

THE EARLS COURT DRAFT MASTERPLAN - PHASE 7 CONSULTATION REPORT

This document reports on the methodology and feedback from The Earls Court Development Company (ECDC)'s Phase 7 of public consultation - the launch of the draft masterplan which took place in February 2023.

1. EXECUTIVE SUMMARY	2
2. METHODOLOGY	6
3. CONSULTATION EVENTS	14
4. COMMONPLACE SURVEYS	26
5. FEEDBACK THEMES	28
6. CONCLUSION	41
7. NEXT STEPS	43
8. APPENDICES	44

1. EXECUTIVE SUMMARY

Introduction

In February 2023, The Earls Court Development Company (ECDC) published our 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 bought the site, with plenty more to come, and followed more than two years of engagement on our vision to *Bring the Wonder Back to Earls Court*.

This vision is underpinned by four priorities:

- *Priority One:* Open up the former exhibition halls site for the first time in 150 years – giving back to local communities;
- *Priority Two:* A showground of world class ingenuity – celebrating its legacy and history;
- *Priority Three:* Create a better piece of city – a blueprint for future generations;
- *Priority Four:* Addressing the climate emergency – an ambition to go beyond net-zero.

To showcase the proposals, we opened a new and improved Conversation Corner - a dedicated consultation space on Lillie Road. To advertise the masterplan consultation, we sent out thousands of flyers, letters, booklets, and posters, and were active across both social and traditional media.

The exhibition at Conversation Corner included a large-scale model of the proposed development, as well as wooden peg-board walls with more detailed information about the plans mounted on cardboard. This approach is both sustainable in terms of the materials used and allows us to easily update the information displayed as the masterplan develops according to the feedback we receive. Conversation Corner will continue to be used for future iterations of the masterplan, with information updated as the masterplan evolves.

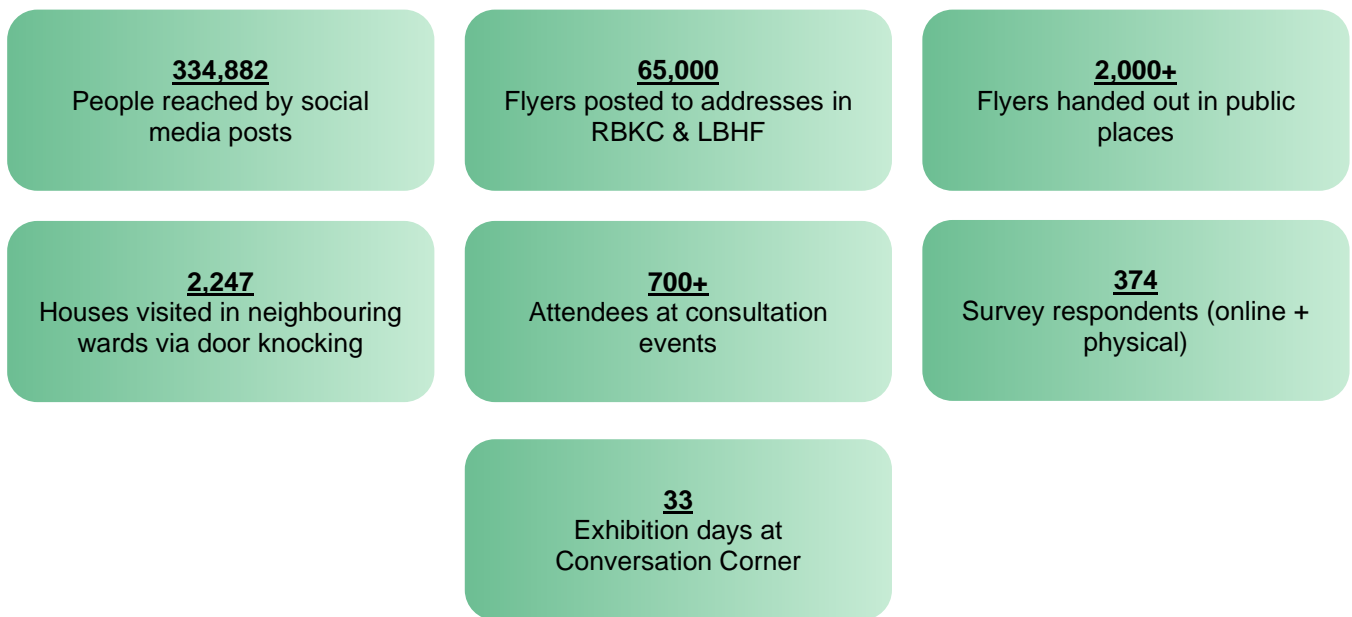
Conversation Corner was initially open from 23 February – 1 April 2023. However, due to the high levels of interest, we extended the exhibition's opening times through to the middle of May 2023. Over the course of the consultation, more than 600 people came through the doors to see the masterplan and shared their feedback, and in addition to this ECDC staff spoke in person to hundreds more local people about our plans for the site. We gathered feedback through a range of channels, including a survey on the engagement platform Commonplace, written questionnaires, social media comments, calls, emails and in-person at Conversation Corner, on residents' doorsteps, and at local events.



Consultation in numbers

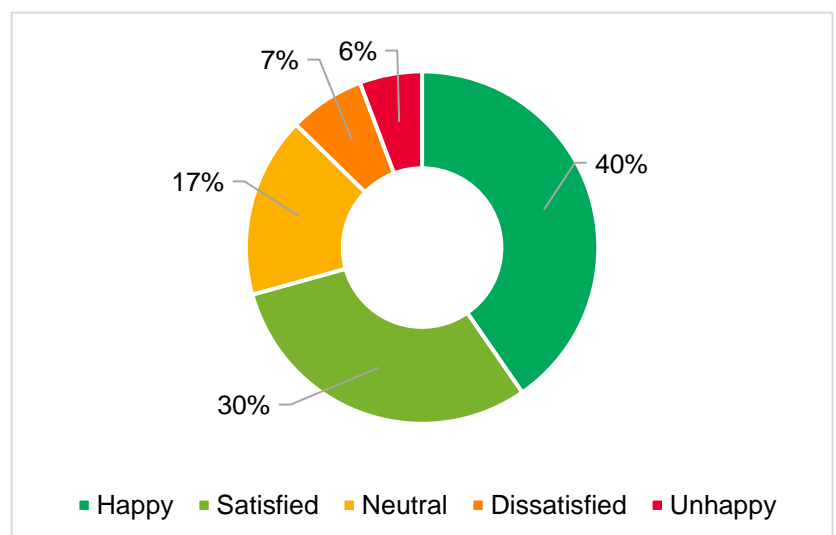
Our ambition for the masterplan launch – and all future phases – is to deliver a gold standard consultation, with the intention of seeking depth and breadth of feedback and ensuring that feedback is fully considered and reflected in the masterplan process.

Centred at Conversation Corner, the consultation was supported by pop-up events, such as at Lyric Square in Hammersmith and other community events, leafleting at local Underground Stations and a door-knocking campaign. Feedback has been captured both through recording in-depth discussions and through the online Commonplace survey platform, alongside the written forms completed and handed in to us at events. All these comments and asks have been captured and recorded and can be made available to view (with personal details redacted).



Sentiment at a glance

The analysis of the results shows a generally positive sentiment towards our plans; we are grateful for the significant number of ideas which have been shared with us throughout the consultation. We have reviewed all these comments, asks and suggestions, and they are being considered by our design and development team as they work on the next version of our masterplan. It is our intention to demonstrate how we have taken these into consideration, show which have been taken forward where possible, and provide explanations why others cannot be incorporated.

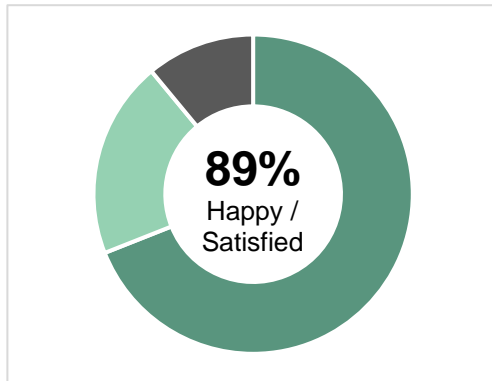


The first questions that we asked were based around the four priorities, which were set based on feedback received during previous phases of consultation. **The overall sentiment was positive, with 70% of people responding they were either ‘Happy’ or ‘Satisfied.’**

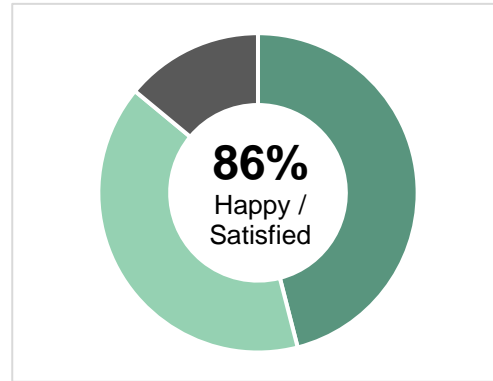
The diagrams below show the percentage of survey respondents who were **happy** or **satisfied** with each aspect of our draft masterplan¹:

Happy
 Satisfied
 Neutral / Dissatisfied / Unhappy

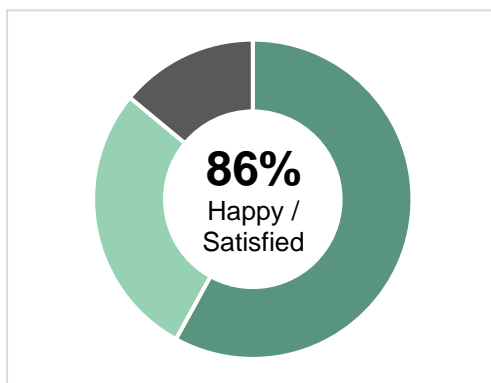
**Prioritising public transport,
cycling and walking**



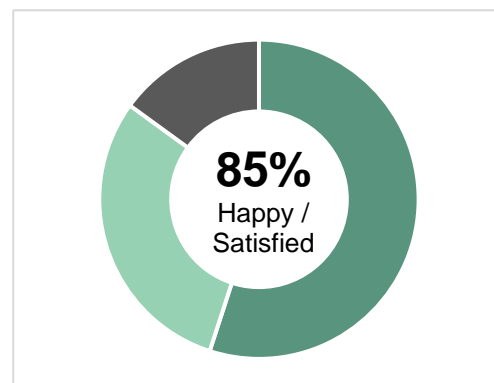
New public spaces



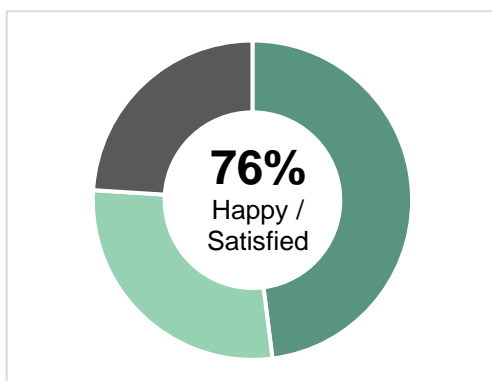
Bringing culture to the site



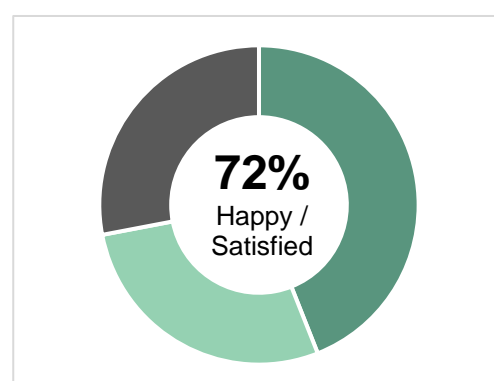
Creating local jobs



**The mix of homes and
community spaces**



**Emerging architectural
designs**



¹ More details of the responses to these questions can be found throughout this report and on pages 49-54

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 heights;
 - 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 general positivity in the responses to 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 with the direction of the proposals.

2. METHODOLOGY

Previous consultation and engagement

As a reminder, since the site was acquired at the end of 2019, we have been engaging with local communities for almost three years. This has included, to date:

- Seven phases of public consultation since 2020, with more to come;
- 36,000 households receiving regular updates by post;
- Conversations with over 2,400 people who live, work, and visit the area - at in-person and virtual events since 2020;
- Over 900 respondents to five Commonplace surveys;
- 63 days with Conversation Corner open, to allow local people to view the plans;
- 27 public events, including family fun days, market pop-ups and Christmas events on Empress Place;
- 16 community masterplanning workshops, covering eight separate themes in detail - Wonder (February), The Masterplan Framework (March), Future (April), Culture (May), Summer Update (July), Context (September), Beauty (April), and Belonging (May), with up to 30 attendees at each session;
- Engagement with local groups and organisations such as Open Age, Earls Court Youth Club, Full of Life K&C, Action on Disability; this included local walks, conversations and one to one meetings;
- Seven sessions with the Public Realm Inclusivity Panel, made up of 16 local people of diverse ages, lived experience, requirements and support needs, helping us co-create an inclusive and fully accessible place;
- Additionally, we have held a series of meetings with local resident and amenity societies throughout all phases of consultation.

Phase 7 methodology in summary

The consultation was located at Conversation Corner (the former Police Museum on Lille Road), with a supporting programme of collaborative workshops and local pop-up events. The primary method of gathering detailed feedback was via recording detailed verbal feedback and through the Commonplace survey. The survey could be completed via Commonplace, or via printed versions available at Conversation Corner.

Verbal feedback from visitors to Conversation Corner and at meetings with local groups and stakeholders was collated and analysed by the consultation team. Team members staffing events emailed this information to a dedicated inbox, where they were inputted into a database and analysed for key themes.

Comments shared via social media, email and telephone were also captured in the same way, as was feedback from our Public Realm Inclusivity Panel, the young people who took part in the Earls Court Future Programme, and at a programme of school visits.

Marketing and promotion in summary

The survey and Conversation Corner opening times were extensively promoted by:

- Flyers distributed to 65,000 local addresses in the Royal Borough of Kensington and Chelsea (RBKC) and London Borough of Hammersmith and Fulham (LBHF) (an expanded number from the previous 36,000 household distribution radius);
- Door-knocking via our engagement team to local households, including on the Gibbs Green and West Kensington Estates and streets in RBKC including Philbeach Gardens/Eardley Crescent;
- Paid and organic social media campaigns running throughout the consultation;
- Five rounds of emails to ECDC's full database of over 700 people, advertising opening times and the online survey;
- Printed brochures with full consultation materials sent to all RBKC and LBHF councillors via their Town Hall addresses, as well as the local London Assembly Member and Members of Parliament (some of whom shared details via their own social media accounts and weekly emails to constituents);
- Flyering at local underground stations / rail stations between two and three times per week, in March and April 2023;
- Vinyl window displays in place at Earl's Court station advertising the consultation events, exhibition location and opening times and highlighting the emerging plans;
- Adverts in the South London Press, Hammersmith Today, and FulhamSW6;
- Multiple press / media articles (Evening Standard, Time Out London, etc) - 42 articles with a total reach of 2,170,793,458 people;
- Posters and flyers displayed in local shops;
- Extensive coverage in The Court magazine – printed copy delivered to 15,000 local households in RBKC and LBHF.
- Information advertising the consultation available at our Community Hub on Aisgill Avenue.

