

The regeneration magazine of the London borough of Ealing/issue 02/spring '11

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BUSINESS**

**SUPERB TRANSPORT LINKS  
AND CROSSRAIL TO COME PAGE 38**

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**EDITOR:**  
Siobhán Crozier  
**ART DIRECTOR:**  
Terry Hawes  
**PRODUCTION MANAGER:**  
Rachael Schofield

**ADVERTISEMENT SALES:**  
Paul Gussar

**OFFICE MANAGER:**  
Sue Mapara

**MANAGING DIRECTOR:**  
Toby Fox

**IMAGES:** David Fernandes  
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# NEWS

THE LATEST PROJECTS AND INITIATIVES THAT ARE ADDING TO EALING'S ONGOING REGENERATION

## *What the Dickens*

The next phase of the Dickens Yard development is under way, with the groundworks closing the car park behind Ealing Town Hall.

Councillor Julian Bell, leader of Ealing Council, said: "Progress on the Dickens Yard development is fantastic news for Ealing. When finished, it will provide a new heart to our town centre and a great place to live and shop."

The Dickens Yard development will contain new homes, shops and food outlets, around a new town square next to Christ Church. The scheme will also feature 282 public car parking spaces.



## Detailed planning granted for South Acton

Detailed planning permission has been granted by Ealing Council for a £560 million scheme, Acton Gardens LLP. The joint venture between L&Q and Countryside Properties, involves 167 homes in the first phase, of which 80 are for private sale and 87 affordable. Development will start in 2011 with completion expected in 2013.

Homes include one- to four-bedroom apartments and maisonettes, and four-bedroom houses. They will be provided across all tenures.

The permission includes the first phase of an energy centre incorporating combined heat and power (CHP), as well as photovoltaic renewable facilities.

Meanwhile, work is under way on the Phase 2 planning application for 130 new homes, which is due to be submitted in 2011. An outline planning application late in the year will cover the rest of the estate's regeneration, a total of around 2,600 homes on the prominent 16-ha site.

The overall vision is to reconnect the South Acton estate to the wider neighbourhood through the creation of Acton Gardens, an urban village with traditional tree-lined streets.

It will be a 'green' neighbourhood with a plaza, upgraded parks, communal



gardens, allotments and private spaces. A community hub, culture, office and retail spaces will also be provided. The new homes will be environmentally sustainable offering low heating, power and water costs. The new neighbourhood will have improved links to the existing adjoining underground and overground stations, and Acton Town Centre.

Countryside Properties and L&Q are working with a highly experienced project team including HTA Architects as masterplanners and lead architects; Alison Brooks Architects as character area architects, AECOM as energy consultants and Terence O'Rourke as planning consultants.



## Cannes-do

**Ealing Council will promote investment opportunities at MIPIM 2011, funded by private sector partners. Held each year in Cannes, France, MIPIM is the world's biggest property trade show, attended by more than 20,000 senior executives. For the second year, Pat Hayes (left), Ealing's executive director for regeneration and housing, and Brendon Walsh (right), director for regeneration and property, will cycle the entire 1,500kms from Ealing to Cannes. Their six-day challenge will raise funds for charities including LandAid, Tom's Trust and The Multiple System Atrophy Trust.**

## facts & figures

- Record numbers of students in Ealing high schools are now achieving five or more A to C grades at GCSE, including English and mathematics. Department for Education figures show that 58.7% of students in the borough's 13 high schools passed their exams with five or more A to C grades. This is a rise of nearly 5%, making these results the best ever recorded for Ealing schools. The schools are now achieving 3.5% above the national average of 55.2%.

- The 2010 Key Stage 2 Achievement and Attainment tables also show that 60% of the 45 borough primary schools that took part in this year's SATS tests helped pupils to achieve more than expected.

- Across the borough, 90% of 10 to 11 year olds made the expected amount of progress in English compared to 84% nationally, while 88% made the expected progress in maths, compared to 83% nationally.

- Seven of the borough's primary schools are ranked in the country's top 5% for helping pupils aged seven to 11 progress at school.

**NEWS**

## Two schools win BSF funds



Dormers Wells High School in Southall (top) and Cardinal Wiseman School in Greenford will both be redeveloped under the Building Schools for the Future programme.

Final contracts between Ealing Council and Balfour Beatty have been signed signalling the go-ahead for the borough's reduced Building Schools for the Future (BSF) project.

Construction work on the complete rebuilding of Dormers Wells High School, Southall, and the major refurbishment and partial rebuild of the Cardinal Wiseman School, Greenford, was expected to start in January.

This is the result of more than five years of planning and preparation by Ealing Council. The scope of the original BSF programme included the expansion, rebuild and refurbishment of 17 high and special schools in the borough, and the building of a new high school in Greenford. A major programme of investment in schools' information and communication technology (ICT) was also planned.

However, the national BSF programme was cancelled in the summer and Ealing learned in August that only the Dormers Wells High School and the Cardinal Wiseman School projects could continue.

Councillor Patricia Walker, cabinet member for children and young people, said: "The council first started bidding for BSF money in 2005 and we have had some major setbacks along the way. We are now focused on getting the maximum benefit out of these two building projects and lobbying government for the extra funding that our other schools need."

David Swarbrick, managing director of Balfour Beatty Education, said: "The project represents a significant investment in education in the borough and I look forward to seeing the innovative designs take shape over the coming years and supporting the continued success of the schools."

The council is now pressing government for the financial assistance needed to meet the future demand for secondary school places in Ealing.

## Action in Acton

As *Ealing in London* went to press, a six-week public consultation was taking place in late January and throughout February, on the latest plans for redeveloping Acton Town Hall and surrounding sites. The scheme will provide new swimming pools, a library, leisure facilities, community spaces and council offices, freeing up sites for residential and retail development.

A report presented to the council's cabinet in January 2011 sought approval for consultation on a supplementary planning document (SPD), seeking views from the public.

The SPD shapes the regeneration scheme by setting out the council's planning requirements and also a list of guidelines that any prospective developer would need to follow.

More detailed consultation would then take place on designs for the scheme and a tendering process for companies hoping to carry out the work. It is scheduled to start on site in 2012.

The aim is to provide a high standard of 21st century facilities that will meet the needs of local residents, while retaining the best of the site's heritage features. Completion of the scheme is planned by spring 2014.

## Ealing tops recycling stats



The amount of rubbish being thrown out by residents has dropped by 8%, making Ealing one of the top 10 performers in the country for reducing waste.

Recent statistics from DEFRA show that each Ealing resident throws away an average of 31kg less waste than last year. Because the council pays £88 per tonne in tax to dispose waste in landfill, this saved more than £818,000.

Ealing's recycling rate has hit an all time high with approximately 40% of all waste currently being recycled.

reduction in waste saved the council

£818,000

## News in brief

### DEAN GARDENS DEVELOPMENT OPPORTUNITY

*Ealing Council was selecting a developer for a major housing scheme as Ealing in London went to press in spring 2011. The opportunity is to deliver around 300 homes on the 1.62-ha site, which is currently an estate of 209 council-owned homes. Dean Gardens is well served by transport connections at West Ealing Station (with a new Crossrail station in the pipeline) and Uxbridge Road.*



### BRENT LODGE PARK ANIMAL CENTRE

*The Hanwell centre has won its first ever recognition at the national level, receiving a commendation by the British Irish Association of Zoos and Aquariums (BIAZA) under the best education projects category of the small collection section. BIAZA praised the centre's community volunteer programme.*

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- Our volunteering scheme works with 79 local and national organisations.

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# Ealing's appeal

Multinationals choose it as a UK HQ, small businesses start up and grow in Ealing. With its superb transport links, this London borough – as big as many provincial cities – attracts residents, skilled employees, businesses and investors, availing of its wealth of opportunities as a destination for relocation. Christine Bramble reports

➔

Every year, around 40 million passengers travel through Heathrow, more than any other airport in the world. It gives Ealing, located just minutes away, a very strong economic advantage.

Straddled by huge developments such as Westfield London shopping centre across one borough border and Wembley Stadium in another, Ealing is seen as an attractive investment and business opportunity.

Called The Queen of the Suburbs by its Victorian developers, Ealing is a thriving, well-established, commercial centre boasting excellent transport links and an exciting partnership plan of development and regeneration. It has one of the capital's largest commercial sectors, an increasingly skilled workforce with one of the UK's highest business startup rates, Europe's largest industrial park, good schools and great quality housing.

One of London's 10 metropolitan town centres, Ealing is only 20 minutes from Heathrow and 10 from the West End. Ealing covers over 21 square miles – bigger than Cardiff, almost as big as Belfast – and has a population of around 316,000, the third largest borough in London and the fourth most ethnically diverse in London.

The seven town centres – Acton, Ealing, Greenford, Hanwell, Northolt, Perivale, Southall – offer variety as well as an urban and countryside experience. All are being revitalised in a multi-million programme of investment improvements, as identified in the council's Local Development Framework (LDF).

"Ealing is well placed at the heart of west London and has always been an attractive proposition for business," says Pat Hayes, who is executive director, regeneration and housing, at Ealing Council. "Our plans for growth are published in the LDF which sets out a clear vision for the borough."

Prosperous Ealing's thriving economy contributed to west London's £2 billion economic generation last year. Despite the recession, the borough is considered to be one of the areas that will recover quickly because of its historic strengths.

One of those major strengths has to be its location, sitting within the Heathrow

Corridor identified in the capital's spatial strategy, the London Plan, as having a 'major capacity for growth'. And because Ealing is "open for business", that growth makes it an ideal case of Location, Location, Relocation, Hayes explains.

"The council has a reputation for attracting commerce to the area – and despite the economic downturn the number of businesses trading in the area has increased."

