



WEST LONDON  
HOUSING  
PARTNERSHIP.

## WEST LONDON PRIVATE SECTOR HOUSING GROUP

Strategic Action Plan  
2008 – 2011



This document sets out the aims of the Private Sector Housing Group in a comprehensive Strategic Action Plan that will assist in the monitoring and delivery of the West London Housing Strategy and overarching vision of the West London Housing Partnership.

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## Context

The West London Housing Partnership consists of the 7 West London boroughs: Brent; Ealing; Hammersmith & Fulham; Harrow; Hillingdon; Hounslow, and the Royal Borough of Kensington and Chelsea. The purpose of the Housing Partnership is to work together to meet the housing strategy objectives of the member boroughs. The 7 boroughs have been working in partnership since 2004 and now have a number of joint projects operating across the West London sub region.

The West London Housing Strategy set out a 10-year vision for housing in West London by 2012, identifying the over-arching aims of the seven boroughs that comprise the West London Housing Partnership. Within this, it also set out the key actions that needed to be taken to:

- Increase housing provision,
- Deliver more affordable housing,
- Improve housing standards, and
- Build sustainable communities.



In addition to the sub-regional strategy, the West London Housing Partnership endorsed a new over-arching vision for the 7 West London boroughs working collaboratively on housing issues: These are to;

- lobby for the interests of the sub-region on housing issues;
- develop collaborative working across the sub region, and between boroughs;
- improve provision of housing services in West London through sharing knowledge, expertise and resources, undertaking joint ventures
- where this is beneficial, and maximizing additional resources wherever possible.
- develop an excellent understanding of housing demand, needs and conditions across West London, and an understanding of how this relates to wider housing markets.

The Private Sector Group's first Action Plan, covering the period 2005 – 2008, considered the challenges and opportunities facing the sub region, mainly with the introduction of new powers under the Housing Act 2004 and the drive to meet decent homes targets for the private housing sector.

- The Mayor of London has produced a Draft Housing Strategy, which comprises:
- Policies to increase housing supply to better meet Londoners' needs and improve the quality of London's homes
- A Strategic Housing Investment Plan, setting out the objectives and priorities for public investment in housing for 2008 – 2011
- A delivery plan



Following the devolution of responsibility for the housing strategy and the broad direction of public housing investment in London from Whitehall to the Mayor, boroughs will be expected to align their housing strategies with the London Mayor's Housing Strategy. This makes it imperative that the work of the West London Housing Partnership also reflects the ambitions of the Mayor's Housing Strategy.

Evidently, the role of the private rented sector in West London has changed significantly since the last WL Private Sector Housing Strategy was produced in 2005. Increasing house prices and limited access to social housing means that the private rented sector has become the 'tenure of choice', for most people seeking accommodation in West London and other parts of the region.

Linked to this, a major independent review to improve the private rented sector has been commissioned by the Housing and Planning Minister, Yvette Cooper, to look at what problems tenants and landlords face and what works well in the sector. It will particularly seek to review the increasing number of buy-to-let accommodation and student tenants has impacted on the private rented sector, the quality of homes and who the users of the sector are. It will also examine the impact of demographic and social change on the future demand and supply in the sector.

The 2008-2011 West London Private Sector Housing Action Plan, seeks to build on the success of the first Action Plan and imbibe the over-arching vision of the WLHP; while taking up new opportunities presented by the Mayors Housing Strategy, new Decent Homes Standards and action to reduce numbers in temporary accommodation through the use of private rented sector stock. The 2008-2011 West London PSH Action Plan will also be used to inform inward investment for sub-regional private sector housing initiatives. This is our Strategic Action Plan for the delivery of private sector housing services across West London.



## Our Achievements with the Private Housing Sector - 10/10

1. Securing inward investment of £9million into the sub-region through central government funding streams and private partnerships.
2. Completion of the West London Heatstreets Energy Efficiency Project resulting in 18,000 properties benefiting from energy efficiency measures in West London.
3. 2,000 properties improved with heating installations, through the award winning West London Warmzone Project.
4. 322 empty properties improved and brought back into use, with local authority nomination rights.
5. 500 properties improved with the Better Homes Grant, with local authority nomination rights.
6. HMO Licensing information pack developed for the sub-region
7. Housing Stock Projections Report (BRE) produced for baseline information on the private sector.
8. HHSRS Training across the sub-region in response to HA 2004 duties.
9. PSH LOCATA database developed for sub-regional projects.
10. West London HMO IMO/EDMO contract specification developed and agreed by boroughs.



