

Julian Bell
Leader of Ealing Council
14/16 Uxbridge Road,
Ealing,
Greater London
W5 2HL

17 February 2015

Dear Mr Bell,

RE: EALING CLUB AND THE POTENTIAL FOR MUSIC HERITAGE TOURISM IN EALING

I am writing from **Music Heritage UK**, the charity which exists to promote, protect and preserve our popular music heritage.

In 2014, we worked closely with music stakeholder group **UK Music** on a report on the potential for music heritage tourism and found that nationally the country as a whole is missing out on £4 billion in additional tourist income. The report, which highlighted best practice from across the country, can be downloaded here: <http://www.ukmusic.org/research/imagine/>

We believe that Ealing is in a unique position to develop its popular music heritage as a thriving cultural tourist offering. Ealing can make a solid claim to be the cradle of British rock with close ties to variety of famous acts including the **Rolling Stones, the Who, Queen, Fleetwood Mac, Cream, the Jimi Hendrix Experience** and the **Pet Shop Boys**.

At the centre of all of this lies the **Ealing Club** which was instrumental in the formation of the Rolling Stones and the subsequent explosion of British Rhythm and Blues in the 1960s. In our opinion it rivals the Cavern in Liverpool as a historical music location and would form the natural centrepiece of any potential music heritage tourism offering in the borough.

However, the recently publicised plans to redevelop the site of the Ealing Club (2a The Broadway, London, W5 2NP) would mean the destruction of one of London's most important pieces of music heritage - and a huge missed opportunity in terms of promoting a new form of tourism.

The volunteer-led **Ealing Club Community Interest Company** has done some amazing work in promoting the club and its proud history both within the music world, and locally. Their demonstrable passion, skills and knowledge could be leveraged to help Ealing market itself to music fans from around the world. However, heritage needs to be in "as living a state as possible" in order to encourage tourism and their great work to date would go to waste if the club is torn down.

There is a huge opportunity for Ealing to encourage tourists from around the world to the "cradle of British Rock", and for local businesses to thrive on the back of this, thanks to tourists spending their dollars, euros and yens locally. All that is needed is a willingness for local leaders to explore this untapped potential.

We discussed this in more detail in our Huffington Post piece on Ealing last week, which was well received by music fans across the country: <http://www.huffingtonpost.co.uk/james-ketchell/ealing-club-music-heritage-b-6669810.html> Essentially, we believe that Ealing is sitting on an unrealised music heritage tourism goldmine.

In the meantime we are urging you to consider any future development plans for the site of the Ealing Club against the building's proud and important place in music history, and its potential to kick start an entirely new tourist industry in the borough.

We'd also be more than happy to meet to share our knowledge, expertise and findings on how councils up and down the country have encouraged music heritage tourism cost-effectively - in person if it would help.

Alternatively, please feel free to contact me to discuss anything raised in this letter.

Yours sincerely,
J. Ketchell

James Ketchell

Chief Executive and Founder, Music Heritage UK

w: www.musicheritageuk.org
e: james@musicheritageuk.org
tel: 07850 374 815

CC:

Angela Bray MP
Steve Pound MP

Ealing42 (developers)

Sarah Bibra, Landlady of Red Room (formerly the Ealing Club)
Allstair Young, Ealing Club Community Interest Company

Ealing:

Martin Smith
Jasbir Anand
Ranjit Dheer
Yoel Gordon
Yvonne Johnson
Bassam Mahfouz
Binda Rai
Hitesh Tailor
Patricia Walker
Steve Hynes
Karam Mohan