

Scrutiny Panel 2

Economy and Sustainability Directorate

12 March 2024

EALING COUNCIL



Agenda

Topic	Lead
Introductions	<ul style="list-style-type: none">• Cllr Conti, Scrutiny Panel Chair• Peter George, Strategic Director for Economy & Sustainability
Presentation from Ealing Council Officers	<ul style="list-style-type: none">• Connor McDonagh, Assistant Director for Regeneration, Economy & Skills: Presenting• Cristi Gonzalez, Head of Adult Learning and Skills• Mandar Puranik, Head of Regeneration, Investment and Jobs (West & Central)• Naseem Kauser, Head of Employment, Enterprise and Apprenticeships• Sophie Beagles, Head of Regeneration, Investment and Jobs (East & North)• Diana Skwarczowska, Partnerships and Performance Officer: Presenting• Paul Murphy, Head of Community Safety: Presenting
University of West London	<ul style="list-style-type: none">• Angela Kanwar, Westmont Hub Development Manager• Jonathan Eastwood, Head of Careers and Volunteering
Business Improvement District (BID)	<ul style="list-style-type: none">• Gerry Barwick, Make it Ealing• Natasha Patel, Your Acton BID
Discussions and questions	Led by Scrutiny Panel Chair

Strategic context

Ealing's Strategic location

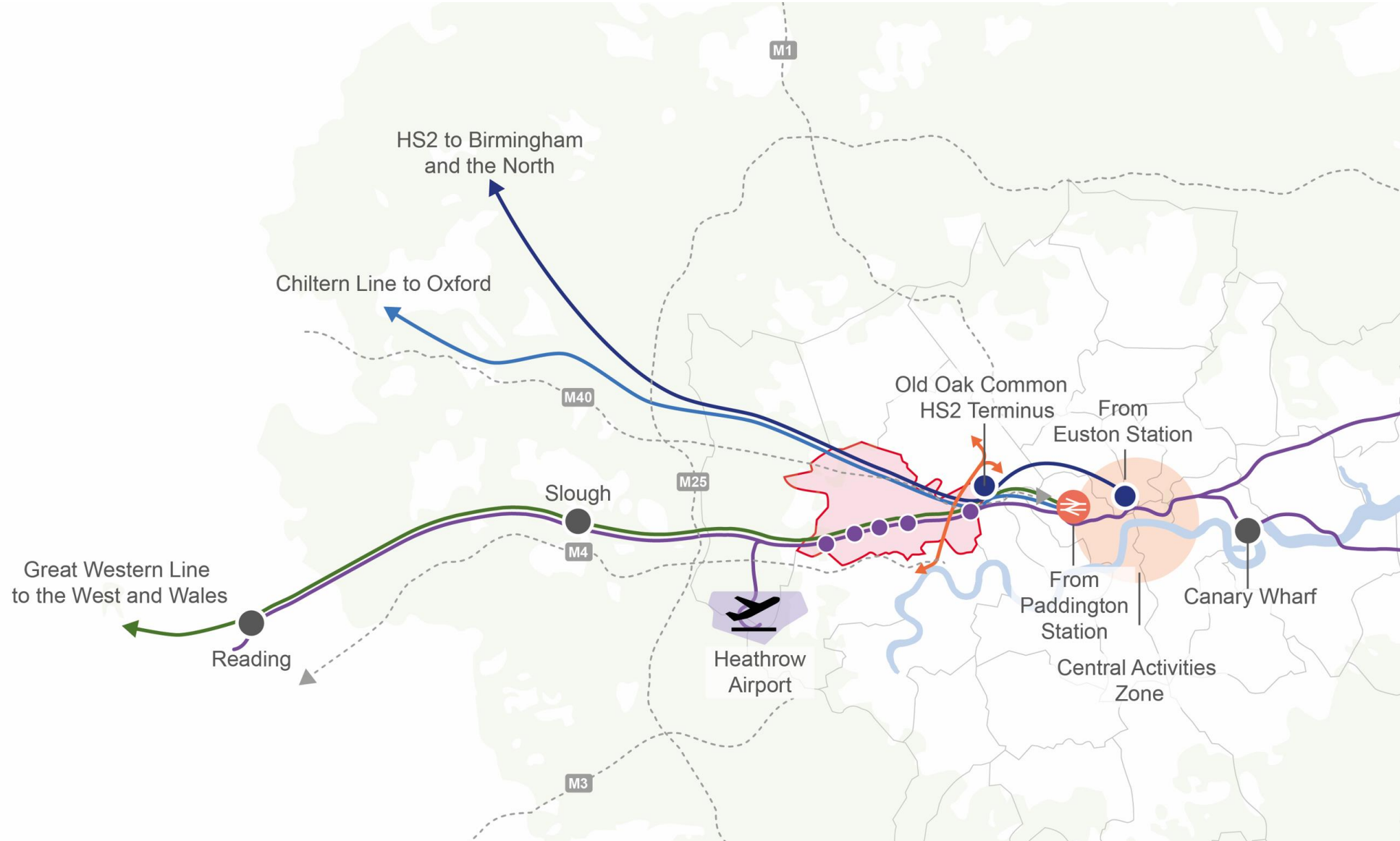
KEY

EXISTING FEATURES

- London Borough of Ealing
- Central Activity Zone
- Metropolitan Greenbelt/Open Land
- River Thames
- Borough Boundary

TRANSPORT



- High Speed 2
- HS2 Future Station
- Elizabeth Line
- Elizabeth Line Station
- West London Orbital
- Great Western Mainline
- Chiltern Line
- National Rail Station
- Other Major Stations
- ✈ Heathrow Airport
- Strategic Road Network












West London Productivity Arc

KEY








EXISTING FEATURES

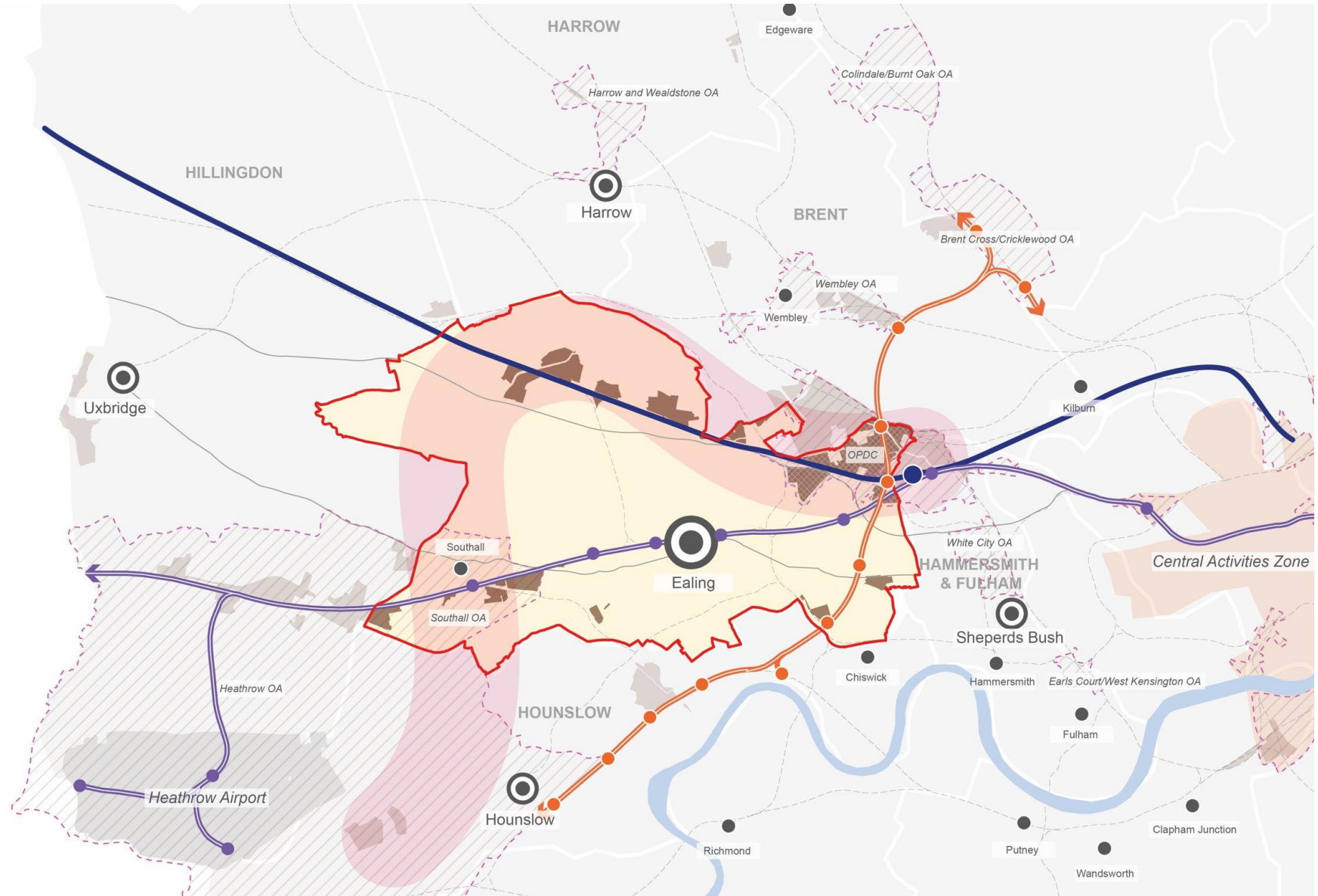
-  Ealing Boundary
-  River Thames

TRANSPORT

-  High Speed 2
-  HS2 Future Station
-  West London Orbital
-  West London Orbital Station
-  Elizabeth Line
-  Elizabeth Line Station
-  Heathrow Airport
-  Rail Network
-  Strategic Roads

ECONOMIC OPPORTUNITY

-  Productivity Arc
-  Metropolitan Town Centre
-  Major Town Centres
-  District Centres
-  Opportunity Area
-  Central Activities Zone
-  Industrial Land



The Council Plan



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.

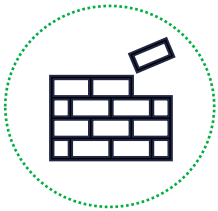


FIGHTING INEQUALITY

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 achieving their potential. Crime and antisocial behaviour is dealt with effectively so residents feel safe.

Decent living incomes

Bringing new and well-paid jobs back to Ealing and ensuring good businesses can thrive.



Create at least
10,000
jobs



Invest
£1m
to help coordinate enhancements to our high streets and local parades



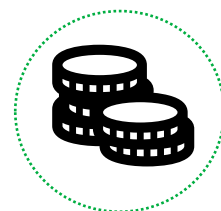
Create
2,000
apprenticeship vacancies



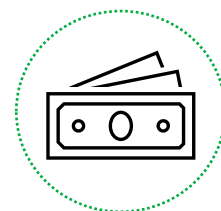
Deliver at least
12,000
qualifications and training programme completions



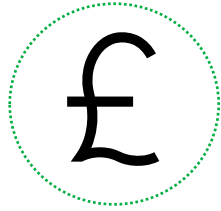
Support
2,000
residents with the toughest barriers to employment



Increase number of Living Wage Employers to
200



Gift
£400k
of levy to businesses to spend on apprenticeship training



Invest
£1m
for training and support programmes

New Regeneration, Economy & Skills Department

- Economic Growth and Employment & Skills services merged – consultation commenced in September 2023 and will complete in March 2024.
- New department comprises four fully integrated services:
 - Regeneration, Investment & Jobs – West & Central (Heathrow strategic relationship) **Mandar Puranik**
 - Regeneration, Investment & Jobs – East & North (OPDC strategic relationship) **Sophie Beagles**
 - Adult Learning & Skills **Cristi Gonzalez**
 - Employment, Enterprise & Apprenticeships **Naz Kauser**

Focusing departmental resources into business growth and jobs-led projects and programmes

Spatial split (jobs-led projects in all towns)

Acton (East & North)

Perivale (East & North)

Greenford (East & North)

Northolt (West & Central)

Ealing (West & Central)

Hanwell (West & Central)

Growth sector forums

Film & screen

Low carbon logistics

Life sciences

Food manufacturing

Green Economy

High streets/hospitality

Health-tech

Construction-tech

Economy-led boroughwide programmes

Industrious Ealing

Ealing Jobs & Skills Forum
Ealing Jobs & Skills Strategy and Action Plan

Good for Ealing

Community Hubs

Ealing HSTF & BID oversight

London Living Wage

Heathrow partnership

OPDC partnership

HS2 legacy partnership

Evening & Night Time Economy

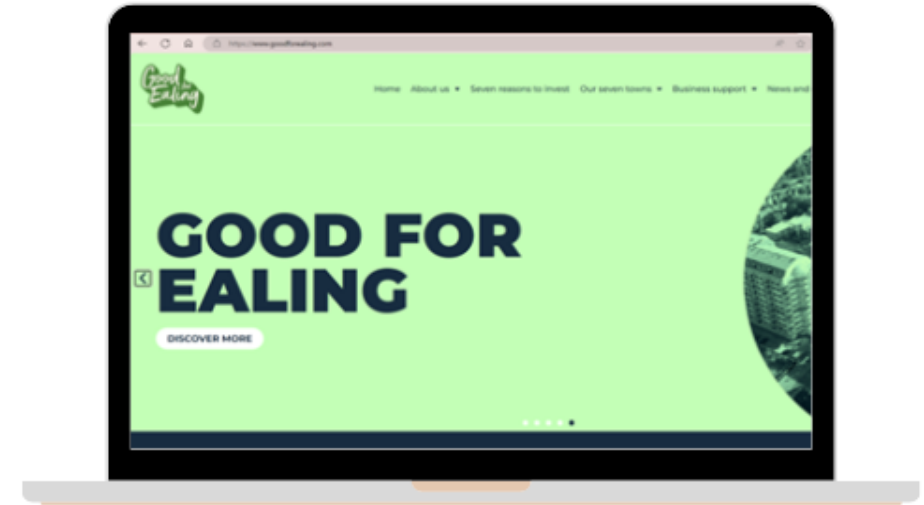
Placemaking Board

London West Innovation Network

20 Minute Neighbourhood Frameworks

Key interventions to date

- Delivering Ealing's **Plan for Good Jobs** 'Towards an Inclusive Economy' and Industrious Ealing Strategy
- Drafted **Ealing's new Local Plan** – enhanced employment policies and a chapter to reinforce local economy ambitions
- Launched the **Good for Ealing** inward investment brand and programme, including new website
- Coordinating **UK Shared Prosperity Fund** programme and delivery plan in place to invest £3.3m in supporting Ealing's local economy, business growth and residents into employment
- Commissioned **Ealing High Growth sector** report and a specialist sector data intelligence (the Data City)



