

# Delivering the masterplan

Given the scale of the site, the masterplan will be delivered in phases. Below we set out what is included in each of the phases.

## Benefits of our first phase

Delivering our masterplan will take time, but it's important that we are able to bring benefits to local people right from the start. Our first phase of development will therefore include significant open space, connections, homes, cultural spaces, jobs and community facilities. A major development in its own right, our initial phase will deliver the following benefits:

1,000 new homes targeting 35% affordable

The first east-west pedestrian route in 150 years connecting the West Kensington and Gibbs Green Estates to Earl's Court station

Our first commercial building opposite Earl's Court station, delivering over 100,000 sq ft of workspace

The Table at the heart of the Exhibition Gardens

A landmark building of exemplary design, that puts Earls Court on the London skyline

Infrastructure improvements including widening Lillie Bridge to create more space for pedestrians

A new 700 person standing capacity cultural venue near Earl's Court station

Student, family and later living homes

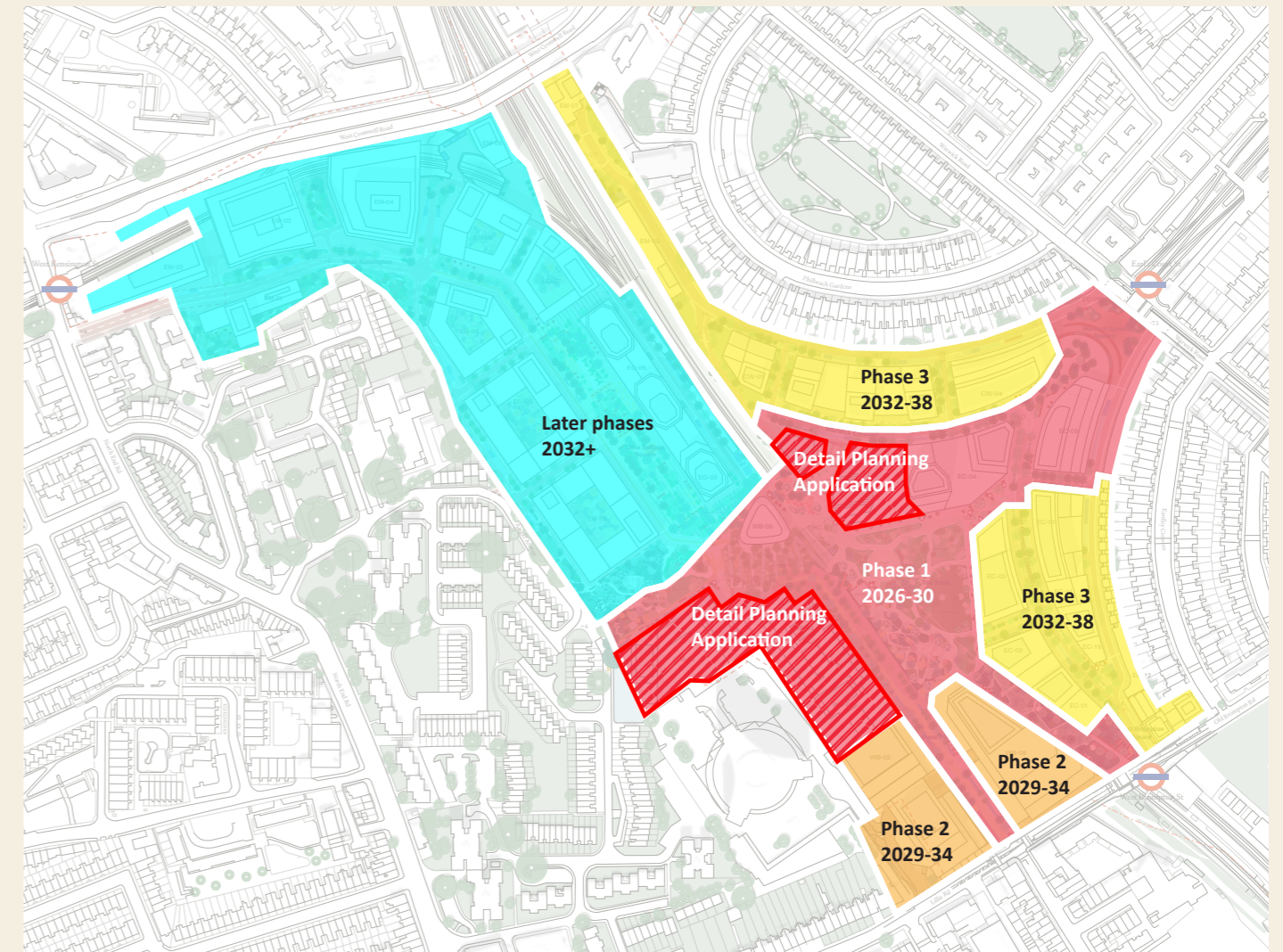
The boulevard from Empress Place with cafes, shops, leisure and culture