HE REFERS TO THE STAGGERING 10% increase in the number of new businesses shown in the latest available figures. There are 14,000 businesses

currently operating in the borough, employing around 115,000 people. The majority are in banking, finance and insurance services, but distribution, hotels and restaurants employ the most workers. Manufacturing remains a strong element of the economy, focusing on specialist engineering and processing, particularly in printing and food. There is a growing creative industries sector and some of the world's biggest blue chip businesses have settled in Ealing.

Excellent transport networks and its proximity to Heathrow, central London and the M4, M40 and M1 motorways make Ealing an attractive location for all types of business. Carphone Warehouse and Best Buy UK have HQs in Park Royal; Ealing Studios are building a new media village in Ealing Broadway, and Noon Products, the UK Asian food processor, has been able to expand across Southall.

Few places in London have a comparable

## OPEN TO LEARNING

Local schools enjoy a good reputation. In addition, the borough is home to Thames Valley University and Ealing, Hammersmith and West London College. There are also 21 independent schools and colleges in the area.

All state schools are performing at the national average in English and above the national average in Maths. Results in 2010 show Ealing schools have improved by 11%, nearly three times the national rate.

Final contracts between Ealing Council and Balfour Beatty have been signed, signalling the go-ahead for the borough's reduced Building Schools for the Future (BSF) project.

Construction work on the complete rebuilding of Dormers Wells High School, Southall, and a major refurbishment and partial rebuild of The Cardinal Wiseman School, Greenford, was expected to start in January 2011.



**“Ealing is well placed at the heart of west London and has always been an attractive proposition for business”**

**“The council has a reputation for attracting commerce to the area... the number of businesses trading in the area has increased”**

employment base, so it is a high priority to ensure there is sufficient land and premises to sustain businesses and encourage new companies to relocate and grow.

The LDF has already profiled a number of new business and development opportunities, including 1.1 million sq m of new floorspace in the borough, with the aim of accommodating a substantial proportion of the extra 109,000 jobs needed in west London.

One of the surprises from the LDF consultation document, says Brendon Walsh, director for regeneration and property at Ealing, is the views from property owners within the Uxbridge Road, a major thoroughfare which passes through four of the borough's town centres and which is identified for a major overhaul.

“There is a new office block built by Neptune and Standard Life, which is attracting new signings but generally along the Uxbridge Road there are some tired



The Hoover Building in Perivale (above) is a fine example of Art Deco architecture. The former Glaxo Smith Kline building (below) is an opportunity for new development adjacent to the A40.

## MAPPING THE VISION

This 15-year Local Development Framework (LDF), is the statutory planning framework for shaping all land use in the borough. It establishes the vision for Ealing as an attractive place to live and work, right up until 2026. The LDF sets the parameters for substantial economic and employment growth over the lifetime of the plan. It contains proposals on a range of important subjects that will affect the lives and opportunities of local residents, including the development of new housing, community facilities and the creation of jobs.



old office blocks,” explains Walsh. “We thought it likely that the owners would put pressure on the council for permission for a change of use to residential in this current recession. That is what developers wanted. But many of the owners of the blocks told us ‘no, keep going, there’s definitely a benefit in keeping an office cluster in Ealing’. Which is terrific as there is merit in a joint effort to keep pushing through the office corridor.”

Over in Southall, in a £1 million investment, the Old Town Hall has also been converted into incubator suites for start-ups to get a foothold, with an offering of one-year leases.

New development is pushing ahead, with the council and partners seeking to revitalise existing markets, especially those in industrial parks like Park Royal, Europe's largest facility which houses 2,000 businesses providing around 40,000 jobs.



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Park Royal (right) is Europe's largest industrial estate, home to 2,000 businesses and 40,000 employees. Crossrail (below) will have five stations across Ealing.

Ealing Council has worked closely with Park Royal Partnership, the Greater London Authority, Transport for London and landowners, to ensure that the industrial estate continues to be a key preferred location for businesses providing sustainable jobs for local people.

"Over the next two years we are seeking to improve the quality of the Southern Gateway into Park Royal, around North Acton station," says Walsh. "The council has worked on priorities for an improved environment, including a new piazza, especially as people arrive at the station."

### MAKE THE CONNECTION

When it comes to transport, Ealing is commuter paradise. It is one of the best-connected areas in London due to its excellent road and rail links. The borough is served by three tube lines – District, Central and Piccadilly – there's direct overground rail access, while the M40, M4, M25 and North Circular (London's inner ring road) provide further accessibility.

But it is the proposed Crossrail high-speed link, running from Berkshire to Essex, which is causing the greatest excitement. Five new stations are planned throughout the borough, which will further strengthen Ealing's transport network and help to create additional major development opportunities.

Council leader, Julian Bell, has lived in Ealing for 25 years and views the transport links as vital to Ealing's appeal. "Transport connections are a key part of the Ealing offer," he says. "Ealing's impressive transport network means that it is already within very easy reach of central London and Heathrow. It is like having all of

**"The new Dickens Yard development is going to be good for Ealing Broadway, making it more attractive"**



the advantages of being in central London – but without the stress."

"Crossrail will clearly bring massive additional benefits, with journey times into and across London shrinking even further," Bell adds. "Ealing, with five new Crossrail stations, is uniquely placed to take advantage of this."

According to John Bishop, owner of local estate agents Colin Bibra, Crossrail, coupled with the renovation around the town centres, will give Ealing further pulling power.

"We have been affected by Westfield, but the new Dickens Yard development is going to be good for Ealing Broadway, making it more attractive – the first step towards development."

The Dickens Yard scheme in central Ealing is one of the main beneficiaries of a £10 million town centre regeneration investment. This commercial and housing complex is seen as a rival to retail

### WORKFORCE FACTS

Ealing's overall employment rate is good with over 115,000 jobs created by local businesses. However, Ealing Council is not complacent and is committed to ensuring a skilled workforce for businesses. The council has adopted two national government initiatives toward improving residents' skills and employability. The Skills Pledge aims to help the existing workforce improve their skills through NVQs, while the Jobs Pledge encourages employability, supporting long-term unemployed people to get back to work, gaining experience through volunteer placement.

### AT HOME IN EALING

Ealing has plenty of large detached houses with big gardens, particularly Victorian and Edwardian properties, as well as small, white-washed cottages, villas, terraces, modernist and mock Tudor houses.

Multi-million pound period homes are around the Mount Park conservation area but the average is around £400,000 plus for a three-bedroom house, and £260,000 for a two bedroom flat. Home ownership is unusually high at 62% – so demand for good quality accommodation is very strong.

"Properties in the borough are slightly cheaper than in neighbouring areas like Chiswick and South Kensington," says John Bishop of Colin Bibra estate agents. "So this is very attractive to companies in terms of leasing."





Southall Manor, an Elizabethan gem, dates back to 1587 and possibly even earlier.

developments at neighbouring White City, Wembley and Brent Cross.

“We’re looking for more aspirational shopping for people in Ealing,” says Walsh. “We are renovating the centre with developers St George and have been quite strict about the type of retailers being targeted to come into the scheme, as well as our insistence that they build a high quality environment.”

In Ealing Broadway the Arcadia Centre provides the opportunity to create new dwellings and retail shops. The Gas Works site in Southall, Gateway to Asia and home of the capital’s largest Asian community, features commercial and retail space,

## TIME OUT

Ealing offers an exciting mix of fun and relaxation, with excellent arts and leisure facilities.

It has a lively metropolitan centre, with museums, a local theatre, cinemas, galleries and a vibrant mix of restaurants and bars.

There are two rivers, 10 miles of canals and 109 parks and open spaces, which play host to the popular summer festivals including blues, jazz and global concerts and carnivals.

Ealing is also the home of the world-renowned festival of Asian culture, the London Mela.

## GO SEE

Ealing has a wealth of history and cultural gems such as the Heritage Quarter in central Ealing that includes the area around the world-famous Ealing Studios. Buildings of historic and architectural interest include the Hoover Building, an impressive example of 1930s Art Deco, and Southall Manor, an Elizabethan Grade II\* listed building dating back to 1587.

London Motorcycle Museum in Greenford houses over 60 superb exhibits of classic British bikes. Pitzhanger Manor is a showcase for the architect John Soane, and the Gunnersbury Park Museum, a listed mansion, once home to the Rothschild family and now Ealing’s local history museum.

**“We have to make sure that Southall is positioned to capitalise on opportunities that will arise from Asia”**

housing, parks, a new school and jobs.

“We are working on a big plan for Southall,” Walsh explains. “Southall has great strengths and has a very strong link back to India, which is a hyper growth economy and we have to make sure that Southall is positioned to capitalise on opportunities that will arise from Asia.”

The LDF has identified that new jobs, transport infrastructure, schools, healthcare facilities, open space, public utilities and other community and recreation facilities are needed to support the new population and to improve what is already in the borough. New business is integral to those plans.

“We are a business friendly council,” says Walsh. “Despite the comprehensive spending review and the pressure councils are under, Ealing continues to show faith with its developments and the important function that we have with the regeneration portfolio.” \*

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# Asset management

A radical new strategy will turn Ealing Council's surplus property assets into investment for one of London's largest commercial boroughs. David Gray explores the opportunities in store

The economic conditions have called for some radical rethinking, in both central and local government. For Ealing, this has meant a whole new property strategy, that will reduce costs by streamlining the council's property portfolio, improve service delivery and, crucially, provide capital receipts that can be re-invested in new projects.

With a timescale to 2015, the new strategy, adopted in September 2010, means a comprehensive rationalisation of the council's entire property assets. Brendon Walsh, Ealing's director of property and regeneration, is now authorised to dispose of a substantial portfolio of land and property that the strategy has defined as being surplus to requirements. Capital receipts from such disposals are expected to exceed £20 million over the next five years, with almost £9 million of this to be invested in new service accommodation.

