Barriers to Housing Delivery and Action Plan

1. Housing Delivery in Ealing

1.1 The Government requires authorities where delivery falls below 95% of their target to produce an Action Plan. For the 2023 Housing Delivery Test, 84% of Ealing's housing requirement was delivered[1]. Delivery below 95% requires the production of a Housing Action Plan. This document has been prepared for two purposes, firstly as a response to inspectors' questions as part of the 2025 examination in public of Ealing's Local Plan and it also serves as a housing delivery action plan.

1.2 The council has sought to enable the delivery of the homes it needs through a range of initiatives, from direct delivery to being open to innovative products and a responsive planning service. The nature of the borough means the LPA deals with large complex sites alongside a large caseload of minor and householder applications.

1.3 There are a number of reasons that delivery has not met housing targets in Ealing in the most recent HDT figures. Many of these issues are not unique to Ealing. Nationally there is a slowdown in housing delivery, while to an extent this is being seen at its most acute in London, it is also the area with the highest housing targets.

2. Background

2.1 In London individual LPA housing targets are set by the London Plan. Through the London Plan the GLA is able to look across the city to plan for the housing needs of London as a single housing market area, focusing development on sustainable locations. The target in the London Plan was derived from a number of elements including large sites (0.25ha or more in size) and small site assumptions. The identification of the large site element of the target has traditionally been carried out with boroughs as part of the Strategic Housing Land Availability Assessment (SHLAA). Since the original 2004 London Plan London's and Ealing's target has significantly increased and Ealing's target has increased significantly more

[1] The 2023 measurement was issued in December 2024 and examined activity occurring over the financial years 2020/21, 2021/22 & 2022/23.

in proportion terms than the overall London Plan figure, demonstrating both its housing capacity and the council's appetite for growth.

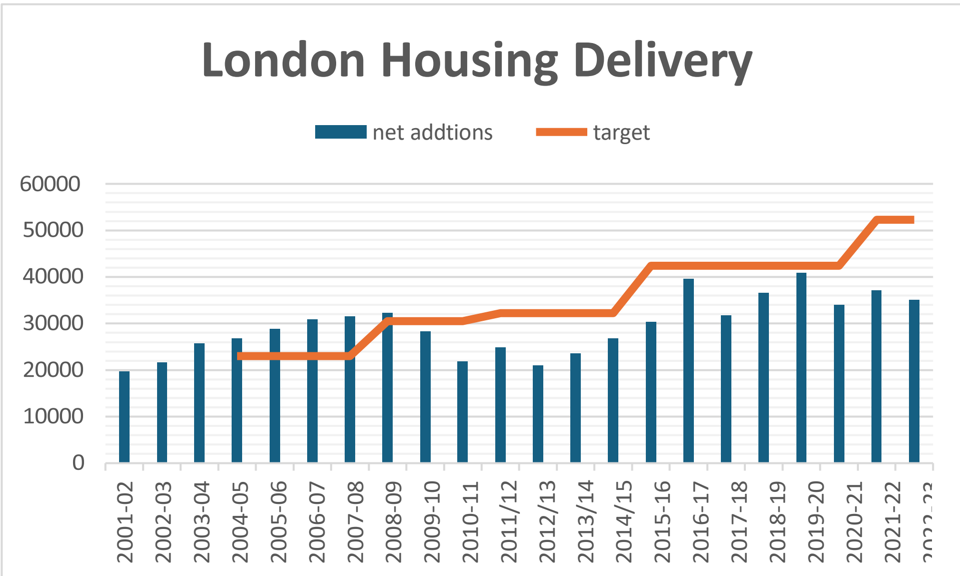
Table One- London Plan housing targets since 2004:

London Plan	London (ten-year target)	Ealing (ten-year target)
London Plan 2021	522,870	21,570*
Further Alterations to the London Plan 2015	423,887	12,972
London Plan 2011`	322,100	8,900
London Plan 2008	305,000	9,150
London Plan 2004	230,000	6,500

