

Ealing

Town Regeneration Framework

February 2024



Introduction

The development of the regeneration frameworks has helped inform the vision and priorities for each of Ealing's towns in the local plan. The work has sought to build on the town's unique character, to better serve local people, enable job creation, and support healthier lifestyles. The regeneration frameworks are non-statutory and form part of the wider evidence base supporting the town chapters of the local plan. They reflect evidence collected in 2023 and will support the delivery of the Local Plan, they may require reviewing and separately updating, every few years, to adapt to changing requirements and delivery progress in each town and focus area.

Each framework includes a long term, 15-year, vision and objectives for each area which has been developed as part of the Local Plan and based on the town's unique profile, challenges and opportunities. This is supplemented with more detailed visions for focus areas and infrastructure delivery priorities for the sustainable regeneration of each town and its focus areas.

Vision

Ealing's commercial heart is the Metropolitan Centre with over a third of Ealing's businesses, the highest quantity of office space and knowledge economy jobs in the borough, it has the critical mass to deliver employment clusters for a resilient local economy. It is an area with significant potential for growth within Ealing Broadway, West Ealing and along the office corridor that spans the two. The delivery of a high-quality mix of uses and inspiring, welcoming ground floors will support the working community into leisure, culture, and retail activities within the area to grow the Metropolitan Centre's audience. The Metropolitan Centre has a diverse retail, food and beverage offer, it is well-connected to the rest of the borough, central London and Heathrow, served by a variety of bus and rail connections that can enable Ealing to become an attractive destination for all. The neighbourhoods and high streets surrounding Ealing have a strong independent offer and will be supported and promoted to form a network of local businesses, restaurants and amenities that serve the surrounding area with a rich and varied offer.

Ealing Today

Ealing town is home to over 91,000 residents and is located in the middle of the borough, comprising six wards: Northfield, Ealing Common, Walpole, Ealing Broadway, Pitzhanger and Hanger Hill. The Metropolitan Centre of Ealing Broadway and West Ealing, has a diverse offer of shops, offices, and civic functions with significant recent and planned mixed-use development that can attract people from across the borough and beyond.

Ealing Metropolitan Centre is surrounded by neighbourhoods with their local centres and high streets, each having a distinct character and catchment area. While pockets of deprivation exist within Ealing, it has the lowest rates of deprivation in the borough and its varied neighbourhoods range from spacious villas to mansion blocks, garden suburbs, and 1960s townhouses. Ealing has a good range of greenspaces and public parks although the distribution of these mean that residents in the north of the town area are better served than those within the southern areas of Northfields and South Ealing.

The Uxbridge Road corridor accommodates the borough's higher quality office stock with the highest concentration of financial and professional services in the borough. Despite its prominent economic role, the number of businesses and jobs in Ealing have grown slowly over recent years with high overheads and a gradual reduction in available office space. The University of West London and West London College are both based within Ealing, as are the established institutions of Ealing Studios, Pitzhanger Gallery and the Ealing Club. There is a strong opportunity to build upon Ealing's night-time economy and cultural offer within the town centre and maximise the town's heritage.

