



**SHAPING
EALING**

**Your
Local Plan**

ENGAGEMENT RESPONSE SUMMARY



Over the next few months there will be more opportunities to get involved in Shaping Ealing and our New Local Plan. To receive updates just register on our website www.Ealing.gov.uk

For more information on Shaping Ealing visit www.ealing.gov.uk/shapingealing

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Executive summary

Firstly, a huge thank you to all those who took part in the Shaping Ealing survey. More than 10,600 residents, businesses and others who visit our borough took part in one of the biggest engagements we have carried out. We are delighted that so many of you took the opportunity to share what you think about our borough, about the seven different towns and the facilities and communities in each of these areas.

We are committed to engaging with local communities through open, transparent and inclusive dialogue and the Shaping Ealing Survey tells us much about what you like and what could be made better.

Here we share a summary of the findings of the survey so that you can see whether your views are shared by others across the borough and in your individual town. The summary findings are also complimented by social and economic profile of each town and an explanation of how your feedback is being used to inform Ealing's New Local Plan. We also take the opportunity to highlight how the new Council Plan is starting to address some of the issues

you have raised. You can also view an alternative, shorter summary of the findings [here](#).

Having this feedback is important to us to better understand how people think and feel about our borough and the seven towns. In particular, this engagement exercise will help inform the contents of our New Local Plan.

Finally, the feedback you have given is already being used to help shape important decisions around priorities, policies and investment throughout the borough. We think that you, our residents, businesses and all of our communities, understand best what changes are required in your local neighbourhood and we will continue to engage with you on these key issues.

Thank you again to all those who took part and shared your views.

Councillor Peter Mason, Leader of Ealing Council

Councillor Shital Manro, Cabinet Member for Good Growth

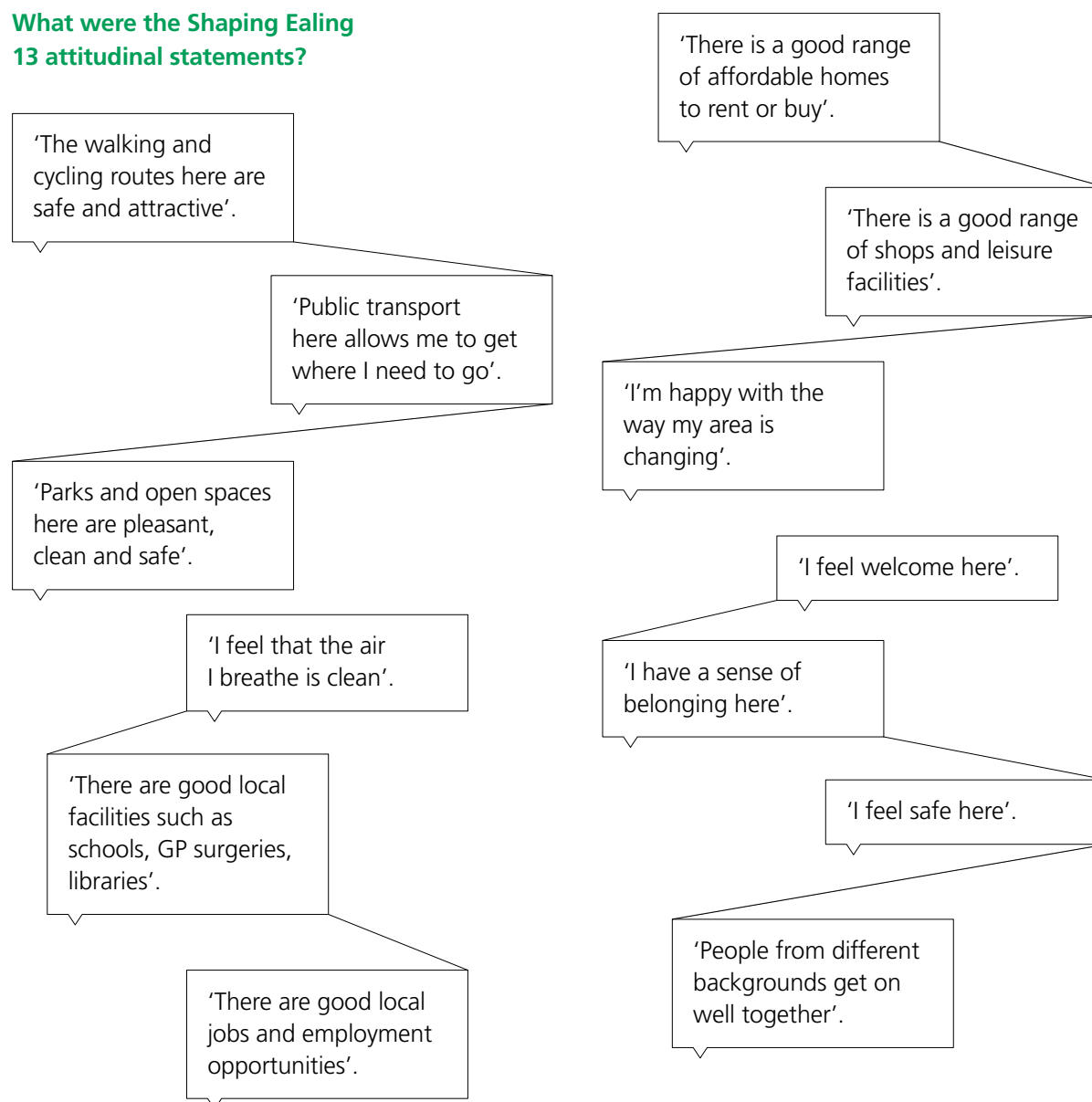
What is Shaping Ealing?

Shaping Ealing was a largescale public engagement exercise to gather residents, businesses, and other stakeholder's views on what they think about our borough and the seven towns. The online survey launched on the 10 of November 2021 and closed on the 9 May 2022, which drew 10,661 responses. The online survey was also complimented by some in person events.

The survey posed 13 attitudinal statements and using a slider scale respondents could rate their feelings – negative to positive. Some open-ended questions were also included to enable respondents to type more detailed opinions. Respondents were also invited to share their relationship with the borough whether they live, work, study, or visit. A set of demographic questions were also asked for people's age, gender, disability, and ethnicity.

The Shaping Ealing engagement exercise was a non-statutory process; however, the feedback will help inform future statutory consultation exercises, including that on the draft version of the New Local Plan.

What were the Shaping Ealing 13 attitudinal statements?



CHAPTER 1 WHO TOOK PART IN SHAPING EALING?



Who took part in Shaping Ealing?

We received 10,661 responses from many different stakeholders. That includes our residential communities, businesses, institutions, and councillors. The map below shows the response split across our seven towns.

