



# Investment Prospectus

**London's Leading Edge:** A place where all can live well, succeed and thrive.



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# Local London at a glance

**We are a nationally significant, fast-growing and opportunity-rich sub-region of the capital.**

- We have a population of around 2.7 million residents, larger than Birmingham, Manchester and Liverpool combined, projected to exceed 3 million by 2050.
- Our economy generates over £60 billion a year, with industrial GVA growth faster than any other part of Outer London since 2010.
- We are home to more than 105,000 businesses, with the business count up 44% since 2014 - the fastest growth of any London sub-region.
- We boast more than 40% of London's total land area and around 55% of its developable land, including brownfield capacity equivalent to the City of London and potential for over 145,000 new homes on identified sites.
- Our strengths are in logistics and freight, construction, manufacturing, creative industries, arts and entertainment, and emerging tech and data-centre clusters.
- We are London's fastest-growing sub-region, with one of the youngest and most diverse populations: 45% of residents identify as being from an ethnic minority group and the area has the highest proportion of under-18s in the capital.

Local London brings together nine boroughs - Barking & Dagenham, Bexley, Bromley, Enfield, Greenwich, Havering, Newham, Redbridge and Waltham Forest, forming "London's leading edge": a place where everyone can live well, succeed and thrive.



# Why invest here?

## **A strategic growth engine**

Local London is described as “the UK’s best investment opportunity”, combining scale, land, connectivity and diversity, with a clear, mission-led strategy for inclusive growth. It is home to London Government, multiple Opportunity Areas, busy town centres and a dense network of Tube, rail and road links. Gateways to global markets include London City Airport, London Biggin Hill Airport, Thames Freeport and two deep-water ports at London Gateway and Tilbury. The sub-region sits at the crossroads of two national growth corridors, the UK Innovation Corridor to the north and the Thames Estuary Growth Area to the east. Local London links life sciences, industrial clusters and port-based logistics with London’s labour market and consumer base.

## **London’s biggest place and land opportunity**

With 40% of London’s land and 55% of its developable space, Local London has unmatched capacity for new homes, jobs and mixed-use neighbourhoods. Around 40% of London’s brownfield land lies here, with deliverable potential for more than 145,000 new homes. Emerging New Town proposals at Thamesmead Riverside and Crews Hill & Chase Park could together deliver around 36,000 homes on roughly 984 hectares, subject to government decisions and planning.

Major regeneration schemes such as Barking Riverside, The Quarry in Erith, Lorimer Village in Goodmayes, Blackhorse Lane in Waltham Forest, the Royal Docks and the Olympic Park already demonstrate a strong track record of turning post-industrial land into successful residential and business districts.

