

PRINCIPLES FOR

A Sustainability
Charter for Earls Court

EARLS
COURT

FUTURE LIVING

VISION & PRIORITIES

The reinvention of Earls Court will allow more people to discover the transformative effects of wonder. Our bold and ambitious vision will bring wonder to everyday life across four place pillars:

1

A showcase for climate and clean innovation and skills

2

A cultural ecosystem for the future of talent

3

A celebration of nature and its ability to connect and revive

4

An inspiring neighbourhood designed for all stages of life

We are committed to creating an approach that is exemplary in its sustainable ambitions. This means we will deliver innovative buildings and spaces, enhancing the environment, producing economic benefits for the widest number of people, and creating significant social and economic value for the local area.

The focus on sustainability runs through everything we do from day-one to in use: across our own internal operations, meanwhile uses, and the way in which we work with all stakeholders – from suppliers and contractors, to tenants, occupiers, partners and neighbours.

We are responding to people's needs by creating and nurturing value to the individual and to society, whilst respecting our collective environmental limits – not just minimising our impact but promoting a resilient, regenerative, climate-positive agenda.

These are our principles for future living: we are people-centric and planet-conscious.

APPROACH

This Sustainability Charter for Earls Court sets out our goals and objectives for three focus areas: social value, economic inclusion and environmental well-being.

The goals underpin our vision and key priorities. Each goal has a clear set of metrics and targets that will make explicit how we are performing, support continuous improvement, all with the aim of driving the best sustainable outcomes for all.

The purpose of the Charter is to:

- Show how we intend to build a sustainable Earls Court from meanwhile activities through development and during occupancy
- Provide the basis for the way we will measure and report on our progress
- As a result, establish the means to improve our performance year-on-year for the good of the Earls Court community
- Provide a mechanism by which those who live, work, and visit Earls Court can assess the extent to which we have delivered on our promise

It is not intended to be a 'fixed' statement, but a Charter that will adapt and develop over time to suit the shifting programme of the development, and to better suit the changing needs of the communities and stakeholders.

We have a bold and ambitious vision to bring the wonder back to Earls Court



SUSTAINABILITY CHARTER

For each of the focus areas, we have defined a mission statement. A set of goals and objectives to demonstrate how we will deliver against these. Sitting behind the goals and objectives are a number of metrics that objectively measure each one. Only by measuring and reporting, can we develop and progress.

Social Value

The generation of Social Value is, and will continue to be, a core driver in everything we do at Earls Court.

Goals

- A safe, inclusive and supportive place for everyone
- A wonderful place to live, work and visit
- Involving local people

Economic Inclusion

To deliver the very highest standards of economic inclusivity, to involve and benefit the widest number of people and local communities in and around Earls Court who are directly and indirectly affected by the project throughout the lifetime of the development.

Goals

- Maximise appropriate economic growth in the local area
- Provide access to economic opportunities for all
- Create an affordable community

Environmental Well-being

To ensure our impacts are climate positive – to go beyond net zero carbon. We must respect and live within our collective environmental limits, now and for tomorrow.

Goals

- Beyond Net Zero carbon
- Celebrating and enhancing our natural environment
- Water neutral
- Delivering cleaner air
- Healthy living
- Circular resource use

The following sections set out in more detail our mission, our goals and objectives and how we intend to measure and improve.

In the appendix, we list out the metrics that we will measure ourselves against, to clearly, objectively and openly report against our targets.

SOCIAL VALUE

Mission

The generation of Social Value is and will continue to be a core driver in everything we do at Earls Court.

What do we mean by 'social value'?

In the context of Earls Court: we define social value as 'the importance that people (and society) place on changes to their lives caused by the actions and activities of the Earls Court Development Company (ECDC).' We will measure and report the amount of value we create on a regular basis. This measurement will be governed by the 11 OEDC Dimensions of well-being, and the guidelines set out for Social Return on Investment.

From the earliest stages of the project, ECDC has been determined to work with the Earls Court community to enhance existing neighbourhood activity, use the development site (prior to construction) for the wider benefit of both locals and visitors, and create a new development that will positively affect the lives of as many people as possible. We recognise the importance of bringing an ethos of social value to the operation of the company, the development in all stages, and its relationship with local people.

The social value goals are people-centric and cover three aspects of our programme:

- the effect that good quality surroundings have on people,
- the improvements to day-to-day lives, and
- the way that the community participates in the decisions that shape their area.

