

LoCATE stakeholders rallied

At a meeting on 5 July 2012, stakeholders were brought up to date with the progress of Local Plans and the evidence being prepared in support. Jenny Munro, MD of Biggin Hill Airport Ltd. reviews the prospects for LoCATE below.

Now that we have created our own local enterprise initiative – LoCATE at Biggin Hill – let's now work together to boost the business growth for our community.

Created as an effective forum between the private sector and the civic leaders of our local and regional Government here in London, LoCATE enables decisions to be taken and strategy to be developed on key issues for business such as infrastructure, trade and inward investment, training and career development.

Selected as a Strategic Outer London Development Centre in the Mayor's London Plan, Biggin Hill has already attracted over £30 million of foreign investment and is at an early stage in an application to the London Growth Fund to help us bring forward the Apprentice training and career development facilities so vital to the successful delivery of the one thousand jobs expected to be achieved from this initiative.

LoCATE is competing for investment in a global market place. Our competitive advantages are our unique location around a commercial airport in London with both land and capacity for growth at a time when improved connectivity and access to London are critically important for its position as a World City.

At the core of the LoCATE zone is a commercial airport specialising in Business and General Aviation and in attracting companies engaged in this fast growing sector

of air transport which accounts for 8% of all flights through European airspace. Biggin Hill is already one of the recognised Business Aviation clusters in the world and is a superb platform for attracting further investment from aircraft manufacturers, component suppliers and the wide range of support companies engaged in the sector.

Despite the tough trading conditions over the last few years the LoCATE initiative has been successful in attracting some high profile investments, jobs have been created, apprenticeships started and foundations laid for growth. There is every cause for optimism that LoCATE at Biggin Hill will be among world leaders in our section of aviation and will be an invaluable gateway and economic contributor to the success of London.

Jenny Munro

**Managing Director
Biggin Hill Airport Ltd**



Government Draft Aviation Policy

The Government's long awaited draft Aviation Policy Framework was published on 12 July 2012. A consultation period follows, and the Government is committed to publishing the final policy in Spring 2013. However, a Call for Evidence on connectivity has been delayed until the Autumn. The draft includes references to the planning process and the LoCATE team will consider how to respond. Evidence on the particular strengths of business aviation in terms of connectivity (three times as many places as scheduled services) has already been submitted.





London Growth Fund application

An application has been made to the Mayor of London's Growth Fund to enable the main parties involved in West Camp (LB Bromley, the Heritage Trust, the Airport and the landowner) to accelerate its development. A skills academy and heritage developments are top of the list of opportunities, which also includes a hotel, conference centre and commercial office development.

LoCATE strategy emerges from studies



Conclusions are emerging from studies by Nathaniel Lichfield and Partners and Jones Lang Lasalle on the economic and property potential of LoCATE@Biggin Hill which will be submitted to the London Borough of Bromley as a key piece of evidence as the borough moves forward with its Local Plan.

The background to the studies is the planning reforms introduced with the Localism Act and the National Planning Policy Framework, together with the London Plan's Strategic Outer London Development Centre (SOLDC) policy. The studies seek to provide a fresh look at property

development at Biggin Hill and to help Bromley put in place an appropriate planning policy response.

Economic Value and Potential

The first study seeks to quantify the economic value of the SOLDC area which covers the Airport, West Camp and the adjacent industrial areas. It concludes that:

- There are currently around 1,000 jobs, three quarters of which are due to the presence of the Airport
- Aviation-related and aviation-user jobs deliver higher Gross Value Added than the Bromley average

- There are positive wage, supplier, user and aircrew spend effects in the local area and from the high net worth individuals and decision makers who pass through

- Local skills initiatives include apprenticeships and the Academy, and Career Connect

In terms of the potential:

- Biggin Hill can be benchmarked with other Business and General Aviation airports in the UK, Europe and the US
- 900 more jobs are possible within 5 years, with 2,300 in the longer term
- Gross Value Added could double in the short term

From an Airport perspective:

- Business and General Aviation is recognised as critical to economic and business growth
- London's importance as a financial and business centre relies heavily on its air connectivity, but London's main airports are congested and cannot provide enough links to emerging markets
- Biggin Hill is the least constrained airport within London although its Operating Criteria are more limited

Property Strategy

The key findings of the Jones Lang Lasalle study are:

- The Airport is the strongest reason to locate at Biggin Hill, and the SOLDC is therefore reliant on the long term success of the Airport. The approach should be to develop 'inside out', building on the existing business base
- Current UDP, heritage and green belt designations are not helpful in attracting demand
- Airside access is one of the most critical benefits at Biggin Hill in attracting aviation businesses

- Sites with potential such as West Camp are rare within the M25, and an early focus should be to build the local and business community at LoCATE, including through meeting places
- LoCATE partners should work together to develop a positive portfolio of sites, with accessibility, deliverability and funding likely to be critical



The proposed strategy is then:

- An early focus on a property product that will build the 'airport community'
- A focus on maximising the benefit of airside access
- A focus on growing the 'footfall' of users
- Have zones for airport operations, airport users and airport servers
- Preserve scope for expansion by existing businesses
- Review constraints to enable better use of underutilised infrastructure

Croydon Core Strategy

Biggin Hill's near neighbour, the London Borough of Croydon, is also moving its Core Strategy towards finalisation and the Examination in Public of its Submission Version is to begin on 11 September 2012. The Strategy notes the opportunities provided by Biggin Hill as it is very close to the community of New Addington. With the recently published National Planning Policy Framework putting particular emphasis on cross boundary working, Biggin Hill's SOLDC status with greater than sub regional significance is an important factor in the Strategy.



Further Information

If you would like to receive further information on investment opportunities in the Biggin Hill area please write to either:



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LoCATE Stakeholders

Autoflame Engineering Ltd
Avalon Aero
Biggin Hill Business Association
Biggin Hill Residents Association
Bromley & Orpington College
Bromley Residents Federation
Clarkson Wright & Jakes
Coba Asset Management
Concorde Industrial Estate
Croydon Chamber of Commerce
Croydon College
Falcon Flying Services
Formula One Management
Jet Aviation
Greater London Authority
Kent County Council
London Borough of Bromley
London Borough of Croydon
London Chamber of Commerce
London First
Oriens Advisers
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Biggin Hill Private Aircraft Owners Association
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Russell Clark
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