The strategy was developed during 2010 in conjunction with reports from two specialist agents – Lambert Smith Hampton and Cushman & Wakefield. Both agents agreed with the council that the strategy should tie in with the plan developed in 2006 to concentrate services at four main locations: Perceval House is to be the core hub civic headquarters, with satellite offices in Acton, Greenford and Southall as local centres for the delivery of frontline services.

The portfolio of property for disposal

includes a wide variety of sites. The guiding principle for their selection has been that they are no longer fit for purpose and the services they provide can be transferred to more rational locations. Thirteen of the sites are currently used for work with vulnerable adults, families and children, and include Acton Town Hall, Priory Community Centre, Greenford Lodge and Albert Dane Centre. A further three buildings, including West Acton Community Centre, will see staff and services relocated and the sites made available for disposal.

In addition, a group of 11 buildings, which is now surplus to the anticipated requirements, is likely to be sold, following more detailed reviews of suitability. The group includes several car parks, a depot in Hanwell and the site of the former Mandeville School in Northolt

The strategy includes all the council's operational functions, such as welfare, education, libraries, leisure, open spaces and car parks. It also covers Ealing's extensive non-operational portfolio of almost 700 separate property interests. The priority of the strategy is to maximise the rental income from the interests that are retained and to identify those

**A group of 11 buildings, which is now surplus to the anticipated requirements, is likely to be sold, following more detailed reviews of their suitability**





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**The substantial portfolio for sale has to be brought to the market in the most effective way and at the right time**



interests most capable of disposal.

Delivering the new strategy will mean a new approach to the way the council manages land and property. The old system of spreading its property development expertise thinly across services, with the management of facilities tied to discrete funding streams, has meant that opportunities were missed to develop shared facilities with other users. To provide estates and valuation advice to help deliver the property strategy, the council has now entered into a single contract with EC Harris consultancy.

The substantial portfolio for sale has to be brought to the market in the most effective way and at the right time. Accordingly, Cushman & Wakefield – with its extensive local government experience of running similar contracts for other London boroughs – has been subcontracted by EC Harris to act as the external estates management contractor for the next four years.

The new approach will feed into the council's wider local development strategy,

which runs to 2026. In turn, Ealing's concentration of services into key hub locations could become part of the wider context of increasing co-operation between several boroughs in West London. To reduce costs, councils are increasingly looking at co-operating on service delivery, and Ealing's property strategy will put the borough in a better position to benefit from such joint working.

Ealing is part of the West London Waste Plan, with the new strategy identifying Greenford Depot as a potential site for this scheme. The council is working with others on the development of a West London Local Enterprise Partnership (LEP).

All this will no doubt be helped by the recent go-ahead for Crossrail, the east-west London rail link due to open by 2018. This will strengthen the property market around the stations on the route, as well as encouraging economic regeneration. Ealing will have no fewer than five Crossrail stations and projects are already planned for land around Ealing Broadway, Southall and Acton. \*



### A bright future

The most important asset identified is Acton Town Hall. This is a key regeneration priority for the council, which wants to replace its current ageing facilities with a new service hub including swimming baths and a library. Developers are interested in residential development on the 1.4-ha site, and the council has set aside £12 million of capital funding for the delivery of new facilities.



Redwire DC Ltd is proud to be assisting the regeneration of the former Ealing Council Building Regulations office site on Uxbridge Road by working in conjunction with its development partner, Mace Ltd, Hurley Palmer Flatt Ltd and Christopher Smith Associates LLP who are acting as the Project Manager and Quantity Surveyor to provide a leading data centre co-location storage facility and a 165-bed Premier Inn hotel.

Mace Ltd started construction on site on 4 January 2011 with Premier Inn due to take occupation of the Hotel in March 2012. The design of the data centre facility by Hurley Palmer Flatt Ltd will enable provision of 1615W/m<sup>2</sup> of Technical space to a design load density of 1500W/m<sup>2</sup> and at a resilience of Tier III standards, with 5 MVA of power. The site has close proximity to multiple fibre optic service providers. The sleek modern facade of the hotel and data centre will further enhance the newly vamped image of Ealing town centre.

Redwire DC Ltd has worked closely with Ealing Council to deliver the scheme, which is well located to support Ealing's flourishing economy as one of Europe's largest industry hubs. The founder of Redwire DC Ltd is looking to strengthen the relationship further with the Borough through his involvement in a variety of other industrial and residential schemes in the area.

For further information about this project, please contact Redwire DC's project manager's, Christopher Smith Associates, or their M&E consultant's Hurley Palmer Flatt.



**Christopher Smith Associates**

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# Walking the talk



Major players from agencies and development companies met round the table with Ealing council's regeneration chiefs to talk about opportunities, priorities and the issues facing the borough. Pat Hayes chaired the discussion

**PH:** PAT HAYES:  
*executive director of regeneration & housing Ealing Council*

**TK:** TONY KHURLL:  
*director, Monarch Commercial*

**MM:** MARK MITCHENER:  
*managing director Rydon*

**CH:** CHARLIE HART:  
*partner Knight Frank*

**CM:** CAMRAN MIRZA:  
*CEO, Redwire*

**MMV:** MARK MCVICAR:  
*Cushman & Wakefield*

**BW:** BRENDON WALSH:  
*director of property & regeneration Ealing Council*

**TP:** TONY PIDGLEY:  
*chairman Berkeley Group*

**JS:** JAMES SCOTT:  
*managing director Commercial Estates Group*

**JB:** JOHN BOURNE:  
*director, Express Park Development*

**JK:** JOHN KNEVETT:  
*deputy chief executive of A2Dominion*

**JY:** JONATHAN YURTSEVER:  
*Bradshaw Private Equity & Redwire*

**GK:** GRAHAM KEAN:  
*partner & head of public EC Harris*

**PH:** The country is in a difficult economic climate but west London is not in as bad a place as other areas. We have still got very strong development interest, with people bringing sites forward and lots going through the planning process. We still have enormous demand for residential accommodation. Employment is being generated and people want to move into the borough. We are also getting investment enquiries and seeing improvements in some retail lettings. We seem to have weathered the challenge of Westfield remarkably well in central Ealing, and we've also weathered the downturn quite well too.

We have less money to play with. But our priorities remain: rejuvenating town centres; bringing high quality retail and housing investment into town centres; the improvement and renovation of our major housing estates – effectively, demolition, to be rebuilt as proper communities with mixed tenure. And the improvement of infrastructure: Crossrail is very important but we still aspire to improve rail and bus

connectivity and provision for walking and cycling, to make it easier for people to get around the borough and to smooth the flow of traffic as well. Those are our three big objectives: town centres, transport, and our large estates.

**MMV:** What are the key problem areas? One objective must be to try and unlock some of the infrastructure?

**PH:** We're very short of school places, so we'd be looking for S106 contributions. We're willing to trade a strict percentage of affordable units against family sized units. We're lucky to have plenty of parks and open spaces. Nowhere in Ealing are you more than a kilometre from a tube station, so with Crossrail going ahead, there isn't any big-ticket infrastructure that we need development to fund. For places like Acton Main Line – fairly unattractive at present – Crossrail will stimulate interest for higher value development around those sites. For the politicians, quality development that contributes to housing supply or job creation is very important, we are a borough with an active employment base. Provided there's a contribution to positive development, housing or employment,





then we're not going to look for enormous infrastructure contributions.

**BW:** Obviously tax incremental finance will be quite important. The council is investing in advance at Southern Gateway Park Royal, where Tony's team invested heavily in a redundant office building. Part of this was on the basis that the council would deliver a new piazza in front of North Acton station.

**TP:** The public sector wants best value and we do too. We need to see the public and private sectors come together. Acton has a derelict park in a run-down location. So, we've arranged to work with the local authority. If we do well out of the development, they'll do well too.

**GK:** We need true entrepreneurial spirit. What's the vision of Ealing's leadership? What's the 'regen' objective? Do you want to have London's best building? Or its third strongest economy? What is it that describes where Ealing wants to be?

**PH:** Ealing is already affluent, the challenge is distribution of income between the richest and poorest. We have



**“We're a big borough, larger than most cities and towns; we need a retail market that supports that, catching a lot of what Ealing residents spend”**



social dislocation and active exclusion from the labour market, so it's about generating more wealth. We're a big borough, larger than most cities and towns; we need a retail market that supports that, catching a lot of what Ealing residents spend.

**TP:** When we move to placemaking, you get down to value in society: some of the estates are just awful. In London you see expensive sites next to council estates. There's Belgravia, with the most expensive properties, cross the road and there's a big council estate. We'll sell that for £2000 a foot. We say, let's make that council estate a better place, share the park and get value.

**MM:** The interesting word is affordable housing. The rental market has become unaffordable as well. We ought to ditch affordable and think about what's attainable. What can people actually live in, what can they achieve? Developers are at fault. We've been building for investors who don't even live here. You get this transient population, living in micro flats where you can't even stick your golf clubs without filling the wardrobe. The cramped things we've been putting up to create density that delivers a land value, that satisfies the section 106 – because councils have been greedy in what they want for their asset – so the private-for-sale has got smaller in higher density. We need to deliver the right product that people actually want to stay in. The private rented market will be massive in the future, it's going to be the biggest growth sector.

**PH:** As a relatively affluent area, we have very little public money. We're in a better position now – although we'll have less, we didn't have very much anyway. What can the council do, what can the private sector do, to accelerate economic activity and get some of these stalled sites moving?