Socio-economic profile

Residents	<ul style="list-style-type: none"> In excess of 91,000 residents
Demographics	<ul style="list-style-type: none"> High proportion of Ealing residents are in good health with a median age of 38 Ealing has the lowest proportion of neighbourhoods in the most deprived 20% nationally (3 out of 51) All six wards have an IMD score lower (better) than the borough average. Lowest proportion of children eligible for free school meals at 19.4%. Highest proportion of children achieving a good level of development at the end of reception across the borough Ealing has lowest proportion of residents living in income deprived households in the borough at 9.7%.
Homes	<ul style="list-style-type: none"> 37,363 homes recorded, of which approx. half owner occupied The most unaffordable homes in the borough at 14 times average salaries
Jobs	<ul style="list-style-type: none"> Approx. 39,600 jobs, 34% of the borough total, are within Ealing, 5,000 of which are within financial or professional services. Median household income/year for Ealing wards varies from £39,048 in Cleveland to £48,012 in Ealing Broadway 6.3% of Ealing's economically active population are claiming benefits. This is lowest in the borough, lower than the Ealing average which stands at 6.8%.
Businesses	<ul style="list-style-type: none"> Approx. 5100 businesses, 35% of the borough total are located within Ealing, 92% of Ealing's businesses have under 9 employees and almost a third of the borough's micro and small businesses are located in Ealing town. MAKE IT EALING: Makelt Ealing BID includes > 375 businesses. The BID period runs 2021 – 2026 IN WEST EALING BID: InWestEaling BID includes > 350 businesses. The BID period runs 2019 – 2024
Community infrastructure	<ul style="list-style-type: none"> Libraries: Ealing Central Library, Pitshanger Library, Northfields Library, West Ealing Library; Community Centres: Northfields Community Centre, Log-cabin Children's Centre, Ealing Centre for Independent Living, Lammas Park Play Centre, Hathaway Children's Centre, The Solace Centre; Leisure: Questors Theatre, UWL, Innovation Dance Studios, Plough, Ealing Park Tavern, New Inn, Castle, Grange Court Theatre, Drayton Court, The Red Room, Duke of Kent, Gurnell Leisure Centre, Brentham Club;
Major Parks	<ul style="list-style-type: none"> Greater than 110 ha with five green flag awarded sites. Walpole Park, Lammas Park, Ealing Common, Dean Gardens, Haven Green, Montpelier Park, Hanger Hill Park, Cleveland Park, Pitshanger Park, South Ealing Cemetery, Blondin Park, Drayton Green, Bramley Gardens
Conservation areas	<ul style="list-style-type: none"> 14 no. – Brunswick, Hanger Hill Haymills Estate, Hanger Hill Garden Estate, Montpelier Park, Brentham Garden Estate, Ealing Cricket Ground, Mount Park, Haven Green, Grange & White Ledges, St Stephen's, Ealing Green, Ealing Town Centre, Ealing Common, Creffield
Town Centres	<ul style="list-style-type: none"> Ealing Metropolitan Centre: Ealing Broadway and West Ealing Surrounding the Metropolitan Centre there are independent neighbourhood centres at: Pitshanger Lane, Ealing Common, South Ealing and Northfields
Transport	<ul style="list-style-type: none"> Ealing Broadway connections to the Elizabeth Line, Central Line, District Line and a central bus station for connections across the borough South Ealing, Northfields, Ealing Common, North Ealing and Park Royal are on branches of the Piccadilly Line, Hanger Lane Central Line and West Ealing continues the Elizabeth Line west of Ealing Broadway

Challenges and opportunities

Key Challenges

- Housing Affordability 14 times avg. earnings
- Affordability of workspace and growth opportunities for businesses
- Shrinking economy and loss of higher value activity
- Placemaking and building mixed-use economies
- Local access to Green Space
- Bring footfall to independent satellite high-streets

