

# EALING 2026

## Youth Consultations Summary Report

July 2011

EALING COUNCIL

# General Context – Ealing Council's Youth Consultation Events & the LDF consultation process

## 1. Introduction

The LDF is the Council's portfolio of legal documents where the vision and the strategies that will guide and shape all urban development in Ealing within the next 15 years. Ealing's Statement of Community Involvement includes a strong commitment from the Council to consult with young people who are considered as a hard to reach group.

The LDF underwent consultation a first time in Autumn 2009. As part of this round of consultation, a Youth Conference was held on October 7, 2009. The results and the notes from the Youth conference were published on the Planning Policy's website at [http://www2.ealing.gov.uk/services/environment/planning/planning\\_policy/local\\_development\\_framework/consultation/previous\\_consultations.html](http://www2.ealing.gov.uk/services/environment/planning/planning_policy/local_development_framework/consultation/previous_consultations.html).

The Council held a second series of consultation events throughout Autumn 2010. As part of this new round, the Council's Planning Policy team held two Youth Conferences, one in Southall and one in Ealing on November 24<sup>th</sup> and 30<sup>th</sup>. The events were attended by 40 students aged 15 to 19 from 10 of the borough's 14 schools. Youth Mayor Rebecca Ladipo, who was elected by Ealing's Youth Parliament, attended the event in Ealing.

Consultation with young people was carried out in a simple and accessible format, students not being expected to comment on the policies in detail. Students were asked to give their views regarding different scenarios for the spatial evolution of the borough and were asked how they used facilities, by answering an interactive questionnaire using cutting edge handset technology supplied by local firm Group Dynamics. In some instances students were able to text in their answers using the handset rather than opting for a set answer. Each question was followed by a short debate through which delegates discussed where key urban developments and services such as housing, shops, open spaces, transport infrastructure and schools should be located and how change should be managed

**This document's structure roughly follows that of the questionnaire, which addressed the following:**

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Findings from the two 2010 Youth Conferences will help inform policies in the emerging LDF. Following the display of graphs and tables showing response rates to the questions pertaining to each Big Issue, this summary paper reports on:

- Key Findings from the analysis of the answers to each question in terms of the percentage rate, texted answers and written feedback from roundtable notes
- How our policies reflect these findings and how findings can inform the policy making process

Results have also been compared, where feasible and appropriate, to findings from the 2009 Youth Conference. Where relevant however, combining results rather than comparing them allows us to have a better overview of young people's views regarding the "Big Issues" surrounding development in Ealing and of the use that they make of the borough's facilities and infrastructure in different areas.

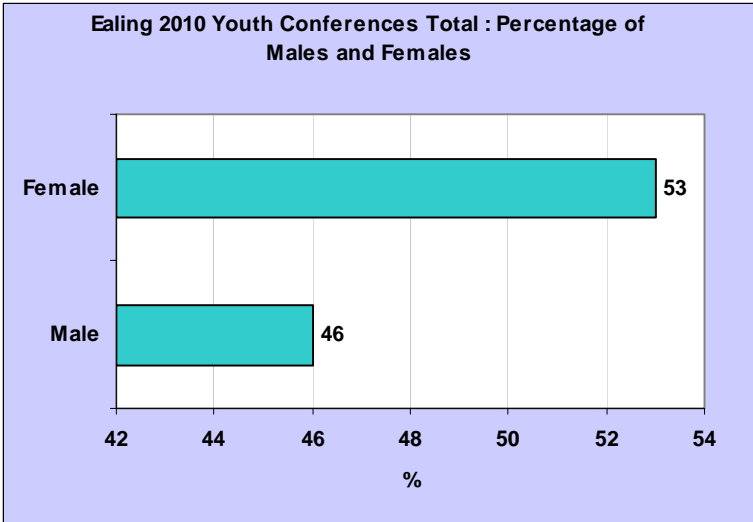
As a consequence, although the results from these youth conference will be used to inform the Council's Development Plan Documents, they also stand alone as a general reflection of young people's views regarding the future development of their borough and as a snapshot how they use it.

# Analysis

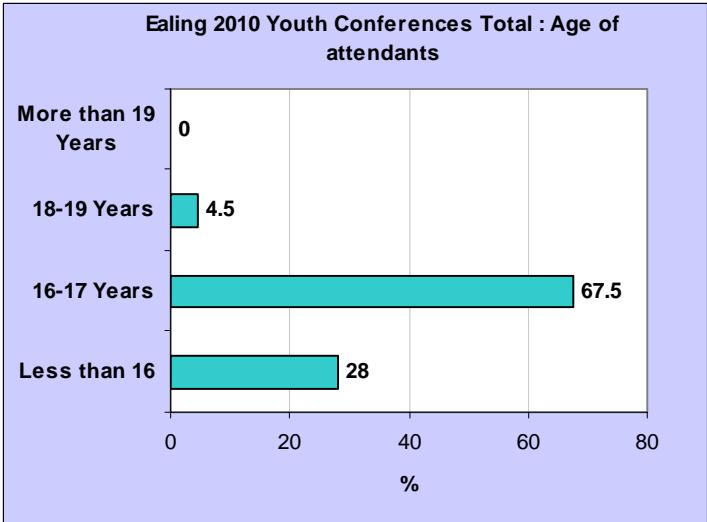
## Practice- Contextual Questions

The practice questions which young people were asked to answer at the beginning of the consultation give a general portrait of those attending in terms of gender, age, and provenance. These key characteristics are displayed in Graphs 1 to 3. Graph 4 marks the starting point of our analysis of the attitude of young people towards Ealing by showing whether they see themselves living in Ealing in 2026.

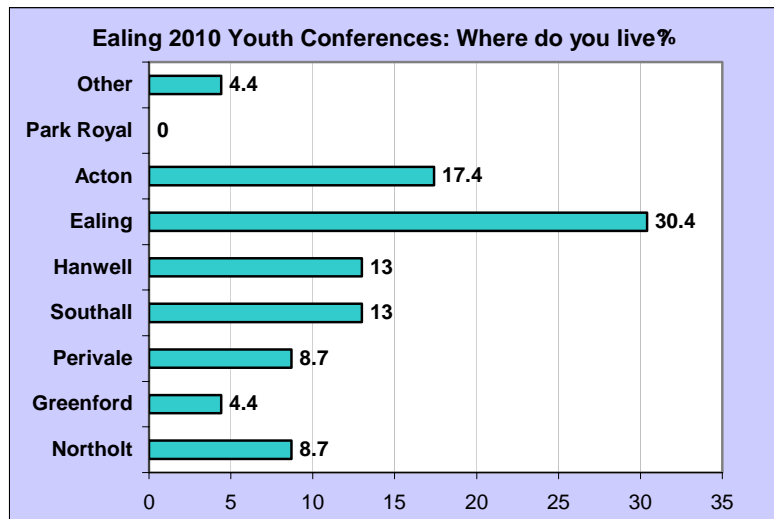
### 1. Gender



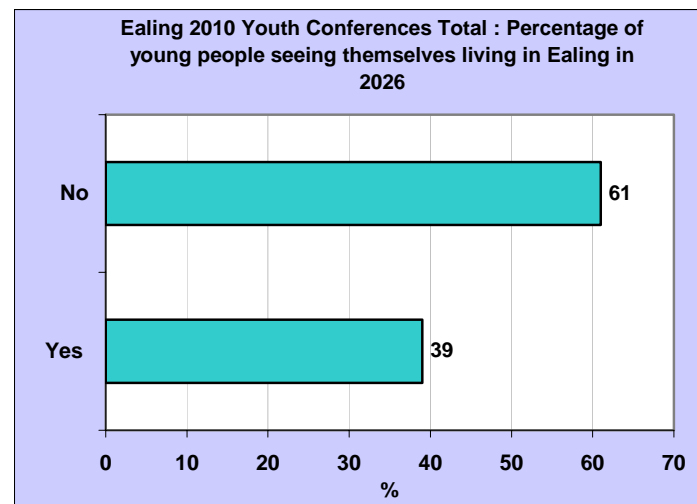
### 2. Age



### 3. Provenance



### 4. Ealing's appeal: up to 2026?



## Key Findings

Slightly more females than males attended the 2010 Youth Conferences, and the majority of delegates were aged 16 to 17. Most young people attending lived in Ealing, Acton, Hanwell and Southall, which partly reflects the borough's town centre hierarchy (Ealing being a Metropolitan Town Centre, Southall a Major Town Centre, and Hanwell and Acton District Town Centres).