Key interventions to date

- Finalising a suite of **Area Vision & frameworks** for each of the seven towns (Ealing and Hanwell underway), as key evidence for new Local Plan
- Secured **CEZ status for North Acton & Park Royal** and progressing innovation hub status for Greenford
- Commenced **Locally Significant Industrial Sites (LSIS) masterplans** to increase job creation and employment densities – South Acton nearing completion, Acton Vale LSIS to commence in 2024
- Launched **Four Learning Zones** in Northolt, Southall, Acton and Hanwell. The three libraries and Hanwell Community Centre spaces have been equipped with a state-of-the-art IT resources
- **Community Hubs** at Northolt Library & Dominion Centre to be delivered in 2024/25, business case for third hub underway
- Coordinating the investment of **multiple grants** - UKSPF, AEB, Multiply, OPE, s106, Good for Ealing sponsorships
- Have expanded the Adult Learning and Skills training offer through extended partnerships with community groups and employers, as reflected in the published **Learn Ealing Prospectus 2023/24.**
-

Key priorities for 2024/25

- Adopt an **Ealing Jobs & Skills Strategy and Action Plan** – co-produced via the Ealing Jobs & Skills Forum
- Evolve the **Good for Ealing** programme, implement a strategic and coordinated approach to engaging with large businesses and employers
- Complete the delivery of the **UK Shared Prosperity Programme (UKSPF)**
- An increase in employers paying the **London Living Wage** to help reduce in-work poverty in the borough - Ealing to become a Living Wage Place
- Develop a new model to significantly enhance **apprenticeship opportunities with local businesses and employers**
- Put the council to be at heart of a **fully integrated Adult & Community Learning delivery model** with other ACL providers with a newly aligned curriculum to respond to growth sector workforce needs

Key priorities for 2024/25

- Greater priority on the '**economically inactive**' Ealing residents, who will be motivated and inspired by the council's Learn Ealing and Work Ealing offer to get on a pathway towards employment
- A **stronger relationship and partnership approach** between the council and key stakeholders – particularly large employers and HE/FE institutions - evolve the Ealing & HE/FE Forum
- Greater level of '**jobs-led**' **regeneration** and investment across the seven towns, underpinned by strong evidence on high growth sectors – set up Growth Sector Forums
- Co-produce an **OPDC Economic Vision & Strategy**
- Set out '**strategic asks**' from OPDC and Heathrow (for Cabinet decision)

Data – unemployment overview for Ealing

Out of work benefits – claimant count

- January 2024 out of work benefits data showed 14,530 claimants aged 16+ of which 6,355 were females and 8,180 males.

Out-of-Work Benefits

Claimant count




14,530

Total claimants 16+ 

(2024-01)




6,355

Female claimants 16+ 

(2024-01)



8,180

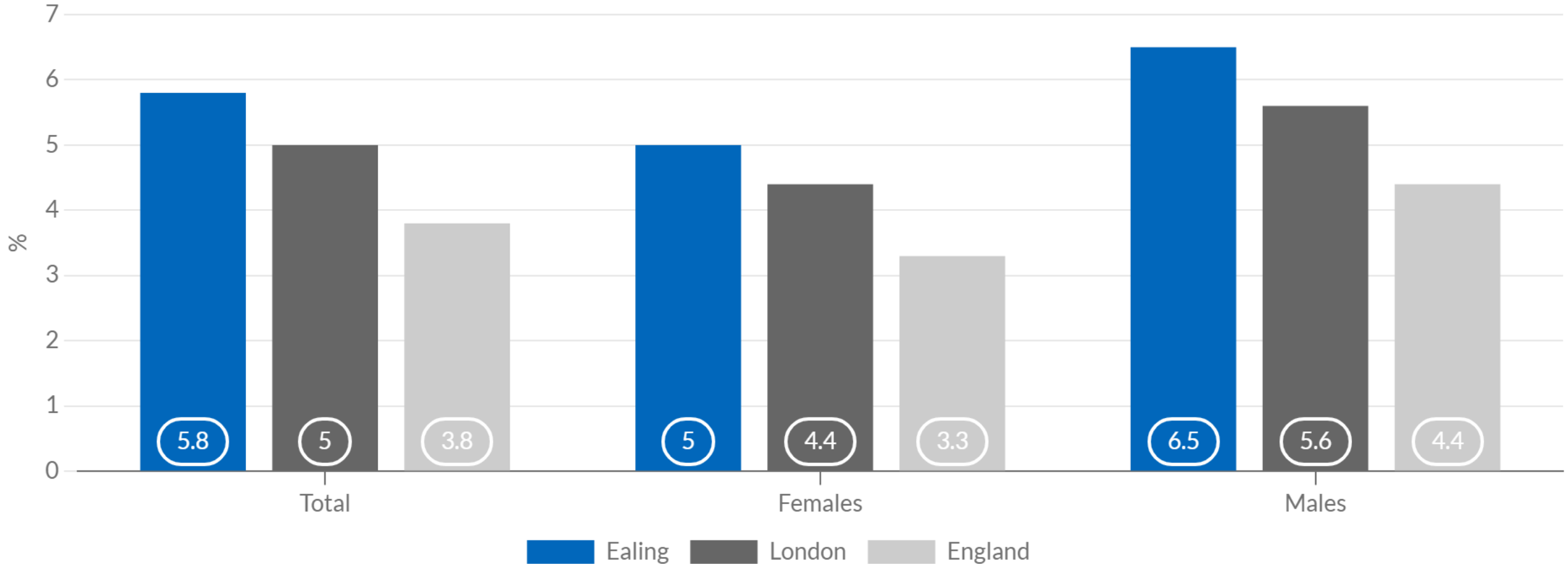
Male claimants 16+ 

(2024-01)

Source: ONS (Office for National Statistics)

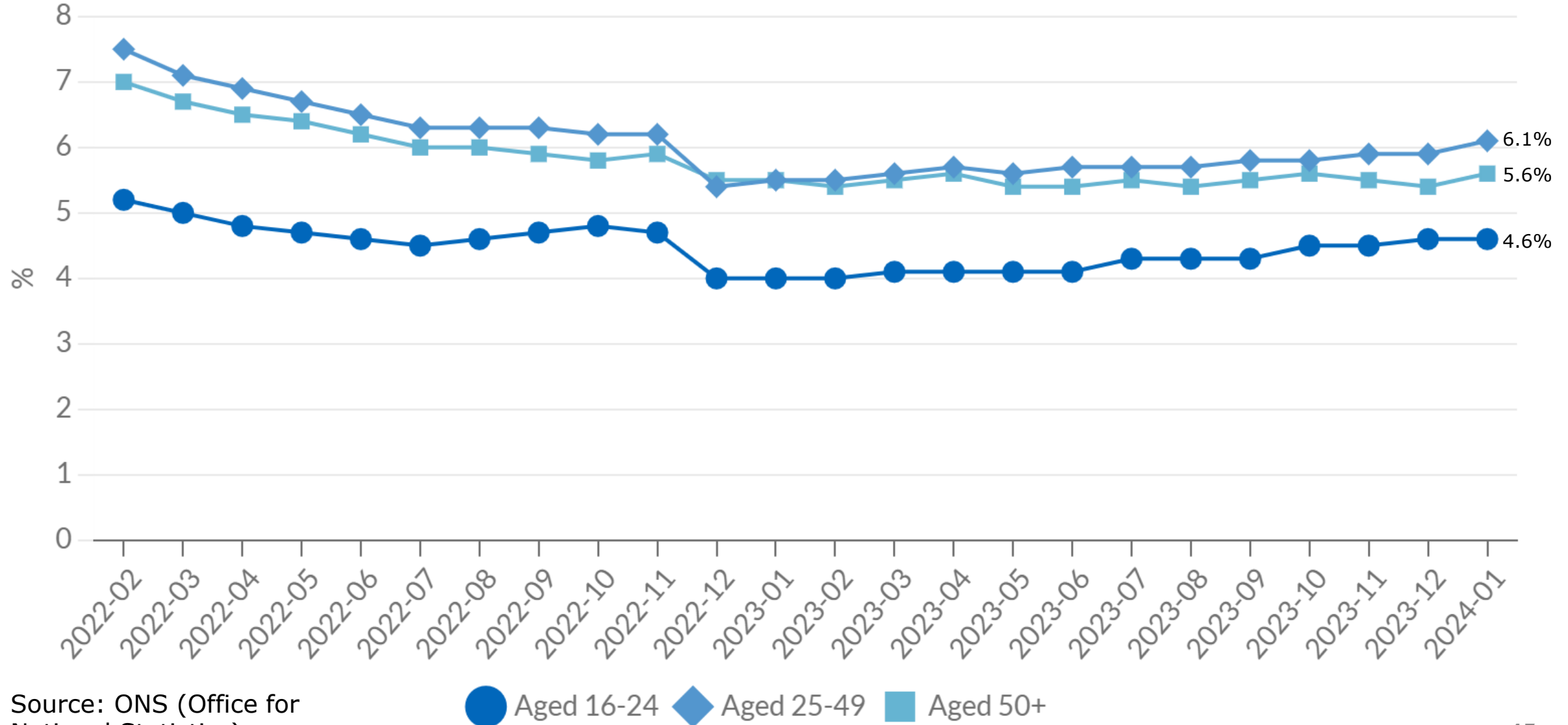
Out of work benefits – Claimants by gender (2024-01) - rates

- January 2024 claimant count for out of work benefits accounted for 5.8% of the working age population for Ealing



Source: ONS (Office for National Statistics)

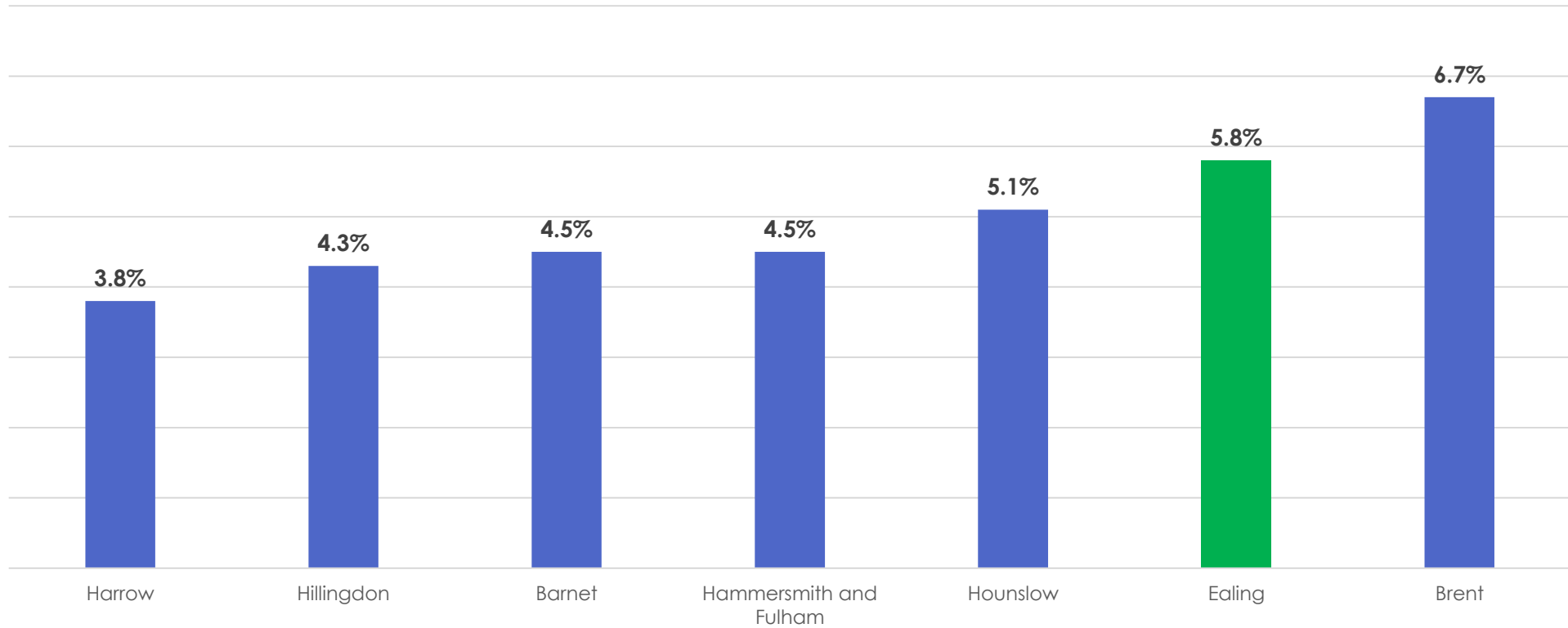
Out of work benefits – claimants by age group for Ealing (2024-01)



Source: ONS (Office for National Statistics)

Out of work benefits – 2024-01 West London comparison

- In January 2024 Ealing had the 2nd highest rate (5.8%) of out of work claimants in West London after Brent (6.7%)

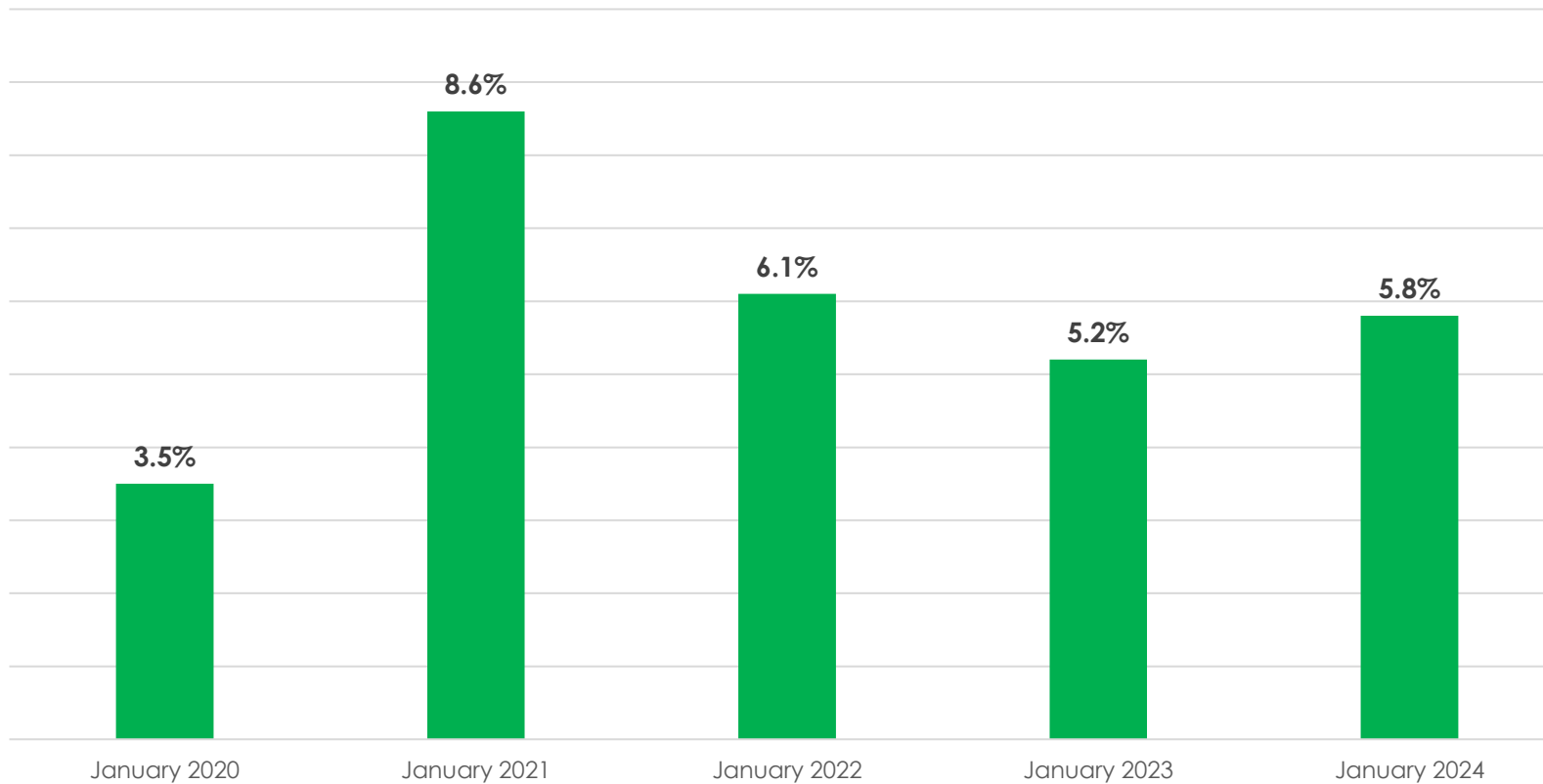


Source: NOMIS (ONS)

