

# Shops, offices and jobs

Ealing’s shops and traders have remained strong in the face of competition and economic difficulties, but the quality varies.

The town centre is not well used by people living nearby. We’re a centre for new businesses and further education, but many residents choose to shop elsewhere and the local economy remains fragile.



There is potential to improve the shops and strengthen what’s on offer, particularly north of The Broadway. We could respond to Crossrail by making Ealing more of a hub for business,

supporting entrepreneurs and making this an attractive place to create new businesses and to work.

We need to consider what would make people stay to shop in Ealing more often, and how we can encourage the many people who will pass through the new Crossrail station to stay and enjoy what’s here, whether to work, shop or spend leisure time.

We also need to look at what would attract people to set up or move businesses to Ealing.

**Your input gave us four main questions. The options are set out on the form opposite; please tell us your choices.**

## Your choices (*one per question*)

Objective 1: regain a competitive edge with a renewed shopping experience and a vibrant mix

### Q1. How can we attract new aspirational retailers?

- (a) Leave property owners/landlords and developers to decide how to achieve best returns. 27 (12%)
- (b) Require new developments to give priority to high value shops; work to achieve an attractive environment, such by creating new ways through the Arcadia site to cater for growth in the number of shoppers and 197 (89%)

### Q2. How can we secure a mix of retail and other uses in the town centre to meet changing patterns of demand?

- (a) Rely on market forces. 26 (11.3%)
- (b) Create business rate exempt areas to actively encourage small retailers and employers. 205 (88.7%)

Objective 2: support a sustainable local economy and be a good place to start and build a business

### Q1. How do we attract new businesses and keep existing ones?

- (a) Enforce Ealing’s policy of keeping the Uxbridge Road between Ealing Broadway and West Ealing as an office quarter for business, while making Ealing Broadway a “high quality retail destination”. 61 (27.6%)
- (b) Accept current practice of relaxing restrictions on office quarter residential and hotel planning applications, in the light of existing demand. 29 (13.1%)
- (c) Create a business hub around Ealing Broadway station by requiring developments to provide office space for SMEs on flexible leases with services like a business club and a business support network; extend the development brief for Central Chambers to secure a “gateway” building as an essential part of the station development; defend 131 (59.3%)

### Q2. How do we encourage new types of growth businesses?

- (a) Take no special action. 25 (11.2%)
- (b) Create a Science/Creative Park type space for UWL, graduates and students to start and grow businesses. 199 (88.8%)