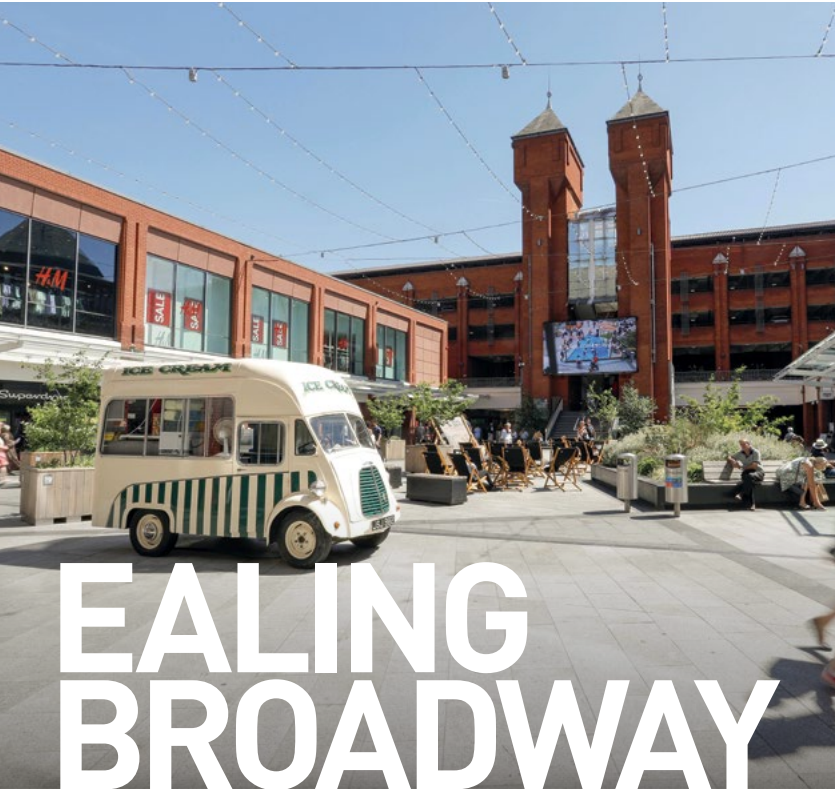


**EALING  
BROADWAY**



# EALING BROADWAY

## SHOPPING CENTRE

OUR LOCAL CONTRIBUTION





## Welcome

For customers, retailers and businesses, Ealing Broadway Shopping Centre is an exciting place with community at its heart.

During my time here, I've seen the centre grow into an even better destination, where people want to work, shop and play. With the arrival of Crossrail in Ealing and British Land's focus on placemaking, we're excited about the future. Our entire team shares a passion for community. As the Chair of Ealing Business Improvement District (Make It Ealing), I'm always looking at ways to work with partners, including local businesses, schools and charities, to make sure the centre continues to create a lasting positive legacy.

**Andrew Rollings**

Centre Director at Ealing Broadway



*Ealing Broadway Shopping Centre offers a great shopping, dining and leisure experience located just a few minutes' walk from Ealing Broadway train and tube stations.*

*It's home to some of the UK's best known brands, with great places to visit both within the mall and along the high street.*

*The shopping centre is part of British Land's wider campus at Ealing, which also includes around 104,000 sq ft of offices and more shops at 10-40 The Broadway.*

*We're delighted to publish this review exploring our social, economic and environmental contributions in Ealing, informed by a study carried out by independent economics consultancy, Regeneris.*



## Key stats



**Providing 2,850 Jobs**  
directly in Ealing town centre



**£195m Contribution**  
to the London Borough of Ealing's economy  
annually, Gross Value Added (GVA)



**£150,000+ invested**  
into the local community since 2014  
through cash contributions, time  
volunteering and in-kind donations



CASTLEBAR ROAD

GORDON ROAD

LONGFIELD AVENUE

SPRING BRIDGE ROAD

THE BROADWAY

HAVEN GREEN

10-40 THE BROADWAY

THE BROADWAY

PERCEVAL HOUSE (EALING COUNCIL)

