

Growing the London economy



Boris Johnson



My 9 point plan for a Greater London

1. Cutting waste at City Hall – freeing up £3.5 billion for services.
2. Putting £445 back in your pocket by freezing the Mayoral share of council tax.
3. Creating 200,000 new jobs over the next four years.
4. Making our streets and homes safer with 1,000 more police on the beat.
5. Restoring 300 acres of green space and planting 20,000 street trees.
6. Investing £221 million to transform local high streets, supporting small businesses.
7. Ensuring a true Olympic legacy – 11,000 new homes and 10,000 new jobs.
8. Reducing Tube delays 30% by 2015. Building Crossrail and orbital rail to link our suburbs. Extending the Bike Hire scheme.
9. Securing a better deal for London from No 10.

Growing the London Economy details points 3, 5, 6 and 9 of my 9 point plan for Greater London, explains my plan to grow London's economy to create jobs, investment and security through business, housing and environmental pledges, in addition to those listed in the 9 point plan for Greater London, and shows how they link in with the whole plan.

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Introduction

Dear Londoners,

This election comes at a critical time. We are going through tough economic times, and Londoners are understandably concerned about their jobs and the cost of living. That is why my priorities over the last four years have been cutting waste and bureaucracy at City Hall and ensuring taxpayer money is put where Londoners want to see it spent.

Despite the impact of the economic downturn, London has remained resilient. The employment rate has grown faster in London than anywhere else in the country¹. The capital continues to be the economic engine room of the nation, with Londoners generating around 22 per cent of the UK's economy (measured by gross value added)². This has been driven not only by the large multinationals located here and our financial services, but also by London's growing creative and digital industries, its small and medium enterprises, and its sole traders.

The millions of people who work in business here have all, in one way or another, contributed to London's phenomenal success and will contribute to the sustained recovery of the UK economy as a whole.

My predecessor had no economic growth plan for London. Ken Livingstone created a London Development Agency that lacked credible systems to create economic growth on a cost-effective basis and wasted millions of pounds³. Instead, he spent more time on flights to Havana and Venezuela than on securing the investment London needs, and more time sniping at and undermining the industries that provide hundreds of thousands of jobs for Londoners than supporting them.

I have changed that. Billions have been removed from unnecessary bureaucracy and reinvested in economic growth. This process has created a culture that evaluates investments to provide the best possible results, with value for money driving decisions that will benefit ordinary Londoners. I have stood up relentlessly for the interests of the London economy, combating pointless red tape and crippling taxes, whether they come from Whitehall or Brussels. I have always energetically promoted London internationally.

I have secured record investment from No 10 for the capital's transport network – far better than my predecessor ever could – with more than £20 billion⁴, delivering both the Tube upgrade and Crossrail to create the modern transport network our economy needs, and creating 32,000 jobs in the process⁵. We have also secured the Thameslink upgrade.

I have also transformed opportunities for young Londoners. I have already created more than 54,000 apprenticeships⁶ and national figures show that 84 per cent remain in continued employment⁷. I intend to do more and deliver 100,000 new apprenticeships by the end of this year. I have helped the unemployed get back into work through subsidised travel and expanded the London Living Wage⁸. I have reduced business crime⁹, and started to transform great swathes of the capital through the regeneration of the Royal Docks and the Battersea, Nine Elms, Vauxhall area, creating jobs and securing new funding to drive even more growth¹⁰.

Having provided a record number of affordable homes for low and middle income Londoners¹¹, I have also secured major new investment powers on housing. Despite a tough spending round I secured more than £3

1 GLA Economics, *London's Economy Today*, February 2012, p. 6,

2 ONS, Regional, *sub-regional and local Gross Value Added 2010*, 14 December 2011

3 GLA, *Report of the Mayor's Forensic Audit Panel*, 15 July 2008

4 HMT, *Comprehensive Spending Review*, 20 October 2010

5 GLA, *Mayor's Questions: Written Answers*, 14 March 2012

6 Mayor of London, Press Release, *Mayor urges firms to boost apprenticeship opportunities for young Londoners*, 7 February 2012

7 Learning & Skills Council, *The Benefits of Completing an Apprenticeship*, April 2009, p. 30

8 GLA, *A Fairer London: The 2011 Living Wage in London*, 2 May 2011

9 Mayor of London, Press Release, *Mayor welcomes drop in London business crime*, 29 January 2011

10 Boris Johnson, *Mayor's Questions*, 15 June 2011; GLA, Press Release, *Mayor gives go-ahead to Battersea Power Station redevelopment*, 22 December 2010

11 Mayor of London, *The revised London Housing Strategy*, December 2011

billion for housing and regeneration¹², in addition to negotiating the transfer of 530 hectares of land to City Hall¹³ at no cost.

I will continue to support London's green economy, with plans to deliver a total of 20,000 street trees, restoring 300 acres of green space, and retrofitting tens of thousands of homes to reduce household energy bills by an average of £180 a year.

I will continue to move London forward, with positive leadership and fresh ideas to bolster London's premier position as a global city. I will help grow Greater London's economy, protect existing jobs, create new ones, and boost skills and training. I will safeguard hard-won investment in our transport network, and cut Council Tax. I will establish the London Enterprise Panel across Greater London, and stimulate growth through investment in the Enterprise Zone in the Royal Docks and relief for business rates. I will invest £221 million to transform high streets and support small businesses¹⁴. I will also launch a new London Growth Fund with the £70 million I persuaded the Chancellor to allocate to London in this year's Budget, supporting businesses to expand and creating thousands of new jobs. I will directly create more than 200,000 jobs for those seeking work, and continue to improve skills by creating on average 1,000 new apprenticeships every week and ensure they benefit from the same travel discounts as full-time students.

But above all, I will lobby for a fair deal for London from the Government. It is time to review the funding arrangements for London, to ensure the capital gets back what it deserves. I will therefore set up an independent commission to examine whether it is time to introduce a Barnett style formula for London.

We have made progress despite difficult times. At the Mayoral election on 3rd May this progress is at risk. The choice at this election is between taking London backwards, and my plan to ensure we continue to grow our economy, working constructively with the private sector to create jobs, drive investment and make London the best city to live in.



Boris Johnson

12 Mayor of London, Press Release, *Mayor unveils strategy to deliver thousands of new homes and jobs for London*, 13 December 2011

13 GLA, *Proposed Changes to the GLA Establishment Arising from the Devolution Programme*, 29 February 2012

14 Mayor of London, *Mayor's Questions*, 9 February 2012

My Priorities for a Greater London

1. Securing a strong funding settlement for London

- Establish an independent London Funding Commission to examine the case for a Barnett style formula for London.
- Lobby the Government to ensure London gets back in funding what it contributes to the national purse.

2. Growing London's economy to create jobs

- Create 200,000 direct jobs through City Hall programmes, including:
 - 32,000 jobs through the Tube upgrade and Crossrail;
 - 10,000 jobs through a genuine Olympic and Paralympic legacy;
 - and 104,000 jobs through my housing programmes.
- Lead a part-time jobs campaign to help parents return to work.
- Action on apprenticeships. Continue working with my Ambassador for Apprentices to:
 - Extend to apprentices over the age of 18 the same Transport for London travel discounts as students in full time education, with 30 per cent discount on season tickets.
 - Drive the creation of an average of 1,000 new apprenticeships every week.
 - Create 4,000 apprenticeships for small and medium-sized London businesses with £6 million secured from the Government.
- Work constructively with the private sector to increase to 250 the number of companies offering the London Living Wage.

Training London's workforce

- Secure private sponsorship to host an annual Mayoral jobs fair and explore launching a targeted London careers advice service.
- Offer 100 paid internships in the Greater London Authority (GLA) Group.
- Audit the GLA Group estate for 10 surplus buildings which could be used for Free Schools, helping around 5,000 school children; and amend the London Plan to encourage the establishment of more Free Schools.

3. Growing London's economy to drive investment

Supporting small businesses

- Guarantee the £221 million regeneration fund to support small businesses, town centres and high streets.
- Launch a new £35 million revolving fund, through the London Growth Fund, to provide low-cost loans to small and medium-sized businesses, using money I have secured from the Government.
- Increase the number of Business Improvement Districts to 50 across London, focusing on town centres such as Bromley, Enfield, Richmond and Romford.
- Increase by a third the time motorists can park in "Stop and Shop" bays on TfL roads to support local businesses.
- Call on each borough to review parking in non-residential, strategic shopping areas to reduce any negative impact on businesses.
- Drive a renewed focus on business crime by requiring an Assistant Commissioner at the Metropolitan Police Service to have responsibility for tackling it.
- Strengthen the CompeteFor service so it continues to deliver easy access to contract opportunities across the GLA Group for small and medium sized businesses.
- Never introduce a London-wide Congestion Charge or a £25 tax on family cars.

Championing Greater London

- Stand up for London's businesses against EU interference, leading the campaign to resist new taxes and red-tape from Brussels.
- Safeguard London's position as the leading global hub for the financial services industry, and actively support the 640,000 Londoners who work in jobs related to financial services.
- Drive international investment and jobs by hosting London House – an international investment showcase to attract business – at City Hall this summer during the 2012 Games; and championing the capital as a tourist destination.
- Lobby the Government to devolve the Tech City Investment Organisation to London as part of continued support for the expansion of the capital's hi-tech economy.

Active regeneration

- Transform East London through development, investment, and better transport links, including overseeing the Mayoral Development Corporation to secure the Olympic Legacy, create 10,000 new jobs, and deliver 11,000 homes on the Olympic Park, including a community-led development at Cobham Manor.
- Explore creating a new science institute in the Olympic Park, including lobbying to bring the proposed Cell Therapy Technology and Innovation Centre to the Park.
- Deliver the Royal Docks Enterprise Zone, creating thousands of jobs, including more than 9,000 jobs through the development of Silvertown Quays.
- Invest £41 million through the new London Enterprise Panel into major regeneration projects.

Supporting the green economy

- Expand RE:NEW to retrofit a further 20,000 homes, saving the average household £180 a year on their energy bills.
- Use the £12 million London Green Fund to leverage investment for carbon-reducing measures in residential development.
- Promote the Low Carbon Prize to foster and champion new green technology.
- Roll out electric cars across London, with 1,300 new charging points by 2013, and increase the GLA fleet of electric vehicles to 1,000.

4. Making London the best city to live in

Improving our green spaces

- Guarantee funding to increase the number of street trees planted to 20,000, and use City Hall's planning powers to require developers to plant more trees.
- Invest £6 million to improve 300 acres of green space and work with boroughs to create 100 Pocket Parks across Greater London.
- Give local people a direct say on Community Payback to ensure offenders serving community sentences carry out tasks set by Safer Neighbourhood Boards, such as removing graffiti and clearing litter.
- Maintain the strong protection of green space and presumption against development of back gardens in the London Plan.

