JOIN US IN
EALING

Good for Ealing

Ealing

www.ealing.gov.uk

Foreword

"Our ambition is huge, and we have a clear plan around how we will deliver."

Our mission as a council is simple. We want to ensure every family has a decent living income and can afford a genuinely affordable home. That everyone can live a long, happy and healthy life, in communities full of pride and identity. Where every child can reach their potential and achieve their dreams.

We developed a very clear and ambitious Council Plan to help us deliver on this mission and have appointed a completely new council leadership team to help, a team that is instilling a more open, transparent and inclusive culture, a team that is clear and honest about the challenges ahead.

Our ambition is huge, and we have a clear plan around how we will deliver, and we are looking for equally ambitious individuals to add to our culture and to grow their careers whilst delivering on a wide-ranging agenda.

Councillor Peter Mason, Leader of the Council

Welcome

"If you want to help shape the future of one of London's largest and most diverse boroughs, then you must come and join us!"

Ealing is a council brimming with talent and ambition. Our overriding belief is that change is best delivered by shifting power to communities, empowering them to lead thriving neighbourhoods.

We possess a vision of polycentric growth: Ealing's 7 towns will all benefit from the proceeds of growth in a manner that embraces their distinctive character.

We are leading a huge transformational programme with plans in place to deliver 4,000 genuinely affordable homes and 10,000 new jobs, as well as new leisure and cultural venues, parks and social infrastructure.

The Economy and Sustainability directorate plays a major role in delivering the Council Plan priorities of: addressing inequality, creating good jobs and tackling the climate emergency. Our directorate brings together planning, housing strategy and delivery, regeneration, economic growth and skills, climate change as well as parks, leisure, culture, libraries and community centres.

We ensure that equalities, diversity and inclusivity, climate change, and quality placemaking are the threads that run through all of the work that we do. So if that aligns with your values, and you want to help shape the future of one of London's largest and most diverse boroughs, then you must come and join us!

Peter George, Strategic Director for Economy and Sustainability

A great council to work for

Borough Leadership

Having one of the newest and most dynamic leader and chief executive partnerships in local government, Ealing Council is invigorated and is not hanging around to deliver its progressive and wide-ranging agenda.

With a new leadership team comprising of 6 directorates, the workforce is being liberated to connect, collaborate and create, and to experiment in new ways to deliver better outcomes for residents and businesses. The Council Plan provides a clear and compelling vision and set of objectives showing that Ealing is open for new business and investment, with 4,000 new genuinely affordable homes and 10,000 good new jobs to be delivered by 2026. There is no better time to join and further your career at Ealing.

Employee benefits

- Generous holiday entitlement and other leave policies
- 24 hour employee helpline
- Secure pension benefits with protection for employees and family
- Various discounts in the borough and local businesses
- Hybrid working

Ealing Jazz Festival, Walpole Park

A great borough to work in

Varied and Dynamic Economy

The London Borough of Ealing is home to over 19,000 businesses supporting circa 130,000 jobs, with a higher than London average percentage (over 93%) of micro businesses demonstrating the entrepreneurial spirit of the borough's workforce.

The borough is home to several major companies, such as Brompton Bicycles Greenford, joining Ferrero as an iconic UK brand, and major food producers such as Delifrance in Southall. With 367,000 residents and as London's third most populous borough, Ealing has a hugely talented local workforce in place.

Ealing has a rich heritage of film and media production with the world's oldest film studio, Ealing Studios based in central Ealing, its 1950s comedies are deemed to be some of the most enduring classics of British cinema. This heritage has helped attract the most technically advanced film production companies using cutting edge technologies, with Garden Studios alone providing 200,000 sq.ft of space in Park Royal.

Ambitions for Ealing

Council Plan 2022-2026

All Ealing employees are working together to deliver a clear and ambitious Council Plan, which is focused on the priorities of our residents, businesses, and other stakeholders. There are three cross cutting strategic objectives:

Creating good jobs - we want growth in Ealing to be inclusive, where people can both contribute to and benefit from growth and economic development. We want to create good quality jobs in our borough and deliver an ambitious programme of building more genuinely affordable homes.

Tackling the climate crisis - we will work to keep Ealing clean and green and take leadership in ensuring the borough we build is sustainable. We will take leadership on tackling the ramifications of the climate crisis, by aiming for the highest environmental standards as we grow new jobs and homes.

