East Acton

Big Ideas, Little Ideas

Consultation Results Report for the Ealing Local Strategic Partnership
January 2015
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Acton Community Forum

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East Acton logo designed by
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Bill Davidson
Melody Robinson
Lindsey Hills
Nuria Rodriguez
Cllr Hitesh Tailor
Cllr Kate Crawford

About Acton Community Forum

Acton Community Forum was established in 2002 to address holistically the issues faced by the Acton Wards, empower local residents to solve their problems and improve the area’s quality of life. The Forum’s focus and work priorities are shaped by the 35 pieces of research and consultations it has undertaken to date within local communities, stakeholders, service providers and the statutory mainstream sector.

For more information about our current work, please visit www.actonforum.org.

For more information about this report, please contact matt@actonforum.org or rachel@actonforum.org.
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Appendix A – survey postcard
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For a copy of the appendices, please visit www.actonforum.org or contact matt@actonforum.org.
1. Executive Summary

Background
The Ealing Local Strategic Partnership (LSP) aims to identify and understand the major challenges for Ealing in the medium and long-term and to make sure that these are tackled in partnership. It brings together different agencies to coordinate and deliver activities that could not be done so effectively by any one organisation alone.

In 2013 the LSP chose to make East Acton ward its key focus, due to the unique issues faced in the ward, and current and future developments which offer change and opportunities. Acton Community Forum (ACF) was commissioned in 2014 to:

- **Consult** East Acton residents
- Begin **involving residents & stakeholders** in taking LSP priorities forward
- **Prioritise** key issues and short/medium/long-term action points
- Develop clearer resident/neighbourhood **focus actions**
- Drive the project **publicly forward and increase awareness** in what the LSP is doing
- **Widen participation** in the LSP project
- **Identify and recruit community members** interested in working with stakeholders to take work forward and serve as community champions, health champions etc.

The overarching aim is to improve the quality of life in East Acton through a joined-up approach which will be better coordinated, more efficient, able to leverage in a range of resources and deliver better services.

Methodology
Central to all efforts was the ‘BIG IDEAS, LITTLE IDEAS’ postcard, which adapted the proven successful models of the Southall Big Conversation postcard and ACF’s previous community surveys. The postcard asked for written responses:

`What’s your BIG IDEA for East Acton?`  
something ambitious it will take time to do.

`What’s your LITTLE IDEA for East Acton?`  
something quick to improve the area.

...and on the opposite side to tick answers to:

**Which TWO are most important to make East Acton better?**
- Community
- Environment
- Housing
- Children & Young People
- Health & Wellbeing
- Safety
- Economy

Consultations took place from April-December 2014, using street/walkabout surveys, attending community events, visiting schools/Children’s Centres, outreach and dissemination of physical postcards and across a wide range of electronic media. ACF took the message to meetings and events residents and key interest groups attend to present the consultation and East Acton project and collect responses. In all, we:

- Undertook 27 consultation events to **1,300** attendees
- Distributed **1,500** survey postcards
- In total received **648** responses representing the views of **1,091** residents:
  - **608** completed response postcards, **33** responses on Surveymonkey and **7** written responses representing **450** residents
Summary of Results
An amalgamation of qualitative and quantitative data produced the following results:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Theme</th>
<th>%</th>
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<tbody>
<tr>
<td>1</td>
<td>Environment</td>
<td>22%</td>
</tr>
<tr>
<td>2</td>
<td>Community</td>
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<tr>
<td>3</td>
<td>Children &amp; Young People</td>
<td>18%</td>
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<tr>
<td>4</td>
<td>Safety</td>
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<td>6</td>
<td>Health &amp; Wellbeing</td>
<td>9%</td>
</tr>
<tr>
<td>7</td>
<td>Housing</td>
<td>7%</td>
</tr>
</tbody>
</table>

...with Planning & Development added as an 8th strand due to this being a key concern.

The top five specific calls for action were:
- Activities & Things To Do (16%)
- Cleaner Streets (15%)
- Shops & Restaurants (13%)
- Community/Youth/Leisure Centres (13%)
- Greener Area (11%)

The results can be grouped and summarised into three main aspirations for East Acton:

**Things To Do**

**Cleaner, Greener & Better**

**Places to Go**
Conclusions
A number of key issues and priorities have been identified through this consultation process, paving the way for a new joined-up approach to communicating and delivering projects in East Acton.

One Ward, Many Localities
- Each local area has both large and small issues which residents have clearly identified
- There are many active and involved residents whose energy and commitment can be harnessed
- Localised responses will be needed due to the ward’s fragmented/disjointed nature

Lines Are Open
- Dialogue and lines of communication between residents and East Acton Partnership Group/LSP/ACF now established
- Responsiveness & communication with Council needs improvement
- Genuine interest in being involved in the East Acton Project
- Consultation was widely welcomed

Recommendations
- Maintain momentum, trust and inroads built through the consultation process
- Deliver on promises made going forwards
- Develop a framework for actioning a selection of key BIG & LITTLE ideas
- Develop a strategy to resource these key actions
- Develop better communications with residents
- Make actions local to account for the ward’s disparate nature
- Enable support for residents to take direct action
2. Map of East Acton Ward
3. Background

The Ealing Local Strategic Partnership (LSP) brings together the public, private, community and voluntary sectors, enabling different initiatives and services to support one another so that they can work together more effectively. It focuses the collective aims, resources, skills and knowledge of key stakeholders from the Council, Police, health services, education and other statutory services to work alongside the voluntary sector, business and community groups.

The purpose of the LSP is to identify and understand the major challenges for Ealing in the medium and long-term and to make sure that these are tackled in partnership. It brings together different agencies to coordinate and deliver activities that could not be done so effectively by any one organisation alone. Its aims are to:

- plan locally for the long term
- set a shared vision for the borough
- co-ordinate service delivery
- improve quality of life for Ealing residents

In 2013 the LSP chose to make East Acton ward its key focus, due to the unique issues faced in the ward, and current and future developments which offer change and opportunities. LSP members identified key strands of:

- **Community**: Building and leveraging community capacity
- **Environment**: Protecting East Acton’s environment and improving its transport links
- **Young People**: Supporting East Acton’s young people to achieve good outcomes
- **Health & Prosperity**: Improving the health of East Acton’s residents and tackling poverty
- **Safety**: Improving safety and making people in East Acton feel safe
- **Economy**: Supporting the local economy in East Acton

As the LSP East Acton Project progressed, a clearer shared understanding of the area developed; the themed groups researched, mapped and prioritised existing services and activities in the context of the needs of the area.

