



Ealing Metropolitan Centre Investment Prospectus 2025



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Ealing Broadway



Ealing Broadway Station

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Ealing – A premier place to invest

The borough of Ealing has cemented its position as the £11 billion engine of west London's economy. At the heart of it, located equidistant between Heathrow and the City on the Elizabeth line, is Ealing's Metropolitan Centre. This special place has all the key ingredients in place to attract and accommodate the right sort of investment.

With developments in the pipeline amounting to 30,000 sqm of commercial floorspace with a GDV of over £300 million, the Metropolitan Centre is positioning itself as a key economic hub at the heart of the West Tech Innovation Corridor. But there is still much more growth waiting to be unlocked. That is particularly the case in three high growth sectors: creative and digital, the green economy, and life sciences. Those burgeoning industries are complementing a thriving district already teeming with retail, food and beverage, and learning institutions.

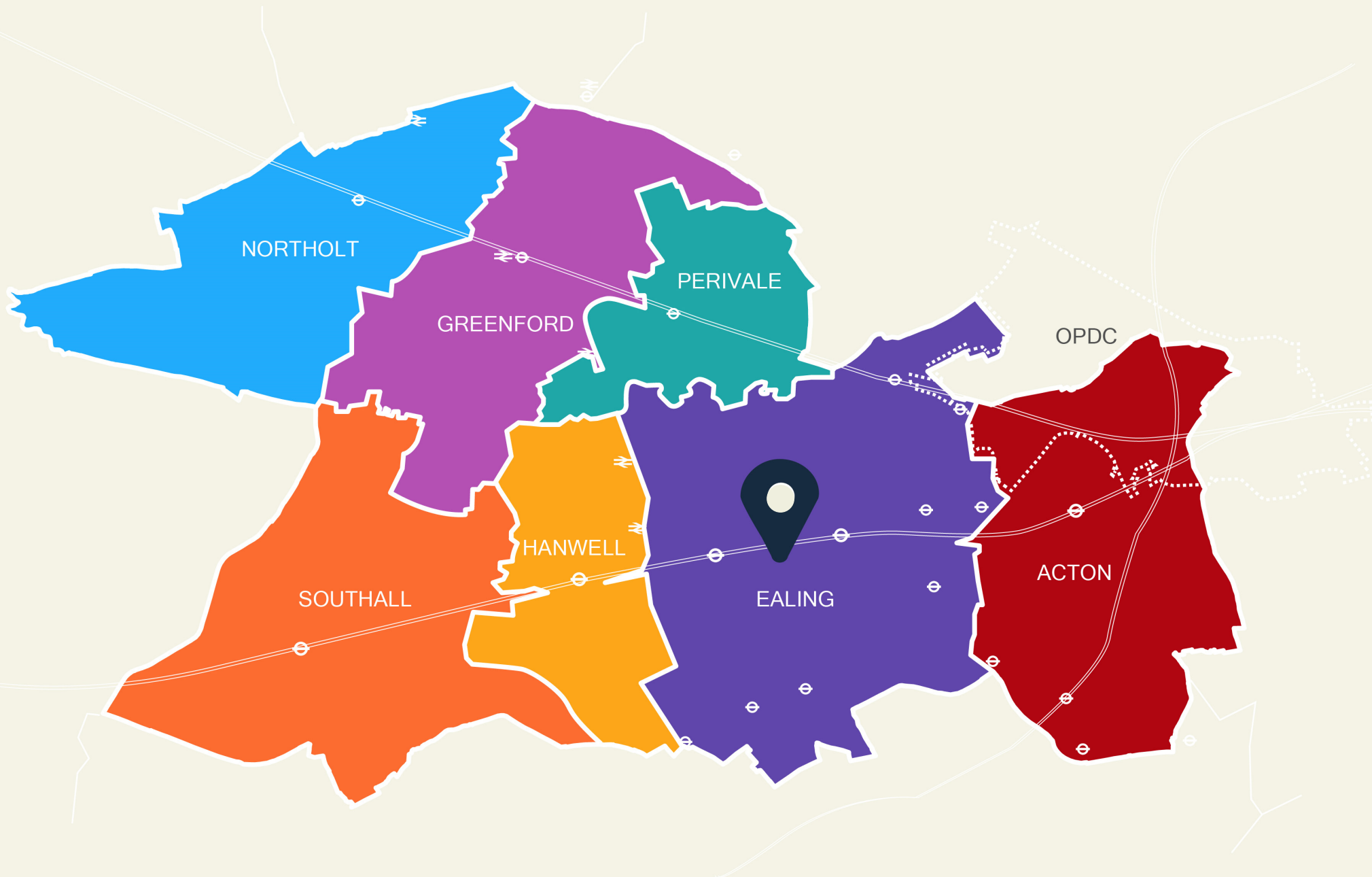
Ealing Council has convened a range of partners to reimagine the Metropolitan Centre so it can play an even bigger role within west London's economy. It is primed to capitalise on the new opportunities that will come from further investments at Heathrow and the HS2 transport superhub at Old Oak, which is due to open in the early 2030s.

Invest in Ealing and be part of London's next exciting growth story.

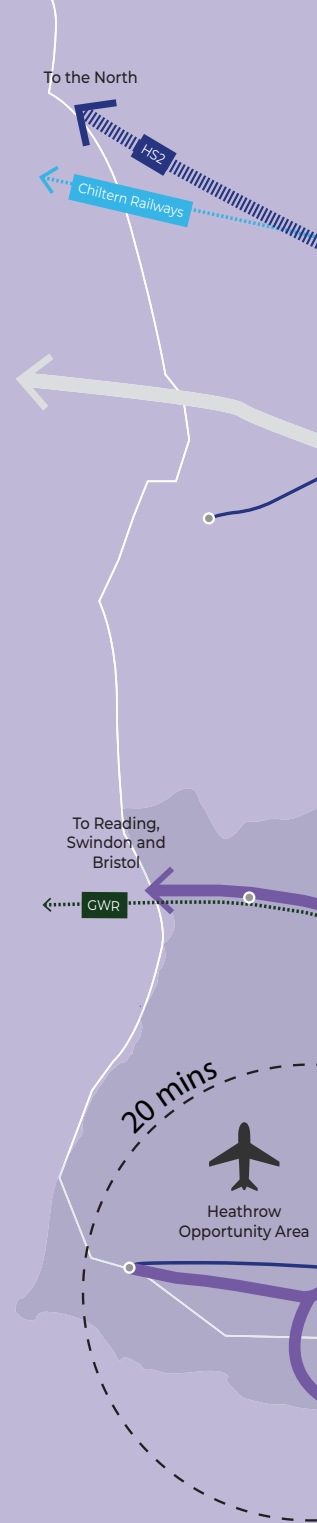


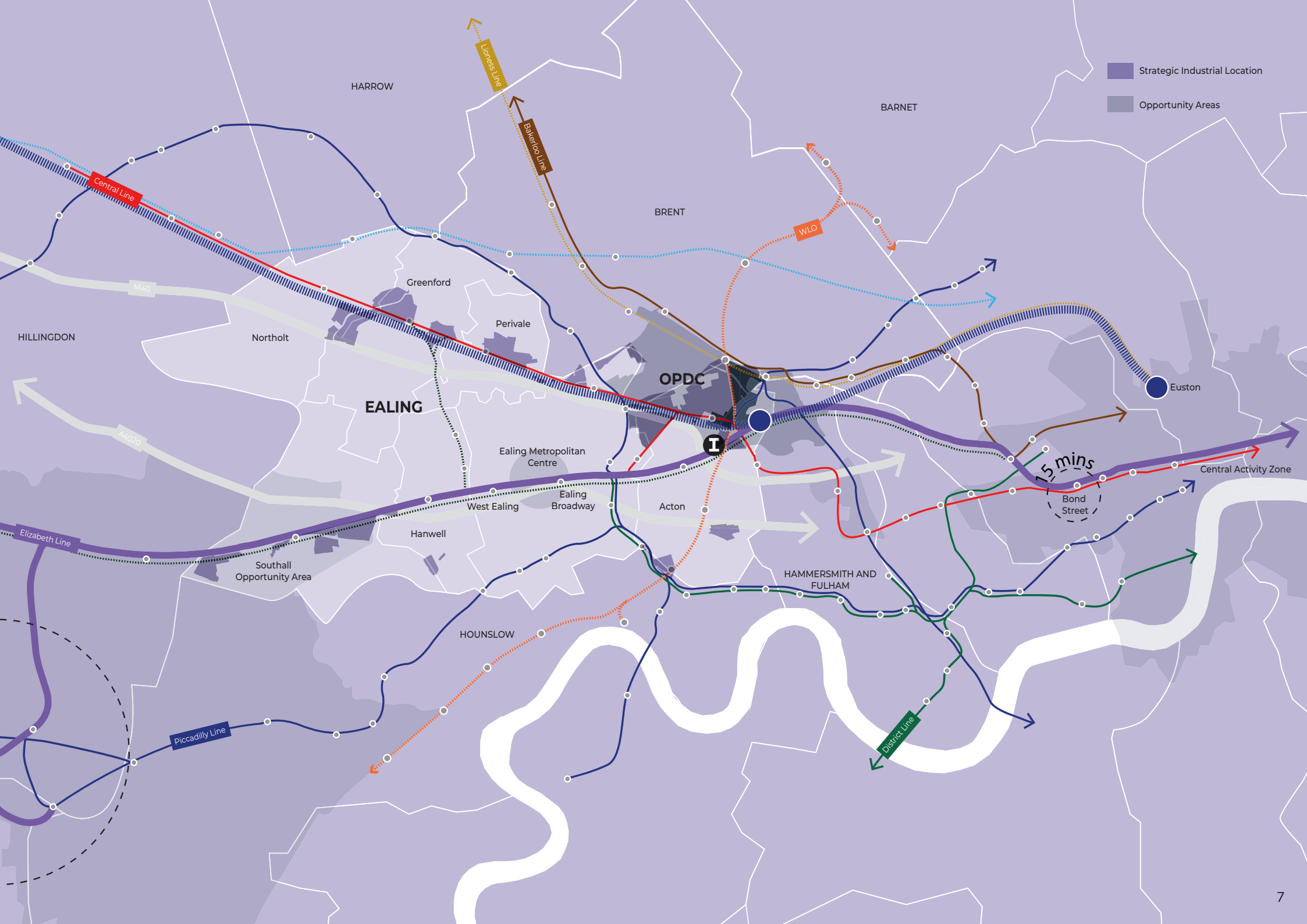
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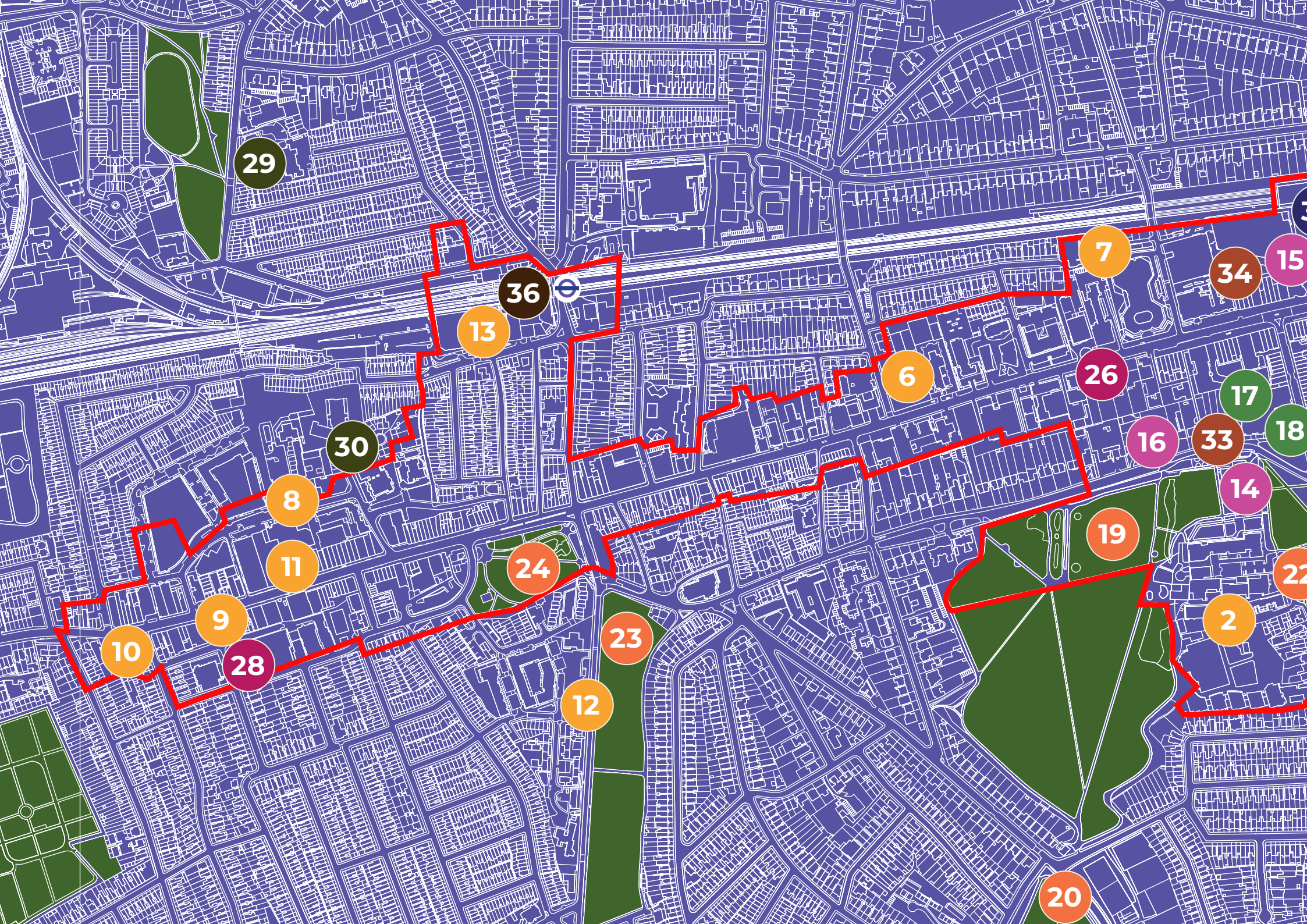
Cabinet member for good growth and new housing, Ealing Council

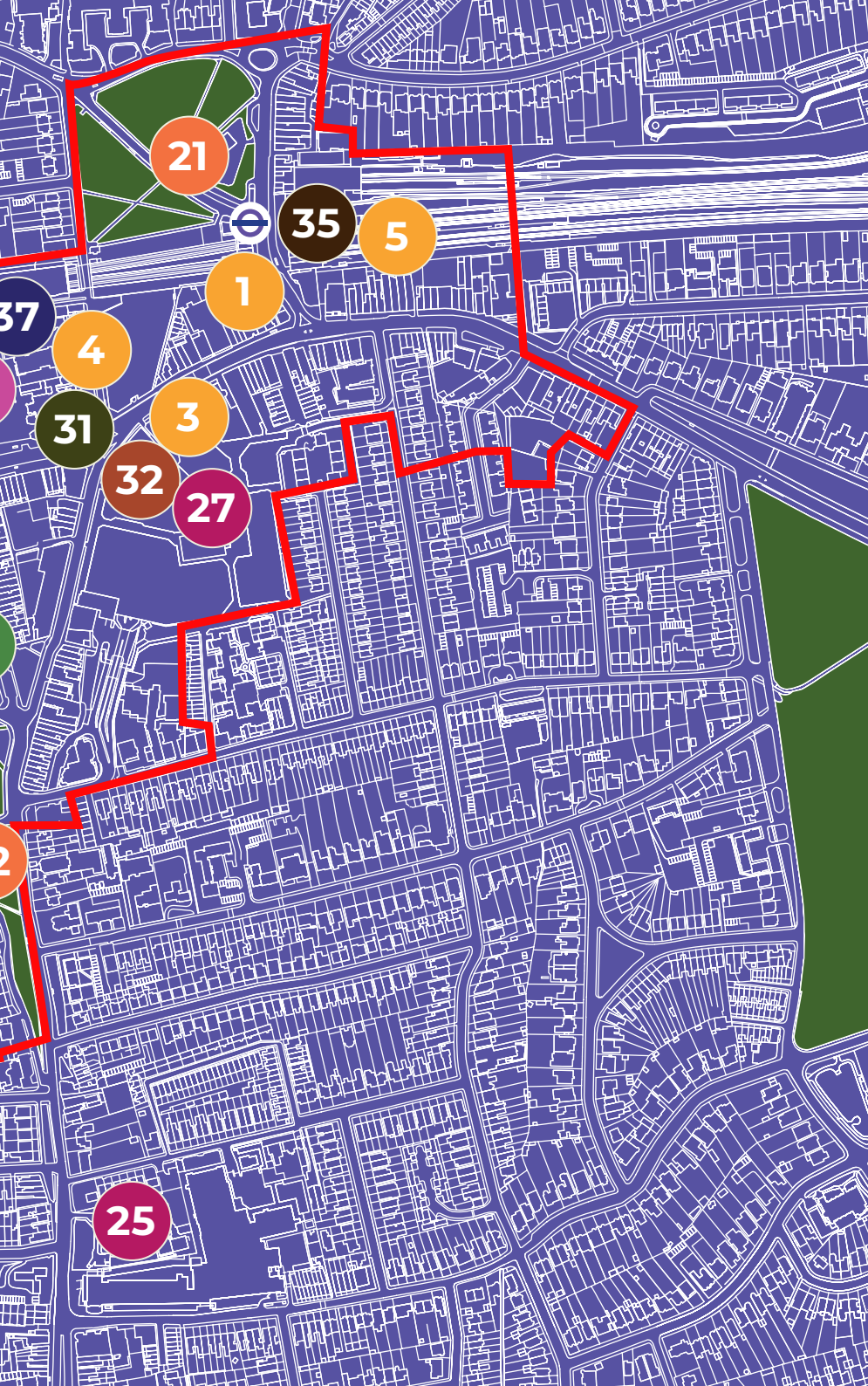


Ealing Metropolitan Centre
is perfectly positioned
between **Heathrow** and
the City, making it one of
London's most attractive
places for **mixed use and**
office-led investments









Key

- Sites of opportunity
- Culture
- Entertainment
- Green space
- Knowledge
- Schools
- Shopping
- Transport
- Health and leisure

- 1 Broadway Connection
- 2 Ealing Studios
- 3 54 The Broadway
- 4 Arcadia Centre
- 5 The Apiary
- 6 Exchange Plaza
- 7 Perceval House car park
- 8 Green Man Lane
- 9 Painters Corner
- 10 Scotts House
- 11 West Ealing residences
- 12 Sherwood Close
- 13 Waitrose West Ealing
- 14 Pitzhanger Gallery
- 15 Open Ealing
- 16 Questor's Theatre
- 17 Boom Battle Bar
- 18 Picturehouse Cinema
- 19 Walpole Park
- 20 Lammas Park
- 21 Haven Green
- 22 Ealing Green
- 23 Northfields allotments
- 24 Dean's Garden
- 25 University of West London
- 26 Arden University
- 27 Ealing Library
- 28 West Ealing Library
- 29 Drayton Green Primary School
- 30 St John's Primary School
- 31 Christ the Saviour Primary School
- 32 Broadway Shopping Centre
- 33 Filmworks
- 34 Dickens Yard
- 35 Ealing Broadway tube and Elizabeth Line
- 36 West Ealing Elizabeth Line
- 37 Gymbox



The economic engine of west London

The Metropolitan Centre is Ealing's commercial heart, with over a third of Ealing's businesses and the highest quantity of office space and knowledge economy jobs in the borough



One of the best-connected places in the UK

Ealing's excellent transport connectivity means it takes just 20 mins from Ealing Broadway to Heathrow, and 15 minutes to Bond Street



A shopping and night-time destination

Ealing's strong food and beverage offer provides a strong base for a successful nighttime economy. The high streets are well-managed, with two Business Improvement Districts



A cultural powerhouse for London

Home to iconic cultural institutions such as the Pitzhanger Gallery and Ealing Studios, complimented by a range of summer festivals hosted in Ealing's green spaces



A place to invest

Consented office space with a GDV of over £300 million, 916 new student units, and 1,760 new homes



A green and leafy place

Ealing Metropolitan Centre includes nearly 16 hectares of greenspace, from Green Flag-status Walpole Park and Dean Gardens to the more urban Ealing Green and Haven Green



Ambitious on supply, strict on quality

Ealing Council is the number one planning authority in London and provides a 'platinum' decision-making service, according to Planning magazine



A council which enables good growth

Ealing is focused on harnessing growth opportunities in West London with our strategic economic plans

A thriving and growing economy

The Ealing Metropolitan Centre Landowners and Developers Forum has triggered a new wave of partnership working to shape commercial activity and public realm enhancements. Ealing Council expects new developers to join it in this collaborative approach to deliver high quality development which delivers for workers and residents.

Ealing Metropolitan Centre's unique position on the city fringe, at the edge of London's central economic zone and close to Heathrow, has influenced a wave of major infrastructure investment. Ealing has been identified in the Mayor's London Growth Plan as an economy primed for major growth and investment. This is strengthened by its proximity to two key investment zones. Firstly, the UK's largest regeneration opportunity at **Old Oak and Park Royal** and its **HS2 transport superhub**, and secondly the **West Tech London**, a world-class hub for life sciences, business, and technological innovation which spans west London and is attracting investment of global significance.

There is a strong and highly engaged local business community represented by **two business improvement districts** (BIDs), Make It Ealing and In West Ealing. Both BIDs recognise the strategic importance of the Metropolitan Centre and the evolution it is undergoing largely thanks to its enviable connectivity, with two **Elizabeth Line** stations. The BIDs are enabling an attractive range programmes of events and activities to expand Ealing's fantastic offer for its residents, workers, and visitors.

The area is home to nearly 80,000 people; around a quarter of the borough's population. It is the commercial heart of the borough, with the Metropolitan Centre hosting a range of commercial, civic, cultural, and social functions that attract people from across west London.

Aided by the large **University of West London campus**, the centre has the highest concentration of knowledge-intensive employment in the borough. That includes nearly 4,500 jobs in financial and professional services, largely from a cluster of commercial offices along the Uxbridge Road corridor.



The Green Shopping Parade



Ealing Broadway Station

A great place to live, work, and visit

With some of London's best parks and open spaces and unrivalled connectivity, Ealing Metropolitan Centre offers an array of investment opportunities which complement the recent high-quality mixed use developments at Dickens Yard and Filmworks.

Ealing's cultural facilities, which include **Pitzhanger Manor and Gallery** and **The Questors Theatre**, provide spaces for artistic expression, experimentation, and innovation. The town is also home to the oldest film production centre in the world – the world-famous **Ealing Studios**, where a series of landmark Ealing comedies were produced during the golden age of British cinema. The studios reopened this year with the addition of a new stage.

Ealing's **Walpole Park** hosts an extended programme of summer festivals including comedy, music, and **NewGen**, a youth festival produced by young people.

West Ealing station has undergone a major upgrade with the arrival of the Elizabeth Line. Together with TfL, the council is investing more than £8 million in West Ealing under the **Livable Neighborhood scheme**, delivering a pioneering programme of transport and radical urban realm improvements which aim to boost active travel and sustainable transport, creating healthy streets.

Across all key stages, academic outcomes in Ealing's schools remain well above the national average. **99% of schools in the borough are judged to be good or outstanding by Ofsted.**



Pitzhanger Gallery



Walpole Park and Pitzhanger Manor



Interior of Teatro Hall Restaurant

World-leading innovation

With the burgeoning West Tech Corridor so close, the council and its academic partners – which include Imperial College and Brunel University as well as UWL - see the potential of the Metropolitan Centre evolving further to accommodate modern facilities for learning, research, and development.

The Metropolitan Centre is home to the **University of West London (UWL)** - one of the UK's highest ranking modern universities. 80% of UWL's research is rated as world-leading (4*) or internationally excellent (3*) in the latest Government Research Excellence Framework (REF) assessment. That makes it a popular destination for UK and overseas students, with nearly 12,000 studying at the university.

The Metropolitan Centre has remained a resilient market for development, with new BREEAM-accredited offices at sites like **Ealing Studios**. This reflects the dynamic strength and attractive position the Metropolitan Centre holds. The high street has welcomed new commercial ventures to cater to residents and workers such as **Teatro Hall, Picturehouse Cinema, and Boom Battle Bar**, complementing Ealing's thriving Victorian pubs. Ealing Council recognises the evolving nature of office space demand and seeks to attract top tier developers who can deliver grade A office space, commercial, and entertainment amenities to harness the energy of the Metropolitan Centre.

This means the council is open to investment in purpose-built student accommodation or co-living. The Tide development in West Ealing and the Uxbridge Road's **Exchange Plaza** are two recent examples of the council working with investors to deliver the right sort of student flats for the community. However, student-led developments accommodation must also include employment floorspace that will help boost the commercial offer within the Metropolitan Centre. That will include evening and nighttime economy uses, which are increasingly in demand locally.



University of West London campus



Ealing Studios



University of West London campus





Ealing Broadway & Uxbridge Road

Sites of opportunity

Broadway Connection



Promoter:
British Land



Address:
9-42 The Broadway and 1-4 Haven Place



Asset class:
Low carbon commercial, life sciences & learning, leisure & culture



Investment readiness:
British Land owns the land and the current occupiers are on a short-term lease. Planning permission granted



Planning status:
5-year planning consent with flexible leases in place to obtain vacant possession. Circa 4 year construction programme

The opportunity

British Land are seeking major commercial and/or education occupiers requiring over 100,000 sq ft of pre-let space, with flexible designs that can be adapted to reflect specific occupier needs. British Land are flexible on deal structure, including joint venture equity partnership or other structures tailored to investor interest.

Key facts:

- 300,000 sq ft mixed-use redevelopment located directly opposite Ealing Broadway station (12 mins to Bond Street and 19 to Heathrow)
- Full redevelopment of 1.4-acre site with some existing buildings retained and refurbished



Key contacts

■ Will Scott, British Land
Will.Scott@britishland.com

Ealing Studios



Promoter:
JLL, Ealing Studios



Address:
Ealing Studios, London
W5 5EP



Asset class:
Newly completed office space



Investment readiness:
Launched to the market and
available from Q3 2025



Lease type:
Flexible terms

The opportunity

Ealing Studios has undergone a major transformation with the completion of the brand-new 14,000 sq ft state-of-the-art, net zero carbon stage. Alongside the historic stages, Ealing Studios can now boast 37,000 sq ft of fantastic sound stages – closer to central London than any others. The site offers an incomparable combination of high-spec, sustainable office space for creative industries. New office space at Ealing Studios includes the north and south buildings of the art deco-inspired Michael Balcon Building. It provides a total of 25,500 square feet of offices to be let to a single tenant or multiple companies, due for completion in the second quarter of 2025.

Key facts:

- 50,000 sq ft of new offices, a new sound stage and new workshops
- Modern production offices, new workshops
- Net zero carbon and BREEAM



Key contacts

■ **Simon Rinder, Pilcher**
simonrinder@pilcher.london

■ **Chris Berry, LSH**
cberry@lsh.co.uk

54 The Broadway



Promoter:
British Land



Address:
54 The Broadway, London
W5 5JN



Asset class:
Newly refurbished office
space



Investment readiness:
Ready to occupy



Lease type:
New

The opportunity

If you value the power of connections, 54 The Broadway is primed to grow your business. 21,000 sq ft of Grade A refurbished, sustainability-focused office space. Tailored for both collaborative and social occasions and finished with an urban style exposed concrete décor and a large, welcoming, all-weather courtyard. Overlooking the Broadway High Street, everything is on hand: retail and lifestyle, a burgeoning business community; celebrated cinematic history; and easy links across the capital, out to Heathrow, and beyond. This is an address geared specifically for your people. To help colleagues work better together. And enjoy every minute they're here.

Key facts:

- Grade A offices
- 21,000 sq ft workspace
- 2,895 sq ft outdoor courtyard

Office



Key contacts

■ Alex Colvin, British Land
alex.colvin@britishland.com

The Arcadia Centre



Promoter:
Broadway Capital Investments
Limited



Address:
1-8 Broadway, Ealing



Asset class:
Office, living/residential/student
accommodation co-living, hotel



Investment readiness:
Broadway Capital Investments
Limited. Promoter team already
engaged



Planning status:
Awaiting site allocation
adoption in the new Local Plan

The opportunity

Investra Capital is a bespoke real estate advisor who strives to make long-term improvements to the local surroundings in the areas in which they work, with emphasis placed on the well-being of the local community. Broadway Capital, the freeholder of the Site, as advised by Investra, have united as business partners to fulfil the potential of the Site by taking a comprehensive approach to mixed-use development.

The project is at feasibility stage to inform the Local Plan allocation. A planning application will be made following conclusion of the Local Plan process and further design development and consultation with the council.

Key facts:

- Retail and mixed uses suitable to the town centre, including PBSA / hotel and co-living
- Looking to build up to 21 storeys (subject to planning)
- Scheme is capable of housing a multi storey office building, but given the current challenges in the office sector, we believe the site will benefit from more PBSA to help retain students in the borough or a co-living scheme

Mixed-use scheme



Key contacts

■ **Nick Franks, Investra Capital**
nicholas@investra.co.uk

■ **Harriet Young, Savills Planning**
harriet.young@savills.com

The Apiary



Promoter:
Urbane London



Asset class:
Co-Living



Planning status:
Resolution to grant planning permission



Address:
1a-3 The Mall



Investment readiness:
N/A

The opportunity

81-unit co-living Ealing development scheme: the site (a minute's walk from Ealing Broadway Station) was previously a taxi rank which Urbane acquired in 2019 and achieved planning consent for 81 units in June 2021. The Apiary showcases the absolute best of what co-living can be: sustainable, high-quality London homes within socially permeable communities, with design quality at the heart.

Key facts:

- The development offers 81 ensuite co-living studios.
- South facing terrace, rooftop event space, co-working space with full office facilities.
- The scheme is WIRED Platinum scored and BREEAM Very Good.

Development completed



Key contacts

■ **Duncan Wilson, Urbane London**
duncan@urbanelondon.co.uk

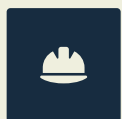
Exchange Plaza

**Promoter:**

CEG on behalf of ASE II Ealing Ltd

**Asset class:**

Office and Student Accommodation Co-Living

**Planning status:**

Resolved to grant, awaiting the finalisation of the S106 and issuing of planning permission.

**Address:**

52-58 Uxbridge Road

**Investment readiness:**

- Currently seeking to agree s106 and finalise the planning permission
- Construction due to commence Q1 2026

The opportunity

In a world increasingly driven by sustainability, the best-located land is usually that which is highly accessible and has easy access to services. As a town centre site, 52-58 Uxbridge Road benefits from both of these, with excellent access to the £18.9 billion investment in Crossrail, alongside Super Loop, C40 Cycleway, and other infrastructure.

CEG's proposal for the site is to bring forward a mixed-use development of the highest quality. As well as 7,683 sq.m (GIA) of SME space, including an element of affordable workspace, it will include purpose-built student accommodation. Among several beneficial characteristics, this will establish Ealing as a potential workspace and future home for those studying in the borough.

Key facts:

- 504 student bedrooms, 35% which are proposed as affordable student accommodation. This is the equivalent of providing 200 residential homes
- 82,700 sq.ft / 7,683 sq.m (GIA) of office floorspace
- Extensive public realm improvements and new ornamental, amenity, and species-rich landscaping for both public and private use. BNG exceeding 20%
- An annual net additional contribution of £68.9 million GVA to the Greater London economy, including £53.3 million concentrated in Ealing

Seeking investment



Key contacts

■ **Andrew McPheat, CEG**
Andrew.McPheat@ceg.co.uk

Perceval House car park



Promoter:
Ealing Council



Address:
14-16 Uxbridge Road, Ealing,
W5 2HL



Asset class:
Living/residential



Investment readiness:
Seeking investment



Planning status:
Site allocation in Regulation 22
Local Plan

The opportunity

Being considered for delivery via a Development Agreement, for residential led development. Situated in Ealing Metropolitan Centre and with excellent transport connectivity, this site presents the opportunity for c.150 new homes, including genuinely affordable homes to let. The site is located adjacent to the council's soon-to-be-refurbished office.

Key facts:

- Capacity for c.150 homes (residential GIA of c. 9,700)
- Under 10-minute walk to Ealing Broadway Station, Elizabeth Line, Central Line, District Line, and National Rail; under 30 minutes to Heathrow
- Walk to Walpole Park in 7 minutes and Ealing Common in 13 minutes; next door to Dicken Yard and Filmworks, providing a wide offer of restaurants, cinema, retail, and services

Seeking investment

Key contacts

■ **Alison Mayer, London Borough of Ealing**
Mayera@ealing.gov.uk

Green Man Lane

In development

**Promoter:**

A2Dominion Group / Green Man Lane LLP

**Address:**

Green Man Lane, Ealing, West London, W13

**Asset class:**

Living

**Investment readiness:**

The regeneration is being delivered in partnership with Ealing Council and the continuation of this collaborative relationship will ensure the project is concluded successfully.

The opportunity

The Green Man Lane estate in West Ealing is a regeneration project led by housing association A2Dominion to transform the former 464-unit estate into a mixed use, multiple tenure site and provide more than 900 new homes. The project comprises 1 to 3-bedroom modern apartments, and 3 and 4-bedroom houses, accommodating a wide-range of living styles, including much-needed family homes. The transformative project is complemented by a new three-form entry primary school, an energy centre providing heat and hot water to over 1,000 homes, community café, amenity space, improve pedestrian links to the surrounding neighbourhood.

Key facts:

- 900+ homes
- Primary school
- Community café
- 0.4 miles to West Ealing Station, 0.9 miles to Ealing Broadway Station



Key contacts

■ Doreen Wright, A2Dominion
Media@a2dominion.co.uk

Painter's Corner



Promoter:
Luxgrove



Address:
99-113 Broadway, W13



Asset class:
Living, commercial



Investment readiness:
Prime commercial space to let



Planning status:
Consented development.
Completion estimated Q2 2027

The opportunity

Painter's Corner at 99- 113 Broadway will provide 141 new homes and become a buzzing new cultural, retail, and leisure space bursting with activity for local residents and visitors to enjoy. The development will provide space for new cafés, restaurants, shops, a local supermarket and a small new art gallery to support local artists. Quality outdoor seating and landscaping will create the opportunity for a new weekend market.

