



# EALING COMMUNITY REVIEW PANEL

Handbook 2025

FRAME PROJECTS

In partnership with  
Ealing Council

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# CONTENTS

|   |                          |   |    |                       |    |
|---|--------------------------|---|----|-----------------------|----|
| 1 | Introduction             | 3 | 10 | Briefing and training | 10 |
| 2 | Panel composition        | 4 | 11 | Review agendas        | 11 |
| 3 | Role of the panel        | 5 | 12 | Panel reports         | 12 |
| 4 | Panel remit              | 6 | 13 | Panel charges         | 13 |
| 5 | Independence and probity | 7 | 14 | Panel membership      | 13 |
| 6 | Freedom of information   | 7 | 15 | Confidentiality       | 14 |
| 7 | Types of meetings        | 8 | 16 | Conflicts of interest | 15 |
| 8 | Expenses                 | 9 | 17 | Key references        | 16 |
| 9 | Meeting dates            | 9 |    |                       |    |

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# 1. INTRODUCTION

Ealing is a unique borough, located where the Thames Valley meets metropolitan London. It is the third-largest London borough in terms of its population and is one of the country's most ethnically diverse communities. Ealing has a dynamic and robust economy, with excellent transport links with central London and the rest of the UK, as well as direct connections to Heathrow Airport.

Ealing is expected to experience substantial growth over the next ten years. The borough is part of two growth corridors established by the London Plan: Elizabeth Line East-West and High-Speed 2 / Thameslink. It will also be home to five Crossrail stations.

The Old Oak and Park Royal Opportunity Area is also a significant development partially in the borough. The London Plan estimates this area will create 25,500 homes and 65,000 job opportunities. Southall, also identified as an Opportunity Area, is expected to provide 3,000 jobs and 9,000 new homes.

The London Plan has identified three town centres in the borough (Ealing, Southall and Acton) as Strategic Areas for Regeneration. Development in these areas will provide new homes, jobs, transport infrastructure, schools, healthcare facilities, open space, public utilities and other community and recreational facilities. The London Plan has also set a housing target for the borough of over 21,000 new homes by 2029.

The borough further has 3 Strategic Industrial Locations (SIL): Great Western; Northolt, Greenford, Perivale; and Park Royal. These are areas identified by the London Plan for industrial, logistics and related uses. SILs are given strategic protection because they are critical to the effective functioning of London's economy.

Ealing Council's Local Plan builds on the strategies set out in the London Plan, to set out more detailed planning guidance and policies for the borough. The council is clear about supporting high-quality sustainable growth. The Ealing Development Management DPD, adopted in December 2013, includes Policy 7B: Ealing Local Policy - Design Amenity. This states that 'New development must achieve a high standard of amenity for users and for adjacent uses by ensuring high-quality architecture'.

Ealing Council wants to make sure that both current and future residents and businesses benefit from the significant growth of housing and employment planned in the borough. Through the Community Review Panel, the council wants to give a voice to local people, in the design of developments in their area. This will be in addition to statutory consultations on planning policies and applications. This Handbook sets out the way the Community Review Panel will support Ealing's planning process to achieve these aims.



Tillerman Court, Greenford Quay, HTA Design © Ealing Council

## 2. PANEL COMPOSITION

The Ealing Community Review Panel brings together people with a passion for and knowledge of Ealing. Community Review Panel members are chosen to:

- bring a strong understanding of Ealing, the way it works, its history and its inhabitants
- provide positive advice from a community perspective on proposals for development and change
- advise on the needs of existing and new residential and business communities

Membership of the panel will be reviewed after the first year of operation, so that panel members have the opportunity to decide if they want to carry on being involved, and Ealing Council can assess whether the panel is performing its intended role effectively.

The panel is chaired by Daisy Froud, a consultant and strategist specialising in brief-development and participatory design.



The Green Quarter, Gillespies © Rob Parish



### 3. ROLE OF THE PANEL

The Ealing Community Review Panel provides local views and recommendations to the Council at key stages of the planning process.

