

Community Newsletter

Winter 2022

The
Earls Court
Development
Company



Dear neighbour,

I hope you are all enjoying the festive break. Over the last few weeks we have been supporting festivities in the local area, sponsoring both the Earl's Court Road and North End Road / Lillie Road light switch ons, attending the North End Road Christmas Market and holding our own festive event in Empress Place. We have also given financial support to Big Hammersmith & Fulham Christmas Day Lunch and The Kensington & Chelsea Foundation Christmas Winter Crisis Appeal. We understand it is a difficult time for many and we have prioritised investing in the local area since we acquired the site.

We have had a busy 2022, and in this newsletter you can read more about:

- All the ways we have opened up the site in 2022 – with new homes, workspace, temporary theatre and more
- A ground-breaking new attraction BBC Earth Experience Featuring Seven Worlds, One Planet which is opening on site next spring
- Our newly appointed Phase 1 architects, who will help accelerate delivery
- An update on the masterplan, our new consultation space and ways you can get involved in shaping the evolving plans
- Our 2022 Community Fund beneficiaries

I hope you enjoy the holiday period, and I look forward to updating you in the New Year with details on when and how we'll be sharing the draft masterplan.



A handwritten signature in black ink, appearing to read 'Rob Heasman'.

Rob Heasman

CEO, The Earls Court Development Company

To keep up to speed with what is going on please follow our social channels and visit our website at earlscourtdevco.com

Opening up the site in 2022



Empress Studios – Working in partnership with This is Projekt, we converted six derelict Victorian townhouses on Empress Place into 46 affordable workspaces for creatives and innovators, with a current occupancy rate of 93%.



Underbelly at Earls Court –

Underbelly returned to site this year for both a spring and summer festival bringing their unique mix of performance, live music, film, public beach and family fun to the site. It was visited by 45,000 people this year.



The Lost Estate – Last month a temporary visionary immersive theatre opened in the former Mannequin Factory adjacent to West Kensington tube station. The theatre, operated by The Lost Estate, tells the greatest stories ever told through a fantastical fusion of immersive sets, world-class performances, themed food and drink. The Great Christmas Feast sees Dickens' timeless classic 'A Christmas Carol' transformed by Victorian feasting, ravishing live music, and spellbinding theatre, with the show running until 15 January.

Community Hub –

Our Community Hub opened in June 2022. Most events are free and the programme is designed so there is something for everyone. Classes include dance, poetry workshops, family dinners and bingo. View the weekly schedule of classes on our website.



The London Design Festival

– We were proud to be part of London Design Festival this year – the first time LDF has come to Earls Court! We commissioned a self guided walking tour celebrating the architecture and design of Earls Court entitled '20 Things', curated by architect Sam Jacob. **Scan the QR code to view the walking tour.**



K&C Arts Festival on Warwick Road – As part of the Kensington & Chelsea Arts Festival we have transformed part of the site on Warwick Road, opposite Earl's Court station into a piece of public art, with the installation 'Stars of Earl's Court' by artist Azarra Amoy, a huge 39-metre mural of a series of portraits celebrating artistic 'stars', past and present, who lived and worked in the area.



Living wall hoardings – Our living green hoardings brought life and wonder back to Old Brompton Rd, opposite West Brompton station. They were designed in collaboration with Earls Court Youth Club and National Portrait Gallery.



Open House –

As part of Open House London, we welcomed people from across London onto 'The Table' for six fully booked site tours. They were so successful we are now running monthly site tours which are free for anyone to join. Places are limited so please sign up via our website.

Exciting plans for 2023



BBC Earth Experience Featuring Seven Worlds, One Planet

Opening in spring next year, we will be hosting the BBC Earth Experience Featuring Seven Worlds, One Planet - a ground-breaking new attraction offering visitors the chance to experience the extraordinary diversity of our seven unique continents, on the most epic scale featuring bespoke narration from Sir David Attenborough. BBC Earth Experience Featuring Seven Worlds, One Planet will showcase footage, including extended scenes to fully immerse the visitor, and music from the BBC Studios Natural History Unit television series Seven Worlds, One Planet, projected on multiple multi-angle screens using the very latest digital screen technology. The Experience will be held at the Daikin Centre, a pop-up, demountable venue, which will be accessed via Empress Place. We will be offering thousands of tickets to the local community.

Sign up to our mailing list to be kept updated.

Artist in Residence

Our new artist-in-residence programme is opening in January. The ambition is to produce portraiture of the community to be installed around the Earls Court site. Providing an artistic record of community members who contribute to this remarkable district. The artists will also host art classes and workshops for the community and contribute to educational talks, supported by the ECDC community team. The first artist to take the three month residence is Dr Helen Reddington. Helen will work from photographs, and will work on reinforcing strong neighbourhood identities, celebrating the unexpected as much as the expected in the daily routines of local people.



