Background

- At the last meeting of the LSP Executive on 21st January 2013, East Acton and Northolt were identified as areas for further exploration in terms of future roll out for area-based projects, building on the learning from the Southall project;

- The following report provides an overview of each area in regard to its potential for running projects with a specific focus around a number of key development opportunities;

- The report notes that both areas have a range of issues that would benefit from partnership support and intervention.
  - It suggests that based on available evidence, the LSP Executive may wish to consider whether East Acton may be the more suitable area for area project development that can begin in 2013, because of potential benefits from leveraging existing resource, planned development, established community infrastructure and clear focus for partnership engagement, where the benefits of an area based would be significantly increased;
  - It also notes however that Northolt may benefit from further work to assist the development of robust community infrastructure to potentially run an area based project in the longer term.

Recommendations

LSP Executive are asked to consider the project opportunities set out and agree which option, set out in the final pages of this document to pursue.

It is initially recommended that work should begin on an area project in East Acton, leveraging existing coordinating work beginning to occur and the opportunities investment and development in the area offers.

It is suggested that in addition, if resource allows, further work should develop with a longer term timeframe and with less intensity, to support ongoing community infrastructure development and specific issue-based projects in Northolt, with a view to re-evaluating its potential for a wider area project in 18-24 months’ time.
Area Project Potential: Evidence

1) EAST ACTON

Area Overview

- **Population**: East Acton is the Borough’s largest ward in terms of population\(^1\). Around 70% of the population are from a BMER background. The population has grown by 4000 since 2001;
- English is the main language for just under 64% of the residents in the ward. This is followed by Arabic (7.8%), Polish (6.1%) and Somali (1.9%). At 7.8% the percentage of the population who speak Arabic is over three times higher than the borough average and is the highest percentage in the borough;
- **Deprivation, poverty and employment**: East Acton contains four of Acton’s five key estates (Acton Vale, Friary Park, Leamington and Westcott). On the Index of Multiple Deprivation 2010, these areas are in the 20% most deprived nationally, and notably in the 6% most deprived for barriers to housing and services;
- East Acton is in the 12% most deprived for income nationally and has the Borough’s highest levels of child poverty at 43%. In 2011 15.2% of the working population was claiming out of work benefits;
- At the time of the 2011 Census the majority of residents in East Acton were economically active (72.3%). Of that 72.3% the majority were employed full time (40.3%). East Acton was eighth highest in the borough in that regard, as well as over half a percentage point above the average for Ealing. However, East Acton also had the eighth highest percentage of its residents who were unemployed (5.6%) which was also slightly above the average of Ealing (5.2%);
- **Housing**: The percentage of residents renting socially (renting from the council or a housing association) was also above the borough average (22.1% and 18.1% respectively). Please see Appendix 1 (setting out the concentrations and location of social housing);
- **Crime**: East Acton is ranked highest of the 23 Wards in Ealing for volume Total Notifiable (TNO) Offences. In 2012 there were 2809 TNOs the lowest number since 2009. This represents about 10% of the borough total. Residential Burglary is the most challenging issue in East Acton with a 43% increase on last year. The mix of business and residential in East Acton provides a challenge in terms of crime type and volume generated in a single ward.
- **Access**: Communities are fragmented due to the ward being crossed by a number of key transport links, both road and rail. Public transport north to south of the ward is an issue.

Community Perspectives

- According to information from the ward forum the key issues affecting residents are:
  - **Crime and policing**: this ward has one of the highest crime rates for robbery and burglary and enviro-crime including abandoned vehicles and fly-tipping. Also ASB and issues around activities for young people;

\(^1\) According to the 2011 Census 18,706
- **Environmental concerns**: the West London Waste Plan and air/ noise pollution from the Quattro site in Victoria Road. Also, the future of the Green Corridor which runs along the A40 Western Ave, levels of pollution on horn lane;
- **Housing** related matters: Houses with multiple occupation (HMO’s) and use of Outbuildings in residential gardens. Particular concerns have come from these discussions regarding the breakdown of community due to population churn and the transient nature of some residents;
- **Transport** related issues such as HS2 and Crossrail railway. Also CPZs and traffic calming methods in different parts of the ward.

- The 2012 resident survey indicates that though comparatively high satisfaction with the council and with the neighbourhood is down on 2010 (73% down 14% and 78% down 9% respectively). That people feel less safe at night than they did in 2010 (67% down 8%). However community cohesion is up 17% on 2010 with 85% of people getting on well with those of a different background.

### Development Potential and Partnership Project Opportunities

#### Community development

- Catalyst Gateway currently run a range of projects and activities through community centres on its three estates in the area (Westcott Park, Leamington Park and Friary Park) including:
  - **A community garden in Westcott Park run by the Westcott Park Garden Group and supported by Groundwork London.** Covering an area of 1,050 square meters, the garden contains raised beds to grow vegetables and soft fruit bushes, fruit trees, wildlife area, chickens, a beehive, flower beds, a storage container and a classroom;
  - **The Bridge Project** is a youth project which operates once a week in Westcott Park Community Centre and another day in Leamington Park Community Centre, a neighbouring estate. During the school holiday the youth project runs an activities programme five days a week during six weeks. **The Bridge Project is supported by Youth and Connexions and Catalyst Gateway**;
  - **Saturday School base on Friary Park** – a charity organisation delivers homework support and art activities for children.

- As part of its vision for 2015, Catalyst are seeking to develop a culture of health, exercise and sports as well as increasing partnership working with both service providers and local organisations. There are clear links to be made here with public Health through the Ealing Healthy Lifestyle Programme (EHLP) and links to Youth Services and the Police provision of activities for young people to reduce reoffending, support for the P2P Programme on the estates and increase further engagement with the John Perrin School.

- As part of the redevelopment of the Portal Way site in North Acton the developer is providing a ground floor community facility. The facility will be run by Acton

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2 A Stop Horn Lane Pollution (SHLAP) has been formed: [http://groups.yahoo.com/group/StopHornLanePollution/?tab=s](http://groups.yahoo.com/group/StopHornLanePollution/?tab=s) The issue was also raised in Parliament in 2010: [www.theyworkforyou.com/whall/?id=2010-12-15a.291.0](www.theyworkforyou.com/whall/?id=2010-12-15a.291.0)

3 Pathways to progress Programme. There are plans to turn the first floor of Friary Park community centre into the P2P team’s hub

4 Planning Committee Report [http://www2.ealing.gov.uk/services/council/committees/agendas_minutes_reports/regulatory_committees/planning_committee/2011/4may2011-15may2012.html](http://www2.ealing.gov.uk/services/council/committees/agendas_minutes_reports/regulatory_committees/planning_committee/2011/4may2011-15may2012.html)
Community Forum and is aimed at becoming community focus point for the ward; inclusion of the facility as part of the redevelopment has followed on from recommendations from community consultation.

- According to a local VCS group, community engagement is increasing in the area despite the relative isolation of some communities geographically, and the lack of a single community focus, e.g. a shopping centre or high street. Notable examples include the development of active residents associations on the estates i.e. Westcott Park and the East Acton estate, work between John Perrin School and the community and engagement around the redevelopment of Portal way.

- East Acton is home to the Borough’s only existing traveller site. The site has been used for 28 years and is home to around 24 families (around 150 people).
- Issues do remain in terms of developing greater links with the traveller community living on Bashley Road and tackling entrenched issues such as social and economic deprivation, activities for young people, health problems, access to education and employment, and access to amenities.

Crime and Community Safety

- Crime figures indicate a high level of domestic Burglary 232 offences this year. The figure is the highest for Borough overall and is one of the highest across London;
- The Police ‘Simple to Start’ Project funded through Mayor's Office for Policing and Crime (MOPAC) aims to identify top 75 streets for crime in the Borough and then intensively target crime reduction initiatives around them;
- The police are keen to focus on East Action as a significant number of the identified streets will be located there due to high levels of domestic burglary;
- Due to the high footfall there may be significant opportunities to influence residents and visitors to improve crime awareness and perceptions of feeling safer. Work with Catalyst Housing has also been suggested through improvement to information sharing and joint working to tackle drugs, ASB, and thefts on the estates.
- The issue of unregistered HMOs and squats has also been flagged as an issue in relation to hidden communities, crime and ASB. This could benefit from a partnership orientated approach and include other agencies such as UKBA, St Mungo’s and the LFB. As a single ward, high volume contributor, a focused effort is likely to lead to improvements in community safety and lower crime rates that will support the regeneration of the area.
- In order to maximise effectiveness the Police aim to actively engage residents and local community organisations to support the project including opportunities identified to develop partnership work with businesses, e.g. The Acton Business Improvement District, Park Royal, A40 corridor and ASDA;
- The LSP has an opportunity to actively support collaboration between projects and organisations in crime reduction activities, strengthen coordination and delivery and explore potential links with wider partnership activities.

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5 Rent free for ten years.
6 Developer Statement of Community Involvement report http://www.pam.ealing.gov.uk/PlanNet/documentstore%5 CDC11118385-55-1_01_1.PDF
7 Acton Community Forum
8 Including not having a postal address due to the site’s location in an industrial estate.
Regeneration and Economy

- An initial ‘Acton Coordination’ meeting was held in late 2012, bringing together key local Councillors, VCS representatives and colleagues from Regeneration and Housing, which agreed that the Southall Project offered a good model for considering coordinated work around a single vision and activities for the local area.
  - Key representatives of this group have been engaged to ensure that work is not duplicated, and it was agreed that this group would await further consideration of LSP area projects, and join up future development of work to provide a coherent approach to area working in Acton, should East Acton be agreed as the LSP’s next priority area.
  - Discussions identified areas of opportunity to further develop the existing group to include partners from Police and Community Safety, JobcentrePlus, RSLs and Housing as initial priority partners.
  - This would offer a model very similar in approach to that used in Southall, though with different priorities suited to the needs of the area.

- Hammersmith and Fulham Council are planning a major redevelopment centred around Old Oak area adjacent to East Acton known as ‘Park Royal City’;
- The development will include a new station on the High Speed 2 rail line. It will be called Park Royal City International and cover an area of 58 hectares;
- In recognition of the areas potential for regeneration off the back of the High Speed 2 proposals, the Greater London Authority has designated the area as an Opportunity Area, which identifies the area as having substantial capacity for new homes and jobs;
- The Opportunity Areas core development area stretches from North Acton to the west, to Wormwood Scrubs to the south, to Kensal Gasworks to the east and to Willesden Junction to the north;
- Initial scoping would indicate that with a coordinated approach to the design of Park Royal City International station, the area has the potential to accommodate 19,000 homes and 100,000 jobs, phased over a 30 year period, unlocking over £50 billion of gross value added to the UK economy⁹;
- The development provides a significant opportunity for growth and community engagement across East Acton, not just in the areas directly affected and engagement with all LSP partners, as well as an opportunity to work closely with colleagues in the neighbouring Borough of Hammersmith and Fulham.

- Park Royal is the largest industrial and business park in London, occupying about 500 hectares (1,200 acres), and is promoted commercially by the Park Royal Partnership (PRP);
- The park is split across Ealing and Brent, with a significant proportion of which is within the East Acton ward;
- Park Royal contains over 1,200 businesses, employing an estimated 35,000 workers. Approximately 500 food companies operate at Park Royal, employing more than 15,000 people;
- Major firms with premises in the park include Heinz, Mcvities and Diageo. Other major firms located in East Acton include Carphone Warehouse.
- As the name would indicate Park Royal is to play a significant role in the ‘Park Royal City’ redevelopment. There is a real opportunity to support more inward investment on the back of this redevelopment through greater engagement with local businesses

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and employers. Involvement of job support agencies such as JobCentre Plus and economic development will be beneficial in increasing employment opportunities.

- Existing and planned regeneration and investment in other areas of Acton, including South Acton estate, Acton Town Hall development, Acton High St, and Acton Mainline Crossrail station, also offer opportunities to leverage investment, activity and partnerships to support development in East Acton.
2) NORTHOLT

Area Overview

- **Population:** The area comprises of Northolt West End and Northolt Mandeville. It has a combined population of 30,304;
- There are a number of key issues affecting children in the area. According to the 2012 Joint Strategic Needs Assessment, Northolt has the highest number of obese children at reception age (25.5%) and large numbers of children doing less than 4 hours a week of physical exercise. In addition Northolt West End has the highest teenage pregnancy with 38.43 births (under 18 conceptions per 1000 women aged 15 to 17 years) and Northolt Mandeville with 31.08 births;
- **Deprivation and employment:** The area has a large percentage of economically inactive people with 32.6% in Northolt West End and 29.9% in Northolt Mandeville. In 2011 18.2% of the working age population were claiming welfare benefits in Northolt West End and 15.3% in Northolt Mandeville. In addition the area has lower figures for people in full time employment and higher figures number of people unemployed when compared to the Borough average;
- Northolt West End, Northolt Mandeville (as well as Greenford Broadway) have the lowest proportion of residents with higher qualifications and the highest proportion of residents with no or other qualifications;
- Northolt is one of the most deprived areas in the Borough according to the indices of multiple deprivation. This includes clusters of depravation around key estates such as Northolt Park and Yeadling Lane;
- **Housing:** Both areas contain a significant amount of social housing 24.2% in Northolt Mandeville and 34.5% in Northolt West End (the second highest ward in the Borough). Please see Appendix B (setting out the concentrations and location of social housing)
- **Crime:** In terms of crime in 2012 the area had 3069 TNOs combined. Northolt West End having the greater share with 1680 TNOs. Of note violent crime, in particular Domestic Violence has increased in Northolt there were 224 DV offences in 2012 and Assaults with Injury in where there were 200 offences.

Community Perspectives

- According to information from the ward forums the key issues affecting residents are:
  - **Traffic and transport** issues relating to the A40. This includes noise and pollution and the use of the road by heavy goods vehicles. The condition of the road is also an issue and damage caused by overuse by lorries;
  - Providing more **activities for young people.** Concerns that the lack of things for young people to do leads to increases in ASB. Other community safety concerns related to drug use and drug dealing on some of the estates and street drinking;
  - The closure of age concern and its potential impact upon **older people** living in the area;
  - The need for more **civic pride** initiatives/activities in the area. This is in part linked to the fact that there are no shopping centres or **areas of community focus** as there is in other parts of the Borough, or comparable current investment and development opportunities.
According to the VCS, engagement with local community organisations continues to be an issue. There are a large number of organisations operating in Northolt, providing a range of services to the local community. However there is a lack of focussed, coordinated communication and action between them, and a need to develop more consistency in direction for coordinated work between organisations operating locally.

Other challenges raised by those working in Northolt include:
- That the area is very distinct from Greenford and Perivale, areas which is often linked with;
- There may be a lack of awareness of funding opportunities by local groups. Compared to other areas fewer groups are actively seeking funding either at local or national level;
- There is a lack of community space in the area i.e. community centres. A significant amount of space belongs to local churches in the form of church halls. More needs to be done to increase access and make the most out of existing resources such as the community centres located on the areas estates.

The 2012 residents survey indicates that there is generally high satisfaction with the local neighbourhood with Northolt West End up 24% on 2010 to 72% and Northolt Mandeville despite a fall of 3% from 2010 84% of people are satisfied with their neighbourhood.

Both areas have high levels of community cohesion with 86% and 91% of people in Northolt West End and Northolt Mandeville respectively believing that people from different backgrounds get on well together.

However the survey would suggest some serious concerns in relation to feeling safe at night with 52% of people feeling safe at night in Northolt West End down 24% on 2010 and 62% of people feeling safe at night in Northolt Mandeville down 4% on 2010.

**Development Potential and partnership Project Opportunities**

**Community development**

- There are a range of activities for young people being provided in the area including:
  - The Kickz programme provided by Brentford FC community Sports Trust provides free regular constructive, sustained multi-sport and leisure activities delivered by professional sports coaches and youth workers aimed at young people seen as at risk of becoming involved in crime and ASB. The scheme is run locally on the Race Course estate and is actively supported by the areas safer neighbourhoods team;
  - The get hooked on fishing project based at Northala fields uses angling as means in which to engage young people. Focusing on communities with high levels of social and economic need the project aims to reach out to troubled young people or those with specific needs;
  - The Ealing Youth Service holds a range of support projects for children aged 13-19 working in the children's centres and youth clubs in the evenings, and doing outreach work. Locations used include the Ken Acock Centre, Rectory park and Limetrees;

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10 Grand Union Village: representing the Greenford, Northolt and Perivale Federation.
During the summer in 2012 the Northolt Mandeville ward forum supported the ‘Rolling Base’ mobile bus. It provided activities for around 190 young people on Islip Manor and the Northolt Park estate.