**Most young people did not see themselves living in Ealing in 2026.** Our notes show that although young people took pride in the place where they had grown up and showed an appreciation of the borough's cultural diversity, they also legitimately expressed a desire to benefit from the opportunities that other places can offer. Central London in particular was considered to offer more opportunities in terms of professional development and it was mentioned that Ealing was too crowded in some places, and in need of additional development to accommodate growth. This supports the Borough's commitment to put the right development in the right places to support sustainable growth and communities.

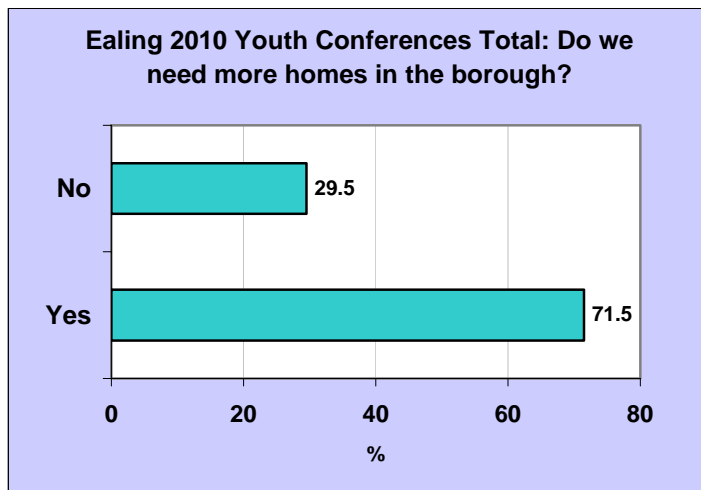
**This sentimental but non-committal attachment to Ealing reflects the strengths and weaknesses of the borough. An analysis of the following 5 big issues will help us understand these strengths and weaknesses.**

# Big Issue 1. Homes and Jobs

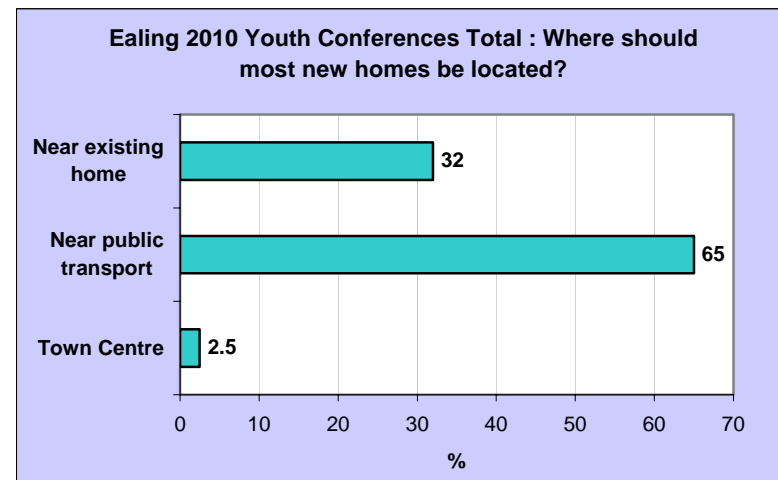
## Homes

Questions related to housing within the **Big Issue 1. Homes and Jobs** section highlight young people's attitude towards new housing in the borough in terms of need (Graph 6.), type (Graph 10), and location (Graphs 7). Results from the 2009 and 2010 Youth Consultations were grouped with regard to the neighborhoods where young people thought housing should locate for better representativity.

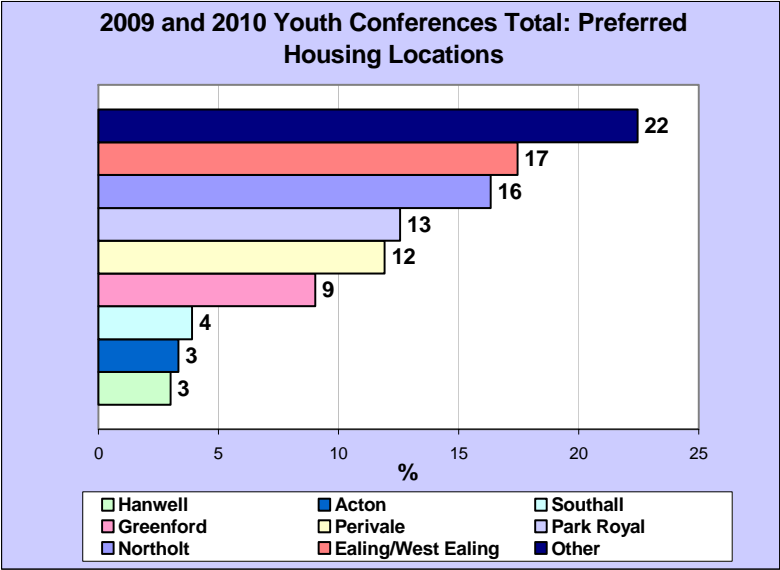
### 6. Should there be more homes in Ealing?



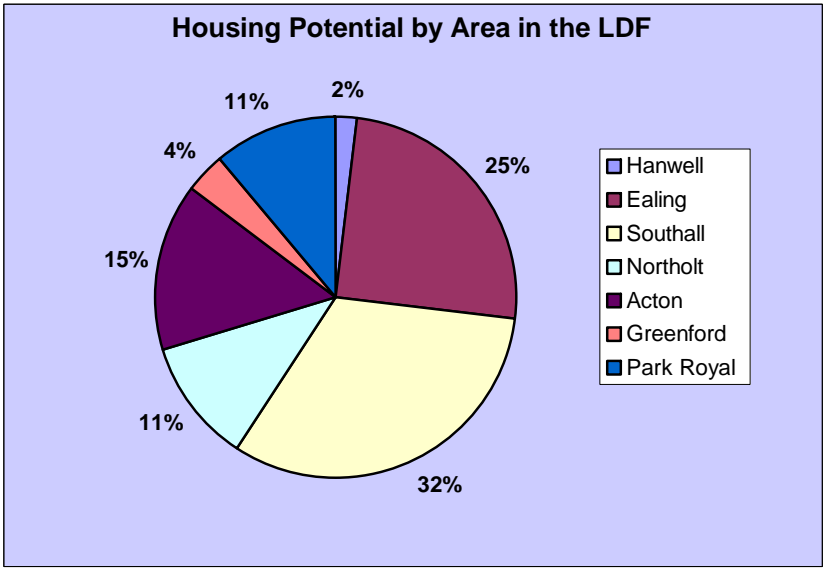
### 7. Where should most new homes be located?



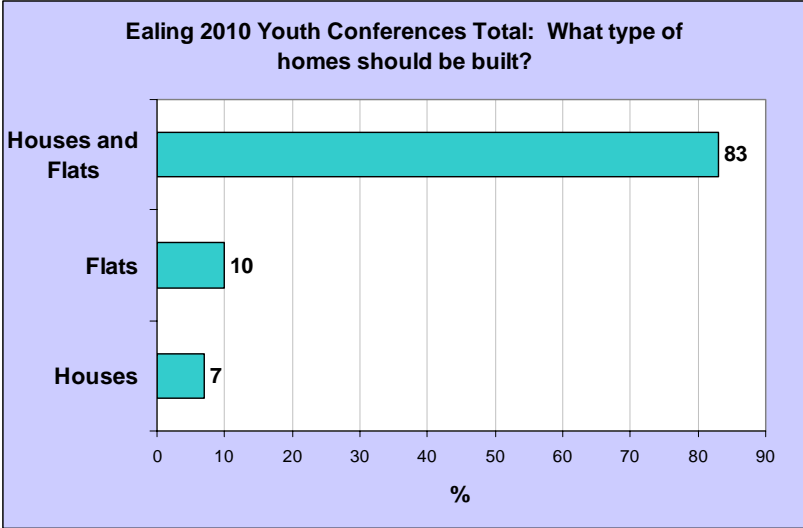
8. In which neighborhoods?