The Skills Centre

We have submitted a planning application to move and expand the Skills Centre to the front of the site, by the entrance at Empress Place. The expanded centre will be able to offer a wider range of courses alongside construction programmes including environmental, creative and service sector training. The centre will also be able for community groups to use outside the key hours.

THE SKILLS CENTRE

Phase 1 architects appointed



Following a series of design competitions over the summer, at the end of November we announced the appointment of three teams of architects to deliver innovative, engaging and sustainable architecture for the first phase at the former Earls Court Exhibition Centres site.

The ambitious programme will see a significant portion of the development coming forward in phase one, creating the first east-west public route across site in 150 years through the provision of generous open space and front-loading benefits for the whole community.

This early phase will include up to 1,300 mixed tenure homes including affordable homes which will be delivered alongside a mix of cultural spaces and offices that will provide opportunities for hundreds of jobs. Construction for this first phase is set to commence in 2025.

A total of 15 architectural practices were selected to submit ideas and concepts that deliver on ECDC's four priorities that underpin the vision 'to bring the wonder back to Earls Court'.

The successful architectural firms for the first phase are:

- Sheppard Robson with **Serie Architects** and **drMM**, will deliver the first phase within Hammersmith & Fulham, creating a strong relationship with the neighbouring West Kensington and Gibbs Green Estates and the Empress State building
- **ACME** will be responsible for a signature office building at the key entrance to the site on Warwick Road in Kensington & Chelsea. It will re-create a sense of arrival from Earls Court Station
- **Haworth Tompkins** and **Maccreeor Lavington** will collaborate to bring forward the first homes within Kensington & Chelsea, with a significant cultural offer, located in the heart of the site
- **Danish landscape architects SLA** will lead the design of the public realm, parks and open spaces. The new teams join the existing masterplanning architects, Hawkins/Brown and Studio Egret West.

Masterplan consultation



Current Conversation Corner on Lillie Road

Over the last two years we've been engaging with people in lots of different ways to ensure a diversity of voices are heard. This summer alone we had over 1,075 conversations at our summer fun days, station pop-ups and in our consultation space, Conversation Corner.

Our masterplanners are currently progressing the early plans for the site. We will be sharing the draft masterplan in the New Year and running an extensive consultation programme of events, community days, webinars, workshops and more to give you every opportunity to understand the plans and genuinely influence the designs as they develop further.

Please ensure you are signed up to our mailing list, and make sure you have your say using the QR code on this page or by visiting our website at earlscourtdevco.com.

Alongside the community, our draft masterplan has been shaped by feedback from the following groups.



The new Conversation Corner space opening to the public on Lillie Road in early 2023



Key stakeholders

We've hosted site tours and meetings for local politicians and planning officers both from LBHF and RBKC as well as the GLA and National Government.



Design workshops



Over 200 residents and representatives from local residents associations and civic societies have attended our workshops to dig into the detail, discuss the big topics and help lead the architects to this point. They'll keep meeting regularly as the plans progress. Interested in joining? Email info@earlscourtdevco.com

Public Realm Inclusivity Panel

This is a panel of people from all backgrounds and ranging in ages from 15 – 80 + who meet regularly with our design team to ensure the new public spaces are truly inclusive, safe and welcoming for everyone.

Community Fund



This autumn we announced that eighteen local charities and organisations that are to receive grants from this year's Earls Court Community Fund.

The total value of the Earls Court Community Fund is £180,000 per year and the Fund aims to support local communities around the site.

The organisations awarded grants are dedicated to supporting individuals in the local community, including children and young people, disabled and vulnerable individuals, homeless people and rough sleepers, displaced women and refugees, and old people. Each organisation is committed to tackling issues through education, theatre, sports, wellbeing support groups and much more.

We received nearly 40 applications with just under £500,000 worth of requests which were assessed by an independent panel, recruited through an open process and comprised of Rebekah Paczek, Director of Public Affairs and Community Relations at ECDC, alongside community stakeholders from both LBHF and RBKC.

See our website for more information on the Fund and how you can apply for the 2023 Fund.

The eighteen organisations that successfully applied for grants for funding in 2022 are:

- **10th Fulham Scout Group**
- **Action on Disability**
- **Barons Court Project**
- **Burnt Orange Theatre**
- **Community Education Forum**
- **Doorstep Library**
- **Earl's Court Community Trust**
- **Earls Court Youth Club**
- **Equal People Mencap**
- **Finborough Theatre**
- **For Woman CIC**
- **Minaret Community Centre**
- **Open Age**
- **Response Community**
- **Solidarity Sports**
- **St Andrew's Church, Fulham Fields**
- **St Cuthbert's Centre**
- **London Limited**

