

We
Made
That



A Vision for Greenford and Perivale

A Community-led 20-Minute Neighbourhood Framework



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Councillor 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.

This framework is the first step towards achieving this in Greenford and Perivale, which are two towns that have experienced low levels of investment and high claimant counts compared to other parts of the borough. This framework is focused on creating a stronger economy for Greenford and Perivale, supporting existing businesses and creating new jobs in growth sectors. It is about delivering improved and new infrastructure to support residents.

Greenford and Perivale have a wealth of strong communities 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 400 local people have contributed to this 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 this 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.

Councillor Shital Manro, Cabinet Member for Good Growth

Executive Summary





Oldfield Lane North, view from Greenford Station

Executive Summary

Greenford and Perivale are two suburban towns in the London Borough of Ealing. They are distinct from each other, but share the same types of buildings, streets and open spaces, have similar population demographics and have related economies.

Together, they contain the borough's main concentrations of Strategic Industrial Location (SIL). The areas are also home to a multi-cultural population of approximately 61,000 residents which make them two of the most diverse places in the borough.

Greenford consists of three wards, Greenford Broadway, Central Greenford and North Greenford. It is split by major infrastructure: both roads and rail lines. It has developed around a historical town centre in the south of the area, one of Ealing's most important retail hubs today. To the north, key manufacturing and distribution businesses are accommodated within large swathes of industrial land, where huge employment potential lies.

Perivale sits to the east of Greenford and consists of largely inter-war suburban housing. It is also comprised of a substantial amount of industrial land, with an established logistics and trading estate that has developed over several decades. Good access to the A40 provides quick and direct links from regional hubs to central London and beyond, encouraging strong demand for industrial space in the area.

During the last decade Greenford and Perivale have suffered from a significant loss of employment leaving the area with a high claimant count since the start of the Covid-19 pandemic. Some neighbourhoods in Central Greenford and Greenford Broadway are amongst the 30% most deprived neighbourhoods nationally. This has left local people feeling forgotten about, with both areas needing investment to support healthy lifestyles, address inequalities and provide employment opportunities.

A 20-minute neighbourhood model



The 20-minute neighbourhood model invites us to imagine flourishing local centres where job opportunities as well as everyday services and amenities are within walking distance of our homes. In a 20-minute neighbourhood, economic, health, social and environmental benefits are secured by encouraging active and sustainable travel, and local high streets and commercial areas are supported to thrive.

For many Greenford and Perivale residents, the 20-minute neighbourhood model is currently unattainable due to the limited local offer combined with areas of poor connectivity between the area's local centres. There are also high levels of severance, low-quality, unsafe and fragmented walking and cycling routes, which discourage active and sustainable travel.

Perivale lacks a coherent centre yet Greenford Broadway offers a limited range of uses. Both towns suffer from a lack of amenities, such as community, cultural and civic spaces, leisure facilities and spaces for young people, whilst the evening and night-time economies are weak.

There is a lack of knowledge-intensive employment, whilst existing jobs and economic growth are concentrated within industrial areas, where employment densities are currently low.

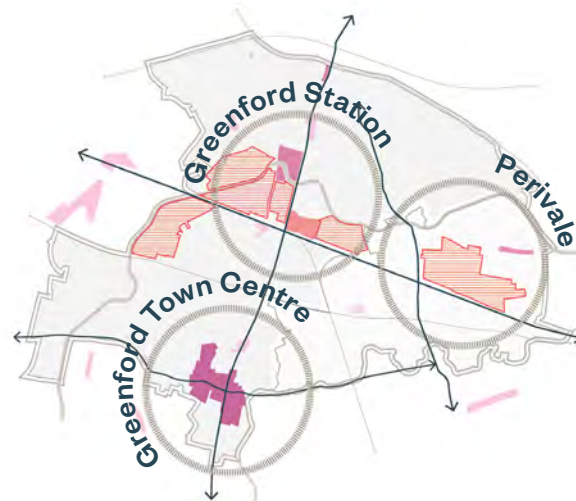
However, there are opportunities for Greenford and Perivale to become 20-minute neighbourhoods and to develop a more sustainable, healthier and equitable local economy by building on the existing elements in the areas.

There is a concentration of public transport connections in the north, served by multiple tube and railway lines. Green and blue spaces, such as Horsenden Hill, Perivale Park and the Grand Union Canal, are key assets that offer the potential to address multiple environmental and health issues.

There is a strong convenience retail offer that caters for the diverse local population. Greenford has been Ealing's most resilient town centre for retail and eating spending post-pandemic, reflecting its strong local catchment. Although underused, existing community spaces in Greenford and Perivale are valued by the residents. There are also significant specialisms in high-tech manufacturing providing well-paying jobs across the area, with a strong industrial base in both Greenford and Perivale.

This framework will strengthen these existing assets and unlock wider opportunities to establish Greenford and Perivale as 20-minute neighbourhoods over the next 15 years. Between January and August 2022, over 400 people helped shape this framework through an extensive engagement programme, including workshops, one-to-one conversations, public events, a school workshop, co-delivered events and an online survey.

Areas of focus



The underpinning socio-economic evidence shows that the area is formed of two distinct economic centres: 'Consumption' areas where people shop, gather and eat or drink and 'production' areas, such as industrial estates where products are made, objects are fixed and goods are stored and shipped. Responding to these strengths, the framework seeks to establish three focus areas that will better serve local people, enable job creation, and support better and healthier lifestyles:

Consumption focus area:

- **Greenford Town Centre focus area:** An enhanced town centre at Greenford Broadway, with a diversified retail offer and wide range of community, cultural and civic assets.

Production focus areas:

- **Greenford Station focus area:** A new neighbourhood centre and innovation hub around Greenford Station, bringing together existing and local parades and diverse employment to build on one of the area's primary economic assets.
- **Perivale focus area:** An improved industrial cluster at Perivale Industrial Estate that will embrace existing industrial strengths and harness the growth of the industrial sector to deliver a new centre for the town which includes retail, community facilities and local amenities for both workers and local residents.

These focus areas, adjacent green spaces and the residential areas they serve will be stitched together through a network of high-quality active travel and public transport connections:

- Greenford Road forms a central active travel corridor, connecting all three focus areas and green spaces.
- Oldfield Lane North and South form a secondary route, connecting Greenford Broadway to Greenford Station and the Grand Union Canal.
- The Grand Union Canal forms a strategic, sustainable movement corridor connecting into central London via pedestrian and cycle routes.
- Greenford and Perivale Underground Stations form a welcoming gateway into the area, bringing together multiple public transport and active travel facilities.

Whilst long term and transformative change is needed for Greenford and Perivale, a series of short to medium term interventions are also proposed, including:

- Creating a distinct civic and cultural cluster at Greenford Broadway by enhancing currently underused facilities and providing affordable space for the local community.
- Supporting the establishment of a Traders Association at Greenford Broadway and Bilton Road to create a shared economic identity and provide business support.
- Reactivation of vacant ground floor units to provide space for business support, creative use or innovative community uses.
- Extensive shopfront upgrades along Greenford Broadway and Bilton Road.
- Public realm improvements around Greenford Hall and local parades to become exemplary healthy streets through greening, as well as a safe and attractive walking and cycling environment.

About this document

Ealing Council has commissioned a team led by architects and urban designers, We Made That, to develop a community-led 20-minute neighbourhood framework for Greenford and Perivale. The team includes socio-economic experts PRD and transport planners Urban Movement.

This framework will outline ambitions to guide future funding opportunities for projects that can address local issues with a town-specific approach. The framework articulates the vision and identifies opportunities for Greenford and Perivale that will help enable a strong local renewal and green recovery from Covid-19 in these towns. The strategy champions inclusive growth, ensuring that council and stakeholder objectives support residents by responding to the needs and priorities of local communities and businesses with a focus on creating new jobs in growth sectors. This framework incorporates the extensive work being carried out by the council's numerous borough-wide projects including 'Shaping Ealing', 'Industrious Ealing' and the 'Affordable Workspace Study'.

Significant and long-term investment will need to be secured for Greenford and Perivale alongside ongoing engagement with multiple stakeholders and partners. This framework forms an evidence base to ensure Greenford and Perivale are well-placed to access future funding and provides a starting point for joint-working across the local community, public and private sectors. This framework aims to deliver tangible improvements for Greenford and Perivale. The delivery plan at the end of this document considers the resources required to implement recommendations made by this framework and the key stakeholder groups that need to be involved.

This framework also forms part of the wider evidence base for Ealing's developing Local Plan. Once adopted, the new Local Plan will guide future development over the next 15 years and is a key document used for making decisions on planning applications. This plan is due to be published for Regulation 18 Consultation in Autumn 2022 followed by Regulation 19 Consultation in 2023 prior to its adoption.

Supporting documents

The research undertaken to inform the recommendations of this framework will be published as a series of separate reports. In particular, the Engagement Findings Summary (Appendix 1) evidences how the framework and delivery strategy have been guided by the views of those that live, work, visit and study in Greenford and Perivale.

01

Introduction





Grand Union Canal, view towards Horsenden Hill

A 20-Minute Neighbourhood Model for Ealing

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.

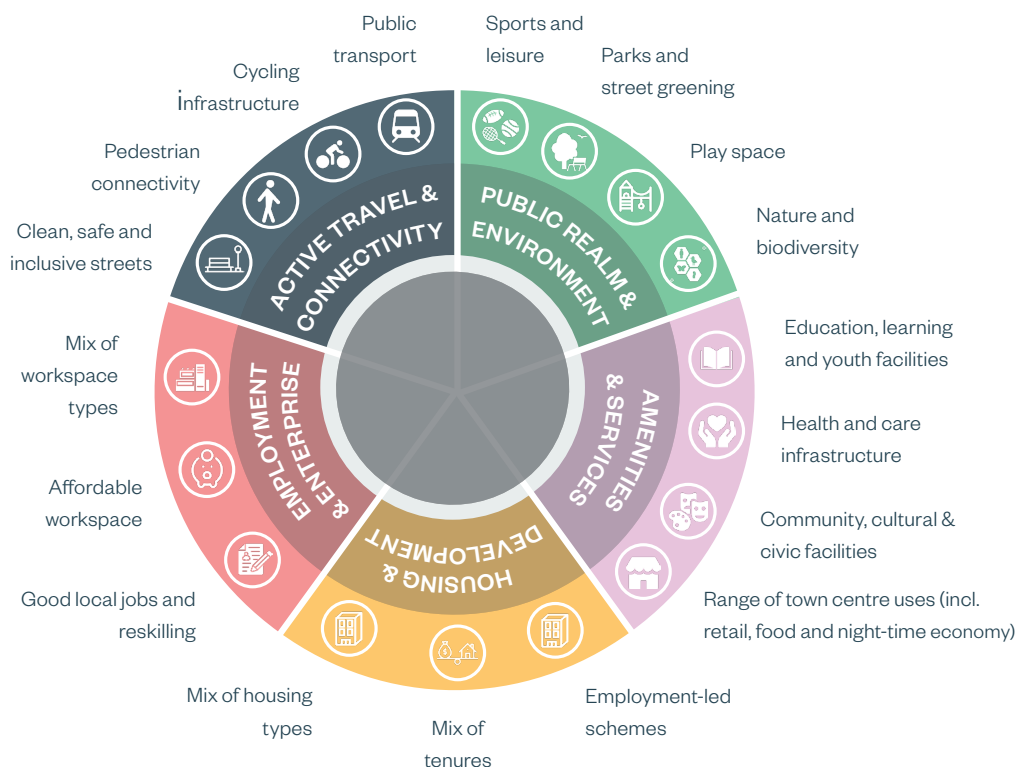
What is a 20-minute neighbourhood?

The 20-minute neighbourhood model 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.

Why a 20-minute neighbourhood for Greenford and Perivale?

The 20-minute neighbourhood model has significant potential to deliver against the vision pillars identified by local people during the framework's engagement. However, for many residents, the 20-minute neighbourhood model is currently unattainable, owing to the limited local offer in terms of employment, services, retail and recreation uses combined with poor active travel connectivity.



20-minute neighbourhood features

How Was This Framework Developed?

A successful 20-minute neighbourhood meets the specific aspirations, priorities and needs of the local community. There is no such thing as a 'one size fits all' approach. Through an extensive engagement programme, this framework has been informed by feedback gained through the engagement process, paired with data and evidence acquired through research, along with an inquisitive and exploratory approach to getting to know the local context, allowing us to tailor a bespoke engagement process that is accessible and inclusive. This framework sets out what local people have said is important to include in their 20-minute neighbourhood. It will be co-delivered by public and private sector organisations, local residents, businesses and other stakeholders. The following key principles have been set out to ensure that successful 20-minute neighbourhoods are delivered:

Well-Connected and active

Support people to walk, cycle and take public transport within their local area to deliver a 20 minute neighbourhood for the Greenford and Perivale communities.

Green and safe

Improve public realm along high streets and open spaces, enhance pedestrian experience and integrate wayfinding to establish a strong identity for Greenford Town Centre and local parades.

Vibrant and supported

Enhance the civic and cultural role of Greenford Town Centre and provide new amenities at existing Neighbourhood Centres and new neighbourhoods while supporting the existing function of local parades.

Attractive place to live

Deliver a wide range of housing types and tenures at the right locations in new developments, achieving the highest standards of environmental responsibility.

Diverse local economy

Provide a choice of well-paying employment near to where people live; underpinned by local skills and social infrastructure to enable residents to access new and existing opportunities.



More than 425 local people engaged during the process



62 one-to-one conversations with local businesses and organisations



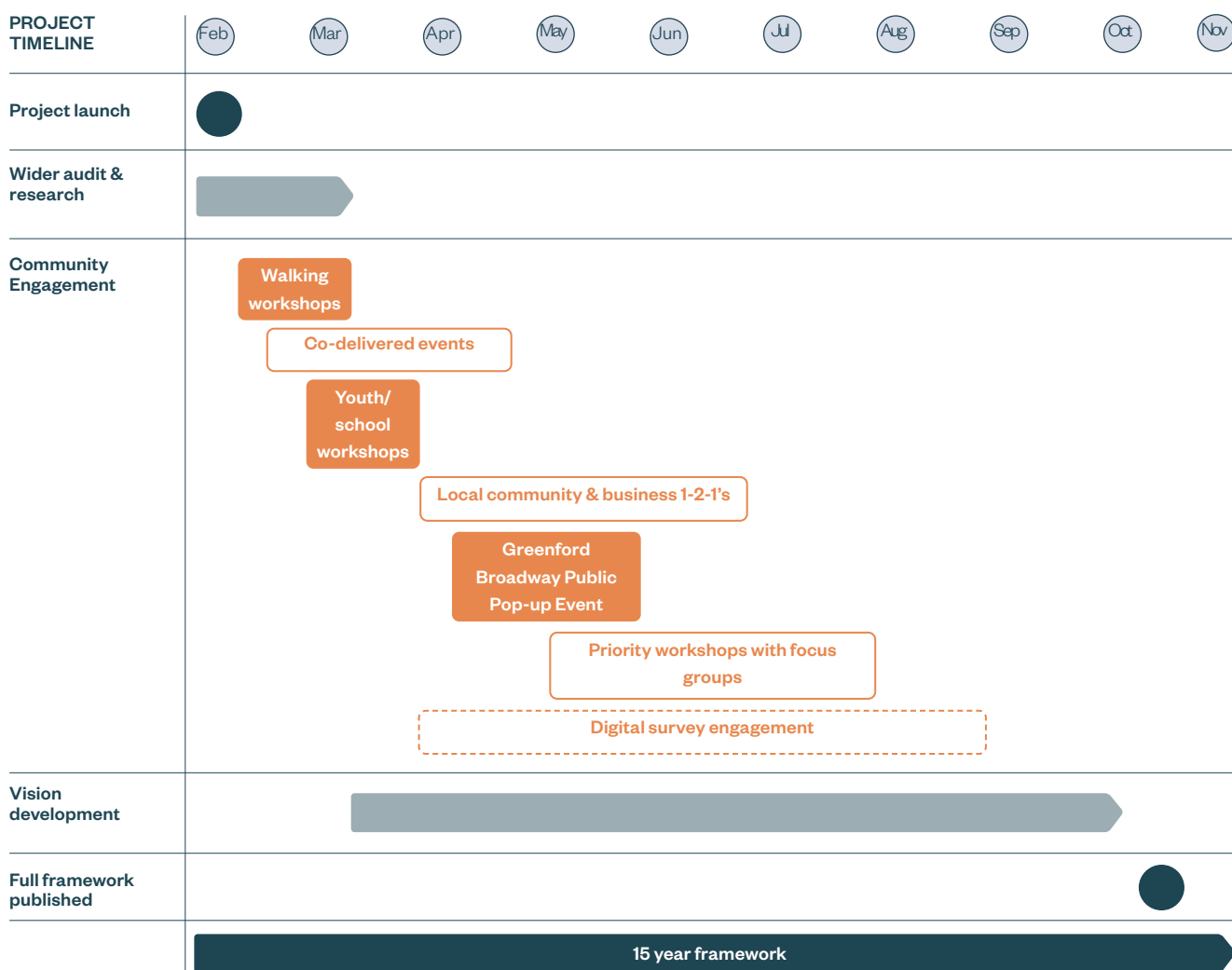
28% survey responses came from ethnic minority groups

Process Diagram

Imaginative methods were tailored to suit different stakeholders, from in-person workshops to virtual methods utilised to accommodate Covid-19 restrictions. Over the course of five months, the team held a variety of workshops, including one-to-one conversations, focus groups priority workshops, a public event, school workshops, co-delivered events and an online survey. A blend of qualitative and quantitative methods were used to broaden our reach to engage as many people as possible with help from the council's Community Engagement and Communications and Media teams.

Outreach was directed towards young people and educational facilities, community and faith groups, business owners and staff and the development sector, as well as the wider public, residents and visitors from all over Greenford and Perivale.

The diagram below shows the engagement process and different types of activities undertaken by the team.



Strategic Objectives

	Key outcome	Delivering against Council priorities			Delivering against the Mayor of London's vision for Good Growth				
		Creating good jobs	Tackling climate crisis	Fighting inequality	Building strong and inclusive communities	Making the best use of land	Creating a healthy city	Growing a good economy	Increasing efficiency and resilience
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 and shared workspace								
	Increase labour productivity								
Environmental	Reduce reliance on fossil fuels for transportation								
	Improve biodiversity								
Social	Increased sense of community and local pride								
	Increased social interaction								
	Increased perceptions of safety								

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 of Acton are identified as Strategic Areas for Regeneration in the London

Plan, 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 Summary:

Shaping Ealing was a public engagement exercise to gather feedback from residents, businesses, and other stakeholder's 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 3 cross cutting 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.

Plan for Good Jobs:

This plan outlines the actions needed to help Ealing's economy recover from the pandemic. It sets the goal to reimagine 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. Recommendations for a green industrial zone are supported by this 20-Minute Neighbourhood Framework as Greenford Innovation Hub, owing to the potential for local job creation.

Allies & Morrison - Ealing Character Study: P1 Boroughwide characterisation & P2 Typologies and scope for growth

Ealing Council - Town Briefing: Greenford

Ealing Council - Town Briefing: Perivale

Arup - Local Plan Support - Town Centre Health Checks

Ealing Heritage Strategy

Ealing Council - Biodiversity Action Plan 2022-2027

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.





COVID-19
Maintain
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distance

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& PERIVALE

Greenford Broadway Event: Engagement with local people, communities and businesses

Audit and Research

The following section provides a summary of the audit and research, and outlines the engagement process and findings for the Framework. These findings have been collated to inform the direction of this strategy and identify the key challenges and opportunities for Greenford and Perivale.

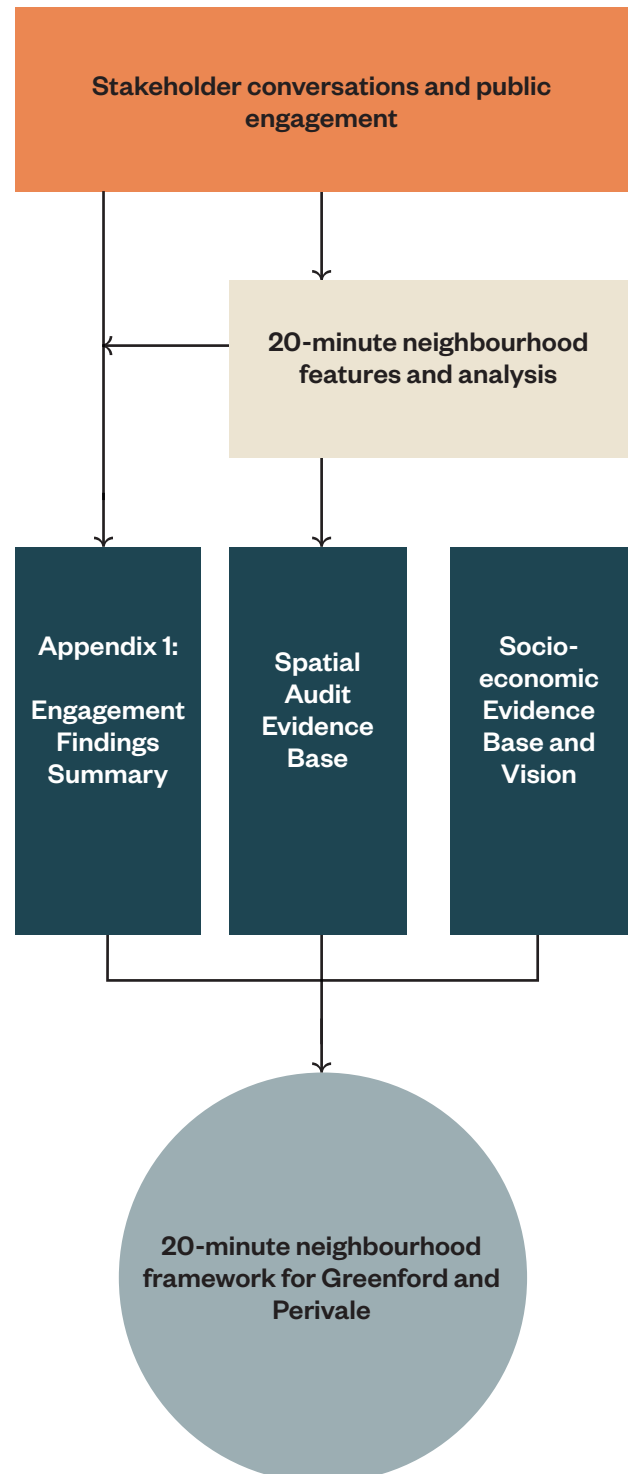
The baseline appraisal and research, undertaken during the first stage of this study provides a detailed evidence base to inform the development of the framework. This research covered a range of topics, including:

- Policy context
- Socio-economic context (including economy, people and places)
- Community and stakeholder views
- 20-minute neighbourhood analysis
- Health and environment
- Transport and connectivity
- Existing built environment.

The engagement process (see Appendix 1) for Greenford and Perivale made a commitment to listening to the full spectrum of the area's communities to ensure that the masterplan framework is guided by the views and priorities of strategic partners, businesses, community stakeholders and the wider public. The team reflected upon the key evidence base and engagement findings as well as gaps identified through the 20-minute neighbourhood analysis to develop a strategic approach for the masterplan framework and delivery strategy.

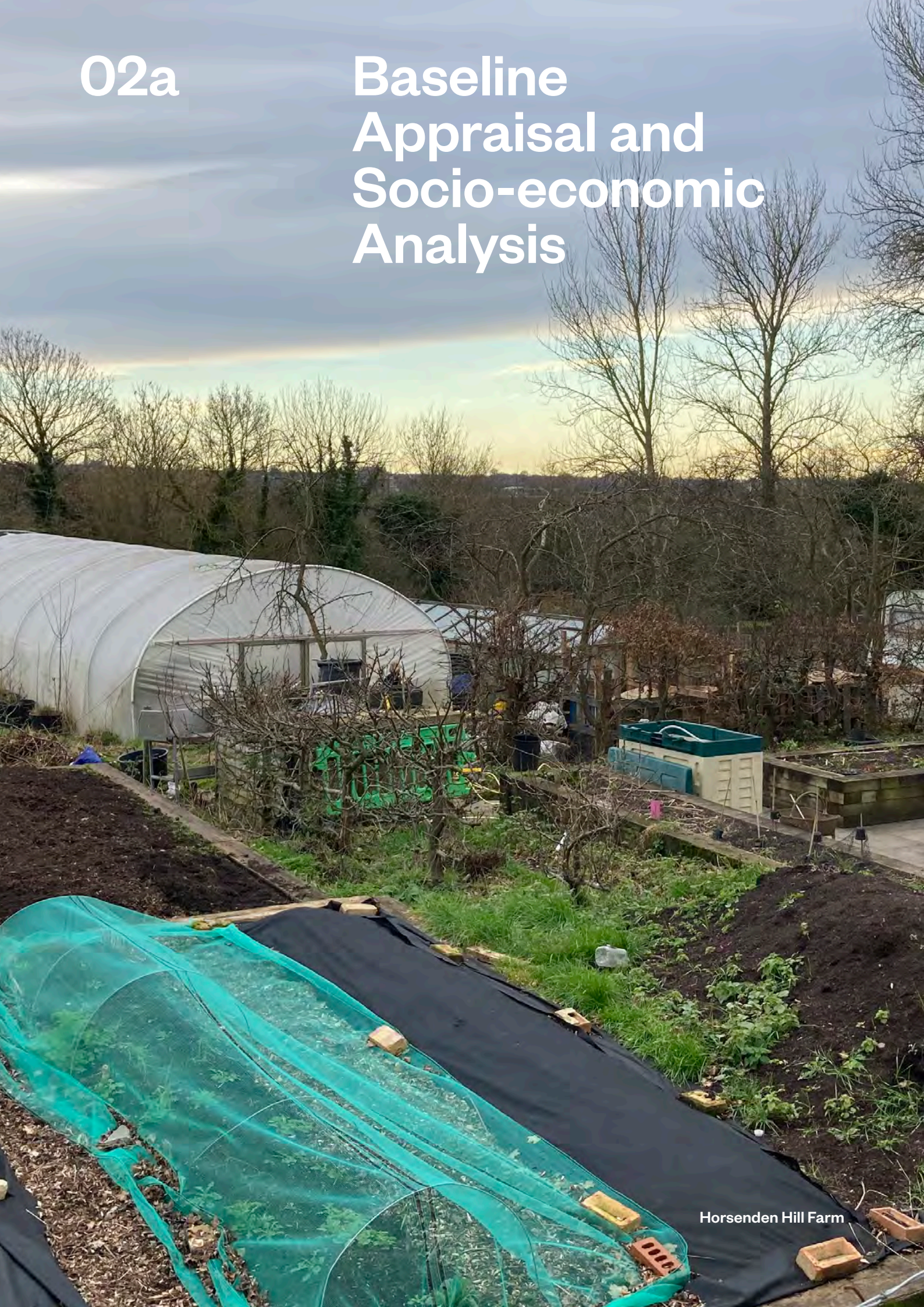
This section seeks to extract the key findings and lessons learned from the baseline research and engagement that was undertaken as part of this study. It will be a key touchstone for forward-looking decision-making.

Developing the 20-Minute Neighbourhood Framework for Greenford and Perivale - process diagram:



02a

Baseline Appraisal and Socio-economic Analysis



Horsenden Hill Farm

Greenford and Perivale in London

Greenford and Perivale's role in the London economy is supported by historically strategic transport links. Both towns benefit from the Great Western Railway and A40 Westway, as well as from Piccadilly line and Central line London Underground stations.

Strategic connections between Ealing's towns and centres

The study area is strongly influenced by its transport connections, with the A40 running east-west forming a dividing line between the North Greenford and Perivale areas, and Greenford town centre. The Grand Union Canal also runs east-west through the study area. Several railway and tube lines also dissect the area and are concentrated north of the A40.

Parts of the study area north of the A40 benefit from tube and rail connections. Central line services at Greenford Station and Perivale Station, and Piccadilly line services from Sudbury Hill Station, all located within Travel Zone 4, provide regular services towards the Central Activities Zone (CAZ) and to the wider tube and rail network enabling communities to access wider employment opportunities and services.

Greenford Station also provides a direct (though low frequency) rail link with West Ealing station to the south of the study area, where Elizabeth Line services and other rail connections can be made. In contrast, the Greenford town centre area south of the A40 lacks tube and rail connections and is reliant on local bus services providing access to key stations and public transport services such as the Elizabeth Line and other tube/rail services at Hanwell, West Ealing and Ealing Broadway stations.

This transport context has helped to shape the study area, with the area north of the A40 characterised by industrial estates and big box retail that benefit from good access to the A40 for freight, as well as tube/rail links for employees.