More detail on the key marketing methods is provided below.

a) Media

The masterplan was unveiled with a planned exclusive piece in [The Evening Standard](#). The piece set a positive tone for the rest of the media coverage, stating that Earls Court was to be “*reborn as an £8 billion green neighbourhood with a raised urban park bigger than Trafalgar Square at its heart.*” The story was also picked up by London titles [Time Out](#) and [City AM](#), in pieces which praised the plans.

The scheme’s commitment to sustainability was reported frequently by journalists, as well as the shift in direction and approach from the previous plans for the site. This was covered mostly across trade and consumer outlets such as [CoStar](#), [Time Out](#) and [On London](#).

The commitment to working closely with the community to shape the plans was another theme noted in press coverage, in key trade titles such as [EG](#) and [Property Week](#), while [Housing Today](#), [Bisnow](#), [Architects’ Journal](#) and [Building Design](#) focused on the scheme’s affordable housing, architectural messaging and benefits to the public. The masterplan garnered more mixed coverage in the weeks after its unveiling as the Phase 7 consultation continued. This coverage focused on ECDC’s commitment to delivering affordable housing and its inclusion of tall buildings, with the London Borough of Hammersmith and Fulham expressing their need for 50% affordable housing in any new scheme. We issued a statement to relevant media, such as [Property Week](#), addressing these points.

In total, there were 42 pieces of coverage for the masterplan launch, with a combined ‘reach’ of 2,170,793,458. This was calculated using Similarweb to gather the reach figure for each online publication – measured as the total number of online monthly visitors to a news website. The reach figure does not show exactly how many people read the pieces, but offers a ballpark figure showing the number of people the story may have been in front of. The particularly high reach is due to key pieces of coverage being syndicated on Yahoo and MSN. Almost **84%** of the coverage was positive.

To advertise the masterplan, a campaign was undertaken in the local press, with adverts being placed in online publications *South London Press* and *Hammersmith Today / Fulham SW6* (right).



Revealed: the new (greener) Earls Court

Jonathan Prynn Business Editor

THE derelict site of the former Earls Court exhibition centre in west London is to be reborn as an £8 billion green neighbourhood with a raised urban park bigger than Trafalgar Square at its heart, a masterplan reveals today.

The 40 acres of rubble where Led Zeppelin, David Bowie and Oasis once performed, and events such as the London Boat Show, Earls Court Motor Show and the 2012 Olympic volleyball competition were hosted, has stood largely unused since the venue closed in 2014. It was demolished the following year.

The new vision is the latest twist in a saga that dates back more than a decade. A hugely controversial plan to turn Zone 1's biggest remaining regeneration site into a luxury housing development was abandoned in the face of opposition from Hammersmith and Fulham council and the residents of two estates that were due to be knocked down.

The previous owner, property company Capco, sold most of the site for £225 million in 2019 to a joint venture called the Earls Court Development Company. This is made up of property investors Delancey, backed by Dutch pension fund manager APG, and Transport for London. The two estates, Gibbs Green and West Kensington, were returned to the council.

The new masterplan involves 4,500



New dawn: an artist's impression of the proposed Earls Court green neighbourhood

new homes, of which about 35 per cent will be classed as affordable, in a largely car-free environment adjoining three stations at Earls Court, West Kensington and West Brompton. It is one of a string of regeneration schemes including White City, Olympia, Old Oak and Fulham Reach that developers hope will inject energy into west London.

The development company's chief executive Rob Heasman said: "We want to create a place which reinstates 'wonder' in this incredible part of London."

The site would have 10 acres of park and open land including a raised city park on a huge slab of concrete known as The Table that was once the base for Earls Court Two. Only 40 per cent of the site will have buildings on it. The application for the first phase of the scheme is expected to be submitted to Hammersmith & Fulham and Kensington & Chelsea councils next year. The project is expected to take 15 years to complete.



Photograph: Earls Court Development Company

There are plans to transform Earls Court with new homes, culture and a massive park

The derelict site of the old Exhibition Centre is finally getting a serious glow-up

Written by Alice Saulte Wednesday 23 February 2023

Popular on Time Out

London has been crowned the best city in Europe for 2023

Things to do in London this weekend

A pint-loving journalist has created an indispensable map of London pubs with late licenses

News West London News Hammersmith and Fulham

Entire new 'town' set to be built in West London with 4,500 homes and giant park as big as Trafalgar Square

But Hammersmith and Fulham have criticised the plans for not having enough affordable housing

By Jacob Phillips Local Democracy Reporter 15:03, 23 FEB 2023

Bookmark Facebook Twitter Pinterest Comments

Enter your postcode for local news and info Enter your postcode Go In Your Area



A CGI of the new square that could be built in Earls Court (Image: EDCO)

GO WEST Earls Court Development Company reveals plans to transform 40-acre area



THE AMBITIOUS redevelopment will see this neglected, mostly derelict 40-acre site in Zone 1 London redeveloped with plans for a park bigger than Trafalgar Square, a variety of community venues and 4,500 new homes. It expects to create 15,000 new jobs in the area.

Earls Court developer unveils new regen plan

Blueprint for delayed West London project features 4,500 homes and green space

Andy Hillier

The developer behind the Earls Court regeneration scheme in west London has unveiled a new masterplan for the 40-acre site that includes the creation of 4,500 homes and a city park.

Under the proposals, Earls Court Development Company (ECDC) plans to create a 7.35m sq ft mixed-use scheme, of which around 60% would be residential and 40% commercial, culture, community and retail space.

Only 40% of the site would be built on, with the remainder used for a park and a network of squares and gardens. The homes would be a mix of properties for rent and sale, with a target of 35% being affordable, plus student and later living accommodation.

Other elements include the conversion of a historic train shed into restaurants, cafes and food markets, and creating large office spaces and entertainment venues.

The Earls Court redevelopment has encountered a series of setbacks since the exhibition centre



was demolished in 2015.

An initial masterplan brought forward by developer Capital & Counties Properties included the demolition of two council estates and drew strong criticism from local residents and Hammersmith and Fulham council.

The scheme was later abandoned and Capital & Counties sold the site in 2019 to the Earls Court Partnership (ECP), a joint venture between property investor Delancey and Transport for London.

ECDC, which is managing the new masterplan on behalf of ECP, has since handed back the two housing estates to Hammersmith and

Fulham council and they will not be redeveloped.

Speaking to Property Week ahead of the launch of the plans, ECDC chief executive Rob Heasman said the company had worked closely with the local community to help inform the draft plan. "Access to quality open space has been a key priority in terms of the new masterplan," he added.

The masterplan will be finalised over the next few months with the aim of submitting a planning application by the end of the year. The first phase of development will comprise 1,300 homes, the park and east-west connections.



Home > RN Articles

REGENERATION LOGISTICS LONDON OFFICE RESIDENTIAL RETAIL UK & IRELAND

Earls Court developer unveils masterplan for 40 acre London site

22 Feb 2023 | by May Agarar

Around 4,500 homes proposed for the former exhibition centre site



b) Social media

During the five weeks of Phase 7 promotion, paid and organic social media activity for Phase 7 resulted in reaching a total of 334,822 people via the Meta, Twitter and LinkedIn platforms. Through the promotion of a combination of 15 image and video/animated assets we registered over 101,500 interactions or engagements through the platforms, which includes likes, comments, shares, saves, video views and link clicks.

Social media assets shared during Phase 7 included:

- Two promotional animations displayed in feeds and stories of local people;
- An animation encouraging audiences to view masterplan and consultation materials online, promoted through user's stories and feeds;
- An animation encouraging audiences to fill out the survey via Commonplace;
- An animation in both user's feeds and stories to encourage interaction and further engagement,;
- A mixture of static imagery, video content such as the Conversation Corner launch reel (promoted via paid social media), and images of Conversation Corner were used as promotion for the public exhibition over the five-week period.

Given the significance of the announcement and increased interest from the local community and national media, Phase 7 saw an increased number of comments compared to earlier phases of consultation. To manage this, processes were put in place to ensure that responses to all masterplan related queries and/or comments were responded to within 24 hours and were captured in our feedback log.



Examples of social media assets

c) Local promotion

Flyer

A flyer advertising the masterplan launch was sent to 65,000 households around the site, an increased radius from the 36,000 in previous consultation periods. The flyer gave information about the new Conversation Corner and the date for the webinar.



Masterplan launch flyer

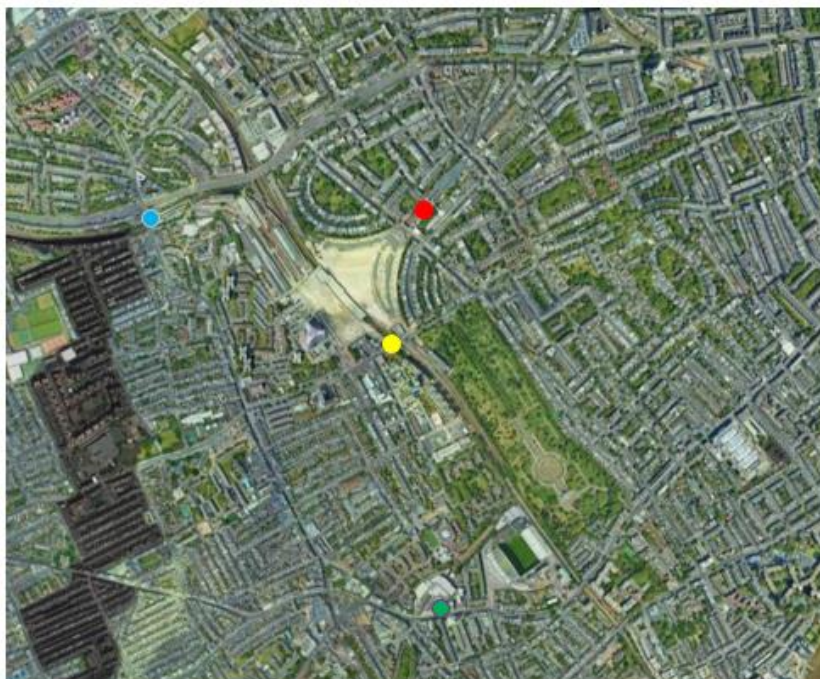


Flyer distribution radius

A series of flyering sessions were held at key locations, including the local underground stations at Earl's Court, West Brompton, West Kensington, and Fulham Broadway, as well as on the streets around Conversation Corner.

Sessions took place between two and three times per week throughout March and April 2023. Over 2,000 flyers were handed out across the four locations.

A map showing the four locations is detailed below.



- **Earls Court**
- **West Brompton**
- **West Kensington**
- **Fulham Broadway**

Door knocking

To further advertise the consultation, as well as to discuss the masterplan, a programme of door knocking across local households was undertaken.

In total, **2,247** addresses around the site were visited during March, April and May. A total of **575** residents answered the doors.

In London Borough of Hammersmith and Fulham, we visited homes on Aisgill Avenue, Garsdale Terrace, Ivatt Place, Franklin Square, Marchbank Road, Desborough House, Fairburn House, Churchward House, Stanier Close, Lerry Close, Dieppe Close, Gibbs Green Close, Thaxton Road, Ongar Road, Hilyard Road, Halford Road, Merrington Road, Tamworth Road, Seagrave Road and Beaumont Crescent.

In Royal Borough of Kensington and Chelsea we visited Eardley Crescent and Philbeach Gardens.

Posters

To complement the other promotional activities, posters were put up in the local area at strategic locations, including local shops and businesses, to advertise the upcoming events.

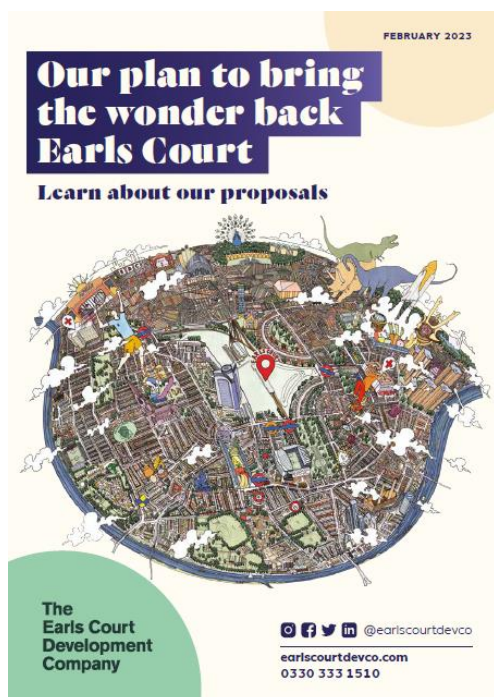
Brochures

To accompany the launch of the consultation, a PDF version of the exhibition boards present at Conversation Corner was emailed to all councillors in both LBHF and RBKC, as well as the GLA member for West Central. The brochure was 48 pages long and was also made available in a web format on the project website (image below).

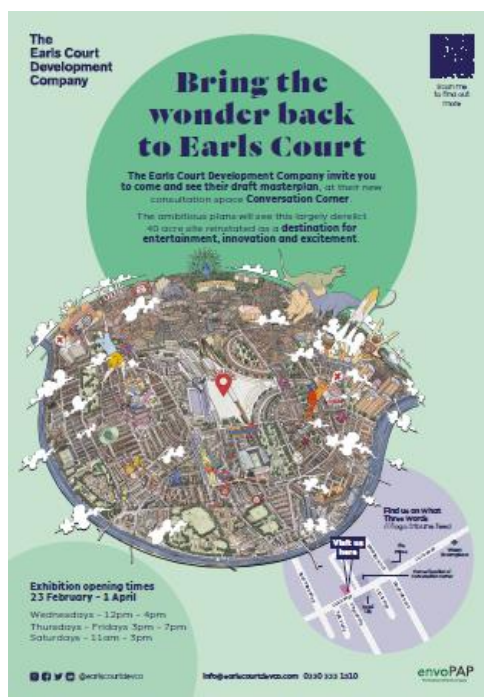
Emails

The 700 people who signed up for email updates on the development were emailed on five occasions throughout the masterplan consultation to either advertise Conversation Corner opening times or to promote the online survey. This is in addition to emails sent to stakeholders, inviting them to private sessions throughout the launch.

The email distribution list is continually updated with new sign-ups. During the course of this consultation process we have added 410 email addresses to the database of those who wish to be actively kept up-to-date with the plans.



48-page brochure



A3 poster

Freephone line and email address

As well as the feedback mechanisms available online and at Conversation Corner, people were able to contact the team via a dedicated email address, which was monitored during the working day, and a freephone system which was monitored 24/7.

These contact details were made available on publicity materials, such as flyers and newsletters, as well as online. In total, nine people contacted the team using these methods, with seven via the email address and two via the freephone line.

3. CONSULTATION EVENTS

a) Conversation Corner

The main venue for the public consultation was Conversation Corner on Lillie Road. The space was identified and refurbished with the sole purpose of hosting the consultation events. It was chosen due to having enough space to accommodate the purpose-built displays, as well as the high visibility from the street to help encourage passers-by to visit. The space was designed to be flexible, which has allowed us to host a range of events over the course of this phase of engagement, including stakeholder preview sessions, workshops and PRIP meetings.