Key Opportunities

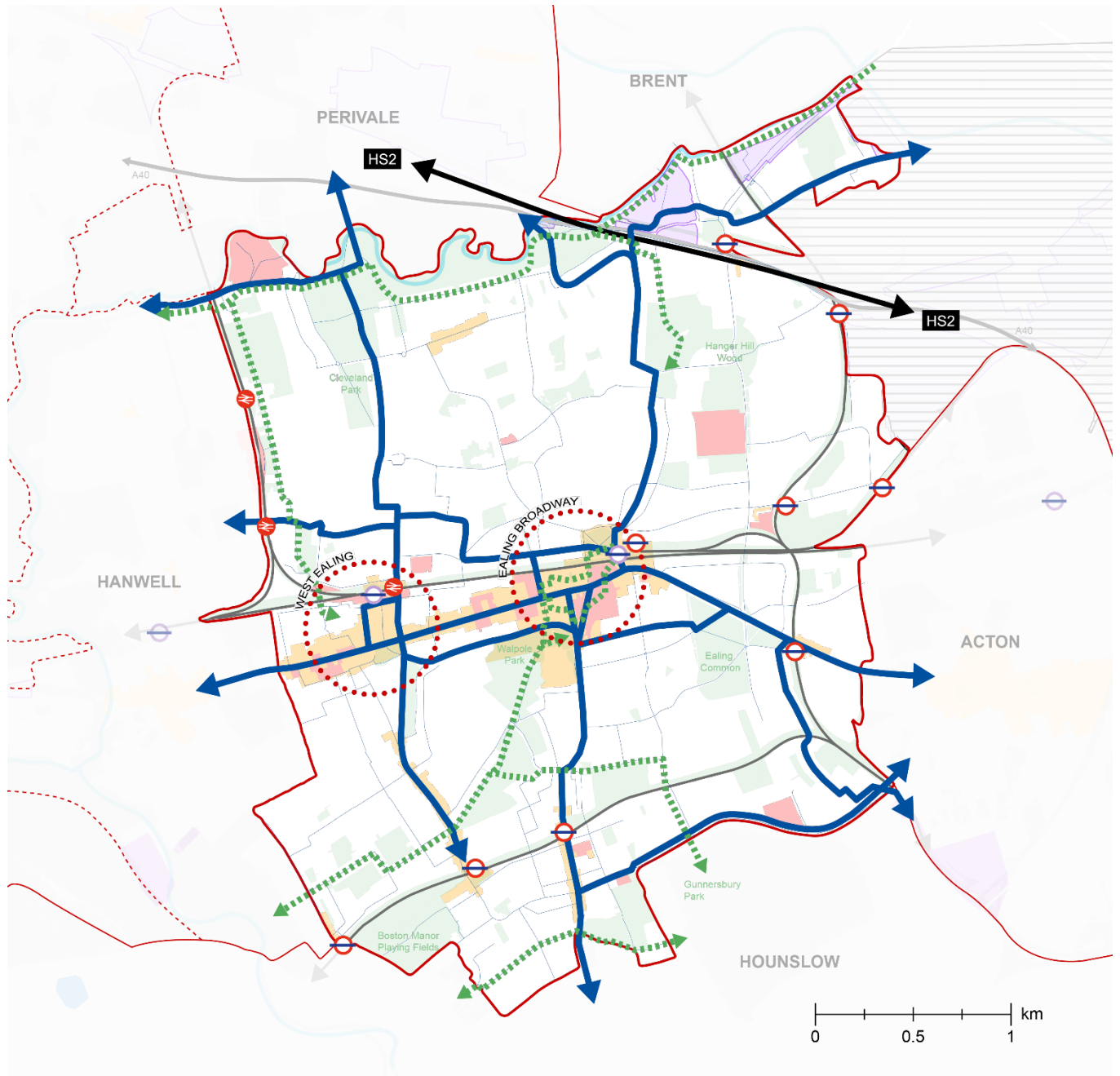
- Maximise opportunities for affordable housing as infill projects within existing housing sites or through development opportunities within the Metropolitan Centre for mixed-use developments.
- Implement affordable workspace to enable business start-ups and grow-on space within Metropolitan Centre and surrounding town centres.
- Enable growth within higher value sectors along Uxbridge Road office corridor to strengthen knowledge economy jobs within the borough.
- Maximise access to existing network of parks including improvements to Lammas Park, and proposed Ealing Regional Park to connect the Brent River Valley from Pitshanger Park.
- Work with anchor institutions, landowners and sector specialisms to boost cultural and night-time economy offer and bring vacant units into use
- Placemaking and public realm improvements to showcase character of each town centre and promote local and independent business network

Objectives





Key objectives for the town to better serve local people, enable job creation, and support healthier lifestyles.