**10,661
PEOPLE
TOOK
PART.**

Chart 1
Where people live or spend their time

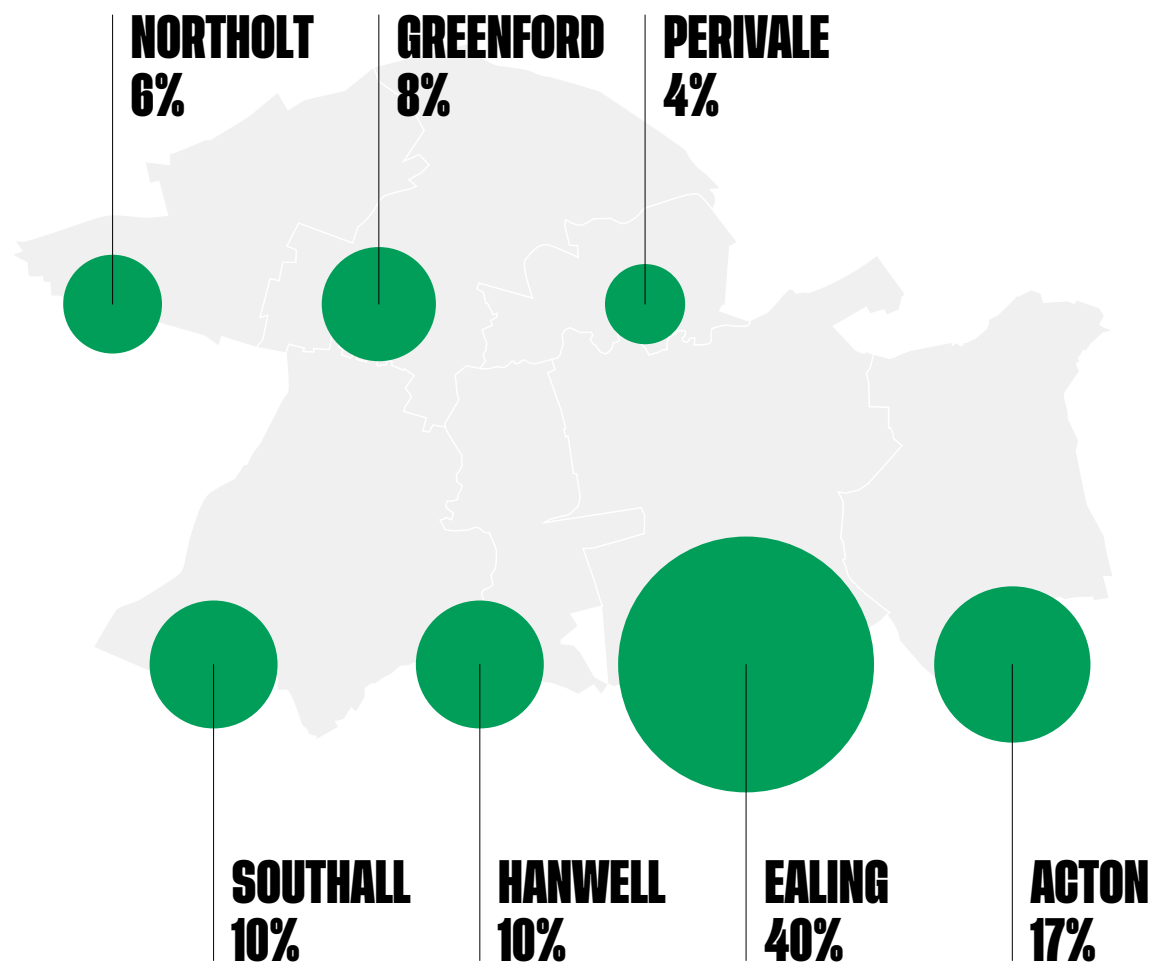


Chart 2
Ethnicity of respondents

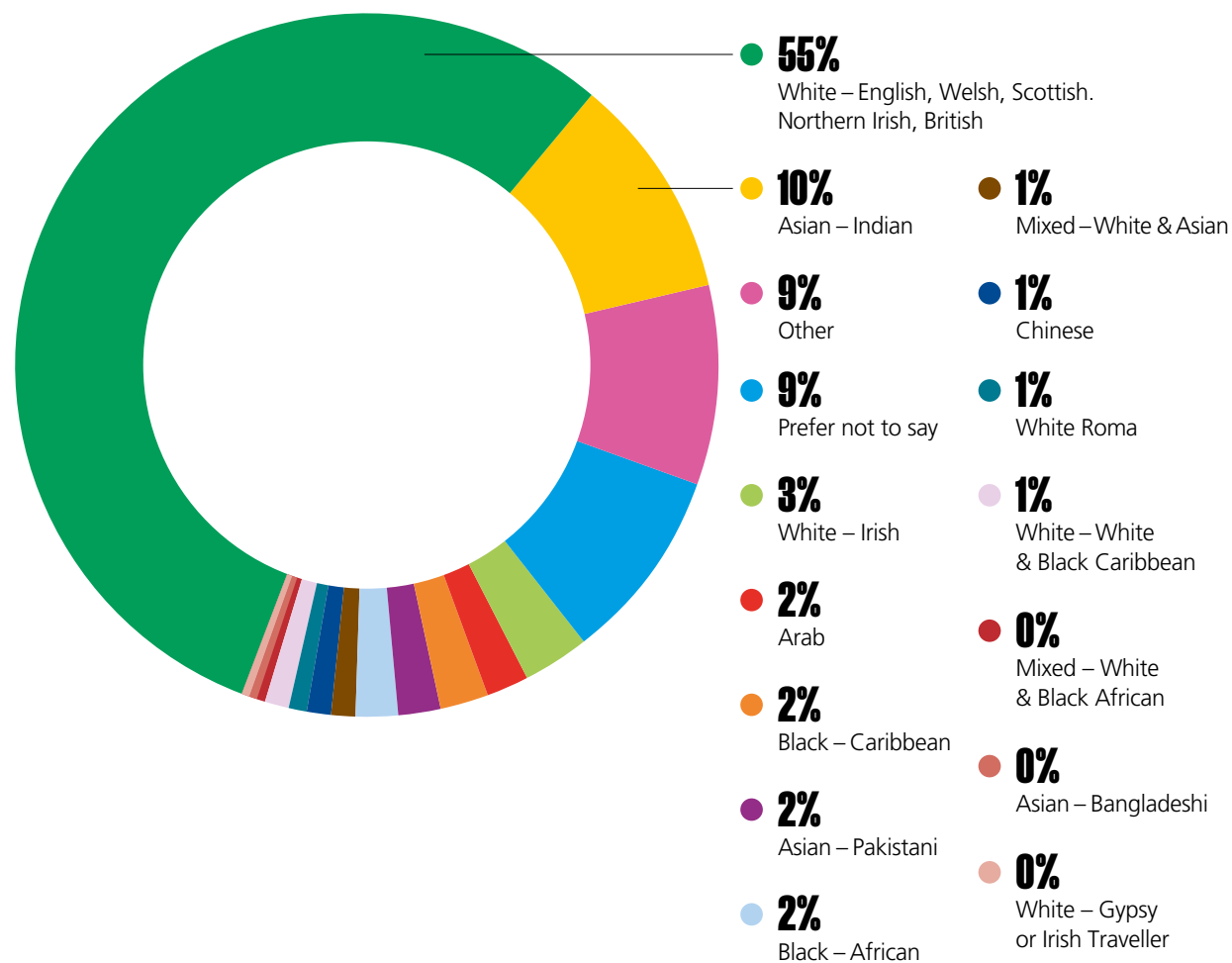
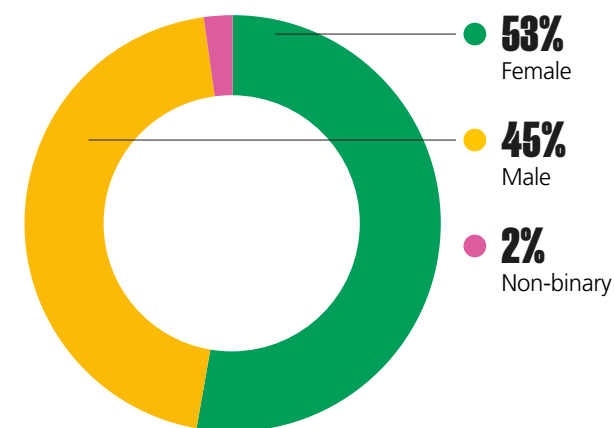


Chart 3
Gender of respondents

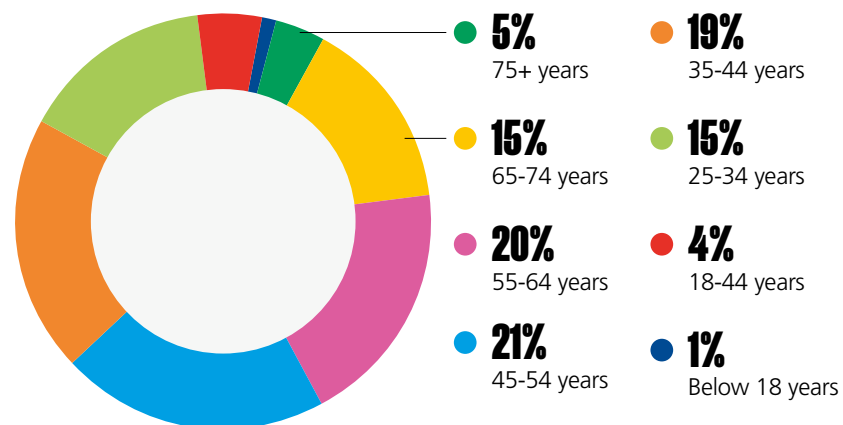
Overall females had a slightly higher response rate than men, and non-binary responses were considerably lower.



Summary: Females and non-binary genders scored much lower in feelings of safety than men.

Those identifying as non-binary also expressed dissatisfaction with local facilities such as schools, GPs and libraries, lack of affordable homes, and the way the area is changing.

Chart 4
Age groups



Summary: Overall those aged 45-54 had the highest responses to the survey. The younger age group, 18-24, (247 responses) had a more positive score for three of the measures that were otherwise an overall negative for the borough average. These are safe walking and cycling routes, air quality and happy with the area is changing.

On the other hand, this age group has highest dissatisfaction with the availability of employment opportunities as well as affordable homes.

Whilst the older age groups were more dissatisfied with the way their area is changing.

Chart 5
Survey response

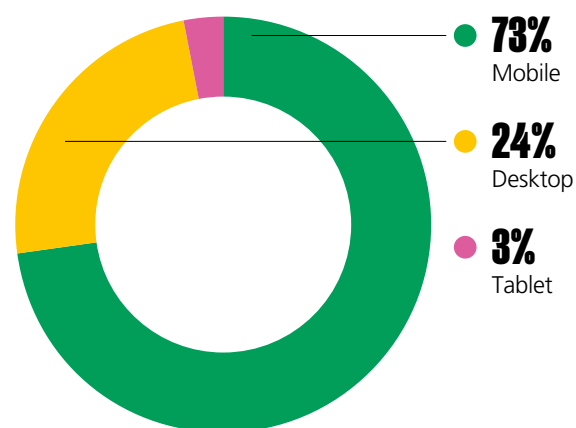
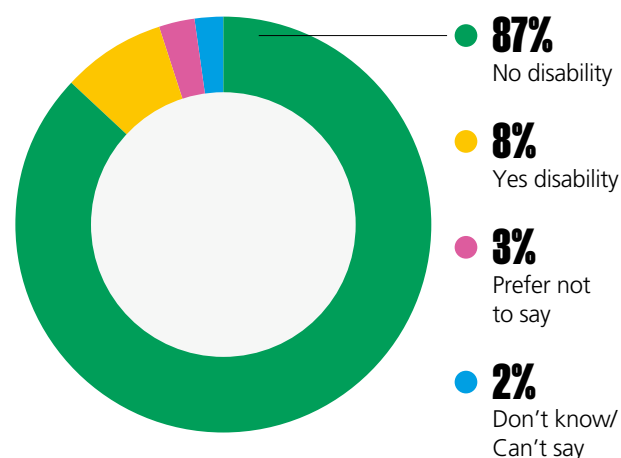


Chart 6
People with disabilities



Summary: In terms of the remaining demographic variable of disability, people who mentioned they have a disability feel much more negatively about the surveyed measures, in particular feelings of safety and local facilities including shops and leisure.



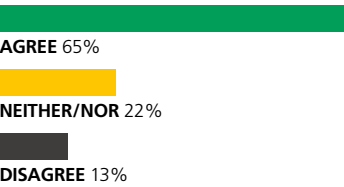
CHAPTER 2 BOROUGH RESULTS



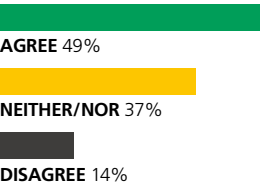
Borough results

The statements that gained a more positive response:

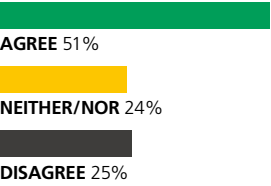
Public transport here allows me to get where I need to go



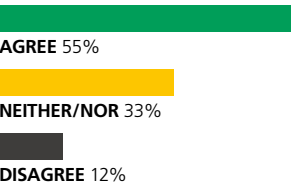
I feel welcome here



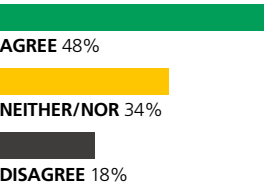
Parks and open spaces here are pleasant, clean and safe



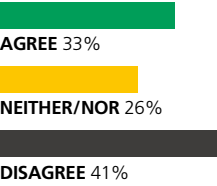
People from different backgrounds get on well together



I have a sense of belonging here



Walking and cycling routes are safe and attractive





This tells us...