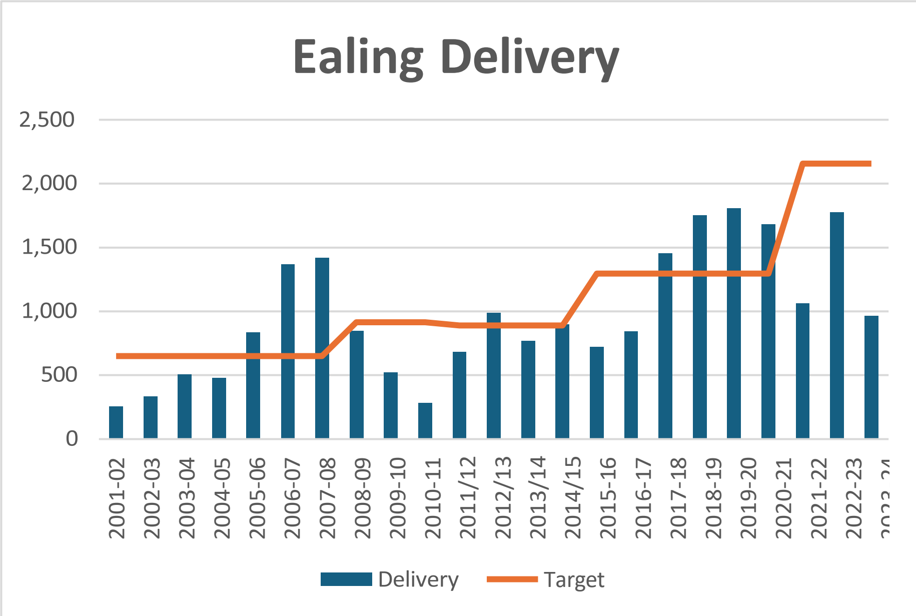
2.2 The 2021 London Plan figure for Ealing excludes the OPDC area, this target for the whole borough is 27,690, this means the increase between 2015 and 2021 is circa 326% increase for the borough as a whole, the London increase is 127%.

2.3 The graphs below show housing delivery against the London Plan targets for London as a whole (Graph 1) and for Ealing (Graph 2).

2.4 It can be seen from graph one that delivery in London has fluctuated, with a steady increase from the early 2000s, with a dip following the 2008 credit crunch and increasing again post 2011/12 and another drop in 21/22. The data shows that the 2021 London Plan target is significantly higher than delivery in the last 20 years.



Graph One: Source GLA data store apart from 22-23 – HDT.



Graph Two: Source data store 2010-2022 and HDT/HFR[2]

2.5 The graph above shows that Ealing followed a broadly similar trajectory to London wide. In the 2023 delivery test 20 boroughs were either in the action plan, buffer or presumption categories and more recent research suggests 50% of London boroughs will be in the presumption category in the next delivery test release[3].

2.6 The delivery test measures completions, obviously before a scheme can be delivered it needs to gain planning permission, analysis of planning applications and permissions can provide insight into the pipeline of potential development. Although it should be noted that some schemes are never built out and/or are superseded by new permissions.

3. Planning Applications

3.1 Graph Three below shows the number of residential applications determined. For residential schemes, the approval rate is circa 70% with some fluctuations over time.