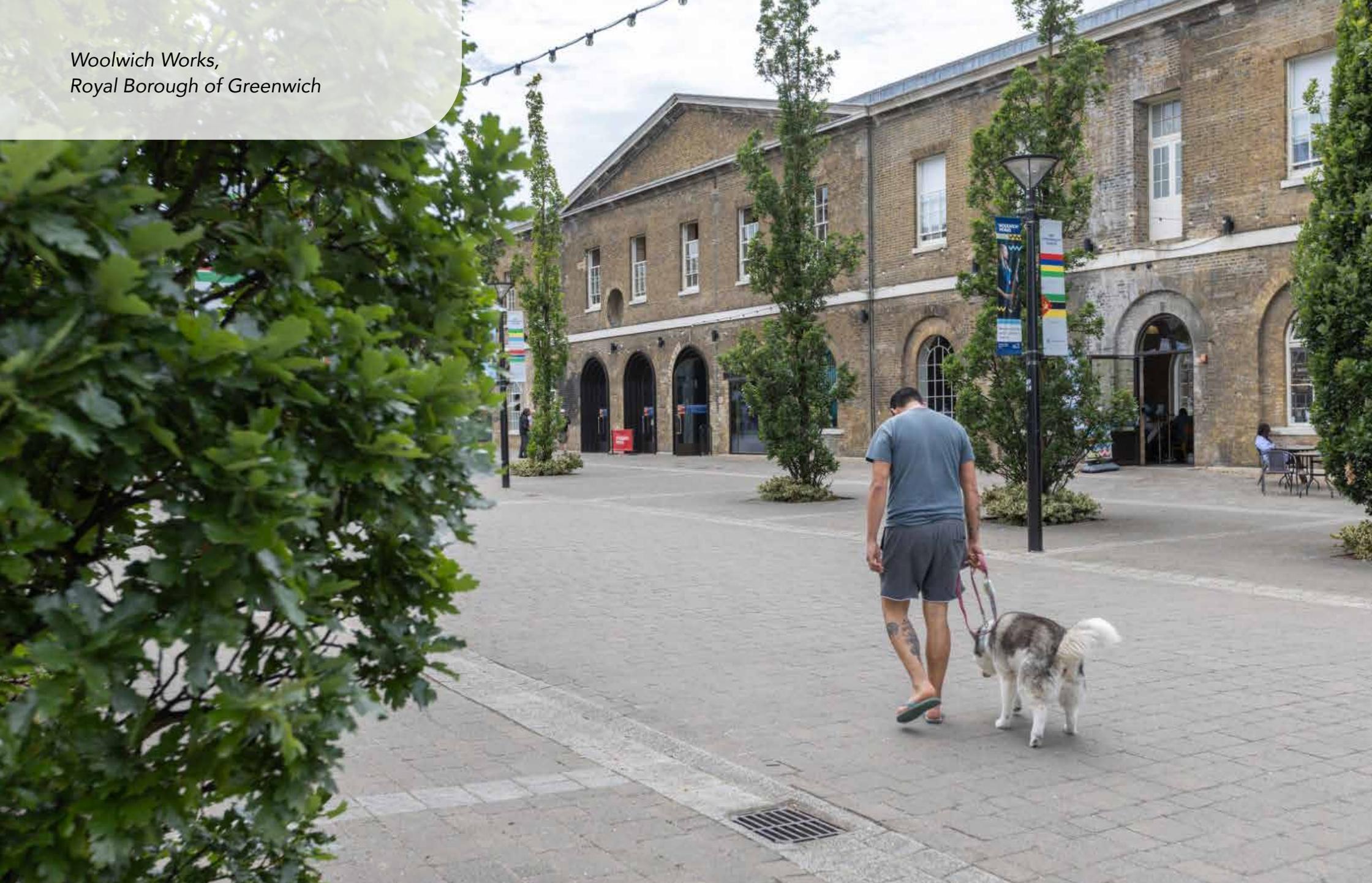
## **A diverse, growing and proud population**

Local London’s population is young, diverse and family-oriented, with neighbourhoods ranging from vibrant migrant and student communities in the north to ethnically diverse suburban professionals in the south and east. Nearly three-quarters of residents say they feel proud or very proud of their local area.

This demographic strength underpins a growing labour market. Employment has risen by 9.1% since 2010 - almost twice the UK rate and faster than the rest of London, while economic inactivity has fallen, particularly among working-age women.



Woolwich Works,  
Royal Borough of Greenwich



# Our joint vision for growth

Local London aims to become a place where everyone can live well, succeed, and thrive. This will be achieved through four core missions, co-created with boroughs, businesses, and local partners:

- 1 Attracting Investment.**
- 2 Unlocking Infrastructure.**
- 3 Supporting Enterprise and Business.**
- 4 Boosting Work and Skills.**

To attract investment we have begun serious dialogue with investors at our regular Development Forum series, this Investment Prospectus brings together some of the market-ready propositions in our sub-region and we will be increasing our engagement with investors and developers to secure investment needed in our sub-region.

