

Great homes: better lives

Our housing strategy for Ealing



2025 – 2030
Executive summary
June 2025

1. Housing in Ealing: understanding the issues

Our new housing strategy sets out our plans to shape housing provision across Ealing's seven towns over the next five years. It reiterates our commitment to providing genuinely affordable homes for our residents and communities in Ealing, as well as ensuring that we continue to deliver on our three key missions: creating good jobs, tackling the climate crisis, and fighting inequality.

Ealing is a dynamic and diverse area with a growing population and abundant local amenities. It also faces a number of challenges in sustainably meeting local housing needs.

Demographics



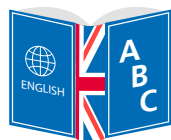
We are the **8th** most ethnically diverse local authority in the country



160 languages are spoken in the borough

30.9%

of residents don't speak English as their first language



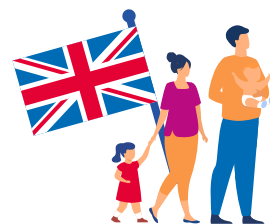
Between 2011 and 2021,

the number of people aged 65 and over in Ealing went up by almost 23%



We are London's

3rd largest borough with a population of 367,000



Less than half

of the population (47.6%) were born in the UK

Ealing's housing market

46%
of households
own their home



The average
home costs
16 times
the average
local salary



1,195
new
affordable
homes were
completed
here in



2,100 new
homes completed
in 2022/23 - the
highest number
of completions in
London

34% of
households
are privately
rented



Just over **24,000**
socially rented
homes in the
borough - 20%
of our homes



67 registered
providers of
social housing
with homes in
the borough



There are an estimated
5,550 houses
in multiple occupation
(HMOs)



Affordable housing

4th highest
level of
repossessions in
London at 3.09
per 1,000
households



Ealing Council has lost
9,079 social rented
homes through
sales the Right
to Buy since 1980



On average, the
lowest private
Southall rents
increased by more
than **90%**
between 2010
and 2022.



Around **one in 42**
households in
the borough
are homeless or threatened
with homelessness - an
increase of 21% over
the past two years



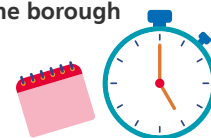
10th
highest proportion
of households in
temporary
accommodation
in England



4th highest
level of rough
sleeping in
London



14 years -
average wait for a
three-bed socially
rented home in
the borough



2. Vision and priorities

Our shared vision is for everyone to have a good quality, genuinely affordable home within a strong, thriving community where they can live happier and healthier lives.

To help us work towards our vision, we are committed to increasing inclusion, power and control of residents and the wider community to shape Ealing's housing provision, and creating connected, strong and thriving communities across the seven towns in the borough. Working together, we will seek innovative solutions to deliver against our four strategic priorities over the next five years.

We have four interconnected **strategic priorities** for housing in Ealing for the next five years, which will support us to deliver on our mission. These are:

Supporting growth: meeting residents needs for more genuinely affordable homes

Quality homes and neighbourhoods: that are safe, healthy and resilient for the future

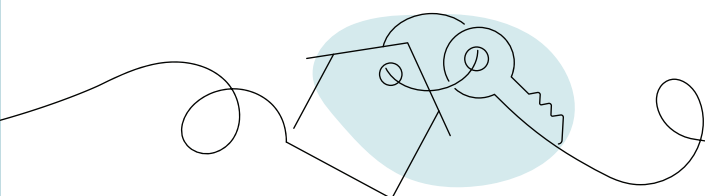
Well-managed homes: supporting people to live settled lives

Better lives and connected communities: preventing housing crisis, fighting housing inequalities and supporting independence

The actions we take to achieve these priorities will contribute to delivering on our three council-wide strategic objectives of creating good jobs, tackling the climate crisis, and fighting inequality.

Our approach to delivering this strategy will be underpinned by four commitments about the way we will work. These are:

- empowering communities
- being bold and innovative
- delivering through partnership
- a polycentric approach – Ealing's seven towns



Priority 1

Supporting growth: meeting residents needs for more genuinely affordable homes

We will seek to engage and empower residents in our work with partners to secure investment, ensuring Ealing's seven towns have a sufficient number and mix of new homes to meet to meet existing and future housing needs.

