

GLOBALLY-RENOWNED LAND USE AND DEVELOPMENT EXPERT, CARLA GUERRERA, RECRUITED AS FIRST INTERNATIONAL THAMES ESTUARY GROWTH BOARD MEMBER

- *Thames Estuary Growth Board recruits Canadian land development and planning expert, Carla Guerrero: its first international member, to bring unique perspective and expertise*
- *Growth Board works together to see action plan, 'The Green Blue', fulfilled and unlock potential for Thames Estuary*
- *The Canadian development and planning expert brings experience of leading complex real estate projects of more than \$1 billion over the past 20 years*

23 September 2020: The Thames Estuary Growth Board has recruited its first international Board member: globally-renowned land use and development expert, Carla Guerrero. With each member bringing their own unique perspective, experience and expertise, the complete public/private sector Board will work closely together as one unified voice to drive forward their action plan, 'The Green Blue'.

Carla, who has over 20 years' experience of leading over \$1bn in complex real estate projects, will use her expertise to help create and implement a regeneration strategy for local authorities to work together successfully.

Backed as the biggest growth opportunity in the UK, the Thames Estuary has the potential to add £115bn to the national economy and create 1.5million jobs. The Growth Board works to leverage significant amounts of private sector investment and make the Estuary the most compelling investment proposition in the world. Carla will share the story and opportunity of the Thames Estuary at international business conferences and events to attract potential private sector partners and investors to this exceptional opportunity in the south-east of England.

Commenting on the appointment of Carla Guerrero, Thames Estuary Envoy, Kate Willard said:

"We now have a fully formed an outstanding private/public Growth Board who each bring an unrivalled level of expertise in their area. As our first international Board Member, Carla's experience and knowledge will be a huge asset and bring a different perspective. Having led globally award-winning waterfront revitalization initiatives, Carla has seen first-hand how regeneration can be a major economic catalyst for recovery and growth; unlock significant increases in local economies; and create millions of jobs. With 20 years' experience under her belt giving her a real understanding on the practical realities of development, Carla will be key in helping the Thames Estuary achieve great things post-Brexit and post-Covid."

Each member of the Growth Board has a close hand in pushing forward a number of Estuary opportunities, often leading on particular schemes or sectors. In light of her expertise, Carla is going to be looking at some of the large-scale regeneration initiatives in the region. Additionally, Carla will spend time aiding the massive-scale transformation of brownfield lands into thriving, sustainable neighbourhoods for people to work and live and play, such as the 'Barcelona-on-the-Thames' scheme on Barking Riverside.

Carla will support the Board's vision of good, green growth; economic growth that simultaneously works to help tackle environmental crises such as climate change, and social crises such as economic disparities, to create places where communities can prosper.

Carla has led globally award-winning projects, such as the West Don Lands Waterfront Revitalization – one of three priority projects of Waterfront Toronto, an organization set up in partnership by the



three levels of government in Canada to oversee the revitalization of 2,000 acres of former brownfield lands on the waterfront in Toronto.

Through this project, her team was able to achieve sustainable communities on the lands with affordable housing, significant employment space, parks and public space, community centres, and new schools, all with a strong focus on design excellence, economic growth, and resilient sustainable city-building.

Commenting on her new role and goals for the Thames Estuary, Carla Guerrero, said:

“Cities around the world are in an unparalleled time of crisis due to climate change, income disparity, housing affordability, and now new economic lows resulting from the pandemic. The Thames Estuary Growth Board is well-placed and well-equipped to fulfil regeneration initiatives that not only help resolve these crises in the region, but also create new opportunities for generations to come.

Every member of the Board brings impressive talent and knowledge, and I feel privileged to join them. Through my experience around the world, I have collected a toolbox of best practices and approaches to achieve success for large-scale, complex, waterfront revitalization initiatives between public and private sector. I look forward to working closely with the Board to put this into practice, help unlock the area’s full potential and ensure the success of ‘The Green Blue’.”

The Thames Estuary has received significant investment by the UK government of £1.5 billion. The dedicated Growth Board, on which Carla now sits, is chaired by Estuary Envoy Kate Willard and will be responsible for driving its growth plans forward.

To keep updated with The Growth Board’s ongoing developments please visit the [News and Events](#) page of our website or sign up to our newsletter.

To get in touch with the Thames Estuary Growth Board, please visit the [Contact](#) form on our website.

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Please contact ThamesEstuary-PR@msqpartners.com / 07588 123 160 for further information

Notes to Editors

In 2018, The Thames Estuary 2050 Growth Commission published an ambitious vision for growth in the area of east London, north Essex and south Kent to unleash its potential. An exciting and ambitious vision, it is regarded as integral to the future of the UK economy.

Kate Willard has been appointed by the Government to drive this vision, leading a dedicated Thames Estuary Growth Board. The Growth Board has set out its action plan, entitled “The Green Blue”, to realise the amazing potential of the Thames Estuary. With plans for developments over the next two years, looking ahead across the next ten, The Green Blue is about making great things happen.

We call our plan “The Green Blue” because we are creating good, green, sustainable growth using the important, blue waterway of the Thames that connects the UK with the rest of the world.

The Thames Estuary Growth Board will deliver and support existing projects which will lead to job creation; housing solutions; new transport and digital infrastructure, ultimately contributing billions to the economy by 2050.



For more information on the Thames Estuary and to read The Green Blue in full, please visit the Thames Estuary's new website: www.thamesestuary.org.uk

Carla Guerrero – Bio
Founder & CEO, Purpose Driven Development & Planning

As a globally recognized real estate development professional, Carla combines the fields of real estate development and urban planning. Carla has delivered over \$1 B of complex, mixed-use real estate development across Canada's top markets over the past 20 years. Notable projects include leading the West Don Lands waterfront revitalization on Toronto's waterfront, one of the world's most advanced waterfront revitalization initiatives. Carla has been awarded the prestigious Urban Land Institutes Top 40 Under 40 Global Land Use Professionals Award, as well as Business in Vancouver's Top 40 Under 40 Award. Carla is the Founder and CEO of Purpose Driven Development and Planning, a company which brings a proven approach to unlocking successful development in our complex urban environments for developers, public sector and First Nations clients to create communities where we can all thrive.

Carla a recently appointed Board Member to the Thames Estuary Growth Board helping to lead the revitalization of the world-famous Thames River and the largest growth opportunity in the UK. Locally she also serves on several boards including the British Columbia Pavilion Corporation and Gitga'at First Nation Economic Development. Carla is an international thought leader and speaker on innovative approaches to development and city building.