London Borough of Ealing

Good for Ealing

INVESTMENT PROSPECTUS 2026

Scan the QR code or visit www.goodforealing.com

Email invest@ealing.gov.uk

Acton Town Centre (Image: Mickey Lee Photos)

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 over 500 hectares of green space and delivering over 13 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 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.

Councillor Peter Mason

Leader of Ealing Council

32,000 new homes over the next 15 years

5,000 new homes for council and partnership delivery over the next 15 years

Unlocking **West London Regional Park**

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

18,000 businesses

220,000+ workers

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

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

7,300 affordable homes started on site since 2018

Home to **WestTech London**

140+ parks and open spaces

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

5 Elizabeth Line stations

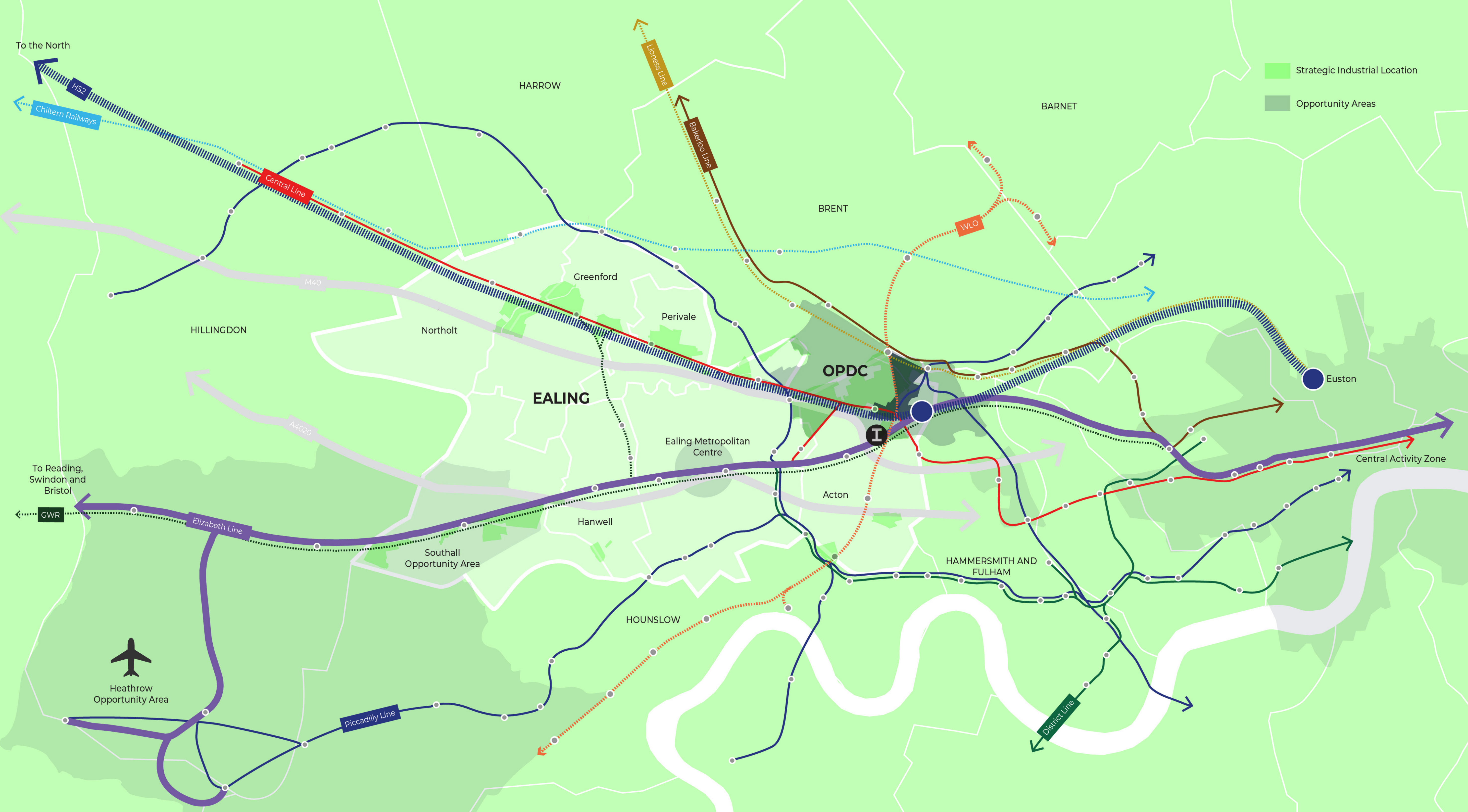
On the doorstep of **Heathrow**

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

3,000+ creative businesses

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.

