

Hanwell

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

Hanwell Town has a compact centre with a rich history, passionate local community and prominent local assets including heritage buildings, public parks and opportunities for connected greenspaces. Hanwell has the potential to become a thriving independent centre with strong community-led activities and diverse employment opportunities. It can become a characterful destination to attract visitors to celebrate the town's history and build upon it with a contemporary offer to diversify the local economy. Hanwell will be well-served by a regional park that is accessible and inclusive for all, and transformative for both the area and for residents.

Hanwell Today

Hanwell is located in the centre of the borough and comprises two wards: North Hanwell and Hanwell Broadway, which are home to approx. 28,500 residents. Hanwell is one of Ealing's oldest town's having existed since the 11th Century, and today it comprises a wealth of historical assets including Hanwell Community Centre, the Hermitage, St Mary's Church, and Brunel's Wharncliffe Viaduct.

The district centre offers a range of food, retail, and local services from both independent and chain businesses. To the south, shopping parades on Lower Road and Boston Road provide local amenities alongside larger areas of commercial retail. To the north there are local shopping parades that serve their immediate residential neighbourhoods. The distinctive 'village' character is much loved locally with its access to a number of parks and open spaces in Brent Valley and its own identity separate from the Ealing Metropolitan Centre.

Hanwell's main employment areas are within the town centres and industrial areas at Trumpers Way and close to Ealing Hospital. Many of the town's employment opportunities are based in the public sector, with Hanwells schools listed as top employers throughout the area followed up by public administration and health activities.

Socio-economic profile

Residents	<ul style="list-style-type: none"> • Approx. 28,500
Demographics	<ul style="list-style-type: none"> • 17% of Hanwell's LSOAs are in the top 20% deprived nationally, which is the third highest rate in the borough. • Hanwell's businesses have grown by 9% since 2015. • 16% of Hanwell's population have no qualifications compared to 7% in Ealing, 6% in London. • Hanwell's median age is 39 . This is more than the borough median ranking 1st out of the 7 towns • The town has experienced the largest decline in population of the 7 towns
Homes	<ul style="list-style-type: none"> • Hanwell is the second least affordable town in the borough
Businesses	<ul style="list-style-type: none"> • Hanwell's key employment areas are the town centre and Trumper's Way LSIS and a smaller SIL site north of Ealing Hospital • Business base has grown over last 5 years to approx. 1,200 businesses
Jobs	<ul style="list-style-type: none"> • Approx. 5400 jobs • There has been a decline in jobs, especially within ICT, media and creative sectors, business support and manufacturing • 40% of Hanwells jobs are in the public sector, Hanwells schools are top employers
Conservation Area	<ul style="list-style-type: none"> • 5 - Cuckoo Estate, Hanwell Village Green, Churchfields, St Mark's Church & Canal, Hanwell Clocktower and Hanwell Cemeteries.
Major Parks	<ul style="list-style-type: none"> • Brent Valley Park, Brent Lodge Park, Churchfields Recreation ground, Marnham Field, Brent Valley gold course, Brent Valley Golf Course, Bitten's field, Cuckoo Park and Elthorne Park and Waterside.
Town Centres	<ul style="list-style-type: none"> • Hanwell District Centre and 2 smaller retail parades along Greenford Avenue within North Hanwell
Transport	<ul style="list-style-type: none"> • 1 Hanwell Train station – Elizabeth Line • 1 Boston Manor Underground station on the Piccadilly Line