Out of work benefits – 2020-2024 snapshot

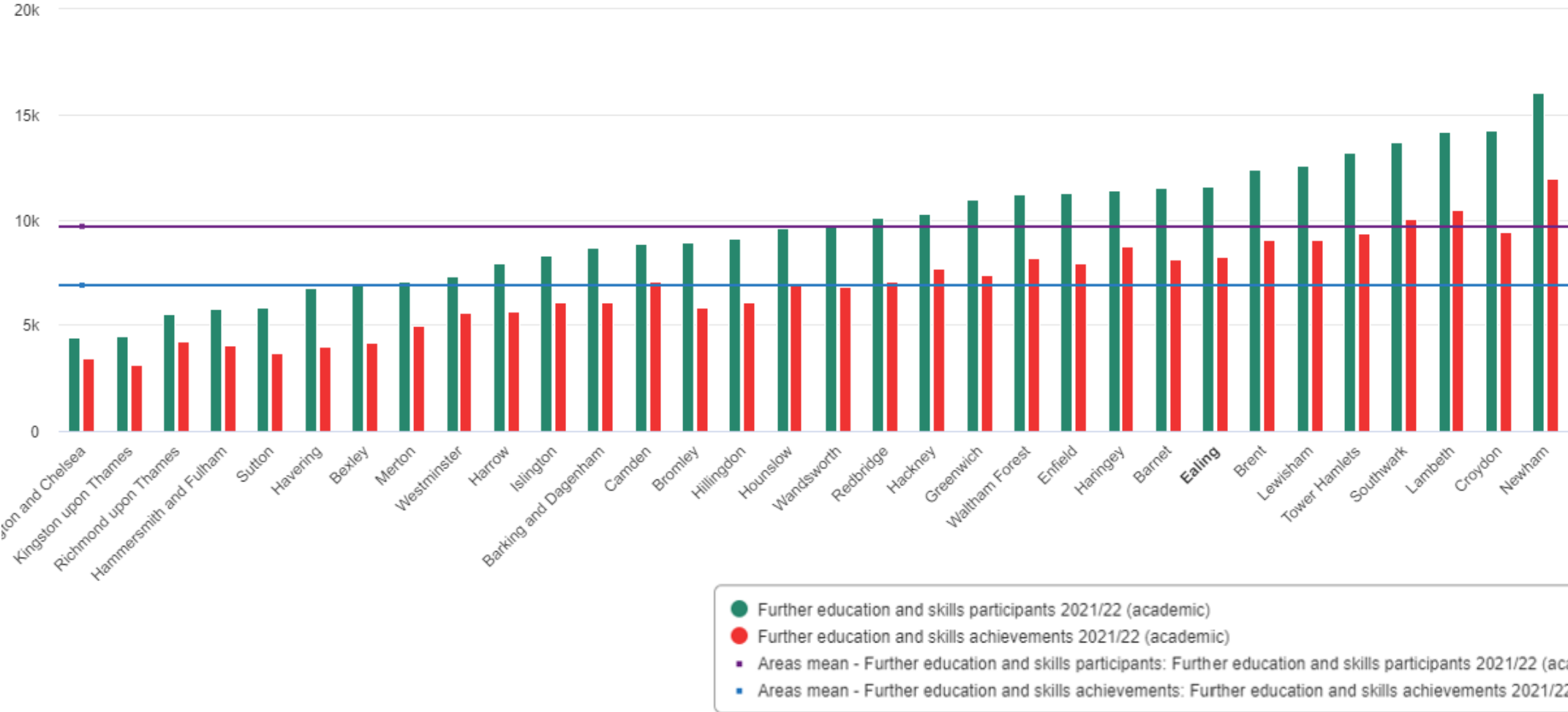
- 2024 out of work benefit rate is 0.6% higher compared to the previous year (2023) and 2.8% lower compared to 2021 (COVID-19 Pandemic year). The rate remains higher than pre pandemic level (3.5% in Jan 2020)

4-year out of work benefit claimant rates snapshot



Source: NOMIS (ONS)

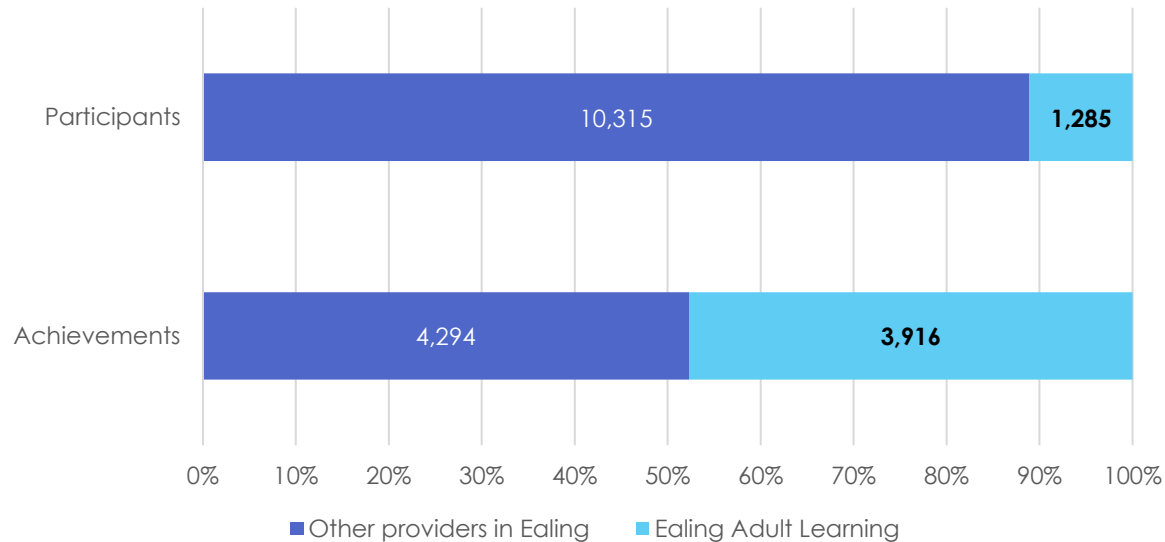
Number of FE and skills participants & number of FE and skills achievements 2021/22 (academic year)



Source: Department for Education, Further education and skills, Number of Further education and skills participants , Data updated: 24 Jul 2023; Department for Education, Further education and skills, Number of Further education and skills achievements , Data updated: 24 Jul 2023

Adult Learning and Skills

21/22 academic year participants and achievement comparison between Other providers in Ealing and Ealing Adult Learning



- Previous slide showed the number of participants and achievements per London Borough
- In 21/22 academic year, Ealing Borough reported 11,600 participants and 8,210 achievements.
- Of the total number, Ealing Adult Learning and Skills team delivered 1,285 participants and 3,916 achievements.

Source: LGA research (2021/22 academic year data);
Ealing Adult Learning SAR (21/22)

Ealing borough highest resident qualifications (2022 calendar year)

Qualifications (Jan 2022-Dec 2022)

	Ealing (Level)	Ealing (%)	London (%)	Great Britain (%)
RQF4 And Above	139,800	67.0	58.9	45.7
RQF3 And Above	165,800	79.5	73.0	66.9
RQF2 And Above	182,200	87.3	85.3	85.8
RQF1 And Above	186,600	89.5	87.0	88.5
Other Qualifications	13,400	6.4	7.2	4.7
No Qualifications	#	#	5.8	6.8

Source: ONS annual population survey

Notes: For an explanation of the qualification levels see the definitions section.

Numbers and % are for those of aged 16-64

% is a proportion of resident population of area aged 16-64

Source: NOMIS (ONS)

Data – local economy and growth sectors

Local economy data

EALING SECTORS ANALYSIS

NOVEMBER 2023

prd
prdweb.co.uk

b.i.g
bigweb.co.uk

- Ealing Council commissioned PRD to carry out sector analysis in the borough.
- The sector analysis was carried out in November 2023 to bring together contemporary evidence on Ealing's sectors and analysis of future opportunities.
- The aim of the report was to provide a deeper understanding of where Ealing has specialisms, new and existing high growth sectors within the borough and areas which may need protecting within the context of 10,000 jobs objective.

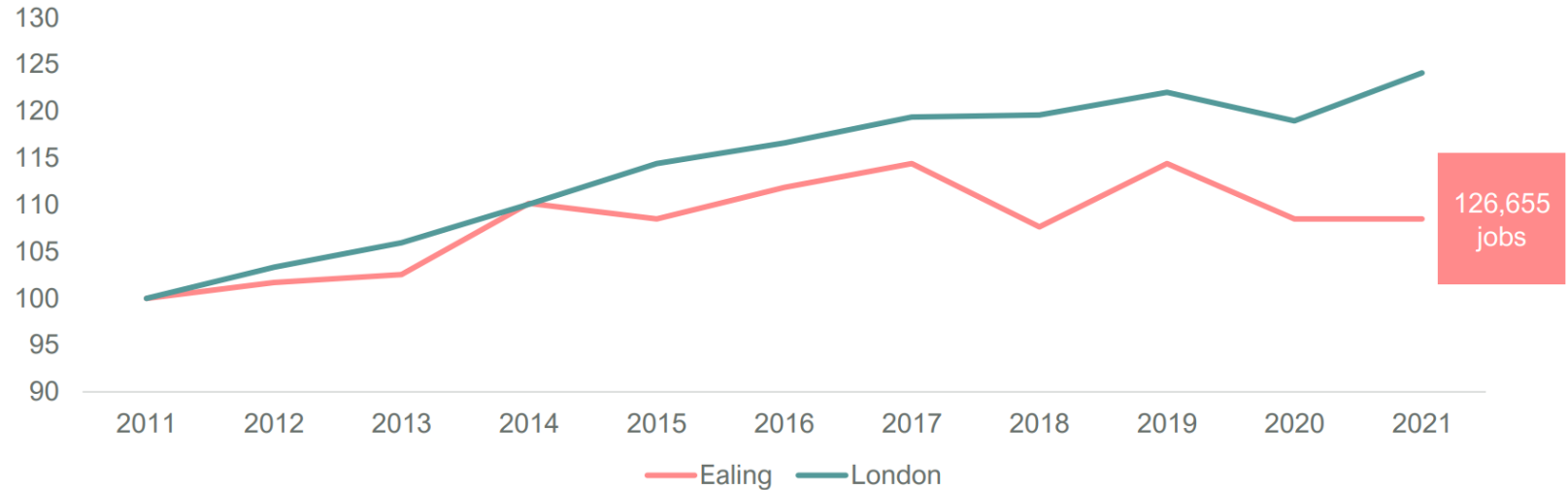
Local economy data

Employment growth challenges.

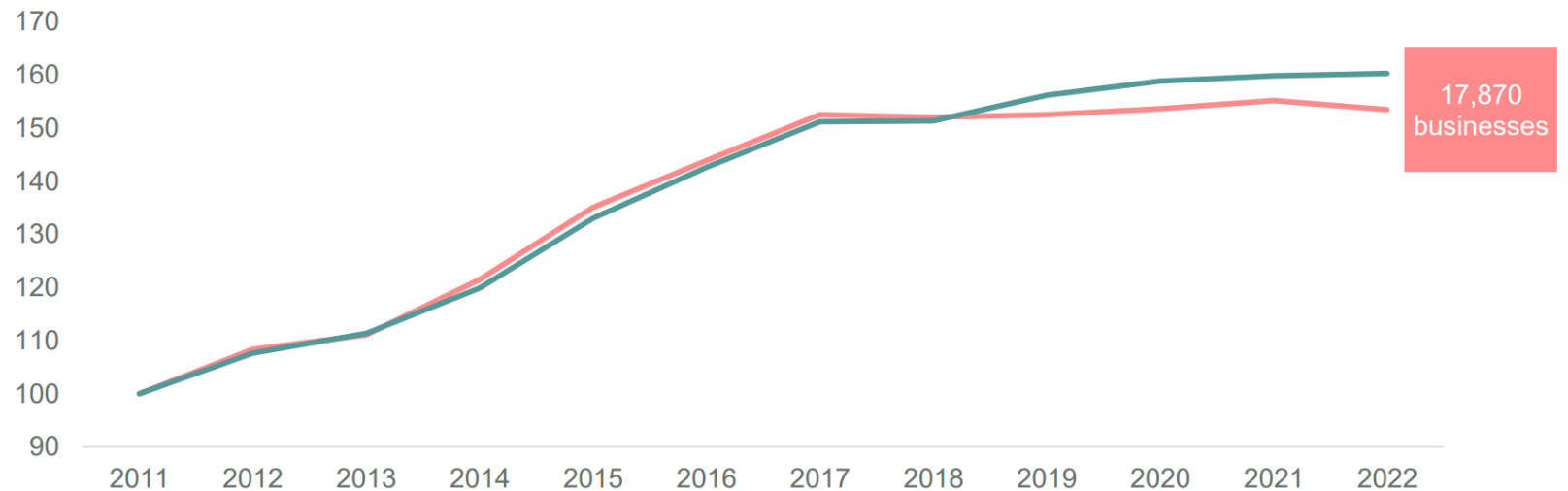
- Ealing had the same number of jobs in 2021 as in 2015 (128,000).
- Despite more volatility in total job count, Ealing was roughly keeping pace with the London job growth rate until 2019 (Ealing +5.5% over 2015 count; London +6.7% over 2015 count).
- Ealing's job market appears to have been more acutely impacted by the COVID-19 pandemic than London, which recovered strongly after a fall in 2020, while Ealing stagnated.