Promoting home ownership

- Boost the First Steps programme of low-cost home ownership to help around 25,000 Londoners through a greater role for First Steps agents, enabling households to switch low-cost home ownership products as their circumstances change, and encouraging providers to develop products which let households convert rent into equity.
- Promote to Londoners the Government's mortgage guarantee scheme which will reduce deposits for 100,000 buyers.

Improving the private rented sector

- Launch the London Rental Standard to create a single accreditation badge for the capital and accredit 100,000 landlords by 2016.
- Campaign against rent controls, which will deter investment in housing and drive down the quality of housing stock.
- Encourage institutional investment, including reviewing land.

Housing London's workers

- Create 100,000 jobs through my housing programmes to deliver around 55,000 affordable homes by 2015 for low and middle income workers.
- Deliver new homes to new higher space and design standards, including a significant proportion of family-sized housing.
- Invest £821 million into improving 45,000 existing council-owned homes.
- Ensure empty homes represent no more than 1 per cent of total housing stock, and invest a further £15 million to bring empty homes back into use.
- Extend the No Second Night Out initiative to tackle rough sleeping across Greater London.
- Publish a list of all assets held by the GLA Group for the public, investors and developers to see.
- Establish a single property unit for all land holdings at the GLA Group and a single, cost-effective procurement process for all land holdings to speed up the release of land and reduce bureaucracy with returns being reinvested to the benefit of Londoners.

1. Securing a strong funding settlement for London

I will:

- Establish an independent London Funding Commission to examine the case for a Barnett style formula for London.
- Lobby the Government to ensure London gets back in funding what it contributes to the national purse.

London is the engine room of Britain's economy and I want to ensure that London's place at the heart of a growing economy is secure.

As Mayor, over the past four years I have worked hard to ensure that every penny under my control is spent wisely. We inherited a profligate and wasteful situation. Funds were wasted, spent on pet projects and dispensed to cronies; and important areas like transport investment and police did not get the attention they deserved.

As Mayor I have worked hard to ensure London lives within its means and acts responsibly.

I have shown that, unlike my predecessor, I have been able to work with the Government to get a better deal for London. Where even his own party did not trust him with money, I was able to secure new Tube funding arrangements with the abolition of the PPP for London Underground. Despite the toughest financial situation for generations and a real threat to its funding, I secured in full funding for both the Tube upgrade and Crossrail to connect London from east to west, creating thousands of jobs.

These negotiations showed me that we need to look at how Greater London is funded. Although the deals I got were something my predecessor was never able to, they still required me, on behalf of Londoners, to go to the Government to make the case. But the Government has the final say. We have to ensure London is not seen as a cash cow.

It is estimated that London can contribute between £14 billion and £19 billion to the rest of the country through a tax export¹⁵. Research by the Centre for Economics and Business Research has also shown that £1 in every 5 earned in London subsidises the rest of the UK, a net subsidy of around 20 per cent¹⁶. London has continued to make a net contribution to the UK even during the economic downturn.

It is time to review the funding arrangements for London to ensure that London gets a fair share, recognising its significant contribution to the UK's economy and tax base.

So I will establish an independent London Funding Commission to examine the existing, and propose revised funding arrangements for the capital. I want to make sure that London's funding sources are put on a secure long term footing, giving the Mayor and the people of London increased certainty. It will examine whether it is time we should keep more of the taxes Londoners pay in London. This will effectively propose a Barnett style formula for London.

The London Funding Commission will also monitor revenues raised from the people and businesses of Greater London and review their distribution, use and the comparative financial outcomes for Londoners compared to others in the UK, and providing the data needed to ensure that Greater London gets a fair deal.

I will use this to lobby the Government to ensure London gets back in funding what it contributes to the national purse; and that funding is allocated without ring-fencing so that the Mayor can determine how money is spent to match Londoners' priorities.

Other areas have benefited from London's productivity. It is time there was a Barnett style formula for London.

¹⁵ LSE, *London's Place in the UK Economy, 2009-10*, October 2009

¹⁶ CEBR, *Forecasting Eye, One pound in five earned in London subsidises the rest of the UK – Northern Ireland, Wales and North East receive more than a fifth of their income as subsidies from outside the region*, 13 February 2012

2. Growing London's economy to create jobs

I will:

- Create 200,000 direct jobs through City Hall programmes, including:
 - 32,000 jobs through the Tube upgrade and Crossrail;
 - 10,000 jobs through a genuine Olympic and Paralympic legacy;
 - and 104,000 jobs through my housing programmes.
- Lead a part-time jobs campaign to help parents return to work.
- Action on apprenticeships. Continue working with my Ambassador for Apprentices to:
 - Extend to apprentices over the age of 18 the same Transport for London travel discounts as students in full time education, with 30 per cent discount on season tickets.
 - Drive the creation of an average of 1,000 new apprenticeships every week.
 - Create 4,000 apprenticeships for small and medium-sized London businesses with £6 million secured from the Government.
- Work constructively with the private sector to increase to 250 the number of companies offering the London Living Wage.

Create 200,000 jobs through City Hall programmes

My predecessor did not have a credible jobs plan for London. Projects were often hugely wasteful, with Ken Livingstone's discredited London Development Agency (LDA) focused more on funding special interest groups than supporting economic growth and jobs creation. In 2008 a review of the LDA was conducted by the Forensic Audit Panel which reported that Ken Livingstone's LDA "misspent" money "on a massive scale"¹⁷.

Through sound budget management, I have improved efficiency and saved money so that we can focus on Londoners' priorities and create more jobs. Employment initiatives including my Economic Recovery Action Plan have helped create and sustain thousands of jobs and businesses, with over 35,000 Londoners supported into training and jobs and 7,250 businesses given intensive support during 2010/11 alone¹⁸.

Despite extremely tough economic conditions, employment growth in London remains resilient, growing by an annualised 3.9 per cent in the last available quarter in the capital compared to zero growth in the rest of the UK¹⁹. Private-sector employment is growing but it needs to grow faster still²⁰, and I am committed to helping it do so.

Especially now, it is crucial Londoners have positive, constructive leadership to create more jobs and safeguard existing ones. That is why I have focused all of our investment programmes on not just improving London's transport network and regenerating more deprived parts of the capital, but ensuring the investment protects existing jobs and creates employment opportunities.

I will create 200,000 jobs directly through City Hall activities. I will also create even more through indirect activities, such as the planned Northern Line extension into Battersea, which will create 25,000 jobs. These can only be delivered through an innovative investment vehicle I have agreed with No 10²¹. The jobs I will create directly include:

- **Crossrail: 14,000 jobs.** Crossrail had been talked about for years when I came into office. After I was elected, public finances were under pressure. There was a very real danger that Crossrail would be sacrificed. I set about making the case for London to the Government and, in 2010, the Prime Minister and the Chancellor agreed to commit the funding. We will now invest £15.9 billion into Crossrail, creating 14,000 new jobs²² in London between 2013 and 2015.

17 London Evening Standard, *Scandal of LDA's missing millions*, 16 July 2008

18 LDA, *Annual Report & Statement of Accounts 2010/11*, 23 November 2011

19 GLA Economics, *London's Economy Today*, February 2012, p. 6

20 ONS, *Regional analysis of public sector employment 2011*

21 HM Treasury, *Autumn Statement*, 29 November 2011, paragraph A.17, p54

22 HM Treasury, *Spending Review*, 22 October 2010, p23

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- **Tube Upgrades: 18,300 jobs.** The overhaul of our Tube network is now well underway. Crucial to this was my action to cancel Labour's failed Public-Private Partnership (PPP), which wasted millions and delayed vital work – something Ken Livingstone was unable to do. I also persuaded the Government to invest £6 billion in upgrades that will create 18,300 jobs²³. The jobs created by the upgrade plan break downs as follows:
 - 2,500 jobs created directly by London Underground (LU).
 - 225 jobs created directly by Tube Lines, which is now part of TfL.
 - A peak of 15,000 jobs created indirectly through the supply chain by LU.
 - 550 jobs created indirectly by Tube Lines, which is now part of TfL.
 - **Housing Programme: approximately 104,000 jobs.** Ken Livingstone was not trusted by his own party to run housing, but I persuaded the Government to let me invest £3 billion to deliver my housing plan. This will see the construction of 55,000 affordable homes by 2015, creating 100,000 new jobs. This is despite the biggest spending squeeze in recent memory and the toughest housing market conditions in years.

In addition, I have secured a further £108 million funding package to kick-start building projects across the capital. As part of the Government's Get Britain Building programme – which will unlock stalled sites with planning permission – the funding will deliver more than 2,700 homes and at least 4,000 jobs in Barnet, Brent, Bromley, Croydon, Enfield, Hackney, Haringey, Hillingdon, Hounslow, Lewisham, Southwark and Wandsworth²⁴.

- **Greenwich Peninsula: 4,000 jobs.** I have unlocked the Greenwich Peninsula scheme that stalled under Ken Livingstone during the boom years. The Homes and Communities Agency (HCA) estimates 4,000 jobs will be created from new development there, which will see 10,000 new homes, 3.5 million square feet of office space and 150 shops and restaurants created²⁵.
- **Royal Docks Enterprise Zone: 1,500 jobs.** The Royal Docks lay undeveloped for years as Ken Livingstone failed to deliver regeneration, despite a booming economy. By working constructively with the Government I secured an Enterprise Zone for the Royal Docks, which will see low business rates, simplified planning rules and crucial job creation. These include 280 jobs with Siemens. The Enterprise Zone projections show 7,600 to 12,700 permanent jobs could be created in total²⁶, including more than 9,000 jobs on the Silvertown Quays development²⁷.
- **Foreign Direct Investment: 14,000.** I took the decision to roll three organisations (Think London, Study London and Visit London), which were fragmented under Ken Livingstone, into the one London & Partners, cutting waste and bureaucracy so investment could start reaching more Londoners. The agency, which I created to promote London to international investors, estimates 14,000 jobs will be created through Foreign Direct Investment²⁸.
- **Olympic legacy: 10,000 jobs.** As a result of the London Olympics, 11,000 new homes are being built which will result in 10,000 jobs. This is thanks to the work of the Olympic Park Legacy Company, which I set up after coming to office having found no concrete legacy plans left behind by Ken Livingstone²⁹.
- **2008 European Regional Development Fund jobs still being delivered: 4,700 jobs.** This is the number of jobs I have ensured will be delivered from European funding³⁰.
- **European Regional Development Fund contracted post 2011: 2,300 jobs.** This is the number of jobs I have ensured will be delivered from the next round of European funding³¹.