A permanent cultural community hub next to Aisgill Avenue

A continuing programme of exciting meanwhile uses, while we plan future phases

A new green pedestrian connection from West Brompton station to the Table

1.5 million square feet of development



Our first phase of delivery comprises buildings in both The London Borough of Hammersmith and Fulham and The Royal Borough of Kensington and Chelsea. The hybrid planning submission will contain detail of the first buildings highlighted. A series of detailed planning applications will follow for the landscape design and subsequent buildings.

## Phase 2 (2029–2034)

Our second phase will deliver commercial buildings along the Empress Place innovation boulevard as well as a large cultural venue and a widened Lillie Road bridge.

## Phase 3 (2032–2038)

Our third phase will deliver Warwick and West Brompton Crescents with associated homes, workspace and retail.

## Later Phases

Future phases to the north, delivering the Lillie Sidings Square and the West Kensington innovation cluster will take place once Transport for London has relocated from Lillie Bridge train depot. Enabling works will start from 2031, with construction commencing 2032-2041.

# Infrastructure to create a better piece of city

## The way we move people and goods is changing

We will create new pedestrian routes connecting the three underground stations at the edges of our site. We are taking traffic off local streets through an innovative approach to logistics and deliveries. Together with the boroughs we will look to improve local routes within the wider neighbourhood.



### Travel Times – Rail

Our site benefits from brilliant public transport connectivity and most people living and working in our development will use it. We are working with Transport for London to develop options for improvements to local stations.

### Central London

Victoria	7 mins
Paddington	8 mins
Piccadilly Circus	12 mins
Cannon Street	18 mins
King's Cross St Pancras	20 mins
Heathrow Airport	36 mins
Gatwick Airport	<1hr
Luton Airport	<1hr
City Airport	<1hr

### UK & International

Birmingham	1hr 32 mins
Manchester	2hr 27 mins
Edinburgh	4hr 42 mins
Paris	2hr 36 mins

## Investing in infrastructure to improve the experience of Earls Court

The existing train lines running through our site are a constraint as well as an opportunity. We will make a huge investment in infrastructure to protect existing rail and Underground assets, and to support our sustainable neighbourhood. We are designing the structures that support our buildings to hide servicing underneath, so we can keep the centre of our site green and as car free as possible. We are working with partners to design energy systems fit for the next century, aiming to provide low cost, zero emissions energy. Biodiversity, ecology and water management will be integrated into all of our open spaces.



### Low emission deliveries & logistics

Minimising delivery vans  
Our plans include a 'last mile' logistics hub – tucked away under the Table at the centre of our site. Cargo bikes or electric vehicles will deliver goods to the wider area reducing traffic and improving air quality.



### Structures over live railway

Making accessible public spaces  
We have carefully considered the changing levels, and will be using the infrastructure challenge to create a dynamic and accessible landscape.

