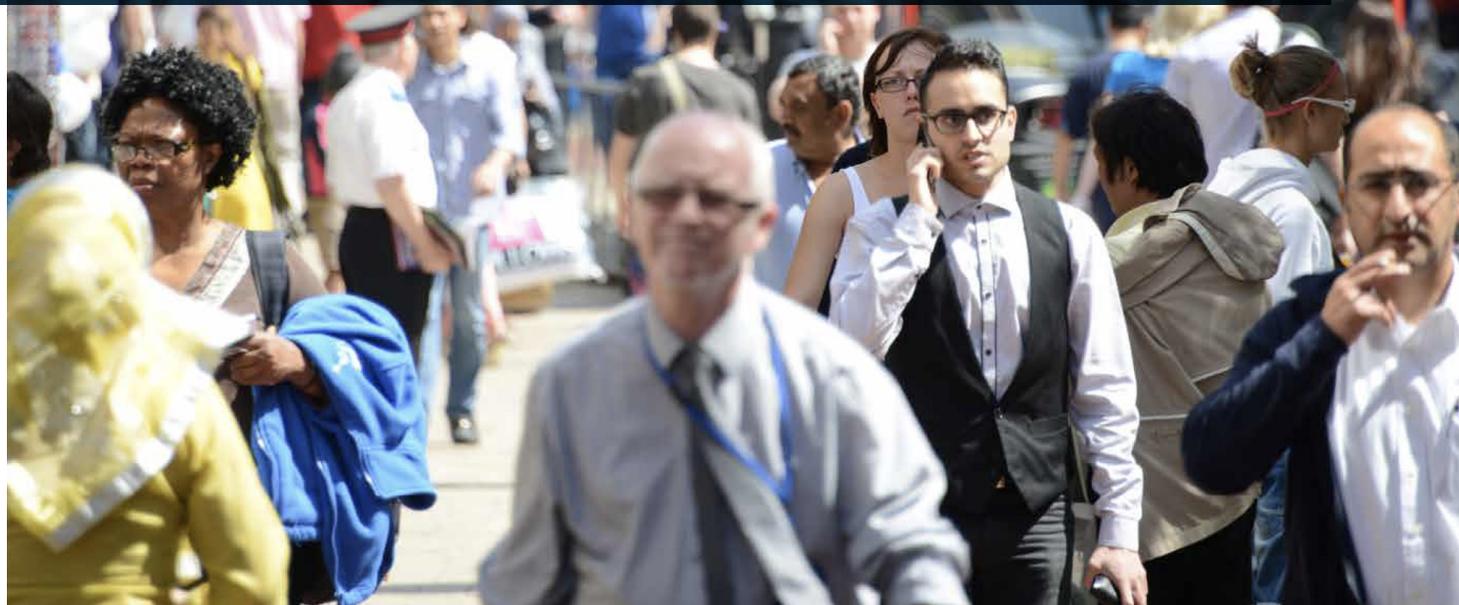




London Borough  
of Hounslow

# Green Innovation and Enterprise **Hub**





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1.

# Green Innovation and Enterprise Hub: Vision and Strategy

# Creating a Green Innovation and Enterprise Hub within Hounslow

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Our vision is to create a thriving innovative ecosystem that will deliver high value green jobs, support fast growth businesses, and enable transition for carbon intensive sectors. The Green Innovation and Enterprise Hub within the borough will provide high quality light industrial facilities alongside office and collaboration space.

West London is home to a network of innovation anchors committed to sustainability and tackling climate change, and major businesses and investors including Sky, SAP, Warner Bros Discovery, Segro, and Heathrow Airport. Partners Brunel University and Imperial College's Undaunted programme have an elite track record in research application, scaling, and delivery. Both bring a track record in providing accelerator support and venture capital backed accelerators tailored to fast growth businesses.

Hounslow will join the nationwide network of innovation clusters as a member of the London West Innovation Network with links to the UK Innovation Districts Group. As a borough neighbouring Heathrow Airport, the hub is optimally placed in the UK's global gateway.





## 1.1 Inclusive Innovation and Community Wealth Building

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Hounslow's Green Innovation and Enterprise Hub will promote new employment opportunities in the green economy, rolling out technologies to address pressing health, environmental and social issues, such as reducing air pollution, cutting carbon emissions, and ending fuel poverty.