9. Housing Potential by Neighbourhood Area in the LDF



**10. What types of homes should be built?**





## Homes : Key findings

In 2010, despite concerns regarding overcrowding and the negative impact of additional houses and flats buildings on traffic, the character of areas and on amenities, young people generally supported new housing in Ealing to accommodate population growth and as a mean to drive economic growth. It was felt that provision of housing and should be supported by the provision of the right services and amenities.

Combined results from the 2009 and 2010 consultations show that **Ealing, Acton, Northolt and Perivale were considered to be the most suitable areas to accommodate new housing.** Although some of the areas in these neighborhoods were considered to need regeneration to accommodate new homes, Ealing's strengths were considered to be its accessibility and quality retail offer, Northolt and Greenford's the amount of available space and Park Royal the proximity of employment opportunities.

**Young people felt that** new homes should locate in priority close to public transport nodes, **whilst town centres could accommodate a limited specialist offer which could benefit the local economy.** Other suitable locations included the A40 corridor in spite of issues around retail provision and noise and air pollution, the borough's rural hinterlands, brownfield sites and derelict areas. It was felt that housing should avoid locating near busy and noisy transport hubs or near existing housing for fear of overcrowding.

**Young people felt it was important to** maintain the proper balance between the provision of houses and flats in Ealing for the offer to cater for all needs and match the borough's demographic make-up. Flats were seen as more flexible and land efficient developments that could better accommodate the needs of younger people and families whilst houses were considered more appropriate to established families and the elderly. Whilst it was deemed important for a social housing offer to be maintained and for students housing to be provided, young people spoke out against isolated flat developments and housing estates and for integrated, well maintained and designed housing developments in general.

## Policy Implications:

Student's support for new housing supports the Core Strategy which announces the provision of 14 000 new housing units by 2026 (Policy 1.1).

Young people's concerns that the breakdown in the type of units provided should reflect Ealing's demographic breakdown and the needs of the population is endorsed by the recommendations made by the Strategic Housing Market Assessment **in terms of housing size and type for both market and affordable housing.** The provision of affordable housing, wished by young people, is also supported by Policy 1.2.a of

Ealing's Development Strategy **which states that 50% of housing developed in Ealing will be affordable in all developments of 10 units or more. The aim is to achieve mixed communities with a range of housing types across the borough to meet need. Affordable Housing is secured through policies 3.13 and 3.14 of the Development Management Document.** Chapter Six of the Core Strategy includes a commitment for the Council to support the levels of infrastructure necessary to deliver housing provision, **thus addressing young people's concerns. This is the role of the Infrastructure Delivery Plan to identify this infrastructure.** The need expressed by delegates for the regeneration of certain housing areas is addressed by the Core Strategy, **which includes a commitment to regenerate estates in the borough (p.15), including includes Copley Close, Havelock, Green Man Lane and South Acton estates.**

**Policy 1.1 of the Core Strategy states that housing developments will be concentrated primarily in the town centres of Ealing's two development corridors and around key Crossrail stations. The London Plan directs housing in appropriate locations in Town Centres.** If students supported the location of new housing around transport nodes, they did not think however that town centres were adequate locations in general.

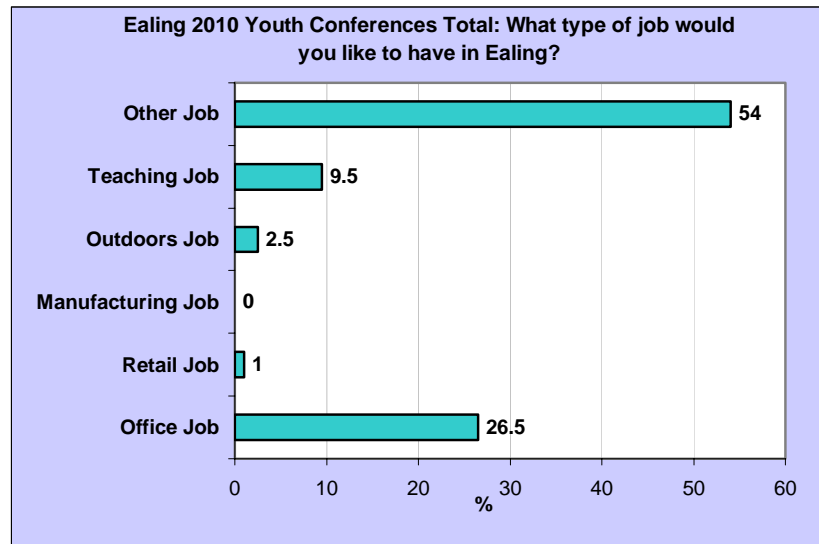
The neighbourhoods envisaged by young people for the location of new housing are also at odds with those set out by the LDF. **Young people did not support Southall, number 1 location for housing development in the LDF, as a place for housing because they felt it was too congested and crowded. Acton, number 3 destination for housing in the borough, did not rate high either.** Young people however agreed that Ealing (number 1 housing destination in the Core Strategy) and to a lesser extent Park Royal should be key housing destinations **but strongly supported areas like Northolt and Perivale, where a minor amount development is planned in terms of housing over the lifetime of the plan. Ealing's Housing sites were chosen through a thorough assessment of the potential for housing of sites in the borough using the methodology set by the GLA for the SHLAA (Strategic Housing Land Availability Assessment).**

Young people's concerns over housing being allowed to locate in noisy areas is addressed by policies in the Development Document **(7B-Design Amenity, 3.5 -Quality and Design of Housing Developments).** **In addition to these policies, amenities are addressed through policies 3.7 (Large Residential Developments), 7.4 (Local Character) and 7.2 (An Inclusive Environment where a commitment to lifetime homes is included.**

The Council's Housing Strategy 2009-2014 examines the overall housing situation in Ealing and identifies proposals for addressing the main issues. **It includes council housing, housing associations, owner-occupiers and the private rented sector. Our Empty Property Strategy sets out how we can bring empty properties back into use to improve the environment and increase the supply of decent and affordable housing for households in housing need**

