



## EALING'S PLAN FOR GOOD JOBS TOWARDS AN INCLUSIVE ECONOMY

# Ealing's Plan for Good Jobs Towards an inclusive economy



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## FOREWORD BY COUNCILLOR BASSAM MAHFOUZ, CABINET MEMBER FOR DECENT LIVING INCOMES



### **Covid-19 will be the defining period of many of our lives and has brutally exposed and amplified the deep rooted poverty and structural inequalities in our society.**

It has disproportionately impacted upon members of our Black, Asian and minority ethnic (BAME) communities who have suffered higher covid-19 death rates and the greatest health impacts when compared to their white ethnicity peers. The frontline staff and key workers, who enabled many of us to remain safe and healthy during the pandemic, are often the least well paid in society, and they too have been most disproportionately impacted by their greater exposure to contracting the virus. Our young people and children have suffered immeasurably by missing out on significant periods of education, missing their exams, and are now left wondering what the future might hold. All of this is compounded by the existential threat of climate change and the ongoing racial inequality across the globe that has been magnified by the tragic murder of George Floyd in North America in 2020. Compared to these global issues, our exit from the European Union almost feels insignificant, however this too has the potential to cause serious disruption and harm to our local businesses, supply chain networks and borough workforce.

With all this in mind, there cannot be a return to 'business as usual', instead this must be a global reset moment that will genuinely tackle the inequality and poverty that blights so many lives. This document is essentially the council's action plan for mitigating the ongoing socioeconomic impacts of Covid-19 with a focus on 'creating good jobs' – one of the council's three priorities as outlined in the recently refreshed Council Plan.

Our plan for good jobs starts to outline how we as a collection of partners in Ealing should come together, share knowledge, resources and responsibility in rebuilding and renewing Ealing's local economy. An economy that grows differently than it did before, and economy that becomes more resilient and diverse and therefore resistant to future economic shocks of the scale and magnitude of covid-19. A shock that has been particularly severe in Ealing with many residents suffering from jobs losses at Heathrow airport and its multiple supply chains in the manufacturing and service industries. Our efforts must be relentless in providing the quick support needed, whether that is through education, reskilling and upskilling for Ealing's hardest hit residents to access new employment or equally through innovation, digitalisation, and diversification to allow Ealing's businesses to adapt and thrive in the emerging post-covid economy. We must also redefine an inward investment approach that puts Ealing at the front of the queue in attracting the new businesses and growing sectors that will provide the stable jobs of today and in the future. Thankfully we have a head start in Ealing with our rich heritage of creativity, culture, and

industry. Our plan for good jobs sets out the ambition to reinforce and strengthen what we have got whilst being brave enough to take measured risks and repurpose and reimagine parts of our town centres and industrial areas, so they attract very best inward investment and the new jobs and opportunities that come with that. In doing this, we will target our support and investment to those communities and neighbourhoods that have been under invested in and left behind.

When you read our plan for good jobs, you will realise that it is focused on actions and objectives over the short term, and I believe this is right for now given the ongoing trajectory of the pandemic and the need to carefully manage and prioritise our finite resources that continue to be stretched. However, this plan also starts a very important and potentially radical conversation on how more economic control is put in the hands of local people so they can create a local economy that nurtures and sustains their needs. The actions and objectives within this document are only the start of a more fundamental reform of our local economy that must be more inclusive, more sustainable, and more socially just and I look forward to working with all our partners, residents, and businesses in bringing this about.



## INTRODUCTION TO THE EIGHT TOWNS AND COMMUNITIES THAT MAKE UP EALING



## One borough, eight town areas, many people, businesses and communities with different needs and opportunities, we want to work together across the borough.

### 1 NORTHOLT

Northolt has largely been left behind in terms of investment and enhancement over the last few decades, therefore it is a priority area of focus for the council. Its strategic location offers a unique opportunity to bridge growth and investment opportunities of national significance at Heathrow and Old Oak Common. There is great potential to pilot forward-looking initiatives to stimulate a green recovery, with the potential to deliver 6,000 sqm of additional employment floorspace through new and enhanced commercial centres and intensification of industrial uses, creating 4,000 new jobs by 2035 as part of a locally-led vision for the future of the area.

### 2 GREENFORD

Greenford is a suburban area located close to the A40 corridor that developed around a historical town centre to the south and an industrial area further north with key manufacturing and distribution businesses. There is much potential for employment-led development and industrial intensification opportunities and improved connectivity in and around the town centre and public transport nodes. Through use of its own assets, the council will seek to catalyse a more diverse and resilient local economy and will help enable the creation of 2,000 sqm additional employment floorspace and 300 new jobs by 2025.

### 3 SOUTHALL

Southall is a cultural destination of national importance and is a growing neighbourhood, with the new Elizabeth line offering fast and regular connections to Heathrow and central London. Although significant development is already underway, including the Green Quarter, a new commercial neighbourhood to complement the existing town centre, there remains much potential to bring new jobs to the area to make the local economy more diverse and resilient and better capitalise on its proximity to Heathrow and the A312. Collaborating with Southall stakeholders, the council will deliver a Business EXPO that will raise the profile of existing businesses and promote Southall as a top destination for new business. This will hopefully build local support for the pursuit of a Business Improvement District for Southall.

### 4 PERIVALE

Perivale is well served by fast and frequent underground trains on the central line and local buses to link to the main high streets. Perivale is an established logistics and trading estate location which has developed over several decades. There is strong demand in these areas due to the access to the A40 providing quick direct links from regional hubs and then onwards to central London. Borough-wide industrial land capacity analysis will seek to identify opportunities for employment-led intensification on industrial land, with a focus on creating new jobs for local residents.

### 5 HANWELL

Hanwell is a historic area with a bustling high street and independent stores. Through the Ealing High Streets Taskforce, investment will be focused towards improving the physical environment of the town centre and diversifying the commercial offer so greater numbers of Ealing residents, and beyond, are encouraged to visit Hanwell and support its local economy.

### 6 EALING

As a Metropolitan Centre, central Ealing plays a key role in the borough's economy, providing a huge range of commercial and civic amenities for Ealing residents and beyond. Its commercial role is reinforced by two Businesses Improvement Districts occupying the area. With excellent public transport accessibility to Heathrow and Central London, this centre is well placed to accommodate further employment-led development with the Uxbridge Road corridor now becoming a cluster of office development.

### 7 ACTON

North Acton is undergoing significant change as a fast developing area of Ealing. It is identified as one of the key local town centres for new development and will emerge to deliver up to 2500sqm of town centre use for the local area. The Elizabeth Line and proximity to future High Speed 2 station at Old Oak Common transport will make this one of the most accessible locations in the UK and should therefore attract new and growing business sectors potentially becoming a hub of the London West Innovation District that is being pursued by the West London Alliance.

### 8 PARK ROYAL

Park Royal is London's primary established industrial area and is protected as Strategic Industrial Land by GLA and OPDC policy. It is identified to accommodate 3,390 new jobs, with at least 1,350 of these within Park Royal. Park Royal town centre will span the Ealing and Brent borough boundary and will form a key local destination at the Acton Lane, Park Royal Road junction. The creative hub established within this area will form the Park Royal Design District for the London Design Festival 2021 and is set to be the corner stone of a future Creative Enterprise Zone within the area.



