



KQ 2050: A Knowledge Quarter Unlocked

A Strategy for an Inclusive Innovation District

May 2023



Opening Statement from Camden & KQ

As the Knowledge Quarter (KQ) continues to thrive as a hub of innovation and knowledge-intensive industries, it is essential that its growth and development are inclusive, sustainable, and community-focused. We believe that the KQ has the potential to lead the way in inclusive innovation, and become the best place in Europe for collaboration, innovation and research, while fulfilling the social and economic potential of its residents. This belief is why we developed KQ 2050. This strategy is a joint statement by Camden Council, Islington Council and the Knowledge Quarter, outlining our shared vision of the area's future.

We believe that the KQ's strengths and assets, including its world-class expertise in data and life sciences, cultural collections, and reputation as an innovation district, can be leveraged to create a more equitable and sustainable future for all. Our three principles will help us to create an environment for inclusive growth, embed pathways for local residents to access employment and training, and support local organisations in becoming innovative and responsible employers. Each principle is backed up with actions designed to ensure the KQ continues to benefit the local community, while also contributing to the wider London and national economy.

But we can't do this alone. It is vital that all stakeholders, especially our anchor organisations (the significant academic and research institutes, civic and public sector bodies and major private sector partners), work together to make the KQ an even better place to live, work and thrive. The principles and values outlined in this strategy provide a framework for achieving this vision, but we need everyone's support to turn it into reality.

As we look to the future of the Knowledge Quarter, we are excited by the possibilities that lie ahead. Together, we can make the KQ the leading hub of inclusive innovation in Europe, a place that benefits all of its residents and the wider community. It is up to all of us – from anchor organisations to community – to turn this vision into reality. By working collaboratively, we can create a sustainable, prosperous, and inclusive Knowledge Quarter that serves as a model for other innovation districts around the world.

Cllr Danny Beales

Cabinet Member for Investing in Communities, Culture and an Inclusive Economy for Camden Council

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Chief Executive for the Knowledge Quarter



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Executive Summary

The Knowledge Quarter in Camden and Islington is a vibrant area of scientific, creative, cultural, and research-led organisations, with immense potential to contribute to the levelling up of the UK. Recent years have seen a wave of new arrivals, and there are plans to further develop the area with major sites such as Google's European headquarters and MSD's Discovery Centre. KQ 2050 hopes to ensure the continued success of the area, with local residents at its heart.

The Knowledge Quarter is a thriving innovation district, with research organisations, high-growth companies, knowledge-intensive industries, and a significant academic base. This innovation district facilitates access to other innovators, equipment and knowledge, supports the integration of a region within a city and provides facilities for its members to build networks and benefit from colocation. Moreover, the area is home to internationally leading industry 'clusters' in life and data sciences, and cultural collections as well as numerous 'sub clusters', making it one of the most important knowledge assets for the UK.

KQ 2050 aims to address two fundamental questions: ***How can the area continue to thrive as a world-class innovation district given the pace of recent change? And how can local authorities, community groups, residents and developers collaborate to ensure that local residents remain at the heart of any growth in the Knowledge Quarter area?*** With the abundance of assets in the area, those institutions based within the Knowledge Quarter catchment area are uniquely positioned to meet these challenges.

The area's international expertise in life sciences, AI and machine learning provides a significant competitive advantage for London and the UK. Building on a robust ecosystem of world-leading research institutes, universities and corporate headquarters, the Knowledge Quarter can supercharge the area's regeneration and investment potential to unlock the full capacity of its key growth sectors.

In particular, we encourage investments that safeguard and amplify the existing life-science expertise in London, thereby enhancing an innovative network that spans SC1, White City, Whitechapel and Canary Wharf. To achieve this, immediate delivery of much-needed wet labs, innovation and incubation space, and related offices and amenities, is essential.

Such investments will solidify London's global standing as envisioned in the London Economic Recovery Framework building on the KQ as world-leading innovation campus that serves as a beacon and contributes to the regeneration and transformation of the Central Activities Zone (CAZ). In return, this will create a broader range of opportunities for local communities.

We recognise that, despite their input and contributions, local communities have not always been able to share in the benefits of the area's considerable growth. Economic disparities in the area are increasing. Residents continue to endure above-average levels of deprivation. The challenges are particularly pronounced among Black, Asian, and Minority Ethnic (BAME) groups and people with disabilities, who face disadvantages in employment, income and mental health outcomes. Moreover, evidence indicates underrepresentation of women

and BAME groups in founding, leading, and raising investments for companies within the digital, tech, and life science sectors. Disabled workers are also less likely to be employed in higher-skilled occupations or within the knowledge economy.

Camden and Islington's schools are vital to our future vision of the Knowledge Quarter. We want to help forge stronger connections between local schools, council-led skills, training and apprenticeship programmes, and anchor and civic institutions across the area. The expansion of the Knowledge Quarter presents both a challenge and an opportunity, allowing for new and enhanced collaborations between KQ members and new organisations. Meanwhile, the area's resources offer potential to support local communities by linking the skills, resources, and people of Knowledge Quarter member organisations with local authority and charitable initiatives. It's crucial that we collaborate under the KQ 2050 framework to understand how we can proactively shape our surrounding opportunities.

The area is set to undergo some of London's most significant growth, strengthening the UK's ability to compete in key science sectors. Projects such as the redevelopment of Euston Station, the expansion of the British Library, and the new Moorfields Eye Hospital will be based here. Our KQ 2050 strategy, alongside Camden's Local Plan, aims to manage this development, ensuring the area meets its growth and spatial needs for the benefit of all.



There are over 2070 high growth companies in the Knowledge Quarter area



The Knowledge Quarter area produces 30,000 graduates, postgraduates and postdoctoral researchers a year. Equivalent to the entire population of Stratford-Upon-Avon



There are over 60,000 people working in the wider life sciences within the Knowledge Quarter, across 117 organisations



There are 3,688,000 sq ft of sites with potential lab space currently under development within the KQ

The vision of KQ 2050



By 2050, we want the Knowledge Quarter to be and be known as the best place in Europe for collaboration, innovation, and research; a place that delivers inclusive opportunities for local residents, regardless of their means, to fulfil their social and economic potential within the KQ area.

KQ 2050 presents an update on how the Knowledge Quarter has developed as an innovation district since the publication of the 2018 Science and Innovation Audit for BEIS – a deep dive into the KQ area’s industrial and innovation assets, strengths and weaknesses. Beneath a clear vision sit three principles and associated actions to be undertaken by Camden and Islington Councils, KQ leadership and anchor organisations within the area. It functions as a joining piece which bridges local authority strategic and planning frameworks as well as Knowledge Quarter’s own strategic framework, providing a comprehensive entry point through which businesses, institutions and other anchors can enter and understand the area.

While KQ 2050 sets out an ambitious vision for the future of the Knowledge Quarter, it recognises the need to balance a focus on supporting economic growth and innovation with securing solutions to the social and environmental impacts of development. It is the framework for collaboration and action towards our shared vision and achieving that balance. As the area continues to grow and change, so too will KQ 2050, as we respond to new opportunities and market dynamics, and ensure the strategy remains relevant and effective.

We will achieve this vision through the three principles which capture the short- and long-term goals of Camden and Islington Councils and the Knowledge Quarter for the area, aiming to reduce silos to further innovation, strengthen effective decision-making, and provide guidance and support to anchor organisations and civic institutions to be responsible businesses and organisations.

First Principle

We will collectively create the environment, public realm and land use to enable continuing inclusive growth of the KQ innovation district.

The Knowledge Quarter area is experiencing significant growth driven by the life and data science clusters and the attractiveness of the King’s Cross development. There is a need to provide adequate and coordinated support networks and space for start-ups and life sciences companies, while managing the increased demand for public transport and promoting modal shift to sustainable travel. Placemaking should be designed to facilitate this shift in order to ensure accessibility and inclusion.

Second Principle

We will embed pathways between Council employment, training and business enterprise programmes into anchors and other local organisations. Camden and Islington are working



to create pathways for local residents to access employment, training and business enterprise programmes, via collaboration with local anchor organisations and civic institutions. This includes programmes such as Camden STEAM, Islington's 100 Hours of Work, Good Work Camden and Islington Working, which aim to ensure that residents can navigate pathways into meaningful and work with the possibility of career progression. Anchor organisations are encouraged to work with the local community and local authorities to ensure that everyone can benefit from the Knowledge Quarter's growth.

Third Principle

We will support local organisations to become innovative, inclusive, responsible employers and purchasers, while working together with Camden and Islington Councils to respond proactively to the climate crisis. To more effectively deploy their expertise and resources, anchor institutions and civic organisations in the Knowledge Quarter need visibility of local opportunities and challenges, as well as effective guidance from local authorities. By 2050, the Knowledge Quarter will be a model for a sustainable innovation district. Organisations will be net-zero carbon emitters, and the area will be a hub for inclusive climate action.

