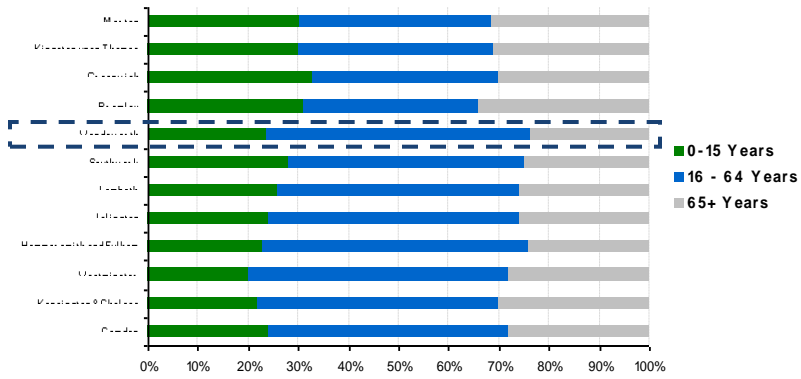


Section 3

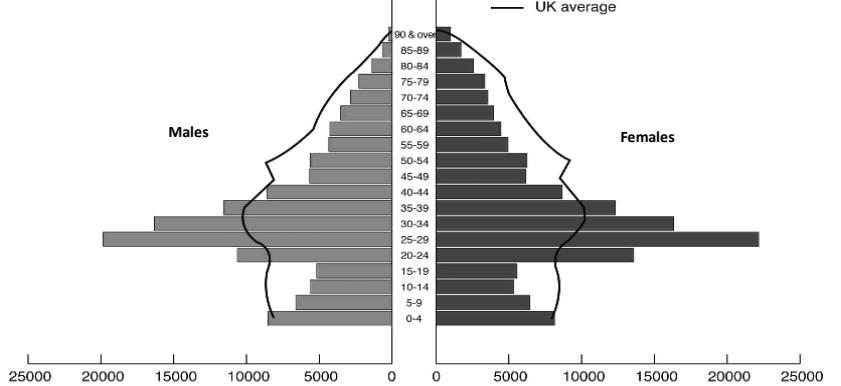
Local Economy and Demographics

Demographic Overview

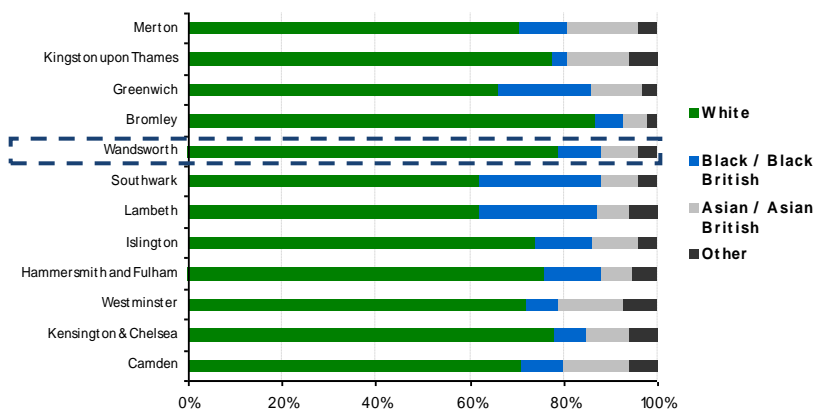
Proportion of population by broad age band



