

# Greenford

# Town Regeneration Framework

February 2024



Hub of Productivity  
**GREENFORD**  
and Innovation

*Good  
for  
Ealing*

 **Ealing**  
[www.ealing.gov.uk](http://www.ealing.gov.uk)

## 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

Greenford will intensify and reconnect its multiple town, neighbourhood and industrial centres with residential and green areas thanks to new development and enhanced walking and cycle routes. Greenford Town Centre will be the reinvigorated primary hub of the area with a diversified community, cultural and commercial offer making the most of Council assets. Surrounding local centres, including Greenford Station, and Sudbury Hill, will create a network of diverse services and intensified industrial areas will provide more and good jobs accessible to local residents.

## Greenford today

Greenford is located in the north of the borough and comprises three main wards: North Greenford, Central Greenford, and Greenford Broadway. Greenford is a large suburban area of the London Borough of Ealing in Zone 4 and is home to approx. 46,000 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.

Economic evidence shows that Greenford performs poorly against several health and earnings indicators. However, Greenford performs strongly against employment and business growth measures. Greenford has a range of community, economic, and cultural assets which are integral to local prosperity. Key challenges include the town centre underperforming economically, a loss of higher value industrial employment and the impact of COVID-19. There are key opportunities to explore to address local challenges including industrial estate management, and post-COVID town centre identity.

## Socio-economic profile

<b>Residents</b>	<ul style="list-style-type: none"> <li>• Approx. 46,000 residents</li> </ul>
<b>Demographics</b>	<ul style="list-style-type: none"> <li>• Median age is older than Ealing and London averages at 37</li> <li>• 16% of LSOAs are in the top 20% most deprived nationally</li> <li>• Proportion of population without qualifications (19%) around 3x larger than the borough (7%) and London (6%)</li> <li>• Median house price close to borough median (2018)</li> <li>• High proportion of residents in bad health</li> </ul>
<b>Homes</b>	<ul style="list-style-type: none"> <li>• Most affordable of seven towns but affordable housing a key issue for residents</li> </ul>
<b>Jobs</b>	<ul style="list-style-type: none"> <li>• Approx. 13,800 jobs</li> <li>• Biggest decrease in employment (-13%) amongst Ealing towns (2016-2020)</li> <li>• Important employment centre for Ealing residents</li> <li>• Proportion of jobs in low paying sectors is below borough and London medians</li> </ul>
<b>Businesses</b>	<ul style="list-style-type: none"> <li>• Approx. 1800 businesses</li> <li>• 11 times more specialised for advanced manufacturing jobs than the London average</li> </ul>
<b>Business space</b>	<ul style="list-style-type: none"> <li>• 350,000sqm of industrial space</li> <li>• Majority of business and employment growth on industrial land.</li> </ul>
<b>Conservation and neighbourhood plan areas</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>
<b>Major Parks</b>	<ul style="list-style-type: none"> <li>• Grove Farm, Paradise Fields, Horsenden Hill, Ravnor Farm, Marnham Fields</li> </ul>
<b>Town Centres</b>	<ul style="list-style-type: none"> <li>• Greenford, Westway Cross, Sudbury Hill</li> </ul>
<b>Transport</b>	<ul style="list-style-type: none"> <li>• 1 Central Line station – Connections to West Ruislip, Shepherd’s Bush and the City</li> <li>• 1 Piccadilly Line station to the north – Connections to Uxbridge and Central London</li> <li>• 2 Greenford branch line stations – Branch line train running between Greenford and West Ealing station</li> <li>• 1 Rail station – Rail connections to London Marylebone, Gerrards Cross and High Wycombe</li> </ul>

## Challenges and opportunities

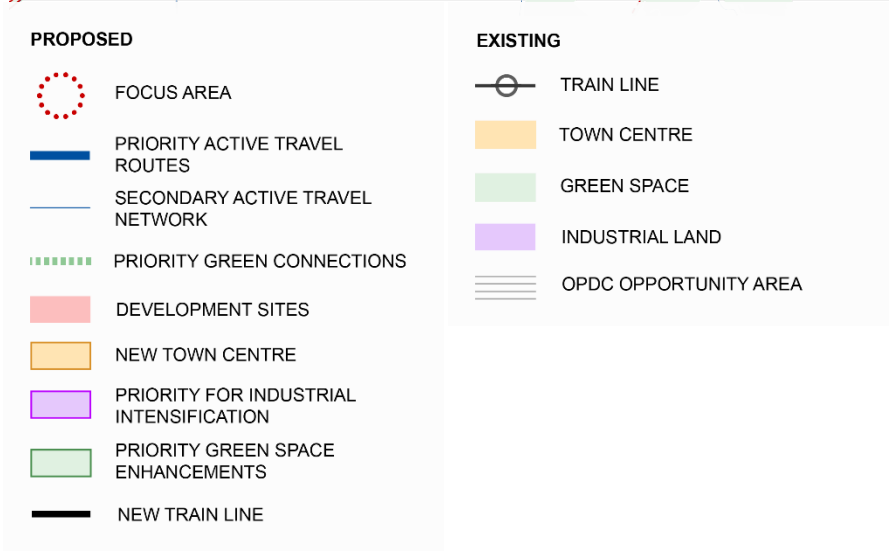
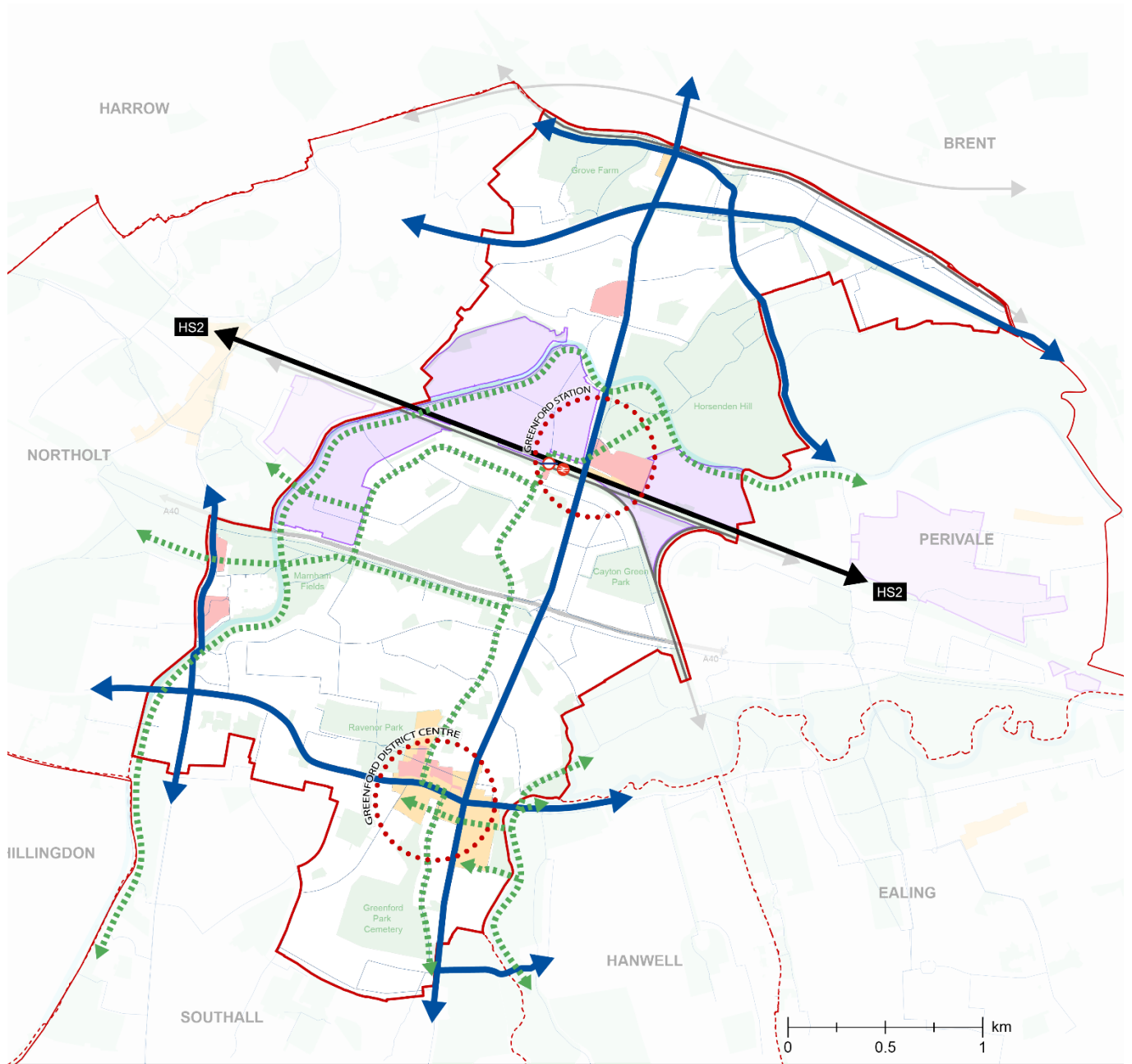
Key Challenges	Key Opportunities
<ul style="list-style-type: none"> <li>• Low education attainment, low wage workforce and stagnant population</li> <li>• Connecting local people to business and job growth</li> <li>• Poor connectivity with high levels of severance</li> <li>• Limited housing options for a changing population</li> </ul>	<ul style="list-style-type: none"> <li>• Reinforcing and diversifying existing town centres</li> <li>• Developing an inclusive economy, supporting green industrial intensification and business growth</li> <li>• Supporting local people into good local jobs</li> <li>• Enhancing sustainable connectivity</li> </ul>