In 2014 the LSP commissioned Acton Community Forum (ACF) to take forward a process of community engagement and consultation in order to:

- Undertake initial consultation with East Acton residents
- Begin process of involving local residents & stakeholders in taking LSP priorities forward, particularly in joining up resources and increasing access & take-up
- Prioritise key issues and short/medium/long-term action points
- Develop clearer resident/neighbourhood focus actions
- Drive the project publicly forward
- Widen participation in the LSP project
- Identify and recruit community members interested in working with stakeholders to take work forward and serve as community champions, health champions etc
- Increase awareness of residents in what the LSP is doing/raise the profile

The overarching aim is to improve the quality of life in East Acton through a joined-up approach which will be better coordinated, more efficient, able to leverage in a range of resources and deliver better services.
4. Context & Demographics

Geography & Configuration
East Acton is split by two railway lines and the A40 and has significant industrial sites. Being at the Borough’s edge furthers fragmentation and isolation, as well as sitting at the intersection of three Boroughs (Ealing, Hammersmith & Fulham and Brent). It has 10+ ‘pocket estates’ of small clusters of social housing. Aside from Ealing Council, the majority of social housing across the ward is provided by housing associations Catalyst and A2Dominion. There are also numerous blocks of student flats.

The ward has no central area or High Street and is made up of disparate and fragmented neighbourhoods, within which many have a strong sense of community and place, but without an overall bridging sense of ward identity.

At the same time, East Acton has the Borough’s largest population at 18,700. Current projections estimate Acton will grow by 7,000 people by 2026, which represents 27% of the borough’s total population growth. 50% of that growth will come from East Acton ward, the majority in the next five years.

Demographics

The 2011 Census showed that in East Acton:
- 70% are of Black/minority ethnic/refugee (BMER) backgrounds
- 54% were born outside the UK (compared to 48% across Ealing)
- 22% have arrived in the UK in the past 5 years (compared to 13% across Ealing)

The Spring 2014 Schools Census shows that 83% of the Borough’s pupils are of minority ethnic origin. Within East Acton’s schools (John Perryn and East Acton Primary Schools; Ellen Wilkinson and Acton High Schools):
- 90% of primary and 87% of secondary school pupils are from BMER backgrounds.
- 72% of primary pupils and 62% of secondary pupils have English as an Additional Language needs (compared to 64% Borough-wide at primary and 54% at secondary)

Within the current primary school pupil population, the largest groups are:
- Arab other - 18%
- Somali - 14%
- Eastern European - 9%

Significantly, those proportions do not correlate with the 2011 Census, where East Acton’s largest ethnic minorities were:
- Eastern European – 20%
- Arab – 9%
- African – 8% / Asian – 8%

Further research would be required to determine the exact factors causing the discrepancy between the school age and overall population. However it clearly indicates a changing community.

East Acton also houses the Borough’s only Traveller site in Bashley Road in Park Royal. This community faces unique issues which are addressed within the consultation and report.

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1 Ealing Local Strategic Partnership – Area Based Project Scoping, April 2013
2 2011 Census
3 Greater London Authority, 2014
4 Ealing 2026 Development Strategy Background Paper: Demography (July 2011)
East Acton has a large and growing student population, due to development of student housing. This has changed the dynamics, economy and transit/pedestrian flow, mainly around North Acton tube station. While having inconsequential effects on most key infrastructure/services (e.g. school places), there is significant anecdotal evidence this has vastly overburdened the local GP surgery.

The high population growth and increasing diversity indicates a need to ensure a sense of place, community ownership and community cohesion.

**Economy**
- Park Royal is the largest industrial and business park in London, occupying about 500 hectares (1,200 acres)
- The park is split across Ealing and Brent, with a significant proportion within East Acton ward
- Park Royal contains over 1,200 businesses, employing an estimated 35,000 workers.
- Approximately 500 food companies operate at Park Royal, employing more than 15,000 people
- Major firms with premises in the park include Heinz, McVities and Diageo. Other major firms located in East Acton include Dixons Carphone group and Love Film.

As the name would indicate Park Royal is to play a significant role in the ‘Park Royal City’ redevelopment. There is a real opportunity to support more inward investment on the back of this redevelopment through greater engagement with local businesses and employers. Involvement of job support agencies such as JobCentre Plus and economic development will be beneficial in increasing employment opportunities. These are crucial given the ward’s employment profile.

**Employment**
- East Acton is in the 12% most deprived for income nationally
- Between 2007-10, East Acton had one of the biggest falls Borough-wide in income, at -6%
- 3.7% of ward residents claim Job Seekers’ Allowance compared to 2.6% across Ealing. This is also significantly higher than the rest of Acton’s wards.
- 29% have no qualifications, the highest in Acton
- DWP claimants are 28% higher than across the Borough, additionally with higher proportions of Employment & Support Allowance (ESA)/incapacity benefits.

**Housing**
- Low level of home ownership—30% less than across Ealing
- 25% more residing in private lets than proportionally across Ealing
- 22% in social housing compared to 18% across Ealing, mostly housing association not Council properties
- 48% live in flats, compared to 31% across Ealing
- 36% own their accommodation, compared to 51% across Ealing

**Deprivation**
East Acton contains three of Acton’s five most deprived estates (Acton Vale, Leamington and Westcott). A fourth, Friary Park, is not technically in East Acton ward but just adjacent; for all intents and purposes as well as in most residents’ and stakeholders’ minds it is however

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5 East Acton Partnership Group/LB Ealing Economic Development
6 Index of Multiple Deprivation 2010
7 Department for Work & Pensions (2013)
8 Department for Work & Pensions (2014)
9 ibid
10 ibid
11 All data following via Office of National Statistics – Neighbourhood Statistics
12 2011 Census
13 ibid
On the Index of Multiple Deprivation 2010, these four estates are in the 20% most deprived nationally, and notably in the 6% most deprived for barriers to housing and services. The barriers to services ranking is no doubt caused by the literal geographic barriers which partition the ward, as well as potentially lower levels of basic service delivery from the statutory and voluntary sectors (as discussed later in this report).

**Children & Young People**
- Highest child poverty levels at 43%\(^\text{14}\)
- East Acton’s estates are in the 2% most deprived for income deprivation affecting children—63% of children are considered income deprived. Notably, Friary Park is in the 0.3% most deprived and 74% of its children are income deprived.\(^\text{15}\)
- 8% of households with dependent children have no employed adults, compared to 6% across Ealing\(^\text{16}\)
- Lone parent benefit claimants are 64% higher than across Ealing\(^\text{17}\)
- This is further confirmed by 2011 Census statistics showing 15% of households are lone parent, which is 23% higher than Borough average. The difference between the two factors indicates a much higher proportion of lone parents on benefits than across Ealing.
- 21% of East Acton primary pupils have Special Educational Needs, vs. 15% across Ealing\(^\text{18}\)
- 33% of East Acton’s primary pupils are entitled to free school meals (vs. 20% across Ealing)\(^\text{19}\)

**Crime & Safety\(^\text{20}\)**
In the two years ending December 2014, East Acton had: the highest number of notifiable offenses in Ealing (4,184), more than three times higher than the ward with the lowest. The ward had higher levels of:
- Fraud & forgery
- Theft (especially of and from motor vehicles)
- Burglaries
- Robberies in businesses

Notably, the ward had relatively low drug offenses compared to other parts of the Borough, no doubt due to the recent concerted efforts made by the police on hotspots.