Theme	Objectives
Homes	<ul style="list-style-type: none"> • Delivery of up to 6000 new homes identified through the Local Plan site allocations
Jobs & businesses	<ul style="list-style-type: none"> • Deliver affordable workspace for start-up businesses and grow-on space to retain employers and tackle stagnation in economic growth within the Metropolitan Centre • Support a wide range of businesses to enable clustering and build the ecosystem of knowledge based economy work and financial and professional services in the borough • Work with the BID's to deliver business support to small businesses, encouraging the uptake of vacant units, independent businesses to grow and large scale anchor retailers to diversify their local offer
Town centres	<ul style="list-style-type: none"> • Build upon Ealing's cultural heritage in Film and Music to deliver a vibrant cultural heart to the borough with a thriving night-time economy. Support the introduction of new venues with a varied offer to appeal to a wide range of residents and visitor's to the borough. • Deliver a coherent, attractive and welcoming public realm at Ealing Broadway to connect forthcoming developments and encourage footfall to support businesses and town centre use • West Ealing public realm can deliver definition to the town centre and stitch together future developments, showcasing a local identity within the Metropolitan Centre • Independent high street network of businesses to promote local offer across the town and drive footfall
Energy & climate change	<ul style="list-style-type: none"> • Perceval House can provide an anchor to an Ealing corridor District Heat Network, currently an LEA application for funding to support a feasibility study for the area. • Maximise opportunities afforded by green and open-space management to introduce projects that address climate change, building upon the introduction of beavers in Pitshanger Park with SUDS, tree planting and re-wilding opportunities.
Transport	<ul style="list-style-type: none"> • Maximise benefits brought by Elizabeth Line to Ealing Broadway and West Ealing • The Metropolitan Centre is the best connected area of the borough this must be harnessed to deliver accessible services and opportunities to residents across the borough • Ealing's neighbourhood centres require good bus connections to maintain access to the Metropolitan Centre for residents and to improve access between surrounding high street's • Active travel improvements and connections are required between town centres making use of local low traffic routes. • Pedestrian and cycling experience is to be improved along Uxbridge Road
Parks & open space	<ul style="list-style-type: none"> • Maximise connectivity between and access to Ealing's open-space and existing parks provision • Deliver climate change mitigation measures, rewilding and tree planting where possible • Maximise available greenspace for festivals, inclusive programming and use for residents and visitors to the borough
Social infrastructure	<ul style="list-style-type: none"> • Promote shared and managed social infrastructure within the town centre





Town regeneration framework diagram



PROPOSED

-  FOCUS AREA
-  PRIORITY ACTIVE TRAVEL ROUTES
-  SECONDARY ACTIVE TRAVEL NETWORK
-  PRIORITY GREEN CONNECTIONS
-  DEVELOPMENT SITES
-  NEW TOWN CENTRE
-  PRIORITY FOR INDUSTRIAL INTENSIFICATION
-  PRIORITY GREEN SPACE ENHANCEMENTS
-  NEW TRAIN LINE

EXISTING

-  TRAIN LINE
-  TOWN CENTRE
-  GREEN SPACE
-  INDUSTRIAL LAND
-  OPDC OPPORTUNITY AREA

Focus areas

Key areas of development and regeneration to focus delivering the towns’ objectives.