# Objectives

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

Theme	Objectives
<b>Homes</b>	<ul style="list-style-type: none"><li>• Deliver housing in areas with good active travel and public transport connectivity.</li><li>• Provide a better range of housing types and tenures.</li></ul>
<b>Jobs and businesses</b>	<ul style="list-style-type: none"><li>• Enhance and intensify industrial employment area, improving their connectivity and supporting functions.</li><li>• Ensure employment land and premises meet the needs of a wide range of businesses, from local small start-ups looking for affordable premises, to large, well-established businesses.</li><li>• Explore opportunities to deliver additional industrial land, particularly adjacent to well-established industrial clusters.</li><li>• Diversify, green and grow business.</li></ul>
<b>Town centres</b>	<ul style="list-style-type: none"><li>• Deliver mixed use development in town centres with good active travel and public transport connectivity, including the Greenford Town Centre and Greenford Station areas.</li><li>• Diversify offer and uses to increase vitality.</li></ul>
<b>Energy and climate change</b>	<ul style="list-style-type: none"><li>• Increase energy efficiency of homes and commercial premises.</li><li>• Reduce carbon emission related to industrial businesses.</li></ul>
<b>Transport</b>	<ul style="list-style-type: none"><li>• Improve active travel and public transport connectivity within Greenford, particularly north-south, including connections across the A40, industrial estates, waterways and railway lines to reduce traffic congestion and improve health.</li><li>• Improve active travel and public transport connectivity to other towns and boroughs, including supporting improved rail service linking Greenford, West Ealing (and the Elisabeth Line) and beyond to reduce traffic congestion and improve health.</li><li>• Explore sustainable goods transport to industrial areas and direct access to A40 where possible</li></ul>
<b>Parks and open space</b>	<ul style="list-style-type: none"><li>• Improve active travel and public transport connectivity to and through green spaces.</li><li>• Enhance key green spaces.</li></ul>
<b>Social infrastructure</b>	<ul style="list-style-type: none"><li>• Improve active travel and public transport connectivity of key social infrastructure, including schools.</li><li>• Ensure adequate provision of health facilities to meet existing and future need.</li><li>• Ensure long-term sustainability of built heritage.</li><li>• Improve community, culture and leisure facilities.</li></ul>

# Town regeneration framework diagram



# Focus Areas

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

## Greenford Town Centre focus area

### Vision

An enhanced town centre at Greenford Broadway, with a diversified retail offer and wide range of community, cultural and civic assets.