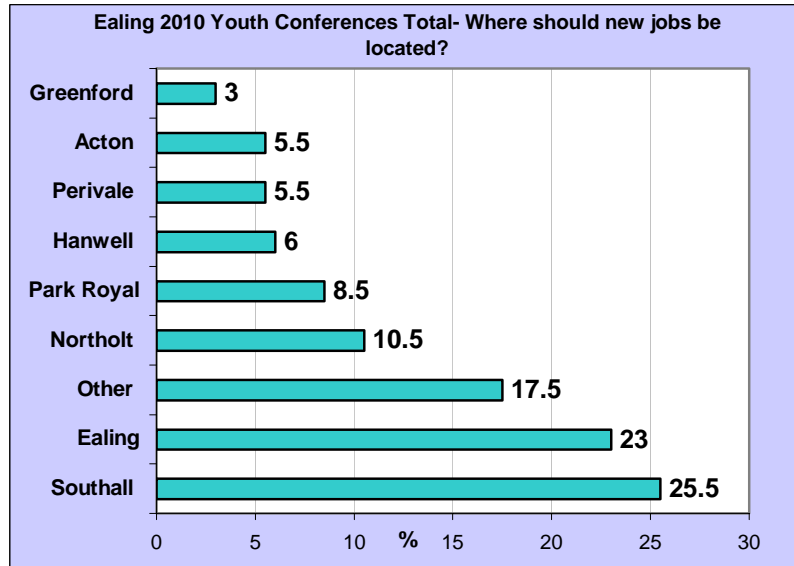
## 2. Jobs

### 11. What type of job would you like to have in Ealing?

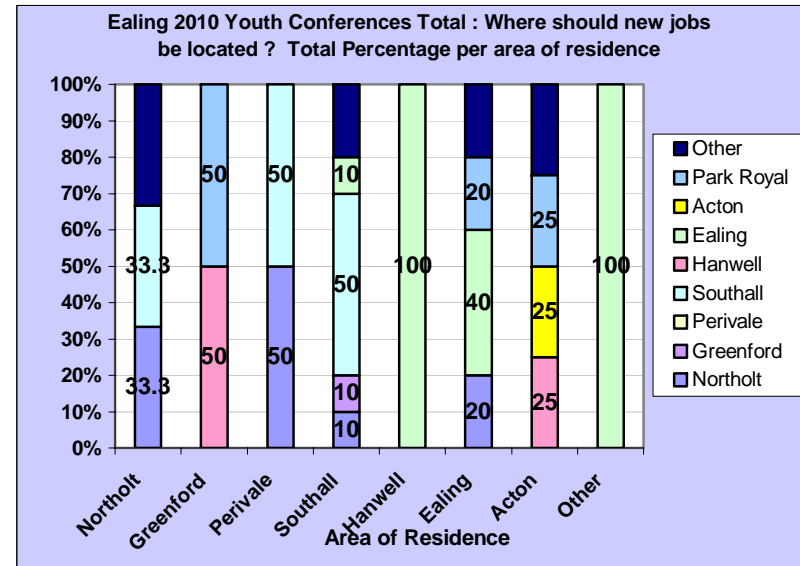


Questions related to jobs within Big Issue 1 Homes and Jobs highlight the preferred type (Graph 11) and location (Graph 12 and 13) of jobs that young people find suitable for Ealing.

## 12. Where should most jobs be located?



## 13. Preferred Location of Jobs by Area of Residence



## Key findings :

Although most young people did not feel they would pursue their career in Ealing, **it was felt that Ealing could build up on its existing strengths and take advantage of its good transport links to Heathrow and London by improving the quality of its office and retail offer and compete against central London.** Manufacturing was seen as being obsolete.

**Young people primarily thought that new jobs should locate in Ealing and Southall.** Most delegates from the “Western” neighborhoods of the borough thought that jobs should locate and build on the strengths and the successful mixed use character of some of the borough’s most accessible areas such as Ealing and Acton, with Ealing strengthening its retail offer, whereas students from the borough’s more “eastern” neighborhoods more widely favored new retail jobs and others to locate in Southall with the view that this would contribute to the regeneration of the area.

## Policy Analysis

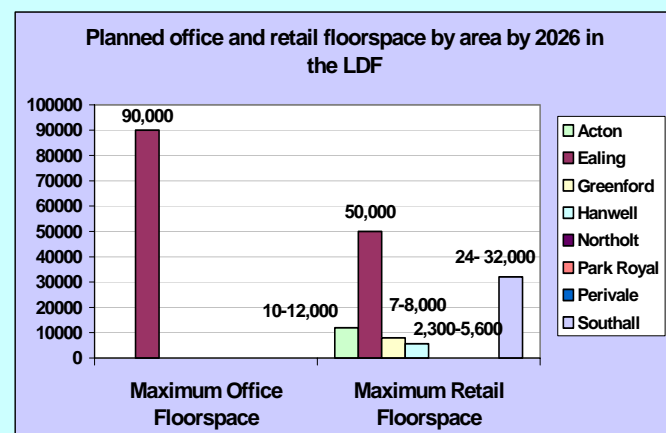
**Our analysis of young people’s feedback supports the Council’s policies on employment in the borough.** Policy 1.1b of the Core Strategy (Spatial Vision for Ealing 2026) sets out the priorities for the delivery of business space in the borough based on the recommendations made in the Employment Land Review. **The priority is the provision of an additional 90,000 square metres of office space in Ealing Town Centre** in the office quarter along the Uxbridge Road as set out in Final Proposal 2.5 of the Core Strategy.

The 2010 Retail Needs Study,<sup>1</sup> made recommendations regarding the level of retail development needed in different part of the borough in order to meet demand and improve the competitiveness of town centres. **Ealing will also aim to become a major shopping destination by seeing an additional 50,000 sq.m of retail floorspace** mainly through major developments such as Dickens Yard and the redevelopment of Arcadia Shopping Centre.

Acton will accommodate a non-negligible amount of retail development, which in line with young people’s perception of need, although Hanwell and Greenford will only accommodate minor retail development. **Southall will also be developed as a major retail destination as set out in Proposal 2.8 Regenerate Southall Town Centre. The Regeneration of Southall will be driven by the retail and housing redevelopment of Southall Gasworks. This supports young people’s idea that the provision of retail jobs in the area can also contribute to its regeneration.**

The Council’s policies in the Core Strategy seek only to maintain the level of industrial land along the A40 corridor (3.2) and in Park Royal (3.3). This supports young people’s views that manufacturing is an obsolete employment option. The Council however aims to renew Park Royal’s industry by developing green industry.

### 14. Planned Office and retail floorspace by area by 2026 in the LDF

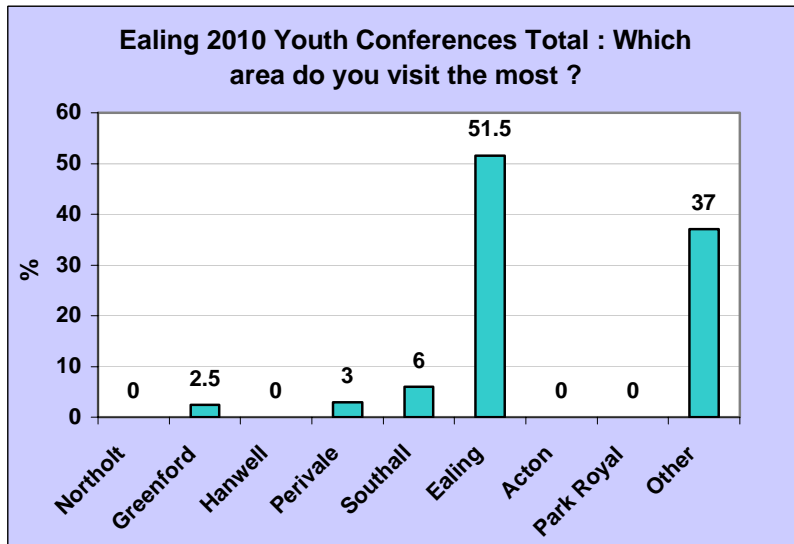


<sup>1</sup> Roger Tym and Partners, Ealing Retail Needs Study 2010 Update, accessible at [ [http://www2.ealing.gov.uk/services/environment/planning/planning\\_policy/local\\_development\\_framework/evidence\\_base/retail/](http://www2.ealing.gov.uk/services/environment/planning/planning_policy/local_development_framework/evidence_base/retail/) ], accessed June 28

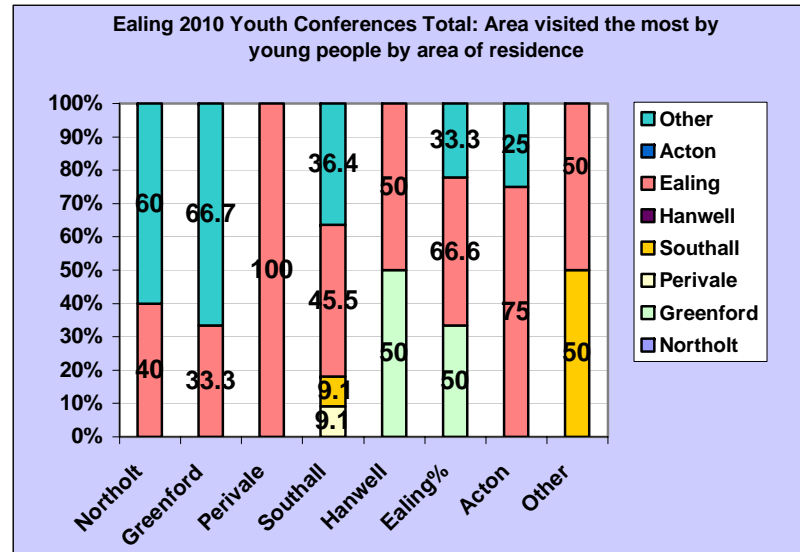
# Big Issue 3. Shops and Services

Questions related to shops and services in the Big Issue 3 topic section give information as to which area young people visit the most in the borough (Graph 15) and why (Graph 16 and 17). Young people were also asked whether they thought fast food takeaways should be allowed near schools.