The information on display included a large-scale architect model of the proposed development, as well as semi-permanent peg-walls with more detailed information about the plans, and a rolling video about the early activations on-site and the proposals. Staff were on hand to explain the proposals and senior members of the ECDC management team assisted in staffing the exhibition and heard community feedback first hand. Tablets were built into the exhibition and were also carried by members of staff, to make filling out the Commonplace survey as easy as possible. Printed versions of the survey were also available for members of the public who wished to fill out a physical version of the survey. Several key documents exploring more specific aspects of the plan in greater detail were available for visitors to read and take away, including the Public Realm Inclusivity Panel Report and summary of the Cultural Strategy.

Conversation Corner was initially open from 23 February – 1 April 2023. However, due to the high levels of interest and the helpful feedback we received, we decided to keep it open until the middle of May. Conversation Corner will remain open to the public on Wednesdays in the afternoon going forward.

Over the course of the consultation, over 600 people attended the venue, with around a further 100 attending pop-up events.

Conversation Corner will continue to be used for future iterations of the masterplan, with the exhibition designed to enable information to be easily updated as the masterplan evolves.



Photos from Conversation Corner 2023

b) Webinar

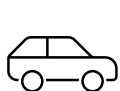
An online webinar was arranged for those who were unable to attend the in-person events at Conversation Corner, or who preferred to learn more about the material online.

The webinar took place on **Monday 20 March**, with a total of **40 attendees**, who asked **46 questions through the text submission box** – all were addressed replied to by the project team participants.

We have summarised the sentiment of the questions received as part of the Q&A below:

Sentiment of Q&A	
Positive	2 (5.7%)
Neutral	25 (71.4%)
Negative	8 (22.9%)

There were five main question themes, which are summarised below:



Local traffic
(4 Neutral, 2 Negative)



Public transport
(2 Neutral, 2 Negative)



Housing density
(1 Neutral, 1 Negative)



Building heights
(3 Neutral, 2 Negative)



Affordable housing
(1 Positive, 2 Neutral)

c) Stakeholder meetings

Before and during the launch of the draft masterplan, we set out to meet with key stakeholders across both national and local politics as well as community groups in the area.

Below is a full list of stakeholders who were met with during the launch process. Feedback from these meetings has been integrated into the wider analysis of the masterplan consultation in section 4.

National politicians:

- Greg Hands MP, Member of Parliament, Chelsea and Fulham, Conservative
- Andy Slaughter MP, Member of Parliament, Hammersmith, Labour
- Joe Powell, Parliamentary Candidate for Kensington,

Local politicians:

- Cllr Stephen Cowan, LBHF, Leader, Labour
- Cllr Ben Coleman, LBHF, Deputy Leader, Labour
- Cllr Sharon Holder, LBHF, Cabinet Member for Public Realm, Lillie ward councillor, Labour
- Cllr Sally Taylor, LBHF, West Kensington ward councillor, Labour
- Cllr Florian Chevoppe-Verdier, LBHF, West Kensington ward councillor, Labour
- Cllr Daryl Brown, LBHF, West Kensington ward councillor, Labour
- Cllr Elizabeth Campbell, RBKC, Leader, Conservative
- Cllr Kim Taylor Smith, RBKC, Deputy Leader, Lead Member for Grenfell Housing, Housing and Social Investment, Conservative
- Cllr Cem Kemahli, RBKC, Lead Member for Planning, Place and Environment, Conservative
- Cllr Johnny Thalassites, RBKC, Lead Member for Finance and Customer Delivery, Conservative
- Cllr Josh Rendall, RBKC, Lead Member for Local Economy and Employment, Conservative
- Cllr Marie-Therese Rossi, RBKC, Redcliffe ward councillor, Conservative
- Cllr Linda Wade, RBKC, Earl's Court ward councillor, Liberal Democrat
- Cllr Hamish Adourian, RBKC, Earl's Court ward councillor, Conservative
- Cllr Lloyd North, RBKC, Campden ward councillor, Conservative

Community groups:

- The Earl's Court Society
- Edwardes Square, Scarsdale, Abingdon (ESSA)
- Philbeach Residents Association
- Eardley Crescent Residents Association
- The Kensington Society
- Earl's Court Pride
- Earl's Court Community Trust
- Friends of Brompton Cemetery
- The Hammersmith Society
- The Fulham Society

Business groups:

- Earls Court Business Forum
- Business Connects Networks
- Kensington, Chelsea & Westminster Chamber of Commerce

Arts and culture:

- The Earls Court International Film Festival
- Kensington & Chelsea Festival

- The Mosaic Rooms
- The Chelsea Theatre
- The Royal Society of Sculptors
- The Finborough Theatre
- The Troubadour

Charities / Social Enterprises:

- Dads House
- Solidarity Sports
- Hammersmith Community Gardens Association
- Minds United / Kensington & Chelsea FC
- The Kensington & Chelsea Foundation
- Dadhiye Somali Development Organisation
- An-Nisa For Women Community Empowerment CIC
- The Earls Court Youth Club
- Earls Court Community Trust
- Response Community Projects
- St Cuthbert's Church, Earls Court
- St Andrew's Church, West Kensington
- Refettorio Felix
- Age Concern K&C
- The Royal Parks
- Open Age
- Full of Life K&C
- Westway Community Trust
- London Sports Trust
- Urbanwise London
- Action on Disability
- Minaret Community Trust

Schools:

- Kensington Academy
- St Barnabas Primary School
- Bousfield School
- Frances Holland School
- Park Walk School
- The London Oratory
- Norman Croft Community School
- Fulham Cross Academy

Preview events for the masterplan launch were held in the week of the launch (w/c 20 February 2023) for politicians, local groups and participants in the masterplanning workshop series.

d) Lyric Square pop-up

We held a pop-up consultation event at **Lyric Square in Hammersmith** (located in central Hammersmith opposite Hammersmith Underground station). This event was held on 7 March between 11am and 3pm. In total, **78 people engaged** with the display and the project team.

The proposals were displayed on a large fabric cube with key information from the consultation materials displayed on all four sides. Feedback forms and a printed version of the full materials were available for the public to take away and return to us with their comments. The consultation team were on hand to explain the proposals and understand the views of the public.



The ECDC team at the Lyric Square pop up

e) Masterplanning workshops

We have been running collaborative workshops with local people since 2022, working iteratively with the community as the designs progress. As part of this phase of engagement, a number of workshops were held monthly, all focusing on the draft masterplan and how it could be further refined and improved to meet local needs.

April

Following on from the previous workshops throughout 2022 (listed previously), the first masterplanning workshops in Phase 7 took place in April 2023 and considered the theme 'Beauty' – starting with defining the term and assessing what makes 'beautiful' architecture and urban design.

We chose to have the workshops in April so that participants of prior workshops could come to see the consultation materials in Conversation Corner and participate in previews of those materials in February and March, before another themed workshop.

The agenda for each workshop was:

1. Consultation update and initial findings
2. Recap on previous workshop – interpreting local built character
3. A scene setting on Beauty in Architecture and Urban Design
4. Group discussions on beauty
5. Group feedback

The sessions took place on:

- Tuesday 25 April (13 members of the local community attended)
- Wednesday 26 April (9 members of the local community attended)

The key themes of the discussion and feedback at each event was as follows:

- How to design the buildings to be beautiful and welcoming;
- Creating an area with soul, not losing the charm and soul of Earl's Court/Fulham/West Kensington;
- Car parking;
- Sustainability of tall buildings, and achieving a balance between height and public space;
- Walkability and pedestrian routes;
- Importance of mixed use. Needs of those living there to be close to shops/amenities/etc;
- Need to feel like a neighbourhood.



Photo from the April workshop

May

The second round of masterplanning workshops for Phase 7 were held in May 2023. These two evening sessions included presentations from the Public Realm Inclusivity Panel (PRIP) on the work they had been doing for the past year, followed by a wide-ranging discussion on 'Belonging'.

The presentations from the PRIP included an explanation of how the panel was selected and setup, and an overview of each of the workshop sessions. Members explained some of the findings of the panel and answered questions from the Masterplan Workshop attendees.

PRIP members joined table discussions on the theme of belonging – 'how to create a sense of belonging about and within the new masterplan'.

Topics discussed included:

- The need for places for people to stop, meet and talk to one another – the street as a social space;
- A good environment – space, sunlight, landscaping, street furniture;
- A good mix of uses;
- Well-managed spaces that have clear and effective ways of managing anti-social behaviour;
- The need for a sense of security;
- Clear guidelines on expected behaviour on-site;
- How to create buildings on a human scale at ground level;
- A connected development – consider the edges, how it is connected and how easy you can cross roads to get to the development;
- An affordable retail and cultural offer;
- Familiarity – something you know, recognise and understand;
- How will dogs be managed in the public spaces.

f) Public Realm Inclusivity Panel meetings

The ECDP 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 as the masterplan and detailed proposals are developed.

The group is facilitated by Dinah Bornat from ZCD Architects and evolved from our initial engagement and individual outreach to groups of young people, older people and people with disabilities. Following our first separate workshops with these groups, it became evident that there were more synergies and common themes than there were differences. Subsequently, we determined to bring together the representatives into one cohesive and representative panel.

The PRIP met seven times up to January 2023. These workshops focused on the public realm and open spaces rather than buildings. The panel used interactive techniques such as collage model building, site visits and walking tours to consider challenges and opportunities for the whole site and specific areas such as Aisgill Gardens. Using a creative approach, the panel acts as a critical friend, inputting into the design brief and testing proposals as they are developed.

During the Phase 7 masterplan consultation, three further meetings of the PRIP were held in February, March, and April 2023. The discussion of each is summarised below.

23 February 2023

On the second day of the masterplan launch, we invited the PRIP to view the exhibition, ask questions and provide detailed feedback. This was the eighth session of the PRIP, and to date the members have spent a lot of time looking at elements of the masterplan, broad themes, and issues. They have fed into the brief, through creative exercises and presentations, from which they have compiled a list of 37 'Masterplan Brief Recommendations'. These recommendations are both specific and strategic and the masterplan launch was a key moment in which to test which ones were being met. The focus of this session was to present the draft masterplan so the panel could assess how it has performed against their recommendations.

Masterplans are by their nature 'high-level' and tend to include few details, so it was a challenge to determine how many of the recommendations had been met. Nonetheless, we are pleased that the panel felt almost half of their recommendations are being met. There was also very positive feedback about the exhibition and the role of the PRIP to date. Some recommendations are highlighted in section 5 of this report.

23 March 2023

This was our ninth session and was co-facilitated by Dinah Bornat from ZCD Architects and Ellie Cosgrave from Publica. In this session, Ellie introduced the topic of gender inclusivity. The panel discussed the ways in which a gendered city impacts each of them in different ways. Working in pairs they developed a story board which explored the theme of 'belonging', using a framework called 'morphological analysis.'

27 April 2023

This was our tenth session, and we looked at the topic of moving around/movement. The panel and design team members discussed how streets and pathways across the masterplan can be more inclusive and what is necessary to achieve that.

Working in pairs or on their own and using collage, the group developed sections across West Brompton Crescent or the Table Park. Each pair presented their section back to the group. Where possible we will incorporate the panel's thoughts from this session into the matrix with the PRIP Masterplan Brief Recommendations.

Next Steps

The PRIP's first year of activity concluded in July 2023. All adult PRIP members were asked if they would like to continue to be involved and they confirmed they would. We are keen to ensure that the panel fully represents the diversity of the local community, and over the summer intend to introduce a small number of new local residents to the group. It is anticipated that a number of the young people currently on the PRIP will transition into other opportunities, such as our Ambassadors scheme, allowing more young people to become involved, develop their skills and share their ideas with the PRIP in the future. The PRIP will reconvene in September 2023.



Photos from the PRIP meetings between February and April 2023 during Phase 7

g) *Architecture in Schools*

In early 2023, ECDC partnered with Open City, bringing together Key Stage 2 primary school students with architects and design professionals to explore how and why their city – and in this case, Earls Court - is changing, in an initiative known as Architecture in Schools.

In January 2023, all eight architecture practices involved in the Phase 1 planning were recruited to join the project and matched with eight local schools close to Earls Court.

In February 2023, each practice sent two representatives to Open City's Youth Engagement Training Day. This session explained the programme, the site visits and creative opportunities as well as safeguarding and tips for working with young people. The sessions were led by Open City with additional input from primary school teachers who had delivered a similar project in East London in 2022.

This was followed up in March with partnership meetings, in which each of the eight teachers met their partner design professionals in an online meeting to establish curriculum priorities as well as giving a mutual introduction to their classes and design projects.

To coordinate with the launch of the BBC Earth Experience in March, each school and architect partnership team visited Earls Court for a day of activities. These included two architecture and place-making workshops in the Lillie Project Rooms where the children shared their lived experience of the local area, and the architects their experience of their job and vision for Earls Court. The students also toured The Table and visited the BBC Earth Experience as well as trying on ECDC branded hard hats, hi-viz jackets, safety goggles and steel-tipped boots.

The May session saw each school and architect partnership team visit a different London site in order to research ideas and provide inspiration for the children's thoughts about Earls Court. Throughout the day, the children were tasked with discussing aspects of city planning that they liked and felt worked well. Each visit also included exploration of projects with either different heights or aspects dating from different eras, so that they were able to apply the propositions posed by the ECDC team around the height of The Table and the heritage of the ECDC site. Subsequently the students took part in a further workshop including visits to major London projects such as Battersea Power Station and Kings Cross.

In June and July, the local students completed the programme, starting with a model-making workshop taking place at each school. Each school group was visited by a team from their partner architects practice, who led the schools using a model-making kit and A1 board we provided. In July, we hosted the schools and architects at our Conversation Corner space.

The students are learning important listening and team building skills in these sessions, as well as developing their sense of agency and belonging to the area.

Teachers and design professionals have all commented on the inspiration both for and from the young people. Students have engaged with a creative education, their local built environment and with ideas of learning from professionals beyond the classroom, which is not possible within the 'normal' primary school curriculum. At the same time, this project provides a huge number of opportunities to develop literacy and numeracy, as well as linking in with Year 5 topics such as local heritage, the river, the changing city and a wide range of historical and geographical topics.

The students came up with creative and innovative solutions to crossing the railway line, embedding sustainability and designing tall buildings. They also generated lots of ideas for potential leisure uses, and ways of activating parks and open spaces. We have fed back several of the schools' ideas to our design team through our ideas bank, including allotments, greenhouses, forest/wooded areas and dance studios.



Local schoolchildren participating in the Architecture in Schools programme

Earls Court Future Programme (ECFP) and Earls Court Ambassadors

The ECDC team ran a youth voice and employability programme to equip and inspire young people, facilitated by youth engagement specialist 2/3 Degrees. The programme was targeted at young people aged between 14 to 20 years old who currently live, work or study in LBHF or RBKC. Over 50 young people took part in the programme in total and of the final cohort of 20 young people, 95% completed and attended 5 or more workshops.

This is a critical part of our long-term youth engagement and skills work, beginning to actively engage with young people on the way in which the masterplan can provide opportunities for them in the future.

We presented the masterplan themes, including culture, in order to hear their perspectives on the ongoing development. Groups of young people attended a presentation at Conversation Corner, engaged in a Q&A with members of the ECDC team, and completed feedback forms which are included in our overall feedback analysis.

We have found a significant positive change in how young people felt about themselves and their local area before and after the programme. Key highlights include:

- “Feel like I belong to my community” - increased from 47% to 95%
- “Be proud of my local area” - increased from 58% to 84%
- “View myself in a positive way/light” - increased from 58% to 95%
- “I can volunteer my time locally” - increased from 45% to 100%

Most significantly the young people enjoyed the programme and found the process worthwhile, as 100% of them said they would participate again in programmes like this.