### **‘To ensure a sustainable, inclusive and socially just economy for Ealing where people, businesses, towns and communities grow and thrive together’**

#### **Why produce this plan for good jobs now?**

It is important to stress the urgency to produce a plan for good jobs. This is because Ealing has been one of England's hardest hit boroughs where levels of pre-pandemic inequality and disadvantage have been exacerbated. A primary cause of this impact was the downturn in the aviation sector with Heathrow and its supply chain network of businesses being the largest source of employment for Ealing residents, most notably in the borough's western communities. As a result, Ealing's is ranked second highest in West London in terms of those on in-work benefits and London's highest rate of furloughed residents is in Southall. The government's decision to withdraw the furlough scheme and the £20 universal credit uplift by the end of September will put greater stress on our residents and businesses and increase levels of inequality and poverty even further. Moreover, as we get closer to the COP26 summit in November, the eyes of the world will be on Britain with a great expectation how we should lead the way in tackling the climate emergency. This should be an opportunity for Ealing to put itself forward to help with this global effort and that's why the emphasis on creating a greener and more circular economy is a key part of our plan for good jobs.

Therefore, we are, as a borough, leading on the front foot with a Plan for Good Jobs to ensure we act as a catalyst for an economic recovery in Ealing that tackles the inequalities faced by those hardest hit residents and businesses, ensures that we enable a green recovery and grow a local economy that supports the delivery of good, well paid and stable jobs in our borough. We will achieve this by focusing on the following areas of action:

- **Focus on local people** - supporting our hardest hit residents
- **Towns and Communities** - Investing in our most left behind towns and communities
- **Support to Business** - protecting, nurturing, and expanding businesses in the Borough
- **Climate Change Action** - promoting a green recovery

#### **Underpinning our vision**

The experience of the pandemic has taught us to reconnect with our immediate surroundings and to appreciate, value and take ownership of our local spaces and places. To hold on to that spirit of neighbourliness and community spirit we propose to adopt a locally based approach to economic recovery and renewal. One that resets the ambition and opportunities for Ealing to be an inclusive borough, which means adopting new models of economic development such as Community Wealth Building and putting in place an area based approach to regeneration and investment that better supports the specific needs of the borough's eight town areas and their communities.

This will better enable the recovery and sustainable growth of employment opportunities for businesses across the borough, the eight town areas and their communities that are at the heart of a successful future for Ealing. The council is open to pilot new ideas including transitioning to a circular economy by codeveloping locally based projects with interested partners, to promote the 20-minute neighbourhood approach across the borough, and to pilot a focused area based approach in parts of the borough, such as Northolt and Greenford, which have experienced the least investment over the past few decades compared to other parts. We have set out some of the partners we already work with who will be key to our success, but there will be others. We hope new ideas, new partners and new funding will come forward to help deliver this Plan for Good Jobs.



## CONTEXT FOR ACTION TO CREATE GOOD JOBS

### Our Council Plan (2021 – 2022)

The new challenges presented by the pandemic has required a renewed focus on the more urgent matters that we must address over the months ahead. This includes a redoubling of efforts to ensure our climate action commitment outlined in Ealing's Climate and Ecological Emergency Strategy (January 2021) is not eclipsed by the pandemic and we instead use it as a unique opportunity to create a broader range of jobs in the green economy. We must also work much closer with our business community, voluntary sector, anchor institutions and key partners across all commercial sectors to protect as many existing jobs as possible as well as enabling the creation of new jobs that will enable a more diverse and resilient economy. Finally, we must prepare for huge numbers of jobs losses that will be felt by our communities as furlough comes to an end, particularly in our more deprived areas in the west of the borough that are more reliant on jobs at or linked to Heathrow airport. Consequently, it is right that this plan for good jobs will prioritise our hardest hit residents and businesses.

Our recently refreshed Council Plan is already addressing these challenges with an extra emphasis placed on meeting our climate action commitment and building greater resilience across our business and residential communities.

#### The Council Plan sets out the vision and the following three key priorities for the borough:

- **Creating good jobs** – returning good well-paid jobs to our borough and delivering the next generation of genuinely affordable homes
- **Tackling the climate crisis** – cleaning our air and ensuring the borough we build is sustainable
- **Fighting inequality** – that blights too many lives and disproportionately holds back all too many people from achieving their dreams and aspirations

Our plan for good jobs will act as an action plan to deliver these three priorities, with a strong focus on 'creating good jobs'.

### The West London Alliance partnership

Ealing is one of the eight boroughs that make up the West London Alliance (WLA) and we have embraced a joined up approach to recovering from the pandemic. This borough partnership approach is critical given that the West London economy is one of the worst affected regions in the country, and all seven boroughs were quick to collaborate and co-draft the WLA Build and Recover Plan that was published in September 2020. Our plan for good jobs is intended to supplement and complement the strategic themes of the WLA's plan, with the objectives of our 'Support to Business' theme in particular relying on a strong collaboration with our WLA partners. The WLA is also key on leading strategic activity, including sectoral academy bids to deliver a health academy and a green skills academy within the sub-region, which Ealing residents will benefit from.

### The Mayor of London's Recovery Missions

Working with Greater London Authority (GLA), Ealing also contributed towards the Mayor of London's mission based approach for recovery. There are nine recovery missions to bring together desired outcomes around economic, social, and public health recovery. Our plan for good jobs has in part been inspired by these recovery missions, particularly those that relate to high streets, young people, and a green new deal.

