

PUBLIC REALM INCLUSIVITY PANEL

SUMMARY REPORT
FEBRUARY 2023

INTRODUCTION

The Earls Court Development Company (ECDC) is developing a masterplan and detailed design proposals for a 40 Hectare site in West London, the largest of its size in the capital.

Their approach to engagement with the local community is extensive and involves a number of programmes that reach out to more representative local people, working closely with them for an extended period leading up to a planning application and beyond.

As part of this approach, the Public Realm Inclusivity Panel (the PRIP) was set up to give a voice to local people who are not usually included in development projects and to work with them for at least 12 months as the masterplan and detailed proposals are developed.

The group meets once a month and works closely with the design team. Using a creative approach the panel acts as a critical friend, inputting into the design brief and testing proposals as they are developed.

The workshop sessions so far have helped develop the skills of the group so they understand and engage with the complex challenges the masterplan needs to resolve. We have also explored a 'people-first' approach to thinking about the site and how it will deliver better spaces for people in the short, medium and long term.

This document introduces the PRIP, how they have been working and some of their achievements so far.

The panel is facilitated by ZCD Architects with support from Ciron Edwards.

THE PANEL MEMBERS

BRIDGET



BEN



DANAH



ISAAC



KARIM

KAYDEN



LIZZIE

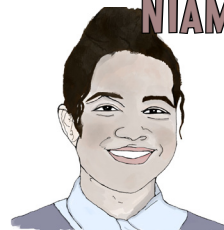


LUCY

MARK



NIAMH



NADINE



NATASHA



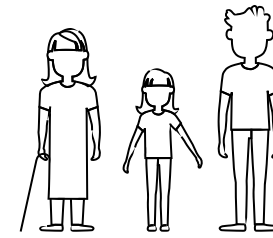
URSULA



SHIRLEY

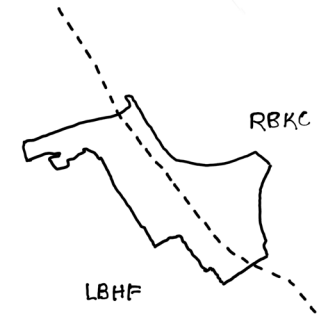


SUZANNE



15 MEMBERS

of various ages and abilities



2 BOROUGHs

London Borough of Hammersmith & Fulham and Royal Borough of Kensington & Chelsea

4

are members of local disability groups

1

is a member of a local older people's group

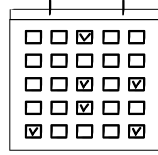
7

are under 18

3

are members of other local groups

7 SESSIONS



The panel started working together in July 2022 and have met seven times up to January 2023.

HOMEWORK



The panel are paid for their time, which includes a two hour session once a month and usually one hour of preparation or 'homework' in between.

Each session includes a variety of tasks, each designed to help explore a particular topic or issue.