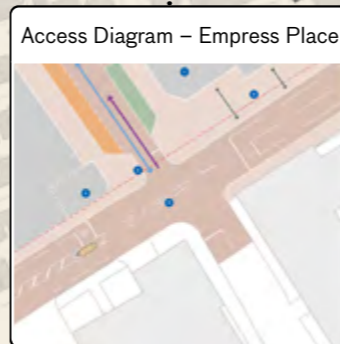
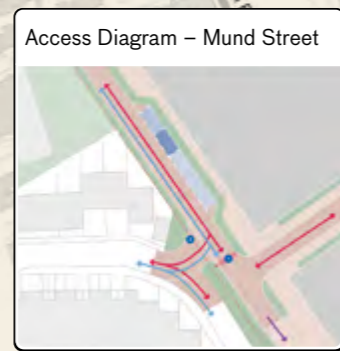
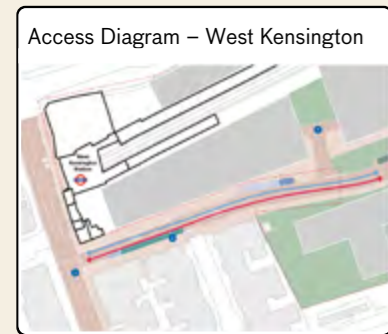


### Pioneering energy systems

Delivering zero carbon low cost energy  
We plan to drastically reduce operational energy across the site by installing a shared energy network and focusing on what and how we build.

# Junction improvements

We are looking at changes where the site meets surrounding streets to make it easier to access the site on foot, by bike, by car and for those with impaired mobility.



