Community Newsletter

Summer 2023

Celebrating the Community Hub’s first birthday
Hello neighbour,

I hope this newsletter finds you well. It’s been a great few months and we have a lot to update you on.

Following the launch of our draft masterplan for the site in February, we were grateful for the opportunity to chat with and hear valuable feedback from over 600 people at our dedicated consultation hub, Conversation Corner. Due to its popularity, we have kept Conversation Corner open once a week to allow people to view our plans and have their say, even after the latest phase of consultation closed in May. You can learn more in the following pages about the feedback we received and how we are responding to it.

Since our last update, we have been glad to welcome our second Artist in Residence, Sol Golden-Sato. Following the previous three-month residency of Helen McCallum, Sol brought a fresh artistic perspective to our community. Our new artist Adam Hennessy has just started and Kimberly Gundle will follow later this year. We look forward to seeing how they can add to the growing creative impact of the programme.

In this newsletter, you can also learn about our exciting partnership with Open City to foster diversity within the built environment professions and the work of our Public Realm Inclusivity Panel (PRIP) as part of our commitment to inclusivity and community engagement.

We also celebrate the one year anniversary of the Community Hub, which has become a much-loved space serving the local area.

Best wishes,
Rob Heasman
CEO, The Earls Court Development Company

Draft masterplan consultation

In February 2023, we launched the draft masterplan proposals for the site of the former Earls Court Exhibition Centres for public consultation. This was the seventh phase of public consultation since we took on responsibility for developing the site, with plenty more to come, and followed over two years of engagement.

We have a vision to bring the wonder back to Earls Court, which is underpinned by four priorities:

<table>
<thead>
<tr>
<th>Priority One</th>
<th>Priority Two</th>
<th>Priority Three</th>
<th>Priority Four</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open up the the site of the former Exhibition Centres for the first time in 150 years – giving back to local communities</td>
<td>A showground of world class ingenuity – celebrating its legacy and history</td>
<td>Create a better piece of city – a blueprint for future generations</td>
<td>Addressing the climate emergency – an ambition to go beyond net-zero</td>
</tr>
</tbody>
</table>

These priorities informed our draft masterplan, which has the ambition of putting Earls Court on the global stage by delivering:

- £1.2billion+ contribution to the UK economy annually
- 60% unbuilt land, maximising opportunities for nature to thrive
- 500,000 sq ft for culture, retail, dining and leisure amenities
- up to 4,500 homes, for all stages of life
- over 15,000 jobs, plus training opportunities, in organisations ranging from start-ups to scale-ups and established businesses
- up to 2.5 million sq ft of workspace, from single desk to HQ campuses

To show the draft masterplan, we opened a new and improved Conversation Corner, moving into a larger space on Lillie Road. To promote the consultation, we sent out thousands of flyers, letters, booklets, and posters, and were active across both social and traditional media.

Conversation Corner was open for this phase of consultation between 23 February – Saturday 13 May, and due to the high levels of interest shown we continue to welcome visitors on Wednesday afternoons. Over the course of the consultation, we spoke to hundreds of people about our plans for the site. Read on to learn what we heard.
Consultation in numbers

Our ambition for the masterplan launch was to deliver a gold standard consultation, gathering a depth and breadth of feedback.

<table>
<thead>
<tr>
<th>Action</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Houses visited via door knocking</td>
<td>2,247</td>
</tr>
<tr>
<td>Attendees at consultation events</td>
<td>700+</td>
</tr>
<tr>
<td>Survey respondents (online and physical)</td>
<td>374</td>
</tr>
<tr>
<td>Events held since the masterplan launch</td>
<td>33</td>
</tr>
<tr>
<td>Flyers posted to local addresses</td>
<td>65,000</td>
</tr>
<tr>
<td>Flyers handed out in public places</td>
<td>2,000+</td>
</tr>
<tr>
<td>People reached by social media posts</td>
<td>334,882</td>
</tr>
</tbody>
</table>

We were pleased to hear the generally positive sentiment towards our plans, and are grateful for the great ideas which have been shared with us throughout the consultation. We have reviewed all these comments and suggestions, and they are being considered by our design team as they draft the next version of our masterplan.

The first questions that we asked were based around the four priorities which were set based on feedback from previous phases of consultation. The overall sentiment was positive, with 70% responding either ‘Happy’ or ‘Satisfied.’
What we’ve heard so far

This was our largest consultation to date, with thousands of people reached and hundreds of pieces of feedback analysed by the team.