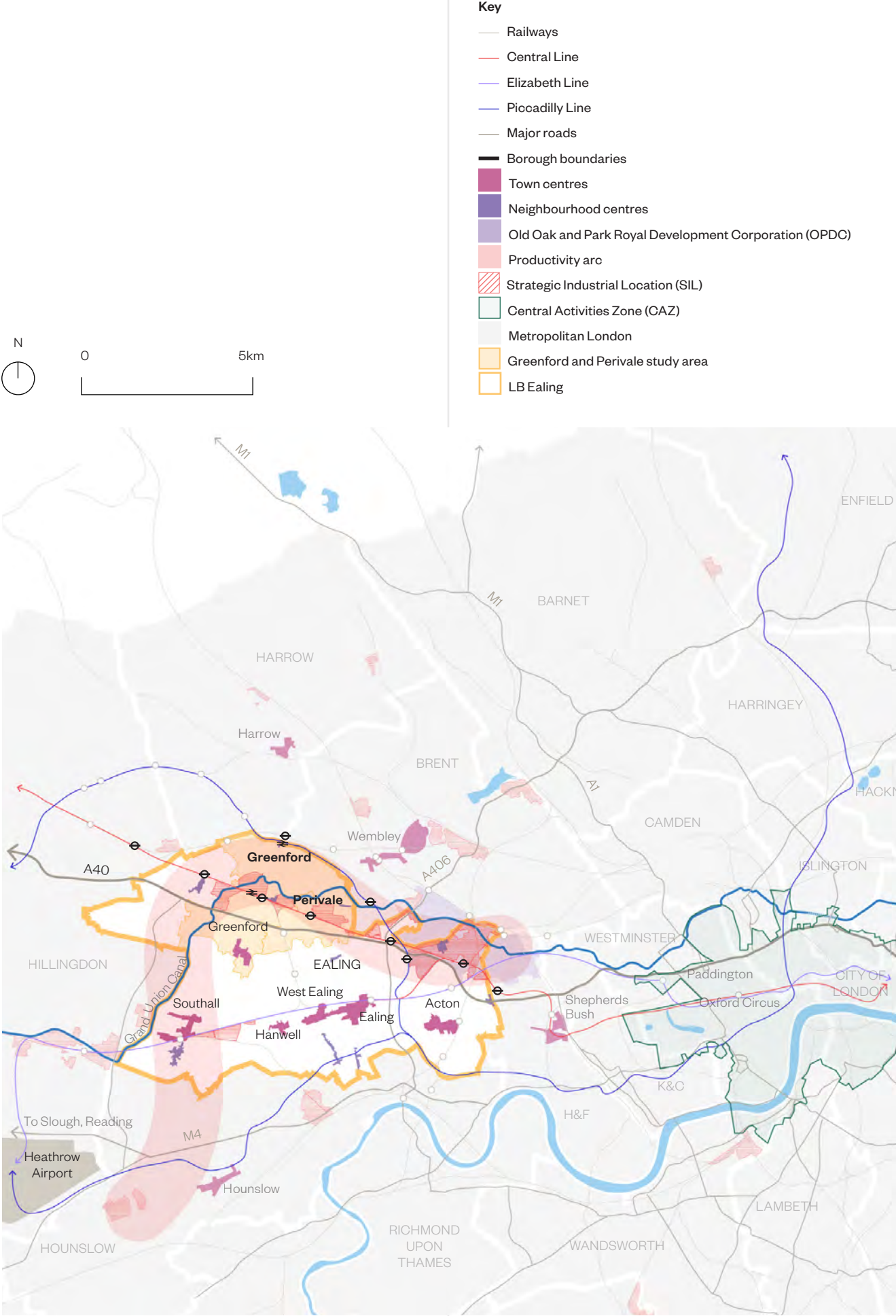
Key surrounding areas include Heathrow Airport now best accessed by the Elizabeth line via Hanwell, West Ealing or Ealing Broadway stations, although connections between these stations and the study area are generally poor. From Greenford Station, the journey time to Heathrow Airport, is 41 minutes. The Old Oak and Park Royal industrial area is the largest area of Strategic Industrial Location (SIL) in London and can be accessed via the Central and Piccadilly lines.

Links with key surrounding Major, Metropolitan and International centres, including Ealing Broadway, Wembley, Harrow and Shepherds Bush, are key are sporadic, with some residential areas better linked to certain centres than others. Many connections rely upon local bus services which can provide weaker links than train or tube services. The A40 provides a key divide between transport provision, with few crossings for public transport services, and a lack of tube, rail or overground stations to the south of the A40.

Cycle links within the study area (see page 25) are poor, with the A40, A406 and M4 providing key barriers to movement and a lack of designated segregated or low traffic cycle routes. The Grand Union Canal towpath provides an east-west cycle link however the poor infrastructure quality and sense of personal safety can discourage would-be cyclists. Introducing high-quality north-south cycle routes would enhance connections with key transport interchanges, enabling multi-modal trips, as well as with employment opportunities and town centre services and activities.

Outer borough employment areas

Greenford and Perivale sit at the heart of an industrial productivity arc that stretches from Central London to Park Royal in the east and Heathrow in the west. The area's prominent position within the arc means that it is well-placed to continue to attract sustainable growth and investment. The position of the two towns along the A40 corridor has underpinned recent investment and competitiveness of the area's Strategic Industrial Location (SIL). Additionally, excellent public transport links mean that residents can be at Oxford Circus within half an hour from Perivale. This widens the catchment of Greenford and Perivale and makes the area attractive to commercial, and increasingly residential, development.



Study Area

The study area includes the three wards in Greenford (Greenford Broadway, Central Greenford and North Greenford) and Perivale. The two towns are distinct, but share similar characteristics such as the low-density suburban housing and a significant swathes of Strategic Industrial Location (SIL) along the A40 and rail lines.

There is a strong spatial and economic rationale for combining the towns of Greenford and Perivale into a single study. These two towns share the same social history, urban morphology, population demographic and economic identities. Situated in north Ealing, they feel separate from Ealing's 5 other towns due to being transected by major infrastructure links such as the A40, Acton - Northolt railway line and the Grand Union Canal. Both towns developed during the early 1900s/inter-war period around the thriving and well connected manufacturing industry situated next to the Grand Union Canal and Western Avenue (built in 1930s). They are characterised by a prevailing suburban character, with inter-war suburban semi-detached and suburban terraces being the most common residential typologies. An historic industrial fabric can be found in North Greenford and Perivale, with narrow, deep and compact plots accommodating historic factory buildings.

The two towns contain the majority of Ealing's Strategic Industrial Location (SIL), the majority of which is linked by the A40 and contains some of the most valuable industrial land in the country. Evidence from the council's borough wide Industrious Ealing studies shows that designated industrial land is integral to both areas' economy and hosts the majority of the areas' local jobs and employment. This includes regionally significant industrial businesses and high-value specialisms such as high-tech manufacturing and sustainable transport. As a result, there is a risk that Greenford and Perivale are where wider trends in the industrial land market play out most visibly – undermining Ealing's priorities for job creation and employment intensification on industrial land. This could see traditional, high-value industrial sectors which currently define both towns' economies priced out by lower density employment such as logistics,

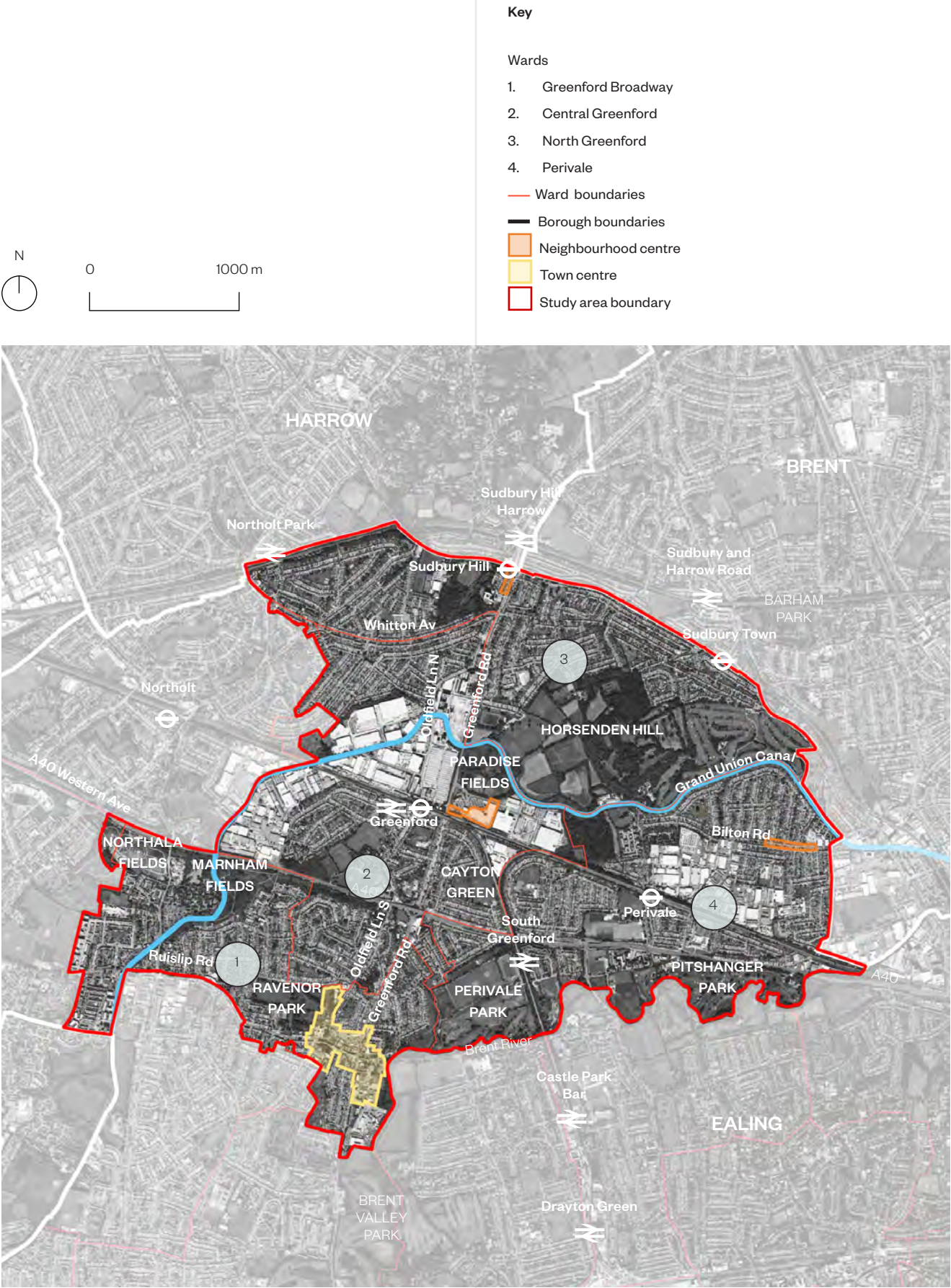
resulting in Ealing losing jobs despite unprecedented demand for industrial space. This coordinated Framework for Greenford and Perivale can bring together a wider strategic approach to work with key landowners and businesses to deliver ambitions for industrial intensification and job creation for the long-term benefit of Greenford and Perivale's residents and businesses.

Greenford's character

Greenford is a large suburban area of the London Borough of Ealing in Zone 4 and is home to approx. 46,600 (Census 2011) residents. It developed around a historical town centre in the south and an important industrial area further north which today accommodates key manufacturing and distribution businesses. The area is intersected by major infrastructure – the A40, Acton-Northolt railway line and Grand Union Canal, splitting Greenford into three main areas, with swathes of SIL on either side of the rail line and canal. The Town Centre, located at Greenford's southern edge, is the most important town centre for the north-west of Ealing and is surrounded by Ravenor Park and Brent Valley Park. Central Greenford and North Greenford benefit from numerous expanses of green space such as Horsenden Hill, Northala Fields and Perivale park. These northern parts of Greenford are quite detached from the Town Centre and have a stronger relationship with neighbouring boroughs.

Perivale's character

Perivale is home to approx. 15,300 (Census 2011) residents. It has a transient character due to the Acton-Northolt rail line, the A40 the Grand Union Canal and Brent River. It is well served by fast and frequent underground trains on the central line and local buses to link to the main high streets. The area is primarily covered by inter-war suburban semi-detached and terraced houses. There is a substantial amount of SIL with a historic core and small to large warehouses, with narrow, deep and compact plots. Perivale relies on Bilton Road Neighbourhood Centre, Medway parade or adjacent high streets at Alperton and Pitshanger Lane. It is an established logistics and trading estate location which has developed over several decades due to the access to the A40 providing quick direct links to central London.



Historic Development



Pre 1900s

- Greenford was first recorded in 1086 as a small farming town with a Manor owned by Westminster Abbey. In 1780 a rectory founded a school that still stands today. Throughout the 19th century the area was known as a rural farming parish, until William Perkin set up a dye factory, which eventually closed 1880.
- Perivale was named in 1508 and was one of the smallest parishes in Middlesex, with only 5 inhabited buildings - mostly farmhouses- from 1664 - 1841.
- Sir William Henry Perkin (1838-1907) created the first commercialised synthetic dye (aniline purple, or mauveine) in 1856 and opened his factory at Greenford Green in 1857.



Pre 1920s

- In 1901 Greenford featured several large houses, with a few pubs and a modest population. After WWI businesses capitalised on Greenford's open land, building factories employing thousands of people.
- The addition of transport links such as Greenford Rd, completed Greenford's transformation from a rural village into a large suburb.
- The industry was situated next to the canal and existing road links for connections to London and the rest of the country.



Pre 1940s

- A modest portion of open spaces in Greenford were preserved under council ownership such as Horsenden Hill and Ravenor Park, but the area had irreparably changed from its former life as a tranquil countryside haven.
- The development of Greenford Road in the 1930's provided a vital transport link from Perivale into central London, along with the canal and rail routes. Industrial and residential buildings were developed to capitalise on the burgeoning transport links.



1960's

- By 1951 the population of Perivale grew to 9,979, a result of reasonable house prices and well established factories providing thousands of jobs.
- Following shelling during the war period, particularly within Greenford town centre, new developments replaced housing from earlier periods including many large Victorian terraces, and more low-rise housing, council housing and flats were built, reducing the amount of open space.



1970's

- Neighbourhoods were significantly impacted by the construction of the Westway A40, reinforcing the severance between the north and south of Greenford and Perivale. In the years following, the areas were incorporated into the London Borough of Ealing. Less than 10% of residential area has been developed since this period.
- Western Avenue was upgraded to an A-Road following increased car ownership causing severance through increasingly heightened car usage.

Local Character

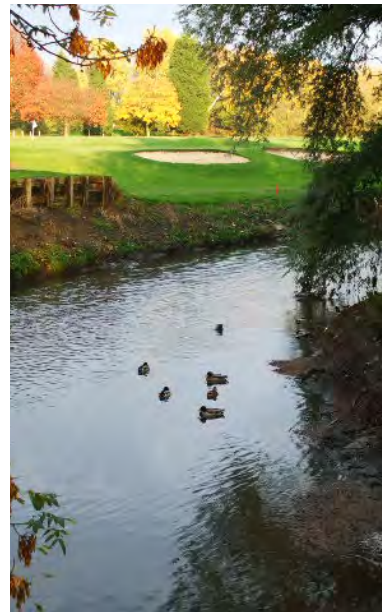


Greenford Broadway



Medway Parade, Perivale

Greenford and Perivale are part of a borough wide hierarchical network of town and neighbourhood centres as well as smaller local parades, typified by a historic core with modern developments amalgamated into the urban grain. Bilton road and Medway Parade are the only commercial frontages in Perivale.



River Brent

Severance caused by the Northolt rail line, the A40, industrial estates, impermeable open spaces and blue infrastructure defines Greenford and Perivale's transient character. These features define neighbourhood boundaries and act as barriers to movement both physically and psychologically, impacting how communities access services and amenities.



Bilton Road, Perivale



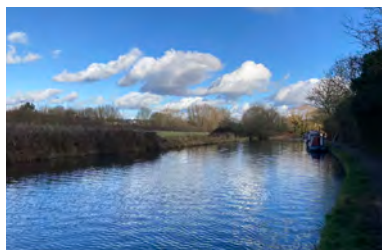
Ravenor Park, Greenford

Clusters of convenience shops are located within local parades and are often products of the late 1930s, located on key routes or set back from major roads. Modern additions are considered to be less well integrated with the urban fabric, but still provide important everyday infrastructure for the community.



Severance caused by A40

Greenford and Perivale have a diverse range of open spaces, but a large part in the north east of Perivale is deficient in access to public space. Elevated lands to the north provide views across the site and waterways provide routes running through both towns, showcasing distinctive green spaces such as Horsenden Hill and offering access to riverside walks and scenic cycling trails.



Grand Union Canal overlooking green space

Greenford Park Cemetery is one of 5 cemeteries in Ealing, uniquely offering mixed faith burials and adding to the diversity of open space within the borough.



Greenford Park Cemetery

Westway Cross retail park provides commercial leisure uses but suffers from an inefficient use of land, with large surface areas of car parking and poor quality public realm.



Westway Cross retail park



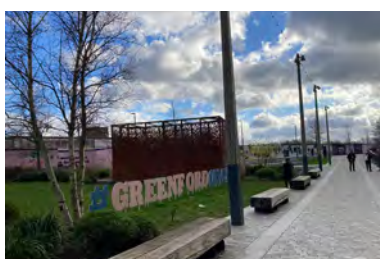
Wholesale and industrial uses along Wadsworth Rd, Perivale

Historic industrial areas with Victorian warehouses can be found in parts of Perivale and Greenford. These are more densely packed industrial units, with a finer grain and a rich mix of sheds. They provide a distinctive character that integrates well with neighbouring uses, unlike the more recent industrial buildings. In these areas, pedestrian movement is hindered by the domination of vehicle access and servicing.



Goshawk Court

Mid-rise linear or courtyard blocks deliver high-density housing with shared amenity space, private parking and a high-quality public realm.



Greenford Quay Public realm



Housing example

Lower density suburban terraces and semi-detached homes built in the inter-war period are common in Perivale. Front gardens are often converted into off-street parking, limiting drainage and creating a negative visual impact, as well as ecological consequences due to garden loss.

Historic Landmarks

Both towns have a strong industrial heritage, although few original factories exist today. The Grand Junction Canal, constructed in 1800 was also an important part of the local economy before it was amalgamated into the Grand Union Canal. Green spaces within the area are significant for their role in WWII defence operations as well as for their farming heritage and landmark housing projects.



Greenford War Memorial



Greenford Library (Locally listed building)



Hindu Temple "Shree Jalaram Mandir" – Former Synagogue

We Made That



Greenford Community Centre - previously named Greenford Hall. Elements of the building date back to the 17th century.



Former Aladdin Factory



Former IBM distribution centre (Grade II listed building)



William Henry Perkins' blue plaque, North Greenford

A Vision for Greenford and Perivale



Main front block to Perivale Hoover Factory (Grade II* listed building)



Church of St Mary the Virgin (Grade I listed building)



Perivale Station (Grade II listed building)

Policy Context

Greenford and Perivale have a significant portion of Strategic Industrial Location (SIL) along the A40 and the rail lines.

There is one town centre located in Greenford, three neighbourhood centres on the north side of the A40 and a number of local parades scattered across the study area.

Greenford town centre is situated at the south serving a number of local communities with convenience retail, small scale comparison retail, religious infrastructure, civic services and limited leisure/entertainment uses.

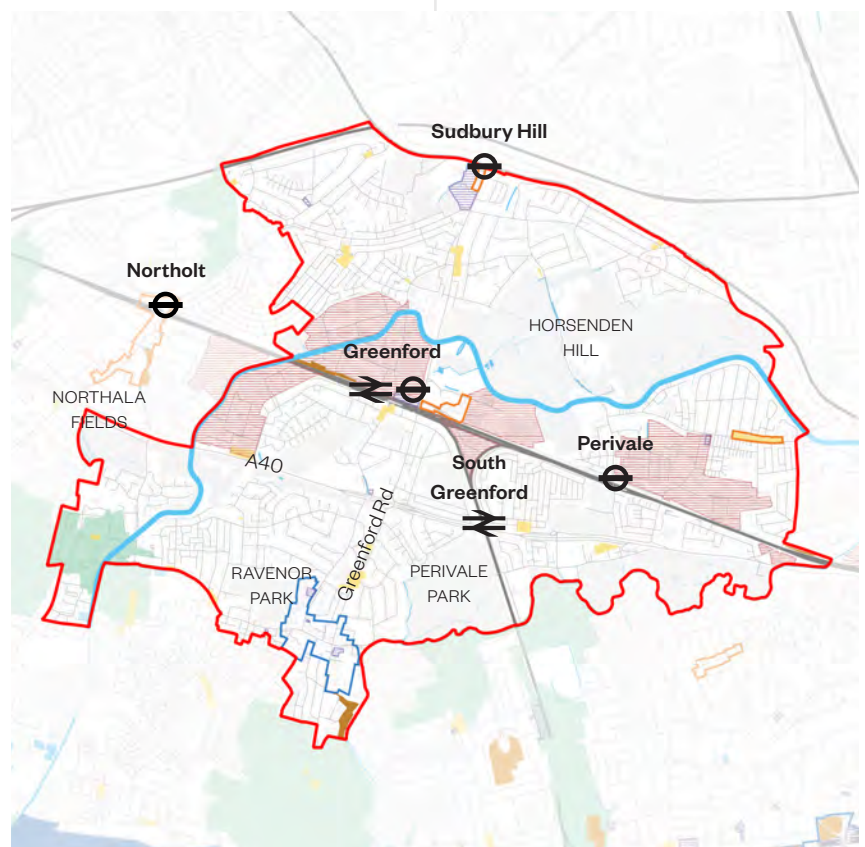
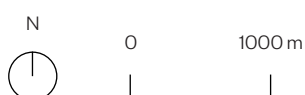
Sudbury Hill, Westway Cross and Bilton Road are serving the surrounding neighbourhoods with local parades, essential convenience retail and services.

Only a small part of the study area, just south east of Northala Fields, has been identified as needing regeneration in the London Plan, based on 20% most deprived areas in England.

The council-owned waste site, below the town centre area also features in the council's Local Waste Plan.

Key

- Waste sites
- Common land or Village Green
- Local parades
- School DPD
- Southall opportunity area
- Strategic areas for regeneration (London Plan)
- Brownfield land register
- Strategic Industrial Location
- Neighbourhood centre
- Town centre
- Study area boundary



Public Ownerships

The majority of publicly-owned land is concentrated around Greenford Town Centre, Sudbury Hill and Marnham Fields.

There is a concentrated number of public assets within Greenford Town Centre including key civic buildings (Greenford Hall, Greenford Library) as well as Greenford Car Park and Greenford Depot.

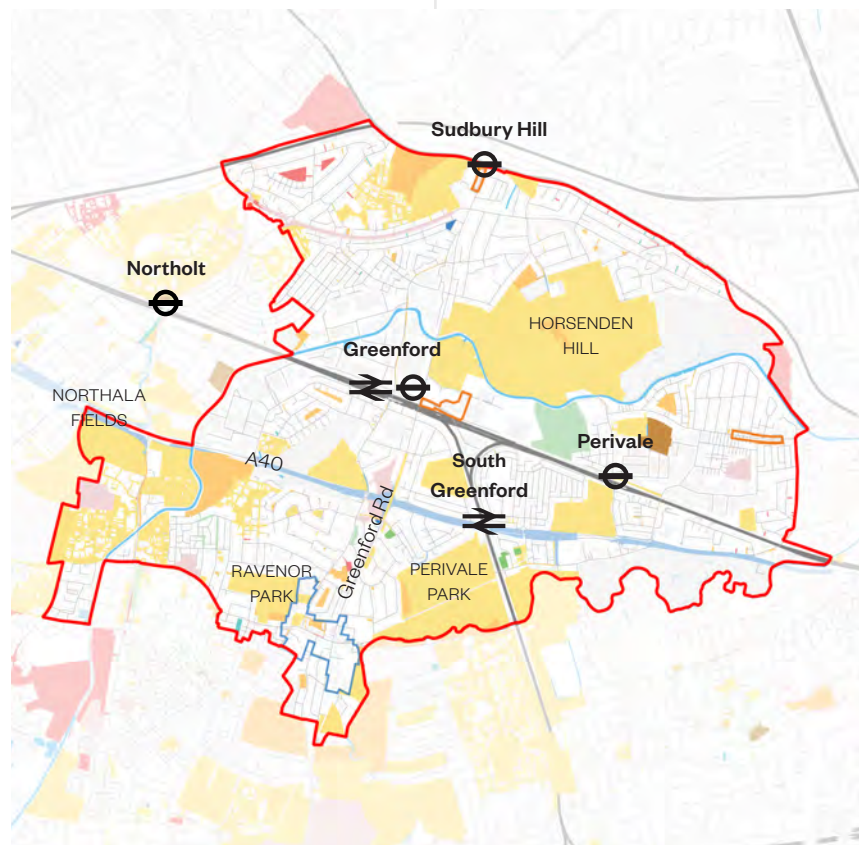
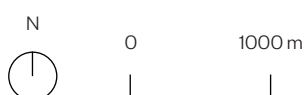
A substantial amount of key open space is also publicly-owned. Horsenden Hill, Perivale Park, Ravenor Park, Cayton Green, Litten Nature Reserve and Paradise Fields are under council ownership apart from a small portion of Paradise Fields.

Other public ownerships include:

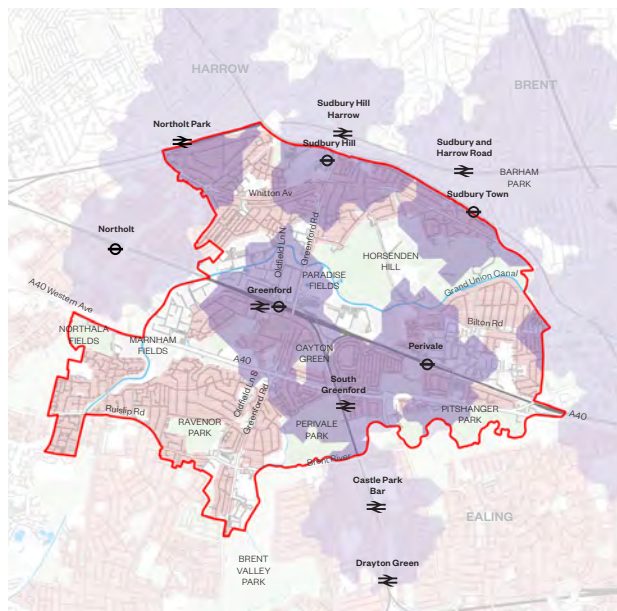
- A selection of sites in North Greenford, Central Greenford and Greenford Broadway owned by Mayor Alderman and Burgess of the London Borough of Ealing.
- A selection of sites in Perivale, Central Greenford and Greenford Broadway owned by The County Council of Administrative county of Middlesex.

Key

- The Council of London Borough of Ealing
- Mayor Alderman and Burgess of the London Borough of Ealing
- Mayor's Office for Policing and Crime
- Other London Borough
- Central government
- The official custodian for charities
- Greater London Authority
- Transport for London
- NHS
- London Fire and emergency planning authority
- The County Council of Administrative county of Middlesex
- Environment agency
- Neighbourhood centre
- Town centre
- Study area boundary



Active Travel and Connectivity Catchments



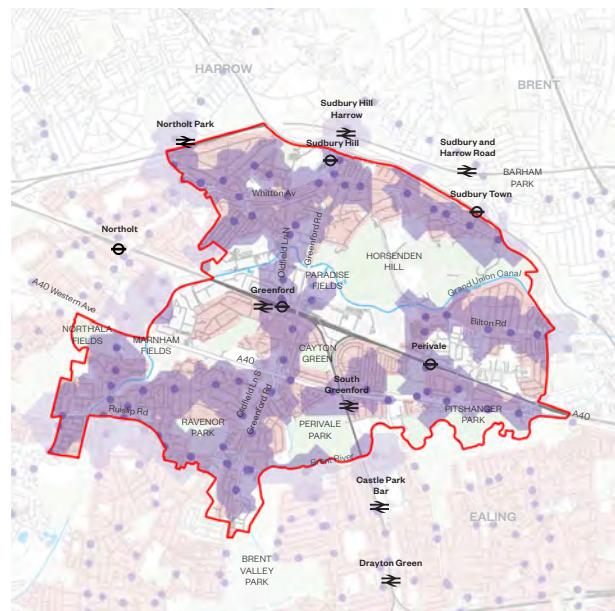
Key

- 12 minute walk
- Study area boundary

Stations catchments

The map shows the locations within a 12-minute walk off a rail or tube station. The areas around Greenford town centre and Ravenor Park, north of Bilton Road, around Oldfield Circus and Long Drive are the most poorly served in terms of access to public transport stations. It should also be noted that the service frequency and usefulness vary significantly between stations. Whilst Sudbury Hill Harrow and Sudbury and Harrow Road Stations provide a relatively poor service, they are complemented by their close proximity to Sudbury Hill and Sudbury Town stations.

South Greenford Station is particularly poor in terms of its usefulness and frequency of service, but also has poor a surrounding environment and accessibility. Users within this station catchment must interact with the A40 and various pathways with poor levels of natural surveillance and activity.



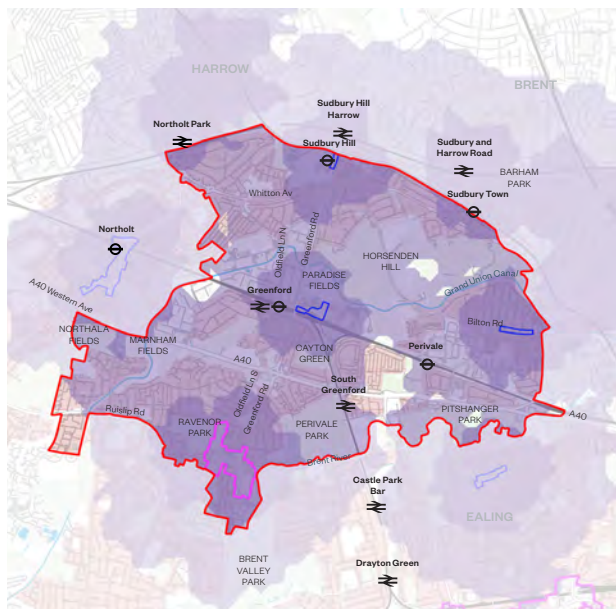
Key

- Bus stops
- 5 minute walk
- Study area boundary

Bus stops catchments

The map shows the locations within a 5-minute walk (approximately 400m) of a bus stop. Greenford town centre and the surrounding area, whilst lacking access to tube and rail stations, has better access to bus services.

The area around Long Drive is particularly poor in terms of bus service access as well as limited access to public transport stations. This is similarly reflected in the area immediately north of Horsenden Hill. The area around Oldfield Circus has access to the 395 bus service, which provides connections to Greenford Station, Northolt Park Station and South Harrow Station.



