



Ealing's Economy after 6pm

2024-2029

September 2024

Contents

Foreword	3
Executive summary	4
Introduction	8
What is the evening and nighttime economy?	8
How will this help deliver the Council Plan?	9
Why is this strategy needed?	10
How was this strategy prepared?	11
Who has been involved so far?	11
Themes	12
Ealing borough	13
Ealing's existing economy after 6pm	13
Vision for Ealing's economy after 6pm	19
Seven towns	20
Action plan	35
Next steps	40
Appendix 1 – existing guidance and policy	41
Appendix 2 – engagement report	43



AFTER
6pm

Foreword

In Ealing, we are looking to build a diverse economy, so that people are able to spend their time and their money locally, helping us to grow a sustainable and thriving local economy for our residents and businesses. Those businesses that operate after 6pm and the people they employ are an essential part of Ealing's economy and account for a significant portion of jobs and local spending in the borough.

While pubs and bars play a role in our evening and nighttime economy, there is a wide variety of other sectors which operate at night and in the early hours of the morning, especially in Ealing.

Whether it's health and social care or transport and logistics, there's a huge amount of economic activity in our borough after 6pm, from Ealing Hospital to Heathrow Airport. These industries are critical to the health, safety, well-being and prosperity of Ealing residents and they operate 24 hours a day. However, these industries and those that work in them often suffer from some of the lowest pay in our society as well as suffering a stark gap in health outcomes compared to those working during the day.

We want Ealing to be a more prosperous and inclusive place to live, work, visit and run a business after 6pm. We want residents across Ealing's seven towns to have access to jobs, services and amenities after 6pm, from local restaurants all the way through to out-of-hours public services.

We promised to create 10,000 good, and well-paid jobs to ensure our residents have access to a decent living income.

This new plan for our local economy will help to create those jobs in the evening and nighttime industries, and support night-workers through improved access to facilities and healthy food options.

We've heard from over 6,000 local people about what they want from their local economy, and we are committed to continuing to work with our thriving and diverse communities to improve Ealing's economy after 6pm.

There is so much already on offer in our borough after 6pm, and we want to ensure that we can nurture and enhance that offer, working with local residents and businesses to ensure we can build a strong and bustling local economy for our borough.

We want Ealing to be a more prosperous and inclusive place to live, work, visit and run a business after 6pm.



Councillor Kamaljit Kaur Nagpal,
Cabinet Member for
Decent Living Incomes

Executive summary

Introduction

The evening and nighttime economy describes economic activity that happens between 6pm – 6am. It is sometimes misunderstood as being about alcohol consumption. In fact, it covers a range of industries and activities, from 24-hour health and social care services through to supermarkets and local restaurants.

Evening, night and daytime economies are interlinked. These industries service and enable the daytime economy, and support the health, wellbeing and prosperity of residents 24-hours a day.

Ealing's existing economy after 6pm

Over a quarter of local spend¹ and 17% of Ealing's population² work in the evening and nighttime economy, including at major 24-hour employers such as Heathrow and Ealing Hospital. It also plays an important role in the social and cultural life of Ealing residents.

London's evening and nighttime economy is projected to grow by £2 billion/ year (GVA) by 2029³. Since 2017, the number of jobs in evening and nighttime industries has grown by 151,000 across the capital⁴. This strategy considers how to leverage this projected group to benefit residents and businesses across Ealing's seven towns.



AFTER
6pm

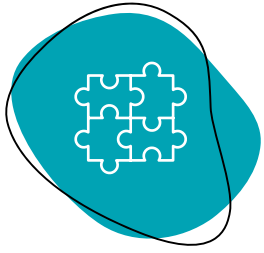
London's evening and nighttime economy is projected to grow by £2 billion/ year (GVA) by 2029

1. GLA, "Mastercard Spend Index: spend by day and night," Oct-Dec 2023.

2. ONS, Inter-Departmental Business Register, 2012 to 2022.

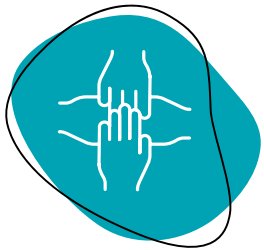
3. Economic Value of London's 24-hour economy, 2021

4. London at Night, GLA Economics, 2024



Key challenges

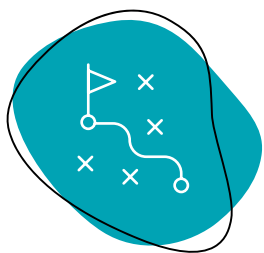
- The rising cost of **doing business, labour shortages, changing consumers habits and cost of living crisis** are exacerbating pre-existing challenges faced by town centres and high streets after 6pm.
- Night workers are nearly twice as likely to be **paid less than London Living Wage**, and many experience a negative toll on their health and wellbeing⁵.
- Ealing needs a more **inclusive** and **diverse** offer after 6pm to better serve residents.
- **Safety and antisocial behaviour** are major concerns for many after dark, including women, businesses and night workers.
- Activity after 6pm must be robustly managed to minimise **nuisance and litter**.



Key opportunities

- **Increased home working** and new **development** is driving demand for services and amenities after 6pm.
- There is a **good night bus** and **evening tube network** across the borough, and night tube connections at Ealing and Acton.
- Local people want to see an improved **culture and leisure** offer after 6pm, including space for live music and comedy.
- Local people wanted to see **public realm improved** and activated for community use in the evening.
- Business Improvement Districts, Traders Associations, High Street Taskforce and resident groups can help **coordinate interventions** in the evening and nighttime economy.

⁵. London at Night, GLA Economics, 2024



A vision for Ealing

Ealing will be a more prosperous, connected and inclusive place to live, work, visit and run a business after 6pm.

Each of Ealing's seven towns will have a **unique and diverse offer** after 6pm that meets local need.

As part of a network of **20-minute neighbourhoods**, residents will be able to access jobs, services and amenities after 6pm within a 20-minute round trip from their homes, by walking or cycling. This will include local restaurants, community spaces, culture venues, and out-of-hours public services.

Residents will be supported to access to new and existing **good jobs** in growth sectors within the evening and nighttime economy. Night workers will have improved access to facilities to improve their health and wellbeing.

Ealing will have more **connected communities** through improved travel infrastructure and increased opportunities for residents from different backgrounds and ages to come together after 6pm.

Venues, public spaces and transport across the borough will be **clean, safe and well-managed** after 6pm. There will be strong stewardship of activity after 6pm. Local people and businesses will feel ownership over this process.