**Community Assets & Gaps\(^\text{21}\)**

**Community Centres**
East Acton has a range of small/medium community facilities, including:
- Acton Vale Community Centre (Acton Vale estate/managed by independent organisation Acton Vale Community Association)
- North Acton Pavilion (managed by ACF)
- Friary & Westcott Community Centres (managed by Catalyst)
- Portal Way – under development (managed by ACF)

These facilities serve distinct parts of the ward and do not necessarily reach many of the smallest and most isolated estates and residents, many of whom discussed in consultation the lack of nearby, available places for them to meet.

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\(^{14}\) Index of Multiple Deprivation 2010
\(^{15}\) ibid
\(^{16}\) 2011 Census
\(^{17}\) Department of Work & Pensions (2014)
\(^{18}\) Ealing Schools Census (Spring 2014)
\(^{19}\) ibid
\(^{20}\) Metropolitan Police (2014)
\(^{21}\) Acton Community Forum & East Acton Partnership Group Asset Mapping, 2013
The ward possesses a number of potential sites for community use within schools and faith centres, but further mapping would be necessary to ascertain factors like suitability, affordability and availability to determine their feasible utility for community organisations and associations.

**Voluntary Sector & Services**

There is currently no dedicated voluntary sector welfare advice & information provision in the ward, significantly given that Ealing has no Citizens’ Advice Bureau and the current level of welfare reform and deprivation have led to rising need for such services. Access to Age UK centres are, typically for the area, on the other side of major railway lines and motorways.

The primary voluntary sector organisations/hubs in East Acton are:
- **Acton Vale Community Centre**: numerous groups including Vibrant, Acton Vale Somali Community, Stardust, Acton Vale Lunch Club, Dance Carib and others
- **North Acton Pavilion**: Range of activities provided by groups/residents (yoga/zumba, IT etc.)
- **A.P.P.L.E. in Acton Park**, providing a range of activities for children and young people
- **Friary Park Community Centre**: Cuthbert Carter Saturday School and resident/statutory-run activities and services
- **Westcott Park Community Garden**, a thriving allotment run by resident volunteers with the assistance and support of Catalyst

With the exception of A.P.P.L.E., these are small organisations run by one or two main volunteers with budgets of about £10-20k p.a. or less and as such struggle to maintain their services and develop capacity. Other groups based on Westcott/Friary/Leamington have closed in the past several years. There is no known voluntary/community sector operating in the northern parts of the ward.

The Youth Service delivers some activities on Leamington and Youth & Connexions will soon launch a weekly evening youth club. However statutory and voluntary sector youth workers report large numbers of 8-12 year olds on Friary & Westcott at loose ends on weekends/after school.

**Resident Involvement**

Compared with other Acton wards, East Acton has the highest number of Street/Neighbourhood Watch members (21 compared to 4 in Southfield ward) and second highest attendance at Ward Forums. It has a thriving and numerous cohort of resident/tenants associations, with whom we consulted for this report.

Much of this statistical data is reflected in the issues raised by residents in the consultation; however others are not (e.g. economic deprivation). In considering a plan for action the East Acton Partnership Group will no doubt want to take the larger picture presented by external data into account alongside the views of residents consulted.

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22 LB Ealing Community Safety
23 LB Ealing Neighbourhood Governance
5. Methodology

The East Acton consultation was not the most straightforward of exercises, taking into account that the East Acton ward:

- is the largest in the Borough
- has no definable centre, hub or High Street
- is physically cut into sections by railway lines and the A40
- consists of disparate and separated neighbourhoods, isolated blocks and estates, which have overlapping as well as distinct issues and agendas, and with residents and stakeholders who interact in certain spheres but not in others.

ACF therefore took a widespread approach using a range of consultation methods in order to reach the greatest possible portion of the community—geographically, demographically and in quantity. Central to all efforts was the 'BIG IDEAS, LITTLE IDEAS' postcard, which adapted the proven successful models of the Southall Big Conversation postcard and ACF’s previous community surveys.

The postcard asked for written responses (often taken down by a survey taker):

What’s your BIG IDEA for East Acton?
**something ambitious it will take time to do.**

What’s your LITTLE IDEA for East Acton?
**something quick to improve the area.**

...and on the opposite side to tick answers to:

**Which TWO are most important to make East Acton better?**
- Community
- Environment
- Housing
- Children & Young People
- Health & Wellbeing
- Safety
- Economy

Design aims were:

- Keeping it as simple and clean as possible—the less there is for people to read/process, the higher the response rate will be.
- Including an open ended question (front—big/little ideas) and closed-response question (back), as it is well established by consultation and marketing research that the response rate on closed-response questions is much higher (5-10x)
- 'Environment' and 'Housing' were divided into two separate options, because while this is one sub-group/strand for the LSP, for residents it is two separate issues.

The consultation took place between April and December 2014, consisting of:

- Street & walkabout surveys at high-traffic sites
- Attending community events, play days and fairs
- Visiting schools, summer schemes, stay & play and Children’s Centres
- Visiting businesses during street surveys
- Outreach to the emerging Park Royal Business Group
- Dissemination of postcards to Councillors, community activists, resident/tenant group
organisers, school/Children’s Centres, community centres

- Establishing East Acton Facebook page and e-newsletter, and adding e-mail addresses from postcards/contacts (currently at 230)
- SurveyMonkey version of the postcard survey ([https://www.surveymonkey.com/r/N3XP6L2](https://www.surveymonkey.com/r/N3XP6L2))
- Promoting via e-mail, Facebook, Twitter, ACF website, e-newsletter (1,250 subscribers). The consultation was also written up and promoted on Get West London. ([http://www.getwestlondon.co.uk/news/local-news/ideas-big-small-wanted-east-7781316](http://www.getwestlondon.co.uk/news/local-news/ideas-big-small-wanted-east-7781316))

ACF took the message to meetings and events that residents and other key interest groups already attend, rather than attempting to spread across a disparate ward to reach them through focus groups or formal consultation events. This consisted of requesting agenda slots and:

- Presenting a ‘story so far’ of the LSP East Acton project
- Providing a brief outline of individual strand priorities, work and plans
- Presenting opportunities for local residents/stakeholders to get involved
- Distributing & collecting survey/comment postcards and Q&A

The aim will be to continue using the postcard and its overarching concept of ‘BIG’ and ‘LITTLE’ ideas for the area as an ongoing consultation and engagement method.
6. Consultations Undertaken

ACF undertook formal consultations with residents across the ward, presenting the mission and getting feedback. In three cases, consultation at community hubs was more broadly accomplished through dissemination and collection of postcard surveys over several months.

