

**VISION FOR THE MASTERPLAN FEEDBACK SUMMARY REPORT**

This report sets out the feedback received by ECDC through consultation and engagement between November 2021 and April 2022.

**Phase 4 – November 2021 – April 2022: The Vision for the masterplan**

As part of phase 4 of the consultation and engagement programme, The Earls Court Development Company (ECDC) used the digital engagement tool Commonplace to collate feedback on the vision, priorities and emerging framework for the masterplan from local residents in a series of surveys grouped into themes.

This was advertised through social media, at meetings with stakeholders, a mail out to 36,000 households, emails to the stakeholder database and mailing list, via the ECDC website, and during in-person consultation events and the online webinar. Those who attended the in-person consultation events were also invited to take away with them a physical hard copy version of the surveys, which could be filled out and returned via freepost, allowing them to be included alongside the Commonplace responses.

This section contains a short summary of the feedback received through Commonplace, followed by more detailed results. Verbal feedback received at public consultation events can be found in the appendix to this section.

There were a total of 341 respondents. The questions are split into seven themed sections:

 <p>134 responses</p> <p><b>Quick fire questionnaire</b> If you haven't got time to complete the full survey, please fill out this quick fire questionnaire.</p>	 <p>87 responses</p> <p><b>Bring the wonder back to Earls Court</b> We have a bold and ambitious vision to bring the wonder back to Earls Court. Tell us what that means to you!</p>	 <p>133 responses</p> <p><b>Opening up the site for the first time in 150 years</b> We will open up the site and create lasting benefit for communities and businesses around the site. Tell us what you would most...</p>
 <p>26 responses</p> <p><b>A showground of world class ingenuity</b> Earls Court was a place of global wonder and discovery. Help us to celebrate this legacy and history.</p>	 <p>17 responses</p> <p><b>A blueprint for future generations</b> Earls Court will be the first major piece of city designed post Covid-19. Work with us to embrace future trends in the way we live.</p>	 <p>24 responses</p> <p><b>Addressing the climate emergency</b> The climate emergency is the defining issue of our time and we have an ambition to go beyond net-zero. Help us to tackle this at...</p>
 <p>13 responses</p> <p><b>Masterplan approach &amp; meanwhile uses</b> Tell us what you would like to see on the site as part of our events and enlivenment programme over the coming years.</p>	 <p><b>Tell us about your area</b> What places do you visit in Earls Court and why?</p>	

**Key findings from the respondents to online surveys via commonplace**

- From the results it is clear to see that there is a strong desire from the local community for new **open public spaces**. This was significantly the most requested element throughout the feedback from the community. This includes either public squares with cafes and restaurants or open green spaces for sitting, walking and exercising dogs. Peaceful walking routes and space for outside performance or food markets were also popular options amongst respondents.
- Continuing the theme of public spaces, respondents referenced **green spaces** as the type of facility most lacking in the Earls Court area. Also mentioned frequently, but significantly less often than green spaces, were **cafés, restaurants and retail space** (with a desire for independent and quality shops).
- In terms of the historic uses of the site which respondents wanted retained in the new development, four stood out – **Art, Food, Music and Theatre**. This mostly tallied with people's favourite memories from the old site, with most respondents' memories revolving around 'Exhibitions', 'Live Music' or 'Large Events', with 'Trade Shows' also featuring prominently. However, 'Exhibitions' were only the fifth most popular choice for historic uses which should be prioritised in the new development.
- Two main themes could be drawn out from respondents' memories of the flaws of the old site and what they wanted to see avoided in the future. Despite the exhibition halls' architecture being referenced by some as their favourite part of the old site, it was referenced more frequently as being **ugly or poorly designed**. **Poor upkeep of the site** was also seen as a major issue. The other major issues referenced most frequently were the amount of **traffic** caused by events and **the lack of pedestrian** access through the site.
- In terms of the most popular ways to open up the site, respondents prioritised **opening up a route from Earl's Court station** comfortably above the other potential routes. Access from **Lille Road or West Brompton station** was also popular, with the other proposed options significantly less popular.
- In terms of the environment, those surveyed were on the whole **extremely concerned about the climate emergency**. The most important local environmental issue for those surveyed was comfortably **air quality**, with over 75% of respondents ranking either air quality or **noise pollution** as the most important issue.
- During this period, a **mixture of paid and organic social media assets** were used to advertise the drop-in and online consultation events and to encourage completions of the Commonplace survey. The **paid adverts reached a total of 124,895 people** living in the local area, whilst **organic assets were reached by a total of 2,334 people**.