Sources: BRES

Proportional change in total employee count, 2011-21



Proportional change in total business count, 2011-22



Data

Ealing has an ageing, stagnating population.

- ▶ This, coupled with the impact of Brexit could affect the borough's long-term economic prosperity,
- ▶ Earnings were low going into the pandemic by London standards. This has knock-on effects on other challenges such as housing affordability and deprivation. Housing deprivation is the primary determinant of deprivation across all of Ealing's seven towns.
- ▶ Too many jobs hosted in Ealing are low paying.
- ▶ The impact of COVID-19 has exposed these economic weaknesses as reflected by:
 - ▶ Furlough uptake
 - ▶ Unemployment/claimant count increase

	Resident earnings	Number of jobs paying less than the London Living wage (2018)	Number of residents on furlough-(October 21)
1	Kensington and Chelsea (£50,337)	Westminster (76,000)	Newham (81,100)
2	Wandsworth (£43,651)	Camden (40,000)	Ealing (75,000)
3	Islington (£42,786)	Hillingdon (39,000)	Brent (73,600)
4	Richmond upon Thames (£42,151)	Brent (35,000)	Barnet (71,200)
5	Westminster (£41,977)	Barnet (33,000)	Croydon (67,200)
6	Bromley (£41,170)	Ealing (31,000)	Lambeth (66,800)
7	Kingston upon Thames (£40,572)	Southwark (30,000)	Hounslow (65,800)
8	Tower Hamlets (£40,533)	City of London (29,000)	Haringey (62,500)
9	Lambeth (£40,511)	Bromley (29,000)	Southwark (62,200)
10	Camden (£39,994)	Croydon (29,000)	Enfield (61,600)
11	Hammersmith and Fulham (£39,430)	Enfield (29,000)	Hillingdon (60,200)
12	Harrow (£38,827)	Hounslow (29,000)	Waltham Forest (58,600)
13	Southwark (£38,030)	Sutton (29,000)	Tower Hamlets (58,200)
14	Bexley (£37,572)	Tower Hamlets (29,000)	Wandsworth (57,200)
15	Redbridge (£37,118)	Lambeth (28,000)	Lewisham (57,000)
16	Sutton (£36,459)	Islington (26,000)	Redbridge (54,700)
17	Hackney (£36,351)	Havering (25,000)	Hackney (52,300)
18	Croydon (£36,347)	Bexley (24,000)	Bromley (51,500)
19	Waltham Forest (£36,096)	Hammersmith and Fulham (23,000)	Greenwich (49,900)
20	Haringey (£35,963)	Kingston upon Thames (23,000)	Harrow (45,200)
21	Havering (£35,885)	Merton (23,000)	Havering (43,100)
22	Barnet (£35,716)	Newham (23,000)	Barking and Dagenham (40,100)
23	Hillingdon (£35,695)	Wandsworth (23,000)	Bexley (39,600)
24	Greenwich (£35,598)	Harrow (20,000)	Merton (38,500)
25	Enfield (£35,586)	Kensington and Chelsea (20,000)	Islington (36,200)
26	Lewisham (£35,365)	Hackney (19,000)	Hammersmith and Fulham (34,700)
27	Newham (£34,869)	Redbridge (18,000)	Westminster and City of London (33,600)
28	Ealing (£34,190)	Waltham Forest (18,000)	Sutton (32,500)
29	Merton (£34,127)	Greenwich (17,000)	Camden (32,400)
30	Brent (£33,805)	Haringey (16,000)	Kingston upon Thames (28,600)
31	Barking and Dagenham (£32,931)	Richmond upon Thames (15,000)	Richmond upon Thames (27,900)
32	Hounslow (£32,516)	Lewisham (14,000)	Kensington and Chelsea (18,500)
33		Barking and Dagenham (13,000)	

DataCity

- ▶ We have commissioned DataCity - Commissioned Ealing High Growth sector report and a specialist sector data intelligence

The screenshot displays the DataCity website interface. At the top, there is a navigation bar with the DataCity logo and menu items: SOLUTIONS, RTICS, PRICING, INSIGHTS, and ABOUT. On the right side of the navigation bar, there are buttons for SIGN IN and FREE TRIAL. Below the navigation bar, there is a secondary bar with the text 'THE ALTERNATIVE TO SIC CODES' and 'LATEST INSIGHTS: GLOBAL DATA EXPLORER RELEASE NOTES'.

The main content area features a large heading: 'THE DATA CITY Discover the UK's fastest growing sectors, clusters & companies.' Below this heading, there is a sub-heading: 'Map UK sector, cluster and company growth using our AI-driven platform of over 5 million businesses and 350 emerging economy sector classifications.' A prominent button labeled 'START YOUR FREE TRIAL' is positioned below the text.

On the right side of the main content area, there is a search and exploration interface. It includes a search bar labeled 'Search emerging sectors...' and a list of sectors with their respective company counts:

- FinTech: Companies 6,000
- AI: Companies 3,400
- Net Zero: Companies
- Space Economy: Companies
- Quantum: Companies
- AgriTech: Companies
- Cyber: Companies
- Gaming: Companies
- Life Sciences: Companies

Overlaid on this interface is a detailed view for the 'EXPLORE: All FinTech Companies' section. This view includes a search bar and a list of companies with their details:

- MONEY 4 GOOD**: Website, Description, RTICS, Innovation score (☆☆☆), Estimated turnover (£45,000,000), Employee count (80), > FULL INFO
- VIXEN FINTECH**: Website, Description, RTICS, Innovation score (☆☆☆), Estimated turnover (£45,000,000), Employee count (80), > FULL INFO
- LOADSA MONEY**: Website, Description

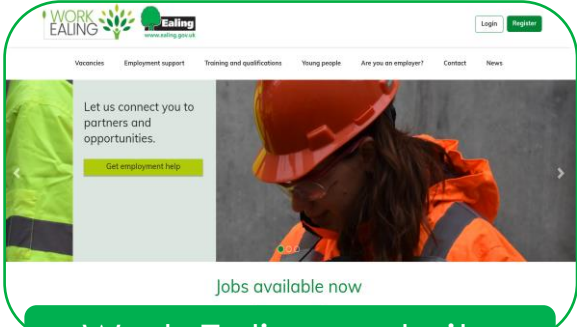
Below the company list, there is an 'Analysis: FinTech' summary box with the following data:

6,000 COMPANIES	199,000 EMPLOYEES	£58bn TURNOVER
£762bn INVESTMENT	£12bn GRANT FUNDING	+5% EST. GROWTH

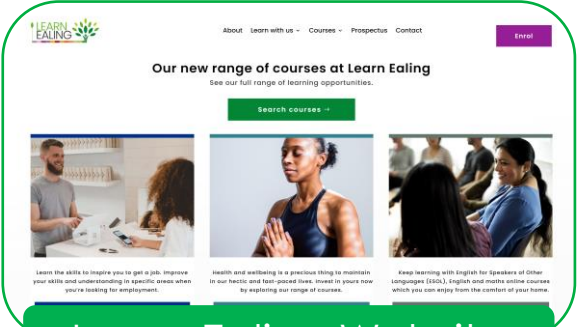


A fully integrated approach to delivering training, skills and employment support to Ealing residents, and supporting growth sectors and local businesses to address their workforce needs to enhance local employment opportunities

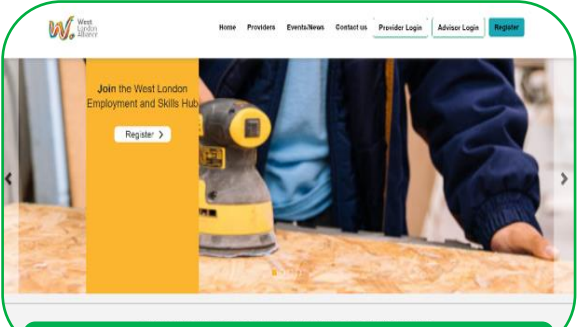
Training, skills and employment platforms



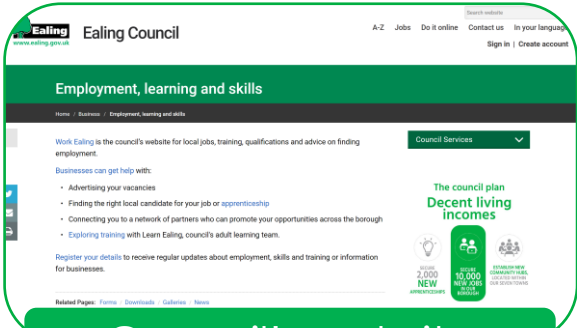
Work Ealing website



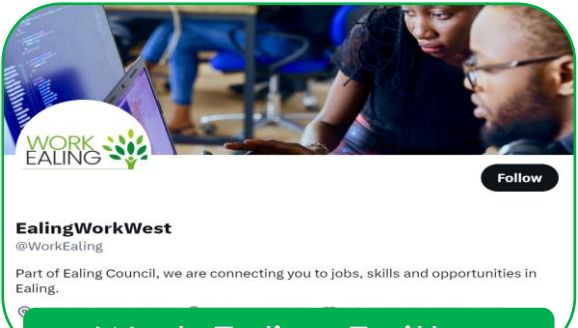
Learn Ealing Website



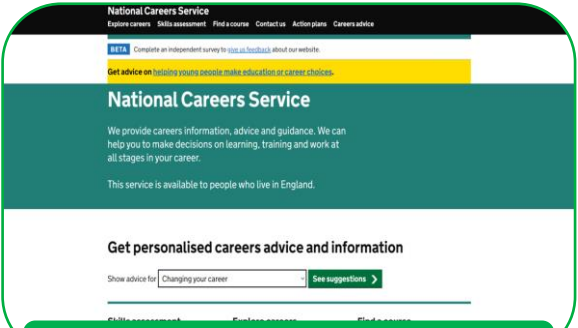
WLA No Wrong Door



Council's website

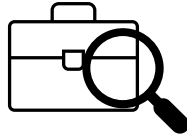


Work Ealing Twitter

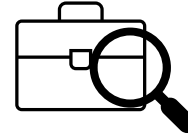


National Careers

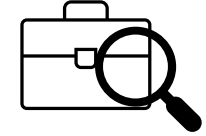
Key employment and training programmes in 2023/24



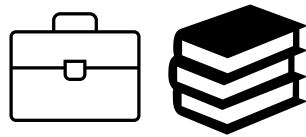
BEAM – specialist employability support for homeless or those at-risk of homelessness



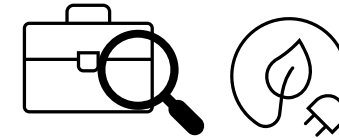
Action West London – supporting Young Black Men into LLW jobs



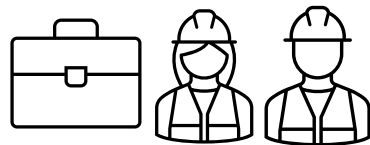
Horizons Pathways – placements within the Council for care leavers



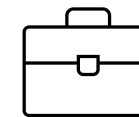
Apprenticeships – internal apprenticeship scheme for residents to apply for opportunities within the Council.



Green Skills Bootcamp – Programme with Hounslow and Maydencroft. 11 Ealing residents participated



Supporting ex-offenders - In 23/24 we have developed a programme for ex-offenders (any age) to be supported in achieving CSCS training and card with prospects of securing a job in construction



BESS (Borough Employment Support Service) European Social Fund (ESF) funded project to support unemployed residents in the borough.

Training programmes in 2023/24

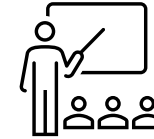
Free training courses, for adults aged 19+, are delivered across the borough including:



Digital Skills - digital skills training to support residents across Ealing



Multiply Funding - Multiply funded programmes to support residents to develop skills to manage their finances



Launched 2 Learning Zones – Northolt, Southall, Acton libraries and Hanwell Community Centre (4 in total since Apr 22)



Supporting residents into jobs through training provision - (ESOL), English, Maths, Digital, Employability and Professional training



Start-up school - We have partnered with Start-up School for Seniors to provide support and start-up training to residents of any age, enabling them to become self-employed



Ealing Soup Kitchen - Extended partnerships with Ealing Soup Kitchen supporting homeless residents with training through Learn Ealing.



Integration and wellbeing support - This offer includes ESOL; confidence building; manage finances; Chair Yoga, ESOL and health, Tai Chi; First aid for women; Yoga; Yoga Shapes;

UKSPF – People & Skills planned delivery in 2024/25

We have received UK Shared Prosperity (UKSPF) borough allocation for People & Skills element that considers the inequalities and health and wellbeing of residents. The programme delivery will commence in April 2024, however the implementation plan will be completed in Q4 of 23/24 with details of programmes to be delivered for economically inactive and unemployed residents which includes the following priority groups:

- Economically inactive
- Unemployed with multiple barriers
- Migrants, refugees
- Women
- Over 50s
- Ex offenders
- Homeless or at risk of homelessness
- Care leavers

Good for Ealing

The council's new inward investment brand and delivery model to bring together a range of local businesses, developers, landowners and investors to help enhance the council's approach in unlocking jobs-led regeneration opportunities across the borough and to prioritise investment in Ealing's high growth sectors.



Ealing Jobs & Skills Forum

- ▶ The council has set up an **Ealing Jobs & Skills Forum**. Mission: Ensuring lead organisations that play a key role in growing Ealing's local economy are better integrated and supported by one another to maximise employment opportunities and create good jobs for Ealing residents.
- ▶ The Forum will work to **10 shared objectives**
- ▶ The Forum includes key partners such as GLA, OPDC, WLA, FE/HE and Heathrow – all respective strategies on the green economy will be assessed and relevant KPIs integrated into a new **Ealing Jobs & Skills Strategy and Action Plan**.
- ▶ The council will also curate and coordinate several **Growth Sector Forums** in partnership with relevant stakeholders, including key businesses within the sector plus those we wish to invest in the sector.
- ▶ Clearer and better integrated **growth sector employment pathways** will be developed to enable more Ealing residents to be part of a highly skilled local workforce to access new and future jobs.

Ealing Jobs & Skills Forum – 10 objectives

1. To co-own and co-deliver Ealing's **Council Plan target** of delivering 10,000 new jobs, 12,000 new qualifications and training programmes, and 2,000 new apprenticeships by 2026
2. To co-produce an **Ealing Jobs & Skills Strategy** and co-deliver its Action Plan
3. To widely promote and showcase the work of one another in pursuing job creation opportunities, including the **Good for Ealing** inward investment programme
4. To support each other in prioritising Ealing residents in accessing **skills and training and apprenticeship** opportunities
5. To prioritise job creation opportunities in **investment decisions** and explore co-investment and co-funding opportunities with one another
6. To prioritise **co-bidding on grant funding** opportunities that would enhance job creation
7. To share resource and responsibility on nurturing / strengthening existing **growth sectors** and attracting new growth sectors to the borough
8. To align respective skills and training programmes and thereby create clear and **joined-up career pathways** for Ealing residents
9. To support one another in **achieving excellence** in respective industry assessments and accreditation (for example OFSTED)
10. To prioritise the creation of good jobs within **green economy sectors** and help meet the 2030 net-zero target

An Ealing Jobs & Skills Strategy

WHY? To address the challenges and barriers that Ealing residents currently face in accessing training, skills and employment and to support Ealing growth sectors and businesses to grow and ultimately provide more jobs for the local workforce.

