

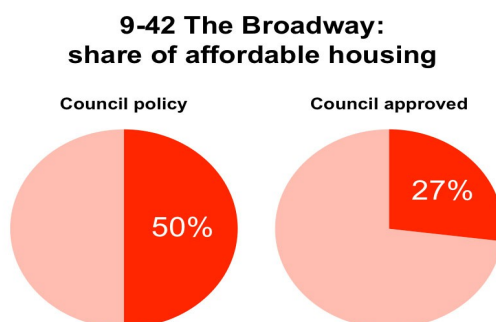
9-42 THE BROADWAY: 6 – 9 APRIL FACEBOOK POSTS

POST 1

FACT: The 188 apartments in the 9-42 The Broadway scheme will include only 51 units described as affordable.

That's 27% – far less than recommended in the Council's own policy for developments like this, which says: 'The starting point for negotiations will be a contribution of 50 per cent affordable housing provided on-site.'

If you believe that this is a poor deal for local people, help Save Ealing's Centre fight the scheme at the public inquiry. Donate now at www.saveealingcentre.com.



POST 2

FACT: Our Council spent around £70,000 of your money defending the last development they had approved for the 9-42 The Broadway site at a public inquiry in 2009. They lost.

Save Ealing's Centre successfully fought the last scheme and will be fighting this one at the public inquiry starting on May 9th. We receive no public funding.

Please help us pay our barrister's fee by making a donation at www.saveealingcentre.com.

POST 3

FACT: The design of 9-42 The Broadway has been roundly criticised by several key organisations dedicated to protecting Britain's heritage.

According to SAVE Britain's Heritage, 'the proposed streetscape is monotonous, and it removes all the charm and character found in the existing buildings.'

If you dislike development that is unsympathetic to our historic town centre, please help Save Ealing's Centre fight it at the public inquiry starting on May 9th. Donate now at www.saveealingcentre.com.



POST 4

FACT: By far the biggest share of publicly accessible floor space in the 9-42 The Broadway scheme would be given over to retail, with some provision for drinking establishments/nightclubs and restaurants/cafés.

The extent of essential services (such as doctors' surgeries, day nurseries etc.) and leisure facilities is unclear. But it is very little.

If you think that Ealing needs more public amenities, not more retail, help Save Ealing's Centre fight the scheme at the public inquiry starting on May 9th. Donate now at www.saveealingcentre.com.

9-42 The Broadway share of public floor space

