

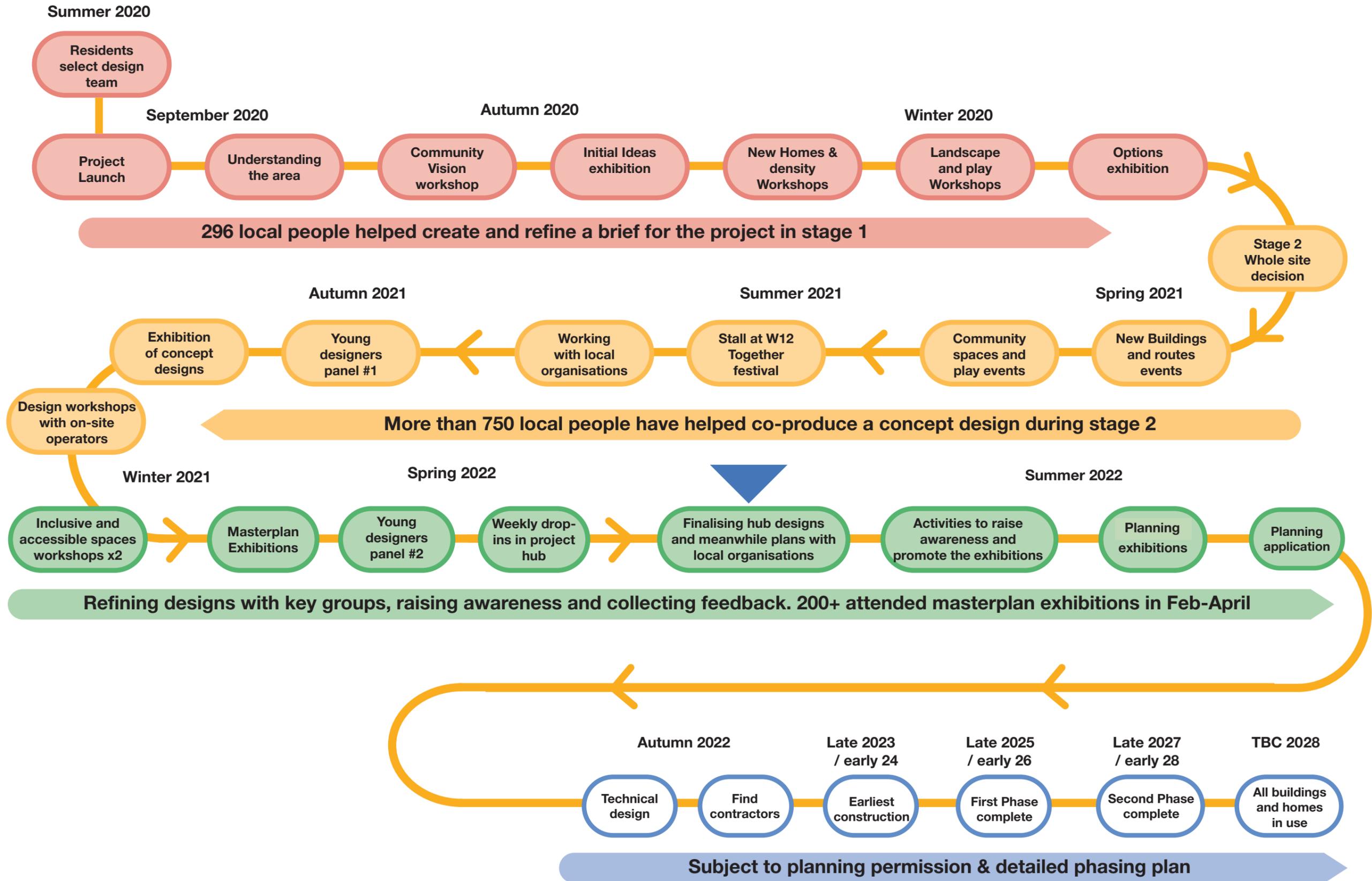


WHITE CITY CENTRAL

How are decisions are made on this project



Project timeline



Working with your community

We've been working with this amazing community since September 2020 and as we approach the planning application date we wanted to recap on some of the highlights.

In spite of the challenges of the pandemic **more than 1000 local people have participated and shaped the design for this project at 50 public events.**

We have held meetings and workshops with local organisations who deliver services in the area and 16 meetings with our residents advisory panel.



10 Newspapers + 8 flyers or letters to inform residents about the project and invite them to events



18 events focused on understanding the area and your priorities to shape project, reaching 300+ local people.



57 meetings with local organisations to design new community spaces.



13 Workshops discussing key themes to develop the design with 400+ local residents.



9 exhibitions attended by more than 320 residents sharing the developing design and getting feedback.



10 sessions with targeted groups including young and disabled residents reaching more than 70 individuals.



Testing ideas and understanding landscape priorities with planting activities and green space walkabouts



Co-designing dream playgrounds with more than 60 local children.



Funding W12 Together Festival 2021 and paying local young people to work the event reaching 160+ people.

Key engagement facts and figures so far

KEEPING PEOPLE INFORMED

-  18 flyers, newspapers or invitation letters delivered to **2500** local homes including offer of translation
-  Posters, flyers and 300 newspapers in key locations to promote project events.
-  **1802** visits to project websites hosting content and offering online feedback forms.
-  **42,712** reached through targeted social media campaigns.
-  **431** sign-ups to project mailing list. 186 emails sent
-  Outreach to **82+** local networks by email, phonecalls, social media and in person, including local schools, faith groups, businesses and community interest groups.
-  Exhibition material displayed in Bridget Joyce Square, project hub, online and in local centres.
-  Doorknocking adjacent blocks to make aware of the project and how to get involved

Notes on the impact of the COVID-19 Pandemic

At various points throughout the project planned approaches had to change because of public health safety guidance. Whenever possible we carried out activities face to face, often outside in a 'pop-up' manner to make them safer. At times this meant registration was not possible to track precisely.

We were able to maintain good attendance for most online events. We also made use of social media, promoting events through the council's Facebook and Next Door channels and doing targeted promotion of our Stage 1 online survey.

GETTING THE COMMUNITY INVOLVED

50 activities with the community in person and online gathering insights, ideas, priorities and feedback.

1100 individuals reached at events so far.

300 approx attended events more than once.

50 registered for advisory panel

50+ stakeholder activities local and LBHF stakeholders to gain insight, understand needs, and co-produce designs.**

**Additional activities and conversations were held with stakeholders by the council, Lords accessibility consultants, and the Nursery's client design advisor.

18 Awareness raising & insight gathering
On street activities, meet the team, walkabouts, study trip, gardening, weekly presence in project hub from April 22.

13 Co-production sessions on key themes

- Community needs
- New buildings & routes
- New homes & density
- Community spaces
- Landscape & play
- inside and out

10 Activities with targeted audiences

- Young designers panel + Youth club workshops
- Planting day with Soup4Lunch (over 50s charity)
- Playground design sessions with local children
- Workshop with local Somali community
- Workshops with local disabled residents /carers

09 Exhibition / sharing events

- Initial ideas
- Draft concept design
- Exhibitions pre-planning
- Options
- Masterplan design

16 Advisory panel meetings + additional sessions to discuss print and comms.

13 Sessions with Randolph Beresford Nursery + Governors

19 Sessions with on-site operators to understand needs and co-produce designs

10+ Meetings with key community stakeholders in the surrounding area

12+ Meetings with Internal stakeholders within the council

EMBEDDING LOCAL INFLUENCE

 **Capturing Feedback**
460 Feedback forms (online & paper), **1500+** Comment cards from pop-ups, meetings, workshops and exhibitions

We provided lots of different ways to provide feedback. Early feedback gave insights and set the priorities for the scheme. As designs were shared feedback led to iterative changes and influenced all areas of the design.