By actively going out to community/resident/tenants associations, we were able to hear from almost every residential neighbourhood/area/estate in the ward.

<table>
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<tr>
<th>Event Name</th>
<th>Date</th>
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<tr>
<td>Acton Vale Community Association</td>
<td>21 July</td>
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<tr>
<td>East Acton Ward Forum</td>
<td>28 July</td>
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<tr>
<td>West Acton Residents Association</td>
<td>30 July</td>
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<tr>
<td>Acton Park Children’s Centre Funday</td>
<td>14 Aug</td>
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<tr>
<td>Glendun Court TRA &amp; Gardening Club</td>
<td>20 Aug</td>
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<tr>
<td>APPLE Summer Fair</td>
<td>22 Aug</td>
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<tr>
<td>Golf Links Estate Residents Assoc (EAGLERA)</td>
<td>27 Aug</td>
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<tr>
<td>Savoy Circus street survey</td>
<td>27 Aug</td>
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<tr>
<td>North Acton Pavilion users</td>
<td>Jul-Oct</td>
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<tr>
<td>John Perryn Summer Scheme</td>
<td>Aug</td>
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<tr>
<td>Goldsmiths &amp; Prideaux Residents Assoc</td>
<td>Jul-Aug</td>
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<tr>
<td>Wesley Road Tenant &amp; Residents Association</td>
<td>5 Sept</td>
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<td>Trinity Way residents</td>
<td>1 Sept</td>
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<td>Grand Union Alliance</td>
<td>18 Sept</td>
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<tr>
<td>Westcott Park residents/garden event</td>
<td>21 Sept</td>
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<tr>
<td>Goldsmiths Residents Association [incl. Shaa Road RA, Goldsmiths Close RA, Glendun Court RA]</td>
<td>23 Sept</td>
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<tr>
<td>Acton Vale event</td>
<td>26 Sept</td>
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<td>East Acton Primary</td>
<td>24 Sept</td>
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<tr>
<td>John Perryn Primary</td>
<td>25 Sept</td>
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<tr>
<td>Island Triangle Residents Association</td>
<td>10 Oct</td>
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<tr>
<td>North Acton Tube street survey</td>
<td>4 Oct</td>
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<td>Maples Children Centre</td>
<td>6 Nov</td>
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<td>Midland Terrace, Wells House &amp; Island Triangle Residents Associations; Acton Alliance</td>
<td>7 Nov</td>
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<tr>
<td>Friary Park Stay &amp; Play + estate walkabout</td>
<td>12 Nov</td>
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<td>John Perryn Primary</td>
<td>13 Nov</td>
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<tr>
<td>Friary Park regeneration consultation event</td>
<td>28 Nov</td>
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<tr>
<td>Bashley Road Traveller Site</td>
<td>9 Dec</td>
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</tbody>
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In addition, postcard surveys were broadly distributed by Cllr Hitesh Tailor, Cllr Kate Crawford, East Acton Project Management Team, and Bill Davidson of ACF/Grand Union Alliance. In all, we:

- Undertook 27 consultation events to **1,300** attendees
- Distributed **1,500** survey postcards
- Received **648** responses representing the views of **1,091** residents:
  - **608** completed response postcards
  - **33** responses on SurveyMonkey
  - **7** written responses representing **450** residents
7. Results & Overall Findings

7.1 Topline Results

The top five specific calls for action from the qualitative results were:

- Activities & Things To Do (16%)
- Cleaner Streets (15%)
- Shops & Restaurants (13%)
- Community/Youth/Leisure Centres (13%)
- Greener Area (11%)

The results can be grouped and summarised into three main aspirations for East Acton:

**Things To Do**

**Cleaner, Greener & Better**

**Places to Go**

The top priorities within the qualitative data are presented on the next page, and examined in more detail in the next section. (Note that qualitative results have been used for this chart and percentages are within overall qualitative results, as these are where specific ideas can be delineated vs. the quantitative (tick box) results.)
7.1 Topline Results

Cleaner, Greener & Better

- Cleaner Streets (15%)
- Greener Area (11%)
- Community, Youth & Leisure Centres (13%)
- Playgrounds (5%)
- Places To Go

- Things To Do
  - Community Activities & Events (9%)
  - Youth Activities (7%)
  - Playgrounds (5%)

- More & Better Shops (13%)
- Road Safety (4%)
- Crime & Policing (6%)
- Cheaper Housing (5%)
- Health Services (2%)
### 7.2 Survey Data

#### Tick box Responses

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<td>6</td>
<td>Housing</td>
<td>8%</td>
</tr>
<tr>
<td>7</td>
<td>Economy</td>
<td>5%</td>
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#### Qualitative Responses

<table>
<thead>
<tr>
<th>Rank</th>
<th>Theme</th>
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<tbody>
<tr>
<td>1</td>
<td>Environment</td>
<td>25%</td>
</tr>
<tr>
<td>2</td>
<td>Economy</td>
<td>18%</td>
</tr>
<tr>
<td>3</td>
<td>Community</td>
<td>17%</td>
</tr>
<tr>
<td>4</td>
<td>Children &amp; Young People</td>
<td>17%</td>
</tr>
<tr>
<td>5</td>
<td>Safety</td>
<td>11%</td>
</tr>
<tr>
<td>6</td>
<td>Health &amp; Wellbeing</td>
<td>6%</td>
</tr>
<tr>
<td>7</td>
<td>Housing</td>
<td>5%</td>
</tr>
</tbody>
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24 written postcard responses e.g. Big/Little Ideas, written/e-mailed responses, meeting notes
The disparity between the qualitative and quantitative data is to be expected, and likely results from two possible factors. First, a subjective difference between respondents’ concerns vs. the pre-selected categories, and their perception of what these categories might cover. I.e. where ‘more shops’ was a concern, residents may have neglected to tick the ‘Economy’ box due to a perception that this topic covers different issues, such as employment. Concomitantly, it was necessary in undertaking sorting and analysis of qualitative data to group major themes under the pre-existing headings. Secondly, there may have been an unconscious difference between aspirations in tick boxes (e.g. Community) vs. day-to-day concerns in qualitative responses (e.g. cleaner streets, an Environment issue). Finally, concerns about planning and development were raised as an equally important 8th category, which for these initial purposes is not included. Regardless, combining both sets of data produced the following results:

<table>
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<tr>
<th>Rank</th>
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<tbody>
<tr>
<td>1</td>
<td>Environment</td>
<td>22%</td>
</tr>
<tr>
<td>2</td>
<td>Community</td>
<td>20%</td>
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<tr>
<td>3</td>
<td>Children &amp; Young People</td>
<td>18%</td>
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<td>4</td>
<td>Safety</td>
<td>13%</td>
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<td>5</td>
<td>Economy</td>
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<td>6</td>
<td>Health &amp; Wellbeing</td>
<td>9%</td>
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<td>7</td>
<td>Housing</td>
<td>7%</td>
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</table>
7.3 Intersection of Issues

In considering the results, it may be useful to keep in mind that the range of issues have different overlapping spheres of influence.

