



INVESTMENT PROSPECTUS

2026



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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 concentration of industrial land. We are London's breadbasket, with some of the biggest food producers at Park Royal. We are cinema's best kept secret, with the oldest and the biggest number of studios and production suppliers. We are one of London's greenest boroughs, with a new West London regional park, a once-in-a-generation opportunity to connect 500 hectares of green space and delivering over 8 kilometres of linked green spaces. And we are the capital of British Asian culture and retail in the jewel in the crown that is Southall.

We are promoting good growth that is distributed across our seven towns and benefits all our communities. Ealing is taking proactive steps to strengthen its investment positioning across the sub-region. We are key partners in WestTech London, delivering the London Growth Plan and the Industrial Strategy. And at Gurnell, we are delivering an

exemplar leisure centre, a £125m development which will include London's third Olympic-sized swimming pool.

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 will be kickstarting this term with a clear mandate to deliver the council's ambitious growth agenda. With political alignment across national, regional and local government, Ealing is one of the most secure and attractive places to invest in the UK. 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, working with partners pragmatically and in a genuinely collaborative spirit.

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

Councillor 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 has a high-performing planning service, delivering consistent speed and quality in decision-making and exceeding national targets. We offer quick and quality decision making for investors, with a new Local Plan and a fully resourced planning service which processes over 5,000 applications a year. We are committed to partnership working and have an experienced and ambitious political leadership team with a strong majority.

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 the best-connected places in the UK, with five Elizabeth Line stations, Great Western Railway services, and the forthcoming HS2 station. It also hosts a growing innovation sector in WestTech London, and the UK's largest regeneration scheme – Old Oak.

From strategic opportunities through to small sites, there is significant growth yet to be unlocked in the borough. We are committed to delivering for residents, and have prepared a

15-year programme with a pipeline of around 5,000 homes. As long as the needs of our existing residents and businesses are met in line with our Community-led Regeneration Charter, we strongly support growth and welcome high-quality and sustainable development. Our mission is to enable good growth across our seven towns, by supporting our growth sectors – the creative industries, life sciences and the green economy – and nourishing our foundational sectors with investment in the vitality of our high streets and town centres.

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

Councillor Louise Brett

Deputy leader and cabinet member for safe and genuinely affordable homes



Over the next 15 years

32,000



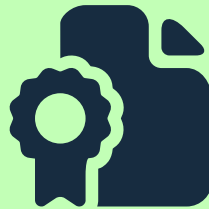
**new homes
across the borough**

Construction started on **more than
7,300 affordable homes since 2018**

Nearly **1,500 of them are council-
led** affordable homes



3rd in London
for total and
council-led
**affordable
housing starts**



One of the
**top planning
departments**
in London

15 year programme
with a pipeline of
around **5,000 new
homes** for direct and
partnership delivery



**Top 5
greenest
boroughs**
in London



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



Unlocking
**West London
Regional Park**

**Top cultural
production
powerhouse**
in London home to
over **1,000 screen
and creative sector
businesses**



**18,000
businesses**

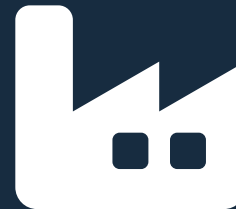
**220,000+
workers**

Home to
**WestTech
London**



5
**Elizabeth
Line** stations

On the doorstep
of **Heathrow**



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

Ealing
contributes
c.£12bn GVA
annually to the UK's
economy



EALING IS THE **£12 BILLION ENGINE** OF WEST LONDON'S ECONOMY, OFFERING THE **ECONOMIC ACTIVITY, BUSTLE, AND CONNECTIONS** OF AN INNER LONDON BOROUGH, WITH THE **GREEN SPACES AND LIFESTYLE OFFER** OF OUTER LONDON







ENABLING GOOD GROWTH ACROSS OUR SEVEN TOWNS

Through our new Local Plan, investment strategies and partnerships, we are promoting growth that unlocks a more inclusive economy for the capital and beyond. Our new Community Led Regeneration Charter will ensure local people have agency in shaping the future of their neighbourhoods.



