

**Project code:** 8386

**Project name:** Future Places: Recovery, Low Carbon Neighbourhoods and Economic Development in Hounslow

**Contact:** Amy Burns, Hounslow Council

**Category:** Future Places

**Category type:** LGC Awards Categories

**Project title:** Future Places: Recovery, Low Carbon Neighbourhoods and Economic Development in Hounslow

- These awards primarily cover achievement and performance in the calendar year 2020 and the first two months of 2021, and entries should have a particular focus on that period. However, judges will take into account work that began before that period, as well as achievement and performance since that period.
- The awards will reflect the fact that Covid-19 and the response to it have posed an unprecedented challenge to local government. Judges' decisions should reflect attributes such as performance, resilience, compassion and adaptability in the face of the pandemic alongside achievement, innovation and vision. However, entries which are primarily not about the council's pandemic response should be treated equally to those that are.
- You only have to submit a single statement explaining why you should win (up to 1,000 words).
- Please also provide a 100-word summary of your entry. Please use this as an opportunity to make a pitch to our judges about what makes your work innovative and bold.
- Please use the questions in the bullet points below as a guide and break up your submission accordingly. Some may be more applicable than others for your entry.
- Please specify which private sector partners do you work with (if any).
- While you have the option of providing supporting material, we urge you to do this sparingly, and only if you feel further evidence is required to back-up your entry. The critical information should however be included in the main part of your entry.

If you require any help with your entries contact: **Rafael Younes** on **020 3953 2115**, email [Rafael.Younes@emap.com](mailto:Rafael.Younes@emap.com) or **Jae Taylor** on **020 3953 2117**, email [Jae.Taylor@emap.com](mailto:Jae.Taylor@emap.com)

**Supporting material:**

[future\\_places\\_supporting\\_evidence\\_1.pptx](#)

**Submissions should focus on:**

- A clear view of the challenges faced in their local area;
- How the council and its partners are engaging with technology providers to find potential solutions or pursue opportunities;
- A description of how the solutions are working or will work;
- Clear evidence of impact or potential impact.

**Award entries will be judged upon:**

- The levels of creativity and ambition shown in the solution or solutions;
- The health of the partnership that the council has with technology providers;
- The clarity of the roadmap and any further evidence that shows how the particular challenges of the local area will be met or are being met;
- Evidence that the work in question could create jobs or demonstrate the capability of UK businesses in the global market

Please tell us in no more than 1,000 words why you should win

## **Your answer here:**

### The Challenge

As the true economic impact of COVID-19 in Hounslow began to emerge, we knew that to respond effectively we needed the right data. We commissioned Oxford Economics to study and forecast the impact on Hounslow in spring 2020.

This told us what we feared. Hounslow, primarily due to its economy's strong links to Heathrow, faced huge economic challenges: a projected £2.7 billion (15%) reduction to the borough's GVA and more than 43,000 jobs at risk – a third of our workforce. Additionally, 40% of the borough's working population – 72,000 residents – were unemployed or furloughed.

Knowing we needed to hear from our communities, we surveyed residents to understand how they were feeling and what support they needed.

The good news was that 60% felt the Council's response had been Good or Excellent (only 15% felt negatively about it). 89% felt informed by the Council during the pandemic. Of those receiving support from the Council, 64% thought it Good or Excellent.

However, mental and physical health had declined – many residents felt isolated, many were struggling financially, and there were a range of other issues where people needed support.

As home to 13,300 small and medium-sized businesses, we also canvassed them. 12,000 had suffered negative impacts. 8,000 ceased trading. 3,000 were unsure about their future.

Facing major challenges; we knew we needed to harness the rich mix of knowledge and passion across our proud, diverse and entrepreneurial borough to rise to them.

### Building future place in Hounslow

By July 2020, we'd established our Recovery Programme Board. Virtually convened and chaired by Leader of the Council, Cllr Steve Curran, the Board is supported by senior figures from Heathrow, health and community partners, educational establishments, Brentford FC, the Metropolitan Police, and major businesses and developers.

Underpinning it are four taskforces – Communities, Economic Recovery, Green Recovery, and Social and Wellbeing. Each has a range of officers, cabinet members and stakeholders driving forward progress.