23 GLA, *Mayor's Questions: Written Answers*, 14 March 2012

24 Mayor of London, Press Release *Mayor unveils strategy to deliver thousands of new homes and jobs for London*, 13 December 2011

25 Greenwich Peninsula developer's website

26 Mayor of London, *Mayor's Questions*, Appendix A, 14 March 2012

27 The Telegraph, *London Mayor Boris Johnson hails £1.2m plan for derelict city area*, 17 March 2012

28 GLA, *Mayor's Questions: Written Answers*, 14 March 2012, p.118

29 GLA, *Mayor's Questions: Written Answers*, 14 March 2012

30 GLA, *Mayor's Questions: Written Answers*, 14 March 2012

31 GLA, *Mayor's Questions: Written Answers*, 14 March 2012

- **Mayor's Regeneration Fund: 3,500 jobs.** I set up the Mayor's Regeneration Fund (MRF) in the aftermath of last summer's riots to help those areas most affected get back on their feet. 3,000 jobs are associated with the projects funded by the MRF, with a further 500 short-term jobs in Haringey³².
- **Outer London Fund: 700 jobs.** These are the jobs that we expect to be created by the development schemes resulting from or unlocked by the Outer London Fund, which I set up when I came into office. This is the first time the GLA has focused funding on the outer boroughs in such a coordinated way after the years of neglect under Ken Livingstone. The Fund is also currently supporting a range of schemes designed to help high streets survive and thrive. High streets employ more than 30,000 people and this investment supports the continuation of those jobs and minimises the risks that may otherwise exist for business in those areas³³.
- **Green Jobs: 4,300 jobs.** These will be jobs created as a result of my innovative RE:NEW/RE:FIT programme, which seeks to provide Londoners with affordable home insulation – saving the average household £180 on their energy bills³⁴.

Lead a campaign for 20,000 part-time jobs to help parents return to work.

I will use the unique platform of the Mayorality to spearhead a campaign to work with the private sector to match those who have the right skills but are unable to do full-time jobs with those firms that need them on a part-time basis. For example, a recent Resolution Foundation report³⁵ revealed that women with young children found it hard to go back into full-time work because it does not offer the flexibility required. Often, women with young children need the flexibility that part-time work provides. The same is true for carers, who have the skills employers want, but need the flexibility of part-time work. Therefore, I will work closely with employers to help identify new part-time jobs and those with the right skills.

I will also use £25 million from the new London Growth Fund which I persuaded the Government to fund in the recent Budget, to invest in job and skill creation programmes through the London Enterprise Panel. This is vital to inject confidence in London's economy and to take small but visible steps to encourage firms to take on new staff and expand initiatives such as apprenticeships. The fund would be set at £25 million and aim to create at least 7,500 jobs by 2015.

And I will continue to ensure that in addition to seeking the very best value for taxpayers' money, every procurement exercise we undertake will also be focused on creating job opportunities, from graduates to the long-term unemployed, at every opportunity.

These jobs will be under threat if Ken Livingstone is elected. His plans would take £1.14 billion³⁶ out of the Transport for London budget – not only threatening services but also 32,000 jobs.

Action on apprenticeships

When I arrived at City Hall, London had just 6 per cent of all apprenticeships in the UK³⁷, despite having 12.5 per cent of the population³⁸. Many sectors such as financial and professional services largely ignored apprenticeships.

I have campaigned hard to increase apprenticeship opportunities, signing up a host of new businesses to offer modern apprenticeships across all sectors of the London economy. Our success has doubled

32 GLA, *Mayor's Questions: Written Answers*, 14 March 2012

33 GLA, *Mayor's Questions: Written Answers*, 14 March 2012

34 GLA, *Mayor's Questions: Written Answers*, 14 March 2012

35 Resolution Foundation, *The price of motherhood: women and part-time work*, February 2012

36 Mayor of London, *Mayor's Questions*, 14 December 2011

37 The Data Service, *Apprenticeship Supplementary Tables: Breakdown by Geography, Equality and Diversity, Framework and Sector Subject Area*, 14 February 2012

38 ONS, *Population Estimates Total Persons for the UK, Constituent Countries and Regions - Mid 1971 to Mid 2010*, December 2011,

apprenticeships, with more than 54,470 created in the past 18 months³⁹, and widening the range of employers offering them, including employers such as HSBC bank and Microsoft⁴⁰. I am on target to create 100,000 more apprenticeships in London by the end of this year⁴¹.

I will continue to work constructively with London business to generate a further 250,000 apprenticeships by 2016 – this would more than double the current commitment, and mean on average 1,000 new apprenticeships being created every week. I will aim to maintain the current 84 per cent conversion rate to real jobs estimated by the Learning and Skills Council⁴².

I will also make it easier for small and medium-sized companies to recruit apprentices through the Government's £6 million programme to create 4,000 apprenticeships. This entitles small and medium-sized businesses to apply for a £1,500 incentive payment when employing an apprentice aged 16 to 24 as part of a new initiative managed by the National Apprenticeship Service, which I support.

Discounted travel for apprentices

Young people under the age of 18 are entitled to discount travel and, under the 18plus scheme, those aged over 18 in full-time education are entitled to a 30 per cent discount on season tickets through TfL.

In recognition of the importance of apprenticeships in helping people into employment and boosting London's economy, I will extend through the 18plus scheme the same travel discounts to apprentices on recognised schemes over the age of 18 that students in full-time education currently receive.

London Living Wage

The London Living Wage has helped many Londoners and has put over £60 million more in their pockets since 2005⁴³. To make sure work pays and to reduce in-work poverty, I have increased and championed the London Living Wage⁴⁴. When I was elected, just 27 companies offered the London Living Wage. Despite London's difficult economic climate, I have increased that number to over 100, and also increased the wage by a record amount⁴⁵. I have ensured that the London Living Wage is paid across the GLA Group⁴⁶ and is now standard practice across the financial and professional services sector.

I will continue to champion the London Living Wage, pushing private and public sector employers to pay at least this level to all of their workers in London, with the aim of increasing the number of companies offering the wage to 250 by the end of my next term.

I will also lobby the Government to adopt it across Whitehall.

Training London's workforce

- Secure private sponsorship to host an annual Mayoral jobs fair and explore launching a targeted London careers advice service.
- Offer 100 paid internships in the Greater London Authority (GLA) Group.
- Audit the GLA Group estate for 10 surplus buildings which could be used for Free Schools, helping around 5,000 school children – and amend the London Plan to encourage the establishment of more Free Schools.

39 Mayor of London, Press Release, *Mayor urges firms to boost apprenticeship opportunities for young Londoners*, 7 February 2012

40 Apprenticeships, Press Release, *HSBC signs up to Government's Apprenticeship scheme*, 5 April 2011; GLA, Press Release, *Microsoft commits to create 1,000 apprentices in London*, 7 February 2011

41 Mayor of London, Press Release, *Mayor of London aims for 100,000 apprenticeships by 2012*, 27 October 2011

42 Learning & Skills Council, *The Benefits of Completing an Apprenticeship*, April 2009, p30

43 Mayor of London, Press Release, *Record rise in London Living Wage puts £5.5 million in pockets of capital's low paid workers*, 2 May 2011

44 GLA, *A Fairer London: The 2011 Living Wage in London*, 2 May 2011

45 GLA, *A Fairer London: The 2011 Living Wage in London*, 2 May 2011, Mayor of London, Press Release, *Global giants sign up to pay staff the London Living Wage*, 16 November 2010

46 GLA, *A Fairer London: The 2011 Living Wage in London*, 2 May 2011

Annual jobs fair

It is important to equip school leavers with skills for the workplace.

Too many young people are leaving school without the prospect of a positive future, leading to unemployment, low skills and the risk of being involved in crime. I will continue my recently launched GLA Youth Programme, co-funded by the European Social Fund, to the value of £10 million⁴⁷. This will support vulnerable young Londoners aged 14-19 to get into training, employment or further education; particularly those with learning disabilities, ex-offenders, or who have been excluded from school. This programme includes the £3.5 million of funding I have pledged to continue the Daedalus programme to tackle the vicious cycle of youth re-offending.

I will also use the London Enterprise Panel to continue the work of the London Employment and Skills Board and use my statutory powers to improve skills and employability in London. I have initiated a range of programmes to support young people through mentoring, structured activities and apprenticeships. Team London also recruits businesses to volunteer staff to work with young people and offer “skills for success”.

I will work with major employers and secure sponsorship to host an annual Mayoral jobs fair, with a major online component. I will also explore with the Government devolving a share of the funding of the National Careers Service to London to provide a targeted service that offers careers advice and brokers work experience, mentoring, and volunteering opportunities for all young people. This is an approach I have championed in the three Mayoral academies – based in Enfield and Bexley – where a dedicated member of staff provides targeted support for students identified as at risk of leaving the academies and ending up Not in Education, Employment or Training (NEET).

Tackling entrenched unemployment

It is important to help those farthest from the labour market into work and the opportunity to build a life that is not dependant on benefits. That is why I will use City Hall’s procurement process to create at least 600 jobs for the long-term unemployed. I will work with the Government-appointed work provider companies to ensure Londoners have every chance to be work ready when investment plans produce new job opportunities. I will organise regular liaison with those companies to ensure they are aware of job opportunities before they arise and can equip Londoners with the necessary skills to fill them. By working closely with individual boroughs and leveraging European funds, we can do even more to help those who most need help.

Paid internships at City Hall

I will launch a Mayoral internship scheme, leading by example with 100 openly-advertised, paid internships across the GLA Group open to all Londoners over 18, including those who are in or have just left further or higher education. These Mayoral internships will be at City Hall, TfL, the Metropolitan Police Service and the London Fire Brigade, and will be structured to ensure they are of maximum benefit to those taking part. Interns will be paid the London Living Wage.

Free Schools

London faces a serious shortage of good school places. Over 70,000 new places are needed over the next four years⁴⁸, with only two thirds of children in London getting their first choice of secondary school⁴⁹. Yet my predecessor has not commented on the shortage of school places, nor has he said what he will do to help create more school places.

Under the Academies Act 2010, the Government has made it possible for new Free Schools to be established by groups of parents, teachers, charities, businesses, universities, trusts, religious or voluntary groups. There is a demand for Free Schools in London, with nine being opened in the capital last year⁵⁰, and a further 21

47 GLA Website, *GLA ESF Youth Programme 2011-13*

48 Mayor of London, *Mayor’s Questions*, 12 October 2011, 2883/2011

49 GLA, Press Release, *News from James Cleverly: Calls for action over shortage of school places*, 26 March 2009

50 Department for Education, *Free Schools that Opened in 2011*, 20 January 2012

scheduled to open this year⁵¹. Last September, I opened London's first Free School⁵² – the West London Free School, based in Hammersmith, championed by Toby Young and local residents.

