

KEY FACTS

833 Homes

279 High Specification New build

554 Carefully restored refurbishment both internal and external

£100m + investment in the scheme

Supported by the Mayor of London

DELIVERING

COPLEY HANWELL W7



CGI of proposed regeneration. Copley Castle Bar.

THE BROADWAY LIVING APPROACH

Established in 2014, Broadway Living is a pioneering developer of high-quality homes. In a new and innovative approach for council-led development, the company's business model means that, using the profits made on private sales and rental properties, it can deliver more affordable housing for Ealing's residents.

Furthermore, being council-owned, Broadway Living has the knowledge, skills and expertise to contribute to the development of schools, public spaces, transport infrastructure and to economic regeneration.

Broadway Living aims to become synonymous with high-quality urban living. Over the next five years the company has plans for a diverse range of around 1,000 homes across Ealing. These will meet the needs and aspirations of tenants and buyers across a range of income brackets, providing desirable and contemporary places to live.



ABOUT COPLEY HANWELL W7

Copley Hanwell W7 is exceptional amongst estate regeneration schemes. The project is being led by developer Broadway Living, the council's wholly-owned subsidiary company. Unlike other regeneration projects, Copley will not pass to a housing association upon completion. Instead it will remain entirely in public ownership, allowing Ealing Council to retain the asset value of the land.

Success at the development requires knowledge and proficiency in a range of disciplines that span construction, planning, sales, marketing, public relations, graphic design, stakeholder engagement, interior design and project management.

Drawing together this unique blend – the very best of public and private sectors – requires trust, commitment and collaboration. Copley is showing it can be done.

ABOUT COPLEY

Built in the late 1970s by the Greater London Council, the existing estate known as Copley Close has long been a part of Hanwell's history. Like many similar housing developments across London, for years its true potential was left unrealised.

A review of the neighbourhood concluded that the estate could deliver so much more. And so with the help of the local community, plans were developed for the area's next exciting chapter.

- Early on it became clear that the development was going to be much more than just another London regeneration scheme. The focus has always been on a high quality of life and community pride.

- Copley Close is being transformed from a tired and isolated area into an attractive mixed-tenure neighbourhood, with excellent public spaces, that will enhance, benefit and integrate with the wider community.



A REMARKABLE REGENERATION

The regeneration of Copley Close will help restructure a one kilometre narrow strip of housing land into several interconnected desirable neighbourhoods.



1

Warwick Court

2

Greater Copley
(Phase 7)

3

Copley Castlebar
(Phase 6)

4

Copley Central

5

Darlington Court

6

Copley Court

7

Alton Court

Numerous properties that are no longer fit for purpose are being demolished to make way for contemporary new homes of mixed tenure and size.

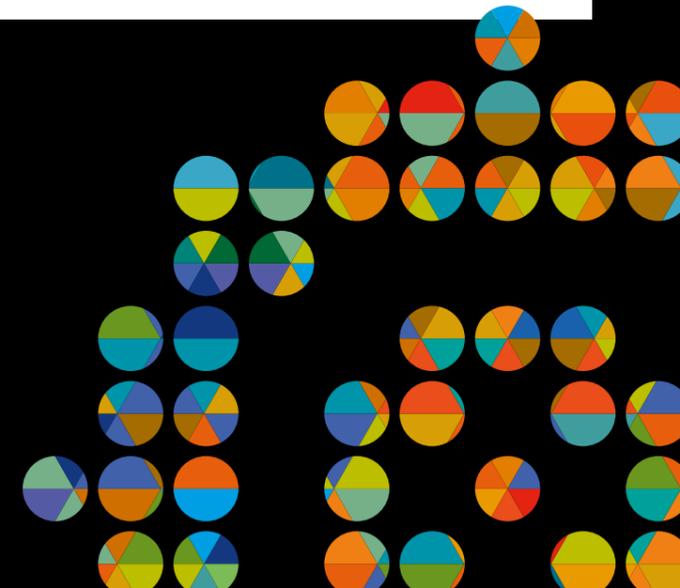
However, many existing homes are being retained and extensively refurbished; interior layouts are being entirely reworked and all fixtures and fittings replaced, while balconies and gardens are being added. New public spaces are being developed and thoughtfully landscaped, and security technology incorporated throughout.