From **strategic opportunities** through to **small sites**, there is significant growth yet to be unlocked across Ealing. We are looking for investors who want to work with us to deliver **good and sustainable growth** for Ealing. We are committed to **partnership working** and have an experienced and ambitious political leadership team.



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

ONE OF THE BEST CONNECTED PLACES IN THE UK

There are five Elizabeth line stations across the borough, offering great access to Heathrow Airport, and the future HS2 interchange at Old Oak Common. Together this offers exceptional national and international connectivity, supporting opportunities for investment, business growth, and sustainable economic development.

HOUSING 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.

A 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.

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.

CREATING PLACES THAT PEOPLE ARE PROUD OF

Ealing offers an exceptional mix of natural, educational and commercial assets, including West London's first Regional Park, over 10km of canals, more than 30 town centres and high streets, and a strong education offer, with 92% of schools rated Good or Outstanding.

THE NEWEST INNOVATION CLUSTER IN WESTTECH LONDON

As set out in the London Growth Plan, Ealing is the newest cluster for frontier innovation in WestTech London, with a pipeline of over 4m ft^2 of innovation floorspace. Anchored by Imperial College London, this includes Grapht Works – London's first dedicated facility for advanced manufacturing.

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.

PLACE PARTNERSHIPS

NORTH ACTON

North Acton is one of Ealing's newest and fastest-growing town centres, at the heart of WestTech London, the capital's emerging innovation cluster.

Ealing Council, working in partnership with OPDC, Imperial, City & Docklands and other landowners, is helping to create a vibrant new centre that builds on the area's connectivity, creativity and innovation. Major developments by Barratt, Downing, O'Shea and ADD Developments will deliver over 2,000 new homes, supporting a growing community of residents, businesses and entrepreneurs.

North Acton Square (Image: Mickey Lee Photos)

EALING METROPOLITAN CENTRE

Ealing Metropolitan Centre is the borough's commercial heart, home to over a third of Ealing's businesses and its largest concentration of office space and knowledge economy jobs. Located between Heathrow and Central London, with Bond Street just 12 minutes away, it is a prime destination for mixed-use and office-led investment.

With 30,000 sqm of commercial development in the pipeline and a GDV exceeding £300 million, the Centre is a key economic hub within WestTech London, supported by partners including 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 Ealing's industrial heartland, with 350,000 sqm of industrial floorspace and excellent connectivity via the A40 and Central line. Positioned between Imperial College and Brunel University, it is emerging as a key WestTech London cluster for innovation and advanced manufacturing.

With capacity for over 4,000 new homes, Ealing Council is working with landowners including SEGRO, Valor and Greystar, and businesses such as Belazu, Brompton and Panavision to drive investment, innovation and local employment opportunities.


Greenford Quay (Image: Greystar)

SOUTHALL

Southall is one of West London's fastest-growing town centres, with over 12,000 new homes in the pipeline alongside significant commercial, industrial, community and affordable workspace provision.

Supported by Elizabeth Line connectivity, a strong employment base and its status as a nationally significant centre for South Asian culture, Ealing Council is working with partners including Berkeley Group, CyrusOne, Global Technical Realty, Sovereign Network Group, Grainger, PA Housing, Tide and UNCLE to drive investment, business growth and job creation.


Golf Links Estate

HOUSING DELIVERY IN EALING

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.

Overall, construction has started on over 7,300 affordable homes since 2018, including 1,500 council-built homes, securing more than £150m in grant funding from the Greater London Authority to support its programme. Only two London boroughs have more affordable home starts in recent years, with a further 700 social homes due to come online this year, reducing our housing waiting list by 10%.