7 towns

Each of Ealing's **7 towns** will have a unique offer after 6pm. We will:

- **Diversify** and protect the existing offer in Ealing town. Ealing will remain the primary cluster for jobs, services and amenities after 6pm. It will continue to serve residents and visitors, leveraging the excellent public transport connections.
- **Curate** and steer investment coming forward in Southall and Acton to provide an enhanced offer after 6pm. These locations will continue to serve residents and visitors, leveraging the good public transport connections and strong cultural heritage.
- **Nurture** an improved local offer, including new services and amenities, for residents in Hanwell, Northolt, Perivale, and Greenford after 6pm.



Action plan

Multiple actions are proposed to support Ealing's economy after 6pm, including:

- Work with Ealing's **London Living Wage** Action group to improve pay conditions for evening and night workers.
- Ensure **Learn Ealing and Work Ealing** supports evening and nighttime industries.
- Work with communities and businesses to **enable evening markets** and community activities to happen in the public realm.
- Collaborate with partners to deliver a **communications campaign** to showcase Ealing's offer after 6pm, ranging from local restaurants through to art exhibitions.
- Introduce a **'night test'** to ensure major public realm schemes positively impact Ealing's economy after 6pm.
- Increase business participation in **safety** schemes, charters and training.
- Embed the need to access jobs, services and amenities after 6pm into a **20-minute Neighbourhood Manual** to guide future developments.

Introduction

What is the evening and nighttime economy?

The evening and nighttime economy describes economic activity that happens between 6pm – 6am. It covers 4 groups of industries:



Essential 24-hour health and social care services such as hospitals, nursing homes and community services.



Activities which support the wider economy such as manufacturing, wholesale, logistics, postal services and publishers.

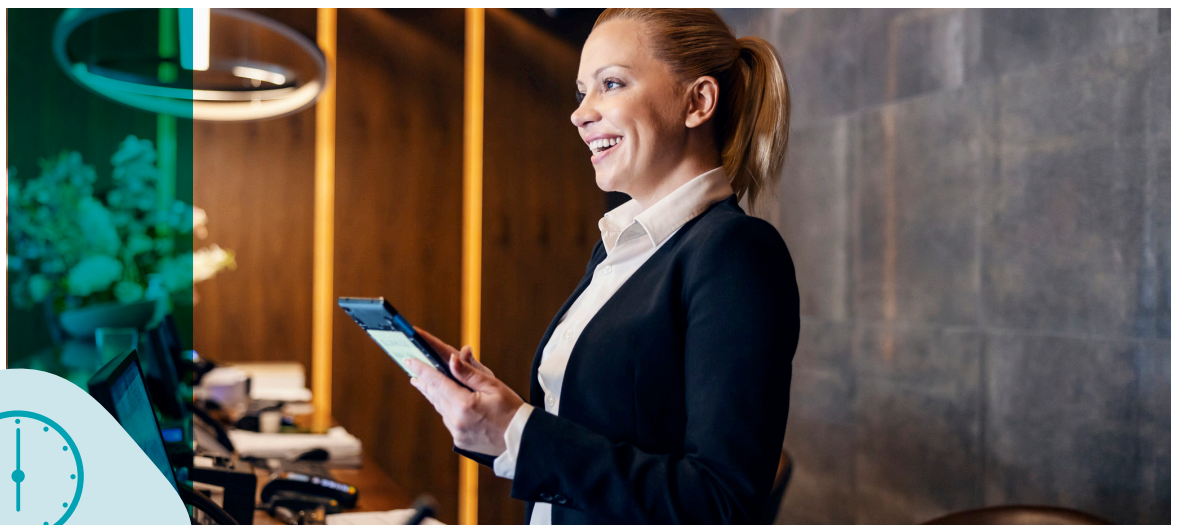


Businesses and services which support activity after 6pm such as transport, supermarkets and convenience stores.



Local culture and leisure uses, such as restaurants, sports facilities, cultural and community spaces, and hotels.

The evening and nighttime economy is sometimes misunderstood as being about alcohol consumption. In fact, many of Ealing's major businesses and workers in health, social care, transport and logistics are active after 6pm, including at Ealing Hospital and Heathrow Airport.



AFTER
6pm

Many of Ealing's major businesses and workers in health, social care, transport and logistics are active after 6pm

How will this help deliver the Council Plan?

- **Creating good jobs** – By supporting existing businesses and workers, and creating new jobs after 6pm.
- **Fighting inequality** – By ensuring residents across each of Ealing's seven towns can safely access jobs, services and amenities after 6pm.
- **Tackling the climate crisis** – By supporting use of sustainable transport 24-hours a day, and encouraging businesses to minimise their environmental impact after 6pm.



Create Lates Event –
Cinematography Workshop, Klatch Studio
Photography by Eddy Hubble
@hubble_photo for Here & Now @
wearehereandnow

Why is this strategy needed?

Industries operating after 6pm are a major driver of Ealing's economy and jobs market. These industries need to be supported to be more resilient and leverage projected growth in the evening and nighttime economy to create new jobs, services and amenities for Ealing residents.

The key objectives for this strategy are to:

- Unlock **new good jobs** in the evening and nighttime economy and create pathways for Ealing's residents to access these.
- Support Ealing's **existing businesses** to thrive after 6pm.
- Attract **new growth sectors** that are active after 6pm to Ealing, including; creative, green economy, healthcare, construction, and hospitality.
- Increase **visitor spend** at Ealing's businesses after 6pm.
- Support the **health and wellbeing** of evening and night workers in Ealing.
- Encourage a range of activities that serve Ealing's **diverse communities** and facilitate community connection after 6pm, including an improved culture and leisure offer for local people.
- Ensure Ealing's **public spaces and transport are safe** and accessible during the evening and nighttime.
- Enable **robust and fair management** of activities after 6pm, minimising nuisance for residents.
- Build a **shared sense of stewardship** over jobs, services and amenities after 6pm.
- Develop a shared evidence base to support future **funding bids and galvanise investment** in Ealing's economy after 6pm.

This strategy supersedes Ealing's Nighttime Economy Strategy 2019-22.



How was this strategy prepared?

The following principles guided the development of this strategy:

- **Engage:** Actively listen to residents, visitors, workers and businesses.
- **Understand:** Draw on various data sources to best inform the strategy.
- **Collaborate:** Work with other agencies to ensure a joined-up approach.
- **Pilot:** Pilot evening events to inform the recommendations.
- **Co-deliver:** Many stakeholders will need to deliver the recommendations.