 **CREATING**  
GOOD JOBS

 **TACKLING**  
THE CLIMATE CRISIS

 **FIGHTING**  
INEQUALITY

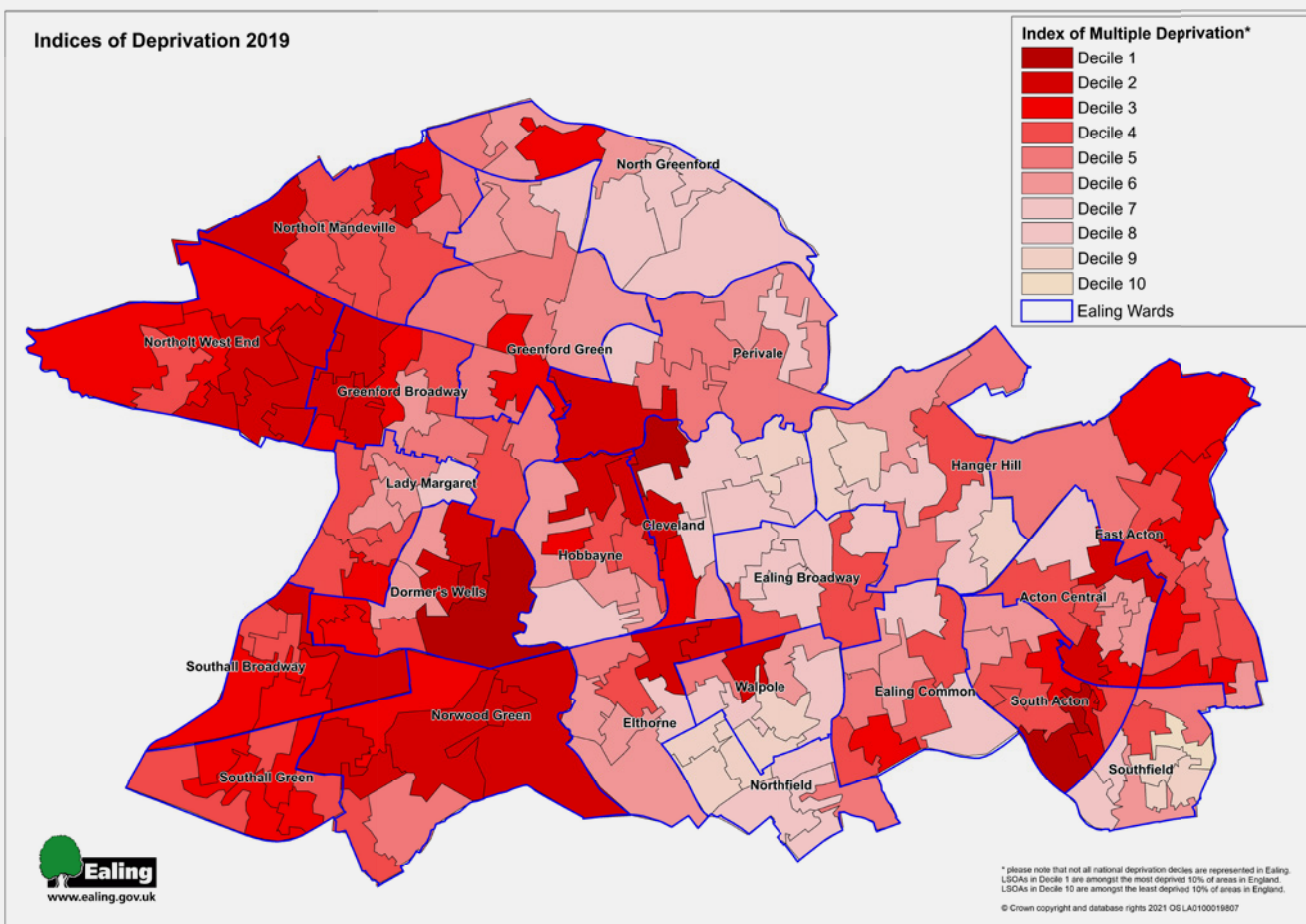
## Strategic partners

In developing this plan for good jobs, the council has engaged with several partners and studied their individual recovery plans. Many of these partners sit on Ealing's Local Strategic Partnership (LSP), including anchor institutions such as the University of West London, West London College, and the London Northwest Healthcare NHS. The council has also contributed towards Heathrow's Local Recovery Plan and regularly engages with its monitoring at the Heathrow Local Recovery Forum chaired by Lord David Blunkett. The council will continue to work closely with these partners to ensure a joined up approach that best benefits our hardest hit residents and businesses in the borough.

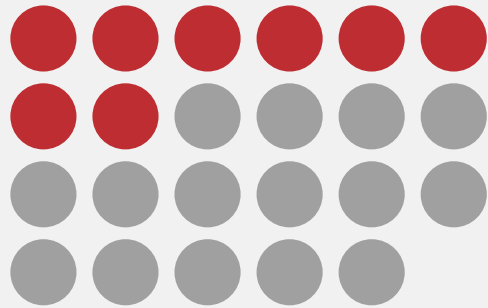
## What we know about Ealing from data and knowledge sharing

### PRE-PANDEMIC

Even before the pandemic struck, we can see that certain parts of the borough were already suffering deep inequalities, which will be further deepened unless we get our approach to economic recovery and renewal right. The map shows the most deprived areas in darker red, illustrating the disparity of deprivation across the borough with the most deprived communities mainly within the north-western and the eastern edges of the borough, in the areas of Northolt, Southall, and Acton.



This pre pandemic infographic summarises some of the key statistics that sit behind the deprivation map.



8 of 23 wards in the 20% most deprived in England

(IMoD 2019)

Employment rate for Ealing's women **12% lower** than men



London Datastore



Employment rate for Ealing's **BAME residents 9.9% lower** than white ethnicity

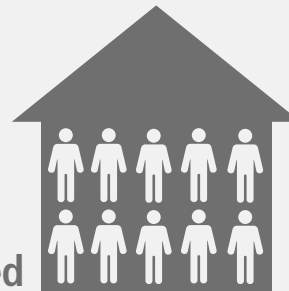
(ONS, Annual Population Survey (APS) Apr 2019 – Mar 2020)



1 in 3 working residents earn less than the London Living Wage

London Datastore

Over **23%** of households are overcrowded

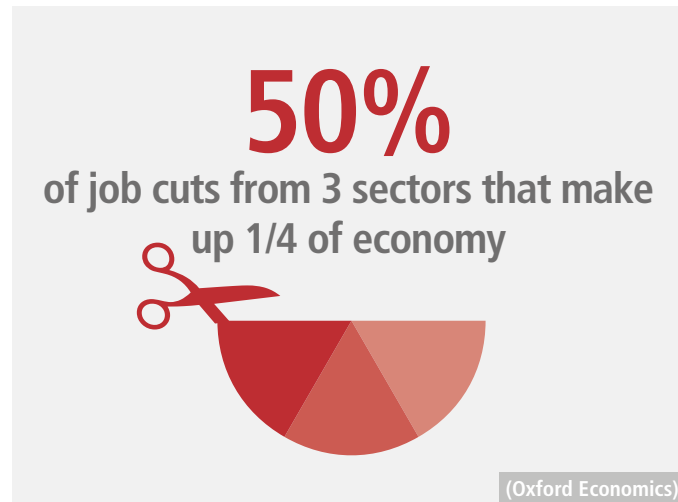


(2011 census)

Disadvantaged pupils' attainment level is **8.3% less** than others at KS2

(Council Plan)

Given the pre pandemic inequalities highlighted above, at the pandemic's onset the council was quick to commission data to predict the economic impacts, which has helped inform the type of support that the council must target to the borough's hardest hit communities.



## The Council's Emergency Response to Covid 19

Despite the challenges presented by the pandemic we can be extremely proud as a council and an Ealing community for how we all pulled together to help our most vulnerable residents and businesses. At the outset we launched our 'Ealing Together' initiative, which inspired over 1,000 local volunteers to be registered and helped the council deliver 14,000 food parcels to shielded and most vulnerable residents. Between April and September 2020, we also allocated nearly £78M in grants to 5,672 small and medium businesses to give them the best chance of surviving the initial lockdown. To fight inequality, we have also established a race equalities commission that will develop actions to tackle a range of areas including income, housing, and health.

Very few, if any, of the emergency measures listed could have been successfully delivered without the support and collaboration of multiple partners. These partners include the voluntary sector, individuals and groups from our residential and business communities, neighbouring councils via the West London Alliance, the GLA, via the Local Strategic Partnership several anchor institutions from education and public health sectors and local partners such as Ealing Transition. This partnership approach has allowed better sharing of intelligence and data and helped us deliver a quicker and more holistic emergency response. Accordingly, this plan for good jobs will seek to harness and further strengthen the opportunity for partnership working to lead the best possible economic recovery and renewal. Its success ultimately depends upon this way of working.

