

The Earls Court Project Community
Engagement Programme

—
Masterplan Concept Sessions Report
November 2010

MY EARLS COURT.COM

THE FUTURE OF EARLS COURT, WEST KENSINGTON & NORTH FULHAM



Community Engagement Programme

EC Properties Ltd is committed to an ongoing programme of community engagement, consulting with local communities so that they can have their say on the future of their neighbourhood.

In October 2009, EC Properties Ltd set out clear overarching aims for the community engagement process for the Earls Court Project, namely:

- Engage all in the community
- Listen to and understand the community
- Transparency
- Be innovative and set new standards
- Integral to the development process
- Create and maintain momentum

The first stage of the community engagement programme took place from October to December 2009 and involved meeting community organisations and leaders, introducing the Earls Court Project team and explaining how local residents could be involved in the masterplanning process.

The second stage of the programme was a series of 7 drop-in sessions held in February and March 2010 which were designed to open up the dialogue to the wider community, explain the vision of the Earls Court Project and understand the concerns and aspirations of individuals.

The third stage of the programme took place in July 2010 and took the form of two public drop-in sessions that concentrated on the masterplan process, addressing:

- Placemaking and the creation of a new urban neighbourhood
- The emerging masterplan for Earls Court – initial ideas and guiding principles from the design team
- Feedback from the previous drop-in sessions held in February / March 2010

Full reports on these stages can be downloaded from www.myearlscourt.com



The Masterplan Concept Drop-in Sessions

Aims and Objectives

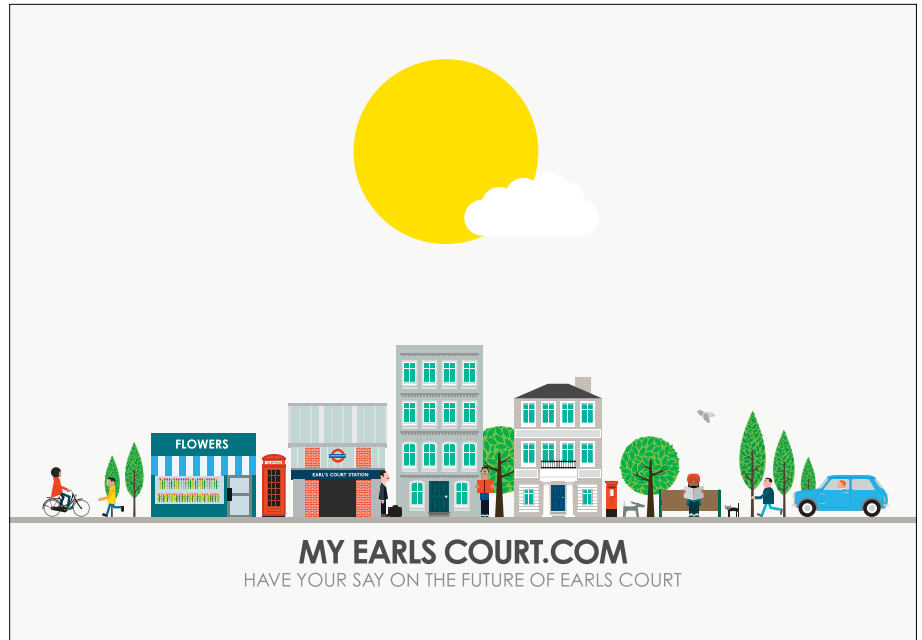
The fourth phase of the community engagement programme consisted of 2 drop-in sessions that took place on 10th and 16th November 2010 and concentrated on the masterplan concept.

The objectives of these sessions were to:

- Explain the evolution of the masterplan for the Earls Court Project concentrating on a series of key concepts
- Offer people who live in the area the opportunity to discuss how these concepts have developed directly with the team
- Record comments from local residents on the evolving masterplan



Where and When



The sessions were advertised the week before the sessions took place through the distribution door to door of 21,000 fliers in the areas of Earls Court, North Fulham and West Kensington. The fliers were also sent to all local community organisations on our database and to the growing number of individuals who have provided their contact details at previous drop-in sessions expressing a willingness to be involved. A digital version of the fliers was also sent to those who have registered on www.myearlscourt.com and signed up to newsletters.

Both sessions took place in venues in the local area, and were timed to make sure there was an opportunity for all residents to attend. They were open to anyone who lives and works in the area and project staff were on hand throughout to explain and discuss issues raised. Regeneration officers from the London Borough of Hammersmith & Fulham attended both drop-in sessions and the architectural practice appointed as masterplanner of the Earls Court Project, Terry Farrell & Partners, was represented throughout. All those attending were encouraged to complete comment cards.