These issues have high levels of confluence (e.g. environmental improvements and problems have a direct effect on health & well-being). They are also issues where local residents, groups and the voluntary sector can, given some support and resources, make a significant impact using their ‘LITTLE’ ideas—e.g. allotments, community cleanup days, community activities.

However, within each strand’s detailed priorities, there are other issues where the Council and larger bodies must take the lead, e.g. community centres, health services and cleaner streets.

As Planning & Development is one of residents’ top concerns, it needs to be considered as an 8th category, despite not having been originally identified when the survey was designed. These four issues are the areas most broad and long-term in scope, and where residents are least able to take direct action. These are issues where the Council must take the lead, utilising the local knowledge and feedback from residents to achieve the best outcomes.
Within these four areas, there are few ‘LITTLE’ ideas or areas where residents can take self-directed action. However, they can provide crucial local intelligence to aid the process (e.g. identifying hotspots of street drinking, traffic black spots, etc.). Further, their views and responses should be kept central to future actions. For example, the level of detail contained within responses to planning and development (see Appendix D) demonstrates the high level of research and consideration local residents have given to these major proposals.

Additionally, whereas Housing, Planning & Development and Economy all have interdependent confluences, Safety has overlaps in terms of issues around crime/ASB which could be tied in with Economy (e.g. connections between deprivation and crime/ASB) but otherwise perhaps fewer commonalities with other priority areas. In other words, it could generally be said that Safety is a more distinct and self-contained area.

Finally, addressing larger issues involves numerous bodies and stakeholders where the East Acton Partnership Group and/or the Council may be able to influence, but does not necessarily have the same degree of leverage as over internal departments and services—e.g. private companies, developers, Transport for London, Mayoral Development Corporation, adjacent Boroughs. It is hoped that the results of this report can be used as a concrete set of data with which to persuade some of these bodies to address resident concerns.
8. Key Issues By Strand

Within each strand, key issues clearly emerged which have been grouped and divided to enable the East Acton Partnership Group to prioritise and develop targets for action. The strands are presented as ranked within the amalgamated results (i.e. Environment was the top priority identified). Within the strands, top priorities are similarly ranked.

Note that priority percentages are within each strand, not overall; e.g. 25% of Environment responses called for cleaner streets, compared to 6% overall. Further note that this section uses the qualitative data set (see Appendix C) where detail/issues were raised within each strand, as well as notes from meetings/conversations, and written responses received (see Appendix D).

Finally, the consultation with the Bashley Road Traveler community raised issues which were similar to those raised by residents in general (e.g. industrial pollution); however, their specific concerns relate to their unique community and the site itself. This is therefore summarised below and the full results can be seen in Appendix C.

Bashley Road Traveler Community Consultation

- **Community**: Travelers need to have a voice in running the site
- **Environment**: Grave concerns about the condition of the site
- **Housing**: The site has been ‘temporary’ for 28 years. A new site and/or a full legal agreement is needed
- **Children & Young People**: The site is isolated and there are health issues for children.
- **Health & Wellbeing**: Poor conditions are creating health issues.
- **Safety**: Blocked access road; unsafe conditions

Travelers and Council representatives at the meeting agreed on a way forward:
- Arrange site visit to Bashley Road for Surveyors, Environmental Health etc
- Alert Senior Managers & Councillors of the condition of the site
- Senior team to create strategy with timeframe
- Impact of Mayors London Plan: need to ensure Traveler needs and issues are taken into account.
8.1 Environment

“Give the community more pride in their ward”

**CLEANER**

- Cleaner Streets 25%
- Waste Collection 11%
- Litter & Flytipping 10%
- Industrial Pollution 6%
- Roads, Pavements & Streetlights 5%

**GREENER**

- More/Better Parks Green Spaces 23%
- More Greenery 8%
- Gardening & Allotments 6%
- Benches 4%

**Cleaner:**
- ‘Cleaner streets’ was a widespread call, indicating a prevalent perception. This is a nationwide problem, with Parliament’s Communities & Local Government Committee opening an inquiry in November 2014.\(^{25}\)
- Residents expressed dissatisfaction with rubbish collection and there were many calls for additional bins. In addition to flytipping, rubbish dumping by residents and businesses were also noted. Individual problem sites were clearly identified (see Appendix C)
- Nationwide, flytipping increased 20% last year.\(^{26}\) Ealing had 1.7 incidents per 100 people in 2013/14, compared with 2.2 in adjacent Brent and 6.2 in Hounslow.\(^{27}\) However, anecdotal reporting shows a higher number of reports than elsewhere in the Borough.\(^{28}\)
- There are ongoing concerns about the level of industrial pollution in the ward (e.g. Horn Lane), and that this is and will further be exacerbated by major developments, e.g. HS2.

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\(^{27}\) [http://www.theguardian.com/environment/2014/oct/30/flytipping-up-20-percent-england-after-falling-for-years](http://www.theguardian.com/environment/2014/oct/30/flytipping-up-20-percent-england-after-falling-for-years)

\(^{28}\) [https://www.fixmystreet.com/reports/Ealing](https://www.fixmystreet.com/reports/Ealing)
Greener:
- Calls for more parks, better parks, green spaces and preservation of existing green spaces were numerous. See also the high level of responses around playgrounds/play equipment under Children & Young People.
- Under the gardening and allotments subcategory, residents identified numerous sites for expansion or new areas, e.g. unused space on Oak Way, Island Triangle green area. Residents were keen to undertake and maintain these, given initial resources and support. The Westcott Park Community Garden is a true local success story which should be championed as a model for replication across the ward, if not the Borough. Similarly, A.P.P.L.E. has embedded its gardening and allotment work across its activities and has undertaken fantastic work in getting children and young people involved.
8.2 Community

“Address the bigger picture! Look at the area holistically.”

- **Community Centres**: There were overwhelming calls for community centres, facilities and meeting spaces (66). Note that this priority grows further in other strands—calls for children/young people’s centres (33) and for a sport centre/gym/leisure centre/pool (29) within Health & Wellbeing. Combined this equals 128 calls for additional community facilities, or 13% of the total qualitative responses. Portal Way Community Centre, if resourced, could be a substantial solution to this issue.

- **Activities**: Residents had a range of ideas and suggestions for activities. It should be noted that these mostly were for community-run activities, rather than demands for external provision. With support and capacity building, this could therefore be achieved sustainably.