Promoting a green recovery	Supporting our hardest hit residents	Protecting, nurturing, and expanding businesses	Investing in our most left behind towns and communities
Delivered 14 new School Streets to enable safer walking on reopening and reduce traffic	£1.5M Covid-19 Emergency Fund for our hardest hit communities and the voluntary sector in supporting those affected	Set up an Ealing Covid-19 Business Impact Survey, with over 1,000 responses used to inform recovery initiatives and measures	Set up an Ealing High Streets Taskforce to assist with safe reopening of our high streets and town centres
Delivered a citizen review panel who interrogated and made valuable recommendations for the Climate and Ecological Emergency Strategy (adopted in January 2021)	Delivered nearly 14,000 food parcels to shielded and most vulnerable residents	Awarded 5,672 grants totalling £77.6M to help small and medium businesses recover from the impact of the first lockdown	Secured £1.17M grant funding from the government and TfL to deliver a raft of transport and public realm measures
Led the West London retrofit partnership to deliver the Green Homes Grant from government to tackle fuel poverty.	Ealing adult learning delivered online courses with 2,932 enrolments in 2020/21 and brokerage of 502 jobs delivered by Ealing Council's Employment, learning and skills team and partners in 2020/21	Set up a dedicated business helpline in partnership with West London Business and neighbouring councils, which fielded 234 incoming enquiries and made 1,525 targeted outgoing calls	Delivered over 60 projects including temporary cycle lanes and pavement widening across all town centres
Successfully bid for £6.7M to retrofit homes and council buildings to reduce energy consumption and produce renewable energy, contributing to carbon emission reductions and improved air quality	Set up the 'Ealing Together' initiative to assist the most vulnerable with over 1,000 local volunteers registered	Delivered a series of business support webinars and started a business support newsletter issued to over 15,000 businesses weekly	Established Ealing's Race Equality Commission with a focus on how Ealing's built environment is impacting and perpetuating inequality

## FOUR THEMES OF ACTION TO DELIVER EALING'S PLAN FOR GOOD JOBS



**FOCUS ON  
LOCAL PEOPLE:  
SUPPORTING  
OUR HARDEST  
HIT RESIDENTS**



**SUPPORT  
TO BUSINESS  
PROTECTING, NURTURING,  
AND EXPANDING  
BUSINESSES**



**TOWNS AND  
COMMUNITIES:  
INVESTING IN OUR  
MOST LEFT BEHIND TOWNS  
AND COMMUNITIES**



**CLIMATE CHANGE  
ACTION:  
PROMOTING  
A GREEN  
RECOVERY**

## FOCUS ON LOCAL PEOPLE: SUPPORTING OUR HARDEST HIT RESIDENTS

Our goal is to tackle entrenched disadvantage through a better partnership approach that will jointly secure public and private sources of investment and optimise spend. This will be manifested by a 'single front door' approach whereby residents will have an easier pathway to find jobs, to reskill, to upskill and to retrain for growth sector jobs including green skills, health and social care and the creative and digital industries (CDI) and film sector.



Objectives	Actions achieved so far	In the next 12 months we aim to	Partners to success
<p><b>1. Ealing Youth Offer (16 -30 year olds)</b></p> <p>Develop a shared vision and agree targets that focus on bespoke actions to support young people into training and employment</p>	<ul style="list-style-type: none"> <li>• The Ealing Youth Offer Partnership is now established with a shared vision and agreed priorities to support priority groups, those hardest hit and furthest from the labour market including care leavers and those with disabilities</li> <li>• Increased the number of businesses and young people benefitting and formalised links between Kickstart, growth sector training, apprenticeships, and jobs</li> <li>• Supported the creation of 300 Kickstart placements for young people</li> <li>• Developed a supported internship programme for those with education and health care plans</li> <li>• Ealing Council awarded the Youth Friendly Employer Badge for creating opportunities for young people to get onto the career ladder</li> </ul>	<ul style="list-style-type: none"> <li>• Put in place a vocational employment support offer for students and young people who have been hardest hit by the pandemic</li> <li>• Work with partners to increase traineeships, supported internships, Kickstart roles and apprenticeships particularly in growth sectors</li> <li>• Develop a Youth Hub in partnership with Jobcentre Plus and local community partners to access careers information and employment support</li> <li>• Support the creation of apprenticeship roles both at entry level and or for those new to the labour market through levy transfers to businesses</li> <li>• In the role of corporate parent, create a pre-employment programme for care leavers</li> <li>• Hold a careers fair in Southall with focus on apprenticeships</li> </ul>	<ul style="list-style-type: none"> <li>• Schools</li> <li>• West London College</li> <li>• University of West London</li> <li>• Action West London</li> <li>• Ealing Youth Foundation</li> <li>• Jobcentre Plus</li> <li>• Connexions service</li> <li>• GOS&amp;D</li> <li>• Southall Community Alliance</li> <li>• Hawk Training</li> <li>• DFN Project Search</li> <li>• A2 Dominion</li> <li>• Catalyst Group</li> <li>• Spark!</li> <li>• Twining</li> <li>• HCUC (Harrow and Uxbridge colleges)</li> </ul>

Objectives	Actions achieved so far	In the next 12 months we aim to	Partners to success
<p><b>2. Ealing Employment Hub model</b></p> <p>From the Single Front Door to No Wrong Door in the search for jobs, employment advice and training</p>	<ul style="list-style-type: none"> <li>Designed the model for setting up the Ealing Employment Hub, which will be accessible in all the town centres across the borough. The hub will offer rapid and 'light touch' support, triage, skills assessment as well as intensive support for those further from the labour market</li> <li>Set up a Southall Jobs Partnership for better referral routes from housing, health, disability, family, and community services through to jobs in growth sectors, SMEs, OPDC and on large developments</li> <li>Supported the council's review of its Social Value policy in procurement to ensure it helps deliver more and better jobs for Ealing residents and enhance our local supply chain network</li> <li>Established a key partnership with the Forge at Park Royal Business Park, supported the Forge Employment Hub with a focus on capturing the job opportunities from the OPDC regeneration</li> <li>Supported the council's Digital Access Programme by providing equipment to support residents who have been hardest hit by COVID</li> <li>Supported the NHS mass vaccination recruitment campaign in partnership with West London Alliance, which supported residents to complete training courses with the NHS, which led to employment</li> <li>Established a key partnership with BEAM to support residents who are homeless or at risk of homelessness</li> </ul>	<ul style="list-style-type: none"> <li>Develop the Southall Manor House as an Employment and Training hub for residents</li> <li>Provide residents with access to digital devices and internet connection to support access to jobs as part of the Digital Access Programme</li> <li>Support unemployed residents to access jobs through direct delivery and local partners through a 'Single Front Door' approach</li> <li>Work with partners to develop a digital referral process for residents to support access to training and employment</li> <li>Continue to work in partnership with BEAM to support residents who are homeless or at risk of homelessness</li> <li>Continue building engagement with both residents and partners on our Twitter account. The aim is to increase our followers by 35% by the end of 2021</li> <li>Grow the employment, learning and skills mailing list (by promoting email signs up on various channels) and increase both our monthly newsletter open and click rates</li> </ul>	<ul style="list-style-type: none"> <li>West London Alliance</li> <li>Greater London Authority</li> <li>Old Oak and Park Royal Development Corporation (OPDC)</li> <li>NHS</li> <li>Let's Go Southall</li> <li>The Forge</li> <li>HS2</li> <li>Shaw Trust</li> <li>Ingeus</li> <li>Provider Forum</li> <li>Jobcentre Plus</li> <li>Department of Work and Pensions</li> <li>BEAM</li> </ul>

