



NEWHAM GROWTH PLAN 2025 – 2030

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MAYOR’S FOREWORD

The Newham Growth Plan presents the vision and action plan for how the Council will work with its residents and stakeholders to achieve an inclusive, equitable, green and innovative economy.



It sets out our intentions and actions to position Newham as a driver of, and destination for, investment and innovation, where growth drives tangible benefits and unlocks opportunities for our residents, businesses and communities, and helps future-proof our places and protect our planet.

Responding to recent national and regional economic growth-first policies, the Newham Growth Plan seeks to support inclusive economic growth that will promote the exciting opportunities in our borough. It builds on the principles

of our established Community Wealth Building agenda of ensuring economic, social and environmental justice so that economic growth results in all residents benefiting from long-term prosperity, fairness and wellbeing; doing this well requires addressing the embedded challenges of poverty and inequality alongside enabling growing sectors so that every resident can access future opportunities.

The Newham Growth Plan identifies key actions to create a fair and resilient foundational economy which can continue to support communities through periods of macro-economic

turbulence and shock. We will support the borough's employers to adopt inclusive and fair employment practices, and focus on retaining more wealth locally by supporting our vibrant SME sector, including through participation in our ambitious homebuilding programme and wider procurement opportunities.

Going beyond business as usual, the Newham Growth Plan identifies the opportunity sectors which will drive employment, innovation and growth - setting out our ambition to establish Newham as a destination for the UK's most exciting and innovative institutions and businesses. These future economy sectors are digital and data, construction and green skills, and creativity and culture.

While Newham has unrivalled potential for growth and renewal, our borough continues to face deep-rooted inequalities in income and health. Over the past decade, Newham's economy has grown well above the London and national average, but this progress hasn't shifted the dial fast enough for our most deprived communities to protect them from the impact of recent macroeconomic challenges.

The enduring barriers to opportunity remain, and recent crises in the cost of living and housing and global conflict have only deepened hardship,

pushing those already vulnerable into even greater poverty. The evidence is clear: tackling inequality is not just a moral imperative, it's essential for unlocking inclusive growth and driving up productivity and ensuring secure and healthy lives for our residents. That is why we must redouble our efforts to support an inclusive, equitable and growing local economy.

The Newham Growth Plan's guiding mission therefore focuses on enhancing the livelihood security for the parts of the borough who most need to benefit from growth. We will do this by supporting residents to secure wellpaying jobs and by improving access the fundamental services they need to prosper, as well as access to some of the most exciting economic, cultural and social opportunities in the UK.

It will guide delivery over the next five years to promote opportunity across the borough, laying the foundations of success by supporting our most vulnerable communities, promoting our high streets and helping local places thrive and stay clean, safe, and cared for, supporting our young people into education, training and jobs, delivering the safe, affordable housing we need to live secure lives, and making sure every pound we spend delivers value for residents.





EXECUTIVE SUMMARY

Newham is one of London's youngest, most diverse and fastest growing boroughs.

As a focal point for development in London, Newham is poised to play a pivotal role in unlocking both subregional and national growth potential. The Newham Growth Plan is our blueprint for harnessing this momentum to drive innovation, secure investment and deliver tangible benefits for our residents.

The Plan sets out a bold and targeted approach to fostering an inclusive, equitable, green, and innovative economy. Aligning with national, regional and local growth strategies, this action-focussed plan will establish the borough as a key destination for investment and innovation. Designed in conversation with key partners across the borough, the Plan seeks to ensure that growth benefits all residents, addresses long-standing inequalities, and enhances local places and futures



“
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as part of a just transition.

The plan seeks to enable truly inclusive economic growth. This means ensuring all residents can access high quality training and can participate in good, healthy and fair work, and that our high streets and neighbourhoods can thrive and foster our vibrant SME and business community. The Plan sets out our commitment to continue to support our established industries and sectors, while also supporting the development of a future economy that will unlock opportunity for our residents: in construction and green skills, digital and data, and creativity and culture.

Enabling and optimising partnership working as well as the cutting-edge innovation that is already driving rapid change in the borough, the Plan seeks to establish Newham as a destination for enterprise. Newham is home to some of London's most exciting development opportunities; the Plan establishes our strategic and long-term approach to future-proofing these developments, working to securing investment into the critical transport, digital, power and social infrastructure our places need to meet their potential and to deliver the best outcomes for our communities, now and in the future.



Building on the Council's established Community Wealth Building agenda and inclusive economic approach, the impact of the Plan will be measured by the tangible benefits it brings to our communities: alongside traditional economic measures (e.g. jobs growth and productivity) improving the prosperity and livelihood security of our residents will be the ultimate measure of success.

INTRODUCTION: GROWING AN ECONOMY OF PURPOSE

Newham's economy has been one of the fastest-growing in the country over the last ten years. This growth has brought new jobs and homes to the borough as well as critical investment in our places, infrastructure, and communities.

The borough can continue this growth trajectory, with the new Local Plan identifying the location, scale and uses of development that will come forward in Newham to meet the needs of Newham's current and future population. This includes over 47,000 homes over the period 2019/20 to 2028/29 (target set by the London Plan), and 10,000 jobs in the office and industrial sector alone in the Plan period to 2038, reinforcing the integral role that Newham plays within the London and national economy.

The Newham Growth Plan is our response to the government's national growth mission and UK's Modern Industrial Strategy, the London Growth Plan and the associated Inclusive Talent Strategy. It sets out how the Council will harness the borough's growth opportunity to articulate Newham's potential as one of London's main growth opportunities, lay the foundations to secure future public and private sector funding, and to deliver an economy of purpose.

Delivering an economy of purpose means harnessing economic opportunity to unlock the borough's future potential while tackling long-term challenges facing our communities. Despite being one of the fastest growing boroughs in the country and efforts made by

the Council with and through local services, almost half of children in Newham grow up in poverty, and we have the highest rate of destitution in the UK, reflecting the systematic barriers some young people face. While job numbers in the borough have risen rapidly, increasing by 54% since 2015, productivity remains low and is substantially below the UK average. Average pay in 2022 was £578.30/week compared to £645.80/ week across London, with more than 30% of our residents paid below the London Living wage, despite the Council’s recognised and award-winning campaign working with local businesses to promote and embed the London Living Wage across the borough.

As one of London’s youngest boroughs – 37% of residents are aged 0-25 years – supporting our young people and unlocking their potential is critical to our future growth. Across the UK, and within Newham, accessing learning, training and employment remains challenging for young people, but addressing these challenges will make a tangible difference to individual lives and our communities; in 2023, the Learning and Work Institute estimated that tackling youth unemployment could generate £69bn for the UK economy⁽¹⁾.

We also understand that a healthy economy can only be established through a healthy workforce, and

54%

Job increase since 2015

30%

Paid below London Living Wage

37%

Residents aged 0 – 25 years

(1) See: <https://learningandwork.org.uk/news-and-policy/tackling-youth-unemployment-could-generate-69bn-for-uk-economy/>

that a truly inclusive economy must recognise the value of supporting holistic health, and the role that employment, community cohesion, culture and participation can play in improving health outcomes. The COVID-19 pandemic shone a harsh light on health inequalities, in particular their interconnectedness with structural racism and the persistence of disproportionately poor health outcomes for minoritised and disadvantaged groups.

