

'EMERGING GUIDING PRINCIPLES' SUMMARY REPORT

The third phase of engagement directly followed the public events of Summer 2021 with an amended focus on stakeholder tours of the site.

ECDC organised a safe route through the site to 'the table' the concrete structure spanning the West London Line that EC2 used to sit on. The table gives full 360 degree panoramic views of the site and enables visitors to see the complexity of the existing level changes and infrastructure, as well as the active TfL Lillie Bridge Depot.

These tours have continued through phase 4 of engagement (see below) and as of April 2022 over 80 local residents, stakeholders and businesses have been taken on site tours. This has included RBKC Cabinet members, local ward councillors, all three local MPs and amenity societies including the Earls Court Society, Fulham Society and Hammersmith Society.

The stakeholders and groups taken on site during Phase 3 were then shown a presentation which set out ECDC's eight 'guiding principles' for development:

- Create an exceptional place that embeds economic, social and environmental responsibility
- Amplify nature, our emotional hero, our golden thread
- A blended use environment, spaces working hard to deliver principles of a circular economy
- A resilient masterplan; adaptable to future needs, maximising benefit for all
- The most connected place, open and accessible helping to make city life more equitable
- A continued heritage of world class ingenuity, for Earls Court, for London and the UK
- Welcome and surprise – bringing back the Earls Court 'wow factor'
- Creating a sense of place from day one – living our values

Feedback on these principles from the site tours were then considered, along with feedback from Wordsearch place in phase 1 and comments from the public during the events in phase 2 to create a new public **Vision** and **Four Priorities** for the masterplan.

We have a bold and ambitious vision: To bring the wonder back to Earls Court

1. Open up the former Exhibition Centre site for the first time in 150 years – giving back to local communities
2. A showground of world class ingenuity – celebrating its legacy and history
3. Create a better piece of city – a blueprint for future generations
4. Addressing the climate emergency – an ambition to go beyond net-zero

This vision and priorities accompanied a 2-dimensional masterplan framework which set out potential routes through the site and was released to the public for consultation in phase 4 as set out in the next section.

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