

Investment Opportunities



ROYAL *borough of*
GREENWICH



289,100
residents

Located 10 minutes from central London, it's renowned for its rich royal and naval history, including Maritime Greenwich UNESCO World Heritage Site, its green spaces and as one of London's emerging creative industry hubs. The borough is a dynamic and vibrant area undergoing rapid transformation as a result of some of the largest regeneration schemes in the capital. It has seen over £1.3bn investment made in the last 10 years, with a further £1.8bn planned over the next decade by Royal Greenwich.

Royal Greenwich offers a wealth of opportunity for new developments, with a strong and resilient business network and vibrant historic town centres.

The borough is known for its entrepreneurial talent and innovative micro and small businesses across a broad range of sectors from food to specialist engineering. Four higher education institutions provide access to skills and talent with the University of Greenwich ranked within the top 7% of higher education institutions globally.



Find out more: **opportunity.**
london/boroughs/Greenwich

Our vision for Royal Greenwich

We want to create investment opportunities for businesses and communities to grow in an inclusive and sustainable way. We're championing the shift to a green, low carbon and digital economy and using our locational strengths to attract and sustain high growth and innovative businesses that will create good, skilled jobs. Our Greenwich Plan sets out the change we want to see in our borough across 20 missions, which include:

1. RESPONDING TO THE HOUSING CRISIS

- The third highest target for new homes in the capital over the next ten years and home to five of London's 47 Opportunity Areas. The Council works with landowners, private developers and investors alongside our own aim to develop and / or acquire circa 250 additional council homes per year, over a sustained period, which will involve the reconfiguration of existing housing estates and aims to secure the maximum affordable housing through private-led developments that come forward.
- The Council's own Greenwich Builds programme will provide 1,750 new council homes, one of the biggest council house building programmes in a generation. All Greenwich Builds council homes incorporate sustainability features, which both help the environment and deliver lower running costs for tenants.

9,990
businesses

93.8% micro
businesses

2. CREATING PLACES

Charlton Riverside

Unlocking the development potential of Charlton Riverside to create a mixed-use living, working neighbourhood with new homes and additional jobs, integrating employment uses into new development.

- Occupies a critical piece of the riverside, connecting Greenwich Peninsula to Woolwich town centre
- Has the potential to become an exemplary new urban district, integrating the riverside with the existing community, connecting the transport network and creating a thriving new, mixed-use neighbourhood.

Plumstead

- A priority regeneration area in Royal Greenwich, Plumstead High Street is one of the borough's key district centres with a traditional high street environment dominated by independent, small businesses.
- Expected property/rental price rises and a demographic shift in the area as a result of new transport connections and the housing zone present both challenges and opportunities. Substantial resources are being focused from both the public and private sector to bring forward positive change in the area.
- The Council's multi-million-pound investment in the Plumstead Centre has refurbished the Grade II listed building into a state of the art community hub with library and leisure facilities. AJ100 Building of the Year 2021.
- Supported by the Mayor of London's Good Growth Fund, the Council is upgrading shopfronts and public



Two Elizabeth line stations



spaces on the High Street.

- Plumstead Power Station, a significant Grade II listed heritage building, is being transformed into a virtual production hub, with an incubator space, supporting new media and technology start-ups.
- Through Plan making, CIL and partnership working, the Council aims to secure infrastructure that enables it to reach carbon reduction targets, promote social mobility and economic opportunity and target the causes of poverty affecting some communities.
- The Council is undertaking a review of its Local Plan to ensure that new homes and jobs are delivered in the right places and investment in the borough continues.

Thamesmead & Abbey Wood

- Ensuring we maximise the benefits from the improved connectivity with the new Elizabeth line at Abbey Wood.
- Continuing to secure the DLR extension to Thamesmead will deliver additional homes and employment opportunities across the area. Improved public transport will ensure it is easier, safer and greener to move around the borough and will help us achieve our carbon neutral ambition.

Woolwich

Capitalising on the planned interventions and developments in Woolwich town centre to consolidate its position as the major town centre in south east London.

- Royal Greenwich is delivering £21m of investment to improve the town centre and provide high quality public spaces.
- A famous historic town on the Thames with a wealth of high-quality historic and listed buildings.



- Good transport infrastructure including the DLR and the Elizabeth line, with Docklands, the City and West End all within easy reach.
- An Opportunity Area identified in the London Plan 2021 with potential for 5,000 new homes and 2,500 jobs.
- Woolwich Works, a multi-million-pound restoration of several historic buildings by the Council on the Royal Arsenal into a new, landmark creative district and home of Punchdrunk. NLA Award 2022. Time Out Award 2021.



3. PARTNERSHIP WORKING / USE OF ASSETS



The Council is undertaking a review of all its non-council assets and looking to use its assets and covenants to leverage private sector investment that contributes to solving the housing crisis while enabling business growth.

Get in touch

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