Collectively, these principles capture our short- and longer-term goals for the area, in particular around:

- ▶ **Maturing our ways of working together and building more connections between anchor organisations, civic institutions and other stakeholders to better leverage collective resources and expertise** - reducing silos around different sectors to further innovation.
- ▶ **Strengthening the area's growing culture of effective, empowered and joined-up decision-making by embedding robust information-management processes** - by focusing on what information we gather and generate, ensuring transparency and accessibility, and then deploying information effectively to help anchor organisations, civic institutions, other key stakeholders (such as developers) and local communities contribute to and make good decisions about growth and change in the KQ.
- ▶ **Providing clear guidance and support to anchor organisations and civic institutions about how to be responsible organisations in the KQ area** - including by strengthening the pathways between local schools and Council-led employment, skill training and business enterprise programs for local residents into KQ member organisations, delivering against zero-carbon goals, and embedding 'good work' practices (such as paying London Living Wage).
- ▶ Each principle is supported by a suite of actions that will be delivered via partnerships and collaboration between local authorities, the KQ consortium, individual anchor organisations, new investors and incoming developments, and our local communities to support the area's continued growth and maturation as an inclusive innovation district

Principle 1

We will collectively create the environment, public realm and land use to enable continuing inclusive growth of the KQ innovation district.

Camden & Islington Actions

- Provide clear and constructive support to reinforce the planning framework to ensure the right development takes place within the Knowledge Quarter area to support growth, collaboration and innovation activity and to provide clarity on planning obligations required.
- Create and implement a vision and public realm strategy for Bloomsbury and advocate for the delivery of the Euston Healthy Streets vision and building momentum by driving an ambitious approach to transform the Euston Road.
- Develop and execute clear, actionable, and feasible affordable workspace strategies and plans that support start-ups as they scale-up in the Knowledge Quarter, and secure appropriate space to support underrepresented groups and early-stage start-ups in target sectors to scale-up and stay within the Knowledge Quarter.

KQ Leadership Actions

- In collaboration with Impact Hub, create a physical presence in the area, a KQ space, which fosters connections between companies, community groups and residents.
- Integrate developers in the area through the creation of an Asset Managers and Developers group within the Knowledge Quarter's membership structure.
- Invite local residents and community leaders to the KQ steering group as 'civic representatives' to facilitate better integration of the community into the decision-making process.

Joint Actions

- Partner with developers, businesses and community groups to understand the current demand for different types of spaces within the Knowledge Quarter and incorporate this intelligence into the development and planning process.
- Encourage and facilitate early-stage discussions between developers and Knowledge Quarter anchors and businesses to foster collaboration that will benefit the wider community.
- Forge stronger relationships with workspace providers, with a focus on identifying providers that can offer affordable workspaces or have the potential to do so. Convene workspace providers regularly to assess capacity, engage tenants, curate support, and support networking.
- Conduct a thorough scoping exercise to establish a Life Sciences Partnership for the area that is inclusive and has thematic objectives around employment, space, and profile.

The ask of wider KQ anchors, developers, businesses and institutions

- Ensure meaningful participation of residents early in development schemes and in the activation and ongoing programming of spaces and activities.
- Explore meanwhile uses for vacant or underused spaces and proactively use them to serve the community.
- Consider how spaces and facilities could be used by local schools or community groups and work with local authorities to unlock these resources.



Principle 2

We will embed pathways between Council employment, training and business enterprise programmes into anchors and other local organisations.

Camden & Islington Actions

- Establish a more cohesive approach between local councils' programmes, project teams, and the Knowledge Quarter to ensure better sharing and coordination of employer contacts.
- Collaborate with borough partners and stakeholders to fund a programme on inclusion in the life sciences sector.
- Ensure the successful implementation of the Camden STEAM Strategy to provide local young people with access to knowledge economy opportunities.
- Establish a Community Wealth Fund providing repayable finance to people, businesses and organisations across Camden whose purpose aligns with one of Camden's strategic priorities. Focusing on businesses which are usually less likely to access finance and support.
- Expand work experience and industry placement opportunities for KQ higher education and further education institutions by linking relevant sector organisations with existing modules.

KQ Leadership Actions

- Form a Community Engagement Group that unites community engagement professionals in the Knowledge Quarter to achieve shared objectives, maximize resources, and unlock new opportunities.
- Make Council-led initiatives, such as Good Work Camden, the cross-borough LIFT Programme, Camden STEAM, and Camden's Community Challenges, a central part of operating in the area by integrating them with KQ membership activities.
- Create lasting partnerships between local sixth forms and colleges and Knowledge Quarter higher and further education institutions through current outreach programs and by regularly bringing together relevant faculties.
- Support Camden Spark and 100 Hours of Work which to promote engagement between local schools and parent groups, and the outreach programmes of cultural, scientific, and research institutions.

Joint Actions

- Provide Knowledge Quarter organisations with clear guidance and assistance in connecting with local education and employment support programmes.
- Convene local technical and vocational education providers with KQ employers and local authority staff to review educational offers against current and emerging market needs, ensuring that local skills and training programmes remain relevant and suitable for employers and residents. Support the delivery of vocational and technical skills training by encouraging organisations to provide facilities and sites for programs such as LIFT and Camden STEAM.

The ask of wider KQ anchors, developers, businesses and institutions

- Engage with schools to deliver the Camden STEAM Strategy and Islington's 100 hours of Work programme.
- Provide transparent data on pay gaps, diversity of leadership, local employment, apprenticeships, and other relevant metrics to support a consistent measurement framework for social value performance assessment within the Knowledge Quarter area.



Principle 3

We will support local organisations to become innovative, inclusive, responsible employers, while working together to respond proactively to the climate crisis.

Camden & Islington Actions

- Identify a target list of anchor institutions and take a proactive approach to building relationships, using an account management approach and mutual benefit as the foundation for engagement.
- Mandate clear and comprehensive social value performance standards for KQ organisations, including governance and operational practices such as employment practices, employee benefits, accountability and transparency.
- Lead the creation of a 'Green Corridor' prospectus linking investment in green spaces from Euston Road, through Bloomsbury and down to the River Thames to tackle air pollution and carbon emissions.
- Activate affirmative Climate Action with residents and businesses increasing their recycling, energy saving and active travel choices

KQ Leadership Actions

- Convene the area's sustainability experts, professionals, and champions to promote knowledge exchange and collaborative approaches to climate action, as well as to collect data on carbon emissions reductions.
- Support innovative and collaborative projects that reduce overall carbon emissions and improve the health and wellbeing of local communities adversely affected by air pollution and limited access to green space.
- Promote sustainable local supply chain practices to reduce scope 3 emissions from freight, and Knowledge Quarter contributions to local air pollution.

Joint Actions

- Ensure Knowledge Quarter and other local organisations commit to becoming London Living Wage accredited, including for contracted and agency staff.
- Use existing forums and networks to provide leadership and share guidance with businesses about how to adopt and embed responsible business practices, diversity in recruitment and leadership, such as through Camden's Inclusive Business Network.
- Launch a Knowledge Quarter carbon offsetting fund which will give organisations in the Knowledge Quarter the opportunity to offset their carbon emissions by investing in local carbon-reduction projects.
- Recognise and champion the area's climate-action assets, across academia, business, tech, culture and heritage, and foster a culture of climate action in the area.
- Transform the Knowledge Quarter into a circular economy marketplace and stimulate reuse, upcycling and circularity. A circular economy marketplace will be inclusive, accessible, and will materially benefit local communities.

The ask of wider KQ anchors, developers, businesses and institutions

- Commit to becoming fair and flexible employers by becoming London Living wage accredited, introducing inclusive and accessible recruitment practices, offering flexible employment opportunities, and supporting progression and development of their employees.
- Provide transparent data on pay gaps, diversity of leadership, local employment, apprenticeships, and other relevant metrics to support a consistent measurement framework for social value performance assessment within the Knowledge Quarter area.
- Contribute to local authority and KQ-driven actions to address climate change, including supporting local carbon-reduction projects and sustainable supply chain practices, and joining existing initiatives such as Camden Climate Alliance.
- Support local businesses by procuring goods and services locally where possible; and supporting the 'Green Corridor' prospectus linking green spaces to create walking routes through the KQ
- Be open to exploring new ways of working with local communities and consider opportunities to make genuine space for local community voices in decision-making (such as adopting a co-design approach when beginning a new project or making a key strategic decision).



Background & Context

The Knowledge Quarter innovation district sits within the heart of Camden and reaches across to Islington. It captures arguably the densest concentration of scientific, creative, cultural, and knowledge-based organisations anywhere in the world, all within a one-mile radius of King's Cross station. The councils of Camden and Islington recognise the important role they play in supporting and enabling the Knowledge Quarter through proactive and informed management of development, partnership working, and holistic socio-economic policy objectives. The 2018 Science and Innovation Audit (SIA) highlighted the importance of the Knowledge Quarter as an 'incubator' for the whole of the UK and a significant contributor to the wider levelling up agenda. By noting the constraints on its growth, the SIA presented a number of opportunities and interventions to develop what is arguably the UK's most important knowledge cluster.

The 2018 Knowledge Quarter Science and Innovation Audit found evidence of considerable knowledge "spill-over" effects, that is, knowledge or ideas developed in one area or industry spilling over to the benefit of other areas or industries. The KQ produces a talent pool of highly skilled graduates, postgraduates, and postdoctoral researchers (approximately 30,000 per year) who spill outside the KQ, and establish highly innovative businesses in other parts of London or the UK.

2018 Science & Innovation Audit

In establishing and 'naming' the Knowledge Quarter in 2014, its founding members - the British Library and University of the Arts London, set out the actual and would-be potential of the KQ area to make significant, cross-sectoral contributions to our society - if appropriately harnessed to do so.