A full list of relevant policy and guidance documents can be found in Appendix 1. The recommendations in this strategy should be read alongside the [Safer Ealing for Women Action Plan](#) and [Violence against Women and Girls Strategy](#). The recommendations in this strategy and [Ealing's new Jobs and Skills Strategy](#) form a joint-up approach to growing Ealing's economy.

Who has been involved so far?

There were two phases of consultation on this strategy. From March to May 2024, phase one focused on early conversations about Ealing's economy after 6pm. From July to August 2024, phase two focused on gathering feedback on the draft strategy. Over 6,000 people participated in one or both of these phases.

Activity included online surveys, business visits, stakeholder meetings and a workshop with Ealing's High Street Taskforce. Opportunities to participate were promoted via social media, newsletters, posters and an Around Ealing Article.

In addition, over 300 people attended the 'Create Lates' event programme which tested demand for new activities after 6pm, including music, dance, and crafts. It was curated by Daniel Mcgeady of Colourblind Ltd and 15 local organisations.

Further detail can be found in Appendix 2.



Create Lates Event – Vision Board Workshop, Open Ealing Photography by Eddy Hubble
@hubble_photo for Here & Now @wearehereandnow

Themes

This strategy is structured around the following themes:

Economy: Protect, enhance and diversify the range of businesses and jobs within the evening and nighttime economy.

Civic & public life: Support cultural, civic and community uses after 6pm.

Public realm: Ensure public spaces and transport are accessible, safe and inclusive after 6pm.

Stewardship and management: Support good management of economic activity after 6pm to minimise environmental impacts and nuisance.

Communities, planning and governance: Create a shared sense of responsibility over a 24-hour economy and delivery of this strategy.

The following additional cross-cutting themes were also identified:

- **20-minute neighbourhoods:** Ensure residents can access jobs, services and amenities after 6pm within a 20-minute round trip from their homes, by walking or cycling.
- **Connected communities:** Ensure that economic activity fosters increased social connection after 6pm, so that people can live happier and healthier lives and get what they need from each other.

Ealing borough

Ealing's existing economy after 6pm



26.5% of local spend happens between 6pm–6am, which is slightly higher than the London average of 25.4%.⁶



17%

17% of residents work in the evening and nighttime economy and this has stayed fairly consistent over the past decade.⁷



Over 40% of evening and nighttime industries in Ealing are activities which support wider social and economic activities such as **manufacturing, wholesalers, and logistics**.



Over a third of evening and nighttime industries in Ealing are in the **culture and leisure** sectors, including hotels, sports, hospitality.



99.87% of Ealing's evening and nighttime businesses are **micro, small and medium** enterprises.⁸



Ealing is home to **1,175 licensed venues**, the majority of which are in Ealing town (33%) and are small shops (24%).

The following pages summarises the community engagement feedback and wider findings.

⁶ GLA, "Mastercard Spend Index: spend by day and night," Oct–Dec 2023.

⁷ ONS, Inter-Departmental Business Register, 2012 to 2022.

⁸ GLA, "Business Counts by MSOA," created by ONS, March 2024

Economy

Challenges include:

- Increased **business costs** and **changing consumer habits** are making it harder to run a business (e.g. rents, business rates, online shopping). This burden is often felt most by micro, small and medium enterprises.
- In 2022, 20% of night workers in London were **paid below the London Living Wage**, compared to 11% of those in daytime industries.⁹
- Almost 6 out of 10 nighttime workers in London say that working at night has a toll on their **health and wellbeing**.¹⁰
- **Cost of living crisis** means people are opting for 'in-home' entertainment.
- Brexit is **reducing supply of workers** for hospitality and tourism sectors.

Opportunities include:

- Many of Ealing's **growth sectors** are active after 6pm, including: creative, green economy, healthcare, construction, and hospitality.
- Residents want to see more **independent businesses** active after 6pm.

"Ealing needs to have a better **variety of independent** restaurants and bars"

Survey Respondent

"We need **more evening and nighttime coffee shops** to be open. The only place to have a quick business meeting over a cup of tea in Ealing Broadway after 6pm is McDonald's"

Survey Respondent

"I would like more third spaces to hang out that are **free or low cost** or pay as you feel"

Survey Respondent

⁹ London at Night, GLA Economics, 2024

¹⁰ London at Night Survey, GLA City Intelligence, 2023

Civic and public life

Challenges include:

- Local people want a more **inclusive offer** after 6pm, including more LGBTQ+ venues and spaces not focused on alcohol.
- Local people want a range of activities for **different ages**, including older people. Some people felt that providing more activities for teenagers would help address perceptions of anti-social behaviour.
- Residents want to see existing **community spaces** utilised after 6pm, providing affordable activities for all ages.
- Residents and businesses want a more **diverse and unique offer** after 6pm that encourages local spending. Much of the existing footfall after 6pm is people travelling through and not using local businesses.
- Residents and workers feel that **takeaway shops** dominate the offer after 6pm in some areas. They want to see more variety of food options.

Opportunities include:

- **Home working** is driving demand for amenities after 6pm on weekdays.
- Many would like more cultural venues that celebrate **Ealing's heritage**.
- There is growing **cultural and leisure infrastructure**, including the Regional Park and Creative Enterprise Zone.

"An **affordable space for community activities**.

The library open more for events"

Survey Respondent

The top thing people would like to see more of or improved after 6pm was live **music or comedy** (53%) and **restaurants** (49%).

1222 resident and visitor survey responses

Lack of evening activities was the top reason (56%) people didn't visit Ealing's town centres, 6pm – midnight.

1181 resident and visitor survey responses

Public realm

Challenges include:

- Residents, visitors, workers and businesses felt that **antisocial behaviour** negatively impacted Ealing's offer after 6pm, including street drinking.
- Many would like to see better **lighting** and **police** presence after 6pm
- Residents want to see improvement management of **delivery vehicles**, such as mopeds, that are negatively impacting the public realm
- Over two thirds of **women felt 'fairly unsafe' or 'very unsafe'** at night in Ealing, particularly in Southall, Northolt and Acton.¹¹

Opportunities include:

- Good **night bus** connectivity across the borough.
- **Night tube** in Ealing and Acton, and tube services until 11pm across borough. However, residents identified the lack of night tube services to the rest of the borough as a barrier to the evening and nighttime economy. Particularly for those with access needs
- Residents want to see well-maintained and accessible public spaces that could host **community activities** after 6pm (e.g. markets, events).
- Some people felt that increased activity after 6pm would improve safety by increasing **passive surveillance**.
- Owing to warmer weather there is **demand for outdoor dining space** and other external spaces for those experiencing overheating at home.