### Key projects and sites

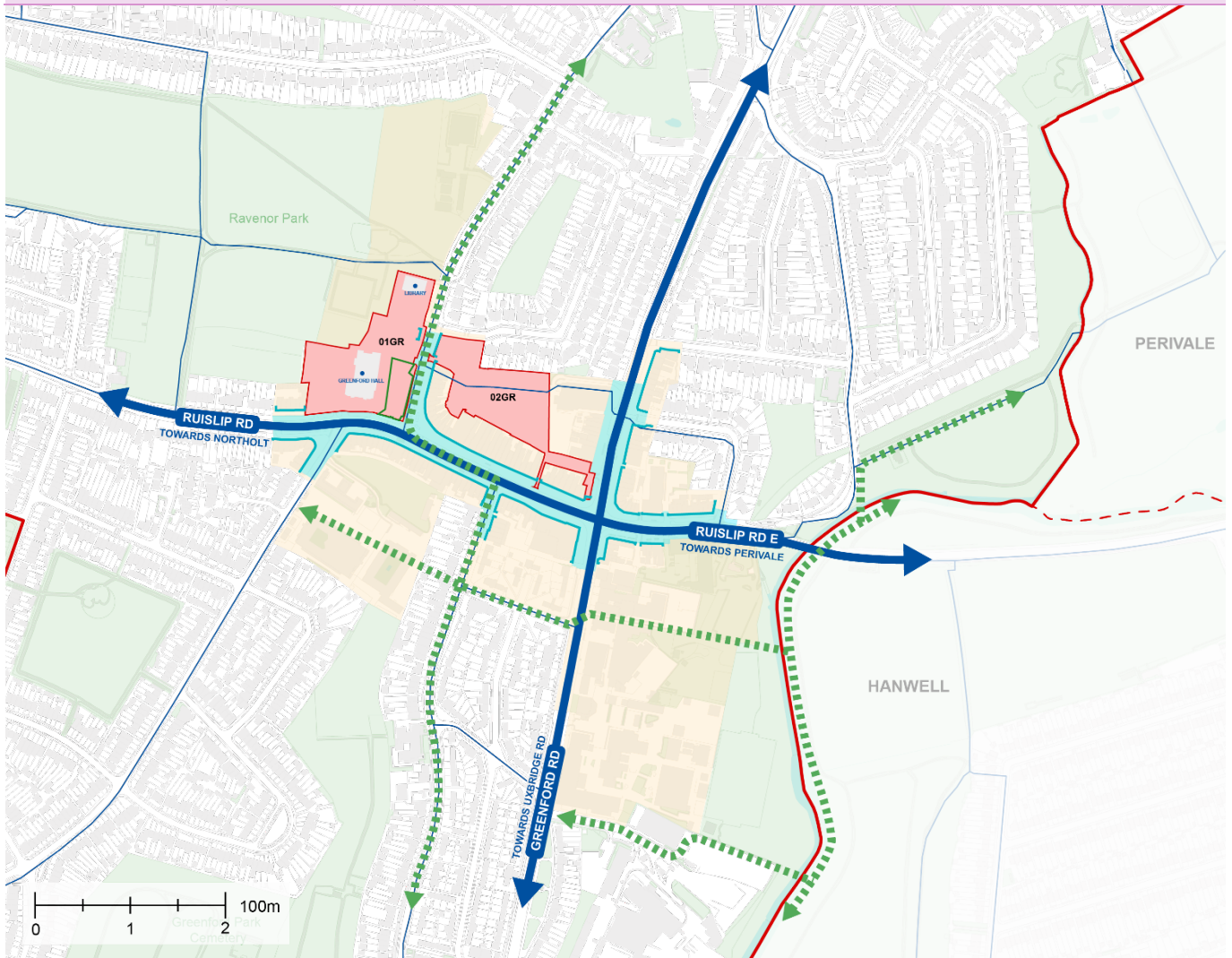
Create active travel corridors along Old Field Lane South, Greenford and Ruislip Roads, and improve active travel routes through and to surrounding residential areas, green spaces and social infrastructure.

Improve the public realm, shopfronts, green space, wayfinding and play space on the Broadway and Greenford War Memorial Green with improved connection to Ravenor Park. Support the establishment of a Traders Association to drive improvements.

Develop masterplans for a holistic approach for mixed use development to enhance the civic and cultural cluster on Old Field Lane South, the carpark sites behind Greenford Broadway and key adjacent sites.

### Key stakeholders

Private landowners, Local businesses, Local communities



#### 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

---

## **Greenford Station focus area**

### **Vision**

An enhanced neighbourhood centre and industrial areas around Greenford Station, bringing together existing and local parades and diverse employment to build on one of the area's primary economic assets.

### **Key projects and sites**

Improve active travel connectivity and safety along Rockware Avenue and down Old Field Lane North.

Improve active travel to and across industrial estates and green spaces, in particular Greenford Park Industrial Estate and Horsenden Hill, and to Westway cross from Greenford Station. Improve the public realm around Greenford Station, especially the station forecourt, underpass and Horsenden Hill play space and green space improvements.

Explore opportunities to deliver intensified development along Old Field Lane North and Rockware Avenue, and intensify development and employment uses at Westway Cross.

Explore opportunities for sustainable goods transport to industrial areas.

Initiate an innovation zone to support an ecosystem of green innovative business building on existing businesses and new development.

### **Key stakeholders**

Private landowners, Employment space operators, Local businesses, Local workers, Local communities

## Infrastructure and delivery priorities

	Action	Description	Key Stakeholders
<b>Short term (1-2 years)</b>	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
	Active travel corridor	Create a north-south active travel route along Old Field Lane and Greenford Road.	Ealing Council, Transport for London (TfL)
	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
	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
	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
	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
<b>Medium term (3-5 years)</b>	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
	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
	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
<b>Long term (5-10 years)</b>	Greenford Innovation Zone	Initiate and support an ecosystem of green innovative business building on existing built heritage, development aspirations and innovative businesses.	Ealing Council, landowners, businesses, education providers

## Reference documents

- Town Briefing Greenford, Ealing Council, 2022
- Greenford and Perivale 20-Minute Neighbourhood Framework, Ealing Council, 2022