To understand what this 'harnessing' could look like, a Science and Innovation Audit (SIA) of the Knowledge Quarter, sponsored by the Department of Business, Energy and Industrial Strategy (BEIS) was undertaken in 2018. The SIA outlined a vision for the KQ where "the whole of the UK [would] benefit from the world-class expertise, facilities, collections and connectivity that characterise the Knowledge Quarter" if the KQ's assets were suitably mobilised to "accelerate the pace of discovery, science and innovation at a national level, drive economic growth and help implement the new Industrial Strategy".

The SIA demonstrated that the KQ area had "abundance of leading-edge anchor institutions and companies, with some links to start-ups, business incubators and accelerators" (SIA, p.4) necessary to support the vision above, but also acknowledged that the existence of these institutions and companies alone was not sufficient to deliver on the vision.



The ability of the KQ, as an innovation district, to capitalise on this was therefore assessed via three hypotheses:

- That close proximity in an urban setting facilitates open innovation between knowledge-based organisations;
- That place-based 'network brokers' have an important role to play in catalysing relationships; and
- That an exceptional concentration of scientific research and other knowledge-based organisations can affect innovation and growth elsewhere in the UK.

The SIA found that, while the growth of the KQ as an innovation district (measured in terms of research and economic outputs) was strong and could demonstrate incredible potential for this to be deepened and extended further - the continued maturation of the KQ could not be passively assumed. Concerted and nuanced effort was needed by the KQ leadership and Camden and Islington Councils to create the right enabling conditions for its potential to continue being realised.

Developing a 'spatial strategy' for the KQ was the SIA's key recommendation and answer to this - with the strategy to provide a framework for engagement and collaboration within and beyond the KQ membership, and to "give coherence and legibility to long-term aspirations for the area" (Knowledge Quarter, Science and Innovation Audit).

However, the pace and acceleration of recent change in the district has been significant. The previous six years have seen a wave of new arrivals, including the Francis Crick Institute, the Alan Turing Institute, DeepMind, McKinsey and Universal Music. Looking ahead at the next few years, the Knowledge Quarter will be home to Google's European headquarters, the UK Dementia Research Institute, a new extension of the British Library, MSD's Discovery Centre and a new site for Moorfields Eye Hospital. Additionally, there are plans for oversite development at Euston station following its redevelopment, as well as other major sites being brought forward by developers and investors, all within the context of a significant and well-established residential population.

KQ 2050 seeks to address the questions of how can the area continue to thrive as a world-class innovation district given the pace of recent change, and how can local authorities, community groups, residents, and developers collaborate to ensure that local residents remain at the heart of any growth in the Knowledge Quarter area?

With its abundance of assets, the Knowledge Quarter is uniquely positioned to meet these challenges.

Anchor Tenants

Central to the vision for KQ 2050 is partnership and engagement with anchor organisations. In our context, an anchor organisation is one that either employs more than 50 people or has a sufficiently high turnover. In our experience, such organisations are typically more open to local partnerships. Smaller organisations, while crucial to our ecosystem, often face capacity constraints that limit their ability to engage in extensive collaborations.

Anchor organisations, by contrast, have the resources and reach to play a significant role in shaping the local area. They are bedrocks of our community,

contributing not just economically but also to the cultural, social, and educational fabric of the area. They are the entities that can help us realise the key ambitions set out within KQ 2050.

In the following map, we identify over 150 such anchor organisations. We envision working closely with these entities, leveraging their capacity, influence, and commitment to the local area, to ensure the Knowledge Quarter continues to thrive as a world-class innovation district while prioritising the well-being and involvement of local residents.

Key anchor organisations within the KQ area include:

Charity

Action for Children
ActionAid
Afghanaid
Aga Khan Foundation
Ambition Institute
British Heart Foundation
Catch 22
Children With Cancer
Churches Conservation Trust
Consumers' Association
Coram
Dogs Trust
Ecole Jeannine Manuel UK
Goodenough College
Hospice UK
Humanists UK
Impact Hub King's Cross
International Institute for Environment and Development
Paul Hamlyn Foundation
Penrose Options
Place2Be
RNIB
Stonewall
Stroke Association
The Anna Freud Centre
The Foundation For Social Entrepreneurs
The National Autistic Society
The Save The Children Fund
The Single Homeless Project
The Terrence Higgins Trust
World Animal Protection
World Cancer Research Fund

Real Estate (inc. Developers, Architects & Land Owners)

Argent
ARUP
Bennetts Associates
Grimshaw Architects
Heatherwick Studio
Leatherbond
Places For People
PRP Architects
Sykes & Son

Life Science, Human Health and Social Work Activities

AstraZeneca
Benevolent AI
British Medical Association (BMA)
BMJ (British Medical Journal)
Camden and Islington NHS Foundation Trust
General Medical Council
Great Ormond Street Hospital for Children
LifeArc
Médecins Sans Frontières (Doctors Without Borders)
The Doctors Laboratory
UCLH (University College London Hospitals)

Financial and Insurance Activities

Balderton Capital
Newable
Rothesay

Professional, Scientific and Technical Activities

BDB Pitmans
Carpmaels & Ransford
Corps Security
Farrer & Co.
Fladgate
Max Fordham
McKinsey & Company
NatCen Social Research
Royal College Of Paediatrics And Child Health
Springer Nature
The Alan Turing Institute
The Francis Crick Institute
The Institute Of Physics
The Royal College Of Anaesthetists
The Royal College Of General Practitioners
The Royal College Of Physicians
Veolia
Wellcome Trust

Education

Birkbeck, University of London
Bloomsbury Institute
Central Saint Martins, University of London
City University London
London School of Hygiene and Tropical Medicine
NYU In London
Royal Veterinary College
SOAS, University of London
The Architectural Association
The Institute Of Ismaili Studies
The Open University in London
Université Paris Dauphine
Universities UK
University College London
University of Westminster
University of London
Westminster Kingsway
Working Men's College

Arts, Cultural, Entertainment and Recreation

Bloomsbury Publishing
Blue Zoo
The British Library
The British Museum
Cameron Mackintosh
Crafts Council
Entertainment One
Faber & Faber
The Guardian
iTech Media
Kings Place
Moonbug
Musicians Benevolent Fund
Royal Shakespeare Company
Sadler's Wells
Sotheby's Institute of Art
Sport England
The Art Fund
The Arts Council Of England
The British Film Institute
The Place
Universal Music
Warner
Yale University Press

Information Technology and Communication

ComplyAdvantage
Computer Systems Integration
Coniq
Curve
Digital Catapult
Equal Experts
Facebook UK
Getty Images
Google
I.C.T.S.
LinkedIn
Openreach
Tangible Benefit
Zappi

