

We
Made
That

Evidence Base

Ealing Cultural Infrastructure Plan

Working with:

Sound Diplomacy and Tom Fleming Creative Consultancy



Introduction

Overview

This evidence base forms part of the Ealing cultural infrastructure plan. It sets out strategic context, existing provision, demographic profiles and key socio-economic insights which inform recommendations for cultural infrastructure provision across the borough.

This document sets out the evidence underpinning the recommendations in the cultural infrastructure plan and findings should only be considered in relation to the recommendations of the cultural infrastructure plan.

Methodology

Evidence was compiled through a mixed-methods approach which utilised the latest high-fidelity data to capture a current picture of cultural infrastructure across the borough and to inform a picture of projected future need.

1. GIS mapping and data analysis

Cultural facilities and spaces were collected and collated in GIS to the building-level using

Ordnance Survey base-maps as far as possible in coordination with available GIS information. This was initially conducted as part of the London-wide update to the Cultural Infrastructure Map (2022), which enabled benchmarking and comparison of cultural infrastructure between boroughs.

To provide a socio-economic baseline for the Study Area's demographic, labour market, employment and business economy performance against a set of comparator areas, a number of data sets were used, including:

- Census(2021);
- DCLG English Indices of Deprivation (2021);
- ONS Annual Population Survey (2022);
- ONS Business Register and Employment Survey (2022)
- High Streets Data Service information on vacancy and footfall
- GLA data on cultural infrastructure-at-risk (2022)

2. Housing growth

The baseline provided a starting point

to forecast the effect of net additional proposed dwellings according to projected growth figures, to which the Infrastructure Delivery Plan (IDP) will also be working.

3. Audience profiling

Based on the housing impact projections, Tom Fleming Creative Consultancy developed a profile for the likely audience for cultural provision in Ealing. This analysis focused on the demographic profile of these audiences (covering age, ethnicity, labour market status and income levels) and their relative propensity to consume or participate in different types of cultural activity, with consideration for both paid-for and free forms of consumption. This relied primarily on insights and categories generated by the Audience Agency.

4. Engagement

Qualitative insights were gathered through a pace of structured engagement activities, including:

- 1x 'Co-Lab' event which invited

local creative changemakers to discuss what infrastructure is needed across the borough and where it is needed

- A series of 1:1 interviews with key stakeholders in the film industry, conducted by Tom Fleming Creative Consultancy
- A series of 1:1 interviews with music industry experts, including operators, conducted by Sound Diplomacy

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- Place-based evidence
- Lenses for evidence
- Structuring evidence

Place-based evidence

Considering three scales

A. West London



Ealing's role within a cluster of West London boroughs has been explored, considering:

Who are Ealing's current and future audiences for culture?

How does Ealing's cultural infrastructure interact with a wider West London geography?

B. Borough-level

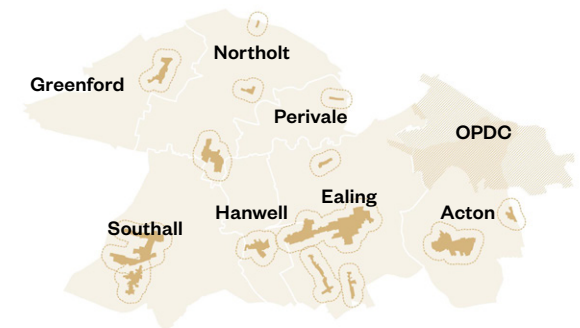


Ealing's current cultural profile has been explored, considering:

What is the provision of cultural production and consumption infrastructure within Ealing?

What does Ealing provide relative to other places of its size?

C. Seven towns and town centres



The needs and opportunities for each of Ealing's seven towns has been explored, considering:

What are the unique cultural profiles of Ealing's town centres?

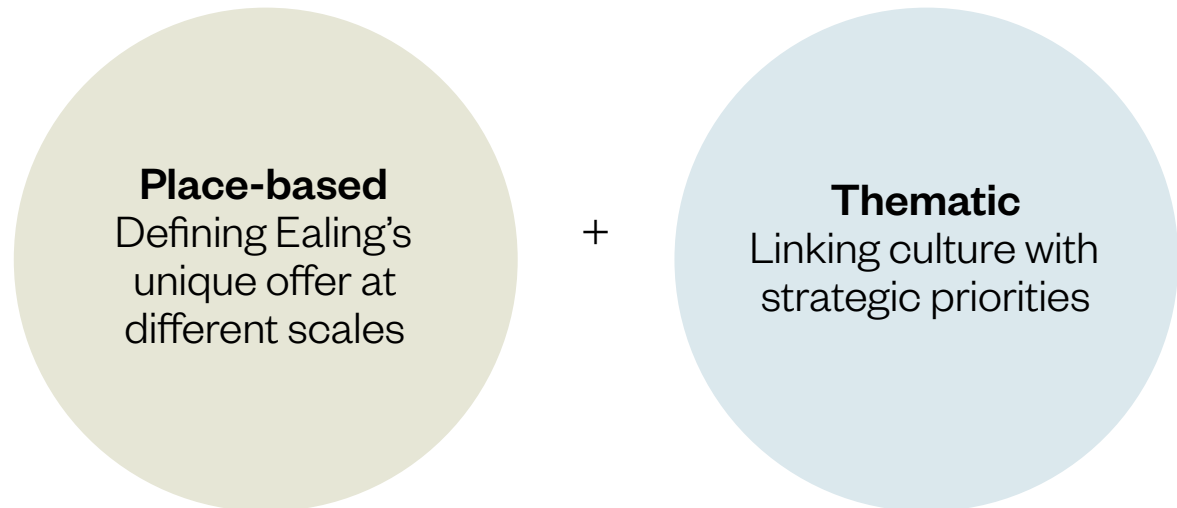
How is culture experienced on the high streets and in town centres?

01. Approach

Lenses for evidence

Combining multiple perspectives

Looking at the specific needs and opportunities of Ealing's place is combination with strategic need for intervention helped define priorities for culture.



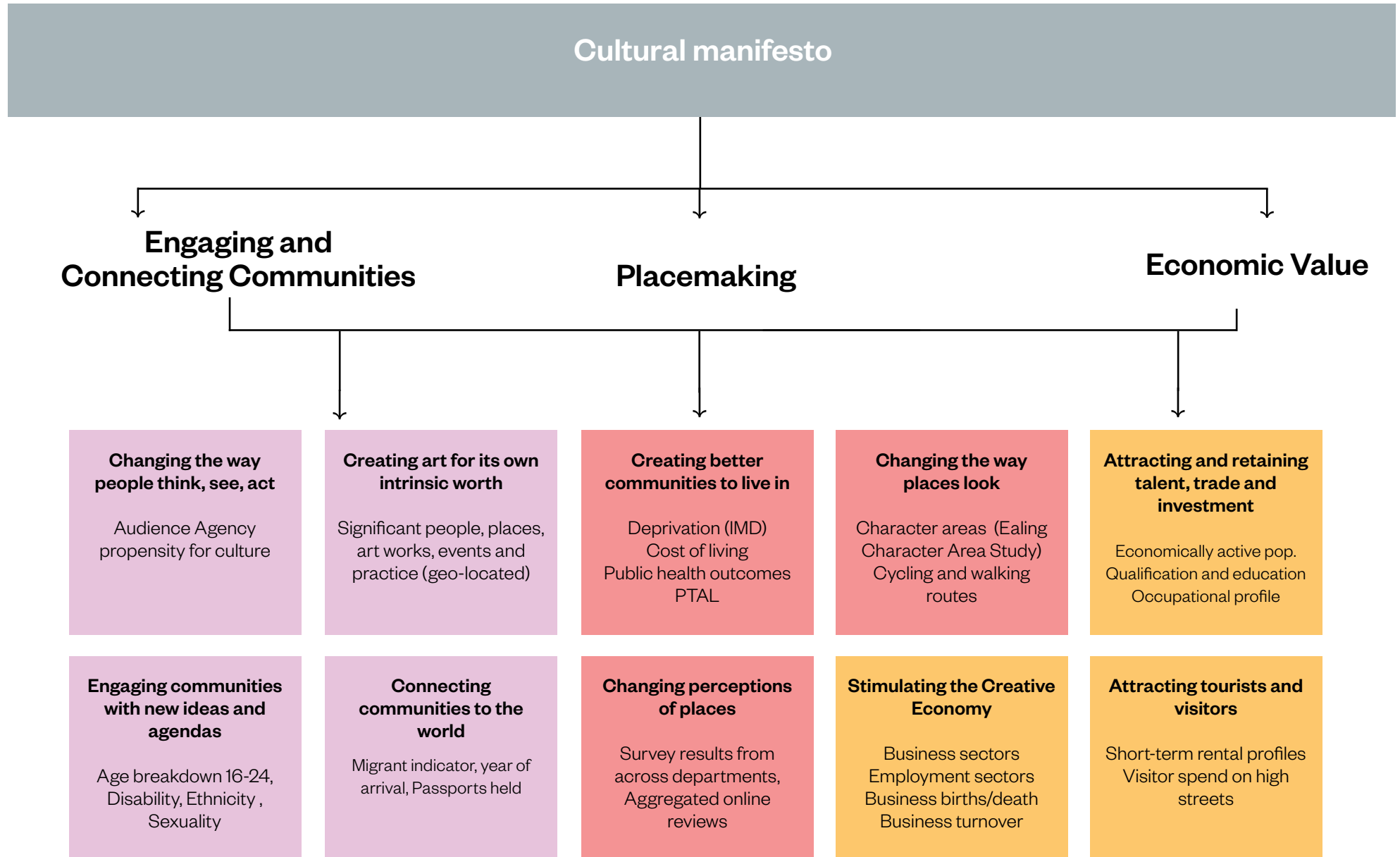
Structuring evidence

Defining strategic priorities

In order to align the evidence to wider strategic priorities, an outcomes approach was adopted, that draws on the cultural manifesto.

These outcomes provided a lens through which to structure evidence and develop key indicators of how culture can improve outcomes for people and place.





- West London industrial arc
- Defining the catchment

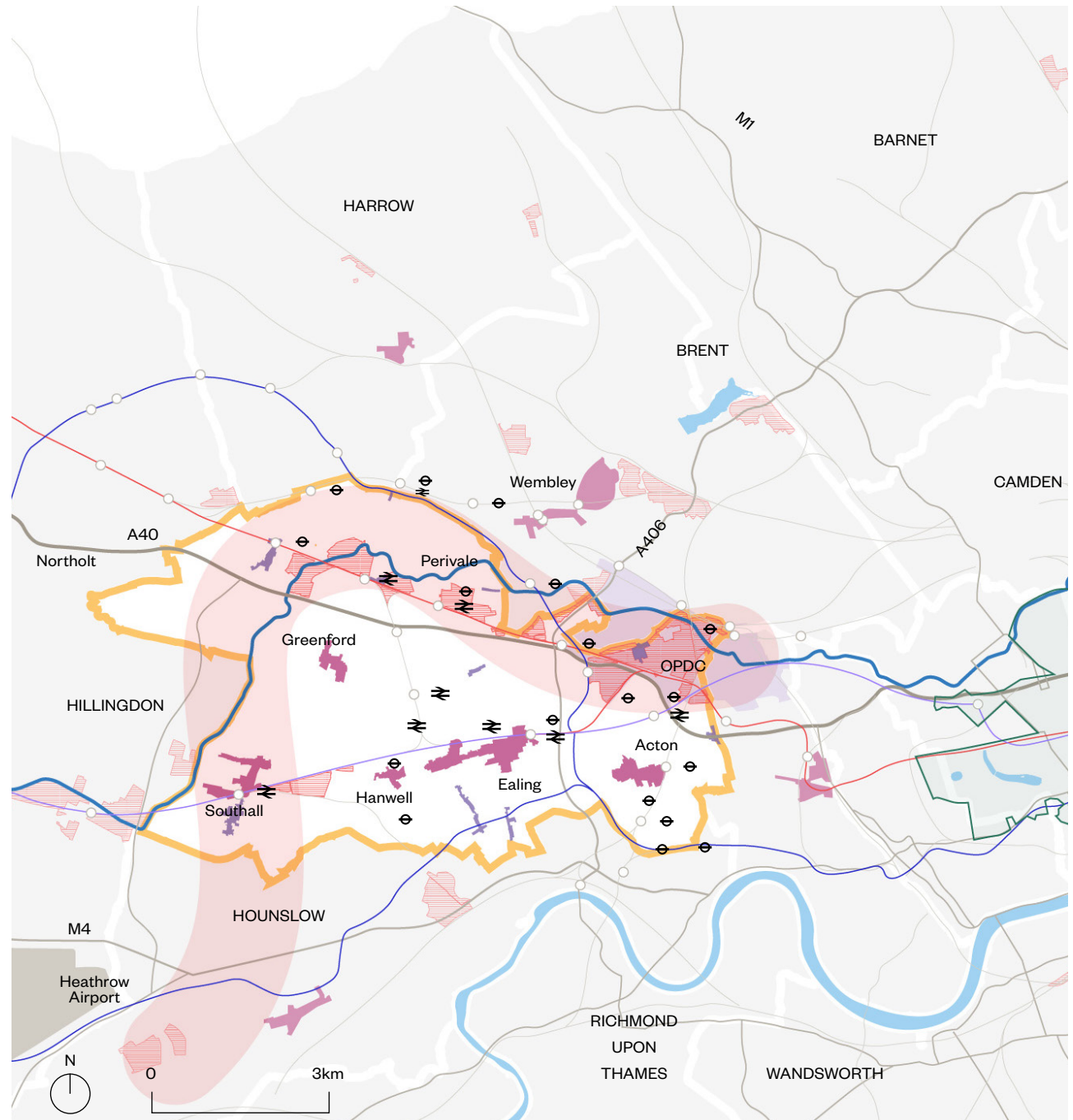
02. Strategic context

West London industrial arc

Ealing is traversed by radial routes: the A40, and M4, placing it strategically within a Productivity Arc. Southall and Hanwell's town centres and industrial land are particularly well suited for industries that require road transport (ie. prop storage/film).

Key

- Railways
- Central Line
- Elizabeth Line
- Piccadilly Line
- Major roads
- Borough boundaries
- Town centres
- Neighbourhood centres
- Old Oak and Park Royal Development Corporation (OPDC)
- Industrial arc
- Strategic Industrial Land (SIL)
- Central Activities Zone (CAZ)
- Metropolitan London
- LB Ealing



02. Strategic context

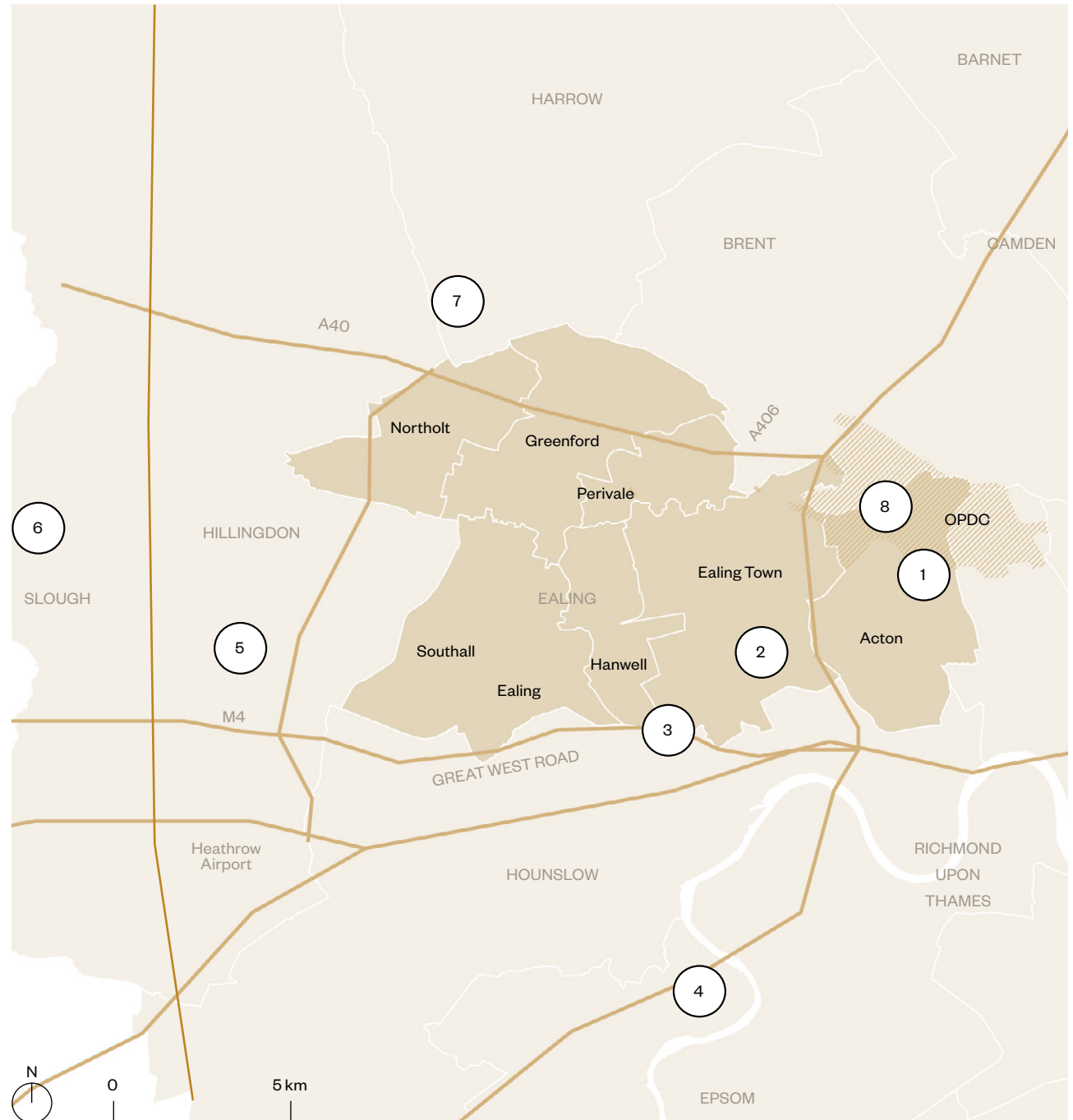
Defining the catchment

Sector clustering

To the west, Ealing is well connected by the M4 to a number of film production sites, together forming a film production cluster that reaches as far as Slough.