The Community Review Panel plays an advisory role in the planning process. It is for Ealing Council to decide what weight to place on the panel's comments and recommendations – balanced with other planning considerations. Applicants should consult planning officers following a review to agree how to respond to the panel's advice.

If any comments made by the Community Review Panel require clarification, it is the responsibility of the presenting team, whether project promoters or Ealing Council officers, to draw this to the attention of the panel chair (if during the meeting) or the panel manager at Frame Projects (if the report of the meeting requires clarification).



Acton Gardens Liberty Quarter © Countryside Developments



## 4. PANEL REMIT

The Ealing Community Review Panel has been established to support Ealing Council in achieving high-quality design and placemaking that reflects the priorities of local people. It performs a public role and the Handbook for the panel is therefore published on Ealing Council's website, including the names of the panel members. However, the individuals in the panel do not perform a representative role, on behalf of a local amenity society, for example. They are not required to have professional skills or experience. They are appointed to contribute their personal experience of living or working in Ealing.

The panel will provide independent advice to the planning authority as a 'critical friend' to support the delivery of high-quality development in Ealing.

Ealing Council is likely to refer schemes to the Community Review Panel at an early design stage to ensure that local priorities and concerns can inform the design process. Advice is likely to be most effective before a scheme becomes too fixed. Early engagement with the Community Review Panel will help test and understand the appropriateness of the proposals to the area, and the needs of its communities.

The panel considers significant development proposals in the Ealing area. Significance is not necessarily only related to scale – but may also fall into the following categories.

### **Significance related to size or use, for example:**

- large buildings or groups of buildings
- infrastructure projects such as bridges or transport hubs
- large public realm proposals
- masterplans, design codes or design guidance

### **Significance related to site, for example:**

- proposals affecting sensitive views
- developments with a major impact on their context
- schemes involving significant public investment

### **Significant social infrastructure, for example:**

- schools or other education buildings
- parks and open spaces
- streets, cycle and footpaths
- public buildings, for example libraries
- arts and cultural projects

As with standard pre-application procedure, community review advice before an application is submitted remains confidential with the applicant and the planning authority. This encourages applicants to share proposals openly and honestly with the Community Review Panel – and ensures that they receive the most useful advice.

Once an application has been submitted, the Community Review Panel's comments on the submitted scheme are available to the public.



## 5. INDEPENDENCE & PROBITY

The Ealing Community Review Panel is facilitated on behalf of Ealing Council by Frame Projects, an external consultancy. The council has appointed Frame Projects to manage the panel, and to maintain its independence. This means that review meetings are arranged and managed by Frame Projects staff, and the panel is chaired and the discussion managed by Daisy Froud, who is employed on a consultancy basis by Frame Projects. All reports and formal recommendations are written by the Community Review Panel manager, and issued with the approval of the chair, with no prior approval from Ealing Council.

The processes for managing the Community Review Panel, the appointment of panel members, including the selection of the chair, and the administration of meetings are agreed in partnership with Ealing Council.

Panel members are required to keep confidential all information acquired in the course of their role on the panel, with the exception of reports that are in the public domain.

Further details are provided in the confidentiality procedure included in Section 15.

## 6. FREEDOM OF INFORMATION

As a public authority, Ealing Council is subject to the Freedom of Information Act 2000 (the Act). All requests made to Ealing Council for information concerning the Community Review Panel will be handled according to the provisions of the Act. Legal advice may be required on a case-by-case basis to establish whether any exemptions apply under the Act.



Hoover Building © Diamond Geezer, Flickr

# 7. TYPES OF MEETINGS

## COMMUNITY REVIEWS

A Community Review Panel meeting will be held for major development proposals, masterplans, significant planning policy or guidance documents. Review meetings will take place from outline design stage onwards, so that the panel can provide advice to the scheme promoter and to Ealing Council.

All members of the Community Review Panel including the chair, will be invited to attend. Ealing officers and appropriate stakeholders may also be invited to attend and asked to give their views after the scheme has been presented.