Business Support

Euromonitor
Goodman Masson
Huntress

Accommodation and Food Service Activities

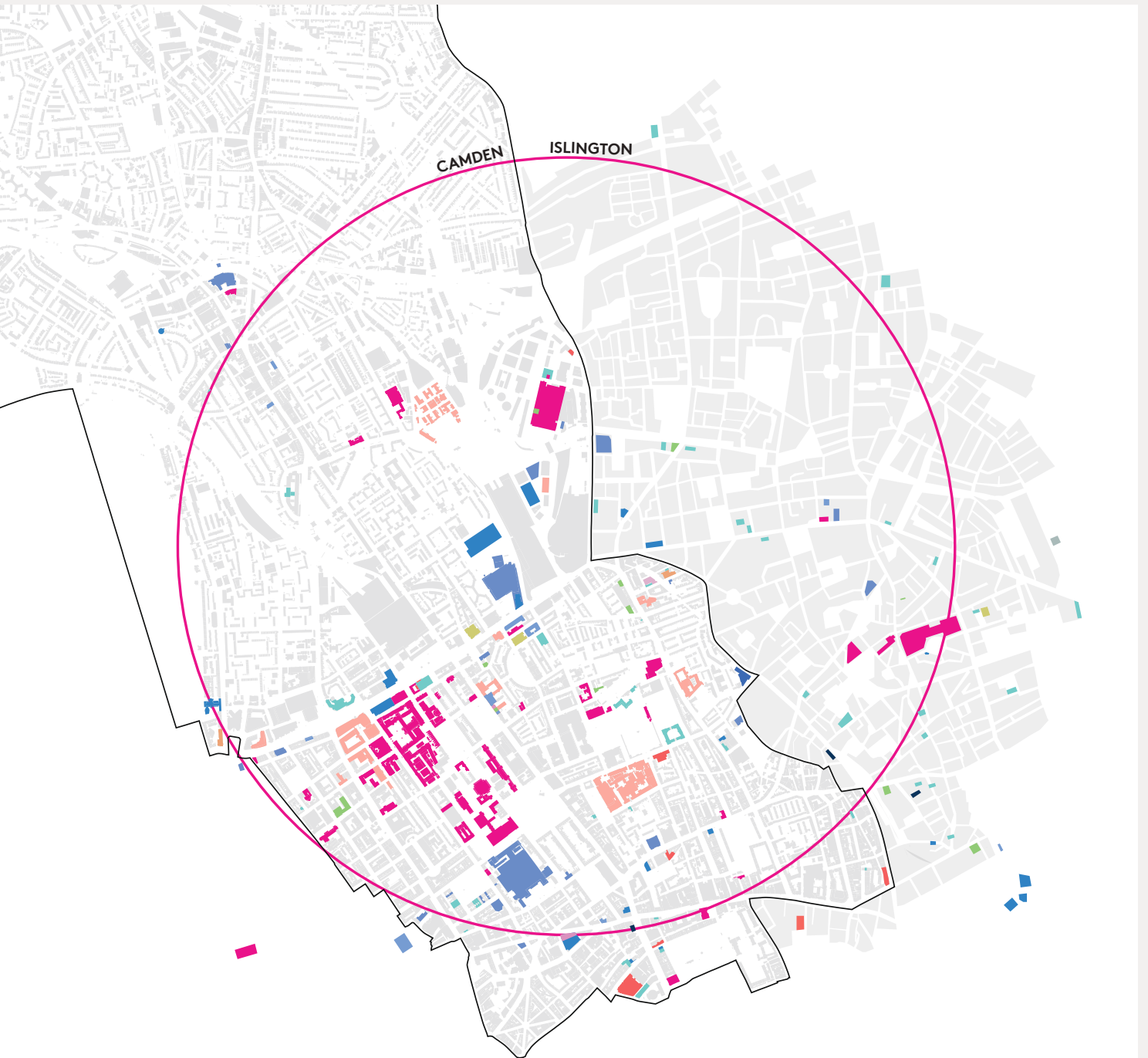
Firoka

Trade Union















National Education Union (NEU)
UNISON
Unite

Wholesale and Retail Trade

Diesel
Which?



Anchor Tenants

 Accommodation and Food Service	 Construction	 Life Science, Human Health and Social Work	 Trade Union
 Arts, Cultural, Entertainment and Recreation	 Education	 Government	 Wholesale and Retail Trade
 Business Support	 Finance and Insurance	 Professional, Scientific and Technical	
 Charity	 Information Technology and Communication	 Real Estate (inc. Developers & Land Owners)	

The Knowledge Quarter Innovation District

The Knowledge Quarter is a leading innovation district in the UK and Europe, with 296 research organisations located within the one-mile radius of King's Cross station, according to the Global Research Identifier Database. Camden and Islington have a high proportion of employment in knowledge-intensive industries, with Camden ranking second in London for the number of businesses (38,165) and start-ups, and both boroughs having a higher proportion of large businesses than the UK average. Additionally, the University of Cambridge ranked the boroughs highest in the Economic Complexity Index in the UK meaning that both boroughs have highly diverse and resilient economies. Analysis conducted by the Knowledge Quarter found over 2,070 high-growth companies located within the area, making it one of the most densely populated innovation ecosystems in the UK. Almost half of the companies in the area are at the seed stage, and a quarter of the start-ups are based around technology or products with intellectual property attached to them. Further analysis suggests that start-ups in the area are concentrated in innovative and emergent technologies.

The Knowledge Quarter is not only notable for its scale of employment in the area, but also the clustering of knowledge-intensive industries. The professional, scientific and technical sector is the largest specialism in both Camden and Islington, with twelve industries within the professional, scientific and technical sector holding a relative comparative advantage over local authorities nationally. Between 2003 and 2013, 42,000 new employee jobs in science and technology were created in Camden and Islington, and by 2015, one-third of the 352,000 employee jobs in Camden fell into this category - the highest concentration of any local authority area in the UK.

The area is home to definitive industry clusters, such as the life and data sciences, cultural collections and education, and numerous other sub-clusters such as architecture, design, post-production, creative industries and publishing. The foundation of education institutions, cultural organisations, and learned societies further enhances the area's innovation ecosystem. In addition to the companies located in the area, higher education institutes in the Knowledge Quarter have spun-out 484 companies in 2020/21, and a total of 1,182 companies spun-out since 2014/15 remain active, employing 6,429 people (FTE) with an aggregate turnover of around £171m. The area continues to be a thriving innovation ecosystem and arguably one of the most important knowledge assets for the UK as a whole.







Camden has a proud, rebellious spirit that throughout its history has seen communities come together to tackle problems, and to bring about real social change. We want to make Camden a better borough – a place where everyone has a chance to succeed and where nobody gets left behind. Together we will create a place that works for everyone and where everyone has a voice.

Camden 2025

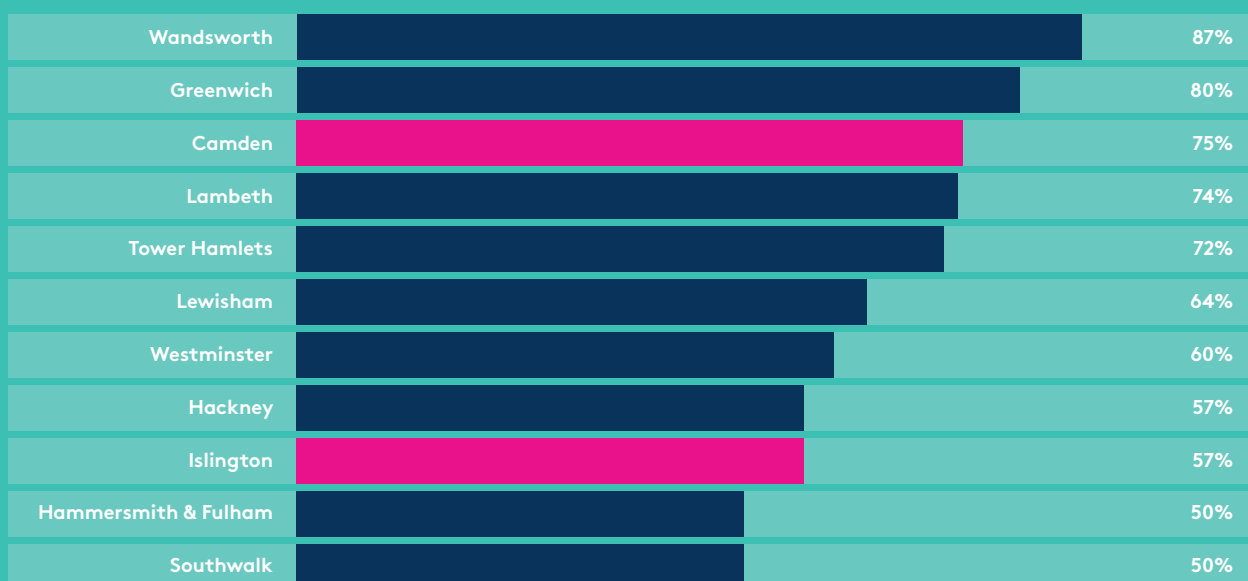


The Knowledge Quarter Residential Communities

The Knowledge Quarter has seen a considerable amount of change in its residential neighbourhoods from the reimagining of King’s Cross to the construction and disruption of HS2. Despite being consulted and contributing to the success of the area through their entrepreneurship, resilience and creativity, the communities of Somers Town, King’s Cross, St Pancras (Camden), as well as Caledonian Road, Finsbury and Clerkenwell (Islington) have not always been able to reap the benefits of this change.

The residential neighbourhoods in the KQ have seen higher than average levels of deprivation, poor air quality, and worklessness, with rising costs of living and a widening economic divide in London only making matters worse. This was highlighted in the Camden Renewal Commission’s September 2020 report, which found that Camden’s child poverty rate of 31.9% is 4th lowest in Inner London. St. Pancras and Somers Town have highest poverty rates, with free school meal eligibility in Camden and Islington highest in Inner London, particularly among non-White pupils. BAME groups and people with disabilities in Camden are more likely to claim out-of-work benefits than London average, highlighting that employment is no longer a reliable protection from poverty and its associated mental health issues.

Proportion of people in poverty in working families



Source: End Child Poverty AHC, 2022

Development in the KQ

The Knowledge Quarter area spans across some of Camden's most significant growth and regeneration areas, including King's Cross, Euston, Bloomsbury, Holborn, and Camden Town. Over the years, the area has become a hub for innovation and knowledge-intensive industries, and it is essential that future developments in the area support local economic and social outcomes. Belgrove House and the Francis Crick's Living Centre are examples where this has worked in practice.

To achieve this goal, the **KQ 2050 strategy distils the objectives and priorities of Camden's overarching strategic frameworks, including We Make Camden and Camden's Renewal Missions, into a focused, action-driven strategy with clear asks of all anchors, civic institutions, developers, investors, local businesses, and Camden's local communities in the KQ area. The strategy is supported by relevant planning policies, including Camden's Local Plan, the KQ Site Allocations, and Euston Area Plan.**

The KQ Site Allocation Policy guides the overall principles of the KQ 2050 strategy. It highlights that development proposals for specific sites within the Knowledge Quarter innovation district must accord with any relevant individual site allocation, and that development proposals on non-allocated sites within the area should contribute to the principles set out in the KQ1 policy where these are relevant to the development and commensurate with its nature and scale. The KQ 2050 strategy takes these principles on board to ensure that future developments align with Camden's strategic objectives and meet the needs of the local community.

The KQ 2050 strategy also aims to make the Knowledge Quarter a place where people want to live. Housing is seen as an essential form of supporting infrastructure within the innovation district. Moreover, reducing inequalities and increasing life chances in neighbouring communities and the borough generally is crucial. This is achieved by maximising social value at the planning, construction, and end-user phases, including supporting increased access to jobs, skills training, and education opportunities.