In terms of the built environment, we want to surprise and impress, but we also want to enhance work-life balance, provide good quality housing, workplaces, public spaces, and neighbourhoods, and offer access to green and open space. These features create social value when people react positively to their surroundings.

We are committed to creating safe and healthy spaces where people feel included and supported, regardless of age, background, or ability. People who feel good about themselves and their area thrive, and this enables their area to thrive with them.

Our discussions with local people will continue throughout the development of Earls Court. We want to ensure that the area is known as a place where people feel that their voice is heard and where their views can play a part in shaping their futures. We will always be available to discuss the project and our role in the community at any time.

Goals

A Safe, Inclusive and Supportive Place for Everyone

The new development has the target and purpose of improving the way people feel about themselves and the area. This will be a place where people can move around and live without fear for their safety or their health. A place where people can meet, socialise, and enjoy life. We will continue to create and maintain support networks in the surrounding communities by bringing increased opportunities for social interaction between those who move into the area, and existing communities and residents.

Objectives

- Provide features, management and community support measures that allows people to lead safe and healthy lives
- Ensure that the buildings and services within the new development support the lives of both new and existing Earls Court residents and employees
- Provide spaces and buildings where everyone feels included



Involving Local People

We will continue with our engagement programmes, workshops and listening initiatives to make sure that people feel that their voice is being heard. We will encourage proposals for new ideas to improve the area, for example in increased wealth generation, better mobility, and improved community co-operation. We will set up and communicate long term plans to make sure the community is involved throughout the development period.

Objectives

- Continued engagement with the existing and new local communities
- Interactive opportunities for people to shape the future of the area
- Provide both temporary and permanent resources, space and buildings that can be used for the benefit of the community



A Wonderful Place to Live, Work and Visit

We aim to ensure that people will benefit from living in good or excellent standards of housing and communities, and taking up jobs in innovative new workspaces. This will be achieved through a combination of engagement, excellent design, sensitive management, and creative use of space. The community-building, housing and employment opportunities presented by our designers and various initiatives aims to improve people's outlook on life and the way they feel about themselves. The quality, flexibility, and range of urban environments that we will create will enable people of all abilities, backgrounds and interests to benefit from the new development, whether they are visitors, new arrivals or existing residents and employees.

Objectives

- Produce a mix of uses and opportunities to give people the chance to have the right work-life balance and has a positive effect on the surrounding area
- Offer good quality and integrated housing, workplaces, public spaces, and neighbourhoods for both new and existing communities
- Enable a cohesive community by providing a wide range of relevant services and amenities for residents, workers, and visitors
- Access to green and open space for everyone



ECONOMIC INCLUSION

Whilst the London boroughs of Hammersmith and Fulham and Kensington and Chelsea are relatively affluent overall, there are significant inequalities. The Earls Court site is situated within, and adjacent to, pockets of significant deprivation. As a local business with a local focus, ECDC has an opportunity to make a positive difference.

Mission

To deliver the very highest standards of economic inclusivity, to involve and benefit a large number of people, particularly and the local communities in and around Earls Court who are directly and indirectly affected by the project throughout the lifetime of the development.

Economic inclusion will be achieved when the widest range of people benefit from the advantages created by the development. This commitment will apply during design and construction as well as in the longer-term post-occupation and operation.

We aim to deliver this through collaboration and early intervention, through enhancing the knowledge, skills and wealth generating opportunities available to the Earls Court communities, whilst protecting the interests of existing businesses and organisations.

All individuals and organisations will be helped and encouraged to embed the principles of an inclusive economy into their activities; this includes our suppliers and contractors, the local authorities, residents, businesses, the existing community and other organisations alongside ECDC.

Our focus on economic inclusion starts now. The overall ambition is to embed economic inclusion to the extent that it becomes automatic and, in so doing, to set a new standard of excellence in mixed-use urban development in the UK.

Goals

Maximise Appropriate Economic Growth in the Local Area

We seek to maximise appropriate economic growth, boosting productivity and prosperity both on site and in the local area. By providing the right space and conditions, we aim to stimulate a diversified local economy, that provides economic resilience and ensures a wide range of people and businesses can benefit, thus creating growth that is inclusive and fair.