Ambassadors

- Following the most recent cohort, we launched our ECFP Ambassadors programme, with a total of 13 ambassadors. Their main role has been to represent ECFP and ECDC at local community events. Their most recent venture was supporting the ECDC stall at the North End Road Festival, by engaging with members of the public.



*Earls Court Future Programme celebration event April
2023*

4. COMMONPLACE SURVEYS

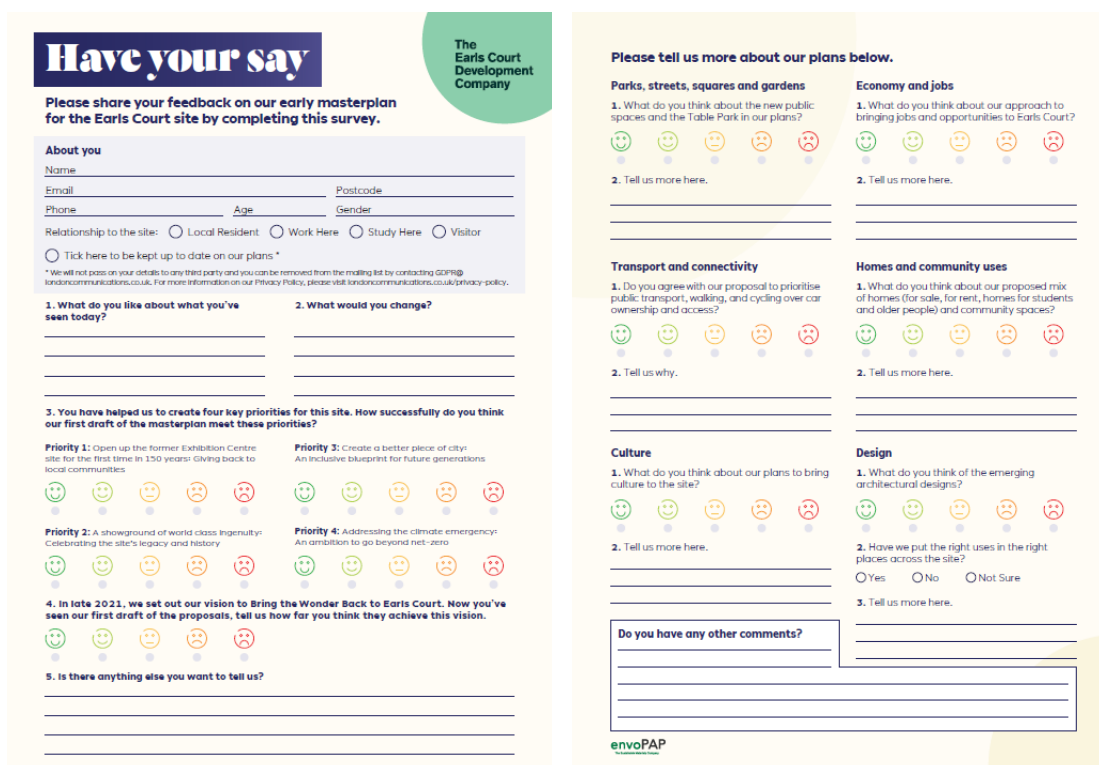
For this phase of consultation, we launched two new surveys on the draft masterplan. The surveys were promoted along with the opening of the enlarged Conversation Corner and were the central feedback mechanism of this round of consultation.

There were two parts to the survey on the ECDC Commonplace website.

1. The first was designed to be completed quickly, asking respondents what they liked about the proposals, what they would change, and to feedback on how the masterplan performed against the four priorities.
2. The second was intended for people who wanted to give detailed feedback and asked more detailed questions about the plans centred on six key themes. These themes were:
 - a. Parks, streets, squares and gardens;
 - b. Economy and jobs;
 - c. Transport and connectivity;
 - d. Homes and community uses;
 - e. Culture;
 - f. Design.

The Commonplace web-based survey was replicated physically by a double-sided feedback form, which was offered to attendees at Conversation Corner.

Across both the digital survey and physical feedback forms, 374 responses to the survey were recorded. A detailed analysis of this feedback follows in section 5.



Consultation feedback forms used in Phase 7.

< Home Our draft masterplan: quick survey

1/1

Have your say on our early masterplan

1. What do you like about what you've seen in our draft masterplan?

Record a voice note, we'll transcribe it.

2. What would you change?

Record a voice note, we'll transcribe it.

3. You have helped us to create four key priorities for this site. How well do you think our first draft of the masterplan meets these priorities?

3a. Priority 1: Give back to local communities by opening up the former Exhibition Centre site for the first time in 150 years.



Not very well Very well

3b. Priority 2: Celebrate the legacy and history of the site by delivering a showground of world class ingenuity.



Not very well Very well

Tell us more about our draft masterplan

1. Parks, streets, squares and gardens



1a. What do you think about the new public spaces and the Table Park in our plans?



Dislike Love it

1b. Tell us more here.

Record a voice note, we'll transcribe it.

6. Design



6a. What do you think about the emerging architectural designs?



Dislike Love it

6b. Have we put the right uses in the right places across the site?

Select one option

Yes

No

Not sure

[Add something else](#)

Screenshots from the Commonplace survey

5. FEEDBACK THEMES

Introduction

This draft masterplan is the first iteration of a new masterplan for the Earls Court site. Since we first bought the site, we have ensured that feedback from all consultation activities is discussed, analysed and, where possible, incorporated by the design team into future iterations of the designs.

This phase has been the largest consultation undertaken to date with thousands of people reached and hundreds of pieces of feedback received. All this feedback has been considered, logged and analysed by the team no matter if it came from a workshop session, survey, or from someone popping into Conversation Corner.

From this raw data we then identified the most consistently raised themes which came up time and again throughout the consultation. In this section, we have identified six themes to explain the ideas, sentiment and information gathered from the consultation using quantitative and qualitative data, alongside tangible ideas provided by participants during the consultation.

We have recorded and analysed every idea that was suggested to us throughout this phase, categorised them and put them to the ECDC development and design teams to test which can be included in the masterplan. This is called the '*Public Ideas Bank*' and is a living document, updated as new ideas emerge from ongoing consultation. A selection of ideas from this phase of consultation are listed in the relevant feedback sections below.

For each theme, we have also indicated how the design team is starting to respond to this feedback, along with key issues being discussed with the planning teams of both local boroughs and how these are influencing the development of the masterplan.

Theme One: Green open spaces

The masterplan responded to the most regular and important piece of feedback we have received since buying the site in 2019: a need to provide a range of green and open spaces for all to enjoy.

At the heart of the site will be a public park, connected through and beyond the site by a network of green public spaces which integrate biodiversity, water, play and leisure.

Environmental wellbeing is a priority, using planting to improve local air quality, welcoming nature to the site and using the landscape to address flooding and other future climate issues.

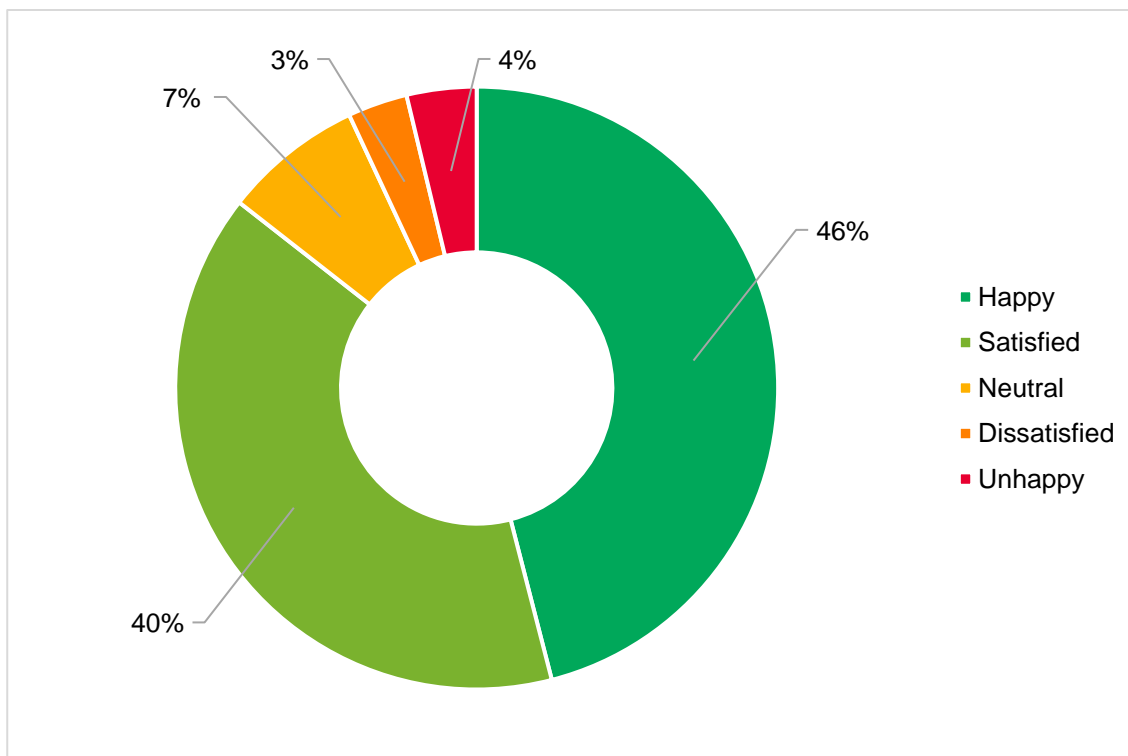
Our plans for the Table Park and green open spaces across the masterplan were warmly received, with **86% of survey respondents happy or satisfied**.

“I love the communal green space that is on the masterplan, and a space that all locals can come to enjoy together. I have a vision of coming to this space on a warm summer night with friends, sitting on the grass after a glass of wine at a local wine bar.”

- LBHF resident

Q: What do you think about the new public spaces and the Table Park in our plans?

191 responses



When asked what they most liked about the masterplan, **survey respondents mentioned public and green spaces by far the most frequently**, with 33.5% of all respondents mentioning this, compared to the second most-mentioned theme, which was the approach to community engagement at 11.1%.

Attendees at in-person events also frequently praised the plans to provide more green open space in the area. It was widely acknowledged at in-person events, through stakeholder meetings and via the survey that **the local area is lacking in good quality publicly accessible green space.**

“Creating green space in the area is a great idea to support the environment as well as to improve the life quality in the area as there are no open parks in this area.”

- RBKC resident

Added to the Public Ideas Bank

- The Public Realm Inclusivity Panel suggested **bat boxes or beehives** to help introduce more nature and improve biodiversity;
- Members of the Earls Court Youth Programme and other survey respondents suggested a **‘Night Garden’ designed to come alive at night** with lighting, bioluminescence, music/sound, planting, events and activities;
- Survey respondents and attendees at in-person events recommended that the **green space should be made as large as possible;**
- **More play, sports and recreation facilities** were suggested by the PRIP, survey respondents and attendees at in-person events.

How we are responding to the feedback:

- Following the positive response on 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 and will be developed further in future versions of the masterplan.
- We are considering comments on recreational facilities, lighting and activation and will provide more detail on this in future iterations of the masterplan.

“I like what has been done so far. Good job guys! I love nature taking over urban life. I [would] push it further (beehives, wild flowers etc..)”

- RBKC resident

“I love the amount of green space which I believe is severely lacking in the surrounding area.”

- LBHF resident

“I like the park, and importance that seems to be given to have green space in one of the most polluted areas in London.”

- Online survey respondent

Theme Two: Happy something is finally happening on site

The unveiling of the draft masterplan saw many people respond that they were simply happy something is going to happen on the site and that it had been empty for too long. We have brought the site back into use with a meanwhile programme of cultural, community, and educational events since summer 2021 including the Underbelly festival, the BBC Earth Experience, and an immersive theatre experience through The Lost Estate. This programme will continue throughout the planning and build stages of the project and was widely welcomed during the consultation.

A number of those who came into Conversation Corner said they had originally bought in the area/moved nearby because of the previous regeneration/site development plans. Local community groups have **expressed their support for the site being developed** and local political stakeholders have also said that they **wish to see the site brought back into use** to positively support the local community.

When we asked if people had questions about the masterplan, **many people were keen to hear about timescales** for building to start and the first phase to be ready and open.

The regeneration of the whole area was the second most popular answer when people were asked this question. Many attendees at consultation events mentioned that they were **glad the development was coming forward** and that the area 'needed a lift.'

Across the survey, **general positivity towards the plans was one of the top three themes** in eight out of ten free text questions. This shows that many survey respondents were pleased to see plans finally come forward for the site and are broadly supportive with the ideas to regenerate their local area.

"Really keen to see this Earls Court development go ahead after a long wait since the Exhibition Centre was demolished. Most important is that I hope this will bring quality life and use back to the SW5 area."
- RBKC resident

"Very thoughtful new masterplan, I hope it starts getting built soon!"
- Facebook comment

"Really impressed, wishing you every success! As a local resident I look forward to seeing it develop. Thank you."
- Local resident

How we are responding to feedback

We agree, and want to ensure that our vision to bring the wonder back to Earls Court can happen as soon as possible. Whilst the planning programme is ongoing, we will continue to have a wide range of meanwhile events using the site whilst the development is planned and built over the next 20 years.

Theme Three: Support for walking and cycling routes

The site has been closed off to the public for 150 years. Our plans will open the site by creating new connections with the surrounding neighbourhoods. The masterplan will promote excellent public transport links, walking and cycling, over car and vehicle transport, with a network of new streets and public open spaces.

The proposals to prioritise public transport, walking and cycling are the most popular aspect of the masterplan amongst survey respondents, with **89% of people happy or satisfied**. The **majority of those engaged expressed support** for the approach of limiting car access to encourage walking.

“We should think long term and focus on non car modes of transport.”