**“The rule is “Why waste a good crisis?” This is a time to invest. We have put £500 million into the market in the last 18 months – and we’re comfortable about it”**



**JY:** One of the biggest things is for you guys to truly understand what we do, to live in our shoes for a while – from driving past the site and looking at what innately motivates investment.

**PH:** It’s why we retain a range of people, professional advisers like Mark to advise us.

**TK:** Most of my work is with smaller developers, guys who’ve got small land holdings, and they are always looking to make the best of whatever asset they have. In fairness to Brendon and the team at Ealing, there is always a willingness to get out onto the street, to have a look at the site and discuss it.

**PH:** We will always tell you what we think is good for a site. You might not like it but we’ll always be straight about our aspirations. We will be absolutely clear on what we think is good for a site, what we want out of it and how we’ll approach taking that through the planning process, so you may not always get what you want. A big part of our job is talking to investors and trying to facilitate things for them.

**BW:** We’ve been working on an Acton scheme for three years, it’s frustrating but we’ve kept going and hopefully, we’ll get

a positive outcome. It just takes time and energy to get things to move forward.

**TP:** Development is a capital-intensive business, it’s a high reward and a high risk business. The rule is “Why waste a good crisis?” This is a time to invest. We have put £500 million into the market in the last 18 months – and we’re comfortable about it.

**CH:** What are your expectations for Arcadia? It’s a very important site.

**PH:** The site assembly was presumably done at the top of the market, so there were always questions about viability. With a lot of work [with Glenkerrin], we got to a level that’s approvable through the planning process and which has great strengths in opening up Haven Green to Ealing Broadway, giving a decent backdrop. It’s the scheme that we could support and the Mayor supported it. We would like to conserve what was good about the original scheme, good quality residential development and a retail street.

**CH:** So the mix is important?

**PH:** The mix is very important. Talking about torrid times, what about the office





**“It’s good to have a degree of polarisation and specialisation in some of your town centres, ... particularly in this market. If you’re all scrabbling for M&S, you’ll be disappointed”**



market? We’ve got James and Camran who work in the office sector – how is it for you guys at the moment?

**JS:** Ealing has never received the rental levels it should. There are lots of reasons why companies should locate here but Ealing just doesn’t have enough new buildings. Tenants want choice. They won’t go into a market where there is one building to choose from at a time. They want to negotiate.

**CM:** Ealing has got to really understand what sort of office occupier it’s trying to drive at. Right now we have the lowest office demand period of the last 30 years.

I think you have got to try and create a vision of what is the office of Ealing.

**PH:** Recently we have had two quite hot prospects, household names, looking at Ealing – maybe this is happening because of Crossrail?

**JS:** Hammersmith is full, so it becomes a ripple effect outwards. Years ago I dealt with BMRB [market research, now TNS-BMRB] our biggest tenant at what was Clifton House. They were in Ealing because they could recruit more students speaking more languages than anywhere else. And in terms of road and rail, connections that will get even better with Crossrail, Ealing is unsurpassed in west London.

**PH:** What about the housing, retail, office split because that’s another challenge for us? Clearly we’re looking for development to deliver a strong retail component.

**MM:** There is strong demand from really quite good covenants to come into spaces if we can facilitate them. We let a lot of Ealing town centre, and I was at a meeting discussing how we accommodate one occupier that wants to treble in size. There is underlying demand from quality brands to stay, expand, improve and enter Ealing. It has held up very well against Westfield.

**PH:** What about retail in Southall?

**TK:** The Gas Works is a big deal. Southall as a retail centre, is the biggest Asian market outside the Asian subcontinent. A lot of brand occupiers don’t see that as their patch, the demographics don’t necessarily suit them. It will be interesting to see how the Gas Works develops over the years. There are opportunities for some major players to get a presence to try and capture a market here. I don’t think it will ever compete with Ealing, which has a very strong retail market.

**BW:** I don’t think we’ve fully got our head around Southall. We went to auction with a parade of tatty little shops that we expected to sell for a couple of million quid. But two Asian guys from Manchester stood up at the back of the room and just pitched against one another. We ended up selling the parade in individual units of about eight shops and cleared £8.6 million. The investment dynamic is quite different in Southall.

**MMV:** It’s good to have a degree of polarisation and specialisation in some of your town centres, that’s not a bad thing, particularly in this market. If you’re all scrabbling for M&S, you’ll be disappointed. If you have a very strong Asian retail



sector, then you have to understand what it is that this sector wants and what the community wants, in order to be able to create the sense of place that people will really respond to.

**PH:** A big opportunity for us is National Grid getting consent for the Gas Works in Southall – and it's an enormous site. Their aspiration is to put close to 4000 homes on it, plus major food and retail.

**GK:** If Southall is the biggest or the most successful Asian market outside the subcontinent, then make a point of that, make it a destination.

**JY:** You need the Asian market and it goes back to having that real, innate cultural understanding, you need that empathy. I understand exactly what it is; I was born in Turkey. It's exactly the same scenario when you go into Stoke Newington or Green Lanes, there isn't a household name left along either of those high streets.

**PH:** What should we be doing, what are the opportunities, what are the good things that we should be playing to?

**GK:** Pace. The pace at which you can drive through planning, get finances sorted, that reduces cost. Create pace and urgency, because right now, it's a competitive world.

**JS:** In the planning process, cost isn't the most important thing but it's speed and consistency. Once you're into a process, you're having a discussion, a developer doesn't want an about-turn.

**BW:** We can't control the political process but you'll always get consistency in our approach. If we tell you early on that we like it then we will stick with that. If we don't like it, you'll have to change our minds by changing the scheme to a degree. But we will be frank with you. Come and talk to us at a higher level first. Those of you who are involved in this process will effectively get a club class service. \*

**“If Southall is the biggest or most successful Asian market outside the subcontinent, then make a point of that, make it a destination”**





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## Work in progress

### ■ North Acton Perfume Factory

Sapcote Development's total makeover of the former Elizabeth Arden perfume factory at Park Royal has resulted in a bright, contemporary space of some 9,290sq m for commercial use.

Naturally lit studios with high ceilings, are sized from 85sq m to 395sq m.

The relaxed environment at 140 Wales Farm Road includes a coffee bar, canopied terraced courtyard, dedicated reception and vibrant communal areas.

The Perfume Factory is just

off the A40, with easy access to Oxford Street, 20 minutes away via the Central line. North Acton tube station is just around the corner. Entrepreneurs or employees who cycle, jog or walk to work can avail of the Perfume Factory showers.

Already, many businesses are renting studios, bringing their businesses and employees to work in Ealing. Plans also include residential units alongside the commercial spaces.

A guide to the development schemes which will shape Ealing's transformation. We take a look at who is building and what it will deliver . . .



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DICKENS YARD WILL CREATE AN  
EXCITING URBAN QUARTER IN THE  
HEART OF EALING, COMBINING  
HISTORIC BUILDINGS WITH  
CUTTING-EDGE DESIGN

# ST GEORGE INVESTING IN EALING

The heart of Ealing is undergoing a major change with the Dickens Yard development now under construction and set to breathe life into the surrounding area.

The Developer, St George West London Ltd aims to create a vibrant new urban quarter. Dickens Yard, which is named after George Dickens, the builder whose premises used to occupy the site, will link three of Ealing's Victorian gems - the Town Hall, the Old Fire Station and the Parish Church of Christ the Saviour - with traffic-free streets lined with boutique shops and cafés.

There will be three new public piazzas where markets, street theatre and jazz events can be held. Dickens Yard will contain places where people can meet, chat and relax surrounded by landscaped squares, streets with trees, plants and sculpture. This will ensure that the already thriving cultural life in Ealing will get a welcome boost.

The 698 new apartments, built above the ground level shops, are designed to look out over the active streets or onto quiet garden terraces. Residents and visitors to Dickens Yard will bring life to the area throughout the day, providing a vibrant atmosphere to the neighbourhood.

FOR MORE INFORMATION  
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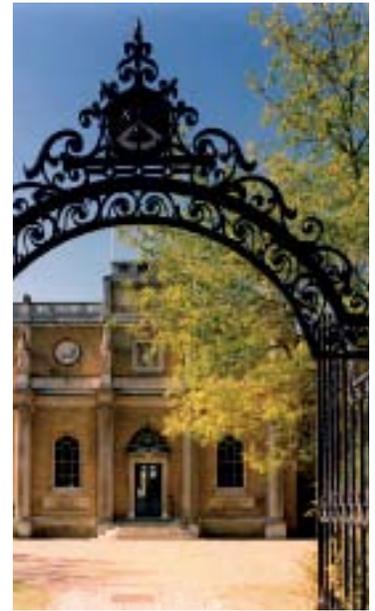
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**St George**  
Designed for life



Computer generated image of Dickens Yard.



***“Dickens Yard will link three Victorian gems – the Town Hall, the Old Fire Station and the Parish Church of Christ the Saviour – by traffic-free streets lined with shops.”***

**This page:** Dickens Yard will enhance the area's range of shops, cafés and open spaces.  
**Opposite page:** Computer generated image of Dickens Yard.





## ■ Green Man Lane

The transformation of Ealing's housing is demonstrated by the scale of the regeneration of the Green Man Lane estate in West Ealing.

The £137 million programme of transformation starts with the demolition of 464 homes and a multi-storey car park. A development of 706 new apartments will replace the old homes. The new properties will cover a mix of tenures including 338 for affordable rent, 63 for shared ownership and 305 for sale on the open market.

The first phase consists of 154 one-, two-, three- and four-bedroom homes, ranging across two blocks from three to eight storeys. This phase will also establish a community cafe to be run by local people, as well as play space for

children. Business units and community areas will be served by new roads and parking. Improved links to West Ealing town centre will also be delivered.