### **Community and local supply chain involvement**

Relevant offering to local SMEs, social enterprises and entrepreneurs, potential for local supply chain to upskill and meet future needs of Hounslow anchor businesses.



### **Inclusive Innovation**

Lowering barriers of entry for under-represented groups in SME, social enterprise, and entrepreneurial activity.



### **Regeneration**

Potential to support a wider commercial business and town centre regeneration in Brentford.

## 1.2 Our business support and growth offer

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Hounslow's Green Innovation and Enterprise Hub will be partnered with Brunel University, Imperial College's Undaunted programme, and West London Business to provide high quality business support services alongside light industrial manufacturing and office capability.

### Service Offer

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- ▶ Business mentoring, including business planning, business case development, problem solving and development of a Minimum Viable Product (MVP).
- ▶ Workshops and Networking events with peer businesses and specialist support partners including opportunities for pitching.
- ▶ Knowledge share access to anchor businesses and other corporations in key sectors and associated supply chains.
- ▶ Support/advice on Marketing, Accountability, Legal, Investment and Funding.
- ▶ Signposting to grant funding, business support schemes, accelerator programmes and investment opportunities.
- ▶ Free access to Climate Essentials licence and client support – an easy-to-use Carbon Management platform that enables businesses to measure, manage and reduce their carbon emissions.
- ▶ Centre of Excellence for decarbonisation of freight and logistics.

## Research, Development & Innovation

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A major programme will be co-created by businesses and academic institutions to develop and support research, development, innovation and Knowledge Transfer in strategic sectors.

A cohort training programme will be offered to businesses and entrepreneurs who will:

- ▶ Access bespoke Research & Development support through collaboration with knowledge partners and research institutions.
- ▶ Develop stronger and market-ready sustainable solutions.
- ▶ Provide support to SMEs for the optimisation of research and innovation and strengthen their ability to access innovation funding using Brunel University's Research, Innovate and Emerge methodology (RIEm).
- ▶ Facilitate sessions on how to access university research expertise and facilities for innovation and commercialisation.
- ▶ Contribute to the selection of SMEs and assess the feasibility of their proposed energy and net zero technologies.



## Space and Facilities

The Green Innovation and Enterprise Hub will offer large and flexible open spaces in the best connected areas in London, which can serve as grow on space for businesses who require light manufacturing capacity alongside traditional office space. The flexibility and multi-use of the space will enable businesses to collaborate with each other to test and trial innovative projects and ideas, providing key growth opportunities for start-ups and SMEs.

Approximately 6,000 to 12,000 square feet of light industrial space will be available, with the potential for this to expand to 18,000 square feet.

### **The Hub will be sub-divided into a flexible mixture of:**

- ▶ Light industrial space with maker spaces including prototyping, printing, and manufacturing capability.
- ▶ Co-working spaces for cross-sector and stakeholder collaboration and innovation.
- ▶ Meeting rooms including high quality event and presentation space for delivering pitches to high value clients and stakeholders.
- ▶ Breakout room areas and kitchen facilities.

The Hub will benefit from high-speed fibre network and high standards of environmental efficiency, with onsite energy generation to optimise the sustainability of the facility.

The Hub will also benefit from proximity to the Digital Dock co-working space in Brentford Town Centre. Units will come forward over the next 12-36 months. Space will be flexible and affordable, ranging from £20-£30 per square foot – representing a target 20% discount on current market rents.

## Access to local talent

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Green Innovation and Enterprise Hub users can utilise the West London Green Skills Hub, led by West London College, which works to help people find work in West London's growing green economy by bringing together West London's training providers, employers, local authorities and businesses. The Green Skills Hub works to develop a modern and innovative green skills curriculum to meet the needs of local employers, share best practice and promote green skills sector opportunities in the region.

West Thames College, located under 20 minutes by bus and 11 minutes by bicycle from the Green Innovation and Enterprise Hub, is a major provider of industry-designed training courses including electric/ hybrid vehicle repair, maintenance, and charging. The college also runs a flexible employer programme, including work placements, internships, mentoring, work shadowing and employability training. Green Innovation and Enterprise Hub businesses will have the opportunity to participate in this programme and work with West Thames College to address industry skills gaps and fill vacancies with local talent.

The Green Innovation and Enterprise Hub will also benefit from being located within one of the Mayor of London's Creative Enterprise Zones (CEZ). Creative Enterprise West was formed in 2019 and CEZ status has since been awarded to locations in neighbouring boroughs Hammersmith & Fulham and Ealing. The mission of these zones is to not only support the creative industries through skills and affordable workspace provision, but to also encourage sustainable business practices for the sector.