Key

-  LB Ealing
- 1. Dukes Island/Black Island Studios
- 2. Ealing Studios
- 3. Sky Cluster
- 4. Twickenham Studios
- 5. Pinewood Studios
- 7. Elstree Studios
- 8. Garden Studios



02. Strategic context

Defining the catchment

Growth trajectory

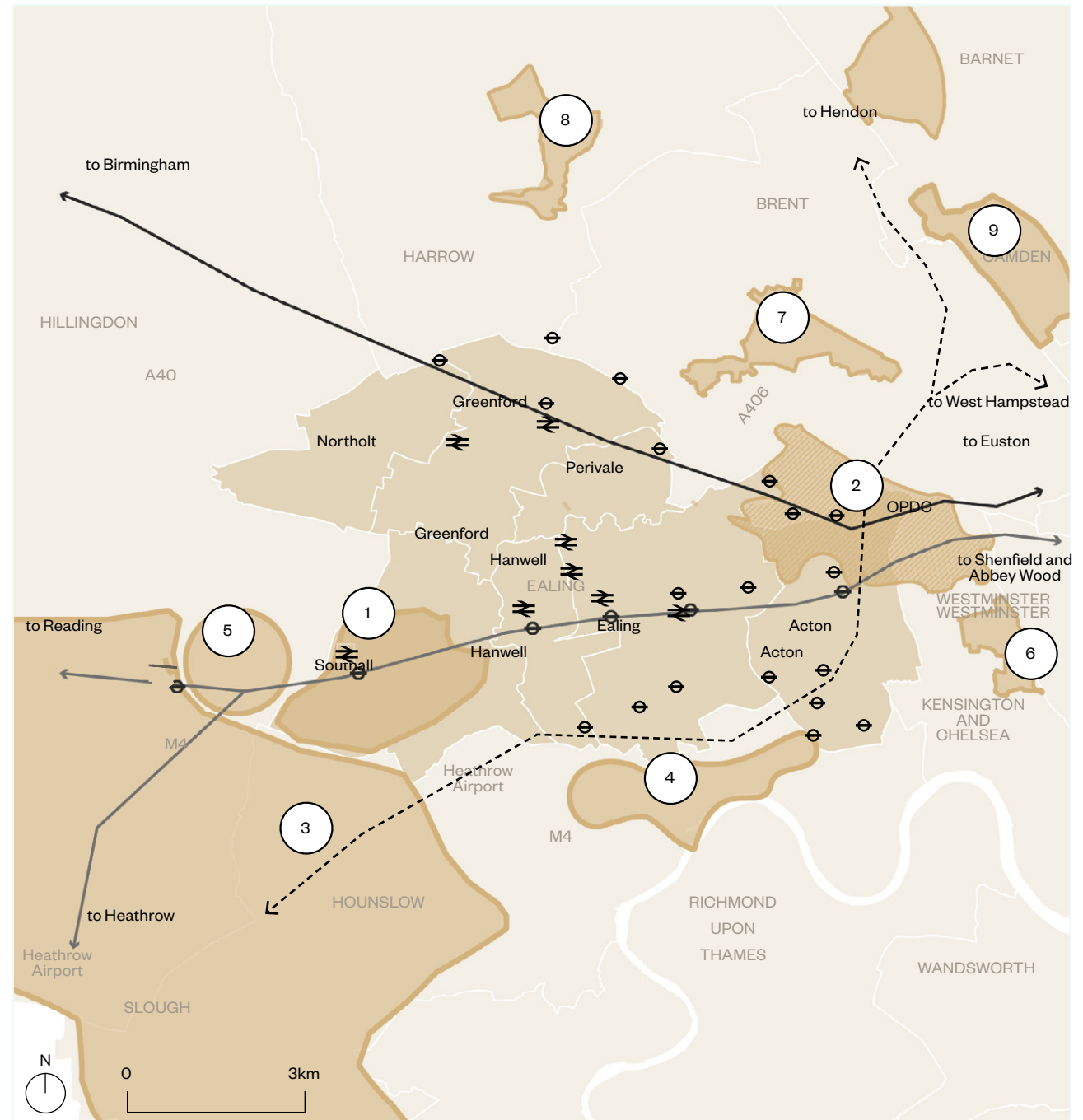
New transport connections will unlock several Opportunity Areas around Ealing. Combined, they will bring at least 89,500 new homes and 139,500 new jobs.* Southall, Ealing Town, Acton and Hanwell will see the most audience uplift.

Key

- Opportunity Areas
- LB Ealing

1. Southall OA: 9,000 new homes; 3,000 new jobs*
 2. Old Oak/Park Royal OA: 25,000 new homes; 65,000 new jobs*
 3. Heathrow OA: 13,000 new homes; 11,000 new jobs*
 4. Great West Corridor OA: 7,500 new homes; 14,000 new jobs*
 5. Hayes OA: 4,000 new homes; 1,000 new jobs
 6. Earl's Court/West Kensington OA: 6,500 new homes; 5,000 new jobs
 7. Wembley OA: 14,000 new homes; 13,500 new jobs
 8. Harrow and Wealdstone OA: 5,000 new homes; 1,000 new jobs
 9. Brent Cross/Cricklewood OA: 9,500 new homes; 26,000 new jobs
- HS2: >300,000 passengers per day from 2029
 - Elizabeth Line: average 600,000 passengers per day
 - Potential West London Orbital: >32,000 passengers per day

*by 2041



Defining the catchment

Travel outside Ealing

The Elizabeth Line connects Ealing with London and beyond. Southall, Hanwell, Ealing and Acton are connected to Central London within 25 minutes on the Elizabeth Line.

Key

— Elizabeth Line

— Bus

— District Line

Sample journeys:

1. Ealing Broadway to Stratford: 33 minutes on the Elizabeth Line

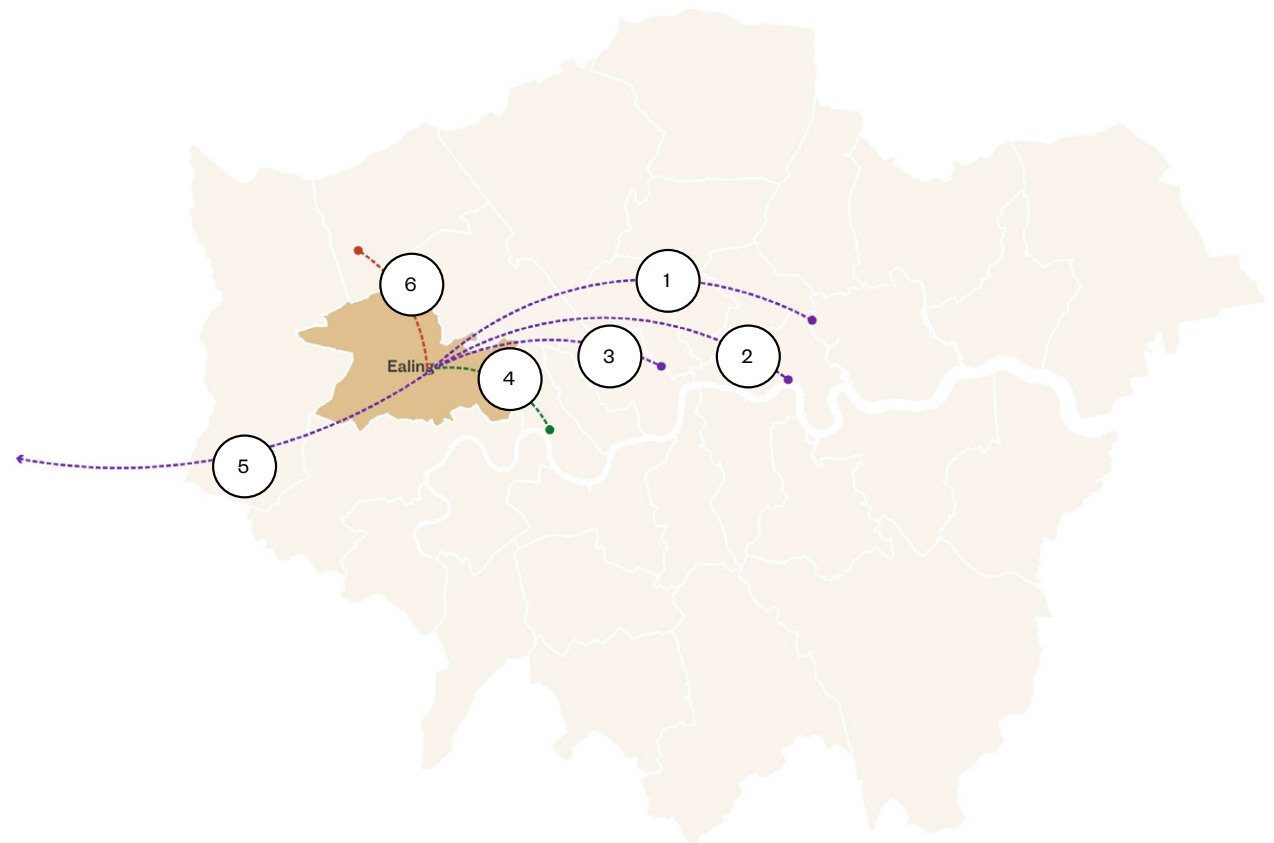
2. Ealing Broadway to Canary Wharf: 32 minutes on the Elizabeth Line

Line 3. Ealing Broadway to Tottenham Court Road: 27 minutes on the Elizabeth Line

4. Ealing Broadway to Hammersmith Apollo: 18 minutes on the District Line

5. Ealing Broadway to Reading: 45 minutes on the Elizabeth Line

6. Ealing Broadway to Wembley: 45 minutes by bus



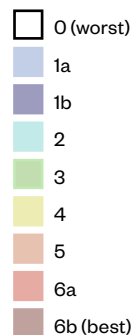
02. Strategic context

Defining the catchment

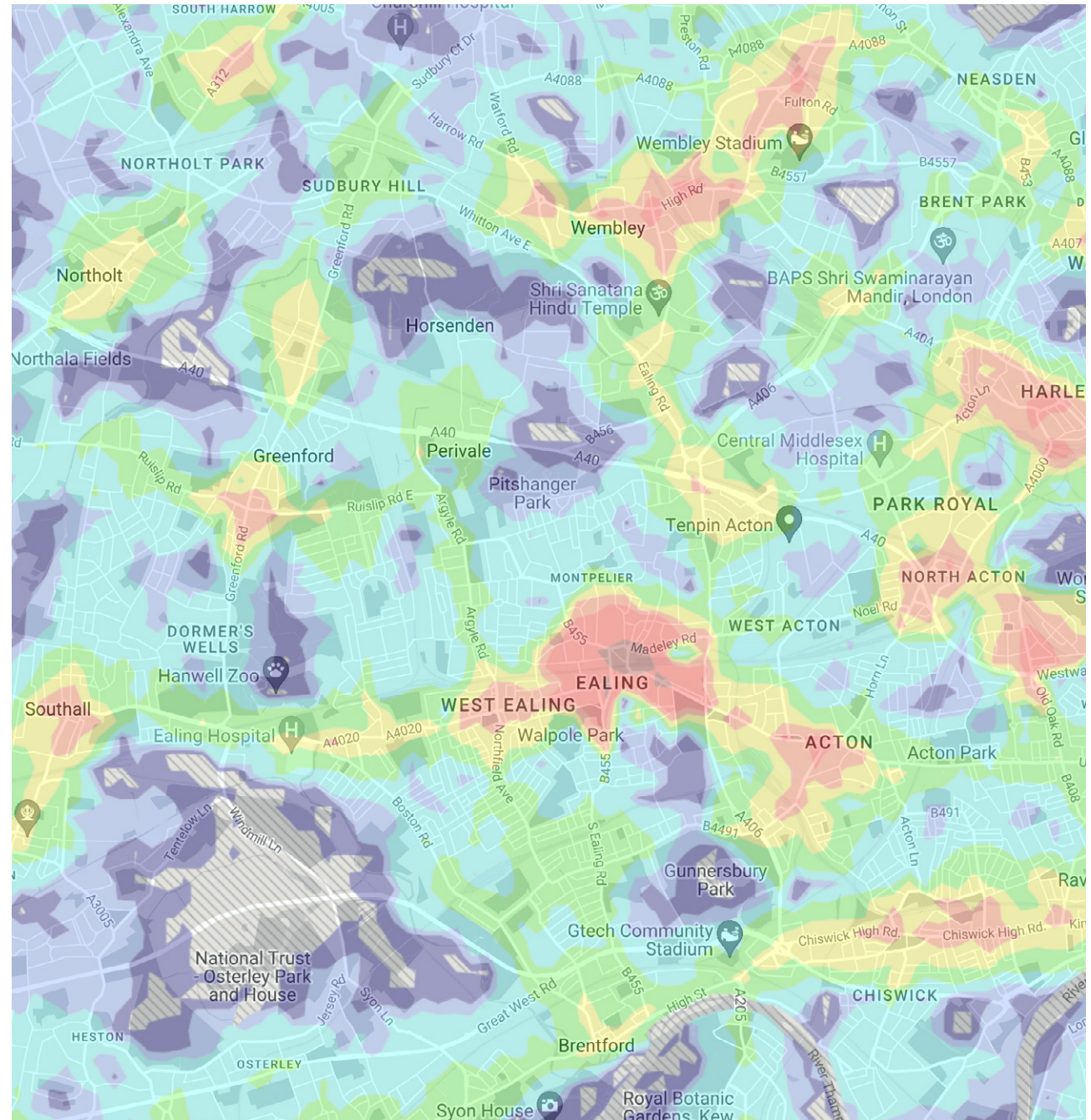
Travel within Ealing

While towns along the Elizabeth line have excellent connection outside of the borough, areas within Northolt, Greenford and Perivale experience severe severance, with some areas only connected by bus journeys of over one hour.

Key



* Source: London PTAL map: <https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/>



Existing provision

- Borough-level
- West London
- Seven towns

Borough-level

Analysis relative to London

Ealing is under-providing cultural infrastructure for its population compared with London as a whole.

However, in 2019-2022, Ealing saw a 9% net increase in cultural infrastructure at a time when London saw a 2% decline overall.