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

Old Oak will be a new town for the borough and London, unlocking good growth and connections of international significance. With the new HS2 interchange, Old Oak will be home to the largest new railway station ever built in the UK.



DEVELOPMENT: AMBITIOUS ON SUPPLY, STRICT ON QUALITY

We have prepared a 15-year programme with a pipeline of around 5,000 homes for direct and partnership delivery. We want the right homes in the right places, and of the right standard.



Ealing Broadway Station (Image: Mickey Lee Photos)



EALING IS A GROWING POWERHOUSE FOR FRONTIER INNOVATION AND ENTREPRENEURSHIP

As set out in the London Growth Plan, Ealing is the newest cluster for frontier innovation in WestTech London, anchored by Imperial College London. This includes GraphT Works – London’s first dedicated facility for advanced manufacturing.



DELIVERING CLIMATE ACTION ACROSS OUR GREEN INFRASTRUCTURE AND THE BUILT ENVIRONMENT

We are delivering more green and open spaces than ever before, including a new Regional Park for London that will improve access to nature for 2 million West Londoners. We are investing £45m for retrofitting council buildings over the next three years, and £28m in streets and active travel.



CULTURAL PRODUCTION POWERHOUSE FOR LONDON AND THE WORLD

We are the home of British cinema and creative manufacturing. We have growing space for creative industries, enabled by our strong supply of industrial land. Ealing is the heart of West London’s screen sector from film and TV studios to prop houses and world class camera and lighting specialists.



Perivale Park

PLACE PARTNERSHIPS

NORTH ACTON

One of the borough's newest town centres, North Acton is already home to a thriving young, global community and is growing fast. At the heart of WestTech London, it's also London's newest innovation cluster.

Ealing Council and the Old Oak and Park Royal Development Corporation (OPDC) are working closely with landowners and developers including Imperial and City & Docklands to create a vibrant town centre that capitalises on the area's creativity, innovation and connectivity. Significant new developments from Barratt, Downing, O'Shea, and ADD Developments will deliver over 2,000 new homes.



North Acton (Image: Mickey Lee Photos)

EALING METROPOLITAN CENTRE

The Metropolitan Centre is the borough's commercial heart, home to over a third of Ealing's businesses and the highest quantity of office space and knowledge economy jobs in Ealing. It is perfectly positioned between Heathrow and the City, and just 12 minutes from Bond Street. As such it is one of London's most attractive places for mixed use and office-led investments.

With developments in the pipeline amounting to 30,000 sqm of commercial floorspace with a GDV of over £300 million, Ealing Metropolitan Centre is positioned as a key economic hub at the heart of WestTech London. Established partners include Investra, Luxgrove, M&S, British Land, Pilcher, CEG, A2 Dominion, David Samuel AML, and Clarion Housing.



Ealing Metropolitan Centre (Image: Mickey Lee Photos)

GREENFORD

Greenford is the borough's industrial heartland, with 350,000 sqm of industrial land and easy access to the A40 and the Central line. Between Imperial and Brunel's campuses, Greenford is well positioned to become a key WestTech London cluster for innovation and high-tech manufacturing.

The area has capacity for over 4,000 new homes, building on the existing residential community and newer developments including Greenford Quay. Through the Greenford Innovation Partnership, we are working closely with landowners including SEGRO, Valor, and Greystar, and businesses including Belazu, Brompton, and Panavision supporting industrial innovation and routes to employment for local residents.



Greenford Quay (Image: Greystar)

SOUTHALL

A cultural destination of national importance, Southall is one of West London's fastest-growing neighbourhoods, with a pipeline of over 12,000 new homes alongside significant new commercial, industrial and community space, including affordable workspace.

Bolstered by its strategic location, Elizabeth Line connectivity and concentration of employment land, Southall is also recognised as a centre for South Asian culture. There is a significant opportunity to build on this to deliver high-quality homes, support business growth and create good jobs. Council partners include Berkeley Group, CyrusOne, Global Technical Realty, Sovereign Network Group, Grainger, PA Housing, Tide and UNCLE to drive delivery and investment.