I have successfully lobbied, together with London's boroughs, for extra Government funding for school places, with an extra £260 million being allocated to the capital⁵³. While Free School groups can apply for this capital funding, many are struggling to find suitable buildings in their area of choice. I will bring forward an early alteration to the London Plan to encourage Free Schools to be set up across London, and help groups overcome any planning obstacles.

I will also audit the GLA Group estate for surplus buildings which could be used as Free Schools. This would be implemented using the capital funding the Government has made available for new school places through the Free Schools programme. The result will be more good school places for London – ten school sites could provide places for around 5,000 pupils, assuming a split of eight primary schools and two secondary schools⁵⁴.

51 Department for Education, *Free Schools opening in 2012 and beyond*, 2 March 2012

52 GLA, *Thirty Fourth Mayor's Report to the Assembly*, 12 October 2011

53 London Councils, *London Councils welcomes funding for school places – but warns more is still needed*, 7 November 2011

54 DfE, *DfE: Schools, Pupils and their Characteristics: January 2010*, 13 May 2010 The average London primary school size is 361 pupils (644,630 pupils in 1,786 schools) while the average size of secondary schools in London is 1,081 pupils (406,510 pupils in 376 schools)

3. Growing London's economy to drive investment

Supporting small businesses

I will:

- Guarantee the £221 million regeneration fund to support small businesses, town centres and high streets.
 - Launch a new £35 million revolving fund, through the London Growth Fund, to provide low-cost loans to small and medium-sized businesses, using money I have secured from the Government.
 - Increase the number of Business Improvement Districts to 50 across London, focusing on town centres such as Bromley, Richmond and Romford.
- Increase by a third the time motorists can park in "Stop and Shop" bays on TfL roads to support local businesses.
- Call on each borough to review parking in non-residential, strategic shopping areas to reduce any negative impact on businesses.
- Drive a renewed focus on business crime by requiring an Assistant Commissioner at the Metropolitan Police Service to have responsibility for tackling it.
- Strengthen the CompeteFor service so it continues to deliver easy access to contract opportunities across the GLA Group for small and medium sized businesses.
- Never introduce a London-wide Congestion Charge or a £25 tax on family cars.

Regenerating town centres

The high street is the heartbeat of London's business community and the current economic conditions make it ever more important to support the high street.

When I was elected, there was no comprehensive programme to support the high street despite long-term decline in many areas of London. Under my Mayorality, a total of £221 million is being invested in regeneration across London's boroughs. This investment will help riot-affected areas, improve high streets, protect existing jobs as well as delivering growth and new jobs. This includes:

- **Outer London Fund.** The £50 million Outer London Fund⁵⁵ is a three-year initiative launched in June 2011. It is designed to strengthen the vibrancy and growth of London's high streets and local areas.
- **Regeneration Fund.** The £50 million Regeneration Fund⁵⁶ is designed to help make major long-term improvements to the capital's town centres and high streets damaged by last summer's riots.
- **London Enterprise Fund.** The £20 million London Enterprise Fund⁵⁷ is designed to fund major regeneration of Tottenham and Croydon, two of the worst hit areas in last summer's riots.
- **External Funding.** A further £57 million from external funding⁵⁸ has been raised in match funding from other private and public-sector partners. This is expected to rise to £60 million once new contracts are signed.
- **Growing Places Fund.** London has secured £41 million from the Government's Growing Places Fund⁵⁹, designed to boost economic growth by getting the required infrastructure built to enable the creation of new homes and jobs and get stalled projects moving again. This fund will be overseen by the London Enterprise Panel.

55 Mayor of London, Press Release, *Mayor's Outer London Fund goes live*, 13 June 2011

56 GLA Website, *Mayor's regeneration fund*; GLA, Press Release, *Mayor to invest £50 million in long term regeneration of capital's damaged town centres*, 11 August 2011

57 Mayor of London, Press Release, *£20m to transform Tottenham and Croydon following riots*, 17 August 2011

58 Mayor of London, *Mayor's Questions*, 22 February 2012

59 London Enterprise Panel, *The Growing Places Fund in London*, February 2012

In total 75 schemes designed to improve local places⁶⁰ and local economies will be funded, 26 local boroughs will have benefitted from this investment, and none of this would have been possible without my intervention. This includes:

- £23 million for Croydon⁶¹, including a support package to attract business, create more space for pedestrians and improve the transport interchange around West Croydon station, and improvements to the main high street.
- Over £5 million being invested in Bromley town centre⁶² to help around 500 businesses.
- Nearly £2 million being invested in Harrow town centre to improve access and support business, including an empty shops initiative⁶³.
- £10.6 million to revitalise Peckham Rye Station and the surrounding area⁶⁴.
- £6.85 million into Southall High Street⁶⁵, including transforming a disused heritage building into a restaurant which would see around 1,500 young people trained during the next Mayoral term⁶⁶.

I will continue to drive this programme of investment across London, regenerating high streets and economies and making sure that local people benefit from the results.

London Growth Fund

It is critical we continue to stimulate London's economy. I successfully lobbied the Chancellor ahead of this year's Budget, and secured £70 million specifically to boost economic growth across the capital⁶⁷. I intend to use some of this funding to help restore confidence in lending to SMEs. This would complement the Government's scheme by focussing on growing existing companies and increasing the number of jobs in them rather than start-ups.

Working with partners such as the Federation of Small Businesses and professional organisations to administer this scheme, I will make available up to £35 million for loans, and will seek to attract private-sector funding to double the size and scope of this fund to £50 million, including the remaining European Regional Development Funds worth £10 million. The fund would provide average loans of around £100,000 for each company, and if successful in attracting other funds, could drive growth for around 500 companies. The funding would be a loan enabling repayments to be used again and again to help more small businesses in London throughout my next term. The fund will be managed on our behalf by private-sector fund managers contracted through the London Enterprise Panel.

Business Improvement Districts

I have supported the expansion of Business Improvement Districts (BIDs). These have been instrumental in upgrading retail areas as well as industrial parks, and there are now around 25 across the capital. Under a BID, which is a private enterprise, local businesses work with the borough council and others, and are balloted on improvements they would like to see within the area to improve trade, such as greater security, cleaning up the local environment, or more promotional activity. Once improvements have been decided on, they are funded through a levy of businesses within the district.

A number of BIDs are being created, including Wimbledon, Orpington, and Sutton, and I will support the creation of further BIDs, working with boroughs and businesses to double the number to 50 in the next four years, focusing on town centres such as Bromley, Enfield, Richmond and Romford.

60 GLA Website, *Mayor's regeneration fund*; GLA Website, *Outer London Fund*; GLA Website, *Investing in growth*

61 Mayor of London, Press Release, *Help me make Croydon great again' Mayor tells investors*, 22 November 2011

62 The London Borough of Bromley, Press Release, *Market testing underway for plans to improve Bromley Town Centre*, 20 February 2012

63 GLA Website, *Outer London Fund*

64 Mayor of London, Press Release, *Mayor investing £177 million to regenerate capital*, 17 January 2012,

65 Mayor of London, Press Release, *Mayor investing £177 million to regenerate capital*, 17 January 2012,

66 Ealing Council, Press Release, *Southall cash injection totals nearly £7m*, 18 January 2012

67 HM Treasury, *Budget 2012*, 21 March 2012, p. 42

Parking

One of the most frequent complaints from businesses large and small is about parking in London. It makes it difficult for them to do their job, increasing costs, or discouraging trade by making it harder and more expensive for customers to visit them. I will call on each borough to review parking in non-residential, strategic shopping areas, to see if it can be managed in a way that reduces any negative impact on businesses.

Retailers can suffer if shoppers find it too difficult to park their cars, so I will lead by example by extending the length of time motorists can park at “Stop and Shop” bays – giving them an extra 10 minutes’ free parking on Transport for London roads that go through commercial high streets. The current stopping time is 20 minutes outside restricted hours.

Renewed focus on business crime

When I was elected, there were 109,777 incidences of business crime reported in 2007⁶⁸, contributing to an estimated annual cost of £1.4 billion⁶⁹. I have cut business crime by 30 per cent to 76,739 in 2011⁷⁰.

I pledged to prioritise tackling business-related crime and, working with the Metropolitan Police Service, we have successfully reduced business-related crime by 3.4 per cent⁷¹, with a double-digit drop in many boroughs- with Bexley, Greenwich, Enfield, Lewisham and Waltham Forest reporting falls of between 12-15 per cent⁷².

I will ensure this downward trend is maintained and will require an Assistant Commissioner at the Metropolitan Police Service to be given responsibility for leading the fight against business crime.

GLA Group procurement

Many small businesses rely on contracts from the public sector to prosper. We have championed initiatives such as the CompeteFor website⁷³ which allows businesses to bid for City Hall contracts and makes the procurement process more accessible for firms of all sizes. Nearly £2 billion of contracts have been offered to businesses⁷⁴ and of those almost 75 per cent have been awarded to small and medium-sized enterprises⁷⁵. Over 40,000 London companies are now signed up to CompeteFor⁷⁶.

The GLA Group has also helped improve the cash flow of small and medium-sized enterprises through the prompt payment of their invoices, with an average of 86.8 per cent of all valid invoices from SMEs paid within 10 working days⁷⁷.

We will continue to offer this simple and effective system to ensure London’s businesses get a real opportunity to win work without being put off by unnecessary bureaucracy.

Congestion Charge

I promised to consult again on the Western Extension of the Congestion Charge Zone (WEZ). I listened to residents’ views and scrapped it. There has been a negligible impact on congestion and traffic speeds, and a measurable boost to local businesses. I also promised to scrap Ken Livingstone’s £25 a day tax on family vehicles, and I did. To protect London’s businesses and families, I promise never to introduce a London-wide Congestion Charge or a £25 tax on family cars.

68 Boris Johnson, *Backing London Business*, 2008, p. 9

69 Boris Johnson, *Backing London Business*, 2008, p. 9

70 Mayor of London, Press Release, *Mayor welcomes drop in London business crime*, 29 January 2012

71 Mayor of London, Press Release, *Mayor welcomes drop in London business crime*, 29 January 2012

72 Mayor of London, Press Release, *Mayor welcomes drop in London business crime*, 29 January 2012

73 CompeteFor Website

74 LDA, Press Release, *CompeteFor posts 10,000th chance to strike gold*, 29 November 2011,

75 LDA, Press Release, *CompeteFor posts 10,000th chance to strike gold*, 29 November 2011 ; Boris Johnson, *Mayor’s Questions*, 16 November 2011, 3516/2011

76 LDA, *Annual Report & Statement of Accounts 2010/11*, 23 November 2011

77 GLA, *Delivering Responsible Procurement*, February 2012

Championing Greater London

I will:

- Stand up for London's businesses against EU interference, leading the campaign to resist new taxes and red-tape from Brussels.
- Safeguard London's position as the leading global hub for the financial services industry, and actively support the 640,000 Londoners who work in jobs related to financial services.
- Drive international investment and jobs by hosting London House – an international investment showcase to attract business – at City Hall this summer during the 2012 Games and championing the capital as a tourist destination.
- Lobby the Government to devolve the Tech City Investment Organisation to London to support the expansion of the capital's hi-tech economy.