Fighting inequality - we want to create a borough where we work hard to address inequalities in all its forms, to ensure that no-one is left behind in terms of achieving their potential. Crime and antisocial behaviour is dealt with effectively so residents feel safe.

1 Creating good jobs

2 Tackling the climate crisis

3 Fighting equality

10 Priority Areas

To meet the cross-cutting strategic objectives across a range of council activity, the Plan sets out the priority areas that are directly overseen by members of the council's Cabinet to ensure these are delivered, bringing the entire organisation together to focus on the things that matter most to our residents.

For each priority area we set out the key promises and activities that will be delivered over the next 4 years by the council, its services and arm's length organisations, and in our work with partners. We also set out an additional priority which is to make sure that Ealing is a well-run council that works with communities.

1 Tackling inequality and crime

2 Climate action

3 Healthy lives

4 A fairer start

5 Decent living incomes

6 Inclusive economy

7 Safe and genuinely affordable homes

8 Good growth and new homes

9 Thriving communi-ties

10 Organisational priorities

Ballet performance at the Platinum Jubilee Event, Walpole Park

North Acton and Park Royal Creative Enterprise Zone

The Creative Enterprise Zone (CEZ) is home to a rich and varied mix of creative businesses and makers, from film and TV sectors, music, visual arts and fabrication studios alongside their supporting local supply chains. The area supports 1,250+ creative sector jobs and at least 150 businesses, including at least 13 artists' studios and creative workspaces, 3 large film studios, 14 smaller film, photography and recording studios, 3 rehearsal spaces, over 10 creative manufacturing businesses, and more than 500 creative practitioners and artists. The CEZ aims to enable, support and protect a thriving creative sector and has kick-started it's programme by supporting a new Park Royal Open Access Workshop which launched in May to public membership.

Cultural Manifesto

Ealing's art and culture is both historic and cutting edge. Both rich and incredibly diverse. Imbibing the talent and traditions of the wonderfully diverse communities that make our seven towns what they are.

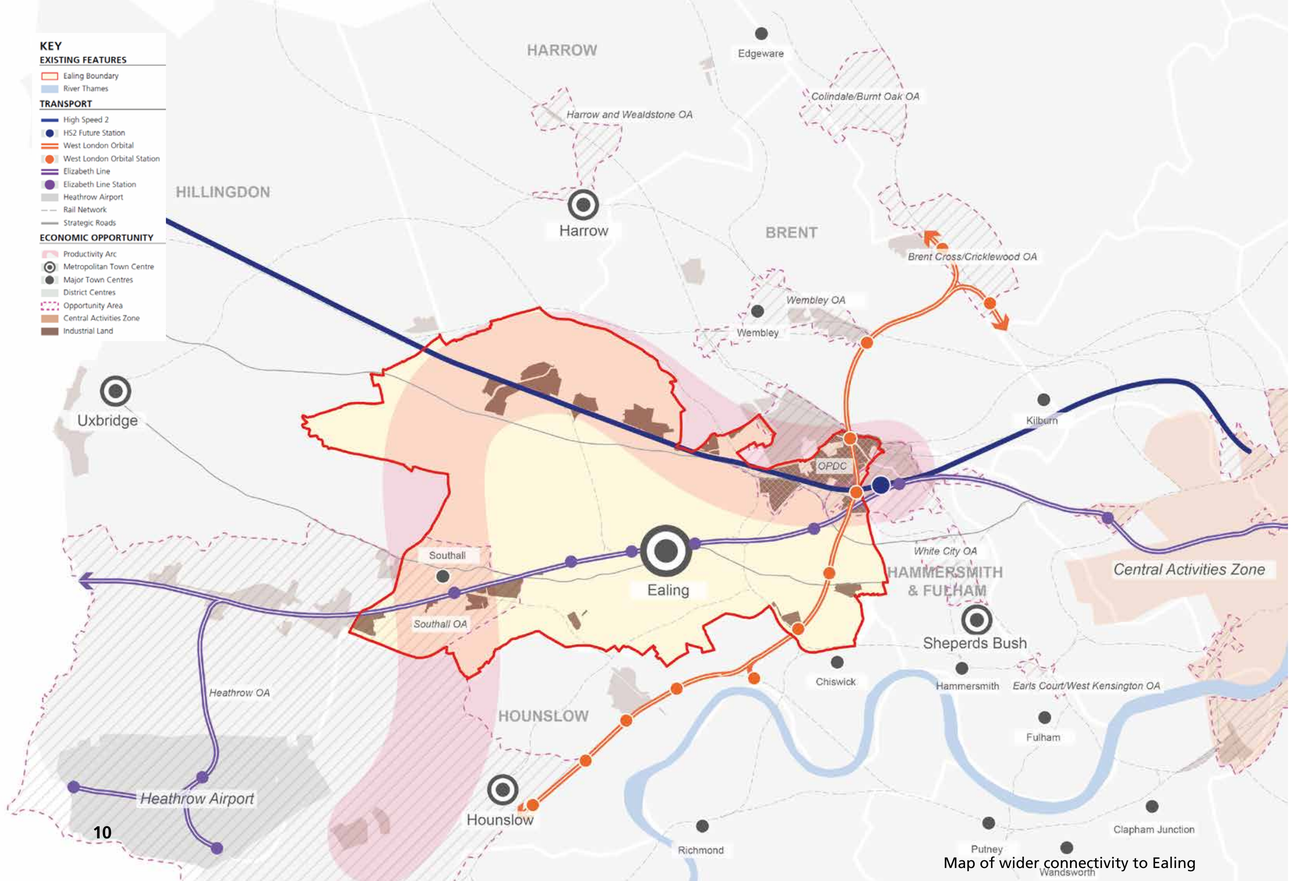
Ealing was many things: the home of British film (Ealing Studios); the home of Loud (the iconic Marshall amp); the home of London Mela and the centre of its Bhangra scene; the cradle of British Rock Music (the Ealing Club). But to ensure that Ealing will still be at the forefront of British arts and culture in the future, the council has developed a dynamic Cultural Manifesto and Action Plan '367,100 Creatives, Ealing's Cultural Manifesto for creative change'.