Objectives	Actions achieved so far	In the next 12 months we aim to	Partners to success
<b>3. Training for Good Jobs</b> Support residents into good and sustainable jobs with a focus on growth sectors	<ul style="list-style-type: none"> <li>Developed a 'West London Skills Tool' to map and deliver pathways towards health, green, creative and digital industries (CDI) providing better routes into resilient careers linked with industry</li> <li>Developed a training model to improve access to good quality training and jobs in partnership with West London College, adult learning and the Southall Jobs Partnership group</li> <li>Secured additional £300,000 adult education budget (AEB) funding and have expanded the employability provision and increased the vocational provision at all levels to enable progression from community learning, ESOL and basic skills to new sector qualifications</li> <li>Supported referrals from the Jobcentre Plus, A2 Dominion and other CVS organisations back into employment through offering bespoke training</li> <li>Supported the council's Digital Access Programme by delivering bespoke training for Ealing Digital Champions</li> <li>Supported referrals from Twining Enterprise, who work with residents with mental health conditions, to access employment related training</li> </ul>	<ul style="list-style-type: none"> <li>Improve access to good jobs in key growth sectors; Green, digital, tech, health, creative</li> <li>Deliver improved careers guidance in schools and adult training to support access to good work, better incomes and improved wellbeing</li> <li>Work with partners to deliver Improved progression to employment in growth sectors, particularly health, green and digital</li> <li>Support Greener Ealing with the recruitment and training of HGV drivers</li> <li>Deliver Kickstart placements as part of the Queens Green Canopy project that focuses on skills and jobs in the environmental sector</li> <li>Continue to work with adult social care to develop targeted learning and skills programmes – including digital and employability courses</li> </ul>	<ul style="list-style-type: none"> <li>West London Alliance</li> <li>West London Adult Learning providers</li> <li>West London College</li> <li>University of West London</li> <li>Twining Enterprise</li> <li>Connexion's service</li> <li>Ealing &amp; Hounslow Community &amp; Voluntary Sector</li> <li>Southall Jobs Partnership</li> <li>Southall Community Alliance</li> <li>Cavendish Group</li> <li>Capel Manor College</li> <li>HCUC (Harrow and Uxbridge colleges)</li> <li>ReLondon</li> </ul>

## In Focus: **Work West** – Our focus is to help residents into gainful employment

Ealing Council's Work West service offers online employment and training support to Ealing residents and tailored recruitment support to businesses. We also provide advice to businesses including a range of support to help them cope with the impact of COVID-19. As of the 31 May 2021, Work West has successfully delivered the following outcomes:

- 1,688 qualifications have been achieved by out of work residents. These include vocational provision, English for Speakers of Other Languages (ESOL) and employability courses.
- Supported 502 out of work residents to gain work.
- Generated 97 Apprenticeship vacancies.

- Registered 37 London Living Wage employers. (data source: Council plan performance dashboard, 31 May 2021)

We prioritise Ealing residents and provide support to help them access training and employment. A 26-year-old Ealing resident registered with Work West as he wanted to get into employment quickly. He had struggled to secure employment on his own and suffered from anxiety, depression and lacked confidence. Through participating in the programme, he grew in confidence, received career guidance, was supported to identify opportunities and developed his job application skills. As a result, he successfully secured a permanent job in food retail.

Work West can be accessed online via Work West website or by phone on 020 8825 8486.



## TOWNS AND COMMUNITIES: INVESTING IN OUR MOST LEFT BEHIND TOWNS AND COMMUNITIES

Our goal is to use the experience and impact of covid-19 as a mandate to radically reimagine and repurpose our town centres and commercial areas as part of vibrant 20 minute neighbourhoods that provide more local employment, cultural and leisure opportunities for residents to enjoy and thereby enable a more inclusive and sustainable local economy.



Objectives	Actions achieved so far	In the next 12 months we aim to	Partners to success
<p><b>1. Invest in the physical environment</b></p> <p>Target resources to make public realm enhancements that create more attractive, safer, and healthier high streets where businesses can flourish</p>	<ul style="list-style-type: none"> <li>Established Ealing's High Street Taskforce to empower local communities and businesses to lead change in their local area</li> <li>Identified areas within our town centres and high streets where investment should be focused, including investment for public realm improvements</li> <li>Administering £600,000 grant to make high streets and town centres more appealing and to attract more footfall to support local businesses</li> <li>Secured £20,000 grant from the GLA's High Street Challenge fund to invest in underused spaces on Acton High Street</li> </ul>	<ul style="list-style-type: none"> <li>To expand membership of Ealing's High Street Taskforce across the borough and bring in new expertise and partners</li> <li>To work with Ealing's High Streets Taskforce to co-deliver physical enhancements across our town centres and high streets</li> <li>Refine our approach to negotiating S106 agreements, to secure greater contributions towards investment in our town centres and high streets</li> <li>Activation of public real through cultural events</li> </ul>	<ul style="list-style-type: none"> <li>Business Improvement Districts</li> <li>Traders Associations</li> <li>Residents</li> <li>Local Businesses</li> <li>TfL</li> </ul>
<p><b>2. Thriving and resilient towns and neighbourhoods</b></p> <p>Work with local stakeholders to ensure town centres remain vibrant and vital for the neighbourhoods and visitors they serve</p>	<ul style="list-style-type: none"> <li>Secured high streets resilience grant from the GLA to develop a new digital tool which brings together data and information about vacant units across the borough, making this information more accessible to all</li> <li>Co-developed Ealing's first high streets action plan with the High Streets Taskforce</li> <li>Council is selected for the NLA's expert panel on retail and hospitality where knowledge is shared across industry experts from the public and private sector</li> </ul>	<ul style="list-style-type: none"> <li>To bring forward pilot area based programmes, including the 20 minute neighbourhood approach, for Northolt and Greenford that provide coordination and partnership to invest in these priority neighbourhoods</li> <li>To engage landlords and new partners to activate vacant units and support job creation and business growth or start-ups.</li> <li>To promote empty spaces through better integration with existing online platforms including the West London Skills Tool</li> </ul>	<ul style="list-style-type: none"> <li>Landlords</li> <li>Business Improvement Districts</li> <li>Traders Associations</li> <li>Co-working space operators</li> <li>Cultural and community groups</li> <li>Organisations across emerging growth sectors in the cultural, creative, and digital industries.</li> </ul>

Objectives	Actions achieved so far	In the next 12 months we aim to	Partners to success
<b>3. Grow the cultural economy</b> Exploit Ealing's rich heritage of creativity and productivity and ensure that our residents can access the next generation of jobs within this sector	<ul style="list-style-type: none"> <li>Engaged new partners and community stakeholders co-develop a cultural renewal plan for Ealing. This plan will have a strong focus on growth sectors such as the Creative and Digital Industries, in particular the screen skills and music sectors</li> <li>Enabled 149 jobseekers who formerly worked at Heathrow airport to reskill and find a career in the film and screen industries as part of the ScreenSkills programme in partnership with Pinewood Studios</li> <li>Submitted a bid to the GLA to secure an accredited Creative Enterprise Zone in Ealing</li> <li>Supported the development of Ealing's first Design District located with Park Royal, enabling local design practices, creatives, and artists to benefit from increased promotion</li> </ul>	<ul style="list-style-type: none"> <li>To produce Ealing's first Cultural Manifesto</li> <li>To deliver a more diverse and inclusive events programme across the borough, with a particular focus on high street activation and supporting grassroots activity</li> <li>To secure much needed investment to support the borough's creative and digital industries, ensuring that this is a key consideration for all planning applications and the new Local Plan</li> <li>Work with the Creative Land Trust to develop an affordable workspace for artists and creatives</li> </ul>	<ul style="list-style-type: none"> <li>Cultural and community organisations</li> <li>GLA</li> <li>Heathrow Airport Limited</li> <li>Schools</li> <li>Business Improvement Districts</li> <li>Traders Associations</li> <li>Residents</li> <li>Local Businesses</li> <li>ScreenSkills</li> <li>Creative Land Trust</li> </ul>