Resisting EU interference

It is the duty of the Mayor to stand up for London's business, including financial services, which are so critical for the capital's economic recovery. There are around 640,000 people who depend on financial services⁷⁸, mostly people on modest means, and they deserve full support from the Mayor. The sector accounts for about 20 per cent of London Gross Value Added, supports a wide range of other industries, such as accounting, and is our primary export to the rest of the world⁷⁹.

I have fought the introduction of a Financial Transaction Tax (FTT)⁸⁰, which would damage not only the City and its competitiveness with New York, Hong Kong, Singapore and other emerging Asian centres⁸¹, but also slow down London's wider economy and threaten jobs. I have met with the European Commission in Brussels, and repeatedly lobbied the Commission's President against introducing the FTT⁸².

While prudent reform is necessary and important, the European Commission itself estimates the FTT would cut GDP across the whole EU by between 0.5 and 1.76 per cent⁸³. But that estimate is for the EU as a whole. London is, by far, the biggest financial centre in the EU, so the FTT would hit us far harder. I have also lobbied against the European Commission's proposals on Solvency II, which will fundamentally change the capital requirements for the insurance industry, to ensure it does not cause European insurers to relocate outside the EU.

I will continue to safeguard London's position as the leading global hub for the financial services industry. And I will continue to resist EU interference, red-tape and taxes which would be deeply damaging to London's financial services, jobs and competitiveness.

Drive international investment

I will ensure that London remains the global business capital and a magnet for talent and foreign investment by ensuring it is a good place in which to do business and work.

I will ensure the world's top international investors come to London during the 2012 Games, to showcase first-hand the opportunities our city offers, hosting London House at City Hall. It will create opportunities for business and, through London & Partners, we will seize these opportunities to secure the best possible economic legacy for London.

I have created a new single focus for promotion of London and the benefits will be evident through new branding and digital promotion. I have also recognised the considerable importance of the creative

78 TheCityUK website, *financial services in the UK*, London

79 Mayor of London, Press Release, *Mayor warns against EU financial tax plans*, 28 October 2011

80 Mayor of London, Press Release, *Mayor warns against EU financial tax plans*, 28 October 2011

81 Boris Johnson, *Mayor's Questions*, 13 July 2011

82 Mayor of London, Press Release, *Mayor warns against EU financial tax plans*, 28 October 2011; Mayor of London Press Release, *"Non, nein, no!": Mayor slams new EU financial tax plans*, 14 February 2012

83 Mayor of London, Press Release, *Mayor warns against EU financial tax plans*, 28 October 2011

industries, which employ 658,000 people in London⁸⁴ and generate economic activity worth £19 billion⁸⁵. My strategic annual support worth £2.3 million⁸⁶ has helped to grow London's position as a creative business hub and attract a major increase in inward investment and my support for Film London has helped increase film production spend to £866 million⁸⁷. I will continue to champion these important industries, which also help promote the London brand and drive tourism and retail spend in the capital.

Champion London as a tourist destination

When I was elected, London did not have a coordinated approach to tourism, despite its importance for economic growth. The Olympic and Paralympic Games will attract around 5.5 million visitors a day⁸⁸, and an additional 1.1 million tourists are expected to visit London in the five years after the Games as a result of the 2012 effect⁸⁹.

I have established a lasting landmark and major tourist attraction in the Olympic Park, with the ArcelorMittal Orbit, built with the support of private sponsorship, giving some of the best views over the Olympic Park and London from its 115-metre-high viewing platform⁹⁰.

I have also established the not-for-profit London & Partners, to showcase the capital as the best city in the world to visit, invest and study in⁹¹. I invested £2 million in the "Only in London" tourism campaign, with economic benefits estimated at £96 million⁹².

Tech City

One of London's key economic success stories has been the explosive growth of Tech City, an entrepreneurial cluster that has grown up around Shoreditch and Old Street in East London, with the potential to spread to the rest of East London. The number of companies in the area has experienced a threefold increase over the past year.

Through my digital strategy I have been working to improve connectivity (from WiFi on the London Underground before the Games, including the delivery of ultra-fast broadband); freeing up London's data to enable innovation; delivering digital skills to businesses and supporting access to finance and affordable workspaces. I am also ensuring that London benefits from a new £100 million urban broadband fund, announced by the Government, that will see London become a "super-connected city" with 80-100 megabits per second superfast broadband⁹³. At the end of 2011, London & Partners had helped 130 new tech firms set up in London, creating more than 1,300 jobs⁹⁴. Companies such as Google, Cisco, Yammer, Eventbrite and Airbnb have all located in Tech City with our help⁹⁵.

The continued success of Tech City and London's digital economy as a whole is critical to delivering the skills, jobs and new investment London needs to grow. London is emerging as the digital capital of Europe – but if it is to cement its new position as Europe's digital capital and rival established centres such as New York, global promotion and support must be seamless, coordinated and coherent. This must be undertaken by a single London-based organisation with the right expertise, under the direction of London's government.

I will lobby the Government for the TCIO and the associated budget to be folded into London & Partners as the official promotional organisation for London, to deliver these ambitions under a single banner and direction.

84 GLA website, *Current Issues Note 33: London's creative industries 2011 update*, 4 October 2011

85 GLA website, *Vision and strategy*

86 Mayor of London, Press Release, *'Confidence in London just keeps growing', says Mayor*, 17 February 2012

87 Mayor of London, Press Release, *Mayor of London reaffirms commitment to film industry*, 7 September 2011

88 London & Partners, 2012: *The Facts & The Fun*

89 London & Partners, 2012: *The Facts & The Fun*

90 Boris Johnson, *Mayor's Questions*, 19 May 2010; GLA website, *The ArcelorMittal Orbit*

91 GLA website, *London & Partners*

92 London & Partners, Press Release, *Only in London campaign generates £100 million in economic benefit for the capital*, 22 January 2010

93 Mayor of London, Press Release, *Mayor welcomes huge boost to capital's economy*, 29 November 2011

94 London & Partners, Press Release, *London leading the charge in Europe's digital boom*, 11 November 2011

95 Tech City UK, News, *Tech City Hails Phenomenal Growth*, 10 November 2011

Active regeneration

I will:

- Transform East London through development, investment, and better transport links, including overseeing the Mayoral Development Corporation to secure the Olympic Legacy and create 10,000 new jobs, and delivering 11,000 homes on the Olympic Park, including a community-led development at Cobham Manor.
- Explore creating a new science institute in the Olympic Park, including lobbying to bring the proposed Cell Therapy Technology and Innovation Centre to the Park.
- Deliver the Royal Docks Enterprise Zone, creating thousands of jobs, including more than 9,000 jobs through the development of Silvertown Quays.
- Invest £41 million through the new London Enterprise Panel into major regeneration projects.

2012 Games

When I was elected, London may have won the 2012 Games, but there was no credible strategy in place to maximise the economic opportunities they offered.

I have co-chaired the Olympic Board, which oversees, coordinates and monitors the entire 2012 Games project, and ensured that we harness the Games to deliver a much-needed boost to the capital's economy have been maximised. The preparations for the Games have already brought huge and tangible economic benefits to the business community, and have been available to all – not just big business but small and medium-sized firms as well. Including:

- 98 per cent of the £5.5 billion worth of Olympic contracts have gone to UK-based companies⁹⁶ with two thirds going to small or medium-sized enterprises⁹⁷.
- 1,500 UK firms have won more than £6.3 billion in ODA contracts⁹⁸, with 68 per cent of firms micro-businesses or SMEs⁹⁹.
- LOCOG is procuring a further £1 billion worth of goods and services from the open market¹⁰⁰.
- Over 10,000 contract opportunities have been made available via CompeteFor¹⁰¹, the brokerage service set up for the Games and now used for many other major projects.
- 4 million extra people are expected to visit the UK over the next 4 years¹⁰². The additional spend by visitors to the UK during this period is expected to be £2 billion¹⁰³.

As well as supporting jobs and employment:

- 25,000 people working on the Olympic Park site itself for at least five days¹⁰⁴.
- Over 25,000 previously unemployed Londoners have been helped into jobs as part of the Olympics employment programme, including 457 construction apprenticeships¹⁰⁵.
- 46,000 people have worked on the Olympic Park and Village¹⁰⁶. Over 8,500 residents in the 6 host boroughs have worked on the Olympic Park and Village¹⁰⁷.

96 DCMS, *Plans for the Legacy from the 2012 Olympics and Paralympics*

97 DCMS, *Plans for the Legacy from the 2012 Olympics and Paralympics*

98 London2012 Website, *London 2012 Media Fact Pack*

99 ODA, Press Release, *UK businesses grabbing golden London 2012 opportunities*, 9 September 2009

100 London2012 Website, *London 2012 Media Fact Pack*

101 LDA, Press Release, *CompeteFor posts 10,000th chance to strike gold*, 29 November 2011,

102 DCMS, Government Tourism Policy, March 2011

103 DCMS, News Release, *£3 million from Olympic budget to boost domestic tourism in 2012 and beyond*, 12 September 2011

104 ODA, *ODA Facts and Figures*, p. 1

105 Mayor of London, *Press release*, 24 March 2011

106 London2012 Website, *London 2012 Media Fact Pack*

107 London2012 Website, *London 2012 Media Fact Pack*

I will ensure that the world will see all that London has to offer by upgrading the look and feel of London. The 2012 Games will see £2 billion of investment into London, providing a significant boost to the capital's economy¹⁰⁸.

I have used new powers, secured from the Government, to set up a Mayoral Development Corporation (MDC), significantly reducing the number of public bodies involved in the legacy to give it more accountability to the Mayor and ensure efficiencies for the public purse. The MDC will streamline and accelerate the planning system in and around the Olympic Park, to ensure it is developed in line with the wishes of local communities and the strong engagement of the boroughs.¹⁰⁹ The MDC will secure a genuine legacy from the 2012 Games, creating 11,000 new homes and an initial 10,000 jobs¹¹⁰.