To find out more about our vision, visit [local.london/vision](https://local.london/vision)



*London Borough of Bexley*



Queen Elizabeth Olympic Park,  
Stratford, London Borough of Newham



# Snapshot of investment opportunities

This prospectus provides a snapshot of investment opportunities across Local London, highlighting a selected pipeline of investable projects and strategic sites. It is not an exhaustive list: additional opportunities are available directly through the boroughs.

Delivering mission one in our Vision to attract investment, this prospectus showcases a curated mix of opportunities across our nine boroughs, including:

- **Investor ready projects** actively seeking funding or delivery partners.
- **Strategic opportunity sites** identified by boroughs for future investment and development, and early stage conversations with stakeholders to help shape the opportunity.

This prospectus will be enhanced through continued engagement with the investor and developer community to connect them to Local London opportunities and create awareness of the combined firepower of the sub-region.

Future iterations will expand the range of opportunities and deepen coverage across the broader missions, with further opportunities continuing to come forward directly from the boroughs.





# Investor ready projects



# Project: Canning Town Estate Regeneration

**The investment proposition:** This phased public-private partnership will unlock a £750m+ Gross Development Value, with early involvement in a council-backed, fully funded Phase 1, targeting completion in the early 2030s. London Borough of Newham are seeking an investment partner to unlock and deliver the Canning Town Estate Regeneration Programme, a key council commitment to improve the lives of Newham residents. The project is predominantly residential with circa 5,382 sq ft. of commercial space. The scheme will deliver new affordable housing and homes for private sale or rent, together with new roads and infrastructure including green spaces.

## Key facts:

- Phase 1 on site delivering 147 social rented homes to ensure vacant possession of future phases, supported by successful residents ballot
- Design development for outline masterplan predominantly completed supported by planners and local residents and stakeholders
- Up to 1,600 homes alongside commercial and community spaces

Status	Phase 1 onsite delivering 147 social rented homes, due to complete in December 2026 Outline planning application for phases 2-9 approx 6-9 months away from submission Flexible planning application to deliver between 1200-1600 homes, 50% social rent 50% TBC
Borough	London Borough of Newham
Estimated completion	Early 2030s (phased delivery; initial fully funded phase 2024–2025)
Location	Canning Town a major London town centre and transport hub, with links to Jubilee Line and DLR
Delivered by	London Borough of Newham
Opportunity	Align with the London Borough of Newham to deliver this exciting regeneration project that will sit within the existing commercial and transport infrastructure of Canning Town
Investment Sought	£90m
Asset Class	Living or Residential, Leisure & Culture, Low Carbon

**Key contact:** Regeneration Team, Canning Town and Custom House.  
Email: [regeneration@newham.gov.uk](mailto:regeneration@newham.gov.uk) Telephone: 020 3373 3906

*Canning Town Estate Regeneration,  
London Borough of Newham*



# Project: Dagenham Heathway

**The investment proposition:** A prime town centre regeneration opportunity directly opposite Dagenham Heathway Underground station. With full site ownership secured and a clear delivery strategy in place, the scheme offers a de-risked pathway to a £190m mixed-use development. With strong GLA and Central Government support, this is an opportunity to deliver long-term value, income potential, and transformational placemaking in a well-connected London growth location.

## Key facts:

- £13.12m Levelling Up funding to support early-stage delivery
- Supported by an up-to-date Local Plan, emerging Dagenham Heathway SPD, a planning application (submission imminent) and the borough's consistent status as top national performer for statutory planning
- Majority resident backing secured in 2022 consultation
- Delivery strategy approved by LBBDD Cabinet in February 2026
- Pre-construction completion including vacant possession targeting spring 2028/29

**Site description:** A 1.8-hectare site comprising the Heathway Shopping Centre, Millard Terrace and a multistorey car park, positioned prominently at the heart of Dagenham Heathway. Directly opposite the Underground station, the site offers exceptional connectivity and visibility, creating a strong platform for comprehensive mixed-use redevelopment. The location is suitable for a range of residential tenures and recent Build to Rent (BtR)

activity in the area, including schemes at Dagenham Green and Transport House, demonstrates clear investor appetite and growing market confidence in Dagenham as a residential destination.