Key

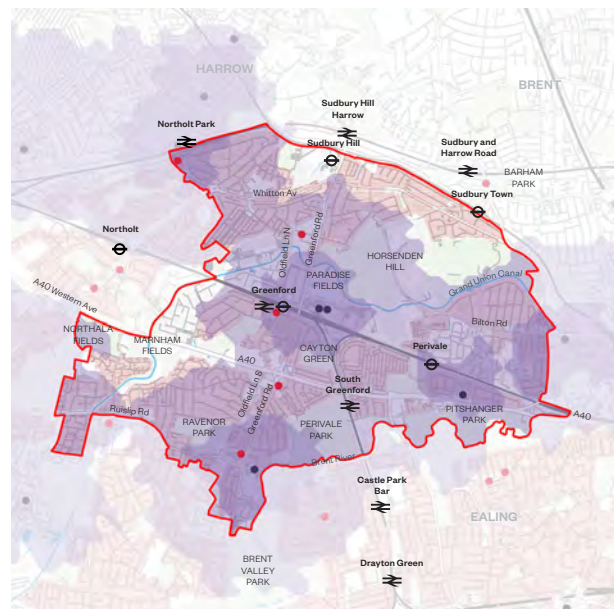
- 10-minute walk
- 20-minute walk
- Study area boundary

Town centres

The map shows locations within a 10 and 20-minute walk of key town and neighbourhood centres located within and surrounding the study area.

Areas within the Perivale area are most disconnected from a town or neighbourhood centre. Communities living south of the railway line in Perivale face the most barriers to overcome in accessing a town or neighbourhood centre, with the A40, railway line and industrial estate presenting key physical and psychological barriers to access.

The area around Westway Cross Retail Park is also severed from the wider community by streets with high levels of HGV traffic, railway lines and major junctions.



Key

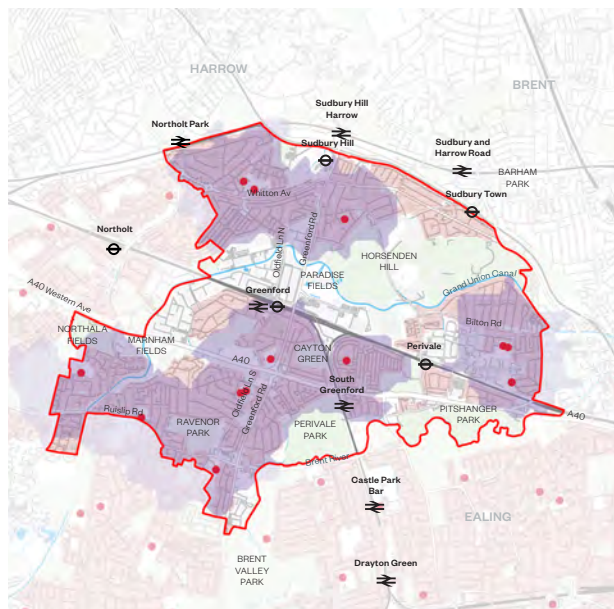
- Supermarkets
- 10 minute walk
- 20 minute walk
- Study area boundary

Supermarkets

The map shows locations within a 10 and 20-minute walk of a large supermarket, and the location of smaller format 'local' supermarkets. These include major chains such as Tesco, Asda, Sainsbury's, Lidl, Aldi, Waitrose and Co-op. A network of smaller chains and off-licenses is also present.

Access to fresh food is vital for the health and wellbeing of local communities. Large supermarkets provide access to a wide range of fresh food and other convenience products at a choice of price points.

The area around Sudbury has the poorest access to large supermarkets in the local area, as well as the northwestern area of Ravenor Park. The Lidl and M&S Foodhall supermarkets at Westway Cross Retail Park are particularly challenging to access on foot due to the hostility of local streets and physical barriers.



Key

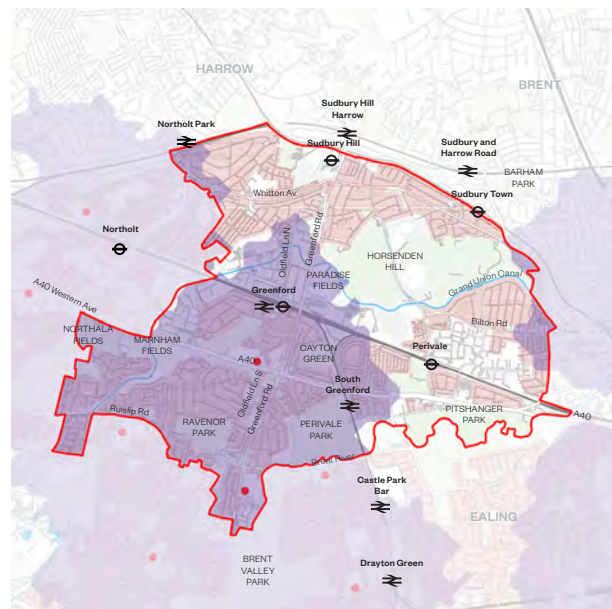
- Primary schools
- 10 minute walk
- Study area boundary

Primary schools

The map shows the locations within a 10-minute walk of a local primary school.

The maps shows that most residential locations are within a 10-minute walk of a primary school, however there are some exceptions to this.

The area around Long Drive, Sudbury Town and Perivale tube station are more than a 10 minute walk from a primary school. Additionally, barriers such as areas of industrial activity, the A40 and railway lines make accessing primary schools on foot potentially challenging for residents and young children.



Key

- Secondary schools
- 20-minute walk
- Study area boundary

Secondary schools

The map shows locations within a 20-minute walk of a secondary school.

There are 3 secondary schools within the study area, although these are concentrated to the south. The William Perkin Church of England High School provides the only school north of the A40 with a 20-minute walking catchment predominantly within the study area.

Areas around Whitton Avenue, Sudbury Hill and Perivale lack access to a secondary school within a 20-minute walk. Young people in these locations may be more reliant on public transport to travel to school.

Active Travel and Connectivity

Key Barriers

The accessibility of public transport, local shops and services and schools is varied across the study area. Greenford town centre and parts of Perivale lack good access to a local tube or train station and most residents live more than a 10 minute walk from a large supermarket or town/ neighbourhood centre.

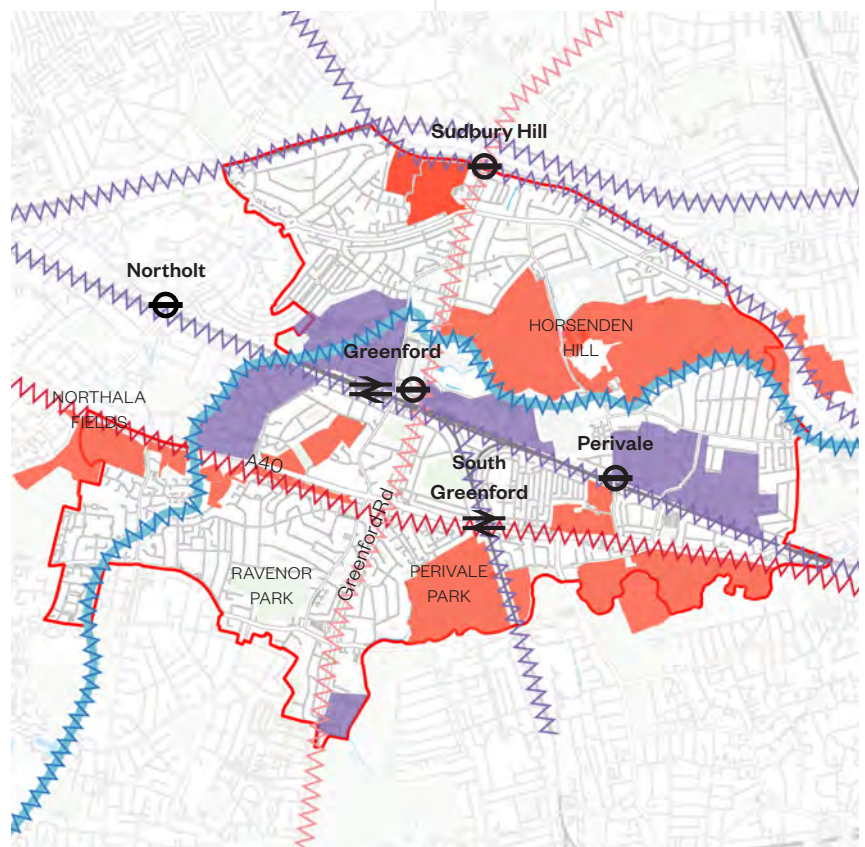
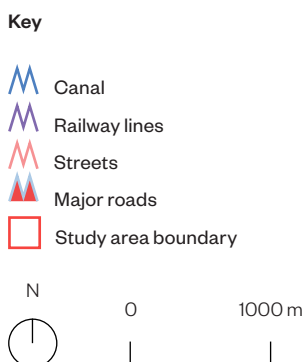
This can lead to car dependent, inactive lifestyles and limits opportunities for healthy living, education and employment.

The quality of journeys and key barriers to movement are vital to consider when improving accessibility.

The map below shows the key severance features within the study area. The study area is severely fragmented by railway lines, the canal and the A40, with limited opportunities for walking or cycling across these.

Large green spaces and industrial areas also provide poor permeability and/or a poor quality environment in terms of a sense of safety, natural surveillance and activity.

These areas therefore can also act as barriers psychologically and physically to movement.



Active Travel and Connectivity

Poor Connectivity

Severance in Greenford and Perivale has led to some key missing connections between key places and destinations.

At a larger scale, connectivity between the Greenford North, Greenford town centre and Perivale areas is extremely poor, due to the various rail infrastructure and the A40. At a more local scale however, many connections are missing between key services and destinations and residential or employment communities, creating poorly served communities and increasing car dependency, or the need to travel further afield.

The map shows the key walking and cycling connections that are missing or where provision is poor and helps to illustrate

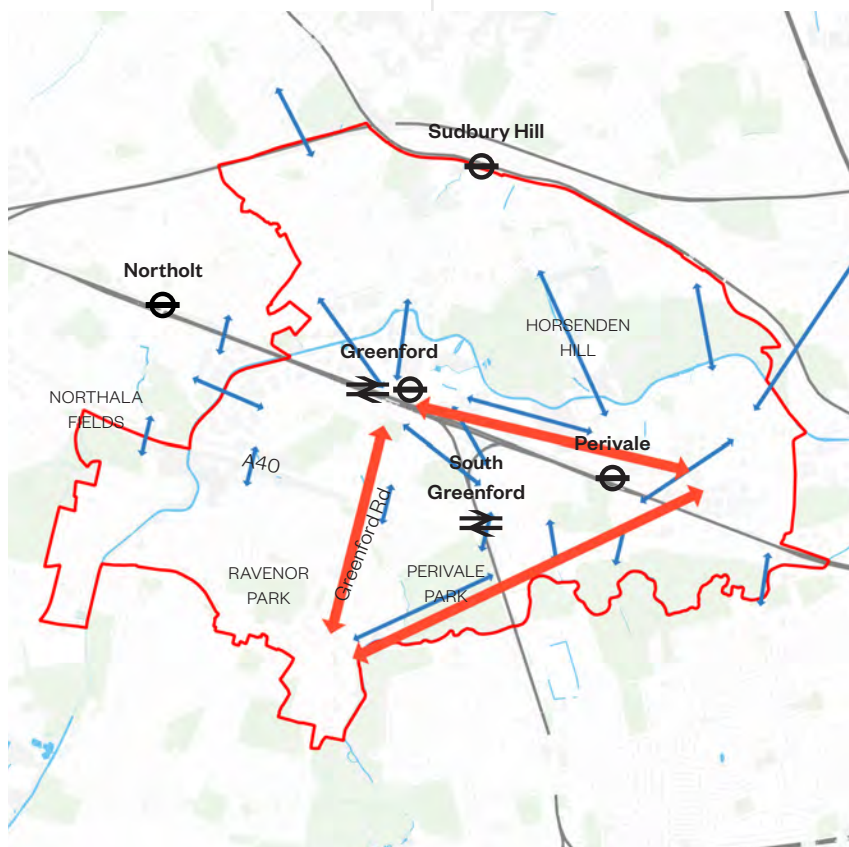
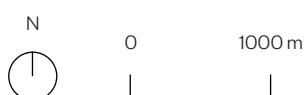
the relative isolation of some communities within the study area. This includes poor connections to Greenford Station from areas north of the Grand Union Canal, with the large industrial estate and canal itself presenting a barrier, despite the close proximity of these locations.

The Perivale area in particular lacks good connections both within the neighbourhood and to nearby destinations such as Wembley, Westway Cross Retail Park and Greenford town centre. Connections towards Northolt to the west are also poor, with impermeable and uninviting industrial areas and the Grand Union Canal presenting key barriers.

The poor connections shown often involve crossing large green spaces (e.g. Horsenden Hill) or unwelcoming or impermeable industrial areas. These are mostly concentrated north of the A40. Greenford town centre by comparison has a more integrated, connected network of streets that better stitches with its surrounding communities, although connections via Perivale Park and across the A40 are poor.

Key

- ↔ Poor connectivity (major centres)
- ↔ Poor connectivity (neighbourhoods)
- Study area boundary



Public Realm and Environment

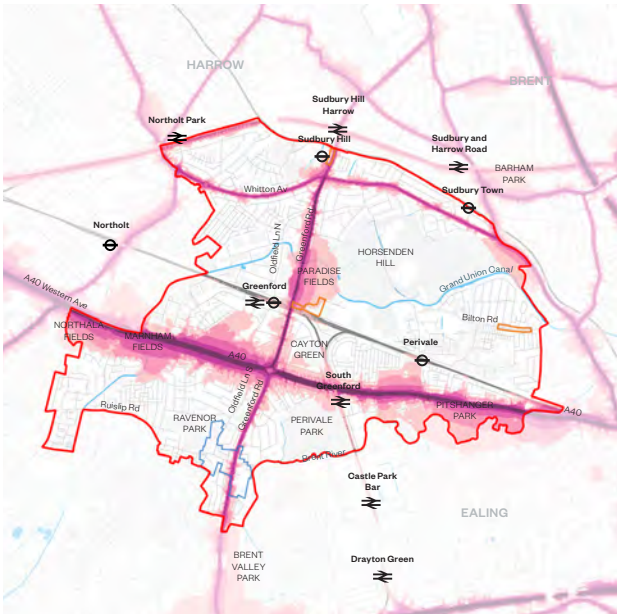


Key

- Sites of nature conservation importance
- Regionally important geological site
- Green corridor
- Blue ribbon
- Green belt
- Metropolitan open land
- Metropolitan park deficiency
- Green space
- Neighbourhood centre
- Town centre
- Study area boundary

Green and blue infrastructure

Policies formed in the adopted Development Strategy 2026 continue to protect, maintain and enhance the quality of existing green and blue infrastructure with a focus on open space and waterways. This helps to secure walking and cycling provision across waterways, enhance nature conservation and encourage biodiversity. The ‘green to grey’ agenda is evident in the designation of the A40 as a Green corridor, aiming to link open spaces across Greenford and Perivale



Key

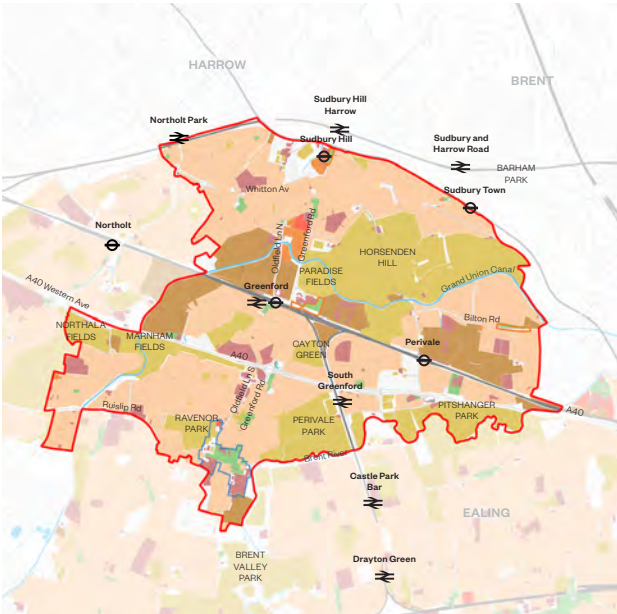
- 55.0 - 59.9 dB(A)
- 60.0 - 64.9 dB(A)
- 65.0 - 69.9 dB(A)
- 70.0 - 74.9 dB(A)
- >= 75.0 dB(A)
- Neighbourhood centre
- Town centre
- Study area

Source: DEFRA Road and Rail noise Lden- England Round 3 (Data indicating the level of noise according to the strategic noise mapping of rail sources within areas with a population of at least 100,000 people (agglomerations) and along Network Rail and HS1 traffic routes and major traffic routes. Lden indicates a 24 hour annual average noise level with separate weightings for the evening and night periods.)

Noise pollution

The combined effects of road (taken from 19/12/21) and rail (taken from 07/12/21) noise also correlate to public health outcomes and quality of experience within both areas. Any future development adjacent to these major routes will need to consider noise mitigation methods that minimise exposure to the most vulnerable members of the community.

Amenities and Services



Key

- Amenity
- Commercial
- Construction
- Farmland
- Industrial
- Leisure
- Residential
- Retail
- Tourism
- Neighbourhood centre
- Town centre
- Study area boundary

Land use

Industrial land forms a corridor across Greenford and Perivale. There are opportunities to intensify and diversify the current offer. Residential land is dominant and well spread but lacks the density needed to support the local economy. Leisure spaces in public ownership are focal points for the community. Pockets of retail land are spread across the spine of Greenford Rd, with smaller linear local parades along Bilton Rd in Perivale, in addition to centres on Lady Margaret Rd and Oldfield Circus in Greenford.



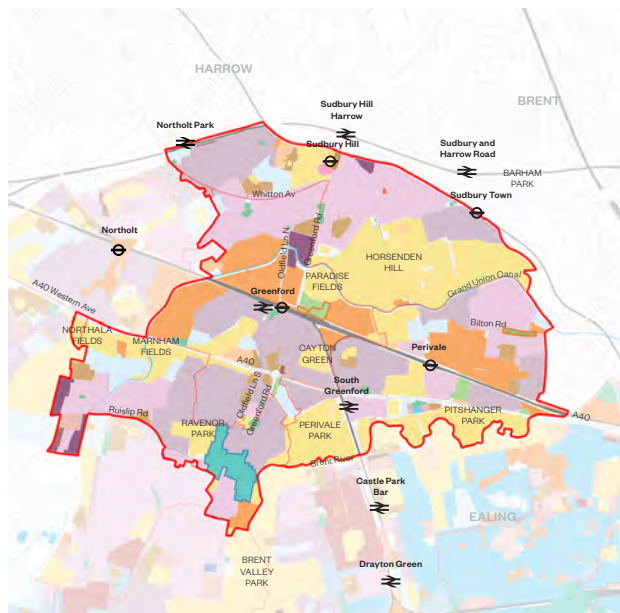
Key

- Community open space
- Public open space
- Park
- Allotments or Community growing spaces
- Education
- Amenities
- Leisure
- Community
- Health
- Neighbourhood centre
- Town centre
- Study area boundary

Social infrastructure

The distribution of different types of open space reveals a deficiency in the northwest of Greenford and east of Perivale. Community open space often overlaps with leisure, allotments and public spaces, showing a desire to utilise the green assets within the area. Addressing the incorporation of schools, community spaces, amenities (banks, places of worship, cafés etc), health facilities and open spaces will be vital in new schemes - for both the existing and emerging communities.

Housing and Development



Key

Farmland	Suburban terrace
Garden suburb	Slab
Other green spaces	Town house
Industry	Tower
Leisure	Urban cul de sac
Institution	Urban terrace
Local retail parade	Urban perimeter
Retail park	Villa/detached/spacious
Cottage estate	Neighbourhood centre
Mansion block	Town centre
Perimeter block	Study area
Suburban semi-detached	

Building typologies

The most common typologies in Greenford are suburban semi-detached and suburban terrace, whereas in Perivale leisure space and interwar suburban semi-detached developments are most common. Greenford also features a large proportion of leisure and industry similar to Perivale, where historic industrial sheds form part of the industrial landscape.



Key

0 - 1 storeys
1 - 2 storeys
2 - 3 storeys
3 - 4 storeys
4 - 7 storeys
7 - 16 storeys
16 - 18 storeys
Neighbourhood centre
Town centre
Study area

Building heights

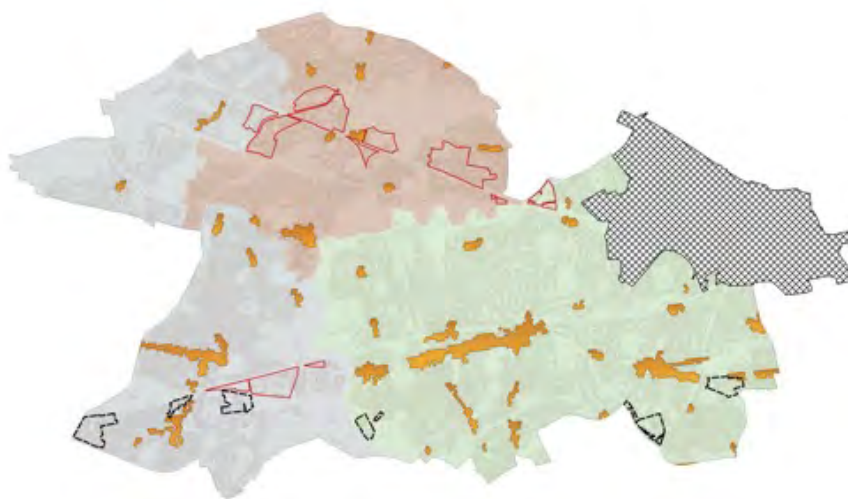
Low-level suburban terraced residential, developments in Perivale and cul-de-sac estates in Greenford keep the skyline low. Clusters of buildings within neighbourhood centres and industrial sites are typically 4 - 7 storeys. New residential developments in Greenford Quay and Sudbury Hill follow the trend towards higher density, taller buildings, deemed suitable due to their transport accessibility and large catchment of communities.

Employment and Enterprise

Greenford and Perivale play a key role in the borough's economy and are important employment centres for residents from across Ealing.

Our socio-economic findings show that over a third of people commuting into Greenford and Perivale travel from elsewhere in the borough. Further evidence shows that the area currently also formed of two decoupled economies: production (retail) and consumption (industry). This is unique to this part of Ealing, and improving how these areas interact is integral to the area's long term prosperity.

Ealing's economic areas



Key

- Production areas
- Consumption areas
- Southall and Northolt
- Greenford and Perivale

- Ealing, Acton, and Hanwell
- Park Royal

West of the borough

- Where challenges of deprivation, low pay, and poverty are most acute
- Strong foundational economies which provides significant amounts of local employment
- Acutely affected by the pandemic and are more reliant on supply chain linkages to Heathrow
- Significant public sector assets can provide increased influence and strongest case for direct public sector intervention.

North of the borough

- Smaller town centres where industrial areas are the primary economic driver
- Hosts the borough's largest employers in employment terms
- Influenced by major land owners such as SEGRO.
- Public sector intervention.

East of the borough

- Hosting the borough's 'high value' employment
- Higher density LSIS under most significant pressure from housing and other development
- Where affordability challenges for residents and businesses are most acute.
- Public sector intervention.



Greenford and Perivale's consumption areas

The evidence shows:

- 55% of Greenford's commercial space is retail compared to 41% in Ealing as a whole.
- Footfall across both Greenford and Perivale is still below pre-pandemic levels and retail employment has fallen sharply.

Greenford and Perivale are home to smaller town centres and retail parades which are important hubs of social, cultural, and economic exchange. These centres are dominated by retail employment which is typically low paying and in decline. Since 2015, over 1,000 retail jobs have been lost from Greenford and Perivale – reinforcing the need for diversification to maintain vibrant, thriving centres.

Greenford is the largest town centre in the area, meaning it is also where these trends are playing out most visibly. There is significant local competition for comparable retail consumption at Westway Cross retail park in addition to the local retail provision at Greenford Quay.

To address this excess of consumption, a renewed focus on Greenford town centre should look to maximise its role as a key hub for Ealing. This should ensure the town centre is not just enabling retail activity, but is also facilitating social, cultural, and educational consumption.

Ealing should focus on promoting residential growth to support the vitality and viability of each centre. This should also focus on improving the town centre environment; linking areas of consumption and production to curate a more coherent economic identity.



Greenford and Perivale's production areas

The evidence shows:

- The majority of economic activity and growth is concentrated within SIL. This is unusual as industrial areas tend to have lower business densities compared to town centres. This reflects their importance to Greenford and Perivale's economies.
- Across Greenford and Perivale, there are almost 1,000 jobs in high tech manufacturing, making the sector 8x more specialised than the London average.

The two towns contain the majority of Ealing's Strategic Industrial Location (SIL) integral to its economic identity and local prosperity. Production areas are becoming increasingly important, with the majority of the area's employment growth concentrated within Greenford and Perivale's SIL since 2015. Industrial areas are home to many of the borough's larger employers. Greenford and Perivale's SIL contains a diverse range of traditional industrial-based employment, coupled with nationally-significant specialisms in high-value sectors such as high-tech manufacturing. Production areas also benefit from consolidated land ownership which can enable the delivery of shared priorities on SIL.

Production areas around Greenford station are critical to the town's economy. This includes Greenford Park Industrial estate, which contains some of Ealing's most biggest employers such as Brompton Bikes and DHL. Similarly, Perivale's production areas are significant employment generators for the borough. Perivale benefits from unprecedented demand for industrial space across London. In 2020, SEGRO bought Perivale Park in one of London's largest ever industrial deals.

Employment and Enterprise

A dedicated focus on these areas should look to build on recent momentum within SIL. Whilst it is the council's ambition to create more high-quality jobs in Greenford and Perivale's production areas, this cannot be achieved through planning policy alone.

Therefore, to achieve the council's economic priorities across the two towns, the council should leverage strategic relationships with key landowners to progress shared objectives.

This should include industrial intensification, skills and employability coordination, and focused interventions that help to create more green jobs.

This approach is underpinned by evidence from the council's complementary Industrious Ealing workstream. The research is designed to support a better understanding of industrial land across the borough through a categorisation framework which can support council priorities.

Industrial estates in Greenford and Perivale were assessed and categorised according to the adjacent categories.

Reimagine

Industrial areas containing low productivity economic activity that is under delivering in terms of social or economic benefits to Ealing.

Intensify

Key economic drivers for the borough which have the capacity to grow and support more inclusive employment opportunities.

Create

Areas of the borough with strong economic need and opportunity which have the capacity to accommodate new meanwhile or permanent workspace.

Protect

Less economically significant areas but contain socially or strategically important activity which need to be retained or protected.

Town Centre performance within study areas

Greenford

The ARUP town centre health check showed that Greenford town centre was considered retail-heavy with limited leisure and health-related assets. It suggested that the town centre's poor sustainable and active travel infrastructure has resulted in significant car reliance.

Greenford's strengths lie in its provision of social, community and religious infrastructure, the strong presence of local businesses, and its appealing public realm. The town centre location provides good accessibility to parks and green spaces. However, this accessibility is diminished by a lack of links and signage.

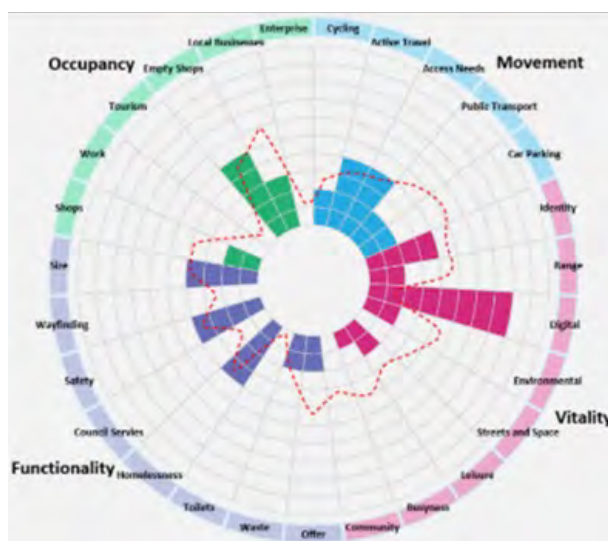
Greenford also contains the 'out of town' retail park, Westway Cross. Compared to other centres within Ealing, Westway Cross has a significantly higher proportion of comparison retail (46%). Whilst footfall and spend have recovered well since the pandemic, Westway Cross is predominantly retail. Although it is well-used by local people, poor public transport links and limited leisure offer limit the potential for diversification in the same way as other centres.

Perivale

Perivale's overall town centre performance is below average compared to other centres within Ealing. The town centre is also retail-heavy which is concentrated within a single shopping parade. Town centre identity is average, as there is limited variety of town centre use and an average presence of local businesses. Perivale has the highest proportion of takeaways, as a result, dwell time in the town centre is low.



Greenford's town centre performance across domains



Perivale's town centre performance across domains

Employment and Enterprise

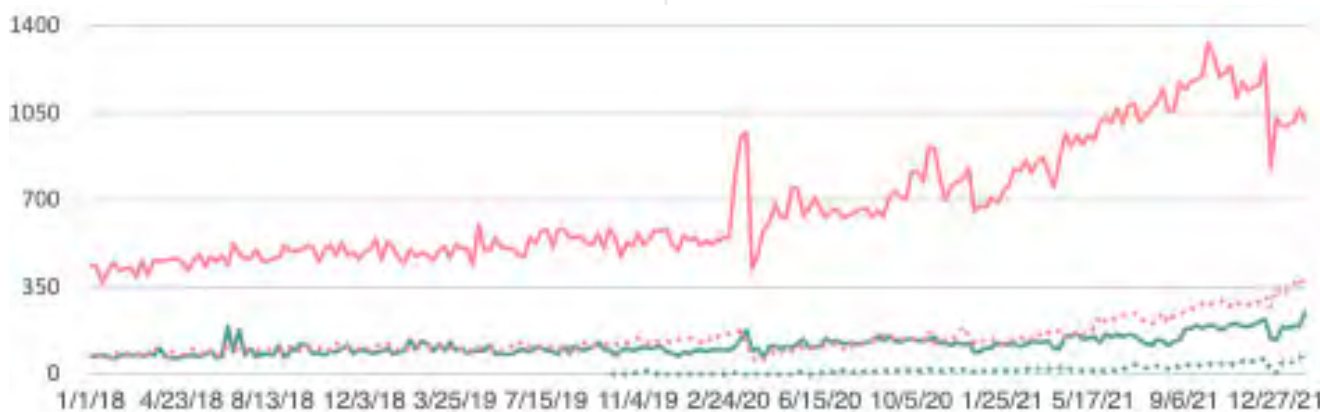
Impact of Covid-19 and Brexit on Greenford and Perivale's High Streets.