## **Summary of Verbal Feedback: Public Events (December 2021 – January 2022)**

Below is a summary of the feedback received at the four in-person exhibitions, and public webinar organised between December 2021 – January 2022. These events have been organised as part of the Phase 4 consultation programme, showing the public the vision and priorities that will guide the Earls Court masterplan. The in-person exhibitions included boards which are available to view [here](#).

### **Key Themes**

Our discussions with attendees focused on the following themes in particular:

**Building Heights:** While there was an acknowledgement that there would be taller elements in the masterplan, people enquired where these buildings are likely to be located on the site and how high they might be.

**History of Earls Court:** Frequent reference was made to the previous masterplan, with residents noting in particular the level of housing included in Capco's proposals. They enquired if ECDC will be incorporating any elements of their scheme into the new designs.

**Ownership of the site:** Although residents understood that ECDC were driving the redevelopment of Earls Court, some expressed confusion over who owned the site. They enquired how Delancey were involved, and why the proposals for 344 – 350 Old Brompton Road were submitted by the Earls Court Partnership.

**Masterplan:** People were pleased to hear about the overall vision and principles that will guide the redevelopment of Earls Court. They were, however, keen to see more detailed plans and asked when these will be shared with the public.

**Incorporating existing buildings into the Masterplan:** Residents were interested in discussing how some of the existing buildings will be repurposed and incorporated into the masterplan. They enquired what is likely to happen to the depot and what types of uses these buildings will be able to accommodate in the development.

**Design Workshops:** There was significant interest in the 2022 design workshops from residents. They welcomed the collaborative approach ECDC was taking and the opportunity for local people to feed into the emerging masterplan.

**Transport Infrastructure:** People were concerned that the creation of up to 4,800 new homes and influx of new residents would place further strain on transport and local infrastructure. It was noted that train services and local roads were already busy during peak travel times.

**Meanwhile Uses:** Attendees said they welcomed the activation of different parts of the site, referencing the success of the Warwick Road Apron art installation and London Wonderground. They enquired if any other such events will be organised in the future.

**Local Uses and Employment:** In general, people agreed that although Earls Court is an attractive place to live, there was a lack of diverse employment opportunities and leisure uses for residents.

**Timescales:** Attendees enquired when an application is likely to be submitted and if approved, when construction works are expected to begin and be completed by.

**Climate Emergency:** People welcomed the commitment to create a carbon-positive development at Earls Court. Most agreed climate change was the most significant issue of our time and noted the poor air quality and increasing car usage in the locality.

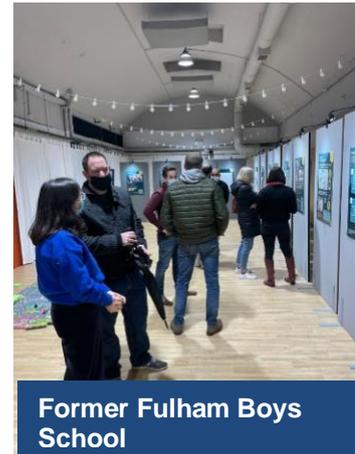
**Local Roads:** Attendees asked if any new roads will be created as part of the development. Some were concerned that if they were linked into the wider network, it would create a 'rat run' through the Earls Court site.

**Development size:** Some residents were unaware that the development site no longer included the Empress State building or the West Kensington and Gibbs Green Estates.

**Open Green Space:** Attendees noted that there had been a lack of green spaces for residents to use around the Earl's Court area. They were supportive of the plans to create a public park in the masterplan and enquired what type of activities and play facilities might be included in the space.

**Flood Risks:** Although it was not discussed at length in the events, some attendees referenced flooding was becoming a prominent local issue and is something that the project team should be mindful of as they develop their plans.

**Live Music:** A number of discussions were held about the type of live music, shows and events that would be provided at Earls Court. Some residents appreciated the Exhibition Centres would not be replaced with similar venues, noting there was a demand for a more diverse mix of social and leisure offerings. Others argued that a 'new big venue was needed' in the local area.



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