Challenges and Opportunities

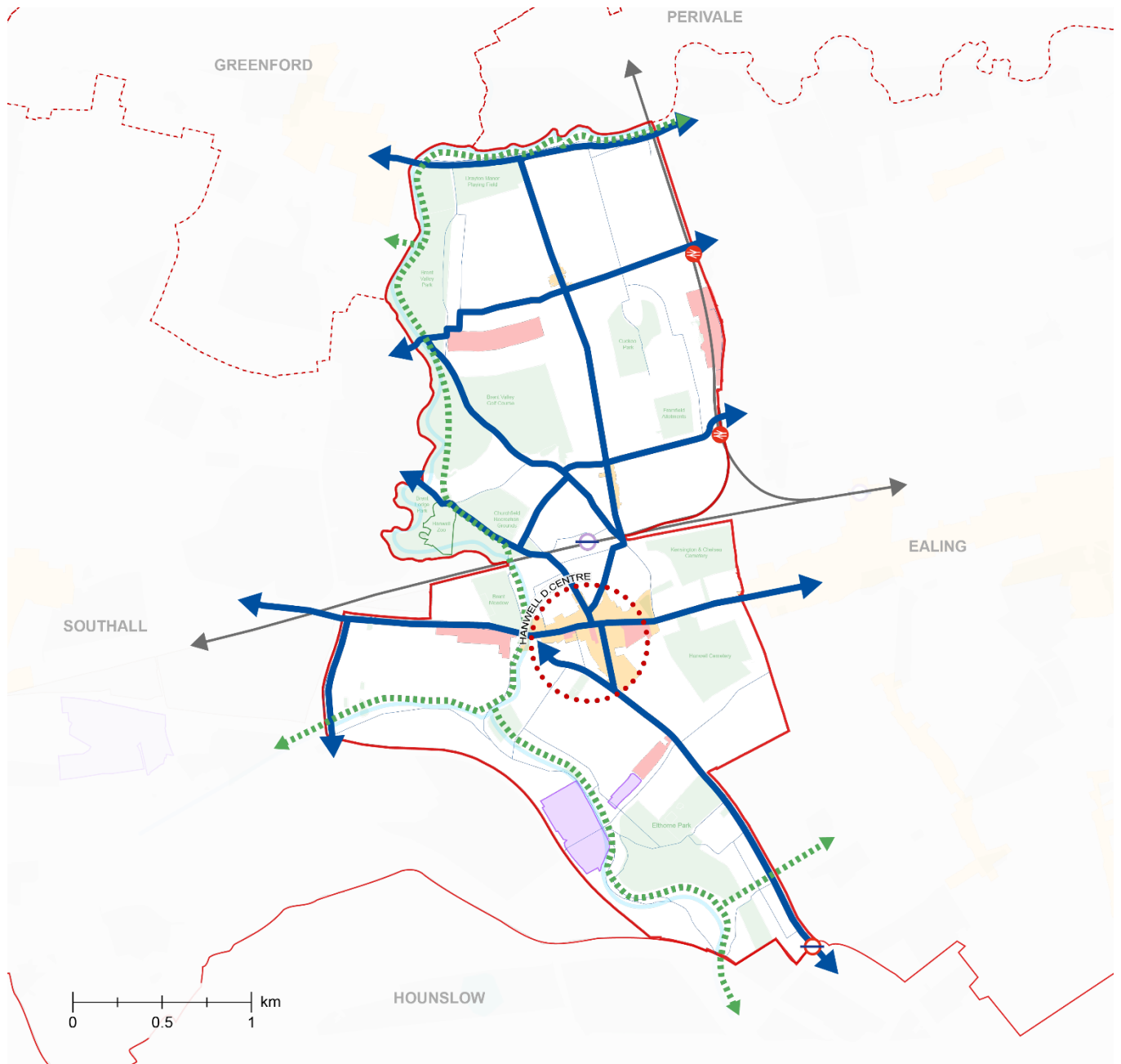
Key Challenges	Key Opportunities
<ul style="list-style-type: none"> • One of the least affordable towns in Ealing, with local wages not keeping pace with the growing house prices. • Risk of gap between low and high-income earners widening • Hanwell's economy depends largely on public sector employment. • Lack of higher value jobs, and trend towards lower qualifications compared to Ealing and London • North- South severance with primary transport hubs in north of town. South Hanwell dependent on local bus links via Boston Road and the Piccadilly Line at Boston Manor Station. • Uxbridge Road provides an important radial vehicle route but also severs Hanwell into two areas. 	<ul style="list-style-type: none"> • A regional park idea along the western edge of Hanwell provides a once in a lifetime opportunity to put Hanwell on the London map. • The Elizabeth line is set to become a catalyst for attracting inward investment to Hanwell. • Industrial land to the south of Hanwell provides valuable local jobs and intensification of industrial uses in this area would increase much needed local employment. • Hanwell has high quality green spaces such as Brent Lodge Park, Churchfield's Recreation Ground, Cuckoo Park, and Elthorne Park. However, these valuable local assets are not easily accessible by active travel and north-south pedestrian and cycle. • Key services, retail, and local jobs within town centres, support for independent businesses and required to distinguish the town from West Ealing. • Boston Road's collection of large retail sites has potential for mixed-use development