## Key Aims and Objectives of the Private Sector Housing Sub-Group

In recent years, the private housing sector has become more varied and less traditional. The emergence of Arms Length Management Organisations (ALMOs) and Shared Ownership properties has expanded the remit of what has traditionally been the private sector. While acknowledging these aspects of the private sector, this action plan seeks to primarily focus on privately owned properties.

The Private Sector Housing Sub-Group will ensure that Private Sector initiatives across the sub-region reinforce:

- Working together on common objectives
- Delivering on joint projects and initiatives
- Improving our understanding of the private sector housing market and enhancing housing knowledge and capacity in the sub-region.

These are our strategic objectives for the West London private housing sector, for the next three years.

**Objective 1:** Helping boroughs to improve conditions in the private housing sector to deliver decent homes and tackle climate change.

**Objective 2:** Developing a common approach to enable efficient working and consistency across West London.

**Objective 3:** Undertake research or action to support and inform WL activities in the private housing sector.

**Objective 4:** Maximise the private rented sector to meet other key housing priorities and build credible partnerships with large portfolio landlords in West London.



## Our Strategic Action plan

This is our Strategic Action Plan for the delivery of excellent private sector housing services across the West London sub-region. Guided by the West London Private Sector Housing Group, it builds on the success of partnership working in the last three years.

### The Private Sector Housing Strategic Action Plan:

- Encapsulates the overarching aims of private sector housing services across the sub-region;
- Does not seek to fetter variation at a local level in response to local circumstances;
- Welcomes the challenges and opportunities presented in the Mayor's Housing Strategy and will particularly seek to develop innovative sub-regional bids for the Targeted Funding Stream (TSH), for relevant projects;
- Explores and recognises cross cutting strategic aims with the other West London sub-groups where relevant; and
- Seeks to place the West London Housing Partnership Vision at the heart of the strategic plan.



The Action Plan is not an end in itself, but an ongoing process, guided by our agreed strategic objectives for the private housing sector; to ensure that West London private sector residents receive the quality of services they deserve. We will strive to maintain effective partnership, which build on our successes to date and continue to deliver measurable outcomes.



## Objective 1:

### Helping boroughs to improve conditions in the private housing sector to deliver decent homes and tackle climate change.

We will:

- 1.1 Secure and ensure that the inward investment into the sub-region through the GLA's Targeted Funding Stream (TSH) is effectively deployed across the sub region; ensuring that vulnerable households and people with disability continue to be a priority, along with investment where required, to alleviate hazardous housing conditions in the private sector and tackle climate change.
- 1.2 Sustain on-going sub-regional projects on Empty Homes and Better Homes, by dovetailing our service strategies around grant eligibility and harmonising our processes.
- 1.3 Continue to build on and sustain, sub-regional successes like the award winning Warmzone Thermal Efficiency Project; and attract inward investment, encapsulate public / private partnership, tackle fuel poverty and promote the West London decency standard across all tenures.
- 1.4 Explore and develop opportunities to enable private sector homeowners to meet the cost of housing repairs to improve quality of life and health.
- 1.5 Support boroughs to move towards prevention actions to reduce the number of homes failing the Decent Homes Standard and other quality life standards.



**Year 1 Delivery: Objective 1 - Helping boroughs to improve conditions in the private housing sector and tackle climate change.**