Status	Planning & Pre-Construction Phase
Borough	London Borough of Barking and Dagenham
Estimated completion	Q1 2029/30 onwards
Location	Dagenham Heathway, RM10 8RE
Delivered by	Be First (Regeneration) Ltd (wholly owned regeneration agency of London Borough of Barking and Dagenham)
Opportunity	Mixed-use, including residential and commercial
Investment Sought	Minimum 50:50 public-private partnership (single investor or consortium sought)
Asset Class	Mixed-use town centre regeneration, including residential, commercial, and public realm enhancements

**Key contact:** Caroline Harper, Managing Director, Be First.  
Email: [Caroline.Harper@befirst.london](mailto:Caroline.Harper@befirst.london)

Dagenham Heathway project,  
London Borough of Barking and Dagenham



Google

# Project: Joyce and Snells Estate Regeneration

**The investment proposition:** A rare opportunity to invest in one of North London's most significant council-led estate regenerations, fully consented and supported by substantial Mayoral and Government funding. The Joyce and Snells Estate Regeneration Scheme will deliver 2,028 new homes with over 50% affordable housing, creating a new sustainable mixed-use neighbourhood in Upper Edmonton. Early phases are publicly funded and de-risked, ensuring delivery momentum and programme certainty. With strong GLA support, this is an opportunity to deliver long-term value, income potential, and transformational placemaking in a well-connected London growth location.

## Key facts:

- £1.2bn total development value
- £205m secured for first three phases
- Strong stakeholder support: 78.5% residents voted in favour
- Capacity for c.1,500 additional homes post-2032
- Up to 5,010 jobs and 605 apprenticeships generated
- Site with parks, community facilities, and public spaces

**Site description:** The 27.5-acre urban site in Upper Edmonton is fully planned for comprehensive phased redevelopment. The masterplan replaces outdated estate housing with modern, energy-efficient homes arranged around new parks, landscaped public spaces and improved street connections.

Status	Planning permission secured (May 2025). Early phases mobilising, with first construction packages commencing
Borough	10–15 year phased delivery programme, with the first three phases completed by 2032 (all existing residents rehoused within this period)
Estimated completion	Enfield Council
Location	Upper Edmonton, London, EN1
Delivered by	Enfield Council, in partnership with Hill Partnerships and future development partners
Opportunity	Investment in Open Market Sale and Build-to-Rent homes across later phases
Investment Sought	£968 million
Asset Class	Mixed-use residential, including commercial and community spaces

**Key contact:** Sarah Lovell, Regeneration Programme Director, Enfield Council.

Email: [Sarah.lovell@enfield.gov.uk](mailto:Sarah.lovell@enfield.gov.uk) Telephone: 07850 124744

Joyce and Snells Estate Regeneration site,  
London Borough of Enfield



# Project: Meridian Water

**The investment proposition:** Meridian Water is Enfield Council's flagship 85-hectare London regeneration programme (£6bn GDV) with residential and mixed-use parcels launching from 2026. It is de-risked by £400m of Council investment and major enabling infrastructure - including Meridian Water station (opened 2019) - with 1,000+ homes already under construction. Partners access development-ready land and a long-term pipeline (c. 5 years+), supporting delivery of 10,000 homes, 6,000 jobs and new community infrastructure with measurable local impact.