In recent years, this has been complemented by proactive interventions. This includes the purchase of a total of 385 new homes at the Green Quarter in Southall, Acton Gardens and most recently at the Bollo Yard development, also in Acton. These homes were previously intended for Market Sale, and Ealing's action has accelerated 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.


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 highquality homes and neighbourhoods for our communities. Pre-application engagement, with presumption in favour of in-person meetings and planning performance agreements 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

SITES OF OPPORTUNITY

THE WALLIS BUILDING, GREENFORD QUAY

Promoter:
Greystar

Address:
Greenford Quay, Greenford Rd, Greenford UB6 0HQ

Asset class:
Workspace, culture, mixed-use

Investment readiness:
Seeking institutional investors, funding, or equity partners

Planning status:
Approved

The Opportunity

The Wallis Building is located at the heart of Greenford Quay, one of West London's fastest-growing neighbourhoods. Set within a thriving waterside community of more than 2,000 new homes, the site offers a unique opportunity to deliver affordable workspace, creative production space, offices, or a mixed-use employment hub within a rapidly expanding residential and commercial destination. This presents a rare opportunity for occupiers, workspace operators and investors to establish a presence in a location with growing demand for flexible, affordable business space.

Key Facts

- Grade II Listed heritage asset
- 4,200sqm of existing floorspace
- Potential to accommodate over 5,600sqm floorspace
- Excellent connectivity via Greenford Station

Key Contacts

- Bronwyn Jones, Director, Development, Greystar bronwyn.jones@greystar.com

MANDEVILLE PARKWAY, NORTHOLT

Promoter:
Ealing Council

Address:
Adj Lewes Close, UB5 4QZ

Asset class:
Residential

Investment readiness:
N/A

Planning status:
Subject to approval

The Opportunity

Mandeville Parkway is a 100% social housing development in Northolt. This site is a cluster of four individual sites – each with a block of homes situated, set within open space – the remains of the 1920s racecourse.

A total of 100 x 1, 2, 3 and 4 bed homes have been designed across two villa blocks, a terrace of three-storey houses and a nine-storey 'point block'.

Key Facts

- 100 x 1, 2, 3 and 4 bed homes
- Subject to planning approval and 2026-2036 SAHP grant approval
- Ealing will be delivering directly, tendering for a building contractor in due course.

Key Contacts

- Sally Rawlings, Principal Project Manager (pre-construction) - RawlingsS@Ealing.gov.uk
- Jessica Bembridge, Lead Senior Project Manager (Delivery/ Construction) - jbembridge001@ealing.gov.uk

HIGH LANE ESTATE, HANWELL

Promoter:
Ealing Council

Address:
High Lane and Hobbayne Road, Hanwell, London, W7

Asset class:
Residential (Mixed-tenure, housing-led)

Investment readiness:
Ealing Council is committed to estate regeneration and is seeking a development partner. Phase 1 demolition underway.

Planning status:
Extant consent

The Opportunity

Ealing Council is seeking a development partner for the regeneration of High Lane Estate. The estate comprises 264 homes (including 89 being demolished) and benefits from extant planning permission for 505 homes. The scheme will deliver affordable and private housing, community facilities, public realm improvements and supporting infrastructure.

The council is committed to rehousing existing council tenants. The council is open to a range of delivery and partnership models, and optimisation of the approved scheme.

Key Facts

- 3.4ha regeneration opportunity
- 15 mins from Hanwell Elizabeth line station
- Emerging Local Plan allocation
- Extant consent for 505 homes
- 91% residential ballot support

Key Contacts

- Alison Mayer, Principal Project Manager, Housing Development - mayera@ealing.gov.uk
- Yemi Aladerun, Assistant Director (Acting), Housing Regeneration - yaladerun001@ealing.gov.uk

GOLF LINKS ESTATE, SOUTHALL

Promoter:
Ealing Council

Address:
Fleming Road, Southall, UB1 3ND

Asset class:
Residential estate regeneration

Investment readiness:
Ealing Council committed to estate regeneration and seeking a development partner.