Other than public transport, the statements getting a higher positive score are all related to the feelings of community cohesion as some people agree that different backgrounds get on well together in their area, feel welcome, and feel they have a sense of belonging in the borough. It is welcomed that there is an overall positive feeling towards community cohesion and travel, however we also understand we must do more to improve and celebrate our boroughs diversity and culture and reduce inequality. Also, we understand that connectivity within the borough needs improving, so Ealing's neighbourhoods and town centres can be better connected to one another with active travel options to be increased.

For the open-ended question, we asked 'What is the one thing you like most about your area?' Here are some examples of what you told us:

'Transport links are very good and will get even better when the Elizabeth Line finally opens.'

'Transport links. Sense of community in my road, where I have lived for over 30 years.'

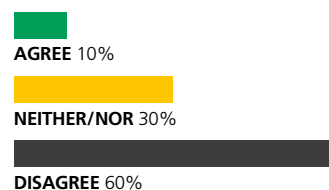
'Transportation, only takes half an hour to central London.'

'We have lived in Ealing now for over 40 years. We have seen a lot of changes, the transport system has improved, which makes life a lot easier.'

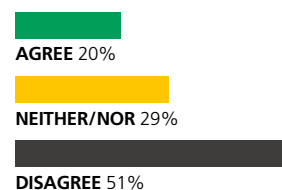
Borough results

The statements that gained a more negative response:

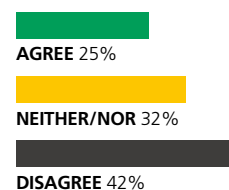
There is a good range of affordable homes to rent or buy



I'm happy with the way my area is changing

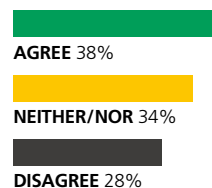


I feel that the air I breathe is clean

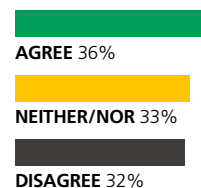


Neither/nor:

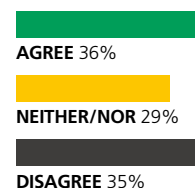
Good local facilities – schools, GP surgeries, libraries



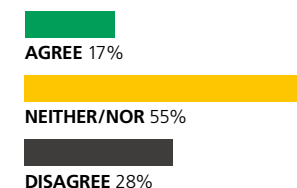
I feel safe here



Good local shops and leisure facilities



There are good local jobs and employment opportunities





This tells us...

The biggest dissatisfaction is with the availability of affordable homes, the way the area is changing, air quality and employment opportunities. We understand that affordability of homes and employment opportunities are a major concern across the borough, especially for our young population. In response, the Council Plan is setting out an ambitious approach, including the delivery of 4,000 genuinely affordable homes and 10,000 new jobs for Ealing residents. Air quality improvement is being addressed within our climate and ecological emergency strategy (CEES) programme and active travel initiatives that are underway and planned. We are also working on further engagement to understand why some of our respondents are not happy with the way the area is changing.

For the open-ended question, we asked 'What is it that you don't like and should be improved?' Here are some examples of what you told us:

'Affordable housing that is affordable, less properties/new builds [are] destined for renters. Build for the community rather than people from far away. Intelligent long-term planning instead of short term-high gain projects. Long term planning will bring much more than any short-term high gain project!'

'Needs cleaner streets, safer parks...'

'The volume of traffic on the main roads, the resulting noise pollution and poor air quality. Drug dealing and petty crime. Litter and fly tipping.'

Your main challenges are affordable homes, job opportunities, health & safety and how the borough is changing. This feedback is helpfully informing the content of the New Local Plan. It is also important to note that our Council Plan is already starting to address some of these challenges now, as summarised under its three strategic objectives.



**WE HAVE LIVED IN EALING NOW
FOR OVER 40 YEARS. WE HAVE SEEN
A LOT OF CHANGES, THE TRANSPORT
SYSTEM HAS IMPROVED, WHICH
MAKES LIFE A LOT EASIER.**

What you told us

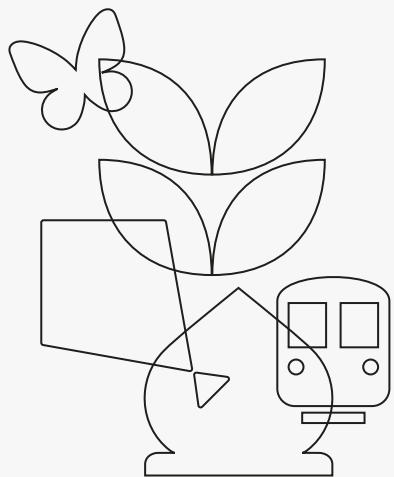
You have told us that the main challenges for you are affordable homes, job opportunities, health & safety and how the borough is changing. These challenges are reflected in the research we have undertaken, and we are already working hard on shaping and developing strategies driven by our Council Plan. The next page summarises only a fraction of the work already underway.



Tackling the climate crisis

Some of the things we are already committed to doing:

- Launch our Active Travel Charter
- Create 10 new parks and open spaces
- Rapidly expand our popular Schools Streets programme to 50 of our schools
- Plant another 50,000 trees



Creating good jobs

Some of the things we are already committed to doing:

- 4,000 genuinely affordable new homes across the borough
- Secure 10,000 new jobs in the borough
- Invest £509 million in the council's housing
- A new community-led regeneration charter
- New community hubs in each of our seven towns
- Put good design and heritage at the heart of how we enhance our borough
- A new state of the art youth centre in Southall
- All children to be able to access good, sustainable schools in their local community

Fighting inequality

Some of the things we are already committed to doing:

- Launch a new community charter – your rights and what you can expect from us
- New Town Forums with more power to set local spending priorities for communities
- Tackle race inequality and launch a new Citizen's Tribunal
- Invest £13 million in fighting anti-social behaviour and crime
- Continue to take action to prevent violence against women and girls

FURTHER REFERENCE

You can read more about our commitments in the council plan 2022-2026

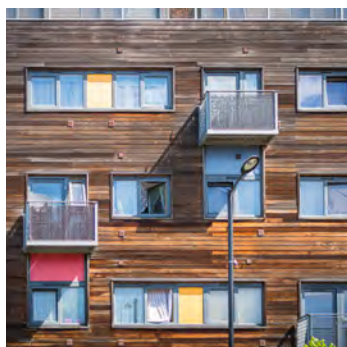
[Council plan](#) | [Council plan](#) | [Ealing Council](#)



1/ Hanwell



3/ North Acton



2/ Greenford



4/ Perivale



6/ Southall



7/ Northolt



5/ Ealing

We decided to carry out further engagement sessions in four of our towns where we received a lower response rate, in relation to town population, to the survey. Those towns are Acton, Greenford, Northolt, and Southall. These towns will have a further 'other reflections' section in appendix 2.

CHAPTER 3: RESULTS FOR EALING'S SEVEN TOWNS

Acton

Acton is home to 66,600 people, that's 17% of the borough's population. Acton is diverse, in 2011, 38% of Acton's population was non-white and 14% were Asian/Asian British. 4.7% of Acton's population are in bad or very bad health, this tells us that Acton fares well on the health indicator. The town's median age is 36 and there is a 6-year difference in life expectancy for males and females. Males have a life expectancy of 79 years and females 85 years; this is one of the highest life expectancies in the borough.

As of 2020/2021 there were 169 relatively low-income households in Acton. 40% of Acton's jobs are classified as low pay work and only 20% of Acton's jobs are

'knowledge intensive'. This is because business growth in Acton, over the past 5 years, has been one of the lowest out of Ealing's seven towns and has been driven by job losses in ICT, Media and Creative & Business support sectors. Acton's median house price was £555,000 in 2018 and the median earning in the town was £39,600 that same year. This tells us Acton's affordability is 14.4 times the average income and this makes it the least affordable out of Ealing's seven towns.

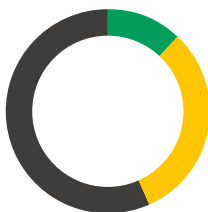


**WELL CONNECTED TUBE,
BUS – PUBLIC TRANSPORT.**

The statements that gained a more negative response:

There is a good range of affordable homes to rent/buy

- AGREE 12%
- NEITHER/NOR 31%
- DISAGREE 57%



I'm happy with the way my area is changing

- AGREE 23%
- NEITHER/NOR 27%
- DISAGREE 50%



I feel that the air I breathe is clean

- AGREE 21%
- NEITHER/NOR 31%
- DISAGREE 48%



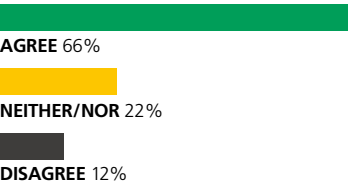
The walking and cycling routes here are safe and attractive

- AGREE 25%
- NEITHER/NOR 26%
- DISAGREE 49%

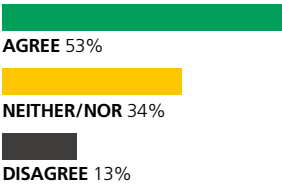


The statements that gained a more positive response:

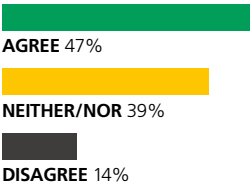
Public transport here allows me to get where I need to go



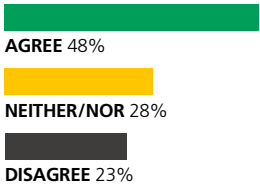
People from different backgrounds get on well together



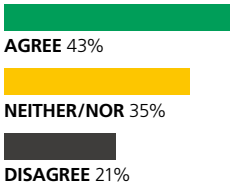
I feel welcome here



Parks and open spaces here are pleasant, clean & safe

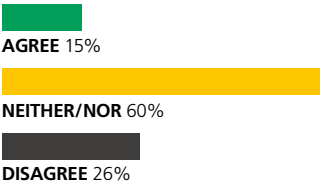


I have a sense of belonging here

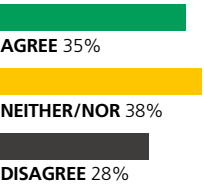


Neither/nor:

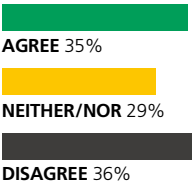
Good local jobs and employment opportunities



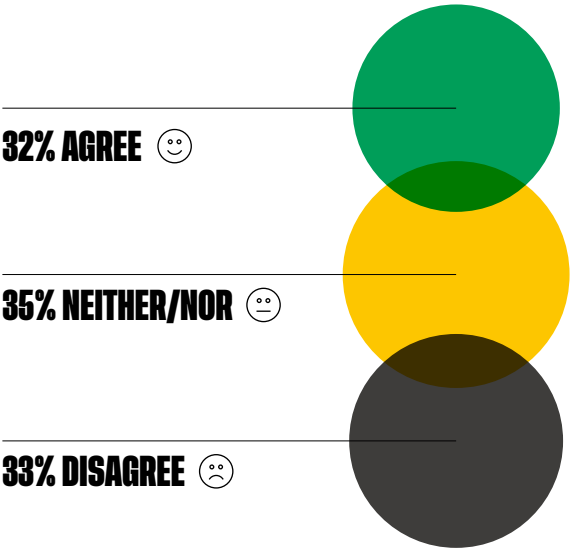
Good local facilities – schools, GP surgeries, libraries



Good local shops and leisure facilities



I FEEL SAFE HERE



This tells us...

Acton respondents scored four themes very negatively and on average they all had similar scores, these are; affordable homes, happy with the way the area is changing, air quality, and safe and attractive walking and cycling routes. This is also reflected in the open-ended questions. When asked ‘What is it that you don’t like and should be improved?’ some responded with:

- ‘Can’t afford to buy a house or flat here so will eventually have to leave.’
- ‘Cars, pollution, and dirty streets.’
- ‘Cleanliness of the streets and green areas.’

However, some respondents scored positively for public transport, community cohesion, and clean, safe parks and open spaces. Again, these scores were on average similar. When asked ‘what is the one thing you like about this area?’ some responded with:

- ‘Well connected tube, bus – public transport.’
- ‘The parks and the people.’
- ‘The green spaces, Churchfield road and the public transport.’



Ealing

Ealing is home to around 83,600 people which is 23% of the overall borough population. In 2011, 33% of Ealing's population was non-white, and 16% Asian/Asian British.

3.7% of Ealing's population are in bad or very bad health. Ealing has the largest proportion of residents in good health and has one of the lowest proportions of extremely deprived neighbourhoods in the borough. Ealing's median age is 38, and there is a 6-year age difference between males and females. Males have a life expectancy of 78 years and females 84 years; one of the highest life expectancies in the borough.

As of 2020/2021 there were 183 relatively low-income households in Ealing. 37% of Ealing's jobs are classified as low pay work and 24% of Ealing's jobs are 'knowledge intensive'. This is because business growth in Ealing, since 2015, has only grown by 2% making Ealing one of the worst performing towns in the borough.

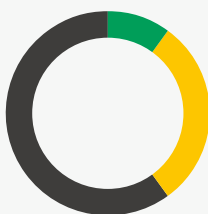
Ealing's median house price was £622,000 in 2018 and the median earning in the town was £44,500 that same year. This tells us Ealing's affordability is 13.8 times the average income and this makes it the 3rd least affordable out of Ealing's seven towns.



The statements that gained a more negative response:

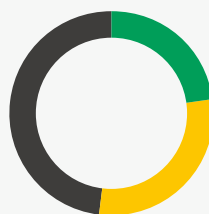
There is a good range of affordable homes to rent/buy

- AGREE 10%
- NEITHER/NOR 31%
- DISAGREE 60%



I'm happy with the way my area is changing

- AGREE 22%
- NEITHER/NOR 30%
- DISAGREE 48%



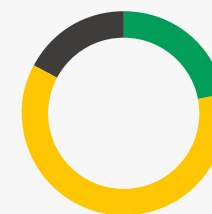
I feel that the air I breathe is clean

- AGREE 31%
- NEITHER/NOR 34%
- DISAGREE 35%



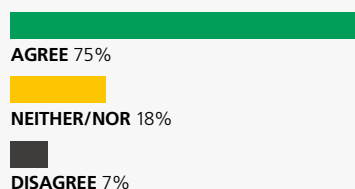
There are good local jobs and employment opportunities

- AGREE 21%
- NEITHER/NOR 61%
- DISAGREE 18%

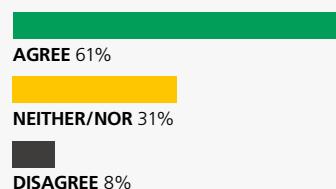


The statements that gained a more positive response:

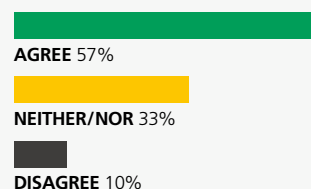
Public transport here allows me to get where I need to go



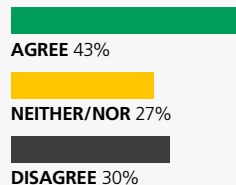
People from different backgrounds get on well together



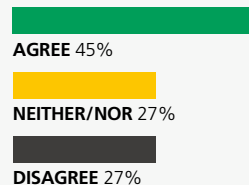
I feel welcome here



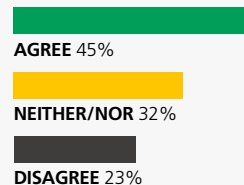
Walking and cycling routes are safe and attractive



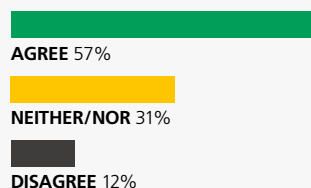
Good local shops and leisure facilities



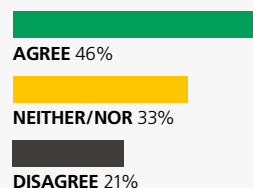
Good local facilities – schools, surgeries, libraries



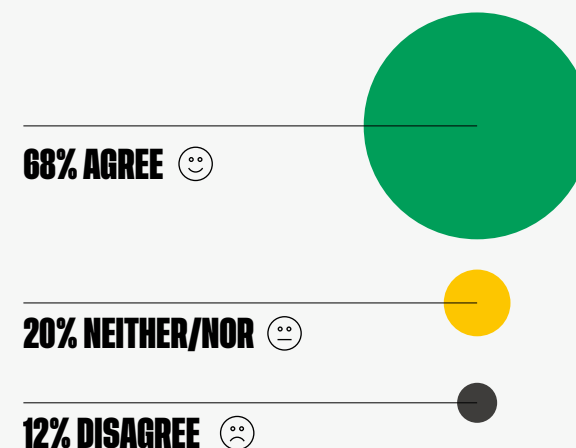
I have a sense of belonging here



I feel safe here



PARKS AND OPEN SPACES HERE ARE PLEASANT, CLEAN & SAFE





This tells us...

There are two themes that scored very negatively for Ealing, these are affordable homes and happy with the way the area is changing. Respondents are also dissatisfied with the quality of air and job opportunities in their town. The open-ended questions reflected these results, we asked 'What is it that you don't like and should be improved?' some responded with:

'Council's obsession with very high rise flats of which too many are too expensive for the local people on medium income and also are spoiling the landscape of Ealing.'

'Stop those which are yet to be built and replace them with low rise...'

'Air quality, compromised by traffic.'

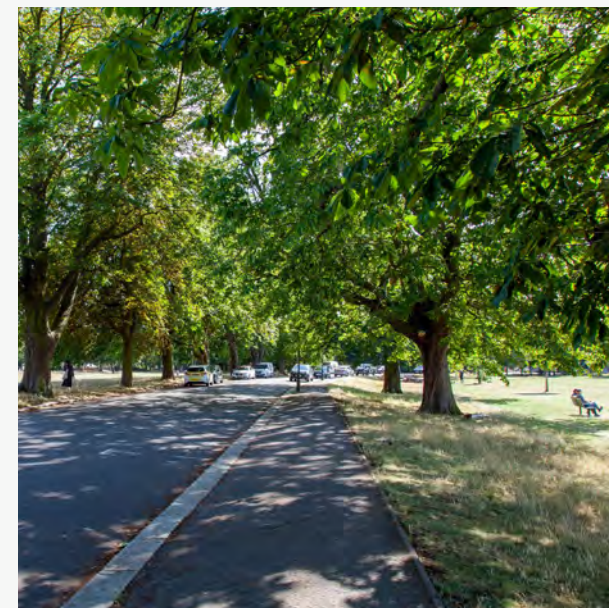
'Air quality, too many high rises being built.'

However, some respondents scored positively for public transport, community cohesion, and clean, safe parks and open spaces. When we asked 'What is the one thing you like most about this area?' some responded with:

'The green Ealing is a great place to raise a family.'

'The green open spaces and that there's so many to choose from!'

'The general atmosphere: it's a very nice area to walk around, while being a diverse community and having great transport links as well as nice parks, shops and other facilities within easy walking distance.'



THE GREEN EALING IS A GREAT PLACE TO RAISE A FAMILY.

Greenford

Greenford is home to 45,800 people, that's 13% of the borough's population. Greenford is very diverse, in 2011, 55% of Greenford's population was non-white, and 32% Asian/Asian British.

5.1% of Greenford's population are in bad or very bad health, this is above the borough average. The town's median age is 37 and there is a 5-year difference in life expectancy for males and females. Males have a life expectancy of 78 years and females 83 years.

As of 2020/2021 there were 453 relatively low-income households in Greenford. 32% of Greenford's jobs are classified as low pay work and only 9% of Greenford's jobs are 'knowledge intensive'. Greenford's economy has grown faster than the borough average in the last 5 years.

Greenford's median house price was £427,500 in 2018 and the median earning in the town was £35,500 that same year. This tells us Greenford's affordability is 12 times the average income and this makes it the most affordable out of Ealing's seven towns.



