The consultation:
June 29th to August 24th 2012

A blueprint for shaping the future of the borough?

Ealing Council has been putting together a blueprint for shaping the future of the borough and there is now another chance for you to get involved. A public consultation is running over the summer. The purpose of this consultation is to give you the chance to look at, and comment on, three key elements of this blueprint, which will determine how the borough will develop over the next 15 years.

It comes after the official rubberstamping of a new ‘Development (Core) Strategy’. This sets out the overarching vision, objectives and policies that will guide the development of the borough until 2026.

Ealing Council formally adopted the Development Strategy in April 2012, after an examination by an independent inspector appointed by the government. It forms the cornerstone of the Local Plan (or ‘Local Development Framework’), which many of you will have commented on during extensive consultations over recent years.

Now, the Development Strategy has been adopted, we need to complete other elements of the overall Local Plan – and this is where you come in.

We want your views on:

• Development Sites -
A catalogue of potential, key development sites in the borough.

• Development Management –
which shows the local criteria to manage planning applications, beyond the London and national guidelines already in place – i.e. the local ‘twist’ on these broader rules.

• The Policies Map -
a land use map, showing the designated greenbelt and industrial area, among other things.

If you want to make any comments on these plans you must complete a representation form. This form has two parts:

Part A – Personal Details
Part B – Your representation(s).

Please fill in a separate sheet (Part B) for each representation you wish to make.

For further information or to request extra representation forms please phone
020 8825 5845 or contact us by e-mail. You may find it easier to download copies of this form from the Council’s web pages as it can be condensed or expanded as necessary.

All representations should be sent to:
Planning Policy, Ealing Council, Perceval House, 4th Floor,
14/16 Uxbridge Road, Ealing W5 2HL or by email to:
planpol@ealing.gov.uk

Where to get further information?
Copies of the draft plans are now available for inspection at:

• Customer Services Reception, Perceval House, Uxbridge Road Ealing, London W5 2HL (during normal office hours);
• Local Libraries in LB Ealing;
• On the Council’s web site (www.ealing.gov.uk/planpol) and follow the latest consultation links.
Why we have prepared these plans?

These plans are being published in order for representations to be made prior to formal submission to the Secretary of State for Communities and Local Government later in the year. These representations will be considered alongside the published plans when submitted, which will be examined by a Planning Inspector.

The Planning and Compulsory Purchase Act 2004 (as amended) states that the purpose of the examination is to consider whether the plan complies with the legal requirements and is ‘sound’. During examination the Planning Inspector will only consider comments that refer to these criteria:

a) Has the plan met the following legal requirements?
- Does it have regard to national policy?
- Does it conform generally with regional policy as set out in the London Plan?
- Is it line with the objectives set out in Ealing’s Sustainable Community Strategy?
- Has it been prepared in accordance with the Local Development Scheme, which sets out a public project plan for LDF preparation?
- Is it in compliance with the Statement of Community Involvement that sets out how the council will involve the community in the preparation of planning documents and in considering planning applications?
- Has it been subject to a sustainability appraisal to examine the social, economic and environmental impacts of the policies in the plan?

b) Is the plan sound?
- Has the plan been positively prepared i.e. based on a strategy which seeks to meet objectively assessed requirements?
- Is the plan justified?
- Is it based on robust and credible evidence?
- Is it the most appropriate strategy when considered against the alternatives?
- Is the document effective?
- Is it deliverable?
- Is it flexible?
- Will it be able to be monitored?
- Is it consistent with national policy?

How to make a response on the plans?

If you want to change the plan in any way your comments should state clearly what you want changed, why you want to make the change and provide evidence to support your proposals. Where appropriate, you should provide alternative wording for any changes you wish to make.

The plan should be consistent with national and regional planning policy. For example:
- If you think this is not the case you should state clearly the reasons why.
- If you believe that a policy or policies should be included in the plan that goes against national or regional policy in order to meet a clearly identified and justified local need, you should state what the local circumstances are and provide supporting evidence.
- If you think another policy should be included please ensure the issues are not already addressed in national or regional policy or in the adopted Development Strategy or in another policy in the published plan or in another LDF document.
- If the issues are not addressed elsewhere, please state why your suggested policy should be included in the plan and what it should say.

Where there are groups who share a common view on how they wish to see the plan changed, it would be very helpful for that group to send a single representation which represents the view, rather than for a large number of individuals to send in separate representations which repeat the same points. In such cases the group should indicate how many people it is representing and how the representation has been authorised. Representations should cover succinctly all the information, evidence and supporting information necessary to support/justify the representation and the suggested change, as there will not normally be a subsequent opportunity to make further submissions based on the original representation made at publication. After this stage, further submissions will be only at the request of the Inspector, based on the matters and issues he/she identifies for examination.