- **Festivals & Events**: Similarly residents were keen to organise and/or participate in community events, festivals, street parties, etc. to increase neighbourhood spirit.

- **Stronger Communities**: Residents felt strongly there was a need to celebrate diversity, break down barriers, increase cohesion and social capital.

Additional points raised were:
- Activities for older people
- Arts & culture
- Newsletter/What’s On in the Ward
- Support for the voluntary/community sector

8.3 Children & Young People

“Nothing for the kids to do.”

Within the activities heading, there were calls for:
- Teenagers & Young People – 16%
- Children & Families – 15%
- Sport – 7%

Calls for additional playgrounds, play areas and play equipment were widespread, with specific sites mentioned around the ward.

Additional points raised were:
- Support for A.P.P.L.E. (children & young people’s organisation based in Acton Park)
- Additional schools
- Skills/vocational/employment training for young people
8.4 Safety
“Make it more pedestrian and cycle friendly”

- Road safety/traffic covered a range of concerns, including better pedestrian crossings, school signs, speeding, illegal parking etc., particularly around the A40. This is a key and major infrastructure issue, but one that could potentially be addressed one junction/crossing at a time.
- Concerns around crime, antisocial behaviour and street drinking are known issues in the ward, with specific hotspots identified (see Appendix C); these may or may not be already known to the police/Safer Neighbourhood Teams.

8.5 Economy
“Area needs a facelift”

- Residents were quite clear that they wanted more and better shops—stressing local shops, a better variety, and improvements to their neighbourhood shopping parades.
- Similarly there was a call for more local, quality restaurants & cafes.
- Conversely, residents also wanted to see more supermarkets (14%) and shopping centres (7%), as well as banks (5%), cinemas (3%), farmer’s markets (3%) and pubs/clubs (2%). 4% also called for an improved retail district around Savoy Circus.
- Separately, there were numerous concerns around parking, as well as local train/bus stations, interchange and connection abilities. This links with issues raised in other strands around road safety and cycling.
8.6 Health & Wellbeing

“Improve healthcare for residents”

- Just as within other strands where residents called overwhelmingly for community centres and children & young people’s centres, there were numerous responses for a sport/leisure centre, gym/fitness centre, swimming pool, outdoor gyms and football pitches.
- Local healthcare services were also stressed, namely the closure of Hammersmith A&E, and the increased pressure on Cloister Road GP surgery (in part by the increasing population/student influx), with extensive waits for appointment times.
- As with other strands, community activities—here around fitness/exercise classes such as karate or yoga—were highlighted.
- Finally, cycling emerged as a priority, as was previously mentioned under Economy, Safety and Children & Young People.

8.7 Housing

“More homeowners and less rented property”

- Not unusually for London or any urban area, almost half of responses called for more social and affordable housing, particularly for young people/families.
- Similarly there were calls for better housing and regeneration of deprived areas and estates, such as Burghley Tower, Acton Vale and Friary Park.
- Concerns around the surfeit of private rented housing and landlords, with a sense that they do not care about the area, particularly around rubbish collection.
- Similarly there were comments that ongoing developments were causing a loss to neighbourhoods and communities, and that there was no coherent plan.

Given the current method by which social housing is redeveloped via a mix of private, subsidised and social housing, by definition a social housing deficit is being created. While this is an issue much larger than just East Acton ward, it is notable given the ward’s large number of major planned developments, both recent and imminent.

29 See Chartered Institute of Housing – UK Housing Review 2015

East Acton Consultation Report 24
8.8 Planning & Development

“More coherent plan for developments”

East Acton is undergoing tremendous change across the ward, at perhaps an unprecedented level and scope. Major developments include:
- Old Oak & Park Royal Mayoral Development Corporation
- HS2
- Crossrail
- Modifications to the West London Waste Plan
- Old Oak overground station
- Friary Park estate regeneration
- North Acton station square
- One Portal Way (Carphone Warehouse HQ redevelopment)
- Gypsy Corner site
- Perfume Factory

Many residents expressed concerns about these developments verbally at meetings and individually. Further, it is a primary concern of the written responses prepared by Resident/Tenant associations, which represented the views of 448 residents (41% of the total resident reach). (A summary of these is included in Appendix D with full responses available from ACF or the individual tenants/residents associations.)

Therefore it is a significant overarching issue which needs to be considered an 8th priority alongside the seven above originally identified.

The issues arising expressed by these groups and individual residents are, in their view:
- Residents don’t feel their concerns are being heard
- Little confidence in consultations resulting in their concerns being taken on board
- Sense that developments will not benefit them, but only developers/companies/landlords
- Scope and number of developments
- Quality of life while developments take place (traffic disruption/diversions, noise, pollution/air quality)
- Doubts that the resulting East Acton will be a better place to live and work if their concerns are not taken into account

It should be noted that residents are not resistant to change itself, but their concerns are around the ensuring and ultimate benefit to their neighbourhoods, alongside concerns about the pollution, traffic and disruption caused during the process.

Additionally, they voiced concerns over loss of existing green spaces, the proliferation of high-rise buildings, and increasing numbers of student accommodation being built at the expense of houses or other stock suitable for families—cross-cutting issues with other main strands.

It is also important to note that residents are well aware that there are many external players involved—e.g. Transport for London, the MDC, private companies. They are also aware that some decisions are well outside the Council’s control (e.g. HS2, Crossrail).

Residents expressed that they would like to feel more confident that the local authority and their elected representatives are making every effort for them on these issues, and doing their best to ensure residents receive the greatest possible improvements and benefits to their neighbourhoods and quality of life—both in the short term while developments are underway, and in the resulting outcomes.
9. Conclusions

It is clear that a wealth of information can be drawn from this consultation; residents have identified both overarching, large-scale and multi-faceted issues to address, as well as a wide range of achievable ‘quick wins’. Some issues raised are common to any consultation, particularly in an urban area (e.g. calls for parks, swimming pools, cleaner streets). Other issues are not entirely within the Council’s control (e.g. Mayoral Development Corporation, HS2).

Ultimately however a good mix of short, medium and long term potential workstreams/projects have emerged. East Acton needs a combination of actions to take forwards these findings.

One Ward, Many Localities
- Each local area has both large and small issues which residents have clearly identified
- Residents can identify immediate, site-based issues—exactly what they need/want and where
- Many areas/neighbourhoods have active and involved residents whose energy and commitment can be harnessed.
- Many areas have excellent community groups/activity which can continue to make positive impact given sufficient support—other areas distinctly lack these. Given the lack of a robust local voluntary sector, these groups will form the fulcrum of active leverage at the resident and neighbourhood level.