The statements that gained a more negative response:

There is a good range of affordable homes to rent/buy

- AGREE 11%
- NEITHER/NOR 31%
- DISAGREE 58%



I feel that the air I breathe is clean & There is a good range of shops & leisure facilities

- AGREE 27%
- NEITHER/NOR 31%
- DISAGREE 42%



There are good local jobs and employment opportunities

- AGREE 14%
- NEITHER/NOR 49%
- DISAGREE 37%



Walking and cycling routes are safe and attractive

- AGREE 26%
- NEITHER/NOR 31%
- DISAGREE 43%



Parks and open spaces are pleasant clean and safe

- AGREE 32%
- NEITHER/NOR 28%
- DISAGREE 40%



I feel safe here

- AGREE 26%
- NEITHER/NOR 31%
- DISAGREE 42%

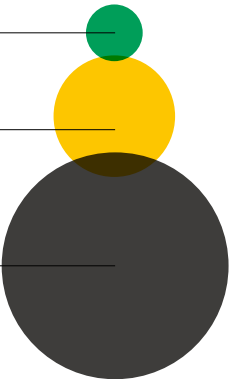


I'M HAPPY WITH THE WAY MY AREA IS CHANGING

14% AGREE 😊

30% NEITHER/NOR 😐

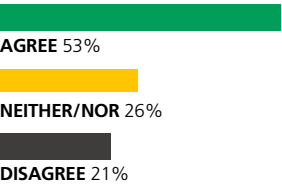
56% DISAGREE ☹️



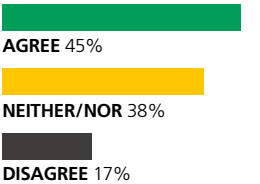
THE MIXTURE OF CULTURES
MAKES IT VERY GOOD.

The statements that gained a more positive response:

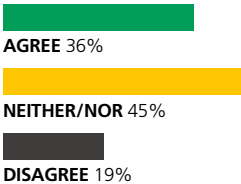
Public transport here allows me to get where I need to go



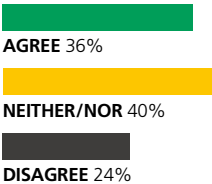
People from different backgrounds get on well together



I feel welcome here

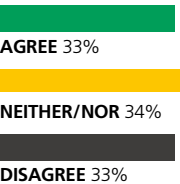


I have a sense of belonging here



Neither/nor:

Good local facilities – schools, GP surgeries, libraries



This tells us...

There are five themes that scored very negatively for Greenford, these are affordable homes, happy with the way the area is changing, good range of shops & leisure facilities, quality of air and job opportunities in Greenford. Quality of air and a good range of shops & leisure facilities scored the same. The open-ended questions reflected these results, we asked 'What is it that you don't like and should be improved?' some responded with:

- 'Air quality! Too much traffic.'
- 'That Gurnell leisure centre has closed and we don't know when it will be refurbished and re-opened.'
- 'Home prices, no affordable homes for families.'

However, some respondents scored positively for public transport and community cohesion. When we asked 'What is the one thing you like most about this area?' some responded with:

- 'The mixture of cultures makes it very good.'
- 'The diversity of residents and variety of local shops.'
- 'The open spaces and community spirit.'



Hanwell

Hanwell is home to 27,700 people, that's 8% of the borough's population. In 2011, 34% of Hanwell's population was non-white, and 15% Asian/Asian British.

4.0% of Hanwell's population are in bad or very bad health, this is below the borough average. The town's median age is 39 and there is an 8-year difference in life expectancy for males and females. Males have a life expectancy of 77 years and females 85 years.

As of 2020/2021 there were 221 relatively low-income households in Hanwell. 30% of Hanwell's jobs are classified as low pay work and only 16% of Hanwell's jobs are 'knowledge intensive.' Hanwell has one of the lowest proportions of jobs in low-paying sectors.

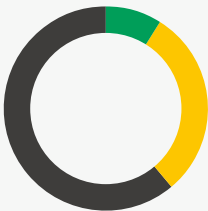
Hanwell's median house price was £556,500 in 2018 and the median earning in the town was £39,550 that same year. This tells us Hanwell's affordability is 14 times the average income and this makes it the second least affordable town out of Ealing's seven towns.



The statements that gained a more negative response:

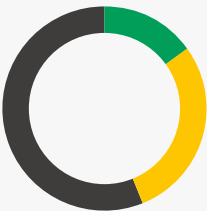
There is a good range of affordable homes to rent/buy

- AGREE 8%
- NEITHER/NOR 30%
- DISAGREE 62%



I'm happy with the way my area is changing

- AGREE 15%
- NEITHER/NOR 30%
- DISAGREE 55%



I feel that the air I breathe is clean

- AGREE 28%
- NEITHER/NOR 33%
- DISAGREE 40%



There is a good range of shops and leisure facilities


- AGREE 23%
- NEITHER/NOR 28%
- DISAGREE 49%



Walking and cycling routes are safe and attractive

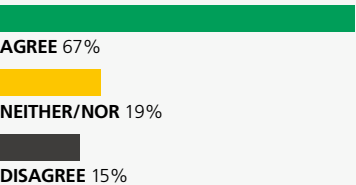
- AGREE 35%
- NEITHER/NOR 26%
- DISAGREE 39%



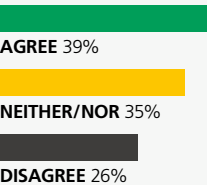
 **BEAUTIFUL PARKS, GOOD VARIETY OF FOOD PLACES, AND THE DIVERSITY.**

The statements that gained a more positive response:

Public transport here allows me to get where I need to go

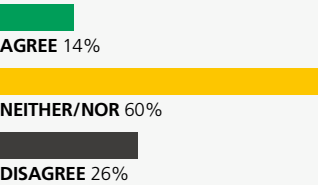


I feel safe here

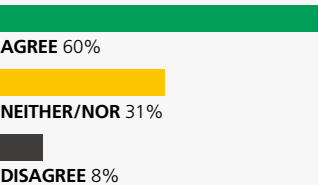


Neither/nor:

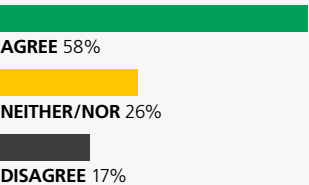
Good local jobs and employment opportunities



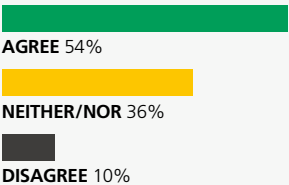
People from different backgrounds get on well together



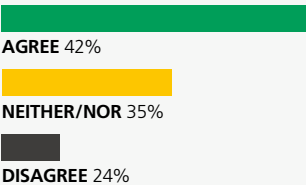
Parks and open spaces are pleasant clean and safe



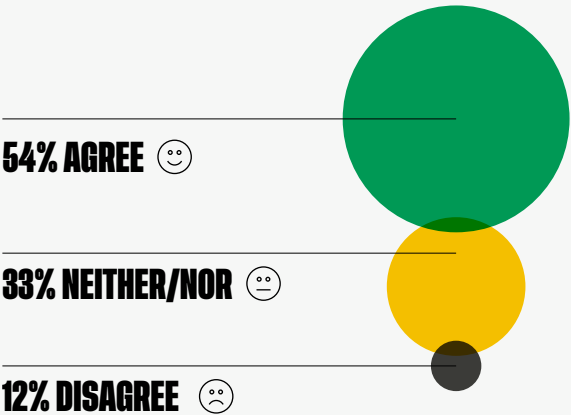
I feel welcome here



Good local facilities – schools, surgeries, libraries



I HAVE A SENSE OF BELONGING HERE



This tells us...

There are four themes that scored very negatively for Hanwell, these are affordable homes, happy with the way the area is changing, good range of shops & leisure facilities and quality of air. The open-ended questions reflected these results, we asked, 'What is it that you don't like and should be improved?' some responded with:

'A lot of local shops such as green grocers, bakeries, butchers have closed. Are business rates too high?'

'Affordable housing for young people, council tax is far too expensive. Roads require repairs. Lots of rodents/vermin. Too few jobs. Overcrowding. Theft. Homelessness. Anti-social behaviour/Crime...'

'All these massive blocks of flats in Hanwell that are out of character, too dense and unaffordable.'

However, some respondents scored positively for public transport and community cohesion. When we asked 'What is the one thing you like most about this area?' some responded with:

'Accessible green spaces.'

'Beautiful parks, good variety of food places, and the diversity.'

'Diversity, transport links.'



Northolt

Northolt is home to 30,200 people, that's 10% of the borough's population. In 2011, 53% of Northolt's population was non-white, and 63% Asian/Asian British, making it one of the most diverse towns in the borough. 5.4% of Northolt's population are in bad or very bad health, this is above the borough average. The town's median age is 35 and there is a 6-year difference in life expectancy for males and females. Males have a life expectancy of 78 years and females 84 years.

As of 2020/2021 there were 720 relatively low-income households in Northolt. 50% of Northolt's jobs are classified as low pay work and only 6% of the jobs are 'knowledge intensive'. Northolt has one of the highest proportion of jobs in low-paying sectors.

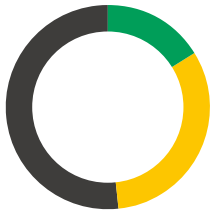
Northolt's median house price was £413,000 in 2018 and the median earning in the town was £31,750 that same year. This tells us Northolt's affordability is 12 times the average income and this makes it one of the most affordable towns in Ealing.