Objective	Milestone/Action	Lead	Funding / Resources	Target Date
1.1 Secure and ensure that the inward investment into the sub region through the GLA's Targeted Funding Stream (TSH) is effectively deployed across the sub region; ensuring that vulnerable households and people with disability continue to be a priority, along with investment where required, to alleviate hazardous housing conditions in the private sector and tackle climate change.	1.1 Develop and submit robust sub-regional bids for TSH funding to support action on Empty Homes, Better Homes and WL Energy Efficiency programmes.	West PSH London Co-ordinator  Supported by LB Hounslow and Project Groups	GLA TFS 09-11 bid  EDF, CEEF leverage	On-going
	1.1a Explore and present proposals for new projects to support equity release and reduce carbon emissions in the home.	West PSH London Co-ordinator	There may be some minor costs associated	On-going
1.2 Sustain on-going sub-regional projects on Empty Homes and Better Homes, by dovetailing our service strategies around grant eligibility and harmonising our processes.	1.2 Coordinate on-going sub-regional PSH projects to meet agreed funding targets and outcomes	West PSH London Co-ordinator	£4m funding from TFS but there may be some minor costs associated	On-going
1.3 Continue to build on and sustain, sub regional successes like the award winning Warmzone Thermal Efficiency Project; and attract inward investment, encapsulate public / private partnership, tackle fuel poverty and promote the West London decency standard across all tenures.	1.3 Coordinate on-going WL Warmzone project to ensure target outcomes and explore new partnerships for private leverage.	LB Hounslow  Supported by West PSH London Co-ordinator		On-going
1.4 Explore and develop opportunities to enable private sector homeowners to meet the cost of housing repairs to improve quality of life and health.	1.4 Evaluate and review existing WL Equity Release Project and produce a paper detailing options for improving the service.	West PSH London Co-ordinator  Supported by WL Equity Release Project Group	May need to commission further research	Sep-08
	1.4a Conduct an appraisal of existing options for equity release.	West PSH London Co-ordinator  Supported by WL Equity Release Project Group		Sep-08
1.5 Support boroughs to move towards prevention actions to reduce the number of homes failing the Decent Homes standard and other quality life standards.	1.5 Map the existing resources and action which individual boroughs take to sensitise homeowners in preventing homes from falling into disrepair; with a view to developing a sub-regional approach or action plan.	West PSH London Co-ordinator	May need to commission further research and there may be some minor costs associated	Mar-09



## Objective 2:

### Developing a common approach to enable efficient working and consistency across West London.

We will:

- 2.1 Ensure the West London 2008 – 2011 Private Sector Housing Strategic Plan is published by July 2008, to outline PSSG work programme and inform borough services.
- 2.2 Develop a partnership approach to lead on enforcement action to tackle long-term empty properties across the sub-region and explore realistic opportunities for sub-regional joint procurement of legal services or support.
- 2.3 Ensure clarity within the information for consideration and implementation of the West London IMO Contract, and review the terms and levels of engagement of Enforcing HMO Licensing conditions under Housing Act 2004 Part 2, Licensing of Houses in Multiple Occupation.
- 2.4 Review the levels and terms of engagement of Landlord Accreditation, and Landlord Fairs and Forums at individual borough / sub-regional / and Pan-London levels, and develop / secure appropriate service enhancements as required
- 2.5 Explore and report to the West London Directors Group on realistic opportunities for sub regional joint action to encourage or compel RSLs to make contributions to DFGs awarded to RSL tenants.
- 2.6 Investigate feasibility of joint procurement DFG works across the sub region to minimise cost and increase efficiency.



**Year 1 Delivery: Objective 2 - Developing a common approach to enable efficient working and consistency across West London:**

Objective	Milestone/Action	Lead	Funding / Resources	Target Date
2.1 Ensure the West London 2008 – 2011 Private Sector Housing Strategic Plan is published by July 2008, to outline PSSG work programme and inform borough services.	2.1 Private Sector Housing Strategic Plan agreed by the West London Directors	West PSH London Co-ordinator		July 08
2.2 Develop a partnership approach to lead on enforcement action to tackle long-term empty properties across the sub-region and explore realistic opportunities for sub-regional joint procurement of legal services or support.	2.2 Develop and present proposal on integrating use of CPOs and Empty Dwelling Management Orders, EDMOs (Interim and Final) into a Sub Regional Action Plan to tackle long-term empties.	West PSH London Co-ordinator  Supported by LB Hounslow LB Harrow	May need to commission further research and there may be some minor costs associated	Dec 08
	2.2a Host cross-borough seminars for practitioners and other stakeholders to improve liaison and sub-regional co-ordination of enforcement action and approach.	West PSH London Co-ordinator  Supported by LB Hounslow	There may be some minor costs associated	March 09  Seminar x 4 to target audiences
2.3 Ensure clarity within the information for consideration and implementation of the West London IMO Contract, and review the terms and levels of engagement of Enforcing HMO Licensing Conditions under Housing Act 2004 Part 2, Licensing of Houses in Multiple Occupation.	2.3 Tender and appoint West London IMO/ EDMO Managing Agent.	LB Hounslow	There may be some minor costs associated	Sep-08
	2.3.a Develop and produce Sub-regional information on Local Authority enforcement action in respect of HMO Licensing and Category 1 hazards.	To be taken forward by WL HMO Group	There may be some minor costs associated	Mar-09
Review the levels and terms of engagement of Landlord Accreditation, and Landlord Fairs and Forums at individual borough / sub-regional / and Pan-London levels, and develop / secure appropriate service enhancements as required	2.4 Develop and produce a paper outlining completed review of London Landlord Accreditation Scheme (LLAS), and recommendations for consideration by the Private Sector Strategy Group.	West PSH London Co-ordinator		July 08
	2.4a Contribute to individual borough Landlord Forums and continue sub-regional participation with the regional London Landlord Day event	West PSH London Co-ordinator	There will be some costs associated with London Landlords Day	On-going
2.5 Explore and report to the West London Directors Group on realistic opportunities for sub regional joint action to encourage or compel RSLs to make contributions to DFGs awarded to RSL tenants.	2.5 Draft a report to the WL Directors Group to highlight the current levels of DFG awarded to RSL tenants and propose sub-regional and coordinated action.	LB Hounslow  Supported by West PSH London Co-ordinator		Apr-08
	2.5a Follow up action from 2.5 and seek to develop sub regional protocol for RSLs on use of DFGs	LB Hounslow  Supported by West PSH London Co-ordinator	There may be some minor costs associated	Dec 08
2.6 Investigate feasibility of joint procurement DFG works across the sub region to minimise cost and increase efficiency.	2.6 Establish a sub-regional working group to take forward this action	LB Hounslow  Supported by West PSSG		
<p>***N.B. Seminar formats are to integrate consideration of additional training and development needs as appropriate, and where necessary, identify separate and more specialist implementation modules that would benefit from cross-borough training and provision to prepare for full sub-regional approach towards enforcement. Resources to co-ordinate the commissioning, bidding and delivery work of the Private Sector Sub Group is integral to the action points across the whole of this Private Sector Housing Group Strategic Plan</p>				



