

FREEHAUS



# Shaping Acton

A Community-led 20-minute  
Neighbourhood Framework for Acton

October 2022



Working with

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# Foreword

During the Covid-19 pandemic, lockdowns and travel restrictions resulted in a new-found appreciation and reliance on our local neighbourhoods.

In the Council Plan, we committed to enabling Ealing's seven towns to have everything residents need within a 20-minute walk of their homes. Creating vibrant 20-minute Neighbourhoods means delivering new local jobs, services and amenities, and the sustainable and active travel infrastructure required to access these.

As we recover from the ongoing impact of the Covid-19 pandemic and the disproportionate impact it has had on our diverse communities, we want to build prosperous and inclusive neighbourhoods for all. The cost-of-living crisis, growing inflation, the consequences of Brexit and the devastating impact of the climate crisis, mean we need to create resilient local neighbourhoods more than ever.

This means reinforcing and growing our existing network of local high streets, town centres and commercial areas. It is about making Ealing a more **sustainable and polycentric borough**, where investment and opportunity is fairly distributed across multiple centres, each promoting prosperity for the communities they serve.

The framework is the first step towards achieving this in Acton, an area which is one of the most unaffordable areas of the borough and has seen less economic growth in recent years compared to other parts of the borough. The framework is focused on **creating a new economy for Acton** by supporting existing businesses and creating new jobs in growth sectors, particularly the knowledge economy including the creative and digital industries. It is about delivering improved and new infrastructure to support residents.

Acton has a strong community with great local initiatives, but we know it can grow in a sustainable way and we are committed to working with local communities to achieve this. This 20-minute Neighbourhood Framework will reflect the priorities of local people.

Over 200 local people have contributed to the framework. There is no such thing as a 'one size fits all' approach, instead it is about understanding what local people want to see in their 20-minute Neighbourhood. Working in partnership has been critical in developing the framework and will continue to be for its delivery. This is intended to be a shared document that enables co-delivery by public and private sector organisations, local residents, businesses and other stakeholders.

**Cllr Shital Manro,**

Cabinet Member for Good Growth

## A community-focused vision to reconnect, celebrate and shape Acton.

### Guiding Principles



These vision principles were developed through the engagement process and are underpinned by what local people said they would like to see in Acton.

## Executive Summary

Acton is located along the eastern edge of the London borough of Ealing and is comprised of four wards: **North Acton, East Acton, South Acton** and **Southfield**. In addition, the northern part of the Acton forms part of the Old Oak and Park Royal Development Corporation (OPDC) a tri-borough **Opportunity Area**.

Acton is one of the most diverse towns in the borough and has a population of over **66,000 residents**. It is spread over a wide area with contrasting levels of deprivation, some areas of South and North Acton are amongst the **10–20% most deprived** neighbourhoods nationally. Acton town centre competes with **local growth centres** such as Ealing, White City, Westfield and Shepherd's Bush. Local people feel that Acton is the poor neighbour to surrounding areas without significant public investment.

The **20-minute Neighbourhood** model invites us to imagine flourishing local centres with job opportunities, everyday services and amenities within walking distance of our homes. Economic, health, social and environmental benefits are secured by encouraging active and sustainable travel, and supporting local high streets and commercial areas to thrive.

For many Acton residents, the 20-minute Neighbourhood model is currently unattainable, owing to under-performing neighbourhood and town centres, alongside high levels of severance across the area.

Acton's many local centres rely on a limited retail offer and an under-provision of cultural and adult education uses.

Acton has seven train stations and two major road connections (the A40 and Uxbridge Road). These **main routes and the town centre are dominated by traffic** which, along with the many railway tracks, create high levels of severance in Acton's urban fabric. There is a disjointed, low-quality, fragmented walking and cycle network, which results in some areas of Acton having poor access to existing amenities and green space.

However, there is the opportunity for Acton to become a 20-minute Neighbourhood and to develop a more sustainable and equitable local economy. Acton has a **good range of existing leisure, community and local services** that are valued by residents. The opportunity to **improve the public realm** and **provide new active travel infrastructure** will help overcome severance between local centres and provide better access to the **existing amenities** and range of **green spaces**. This will support **neighbourhood and town centres**, increasing footfall and help to tackle low demand where vacant units exist. Acton has a **strong industrial business base** with specialisms in food, manufacturing, wholesale, transport and storage, with **high density employment areas** at The Vale and South Acton.

**A Creative Enterprise Zone** has recently been designated within Acton and Park

Royal, unlocking opportunities for local creative businesses and connections. Acton is **strategically located** with significant regeneration taking place within the OPDC area which is continued along the 'Productivity Arc' across the north of the borough. Acton will also benefit from the new **Elizabeth Line**, which provides opportunities for enhancement, growth and inward investment in Horn Lane and the Friary Park area.

Between July and August 2022, an extensive engagement and co-design programme for the framework took place, **to understand the local needs and priorities of Acton residents**. Over **200 local people** contributed to the framework through a programme of online activities, workshops, interviews and pop-up events, to create a community-led vision for the future of the area. A key priority that emerged from these sessions was the creation of thriving and connected local centres, with a diverse mix of uses and job opportunities.

The framework will bolster existing assets and unlock wider opportunities to establish Acton as a 20-minute Neighbourhood over the next 15 years. The untapped potential that Acton presents has made it the focus of a number of recent development studies. The framework document is key to build on existing work, to create a holistic overview for the area which prioritises the needs of local residents whilst ensuring forthcoming development

is cohesive with the area and takes account of the needs of local communities. This framework acts as the Acton community's mandate to harness the maximum benefit of the OPDC regeneration to meet their unique needs and provides the evidence for the council to work constructively with the OPDC. This will ensure Ealing borough residents and business communities within the OPDC area, and its hinterlands, are at the heart of future OPDC decision making and investment.

Other tools such as masterplans are planned for key industrial areas in The Vale and South Acton, to help to define and protect their future development.

The framework aims to deliver tangible improvements for Acton. The Delivery chapter towards the end of this document considers the resources required to implement the framework, its many recommendations and the key stakeholders that need to be involved. The implementation must be regularly reviewed, with progress reported back to the local community through a variety of means to reach a wide audience.

The framework forms part of the wider evidence base for Ealing's new Local Plan, **Shaping Ealing**. This new Local Plan will guide future development over the next 15 years and will be a key document used for making decisions on planning applications. The Local Plan is due to be published for Regulation 18 Consultation in Autumn 2022.

# 3. Introduction





## 3.1 What is a 20-Minute Neighbourhood?

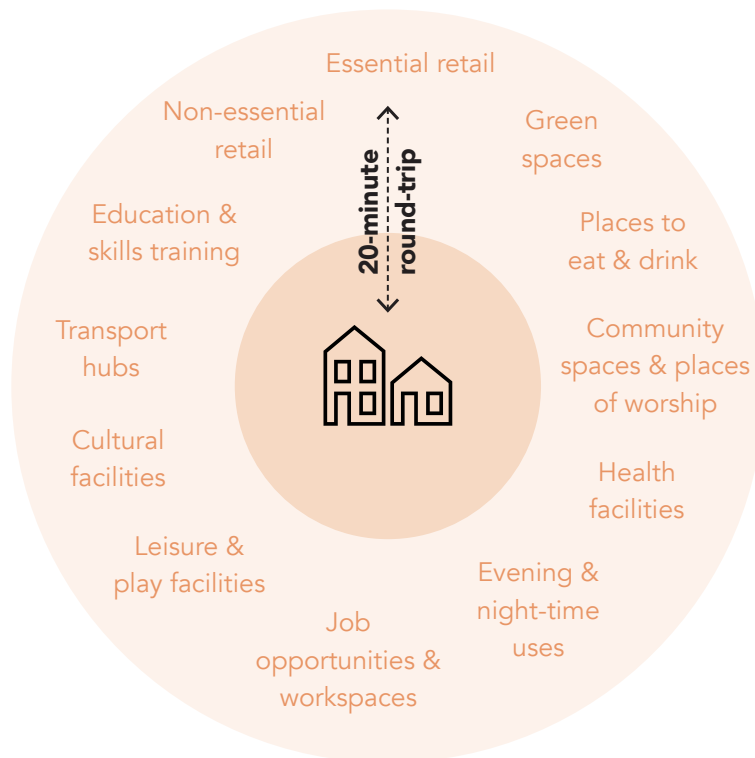
### The 20-minute Neighbourhood

The 20-minute Neighbourhood model invites us to imagine thriving local neighbourhoods, with employment opportunities, everyday services and amenities within walking distance of our homes. It considers the **provision** of facilities available within a 20-minute round-trip (i.e. a 10-minute walk there and 10-minute walk back) and aims to ensure that these facilities are **accessible to all** through safe and attractive routes for walking and cycling.

Access to wider active travel and public transport networks is also a key component of a 20-minute Neighbourhood, recognising the importance of access to **wider opportunities** and the need to grow the visitor economy to support local businesses.

Creating 20-minute Neighbourhoods in Ealing means reinforcing the existing network of local high streets and centres across our seven towns. It is about growing a more **sustainable and polycentric** borough where investment and opportunity is fairly distributed across multiple centres, each playing a diverse role in promoting economic growth and social and cultural exchange for the communities they serve.

The idea of compact and walkable neighbourhood is sometimes given different names. For example, in Paris it is known as the '15-minute city'. However, the principles are, in essence, the same.








20-minute Neighbourhood principles

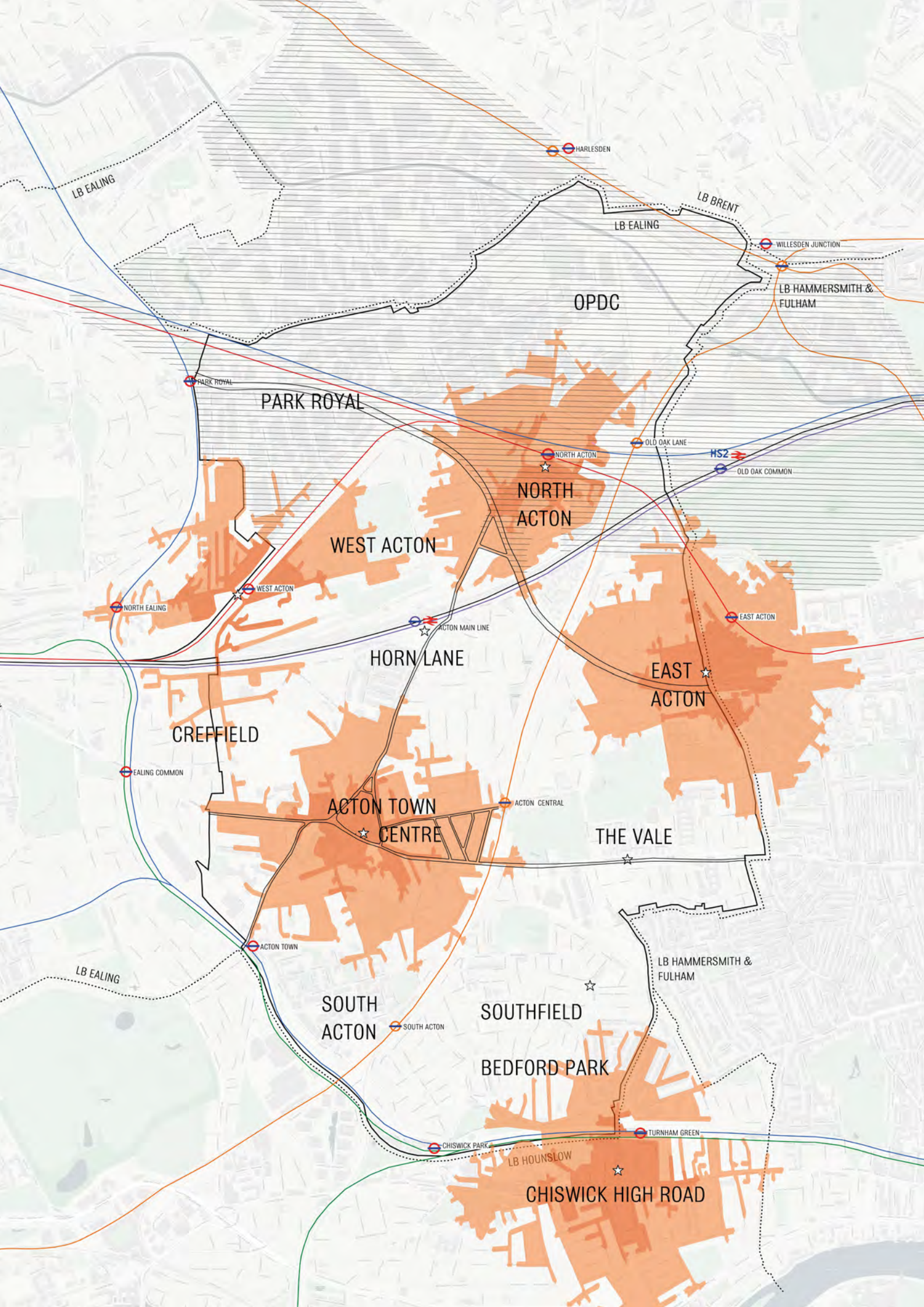
Right: The study area includes Acton's district town centre, as well as neighbourhood and local centres, all of which present opportunities for strengthening access to services and amenities within a 20-minute Neighbourhood approach.

Walking catchment is indicated from the main town centres to show reach within 5 or 10-minutes.

#### Key

	5 minutes		10 minutes
	Acton study area (boundary)		OPDC
	Borough boundary		





LB EALING

HARLESDEN

LB BRENT

LB EALING

WILLESDEN JUNCTION

LB HAMMERSMITH & FULHAM

OPDC

PARK ROYAL

PARK ROYAL

NORTH ACTON

NORTH ACTON

HS2

OLD OAK COMMON

OLD OAK LANE

WEST ACTON

WEST ACTON

NORTH EALING

ACTON MAIN LINE

HORN LANE

EAST ACTON

EAST ACTON

CREFFIELD

EALING COMMON

ACTON TOWN CENTRE

ACTON CENTRAL

THE VALE

ACTON TOWN

LB EALING

SOUTH ACTON

SOUTH ACTON

SOUTHFIELD

BEDFORD PARK

LB HAMMERSMITH & FULHAM

TURNHAM GREEN

CHISWICK PARK

LB HOUNSLOW

CHISWICK HIGH ROAD



## 3.2 Why a 20-Minute Neighbourhood for Acton?








### Shaping Acton

Influencing, leading and co-delivering change in Acton is important to local people.

A successful 20-minute Neighbourhood meets the specific aspirations, priorities and needs of the local community. However there is no such thing as a 'one size fits all' approach. Through an extensive engagement programme, the framework sets out what local people have said is important to include in their 20-minute Neighbourhood. As set out in the Action Plan in Section 7.1, the framework will be co-delivered by public and private sector organisations, local residents, businesses and other stakeholders, creating social value in doing so.

The Ealing Council Plan 2022-2026 prioritises Fighting Inequality, Tackling the Climate Crisis and Creating Good Jobs. The Plan promotes a community-led approach across Ealing's seven towns, which is reflected in this study.

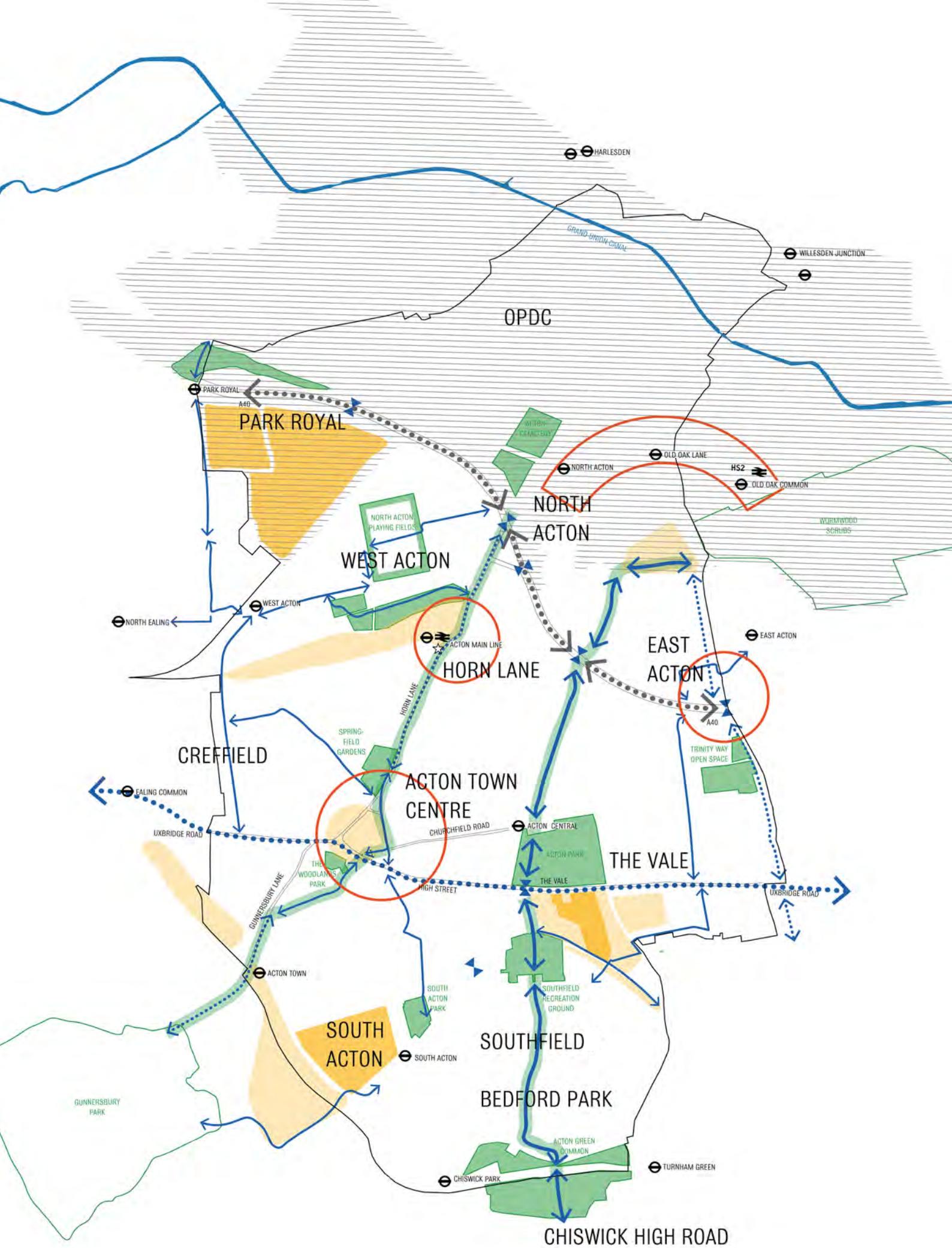
#### Key

-  Acton study area (boundary)
-  Key road network
-  Canal / river
-  Main Roads Toolkit: Improving cycling, walking and public transport while supporting other uses
-  Local Routes Toolkit: Create a network of safe local walking and cycling routes across Acton
-  Potential network of safe walking & cycling routes
-  Toolkit principles along A40 (TfL arterial route)

The map to the right summarises the holistic vision for the Acton area with the key priorities:

- Strengthen existing and emerging town centres, improve public realm, civic life and frontages.
- Adopt a Main Roads Toolkit: improving cycling and walking, incorporating green interventions and supporting other uses.
- Local Routes Toolkit: Create a network of safe local walking and cycling routes across Acton.
- Improve connections and crossings at key road junctions, pedestrians routes and to parks.
- Connect and enhance parks and green spaces for public use and biodiversity.
- Safeguard industrial land uses and employment within Acton.
- Ensure change and development delivers new jobs and good growth, meeting the needs of local people.
- Link to OPDC and harness investment to benefit local residents and businesses.

-  Improve connections and crossings
-  Connect and enhance parks and green spaces for public use and biodiversity
-  Safeguard Acton's industrial land uses and employment
-  Ensure change and development deliver new jobs and good growth
-  Strengthen existing and emerging town centres, improve public realm, civic life and frontages
-  Link to OPDC, harness investment to benefit local people



## 3.2 Why a 20-Minute Neighbourhood for Acton?



### **Champion Acton's cultural life and build its unique identity.**

Every area has a specific history, social make-up and sense of identity. Within a 20-minute Neighbourhood, amenities that support community and cultural life should be accessible and engaging.

For Acton, this means enhancing cultural facilities in areas where these are less present, developing programmes of cultural events that are representative of local diversity, encouraging evening economy uses in town centres and supporting activities of local civic networks and community groups. From engagement findings, 80% of online respondents felt improved town centres would help to create a better sense of local culture and identity in Acton.



### **Bring Acton together by improving connections.**

Lack of physical activity is one of the biggest threats to the health of Londoners. Active travel is likely to be the main way for many people to meet their physical activity needs because it can be easily incorporated into their daily routine. A 20-minute Neighbourhood is formed of connected and

high quality routes for walking and cycling, both locally and to wider areas. Access to wider public transport networks and spaces to socialise are also key components of a 20-minute Neighbourhood.

For Acton, this means implementing a strategy to improve main roads for pedestrians and cyclists, developing secondary quiet active travel routes to enhance connections within Acton to town centres, neighbourhoods, green spaces and local job sites. This means working with TfL to ensure local bus routes connect across the area complementing rail and underground corridors, and to make stations accessible and easy to use by all. Over half of the local people surveyed through the engagement process said they are discouraged from walking in Acton by poor quality footpaths and concerns around personal safety.



### **Bolster and enhance nature and biodiversity in Acton.**

In a 20-minute Neighbourhood, everyone has access to public open space. Improving local green spaces is important for supporting health and wellbeing, as well helping to build climate resilience. Active travel, green corridors, street greenery and space for local



food production also play a vital role.

For Acton, this means celebrating parks and leisure facilities to encourage wider use, implementing a grey-to-green streets strategy that includes tree planting, sustainable urban drainage and streetscape planting in order to build resilience against climate change and address the climate emergency. As part of this there is a need to tackle traffic, air pollution and road safety issues, especially along the busy Uxbridge Road and A40.



### **Safeguard Acton's industrial hubs and employment opportunities.**

Improvements to local commercial areas, including industrial sites, provides further potential for job creation and business growth. Local access to learning new skills and training would help residents to access these opportunities.

For Acton, this means safeguarding and intensifying important industrial areas at The Vale and South Acton and supporting affordable workspace provision, to retain and bolster local employment and to expand access to local jobs training. Local people said that industrial areas need to

be preserved, recognising that some areas producing local jobs have already been lost.

The council and landowners across the two LSIS areas must urgently co-produce masterplans to protect and enhance these industrial hubs.



### **Integrate Acton's development and encourage growth based on local needs.**

Local centres and high streets play a significant role in London's economy. In a 20-minute Neighbourhood, residents can access a diverse, attractive and safe local high street that meets their everyday needs. Initiatives to increase local spending and provide support for local businesses can enable local job creation.

For Acton, this means improving the public realm and street frontages in town centres, supporting local businesses to grow and encouraging the use of vacant high street units. It means harnessing inward investment from the OPDC regeneration area to ensure growth meets local needs.

## 3.3 How was this Framework developed?

### What is the Vision?

The Acton Vision and Framework is a multidisciplinary project with the ambition to guide future transport, public realm, greening and economic growth initiatives to stimulate and accelerate the recovery of Acton's local economy.

### Why is it needed?

Key challenges facing Acton that the project seeks to address include severance in the urban fabric, deprivation, socio-economic growth, greening, covid recovery, climate emergency. The intention is that research outcomes and ideas influence Ealing Council's forthcoming Local Plan.

### What will it reveal?

The project will map and identify key needs, opportunities, and benefits for local neighbourhoods in the Acton area. Engagement with residents, businesses and communities will provide a robust base for regeneration projects throughout the Acton area.

### How will it be delivered?

This workstream will outline ambitions to guide future funding opportunities for projects that can address local issues with a context specific approach.

The framework is defined by four stages:

- Mapping, audit and research
- Engagement process and analysis
- Vision and local guidance framework
- Interventions and project delivery

The project has key outputs including:

- Baseline Studies, Mapping & Area Analysis
- Engagement Strategy & Findings
- Vision workshops, guidance & action plan
- Evidence base to identify local trends
- Tools to work with local partners
- Vision & Framework documentation



Above: Framework Diagram

## 3.4 Objectives

The 20-minute Neighbourhood model delivers against council and mayoral priorities, securing economic, health, social and environmental outcomes for all.

	Key Outcomes of the 20-minute Neighbourhood	Delivering against Council priorities		
		Creating good jobs	Tackling climate crisis	Fighting inequality
Health	Increase physical activity			●
	Reduce air and noise pollution		●	●
	Reduce the impacts of road traffic collisions			●
	Reduce severance and social isolation			●
	Improve access to healthcare			●
	Improve local food environments		●	●
Economic	Create new local jobs	●		●
	Support local businesses	●		●
	Improve access to training and education services	●		●
	Improve access to start-up & shared workspace	●		●
	Increase labour productivity	●		●
Environmental	Reduce reliance on fossil fuels for transportation		●	
	Improve biodiversity		●	
Social	Increased sense of community & local pride			●
	Increased social interaction			●
	Increased perceptions of safety			●

Delivering against the Mayor of London's vision for Good Growth				
Building strong and inclusive communities	Making the best use of land	Creating a healthy city	Growing a good economy	Increasing efficiency and resilience
		●		
		●		
		●		
●		●		
		●		
●		●		
●	●		●	●
●			●	●
●	●		●	●
	●		●	●
			●	●
		●		●
		●		●
●				
●				●
●				

## 3.5 Policy, Guidance & Evidence Context

A series of existing and emerging policy, guidance and evidence documents have informed the development of this framework.

### National

- **National Planning Policy Framework:** This framework sets out the government's planning policies for England and how these are expected to be applied locally. It highlights the importance of providing a mix of uses locally and creating attractive walking and cycling networks to these uses.
- **National Design Guide:** This planning practice guidance document details the principles for delivering well-designed places, including creating compact and walkable neighbourhoods with a mix of uses that support health and wellbeing.
- **Town and Country Planning Association, 20-Minute Neighbourhood Guide:** This guide for local planning authorities presents the principles and benefits of the 20-minute Neighbourhood model, including case studies from across England.

### Regional

- **London Plan 2021:** This statutory plan sets out the Mayor of London's vision for how London will develop over the next 20-25 years and informs decisions on planning applications across the capital. It emphasises the role of town centres in growing sustainable, healthy and walkable neighbourhoods. Areas around South Acton and Acton Main Line are identified as Strategic Areas for Regeneration in the London Plan 2021,

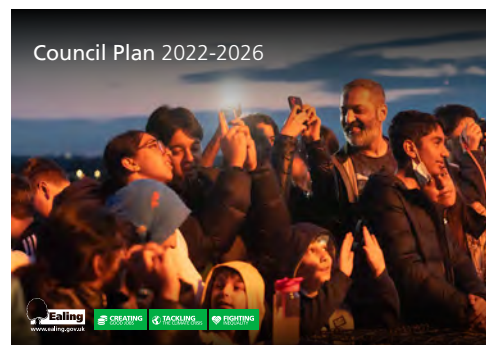
owing to high levels of pre-existing deprivation. The OPDC area of Acton is one of the Mayor's Opportunity Areas as a significant location with development opportunities to accommodate new homes, jobs and infrastructure. In each of these areas, regeneration should be framed by the Mayor's vision for 'Good Growth' which aims to tackle spatial inequalities and environmental, economic and social barriers.

- **London Recovery Programme:** The Mayor of London's Recovery Programme covers the key actions required to enable the capital to recover from the Covid-19 pandemic. It highlights the importance of creating thriving, inclusive and resilient high streets, within a short walk or cycle ride for all Londoners. Supporting guidance documents include the 'High Streets for All' and 'High Streets and Town Centres Adaptive Strategies' reports.
- **West London Alliance Build and Recover Strategy:** This strategy considers how to enable a strong recovery from the Covid-19 pandemic across seven west London Boroughs. It stresses the need to redefine local centres as low carbon and economic hubs where everyone can live, work and meet their needs within a short cycle or walk. More widely, the West London Affordable Workspace Study sets out the potential for more affordable workspace options closer to home, and the West London Skills and Productivity Strategy outlines the need for adult learning to stay rooted in local neighbourhoods.



## Local

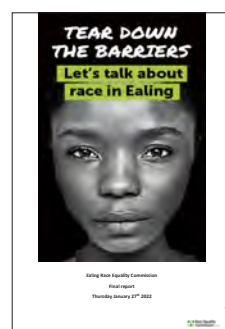
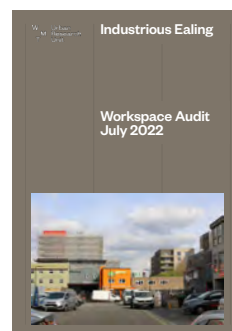
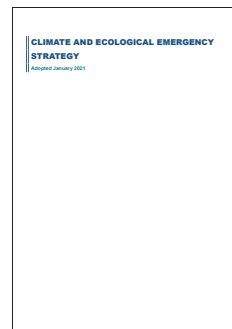
- **The relevant adopted Local Plan policies are contained in:** Development (or Core Strategy) DPD, April 2012, Development Sites DPD, December 2013, Development Management DPD, December 2013. Any proposals which might come forward in the near future that require planning permission will be determined in the context of the current adopted policy framework.
- **Shaping Ealing:** Shaping Ealing was a public engagement exercise to gather feedback from residents, businesses, and other stakeholders on what they think about our borough and the seven towns. The feedback will help inform future statutory consultation exercises, including the draft new Local Plan.
- **Council Plan 2022-26:** The Council Plan sets out the Council's vision and strategy for the next 4 years, with a focus on three strategic objectives; Creating good jobs, Tackling the climate crisis, and Fighting inequality. The plan outlines a commitment to enabling Ealing's seven towns to have everything residents need within a 20-minute walk of their homes. This includes creating new local jobs, and delivering sustainable and active travel infrastructure to enable residents to access services and amenities.



## 3.5 Existing Guidance & Policy Context

### Local (continued)

- **Plan for Good Jobs:** This plan outlines the actions needed to help Ealing's economy recover from the pandemic. It sets the goal to re-imagine and repurpose our town centres and commercial areas as part of vibrant 20-minute Neighbourhoods with local employment, cultural and leisure opportunities for all, enabling a more inclusive and sustainable local economy.
- **Ealing's Climate and Ecological Strategy:** Ealing Council declared a climate emergency in April 2019. This strategy is the first step toward reducing emissions significantly by 2030. It highlights the case for sustainable neighbourhoods that are well-connected and compact, enabling local people to access everyday services and amenities by active and sustainable transport modes.
- **Industrious Ealing:** These 3 reports explore opportunities to create a more inclusive economy and local jobs for residents, by maximising the potential of Ealing's industrial areas and creating diverse and better-quality employment space to attract businesses to the borough. The Acton Strategic Industrial Locations and Locally Significant Industrial Sites form part of this 20-Minute Neighbourhood Framework owing to the potential for local job creation.
- **Race and Equality Commission:** This report delivered by an independent commission has co-developed a set of challenges to address seven key priorities for Ealing. These priorities and the demands set to address them are important throughout Acton.
- **Allies & Morrison - Ealing Character Study: P1 Boroughwide characterisation & P2 Typologies and scope for growth**
- **Ealing Council - Town Briefing: Acton**
- **Arup - Local Plan Support - Town Centre Health Checks**
- **Ealing Heritage Strategy**
- **Ealing Council - Biodiversity Action Plan 2022-2027**



## Acton

- **OPDC Local Plan:** As part of OPDC's Development Plan, this is a key planning policy document for the OPDC area in North Acton. The Local Plan sets out OPDC's spatial vision and a series of policies to shape the regeneration of the Old Oak and Park Royal area until 2038.
- **DRAFT North Acton Public Realm Prospectus:** This prospectus sets out an overarching spatial framework and proposes a set of delivery-focused public realm projects for North Acton. This document sets out 5 initial projects to be developed in the next few years to improve the North Acton streets and spaces making them enjoyable, connected, accessible and welcoming.
- **Acton BID Business Plan:** The Acton Business Improvement District Business Plan sets out the BID's vision to support local businesses to work together to invest in services, special projects and events. It includes a programme with indicative themes and a budget to address them.



## Looking Ahead

- **DRAFT Regulation 18 Local Plan:** Ealing's new Local Plan will guide future development over the next 15 years and is a key document used for making decisions on planning applications. It will include a focus on promoting a pattern of development that enables people to lead healthier and active lives. This framework forms part of the wider evidence base for the new Local Plan which is due to be published for Regulation 18 Consultation in Autumn 2022.
- **Shaping Ealing:** This will be an ongoing engagement programme which will continue to inform future work and projects in Ealing.

# 4. Research







## 4.1 Engagement and Research Summary

The following section includes a summary of public engagement and research undertaken by the project team and initial findings that have informed the framework.

Alongside engagement findings and conversations with local people, the baseline audit and area research provide evidence for opportunities and challenges in the Acton study area. This combination has led to the formation of strategies to enhance the area and inform future growth.

The Acton study area is made up of several distinct town centres and neighbourhoods, which have been investigated in a number of ways:

- Engagement sessions, walking tours, art workshops and an online survey with local residents, businesses and community groups.
- Review of relevant national, regional and local policies.
- Walking tours to better understand the area and its characteristics.
- Historic analysis.
- Assessment of existing town centres, transport infrastructure, streetscape, greenery and public space.
- Socio-economic analysis and comparison case studies.
- Mapping of census and local authority data.
- 20-minute Neighbourhood analysis, reviewing the locations of key amenities and stations in relation to residential areas and town centres.

Research and engagement findings are collated under key headings:

- Culture & Identity
- Access, Transport & Connectivity
- Landscape, Ecology & Climate
- Economy & Jobs
- Town Centres





Acton Gardens



## 4.1 Engagement and Research Summary

A summary of engagement findings are presented throughout this report alongside research findings.

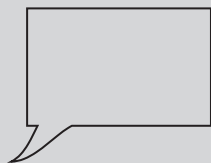
The public engagement was structured around 6 sessions, which varied in time, location and activity to encourage a broad range of responses. These included drop-in workshops (in-person and held digitally), walking tours, a pop-up stall at Acton Carnival, a creative workshop for young people and an online survey.

Each session was centred around a key theme; these had initially been guided by the evidence based research and evolved to form the basis of each session.

The key findings that formed part of the discussions are highlighted against each key theme and form the basis for Acton's vision pillars later in this document.

A separate Engagement Report summarises and collates the findings and learnings from the engagement process. Please refer to the Appendix.

Quotes and findings from the engagement are indicated in this report with the 'speech bubble' icon.



### We heard from a total of **203\*** people

We facilitated **4** in-person drop-in sessions.

We held **1** pop-up session at Acton Carnival.

We held **2** walking tours.