## In Focus: **The Republic of Park Royal**

Excelsior Studios [www.excelsior.london](http://www.excelsior.london) is spearheading a cultural movement in the Park Royal area. Starting with the Excelsior artist studios that opened last year, the owner Johnny Brewin is now expanding to four further studios in the area. Together with other studio providers, Artistic Spaces and Queenrollhouse, there is a developing critical mass and an emerging creative hub.

There is a symbiotic relationship with the surrounding industry and businesses. Public artwork is springing up in the area and these creative industries bring a ripple effect of employment, economic benefits and benefits for the local communities and businesses.

These hubs demonstrate resilient business models that could serve as an example for more mixed uses of our high streets. For example, a car workshop, flower shop and creatives all under one roof. The more commercial businesses pay higher rent to allow for more affordable rent for creatives.

Rather than developer-led regeneration, this exemplifies a community and grassroots-led approach which is strongly in line with the GLA's ethos and policies around protecting creative workspaces in the capital.



## SUPPORT TO BUSINESS: PROTECTING, NURTURING AND EXPANDING BUSINESSES IN THE BOROUGH

Our goal is to better support our established business community and create the right environment for new businesses and aspiring entrepreneurs to start-up and grow.

We will actively encourage and attract businesses to the borough that can make a positive contribution to the local economy that will provide good jobs for our residents.



Objectives	Actions achieved so far	In the next 12 months we aim to	Partners to success
<p><b>1. Support business survival and innovation</b></p> <p>Supporting existing businesses to flourish and create the environment for start-up opportunities</p>	<ul style="list-style-type: none"> <li>Secured £1.92M grant to deliver a range of business support activities and economic stimulus initiatives</li> <li>Reconstructed the business support webpage with information collated in one easily accessible and navigable place – this web pages continue to be an essential platform for the borough's business to access</li> <li>Completed Covid-19 impact business survey, which enabled 1,114 businesses and self-employed people to share their unique experiences and challenges with the council. The data collected informed the council's recovery response</li> <li>Delivered a series of business support webinars</li> <li>Procured consultancy business support programmes to offer businesses online trading support and through a wider support programme including diagnostics coaching and mentoring</li> </ul>	<ul style="list-style-type: none"> <li>Deliver the £1M Ealing Business Pioneers Grant to support entrepreneurs and start-ups to succeed and provide good jobs</li> <li>Deliver business support programmes to SMEs through workshops/webinars, events and one to one coaching and mentoring</li> <li>Secure accreditation from Good Business Charter, which commits signatories to ten components covering employee rights, ethical behaviour and environmental responsibility</li> <li>Undertake detailed follow up Covid-19 impact business survey</li> <li>Undertake a feasibility for a developing Business Improvement District (BID) in Southall</li> <li>Deliver a Southall Business EXPO to raise the profile of existing businesses in Southall and promote Southall as place for new business to relocate to provide local employment</li> <li>Support businesses to upskill their employees identifying opportunities to take up apprenticeship levy in partnership with Employment Skills and Adult learning</li> </ul>	<ul style="list-style-type: none"> <li>University of West London</li> <li>West London College</li> <li>Imperial College</li> <li>Make it Ealing BID</li> <li>Acton BID</li> <li>West Ealing BID</li> <li>Pitshanger Village Traders Association</li> <li>High Street Task Force</li> <li>West London Alliance</li> <li>West London Business</li> <li>Park Royal Business Group</li> <li>Old Oak and Park Royal Development Corporation (OPDC)</li> </ul>

Objectives	Actions achieved so far	In the next 12 months we aim to	Partners to success
<b>1. Continued</b>		<ul style="list-style-type: none"> <li>Identify opportunities to support start-ups and enterprise as alternative pathways for employment for Ealing's unemployed residents</li> <li>Adopt a digital infrastructure strategy to improve connectivity for residents and businesses reducing digital exclusion</li> <li>Commission an affordable workspaces study to provide the evidence base for an affordable workspace policy in the new Local Plan</li> <li>Facilitate and strengthen Traders association in key town centres</li> <li>Facilitate pathways for greater business to business links with Higher and Further Education institutions to exploit innovation and new technology</li> </ul>	
<b>2. Enhance supply chain networks</b> Provide greater opportunity, knowledge sharing and information for businesses to access contracts in the public and private sector	<ul style="list-style-type: none"> <li>Implemented learning from the Fit to Bid pilot (see In Focus) and coordinated supply chain intelligence with key partners including Heathrow Airport Limited and West London Business (WLB)</li> <li>Procured a second 'Winning tenders and contracts' programme with up to 100 business to be trained to successfully bid for contracts</li> <li>Designed and implemented the discretionary grant scheme that awarded £3.3M to 407 local businesses</li> <li>Designed and managed the aviation sector grant scheme that awarded £2.2M to 145 local businesses</li> </ul>	<ul style="list-style-type: none"> <li>Deliver the 'Winning tenders and contracts' programme</li> <li>Enable local businesses to benefit from contract opportunities from Ealing Council, other public sector bodies and 1st Tier suppliers.</li> <li>Explore joint working with Heathrow to engage Ealing businesses to access Heathrow supply chains</li> <li>Adopt a revised approach to procurement that prioritises community wealth building and promotes local businesses in accessing second and third tier supplier opportunities and their wider networks</li> </ul>	<ul style="list-style-type: none"> <li>West London Business</li> <li>Heathrow Airport Limited</li> <li>West London Alliance</li> <li>Park Royal Business Group</li> </ul>