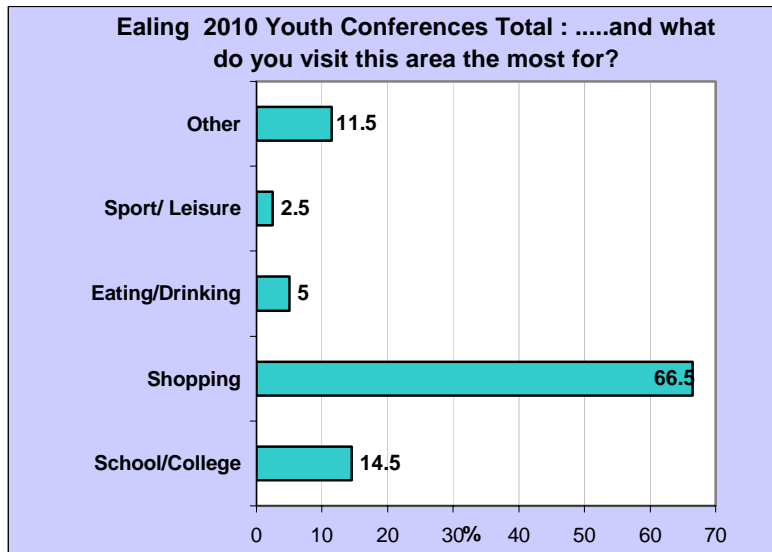
15. Which area do you visit the most?



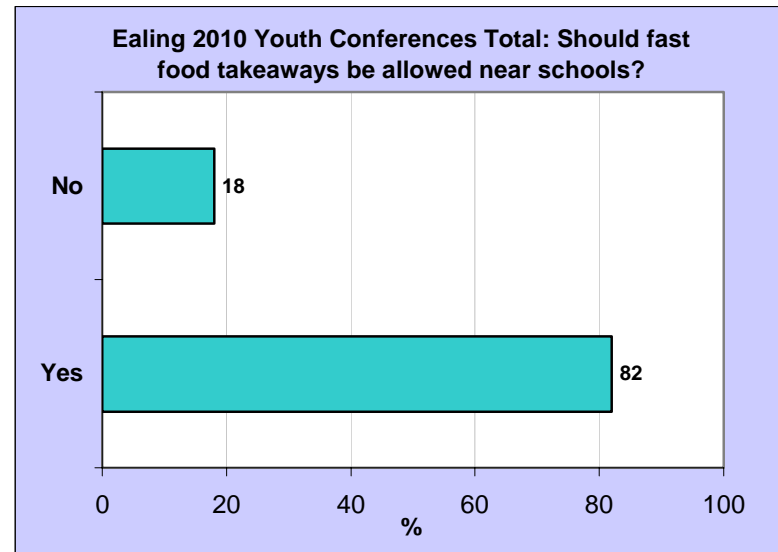
16. Area most visited per area of residence



17...and what do you visit this area the most for?



18. Should fast food takeaways be allowed near schools?



## Key Findings

Delegates said that they most visited their favorite area for shopping. 2010 results showed that the area that young people visited the most in the borough was Ealing (51.5%), whilst Southall, in second place with a mere 6% of visits did not play up to its Major Town Centre status in terms of its appeal to young people. A substantial number of students (37%) preferably turned to large shopping centres (comprising cinemas) located outside of the borough, in Uxbridge, Harrow and Houslow, whilst others turned to more central shopping locations such as the recently developed Westfield Shopping Centre in Hammersmith and Fulham and the central London High Street .

In terms of services and facilities, our notes indicate that young people put the emphasis on leisure with priorities being 1. an increase in the range of shopping facilities, 2. youth clubs and sports and leisure facilities for young people and 3. a cinema.

A large majority of young people were in favor of fast foods being allowed near schools as an alternative to the low quality of school meals and lack of microwave facilities.

## Policy Analysis

**The finding that young people tend to go to Ealing for shopping whilst Southall falls short of its Major Town Centre status in terms of its retail offer supports the Council's choice, informed by the 2010 Retail Needs Study (2010), to strengthen Ealing Town Centre as a retail destination and complement Southall's successful ethnic retail offer through the development of major shopping centres.** The large proportion of young people who admit to leaving the borough to go shopping and turn to large mall types of developments, and their demand to benefit from a more varied and high quality retail offer, confirms findings from the Retail Needs Study that Ealing has suffered from the competition of big shopping centres such as Westfield in Hammersmith and that additional major development in Ealing and Southall town centres is necessary to maintain competitiveness. **Ealing Council also plans for a cinema** to be provided in Ealing Town Centre as reflected in Final Proposal 2.5 of the Development Strategy Regenerate Ealing Town Centre.

The Council's emerging Facilities Strategy will set out an Action Plan **to promote a network of sports grounds and active recreation** in the borough and identify a hierarchy of sites to deliver those, as reflected in proposal 5.6 of the Core Strategy (Outdoor Sports and Active Recreation).

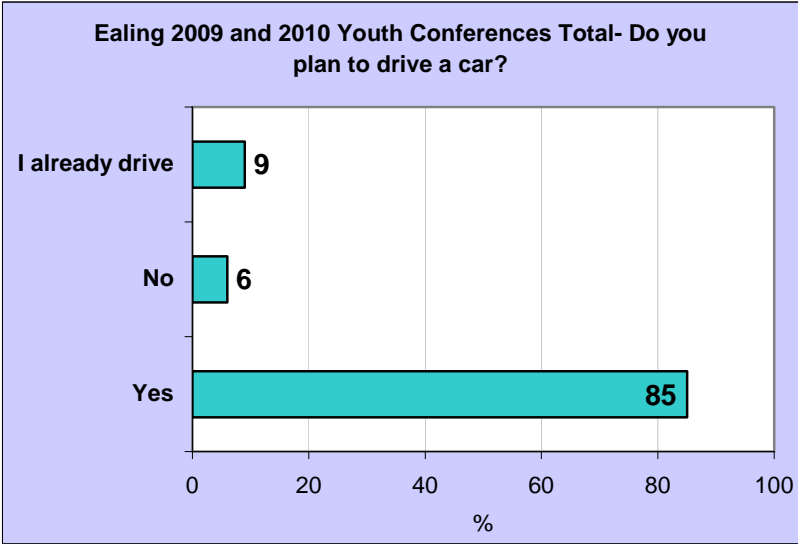
**Young people's general support of fast food takeaways near schools goes against policy 4BA on Use Classes of the Development Management Document's Initial Proposals** which forbids fast food outlets outside of town centres to locate within 400 metres of existing schools and youth centre facilities. This policy however reflects a rational choice to limit free choice to preserve children and young people's health.



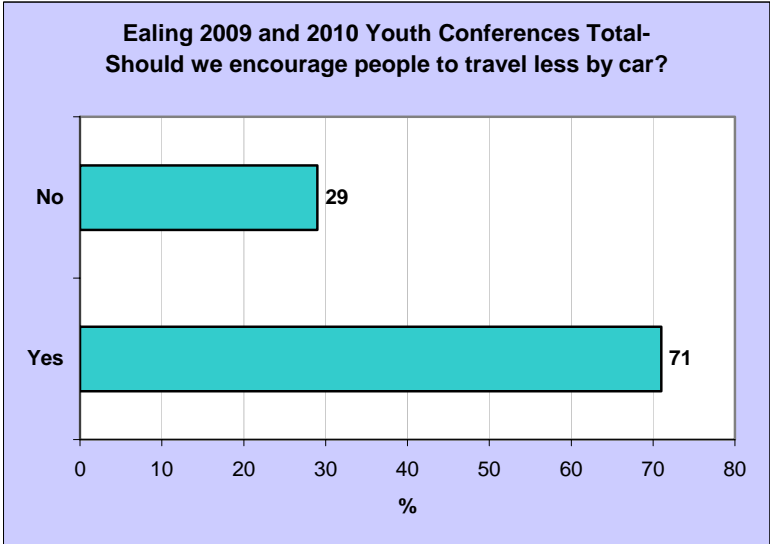
# 4. Big Issue 4. Transport

Young people's attitudes towards car use and other means of transport were addressed through a variety of questions pertaining to Big Issue 4. Transport and are represented in Graphs 19 to 22. Young people were also interrogated regarding their views on the priorities that should be established by the Council to improve transport.

