



INVESTMENT PROSPECTUS

2024



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Email invest@ealing.gov.uk

EALING MIGHT BE KNOWN AS THE QUEEN OF THE SUBURBS, BUT THERE IS SO MUCH MORE TO OUR HISTORY AND OUR ECONOMY BEYOND THE W5 POSTCODE.

We are seven towns, each with a sense of purpose, identity, and pride. Seven places with history, culture and opportunity for the communities that make them special.

We are home to London's largest reservoir of industrial land. We are London's breadbasket, with some of the biggest food producers at Park Royal. We are the home of loud, where Marshall built his first amp. We are cinema's best kept secret, with the oldest and the biggest number of studios and production suppliers. And we are the capital of British Asian culture and retail in the jewel of the crown that is Southall.

We are promoting good growth that is distributed across our seven towns and benefits all our communities.

We are looking for investors who can help us to deliver genuinely affordable homes and bring well-paid jobs back to Ealing through the revival of our local shopping parades, the growth of our office corridor, and the productivity of our industrial estates.

We have one of the most ambitious development pipelines in London and we need support from public and private sector partners to help us deliver this whilst tackling the climate crisis and fighting inequality. In return, we will be upfront about our priorities and work with our partners pragmatically and in a collaborative spirit.

Contact us today if you want to become part of our story.



Cllr Peter Mason

Leader of Ealing Council

EALING IS A PREMIER PLACE FOR INVESTMENT, AND WE ARE OPEN FOR BUSINESS.

Ealing is one of the capital's most prosperous enablers for good growth and the top performing planning department in London (12th nationally). We offer quick and quality decision making for investors, with a new Local Plan and a fully resourced planning service that processes over 5,000 applications a year. We are committed to partnership working and have an experienced and ambitious political leadership team.

Ealing offers the economic activity, bustle, and connections of an inner London borough, with the green space and lifestyle offer of outer London. Our borough is one of best-connected places in the UK, with five Elizabeth Line stations, Great Western rail, and the forthcoming HS2 terminus. It also hosts a growing innovation sector via the Imperial WestTech Corridor, and the UK's largest regeneration scheme - Old Oak and Park Royal Development Corporation.

From strategic opportunities through to small sites, there is significant growth yet to be unlocked in the borough. We are committed to delivering 28,000 new homes over the next 15 years and 10,000 good jobs by 2026. As long as the needs of our existing residents and businesses are met, we strongly support growth and welcome high-quality and sustainable development. Our mission is to enable good growth across our seven towns and to support our growth sectors - the creative industries, life sciences and the green economy.

We are looking for investors who share our values to work in genuine partnership with us and help deliver our priorities for Ealing.