Objectives	Actions achieved so far	In the next 12 months we aim to	Partners to success
<p><b>3. A new inward investment programme</b></p> <p>To align with and rigorously promote the priorities and outcomes of the new Council Plan 2021-22</p>	<ul style="list-style-type: none"> <li>Refreshing and rebranding the council's inward investment programme to be more inclusive, involving a broader range of stakeholders to include businesses, residents, voluntary and community organisations.</li> <li>Delivered an activation programme for North Acton Square including the installation of a series of bespoke designs for seating in the square</li> <li>Undertaking a detailed survey to capture the views of local residents and stakeholders of their opinion of North Acton and suggestions for improvements and to consider how some of these could be implemented.</li> <li>Organised online events to promote council initiatives and developments including the publication of the council's approach to economic recovery, the green economy and housebuilding initiatives to engage with businesses and the private sector</li> <li>Promoting and implementing an Ealing Council engagement programme at the London Real Estate Forum focusing on a jobs and growth agenda</li> </ul>	<ul style="list-style-type: none"> <li>Launch the new Ealing inward investment programme and website, which will promote opportunity sites available in the borough and be a first port of call for businesses with spaces available for commercial and affordable use</li> <li>Target engagement with key business sectors in the borough to better understand opportunities and challenges that the inward investment programme can unlock</li> <li>Develop an Ealing Business Board or Forum with inward investment acting as a key tool to promote existing businesses across the borough</li> <li>Undertake detailed stakeholder mapping and intelligence gathering of the borough's seven own areas to outline their unique selling points (USP) and develop bespoke inward investment initiatives for each area</li> <li>Provide a platform to broker relationships between developers/ investors and local groups and organisations so local grassroots initiatives can be supported through resources and funding sponsorship offers.</li> <li>Facilitate opportunities for local businesses to meet with local communities to strengthen the role of local centres and local spend</li> </ul>	<ul style="list-style-type: none"> <li>Local businesses</li> <li>Developers</li> <li>Community groups</li> <li>Resident Associations</li> <li>Old Oak and Park Royal Development Corporation (OPDC)</li> <li>New London Architecture (NLA)</li> <li>Imperial College</li> <li>University of West London</li> <li>West London College</li> <li>West London Business</li> <li>Park Royal Partnership Group</li> </ul>

## In Focus: **Brandiun Business Support**

"We have come a long way as a small company struggling to make a breakthrough while always being overshadowed by large companies with little hope of unlocking the secret of their success. Thanks for presenting the greatest opportunity my company has been waiting for - for the past twenty years". Those are the words of Dennis Kargbo-Reffell, MD of Kleaneffect, one of the 45 participants on the "Fit to Bid" programme, aimed at equipping businesses with the skills, technical knowledge and know-how to bid for and secure contracts with Heathrow Airport, Ealing Council and other Tier 1 Suppliers.

Developed by Brandiun Business Support Ltd on behalf of the Council's Economic Growth service, the programme was intended to be delivered in workshop settings

accompanied by one to one advice and feedback to participants on their completed Capability Assessment questionnaire.

Despite the challenges of the pandemic and the move to online delivery an overwhelming majority of participants (78%) felt the enforced switch from physical to online proved very successful. A snapshot of the results revealed that participation improved their understanding of the Bid process (85%), improved their overall business skills (75%) and were more likely to bid for contracts (70%).

This new digital landscape helpfully challenges our long-established supply chain initiatives, such as the Heathrow Summit, to modernise and adds to the importance to learn from and identify best practice to scale up the Fit to Bid programme.



## CLIMATE CHANGE ACTION: PROMOTING A GREEN RECOVERY

Our goal is to ensure that the impact of covid-19 does not eclipse the council's commitment to achieving net zero carbon emissions by 2030 and instead use it as an opportunity to focus policy and investment to create a green economy in Ealing that will transition to a circular economy approach and engender a more sustainable recovery and renewal of the borough and make it more resilient to future shocks.



Objectives	Actions achieved so far	In the next 12 months we aim to	Partners to success
<p><b>1. Green infrastructure</b></p> <p>Through targeting grants and policy development, enable a greener approach infrastructure delivery and for low/zero carbon buildings</p>	<ul style="list-style-type: none"> <li>Implemented the Green Homes Grant (GHG) to deliver the deep retrofit of 133 low income and low energy performing homes in Ealing, contributing to a total of 1,000 homes in the subregion</li> <li>Secured a cabinet decision for a more ambitious approach to carbon off-setting payments from developers</li> <li>Secured a £30,000 grant for Northolt to develop a Future Neighbourhood strategy to integrate the principles of sustainable investment and infrastructure in regeneration activities</li> <li>Submitted a Levelling Up Fund (LUF) bid totalling £7,231,500 grant to invest in active travel infrastructure in Northolt</li> <li>Scoped and designed deep retrofits for 16 of the council's own commercial buildings</li> </ul>	<ul style="list-style-type: none"> <li>Deliver Phase 2 and 3 of the GHG and Phase 1 of the Home Upgrade Grants to deliver an additional 500 home retrofits.</li> <li>Finalise business case and secure external match funding to retrofit a block of council owned homes with a ground source heat pump (renewable energy)</li> <li>Complete the retrofit of 16 of the council's own commercial buildings, saving 382 tonnes of CO2 annually</li> <li>Secure grant funding to develop decarbonisation plans for 79 schools</li> <li>Seek to deliver more measures such as pavement widening and cycle lanes to help unlock longer term investments in active travel</li> <li>Co-develop an active travel action plan and funding model for delivery</li> <li>Support a policy approach for the 20 minute neighbourhood in Ealing, with Northolt as the pilot area</li> </ul>	<ul style="list-style-type: none"> <li>Act for Ealing</li> <li>Ealing Transition</li> <li>TfL</li> <li>GLA</li> <li>Broadway Living (and other Housing Associations)</li> <li>BEIS</li> <li>Schools</li> </ul>

Objectives	Actions achieved so far	In the next 12 months we aim to	Partners to success
<b>2. Green economy jobs</b> Increase education, training, reskilling and upskilling opportunities to enable more jobs within the green economy	<ul style="list-style-type: none"> <li>Ensured all relevant grant funding bids and procurement activities prioritise the creation of a green economy</li> <li>Supported the council's review of its Social Value policy in procurement to ensure greater emphasis on scoring against climate action targets</li> </ul>	<ul style="list-style-type: none"> <li>Develop a business case to secure a council joint venture with Energiesprong (see In Focus)</li> <li>Working with West London College and WLA to develop a Green Skills Academy to help deliver green jobs linked to the Green Homes Grants and Decarbonisation Funds</li> </ul>	<ul style="list-style-type: none"> <li>Act for Ealing</li> <li>Ealing Transition</li> <li>Ealing Education Partnership</li> <li>University of West London</li> <li>West London College</li> <li>West London Alliance (WLA)</li> <li>Heathrow Airport Limited</li> <li>Old Oak and Park Royal Development Corporation (OPDC)</li> <li>Energiesprong</li> </ul>
<b>3. Social wealth</b> Through policy development and using council assets, seek to transition towards a circular economy to help increase social wealth and create a more sustainable Ealing	<ul style="list-style-type: none"> <li>Working with circular economy experts ReLondon on the production of a circular economy outcomes fund</li> <li>Engaging with the Blueprint for a Circular Economy programme that is being led by Essex County Council</li> <li>Working with the West London Waste Authority to develop a business plan for a circular economy hub, including identifying a potential suitable site within Ealing for this purpose</li> </ul>	<ul style="list-style-type: none"> <li>Increase the number of partner organisations in the reuse and repair industry operating in the borough</li> <li>Require all major planning applications to be supported by a Social Wealth Statement (that will include circular economy outcomes) through the new Local Plan</li> <li>Develop the 'tackling climate change' campaign to include education about circular economy behaviours across schools, residents, employees and businesses</li> <li>Deliver a circular economy hub in Ealing</li> </ul>	<ul style="list-style-type: none"> <li>Act for Ealing</li> <li>Ealing Transition</li> <li>West London Waste Authority</li> <li>Ealing Education Partnership</li> <li>University of West London</li> <li>West London College</li> <li>Essex County Council</li> <li>ReLondon</li> </ul>

## In Focus: **Energiesprong**

In response to the declaration of a Climate Emergency and commitment to achieving Net Zero Carbon Emissions by 2030, Ealing Council has partnered with the Mayor of London's "Retrofit Accelerator – Homes" to develop a strategy for retrofitting its social housing stock to net-zero levels. The ambition is for a modest first phase of up to 64 homes, followed by a rapid scaling up once the supply chain can deliver the quality and price point required.