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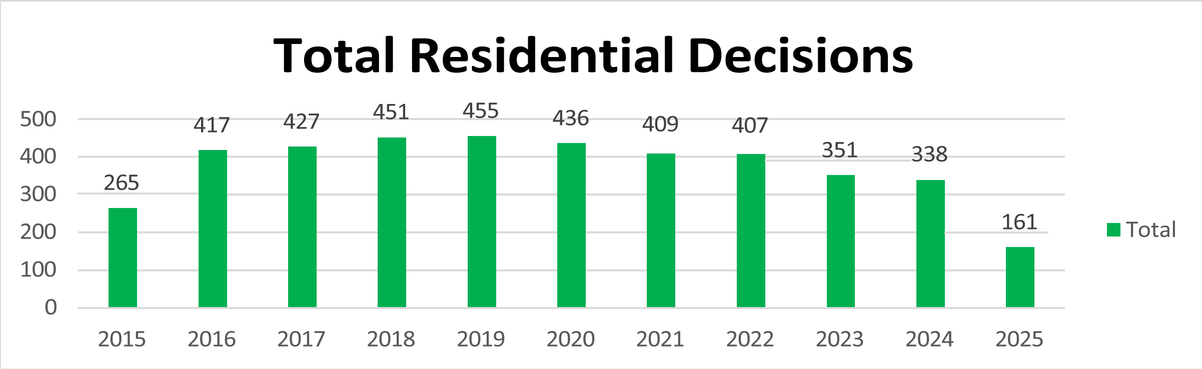
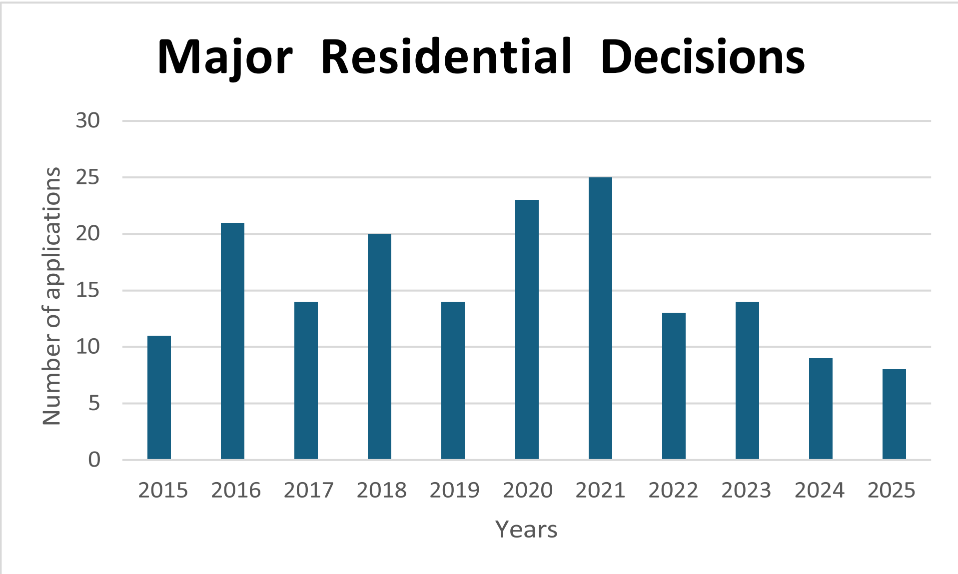
[2] Graph one and two take the information from the GLA's data store -Total Number of Dwellings and Net Additional Dwellings, Borough - London Datastore – this data can differ to that reported in the HDT or previous AMRs. The data is also for Ealing borough (not Ealing LPA).

[3] The authorities we predict will have weakened planning protections after the next housing delivery test results | Planning Resource



Graph Three: Total residential decisions. Calander year.
NB: 2025 only covers a partial year, Jan to August.

3.2 The graph shows that there has been a slow down in applications from the peak in 2019, declining year on year. Looking at just major residential applications, a decline in numbers of applications decided can be seen since 2021, but the data shows that numbers fluctuate. Although only part way through, figures for 2025 suggest an uptick with 8 already having been decided.



Graph Four – Major Residential Decisions

3.3 Because of the scale of some of the major planning applications in the borough, the reduction of just one or two can have a large impact on the pipeline of development.

3.4 The housing trajectory (EB73A and Eb73B) demonstrates the number of schemes in the planning pipeline and assumptions about when they will be delivered.

4. Reasons for the Slow Down in Delivery

4.1 There have been a number of issues over the recent past that have led to a slow down in delivery in Ealing and across London as a whole. Sections 5-15 below explores some of these issues.

5. Availability and Cost of Finance, Build Costs, Inflation

5.1 There have been a number of macro-economic factors that are impacting the building industry. The impacts are wider ranging, from availability and cost of finance, material availability and cost, and labour availability and costs. Some changes can be argued to be structural, for example the 2008 credit crunch reduced the number of builders and developers operating in the market and that has not recovered, and numerous studies have identified the importance of encouraging more SME builders into the market [4].

6. Brexit, Covid, National and International Uncertainty

6.1 Brexit had a range of impacts on the sector including impacting the availability and cost of labour and materials and the attractiveness of UK property to investors[5]. There was also a long period of uncertainty, from the referendum in 2016 to the final Brexit deal in 2020, which was followed quickly by the pandemic.

6.2 The 2020 pandemic impacted delivery in number of ways, from the initial stopping of all development to a workforce impacted by covid and lockdown measures even when activity was allowed to continue. This slowed down build out periods, reducing the availability of materials and labour and a number of contractors also went into administration during this time.

6.3 It was against this uncertain backdrop that the 2021 London Plan was published. While the draft London Plan with the new housing numbers was consulted on in 2017, there was considerable uncertainty about the targets and in fact they decreased from a ten-year target of 649,350 homes in the draft plan to 522,870 in the final plan due to concerns over the deliverability of the small site targets. When published in March 2021, England was still under certain lock down measures and dealing

[4] Tacking the undersupply of housing in England. House of commons Library 2023 CBP-7671.pdf
[5] Brexit - odb9e85ac-7c0e-453e-bdcf-d0953c3fda40

with the realities of covid. Thus, the impetus and certainty that would have been expected from a new London Plan was not felt in a way it usually would be.

