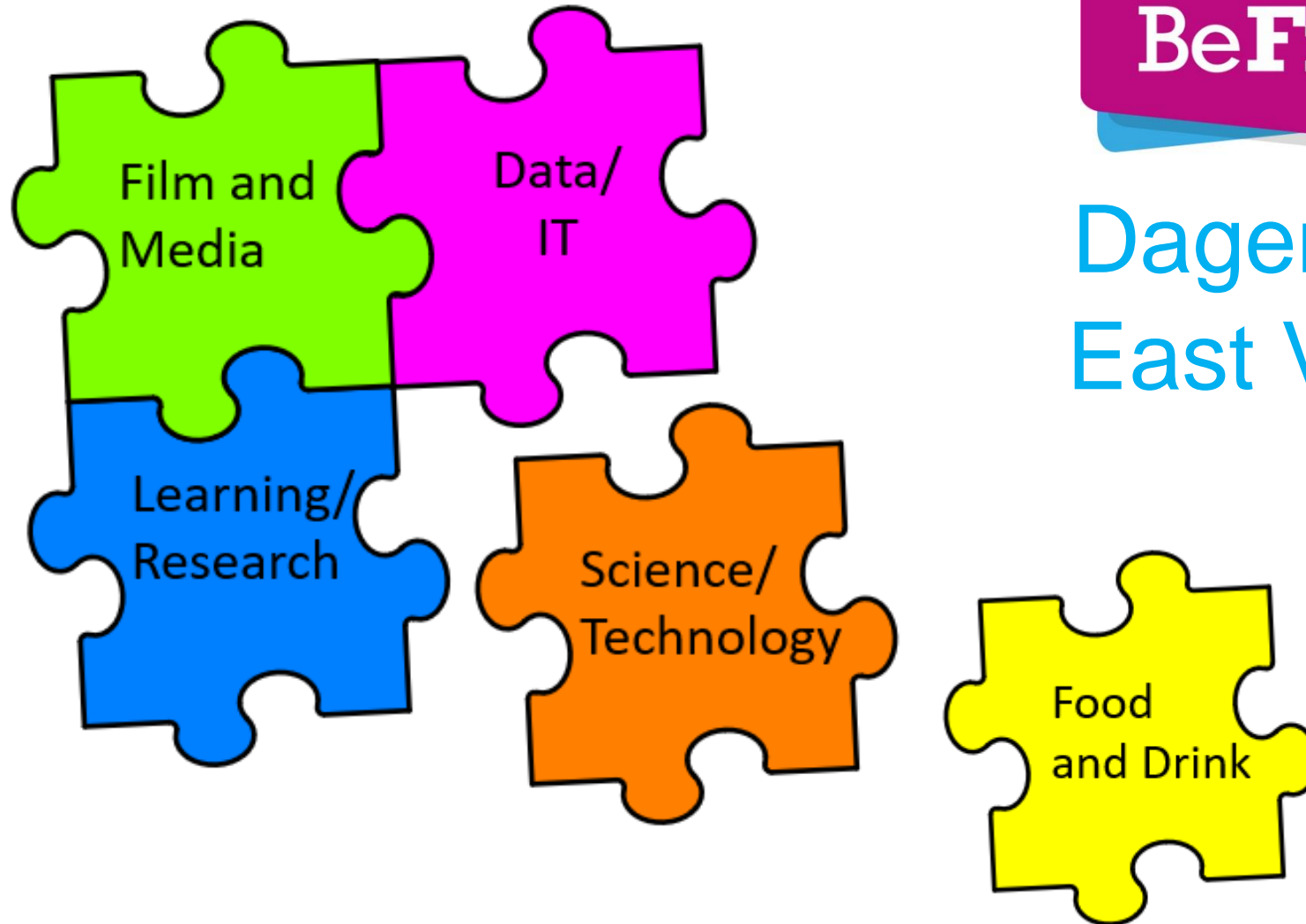


Appendix 3: Extracts from emerging Dagenham East Vision



Dagenham
East Vision

Introduction

Dagenham East is currently one of the most dynamic parts of the Borough, changing fast with the scope to deliver a number of the Borough Manifesto objectives including new jobs and training pathways for local people and transforming the image and perceptions of Dagenham.

Ever since pharmaceutical multi-national Sanofi announced their intended closure and worked very closely with the Council on establishing an employment led legacy for the site, the area has been a key regeneration focus with a variety of different elements being progressed. The highest profile element is the ambition to deliver London's largest film studios for 25 years and this document aligns to the production of a business case for the delivery of the studios. Therefore now is the time to undertake a stocktake of the current position – what has been delivered, what is in-train and what is, and could be, proposed. It is an important time to ensure the whole is greater than the sum of the parts and that the full potential of Dagenham East is unlocked for the long term. Whilst this document is important in defining a clear vision, ambition and opportunities, it is critical that good relationships are formed between the key stakeholders in the area to maximise the benefits achieved.










The Vision

Dagenham East is the focus for repositioning the local economy away from traditional manufacturing towards growth sectors where we can become known regionally, if not nationally, as a centre where the fusion of film/media, science, data, research and learning supports economic growth, delivers thousands of new jobs and training pathways for local people as well as providing associated facilities which support its growth and benefit residents.

Background

In most other Boroughs an employer the size of Sanofi (formerly also known as Sanofi-aventis, Rhone-Poulenc and May & Baker) based on site since 1929 and at its peak having over 4,000 jobs would be seen as the focus and identity of the town. Dagenham's identity has clearly been dominated by Ford (peak of 40,000 employees) and the Becontree estate which will shortly celebrate its 100th anniversary. The announcement of the closure of Sanofi's Dagenham plant in 2013 with the loss of around 500 jobs was a negative blow to the Borough however Sanofi worked closely with the Council to support the employees (with a very generous package of support) and to deliver an employment led legacy on the site with a masterplan delivering jobs, facilities and community benefits. They carried out a multi-million pound land remediation programme to enable the site to be redeveloped for employment uses. The following section highlights the different elements delivered or underway on the site:

Dagenham East Vision

-  Made in Dagenham Film Studios
-  NTT Data Centres
-  Londoneast-UK
-  UCL Pearl
-  ELUTECH
-  Travelodge/Costa
-  Unite Offices
-  The Pipe Major
-  Frontage Plot



Completing the Jigsaw

The key tasks moving forward are ensuring that the different elements work together and maximise the opportunities to achieve the objectives in green below:

