**Identifying Issues & Options**

| **What is the issue?** | **Is it a matter for:** | **Is there existing planning policy relevant to this issue?**  | **What are the options? (Include possible implementation dates.)** | **How was the issue identified?** |
| --- | --- | --- | --- | --- |
| **planning policy?** | **other solution?** |
| Retail offer in Ealing is not capturing a sufficient proportion of the local communities disposable incomeThe retail offer in central Ealing is not attracting sufficient shoppers into Ealing – Ealing needs some differentiated, and aspirational comparison shoppingThe quantum and mix of retail in Ealing is not creating changing with the retail demand – store space is left vacant or turned over to low value occupationThere are few affordable rental properties – where these do exist (Pathways) the occupants are interesting, attractive and differentThere is little offer for the early morning or late night commuterThere has been a progressive decline in office jobs in Ealing – resulting is a changed balance of economic activity between Retail, Public Sector and Office jobsThere is less affordable office space available now than 10-20 years ago – small office, and 1960s offce block are increasingly repurposed.There are few employment opportunities for local youth or more mature workers | YesYesYesYesYesYesYesYes | YesYesYesYesYesYesYesYes | **NPPF:****London Plan:****Local Plan:** | Give priority on the Arcadia Site to the provision of high value retail floorspace which will attract new aspirational retailers to EalingProvide new and improved predestrian crossings between North and South sides of the Uxbridge RoadCreate new permability through the Arcadia site which will cater for growth in footfall and improve flows to/from the new StationCreate an economic business hub around the Station through the provision of new office space suitable for SME’s, made available on flexible lease formats – including a Business Club Extend the development brief for Central Chambers to secure a “Gateway Building” as an essential component of the new StationCommission a traffic study for the central section of Ealing Broadway aimed a smotthing traffic and giving higher pedestrian priorityCreate business rate exempt areas to activity encourage certain retailers and employersCreate a Science / Creative Park type space for UWL graduates and students to start and incubate businessesCreate a business support network of Banks, Accountant, Web support, networking Defend the remaining “Industrial Spaces”Create cycle parking in the MallProvide a Healthcare space in Central EalingEncourage Crossrail/Tfl/Network rail to service the new Station from the rear – not on the forecourt | **Evidence:**Disposable income analyses from GVA Grimley and other retail needs assessmentsRetail offer versus demand analyses from GVA Grimley and any other more recent analysesIs there any publicly available retail rental analysis – or any good surrogate.How is Ealing's business base changing (by ISIC code):- Number of registered companies- Number of employees- Business Rate income- Non residential, non retail space – by category e.g. Restaurants, office, industrial? - in use, not in use- No of businesses working from homeHow is Ealing changing demographically (1991, 2001, 2011 census) Numbers by age profile By ethic background By household size No of children born, and parent returning to work- creche spaces available and costEmployment in EalingNo of business and employees in Ealing**Travel survey information**- Travelling out of Ealing to work (by transport mode, industry and location)- Travelling into Ealing (by transport mode,m industry and location)Parking space availability for workers travelling into Ealing – number of spaces and location, and availability during the day**Web search activity**Number of searches for businesses in Ealing versus total UK and SE England searchesNumber of searches that find businesses in EalingNumber of searches from Ealing.**Engagement:**Open questions about what shops, services, employment they would like to see in Ealing? |
|  |  |  | **NPPF:****London Plan:****Local Plan:** |  | **Evidence:****Engagement:** |