The impact of the pandemic on Greenford and Perivale's places has been mixed. Whilst high street spending remained resilient throughout the pandemic, footfall is still considerably lower across Greenford and Perivale. For example, Saturday lunchtime footfall in Greenford in March 2022 was still 37% lower than pre-pandemic levels. This, coupled with retail employment shrinking significantly over the last five years provides a strong justification for economic diversification.

There is emerging evidence to suggest that Brexit and the pandemic have resulted in decreased international migration into Greenford and Perivale. Whilst it is difficult to disaggregate the impact of Brexit from other macro-economic factors, the number

of international national insurance registrations in Greenford and Perivale in 2020 fell significantly compared to 2012 levels.

Greenford and Perivale are also not immune from the ongoing economic factors that shape resident prosperity. Evidence suggests that the economic resilience of Ealing's residents is low, meaning that many are exposed to inflationary pressures and the cost of living crisis. Greenford and Perivale's residents were acutely impacted by the pandemic; seeing the largest jump in the number of residents claiming benefits compared to a pre-pandemic baseline.



Greenford and Perivale high street spending index

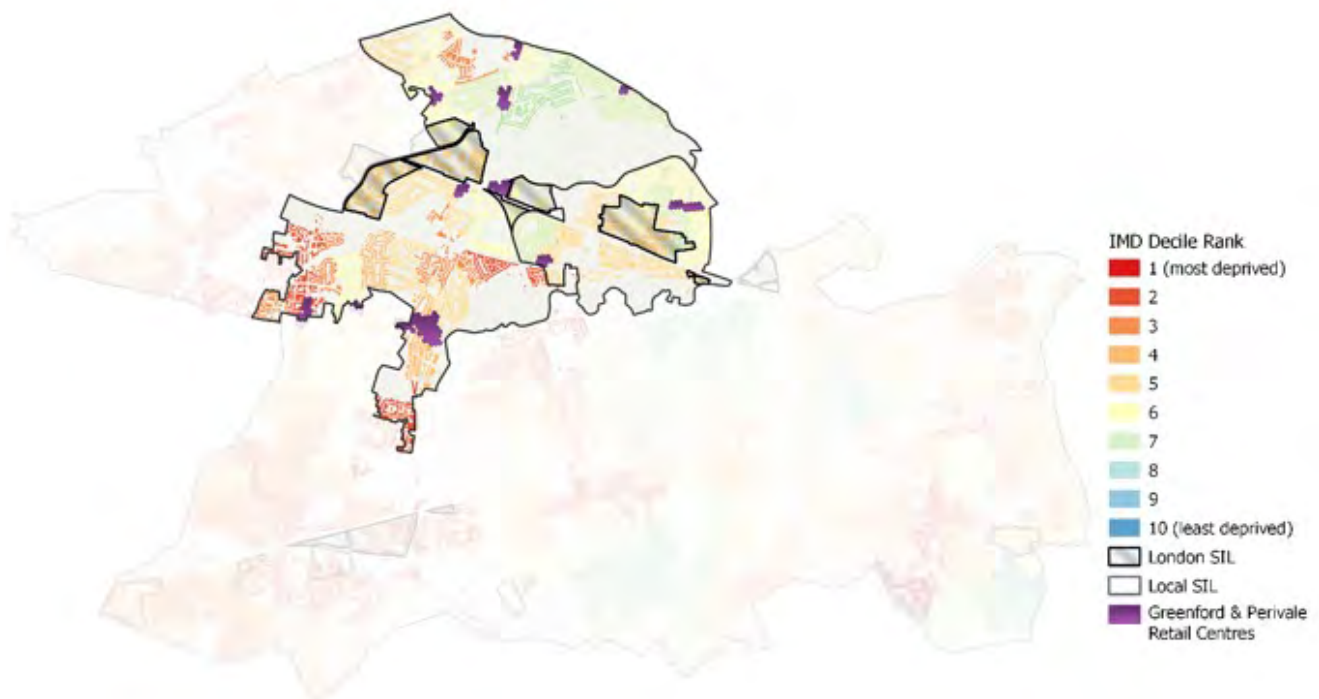
Deprivation

Across Greenford, over a quarter (26%) of Lower Super Output Areas (LSOAs) fall within the top 30% most deprived neighbourhoods nationally. Deprivation is significantly lower in Perivale where no LSOAs within the sub area are in the top 40% most deprived neighbourhoods.

Overall, the 'barriers to housing and services' is the primary driver of deprivation in Ealing across all seven sub-areas. All of Greenford's neighbourhoods are in the top 30% most deprived nationally for barriers to housing and services, feeding into the challenge of affordable housing locally.

Housing affordability is affecting the financial resilience of Greenford's residents. Net household income after housing costs is 10% lower than the borough average. This is even more stark around Greenford town centre where net household income is 15% below the Ealing average (£26,400 after housing costs).

Deprivation is most acute in the Greenford Broadway ward, and is highly concentrated within specific housing estates. This provides the impetus for a renewed focus on Greenford town centre which can provide the fulcrum for a more inclusive economy.



Greenford and Perivale Indices of Multiple Deprivation (IMD), 2019

02b

Engagement Feedback and Key Findings



Horsenden Hill Farm, co-delivered event:
Community's ideas and observations for how
things could be improved

Feedback from Local People, Communities and Businesses

Public and stakeholder engagement was integral to the development of the Framework for Greenford and Perivale.

The We Made That team adopted an inquisitive and exploratory approach to getting to know the local context, allowing us to tailor a bespoke engagement process that is accessible and inclusive. A blend of qualitative and quantitative methods were used to broaden our reach to engage as many people as possible. Imaginative methods were designed to suit different stakeholders, from in-person workshops to virtual methods utilised to be adaptive to Covid-19 restrictions. Over the course of five months, the team held a variety of workshops, including one-to-one conversations, focus groups priority workshops, a public event, school workshops, co-delivered events and an online survey.

Outreach was directed towards young people and educational facilities, community and faith groups, business owners and staff, and the development sector at large, as well as the wider public, residents and visitors from all over Greenford and Perivale. The engagement provided an opportunity for participants to use their diverse perspectives to comment on public infrastructure, local amenities, employment opportunities, housing, and more. The engagement process was designed to offer multiple opportunities for concerned parties to voice their priorities for the future of Greenford and Perivale at different stages of the strategy development. These steps ensure the development of a 20-minute neighbourhood framework that genuinely reflects the thoughts and feelings of the people of Greenford and Perivale.

The proposals have been informed from viewpoints gained through the engagement process, paired with data and evidence acquired through research and feedback from Ealing Council's 'Shaping Ealing' and 'Women Safety' surveys. Suggestions following two 'Priorities Workshops' provided an opportunity to further engage with the proposals and are now fed into the strategy.

More information on the detailed engagement findings, survey findings and the demographic gap analysis undertaken to monitor engagement outreach can be found in Appendix 1: Engagement Summary.

Over 425* people engaged during the process:

61

One-to-one conversations with community groups, organisations, faith groups or businesses

289

Comments at public event

263

Online survey responses

3

Co-delivered events at All Hallows Church, H.A.A.G.A allotments and Horsenden Hill Farm

6

Conversations with targeted stakeholders (Greystar, Brompton Bikes, SEGRO, Mackenzie Homes)

2

Youth workshops

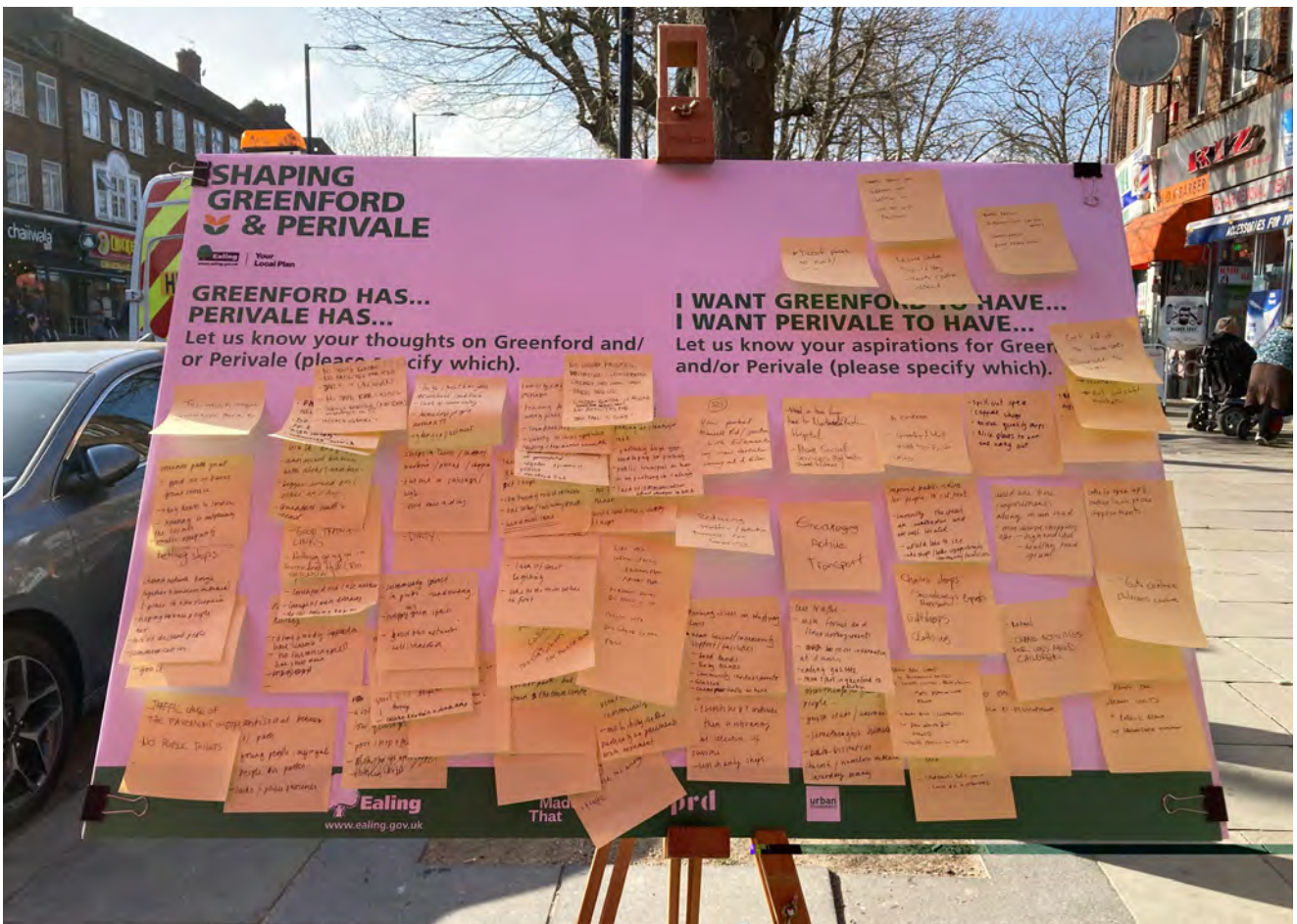
2

Priorities workshops with focus groups at Greenford Hall and Perivale Community Centre

*This number includes in-person 1-2-1 conversations, virtual engagement with key stakeholders and community groups, door-to-door engagement with businesses, people engaged during the targeted workshops, co-delivered events and the public event as well as online responses.



Greenford Broadway, public event



Shaping Greenford and Perivale, understanding challenges and opportunities



1-2-1 conversations with targeted stakeholders



H.A.A.G.A allotments, co-delivered event



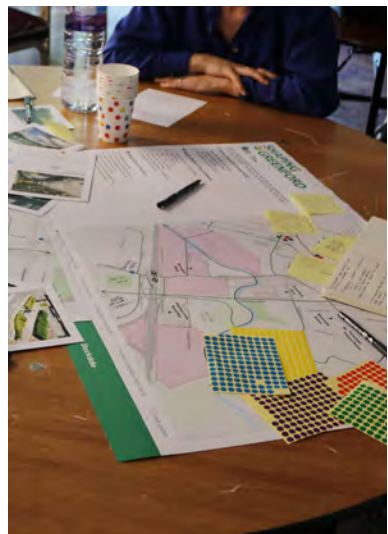
Youth workshops at Greenford high-school



Horsenden Hill Farm, co-delivered event



Perivale Community Centre, priority workshop



Greenford Hall, priority workshop



Shaping Greenford and Perivale survey

How Have We Engaged?

A wonderful range of people live in Greenford and Perivale, from residents who participate in activities benefiting the area, to business owners working hard to provide quality goods and services.

Hearing from all sections of the community was valuable to shaping the Vision and Framework. As a result, we ensured our approach to engagement was as varied as the diverse community it aimed to reflect. The following section sets out how we have approached the engagement, and some of the themes covered through these discussions.

Youth Workshops, February

We Made That and the council hosted two workshops with students from Greenford High School, to understand their perspectives on Greenford and Perivale. The workshops invited the young people to identify things they would like to change or enhance in their neighbourhoods, and develop spatial solutions for the challenges they identified.

These workshops took a particular focus on active travel, access to local green infrastructure and improvements to local high streets and shopping parades.

1-2-1 Conversations, February - June

The We Made That team and Ealing Council held a series of 1-2-1 meetings and a few meetings in person, online and over the phone, with stakeholders, local businesses, residents and community groups, to identify their challenges and gauge interest in ongoing engagement and brief development.

The 1-2-1 conversations provided an opportunity to gain insight on specific challenges faced by the community, business owners and other stakeholders. It also made space for the WMT team to provide updates on project progress, test ideas and gain feedback from a particular stakeholder's points of view.

Internal Engagement and Walking Workshop

We Made That was hosted by internal teams within the council, to discuss and visit ongoing projects and meet key stakeholders within the study area. These workshops allowed the team to gain a spatial understanding of site, knowledge of relevant activities and formal introductions to officers the team would later go on to co-ordinate with as the project progressed.

Council teams who joined these workshops included, Community Engagement, Area Regeneration, Highways & Transport, Strategic Transport, Parks.

Co-delivered Neighbourhood Events, February - March

WMT and Ealing Council participated in a number of events that had already been organised by stakeholders and community organisations. In order to encourage contributions from a variety of community members of various backgrounds, these activities were dispersed across Greenford and Perivale, in settings where people were most at ease.

Thematic discussions were held, primarily focused on reviewing existing infrastructure and amenities, and understanding changes, improvements and additions required.

Public Event and Digital Survey launch, March

This event presented our findings to date, provided an opportunity for the public to describe their perceptions of Greenford and Perivale, and identify the challenges and opportunities they felt needed addressing.

In parallel to the Public Event, a digital survey was launched, allowing those who were unable to join, to have their say.

Digital Survey and Leaflet Distribution, March

The digital survey was made available online for all to have their say. This allowed individuals who were unable to join the engagement sessions to take part in the process nonetheless.

To help ensure the public was aware of the survey, the team arranged for the distribution of physical leaflets to residents within the study area. In addition, the leaflets were distributed at all engagement events, shared with community organisations and shared by councillors and council officers in both paper and digital formats.

We also worked with the council's Communication and Media team to promote the survey via the following methods: posted on the Around Ealing (AE) website and AE digital newsletter, posted on council staff website (OneSpace) and targeted Email sent to Greenford and Perivale residents on the council's contact directory.

Social Media, March

The Council and design team's social media platforms were used to broadcast the public events and create opportunities for local people to share ideas through the survey. Digital promotion was done through websites, social media platforms and bolstered further by direct email communication.

All correspondence was logged and fed into developing proposals wherever possible.

Stakeholder Engagement, March - October

WMT engaged with various internal teams within Ealing Council including, Employment and Skills, Parks, Highways & Transport, Strategic Planning, Business Growth and Investment.

These group workshops were held online. They aimed to engage participants in a creative discussion around themes relevant to their areas of work, giving WMT's team insights into the challenges being faced and the potential solutions for these challenges.

Priority Workshops, June

We Made That and the council hosted two "Priorities Workshops" in Perivale and Greenford, respectively. Hosting focus groups comprised of local residents, community leaders, business owners and developers, the workshops built on proposals developed through previous engagement events and tested the proposals with the community. These workshops offered the wider community an opportunity to ensure that the framework proposals align with their priorities for Greenford and Perivale.

Door to Door Engagement with Businesses, April - June

WMT did door-to-door visits to individual stores on Greenford Broadway to identify their challenges and gauge interest in ongoing engagement and brief development.

This approach was effective as some of the shop owners had no formal contact with the council prior to our visit, so the process was the start of a relationship for many.

Virtual Engagement with Strategic Stakeholders

WMT hosted a number of online workshops with strategic stakeholders and land owners in Greenford and Perivale.

These discussions aimed to allow the team to uncover key issues and priorities the participants felt needed consideration. In addition, this provided a platform to discuss and understand their long term visions and strategies for their businesses and properties in the study area, and test ideas and design proposals.

All of which allowed the team to develop strategies which challenge or align with future development and business growth in Greenford and Perivale.

What People Said About Greenford and Perivale

“We haven’t seen any change happening. We feel forgotten as we are at the edge of the borough.”

“Parks, playgrounds and sports fields are in general adequate, but need better maintenance and cleaning.”

“Traffic measures and poor traffic light phasing slow traffic down too much causing extra pollution and jams.”

“Rubbish remains on the street and not collected, fly tipping is a key issue.”

“Crime and antisocial behaviour isn’t tackled.”

“Market at Greenford Broadway created more footfall and brought different people to the area who then discovered us and have become regular customers.”

“We would use Greenford Hall more if it was affordable and had a programme of activities.”

“Pitshanger Lane shows that local businesses and residents can make a change to their local shopping, it’s a thriving high street with a range of well supported shops and eateries.”

“Oldfield Circus is one of few local shopping areas that looks clean and inviting.”

“I have to go to Ealing to find decent clothes shops.”

“There’s no reason to go to Greenford Broadway. We don’t need more pound shops and betting shops, we want spaces to hang out, more healthy food options, restaurants, coffee shops and independent stores.”

“We want spaces to meet, affordable gyms, a cinema youth centres and playgrounds that are inclusive.”

“Reopen Gurnell swimming pool!”

“Alcoholics roam the streets.”

“Restore the Greenford to Paddington train service and provide a direct bus to Ealing Broadway.”

A direct bus route from Greenford to West Middlesex Hospital would be helpful.”

“Parking on pavement, on disabled spaces and double parking should be stopped!”

“Reintroduce Dial-a-Ride scheme!”

“Stop building tower blocks, the area does not have the infrastructure to support all these new developments.”

Key Findings

This section presents a summary of the key findings and messages from the initial research phase of work; both from the extensive spatial and socio-economic analysis as well as the engagement process.

These have been structured around the 20-minute neighbourhood themes:

- Active travel and connectivity
- Public realm and environment
- Amenities and services
- Housing and development
- Employment and enterprise

Active Travel and Connectivity



- Tube and train stations are concentrated north of the A40, making the area around Greenford town centre is highly reliant on bus services.
- The area is severely fragmented and splintered by major rail, road and waterway barriers.
- Greenford town centre is psychologically detached from areas north of the A40 due to its physical severance.
- Cycling provision within and through the area is poor.
- Many residents feel unsafe around Greenford Station and in green spaces that are often not well lit.
- The environments around schools can be dominated by vehicles.
- Some key streets are dominated by industrial traffic.
- Over a third of people commuting into Greenford and Perivale, travel from elsewhere in the borough of Ealing.

Public Realm and Environment



- Local open spaces are surrounded by homes and lack visibility.
- The Greenford Station and Perivale Station arrival is poor and unwelcoming.
- Residents say there are a small number of play areas for young children but opportunities for teenagers or young adults are limited.
- Perivale Central Sports Ground needs improvement.
- Parts of the canal and river are currently underutilised due to their inaccessibility and limited surveillance.
- Heritage assets could be further celebrated.
- Residents feel that the built environment does not support healthy lifestyles.
- Many businesses would like to see more regular street cleaning to address fly-tipping.
- Residents would like to see attractive seating areas, high quality planting and paving introduced to make streets safer and more inviting.

Amenities and Services



- Some areas within Greenford and Perivale feel disconnected from the town centre.
- Generally, Greenford offers a large range of shops but is lacking cultural and community functions.
- Residents would like to see a wider variety of retail, more independent shops and leisure facilities.
- Within the borough, retail and dining spending is highest in Greenford, reflecting a strong local catchment.
- Residents feel there is a lack of public conveniences (toilets), water fountains and places to rest as a deterrent from spending time on the high street.
- Current civic and community facilities are in poor condition or underused, but residents would like to see them improved and made affordable.

Housing and Development



- Whilst there has been an increasing diversity of housing provision in Greenford in recent years, density and population churn is low.
- Engagement findings tell us that many residents are affected by low housing affordability, compounded by the construction of luxury apartment blocks.
- Greenford and Perivale have more diverse populations than the Ealing and London averages.
- Deprivation is highest in the Greenford Broadway ward.
- Residents would like to see lower-rise developments that provide the right kind of amenities to serve both existing and new communities.

Employment and Enterprise



- The majority of economic activity and growth is concentrated within SIL.
- There is a lack of knowledge intensive employment.
- Greenford's industrial locations have significant specialisms in High Tech Manufacturing.
- Greenford's commercial property is dominated by retail which constrains potential.
- Many businesses would be interested in joining a Traders Association to encourage support and networking.
- Business growth is not creating more jobs for the area, with business rates too high.
- Greenford and Perivale have experienced the highest increases in the number of residents claiming benefits since the start of the pandemic.
- Residents would like to see more training and up-skilling opportunities created, particularly for young people.

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03

Masterplan Framework





Greenford Broadway, looking east

An Interconnected and Multi-Centred Place

The framework for Greenford and Perivale sets a clear vision and proposes specific actions to help shape the future of both towns. It intends to enable a strong local renewal and green recovery from the Covid-19 pandemic as well as create a pathway to attain sustainable and inclusive growth led by both the public and private sectors. It sets a bold and holistic target for the future of Greenford and Perivale over the next 15 years.

To address this cross-cutting aim a number of 'vision principles' and detailed proposals have been developed and described in this section. These respond directly to specific issues raised during the appraisal and engagement process and correspond to specific strategic outcomes for the study area. The section is split into three sub-chapters:

- **03a. Vision Principles:** A number of 'vision principles' developed based on the 20-min neighbourhood themes. Each 'vision principle' provides a number of overarching strategies which set out the underlying objectives against guidance and development proposals should be tested.
- **03b. A Vision for Greenford:** Vision statement and diagram highlighting the key recommendations for Greenford.
- **03c. A Vision for Perivale:** Vision statement and diagram highlighting the key recommendations for Perivale.
- **03d. Areas of Focus:** Place-specific recommendations for three focus areas. Structured around the 5 'vision principles', a series of proposals are highlighted and provide guidance on active travel solutions, public realm enhancements, types of amenities, and new housing and employment opportunities needed to achieve a successful 20-minute Neighbourhood.

Areas of focus

The underpinning socio-economic evidence shows that the area is formed of two distinct economic areas of consumption and production. Responding to these areas, the framework seeks to establish three focus areas that will better serve local people, enable job creation, and support healthier lifestyles:

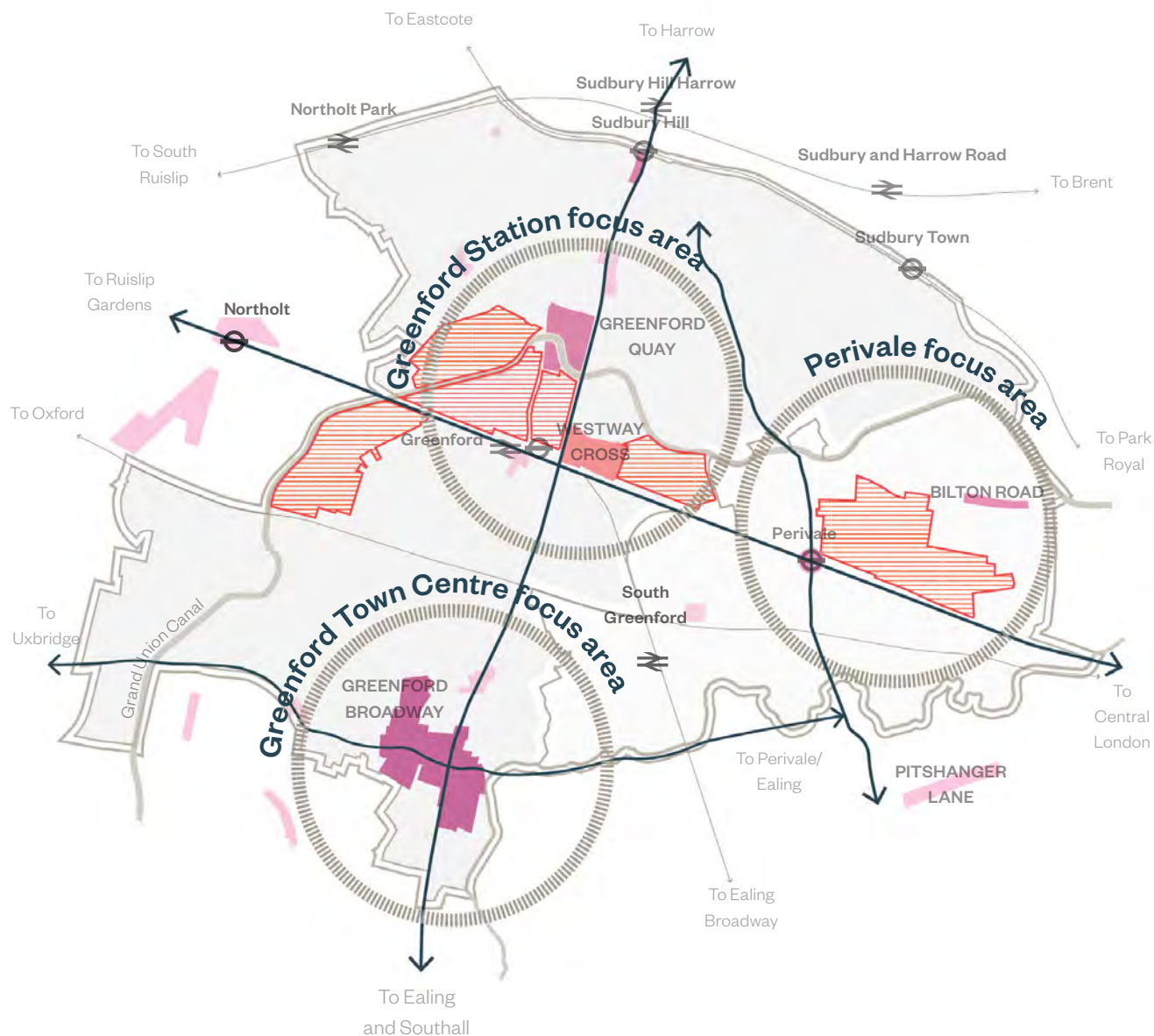
Consumption focus area

- Greenford Town Centre Focus area: An enhanced town centre at Greenford Broadway, with a diversified retail offer and wide range of community, cultural and civic assets.

Production focus areas

- Greenford Station Focus Area: A new neighbourhood centre and innovation hub around Greenford Station, bringing together existing and local parades and diverse employment to build on one of the area's primary economic assets.
- Perivale Focus Area: An improved industrial cluster at Perivale Industrial Estate. This will embrace existing industrial strengths and harness the growth of the industrial sector to deliver a new centre for the town which includes retail, community facilities and local amenities for both workers and local residents.

These key employment areas comprise the main centres of Greenford and Perivale. Forming a network with a series of smaller local parades they shape a multi-centred and interconnected place. The diagram opposite illustrates the polycentric nature of the study area and the hierarchies between the various centres.