It celebrates Ealing's diverse communities (54% population from ethnic minorities/160 languages spoken), vibrant town centres, excellent schools, transport links, parks and open spaces which make it a great place to live, work and visit.

New Local Plan

The council is currently developing a new Local Plan for 2024 to 2039, to include a new spatial framework that will seek to deliver growth and investment in an equitable and balanced way across all seven towns. It will be framed by the 20-minute neighbourhood approach so communities and neighbourhoods can evolve and change into more sustainable, inclusive, and thriving places.

The Regulation 18 draft Local Plan was recently consulted upon which led to over 11,000 consultation responses, demonstrating the council's progressive approach to ensuring a broad and diverse range of voices could be heard, particularly from the borough's communities who may not have been incentivised to engage in Local Plans of the past. Ealing Council is now working towards a Regulation 19 Local Plan for consultation to be held in winter 2023 and it is scheduled for adoption in 2024.



Map of wider connectivity to Ealing

Getting to Ealing

Ealing is one of the best-connected places in the UK, and this will keep improving with ambitious plans to invest heavily in active travel projects and help unlock new transport infrastructure for the capital.

It has two national rail lines and three underground lines via the Central, Piccadilly and District lines and is strategically situated along the A4/M4 corridor, linking central London with the UK and beyond through Heathrow Airport. Hosting the UK's largest regeneration zone, the borough will directly connect to London's High-Speed 2 terminus opening at Old Oak Common in the early 2030s, welcoming people to Ealing from the north.

Ealing has five Elizabeth line stations linking with Reading and Heathrow in the west to Shenfield in the east via central London. The journey time from Ealing Broadway to Bond Street is now just 11 minutes, to Liverpool Street 18 minutes, to Canary Wharf 25 minutes and to Heathrow Airport 15 minutes.

The council is supporting the creation of the West London Orbital Railway, underused rail lines that would connect Ealing with Hounslow and Hendon to the west and West Hampstead in the north.

Ealing Broadway station

Acton

Creatives and New Industry

Acton is in pole position to capitalise on its excellent connectivity with the new Elizabeth line. The town has several industrial sites particularly in the south of the town, a thriving retail high street and a strong independent and creative business base along Churchfield Road.

The area is also part of the UK's largest regeneration opportunity at Old Oak and Park Royal (OPDC) with 9,000 new homes and 2.5M sq.ft of commercial floorspace planned around London's new HS2 terminus and the UK's largest industrial estate, Park Royal. The town is home to a strong creative and artistic community and in 2022 became a Creative Enterprise Zone (CEZ).

"Park Royal is home to some of the capital's most interesting and creative artists, makers, and producers. This new Creative Enterprise Zone will help shine a light on the hidden creative economy that fuels London's theatres, films, events, gigs and galleries."