Furthermore, it is essential to improve the quality of place and ensure that the Knowledge Quarter continues to be recognised as a vibrant and distinctive place that attracts and retains talent. The KQ 2050 strategy emphasizes the need to create a diverse and affordable workspace, promote innovation and research, and increase access to skills and employment opportunities.





Placemaking Strategies and Guidance

North of King's Cross



Total projected NIA uplift – 98,700 sq meters

Total projected jobs uplift – 11,200 jobs

Key plans and guidance

Canalside to Camley Street SPD (LB Camden)

Vale Royal/Brewery Road LSIS (LB Islington)

Key sites

- 1 Tribeca (under construction)
- 2 St Pancras Hospital (in development)
- 3 Moorfields/Oriel Centre (in development)

Euston



Total projected NIA uplift – 304,000 sq meters

Total projected jobs uplift – 18,750 jobs

Key plans and guidance

Euston Area Plan (LB Camden)

Key sites

- 4 Euston station OSD phased masterplan (in development)
- 5 Euston Tower - Regents Place (in development)

King's Cross Central and South East of King's Cross



Total projected NIA uplift – 57,400 sq meters

Total projected jobs uplift – 3,500 jobs

Key plans and guidance

King's Cross Opportunity Area Planning & Development Brief (LB Camden and Islington)

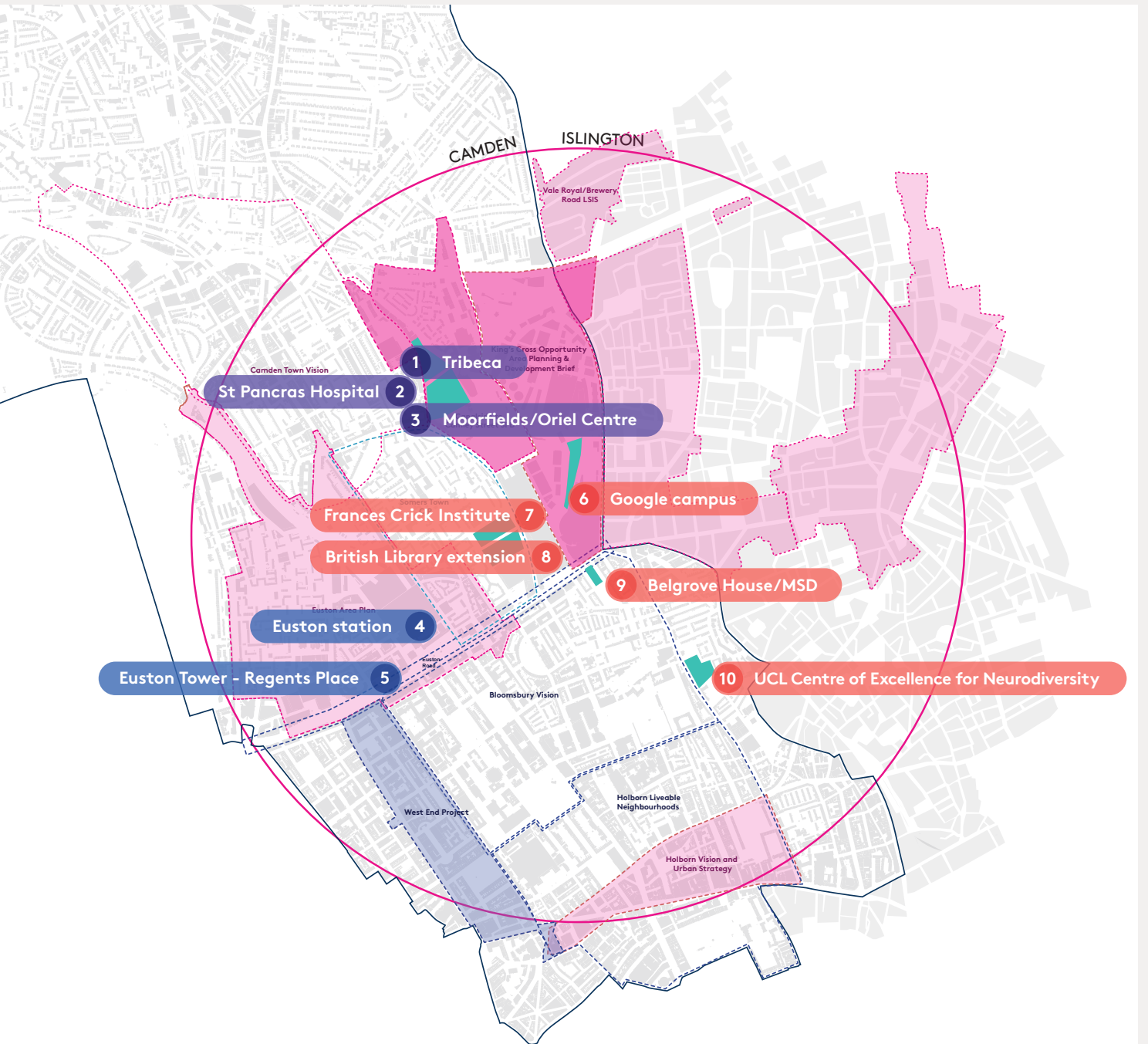
King's Cross Spatial Strategy (LB Islington)

Angel Spatial Strategy (LB Islington)

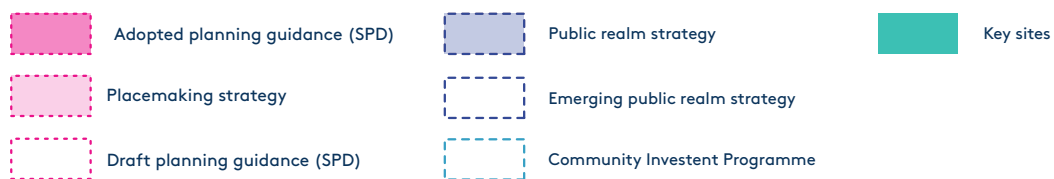
Holborn Vision and Urban Strategy (LB Camden)

Key sites

- 6 Google Campus (under construction)
- 7 Frances Crick Institute (completed)
- 8 British Library extension (in development)
- 9 Belgrove House/MSD (under construction)
- 10 UCL Centre of Excellence for Neurodiversity (under construction)



Placemaking Strategies and Guidance



Placemaking Strategies and Guidance



Credit; Google UK Ltd



Credit; Perkins&Will (lead architect), White Arkitekter (interiors and landscape) and Aecom (engineering and design team leader)

Tribeca King's Cross



Credit: Revere

The Knowledge Quarter area looking East across Euston and King's Cross



Belgrove House

Belgrove House is a property development project opposite King's Cross station that will provide innovative space for companies while supporting the local community.

The development has been designed to meet the needs of Knowledge Quarter tenants. Biopharmaceutical company MSD will occupy Belgrove House as its UK Headquarters and Discovery Centre to undertake research developing new medicines with a focus on diseases of ageing.

The design continues the tradition of innovative engineering established in the Grade I listed King's Cross station opposite. The building will comprise nine floors of research laboratory and office space with extensive public access provided to community education, outreach, exhibition and auditorium facilities at ground and lower-ground levels, and will include the renewal of the surrounding public realm and a new entrance into King's Cross underground station.

Belgrove House will be highly sustainable and an example of how the carbon emissions of a life science research building may be reduced in construction, operation, and future refurbishment. A 'biophilic' double-skin façade will provide views through planting and the opportunity for fresh air from opening windows.

Linked to Belgrove House by planning consent, Acorn House is a further development by Precis Advisory on nearby Gray's Inn Road that will provide 33 new affordable homes, 500 sqm of affordable workspace and a retail unit.

The Belgrove House project will provide employment and training initiatives for young people, including 40 construction apprentices and 28 construction work apprentices. The commitment to local procurement ensures that local businesses have opportunities to supply goods and services during the construction and end-user phases.

Belgrove House will also provide a publicly accessible Learning Centre that promotes collaboration and provides valuable access for the local community and visitors to the King's Cross area.

Belgrove House is committed to securing Camden STEAM Commission pledges amongst end-users and occupiers. The project provides opportunities for employment and training initiatives for young people, including construction apprenticeships, work experience placements, and apprenticeships in the life sciences industry.

The commitment to local procurement ensures that local businesses have opportunities to supply goods and services during the construction and end-user phases. The development sets a benchmark for community wealth building, providing valuable resources and support for the local community.





KQ 2050

KQ 2050 recognises the Knowledge Quarter as both a physical place with its collection of valuable space and assets, and an innovation district, with its collection of organisations and people with significant capacity and resources to generate and test ideas through action.

KQ 2050 provides an update on the composition and performance of the area as an innovation district since the publication of the SIA and sets out our vision and three principles with associated actions to be delivered by Camden and Islington Councils, KQ leadership and the anchor organisations within the KQ over the short and longer term.



Our collective vision is that:

By 2050, we want the Knowledge Quarter to be and be known as the best place in Europe for collaboration, innovation, and research; a place that delivers inclusive opportunities for local residents, regardless of their means, to fulfil their social and economic potential within the KQ area.

We will achieve this through the three following principles:

▶ Principle 1

We will collectively create the environment, public realm and land use to enable continuing inclusive growth of the KQ innovation district.

▶ Principle 2

We will embed pathways between Council employment, training and business enterprise programmes into anchors and other local organisations.