WHAT? A Strategy and Action Plan that will be co-developed, co-owned and co-delivered by the Ealing Council and a range of partners.

WHERE? To prioritise support and resources for residents and businesses within the borough of Ealing, and to engage with businesses and investors who we wish to attract to the borough to further complement and diversify the local economy and employment offer.

WHEN? A five-year Strategy (2024 – 2029) to be published in Summer 2024.

WHO & HOW? Via the Ealing Jobs & Skills Forum, Ealing Council is coordinating the development of the Strategy and Action Plan along with key partners including local employers, the GLA, the OPDC, WLB and FE/HE partners and others.

New Local Plan – greater focus on employment



EALING'S
LOCAL
PLAN

**Final Proposals (Regulation 19),
28th February 2024**

 **Ealing**
www.ealing.gov.uk

 **SHAPING
EALING**

**Your
Local Plan**

SP4.2 Decent living incomes

Ealing Council will foster decent living incomes by:

- A. Maintaining the existing supply of industrial land on designated and undesignated sites and adding to this where possible.
- B. Managing Strategic Industrial Land (SIL) exclusively for conforming uses and undertaking any necessary consolidation through the plan-making process.
- C. Setting out a specific strategy for Locally Significant Industrial Sites (LSIS) in line with the London Plan and actively by means of plan-led comprehensive masterplans undertaking mixed intensification.
- D. Fully testing non-designated sites for industrial redevelopment including mixed use where this is necessary to enable industrial reuse and intensification.
- E. Growing the size and range of the employment offer (particularly in Northolt, Greenford and Perivale based upon their strong industrial sector) and the potential for mixed commercial development in town centres.

F. In the event of any plans for expansion of Heathrow Airport and any related development, shaping any proposals to maximise the contribution and benefits for Ealing's local economy, including improved connectivity.

G. Delivering affordable workspace where this also serves a broader social or economic purpose and to enable more small and medium sized businesses to start up.

H. Supporting culture and creative industries.

I. Promoting and supporting a strong and diverse night-time economy.

J. Sustaining the vitality and viability of our town centres by:

(i) Maintaining and enhancing the role of Ealing Metropolitan Town Centre as a commercial and employment hub for West London.

(ii) Promoting the distinctive economic role and offer of other centres, particularly Southall Major Centre, and Acton, Greenford, and Hanwell District Centres.

(iii) Enhancing the role of neighbourhood and local centres including the creation of new centres at White Hart Roundabout in Northolt and Horsenden Lane South in Perivale.

Key strategies to integrate with



do something good



Together in Ealing

Health and Wellbeing Strategy 2023-2028





GOOD FOR OUR BUSINESSES

DISCOVER MORE

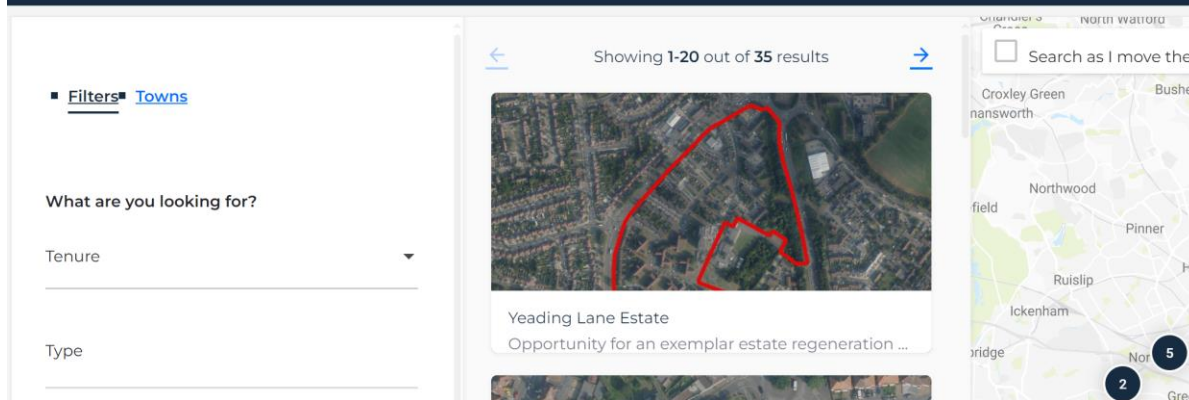


IF YOU ARE AN INVESTOR OR BUSINESS, SEARCH FOR SITES AND OPPORTUNITIES ACROSS EALING

Find out more about our workspace providers.

[OUR WORKSPACE PROVIDERS](#)

If you can't find what you are looking for please contact the Good for Ealing team email: invest@ealing.gov.uk



Showing 1-20 out of 35 results

Filters: **Towns**

What are you looking for?

Tenure

Type

Yeading Lane Estate
Opportunity for an exemplar estate regeneration ...

Search as I move the

Croxley Green
mansworth

Northwood
Pinner

Ruislip
Ickenham

5
2

<https://www.goodforealing.com/>

A HIGHLY SKILLED AND ENTREPRENEURIAL WORKFORCE

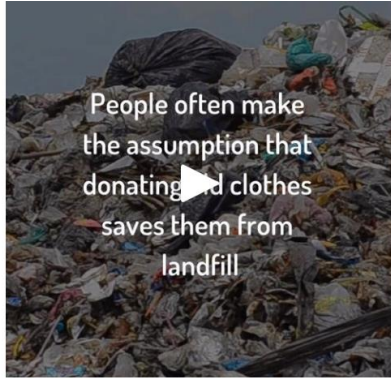
Nearly a fifth of the workforce is self-employed and 92% of the local economy comprises micro businesses, making Ealing one of the UK's most entrepreneurial labour markets.

Having access to this local talent is a top priority for investors and businesses, and the trend is set to improve further over the coming years with 100% of secondary schools and 95.5% of primary schools across the borough ranked as good or outstanding by Ofsted in 2022/23.

Ealing is also fortunate to count on some of the world's leading Universities for support, with multiple ongoing research and development collaborations with the University of West London, Imperial College and Brunel University as well as being home to West London College and the Met Film School.



Acton & Park Royal Creative Enterprise Zone



- ▶ Secured by the council in partnership with the OPDC
- ▶ To support the creative community in the area that is home to multiple artists' studios and creative workspaces, three large film studios, multiple smaller film, photography and recording studios, three rehearsal spaces, over ten creative manufacturing businesses, and more than 500 creative practitioners and artists.

Ealing Pioneer Fund

Food and Drink:

Ealing Distillery - www.ealingdistillery.co.uk

- Becoming supplier to Waitrose

Doughlicious - www.doughlicious.co.uk

- Baked goods from all natural ingredient
- Greening operation

Ice House - www.icekitchen.co.uk

- All natural ingredients and minimal printing

Creative & Digital:

Ajar Technology - www.ajartechnology.com

- Tech to enable autonomous shopping

Go Create Academy - www.gocreateacademy.com

- Technology for music syllabus in education sector

Torpedo Factory Group www.tfg.com

- Audio Visual
- Smart Building tech visitor facility

Blast Studio - www.blast-studio.com

- 3D print products from coffee cups

VMI - www.vmi.tv

- Camera Technicians apprenticeship

Queens Rolla - www.queensrollahouse.com

- Affordable workspace and events spaces

Imaginarium - www.imaginarium.uk.com

- Performance capture - next gen story telling

Clean-tech / Green:

Cultivate London - www.cultivatelondon.org

- Growing food and waste composting

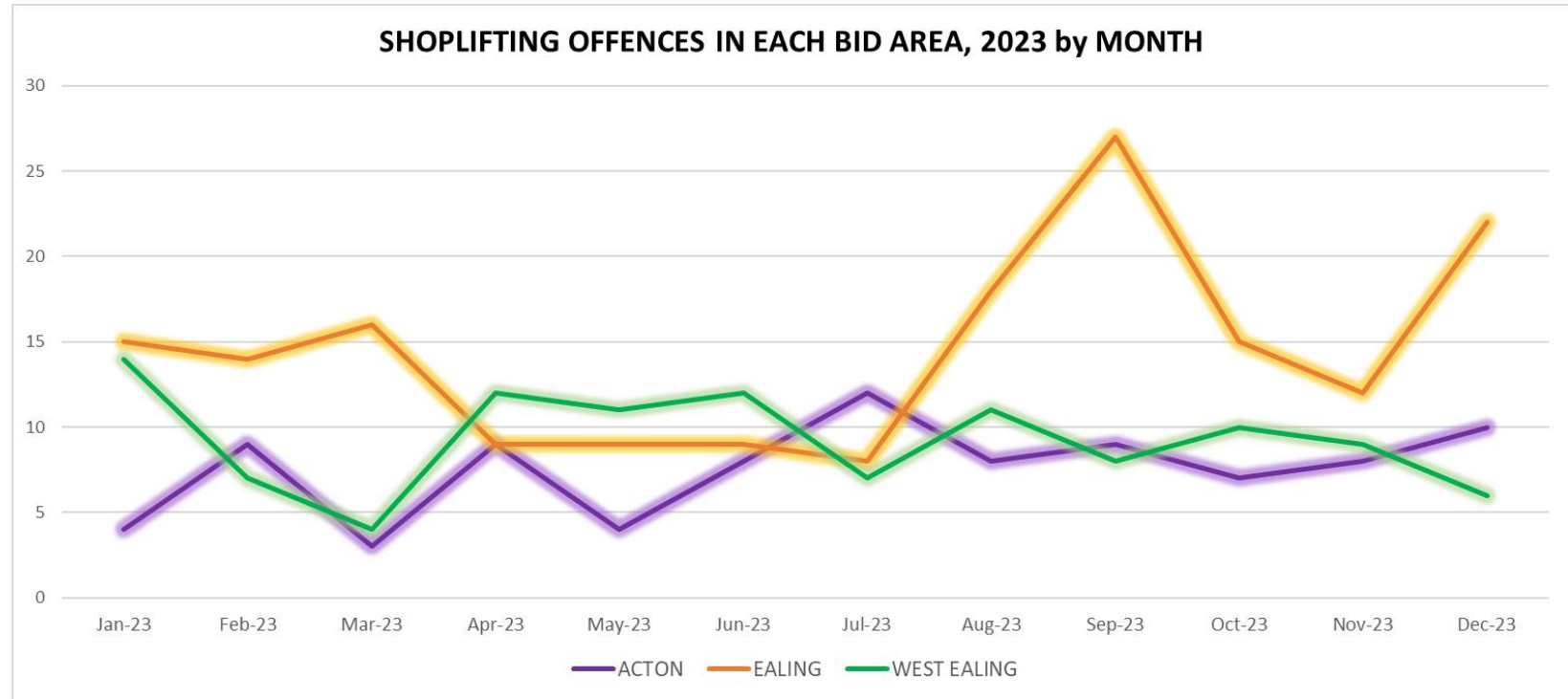
Hywave - www.hywaves

- Green Hydrogen production

Data – Shoplifting in high streets

SHOPLIFTING: BID AREA OFFENCES during 2023

MONTH	ACTON	EALING	WEST EALING
Jan-23	4	15	14
Feb-23	9	14	7
Mar-23	3	16	4
Apr-23	9	9	12
May-23	4	9	11
Jun-23	8	9	12
Jul-23	12	8	7
Aug-23	8	18	11
Sep-23	9	27	8
Oct-23	7	15	10
Nov-23	8	12	9
Dec-23	10	22	6
2023 TOTAL	91	174	111



- The Ealing BID area had more shoplifting offences than either of the other two areas.
- In terms of trends over the last 12 months, there are no discernible trends in volumes of reported shoplifting for either the Acton or West Ealing BID areas.
- In the Ealing area, offences were lower during the April-July period, and then rose quite sharply during August and September, with another peak in December (when shops would be seasonally busy).

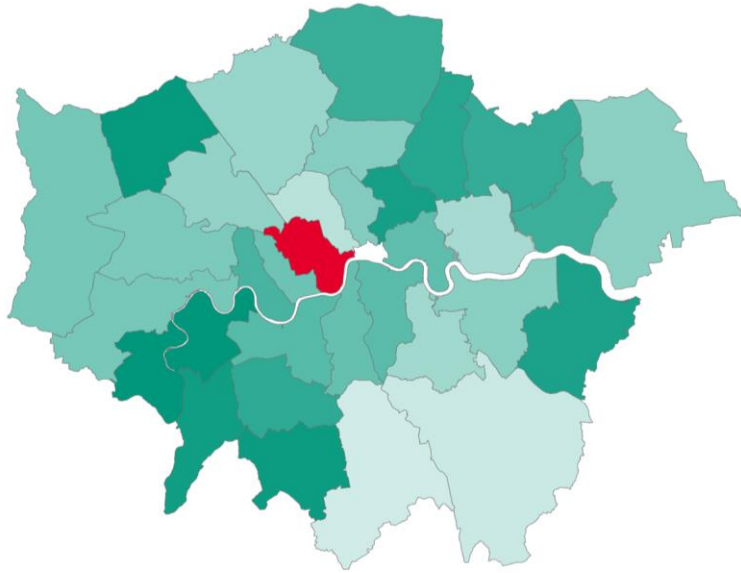
SHOPLIFTING: BOROUGH PERFORMANCE for EALING in 2023

Borough	Shoplifting Offences	Year-on-Year change	Rate (per 1000 residents)	Sanction Detection %
Westminster	4977	+39.4%	24.4	7.5%
Croydon	2576	+64.1%	6.6	3.6%
Bromley	2517	+29.7%	7.6	9.2%
Camden	2380	+77.0%	11.3	3.9%
Newham	2235	+21.9%	6.4	8.4%
Lewisham	2196	+79.3%	7.3	9.1%
Barnet	2115	+50.6%	5.4	5.3%
Brent	2078	+45.9%	6.1	5.8%
Havering	2024	+68.1%	7.7	7.8%
Greenwich	1995	+66.4%	6.9	7.6%
Haringey	1986	+89.0%	7.5	2.6%
Islington	1949	+57.8%	9.0	5.6%
Ealing	1896	+61.0%	5.2	2.8%
Hounslow	1860	+68.9%	6.5	7.0%
Hillingdon	1839	+37.9%	6.0	6.2%
Kensington & Chelsea	1776	+48.9%	12.4	8.4%
Lambeth	1714	+47.9%	5.4	6.9%
Tower Hamlets	1662	+56.3%	5.4	5.1%
Southwark	1629	+49.4%	5.3	6.5%
Wandsworth	1602	+67.7%	4.9	5.2%
Hammersmith & Fulham	1478	+38.8%	8.1	3.5%
Barking & Dagenham	1391	+83.3%	6.4	4.2%
Enfield	1361	+27.8%	4.1	3.6%
Redbridge	1324	+13.8%	4.3	6.0%
Merton	1277	+68.2%	5.9	5.0%
Waltham Forest	1212	+30.9%	4.4	6.1%
Bexley	1126	+58.1%	4.6	12.9%
Hackney	1086	+27.8%	4.2	2.9%
Kingston upon Thames	1035	+51.8%	6.2	6.5%
Sutton	1004	+27.7%	4.8	8.2%
Harrow	954	+53.9%	3.7	3.4%
Richmond upon Thames	905	+60.2%	4.6	4.2%