## Key facts:

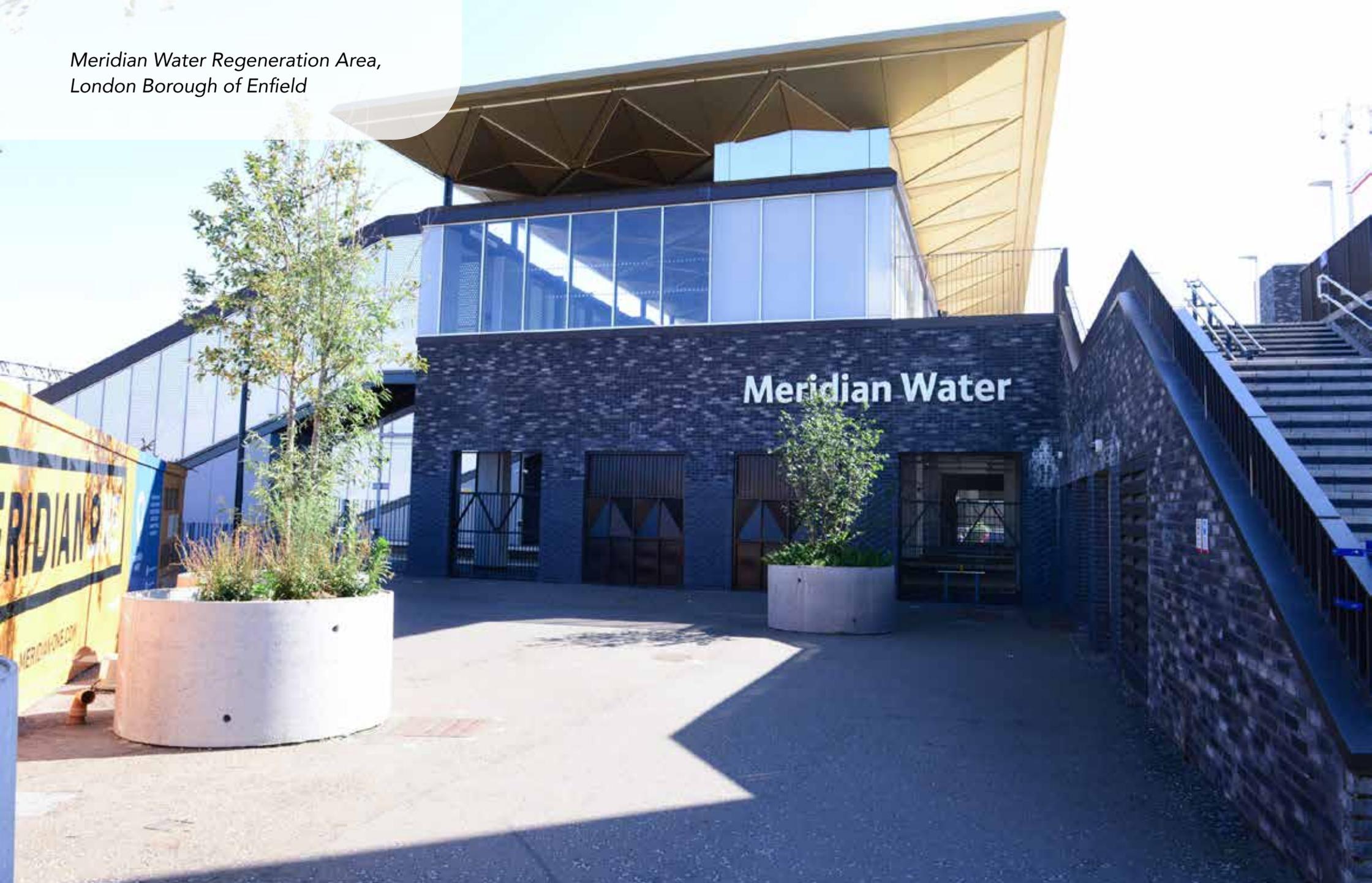
- Meridian One and Meridian Two on site; benchmarks set for later parcels
- Planning: Consents in place for key land; remainder supported via emerging Local Plan
- Uses/income: Residential-led plus commercial/industrial with early revenue potential
- Location: Upper Lee Valley corridor; strong rail/road links and employment base

**Site description:** Meridian Water is a former industrial brownfield site being transformed into a phased mixed-use district with major green infrastructure, benefiting from direct rail links via Meridian Water station (to Stratford and central London) and road access via the A406 North Circular.