Our objectives are to:

- increase the supply of good quality, genuinely affordable homes
- deliver a range of homes to meet diverse needs
- work with residents to support the growth of community-led housing
- work in partnership to fund and increase the delivery of new homes
- place residents at the heart of decision-making when planning and undertaking estate regeneration
- secure a cost effective, suitable supply of temporary accommodation, reducing the reliance on emergency housing



Summary of our key policies:

Housing affordability: definition of genuinely affordable homes

Housing costs should take up no more than a third of net income or 40% of gross household income. Proposals for new affordable homes will need to ensure housing costs (rents, service charges, ground rents and mortgages) are affordable to residents who are unable to afford to buy or rent.

Social housing: Our allocations policy sets household income criteria for social housing let through our waiting list (eligibility is currently capped at £35,000 for a 1-bed home to £60,000 for a 4-bed plus).

Intermediate housing: The GLA also has income caps for intermediate homes (currently £67,000 for intermediate rent/London Living Rent and £90,000 for shared ownership). We expect new intermediate rented homes to be affordable to a range of household incomes from lower quartile to average incomes, capped at the GLA's London Living Rent benchmarks.

Maximising the delivery of genuinely affordable homes

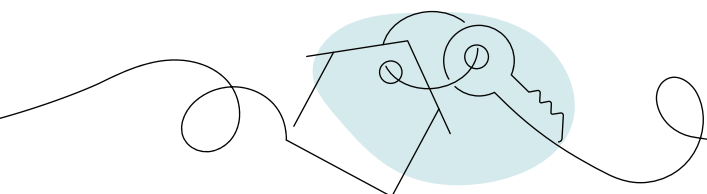
We will seek to meet the strategic London Plan target of delivering 50% affordable homes (policy H5) by habitable room.

Meeting our housing delivery targets

We will plan to increase housing delivery to meet our London Plan housing delivery target, which is currently 2,157 homes per year until March 2026. Central government has provided an indicative housing delivery target of 3,407 homes per year, so it is likely the next London Plan will increase our target beyond 2026.

Delivering quality, high density social housing

The council will seek to limit the height of single tenure social housing blocks to six storeys. Instead, the council will explore innovative approaches to delivering lower rise blocks for social housing to help provide better liveability for families or tall mixed tenure blocks which combine social housing with other tenures. We will involve residents using co-design principles, to shape the design and management.



Tenure and size mix requirements

Our priority is maximising the delivery of social rented homes to ensure meet identified housing need.

The current affordable tenure mix we are seeking through our local plan is set out below and will be updated when the next London Plan is published:

- 70% of new affordable homes at social rent levels. Social rent is targeted towards local residents who are eligible for social housing in line with our allocations policy.
- 30% intermediate homes We will prioritise intermediate rented homes (including London Living Rent) over shared ownership for those who meet the GLA and local eligibility criteria who cannot afford to rent or buy. Discount market sale homes (homes sold to purchasers with a discount to the market value, such as First Homes) are not one of our preferred intermediate tenures, except where being delivered as part of a community-led scheme and/or scheme that provide homes to groups of people who share a protected characteristic. We do not support discounted market sale as part of the intermediate mix, except where it forms part of a community-led scheme and/or schemes that provide homes to groups of people who share a protected characteristic.

Size and tenure mix of homes to be delivered:

	Affordable homes		Market delivery
Size	Social rent	Intermediate homes	Private
1-bed	23.3%	26.2%	9.1%
2-bed	31.3%	34.4%	16%
3-bed	31.4%	27.8%	67.7%
4-bed+	14.0%	11.6%	7.2%
Total %	100%	100%	100%

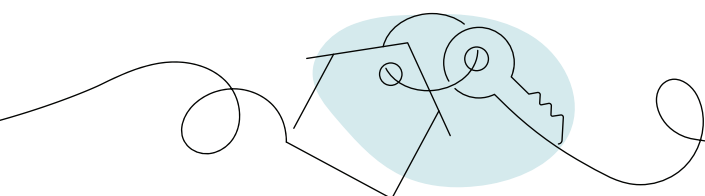
Delivering good quality temporary accommodation supply and reducing the reliance on nightly temporary accommodation

We will invest strategically, sustainably and work with partners, to meet the accommodation needs of homeless households in Ealing over the short, medium, and long-term.