Science Park

The Olympic Park could provide a focus for London's science community, and provide a major boost to the capital's hi-tech economy. This would boost London's hi-tech economy focusing on science, technology and graduate-level research, to expand the capital's supply of technologically-skilled workers, with the potential to become a centre of a wider web of collaborations among international, UK and local academic institutions and the private sector to attract inward investment to the area.

I will also strongly support the creation of a new science institute in the Olympic Park, lobbying for the proposed Cell Therapy Technology and Innovation Centre to be located in the Olympic Park, as a focus for developing London's biotechnology sector, and exploring plans for a major new campus on the scale of Michael Bloomberg's new university in New York City.

Royal Docks

After years of inaction, and despite the tough economic conditions, we have started the process to transform the Royal Docks in Newham¹¹¹.

I persuaded the Government to give the area Enterprise Zone status in the 2011 Budget, and published, together with the Mayor of Newham, a ten-point strategy for the Royal Docks. I have established a new Green Enterprise District, stretching across East London, which aims to attract new investment and develop new low-carbon skills and technologies¹¹². I have also persuaded electronics giant Siemens to commit to invest £30 million in a new exhibition and conference centre for sustainable technologies, which is expected to attract around 100,000 visitors a year¹¹³. I will continue this progress, creating thousands of jobs, including more than 9,000 jobs through the development of the Silvertown Quay site¹¹⁴. This site will see the development of pavilion space for top brands to showcase the future of their products, providing 228,570 square meters of commercial and retail space and generating an estimated £3 billion of additional economic benefits for London. And I have secured private sponsorship to support a new cable car spanning the Thames to take visitors between the Royal Docks to the Greenwich Peninsula.

¹⁰⁸ GLA, Press Release, *Games accelerate rebirth of east London*, 4 July 2011

¹⁰⁹ Mayor of London, Press Release, *Mayor consults on development corporation to drive Olympic Park legacy*, 7 February 2011

¹¹⁰ GLA, *100 Great things about the Games*, #34; GLA, Press Release, *Will the Olympic Park deliver the environmental legacy promised?*, 23 May 2011

¹¹¹ Mayor of London, Press Release, *London and Newham Mayors make Royal Docks revival a top priority*, 28 July 2010

¹¹² Mayor of London, Press Release, *Mayor unveils £30m plans to kick-start London's 'Green Enterprise District'*, 27 May 2010

¹¹³ Mayor of London, Press Release, *Mayor unveils £30m plans to kick-start London's 'Green Enterprise District'*, 27 May 2010

¹¹⁴ The Telegraph, *London Mayor Boris Johnson hails £1.2m plan for derelict city area*, 17 March 2012

London Enterprise Panel

I have created a London Enterprise Panel¹¹⁵ to capitalise on the benefits of the Enterprise Zone for the Royal Docks in Newham. This means new businesses locating there during the term of the current Parliament will benefit from reduced business rates for five years and, most importantly, the business rates collected from those newly established businesses in the zone will be retained by London's recently created London Enterprise Panel for the next 25 years. This will create an ongoing economic development fund which can be re-invested in promoting economic growth elsewhere in the capital or be levered to provide a bigger fund for investment in jobs and growth.

I have also secured £41 million for the London Enterprise Panel to help boost economic growth by getting the required infrastructure built to enable the creation of new jobs and homes and getting stalled projects moving again¹¹⁶. The London Enterprise Panel will also be responsible for administering the London Growth Fund.

Supporting the green economy

I will:

- Expand RE:NEW to retrofit a further 20,000 homes, saving the average household £180 a year on their energy bills.
- Use the £12 million London Green Fund to leverage investment for carbon-reducing measures in residential development.
- Promote the Low Carbon Prize to foster and champion new green technology.
- Roll out electric cars across London with 1,300 new charging points by 2013, and increase the GLA fleet of electric vehicles to 1,000.

Expand RE:NEW

Climate change is one of the most serious challenges we face, so I committed in the London Plan to reducing carbon emissions by 60 per cent by 2025. Tackling climate change not only improves our environment and air quality, it also has significant economic benefits. An estimated 14,000 jobs could be created in London annually, as part of £721 million of low-carbon economic activity each year, promoting retrofitting and cleaner transport¹¹⁷.

I have implemented a range of programmes to help reduce emissions in London, from public buildings and private homes, which have also reduced household energy bills by around £180 for those who participated in the schemes, and energy bills for the GLA Group of around £1.3 million a year¹¹⁸ – helping to return some of the money spent on the scheme and minimise the cost for taxpayers. These schemes also create employment for 4,300 people¹¹⁹.

The schemes include:

- RE:NEW which helps people adopt simple energy efficiency measures for free such as loft insulation, to reduce carbon emissions from existing homes in London, help residents save money on their energy bills and create “green” jobs. By the end of March, 55,000 homes will have been helped¹²⁰, saving tens of thousands tons of carbon and households an average of £180 a year on their fuel bills¹²¹.

¹¹⁵ GLA Website, *About the London Enterprise Panel*

¹¹⁶ GLA Website, *London Enterprise Panel*

¹¹⁷ Mayor of London, Press Release, *Student inventors can help make London greener with Mayor's £20,000 Low Carbon Prize*, 24 November 2011

¹¹⁸ Mayor of London, Press Release, *400 public buildings set to be given an energy efficiency makeover saving millions off energy bills*, 25 January 2012

¹¹⁹ Mayor of London, *Mayor's Questions*, Appendix A, 14 March 2012

¹²⁰ GLA Website, *RE:NEW FAQs*

¹²¹ Mayor of London, Press Release, *Mayor helps Londoners in every borough save money off their home fuel bills*, 13 December 2011

- RE:FIT is aimed at getting public bodies in London reduce their carbon footprint, through measures such as heat-recovery systems, photovoltaic cells, insulation, draught-proofing, and lighting upgrades. So far, 42 buildings have been retro-fitted, delivering 5,000 tons of carbon emissions reductions¹²² and an average 28 per cent reduction in energy consumption¹²³. This will deliver an estimated annual energy saving worth £2.3 million¹²⁴. The Fire Brigade's carbon emissions were cut by 20 per cent LFB¹²⁵. If re-elected, I will continue to roll out RE: FIT, with an immediate target of a further 58 GLA Group buildings. At least 140 organisations have already shown interest in the model to date, with 200 buildings set to be retrofitted¹²⁶.
- A £3 million RE:CONNECT programme has created ten Low Carbon Zones across London¹²⁷, which are on track to deliver a 20.12 per cent CO2 reduction by 2012. The London Heat Map has also been launched, as well as London-wide borough engagement in decentralised energy, generating dozens of new localised energy proposals.

London Green Fund

I have made improving carbon emissions from new builds a priority, with energy efficiency measures central to my new Housing Design Guide and the London Plan. I will continue this drive to reduce carbon emissions, save on energy bills, and create green jobs. I will retrofit a further 20,000 homes through RE:NEW, with a further £3 million from the GLA budget, and explore using £12 million from the London Green Fund to leverage several million pounds, including potential contributions from the European Investment Bank, to create a major programme to reduce carbon emissions through residential development.

Mayor's Low Carbon Prize

It is important for City Hall to show positive leadership, and to foster innovative in green technology, I have introduced the Mayor's prize for new research into low carbon technology. The £20,000 prize is targeted at students, without cost to the public purse.

Electric cars

I have promoted London as the electric car capital of the world, launching Source London, the UK's first citywide electric vehicle charging point network and membership scheme. There are currently over 250 publicly accessible charging points in the network¹²⁸.

I will go further to create 1,300 charging points by 2013, giving Londoners more electric charge points than petrol stations, and increase the number of electric vehicles in the GLA fleet to 1,000.

Air Quality

While London's air is no longer clogged with the industrial effluent that caused its infamous pea-soupers, there is still a need for robust and sustained action to improve London's air. That is why in December 2010, I published an Air Quality Strategy to cut emissions from London's transport network, homes and workplaces, including¹²⁹:

¹²² Mayor of London, Press Release, *Mayor declares London is 'retrofit ready' and ripe for investment to make millions of buildings energy efficient*, 22 June 2011

¹²³ GLA Website, *Making London's public sector buildings more energy efficient*

¹²⁴ Boris Johnson, *Mayor's Questions*, 22 February 2012, 0743/2012

¹²⁵ GLA, *Unlocking public value – Responsible Procurement Progress Report*, December 2010, p. 25

¹²⁶ Mayor of London, Press Release, *Fire stations, hospitals and universities in line for energy makeover following £2.7m cash boost*, 25 March 2011

¹²⁷ GLA Website, *Successes so far*

¹²⁸ Source London Website, *Existing charge point schemes*

¹²⁹ GLA, *Cleaning the air: The Mayor's Air Quality Strategy*, December 2010

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- Strengthened the London-wide Low Emission Zone.
 - An increasing number of buses running on hybrid engines and a New Bus for London which is around 50 per cent more fuel efficient¹³⁰ than a conventional diesel bus. There are proposals in my transport manifesto, *Investing in Transport*, to introduce 600 more buses.
 - Smoothing traffic flow to reduce fumes.
 - Promoting zero-emitting electric vehicles such as electric vehicles.
 - New investment into cycling, including my new, recently extended, Cycle Hire scheme with proposals in my manifesto *Investing in Transport* to explore expanding the scheme to town centres in outer London.

But we are determined to go further. Through my strong relations with Government, I have secured £5 million to create a Clean Air Fund for London to improve air quality in hotspots¹³¹. This fund will¹³²:

- Target reducing pollution at the worst hotspots for particulate matter (PM10).
- Reduce idling through improved signage and infrastructure, targeted interventions with specific vehicles such as taxis and coaches, awareness raising activities and enforcement.
- Installing Diesel Particulate Filters (DPFs) on buses travelling along hotspot locations, such as Upper Thames Street, Marylebone Road and Park Lane.

I will continue to champion improvements to London's air quality, and work constructively with the Government on the issue. I will continue a 100 per cent congestion charge discount for low emission vehicles so that there is a real financial incentive for Londoners to drive the cleanest vehicles available and work with the new London Health Improvement Board to engage the health service in addressing poor air quality.

¹³⁰ Mayor of London, Press Release, *Mayor heralds the arrival of the new bus for London*, 16 December 2011

¹³¹ Department for Transport, Press Release, *£5m to tackle transport emissions in London*, 4 April 2011

¹³² Mayor of London, *Mayor answers to London*, 18 May 2011

4. Making London the best big city to live in

Improving our green spaces

I will:

- Guarantee funding to increase the number of street trees planted to 20,000, and use City Hall's planning powers to require developers to plant more trees.
- Invest £6 million to improve 300 acres of green space and work with boroughs to create 100 Pocket Parks across Greater London.
- Give local people a direct say on Community Payback to ensure offenders serving community sentences carry out tasks set by Safer Neighbourhood Boards, such as removing graffiti and clearing litter.
- Maintain the strong protection of green space and presumption against development of back gardens in the London Plan.