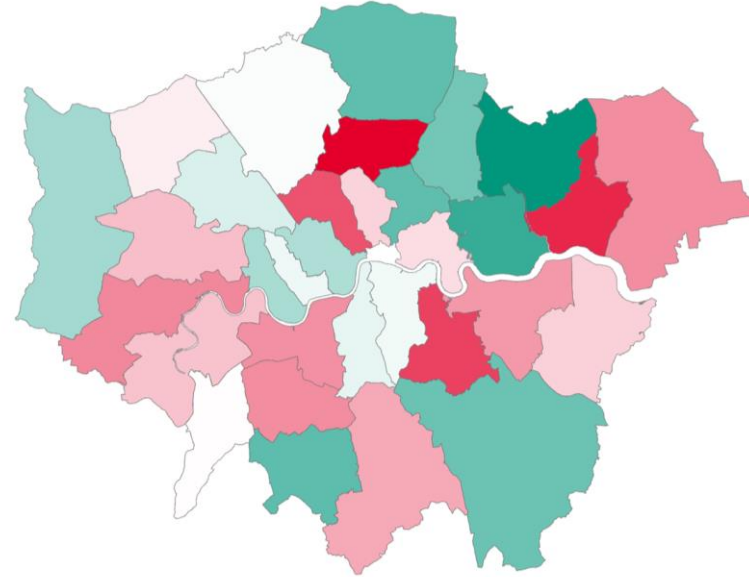
- In 2023, there were **1896** recorded shoplifting **offences** in Ealing. This is the 13th highest total of the 32 London boroughs.
- Every borough experienced a year-on-year **increase** in shoplifting offences. The increase in Ealing was **61.0%**. This percentage increase was the 11th largest of all boroughs.
- The **rate** of shoplifting offences **per 1000 residents** in Ealing was **5.2** which ranks 23rd of the 32 boroughs.
- The **Sanction Detection rate** for shoplifting in Ealing was **2.8%**. This was the second lowest for any London borough.

SHOPLIFTING: BOROUGH COMPARISON MAPS, 2023

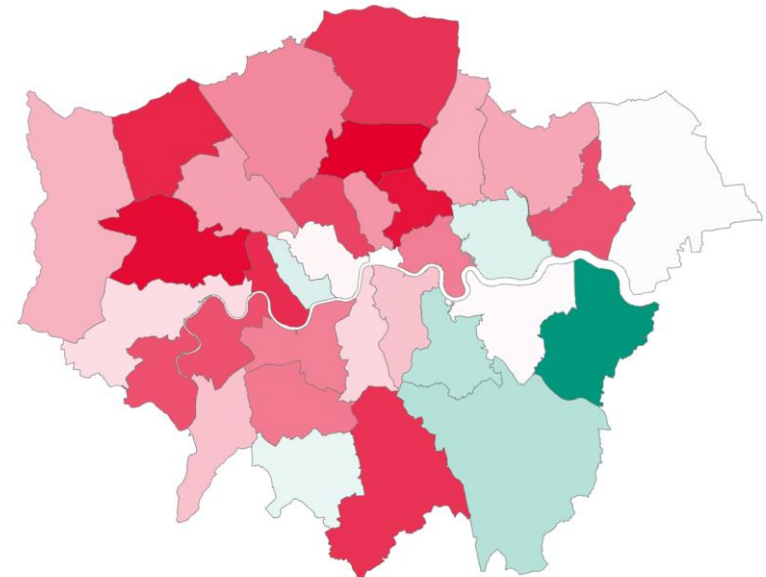
Number of Offences in Last 12 Months | All London Boroughs



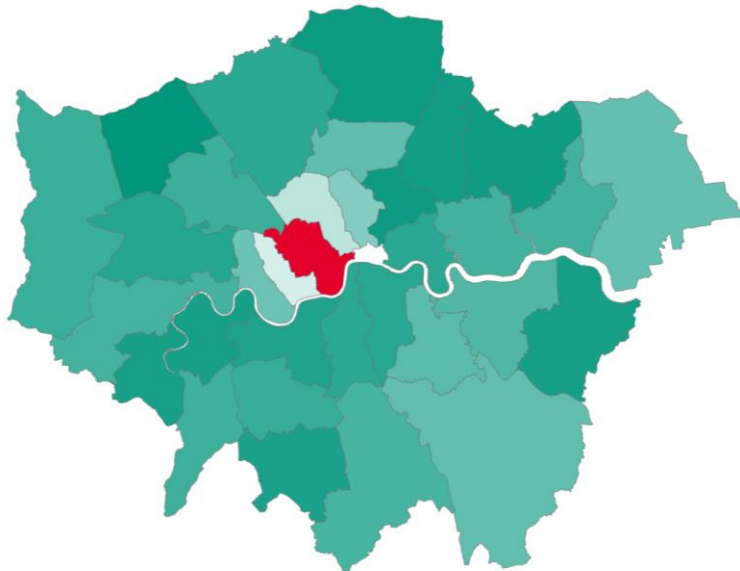
Change in Offences in Last 12 Months | All London Boroughs



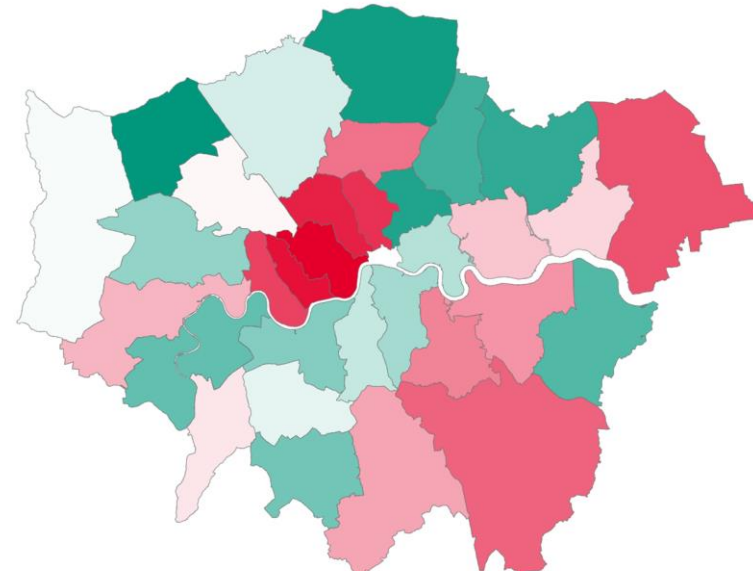
Sanction Detection % in Last 12 Months | All London Boroughs