Priority commitments:

- develop and deliver an Affordable Homes Investment Plan
- secure GLA Affordable Homes Programme funding and other funding and investment to help deliver a range of genuinely affordable tenures
- work in partnership to explore opportunities to deliver homes that meet the needs and priorities of our specialist and supported housing strategy. This will include exploring the redevelopment of underused and poor-quality sheltered housing schemes which could better meet a wider range of housing needs
- attract housing investment in new housing through our “Good for Ealing” brand and explore alternative funding sources, including private investment to deliver new homes and community infrastructure
- explore opportunities for Ealing to establish a sustainable new community beyond the borough
- agree and deliver a new Temporary Accommodation Acquisitions Strategy
- collaborate with community land trusts and other groups specialising in community-led housing to bring forward suitable development opportunities



Priority 2

Better homes and neighbourhoods: that are safe, healthy and resilient for the future

We will invest to improve the quality of homes and neighbourhoods, supporting physical and mental health and wellbeing, creating spaces that promote social connection and ensuring residents benefit from the transition to net zero.

Our objectives are to:

- enshrine good quality design and place shaping
- retrofit and adapt homes to be more sustainable, providing a clear pathway to net zero
- proactively improve standards of accommodation in the private rented sector through licensing schemes and other regulatory interventions
- invest to improve the existing social housing stock and address building and fire safety issues
- secure investment and capture social value to deliver Ealing's 20-minute neighbourhood approach across our seven towns



Summary of our key policies:

Investing in homes that are fit for the future

We will work to ensure every new and existing home is decent (under the Decent Homes Standard and Future Homes Standard), meeting the 12 Healthy Homes principles and align our resources around these priorities.

Housing design and place shaping

We want to build power in communities to help collectively shape place. To facilitate this, we will seek to enshrine good quality, sound design and place shaping principles throughout new development via our updated housing development guide, design review panel, and expanded membership of our community review panels to better reflect our seven towns.

Inclusive design is indivisible from good design and development proposals should achieve the highest standards of accessible and inclusive design in line with London Plan Policy D7 and DAA. Our Local Plan contains the following targets setting out the proportion of new build homes meeting accessible housing standards:

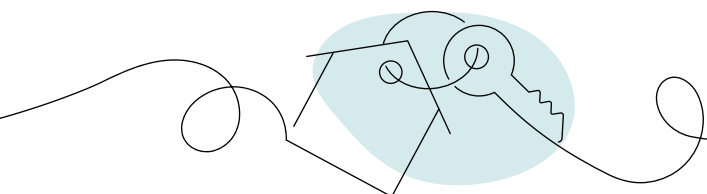
- 90% of new build dwellings meeting M4(2)
- 10% of new build dwellings meeting M4(3)

Tall buildings

We take a plan-led approach to tall buildings, as set out in the London Plan and our Local Plan (policy D9). The definition of a tall building in different areas of the borough is based upon rigorous assessment of local character and prevailing heights in metres. Our design principles, as set out in the new local plan, will be used to assess planning applications as they come forward through the Ealing design review panel and community review panel.

Meeting net zero carbon homes targets- retrofitting and energy efficiency

Ealing has declared a climate emergency and has an ambition of becoming a net zero emissions borough by 2030. For new homes, we will ensure new homes are climate ready, low energy, healthy and designed to Passivhaus design principles. To meet this target, for existing homes we will take a whole house approach to retrofitting,



improving the energy efficiency (to address fuel poverty and lessen energy demand) and decarbonising homes.

Supporting a vibrant private rented sector

We are committed to ensuring our private sector homes are safe, sustainable and well-managed, with fair rents where residents are proud to live. We will improve the private rented sector through a combination of support and market interventions as well as proactive regulation, aimed at fostering a balanced, fair, and sustainable housing market that supports the wellbeing and aspirations of Ealing residents.

Building and fire safety

We will raise awareness around roles, responsibilities and managing risk around building and fire safety across all tenures. For our own housing, we will ensure we meet the requirements of the Building Safety Act 2022, the Fire Safety Act 2021, and other legislative and regulatory changes introduced and proposed following the Grenfell tragedy.