This Growth Plan therefore builds on our Building a Fairer Newham Corporate Plan and Community Wealth Building Strategy by taking a targeted approach to ensuring that the huge potential of growth in the borough

delivers meaningful outcomes for the communities that need it most: including through access to skills, training and good jobs with fair pay, access to cultural and social activities, opportunities to benefit from emerging sectors, and a focus on providing the experience and support our young people need to reach their full potential. It identifies the growth sectors and opportunities of the borough, establishing Newham as a driver of, and destination for, investment and innovation, and sets out the actions the Council will take to ensure delivery has a clear and positive impact on our communities.

We have more data and insight to support this mission than ever before.

AVERAGE PAY IN 2022





The Council's partnership with UCL's Institute for Global Prosperity (IGP) has tracked the impact of regeneration and area change on East London's communities. This has evidenced how economic growth alone will fail to address structural inequalities which are contributing to deepening poverty and inequality in Newham.

Through the IGP's research, informed by work undertaken by local Citizen Scientists, communities have identified livelihood security to be the foundation for their prosperity. This is about more than just income and good work, it also encompasses a range of factors such as affordable, secure and good quality housing, access to services, and economic and social inclusion. As well as traditional headline measures of economic growth such as job creation and productivity, this Growth Plan will also measure its success by improvements in prosperity for Newham's communities.

This Plan establishes how we will work with partners who share our mission to drive targeted, purpose-led and inclusive economic growth which can unlock Newham's potential.

The Newham Growth Plan sits alongside and interfaces with a number of the Council's other strategic plans including the Corporate Plan, New Local Plan, 50 Steps to a Healthier Newham, Cultural Strategy, Community Wealth Building Strategy, Affordable Housing Strategy, and Just Transition Plan. Focusing primarily on the economy, it is devised to be an enabler of these wider strategies, setting out how securing the right types of jobs, skills, investment and opportunities can deliver tangible benefits for local people and help them build thriving, productive and joyful futures in Newham.



NEWHAM: AN ENGINE FOR REGIONAL AND NATIONAL GROWTH

A nationally significant growth story

TRANSFORMATIONAL INVESTMENT IN NEWHAM’S COMMUNITIES AND REGENERATION SCHEMES

- Over 14,000 net additional homes in the borough since 2018
- £13bn of public and private investment in the Queen Elizabeth Olympic Park and surrounding communities
- £2bn investment planned for the Royal Docks over the next five years, rising to £5bn over the next 20 years
- £4bn investment recently secured through a landmark partnership between Lendlease and the Crown Estate, who will, in partnership with the council, deliver 6,300 new homes in Silvertown and over 1.6 million sqft of new commercial space at Stratford Cross.
- c£60m public investment underway to support the regeneration of Newham’s neighbourhoods

THIS HAS SPEARHEADED RAPID GROWTH OVER THE LAST DECADE

- 5% population growth since 2018 (4th highest in London)
- 21% increase in the number of jobs since 2018 (4th highest in London), with Stratford being a focal point for this.
- 6% increase in the number of businesses since 2018, with growth experienced broadly across the Borough’s neighbourhoods

THE BOROUGH’S ECONOMY HAS DIVERSIFIED AND NOW ACCOMMODATES MORE HIGH-VALUE SECTORS

- 38% increase in ‘knowledge intensive’ jobs since 2018 (3rd highest in London), including +5,000 finance and insurance jobs
- 6% fall in the proportion of jobs in low paying sectors, and a 26% increase in resident earnings since 2018



THE BOROUGH BENEFITS FROM A LARGE AND GROWING LABOUR FORCE

- One of London’s largest labour forces with nearly 200,000 people who are economically active
- 11% increase in the number of residents who are economically active in 2024 compared to 2018, and 9% increase in the number of people in employment.
- 26% increase in resident earnings since 2018

Newham is critical to London’s growth aspirations

VITAL TO ADDRESSING LONDON’S GROWTH CHALLENGE

- 2.9% average annual productivity growth rate since 2021; Newham is already exceeding the 2% annual growth rate target established by the London Growth Plan
- 33% growth in GVA in Newham since 2018 compared with 26% in London

IDEAS, TALENT AND INNOVATION

- The most ethnically diverse borough in London with 70% of our residents belonging to Black, Asian, or other ethnically diverse communities
- The 3rd lowest median age of any London borough providing the workforce and capacity to support growth
- The 2nd highest business birth rate in London after Islington
- A thriving SME community: around 13,940 registered businesses with 94% per cent employing fewer than nine people

NATIONALLY SIGNIFICANT SECTOR SPECIALISMS

- 16,000 education jobs, including world-leading institutions such as UEL, UCL East, and the London College of Fashion
- A strong and active public sector employment base, which has added 10,000 jobs since 2019
- Strong foundational economy; retail is the borough’s 3rd largest employment sector providing 15,000 jobs
- Growing visitor economy: Excel London events alone contribute approximately £4.5bn to London’s economy annually, and support over 37,000 jobs





OPPORTUNITY SECTORS WITH CAPACITY FOR GROWTH

— Construction and green skills

- 29% employment growth since 2019
- Home to 9,000 construction jobs, making the sector 90% more concentrated in Newham than the London average
- +370,000 growth in green jobs across London between 2020 and 2030

— Digital and data

- The data sector generates £23.1m in GVA
- UCL research identified the potential to increase to £104m by 2035, creating 5,500 new jobs

— Creativity and culture

- 113% increase in creative businesses since the Olympics
- 1,700 active creative businesses employing 3,600 people

SITES AND CAPACITY TO ACCOMMODATE GROWTH

— The Royal Docks

- 500 hectares of land and 18.km of waterfront
- 36,000 new homes
- 55,000 new jobs

— Stratford and the Queen Elizabeth Olympic Park

- Significant remaining development potential including through the redevelopment of Stratford Station, unlocking 120,000sqm of development across three key sites
- World class cultural cluster at East Bank: a catalyst for further inward investment
- Regeneration of the Carpenters Estate delivering 2,300 modern homes, underpinned by a resident-led masterplan

— Canning Town and Custom House

- 10,000 new homes and a new town centre with leisure, health and community facilities

OUR GROWTH VISION: BUILDING LONG TERM LIVELIHOOD SECURITY FOR ALL OUR RESIDENTS

As a borough, we are focused on building the long-term prosperity of our residents, tackling the embedded inequalities and injustices which our communities experience, and improving the resilience of current and future generations to the effects of the climate emergency.





In 2020, we were one of the first local authorities in the UK to identify resident wellbeing as our ultimate measure of success. We were also one of the first areas nationally to declare a climate emergency, in doing so recognising the disproportionate impacts of this across our communities.

In the five years since we have developed a breadth of policy and strategic responses to support our work towards this, including our Tackling Racism, Inequality & Disproportionality programme, our work on health inequalities (50 Steps to a Healthier Newham), access to affordable and secure housing (Homes for People), cultural opportunity (Building Newham's Creative Future), and equitable climate action (the UK's first Just Transition Plan).

The recently appointed Independent Commission on Inclusion and Belonging in Multi-Ethnic Newham is exploring how the council and other local institutions can provide inclusive, trusted and accessible services to serve the needs of its residents from different backgrounds; its findings will be integrated into the delivery of our action plan to ensure all residents have equitable access to opportunities.

We believe that real prosperity means enabling opportunity for all: our residents today, for their lives in the future, and the generations to come. Our Growth Plan therefore focuses on addressing immediate challenges; while setting in motion the ambitious changes needed to adapt and mitigate to a changing world. Key to this is working with and for our children and young people: our intention is for Newham to be the best place for them to live and grow up: to have access to the best start in life, to the education, support and opportunities they need to thrive, and to be able to choose to live in Newham's safe, healthy and vibrant places.