We facilitated **6** digital engagement sessions.

We created **1** online survey.

We reached out to **112** organisations and community groups.

We distributed **300** flyers.

We promoted the sessions and the survey through Ealing Council's communication channels.

**77** people answered an online survey.

\*this includes engagement session attendees, online survey participants and feedback received via email.



Above: A selection of our engagement events

## 4.2 The Acton Area



Acton study area, located within Greater London

Acton is situated within the London Borough of Ealing, to the western side of Greater London, a key opportunity area for Good Growth and sustainable development.

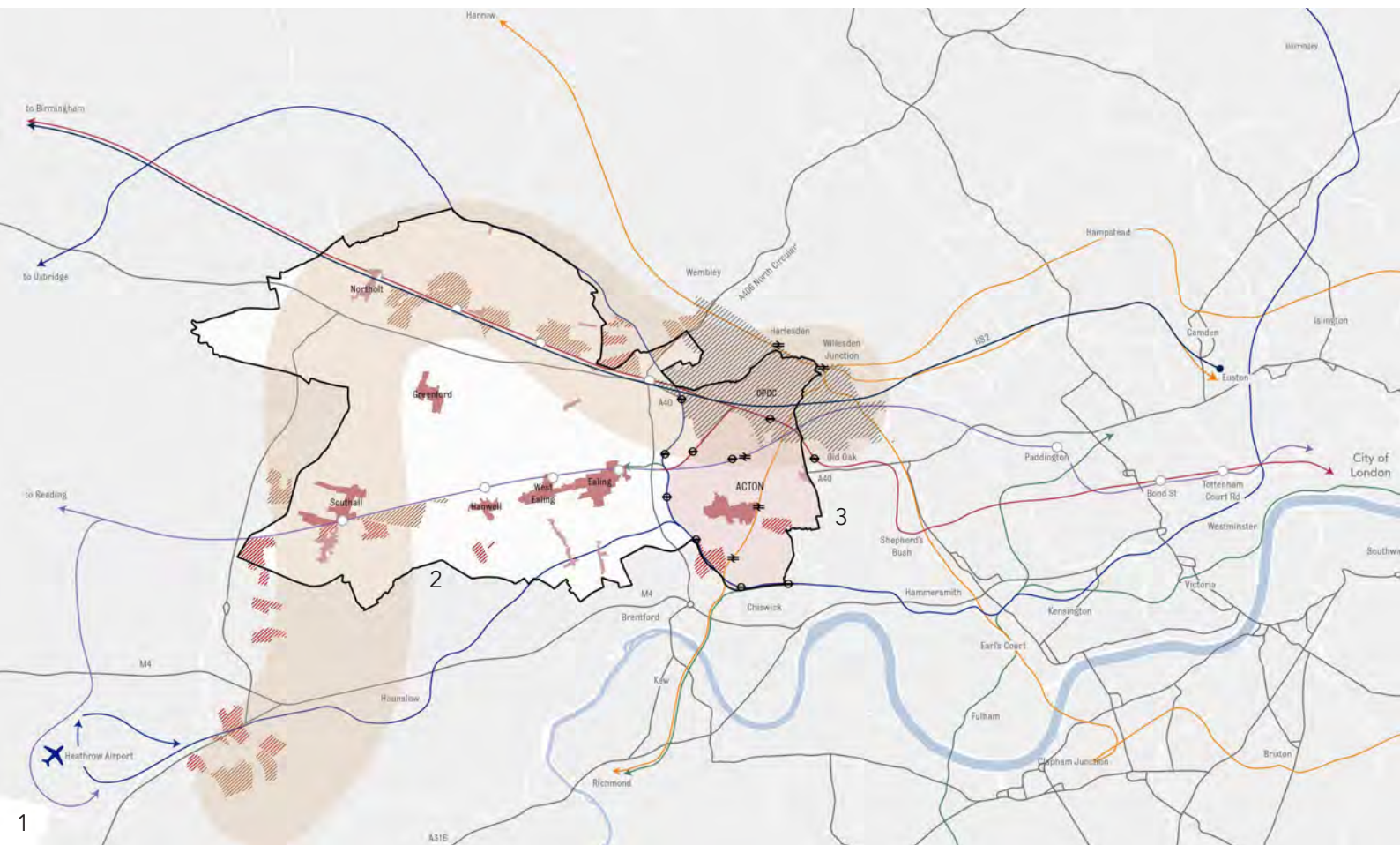
Acton is positioned on the east side of Ealing and benefits from more immediate connections to central London and shares its boundary with neighbouring boroughs Hammersmith & Fulham, Hounslow and Brent.

Acton holds a key strategic position due to its major rail connections and main road routes, which provide key links for business, leisure and opportunities for the local economy.

Acton will soon be within 20 minutes from Heathrow airport or central London via the Elizabeth Line at Acton Main Line. HS2 will connect to national rail routes at the new Old Oak Common station, with projected journey times to Birmingham of 38 minutes and to Manchester in just over 1 hour.

The Ealing Productivity Arc, a scheme designed to boost business connections within Ealing, extends along the A40, connecting Park Royal in Acton to a series of key employment locations and areas of change, including Greenford, Southall, Northolt Industrial Estate and Heathrow.





Acton study area, located within West London

## Key

	TFL station		Town centres
	National rail station		Neighbourhood centres
	TFL & national rail stations outside Acton boundary		Old oak & park royal development corporation (OPDC)
	Central line		Strategic industrial land (SIL)
	Elizabeth line		Locally significant industrial sites (LSIS)
	Picadilly line		Metropolitan London
	District line		Acton study area
	Overground		London Borough of Ealing
	HS2		Ealing productivity arc
	Major roads		

## 4.2 The Acton Area

### Historic Development

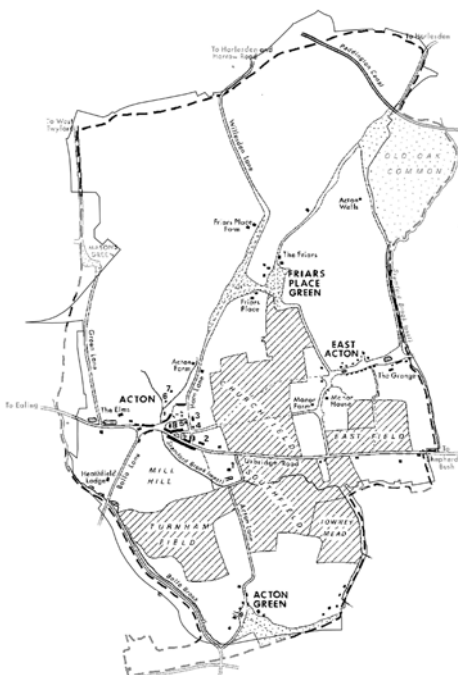
A description by the Acton History Group:

*"Although the Acton of 2022 is dramatically different to that of the past, the remnants of that past are still in evidence throughout the area. Indeed, the whole concept of 'Acton' is entirely determined by historic features – its boundaries set out by the paths of streams flowing down from the north, down the gentle slopes towards the Thames."*

The southern boundary being formed by the Roman road from London to Bath. Within the area, historic field boundaries determine building plots, and hence modern land boundaries.

*For around eight hundred years, the boundaries of Acton were represented by the boundaries of the parish church and demarked by the changeable features such as the courses of streams, and as more precision became required, reinforced by harder features such as boundary stones and posts, and more recently by the courses of railways and roads."*

*The creation of the London Boroughs in 1965 meant Acton lost some of its individual identity, joining with several similar 'towns' to become part of the London Borough of Ealing."*



c.1805



1874



1946



Acton today retains heritage assets within its town centres, with some of these designated under formal listing. Within the Acton boundary, six Conservation Areas control development to preserve local character.

New developments and infrastructure including HS2 and redevelopment of the Old Oak Common Area will have wider impact on the rest of Acton.

These changes need to be considered within Acton, as well as outside its boundary in relation to neighbouring boroughs and wider London policies.

Some examples of Acton's local heritage are shown to the right:

1. The Old Fire Station, High Street, Acton town centre.
2. Goldsmiths Buildings almshouses, East Churchfield Road.
3. Residential frontages within Bedford Park Conservation Area.
4. Faith assets, such as St Dunstan's Church, Friar Place Lane.



## 4.2 The Acton Area

### Local Character

Acton cannot be considered as a single homogeneous place but one that is made up of diverse, smaller character areas. Each neighbourhood has developed according to its surroundings, local needs and economic factors.

The physical environment is defined by town centres, residential areas, industrial estates and transport infrastructure. Acton's diverse identity is evident through its quirky and characterful creative communities and cultural activities.

The built character of the historic town centre and older Victorian neighbourhoods in the south of Acton are recognised and protected in planning policy. The whole of Acton should be further enhanced and evolved to meet the needs of local people, to accommodate changing uses, to harness economic and environmental benefits.

Beyond the recognised historic areas, a fresh, social and community-led approach to determining heritage value should be adopted.

As a whole, Acton is in need of holistic strategies that address common issues as well as local, site specific proposals.

#### Key issues:

- Supporting economic activity at key sites in Acton.
- Improving the built and natural environment for its residential quality of life.
- Enhancing the town centre's attractiveness for a wide diversity of people.
- Addressing the severance of the A40 and public transport routes.
- Making safe, obvious north-to-south routes for walking and cycling.
- Harnessing the benefits of investment in the north of the town.
- Enhancing existing green infrastructure.

#### Engagement comment:

"Unique things in Acton are the community, parks and public art"





St Mary's church and local market in Acton town centre



Park Royal industrial estate



The A40 near North Acton



Unique local character along Horn Lane



Bedford Park residential area



Local creativity along Acton Lane

## 4.2 The Acton Area

### Acton town centre

A district centre.



The Mount, marketplace and St Mary's church.



The High Street, with a variety of retail and heritage buildings.



Independent shops along Churchfield Road.

### East Acton

A neighbourhood centre.



Shopping location with a wide pavement but steep level change.



The centre is dominated by a road junction and split across the borough boundary with Hammersmith & Fulham.



A traffic-dense gyratory with small retail island to South of A40.

### West Acton

A local centre.



Small local centre with independent retail representing the local Japanese community.



A mostly residential area with a variety of small 20th Century housing.



North Acton Playing Fields, to the east of the neighbourhood.



## Horn Lane and Acton Main Line

A key North-South route.



Local retail along Horn Lane, serving adjacent residential streets.



Denser historic and new build housing close to Acton Main Line station.



Set-back retail parade alongside the North of Horn Lane, close to A40 junction at Gypsy Corner.

## North Acton (OPDC)

An emerging high-density area sitting within the Old Oak and Park Royal Development Corporation.



New build, tall residential and student accommodation around North Acton station.



The busy and traffic-dominated A40 junction at Gypsy Corner.



Pockets of heritage and green space at Acton cemetery.

## 4.2 The Acton Area

### South Acton

Acton Gardens residential redevelopment, close to Acton Town station and South Acton industrial estate.



Dense residential area with 20th C. and recent blocks.



Pockets of greenery and retail within new Acton Gardens re-development.



A mix of housing styles and ages exist as the area is re-developed.

### Park Royal (OPDC)

A neighbourhood centre within the Old Oak and Park Royal Development Corporation with a surprisingly mixed area of large warehouse buildings and uses.



Large volume units for media production and industrial uses.



Vehicle access and hard surfaces dominate with limited mixed-uses.



A changing mix of 'out of town' retail and food businesses adjacent to A40, close to Park Royal station.

### LSIS-designated Industrial Areas

Locally Significant Industrial Sites at South Acton and The Vale industrial estates.



Small sized units within South Acton industrial estate.



Medium sized units within the managed industrial estate at The Vale.



The Vale industry blurring with mixed-use and storage functions.



### Old Oak West (OPDC)

Existing residential communities and a future centre, led by long-term infrastructure development within the Old Oak and Park Royal Development Corporation.



HS2 infrastructure-led redevelopment to the East of Old Oak Common Lane.



Pockets of residential streets, for example at Wells House Road.



Historic workers' housing within Old Oak Lane Conservation Area, bounded by new development.

### Bedford Park, Acton Common and Turnham Green station area

Affluent, green area in the South-East of Acton.



Acton Green Common opposite Turnham Green station, close to Chiswick High Road.



Residential streets within Bedford Park Conservation Area.



Thames Tideway infrastructure bounding the North of the area.

## 4.2 The Acton Area

### Policy Context

The Acton study area covers the eastern parts of The London Borough of Ealing and comprises four borough wards. The Old Oak and Park Royal Development Corporation (OPDC) planning authority has jurisdiction covering a large portion of the north of the area.










Within the study area is one designated district town centre and two Locally Significant Industrial Sites (LSIS) at The Vale and South Acton.

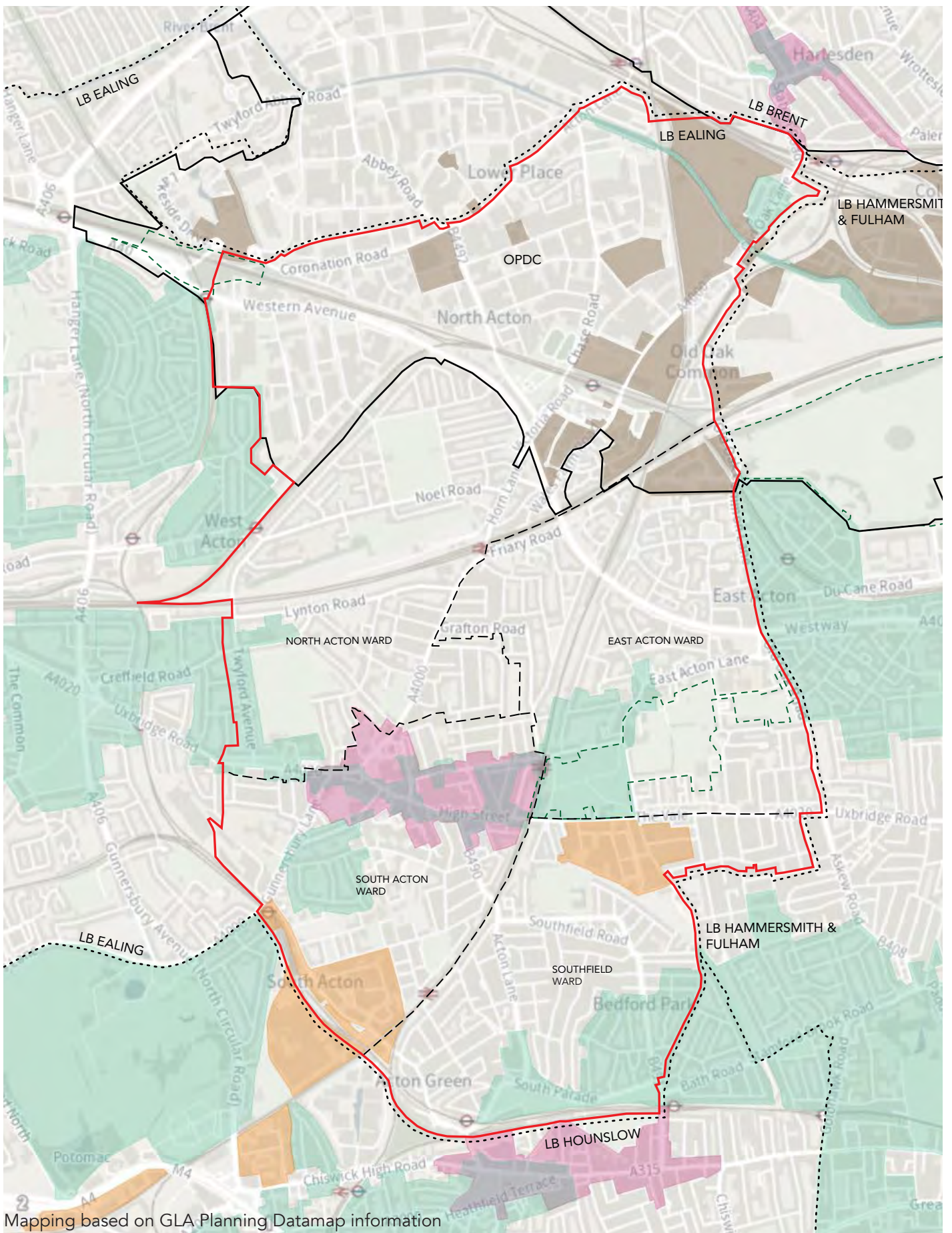
There are a number of Brownfield Land Register sites and designated waste sites (at Horn Lane Waste Transfer Station, Stone Terminal and Acton Waste & Recycling Centre at South Acton).

Conservation Areas include Mill Hill Park, Bedford Park, Acton Park, Acton Town Centre, Canalside (within OPDC) and Old Oak Lane (within OPDC).

Designated Metropolitan Open Land green space includes the Acton Park to Bromyard Avenue area, and Wormwood Scrubs and Guinness Open Space Setting on the boundary of the Acton area.

#### Key

	Acton study area
	OPDC boundary
	Borough boundaries
	Ward boundaries
	Metropolitan Open Space
	LSIS
	District Town Centres
	Conservation Areas
	Brownfield Sites





## 4.3 Acton's Challenges

**Severance**, or physical separation, is a major issue affecting the Acton study area - the physical and psychological barriers created by busy main roads and railways that limit access between surrounding neighbourhoods, as well as a lack of obvious safe and inviting routes for pedestrians and cyclists.

The physical barriers to movement also define social boundaries, which can be seen in mapping socio-economic data such as levels of deprivation, levels of employment and access to green space. Supporting existing and new retail and amenities in Acton's town and neighbourhood centres should be prioritised alongside creating inviting accessible routes across the area so they can be accessed more easily and quickly.



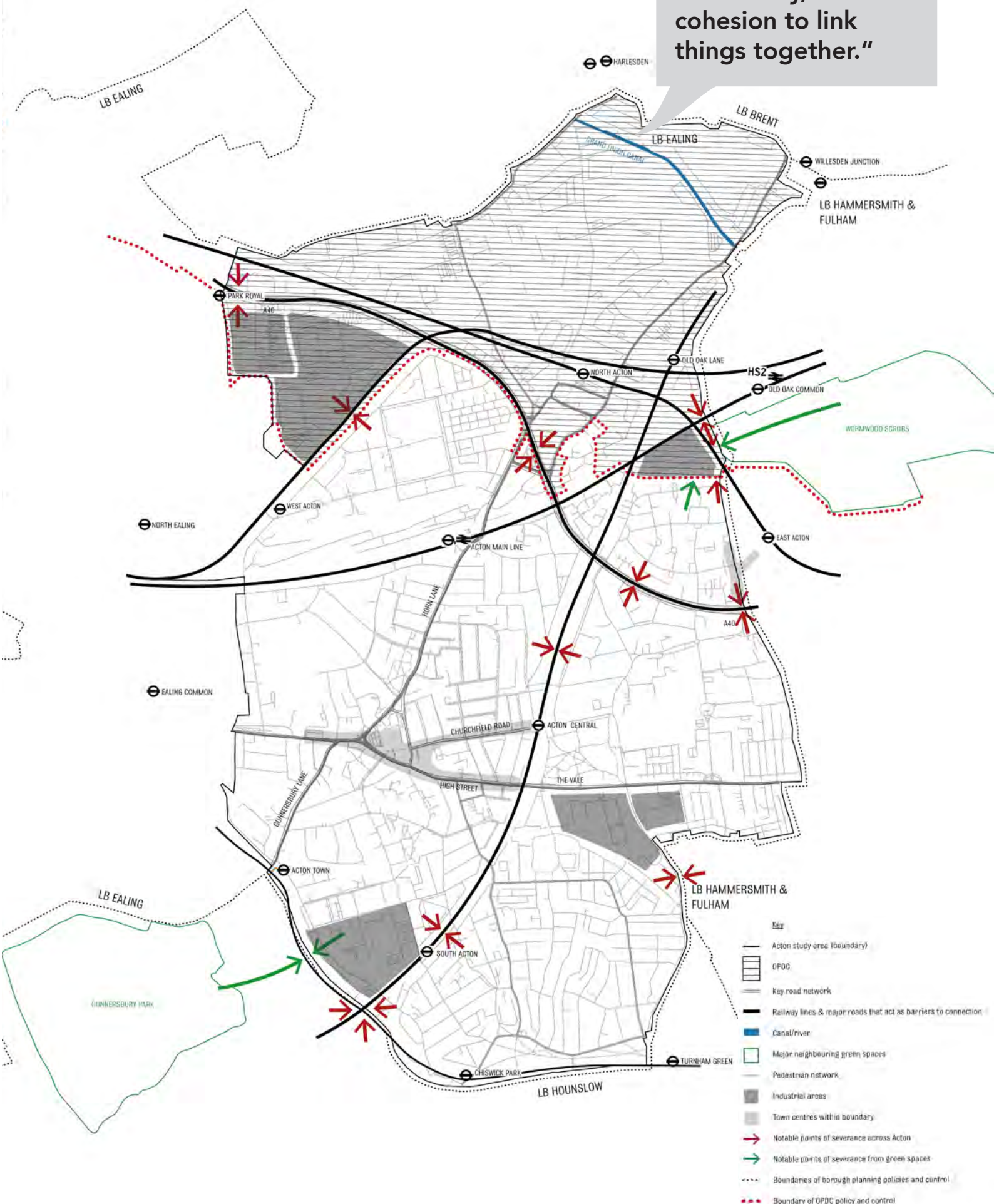
Acton's built environment today - black represents buildings and white open space including roads, railways and parks.



Connections throughout Acton, including roads, footways, paths and bridges.



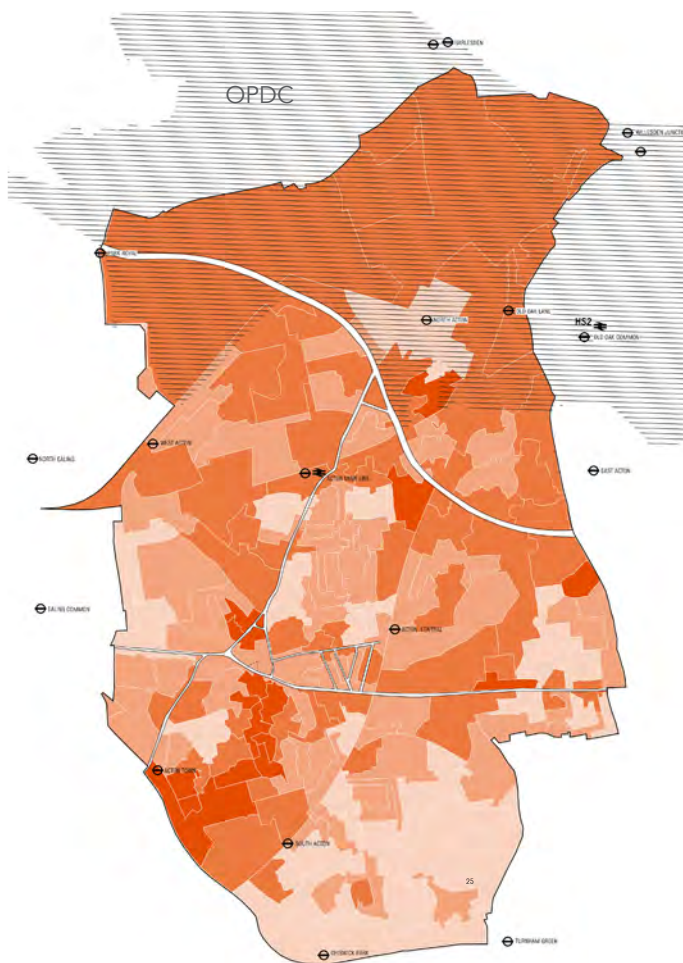
"Acton is a diverse community, but lacks cohesion to link things together."



## 4.3 Acton's Challenges

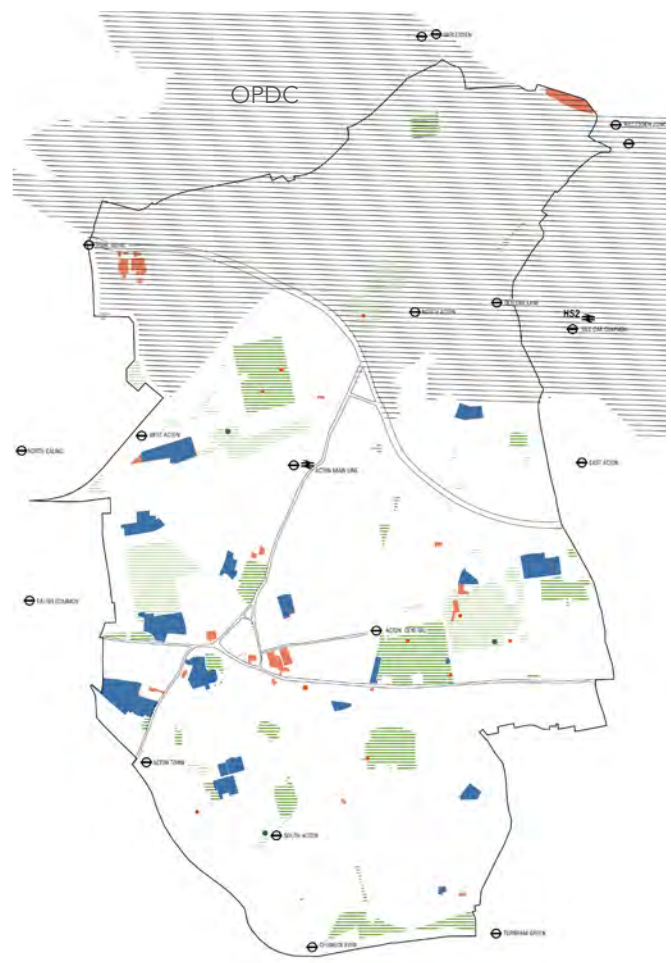
**Inequality:** Areas with pre-existing deprivation are often less well served by local amenities, and have been further exposed by the Covid-19 pandemic.

Based on the Index of Multiple Deprivation, many parts of the borough lie within the 20% most deprived areas in England. These areas are defined in the London Plan as Strategic Areas for Regeneration which should aim to address poverty, disadvantages and inequality.



Education and training disparities mapped across Acton - areas with lowest levels of qualifications are indicated in darker orange. The last published census data (2011) show this correlates with levels of deprivation.

**Social and economic growth:** There is ongoing inward investment and housing growth within the OPDC Local Plan (adopted June 2022). This growth must be built upon social and economic enhancement to maximise benefits to existing local residents and businesses throughout the Acton sub-area (not just within the OPDC demise), to build a robust local economy for the area in line with Ealing's Plan for Good Jobs, inclusive and green growth ambitions.



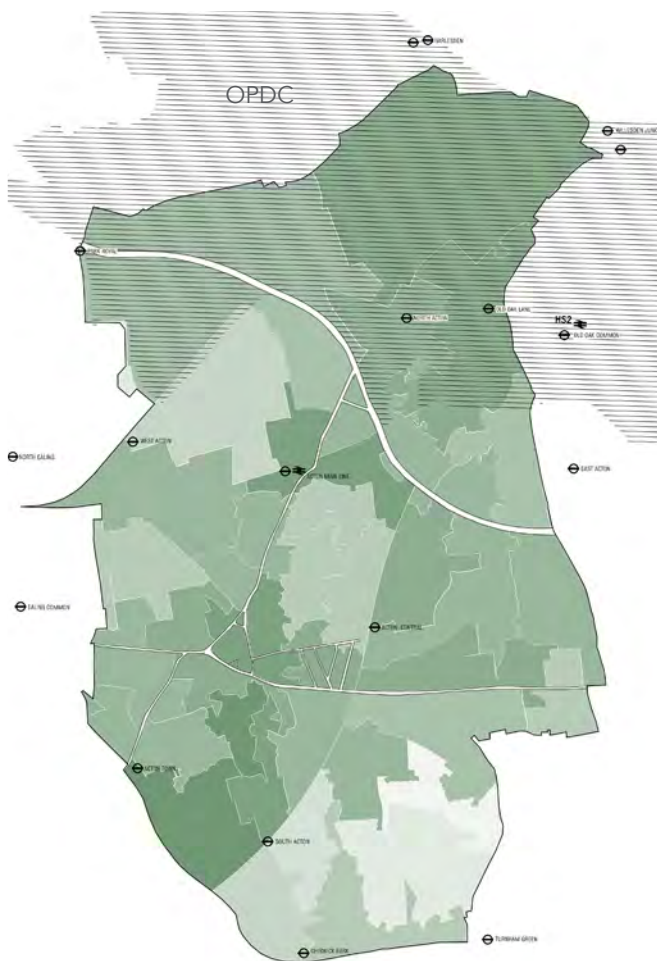
Local social infrastructure including community and public green space has been mapped, showing that Acton has many schools, clubs and other community assets that are vital to the town's life. There are more educational institutes found in the south of Acton.



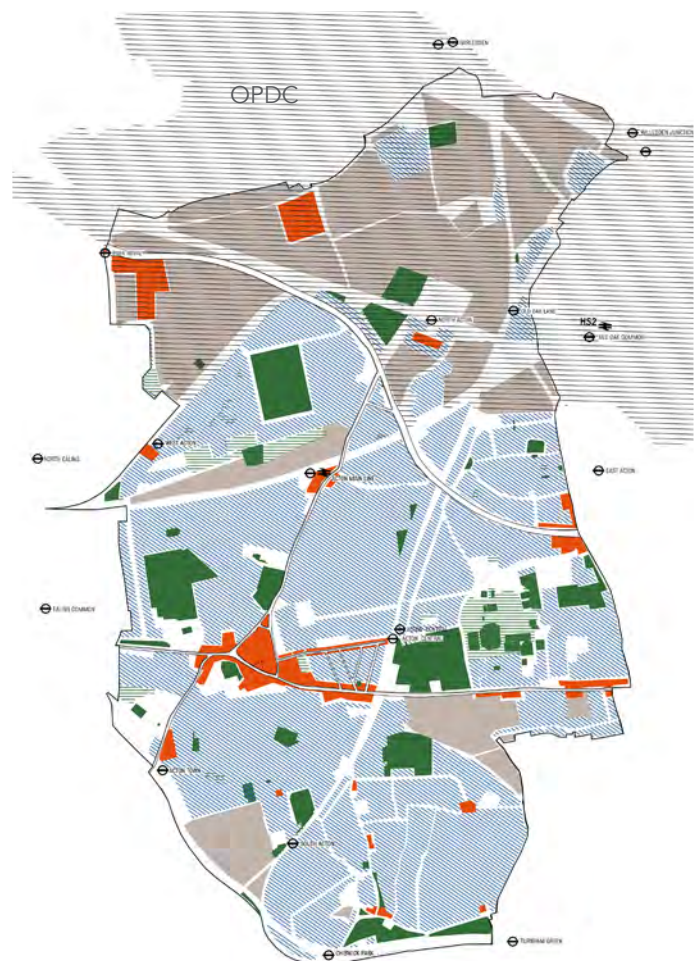
**Deprivation:** Acton's varied make-up includes both areas of concentrated wealth and areas of deprivation. Acton has higher crime rates and levels of living environment deprivation, relative to other parts of Ealing. Acton has a large concentration of jobs, especially in the north of the area. However, the number of benefits claimants in North, East and South Acton is still above the average for Ealing as a whole - indicating that many jobs are filled

by people traveling in to the area, rather than by locals.

**Covid recovery:** In the context of the Covid-19 pandemic, the need for inclusive economic growth becomes even more critical, as West London residents have been disproportionately impacted by the pandemic.



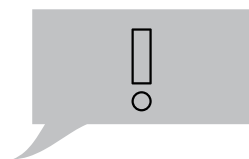
Indices of multiple deprivation - the more deprived areas are shown darker green. The south of Acton has a stark divide in deprivation and privilege, while the OPDC area and Acton Gardens are undergoing major changes.



The variety of uses in Acton today - the majority residential (blue), with industrial clusters (grey), parks (green) and town centres (red) indicated. North Acton and areas of south-eastern Acton are most deficient in terms of access to open space.



## 4.3 Acton's Challenges



### Acton's Challenges Research Summary

Acton Now! was an introductory engagement session aimed at understanding participants' feelings about Acton and to start building relationships with local people and community groups.

The aim was to gauge which existing aspects of Acton are perceived as positive and which are perceived as negative and to ensure the subsequent engagement sessions were focused on issues relevant for the local community.

This framework created an opportunity to engage with residents, to hear local priorities and create sessions for Acton residents to feel listened-to by Ealing Council.

### Engagement Findings

#### Public Transport:

- One of the best things in Acton.
- Some bus routes now require additional changes to move across Acton.

#### Diversity

- Acton is diverse but it melds together.

#### Current development

- Too much development, too many tall buildings and not enough infrastructure.
- New housing is unaffordable.
- There is not enough greening in the new developments.
- There is nothing to do in Acton.
- Everything is going for housing.

#### Youth services

- Kids' needs are not being addressed. No local Connexions programme for young people.

#### Public realm

- Pavements are in bad condition.
- Cycling is not good.

#### High Street

- Acton High Street is rough looking.
- There is anti-social behaviour in many areas.



Example of public engagement at a drop-in workshop

## 4.3 Acton's Challenges

### Street Safety



Attendees were asked to note street safety concerns on a map of the Acton area, to build upon existing Ealing Council survey data identified in the Women's Safety Survey (2022).

Findings correspond to noted safety hotspots:

- Parks generally but in particular at night-time.
- Poorly-lit areas including along The Vale at night-time.
- Pedestrian crossings over railways and the A40.
- Acton town centre and The Mount area.

Key comments included:

- There are areas that need better lighting.
- Unsafe and dark areas in parks and crossings.
- A40 underpasses feel dangerous.
- There are pockets of crime all over.
- Anti-social behaviour issues need to be addressed.

### Future Acton



Quotes from engagement participants reflecting on the future of Acton:

- Acton has so much potential, particularly in the arts as there is so much talent.
- High Streets should serve people of Acton - continue and enhance the market, it is popular and busy.
- Keep industrial areas separate and protect them - hugely important.
- We are missing things for teenagers.
- It would be useful to have a safe pedestrian link from The Vale to Acton Central.
- There is a need for improvements to North-South connections across the A40 at North Acton.
- Creating a strategy to bring coherence and to celebrate diversity in the High Street and town centres would be good.
- Better connections to Wormwood Scrubs and Gunnersbury Park needed.
- Greening alongside the A40 would be positive.
- Huge potential to bring together existing groups via regular events to activate town centres.



### Online Survey

An online survey was created with Ealing Council, titled 'Shaping Acton', which was live from 09.07.2022 to 21.08.2022. The survey was publicised through Ealing Council's communication channels, flyers, posters and with community groups.

The survey asked key questions of local residents' experiences in the area.

- **63%** of respondents felt Acton was unique due to its multiculturalism.
- **52%** are discouraged from walking in Acton by poor quality footpaths and **52%** by concerns around personal safety.
- **39%** are discouraged from cycling in Acton as there is too much traffic.
- **92%** use local parks in Acton, however **95%** also access parks and green spaces outside of Acton.
- **80%** felt improved town centres would help to create a better sense of local culture and identity in Acton.
- **68%** felt the high streets offer a poor diversity of shops, **58%** poor appearance, **42%** poor paving and accessibility.

### Key responses included:

- At night after pubs close, I feel unsafe walking in my neighbourhood.
- Acton High Street in particular but also Churchfield Road are very polluted and busy with traffic. I find the traffic aggressive and dangerous.
- Acton is turning into a building site creating toxic environmental pollution and noise. We need more green spaces and community areas not new buildings with flats or shops that stand empty.
- The Mount and Acton High Street are Acton's billboard but rather than attract people to the area they put people off. This is the part of Acton that most needs a new vision.
- The High Street is dirty and shop frontages poor compared to Ealing Town Centre.
- Acton is a diverse community, but lacks a sense of cohesion facing inwards to link things together. It has become a place where it is easier to leave than to focus inwardly
- Twyford Avenue Sports Ground was used by locals schools and community for many years, until it was sold [and] the north east corner has been fenced off. It is a disgrace that the Council does nothing about.

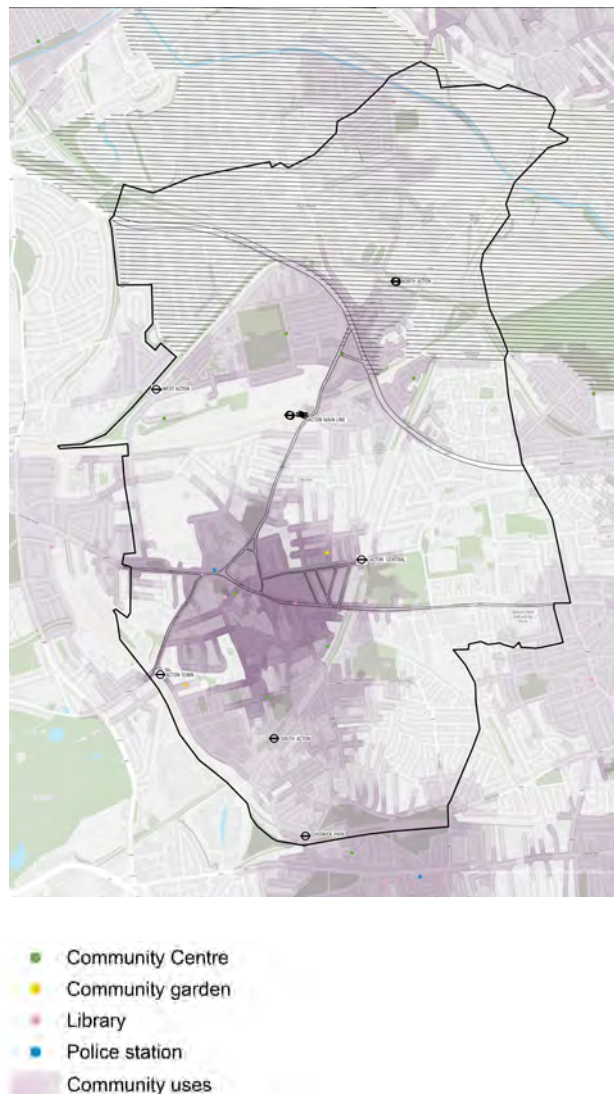
## 4.4 Culture & Identity

### Local Amenities and Services

A series of detailed studies have been undertaken to better understand physical access to community uses, amenities, services, workplaces and public transport across Acton, as well as revealing barriers and gaps in provision.

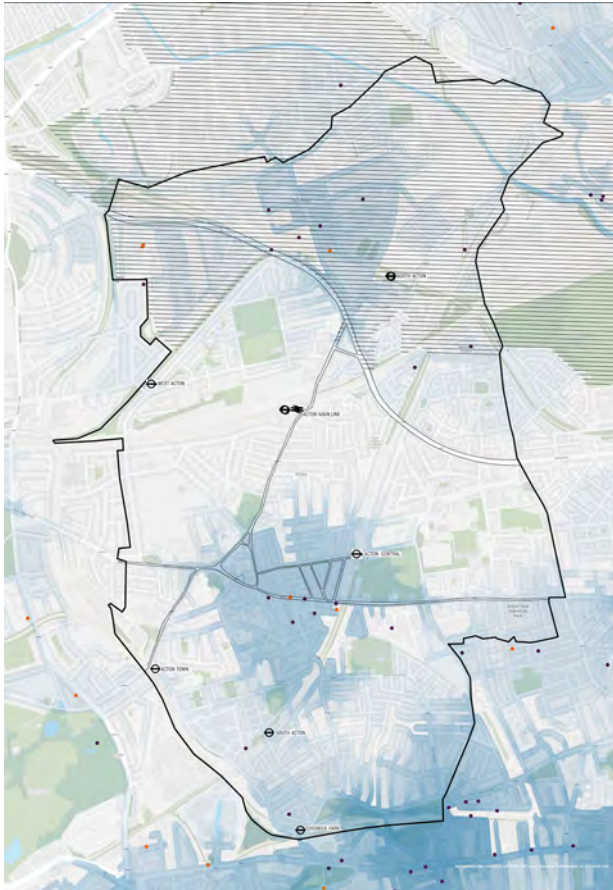
To further examine amenities within Acton, 'isochrone' maps have been produced. These plot the locations of key amenities and which nearby areas can access them, to align with 20-minute Neighbourhood principles.

These are calculated using an accurate pedestrian path network for the whole Acton area combining road side footways with other non-highway footpaths, pedestrian bridges and underpasses and routes through parks etc. An accurate view of 10 minute walking distances to each point can be seen. Areas that are not publicly accessible are left blank. By overlaying multiple amenities and their reach, a view of the concentration of provision can be seen - along with areas that are less well served.



### Community uses isochrone mapping

Civic and community facilities are concentrated within the historic Acton town centre and nearby Chiswick. East Acton town centre has few civic functions and many residential neighbourhoods of Acton are often more than ten minutes from these facilities.

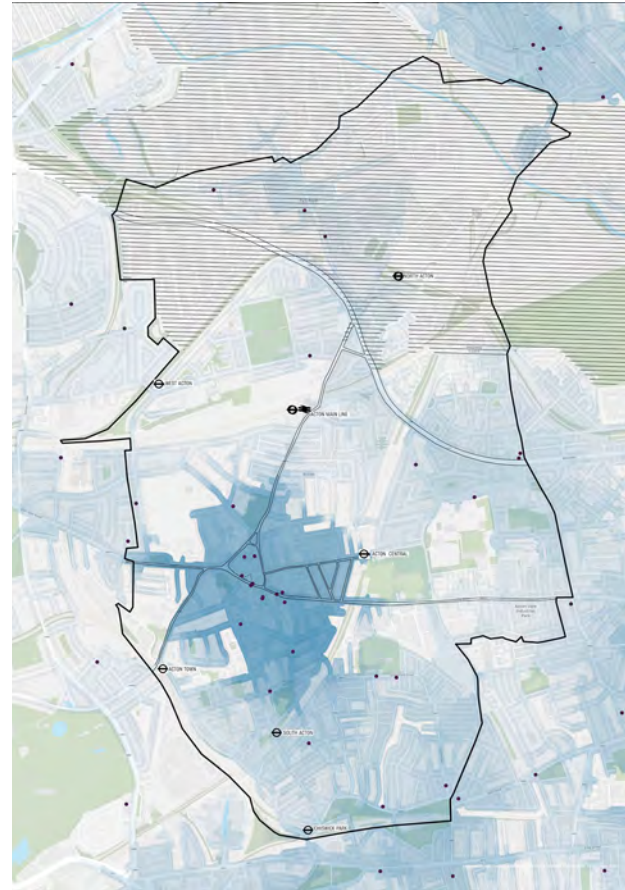


- Cinema
- Cultural location e.g. archives, artist's workspaces, art centres, cinemas, commercial/ private galleries, dance performance venues, dance rehearsal studios, legal street art walls, LGBT+ night-time venues, libraries, museums and public galleries, music recording studios, music venues (all), skate parks & theatres
- Culture

### Cultural locations isochrone mapping

Cultural locations are also concentrated in the town centre, with some other amenities in the north of the study area.

East Acton neighbourhood centre does not offer cultural uses alongside its other functions.



- Place of worship
- Worship

### Places of worship isochrone mapping

Places of worship often act as local landmarks and support neighbourhood networks or activities. The isochrone map shows a marked concentration in Acton town centre as well as a spread of locations across the study area, revealing gaps where industrial uses predominate or where open spaces exist.



## 4.4 Culture & Identity

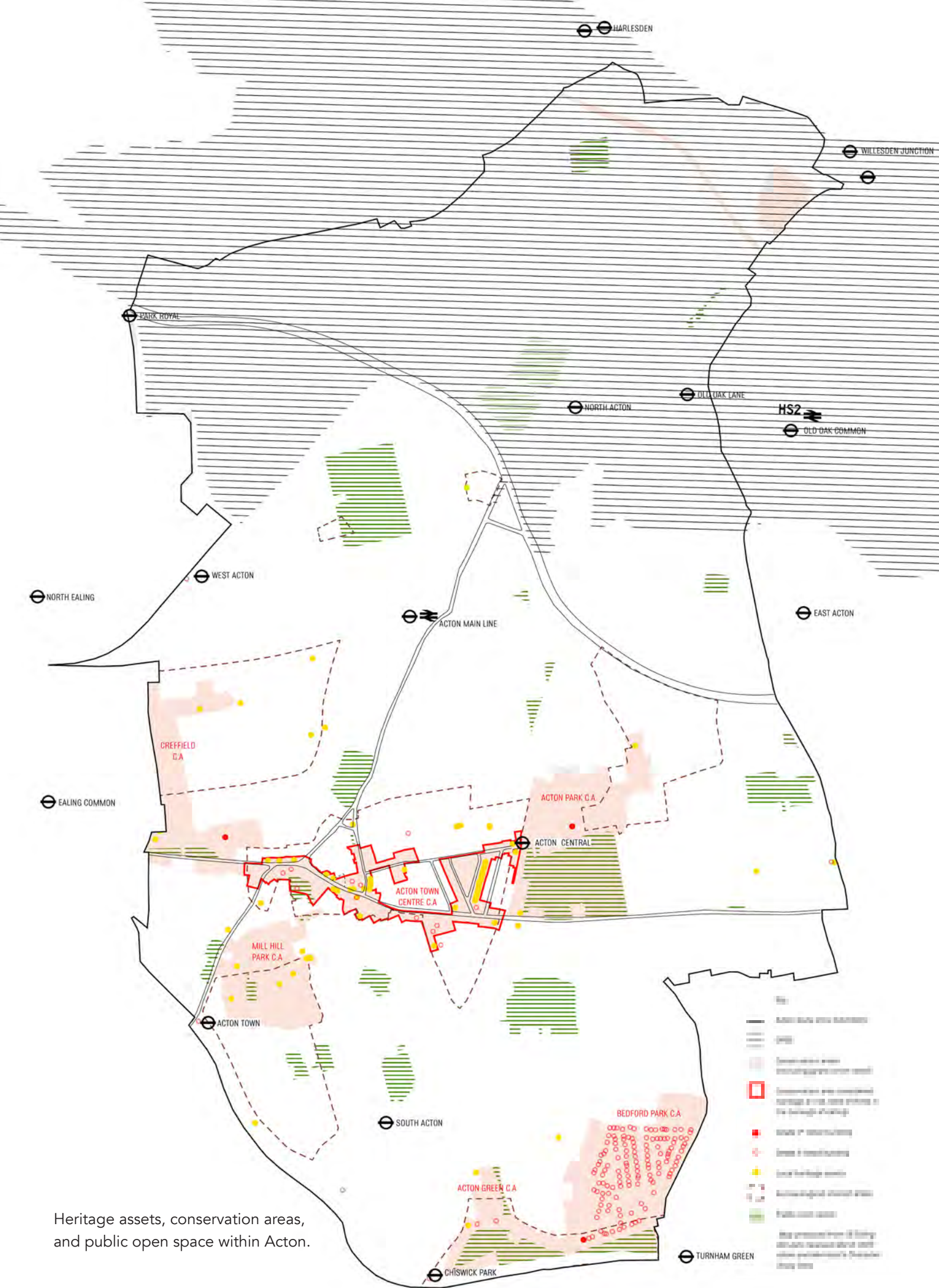


### Cultural Research Summary

- **Heritage and identity** needs to be reinforced.
- **Lack of basic amenities** in town centres including banks and post offices.
- **Football needs to be improved** - an enhanced leisure offer and other complimentary uses could improve this.
- **Evening economy** - can be promoted.
- **Street frontages need to be improved** along High Street, Uxbridge Road and The Mount.
- **The Acton and Park Royal Creative Enterprise Zone provides new opportunities** for investment in local creative projects, industries, artists and businesses to harness and nurture local artistic talent.

### Engagement Findings

- Acton feels welcoming - great for kids!
- Over-development is a problem as lovely character needs preserving.
- Acton is thriving - there is something for everyone.
- Acton is diverse but not cohesive enough...
- We need a community champion for culture.
- We need more independent community spaces like ActOne Cinema!
- Unique things about Acton are the community, parks and public art.
- Acton is convenient with many positive transport links.



Heritage assets, conservation areas, and public open space within Acton.

## 4.5 Access, Transport & Connectivity

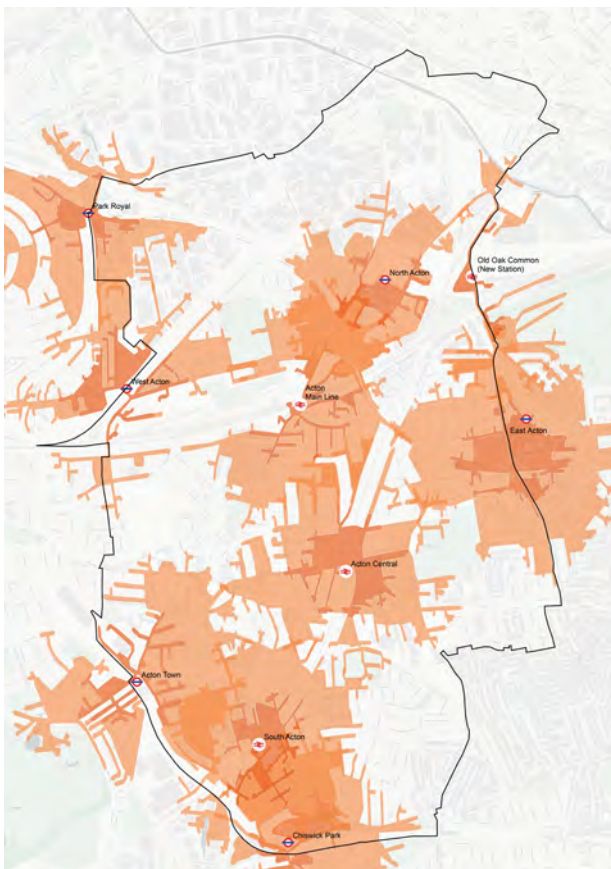
Acton is shaped by transport infrastructure including Underground lines, railway lines and main roads. The study area includes eight stations with varied onward connections. Different parts of Acton are often associated with their closest station, and in some cases people travel out of borough rather than within the study area to reach work, leisure or cultural amenities.

Isochrone maps have been produced to better understand access to the varied stations, by walking and cycling. Colour coding indicates how far a resident could

travel from a particular location in Acton within 5 and 10 minutes, to align with 20-minute Neighbourhood principles.

Examples on this page show walking reach from all the stations within the Acton area, key bus stops, Acton Town underground station and Acton Main Line Elizabeth line railway station.

Similar mapping has also been produced for other stations and local centres within the study area and on its periphery.



5 and 10-minute walking catchment from all stations within Ealing.



5-minute walking catchment from key bus stops, indicating several residential areas which are poorly-served for those with reduced mobility or public transport reliance.



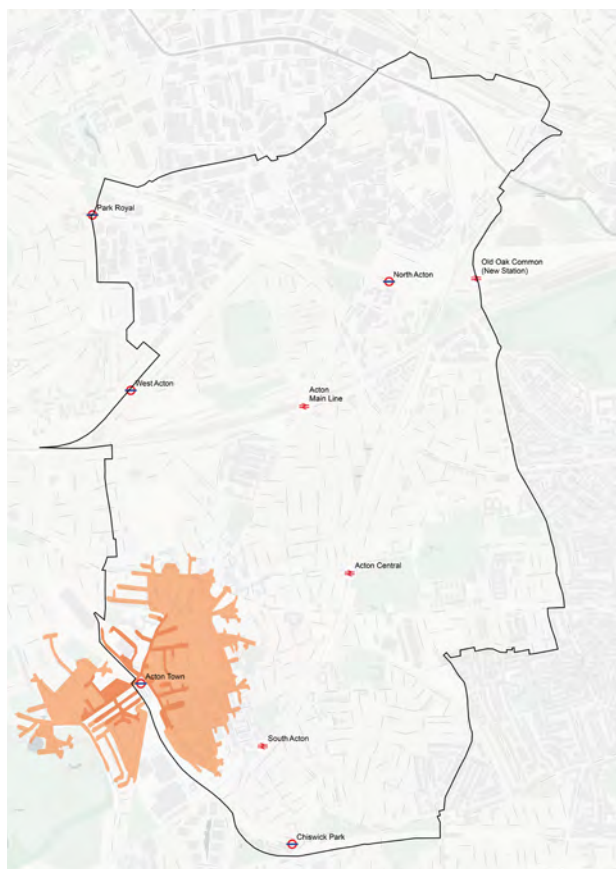
## Findings

Acton is well-served by public transport with multiple rail and tube links, however each station serves different local areas and final destinations, meaning travel within Acton is best served by bus, walking or cycling.

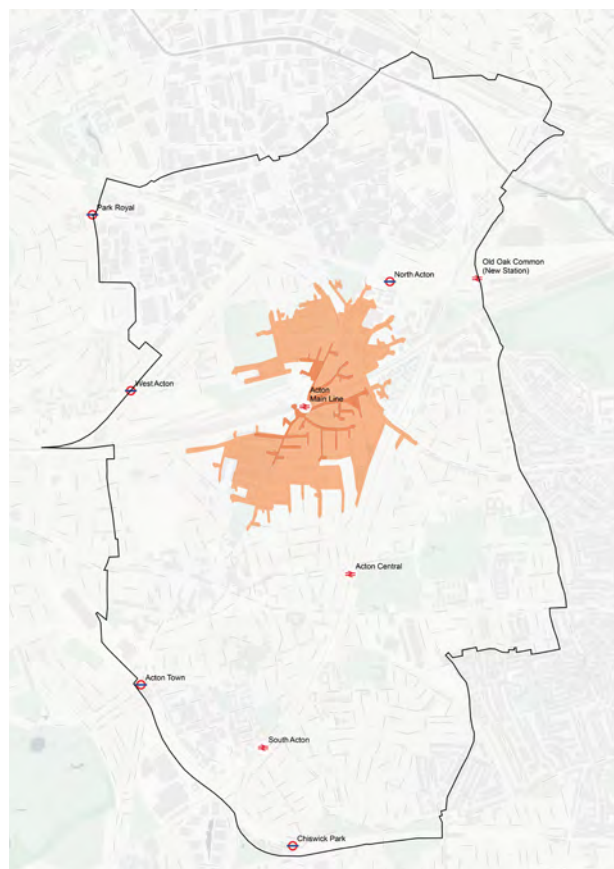
Engagement findings indicated that bus routes are valued and well-used, but do not serve all areas well, with recent route changes impeding those with low-mobility from accessing all areas.

Rail and underground stations are valued however travel is needed across Acton to access the right line for your final destination outside of Acton.

To support the good connections provided by Acton's stations, better interchange options should be sought to improve mixed-mode travel, for example cycle-to-train, taxi drop-off or bus-to-train. Working with TfL is crucial to ensure all stations and lines are served by local buses and fully accessible by lift.



Acton Town underground station walking reach.



Acton Main Line station walking reach.

Key:  5 minutes  10 minutes

## 4.5 Access, Transport & Connectivity



### Transport Research Summary

- **Severance** - street level connections are limited across Acton due to the existing road and train network.
- **Pedestrian experience** around North Acton and A40 public realm is very poor.
- **Better key routes** and local connections are needed.
- **Acton town centre** is dominated by traffic.
- **Bus service capacity** needs to be improved along the Uxbridge Road.
- **Cycling conditions** need to be improved including new cycle hubs.
- **A future mobility strategy** should be considered.
- **Construction sites** and vehicles dominate the Old Oak Common Area and will for many years to come.
- **Streets** are dominated by traffic, with poor footway surfacing.
- **Pedestrian crossings** need to be improved.
- **North-South** movement needs to be improved.
- **East-West** connectivity and bus routes need to be strengthened.

### Engagement Findings

#### Crossings

- A40 over-bridge and underpasses are useful but feel unsafe / dangerous.
- There should be a subway passage at Acton Central station to avoid the level crossing.

#### Bus routes

- Some bus routes have been altered and interchanging in Uxbridge Road now is very difficult, especially for those less mobile.
- Perception of a lack of bus routes serving hospitals.
- 'Floating' bus stops with a cycle lane close can be scary for pedestrians.

#### Accessibility

- Many stations don't have step-free access. Lifts are needed for disabled people and buggies, etc.
- Planters and seating around Acton Central block loading and disability access.
- Pavements are in very bad condition - everywhere!
- We need car parking in the centre for people with issues of accessibility.

#### Cycling

- Cycle lanes are too fragmented.
- Poor roadway surfaces on cycle lanes.
- Cycle ramps needed on footbridges.
- Secure cycle parking is needed at stations and more bike racks generally.

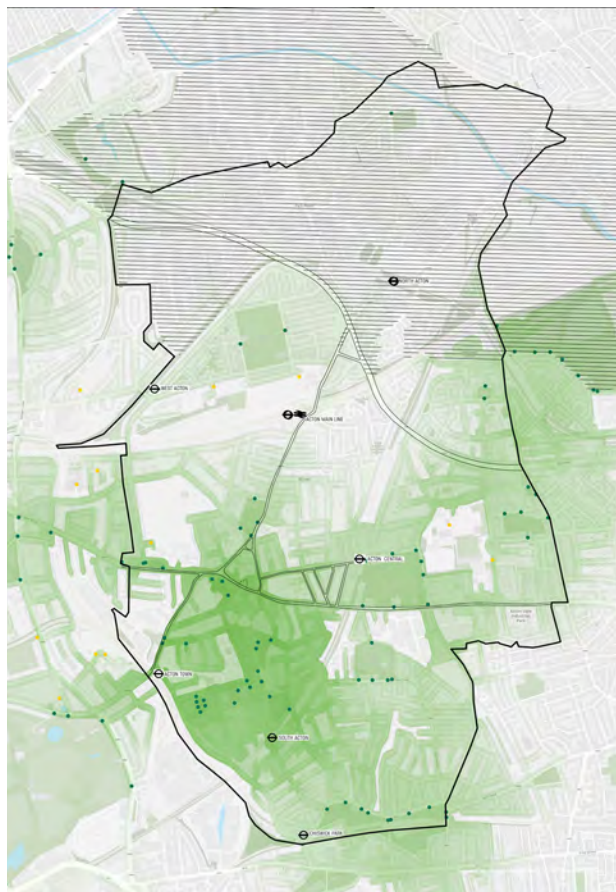




The cycle network is fragmented and often less inviting for younger, older and less confident cyclists.



## 4.6 Landscape, Ecology & Climate



- Park
- Sports
- Recreation

### Recreation isochrone mapping

Acton's many parks and sports facilities mean there is good access to open air recreation in the south and east of the study area. Although North Acton Playing Fields is a large and well-used amenity, the A40 and railway lines create severance. People living around Acton Main Line and in the high density North Acton area are much less well served. More inviting walking and cycling routes to parks could help to improve this situation.



### Tree canopy mapping

Existing tree canopy coverage indicated in green, based on 2018 data. This shows:

- South Acton ward has 16% canopy cover
- Acton Central ward 18%
- East Acton ward 13%
- Southfield ward 14.4%
- No data for North Acton ward

The borough target for all wards is 20% cover.





Southfield Recreation Ground - one of Acton's many park spaces.



## 4.6 Landscape, Ecology & Climate



### Landscape Research Summary

- **Open Space** - areas of open space deficiency and low access to open space particularly in South, East and West of Acton.
- **Green Space** - there are poor linkages between existing green spaces including Acton's main parks.
- **Urban / public space** that makes the area feel safe is needed.
- **Better signage and wayfinding** is needed to and within parks.
- **There are several secluded, inaccessible green spaces around Acton** that could be re-opened to the public.

### Engagement Findings

#### Green Spaces & Sports Provisions

- Linking events to green spaces would be good.
- Areas being redeveloped have lost green space.
- Sports provisions are positive and contribute to the community.

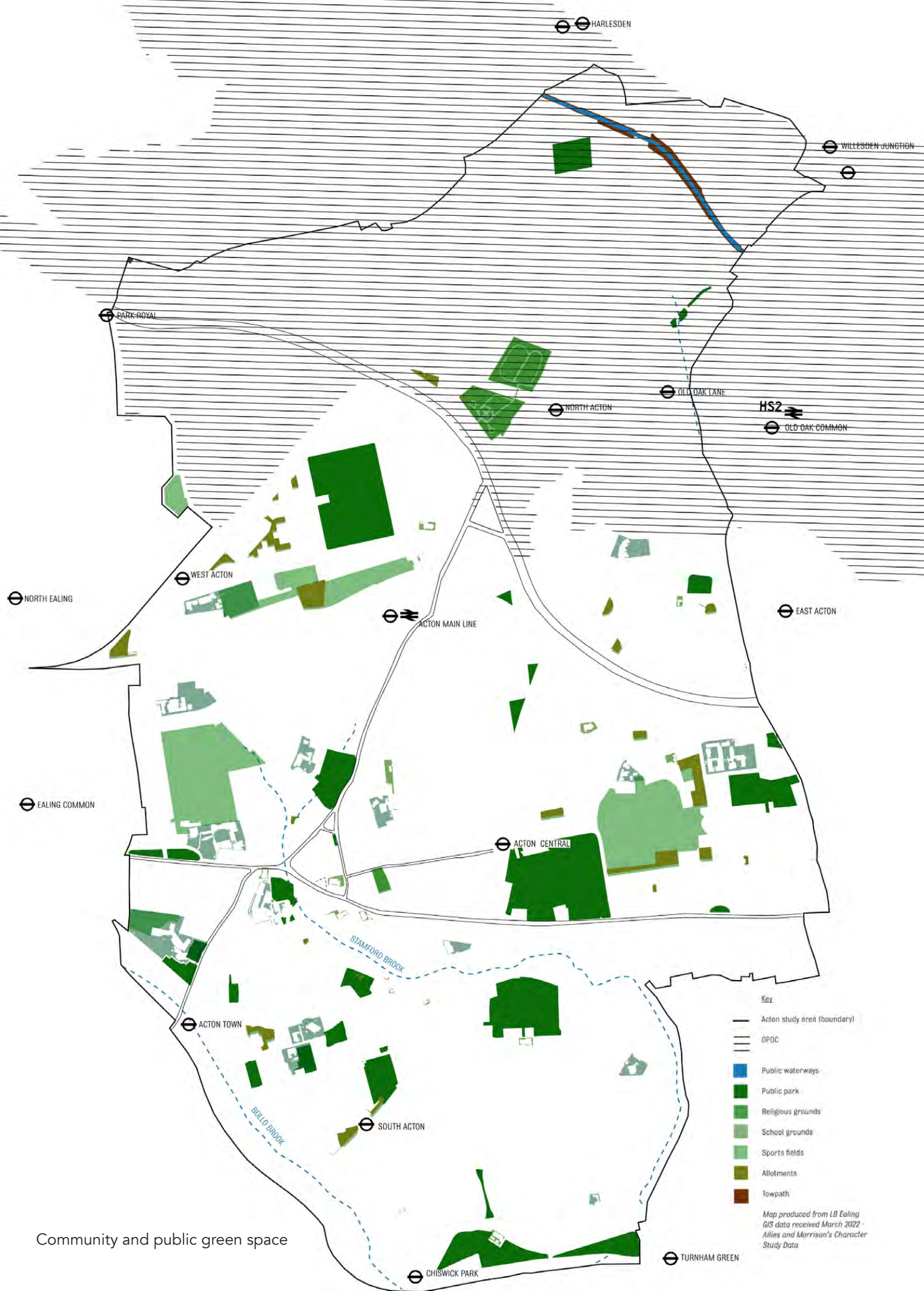
#### Parks

- Parks feel safe during the day, not at night.
- Some parks have anti-social behaviour.
- We need a secure park for dogs in Acton.
- We need more kids areas.
- Some parks would benefit from a more visible entrance.
- Acton Park needs more toilets - a water point would be good too.
- Improve quality of parks e.g. with additional woodland areas.

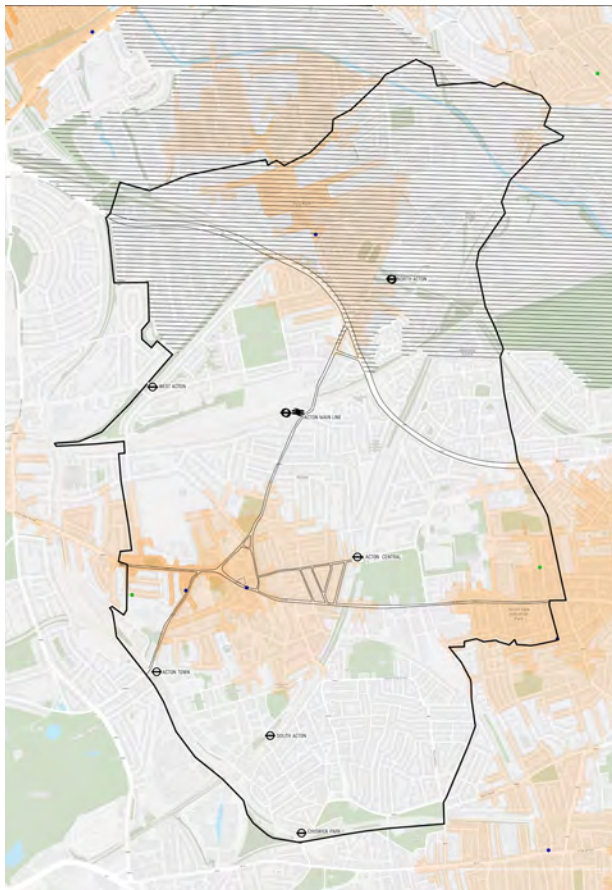
#### Trees, planting and general comments

- Litter has a big impact on the local experience.
- Pollution is concerning.
- We have a lot of trees but need more wildflower planting and street greening.
- Some areas of street planting and parklets are detrimental for pedestrians and the general functioning of the town.
- Greenery should be a priority for under-used space.





## 4.7 Economy & Jobs: Employment Findings



- Adult learning centre & job centres
- Further education
- Employment skills & training



- Commercial
- Industrial
- Retail
- Employment

### Employment skills and training

Acton has several local schools and other educational uses which reflect its residential character. However, adult learning, further and higher education is less present. Locating new education and skills facilities within areas of relative deprivation, as well as in places with a concentration of young adults could be a strategy for the future.

### Employment sites isochrone mapping

Employment in Acton is influenced by the split between residential neighbourhoods and industrial estates. A large number of jobs are supported within the OPDC area, as well as warehouses and light industry concentrated in South Acton and The Vale. Acton town centre provides employment in retail and other services. Although this map shows good distribution of employment sites, these do not all represent high quality jobs or high provision.



## Recommendations

Evidence shows: Both Acton and Park Royal have specialism in transport, logistics and wholesale, but Park Royal to a greater degree. Both areas also have specialism in the manufacture of food products, but again this is a particularly prevalent specialism in Park Royal.

For office sectors, Old Oak and Acton show similarities in that most are within the businesses and professional services sector, but Acton is more specialised in advertising.

### Recommendations:

**1. Continue support for existing industrial uses as well as looking to develop office. There is also potential to target sectors such as the green economy and knowledge economy.**

Evidence shows: The key industrial sites at the Vale and South Acton fall under Locally Significant industrial Sites (LSIS) designation.

Supporting the mix of uses in Acton will be important as large scale development takes place within the OPDC and changing work patterns influence the area. There may be potential to encourage mixed employment uses close to stations at Acton Main Line, Acton Town and Acton Central.

### Recommendations:

**2. Investigate fulfilling GLA industrial floorspace targets through increased densification of existing industrial sites. Alternatively, consider residential-led industrial mixed-use developments outside of LSIS designations. The council and**

**landowners across the two LSIS areas must urgently co-produce masterplans to protect and enhance these industrial hubs.**

Evidence shows: The South Acton business cluster will be better connected with the West London Orbital rail line, which will increase the need for commercial space around stations.

### Recommendations:

**3. Promote commercial uses around London orbital stations.**

Evidence shows: There are only four existing affordable workspaces identified outside of the OPDC: three creative (ACAVA artist workspaces, Martin Grierson makerspace) and the Acton gardens community centre. SMEs can benefit from clustering in these high density locations.

### Recommendations:

**4. Support for affordable workspace and small/micro around The Vale and South Acton estates.**

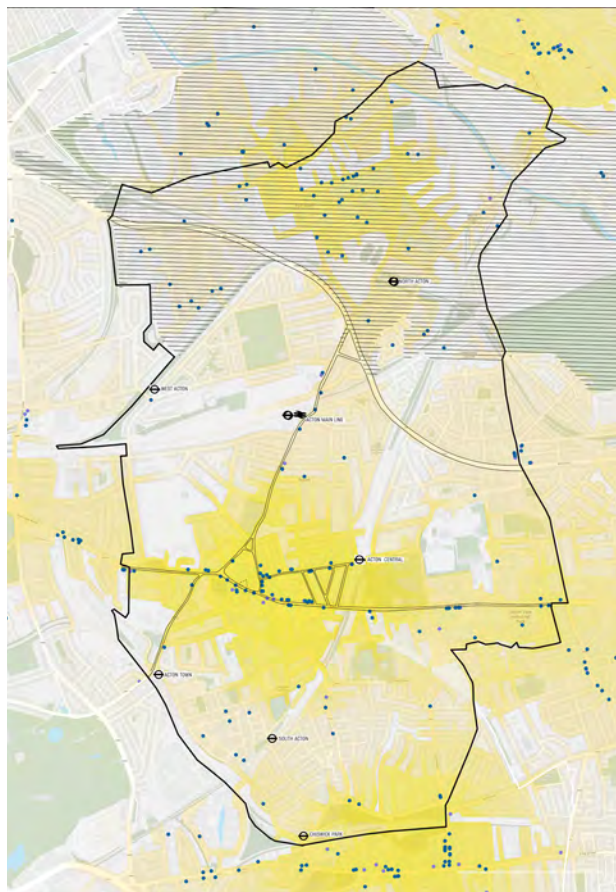
Evidence shows: Industrial floorspace is more concentrated in the south of Acton, which is less geographically connected to Park Royal, making it more difficult to complement OPDC industry.

### Recommendations:

**5. Look to compliment any future development into green sectors or potential for OPDC to form cleantech cluster (provide incubator space and manufacturing facilities) with Imperial City.**



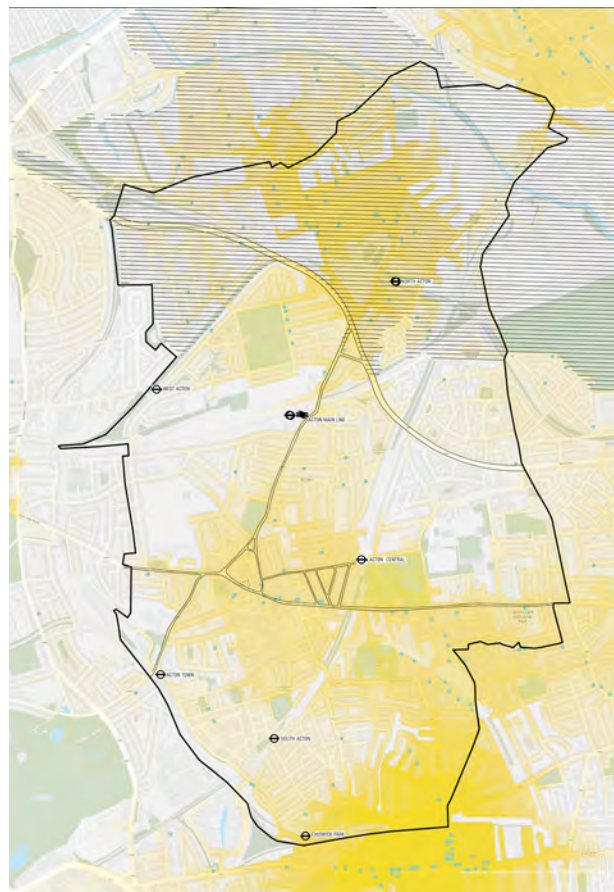
## 4.7 Economy & Jobs: Retail Findings



- Food and beverage
- Pharmacy
- Essential retail

### Essential Retail isochrone mapping

This map shows a general provision of essential retail services across Acton - five minute walking distances from each retail point are shown in yellow and overlaid. Concentrations are noticeable at Acton town centre, within OPDC at Park Royal and just outside the borough along Chiswick High Road to the south.



- Non essential e.g. homeware, apparel, hair & beauty
- Non-essential retail

### Non-Essential Retail isochrone mapping

This shows a similar distribution to essential retail, as various shopping offers are typically co-located in town centres. The density of colour around Chiswick High Road to the south of the study area reveals the breadth of offer there relative to Acton's own town centre.

## Recommendations

The isochrone maps to the left show the distribution of essential retail across Acton is concentrated around a few existing centres however other locations are less well-served.

### 1. Recommendations:

**Focus on ensuring essential services are maintained or provided evenly, especially at East Acton, West Acton and within easy reach of residential areas south of the A40 and north of Acton Green. Encourage essential services in town and neighbourhood centres such as banking hubs and post offices.**

Evidence shows: High comparison offer at nearby large retail centres such as Shepherd's Bush Westfield.

### 2. Recommendations:

**Differentiation from existing key retail centres is preferable. Leisure and convenience goods should therefore be promoted in Acton and comparison should be supported to the extent that additional workers/residents demand it as a result of higher future accessibility.**

Evidence shows: Acton town centre has a good evening economy but currently suffers from high vacancy rates.

### 3. Recommendations:

**Provide urban / public realm that makes the area feel safe and conducive to an evening economy - good natural surveillance and appropriate lighting etc. Plus potentially encouraging F&B and leisure uses to further enhance this evening economy cluster.**

Evidence shows: Age trends across the Acton indicate a greater concentration of older residents located in the south towards Chiswick and younger residents located towards the north of the area.

### 4. Recommendations:

**Where appropriate, target interventions to maximise the benefit to relevant socio-economic priority groups within the local area.**

## 4.7 Economy & Jobs: Other Indicators



### Ealing Council - Acton Town Briefing (June 2022)

Detailed study on Acton including economic evidence that shows Acton performs strongly against health and wellbeing measures but performs poorly against affordability and economic growth indicators.

A number of factors can influence employability for local people.

#### Acton's Strengths

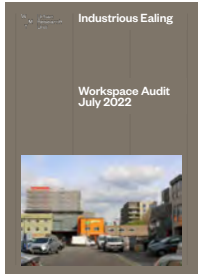
- + Acton fares well in health and wellbeing indicators. **Only 4.7% of Acton's population are in 'bad' or 'very bad' health.** Life expectancy in Acton is high and the population is in good health.
- + Household emissions per capita are amongst the lowest in the borough potentially making the transition to net zero easier. This is likely to be driven by the scale of new build investment in recent years and Acton's high population density. **23% of Acton's jobs are considered to be carbon intensive.**
- + Acton has the lowest number of children living in absolute low income households in Ealing. **12% of Acton's LSOAs are in the top 20 deprived nationally.**

#### Acton's Weaknesses

- Acton's housing is the least affordable compared with Ealing's other towns. Despite the fact that residents in Acton earning higher than the borough median, **housing costs 14.4 times average annual earnings.**
- Residents in Acton earn higher than the borough median, however **40% of Acton's jobs are classified as low pay work**, which is the third highest proportion of all of the borough's towns.
- Acton's business and employment growth has been lower than the rest of the borough with **-12% change in employment between 2015 - 2020**. This decline was been driven by job losses in ICT, media and creative and business support sectors.



# Recommendations



## Industrious Ealing - Affordable Workspace Study (July 2022)

Industrial analysis report which undertook engagement with key stakeholders including operators, developers, end users, OPDC, Ealing Council and neighbouring boroughs. Key recommendations most relevant to Acton's industry are summarised below.

### Establish principles for typology, operator viability and implementation.

#### Typology and design:

- Adequate provision of natural light and individual lockable units.
- Minimum sizes suitable for an operator increase depending on the use type and should be applied based on mixed-use, office or industrial & data centres.
- Affordable Workspace operators should be given priority.

#### Operator viability:

- Operator costs can range from £17 - £31 per sqft (streamlined - standard) and these benchmarks inform rents operators can be charged by the landlord and the impact on affordability to the end user.

#### Implementation:

- Reduce rates and service charges through support and design.
- Provide access to fit-out funding grants and loans.
- Consider payment in lieu to repurpose existing buildings.
- Consider further intervention for coordination and monitoring such as social value leases and delivery vehicles.

### Implementation-first, flexible approach to Affordable Workspace delivery.

- Affordable Workspace policy/guidance should be flexible, enabling space to be best adapted to the needs of end users, whilst ensuring AW commitments can be secured and calculated consistently.

### Consider other intervention options.

- Lighter touch enabling (e.g. offering peppercorn rents on Council-owned sites directly let to end users).
- Direct Market making (e.g. taking leases on third party assets and subletting on social value terms).
- Community Benefit vehicle (e.g. establishing a new entity purposed with delivering greater affordable amenity and social value).

### Where to spend development contributions.

- Coordinated approach that considers how to best spend off-site contributions.

### Spatial considerations:

- Placemaking and economic growth (e.g. investment in high street properties).
- Low Threshold Enterprise Locations - repurposing suitable buildings for affordable space rather than redevelopment.

## 4.7 Economy & Jobs

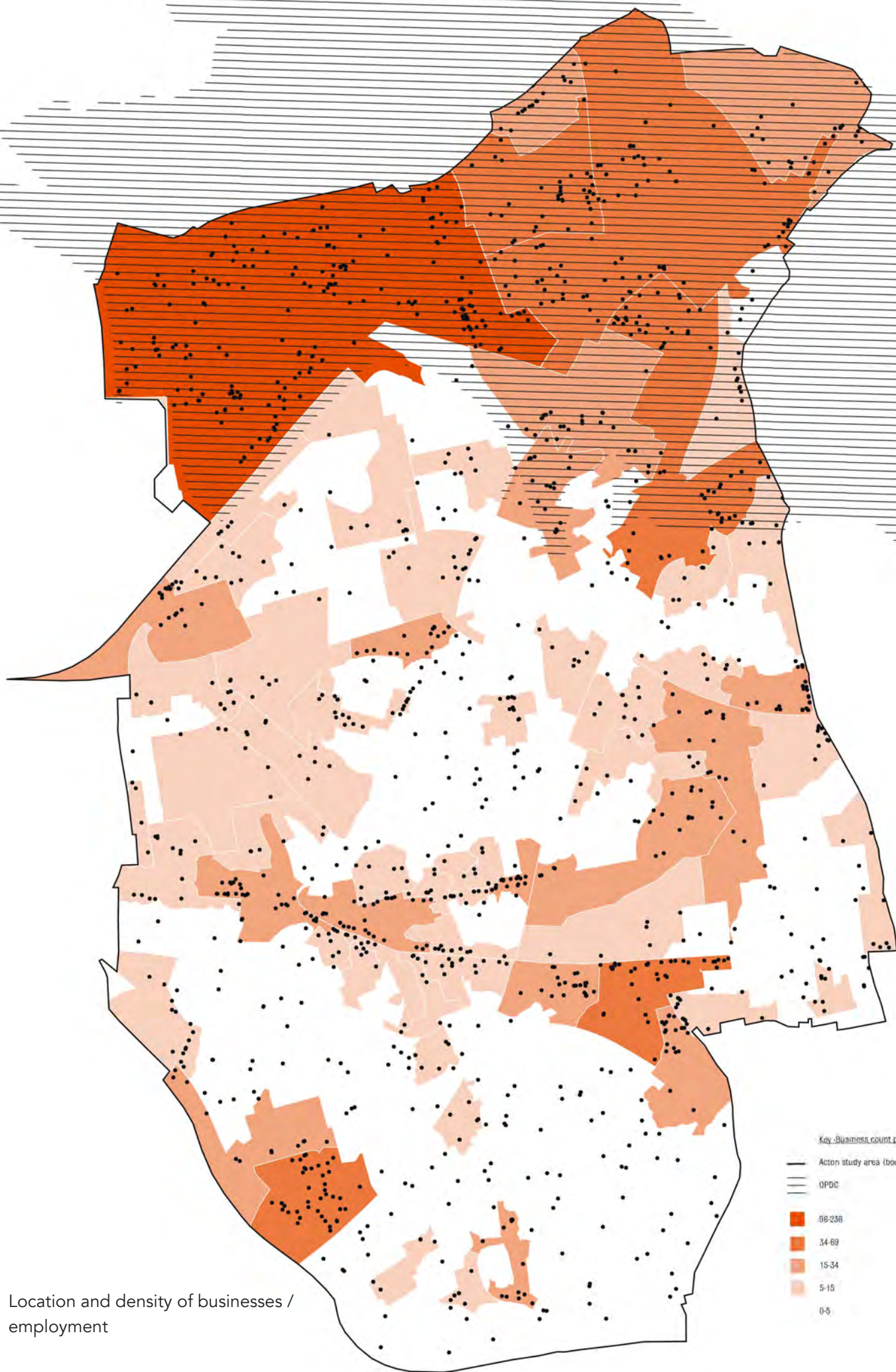


### Economy Research Summary

- **Density** of industrial sites in Acton is higher than elsewhere in Ealing.
- **The Vale and South Acton industrial estate** have different offer than Park Royal.
- **South Acton industrial estate** is surrounded by residential areas and there is a hard boundary between uses.
- **The OPDC area has a marked concentration of industrial and employment uses**, it is subject to change in the years ahead.
- **Affordable workspaces** - there are only four existing affordable workspaces identified outside of OPDC and more need to be provided.
- **Very low provision** of available office, industrial or flexible workspace within Acton town centre.
- **High retail unit vacancy** in Acton town centre and East Acton high streets.
- **Need for commercial space** around Acton Main Line Station.
- **OPDC baseline study** found low industrial vacancy rates.
- **Industrial areas** need protecting.
- **Employment** needs safeguarding.

### Engagement Findings

- The Mount market is a bit sprawling, not inviting.
- Acton town centre is unattractive, lots of litter and unkempt.
- There is room for improvement. Many shops are closed.
- More coherence needed - a mix of shops that is safe and accessible. The High Street lacks this and Churchfield Road is badly hit at night.
- It's not a proper destination for shopping.
- There is no parking space, no loading bays.
- The post office and banks are gone.
- Freshways Dairies have huge trucks, the scale is inappropriate for the area.
- Industrial areas need to be preserved - a lot has been lost these produced a lot of jobs.
- There is anti-social behaviour around The Mount.
- Festivals and community events would help businesses thrive.
- More communication about the area would be good.



Key: Business count per SA1 Unit

— Acton study area (boundary)

— OPDC

96-236

34-69

15-34

5-15

0-5

Location and density of businesses /  
employment



## 4.8 Town Centre Performance

Acton is well served by local shops and essential retail provision. The High Street, Churchfield Road, Old Oak Common Lane and North Acton have concentrations of retail uses, with smaller supermarkets spread across other neighbourhoods such as South Acton and Horn Lane.

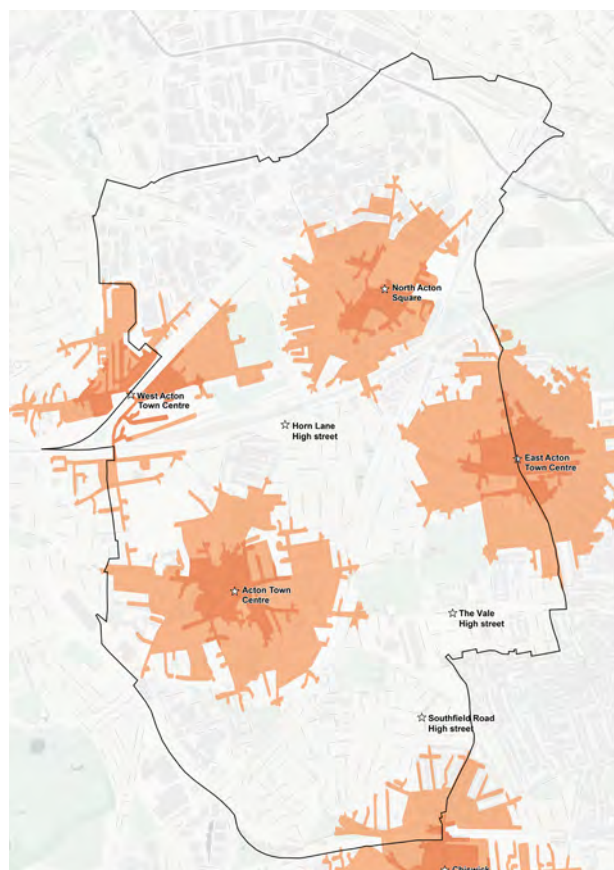
The land uses of the two principal town centres in the study area have been mapped on the following pages:

- Acton town centre, extending along Churchfield Road and Uxbridge Road/ High Street.
- East Acton town centre, extending across the boundary with London Borough of Hammersmith and Fulham.

Isochrone mapping of retail functions (see section 4.3) shows a distribution of essential and non-essential retail across the Acton area that are clustered around the main high streets, notably at Acton town centre.

Engagement feedback has suggested that although there is a variety of retail offer, much of this is food & beverage, non-essential or deemed of lower quality, with key amenities such as banks and post offices noted as absent.

A walking catchment isochrone study indicates that not all residential areas have easy access to these shopping centres within the timescales of a 20-minute Neighbourhood (see below).



Right: Walking catchment from Acton's town centres.



High Street retail, Acton town centre



East Acton retail along Old Oak Common Lane



Horn Lane retail parade



West Acton local shopping centre



North Acton limited retail offer

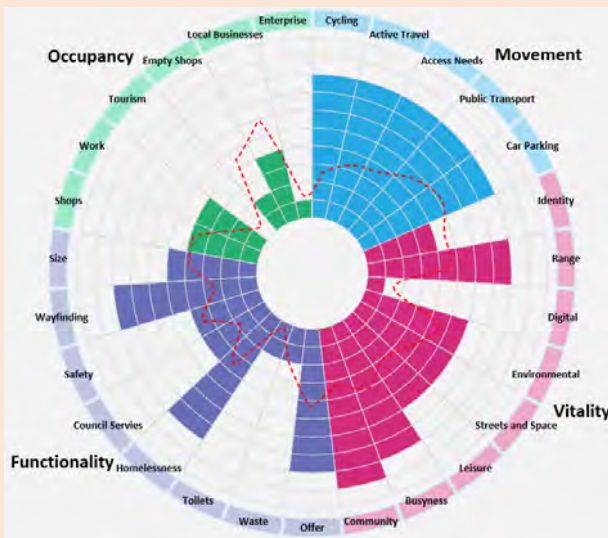


South Acton limited retail offer



## 4.8 Town Centre Performance

The Town Centre Health Checks report (March 2022) reveals the 'health' of Acton town centre against key indicators.



**Acton district town centre** is classed as "average" in economic performance, with a "good" retail offer, accessible transport links and above borough-average provision of leisure and community functions. It suffers from high retail unit vacancy, relatively poor cycling and active transport provision and limited access to green space, public lavatories and insufficient street seating. Opportunities include:

- High priority for regeneration in policy.
- Improving the streetscape with greenery and spaces to sit and relax.
- Enhancing leisure offer to increase footfall.
- Enhancing Acton's identity to help attract visitors back and entice businesses.
- Promoting Churchfield Road as a distinct offering to increase footfall to this area.
- Expanding the existing work of Acton BID (Business Improvement District).

### Town centre analysis findings:

- Acton town centre street-level units are dominated by the following 20-minute Neighbourhood categories: food & beverage, retail essential, retail non-essential and vacant units. 'Other' uses (e.g. betting shops, laundrettes) also occupy a large percentage. There are few office spaces at street level, however there are upper floor businesses.
- The largest retail units are dominated by chain shops such as Morrisons, Lidl & Wilko in buildings which often do not have street frontage or a strong high street presence.
- The town centre is characterised by a street market on The Mount and high-quality independent grocers along Uxbridge Road.
- There is a deficiency of everyday services, with the town centre not having any banks or post offices.
- Sports, leisure and play units are focused on the east end of Uxbridge Road with all facilities having a good provision of cycle stands and gathering space.
- There is a high level of vacancy across the town centre; 18% of units were vacant when surveyed (September 2022). These are found as clusters creating gaps in the high street. For example, where The Mount connects to Churchfield Road, which makes it feel like a separate high street.
- Further assessment of 'food & beverage' and 'evening & night-time' categories reveals it is dominated by takeaway uses and has a low number of evening economy uses. Restaurant 15%, Café 36%, Takeaway 39%, Pubs 10%.



**84%** of online survey respondents use Acton High Street, **76%** Churchfield Road and **37%** The Mount for shopping and services, eating and drinking, leisure and health.

Engagement comment:

**"The post office and banks are gone"**



Acton town centre - study of street level uses and retail profile of Acton town centre

## 4.8 Town Centre Performance

The Town Centre Health Checks report (March 2022) reveals the 'health' of East Acton against key indicators.



**East Acton neighbourhood town centre** has a "near-average" range of uses when compared with other Ealing towns and "good" retail offer, although the centre is split by the A40. The north side has close access to the underground station but overall public transport connections are very poor. It suffers from lack of distinguishing identity, relatively poor cycling and active transport provision, some access to green space, low 'sit in' eating offer. Opportunities include:

- High priority for revitalisation of East Acton neighbourhood area in policy.
- Better integrate greenery into the streetscape to enhance the environment.
- Uplift frontages along the shopping parade and improve town centre upkeep.
- Diversify the offer and create a stronger sense of identity to the town centre.
- Improve connections and address severance caused by A40.

### Town centre analysis findings:

- East Acton centre street-level units are dominated by the categories, of food & beverage, retail essential, retail non-essential and vacant units.
- Similar to Acton town centre, uses categorised as 'other' (e.g. betting shops, laundrettes) also occupy a large percentage.
- There is a high level of vacancy in East Acton town centre (13%) however it is noticeable that Old Oak Common Lane has less vacancy compared with the units along the A40 main road.
- It is hard to navigate Old Oak Lane as a high street due to difficult junctions and a change in levels.
- Further assessment of the categories 'food & beverage' and 'evening & night-time' reveals like Acton town centre it is dominated by takeaway uses. Restaurant 32%, Café 11%, Takeaway 53%, Pubs 5%.
- East Acton has a strong convenience offer but the identity of the centre is not unique. A diversification of offer and placemaking improvements could improve performance, enhance employment and visitor footfall, which is needed post pandemic.
- There is some evidence of evening economy in East Acton.



Only **5%** of online survey respondents use East Acton for shopping and services, eating and drinking, leisure and health.

## Engagement Feedback

**"East Acton - it's the forgotten part of Acton"**



## East Acton town centre - study of street level uses and retail profile



## 4.9 The Impact of Covid-19

Covid recovery: In the context of the Covid-19 pandemic, the need for inclusive economic growth becomes even more critical, as West London residents have been disproportionately impacted by the pandemic. This has in part been compounded by job losses and recent employment uncertainty connected to Heathrow and the wider supply chain locally. The existing challenges faced by Acton will likely take time to address during the recovery phases of the pandemic; as local population figures begin to increase, the limited local service provision and poor active travel infrastructure will continue to inhibit economic growth for the area.

The Town Centre Health Check report notes that Acton sees short term cyclical shifts in workspace / office space and local and independent shopping. There are longer term structural shifts in the mixed and flexible consumer offer, civic centres, green issues and sustainability.

### **Post-Covid headlines for Acton town centre:**

- Good post-Covid spend on eating, and relatively high number of F&B offers.
- Higher spend post-Covid on retail - which is primarily comprised of convenience shopping, which could be indicative of people choosing to shop more locally.
- Higher resident footfall post-Covid, which could be indicative of residents spending more time closer to home
- Lower than normal post-Covid visitor footfall.

### **Post-Covid headlines for East Acton:**

- Post-Covid resident footfall has been significantly higher than pre-pandemic levels, which could be indicative of residents continuing to choosing to shop and spend locally.
- Very good post-Covid spend on eating, the F&B offer here mainly comprises Pizza GoGo, Greggs and Savoy Fish & Chips.
- Worker footfall across all hours of all days has dropped below pre-Covid levels.
- Visitor footfall has remained below normal on all hours of all days post-Covid.

The Industrious Ealing 'Inclusive Growth Baseline' report notes that:

- Covid-19 has brought challenges of work security to the fore, with a significant increase in benefit claimant count since March 2020.
- Ealing had the second highest number of residents on furlough of anywhere in London (75,000).
- Young people aged 16-24 were initially worst affected but have shown quick recovery since restrictions were lifted.
- Since the start of the pandemic, an additional 5,500 residents have become unemployed - the fourth highest level in London.



Housing Affordability Ratio vs the London average, 2002-2021  
(Extract from Industrious Ealing 'Inclusive Growth Baseline' report).



# 5. Vision & Framework

A community-focused vision  
to reconnect, celebrate and  
shape Acton.





## 5.1 Vision Statement



**Acton town centre is revitalised with mixed-uses and evening activity,** streetscape and frontage improvements alongside initiatives to support a programme of cultural events at The Mount. Acton's unique identity and cultural life is flourishing, supported by high quality public realm and initiatives that promote civic activities and local community groups.



**Pedestrian and cycling experience along Uxbridge Road, Horn Lane and the A40 is improved,** with active transport opportunities along quiet roads and safer railway crossing points providing better local access across the Acton area. Inclusion and cohesion is promoted across Acton's 20-minute Neighbourhoods, which are enjoying reduced severance and physical division.



**New gateways to Acton Park, Springfield Gardens, Southfield Recreation Ground, Trinity Way Open Space and North Acton Playing Fields are encouraging use,** whilst improved wayfinding, signage and safety measures have increased accessibility. A grey-to-green streets strategy has transformed and enhanced Acton's environment via a programme of tree planting and beautiful rain garden interventions that incorporate sustainable urban drainage.



**The Vale and South Acton industrial estates are thriving centres of employment,** following safeguarding policies that have allowed good local jobs to be created. Holistic masterplans are guiding the evolution of these areas and allowing industry to weave in with surrounding context.



**East Acton and Acton town centre are experiencing good growth,** and have fully harnessed benefits from inward investment in and around the area including OPDC regeneration. This has been realised to support local needs through placemaking interventions and business initiatives that have diversified uses, reduced retail unit vacancy, improved footfall, enhanced local identity and assisted post-Covid recovery. Better connections to town centres has allowed them to become anchor points for their local neighbourhoods, and provide the amenities and retail facilities that locals need.

## 5.2 Guiding Principles

A series of five themes and principles have been defined to shape the future of Acton. Each theme is explored through recommended strategies on the following pages.

### Culture & Identity



#### Champion Acton's cultural life and build its unique identity

- Put Acton on the map, celebrating diversity and representing its communities.
- Bring existing civic and cultural assets to the fore and ensure future infrastructure allows local culture and identity to flourish.
- Provide spaces for different community groups to meet, which are accessible as well as affordable.

### Access, Transport & Connectivity



#### Bring Acton together by improving connections

- Create better access routes and ensure that moving around in Acton is accessible and safe for all.
- Address the issue of severance and division, promote inclusion and cohesion across neighbourhoods.
- Embed '20-minute Neighbourhood' principles within new initiatives.

### Landscape, Ecology & Climate



#### Bolster and enhance nature and biodiversity in Acton

- Preserve existing green spaces and create a diverse range of natural spaces and recreational opportunities.
- Preserve existing green corridors for people and wildlife.
- Celebrate existing parks and improve wayfinding.
- Green Acton's streets to build resilience against climate change.





## 5.2 Guiding Principles

## Champion Acton's cultural life and build its unique identity.

This principle seeks to enhance the culture and identity of Acton and champion its cultural life, through ideas for physical interventions in the public realm and supporting activities of local civic networks and groups.

Acton plays host to many local community groups which need better representing; it is a diverse place to live, and there are people from many different backgrounds present in Acton.

### To further build its identity, the following framework strategies are prioritised:

- Celebrate diversity and make Acton more legible and representative of its communities, with a cultural wayfinding strategy at The Mount, Rufford & Moreton Towers and Acton Vale housing estate.
- Facilitate local creativity & celebrate heritage, especially in Acton town centre, along the High Street and by working with under-represented groups and local communities.
- Site specific public realm, housing estate and street frontage improvements for character neighbourhoods, at Horn Lane, the Town Centre, around Acton Main Line Station, housing estates public realm, The Mount, East Acton, along the A40 and Acton Lane.
- Create focus gateways and landmarks, artworks or interventions, at Steyne Road and Gypsy Corner.

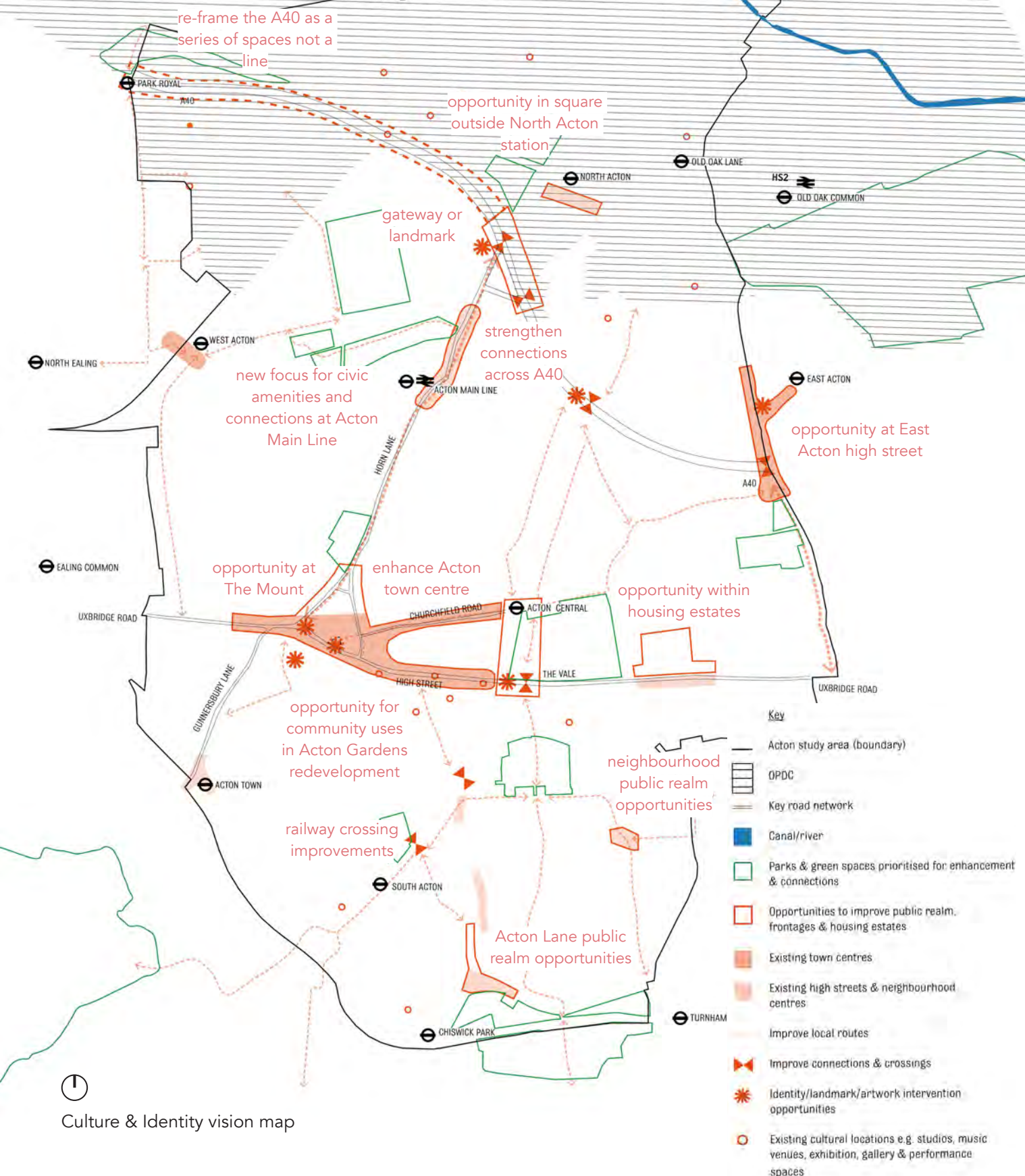
- Invest and commission high quality public art rooted in place in town centres, at key junctions and stations.
- Work across scales to embed climate strategies, with local businesses, residents and Council responsibilities.
- Facilitate affordable, easy access to low cost spaces for community groups and grassroots organisations to meet, to foster community life and local custodianship, especially at Acton Gardens.
- Improve local pedestrian connections to parks, from The Vale to Acton Park & Southfield Recreation Ground, and Horn Lane to Woodlands Park & Springfield Gardens.
- Develop retail areas so that they provide the right amenities for those who live and work in the area.
- Develop The Mount as a key civic space and place for cultural exchange.

And other area-wide initiatives to support economic and social growth (non-physical interventions):

- Ealing Council to form partnerships with community groups, TfL, OPDC, and neighbouring boroughs.
- Encourage community involvement in neighbourhoods.
- Develop programmes of civic events and encourage night-time cultural activities.

**80%** of online survey respondents felt improved town centres would help to create a better sense of local culture and identity in Acton, whereas **68%** felt this could be supported by improved public realm and **42%** by improved cultural facilities.

**"We need a community champion for culture"**



Culture & Identity vision map

## 5.2 Guiding Principles

## Bring Acton together by improving connections.

The main roads remain the key routes for all modes of transport; often they are the only connections between areas and across lines of severance. They need to be designed along their lengths through their varied conditions.

**The following framework strategies should be incorporated to address the following:**

- Promote inclusion and cohesion across Acton and the 20-minute Neighbourhoods, to address the issue of severance and division.
- It is important to first create safe and inviting walking routes. This is a council priority.
- Implement a Local Routes Toolkit, creating a quieter network of laneways, walking and a hierarchy of cycling routes with clear wayfinding.
- Implement a Main Roads Toolkit that creates better active travel infrastructure along key routes and ensures that moving around in Acton is accessible and safe for all. Developing and implementing a main roads toolkit is vital to reducing severance in Acton and would incorporate improved pedestrian zones, safe cycle lanes, clear bus stops and reconfigured local parking arrangements.
- Work proactively with OPDC and TfL to deal with the A40 severance to ensure the wider Acton area is connected to the regeneration opportunity and the benefits of HS2.
- Strengthening the North-South and East-West pedestrian routes is key to addressing severance.
- Improve pedestrian experience and safety at key road and railway crossing points.
- A future goal would be to further develop and enhance public transport opportunities with Transport for London (TfL).
- By implementing Legible London, improved signage and wayfinding can also be adopted.
- Work with neighbouring boroughs to improve access to key adjacent green spaces and amenities.
- Greening of all routes, pedestrian, cycling and vehicular with new tree planting and rain gardens.



**32%** of online survey respondents felt discouraged from using public transport in Acton due to concerns around personal safety and **30%** due to lack of direct routes. Additional issues included lack of step-free access and drop-off points at stations.

**"Poor condition surfaces on pavements and cycle lanes"**



Access, Transport & Connectivity vision map

## 5.2 Guiding Principles

## Bolster and enhance nature and biodiversity in Acton.

This guiding principle is about preserving and enhancing Acton's environment, ensuring green spaces are safeguarded and a range of natural spaces and recreational opportunities are created. Key lines of severance such as the A40 are to be addressed with greening, to improve air quality, noise and public experience.

**To preserve Acton's nature and biodiversity, the following framework strategies have been developed:**

- Implement a 'grey-to-green' streets strategy throughout Acton, to enhance biodiversity and build resilience against climate change. Reclaim street space for new trees, low-level planting and sustainable urban drainage (SuDS) interventions to help with surface water attenuation. The strategy would identify sites and a programme of implementation, with design codes and planting palette for each type of intervention.
- Celebrate and enhance existing parks and public green spaces with a signage, wayfinding and gateways strategy to improve visibility and presence within Acton, to encourage use and passage through.
- Enhance accessibility to existing parks and open up hidden green spaces and rivers. Focus on strategic 'green corridor' routes which connect Acton's parks or lead to neighbouring green spaces including Gunnersbury Park and Wormwood Scrubs.
- Green the A40 and its margins.
- Create a diverse range of natural spaces, preserve and enhance existing green corridors for people and wildlife.
- Tree planting programme, including greening of community spaces and housing estates.

