**Issues & Options: Topic 1 - VISION**

| **What are the options?**  | **Please give us your responses** |
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| 1. Our vision for the centre of Ealing aims to protect and enhance its local identity, based on what people have told us they value about the town and what made it the “Queen of the suburbs”. Ealing should be a place where people can
* enjoy a green and healthy environment;
* start and build a business in an accessible and sustainable local economy;
* grow up and learn – at school, college or university;
* enjoy oneself – safe, cultured, and relaxed;
* be based when visiting London.
1. To do this, we need an empowered, caring community, which can adapt to change while exploiting the advantages of Ealing. These are
* being a safe, green, pleasant, healthy, well integrated place;
* having a respected heritage – architecture, trees and parks, schools, history;
* excellent accessibility with Crossrail coming – fast access to West End, City, Docklands for workers and visitors;
* our film and cultural history and industry;
* an entrepreneurial spirit, with a strong professional service base;
* an engaged community, with a strong local catchment for businesses;
* cultural diversity, with a great record of accepting and integrating immigrant communities;
* the University campus with six key academic faculties;
* busy new hotels.
1. To protect and exploit these advantages, we need to make Ealing a “destination” on Crossrail, not a dormitory for commuters.
2. Planned development should be sustainable. This mean ensuring
* efficient use of energy;
* increasing recycling;
* encouraging mixed-use areas, employing local staff / suppliers thereby reducing the need to travel;
* using accessible public local transport rather than private;
* facilities to encourage and support home working;
* provision of affordable housing and a good mix of housing types;
* protecting and enhancing green areas and bio-diversity;
* conserving historic buildings and environments, ensuring they remain in productive use;
* retaining a balance between retail, office, housing, services and leisure in all new development.
 | 1. Do you agree with this general Vision? Is there anything to add?
2. Are these central Ealing’s main advantages that should be protected? Anything else?
3. Should central Ealing seek to be a centre for the local region, for both residents and visitors?
4. Do you agree with these objectives? What are the most important ones, or are there others?
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