Status	Multiple parcels under construction and upcoming opportunities launching in 2026
Borough	London Borough of Enfield
Estimated completion	25-year delivery programme
Location	Meridian Water, South Enfield
Delivered by	Enfield Council acts as the master developer at Meridian Water, working in partnership with Vistry Partnerships on the delivery of Meridian One and Two, and with Taylor Woodrow on the Strategic Infrastructure Works
Opportunity	Residential and mixed-use development parcels for investment and partnership
Investment Sought	£30m–£500m + per opportunity
Asset Class	Housing   Infrastructure development   Leisure or Commercial

**Key contact:** Jennifer Offord, Head of Meridian Water.  
Email: [Jennifer.offord@enfield.gov.uk](mailto:Jennifer.offord@enfield.gov.uk)

*Meridian Water Regeneration Area,  
London Borough of Enfield*



# Project: Walthamstow Central Station

**The investment proposition:** £90m private sector investment to complete the Walthamstow Central station entrance, extend the 17&Central shopping centre by 43,000 sq ft with a new Town Square, and deliver residential-led mixed-use development of up to 2,000 homes. This phased public-private partnership will unlock a £750m+ Gross Development Value, with early involvement in a council-backed, fully funded Phase 1, targeting completion in the early 2030s.

## Key facts:

- Station serves 20m+ passenger journeys per annum
- Planning consent for 538 homes and 47,300 sq ft of retail, business and community floorspace
- Phase 1 fully funded with public-sector partners
- 1,000+ mixed-tenure homes and a 950-seat theatre delivered in the borough over the last five years

**Site description:** 7-acre Local Plan-allocated site integrating transport infrastructure, residential-led mixed-use development, retail, leisure, office, and public realm, supporting low-carbon transport, accessibility, and town centre growth.

**Key contact:** Jonathan Martin, Director of Investor Partnerships, Place Directorate, London Borough of Waltham Forest.

Email: [jonathan.martin@walthamforest.gov.uk](mailto:jonathan.martin@walthamforest.gov.uk)

Telephone: 07967 589177

Status	Planning permission secured. Phase 1 station entrance works under construction, completed in autumn 2025; full station entrance delivered on a phased basis by early 2030s
Borough	London Borough of Waltham Forest
Estimated completion	Early 2030s (phased delivery; initial fully funded phase 2024–2025)
Location	Walthamstow Central, a major London town centre and transport hub, serving over 300,000 residents, with Victoria Line, London Overground, and London’s third busiest bus station
Delivered by	London Borough of Waltham Forest, in partnership with Transport for London and New River (long lease holder/operator of 17&Central shopping centre)
Opportunity	Participate in a flagship regeneration of Walthamstow Central, delivering homes, retail, and enhanced transport in a growing London hub
Investment Sought	£90m
Asset Class	Living or Residential, Leisure & Culture, Low Carbon, Office

Walthamstow Central station entrance,  
London Borough of Walthamstow



# Project: Woolwich Waterfront Redevelopment

**The investment proposition:** A rare riverside development opportunity in Woolwich town centre, offering a cleared 0.91-hectare site capable of accommodating residential units plus commercial space. Positioned near Woolwich station on the Elizabeth Line and established high-value residential developments, the site promises strong market appeal. Backed by the Royal Borough of Greenwich, the procurement process will be competitive, offering a prime chance to deliver a landmark residential-led scheme in a rapidly growing Southeast London location.

## Key facts:

- Estimated £250m-£300m GDV
- Capacity for 400+ flats, including Affordable Housing
- Directly adjacent to Woolwich Elizabeth Line station
- Cleared site ready for development (demolition completed Dec 2025)
- Procurement process approved by Council Cabinet
- Expected market launch Q2 2026
- Opportunity for a single developer acquisition

**Site description:** The 0.91-hectare site comprises the former Woolwich Waterfront Leisure Centre, now demolished, occupying a prominent riverside location along Woolwich High Street. With direct access to transport links and proximity to existing residential and commercial developments, the site offers exceptional connectivity and visibility.