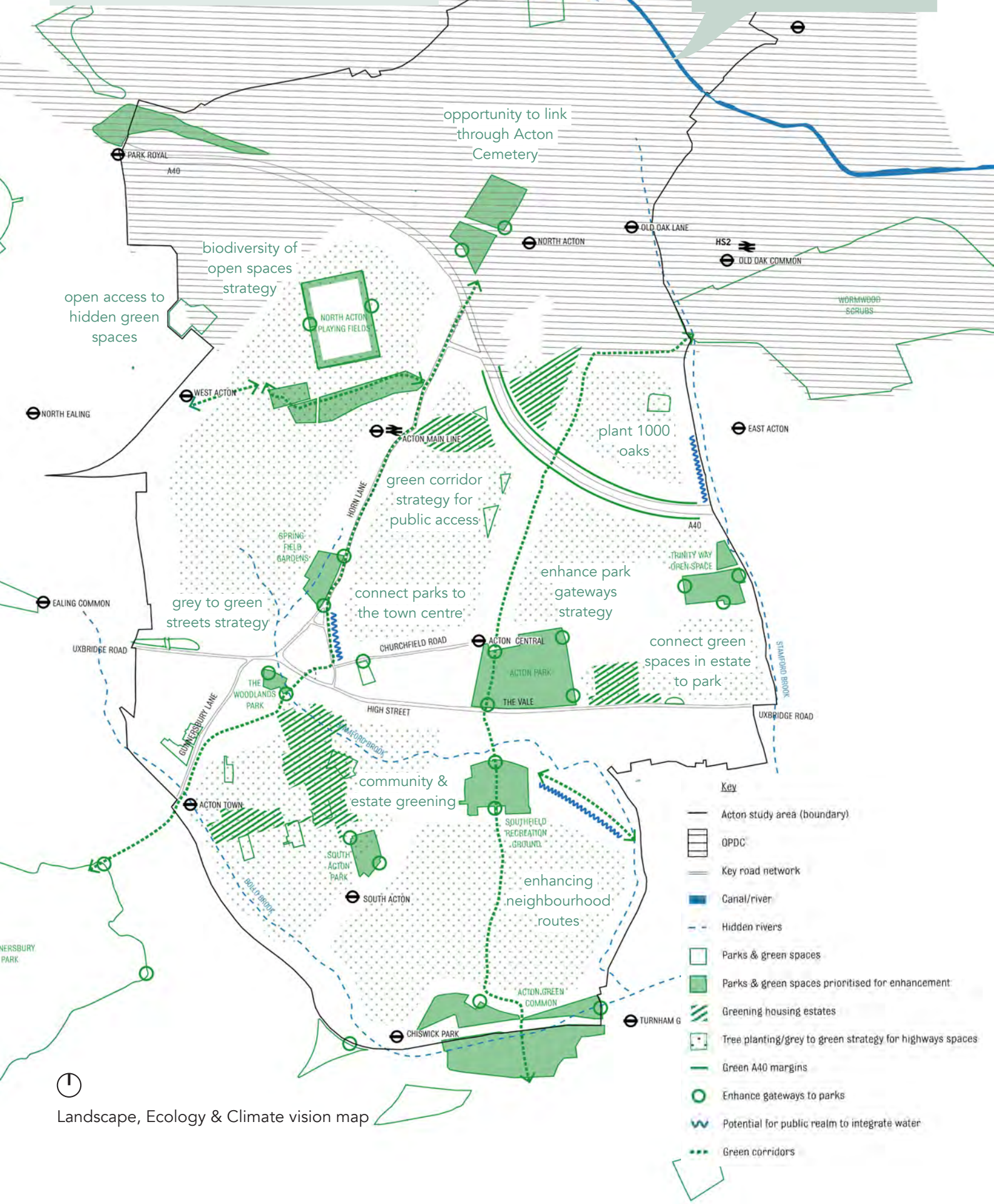
And other area-wide initiatives to support economic and social growth (non-physical interventions):

- Local greening initiatives with community groups. This could include urban forest planting programmes, group park gardening, seasonal planting maintenance and ecology initiatives as educational or therapeutic practice.
- Partnership between parks and children's adventure playground groups.
- Local residents can log or record wildlife in their area to build an ecology map of Acton.
- Community gardens are used by local groups to hold their own events.
- Group outdoor exercise to be led in Acton's parks.
- Encourage use of allotments and



**50%** of online survey respondents felt discouraged from using parks and green spaces in Acton due to unkempt spaces and litter, **40%** due to lack of amenities and **38%** due to anti-social behaviour.

**"There is a need for more street greening"**





## 5.2 Guiding Principles

## Safeguard Acton's industrial hubs and employment opportunities.

Acton has a range of employment clusters. Light industrial zones with larger warehouse type land uses dominate especially within the OPDC and at The Vale and South Acton industrial estates. Town centre retail and other uses are also important to local residents and provide employment opportunities.

The engagement sessions revealed that existing retail clusters do not provide all the shops and amenities needed by local residents, who often have to travel out of Acton.

**This guiding principle aims to address the economy and jobs theme through the following framework strategies:**

- Supporting light industrial spaces at South Acton, The Vale and Park Royal for co-working, incubator, meanwhile uses and evening economies.
- Use Council-owned assets to provide skills, training and jobs support, especially for young people.
- Empower existing creative and employment industries to grow and generate jobs for local people.
- Safeguard key employment sites at The Vale and South Acton industrial estates and support their evolution. The council and landowners across the two LSIS (Locally Significant Industrial Site) areas must urgently co-produce masterplans to

protect and enhance these industrial hubs.

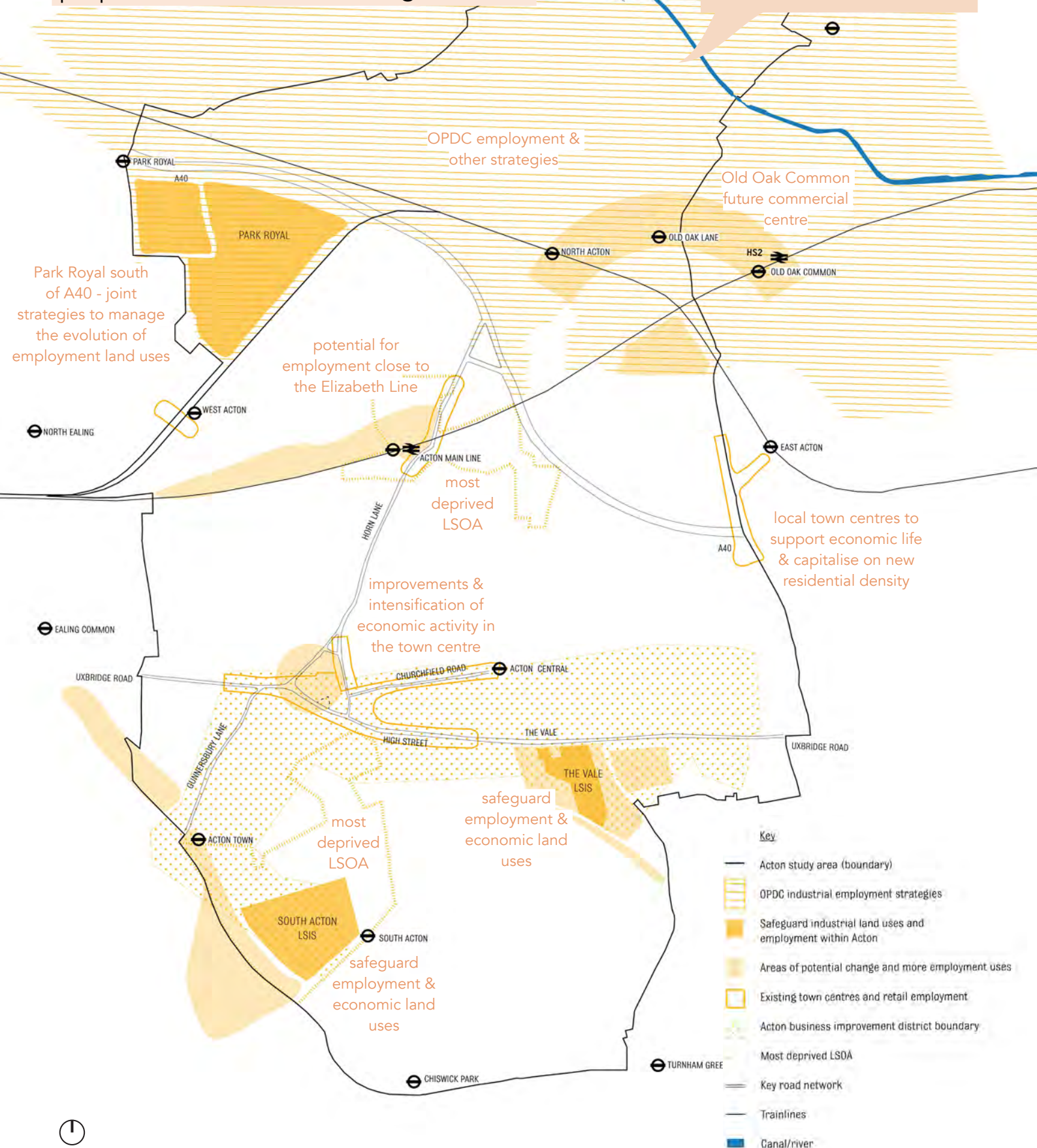
- Ensure industrial sites across the Acton area provide a differing offer between LSIS and SIL locations in the scale of space and rental value.
- Transition the use boundary between LSIS areas and surrounding neighbourhoods. Ensure industrial scale is appropriate and allow industrial areas to thrive and weave in with their surrounding context.
- Support SMEs and affordable workspace.
- Create a stronger OPDC partnership for long term ambitions and joint strategies.

And other area-wide initiatives to support economic and social growth (non-physical interventions):

- Cater for work from home shift via 20-minute Neighbourhood principles to capture local spend.
- Local green jobs initiatives e.g. retrofit, insulation, efficiencies, modern methods of construction, street and parks.
- Develop opportunities for intersectional improvements e.g. tackling air quality, social/economic inequality, fuel bills via green jobs initiatives.

The Vale and South Acton LSIS have some of the highest jobs per hectare of anywhere in Ealing. **40%** of Acton's jobs are classified as low pay work. This is the third highest proportion of all of the borough's towns.

**"Industrial areas need to be preserved for jobs"**



## 5.2 Guiding Principles

## Integrate Acton's development and encourage growth based on local needs.

Acton is a large, fragmented area made up of several small centres. Historically, this has been due to the development of lines of severance caused by train lines and transport routes.

The town centres are the anchor points to local neighbourhoods, although they provide different levels of amenities and retail facilities.

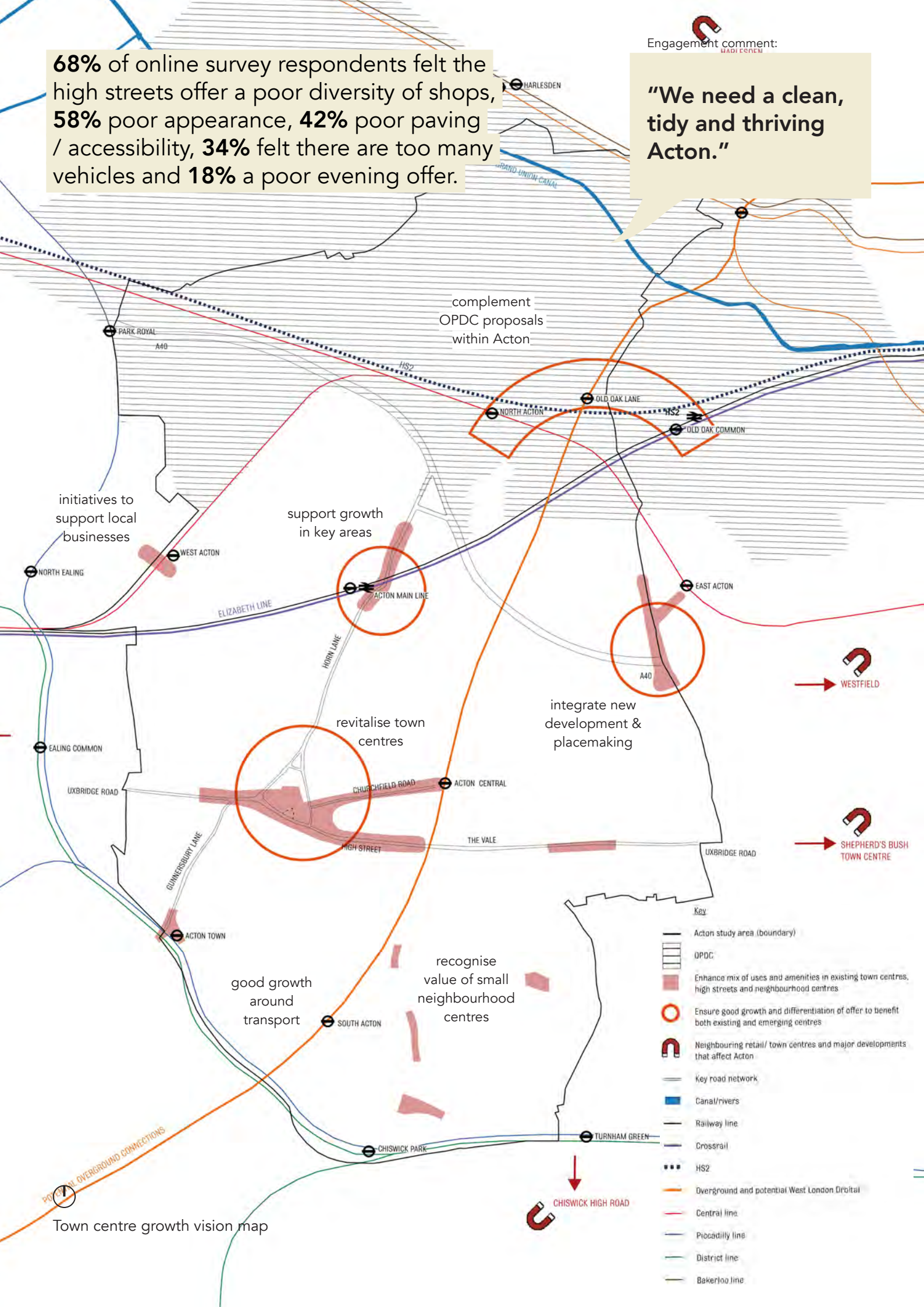
**This guiding principle seeks to improve Acton's evolving town centres to ensure they become destinations within the area via the following framework strategies:**

- Support town centres and high streets with initiatives to address retail vacancies. Consider use of business rates and Levelling Up and Regeneration Bill powers to fast-track occupation.
- Support existing local businesses and retail parades through town centre place making projects and sustainability initiatives, engaging with businesses to ensure improvements address their needs.
- Diversify employment opportunities in town centres and in neighbourhood areas (for example via affordable workspace, co-working or flexible spaces) and focus on jobs for Acton locals.
- Ensure internal and external accessibility requirements are incorporated in all forthcoming public realm, transport and new development schemes, to ensure Acton is welcoming for all.
- Ensure the planning process prioritises placemaking and greening.
- Activate key frontages as an immediate council priority through shop frontages, pavements, and greening improvements.
- Work alongside Acton BID and other organisations to encourage businesses to stay within the area and create a stronger sense of community. This can be progressed through a programme of local engagement to better understand business needs.
- Facilitate a programme of events held by local businesses at The Mount.
- Connect town centres beyond Acton to neighbouring towns.
- Encourage future uses / future developments to address local employment issues, especially in areas of deprivation.
- Deliver future development opportunity sites with mixed uses, not just housing density.
- Promote uses in Acton that complement OPDC's Local Plan.
- Work with OPDC on mixed-use developments.
- Plan good growth around transport infrastructure, including Elizabeth Line at Acton Main Line and the proposed future HS2 station at Old Oak Common and West London Orbital route via Acton Central & South Acton stations.



**68%** of online survey respondents felt the high streets offer a poor diversity of shops, **58%** poor appearance, **42%** poor paving / accessibility, **34%** felt there are too many vehicles and **18%** a poor evening offer.

**"We need a clean, tidy and thriving Acton."**



Town centre growth vision map

# 6. Focus Areas







## 6.0 Focus Areas Summary

Focus Areas are locations within the Acton boundary that have been examined in greater detail due to their importance as local town centres, transport routes or employment hubs.

The selection of these areas has been informed by engagement and research findings. The maps of each Focus Area on the following pages are intended to describe local priorities and provide examples of how the framework strategies could be applied.

Illustrations highlight a key site within each focus area, to indicate the potential implementation of strategies through site-specific ideas.




Focus Areas for this study:

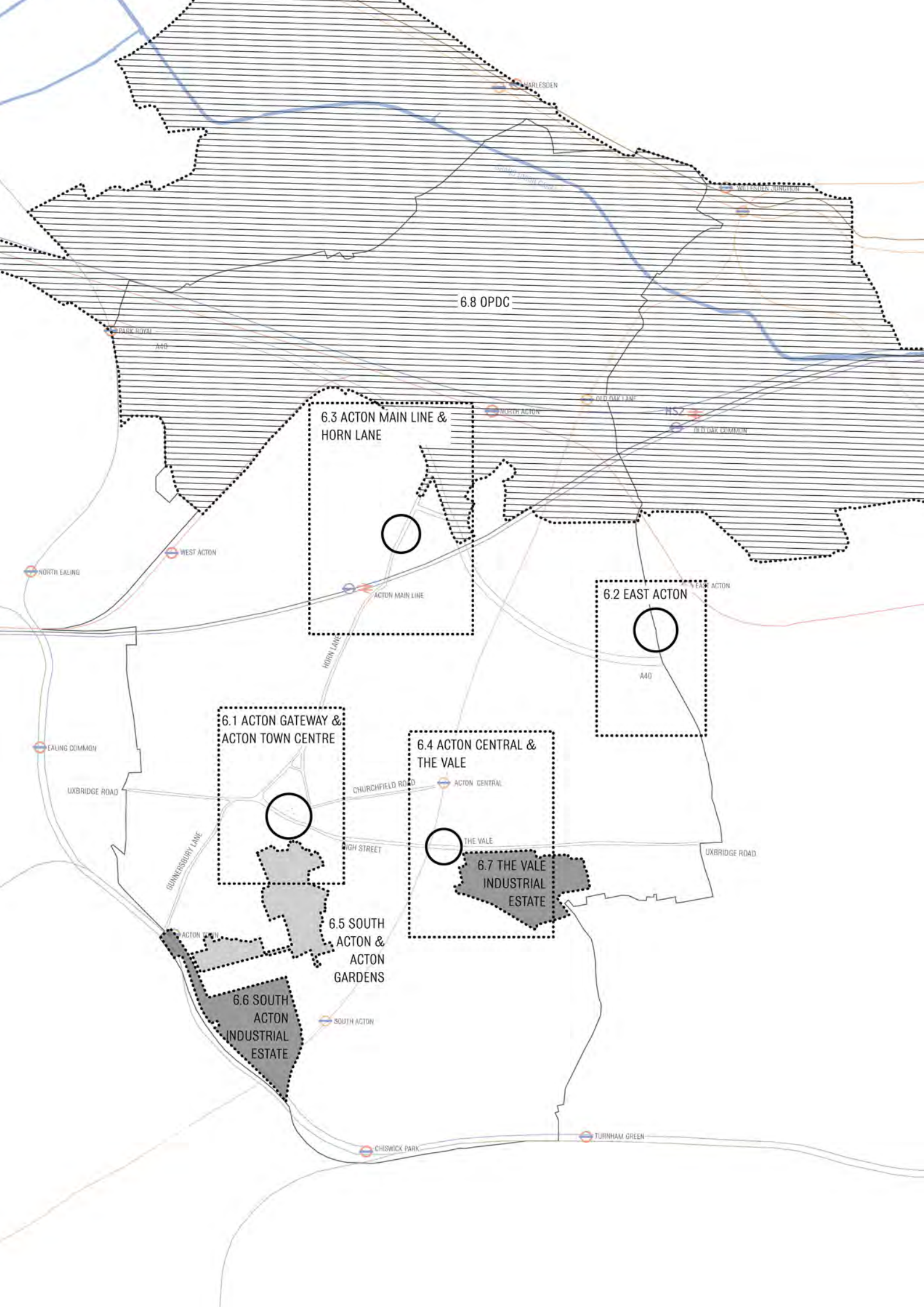
- 6.1 Acton Gateway & Acton Town Centre
- 6.2 East Acton
- 6.3 Acton Main Line & Horn Lane
- 6.4 Acton Central & The Vale

Recommendations are provided for:

- 6.5 South Acton & Acton Gardens
- 6.6 South Acton Industrial Estate
- 6.7 The Vale Industrial Estate
- 6.8 Working with OPDC

### Key

-  Acton study area (boundary)
-  OPDC
-  Focus Areas



## 6.1 Acton Gateway &amp; Acton Town Centre

## Acton Gateway & Acton Town Centre

Acton town centre is the largest retail centre in the area that serves nearby residential neighbourhoods and is home to a range of local cultural and faith institutions.

Historically built-up around the westbound route from London, the area is still well-served by road connections but is less close to rail links.

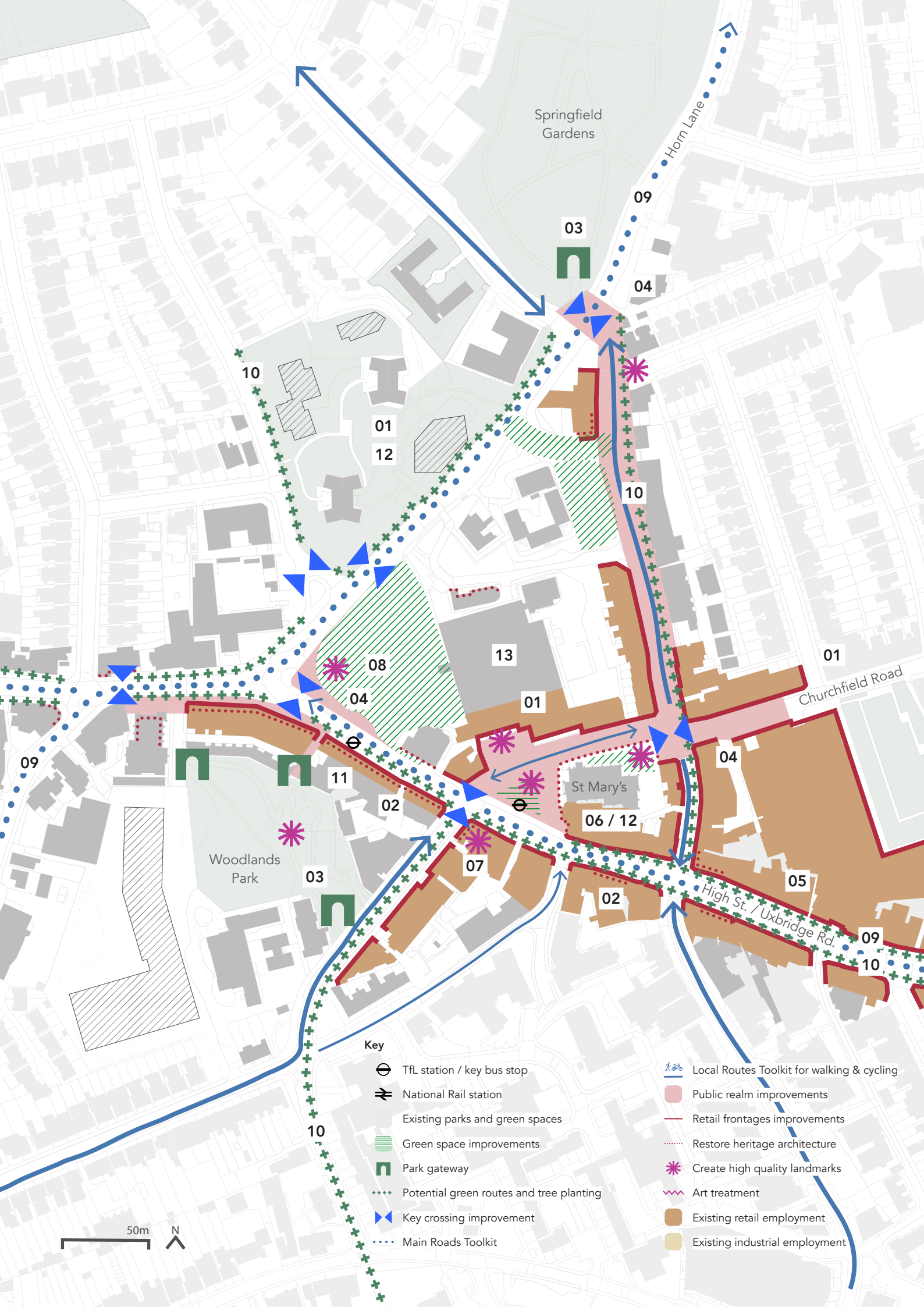
The Mount is a central civic space hosting a regular market while adjacent Churchfield Road is known for independent businesses.

The town centre suffers from high rates of retail unit vacancy, a lack of cohesive growth and poor experience for walking and cycling.

### Example Use of Framework Strategies

- 01** Make Acton town centre more legible and representative of its communities. Introduce site specific public realm, street frontage improvements and a cultural wayfinding strategy along Market Place, the High Street, The Mount, Churchfield Road and within Moreton & Rufford Tower housing estate.
- 02** Celebrate and restore heritage assets in the town centre and historic frontages along the High Street.
- 03** Improve local pedestrian connections and accessibility to Woodlands Park and Springfield Gardens, to connect the High Street to green spaces.
- 04** Improve pedestrian experience and safety at key road and railway crossing points along the High Street and at the gateway.
- 05** Revitalise High Street retail areas to provide the right amenities for those who live or work in the area and address retail vacancies, to help build footfall, dwell time and vibrancy.
- 06** Develop programmes of civic events, encourage evening cultural activities and commission high quality public art rooted in place at The Mount.
- 07** Use council-owned assets to create a civic 'hub' location in the town centre providing support for accessing jobs, amenities and creative events, especially for young people.
- 08** Create a landmark or artwork at the town centre gateway. Replace the roundabout with a simplified, signalled junction.
- 09** Implement a Main Roads Toolkit along the High Street, Horn Lane and Gunnersbury Lane, to create better active travel routes to ensure Acton town centre is accessible and safe for all.
- 10** Implement a grey-to-green streets strategy to create space for people and biodiversity with pocket parks, seating and landscaping along the High Street, Market Place, Horn Lane, side roads and at The Mount, to build resilience against climate change and address the climate emergency.
- 11** Develop and enhance public transport opportunities with TfL exploring all-electric bus routes along Uxbridge Road, improved 'Legible London' signage and wayfinding.
- 12** Town centre tree planting programme at The Mount, greening of community spaces and Moreton & Rufford Tower housing estate.
- 13** Ensure future development at key sites such as Morrisons supermarket has mixed uses, not just housing density.
- 14** Diversify employment opportunities in Acton town centre by supporting spaces for co-working, incubator, meanwhile uses and evening economies.





## 6.1 Acton Gateway & Acton Town Centre

- A. Improved public realm, walking and cycling infrastructure along the main roads and secondary routes, including shared surfaces at key crossings.
- B. Greening of The Mount with improved planting integrated with seating, lighting, sustainable urban drainage and shelter.
- C. Loose-fit infrastructure to enable pop-up events, markets and installations with guidance for stall holders to optimise layouts.
- D. Opportunities to use artwork to enhance the area's sense of identity, representative of local diversity and to celebrate heritage assets with lighting and improved accessibility.
- E. Repurpose vacant units for community groups and young people, with active frontages, supporting local cultural and training initiatives.

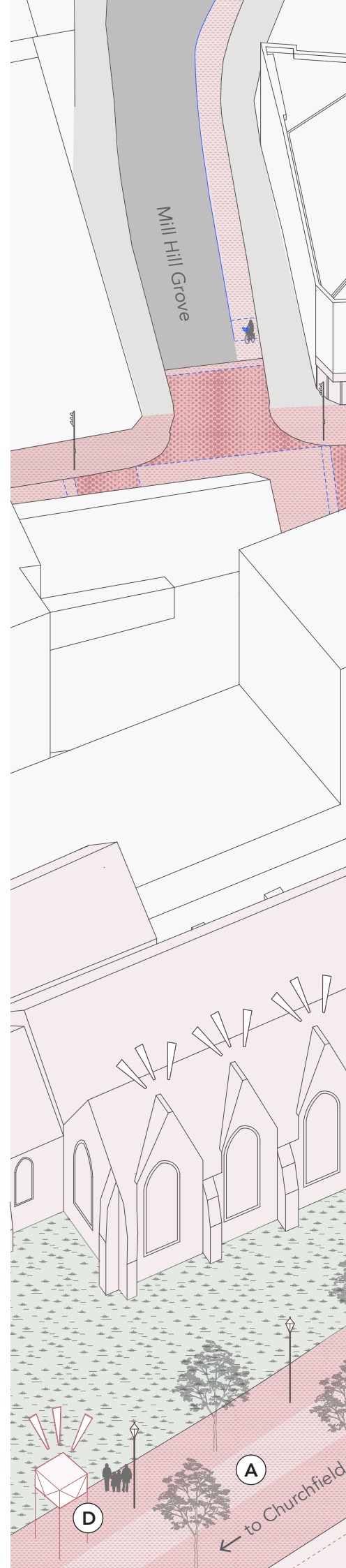
The Narrow Way was transformed from a busy bus route into a pedestrian-friendly public space with artwork, new benches and planters accompanied by a series of cultural events. Credit: Studio Weave.



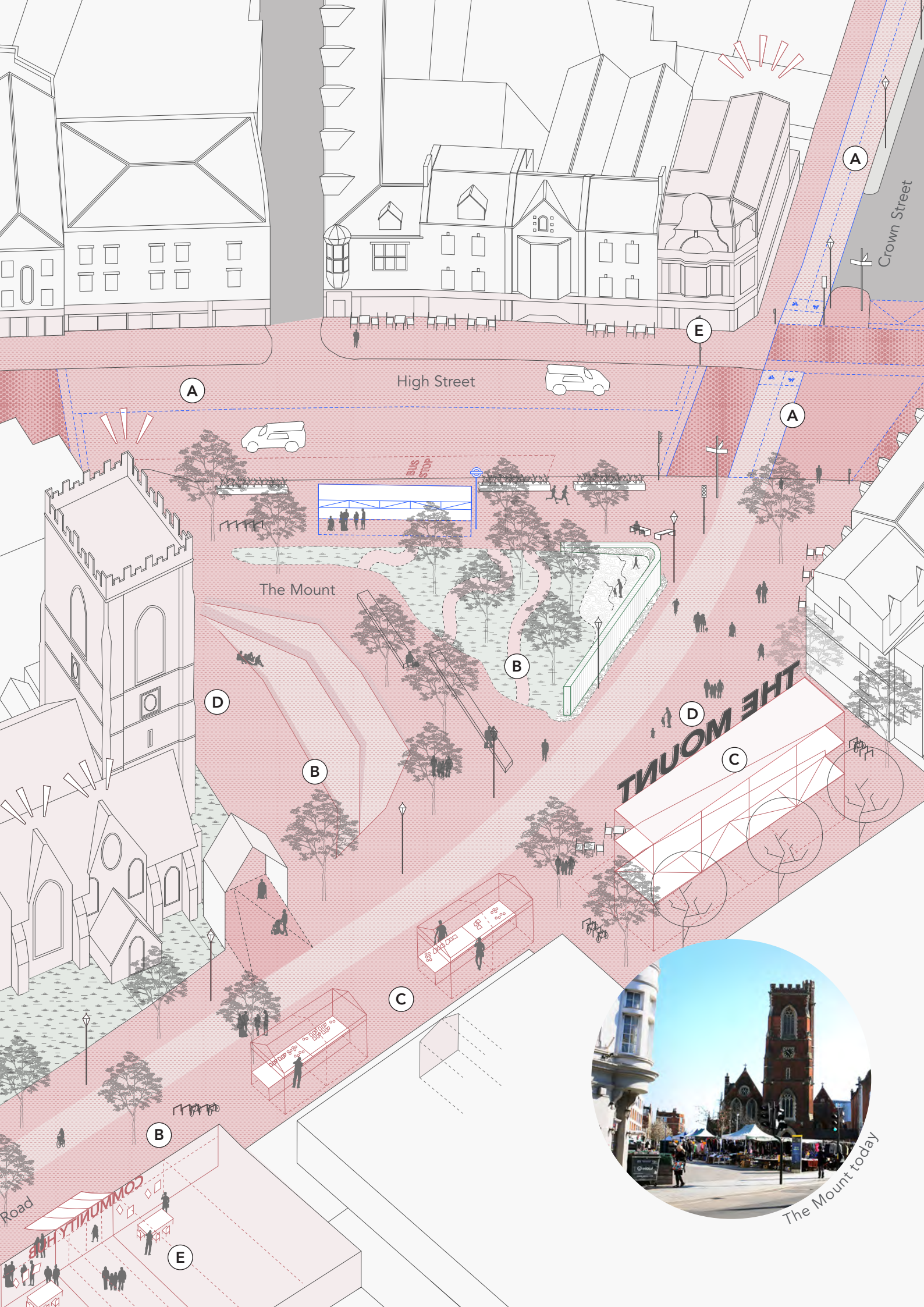
A piece of tarmac road is reclaimed by transforming it into a green link for recreation and play, reducing pollution in the town centre. This illustrates the possibilities of tree planting, civic furniture and SuDS along key routes. Credit: Nigel Dunnet, Zac Tudor & Robert Bray Associates.



Freehaus | Context Office | BBUK | Momentum | Volterra









## East Acton

East Acton is a neighbourhood town centre with a high street retail offer, on the boundary with Hammersmith & Fulham. The area is deprived with barriers to housing and limited access to open space. Although the town centre has good footfall, it suffers from poor streetscape in some areas and high levels of retail vacancy, especially fronting the A40.

The junction with the A40 is heavily dominated by traffic engineering and presents a barrier to local connections, sense

















of community and health. The 'gyratory' to the South leaves a residential and commercial block encircled by queuing traffic, preventing local retail from flourishing.