Ealing Broadway focus area

Vision

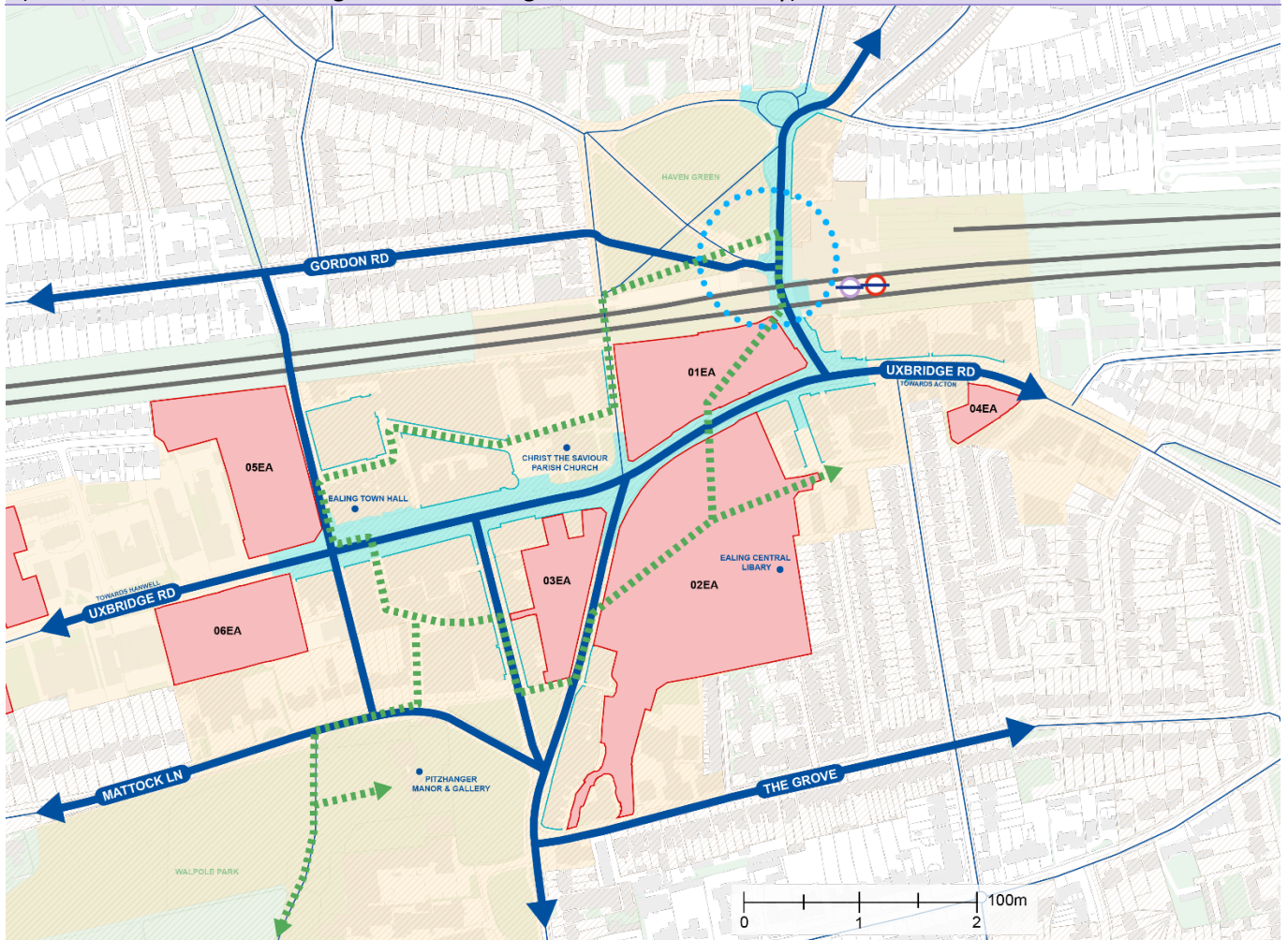
Harness transport connections to central London, Heathrow and the wider West London network to welcome visitors to the borough for retail, business, leisure and cultural activities including the night-time economy. Ealing Broadway provides amenities to cater to a broad range of Ealing’s residents’ requirements and requires safe and inviting active travel routes to reach those local services.

Key projects and sites

Public realm masterplan for activation of Haven Green route south to The Broadway, including junction improvements, shared surfaces, wide pavements, pedestrian dwelling and gathering spaces. Improved transport hub at Ealing Broadway to fully harness benefits of transport connections. Work with developers to stitch complementary proposals together to deliver successful placemaking ambitions, retail, leisure and employment space for the Metropolitan Centre. Introduce characterful wayfinding and appealing greened routes to promote Ealing’s heritage and attractions.

