



JULY 2025

Ealing Local Plan Examination

Matter 9 Statement

Iceni Projects Limited on behalf of
Brydell Partners

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 borough.

2. MATTER 9 – DEVELOPMENT SITES

Issue Whether the development sites proposed for allocation in the Plan are justified, effective, in general conformity with the London Plan, consistent with national policy and positively prepared.

Site Specific Questions – Greenford Development Sites (05GR – Former Greenwich School of Management) Is the proposed employment led scheme and range of permitted uses justified?

- 2.1 The draft plan identifies the site for a “high-density, employment-led mixed-use scheme incorporating education, community, and residential elements.” Brydell note that this represents a shift from the previous designation of “non-residential-led mixed-use” to a more explicitly employment-focused mixed-use scheme. They agree that the site presents a strong opportunity for commercial development, particularly given its proximity to the Greenford Strategic Industrial Land designation and nearby industrial and logistics facilities such as the Tesco and Sainsbury’s distribution centres.
- 2.2 With direct access to Greenford Road, the site is well-positioned for strategic industrial or logistics uses (Use Classes B2 and B8), offering efficient connectivity to the A40, and via it, to the M25 and M40. The site’s configuration and scale are also suitable to accommodate such uses.
- 2.3 In addition, Brydell wishes to explore the site’s potential for residential development, noting its location opposite the Greenford Quay development. The scale and character of Greenford Quay have significantly influenced the area, which now demonstrates a strong residential identity. Given this evolving context, Brydell considers both high-density residential and employment-led schemes to be appropriate for the site.
- 2.4 Accordingly, Brydell suggests that a residential-led mixed-use scheme should not be ruled out at this early stage. The site’s location between two tube stations makes it highly sustainable and well-suited for a mix of residential and commercial uses, potentially including Use Classes C1 (hotels), C3 (dwellings), and flexible commercial/community/town centre uses (Classes B, E, F, and Sui Generis).
- 2.5 Brydell further recommends that a broader mixed-use allocation would be more suitable for the site. This would provide the flexibility needed to accommodate a range of uses and allow future development to respond more effectively to the rapidly evolving character of both the immediate surroundings and the wider Greenford area.
- 2.6 In conclusion, while the proposed employment-led scheme and current site allocation are justified given the site’s location and strategic context, Brydell encourages the Council to adopt a more flexible mixed-use allocation. This approach would better reflect the site’s potential and ensure future development can respond dynamically to the area’s changing character and needs.