INCLUSIVITY STATEMENT



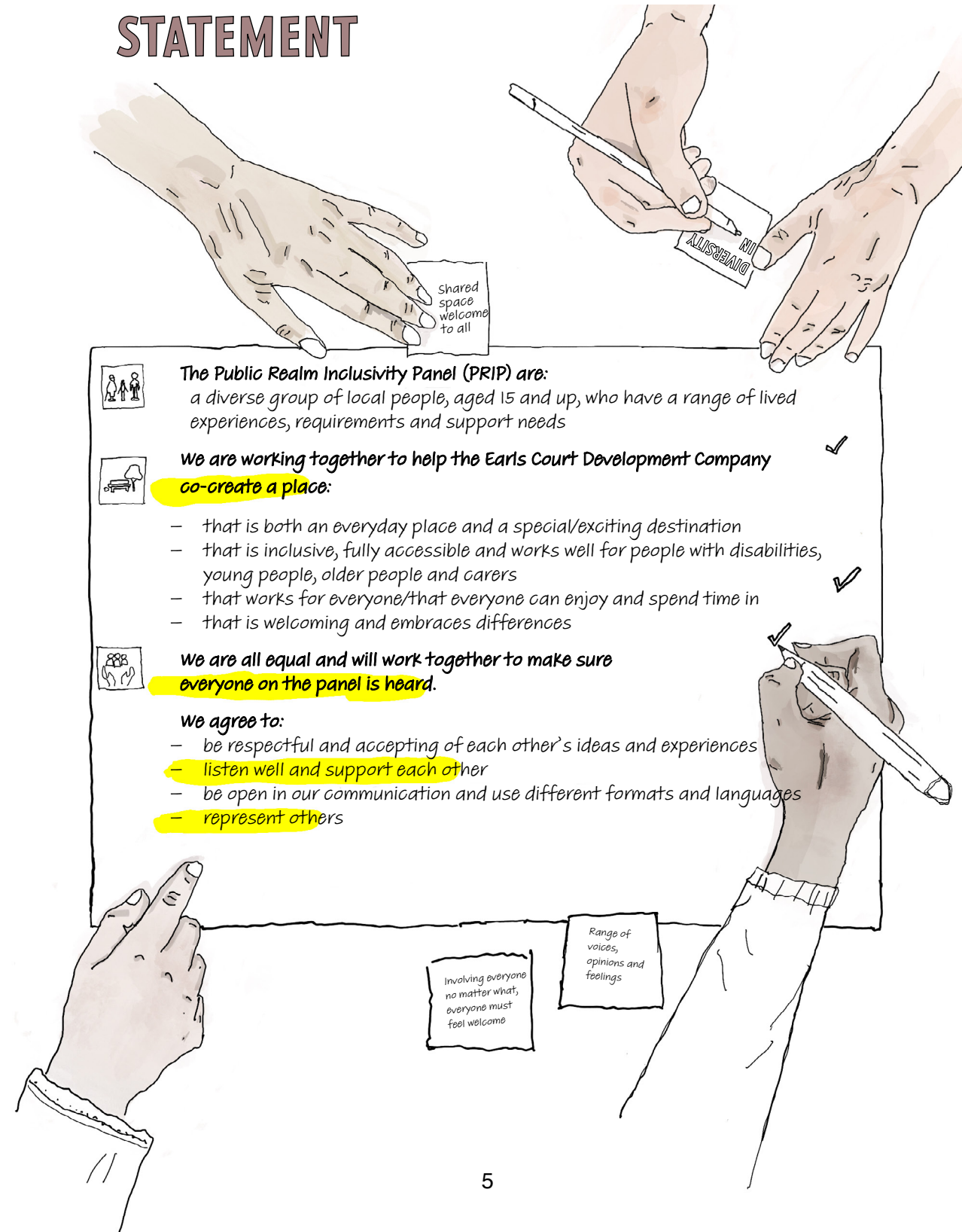
As part of the work, the panel produced an Inclusivity Statement, which ECDC have endorsed.

LOGO



The panel have created their own logo.

