

STATS

POPULATION PROJECTIONS 2021

360,003 

POPULATION PROJECTIONS 2050

424,682 

LONDON PLAN NEW HOMES
(TEN-YEAR TARGET)

21,570 

BUILDING COUNCIL HOMES FOR
LONDONERS (FOUR-YEAR PROGRAMME)

1,138 

BOROUGH CONTACT

Lucy Taylor
Director of Economic growth and sustainability
TaylorL@ealing.gov.uk

KEY FACTS

- Five new Elizabeth Line stations — making journeys to Ealing under ten minutes from the West End and Heathrow
- A young, energetic culturally diverse borough — with 17,000 + students, many linked to Imperial College London, and one of the UK's top 40 universities — the University of West London.
- Home to a large part of London's biggest industrial area, Park Royal, which supports around 1,700 businesses with 43,100 employees, across a range of sectors including food manufacturing, logistics, film and prop houses, and transport.

'Ealing is a borough rich in potential, talent and creativity, with the best connectivity in the UK. It's a place where people have always aspired to live and work and offers diverse, exciting town centres and green open spaces. Our focus now is on supporting our communities and businesses, expanding our genuinely affordable housebuilding programme and growing our green economy. We want to work with partners who share our vision and values and who want to invest in Ealing in the long-term. We have a brilliant record for partnership working and delivering on big ideas, so I urge you to come and talk to us about the opportunities we can offer you.'

Cllr Julian Bell, Leader of Ealing

OVERVIEW

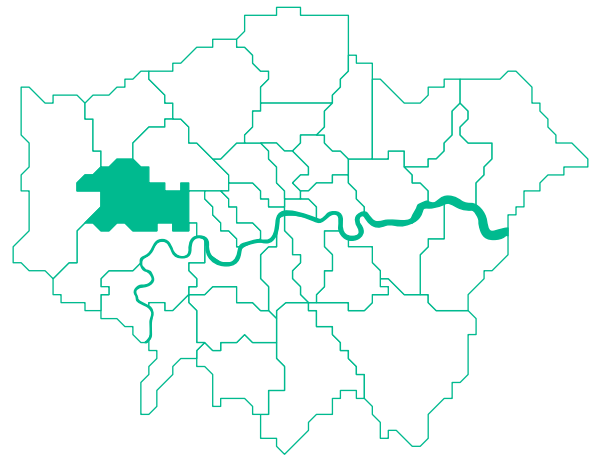
As one of London's biggest boroughs, Ealing is virtually its own city, with bustling, diverse town centres, creative industries, a rich cultural heritage and an abundance of green spaces. It has excellent transport links to the West End, City, Heathrow and Thames corridor. Its strategic location in London, large expanses of industrial land, well-educated workforce and strong student base, make Ealing the perfect place to open and grow a business; it's why Brompton Bikes, HBO and Ferrero are based here.

Ealing Council is committed to encouraging development of the best quality and mix in the right location. The council's private sector partnerships have brought new investment, amenities and improved public landscape in areas such as North Acton and Southall. These will benefit from Ealing's five new Crossrail stations, and the Old Oak Common terminal which will link to HS2.

Ealing offers an eclectic mix of popular chain and independent restaurants and bars plus museums, galleries, green spaces and good schools. Ealing has loyal communities which have helped create events including the Hanwell Hootie and summer festivals.

ECONOMIC DEVELOPMENT STRATEGY

- **Green recovery:** leading the way on a green recovery for west London by securing £4.8m from the government's Green Homes Grant, the largest allocation made, for deep retrofits and green job creation.
- **Employment:** mitigating job losses in the aviation sector by upskilling and reskilling residents to access growing sector jobs in green-tech and the creative and digital industries.
- **Recovery:** targeting economic recovery and renewal activity to the most disadvantaged areas and those suffering the greatest impact from covid-19, including an employment hub and job brokerage service for Southall.
- **Town Centres:** reimagining and repurposing town centres through a partnership approach with a newly set up Ealing High Streets Taskforce, and to enable greater access to digitalisation and innovation opportunities for local businesses.
- **Inward Investment:** prioritising a refreshed inward investment programme through the 'Ealing in London' brand to bring together key partners from across the construction, business and investment sectors.