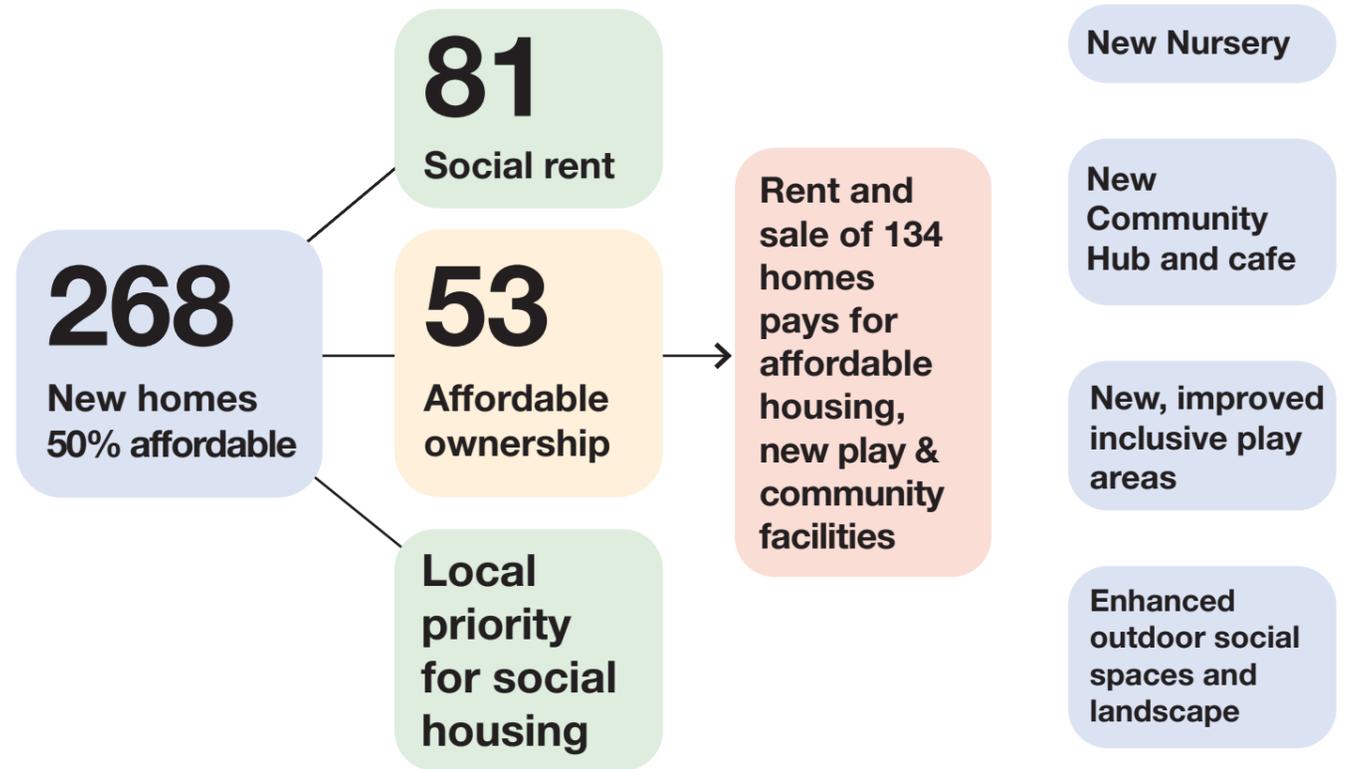
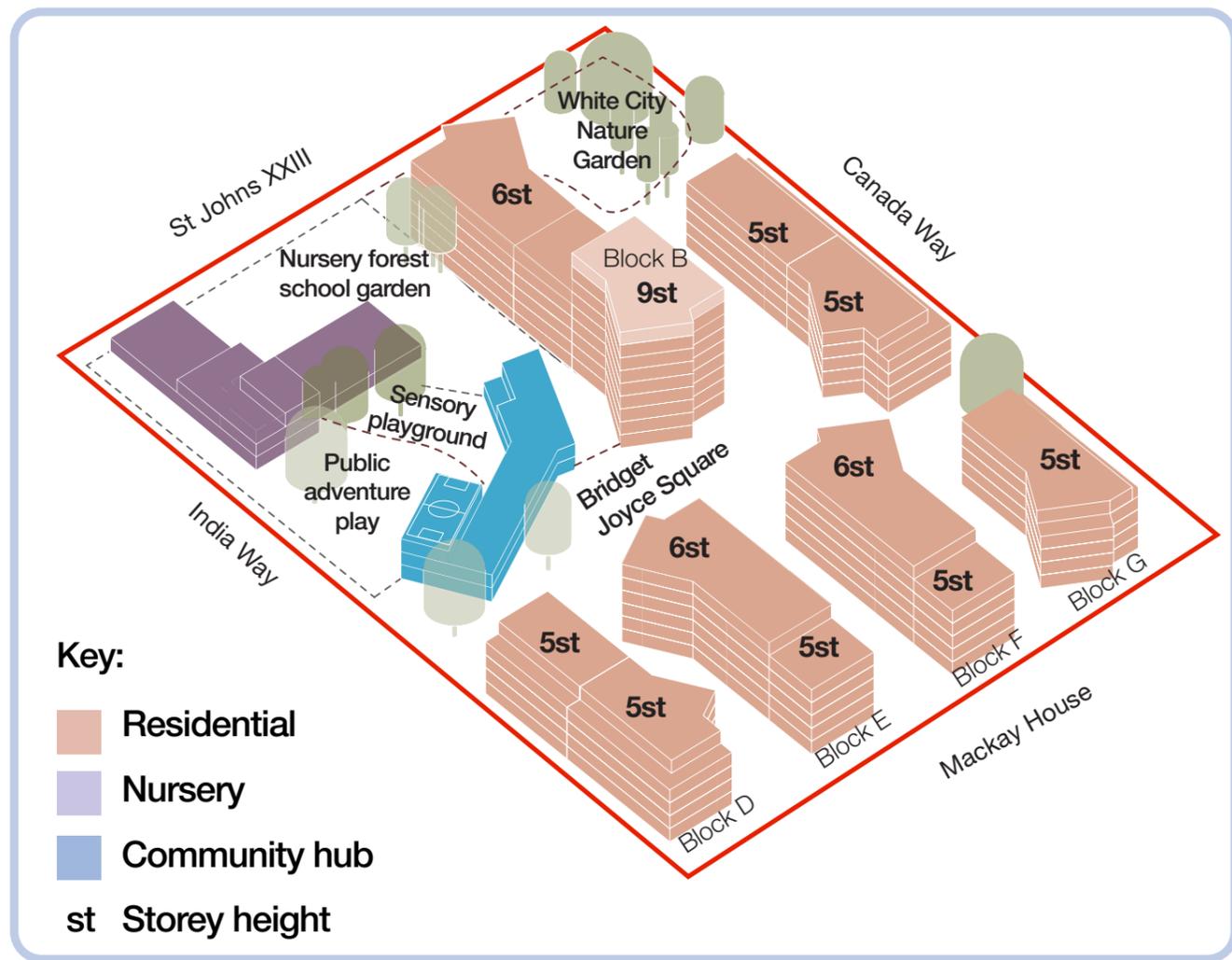
 **Co-design sessions**
Elements of landscape, play and public art were developed in co-design workshops.

 **Feedback loop**
Sharing information, being transparent, checking what we've heard, sharing how plans have responded to feedback, and how and why decisions are made.

 **Meeting the Community Brief**
All of the feedback and priorities that we have received in stage 1 were distilled into a 'Community brief' based on what matters to local people.

At exhibitions in stage 2 the majority of feedback indicated that the proposals met the brief in full or part. 90% of respondents liked all or most of the design and 89% felt the project could be positive for the community.

Project aims and overview



Please Note: These figures are based on current modelling and have changed slightly from previously shared.