### Objective 3:

## Undertake research or action to support and inform WL activities in the private housing sector.

We will:

- 3.1. Review the key outcomes from individual Local Authority Private Sector Housing Stock Condition Surveys and Private Sector Housing Strategies; to establish any additional aims and objectives that need to be integrated into this Strategic Plan to ensure delivery of Sub Regional Housing services that is fit for purpose.
- 3.2. Measure sub-regionally, the demands on PSH services and associated costs; to evaluate efficiency and promote good practice.
- 3.3. Map the resources and approaches that individual boroughs will be taking to both the mandatory licensing of larger high risk HMOs and the facility to extend their powers with the approval of the Secretary of State, under Housing Act 2004 Part 2, Licensing of Houses in Multiple Occupation and again ensure that sub regional information sharing and good practice sessions are in place to inform all relevant stakeholders as well as practitioners.
- 3.4. Evaluate sub-regional projects and programmes to assess outcomes are in line with delivery objectives and strategic aims.
- 3.5. Capture and record data from existing projects to provide information about the condition of the private rented sector and consider joint commissioning and research activities.
- 3.6. Develop effective monitoring systems and processes to record and inform sub-regional activities and delivery outcomes.



**Year 1 Delivery: Objective 3 - Undertake research or action to support and inform WL activities in the private housing sector:**

Objective	Milestone/Action	Lead	Funding / Resources	Target Date
3.1 Review the key outcomes from individual Local Authority Private Sector Housing Stock Condition Surveys and Private Sector Housing Strategies; to establish any additional aims and objectives that need to be integrated into this Strategic Plan to ensure delivery of Sub Regional Housing services that is fit for purpose.	3.1 Conduct a desktop exercise to review outcomes from borough stock condition surveys, PSH Strategies and Grant policy review exercise.	West PSH London Co-ordinator	There may be some minor costs and borough contributions	Feb-09
3.2 Measure sub-regionally, the demands on PSH services and associated costs; to evaluate efficiency and promote good practice.	3.2 Completion of benchmark Key Lines of Enquiry 9 (KLOE 9) to measure the demands associated with Private Sector Housing.	LB Hillingdon	There may be some minor costs and borough contributions	Aug-08
3.3 Map the resources and approaches that individual boroughs will be taking to both the mandatory licensing of larger high risk HMOs and the facility to extend their powers with the approval of the Secretary of State, under Housing Act 2004 Part 2, Licensing of Houses in Multiple Occupation and again ensure that sub regional information sharing and good practice sessions are in place to inform all relevant stakeholders as well as practitioners.	3.3 Share information on outcomes from Hounslow's Additional Licensing application to CLG	LB Hounslow	There may be some minor costs and borough/WLHP contributions	Sep-08
3.4 Evaluate sub-regional projects and programmes to assess outcomes are in line with delivery objectives and strategic aims.	3.4 Commission research to evaluate the WL Better Homes Grant project; to establish the beneficiaries of the grant and contribution to increasing DL lettings.  3.4a Take forward outcomes and recommendations from 3.4	West PSH London Co-ordinator  Supported by WL BHG Project group  West PSH London Co-ordinator	TSF Funding	Mar-09
3.5 Capture and record data from existing projects to provide information about the condition of the private rented sector and consider other joint commissioning and research activities	Collate and analyse data from Warmzone surveys to identify Cat 1 Hazards and take action where appropriate	West PSH London Co-ordinator  Supported by Warmzone Project Board	There may be some minor costs and borough contributions	Mar 09
3.6 Develop effective monitoring systems and processes to record and inform sub-regional activities and delivery outcomes.	3.5 Ensure Project board meets monthly, that spend is on track, and report on progress quarterly to the West London Directors Group, to highlight PSH issues or sub-regional concerns.  3.5a Develop database to monitor sub-regional PSH projects and provide links to other sub-regional programmes	Hounslow  Supported by West London Co-ordinator  West London Co-ordinator West London	   Funding will be resourced from TFS allocation	Ongoing   July 08