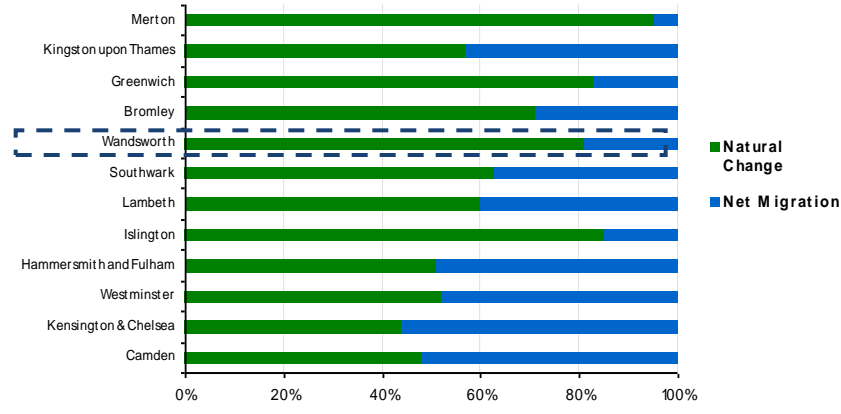
Highly beneficial age distribution



Proportion of population by ethnic group

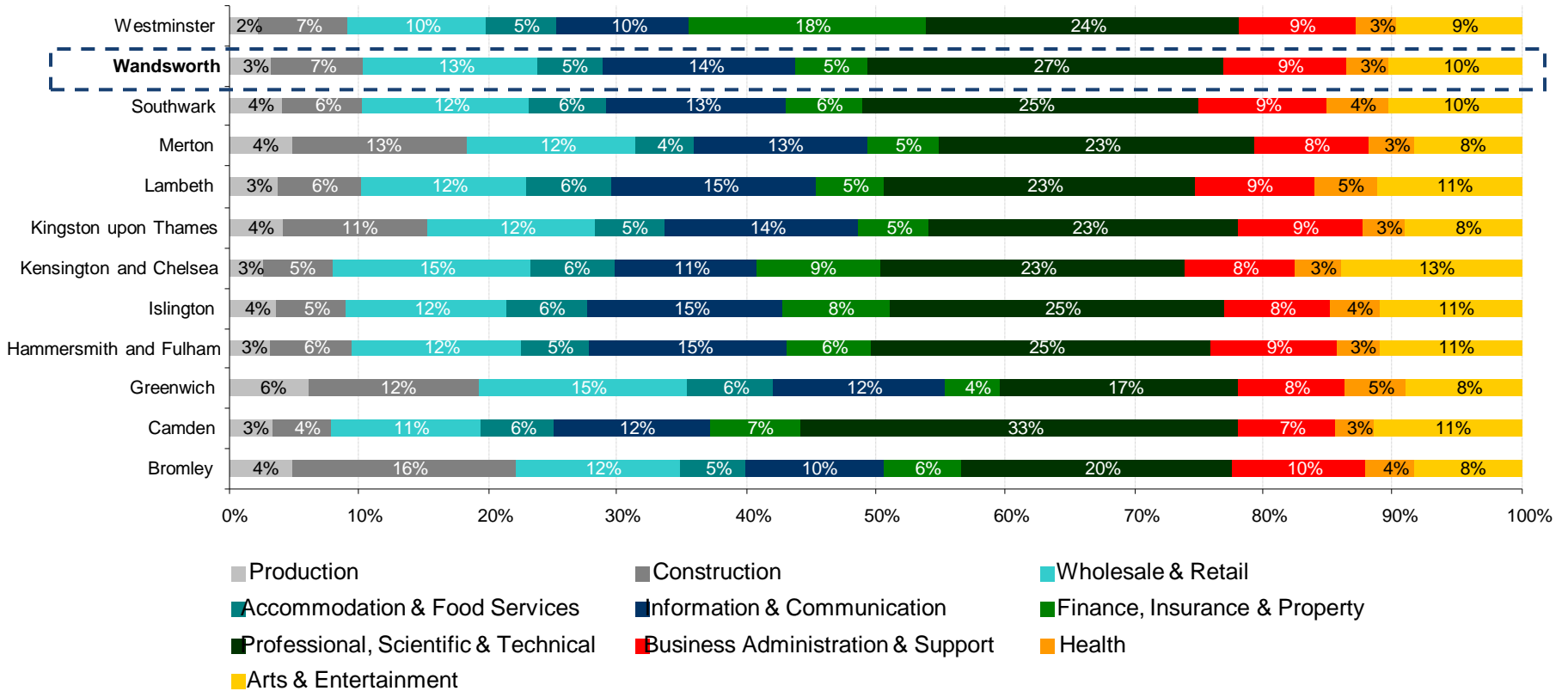


Components of population change



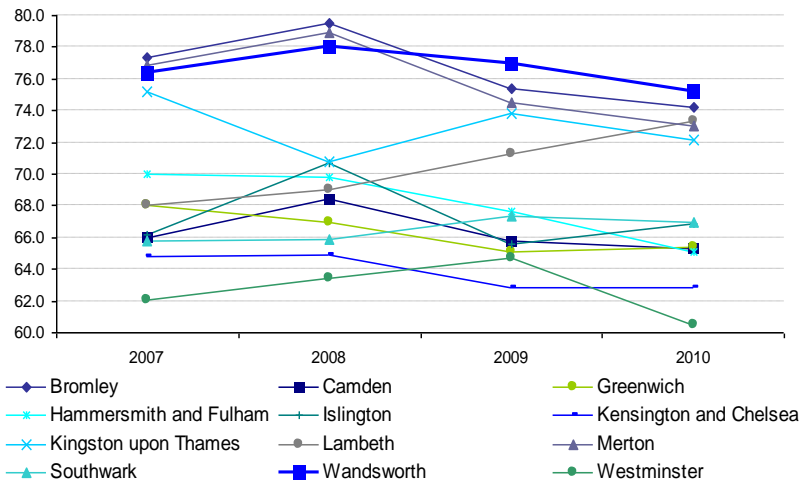
Business Environment

VAT enterprises by broad industry group (2009)