6.4 The war in Ukraine has also had knock on impacts due to the impact on energy costs and the general uncertainty created by such a war impacts the appetite for investment and risk.

6.5 The typology of development in the borough also needs to be considered. Ealing is home to both small scale development and major and strategic schemes. Larger schemes are more likely to be high density development. High density development can take longer to complete, and homes are only recorded as complete once the whole development or each phase has been completed. This can lead to 'lumpy' delivery figures. This also means that during times of uncertainty schemes have a tendency to stall rather than slow down (a scheme of low rise homes can often be slowed down, reflecting the speed of sales, but this is not possible in a block of flats) and it can take time for stalled schemes to gear up again (and when some of them were gearing up, they then had to deal with changes in the regulatory environment – see below).

6.6. The Liz Truss budget also had an impact, particularly given the resultant interest rate rises and impact on borrowing costs for the sector and for individuals in terms of mortgages, impacting both ability to supply homes and level of demand.

7. Off Plan Sales

7.1 Many developers and commentators have pointed to a reduction in off plan sales being a factor in the slow down in housing delivery in London. Off plan sales reduced from 81% of new flats being sold off plan in 2016, to 55% in 2024[6].

7.2 Work commissioned by the GLA in 2017[7] found that off plan sales were key to schemes being delivered and without it the schemes would not come forward. "*Two distinct reasons are given for the use of off-plan and pre-sales: debt finance and risk reduction. Banks providing senior debt require developers to have a certain proportion of pre-sales before they will fund a development. The funders set this proportion, which varies by type of scheme and market conditions and ranges from perhaps 40 to 60%. However, even developers who do not borrow to fund development argue that they need pre-sales to reduce the very large risks involved in having so much equity tied up in individual schemes. Off-*

[6] Off-plan sales index | Estate Agents London | Letting Agents | South East England | Hamptons

[7] The Role of Overseas Investors in the London New-build Residential Market GLA/LSE 2017

plan and pre-sales are especially important for tower blocks and other high-density schemes, particularly given housing market volatility, but they appear to be the model of choice for almost all major London developers. Importantly, overseas demand is affected by different drivers than local demand and so helps to smooth out volatility."

7.3 More recent analysis by Molior cites the reduction in off plan sales as one of the key factors in the delivery slow down, as the cost of finance increases, the more valuable the cashflow and certainty offered by off plan sales. Off plan sales have slowed for a number of reasons, partly due to slow house price growth, weaker investor confidence, concerns about developer reliability and also the policy landscape. The stamp duty surcharge on second homes from 3% to 5% has been reported to have suppressed investor activity.

8. Help to Buy

8.1 The national help to buy scheme offered an interest free loan for a set period for first time buyers on certain schemes. The scheme was first introduced following the 2008 credit crunch to boost the construction of new homes. The scheme ended in 2023.

8.2 There has been much debate about the impact of help to buy with some commentators raising concerns that inflated prices, particularly as it increased demand when supply was constrained[8]. The 2022 House of Lords Built Environment Select Committee concluded "*We find that the Government's Help to Buy scheme, which will have cost around £29 billion in cash terms by 2023, inflates prices by more than its subsidy value in areas where it is needed the most. We note recent changes to the programme. This funding would be better spent on increasing housing supply"*[9].

8.3 However, many developers suggest that it was crucial to the delivery of new schemes as it opened up the market to more first time buyers[10], and the removal of the scheme at a time when the market was still dealing with the ramifications of the Truss budget has reduced the number of households able to get on to the housing ladder. Nationally the scheme accounted for 48% of all new build sales during the period it was operating[11].

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[8] How a disastrous Tory policy blew up the housing market | Housing | The Guardian

[9] Meeting housing demand

[10]

[11] How Did Help To Buy Shape The Housing Market? | GB | Cushman & Wakefield 2023

8.4 Both the positive and negative assessments of help to buy can be correct (it inflated prices and was poor value for money, but also it did support the building of new homes) and thus the impact of its removal is likely to have slowed down development.