Status	Pre-Market / Planning Stage
Borough	Royal Borough of Greenwich
Estimated completion	Dependent on planning and procurement (post-Q2 2026 market launch)
Location	Woolwich High Street, London SE18 6DL
Delivered by	Royal Borough of Greenwich
Opportunity	Residential-led riverside redevelopment with commercial space, including Affordable Housing
Investment Sought	Total investment opportunity to be confirmed following market engagement
Asset Class	Mixed-use (residential and commercial)

**Key contact:** Chris Read, Programme and Project Lead,  
Royal Borough of Greenwich, The Woolwich Centre.  
Email: [chris.read@royalgreenwich.gov.uk](mailto:chris.read@royalgreenwich.gov.uk)  
Telephone: 020 8921 3433

Woolwich Waterfront site,  
Woolwich Town Centre





# Strategic opportunity sites

# Bexley

With the launch of Bexley's new Growth Strategy in 2026, Bexley steps into a leading role in shaping a more stable, prosperous and sustainable future. Perfectly positioned in the Thames Estuary, with excellent road, rail and river links, the borough offers outstanding access to central London, Kent, the wider UK and international markets – opening the door to talent, trade and opportunity.



*London Borough of Bexley*

This strategic advantage is matched by an exceptional quality of life. Bexley is one of London's greenest, safest and most affordable boroughs, celebrated for its open spaces, strong communities, rich heritage, educational excellence and a diverse economy supporting more than 9,000 businesses. High levels of home ownership and resident satisfaction reinforce its reputation as a great place to live, work and invest.

For more than a decade, the Council has taken a long-term, community-led approach to growth. Principles shaped with residents and businesses are embedded in the Local Plan adopted in 2023, already delivering real results – from regeneration programmes to a strong business case for the eastward extension of the Elizabeth Line.

The new Economic Growth Strategy sets out a 15-year vision built around five ambitious themes: creating great places, raising Bexley's profile, improving health and fairness, leading green innovation, and building future skills and employment. Together, they will drive inclusive, sustainable growth that makes a genuine difference to people's lives.

**Bexley is ready now to welcome good growth.**

**Get in touch to join us and be part of what's next.**

**Contact: [talkingbusiness@bexley.gov.uk](mailto:talkingbusiness@bexley.gov.uk)**

# Bromley

London Borough of Bromley is London's largest borough, combining excellent connectivity with a high quality of life that attracts and retains skilled talent. Outstanding schools, extensive green space and a strong cultural, sport and leisure offer make it one of the capital's most desirable locations. For business, Bromley offers the space, value and momentum to grow. Investment is focused across high-performing growth zones from the global aviation hub at London Biggin Hill Airport, to the advanced industrial and life sciences corridor of the Cray Valley, and the commercial core of Bromley Town Centre, each driving the borough's next phase of growth.



*London Borough of Bromley*

## **Elmfield Road / Bromley South - Strategic**

Anchored by Bromley South Station, with 16-minute connections to central London, the Elmfield Road area combines a strong commercial base with significant untapped development potential. Despite fragmented land ownership, Bromley Council is leading a proactive, partnership-driven approach through the Elmfield Road Steering Group to align landowners around a clear long-term regeneration vision unlocking scale, intensification and high-quality town centre investment.

Momentum is already visible. The Council has begun designing a major public realm upgrade for Elmfield Road, setting the tone for future development, while working with Network Rail on a feasibility study to transform Bromley South Station identified as a priority for intervention in London and the South East. Together, these initiatives position the Opportunity Site as a catalyst for the borough's next phase of growth.