Key facts:

- Quality double height Use Class E space at ground + mezzanine levels of c. 10,000 sqft
- 141 C3 units over 16 stories across two buildings

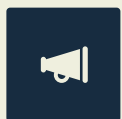
In development



Key contacts

■ William McKenna, Luxgrove
william@luxgrove.com

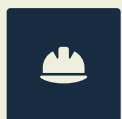
Scotts House



Promoter:
Luxgrove



Asset class:
Co-living, apart-hotel



Planning status:
Consented development.
Commencement Q1 2025
and PC Q3 2026



Address:
131-139 Broadway, W13



Investment readiness:
Prime ground floor commercial
space to let

The opportunity

A 140 room co-living scheme at 131-139 Broadway and a 250+ unit apart-hotel at 96-102 Broadway. Each will have a large all-day café, bar, and restaurant with space for informal co-working and evening events which will be open to the public. Combined with the planned infrastructure works along the Broadway, Singapore Road, St. James Avenue, Melbourne Road and Leyland Terrace, this microlocation will truly be transformed, luring residents who previously favoured a stroll to Northfields back to the Broadway.

Key facts:

- 134 unit co-living scheme
- 170sqm café / use Class E space at ground floor
- c. 220 sqm co-working space

Seeking investment



Key contacts

■ William McKenna, Luxgrove
william@luxgrove.com

West Ealing residences



Promoter:
Luxgrove



Address:
96-102 Broadway, W13



Asset class:
Apart-hotel, commercial



Development timeline:
Completion Q2 2027



Planning status:
Planning application to be submitted Q2 25/26

The opportunity

A 250+ unit apart-hotel is planned at 96–102 Broadway, featuring a nine-storey residential building designed by award-winning architects Assael. The development will include micro-units alongside a vibrant ground floor space comprising a large all-day café, bar, and restaurant open to the public, offering informal co-working areas and hosting evening events. Additionally, the ground floor will feature flexible office space accommodating over 200 desks, creating a dynamic, mixed-use environment. With a Class E frontage and an anticipated 300 new occupants, the scheme is set to significantly boost footfall and local activity.

Key facts:

- 270 bed C1 apart-hotel scheme set over 9 stories
- Ground Floor flexible office with space for 200+ Desks
- Planning determination Q2 2025

In development



Key contacts

■ William McKenna, Luxgrove
william@luxgrove.com

Sherwood Close

In development

**Promoter:**

Joint Venture between
Latimer and Fairview New
Homes

**Address:**

Sherwood Close (Phase 3), Ealing,
London, W13 9FU

**Asset class:**

Living

**Investment readiness:**

Land owned by Joint Venture between
Latimer and Fairview New Homes

**Planning status:**

Consented development. Start
on site – Q2/Q3 2025, practical
completion – Q1 2028

The opportunity

Sherwood Close is the third and final phase of the regeneration of the former Dean Gardens Estate. Latimer, the development arm of Clarion Housing Group, has partnered with Fairview New Homes to deliver a high-quality residential scheme of 188 homes, including 37 homes for social rent. The scheme will provide energy efficient air source heating, new publicly accessible amenity space and attractive building design.

Key facts:

- 188 homes, including 37 homes for social rent
- Attractive building design
- 0.3 miles / 6 minute walk to West Ealing Rail Station



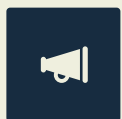
Key contacts

■ **Pascal French, Latimer**
pascal.french@clarionhg.com

■ **David Chalmers, Fairview New Homes**
david.chalmers@fairview.co.uk



Waitrose West Ealing



Promoter:
John Lewis Partnership
BTR Ltd



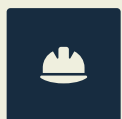
Address:
2 Alexandria Road, West Ealing
W13 ONL



Asset class:
Living and retail



Investment readiness:
The land is owned by Waitrose Ltd, a subsidiary of John Lewis Partnership PLC, which also owns John Lewis Partnership BTR Ltd. It has a joint venture partner, Abrdn, which will be leading the discussion with investors.



Planning status:
Appeal Decision pending

The opportunity

A showcase example of the optimisation of a strategically located brownfield site, retaining a valuable, highly successful supermarket, whilst enabling the development of 428 much-needed rental homes. The design responds to its location within the town centre, adjoining the Elizabeth line station, and in an area of approved taller buildings, whilst respecting the lower scale properties in close proximity. The development will activate Alexandria Road, creating a new public square and a high-quality mix of private and affordable homes set within generous landscaped podium gardens.

Key facts:

- 4 tall buildings and 2 mews buildings ranging from 4–20 storeys, containing 428 private and affordable rental homes set in landscaped gardens
- A new public square, community room, space for a local charity, and commercial space for local businesses enabling the creation of an active frontage on Alexandria Road
- Optimising an underutilised town centre site opposite West Ealing's new Elizabeth line station

Seeking investment



Key contacts

■ Ken Harrison, John Lewis Partnership BTR Ltd
ken.harrison@johnlewis.co.uk



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www.goodforealing.com
Invest@ealing.gov.uk