Why Purpose-Driven Growth Matters

Whilst record levels of investment and growth have helped us to improve employment rates and skills levels over the past decade, we know that poverty and inequality is still embedded across many of our communities.

Newham has one of the highest poverty rates in London – estimated to be around 38% of the population in 2023⁽²⁾. The borough also has by far the highest rate of households in temporary accommodation - for every 1,000 households, 54.12 are living in temporary accommodation (effectively 5% of the population).

Research led by UCL's Institute for Global Prosperity has highlighted the spatial inequalities which exist across Newham, with numerous neighbourhoods currently falling well below a minimum standard of prosperity.

We need to go further and faster to support our communities to firstly have the firm foundations they need to build secure futures, and to then unlock their talents, reach their potential and fulfil their aspirations.

To do so, we are adopting 'livelihood security' as a long-term goal for growth in Newham, which we will measure alongside traditional measures of economic success. Building on ten years of UCL-led citizen scientist research across east London, we know that prosperity is defined by more than just work and income. Communities conceptualise prosperity as several interconnected 'assets' which define livelihood security.

How Growth Can Help Us Build Resident Prosperity

The Newham Growth Plan will help the Council work in partnership with stakeholders to work towards real prosperity. Our new Local Plan identifies potential for developments in the borough to support diverse, inclusive and green economic growth, deliver at least 335,000 sqm of industrial floorspace and 90,000 sqm of office floorspace and lead to 10,000 jobs by 2038. This Growth Plan seeks to lay the foundations to secure the future public and private sector funding we need to realise the huge opportunity of development in the borough – including the necessary transport, social, digital and energy infrastructure,

as well as housing. Every pound of investment, every home delivered and every job created can help us build more prosperous futures for our residents.

A renewed period of economic growth, which secures inward investment to support London's emerging sectors and create thriving places, will help us increase the number of employment opportunities available for our residents, and improve the breadth of career options available. It will create new supply chain opportunities for our businesses.

And it will help to improve the quality of our places and deliver new services and amenities for our communities.

Through delivery of our Growth Plan we will recognise the communities that need to benefit from growth, seek to attract the right type of growth and the private sector partners that share our vision, and work in a purpose driven way to connect opportunities to those who need them most.

Our approach will be underpinned by collaboration and partnership working. We recognise the power of a multi-layered, multi-partnered approach; strengthened collaboration and consensus with our partners across public, private, volunteer and community sectors will help ensure we are maximising the opportunities afforded by growth, and deploying resource in an effective, efficient, and impact-driven way. While the Plan identifies the key actions to be delivered, in line with the priorities set out in our Corporate Plan and other strategies, the refinement and mobilisation of each action will be undertaken through appropriate consultation and co-design with the relevant stakeholders and communities.

Our newly established 'Our Newham Futures' Partnership Innovation Lab will bring together cross-sector partners to collectively co-develop missions and projects to help us realise a fairer, more sustainable and prosperous future Newham, to benefit all of our residents.

(2) Living standards and poverty in London – Trust For London. See: <https://trustforlondon.org.uk/>

Our Long-Term Growth Goal: Livelihood Security

WHAT DO WE MEAN BY LIVELIHOOD SECURITY?

A targeted and bespoke programme of engagement with Newham and east London residents over the past decade has established a tailored definition of what prosperity mean to local people.

The research has told us that livelihood security is an effective foundation of sustainable, shared prosperity for residents in Newham.

A Secure Livelihood is about more than work. Lived experience shows us people depend on an infrastructure of overlapping resources, public services and social networks to make a living (see figure).

Therefore, alongside supporting growth measured by established metrics (GVA, employment rates etc), new inclusive economic policy should recognise how work, housing, services and socio-economic inclusion overlap, or action in one domain risks undermining interventions in another and inequality will persist.

By defining a Secure Livelihood, we can start to, thorough primary and secondary evidence, define who is and who is not achieving this. These gaps show what needs to be done where and provide focus to strategy and policy to enable more direct and impactful intervention.



OUR GROWTH PLAN: IMPROVING LIVELIHOOD SECURITY VIA INVESTMENT AND INNOVATION

Our Growth Plan aims to strengthen and capitalise on investment into the Borough to build a strong, competitive and future facing economy. We are prioritising a purpose driven approach to growth which recognises and delivers against the breadth of factors which underpin Livelihood Security:

Secure income and good quality work:

Our Growth Plan will help us increase the number, quality and accessibility of employment opportunities for residents

Secure and genuinely affordable housing:

Our Growth Plan will help us unlock investment for development in the borough which meets key housing needs

Access to basic services:

Our Growth Plan will help us ensure development delivers the right social infrastructure, and continue to support our high streets as neighbourhood hubs

Freedom from financial stress:

via Our Growth Plan we will continue to work with employers across the borough to improve the security and quality of work

Feeling good about the future:

via our Growth Plan we will continue to build local participation in decision making and delivery, and ensure residents are informed about (and connected to) opportunities to benefit from a growing, future facing economy

Food and energy security:

Our Growth Plan will help us to continue to build the Borough’s green economy, and support our work to ensure affordable access to food within high streets and new development.

Innovation will play an important role in helping us work towards our long-term goal. This means maximising the opportunity provided by our unique innovation assets (e.g. those in an around the Queen Elizabeth Olympic Park), and collaborating more deeply with partners across the borough and region, to help us ensure that investment is creating benefits for the communities with the greatest need.

The ‘Our Newham Futures’ Partnership Innovation Lab has been established to help us work collaboratively with partners to identify and deliver a mission-oriented approach to ensure investment and innovation drives tangible positive change in the borough.



OUR PROGRESS SO FAR

Newham Council has a strong track record of supporting the local economy.

Since the Council adopted an inclusive economic approach in 2018, we have developed numerous tailored responses enhance resident prosperity, helping to support economic resilience and community cohesion even through the Covid pandemic and cost of living crisis, which had a disproportionate impact on Newham residents.

This track record provides strong foundations to build on over the coming five years.

WE HAVE SUPPORTED RESIDENTS AND BUSINESSES THROUGH SUSTAINED MACRO-ECONOMIC CRISES AND HELPED RESIDENTS TO BUILD FINANCIAL RESILIENCE:

Through the creation of the ‘Our Newham’ service we adopted a holistic approach, working collaboratively across focussed teams, including Our Newham Learning and Skills, Our Newham Work, Our Newham Money and the Business & Enterprise team. Moving towards an integrated preventative strategy and working with a range of at-risk groups within the borough the service supports residents to manage their day to day lives in an independent and sustainable way.

Since 2022 we have:

- supported over 32,000 Residents through Our Newham Service with Employment, Financial Security, Learning & Skills and Business Support
- supported 1955 residents and 893 young people into work
- secured £2.4million through the advice and support on various employment-related matters provided by our Employment Rights Hub

Continuing to prioritise helping residents build their financial resilience, we have:

- secured £10.8m of income maximisation
- delivered £1.5m worth of hardship support
- Through the Youth Empowerment Fund we have provided financial assistance to over 300 young people, helping them overcome barriers to education, employment, and personal development

WE HAVE SUPPORTED OUR YOUNG PEOPLE TO BUILD THRIVING FUTURES

The Our Newham service has successfully reduced the number of NEETS and unknowns in Newham.