Community Review Panel meetings will usually take place at a stage when a client and design team have decided their preferred option for development of a site, and have sufficient drawings, models, etc. for a comprehensive discussion. There will often be a second pre-application review, to provide an opportunity for the panel to comment on more detailed design matters before a planning submission.

The scheme will be presented by a member of the design team, normally the lead architect, following a brief introduction by the client. Presentations may be made with drawings or PowerPoint and models as appropriate.

A typical Community Review Panel meeting will last 120 minutes: 5 minutes of introductions; 10 minutes briefing by planning officers; 30 minutes presentation by the design team; 65 minutes discussion; 10 minutes summing up by the chair. Large projects may be split into smaller elements for the purposes of review, to ensure each element receives a fair share of discussion time, e.g. schemes with several development plots.

## ANNUAL MEETINGS

To support the Community Review Panel's role in the planning process, annual meetings will be arranged to provide an opportunity for reflection amongst the group on emerging themes and issues. This will also provide an opportunity for the Council to provide feedback on the impact of the panel's advice on schemes reviewed. Annual meetings will be facilitated by the Community Review Panel chair, and all panel members will be invited to attend.

## DEVELOPMENT SESSIONS

Training will be provided to equip panel members with the skills required to understand and constructively input to the review meetings. Development sessions may take a variety of formats, beginning with a panel induction meeting, and with potential to provide training on other areas such as: sustainable design, landscape design or more practical issues including how to read and interrogate architectural drawings. Topics will be identified with input from the panel members.



## 8. EXPENSES

Ealing Community Review Panel members are entitled to claim reasonable expenses for travel to review meetings and other costs incurred to attend meetings. Frame Projects will provide an expense form that should be completed and sent to the Community Review Panel manager with receipts or other evidence of expenditure before the next panel meeting.



Pitzhanger Manor and Gallery © Wikimedia Commons

## 9. MEETING DATES

One Community Review Panel meeting is provisionally scheduled every month. These may be used to review development proposals, or for an annual meeting or development session. Meetings may also be required to provide advice on non-application matters such as planning policy development.

The panel will meet between 18.30 and 20.30 on a Tuesday evening. The following dates are currently set for Ealing Community Review Panel meetings in 2025:

- 28 January
- 25 February
- 25 March
- 22 April
- 27 May
- 24 June
- 29 July
- 30 September
- 28 October
- 25 November
- 16 December



Governance meeting © Frame Projects

## 10. BRIEFING & TRAINING

All Community Review Panel members are required to attend an induction meeting before taking part in review meetings. This includes briefings on the context in which development is taking place, and on the schemes likely to be reviewed. It also includes briefing on the panel's role, how it will be governed, and on practical arrangements.

Development sessions will be arranged for the panel on request, after discussion with members. This will be provided by professionals, who can also be called on by the Community Review Panel to provide additional briefing at review sessions, to ensure that the panel has all the information it requires.

The induction meeting and annual meetings provide opportunities to discuss the wider needs of panel members, including training needs, to ensure that they can fulfil their roles effectively.





# 11. REVIEW AGENDAS

Agendas will be issued to panel members in advance of each meeting. The agenda, and its contents, are confidential and should only be read by members of the panel.

For full Community Review Panel meetings, a detailed agenda will be provided that includes notes on the planning context, details of the project to be considered, the applicant and consultant team, and those presenting the project, as appropriate.

A scheme description provided by those presenting to the panel will set out factual information about the project. Key plans and images will also be provided to help to give a sense of the scope and nature of the project under review.

Where a project returns for a second or subsequent review, the report of the previous review will be provided with the agenda.



The Green Quarter, Gillespies © Rob Parish







Acton Gardens Estate © Levitt Bernstein

## 12. PANEL REPORTS

During a Community Review Panel meeting the panel's manager, Frame Projects, will take notes of the discussion to form the basis of a report. Reports will be drafted, approved by the panel chair and issued within 10 working days. The report summarises the comments and advice provided by the Community Review Panel and clearly sets out specific recommendations.