Rate of Offences in Last 12 Months | All London Boroughs

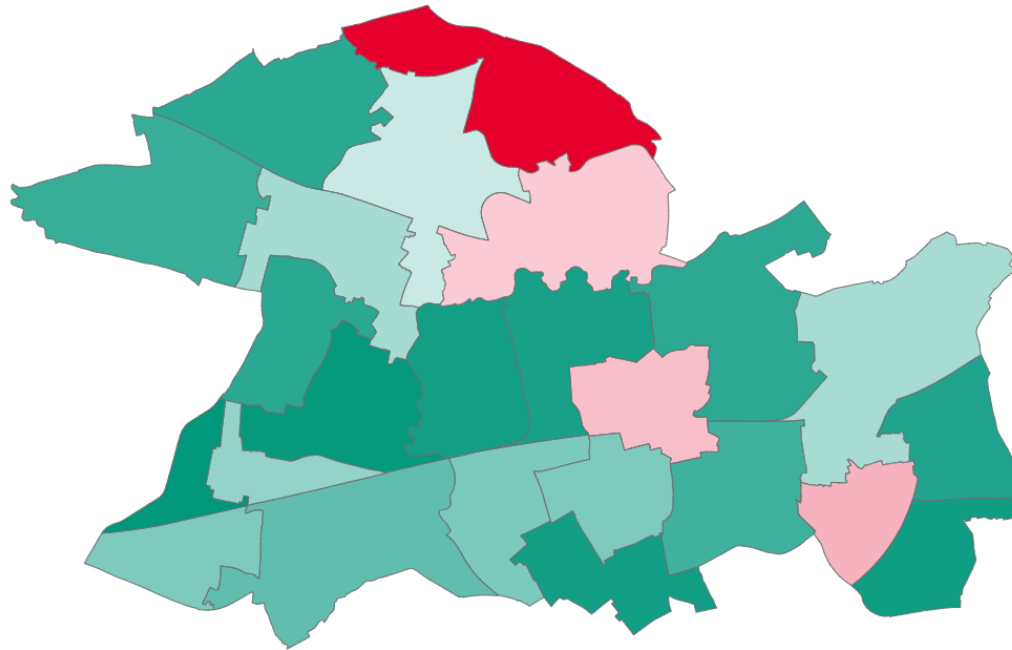


Rank within London in Last 12 Months | All London Boroughs

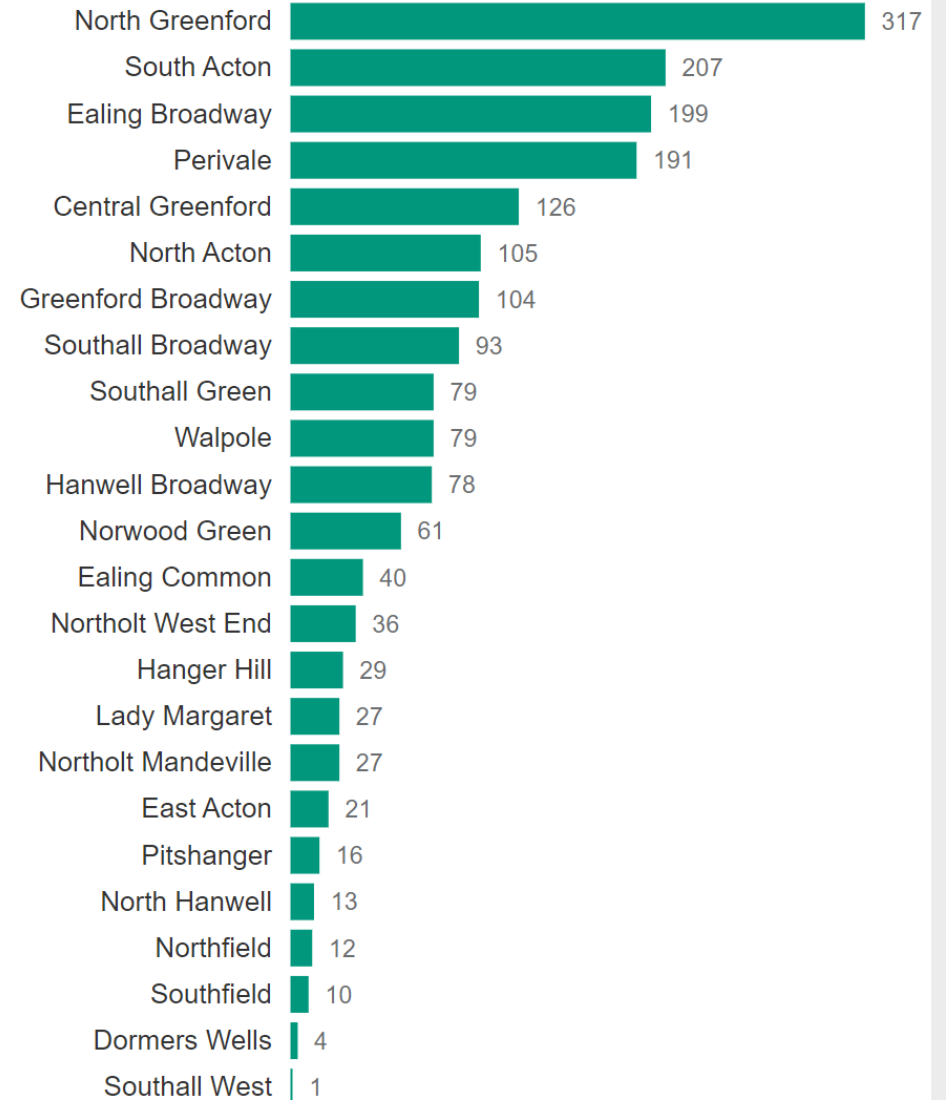


SHOPLIFTING: EALING WARD OFFENCE VOLUME in 2023

Number of Offences in Last 12 Months | by Ward

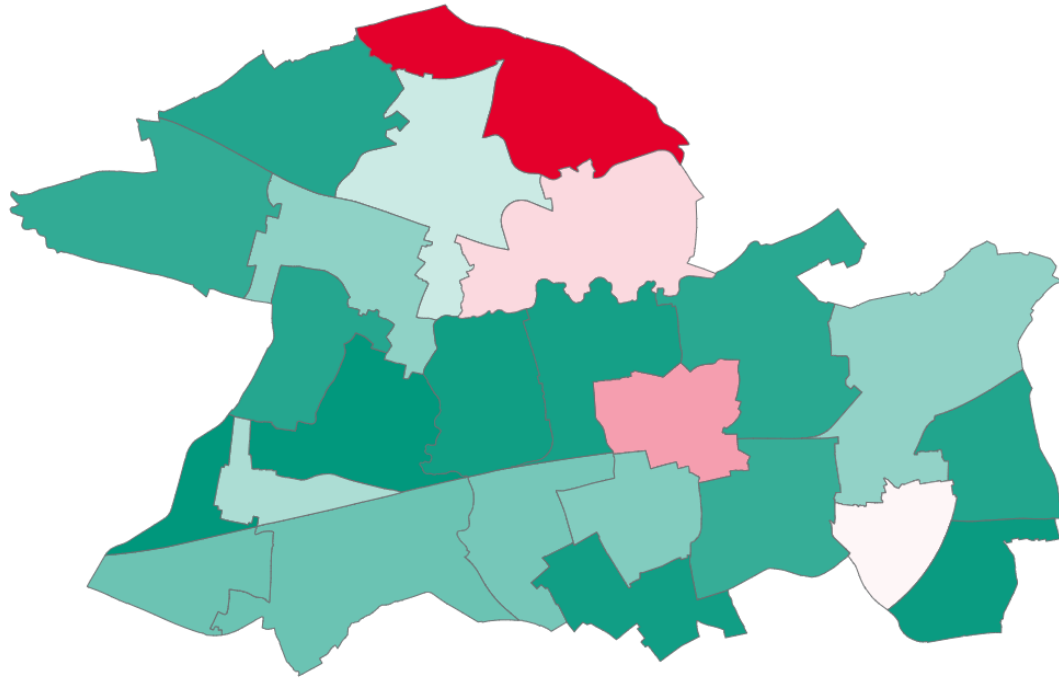


Number of Offences in Last 12 Months | by Ward

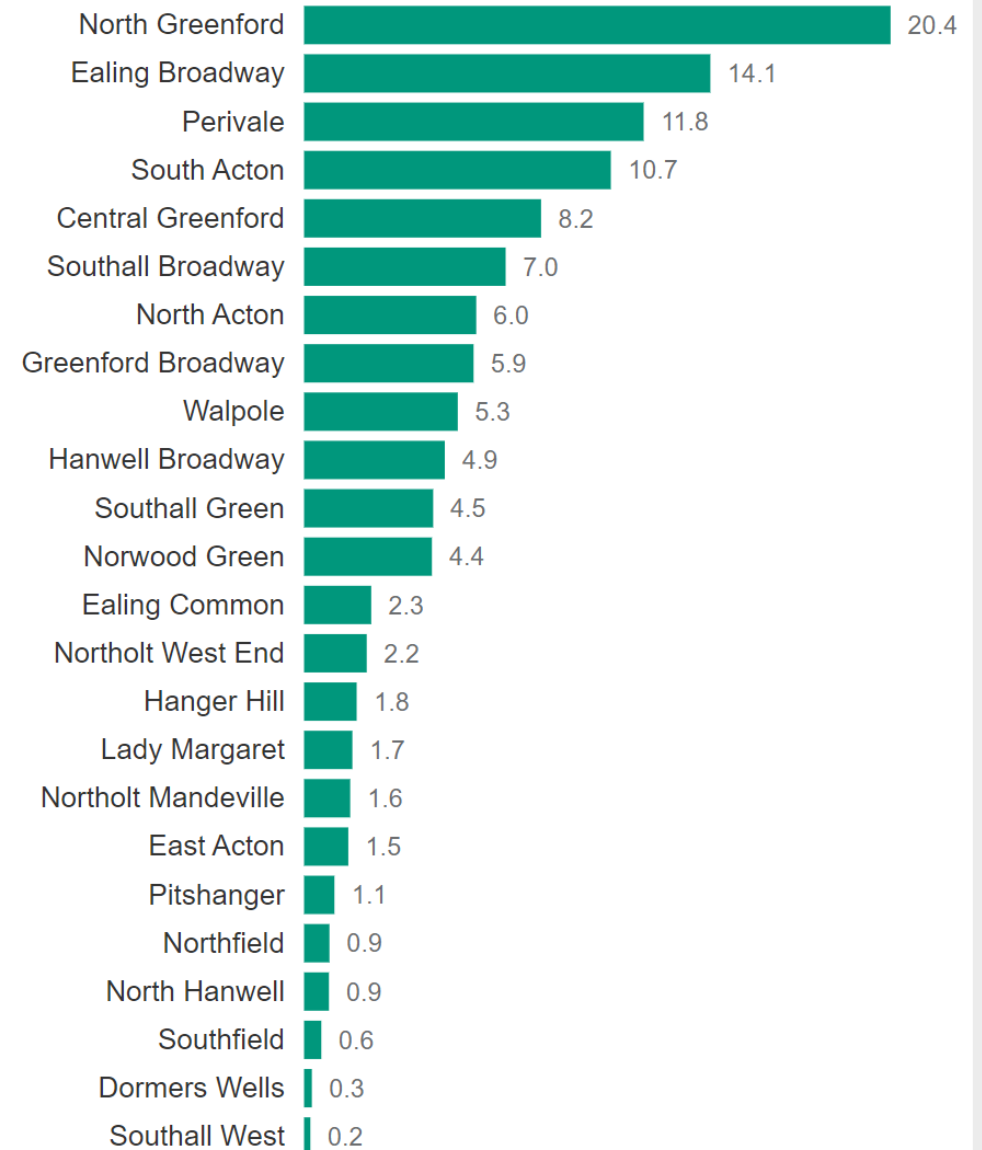


SHOPLIFTING: EALING WARD OFFENCE RATES in 2023

Rate of Offences in Last 12 Months | by Ward



Rate of Offences in Last 12 Months | by Ward



Ealing/Acton BIDs

Ealing's High Street Taskforce



 **MAKEIT EALING**

Promoting local businesses to local people

 **INWEST EALING**

Set up to bringing together a range of high street partners including the 3 BIDs, local traders and multiple services that support the high streets

Successfully delivered Reopen High Street Safely Fund and Welcome Back Fund (£600K in total) and currently the delivery vehicle for the UKSPF Communities & Place Fund

Monthly operational group to help tackle local issues such as ASB and Crime (with Met Police) and quarterly strategic forum to develop investment ideas, projects and initiatives



Your Acton BID – mitigating crime

To make Acton safer for customers, employees, visitors and businesses, we will support and help deter crime and ensure businesses are given every opportunity to succeed, trade and grow.

A YES vote means we'll...

- Invest more in roving CCTV cameras to target hot spot crime and fly tipping areas.
- **Employee security bobbies to be the BID's eyes and ears on the ground. A team who will patrol the BID area, report incidents and help businesses reduce crime within their stores. A team to help create a safer community to do business.**
- Work with the Acton Town Centre police officers, Safer Neighbourhood teams to reduce local crime.
- Continue to run our successful Pubwatch and Shopwatch schemes to ensure businesses are up to date on notices and legislations.
- Extend the security radio scheme to the industrial businesses ensuring that the BID remains connected, safe and secure.
- Continue to offer the range of security initiatives through Your Acton BID such as personal safety alarms, bike marking kits, security cards and posters.
- Work in partnership with developers, landlords, and centre managers to ensure the town centre is connected and communicates, ensuring anti-social behaviour and localised crime is reported and reduces.
- Improve walkway lighting within the industrial estates to create a safer working environment.



This is what a YES vote achieved in 2018 -2023

- Provided funding to install 2 CCTV cameras on The Mount and Bollo Bridge Road (South Acton), controlled and monitored by Ealing Council CCTV Control room.
- **Piloted two security bobbies to help reduce anti-social behaviour and crime in the town centre and set precedence of security within the industrial estates.**
- Rolled out security initiatives with Acton MET Police to help businesses, staff and residents feel safe in Acton.
- **Launched StoreNet Radio to help businesses communicate with each other to prevent crime.**
- Launched the ShopWatch and PubWatch schemes to help businesses increase communication to pre-empt crime and anti-social behaviour.
- **Launched Operation ONYX with the Met Police by providing free personal safety alarms to increase safety.**



Sergeant Matthew Buckland - MET Police
250 High Street, W3 9BH

"Acton BID is a valued partner for the Acton Safer Neighbourhood teams having collaborated on a number of projects aimed at improving Acton for residents and businesses. We have seen the creation of a pubwatch and retail watch scheme, along with the joint Operation ONYX aimed specifically at reducing violence against women/girls just to name a few. The Acton BID team are enthusiastic, reliable, and never cease to impress me with their efficiency and can-do attitude. I look forward to working with them in the future with a number of new projects in the pipeline."

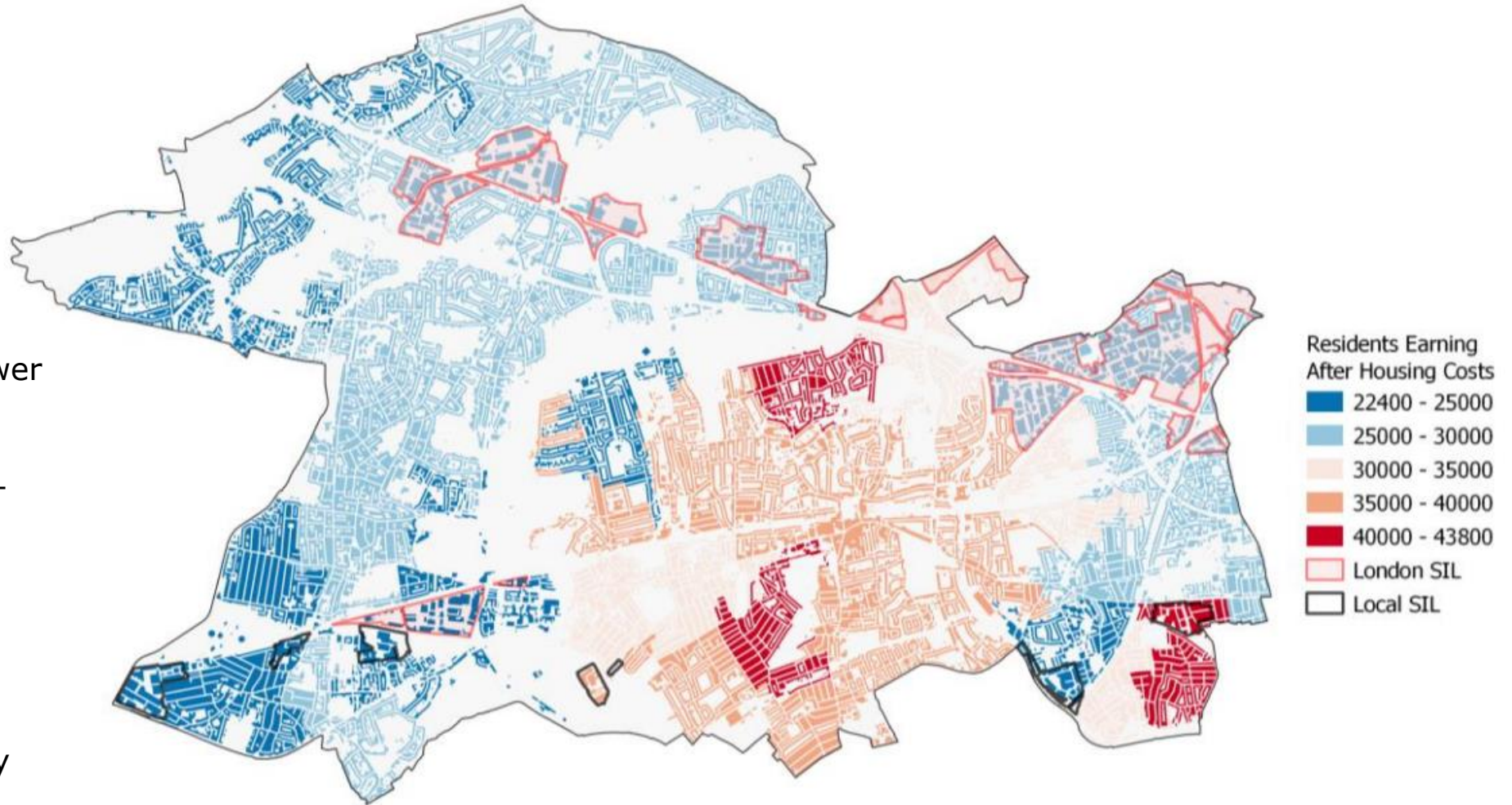


Data appendices

Data

Borough averages mask significant intra-borough inequalities.

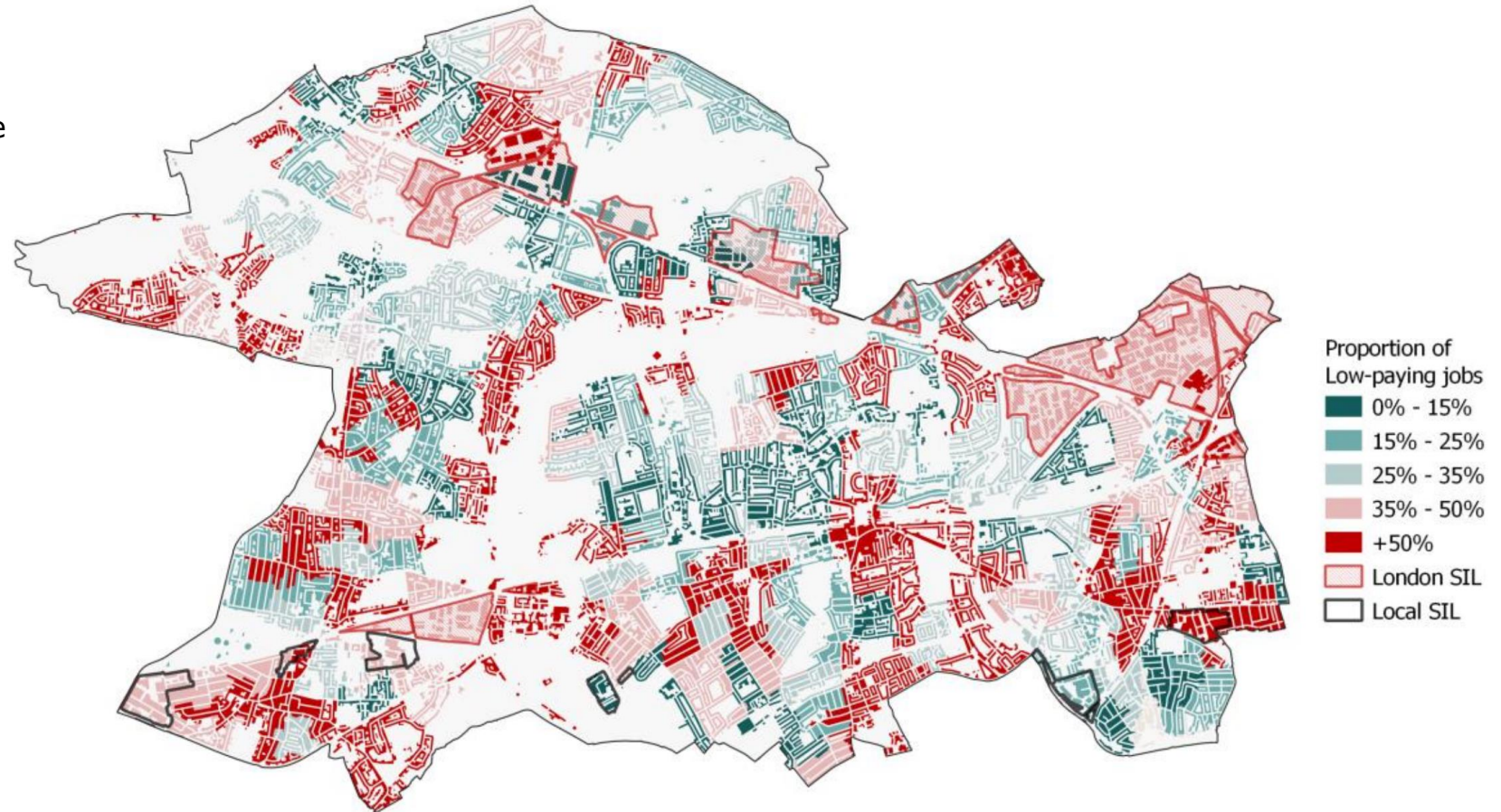
- ▶ Stark east-west divide of prosperity and opportunity
- ▶ Earnings in the East of the borough are significantly lower than the west
- ▶ Almost all of Ealing's higher-value 'knowledge intensive' businesses and jobs are located in Ealing and Acton
- ▶ Provides justification for the seven towns approach to target interventions spatially and address locally specific challenges



Data

A significant proportion of the jobs delivered by the market are low quality

- ▶ The quality of work is an important factor and there has been a decline in higher value economic activity in the borough.
- ▶ Government reports to inform National Living Wage Calculations suggests that 2/5 jobs in Ealing are in typically low paying industries.
- ▶ This is reinforced by London-wide data showing that as of 2018, 31,000 jobs in Ealing paid less than the Real Living Wage.
- ▶ New entrants to Ealing's industrial markets could perpetuate low pay challenges and price out traditional tenants.
- ▶ Without proactive curation, future job creation could lead to more of the wrong jobs being located in Ealing.