Southall Station (Image: Alex Sturrock Photos)

A GREAT PLACE TO LIVE

Balancing strong connectivity with everyday liveability, Ealing is widely recognised as one of London's most desirable places to live. Often described as the **“Queen of the Suburbs,”** it combines the opportunity and energy of West London with the space, calm and character of greener, residential neighbourhoods. Its **seven towns** each have a **distinct identity**, but together create a cohesive, diverse and welcoming place where communities feel established and connected.

Green space is central to life here. With over 140 parks and open spaces, including Walpole Park, Gunnersbury Park and Northala Fields and a new regional park, residents benefit from easy **access to nature, recreation and outdoor activity**. This extensive network supports wellbeing and contributes to **long-term quality of life**. The borough is especially attractive to families, underpinned by a **strong education offer**. Most schools are rated good or outstanding, alongside a number of high-performing secondary schools, while the University of West London adds further diversity and vitality.

Ealing is also **exceptionally well connected**, with Underground lines, National Rail services and five Elizabeth line stations providing fast links to London and Heathrow. This enhances **access to jobs, education and culture** while maintaining a strong neighbourhood feel.

Alongside these strengths, **Ealing continues to invest in its future**. Long-term improvements to town centres, transport, public realm and housing are enhancing neighbourhoods while respecting their established character. Cultural assets such as Ealing Studios, Pitzhanger Manor, theatres, cinemas, festivals and a renowned food scene add depth and richness to community life. Taken together, Ealing stands out as a borough where people can live well now, while feeling confident in the quality, opportunity and resilience of the place they call home.



Ealing Metropolitan Centre (Image: Mickey Lee Photos)

TRACK RECORD OF HOUSING DELIVERY

Ealing Council has a strong and growing track record of housing delivery, achieved through a combination of **direct development, estate regeneration, and partnerships** with housing associations and private-sector developers. **Since 2018/19, the council has started construction on nearly 1,500 affordable homes, and secured more than £150m in grant funding** from the Greater London Authority to support its programme.

In recent years, this has been complemented by proactive interventions. This includes the purchase of a total of 290 new homes at the **Green Quarter** in Southall and at **Acton Gardens** previously intended for market sale, accelerating delivery on some of the borough's most significant regeneration schemes while increasing the supply of genuinely affordable homes. Together, these approaches demonstrate the council's ability to work at pace, de-risk delivery and bring forward high quality homes both independently and in partnership.

Overall, construction has started on over **7,300 affordable homes since 2018, including 1,500 council-built homes**. Only two London boroughs have more affordable home starts in recent years.



Acton Gardens, South Acton (Image: Mickey Lee Photos)



Northolt Grange, Northolt

AWARD WINNING DEVELOPMENTS

Industry recognition for recent developments illustrate the council's continued commitment to delivering high quality homes and neighbourhoods for our communities. Pre-application engagement, with presumption in favour of in-person meetings and planning performance agreement are used to support schemes of all scales, providing a clear and proportionate framework to manage the planning process and support project delivery.

Copley Close, Hanwell (Council-led)

- **Best Starter Home Scheme** (What House? Awards, 2021)
- **Affordable Housing Provider of the Year** (First Time Buyer Readers Awards, 2021)
- **Best First-Time Buyer Home - Alton Court** (London Evening Standard New Homes Awards, 2018)

Acton Gardens, South Acton (Ealing Council development agreement with Vistry and L&Q)

- **Best Housing Partnership** (British Homes Awards, 2023)
- **Best Urban Regeneration Project** (First Time Buyer Readers Awards, 2019)



Copley Close, Hanwell



Acton Gardens, South Acton

EFFICIENT AND COLLABORATIVE PLANNING SUPPORT

Ealing's planning service supports the delivery of growth through a clear and consistent approach to decision making. **Recently recognised within the top 12 planning authorities nationally**, we work proactively with applicants from an early stage to provide advice, reduce risk, and support timely determination of applications. The service processes **over 5,000 applications each year and meets or exceeds national performance targets** for speed and quality.

