**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 income  The retail offer in central Ealing is not attracting sufficient shoppers into Ealing – Ealing needs some differentiated, and aspirational comparison shopping  The 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 occupation  There are few affordable rental properties – where these do exist (Pathways) the occupants are interesting, attractive and different  There is little offer for the early morning or late night commuter  There has been a progressive decline in office jobs in Ealing – resulting is a changed balance of economic activity between Retail, Public Sector and Office jobs  There 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 | Yes  Yes  Yes  Yes  Yes  Yes  Yes  Yes | Yes  Yes  Yes  Yes  Yes  Yes  Yes  Yes | **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 Ealing  Provide new and improved predestrian crossings between North and South sides of the Uxbridge Road  Create new permability through the Arcadia site which will cater for growth in footfall and improve flows to/from the new Station  Create 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 Station  Commission a traffic study for the central section of Ealing Broadway aimed a smotthing traffic and giving higher pedestrian priority  Create business rate exempt areas to activity encourage certain retailers and employers  Create a Science / Creative Park type space for UWL graduates and students to start and incubate businesses  Create a business support network of Banks, Accountant, Web support, networking  Defend the remaining “Industrial Spaces”  Create cycle parking in the Mall  Provide a Healthcare space in Central Ealing  Encourage 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 assessments  Retail offer versus demand analyses from GVA Grimley and any other more recent analyses  Is 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 home  How 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 cost  Employment in Ealing  No 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 searches  Number of searches that find businesses in Ealing  Number 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:** |