Key views

Randolph Beresford Nursery



Public Adventure Playground



Homes opposite Denham house



Community Garden



White City Nature Garden



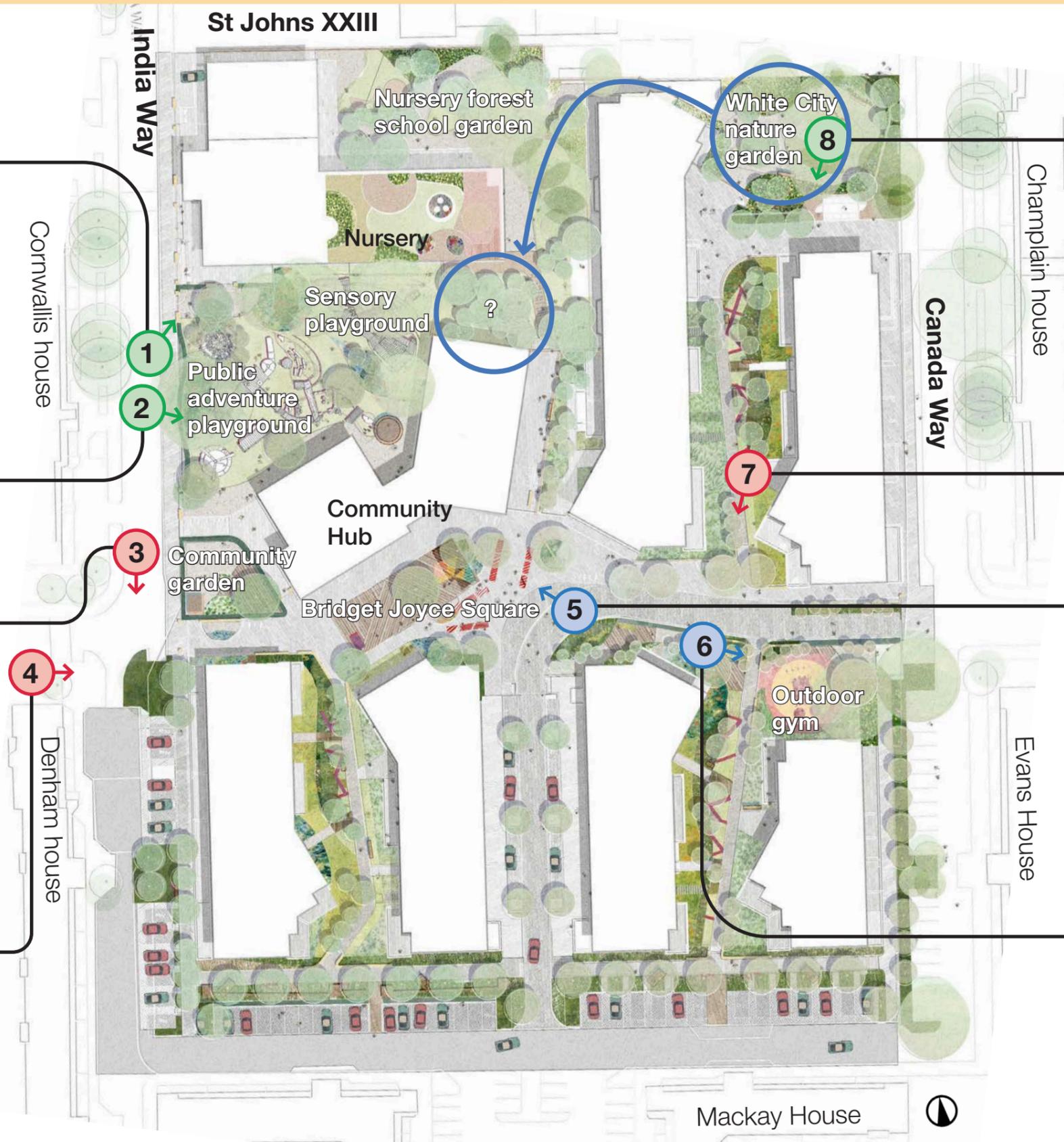
Playful courtyard spaces



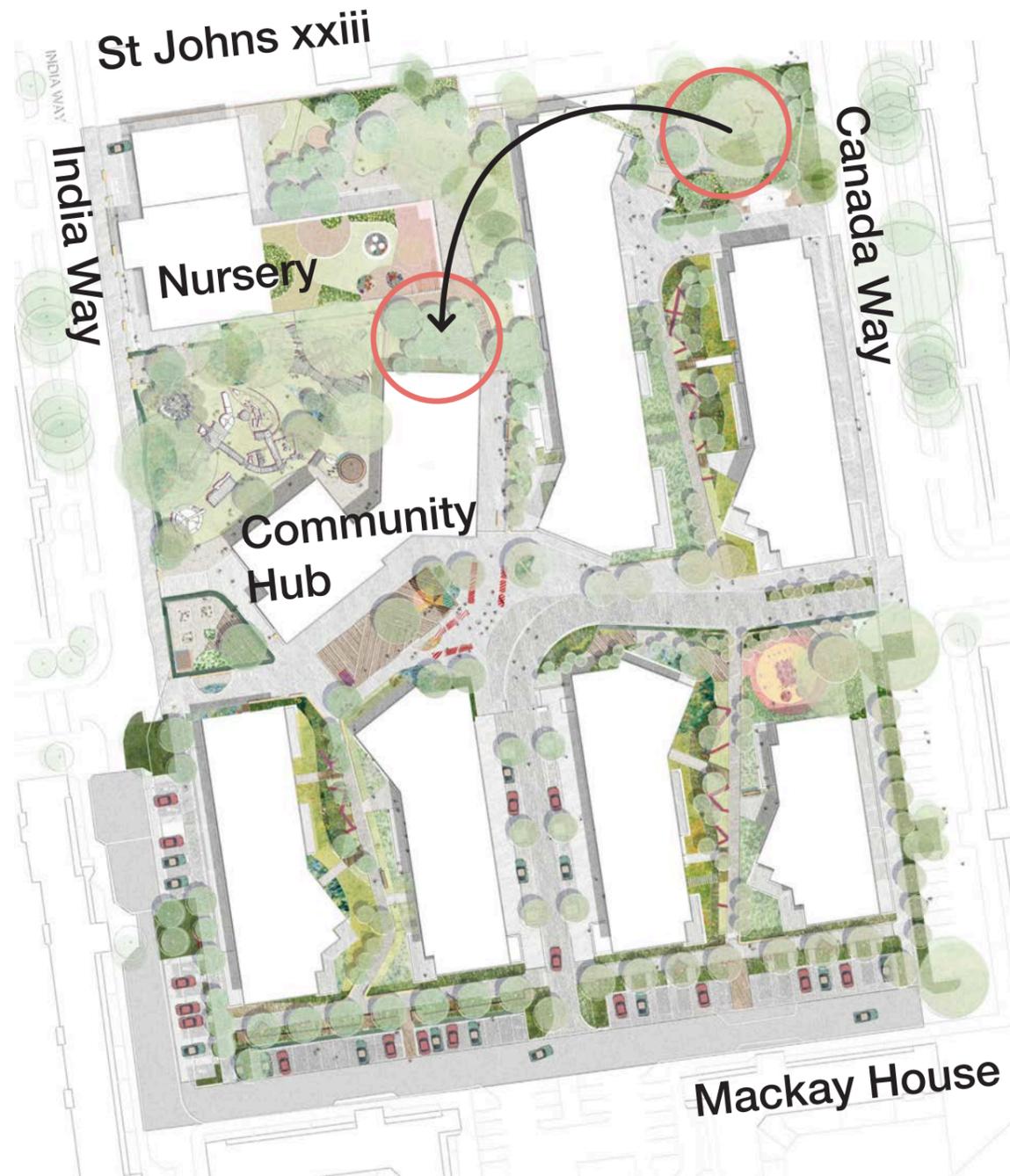
Community Hub



New Outdoor Gym



Relocating proposed nature garden



Based on feedback from organisations running services in the area, we are considering relocating the proposed White City nature garden to be closer to the community hub.

This space was planned on the site of the current outdoor gym. It would be managed by Randolph Beresford Nursery and used by them and various local community groups, including several based in the proposed community hub.

By bringing it closer to the hub it means that it will be easier for services running from the community hub to use it.

This would be a space for relaxing, engaging with nature, planting and growing

This change would swap part of the nursery's forest school with the nature garden, making it easier to manage and access.

Let us know what you think.



Why does the council need to build more homes?

In response to the housing crisis facing London, Hammersmith & Fulham Council are committed to building 1,800 new homes by 2030.

There is currently a waiting list of 2,888 households for council housing in the borough.

There are 220 residents with a White City estate postcode, including families, older and disabled residents registered as living in unsuitable housing.

The Council are committed to developing a local lettings scheme with residents.

The local lettings scheme will help identify those with priority needs to move into any new homes.

This allows the release of properties back into use for people on the housing waiting list.

CURRENT PROBLEMS:



IF WE BUILD NEW AFFORDABLE HOUSING:

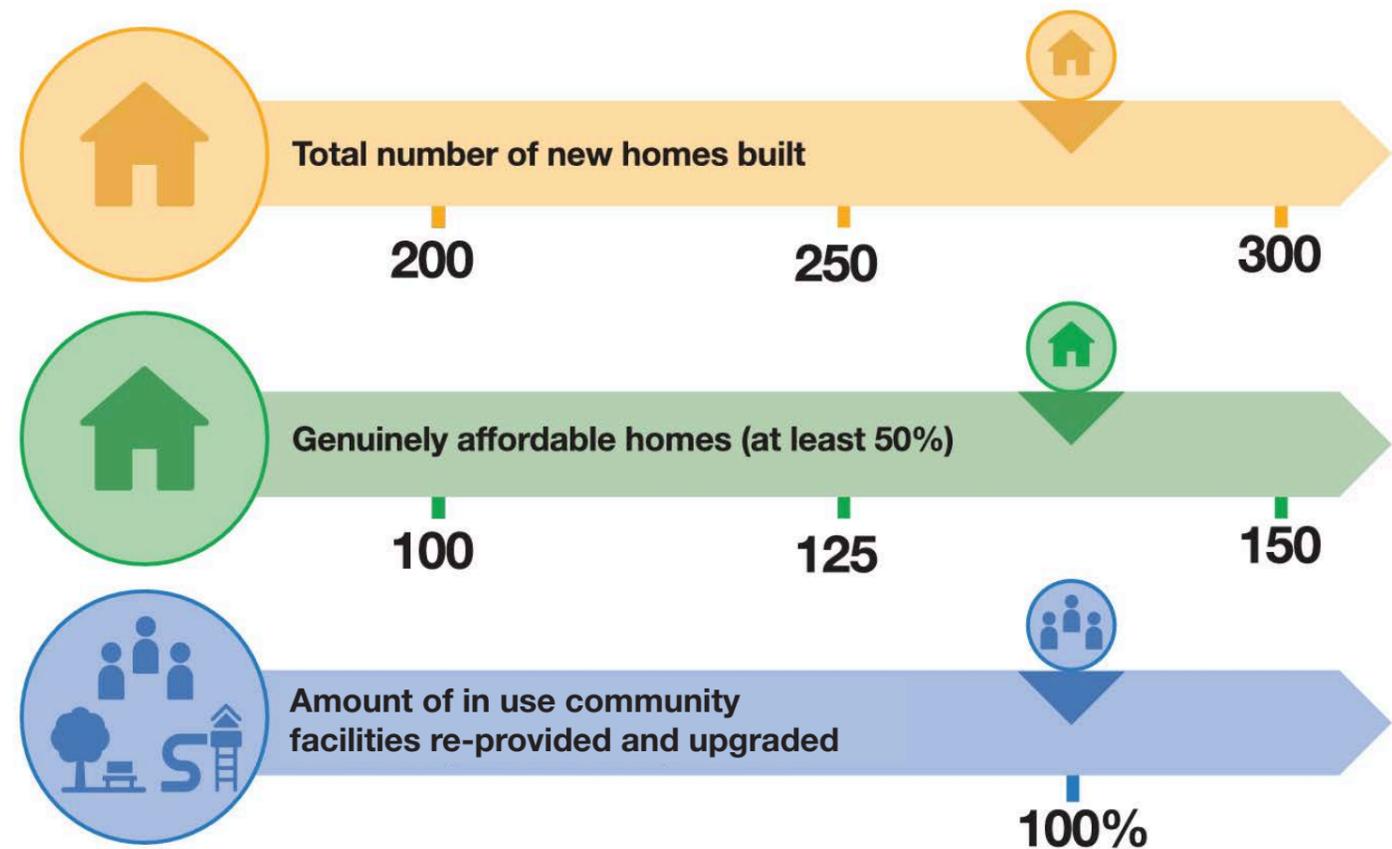


Why are some of the homes for sale?

A combination of building homes sold by the council at local market rates, combined with funding from the Mayor of London, and money that the council has from right to buy receipts will make this project possible.

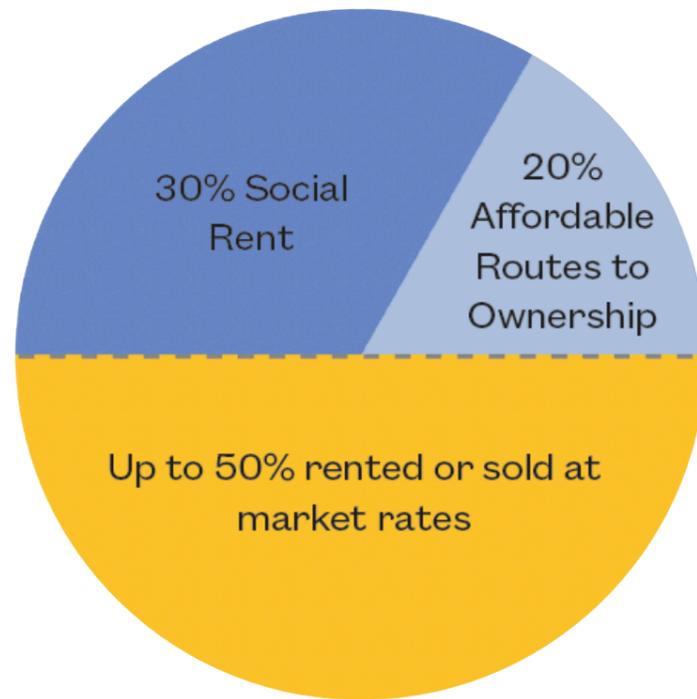
It is not possible to pay for genuinely affordable homes, new community facilities and better green space without some property being sold or rented by the Council at local market rates.

When coming up with the masterplan we had to consider carefully how to meet the aims and opportunities of the project, whilst making sure it was possible to be paid for.



Updated proposed unit mix

The project is not possible without the private sale of some new homes. Private and affordable homes will look the same and will be mixed across the site.



Key

-  Social Rent
-  Social Rent and Affordable Ownership
-  Market Sale and Affordable Ownership
-  Market Sale



What do we mean by affordable housing?

'Social rent' was a category of genuinely affordable rent set by the Mayor of London in 2021.

It is designed to be as close as possible to Council rent. Rents are calculated based on size of homes. New homes would be roughly 30% larger than existing. All new homes would be accessible and have private outside space. They would also be more energy efficient meaning bills would be lower.

As you can see it is much more affordable than previous definitions of 'affordable rent'

Social rent homes will be prioritised to local residents in housing need. For more information about getting on the housing register contact: Housing Advice Tel no: 020 8753 4198 (Option 1, Option 1)

Shared ownership is another category of affordable housing that the scheme would offer.

If you want to find out more about shared ownership arrange an appointment with a Home Buy Officer on 020 8753 6464 or email h&fHomebuy@lbhf.gov.uk

Comparing 'genuinely affordable' and other rent

Classified as 'genuinely affordable' rental

2022 Council rent
£135 pw

2022 Social rent
£173 pw

Not classified as 'genuinely affordable' rental

Average local market rent
£454 pw

2011 definition 'Affordable' rent 80%
£363 pw

Example figures based on average rental of 2 bed properties. Rents are not fixed and change with inflation.

Shared ownership

Shared Ownership
Buy 10 -75%
Pay rent on remaining

Allows local people with household income below £90k p/a to buy a share of a newly-built home.

- Buy more shares over time to reduce rent paid.
- Sell property, and keep the percentage of property's current value that you own.

Understanding your priorities

Feedback gathered between September 2020 and January 2021 produced this set of priorities around different themes and these informed the design process and approach to the project.

We asked people to tell us which were the most important to them and they are listed in order of priority with top priorities highlighted in bold.



Housing & Urban Design:

- **Materials should be high quality, preference for brick, no dangerous cladding**
- **Provide housing that is genuinely affordable to rent or buy.**
- **New homes should be prioritised for local residents with housing need**
- **Change needs to benefit existing residents and strengthen sense of community.**
- Buildings should be sensitive to the height of existing homes - not high rises
- New buildings need to blend in with the surrounding estate and feel like part of it
- Amount of new homes needs to be balanced with enough space for community facilities and outdoor space.



Community Provision

- **An amazing adventure play area and affordable childcare.**
- **Better local youth provision that they feel ownership of.**
- **Space for adult learning, advice, training, new skills (kitchen, workshop, tools)**
- **A community run centre with a cafe and hall that is affordable and welcoming to all backgrounds.**
- Space for family support.
- Some services could be combined to meet more needs in one place.
- Others should be separate or dedicated to particular audiences.
- Better communication and sign-posting for activities and services available within the area



Landscape & Green Space

- **Keep as many trees as possible and plant more.**
- **Community gardening, and improve existing green space on estate.**
- **Outdoor social space, seating, shelter and picnic areas.**
- Use rooftops for gardening & play.
- Improve walking routes, and signage through estate and to surrounding area.
- More and better play space for all.
- More green and public spaces like Bridget Joyce Square.
- Improved outdoor gym equipment.
- Consider long term maintenance of planting, trees and equipment.
- Peaceful spaces that cater to the elderly and open spaces that reflect the increase in population.



Accessible & Inclusive Spaces

- **Make sure that the scheme is as inclusive as possible.**
- **Provide open access as well as secure play provision for SEN children and young people.**
- **Work with people with various additional needs to make sure that interior and exterior designs work.**
- Better pavements and curbs for wheelchairs and buggies.
- Create accessible outdoor communal planting areas.
- Prioritise housing for elderly and disabled people already living in the area.
- Create more support services for carers, and vulnerable or marginalised groups.
- Consider diversity of the community and creating spaces where all feel welcome.