Over half of night-workers said they wanted to see better **lighting** and **improved police presence**

269 worker survey responses

Nearly a third of night workers said they had **experienced crime** after 6pm.

299 worker survey responses

47% said **that feeling unsafe** was the reason they didn't visit Ealing's town centres between 6pm – midnight.

1181 resident and visitor survey responses

Stewardship and management

Challenges include:

- Activity after 6pm must be robustly and fairly managed to **minimise nuisance**. Residents want to see large scale events and noise in parks and public spaces after 6pm robustly managed.
- Some businesses said that **shoplifting** is a key issue for them after 6pm.
- Residents and businesses highlighted the need for **cleaner streets**. Many said that litter and graffiti make Ealing's town centres less appealing to visit after 6pm.

Opportunities include:

- There are existing **volunteer groups** that steward evening and nighttime activity, including 'PubWatch' groups in Northolt and Acton.
- Residents suggest implementing schemes to enhance **community involvement** in keeping town centres tidy and safe.

Over a third of night workers would like to see **cleaner streets** during evening and nighttime

269 worker survey responses

"General levels **of litter and graffiti** make the area feel run down and unsafe"

Survey Respondent

Communities, planning and governance

Challenges include:

- Historically, there hasn't been a **clear vision or collaborative working** approach to curate economic activity holistically after 6pm.
- Residents and businesses want Ealing's offer after 6pm to be **better promoted**.

Opportunities include:

- Ealing's **Business Improvement Districts** and **Traders Associations** want to improve Ealing's economy after 6pm.
- Ealing's **High Street Taskforce** can help co-ordinate projects to support the evening and nighttime economy.
- **Your Voice, Your Town** events are a good platform to engage residents on future improvements to Ealing's evening and nighttime economy.
- Businesses suggested creating more **networking opportunities** for businesses to share information and tips for managing safety concerns after 6pm with each other.

"A call for **actionable plans** to enhance community amenities"

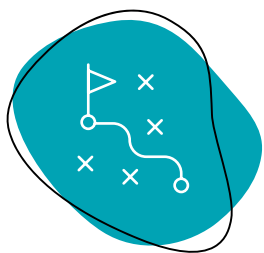
Survey Respondent

"Better publicity for what's on offer... **bringing together publicity** for community events"

Survey Respondent

"An **overarching plan** to improve the nighttime economy is needed."

Survey Respondent



Vision for Ealing's economy after 6pm

Ealing will be a more prosperous, connected and inclusive place to live, work, visit and run a business after 6pm.

Each of Ealing's seven towns will have a **unique and diverse offer** after 6pm that meets local need.

As part of a network of **20-minute neighbourhoods**, residents will be able to access jobs, services and amenities after 6pm within a 20-minute round trip from their homes, by walking or cycling. This will include local restaurants, community spaces, culture venues, and out-of-hours public services.

Residents will be supported to access to new and existing **good jobs** in growth sectors within the evening and nighttime economy. Night workers will have improved access to facilities to improve their health and wellbeing.

Ealing will have more **connected communities** through improved travel infrastructure and increased opportunities for residents from different backgrounds and ages to come together after 6pm.

Venues, public spaces and transport across the borough will be **clean, safe and well-managed** after 6pm. There will be strong stewardship of activity after 6pm. Local people and businesses will feel ownership over this process.

Seven towns

Ealing's seven towns are categorised as follows:

Diversify – Ealing Town

Areas with a strong existing offer in terms of jobs, services and amenities for residents, visitors and workers after 6pm. Interventions will diversify and compliment the existing offer to establish a more inclusive and resilient economy after 6pm.

Curate – Southall and Acton

Areas with a good existing offer in terms of jobs, services and amenities for residents, visitors and workers after 6pm. There is emerging investment in infrastructure and development in these areas. Interventions will ensure this future investment contributes to a more inclusive and diverse economy after 6pm.

Nurture – Hanwell, Northolt, Perivale, and Greenford

Areas with a limited existing offer in terms of jobs, services and amenities for residents and workers after 6pm. Interventions will help to establish a local offer that meets community need after 6pm.



Ealing



Population: c. 91,000¹²



London Plan: NT2 classification (an area of regional/sub-regional significance)



390 licensed premises (ranking 1st out of the 7 x towns) – 31% restaurants/cafes, 16.4% small shops, 11.3% pub/bar.



Employment: Lowest proportion (6.3%) of working age population claiming out of work benefits across the 7 towns.



Uses after 6pm: Existing uses include a cinema, bars and restaurants. Local people want a more diverse offer in terms of food options and space for arts and culture, including music and comedy. Local people feel there are too many takeaways.



Public realm and transport: There is night tube and night bus availability. Local people want to see more street cleaning and public realm improvements to support the economy after 6pm.



Safety: There were 8,112 total notable offences in Ealing Town in 2022 which is lower than the borough average. Around the station and Haven Green is identified as a 'hotspot' where people felt particularly unsafe. Local people reported that West Ealing suffers from anti-social behavioural and break-ins, particularly at the western end. Many wanted to see more police presence.

"Would love to see more **artistic and creative** style venues too – evening craft courses ... pottery, sewing. Just to bring in a more diverse crowd to the area too."

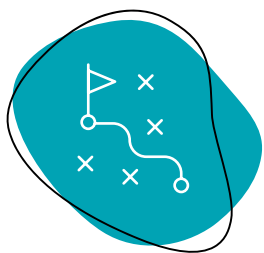
Survey Respondent

"**Coffee shops open late** so that there are other options to grab a drink / snack in the evening rather than just pubs."

Survey Respondent

"Preferably open up quality and **healthy food** offerings and integrate these public spaces to create nice bustle. It's mostly an area to pass through after 6pm"

Survey Respondent



Vision

Ealing town will remain the **primary cluster** for services, amenities and jobs after 6pm in the borough and wider region.

It will remain a **destination for residents and visitors** from across the capital and beyond, capitalising on the strong evening and nighttime public transport connectivity.

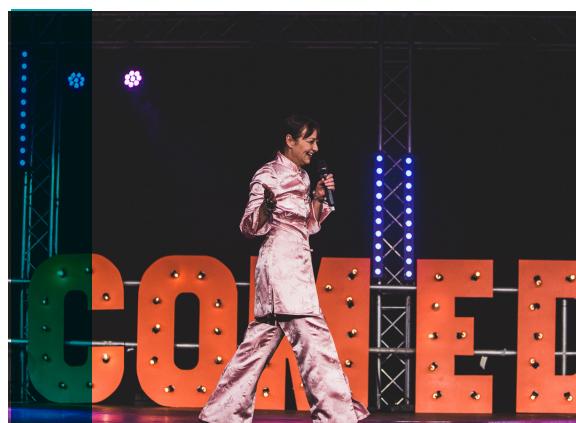
New culture, community and leisure uses will compliment the existing retail, food, and beverage offer, building on the success of Pitzhanger Manor Thursday Lates.