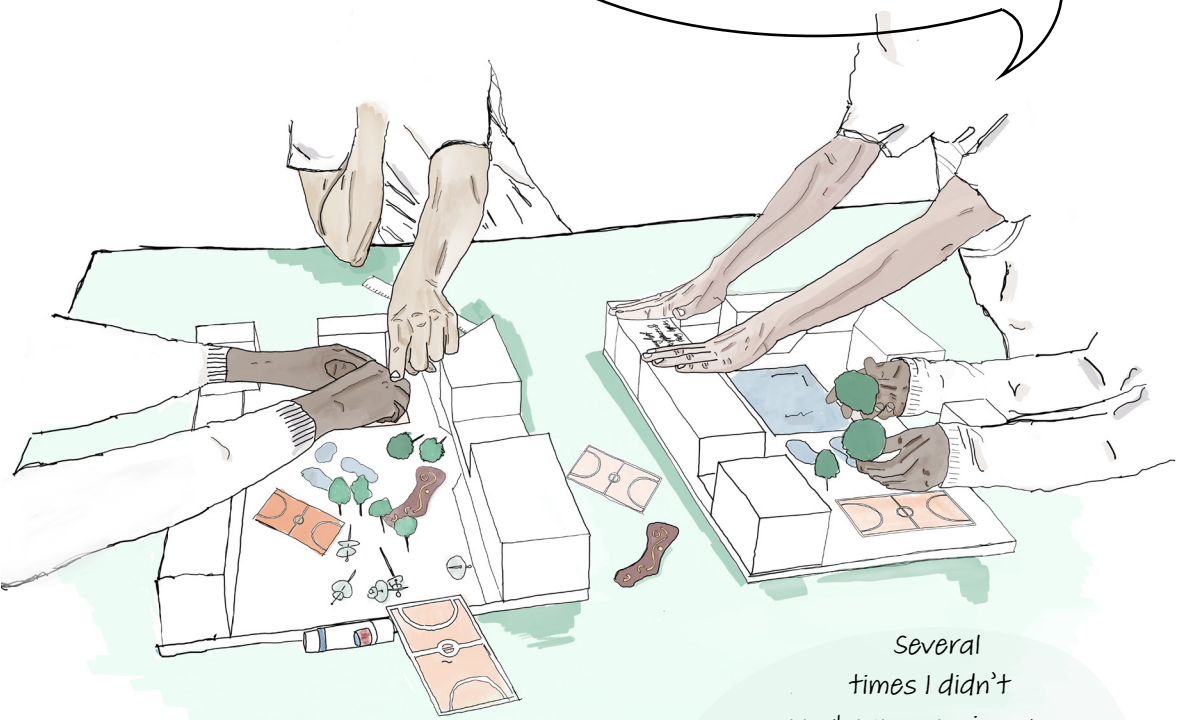
INCLUSIVITY STATEMENT



WHAT THE PANEL HAVE BEEN DOING

Collages and models

What has been good is that having the chance to collaborate with the architect's team and also other members of the general public, **ALL AGES AND BACKGROUNDS.**



Several times I didn't see where a session was headed with all the cut-outs and characters. But, in the end I found it an interesting way to approach ideas that might not be initially tangible.

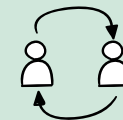
I DO FEEL LISTENED TO by the design and ECDC teams, as well as the other panel members.

We co-create a place

In their Inclusivity Statement, the panel have set out to 'co-create a place'. This does not mean they are designing the masterplan, that is the job of the design team. Instead, the panel use creative techniques to consider ways in which spaces need to support a variety of needs.

For example, working in pairs they produced collage models of Community Gardens, and thought about the proximity of uses and the challenges and opportunities these throw up.

Different members of the design team attend each session. To start off with it was about just listening, but soon they were able to bring design proposals to share with the panel and get their feedback.



WHAT THE PANEL HAVE BEEN DOING

Creating character profiles

KIRO

*8 years old, is neurodiverse
Lives locally*



GISELLA

*80+, has dementia
Needs a carer
Lives locally*



RILEY

*21 years old, has asthma
Has low income
Lives locally*

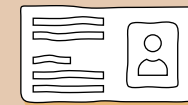


We represent others

A key approach is to harness what is called lived experience. We use this to start discussions about how each member of the panel feels about the Earls Court area now and what they would like to see on the masterplan.

But, the personal lived experiences of 15 people can never be truly representative. So as well as talking about themselves, each member has developed a character to help broaden the idea of lived experience and to allow them to draw on other characteristics and needs. The characters aren't 'real' people, but each panel member has created them from real people that they know.

The benefit of working with these characters means our discussions are less personal and more incisive.



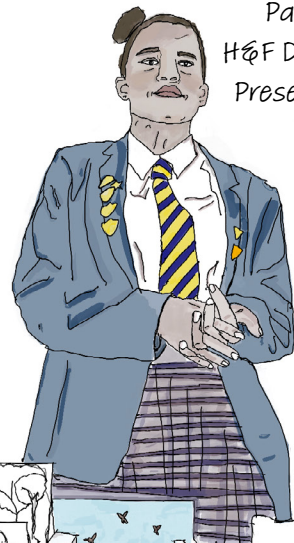
WHAT THE PANEL HAVE BEEN DOING

Presentations

I like having feedback and general conversations to bounce ideas off of others.

NIAMH

Panel member, (16)
H&F Deputy Youth Mayor
Presentation of pop-up collages



I've really enjoyed **EXPRESSING MY THOUGHTS** and opinions as well as hearing others.

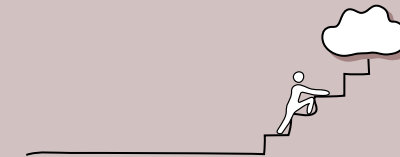
I LOVE THAT **EVERYONE HAS A VOICE** and people are extremely respectful. The sessions are well-thought, organised, interesting and fun.