Key

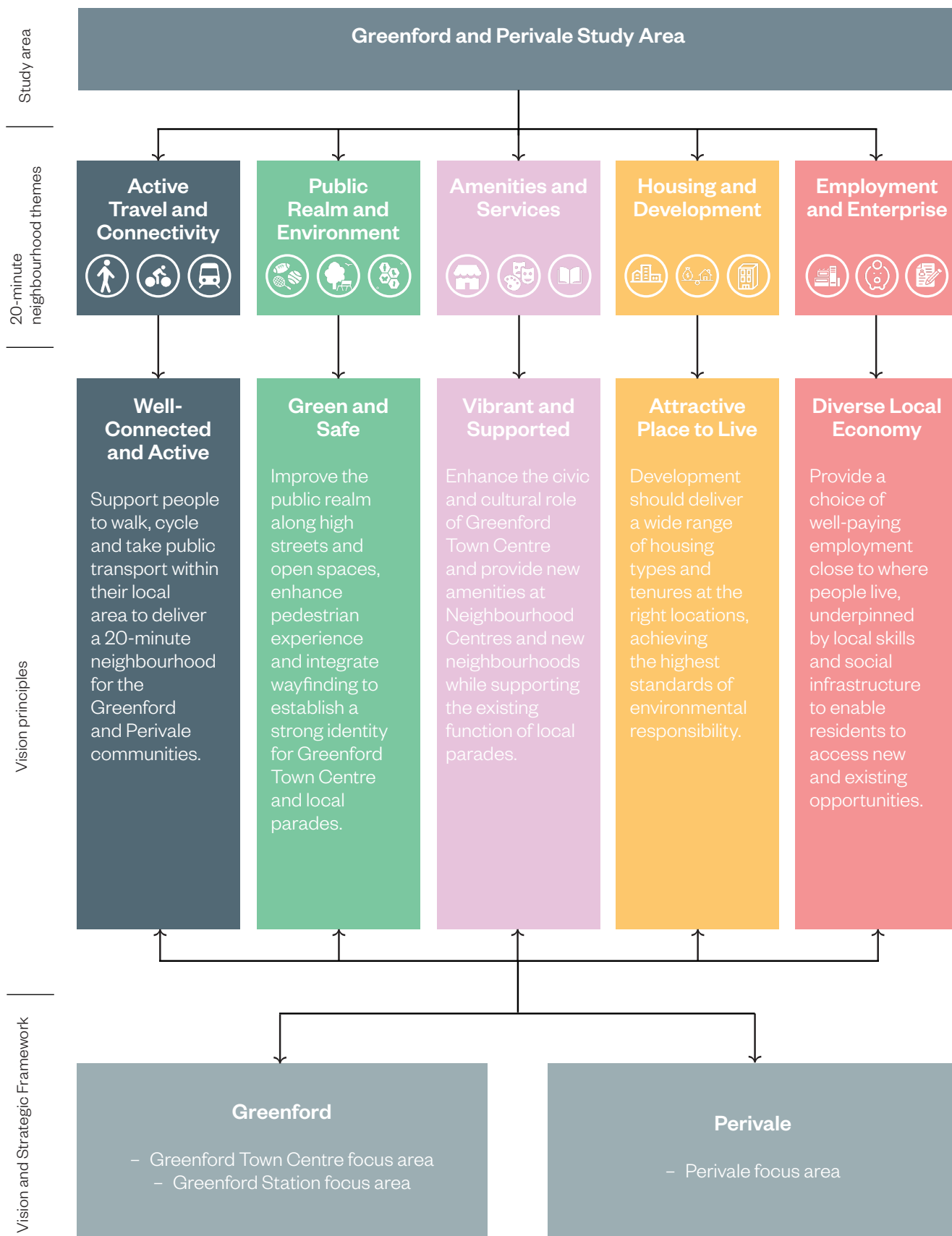
Consumption areas:

- Diversify Greenford Town Centre and the Broadway as a primary hub for retail
- Improve retail offer in Neighbourhood Centres and local centres and provide new buildings for employment
- Enhance retail offer in local parades

Production areas:

- Diversify and make employment space affordable in strategic industrial sites
- Improve public transport between this multi-centred area with enhanced pedestrian and cycle routes
- Focus areas
- Ward boundaries
- Greenford and Perivale study area

Framework Structure



03a

Vision Principles

Well-connected and Active

Support people to access key places, stations and facilities within their 20-minute neighbourhood by walking, cycling and using public transport.

The Greenford and Perivale 20-minute neighbourhoods should enable people to access key places and facilities within a short walking or cycling distance of their home. This includes parks and green spaces, shops and services, schools, public transport stations and bus stops. Travelling by private car within the neighbourhood should be the last resort, with comfortable, accessible and attractive routes that make walking, cycling, buses and trains the modes of choice for many. To create well-connected neighbourhoods, the following key principles are prioritised:

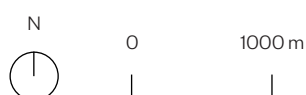
- Improve walking and cycling connections to Greenford, Sudbury Hill and Perivale stations.
- Define and develop a wider strategic cycle

network to better connect Greenford town centre and neighbourhood centres with employment areas and wider communities.

- Improve bus and rail links between Greenford and the Elizabeth Line at Hanwell Station.
- Introduce new connections where possible to connect between disjointed neighbourhoods and reduce travel distances for walking and cycling between key destinations.
- Overcome physical barriers including the A40, various railway lines, large green spaces and impermeable industrial areas by enhancing and upgrading existing connections or introducing new crossings and bridges where required.

Key

- Public realm improvements promoting active travel
- Junction improvements
- Strategic sustainable movement corridors
- Improved local connections
- Potential new connections
- Enhanced canal crossing points
- Study area boundary



Green and Safe

Improve public realm along high streets and open spaces, enhance pedestrian experience and integrate wayfinding to establish a strong identity for Greenford Town Centre and local parades.

To mitigate the impact of busy roads such as the A40 and Greenford Road, noise and air quality must be addressed by introducing green buffers, new tree planting and traffic calming where possible. Improving access to outdoor sports and leisure facilities as well as enhancing play space provision for different age groups are key for both Greenford and Perivale. Providing useful through-connections and delivering a range of safe, pleasant and direct routes with appropriate lighting will improve access to open space and the natural assets of the area. The council should seek to:

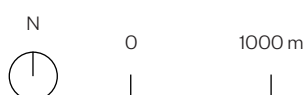
- Make local parades places to be proud of by improving the built environment, shopfronts and streetscape.
- Enhance pedestrian environment in key locations,

around schools, town and neighbourhood centres, public transport stations and heritage assets.

- Enhance outdoor leisure facilities and play areas in existing green assets.
- Incorporate SuDS, seating areas, new tree planting and greening along Greenford Rd, A40 and key routes to counter the urban heat island effect.
- Support biodiverse and sustainable landscapes.
- Make open spaces and streets safe, clean, attractive and accessible to everyone.
- Enhance existing links to open spaces and stations, addressing personal safety through lighting and natural surveillance.

Key

- Improvements to shop fronts
- Public realm and street scape improvements
- Green and blue infrastructure with potential for biodiversity improvements
- Tree planting, SuDS and civic furniture along key routes
- Public realm improvements promoting active travel
- Existing play areas with potential for improvement
- Proposed play areas
- Study area boundary



Vibrant and Supported

Enhance the civic and cultural role of Greenford Town Centre and provide new amenities at neighbourhood centres while supporting the existing function of local parades.

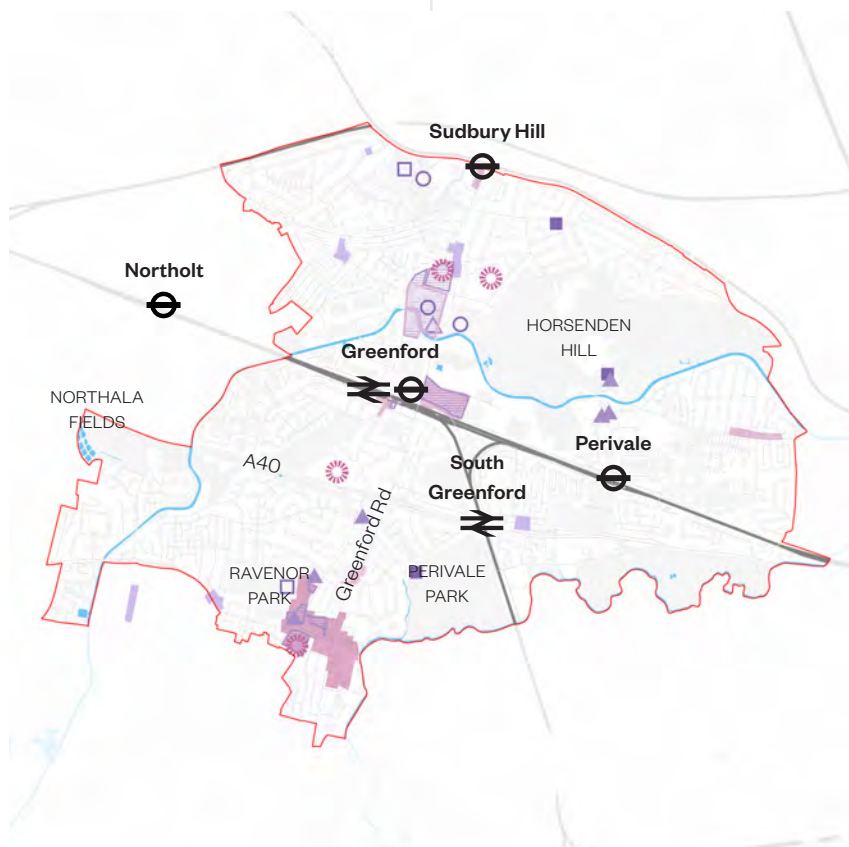
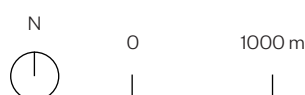
This 'vision pillar' seeks to ensure that Greenford Town Centre, Neighbourhood Centres and local parades provide all the necessary facilities and networks of support for the people who live and work in the area.

To create vibrant and connected communities, the following key principles are prioritised:

- Enhance and expand the community and cultural role of Greenford Town Centre diversifying its role to better complement local parades.
- Work with local organisations to bring public and community buildings back into use whether as temporary or permanent facilities.
- Ensure forthcoming developments introduce affordable leisure and community uses in Neighbourhood centres.
- Improve support networks in Local Parades by forming traders associations.
- Rigorously protect and bring new life to under-used heritage and civic assets including Greenford Hall, Greenford Library Perivale Community Centre, Perivale Library and Horsenden Hill Farm.
- Increase provision of accessible and inclusive facilities in the public realm, such as public toilets, water fountains and seating spaces.

Key

- Enhanced provision of amenities and services in Greenford Town Centre
- Delivery of new amenities and services in neighbourhood centres
- Improved support networks in local parades
- Opportunity for new mixed-used developments
- Opportunity for new outdoor leisure facilities
- Community assets with potential for improvement
- New community centre
- Existing community allotments with opportunity for improvement
- Proposed community allotments
- Schools with potential for community evening use
- Study area boundary



Attractive Place to Live

Development should deliver a wide range of housing types and tenures at the right locations, achieving the highest standards of environmental responsibility.

The lack of housing diversity and density, the low levels of population churn and low housing affordability are contributing to Greenford and Perivale's ageing population challenges. A variety of housing types and tenures should be delivered in the right locations benefiting from the proximity to key stations and amenities placed in the Town and Neighbourhood Centres. To support healthy communities, the following housing principles are included:

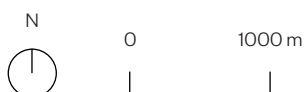
- Provide high-quality dense housing in key locations to create a critical mass of residents needed to support a new and growing economy.
- Provide a mix of housing types and sizes, bringing new residents to access new jobs.
- Provide affordable housing

to address high levels of deprivation especially in Greenford Broadway ward.

- Provide a wide range of tenures to attract a younger demographic to enhance the vitality of both town centres.
- Encourage employment-led development creating a truly inclusive place where local jobs are created for local people.
- Make the most of council-owned assets to deliver social and economic value.
- Ensure future housing strives towards net zero carbon principles, achieving the highest standards of environmental responsibility.
- Retrofit or upgrade existing housing stock and provide decarbonisation incentives to address energy efficiency.

Key

- Residential areas with potential for suburban intensification
- Sites with potential for housing development
- Sites owned by Ealing Council/the Mayor Alderman and Burgess of the borough of Ealing
- Study area boundary



Diverse Local Economy

Providing a choice of well paid jobs near to where people live; underpinned by local skills and social infrastructure to enable residents to access new and existing opportunities.

Production areas are important employment drivers for Ealing. Delivering intensification and linking growth opportunities with skills and employability provision can ensure that more local people benefit from unprecedented demand for industrial space and employment growth. Consumption areas are vital centres for residents, but are over-reliant retail which could impact future resilience without diversification. The following key principles are included in the vision:

- Build on Greenford's rich industrial heritage to create a dynamic and innovative economic centre defined by high-tech manufacturing and green industrial activity .
- Protect and intensify industrial uses in SIL areas

through public-private sector partnerships.

- Diversify employment in Town and neighbourhood centres and provide close-to-home working opportunities (co-working).
- Use council-owned assets and collaborate with private providers to embed opportunities for support, skills and training.
- Support a sustainable and inclusive economy by greening industrial estates.
- Provide higher value employment and reduce reliance on retail.
- Establish relationships with existing employers to develop shared priorities, understand skills needs, and enhance the economic contribution of SIL.

Key

Production Areas

- Industrial sites to "protect":
- Industrial sites to "intensify"
- Industrial sites to "re-imagine"
- Industrial sites to "create"

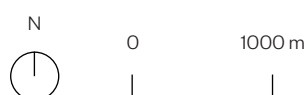
*See page 44 for definitions

Consumption Areas

- Town centre and neighbourhood centres with potential for new employment
- Proposed neighbourhood centre with opportunities for new employment
- Sites with training and up-skilling possibilities

Other

- Study area boundary



03b

A Vision for Greenford

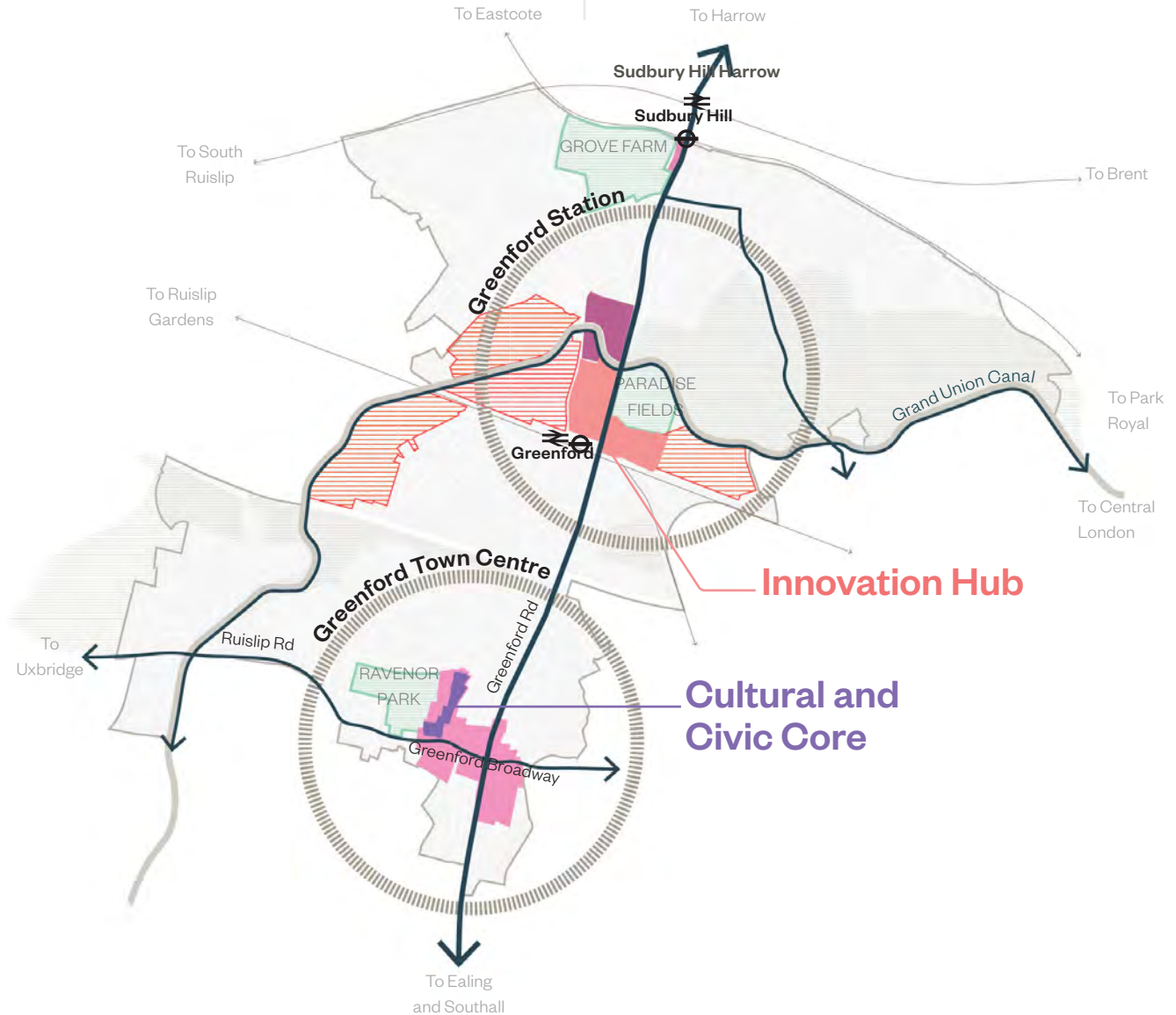


A Vision for Greenford

Greenford Town Centre will be brought to the fore as the primary hub of this diverse, multi-centred area. It will have an increased community, cultural and civic role, supported by new homes and amenities. A place to be proud of, it will be easy to access safely and quickly, and wider green connections will unify the area, in addition to improved air quality along key corridors such as Greenford Road and the A40.

Surrounding neighbourhood centres at Greenford Quay, Westway Cross and Sudbury Hill, and other local parades will create a network of diverse, convenient shops, leisure and community services for residents. Good jobs will be supported in the town centre itself, and in the surrounding industrial areas. The Greenford Innovation Hub will build on an existing concentration of highly-skilled technical engineering and manufacturing employment to secure good jobs in the area's green economy for decades to come.

Vision



Key Moves

Greenford Town Centre: Improved town centre

- Diversify uses at Greenford Broadway to become the primary hub for this multi-centred area
- Provide new civic, cultural and community uses around Greenford Hall that build upon the existing offer

Greenford Station: Innovation Hub

- Provide new buildings for employment, high-tech manufacturing
- A new neighbourhood centre around Greenford Quay providing new town-centre, community and leisure uses
- Diversify workspace in SIL to provide affordable employment

Other

- Enhance green spaces adjacent to key centres and local parades
- ➔ Improved public transport to nearby stations, including cycle and pedestrian routes
- Greenford town boundary



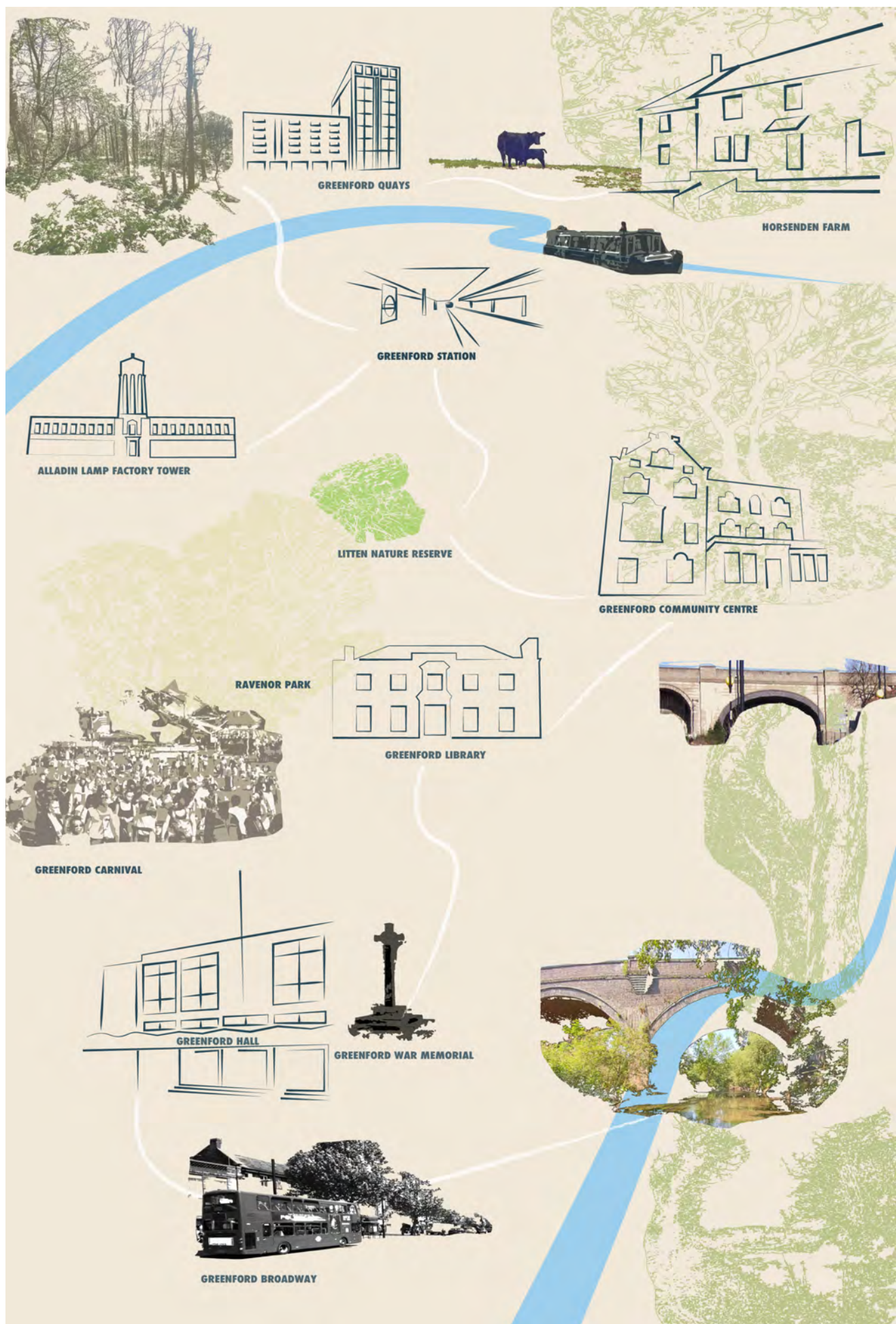


Image produced by local artist
 Patryk Sarzykowski

03c

A Vision for Perivale



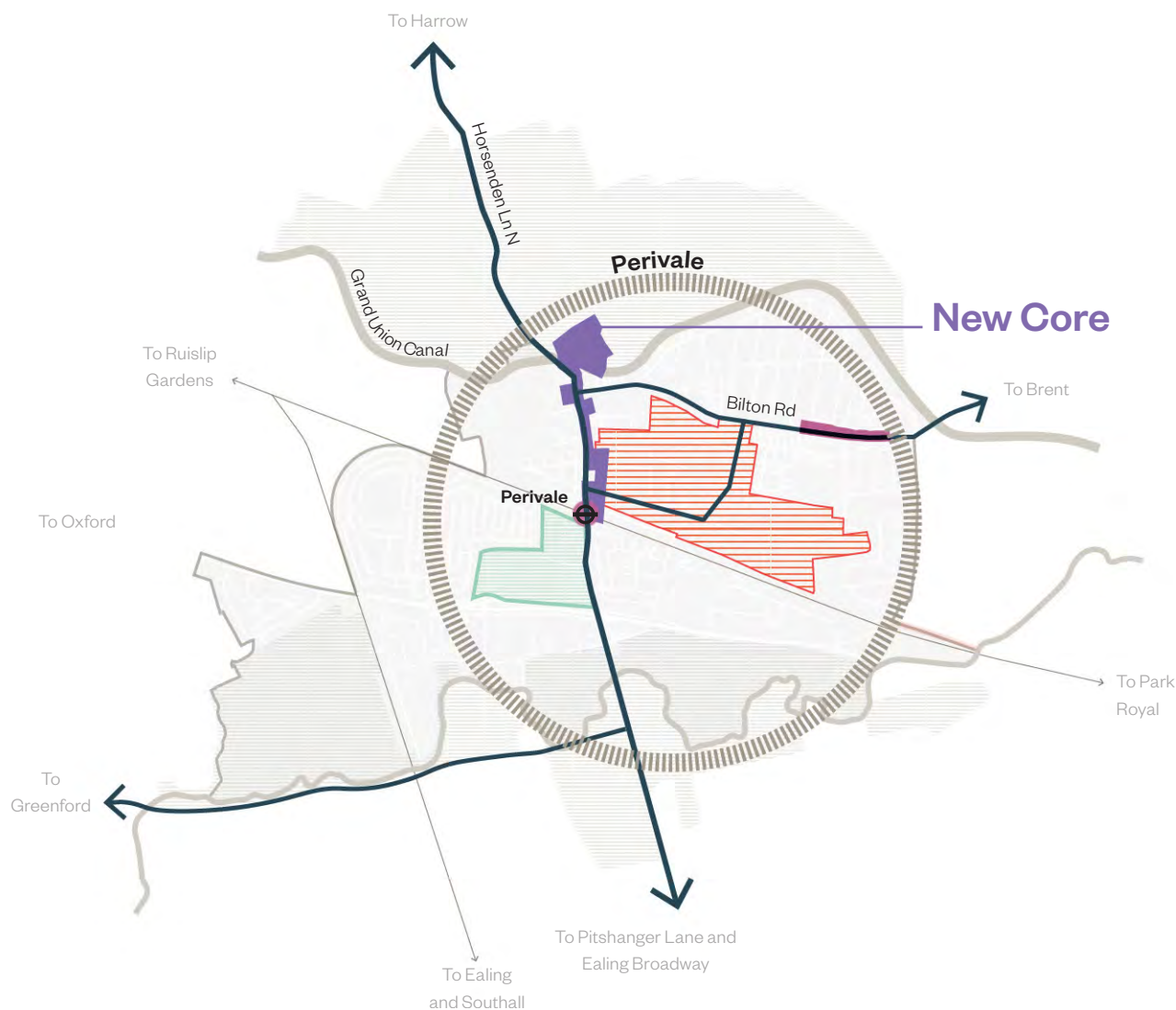
Shops at Bilton Road, Perivale

A Vision for Perivale

Perivale will embrace its industrial strengths and character through the delivery of a new centre for the town located around the station, including retail, community facilities and local amenities. A unique place for the town's businesses and residents to come together within the Strategic Industrial Location, the area will benefit from unprecedented investment into environmental improvements and new spaces.






Through partnership working, the industrial areas will provide high quality jobs in growing sectors such as engineering and the green economy. In the wider area, Perivale's local parades will provide the foundation for a renewed sense of local pride. Reinvigorated community infrastructure, and a clean and safe public realm, will knit this suburban neighbourhood together, and be comfortably accessible on foot and by bike.

Vision



Key Moves

Perivale: A new destination and sustainable business park for Ealing

-  Sustainable Perivale business park with increased employment space, net-zero carbon industrial buildings and renewable energy
-  Improve and diversify retail offer around Perivale Station and at Bilton Road
-  Enhance community and cultural cluster built on existing community networks and spaces
-  Enhance Ealing Sports Ground
-  Reconfigure local road network with key improvements along Aintree Road

 Perivale Town boundary





Image produced by local artist
Patryk Sarzykowski

03d

Greenford Town Centre Focus Area



Greenford Town Centre Focus Area

Vision Principle 1: Well-connected and Active

The following pages set recommendations for key areas of intervention in relation to transport and active travel opportunities:

1.1 Greenford Road as an active travel corridor: A segregated cycle route along Greenford Road would help to create a high quality corridor for walking and cycling. Creation of a key cycling corridor along Ruislip Road, introducing segregated cycle tracks, and improving bus stops, junctions would enhance the pedestrian environment.

1.2 New and improved walking and cycling routes: improvements to walking and cycling routes to key spaces, such as Perivale Park. New walking and cycling connections through Litten Nature Reserve, the Stanhope School site and town centre car park site would improve permeability and reduce travel distances to key places.

1.3 School streets: Improvements to the pedestrian environment and public realm around several schools on Oldfield Lane South, including The Edward Betham C of E Primary School and Coston Primary School. These could include measures to reduce or calm traffic, improve crossing points, reconsider guardrail arrangements and improve seating, paving and planting.

1.4 Improved streets: Improvements to the pedestrian environment and public realm at Greenford Broadway and Greenford Road would support the area as a thriving town centre.

1.5 Improved public transport links: Improvements to public transport would better connect Greenford town centre and its communities to the wider study area and beyond. These could include improving bus service links to Hanwell and West Ealing Stations, enabling better access to the Elizabeth Line.



The Garibaldi Street scheme provides a segregated cycle lane with opportunities for sustainable drainage and planting. Reconfiguration of the allocation of space between highway users, large-scale integration of plants and re-engineering of the drainage systems were the three mutually supportive levers used to achieve this ambition.












Connecting Colliers Wood aims to reconnect the high street with the local natural assets, to foster connectivity across the town centre. The use of materials and landscaping, rebalance the road use in favour of pedestrians and cyclists.