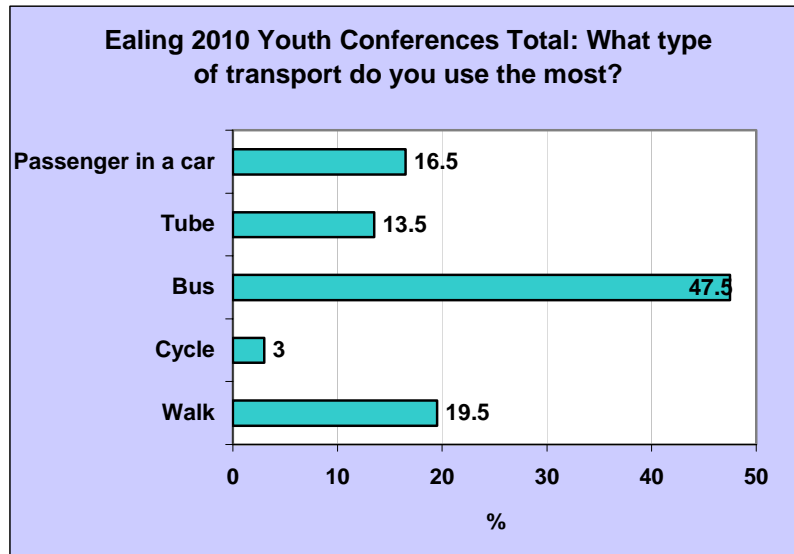
### 19. Do you plan to drive a car?



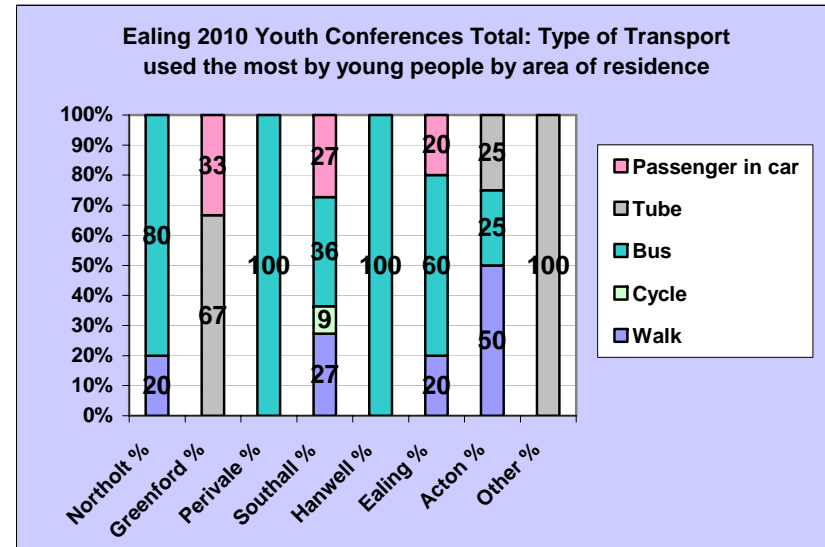
### 20. Should we encourage people to travel less by car?



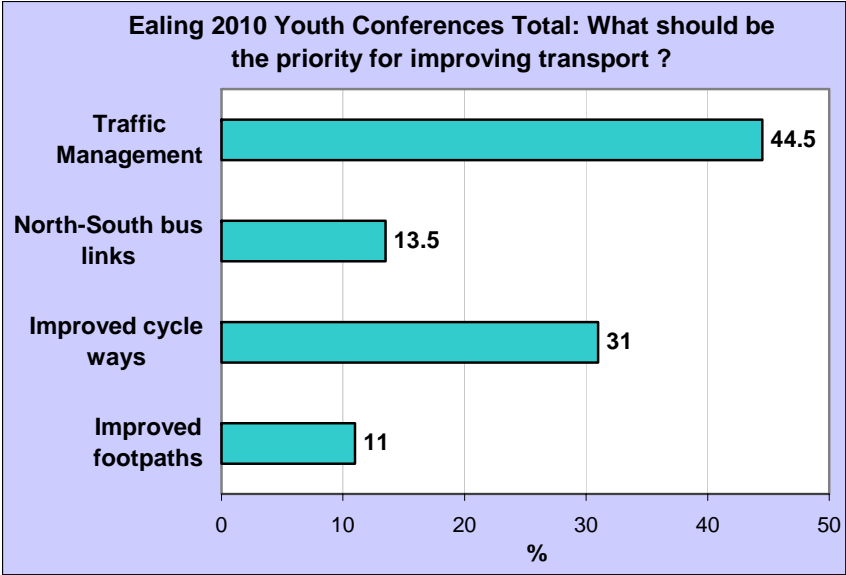
21. Which type of transport do you use the most?



22. Type of Transport used the most by are of residence



23. What should be the priority for improving transport?



## Key Findings

In 2010, although a total of 94% of school delegates either drove a car or planned to drive a car, 71% thought that the Council should try and encourage people to travel less by car. This indicates that driving is for many young people what one might call a “forced choice”, which translates deficiencies in other means of transport.

**Young people’s favourite mode of transport was by far the bus**, which is free up to age 16 and subsidized up to age 18 by TFL, although high costs were still perceived as an issue. Ealing was seen as benefiting from good transport routes and connections that could be further improved by increasing bus frequency and capacity on certain routes and by creating new north-south links. **Cycling was young people’s least used modes of transport because it was felt not to be safe enough.** Students asked for cycling routes to be better joined up, clearly advertised and separated from the road. Many students routinely walked to run daily errands. The tube was mainly used to go to central London and was perceived as expensive.

**General roundtable comments from both 2009 and 2010 conferences indicate that traffic management measures are considered to be a priority in terms of transport improvements in the borough. The provision and improvement of cycle ways clearly appears as the second priority.** Congestion was seen as a problem in Ealing and Southall particularly and the use of local congestion charges was suggested. Proposed traffic management measures included the increased use of roundabouts and traffic lights at crossings, as well as speed cameras and bumps. Lack of proper parking facilities in the borough was felt to be another major problem, and the use of local solutions were advocated such as neighbourhood car parks, pick up and drop off and park and drive schemes.

## Policy Analysis<sup>2</sup>

**The Council’s Strategy for the delivery of improvements to the transport system is the Local Implementation Plan (LIP)**, which is valid until 2011. A new Draft LIP was consulted on between January and March 2011 and the final document is due to be adopted in summer 2011. Results from the Youth Consultation will be shared with the Transport Planning Service to inform this document.