We will work with landowners to re-imagine the 'office corridor' to **create a more inclusive offer** after 6pm, including activities that do not involve alcohol and more healthy food options for night workers.

Holistic public realm improvements, particularly in West Ealing, will ensure the town centre is **safe, inclusive and accessible to all**.

We will work with the existing BIDS, local community and businesses to gain '**Nighttime Enterprise Zone**' status for the town centre, as a catalyst for community-led change.

Pitshanger Lane, South Ealing, and Northfields will continue to provide a local offer after 6pm.



Create Lates Event – African Drumming Workshop, Open Ealing, Ealing
Photography by Eddy Hubble @hubble_photo for Here & Now @wearehereandnow

Acton



Population: c. 67,500¹³



London Plan: NT3 classification (an area of more than local significance)

Local Plan: East Acton Neighbourhood Centre suitable for post 6pm uses.



273 licensed premises (ranking 2nd out of the 7 x towns) – 20% small shops, 14% restaurants/cafes, 8.3% pub/bars.



Employment: 2nd lowest proportion (8%) of working age population claiming out of work benefits across the 7 towns.



Uses after 6pm: Existing uses include a climbing wall, cinema, bars, restaurants, shisha, creative industries, manufacturing and logistics. Local people are concerned about closures of hospitality venues and want to see more independent businesses. Suggestions include more food, beverage, culture, and arts uses, including in North Acton where there is a growing student population.



Public realm and transport: There is night tube and night bus availability. Local people want more street cleaning to support the economy after 6pm.



Safety: There were 6,045 total notable offences in Acton in 2022 which is higher than the borough average. Acton is one top 3 towns people felt most unsafe after dark. The Mount was identified as a 'hotspot' where people felt particularly unsafe. Businesses and residents want to see improved lighting, police presence and community engagement.

"With the Elizabeth line we have it easy going to Soho but there should be a **decent nighttime economy in the heart of the borough.**"

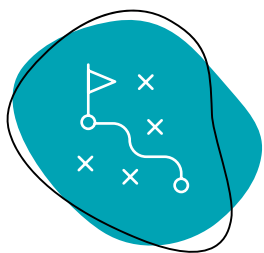
Survey Respondent

"Lots of **students** in Ealing and nowhere for us to go so we go into central London"

Survey Respondent

"More **social spaces** for people to visit- maybe some pop cafes, restaurants and arts or music events."

Survey Respondent



Vision

Acton town will remain **a major cluster** for services, amenities and jobs after 6pm in the borough and West London.

It will continue to be a **destination for residents, students, and visitors**, capitalising on the strong evening and nighttime public transport connectivity. Growth around the new HS2 Terminus and Old Oak Park Royal will increase demand for amenities and services after 6pm.

We will work with the existing BID, local community and businesses to encourage a **more inclusive** offer after 6pm particularly at Acton District Centre and East Acton Neighbourhood Centre.

The existing **Creative Enterprise Zone** at Park Royal will help to drive forward cultural activation of the wider town.

We will work with the key stakeholders to reimagine **North Acton Square** as a key opportunity for evening amenities, capitalising on station and commuter footfall, in both the 'meanwhile' and future development phases.

Holistic public realm improvements will ensure the town centre and industrial areas are **safe, inclusive and accessible to all**.



Create Lates Event – Ceramics Workshop,
Blanc Ceramic, Acton



Create Lates Event – POW Workshops, Acton
Photography by Eddy Hubble @hubble_photo
for Here & Now @wearehereandnow

Southall



Population: c. 80,500¹⁴



London Plan: NT3 classification (an area of more than local significance)



197 licensed premises (ranking 3rd out of the 7 x towns) – 34% small shops, 17.7% restaurants/cafes, 12.7% retail.



Employment: 2nd highest proportion (9.65%) of working age population claiming out of work benefits across the 7 towns.



Uses after 6pm: Existing uses include food manufacturers, restaurants and faith institutions. Local people want a wider variety of independent businesses and chains open after 6pm, such as retail, food and beverage.



Public realm and transport: There is night bus availability. Local people are concerned about traffic after 6pm and want later operating tube services. Many people want more street cleaning and reduced fly tipping to support the evening economy.



Safety: There were 8,012 total notable offences in Southall in 2022 which is higher than the borough average. Southall is one of the top 3 towns people felt most unsafe after dark. Local people noted issues with break-ins, substance abuse, rough sleeping, and public drunkenness after 6pm. Businesses want more support to address these issues. Local people want increased police presence after 6pm. The Broadway was identified as a 'hotspot' where people felt particularly unsafe.

"More general **open social spaces** to provide a forum for live discussions, group meetings, catch-ups etc, other than say in a pub/bar."

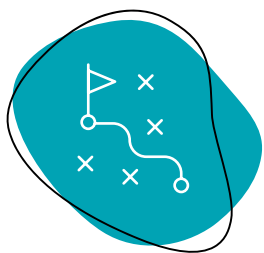
Survey Respondent

"If there were **retail shop options** that were open a little bit later it would be convenient for people after work."

Survey Respondent

"**Community clubs and societies**...these are a great, affordable way of getting people to socialise in the evening but again would benefit from affordable space to meet"

Survey Respondent



Vision

Southall town will remain a **major cluster** for services, amenities and jobs after 6pm in the borough and West London.

It will continue to be a **destination for residents and visitors**, capitalising on the existing evening and nighttime public transport connectivity. Emerging development sites will increase demand for amenities and services after 6pm.

We will work with **faith institutions and the local community** to encourage a more diverse evening offer, particularly in areas with good existing footfall after 6pm, including Southall town centre and King Street.

Southall's strong **diversity and cultural heritage** will be celebrated through this activity, including more inclusive spaces for community uses after 6pm.

The existing **night worker and wider resident footfall** will have improved access to facilities and healthy food options.

Holistic public realm improvements will ensure the town centre and industrial areas are **clean, safe, inclusive, and accessible** to all.



Create Lates Event – Sari Draping Workshop, Southall
Photography by Khris Cowley @asianprovocateur for Here & Now @wearehereandnow

Greenford



Population: c. 46,000¹⁵



Local Plan: Greenford District Centre / Greenford Station suitable for post 6pm uses.



142 licensed premises (ranking 4th out of the 7 x towns) – 32% small shops, 12.7% restaurants/cafes, 7.7% retail.