Green Man Lane estate's new homes will achieve Level 4 of the Code for Sustainable Homes. The new neighbourhood established by the revamped estate will receive heat and light from an energy efficiency centre. Homes will feature water-saving devices and rainwater collection.

Green Man Lane's transformation is the outcome of collaboration with the existing estate's residents, neighbours and other stakeholders, who worked closely with a regeneration team that includes local housing provider A2Dominion, architects Conran &

Partners and Rydon, the developer.

Their combined inputs shaped plans for a new design, community regeneration and neighbourhood management project. Rydon and A2Dominion are also providing a range of employment and training activities for local residents.

Mark Mitchener, Rydon's director responsible for regeneration, said: "We're really excited about this outstanding project which will benefit so many people. We look forward to continuing our work with the residents and the community and to offering work and training opportunities to young people living locally, as we deliver the much-needed transformation of the Green Man Lane estate."



# “Community Renewal: reshaping and revitalising whole communities”

By focusing on the people who make up a community we believe that we can better deliver the buildings and environment that will ensure they thrive and progress. For example, we know that the right housing mix with good schools, services and employment opportunities, together create the central pillar of stable, prosperous and safe communities where everyone gets a good start in life. Providing this is what we call 'Community Renewal'.

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## ■ Arcadia



Ealing town centre is one of London's 10 metropolitan centres, with the potential to function as the area's significant retail and employment focus. Arcadia is the most notable development opportunity, located opposite Ealing Broadway station, a main line railway and London Underground interchange. Ealing Broadway is also a proposed Crossrail station with services starting in 2018. The Arcadia site currently operates as a shopping centre with high street retail units. It

makes up a large part of the retail land uses and frontages on the north side of the Broadway.

The council has now developed a number of scenarios for the future development of the site and these are being tested through the Local Development Framework. The council's aspirations for the site include: additional and better organised retail space; quality residential accommodation; improved pedestrian linkages; and a more attractive frontage and edge onto Haven Green.





### ■ Former Southall Gas Works

Approval for National Grid's mixed-use development on the huge and complex 37-ha Southall Gas Works site was finally granted last year after much deliberation. After extensive public consultation an exciting scheme has emerged for the site in south-western Southall. It includes the construction of up to 3,750 homes, over 1,100 of which will be affordable.

The development will create this new part of Southall, including a hotel, cinema, offices, shops and a new public square, as well as leisure facilities, including a sports centre. Plans include a large public open space featuring a cricket pitch, along with restored access for local people to the Grand Union Canal and into Minet Country Park. National Grid will also provide a new primary school and health centre, along with a

£22 million S106 planning agreement, providing contributions to transport and bus improvements, public realm and streetscape improvements, secondary school places and a training and employment scheme.

The development includes 20,000sq m of retail and 3,500sq m of office space. Transport connections will be enhanced by Southall's new Crossrail station in 2018. Regeneration of this brownfield site entails an investment in excess of £1 billion. The site will be developed in stages between 2012/13 and 2027/28, allowing the necessary infrastructure to be put in place.

Phil Edwards, National Grid's head of sales and lettings, says: "Southall is one of those places with a changing history that can be incredibly dynamic. The Gas Works development is just another part of it."



## ■ Acton Town Hall

Acton Town Hall, an Edwardian municipal building housing council offices, a public library and baths, will be upgraded with new swimming pools, a library, leisure facilities, community spaces and council offices.

It is anticipated that new homes, shops and restaurants could also be part of any future development.

Ealing Council is seeking a contractor and development partners to realise the huge potential of this site.

The council has been advised by the Acton Town Hall Team – an active group of local residents – and the heritage of this popular local landmark will be retained when work begins in 2012.

In the meantime, urgent repairs have been carried out on the building to ensure that local people can continue to use the existing facilities before any development work begins.

Julian Bell, leader of Ealing Council, commented: “I’m delighted work is starting on revitalising this iconic building. Local people have told us how important Acton Town Hall is to them. We will continue to ask for input from the community as the project progresses.”

## ■ Havelock Road Estate

Ealing Council seeks a development partner with a visionary approach to replace the Havelock Road Estate’s social rented accommodation.

Existing residents would be offered the chance to live in new, high-quality affordable and privately owned or rented homes on a transformed estate. Currently, the Havelock’s 845 homes are across a mix of tenures and different building types, with 481 rented by council tenants and 364 in the ownership of leaseholders or freeholders.

The council is keen to see full or partial redevelopment options for the 21-ha Southall estate. Replacement of the flats on its northern and southern sides is the main priority.

The estate’s suburban setting features open spaces with the Grand Union Canal on its southern boundary. Transport links are excellent as rail services calling at Southall offer fast connections to Paddington and it will also be served by Crossrail from 2018. Southall Broadway’s shops are accessible.

Momentum for redevelopment gathered as the estate suffered from construction and design problems, anti-social behaviour, over-crowding and poor security.

Hitesh Tailor, Ealing’s cabinet member for housing, said: “Many of the homes fall well short of the standard our tenants should expect. A development partner will help us achieve our wider regeneration aims of achieving sustainable communities.”



## ■ Dickens Yard

Dickens Yard is a significant development and investment on the Uxbridge Road, in the heart of Ealing.

John Thompson & Partners have designed a high quality scheme to appeal to residents, operators, shoppers and visitors. Dickens Yard proceeded after a three-year consultation with local people. St George has already begun phase one of the development, with the residential units now being marketed. Completion is set for late 2016 or early 2017.

The listed town hall, church and fire station attest to the care taken to preserve Dickens Yard's pedigree heritage. The scheme is planned around three new public spaces, containing a mix of retail units to attract local specialist retailers, boutiques, restaurants and cafes, as Ealing is already well-served by high street multiples.

Dickens Yard will also provide 698 new residential units with 30% being affordable homes and 10% being suitable for wheelchair

users. A community meeting place, spa, gym and restaurants are also incorporated.

The development links through to existing routes in Ealing's town centre. Bus links throughout the borough and train links to the rest of London are excellent.

Architect John Thompson said, "The Dickens Yard site is surrounded by a rich heritage – the Grade II listed town hall; the locally listed fire station and Christ the Saviour Church, which we were keen to integrate with the development itself. So we created a high quality public piazza to link the contemporary new architecture with the historic buildings, connecting with the wider network of streets within Ealing. We believe this is fundamental to creating a vibrant and dynamic new destination for the area."

Julian Bell, the leader of Ealing Council commented: "Dickens Yard is further proof that Ealing is open for business and is an attractive location for new investment." \*



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- Canal-side location overlooking Minet Country Park



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- Apartments
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- Cinema
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- Energy centre/public information facility
- Gateway Place car park

## Contact

Jim Moore

e [jim.moore@uk.ngrid.com](mailto:jim.moore@uk.ngrid.com)

t 0118 936 3210

Charles Whitworth

e [charles.whitworth@dtz.com](mailto:charles.whitworth@dtz.com)

t 020 3296 2414

# Road sage

Improvements to Ealing's already extensive transport network continue to strengthen regeneration schemes and facilitate new development opportunities.

Paul Coleman reports

**B**rendon Walsh climbs on his bicycle and wends his way to work through Ealing's rush-hour traffic. Walsh, Ealing's director of property and regeneration, cycles an impressive eight miles. He pedals past houses that have held their market value despite the recession.

Walsh's two-wheel journey is a reminder that transport improvements are key to Ealing's future prosperity. Some transport investments are huge, like Crossrail, providing quicker access across the whole of London. Others are small-scale, though no less important.

For instance, Walsh's bike journey through Greenford is two minutes quicker because Ealing Council replaced a set of traffic lights with a roundabout. "It saves several minutes for car drivers," says Walsh. "We're physically changing Ealing's road network to ease congestion."

*Ealing in London* caught up with Walsh after "a tricky 50-mile journey" to work. He had driven from his west Berkshire home to Northolt before cycling to central Ealing through falling snow.

"I bought a bike through the Cycle to Work scheme," says Walsh, who thinks that cycling has also sharpened his wisdom about Ealing's transport network. Many Ealing staff, like Walsh, have set an example by riding to work after the council signed up to the scheme. "I guess I'm the classic middle-aged man on a bike," chuckles Walsh.

Walsh and his boss, Pat Hayes, cycled to

Cannes in March 2010 – a 1,500km charity ride over six days – to attend MIPIM, the influential international property development conference. Walsh and Hayes plan to repeat this pedal-power feat for MIPIM in March 2011.

After a deserved breather, Walsh and Hayes will deliver an important new message to MIPIM's delegates. "Crossrail will completely change Ealing as a place to live," says Walsh.