Key stakeholders

British Land, Arcadia, M&S
(UWL, Perceval House, Ealing Studios Pitzhanger, Questors all nearby)



EXISTING

- Train line
- Town centre
- Green space
- Industrial land
- Listed buildings
- Conservation area
- Community facilities / landmarks

PROPOSED

- Priority active travel routes
- Secondary active travel network
- Priority green connections
- Development sites
- Potential for tall buildings
- Active frontage
- Heritage restoration

- Public realm enhancements
- Priority green space enhancements
- Priority for industrial intensification
- New town centre
- New train line
- Priority intervention

West Ealing focus area

Vision

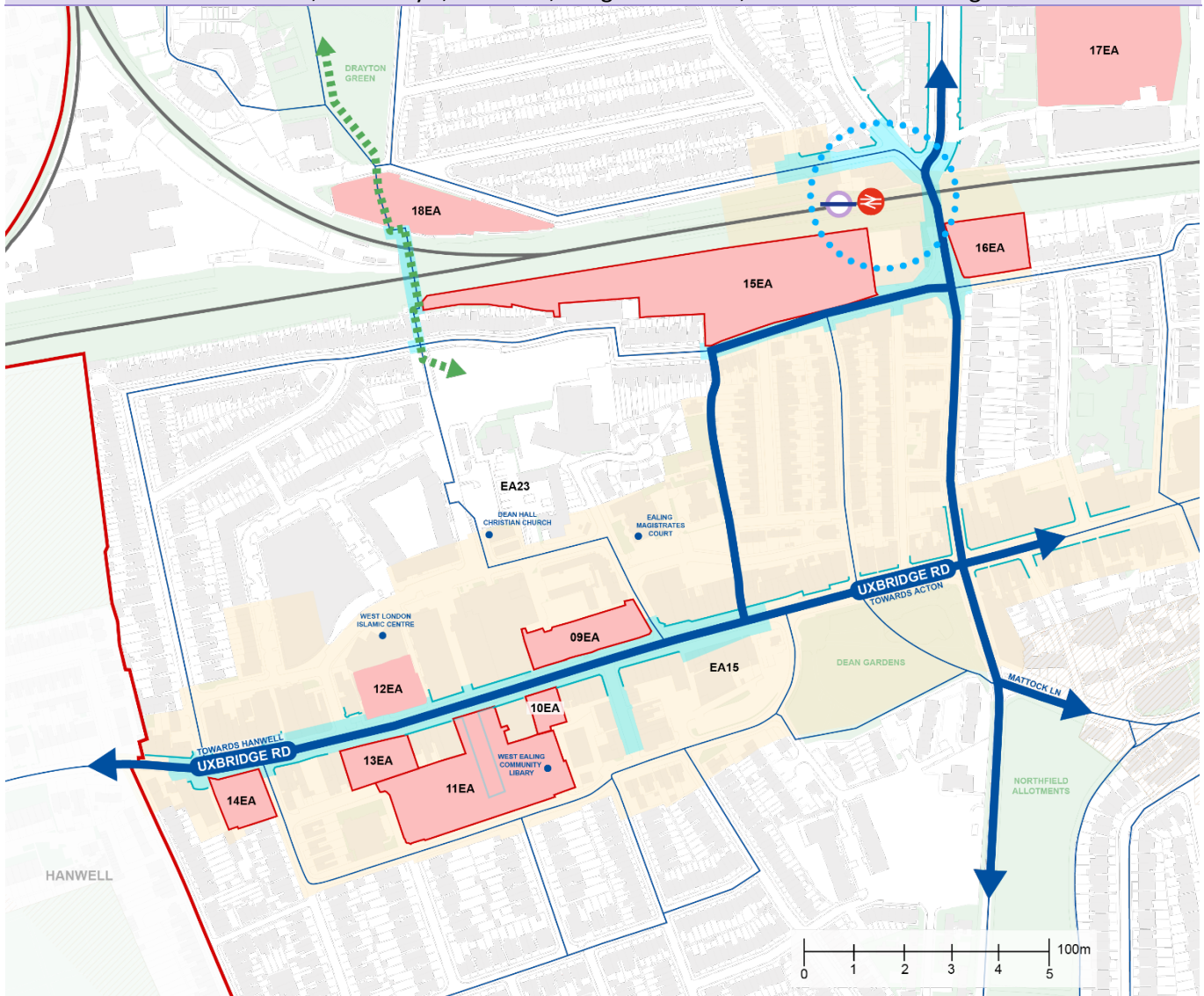
Placemaking emphasis to build and champion a local vision for West Ealing, which will support the local business network, encourage activation of an enhanced public realm and increase local footfall. Maximise the benefits of the Elizabeth Line connection at West Ealing by improving active travel links to local facilities.