Objectives

- Ensure the development makes a positive contribution to growing the local economy, creating new opportunities whilst respecting and supporting existing businesses
- Deliver diverse economic activity and ensure that businesses located at the site are varied in size and sector, and include measures to support community and social enterprise
- Encourage and secure inward investment in the local area and ensure contracts and expenditure generated by the development benefit local businesses
- Maximise the number of employment opportunities created in sustainable growth sectors, especially for local people
- Secure fair employment practices including delivering jobs that provide long-term employment and pay a living wage



Provide Access to Economic Opportunities for All

We will work to support access to economic opportunities created by the development, particularly for those in disadvantaged groups who may experience barriers to accessing jobs and wealth generating opportunities. The project will provide pathways to improved employability, raising skills, aspirations and employment prospects with progressive recruitment policies. Engaging with and empowering the local community will leave a legacy of learning and upward mobility long after the development itself has been completed.

Objectives

- Maximise opportunities for education, training and up-skilling
- Provide pathways to improve the economic prospects of disadvantaged groups and the long-term unemployed
- Ensure all members of the community are empowered to access economic opportunities including working with schools and community organisations to break down real or perceived barriers to education, training and employment
- Supporting and financing a range of targeted interventions to improve awareness of the economic opportunities, and the ways to access them
- Put in place long term mechanisms, financial and capital assets, and governance structures to facilitate an ongoing programme of community investment that will endure
- Make a positive contribution to reducing poverty and deprivation in the local area

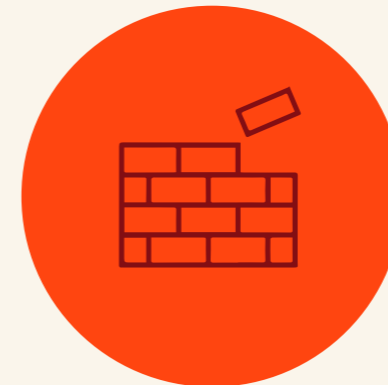


Create an Affordable Community

Earls Court should be a place where all people feel and are able to live, work and participate without experiencing social exclusion on the grounds of income or affluence. The completed development should cater for the needs and preferences of people on a wide range of income levels including the cost of occupancy of buildings and in the range of goods and services on offer. The development should cater for all income levels from the wealthiest to the least well off in our society. SME's, community and social enterprises should also find a home at Earl's Court alongside larger and more established businesses. In essence, there should be something for everyone.

Objectives

- Meet the housing needs of different people by providing a range of house types, designs and specifications with particular consideration of local housing need
- Maximise the amount of affordable housing that can viably be delivered
- Provide a variety of commercial floorspace including affordable workspace suitable for different occupiers, alongside business and innovation support, and advice systems to help small businesses, community and social enterprises flourish
- Design-in opportunities for lower running costs for residential and commercial occupiers
- Make all people visiting the development feel welcome by delivering a range of retail, service and leisure amenities to cater for people on all income levels
- Promote a mixed and diverse society by proactively designing for and putting in place legal, tenure and letting policy mechanisms to secure these ambitions



ENVIRONMENTAL WELL-BEING

Our aim is clear – to ensure our impacts are climate positive. We must respect and live within our collective environmental limits, now and for tomorrow. One of our goals is to go beyond net zero carbon.

What does this mean?

Simply put, to remove more carbon emissions from the atmosphere over the lifetime of the development than are emitted during the design, construction and operation of the scheme.

To ensure this is verifiable, we will measure our progress against independent and internationally recognised environmental assessment methodologies to evidence and validate the outcomes we will achieve. For a first step we have signed up to the UN Race to Zero campaign, aligned with Science Based Targets to guide and validate this ambition.

Earls Court will need to be resilient, facing up to the climatic changes we are witnessing today, and those changes which are yet to occur. But this is critical for more than just the development. Our wider aims are to bring environmental benefits not only to those who will live at Earls Court, but also to neighbouring communities.

How will we do this?

We aim to:

- Further reduce our operational energy with the deployment of energy and primary plant sharing networks to deliver even lower carbon energy
- Reduce the embodied carbon footprint (our net present issue) of the built development using low / no carbon materials and technologies
- Radically increase ecology and biodiversity, facilitating people's connection with and access to nature. We will integrate with wider existing ecological corridors, cultivating connections that extend beyond our site boundary
- Explore opportunities for nature not only on the ground but integrated with and within buildings. These measures respond to our priority to 'open up the former exhibition centre site for the first time in 150 years'. We want to contribute to local communities and a celebration of nature for all to enjoy is the foundation of this
- Reduce the need for tap water to keep the landscape lush and green; by choosing drought resistant planting and maximising the use of rainwater harvesting and recycling for irrigation

- Deliver cleaner air by removing sources of pollution and working with partners to tackle emissions at source. We will investigate new technologies and systems to trap and remove pollutants from the atmosphere
- Apply the principles of circular economy to all considerations of resource use
- Wherever possible we will re-use materials and select materials with the lowest environmental impact
- Promote active travel with walking and cycling being the preferred and obvious choices
- Landscape-led design to inspire activity through play and leisure with spaces to experience deep connection and reflection. Green, natural spaces bring significant benefits to health and well-being

Aligned with our priority to be 'a showground of world class ingenuity', we will explore, test, iterate, improve and implement new and existing technologies and solutions to achieve our goals.