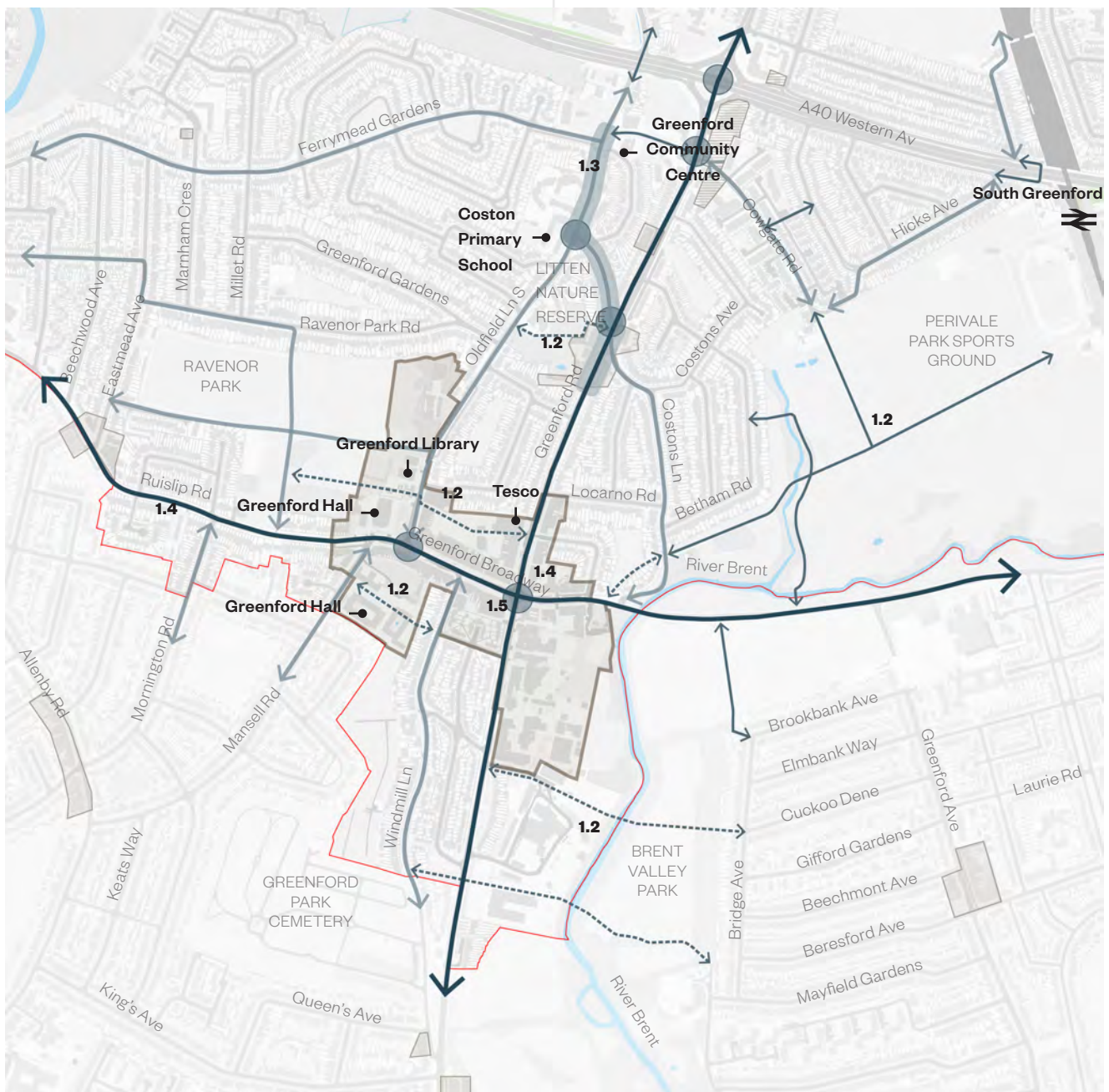
03. Masterplan Framework

What people said

“There is a lot of congestion along Greenford Broadway. It should be reduced to allow people back on the high street.”

Key

-  Focused street improvements
-  Key junction improvements
-  Strategic cycle network improvements
-  Local cycle network improvements
-  Improved connections
-  Proposed connections
-  Town centre
-  Local centre
-  Retail park



Greenford Town Centre Focus Area

Vision Principle 2: Green and Safe

The following pages set recommendations for key areas of intervention in relation to public realm and environment enhancements:

2.1 Focused public realm improvements: New street planting, SuDS, civic furniture and lighting upgrades at Greenford Road, Costons Lane leading to Oldfield Lane South, and Greenford War Memorial green space.

2.2 Greenford Broadway shopfront upgrades: Shopfront upgrades and new signage along Greenford Broadway and Greenford Road including enhancements to shopfront uppers.

2.3 Re-activate streets: Consider creating wider footways to encourage spill-out activity from ground floor uses by removing some parking bays. Activate the public realm and consider new active frontages to test new ideas and drive post-pandemic footfall.

2.4 Open space improvements: Enhanced lighting and play space equipment around local green assets including Ravenor Park and Perivale Park.

2.5 Wayfinding: Improved wayfinding and signage along key pedestrian and cycle routes, along Ruislip and Greenford Road, Ravenor Park and Litten Nature Reserve.

2.6 Lighting upgrades: Improved paths and lighting at Greenford Road roundabout, Cayton Green Park Perivale Park Sports Ground would help address safety issues.



Vauxhall Missing Link delivered urban greening through street planting and SuDS as well as delineated routes by forming a buffer between pedestrians, cyclists and vehicular traffic. The hard landscape supports spill-out activity, whilst overall legibility is promoted via comprehensive wayfinding, communicating the character of the place.














Wood Street in Waltham Forest was revitalised to help realise its potential as an attractive destination. High street frontages and windows were improved by working with local designers and makers to carry out bespoke, light-touch improvements to business frontages.

03. Masterplan Framework

What people said

“Greenford Broadway needs safe and attractive places to rest and street furniture that encourage socialisation.”

Key

-  Street improvements
-  Focused streetscape improvements
-  Local improvements to shopfronts
-  Extensive upgrades to secondary shopfronts
-  Improved links/entrances
-  Existing playgrounds improvements
-  Enhanced routes / lighting improvements
-  Green and blue infrastructure biodiversity enhancements
-  Town centre
-  Local centre
-  Retail park



Greenford Town Centre Focus Area

Vision Principle 3: Vibrant and Supported

The following pages set recommendations for key areas of intervention in relation to amenities and services opportunities (subject to further engagement and feasibility testing):

3.1 Creating a distinct civic and cultural cluster:

Opportunity to consolidate existing amenities. This could include enhancing facilities at Greenford Hall and Greenford Library, a prominent entrance at Greenford Social Services, new community or healthcare activities at former NHS Clinic and former Police station, new cultural activities at Ravenor Farm, an outdoor cinema/event space at Ravenor Park.

3.2 Vacant units activation: Opportunities for the council to lease vacant ground floor units and provide cultural, youth and community facilities to diversify the high street offer along Greenford Broadway.

3.3 Programming: Pop-up market/event to increase footfall at Greenford Broadway, contribute to the vitality and viability of the Town Centre and provide opportunities for new businesses to start up. This could boost Greenford Broadway through lively events, diversification of the market's offer to avoid competition with current businesses, supporting traders and celebrating Greenford's culture and heritage.

3.4 After school hours amenities: Potential opportunity to open facilities after school hours to host sports sessions, learning, events and hobby classes, for example at Stanhope and Coston Primary School.

3.5 Bring cultural uses back to life: Potential relocation of Tesco at one of the opportunity sites to allow for cultural uses at the former cinema building (subject to further feasibility testing). Encourage more use of Ravenor Park by providing cultural/community offer (i.e outdoor cinema, performances, festivals)

3.6 Public facilities: Provide public toilets and water fountains to increase dwell time in the town centre, particularly for families.



Chatsworth Road in Hackney is a community interest company established to promote business and community activities across a small local area. The organisation provides advice on opening a business in the area, trading at Chatsworth Road Market and produced Chatsworth Road Guide to promote the diversity of the street.



An empty shop unit overlooking Nunhead Green is being used as a business incubator, offering a series of seven-week tenancies to local start-ups, social enterprises, artists, designers and cooperatives – boosting employment and jobs, testing new uses.

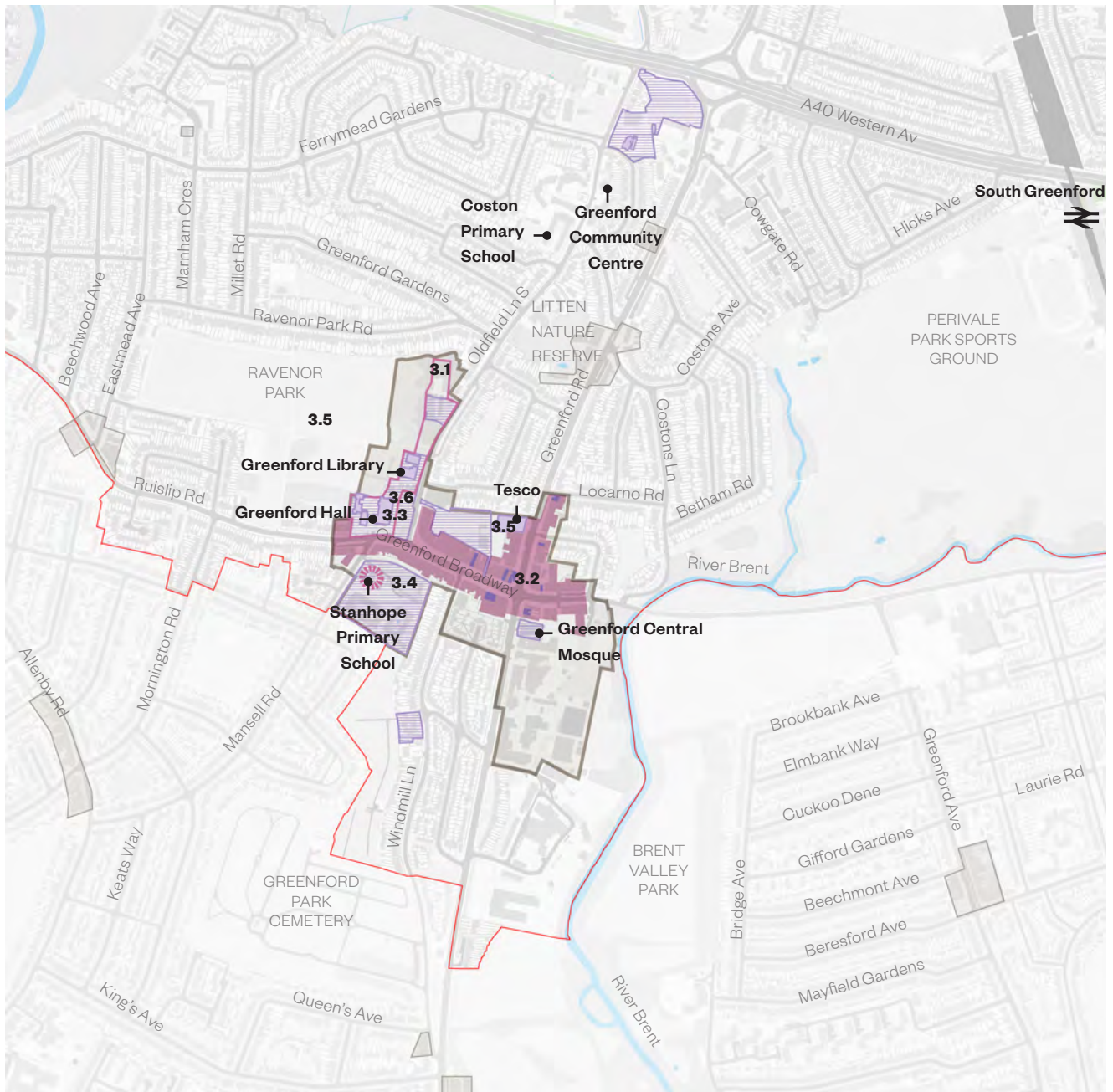
03. Masterplan Framework

What people said

“We would use Greenford Hall more if it was more affordable and had a programme of activities.”

Key

- High street amenities
- Enhanced civic and cultural cluster
- Buildings of civic and cultural importance
- Vacant units
- New groundfloor amenities at opportunity sites
- Schools with potential for community use
- Town centre
- Local centre
- Retail park



Greenford Town Centre Focus Area

Vision Principle 4: Attractive Place to Live

The following pages set recommendations for key areas of intervention in relation to housing and development opportunities (subject to further engagement and feasibility testing):

4.1 Scope for mixed-use development: Consider re-provision of a new primary school and the Ealing Education Centre alongside residential with the potential to incorporate higher elements.

4.2 Scope for residential, leisure and workspace development: Potential opportunity to incorporate higher elements. Recommend also considering partial re-provision of car parking spaces.

4.3 Scope for mixed-use development: Potential for residential uses with community or cultural uses on the ground floor. Recommend consideration is given to retaining civic places such as Greenford Hall and refurbishing heritage assets such as Greenford Library.

4.4 Scope for some mixed-use development: Potential opportunity for long-term redevelopment of the rear part of the site. Recommend any future proposals consider whether to retain and refurbish the existing buildings facing Oldfield Lane South. Consider retaining existing creative/cultural activities on site.

4.5 Scope for mixed-use development: Potential for town-centre uses with active frontage along Greenford Road and residential uses above. Consider the retention of existing community activities on site.

4.6 Scope for residential development: Consider the retention of existing childcare uses.

4.7 Scope for mixed-use development: Consider residential and employment uses on site and the retention of Greenford Community Centre building.



The Green is a new low-energy community centre built as part of an ensemble of terrace houses and apartments, which together complete a historic village green in Nunhead. The centre, which enables different sections of the community to use the centre at the same time, was the second phase of the nine-year-long-project, funded through the sale of the flats and terraced houses built as part of phase one.



333 Kingsland Road Hackney combines an apartment building providing 68 affordable homes and a 350-pupil primary school, with shops at street level. The school, set back from the main street, has a generous open-air courtyard, from which classrooms, main hall and administration offices can be accessed.

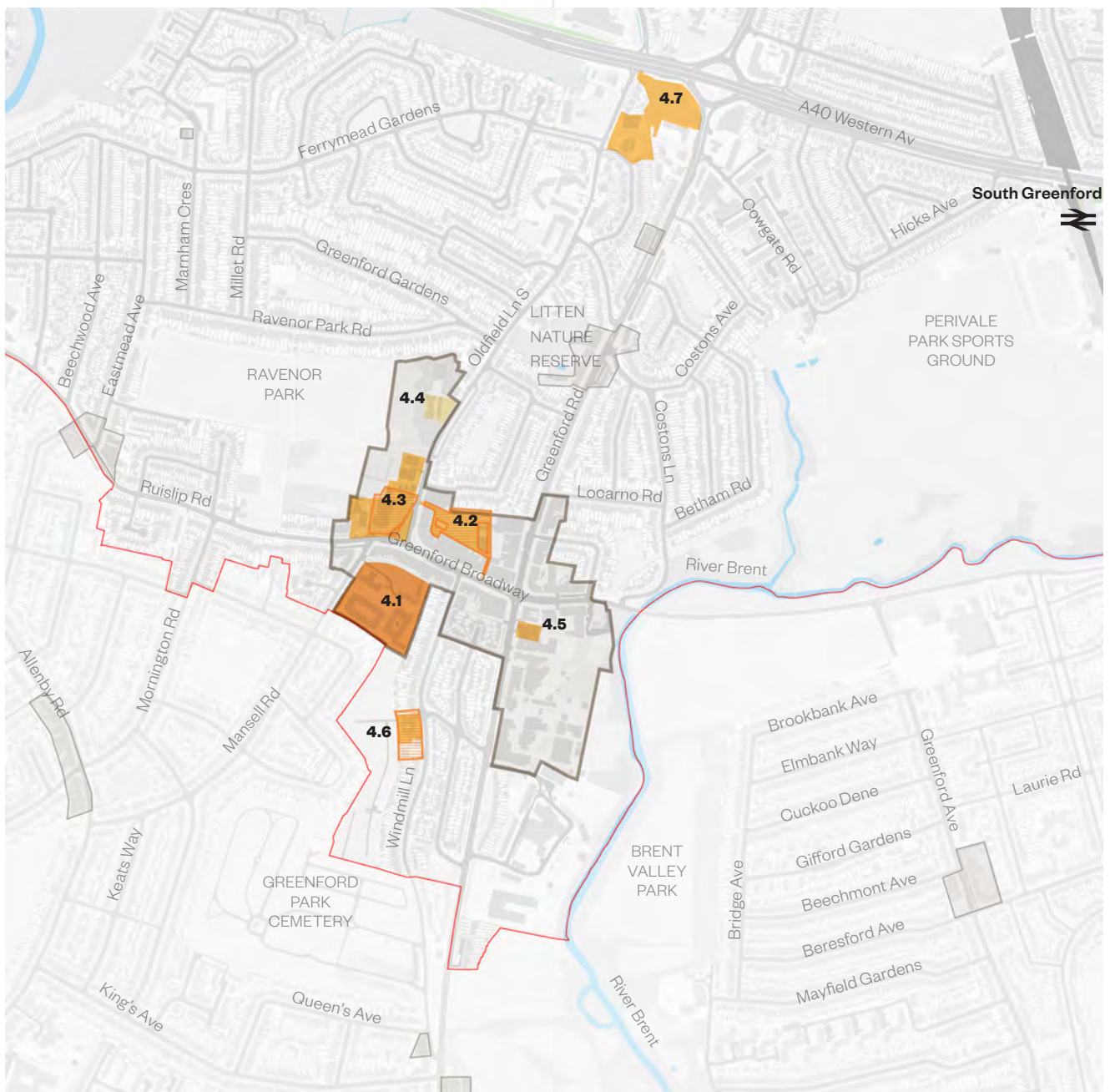
03. Masterplan Framework

What people said

“New developments should provide the right amenities, promote sense of community and social integration in Greenford.”

Key

- Short-term opportunity sites (1-6 years)
- Medium-term opportunity sites (6-10 years)
- Long-term opportunity sites (10-15 years)
- Sites within Ealing Council/ the Mayor Alderman and Burgess of the Borough of Ealing
- Town centre
- Local centre
- Retail park



Greenford Town Centre Focus Area

Vision Principle 5: Diverse Local Economy

The following pages set recommendations for key areas of intervention in relation to employment and enterprise opportunities (subject to further engagement and feasibility testing):

5.1 Greenford Broadway Trader Association: Set up a trader association, provide business support and marketing tools to town centre businesses.

5.2 Vacant ground floor units: Opportunity for the council to lease vacant ground floor units for business support and business networks. Ability to use new powers in the Levelling Up and regeneration bill to let out vacant retail properties. This could include creative workspace, close-to-home-work hubs or innovative community uses.

5.3 Training and up-skilling: Seek training and up-skilling possibilities at Greenford Hall, in particular for young adults. Collaborate with private providers to scale and link existing skills provision, which could include providing spaces in community settings to extend reach of programmes.

5.4 Close-to-home working: Opportunities for facilities supporting flexible working in the town centre. Potential for new mixed-use development providing shared workspace facilities.

5.5 Industrial intensification: Consider a new masterplan to intensify employment uses at the depot site and improve site conditions for all users and neighbouring homes and schools.

5.6 New employment opportunities: Potential for residential and employment uses. Consider opportunity for light industrial uses to create a cluster with adjacent employment uses. Consider active frontages along Greenford Road.

5.7 Local employment partners: Potential opportunity to scale and foster a partnership-based approach with SEGRO's Community Investment Plan activities to help boost local skills, training, and employment.



The local authority in Roeselare has cracked down on landlords holding empty units through fines, offering tax relief for start-ups, and encouraging shared tenancies. They have encouraged new business models such as stores offering more than one offer. The town has turned the library into a knowledge centre, including a pop-up space for micro businesses.



639 Enterprise Centre in Tottenham offers affordable office space, shared workspace, meeting space, a gallery and a free venue space for local charities to hire. Run by the London Youth Support Trust (LYST), the 639 building has been developed as a centre to help local people get started in business and gain employment skills.

03. Masterplan Framework

What people said

“We would be interested in joining a traders association to support each other’s businesses.”

Key

Consumption Areas

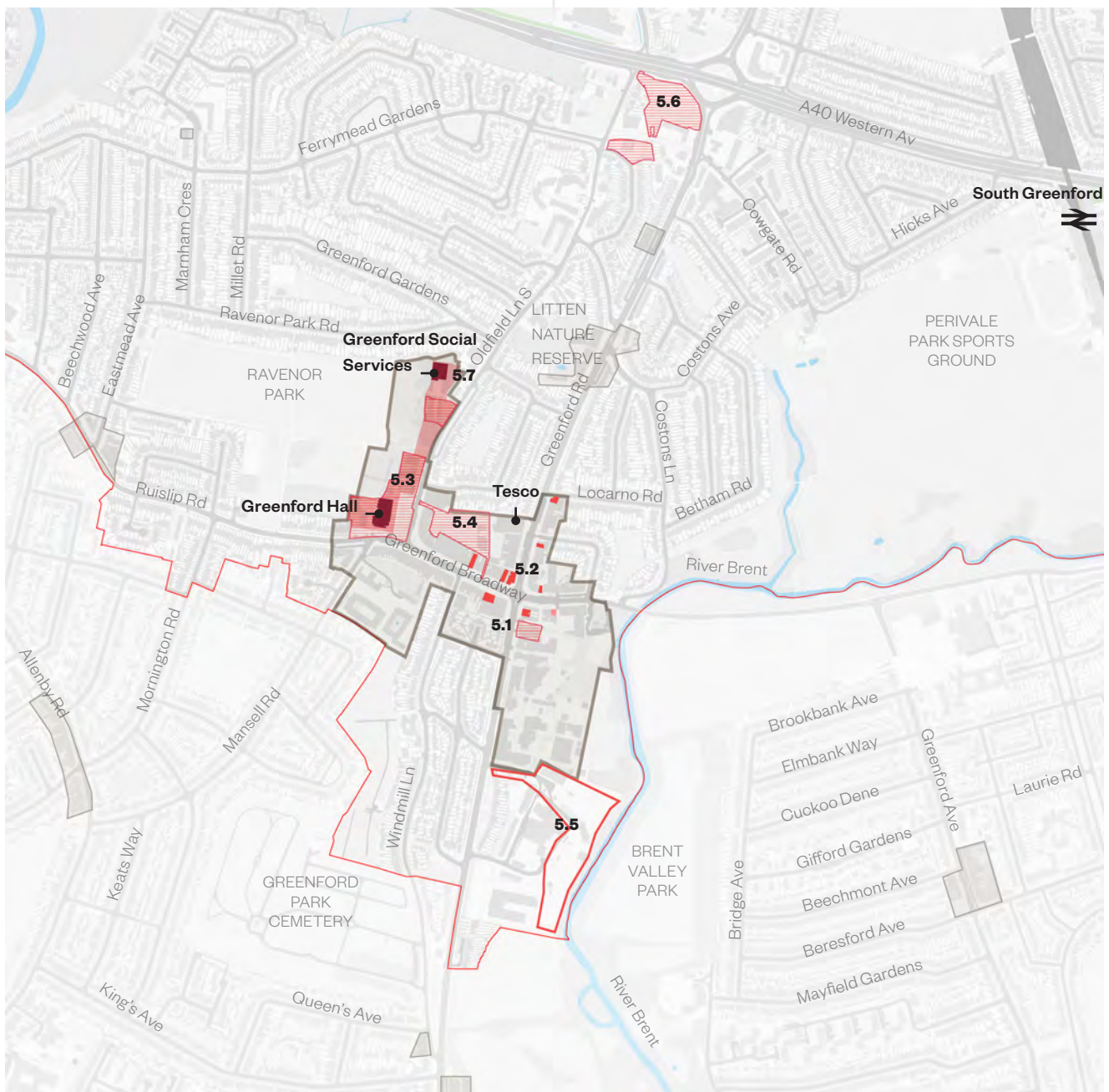
- Civic and cultural cluster
- Vacant units
- Sites for training and upskilling opportunities
- Opportunity sites

Production Areas

- Industrial sites to “re-imagine”: Industrial areas containing low productivity economic activity that is underdelivering in terms of social or economic benefits to Ealing.

Other

- Town centre
- Local centre
- Retail park





Ravenor Park, Oldfield Lane South
entrance

03e

Greenford Station Focus Area



Oldfield Lane North, Greenford
Station arrival

Greenford Station Focus Area

Vision Principle 1: Well-connected and Active

The following pages set recommendations for key areas of intervention in relation to transport and active travel opportunities:

1.1 Improvements along Oldfield Lane North: Such as introducing mini-roundabouts at key junctions, improving the pedestrian environment at vehicle access points and introducing new crossing points.

1.2 Segregated cycle routes along Greenford Road: Creation of a new cycling corridor along Greenford Road, and improved cycling provision on Whitton Avenue.

1.3 Improved junctions along Greenford Road: Addressing junctions in key locations to improve the provision and safety of people walking and cycling.

1.4 New green routes: Creating better connections through green spaces such as Horsenden Hill and Grove Farm, including surfacing and lighting improvements, whilst carefully considering the need to protect local wildlife and ecology.

1.5 Connection through industrial estates: Potential new walking and cycling link through the industrial estate at Ockham Drive to improve local connectivity and reduce travel distances towards Greenford Station. Open up connections to the canal for industrial workers/commuters.

1.6 Oldfield Circus improvements: Enhancements to the public realm and walking and cycling environment to aid pedestrian crossing, support public life and encourage cycling and public transport use.



Argall Industrial Estate is a scheme in Waltham Forest that introduced new and improved walking and cycling links through the existing industrial estate, providing surfaced paths, lighting and safe crossing points. This provides through-connections for local people, as well as improved access and transport options for workers.



Clapham Old Town is a project delivered by working closely with a steering group made up of local residents, council officers and TfL. The project improved pedestrian and cycle safety, by widening footpaths, planting trees and providing seating facilities, narrowing carriageways, lowering kerbs and prioritising pedestrian movement through Copenhagen crossings and introducing twenty mph zones.

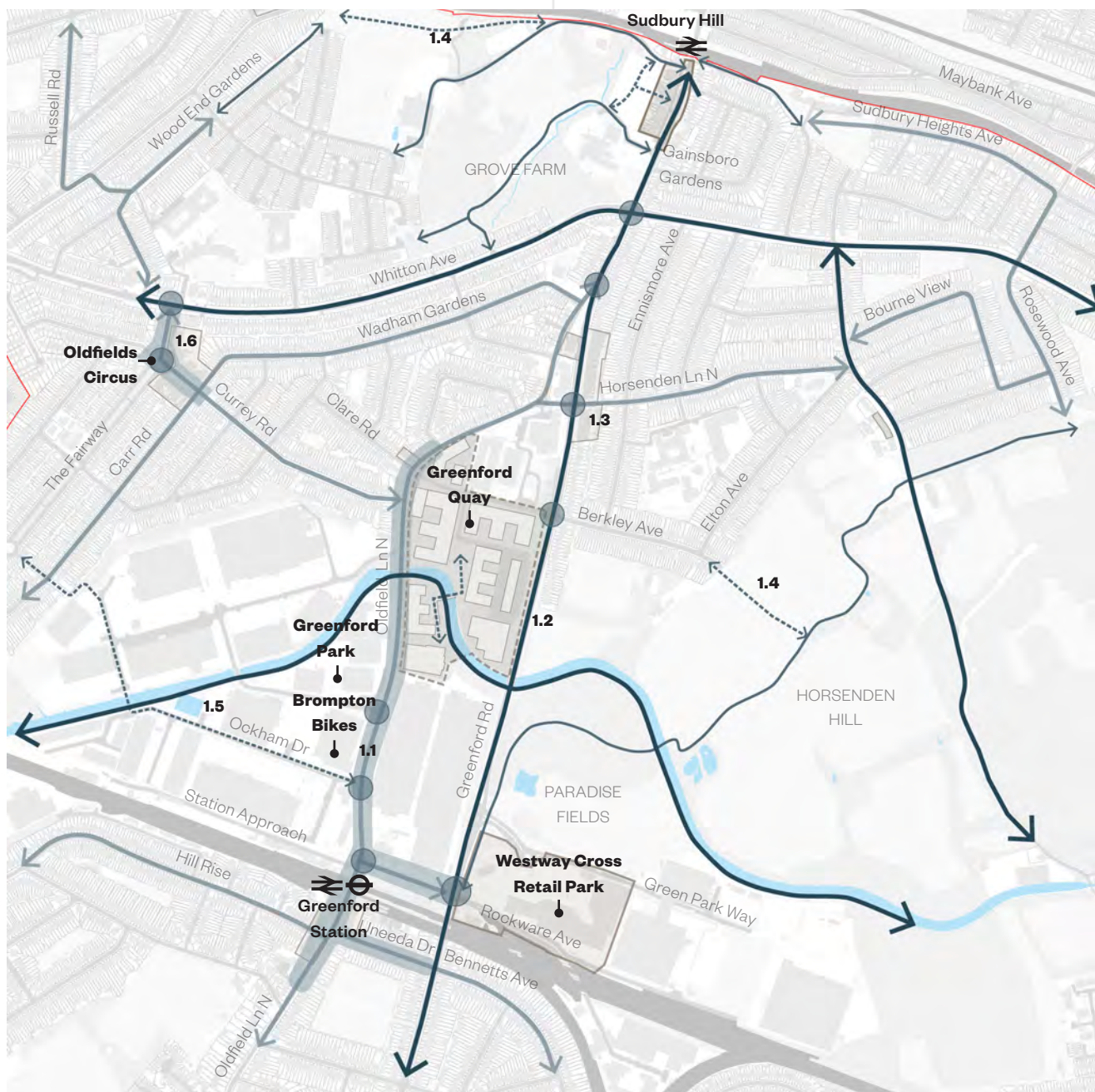
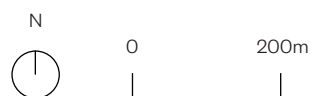
03. Masterplan Framework

What people said

“Road layout is confusing and there is a lot of industrial traffic which make it unsafe for pedestrians.”

Key

-  Focused street improvements
-  Key junction improvements
-  Strategic cycle network improvements
-  Local cycle network improvements
-  Improved connections
-  Proposed connections
-  Neighbourhood centre
-  Proposed neighbourhood centre
-  Local centre



Greenford Station Focus Area

Vision Principle 2: Green and Safe

The following pages set recommendations for key areas of intervention in relation to public realm and environment enhancements:

2.1 Improved public realm and streetscape around Greenford Station: Upgrades to Oldfield Lane North and Rockware Avenue, including new street planting and civic furniture. Opportunity for public art to create a visual uplift to existing boundary fences and blank walls. Recommend prioritising the improvement of spaces around industrial areas to make them more attractive to green businesses.

2.2 Station arrival and underpass improvements: Improve Greenford Station arrival and forecourt, including the addition of new trees and civic furniture. Consider enhancing the underpass and widen pedestrian footpath, through wayfinding, lighting and public art.

2.3 Shopfront upgrades: Improvement to shopfront uppers, light shopfront upgrades and new signage at Greenford Station, Greenford Road, Oldfield Circus and Sudbury Hill.

2.4 Open space improvements: New outdoor leisure and play facilities and improvements at Horsenden Hill Park. New public park with outdoor leisure facilities, Multi-use Games Area (MUGA) and community allotments next to David Lloyd site. Enhanced play space, footpath and lighting at Oldfield Recreation Ground.

