Location, Connectivity & Product Overview

April 2026



Reception lobby & social common room — post-refurbishment CGI

01 / LOCATION POSITIONING

The same postcode is not the same location

All three assets trade on 'Ealing' — only Central Studios is actually there



Central Studios	Chapter Ealing	The Lyra
Ealing Broadway, W5	*3 Victoria Rd, North Acton W3*	*Portal Way, North Acton W3*
Elizabeth line District line	Central line only	Central line only
Town centre. 5-min walk to station. Two lines, high street amenity on the doorstep.	Marketed as Ealing. ~1.5 miles from Ealing Broadway. Industrial regeneration zone.	Same cluster as Chapter. Identical transport node. Effectively competing with each other.

The operator positioning opportunity

Chapter and Lyra are both Central line, North Acton — they are competing for the same student. Central Studios occupies a genuinely distinct position: Ealing Broadway town centre, Elizabeth and District lines. **For Londonist, this means less cannibalisation risk and a differentiated product in their portfolio.**

02 / TRANSPORT CONNECTIVITY

Broader catchment, fewer interchanges

Elizabeth line opens the full east-west arc. Central line from North Acton cannot match this without a change.

University / campus	Central Studios	North Acton	Route / note
UWL (Ealing)	**~5 min**	~20 min	Walking distance
Imperial South Ken	**~25 min**	~30 min	District line direct — no change
UCL / SOAS	**~22 min**	~35 min	Elizabeth line direct to Tottenham Ct Rd
LSE	**~28 min**	~40 min	Elizabeth + change at Farringdon area
King's College	**~30 min**	~45 min	Elizabeth + change - still materially faster
Queen Mary	**~28 min**	~45 min	Elizabeth direct to Whitechapel — largest delta
Imperial White City	~18 min	**~12 min**	Central line direct — North Acton has the edge here

** Journey times approximate via TfL journey planner, peak AM. All times to nearest 5 mins — verify against TfL before finalising. CS = Central Studios (Ealing Broadway). NA = North Acton.*

03 / PRODUCT

Town-centre product — and it's being upgraded

Post-refurbishment, Central Studios offers a product that stands alongside premium operators — at a better address



51-week studio bedroom



In-room kitchenette

Bedroom specification	Full-height joinery, integrated study desk and shelving, upholstered headboard unit, vinyl flooring. Warm, residential aesthetic — not institutional.
In-room kitchenette	Sage green cabinetry, integrated hob, microwave and sink. Oak-effect trim throughout. Full-height storage. Sit-up bar with stool — functional for the 51-week tenant.
Communal amenity	Refurbished reception and social lounge. Arched detailing, branded Central Studios identity, parquet flooring, soft seating and co-working zones. Defined sense of place.

Comparison on product

Chapter and Lyra offer high-quality fitout. The point is that both assets sit in a regeneration zone with limited street-level amenity. Central Studios offers comparable room quality in a materially better-connected, higher-amenity location. The refurbishment closes any remaining product gap.

04 / TOWN CENTRE COMPARISON

Where students actually live: Ealing Broadway vs North Acton

Beyond the commute — retail, F&B, leisure, green space and the daily texture of student life

	Ealing Broadway	North Acton
Grocery	✓ M&S, Waitrose, Sainsbury's, Lidl — all within 10-min walk	— No full supermarket within walking distance. Convenience only.
High street retail	✓ Established town centre — clothing, pharmacy, banks, services	— Predominantly industrial / regeneration. Minimal street retail.
Restaurants & cafés	✓ Broad independent and chain mix. Uxbridge Road and The Broadway active.	— Very limited walkable F&B. Students dependent on cooking or travelling.
Leisure / nightlife	✓ Pubs, bars, Vue cinema. Social infrastructure at walking distance.	— No meaningful nightlife or entertainment locally.
Gyms	✓ PureGym, Nuffield Health and independents in the town centre	— Limited local provision — travel required for most options.
Green space	✓ Walpole Park and Ealing Common accessible on foot. Significant amenity.	— Limited green space. Industrial character around both assets.
Library	✓ Ealing Central Library — large borough library, 5-min walk	— No local library provision.

Why this matters to an operator

Student satisfaction and renewal rates are driven as much by the lived experience outside the building as inside it. Chapter and Lyra have invested heavily in on-site amenity precisely because the local environment doesn't provide it — a rational response to the location, but one that carries higher capex and operational cost. Central Studios starts from a stronger base.

Town centre assessment based on publicly available data. Retail and F&B inventory subject to change. Ealing Broadway regeneration pipeline status should be verified before presentation. Journey times approximate via TfL journey planner.

05 / BLOCK BOOKING PROPOSAL · LONDONIST

Floor	Rooms	Type	Advertised rate	Londonist ask	Our Proposal
0 ✦	10	Standard Studio [REFURBISHED]	£340pw × 51wk	£300pw × 44wk	£320pw × 51wk
2	7	Standard Studio	£355pw × 40wk	£300pw × 44wk	£310pw × 44wk
3	9	Standard Studio	£355pw × 40wk	£300pw × 44wk	£310pw × 44wk
Total	**26**		**£400,690**	**£343,200**	**£381,440**

✦ *Ground floor rooms are fully refurbished with direct access to the newly refurbished communal amenity - reception lobby, social lounge and co-working space.*

	Advertised	Londonist ask	Our Proposal
Total revenue	£400,690	£343,200	**£381,440**
Discount to advertised	-	−14.4%	**−4.8%**

+ WEBSITE RATE COMMITMENT

Upon execution of a block booking agreement, Central Studios will increase its advertised website rates as follows:

Type	Current advertised rate	Rate on execution	Londonist Proposal
Refurbished	£340pw × 51wk	**£355pw × 51wk**	£320pw × 51wk
Unrefurbished	£355pw × 40wk	**£365pw × 40wk**	£310pw × 44wk

- Upon signing, our advertised website rates will be updated to reflect the refurbished product and upgraded amenity across the asset. This is a commitment made as part of the partnership, not a post-hoc adjustment.
- Londonist's students on floors 2–3 benefit from a 44-week tenancy against our standard advertised 40-week term - an additional 4 weeks of tenure not reflected in the weekly rate comparison above.
- The updated advertised rates provide a clear public anchor for your own listings, giving your team confidence that the block booking price represents genuine market value and cannot be replicated by students booking direct.