In the 2024/25 financial year, we supported:

- 433 young people into employment;
- 101 young people into education, employment and training;
- 1500 residents attended the Newham’s annual apprenticeship fair including over 300 Children from local schools and 862 young people aged 16-24

- £205,000 raised in additional income through welfare rights entitlements for young people aged 16-24

Since October 2023, over 1900 young people have been trained in digital and data skills in the borough through our flagship Newham Data programme.



WE HAVE SUPPORTED A FAIRER ECONOMY, AND IMPROVED ACCESS TO OPPORTUNITIES:

We have focused on developing a stronger and fairer local economy by convening and mobilising partners and taking a more active role in supporting local economic activity.

Key initiatives have included:

- As a Living Wage employer the Council pays the Living Wage to all directly employed staff, including 1,900 care staff
- Over 3000 businesses supported by initiatives led by the Business & Enterprise team
- Investment in a network of new affordable business spaces in council assets across the borough, including in Stratford, North Woolwich, Manor Park, and the Royal Docks
- Provided support for established and emerging business networks, including in East Ham, and for important community business assets such as Stratford Market Village
- People Powered Places, our participatory budgeting programme is one of the largest in the UK, and has funded 300 projects since its inception in 2018



WE HAVE STRENGTHENED ECONOMIC PARTNERSHIP WORKING ACROSS EAST LONDON

We have also been working hard to build and strengthen economic partnership working across east London.

This has included:

- Working closely with LLDC, the Royal Docks Team and anchor institutions such as the University of East London to help shape place-based approaches to inclusive economic growth in the Queen Elizabeth Olympic Park and across the Royal Docks
- Working with our Growth Borough partners (Waltham Forest, Hackney, and Tower Hamlets) to align economic planning and delivery across boundaries to make the most of sub-regional scale and opportunities, resulting in collaborative new delivery models, including the Shared Recruitment Model and shared assets such as the Build East Skills Centre.
- Working with wider partners such as the GLA to increase our voice and influence, and to secure benefit from pan regional initiatives such as the Thames Estuary Production Corridor.

**WE HAVE SECURED INVESTMENT
TO SUPPORT NEIGHBOURHOOD
TRANSFORMATION**

At a time of extremely limited public finances, we have also secured significant public and private investment our communities need.

This has included:

- Over £60m of external funding to invest across our neighbourhoods and progressed with the delivery of more than 30 projects to support fairer, more inclusive, and more resilient places. Our programme of investment is improving connectivity, making it easier to move around in a green, safe and healthy way, and bringing valued community assets back into use, where people can work, come together and enjoy shared culture.
- Over £5m from the National Lottery Heritage Funding to support the refurbishment of our heritage assets

- Over £2m from the GLA to support Queen’s Market and Stratford Market Village improvement work, supporting local traders and SMEs.
- Hundreds of millions of private investment in major projects secured including: East Bank and the Innovation District in the Queen Elizabeth Olympic Park; Bidder Street and G-Park data centres; and major new developments at TwelveTrees Park in West Ham (Berkely Homes), Silvertown Quays in the Royal Docks (Lendlease) and Manor Road Quarter in Canning Town (Muse and the English Cities Fund).



**Phase 1 of the refurbishment of the
Council-owned Alice Billings House has
delivered:**

- 3,000 sqf of creative workspace (with a further 4000sqf to be delivered in phase 2)
- 11 studios (13 more in phase 2)

And seen:

- 25 artists supported (57 further to be supported in phase 2)
- 95 jobs created or safeguarded
- 217 collaborators and over 20 partners supporting events and programming, in partnerships with local community groups
- 112 local community businesses on the high street supported
- Over 1,400 visitors





OUR DELIVERY PRIORITIES FOR THE NEXT 5 YEARS

Our Growth Plan focuses primarily on the economy and how securing the right types of investment and economic growth can deliver tangible benefits for local people.

It is designed to sit alongside and complement our wider strategic plans, recognising that our long-term goal of Livelihood Security goes far beyond traditional and narrow definitions of economic prosperity.

Over the coming five years, we will focus our work around three cross-cutting priorities:

- Jobs, Skills and Good Work: Prioritising fair work and backing enterprise
- Thriving Places: Investing in our neighbourhoods as the foundation of community life
- Innovation, Investment and Partnership: Unlocking Newham’s potential



These priorities recognise the importance of continuing to support and improve the long standing industrial and ‘foundational’ parts of our economy which continue to provide employment and business opportunities. But they also recognise the need to support the development of newer

parts of the economy which provide the potential for a more diverse and future facing set of pathways for our residents. We recognise the need to continue to work hard to secure investment in our neighbourhoods and ensure that this delivers against the needs of both existing and future communities.

1.

Jobs, Skills & Good Work:
Prioritising good work and
backing enterprise

Our Focus: continuing to work proactively to improve the quality and accessibility of opportunities available to our residents, the clarity and consistency of education and work pathways, and the fairness and quality of employment practices.

We will:

- Lead by example as a London Living Wage employer and continue to advocate for good jobs and fair pay and conditions, supporting businesses to improve their employment offer, and helping to build a strong local network of great places to work
- Continue to offer targeted skills and learning opportunities so that all residents, including those with SEND and young people, can access secure and inclusive employment opportunities. Embed these services in local community hubs to improve accessibility to all
- Deliver a coordinated, holistic model of employment and wellbeing support, integrating services

across jobs, health, housing, and skills to address the complex and interconnected barriers faced by economically inactive residents

- Continue to support Newham’s existing economy of enterprise and industry, recognising its role as a key pathway to opportunity; focus includes lowering barriers to procurement and providing dedicated support for entrepreneurs from non-traditional backgrounds
- Nurture the skills, leadership and entrepreneurial potential of young people, optimising recent investments in our Youth Zones’ technology and facilities to enable young people to gain experience, experiment and innovate
- Support the implementation of the government’s forthcoming Youth Guarantee and reforms of the national apprenticeship system, and support businesses to invest in younger workers through the growth and skills levy

2.

Thriving Places: Investing in our neighbourhoods as the foundation of community life

Our Focus: continuing to unlock and support investment into our neighbourhoods to build, protect and nurture the places, spaces and amenities needed to help residents and businesses thrive.

We will:

- Support the development of great, affordable and well-connected places to live; including through the delivery of c.8000 homes over the next 10 years
- Work with developers and investors to ensure that new development is tailored to the needs of our existing residents and communities
- Work to enable cleaner, safer, healthier town centres to improve sense of place, health, safety and security, and increase inward investment to drive local footfall and visitor numbers
- Continue to prioritise a strong foundational economy across our network of High Streets, using our own assets and levers to help achieve this where the market isn't delivering

- Continue to work locally to strengthen community empowerment and stewardship, and to support and promote our vibrant voluntary sector and People Powered Places programme
- Continue to support Newham's existing place-based business networks and support the establishment of new forums, BIDs and frameworks
- Help our communities build sustainable and resilient futures, including through energy initiatives and retrofit initiatives



3.

Innovation, Investment and Partnership: Unlocking Newham's potential

Our Focus: purposeful innovation, strategic approaches to inward investment and an ethos of partnership and collaboration.

