THE CREATIVE CHOICE
WALTHAM FOREST | EAST LONDON
INTRODUCTION

Waltham Forest is a great place to live with more and more people choosing to call it home. We want to make sure this continues and that is why we are committed to creating a borough for everyone.

We have ambitious plans to continue to regenerate the borough, making sure that it meets the needs of our residents by providing more affordable housing, more jobs and more leisure activities.

As our borough grows, we are ensuring that we have the facilities and infrastructure in place for our existing and new residents. So, along with planning for 12,000 new homes, a mix of council, affordable and private, we are making sure that we have the school places, health facilities and transport connections needed to support these new homes.

We know that we can’t do this alone, and that is where you come into play. We need investors, developers and businesses who are committed to unlocking the potential of our borough.

With a clear vision for growth, renewed commitment to high quality design standards, major transport investment and plans for 12,000 new homes, we’re investment ready and would like to hear from you.

Chris Robbins - Leader of Waltham Forest Council

Martin Esom - Chief Executive of Waltham Forest Council
KEY FACTS

- **12,000 new homes by 2020** in Leyton, Leabridge area, Blackhorse Lane, Wood Street and Walthamstow

- **Designated Housing Zone** set to bring thousands of homes and jobs

- **Land available now** – brownfield and council owned assets released

- **Investment ready** – planning frameworks in place, a new Design Charter adopted and a new team with the full support of Members ready to do business

- **The place to invest** – Hill Residential, Legal & General, Bouygues, U + I, Hadley Property Group, Bellway, Countryside, and Capital & Regional are amongst those already here

- **Award winning** mixed use scheme setting the standards – The Scene, Best Regeneration Project and Overall Winner at the National Housing Awards 2015

- **Continued investment in infrastructure** – improved town centres, with new public realm, new schools, a new leisure centre with more planned and parks improvements

- **Great connections** – 11 minutes by tube to Central London, a new station at Lea Bridge opens in May 2016 and a £27million programme to transform cycling and walking

- **Great location** – minutes from the City and close to Queen Elizabeth Olympic Park, the Lee Valley, Walthamstow Wetlands project and Wanstead Flats

- **A changing demographic** – 56 per cent of residents in work are ABC1s. In a population of 265,800 the average age of residents is under 35, a third are under 25

- **Cultural landmarks** including the William Morris Gallery and Vestry House Museum attracting local and international visitors
The birthplace of William Morris and Alfred Hitchcock, Waltham Forest is east London’s cultural hotspot. Bordered by ancient woodland and just 15 minutes from central London the quality of life is what makes us special. With 12,000 new homes planned, a Housing Zone, a new Creative Enterprise Zone and our £27million cycling scheme, this ambitious borough is seeking quality developers and investors that want to build on our creative character. Help build somewhere people want to call home.
Located in north-east London, Waltham Forest is one of the greenest and fastest growing areas in London. With more than 265,000 people calling the borough home, we have a vibrant and youthful culture. The average age of our resident is just below 35 years old, with a third under 25 years old. House prices are increasing at one of the quickest rates in the country - up 25 per cent in the past year.

Our excellent transport links, masses of green space, solid local services, friendly communities and relative affordability help to make the area great. The borough boasts the award winning William Morris Gallery, vibrant town centres, great leisure facilities and Walthamstow Wetlands - one of the largest urban nature reserves in Europe - and is just a stone’s throw away from the world class facilities of Queen Elizabeth II Olympic Park.
With its excellent transport links to the West End, the City, Canary Wharf, Stansted Airport and the rest of the UK, the borough has great connections.

After a 30 year closure, the reopening of Lea Bridge Station in 2016 will reduce journey times between south of the borough and the City to less than 10 minutes.

By maximising the transport links, along with the area's proximity to great facilities including Queen Elizabeth Olympic Park, Walthamstow Wetlands and Westfield Shopping Centre at Stratford, the Leabridge area boasts huge development potential and set to be the home of a new community.

The borough is also one of three areas in London to benefit from major transport investment through Mini-Holland. This £27 million programme is transforming the borough into one of the most cycle friendly areas in the country. Along with helping to make cycling even easier, it’s improving swathes of the borough with better pathways, public spaces and links between key transport hubs.

MAJOR LINKS TO M11, A12 & M25
15 MINS  
TO LIVERPOOL ST

18 MINS  
TO KINGS CROSS & ST PANCRAZ INTERNATIONAL

20 MINS  
TO OXFORD CIRCUS

32 MINS  
TO STANSTED AIRPORT

19 MINS  
TO LONDON CITY AIRPORT
Waltham Forest has ambitious plans to deliver 12,000 new homes by 2020. We are identifying locations and opportunity sites across the borough, for a mix of private, affordable rented, first time buyer and accessible housing. These are in places where people will want to live and in safe, friendly and well supported communities.

We are in the process of leveraging the borough’s assets and using our powers to release land to ensure that we can deliver these much needed new homes. Sites for 8,000 homes have already been identified and some large development sites are in the planning pipeline. We’re focusing on our own assets to identify further opportunities and doing further work to review brownfield opportunities. Alongside this we’re ensuring that new housing will be supported by the necessary infrastructure and local services with a particular focus on schools and health provision.

We have put all the building blocks in place to ensure that Waltham Forest provides an attractive offer to investors, developers, businesses and potential residents, whilst balancing the needs of existing residents and retaining our distinctive character.

In the borough that brought you William Morris, we understand the importance of quality design and are setting new standards for home design. We’re making sure that our planning processes are easy to use, fast, and effective and we’re continuing to invest in the things that make Waltham Forest such a great place to live like our town centres, parks, leisure facilities and programme of world-class events.
Great Partners

We’ve got a great track record of working with partners to transform our borough. Our extensive investment into our town centres, parks and leisure facilities has been complemented by our partnerships with large-scale housing and mixed use developments.

“Throughout our involvement in the redevelopment of The Scene, Walthamstow we have been impressed with the professional, positive and pro-active approach of all representatives from the borough at all levels ....and we would welcome the opportunity to work with them again.”

Paul Jordan – Operations Director The Hill Group

“LBWF’s positive and pro-active approach has helped achieve development on the ground, including at complex and iconic sites such as the Walthamstow Stadium.”

Jerome Geoghegan – Group Director of Development and Sales at L&Q
Waltham Forest is full of potential, and the time is right to make sure economic growth and development is accelerated and benefits our residents. We already have many successes: The Scene has opened in Walthamstow’s town centre with its new Empire Cinema; The Mall Shopping Centre is enjoying a £3million refurbishment; Solum Regeneration’s Metro Pads phase 1 is now sold; and regeneration projects are underway or in the pipeline in Blackhorse Lane, Wood Street, Lea Bridge, the Leyton/Northern Olympic Park Gateway and Walthamstow Wetlands. There has never been a better time to invest here.

We have five key regeneration hotspots:

- **Walthamstow Central**
- **Walthamstow St James**
- **Blackhorse Lane (in easy access of Walthamstow Wetlands)**
- **North Olympic Park (Leyton)**
- **Lea Bridge Road**

In addition to 12,000 new homes our regeneration plans include increasing employment opportunities for local people, in both construction and long term roles, and spending on good quality shopping, leisure and cultural services.
For information on our development opportunities contact:

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