9. Energy Infrastructure

9.1 In the last few years there were a rapid influx of requests for new electricity connections throughout west London from data centre operators who have sought to co-locate adjacent to fibre optic cables that pass though the region along the M4 corridor and then crossing the Atlantic. The scale of the electricity demanded by the data centres created capacity constraints on both the distribution and transmission networks in the region. In 2022 applications to the SSEN distribution network receiving quotes setting out that there was not sufficient electricity capacity for new connections for several years[12]. This obviously has a significant impact on the delivery of schemes and also added additional potential complexity, delay and uncertainty to developing in West London.

9.2 Since 2022 the GLA, through their infrastructure co-ordination team, have been working closely with West London Boroughs, SSEN, NGET, National Gird Electricity System Operator (NGESO), Ofgem, UK Power Networks (UKPN), data centres and developers. The aim of this joint working is to find innovative solutions to mitigate immediate constraints, unblocking developments that may otherwise be delayed or stopped whilst ensuring that economic development is not being stopped. Details about this work can be found on the GLA website, including the number of homes across West London that have now been unlocked. Developers, applicants, the networks and the GLA continue to work together to ensure that residential and mixed-use development can go ahead.

9.3 Longer term, our approach to promoting the minimisation of energy use and the promotion of renewable energy, particularly solar, aims to reduce energy demand. However, the planned upgrades to the network remain required and the reform led by Government, Ofgem and NESO continues in order to address this issue.

10. Building Safety Act

10.1 The response to the Grenfell tragedy has rightly seen the introduction of a number of significant changes in building safety.

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[12] West London Capacity constraints document -GLA 2022 West London electricity capacity constraints | London City Hall –

However, the development of the response created a number of years of uncertainty followed by a lack of capacity in the new system.

10.2 Prior to the introduction of the Building Safety Act, there were a number of years of significant uncertainty about what measures were to be introduced. For example, in 2022 there was a government consultation on two staircases being required in all residential developments of 30m or over, while this was only a consultation, not formal policy or guidance at that point and there were a number of unknows about the detailed requirements, the GLA suggested that schemes of this height should have two staircases to meet the requirements of London Plan policy D12 Fire Safety The actual requirements were introduced by government in 2024 and required a second staircase for all residential buildings of 18m or over. There were a number of schemes across London that were stalled due to uncertainty, and others amended to meet the 30m criteria and then had to be revisited to comply with the 18m requirements Others had planning approval but had not progressed the building control process and thus had to amend their planning approval or simply because of fears about only having one staircase on safety or desirability, were taken back to planning for amendments. This delay also happened at a time of significant cost inflation; the combination of loss of net saleable area and cost rises squeezed viability significantly for a number of schemes.

10.3 There were a number of schemes in Ealing that stalled or had to make changes to design and approach due to the two-staircase requirement, and it is not possible to know how many schemes delayed coming into planning during this period of uncertainty.

10.4 Schemes now at the gateway 2 stage of process have reported waiting up to 48 weeks for sign off. In September 2025, the Building Safety Regulator confirmed that there are circa 22,000 homes nationally awaiting gateway 2 approval (the majority are London schemes). This obviously has implications for those schemes and their build out times, but the uncertainty has also led to developers moving out of the market or changing their product – i.e. delivering schemes below 18m to avoid the process.

11. Skilled Professionals

11.1 There have been some concerns in relation to recruitment and skills shortages, in particular there are shortages in key areas such as building control and fire safety. Design and construction professionals are also facing an element of retraining and upskilling given the responsibilities set out in the Building Safety Act.

12. Registered Providers (RPs) Development Activity/Investment in New Build

12.1 The majority of RPs have reduced their investment activity in relation to new development and this impacts both the delivery of their own schemes, particularly estate regeneration schemes, but has also meant that RPs are not buying affordable units secure by the planning system. A 's106' unit is not a 'free' affordable unit, it is still purchased by an RP, it is just at a reduced rate to an open market sale unit, thus even those homes secured via planning, final delivery still requires an RP to have money to invest.

12.2 RPs have focused investment on existing properties, in particular to deal with fire safety issues and the implications of the Building Safety Act which has been introduced in response to the Grenfell tragedy. RPs are also seeking to deal with damp and mould issues in advance of the introduction of Awaabs law. There has also been increasing investment in the energy efficiency of social homes and in many cases, it makes sense to address these multiple issues, that have some overlap, at the same time.

12.3 Inflation has also been an issue for RPs. The cost of serving new debt has increased significantly as interest rates have risen. There has also been concern from the RP sector about uncertain and short-term rent settlements and issues with rent convergence, which all lead to a lack of ability to invest into longer term development programmes[13].

