

LIVE BRIGHTER IN BRENTFORD

THE ART OF COMMUNITY IN THE WALKABLE NEIGHBOURHOOD



ALL YOU NEED, RIGHT ON YOUR DOORSTEP

The ongoing revival of our cities is centred on the notion that the places where we work, shop, learn and socialise should all be within 15 minutes of home.

This idea of 'walkability', that everything you need day-to-day can be found on your doorstep, is the inspiration behind The Brentford Project by Ballymore, an exciting new riverside community of 876 apartments and 150,965 square feet of retail space. It's a new destination that goes beyond offering convenience to champion sustainability and a better quality of life.

Located in one of West London's fastest-growing creative and commercial hubs, The Brentford Project is setting the benchmark for the capital's walkable neighbourhoods – areas which have become even more desirable due to the pandemic.

Plentiful green spaces and waterways are the backdrop for a thriving and close-knit district of cafés, restaurants, small businesses, schools and cultural events. All bordered by Chiswick, Kew, Ealing and Richmond, and offering fast, easy links to Central London.

Welcome to Brentford.



Brentford Facts



20%

GROSS VALUE ADDED
GROWTH OVER THE
NEXT DECADE FORECAST
IN HOUNSLOW*



8%

INCREASE IN
EMPLOYMENT FORECAST
IN HOUNSLOW OVER THE
NEXT DECADE*



45%

LOWER PROPERTY
PRICES
in Brentford compared to
Chiswick*



18%

FORECAST HOUSE PRICE
INCREASE ACROSS
LONDON BY 2025*



17

OFSTED 'OUTSTANDING'
EDUCATIONAL
INSTITUTIONS
within TW8 and neighbouring
postcodes**



1st

BUSINESS PARK
IN EUROPE
to be awarded WiredScore Gold
or Platinum for all its buildings –
Chiswick Park

*Knight Frank Research **Ofsted

The Brentford Project



876

NEW HOMES



150,000

SQFT OF NEW
RETAIL SPACE



12 acre

RIVERSIDE SITE



400m

NEW HIGH STREET





£73bn

CONTRIBUTED
TO UK ECONOMY
FROM LOCAL
BUSINESSES

THE PERFECT WORK-LIFE BALANCE





With home and hybrid working now becoming the norm, The Brentford Project makes the ideal base for a better work-life balance.

A huge number of businesses are based here, from global names to start-ups, along with fully equipped co-working spaces such as The Maker Station and Regus London. And outside work, you have all the amenities you need to switch off, from parks and plazas to health and wellbeing options such as The Wick, a unique wellness centre for The Brentford Project that will include a gym, spa and treatment rooms overlooking the gardens.

WORLD-CLASS EMPLOYERS

With names such as Sky and Disney along the 'Golden Mile' of the Great West Road and brands including CBS, Paramount, Discovery and IMG at nearby Chiswick Business Park, there is a wealth of world-class employment opportunities – all within a short stroll or cycle of The Brentford Project. Chiswick Business Park itself, with 1.8 million sq ft of workspace, houses 10,000+ employees across 75 different companies, while just a short drive away, Heathrow is another major local employer.

Source: <https://enjoy-work.com/the-park/overview>



Brentford offers that vital mix of amenities and social spaces that do everything from simplifying our daily routine and creating a sense of wellbeing to combatting loneliness.

It's a complete neighbourhood with everything we need to build stronger communities where we can feel connected, fulfilled and happy. From everyday essentials like supermarkets, schools, colleges and doctors' surgeries to the things that enrich our lives such as thriving high streets, sports facilities, well-designed public areas and a desirable riverside location. And all just 30 minutes from Central London.

“The sense of community is really second to none”

Annie McCormack, owner of The Brewery Tap pub

“It resembles places I love in the world, like Berlin and Brooklyn”

Timothy David, hair stylist

WHY BRENTFORD?



A CREATIVE COMMUNITY

Art and music have a special power to bring people together and make them feel inspired and included. In the walkable city, a whole host of these creative activities and events are within easy reach.

Brentford has a rich musical past and present that spans The Who's Pete Townshend, the Warner Brothers label and a vibrant local gig scene. The popular Musical Museum has been educating and entertaining visitors for more than 60 years, and every September The Brentford Festival brings together the latest talent for 10,000+ fans.

Brentford is also home to Johnson's Island, a community of makers and artists on the Grand Union Canal. With colourful narrowboats moored all around, the island is a magical creative space hosting a regular mix of indoor and outdoor events and exhibitions, weaving together history, art and nature.

The Brentford Project also combines creativity and community, attracting thousands of visitors to events as diverse as pizza-making classes, terrarium workshops and craft beer tasting from local breweries, with local musicians providing the soundtrack.

HIXXY MURAL

This striking piece of street art has become a defining feature of the spirit and community of The Brentford Project. Created by renowned graffiti artist Jo Hicks (Hixxy) and wrapping all four sides of a nine-storey car park, it's a visual celebration of individuality and an unmissable splash of colour on the Brentford skyline.

FAMILY RUN BUSINESSES

Situated at the heart of The Brentford Project, The Duke of London is a multipurpose venue that has evolved from one of London's most iconic classic car destinations into so much more. Centred on a family-run auto dealership, it offers everything from Ferraris and Harley Davidsons to vintage Vespas. A selection of cars from the film *Layer Cake* are also on display.

Next door is Romance of Rust, a unique classic car workshop dedicated to the hand-restoration of vintage Bentleys and Maseratis, and outside you can find Pauline, hair stylist Timothy David's vintage airline streamer housing his famed hair salon.

Other Duke of London attractions include the Brewery Tap pub, Santa Maria Pizzeria, The Brentford Cobbler, Brentford Bicycle Works and the Naturally Aspirated Wine store.

LONDON'S LEADING CREATIVE ENTERPRISE ZONE

One of just six boroughs selected for CEZ status for its commitment to local job creation and the increase of affordable workspace, Brentford has generated new funding that will provide even greater support for the creative and wider local community.

Key to the neighbourhood's success is the fact that residents have so many work opportunities close to home. This strengthens the sense of community, as neighbours, colleagues, and friends alike are able to live, work, and relax within a lively and supportive neighbourhood.

Brentford is building on these opportunities by engaging with multi-national businesses like Sky and Disney to build even closer ties with the local creative community, offering specialist training to young people, supporting local freelancers and introducing affordable production and studio space to boost Brentford's role as a London hub for TV and film.



8

**Brentford demonstrates
how the focus on creating
a walkable neighbourhood
can inject fresh life into
residential districts.**

**A NEW SHOPPING AND
LEISURE DESTINATION**



150,000
SQ FT OF NEW SPACE

An increase in the number and types of stores, independent boutiques, cafés and bars in the same area has generated an unstoppable energy and momentum locally, with Brentford now home to 102 retail units across 225,700 sq ft of space (source: Knight Frank Research).

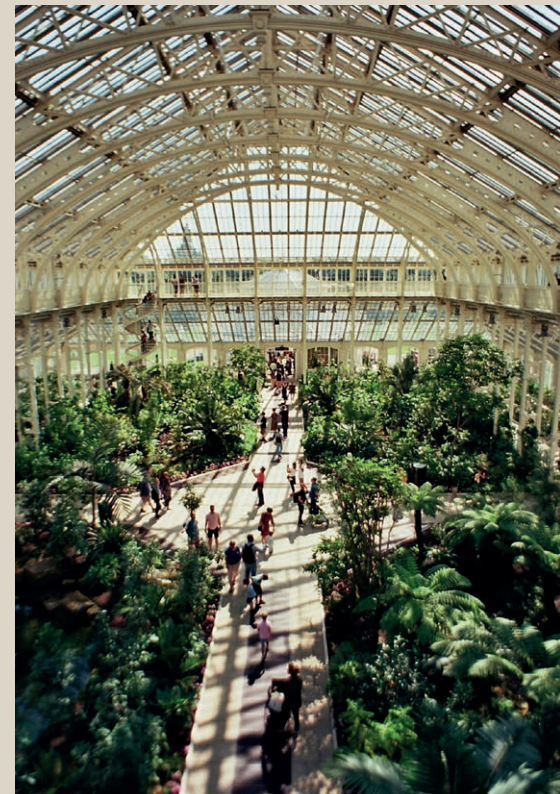
The Brentford Project is adding another dimension to the area's retail and leisure experience with over 150,000 square feet of new space. Flowing from the busy high street, The Lanes is a network of paved passageways featuring a diverse collection of independent stores. From old school vinyl stores to the Rye by the Water bakery, coffee shop and kitchen, the area conjures the spirit of bustling ancient laneways. The adjacent Waterman Arts Centre hosts a packed calendar of performance from its canalside location, and movie screenings are now regularly hosted within The Brentford Project itself.

Nearby retail hubs include Richmond and Ealing Broadway, which respectively came 134th and 135th in retail consultancy CACI's 2020 rankings of around 5,000 retail centres nationally.



WIDE OPEN SPACES

Outdoor space has never been more highly prized, particularly in our cities, as we increasingly seek to lead more mindful, active and balanced lives.



As a walkable neighbourhood, Brentford offers this retreat from the hustle and bustle with its mix of greenery and waterways that are close to home while being within easy reach of the city centre.

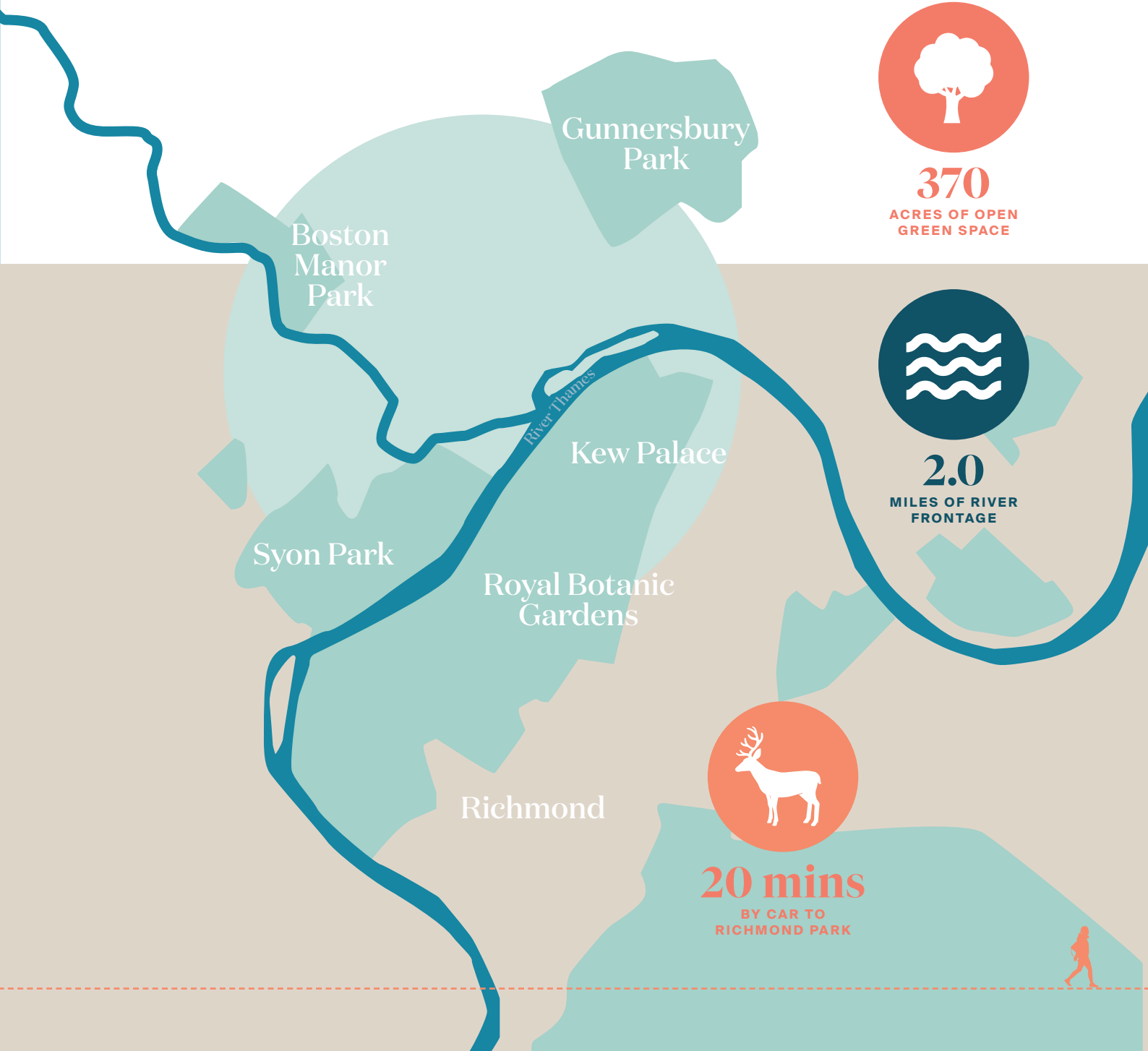
Brentford boasts 370 acres of green spaces spread across parks, public gardens and woodland. This sense of openness and nature so close to the centre of London has made it an increasingly popular choice for city dwellers seeking the best of both worlds.

Nearby are the world-famous Royal Botanic Gardens at Kew and the grandeur of Syon Park with its formal grounds and Great Conservatory. There are also hundreds of acres of woodland and meadow within easy reach along with and the Loder Valley Nature reserve which is home to over 300 plant species and a wealth of wildlife.

A little further afield to the south is Richmond Park, a National Nature Reserve where visitors share the sprawling historic parkland with herds of deer and stags.

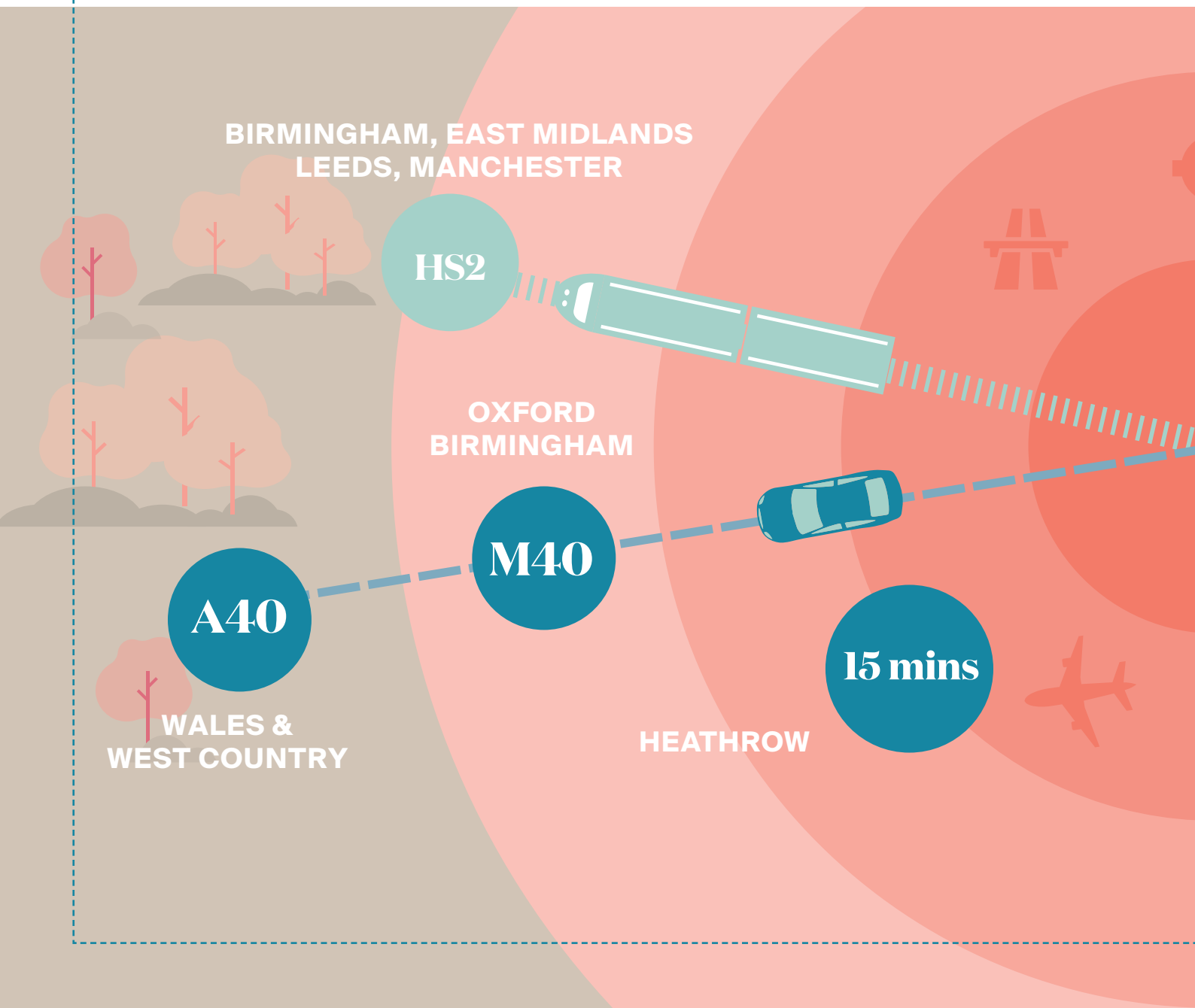
MESSING ABOUT ON THE RIVER

Nearly 2 miles of river frontage make this one of West London's top riverside neighbourhoods. The water is a dominant theme of life and a backdrop for all kinds of activities in Brentford. Brent Lock and The Thames path from Richmond to Putney are popular with walkers, cyclists and joggers, while there is paddleboarding and kayaking on the River Brent and beyond. Out of the water, the wealth of family options include Putt in the Park in Gunnersbury Park and the St Pauls Rec playground.



BE BETTER CONNECTED

One of the benefits of the 'human scale' city is that it prioritises people and well thought-out spaces that we can walk and cycle through.



As well as being hugely convenient and reducing reliance on cars, this brings us closer together, supports local business and reinforces that all-important sense of community.

Brentford's location in West London makes it hugely accessible for local and national travel.