Cllr Shital Manro

Cabinet member for good growth and new housing
Ealing Council



Top performing
planning
department
in London



Unlocking the
**first regional
park in West
London**



Top 5
greenest
boroughs
in London

Over next 15 years



28,000
new homes across the
borough

20,000
new homes in Acton

15,000
new homes in Southall



Home to
**London's
largest reservoir
of industrial
land**

**Ealing
contributes**
c.£11bn GVA
annually to the UK's
economy



5
Elizabeth
Line stations



50,000
new trees
by 2026



**Top cultural
production
powerhouse**
in London

18,000
businesses



220,000+
workers



Located on the
doorstep of
Heathrow

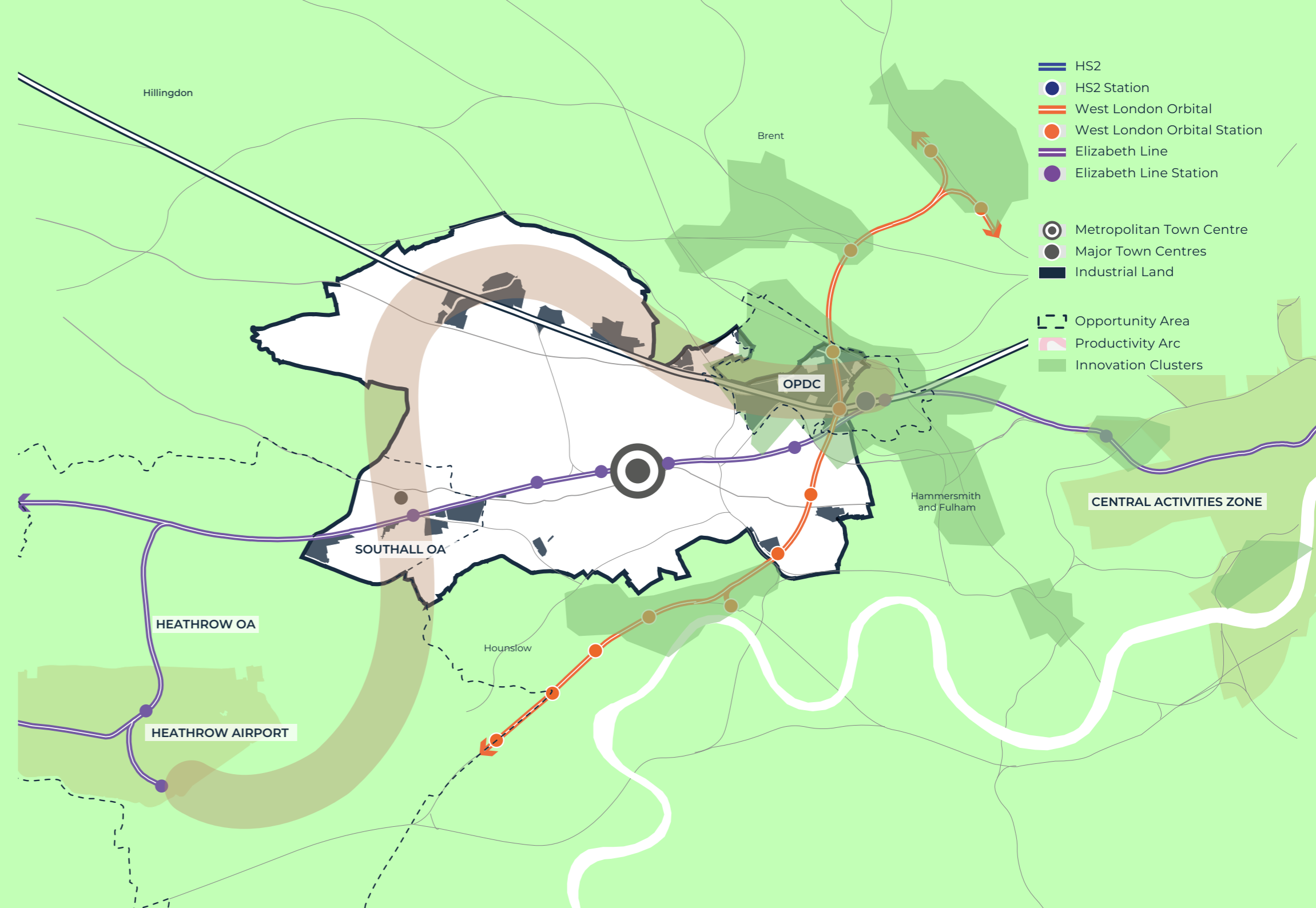


New HS2 terminus
will be the largest new railway
station ever built in the UK

Home to the
**Imperial
WestTech
Corridor**



LONDON BOROUGH OF EALING





ENABLING GOOD GROWTH ACROSS OUR SEVEN TOWNS

Through our top-performing planning department, new Local Plan, investment strategies and partnerships, we are promoting good growth that is distributed across our seven towns and benefits all our communities.



ONE OF THE MOST CONNECTED PLACES IN THE UK

Ealing is located on the doorstep of Heathrow Airport, hosts five Elizabeth line stations, and will be home to the new HS2 terminus at Old Oak Common, the largest new railway station ever built in the UK.



HOME TO UK'S LARGEST & BEST-CONNECTED DEVELOPMENT ZONE

Old Oak and Park Royal Development Corporation will unlock good growth and connections of international significance in Ealing, including 10,000 new homes and 6,000 new jobs at Old Oak and North Acton.



A PIPELINE OF INNOVATION-LED GROWTH

With the arrival of Imperial's WestTech Corridor and connections to other major life science clusters, Ealing will be a significant location for life sciences and innovation.



MORE GREEN SPACES TO BENEFIT CURRENT AND FUTURE RESIDENTS

We are delivering more green spaces than ever before, including West London's first regional park, spanning more than 460 hectares and bolstering Ealing's already-enviable lifestyle offer.



DEVELOPMENT: AMBITIOUS ON SUPPLY, STRICT ON QUALITY

We are committed to delivering 4,000 genuinely affordable homes by 2026 and 28,000 new homes over the next 15 years. We want the right homes in the right places, and of the right standard.



CULTURAL PRODUCTION POWERHOUSE FOR LONDON AND THE WORLD

Ealing is the home of British cinema and a major cluster for creative manufacturing. We have growing space for creative industries, enabled by our strong supply of industrial land.



ACCELERATING THE GREEN ECONOMY ACROSS WEST LONDON

We are committed to becoming a carbon neutral borough and council by 2030. We are convening partners to create new jobs in low carbon logistics, food-tech, retrofit and the circular economy.



Creatives and
ACTON
Life Sciences



Metropolitan Centre
EALING
with Film and Learning



Independent Town
HANWELL
with Music and Art



Hub of Productivity
GREENFORD
and Innovation



Open Spaces and
NORTHOLT
a Growing Economy



Sustainable and
PERIVALE
Eco-friendly Businesses



International Culture
SOUTHALL
and Manufacturing



SITE 1 - EALING METROPOLITAN CENTRE, STRATEGIC EMPLOYMENT CLUSTER

Ealing Metropolitan Centre plays a central role in West London's economy, providing a wide range of commercial, retail, cultural and civic amenities, as well as hosting a large portion of the borough's knowledge intensive jobs.

Located at the heart of Ealing Metropolitan Centre, this cluster of sites offers excellent transport connectivity, with access to Central London in under 10 minutes via the Elizabeth line, and access to local amenities, services and green space.