Objectives





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

Theme	Objective
Homes	<ul style="list-style-type: none"> • Complete the estate regeneration of High Lane estate and Copley Close. • Deliver to meet Hanwell's affordable housing needs, particularly for first time buyers and working age people, as well as identified specialist housing needs and supporting social infrastructure.
Jobs and businesses	<ul style="list-style-type: none"> • Support Hanwell town centre businesses to grow and succeed, build footfall and fill vacant units. • Deliver masterplan-led intensification of Trumper's Way Locally Significant Industrial Site (LSIS), ensuring adequate provision of affordable workspace. Support local enterprise, including new neighbourhood workspace. • Capitalise on opportunities for heritage-led regeneration particularly along the Grand Union Canal and around Wharcliffe Viaduct.
Town centres	<ul style="list-style-type: none"> • Deliver a coherent, attractive and welcoming public realm for Hanwell District Centre • Bring vacant units into use with innovative programming and work with business support to develop sustainable town centre uses • Diversify the offer in Hanwell's neighbourhood centres to serve local communities
Energy and climate change	<ul style="list-style-type: none"> • The opportunity to deliver a Regional Park can bring in significant sustainability, rewilding, SUDS and climate change mitigation measures
Transport	<ul style="list-style-type: none"> • Enhance access to the station from south and improve legibility, safety and public realm. • Reduce severance caused by Uxbridge Road north-south within the borough • Invest in an integrated network of north-south and west-east active travel routes and public realm improvements • Investing in Greenford Avenue to create a safer and more appealing active travel route connecting centres
Parks and open space	<ul style="list-style-type: none"> • Improve access to the Brent Valley Park as a connected accessible open space for leisure and active travel • Hanwell's network of green and blue spaces, including Elthorne Park and the network of spaces around Brent River and the Grand Union Canal provide an unusually continuous and extensive network of attractive routes for active travel
Social infrastructure	<ul style="list-style-type: none"> • Enhance the local cultural offer and secure a new indoor and outdoor music/cultural venue as part of the Regional Park • Re-image and enhance Hanwell Community 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 of regeneration