**Bromley is set to play a defining role in London's future growth story. Get in touch for wider conversations about engaging with the borough.**

**Contact: [business@bromley.gov.uk](mailto:business@bromley.gov.uk)**

# Havering

Havering has become one of the capital's major opportunities for high-impact, large scale investment. The borough sits within the Thames Estuary Growth Area and at the centre of Thames Freeport, attracting major national and international investors as well as innovative small businesses and entrepreneurs. Its offer is strengthened by proposals for what would be Europe's largest data centre and by CEME, the Centre of Electrical and Manufacturing Excellence. Two other key opportunity areas in Havering are:

## **Romford**

Romford is Havering's primary centre, with a strong mix of retail, employment, leisure, night-time economy and housing. It is also a key transport hub with direct Elizabeth Line access, giving it a strategic gateway role between London and Essex and the potential to act as a front-of-house location for the Thames Estuary Production Corridor. Romford is expected to deliver major regeneration and growth: the London Plan identifies indicative capacity for 5,000 new homes and 5,001 new jobs by 2041, while the Havering Local Plan requires at least 5,000 homes in the first 10 years and over 6,000 high-quality homes in the Romford Strategic Development Area, supported by enhanced retail and infrastructure.

## **Rainham**

Rainham and the neighbouring Beam Park community sit within the London Riverside Opportunity Area and the Thames Freeport region. The area has scope for major housing and commercial development, including the proposed new Beam Park station on the c2c line. Plans include the potential regeneration of more than 29 hectares of former



*CEME Innovation Centre, Havering*

Ford land along with a mixed-tenure neighbourhood of over 4,000 homes with schools, health facilities, green space and sustainable transport to create the new Beam Park community: Rainham is also home to the London Riverside BID, the UK's largest non-retail Business Improvement District, where there is potential for over 1 million sq ft of additional employment space and substantial job creation.

**Get in touch to discuss more extensive engagement with the borough.**

**Contact: [invest@haverling.gov.uk](mailto:invest@haverling.gov.uk)**

# Redbridge

As London expands east, Redbridge stands out as one of the capital's last major opportunities for large-scale, high-impact investment with a selection of opportunities emerging across the borough. Projected to welcome up to 60,000 new residents over the next decade, it is one of the UK's fastest-growing locations. With four Elizabeth Line stations, £61.5m in Government funding and strongly pro-investment leadership, the borough combines strategic connectivity with delivery momentum. Home to 17,000+ businesses out of which 94.7% are micro-enterprises and 2,526 start-ups launched in 2024, Redbridge



*Ilford, Redbridge's flagship area*

demonstrates strong entrepreneurial growth. A £1.7bn housing pipeline, £34m investment in full-fibre connectivity and competitive land values create scale for residential, commercial and cultural development, all with rapid access to Central London.

## **Ilford Opportunity Area & Cultural Quarter**

Ilford, Redbridge's flagship Opportunity Area and Metropolitan Town Centre, is set to deliver 6,000 new homes and 3000 new jobs by 2041. The town centre benefits from £15m in station and public realm upgrades, an established Business Improvement District, and the Ilford Arrival scheme, delivering 1,000 homes within a minute of the station as part of a 2,600-unit pipeline, reinforcing Ilford's role as the borough's primary growth engine.

One example of Redbridge's ambition is the Ilford Cultural Quarter, alongside previously delivered investments such as Ilford Station and Mill Road, underscores Ilford Town Centre's position as a rapidly evolving and strategically connected urban hub. With GLA alignment and supportive local leadership Ilford offers investors a rare opportunity to anchor long-term growth in one of London's most well-connected and scalable regeneration markets.

**Redbridge is positioned to deliver London's next phase of growth. Get in touch for wider conversations on engaging with the borough.**

**Contact: [invest@redbridge.gov.uk](mailto:invest@redbridge.gov.uk)**



# Join Local London's growth story

Representing the fastest-growing part of the UK's capital, Local London brings together nine dynamic boroughs in north east and south east London.

We would be delighted to tell you more about investment opportunities and events in our sub-region, contact [hello.locallondon@redbridge.gov.uk](mailto:hello.locallondon@redbridge.gov.uk) or visit [local.london](http://local.london)





Created with and for our nine member boroughs



Developed in partnership with White Hawk Green