Strengths

Music recording studios
Making and manufacturing
Prop and costume making

Opportunity

Net increase in spaces for culture at a time when London as a whole saw a decline

Weakness

Artist workspaces
Cinemas
Theatre
Live music venues

Threats

Population growth without additional provision of consumption space

03. Existing provision

Borough-level Cultural consumption

2 theatres
2 museums and galleries
1 cinema

Key

- Theatre
- Dance performance venue
- Museum or public gallery
- Commercial gallery
- Art centre
- Cinema
- Library
- LGBTQ venue
- Archives



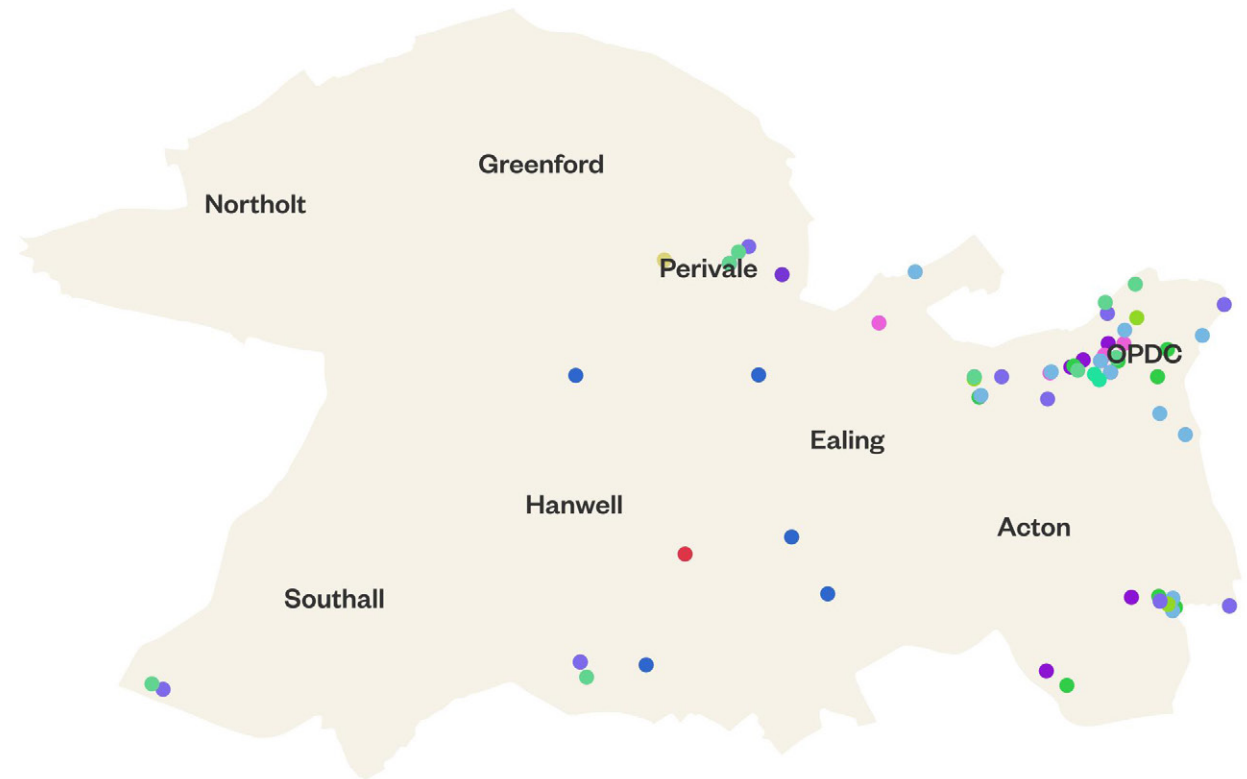
03. Existing provision

Borough-level Cultural production

12 music recording studios
7 artist workspaces
5 dance rehearsal studios

Key

- Theatre
- Dance performance venue
- Museum or public gallery
- Commercial gallery
- Art centre
- Cinema
- Library
- LGBTQ venue
- Archives



West London Benchmarking

Ealing, Brent, and Hammersmith and Fulham are providing much higher concentrations of cultural infrastructure than Harrow, Hillingdon and Hounslow.

Both Ealing and Brent provide relatively high concentrations of creative manufacturing space compared to the other West London boroughs.

Ealing hosts fewer museums and galleries than most of its neighbours.

**Cultural area infrastructure provision per 100,000 residents
London Borough of Ealing compared to West London Boroughs (2023)**

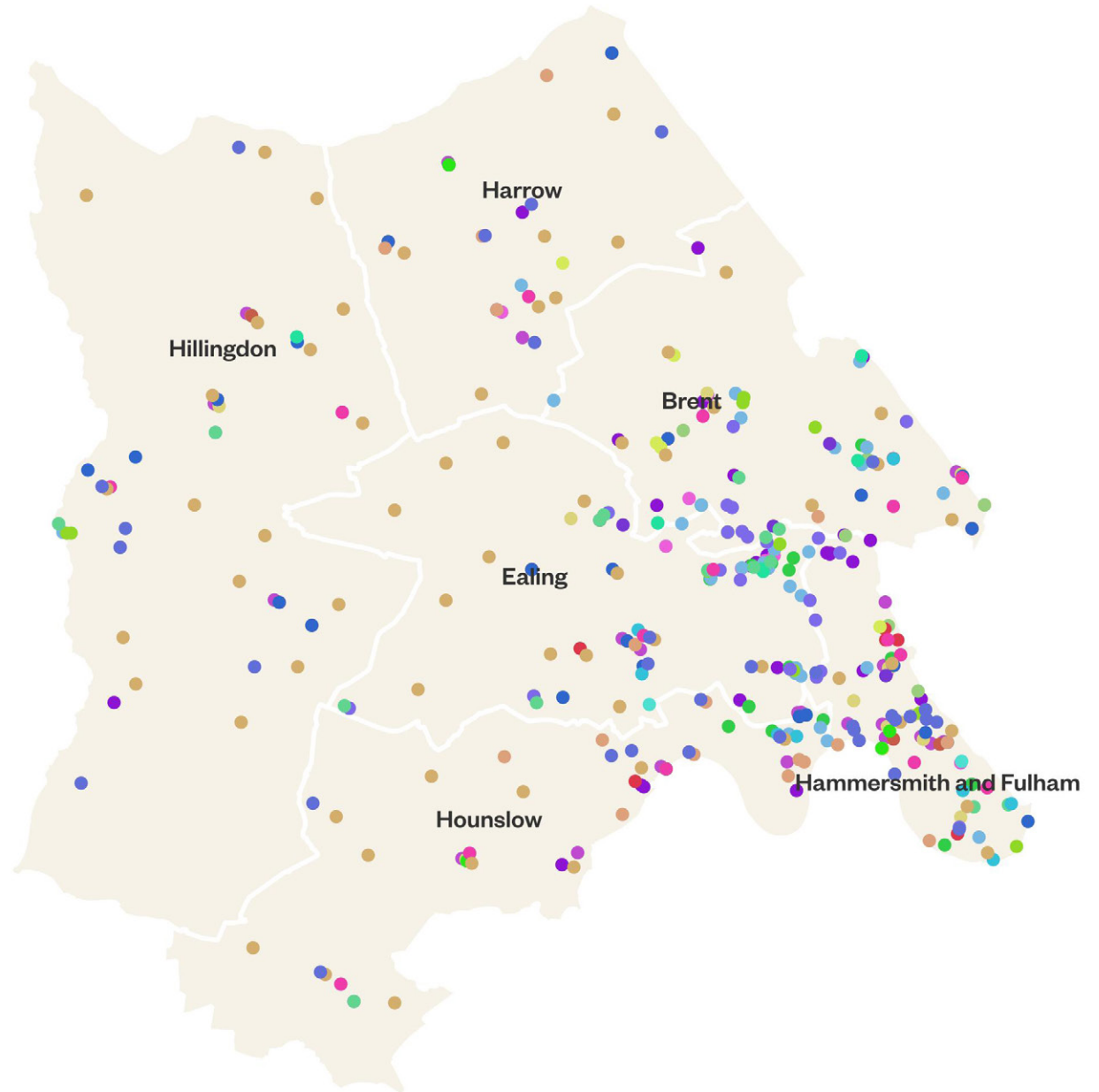
Borough	Open workspace	Performing arts	Creative manufacturing	Museums and galleries	Libraries and archives
Ealing	3.27	9.26	5.99	1.36	4.36
Brent	4.12	8.53	5.89	0.88	2.94
Hammersmith and Fulham	8.19	20.20	4.91	9.28	10.37
Harrow	1.15	3.45	0.38	3.06	4.21
Hillingdon	0.33	4.90	1.96	2.62	7.85
Hounslow	2.08	7.29	0.69	5.55	6.25

03. Existing provision

West London Cultural infrastructure

Key

- Artists workspace
- Makerspace
- Creative coworking desk space
- Creative workspace
- Theatre
- Theatre rehearsal studio
- Dance performance venue
- Dance rehearsal studio
- Music rehearsal studio
- Music production studio
- Textile design
- Set and exhibition building
- Prop and costume making
- Jewellery design
- Fashion and design
- Making and manufacturing
- Museum or public gallery
- Commercial gallery
- Making and manufacturing
- Art centre
- Cinema
- Library
- LGBTQ venue
- Archives



Seven towns

Benchmarking

Ealing is comprised of seven towns: Acton, Ealing, Greenford, Hanwell, Northolt, Perivale and Southall. Each town hosts a town centre, neighbourhood centre, or both.

Cultural infrastructure is unequally distributed across Ealing's seven towns and largely concentrated outside of the town centres.

**Cultural area infrastructure provision per 100,000 residents
London Borough of Ealing's seven towns (2023)**

Town	Open workspace	Performing arts	Creative manufacturing	Museums and galleries	Libraries and archives
Acton	16.28	13.32	20.73	1.48	2.96
Ealing	1.10	23.05	0.00	4.39	6.59
Greenford	0.0	2.11	0.00	0.00	4.23
Hanwell	0.0	13.19	0.00	0.00	3.30
Northolt	0.0	0.0	0.00	0.00	5.87
Perivale	0.0	6.18	0.00	0.00	6.18
Southall	0.0	0.00	0.00	0.00	2.48

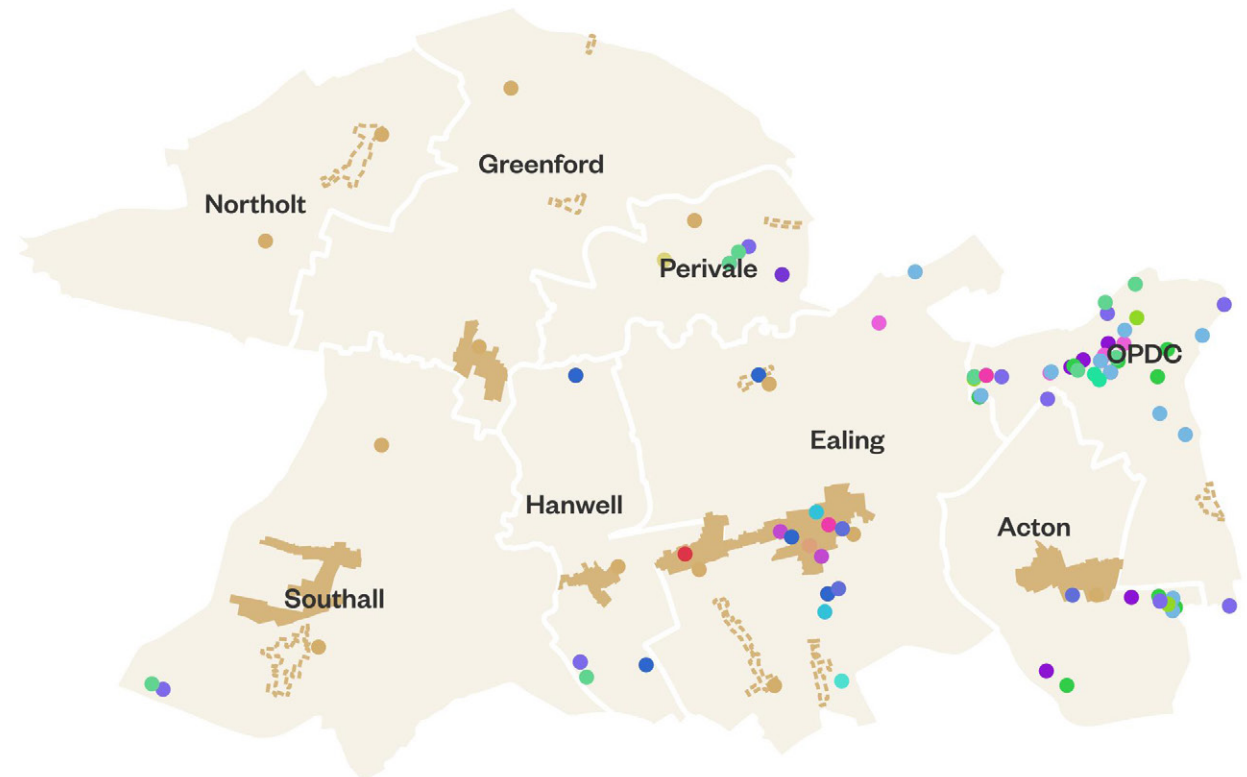
03. Existing provision

Seven towns

Cultural infrastructure

Key

- Artists workspace
- Creative coworking desk space
- Creative workspace
- Theatre
- Theatre rehearsal studio
- Dance rehearsal studio
- Music rehearsal studio
- Music production studio
- Textile design
- Set and exhibition building
- Prop and costume making
- Fashion and design
- Making and manufacturing
- Commercial gallery
- Making and manufacturing
- Cinema
- Library
- LGBTQ venue
- Archives
- Town centre boundary
- Neighbourhood centre boundary



03. Existing provision

Seven towns

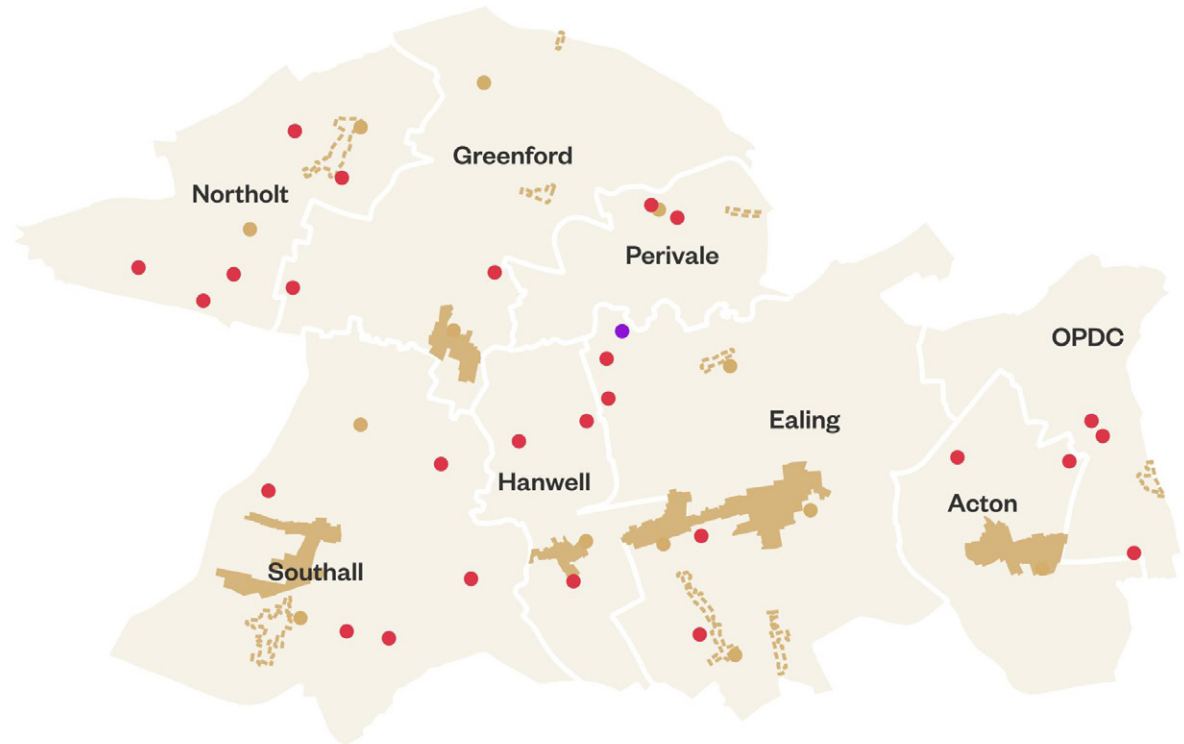
Everyday cultural infrastructure

Venues like libraries, theatres and community centres as well as structures like skate parks, allow people to participate in culture on their doorstep.