Energiesprong is an innovative concept to complete whole house energy efficiency retrofits on our social housing stock, resulting in zero-energy homes with greatly

reduced energy and heating costs, increased thermal comfort, and on-site renewable energy generation. The Energiesprong approach focuses on creating comfortable and desirable homes that are also affordable to run. This model largely relies on off-site manufacturing, allowing quick installation and reducing disruption to residents. As most of the work is done externally, residents remain in their homes throughout the process. There are opportunities to support the development of this industry in Ealing, bringing employment opportunities and investment to the borough. The council is currently bringing together the funding package to support the model and expects the first retrofits to be complete during 2021.



## LONGER TERM ECONOMIC STRATEGY



Ealing's plan for good jobs sets out the shorter-term actions that we must focus our efforts on over the next months as we continue to recover from the pandemic. This approach will better manage our finite resources and ensure our hardest hit residents and businesses are protected and supported as a priority. This approach will also help keep our climate action commitments at the top of the council's policy making and investment agenda.

However, this plan for good jobs also starts to introduce the idea of taking a different approach to economic growth. An approach that is genuinely sustainable and protects our climate and natural environment, an approach that is inclusive so most of the economic benefits and wealth creation is directed to our hardest hit and most disadvantaged communities, and an approach that is socially just so our BAME residents and workers enjoy the same economic opportunities and public health outcomes as their white ethnicity peers. We have a vision for a new economy that nurtures and sustains all Ealing citizens.

To achieve this, we will continue to robustly lobby for a clearer and more ambitious vision from government and in parallel we will commence work on what will be Ealing's first inclusive economy strategy to be published in 2022. This strategy will be co-developed by a multitude of stakeholders, so its vision is shared, and its objectives can be co-delivered. This will take account of the sub-regional, West of London context, of the ambition of the Mayor of London and best practice in developing and delivering long term sustainable economic strategies.

In stimulating and accelerating the new economy described above, the council will draw upon elements of the community wealth building model. As an immediate step this means a wholesale review of our Social Value policy to ensure our procurement processes encourage union representation in the workforce, decent pay, ending the use of zero hours contracts and securing good terms and conditions for workers.

The community wealth building model has already been applied successfully in a number of councils across England (pioneered as the Preston Model) so we will also explore this approach. However, we will not be restricted to a single approach. For example, we know from our recent engagement on the council's climate and ecological emergency strategy that there is strong appetite amongst our businesses and residents to reduce waste and keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each their life. This is known as a circular economy, and we will be exploring ways to transition to this type of economy with industry experts from the UK and beyond. Ultimately, we will work with you on deciding how Ealing's local economy should evolve when we commence work on the inclusive economy strategy later this year.





The four themes of the action section above list a number of aims we hope to achieve over the next 12 months. To ensure that progress can be effectively measured, those aims that are best measured against numbered targets have been carefully considered and are summarised in the measuring progress table below. The aims with no numbered targets will also be carefully monitored via the project teams that will take on their delivery. The delivery of the aims will be monitored on a quarterly basis (starting January 2022) and reported on the council's website.

In measuring the progress of this plan for good jobs, we will also cross reference the relevant key performance indicators (KPIs) of the Council Plan and its outcomes. It is important that this plan for good jobs helps accelerate the delivery of the Council Plan, particularly the 'creating good jobs' priority.

## Measuring progress

<b>People</b>	<b>Ealing Youth Offer</b> 140 vocational support places delivered 250 traineeships, internships and apprenticeships delivered 1,000 Youth Hub one to one sessions delivered 70 care leavers supported into training or employment 20 apprenticeships created and up to 20 businesses supported as part of the levy transfer scheme	<b>Ealing Employment Hub</b> 1,140 residents supported into work or better work 140 people engaged in Digital Access Programmes 23 homeless people engaged with BEAM for work starts 34,000 visits to the new Work Ealing website 15 local jobs advertised on Work Ealing at any one time	<b>Training for Good Jobs</b> 3,400 qualifications and training programmes achieved by residents 1,300 people received information, advice and guidance and enrolled on adult learning courses. 15 HGV drivers trained and recruited for Greener Ealing 10 Kickstart placements delivered as part of the Queen's Green Canopy project
<b>Towns &amp; communities</b>	<b>Physical Environment</b> 10 small scale public realm interventions to aid walking and cycle delivered 14 outdoor cultural events delivered across the borough	<b>Thriving and Resilient</b> 5 landlords engaged to activate vacant units 10 new partners to join Ealing's High Streets Taskforce 2 new Traders Associations developed	<b>Cultural Economy</b> 15 creative & digital industries engaged in the development of the Cultural Manifesto 1 Creative Enterprise Zone (CEZ) to be developed 1 creative affordable workspace partnership created

## Measuring progress

<b>Business</b>	<b>Survival and Innovation</b> 1 Innovation Partnership established 25 entrepreneurs / start-ups received the Pioneer Grant 200 Southall businesses engaged as part of Southall EXPO 20 businesses supported to engage in the apprenticeship levy programme 20 links made between local businesses and HE/FE institutions	<b>Enhance Supply Chain Networks</b> 200 businesses trained under the online trading programme 200 businesses signed up to the Ealing business support and diagnostics programme 60 businesses signed up to the council's 'Winning tenders and contracts' programme 30 businesses registered with London Tenders Portal 10 businesses accessing new contracts	<b>Inward Investment</b> 10 conversations with growing business sectors in the borough 5 relationships brokered between developers/investors and local community and voluntary sector groups 5 new sponsors secured to the new inward investment programme 500 visits to the new inward investment website 6 inward investment webinars delivered 4 inward investment events/roundtables delivered
<b>Climate</b>	<b>Green Infrastructure</b> 16 council commercial buildings retrofitted 700 private sector home energy retrofits delivered 64 Energiesprong demonstrator homes delivered	<b>Green Economy Jobs</b> 5 jobs secured as part of the retrofitting and Energiesprong programmes 4 traineeships, internships and apprenticeships in green economy businesses delivered	<b>Social Wealth</b> 5 circular economy business or organisations identified to actively engage with the council 1 circular economy hub to be delivered 25 businesses engaging with the carbon foot printing tool

*“If governments want to stay in power, they should take the happiness of the people more seriously than economic measures. This is a vitally important finding - perhaps one of the most significant in a generation. It’s essential that our leaders look beyond narrow financial measures and focus on the wider set of factors that really affect the wellbeing of the nation - and especially mental health”.*

Professor Richard Layard, 2019 | Centre of Economic Performance, London School of Economics



The council will be reaching out to a range of stakeholders and partners to help deliver this Plan for Good Jobs. For further information on how you can help please contact:

Connor McDonagh  
Assistant Director for Economic Growth  
London Borough of Ealing  
Perceval House  
14/16 Uxbridge Road  
London  
W5 2HL  
Email: [mcdonaghc@ealing.gov.uk](mailto:mcdonaghc@ealing.gov.uk)