## Objective 4:

Maximise the private rented sector to meet other key housing priorities and build credible partnerships with large portfolio landlords in West London.

We will:

- 4.1 Support and liaise with the Homelessness Sub-Group to input as required into the proposal for a West London 'Homelessness Centred Private Sector Scheme', subject to funding and appropriate resources.
- 4.2 Review and input into West London affordable housing targets and supply initiatives; focusing on Private Sector Home Ownership Schemes, Temp to Perm, WL Overcrowding and the WL Letstart project; to integrate into this Strategic Plan as appropriate.
- 4.3 Provide housing synergy and support to WL programmes to tackle worklessness and reduce poverty levels in West London.
- 4.4 Contribute to on-going or new housing research led by other WL sub-groups, such as borough Housing Needs Surveys, Strategic Housing Market Assessments; to ensure private sector issues can be considered in the priorities and outcomes.



**Year 1 Delivery: Objective 4 - Maximise the private rented sector to meet other key housing priorities and build credible partnerships with large portfolio landlords in West London**

Objective	Milestone/Action	Lead	Funding / Resources	Target Date
4.1 Support and liaise with the Homelessness Sub-Group to input as required into the proposal for a West London 'Homelessness Centred Private Sector Scheme', subject to funding and appropriate resources.	4.1 On going participation and liaison with the West London Homeless Sub-Group, the Temporary Accommodation & Direct Lets working group and attendance at relevant West London Homelessness Strategy meetings	West London Co-ordinator		Ongoing
4.2 Review and input into WL affordable housing targets and supply initiatives; focussing on Private Sector Home Ownership Schemes, Temp to Perm, WL Overcrowding and the WL Letstart project; to integrate into this Strategic Plan as appropriate.	4.2 Maintain on-going contribution to the development of WL Letstart and Overcrowding Projects	West London Co-ordinator  Supported by WL PSSG		Ongoing
4.3 Provide housing synergy and support to WL programmes to tackle worklessness and reduce poverty levels in West London.	Work with the Housing Employment Link Project (HELP) coordinator, to engage private sector landlords and managing agents to signpost tenants into training and employment opportunities	West London Co-ordinator  Supported by WL PSSG		Ongoing
4.4 Contribute to on-going or new housing research led by other WL sub-groups, such as borough Housing Needs Surveys, Strategic Housing Market Assessments; to ensure private sector issues is considered in the priorities and outcomes.	4.4 Regular desktop exercise to establish current housing research projects across the sub-region	West London Co-ordinator  Supported by WL PSSG		Ongoing

**Continuous Improvement:**

- We welcome comments on this Action Plan, to inform future targets and outcomes.
- We want to ensure that PSH objectives continue to be in line with the strategic aims of West London Housing Partnership and underpin individual borough priorities.
- We want our Strategic Plan to make a difference to the provision of Private Sector Housing Services across the West London Sub Region.