# 2.

# Location

## Heathrow Airport

The UK's biggest airport, connecting the Hub with key transport, storage and freight sector stakeholders and international partners.

## M4

Provides a gateway in and out of London, and can be accessed from the Hub in under 15 minutes.

## Great West Corridor

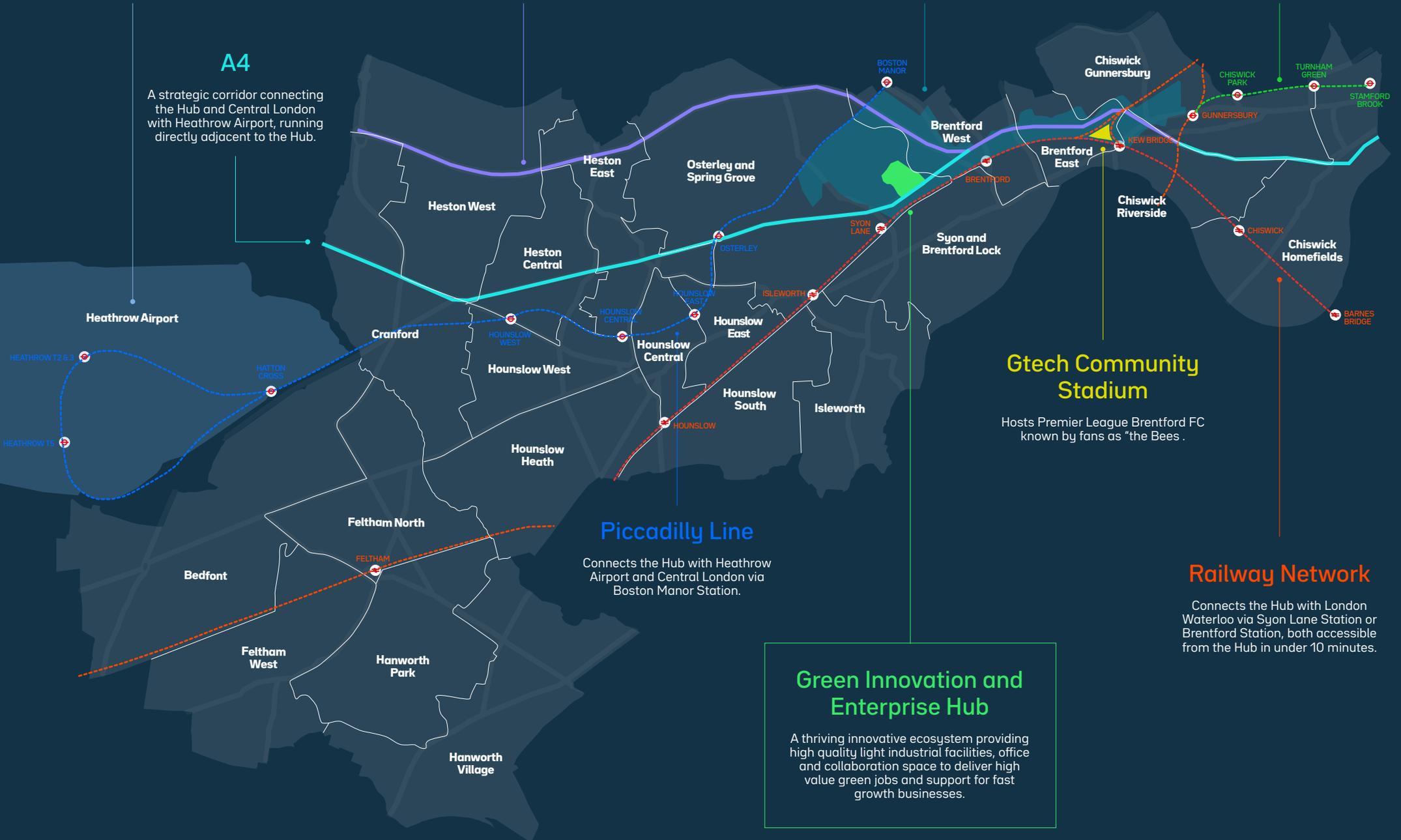
A strategic corridor linking Central London and Heathrow Airport and a magnet for global business HQs and world-class organisations.