Everyday cultural infrastructure evenly distributed across the seven towns, though is also largely outside the town centres.

Key

- Community centre
- Library
- Skatepark
- Town centre boundary
- Neighbourhood centre boundary



03. Existing provision

Seven towns

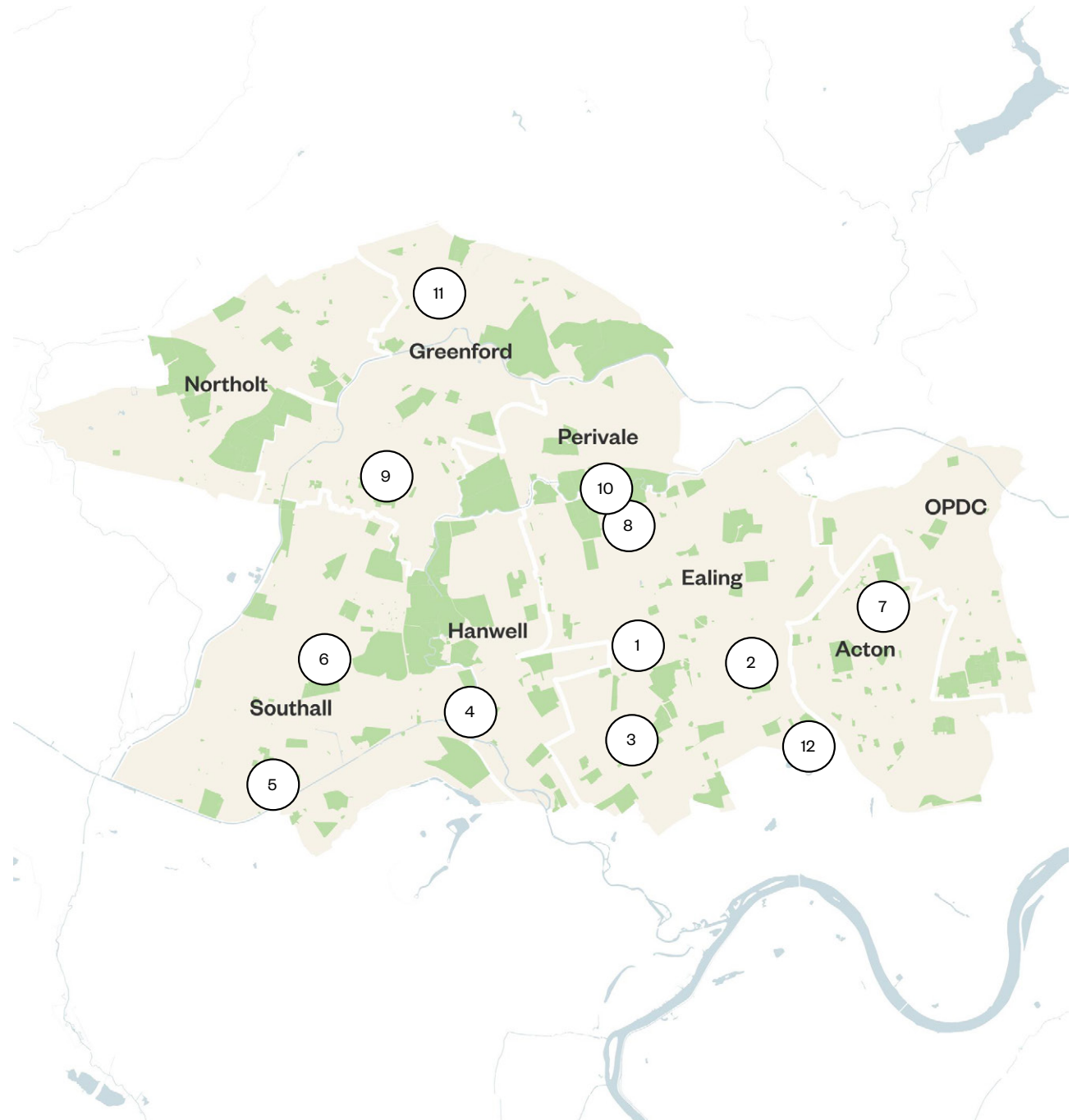
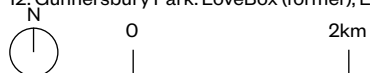
Green and blue infrastructure

Ealing's green and blue infrastructure already provides some opportunities for temporary events and cultural activities.

Key

- Green space
- Surface water

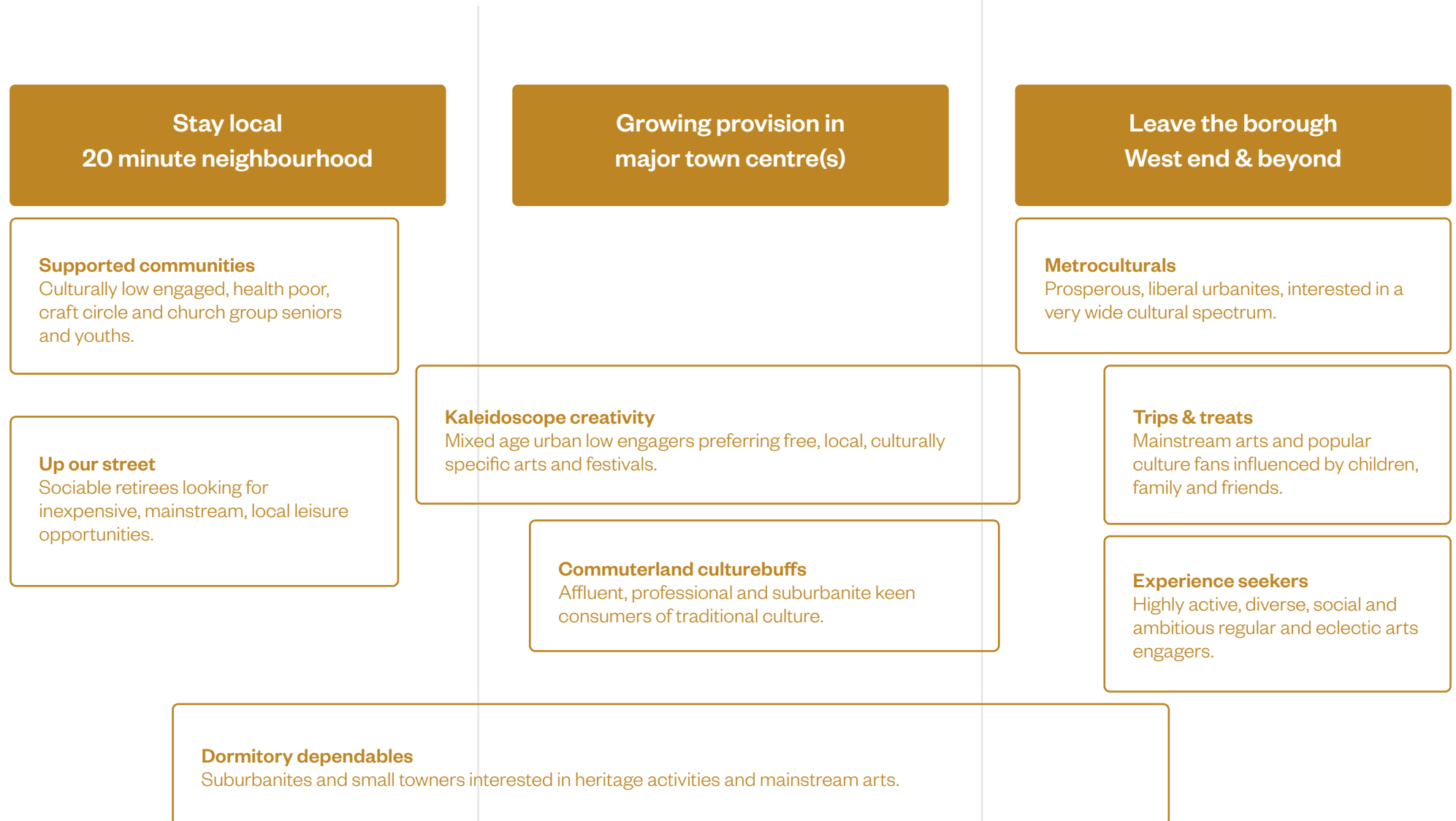
1. Walpole Park: Ealing Blues Festival, Ealing Jazz Festival, NewGEN Festival, Comedy Festival, Beer Festival
2. Ealing Common: Magic of Thailand Festival
3. Lammas Park: Open air cinema and live music
4. Elthorne Park: Hanwell Carnival, Hanwell Hootie
5. Southall Grand Union Canal Wellbeing Way
6. Southall Park: Mela, EidFest
7. Acton Park: Acton Carnival
8. Horsenden Hill: Perivale End-of-Summer Fayre
9. Ravenor Park: Greenford Carnival
10. Pitzhanger Park: Party in the Park, Kenya in the Park
11. Greenford Quay: Canal Festival
12. Gunnersbury Park: LoveBox (former), Events Hub



Lessons from the evidence

- Audience profiling
- Northolt
- Southall
- Ealing town
- Acton
- Greenford
- Hanwell
- Perivale
- Ealing now
- Ealing next

Mapping audience profiles onto Ealing



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Northolt

04. Lessons from the evidence

Northolt, now

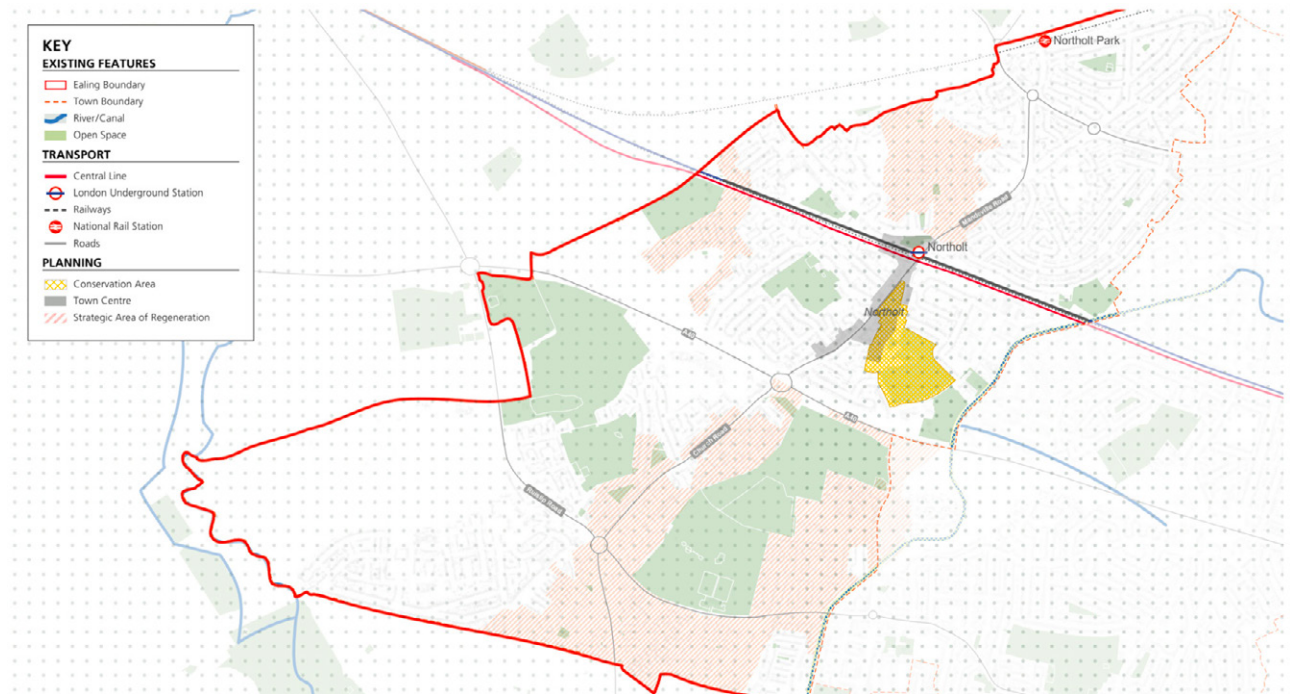
Key context insights

Northolt is home to a diverse and multicultural population of 30,000 residents, but faces challenges relating to deprivation and accessibility.

Compared to Southall, Ealing, and Acton, Northolt has seen low levels of development and investment in recent decades. This has contributed to Northolt being one of the borough's most deprived areas. Northolt is also unique in that it does not have a strong local economy and its housing stock is largely low density and surrounded by lots of open space.

The area has limited active travel infrastructure and low levels of accessibility of a point to the public transport network. This makes it difficult for residents in that area to visit other places within the borough and beyond.

The main town centre is focused south of Northolt Underground Station, extending down Mandeville Road and Church Road. There are also smaller clusters of shopping parades elsewhere in the town, in particular around the White Hart Roundabout.



Northolt existing context - Ealing's local plan 2022

Northolt, now

Key context insights

Challenges



Northolt's median resident earning was £31,750 in 2018.

This is below the borough median, ranking 6th out of the 7 towns.



40% of Northolt's LSOAs are in the top 20% deprived nationally.

This is above the borough median ranking 1st out of the 7 towns.



Lacks a notable town centre

Town centres in Northolt are small and are dominated by retail.



Many parts of the town are under served for public transportation

Most of the town has a PTAL level of 2 or less - making these neighbourhoods some of the worst connected places in London.

Strengths



The number of businesses has grown by +18% since 2015.

This ranks it 2nd out of the 7 towns.



The median age is 35

Northolt has the youngest population of the 7 towns.



Employment has changed by +25% since 2015.

However, the vast majority of this employment growth is within lower paying foundational sectors such as retail.



Northolt has received £7 million in levelling up funding to improve local transportation infrastructure.

04. Lessons from the evidence

Northolt, now Key cultural infrastructure insights

There are a range of local creatives living in the area, but little cultural infrastructure to support them.

While there are key cultural infrastructure facilities, such as libraries and community centres, the town has less cultural infrastructure provision than other towns in the borough.

It lacks artists studios and workspaces as well as any spaces for creative consumption or production. This lack of cultural infrastructure has been regularly highlighted by residents.

**Cultural area infrastructure provision per 100,000 residents
London Borough of Ealing's seven towns (2023)**

Town	Open workspace	Performing arts	Creative manufacturing	Museums and galleries	Libraries and archives
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Southall	0.0	0.00	0.00	0.00	2.48

Northolt, now

Key cultural infrastructure insights

Audience

Supported Communities:

Culturally low engaged, health poor, craft circle and church group seniors and youths.

Dormitory Dependables:

Suburbanites and small towners interested in heritage activities and mainstream arts.

Kaleidoscope Creativity:

Mixed age urban low engagers preferring free, local, culturally specific arts and festivals.

Facilities

Libraries:

Open to the public, these libraries host a range of events, classes, workshops and courses.

- Northolt Leisure Centre Library
- Northolt Library

Community Centres:

Local residents consider the existing community spaces to be well used, but they have also reported issues with investment and resources.

- Northolt Village Community Centre
- Northolt Grange Community Centre
- Viking Community Centre
- Islip Manor Youth and Community Centre
- Rectory Park Community Centre



Case study

Northolt library

Northolt Library is a newly refurbished library open to members of the public six days a week. It hosts a number of courses, classes and events such as arts and crafts classes for children and coffee mornings for adults.

It used to host The Workary, a co-working space for individuals, start-ups and small businesses, but has since closed. It used to also be home to an initiative called 'Creative Work Spaces', which provided 3D printers and makers spaces to local creative. It too has unfortunately discontinued operations.

Northolt, next

What the data tells us...

