

↑UPSTREAM

Work. Play. Grow. West.





Welcome to Hammersmith & Fulham. One of the best boroughs in one of the best places in Europe to do business. This vibrant gateway to growth is a place to thrive **↑UPSTREAM.**



Acknowledgements:

Hammersmith & Fulham Council would like to thank the many local business leaders - from companies with a global presence to start-ups - who generously gave us their time, ideas and advice. This report could not have happened without them.

This is a **friendly** and **fascinating** area which is such a **great** place to work – and **play!** History shows that *Hammersmith, Shepherds Bush, White City and Fulham* have long been birthplaces of **invention** and **creativity**. Today this borough is home to a number of **EXCITING** and **AMBITIOUS** organisations who are joining together to **connect, innovate** and **inspire**.

Greg Jackson and Sophie Devonshire, Entrepreneurs, H&F residents and Upstreamers

YOOX
NET-A-PORTER
GROUP



BBC
Worldwide

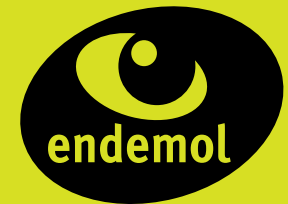


AURELIA

PROBIOTIC SKINCARE



Westfield
LONDON W12



Harrods



iplato

L'ORÉAL

medidata

Merci Maman
LONDON • PARIS

Who's working upstream



Just a few of the visionary businesses who have chosen to HQ in this borough:





Hammersmith inspired **William Morris** and the arts and craft movement. **Rule Britannia** was written in the **Dove** which was a favourite pub of **Hemingway** and **Graham Greene**. TV shows from **Blue Peter** to **Bottom** were created in the borough. The inventor of the **sans serif font** lived here and **AA Milne's** debut play was at the **Lyric** Hammersmith. Today Hammersmith & Fulham is home to **The Eventim Apollo** for comedy and music, **Bush Hall** hosting bands and performers from **Amy Winehouse** to **REM**. The **Lyric Theatre** in Hammersmith and the **Bush Theatre** in Shepherd's Bush deliver cutting-edge adult drama with family favorites. Plus, many production companies and recording studios are here. So it was only natural that **Lady Gaga** played an impromptu gig in a local pub, that **Motörhead** named their legendary live album after the area and that **Bruce Springsteen** gave his first London gig here. We're home to many creative businesses including **UKTV**, **Accessorize**, **YOOX NET-A-PORTER GROUP**, **Formula E** and **Soho House**.

Pictures. *Bottom middle:* Bush Theatre in Shepherd's Bush.

Where creative minds meet

“Hammersmith & Fulham is steeped
in culture and creativity – you are
spoilt for choice here”

Sian Alexander, Executive Director of The Lyric Hammersmith

William Morris print



The source of innovation

“Innovation is in this borough’s DNA, it is the birthplace of world-famous brands and a crucial cluster in London’s tech ecosystem.”

Russ Shaw, Founder of Tech London Advocates and local resident





Imperial College London, founded in 1907, is regularly ranked as one of the world's top universities. The College is developing a new campus in White City, dedicated to research and learning, collaboration with business and partners, and engaging neighbours and visitors in the wonder of discovery and invention. This vision is already becoming a reality, with the opening of its **Translation and Innovation Hub (I-HUB)** in October 2016. This builds on a long history of innovation in the borough. In 1908, 'The Great White City' was built to host the **Franco-British Exhibition**, showcasing the industrial achievements and scientific successes of both countries. Decades later, it was the birthplace of the world's first business computer. Today Hammersmith & Fulham (which includes Shepherds Bush and White City) is home to a number of innovative start-ups and scale-ups.

Pictures. *Bottom left: The Ark, Bottom middle and right: The I-HUB, Top left: The I-HUB. Top middle: Blenheim Chalcot. Top right: White City Place.*



We've seen a number of successful brands and businesses starting their life here – from the **Virgin** empire and **Wimpey Homes** to **Innocent Drinks** and the **Sibelius music notation software**. Hammersmith & Fulham continues to grow its space for businesses to thrive. In White City for instance, the **Royal College of Art**, the **BBC** and **YOOX NET-A-PORTER GROUP** will shortly be joined by **Soho House**. This will be a major step in creating an ecosystem which connects business, technology, media and education and inspires innovation. For those looking to move here, there will be many pleased to see that there are more co-working companies joining the area – with both **Huckletree** and **Central Working** moving into the borough.

