



What is the project about?



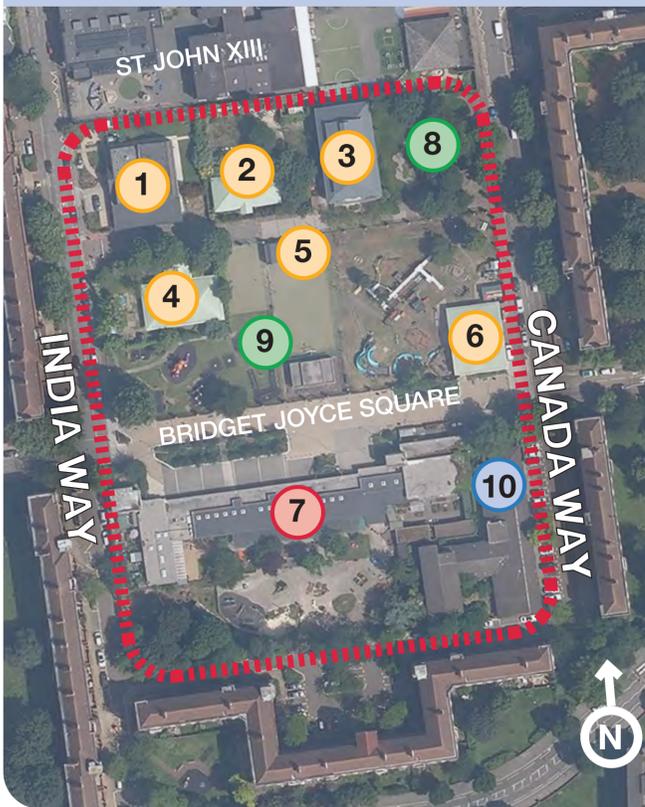
Aims of the project

Working with the community the council want to redesign the central area of the estate to create space for **200-300 new homes (at least half genuinely affordable)**.

No existing council homes will be demolished and we will re-provide even better landscape, play and spaces for all of the existing services that the community love and use.



How we could make space for homes



1-6 Services shown in yellow would have brand new spaces, with distinct identities, in a central community hub.

8,9 New play and outdoor gym equipment will be provided in a green, inclusive and playable landscape.

7 The Nursery would remain where it is until a brand new forest nursery is built in the north of the site.

10 We are exploring how the old health centre building could be used during construction to keep community services running throughout.

- 1 White City Community Centre
- 2 Disused Over 50's centre
- 3 North Area Housing Office
- 4 R. Beresford Family Annex
- 5 One O'clock Club
- 6 Adventure Playground
- 7 R. Beresford Nursery
- 8 Outdoor Gym
- 9 Sports Pitch & Playground
- 10 Disused Health Centre

Meet the team

Hammersmith & Fulham



Ayesha

Niral

Arcadis



Bruce

George

The council officers leading on the project. The council are the developer on this project - there is no private developer involved.

Project management and cost consultants

Mae architects



Michael

Livia

Wayne

Farrer Huxley



Mareike

Andre

Researching and designing the new homes, community buildings and spaces

Landscape architects designing outdoor and play spaces

make:good



Jasper

Maud

Fanechka

Lords



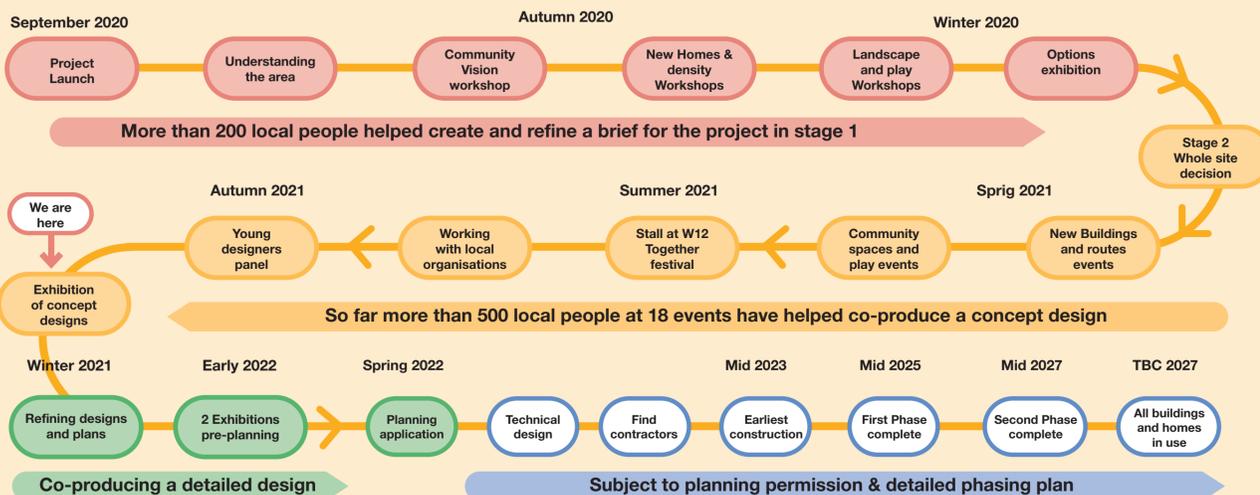
Andrew

Sarah

The engagement team finding out local people's priorities

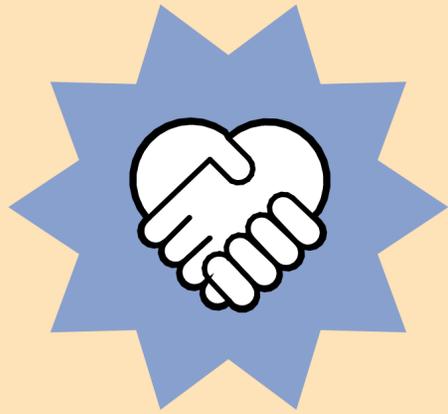
Accessibility experts making sure the project is inclusive

Estimated Project Timeline



Get in touch: 020 3735 7629 whitecity@make-good.com

Find out more: bit.ly/wcmailinglist bit.ly/whitecitycentral



Working with your community

Our commitments

Clarity and
honesty

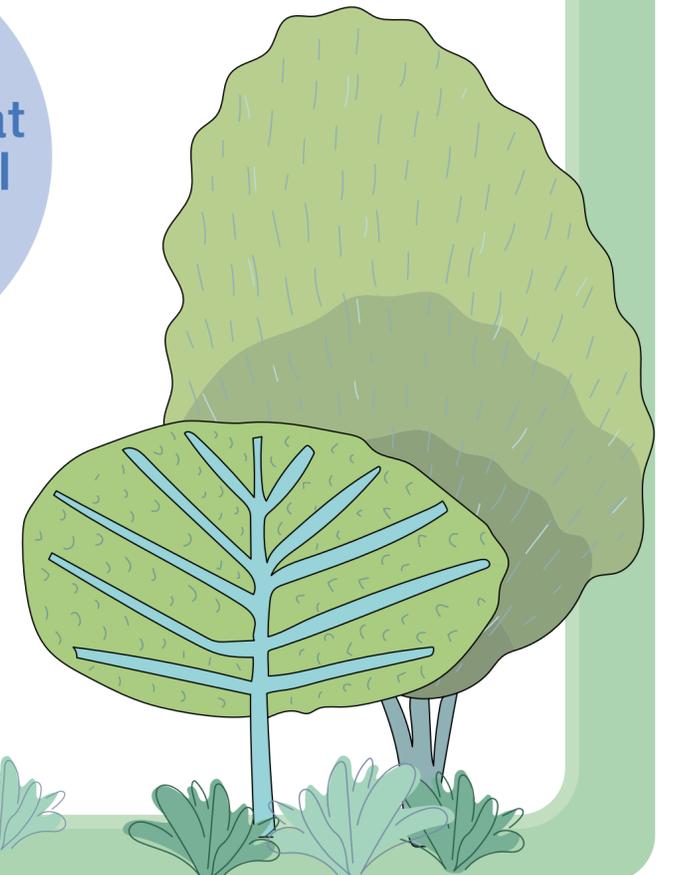
Co-production
throughout

Checking back
with residents

A process that
benefits local
people

“It is imperative this scheme holds onto its values of being of real benefit for the present residents of White City, that it adds wonderfully to the central space, without diminishing its value to those who use it and live there.”