The statements that gained a more negative response:

I'm happy with the way my area is changing

- AGREE 14%
- NEITHER/NOR 35%
- DISAGREE 51%



I feel that the air I breathe is clean

- AGREE 20%
- NEITHER/NOR 36%
- DISAGREE 44%



There is a good range of affordable homes to rent/buy

- AGREE 12%
- NEITHER/NOR 33%
- DISAGREE 55%



Parks and open spaces are pleasant clean and safe

- AGREE 32%
- NEITHER/NOR 27%
- DISAGREE 40%



Walking and cycling routes are safe and attractive

- AGREE 28%
- NEITHER/NOR 24%
- DISAGREE 48%



I feel safe here

- AGREE 20%
- NEITHER/NOR 31%
- DISAGREE 49%

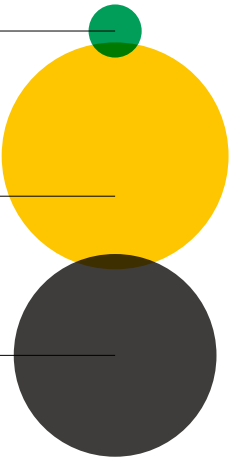


THERE ARE GOOD LOCAL JOBS AND EMPLOYMENT OPPORTUNITIES

11% AGREE 😊

47% NEITHER/NOR 😐

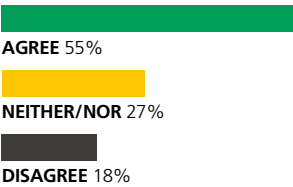
42% DISAGREE ☹️



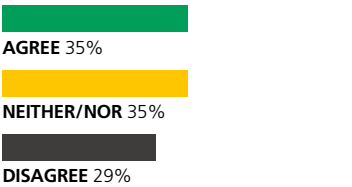
DON'T FEEL SAFER AFTER DARK, TOO MANY TRAFFIC JAMS FROM THE TARGET ROUNDABOUT. THE SHOPS ARE AWFUL... THE AREA IS RUNDOWN AND DIRTY.

The statements that gained a more positive response:

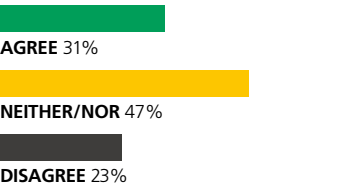
Good public transport



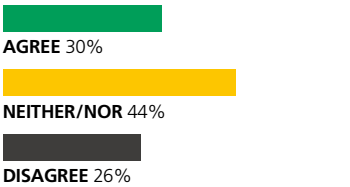
There are good local facilities such as schools, GP, surgeries, libraries



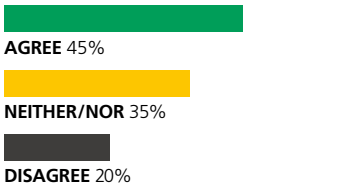
I feel welcome here



I have a sense of belonging

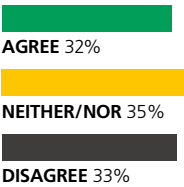


People from different backgrounds get on well together



Neither/nor:

Good local shops and leisure facilities



This tells us...

There are four themes that scored very negatively for Northolt, these are affordable homes, happy with the way the area is changing, good range of shops & leisure facilities and feelings of safety. The open-ended questions reflected these results, we asked, 'What is it that you don't like and should be improved?' some responded with:

'Affordable housing to rent or buy.'

'Don't feel safer after dark, too many traffic jams from the target roundabout. The shops are awful... the area is rundown and dirty.'

'Ealing really needs to improve the traffic situation and pollution we cannot continue to live like this the situation is urgent. We also need access to spaces and community centres, we have none!'

However, some respondents scored positively for public transport and community cohesion. When we asked 'What is the one thing you like most about this area?' some responded with:

Easy transport links.'

'Ethnic mix of population, close to A40 and Heathrow Airport, M25.'

'Friendly neighbours.'



Perivale

Perivale is home to 15,700 people, that's 4% of the borough's population, one of the lowest in the borough. In 2011, 55% of Perivale's population was non-white, 33% are Asian/Asian British.

4.2% of Perivale's population are in bad or very bad health this is below the borough average. The town's median age is 38 and there is a 4-year difference in life expectancy for males and females. Males have a life expectancy of 81 years and females 85 years.

As of 2020/2021 there were 371 relatively low-income households in Perivale. 25% of Perivale's jobs are classified as low pay work, 21% of the jobs are 'knowledge intensive'. The town has one of the lowest proportions of low-wage jobs in the borough.

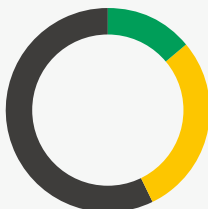
Perivale's median house price was £406,000 in 2018 and the median earning in the town was £36,500 that same year. This tells us Perivale's affordability is 12.7 times the average income and this makes it the 4th most affordable town in Ealing.



The statements that gained a more negative response:

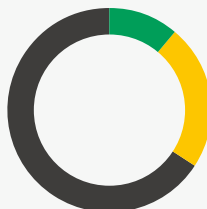
There is a good range of affordable homes to rent/buy

- AGREE 14%
- NEITHER/NOR 29%
- DISAGREE 57%



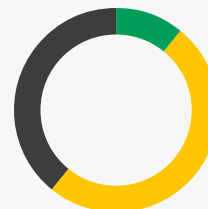
I'm happy with the way my area is changing

- AGREE 11%
- NEITHER/NOR 24%
- DISAGREE 65%



There are good local jobs and employment opportunities

- AGREE 11%
- NEITHER/NOR 50%
- DISAGREE 39%



The walking and cycling routes here are safe and attractive

- AGREE 28%
- NEITHER/NOR 24%
- DISAGREE 48%



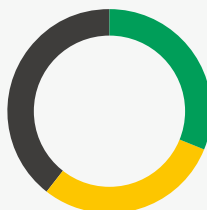
The air I breathe is clean

- AGREE 25%
- NEITHER/NOR 31%
- DISAGREE 44%



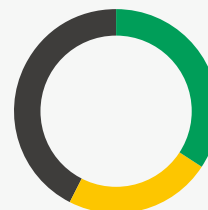
I feel safe here

- AGREE 31%
- NEITHER/NOR 29%
- DISAGREE 39%



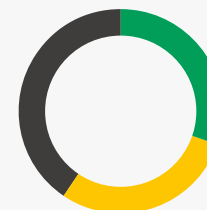
Parks and open spaces are pleasant clean and safe

- AGREE 34%
- NEITHER/NOR 23%
- DISAGREE 42%



Good local shops and leisure facilities

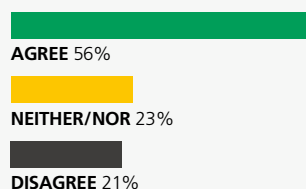
- AGREE 30%
- NEITHER/NOR 29%
- DISAGREE 40%



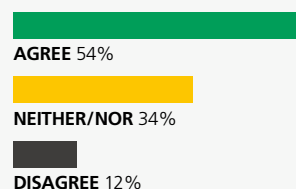
**GOOD CONNECTIONS FOR CENTRAL.
MULTICULTURAL AND GOOD FACILITIES.**

The statements that gained a more positive response:

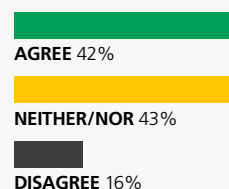
Public transport here allows me to get where I need to go



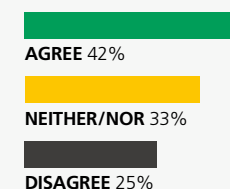
People from different backgrounds get on well together



I feel welcome here



I have a sense of belonging



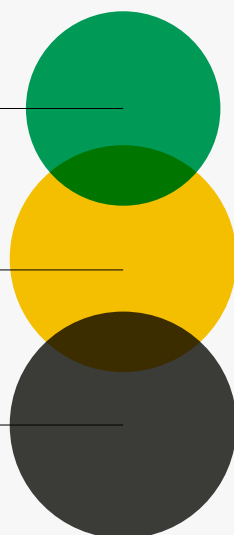
Neither/nor:

GOOD LOCAL FACILITIES - SCHOOLS, SURGERIES, LIBRARIES

30% AGREE 😊

35% NEITHER/NOR 😐

35% DISAGREE ☹️



This tells us...

There are four themes that scored very negatively for Perivale, these are affordable homes, happy with the way the area is changing, safe, clean walking and cycling routes and job opportunities. The open-ended questions reflected these results, we asked, 'What is it that you don't like and should be improved?' some responded with:

'I don't always feel safe in the area. I am not happy with the condition of many of the footpaths as I like to walk alot...'

'Lack of affordable housing options e.g., Union Square (due 2022) is the first affordable housing development. Too much traffic at peak times for such a small town and road maintenance needs to be prioritised.'

'Leisure facilities, job availability.'

However, some respondents scored positively for public transport and community cohesion. When we asked 'What is the one thing you like most about this area?' some responded with:

'Good connections for Central. Multicultural and good facilities e.g. Tesco.'

'Easy access to public transport.'

'I like the strong sense of community. There are a great many local groups from the Perivale Festival Committee to the Friends of Horsenden Hill, to the Selbourne Trust and the recent local library group, all working towards making the local area better...'



Southall

Southall is home to 70,600 people, that's 21% of the borough's population. In 2011, 86% of Southall's population was non-white, 66% are Asian/Asian British, making it the most diverse town in the borough. 6.7% of Southall's population are in bad or very bad health, this is above the borough average, this makes Southall amongst the most deprived town in the borough. The town's median age is 38 and there is a 4-year difference in life expectancy for males and females. Males have a life expectancy of 78 years and females 82 years.

As of 2020/2021 there were 605 relatively low-income households in Southall. 52% of Southall's jobs are classified as low pay work, and only 7% of the jobs are 'knowledge intensive'. The town has the highest proportion of low-wage jobs in the borough and the lowest proportion of high value, knowledge intensive jobs.

Southall's median house price was £427,500 in 2018 and the median earning in the town was £31,200 that same year. This tells us Southall's affordability is 12.5 times the average income and this makes it the third most affordable town in Ealing.