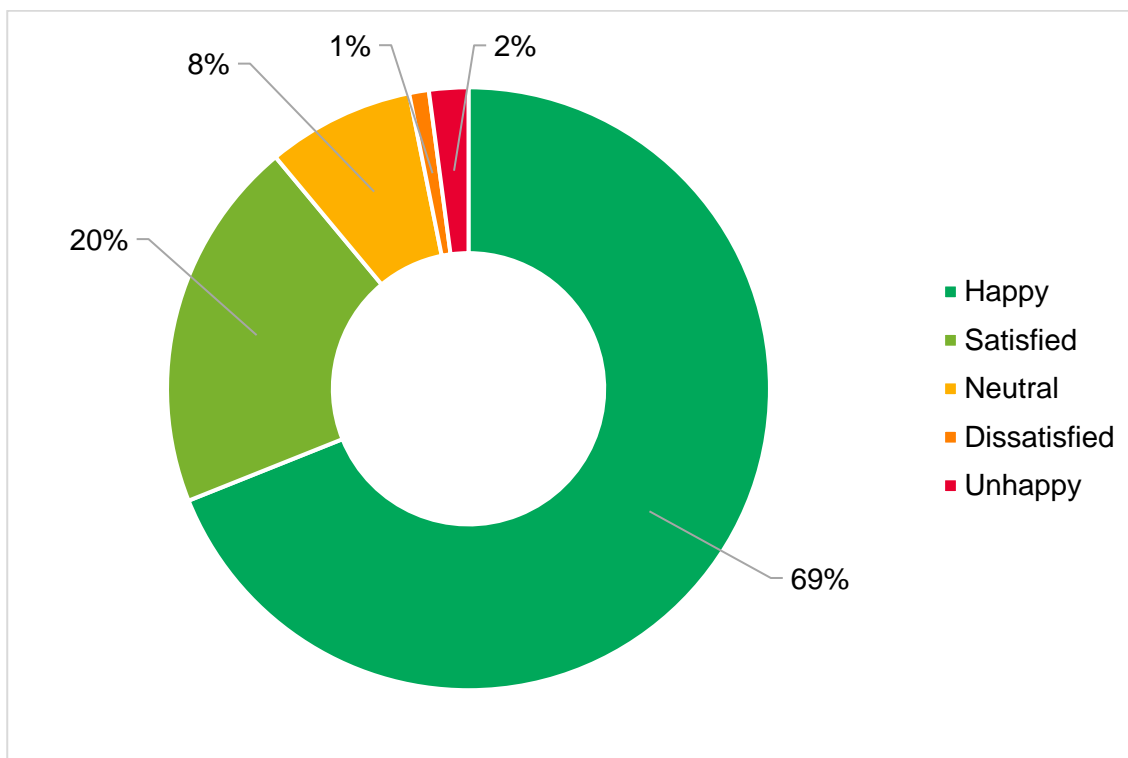
- Survey respondent

“Its cheaper, healthier and more environmentally friendly. This part of London has lots of public transport doesn't need more cars.”

- Survey respondent

Q: Do you agree with our proposal to prioritise public transport, walking and cycling over car ownership and access?

191 responses



Members of the Public Realm Inclusivity Panel suggested that **cycle parking should be close to activities** and expressed a desire to see those on wheels separated from those walking.

Many people asked for more distinct cycle paths and **local cycle groups and other in-person attendees** were keen to understand the cycle routes through the site and discuss these as plans develop. Some respondents to the survey encouraged **investment in local public transport**, particularly underground stations.

“Less pollution, more bicycle lanes mean safety to bikers, will encourage biking, it will be a healthier community”
- Survey respondent

“Hope to maximize pedestrian movement between North End Road and Earls Court”
- LBHF resident

“Having cycle lanes is crucial in today's times. It is an eco-friendly and healthy way of commuting which should be supported”
- RBKC resident

Added to the Public Ideas Bank

- Members of the PRIP suggested having **cycle parking close to activities**, not tucked away;
- Some survey respondents asked for **electric bicycles to be available for hire** on site;
- The PRIP and survey respondents wanted to clearly **separate/segregate pedestrians from wheeled vehicles** (including scooters, bikes, etc).

How we are responding to feedback:

- 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, and will provide more detail on this in the next iteration of the masterplan;
- We are considering the feedback on segregating pedestrians from cycles, scooters and servicing vehicles and will provide more detail on this in the next iteration of the masterplan.

Theme Four: Vehicle access and ownership

The masterplan will be largely car-free, creating new pedestrian and cycle routes across and through the site. Vehicles will be limited to a few roads for servicing, drop offs and loading with a minimisation of car parking for visitors and residents as far as possible.

Whilst the prioritisation of walking and cycling was heavily supported, **limiting vehicle access and creating a largely car-free** development garnered a **more mixed response from participants**.

When asked to share more details about their thoughts on our plans for our proposals to prioritise public transport, walking and cycling, **24.4% of survey respondents** stated that they specifically **supported the car-free approach**. There wasn't unanimous support, as when asked what they would change about the masterplan, the **fifth most popular request was for car access and parking**, but this **amounted to just 6.5% of respondents**.

How we intend to **manage servicing and deliveries**, and in particular hot food delivered to the door by couriers, was queried across all feedback themes, with more detail requested. There were also questions about how rubbish collection would be managed.

People also asked about vehicle access and servicing during construction. This was not covered in the consultation, given the early stage of the scheme, but more information will be provided at a later stage.

Members of the Public Realm Inclusivity Panel, and people who responded across all events and surveys, expressed **concern at limiting access for elderly and disabled people if cars were excluded**. They shared ideas for helping people with mobility, including **electric bicycles, carts and even a 'miniature train'**.

Attendees at the webinar asked a lot of **detailed questions on car access to the site and private car ownership**, and this was the second most frequent topic of questions during this session.

"While we do support efforts to reduce car dependence, by removing all cars for able bodied residents, we are concerned that this could exclude families and therefore limit the diversity of occupants."
- The Fulham Society

"Push it! Private cars do not belong to our future...."
- Commonplace survey answer

Added to the Public Ideas Bank:

- Across all feedback sources, people asked for a clear **plan for helping less mobile people get around the site** without car or bus access;
- Some survey respondents asked for the inclusion of **taxi ranks and pick-up areas** for mini-cabs;
- **Electric wheelchairs and mobility scooters available for hire** were suggested by the PRIP;
- A number of survey respondents called for **upgrades to all three local stations**.

How we are responding to feedback:

- As cycling and walking is overwhelmingly supported by the feedback, we will protect this and are intending to limit and control vehicular access through the site;
- 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. The next version of the masterplan will include more detail about this;
- There will be some car parking for disabled badge holders and visitors. We are considering the comments about how people with mobility needs will move around the area, as well as those who use taxis. We will provide more information on this in the next stage of the masterplan.

“I think it's a great idea but in the short term I wonder about how many will still have a car & have friends/family with cars coming in, where do they go?”
- Survey respondent

“You have plumbers, carpenters and other tradesmen that don't live in the Borough that may work in the Borough. You have florists, delivery men and others who need to be in their car”
- Survey respondent

“With this sort of density and easy public transport - it's a no-brainer”
- RBKC resident

Theme Five: Height and density

We believe that this site can provide thousands of homes, ample open green space, cultural uses, community uses and employment opportunities in a sustainable development, which goes beyond net zero from construction through to occupation. Achieving all of this requires a certain amount of development to make the project work, and the site has been designated by local planning policy as appropriate for taller buildings.

Height and density have been one of the more debated topics around the masterplan at events, in our survey, and at workshop sessions.

When asked what they would change about the masterplan, **26% of people mentioned building heights**, which was the most common theme in response to this question.

Across **all feedback streams**, height was mentioned frequently. Some **attendees at Conversation Corner** and at other face to face engagements understood the need to balance building heights, the level of housing and proportion of affordable homes and the amount of green space delivered across the masterplan.

Some people asked how building heights impacted the amount of daylight and sunlight in the masterplan and open spaces.

“There are too many clustered tall buildings. A fewer number of homes should be built, we don't need such massive tower blocks”

- RBKC resident

“I would personally support taller buildings next to the Empress State”

- Survey respondent

“Higher rise cluster in central position probably a good idea. Lower rise buildings on the perimeter”

- Survey respondent

Added to the Public Ideas Bank:

- In-person exhibition attendees and survey respondents asked for the scheme to provide a **rooftop viewing platform, garden, or bar/restaurant**.
- Some respondents to the survey suggested there should be **different typologies of housing**, “not just apartment blocks”.
- Some in-person attendees mentioned they would like to see a **landmark building for London** built on the site.

How we are responding:

- We are considering the comments received on the number and location of taller buildings, and will provide further detail in the next version of the masterplan;
- 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.

“Why is the development so high? It looks like you've dropped a section of New York into Earls Court”

- RBKC resident

“It's all very big and dense so any thinning would be welcome even if means additional height”

- Survey respondent

Theme Six: High-quality design and architecture

We want to see this site returned to its rightful place as a destination for London. We want to bring the wonder back, and that is why we are proud to be working with a diverse team of exceptional architects. This includes three practices who have been awarded the renowned Stirling Prize by the Royal Institute of British Architects for Excellence in Architecture.

The feedback we have received is clear: our ambitions for the highest possible design on this site are shared by the community.

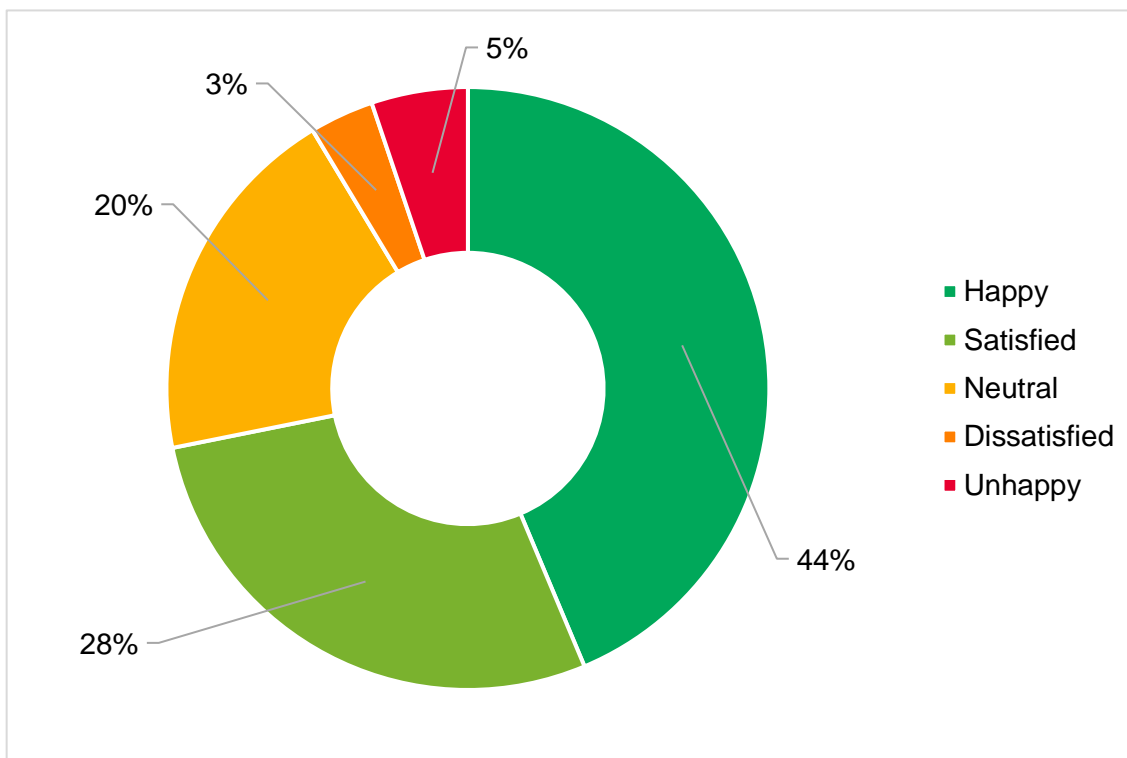
Respondents to the survey were broadly positive towards the emerging architectural designs, with **72% answering that they were happy or satisfied.**

“It looks beautiful and exciting, like it would be somewhere I would visit on the weekends”
- RBKC resident

“I think the design can make or break the soul of the area. I've seen with Auckland, NZ suburban expansion create soulless spaces”
- LBHF resident

Q: What do you think about the emerging architectural designs?

176 respondents



This question had the **highest number of “neutral” respondents of all the scheme’s aspects**, showing a degree of uncertainty and reflecting the fact that we have not yet shown detailed architectural visualisations.

When survey respondents were asked for further details, the **most frequent theme was calling for a reduction in height** (with 30.1% of respondents mentioning this). The next two most frequent themes were calling for the **designs to be more innovative and ambitious**, and **asking for more details** with 14.3% and 11.1% of respondents mentioning these respective themes.

Some attendees at Conversation Corner, at workshop events and in meetings with local resident societies have regularly called on the team to ensure beautiful architecture and great design qualities are included in the development.

A small number of respondents to the survey suggested that the **design should better reflect the character of the area**. There were also calls for differing building typologies across the different blocks.

There was a **vocal minority who were critical of the emerging design**. It is important to note that all images and designs presented are early impressions and do not reflect the detailed designs that will be brought forward, even in phase one.

“My main issue is with the amount of high rise builds suggested in the project. It seems very New York/Dubai - cold, claustrophobic and bland.

- Survey respondent

“They are very up to date and love how nature is built into the buildings.”

- Survey respondent

Added to the Public Ideas Bank:

- Some survey respondents called for **the inclusion of specific designs or approaches**, including living walls, timber construction or the inclusion of a “sky bridge”.
- A survey respondent suggested using **more sustainable design principles**, including integrating circular economy principles.
- A small number of survey respondents and in-person event attendees asked for the design to **better reflect the local area**, including using more brick and stone.
- A survey respondent suggested that the **height, style and materiality of the buildings should reflect local Victorian/historic architecture**.

How we are responding to feedback:

- We will provide more detail on proposed building designs in the next version of the masterplan and as individual phases of the development come forward;

- We are considering comments made regarding local character and materials, and different building styles, as we develop our designs;
- Within the architects' briefs is to be at the forefront of sustainable design, and we will look for the Earls Court development to be exemplar in this area.

6. CONCLUSION

This seventh phase of consultation built on the previous six phases of engagement, held over several years first seeking to understand local aspirations and priorities. From this feedback, we developed our vision and four priorities for the site, which informed our masterplan design. The questions asked in this phase of consultation were based on these four priorities.

This phase was especially significant in that it was the first time we have shown the emerging masterplan proposals plans for the site. We wanted to ensure that local people were given every opportunity to engage with us, so there was a concerted effort to go even further than the previous phases. The consultation moved to a bigger, improved venue, promotion was intensified across traditional media and social media, as well as locally on the ground, and feedback was gathered across an increased variety of channels. In short, we have sought to match the ambition of the masterplan with an appropriately comprehensive consultation.

Over the course of this consultation, we reached hundreds of thousands of people through social media, posted and handed out tens of thousands of leaflets and publications, knocked on thousands of doors, spoke to over 700 people at Conversation Corner, Lyric Square and at the webinar, and received nearly 400 individual responses to the survey. We also ran specific programmes to engage local schoolchildren, young people, older people and those with disabilities.

The feedback from the community has been positive and constructive. Local people welcome the vision to 'bring the wonder back' and are looking forward to seeing that delivered. We are pleased that there is a high level of support for our draft proposals, which is a positive starting point on the journey towards creating something great, that is worthy of this historic neighbourhood.

There was strong support for green spaces, especially the new park, and enthusiasm for walking and cycling routes. An excitement to finally see something tangible come forward on this long vacant site was a consistent message throughout the feedback. There was also a shared ambition to deliver a beautifully designed masterplan that both reflects the character of the local area and creates a new piece of city for London.

This consultation has also helped to draw out those areas where more detail and design work is needed to address the community's needs. People were keen to understand issues such as building heights, design approach, and vehicular access in more detail, and feedback in these areas was more mixed. We are now working through these comments and the design team will be focused on them as they advance the architectural work over the coming months.

There was less comment on the cultural offer than we might have expected, given the site's history and its importance to the proposals. We are continuing to develop the cultural and leisure offer and will be sharing more during later drafts of the masterplan. As a result, we expect there to be more detailed feedback from local people on this aspect in future phases. Public feedback will be essential to getting the cultural offer right and ensuring that we provide the right mix of activation to truly bring the wonder back to Earls Court.

We are grateful to all those in our local communities who have participated, and those who have put ideas and suggestions forward for consideration within our masterplan. Many of these ideas have

been added to a growing ideas bank which the design team are closely reviewing to see what can be incorporated into the next version of the masterplan which will be presented back to the community in late 2023.