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## Appendix

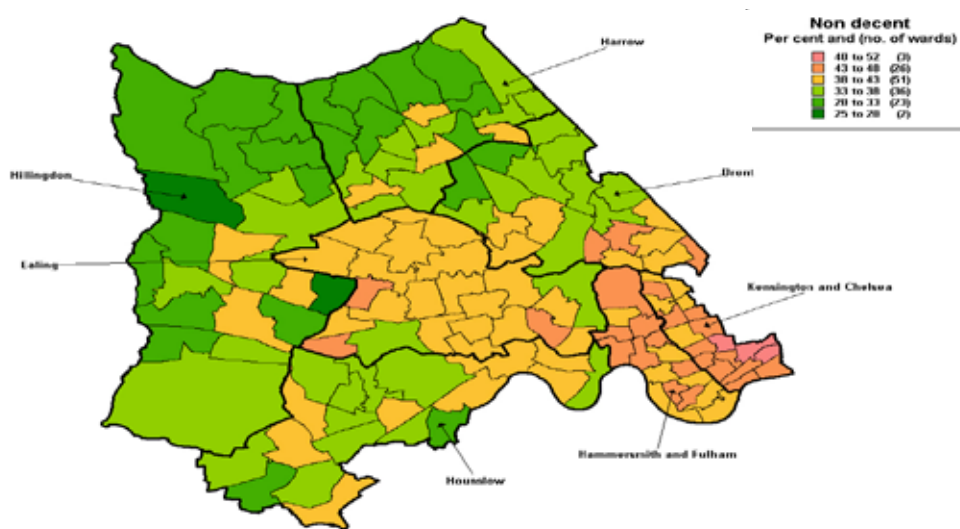
### Information About Private Sector Housing in West London

Table 1: Tenure Type in West London

Borough	Public Sector				Private Sector			Total
	LA	RSL	Other Public	% Public sector	Private Rented	Owner Occupation	% Private Sector	
Brent	10,409	12,496	2,355	24%	13,431	65,573	76%	104,264
Ealing	14,679	7,968	392	19%	15,122	81,483	81%	119,644
Hammersmith & Fulham	14,199	11,646	221	35%	17,859	31,281	65%	75,206
Harrow	5,842	2,435	248	10%	7,937	66,088	90%	82,550
Hillingdon	11,469	5,421	1,344	18%	8,175	73,574	82%	99,983
Hounslow	14,864	5,831	188	24%	13,904	52,773	76%	87,560
Kensington & Chelsea	7,158	12,509	0	24%	30,334	38,296	76%	88,297
West London	78,620	58,306	4,748	22%	106,762	409,068	78%	657,504



**Table 2: Private sector non-decent dwellings as a percentage of all private sector dwellings.**  
 (data source: WL Housing Stock Projection – BRE report, 2006)



**Table 3: Average House Prices in West London in Jan 2008**

(data source [www.wheresmyproperty.com](http://www.wheresmyproperty.com) : Prices have been adjusted by data source, to bring them in line with published figures from the relevant bodies (eg Land Registry). The top 5% and bottom 5% of prices have been ignored. No other adjustments, such as seasonal, have been made. The average property price has been calculated by weighting each borough price relevant to the number of dwellings in that borough).

Borough	Flat/Maisonette	Terraced	Semi-Detached
Brent	£308,777	£403,167	£403,860
Ealing	£276,174	£350,622	£443,929
Hammersmith & Fulham	£447,857	£751,457	£624,797
Harrow	£238,311	£283,699	£367,587
Hillingdon	£209,824	£253,061	£297,927
Hounslow	£286,952	£313,237	£359,975
Kensington & Chelsea	£857,881	£1,925,552	£3,000,000
London average	£344,059	£333,458	£392,101



**Table 4: Household income distribution**

(data source: Data Management and Analysis Group – PayCheck 2007, DMAG briefing, Feb 2008: showing unequivalised data, which provides modelled estimates of gross household income – including investments income and social security benefits but does not take into account household size).

Borough	% of households with income under 15k	% of households with income under 30k	% of households with income under 60k
Brent	16	49	87
Ealing	14	44	84
Hammersmith & Fulham	11	39	80
Harrow	12	41	82
Hillingdon	14	45	85
Hounslow	14	45	84
Kensington & Chelsea	10	37	79
London average	14	44	83

**Table 5: West London Population Projections**

Borough	2001 Population	2016 Population projection	% Growth 2001 - 2016	Growth in housing capacity
Brent	263,805	307,883	16.70%	10,512
Ealing	301,553	333,592	10.60%	9,684
Hammersmith & Fulham	165,476	195,457	18.10%	5,612
Harrow	207,988	207,718	0%	4,571
Hillingdon	243,052	247,077	1.70%	5,971
Hounslow	212,668	233,351	9.80%	6,796
Kensington & Chelsea	159,147	178,893	12.40%	7,782
West London	1,555,690	1,705,987	9.70%	50,928
London	7,188,006	7,899,063	9.90%	330,368