What Northolt needs:

- Local offerings to cater to those who may not be able to access other opportunities further away from their homes
- Opportunities for Northolt's notably young population to both consume and produce culture locally
- Access to higher quality jobs

Routes to action:

- Utilise Northolt's green and everyday spaces as cultural infrastructure - activating its spaces to host community events.
- Embed cultural uses (e.g. digital, podcast, youth tech facilities) in everyday infrastructure.
- Build on recent business and employment growth by prioritising affordable workspace opportunities and improved exposure to arts, culture and the creative sector.

Opportunities:

Mandeville parkway

Outlined as key development area in the Local plan -NO02

Adrienne Business Park

Industrial unit which has been identified as an area of intensification

White Hart neighbourhood centre

Concentration of convenience retail units - marked as area of opportunity in Visions for Northolt and in Local plan (Policy N.3)



Mandeville Parkway

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Southall

Southall, now

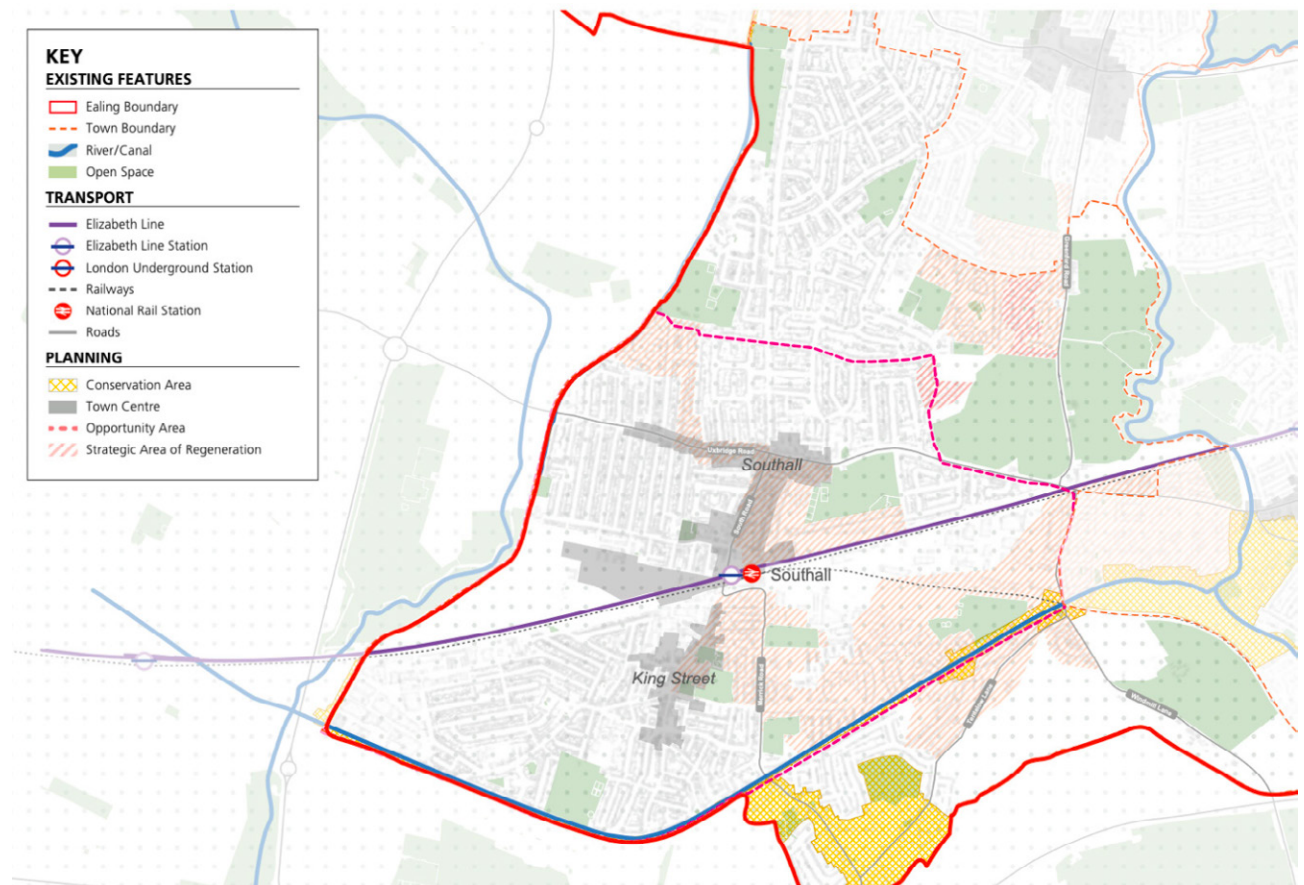
Key context insights

Southall is a cultural destination of national importance for diverse communities to gather, especially for festivals which draw large visitor numbers.

Southall is home to approximately 70,000 people, which comprises 21% of the borough's population, making it the borough's second largest town. It is also among the most diverse areas in the UK, with 86% of Southall's population identifying as non-white.

It has the second highest index of multiple deprivation score out of the borough's seven towns and a high proportion of Southall is ranked among the top 20% most deprived nationally.

Southall is both an industrial hub and a cultural destination. Its main town centre, Southall Major Town Centre, is characterised by specialist Asian food, retail and fashion shops with a nationwide catchment and an international recognition. King Street Neighbourhood Centre, on the other hand, offers smaller stores that serve goods to the local area. The London Plan designates much of Southall as an Opportunity Area for new housing and employment space and major development is currently underway.



Southall existing context - Ealing's local plan 2022

Southall, now

Key context insights

Challenges



Southall's median resident earning was £31,200 in 2018

This is the lowest median resident earning in Ealing..



23% of Southall's LSOAs are in the top 20% deprived nationally.

This is above the borough median ranking 2nd out of the 7 towns.



Negative place perception

Residents have low satisfaction with local facilities and the availability of shops and leisure facilities.



6.7% of Southall's population are in bad or very bad health.

This is above the London average and the borough average, ranking Southall 1st out of the 7 towns.

Strengths



The number of businesses has grown by +20% since 2015.

This ranks it 1st out of the 7 towns.



Southall is one of the most diverse places in the borough

According to the 2021 census, over 90% of Southall's population belong to an ethnic-minority group (non-White British).



Employment has changed by +15% since 2015.

However, the quality of the new employment has been poor.



Southall has good access to public transport

The arrival of the Elizabeth Line is an opportunity to enhance Southall as a destination.

04. Lessons from the evidence

Southall, now

Key cultural infrastructure insights

While Southall's community is diverse, its cultural infrastructure landscape lacks formal recognition. It has a recognised cultural vibrancy for wider communities, but does not have 'typical' forms of cultural infrastructure.

Compared to the other seven towns, Southall does not have 'typical' cultural infrastructure provision; this is because a large majority of Southall's cultural production and consumption is heavily tied to religious and ethnic events and spaces.

Looking towards the future, there is a large emphasis on development in the area, which presents a substantial opportunity to not only tackle the widespread challenges of deprivation, low pay and ill health in the area, but to also embed cultural infrastructure as a priority from the outset.

As part of this development, there are ambitions to explore the feasibility of establishing a film studio campus in Southall, a Green Skills Hub and more community space which would enhance the area's cultural offer.

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Southall, now

Key cultural infrastructure insights

Audience

Supported Communities:

Culturally low engaged, health poor, craft circle and church group seniors and youths.

Dormitory Dependables:

Suburbanites and small towners interested in heritage activities and mainstream arts.

Up Our Street:

Sociable retirees looking for inexpensive, mainstream, local leisure opportunities.

Kaleidoscope Creativity:

Mixed age urban low engagers preferring free, local, culturally specific arts and festivals.

Facilities

Community Centres:

- Namdhari Community Centre
- Shree Sorathia Prajapati Community Centre
- Dominion Community Centre Southall
- Jasmine Community Centre
- Havelock Centre
- Southall Day Centre

Other cultural facilities

- Libraries - Southall Library (Dominion Centre), Jubilee Gardens Library
- OPEN Southall - A new creative space for local artists
- The Classic Prop Hire - dressing, props and textiles to hire for films, TV, events and stills
- The Lamb - pub that offers live music and karaoke
- Allauddin Jewellery, Diamond Jeweller, Shk Golden Services - businesses that specialise in the creation and decision of jewellery
- Martinware Collection



Case study

Open Southall

Open Southall is a new community hub (opened June 2023) that includes a ceramic studio, screen printing facilities, sewing rooms, family maker space, co-working space, gallery shop, community hub and cafe.

It is located in Parkside Yards, a new destination in The Green Quarter, one of the biggest regeneration projects in London. The area is also home to artists studios and cultural events.

Southall, next

What the data tells us...

What Southall needs:

- Support for pop-up festivals with facilities ie. traffic routes, power, lights, WCs, litter bins, parking etc.
- Showcasing of local cultural narratives, role models and sharing traditions
- Better quality and availability of local facilities for cultural activities
- Provision of affordable workspace for small and medium sized enterprises
- Outlet for rich and diverse music scene
- More opportunities for film exhibition

Routes to action:

- Prioritise licensing, planning and infrastructure to support festivals and celebrations
- Embed culture in the Southall Reset Vision and Masterplan Framework
- Consider potential or music showcasing in heritage assets and all new developments (eg. Parkside Yards)
- Assess the potential and test the market for new cinema space

Opportunities:

Southall town centre

Outlined as key policy area in the local plan (Policy S.2). Potential to strengthen the cultural offer by repairing and reusing prominent buildings in the Town Centre for cultural use - including the Old Town Hall, King's Hall Methodist Church and the Himalaya Palace Theatre for example.

The Arches Business Centre

Part of the Southall Opportunity Area that can be used for light industrial uses. Local Plan development site - SO09



The King's Hall Methodist Church, South Road

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Ealing town

04. Lessons from the evidence

Ealing town, now

Key context insights

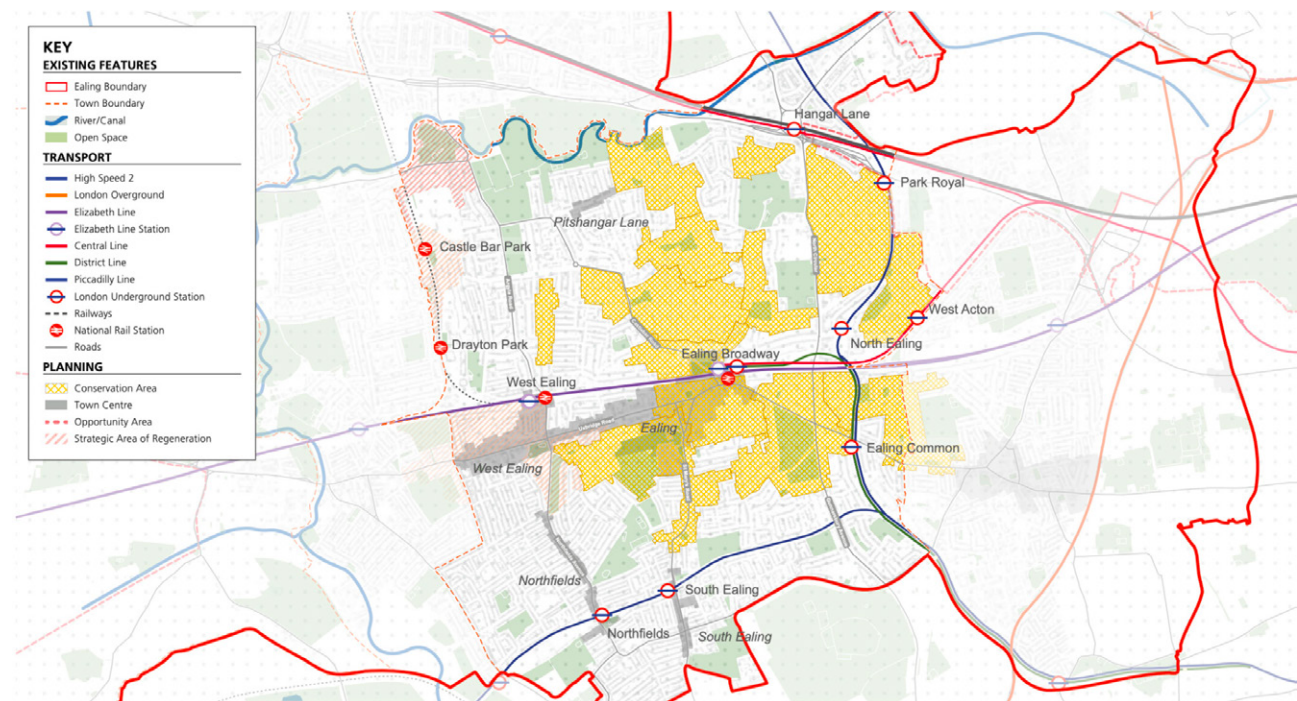
Ealing town is the commercial heart of the borough and has fast links into central London.

Ealing town is home to nearly 80,000 people (equivalent to 23% of the borough's population). It is the commercial heart of the borough, with the Metropolitan Centre having shops, offices, and civic functions that attract people from across the borough and beyond. It has fast links into central London and is served by nine stations.

While pockets of deprivation exist within Ealing, only 5% of the borough's LSOAs are within the 20% most deprived nationally, ranking it sixth out of the seven towns.

In addition to the Metropolitan Centre which is centred around Ealing Broadway, Ealing town has many smaller neighbourhood centres. These include Pitzhangar Lane, South Ealing, and Northfields that serve a localised catchment for convenience goods and services.

Ealing town has the highest concentration of knowledge intensive employment in the borough, with nearly 4,500 jobs in financial and professional services, reflecting the importance of the Uxbridge Road corridor in accommodating the borough's higher quality office stock.



Ealing town's existing context - Ealing's local plan 2022

Ealing town, now

Key context insights

Challenges



Employment has changed by -3% since 2015.

Despite its prominent economic role for the borough, employment has fallen, particularly in ICT, Media and Creative Services sectors.



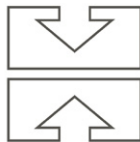
High land value makes expanding social infrastructure difficult.

The high value of land and space in Ealing Metropolitan Town Centre has made difficult the expansion of existing social infrastructure.



Business growth has only grown by 2% since 2015.

Ealing town is the most expensive town in the borough to do business as rents are significantly higher than the borough average.



Significant severance which separates some residential areas from the town centre.

This is caused mainly by the high volume of road traffic on large roads that cut through the town.

Strengths



Ealing town's median resident earning was £44,500 in 2018.

This is the highest median earning out of all 7 towns.



8% of Ealing town's LSOAs are in the top 20% deprived nationally

This is below the borough median ranking 6th out of the 7 towns.



Strong cluster of cultural and creative businesses

These businesses provide the opportunity to focus and attract new investment into Ealing town.



Ealing town has good access to public transport - but there is still room for improvement in smaller neighbourhoods.

04. Lessons from the evidence

Ealing town, now

Key cultural infrastructure insights

Ealing town has a strong historic and existing cluster of west London's cultural and creative organisations, which provide the opportunity to focus and attract new investment into Ealing town. It hosts the borough's concentration of museums, galleries and performing arts centres.

Ealing town has some of the highest provision of cultural spaces per resident in the borough, with specialisms in music venues, recording studios and dance studios. It also has access to a good range of local facilities, including libraries and community centres which support cultural activities. Of the seven towns, it is the location where people are visiting to consume traditional culture.

The ongoing development of the area, as well as the connectivity of the Elizabeth line, provides the opportunity for Ealing to become a cultural destination for West London.

**Cultural area infrastructure provision per 100,000 residents
London Borough of Ealing's seven towns (2023)**

Town	Open workspace	Performing arts	Creative manufacturing	Museums and galleries	Libraries and archives
Acton	16.28	13.32	20.73	1.48	2.96
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Northolt	0.0	0.0	0.00	0.00	5.87
Perivale	0.0	6.18	0.00	0.00	6.18
Southall	0.0	0.00	0.00	0.00	2.48

Ealing town, now

Key cultural infrastructure insights

Audience

Kaleidoscope Creativity:

Mixed age urban low engagers preferring free, local, culturally specific arts and festivals.

Commuterland Culturebuffs:

Affluent, professional and suburbanite keen consumers of traditional culture.

Trips & Treats

Mainstream arts and popular culture fans influenced by children, family and friends.