7. NEXT STEPS

Whilst the first survey on the masterplan closed for comments in mid-May 2023, Conversation Corner will stay open to the public on Wednesday afternoons, and the project team are continuing to host workshops and meetings with local people. We are also encouraging people to continue to share their comments using the contact details on our website, and are continuing to pick these up and respond to them.

Over the summer of 2023, we have been attending and hosting a series of community events to continue discussing our plans with local people. This included a pop-up at the North End Road Summer Festival and attending local community group events.

Through the later part of summer and early autumn, we will be holding further events and engagement opportunities, including:

- Summer Fete at the Community Hub – Saturday 19th August
- ECDC stall at the Friends of Brompton Cemetery – Sunday 3rd September
- Community Workshops – Tuesday 12th and Wednesday 13th September
- EC Community Fund cheque presentation – early September
- Pop-up event on the Clement Atlee Estate – Autumn

All of the ideas shared with us are being considered by our design team. These have been fed into our Public Ideas Bank, which is being used to explore which of the ideas raised can be incorporated into the next iteration of the masterplan. We will show why these ideas have been included, or not, after we publish the next iteration of the masterplan later this year.

Over the next few months, the team will be reviewing and updating the emerging proposals in the context of this feedback and ongoing discussions with both RBKC, LBHF, the GLA, and a wider pool of community and political stakeholders. This process will take some months, as we develop the next iteration of the proposals, including more detail about what will come forward in the first phase of the development.

We intend to hold a further stage of public consultation on an updated masterplan towards the end of this year, in advance of submitting a planning application in mid-2024. This allows more time to consult with local people and to update our plans accordingly.

If you have any queries or comments on this report, or the scheme more widely, please feel free to get in contact with us:

Email: info@earlscourtdevco.com

Twitter/X: @earlscourtdevco

Instagram: @earlscourtdevco

Facebook: <https://www.facebook.com/earlscourtdevco>

Freephone: 0330 333 1510

Freepost: Address an envelope with “Freepost ECDC CONSULTATION”

8. APPENDICES

Appendix 1: Detailed survey questions

Section 1: Quick survey

1. What do you like about what you've seen in our draft masterplan?

233 responses

Key themes	Positive	Negative	Neutral/suggestion	Total
<i>Public / Green spaces</i>	78	3	0	81
<i>Consultation approach and community engagement</i>	26	2	0	28
<i>General Positivity</i>	23	N/A	N/A	23
<i>Design and architecture</i>	13	2	2	17
<i>Mixed-use approach</i>	11	0	0	11
<i>Active travel and pedestrian access</i>	9	0	1	10
<i>Affordable housing</i>	8	0	0	8
<i>Height and density</i>	5	8	1	8
<i>Environmental impact</i>	7	0	0	7
<i>Culture</i>	7	0	0	7
<i>Creating a destination</i>	7	0	0	7
<i>Other</i>	91	12	0	103
<i>Total</i>	290	4	27	321

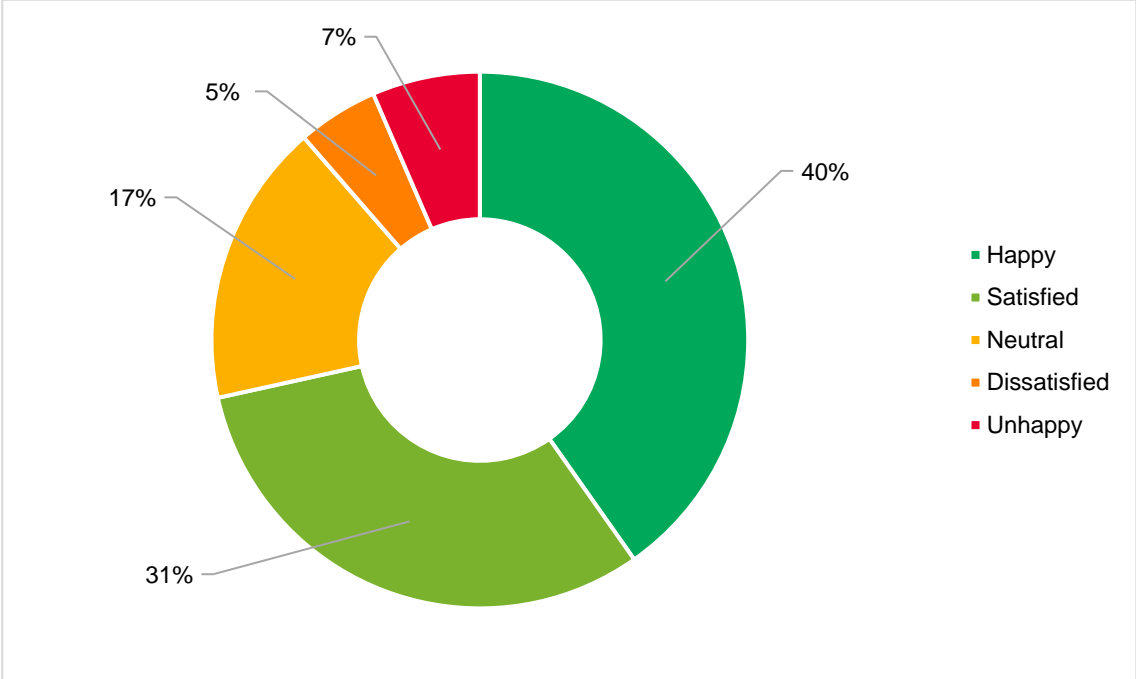
2. What would you change?

215 responses

Key themes	Positive	Negative	Neutral/suggestion	Total
<i>Building heights and density</i>	0	53	9	56
<i>Public / green space</i>	2	5	21	28
<i>Nothing</i>	15	0	0	15
<i>Design</i>	0	9	3	12
<i>Cycling and walking routes</i>	0	0	15	15
<i>Car access and parking</i>	0	4	10	14
<i>Complete sooner</i>	0	2	6	8
<i>Community engagement and consultation</i>	0	4	4	8
<i>Sport / fitness facilities</i>	0	0	7	7
<i>Other (inc. density, car parking and pedestrian access)</i>	2	26	78	106
<i>Total</i>	19	103	153	282

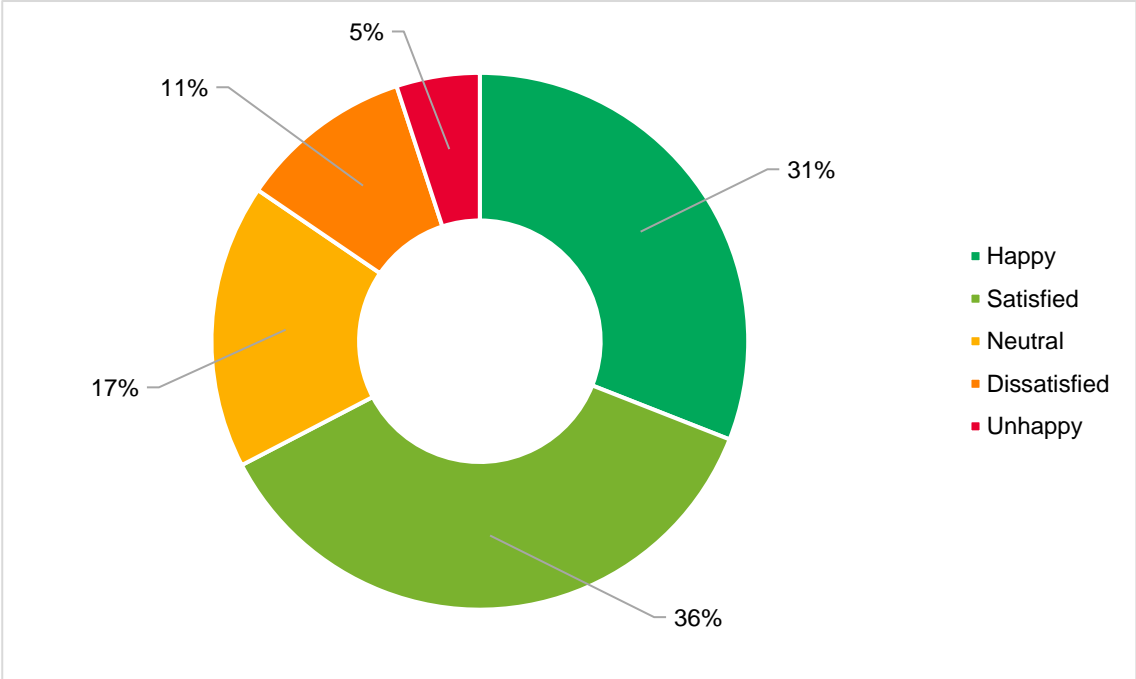
3a. Priority 1: Give back to local communities by opening up the former Exhibition Centre site for the first time in 150 years.

246 responses



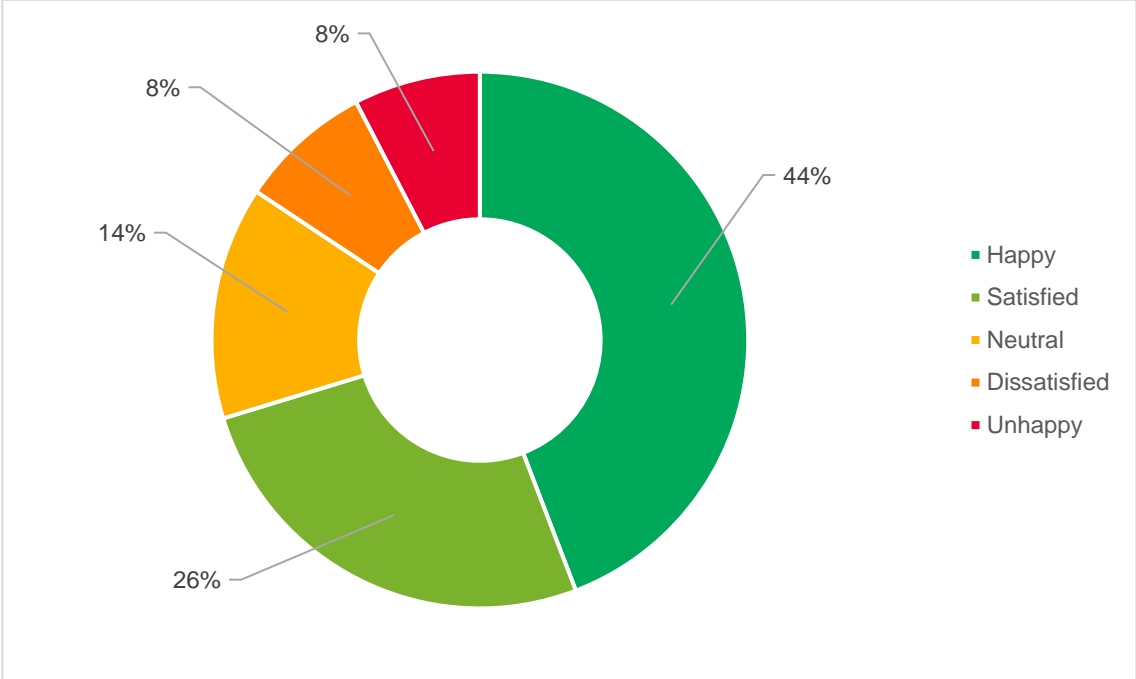
3b. Priority 2: Celebrate the legacy and history of the site by delivering a showground of world class ingenuity.

239 responses



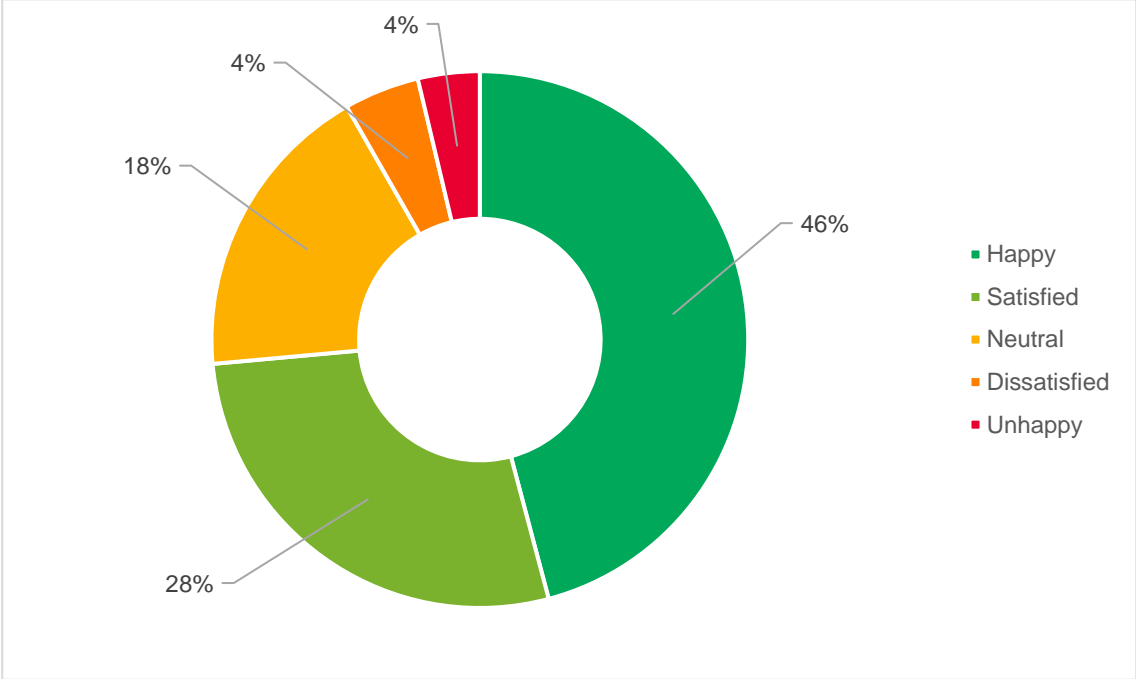
3c. Priority 3: Create a better piece of city and leave an inclusive blueprint for future generations.

