

INITIAL FRAMEWORK PLAN FEEDBACK SUMMARY REPORT

Overview

This stage of consultation was focused on sharing how we are incorporating the feedback received so far on our vision to 'bring the wonder back to Earls Court' into the evolving plans for the site. You can read these consultation materials on the ECDC website [here](#). These materials will continue to be made available for viewing.

An extensive series of events and activities were undertaken to reach as many sections of the local community as possible – with a focus on visiting markets, tube stations, community events and destinations, and places with high footfall. Across the events, the project team held approximately **754 conversations** and gave over **1,500 copies** of the exhibition materials to members of the public.

The programme of events and activities over summer 2022 included:

- 19 'Conversation Corner' events at the shop unit at 26 Lillie Road
- Three Weekly pop-ups at Earls Court Underground station
- Two pop-ups at West Brompton Station and one at West Kensington Station
- Two Summer Family Fun Days
- North End Road Market Pop-Up
- One webinar

In total, 32 events took place over a six-week period. Further details on these events can be found in Section 2 below.

To accompany the conversations at in-person events, a digital survey was set up on the online platform Commonplace to capture additional feedback. The demographics of the Commonplace respondents can be found in Section 3.

This report also includes information on the masterplanning workshops which are running concurrently to the public consultation (see section F) and the first Public Realm Inclusivity Panel (PRIP, see section E).

Key findings from the conversations and survey feedback:

- There is still a low level of knowledge about the proposed scheme amongst a number of local people, **with this phase being the first engagement many had with the Earls Court Development Company (ECDC)** – a sizable number were not aware it had changed ownership from CapCo.
- **Of those engaged for the first time, the majority were in favour of the initial proposals** as shared and were excited to see something happen on site.
- **The most common frustration was about the empty site and lack of visible progress**, with people wanting something to happen as soon as possible. Many of those expressing negativity were keen for something to come forward, with some incorrectly assuming that our current meanwhile activities would delay start on site.

- **Most, if not all participants who gave feedback were in favour of the proposed green spaces** in the framework plan, agreeing that there is little publicly accessible green space in the local area and hoping it will be improved.
- There was lots of **interest in the potential for cultural uses on the site**, with many feeling that the local area had lost its spark in the years since the Exhibition Centre was closed. Residents suggested a wide range of uses, including music and entertainment venues and places for artists to exhibit and sell their works. **Families and young people also frequently raised that there are limited activities for children and teenagers in the area.**
- **The height of the buildings in the development continued to be a frequently discussed topic.** This phase of consultation found those engaged, particularly those who have had less previous engagement with the development, were more open to tall buildings. **While a vocal minority, often from the RBKC side, still opposed the concept of height above around 7/ 8 storeys the majority of those surveyed and many of those attending events were more pragmatic about taller buildings** and had an understanding of the trade-offs between height and a greater proportion of the site as accessible green space.

A full set of findings from consultation to-date has been prepared by LCA in the August 2022 'Themes and Asks' paper, attached as an appendix.

This report looks more in-depth at the in-person and Commonplace feedback and the material in this report fed directly into the 'Themes and Asks' paper.

Summary of in-person events

Across late June and early July, ECDC hosted **32 events** around the Earls Court Site. This was made up of 'Conversation Corner', a vacant shop unit permanently displaying the consultation materials staffed regularly throughout the week, pop-up stalls in local Underground stations and North End Road Market and two large scale community events on Saturdays. Approximately 754 conversations were held with people living, working, and visiting in the local area. 1500+ handouts containing the same information as presented on the exhibition boards were also taken away by interested parties. A webinar held on Zoom was also advertised for those unable to make any of the in-person events, for which there were 6 attendees – most people seemed to prefer the opportunity to engage with the ECDC team face-to-face.

A summary of the set-up of each of these events can be found below.

Conversation Corner

Number of events: 19

Total attendance: 390 visitors

The consultation materials were on permanent display in a formerly vacant shop unit at 26 Lillie Road, round the corner from the Earls Court Project Rooms and Underbelly festival. People were invited to drop in for a chat about the plans and to view the exhibition boards.

An ice cream tricycle was used to encourage passers-by off the street on hot summer days with free ice creams and ice lollies. This was a very effective technique, with most attendees being people who had not been heavily involved in the consultation for the scheme previously.

Feedback was primarily gathered verbally, as most attendees were interested in having informal chats, but those who took away handouts were encouraged to visit the online survey.



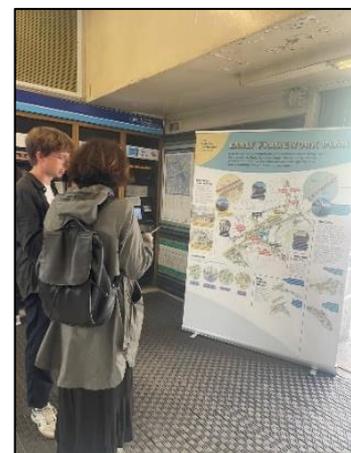
Station Pop-ups

Number of events: 6

Total attendance: 78 (494 handouts given out, this number relates to in depth conversations, many more people stopped briefly to look at the materials on display or saw them briefly whilst passing)

Using a vacant unit on the station concourse, the project team hosted three pop-ups at Earl's Court Station, as well as two at West Brompton Station and one at West Kensington Station.

