



**JOIN US IN
EALING**

Leader's Foreword



“Our ambition is huge, and we have a clear plan around how we will deliver.”

Our mission as a council is simple. We want to ensure every family has a decent living income and can afford a genuinely affordable home. That everyone can live a long, happy and healthy life, in communities full of pride and identity. Where every child can reach their potential and achieve their dreams.

We developed a very clear and ambitious Council Plan to help us deliver on this mission and have appointed a completely new council leadership team to help, a team that is instilling a more open, transparent and inclusive culture, a team that is clear and honest about the challenges ahead.

Our ambition is huge, and we have a clear plan around how we will deliver, and we are looking for equally ambitious individuals to add to our culture and to grow their careers whilst delivering on a wide-ranging agenda.

Councillor Peter Mason, Leader of the Council

Strategic Director's Foreword



Ealing is a council brimming with talent and ambition, and it's a really exciting time to be part of our organisation. We have a strong vision for the council that sees us committed to improving the lives of our residents by building strong and connected communities. The strategy and change directorate is at the heart of this change.

We want to better understand the lived experiences of our residents and build stronger connection within our communities, and we know our staff are our most valuable resource in achieving this.

Leadership in Ealing Council comes in many diverse forms, and we look beyond traditional job titles, socioeconomic privilege, or educational prestige, to understand lived experiences and connection with our communities.

For this reason, we encourage applicants from all backgrounds to apply. This includes candidates who have previously found it hard to be considered for other positions based on their qualifications, disabilities, personal background, or life events.

Working together with our communities we can identify our shared challenges and – most importantly – we can come up with local solutions that we can deliver together.

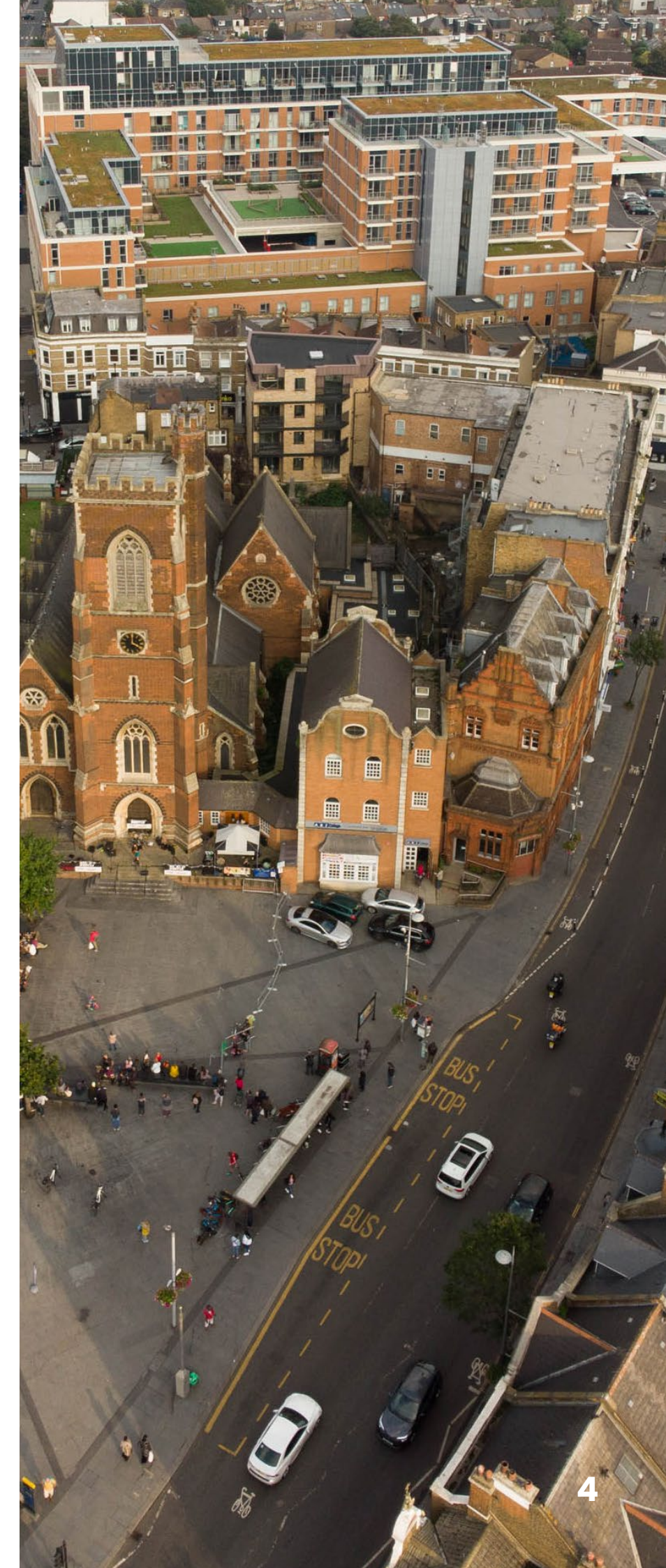
Amanda Askham, strategic director for strategy and change

Overview of the strategy and change directorate

The strategy and change directorate hold the levers of change. Our teams work across all services – supporting strategy, innovation and development as well as encouraging cross-council working to drive meaningful transformation across the organisation.

There are 4 strands to our work.

1. The directorate leads on developing the council's strategic and policy approaches to ensure that the organisation delivers the administration's priorities. Part of this work is to build a strong evidence base for policy development and decision making through data and insight.
2. We are responsible for delivering the council's connected communities vision and implementing this across all of our services, ensuring that communities are driving choices, investment and decision making in their own towns.
3. The communications team leads campaign work to celebrate the diverse communities across the borough and the work of the council, as well as managing our social media, press and public relationships, and our design and film offices.
4. And finally, we hold a range of corporate responsibilities, such as human resources and health and safety, which ensure that the council is an efficient, compliant and productive organisation – underpinning our fitness to practice across all directorates.



'Connected communities' – an explanation of our vision

As a council we are united around a vision that underpins the way we work across all our services. Our vision is to “massively increase social connection in the borough, giving everyone as much choice and power in their lives as possible – so that people can live happier and healthier lives and get what they need from each other.”

We know that people seek community, help and support from the people around them more than they will ever want council intervention. People in Ealing are already active in their communities and are making deep and lasting commitments to each other wherever they have capacity to do so.

We will always provide support for the most vulnerable, but we believe that by building community connection, less people will reach

crisis points and they will be able to get more of the support they want and need from each other, and in their communities.

In the future, we'll focus more on building community connections and less on delivering services ourselves. We have multiple opportunities to create the conditions for social connections to flourish. The job of parks staff, highways designers, towns planners, to name just a few, is built around relationships, and we have a powerful role to play in shaping the borough to support communities to become better connected.

We think we can do more to make this possible – by reframing the council's role as a facilitator, multiplier and amplifier of community strengths, diversity and connection.



Feedback from people across the borough's 7 towns who took part in our recent Your Voice Your Town engagement activity

"Touch people at the heart. Restore integrity. The council must be more accessible to people with ideas and to the voluntary sector. It's important to be able to get to the right people in the council, for example health teams; community engagement is lacking vision."

"I have an idea for a public health community interest company. I like to offer heavily subsidised wellness offers to families in need, but I'm not well connected in the community. I would like to be connected to local community groups."

"I am retired. I do a lot of activities in the community, so I guess I care about community facilities. I do Tai Chi and yoga parks are also very important to me because it's where I take my daily walk."

"I'm a local business owner. I run a pharmacy in Greenford. Collective community power is necessary. It's hard to keep up with all the individual initiatives but providing a space where we can all connect and talk about the key issues is really important. I care about the social outputs not just the financial outputs."

"We would like to use our community space to do more for the community. We are already hosting events but want to do more. Connecting with other groups who want to support young people would be welcomed. To set up a consortium. We would like funding to host more activities for the young, we're all DBS checked, and we are first aiders, but we don't have any funding. Alternatively, bid writing support would be welcomed."

"Don't ignore community projects that are successful – support them!"

A great council to work for

Borough leadership

Having one of the newest and most dynamic leader and chief executive partnerships in local government, Ealing Council is invigorated and is not hanging around to deliver its progressive and wide-ranging agenda.

