



# INVESTMENT PROSPECTUS

## 2025



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Email [invest@ealing.gov.uk](mailto: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.



**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 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.



**Councillor 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

**5**  
**Elizabeth**  
**Line** stations



**50,000**  
**new trees**  
by 2026



Located on the  
doorstep of  
**Heathrow**



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

Over next 15 years



**32,000**

**new homes across the borough**

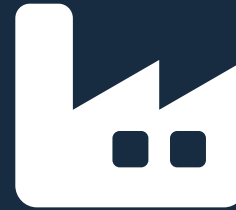
**20,000**

**new homes in Acton**

**15,000**

**new homes in Southall**

Home to the  
**Imperial  
WestTech  
London**



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

**Top cultural  
production  
powerhouse**  
in London



**Ealing  
contributes**

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



**18,000  
businesses**

**220,000+  
workers**

EALING IS THE **£11 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 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 interchange at Old Oak Common, the largest new railway station ever built in the UK.



## **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 32,000 new homes over the next 15 years. We want the right homes in the right places, and of the right standard.





## **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 London and connections to other major life science clusters, Ealing will be a significant location for life sciences and innovation, as set out in the London Growth Plan.



## **CULTURAL PRODUCTION POWERHOUSE FOR LONDON AND THE WORLD**

Ealing is the home of British cinema and a major cluster for creative manufacturing. Our strong supply of industrial land means we have growing space for creative industries.



## **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



Hub of Productivity

**GREENFORD**

and Innovation



Independent Town

**HANWELL**

with Music and Art



Open Spaces and

**NORTHOLT**

a Growing Economy



Sustainable and

**PERIVALE**

Eco-friendly Businesses

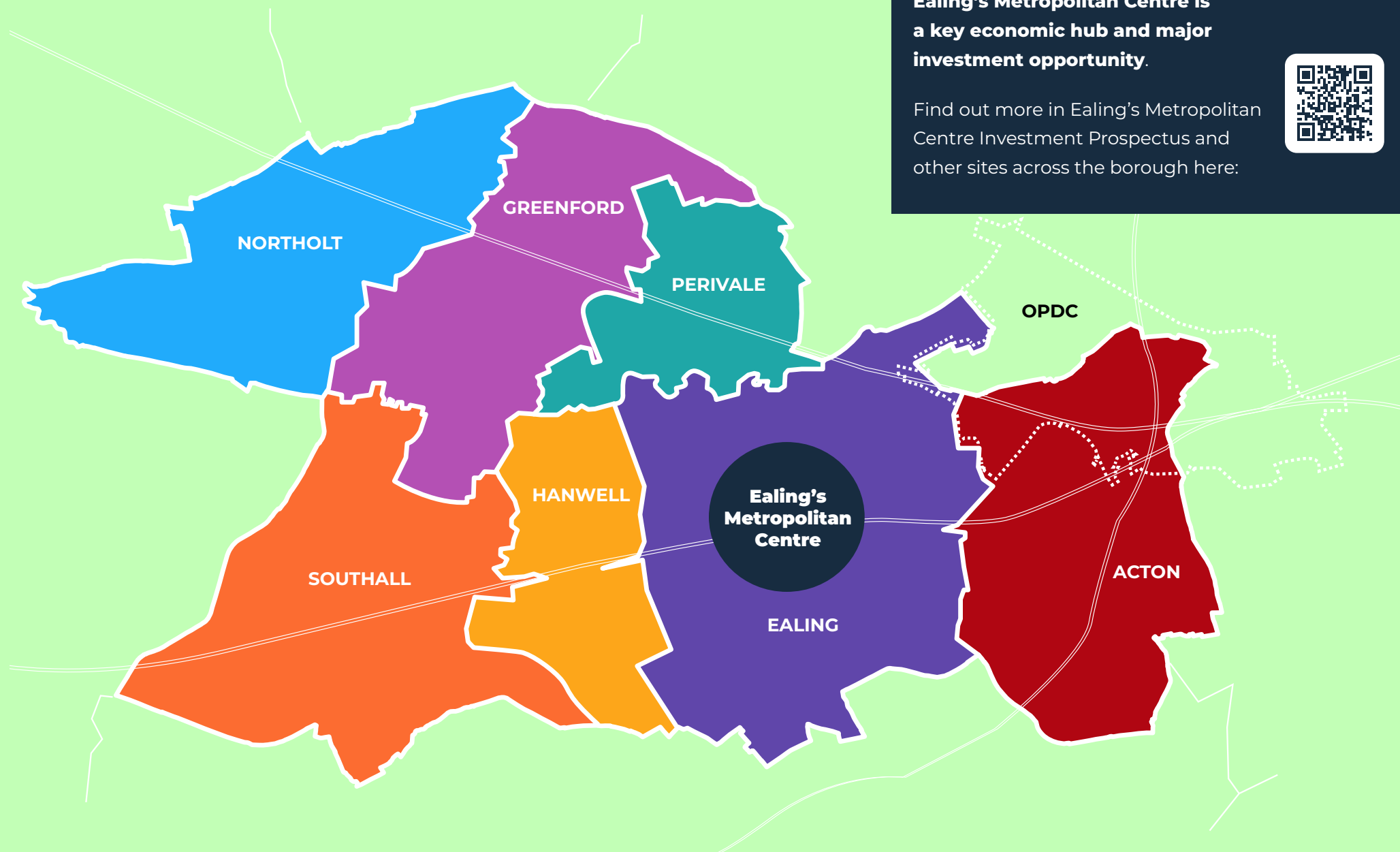


International Culture

**SOUTHALL**

and Manufacturing





Equidistant between Heathrow and the City via the Elizabeth line, **Ealing's Metropolitan Centre is a key economic hub and major investment opportunity.**

Find out more in Ealing's Metropolitan Centre Investment Prospectus and other sites across the borough here:



