



Showing retained and reused buildings along the Uxbridge Road

# The Broadway Connection

British Land believe Ealing Town Centre has all the ingredients to become a major, sustainable office location which could deliver many additional jobs and future prosperity for the borough. However, Ealing requires a significant level of development to ensure that this happens.

In March of this year, we presented our vision to make this happen by taking the opportunity to redevelop a tired, disconnected and mostly unused site, to create a new place that reflects its prominent location between Ealing Broadway Shopping Centre and Ealing Broadway station, which has recently seen the arrival of the Elizabeth Line. We are now publishing this newsletter to inform the local community that we are preparing a planning application which will be submitted to Ealing Council later this summer.



In this newsletter you can find our further details about the plans and the feedback we have received. Should you have any further comments or questions you can:

- **Visit: [EalingCentral.co.uk](https://EalingCentral.co.uk)**
- **Call: 0800 307 7578**
- **Email: [info@ealingcentral.co.uk](mailto:info@ealingcentral.co.uk)**

All comments will be reviewed by the project team as it finalises its plans for the site. The Council will then host its own statutory consultation once a planning application has been submitted.

**To find out more please visit: [EalingCentral.co.uk](https://EalingCentral.co.uk)**





## Our proposals at a glance

Sat in the heart of the town centre, the potential benefits of redeveloping the Broadway Connection site outrival any others in the borough. Outlined below is just a summary of these benefits. These plans may reflect what you have seen before, but have been developed in more detail and to the point where this exciting prospect could become a reality.

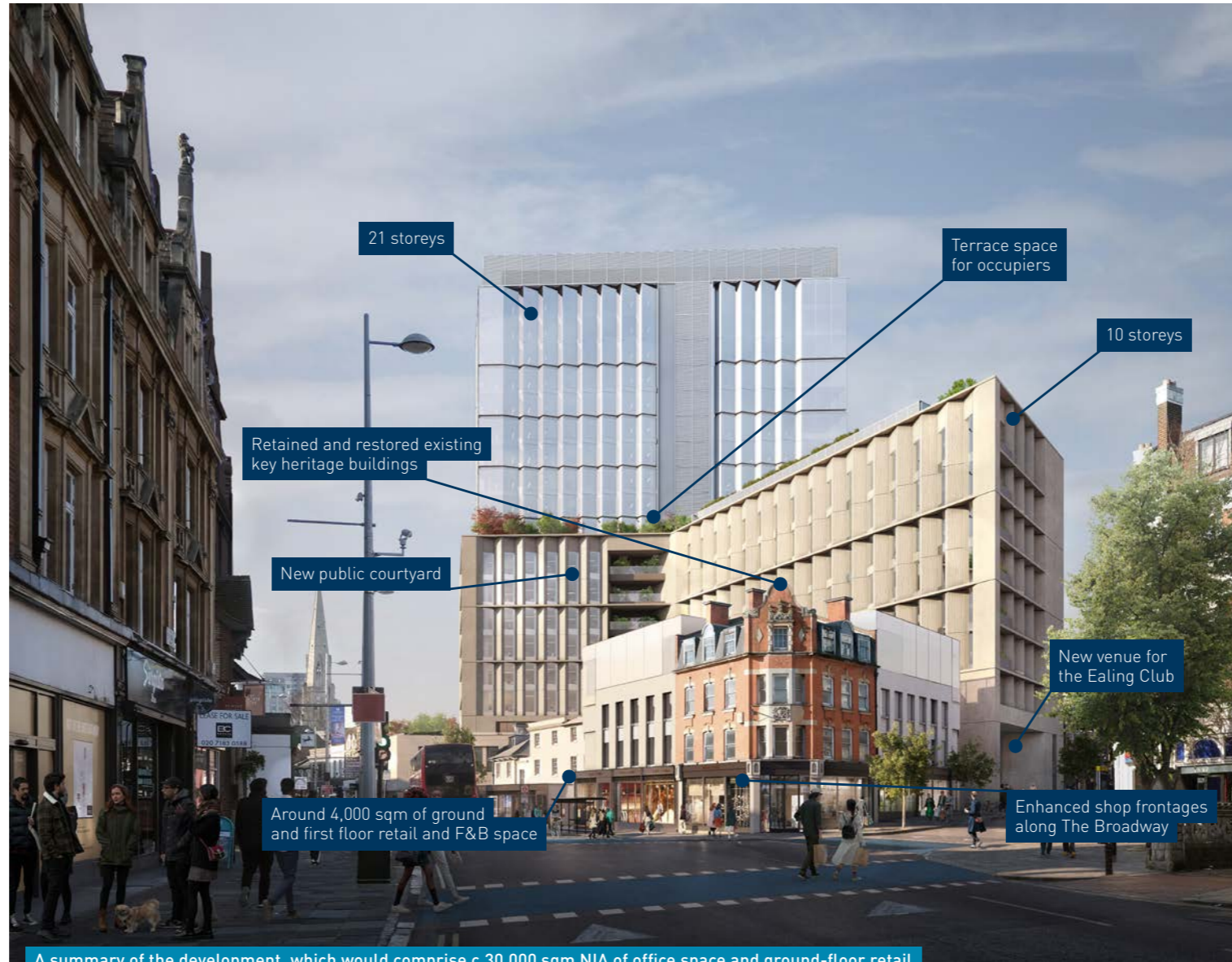
To find out more, visit: [www.EalingCentral.co.uk](http://www.EalingCentral.co.uk)

### Supporting a thriving economy

These proposals could be directly responsible for the creation of **c. 2,800 jobs in Ealing**, and a further c.252 indirectly through construction.

They would also **generate c.£250million a year in Gross Value Added** to the economy and a further c.£7.7million spent in local shops, restaurants and cultural venues.

British Land would be providing affordable workspace and an additional training and employment package to make sure these opportunities benefit local people.



### Respecting local and heritage

We are proposing to provide a **bigger and more modern space for the Ealing Club** – one of London's most important music venues and an integral part of The Broadway Connection plans.

12 of the most significant **buildings along the Broadway would be retained and restored** and we would replace those that are unsightly or past their time.

By repurposing existing building fabric and materials from those buildings that wouldn't be retained in their entirety, we can also **limit the amount of carbon that would be spent creating new buildings**.

### Improving transport and access

We are proposing to create a **new safe and welcoming route to the town centre**, within the scheme.

Through pavement widening along the Uxbridge Road and by creating a new access point to local bus stops, we would **alleviate pedestrian pinch points**.

All **servicing for the site would be relocated away from the Broadway**, as it is now, to Springbridge Road, to ease traffic along the Uxbridge Road.



### Ealing's most sustainable development

This will be a net zero carbon development, that meets ambitious industry standards. To do this, we have looked at ways of **reducing energy demand, producing green energy on site and recycling** what we can of existing buildings. As a result it will be Ealing's most sustainable building.

### The journey so far

We have been speaking to local people about what they would like to see in this part of the town centre for over a year.

In the early part of 2021, we asked what people would like to see in their local area and were delighted by the 500 responses we had.

Having assessed this feedback received we then presented our initial vision for the site in March 2022, which saw us engage with over 450 people directly at a series of public exhibitions we inside Ealing Broadway Shopping Centre and an online webinar. Thousands of people have also visited our website and social media.

To find out more please visit: [EalingCentral.co.uk](http://EalingCentral.co.uk)



# British Land in Ealing



Artist impression of the new public spaces looking east to west

British Land is one of the UK's leading developers and investors. We became owners of Ealing Broadway Shopping Centre in 2013 and purchased the Broadway Connection site in 2017. We are committed to leaving a lasting, positive legacy here and have already invested heavily into improving local sustainability and providing support for a range of different organisations and activities that benefit the area.

To this end, we have already invested c.£150 million in Ealing Town Centre since purchasing Ealing Broadway Shopping Centre in 2013. This includes delivering a series of major projects which together will create c.20,000 sqm of new and refurbished offices and cultural space, as well as improving the retail offering at the Shopping Centre itself. We are also passionate about sustainability and our aim is to be net Zero carbon by 2030.

We have just had our most successful year for a decade in terms of leasing space, in part because we know what it takes to make an office location that is built for the future of work.

## **BIG NEWS! The Ealing Project, a new cinema and performance space, has arrived on Ealing High Street.**

Working with Really Local Group we have just finished transforming the former Karma nightclub space below Ealing Broadway Shopping Centre into a new multi-use cultural venue, comprising a three-screen cinema, performance and co-working space. Ealing Project is now open on the High Street, with a packed events programme over the Summer months. **See more at:** <https://ealingproject.co.uk/>

For further information about What's On in Ealing Broadway Shopping Centre, you can visit: <https://www.ealingbroadwayshopping.co.uk/whatson>



Really Local Group