From this raw data, we then identified the most consistently raised themes and asks which came up time and again. We then identified six feedback ‘dashboards’ (see the table on the right) to explain the ideas, sentiment, and information gathered from the consultation using quantitative and qualitative data, alongside tangible ideas provided by participants.

Below you can find the percentage of survey respondents who were either happy or satisfied with each aspect of our draft masterplan:

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Happy/Satisfied</th>
<th>Satisfied</th>
<th>Neutral/Dissatisfied/Unhappy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prioritising public transport, cycling and walking</td>
<td>89%</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>Bringing culture to the site</td>
<td>89%</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>New public spaces</td>
<td>86%</td>
<td>76%</td>
<td>72%</td>
</tr>
<tr>
<td>Creating local jobs</td>
<td>86%</td>
<td>76%</td>
<td>72%</td>
</tr>
<tr>
<td>The mix of homes and community spaces</td>
<td>86%</td>
<td>76%</td>
<td>72%</td>
</tr>
<tr>
<td>Emerging architectural designs</td>
<td>86%</td>
<td>76%</td>
<td>72%</td>
</tr>
</tbody>
</table>

The other key findings from the feedback included:

- **Strong positivity towards the provision of green open spaces**: Across all feedback channels, plans for green open spaces were very warmly received. It was widely acknowledged that the local area is lacking publicly accessible, good quality green space.

- **Pleased to see something is finally happening on site**: Many attendees at in-person events and survey respondents mentioned that they were glad the development was coming forward after many years of inactivity.

- **Majority positive about approach to cars, but some questions about those with reduced mobility**: Survey respondents had mixed views on car access and ownership. The majority supported our plans to minimise private car usage whilst providing car clubs, blue badge and visitor parking. However, a smaller number felt more residents should be allowed to have parking spaces.

- **Satisfaction with the prioritisation of walking and cycling on the site**: The proposals to prioritise public transport, walking and cycling were amongst the most popular aspects of the masterplan.

- **A range of views on building heights**: Across all feedback channels, height was mentioned frequently. Some respondents expressed concerns and wanted to see building heights reduced. Others were more positive, understanding the balance between building heights, the ambition to deliver 35% affordable housing and the amount of green space provided.

- **Desire for high quality design and architecture**: The majority of survey respondents supported the emerging designs. However, this had the highest number of “neutral” respondents of all the scheme’s aspects, showing a degree of uncertainty – likely reflecting the fact that we are yet to share detailed architectural imagery as the detailed design work is still at an early stage.

Throughout all feedback channels, there was a general positivity about the masterplan. This type of comment was often provided by those who didn’t leave much detailed feedback but were happy to see progress on the site and were pleased by the direction of the proposals.

Whilst we grouped the majority of the feedback into the six themes listed above, there were also a large number of equally important, but not easily categorised suggestions made. These included support for ECDC’s community engagement, suggestions for sport/fitness facilities and questions around servicing and building management.

Our next steps

Thank you to everyone who took part in this consultation – we heard lots of innovative ideas for the site. We are now closely analysing all feedback and working hard to incorporate these great suggestions into our next iteration of the draft masterplan, which we are targeting to share for consultation towards the end of this year.
**ECDC in the community**

Our Community Hub and garden is open Monday to Friday with free and low cost activities taking place daily, including dance, yoga, acupuncture, gardening, Zumba, bingo and much more!

The air-conditioned building is home to the 10th Fulham Scouts every Wednesday evening and our latest Artist in Residence, Adam Hennessey, who runs regular free art classes.

The majority of classes are free to attend, and a timetable can be found online at: www.theearlscourtdevelopmentcompany.com/our-community/events-calendar

This summer, the Community Hub will also serve as a Cool Space. This means that local people can come here anytime during our open hours and enjoy the air-conditioning to escape the hot weather. You can find it at 1a Aisgill Avenue, W14 9NF. You can get in touch by emailing: hub@earlscourtdevco.com

**Accelerating development**

We are proud of our two projects with Open City that seek to make design and the built environment more open, accessible and equal - Accelerate and Architecture in Schools.

**Accelerate** is an innovative scheme that focuses on design, education and mentoring to increase diversity within the built environment professions. Young people aged 16 – 18 take part in a series of skills workshops in exciting locations across London, one-to-one mentoring at an architecture practice and in-depth guidance on applications to top universities where they could study courses in architecture and the built environment. In recent years 70% of Accelerate participants have secured conditional offers. The course runs from October to May, and includes an exhibition showcasing the students’ work in July. Applications are open and ECDC will support at least 10 young people from RBKC and LBHF to take part in the next programme. For more details visit www.open-city.org.uk

**Architecture in Schools** is a programme in which local KS2 students explore how and why their city - and in this case, Earls Court - is changing. So far, we have run placemaking sessions, site tours and model making workshops. Many of the ideas suggested in these sessions have been included in our feedback analysis for this consultation.

