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Ealing Council raises the bar for sustainable housing with new Development Guide



New guide sets ambitious benchmark for affordable, healthy and climate-resilient homes across the borough

Ealing Council has launched its new **Ealing Development Guide**, a comprehensive framework that will shape the design and delivery of future affordable housing across the borough.

Developed with architecture and urban design practice Pollard Thomas Edwards (PTE), the guide sets out a clear vision for creating high-quality homes and neighbourhoods that are affordable, sustainable, healthy and built to meet the challenges of a changing climate.

The guide establishes a consistent approach for council-led housing projects and development partners, with a strong focus on design quality, resident wellbeing, environmental performance and long-term stewardship. It goes beyond minimum regulatory requirements, championing Passivhaus standards, climate resilience, biodiversity, active travel and resident engagement.

Councillor Louise Brett, Deputy Leader of Ealing Council and Cabinet Member for Safe and Genuinely Affordable Homes, said: **"Residents deserve homes that are affordable to live in, comfortable all year round and built to last. This new Development Guide sets out the standards we expect for every new council-led housing development, helping us deliver on our commitment to provide more genuinely affordable homes while tackling climate change and keeping household energy bills**

down. By working closely with our development partners, we can create high-quality homes and neighbourhoods that people are proud to call home for generations to come."

Tom Dollard, Partner at Pollard Thomas Edwards, said: **"The housing and climate crises demand a new approach to development. The Ealing Development Guide demonstrates how councils can deliver homes that are genuinely affordable, environmentally responsible and great places to live. By embedding high standards for design, sustainability and resident wellbeing from the outset, Ealing is creating a blueprint for future housing delivery that other local authorities can learn from."**

The guide draws on best practice from across the UK while responding to the specific opportunities and challenges facing Ealing. It sets out practical principles covering everything from energy performance and climate adaptation to landscape design, community engagement and post-occupancy evaluation.

The publication reinforces Ealing Council's commitment to delivering high-quality affordable housing and creating neighbourhoods that support thriving communities for generations to come.

Download the guide here: [Ealing Development Guide](#)

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Notes to editors

- The Ealing Development Guide has been produced by Ealing Council with Pollard Thomas Edwards.
- The guide provides a framework for the planning, design and delivery of future council-led housing developments.
- Key themes include affordability, sustainability, resident wellbeing, climate resilience, biodiversity and design quality.
- Pollard Thomas Edwards is an award-winning architecture and urban design practice with extensive experience delivering housing-led regeneration and sustainable communities across the UK.

For further information, please contact Tim Metcalfe, Partner - Communications at Pollard Thomas Edwards, on 020 7336 7777 or tim.metcalfe@ptea.co.uk