Damp and mould

We expect all landlords to comply with the law and guidelines (from the Property Ombudsman and Housing Ombudsman) around damp and mould. This means adopting a proactive approach to damp and mould that is data driven and risk-based with prompt action to identify, remedy, and provide advice in order to ensure a safe, healthy, and comfortable environment for residents.

20-minute neighbourhoods

We have developed a 20-minute neighbourhood framework which will ensure new homes: have access to essential facilities within a 20-minute journey, encourage active travel; improve social mixing; and provide essential services such as access to healthy food.

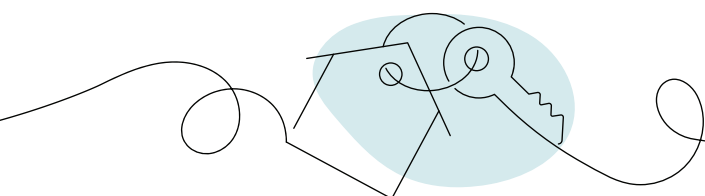
Securing social value in housing

We will maximise social value through initiatives that really matter to our residents and the communities in which they live, demonstrating that we are capturing the best outcomes for residents. We will leverage in social value through procurement, partnerships, land disposal, planning gain and investment to secure benefits for local communities and deliver better outcomes against the strategic priorities set out in our Council Plan.



Priority commitments:

- show leadership in setting high standards for the quality of design expected in the borough. Raise Ealing's profile as a borough that expects high-quality design
- develop a boroughwide approach to retrofit, including green skills, coordinated by the climate leadership board, and continue to seek funding to support activity to decarbonise the borough's homes, including opportunities to attract new funding from institutional investors.
- evaluate the success of additional and selective licensing schemes within the borough to and achievement of the licensing scheme's objectives.
- prioritise the delivery of our building safety remediation plans
- adopt a proactive approach to disrepair, damp, mould and condensation (DMC) that is data driven and risk-based (taking account of our tenant's diverse needs and vulnerabilities) with prompt (and prioritised) action taken where issues are identified, ensuring as part of this that the approach supports our preparation for Awaab's law and potential Decent Homes Standard changes.
- evaluate the findings of the council's housing stock condition survey and use this to develop a new Asset Management Strategy



Priority 3

Well-managed homes for all: supporting people to live settled lives

We will give residents living in social housing and the private rented sector more power, control, and choice, transforming housing services to ensure we meet their needs and rectify things quickly if they go wrong. Together with our partners, we will support tenants and landlords, raising awareness of rights and responsibilities and proactively regulate the private rented sector.

Our objectives are to:

- transform the management of Ealing's social housing stock, improving performance and better meeting tenant needs
- strengthen and embed the partnership between housing and health
- improve access to good quality, genuinely affordable homes
- engage and empower residents, giving greater voice and influence over services, raising awareness of rights and responsibilities



Summary of our key policies:

Social housing tenancies

All complaints for rented homes should be dealt with promptly and fairly. We expect all regulated social housing landlords working in Ealing to comply with the Regulator of Social Housing's regulatory standards. This includes the consumer standards' required outcomes and specific expectations.

Housing complaints

We expect all complaints for rented homes to be dealt with promptly and fairly. Social housing providers need to follow the Housing Ombudsman's complaint handling code for all relevant complaints. A similar redress scheme with an ombudsman (likely to be the Housing Ombudsman) will soon be set up for the private rented sector and we expect all private landlords to join, in line with the requirements and to follow any codes of good practice that are introduced.

Allocations and lettings of social housing

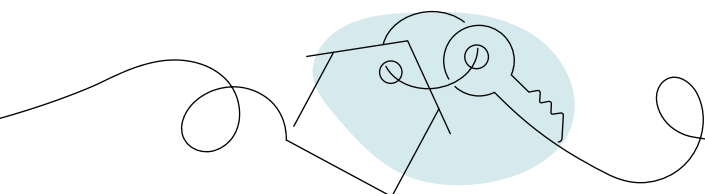
Our statutory allocations policy specifies who can register for social housing and how we will prioritise applicants based on their level of housing need when allocating this in compliance with the relevant legislation and government guidance.