Facilities

Music Venues:

- Plough
- Ealing Park Tavern
- New Inn
- Castle
- Grange Court Theatre
- Drayton Court
- The Red Room
- Duke of Kent

Other cultural facilities

- Recording Studios: Dynasty Records, Kavanagh Management Ltd., Keystone Records Ltd
- Dance Studios: Innovation Dance Studios, Questor's Theatre, West London University
- Libraries: Northfields Library, Ealing Central Library, Pitzhanger Library, West Ealing Library
- Performing arts: Stagecoach Performing Arts, Little Voices Ealing, Troupe Productions
- Museums: Pitzhanger Museum and Gallery,
- Jewellery Design: Foley Trading Company, Factory Business Solutions



Case study

Ealing Project

Ealing Project is a new multi-functional community space for the Borough of Ealing and beyond. Situated on the ground floor of the Ealing Broadway centre (previously home to the Karma club), the venue features a three-screen cinema, a café, a bar, community room, a stage for live music performance and space to exhibit art by local artists.

Ealing town, next

What the evidence shows...

What Ealing needs:

- Better use of community spaces, including green spaces in Ealing town's neighbourhoods for public art (eg. sculpture trails) and pocket performance spaces
- Recognition of existing cultural offering, especially local cultural narratives
- Attract anchor institutions to solidify new jobs in creative and digital sectors

Routes to action:

- Solidify Ealing town as a destination for consumption of music, dance and theatre
- Formalise cultural offerings and bring new audiences in to celebrate through festivals and opportunities for inclusive umbrella welcoming events

Opportunities:

Ealing Broadway shopping centre & Crystal House

A mixed-use scheme with significant retail, employment and community space provision. Local plan development site - EA02.

Perceval House

Council owned site with potential for civic/community use and non-residential floorspace. Local plan development site - EA10

Pitshanger park

Open space located just north of Ealing Broadway town centre.



Ealing Broadway Shopping Centre & Crystal House

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Acton

Acton, now

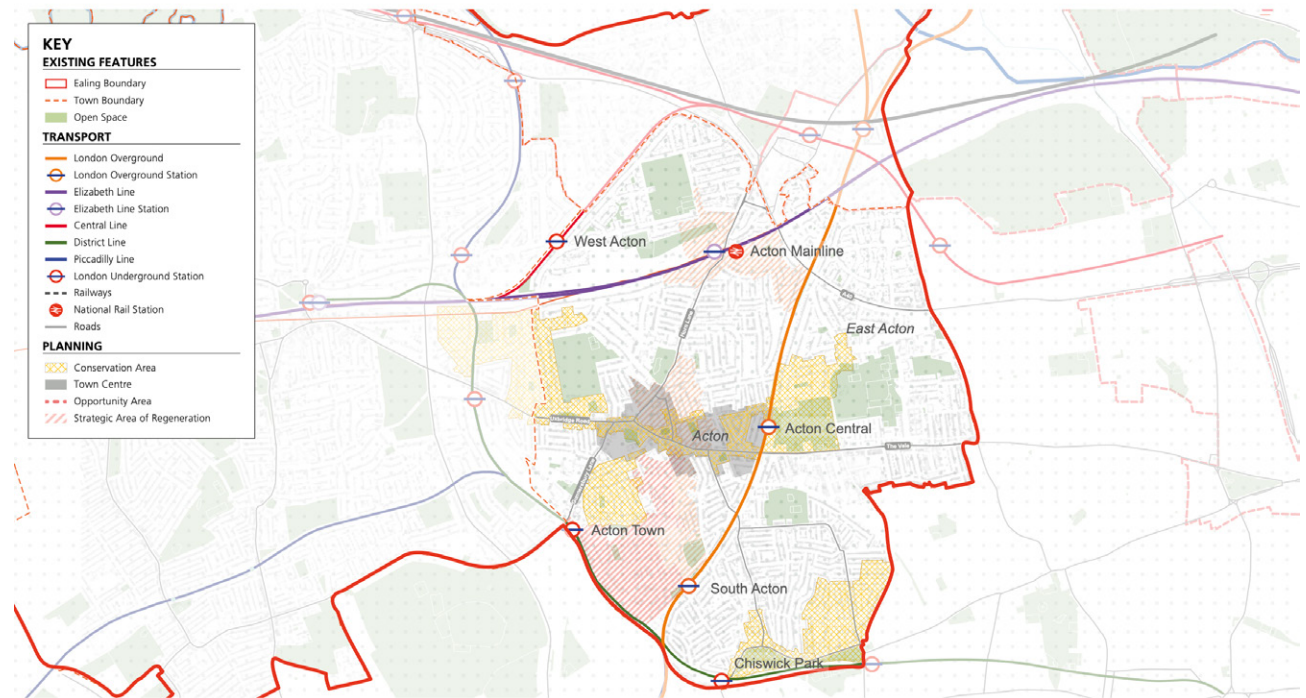
Key context insights

Acton concentrates a healthy creative sector business base. Well-connected, it is also an attractor for cultural consumption.

With a population of 65,000 residents, Acton is a place of disparity, including some of the least and most deprived neighbourhoods nationally. It has a well-connected public transport network, however parts of Acton suffer from high levels of severance at a local scale due to the numerous rail and road routes that traverse the area.

Acton town centre is the main vibrant town centre made up of the High Street, Churchfield Road and The Mount hosts Acton Market. There are heritage buildings throughout the town centre, including St Mary's Church (Grade II listed building), some of which are now standing vacant. In addition, there are several smaller local and neighbourhood centres to the north of the town.

In addition to the vibrant town centres, Acton is the location for significant industrial activity with employment space and locally significant industrial Sites (LSIS) in South Acton and The Vale. Acton is also home to a recently-designated creative enterprise zone (OEZ) that aims to support artists and new creative businesses and to protect creative workspace.



Acton's existing context - Ealing's local plan 2022

Acton, now

Key context insights

Challenges



Jobs have declined by 13% in the last five years

This has been seen primarily in industrial, construction, transport, ICT, media, and creative employment sectors.



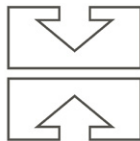
Declining affordability

Acton is the least affordable town in the borough when taking into consideration the incomes of local people and the cost of housing.



40% of Acton's jobs are classified as low pay work.

Compared with the decline in employment, this could impact the quality of local jobs in the town.



Significant severance which separates some residential areas from the town centre.

This is caused mainly by the high volume of road traffic on large roads that cut through the town.

Strengths



Acton's median resident earning was £39,600 in 2018.

This means Acton has the 2nd highest median resident earning of the 7 towns.



12% of Ealing town's LSOAs are in the top 20% deprived nationally

Acton fares well in the health indicators and deprivation is not as widespread as in other towns.



Recently designated as a Creative Enterprise Zone

Alongside Park Royal, Acton is a CEZ, meaning there is an emphasis on the culture and creative sectors in the area.



Acton has good access to public transport - but there is still room for improvement in its neighbourhoods.

Acton, now

Key cultural infrastructure insights

Cultural infrastructure provision in Acton is the highest in the borough. Excellent connectivity, recent designation as a CEZ, and significant planned infrastructure investment positions Acton to make more of opportunities to attract culture to the borough from good connectivity from many parts of London to Acton.

Acton is strategically located at the eastern end of the Productivity Arc and borders the Old Oak West regeneration area. While Acton has suffered from economic decline, particularly within the industrial sector, it still has a strong industrial business base that can provide opportunities for growth within the cultural and creative sectors. Its recent designation as a Creative Enterprise Zone alongside Park Royal aims to provide long-term support in growing the creative sector and providing a more diverse economic base. There are also opportunities to explore co-location of light industrial and residential uses that could provide valuable economic activity and increase wages in some of the towns most deprived areas.

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Acton, now

Key cultural infrastructure insights

Audience

Kaleidoscope Creativity:

Mixed age urban low engagers preferring free, local, culturally specific arts and festivals.

Commuterland Culturebuffs:

Affluent, professional and suburbanite keen consumers of traditional culture.

Metroculturals

Prosperous, liberal urbanites, interested in a very wide cultural spectrum

Up Our Street

Sociable retirees looking for inexpensive mainstream local leisure opportunities.

Experience Seekers

Highly active, diverse, social and ambitious regular and eclectic arts engagers.

Facilities

Art and Creative Workspace Studios:

- Angle Glass, stained glass studio
- West London Art Factory
- Standard Studios
- Excelsior Studios
- Queensrollahouse
- Park Royal Open Workshops
- 3DEye
- Warple

Other cultural facilities

- Costume and Prop Shops: Foxtrot
- Act One
- W3 Gallery
- JG Gallery
- Park Royal Gallery
- Russel Maliphant studios
- Costume & Props, China and co., Farley
- Prop Hire, Arthouse hire
- Music Venues: George and Dragon, Cartel
- Studios, The Bollo House
- Community Centres: Friary Park, Leamington Park, Acton Gardens, North Acton Pavillion, West Acton, Northfields, Acton Vale



Case study

West London Art Factory

Located between Acton Main Line and Park Royal tube stations, the West London Art Factory is a vibrant community of 22 multidisciplinary artist and music studios. In addition to providing creative workspaces, it also hosts various classes and a dedicated kids craft area.

They also encourage and support charities, community groups, public bodies and residents to develop creative projects in Acton through their charitable work as W3 Hive.

Acton, next

What the data shows...

What Acton needs:

- Strong coordination with neighbouring Park Royal to ensure that benefits of new development are felt by residents
- Opportunities for residents to upskill in creative industries to access the opportunities of the Productivity Arc
- A more legible town identity, rooted in local narratives and heritage, making Acton attractive for visitors from a wide catchment area

Routes to action:

- Maximise opportunities of growth at Old Oak to ensure that cultural space can be embedded within new developments
- Promote use of vacant units and heritage assets to deliver cultural space for Acton's community groups, such as grassroots music performance
- Embed culture in wayfinding and activation of heritage assets

Opportunities:

South Acton waste and recycling centre on Stirling Road

A closed recycling centre. Ealing council is currently undertaking a feasibility study to determine the site's future use and a locally significant industrial site that has high potential for intensified affordable workspace and the protection of existing studio and production spaces.

Acton crossrail station and sidings

Residential-led, mixed-use development with significant provision for community space. local plan development site - AC12.



The Vale LSIS

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Greenford

04. Lessons from the evidence

Greenford, now

Key context insights

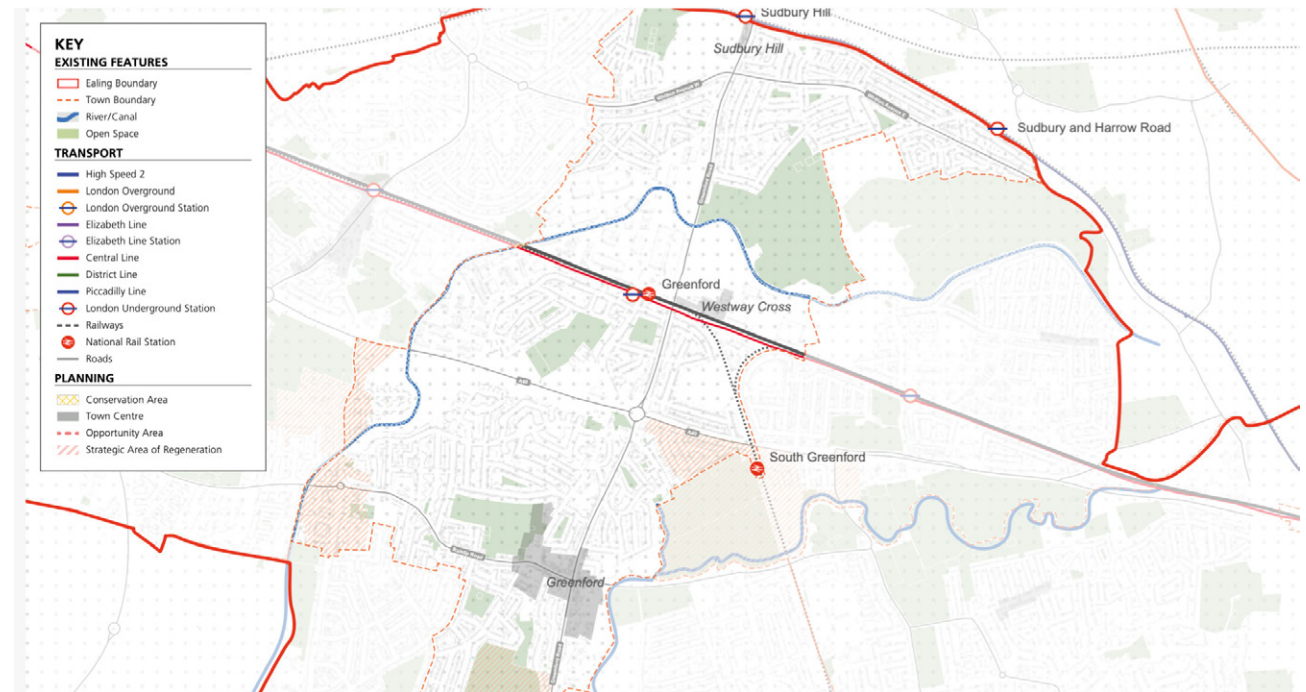
Greenford is home to a multi-cultural population of approximately 46,000 residents and is one of the most diverse places in the borough.

Greenford is a suburban area that is a large and polycentric comprising various local centres, high-quality parks, and valuable industrial land.

Greenford Town Centre is the most significant centre in the north-west of Ealing, offering a range of food and retail establishments alongside local services such as Greenford Library and Greenford Hall. It also benefits from high quality green spaces such as Horsenden Hill, Ravenor Park, Marnham Fields, and Brent Valley Park, as well as from the Grand Union Canal and River Brent.

While North Greenford is serviced by two Underground Stations offering underground connections to Central London and Heathrow, other parts of the town have access to limited bus services. As such there is a poor north-south connectivity limiting the options of those who live in some of the towns more residential southern areas.

There are also large-scale developments taking place, such as Greenford Quay, that provide new opportunities for residential, commercial and community uses.



Greenford's existing context - Ealing's local plan 2022

Greenford, now

Key context insights

Challenges



32% of Greenford's jobs are classified as low-paid work

This is below the borough and London averages.



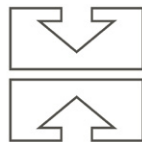
Greenford's claimant count since the pandemic has increased by 119%

Greenford had the highest increase in the proportion of people claiming benefits of any town in the borough.



Employment in the town centre has declined

The town centre has underperformed, with employment in the town centre falling over the past 5 years



Poor severance between the north and south of the borough.

This is due to a poor local bus network and large green spaces and industrial areas creating barriers to movement.

Strengths



Greenford's affordability ratio is 12 times the average income.

Greenford is the most affordable out of the 7 towns.



Businesses have grown by 15%

The majority of this growth is within industrial areas reflecting the importance of designated industrial land to the town's economy.



23% of Greenford's residents are under the age of 15

This is above the borough average and means that Greenford has a significant young population.



Opportunities provided by the Greenford Strategic Industrial Location

Potential to intensify employment and workspace to support new and growing businesses.

Greenford, now

Key cultural infrastructure insights

Greenford lacks open and affordable spaces to both produce and consume culture. Good provision of industrial facilities at different scales alongside new development such as Greenford Quay, offer new opportunities to embed these kinds of spaces.

Greenford is lacking cultural and community space compared with most other towns. Greenford Library and Greenford Hall are the only significant cultural infrastructure assets in the area but are currently underused and in poor condition. Pockets of Greenford have significant enough distance from residential land for new music venue sites to be considered. Designated industrial areas, such as Greenford SIL, are where the majority of the town's economic activity is concentrated and are therefore integral to Ealing's economic prosperity. Ensuring that a variety of industrial spaces at different sizes are protected for creative supply chain use will be integral to embedding a resilient creative economy. New residential developments, such as Greenford Quay, bring infrastructure, such as a well-loved outdoor amphitheatre space as well as opportunities for cultural space to be included in future development in the area.

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Southall	0.0	0.00	0.00	0.00	2.48

Greenford, now

Key cultural infrastructure insights

Audience

Supported Communities

Culturally low engaged, health poor, craft circle and church group seniors.

Kaleidoscope Creativity:

Mixed age urban low engagers preferring free, local, culturally specific arts and festivals.

Commuterland Culturebuffs:

Affluent, professional and suburbanite keen consumers of traditional culture.