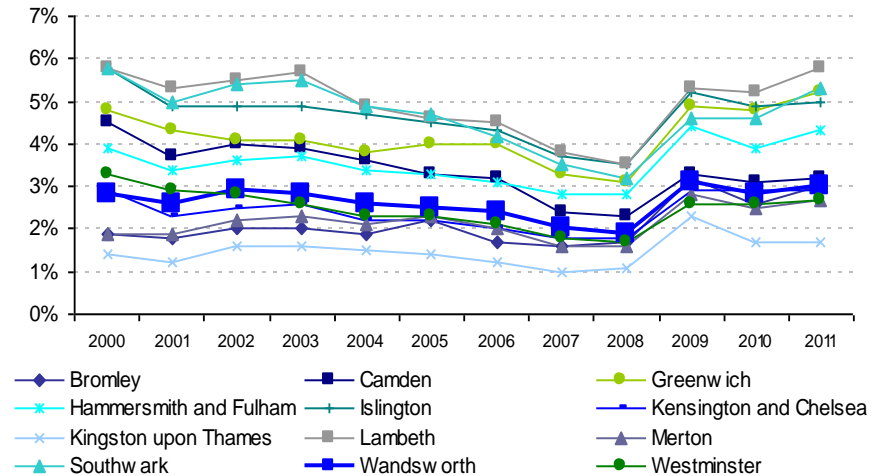


Workforce Statistics

Employment rates 2007-2010 (%)



Job Seekers Allowance



- Wandsworth has an economically active population of 152,500 (78.7% of the working age population) of whom some 144,500 are in employment
- The employment rate stands at 74.4% higher than the London average of 69.4%
- The number of jobs in the borough has increased by more than 20% since 1995
- Wandsworth used to be one of London's most deprived boroughs. However, over the last twenty years, there has been a major transformation of the economy. Now, it is a relatively prosperous borough with high ratios of business formation, relatively high employment, high qualified residents working in highly skilled and well paid professions

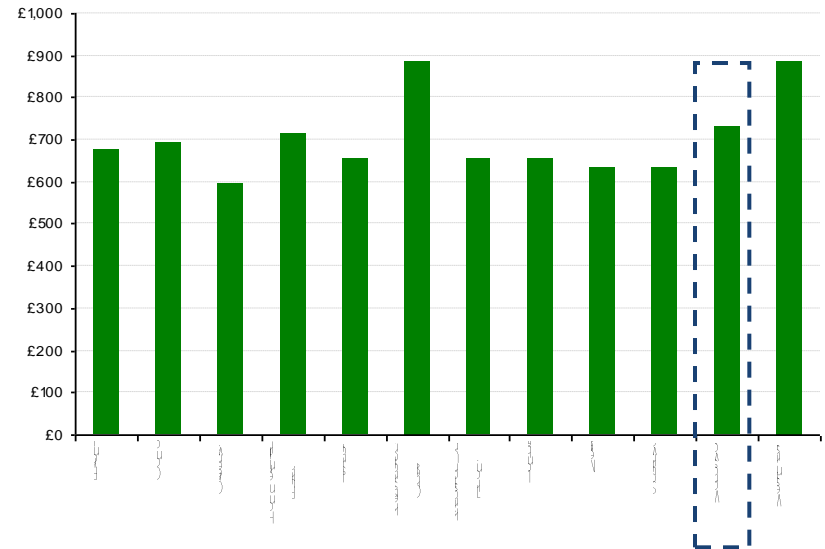
Employment

Wandsworth Jobs in the Borough 2009

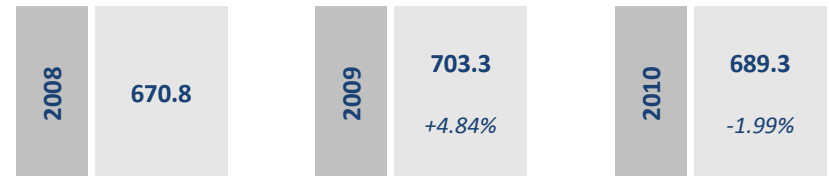
1	Public admin, education & health	33,500
2	Distribution, hotels & restaurants	26,200
3	Finance, IT & other business activities	25,900
4	Tourism-related	9,600
5	Other services	8,100
6	Transport & communication	7,000
7	Construction	3,900
8	Manufacturing	3,200