We will:

- Develop an inward investment plan and prospectus to shape opportunities for the market to come to Newham, and secure once-in-a-generation investment opportunities
- Ensure developments result in the best spatial, economic, and social outcomes for our communities, optimising procurement powers, social value commitments and S106 investment to drive innovation, prioritise placemaking and secure opportunities for our residents
- Work to secure the critical physical, digital and energy infrastructure required to future-proof the borough and enable sustainable growth, including the DLR extension and Stratford Station development
- Establish Newham as a leader of innovation, including through our Centre for AI in the Public Sector established in partnership with UEL
- Build productive partnerships to harness the potential of collaboration, including through the 'Our Newham Futures' Partnership Innovation Lab bringing together cross-sector partners to collectively co-develop missions and projects to help us realise a fairer, more sustainable and prosperous Newham



Newham’s future economy

Alongside these three cross-cutting programmes, we have identified three emerging sectors which reflect Newham’s strengths, and position the borough to benefit from regional and national growth aspirations.

Working with partners to support these rapidly growing sectors will help us build the successful and resilient ‘future’ economy which will support the long-term security of our communities. Our Focus: supporting the evolution of Newham as a future facing economy.

We will:

- Continue to support the development of our cultural and creative economy building on the presence of our world leading anchor institutions, and our long-standing reputation as a place of creative enterprise
- Support our green economy transition by readying our workforce and business base to take advantages of opportunities arising from the growing sustainable construction and retrofit sector
- Build on our growing cluster of data and technology related economic assets, ensuring that these deliver tangible

1.

Construction and Green Skills

Moving towards green skills, particularly within our thriving construction sector, is critical to enable the development of the good quality housing the borough needs, while meeting our environmental objectives as part of a just transition. Aligning with the London Growth Plan’s focus on the green economy, we are seeking to boost our existing construction industry through growing a skilled workforce and future-proofed local supply chain.

Construction is Newham’s largest sector, with the largest share (17.5%) of the borough’s micro businesses. Given London’s growing circular economy, with the potential to more than double in size by 2030 from £11bn to £24.4bn: 231K to 515K jobs, and the scale of the Council’s own potential retrofit programme, there is also significant scope for Newham’s construction supply chain to benefit from innovation in procurement, material, retrofit and circular technologies.

To support the construction sector to decarbonise and take advantage of new opportunities in the green economy to ensure its long-term resilience and growth, we will:

- Support and optimise our thriving construction sector, including through our home building programme, to drive jobs, training opportunities and secure social value to support residents, students, charities, and community organisations
- Support residents to build thriving careers in green skills and construction, improving accessibility and diversity within the sector, and increasing the completion of apprenticeships
- Future proof our construction sector, addressing gaps in green skills training provision, support the development of long-term green construction pathways, and support SMEs in adopting green skills so that our supply chain can take advantage of emerging economic opportunities
- Empower and support businesses to take climate action and play their part in delivering a Just Transition in Newham
- Support the circular economy in the borough

2.

Digital and Data

In alignment with the national and London growth sector focus on digital technologies and frontier innovation, and the UK's Modern Industrial Strategy's focus on the digital and technologies economy, we recognise the huge potential the digital sector has to change the careers and day to day lives of our residents.

Our innovative Newham Data programme has demonstrated the need and appetite for data skills in the borough, with a flourishing programme of partnership events for young people and businesses, in which over 1900 young people have already participated.

With the Centre for AI in the Public Sector already established in partnership with UEL, the Council is emerging as a leader in digital and data innovation, and recognises the potential of data clusters to support enterprise, secure inward investment, and provide future-facing jobs.



We will:

- Secure inward investment into the data and digital sector in the borough to broaden job opportunities for residents
- Support our residents to build digital and data skills and participate in the emerging digital economy
- Continue to invest in critical digital infrastructure, and work with partners to secure the further investment required to enable a growth trajectory
- Continue to develop our flagship Newham Data programme to unlock exciting futures for our young people in the digital and data sector, and explore the potential to embed digital skills into the data curriculum in Newham
- Support SMEs to utilise data and technology to support growth and productivity
- Support digital inclusion to ensure all our residents are able to access online services and opportunities, and have the confidence and means to do so

3.

Creativity and Culture

London’s creative heartland has always been in the east. Recognising the significant opportunities driven by new creative anchors in the Queen Elizabeth Olympic Park, including Sadlers Wells, the V&A and the BBC, and the growing cultural offer and thriving creative communities around the Royal Docks and across the borough, we will support the creative sector to continue to thrive in Newham.

Echoing the government’s Industrial Strategy, we recognise the power and potential of our cultural sector, and will work in partnership to empower our creative businesses, groups and people. We will also optimise our world class sports facilities, and celebrate the diverse cultures across our different neighbourhoods and town centres to open opportunities for our residents and build a thriving visitor economy.

We will:

- Delivering on our cultural strategy, celebrate and support our creative entrepreneurs, with a focus on creative start-ups and young people
- Build a skilled creative workforce and local job clusters, retaining talent within the borough, and establishing Newham as a destination for investment from the cultural sector
- Provide equitable access to creative opportunities for all our young people, including through the development of a Cultural Passport: opening up creative events, work experience and exposure to all Newham’s young people
- Establish Newham as East London’s cultural destination by celebrating and promoting our diverse and vibrant neighbourhoods to support local businesses and our visitor economy
- Optimise our world class sports facilities and help keep Newham active





WAYS OF WORKING: PURPOSEFUL INNOVATION AND COLLABORATION

A focus on purposeful innovation, along with an ethos of partnership and collaboration will underpin delivery of this Growth Plan.

In an age of heavily constrained public sector resource, and wider macro-economic uncertainty, we need work harder than ever to secure investment and ensure that this delivers for our communities.

Delivery will require long term commitment, agility and an appetite to try new things to deliver the scale of change which is needed. It will require collective action and partnership working, drawing on the capacity and expertise of a range of partners across the public and private sectors and civil society.

It will also require innovation, with a commitment to testing new ideas, and taking managed risks to respond to some of the deeply embedded challenges which are constraining the borough and its communities.

The development and delivery of the actions set out in the Plan will be a collaborative and iterative process, seeking input from the borough's resident, business and VCOS communities to help us refine and mobilise. We will work in partnership to shape how actions are delivered, with consultation and/or co-design processes developed as appropriate for each action.

The ambition for delivery innovation is implicit across the three priorities within this Growth Plan, be it via our approach to supporting the development of new parts of the economy, or how we work with our existing anchors to drive new partnerships and ways of working.



MEASURING SUCCESS

In order to enable growth where it is most needed, actions will need to be targeted or prioritised for certain groups, communities and places.

We will use local data and draw on experience from across the council to shape our approach and ensure that this Plan improves equity so that innovation, change and opportunities benefit those who need it most.

Our success will be measured against traditional economic metrics, with local insights informing where efforts are targeted, and illustrating how economic growth has impacted residents in tangible ways.

Newham will leverage its strategic partnership with UCL and long-term collaboration with the Institute for Global Prosperity on the Citizen Prosperity Index to develop a collaborative approach to scale up the livelihood security measurement pilot across the borough and support Newham’s Inclusive Economy team to develop appropriate reporting mechanisms to monitor the impact and success of this Growth Plan.

The action plan will remain agile and iterative, and we will continue to review our progress with stakeholders and residents to ensure the plan remains relevant, appropriate and impactful for the next five years.