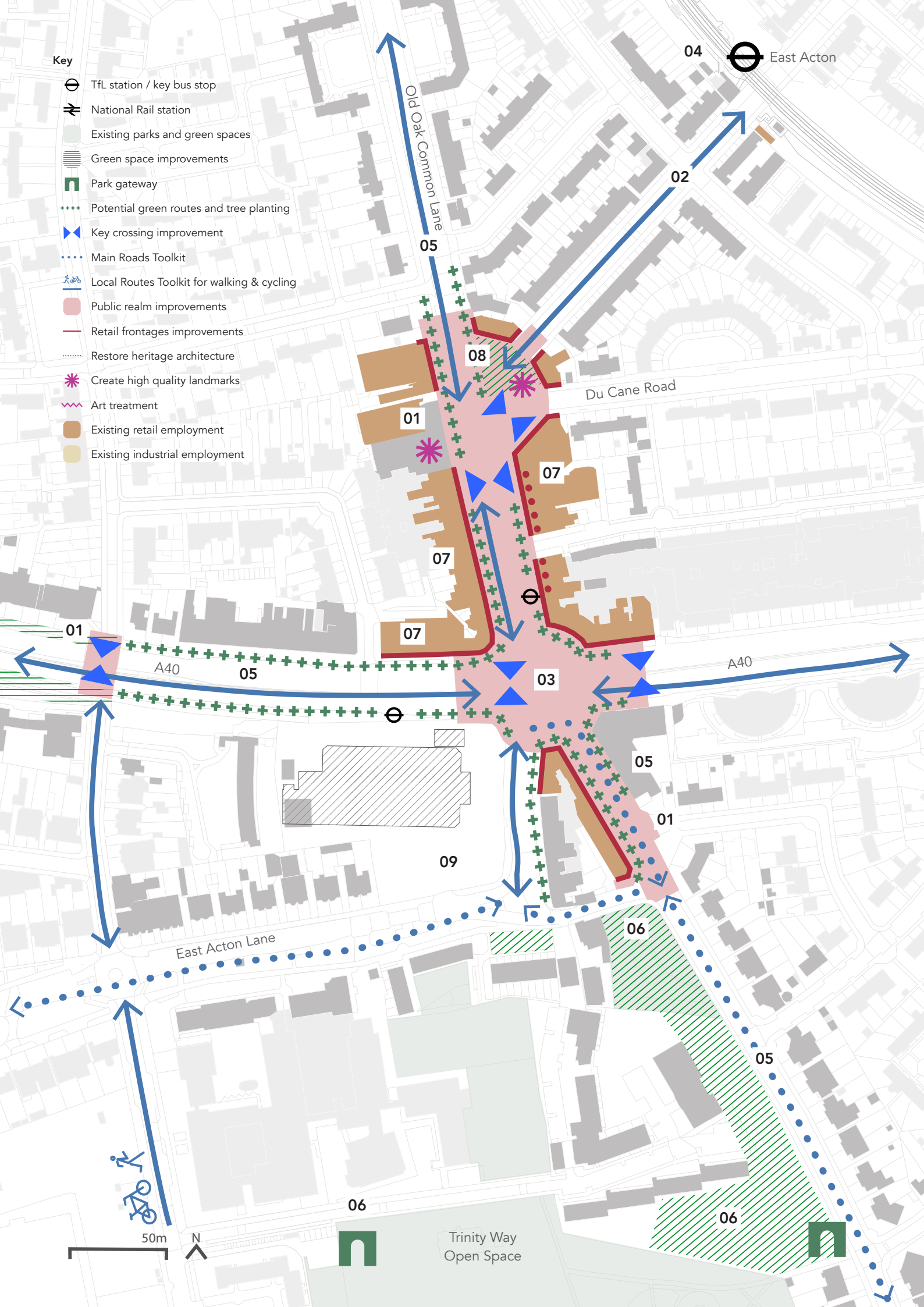
Long-term OPDC redevelopment at Old Oak Common will see improved bus links via East Acton. A holistic, multi-authority strategy can take advantage of its location, connections and spatial qualities to enhance public realm, consolidate a local identity and improve accessibility to revitalise the town centre.

### Example Use of Framework Strategies

- 01** Site specific public realm and street frontage improvements for East Acton local high street along Old Oak Common Lane, to create handsome joined-up public spaces.
- 02** Work with neighbouring boroughs to improve access to key adjacent green spaces and amenities such as Wormwood Scrubs and Shepherd's Bush via East Acton.
- 03** Improve pedestrian experience and safety at key road crossing points, prioritising the A40 at East Acton. Create clear pedestrian and cycle routes and a traffic calming approach.
- 04** Enhance public transport opportunities with Transport for London (TfL) at East Acton station with improved signage and wayfinding. Create step-free access to platforms and secure cycle parking.
- 05** On the streetscape between East Acton Lane, the A40 and Erconwald Street, implement a grey-to-green streets strategy to build resilience against climate change and address the climate emergency. Win back road space along Old Oak Common Lane for people and biodiversity.
- 06** Enhance accessibility with improved entrance gateways, visibility and signage to Trinity Way Open Space and Clayton Gardens.
- 07** Support East Acton town centre with initiatives to address retail vacancies.
- 08** Support existing local businesses along Old Oak Common Lane through town centre place making projects.
- 09** Deliver future development opportunity sites with mixed uses, not just housing density and without loss of green space.

# Key

-  TfL station / key bus stop
-  National Rail station
-  Existing parks and green spaces
-  Green space improvements
-  Park gateway
-  Potential green routes and tree planting
-  Key crossing improvement
-  Main Roads Toolkit
-  Local Routes Toolkit for walking & cycling
-  Public realm improvements
-  Retail frontages improvements
-  Restore heritage architecture
-  Create high quality landmarks
-  Art treatment
-  Existing retail employment
-  Existing industrial employment



50m

N

Trinity Way  
Open Space

## 6. Focus Areas

### 6.2 East Acton

Revitalisation of East Acton town centre will benefit business and complement residential uses. This can be achieved by focusing on key street and public realm improvements to enhance neighbourhood character and improve footfall to local businesses.

Street frontages and greening should be improved along the west side of Old Oak Common Lane and around the junction with the A40. Accessibility improvements should address the limited quality of paving surfaces, heavily barriered intimidating highway crossings and the high level difference between the Old Oak Common Lane roadway and western footway. The area would benefit from increased street furniture or parklets with seating.

Improvements could include:

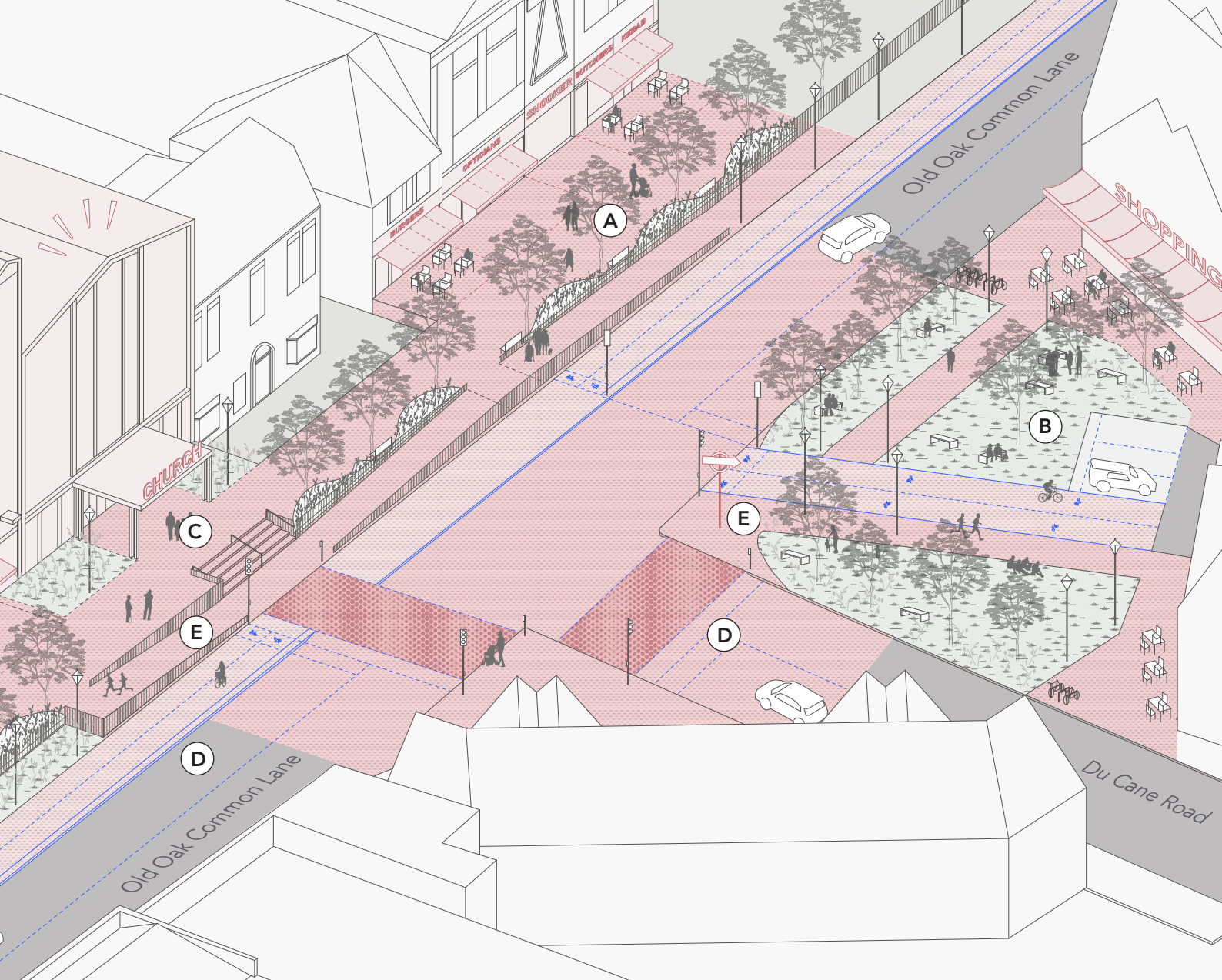
- A. Increased street planting, improved paving, street furniture and shop frontages. Linear park and low level planting along the upper terrace.
- B. Making better use of wide paving areas to create shared spaces for people to meet, dwell and eat outside, with soft & hard landscaping and sustainable drainage (SuDS).
- C. Recognising existing civic architecture and heritage assets. Improving lighting and greening around key entrances, and celebrating local identity.
- D. Reducing traffic dominance along Old Oak Common Lane and the impact of the large A40 junction, by emphasising East Acton's urban qualities, simplifying road layouts and improving active travel infrastructure.
- E. Improving accessibility with new ramping to mediate levels, shared level surfaces and clear wayfinding towards East Acton station and Wormwood Scrubs.



Above: Illustration of potential interventions at East Acton.







### Brentford public realm

Barriers are removed to reconfigure the public realm into a flexible space that accommodates markets and events, and provides a 'living room' in the town centre with a variety of opportunities for meeting and playing across generations. Credit: Kinnear Landscape Architects for LB Hounslow / GLA.



### Archway's gyratory

One side of a roundabout is permanently reclaimed for pedestrians, to create new public realm, shopfronts and reduce air, visual and noise pollution. An example of grey-to-green streets transition, creation of civic space and encouraging active travel. Credit: GreenBlue Urban for LB Islington / TfL.

## 6.3 Acton Main Line &amp; Horn Lane

## Acton Main Line & Horn Lane

Horn Lane is a key North-South route that links Acton town centre with the A40, North Acton and Park Royal. There is a mixture of uses along its length including residential, local retail, light industrial, waste sites and parks such as Springfield Gardens. It suffers from poor public realm and limited greenery, especially along the portion of the road to the North of Acton Main Line.

Acton Main Line is an established rail station which now benefits from Elizabeth Line

connections to central London, Heathrow and Reading. This brings investment and growth to the surrounding area however it's important that improvements to public realm, frontages and housing stock are cohesive and seek to strengthen the existing area's character. North of the A40 is subject to guidance in OPDC's Local Plan. The below example strategies would need to accord with OPDC's Local Plan policies. This may evolve as this document is finalised.

### Example Use of Framework Strategies

- 01** Site specific public realm, housing estate and street frontage improvements at Acton Main Line station and around Gypsy Corner junction to enhance the feeling of urbanity and pedestrian scale on the A40.
- 02** At Gypsy Corner create landmarks, artworks or interventions that identify the route as a key gateway into Acton.
- 03** Implement a Main Roads Toolkit along Horn Lane to address North-South severance and to create better active travel routes. To address East-West severance this strategy should be applied along the A40.
- 04** Implement Local Routes Toolkit principles to create a hierarchy of safe, inviting walking and cycling routes to promote inclusion and cohesion. This strategy should be applied to routes via North Acton Playing Fields and opportunities for links via future development sites at Gypsy Corner should be explored.
- 05** Improve pedestrian experience and safety at key road crossing points at Gypsy Corner and Acton Main Line.
- 06** Develop and enhance public transport opportunities with Transport for London (TfL) at Acton Main Line station, adopting improved signage and wayfinding, better drop-off / taxi provision and secure cycle parking.
- 07** Implement a grey-to-green streets strategy, to build resilience against climate change and address the climate emergency around the Gypsy Corner crossing and along Horn Lane between the A40 and Acton Main Line Station.
- 08** Initiate an Acton-wide tree planting programme, including greening of community spaces and streets at Friary Park Estate. Investigate improving access to existing green space, for example the land behind Shamrocks Social Club, which could form a potential green route.



# Key

TfL station / key bus stop

National Rail station

Existing parks and green spaces

Green space improvements

Park gateway

Potential green routes and tree planting

Key crossing improvement

Main Roads Toolkit

OPDC boundary

Local Routes Toolkit for walking & cycling

Public realm improvements

Retail frontages improvements

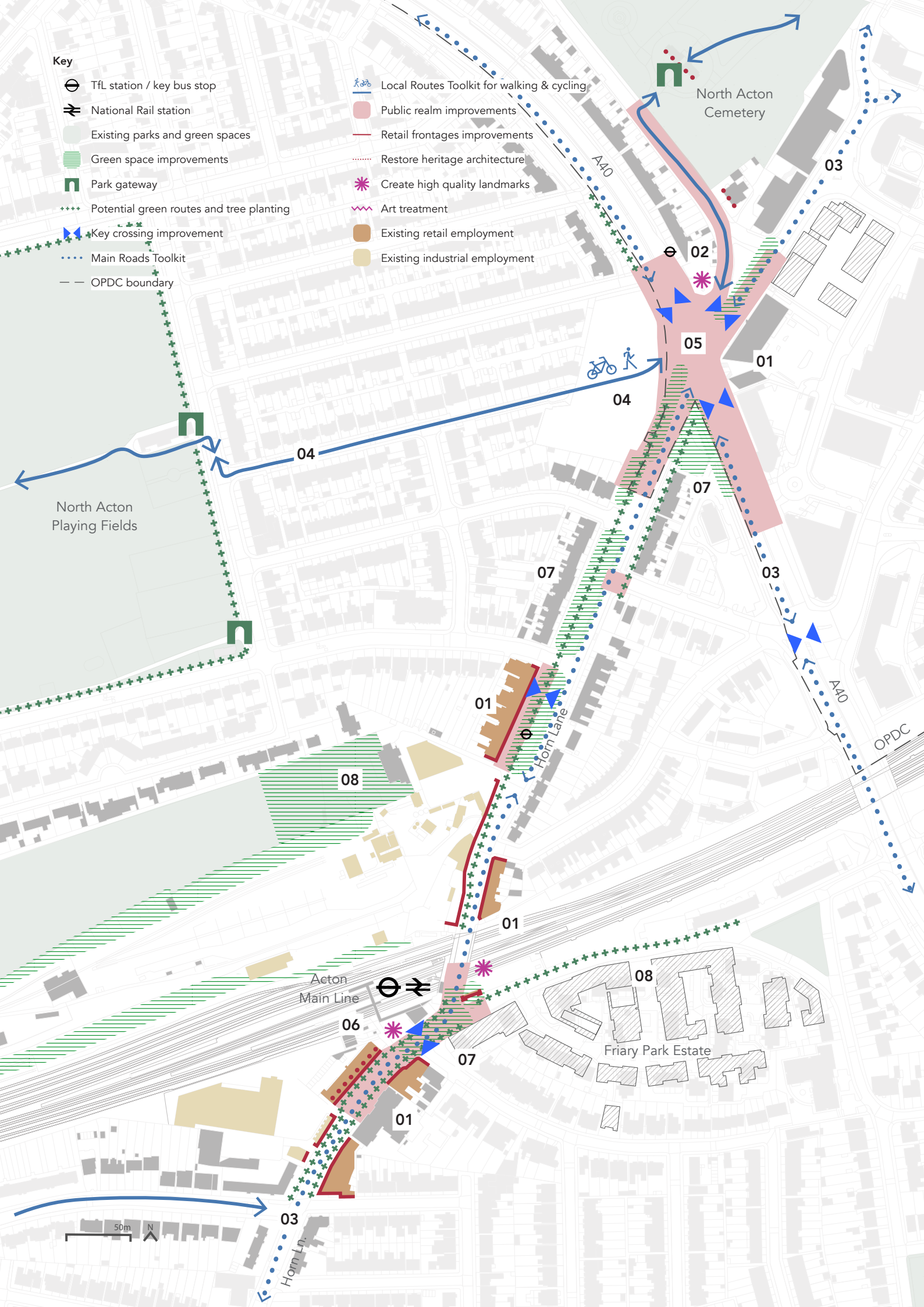
Restore heritage architecture

Create high quality landmarks

Art treatment

Existing retail employment

Existing industrial employment



North Acton  
Playing Fields

North Acton  
Cemetery

01

05

01

03

04

04

07

03

07

08

01

Acton  
Main Line

06

01

07

08

Friary Park Estate

03

Horn Ln.

A40

OPDC

50m

N



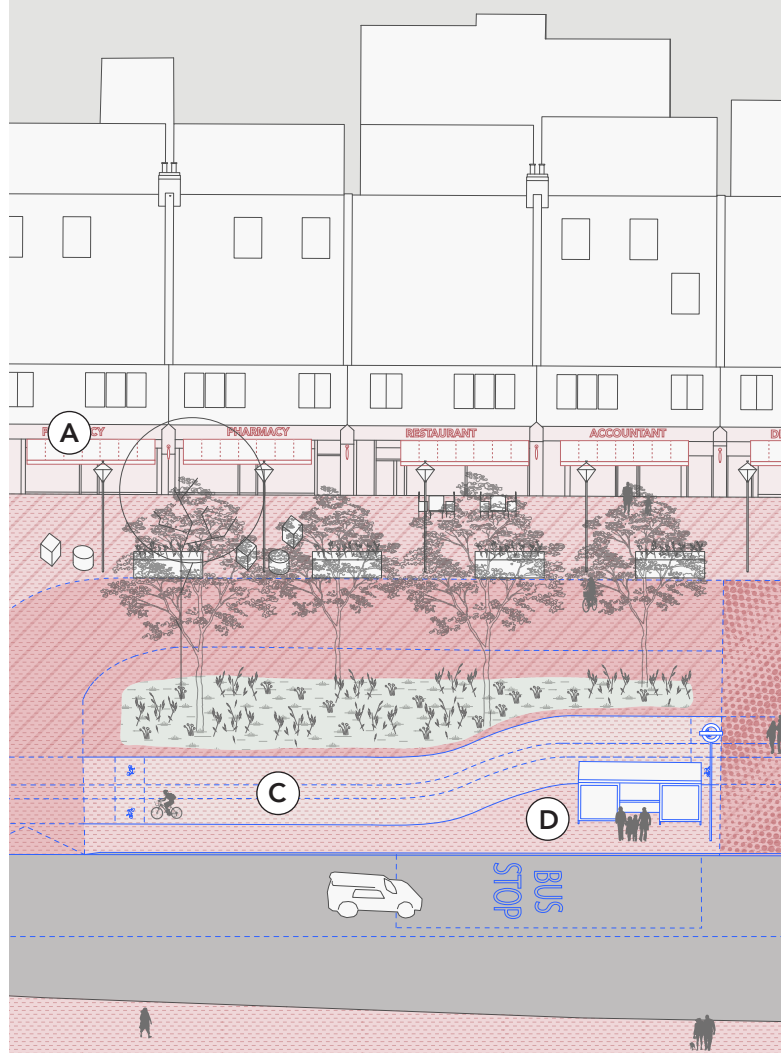
## 6. Focus Areas

### 6.3 Acton Main Line & Horn Lane

Small retail frontages provide neighbourhood amenities however are often overlooked in comparison to the larger town centre high streets. This example at the North end of Horn Lane is well located, however could be enhanced to attract more users and strengthen the local economy and environment.

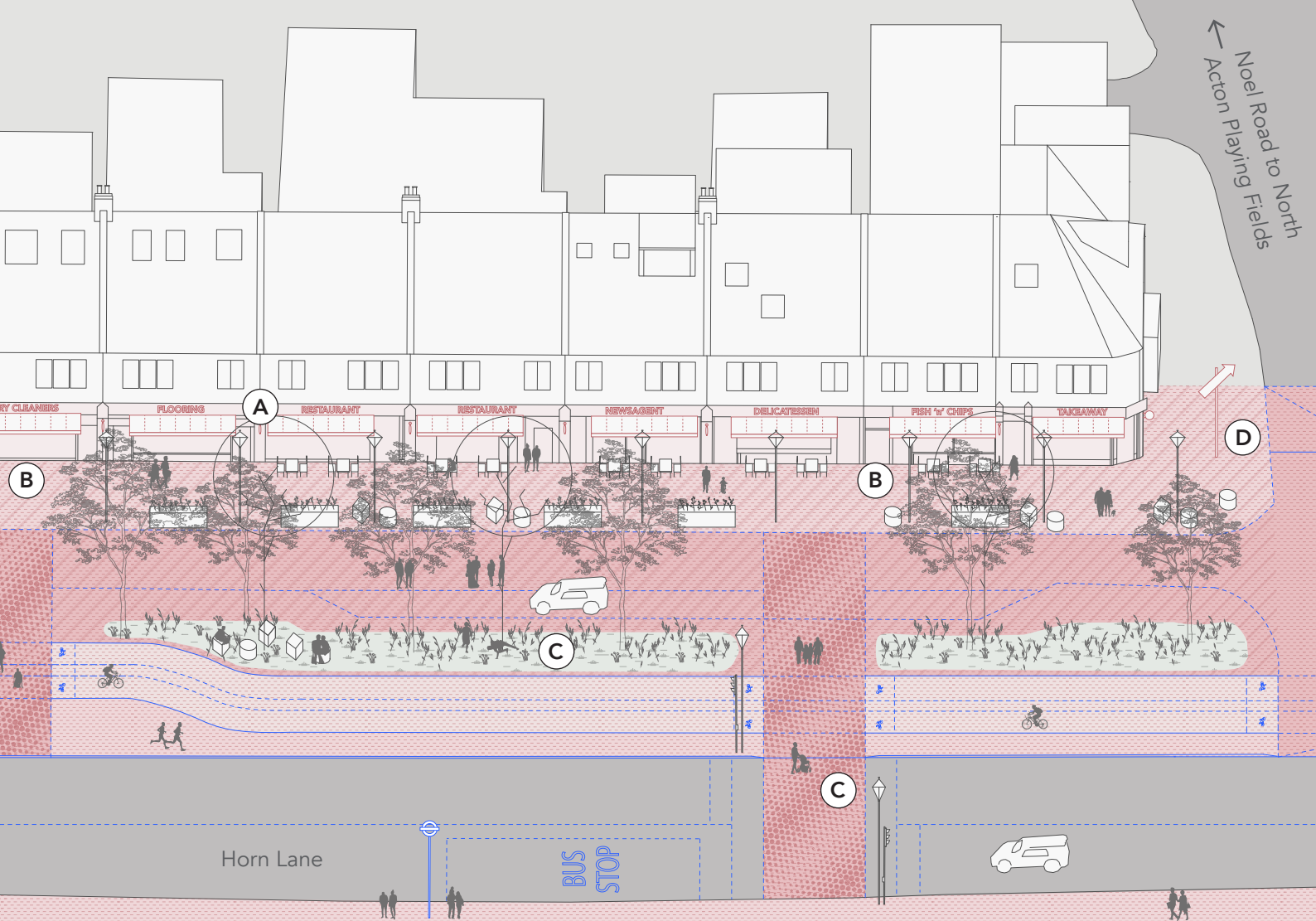
Improvements could include:

- A. Cohesive renewal of shopfronts, signage and awnings with business support. Retention of limited parking to serve retail and disabled users.
- B. A wider footway 'terrace' in front of shops, new lighting, seating, cycle parking and increased low level planting as well as new trees, to encourage footfall and dwell time within the neighbourhood.
- C. Reorganisation of Horn Lane, removing the central island refuge to give more space for pedestrians, greenery and a new segregated cycle lane. A slowing of traffic emerging from the A40 and integration of accessible bus stops.
- D. Improved wayfinding and routes to other local destinations including North Acton Playing Fields, Acton Main Line station and North Acton.



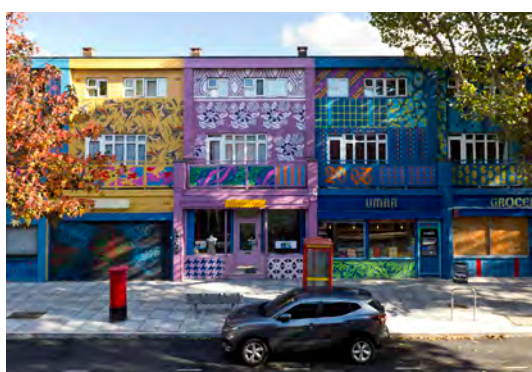
Above: Illustration of potential interventions at Horn Lane.





## Sheffield Grey-to-Green streets

To build resilience against climate change, road improvements included SuDS features such as rain gardens and swales designed to collect storm water run-off, relieving the sewer systems from excess rainfall. Planting beds capture pollutants to prevent them from reaching the watercourse. Credit: Nigel Dunnet, Zac Tudor & Robert Bray Associates.



## Aberfeldy Street, Poplar frontages

Improvements included striking but light-touch refurbishment to dormant retail units, support for existing shops and a programme of engagement and outreach activities. This aimed to retain existing businesses, encourage new ones and increase footfall. Credit: Jan Kattein.

## 6.4 Acton Central &amp; The Vale

## Acton Central & The Vale

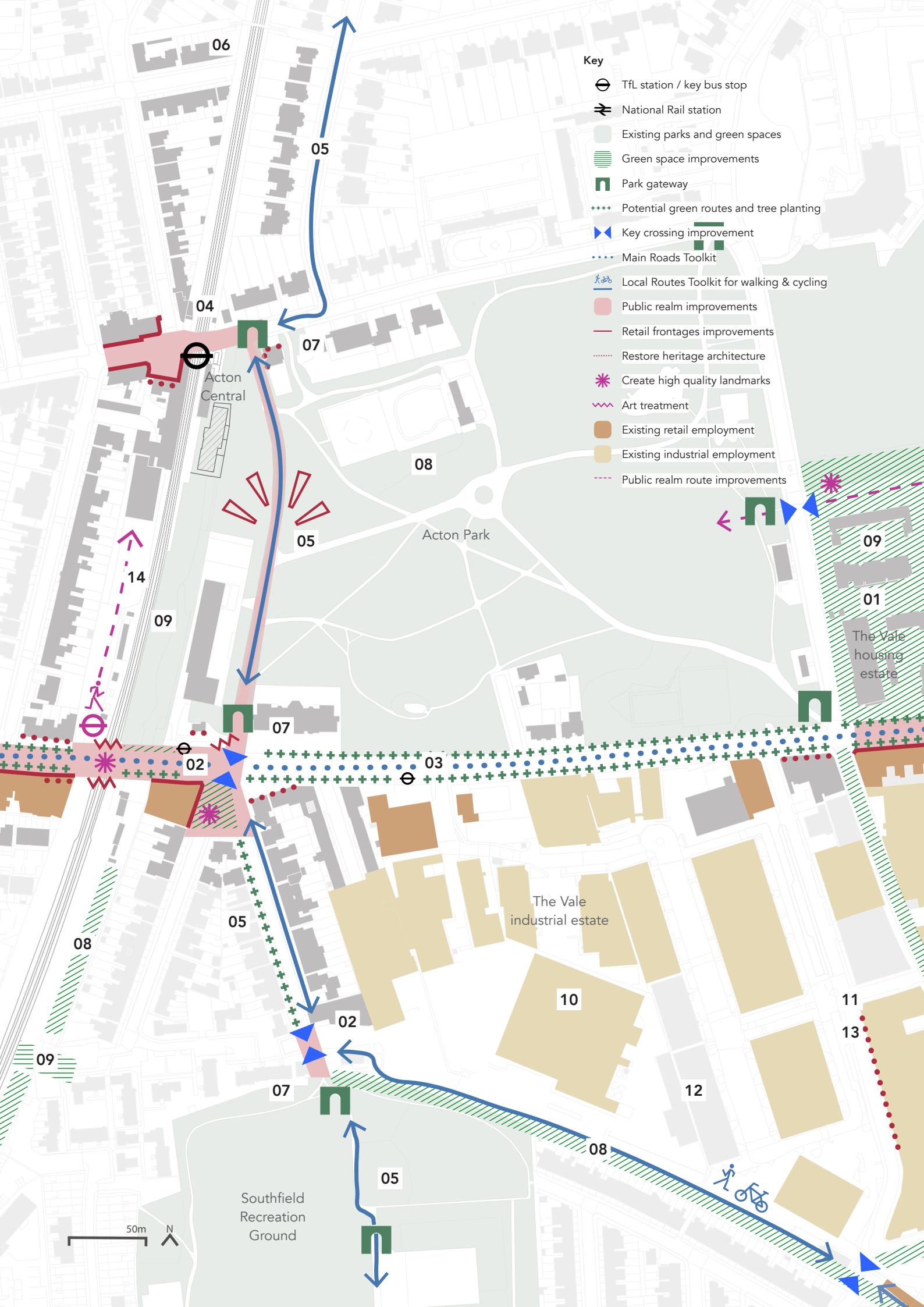
Acton Central station is a key transport link at the eastern end of Churchfield Road, close to Acton town centre. The area benefits from good independent retail around the station and close proximity to Acton Park, which is a crucial green space and leisure amenity. The Vale is less well defined and would benefit from improved public

realm, lighting, park access and street crossings. The Vale industrial estate hosts key local employment and is under pressure from a range of surrounding uses and an anticipated need for commercial space due to potential West London Orbital (WLO) connections.

### Example Use of Framework Strategies

- 01** Improve the environment for residents at The Vale housing estate with increased greenery and site-specific public realm improvements that reflect its community.
- 02** Improve local connections and key crossings to strengthen the route over The Vale towards Acton Park and Southfield Recreation Ground.
- 03** Along The Vale implement a Main Roads Toolkit to create better active travel routes and ensure that moving around in Acton is accessible and safe for all.
- 04** At Acton Central enhance public transport interchange with TfL by improving signage and wayfinding, step-free access to platforms and secure cycle parking. Safeguard access if the level crossing closes due to increases in train frequency (West London Orbital).
- 05** Local Routes Toolkit: Create safe, inviting walking routes, a hierarchy of cycling routes and shared paths through Acton Park.
- 06** Improve pedestrian experience and safety across the Perryn Road bridge and at other key road and railway crossing points.
- 07** Celebrate and enhance Acton Park, Southfield Recreation Ground and other public green spaces with a signage and gateways strategy.
- 08** Open up hidden green spaces and rivers, along old railway routes and Stamford Brook.
- 09** Acton tree planting programme to green community spaces and streets at The Vale housing estate, vacant railway land and car parks between Acton Central and South Acton stations.
- 10** Safeguard the key employment site at The Vale industrial estate. Support its evolution, SMEs and affordable workspace.
- 11** Transition the use boundary between The Vale LSIS and surrounding neighbourhood. Ensure industrial scale is appropriate and allow industrial areas to thrive and weave in with their surrounding context.
- 12** Develop programmes of civic events and encourage cultural activities at The Vale with leisure and evening economy mixed with industrial uses.
- 13** Encourage future uses or developments to address local employment issues, especially in areas of deprivation around The Vale area.
- 14** Deliver future development opportunity sites at Acton Central with mixed uses, not just housing density, exploring improved transport access routes.





## 6. Focus Areas

### 6.4 Acton Central & The Vale

Acton Park is a well-loved destination within the area, close to Acton Central station and The Vale main road. Engagement findings noted street safety concerns along The Vale and Acton Park, especially at night due to the lack of active frontages and poor street lighting.

To celebrate Acton's green spaces and encourage their use, improvements to their visibility, entrances, signage and accessibility is proposed. New green, quiet routes for walking and cycling can better inter-connect Acton's parks, green spaces and recreation areas.

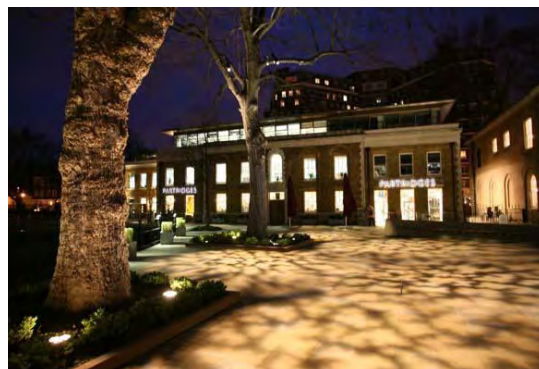
- A. New gateways to highlight Acton's parks, accompanied by informative signage, art or landmarks at entrances, integrated with public transport, pedestrian and cycle routes to enable access.
- B. Public realm renewal, with good quality lighting on streets and within park routes, street furniture, wayfinding, cycle parking and tree & soft landscape planting to improve safety and attraction.



James Canning Gardens, Toronto

Gateways with incorporated lighting to define park entrance and shared routes.  
Credit: Janet Rosenberg & Studio for City of Toronto.