EALING TOWN HALL

DICKENS YARD

CHRIST THE SAVIOUR

ELIZABETH SQUARE

EALING BROADWAY SHOPPING CENTRE

EALING POLICE STATION

THE QUESTORS THEATRE

FILMWORKS CINEMA DEVELOPMENT

BOND STREET

HIGH STREET

MATTOCK LANE

GROVE RD

WALPOLE PARK

PITZHANGER MANOR

EALING GREEN COLLEGE

DRAMA STUDIO LONDON

GRANGE ROAD

EALING STUDIOS

EALING GREEN

UNIVERSITY OF WEST LONDON



EALING  
BROADWAY  
STATION



MADELEY ROAD



NORTH CIRCULAR ROAD

THE MALL

PARAFIA  
CHURCH

WINDSOR ROAD

FLORENCE ROAD

NORTH COMMON ROAD

THE COMMON

EALING  
COMMON

GROVE

ROAD

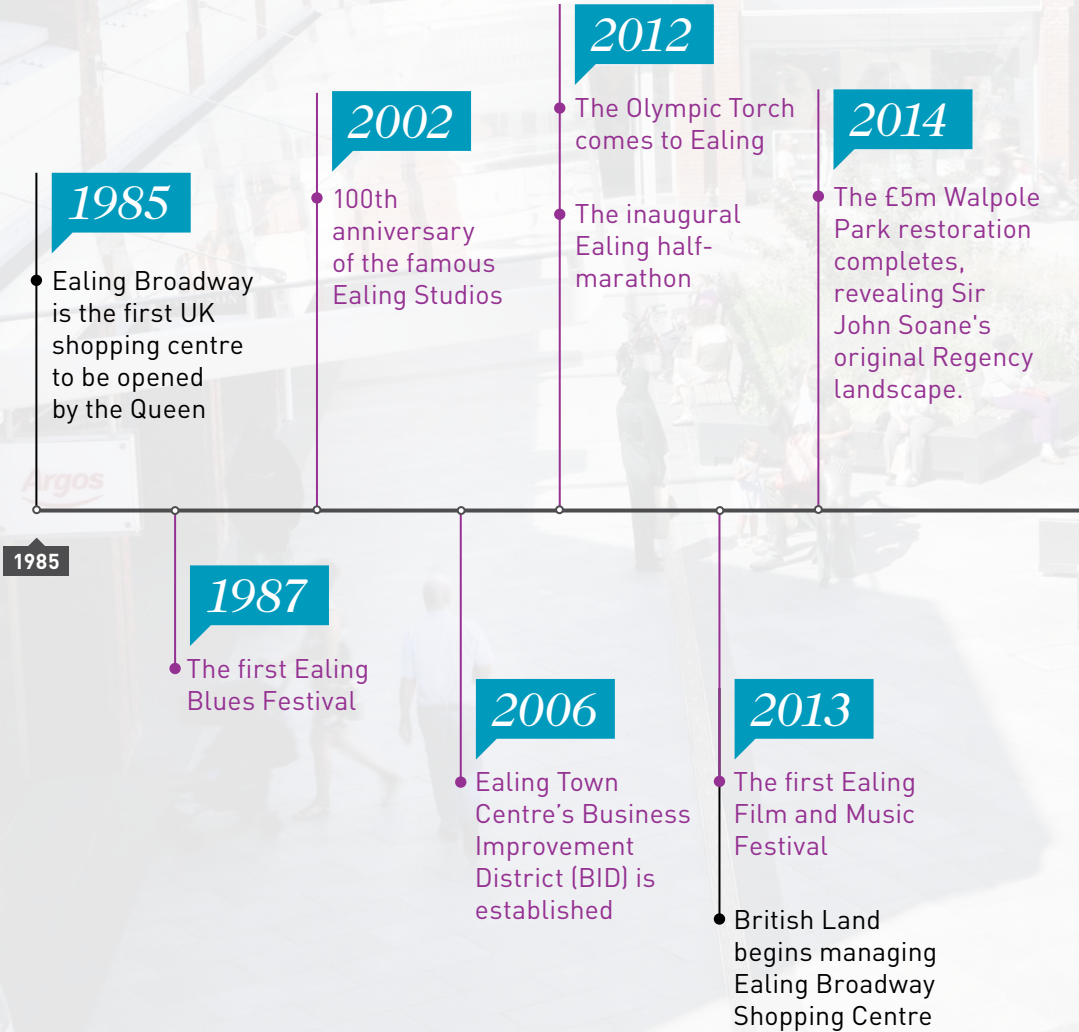
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British Land  
Ownership



# Ealing Broadway: Our History



## KEY TO TIMELINE

Ealing-wide

Ealing Broadway Shopping Centre

As partners in the community we're committed to ensuring Ealing Broadway is a great place to be. From 2013 to 2018, we invested over £15m and are continuing to improve in Ealing.

## 2016

- £12m Pitzhanger Manor transformation begins
- BID is renamed Make It Ealing with 88% voting to renew the BID for another 5 years

## 2018

- Elizabeth Square opens at the newly completed Dickens Yard with the unveiling of 'Ealing Rock' by leading UK artist Gordon Young.

## To Come

- Crossrail to arrive, as the upgraded Ealing Broadway Station opens
- Pitzhanger Manor to reopen following major restoration

## 2015

• £14m centre refurbishment completes which includes improvements to the existing malls, enhanced lighting, new shop fronts, signage and wayfinding, and new toilet facilities. The Town Square has become an attractive hub for community activities.

## 2017

- British Land begins managing 10-40 The Broadway
- St George's Film Works site starts on site
- The Neighbourhood Plan for Central Ealing is approved by voters, London's first approved plan led by both residents and businesses.