At pre-application stage, reports will provide clear advice on the appropriateness of the proposals to the area, and the needs of its communities. This may assist Council officers in negotiating improvements.

The Community Review Panel has an advisory role in Ealing Council's planning process, and the project team should consult planning officers following a review to agree how to respond to points raised in the report.

The report at this stage is not normally made public and is shared only with Ealing Council, the applicant and design team, and any other stakeholders that Ealing Council has involved in the project.

Once planning applications are submitted, the report may provide guidance to Ealing officers in reviewing the planning application with regard to community views.

If the proposal is reviewed at an application stage the report will be a public document kept within the proposal's case file and published on Ealing Council's website. Where the final review of a scheme takes place at a pre-application stage, the report of this meeting may also be made public once an application is submitted.

## 13. PANEL CHARGES

Applicants are referred to the Community Review Panel by LB Ealing as an external service and fees are paid by the applicant to Frame Projects for delivering this service.

The current charge for an Ealing Community Review Panel meeting is:

- Community Review Panel meeting            £4,675 + VAT

The meeting charge includes a contribution to a pool which is used to fund development and training sessions for panel members, and future panel recruitment.

The cost of venue hire, if required, would be in addition to the charge above.

Payment should be made by the applicant in advance of the review, and the review may be cancelled if payment is not received five days in advance of the meeting. Full details of payment will be provided when an invitation to present to the panel is confirmed.

Where a scheduled review is subsequently cancelled or postponed by the applicant, an administrative charge will be applied:

- 50% of full cost : less than two weeks before the review
- £800 + VAT : between two and four weeks before the review

## 14. PANEL MEMBERSHIP

### Chair, Daisy Froud

Daisy Froud is a consultant and strategist specialising in brief-development and participatory design. Daisy has extensive experience serving on design review panels across London and currently serves on the LB Barking & Dagenham and GLA panels, regularly chairing the latter. Daisy is a Teaching Fellow at The Bartlett School of Architecture, where she lectures on the history and theory of spatial politics.

### Community Review Panel members

|                     |                     |
|---------------------|---------------------|
| Akram Ahmad         | Heenal Ghedia       |
| Maxim Bagdasarian   | Yasmin Gilani       |
| Dionne Bimpong      | Rajni Jarrett       |
| Quentin Bryar       | Aleksandra Masiuk   |
| Rosita Caspersz     | Wiola Parzych       |
| Svetlana Chekmasova | Caro Sanders        |
| Yvette Cummings     | Jessica Tulasiewicz |
| Amaya Eastman       | Anne Westhenry      |
| Dominic Field       | Jan Wozniak         |



## 15. CONFIDENTIALITY

The Ealing Community Review Panel provides a forum for advice and guidance to be provided at an early stage in projects, before proposals are public, and when advice can have the most impact. Confidentiality is therefore very important.

1. Panel meetings are only to be attended by the panel's members, Ealing Council officers, and officers from stakeholder organisations involved in the project, as well as the applicant and their design team. If anyone else attends, it must be approved by the Community Review Panel manager, Frame Projects.
2. Members of the Ealing Community Review Panel will keep confidential all information provided to them as part of their role on the panel, and shall not use that information for their own benefit, nor disclose it to any third party (with the exception of reports that are in the public domain – see points 5 and 6).
3. The Ealing Community Review Panel's advice is provided in the form of a report written by Frame Projects, containing key points from the panel's discussion. If any applicant, architect or agent approaches a panel member for advice on a project subject to review (before, during or after), they should decline to comment and refer the inquiry to the panel manager, Frame Projects.
4. Following the meeting, the Community Review Panel manager writes a draft report, circulates it to the chair for comments and then makes any amendments. The panel manager will then distribute it to all those who attended the meeting.
5. If the proposal is at a pre-application stage, the report will not be made public and will only be shared with Ealing Council, the applicant and design team, and any other stakeholder bodies that Ealing Council has involved in the project.
6. If the proposal is reviewed at an application stage the report will be a public document kept within the proposal's case file and published on Ealing Council's website. Where the final review of a scheme takes place at a pre-application stage, the report of this meeting may also be made public once an application is submitted.
7. If a panel member wishes to share a final report with anyone, they must seek approval from the Community Review Panel manager, who will confirm whether or not the report is public.