Ample cycle parking will be provided to encourage greater use of this greener, healthier and often quicker form of transport. Residents can also exercise by means of 1KM fitness trail including outdoor gym equipment.

The new development will be a 'low car use' development (although family-sized homes will have dedicated parking spaces).

There will be dedicated parking for blue badge holders - a scheme that helps you park closer to your destination if you are disabled.

Copley will also be welcoming Enterprise Car Club to the neighbourhood, so residents can enjoy the benefits of a car without the cost of owning one. Finally a new community space and two new retail units will also be delivered, creating a central hub for all residents.



THE STORY SO FAR

Work to rejuvenate Copley Close is being implemented to ensure smooth delivery across tenure types by Copley's team of experts.

The early phases undertaken involve the extensive refurbishment of existing social rent homes and the creation of 5 new homes for social rent and also involved the refurbishment of a collection of 52 sheltered housing apartments.

In 2018, Alton Court, a multi awarding scheme and Darlington court were completed.

This is just beginning.

PHASE 2 ALTON COURT

33 NEW BUILD HOMES

Alton Court involved the demolition of an existing block called Angelsey Court which was replaced by 33 new build homes, consisting of three houses and 27 one and two bedroom apartments.

As part of this build, a Marketing Suite was also built and is used to sell units and act as an Information Centre when units are not available for sale. When the Marketing Suite is no longer required the unit will be converted into three two-bedroom apartments.

Alton Court was completed in January 2018, on time and on budget and all units were sold and occupied before summer 2018.



PHASE 3 WARWICK COURT

21 HOMES (18 REFURB, 3 NEW BUILD)

Warwick Court involves the refurbishment of 18 existing apartments and the addition of three new build apartments at one end in order to make the building more aligned with the softer and more design led new buildings around the wider site. Works have recently started on this phase of the project and are expected to complete before the end of 2020.



BEFORE



AFTER

PHASE 4 DARLINGTON COURT

31 NEW BUILD HOMES

This phase involved the demolition and new build of 31 apartments, all for social rent. This phase was delivered on time and under budget in December 2018. The first five residents moved in and celebrated Christmas 2018 in their new apartment. The remaining homes will be occupied in January 2019.



PHASE 6 COPLEY CASTLEBAR

201 NEW BUILD HOMES

This mixed tenure phase will occupy a huge area in the centre of the site opposite the train station. The area has currently been demolished and a contractor was appointed in mid 2018 and is likely to commence building works in Autumn 2019.

The build period for this phase is three years. This phase, when complete will consist of 27 houses and 174 one and two bedroom apartments, including a mixture of affordable and Open Market Sale units.

The Central Square area will also house the new Copley Management Hub, a shop and perhaps one or two other uses. This phase will also have a new Copley Community Centre, and activity play area.



BEFORE



AFTER

PHASE 7 GREATER COPLEY

REFURBISHMENT OF ALL REMAINING UNITS AND THE ADDITION OF 6 NEW BUILD

Works to this phase have already commenced and will run concurrently with phase 6 during its build period and extend on to the conclusion of the whole site. This will be a very complicated refurbishment project which will also house the District Heating System that will provide both Phase 6 and Phase 7. The works to this phase involve major internal and external refurbishments and the completion of the phase could take up to six years and will be done block by block.



BEFORE



AFTER

A MARKETING SUITE, BUT NOT AS YOU KNOW IT

The three-storey sales and marketing suite, located at Alton Court to the north of the development, was opened at Copley in July 2017.

The building will eventually be the location of three apartments, but will exist for the foreseeable future to provide information on other developments by Broadway Living, and as the location of Alton Court's two-bedroom showhome. The ground floor features the sales and marketing suite itself, where visitors are able to view plans for the development, property specifications, floorplans, and local area information, via a state-of-the-art interactive touch table and iPads.

Visitors can then explore the two-bedroom show apartment on the first floor, and for those who are not able to take the stairs, 360-degree internal photography is available.



The state-of-the-art touch table.



The new sales and marketing suite.

THE TEAM BEHIND THE SCHEME

The team is led by David Colley of Ealing Council, Regeneration Manager for the project; Gerry McCormack, MD of Rejuvena8 Ltd and Project Director at Copley; and Preston Nuenie, MD of Nuenie Associates Ltd and Construction Director for Copley.



THE CUSTOMER JOURNEY

The Copley Sales and Marketing activity is carried out by Broadway Living, a wholly owned subsidiary of Ealing Council.

Broadway Living recognise that buying a new home is one of the most important things that anyone can do in their lives and they are totally committed to ensuring that the home-buying process is as straightforward and enjoyable as possible for all their customers.

Although very aware that a new build home takes time to settle and that challenges can occur for new owners from time to time, Broadway Living are totally focussed on continually improving their customer service to ensure that customers receive on-going, 100% support to overcome any challenges that may be identified.

Every aspect of customer service, from the initial enquiry right the way through to post completion and after sales is of paramount importance to

Broadway Living and is enshrined in their "Customer Journey" ethos and this has helped them achieve several top awards in the new starter homes category from the house building industry in 2018.

The customer journey underpins the whole philosophy of Broadway Living and how important every transaction is with the customer to ensure complete satisfaction and peace of mind for each new home buyer.

The Broadway Living team has undergone a series of specialist workshops to ensure that, from the moment a customer makes initial contact with them, their homebuying experience is friendly, efficient and informative.

Throughout the process, home buyers will be kept up-to-date with details of progress of their new home and even after completion, Broadway Living are on hand to assist with queries and ongoing customer care.

THE STORY SO FAR

The show apartment at Copley showcases the high-quality specification and contemporary finish that defines this development.

A spacious entrance hall leads into the main living and kitchen area, which provides an open-plan layout and floor-to-ceiling, triple-glazed windows; the kitchen is sleek and modern and includes fully integrated appliances. Two bedrooms provide the same expanse of natural light and the master bedroom features an en suite shower room; this and the main bathroom offer Roca fixtures and Grohe sanitaryware. A spacious private balcony provides the finishing touch.



INCREDIBLE INTERIORS

Interior design consultancy Artspace was responsible for the interiors at the show apartment. The show home's elegant design scheme incorporates a soft colour palette of whites and greys, with pops of muted teal and green with accents of copper and warm light woods.

Managing Director Kate Letteriello commented: 'This contemporary design was created to have a light and airy feel with the use of clean lines and design-led pieces of furniture. To achieve this we have added hints of copper which adds interest and a feel of quality. The contemporary light wood furniture brings an elegance and warmth to this home, whilst the copper accents keep it on trend. We have commissioned bespoke hand-painted artwork throughout to add a luxurious feel and also to act as a talking point as you walk around the apartment.'

The overall result is a scheme that demonstrates a fresh, modern and aspirational feel designed to appeal to first time buyers and working professionals.



AN AWARD-WINNING YEAR FOR COPLEY HANWELL W7

With its combination of stylish, modern homes and a great West London location, Alton Court, the first phase of private-sale homes at Copley Hanwell W7, has not only been popular with buyers, but with industry experts too.

The success of the scheme in offering practical, high specification homes with accessible prices has been endorsed by the winning of three of the most important and prestigious awards for homes targeted at first time buyers.

BEST STARTER HOME SCHEME IN THE WHAT HOUSE? AWARDS

Judges were impressed by Alton Court for many reasons, including its commitment to providing an affordable first step on the property ladder, excellent design and a detailed and high-quality specification.



BEST FIRST-TIME BUYER HOME IN THE LONDON EVENING STANDARD NEW HOMES AWARDS

In an incredibly competitive category, Alton Court was awarded the coveted Best First-Time Buyer Home prize after judges found it provided everything a first-time buyer could need – affordability, plenty of space, great design and energy efficiency – without compromising on style or quality.



BEST PARTNERSHIP IN THE INSIDE HOUSING DEVELOPMENT AWARDS

At the Inside Housing Development Awards, Broadway Living was awarded for its exceptional and forward-thinking partnership model.



BEST SHOWHOME IN THE FIRST TIME BUYER READERS' AWARDS

The stylish show apartment at Alton Court took home the prize for Best Showhome for giving buyers a realistic depiction of their new home, enabling them to see it at its maximum potential.