The statements that gained a more negative response:

There is a good range of affordable homes to rent/buy

- **AGREE** 9%
- **NEITHER/NOR** 23%
- **DISAGREE** 69%



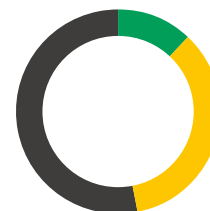
I feel that the air I breathe is clean

- **AGREE** 12%
- **NEITHER/NOR** 26%
- **DISAGREE** 62%



There are good local jobs and employment opportunities

- **AGREE** 12%
- **NEITHER/NOR** 35%
- **DISAGREE** 53%



The walking and cycling routes here are safe and attractive

- **AGREE** 14%
- **NEITHER/NOR** 21%
- **DISAGREE** 66%



I feel safe here

- **AGREE** 17%
- **NEITHER/NOR** 24%
- **DISAGREE** 59%



Parks and open spaces here are pleasant, clean and safe

- **AGREE** 18%
- **NEITHER/NOR** 22%
- **DISAGREE** 60%



I'm happy with the way my area is changing

- **AGREE** 19%
- **NEITHER/NOR** 27%
- **DISAGREE** 54%



Good local shops and leisure facilities

- **AGREE** 27%
- **NEITHER/NOR** 27%
- **DISAGREE** 46%



Good local facilities – schools, surgeries, libraries

- **AGREE** 26%
- **NEITHER/NOR** 32%
- **DISAGREE** 42%

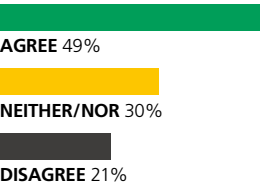


SUMMARY

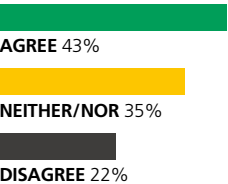
SOUTHALL HAD MORE NEGATIVE SCORES THAN OTHER TOWNS IN EALING. THERE WERE SOME RESULTS THAT WERE SLIGHTLY MORE POSITIVE BUT WE UNDERSTAND THAT OVERALL SOUTHALL RESPONDENTS WANT CHANGE AND IMPROVEMENTS TO THEIR TOWN.

The statements that gained a more positive response:

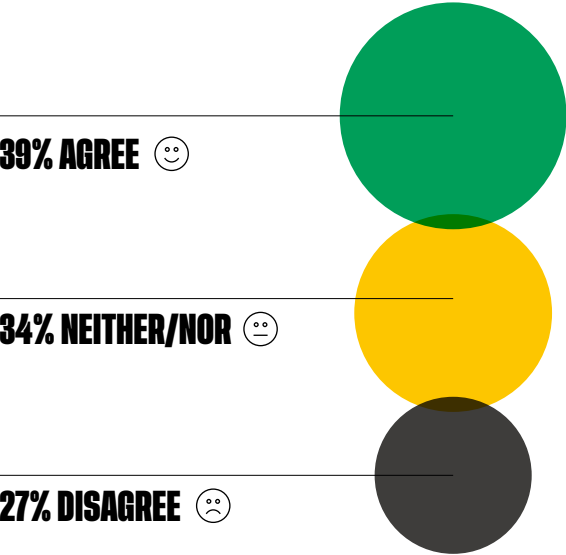
Public transport here allows me to get where I need to go



People from different backgrounds get on well together



I HAVE A SENSE OF BELONGING HERE



Neither/nor:

I feel welcome here

AGREE 36%

NEITHER/NOR 38%

DISAGREE 26%



This tells us...

There are six themes that scored very negatively for Southall, these are affordable homes, quality of air, job opportunities, safe and attractive walking and cycling routes, feelings of safety, and clean, safe parks and open spaces. The open-ended questions reflected these results, we asked, 'What is it that you don't like and should be improved?' some responded with:

'Lack of parking, road traffic, pavements very bad and dirty and cannot walk their bad roads.'

'Littering, not safe for women to walk alone at night, not a lot of leisure facilities such as cinemas or chain restaurants available for young people to meet in.'

'More job opportunities for over 25s, graduates, people who are not on benefits but need to find work, affordable homes to buy, tube station in Southall. There needs to be a children centre in Southall. Cleaner streets...'

Respondents from Southall scored slightly more positive for the statements; public transport and people from different backgrounds get on well together. When we asked, 'What is the one thing you like most about this area?' some responded with:

'How the community is made up of different backgrounds and how well they integrate together.'

'I grew up in the area, the distinct South Asian influence feels warm and welcoming.'

'I like it's unique identity.'

'I like the heritage and culture of Southall. It is an area of London that is resolute in its traditions, and I love that. I like the area as it is good for transport links, and I have always had no issues living here.'



**GOOD CONNECTIONS FOR CENTRAL.
MULTICULTURAL AND GOOD FACILITIES.**

Shaping Ealing and the New Local Plan

The findings from the Shaping Ealing Survey will be used alongside a wide range of other inputs and further ongoing engagement with residents, businesses and other stakeholders to inform the development of the Council’s New Local Plan.

What goes into making/shaping a Local Plan?

- 1 — Ongoing collection of topic based technical and expert evidence.
- 2 — Feedback from Statutory Consultees, Stakeholders and the Public (including Shaping Ealing feedback).
- 3 — The London Plan.
- 4 — The National Planning Policy Framework (NPPF).



CHAPTER 4 NEXT STEPS



We are using your feedback to:

- 1 Help inform the content of our New Local Plan including its core themes, strategic objectives, and planning policies.
- 2 Inform a consultation and engagement strategy for our New Local Plan (known as Regulation 18 consultation, due to launch in the Autumn).
- 3 Inspire different methods of consultation and engagement so they can be more inclusive, accessible, and better representative of the borough's diverse communities and unique towns

As well as informing our New Local Plan, your feedback is also shared across council departments so they can act and deal with certain issues that you have raised.

The next phase of Shaping Ealing will be the statutory consultation and engagement on the draft version of our New Local Plan.

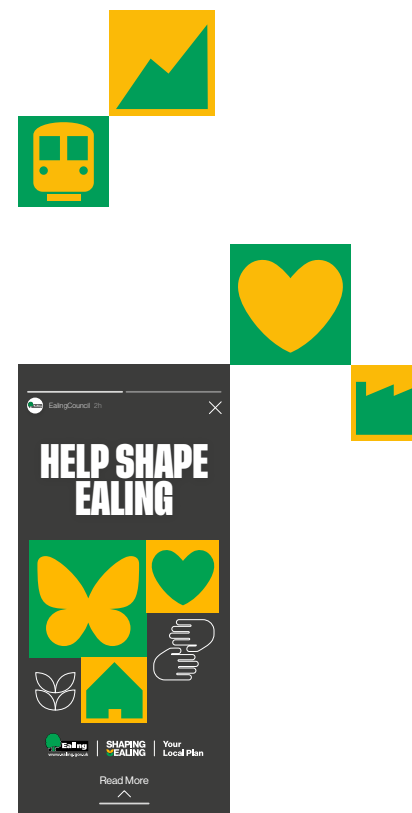
Watch this space:

You will be able to find all information on our New Local Plan on our Shaping Ealing web page. You can also sign up to our bi-weekly newsletter here:

Local plan | Ealing Council

Or contact the planning team for further details via:
Localplan@ealing.gov.uk

Follow us on all social media platforms and watch out for announcements by email and our website.





APPENDICES SUPPORTING INFORMATION

Appendix 1: North Acton and Park Royal survey results

Parts of the borough fall within the local planning authority area of the Old Oak and Park Royal Development Corporation (OPDC). The OPDC area is divided into three sub areas that partly fall within the Ealing borough boundary: Old Oak, Park Royal and

North Acton. In addition to seven towns, it is useful to separate the survey results for the North Acton and Park Royal part of the borough, in which the OPDC acts as the Local Planning Authority.

The statements that gained a more negative response:

I feel that the air I breathe is clean

- AGREE 22%
- NEITHER/NOR 22%
- DISAGREE 56%



There is a good range of affordable homes to rent/buy

- AGREE 14%
- NEITHER/NOR 38%
- DISAGREE 49%



There are good local facilities such as schools, GP surgeries, libraries

- AGREE 16%
- NEITHER/NOR 30%
- DISAGREE 55%



The walking and cycling routes here are safe and attractive

- AGREE 26%
- NEITHER/NOR 22%
- DISAGREE 52%



Parks and open spaces here are pleasant, clean and safe

- AGREE 28%
- NEITHER/NOR 29%
- DISAGREE 43%



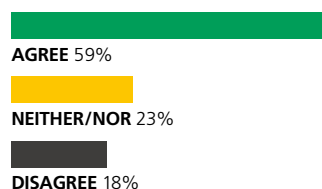
Good local shops and leisure facilities

- AGREE 27%
- NEITHER/NOR 25%
- DISAGREE 48%

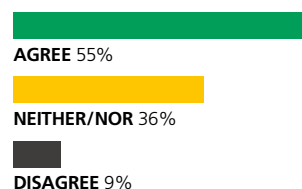


The statements that gained a more positive response:

Public transport here allows me to get where I need to go

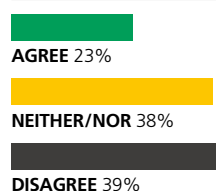


People from different backgrounds get on well together

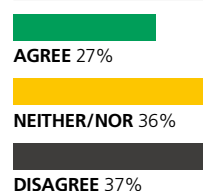


Neither/nor:

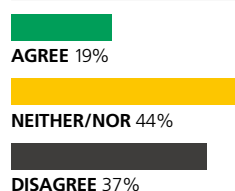
I'm happy with the way my area is changing



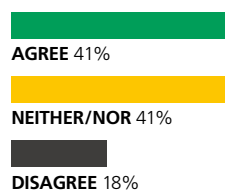
I feel safe here



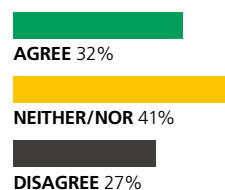
Good local jobs and employment opportunities



I feel welcome here



I have a sense of belonging here



This tells us...

There are four themes that scored very negatively for OPDC, those being affordable homes, air quality, local facilities such as schools, GP surgeries, libraries, and safe and attractive walking and cycling routes. The open-ended questions reflected these results, we asked, 'What is it that you don't like and should be improved?' some responded with:

'Not enough local shops and cafés, schools and nurseries.'

'Polluted, loads of fly tipping and traffic.'

'Air pollution affordable housing.'

However, the overall positive responses were for community cohesion and public transport, this is the same across several of our other towns. When we asked 'What is the one thing you like most about this area?' some responded with:

'It's Green spaces & transport links.'

'Multi-cultural community.'

'Neighbours try to stick together help and protect each other.'