## District line

Connects the Hub with thriving cultural and nightlife hotspots including Chiswick, Hammersmith and Central London via Gunnersbury Station.

## A4

A strategic corridor connecting the Hub and Central London with Heathrow Airport, running directly adjacent to the Hub.



## Gtech Community Stadium

Hosts Premier League Brentford FC known by fans as "the Bees".

## Piccadilly Line

Connects the Hub with Heathrow Airport and Central London via Boston Manor Station.

## Green Innovation and Enterprise Hub

A thriving innovative ecosystem providing high quality light industrial facilities, office and collaboration space to deliver high value green jobs and support for fast growth businesses.

## Railway Network

Connects the Hub with London Waterloo via Syon Lane Station or Brentford Station, both accessible from the Hub in under 10 minutes.

# The Green Innovation and Enterprise Hub will be ideally located within the Great West Corridor.

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Once known as the 'Golden Mile' and a magnet for global business HQs, this remains a prominent area with significant opportunities for growth. The area runs along the A4/ Great West Road, which forms a strategic corridor linking central London with Heathrow Airport.

The area is home to world-class organisations including Sky, the University of West London and Brentford's new Gtech Community Stadium. It is a hub for digital, media and creative businesses, within the Creative Enterprise Zone. Jimmy Choo's London Fashion Academy has recently opened a new campus and maker space centred on artisan design and craftsmanship at Boston Manor House in the CEZ.

There are numerous light industrial sites in the area that have the potential to be developed into Innovation Hubs and we are in the process of evaluating site options.

London Borough of Hounslow is confident the Great West Corridor's reputation and reinvention will continue to gather momentum, transforming the area through expansion of light industrial spaces and mixed-use developments. Brentford has a significant and growing cultural offering and night-time economy with excellent transport links to the rest of London, UK and internationally.





## 2.1 Transport connectivity

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The Great West Corridor is served by well-connected rail, tube, bus and road transport links with central London and the rest of the UK including:

- ▶ **Syon Lane Station**, with direct trains to London Waterloo in 34 minutes [9-minute walk from the Hub]
- ▶ **Brentford Station**, with direct trains to London Waterloo in 31 minutes [10-minute walk from the Hub]
- ▶ **Boston Manor** – Piccadilly Line to Leicester Square in 37 minutes and Kings Cross in 50 minutes [22-minute walk from the Hub]

Regular buses run within and parallel to the Great West Corridor, with several bus routes connecting Hounslow with Brentford and hotspots outside of the borough including Hammersmith and Shepherd's Bush. The H91 will serve the Hub, running every 10 minutes and providing connections with Osterley Station in 10 minutes, Gunnersbury Station in under 15 minutes and Chiswick Town Centre in under 20 minutes.

The Hub is accessible by foot and cycle and will promote sustainable travel with good connections to local walking and cycling routes and public transport. This will be complemented by secure and accessible cycle parking and cyclist facilities on site such as showers and lockers. The new Cycleway 9 connecting Brentford to Chiswick, Hammersmith, and Kensington is in easy reach, running through Brentford Town Centre.

Car parking and HGV parking will be available at the Hub site, including Electric Vehicle charge points. A large service yard will be provided for access and movement of HGV/LGV vehicles. The Hub also offers easy access to the M4 in under 15 minutes, which provides a gateway in and out of London.

Heathrow Airport is accessible from the site in under 20 minutes via the A4, or 17 minutes on the Piccadilly Line from Boston Manor. The Hub's proximity to Heathrow Airport will not only connect businesses with key transport, storage and freight sector stakeholders and businesses, but will also connect the Hub's businesses with national and international partners.

## 2.2 Cultural offer and night-time economy

A vibrant nightlife and cultural economy is available in the immediate vicinity of the Hub, providing the opportunity for businesses and employees to network and socialise. The area is just a short walk to Brentford town centre and a short bus ride to Chiswick town centre, which is served by numerous pubs, music venues, theatres, and cinemas.

Brentford is home to the Gtech Community Stadium which hosts Premier League Brentford FC known by fans as “the Bees”, as well as cultural venues including Waterman Arts Centre and Great West Gallery. The Great West Corridor benefits from vibrant green spaces: Boston Manor Park, Osterley Park and Gunnersbury Park, and is a short walk to Syon Park. This all makes it an ideal location to live, work and play.