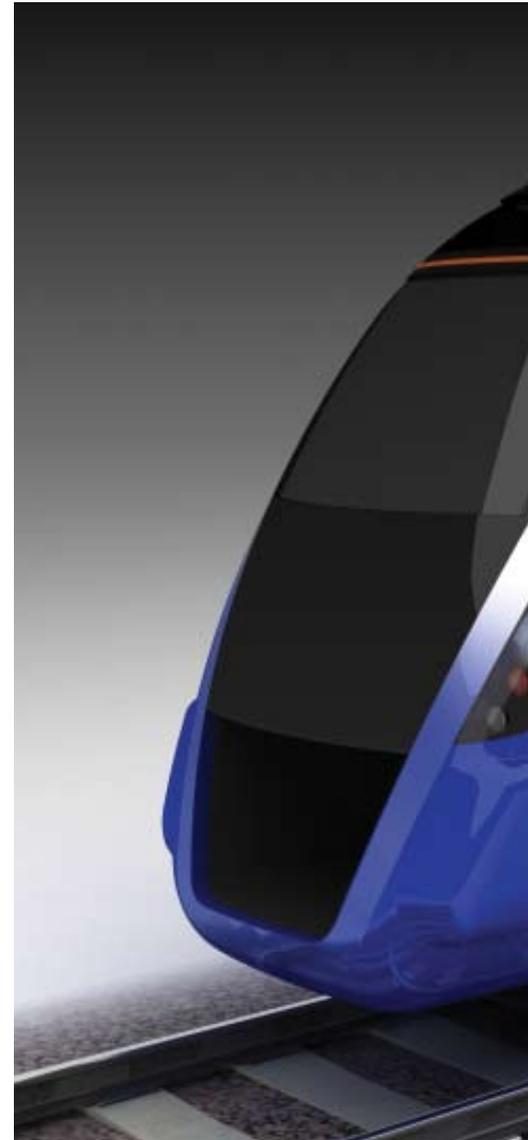
Crossrail's timetable, dedicated track and high-speed rolling stock will create an astonishing 27-minute journey time from Ealing Broadway to Canary Wharf. Crossrail means only 15 minutes will separate Ealing Broadway and Tottenham Court Road.

Some 80% of Ealing's new homes will be built within a five-minute walk of the Uxbridge Road corridor. All five new Crossrail stations – Acton Main Line, Ealing Broadway, West Ealing, Hanwell and Southall – will also be in this corridor.

Ealing's large redevelopment schemes – Dickens Yard, Green Man Lane and the South Acton Estate – are already intensifying demand for Crossrail and for other transport enhancements across the borough. Dickens Yard, with nearly 700 new homes, is already 'coming out of the ground' and is due for completion in 2016.

"If Ealing was a city, it would be one of the top twelve cities in the country in terms of population," explains Walsh. "Ealing people like to own cars but demand is increasing for other transport modes."

**WALSH BELIEVES CROSSRAIL WILL** make previously less fashionable parts of Ealing, such as Hanwell and West Ealing, far more attractive. An operational new Crossrail station at Ealing Broadway might be eight years away but a mouth-watering development opportunity for a scheme with another 700 new homes has already attracted many developers.



Crossrail connects Ealing residents with employment opportunities across the capital, reaching Docklands in 27 minutes.



“Ealing is rightly known as the Queen of the Suburbs for its green open spaces,” says Walsh. “Crossrail will make the borough even more attractive when people discover they will be able to commute to the City in only 20 minutes.”

CROSSRAIL’S ARRIVAL ALSO OPENS up exciting possibilities at Southall, which is one of Ealing’s most dynamic centres. Crossrail is expected to accelerate the reduction of acute poverty within walking distance of the new station. Southall is statistically classified as one of the most deprived hinterlands around a planned Crossrail station.

“Southall is a fascinating contrast between extreme wealth and poverty,” says Walsh. The council identified clear development opportunities after

masterplanning the land around the forthcoming Crossrail station. Rebranding and energetically marketing Southall before Crossrail becomes operational in 2018 was a key recommendation of a Regeneris report for the council.

New homes, shops, offices, pathways and public spaces could radiate from the station and extend into the wider Southall area. “Crossrail will certainly help people to spot the investment opportunities in Southall,” says Walsh.

Crossrail’s experts calculate that Ealing would reap a £57 million slice of the estimated £1.24 billion benefits stimulated by the new railway’s first few operational years. Only seven other London boroughs are expected to receive a higher economic boost from Crossrail.

Crossrail is expected to attract



**“Crossrail will make the borough even more attractive when people discover they will be able to commute to the City in only 20 minutes”**





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investors, businesses and increased footfall to Ealing. Land and property values will rise. More prosperous businesses will see a profitable imperative to relocate to Ealing.

However, Walsh stresses the council's transport policy is not solely focused on Crossrail. For example, Park Royal, Ealing's 'economic engine room', also shows how the council is adapting the transport network to meet the needs of the borough's increasing and changing population. Many more people are travelling to work in Park Royal, Europe's largest industrial estate.

Parts of Park Royal are also turning residential as new flats are completed. Berkeley Homes are building student accommodation at the Costume Factory, a Park Royal centrepiece. To make life easier for these incomers, Ealing has prioritised transport improvements to the borough's 'southern gateway'. A new, more attractive concourse at North Acton rail station is being designed and taken forward.

Ealing's transport strategy aims to build on the borough's existing healthy connectivity with the other parts of London. Ealing Broadway has one of the highest Public Transport Accessibility Level (PTAL) ratings, with annual passenger numbers comparable to those of Westminster and Camden Town.

"The high PTAL rating means new residents at an Ealing Broadway development are unlikely to use their cars to commute," cautions Walsh. So Ealing's planners have designed a fresh bus interchange to link with the new Crossrail

**"We expect people across Ealing to use a variety of transport modes. People like to own cars but they don't always want to use them. We're trying to ensure that people have a decent mix of transport opportunities"**

station which will be built at Haven Green.

"But we're not anti-car," says Walsh, pointing at plans to increase car parking in Southall. Dickens Yard also includes a 400-space car park, 200 for residents. "We expect people across Ealing to use a variety of transport modes. People like to own cars but they don't always want to use them. We're trying to ensure that people have a decent mix of transport opportunities."

Of course, many residents are already content with Ealing's impressive transport profile. Ealing's distinctive town centres – Ealing, Hanwell, Acton, Southall, Greenford, Perivale and Northolt – enjoy nine national rail stations and an array of District, Piccadilly and Central line London Underground stations.

Getting to Heathrow Airport, eight miles away, takes only 20 minutes. Reading

and Slough are reached easily and directly. Ealing Broadway doubles as a terminus for the Central and District tube lines and as an overground rail station just one stop and ten minutes from Paddington on the Thames Valley rail route.

Over 40 individual bus routes connect Ealing's population with the borough's seven hubs. Bus services are regularly reviewed to enhance the connectivity of this mode. The Western Avenue, built in the 1930s, means people who live in Ealing can travel relatively easily, on different modes of transport, to work in London's West End, the City and even Docklands.

The A406 North Circular Road leads to the M1 North and to east London's A13. The A40 connects Ealing with Oxford and Birmingham. The M4 links Ealing to Bristol and Cardiff.

"But we're not resting on our laurels," says Walsh. East-west routes through the borough are well served. North-south journeys need improving.

"Innovation will be vital," adds Walsh. "Ealing already has 79 car club vehicles and a number of electric charging points and we are monitoring the use of these to plan for future requirements."

Increased car sharing is an aspiration and more cycling within the borough is another aim. "People will decide a slow car journey is not as efficient or as good for them as a quicker bike ride," says Walsh.

"Education will also be key," he adds. "Five years ago, I would never have imagined I'd be cycling part of the way to work. Now look at me!" \*

## UXBRIDGE ROAD EALING W5

# Reinventing an Ealing Landmark

Westel House was one of the early commercial buildings which formed part of the post war regeneration of the western edge of Ealing Broadway. Its height gave it undeniable landmark status.

However the form of the building fails to meet the criteria of modern occupiers making it now obsolete.

The time for a new landmark has come.

Frogmore has commissioned a detailed proposal for a new marker building to redefine and embellish Ealing's civic and commercial corridor. In addition to striking architecture, the scheme provides new routes and views through the site and kick starts the structuring of a boulevard frontage along Uxbridge Road.

Still remaining the tallest building in the Borough, a viewing platform is proposed within the curved tip of the landmark pointing over Ealing Broadway and beyond to Central London.

The scheme reflects a collection of three buildings; incorporating a four star hotel, together with ancillary facilities, 131 residential units and high quality public space.

The time for a new  
landmark has come





# Buy buy baby

With a rising population plus great transport links, Ealing's retail scene is going from strength to strength, despite the recession, stalled developments – and the opening of a certain West London megamall. Noella Pio Kivlehan reports ➤➤



### The impact of Crossrail on retail

Ealing has always been well serviced by transport, with the tube, overground trains, and bus services. Soon these transport links to central London will be dramatically enhanced by the new train line, Crossrail.

The £16 billion line, scheduled to open in 2018, will run through the heart of London starting at Shenfield,

Essex, in the east, to Maidenhead, Berkshire, in the west, and will stop at the Ealing centres of Southall, Hanwell, West Ealing, Ealing Broadway and Acton.

Pat Hayes, director of regeneration for Ealing Council, said: "Crossrail will bring a range of benefits and we are committed to making the most of them by

working with TfL, National Rail Network and local developers to bring major improvements to the five stations along the route, and to provide new housing and employment choices for our residents. We want to build communities that can thrive, based on deliverable proposals endorsed and supported by local people."

**B**y 2031 Ealing will have increased in population, as will London overall. Thousands more people will be moving into what is already one of the largest commercial boroughs in London, with 14,000 businesses employing nearly 115,000 people.

This prediction – in the borough investment plan, produced in November 2010 – is based on a report by Tym & Partners, planners and development economists, which looked at how much retail and leisure would be needed to cope with the growing population. The report – The Joint Retail Needs Study update, which examined Ealing, Hounslow, and Hammersmith and Fulham – found that Ealing’s population will increase by 18,350 by 2021 (the current population is 316,000) and 30,761 by 2031. It will create an increase of £94.4 million in convenience spend by 2021, and £182.5 million by 2031.

As a result, Ealing will need as much as 70,000sq m of retail and leisure space – and that’s just by 2021 – with 20,000sq m just in larger stores. Given the figures and report conclusions, it is clear that Ealing has a lot of work to do to cope with the ever-increasing population, but Ealing Council is rising to the challenge.

**MONEY IS BEING POURED INTO** some of the other centres of Acton, Greenford, and Southall, but it is in the borough’s main retail centre – Ealing, one of only 10 metropolitan centres in London, where the largest developments are happening.