Due to the fragmented/disjointed nature of the ward, a ‘one size fits all’ approach will not work for many issues; e.g. there is no ‘East Acton High Street’ to improve. There will need to be localised/neighbourhood-based responses to many key actions. Going forward it may be prudent to think in terms of a series of ‘LITTLE’ ideas in addition to a selection of flagship ‘BIG’ ideas. This may also alleviate and/or be necessitated by resource constraints.

Lines Are Now Open
More than just completing a short survey, the context setting and discussions around ‘BIG’ & ‘LITTLE’ ideas to improve the area resulted in a deeper engagement with residents than might have been expected. A recurring response has been gratitude at being listened to.

Conversely, many residents expressed (verbally and within qualitative responses) dissatisfaction in their views of some aspects of the Council’s attention to matters in the ward:
- Responsiveness & communication with Council needs improvement (especially in relation to repairs/complaints/flytipping etc.)
- Sense of residents not feeling in charge or in control (especially around development)
- Sense that East Acton receives less attention, resources and concern compared to other wards and that basic services are not being delivered at the same level

There is a genuine interest and concern emerging from residents to be involved in the East Acton Project. Many are keen to be kept informed of developments, with some interested in being actively involved. Others responded with humble requests for basic Council services to be delivered where they aren’t, while others feel that a more ambitious project to address East Acton’s problems is needed.

As a whole there were remarkably few wholly negative comments; there are some frustrations and notes for improvement, but generally East Acton residents are invested in their ward.

Overall, it is important to stress that by undertaking the consultation, a dialogue and lines of communication have been opened, which is a major positive step unto itself and is seen as such by residents. The consultation can be seen, and used as, a unifying call for a better ward.
10. Recommendations

Acton Community Forum makes the following recommendations based on the consultation and our experience in community development and social regeneration. These are a selection of suggestions and ideas the East Acton Partnership Group can consider in taking work forwards.

Overarching Considerations

- The Council is operating under an austerity budget with ongoing cutbacks, and its resources to act on issues arising are therefore more constrained.
- Some of the issues raised are ultimately controlled by external stakeholders and not necessarily within the direct remit or sphere of absolute influence of the Council/LSP/East Acton Partnership Group (e.g. NHS, MDC, Crossrail)
- Some of the concerns and issues raised are likely to be common to any urban area (e.g. litter, housing). Prioritising action will need to weigh external evidence and ongoing action. However, changing resident perceptions will also result in changing how residents act within their environment.
- It may be necessary to separate the realistic from the ‘blue sky thinking,’ or overly aspirational, e.g. it would not be possible to provide all the skate parks, green areas, shops, parking spaces etc. called for, financially or even possibly within the ward’s physical footprint.

Taking these into account, ACF seeks to provide recommended actions which are concrete and achievable.

Key Recommendations

- Maintain momentum, trust and inroads built through the consultation process
- Deliver on promises made going forwards
- Develop a framework for actioning a selection of key BIG & LITTLE ideas
- Develop a strategy to resource these key actions
- Develop better communications with residents
- Make actions local to account for the ward’s disparate nature
- Enable support for residents to take direct action

Momentum & Sustainability

There is a high risk of cynicism from residents should the consultation result in little or ineffective action; some were wary of being consulted as they felt their views would not be taken forwards.

Similarly, short or one-off interventions or actions rarely produce significant long-term change or results. Actions and projects will need to be carefully thought out to ensure they are sustainable, wide-reaching and effective.

Framework for Action

It is recommended that the East Acton Partnership Group develop a framework for action (for example similar to the Southall Charter) which sets out the main aims as reflected from the consultation.

This framework can formalise a compact between the Council, stakeholders and residents to take forward the consultation’s findings, as well as identifying and agreeing key actions to be taken from both sides—the Council/LSP and residents themselves.
It will be necessary to work with **key external stakeholders** who need to be involved to address the biggest, most pressing issues (e.g. Transport for London, NHS, Mayor’s Office) and use necessary influence to make them be more responsive and accountable to residents’ concerns.

ACF also recommends that the East Acton Partnership Group draw up a robust **action plan** to address key issues raised by this report, including clear lines of accountability and thorough follow through, particularly for small local action points (e.g. repairs identified by residents).

Given the high level of concerns and impact, it may be necessary to form an **LSP Planning & Development subgroup** and draw in additional new participants as needed. This would help to establish and get across to residents a much stronger sense of an overall plan, and one which is more responsive to residents’ concerns.

**Resource Strategy**

- Develop a strategy to feasibly **resource** key actions within reduced Council budgets, including working to access external funding.
  
  This should take into account the most effective use of resources in terms of impact, longevity, and asset multiplication. For example, investing in an external fundraiser for a limited period would produce exponential results, added value and leverage in additional resources.

- Make **links with developers** to resource key actions, particularly possibly in terms of capital improvements, community centres, high streets and green areas.

- Support **existing efforts** (e.g. Westcott Community Garden, A.P.P.L.E., Vibrant) which are clearly making a distinct impact in the ward.

- Take advantage of **opportunities/ideas** which clearly fulfill high-priority targets—for example, development of Portal Way Community Centre ([https://www.spacehive.com/portalway](https://www.spacehive.com/portalway)) or Island Triangle Residents Association’s plans for a woodland area ([https://spacehive.com/woodlandoasisintheheartofindustry](https://spacehive.com/woodlandoasisintheheartofindustry))

- Support **residents** proactively to access and achieve their own support and resources, whether through external fundraising, traditional fundraising (e.g. bake sales, raffles), or crowdsourcing (e.g. a text/online giving campaign). It should be noted that dedicated professional support (from ACF or a similar body) would need to be put in place for this to succeed substantially, to provide the requisite information, guidance, support, expertise and skills building.

**Communications**

ACF recommends building on the new **open dialogue and lines of communication** between residents, the Council/LSP/East Acton Partnership Group and ACF. Suggested actions include:

1. Continue to **consult** residents in order to:
   - ‘Play back’ consultation results
   - Gain additional responses from more residents
   - Continue focusing priorities
   - Continue to identify specific issues and points of concern
   - Continue building a powerful and valuable resource of local knowledge and intelligence
   - Ensure residents voices are heard going forwards

2. Establishing and formalising a mechanism to build on this communication network in both directions (residents←→Council) is key. The most effective method for **harnessing the wealth of residents’ valuable local intelligence on local issues** (e.g. lights in need of repair, air quality monitoring, flytipping reporting) must be determined.

This may be by relevant department, through a central East Acton contact point/e-mail address, or through an online resource such as Bubble.
However, while a digital response may appear to be of greatest ease and utility, the level of digital exclusion in the area must be considered, which is demonstrated by the low level of online responses to the consultation—33 of 1,091 respondents, or 3%, despite widespread promotion.