12.4 The reduced interest in S106 homes has a direct impact on private development. RP investment in s106 has traditionally meant a level of certainty of early sales of those units which helps with cash flow and a number of studies have set out the importance of mixed tenure on larger sites to support delivery. For some private developers, uncertainty around the s106 units can stall start on site or mean that applicants come back to the planning authority to renegotiate the affordable housing contributions.

12.5 The June 2025 spending review announced some positive initiatives that will improve RPs ability to invest in new stock including, a ten-year rent settlement, additional affordable housing funding and a consultation

[13] See for example the discussion at the London Assembly Housing committee 26 March – Financing Housing in London. (Public Pack) Minutes Appendix 1 Transcript Housing Committee March 2025 Minutes Supplement for Housing Committee, 26/03/2025 14:00

on rent convergence, full funding for the warm homes plan and equal access for social landlords to building safety remedy funding[14].

13. Council's Direct Delivery

13.1 Ealing council has set out in its strategic plan a target of 4,000 additional affordable homes in this term (2022-2026). This target is to be delivered via a mix of sources – council delivery (directly or in partnership), RP led estate regeneration, acquisitions and affordable housing delivered via s106.

13.2 The council, like other developers, has been impacted by a number of issues that have slowed development. In particular, a number of sites have been impacted by contractors entering administration. Henry construction was delivering a number of the council led schemes, which would have provided 105 homes altogether. Some of these sites were partly constructed but have now been stalled for some time, this makes delivering the sites complex, with a range of options being considered in terms of how to move forward. In addition, in the time since construction stalled costs have increased, making buildout and viability of the permitted schemes more challenging. The council are exploring options ranging from site retention to disposal, to resolve the stalled sites.

14.2 There were also delays on phase four of the Green Man estate (LBE and A2Dominion) due to the lead contractor Real collapsing in 2023. However, this is now progressing.

15. Summary of issues

15.1 It is clearly a complex and uncertain time for the development industry, which is impacting the scale and pace of delivery, just at time when housing targets and need are higher than ever before. All players are looking into these issues, with reports and views on this from government, the Mayor, London Assembly, developers and commentators being an almost daily occurrence.

15.2 While many of the issues are beyond the scope or influence of the council, there are things that that council can and is doing to help enable the delivery of the homes that our residents need and these are explored below.

[14] Letter from Housing Minister to registered providers of social housing: Spending Review 2025 - GOV.UK

Housing Action Plan

16. Action Plan

16.1 While a Local Authority may on only play a limited direct role in delivery and relies on developers and registered providers to deliver the homes it needs, Local Authorities do have a number of tools at its disposal to enable the delivery of housing. How Ealing council is using these tools is explored below.

17. The Development Plan

17.1 The development plan itself is a key tool in setting out the spatial strategy and providing direction and certainty for new development. The London Plan is part of Ealing's development plan and has consistently been up to date since the first plan published in 2004. While this has ensured that Ealing has had an up-to-date development plan, Ealing's Core strategy was adopted in 2012. Thus, the new plan will provide significantly more certainty, providing detail at the local planning authority level. The emerging Local Plan includes 82 site allocations and a clear spatial approach for each town. This improves certainty and clarity for landowners and applicants who want to bring development forward and residents who want to know how their area may change over time.

17.2 Adopting a new Local Plan which identifies and facilitates the delivery of an increased supply of housing, sufficient to meet the latest strategic housing target, over the life of the plan, represents a key step in creating an environment for greater housing delivery.

18. Ealing's Housing Strategy

18.1 Ealing's housing strategy "Great homes: better lives," [15] sets out the council's plans to shape housing provision in the boroughs seven towns over the next five years. It sets out four interconnected strategic priorities:

- Supporting growth
- Quality homes and neighbourhoods
- Well-managed homes for all
- Better lives and connected communities

[15] Ealing Housing Strategy "Great Homes: Better lives" Housing Strategy 2025 to 2030 | Ealing Council

18.2 The strategy sets out a range of actions that seek to enable the delivery of market and affordable homes across the borough to meet identified needs.

19. Development Management

19.1 An efficient development management (DM) service is crucial to ensuring schemes can quickly progress through the planning process and is particularly necessary in Ealing given the number of applications the DM service deals with (average of circa 5,000 a year). The team have a good track record of making quality decisions within the set time periods[16].

