



ECONOMIC



- High employment rate – 63 per cent, and most are full time employees, working in professional occupations
- Below London average unemployment level
- A greater potential workforce, with lower levels of retired people than the London average
- Considerable growth of businesses and high employment growth, more than the growth than the London average
- A greater proportion of micro businesses and SMEs, more than the London average and the four boroughs
- High proportion of jobs in ICT and Digital industries indicates that the area is becoming an innovation and hi-tech hub.



SOCIAL



- The Mayoral Development Corporation (MDC) Area is a fast-growing area, with a current population of approximately 26,000, up 16,000 from 2012
- The population of the Legacy Corporation area is relatively young with over 60 per cent being under 34, and only four per cent over 65
- More than half of the population holds a degree level qualification, outperforming London and England
- Greater private rented housing stock, nearly double the London average
- East London has some of the most deprived local authority areas within England: Hackney, Newham and Tower Hamlets have some of the highest concentrations of deprivation.



ENVIRONMENTAL



- The overall Legacy Corporation area is 480ha
- This includes about 100ha of Local Open Space in more than 40 locations
- The area of Queen Elizabeth Olympic Park is 226ha
- The Legacy Corporation area contains 6.5km of waterways and a range of Biodiversity Action Plan habitats
- The area also contains vacant land and some areas of potentially contaminated land.

Challenges and opportunities

CHALLENGES

- Maintaining and strengthening the area's economic base
- Attracting international investment and businesses to the new office and other employment locations, and support local enterprises
- Creating an expanded but integrated Metropolitan Centre at Stratford, without severance from the existing Stratford town centre, maintaining existing and creating other new thriving centres
- Maintaining the character and strengths of existing communities and creating new neighbourhoods with distinct identities
- Providing for housing needs in number, size and tenure
- Delivery of planned infrastructure to support growth, including improving connectivity and supporting pedestrians and cyclists
- Protecting and enhancing the natural and built environment, including mitigating the effects of climate change
- Improving health outcomes and life opportunities for those who live and work within the area.



OPPORTUNITIES

- The supply of large areas of land, enabling the development of homes and communities
- The sporting legacy of the 2012 Olympic and Paralympic Games and maximising the use of the Games venues – creating a thriving sport, tourist and visitor destination
- Attracting high-profile institutions, including arts, culture and education to invest in the area's future
- Raising the profile of the area through building on its appeal as a sport, tourist and visitor destination and creating well designed new developments
- Continued improvements to transport capacity and connectivity, including the enhancement of the waterways
- Further capacity becoming available within the public transport network for example, Crossrail
- Remediation of land and utilising vacant and underused land for positive purposes
- Working with new and existing communities to create stronger neighbourhoods
- Greening and improving the environment, including biodiversity
- Continued educational expansion for all-ages
- Creating high quality buildings and places, which have inclusive design and maintain and build upon existing local character
- Being an exemplar of sustainability
- To continue to build on the existing low-carbon, drainage and other infrastructure – for example, heating and cooling networks.

Table 2: Direct jobs from proposals

DEVELOPMENT	GROSS DIRECT JOBS (TOTAL), 2036	SECTORS
Here East	7,500 including 5,300 on site	IT, technology, creative and cultural industries, info and communications, finance, real estate, professional, admin and support, education, health, arts/entertainment, wholesale and retail, transport, other services
Queen Elizabeth Olympic Park – Legacy Communities Scheme	Approximately 3,000	Business, office, wholesale and retail, transport, accommodation and food, broadcasting and communications, admin and support, arts/entertainment, other services
The International Quarter	26,200	Office, business, professional services, admin and support, wholesale and retail, arts/entertainment
Strand East (Sugar House Lane)	2,450	Business, office, retail, financial and professional services, food, leisure
Westfield Stratford City	10,000	Retail, food, hotel, leisure and entertainment, office and professional services, admin and support
Chobham Farm	403	Retail and business
Stratford Waterfront (UCL East and East Bank)	Approximately 5,000	Academic institution and commercial research space, student accommodation and retail, cultural and education institutions