- There may therefore be a development opportunity around raising awareness of the activities for young people currently being provided in the area for both those who would potentially be involved i.e. young people and those concerned that not enough is being done in this area i.e. local residents;
- In addition these activities would benefit from a more coordinated delivery either from a grassroots perspective through local VCS organisations or more widely through service providers such as the council.

- The area contains eight of the Boroughs schools, including six primary schools and two secondary schools as well as three children’s centres. These facilities provide access points for community engagement and development. There may be opportunities to develop links between these community facilities and partner activities and support activities that are currently being provided.

- RAF Northolt is located just over the border in Hillingdon. Representatives from all three of the branches of the armed forces are based there and a number of personnel live in the Northolt area.
- Representatives from the base have attended the ward forum in Northolt Mandeville and as part of wider work around the community covenant have been in contact with the LB Ealing Policy and Performance Team in conjunction with the local Community Covenant, to discuss building better links between the base and the Borough.
- Again, one of the areas discussed was the provision of more activities for young people in Northolt. Developing the relationship between local community groups and those organisations working with young people and the base is therefore likely to be beneficial, as well as the potential to increase greater cross Borough working with Hillingdon. There is also the opportunity to link any work in this area to Community Covenant funding opportunities - £30 million linked to for the development of projects between the community and armed forces.

- The London Borough of Hillingdon is currently running the ‘Pride of Place Campaign’. Over the next two years the campaign will be touring the Borough with a series of events, meetings, activities and the chance to vote for community projects to be turned into reality through the Chrysalis programme. The Campaign is currently in the process of being rolled out in the adjacent wards to Northolt West end. As developing a greater sense of civic pride has been identified as an key issue through the areas ward forums there is an opportunity to potentially work with Hillingdon to develop projects around ‘civic pride’. This is area that all partners on the LSP could be involved in.

Crime and Community Safety

- The area consists of two safer neighbourhood team (SNT) wards, in which the crime picture differs in respect of the level of DV and youth related violence. Northolt West End in particular has DV and Youth Violence challenges, with higher rates than in East Acton;

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11 The programme provides capital for projects including renovations of community/public facilities, play equipment in parks and sporting facilities.
• The Safer Neighbourhood Cluster has identified opportunities to increase youth activity with Kickz (see above), as well as a have more Estate-based focus, which links in with the council's developing approach to Estates.
• In terms of overall crime, the Cluster is using the 'Simple 2 Start' approach to tackle areas with high burglary rates and is increasing the number of Neighbourhood Watch Schemes.
• An emerging Outhouse issue has also been identified and work is beginning with Ealing Council to adopt a joint approach as this could lead onto an increase in a hidden population with associated crime and ASB;
• In the absence of clear town centres, a significant retail or business hub, or planned major regeneration, it is likely that local crime and community safety work would focus on Estates, Youth, DV, and problem solving hotspots;
• The LSP has an opportunity to actively support collaboration between projects and organisations in crime reduction activities, strengthen coordination and delivery and explore potential links with wider partnership activities.

Regeneration and Economy

• The Rectory Park estate is currently redeveloped. As one of the key housing estates located in the area the redevelopment presents an opportunity to actively engage with the community and develop further links with LSP partner activities.