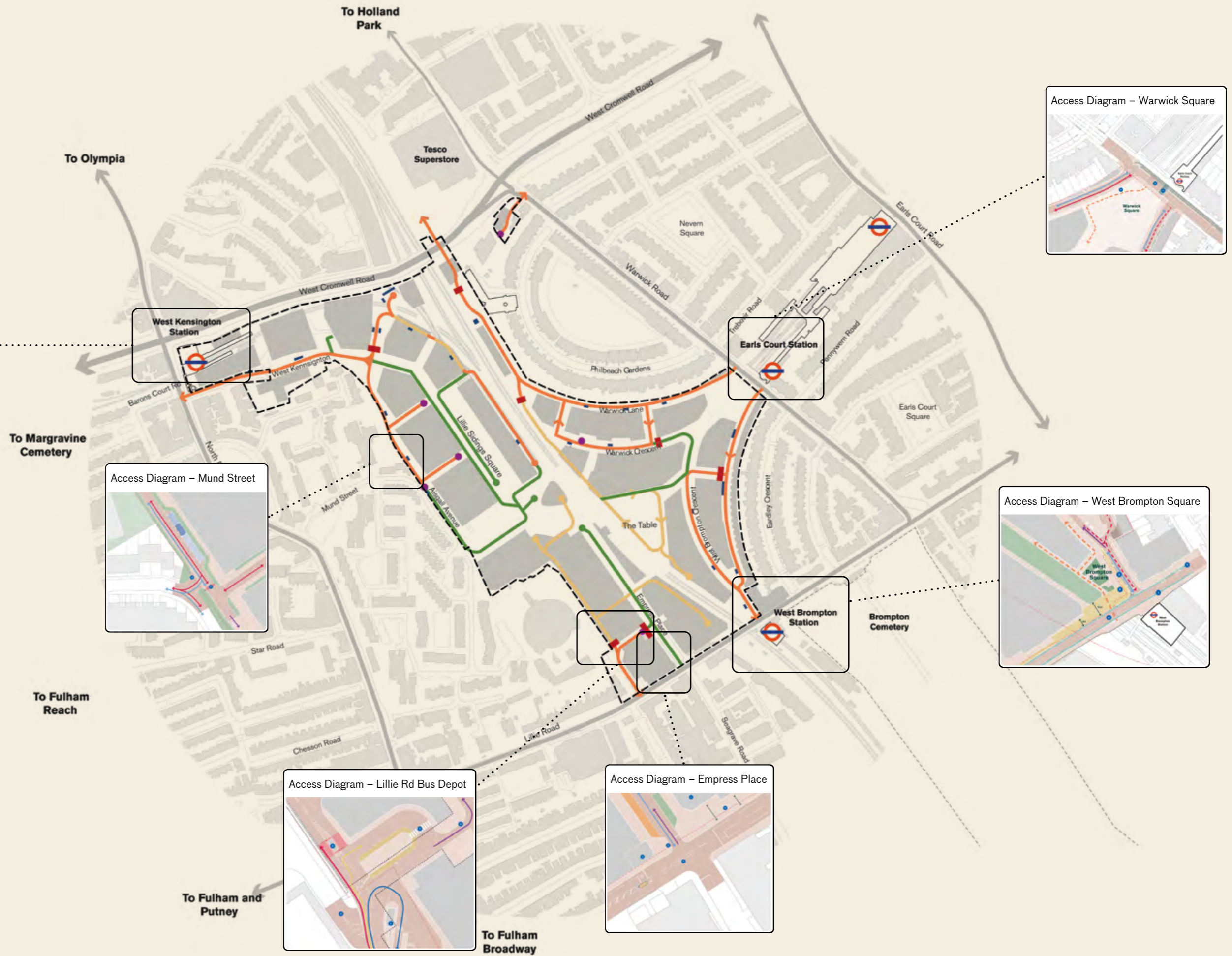
## Key

### Within Site Boundary

- Phase 1 Boundary
- Road used by all vehicles
- Covered route: all vehicle access
- Emergency/Service route
- Control Access Point

### Outside Site Boundary

- Main local roads



## New pedestrian connections

Our focus has been to provide a walkable neighbourhood that prioritises people and links our development back into the local street network. Our plan includes:

- An East-West route connecting our neighbours on the West Kensington and Gibbs Green Estate to Warwick Road and Earl's Court station.
- A North-South boulevard connecting West Kensington station via Beaumont Avenue to Empress Place and West Brompton station.



KEY	
<b>Within Site Boundary</b>	<b>Outside Site Boundary</b>
Primary Pedestrian Routes	Primary Pedestrian Route - Earl's Court Road
Secondary Pedestrian Routes	Secondary Pedestrian Routes
Tertiary Pedestrian Routes	Tertiary Pedestrian Routes
Residential Streets	Residential Streets - main routes
Stepped Connection	Residential Streets - minor routes
Alternative Accessible Route	
Lift Position	

## New cycling connections

There will be new cycle routes through the site, and connections to the London Cycle Network are being developed. These improvements could include sections of new bike lanes on Warwick Road, Lillie Road and Old Brompton Road to connect the site with Quietway 15, the cycle route to Central London. We will widen Lillie Bridge to create more space for people and bikes at this key entry point into our development on Lillie Road.



KEY	
<b>Within Site Boundary</b>	<b>Outside Site Boundary</b>
Cyclists share access roads with vehicles	Local Cycle route improvements
Cyclists share access roads with vehicles (undercroft)	Main Road Local Cycle routes
Cyclists on demarcated route through pedestrian-led public realm	Recognised Local Cycle routes
Cyclists on designated cycle route off access road	Main local roads
Future Segregated Cycle Junctions	
Lift Position	
Mobility Hubs	

## Deliveries and drop off

There will be local access for servicing, deliveries and taxi drop off and some 'blue badge' parking in controlled areas.