Holiday Inn Express



Where – 295 North End Road, W14

When - Wednesday 10 November 2010, 1pm – 4pm and 5pm – 8pm

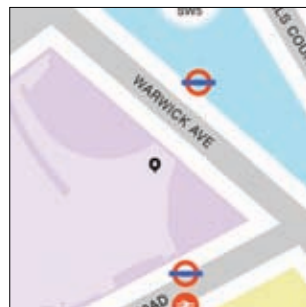
Earls Court Project team - Ciaran Quigley, George Cochrane, Richard Powell, Jeroen Bergmans and other members of the Earls Court Project Team; Eugene Dreyer from Terry Farrell & Partners; Tim Ward from Transport for London; and Philip Morris and Sarah Lovell from the London Borough of Hammersmith & Fulham.

Number of visitors – 147

Number of visitors who registered on www.myearlscourt.com - 30

How long they stayed – more than 45 minutes

Earls Court Exhibition Centre



Where – West Brompton Foyer, Earls Court 1, Warwick Road, SW5

When – Tuesday 16 November 2010, 1pm – 4pm and 5pm – 8pm

Earls Court Project team - Ciaran Quigley, George Cochrane, Chris Rumfitt, Jeroen Bergmans and other members of the Earls Court Project Team; Eugene Dreyer from Terry Farrell & Partners; Tim Ward from Transport for London; and Philip Morris and Sarah Lovell from the London Borough of Hammersmith & Fulham.

Number of visitors – 114

Number of visitors who registered on www.myearlscourt.com - 25

How long they stayed – more than 45 minutes



Display Boards

Welcome to the Masterplan Concept Drop-in session

Welcome to this, the third in a series of drop-ins EC Properties Ltd have organised this year. We have hosted previous drop-ins in February/March and July to ensure we consult people who live in the area at each stage of developing the masterplan.

As well as consulting and informing you through the drop-ins we have continued to meet with community leaders and stakeholder organisations. We have also created and launched a dedicated project website, www.myearlscourt.com where you can get up-to-date information on the project, post comments and ask the development team any questions.



EC Properties Ltd is committed to ensuring that engagement with everyone in the community can contribute to developing the masterplan so please take the opportunity to discuss the project with members of the project team. You can also fill in a comments form at this drop in and / or use the website to provide us with your comments – we can even register you on the website here today. As with all our previous public engagement events we will be recording the comments made and will be producing a report that we will post on www.myearlscourt.com

Historical Photographs of Earls Court

[myearlscourt.com](http://www.myearlscourt.com)
The Future of Earls Court, West Kensington and North Fulham

The centrepiece of the drop in sessions was an exhibition of 10 boards that covered:

1. Welcome - Introduction and aims of the Masterplan Concept Sessions
2. Explanation of the Placemaking Concept – four villages; The High Street; the Broadway and the public realm strategy
3. Earls Court Village
4. West Brompton Village
5. North End Village
6. West Kensington Village
7. The High Street
8. The Broadway
9. Lost River Park and public realm strategy
10. Future Involvement

Copies of these boards can be downloaded from www.myearlscourt.com

Summary of Feedback from the Masterplan Concept Drop-in Sessions

There was a positive response to the sessions, the approach being adopted towards community engagement by EC Properties Ltd and the concepts outlined in the emerging masterplan. Many of those who attended the sessions had been to previous drop-ins. There were also many who were excited by the proposals and expressed their support of the Earls Court Project as they could clearly see the benefits development could bring to the area if a number of safeguards were forthcoming. Issues discussed are summarised below:

The Masterplan Concept

- Overall the responses to the materplan concept were very positive.
- There was general support for the four villages; High Street; Broadway and Lost River Park concepts.
- There was overall support for a new east-west High Street, but concern over the potential impact on Earls Court Road and North End Road.
- There was considerable discussion about the North End Road market. It is clear that many support the market and see it as a valuable amenity. However, there was some concern about the current location of the market especially in terms of safety. It is clear that the community does not want to see the market closed. There was some support for moving the market to a new location within North End Village but this was not universally supported.
- There was support for the public realm strategy and the Lost River Park but concern as to whether there was enough open space and many felt they would like to see more detail on the play and sports provision throughout the site.
- There were increasing questions about the status and plans for Seagrave Road car park and its relationship to the wider Earls Court Project. The principle of a high quality, mixed tenure residential development was supported.

Community

- There was support for a high street that had a community focus with pedestrian priority.
- Matters of social infrastructure were raised, in particular relating to education; health; play; youth; community and cultural.

Traffic & Transport

- As with previous drop-ins, the issue of the potential impact of the scheme on public transport infrastructure (trains, stations and buses) was raised.
- There was much interest in how much traffic would use The High Street and The Broadway and how much these new streets would relieve congestion on the neighbouring strategic routes. A number of those attending wished to see the development providing some relief to current traffic congestion in the area.
- There was much support for any measures that would improve certain key junctions – in particular North End Road / Cromwell Road and North End Road / Lillie Road.
- Opinion is clearly divided on ways in which the development could contribute to alleviating traffic congestion in the area.