<sup>2</sup> **Proposals for the development of bus facilities are included in policies:** 1.2, 2.1, 2.4, 2.5, 2.7, 2.8, 3.4, 3.9,4.4,  
**Proposals for the development of cycling facilities are included in policies :** 1.2, 2.1,2.2 , 2.5 , 2.9 , 3.6, 3.7, 4.1 , 5.5  
**Proposals aimed at reducing car use and congestion are included in policies :** 1.1.f, 2.8, 3.1,3.4, 3.5 ,4.4  
**Proposals aimed at improving north south transport links are included in policies:** 4.4  
**Proposals aimed improving walking facilities are included in policies:** 1.2, 2.5 , 2.9 , 3.7, 5.5  
Proposals aimed at improving train or tube facilities are included in policies: 1.1 d - and 2.1, 2.4, 2.5, 2.7 , 2.8),

Most of the popular concerns highlighted in the survey, such as promoting alternatives to the car, better traffic management, improved north-south links and enhanced cycle provision are being addressed by the LIP. **The LIP policy objectives are as follows:**

- 1. Improve road safety and reduce road danger on the Borough transport network for all users, in particular pedestrians, cyclists and motorcyclists**
- 2. Increase sustainable travel capacity and key links in the Borough**
- 3. Smooth the flow of traffic and improve journey time reliability for all road-users, particularly bus passengers, cyclists and pedestrians**
- 4. Improve quality of life for residents, businesses and visitors to the Borough, protecting and enhancing the urban and natural environment**
- 5. Promote healthy travel behaviour through a shift to more walking and cycling**
- 6. Improve the quality of and access to Ealing's main town centres, neighbourhood centres and regeneration areas for all, including those with reduced mobility**
- 7. Improve the condition of principal roads within the Borough for the benefit of all road users**
- 8. Reduce Ealing's contribution to climate change through transport-related CO<sub>2</sub> emissions [and improve resilience to climate change]**

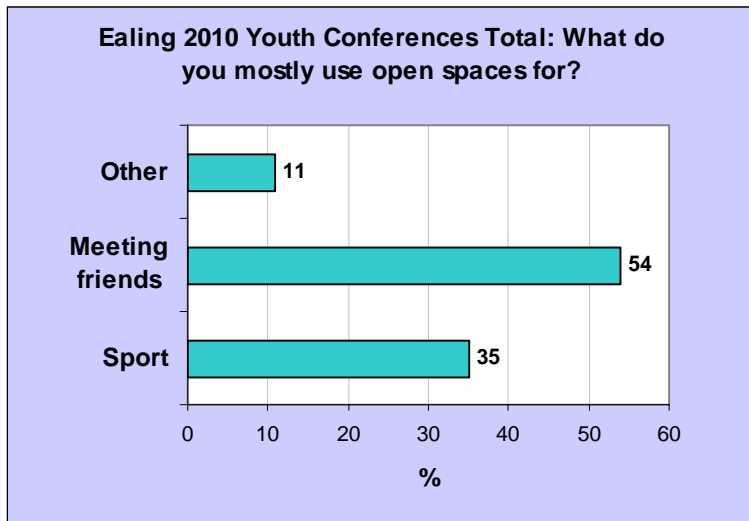
A comprehensive programme of Corridors, Neighbourhoods and Smarter travel measures also includes measures to tackle movement issues on key routes (including buses) and provide Cycle Hubs and cycle training for children and adults.

**The Council's plans for addressing these key points are referenced throughout the Development Strategy** as part of the Delivery of the Vision for Ealing 2026, development plans and regeneration proposals for town centres within the Uxbridge Road/Crossrail Corridor, in the A40 Corridor and Park Royal, in Residential hinterlands and as part of the Strategy for Open Spaces, with further details being provided in the Neighborhood profiles which set the local context in Appendix Three.

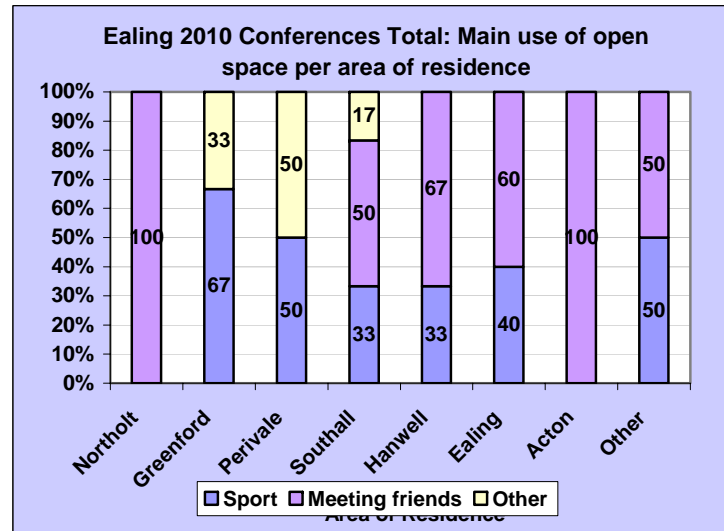
# Big Issue 5. Environment

Questions related to Big Issue 5. Environment, look at the need and the use of open spaces (Graphs 24 to 27) and sports facilities (Graphs 28,29 and Table 1) in the borough. Young people's views on heritage conservation, energy efficiency measures and design were also sought.

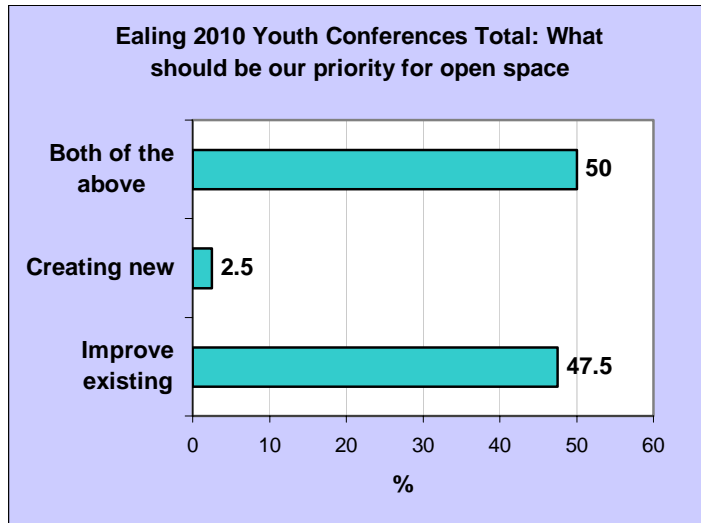
24. What do you use mostly open spaces for?



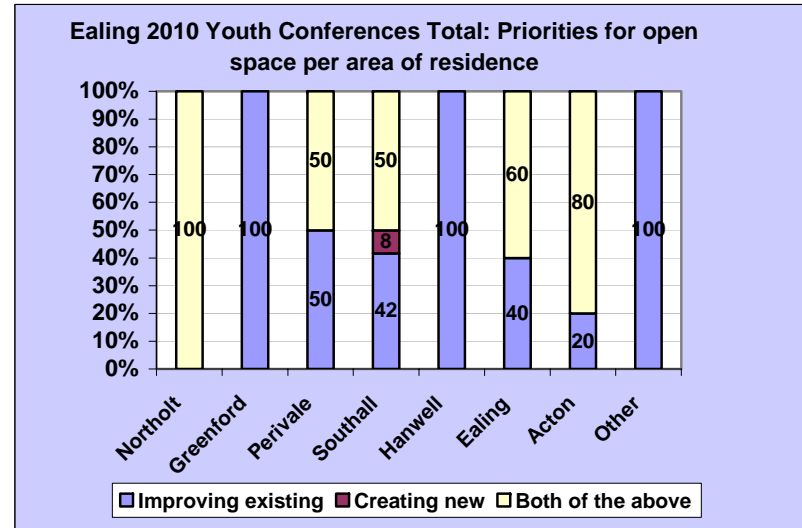
25. Main use of open spaces per area of residence



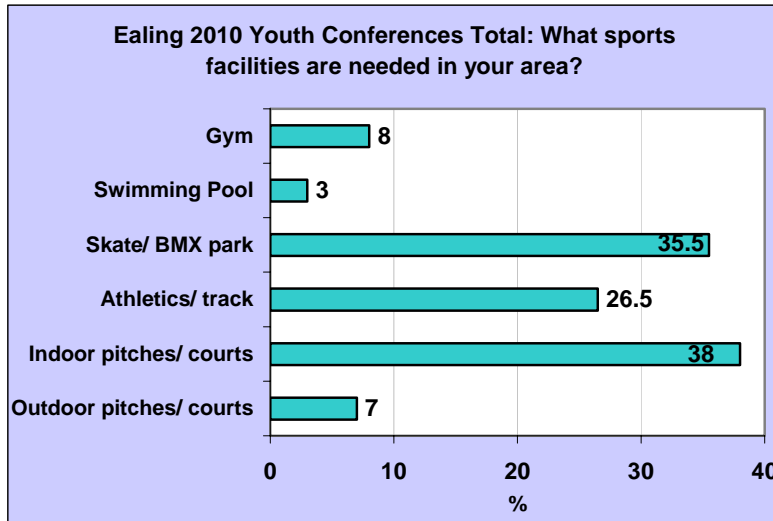
26. What should be our priority for open spaces?