249 responses



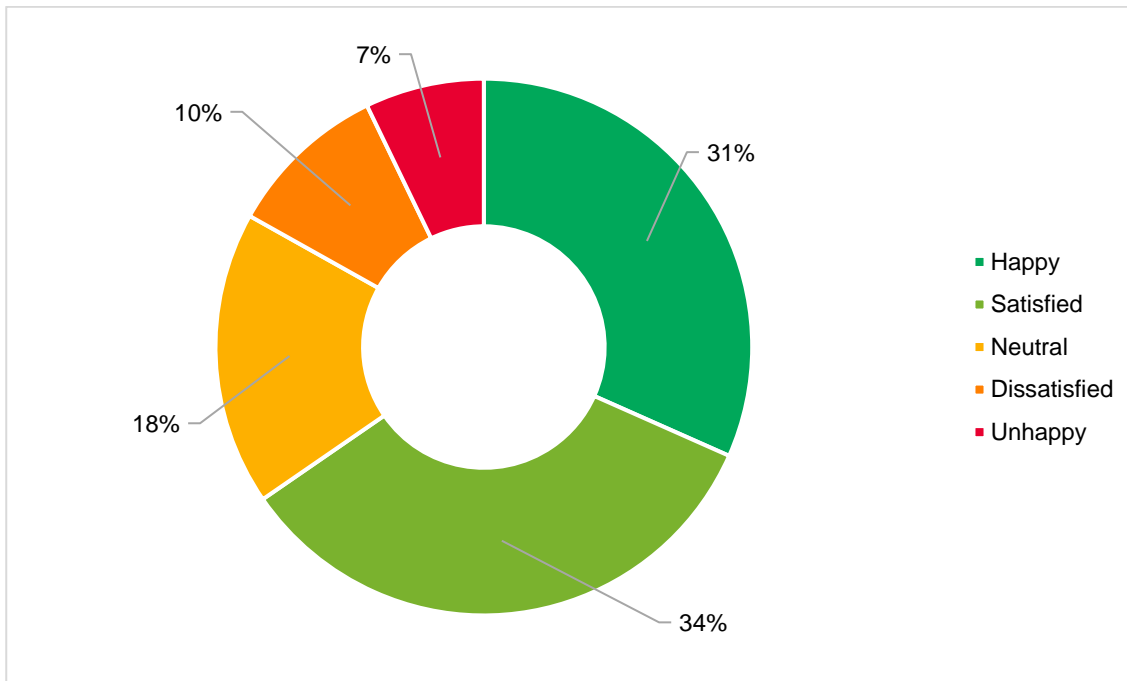
3d. Priority 4: Addressing the climate emergency with an ambition to go beyond net-zero.

242 responses



4. In late 2021, we set out our vision to Bring the Wonder Back to Earls Court. Now you've seen our first draft of the proposals, tell us how far you think they achieve this vision.

237 responses



5. Is there anything else you want to tell us?

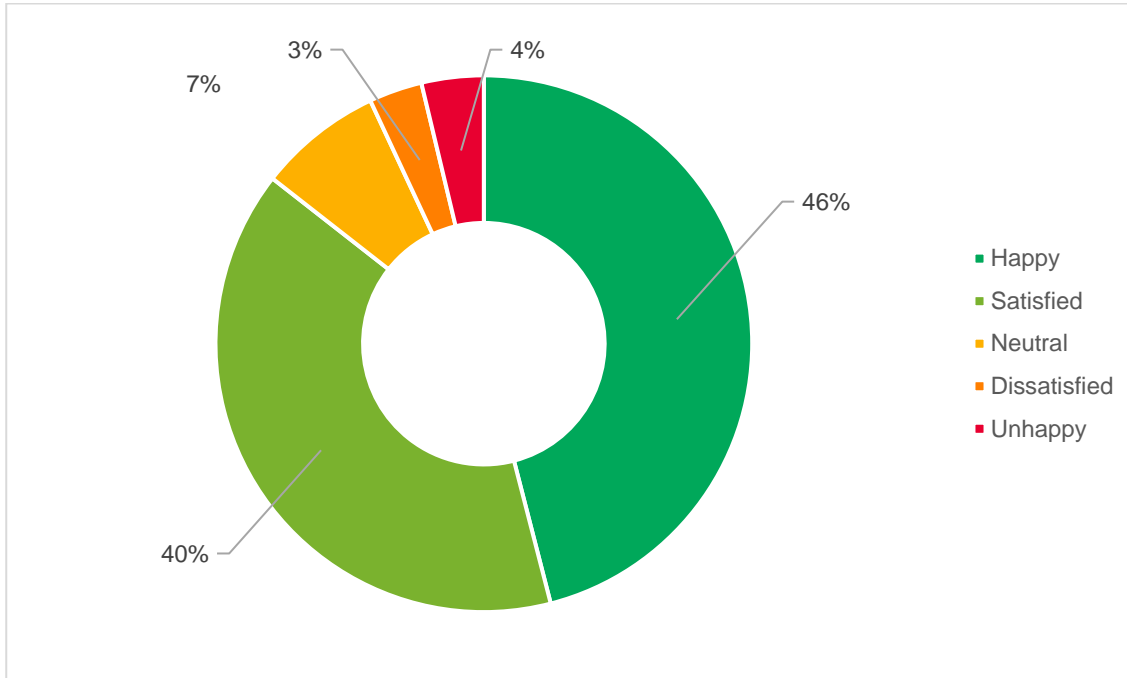
145 responses

Key themes	Positive	Negative	Neutral/suggestion	Total
<i>Reduce building height</i>	0	16	2	18
<i>Overall positivity</i>	11	0	0	11
<i>Community engagement</i>	3	2	3	8
<i>Design</i>	0	3	4	7
<i>Urgency / finish sooner</i>	1	2	4	7
<i>Open / green space</i>	0	2	3	5
<i>Other</i>	12	20	55	87
Total	27	45	71	143

Section 2: Tell us more

1a. What do you think about the new public spaces and the Table Park in our plans?

191 respondents



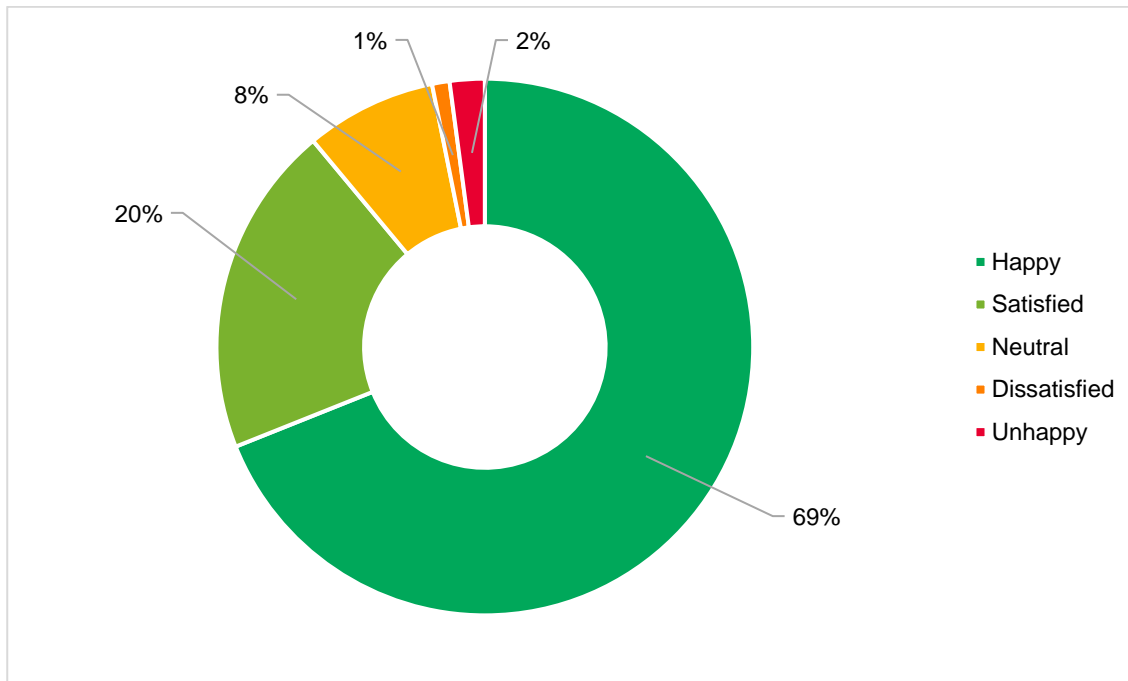
1b. Tell us more

78 responses

Key themes	Positive	Negative	Neutral/ suggestion	Total
<i>Overall positivity</i>	28	0	0	28
<i>Overdevelopment / height</i>	0	10	0	10
<i>Design</i>	0	8	1	9
<i>More green / open spaces</i>	2	3	7	12
<i>Other</i>	2	10	24	36
<i>Total</i>	32	31	32	95

2a. Do you agree with our proposal to prioritise public transport, walking and cycling over car ownership and access?

191 responses



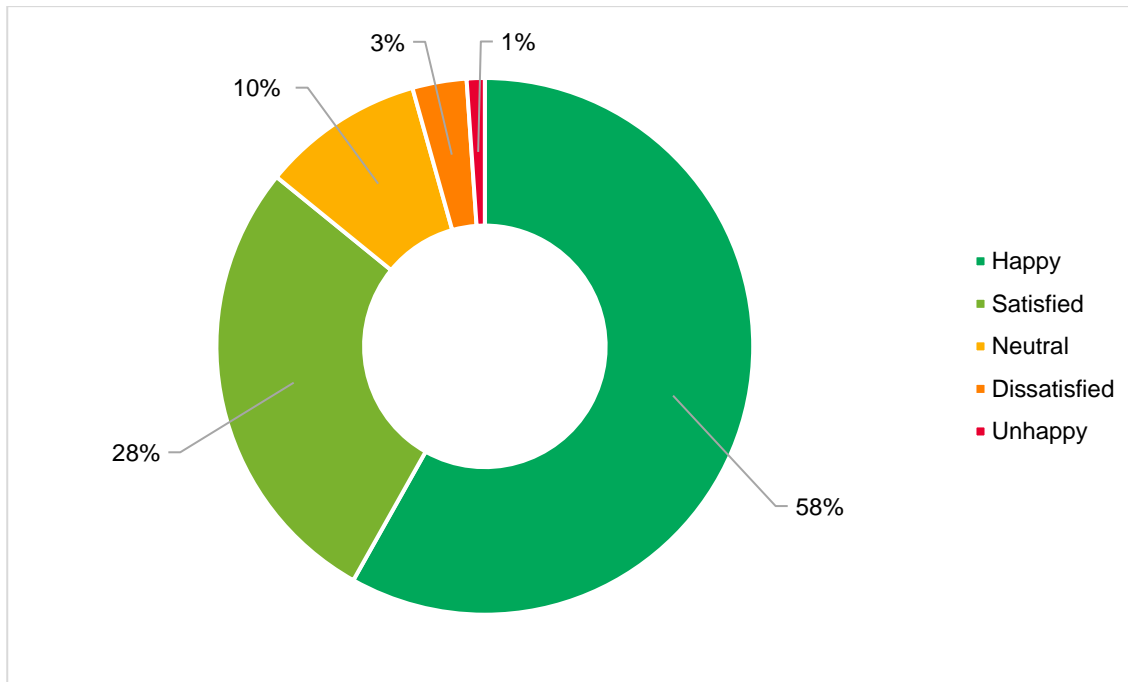
2b. Tell us more

86 responses

Key themes	Positive	Negative	Neutral/suggestion	Total
<i>Car free</i>	21	3	2	26
<i>Approach to active travel and cycling</i>	12	2	1	15
<i>Impact on pollution and environment</i>	12	1	0	13
<i>General positivity</i>	12	0	0	12
<i>Public transport provision</i>	6	5	1	12
<i>Questions about servicing</i>	0	1	6	7
<i>Other</i>	7	4	6	17
Total	70	16	16	102

3a. What do you think about our plans to bring culture to the site?

186 responses



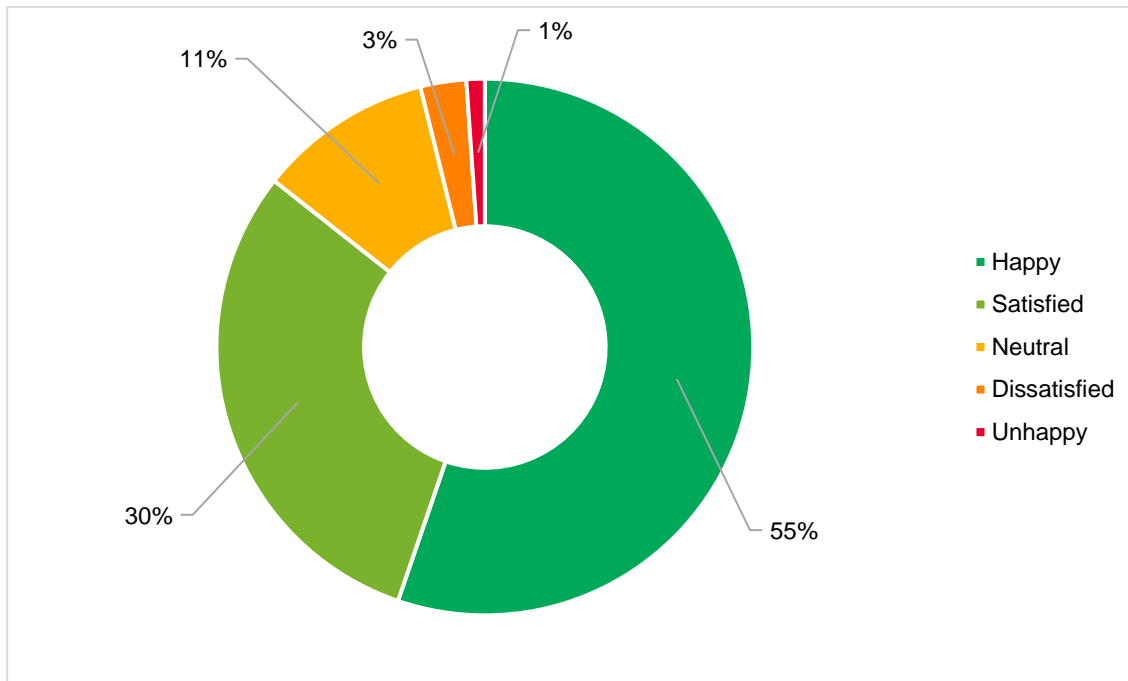
3b. Tell us more

74 responses

Key themes	Positive	Negative	Neutral/ suggestion	Total
<i>General positivity</i>	33	0	0	33
<i>Share more detail</i>	0	2	12	14
<i>Make Earls Court a destination</i>	1	1	2	4
<i>Other</i>	12	7	28	47
<i>Total</i>	46	10	42	98

4a. What do you think about our approach to bringing jobs and opportunities to Earl's Court?

181 respondents



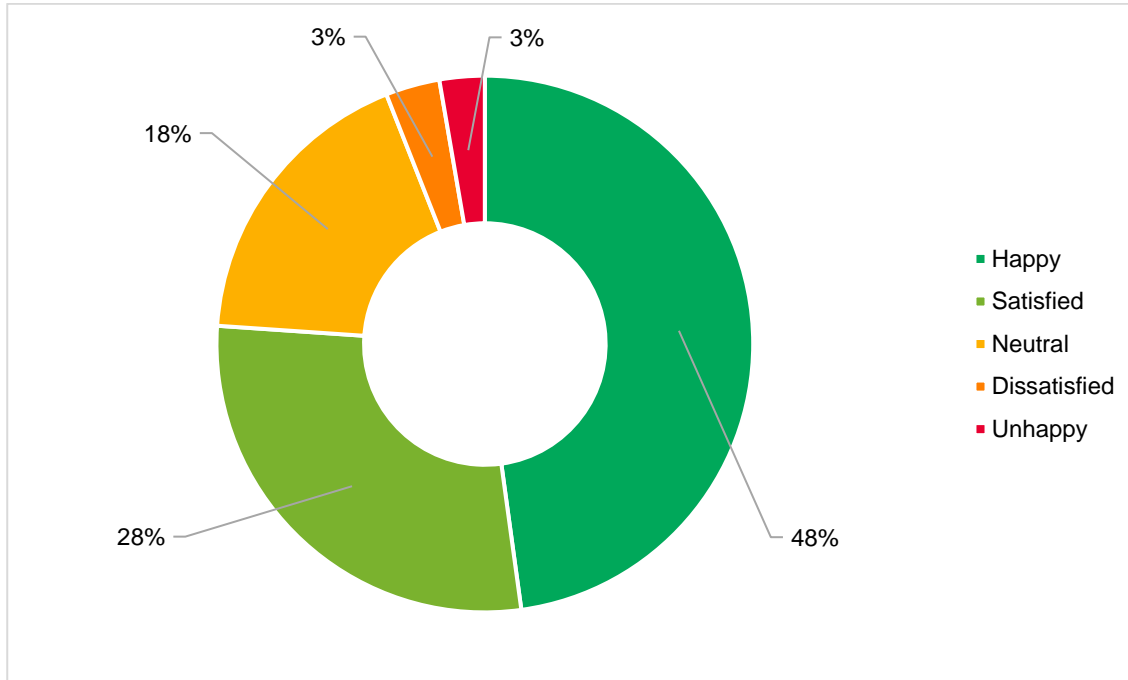
4b. Tell us more

66 respondents

Key themes	Positive	Negative	Neutral/ suggestion	Total
<i>General positivity</i>	28	0	0	28
<i>More detail required</i>	0	0	10	10
<i>Youth employment</i>	0	0	5	5
<i>Other</i>	13	5	14	32
Total	41	5	29	75

5a. What do you think about our proposed mix of homes (for sale, for rent, homes for students and older people) and community spaces?