Phasing

- There were queries about the phasing of the development.
- Questions were raised about the duration of the construction programme and the nature of any impacts on the surrounding community.

Housing

- There were questions about the makeup of the residential components of the scheme – the quantum and the location of the affordable housing (in particular the social rented sector) and the price of properties.

Other

- There was understanding that the Earls Court exhibition centre is not viable in the long term.
- The recent press speculation about Chelsea Football Club moving their ground from Stamford Bridge to the Earls Court Project site was a major topic of discussion. The vast majority of those attending expressed dismay and opposition to any such move.
- Some of those that attended the sessions and live locally stated that they had not received the flier. There is clearly a need to use a variety of means to advertise community engagement activities.



Comment Card Responses

Overall Masterplan

The responses covered the full spectrum from “really exciting” and “I totally support your approach to “This is my worst nightmare – purely a money-making scheme that does not consider what the existing community needs”.

The vast majority of responses were positive with a view that the project would give great benefit to the community. However, there were a number of concerns, principally:

- The displacement of local people on the estates
- The length of time the development will take
- The scale and architecture of the development
- It is important that the development is properly integrated into the wider area and does not become a self-contained bubble

Earls Court Village

The Earls Court Village concept was broadly supported but there was concern about overdevelopment. Some points raised:

- New buildings overlooking existing properties
- Impact on the reduction of traffic in the surrounding area
- Access to and capacity of the underground station
- The need for a destination attraction

West Brompton Village

The principles of West Brompton Village were supported and it was felt they would improve the area. Some points raised:

- The increase in greenery in the area and improving the area’s status were felt to be important to change perceptions.
- The overcrowding of the station was also raised.
- The need for more detailed information on the proposals for Seagrave Road car park.



North End Village

The North End Village concept was broadly supported. Some points raised:

- The whole of North End Road requires revitalising and not just the stretch North of Lillie Road.
- There were very different views about the opportunity to move the market from its current home to North End Village. Some were deeply opposed and some felt that the market and the area would benefit from such a move.
- There was a clear view that the retail offer on North End Road had declined
- It was felt that there are too many fast food outlets on North End Road and there was support for a wider good food offer.
- It was proposed that North End Village should be included in the early phase of development which would be supported by residents.

West Kensington

There was an overwhelming view that this area needed improvement / regeneration with better shops and a more human feel. Some points raised:

- It was felt that existing traffic caused major congestion and a reduction in the quality of the environment.
- Suggested transport improvements included the improvement of the junction at Cromwell Road and the relocation of bus stops.
- There was concern over the height of buildings in the area.

The High Street

As mentioned earlier, there was concern about the impact of The High Street on existing centres. However, many expressed an alternative view that The High Street could transform the area by providing a community focus. Some points raised:

- Increasing the range of independent shops in the area.
- There was support for a department store, however there was opposition to attracting chain stores generally.
- It was felt that servicing will need to be carefully considered.
- There was some opposition to the inclusion of steps on the high street, especially as this would affect disabled people and the movement of cyclists along it.
- The name "The High Street" was not supported.

The Broadway

The concept behind The Broadway was broadly supported. Some points raised:

- There was uncertainty about the name "The Broadway" as it could cause confusion with Fulham Broadway.
- There were differing opinions on how The Broadway would relieve congestion on the A4 as some felt the road could become a 'rat run'.



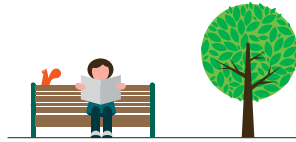
Lost River Park / Public Realm Strategy

The public realm strategy was widely supported. Some points raised:

- A number of residents questioned the size and extent of the open space and the opportunities for play and sports.
- There were a number who supported the extension of the Lost River Park both North (to High Street Kensington) and South of the site.
- The details of sightlines and lighting were flagged up as being of particular importance as well as community safety in the evening.

Other Comments

- The Earls Court area is special and quiet. People like to live here because of the proximity to all facilities. The area should be improved for the good of the community.
- Why has this not been done before?
- Get it done!
- There are already quite a few poor quality hotels in the area – we do not need any more.
- Concerns were raised about the number of people that live in the area now and the new number when the development is completed.
- There was interest in finding out more detail of the commercial and residential aspects and their location.
- The emphasis on high quality is supported but it is important to ensure that all social requirements and community needs are met.



Conclusion

We were very pleased with the level of attendance at both drop-in sessions. There was considerable support for the key concepts of the masterplan, but as expected there was a divergence of views and concerns raised about certain aspects. All comments are being taken into consideration as part of the masterplanning process.

There was also a very positive response to the website www.myearlscourt.com and 55 people who live in the area registered during the drop-in sessions.

Next Steps

We are continuing to develop a detailed masterplan for the Earls Court Project which will be presented to the community in February 2011 when we will be hosting more drop-in sessions.