Justine Simons OBE,
Deputy Mayor, Culture and the Creative Industries

Development in North Acton

Filmworks, Ealing

Ealing Studios

Ealing

Metropolitan Centre with Film and Learning

Ealing Metropolitan Town includes Ealing and West Ealing and is home to nearly 80,000 people or a quarter of the borough's population. It is the commercial heart of the borough and enjoys fast links into central London with nine stations, including the new Elizabeth line.

Ealing town has the highest concentration of knowledge intensive employment in the borough, with nearly 4,500 jobs in financial and professional services. It is also a popular destination for UK and overseas students studying at the University of West London, one of the UK's highest ranking modern universities.

Ealing Studios is the UK's oldest working film and TV production studio.

Greenford

Hub of Productivity and Innovation

Greenford town is a popular retail and high street centre and extends along the A40 from North Acton to Northolt. Greenford benefits from high quality green spaces such as Horsenden Hill, and its industrial land is a major employment area housing a range of innovative tech, logistic, manufacturing and food businesses. Its high number of high-tech businesses mean Greenford is set to become an Innovation Hub for west London.

Greenford High Street

Brompton Bicycle Factory, Greenford

There are almost 1,000 jobs in high-tech manufacturing in Greenford and Perivale making it 8 times more specialised than the London average.

Hanwell

Independent Town with Music and Art

Hanwell comprises a wealth of historical assets including Hanwell Community Centre, St Mary's Church, and Brunel's Wharncliffe Viaduct. The town centre offers a range of food, retail, and leisure amenities and has a strong independent business base. The Hanwell community hosts the annual Hanwell Hootie – one of London's most popular music festivals.

Hanwell is now on the Elizabeth line helping to attract more investment for the town. Industrial land to the south provides local employment and intensification of industrial uses in this area would increase more local jobs.

Hanwell Hootie

Duke of York, Hanwell

Northolt

Open Spaces and a Growing Economy

Northolt is a residential area in the north of the borough that enjoys easy access to green and open spaces such as Northala Fields. An innovative approach to growth is being adopted to transform the town to a new modern and sustainable neighbourhood with a dynamic economy.

Located on the western edge of the borough, it has a strong industrial business base, and around Northolt's town centres there are opportunities to provide a range of mixed-use housing developments. Through £7m of Levelling Up funding the town's transport infrastructure will be transformed.

The number of businesses in Northolt has grown by 18% since 2015 – the second highest in the borough.

Northala Fields, Northolt

Hoover Building, Perivale

Perivale's wealth of strategic industrial land provides valuable local jobs. 21% of these jobs are knowledge-intensive.

Perivale

Sustainable and Eco-friendly Businesses

Perivale's most famous landmark is the iconic art-deco Hoover building that fronts the A40. The town is well-connected by public transport, enjoys high-quality green spaces and its local shopping parades provide local amenities and a small range of community, education, and leisure facilities. The town has significant industrial land, and there is an opportunity to intensify this with a greater range of new jobs and create a new relationship between industrial areas and local retail centres.

Southall

International Culture and Manufacturing

Southall is the UK's premier destination for celebrating the best of South Asian culture, jewellery, fashion, food, film and heritage and is home to nearly 400 businesses, providing over 4,000 jobs. 70% of available commercial floorspace is industrial with many of London's key industrial estates in Southall. Heathrow is a major employer with almost 3,000 Southall residents working at the airport and many international food manufacturers are based here.

Southall has great strengths – its strategic location in the UK and London, its large reservoir and pipeline of industrial floorspace, and its international reputation as a magnet for South Asian culture.

Southall Manor House, Southall

Southall is one of London's most important areas for investment and good growth, with at least 9,000 new homes and 3,000 new jobs planned by 2041.

Southall Broadway

Come and help us deliver

Perceval House

Perceval House in Ealing Broadway serves as the council's main municipal office building. The council has recently announced plans to retain and retrofit the building to make it an office building and community space fit for the future. Current plans include opening up and animating the ground floor of the building for community use and the council is also reviewing its office needs in the context of new ways of working and will explore whether part of the building can be leased.

Perceval House council office

Northolt Levelling Up

As part of the Visions for Northolt programme, the council secured £7.2M from the government's Levelling Up Fund Round 1 to deliver a number of extensive improvements in the Northolt area. Northolt is within the top 20% of most deprived areas in England. The investment is a massive boost to Northolt and a great example of genuine community-led regeneration, delivering improvements that reflect the priorities of local people can be achieved.