▶ Principle 3

We will support local organisations to become innovative, inclusive, responsible employers, while working together with Camden and Islington Councils to respond proactively to the climate crisis.

The principles were shaped by engagement with KQ members, other key anchors in the KQ area and Islington Council. There was a distinct, collective call for KQ 2050 to be bold in setting its objectives and naming what we, Camden Council, Islington Council and the KQ, would hold ourselves to. These constructive discussions were integral to determining how to best articulate collective ambition for the KQ area, how we should pursue shared goals, while also avoiding duplicating existing collaborative effort and networks.

It is also important to understand KQ 2050 as a joining piece. It is positioned to straddle key 'spatial-strategic' functions; between local authority strategic and planning frameworks, as well as those of the Knowledge Quarter as a dynamic, inclusive and place-driven innovation district. KQ 2050 does not replace any of the above, but rather, provides a holistic 'front door' through which businesses, institutions and other anchors can first enter and understand what this area is, what's expected of its occupants, and how Camden and Islington Councils, KQ members and other stakeholders can work together with Camden and Islington communities to achieve shared goals. **KQ 2050 provides a framework for engagement with anchor institutions and developers to provide strategic clarity, build strong working relationships and achieve shared objectives.**

Principle 1

We will collectively create the environment, public realm and land use to enable continuing inclusive growth of the KQ innovation district.

The scale and demand for development within the Knowledge Quarter area has only accelerated in recent years, driven by a number of factors. First, the attractiveness of the area's life and data science clusters for companies looking to secure co-location benefits from being near organisations such as the Francis Crick Institute or Google. Second, the success of the King's Cross development delivered by Argent in terms of quality of placemaking and culture. Third, the continued attraction of Headquartering companies to the KQ area as noted by Centre for London in their 2018 HQ City report. Fourth, the unparalleled connectivity provided to the rest of mainland UK and Europe by the area's three transport hubs (Euston, King's Cross and St Pancras). Euston station serves over 71 million people each year, while the King's Cross St Pancras transport hub links six London Underground lines with two national mainline rail stations and the international high speed rail network. London's five international airports are within an hour of the KQ, with direct services to Heathrow, Gatwick and Luton.

Whilst this scale of development is to be welcomed to some extent, there is a real and significant risk that it can quickly become unwieldy over time, and cumulatively change the character of the Knowledge Quarter area. As mentioned earlier, innovation ecosystems need to have all their component parts working in tandem. A rise in large developments could be welcomed but caution should be exercised if it comes at the expense of early-stage start-up space.





Space for businesses

The 2018 Science and Innovation audit already noted a number of infrastructural and operational risks which need to be addressed including securing supply for move-on and lab space, particularly for the life sciences and university spin-outs, and ensuring there is adequate and coordinated incubator, accelerator and investment support within the KQ area to help grow businesses – especially compared to the more mature business support networks in Tech City and Westminster.

There is significant demand for space from start-ups and the life sciences. Analysis from Beauhurst shows 2,070 high-growth companies located within the KQ area. Almost half of these are at the stage of seed, which is higher than comparable areas of innovation clustering, suggesting start-ups see this as an important cluster in which to establish a business. In addition, MedCity highlighted that over 500,000 sq ft of demand exists currently for life sciences real estate in London, much of that is focused within the Knowledge Quarter area.

A connected but congested space

Whilst a largely super-connected place containing two major domestic and an international rail termini and a confluence of key east-west and north-south tube and bus routes, there are significant sustainable transport infrastructure needs in the KQ area. Air quality is a significant concern with Euston Road accommodating around 60,000 motor traffic vehicles each day, contributing to NO₂ levels that are more than double the EU limit.

Euston Road also creates significant severance for pedestrian and cycle movement from the north of the innovation district to the South, despite recent improvements for the latter mode. Enabling active travel modes along this corridor is a priority in Camden's Transport Strategy, whilst the Council, KQ, Urban Partners and Euston Town BID have worked on promoting alternative parallel walking routes.

Managing demand

The continued development of new residential and office stock in the area increases the demand for public transport and travel in the area. Some parts of the tube and bus network are already the most overcrowded sections in London. Modal shift to cycling and walking and other sustainable modes, designed to ensure accessibility and inclusion, will ease pressures and support strategic objectives on air quality and wellbeing. Placemaking in the KQ area should facilitate that shift.



Euston Road Healthy Streets

Major placemaking and public realm improvements in the Knowledge Quarter

Euston Road Healthy Streets is a joint project between Camden and Transport for London to review the three main roads surrounding Euston Station (Eversholt Street, Hampstead Road and Euston Road). The project has established a vision for a safe, healthy and inclusive high-quality network that prioritises sustainable and active modes of travel,

maximises public benefit and supports local communities. The project seeks to influence High Speed 2 (HS2) designs in the area with this. A series of more detailed vision statements have been created for each of the three main roads, reflecting their intended purpose and character. The Healthy Streets project is a framework to influence more detailed design decisions as a result of development and investment adjacent to Euston Road and the KQ area. More detailed objectives and a funding strategy is being developed.

What does success look like

- By 2050, we will provide active, coordinated and collaborative leadership in planning and delivering major regeneration projects and development.
- New developments will provide clear and relevant benefits to local communities shaped by robust understanding of local community infrastructure needs.
- The amount of affordable workspace will increase in the future, ensuring the area can continue to support local start-ups and spin-outs created from institutions in the area.
- Local start-ups from KQ organisations will be supported to grow and will be able to find adequate move-on space, including through improved access to and leveraging of existing Knowledge Quarter assets.

Actions we will take to achieve this

Camden & Islington Councils will:

- Provide clear and constructive support to reinforce the planning framework to ensure the right development takes place within the Knowledge Quarter area to support growth, collaboration and innovation activity and to provide clarity on planning obligations required.
- Create and implement a vision and public realm strategy for Bloomsbury and advocate for the delivery of the Euston Healthy Streets vision and building momentum by driving an ambitious approach to transform the Euston Road.
- Develop and execute clear, actionable, and feasible affordable workspace strategies and plans that support start-ups as they scale-up in the Knowledge Quarter, and secure appropriate space to support underrepresented groups and early-stage start-ups in target sectors to scale-up and stay within the Knowledge Quarter.

Camden & Islington Councils & KQ leadership will jointly:

- Partner with developers, businesses and community groups to understand the current demand for different types of spaces within the Knowledge Quarter and incorporate this intelligence into the development and planning process.
- Encourage and facilitate early-stage discussions between developers and Knowledge Quarter anchors and businesses to foster collaboration that will benefit the wider community.
- Forge stronger relationships with workspace providers, with a focus on identifying providers that can offer affordable workspaces or have the potential to do so. Convene workspace providers regularly to assess capacity, engage tenants, curate support, and support networking.
- Conduct a thorough scoping exercise to establish a Life Sciences Partnership for the area that is inclusive and has thematic objectives around employment, space, and profile.

KQ leadership will:

- In collaboration with Impact Hub, create a physical presence in the area, a KQ space, which fosters connections between companies, community groups and residents.
- Integrate developers in the area through the creation of an Asset Managers and Developers group within the Knowledge Quarter's membership structure.
- Invite local residents and community leaders to the KQ steering group as 'civic representatives' to facilitate better integration of the community into the decision-making process.

Anchor organisations, developers, businesses, and civic institutions are asked to:

- Ensure meaningful participation of residents early in development schemes and in the activation and ongoing programming of spaces and activities.
- Explore meanwhile uses for vacant or underused spaces and proactively use them to serve the community.
- Consider how spaces and facilities could be used by local schools or community groups and work with local authorities to unlock these resources.

Principle 2

We will embed pathways between Council employment, training and business enterprise programmes into anchors and other local organisations.

The 2018 SIA acknowledged that ‘young people growing up in the Knowledge Quarter may not be well-equipped to take up the jobs generated through the area’s scientific and cultural organisations, institutions, or its businesses’ (SIA 2.28, p.17) and that while both Camden and Islington boroughs have a high proportion of well-qualified residents, there are areas of ‘acute deprivation’.

Despite the numerous and exciting employment opportunities available across the KQ area, we know that, since the SIA was published, the pandemic has further entrenched existing disadvantages and vulnerabilities experienced by Camden and Islington residents, particularly around digital access and increasing the attainment gap between socially disadvantaged pupils and their classmates. ‘We Make Camden’, published since the onset of the pandemic, acknowledges that Camden’s local education and employment system must be geared towards addressing inequality and systemic barriers to good work and must help people to develop skills needed for progression.

Both boroughs have drawn on and scaled up existing programmes while also designing new targeted interventions to address these issues, including:

Camden STEAM

Designed to support schools to develop connected curriculums that combine creativity with deep STEM knowledge and meaningfully engage employers in learning so that Camden’s young people can access opportunities in the knowledge economy.

Islington’s 100 Hours of Work

Works with a range of employers to ensure that all young people in Islington benefit from 100 hours’ experience in the world of work by the age of 16. A programme of meaningful career-related activities suitable for both primary and secondary schools.

Good Work Camden and Islington Working

Borough-based employment services which support residents into, and to thrive within, good work. Both services aim to deliver ‘no wrong door’ approaches that are easy for residents to navigate and increase the collective impact of employment support through a joined-up approach between service providers.