ACTION PLAN

Priority area 1:
Jobs, Skills & Good Work

PROJECT	DESCRIPTION
Secure income and good quality work	Leading by example, as a Living Wage employer, the Council will continue to advocate for good jobs and fair pay. We will create tools to tackle in-work poverty, and identify and promote best practices to support Newham’s employers to offer good, fair work. Ensuring alignment with the Mayor’s Good Work Standard, changes to the Apprenticeship Levy, Employment Rights Bill and the Living Wage, we will refresh our Community Wealth Building pledge to create pathways for businesses to improve their employment offer. We will promote the borough’s businesses to help build a strong local network of great places to work. Priorities for year one include: • Refresh our Community Wealth Building Pledge • Support businesses to improve employment standards • Improve the number of Living Wage accredited businesses in the borough

PROJECT	DESCRIPTION
Addressing economic inactivity through inclusive opportunities	Through our pioneering Our Newham service, the Council will continue to offer targeted skills and learning opportunities to lead to secure and inclusive employment opportunities so that all residents - including young people and those with Special Educational Needs and Disabilities (SEND) have the opportunities they need to thrive. In line with the GLA and London Councils’ Inclusive Talent Strategy, we will reduce the number of residents in poverty because they are unable to work due to sickness, limited skills or other barriers. A strong focus will be placed on supporting those furthest from the job market by strengthening foundations in basic skills, including ESOL, English, maths, and digital skills, and through the development of career pathways tailored to individual needs; training will be offered within community settings, at our Learning Zones and local hubs (including libraries and primary schools). We will continue to support economically inactive residents, including through piloting a new, integrated model combining employment, health, housing, and skills services to address complex barriers. The goal is to significantly increase the number of residents entering training, securing quality jobs, and progressing in work, while creating more accessible and supportive pathways toward long-term goals and wellbeing. Priorities for year one include: • Deliver the Economic Inactivity Trailblazer, part of the government’s “Get Britain Working” initiative • Expand and promote the tailored adult SEND education and skills programme through Our Newham Learning & Skills • Strengthen and expand community-based learning by delivering programmes across local learning zones and community hubs • Expand training programmes, apprenticeships, internships, and industry-led workshops to offer residents comprehensive support toward meaningful employment

PROJECT	DESCRIPTION
Unlock the potential of our young people to enjoy thriving futures	The Council will continue to nurture the skills, leadership and entrepreneurial potential of young people including through our network of Youth Zones, where we will optimise our recent investments in technology and facilities to improve access and enable young people to gain experience, experiment and innovate. We will also refresh our 16-19 Strategy to ensure we are supporting our young people through pathways to sustainable employment and healthy lives. We will offer residents apprenticeship opportunities within the Council (paid at London Living Wage), and continue to match valuable volunteering, work experience and apprenticeship opportunities from partners in the borough with our young people. We will optimise the government’s reforms of the national apprenticeship system and Youth Guarantee and support businesses to invest in younger workers. Priorities for year one include: • Refresh our 16-19 Strategy • Offer 15 Newham residents opportunities through the Newham Apprenticeship Scheme • Establish a structured mentorship program to connect young people with experienced professionals and community members

PROJECT	DESCRIPTION
Backing our businesses and creating stronger employer partnerships	We will support our thriving business community by promoting local supply chains, and, where possible, lowering barriers to procurement exercises. Recognising the value of our longstanding industries, we will proactively work to support growth, employment and innovation in healthcare, retail, administration and other key sectors. Offering targeted business support, we will identify where most value can be added - e.g. through data and AI training for SMEs, cyber security, and dedicated support for entrepreneurs from non-traditional backgrounds. We will optimise local and sub regional opportunities for our businesses, signposting to external training opportunities. Aligning with the London Inclusive Talent Strategy, we will bring together local businesses, councils, and training providers to create training-to-employment pipelines and address businesses’ barriers to employment. Priorities for year one include: • Strengthening local business engagement and procurement opportunities, increasing SME participation in council commissions, and offering targeted support for entrepreneurs from underrepresented groups • Aligning workforce development with market needs by engaging local employers to identify key skills gaps and recruitment barriers, and develop sector-specific training programs in high-demand and emerging industries • Facilitate employer-job seeker connections through job fairs and employer engagement events

Priority area 2:
Thriving Places

PROJECT	DESCRIPTION
Supporting our High Streets and town centres	Our high streets and town centres are critical spaces for employment, retail, leisure, community and culture. Working with local networks we will identify priorities to ensure Newham’s high streets, markets and places are cleaner, safer, and healthier, to support local uses and increase footfall, and focus efforts on making our children and young people safer in the borough. The Council will continue to support Newham’s existing place-based business networks and support the establishment of new forums and frameworks, including a new BID at East Ham. We will continue to use our assets to improve access to services on our high streets, and support diverse uses, including retail, workspace, culture, enterprise and community uses within walkable neighbourhoods. Priorities for year one include: • Strengthen and expand local business improvement initiatives by supporting Stratford Original BID and the Royal Docks Sustainability Network, as well as supporting the creation of new BIDs and/or forums to enhance business collaboration, sustainability, and local economic growth • [Subject to funding] Develop and implement a High Streets and Investment Strategy by collaborating with council services and community networks to improve the cleanliness, safety, and attractiveness of town centres

PROJECT	DESCRIPTION
Supporting the development of great, affordable and well connected places to live	Good, genuinely affordable housing is the foundation for secure livelihoods and growth. Through our affordable homes and estate regeneration programmes, and partnership with our company, Populo, the council will deliver c.8000 homes over the next 10 years. We will seek to align future housing delivery with coordinated, place-based visions that support Newham’s long-term economic, social, environmental, and cultural goals. We will work in collaboration across the council and with communities and commercial partners to shape the new and revived local centres to respond to local priorities, serve residents’ needs over the long term, and co-create places that engender a sense of ownership, belonging and pride. Priorities for year one include: • Work with partners such as Populo to support the delivery of genuinely affordable homes over the next decade, aligned with estate regeneration programmes • Refresh the Council’s Affordable Housing Strategy to align with long-term borough priorities • Collaborate across council services, communities, and commercial partners to co-create strategies for thriving, inclusive local centres that reflect residents’ needs and priorities, for example at Custom House, Carpenters Estate and Silvertown

PROJECT	DESCRIPTION
Attracting and retaining activity and investment to local neighbourhoods to unlock the potential of our communities, businesses and enterprises	We will support a thriving, resilient Newham that maximises economic and social value through neighbourhood-focussed inclusive investment, sustainable practices and community empowerment, enabling prosperity for all residents and businesses. The Council will continue to support and celebrate Newham’s vibrant voluntary sector, and optimise outcomes from its People Powered Places programme, including by supporting alumni to create sustainable enterprises. Work will include the development of tools to support the delivery of social value commitments and to measure social value impacts. Priorities for year one include: • Maximise local impact through social value and community wealth building and by supporting the development of a new Social Value Framework to measure and optimise local benefits of developments and contracts • Explore the establishment of a Community Wealth Building Fund to provide affordable loans to small and minority-owned businesses, improving access to finance and driving inclusive economic growth • Support SMEs to scale up, and strengthen partnerships through Our Newham networks to deliver locally rooted enterprise support

PROJECT	DESCRIPTION
Supporting sustainable communities and resilient futures	We will support businesses, residents, communities and neighbourhoods to adjust to the conditions and opportunities driven by a changing climate. This includes furthering the incorporation of heat reduction, SuDS and air quality measures into our retrofit and maintenance programmes to improve the climate resilience of our buildings. We will work to improve the resilience of those communities most at risk from the climate emergency, supporting initiatives to reduce fuel poverty, support businesses and residents to retrofit homes and workplaces, and build community infrastructure, including sustainable community energy, to support long term climate resilience. Priorities for year one include: • Continue to promote our community energy initiatives • Support the incorporation of heat reduction, SuDS and air quality measures into retrofit and maintenance programmes