Employment: 3rd lowest proportion (8.2%) of working age population claiming out of work benefits across the 7 towns.



Uses after 6pm: Existing uses include 24hr logistics, food distribution, food manufacturers, wholesalers, take-aways, supermarkets, and bars. Local people want to see a wider variety of shops, restaurants, culture and leisure uses. Local people feel there are too many takeaways.



Public realm and transport: There is night bus availability, however, local people want improved connectivity after 6pm, including tube services that operate later.



Safety: There were 3,517 total notable offences in Greenford in 2022 which is lower than the borough average. Residents want to see improved police presence.

“Organizing **cultural events** and hosting art exhibitions would enrich the community.”

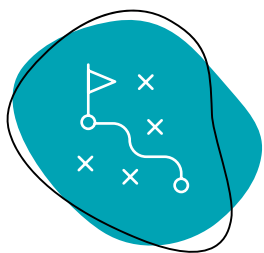
Survey Respondent

“Evening activities at the **library** are scarce compared to Alpertons Library, which hosts cinema nights and book clubs.”

Survey Respondent

“Having a **quality family restaurant**”

Survey Respondent



Vision

Greenford town will provide **local services, amenities and jobs** after 6pm. It will serve the diverse needs of local residents, in particular, providing opportunities for families to spend time in the town centre after 6pm in a safe and welcoming environment.

We will work with the local businesses and community to encourage a more diverse offer after 6pm at **Greenford District Centre and Greenford Station**, including a stronger healthy food, culture, and community offer and more independent businesses. Oldfield circus will continue to provide a local offer after 6pm.

Holistic public realm improvements, including around Greenford Station, will ensure the area is **safe, inclusive, and accessible** to all.



Hanwell



Population: c. 28,500 residents¹⁶



91 licensed premises (ranking 5th out of the 7 x towns) – 24% small shops, 16.5% restaurants/cafes, 13.2% pubs/bars.



Employment: 3rd highest proportion (8.9%) of working age population claiming out of work benefits across the 7 towns



Uses after 6pm: Existing uses include bars and cultural events, such as the Hanwell Hootie. Local people want to see a wider variety of restaurants and culture venues, as well as cafes open after 6pm. Residents would like to see more cultural events throughout the year.



Public realm and transport: There is night bus availability, however, local people want the frequency of these services improved.



Safety: There were 2,232 total notable offences in Hanwell in 2022 which is lower than the borough average. The area around the clocktower was identified as a 'hotspot' where many people felt particularly unsafe. Residents want to see improved police presence and lighting.

"More **comedy, music, contemporary dance,** cookery classes, music recitals, choirs, plays, book readings with authors"

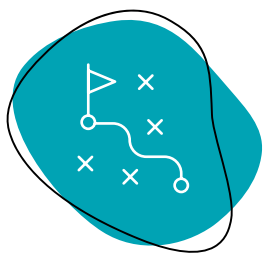
Survey Respondent

"In Hanwell town centre there are very limited options for evening entertainment. It would be great to get some **restaurants, cafes, shops, pubs**"

Survey Respondent

"More areas **without alcohol,** late night coffee bars with events like comedy nights etc."

Survey Respondent



Vision

Hanwell town will provide **local services, amenities and jobs** after 6pm. It will serve the diverse needs of residents and visitors.

We will work with the local businesses and community to encourage a more diverse evening and nighttime offer at **Hanwell District Centre**, capitalising on the **existing food and beverage offer**. This will include a focus on **independent businesses and community-led activities**, building on the success of the Hanwell Hootie.

Hanwell's rich **historical assets** will be celebrated. Holistic public realm improvements, including around the Clocktower, will ensure the area is **safe, inclusive, and accessible** to all.



Hanwell Hootie – 2021

Northolt



Population: c. 30,000¹⁷



Local Plan: Northolt and Northolt White Hart Neighbourhood Centres suitable for post 6pm uses.



47 licensed premises (ranking 6th out of the 7 x towns) – 32% small shops, 14.8% entertainment/leisure, 14.8% retail.



Employment: Highest proportion (9.6%) of working age population claiming out of work benefits across the 7 towns.



Uses after 6pm: Existing uses include wholesalers, takeaways, and a pub. Local people want to see a wider variety of leisure uses and restaurants open after 6pm and less takeaway shops.



Public realm and transport: There is night bus availability, however, local people want improved connectivity after 6pm, including tube services that operate later.



Safety: There were 2,792 total notable offences in Northolt in 2022 which is lower than the Ealing average. Northolt is one of the top 3 towns people felt most unsafe after dark. Local people are concerned about substance abuse which makes the area feel unsafe. Residents want to see improved police presence and lighting to address anti-social behaviour.

“More social venues and activities for older **teenagers**, age 16–18. There is nowhere to go and nothing for them to do in the evenings.”

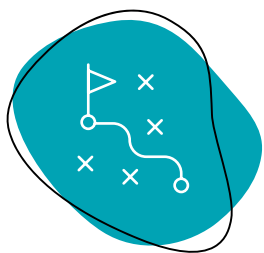
Survey Respondent

“A mix of **good restaurants** covering various price points, less chains, less takeaways and more places to go out and meet friends and family.”

Survey Respondent

“I always have to go to White City to do fun things. I would like to be able to do them around here.”

Survey Respondent



Vision

Northolt town will provide **local services, amenities and jobs** after 6pm. It will serve the diverse needs of residents and support improved community cohesion of all ages.

We will work with the local businesses and community to encourage a more diverse offer after 6pm around **Northolt Station** and **White Hart**, particularly in terms of food and beverage.

The existing **night worker and wider resident footfall** will have improved and safe access to facilities and healthy food options.

Holistic public realm improvements along Ealing, Church, and Mandeville Roads will help reduce severance and ensure the area is **safe, inclusive, and accessible** to all.



Perivale



Population: 16,000



32 licensed premises (ranking 7th out of the 7 x towns) – 40.6% small shops, 12.5% entertainment/leisure, 6.2% retail.



Employment: 4th highest proportion (8.4%) of working age population claiming out of work benefits across the 7 towns.



Uses after 6pm: Existing uses include 24hr logistics, media, supermarkets, take-aways and bars. Local people feel there are too many takeaways. Residents want to see a wider variety of high quality and independent food and beverage businesses, and more culture activities. Local people want to see community spaces better activated after 6pm.



Public realm and transport: There is night bus availability, however, local people want improved connectivity after 6pm, including tube services that operate later. Local people want more street cleaning to support the economy after 6pm.