184 responses



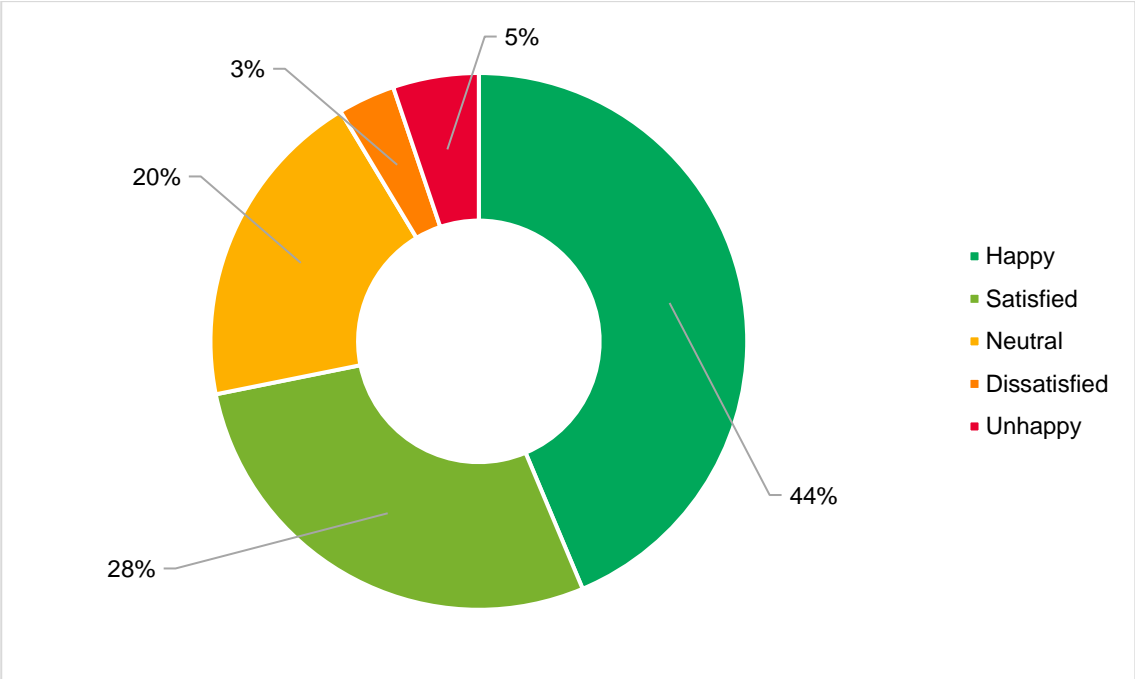
5b. Tell us more

77 responses

Key themes	Positive	Negative	Neutral/suggestion	Total
<i>Affordable housing offer</i>	0	2	13	15
<i>General positivity</i>	12	0	0	12
<i>Height and density</i>	0	6	0	6
<i>Affordability of other homes</i>	0	1	4	5
<i>Other</i>	8	15	22	45
<i>Total</i>	20	24	39	83

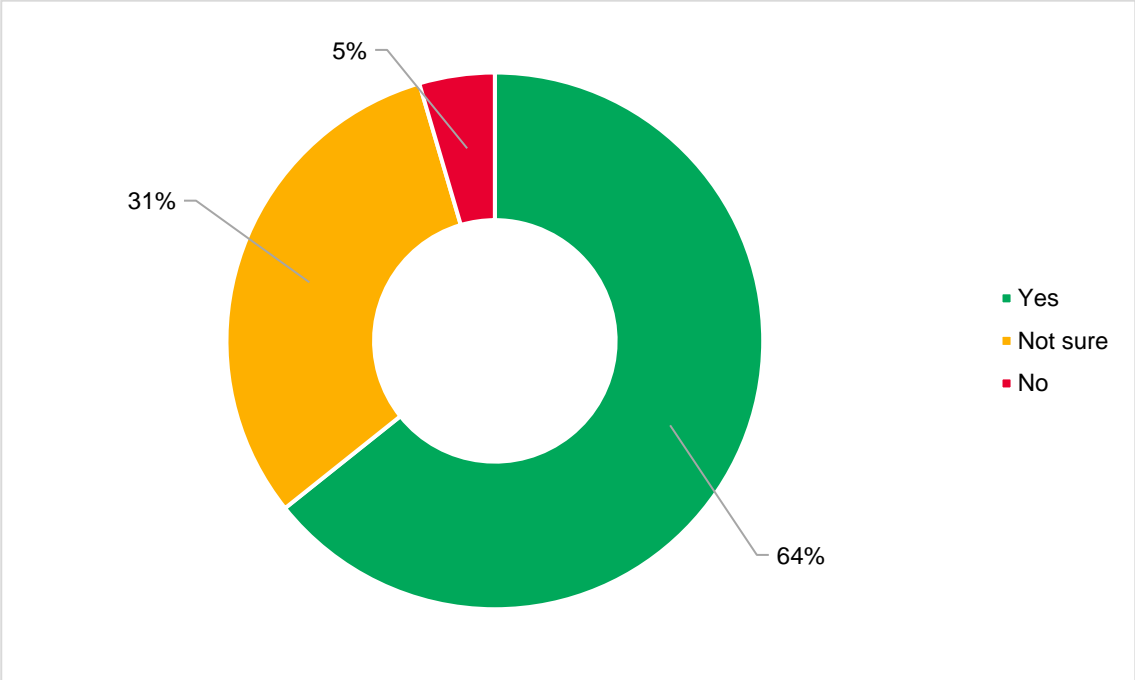
6a. What do you think about the emerging architectural designs?

176 responses



6b. Have we put the right uses in the right places across the site?

154 respondents



6c. Tell us more

63 responses

Key themes	Positive	Negative	Neutral/suggestion	Total
<i>Height</i>	1	15	4	20
<i>Designs look generic / should be more innovative and ambitious</i>	0	6	3	9
<i>More detail needed</i>	0	1	6	7
<i>Inclusion of nature</i>	6	0	0	6
<i>Other</i>	12	14	15	41
<i>Total</i>	19	36	28	83

7. Do you have any other comments?

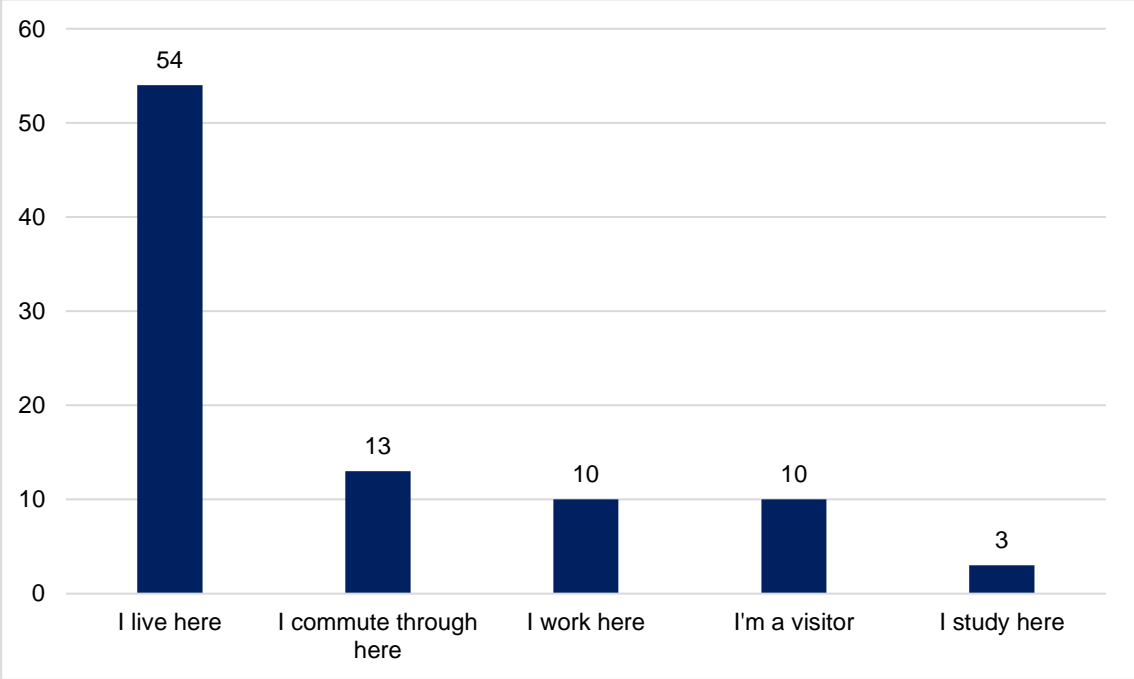
74 responses

Key themes	Positive	Negative	Neutral/suggestion	Total
<i>General positivity</i>	11	0	0	11
<i>Consultation approach</i>	5	1	4	10
<i>Design</i>	0	5	3	8
<i>Urgency of delivery</i>	1	1	4	6
<i>Other</i>	1	15	34	50
<i>Total</i>	18	22	45	85

Appendix 2: Demographics

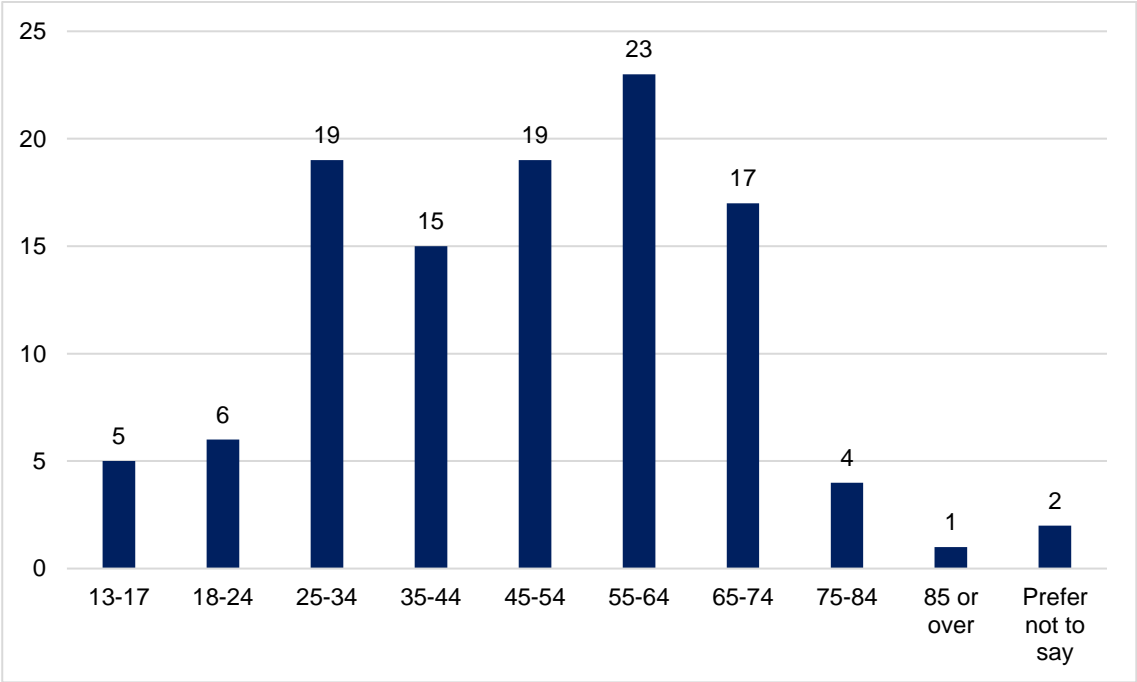
1. What's your connection to the area?

90 responses



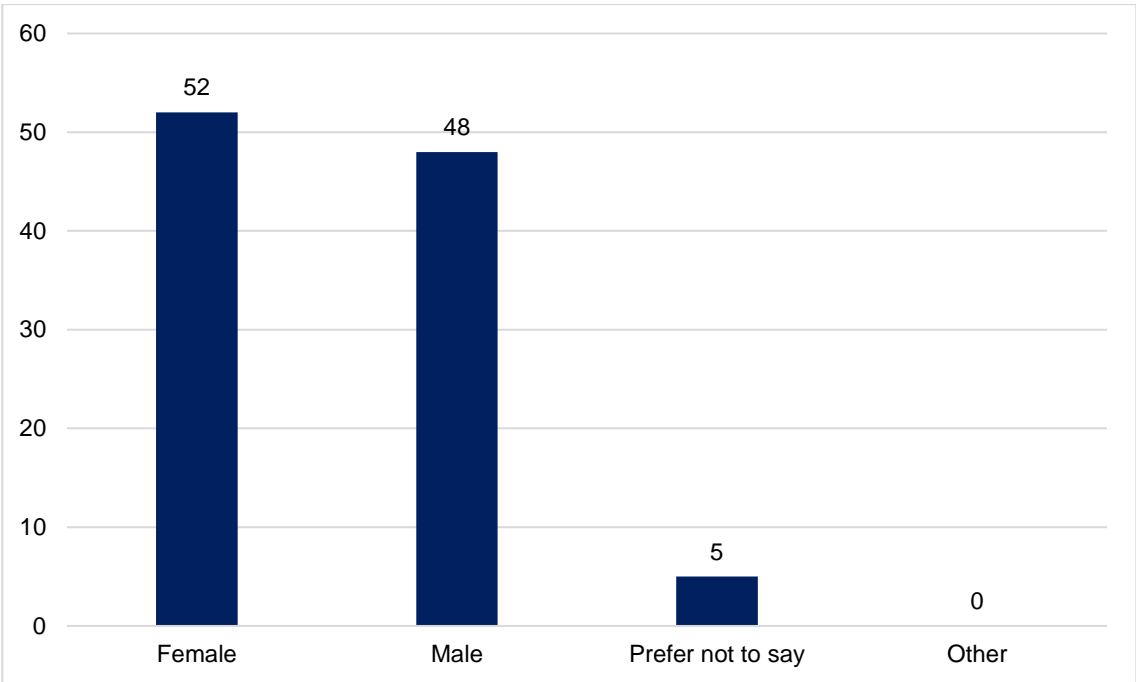
2. What is your age group?

111 responses



3. What is your gender?

105 responses



4. What is your employment status?

109 responses