Pre-application engagement and planning performance agreement are used to support schemes of all scales, providing a **clear and proportionate framework** to manage the planning process and support project delivery. Our planning team work closely with our urban design, regeneration, infrastructure, and legal teams providing a **coordinated approach to development**, which helps schemes progress efficiently from concept to delivery. We ground our approach in ensuring **good growth**, seeking to secure well designed, well connected places, aligned with the borough's **20-minute neighbourhood ambitions**.

We maintain a **strong focus on deliverability**, ensuring proposals are realistic, policy compliant, and capable of being implemented. Our priority is to provide certainty and support delivery at scale.



Ealing Broadway Placemaking (Image: Mickey Lee Photos)



Greenford Quay (Image: Alex Sturrock Photos)

BUILDING SUSTAINABLE HOMES

The **Ealing Development Guide** provides a clear and practical framework for planning, designing and delivering new homes commissioned by the council. It supports a balanced, **long-term approach to sustainability**, prioritising low energy use, climate resilience and resident wellbeing, **while recognising the importance of deliverability and value for money**. New homes are expected to achieve high environmental and sustainability standards, reducing both operational and embodied carbon and supporting comfort in a changing climate. Strong emphasis is also placed on water efficiency, sustainable drainage, and biodiversity.

We are delivering one of **London's largest council-led Passivhaus programmes** focused on high-quality, energy-efficient homes, with over 200 homes currently on site. These schemes, brought forward on council land and through estate regeneration, take a fabric-first and performance-led approach, allowing design teams flexibility in how standards are achieved while ensuring consistent quality, reduced energy demand and long-term affordability.

The **emerging Local Plan** reinforces this approach, promoting energy-efficient, low-carbon development supported by green infrastructure, sustainable transport, and local services. Together, this creates a **supportive environment for delivery** while helping to shape connected, resilient neighbourhoods where residents can access daily needs locally.



Golf Links Estate, Southall

AN AMBITIOUS PLAN FOR DELIVERY

Ealing Council's **Affordable Homes Investment Plan 2025-2040** sets out an ambitious, delivery focused programme to unlock new affordable homes across the borough using council land and assets. Responding to rising demand and a challenging market, it identifies a **pipeline of around 5,000 homes** through a mix of direct delivery, housing association partnerships, and opportunities for private sector collaboration. For partners, the Investment Plan creates a **clear route to work alongside the council** to unlock sites, share risk, and maximise delivery. Looking ahead, larger regeneration opportunities offer significant long term potential for investment and partnership.

We support the government and **Mayor of London's emergency action** to kickstart housebuilding in London and recognise the need to address stalled sites and viability challenges. We are open to working within this framework, aligning our programmes to support accelerated delivery and increased affordable housing. By engaging with these measures, we can help bring forward sites more efficiently while continuing to work with partners to deliver sustainable, high-quality homes across the borough.



Green Quarter, Southall (Image: Alex Sturrock Photos)

SECURE PARTNERSHIPS AND SUPPORTING INVESTMENT JOURNEYS

We have a strong track record of **accelerated procurement and simplified land transactions**, driven by a commitment to creating high-quality, sustainable places that meet residents' needs, support inclusive growth, and unlock the borough's full potential. To achieve this, we work with a range of development partners and tailor our approach to each site and opportunity. Our strategy is based on balancing three key delivery routes:

- 1. Direct delivery by the council:** Ealing Council actively brings forward schemes where it can add value through leadership, public investment, and long-term stewardship.
- 2. Site disposals to the market:** Where appropriate, the council brings sites to the market for disposal on a freehold or long-leasehold basis, enabling private developers to lead delivery while meeting clear policy expectations. Sites are marketed transparently through a competitive process to ensure high-quality, deliverable proposals.
- 3. Development agreements with private developers and registered providers:** For many sites, partnership is the most effective way to combine public-sector leadership with private-sector expertise and investment. We form long-term partnerships that secure commitments on quality, sustainability, and affordable housing delivery.



Gurnell Leisure Centre (Image: Mikhail Riches Architects)



Hanwell Square, Hanwell

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