Priority area 3:
Innovation, Investment & Infrastructure

PROJECT	DESCRIPTION
Establish Newham as a leader of innovation in the public sector, building productive partnerships to harness the potential of collaboration	The Council will work with our partners and anchor institutions to identify gaps in knowledge, leverage opportunities and support collaborative research projects to inform policy, drive change within the organisation and refine Council-led programmes. Through the ‘Our Newham Futures’ Partnership Innovation Lab we will bring together cross-sector partners to co-develop missions and projects to help us realise a fairer, more sustainable and prosperous Newham. We will also continue to work in partnership with the Growth Boroughs to optimise investments made in the QEOP, including the Build East training centre and our Shared Recruitment Model. Our Centre for AI in the Public Sector, established in collaboration with UEL, will continue to innovate to use AI and technology for the public good. We will continue to develop our partnership with the North East London Foundation Trust (NELFT) and with UEL to support inclusive employment in the health sector. We will also seek to use the Council’s buying power to shape new markets, for example through supporting the development of new materials, and supporting businesses to invest in green skills through the commissioning required to deliver our future retrofit programme. A first step will be to leverage our strategic partnership with UCL and long-term collaboration with the IGP to scale up the livelihood security measurement pilot and develop reporting mechanisms to monitor the impact of the Newham Growth Plan. Priorities for year one include: • Develop targeted approach and reporting mechanisms for this Growth Plan • Launch a Data for Policy Fellowship with UCL’s Institute for Global Prosperity on the Citizen Prosperity Index • Develop the Council’s data strategy, leading to better services for residents • Continue to develop projects through the Centre for AI in the Public Sector • Continue to develop our support for inclusive employment in the health sector in partnership with NELFT and UEL

PROJECT	DESCRIPTION
Optimise council assets and levers to optimise impacts to serve our communities	We will work to ensure developments result in the best spatial, economic, and social outcomes for our communities. With major developers and investors already active in the borough, and some of London’s most exciting development opportunities in the pipeline, we will use our key levers (including planning and procurement) and optimise the use of S106 investment to prioritise placemaking and secure future opportunities for our residents. We will optimise our existing investments (including those at the QEOP) to continue to deliver value for our residents, and act as anchors to attract further investment. We will adopt a strategic, value-driven approach that balances economic growth with community benefits, leveraging council owned assets to drive regeneration, attract investment, and create long-term social value. We will actively engage local businesses, residents and partners to create inclusive spaces that serve the needs of the borough’s communities while enhancing Newham’s economic vitality and resilience. Priorities for year one include: • Work with Procurement team to develop our social value framework and mechanism for reporting • Deliver asset improvements and amplify impact of investment through local networks

PROJECT	DESCRIPTION
Work to secure the critical infrastructure required to enable growth	The council will continue to work to secure the significant investment in strategic transport infrastructure (including Stratford Station and the DLR extension to Beckton) required to support our existing communities, and to unlock the development of further good quality, sustainable housing at scale. With a focus on active travel, we will support the delivery of infrastructure in the Lower Lea Valley that will support industrial intensification and housing, including through our bridges programme and the Lea River Path improvements. We will also address the borough’s future power needs, co-ordinating with regional partners to lobby for the power supply required to meet our pipeline and future housing. Priorities for year one include: • Support the strategic business case for Stratford Station • Support the development of the business case for the DLR extension • Co-ordinate forthcoming power demands and work with regional partners to lobby for future power supply

PROJECT	DESCRIPTION
Secure the inward investment we need to unlock Newham’s potential	The Council will work collaboratively and creatively to shape opportunities that attract the market to Newham, and to secure once-in-a-generation scale investments that will provide places and opportunities for our residents. We will develop an inward investment plan and prospectus, working closely with our strategic partners, to promote the opportunities for industrial intensification, development in the strategic sites identified in the Local Plan including in Stratford, The Royal Docks, Canning Town and Beckton, and expansion of our identified growth sectors. We will also explore the development of innovative funding mechanisms to support ambitious future-facing programmes, including social housing retrofit at scale, and major heat networks. We will focus on delivering against existing and forthcoming place visions, including the Stratford Vision, which will be developed in collaboration with local stakeholders and residents. Priorities for year one include: • Develop inward investment plan and prospectus • Work with subregional partners to support and shape emerging visions and prospectuses

Growth Sector 1:
Construction & Green Skills

PROJECT	DESCRIPTION
Support and optimise our thriving construction sector including through our home building programme	The Council will develop and leverage partnerships with construction companies and neighbouring boroughs to drive opportunities for residents, students, charities, and community organisations. Through effective use of Section 106 commitments, we will maximise training and employment opportunities, as well as apprenticeships and work experience for young people. We will work to ensure social value commitments are delivered and drive positive change for our communities, charities and groups who are most in need. Priorities for year one include: • Ensure that the shared recruitment model has been rolled out with employer engagement maximised and opportunities shared across the growth boroughs • Review the S106 Heads of Terms to include Green Skills and Just Transition Plan commitments • Support development of the Social Value policy and procurement policy • Ensure the Our Newham Work staffing structure is able to deliver effective jobs brokerage and social value activities • Develop / update directories for charities, VCS and partners

PROJECT	DESCRIPTION
Support residents to build great, future-facing careers in construction	The Council will collaborate across teams to enable Newham residents to access quality construction careers, promote opportunities to diverse groups, and increase the completion of apprenticeships. Priorities for year one include: • Develop ‘green skills’ training offer as part of ONLS courses • Review and refresh the HoTs to include Just Transition Plan and explore compensation where obligations are not delivered • Develop / update a construction supplier directory • Create an apprenticeships and jobs forecasting system to maximise apprenticeships completions • Build on existing partnerships and maximise meaningful engagement with local education institutions

PROJECT	DESCRIPTION
Future-proofing our construction sector	Assess and address gaps in green skills training provision, quantify and plan for the skills needed for retrofitting, foster industry-training provider partnerships for long-term green construction pathways, and support SMEs in adopting green skills so that our workforce is fit for the future and able to take advantage of emerging economic opportunities. Priorities for year one include: • Complete work with The Carbon Trust to estimate the number of tradespeople required to deliver Newham’s social housing retrofit and provide recommended interventions to enable our residents and SMEs to take advantage of green job opportunities • Carry out work with Repowering London as part of the GLA’s Zero Carbon Accelerator to identify existing and future opportunities in local green skills provision.
Help businesses to take climate action	The Council will empower and support businesses to take climate action and play their part in delivering a Just Transition in Newham. Priorities for year one include: • Create business engagement plan and list of potential sustainability initiatives based on UEL Net Zero Living: Fast Followers research • Set up Canning Town Sustainability Network • Develop and launch a Council Sustainable Procurement Policy and guidance for suppliers

PROJECT	DESCRIPTION
Support the circular economy in Newham	The Council will facilitate the creation of a Circular Economy Hub in Newham, featuring a construction materials reuse hub and circular business incubator, and encourage the use of material exchange platforms in the construction industry. Priorities for year one include: • Review current use of digital material exchange platform and make a decision on next steps • Support GLA/Royal Docks Team to develop a Circular Economy hub with a focus on materials re-use