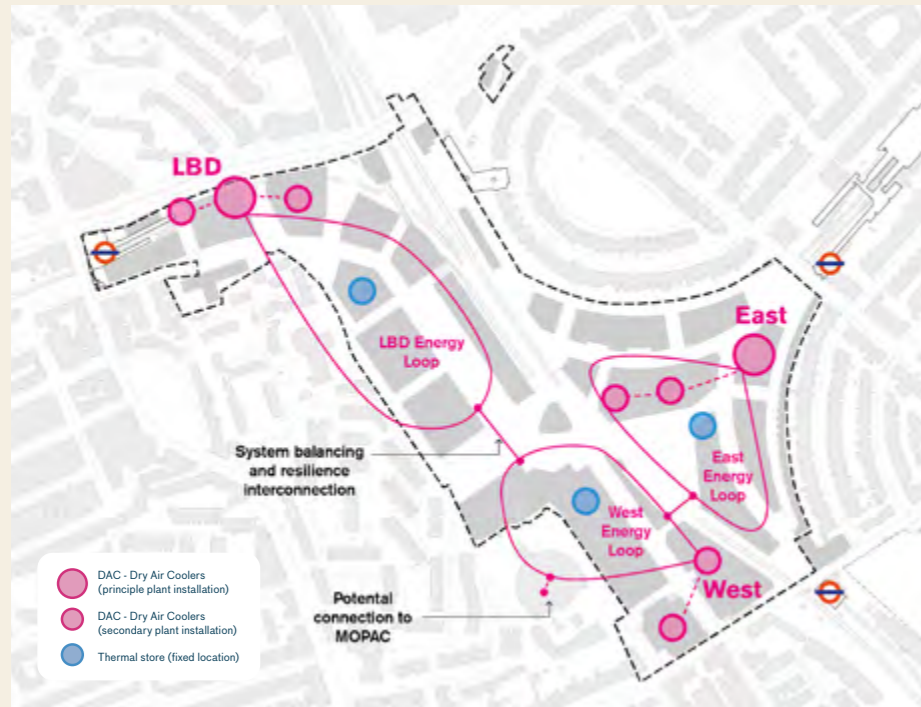


KEY	
<b>Within Site Boundary</b>	<b>Outside Site Boundary</b>
Route used by all vehicles	Main local roads
Covered access route: all vehicle	
Emergency/Servicing route	
Control Access Point	
Taxi drop off	
Blue badge Parking	



Empress Place, viewed from Lillie Road, where we are creating more space for people and bikes.