More street trees

It is crucial we improve London's local environment, to make neighbourhoods attractive places to live, work and invest. While Ken Livingstone and his officials spent time and taxpayers' money jetting around the world, including £37,000 on first-class tickets to Havana, key aspects of our local environment were neglected.

Under my predecessor, a third of boroughs saw a decline in the number of street trees¹³³. I promised to scrap Ken Livingstone's propaganda newspaper, "The Londoner", which cost taxpayers £2.8 million a year¹³⁴, and instead invested in measures to improve London's street environment. I planted the 10,000th street tree earlier this year¹³⁵ – fulfilling my pledge to plant 10,000 street trees within four years. Working with the Forestry Commission, we have planted street trees in more than 40 areas in 29 boroughs¹³⁶ and, through my RE:LEAF programme, I have planted a total of 100,000 new trees since 2008¹³⁷, including 30,000 trees to create new woodlands¹³⁸.

I will deliver 20,000 street trees and have allocated £6 million in the GLA budget for this purpose. I will prioritise funding for boroughs who offer match funding.

Pocket Parks

I launched Help a London Park, providing £6 million to help more than ten parks, with the public able to vote for their park to make them cleaner, safer, greener and better places to visit and enjoy. Ten parks received £400,000 each¹³⁹, including Brent River Park in Ealing, Crane Valley Park in Richmond and Hounslow, Dollis Valley Green Walk in Barnet, Fairlop Waters Country Park in Redbridge, Parish Wood Park in Bexley and Wandle Park in Croydon.

The Mayor's Premier Park, a prize of £2 million, was awarded to Burgess Park in Southwark. This has enabled Burgess Park to undergo a major renovation, match-funded by the borough council, as part of plans to regenerate the Aylesbury estate.

¹³³ GLA, *Chainsaw massacre: A review of London's street trees*, May 2007, p4

¹³⁴ Mayor of London, *Mayor's Questions*, 12 December 2007, 2971/2007

¹³⁵ Mayor of London, *Press Release*, *Press Release, Boris marks delivery of his trees and parks promises by planting 10,000th street tree*, 14 February 2012

¹³⁶ GLA, *Press Release, Boris marks delivery of his trees and parks promises by planting 10,000th street tree*, 14 February 2012

¹³⁷ Mayor of London, *Press Release*, 14 February 2012; GLA, *Press Release, Boris marks delivery of his trees and parks promises by planting 10,000th street tree*, 14 February 2012,

¹³⁸ Mayor of London, *Press Release*, 14 February 2012; GLA, *Press Release, Boris marks delivery of his trees and parks promises by planting 10,000th street tree*, 14 February 2012,

¹³⁹ GLA Website, *Help a London Park*

In total, I am delivering improvements to 300 acres of green space, and will continue this by working with boroughs and community groups to establish 100 Pocket Parks, similar to those which grace Paris, to create more green space for families to play and relax in.

Royal Parks

Londoners benefit from a number of high-profile Royal Parks, such as Green Park and Hyde Park. I will ensure that the Royal Parks are not ruined by commercial exploitation, using the new powers the Government has granted to appoint the board of the Royal Parks Agency.

Combating litter and graffiti with Community Payback

Neighbourhoods can be blighted by litter and graffiti. No grime should be tolerated, and I will work with local authorities to wipe it from the face of London. Under Ken Livingstone, there was a 14 per cent rise in fly-tipping incidents, with a total of over 500,000 incidents dealt with by the boroughs in 2007-08¹⁴⁰ – at a total cost of around £20 million. In contrast, I have cut fly-tipping every year and in 2010-11 there were fewer than 250,000 incidents¹⁴¹.

I also tackled litter, launching the “Love Clean London” mobile phone app in March 2011 to engage Londoners and reduce litter and associated costs. I supported the Capital Clean-up campaign, which aims to make London cleaner and greener for 2012 by coordinating events from litter-picks to education activities across the capital. An estimated 2,820 volunteers took part in more than 200 events across 25 boroughs during the 2011 campaign¹⁴². I will ensure that offenders serving community sentences are fully deployed to tackle these problems under the Community Payback scheme. The Earn Your Travel Back scheme has seen more than 3,000 young people earn travel costs through a range of activities¹⁴³ with environmental charities such as the London Wildlife Trust.

Green volunteering

I promised to encourage City Hall staff to do one day a year volunteering for a green charity. I have given all GLA staff three days a year leave for volunteering activities, and my senior team of advisors and directors has led by example by helping with a variety of activities during volunteering week every June, and will continue to do so.

Protecting back gardens

Under the last Labour government, gardens were classified as brownfield space and had no specific protection in Ken Livingstone’s London Plan. As a consequence, back gardens were disappearing in favour of development. Under my predecessor, in 2006 alone, over a thousand London gardens were used for new build projects¹⁴⁴.

I promised to strengthen the protection of green spaces, and have done so. The new London Plan published in 2011 committed to protecting the green belt and other open spaces and private residential gardens are no longer classed as “previously developed land”, with the new London Plan enabling boroughs to introduce a presumption against development on back gardens or other private residential gardens in their Local Development Frameworks.

I will retain the strong protections now afforded back gardens and other green space, and continue the presumption against development of back gardens, as part of the London Plan.

¹⁴⁰ DEFRA, *Fly tipping official statistics*

¹⁴¹ DEFRA, *Fly tipping official statistics*

¹⁴² GLA, Capital Clean-up, *Campaign Newsletter*, November 2011

¹⁴³ Mayor of London, *Mayor’s Questions*, 14 December 2011, 4040/2011

¹⁴⁴ London Assembly Environment Committee, *Garden Grabbing Update*, 11 October 2007, p. 2

Promoting home ownership

I will:

- Boost the First Steps programme of low-cost home ownership to help around 25,000 Londoners through a greater role for First Steps agents, enabling households to switch low-cost home ownership products as their circumstances change, and encouraging providers to develop products which let households convert rent into equity.
- Promote to Londoners the Government's mortgage guarantee scheme which will reduce deposits for 100,000 buyers.

Extending First Steps

Low-cost home ownership is critical to help low and modest income Londoners on to the property ladder in an affordable way. I promised to launch the First Steps housing programme to help first-time buyers, and by April 2011 we had helped around 25,000 people buy their first home¹⁴⁵. I will boost this scheme in this investment round to help a further 25,000 Londoners through the delivery of more than 18,000 First Steps homes¹⁴⁶. I will extend this successful programme of low-cost home ownership by giving a greater role to First Steps agents, exploring the possibility of promoting affordable home ownership through high street agents and enabling households to switch low-cost ownership products as their circumstances change, and continuing to ensure that all receipts are reinvested into new affordable housing.

I will also explore "rent to save" schemes that enable people to build equity through their rent payments. This would enable Londoners who are currently locked out of home ownership to gain equity in their home without the need for a mortgage or deposit and provide landlords with tenants who have a long-term commitment to the home in which they live.

Promoting mortgage guarantee

The Government has announced a new mortgage guarantee scheme to help up to 100,000 households¹⁴⁷, reduce the amount purchasers require for a deposit. The scheme, which applies to new-build purchases, means people only need a 5 per cent deposit, with a combination of house builder and Government indemnities providing up to 9 per cent more¹⁴⁸. I have worked closely with the Government on this scheme, and ensured London fully benefits – for example, with the inclusion of flats as well as houses in the scheme. I will work with lenders and smaller house-builders in London to ensure the scheme is taken up, and promote it through my new First Steps agents.

Improving the private rented sector

I will:

- Launch the London Rental Standard to create a single accreditation badge for the capital and accredit 100,000 landlords by 2016.
- Campaign against rent controls, which will deter investment in housing and drive down the quality of housing stock.
- Encourage institutional investment, including reviewing land.

¹⁴⁵ GLA, *The Revised London Housing Strategy*, December 2011, Appendix One, based on 1.5 persons per home from CORE data.

¹⁴⁶ GLA, *The Revised London Housing Strategy*, December 2011, Appendix One, based on 1.5 persons per home from CORE data.

¹⁴⁷ DCLG, Press Release, *Industry support grows for NewBuy Guarantee*, 12 March 2012,

¹⁴⁸ Department of Communities and Local Government, Press Release, *New Build Indemnity Scheme*, 21 November 2011

Launch London Rental Standards and accredit 100,000 landlords

London's private rented sector is home for a diverse range of Londoners, with around one in five London households privately renting their home.

I am committed to promoting an attractive and vibrant private rented sector that caters for all needs. I have doubled the number of accredited landlords to help improve day-to-day management in the sector and enhance protection for tenants' deposits, and I have launched London's first Rents Map to allow the public access to information on rents to ensure they are being charged a fair price.

Working in partnership with landlords, agents and accrediting bodies, I will improve the quality of privately rented homes and landlords by launching a single badge to replace the current confusing plethora of quality marks for landlords issued by a bewildering range of accrediting organisations. This should help set common standards across London for landlords and for letting and management agents; increase consumer recognition and choice; encourage more landlords and agents in the capital to seek accreditation with incentives to become accredited, such as discounts on repair services and access to funding to raise environmental standards; and help expose the small number of rogue landlords blighting the reputation of the sector. I will aim to accredit 100,000 landlords by 2016.

Campaign against rent controls

I will resist rent controls, which evidence shows can drive away investment and reduce the quantity and quality of privately rented housing stock. Where rent controls have been tried, they have limited the supply of rented homes, by reducing the incentives for landlords and so pushing up prices still more¹⁴⁹. Indeed, once rent controls were abolished in England in 1988, the long term decline in the number of private rented homes in the UK reversed and the sector has been increasing ever since¹⁵⁰. Instead, I will focus on increasing supply and improving quality in the sector by encouraging investment and extending landlord accreditation.

Encourage institutional investment

There is continued interest in "build to let" models in London, entailing long-term institutional investment. There are already examples of this happening, with proposals being developed by a long list of organisations, ranging from major international institutions to innovative start-ups. The Government has also sought to encourage institutional investment into residential development.

I will work with the Government to build the right environment and explore incentives to unlock institutional investment in London. I will also review whether any landholdings transferring to City Hall would be suitable to stimulate such an investment.