The mechanism and supporting structure, in order to be effective, should take into account the need to be:
- Flexible and multi-access (i.e. not just digital)
- Widely promoted
- Responsive—residents well versed in the Council’s reporting mechanisms on flytipping etc. still reported frustration at a lack of response to their phone calls/letters/follow-ups
- Centralised & internally communicative—there are a range of different phone numbers residents can call to report different issues, which some residents were unaware of. Further they reported frustration with issues where numerous bodies were involved, e.g. A40 issues where neither LB Ealing nor Transport For London were able/willing to take responsibility.

3. In addition to a communications mechanism, ACF recommends better on-the-ground working. We had less success reaching residents digitally and vastly more attending existing meetings and events, and were not only warmly received but more effectively got the message out regarding the East Acton project.

Therefore, ACF suggests that officers from Council departments and LSP stakeholders responsible for key issues/strands (e.g. Planning, Environment) should attend resident/tenant association meetings to:
- gather local intelligence on necessary actions (e.g. repairs)
- put a face on services
- provide honest and realistic assessments and answers
- commit to timely follow up action

They will also be able to suggest ways residents themselves can take action where possible, creating a more effective partnership, acknowledging current service constraints, and empowering neighbourhoods to take better care of themselves.

These efforts can achieve resident-identified ‘quick wins’ in a range of highly visible, multi-strand areas (e.g. Safety, Environment). It also creates better accountability, resident action (i.e. reporting rather than waiting for things to be improved), and provides a way for the Council to promote its efforts and achievements.

A multi-stranded communications/consultative network can also be used to update residents on ongoing and upcoming work which will strengthen confidence; for example residents are unaware of the Council’s efforts to resource the expansion of Cloister Road surgery. Knowing that significant but larger-scale/longer-term improvements are being worked towards would go a long way in building confidence and promoting successes made on residents’ behalf.

Local Actioning
To reiterate, the ward’s micro-neighbourhood/weak voluntary sector composition means that any planned action/response will need to be taken into account. A series of localised/ neighbourhood-based actions is likely to better meet the ward’s needs in this respect—a ‘ward
wide web' of responses rather than a 'one size fits all' approach, combined with a selection of flagship ‘BIG ideas’ (community centres, high streets).

For example, it is not only a major undertaking to build a new gym/leisure centre, no matter where it was sited in East Acton it could not be conveniently reached by all. Therefore, it might be more realistic as well as impactful to initiate instead sport/exercise activities at different satellite hubs, taking advantage of this diverse approach to create a mix of demographic-specific targeted activities (e.g. eldercise at sheltered housing sites, youth sport at schools/Children’s Centres). This approach would further alleviate and take into account current fiscal realities through innovative approaches. Other potential examples within different strands could include:

**THINGS TO DO**
- Street parties/Neighbourhood events
- Site-based arts & culture/Public art projects
- Intergenerational/children/older people’s activities across the ward

**CLEANER, GREENER & BETTER**
- Resident cleanup days
- Addressing key traffic/pedestrian safety hotspots in each locality
- Resident-led allotments/gardens/greening up areas

**PLACES TO GO**
- Pocket parks/reclaimed brown/sites/outdoor gym equipment
- Local/satellite activities at community centres/faith centres/schools
- Community meeting spaces within new developments

It will be necessary to not only assist in resourcing finances for this work, but also to find proactive/innovative ways to assist taking them forwards, e.g. tracking down the owner of an abandoned site residents wish to put an allotment on.

Similarly, as many groups mention the lack of places to meet/hold activities, further mapping and possibly subsidies for venue hire may be needed. Finally, effective partnership work will be necessary; for example for a widespread physical activity programme this could involve Active Ealing, ACF, local groups and associations.

**Supporting Residents**
We recommend that the ward’s small but highly effective voluntary sector should be championed and supported to continue their excellent, high-impact and cost-effective work in making the ward a better place and meeting the needs of some of its most deprived residents. This could involve commissioning actions arising in the East Acton project, providing/resourcing proactive support with external fundraising, partnership work, and/or active liaison and support to ensure their inclusion in upcoming commissioning initiatives or external fundraising bids.

ACF recommends that residents themselves should:
- **Act collectively**—participate positively in tenants/residents associations/Ward Forum and similar networks/forums
- **Continue making their voices heard** to planning/development consultations, the Council, industries etc.—recording data, expressing views, offering constructive responses—utilising the newly emerging lines of communication as above
• Work together to **identify 1-3 ‘LITTLE Ideas’** in their neighbourhood/area they most want to see happen, are feasible and achievable

• **Take action** to improve their local areas—local cleanup days, street parties, Neighbourhood Watch schemes, allotments/communal gardens

• **Take ownership** of small-scale area improvements they want to make happen by liaising with voluntary groups/other providers who can help deliver

• Look into effective ways to **resource** what they want to do, in realistic acknowledgement of limitations on Council support—through bake sales, boot sales, crowdfunding, raffles, etc.

Part of this will involve **necessitate residents better information, skills and access to resources** (e.g. a small grants fund or assistance in accessing funds) to **undertake direct action themselves**—whether it is reporting, recording (e.g. air quality) or improving their area (e.g. allotments).

Across the ward, we have heard from a large number of residents who strongly care for their neighbourhoods. Perhaps the ‘million dollar question’ is how to best engage and motivate them—to channel their willingness to come to late-night meetings and vocalise their complaints and frustration into taking positive action.

Resident action already takes place across the ward at differing levels and scale—some neighbourhoods have well-organised, active associations; others do not. To achieve the above recommendations for residents beyond making open-ended suggestions, it will be necessary to build their resources, capacity and skills to aid them in achieving what they want to do.

This is especially true due to the lack of a robust voluntary sector across the ward which could support extended services/delivery. Similarly, the ward’s resident/tenants/neighbourhood associations, while well-organised and effective, do not necessarily have the skills, knowledge and/or capacity yet to resource and undertake delivery of events, activities etc.

Without some level of assistance, it is unlikely much additional resident-led activity or action will take place—or it would already be happening. Having planted the seed of the idea through the engagement and consultation process, it is imperative it is nurtured and watered to grow into fruition.

This work could be taken forwards through a partnership between Acton Community Forum, Ealing Council, relevant partners from the voluntary and mainstream sectors, as well as housing associations like Catalyst. The requisite level of resources will produce an exponential level of added value by aiding residents to access external funds and/or crowdsource, making investment highly effective. A sustainable impact will be achieved by empowering and upskilling residents to take charge of their neighbourhood projects in the long term.

**Final Thoughts**

There is a wealth of information and ideas in the consultation, as well as a strong current of energy among residents waiting to be tapped. It is hoped that the consultation will act as a springboard towards an inspiring range of action.

Moving forwards, the East Acton Partnership Group has an opportunity to create long-term and effective change, which alongside the sweeping physical developments taking place could transform the ward radically into a vastly better place to work, live and visit.