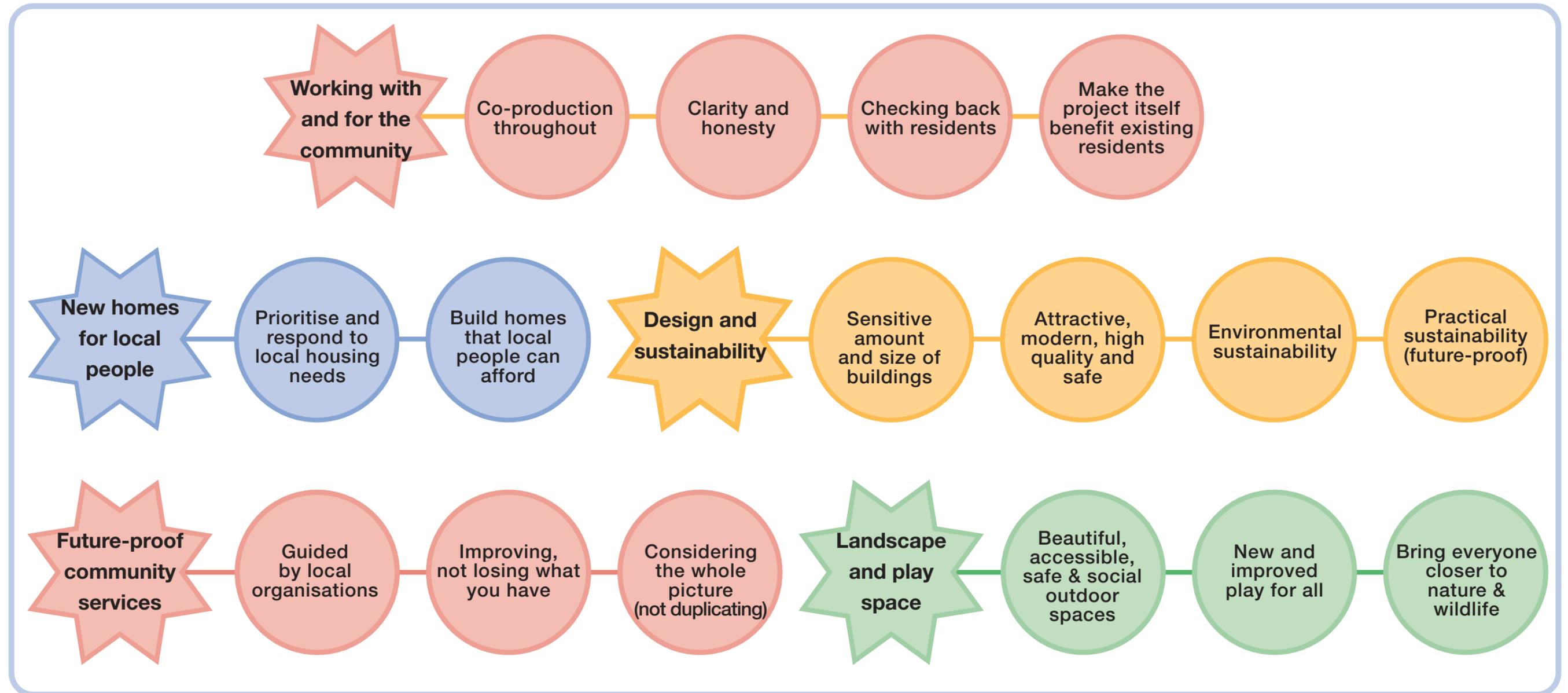


Environment & Sustainability

- **Better maintenance, rubbish and recycling service.**
- **Make development as green as possible in terms of materials and impact on environment.**
- **Encourage biodiversity & green education through project.**
- Create new and better habitats for nature and biodiversity.
- Consider recycling or re-using parts of existing building materials and plants.
- Create more electric car charging points and better cycle provision.
- Consider approach to drainage as this is currently an issue across the estate.
- Sustainable technology and energy efficiency throughout the scheme. e.g. solar, wind, kinetic, passivehaus.

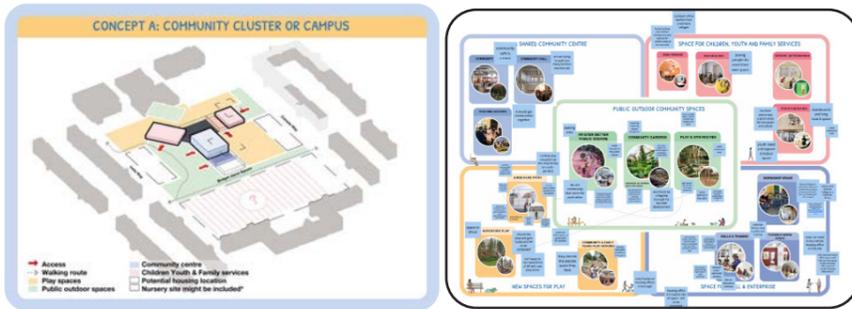
The community brief

These priorities informed the community brief, was endorsed by attendees of our stage one exhibition in February 2021, which has acted as a key guide for the project



Key design concepts explored in Stage 1

Centralised, futureproof community spaces (Oct 2020)



In our Community Vision workshop and Initial ideas exhibitions we shared different possibilities for approaching re-provision of community spaces and how bringing services together could have practical benefits for the project and social benefits for the community.

On the whole people were open to the idea of centralised community facilities and could see the potential benefits.

Positive about having community spaces in a central zone making it more inclusive and inviting to residents and other members of the community.

Ownership by community groups, or other organizations was a priority and we have worked closely with on site organisations to design new spaces with them.

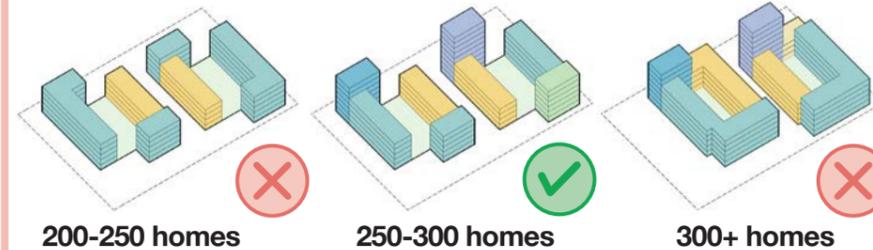
"I like the idea of a one-stop-shop or hub with a cafe that feels like a real meeting point for people to come together. It would be great if it were connected or near to outdoor play space so that parents would have somewhere social to go."

"If spaces and services come together it will be really important that different organisations can retain their identity and not disturb each other. Please consider separate entrances and soundproofing to help with this"

"better for housing not to be on top of community spaces"

Understanding density (Dec 2020/Jan 2021)

Low to medium density Medium density Medium to high density



In our New homes workshops we discussed different approaches to density (size and amount of new homes)

A medium density approach, with buildings at 5-7 storey at the edges with some points of 7-10 storeys received positive feedback for achieving the aims of the project in a sensitive way.

Many liked examples with staggered heights and expressed a desire for buildings to be lower nearest to existing homes.

This approach guided design development into the next stages.

"I like seeing the staggered heights in context"

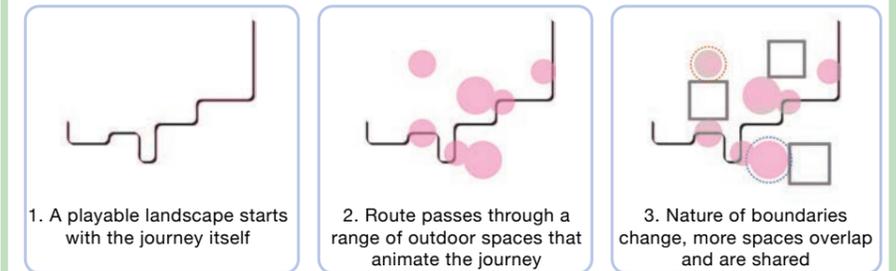
"Medium density plan seems a good compromise"

"prefer open design of medium density"

"I want to support the option that creates the most genuinely affordable housing for local people."

"Medium density appeals most, examples showed looked good"

Playable landscape (Jan 2021)



1. A playable landscape starts with the journey itself

2. Route passes through a range of outdoor spaces that animate the journey

3. Nature of boundaries change, more spaces overlap and are shared

In our Landscape and play space we discussed how the outdoor areas could be improved.

As well as having upgraded outdoor play, social and exercise spaces - The idea of playable landscape and more accessible, sensory play received positive feedback.

This idea of reduced boundaries, with the spaces between buildings more active and playful was carried forward into the design.

"I'd be in favour of a radical restructuring with this (playable landscape and refreshed outdoor spaces) being a guiding principle."