Housing London's workers

I will:

- Create 100,000 jobs through my housing programmes to deliver around 55,000 affordable homes by 2015 for low and middle income workers.
- Deliver new homes to new higher space and design standards, including a significant proportion of family-sized housing.
- Invest £821 million into improving 45,000 existing council-owned homes.
- Ensure empty homes represent no more than 1 per cent of total housing stock, and invest a further £15 million to bring empty homes back into use.
- Extend the No Second Night Out initiative to tackle rough sleeping across Greater London.
- Publish a list of all assets held by the GLA Group for the public, investors and developers to see.
- Establish a single property unit for all land holdings at the GLA Group and a single, cost-effective

¹⁴⁹ HM Treasury, *Investment in the UK private rented sector*, February 2010, paragraph 5.2, p21

¹⁵⁰ HM Treasury, *Investment in the UK private rented sector*, February 2010, paragraph 5.3, p21

procurement process for all land holdings to speed up the release of land and reduce bureaucracy with returns being reinvested to the benefit of Londoners.

New powers for London

The previous Labour government did not trust Ken Livingstone with housing. But I have persuaded No 10 to increase substantially the powers of City Hall to tackle London's housing challenges, boost economic growth and provide affordable housing for low and medium income Londoners. I have published London's first statutory housing strategy, setting London-wide housing policy to tackle challenges of supply and acute need, and persuaded the Government to lift the prevention imposed by the previous Labour government to stop City Hall investing in housing.

I have agreed with the Government to devolve the programmes, assets and staff of the London Homes and Communities Agency to City Hall at no cost and, despite one of the toughest spending rounds in history, secured a £3 billion funding settlement¹⁵¹. These powers will be exercised within City Hall rather than through a Functional Body, to make housing directly accountable to the Mayor.

I will fully utilise these new powers to the benefit of London, to deliver agreed programmes including new affordable homes and upgrading existing council-owned homes. I will also work closely with the new regulator to ensure that London's assets are protected for London, and with a wide range of partners across the sector and the Government to fully utilise City Hall and boroughs' new powers to ensure London continues to deliver affordable homes for low and middle-income Londoners.

Record number of affordable homes

Using my new powers and investment, I will continue to drive the delivery of affordable housing to ensure low and middle income Londoners can live close to their place of work, with City Hall on course to deliver almost 100,000 affordable homes during the current and previous investment rounds, 2008-2011 and 2011-2015¹⁵².

I scrapped Ken Livingstone's 50 per cent target for social housing, which had delivered an average of just 32 per cent in the three years before I was elected¹⁵³, and was often ignored by Ken Livingstone himself when making planning decisions. I replaced this failed target with a pledge to deliver 50,000 affordable homes in my first term – a record for City Hall's history. Despite the toughest economic conditions since the 1930s, I have beaten this target, with around 52,000 net new affordable homes funded through the Homes and Communities Agency, whose London board I chaired¹⁵⁴. This includes the most family-sized affordable homes for a decade, as part of our efforts through my new London Overcrowding Board, to reduce overcrowding for vulnerable families.

I have also secured £108 million to unlock stalled sites with planning permission to support construction and provide new homes for Londoners¹⁵⁵. The funding has the potential to create more than 2,700 homes and thousands of jobs¹⁵⁶ in Barnet, Brent, Bromley, Enfield, Hackney, Hillingdon, Hounslow, Lewisham, Wandsworth, Southwark, Croydon and Haringey.

The new housing powers I have secured will make the Mayor directly accountable for housing investment, and enable me to align investment more closely with my statutory policy powers and other parts of the GLA Group, notably economic regeneration and the infrastructure investment of TfL. I have agreed with the Government a housing programme which will deliver around 55,000 affordable completions¹⁵⁷ in the 2011-2015 investment round at a range of rents.

¹⁵¹ GLA, Press Release, *Mayor unveils strategy to deliver thousands of new homes and jobs for London*, 13 December 2011

¹⁵² GLA, Press Release, *Mayor unveils strategy to deliver thousands of new homes and jobs for London*, 13 December 2011

¹⁵³ GLA, London Plan Annual Monitoring Report 5, February 2009, p. 33, Table 16

¹⁵⁴ GLA Website, *An ambitious vision for housing in London*

GLA, Press Release, *Mayor secures more than £100 million to boost house building, jobs and construction across London*, 19 March 2012

¹⁵⁵ GLA, Press Release, *Mayor secures more than £100 million to boost house building, jobs and construction across London*, 19 March 2012

¹⁵⁶ GLA, *Mayor's Questions: Written Answers*, 14 March 2012

¹⁵⁷ GLA, *The Revised London Housing Strategy*, December 2011, p. 43

New design standards

It is essential that design quality in new homes enhances and extends London's proud architectural heritage and delivers higher design standards for all.

I have sought to end the era of poorly designed, cramped homes, and renew the capital's traditions of design excellence with more space for children to play and people to live and work at home by introducing higher standards through the London Plan, including the Parker Morris plus 10 per cent space standard. I have also simplified standards for the industry by reducing a plethora of around 300 design codes from various bodies to prioritise around 80 core codes.

I will continue to champion better designed schemes, and ensure my new standards will apply to all new housing in London, with all new homes expected to meet all the baseline standards and encouraged to meet the good practice standards, and all new homes that are in receipt of public funding meeting the new standards in full.

Decent Homes

It is important we continue to improve existing council-owned stock to ensure it is fit for the future. Since 2008, more than 68,809 council-owned homes have been improved¹⁵⁸, with works such as new windows and kitchens. I will work with boroughs to improve a further 45,000 council-owned homes, having secured £821 million, just over half the national pot, as part of the transfer of responsibilities to City Hall¹⁵⁹.

Empty homes

Empty homes are a scandalous waste of housing stock, blighting communities, creating a magnet for crime and driving away investment. When I was elected, City Hall had little focus on bringing empty homes back into use.

Working with a range of partners, I have led a determined effort to reduce the number of empty homes in London. Despite tough economic conditions which could mean more stock is left empty, I have reduced the empty homes to the lowest proportion of housing stock since the 1970s.¹⁶⁰ I promised a Boston-style audit of all empty stock to identify buildings that could be brought back into use and, working with boroughs, I have completed the audit and published the results¹⁶¹. I also allocated, as promised, £60 million to bring 4,145 empty homes back into use¹⁶².

I will continue to tackle the scandal of empty housing, renewing that pledge that no more than 1 per cent of stock should be empty for six months, and maintaining the empty homes audit. I will also sign contracts with the boroughs and providers to allocate a further £15 million to bring empty houses back into use, and ensure that community groups in London benefit from the £30 million the Government has made available for empty homes¹⁶³. I will also support the Government's efforts to criminalise squatting.

Rough sleeping

Before I was elected, City Hall did little to tackle one of the most acute housing challenge in the capital: rough sleeping. I set up the London Delivery Board, along with boroughs, the voluntary sector and other agencies, to meet the challenge to end rough sleeping, and will continue to pursue this goal.

158 Mayor of London, Press Release, *Mayor secures more than £800m to improve thousands of council homes across the capital*, 17 February 2011

159 GLA, *The Revised London Housing Strategy*, December 2011, p. 43

160 GLA, *London Empty Homes Audit*, 10 January 2012

161 Mayor of London, *Mayor answers to London*, Question number 3538/2011

162 Department for Communities and Local Government, Press Release, *New strategy to deliver homes and strengthen the economy*, 21 November 2011

163 NSNO Website, *LATEST FACTS*

I have secured investment and launched a range of initiatives to ensure that, by the end of 2012, no one should be living on the street, and no one who arrives on the street should spend a second night sleeping rough. This includes our “205” project, which has helped three-quarters of London’s most entrenched rough sleepers off the streets, including someone who had spent over 40 years sleeping rough, and the flagship No Second Night Out project which has helped nearly 800 people avoid spending a second night sleeping rough in just under a year¹⁶⁴. This year I will expand No Second Night Out, and establish a second hub which enables outreach to be done indoors rather than on the streets. I will also work to ensure that the new London Health Improvement Board works with health commissioners to improve the outcomes for homeless people.

Publish a list of all assets held by the GLA Group and create a single property unit

I am committed to bringing forward surplus public land for development, to create jobs and stimulate economic growth.

I have persuaded the Government to transfer over 530 hectares to City Hall as part of the Localism Act 2011¹⁶⁵. It makes the GLA one of the largest owners of public land in London, with the transfer of the investment powers and assets of the London Homes and Communities Agency, London Development Agency, and some of the London Thames Gateway Development Corporation to the GLA on 1 April 2012. This complements the landholdings of other parts of the GLA Group, including Transport for London and the Olympic Park under the new Mayoral Development Corporation.

I have prioritised the development of surplus public land for housing and regeneration, including:

- The regeneration of the Royal Docks in Newham, including creating more than 9,000 jobs through the Silvertown Quays development¹⁶⁶.
- Unlocking stalled schemes such as Greenwich Peninsula, creating over 4,000 jobs¹⁶⁷.
- The release of surplus sites like St Clements and Queen Elizabeth Hospital, both in Tower Hamlets and Newington Butts in Southwark and Silvertown Way in Newham currently being taken to the market¹⁶⁸.

I will continue this release of surplus public land within my control to boost growth and create thousands of homes and jobs, with the capital receipts being reinvested to the benefit of all Londoners. I will also ensure the Mayor’s Office, working closely with boroughs and other partners, takes the lead on developing proposals for the delivery of future phases of major developments, such as Barking Riverside and Greenwich Peninsula.

To accelerate the release of public land in a cost-effective way, I will procure a London Development Panel, in partnership with boroughs and other public land-holders, a framework panel from which developers for sites can be selected without necessitating a separate, costly and time-consuming procurement exercise having to be undertaken. I will also establish a single property unit for all of the land holdings in the GLA Group, to streamline management and speed up the procurement of those sites.

I will also publish and maintain a list of all land holdings in the GLA Group and encourage other public-sector land-holders in London to do the same.

¹⁶⁴ GLA, *Proposed Changes to the GLA Establishment Arising from the Devolution Programme*, 29 February 2012, item 4.4.3, p. 4

¹⁶⁵ Daily Telegraph, *London Mayor Boris Johnson hails £1.2m plan for derelict city area*, 17 March 2012

¹⁶⁶ Mayor of London, Press Release, *Mayor and Communities Secretary announce major regeneration and jobs for Greenwich Peninsula*, 18 January 2012

¹⁶⁷ Mayor of London, Press Release, *Mayor and Communities Secretary announce major regeneration and jobs for Greenwich Peninsula*, 18 January 2012

¹⁶⁸ Mayor of London, Press Release, *Mayor accelerates delivery of public land to provide more homes*, 28 October 2011

Community-led development

I am committed to engaging the community in development, from the design, procurement and long-term management of major developments in London. I have ensured the St Clements site in Tower Hamlets will create the UK's first urban Community Land Trust (CLT), and my new Mayoral Development Corporation for the Olympic Legacy will also continue the process to create a CLT within the Chobham Manor site on the Olympic Park. I will require developers to set out their community development credentials as part of the application process for the new London Development Panel.

Growing the London economy