“We should be taking the whole journey - we want to be involved in implementing what we help design.”





Understanding local priorities and co-producing a design

Working with your community since September 2020



700+ local people have shaped the design

In our on-street activities, resident advisory panel meetings, workshops and online surveys last year and our activities over the summer we have reached more than 700 local residents at our public events to get them involved in the project.

Working with local young people to design their spaces



We have been running creative sessions with local young people to get their insights on new play spaces and facilities for young adults. We have also provided paid work to 14 local teenagers who are co-designing some of the landscape.

Working with local organisations



Throughout this project we have been working with the different local organisations on site such as:

White City Community Centre, Randolph Beresford, the One O'clock Club, the Adventure Playground as well as Housing and Family Services to produce specific 'briefs' or plans for their spaces. These briefs:

- reflect the ethos, values and aims of the existing services;
- try to find ways to make spaces even better, so that they benefit the community now and in the future.

How decisions are made on the project



Your feedback will continue influencing the design that we hope to submit as a planning application in Spring 2022.

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**Policies to
help people
and planet**



Local policy updates

- What does 'genuinely affordable' mean?
- How we will deliver a sustainable development



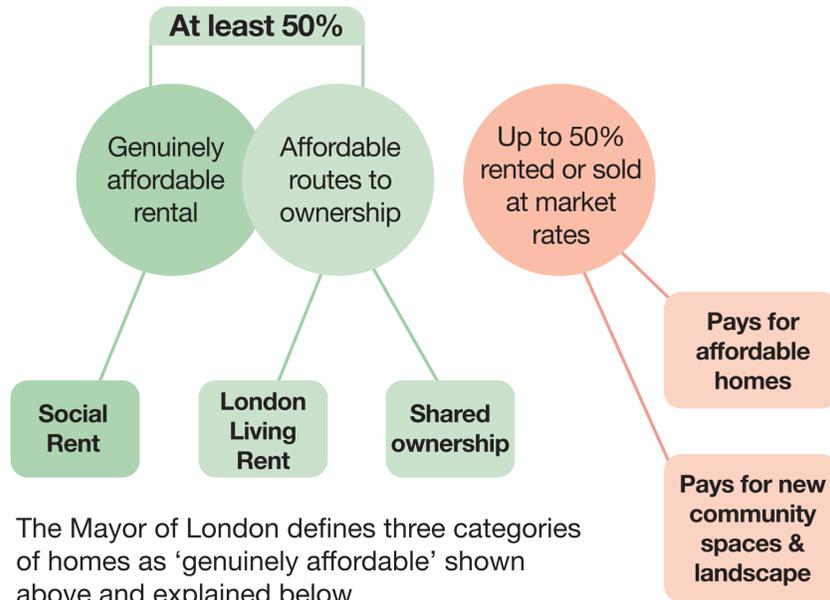
Commitments to genuinely affordable homes for local people

London is in a housing crisis, and the borough has a lengthy local waiting list for social homes.

With new developments of this size **the Council is committed to providing at least 50% of homes that are genuinely affordable** to rent or own.

A local lettings policy will make sure that local residents with housing needs will be given priority.

Private rental income or sale will pay for the project, and is not possible without it.



The Mayor of London defines three categories of homes as 'genuinely affordable' shown above and explained below.

Co-produced local lettings plan responding to local needs

We will run sessions with residents and the council's allocations team to create a local lettings plan for the project and the area.