20. DM Service Stats[17]

- 100% of major decisions made within 13 weeks or within an agreed time (table P151a)
- 98.5% non-major decisions made within 8 weeks or within agreed period (table P153)
- Circa 95% of schemes delegated
- 100% of non-major decisions delegated to officers (2024/25)
- 25% strategic/majors delegated to officers (2024/25)
- Circa 80% applications are approved
- Quality of decisions
    - 0% of major decisions overturned at appeal (live table 154, Oct 2022 –Sept 2024).
    - 1.1% of non-major decisions overturned at appeal (live table 153)

21.1 The vast majority of decisions are delegate to officers, leaving the committee to focus on the most complex cases. Effective communication between officers and members also ensures a smooth committee process.

21.2 The Development Management team are solution focused, maintain good relationships with developers and seek to enable schemes through the system while ensuring development delivers for the residents of Ealing.

21.3 The department offers a range of Pre-app options and planning performance agreements[18]. This helps ensure a smoother process for all involved.

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[16] Ealing Council's 'platinum' planning service | Ealing Council

[17] Information accessed July 2025

[18] Introduction | Pre-application advice | Ealing Council

21.4 We will continue to run the planning service as efficiently as possible. To support the speeding up of the process we are developing a number of reporting tools to enable the officer team to understand what issues in the system can slow progress. AI has also been introduced to streamline the validation process and while officers still have to check cases, overtime the tool will become more reliable.

21.5 It is also important that the DM team have the right resource in place to deal with the level of applications the LPA receives as well as developing productive relationships with applicants, stakeholders and residents.

22. Engaging with Applicants, Landowners, Developers and Architects

22.1 Good for Ealing[19] is Ealing Council's inward investment programme. This programme seeks to attract inward investment by building confidence and enthusiasm about Ealing as a great place to do business and invest in. A key aim is seeking to attract new capital investment to deliver high quality homes, workspaces and supporting infrastructure.

22.2 Part of this work involves understanding barriers to investment and working to solve problems as well as promotion of opportunities in the borough – via investment opportunities documents and attending events such as UKRIIEF and LREF.

22.3 In October the council held a round table with a number of key players in the market, with either Ealing specific or wider market understanding to explore what more the council can be doing to help enable the delivery of the homes that our residents need.

22.4 We also keep in regular contact with individual developers and landowners in the area, to ensure we have as up to date knowledge as possible as to where schemes are in the process and barriers impacting their delivery.

22.5 We will continue to engage with the delivery sector to ensure that we can support delivery and that the sector understands the council's ambitions and priorities.

23. Working with Registered Providers

23.1 As part of the Good for Ealing programme the council also runs an Affordable Housing Forum, which brings together RPs who operate in the

[19] Good for Ealing – EALING COUNCIL'S NEW INWARD INVESTMENT PROGRAMME

borough – this flagged some key issues that are impacting RPs across the board and reducing investment in new housing. The forum has provided feedback on council plans and strategies, discussed the delivery pipeline and it provides the opportunity to coordinate funding bids for the borough for future affordable housing programmes.

24. Negotiating and Delivering Strategic Infrastructure

24.1 Over the last 18months the council has set up a dedicated Infrastructure Planning team. This team have led on improving processes and governance around securing s106 and working with services to ensure delivery in a timely manner to support development in the borough. The team have also worked on updating the infrastructure delivery plan, working across the council both internally and externally to ensure a clear understanding of the infrastructure needed in different areas of the borough. Certainty of what will be delivered and when helps both developers and local residents plan for those changes and improvements and can be a catalyst for further investment.

25. Mix and Innovation and Broadening the Players in the Market

25.1 Ealing council has a long tradition of being innovative when it comes to housing products and the council continues to see the benefit in having a range of products that can meet a range of needs. A number of studies have set out the importance of a range of types and tenures to increase rate of delivery as it brings different players inro the market, meets different needs and thus has different absorption and saturation rates [20] Key to this mix, given identified need, is affordable homes of the right size.

25.2 It is for this reason that Ealing Council's housing strategy sets out support for build to rent, which generally has a faster build out than build for sale housing.

25.3 The housing strategy also commits to working in partnership to explore opportunities to deliver homes that meet the identified needs and priorities of our specialist and supported housing strategy.