Growth Sector 2:
Digital and data

PROJECT	DESCRIPTION
Secure inward investment into the data and digital sector in the borough	Newham Data is the Council’s initiative to make Newham the destination in London for businesses, innovators and investors in the data sector. As part of our Newham data plan, and in line with the London Growth Plan and associated Inclusive Talent Strategy, we are working to improve inclusive job opportunities for Newham residents and attract data-centric companies to Newham. As the digital and data sector grows at pace, we want to enable more job opportunities for residents in this space, through making Newham a more attractive destination for digital and data businesses, investing in critical digital infrastructure, working with partners to develop incentives for data businesses to set up in Newham and undertaking research to understand what businesses to attract. We will seek to optimise the potential of the two new data centres to be built in the borough over the next five years to drive opportunities in the sector. Priorities for year one include: • Identify gaps in knowledge and resource around digital infrastructure and recruit appropriate team • Develop inward engagement strategy to support the AI and data sector • Complete roll out of £1m Dark Fibre installation project

PROJECT	DESCRIPTION
Support our residents to build digital and data skills and participate in the emerging digital economy	The Council will continue to help expand the horizons and aspirations of residents, enabling them to develop rewarding careers and/or explore new jobs and sectors. We are committed to equipping our residents with the skills they need to thrive in today’s data-driven world and open new opportunities in emerging sectors. This includes running digital and data awareness programmes to support adults with skills that will support them in their existing jobs and careers, running intensive courses to kick-start careers in the digital and data sector, supporting adults to gain necessary skills and experience to change careers into digital and data sectors, supporting those whose jobs may be at risk due to AI to explore new avenues, and helping adults and families be more aware of the opportunities and threats in the AI and data sectors. Priorities for year one include: • Continue and expand the Newham Data programme, ensuring more residents can access skills and training opportunities • Work with partners to run courses to support residents to pursue careers at data centres • Expand existing ONLS courses to include digital and data awareness initiatives

PROJECT	DESCRIPTION
Unlock exciting futures for our young people in the digital and data sector	Our exciting Newham Data programme will continue to open opportunities for young people in digital and data, through career inspiration sessions; skills training and exposure to mentors and industry professionals. Working in partnership with digital sector leaders, we will work with schools and our Youth Zones to meet young people where they are, and will continue to be youth-led in the programmes and initiatives we design to ensure we are shaping opportunities that resonate with young people - including in AI and gaming. We will continue to run our successful Data Ambassador programme for young people in Newham, and will partner with Girls in Data to support more girls to explore digital careers. Working with corporate partners is core to this work, allowing young people exposure to the real and fast-moving world of work in digital industries. We will also work with schools and education partners to support CPD for teachers, and explore potential developments within the data curriculum in Newham to embed digital skills into our young people’s education. Priorities for year one include: • Continue and expand the Newham Data programme, ensuring more young people can access skills and training opportunities • Expand our Data Ambassador programme across more Newham schools • Explore ways to support the inclusion of digital skills into school curriculums

PROJECT	DESCRIPTION
Support SMEs to utilise data and technology to support growth and productivity	The Council will support local businesses to improve growth and efficiencies and innovate using data. Working with industry partners, and building on the programmes already established by our Business and Enterprise team, we will support cyber security courses, AI introductions and training courses to support Newham’s SMEs can remain competitive and productive in an increasingly digital world. Priorities for year one include: • Engage with local businesses to identify needs and opportunities around AI and data training • Work with partners to design training for SMEs to improve productivity and security
Support digital inclusion through Digital Newham	The Council will continue its commitment to closing the digital divide and unlocking tech-powered inclusion, to ensure all our residents are able to access online services and opportunities, and have the confidence and means to do so. This includes continuing to deliver our Digital Inclusion programmes within our libraries, establishing device lending libraries, and offering skills training for small businesses and older adults. Priorities for year one include: • Run Digital inclusion and engagement events and skills sessions for residents including the economically inactive and households most at risk from the cost of living crisis • Supporting VCS organisations improve their digital inclusion including through peer support and training • Deliver device lending library and repair cafes

Growth Sector 3:
Creativity and culture

PROJECT	DESCRIPTION
Celebrate and support our creative entrepreneurs, with a focus on young people starting out, and creative start ups	The Council will support creative entrepreneurs by fostering micro-businesses (which make up 97% of the borough’s creative economy) to enhance local vitality, create jobs, and promote well-being. We will collaborate across teams and networks, to drive inclusive innovation through strategies like Royal Docks Placemaking and youth-focused start-up initiatives, building thriving, connected communities. This will include supporting young people and entrepreneurs and creative start-ups, and will be aligned with the Council’s 15 year cultural strategy, to support, promote and celebrate the Borough’s diverse cultures. Priorities for year one include: • Improve the promotion of Newham creative workers/ entrepreneurs • Seek to offer business opportunities for creative entrepreneurs through Council programmes • Establish and co-ordinate comms/marketing of creative opportunities

PROJECT	DESCRIPTION
Build a skilled creative workforce	The Council will expand on its existing jobs and skills brokerage services to build a skilled creative workforce. By fostering vibrant creative ecosystems we will help generate diverse and specialised local job clusters. This approach aims to retain talent within the borough, providing opportunities for creative producers to thrive locally while envisioning a sustainable and prosperous future within their own community. It also seeks to build the essential foundations for new cultural bodies and venues to recognise Newham as a destination for investment, with our young, diverse, skilled and energetic workforce as a key factor setting the borough apart from the rest of London. Priorities for year one include: • Map existing Cultural Producer/Creative Pathway/Cultural Workforce/ Non Linear training programmes • Building on research from the Royal Docks team, map out further job opportunities across Newham

PROJECT	DESCRIPTION
Equitable access to creative opportunities for all our young people	The Council’s Cultural Passport programme will aim to ensure every 11-18-year-old in Newham has access to events, experiences, work experience and exposure that will support their engagement and skills development. Working with anchor partners and grass roots organisations, we will develop a programme that will lower the barriers to entry for young people and ensure that they are able to participate in the wealth of cultural activity the borough can offer. Programme-specific targets will ensure the take-up of the passport is directly proportional to our local equalities demographics, promoting positive equalities outcomes across the entirety of the programme for our young people. Priorities for year one include: • Develop Cultural Passport project, starting with the procurement of a platform developer • Research cultural ticketing and skills/job offers

PROJECT	DESCRIPTION
Establish Newham as East London’s cultural destination	Newham is fast emerging as a cultural beacon in east London. By fostering inclusivity, celebrating diversity, and enhancing cultural participation, the Council seeks to drive economic growth, improve well-being, and establish the borough as a vibrant destination for creative and cultural experiences. This includes celebrating our different neighbourhoods, identifying and promoting their specific assets to support local businesses and build visitor economy, enhancing our evening and night time offer, and ensuring all our residents can participate in creative and cultural activities. Priorities for year one include: • Work with London & Partners and other stakeholders to develop strategy for promoting our neighbourhoods or specific cultural focuses (e.g. Halal tourism) • Strengthen partnerships with existing visitor destinations (Excel, Hotels, East Bank) and international transport hubs (Stratford International, City Airport) and explore ways to promote local culture and sites within Newham
Optimise our world class sports facilities and help keep Newham active	The Council will work with partners to ensure our wealth of sports and wellbeing facilities are accessible to our residents, including at QEOP and the Royal Docks. Alongside local activation, we will seek to promote the borough to national and international commercial partners to optimise inward investment and ensuring that events and the footfall they drive have a positive impact on our local businesses and places. Priorities for year one include: • Build partnerships with sport industry partners to expand opportunities for Newham residents and visitors • Align support for the sports economy with the Council’s sports and leisure strategy



NEWHAM GROWTH PLAN

2025 – 2030