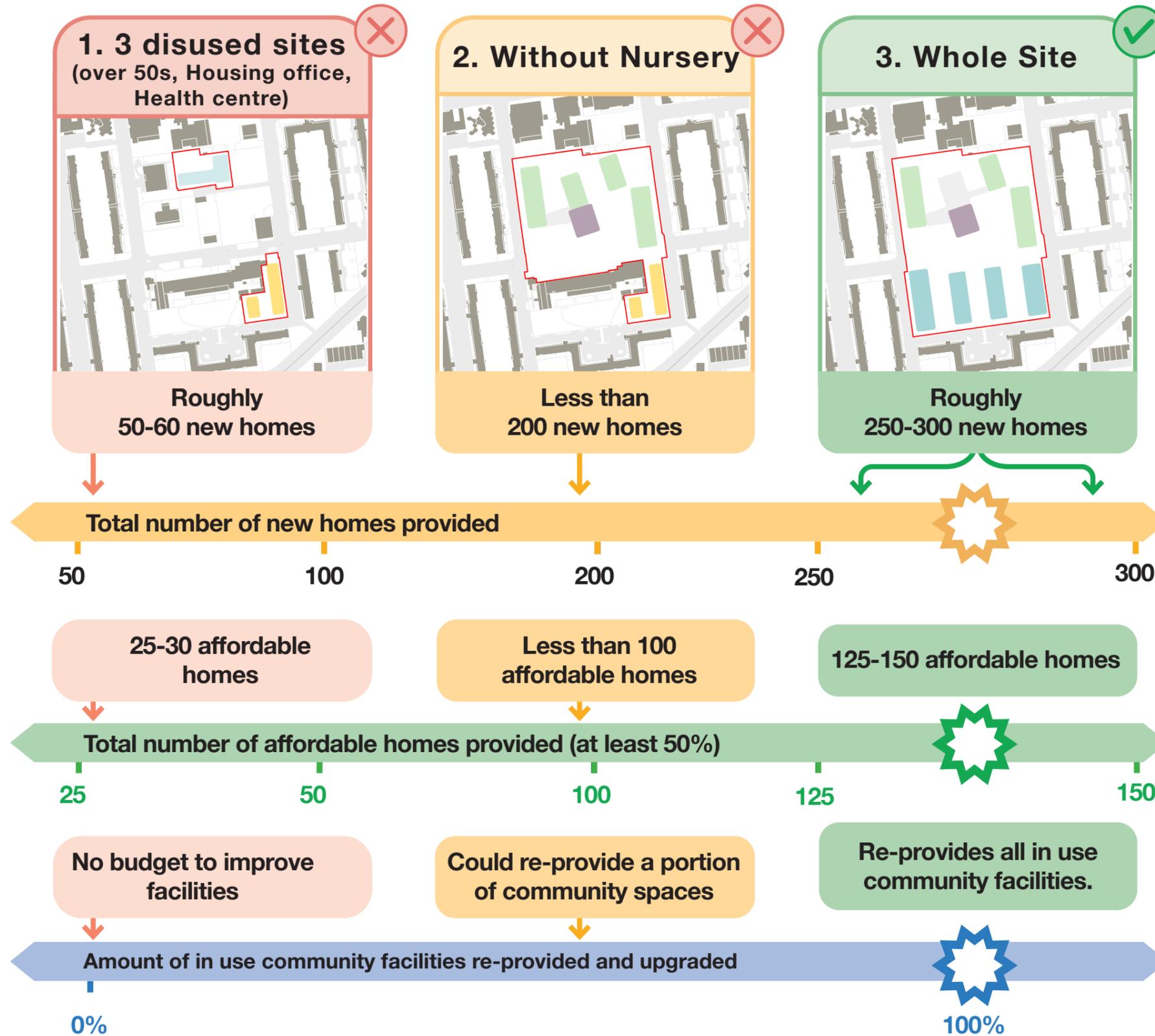
"I like the approach - at the moment everything is very rigid and unloved. I love the idea of ordinary objects becoming exciting and magical."

"Would like to see all the high fences changed into lower and thin fences. between the New Zealand Way area. Currently it is a bit scary to go around there special at night. make it more visible and transparent to make people feel safe. I also would love to see some artistic object tells the White city history."

"I want to see more sensory play and planting - there isn't enough locally - sensory gardens, barefoot play, willow huts."

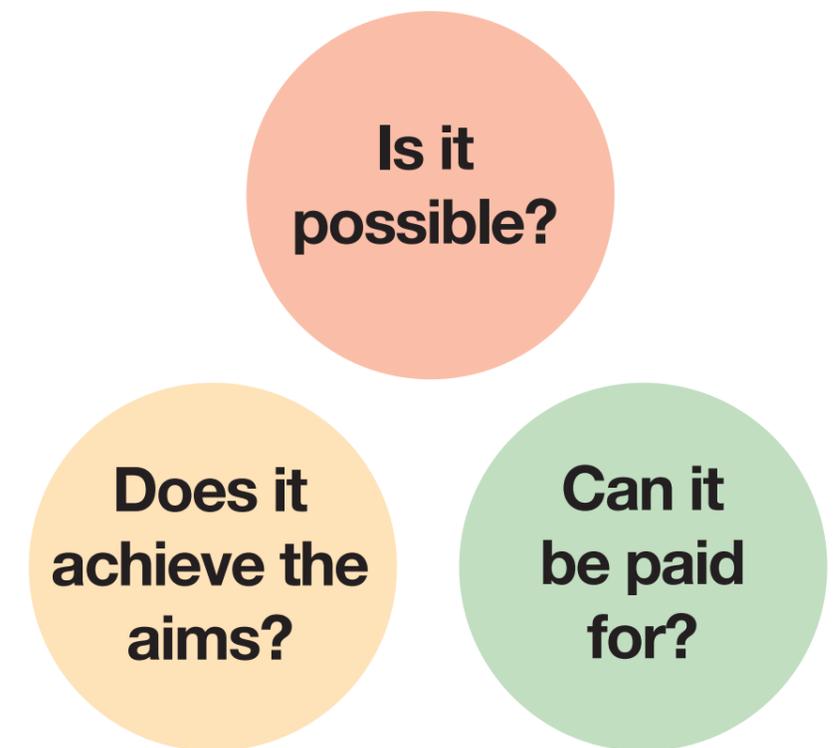
"I like the idea of having more playable spaces, patterns on the way to somewhere"

Exploring different site approaches Winter 2020



Three different approaches to the site were explored and considered in terms of how well they met the community's and council's aims of the project.

A whole site approach was seen the best approach as it provided the most opportunities for providing the most new homes, future-proofing community facilities and improving landscape and play spaces.



Developing a concept design with the community

New Buildings and routes



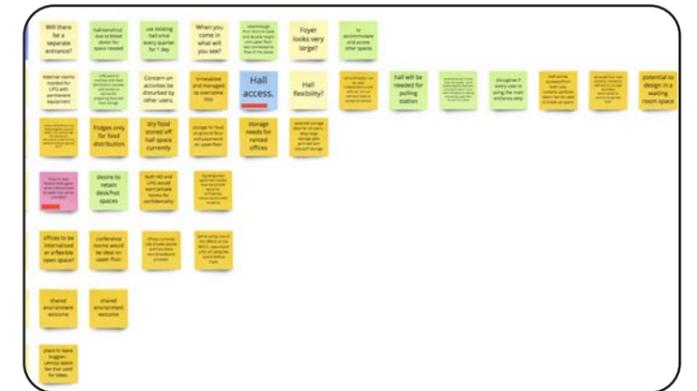
Community spaces inside and out



Working with targeted groups



Working with local organisations



Using a model and example images, we interactively explored different approaches to height and massing as well as look and feel of possible new buildings.

The model included existing homes and a key piece of feedback was that heights of new buildings should not negatively impact on existing homes at the edges of the site. Most participants favoured keeping heights at the edges at the same height as the existing buildings where possible.

Some mentioned wanting height throughout to stay as close as possible to the existing but there was understanding that there was a trade off between height, viability, number of affordable homes and amount of outside space.

We discussed the location, layout and relationships of indoor and outdoor community spaces, sharing examples of how they could look, feel and function with residents and people running services on site.

Connections between indoor and outdoor spaces seen as vital for almost all services and designing with and around existing landscape and trees was a priority. Location of play spaces important to consider noise and safety.

Enthusiasm for central community hub and cafe as focal point on an enhanced Bridget Joyce Square.

Strong preference for no residential buildings above community buildings expressed by many residents and on site operators.

We also promoted and ran sessions with particular groups to get feedback on key themes from specific local perspectives.

Workshops with local young people:

- 2 workshops with Harrow Youth Club
- 2 pop-up Playground design workshops
- 2 Sessions with paid Young Designers Panel (several also took up work experience and assisted at events)

Working with disabled residents and carers:

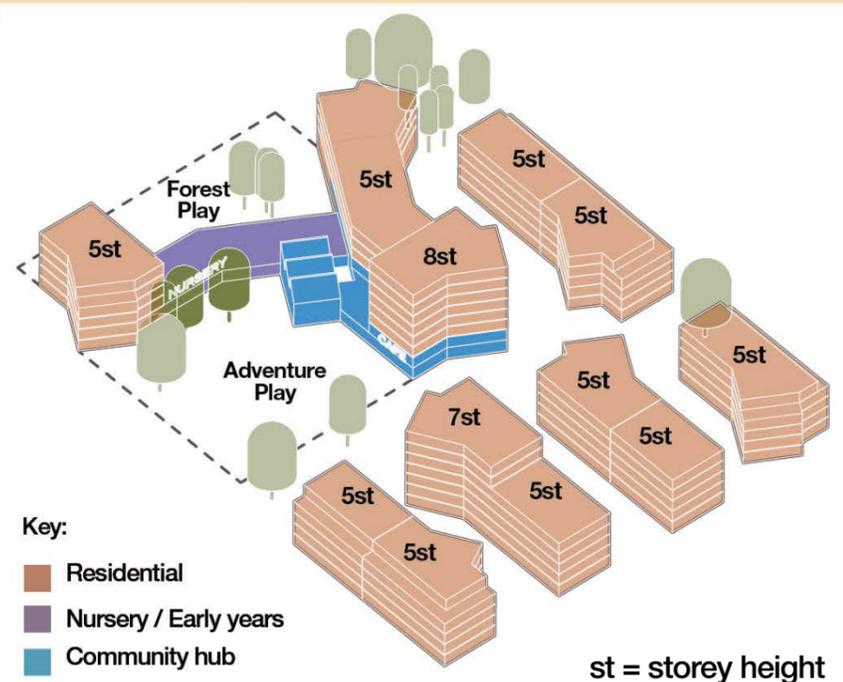
We ran 2 Inclusive and accessible spaces workshops discussing the project, gathering feedback and understanding the local area and conditions in existing homes and insights on new residential and community spaces.

Gardening event with Soup for Lunch We supported local over 50s charity with a gardening event in their meanwhile garden in the disused over 50s centre.

- Observations sessions in Adventure playground and One O'clock Club. Covid meant we weren't able to do this with all services.
- 2 Operators design charettes to discuss designs as a group.
- Additional 1:1 meetings, workshops and correspondence throughout stage 2 refining and iterating on designs
- Operators consistently attended regular public events to see and comment on wider design development.
- Additional meetings with internal and wider stakeholders within the council around service provision and management.
- Pop-ups during community centre foodbank
- Study trip to Sands End with community Centre Staff
- Mae visit to UPG run Masbro centre

Developing a concept design based on feedback

A. Y shaped community building cluster



Test Idea A

The team's initial idea was to have connected community buildings, with some housing above.

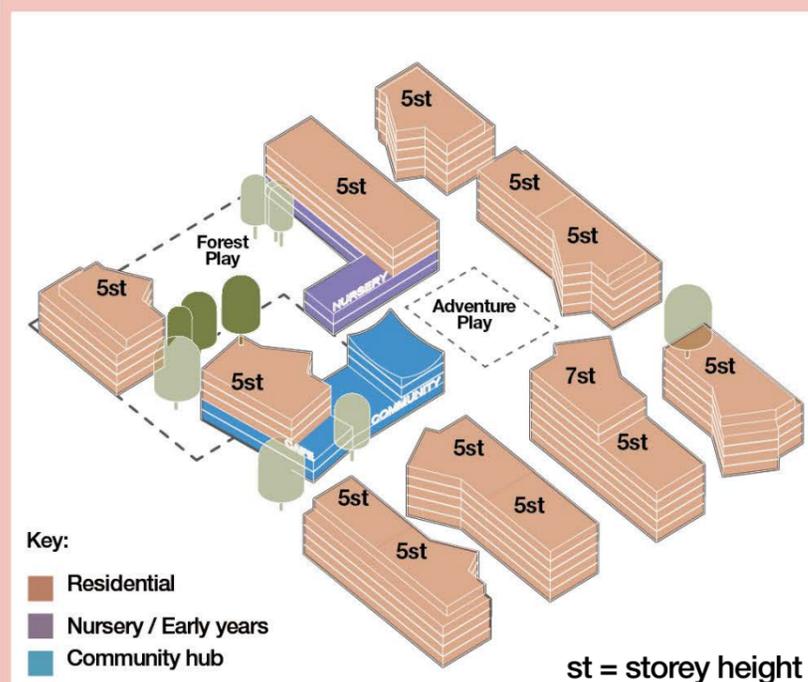
The shape of the buildings would allow retention of many trees and create large outdoor play/ public space.

Building heights are the same as existing homes at the edges with some height in the middle.

Connected community spaces could potentially reduce building and running costs.

However our work with the community and feedback from experts led us to explore other options.

B. Separate community buildings, 5-7 storey blocks



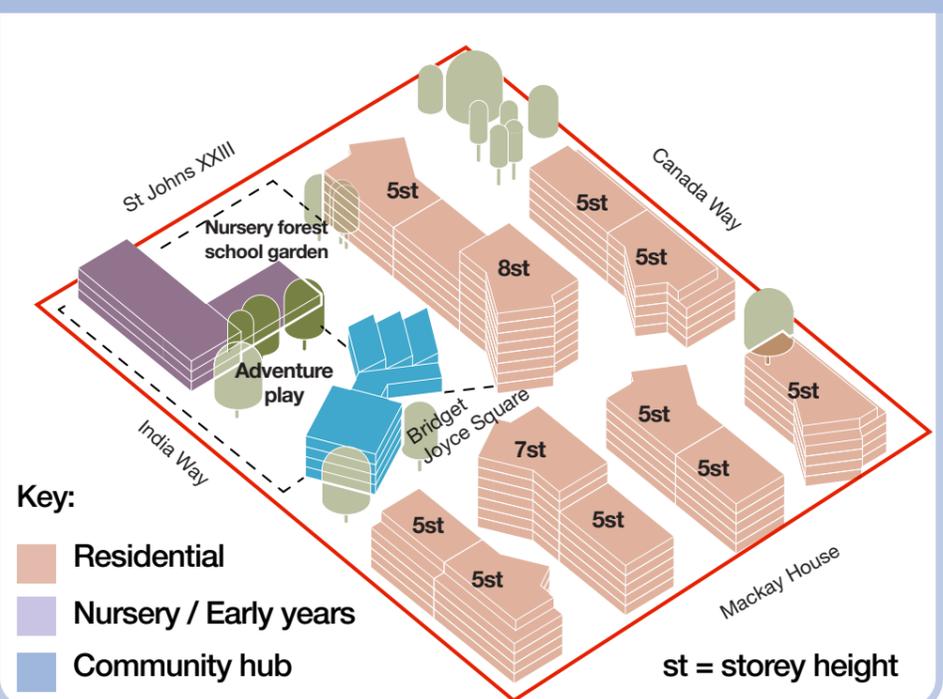
Test Idea B

Residents asked us if it was possible to keep height lower across the site and this design does achieve this.

However in order to build the number of homes required to pay for the scheme, this would involve the loss of some trees in a designated nature conservation area which would cause it to be rejected at planning.

It would also mean having more homes above community spaces and nursery and that adventure play is smaller and next to residential blocks.

C. Draft Concept Design November 2021



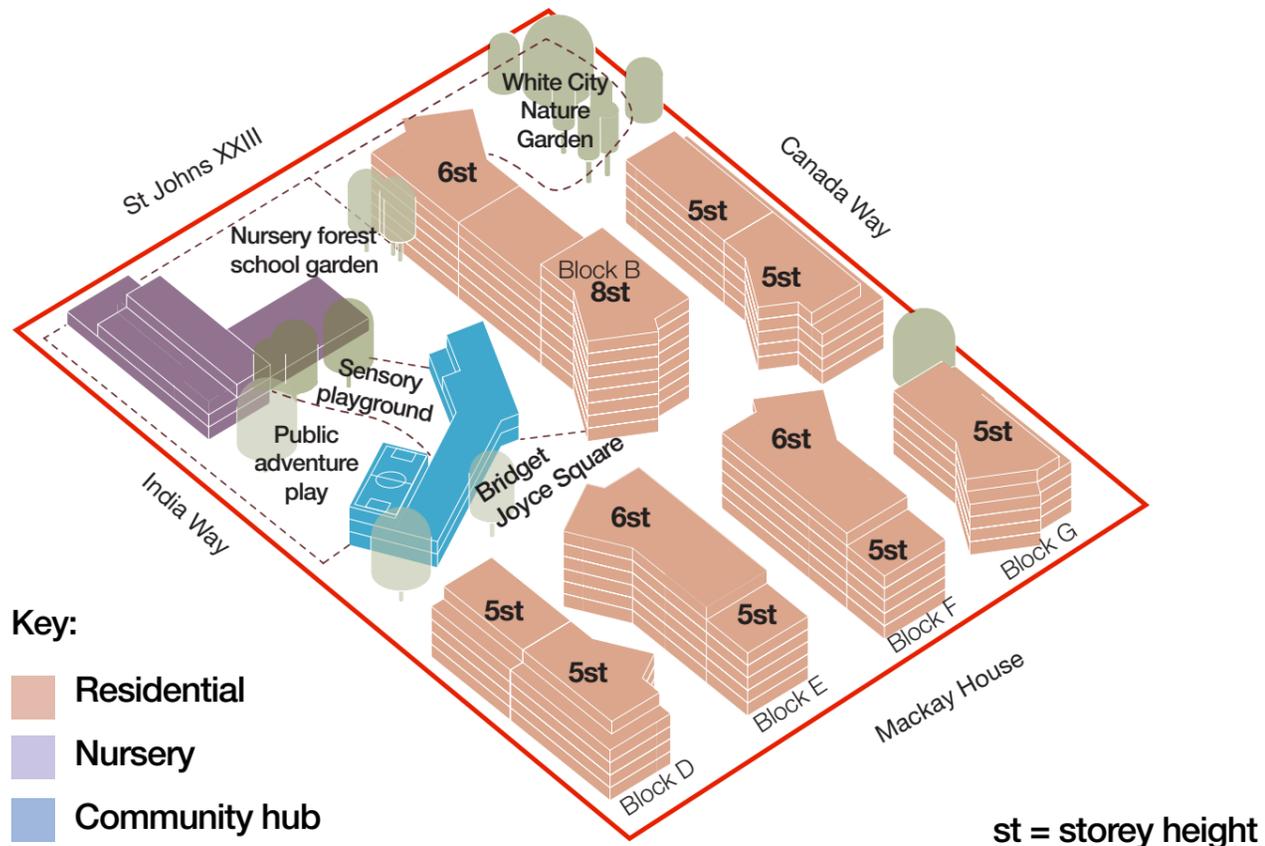
Concept design shown in Nov 2021

Feedback from different local organisations and residents led us to develop this design with free-standing community buildings. We think this design works well and responds to local priorities because:

- It retains many trees and allows for distinct identities of community buildings with no housing above.
- Building heights are the same as existing homes at the edges with some height in the middle which doesn't impact existing homes.
- Creates large outdoor play spaces as well as making the community hub / cafe open onto an extended Public square.