# Supporting Jobs and the Economy in Ealing



## Providing 2,850 jobs

directly at our retail and office properties in Ealing



## 1 in 7 retail jobs

and 1 in every 40 jobs in the Borough of Ealing is supported by British Land's properties



## Storey offices

provide flexible workspace for businesses and local SMEs, in Ealing Broadway Shopping Centre



## Bright Lights Starting Out

in Retail training programme launched in 2017, partnering with retailers to help 16-24 year-olds develop valuable skills to progress into employment

# £195m

## contribution

to the London Borough of Ealing's economy each year, Gross Value Added (GVA), with contributions across London of £403m



## £8.1m in business rates

paid by businesses in British Land properties in Ealing, equalling 5.5% of all business rates collected by Ealing Council



## 2p in every £1

in the Borough of Ealing's economy is generated by British Land's properties in Ealing

*“It is evident that Ealing Broadway Shopping Centre continues to make an invaluable contribution to the local economy and wider community.”*



# Retail businesses account for 1/3 of UK turnover\*



**Almost 1 in 5 jobs in the UK are in retail**  
Recognising the important role retail plays in people's careers and employability, British Land introduced its Bright Lights skills and employment programme to Ealing Broadway, helping people of all ages and abilities develop their potential and grow through apprenticeships, work experience, pre-employment training and more.



*“Being on the Bright Lights Starting Out in Retail programme has helped me develop new skills and move back into a working environment. I have been employed by Tesco for 12 months now and thank everyone involved in the Bright Lights programme and Tesco for supporting me through my journey.”*

Sean (above)  
Employee at Tesco, Ealing Broadway Shopping Centre

# Supporting the Ealing Community



## Nearly 1,200 schoolchildren

have benefited from our award-winning Young Readers Programme with the National Literacy Trust since 2014 at Ealing Broadway Shopping Centre.

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## £150,000+ invested

into the Ealing community since 2014 through cash contributions, time volunteering and in-kind donations

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## £123,000+ raised through fundraising

for charitable causes at Ealing Broadway Shopping Centre since 2014, thanks to the generosity of our visitors and centre team.

It is important for the team at Ealing Broadway Shopping Centre and British Land Shopping Centre to connect with our communities.

From hosting literacy events to facilitating fundraising, celebrating local heritage to volunteering on community projects, Ealing Broadway is a place with people at its heart.

Our award-winning Young Readers Programme partnership with the National Literacy Trust encourages children to read for enjoyment and develop their literacy skills, which research shows can have a lifelong impact on health, confidence, employability and happiness.

In Ealing, nearly 1,200 schoolchildren have participated since 2014, taking part in fun literacy events with our retailers and each choosing three new books to keep for free.



*“The annual Buskathon featuring a range of local musicians all raising funds for local charities is so inspiring. I can’t imagine any other shopping centre in the whole country does anything like this – certainly not as well!”*

Manager, The Soup Kitchen charity



*“We are very grateful for the magnificent sum raised by donations from visitors to Ealing Broadway Shopping Centre – every penny will be put towards supporting children and young people with disabilities and additional needs.”*

Fundraising Manager, The Log Cabin charity



# Great Places: Ealing Broadway Shopping Centre



## 15 million visits

in 2017, with an average of approximately 290,000 visits per week



## 100% dementia friendly trained centre team

building a safe and welcoming environment for all visitors, especially those who may be vulnerable



## 4.2/5 visitor rating

for the centre team and store staff, as well as safety security and cleanliness, reflecting visitor satisfaction



## 60+ community events

held at Ealing Broadway Shopping Centre since 2014, including charity fundraisers, food markets and activities for children



## 100% of staff are WorldHost trained

equipped to provide excellent customer service every time to Ealing's diverse community



## 100% managed waste diverted from landfill

since 2014, with almost 1,200 tonnes re-used and recycled from Ealing Broadway's shops, cafés and restaurants

Whether it's transforming our public spaces, improving our environmental efficiency or providing dementia-friendly training, we're committed to creating a place that makes a positive difference to people's everyday lives.

We continue to update and improve the centre and surrounding facilities in Ealing, and look forward to welcoming every one of our visitors.





*“Ealing definitely has the buzz of somewhere that will grow from strength to strength, especially with the arrival of Crossrail and further improvements to the town centre. The centre has become a real hub for the community.”*

Store Manager, M&S Ealing Broadway

*“Working at Ealing Broadway while undertaking my Master's degree has been an incredible experience. It's an amazing environment to work in!”*

Camila, Master's student at University of West London and team member at Ealing Broadway Shopping Centre











## *Find out more or get in touch*

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Ealing Broadway is managed by British Land, one of the UK's leading placemakers.

**We welcome your feedback.**



For Regeneris' full methodology on the Ealing Broadway economic contributions, please visit: [www.britishland.com/sustainabilityreport](http://www.britishland.com/sustainabilityreport)

All information presented in this review is correct as of December 2018.