DELIVERING COPLEY

ARTSPACE

Interior design consultancy Artspace created the stylish two-bedroom show apartment at Alton Court. Its elegant design scheme incorporates a soft colour palette of whites and greys with pops of muted teal and green with accents of copper and warm light woods and was designed to demonstrate a fresh, modern and aspirational feel designed to appeal to first time buyers and working professionals.

CALFORDSEADEN

Calfordseaden are an award-winning, multi-disciplinary professional consultancy working with the construction and property industry. Their objectives for Copley were to ensure an economic, social and sustainable legacy through reuse and regeneration.

HTA DESIGN LLP

HTA is a multi-disciplinary partnership that aspires to create great places for people. We are renowned for our ability to deliver attractive new neighbourhoods, and describe our approach as placemaking, to create successful, popular, and sustainable residential developments. We have been responsible for the landscape design at Copley, drawing on our extensive experience in developing outstanding, high-density residential developments. Our philosophy is to be responsive to each place, recognise its unique qualities, and to anticipate new and innovative urban and landscape forms. We are advocates for the importance that landscape plays in creating place and value.

HUNTERS

Hunters is a multidisciplinary consultancy and design firm, based in west London. Our work includes public and private sectors, with a focus on residential-led, mixed-use urban renewal, across new build and existing developments. We have been involved in the Copley project since its inception, as design concept and planning architect.

NEUNIE ASSOCIATES (NAL)

Neunie Associates (NAL) has been involved with the Copley redevelopment from its inception, providing strategic and operation direction - advising on the master plan, design, procurement, programming, construction methods and stakeholder management to assist the Council to realise their vision and objectives. Operationally, NAL provides building surveying services across the development to enable the Council to maintain the existing stock in a state of repair that ensures that health and safety matters are managed and mitigated. NAL will continue to play an instrumental part in the delivery of over 279 new build homes and the significant refurbishment of the retained housing stock to make Copley a place where people want to live and invest in.

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PETER BRETT ASSOCIATES

Peter Brett Associates LLP (PBA) is an independent consulting practice of engineers, planners, scientists, and economists. We've been providing personal trusted advice to our public and private clients for over 50 years. At Copley, PBA have provided all engineering services from initial concepts to planning submission and procurement of main contractor.

POTTER RAPER PARTNERSHIP

At the Copley Close development Potter Raper are providing Employer's Agent and Quantity Surveyor services on Copley Castlebar (Phase 6). We are a multi-disciplinary construction consultancy, with a long and successful history of working on large regeneration schemes. We are dedicated to maximising the potential of Copley Close and assisting LB Ealing in meeting their time, cost and quality objectives.

PROPERTY HOUSE MARKETING

Property House Marketing is implementing a public relations and digital marketing strategy to introduce Broadway Living, and specifically Copley Hanwell W7, to the local, regional and national media to reach new and existing homeowners, as well as providing sales support across its developments.

REJUVENAS LIMITED

Operating through his strategic consultancy Rejuvena8, and with a history of working on large mixed-tenure projects, Gerry McCormack has been working with Ealing Council as Project Director of the Copley project since October 2015. Responsibilities included a complete review of the scheme in order to increase density and generate surplus cash as well as full financial reporting, delivering the project, setting up a new sales operation and helping create a legacy within Ealing Council for future projects. Gerry leads a small team made up of council graduates, project based external consultants and a team of architects, engineers and sales & marketing companies.

THINKBDW

Full-service design agency ThinkBDW has been responsible for the branding of the Copley development and the design & production of all marketing collateral including advertising, media planning and buying, brochures, hoarding, signage, CGIs, web site and digital marketing. It also designed and fitted out the whole ground floor sales centre including the creation of the touch table and iPad applications.

UNITED LIVING

United Living, one of the UK's leading new build and refurbished living solutions provider, is the Main Contractor delivering Phase 2 of this major regeneration project helping London Borough of Ealing to develop the estate's new identity and create a sustainable 'Community of Choice'. The company was appointed at the pre-construction stage after a competitive tender process and worked in a collaboration with Ealing and the design team to deliver an exemplar quality project in a safe environment and within budget.



Backed by
HM Government



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