Appendix 2: Reflections from the open-ended questions

We decided to carry out further engagement sessions in four of our towns where we received a lower response rate, in relation to town population, to the survey. Those towns are Acton, Greenford, Northolt, and Southall. These towns will have a further 'other reflections' section in appendix 2.



Acton

- All engagement conversations in Acton refer to the lack of greenery and green spaces to visit in the area which seems to be a major disappointment to the residents.
- There are requests to revive The Mount and North Acton square and make them more attractive and usable as they are the closest type of public space to a town square.
- Many respondents in Acton say they need to travel further away to access retail and shopping facilities as local options are very limited. This is consistent with the views across Southall, Northolt and Greenford, where most people have to shop online and find the local amenities as being deficient.
- Residents want to have an opportunity to be aware of events in advance and have an early engagement contribution to any changes. It is felt when contributions are made, they are not taken into account.
- The conversation on regeneration of the Old Oak and Park Royal areas of North Acton similarly pointed to the lack of updates and communication about what is going on. It was

further reported that previous regeneration schemes in Acton had priced out young people from purchasing a home in the town but having more knowledge and information of different affordable housing schemes could help with their housing struggle. Involving young people in long-term work on regeneration that can be displacing and personally affect residents should become a learning point for planners so negative aspects are not repeated.

Northolt & Greenford

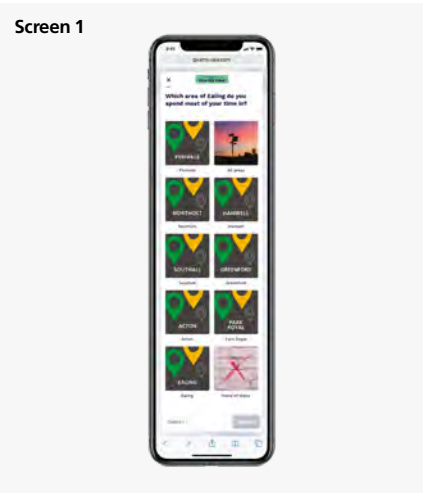
- Most of young students have concerns over safety in local parks and open spaces, with crime and safety issues being major factors preventing young people from making use of outdoor facilities.
- The youth have expressed that they would make better use of green spaces if there were more attractive amenities that would encourage them to use the parks.
- Public transport is also associated with high crime levels, are overcrowded, unreliable and difficult to use, and respondents refer to the quality of transport as 'inadequate' and 'requiring improvement'.

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> — The general condition of roads and pavements are not walking and cycle friendly, therefore many rely on cars. — Majority of young people would like to have a part-time job, only if they were able to access local employment which they could walk/cycle to. — Female students report that poorly lit roads, parks and alleyways preclude them from going out, and greater emphasis should be placed on making both walking and cycling safer. — The absence of poor local and leisure facilities was also cited, with young people willing to see more cinemas, shops and useable work and study spaces in the area. | <ul style="list-style-type: none"> — particularly the older social housing that looks run down and unsafe. — Young people expressed a desire to work and live in the borough after finishing education but cited lack of suitable employment or apprenticeship opportunities as well as the inability to use public and active transport to travel both locally and out of borough. — Respondents would like to see improvements in parks and green spaces, as well as additional indoor and outdoor leisure facilities in the area. — There is dissatisfaction with how residents are not either consulted properly or listened to by the council when new plans or policies are brought about. | <ul style="list-style-type: none"> — particularly the older social housing that looks run down and unsafe. — Young people expressed a desire to work and live in the borough after finishing education but cited lack of suitable employment or apprenticeship opportunities as well as the inability to use public and active transport to travel both locally and out of borough. — Respondents would like to see improvements in parks and green spaces, as well as additional indoor and outdoor leisure facilities in the area. — There is dissatisfaction with how residents are not either consulted properly or listened to by the council when new plans or policies are brought about. |
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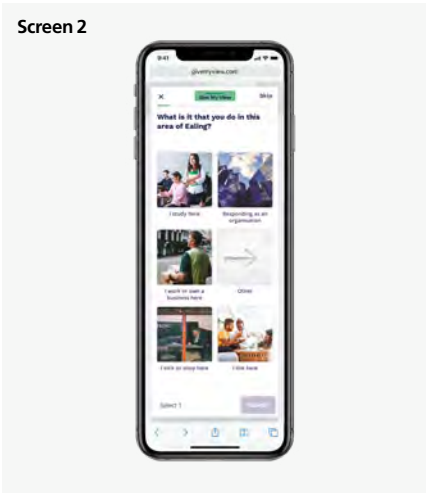
Southall

- | | |
|--|--|
| <ul style="list-style-type: none"> — Lack of facilities for walking and cycling as well as infrequent/inadequate public transport, and concerns about safety especially in public spaces such as parks. — Respondents strongly raised poor levels of cleanliness and hygiene in the area and issues of littering, fly tipping, waste and pollution. — Respondents find house prices unaffordable. There is consensus that the local area does not always offer the best quality of housing, | <ul style="list-style-type: none"> — Lack of facilities for walking and cycling as well as infrequent/inadequate public transport, and concerns about safety especially in public spaces such as parks. — Respondents strongly raised poor levels of cleanliness and hygiene in the area and issues of littering, fly tipping, waste and pollution. — Respondents find house prices unaffordable. There is consensus that the local area does not always offer the best quality of housing, |
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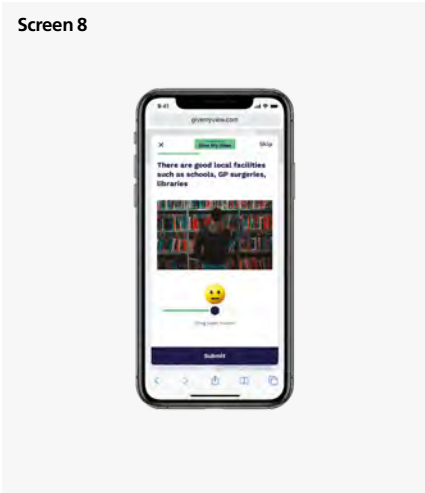
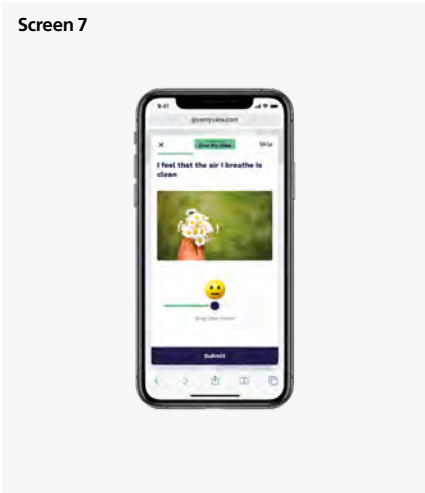
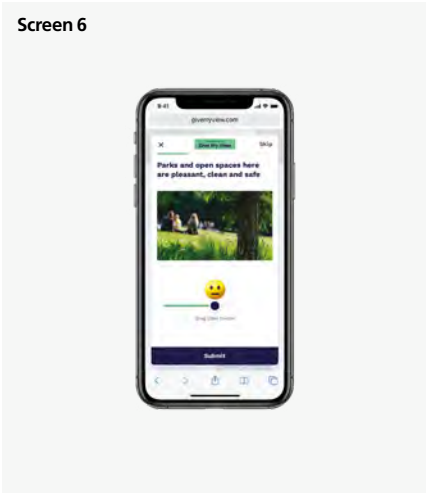
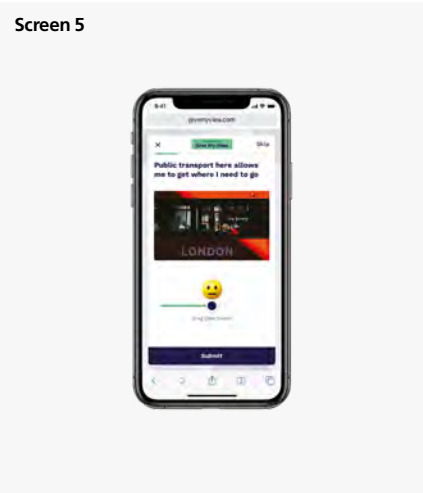
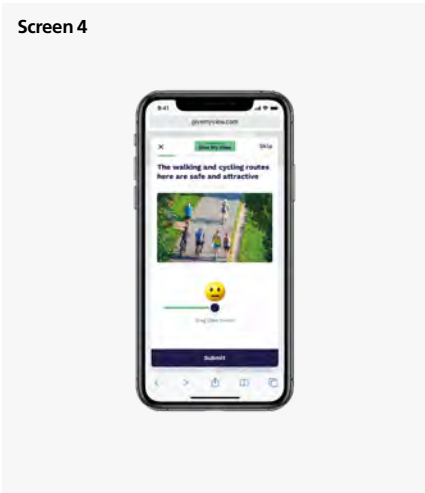
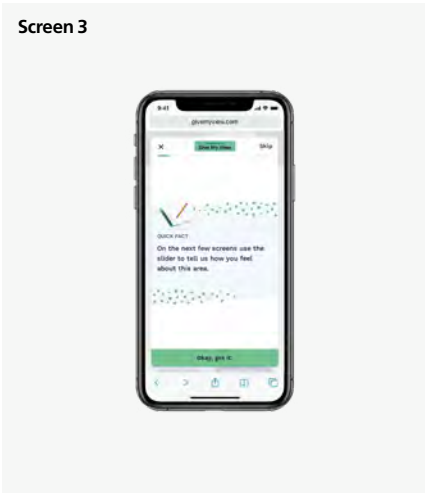
Appendix 3: User journey



n.b. user scrolls to see all the above options




n.b. user scrolls to see all the above options




Appendix 3: User journey


Screen 9




Screen 10




Screen 11




Screen 12




Screen 13




Screen 14



Screen 15




Screen 16




Appendix 3: User journey

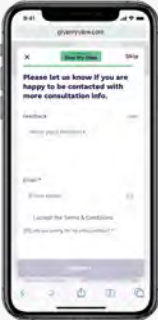
Screen 17




Screen 18



Screen 19



Screen20



For more information

View a more extended summary of the Shaping Ealing findings [here](#).

Find out more about the council's New Local Plan [here](#).

Read more about the council's priorities and commitments in the four-year Council Plan [here](#).