Pictures. Top: View of White City. Bottom left: Merci Maman. Bottom middle: The Aircraft Factory. Bottom right: Blenheim Chalcot.

The start of something special

“I have fond memories of the early days as a music-tech start-up just off the Fulham Palace Road”.

Jonathan Finn OBE, co-founder of Sibelius music notation software



Play upstream

This borough is a great place to work and relax.

The **Westfield** shopping centre means Hammersmith & Fulham has now become a signature destination for fashion, cinema and places to eat and drink with 28 million people through its doors each year. Westfield's continuing expansion significantly strengthens the offer for the borough through the day, evening and night economy. The borough is filled with great food choices, from some of the **best greasy spoons** in London and **award-winning curry houses** to the vegetarian **The Gate**, the world-renowned **River Café** on the banks of the Thames and one of London's **Michelin-starred** pubs, **The Harwood Arms**. The riverside is also the place to be to enjoy some excellent pubs - try doing **'the river run'** and have a drink in them all, including at **The Dove** as both Ernest Hemingway and Graham Greene once did or the highly-rated **Anglesea Arms**. With the beautiful **Ravenscourt Park** centre, it's also a great place to walk, picnic or relax. Staying locally? **Dorsett**, the **Novotel** and **The K West** hotels are just a few of the many local landmarks.

Pictures. Top left: The River Café. Top right and bottom left: The Harwood Arms. Bottom right: Hammersmith Bridge.



““““

Ernest Hemingway
Writer

*Don't bother with churches,
government buildings or city squares.
If you want to know about a culture,
spend a night in its bars.*



The perfect 10

10 Things to enjoy in the borough.

1

WALK DOWN THE BANKS OF THE THAMES. Home to the Boat Race and some of the best pubs in London.



5

GET STUCK IN. Watch Chelsea, Fulham and QPR play on their home turf.



6

GOOD GRUB. Anywhere and everywhere. Undertake this joyous adventure at your own pace.



7

SHOP, EAT, WATCH A FILM AT WESTFIELD. Grab a last minute gift or catch the latest blockbuster at London's biggest shopping destination.





2

PARK YOURSELF ON A GREEN. And what a choice - from Hammersmith Park's Japanese Gardens to classic Ravenscourt Park, historic Bishops Park and South Park.



3

TAKE IN THE THEATRE. Comedy at the Apollo? Drama at the Lyric? Got one of Barons Court Theatre's 57 seats? Or just drooling over the new Bush Theatre's latest production?



4

MUSIC TO MY EARS. Listen to world-class acts at Bush Hall, the Shepherds Bush Empire and Under the Bridge.



8

IMPERIAL FORCES. Imperial College London is developing The Invention Rooms, a new community innovation space for making and creativity.



9

GET PLACES FAST. With Heathrow 20 minutes away, the world is your oyster.



10

ON YOUR MARKETS. Taste fresh fruit, veg and world cuisine at Shepherds Bush, Lyric Square, Parson's Green and Bishops Park.

Well connected

As a global company,
great transport connectivity
helps GE do business
everywhere.

Mark Elborne, President and CEO, GE UK and Ireland

50%

of FTSE 100
head quarters
are within less
than 30 minutes

4

tube lines
converge:
Hammersmith
& City, Central,
Piccadilly, District

1

of London's
largest bus
stations provides
hyper-local,
pan-London
and national
services