We aim to:

- manage expectations about the availability of social housing
- make the best use of available housing stock
- promote the awareness of alternative housing options and solutions
- provide arrangements for determining priorities between applicants and give 'reasonable preference' to certain groups of these in accordance with the Housing Act 1996 s.166A(3)
- provide fair access to our service
- allow the greatest degree of choice

Improving access to housing for members of the Armed Forces

Ealing has signed a covenant committing to ensuring support is given to members of the Armed Forces community with urgent housing needs and priority is given through our social housing allocations policy.



Supporting young people and care leavers

We have made a pledge to ensure experience of care is treated as a 'protected characteristic' throughout the council. We will work with young people to provide housing services that meet their needs. This means raising awareness amongst young people about their housing options, improving access to a range of safe, affordable, and quality homes, ensuring young people have the necessary skills and support to live independently and access opportunities.

Allocating intermediate and keyworker homes

We will ensure that intermediate homes are targeted to those with the greatest need who live and work in Ealing by providing a policy framework setting out local criteria to prioritise intermediate housing applicants to:

- support those living and working in the borough to access home ownership or good quality rented accommodation
- help ease the pressure on the social housing register and temporary accommodation
- support particular priority groups to access affordable housing, such as care leavers and foster parents
- support the recruitment and retention of keyworkers in Ealing
- provide clear eligibility criteria setting out who is eligible for intermediate housing in the borough

Housing's role in supporting health and wellbeing outcomes

We will strengthen and embed the links between our housing and health services and the commitments in our health and wellbeing strategy, further embedding the 'social prescribing' model through which we can better support people who present at medical settings with housing issues, helping them to find appropriate support through referral to the right information, advice, or guidance.

Working with and building the power of residents in housing

We will actively listen and respond to community feedback. We are committed to strengthening connections with and between residents, fostering pride and ownership in local projects and building a future shaped by the borough's diversity. Every voice matters, regardless of tenure, whether a homeowner, or living as a council tenant or leaseholder, or in the private rented sector. We will work hard to ensure residents' voices are heard regarding housing matters and ensure access to safe, decent homes and neighbourhoods.

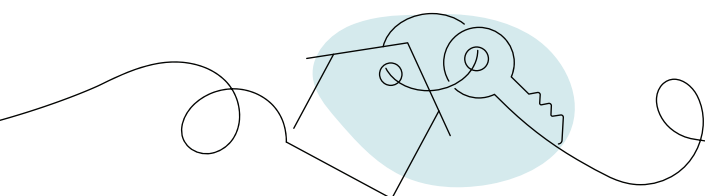
The voice and influence of tenants and leaseholders is essential to enhance every aspect of our housing services, from rent collection to improving homes, undertaking repairs to managing estates and ensuring homes are warm and safe.

Through our resident engagement strategy, we will foster robust tenant-driven engagement opportunities to help ensure all our tenants and leaseholders have safe and decent homes, receive high quality housing services that meet their needs and quick resolutions to complaints.

Priority commitments:



- develop an improvement plan following the inspection judgement from the Regulator of Social Housing
- commit to the Town and Country Planning Association's Healthy Homes Pledge and where feasible, incorporate building biology principles for all new council homes
- consult, agree and implement regarding an Intermediate and Key Worker housing prioritisation & eligibility policy
- facilitate the creation of a Private Renters Rights Forum or Association run and led by renters to create and develop strong community-led activity and development of renters' resilience
- deliver our new Resident Engagement Strategy by building innovatively on our existing range of involvement and engagement opportunities and mechanisms



Priority 4

Better lives and connected communities: preventing housing crisis, fighting housing inequalities, and supporting independence

We will seek to increase social connection to build community resilience and tackle housing inequalities. We will focus on identifying homelessness risks early and prioritise prevention across all services, working together to find innovative solutions to respond swiftly to housing crisis. Together with our partners, we will meet the needs of those with specific housing and support needs, helping people maintain control over their lives and to thrive in the community.

Our objectives are to:

- build resilience and promote inclusion in our seven towns
- fight racial and other forms of inequality in housing
- build community capacity and ensure prevention is at the heart of all services to address housing crisis
- work together with partners to support those with specialist housing and support needs to live independently
- meet the needs of older residents



Summary of our key policies:

Building resilience across our seven towns

We will take an area-based approach, working with our residents and communities across the seven towns to build connections and resilience, shape services and deliver growth. We will work with communities to understand their housing concerns and meet housing aspirations, preventing any town from being overlooked or unduly burdened with excessive development pressures.

