



Conversation Corner during the draft masterplan launch

Feedback summary

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.

Our draft masterplan has the ambition to put Earls Court back on the global stage by delivering:

- **£1.2billion+** contribution to the UK economy annually
- **60% unbuilt land** to maximise open space and allow nature to flourish
- **500,000 sq ft** for culture, retail, dining and leisure
- 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 desks 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 reach as many people as possible, our consultation was supported by a comprehensive promotional campaign, including flyers, posters, press adverts, social media posts and door-knocking.

Key statistics from this phase of consultation (between 23 February – 13 May) can be found below:

334,882

People reached by social media posts

65,000

Flyers posted to local addresses

2,000+

Flyers handed out in public places

2,247

Homes visited via door knocking

700+

Attendees at consultation events

374

Survey respondents

33

Exhibition days at Conversation Corner

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.

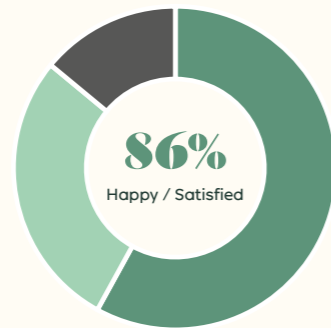
From this raw data, we identified six feedback themes (see the table on the right) that cover the key ideas and feedback gathered from the consultation.

We were pleased to hear the generally positive feedback towards our plans, and are grateful for the great ideas which have been shared with us throughout the consultation. Below you can see the percentage of survey respondents who were either **happy** or **satisfied** with each of the following aspects of our draft masterplan:

■ Happy ■ Satisfied ■ Neutral / Dissatisfied / Unhappy



Prioritising public transport, cycling and walking



Bringing culture to the site



New public spaces



Creating local jobs



The mix of homes and community spaces



Emerging architectural designs

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The other key findings from the feedback included:



Strong positivity towards the provision of green open spaces

Plans for green open spaces were warmly received. It was widely acknowledged that the local area is lacking publicly accessible, 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 on the site.



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.



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.



A range of views on building height

Building 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.



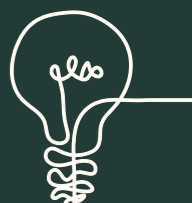
Desire for high quality design and architecture

The majority of survey respondents supported the emerging designs. However, this had the highest number of "neutral" respondents, 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 draft 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 play, sport and fitness facilities and questions around servicing, green space maintenance and building management.



Responding to your feedback

Thank you to everyone who took part in this phase of consultation. We are closely analysing all feedback and assessing which of the great suggestions we heard can be incorporated into the masterplan. Below you can find some areas of your feedback that we are looking at with our design team. We will provide further details during our next phase of consultation.



- Following the positive response to the open space provision, we will work to ensure the masterplan is landscape-led with a wide variety of spaces for people to use and enjoy.
- Specific ideas on biodiversity including bat boxes, bug hotels and a variety of planting and green areas will be included throughout the development.



- As most people support the concept of prioritising walking and cycling, we will continue to plan for a largely car-free development.
- We are considering the feedback on segregated cycle routes, bicycle parking and the use of micro-scooters.



- We note that people have questions about how servicing will work. We will be providing loading bays and servicing routes, and we are looking at ways to control delivery access.
- We are considering the comments about how people with mobility needs will move around the area, as well as those who use taxis.



- We are considering the comments received on the number and location of taller buildings.
- We are further considering the height and massing of buildings in relation to factors such as wind and daylight/sunlight as we update the masterplan.






- We are considering comments made regarding local character and materials, and different building styles, as we develop our designs.
- We will provide more detail on proposed building designs in the next version of the masterplan and as individual phases of development come forward.

Keep an eye out this winter

We are working hard on the next version of the Earls Court masterplan using all this feedback and are aiming to share it towards the end of the year, before we submit a planning application in 2024.

Get in touch

You can contact us by:

-  Calling us on **0330 333 1510**
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