But this climate emergency is not just ours – it is everyone's. As such we welcome ideas, solutions and input from all.

Goals

Beyond Net Zero Carbon

We will achieve Net Zero Carbon (in-line with UKGBC and Science Based Targets methodologies) and will go beyond to extract more carbon over the lifetime of the development, than is emitted.

Objectives

- Adopt, and aim to go beyond, best practice limits, minimising embodied carbon in design, construction and operation
- Be resilient to climate change through low energy demand and microclimate design
- 5th generation (and beyond) energy network to optimise efficiency and share energy
- Harness renewable sources of on-site and off-site (low or zero carbon) energy generation
- Align with internationally recognised, verifiable carbon offsetting programmes and explore the creation of a transition fund to support local carbon reduction initiatives



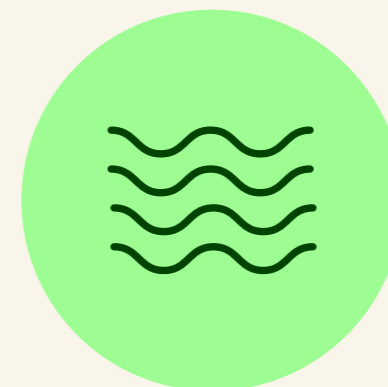
Goals

Water Neutral

Limit the need for fresh water and utilise water resources intelligently.

Objectives

- Aim to achieve balance in the water cycle through capture, storage, use and generation strategies
- Minimise clean water usage
- Minimise water discharged into London's waste systems
- Limit exposure to flood risk and adopt future proofed mitigation strategies



Celebrating and Enhancing our Natural Environment

Create a welcoming and accessible place for people to enjoy and connect with nature.

Objectives

- Deliver increased ecology and biodiversity throughout
- Develop a landscape-led masterplan
- Facilitate the public's access to natural space, amplifying and cultivating connections
- Restore, integrate and improve connections to neighbouring ecological corridors
- Maximise opportunities to integrate nature into and onto buildings
- Design and deliver a development that is capable of adapting to the current and future risks of climate change



Delivering Cleaner Air

Improve air quality on-site and for our neighbours.

Objectives

- No pollutant emissions on-site and aim to be combustion free
- Tackle and remove emissions at source
- Incorporate solutions along edges to trap pollutants, utilising ecology wherever possible to clean and improve air quality
- Limit exposure through careful design considering local wind patterns and pollution sources



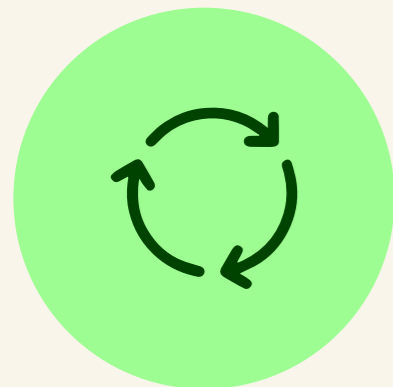
Goals

Circular Resource Use

Adopt the key principles of durability, disassembly, re-use and adaptability to enable the efficient use of natural resources.

Objectives

- Reduce, reuse, repair and recycle through design, site construction and operation
- Utilise Modern Methods of Construction/ Design for Manufacture and Assembly and disassembly
- Minimise waste and maximise opportunities for recycling – aim for zero landfill



Goals

Healthy Living

We will nurture healthy lifestyles by promoting the use of a sustainable transport hierarchy. Create opportunities and spaces that improve the way people feel about themselves and the area.

Objectives

- Promote active travel and pedestrian/cycle movement
- Provide public realm that incorporates accessible green spaces and inspires activity
- Ensure a resilient microclimate that nurtures well-being
- Access to play and leisure for all ages and abilities
- Ensure that internal spaces maximise well-being outcomes for occupants



EARLS
COURT

**The
Earls Court
Development
Company**



@earlscourtdevco
earlscourtdevco.com

Principles for Future Living:
A Sustainability Charter for Earls Court