Everyone on the panel is heard

As well as using creative techniques, such as collage, model making and writing, we ask the panel members to give short presentations of their work and their thinking. We give every member the time to present their work to the rest of the panel and the design team, and then ask another member to give a positive feedback on what they have heard.

Often we use their characters to tell the story of how a space can be enjoyed, and what needs to be avoided. A level of complexity and nuance is introduced which is authentic and real.

This approach is building the skills of the members so that are all able to talk confidently about the project.



WHAT THE PANEL HAVE BEEN DOING

Discussions

EVERYONE

has been able to share their ideas even if they might contradict another and if there is a disagreement we'll eventually come to an agreement. I enjoy that the sessions aren't that long but they're long enough for us to get through a lot.

I like the interactive nature of the sessions. I also like how it actually feels as if our words are being listened to and being used to create a better space for everyone.

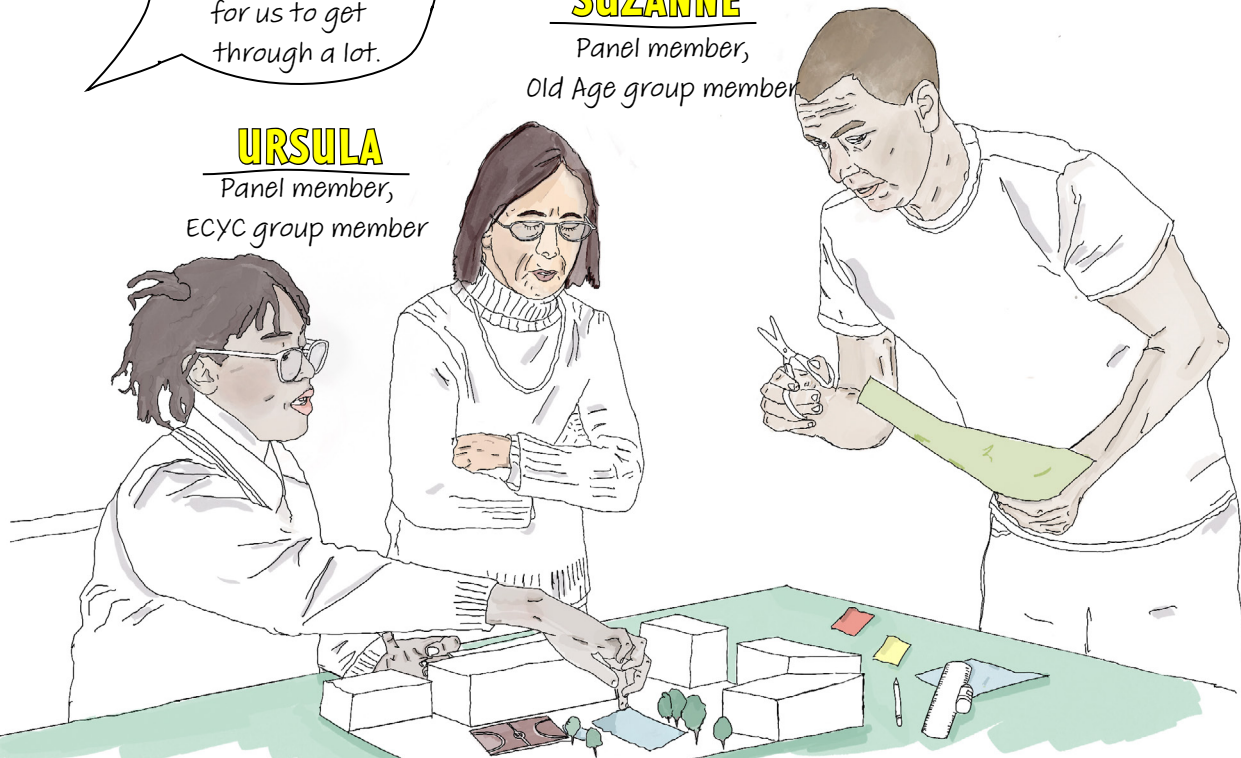
we have been able to understand how we could effect our community.

SUZANNE

Panel member,
Old Age group member

URSULA

Panel member,
ECYC group member



We listen well and support each other

As well as presentations we have group discussions.

Sometimes this is whole group feedback.

