

## Matter 3 – Housing

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Representor Ref 174

This Submission relates to Representation Number 711 which in turn related to submissions to earlier rounds of consultation

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1. Does the Core Strategy make appropriate provision for the effective delivery of new housing, including affordable housing, in terms of the amount, distribution, location, phasing, size and tenure of new housing development, having regard to national policy, and is it fully justified and supported by an up-to-date, credible and robust evidence base?

**Response:** The Core Strategy's spatial emphasis is heavily centred on the provision of new housing around Crossrail stations. The reasoning is that Crossrail will improve transport capacity for the occupants of the new homes to use.

What does not seem to have been considered is the market that new home providers would be targeting as a response to the opportunities that Crossrail will bring. The location of a centre like Ealing which is situated at a midpoint between Heathrow and Central London makes our town centre highly attractive for overseas companies seeking apartments for short term accommodation in the capital. Some evidence is already emerging that new homes now under construction are being acquired most actively by investors from overseas who are seeking a secure home for their investments. Ealing's excellent rail links to the Midlands, South Wales and the South West also makes it an ideal place for those living in those regions to base themselves during their working week in London before they disappear to spend the weekend with their families.

In short there is a risk that rather than profiting from the construction of Crossrail, Ealing will find itself coping with all the problems of being a second home location where the benefits of new residential provision are captured by those who live outside the area while the underlying problem of high house prices and insufficient supply that the housing strategy seeks to address gets worse.

Whether or not this is likely to be the case is not clear. But the risk is a strong one and already some evidence is emerging that it may be significant. It therefore needs to be considered as part of the SHMA in line with requirements in PPS3 for assessing housing markets. To what extent will the construction of large numbers of small provided by commercial housing developers be able to meet the need for affordable new homes for Ealing families that PPS3 and the London Plan require it to do? So strong is the focus of this strategy on providing new homes around Crossrail stations, the question needs to be asked. The evidence does not exist to say that it will.