LIFT

LIFT (Leading Inclusive Futures through Technology) was launched in 2021 as a partnership between the London Boroughs of Camden, Islington, Hackney and Tower Hamlets. The three-year programme aims to build a more inclusive knowledge economy, helping local people to get jobs and training in tech, digital, creative and sciences, and supporting businesses and start-ups in these sectors. It is the first such scheme in the UK to focus on the 'knowledge economy'.

LIFT seeks out employment and training opportunities with local employers, and focuses on developing the talents of underrepresented residents, especially women and Black, Asian and minority ethnic communities. To date, 96 jobs have been supported across all four boroughs, with 47 of these in Camden and Islington. The initiative will also secure new affordable workspace for businesses across the four boroughs, providing free and subsidised desk space for local entrepreneurs starting businesses within the knowledge economy.

Key achievements to date include:

- Supporting 25 internships with tech and creative businesses (9 in Camden and Islington)
- Holding outreach activities to link businesses with local communities, entrepreneurship programmes, which have supported 28 local founders to start businesses and grow these through investment (11 in Camden and Islington)
- Creation of a digital hub as part of the Mayor's Academies Programme.



STEAM

In 2017, Camden Council partnered with the Knowledge Quarter to launch Camden STEAM (Science, Technology, Engineering, Arts and Maths) to link creative, digital and scientific businesses strongly with schools and young people in order to improve career opportunities for young people, and ensure businesses are able to benefit from the range of talent in the borough.

Over 50 local employers have committed to the STEAM Pledge, from Google, Lendlease and the Francis Crick Institute to Arup, UCL and Bennetts Associates. Thousands of Camden pupils have accessed STEAM employer activities and over 500 young people have benefitted from the STEAM Work Experience Programme.

Camden schools and employers have co-designed curriculum projects rooted in local challenges – for example, a project to reimagine a local high street, working with the engineers, architects and artists involved in the real project – embedding authentic industry expertise in the curriculum and providing a meaningful way for young people to have a voice in shaping their local area.

We want Camden and Islington's young people and residents to have clear pathways into employment and training with KQ organisations. KQ 2050 acknowledges that active but nuanced interventions by both Councils, via deep collaboration with local anchor organisations and civic institutions, must continue to ensure that our residents can access and compete for employment, social enterprise and entrepreneurship opportunities.

We know that increasing the number of organisations participating in Council-led programmes and embedding them into business-as-usual ways of working will be critical to sustaining long-term benefits for local residents, especially young people, while also building a robust and progressive local business environment with clear avenues to contribute to local employment outcomes. We also know that anchor organisations we consulted are overwhelmingly interested in working together with the local community. Through partnership, we can work together to ensure that everyone benefits from the continued growth and development of the Knowledge Quarter.



What does success look like?

- By 2050, residents will have clearly defined pathways of meaningful employment within knowledge-intensive organisations in the Knowledge Quarter.
- Every anchor organisation and civic institution within the Knowledge Quarter will contribute to Camden and Islington Council employment, skills and training programmes.
- Over the next 5 years, 1,000 apprenticeships, work placements and training opportunities will be offered to Camden and Islington residents by KQ organisations

Actions to achieve this

Camden & Islington Councils will:

- Establish a more cohesive approach between local councils' programmes, project teams, and the Knowledge Quarter to ensure better sharing and coordination of employer contacts.
- Collaborate with borough partners and stakeholders to fund a programme on inclusion in the life sciences sector.
- Ensure the successful implementation of the Camden STEAM Strategy to provide local young people with access to knowledge economy opportunities.
- Expand work experience and industry placement opportunities for KQ higher education and further education institutions by linking relevant sector organisations with existing modules.

KQ leadership will:

- Form a Community Engagement Group that unites community engagement professionals in the Knowledge Quarter to achieve shared objectives, maximize resources, and unlock new opportunities.
- Make Council-led initiatives, such as Good Work Camden, the cross-borough LIFT Programme, Camden STEAM, and Camden's Community Challenges, a central part of operating in the area by integrating them with KQ membership activities.

- Create lasting partnerships between local sixth forms and colleges and Knowledge Quarter higher and further education institutions (HEI/ FEIs) through current outreach programs and by regularly bringing together relevant faculties.
- Support Camden Spark and 100 Hours of Work which to promote engagement between local schools and parent groups, and the outreach programmes of cultural, scientific, and research institutions.

Together Camden & Islington Councils & KQ leadership will:

- Provide Knowledge Quarter organisations with clear guidance and assistance in connecting with local education and employment support programs.
- Convene local technical and vocational education providers with KQ employers and local authority staff to review educational offers against current and emerging market needs, ensuring that local skills and training programmes remain relevant and suitable for employers and residents.
- Support the delivery of vocational and technical skills training by encouraging organisations to provide facilities and sites for programs such as LIFT and Camden STEAM.

Anchor organisations, developers, businesses, and civic institutions are asked to:

- Engage with schools to deliver the Camden STEAM Strategy and Islington's 100 hours of Work programme.
- Provide employment opportunities for local people by developing local recruitment policies and developing fair and flexible employment practices.

Principle 3

We will support local organisations to become innovative, inclusive, responsible employers, while working together with Camden and Islington Councils to respond proactively to the climate crisis.

Camden and Islington are home to many of London's leading anchor institutions and businesses across arts and culture; health and life sciences; higher education and research, digital and social media and communications, information technology, real estate and development, finance, and wholesale and retail trade. Alongside these anchors, there are tens of thousands of small and medium-sized businesses that contribute to the success of both boroughs.

KQ 2050 recognises that these organisations can and do offer opportunities to help grow flourishing and vibrant local economies across the Knowledge Quarter, by employing local people, spending money locally, working with local suppliers and taking actions to help address climate change and achieve collective zero-carbon aims.

During the development of KQ 2050, anchors and civic institutions spoke of their need for visibility of the local opportunities and challenges faced by residents and communities to effectively tailor and channel their resources and expertise where it is needed. Anchors spoke of their desire to bring their heft to local and hyper-local issues and spaces, but also described sometimes finding themselves unsure about the best way to respectfully and effectively engage and deliver this support.

Feedback from stakeholders during the development of KQ 2050 noted that clarity of purpose was a key outcome they expected from the Strategy, while others highlighted the need for the KQ and local authorities to 'speak with a single voice' to provide clarity about how to 'be' an active member of the KQ inclusive innovation district.

We want local organisations to be among the best employers in London; and we want the KQ, as a world-leading innovation district, to be the place known for hosting organisations who take seriously their role in making our boroughs inclusive and sustainable places for our residents to live.

We know that KQ 2050 must therefore clearly articulate the actions and behaviours expected of all businesses in the borough to provide good quality, accessible jobs to local people and provide social value for communities. A challenge to overcome is businesses, especially those newly-established or arrived in the borough, finding it difficult to access or interpret local authority guidance about how they should strive to achieve this, in practical and applicable terms.

Inclusive Business Network

Convened by Camden Council, the Inclusive Business Network (IBN) is a key element of the 'Good Work Camden' programme, the Council's universal employment support service. The network aims to create a 'melting pot' of businesses who encourage, promote and share learning about embedding good work standards within their businesses, with the ultimate aim of assisting residents to get into good work.

To facilitate employers in the borough to adapt their work practices and offer 'good work' jobs, the IBN will concentrate on four core strands, each featuring practical actions for businesses to implement:

Promoting Inclusive and Accessible Recruitment: Evaluating CVs or job applications without any personal information proves an efficient strategy to eliminate any bias against diverse applicants.

Advocating for Role Flexibility: By allowing flexibility in hours and roles, businesses can cater to the varying needs and lifestyles of their employees, particularly those with health and care responsibilities.

Supporting Career Progression and Development: It's vital to nurture personal growth by building on individuals' abilities and aspirations.

Ensuring Job Security and Fair Pay: Businesses should, where feasible, avoid zero-hour contracts in favour of guaranteed minimum hours contracts. They should also contemplate becoming a London Living Wage employer.

Importantly, the IBN will serve as a platform for both the council and local employers to collaboratively engage, learn, and exchange best practices. By working together, the IBN will aim to co-create a clear definition of what 'good work' in Camden entails, and inspire and assist all Camden employers to implement positive change, contributing to a more equitable and inclusive Camden economy.



London Living Wage

Islington Council has been a London Living Wage (LLW) employer, accredited by the Living Wage Foundation since 2012. Since then, Islington has used its influence to encourage, cajole, and demand that companies it works with pay their workers a living wage too - with 98% of Islington contracts now living wage compliant.

After becoming a Living Wage Funder in 2016, with all voluntary sector jobs funded by Islington paying at least the LLW, and then, in 2017 a Living Wage Landlord, with new tenants in council-let commercial properties paying at least the LLW, the logical next step was to become north London's first Living Wage Place in July 2021. In practice this means joining with key borough stakeholders to form a Living Wage Action Group and developing a three-year action plan that combines the group's powers to encourage more local employers to join.

So far, the group has held a Living Wage Week event to celebrate new living wage employers and promote the benefits amongst Islington businesses, with another event attracting dozens of local small businesses eager to find out how to become living wage compliant. Since becoming London's first Living Wage Place, there have been 27 new sign ups in Islington, with a total of 230 businesses now proud to be part of a thriving living wage network that is growing steadily.

What does success look like?