Planning status:
Future phases subject to approval

The Opportunity

Ealing Council is seeking a development partner to support regeneration of Golf Links Estate. The 7.8ha estate contains 518 homes following three completed phases. Future phases offer additional affordable and private homes, enhanced public realm, community infrastructure and environmental improvements, improving links to surrounding open spaces. The council is committed to rehousing existing council tenants. The council is open to a range of delivery and partnership models.

Key Facts

- 7.8ha estate comprising 518 homes
- Close to Metropolitan Open Land
- Residential allocation in Emerging Local Plan
- Strategic Area for Regeneration
- 82% resident ballot support (2022), with 92% support in top-up ballot

Key Contacts

- Alison Mayer, Principal Project Manager, Housing Development - mayera@ealing.gov.uk
- Yemi Aladerun, Assistant Director (Acting), Housing Regeneration - yaladerun001@ealing.gov.uk

HAVELOCK ESTATE, SOUTHALL

Promoter:
Ealing Council

Asset class:
Residential estate regeneration

Planning status:
Consent expired

Address:
Havelock Road, Southall, UB2 4NY

Investment readiness:
Ealing Council committed to estate regeneration and seeking a development partner.

The Opportunity

Ealing Council is seeking a development partner to support the regeneration of Havelock Estate in Southall. The 8.2-hectare site offers significant redevelopment potential, with a previous consent for 922 homes, 291 of which have been delivered. Future phases present opportunities for new housing, public realm improvements and enhanced links to the Grand Union Canal. The council is committed to rehousing existing council tenants. The council is open to a range of delivery and partnership models, and optimisation of the previous scheme.

Key Facts

- 13 mins to Southall Station
- Grand Union Canal frontage in Southall Opportunity Area
- Allocated for mixed-use redevelopment, suitable for taller buildings
- Previous consent for 922 homes
- Phase 2a site cleared

Key Contacts

- **Alison Mayer, Principal Project Manager, Housing Development - mayera@ealing.gov.uk**
- **Yemi Aladerun, Assistant Director (Acting), Housing Regeneration - yaladerun001@ealing.gov.uk**

DEVELOPMENT OPPORTUNITIES: EALING STALLED SITES PORTFOLIO

The Opportunity

Ealing Council is bringing forward an opportunity to acquire and deliver a portfolio of six residential development sites across the borough. The sites formed part of the Council's affordable housing programme and were progressing towards delivery prior to disruption.

The portfolio includes a mix of infill and regeneration opportunities capable of delivering over 230 homes, including London Affordable Rent, Shared Ownership and Open Market Sale properties.

Located in established residential neighbourhoods and growth areas, including West Ealing and Southall, the sites benefit from strong transport links, local amenities and proven demand for new housing. Schemes have secured planning consent, with further detailed design work and some superstructure works having been completed, providing a basis upon which progression could be made. The Council is seeking expressions of interest from development partners interested in acquiring individual sites, multiple sites or the portfolio as a whole, creating opportunities for both SME and larger developers.

Key Facts

- 6 sites
- 230+ homes
- Opportunities across the borough
- Single, multiple, or all portfolio sites

Development Sites

Site	Homes	Tenure Mix
Chesterton & Evesham	25	25 London Affordable Rent
Dean Gardens	53	21 London Affordable Rent / 10 Shared Ownership / 22 Open Market Sale
Norwood Road	6	6 London Affordable Rent
Shackleton Road	10	10 London Affordable Rent
Southall Market Car Park	125	101 London Affordable Rent / 24 Shared Ownership
Wood End	11	11 London Affordable Rent

Why this Opportunity?

- Suitable for SME and larger developers
- Established residential and regeneration locations
- Planning and technical work already completed
- Potential to accelerate new home delivery in West London

Key Contacts

- **Yemi Aladerun, Assistant Director (Acting) Housing Regeneration - yaladerun001@ealing.gov.uk**

Perivale Park

KEY CONTACTS & FURTHER INFORMATION

Peter George
Strategic director for economy and sustainability
GeorgeP@ealing.gov.uk

Connor McDonagh
Assistant director for regeneration, economy and skills
McDonaghC@ealing.gov.uk

Yẹmí Àlàderun
Acting assistant director for housing regeneration
YAladerun001@ealing.gov.uk

For more information and to explore investment opportunities in Ealing please visit **goodforealing.com**

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