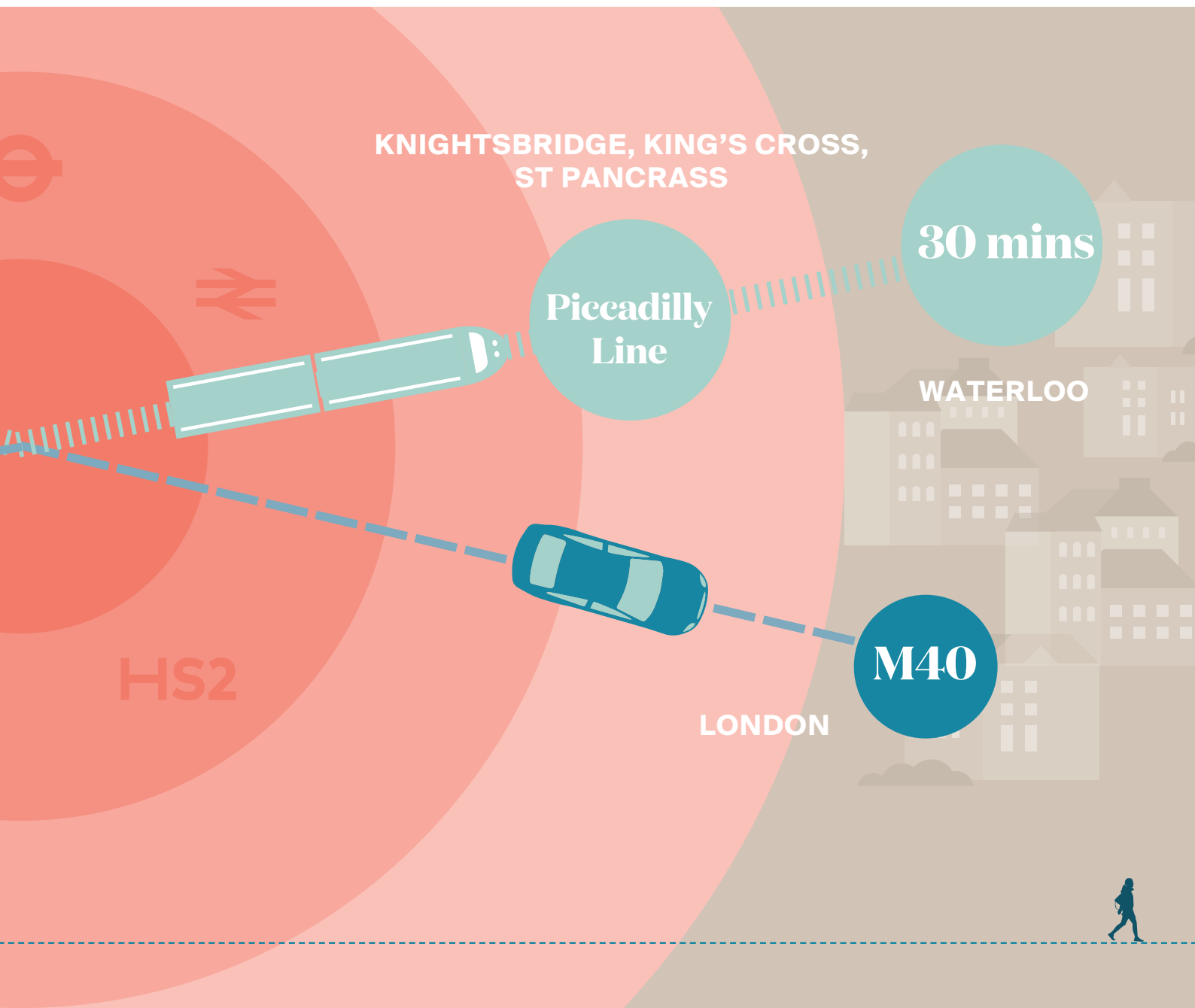
By rail, you can travel to London Waterloo in as little as 30 minutes, with fast underground and bus connections to the City and Canary Wharf. Get off at Vauxhall and the tube speeds you into the West End and to the international terminal at St Pancras.

And if you would prefer to take the underground all the way into town, it's around 30 minutes from Brentford Station to Knightsbridge.

By road, the M4 motorway connects you to the M25 and A40, giving you unlimited options to the south east and further afield.

Heathrow Airport is the nearest international airport at just 15 minutes' drive.

For cyclists, there are a number of cycle routes to both get you to where you need to go, and enjoy West London's scenic landscape. Take the cycle route from Brentford to Central London through Hammersmith and across Vauxhall Bridge, or enjoy a relaxed weekend bike ride along the Brentford Loop, taking you down to Richmond's hills and back around through Cobham and Esher.



PUTTING YOU FIRST

Looking after our health and wellbeing has become a key priority for so many of us in recent times, and Brentford offers a huge range of opportunities to put yourself first.





Whatever your chosen sport, you will find a way to get involved locally. From riverside runs to organised gym, yoga or boxing sessions. From tennis centres to golf at renowned local courses and rugby and football – either as a player or watching the league sides at Brentford FC and London Irish Rugby Club. Other options include paddleboarding and kayaking, leisure centres and a number of great playcentres to occupy the little ones.

There will also be the residents'-only wellness centre The Wick at The Brentford Project – a chance to work out in the state-of-the-art gym or relax in the luxurious spa.

Your health is also in the best hands, with an excellent range of hospitals, clinics, dentists and pharmacies locally.

LOCAL AMENITIES

- Yoga & Pilates
- Legends Boxing Gym
- Energie Fitness
- Kings of the Wild Frontier Gym
- Active 360
- Brentford Community Stadium
- Royal Mid-Surrey Gold Course
- Spa de Sal
- Hairdresser – Ross Poole
- Albany Vet Practice
- MediVet 24hr
- Brent Pharmacy
- Albany Dentist Practice
- Middlesex University Hospital
- Brentford Group Doctors Practice
- Snakes & Ladders Playcentre
- Fountain Leisure Centre
- 360 Paddleboarding & Canoeing
- The Nail Salon
- Solar Tanning



125 Your partners
in property
for 125 years

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