- By 2050, the Knowledge Quarter will be considered the best place in London to do business and start a business. Businesses will feel they have the right support with the infrastructure needed to start and grow here.
- All work in the KQ will be good work: providing the pay, security and flexibility and opportunities for progression that support people to thrive.
- Local anchor organisations and their employees will feel part of Camden's communities, ensuring we all work together to make a vibrant and inclusive economy which benefits all.
- Knowledge Quarter members will be net-zero carbon emitters, and the Knowledge Quarter area will be the model for a sustainable innovation district, and a world-leading hub for inclusive climate action.

Action to achieve this

Camden & Islington Councils will:

- Identify a target list of anchor institutions and take a proactive approach to building relationships, using an account management system and mutual benefit as the foundation for engagement.
- Mandate clear and comprehensive social value performance standards for KQ organisations, including governance and operational practices such as employment practices, employee benefits, accountability and transparency.
- Lead the creation of a 'Green Corridor' prospectus linking investment in green spaces from Hamptead in the north, across and between growth areas and Innovation Districts through Euston and down to the River in the south to tackle air pollution and carbon emissions.

KQ leadership will:

- Convene the area's sustainability experts, professionals, and champions to promote knowledge exchange and collaborative approaches to climate action, as well as to collect data on carbon emissions reductions.
- Support innovative and collaborative projects that reduce overall carbon emissions and improve the health and wellbeing of local communities adversely affected by air pollution and limited access to green space.
- Promote sustainable local supply chain practices to reduce scope 3 emissions from freight, and Knowledge Quarter contributions to local air pollution.

Together Camden & Islington Councils & KQ leadership will jointly:

- Ensure Knowledge Quarter and other local organisations commit to becoming London Living Wage accredited, including for contracted and agency staff.
- Use existing forums and networks to provide leadership and share guidance with businesses about how to adopt and embed responsible business practices, diversity in recruitment and leadership, such as through Camden's Inclusive Business Network.
- Launch a Knowledge Quarter carbon offsetting fund which will give organisations in the Knowledge Quarter the opportunity to offset their carbon emissions by investing in local carbon-reduction projects.
- Recognise and champion the area's climate-action assets, across academia, business, tech, culture and heritage, and foster a culture of climate action in the area.
- Transform the Knowledge Quarter into a circular economy marketplace and stimulate reuse, upcycling and circularity. A circular economy marketplace will be inclusive, accessible, and will materially benefit local communities.

Anchor organisations, developers, businesses, and civic institutions are asked to:

- Commit to becoming fair and flexible employers by becoming London Living wage accredited, introducing inclusive and accessible recruitment practices, offering flexible employment opportunities, and supporting progression and development of their employees.
- Provide transparent data on pay gaps, diversity of leadership, local employment, apprenticeships, and other relevant metrics to support a consistent measurement framework for social value performance assessment within the Knowledge Quarter area.
- Contribute to local authority and KQ-driven actions to address climate change, including supporting local carbon-reduction projects and sustainable supply chain practices, and joining existing initiatives such as Camden Climate Alliance.
- Support local businesses by procuring goods and services locally where possible; and supporting the 'Green Corridor' prospectus linking green spaces to create walking routes through the KQ.
- Be open to exploring new ways of working with local communities and consider opportunities to make genuine space for local community voices in decision-making (such as adopting a co-design approach when beginning a new project or making a key strategic decision).



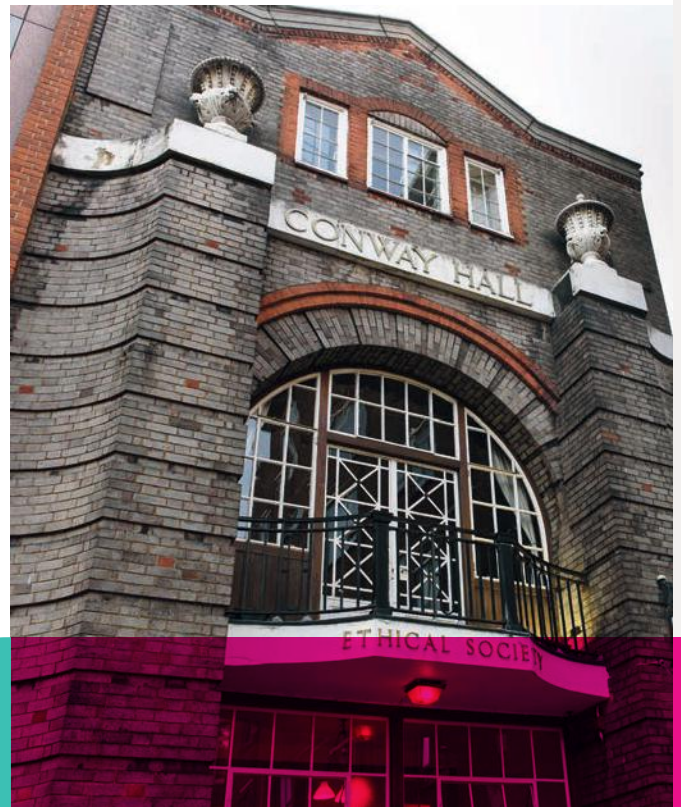


Tracking our progress

We will undertake a comprehensive formal review of KQ 2050 every five years, with annual reviews integrated into Council and Knowledge Quarter processes to stay abreast of progress, allowing for adjustments and new approaches where necessary. Additionally, we will work with anchor organisations and other partners on how to best incorporate concise 'feedback loops' into our ways of working to ensure timely information about progress or lack thereof reaches the right audiences and forums for consideration and response. To embed this approach:

- ▶ Camden Council, Islington Council and the KQ will create a KQ 2050 task group which will meet quarterly to monitor progress of KQ 2050 against its objectives.
- ▶ Camden and Islington Council will ensure KQ 2050 is incorporated into annual reports and corporate documents, formally recognising it as part of the council's strategic hierarchy.
- ▶ We will encourage the same approach across anchors and civic institutions within the area to help embed KQ 2050 objectives more deeply.

KQ 2050 should be regarded and acted upon as a 'live' and responsive strategy. We are mindful of the way in which patterns of life have changed since the COVID-19 pandemic. The task group, quarterly meetings and feedback loops will provide a unique opportunity to ensure KQ 2050 is nimble enough to respond to the ever-changing world in which we live. This structure will provide an effective mechanism to assess our progress and make the necessary adjustments to ensure we maximise the potential of the KQ for the benefit of all stakeholders.



KQ 2050 metrics

Informed by the success measures for each principle, we will use the following four indicators to assess our progress in achieving KQ 2050's vision:

One

Anchor organisations and civic institutions in the Knowledge Quarter contribute to KQ 2050 vision and its principles, measured by:

- Evidence of both new and deepened existing working relationships between Knowledge Quarter-based organisations and those beyond the Knowledge Quarter (e.g. relationships established across different sectors, and with other parts of the UK).
- Evidence that Knowledge Quarter-based organisations find it easier to navigate and engage with local authorities, and respond to KQ 2050 and other emerging strategic priorities.

Two

Grow the KQ's reputation as an internationally-recognised inclusive innovation district and continue building connections across the UK's innovation networks to share and leverage ideas, measured by:

- A greater profile and recognition of the Knowledge Quarter as a distinct area of excellence including in areas such as life sciences, data and machine learning and cultural collections, resulting in continued investment and commercial growth in the area
- The Knowledge Quarter area has excellent public realm and placemaking, with consolidated efforts made to reduce CO2 and NO2 emissions from streets and buildings as measured by resident and employee sentiment.

Three

Provide a clear path for inclusive growth of the KQ innovation district and support areas which provide a competitive advantage for the UK, measured by:

- Increased GVA and return on investment through employment, enterprise and infrastructure projects.
- Increased number and value of collaborations between other innovation districts and clusters in the UK.
- Increased proportion of start-ups and university spin-outs, particularly those from disadvantaged groups and those started by local residents.

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Camden and Islington residents to see more of the benefits of living alongside the organisations within the KQ, measured by:

- Greater participation in knowledge economy employment and enterprise activity, evidenced in the proportion of outcomes of council-led employment-support programmes and in national statistical releases.
- Greater engagement by local businesses in local schools evidenced by an increase in engagement activities, such as school talks, work experience placements and learning activities.
- Greater opportunities for local young people as evidenced by an increase in apprenticeships offered to local residents.

Google Career Certificate

Google has partnered with Camden Council to offer full Google Career Certificate scholarships to Camden residents. This initiative is to help accelerate economic recovery through technology, tools, and training in Camden, with courses available in five fields - Data Analytics, Digital Marketing, IT Support, Project Management, and User Experience Design.

To date, 780 Camden residents have been enrolled into Google's Career Certificate scholarships, including Jelena Stephenson. An ex-teacher from Camden, Jelena graduated from Google's Project Management Course and now works as a Digital Project Coordinator for the Participatory Grantmaking Community of Practice. After arriving in the UK from Serbia, Jelena had found that, despite her wealth of experience in education, she was unable to find employment in similar roles. Jelena reflected that, "I gained a lot of confidence because of the Google course", with her role quickly expanding beyond its local origins to encompass projects across the globe.

Google has also partnered with ten other UK employers - including BBC, BT, Deloitte, John Lewis, Salesforce, the FSB, and NatWest to create an employer consortium made of businesses who recognise the Google Career Certificates as qualifications for potential employees. Seventy-eight percent of UK Certificate graduates saw a positive impact on their career within six months, including a raise or a new job.

Case study







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