Ealing currently has two main shopping centres: Legal & General’s Ealing Broadway and Glenkerrin’s Arcadia, with a third on the way at the Dickens Yard development by St George.

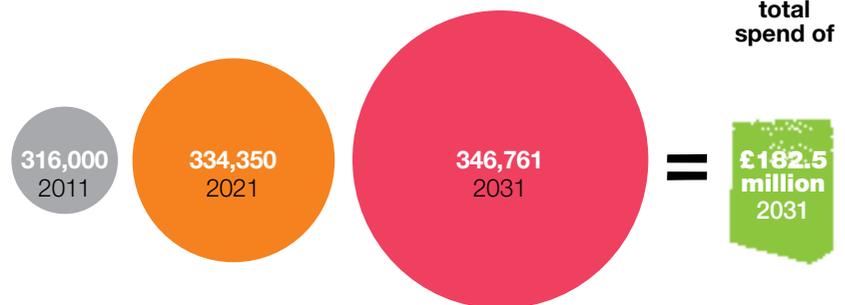
Ealing Broadway is trading well (see panel overleaf), despite the proximity of

Westfield, the largest of Europe’s inner-city, indoor shopping malls. But, to the annoyance of the local retailers and some residents, the planned redevelopment of the Arcadia shopping centre has stalled. The 1.7-hectare mixed-use scheme, designed by Foster + Partners and HKR architects, was to have 18,542sq m of retail space and 567 residential units, including a 26-storey skyscraper tower, as well as office and leisure facilities, but it has been put on hold.

The scheme, by developer Glenkerrin, was recommended for approval by the council in December 2008. In January 2009, London mayor, Boris Johnson, said of the scheme: “Urban design and architecture of this quality will make a real difference to the residents of, businesses in, and visitors to Ealing.” But, former communities secretary John Denham didn’t agree. He called the planning

The Dickens Yard mixed-use development (left) will benefit residents and visitors by enhancing Ealing’s retail offer and providing space for cultural and social activities.

### Ealing’s population growth



application in, and in December 2009 rejected it because of “... significant areas of conflict, particularly in relation to design principles and conservation.” Glenkerrin is still looking to move the scheme forward. Tibbalds, who produced the original development framework, were asked by the council to produce revised options for the site and the four new options have been consulted on as part of the Local Development Framework (LDF) consultations.

Local retailer and resident, Liz Pilgrim, managing director of baby and maternity clothes shop Baby e, expresses a view shared by other local retailers: “I am really disappointed that the scheme has stalled. There were a lot of concerns that the buildings were too tall. But the [delay]

means we have lost shoppers who do not come into Ealing because the offer is not here.”

There is better news, however, with Dickens Yard – a mixed-use scheme behind Ealing town hall. The development by St George includes 698 new apartments and penthouses overlooking 10,000sq m of prime retail space, including cafes and restaurants. Three public piazzas will have space for markets and street theatre promised to add a cultural and social touch to the life of residents.

It is hoped that the development will be completed in winter 2016/17. Ian Dobie, managing director of St George West London, says Dickens Yard is needed, “to ensure that Ealing is cutting edge and does not continue to fall ➔

## “We are really lucky that in these tough financial times, developers do want to come to Ealing to invest”



any further towards the mass market category of ‘clone town’.

He adds: “The key objective is to ensure that the tenant mix is able to attract both the residents of Ealing and those of more affluent areas, thus competing with other chic London suburbs. This will establish Ealing as the customer destination of first choice, stop the current consumer leakage to nearby centres and thereby retain more expenditure in Ealing.

“The high street and traditional shopping centres will change and the need to create an exciting unique tenant mix in an attractive ambient mixed-use location will become even more important.”

Residents and business people alike are eagerly anticipating the development. “I can’t wait for Dickens Yard to be built,” says Liz Pilgrim. “It will bring the [mid-higher end] retail offer that we need.” Elsewhere in the borough, development and regeneration is continuing apace, as recommended in the Tym & Partners report. It states: “Encouragement is given to the development of additional comparison and convenience floorspace within the centres of Acton, Hanwell and Greenford to meet the local needs of these centres.”

KEY FOR THE COUNCIL IS THE regeneration of Acton Town Hall through the development of a new service hub for residents, a swimming pool, library, fitness facilities and space for community groups. Work will begin in 2012 with completion

## Life after Westfield

When the much anticipated 100,000sq m Westfield shopping centre opened in November 2008 only a couple of miles from Ealing, local retailers were understandably concerned.

Two years on, however, Ealing has survived. In its report, The Joint Retail Needs Study update, Tym & Partners stated that Ealing metropolitan centre “Suffered a decline in turnover following the opening of the Westfield shopping centre.”

Despite this, Mark McVicar, a partner in Cushman & Wakefield’s development consultancy, says: “Ealing Broadway holds firm despite Westfield.” Cushman & Wakefield was selected in July as consultant to the London Borough of Ealing for its external estates management contract.

McVicar adds: “Despite the collapse of the residential-dominated Glenkerrin proposals for north of the Broadway, Ealing Broadway Shopping Centre [owned by Legal & General] continues to enjoy pressure for space from major fashion brands. The new Primark anchor has driven footfall and the recent introduction of H&M has given a useful boost to the centre’s fashion credentials.”

Helen Gordon, director of Legal & General Property, agrees. She says: “In spite of widespread concerns that the retail offer of Ealing Broadway Shopping Centre would be dramatically hit by the opening of Westfield London, the largest inner-city indoor mall in Europe, two years on and the centre is going from strength to strength.

Gordon adds that although some questioned Ealing Broadway Shopping Centre’s chances of survival, “the scheme has seen significant rises in footfall and dwell time over the last two years and is expecting to welcome 15.7 million visitors by the end of 2010 (1.3% up on 2009, and 2.8% up on 2008), with this trend set to continue into 2011 and beyond.

“Additionally, with these year-on-year rises occurring in the face of the global economic downturn and a resulting 2.6% national decline in footfall figures over the three year period to October 2010, according to Experian FootFall, these achievements are unprecedented.”

scheduled for the first quarter of 2014.

In Southall a £2 million regeneration programme by the council has already seen pavements and shop fronts given a makeover, to make the area more attractive to shoppers. The scheme, which has already involved six businesses but will be rolled out to a further 19 retailers before March 2011, will also give a boost to retailers during what council leader Julian Bell calls “these tough times.”

Meanwhile, more than £5 million of public funding alone has also been ploughed into Greenford. The Greenford Town Centre Draft Strategy Proposals for 2002-2012 outlined a 10-year improvement plan for the town centre “to ensure the centre retains its character and develops its local shopping function”.

And there is no doubt these improvements are needed. As the Tym & Partners report makes clear: “The risk of not taking positive policy action in West London is that competition from nearby centres will contribute to polarisation, with large centres getting larger and small centres declining.”

Representing the feelings of local businesses, Liz Pilgrim says: “I am very supportive of development, and we are really lucky that in these tough financial times, developers do want to come to Ealing to invest.

“Towns have to change, and while I know that the change won’t be to everybody’s taste, we do need to have it otherwise we will just become nothing more than a ghost town.” \*

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# Flexible friends

What do public and private sector partners need to do – or not do – to deliver genuine regeneration? *Ealing in London* invited the council leader and two of Ealing's private sector advisers to share their views



**Councils should facilitate and be transparent around their brief, be realistic and recognise that we are in a new world**



**Graham Kean**  
Partner and head of public  
EC Harris

Successful regeneration schemes share common factors: a vision and objectives owned and aligned by and for key stakeholders; a buildable, fundable and viable concept; a balanced risk and reward structure; with transparency of the project's business plan. They share an understanding of the "regeneration factor" – the future value that the scheme can deliver – and recognition that the private sector partner brings commercial skills in addition to connectivity with lenders and investors.

They succeed by means of trust, collaboration, communication and playing to each other's strengths, while understanding that a prescriptive approach doesn't deliver the best results. Connection with communities is vital, as are momentum, continuity and coherence, commitment and ownership.

Finally, there is balance: an ability to deliver against short-, medium- and long-term value drivers.

Councils could create a proposition that is attractive to the private sector, acting more commercially and sharing risk in a well-managed way, better understanding the private sector's drivers and constraints, streamlining procurement and planning

– being open for business. Councils could adopt a 'can-do' attitude, showing they understand lenders' and investors' requirements, who the competition is and developing cross-boundary thinking. Councils should facilitate and be transparent around their brief, be realistic and recognise that we are in a new world. They could engage, collaborate, encourage, inspire and inject urgency and pace.

Councils should not prescribe, dictate, be dogmatic, ponderous, indecisive or waste stakeholder time and effort.

The private sector should not dictate, coerce, manipulate, rip-off, be short-termist, arrogant or too self interested. Neither should it pay "lip service" – and it must never promise what it can't deliver.

It should commit to local communities, involving the local economy, understanding local politics, developing local solutions, aligning vision and investing in relationships. And it should recognise that we are in a new world.

Each sector can learn from the other by understanding that the difference between the public and private sectors is not as great as it once was.

Our combined strength is far more powerful than working alone.

**Mark McVicar**  
Partner  
Cushman and Wakefield

**This austere decade will see regeneration secured through a shift in the balance of power between public and private sectors.**

Those peddling the mantra that regeneration only means public subsidy will not sleep too comfortably, as we see budget after budget slashed and pet projects risk moving from the drawing board to dusty shelves.

Those with access to equity and debt will be in the ascendancy but more selective and more robust in resisting those in the public sector with a natural tendency to push for the control switch.