Safety: There were 1,491 total notable offences in Perivale in 2022 which is lower than the borough average. Local people want to see improved police presence and lighting.

"Perivale has several **community spaces** that could be utilised more."

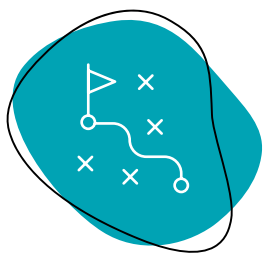
Survey Respondent

"**Good quality restaurants** with a variety of cuisines and later opening hours will draw more people to the area."

Survey Respondent

"Perivale has **no evening activity** unless you want a liquor store. No restaurant or meeting places to eat, have coffee, even just to sit down"

Survey Respondent



Vision

Perivale town will provide **local services, amenities and jobs** after 6pm. It will serve the diverse needs of residents.

We will work with the local businesses and community to encourage a more diverse offer after 6pm around **Perivale Station**, particularly in terms of healthy food, culture and community uses.

Existing community spaces will be better activated after 6pm, providing activities at different price points.

Holistic public realm improvements, including around Perivale Station and Bilton Road, will ensure the area is **safe, inclusive, and accessible** to all.



AFTER
6pm

Action plan

Economy

Short term 0-1 years

- **London Living Wage:** Expand membership of Ealing's London Living Wage Action Group to include representation from evening and nighttime industries. Deliver targeted communications to evening and nighttime employers to promote the benefits of London Living Wage and business incentives.
- **Understanding the pay gap:** Partner with a research institution to evidence the low pay and ethnicity pay gap across Ealing's economy, including evening and nighttime industries where these challenges are particularly prevalent.
- **Growth sector forums:** Ensure emerging growth sector forums include representation from evening and nighttime industries within these sectors.

Medium term 1-3 years

- **Training and skills:** As part of the Learn Ealing brand, website and prospectus refresh, provide a clear training offer for residents to access good jobs in the evening and nighttime economy.
- **Recruitment support:** As part of the Work Ealing brand and website refresh, provide a clear support offer for evening and nighttime industries paying London Living Wage looking to recruit locally.
- **Ealing Careers Fair:** Work with existing evening and nighttime employers to increase representation at the Ealing Careers Fair and ensure residents are aware of employment opportunities in evening and nighttime industries.
- **Strengthen strategic partnerships:** Continue to strengthen joint working with HS2, OPDC and Heathrow as major existing and emerging drivers of evening and nighttime jobs in Ealing. Secure commitments from these partners to ensure Ealing's residents and businesses benefit from forecast jobs and supply chain opportunities in the evening and nighttime economy.

Long term 3-5 years

- **Affordable workspace:** Ensure new affordable workspace provision provides flexibility for those operating outside of daytime hours where appropriate.
- **Industrial areas:** Through emerging masterplans for industrial areas, where industrial and residential co-location is proposed and appropriate, consider the need for services and amenities after 6pm to support these new and nearby existing residents.



AFTER
6pm

Civic and public life

Short term 0-1 years

- **Promotion:** Work with businesses to launch a promotion campaign to showcase and share information about Ealing's offer after 6pm. This would include video content on each of the seven towns.
- **Online directory:** Establish an online directory of venues suitable for evening activity. This would include working with existing culture and leisure venues to bring new uses into their spaces, such as live performances, comedy and music.
- **Connected Communities Manual:** Embed evening and nighttime infrastructure needs into an Ealing Connected Communities Manual that will set out how development proposals and capital projects must contribute to the implementation of 20-Minute Neighbourhoods.
- **Extended opening hours for coffee shops:** Update council webpages and directly engage businesses to raise awareness that coffee shops can remain open after 6pm on the basis they are not providing alcohol or amplified music or entertainment.
- **Pilot extended opening hours:** Update council webpages and directly engage businesses to raise awareness that businesses can apply for Temporary Event Notices to trial longer opening hours.

Medium term 1-3 years

- **Libraries after hours:** Work with local stakeholders to activate libraries and other spaces with out-of-hour community services and cultural activities, including at Community Hubs in Southall, Northolt and Acton.
- **Diverse uses:** Lobby central government to simplify the licensing application process to ensure a more diverse range of businesses can operate on high streets and town centres across the borough.

Long term 3-5 years

- **Meanwhile uses:** Work with partners to test new community and cultural activities after 6pm, informing the business case for new spaces in future development, with a particular focus on Southall and North Acton.
- **Regional Park:** Capitalise on the emerging Regional Park as a destination and driver of footfall. Ensure new facilities bolster the borough's evening and nighttime offer, such as an outdoor cultural venue



Public realm

Short term 0-1 years

- **Crime hot spots:** Continue to work with the Metropolitan Police and other organisations through Ealing's High Street Task Force to take a place-based and partnership approach towards identifying crime hotspots and implementing practical solutions to improve safety.
- **Safety schemes:** Work with business networks to promote and increase participation in Ealing's welfare and vulnerability engagement programme. This supports licensed premises to prevent and reduce sexual violence, vulnerability, and other harms by equipping staff with knowledge, skills and confidence.
- **Public realm as a venue:** Work with communities and businesses to scope and consult on locations where temporary road closures after 6pm could support community events, including markets. Work with operators to activate underutilised public spaces with a daytime offer that extends into the evening, including North Acton Square.
- **Night-test:** Introduce a 'night test' for all major public realm schemes delivered by Ealing Council to assess the impact of proposals on Ealing's economy after 6pm, aligned to TfL Healthy Streets indicators.

Medium term 1-3 years

- **Managing delivery vehicles:** Review licensing policy to include stronger mechanisms to manage moped and other vehicular deliveries after 6pm.
- **Public transport:** Continue to lobby TfL for increased public transport connectivity after 6pm, particularly for those towns not served by the night tube.
- **Womens night safety charter:** Work with business networks to promote and increase sign-ups to the [Mayor's Women's Night Safety Charter](#). Encourage venues serving alcohol to commit to this when making a new or variation Licensing Application.

Long term 3-5 years

- **Safe Havens:** Work with business networks to promote and increase sign-ups to the [Safe Haven](#) network. Encourage venues serving alcohol to commit to this when making a new or variation Licensing Application.



Stewardship and management

Short term 0-1 years

- **Good management through planning:** As per the London Plan and Ealing's Regulation 19 Local Plan, continue to work with developers to ensure new development positively contributes to Ealing's economy after 6pm and that appropriate management is considered early on, including considerations around noise mitigation, crime, and health and safety.
- **Celebrate good management:** As part of a communications campaign, publish 'spotlights' on existing businesses that are already demonstrating best practice management of evening and nighttime activity and workers.