Metroculturals

Prosperous, liberal urbanites, interested in a very wide cultural spectrum

Facilities

Libraries:

- Greenford Library

Other cultural facilities

- Pubs: The Blackhorse Pub
- Community Centres: Shree Jalaram Mandir & Community Centre, Greenford Community Centre
- Music: Arab Music Academy London



Case study

Greenford community centre

Local community centre that offers space and hosts activities that reflect the needs of mixed and diverse communities, individuals, various local groups and businesses.

It has craft spaces available and provides a range of classes including folk dancing, language classes and arts and crafts for the elderly.

Greenford, next

What the data shows...

What Greenford needs:

- Well-paid creative jobs and access to skills training
- Greater economic diversity
- Access to cultural and creative opportunities in Ealing and Acton towns through cost reduction and roving productions and exhibitions
- Local access to everyday cultural activities and facilities

Routes to action:

- Support diversity of industrial employment by protecting smaller manufacturing units alongside larger warehousing facilities
- Low-cost, flexible creative production and workspace, and exhibition space embedded as part of new developments
- Embed cultural programming, facilities and equipment in local libraries

Opportunities:

Greenford Hall, Methodist Church, Police Station & Clinic

Closed buildings with proposed residential, leisure, community, health and religious uses. local plan development site - GR01

Areas surrounding Greenford Station

The area around Greenford station provides opportunities for new leisure, care, and community uses and workspaces that will utilise the area's accessibility to the station, Oldfield Circus' independent shops, the canal side, and Horsenden Hill. In addition, there could be opportunities to expand the evening and night-time economy.



Greenford Station

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Hanwell

04. Lessons from the evidence

Hanwell, now

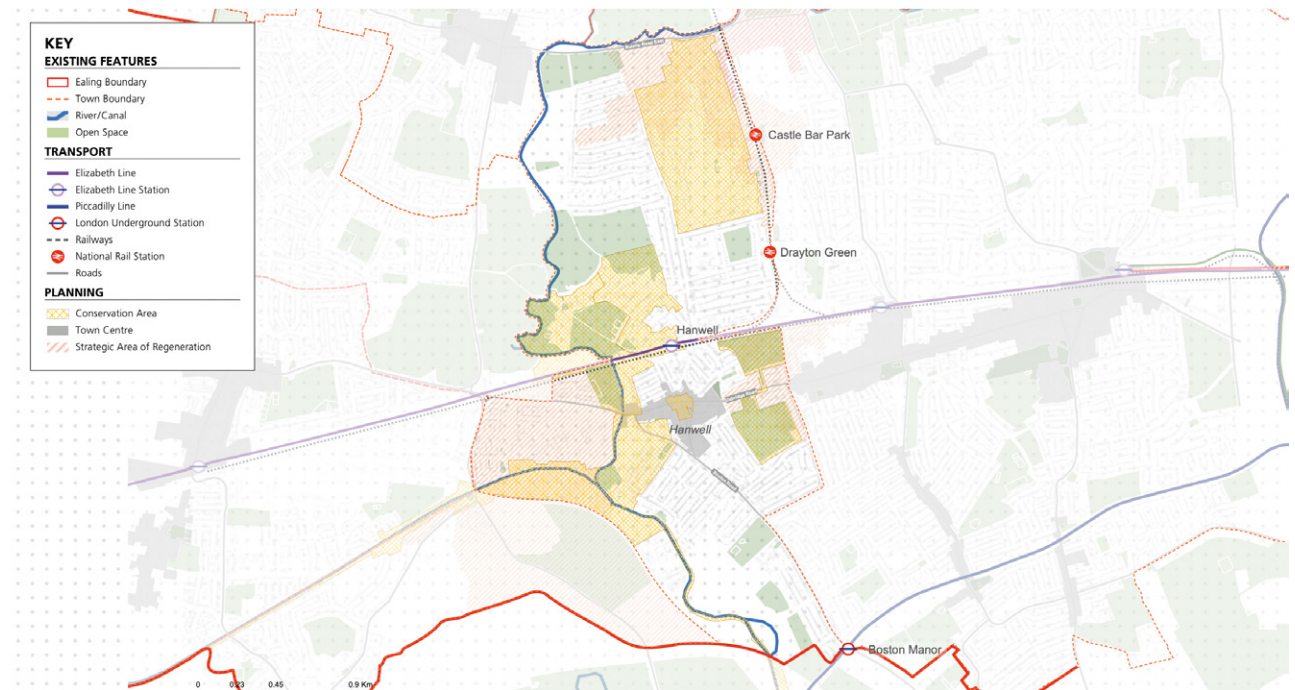
Key context insights

Hanwell is home to around 28,500 residents and comprises a wealth of historical assets, shopping parades and green spaces.

The area is well-connected by rail with Hanwell, Castle Bar Park and Drayton Green train stations providing connections to West Ealing, Paddington, Reading and Heathrow via the Great Western Rail and Elizabeth line. However, these primary transport hubs are situated to the north part of the town, leaving the south of Hanwell more dependent on local bus links or car travel.

Similar to other towns, The Elizabeth line is set to become a catalyst for attracting inward investment to Hanwell.

Hanwell's economy is currently dependent on a fairly small number of large public sector employers, and a relatively low-paid range of primary employment. The area's attractiveness to commuters augments local spending power and facilities but does not speak to a strong local culture of start-ups and economic growth. This is reflected in a constrained working age population, declines in population and employment, and by an aging population overall.



Hanwell's existing context - Ealing's local plan 2022

Hanwell, now

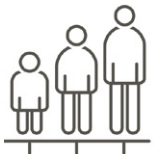
Key context insights

Challenges



Hanwell's employment has changed by -17% since 2015

This is the highest employment decline of the 7 towns.



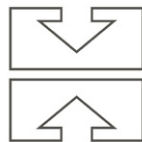
There is an aging and declining population

Hanwell has the oldest population of the 7 towns, and has experienced the largest decline in population out of Ealing's 7 towns.



The affordability ratio is 14.3 times average income

This makes Hanwell the 2nd least affordable town in the Ealing.



Poor severance between the north and south of the borough.

Train stations are concentrated to the north of the town, leaving the south more dependent on travel by bus or car.

Strengths



Limited presence of low paying sectors.

Hanwell has one of the lowest proportions of jobs in low-paying sectors.



Diverse offering in the town centre and high streets

Hanwell town centre, Lower Boston Road, and Boston Road provide a diverse range of key services, retail, and local jobs to local communities.



The median resident earning was £39,550 in 2018

This is above the borough and London averages ranking 3rd out of the 7 towns.



Hanwell has good access to public transport, but there are room for improvements

The arrival of the Elizabeth Line has helped connect Hanwell to London and the borough, but north/south connectivity is poor.

Hanwell, now

Key cultural infrastructure insights

While this historic town has a strong cultural heritage, especially within music and the performing arts, there are opportunities to strengthen its cultural infrastructure offer.

Hanwell comprises a wealth of historical assets including Hanwell Community Centre, the Hermitage, St Mary's Church, and Brunel's Wharnccliffe Viaduct. It has a strong musical heritage and is currently the location of various events and festivals including the Hanwell Hootie and the Hanwell Carnival which are well attended each year by locals and visitors alike.

Despite this rich heritage, the town lacks open workspace provision, creative manufacturing and museums and galleries. Many cultural activities take place at buildings with other uses such as schools, churches and community centres. Moreover, jobs in ICT, Media and Creative Services have fallen and make up roughly 5% of the overall employment sector.

Hanwell does however, have two designated industrial locations, the larger at Trumper's Way and a smaller SIL site north of the hospital which offer the opportunity for heritage-led regeneration and additional cultural infrastructure provision.

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Hanwell, now

Key cultural infrastructure insights

Audience

Up Our Street

Sociable retirees looking for inexpensive, mainstream, local leisure opportunities

Kaleidoscope Creativity:

Mixed age urban low engagers preferring free, local, culturally specific arts and festivals.

Dormitory Dependables

Suburbanites and small towners interested in heritage activities and mainstream arts.

Metroculturals

Prosperous, liberal urbanites, interested in a very wide cultural spectrum

Facilities

Music and the performing Arts:

- Dance studios: located at Elthorne Park High School, Brentside High School, Hanwell Methodist Church.
- Live Music: The Prince of Wales, The Cavern at Hanwell Community Centre
- Performing Arts: Stagecoach Performing Arts, Jigsaw Performing Arts
- Festival: Hanwell Hootie

Other cultural facilities

- Prop making: Men at Work
- Libraries: Hanwell Library, Hanwell Community Library
- Artist studio space at Hanwell Community Centre



Case study

Hanwell community centre

Originally built as a school, the Hanwell community centre is now a well used community asset providing sporting facilities, artists studios and classrooms for education and various workshops.

The basement of the centre has recently been transformed into The Hanwell Cavern, a 75-capacity, live music venue which hosts live music events featuring local bands and musicians, predominantly from Hanwell and the Borough of Ealing.

Hanwell, next

What the evidence shows...

What Hanwell needs:

- Dedicated spaces within the local area to co-locate production and consumption of culture (as in Walthamstow)
- Affordable workspaces for local artists and cultural producers
- More diverse opportunities and events that can draw in new residents to the area, including food and beverage and night-time cultural opportunities

Routes to action:

- Capitalise on opportunities for heritage-led regeneration particularly along the Grand Union Canal and around Wharncliffe Viaduct and include enhanced wayfinding
- Exploit opportunities created by the Elizabeth line to boost diversity in Hanwell's local economy

Opportunities:

Trumpers Way LSIS

Industrial land with significant scope for heritage-led regeneration.

Marshall site, Gold's Gym & garages on Montague Avenue

Residential-led, mixed-use development with planning permission. Opportunity to build on the heritage of Marshall Music which once stood on the site. Local plan development site - HA07

St. Mary's convent

Potential for community use and amenity space. Local plan development site - HA08



Trumpers Way

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Perivale

04. Lessons from the evidence

Perivale, now

Key context insights

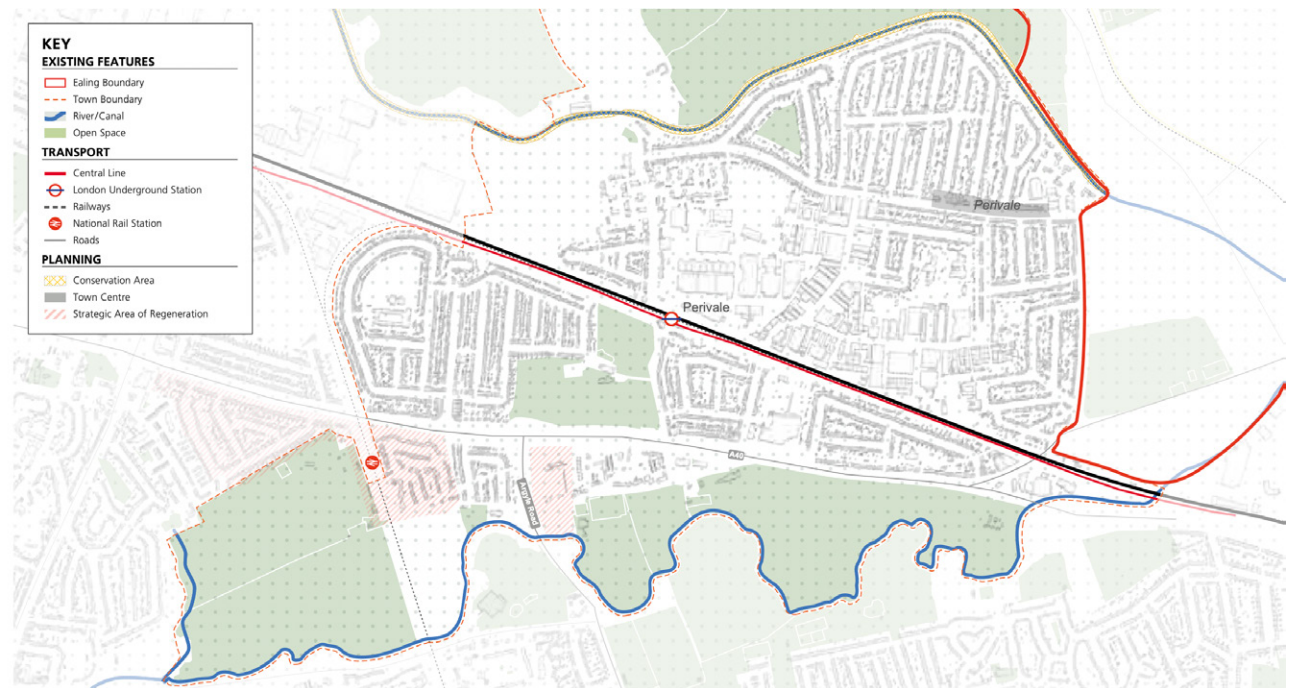
Perivale is a smaller, affluent town that retains a suburban character.

Perivale benefits from numerous quality green and blue spaces such as Perivale Park, Perivale Wetlands, Perivale Woods, Horsenden Hill, and the Grand Union Canal. Community assets such as Perivale Hive, Perivale Community Centre, and Horsenden Hill Farm provide valuable leisure, education, and community facilities. Horsenden Hill attracts visitors to Perivale from much further afield.

Perivale's primary shopping parades on Bilton Road and Medway Parade provide local amenities offering limited food and retail provision. However, many residents will travel outside of the town to shop for both essential and non-essential goods.

The town has a high concentration of valuable industrial land that has been protected over the years and remains a major employer for the area, forming part of the Productivity Arc.

While Perivale has strong provision of public transport, its road network suffers from high levels of traffic congestion. Moreover, walking and cycling opportunities are limited by barriers including the A40, railway lines, the canal, and industrial areas which fragment the area.



Perivale's existing context - Ealing's local plan 2022

Perivale, now

Key context insights

Challenges



Highest proportion of carbon-intensive industries in Ealing

Perivale could be more exposed to the net-zero transition in the long-term.



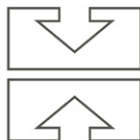
17% of Perivale's population has no qualifications

This is well above the Ealing average of 7% and the London average of 6% and reflects the large portion of the population who work in industrial settings.



Lack of a town centre with retail and community facilities.

Perivale lacks a coherent local centre that provides a central meeting point for the town.



Congestion and severance create poor north-south connectivity

Public transport provision is good, but the local bus network suffers due to the high levels of traffic congestion.

Strengths



Low levels of deprivation

Perivale has no neighbourhoods that are in the 20% most deprived in the country.



Perivale's employment has changed by 17% since 2015

This is the highest of all the 7 towns.



25% of Perivale's jobs are classified as low-pay work

This is the lowest proportion of all of the borough's towns.



High concentration of valuable industrial land

This is a major employer for the area and provides local jobs as well as attracts workers to Perivale from elsewhere in the borough.

Perivale, now

Key cultural infrastructure insights

Perivale has a larger concentration of performing arts facilities and libraries and archives than the other towns in the borough, and utilises its industrial spaces for cultural production.

Perivale is home to a variety of businesses that support cultural production, including embroidery studios, prop specialists, and music studios for example. However, its options for cultural consumption are limited. This can potentially be attributed to its poor town centre that provides few opportunities for community and cultural facilities.

Perivale's industrial land is important for the current cultural landscape and has significant potential, to improve the diversity of the local employment offer in the area. There can be a potential to partner with local landowners and stakeholders to create opportunities to increase the provision of local, skilled jobs and access to vocational training.

Population projections indicate that by 2030 there will be sufficient audience to grow cultural offer and improve awareness, connectivity and relevance of cultural offer within publicly accessible locations from Perivale, including Ealing, Pitzhanger and Greenford.

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Town	Open workspace	Performing arts	Creative manufacturing	Museums and galleries	Libraries and archives
Acton	16.28	13.32	20.73	1.48	2.96
Ealing	1.10	23.05	0.00	4.39	6.59
Greenford	0.0	2.11	0.00	0.00	4.23
Hanwell	0.0	13.19	0.00	0.00	3.30
Northolt	0.0	0.0	0.00	0.00	5.87
Perivale	0.0	6.18	0.00	0.00	6.18
Southall	0.0	0.00	0.00	0.00	2.48

Perivale, now

Key cultural infrastructure insights

Audience

Up Our Street

Sociable retirees looking for inexpensive, mainstream, local leisure opportunities

Dormitory Dependables

Suburbanites and small towners interested in heritage activities and mainstream arts.