For advice on your eligibility for social housing contact Hammersmith & Fulham Housing solutions: 0208 753 4198 housing.solutions@lbhf.gov.uk | housing.advice@lbhf.gov.uk

What we mean by 'Genuinely affordable'

Social Rent is a new classification of 'genuinely affordable' rent offered as part of the Mayor's affordable homes programme.

In the past 'affordable' new homes weren't always actually affordable.

We don't have an example figure yet however, the Council have a **target of providing 'social rent' tenancies that are as close as possible to council rental agreements.**



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

Affordable routes to ownership



Pay reduced rent for max 10 years in order to save for deposit.

Available to households earning below £60k p/a who cannot afford to buy locally.

Option to use savings to:

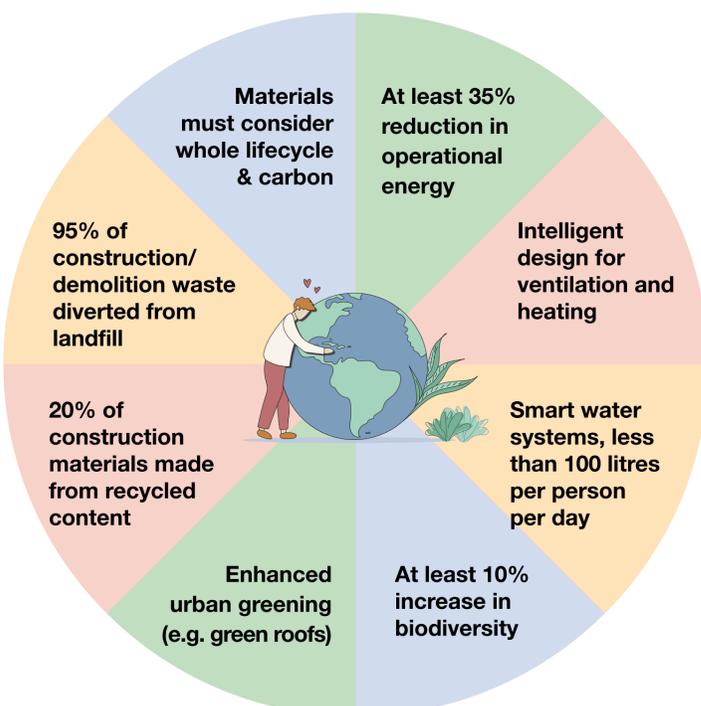
- Buy the rented home (privately or shared ownership)
- Have priority on a shared ownership elsewhere
- Buy elsewhere privately



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.

Environmental policy update and how building materials can be re-used as part of the new design



These are the minimum environmental targets that must be achieved in this project

More advanced environmental and sustainable measures are being explored

We will update you throughout the process with how these targets will be achieved or exceeded