It comprises three development sites, with planning permission, and will deliver much-needed office space as well as complementary and diverse uses which will reposition Ealing Broadway as a major destination for businesses.

SITE 1A - BROADWAY CONNECTION

300,000 sqft mixed-use redevelopment located opposite Ealing Broadway station. The scheme provides 285,000 sqft of best in class and highly sustainable office accommodation, alongside a new public square and vibrant retail, food, beverage and leisure offer.

Address: 9-42 The Broadway & 1-4 Haven Place, W5 2NP.

Connectivity:

- PTAL 6a
- Ealing Broadway 0.0 mi   

Area: 0.57 ha

Ownership: British Land

Availability: 5-year planning consent with flexible leases in place to obtain vacant possession. c. 4-year construction programme.

Investment proposition: Flexible on deal structure, including joint venture partnership or other tailored to investor interest. Seeking major commercially led pre-let.



SITE 1B - INTERNATIONAL HOUSE (LOCKWOOD YARD)

BREEAM Outstanding and Grade A office space across five floors, with a focus on sustainability and wellbeing. This scheme offers a garden reception, café and three terraces including a panoramic roof and 17,000 sqft external space. There is flexibility to split the floor offering to create a range of spaces between 20 - 40,000 sqft.

Address: 7 High St, Ealing, W5 5DB.

Connectivity:

- PTAL 6a
- Ealing Broadway 0.2 mi Central District Elizabeth line

Area: 165,300+ sqft office space

Ownership: British Land

Availability: 5-year planning consent with strip out completed. c. 2-year construction programme.

Investment proposition: Seeking major commercially led pre-let.

Metropolitan Centre
EALING
with Film and Learning



SITE 1C - EXCHANGE PLAZA

A mixed-use scheme comprising purpose built student accommodation and an adjoining office building, with 7,600+ sqm of high-quality office space, ground floor commercial space, amenities and improved public realm.

Address: 52- 58 Uxbridge Road, Ealing, W5 5TH.

Connectivity:

- PTAL 6a
- Ealing Broadway 0.7 mi Central District Elizabeth line
- West Ealing Station 0.5 mi Elizabeth line

Area: 0.37 ha

Ownership: ASE II Ealing (Commercial Estates Group).

Availability: Planning permission granted, vacant land and construction can start in late 2025.

Investment proposition: Pre-let or investor or delivery partner for the office element of the scheme.

Metropolitan Centre
EALING
with Film and Learning







SITE 2 - PERCEVAL HOUSE CAR PARK

Situated in Ealing Metropolitan Centre and with excellent transport connectivity, this site presents the opportunity for c.150 new homes, including genuinely affordable homes. The site is located adjacent to the council's soon-to-be-refurbished office.

Address: 14-16 Uxbridge Road, Ealing, W5 2HL.

Connectivity:

- PTAL 6a
- Ealing Broadway 0.3mi   
- West Ealing Station 0.7mi 

Area: 0.26 ha

Ownership: Ealing Council

Availability: June 2025

Investment proposition: Being considered for delivery via a Development Agreement.





SITE 3 - GURNELL RESIDENTIAL

A site with good access to public transport and local amenities, and capacity for c.300 new homes, including genuinely affordable homes. It is located adjacent to what will be a new flagship leisure facility, including indoor and outdoor sports, and improved landscaping.

Address: Ruislip Road East, W13 0HT.

Connectivity:

- PTAL 3
- Castle Bar Park 0.5 mi 
- South Greenford 0.9 mi 

Area: 1.1 ha

Ownership: Ealing Council

Availability: Planning application submitted and committee expected autumn 2024.

Investment proposition: Development partner to deliver scheme via a Development Agreement. Their role will include securing Reserved Matters.



SITE 4 - NORTHOLT GATEWAY

Situated adjacent to Northolt Station and the Leisure Centre, this is an important site at the heart of Northolt Town Centre, where the council are enabling transformation growth. It has capacity for 190 new homes, including genuinely affordable homes and commercial space at ground floor.

Address: Mandeville Road, Northolt, UB5 4LY.

Connectivity:

- PTAL 4-5
- Northolt Station 0 mi 

Area: 1.06 ha

Ownership: Ealing Council, Places for London (TfL, Network Rail).

Availability: Market in Spring 2025.

Investment proposition: Joint disposal with Places for London.

Open Spaces and
NORTHOLT
a Growing Economy



SITE 5 - MANDEVILLE PARKWAY

An opportunity located adjacent to Northolt town centre, where the council are enabling transformation growth, for c. 105 new homes. The site offers strong public transport connectivity and access to high quality greenspaces.

Address: Mandeville Road, Northolt, UB5 4LY.

Connectivity:

- PTAL 3-4
- Northolt Station 0.3 mi 

Area: c. 105 new homes

Ownership: Ealing Council

Availability: Planning committee expected in Spring 2025.

Investment proposition: Flexible/open to proposals.

Open Spaces and
NORTHOLT
a Growing Economy