Masterplan change: Block B increase to 9st

Masterplan Shown in February 2022



Changes following feedback from UKPN



Impact of moving the electrical substation

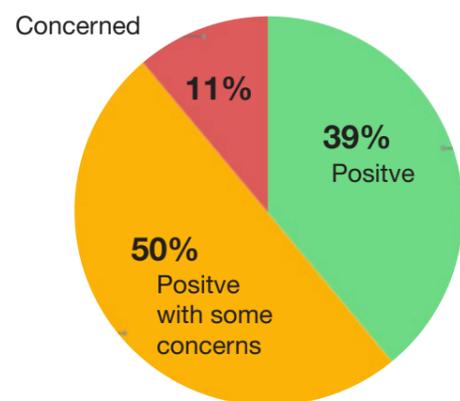
- We've been in touch with the UK power network (UKPN) since the beginning of the project and after our last consultation event we sent the designs to them to discuss how the arrangement for the updated, relocated substation would work.
- After our February exhibition they informed us that in order to relocate the substation, construction of Block B would need to be postponed until the new substation in the community centre was completed.
- **This would add at least a year onto the construction time, having implications on cost and prolonging disruption to local people and services.**

- As an alternative, we have looked at redesigning Block B to be set back, allowing construction to happen without touching the existing substation.
- To do this without losing homes Block B would increase from 8 storeys to 9 storeys.
- This also makes the re-imagined Bridget Joyce Square larger.

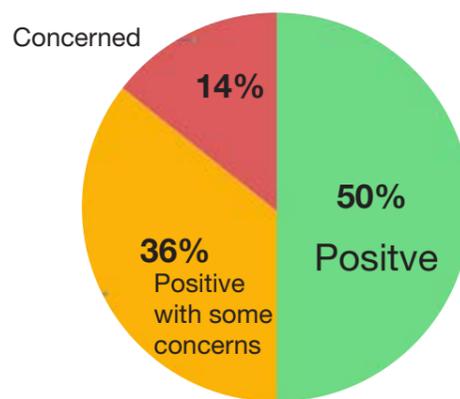
Feedback on the design so far

Draft Concept Design Exhibition Feedback

How do you feel about the White City Central project overall?

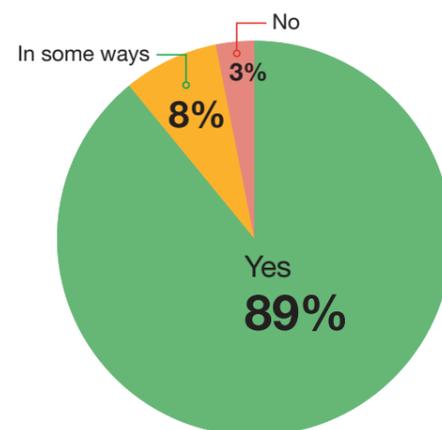


How do you feel about the draft concept design?

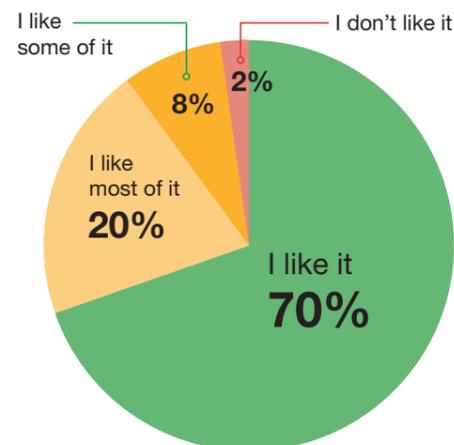


Masterplan Update Exhibition Feedback

Do you think the project could be positive for the community?



What do you think about the White City Central masterplan?



"I think it's an exciting project because of the affordable homes. They are really needed. The example social rents are something I could afford as a single mum who works for the NHS."

"A community destination where people can come together is a good thing"

"I think it's nice and in keeping, it's important that it blends. Play streets would be great."

"You have been able to realise what we have proposed without removing anything important"

I think the height is ok - appreciate why it has to be tall in the middle, glad its low at the edges.

Very open and positive about community spaces coming together and being more accessible. Currently things are closed off and when I first moved here I didn't know how to access them.

I like the plan and the fact that there has been actual consultation. Like that you have gone through the process together. Like that the scheme brings people together so that they can integrate more.

"The area needs regenerating and additional facilities will benefit local community"

"More housing thats affordable in the area is a really good thing. I am concerned because of what happened on Park view. It's not for the community. I want the houses and facilities to be for the community."

"Children also like good old fashioned swings etc. These have been taken out of Wormholt Park nearby and are missed."

Glad its not too high. I really want the community hub to be a place that brings organisations together who want white city to prosper and support each other. Seems very well considered

"Parking is my main concern. I was worried about the height but reassured by the model."

"I love it because with respect all the accessibility, green areas, materials, heights of buildings, the nursery, the playground you improved all that for the better. Good job!"

"I don't want things to change we need more open space and trees not more buildings."

"I really like the proposed play area and so does my son. He says he hopes you build the rope bridge and the water play."

I think this is an exciting opportunity. I think its very good that the area is going to improve. I like that it blends in with the existing, with modern larger homes.

Key impacts of local feedback



The project as a whole:

- **Decision to explore whole site approach** informed by **local feedback** and **priorities for providing the most affordable housing and improved community facilities and landscape.**
- The council **increased the amount of social housing** within the affordable quota and unit mix responds to local housing needs.
- **Social rent homes prioritised for existing residents** in need through a **local lettings policy** that will be co-produced with residents.
- **Local residents with disabilities, local young people and older residents** were specifically consulted to **get their feedback.**
- **Tenure blind scheme, with tenures mixed in almost all blocks,** combined with open access courtyards and new community facilities and public social spaces, should help bring community together.



Architectural approach:

- **Buildings have been designed to blend in** by using similar tones of brick and architectural detailing.
- **Balcony screens** being proposed to give people **privacy**
- **Heights and distances match the existing properties at the edges.**
- Heights of **Block E and F matched** at 6 instead of 5 and 7.
- **Height of Block B3** divided some opinions but was determined by policy to mean the scheme has **minimal impact on daylight and sunlight of existing residents.**
- **Community buildings** designed **without housing above** and with connection to key outdoor spaces.
- Location of buildings designed to **work in harmony with existing elements of landscape** where possible.
- **Buildings designed to be as sustainable in building and running costs** as possible.



Design of community spaces

- Addition of **community cafe, teaching kitchen and workshop space** based on local feedback.
- **Spaces brought together** potential to **improve access reaching more resident.**
- Encouraged team **not to duplicate services coming in Ed City Youth Zone** based on WCERAP. Youth provision focused on external.
- Feedback gathered from all **onsite operators** enabled their **priorities to be incorporated** so that services can continue.
- **More storage incorporated in the hub building and on rooftop.** Iterative changes to distinct spaces made with operators, **prioritising flexibility and mix of sized spaces.** Considerations around access, overlooking and internal intercoms / reception system.
- **Inclusion of changing places facility,** and accessible water tap near entrance based on feedback from disabled people.
- **Nursery spaces designed with CDA based on their ethos.**



Landscape & play spaces

- Green, active and open routes **improving connectivity - paths straightened following feedback about safety.**
- Increased **connections to nature,** with community garden and nature garden, edible landscape and community growing.
- **Boundaries reduced whilst making key spaces safe** for children
- **Play on the way and adventure play emphasised** and increase in publicly accessible open space.
- Playground designs inspired by **local children's ideas.**
- **Landscape features co-designed with young people and residents including:**
 - Hammocks, willow huts, stepping logs, table tennis,
 - stage, social spaces and seating
 - Public art in enhanced public square with for markets,
 - tree and sensory plant species
 - improved outdoor gym area
- Parking removed from Bridget Joyce Square