2.5 Wayfinding and signage: Enhancing pedestrian and cycle entries at the Grand Union Canal, Horsenden Hill and Grove Farm.

2.6 Lighting upgrades: Improved paths and lighting to improve safety along Grand Union Canal, paths in Horsenden Hill and Oldfield Recreation Ground.



Ruskin Square public realm aims to create distinct areas which join together jigsaw-like to create a coherent space with a variety of potential uses. The station arrival environment provides generous planting, playable elements, and a number of new artist commissions.



Happy Street, an interactive installation designed by artist Yinka Ilori that fills the underpass with colour, was commissioned by Wandsworth Council to transform a gloomy underpass. The walls and bridge have been clad in 56 patterned vitreous enamel panels forming a low-cost, durable and cheerful surface, which are well lit at night giving a better sense of safety to pedestrians and cyclists.

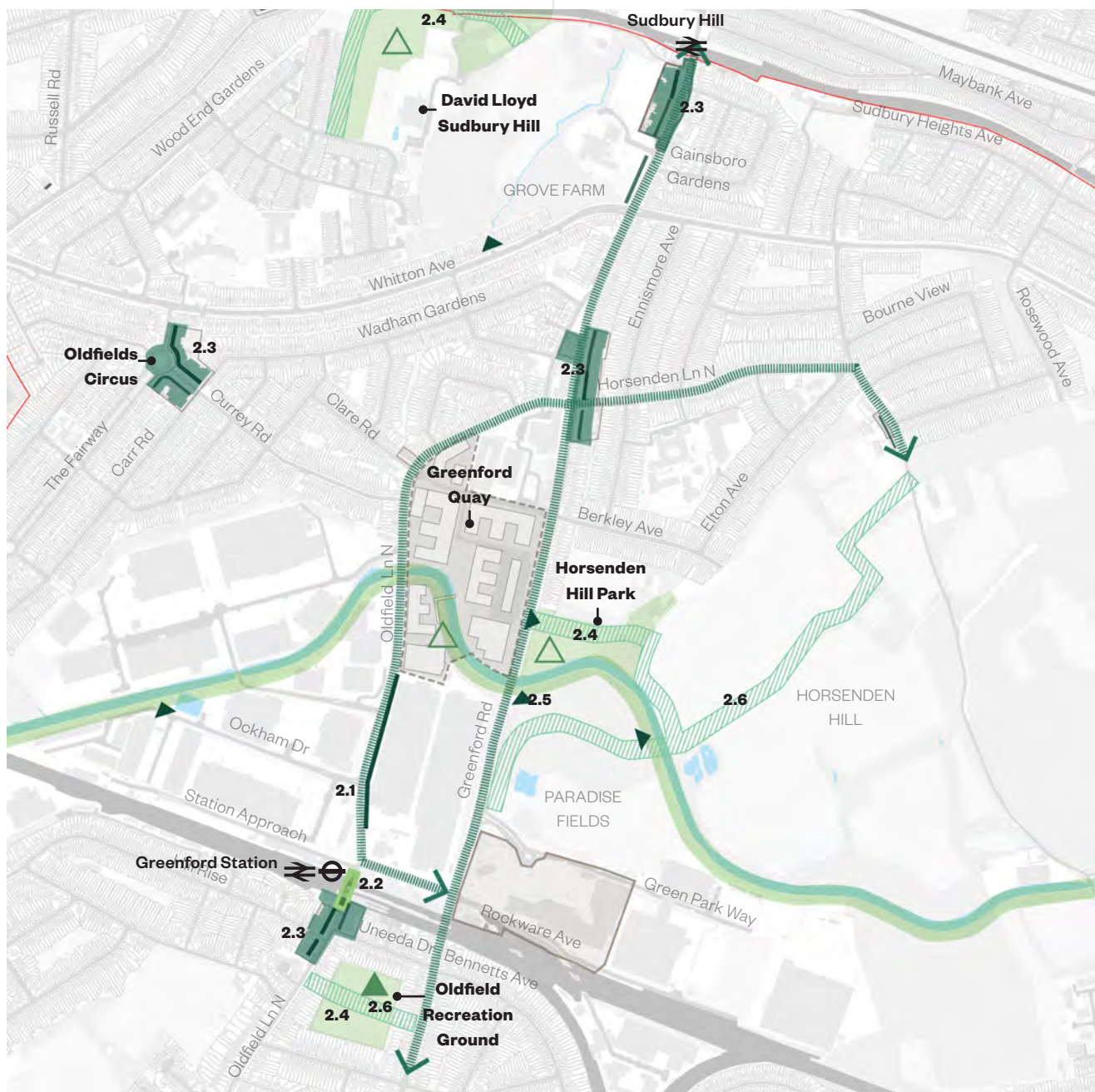
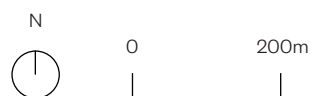
03. Masterplan Framework

What people said

"I feel unsafe walking around Greenford Station on my own, street lights are very dim and focused."

Key

-  Street improvements
-  Focused streetscape improvements
-  Local improvements to shopfronts / blank walls
-  Extensive upgrades to secondary shopfronts
-  Improved links/entrances
-  Existing playgrounds improvements
-  Proposed outdoor leisure facilities and playgrounds
-  Enhanced routes / lighting improvements
-  Green and blue infrastructure biodiversity enhancements
-  Improvements to underpass
-  Neighbourhood centre
-  Proposed neighbourhood centre
-  Local centre



Greenford Station Focus Area

Vision Principle 3: Vibrant and Supported

The following pages set recommendations for key areas of intervention in relation to amenities and services opportunities (subject to further engagement and feasibility testing):

3.1 Greenford Quay groundfloor uses: potential opportunity for new convenience retail, restaurants, community and healthcare infrastructure with active frontage at Greenford Quay core and along Greenford Rd.

3.2 Community use at former GSK building: potential for a meanwhile community use at the school site and former GSK building of Greenford Quay development.

3.3 Potential opportunity for new town centre uses and amenities at Ferrero site: consider including new community, care as well as leisure uses and independent retail shops.

3.4 Grand Union Canal activation: consider canal activation by providing pop-up markets and open events/festivals along Grand Union Canal.

3.5 Support existing community groups: support groups such as HAAGA allotments and Friends of Grove Farm, by providing infrastructure for storage and places to meet. Support existing places of worship to balance the under-provision of community uses in North Greenford. Provide community use at the former Wood End library site.

3.6 After school hours facilities: potential opportunity to open facilities after school hours to host sports sessions, learning, events and hobby classes at Horsenden Primary School and Mandeville School.



Central Parade consists of a café run by a local bakery, four incubator units with subsidised rent for local retail start-ups, open plan co-working, basement rehearsal/recording studio spaces and two standalone shop units in an existing 1950s building, in which the ground floor frontage was previously largely inactive. Originally intended for meanwhile uses, the spaces have since become permanent.



The Granville in South Kilburn was a two-year-long partnership between a diverse range of project partners and local people determined to bring this existing asset back into full use. The scheme offers community events space, a community cafe, as well as space for employment training and affordable workspace for local entrepreneurs.

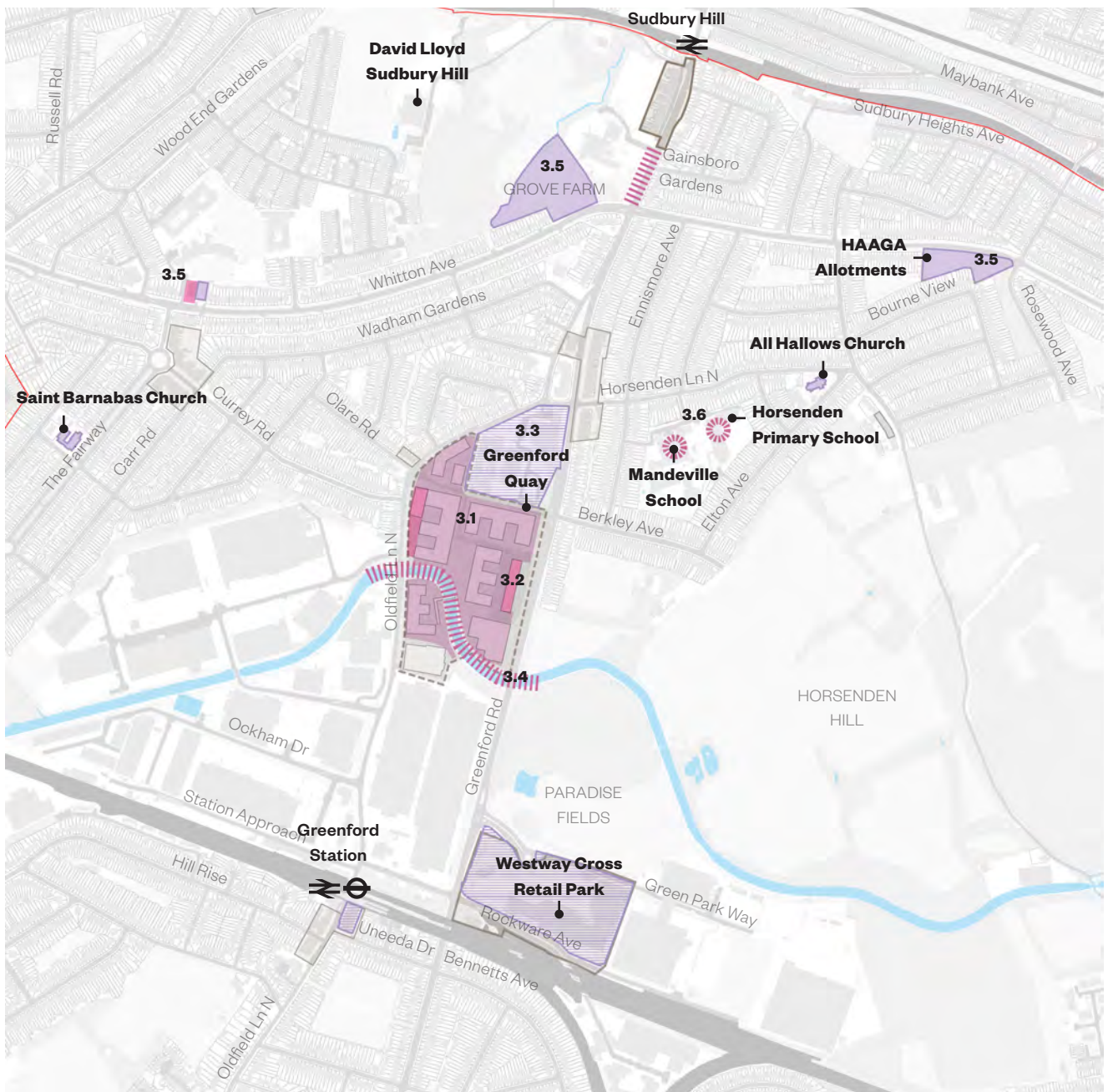
03. Masterplan Framework

What people said

“There is a lack of meeting spaces for community groups and facilities for young people who have nowhere to go.”

Key

- Meanwhile uses
- Community and cultural cluster
- Spaces of community/cultural importance
- Vacant units with opportunity for cultural facilities
- New groundfloor amenities at opportunity sites
- Canal activation
- Schools with potential for community use



Greenford Station Focus Area

Vision Principle 4: Attractive Place to Live

The following pages set recommendations for key areas of intervention in relation to housing and development opportunities (subject to further engagement and feasibility testing):

4.1 Scope for mixed-use development: Consider retail and mid-rise residential development.

4.2 Scope for employment-led development: Consider increasing employment density through mixed-use development that makes the most of frontages to Paradise Fields.

4.3 Scope for mixed-use development: Consider educational, employment and community uses with residential above. Potential to incorporate higher elements that respond to Greenford Quay skyline while respecting adjacent residential neighbourhoods.



King's Cross R5 sits at a major thoroughfare, facing a large park to the west, a small garden square to the south and a main road to the north. To help animate and activate all corners of the facade, restaurants, offices and cafés occupy the ground floors.



Aberfeldy New Village in East London provides 1,176 new homes, shops, a faith centre, community centre and PCT, alongside a broad spectrum of community facilities, essential for any urban neighbourhood. A new street running north to south with shops, community resources, health facilities and a faith centre reinstate the old high street, creating activity within a new village centre set around a new public square

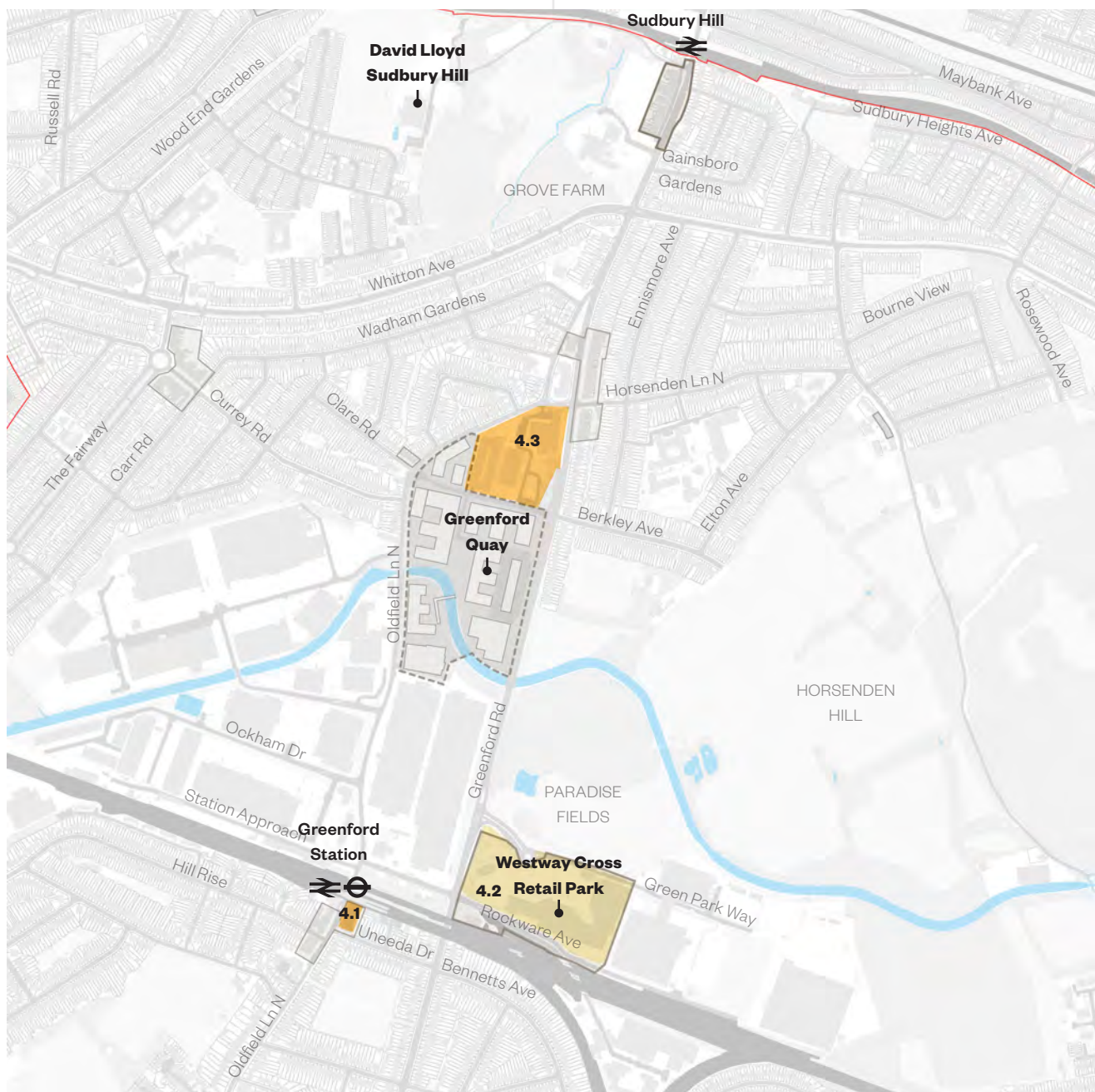
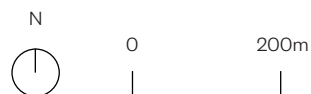
03. Masterplan Framework

What people said

“The new development is unaffordable and too high. We would like more lower rise development so it is less damaging to the streetscape.”

Key

- Medium-term opportunity sites (6-10 years)
- Long-term opportunity sites (10-15 years)
- Neighbourhood centre
- Proposed neighbourhood centre
- Local centre



Greenford Station Focus Area

Vision Principle 5: Diverse Local Economy

The following pages set recommendations for key areas of intervention in relation to employment and enterprise opportunities (subject to further engagement and feasibility testing):

5.1 Greenford Innovation Hub: Potential to provide grow-on space for Ealing's local green economy businesses such as growing manufacturers. Consider seeking to develop a masterplan in partnership with SEGRO. Establish a strategic relationship with anchor employers to accelerate planning, investment, and development opportunities. Work with cross-sector partners including STEM education and affordable workspace providers to support socio-economic recovery. Create the conditions to attract green and environmentally conscious businesses to generate green jobs. Improve the quality of the industrial environment to make it more attractive for anchor businesses to locate here, whilst helping Ealing reach climate net zero goals.

5.2 Meanwhile uses at former GSK building:

Consider opportunities for meanwhile uses at former GSK building. These could include incubator spaces for Small and Medium Enterprises (SMEs), creative studios and ancillary anchor uses open to the rest of the community.

5.3 Employment intensification at Westway Cross:

Consider opportunity to make more intensive and efficient use of land and provide employment uses alongside some residential uses at Westway Cross. New workspace should be in line with broader inclusive economy ambitions.

5.4 Seasonal events for businesses and community groups: Opportunity for local producers and community groups (i.e businesses at Horsenden Hill, Horsenden Farm shop and H.A.A.G.A allotments) to promote their products at seasonal events at Grenan Square, in the new Greenford Quay development.

5.5 Close-to-home working facilities: Potential for new mixed-use development at Ferrero site providing shared workspace facilities to encourage flexible working.



Plexal QEOP is a purpose-built as a space to support innovation, Plexal QEOP is a co-working space dedicated to tech start-ups and scale-ups in East London. They have an in-house innovation service team, who deliver workshops, sprints, accelerators or incubators. They are home to the London Office for Rapid Cybersecurity and work closely with Innovate UK.

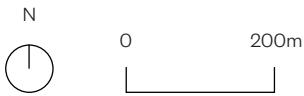


Florentia is already an established creative business hub for fashion design, manufacturing, theatre, design and photography located in Haringey's 'Warehouse District'. There are just over 30 light industrial workspaces ranging from 200 to 4,000sqft within the site, alongside a small amount of residential space.

03. Masterplan Framework

What people said

“Greenford has a great history of industrial innovation and should provide well-paid green jobs.”



Key

Production Areas

- Industrial sites to “protect”:
- Industrial sites to “intensify”
- Industrial sites to “re-imagine”
- Industrial sites to “create”

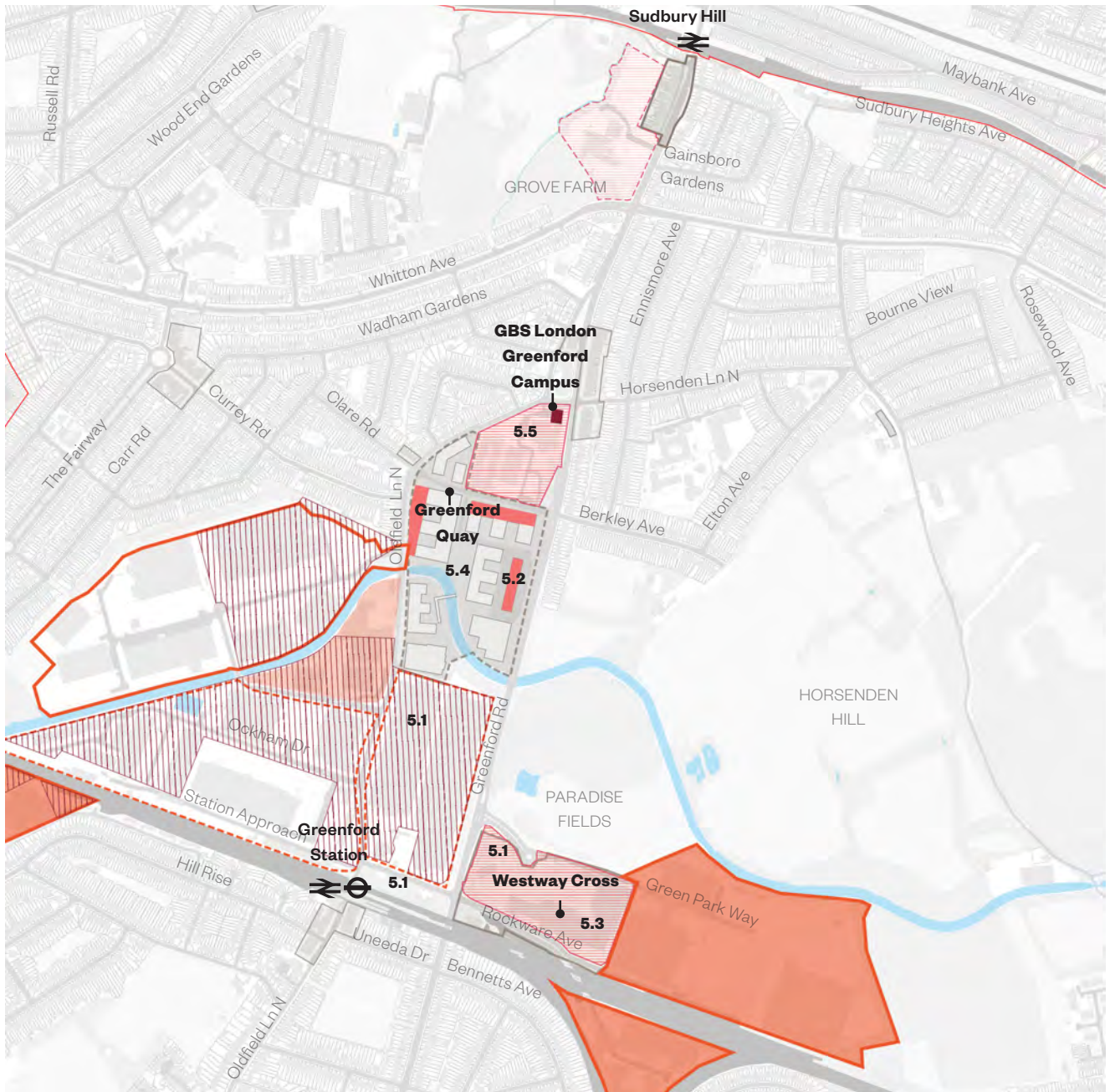
*See page 44 for definitions

Consumption Areas

- Meanwhile use
- Sites for training and up-skilling opportunities
- Opportunity sites

Other

- Sites within SEGRO ownership
- Proposed neighbourhood centre
- Neighbourhood centre
- Local centre
- Retail park





View from Greenford Station,
looking north

03f

Perivale Focus Area



Hoover Building, Perivale

Perivale Focus Area

Vision Principle 1: Well-connected and Active

The following pages set recommendations for key areas of intervention in relation to transport and active travel opportunities:

1.1 Segregated cycle routes: Creation of a new cycling corridor along Horsenden Lane South, and improving east-west cycling provision along the A40 corridor.

1.2 New and improved connections through industrial estates: Improve connections between Perivale Station and Bilton Road and adjacent neighbourhoods. Provide safe routes, upgraded lighting and new connections.

1.3 Aintree Road and Wadsworth Road improvements: Consider reviewing and formalising parking, improving pedestrian environment at vehicle access points and widening footways where possible.

1.4 School streets: Works to enhance the environment around local primary schools including Perivale, St John Fisher, Vicar's Green and Selborne Primary Schools. Subject to further public engagement, this could include introducing timed or permanent traffic restrictions (such as modal filters), improving crossings and footway widening, and introducing more seating and tree planting.

1.5 New and improved connections to places south of the A40: Improve the quality and environment of walking and cycling connections to wider places such as Pitshanger Lane and Pitshanger Park.

1.6 New green spine: Creation of a new walking and cycling route along the former railway line/existing scrubland.



Blackhorse Lane Quality public realm and streetscape along industrial and residential uses. Delivered elements of the project include both physical interventions and 'soft' enterprise support, ranging from sign-making workshops, improvements to industrial estate frontages and shops to coordinated wayfinding signage.












Hercules Road scheme in LB Lambeth provides improvements to the footway environment alongside industrial railway arches, enables access for commercial vehicles and operations, whilst providing a comfortable and accessible environment for people walking. Tree planting and paving create a more attractive streetscape.

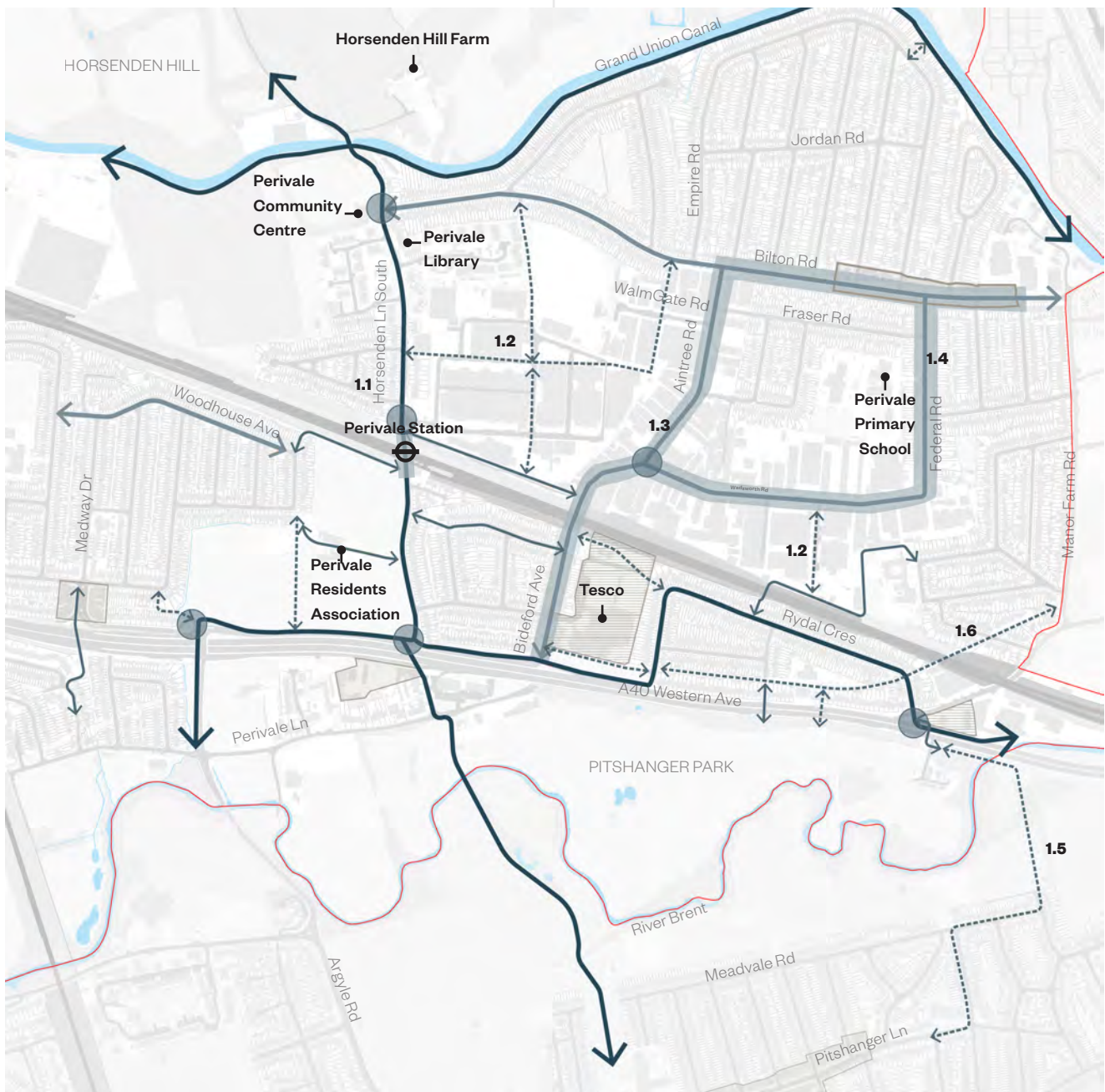
03. Masterplan Framework

What people said

“There is lots of congestion around Aintree Road and Bideford Avenue and lots of people park on the pavement.”

Key

-  Focused street improvements
-  Improved strategic and local cycle routes
-  Improved pedestrian and cycle routes
-  Improved connections
-  Improved connections
-  Key junction improvements
-  Neighbourhood centre
-  Local centre
-  Retail park



Perivale Focus Area

Vision Principle 2: Green and Safe

The following pages set recommendations for key areas of intervention in relation to public realm and environment enhancements:

2.1 Perivale Station environment: Upgrades to the building and forecourt, including new trees, civic furniture and cycling facilities. Improvements to the underpass, including wayfinding, lighting and public art.

2.2 Improved public realm along Bilton Road: Planting and trees, paving and public realm works and improved bus stops and cycle parking. Potential for a new green space/pocket park at the eastern end of Bilton Road.

2.3 Focused public realm improvements along Aintree Road and Wadsworth Road: New street planting, SuDS, civic furniture, paving and lighting. Prioritise investing in spaces around industrial areas to make them more attractive to green businesses.

2.4 Ealing Sports Ground improvements: Consider enhancing existing open spaces at Ealing Sports Ground through public realm works, providing outdoor leisure facilities, high-quality play space and biodiversity improvements.

2.5 Shopfront upgrades: Light enhancements and new signage at Bilton Road and Medway Parade.

2.6 Wayfinding: Improved wayfinding and signage along key pedestrian and cycle routes and entries, open spaces and local parades.