Gurnell Leisure Centre

Gurnell Leisure Centre has formed a core part of the council's strategic leisure offer and has been the borough's flagship centre up until its closure at the outset of the Covid pandemic. The existing centre, which includes the borough's only 50m pool, was built in the late 1970s and is now at end of life. The council has committed to replace Gurnell and in February 2023 confirmed plans to deliver a new state of the art facility to replace the existing building which is to be funded in part through residential enabling development.

Passivhaus Programme

To help the council meet its net-zero carbon pledge by 2030, it is leading the way in building hundreds of new Passivhaus homes for Ealing residents. This includes the regeneration of the Golf Links estate where 143 Passivhaus Certified Homes are planned and a 71-Unit Passivhaus Certified Older Adults building is planned as part of the Lexden & Steyne Road Development.

Leading by example, the council expects private developers to follow and deliver more net-zero developments across the borough.

Working in partnership

West London Alliance

The council is one of seven boroughs that comprise the West London Alliance, all working in a public sector partnership to support 1.1M workforce, 109k businesses and 2.1m residents across west London sub-region. Working with the WLA further enhances the socioeconomic profile across the UK and internationally as a premier place to invest, and there are number of strategic growth sector and infrastructure programmes that are making this investment a reality.

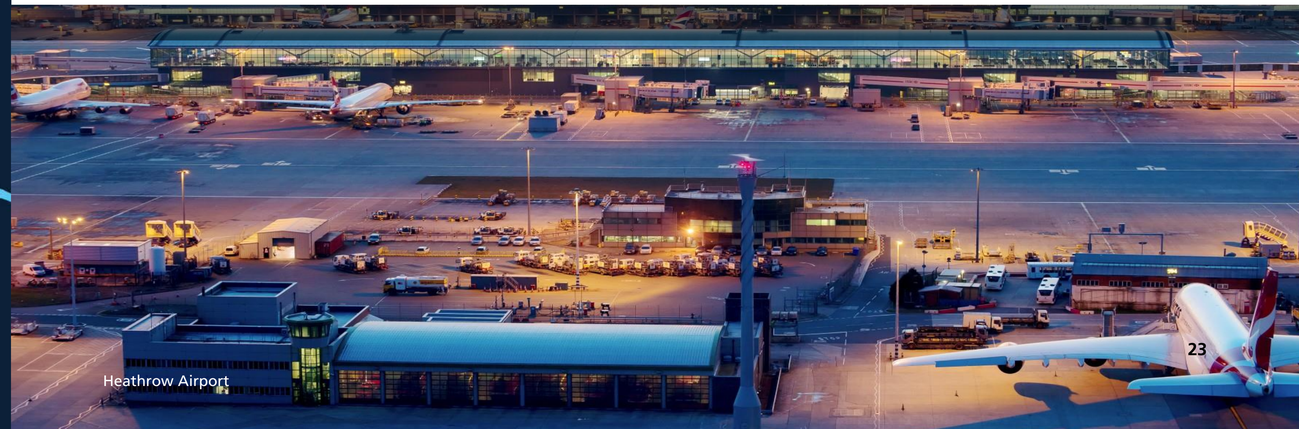
Map of West London Alliance

Old Oak and Park Royal Development Corporation (OPDC)

