

**Hounslow Local Plan (2020-2041)  
Examination**

**Matter 4 – Employment, Retail and Other Main Town  
Centre Uses (including proposed releases of Green  
Belt and Metropolitan Open Land)**

**London Borough of Hounslow Council Response  
Issue 2: Question 9 addendum**

**January 2026**



**London Borough  
of Hounslow**

This answer is published as an addendum document due to the response being omitted in error from the Council's full **Matter 4 - Employment, Retail and Other Main Town Centre Uses (including proposed releases of Green Belt and Metropolitan Open Land)** Hearing Statement.

**Issue 2: Whether the Plan has been positively prepared and whether it is justified, effective, consistent with national policy and in general conformity with the London Plan in ensuring the vitality of the Borough's town and neighbourhood centres?**

**Q9) Is the approach of Policy ED3 to proposals for hotels and visitor accommodation; positively prepared, effective, justified and consistent with national policy and in general conformity with the London Plan?**

ED3 sets out a clear strategy to promote new visitor accommodation in appropriate locations in the Borough to enhance tourism and support local businesses. It directs visitor accommodation to the borough's four town centres and supports proposals that contribute to the area's economic role or tourism offer whilst providing a structured approach to accommodating hotel growth, including ancillary facilities such as conference spaces and restaurants.

The Policy applies a sequential approach, directing development first to the borough's four town centres, then to edge-of-centre and large neighbourhood centres and requires sequential and impact assessments for proposals not in these areas.

The sequential test is a well-established planning tool supported by the NPPF and London Plan. Requirements such as good accessibility and being well connected to the town centre promote deliverability and are taken into account when applying the test. ED3's town centre first sequential approach is aligned with the NPPF's approach to main town centre uses (which includes hotels). Requirements to avoid adverse impacts on residential amenity and ensure good public transport access also align with the NPPF's sustainable development principles.

The London Plan supports visitor accommodation in accessible locations, especially in town centres and well-connected areas, and places emphasis on sustainable travel and impacts on local character.

As such, the Policy is positively prepared, effective, justified and consistent with national policy and in general conformity with the London Plan.