Medium term 1-3 years

- **Licensing agreements:** Refresh Licensing Agreements to include an updated framework for best practice management of evening and nighttime activity and workers. Where appropriate, revise and enhance Licensing Agreements to incorporate measures aimed at curbing anti-social behaviour and supporting businesses.
- **Noise and nuisance:** Review licensing policy to include stronger mechanisms to manage noise and nuisance issues after 6pm in locations where there are 'hotspots' of complaints.

Long term 3-5 years

- **Support volunteers:** Launch a communications campaign to celebrate and grow the network of volunteers supporting the management of Ealing's economy after 6pm (e.g. PubWatch, Street Pastors).



AFTER
6pm

Communities, planning and governance

Short term 0-1 years

- **Expand the role of Ealing's High Street Taskforce:** Work with the taskforce to develop and adopt a business plan that places increased emphasis on supporting Ealing's economy after 6pm. Expand taskforce membership to represent evening and nighttime industries.
- **Ealing Metropolitan Forum:** Set up an Ealing Metropolitan Developer, Business and Landowners Forum to work in partnership to improve the vitality and viability of this town centre, including an offer after 6pm.
- **Representation across our seven towns:** Provide guidance and support for new business groups to form, including Business Improvement Districts and Traders Associations, that could deliver initiatives to support Ealing's economy after 6pm.

Medium term 1-3 years

- **Community-led Regeneration Charter:** Ensure this emerging charter includes targeted guidance on how we expect developers to engage with local communities on proposals for new evening and nighttime uses.
- **Encourage inclusivity:** As part of a communications campaign, work with representatives from protected characteristic groups to encourage evening and nighttime premises to be inclusive and accessible to all.
- **LGBTQ+ Venues Charter:** As part of a communications campaign, promote and increase sign-ups to the [Mayor's LGBTQ+ Venues Charter](#).
- **Community Review Panel:** Work with this existing panel to equip members with the skills needed to fully assess the impact of development proposals on Ealing's economy after 6pm.



AFTER
6pm

Next steps

This strategy is the start of an exciting journey for Ealing's economy after 6pm. There will be continued opportunities to participate in and shape its delivery.

It will pave the way for more **joint working across different partners and stakeholders** to strengthen Ealing's evening and nighttime economy.

It will also form the **evidence base to secure future funding** to support Ealing to become a more prosperous, inclusive and connected place after 6pm.

The delivery of this strategy will be monitored by **Ealing's High Street Taskforce** on a quarterly basis. The Taskforce will develop a set of key performance indicators to measure the impact of this strategy. Progress will be reported on the council website.

Visit www.goodforealing.com to find out more.

Appendix 1 – Existing guidance and policy

The following key documents informed the development of this strategy:

National

- DLUHC, Planning for town centre vitality and viability: This considers how Local Authorities can increase economic activity in town centres at day and night.
- LGA, Managing the nighttime economy: A suite of case studies related to increased evening and nighttime activity from across the country.

Regional

- London Plan 2021: This statutory plan informs planning decisions across the capital. It identifies town centres in Ealing that play a significant role in London's the evening and nighttime economy, as referenced in this strategy.
- The Mayor of London's London Recovery Programme: As part of a strong recovery from Covid-19, this recognises the importance of diverse high streets at all times of day and night.
- GLA Night Time Strategy Guidance: This sets out a best practice approach to strategy development and has informed the methodology for this strategy.
- West London Alliance Build and Recover Strategy: As part of a strong recovery from Covid-19, this recognises the importance growing the evening economy across town centres in West London.

Local

- Ealing's Regulation 19 Local Plan: This will guide future development and planning decisions over the next 15 years. It identifies locations that are suitable for evening and nighttime uses, as referenced in this strategy.
- Industrious Ealing Reports: These reports consider how to maximise the potential of Ealing's industrial areas. This strategy considers how some of these locations could be activated to support the evening and nighttime economy.

- 20-minute Neighbourhood Frameworks: These identify opportunities to improve the local evening and nighttime offer in Northolt, Greenford, Perivale and Acton, as referenced in this strategy. The emerging Ealing and Hanwell framework will identify further opportunities for the Metropolitan town centre.
- Culture Infrastructure Plan: This plan considers the investment needed to embed culture across the borough, including new venues to support the evening and nighttime economy.
- Ealing Race and Equality Commission: This considers the impact of inequality on residents' wellbeing and life chances.
- A Safer Ealing for Women Action Plan: Over 3,000 women and girls shared their experiences of safety across the borough, from day to night.
- Ealing's violence against women and girls strategy aims to reduce the prevalence and impact of violence against women and girls.
- Emerging Jobs and Skills Strategy will grow Ealing's economy and business base, delivering diverse jobs in Ealing's growth sectors. The recommendations in this strategy are aligned to this, forming a joint-up approach to growing Ealing's economy 24-hours a day.

Appendix 2 – Engagement Report

Phase one engagement activity included:

- Online resident and visitor survey: 1739 people responded
- Online worker survey: 1144 people responded
- Online business surveys: 47 businesses responded
- Business visits in Ealing, Southall and Acton: 31 businesses visited

Phase two engagement activity included:

- Online on overall strategy: 3094 people responded
- Online survey on boroughwide vision: 635 people responded
- Online surveys on seven town visions: 899 people responded
- Online survey on action plan: 28 people responded
- Business visits in seven towns: 112 businesses visited, 127 staff engaged.

The following stakeholders participated in one-to-one meetings:

- University of West London
- Brunell University
- Greater London Authority / Publica
- Old Oak and Park Royal Development Corporation
- Heathrow Airport
- ActOne Cinema
- Questors Theatre
- Waterside Trading Centre Management
- West London Business
- Business Improvement Districts (West Ealing, Ealing Broadway, Acton)
- Ealing High Street Taskforce

The 'Create Late' event series include 15 events over 6 evenings in 9 venues in Ealing Broadway, Southall and North Acton. It tested demand for new activities after 6pm. The events were sold out and over 300 people participated. It was curated by Daniel Mcgeady of Colourblind Ltd and 15 local artists and practitioners contributed, including [POW Workshops](#), [Klatch Studios](#), [Nidhi Uppal](#), [8 Strikes Corner](#), [Neera Sehgal](#), [Blanc Ceramic](#), [Bhangra Dance London](#), [Ubuntu Spirit UK](#), [Pexava Dance](#), [YI Crafts London](#), [Open Ealing](#), [Pure JiuJitsu](#), and [Ealing Pole Studio](#).