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

Hanwell District Centre focus area

Vision

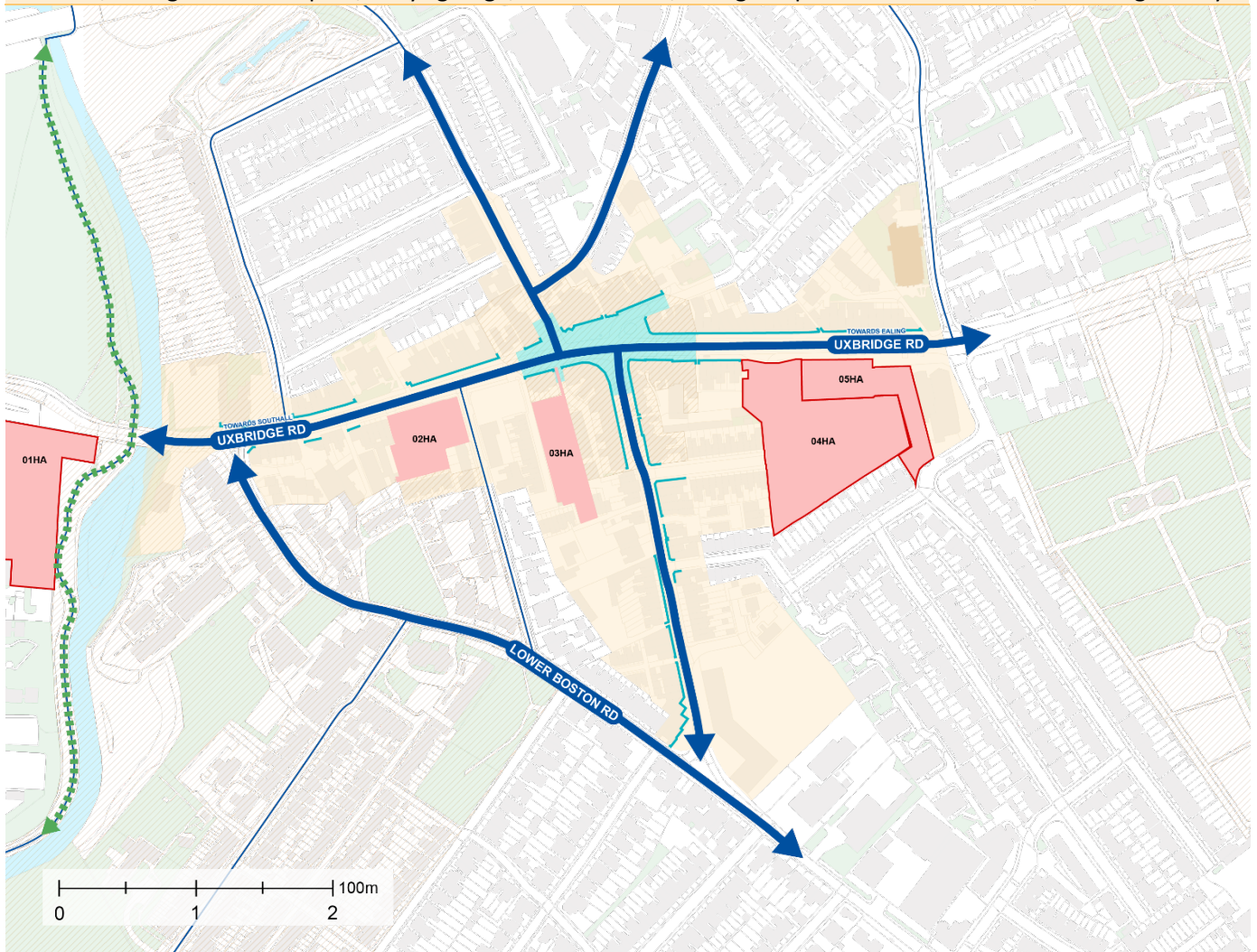
An enhanced District Centre to create a welcoming gateway to Hanwell, celebrating its independent character and acting as a heart for the local community on either side of Uxbridge Road. Cohesive, safe and well used public space with easy and inclusive access to high quality local greenspaces.

Key projects and sites

Inclusive programming for public spaces to build safer cohesive communities within Hanwell, coupled with improved wayfinding to boost awareness and access to these sites and activities. Active travel connections enhanced for routes north/south to encourage greater footfall at each of Hanwell’s local centres, and also east/west in the north of the town area. Support for local festivals and community events provided by borough-wide infrastructure available locally to build upon Hanwell’s heritage and champion it’s cultural life for residents and visitors.

Key stakeholders

Lidl site, George Street car park, Grays garage, Marshalls site, Ealing Hospital and Car sales site, eastern gateway



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

Infrastructure and delivery priorities

	Action	Description	Key Stakeholders
Short term (1-2 years)	Public realm improvements	Improve pedestrian crossings and reduce severance across Uxbridge Road, between sites within the District Centre	Ealing Council, local businesses, landowners
	Public realm improvements	Hanwell station access improvements from the south and way finding from key locations across Hanwell town	Ealing Council, local businesses, landowners
	LSIS masterplan	Trumpers Way LSIS masterplan to guide intensification of employment space and diversification for a locally specific offer	Ealing Council, local businesses, landowners
	Public space programming	Inclusive programming for public spaces within Hanwell town centre to encourage engaged audiences to make use of available facilities and help businesses to thrive with increased footfall and visitor numbers	Local businesses, Ealing Council, Ealing High Streets Task Force
Medium term (3-5 years)	Regional Park	Create inclusive access to a Regional Park, with good active travel connections, wayfinding and programming that appeals to a wide audience	Ealing Council, Ealing Parks Foundation, Partners, institutions and businesses
	Business Support	Support the establishment of a traders association or independent business support network within Hanwell, this can promote the town centres unique offer	Ealing Council, businesses, Ealing High Streets Task Force
Long term (5-10 years)	Public Transport	Improve public transport connectivity across Hanwell by introducing new bus routes where they are most needed	Ealing Council, TFL
	Regional Park	Develop access and facilities provision within the Regional Park including opportunities for a new outdoor venue	Ealing Council, partner organisations and businesses

Reference documents:

- Town Briefing Hanwell, Ealing Council, 2022
- Draft Hanwell 20-minute Neighbourhood Framework, Ealing Council, 2024