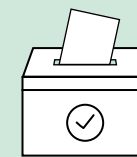
Sometimes we use a Question Box, so that people can ask questions anonymously (no question is too stupid).

The group strives to work together well and make sure that everyone can understand and take part.

Each session provides ECDC and the design team clear inputs that they then feed into their proposals that can be presented back in a following session.

We have listened to feedback and improved presentations so that they are easier to understand.

We will also taken on board suggestions for future sessions.



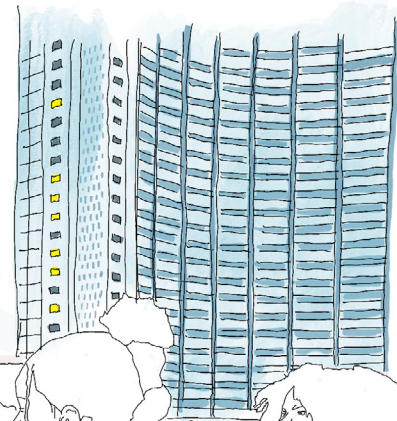
WHAT THE PANEL HAVE BEEN DOING

Site visits

Being able to visit the site, as well as seeing bird's eye views of the site was good.

I think it is good to see the big model and actual seeing the site so that we can get a feel of the level change and **HOW MUCH SPACE** we actually have.

"It was definitely good to visit the site and I think it would be good to visit from the Kensington and Chelsea side too if possible."



We get outside

As we were setting up the panel we held a series of walking tours with local groups so that they could show us their local area. We visited Normand Park, North End Road, West Brompton Cemetery, Earls Court Road and places that were further afield.

We ran six tours with young people, older people, carers and people with disabilities. We used mapping analysis and discussions to think about what works well and what doesn't in the local area.

We have been able to take some of the group onto the Earls Court site to see the scale of the project.

As the days get longer in 2023 we will be able to make more trips to see other places close by.

☞ In the future it would be good to continue talking about other people's needs and not just ours.

I'd like an overview of the 25/30 year timeline of the project.

I would like to see where the buildings to be built will be, and their sizes relative to the site.

What happens next?

The panel enjoys working together and we are all looking forward to more monthly sessions in 2023.

We will use new creative techniques for exploring the issues and the proposals and we will work more with the Phase 1 architects to look closely at the buildings.

We will explore in more detail diversity, disability and gender, and will think about how these and other often overlooked issues combine to create challenges for people.

We hope to invite more guests into the sessions and start to have conversations with other stakeholders on the project.

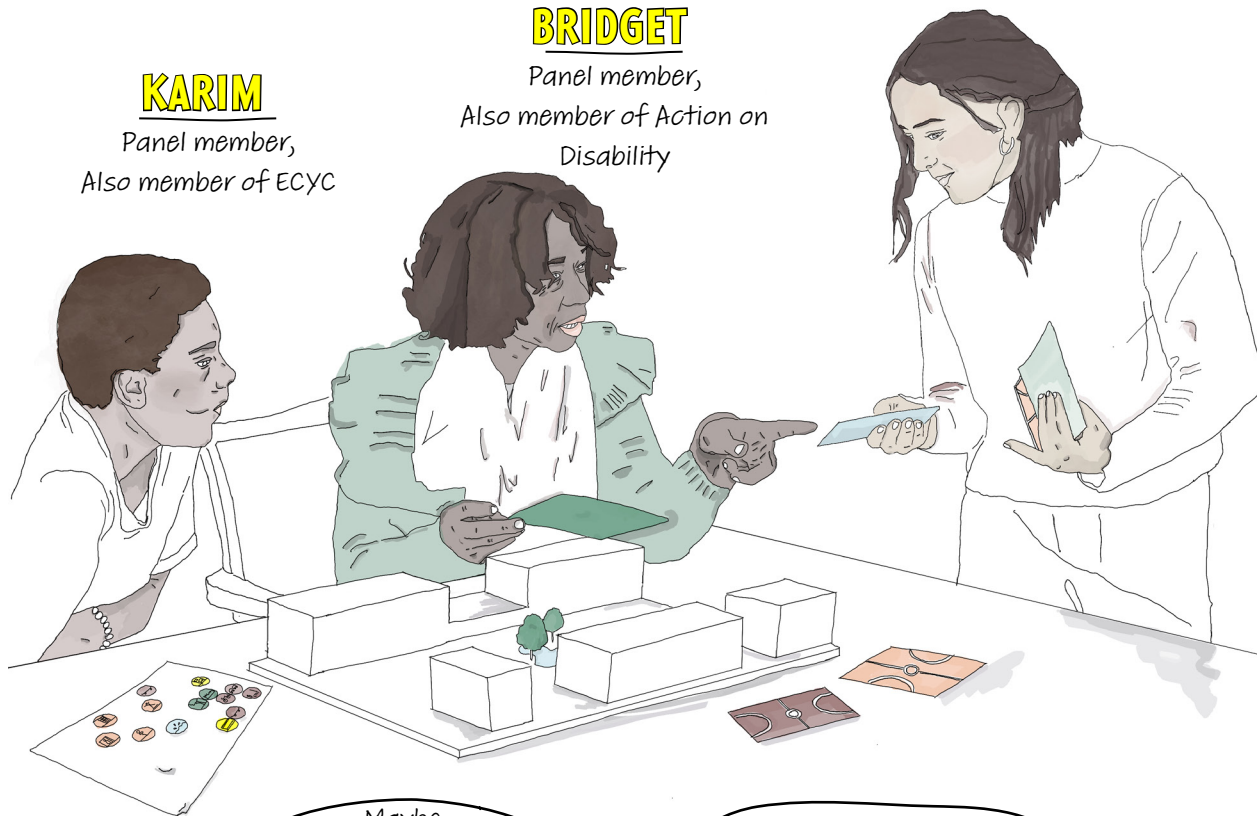
The panel will continue to have a strong voice on the project and have their input taken on board.