- Wandsworth maintains a high rate of self employment standing at 13.5%
- Gross value added (GVA) per head in Wandsworth is very high, with the area ranking in the top 20% of districts nationally

Resident median weekly gross pay (work place based full time worker)

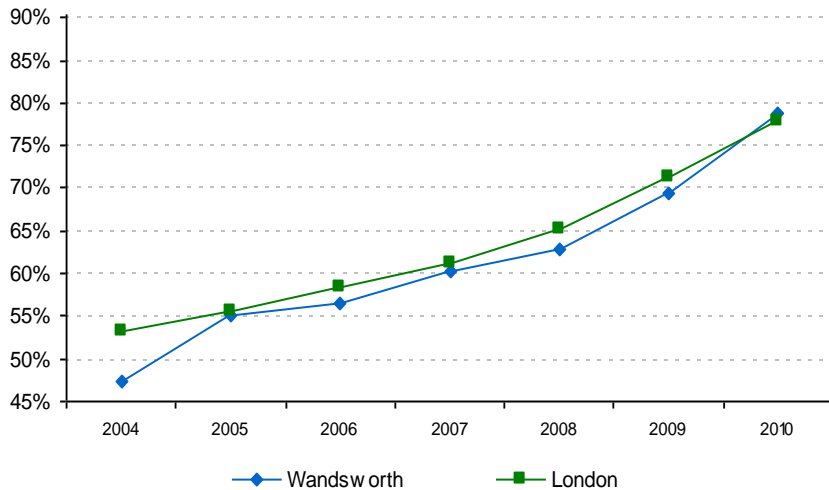


Resident median weekly gross pay (resident based full time workers)



Qualifications and Skills of Resident Workforce

GCSE and equivalent 5+ A*-C (% End of KS4)



Qualifications of the working age population (Jan-Dec 2010)

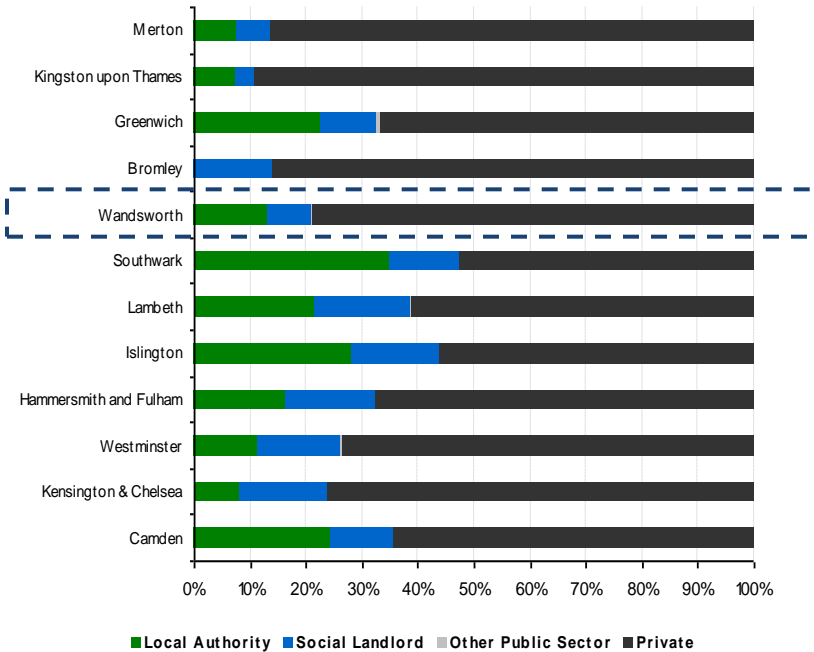
	Wandsworth (numbers)	Wandsworth (%)	London (%)	Great Britain (%)
NVQ4 and above	136,600	63.6	41.9	31.3
NVQ3 and above	150,400	70.0	55.7	51.0
NVQ2 and above	168,200	78.3	67.3	67.3
NVQ1 and above	181,100	84.3	76.3	80.2
Other qualifications	22,700	10.6	13.8	8.5
No qualifications	11,000	5.1	9.9	11.3

Numbers and % are for those of aged 16-64
 % is a proportion of resident population of area aged 16-64