20

minutes from
Heathrow
airport

M

motorway
grade access
via the A40
and A4

136

minutes to the
centre of Paris
by train

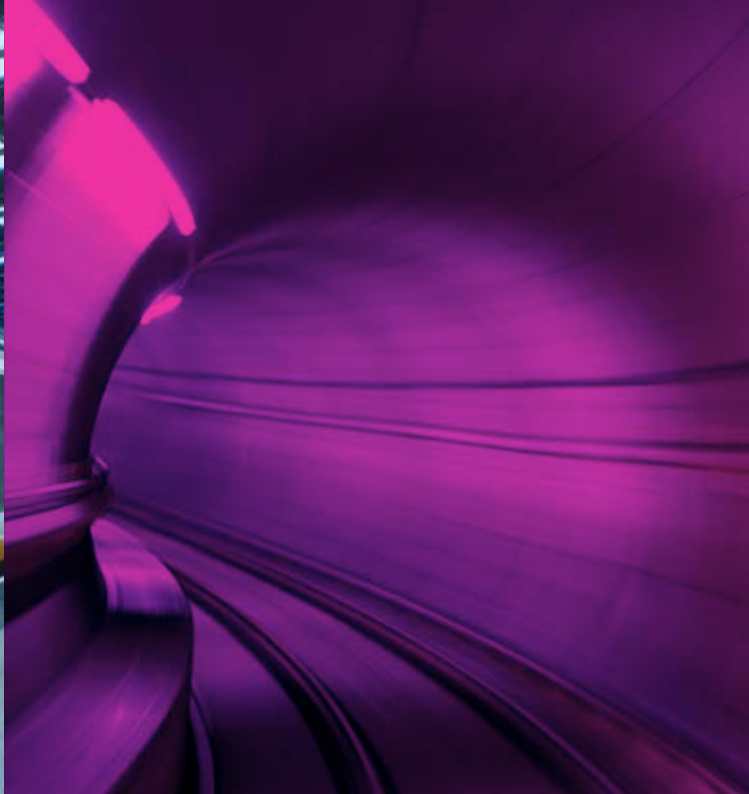
X

Crossrail 2 will
connect Fulham
to the City and
the South

HS2

will have its
major hub
near White City





We actively listen to and understand the needs of business. Working with them, we're putting all the factors in place to make Hammersmith & Fulham the most positive environment for businesses to grow and succeed.

Cllr Stephen Cowan, Leader of the London Borough of Hammersmith & Fulham

BETTER SPACES

Promoting co-working space and hubs.

Start-ups have asked for more affordable and flexible co-working spaces. Businesses of all sizes have told us how a hub aids interaction across companies and sectors.

We will now:

- Ask developers to provide co-working space and hubs as part of their Section 106 agreements.
- Support co-working companies that come to Hammersmith & Fulham.
- Encourage developers to use their meanwhile space to provide short-term, affordable co-working offices to startups making the move from garage to their first office.

BUILDING A COMMUNITY

Fostering entrepreneurial networks.

Entrepreneurs and their employees want to help build a tech and creative community in our borough. Lunchtime TEDx, after work drinks and a great buzz should all be on the menu.

We will now:

- Encourage businesses with large premises to support this initiative.
- Support organisations that want to create a network of tech and creative entrepreneurs.

AFTER WORK OPTIONS

In my backyard.

Whether they work 9-5 or 24/7, businesses have told us that their employees would love a more vibrant nightlife in the borough.

We will now:

- Continue to support Westfield London's expansion that launches in March 2018, which will strengthen the offer for the borough through the day, evening and night economy with restaurants, events and destination external space.
- Consider how to pilot an innovative late license that adds to the night economy but doesn't disturb local residents.

