25 The majority of demand will be met at King's Cross, through the implementation of 444,000sqm of permitted office space in King's Cross Central. There are plans for further large-scale office development in Euston, where the Council envisages in the region of 180,000 to 280,000sqm of business floorspace being provided in the second half the plan period.
- 5.26 Smaller scale office development will also occur at other sites across Central London, with some provision in Camden Town. The Council's expectations for major development sites in the borough are set out in our Site Allocations document, the Fitzrovia Area Action Plan and the Euston Area Plan.
- 5.27 The Camden Employment Land Review 2014 identifies the town centres of Swiss Cottage, Kilburn and Kentish Town as having an important role for businesses that provide local services. Although these areas are not expected to experience an increase in demand for office space, we will seek to protect existing offices in these locations subject to the criteria set out in policies E1 and E2.

Industrial and warehousing use

- 5.28 Camden has a limited industrial and warehousing stock, which includes some modern, purpose-built premises, and a large number of older purpose-built units, railway arches, mews and converted residential spaces. These are spread across the borough with concentrations in areas such as Kentish Town, West Hampstead, Kilburn, Gospel Oak and Hatton Garden. The Camden Employment Study 2014 found that the cost of industrial locations in Camden is high, indicating that supply does not meet demand. There has been pressure to redevelop the borough's stock of land used for employment purposes, particularly manufacturing and industry, for higher value uses, principally housing. Once an industrial or warehousing use is developed for an alternative use it is unlikely that it will be returned to such use.
- 5.29 Camden has strong trading links with London's Central Activities Zone (CAZ) and the borough's industrial and warehousing businesses provide it with a range of vital goods and support services. To make sure Camden's new and existing businesses support and benefit from the Central London economy, we need to ensure that sites and premises of adequate quality are provided.

- 5.30 Premises suitable for industrial, manufacturing and warehousing businesses provide jobs for people who would otherwise be at relatively high risk of being unemployed. The Camden Employment Study 2008 found that the skills required for these sectors are fundamentally different from other sectors with similar qualification level requirements, such as retail, leisure and hospitality. Therefore, it is unlikely that the retail or hospitality sectors will provide a straightforward alternative job opportunity for people losing industrial/warehousing jobs in the borough.
- 5.31 In response to the factors above, the Council will continue to protect industrial and warehousing sites and premises that are suitable and viable for continued use and to safeguard the identified Kentish Town Industry Area (as shown on the Policies Map). This is a large area with a mix of industrial uses and no housing, making it particularly suited for continued industrial employment use (see also paragraph 5.46) We will support proposals for intensification of employment sites where the proposals can provide additional employment benefits in terms of the number and types of jobs and training for local people alongside other Council priorities in line with “Policy E2 Employment premises and sites”. This approach will help to protect the supply of premises for new and expanding businesses, support the Central London economy and secure job opportunities for local people. The Council will expect training and job opportunities to be prioritised for those who would lose their jobs as a result of the proposals. “Policy E2 Employment premises and sites” below sets out the Council’s approach to applications involving employment land in the borough.

Hatton Garden

- 5.32 Hatton Garden has been an established centre for the jewellery industry since the 19th Century and today the area is home to nearly 500 businesses and over 50 shops related to the industry. In order to promote Hatton Garden as a location for jewellery related uses, the Council will seek to secure and retain premises suitable for use as jewellery workshops and related uses through planning obligations. Please see “Policy E2 Employment premises and sites” for our detailed approach.

Other employment generating uses

- 5.33 The Council recognises that jobs are provided by many types of uses within the borough, not just those based in offices or industrial premises. These include shops and markets, hotels and restaurants, leisure and tourism uses, as well as knowledge-based sectors such as health and education. For example, University College London Hospitals (UCLH) employ some 8,000 people and provide emergency and health care services locally, regionally and nationally, working and sharing staff with other Knowledge Quarter members to provide a link between research and healthcare users. Camden’s visitor economy provides around 16,500 jobs in the borough, 10% of all tourism related employment in Inner London (Study of the Visitor Economy in Camden 2009) and is worth £566 million per annum. Other policies in this plan support these uses, in particular “Policy C2 Community facilities”, “Policy E3 Tourism” and policies TC1 - TC6 on town centres and shops.