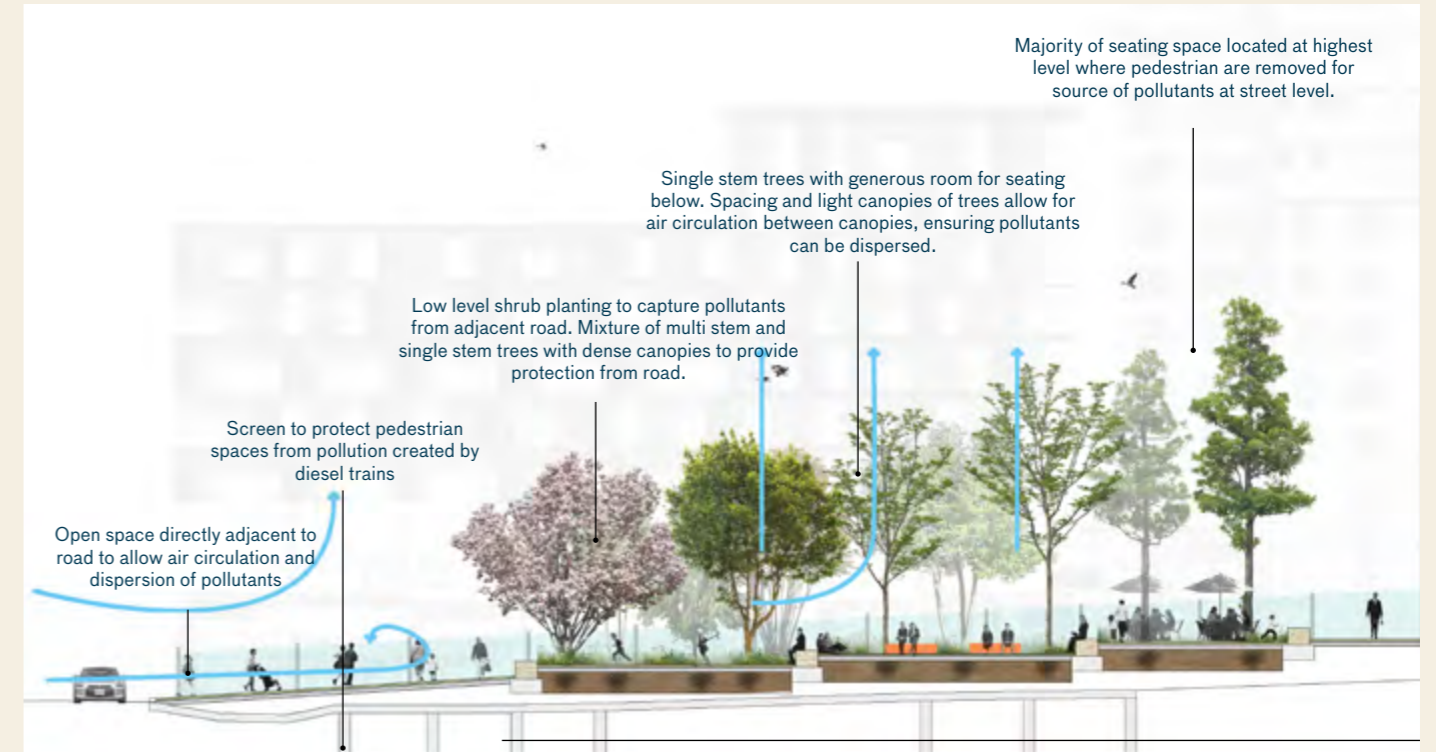
# Delivering sustainability



## Low cost zero carbon energy

We are a priority partner for an innovative cross-borough district network initiative looking at exporting zero carbon energy beyond our site to nearby neighbourhoods. We are co-locating energy equipment in basements and rooftops, reducing running costs and the embodied carbon footprint.

We are working with E.ON to develop the structure, pipework and systems to distribute energy across the development using the zero carbon heatloop. Starting with air and ground source heat pumps and solar panels, the system is designed to plug in new technologies and sources as they are developed.



## Improving air quality

Looking at measures to improve air quality including:

- Landscaping at the edge of the site to absorb pollution
- Reducing vehicles on surrounding streets with our last mile logistics centre



## Nature, ecology and biodiversity

We are developing a series of natural landscapes with over a thousand new trees, planting to boost biodiversity, and grassed areas for play and relaxation. Nature has been embedded across the 60% unbuilt area of the site, woven into the designs of all of the character areas across the public realm, roofs, terraces, walls and inside buildings and spaces.

The use, maintenance and management will be delivered in partnership with local communities, providing education, training, jobs and skills in landscaping. We are also looking at the possibility for urban farming within the development proposals.

## Reducing flooding through rainwater management

We are targeting no water run-off from our site to enter the local systems and infrastructure.

- We will reuse water on site for irrigation of the natural landscaping, storage for drier summers, water features, blue roofs, evaporative cooling in the public realm and grey water systems in the workspaces for flushing of toilets.
- To limit the amount of physical infrastructure, and to keep the public realm as natural as possible, we will be using a network of bio-swales (clever ditches that store water for reuse) and incorporate planting to capture run-off and support biodiversity.

## Reducing embodied carbon

Reducing our embodied carbon footprint is critical to achieving our aim to Go Beyond Net Zero. We are doing this by:

- Retaining and re-using existing structures.
- Using low carbon alternatives, such as cement replacement additives, mass timber and regenerative materials (such as wall panels made out of compressed straw and grass).
- Using bricks and blocks made from on-site crushed construction rubble, reusing waste material and reducing vehicle movements.

# Community led design

## Public Realm Inclusivity Panel

Our Public Realm Inclusivity Panel (PRIP) was established in July 2022 to give a voice to those who are not usually included in development projects. Comprising a diverse group of individuals aged 15 and above from the local area, the panel represents a wide range of lived experiences, needs and requirements.

The focus is on the design of our outdoor spaces, using lived experience and perspectives to create a more inclusive place.