With a new leadership team comprising of 6 directorates, the workforce is being liberated to connect, collaborate and create, and to experiment in new ways to deliver better outcomes for residents and businesses. The Council Plan provides a clear and compelling vision and set of objectives showing that Ealing is open for new business and investment, with 4,000 new genuinely affordable homes and 10,000 good new jobs to be delivered by 2026. There is no better time to join and further your career at Ealing.

Employee Benefits

- Generous holiday entitlement and other leave policies
- 24 hour employee helpline
- Secure pension benefits with protection for employees and family
- Various discounts in the borough and local businesses
- Hybrid working



A great borough to work in

Varied and dynamic economy

The London Borough of Ealing is home to over 19,000 businesses supporting circa 130,000 jobs, with a higher than London average percentage (over 93%) of micro businesses demonstrating the entrepreneurial spirit of the borough's workforce.

The borough is home to several major companies, such as Brompton Bicycles Greenford, joining Ferrero as an iconic UK brand, and major food producers such as Delifrance in Southall. With 367,000 residents and as London's third most populous borough, Ealing has a hugely talented local workforce in place.

Ealing has a rich heritage of film and media production with the world's oldest film studio, Ealing Studios based in central Ealing, its 1950s comedies are deemed to be some of the most enduring classics of British cinema. This heritage has helped attract the most technically advanced film production companies using cutting edge technologies, with Garden Studios alone providing 200,000 sq.ft of space in Park Royal.



Ambitions for Ealing

Council Plan 2022–2026

All Ealing employees are working together to deliver a clear and ambitious Council Plan, which is focused on the priorities of our residents, businesses, and other stakeholders. There are three cross cutting strategic objectives:

Creating good jobs – we want growth in Ealing to be inclusive, where people can both contribute to and benefit from growth and economic development. We want to create good quality jobs in our borough and deliver an ambitious programme of building more genuinely affordable homes.

Tackling the climate crisis – we will work to keep Ealing clean and green and take leadership in ensuring the borough we build is sustainable. We will take leadership on tackling the ramifications of the climate crisis, by aiming for the highest environmental standards as we grow new jobs and homes.

Fighting inequality – we want to create a borough where we work hard to address inequalities in all its forms, to ensure that no-one is left behind in terms of achieving their potential. Crime and antisocial behaviour is dealt with effectively so residents feel safe.

1.



Creating good jobs

2.



Tackling the climate crisis

3.



Fighting inequality

10 Priority areas

To meet the cross-cutting strategic objectives across a range of council activity, the Plan sets out the priority areas that are directly overseen by members of the council’s Cabinet to ensure these are delivered, bringing the entire organisation together to focus on the things that matter most to our residents.

For each priority area we set out the key promises and activities that will be delivered over the next 4 years by the council, its services and arm’s length organisations, and in our work with partners. We also set out an additional priority which is to make sure that Ealing is a well-run council that works with communities.

1



Tackling
crime and
antisocial
behaviour

2



Climate
action

3



Healthy
equal lives

4



A fairer start

5



Decent living
incomes

6



Inclusive
economy

7



Safe and
genuinely
affordable
homes

8



Good growth
and new
homes

9



Thriving
communities

10



Organisational
priorities



KEY

EXISTING FEATURES

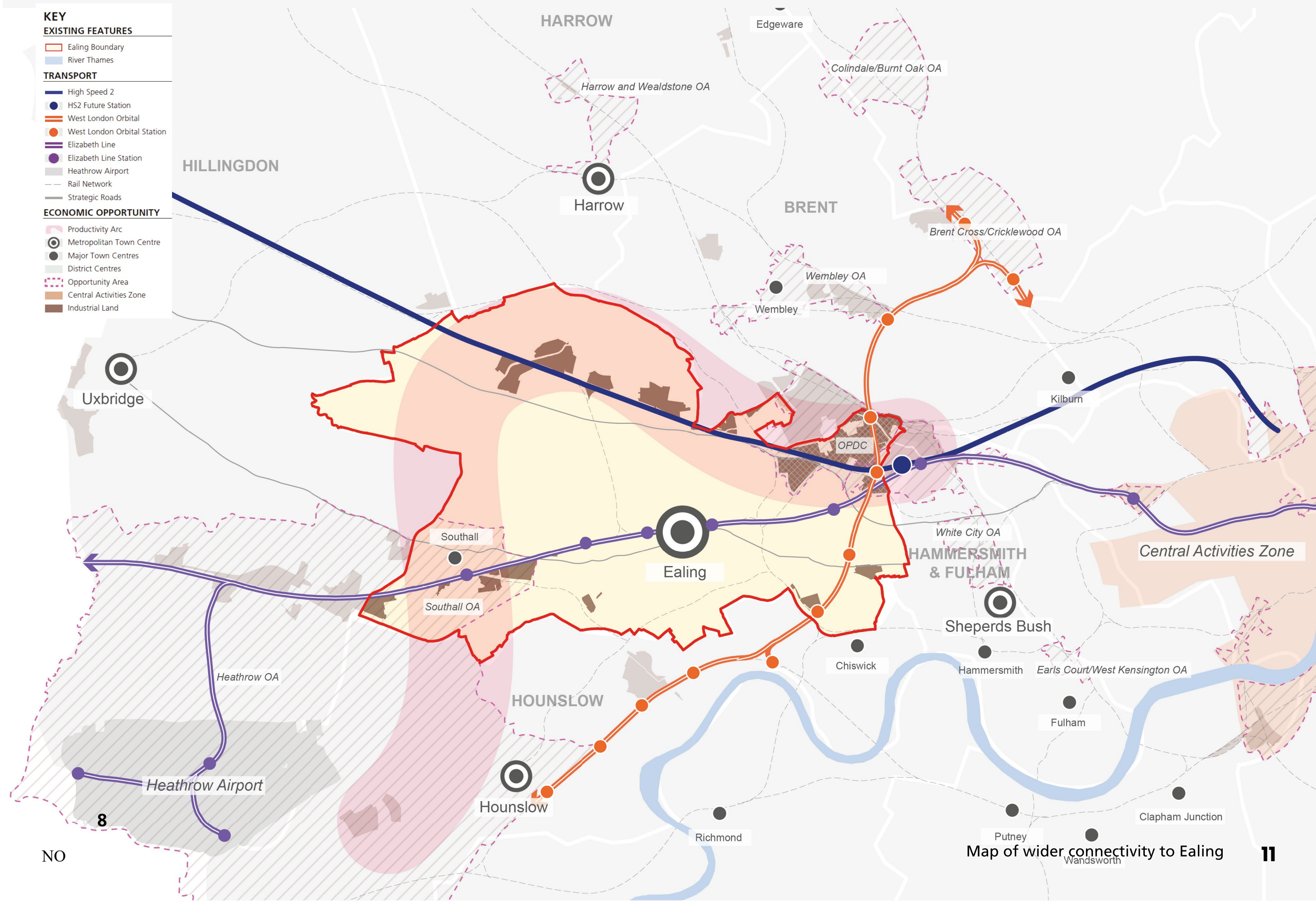
- Ealing Boundary
- River Thames

TRANSPORT

- High Speed 2
- HS2 Future Station
- West London Orbital
- West London Orbital Station
- Elizabeth Line
- Elizabeth Line Station
- Heathrow Airport
- Rail Network
- Strategic Roads

ECONOMIC OPPORTUNITY

- Productivity Arc
- Metropolitan Town Centre
- Major Town Centres
- District Centres
- Opportunity Area
- Central Activities Zone
- Industrial Land



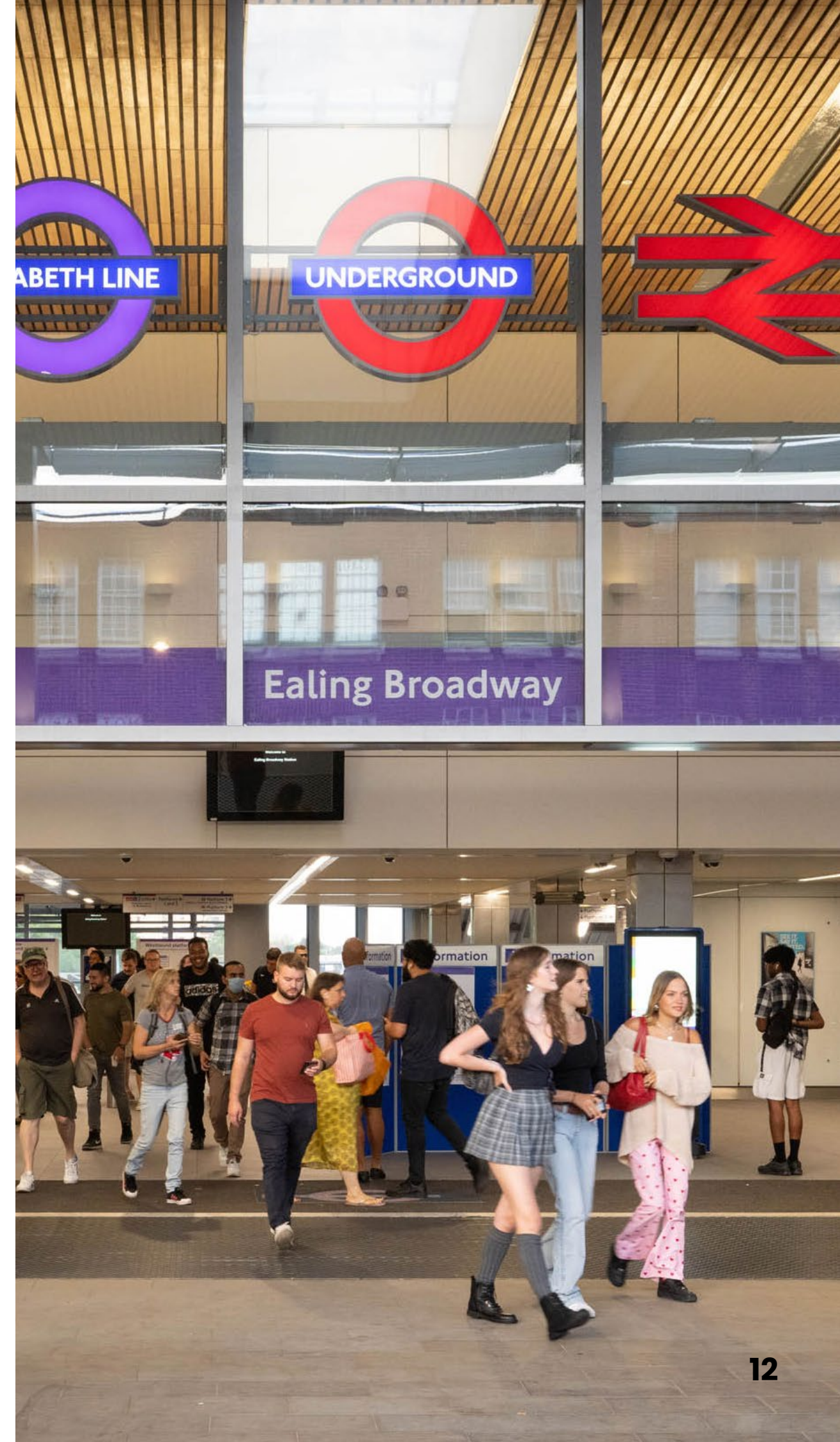
Getting to Ealing

Ealing is one of the best-connected places in the UK, and this will keep improving with ambitious plans to invest heavily in active travel projects and help unlock new transport infrastructure for the capital.

It has two national rail lines and three underground lines via the Central, Piccadilly and District lines and is strategically situated along the A4/M4 corridor, linking central London with the UK and beyond through Heathrow Airport. Hosting the UK's largest regeneration zone, the borough will directly connect to London's High-Speed 2 terminus opening at Old Oak Common in the early 2030s, welcoming people to Ealing from the north.

Ealing has five Elizabeth line stations linking with Reading and Heathrow in the west to Shenfield in the east via central London. The journey time from Ealing Broadway to Bond Street is now just 11 minutes, to Liverpool Street 18 minutes, to Canary Wharf 25 minutes and to Heathrow Airport 15 minutes.

The council is supporting the creation of the West London Orbital Railway, underused rail lines that would connect Ealing with Hounslow and Hendon to the west and West Hampstead in the north.



Contact us

For further information

If you would like an informal conversation about this exciting role or more information about Ealing, please email **Amanda Askham**, strategic director strategy and change

seniorrecruitment@ealing.gov.uk