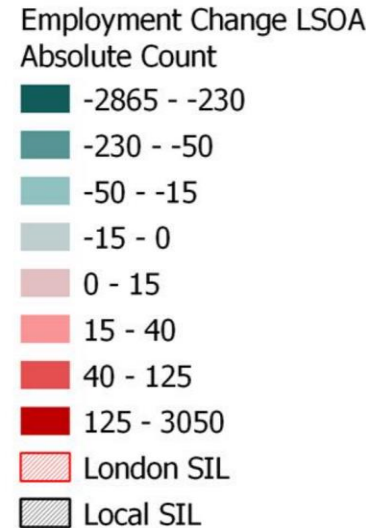
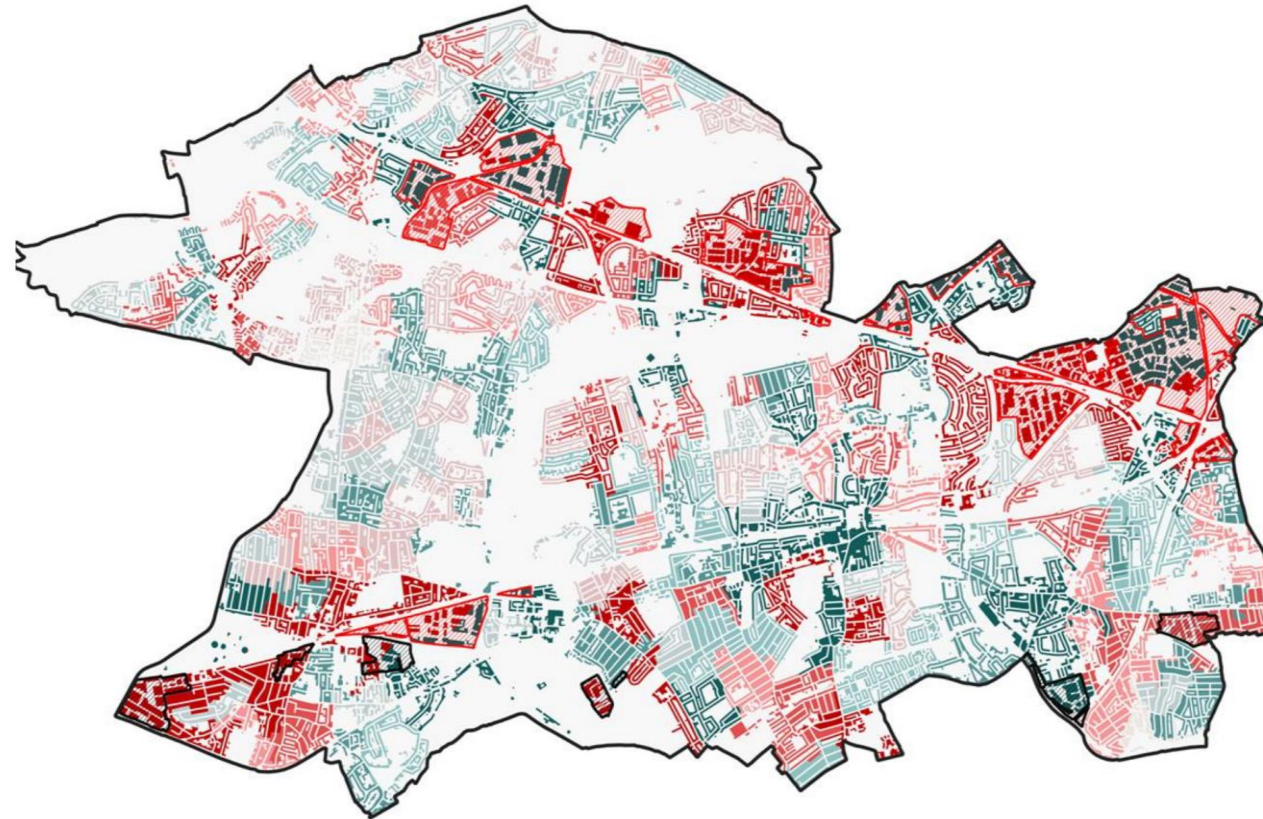


Sources: BRES, Companies House

Data

Ealing's economy has grown over the last five years.

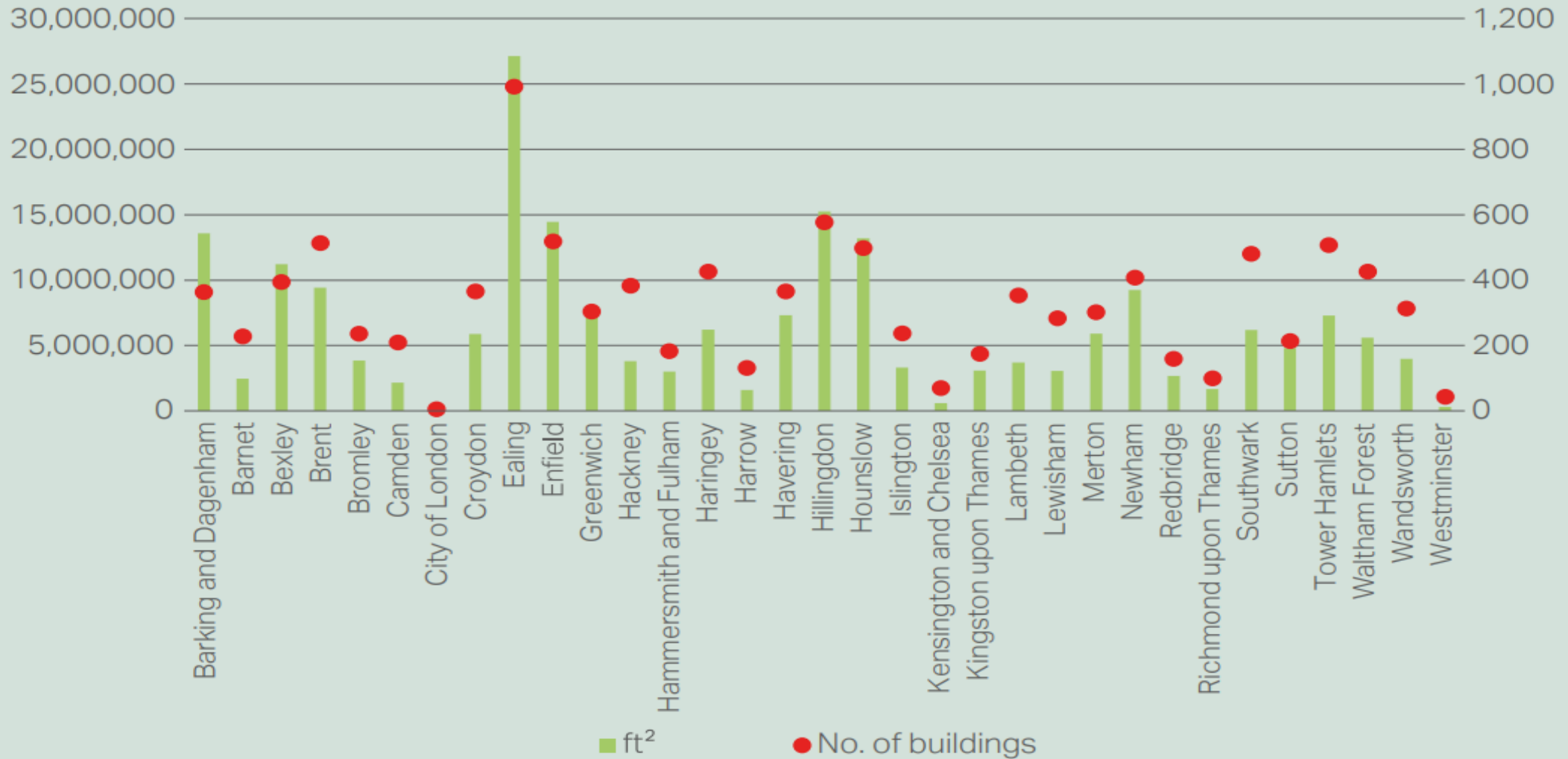
- ▶ Much of this employment growth is concentrated within the borough's designated industrial land.
- ▶ Ealing has over 10% of London's designated industrial land – making the borough integral for the city's future growth.
- ▶ However, a significant proportion of employment land is low density, meaning can work harder.
- ▶ Therefore...low density, coupled with high levels of demand for industrial space mean that Ealing's economy grows into the medium-term and creates new employment opportunities without public sector investment/intervention.



Sources: BRES, Companies House

Data

Figure 4.8: Industrial floorspace and buildings by borough in 2021 (ft² and buildings)



Source: CoStar Data (2021)

Growth sector analysis

Sector	Number of jobs Ealing	% of jobs Ealing	% of jobs London	Number of businesses Ealing	% of businesses Ealing	% of businesses in London
Agriculture and Mining	75	0.1	0.1	10	0.1	0.2
Business Support Services	14,365	11.3	9.5	1,410	7.9	8.9
Construction	6,565	5.2	3.6	2,580	14.4	11.5
Financial and Professional Services	11,915	9.4	22.4	3,265	18.3	24.4
Hospitality, Leisure and Recreation	10,260	8.1	10.1	1,125	6.3	6.7
ICT, Media and Creative Services	9,355	7.4	12.0	2,905	16.3	18.9
Manufacturing	10,965	8.7	2.1	595	3.3	2.8
Motor Trades	1,755	1.4	0.7	455	2.5	1.4
Other Services	3,000	2.4	1.3	670	3.7	3.1
Public Admin, Education, Health	24,480	19.3	22.6	940	5.3	5.5
Retail	8,660	6.8	7.8	1,880	10.5	8.7
Transport	7,900	6.2	3.2	605	3.4	2.2
Utilities and waste	1,525	1.2	0.7	55	0.3	0.5
Warehousing and logistics	2,965	2.3	1.1	300	1.7	1.3
Wholesale	12,870	10.2	3.0	1,075	6.0	4.0

Ealing has a relatively diverse business and employment base but there are few jobs in “higher value” occupations

High proportions of businesses in financial and professional services and ICT, media and creative services, these do not generate a significant amount of employment, and the proportion of jobs within these sectors is relatively small compared to the London average.

Approximately 40% of Ealing’s jobs are split between three sectors – business support services public admin, education and health, and wholesale

Growth sector analysis

Sector	% of businesses 2022						
	Acton	Ealing Town	Greenford	Hanwell	Northolt	Perivale	Southall
Agriculture and Mining	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Business Support Services	10.7	8.0	7.3	8.0	7.1	8.2	6.2
Construction	10.9	11.3	25.1	20.3	27.3	25.8	13.7
Financial and Professional Services	20.4	24.8	11.9	20.3	12.6	11.3	14.0
Hospitality, Leisure and Recreation	6.6	6.9	5.7	5.5	5.5	4.4	6.8
ICT, Media and Creative Services	23.1	20.6	11.9	23.6	8.7	10.7	7.8
Manufacturing	1.4	1.8	2.3	0.8	2.2	3.1	3.1
Motor Trades	1.4	1.3	2.3	2.1	3.3	6.9	2.8
Other Services	4.3	3.8	3.4	3.4	3.3	4.4	3.1
Public Admin, Education, Health	6.3	6.6	4.8	5.9	3.8	3.8	4.7
Retail	7.5	7.8	11.6	5.9	11.5	9.4	19.9
Transport	1.9	2.0	6.2	2.1	7.7	3.8	5.4
Utilities and waste	0.2	0.2	0.6	0.0	0.0	0.0	0.2
Warehousing and logistics	1.0	0.8	2.0	0.8	3.8	1.9	2.8
Wholesale	4.3	4.3	5.1	1.3	3.3	6.3	9.5
Low paying industries	22.0	22.7	25.1	18.5	23.8	24.0	35.8
Knowledge economy	41.4	41.5	23.0	39.2	21.8	21.3	19.3

Ealing's towns have different sector make-ups, with some areas having much higher proportions of knowledge economy jobs than others

- ▶ Greenford, Northolt and Perivale have the greatest proportion of businesses within construction.
- ▶ Acton, Ealing Town and Hanwell have much higher proportions of businesses within the knowledge economy.
- ▶ Southall has the highest proportion of businesses within low paying industries, likely due to the large retail sector.

Growth sector analysis

Sector	% of jobs 2021						
	Acton	Ealing Town	Greenford	Hanwell	Northolt	Perivale	Southall
Agriculture and Mining	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Business Support Services	8.1	13.8	13.8	5.0	3.5	3.7	2.6
Construction	5.8	3.6	3.6	11.1	6.6	11.0	3.9
Financial and Professional Services	11.0	12.6	12.6	9.9	5.2	8.2	6.6
Hospitality, Leisure and Recreation	12.9	9.4	9.4	9.1	9.7	7.2	7.6
ICT, Media and Creative Services	7.4	10.7	10.7	6.5	2.1	15.6	1.7
Manufacturing	7.2	6.5	6.5	2.2	3.2	5.4	12.9
Motor Trades	1.3	0.6	0.6	1.8	1.4	3.7	1.0
Other Services	3.2	1.8	1.8	1.5	0.9	2.0	3.4
Public Admin, Education, Health	20.5	27.3	27.3	37.2	22.8	10.0	32.5
Retail	10.7	9.1	9.1	7.4	19.6	7.0	12.0
Transport	3.0	1.6	1.6	2.0	10.0	13.8	4.4
Utilities and waste	0.2	0.2	0.2	0.0	0.1	0.3	0.5
Warehousing and logistics	1.1	0.5	0.5	3.2	5.6	2.9	2.5
Wholesale	7.5	2.3	2.3	2.5	9.2	9.1	8.3
Low paying industries	41.2	37.5	33	27.1	44.7	30.4	55.6
Knowledge economy	17.1	24.5	9.1	16.2	6.4	26.2	7.1

High proportions of knowledge economy businesses does not always translate to enhanced employment opportunities, and in Southall over half of work is low paying

- ▶ The public sector is the biggest employer in 6 of Ealing's towns.
- ▶ Whilst Acton, Ealing Town and Hanwell had a high proportion of knowledge economy businesses (up to 41.5%), these areas have a much smaller proportion of knowledge economy jobs and more low paid opportunities.