Key projects and sites

Bookend West Ealing High Street with coordinated public realm improvements and encourage acupuncture interventions in conjunction with the development pipeline. These will include north-south connections to West Ealing station and Jacob's Ladder improvements, road crossings, junction improvements, pavement space for businesses and public squares for dwelling. Champion food culture with a celebration of styles and cuisine in West Ealing from the Ealing Farmers Market to its many varied restaurants. Improve connectivity to the station including bridges over railway lines and active travel routes north and south. Encourage use of Dean Gardens for a variety of events and activities that can promote health and cultural activity locally.

Key stakeholders

West London Islamic Centre, Sainsbury's, Waitrose, Religious centres, Green Man Estate regeneration



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Infrastructure and delivery priorities

	Action	Description	Key Stakeholders
Short term (1-2 years)	Public realm improvements	Haven Green route south to New Broadway junction, shared surfaces and pavement widening to encourage activation and pedestrian gathering space	British Land, TFL, Ealing Council, local businesses
	Junction improvements	The Broadway, Haven Green junction improvements	Ealing Council, landowners, local businesses
	Junction improvements	New Broadway, High Street junction improvements	Ealing Council, landowners, local businesses
	Maximise greenspaces	Maximise opportunities for greenspace and public planting or rain gardens within the metropolitan centre	Ealing Council, Ealing BIDs, landowners, local businesses
	Vacant units activation	Re-activation of vacant ground floor units providing space for business support, business networks, creative or close-to-home workhubs or innovative community use.	Ealing Council, landowners, local businesses, local schools, local artists, Ealing High Streets Task Force, Ealing BIDs
	Public space programming	Support and build market offer to promote food businesses within West Ealing and build culinary reputation	Local businesses, Ealing Council, Ealing High Streets Task Force, Ealing BIDs
	Metropolitan Centre Strategic Masterplan	Strategic plan to guide the development of the commercial centre, including leisure, culture and night-time economy uses	Ealing Council, public stakeholders, Ealing BIDs, landowners, local businesses
	Public realm improvements	West Ealing public realm improvements, including crossings, wayfinding and placemaking to encourage people to spend time within the town centre	Ealing Council, TFL, Ealing BIDs, local businesses, landowners
Medium term (3-5 years)	Development pipeline	Support key developments within the town centre to deliver a mix of uses for a thriving part of the city, including contemporary commercial office space, retail, leisure and cultural facilities	Landowners, Ealing Council
	Festivals and Cultural events programme	Support enhanced public programming to build upon Ealing Festivals with infrastructure that can secure Ealing's place as creative heart of West London	Ealing Council, Cultural sector, Community groups, partner organisations, Ealing BIDs, local businesses
	Primary care facilities	Ensure there are sufficient primary care facilities to meet local demand for the borough in easily accessible locations	Ealing Council, NHS, partner organisations
Long term (5-10 years)	District Heat network	Harness opportunities to create a district heat network within the borough, anchored to key development projects within Ealing Metropolitan Centre	Ealing Council, landowners, GLA, Utilities and infrastructure partners
	Harness Elizabeth Line connectivity	Build upon connectivity now delivered by the Elizabeth Line to anchor Ealing as a destination within London this includes anchor projects which will bring visitors from central London, Reading and Heathrow to the borough and to the Centre.	Ealing Council, landowners, GLA, partner organisations and institutions

Reference documents

- Town Briefing Ealing, Ealing Council, 2022