Croydon South End included a range of proposals including extended footways and junction re-alignments to new public spaces with seating and planting, shopfront upgrades and economic support. The elements of the delivered scheme combine to make the area more accessible, greener and more prosperous.



Memorial Multi-Use Games Area (MUGA) was designed as a ball games area with extended functionality. A sanctioned space for young people to socialise was provided alongside the MUGA to acknowledge diverse needs.

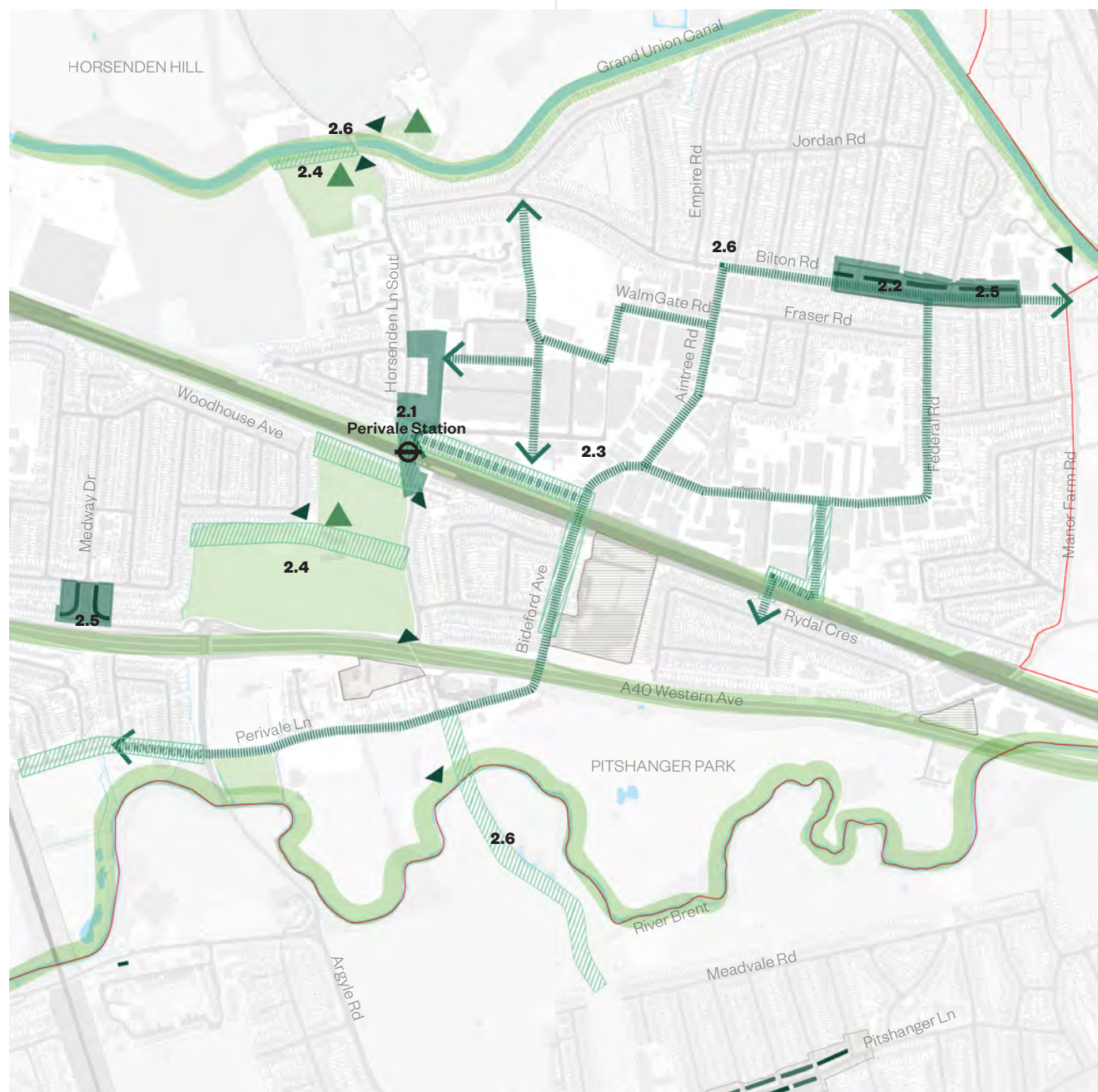
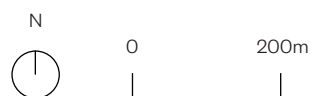
03. Masterplan Framework

What people said

“Bilton Road is bare, uninviting and unattractive, more planters and seating areas would encourage people to stop and dwell.”

Key

- Public realm improvements along streets
- Focused public realm enhancements
- Open space improvements
- Enhanced routes / lighting improvements
- Shopfronts improvements
- Improved links/entrances
- Existing playgrounds improvements
- Neighbourhood centre
- Local centre
- Retail park



Perivale Focus Area

Vision Principle 3: Vibrant and Supported

The following pages set recommendations for key areas of intervention in relation to amenities and services opportunities (subject to further engagement and feasibility testing):

3.1 A new destination for Ealing: Develop a strategic masterplan to activate the Perivale Station/Horsenden Lane North area providing ancillary facilities for employees and visitors as well as much-needed amenities for locals. In the short-term, these could include pop-up dining and pop-up markets run by local food manufacturers as well as public conveniences. In the medium- to longer-term, future redevelopment of the station area and its surroundings could include office, commercial or leisure facilities with public facing groundfloor uses along key routes.

3.2 Community and cultural cluster: Enhance and build upon existing community services, such as Perivale Library, Perivale Community Centre and Horsenden Farm. Consider restoration and reactivation of vacant buildings and provide infrastructure for storage and places to meet for existing community groups including Perivale Residents Association, Jubilee Allotment Gardens and Pitshanger Community Association.

3.3 Diversify local parade offer: Potential opportunity for Ealing Council to lease vacant groundfloor units and provide cultural facilities and/or additional uses to diversify Bilton Rd offer, such as independent coffee shops or a library-of-things. Consider opportunities for new facilities at Medway Parade.

3.4 Canal activation: Provide facilities for Ealing Canoe Club and for people living in narrow boats at Grand Union Canal.

3.5 After school hours facilities: Consider opening facilities after school hours to host sports sessions, learning, events and hobby classes.

3.6 Re-activate amenities at Ealing Sports Ground: Enhance buildings for Impact Theatre and Outreach Network and Perivale Residents Association.



The Lawn on D is a flexible, vibrant publicly accessible hub for dining, arts, events, and play throughout the year. It is open for people who work and live in the area on both weekdays and weekends unless it has been booked for a private event.



Every One Every Day in Barking is a long-term approach to community participation and capacity building based around local projects, supporting local knowledge and skills sharing. They have multiple pop-up shops and seasonal events, promoting local making and helping local people start and scale community projects.

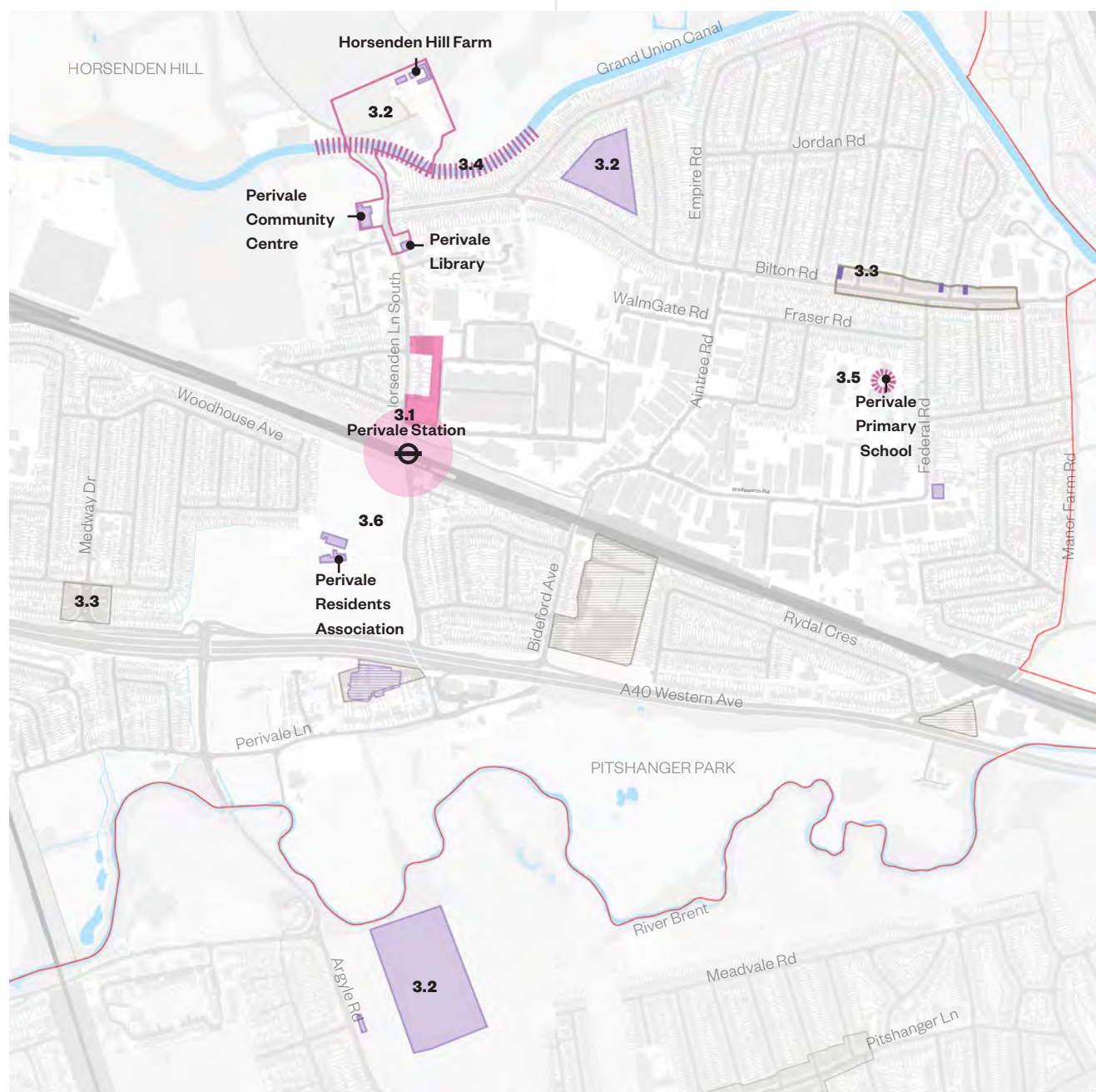
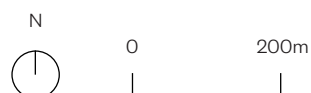
03. Masterplan Framework

What people said

“There are lots of activities already happening in the existing spaces like Perivale Library, but more support is needed.”

Key

- Strategic masterplan area
- New amenities along Horsenden Lane South
- Community and cultural cluster
- Spaces of community/cultural importance
- Vacant units with opportunity for cultural facilities
- New groundfloor amenities at opportunity sites
- Canal activation
- Schools with potential for community use
- Neighbourhood centre
- Local centre
- Retail park



Perivale Focus Area

Vision Principle 4: Attractive Place to Live

The following pages set recommendations for key areas of intervention in relation to housing and development opportunities (subject to further engagement and feasibility testing):

4.1 A new destination for Ealing: Scope for mixed-use development around Perivale Station. Consider developing a strategic masterplan with key stakeholders including TfL and SEGRO that could include commercial, industrial and residential uses at higher densities in this area.

4.2 Scope for residential development along A40: Consider residential uses to the west part of the site and the potential to incorporate higher elements along A40.

4.3 Scope for residential development along A40: Consider residential uses and the potential for higher elements along A40.



Sutherland Road is a new community in Walthamstow, east London, previously occupied by semi-derelict industrial buildings. The scheme helped create a new, mixed-tenure community sat in between a light industrial context and the smaller houses behind, providing 59 new affordable homes, a shared communal garden and a health centre.



Kings Crescent Estate combines renovated council homes, new buildings and important civic uses within a people-focused public realm strategy. The public realm includes a new play street, putting the local generation of children at its centre, both formally and through use, whilst challenging the perception of a street as a utilitarian space by introducing natural materials and a theatrical atmosphere amongst traditional play equipment.

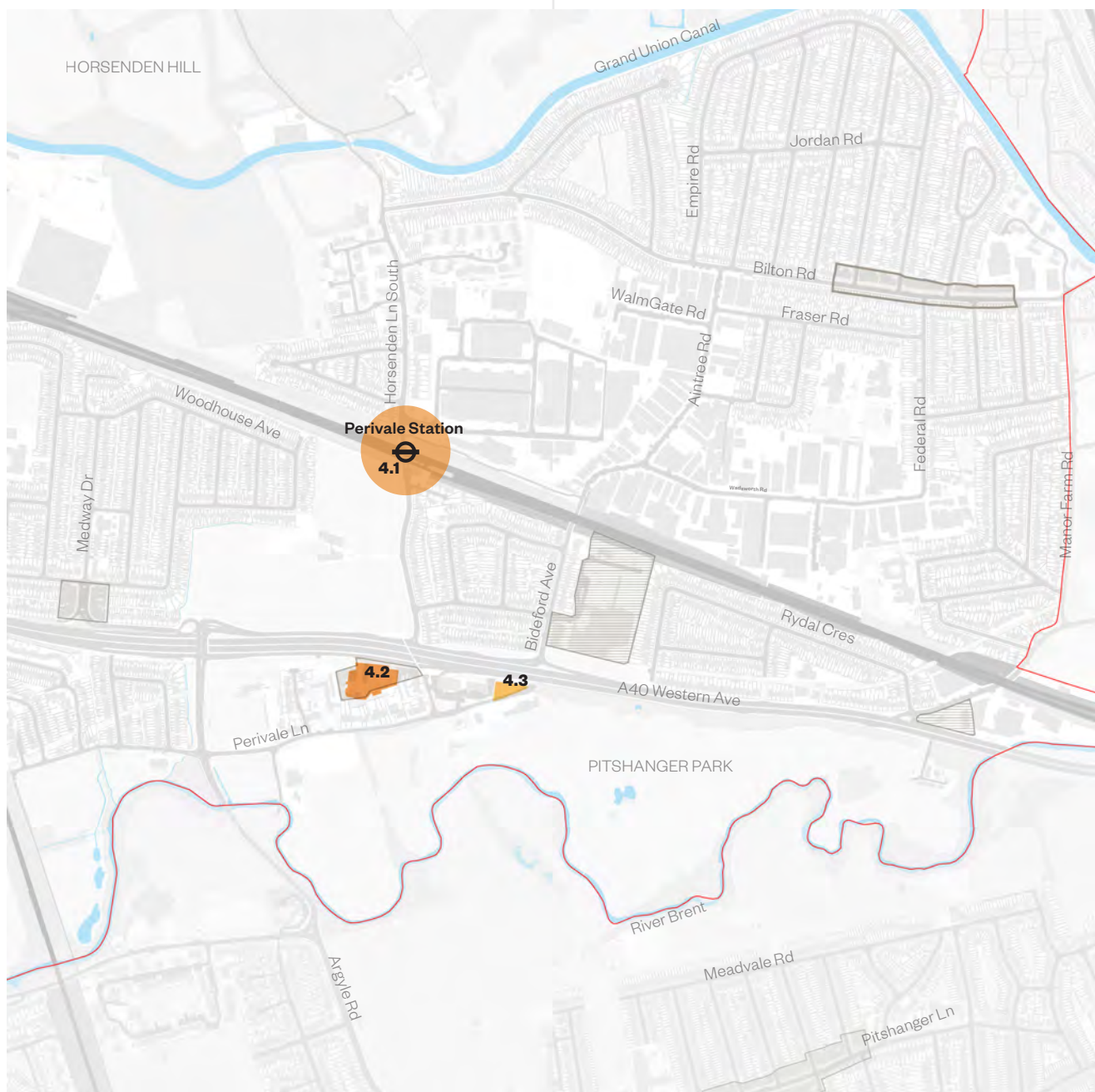
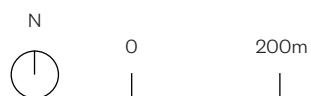
03. Masterplan Framework

What people said

“Affordable housing is watered down with the introduction of luxury flats.”

Key

- Short-term opportunity sites (1-6 years)
- Medium-term opportunity sites (6-10 years)
- Neighbourhood centre
- Local centre
- Retail park



Perivale Focus Area

Vision Principle 5: Diverse Local Economy

The following pages set recommendations for key areas of intervention in relation to employment and enterprise opportunities (subject to further engagement and feasibility testing):

5.1 Local employment partners: Establish a strategic relationship with key anchor employers, such as SEGRO and traditional manufacturing businesses, to accelerate planning, investment, and development opportunities. Explore potential for incorporating new/higher value uses on SIL. Floorspace delivered in the area should be flexible to allow the accommodation or relocated businesses from elsewhere in the borough. Create an attractive business environment including related ancillary facilities.

5.2 Green industrial cluster: Create the conditions to attract green and environmentally-conscious businesses to generate green jobs. Recommend work with key land owners to improve the quality of existing industrial stock and surrounding environment, whilst helping Ealing reach climate net zero goals.

5.3 Vacant sites: Potential to build on existing local specialisms in construction, food and high-tech manufacturing or film/media to support inclusive economic growth by delivering new employment space that sets an example for the future creation of workspace on the SIL.

5.4 Support existing council assets: Such as Perivale Library, Perivale Community Centre and Horsenden Hill Farm to facilitate brokerage. For example, Horsenden Hill Farm's business needs could be linked with opportunities for local young people.



Industria is located on a brownfield site zoned for industrial use in Barking and Dagenham, representing an innovative and ambitious approach to modern industrial design. When completed, it will deliver a building that densifies and diversifies the space in a move away from the traditional typology of single-storey, low-density 'sheds'.

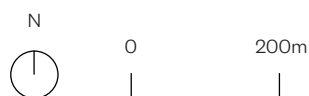


Rhenus Logistics Warehouse, opened in 2019, is rated BREEAM outstanding. Green logistics is the process of reducing the environmental impact of delivery and logistics processes. Logistics premises play an important role in decarbonising the sector and greening industrial stock will be key to the borough's overall emission reduction targets.

03. Masterplan Framework

What people said

“The council should support and promote events to increase footfall”



Key

Production Areas

- Industrial sites to “protect”:
- Industrial sites to “intensify”
- Industrial sites to “re-imagine”
- Industrial sites to “create”

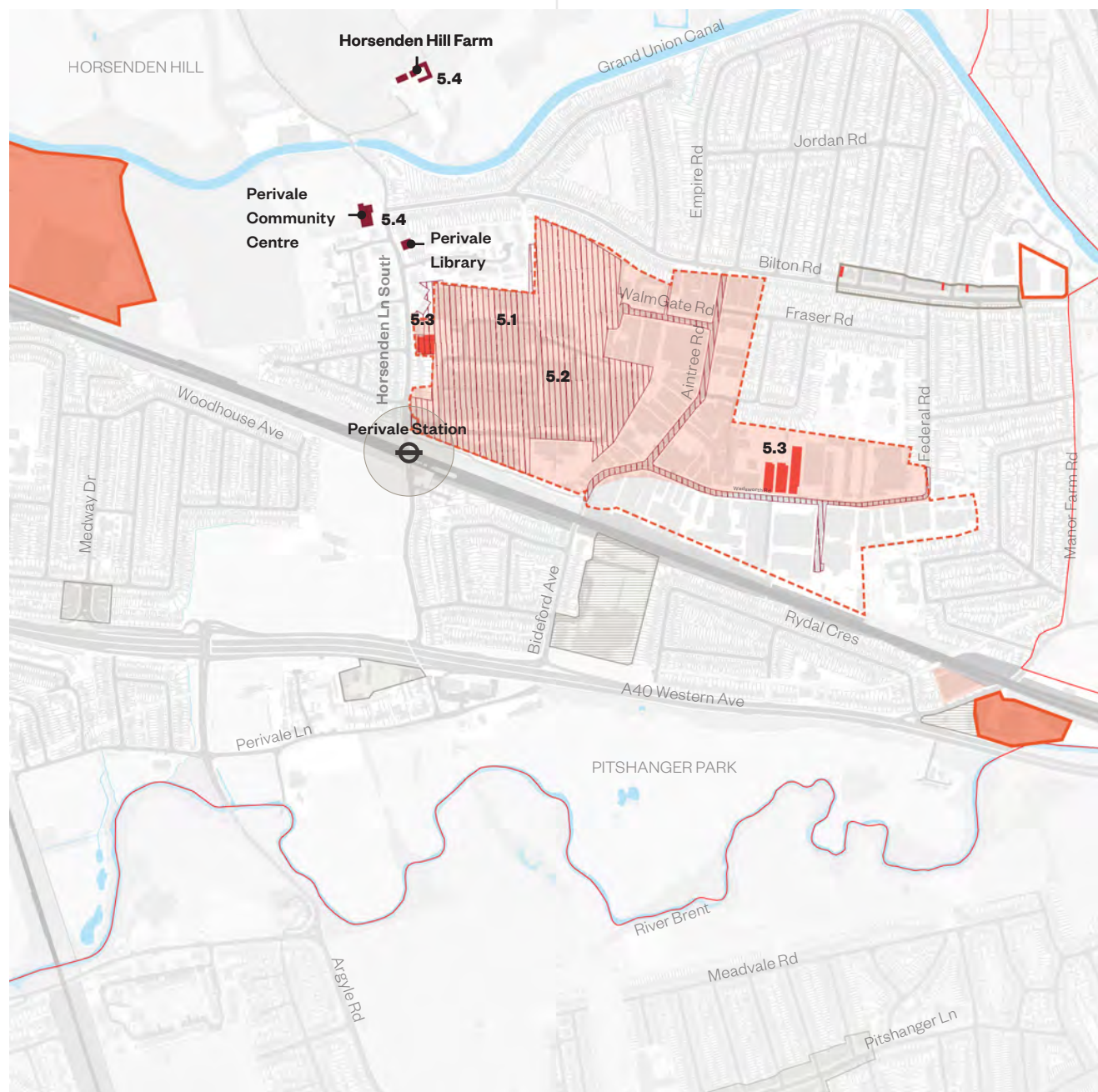
*See page 44 for definitions

Consumption Areas

- Vacant units with opportunity for local specialism
- Sites for training and upskilling opportunities
- Opportunity sites

Other

- Sites within SEGRO ownership
- Neighbourhood centre
- Local centre
- Retail park





Making it Happen

Delivery is at the heart of this framework. Rooted in evidence, the approach has prioritised a range of practical interventions which respond to local ambitions to support and enhance commercial and civic activity across Greenford and Perivale.

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

Funding has not been secured for the interventions identified in this framework, however this delivery strategy will be used to bring together different partners and resources required to progress these projects through to delivery.

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

Delivery Strategy

This strategy sets out a vision for Greenford and Perivale's places and communities and recommends several priority interventions to deliver this.

Ealing Council has an important role to ensure that this vision is delivered. This includes responsibility for the interventions that fall within the council's sphere of influence. This also includes the council's curatorial and convening role to bring partners together to advance shared priorities.

Delivering the proposed projects will require a collaborative approach between the council, private sector investors, businesses, landowners, stakeholders and Greenford's and Perivale's community, cultural and creative groups.

Priorities for Greenford and Perivale and progress on delivery should be reviewed every few years.

Prioritise strategic relationships with landowners

- The strategy recognises that the council does not have the resources or capacity to deliver everything within this vision document. Both Greenford and Perivale benefit from uniquely consolidated land ownership, especially in industrial areas. As a result, several strategic partnerships should be pursued with major landowners to unlock change.
- Relationships must be prioritised across both Greenford and Perivale's areas of production and consumption. In industrial areas, the council should seek to develop a shared prospectus with key landowners to guide future development – using the projects identified within the following delivery plan as the starting point for ongoing collaboration. In town centres, understanding land ownership and providing proof of concept through the council's own assets will be integral to success.

Empower local businesses and communities to drive change

- Local communities and businesses are integral to the delivery plan. Engagement to develop the vision evidenced the strength of Greenford and Perivale's communities and local businesses.
- The strategy seeks to build on this engagement to create a shared vision for both towns. We will form partnerships with local people to deliver projects and will explore alternative forms of ownership such as Community Asset Transfers. This will build on existing public/community partnerships such as the Ealing Rangers and the Friends of Horsenden Hill.
- It is important that this vision is viewed as the start of a conversation, and the council should keep key stakeholder up-to-date with progress to evidence momentum and activity.

Prioritise quick wins and early delivery

- Several of the interventions proposed here are medium/ long-term capital projects. This includes significant proposals to enhance the public realm and connectivity around Greenford and Perivale. The council should balance these with important wider interventions which can also contribute to enhanced experience of place.
- Whilst funding to deliver the entirety of the interventions is uncertain, there are also a range of low-cost 'quick wins' that can be delivered across both towns to reverse perceptions of underinvestment and decline. This can include prioritising reducing high street vacancy, programming, and reinvigorating shop frontages. It also includes prioritising interventions within the council's asset ownership by making the most of civic/ community uses in Greenford town centre.

Explore alternative funding sources

- Public sector resources are limited meaning that creative solutions will be required to deliver the interventions outlined here. As a result, funding will need to come from a variety of sources including private developers, local businesses and charities as well as development related funding such as currently secured Section 106 or in due course, Community Infrastructure Levy (CIL).
- To make things happen, the council can signpost businesses and communities to available funding, and provide support to unlock it. It will also include support to scale existing activity. For example, Civic Crowdfunding has been used in other parts of London to improve shop front uppers.

Delivery Plan

Recommended interventions

Intervention	Description	Key stakeholders	Timescale	Funding
Greenford Town Centre Focus Area				
Civic and cultural cluster	Enhancing facilities at Greenford Hall and Greenford Library. Potential for new cultural, community uses. Masterplan area to support vitality of town centre with new ground floor active frontages and uses.	Ealing Council, landowners, community groups, trader associations, Ealing High Streets Task Force	Short-term	To be secured
Active travel corridor	Introduction of segregated cycle tracks along Greenford Road, connecting with proposals north of the A40.	Ealing Council, Transport for London (TfL)	Short-term	Potential TfL (to be secured)
Traders Association	Support the establishment of a Traders Association covering Greenford Town Centre alongside business support.	Ealing Council, local businesses, Ealing High Streets Task Force, North Ealing Traders Association	Short-term	To be secured
Vacant units activation	Re-activation of vacant ground floor units providing space for business support, business networks, creative or close-to-homework hubs or innovative community use.	Ealing Council, landowners, local businesses, local schools, local artists, Ealing High Streets Task Force, traders associations	Short-term	To be secured
Public realm programming	Pop-up market and events in Greenford Town Centre to enhance existing offer, increase footfall and provide opportunities for new businesses. Outdoor cinema and events in Ravenor Park to complement the town centre.	Ealing Council, local businesses, traders associations, community groups	Short-term	To be secured
Shopfront improvements	Shopfront upgrades and new signage along Greenford Broadway and Greenford Road. Enhancements to shopfront upper floors.	Local businesses, landowners, Ealing Council, traders associations	Medium-term	To be secured
Public realm improvements	Greenford Town Centre can become an exemplary healthy street through greening, integrated play opportunities, exemplary walking and cycling environments.	Ealing Council, Transport for London (TfL), local schools, landowners, local businesses	Medium-term	To be secured

Intervention	Description	Key stakeholders	Timescale	Funding
Greenford Station Focus Area				
Public realm improvements	Public realm improvements at Greenford Station forecourt and under the railway bridge. Improvements to Oldfield Lane North and Rockware Avenue including mini-roundabouts, new zebra crossings, and side-road junction improvements.	Ealing Council, landowners, local businesses, Transport for London (TfL), Network Rail	Short-term	S106 (secured) and potential TfL (to be secured)
Meanwhile workspace	Supporting affordable meanwhile employment space that serves as a hub for start-up and SMEs within the creative and green sectors, and creates a transitional platform for young people leaving further education.	Ealing Council, landowner, local start-ups, workspace providers	Medium-term	To be secured
Greenford Innovation Hub	Initiate and support an ecosystem of green innovative business building on the existing built heritage, development aspirations and innovative businesses.	Ealing Council, landowners, businesses, education providers	Long-term	To be secured
Perivale Focus Area				
Public realm improvements	Public realm improvements at Perivale Station forecourt and under the railway bridge to help activate the station area.	Ealing Council, landowners, local businesses, Transport for London (TfL), Network Rail	Short-term	S106 (not secured) and TfL (to be secured)
Streetscape improvements	Streetscape improvements to Aintree Road and Wadsworth Road including footway, side road junction, crossing point, parking formalisation and parking enforcement improvements.	Landowners, local businesses, Ealing Council	Short-term	S106 (to be secured)
New amenities	Activate Perivale Station/Horsenden Lane North area by providing new facilities and meanwhile uses for employees and residents.	Local businesses, landowners, Ealing Council, Ealing High Streets Task Force, traders associations	Short-term to long-term	To be secured
Community assets	Enhance community services and prioritise restoration and reactivation of vacant buildings.	Ealing Council, community groups, local businesses	Medium-term	To be secured

Continued overleaf

Delivery Plan

Recommended interventions

Intervention	Description	Key stakeholders	Timescale	Funding
Perivale Focus Area (continued)				
Perivale Station masterplan	Develop a strategic masterplan with key stakeholders for Perivale Station and the surrounding area that considers increased employment, commercial and residential provision.	Ealing Council, landowners, local businesses, Transport for London (TfL)	Medium-to long-term	To be secured
Green industrial cluster	Support the intensification of green industrial employment space and jobs through development of a strategic masterplan with key stakeholders. Support existing businesses to adopt green and circular practices.	Ealing Council, landowners, local businesses	Long-term	To be secured
Active travel links	New active travel links to Perivale Station including new link from Bilton Road through industrial estates.	Ealing Council, landowners, Transport for London (TfL)	Long-term	To be secured

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