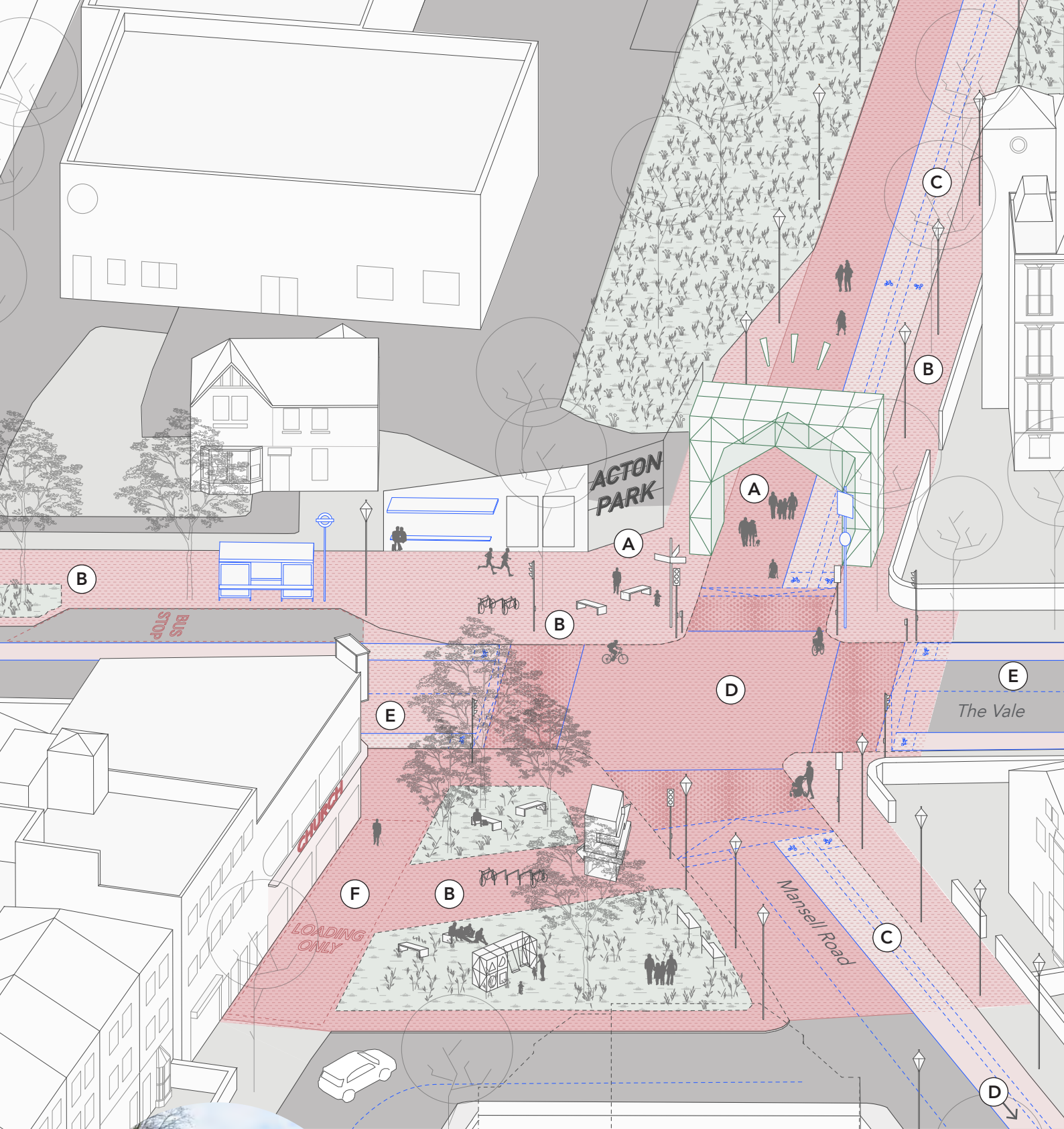
- C. Enhancements to secondary quiet routes between parks, for ease of access across Acton via walking and cycling.
- D. Adjustment of key junction to prioritise the pedestrian and cycle crossing over The Vale, enabling access along the desire line north-south across Acton.
- E. Main road improvements including dedicated cycle lanes if appropriate along the length of The Vale / Uxbridge Road, connecting with neighbouring borough links and secondary routes. Reorganising main road parking to remove clashes with bus stops and cycle lanes whilst ensuring access for local businesses.
- F. Frontage improvements to community hubs and local retail, providing deliveries / loading bays as required without compromising pedestrian experience.



Windrush Square, Brixton

Lighting columns light up path around existing trees to provide ambience and improve sense of street safety at night.  
Credit: Gross Max for LB Lambeth / TfL.





Above: Illustration of potential interventions at Acton Park & The Vale.





## Recommendations for South Acton & Acton Gardens

Acton Gardens and the South Acton area comprise one of the borough's most diverse communities. Recent residential regeneration includes some retail provision and new outdoor spaces. However, the area suffers from economic deprivation with a historically poor level of access to housing and living environment, lacking in amenity, deficiency in access to and quantity of open spaces.

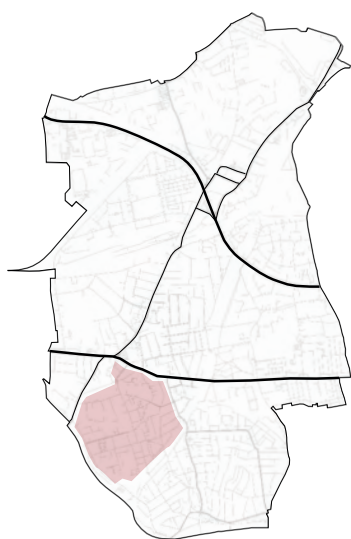
The area has a good PTAL rating and is adjacent to South Acton LSIS, which represent opportunities for better outwards connections and local employment. The future proposed West London Orbital route is expected to create need for commercial space around the station.

### Recommendations:

- Promote or secure affordable workspace to support small businesses.
- Consider residential development with a supporting mixture of uses which could help to reduce barriers to housing deprivation in the area.
- Focus on ensuring sufficient amenity space for residents. Enhance connections with the town centre and improve neighbourhood parades with essential convenience retail and services.
- Local engagement found that community facilities are limited in quantity and affordability. Facilitate easy access to low cost spaces for grassroots community organisations to support cultural life.

### Example Use of Framework Strategies

- 01** Provide and create spaces for allowing different community groups to meet, that are accessible as well as affordable.
- 02** Work with neighbouring boroughs to improve access to key adjacent green spaces and amenities, such as Chiswick Business Park and Gunnersbury Park.
- 03** Improve pedestrian experience and safety at key road and railway crossing points, especially the South Acton Park pedestrian bridge. To address severance and social disparities evident across the railway line.
- 04** Enhance street safety and accessibility to existing green spaces by improving South Acton Park pedestrian bridge.
- 05** Implement a grey-to-green streets strategy along Bollo Lane, to build resilience against climate change and address the climate emergency.
- 06** Support SMEs and affordable workspace in South Acton.
- 07** Support existing local businesses through town centre place making projects in Acton Gardens.
- 08** Encourage future developments to address local employment issues and deprivation, for example with creative, affordable, mixed-uses in ground floor of Acton Gardens redevelopment.
- 09** Encourage cultural uses that may be searching for a home to locate within the Acton Gardens development.



Acton Gardens location



Existing Acton Gardens spaces



Engagement at Bollo Brook Youth Club in Acton Gardens

This framework has actively engaged with Acton Garden residents and recommendations have been informed by engagement feedback, which included:

- The community centre doesn't feel like the community centre. It always needs to be booked or have a formal appointment to be used, rather than being open and inviting.
- Affordable community space is lacking in the area and developer-owned space is very expensive to hire. Organic groups don't want to apply for funds and they need less formal places to store equipment, grow, 'church hall' type spaces.
- Homework clubs would be a good way to get kids to use spaces as libraries are smaller or have been closed.
- Dance classes, rehearsals, etc don't have a home. Loose flexible spaces are now very rare.
- More spaces are needed for sports, creative arts, etc that young people and grassroots organisations can access.
- A feeling shared that Ealing Council don't listen to Acton Gardens residents.
- Conflict has been built out of the redeveloped estate, but a great shared space and negotiating conflict is what builds community.
- Rent has doubled, service charges are high, people were moved temporarily and then into new blocks, not decanted far away, but they are slowly leaving anyway.
- Acton isn't one place in the eyes of local young people, it is three - South Acton, the middle part around Churchfield Road and East Acton.
- Acton town centre is an 'in between' space that doesn't belong to any of the three neighbourhoods.
- Local cultural centres like ActOne cinema or amenities such as Acton Park are seen as far from South Acton, in a different place.



## 6.6 South Acton Industrial Estate

## Recommendations for South Acton Industrial Estate

South Acton is a designated LSIS (Locally Significant Industrial Site), that has particular local importance for industrial and related functions, with a high density of industrial employment. The LSIS has an average 616sqm per unit.

A growing concentration of knowledge intensive employment at the South Acton and The Vale LSIS, is changing the economic role and character of these areas. The South Acton industrial estate is bounded to the North and East by the Acton Gardens

residential redevelopment and is adjacent to South Acton overground station. Sites along the western edge of the LSIS area include planning approval for residential-led mixed-use development, including co-located employment space.

South Acton industrial estate and Acton Gardens sit within a Strategic Area of Regeneration, defined in the London Plan 2021, based on 20% most deprived LSOAs (Lower Super Output Areas) in England.

### Recommendations:

- High priority to adapt policy to retain industrial employment uses.
- Support densification if possible to safeguard employment.
- Promote truly affordable workspace.
- Aim to soften the hard boundary between LSIS and surrounding residential land by encouraging complementary uses which may include small businesses, small scale leisure uses, and/or residential co-location - if developments deliver wider employment benefits.
- Prioritise more detailed masterplanning studies on South Acton and The Vale LSIS, where development pressure is greatest, to enable intensification and proactive evolution of the estates.

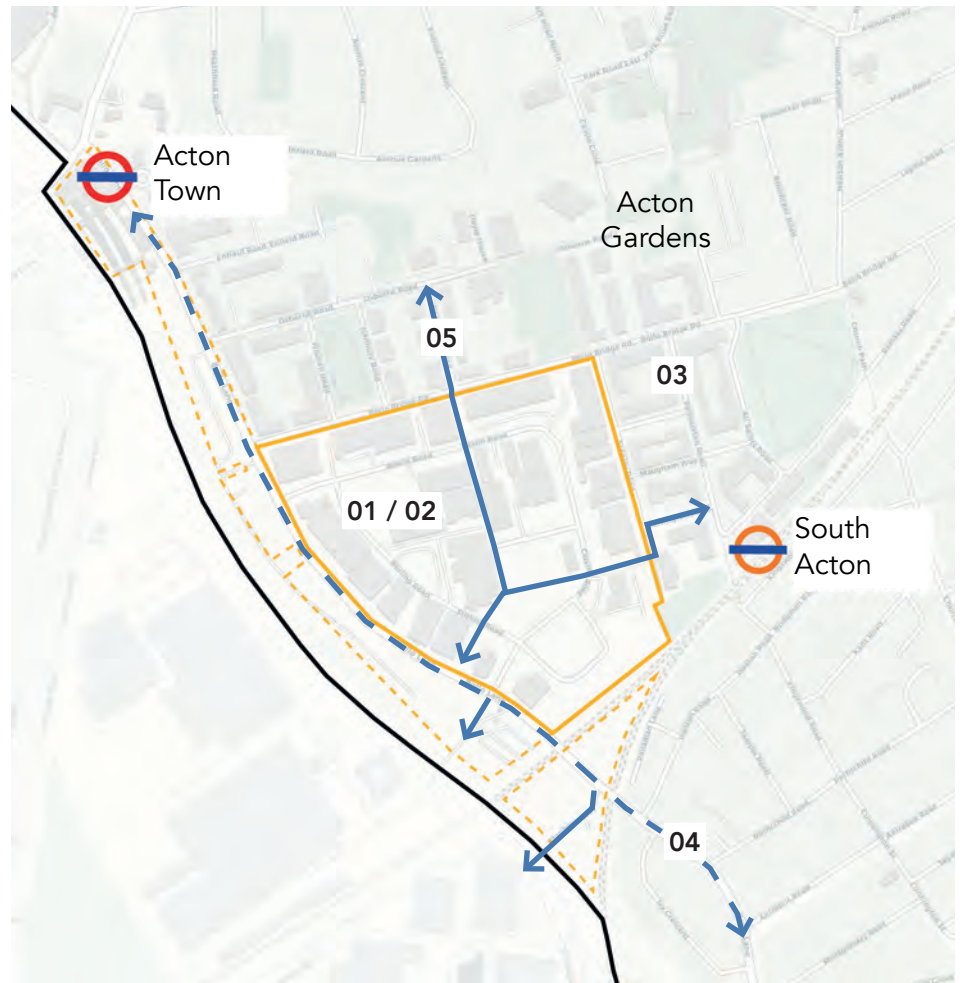
### Example Use of Framework Strategies

- 01** Safeguard the key employment site at South Acton industrial estate and support its evolution.
- 02** Ensure industrial scale is appropriate and allow industrial areas to thrive and weave in with their surrounding context.
- 03** Transition the use boundary between the LSIS and surrounding neighbourhoods.
- 04** Implement a main roads toolkit along Bollo Lane to create better active travel routes and ensure access to South Acton Industrial Estate is safe for all.
- 05** Improve pedestrian and cycling connections through the estate, to local residential areas and amenities such as Chiswick Park, especially in relation to continued growth in Acton Gardens.





LSIS location



- Acton study area boundary
- - - South Acton LSIS
- South Acton industrial estate

South Acton industrial estate (existing photos)



Example scheme of industrial intensification at Trimite Site Ashley Road, Hillingdon.



## 6.7 The Vale Industrial Estate

## Recommendations for The Vale Industrial Estate

The Vale is a designated LSIS (Locally Significant Industrial Site) close to Acton town centre, that is a key location with a high concentration of Acton's employment density, containing a mix of land uses predominantly industrial. The LSIS has an average 767sqm per unit.

The LSIS area includes a managed industrial estate as well as other industrial, warehouse, cash-and-carry and self-storage typologies

along Eastman Road, Warple Way and fronting The Vale. The main road hosts a high value business / office cluster but is limited by an average PTAL.

To the East of the industrial estate are heritage industrial buildings which have seen some conversion for residential use, with an overall loss of industrial space between 2004 and 2018. The LSIS has a high employment density but not all the space is truly industrial.

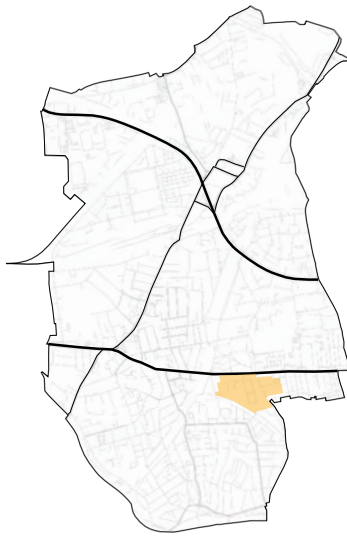
### Recommendations:

- Ensure policy is in place to retain and expand employment density. Presence of less-intensive industries allows flexibility of employment type / floorspace needs.
- Promote affordable workspace and ensure this is truly affordable. Encourage small businesses, small scale leisure uses and/ or consider residential-led mixed-use industrial developments - if developments deliver wider employment benefits.
- Aim to regulate the boundary between the LSIS and surrounding residential areas, to control the loss of industrial usage.
- Drive commercial uses and protect industrial space, including affordable workspace to support small businesses in high value knowledge economy industries and creative industries. Focus on office business sector to support the existing cluster.
- Explore co-location as a potential solution for industrial supply shortages. Increase accessibility to support cluster growth.

### Example Use of Framework Strategies

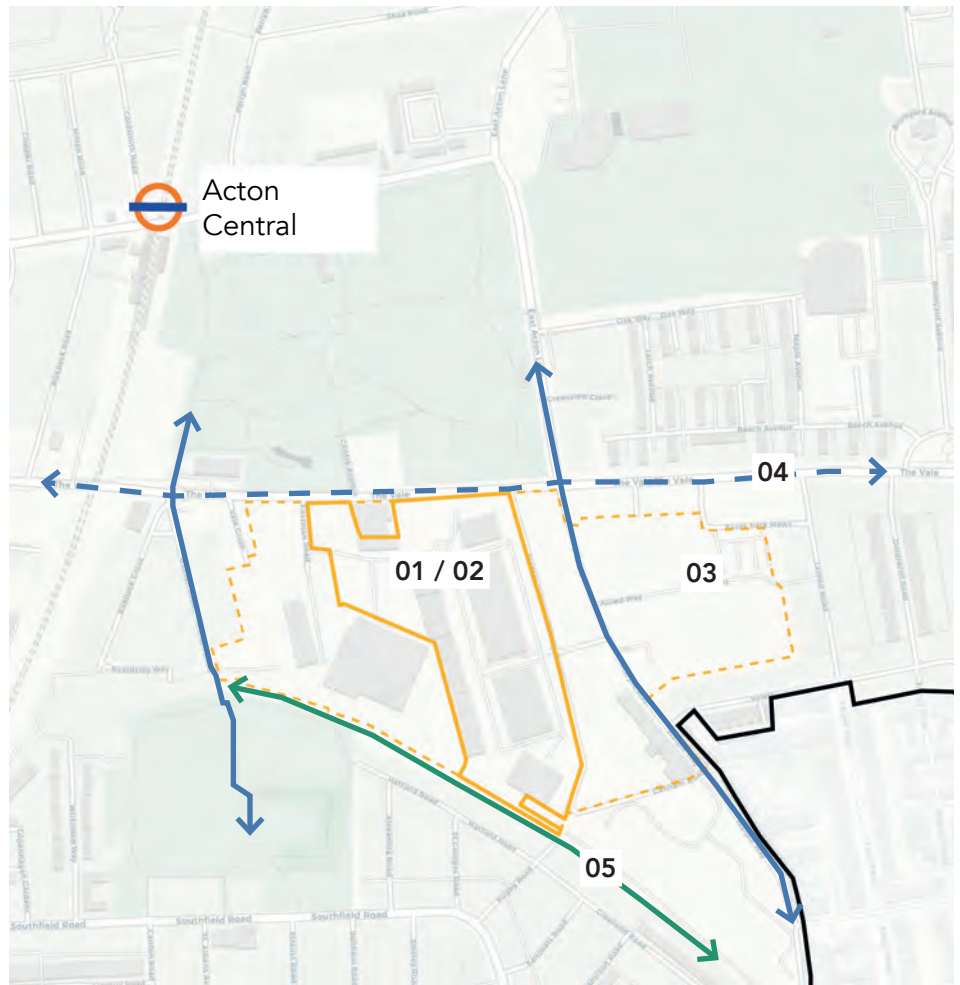
- 01** Safeguard the key employment site at The Vale industrial estate and support its evolution.
- 02** Ensure industrial scale is appropriate and allow industrial areas to thrive and weave in with their surrounding context.
- 03** Transition the use boundary between the LSIS and surrounding neighbourhoods.
- 04** Integrate with a main roads toolkit along The Vale, to create better active travel routes and ensure that moving around in Acton is accessible and safe for all.
- 05** Explore opportunities for site employees to have improved access local green spaces.





LSIS location

- Acton study area boundary
- - - The Vale LSIS
- Acton Park industrial estate (managed)



South Acton industrial estate (existing photos)



Example scheme of mixed residential and industrial at Lascar Works Site, Hounslow.





## 6.8 Working with OPDC

## Recommendations for working with OPDC

Park Royal is London's largest industrial estate. The Mayor of London established the Old Oak and Park Royal Development Corporation (OPDC) in 2015 as a local planning authority for the area which is responsible for guiding future development via its Local Plan, adopted 2022.

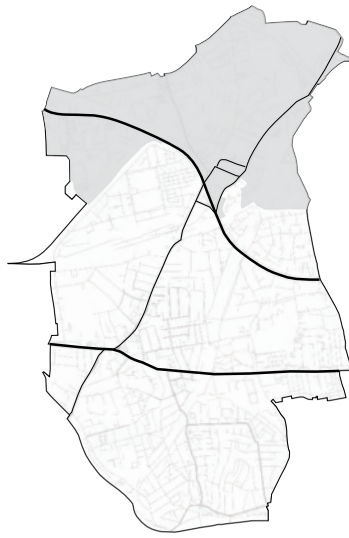
OPDC covers northern areas of Acton within the borough of Ealing, including Park Royal, Channel Gate, North Acton and Old Oak Common areas. The OPDC boundary straddles the A40, Central Line and residential / industrial use divisions.

Areas of Acton to the south of the OPDC will be highly influenced by forthcoming redevelopment including HS2 and overground rail infrastructure as well as a new town centre at Old Oak. This framework is a tool to harness wider regeneration and large projects, as opportunities for growth to meet local needs in the wider Acton area. Links from East Acton and Horn Line will need to consider emerging connections at North Acton, Park Royal and Old Oak.

The following strategies seek to respond to OPDC's Local Plan ambitions, complement its growth and collaborate across the boundary.

### Example Use of Framework Strategies

- 01** Site-specific public realm, housing estate and street frontage improvements along the A40 including urban design opportunities at Park Royal.
- 02** Improve pedestrian experience and safety at key road crossing points, especially on the A40 at Gypsy Corner between Horn Lane and North Acton.
- 03** Develop and enhance public transport opportunities with Transport for London (TfL), especially with lift provision at North Acton station.
- 04** Green the A40 and its margins, especially between Gypsy Corner and the A40 / Old Oak Road junction.
- 05** Work with OPDC to retain SIL industrial uses where allocated. Work with OPDC on their new High Streets offer at Old Oak, North Acton and their relationship to East Acton where allocated in their Local Plan.
- 06** Work with OPDC on residential-led mixed industrial uses in areas allocated within their Local Plan, to ensure these meet the needs of local communities.
- 07** Promote uses in Acton that complement OPDC Local Plan, creating a differentiation from Park Royal industry. Build upon inward investment and housing growth to enhance social and economic benefits to existing local residents and businesses throughout the Acton area, to build a robust local economy in line with Ealing's Plan for Good Jobs, inclusive and green growth ambitions.
- 08** Strengthen long-term partnerships with OPDC, TfL, local organisations and community groups, based on shared interests.



OPDC authority extent



**01 / 02 / 04** - Example scheme of main road greening and traffic reduction at Canning Town. Credit: Landscape Projects for LB of Newham.

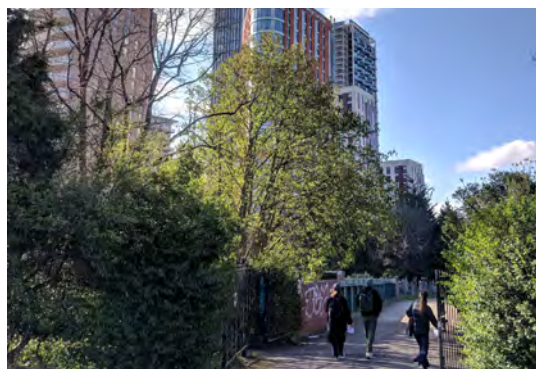
Existing OPDC area photos:



**02** - Poor pedestrian and cycling experience crossing the A40 at Gypsy Corner.



**04** - Lack of greening to improve aspect, noise levels or air quality along the A40.



**05** - Opportunity for improved green routes, for example via Acton Cemetery.



**06 / 07** - Limited uses within Park Royal that complement or integrate with nearby West Acton residential area.

# 7. Delivery



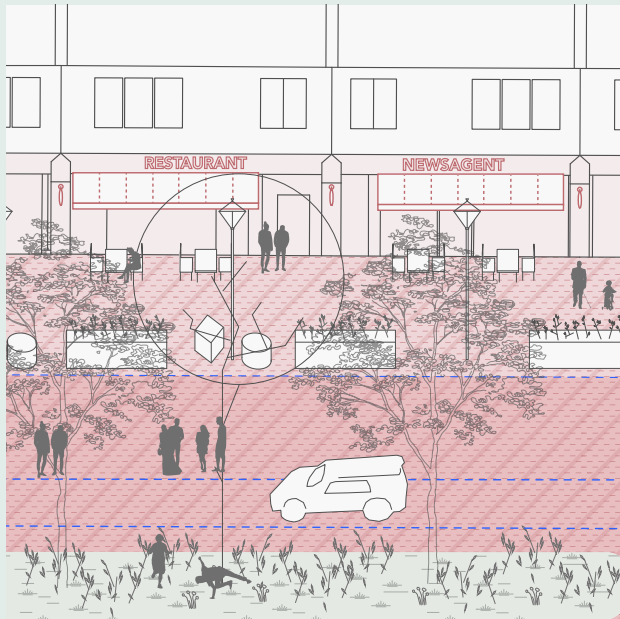
## 7.1 Delivery Strategy

The interventions have been split into phases to outline recommendations for the order of priority to improve, enrich, strengthen and then consolidate this Framework’s vision for Acton.

### Phase 1 0-2 years

#### Improve The Existing Context

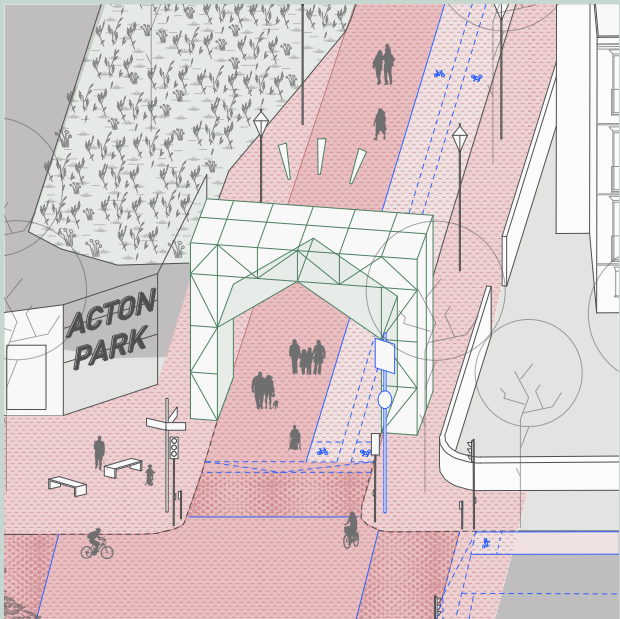
A focus on interventions that can be carried out immediately to provide significant **local improvements for the existing Acton community**. These interventions will primarily look to address the **legibility and identity of Acton**, suggest quick wins to improve ecology and encourage more opportunities to **celebrate existing and foster new local communities**.



### Phase 2 0-4 years

#### Enrich Local Character

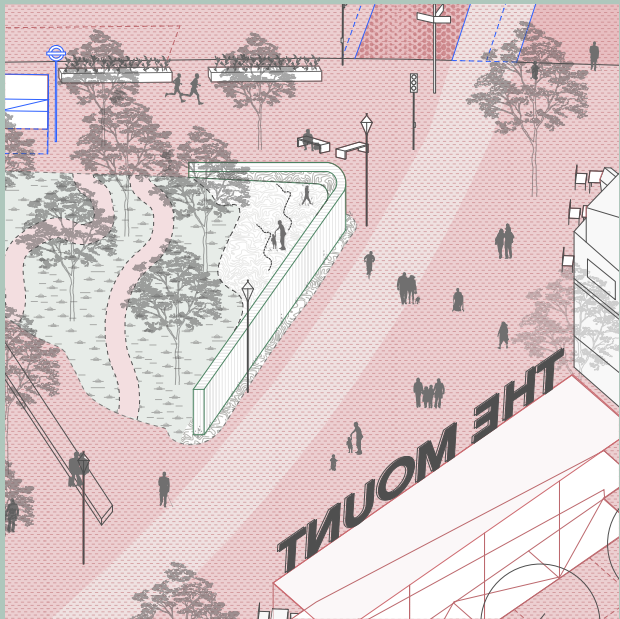
Focused interventions to gradually **improve the connections between Acton’s assets** and its local communities. These interventions will look to **enhance heritage and green spaces, improve accessibility and connectivity, and provide opportunities for the local community to effectively utilise underused spaces**.



### Phase 3 0-6 years

#### Strengthen Acton’s Appeal

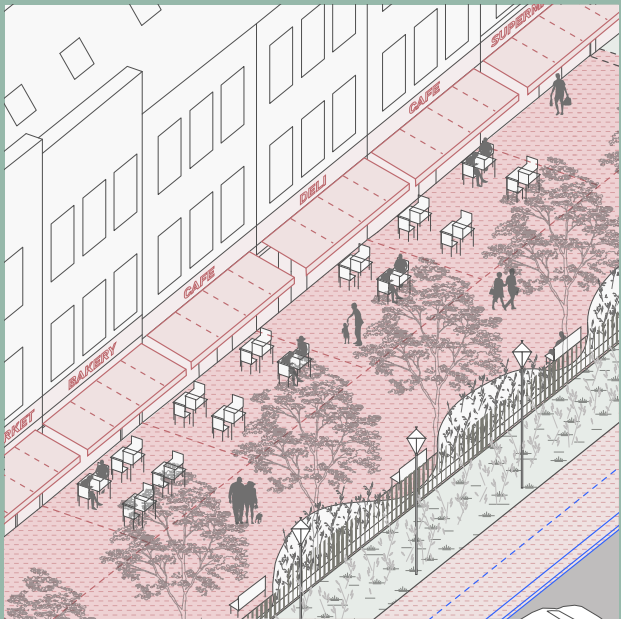
Considered opportunities to **expand Acton’s diverse character**. These interventions will look to deliver **long-term measures to reinvigorate high streets** including mixed-use developments that **provide flexible space use, opportunities for local employment** and deliver **stronger connections to Acton’s neighbouring boroughs**.



### Phase 4 Ongoing

#### Consolidate Acton’s Vision

A focus on **safeguarding Acton’s identity** throughout all phases of improvement. These interventions will guide the evolution of **valuable cultural and industrial sites** and address the importance of **site improvement strategies alongside sustainable development**, to help retain Acton’s existing identity.

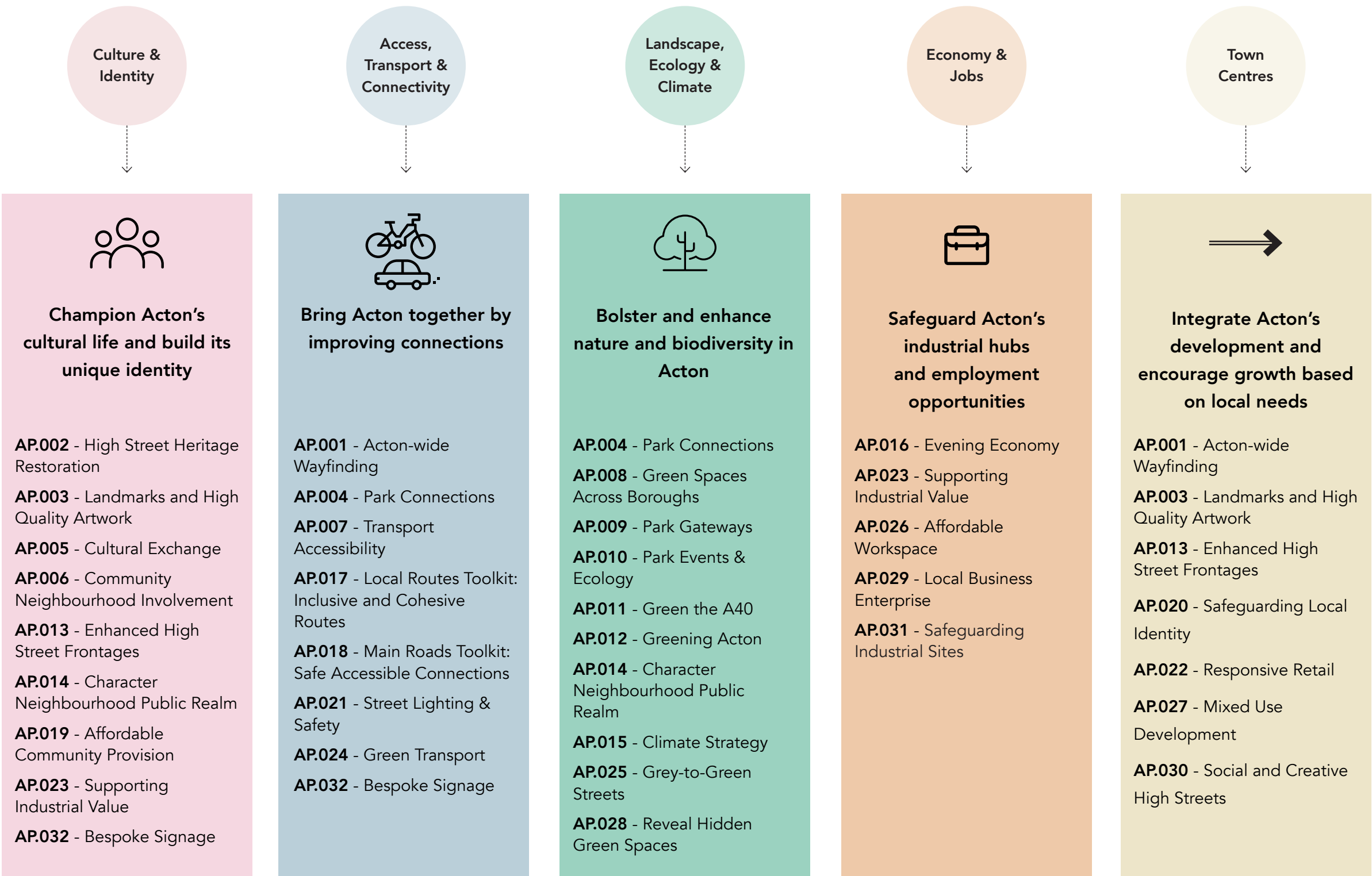


7.2 Delivery Plan

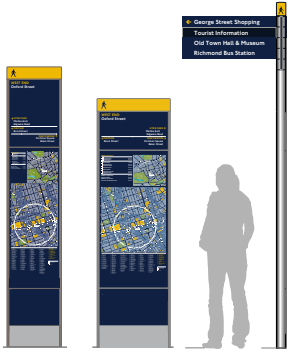
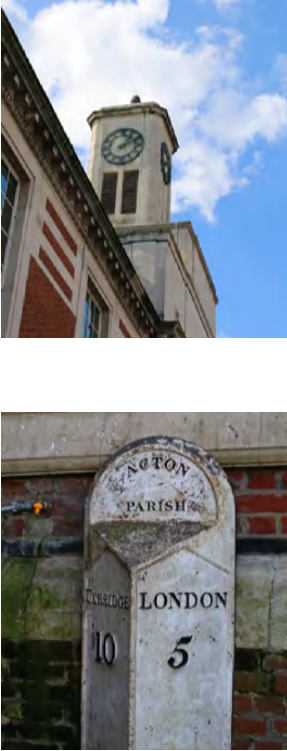
The vision themes have been distilled into specific recommendations for interventions that can help to achieve the aims of the community-led Framework. Delivery of these interventions will reconnect, celebrate and help shape the future of Acton and highlight key areas to focus inward investment based on community priorities.

Funding has not been secured for the projects identified in this framework, however this delivery plan will be used to bring together different partners and resources required to progress these projects through to delivery. This includes working closely with OPDC to harness and realise the benefits of the OPDC regeneration.




Projects which improve key infrastructure in locations which are relevant to forthcoming developments will look to unlock Section 106 funding as well as through other funding streams.








Note: Interventions that apply to two themes have been listed against both.

Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.001	Acton-wide Wayfinding		Deliver improved wayfinding to make Acton more legible, improve connections between centres and improve understanding of place for both local people and visitors.	Acton-wide	Active Transport & Connectivity Town Centres	Ealing Council, Local Businesses, TfL, Local Residents and Community Groups	0-2 years	Ealing Council local authority funding TfL (Legible London programme)
AP.002	High Street Heritage Restoration		<p>Restore the heritage architecture along the High Street in Acton town centre using engagement with the local Acton history group, walking tours, building visits etc and the development of local participation in local listing / grade listing discussions.</p> <p>This should focus on giving agency to under-represented groups, young people and local communities to have a stake in what is defined locally as of heritage value. This may include The Six Bells pub, the original fire station, the George and Dragon pub, heritage frontages along High Street and the western end of Churchfield Road as well as more recent modern buildings that contribute to local character.</p> <p>Consider creation of a Heritage Action Zone, to help facilitate, fund and deliver town centre enhancements and restoration works.</p>	Acton town centre	Culture & Identity	Acton History Group, Local Businesses, Ealing Council	0-4 years	Public sector high street funding Historic England funding (Heritage Action Zone)






Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.003	Landmarks and High Quality Artwork		<p>Work with the community to create landmarks, interventions and high quality public art at key locations around Acton including Acton Town Centre, at the A40 high point bridge, Acton Town station, Acton Main Line station and East Acton.</p> <p>These interventions should celebrate diversity, give platforms to under-represented local artists and help reinforce Acton's unique identity. Along the A40 these should be carefully designed at key junctions and approaches, to signify the urban quality of the area and improve Acton's wider appeal.</p> <p>Consider interface with existing initiatives including Acton Mural Trail and Acton Unframed.</p>	Acton town centre, Acton Main Line, East Acton	<div>Culture &amp; Identity</div> <div>Town Centres</div>	Ealing Council, Local Businesses, TfL, Local Residents, GLA, OPDC	0-6 years	<p>Ealing Council</p> <p>CEZ funding</p> <p>Public sector funding</p> <p>Developer contributions (£106 / CIL)</p>
AP.004	Park Connections		<p>Strengthen local pedestrian connections to parks by improving key routes, nearby crossings and adjacent public realm.</p> <p>Identified areas for potential improvement include the crossing over The Vale at the entrance to Acton Park, the Mansell Road route to Southfield Recreation Ground, routes from the High Street to Springfield Gardens and Woodlands Park, and routes between North Acton and North Acton Playing Fields. Refer to Landscape, Ecology &amp; Climate vision map (section 5.2).</p>	Acton-wide	<div>Landscape, Ecology &amp; Climate</div> <div>Active Transport &amp; Connectivity</div>	Ealing Council, Land Owners, Local Business, OPDC	0-2 years	<p>Green Infrastructure funding</p> <p>Ealing Council</p> <p>Developer contributions (£106 / CIL)</p>
AP.005	Cultural Exchange		<p>Develop The Mount as a key civic space and place for cultural exchange, acting as an anchor point for local residents and community groups.</p> <p>Invest in the market and local festivals with a calendar of events programmed throughout the year. A cultural hub located on the High Street should be established to act as a springboard for this, using an existing Council-asset or vacant retail unit with dedicated Council officer support.</p>	Acton town centre - The Mount	Culture & Identity	Acton Together, Local Residents, Ealing Council	0-2 years	<p>Public sector high street funding</p> <p>GLA (HSFA)</p> <p>Ealing Council</p>



Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.006	<b>Community Neighbourhood Involvement</b>		<p>Encourage community involvement in local decision making and town engagement groups. Work with existing residents, faith and education groups and through public engagement; for example via online community engagement platforms, youth engagement groups, regular meetings or urban rooms for the public to drop in to contact community representatives.</p> <p>Invite local-level community involvement in the designation of key sites, strategy decisions, energy schemes, use of parks, key pavement upgrades, street safety measures and other priorities highlighted in recent engagement exercises such as Shaping Acton.</p>	Acton-wide	Culture & Identity	Local Residents, Ealing Council, Community Groups	0-2 years	Ealing Council
AP.007	<b>Transport Accessibility</b>		<p>Develop and enhance public transport opportunities with Transport for London (TfL).</p> <p>Deliver better step-free access to platforms at all Acton stations, alongside new / improved safer railway crossings around Acton Central and South Acton stations. Provision of drop-off / taxi services at Acton Main Line station to enable mixed-mode travel interchange.</p>	Acton Central, South Acton, East Acton, Acton Main Line, Acton Town, West Acton	Active Transport & Connectivity	Ealing Council, TfL, OPDC	0-6 years	TfL Levelling Up Fund
AP.008	<b>Green Spaces Across Boroughs</b>		<p>Establish partnerships with neighbouring boroughs to improve access to key green spaces such as Wormwood Scrubs, Gunnersbury Park, Ealing Common and the back route between Vale Lane (West Acton) and Park Royal.</p> <p>These interventions should include signage, wayfinding and pedestrian accessibility improvements focused on improving cross-borough access to key adjacent green spaces and amenities. Refer to Landscape, Ecology &amp; Climate and Access, Transport &amp; Connectivity vision maps (section 5.2).</p>	Acton-wide	Landscape, Ecology & Climate	Ealing Council, London Boroughs of Hounslow / Brent / Hammersmith and Fulham, OPDC	0-6 years	Public sector high street funding Green Infrastructure funding Ealing Council OPDC

Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.009	Park Gateways		<p>Implement a bespoke signage and gateways strategy to increase the visibility of park entrances, provide clearer internal wayfinding, information on facilities and events, and improve access to services.</p> <p>This could be initiated with a community-led design competition for local creatives to submit proposals for green space gateways, signage and lighting to reflect Acton’s character.</p>	Acton-wide	Landscape, Ecology & Climate	Ealing Council, Local Community Groups, Local Residents, Land Owners	0-2 years	Ealing Council  Developer contributions (s106 / CIL)
AP.010	Park Events & Ecology		<p>Work with the Ealing Parks Foundation and other local groups to increase local involvement in green spaces, which may engage with youth, elderly, children’s adventure playgrounds and sports, ecology, food or other community groups.</p> <p>This group may facilitate:</p> <ul style="list-style-type: none"><li>• Events hosted by local groups in Acton community gardens and group outdoor exercise.</li><li>• An urban forest planting or group park gardening programme for seasonal planting maintenance and ecology initiatives as educational or therapeutic practice for the local community.</li><li>• Planting of woodland wildlife areas within existing parks to increase biodiversity and variety of ecology.</li><li>• Local gardening opportunities with community street planters and increased access to allotments.</li></ul>	Acton-wide	Landscape, Ecology & Climate	Ealing Council Parks team, Local Community Groups, Local Residents, Land Owners	0-2 years	Ealing Council  Public sector funding





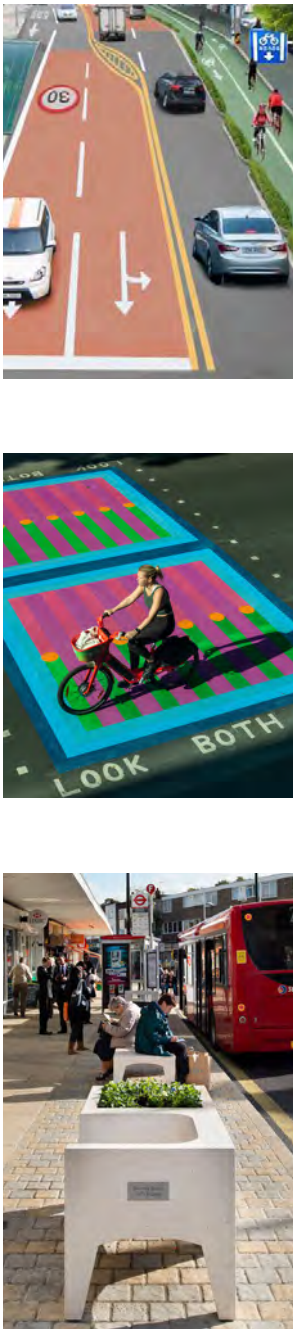
Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.011	Green the A40		<p>Greening improvements along the A40 and its margins, to reduce noise levels and improve air quality in adjacent spaces and create more attractive active walking and cycling routes.</p> <p>Immediate focus areas include the stretch of A40 between Gypsy Corner and the Acton Main Line rail bridge, the junctions with Wales Farm Road and with Old Oak Road at East Acton. Urbanise key junctions to slow speeds and reduce traffic dominance.</p>	Gypsy Corner (North Acton), East Acton, Park Royal	Landscape, Ecology & Climate	Ealing Council, Land Owners, OPDC, London Borough of Hammersmith & Fulham	0-6 years	Green Infrastructure funding OPDC
AP.012	Greening Acton		<p>Increased greening of community spaces and housing estates such as The Vale, Friary Park Estate and Acton Gardens with a variety of tree planting, soft landscaping and community planters.</p> <p>Other priority areas for improvements include the vacant land and car parks east of the railway between Acton Central and South Acton Stations, regions surrounding Moreton Tower &amp; Rufford Tower, the Woodlands Park &amp; Ark Soane development and the land behind Shamrocks Social Club which could serve as a potential green route. Refer to Landscape, Ecology &amp; Climate vision map (section 5.2) and to Focus Area maps (section 6.1).</p>	Acton-wide	Landscape, Ecology & Climate	Ealing Council	0-2 years	Public sector high street funding Ealing Council Green Infrastructure funding

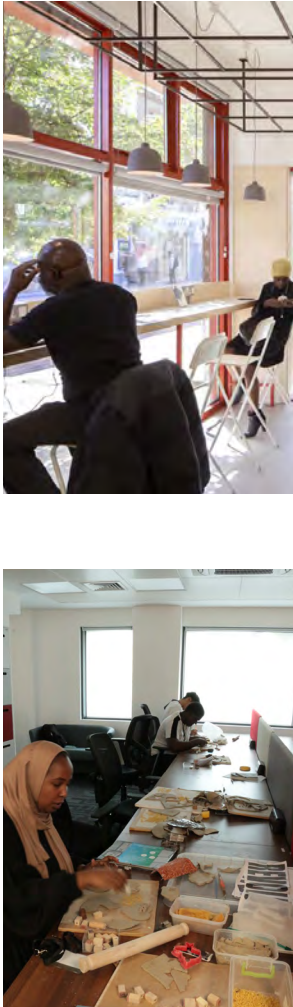

Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.013	Enhanced High Street Frontages		Enhance retail frontages from Horn Lane to Market Place, the High Street in Acton town centre, East Acton along Old Oak Common Lane and around Acton Main Line station as an immediate council priority. Refer to Focus Area maps (section 6.1).	Acton town centre, Acton Main Line, East Acton, West Acton, Horn Lane, Acton Gardens	Culture & Identity	Ealing Council, Local Businesses	0-4 years	Public sector high street funding GLA (HSFA)
			These interventions should set a precedent for future development, making Acton's high street offer more attractive and improving perceptions of the area, footfall to local businesses, local pride and sense of identity.  Commission design competitions to draw upon local talent from artists or urban design professionals.		Town Centres			
AP.014	Character Neighbourhood Public Realm		The Mount, Acton town centre, The East Acton local high street (Old Oak Common Lane) and Acton Lane present opportunities for impactful public realm improvements contributing to the resilience of Acton's high streets.	West Acton, South Acton, Acton town centre, East Acton, Acton Main Line	Culture & Identity	Ealing Council	0-4 years	Developer contributions (s106 / CIL)
			Commission urban design teams to seek opportunities for the creation of defined, connected public space.		Landscape, Ecology & Climate			

Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.015	Climate Strategy		<p>Work across scales to embed climate strategies into the local economy and development. Use and expand upon example initiatives, such as retailers working with Climax Community Ltd in Acton town centre, to encourage local businesses to engage with conversations on the climate crisis and introduce reductions in their carbon footprint across Acton.</p> <p>Prioritise engagement with local residents through town engagement groups, to explore the cultural implications of the climate emergency. Consider the formation of ‘citizens assembly’ formats or listening groups to bring a range of local voices together, to engage at a macro level on Council responsibilities, policies and strategies, and to inform Council-led changes.</p>	Acton-wide	Landscape, Ecology & Climate	Ealing Council, Acton BID, Community Groups, Local Residents, Local Businesses	0-2 years	Ealing Council Mayoral programmes
AP.016	Evening Economy		<p>Within Acton town centre, promote wider usage during evenings. Outdoor / al-fresco dining should be actively encouraged in response to changes in behaviours in the aftermath of the Covid-19 pandemic. Within The Vale industrial estate region this could be supported by integrating evening economy uses with existing industrial uses to diversify the offer.</p> <p>Provide local business support for meanwhile uses of vacant or under-used spaces, which could include food and beverage offers such as breweries, street food, local produce etc.</p>	Acton town centre, East Acton, The Vale industrial estate	Economy & Jobs	Local Businesses, Community Groups, Acton BID	0-2 years	Public sector economic development funding Business Levy










Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.017	Local Routes Toolkit: Inclusive and Cohesive Routes	 	<p>Specifically address the limited North-South and East-West pedestrian and cycling routes to combat severance across Acton, as a Council priority.</p> <p>Deliver pavement improvements, create more sheltered, safe spaces at key crossings and a buffer of separating soft landscaping between main roads and walkways.</p> <p>Usability should be prioritised to ensure those with reduced mobility can get around Acton with step-free access, especially across infrastructure and bridges (i.e. the railway crossings around South Acton station).</p> <p>These interventions focus on promoting inclusion and cohesion across Acton and the 20-minute Neighbourhoods, addressing the issue of physical severance and division by creating safe and inviting walking and cycling routes.</p> <p>Improvements to walking routes should be followed by the implementation of a clear hierarchy of connected cycling routes throughout Acton. In instances of successful existing routes these should be enhanced, with new routes implemented where required or to replace poor ones.</p> <p>Priority routes identified include Bedford Park - the Avenue - Southfield Road - Thames Tideway site - Warple Way; Southfield Road - Rugby Road - Stamley Gardens; Acton Main Line - Noel Road (or new routes through adjacent green space) - North Acton playing fields - Alliance Road bridge into Park Royal; improvements to the A40 parallel route; the link with Ealing routes westwards; the link with Hammersmith &amp; Fulham through routes east to Shepherd's Bush. Refer to Transport &amp; Connectivity vision map (section 5.2).</p> <p>Integrate with Grey-to-Green Streets principles (as AP.025).</p>	Acton-wide	Active Transport & Connectivity	Ealing Council Highways, TfL, London Borough of Hammersmith & Fulham, OPDC	0-4 years	Ealing Council  Public sector high street funding  OPDC




Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.018	Main Roads Toolkit: Safe Accessible Connections		<p>Developing and implementing a main roads strategy is vital to reducing severance in Acton and would incorporate improved pedestrian zones, dedicated cycle lanes (segregated where appropriate), demarked bus stops and routes that do not clash with cycle lanes or parking, reconfigured local parking arrangements, street planting, furniture, lighting and surrounding public realm / landscaping improvements.</p> <p>Gaps in active travel have been identified within the framework’s research, which should be addressed by focusing on transforming the following routes;</p> <ul style="list-style-type: none"><li>• North-South active transport route (Gunnersbury Park - Horn Lane - North Acton)</li><li>• Central North-South active transport route (Acton Common - Acton Park - Acton Central)</li><li>• Western North-South active transport route (Twyford Avenue - West Acton - Park Royal)</li><li>• Eastern North-South active transport route (The Vale - East Acton - Old Oak Common Lane)</li><li>• East-West active transport route (Uxbridge Road - The Vale)</li><li>• Alongside main road strategies for Bollo Lane and Acton Lane / South Parade.</li></ul> <p>Refer to Transport &amp; Connectivity vision map (section 5.2).</p> <p>Integrate with Grey-to-Green Streets principles (as AP.025).</p>	Acton-wide	Active Transport & Connectivity	Ealing Council Highways, TfL, London Borough of Hammersmith & Fulham, OPDC	0-6 years	Levelling Up Fund Public sector regeneration funding TfL OPDC

Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.019	Affordable Community Provision		<p>Provide access to affordable, low cost and accessible community spaces.</p> <p>Protect and support existing community centres and where these are lost or undergoing change of use, ensure equivalent or enhanced space is re-provided. Especially within Acton's smaller neighbourhoods, for example West Acton community centre and North Acton pavilion.</p> <p>A network of existing and potential community rooms should be identified. Working with existing and emerging community groups, a programme for the use of these spaces should be developed to ensure their ongoing sustainable use to support diverse opportunities, foster community cohesion, local connections and custodianship.</p> <p>A lack of affordability and sufficient space within the existing community centre provision has been identified in Acton Gardens. Explore opportunities in this area for increased, affordable provision for grassroots community organisations and groups to meet. Work with partners to maximise their offer for local people, promotion and programming.</p>	Acton Gardens / South Acton, West Acton, East Acton	Culture & Identity	Ealing Council, Community Groups	0-2 years	Public sector regeneration funding
AP.020	Safeguarding Local Identity		<p>Ensure future infrastructure allows local culture and identity to flourish, through Council-led initiatives to gain commitments from TfL, developers and landowners to community engagement and high quality neighbourhood involvement when preparing and delivering re-development projects.</p> <p>Expand resource for local community engagement officers or specific local teams, for example an Acton Town Centre Team, which could work alongside GLA High Streets For All models to catalyse community participation in proposed changes to the area.</p>	Acton Central, South Acton, Acton town centre, East Acton, Acton Main Line	Town Centres	Ealing Council, GLA	Ongoing	Ealing Council GLA (HSFA)







Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.021	Street Lighting & Safety		Improve street lighting on key roads and railway crossing points identified as Gypsy Corner, A40 at East Acton, A40 Wales Farm Road, A40 Perryn Road bridge, the Perryn Road railway pedestrian bridge, South Acton Park pedestrian bridge, Steyne Road roundabout and along The Vale close to Acton Park. Local routes and connections should also be reviewed to determine levels of personal safety for women and vulnerable groups. Refer to existing Ealing Street Safety surveys. Refer to summary of findings in section 4.3.	Acton-wide, A40	Active Transport & Connectivity	Ealing Council, TfL, Local Street Safety Groups, OPDC	0-6 years	Public sector high street funding TfL OPDC
AP.022	Responsive Retail	 	<p>Identify opportunities for the clustering of businesses and services to increase draw for users and high street visitors. Build upon findings from 20-minute Neighbourhood strategies to test the local retail offer within each of Acton's town centres and understand their use. This study recommends that Acton's retail areas should be differentiated from competing centres such as Ealing and Shepherd's Bush Westfield.</p> <p>At Acton town centre, promote leisure, convenience goods and comparison retail to improve footfall and enhance evening economy opportunities. Promote Churchfield Road as a distinct offering to increase footfall to this area.</p> <p>East Acton has a strong convenience offer but its identity needs strengthening. A diversification of offer and placemaking improvements could improve performance, enhance employment and visitor footfall.</p> <p>Small existing retail parades along Horn Lane should be supported to deliver local amenities and services. New retail units at Acton Gardens / South Acton are under-utilised and should offer essential retail as well as flexible space for local businesses and/or community groups.</p> <p>Consider promotion of meanwhile uses to reduce vacancy (as AP.029).</p>	Acton town centre, East Acton, Horn Lane, South Acton	Town Centres	Ealing Council, Local Businesses, Acton BID	0-6 years	Public sector high street funding GLA

Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.023	<b>Supporting Industrial Value</b>		<p>Provide masterplan-led support for the enhancement and intensification of Acton's Industrial areas and key employment sites (The Vale and South Acton industrial estates), whilst exploring ways to celebrate how these areas contribute to Acton's cultural identity.</p> <p>Refer also to Industrious Ealing study recommendations.</p>	The Vale & South Acton industrial estates	<div>Economy &amp; Jobs</div> <div>Culture &amp; Identity</div>	Ealing Council, Local Businesses, Acton BID	0-6 years	Public sector economic development funding
AP.024	<b>Green Transport</b>		<p>Improve the sustainability of public transport infrastructure by working with TfL to transition to all electric bus routes (initially focusing this along Uxbridge Road) and extending TfL cycle hire scheme and micro-mobility into Acton.</p>	Acton-wide	Active Transport & Connectivity	Ealing Council, TfL, OPDC, London Borough of Hammersmith & Fulham	0-4 years	Levelling Up Fund TfL OPDC
AP.025	<b>Grey-to-Green Streets</b>	 	<p>Implement a grey-to-green street strategy to enhance the street experience for all street users, build resilience against climate change and address the climate emergency.</p> <p>This means reclaiming street space for new trees, low-level planting, rain gardens, permeable paving and other sustainable urban drainage (SuDS) interventions. The strategy would identify sites and a programme of implementation, with design codes and planting palette for each type of intervention.</p> <p>Some streets identified for improvements include Gunnersbury Lane, the crossings at Gypsy Corner and the East Acton streetscape between East Acton Lane, the A40 and Erconwald Lane. Refer to Landscape, Ecology &amp; Climate vision map (section 5.2).</p>	Acton-wide	Landscape, Ecology & Climate	Ealing Council, TfL, OPDC	0-4 years	Public sector high street funding Ealing Council OPDC

Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.026	<b>Affordable Workspace</b>		<p>Support SMEs with affordable workspaces in The Vale and South Acton industrial estates, underused upper floor spaces on main roads at Acton town centre and East Acton.</p> <p>Consider use of adjusted business rates and Levelling Up and Regeneration Bill powers to facilitate opportunities for co-working spaces, meanwhile and community uses.</p> <p>Refer also to Industrious Ealing Affordable Workplace study recommendations. Refer to Economy &amp; Jobs vision map (section 5.2).</p>	The Vale & South Acton industrial estates, Acton town centre, East Acton	Economy & Jobs	Ealing Council, Acton BID	0-4 years	Public sector regeneration funding Levelling Up Fund
AP.027	<b>Mixed Use Development</b>		<p>Work with OPDC to progress mixed-use development in and around existing industrial areas that are adjacent to largely residential neighbourhoods. Industrial areas should be evolved to provide some complimentary offer to adjacent areas, allow for appropriate mixed-uses and increase the opportunity for hyper-local jobs.</p> <p>Refer to Economy &amp; Jobs vision map (section 5.2).</p>	Park Royal, Brunel Road, Old Oak Common, North Acton	Town Centres	Ealing Council, OPDC	0-6 years	Public sector economic development funding OPDC
AP.028	<b>Reveal Hidden Green Spaces</b>		<p>Enhance accessibility to hidden, forgotten or closed green spaces and rivers across Acton and safeguard these from future development.</p> <p>Work with the Canal &amp; River Trust, London Wildlife Trust, Ealing Parks Foundation and other local groups to investigate sites similar to and including; the disused pitches to the north east side of Twyford Avenue Sports Ground, Acton Storm Tanks site and adjacent land, inaccessible open space behind Princes Gardens / Tudor Gardens and the Stamford Brook route alongside Southfield Recreation Ground.</p> <p>Refer to Landscape, Ecology &amp; Climate and Access vision map (section 5.2).</p>	Acton-wide	Landscape, Ecology & Climate	Ealing Council, Land Owners, Canal & River Trust, London Wildlife Trust, Ealing Parks Foundation	0-4 years	Public sector regeneration funding



Number	Intervention	Example Image	Description	Location	Theme	Stakeholders	Timescale	Funding options
AP.029	Local Business Enterprise		<p>Implement high street initiatives and placemaking projects in Acton town centre, East Acton along Old Oak Common Lane and within Acton Gardens; to address retail vacancies and focus on growing skills and jobs for local residents.</p> <p>Consider use of Levelling Up and Regeneration Bill powers to enforce lets in long-term vacancies and invite bids to allow community groups and small businesses to fill voids on high streets.</p>	Acton town centre, East Acton, West Acton, Horn Lane, Acton Gardens	Economy & Jobs	Ealing Council, Acton BID	0-4 years	Public sector economic development funding Levelling Up Fund
AP.030	Social and Creative High Streets		<p>Encourage creative, affordable, mixed-use tenants within ground floor units of the Acton Gardens redevelopment, Acton town centre and South Acton and The Vale industrial estates; particularly focusing on addressing local employment issues in areas of deprivation.</p> <p>Create a Council-led initiative to work with local creatives and partner them with existing businesses or vacant spaces, to expand upon the talent evidenced within the CEZ at Park Royal, seeking to expand this further South within Acton.</p>	Acton Gardens / South Acton retail units, The Vale industrial estate, Acton town centre	Town Centres	Ealing Council, Acton BID, Local Businesses	Ongoing	Public sector economic development funding
AP.031	Safeguarding Industrial Sites		Fast-track implementation of policies to safeguard the existing allocation of industrial sites particularly focusing on retaining the The Vale and South Acton industrial estates. To address creep of mixed-uses and residential conversions that are eroding industrial floorspace and employment capacity.	The Vale and South Acton industrial estates	Economy & Jobs	Ealing Council, Local Businesses, GLA	0-2 years	Ealing Council
AP.032	Bespoke Signage		Deliver wayfinding and gateways at key locations around Acton including Rufford & Moreton Towers, The Mount, the Acton Vale estate and Acton Gardens.	Acton town centre, Acton Gardens, The Vale	Culture & Identity Active Transport & Connectivity	Ealing Council, Local Businesses, TfL, Local Residents and Community Groups	0-2 years	Ealing Council local authority funding

## 7.3 Theory of Change

Setting out a hierarchy of key strategies, the anticipated immediate and long-term outcomes and how each intervention can be monitored against success, particularly focusing on the value each change will have on the existing Acton community.

The Theory of Change is outlined in a flow chart format, to indicate how strategies can be combined to affect wider changes and positive outcomes.

Theme	Local Context	Strategy	Immediate Outcome	Long Term Outcome	Outcome Indicators	Impact
ACCESS, TRANSPORT & CONNECTIVITY	Issues with severance throughout the Acton area, due to a lack of strategic connections and active transport options.	Improvements to pedestrian north-south and east-west connections. Improve cycling routes across Acton [quiet routes strategy [AP.017]	Active transport options become a more convenient, safer and practical option for local journeys.	A gradual shift from car to active travel for local journeys.  A gradual shift from car to public transport for local journeys.  A gradual shift from car to sustainable multi-modal forms of travel for journeys both within and wider than the local area.	PTAL ratings  Traffic and collision levels  Public transport usage  Air quality and noise levels  Public Health Index  CO <sub>2</sub> Levels  Footfall levels  Public Opinion Survey	Strategies implemented contribute to achieving the aims of the Council Plan; Creating good jobs, Tackling the Climate Crisis and Fighting Inequality.  Acton's town centres, neighbourhoods and employment sites are better connected, improving local cohesion and sense of identity, and reducing inequalities between areas.  All Acton's residents benefit from improved transport infrastructure and new links developed at key locations (e.g. Elizabeth Line, HS2 and West London Orbital).  Acton sits at the forefront of sustainable 20-minute Neighbourhoods within London.
	Lack of active travel routes that are safe for pedestrians and cyclists.	Implement a main roads strategy to ensure moving around Acton is safe and accessible for all. [AP.018]	Improved overall sense of personal safety and street safety - with more natural surveillance.			
	Lack of strategic connections to green spaces.	Improve pedestrian entrances to parks and nearby crossing points. Improve pedestrian connections from the high street to green spaces. [AP.004]	Easy access to green spaces and local amenities is enabled.			
	Issues with poor pedestrian infrastructure and street safety concerns.	Improve pedestrian experience and safety at key roads and railway crossings with improved signage, signalling, lighting and paving surfaces. [AP.021]	Severance is reduced between neighbourhoods.			
	Issues with lack of accessible transport and opportunities for modal-interchange.	Provide step-free access to all stations, enhance public transport options with TfL including review of bus stop locations, cycle hubs and drop-off points to enable mixed-mode travel. [AP.007]	Public transport becomes a sustainable transport option that is more viable for all.			
	Lack of sustainable local travel infrastructure.	Work with TfL to transition to all electric bus routes through Acton, implement TfL cycle hire scheme and micro mobility in Acton. [AP.024]	Public transport contributes a decreasing amount to air pollution and Acton's carbon footprint.			



Theme	Local Context	Strategy	Immediate Outcome	Long Term Outcome	Outcome Indicators	Impact
CULTURE & IDENTITY	Low levels of community engagement with local heritage.  Need to restore and celebrate heritage assets within town centres.	Engage with the local Acton history group, deliver walking tours, building visits to restore the local importance of heritage architecture. [AP.002]  Invite residents to participate in local listing / grade listing discussions - focus on giving agency to under-represented groups and local communities. [AP.002]	Improved overall sense of heritage value and ownership for the local community.	Increased local pride in the area.	Business Yield  Land value  Footfall levels  CO <sub>2</sub> Levels  Public Opinion Survey	Strategies implemented contribute to achieving the aims of the Council Plan; Creating good jobs, Tackling the Climate Crisis and Fighting Inequality.  New developments are informed by the needs of local residents and businesses and benefit local communities.  Increased sense of local community cohesion.  Ealing Council leads local authorities on implementing climate-beneficial policies.
	Lack of community involvement in public engagement.  Lack of personal neighbourhood action at a micro level.	Invite local level community involvement in the designation of key sites, strategy decisions and energy schemes. [AP.006]	Improved community awareness of the climate emergency and the opportunities for mitigation.	Footfall, dwell time and spend increased in town centres.  Reduction in anti-social behaviour and increased perception of safety.		
	Lack of public engagement with the implications of the climate emergency.	Work across scales to embed climate strategies into the local economy and developments. [AP.015]  Engagement with local residents to explore the cultural implications of climate emergency and local initiatives. [AP.015]  Engagement with the public at a macro level on Council responsibilities, policies and strategies. [AP.015]	Community involvement in local initiatives.  Increased mandate for Council-led changes (e.g. local authority commitments on divestment, green energy schemes and housing stock retrofit).	Improved mitigation of climate issues at all levels of the community.  Increase yield for local businesses		

Theme	Local Context	Strategy	Immediate Outcome	Long Term Outcome	Outcome Indicators	Impact
LANDSCAPE, ECOLOGY & CLIMATE	Lack of strong connections between green spaces in the area.	Establish partnerships with neighbouring boroughs to improve key spaces. [AP.008]	Appealing public spaces.	Increased local pride in the area.	Business Yield	Strategies implemented contribute to achieving the aims of the Council Plan; Creating good jobs, Tackling the Climate Crisis and Fighting Inequality.
	Lack of local engagement in green spaces, initiatives and maintenance. Lack of civic pride, unkempt public spaces	Provide incentives to log and record wildlife in Acton to build a local ecology map created by residents. [AP.010]				
		Establish a partnership between parks and children's adventure playground groups. [AP.010]				
		Facilitate a series of events hosted by local groups in Acton community gardens. [AP.010]				
	High level of noise and air pollution surrounding major roads.	Greening improvements of community spaces, housing estates, vacant land and car parks, along the A40 and main roads. [AP.012]	Increased community involvement in local events and cultural programming.	Reduction in anti-social incidents, crime or reporting of safety concerns.	CO <sub>2</sub> Levels	Acton is a desirable destination within London for visitors.
	Lack of local greening.					
			Increased community involvement in greening initiatives.	Increased biodiversity & climate resilience	Air quality and noise levels	All residents can access green spaces and community assets within 20-minute Neighbourhood principles.
			Cleaner streets and public space	Increased business yield in town centres.	Public Health Index	
CULTURE & IDENTITY	Lack of civic / cultural programme in the town centre that galvanises across demographics.	Develop a key civic hub for cultural exchange, acting as a key anchor point for local residents and community groups. [AP.005]	Cleaner streets and public space	Increased business yield in town centres.	Public Opinion Survey	All residents can access green spaces and community assets within 20-minute Neighbourhood principles.
		Investment in the market and local festivals with a calendar of events programmed throughout the year. [AP.005]				

Theme	Local Context	Strategy	Immediate Outcome	Long Term Outcome	Outcome Indicators	Impact
TOWN CENTRES	Lack of legibility navigating within Acton, lack of gateways at significant areas that could reinforce a sense of local identity.	Enhance Acton's public realm. [AP.014]				
	Perception of low value and appeal of the high street by local residents.	Improved neighbourhood wayfinding and gateways at key locations. [AP.001 & AP.032]	More appealing public spaces and desire for locals to use town centres.	Increased local pride in the area.		
	High levels of deprivation.  Issue with limited access to well connected, impactful public space for all.	New landmarks and high quality public art at key locations to reinforce Acton's unique identity. [AP.003]	Improved sense of local identity for Acton's character neighbourhoods.	Footfall, dwell time and spend increased in town centres.	Business Yield  Land value	Strategies implemented contribute to achieving the aims of the Council Plan; Creating good jobs, Tackling the Climate Crisis and Fighting Inequality.
TOWN CENTRES	ECONOMY & JOBS	Implement high street initiatives and placemaking projects to improve retail frontages, pavements and greening along Acton's key high streets. [AP.029]	Increased diversity and mixture of uses within retail areas.  Increased community involvement in town centres.	Increased perception of safety.  Town centre vitality and increased number of new businesses	Footfall levels  Employment Levels	Acton is a desirable destination within London for visitors.
		High levels of retail vacancies.  Limited opportunities to develop skill and jobs for local residents.	Business rates adjusted and support provided to facilitate meanwhile uses, pop-ups and community organisations within town centres. [AP.026]  Create local jobs hub to provide access to skill and training, especially for young people. [AP.029]	Improved employment opportunities among local residents.  Increased educational and employment levels among local residents.	Public Opinion Survey	All residents can access essential retail and key amenities within 20-minute Neighbourhood principles.



Theme		Local Context	Strategy	Immediate Outcome	Long Term Outcome	Outcome Indicators	Impact
TOWN CENTRES	ECONOMY & JOBS	Lack of a diverse social offer beyond traditional working hours.	Diversify space use. [AP.027, AP.030]	More diverse space offering and local business provision.  Improved spatial coherence.  Community groups facilitated with a range of affordable spaces.	Diverse and thriving town centres and employment locations.  Increased local pride in the area.  Footfall, dwell time and spend increased in town centres.	Business Yield	Strategies implemented contribute to achieving the aims of the Council Plan; Creating good jobs, Tackling the Climate Crisis and Fighting Inequality.
		Lack of affordable, low cost and accessible community spaces.	Provide access to affordable, low cost and accessible community and work spaces. [AP.026]				
		Lack of connections between grassroots community groups.	Encourage creative, affordable, mixed use redevelopment. [AP.027]				
ECONOMY & JOBS		Lack of affordable workspaces for SMEs.	Encourage community uses in under-used spaces. [AP.019]	Improved evening offer and sense of street safety.	Reduction in anti-social behaviour.	Footfall levels	Employment sites are retained with increased jobs capacity and cohesive with the surrounding mixture of uses.
		Lack of a diverse provision of space use.	Promote evening economy and leisure uses within town centres and industrial estates. [AP.016]				
		Lack of specific planning policy to safeguard the existing allocation of industrial sites.	Implement policies to safeguard the existing industrial sites. [AP.031]	Ensures future infrastructure allows local culture and identity to flourish, retaining and enhancing local jobs.	Increased local employment opportunities.  Reduced deprivation.	Indices of Multiple Deprivation	Acton sits at the forefront of sustainable 20-minute Neighbourhoods within London.
			Commission masterplan studies and design codes to guide development of industrial employment sites. [AP.023]				

# Thank you

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