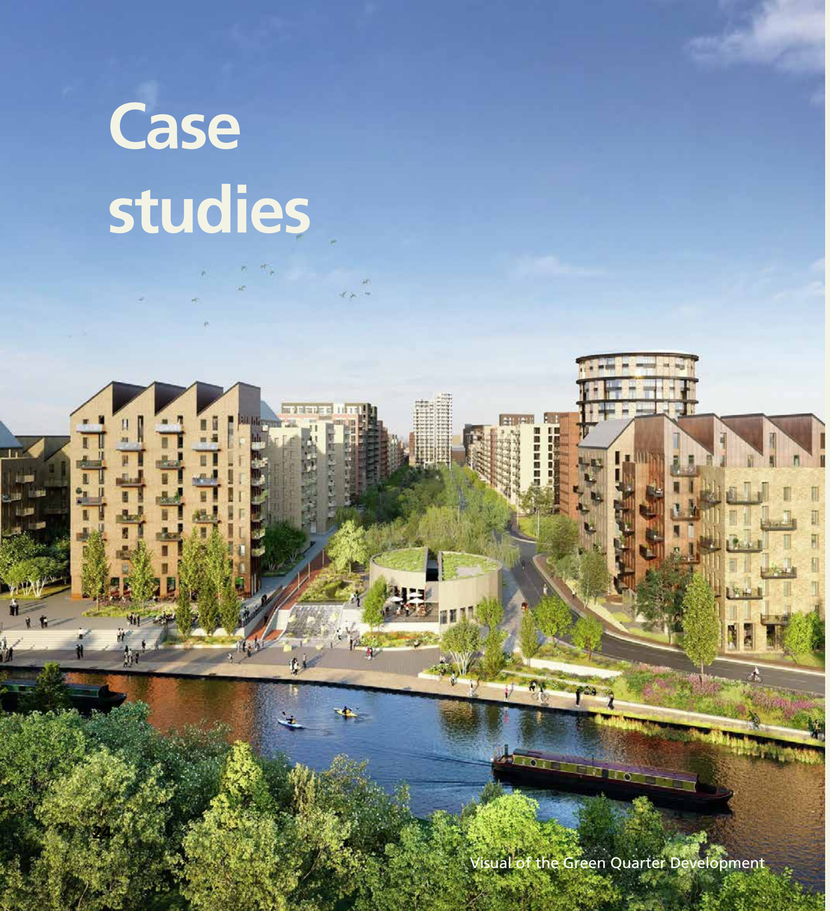
Ealing is at the heart of the UK's largest regeneration programme whereby 9,000 new homes and 2.5M sq.ft of commercial floorspace is planned for North Acton and Park Royal, all to be served by London's High-Speed Terminus when it opens in the early 2030s. The council is working in partnership with the OPDC to deliver a new exciting and dynamic district for London.

Heathrow Airport

Heathrow Airport is located immediately west of the borough and makes a huge contribution the Ealing's local economy with around 4,500 Ealing residents working for the airport, with nearly 3,000 of those in Southall alone and many more thousands within its vast supply chain network. As well as a significant employer, the council also sees the airport as having huge potential to revolutionise the economy, particularly through new technologies to enable a sustainable aviation sector with the borough well placed to accommodate these jobs of the future.


Heathrow Airport

Case studies



Visual of the Green Quarter Development

Green Quarter

The Green Quarter is one of the biggest regeneration projects in London, with Berkeley Group transforming a former gasworks and overflow airport car park into a sustainable, unique and nature rich place where communities will thrive. With nature and biodiversity at its heart, residents at The Green Quarter will enjoy acres of green open spaces, including two new parks, wetlands, beautifully landscaped gardens and new community areas. The Green Quarter will deliver 3,750 homes and 13 acres of parkland. Two new footbridges will enhance access to 90 acres of Minet Country Park, some of London's best and most biodiverse green space. A health centre, primary school, nursery, and community centre will create fantastic new spaces for the community. There will also be new retail and shopping opportunities within the site to compliment Southall Town Centre and two new bus services.

Greenford Quay

Greystar's flagship development at Greenford Quay is one of the UK's biggest 'build to rent' schemes and comprises 7 new residential buildings on a 20-acre site creating a new waterfront neighbourhood in west London. It will provide professionally managed, high quality rental properties with additional amenities to suit modern lifestyles. The finished development will provide a new health centre, primary school, shops and restaurants that will also benefit the neighbouring community.

The restored Art Deco building which forms the focal point of the development - known as Tillermans - comprises 379 apartments (studio, one-, two- and three-bedroom) and faces onto a landscaped public square, with extensive landscaping and water features.

Visual of Greystar's Greenford Quay Development

Friary Park

One of the largest estate regeneration projects in west London, Mount Anvil has partnered with Catalyst to redevelop Friary Park. The estate covers nearly six acres in Acton W3, with the project delivering 1,228 homes, 315 of these at social rent, along with new commercial floorspace, of which 40% is at affordable rent. New green spaces and biodiversity are a crucial component of the designs, with more than a third of the site to be landscaped green space. A series of courtyard gardens, woodland pockets, allotments and an eco-walk have all been designed in partnership with Royal Botanic Gardens, Kew. **Marcus Bate, Partnerships and Community director at Mount Anvil, says: "We are truly excited to bring forward this scheme with our partners at Catalyst. We have worked very hard to listen to Friary Park residents and respond to Ealing's planning team to create a place that will be a huge asset for the local area."**

Visual of Friary Park Development

Contact us

For further information

To find out more about why you should join us here in Ealing and to learn about job opportunities, please contact:

Peter George, Strategic Director for Economy and Sustainability
georgep@ealing.gov.uk

Ealing
www.ealing.gov.uk