25.4 Key to the success of new housing products is that they meet the need they have been designed to address. Shared Ownership in Ealing, like in many other London boroughs, has become an unaffordable tenure in many parts of the borough and thus the housing strategy sets out that

[20] Studies have included Independent review of Build Out – Sir Oliver Letwin, MHCLG and HM Treasury October 2018 and similar research is referenced in Planning reform working paper; Speeding up build out. MHCLG 25 May 2025

Ealing council will develop and secure a range of intermediate tenures for middle income households and key workers who are unable to afford private rents or outright purchase

25.5 In order to open up the market to more players, Ealing's housing strategy commits to developing and delivering a small sites programme to help to build a pipeline of sites to deliver new homes and to identifying further opportunities to diversify the market and support small, medium sized enterprises, builders and contractors, particularly if they are locally based.

25.6 The housing strategy also promotes community land trusts and sets out a commitment to:

• work with residents, communities and community organisations to research and secure funding sources to support the delivery of community-led housing initiatives.

• identify potential sites for community-led housing projects through the small sites workstream.

• collaborate with community land trusts and other groups specialising in community-led housing to bring forward suitable development opportunities. Pilot a community land trust scheme in the borough by 2026.

• provide support to individuals and groups interested in custom and self-build projects, with a focus on delivering affordable housing that meets local needs.

26. Turning Permissions into Delivery

26.1 Once a scheme has received its permission, the LPA has very limited tools to ensure that permission turns into a delivered scheme. This has been a real issue for London for many years. One tool to seek to encourage build out is the Early-Stage Review. This review is applied to most housing schemes. The review can be avoided by the scheme meeting agreed milestones and thus it helps ensure that schemes progress quickly after permission being granted.

26.2 The LPA also seeks to ensure a continued dialogue with landowners and developers post any permission to understand build out ambitions and help solve barriers to delivery where they arise, particularly if there are issues that involve the council.

26.3 Further tools for local planning authorities could help encourage delivery and the government has recently consulted on a range of approaches[21]. While these are not in operation yet, the LPA is keen to take advantage of any new tools that can help turn permissions into homes and responded positively to the consultation.

27. The Council's Direct Role in Housing Delivery

27.1 The council can also play a direct role in housing delivery, and the Housing strategy sets out priority commitments:

• develop an Affordable Homes Investment Plan to deliver a long-term, fundable pipeline of affordable homes for the next 10-years. This will prioritise homes for social rent to meet local need, considering the council stock condition survey, estate review, and Housing Revenue Account constraints.

• secure GLA Affordable Homes Programme funding and other investment to help deliver a range of genuinely affordable tenures, including homes at social rent, intermediate housing, build to rent and temporary accommodation.

• support innovative approaches that can effectively scale-up the delivery of good quality, genuinely affordable homes. This could include the use of modular and modern methods of construction, urban densification (where appropriate, in line with Ealing's Local Plan policies) and build to rent, which includes an affordable component.

• through the Council Homes Acquisition Programme (CHAP), undertake a bulk purchase programme to identify further opportunities to acquire homes that can be converted into genuinely affordable housing.

27.2 The council has a good track record on delivering affordable housing programmes, securing £133.5m as part of the 2016-2023 affordable home programme 201 £109.6m in 2021 for 1,003 affordable homes. In the 2016-2023 AHP 8,966 homes were started (the most in London) and 4,171 completions (4th highest in London). For the 2021-26 AHP 544 starts is the second highest in London.

27.3 In response to the ailing housing delivering conditions, the council adapted its strategy in 2024 to focus more on the opportunities of bulk purchasing private sector housing blocks and using GLA grant to switch them into affordable housing blocks. To date two deals have been completed which combined will deliver just under 300 affordable homes. More information on those deals can be found here:

[21] Planning reform working paper; Speeding up build out. MHCLG 25 May 2025

[Decision - ICMD - Acton Gardens Bulk Acquisition of New Homes]
[Decision - URGENT ICMD: Green Quarter Bulk Acquisition of New Homes]

27.4 Bulk purchase deals such as these not only help to increase the overall level of much needed affordable housing, but they also help to stimulate the housing market. For example, Berkeley Homes who led on the Green Quarter in Southall have confirmed that as a direct consequence of selling housing blocks to the Council they are able to reinvest that money into accelerating the delivery of the next phases of construction.

28. Conclusion

28.1 There are a number of issues impacting the scale and pace of housing delivery in Ealing. These issues are not unique to Ealing and generally solutions will be found at the regional or national level, however as set out in this paper, Ealing Council supports good growth and is proactively seeking to enable the delivery of the homes the borough needs.