Metroculturals

Prosperous, liberal urbanites, interested in a very wide cultural spectrum

Commuterland Culturebuffs

Affluent, professional and suburbanite keen consumers of traditional culture.

Facilities

Performing arts and Libraries:

- Impact Studio Theatre
- Perivale Library

Other cultural facilities

- Electro Prop - Specialists in medical, scientific equipment and a range of electrical and electronic props
- Embroidery by Design Limited - Large scale, bespoke embroidery of badges, banners and flags for fashion, film and TV
- Stewkley House - Provides creative art workspaces with a range of art studios, office spaces and warehouse spaces
- Music studios: Tiger Books Ltd, Sigmum Records
- Artem: Special effects and creative studio



Case study

Impact studio theatre

Impact Theatre is a disability inclusive arts events and activities space. It hosts a range of activities such as dance rehearsal, film/video shoot, music rehearsal, performance spaces, theatre rehearsal and workshops/classes.

It caters to a diverse community, providing opportunities for young children, the elderly, those with disabilities to be involved with the performing arts.

Perivale, next

What the evidence shows...

What Perivale needs:

- A venue for cultural consumption that attracts visitors from across and outside of the borough
- Good quality employment opportunities for local people
- Better active travel routes that can improve the significant severance in the borough between Perivale and Ealing and Hanwell

Routes to action:

- Safeguard, intensify and diversify Perivale's industrial core by providing small-scale affordable workspaces for small manufacturing businesses and opportunities for training
- Adapt under-utilised or vacant spaces for cultural uses, especially within the town centre
- Utilise culture to improve wayfinding and quality of place through public art

Opportunities:

Bilton Road (Perivale Neighbourhood Centre)

The largest local centre that currently provides a limited range of retail, commercial and community facilities. Local plan Policy P.2.

Alperton Lane South and Metroline Depot

Opportunity for industrial intensification and mixed-use development. Local plan development site - PE04.

Horsenden Lane

Potential new neighbourhood centre with opportunities for greater footfall access. Local plan Policy P.4.



Bilton Road, Perivale

Ealing, now

54% ethnically diverse

A diverse population

Ealing is the third most ethnically diverse local authority in the country, with over 170 languages spoken and with 54% of the population identifying as being from ethnically minoritised backgrounds.

32% household deprivation

Severance challenges and inequality

34.2% of all households in Ealing are classified as being deprived - with the majority of these households being concentrated in the towns of Northolt, Southall and Acton - areas which also have severance issues within the borough.

9% less earnings

Low pay and quality of work

Ealing has the 5th lowest median earnings in London, with residents earning 9% less than the city average. However, this varies significantly across the borough with high concentrations of low income households in the West of the borough.

Ealing, next

8.5% population growth

A growing population

Over the past decade the population of Ealing has increased by 8.5%. This is higher than both the London and England rates over the same period and is expected to continue growing, especially in the towns of Southall, Acton and Ealing.

Growth in transport

Increased connectivity and opportunity supported by the Elizabeth Line

The introduction of the Elizabeth Line and HS2 terminus will connect Ealing's residents to opportunities in their own borough and beyond, providing more opportunities to jobs

Cultural and creative jobs

More jobs in the cultural and creative industries

There is an opportunity to further specialise in key growth sectors of digital/information and communication technology (ICT), film, TV, manufacturing (linked to food manufacturing subsection) and logistics that are supported by the cultural and creative industries.

Learning from elsewhere

- Local comparators
- International exemplars

Local comparators

Benchmarking

Croydon

A mature network of partners amplifies the power of cultural space.

Population: 390,000
Relevant characteristics: Outer London borough hosting a Creative Enterprise Zone
Total cultural infrastructure spaces: 63

After an unsuccessful bid to become London Borough of Culture in 2019, London Borough of Croydon built a successful 2023 Borough of Culture campaign on the basis of well-networked local partnerships united around a strong vision. This included leveraging the convening power of the Creative Enterprise Zone Consortium, including 28 partners representing visual arts and designer makers, music, performing arts, the tech sector, co-working providers, developers, the private sector, business and enterprise support and education and community partners.

Several anchor institutions have been mobilised to provide a delivery framework for Croydon Borough of Culture and to allocate funding for production of the Borough of Culture programme. This includes the BRIT School, Stanley Arts, Talawa, Turf Projects, Whitgift Foundation among others.

A focus on convening partners enabled Croydon to translate support provided for businesses through the Creative Enterprise Zone programme into delivery power for the Borough of Culture programming. For example, over 100 businesses and organisations that received Covid-19 recovery grants through the Creative Enterprise Zone Recovery Grants initiative went on to deliver the Borough of Culture events, reflecting the importance of delivering multi-level support for local creative enterprise and building a strong base of relationships to complement physical cultural infrastructure.

Key to this has been the diversity of institutional and organisational partners who each play a role in the local ecosystem, particularly those with a performing-arts focus. Ealing

should pay particular attention to the diverse range performance spaces Croydon provides, namely:

- 4 theatres, including multi-use arts, entertainment and conference centre Fairfield Halls which includes a concert hall and 200-capacity theatre and provides a home base with studios and offices for the UK's primary Black led theatre company (Talawa Theatre)
- 4 dance performance venues, including 180-capacity Stanley Hall in Stanley Arts Centre co-located with a range of other exhibition spaces and workspaces
- 9 live music venues (nearly 2x Ealing and 1.2x London average), including 122-capacity Front Room which also has recording and rehearsal space and provides a platform for up-and-coming artists to launch careers

Local comparators

Benchmarking

Newham

Empowering local communities to activate everyday spaces for culture

Population: 360,000
Relevant characteristics: Outer London borough with acute economic and social disparity Total cultural infrastructure spaces: 106

Like Ealing, London Borough of Newham experiences severe economic disparity and has recently renewed a focus on ensuring inclusive growth. Newham's new Community Wealth Building Strategy is supporting the Council to tackle injustice with a focus on poverty and addressing racialised and gendered disparities. A particular focus has been on supporting Newham businesses to improve productivity and ensuring wealth created locally is held democratically. This has directed a number of new culture-focused commissions, with an emphasis on local centres.

For example, in Green Street Town Centre, a series of improvements to Queen's Market will upgrade the look, feel and function of the market, a new meanwhile-use affordable workspace will enable employment and business growth for residents and small businesses, vacant retail units are being converted into new creative and cultural space including a café and gallery, and an uplift in public space will create more opportunities for residents to host cultural events.

Key to this is a focus on the civic day-to-day, and opportunities for culture close to home for Newham's residents. Ealing should pay particular attention to the everyday cultural opportunities Newham has unlocked through its Community Wealth Building approach, including:

- 10 libraries, which have seen a 46% increase in footfall and 7,000 new library memberships since they introduced extended opening hours in 2022-2023
- 13 community centres, which have hosted the Culture Within Newham¹ programme activities

1. Culture Within Newham is a cultural and creative activity programme for Newham funded by Arts Council England's Creative People and Places project. Their activities are shaped by a panel of Newham residents, who are paid to help London Borough of Newham decide what kinds of festivals, workshops, performances and exhibitions locals would love the most.

Local comparators

Benchmarking

Waltham Forest

Creating a welcoming home for London's creative production activities

Population: 278,000

Relevant characteristics: Outer London borough with strong creative production ecosystem and transport links into Central London

Total cultural infrastructure spaces: 101

– London's first Borough of Culture in 2019, London Borough of Waltham Forest has leveraged its position as a major contributor of industrial land to raise its cultural profile. Like Ealing, Waltham Forest hosts a significant cultural production ecosystem, although its specialism is in artist workspace, makerspaces and textile design. Public realm enhancements to the Blackhorse Lane industrial area have supported the spatial needs of small-scale creative manufacturers and raised the Borough's profile as a place to work and start a creative

business. Good provision of creative manufacturing space is rounded out by makerspaces, which provide low-barrier access to equipment and space to seed new business.

Key to this has been celebrating and drawing attention to a legacy and current strength in textile design including through festivals such as the Fashion District Festival. As it looks to build on and grow its own specialisms in prop and costume making and South Asian film, Ealing should pay particular attention to the ways in which Waltham Forest has protected and enhanced its space for cultural production, including:

- 16 artist workspaces (1.2x Ealing and 2.2x London average)
- 6 makerspaces (2x London average)
- 7 textile design spaces (7x Ealing and 7x London average)

Local comparators

Other examples

Slough

Population: 161,000

Relevance to Ealing:

Industrial arc neighbour
hosting established film sector

- Pinewood studios is the largest film studio in the UK, forming a hub for UK and international filmmakers
- Borough-wide and regional skills programmes ensure residents benefit from industry



Pinewood Studios

Brent

Population: 343,000

Relevance to Ealing:

West London neighbour with a CEZ
with South Asian fashion focus

- Similarly high level of creative manufacturing space as Ealing with 5.89 spaces per 100,000 residents (Ealing has 5.99)
- London Borough of Culture in 2020. Its legacy include artist residencies and animation of vacant units with cultural activity



Ealing Road and Alperton CEZ

Milton Keynes

Population: 287,000

Relevance to Ealing:

Similar existing profile, opportunities
around green space

- Mature spectrum of 16 music and performing arts venues hosting live music, comedy and exhibitions
- Wealth of green spaces, with large outdoor park and events space (Campbell Park) hosting festivals and music events



Campbell Park

International exemplars

Benchmarking

Bordeaux, France

Population: 257,805
(catchment: 795,000)

Key learnings:

- High speed rail has increased audiences to all Paris catchments.
- A well-developed USP (film and food), promoted nationally and internationally through film and food festivals has positioned Bordeaux well to take advantage of these opportunities.



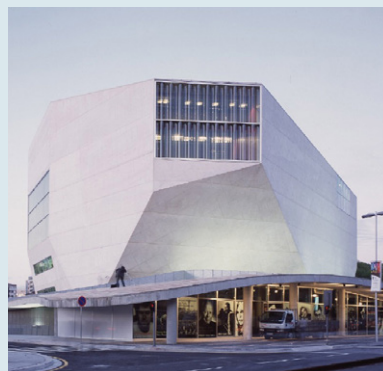
Darwin ecosystem

Porto, Portugal

Population: 291,962
(catchment: 2.4 million)

Key learnings:

- The Rem Koolhaas-designed Casa da Música, opened in 2005, has become a flagship venue and cultural anchor, home of the Porto National Orchestra.
- Relaxed land use policies have supported artists and architects to test new concepts in areas prioritised for culture.



Casa da Música

Turin, Italy

Population: 847,287
(catchment: 1.8 million)

Key learnings:

- Turin has focused on its production past and present as it has grown its cultural profile, retaining industrial use in close proximity to large former warehouses re-purposed as museums and galleries.



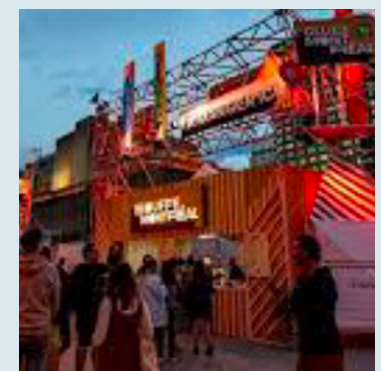
Porta Palazzo Market

Montreal, Canada

Population: 1.7 million
(catchment: 4.3 million)

Key learnings:

- Montreal's cultural regeneration has been anchored by an open and non-hierarchical cultural network, which put grassroots artists and musicians at the same table as cultural 'superstars' through a democratic governance process.



TD club, Montreal Jazz Festival

- Summary and next steps

Summary and next steps

Embedding culture in Ealing

The evidence set out in this report shows Ealing's seven towns to have unique cultural offers for the borough and Ealing as a whole to be an important home for London's creative production. Despite its strengths, there are evident gaps that require intervention to build a resilient cultural ecosystem, alongside opportunities for growth.

Themes from the evidence, which the cultural infrastructure plan should address, are summarised in the following SWOT analyses.

Summary and next steps

Priorities for the cultural infrastructure plan

Cultural consumption

Key recommendations to shape the cultural infrastructure plan:

- Identify venue opportunities that cater to both hyper-local and wider audiences
- Identify new flagship venues to raise local profile
- Phase growth to occur alongside population and audience growth for resilience
- Focus on Ealing's cultural diversity as a strength of its offer
- Play to Ealing's strength and heritage in music and film

	Strengths	Weaknesses	Opportunities	Threats
Connectivity	<ul style="list-style-type: none"> – Crossrail makes many parts of Ealing more accessible to audiences in central London – HS2 brings audiences from outside London 	<ul style="list-style-type: none"> – Limited transport access in many parts of the borough, especially in Northolt, Greenford, Perivale and of Hanwell, is a barrier to accessing culture 	<ul style="list-style-type: none"> – Locating major cultural venues and events near transport links could boost audiences – Local community hubs for culture could improve access across the borough 	<ul style="list-style-type: none"> – Improved transport connections also improves ability for local residents to travel elsewhere for culture, so more important to capture local audience
Participation	<ul style="list-style-type: none"> – The cultural manifesto has found culture to be highly valued by Ealing residents – Diversity of cultural programming, including festivals and celebrations 	<ul style="list-style-type: none"> – There is a perception that young people do not engage in culture – Film and screen opportunities are not reaching diverse communities 	<ul style="list-style-type: none"> – Opportunity to grow scale of infrastructure and participation alongside population growth by focusing on smaller projects in the short term and building to large venues 	<ul style="list-style-type: none"> – Risk that new cultural facilities could alienate existing population – New cultural infrastructure needs to reflect the diversity of the population
Space	<ul style="list-style-type: none"> – Opportunity areas around Ealing will bring over 89,500 new homes to the area in the next ten years, growing audiences – Strong film and music production presence, raising profile 	<ul style="list-style-type: none"> – Ealing lags behind London and its West London neighbours in provision of galleries, museums, cinemas and theatres 	<ul style="list-style-type: none"> – Large venues could put Ealing on the map as a place for culture 	<ul style="list-style-type: none"> – The right assets are not available to unlock at the right time to capture new audiences – Opportunities are not distributed evenly across Ealing's seven towns

Summary and next steps

Priorities for the cultural infrastructure plan

Cultural production

Key recommendations to shape the cultural infrastructure plan:

- Focus on protecting provision and affordability of cultural production infrastructure
- Focus on space and skills programmes to cater to future film industry needs
- Find opportunities for apprenticeships and stable career pathways alongside new venues to maximise local benefit from cultural growth

	Strengths	Weaknesses	Opportunities	Threats
Space	<ul style="list-style-type: none"> – Large supply of designated and undesignated industrial land already home to a strong creative supply chain – Ealing outranks nearly all of London in provision of making and manufacturing space, prop and costume making and artist workspace 	<ul style="list-style-type: none"> – There is a need to enhance quality of place at key sector clusters, notably Park Royal and the Great West Corridor to the south of the Borough – Despite relatively high provision, there is still demand for more affordable artist studio space 	<ul style="list-style-type: none"> – Relationships with industrial landowners creates opportunity to be leaders in protecting production space – Ealing has an opportunity to provide 'site and service' infrastructure to boost its reputation as friendly to film production 	<ul style="list-style-type: none"> – Higher value uses, like data centres, threaten creative production space and create a need to protect space at-risk – Limited space for exchange and networking outside 'gated' industry, such as studio facilities, risks limiting access to sector growth
Jobs and skills	<ul style="list-style-type: none"> – Ealing's diverse population provides a rich mix of skills, experience and perspectives – Many supply-chain sub-strata (ie. catering businesses) stand to gain from local growth in the creative sector 	<ul style="list-style-type: none"> – There are local and regional skills gaps in the screen industries and the sector is not re-skilling to keep pace with the current or future need (e.g. to build capability to turn artificial intelligence (AI) into new creative and commercial opportunities) 	<ul style="list-style-type: none"> – The launch of a venue presents opportunities for community members to have well-compensated stable jobs, but will require a focus on securing long-term positions in an industry characterised by its unstable nature and seasonality 	<ul style="list-style-type: none"> – Micro-enterprises and 'hidden' creatives may lose out on opportunities if they are not considered in business support programmes, access to space and skills development

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