• With high levels of income deprivation, high unemployment, low skills base, high benefit dependency and large percentage of social housing, Northolt is likely to be significantly affected to the changes to the welfare system. There will be a need for coordinated and targeted work supporting residents into employment and/or developing new skills. The area would benefit from involvement with LSP projects relating to welfare reform and the wider focus on prosperity looking at the potential for supporting the local economy through social enterprise development and business engagement.
Analysis and Recommendations

- East Acton as an area has a number of similar challenges and opportunities that have been important in enabling the Southall project to bring partners together to drive positive change, notably:
  - The significant redevelopment taking place around Park Royal and Old Oak Common, and other existing and planning regeneration activity in surrounding parts of Acton, which will involve investment into the area, as well as providing a focal point for LSP partners and a clear point of contact for engagement with the community;
  - The active and growing community sector supported by a range of VCS organisations within the wider area. It will therefore be easier to engage and involve both the community and the organisations that work closer with them in a meaningful and coordinated manner;
  - The number of clear issues that will benefit from a partnership approach to problem solving in ways similar to that used in Southall.

- Information would indicate that East Acton is a better fit in terms of developing an area based project similar to that currently underway in Southall.

- Northolt has significant challenges and opportunities that would be suited to partnership development; however, the nature of these seems less suited to a partnership project in the style of the work previously done in Southall, and any work in Northolt would need a different, and probably longer term focus.

- Priority challenges to a partnership project are:
  - The need for a more coordinated community sector. The current fragmented nature of the sector would potentially make involvement and engagement difficult. There is also a risk that organisations or sections of the community could remain unreached;
  - The lack of clear focal point around which all LSP partners will be able to engage with. There are pockets of regeneration, or problem-solving activity underway, such as the rectory park redevelopment or work to tackle entrenched issues such as high levels of domestic violence, however these can be seen either to be related to specific areas with the wards or, in themselves, not of wide enough scope to include all LSP partners.

- It is suggested that Northolt could however benefit from ‘pre-project support’ around assisting the development of more robust community infrastructure and focusing on work targeted at specific poverty and prosperity initiatives, or other specific challenges such as greater collaboration in tackling domestic violence. If successful, a wider area-based project in the area could be re-explored in 18-24 months’ time.

Next Steps: Options

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<thead>
<tr>
<th>Option</th>
<th>Resource</th>
<th>Advantage</th>
<th>Disadvantage</th>
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<tbody>
<tr>
<td>To develop an area based project in East Acton and pre project development work in Northolt</td>
<td>High</td>
<td>Potentially the best fit for the two areas. The evidence would suggest that whereas East Acton is currently in a good position to benefit from an area based project, Northolt is in need of some grass roots development</td>
<td>Measures would need to be put in place to ensure that the pre project development work is constructive, meaningful and linked to a clearly defined timescale. Challenges in resources project work in both areas - potential risk of dilution of project support resource to</td>
</tr>
<tr>
<td>To develop an area based project in East Acton only</td>
<td>Medium</td>
<td>Focused resource for project support. This is likely to have a greater impact upon local issues and increase the rate of delivery.</td>
<td>Northolt would remain an area with significant issues and limited investment.</td>
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<tr>
<td>To develop an area based project in Northolt only</td>
<td>Medium</td>
<td>As an area Northolt is viewed by some as in need of focus and investment. A significant amount of resource devoted to coordinating activity in the area is likely to have a beneficial effect on those people living there.</td>
<td>The evidence would suggest that the area is in need of substantial community infrastructure development for the full benefits of an area based project to be realised. Though the input of resources is likely to have a positive effect, the impact may be limited in the short term and may be less significant than in other areas, including East Acton, for similar resource commitment.</td>
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<tr>
<td>To run an area based project in both areas</td>
<td>Very High</td>
<td>Both areas would benefit from resource and support. No-one area could be seen as favoured over the other. A greater number of residents and organisations may benefit.</td>
<td>Resourcing would be an issue, both in funding and time. The impact on both areas is likely to be reduced. The evidence would suggest that East Acton is in a more immediate position to benefit from an area based project.</td>
</tr>
<tr>
<td>Not to run an area based project or pre project development work in either area</td>
<td>Low</td>
<td>Instead of taking an area based approach resource could possibly be devoted to other projects, or specific issues in both areas such as domestic violence in Northolt or around the Park Royal City redevelopment in East Acton.</td>
<td>Opportunities to coordinate and build on strengths of existing investment and work would be lost. Evidence from the current project in Southall would indicate that an area based approach is of high benefit to a local area in terms of community involvement, events, investment and key quality of life indicators.</td>
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