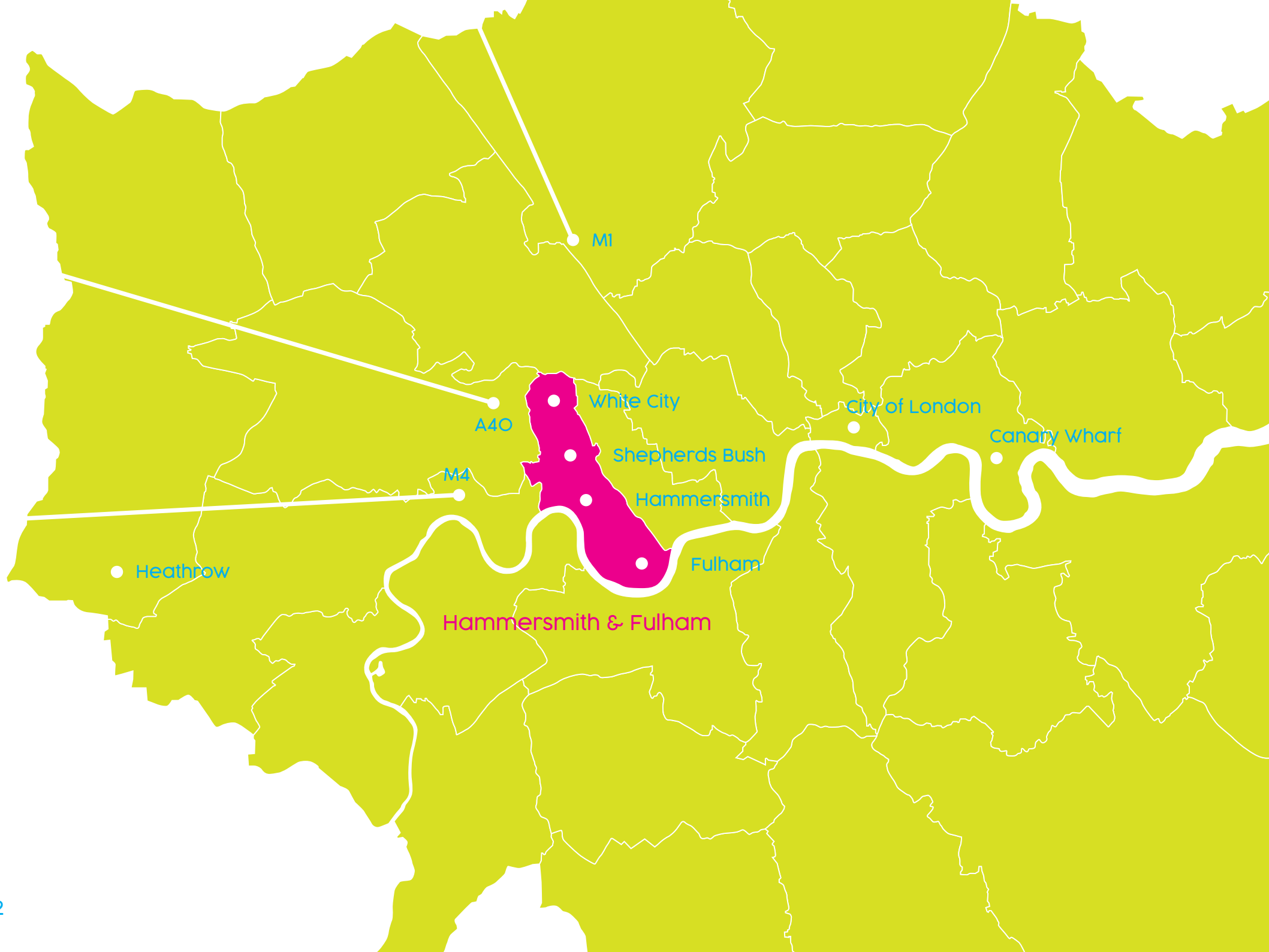
CHANGING OUR WAYS

Supporting businesses better.

Businesses are changing, the way we help them should change too.

We will now:

- Launch an industrial growth strategy that focuses on effective interventions from the Council which will shape growth.
- Use the space we own in a prompt and innovative manner that supports the needs of businesses:
 - Hammersmith Town Hall's foyer will house PopWorks – a wifi-enabled, rentable by the hour office pod.
 - Curate the properties we let in favour of tenants who bring both social and economic value.



Hammersmith & Fulham

M1

A40

M4

White City

Shepherds Bush

Hammersmith

Fulham

City of London

Canary Wharf

Heathrow

Work. Play. Grow. West.



Hammersmith

West London's hub with all the right connections.

Shepherds Bush

Cool bars, quirky shops and a destination shopping centre.

Fulham

A beautiful place to live and work on the river.

White City

Regeneration makes neighbours of media, technology and fashion.

↑UPSTREAM

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Be part of the future; email move.upstream@lbhf.gov.uk to get involved.