



JULY 2025

# Ealing Local Plan Examination

## Matter 8 Statement

Iceni Projects Limited on behalf of  
Brydell Partners

July 2025

ICENI PROJECTS LIMITED  
ON BEHALF OF BRYDELL  
PARTNERS

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## 1. INTRODUCTION

- 1.1 This Matter Statement has been prepared by Iceni Projects on behalf of Brydell Partners (hereafter 'Brydell') who have landholdings at the Former Greenwich School of Management (Site Allocation 05GR).
- 1.2 Brydell have a wide-ranging property portfolio that extends from London residential, single-family homes, senior living and student accommodation to retail warehousing, industrial, retail, offices and labs. More specifically in Ealing, they own the Former Greenwich School of Management site on Greenford Road (Site Allocation 05GR) with their ownership bound by Oldfield Lane North to the northwest, Greenford Road to the east, and the existing Ferrero office complex at 889 Greenford Road to the south.
- 1.3 Brydell submitted representations to the Regulation 19 stage in relation to this site which focused on housing, economic development and design / tall building policies.
- 1.4 This statement seeks to reinforce the points made in their representations to the Regulation 19 consultation and ensure that the identified policies remain supportive of current and future development at the Former Greenwich School of Management site and elsewhere within the District.

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## 2. MATTER 8 – TOWN PLANS

**Issue [Focus – all Town Plans]** Whether the Town Plans are justified, effective, in general conformity with the London Plan, consistent with national policy and positively prepared.

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**Greenford Town Plan 20a) In terms of Policy G1, is the proposed level of growth for the area correctly cited?**

- 2.1 While Brydell are supportive of the overall objectives of the policy, they wish to highlight an inconsistency between the Greenford Spatial Strategy and Figure SS1, which outlines the borough’s overarching Spatial Strategy on page 65 of the draft plan. Figure SS1 indicates the expected level of development intervention across Ealing’s “town locations,” and point (iv) specifically states that the Council anticipates the “delivery of significant levels of development in Greenford and Northolt town centres.”
- 2.2 However, Section A of Policy G1 states that “moderate levels of mixed-use development will be directed to the areas of best connectivity.” To ensure consistency with the Spatial Strategy, Brydell recommend amending Policy G1 to reflect a requirement for “significant” levels of development in the areas of best connectivity, aligning it more closely with the ambitions set out in Figure SS1.

**Greenford Town Plan 20e) In terms of Policy G1, does it adequately address the varied needs of business in terms of unit sizes and accessibility?**

- 2.3 Brydell are supportive of the overarching aims of Policy G1, particularly its focus on encouraging growth and intensification within town centres, industrial areas, and green spaces. The inclusion of Point I, which highlights job creation, is also welcomed.
- 2.4 While this addition is broadly supported, Brydell recommend that Point I(ii)—which seeks to “explore opportunities to provide additional employment land, particularly adjacent to well-established industrial clusters”—should also give consideration to sites that are easily accessible and benefit from strong public transport connections. Furthermore, Point I(iii) could be expanded to ensure that the employment land supply offers a *broad range of unit sizes*, thereby enabling the “wide range of businesses” envisaged by the policy to successfully occupy and operate within these spaces.