In September 2020 we held a ground-breaking Borough Recovery Conference, 'One Hounslow, Forward Together', with over 200 attendees – community groups, businesses, NHS staff, faith leaders, academics and residents. Through presentations, workshops and discussions, we shaped a shared vision for Hounslow's recovery.

The resulting Borough Plan for Recovery – 'One Hounslow, Forward Together' – highlighted the work of the Council, its partners and communities. It set out our challenges and detailed the tangible actions we were going to take. Endorsed by the Recovery Programme Board, it framed Hounslow's recovery across four themes – Renewing Local Economies; Tackling Local Inequalities; Empowering Local Residents; Reimagining Local Places – each underpinned by a series of projects and programmes.

### Green and sustainable

Green, sustainable economic development is central to our recovery. Over a 12-week period we ran Innovation Labs (iLabs) bringing together academics, business leaders, public sector partners and residents to discover, explore, create and build our green recovery programme.

A platform for insights, ideas and creative solutions, these iLabs helped address some of the obstacles to addressing climate change, building a sustainable borough and also developing the ambition for low carbon neighbourhoods which are socially inclusive for all our residents. Begun as a concept modelled on the 15-minute neighbourhood designed by the University of Westminster, we developed a unique low carbon neighbourhood proposition right for Hounslow and our people.

15-minute neighbourhoods are about bringing the amenities people need as close as possible to where they live. We'll be engaging residents over the summer with this concept through an innovative 'artificial reality demonstrator' which will allow residents to see and appreciate the impact of a low carbon neighbourhoods.

Hounslow's low carbon neighbourhood will provide easy access to biodiverse spaces and 'high street' services, reducing the number of car journeys that need to be made and helping us deliver our net carbon zero ambitions.

Underpinned by a range of new, existing and green technologies, it will include energy efficient homes, low-car areas, last-mile e-delivery, an ultra-low waste area (supporting the transition to a circular economy). Our approach is designed to drive improvements in public health and wellbeing, an improved sense of place, better air quality and climate adaptation, inclusion (including digital), increased community engagement, as well as contributing to local businesses and economic recovery.

Through collaboration we hope to create a living, breathing national demonstration of a low carbon neighbourhood. Our smart place approach to using the data in intelligent ways will ensure that we continue to be connected through data from internet of devices across the borough. We will build upon the connectivity work to ensure we are a digitally inclusive and connected borough through the wayleave agreements for superfast fibre - whilst enabling the future with 5G.

Evidence to support Hounslow's low carbon neighbourhoods model has been prepared in collaboration with partners: The Connected Places Catapult, Places for People, ReLondon, Energy Systems Catapult, Microsoft, and the University of Westminster. The evidence base draws on other key pilot projects that are underway: Green Skills Academy, EV charging, accessibility and mobility, decarbonisation retrofits, 'green by design' planning, air quality measurement and communications improvement, Eco-schools and reimagining town centres work.

### Looking ahead

We agreed our Green Recovery Strategy in January 2021. It contains ambitious proposals including creating a Green Skills Academy, decarbonising a 300-home estate and building a green enterprise zone.

We've established a £250,000 Green Innovation Fund; begun work on decarbonising Council buildings and schools by replacing gas-fired boilers with sustainable heat generation; and committed £5 million to grow our green vehicles fleet.

There is still much more work to do, and in the context of our Recovery Plan, we are driving forward changes, green growth and future places for our communities to be proud of.

100 word summary\*

**100 word summary:**

Our Recovery Plan, One Hounslow, Forward Together - launched in October 2020 - has at its heart the commitment to build on the innovation and partnership working which has underpinned our inspiring response to COVID-19.

The collaborative plan was developed by the Hounslow Recovery Board – a collection of people and organisations, brought together by the Council, who are committed to ensuring the success of our borough.

Together, as One Hounslow, we're creating a borough which grows and flourishes. We will resurge economically - whilst capitalising on new and emerging technologies to improve lives across the borough.

**What private sector partners do you work with (if any):**

**\* If you are a private sector organisation Please provide contact details of the local authority that you are in partnership with. You will need to obtain prior consent from the local authority contact to pass on their details for GDPR compliance.**

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