Safer neighbourhoods and communities

Through our Safer Ealing Partnership, we will improve the quality of life for local residents by tackling anti-social behaviour, noise, environmental nuisance and crime within Ealing. New housing development, estate regeneration and neighbourhood investment will need to demonstrate the design supports community safety, discouraging crime and anti-social behaviour.

Tackling housing inequalities

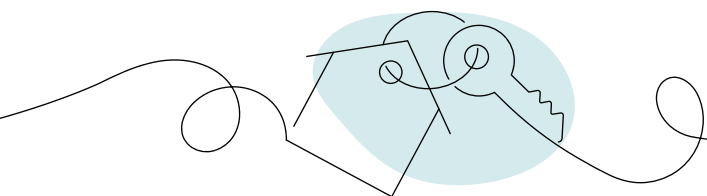
We will work with our communities and partners to identify and address housing inequalities to create a fairer housing market and borough where no-one is left behind in achieving their potential.

Embedding a preventative approach to homelessness and housing crisis

With our partners across the public (including health, public health and social care), voluntary, faith, and community sectors, we will focus on identifying those at risk of homelessness, exploring new models of responding to housing crisis, taking early upstream preventative action to prevent homelessness and rough sleeping from occurring. This involves ensuring council and partner services are community-driven and fostering a borough-wide ethos of mutual support and early intervention, making homelessness prevention a shared community achievement.

Meeting the needs of those in temporary accommodation

We will prioritise rapid rehousing from temporary accommodation into supportive community settings, building resilient networks and support systems that prevent future



homelessness. We recognise the critical need to improve the lives of those in temporary accommodation, while they are in it. We will work to end our reliance on bed and breakfasts and hotels, address overcrowding and ensure that educational and support needs are met with minimal disruption.

Ending rough sleeping

We are committed to finding innovative ways to meet the needs of people who become street homeless, through the effective deployment of available resources from the council, the NHS, the voluntary sector and our wider communities. We will work closely with the communities where rough sleeping is most prevalent and with all our partners to ensure that opportunities to prevent rough sleeping are maximised and that services working with rough sleepers are coordinated to achieve the best possible outcomes, including for those with no recourse to public funds.

Specialist and supported housing

We want everyone in Ealing to have the opportunity to lead as independent and fulfilling lives as possible. For some people, extra support to live in and be a part of their community is vital. Data conclusively demonstrates that people stay healthier when they feel connected to and supported by their communities.

We will work together across health, adult services, the provider market, and the local community to model future demand and needs, identifying gaps in provision. We will build a commissioning framework that reflects best practice to meet the needs of individuals, to develop a range of housing options to meet the housing requirements and aspirations of people who have care and support needs to enable them to be able to make informed choices, retain their independence, live in a safe, accessible, and warm home for as long as they wish, with support and adaptations as required.

Meeting the housing needs of older people

We will place residents' needs at the centre of our work with partners to meet the needs of a growing, ageing population with diverse housing needs. We are seeking to help people to live well and comfortably into older age, connected to their local communities where senior citizens enjoy life and thrive. This means enhancing and optimising the range of housing options for later living, ensuring there is a supply of attractive, well-designed, culturally sensitive, age-friendly and inclusive homes that are desirable, accessible, adaptable, technology-enabled and affordable. This will allow people to live independently for as long as possible, accommodating lifestyle or changes to health.



Priority commitments:

- improve the ways to get in touch with the Council regarding housing issues, reviewing as part of this how residents can access key council services including community and housing hubs
- support the work of the Citizen's Tribunal achieving the four demands that emerged from the Race Equality Commission's findings and hold ourselves to account for these
- investigate how we can better support families disadvantaged by living in overcrowded and poor-quality homes, or temporary accommodation, to improve social, educational, health, and well-being outcomes, including:
 - digital inclusion to meet their immediate needs
 - local activities to learn new skills
 - befriending schemes to tackle loneliness
- implement our new Borough of Sanctuary Strategy to ensure refugees fleeing conflict and the climate crisis find a welcome home in the borough. This will build upon on our recent involvement in the Homes for Ukraine and Afghan Relocation and Assistance Policy
- agree and implement a new homelessness and rough sleeping strategy