# 16. CONFLICTS OF INTEREST

Following the selection of Community Review Panel members, each potential panel member will be asked to fill out a Declaration of Interest form. The form will identify if there are any conflicts which may preclude an individual's participation in the Community Review Panel.

An individual may be conflicted from becoming a panel member if they have a financial, commercial or interest in participating in the Ealing Community Review Panel.

Once the panel is fully established, to ensure the integrity and impartiality of advice given by the Ealing Community Review Panel, potential conflicts of interest will be checked before each panel meeting. The following process will apply:

1. All panel members are required to declare any conflicts of interest.
2. Panel members are notified of the scheme coming before the panel at least a week in advance. At this time panel members should check the meeting information provided and declare any possible interest in a project to Frame Projects.
3. The Community Review Panel manager, Frame Projects, in collaboration with the panel chair and Ealing Council officers, will determine if the conflict of interest is of a personal or prejudicial nature – that is, whether it will prevent the panel member from giving impartial advice.

4. In general, a panel member should not attend a review meeting if they have:

a financial, commercial or professional interest in a project that will be reviewed, its client and / or its site;

a financial, commercial or professional interest in a project, its client and / or a site that is adjacent to the project (not including a panel member's own home) that will be reviewed or upon which the project being reviewed will have a material impact;

a personal relationship with an individual or panel involved in the project, or a related project, where that relationship prevents the panel member from being objective.

5. If it is deemed that a conflict of interest is of a prejudicial nature, the panel member should not take part in reviews for the proposal. They should also not take part in private discussions of the project and should not be in the room during the discussion of the project.
6. If it is deemed that a conflict of interest is personal, but not prejudicial, the panel member may be allowed to participate in the review. In this situation, the interest will be noted at the beginning of the review, discussed with the presenting teams and formally recorded in the review report.
7. Councillors and council employees are not eligible to be panel members.



# 17. KEY DOCUMENTS

## London Borough of Ealing

### Development Core Strategy DPD

[www.ealing.gov.uk/info/201166/development\\_core\\_strategy\\_dpd](http://www.ealing.gov.uk/info/201166/development_core_strategy_dpd)

### Development Sites DPD

[www.ealing.gov.uk/info/201164/local\\_plans/1491/development\\_sites\\_dpd](http://www.ealing.gov.uk/info/201164/local_plans/1491/development_sites_dpd)

### Development Management DPD

[www.ealing.gov.uk/info/201164/local\\_plans/1511/development\\_management\\_dpd](http://www.ealing.gov.uk/info/201164/local_plans/1511/development_management_dpd)

### Ealing's Biodiversity Action Plan

[www.ealing.gov.uk/downloads/download/575/ealing\\_bap](http://www.ealing.gov.uk/downloads/download/575/ealing_bap)

## Ealing's Air Quality Action Plan

[www.ealing.gov.uk/downloads/download/456/air\\_quality\\_action\\_plan](http://www.ealing.gov.uk/downloads/download/456/air_quality_action_plan)

## Greater London Authority

### Mayor of London, London Plan

[www.london.gov.uk/what-we-do/planning/london-plan/new-london-plan/london-plan-2021](http://www.london.gov.uk/what-we-do/planning/london-plan/new-london-plan/london-plan-2021)

### Greater London Authority Good Growth by Design Outline

[www.london.gov.uk/sites/default/files/good\\_growth\\_web.pdf](http://www.london.gov.uk/sites/default/files/good_growth_web.pdf)

## National Planning Policy Framework

[www.assets.publishing.service.gov.uk/media/675abd214cbda57cacd3476e/NPPF-December-2024.pdf](http://www.assets.publishing.service.gov.uk/media/675abd214cbda57cacd3476e/NPPF-December-2024.pdf)



Northala Fields, LDA Design © Toby Smith