MAP KEY

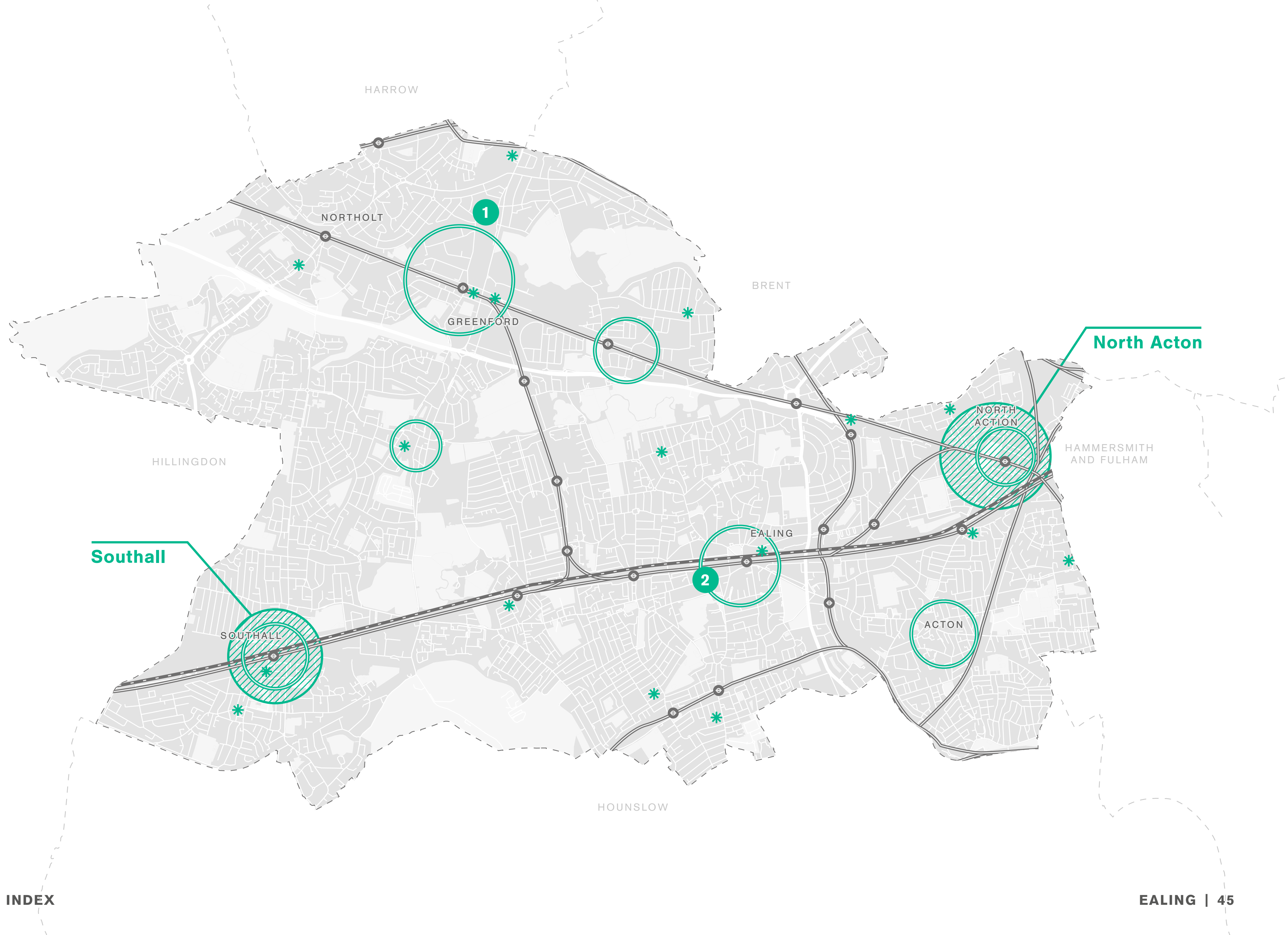
- GROWTH AREAS
- TOWN CENTRES
- ✱ NEIGHBOURHOOD CENTRE
- METROPOLITAN OPEN LAND / GREEN BELT
- RAIL
- CROSSRAIL
- e STATIONS

DEVELOPMENT OPPORTUNITIES

- NORTH ACTON
- SOUTHALL

PROJECTS

- 1 GREENFORD QUAY
- 2 PERCEVAL HOUSE





NORTH ACTON

North Acton is the gateway to the Old Oak Common and the Park Royal Opportunity Area (OPDC), the UK's largest regeneration project bringing 65,000 new jobs and 25,500 new homes over the next 25 years. Ealing borough's commercial area of Park Royal houses more than 400 businesses. In recent years, there has been significant tall building development, for residential and student occupancy. The area has a significant student population given with its proximity to Imperial College London and The Collective, the UK's biggest co-living hub, is located adjacent to the canal. The area is well served by public transport from North Acton underground station and White City is a few minutes journey away. A new public square opened next to the station in 2020, further enhancing the area.



SOUTHALL

Southall is a vibrant, multi-cultural town centre famed for its high street of predominantly south Asian restaurants, retailers, jewellery shops and places of religious worship. In recent years, Ealing Council has made significant investment into streetscape and highway improvements. There is major investment in the area centred around the new Elizabeth Line station and further west to the new Green Quarter development with 3,750 new homes under development. Access to the area will improve significantly when the new Crossrail line opens with regular Elizabeth Line trains to Heathrow in eight minutes and the West End in just over 15 minutes.



GREENFORD QUAY

PROJECT ADDRESS

Tillermans Court, Grenan Square, Greenford UB6 0FT

PROJECT STATUS

First phase completed

COMPLETION DATE

2023

PROJECT PARTNERS

**Greystar
HTA**

OVERVIEW

A new waterfront development overlooking the Grand Union Canal in Greenford. It is the UK's first complete rental living neighbourhood.



PERCEVAL HOUSE

PROJECT ADDRESS

Uxbridge Rd, W5 2HL

PROJECT STATUS

Planning submitted

PROJECT PARTNERS

Ealing Council and Vistry Partnerships

OVERVIEW

A new civic centre frontage on Uxbridge Road, a modern customer services centre, library and to the rear around 470 residential units, 50 per cent will be affordable homes.