The public sector will need to prepare credible propositions with objectives that reflect the commercial reality. Decision making will need to be streamlined and often disparate functions – such as estates, highways, planning – will need to be truly aligned.

Clear leadership and unwavering political support is essential to avoid projects being nudged into increasingly complex processes.

Precautionary default positions such as every scheme must be OJEU'd [tendered under procurement rules set out in the Official Journal of the European Union, designed to ensure full and fair

**Clear leadership and unswerving political support is essential to avoid projects being nudged into increasingly complex processes**



**Ealing and west London in general has never received large sums of government funding, when compared to east London**

**Julian Bell**  
Leader  
Ealing Council

competition between companies across the member states] will need challenging given that many projects will attract only a single credible partner with the appetite, ability and resources needed.

For the private sector, it will be key to avoid overplaying their hand. People will need to be prepared to explain and to explore the achievable while avoiding dictating solutions.

The UK is not the Wild West and those private sector partners that can build trust in difficult times will definitely reap the rewards as the country's economy breaks out from uncertainty.

Long term complex projects may need partial de-risking by the public sector, with exit opportunities at key milestones and flexible attitudes to phasing. No risk positions will be largely untenable. Ultimately, collaboration and not control, encouraging innovative solutions not regimented processes, with both sides playing to their respective strengths without any master/slave relationship will be essential.

**Partnerships between the private and public sectors are essential for long-term benefit. The private sector has the ability and the money to deliver development projects and some infrastructure for the local community. Councils do not always have the money or own the land needed to make things happen. Ealing and west London in general has never received large sums of government funding for regeneration schemes, when compared to east London. Working successfully with the private sector has always been crucial for us to make things happen.**

The developers who succeed are those that show a long-term commitment to our area. Councils and residents want high quality developments that add something to their community. The council is able to facilitate this – using its knowledge of the area and of community needs. The “localism” agenda adds greater weight to this.

In these difficult economic times the private sector is also finding it hard to raise the capital, which emphasises the need to work together. Robust and transparent planning policies should provide clarity up front about what is, and what is not,

acceptable in the area. This should avoid the need for financial costs pursuing schemes that will not work.

The council is also considering how it can enable schemes by strategic use of our property portfolio – structuring deals which can be of mutual benefit.

Councils understand that developers need to make a profit because they are taking the risk. They also understand that development will be difficult if the right decisions are not made for local people, so it is important to have consistent dialogue between both sides.

The public sector needs private investment to get things done. Equally, private developers and their developments benefit enormously from the council's own investment in an area's schools, roads, parks, people and services. Any private sector project has to add something positive to the area. It is all about the longer term.

In a nutshell, the public and private sectors having mutual understanding about their need for each other and working together as a team, means that in the end, the real winner will be the local community. \*

**75%**

**of delegates at SocInvest 2010 said the event met their objectives “extremely well” or “well”.**



The premier regeneration finance and funding event took place in London on June 16, 2010, attended by 160 senior regeneration executives from the public and private sectors across the UK.



**69%**

**said they took away ideas and information that would help them with funding initiatives.**



Comments included:  
“Good selection of speakers and issues covered”

“Flowed well and kept interest going all day”

“Excellent day - great mix of subjects and speakers”



**76%**

**said the coverage of regeneration issues was “extremely good” or “good”.**



SocInvest returns in 2011 for the fourth year running. Can you afford to miss out?

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# Made in Ealing

From small family firms to multi-national corporations, companies are thriving in Ealing. Charlotte Goodworth asks the bosses just what makes this borough such an ideal business location



**SIR GULAM NOON MBE**  
*Noon Products, Southall*

Launching his first factory in the 1970s in Southall with just 12 employees and 370sq m, Sir Gulam Noon MBE has since grown his business to around 1,700 staff, 37,000sq m and seven factories, all in Ealing, supplying innovative ready-made Indian meals to all the major supermarkets nationwide.

So what is it about the borough that makes it Sir Gulam Noon's preferred location? "There are two distinct advantages to being based in Southall. One is that the workforce is readily available. We have never had any problems with attracting people. In fact, we never advertise. It is a willing workforce, prepared to work hard and give commitment to the company.

"The second is that Ealing as a council has been very receptive, co-operative and encouraging. Whenever there is a technical problem, they are prepared to guide us. As far as planning is concerned, they are prepared to listen.

"Accessibility is a key factor for my industry. The A40, M40 and the A406 are all nearby, so distribution all over the country is very easy from here. This is particularly key for a business like Noon, as we supply all over the country to Sainsbury's, Tesco and Waitrose.

"I think the future for businesses in Ealing is good. We have increased our workforce in the past 12 months. We are now working on Sundays, which we weren't before, and we have recently expanded our operation."

**"The workforce is readily available. We have never had any problems with attracting people"**



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**WILLMOTT DIXON**

*Joanna Lucas*  
REGENERATION DIRECTOR

*Suite 211, The Spirella Building  
Bridge Road, Letchworth Garden City  
Hertfordshire SG6 4ET*

*Mob: 07765 155995  
Tel: 01462 476610*

*joanna.lucas@willmottdixon.co.uk*

**www.willmottdixon.co.uk**

**EMILY FAWELL***4Well People, Ealing*

In 2009, in the grip of recession, nutritional therapist Emily Fawell launched her own business in Ealing. It has since gone from strength to strength and expansion plans are already in the pipeline.

“Ealing is a great location for my business – I want to appeal to families and Ealing’s birthrate is growing at 20% a year. There is a high concentration of young families here, reflected in the proliferation of schools, nurseries and local services.

“I also run networking events, Nutritious Networking, for local business people. This is a growing market, especially among mothers who want to have more control and flexibility around their working lives.

“There is a thriving complementary therapy community here and as Ealing becomes a more attractive destination for shoppers – helped by the Dickens Yard development – I can see it being a perfect location for me to open a holistic health and wellbeing centre.”

**“I want to appeal to families and Ealing’s birthrate is growing at 20% per year”**

**SAM POPE***Alexanders Removal and Storage Specialists, Park Royal*

Just eight years ago, husband and wife Sam and Alex Pope started their removals business from their flat in Kilburn. Their shrewd relocation to Park Royal industrial estate in 2006 opened up enormous opportunities for them.

“Moving to Park Royal enabled us to progress from being just a removal company to having our own self-storage warehouse. Having access to north, south, east and west is second to none where we’re positioned, and our customers can easily access their storage units via the Central line.

“When we were looking to expand the company, we noticed that a very large warehouse owned by Eddie Stobart was sitting empty. It is 10 times bigger than other premises we’d looked at, but we’ve since established a working relationship with them whereby we’re able to provide another service to our customers – traditional container storage. Other removal companies can now come and store their customers’ belongings with us.

“The change in the economic climate has meant that it is a lot easier to get space in Park Royal. There are landlords out there willing to do deals. And the area has plenty of people to take advantage, who can see clear paths to expansion, diversification and partnerships.

“This year, we’ve grown through acquisition. We’ve bought a competitor, Movin Removals UK, which was based just 200 yards away from us, after striking up a business relationship with them. So that’s another opportunity that came up through being at Park Royal.”

**“The change in the economic climate has meant that it is a lot easier to get space in Park Royal”**





### TONY KHURLL

*Monarch Commercial, Southall*

For property agent Tony Khurll, operating in Southall has enabled his firm to come through the recession relatively unharmed.

“Southall is a very strong economic base, mainly because of the Asian market that exists there. Asians don’t necessarily want to trade anywhere else, because Southall is probably one of the biggest Asian trading markets outside the subcontinent. Walk along Southall Broadway from one end to another, and you just see Asian businesses: you won’t find that in too many other places in the UK.

“On the back of that, we’ve seen years of fantastic property values and real buoyancy. There is a limited supply of property and the constant demand has always driven up values and made it an interesting place for us to be. I think Southall is a little feather in Ealing’s cap.

“The big change in Southall is the granting of planning consent, by London Mayor Boris Johnson, in November 2010, for the redevelopment of Southall Gas Works into a 37-ha development of 3,750 homes, a hotel, banqueting, parking, and a retail park. This is huge news as far as the area is concerned, as

the key site further links the area to Heathrow. It’s going to open up a lot of opportunities because of the airport – that’s a huge industry and economy in its own right – but also with areas like Slough and Reading, the silicon valley and hi-tech industries.

“As far as rental rates are concerned, Southall is probably stronger than most. At the moment zone A is about £150 per sq ft, which is more than some of the similar London suburbs. And the reason is you’ve got so many people trying to get into a location where there just isn’t enough supply. Southall has always been, and will remain, buoyant.

“Another real plus point for Ealing is that you’ve got Crossrail coming. It’s definitely a place to be and there is a lot to look forward to.” \*

**“Southall is probably one of the biggest Asian trading markets outside the subcontinent”**

**Feedback from eligible businesses in October 2010 revealed that 73% were in favour of setting up a BID and an official ballot was due to be held in early 2011**

## Park Royal

Europe’s largest industrial estate covers 750 hectares of commercial and industrial property and is home to 2,000 businesses, including industry giants such as Eddie Stobart, Carphone Warehouse and LOVEFILM. Strategically positioned equidistant from central London and Heathrow, it has direct access to the North Circular, A40, M40 and M25. It boasts affordable rents, mixed-use accommodation and access to a local labour supply.

The Park Royal Partnership Group is an urban regeneration and inward investment agency committed to promoting and improving the estate. One of its biggest initiatives is its proposal to set up a business improvement district (BID). By paying a business levy, companies can have greater control over their working environment, with funding going towards projects the businesses themselves choose – such as graffiti removal, improved signage or lighting. Feedback from eligible businesses in October 2010 revealed that 73% were in favour of setting up a BID and an official ballot was due to be held in early 2011.



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