The area’s cultural character and nightlife will further improve with the completion of The Brentford Project, regenerating the historic heart of Brentford town centre. New businesses are set to open their doors this Autumn providing a thriving mix of bars, restaurants, hotels and leisure activities overlooking the Brentford canal and Thames. Along with Brentford’s historic Market Place, Waterfront Square will provide a dedicated space for outdoor markets, performance, and public events to showcase the local culture and heritage of Brentford and the surrounding Creative Enterprise Zone.





## 2.3 Proximity to elite academic and research opportunities

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An important feature of the Hub is the gateway it provides to universities, research institutions and local talents.

The Great West Corridor is currently home to the University of West London in Brentford and is easily accessible to other world-class universities based in West London including:

- ▶ Imperial College London
- ▶ Brunel University
- ▶ Royal Holloway University
- ▶ The American University London, which has recently opened a new state-of-the-art campus in Chiswick Business Park.



# 3.

# Key Partners

# Key Partners:

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## West London Business

West London Business is a local business leadership forum with a growing network of 240 members and strategic partners working together to maintain global economic competitiveness and catalyse action for people and planet. Members are provided with bespoke support to grow fast by gaining new insights and building their local networks. As a key partner, West London Business will be co-locating to the Green Innovation and Enterprise Hub to provide on-site, individually tailored support in business growth and innovation.

West London Business is one of the delivery partners of the Better Futures Programme, a Mayor of London Programme offering free expert advice to support SMEs' transition to Net Zero. It supports London's reputation as a beacon of cleantech, low carbon and innovation to promote resource efficient industry. A free licence for Climate Essentials is available to businesses involved in the Better Futures Programme, which is an online carbon management tool that enables businesses to measure, manage and reduce their carbon emissions.



## London West Innovation Network (LWIN)

Through the London West Innovation Network solution seekers, solvers and scalers come together to collaborate and innovate. It builds the innovation capacity and capabilities of fast growth businesses to secure new investment and clients, and find a socially and environmentally sustainable pathway to scale. LWIN is linking local innovation districts and hubs across our wider geography from Hayes to Greenford, Ealing, Hounslow, and White City.



## Imperial College Undaunted: Tackling climate change with innovation

Undaunted is a partnership between Imperial College London's Grantham Institute and the Royal Institution, exploring innovative and creative ways to mitigate and adapt to the climate crisis. Imperial College London has a track record of supporting climate change entrepreneurs and solving real-world business challenges.

# Key Partners:

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## **Brunel University London**

Brunel University has a strong track-record for establishing and supporting the acceleration and incubation of start-ups and SMEs. It has a large portfolio of Innovate UK funding, working with businesses to transfer academic research into business solutions. Brunel lead on a number of programmes to support SMEs and start-ups in becoming more competitive and innovative, including the award-winning Co-Innovate programme, the Innovation Voucher Scheme (worth up to £5000) and the Help to Grow Management Programme.



## **Middlesex University**

The Centre for Enterprise and Economic Development Research (CEEDR) at Middlesex University has been the forefront of business analysis for over two decades, with a track-record of delivering research in sustainability, business growth and innovation. They have built a strong reputation in supporting sustainable enterprise and SME growth, finance, and development through their Green Finance (GreenFin) research hub and offering best practice guidance for green business transition and innovation.



## **London Borough of Hounslow**

The London Borough of Hounslow declared a Climate Emergency in June 2019, having pledged to become a net zero council by 2030 and to support the development of a local response to it. Hounslow is working across the borough with its strategic partners, businesses, and the community to deliver a wider programme tackling all emissions attributed to activities in the borough. Hounslow has taken the pan London lead for the Green Economy Action Plan, taking an active role in assessing the green economy ecosystem and supporting its growth. In 2022 Hounslow had its first Innovation & Growth Fund with 20 local SMEs receiving £7,000 grants for sustainable innovation, and 12 months access to an online carbon management platform supporting their first steps to Net Zero. In 2023 we want to support more businesses to grow and expand sustainably.

# 4. Register Your Interest

If you would like to grow your business or test and trial green innovation ideas through the Green Innovation and Enterprise Hub or would like to find out more, please get in touch with us at [Green.Recovery@Hounslow.gov.uk](mailto:Green.Recovery@Hounslow.gov.uk).

We are also eager to hear from investors or partners who would like to work with us to establish, deliver and/ or fund the Green Innovation and Enterprise Hub and wider Green Enterprise Zone.