Since February the PRIP has focused on the following topics:  
The Masterplan / Mobility and Movement / Visiting the Site / A New Community Centre / Identity and Belonging / Aisgill Gardens / Warwick Square / The Table / The Cascades



One example where the PRIP have provided feedback is on movement within the masterplan. The following comments have been made by PRIP members and embedded into the design of streets and spaces:

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“Clearly separate different movements, for example pedestrian from cars”

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“Paths surrounded by nature, resembling the countryside”

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“Material and gradient that is suitable for pushchairs, wheelchairs and prams”

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“Make sure ramped routes aren’t overly long and that a route or journey is not tucked away or difficult to find for anyone with mobility needs”

The PRIP has been involved in workshops with our landscape architects to ensure these issues are incorporated into the design of our pedestrian routes.



## Masterplanning workshops

We have been running collaborative workshops with local people since 2022, working iteratively with the community as the designs progress. The workshops have been a critical process informing our masterplan development.



## Architecture in Schools and the Accelerate programme

We are proud of our two projects with Open City. Accelerate is a scheme aimed at 16-20 year olds focused on increasing diversity within the built environment professions.

Architecture in Schools is a programme in which over 250 local KS2 students explored how and why their city, and Earls Court, is changing.

Some of the most popular suggestions for Earls Court were for the plans to include a swimming pool, a climbing wall, a pet café, greenhouses and space for running.



## Earls Court Future Programme

As part of our commitment to providing opportunities to young people in the local area, we run the Earls Court Future Programme (ECFP).

We appointed 13 young ambassadors from across Hammersmith and Fulham and Kensington and Chelsea to represent ECDC at community events and undertake further training with the company and our partners.

If you are a young person aged 14–21, live locally and want to develop your skills, knowledge and employability, then you can find out more about the programme and how to apply on the ECDC website.

# Opening up the site

## What's happening on site now?

Since taking ownership of the site in November 2019, we have brought back the illustrious history of sport, fun and spectacle with festivals, events, art, community activities, jobs and training. In 2022, we generated over £7.8m of social value and over £2.7m of economic impact into the local area. In May 2023 we reopened the annual Earls Court Community Fund. Since 2021, we've given grants worth £540,000 in total to 31 charities and local groups.



## Incubating culture, creativity and collaboration

### 1. Earls Court Community Hub, opened June 2022

A social haven for the community to enjoy with a range of free activities. Alongside a serene garden managed by Hammersmith Community Gardens Association.

### 2. Artist in Residence programme, started January 2023

In partnership with the National Portrait Gallery, ECDC launched an Artist in Residence programme selecting twelve artists to work with the local community over a three-year period to deliver portraits and community arts projects.

### 3. Summer of Art, July 2021–2023

Following on from previous partnerships with London Design Festival and Kensington & Chelsea Art Week, this year a Summer of Art programme was unveiled featuring public art installations and exhibitions.

### 4. Underbelly at Earls Court, Summer 2021 and 2022

Over 160,000 people visited the free to enter festival across both summers to see a range of theatre, circus and comedy, alongside food stalls and fairground rides.

### 5. BBC Earth Experience, opened March 2023

A world first groundbreaking new experience – explore the diversity of our seven continents on an epic scale. Bespoke narration by Sir David Attenborough takes you on a transformative audio-visual experience featuring footage from the series Seven Worlds, One Planet.

### 6. The Lost Estate at the former Mannequin Factory, opened July 2022

A temporary visionary immersive theatre that tells the greatest stories ever told through a fantastical fusion of immersive sets, world-class performances, and themed food and drink.

### 7. Padel and Beach Rugby, opened October 2023

ECDC launched an outdoor Padel showcase court in collaboration with Padel Social Club. A city beach was also installed on Empress Space, programmed with free tag rugby tournaments and children's rugby coaching sessions.

### 8. Empress Studios, opened March 2022

In partnership with This is Projekt, we turned six derelict victorian townhouses on Empress Place into 46 affordable creative studios designed for the community.

### 9. The Earls Court Future Skills Centre

ECDC in partnership with Places for London and the Skills Centre officially opened West London's newest centre for future skills education in November. The cross-borough Future Skills Centre will be the central point for training and enterprise for the new Earls Court throughout the lifetime of the project, working with community groups and future employers to upskill local people.