**Youth ambassadors**

As part of our commitment to providing opportunities to young people in the local area, we run the Earls Court Future Programme (ECFP).

Following their successful graduation from the most recent programme, we have appointed 13 ambassadors from across Hammersmith & Fulham and Kensington & Chelsea. The ambassadors will represent ECDC at community events and undertake further training with the company and our partners.

They took part in our recent presence at the North End Road Summer Festival, engaging members of the public. If you are a young person aged 14 – 21 and live in H&F or K&C and wish to develop your skills, knowledge and employability, then you can find out more about the programme and how to apply on the ECDC website.

**Community Hub**

Our Community Hub has now been running for a year and it has become a much-loved part of the local area. The Community Hub and garden is open Monday to Friday with free and low cost activities taking place daily, including dance, yoga, acupuncture, gardening, Zumba, bingo and much more!

The air-conditioned building is home to the 10th Fulham Scouts every Wednesday evening and our latest Artist in Residence, Adam Hennessey, who runs regular free art classes.

The majority of classes are free to attend, and a timetable can be found online at: www.theearlscourtdevelopmentcompany.com/our-community/events-calendar

This summer, the Community Hub will also serve as a Cool Space. This means that local people can come here anytime during our open hours and enjoy the air-conditioning to escape the hot weather. You can find it at 1a Aisgill Avenue, W14 9NF. You can get in touch by emailing: hub@earlscourtdevco.com
Involving local people in design

Our Public Realm Inclusivity Panel (PRIP) was established in July 2022. It aims to give a voice to local people who are not usually included in development projects and to work with them for at least 12 months as the masterplan and detailed proposals are developed. Comprising a diverse group of individuals aged 15 and above from the local area, the panel represents a wide range of lived experiences, requirements, and support needs.

The main objective of the panel is to provide a platform for those whose voices are often overlooked. Specifically, the panel’s focus is on the design of the outdoor spaces within the Earls Court site. With a “people-first” approach, the panel aims to create an inclusive, accessible and vibrant place that caters to people of all ages, abilities and backgrounds.

By learning from the panel’s diverse range of experiences and perspectives, our goal is to prioritise the community’s needs and aspirations, ensuring the creation of a better and more inclusive place for all.

North End Road Festival

It was great to be a part of the North End Summer Festival and engage with members of the local community. Along with our partners, An-Nisa Community Empowerment, Hammersmith Community Gardens Association, Open City Accelerate and our dedicated team of youth ambassadors, we connected with local people to share our vision to bring the wonder back to Earls Court.

We had meaningful conversations, listened to feedback and discussed our plans. We are grateful for the support and enthusiasm shown by the community and we look forward to continuing this journey together as we transform Earls Court into a place that inspires and captivates.

The Art of Change

This January, we launched an Artist in Residence programme, selecting twelve artists to work with the local community over a three year period to deliver portraits and community arts projects.

Each residency lasts three months, with the artist based in a studio at the Community Hub in West Kensington.

London-based Malawian artist Sol Golden-Sato was selected as the second artist in residence. He has spent his time documenting six female leaders in the local community surrounding the Earls Court development site, understanding why and how they became leaders, challenges and barriers they have to face and how they contribute to the development of their community.

We now welcome our current artist, Adam Hennessey, a painter inspired by impactful life moments. He will be followed by Kimberley Gundle, a London-based South African artist known for her vibrant and bold use of colour across various mediums including sculpture, ceramics, painting, and drawing.

Adam will also be running free art classes at the Community Hub, so do come along and get involved!

Artist in Residence programme

This June, as part of Kensington + Chelsea Art Week, West London mural artist and winner of the 2020 Chelsea Arts Club Trustee Award Lucy Oates, along with the local community, have painted a large multi-coloured floor mural opposite Earl’s Court tube station. Lucy’s artwork has been inspired by a wish to transform ordinary spaces into bright, playful areas for people to spend time in and enjoy.

I like the interactive nature of the sessions. I also like how it actually feels as if our words are being listened to and being used to create a better space for everyone.

Everyone has been able to share their ideas even if they might contradict another and if there is a disagreement we’ll eventually come to an agreement.
Get in touch

You can contact us by:

- Calling us on **0330 333 1510**
- Emailing us at **info@earlscourtdevco.com**
- Visiting our website at **earlscourtdevco.com**

@earlscourtdevco