

Halfway through Park Royal Partnership's 10 year strategy

Targets	Achieved in June 2007
50,000 sq m of incubator and growth space developed	<ul style="list-style-type: none"> 45,000 sq m of business space already created/refurbished
International recognition of the significance of Park Royal	<ul style="list-style-type: none"> Sustained successful PR campaign, excellent coverage in property trade media and also national profile in The Times. Now prominent at international trade shows like MIPIM, The Shed Show and Think! 07. Magazine and e-news mailed to thousands of businesses and opinion-formers every quarter. Inward investment property enquiries rose by 52% between 05-06 – on similar projection for 07.
700 businesses benefiting directly from our support services	<ul style="list-style-type: none"> 1,157 cases of support in the last three years alone in areas such as property location, training, advice, grants and finance.
20,000 new jobs created (adjusted to 10,000 in 2007)	<ul style="list-style-type: none"> 700 new jobs have been created and over 2,500 safeguarded by PRP The Diegeo offices at First Central have generated about 1,000 new jobs, and the new offices currently being built should create a further 1,000. The Wembley development will generate 6,500 new full-time jobs when it is completed in 2012.

12,000 training opportunities	<ul style="list-style-type: none"> • Training opportunities rising continually – 525 were available in the last 6 months alone
A comprehensive transport strategy that is integrated with West London Transport	<ul style="list-style-type: none"> • £1.25 million grant of preparatory works underway for proposed new tube interchange ‘First Central’ • Strong case made for new ‘fast bus’ route from Wembley. Awaiting results of a feasibility study which will inform the funding decision from TfL. • A strong, business-led Transport Management Association (TMA) is in place to co-ordinate all travel initiatives and planning
4 areas where environmental quality is spectacularly transformed	<ul style="list-style-type: none"> • The transformation of the former Guinness Site into First Central • Many smaller site improvements including Queensbury Road
10,000 more trees	<ul style="list-style-type: none"> • 8,000 saplings already planted in the area with plans for 4,000 more in the next year. Target exceeded.