KARIM

Panel member,
Also member of ECYC

BRIDGET

Panel member,
Also member of Action on
Disability



Maybe we could talk about some of **THE INDOOR SPACES.**

We could talk about **WHERE AMENITIES & BUSINESSES** would be sited.

WHAT THE PANEL HAS ACHIEVED



OVER 350 MINUTES

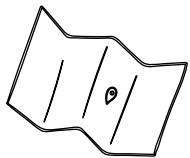
of group discussions

37

*presentations from
panel members,
Individual and group*

10

*Out of 15 panel members
have attended all 7
sessions*



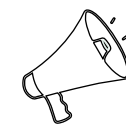
1 SITE VISIT

*to the Earl's Court site,
though multiple site visits
were carried out at the 1st
phase of engagement*



117 INSTAGRAM POSTS

*with thoughts and ideas of
panel members as part of
their homework*



13 OUT OF 15

*Panel members feel their
voice is being heard.*



13 OUT OF 15

*Panel members think
the process feels quite
inclusive*

The Earls Court Development Company (ECDC) is an Earl's Court based business, responsible for driving the regeneration of the 40 acre-site, former Earls Court Exhibition Centre site on behalf of the Earls Court Partnership Limited – a joint venture between Delancey (on behalf of its client funds and the Dutch pension fund manager, APG) and Transport for London (TfL) that was formed in December 2019. The first decision ECDC took after acquiring the site was to hand back the West Kensington and Gibbs Green housing estates - originally part of the previous owners' masterplan - to Hammersmith & Fulham Council. ECDC has a vision 'to bring the wonder back to Earls Court' with a masterplan which opens up the site to the local community, celebrates the legacy of world-class ingenuity, creates a better piece of city, and responds to the climate emergency. We are committed to working with communities and stakeholders from day one, ensuring the operation of ECDC and the masterplan support the generation of social value and economic inclusion across the local community throughout the lifetime of the project.

**The
Earls Court
Development
Company**

www.theearlscourtdevelopmentcompany.com
www.instagram.com/earlscourtdevco
www.twitter.com/earlscourtdevco
www.linkedin.com/company/earlscourtdevco

ZCD Architects are specialists in child and youth engagement. Our work is underpinned by a large body of observational research and direct engagement with children and young people. Our role on the Earls Court masterplan has been to facilitate creative sessions for the Public Realm Inclusivity Panel and to work closely with the design team and client to make sure the panel have their voices heard and have an impact on the masterplan.

All sketches and text © Copyright ZCD Architects

 ZCD Architects

www.zcdarchitects.co.uk/
www.instagram.com/zcd_architects/
www.twitter.com/zcd_architects