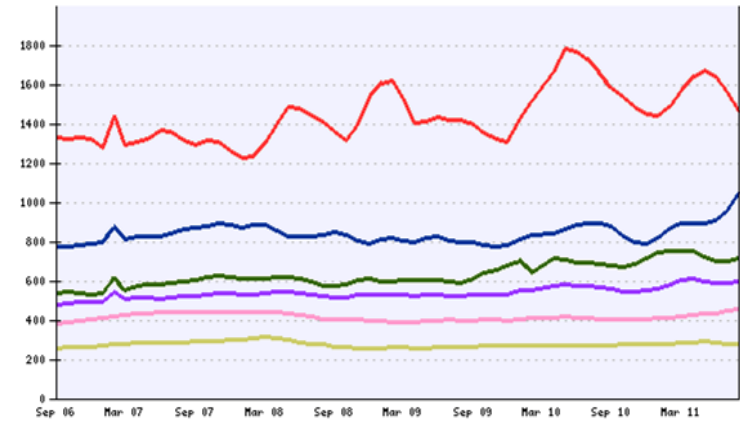
- The Council provides services to over 58,000 children and young people representing some 18% of the population
- The Council operates 3 nursery schools, 56 primary schools, 11 secondary schools, 8 special schools, 16 integrated children centres and 3 pupil referral units
- School attainment has shown significant improvement in recent years and currently reflects a stronger performance relative to the London average
- Wandsworth Children’s Services were judged to ‘perform excellently’ in the 2010 Ofsted annual rating and Education and Children’s Services has had an overall grading of ‘outstanding’ for the last 6 years in the CAA, CPA or predecessor assessment regimes - one of only 3 authorities nationally to achieve this

Housing

Housing stock (Mar-2009)



Average asking price by number of bedrooms (£'000)



	Sep 2006	Aug 2011	Change
5+ Bedrooms	£1,331,486	£1,469,224	+10%
4 Bedrooms	£779,763	£1,053,832	+35%
3 Bedrooms	£538,046	£722,449	+34%
2 Bedrooms	£381,963	£455,754	+19%
1 Bedroom	£261,023	£285,136	+9%
All	£478,582	£600,575	+25%

- 1/3rd of the borough's land use is for residential purposes with around 128,000 dwellings
- 52% of housing use is owner occupied, 25% private rented and the remainder provided by the local authority and housing associations

Development Opportunities

Wandsworth Town Centre

- Wandsworth Town is a designated regeneration zone benefiting from more than £1 billion in new investment - the vast majority from the private sector
- The regeneration process has seen the opening of a new town centre library, the transformation of the shopping centre into the thriving Southside complex plus a host of redevelopments in Hardwick's Way, Smuggler's Way, Buckhold Road, South Thames College and overlooking King George's Park
- These schemes have brought new retail, leisure, residential, employment and educational opportunities to the area and acted as magnets for new investment
- Work on a second wave of schemes is currently underway and planning approval has recently been granted or is being sought for several more

Currently on site

- Battersea Reach (residential/retail/commercial)
- Wandsworth Town Station upgrade
- Osiers Road (residential)
- Riverside Quarter (residential/retail/commercial)
- Wandsworth Business Village (mixed residential/ commercial)
- Cockpen House (mixed residential/retail/ commercial)



Cockpen House



Southside Shopping Centre Phase 2



Ram Brewery

Plans approved, about to start

- East Hill Hotel
- Southside Shopping Centre Phase 2
- Sainsbury's Garratt Lane (mixed hotel / retail)



Sainsbury's Garratt Lane

Applications expected soon

- Ram Brewery (mixed residential / retail / commercial) Southside Shopping Centre Phase 3

Development Opportunities

Vauxhall – Nine Elms – Battersea Opportunity Area



- The **biggest regeneration opportunity in central London** and the last riverside location suitable for major development
- 195 hectares – about two thirds of which is in Wandsworth – designated for major change in the London Plan
- Vision agreed which will see high density residential led mixed use development; policy envisages provision of **25,000 new jobs** and **16,000 new homes** by 2026
- Ten major schemes approved or applications underway; landowners represented on high level **Strategy Board** together with Leaders of Wandsworth and Lambeth Councils and Deputy Mayor of London



Battersea Power Station is the area's iconic building. Built in the 1930s and totally closed since 1983, the site will be completely transformed through this project to become a new London district, bringing many growth and development opportunities



Planned extension to the **Northern Line** from Kennington to Nine Elms and Battersea will significantly improve the public transport and could be operating by **2017**



The **U.S. Embassy** has agreed to relocate from Grosvenor Square in 2017. The surrounding areas will be transformed into new residential neighbourhoods linked by a new Linear Park



New Covent Garden Market to be modernised and consolidated with a new 'Garden Heart', a new centre for food and flowers in London

- Funding for the development is coming from the private sector, but will provide significant revenue generation for the Council through the collection of both additional council taxes and business rates. Funding for the related infrastructure development is largely being generated by the private sector