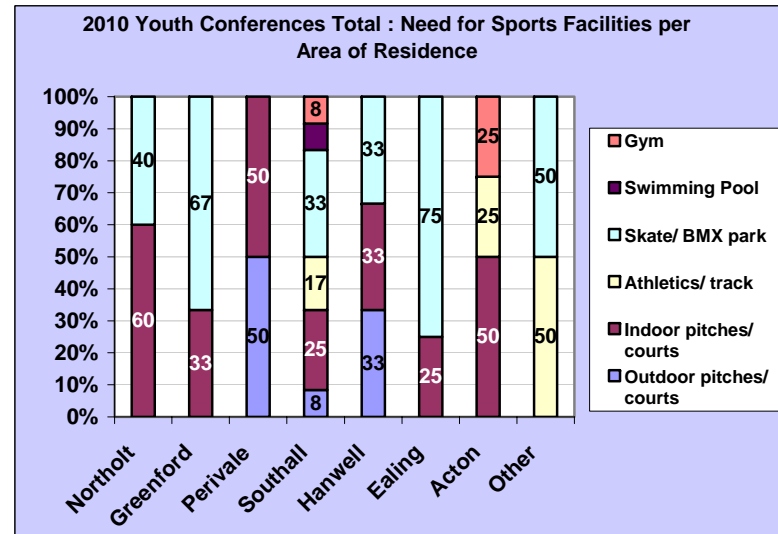
27. Priorities for open space per area of residence



**28. What sport facilities are needed in your area?**



**29.**

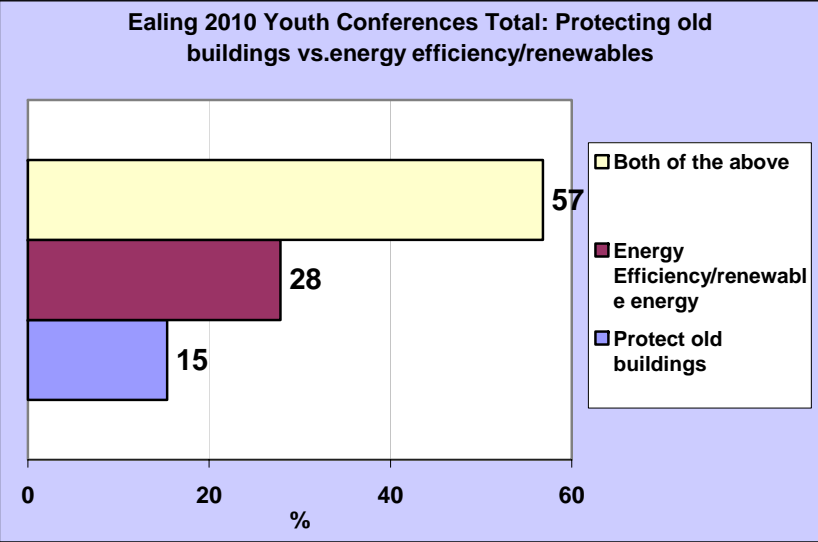


**Table 1. Ealing 2009 Youth Conference: What facilities are needed in your area?**

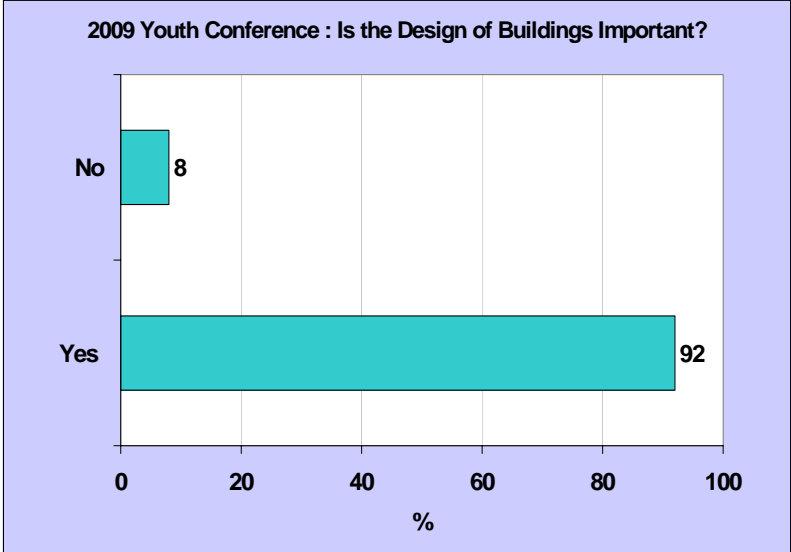
Facilities	%
Outdoor pitches courts	15
Indoor pitches courts	26
Swimming pool	15
Track	11
Studios/fitness	22
Skate/BMX	4
Something else	7



**Protecting old buildings vs. energy efficiency/ renewables**



**Design of Buildings**



## Key Findings

Overall, **2010** results show that Ealing's open spaces are significant hubs of sociability for young people in the borough and also provide important sport infrastructure. This is a positive indicator of the quality of the open spaces in the borough, and an incentive to keep those clean, safe and welcoming.

In **2010**, Young delegates thought that the Council should both seek to create new open spaces in Ealing and to improve the quality of existing ones, although results indicate that the priority is for improvements to be made. New open spaces were favoured by the young residents of those areas in the borough which are the most deprived in terms of open space such as Acton, Southall and Ealing. Delegates generally expressed their support for the provision of community, leisure and sports facilities on open spaces and open air events such as funfairs and cinema festivals. In **2009**, Young people expressed concerns over the safety of open spaces because of issues around antisocial behaviour, lack of adequate lighting in the evening and littering.

Overall the most popular options for students attending the **2010** Youth Conferences in terms of sports facilities in the borough were indoor courts and pitches (38%), a skate BMX Park (35.5%), and an athletics track (26.5%). **2009** results also indicated the need for indoor gym facilities. Multiple Use Game Areas were required in well-lit outdoor areas. In **2009**, key points were that young people needed affordable youth gyms, that additional football pitches were needed across the borough and that schools should open their facilities during the weekend. Girls specifically felt that there were not enough clubs, activities and facilities for females in the borough.

In **2010**, a majority of young people thought that the protection of old buildings should be balanced against the need to promote renewable energy efficiency and renewable energy in the built environment. In **2009**, young people overwhelmingly thought that having the design of buildings in keeping with the characters of areas and preserving the design of old buildings was a very important planning consideration although it should participate to developing the borough.

## Policy Analysis

Young people's view that the Council should both create and improve existing open spaces, the priority being the latter option, is endorsed by Chapter 5 of the Development Strategy .

The Sports Facility Strategy 2011 - 2021 will promote the provision of facilities such as swimming pools, health and fitness centres and indoor sports pitches throughout the borough. It will be published for consultation in Autumn 2011. Findings from this Youth Conference will be communicated to the Active Ealing Team which is in charge of producing the strategy.

Ealing's policies both seek to protect heritage assets from intrusive development and promote energy efficiency and the use of renewable energy where appropriate. Policy 1.2.e of the Development Strategy, which includes a commitment to reduce energy usage in

buildings by requiring all development to demonstrate that it has minimised on site carbon emissions will be implemented through policies 5.2 (Minimising Carbon Dioxide Emissions) and 5.7 (Building Efficiency and Renewable Energy) of the Development Management Plan Initial proposals. The Council's conservation team will advise as to whether listed buildings and buildings in conservation areas are exempt from those requirements in view of the 2010 building regulations. **The Development Strategy also includes commitments to heritage conservation and good design in the borough on p.8 and 12 of the preface, in point h of the Spatial Vision for Ealing and throughout specific proposals relative to development corridors, town centres and open spaces .**