

# A new Camden Business Charter 2018-2022



# **2018-2022**

# **Charter Vision**

“Camden is the best place to do business with a world renowned cultural offer and, through the knowledge economy, central to UK prosperity. We will continue to drive strong and inclusive growth, with roles for all in creating and sharing the benefits of growth.”

## 2018-2022 Charter pledges

► Making Camden an attractive place to invest and locate

► Supporting small businesses, start ups, scale ups and the self employed

► Setting the standards for responsible business

► Developing a skilled workforce





## 2018-2022 Charter: Context and guiding principles

Camden has a thriving knowledge economy with world-class institutions in the life sciences, data and tech and the creative industries. We will support the development of these industries and particularly of the Knowledge Quarter around Euston and King's Cross, acknowledging this as a catalyst of growth across the borough, London and the UK.

Camden has some of the best connections and commercial centres in London and the King's Cross area in particular has been subject to considerable investment. Significant progress has been made through the Camden Business Board to improve digital infrastructure, but cost and quality of living remain a threat to recruitment and retention. This means addressing housing provision and developing great new pieces of city in Camley Street, Gospel Oak, Kentish Town and particularly at Euston. It also means tackling air-quality and sustainability.

The borough's highly skilled workforce, transport links, amenities and vibrant high streets have made it a destination of choice for some of the most dynamic businesses in the world. However, too many local residents are not benefiting from the growth they see around them and are unable to gain a strong foothold in the London jobs market.

Small and micro businesses, including start-ups, are vital to Camden's economy, whether they are part of the innovation ecosystem in the Knowledge Quarter, bringing vitality to our High Streets or underpinning creative clusters in Camden Town and Kentish Town. Small and Micro businesses make up 97% of employers in the borough and have diverse support needs and the capacity to create more opportunities for inclusive growth.



# Camden

## Camden 2025 and the new Camden Plan 2018-2022

**Camden worked with communities and businesses to create a new vision for Camden in 2025.**

1. Together we want to make Camden a better borough – a place where everyone has a chance to succeed, where nobody gets left behind, and where everybody has a voice. To succeed, Camden 2025 must act as a call to action that inspires a new way of working, where Camden's people, the council and others come together to work differently to develop new solutions.
2. As a response to Camden 2025, the Council developed Our Camden Plan. This sets

out how we will play our part over the next four years to achieve the Camden 2025 ambitions.

3. In Our Camden Plan, the Council has made some key commitments to business and the economy and this new Camden Business Charter seeks to take that discussion forward, explore the common ground and for businesses to set out how they can support the Council in delivering the Camden 2025 ambitions.



## 2018-2022 Camden's key commitment to business

1. We will help to make Camden the best place in London to do business and to work, working with the business community to deliver genuinely inclusive growth that benefits everyone. We will make sure the Council is joined up in a way that businesses can easily engage with us as a single organisation.
2. The redevelopment of Euston is critically important for Camden and London. We will develop ambitious plans for the area, maximising the potential to develop new housing, jobs and other opportunities. We will ensure local people reap the full benefits of the redevelopment and that the government's commitments on HS2 are kept too.
3. We will increase the number of affordable workspaces in the borough, supporting small businesses to gain a foothold here and to grow. We will use all our levers as a planning authority, and through our Community Investment Programme, to deliver high-quality flexible workspaces that can respond to our growth sectors and changing patterns of employment.
4. We will work to preserve a dynamic evening and night-time economy, recognising this as one of the things that makes Camden special. We will seek to balance the needs of visitors and businesses with those of local people who may have been negatively impacted. In this, we will recognise the needs of the full range of employees and businesses that work at night.
5. We will work to preserve and enhance a culture of lifelong learning. This means working with our colleges, employers, universities and the voluntary sector to support citizens to develop skills and knowledge to access work and opportunities, but also to continue to enrich their lives and foster individual wellbeing. Our network of libraries will play a vital part in this.
6. We will decrease the amount of waste produced in the borough, by providing the infrastructure, information and incentives for people and businesses to reduce their waste and recycle as much as possible of the waste they do produce.
7. We will make sure that green spaces, streets, housing estates and other public spaces are clean, attractive and safe, and that residents, visitors and businesses are actively involved in contributing to this.
8. We will increase the number of people with health conditions moving into sustainable, good quality employment, leading the way while working with partners and businesses.
9. We will promote contract opportunities from the public sector and large developments to SMEs. We will support 'Meet the Buyer' events to enable SMEs to meet large buyers as well as workshops to help businesses to get ready to bid.

## 2018-2022 calls to action.

### The business community are asked:

**1.** To work with the Council in adopting the best employment standards such as Investors in People, London Living Wage, Mayor's Good Work Standard, Disability Confident and Timewise to establish a 'Gold Standard' of employers and employment in Camden.



**2.** To work with the Council in supporting skills strategy to secure Camden residents opportunities in the labour market, through both young people and careers education around the STEAM agenda and through lifelong learning and career progression.

**4.** As developers and commercial space providers, to support the Council in creating positive social value and affordable workspace through their investments – reflecting our evidence base on this and demonstrating contribution to Camden residents.

**3.** To support the Council in developing a strategic approach to housing supply that enables the recruitment and retention of a highly skilled workforce and delivers key-worker accommodation needs. This includes the science, research and innovation community advising on temporary accommodation needs such as short lets for research teams.

**5.** To support the Council in managing the night-time and visitor economy in partnership, licensing and managing destinations and places in the borough to protect and enhance a unique and widely regarded cultural offer.



**6.** To support the Council in developing a strategy to deliver well-designed and well-maintained transport, public realm and green space and where appropriate support the maintenance and upkeep of standards.

**7.** To support the Council in collectively lobbying for action on air quality in London and connect with local initiatives to reduce emissions and promote sustainability.



## **Placeshaping and Economic Development**

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