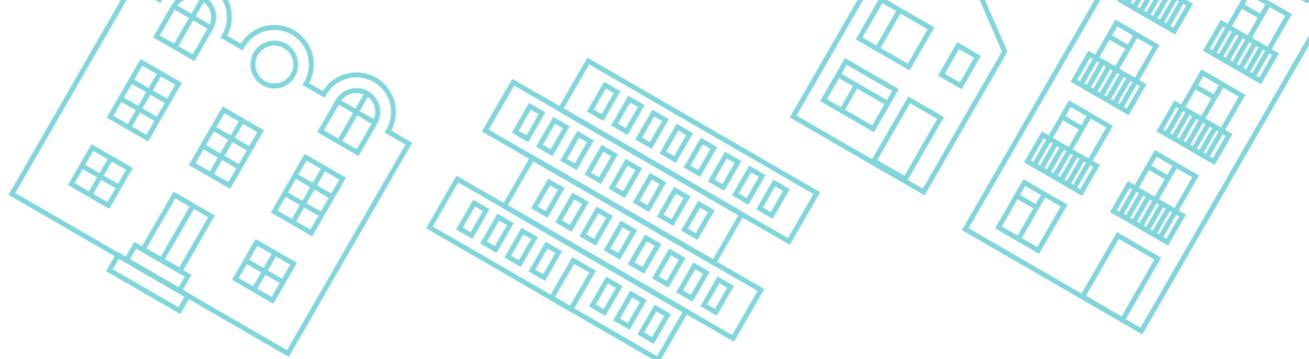


KINGSTON UPON THAMES



The Royal Borough of Kingston upon Thames is grasping the future while building on an illustrious history. It provides a combination of location, lifestyle and environment that businesses and families seek, along with the ambition and foresight to help future-proof development plans. With an enviable river frontage, desirable towns, top-rated schools, and bold ambitions for development, sustainability and smart-city interventions, it offers the triple bottom-line of economic, environmental and social advantage.

CONTACT:

Kevin Munnely

Corporate head of service for regeneration and economic development
kevin.munnely@kingston.gov.uk

WELL-CONNECTED

Ideally positioned between Gatwick and Heathrow with 10 rail stations connecting to central London - each identified as potential Crossrail 2 stations - Kingston's location couldn't be better balanced. The A3 and M3 trunk roads provide direct access to the M25, airports and beyond. We have invested £30 million in cycling routes to support a diverse transport infrastructure that benefits all road users and promotes a healthier environment.

SUPPLY OF TALENT

Kingston offers a particularly highly educated and skilled workforce - 60% of the resident base is educated to at least NVQ level 4, significantly higher than that of London and the UK. Sixty-five percent of employed residents work in managerial, director level positions and/or professional associate technical occupations.

Kingston University in the town centre hosts 16,500 students, of which 3,800 are postgraduate, with highly-ranked

specialisms in sport science, pharmacy, journalism, fashion and design all featuring in the top 10 nationally and top in London, by subject.

The university is also excelling in science, engineering and computing and architecture, combining to propel the university into the top 50 nationally. In addition, Kingston University boasts the UK's highest student business startup rate.

Altogether this means that Kingston provides ready access to the people and talent that your business needs to thrive.

QUALITY OF LIFE

The borough's towns are characterised by their active high streets of independent shops, pubs and eateries servicing desirable and attractive neighbourhoods. Kingston town centre serves the sub-region with the capital's third-largest retail scene, while 32% of the borough is green space.

Its ancient market square and 4km of riverside frontage provide attractive walking opportunities with the Kingston stretch offering a wealth of bars and restaurants, complementing the high-quality night scene of nearby Surbiton.

Kingston is known for its top schools at both primary and secondary levels, with many graded outstanding by Ofsted, scoring highly in attainment and progress.

ENTERPRISE

Typically of outer London boroughs Kingston is characterised by a high level of micro-enterprises, but its 9000-strong base also benefits from a diverse industrial structure that adds resilience to the local economy.

It also demonstrates strong and growing specialisms and anchor employers in key sectors: the borough hosts a high concentration of employees in arts/entertainment/recreation, as well as in financial and business services, public administration and wholesale and retail. Information and communication, health and social work, construction and wholesale

and retail trade are also well represented in Kingston's business base.

Professional, scientific and technical activities, and ICT have contributed disproportionately to the growth of businesses in the borough in recent years, helping to provide a comparative advantage. Hence the borough now hosts over 1000 businesses in digital and tech, employing over 3000 people, with this sector showing strong growth over the last decade, through both innovative small enterprises and big players such as BAE Systems and Ikon Science. Other large employers include Unilever, in Kingston town centre and Lidl's new emerging European headquarters in Tolworth.

KEY DEVELOPMENT OPPORTUNITIES

Kingston Town Centre

Our growth strategy frames our work to establish a long-term vision and masterplan to ensure Kingston town centre's evolution, maintaining its role as one of the capital's most important metropolitan centres. Diversification and better use of space in key sites will seek to bring forward Grade A office space, residential and other uses, setting the town's credentials

Key sites include:

- Cattle Market Car Park and Kingfisher Leisure cluster
- Ashdown Road Car Park
- Surrey House - centred on a large town centre office building
- Civic Complex, including the Guildhall and council offices
- Eden Square
- Surrey County Hall, Penrhyn Road
- Cocks Crescent Malden Centre Redevelopment

Tolworth

Well-connected and with around 25 potential sites, the area is set to emerge as a major focus for regeneration, incorporating strategically significant sites, transport, public realm, residential and green space. The draft vision for Tolworth identifies sites for development, as well as existing assets to help build a successful local economy.

Industrial estate intensification

Exploring opportunities to intensify and boost the productivity of these sites while protecting employment.