Each of these took place up to and during the afternoon/ evening rush hour, with the aim to engage commuters for a quick chat and give them the information booklet to take away and read at their leisure. At each event, two pull-up banners with a summary of the key information were displayed. At least two members of project team were available giving out printouts of the exhibition materials and having conversations about the project.



Over the course of the six station pop-ups, at least 494 handouts were given to members of the public. Anecdotally, some of those who saw the station pop-up and didn't have time to stop later visited Conversation Corner and/ or our website.

Alongside attempting to engage people without prior knowledge of the pop-ups, the events were advertised with permanent vinyl displays on the Earl's Court station shopfront space kindly provided by TfL (these continue in place and this unit will remain as an information outlet as our engagement process continues).

North End Road Market pop-up

Number of attendees: 55

Similar to the Earls Court Station pop-up, the focus of the North End Road Market pop-up on face-to-face chats, and giving out ECDC branded plant pots and hand-outs. The team set up a marquee, banners with a cut down version of the information on the boards displayed, as well as a table with the site map and four members of staff on hand to speak to the public.

By going out into the North End Road community, the project team had informative discussions with people who, for the most part, hadn't been previously engaged in the consultation and who wouldn't necessarily meet the team through other consultation avenues. We intend to repeat our presence at the market and are planning a large scale activation for the forthcoming Festival on 24th September.

There were also physical feedback forms available and a QR code directing attendees to the online survey.



Family Fun Days

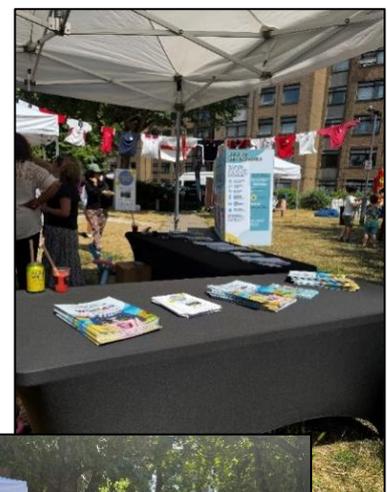
Number of events: 2

Number of attendees: 225

In addition to the consultation events detailed above, this phase of consultation also included two family fun days, one on the west side of the site and the other on the east. Both events used a marquee and table with extensive consultation materials, as well as the installation of a large 2m x 3m box displaying a cut down version of the exhibition materials attached.

The event on the east side took place at the Warwick Road Apron, in and around the 'Stars of Earls Court' art installation. A number of games, a smoothie bike, ice cream trike, and PA system were all present to encourage attendance from passers-by. This helped encourage a mix of attendees, both from the adjacent streets and the wider Earl's Court ward, including those who were very well informed about the project and had been following the site's progress (or lack of) for years.

The event on the west side of the site took place at the Mund Street Green, within the West Kensington and Gibbs Green estates. This event involved an ice-cream van giving out free ice-cream, a bouncy castle, games, music from a



steel drum band, and catering provided by a local company. The specific use of local businesses and performers aided the promotion of the event, with those used promoting their attendance themselves to neighbours and contacts in advance.

Most of those present were families from the estates, with around 150 attendees and more than 25 detailed conversations about the plans with residents. Those on the estates have generally been less engaged with the plans for the site since their campaign to save the estates culminated in ECDC handing them back to LBHF. However, as very near neighbours of the site, we are keen to ensure that we continue to reach out and engage with as many people as possible as the process moves forward.

A number of residents from the mansion flats and the Victorian terraced houses in the West Kensington ward also attended. Anecdotally, many of these people are pro-development and a handful have expressed they had specifically bought in the area due to the regeneration/ development that had previously been announced and as such they were very keen to see positive movement on the site.

Public Realm Inclusivity Panel

Number of events: 1

Number of attendees: 16

From June 2022, the Earls Court Development Company recruited a Public Realm Inclusivity Panel (PRIP), made up of local people with a mix of ages, experiences and access needs.

The panel will work closely with the design and development team to help shape the public spaces in the Earls Court development. They will use their lived experiences, site tours and workshops to help us make sure the masterplan is inclusive and welcoming to everyone.

The first meeting, held in July, aimed to define what inclusive design and an inclusive approach to design are. The Panel discussed what inclusivity means and started to think about people and their different needs in outdoor spaces. Further details on the panel and the outcome of this first meeting can be found in section 5.



Masterplanning Workshops

Number of events: 2

Number of attendees: 39

The masterplanning workshops first started in January 2022. They give people who live and work in the area, up to 25 per session, the opportunity to take a more detailed look at different aspects of the Earls Court development. Each session lasts for an hour and a half, begins with a short presentation as a jumping-off point (either from a guest speaker or member of the project team), before a Q&A with the speaker and smaller-group discussions facilitated by members of the project team.

As of 7 September 2022, there have been 10 sessions across five separate themes. Each workshop theme has two sessions to give local people the greatest opportunity possible to take part. The theme covered during the July workshop was “meet the architect”. This involved David West, from Studio Egret West, presenting the exhibition materials being shown during this period and answering questions in a lively Q&A session.



END