

Blueprint Southall

Celebrating Southall's industrial heritage with new employment space and job opportunities for local residents.

In this newsletter, you will find:

-  **An update on Firethorn's plans to transform the former Honey Monster Factory** in Southall following our public events in March – which have now been submitted to Ealing Council
-  **The changes we have made to the project following your feedback**
-  **Details on how to get in touch with us and next steps**



The proposals for Blueprint Southall

Get in touch!

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Our Vision – a reminder

Home to the former Honey Monster Factory, which supported hundreds of jobs in its heyday, the site has lain vacant for over half a decade.

We can change that.




The proposals, looking east, with the canal to the right and the proposed building to the left

You said, we did

We have made a number of significant changes to the scheme following months of extensive consultation and engagement with Ealing Council's officers, representatives across the community and residents.

Below is a snapshot of how the project has evolved and how we have responded to your comments from the consultation.

As a historic industrial landmark in Southall, we now have an opportunity to return the factory to its former glory with proposals that will deliver:

-  **1,149 new jobs for Southall**
-  **Local training and apprenticeship opportunities** for residents and young people
-  **Almost 340,000 sq ft of modern, flexible workspace** for local SMEs, start-ups and major businesses
-  **Spaces for a range of industries**, from manufacturing to film
-  **A £89.3m overall boost to the local economy**
-  **High-quality and sustainable designs**
-  **New canal side experiences**, including nature trails, art installations, an outdoor gym, coffee kiosk and event space
-  **New landscaping, and ecological improvements**

-  **Reduce the size of the units on the canalside** – to make the canal a more pleasant place for the public to walk along
-  **Exploring how we can improve parking on Bridge Road** – by working with the London Borough of Ealing
-  **More lighting and accessibility around the site** – to make the area safer for workers and pedestrians
-  **Exploring the possibility for a bus route through the site** – by working with the Council and Transport for London (TfL)
-  **Making the Wheatstore an affordable offer for smaller businesses and SMEs** – to help increase the number of jobs provided by the proposals, and support local businesses and entrepreneurs.
-  **Submitting hybrid application** – that future proofs the site for future expansion
-  **Enhanced landscaping** – to make the space more accessible for the local community
-  **Providing public art** – and working with the local community on this
-  **Including measures to help us be good neighbours** – including landscape design to shield the view from existing residential properties, both houses and boats



A map of the area, with the Honey Monster site highlighted in blue



Proposed improvements to the canal area shown at night time

What happens now?

We have now submitted a planning application to Ealing Council. The application is a hybrid application, part detailed and part outline, to help futureproof the site for future expansion.

You can view the full plans by visiting Ealing's Planning Portal and searching for the application reference number 232010FUL.

If you have any questions or comments, please contact us using the information below.

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Next steps

Summer 2023

Planning application submitted to Ealing Council

Summer/Autumn 2023

Application considered at Ealing's Planning Committee

Winter 2023/24

Construction work begins on site

Winter 2024/25

Blueprint Southall complete and in operation