Bricks and stone re-used in landscape



Stones re-used in paving



Pipes re-used as play equipment

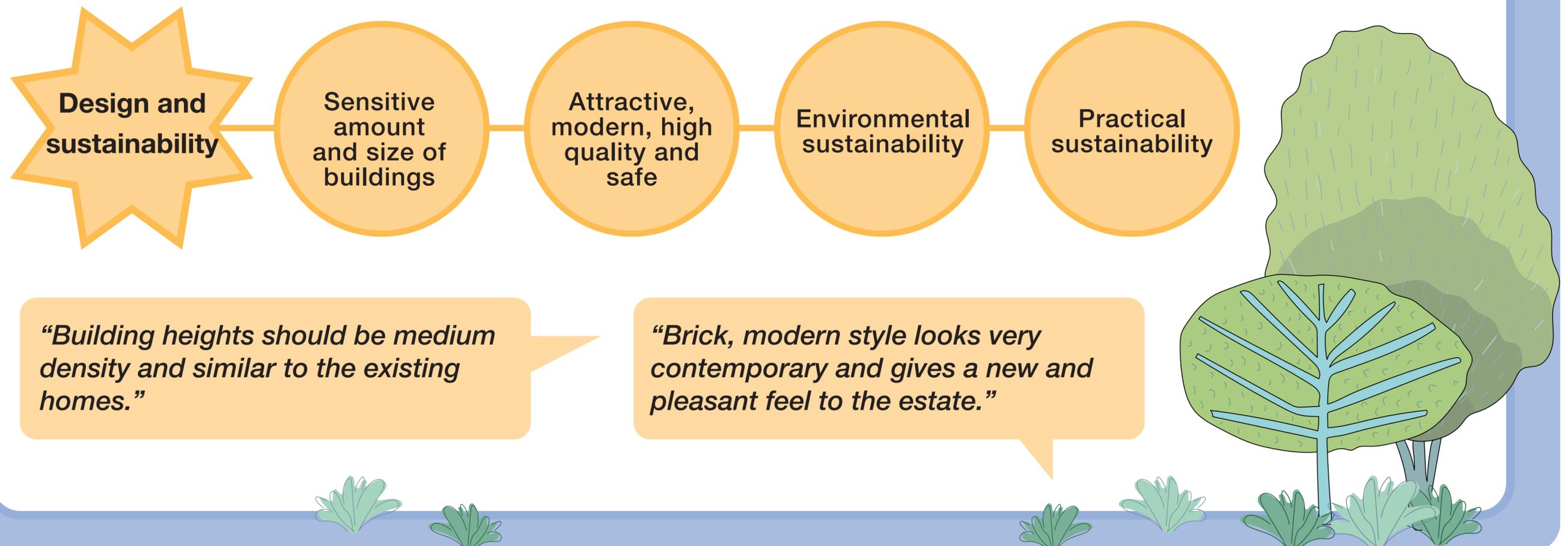
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Approach to architecture of new buildings



Your priorities from the community brief



Local Priorities

Housing & Architecture

- Materials should be high quality, preference for brick, no dangerous cladding
- New buildings need to blend in with the surrounding estate and feel like part of it
- Buildings should be sensitive to the height of existing homes - not high rises
- New homes and buildings should be bright and light and should not negatively impact on the daylight and sunlight of existing homes
- Amount of new homes needs to be balanced with enough space for community facilities and outdoor space.

Environment and sustainability

- Try to make the development as green as possible in terms of materials and impact on environment.
- Explore potential of recycling or re-using parts of existing building materials and plants.
- Sustainable technology and energy efficiency throughout the scheme.

Making buildings more sustainable

We have been working with sustainability experts to find out how to make the development more sustainable. Ideas being explored and tested include:

- Solar panels and sustainable roofs
- sustainable drainage
- efficient and well insulated homes to reduce operational carbon
- maximising natural light and ventilation of new rooms
- Use of more sustainable materials where possible

Look and feel of new buildings



Concept sketch of new residential buildings. Use of high quality materials that blend with surrounding



Concept sketch: New homes on India Way, opposite Denham House

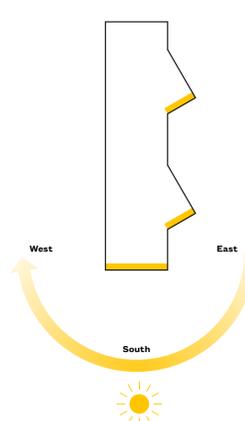
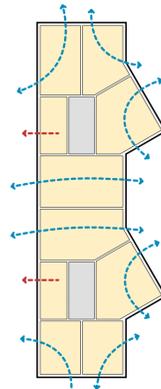
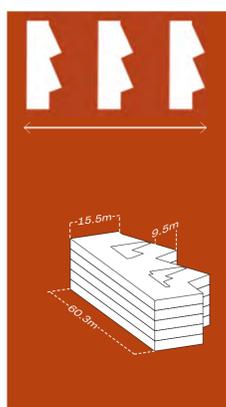
Our approach to height

Heights would match existing buildings at edges with one floor set back. Additional height would be added centrally to create more homes.

Modelling shows daylight conditions inside homes would match those across the estate.

The shape of residential blocks

We are proposing this angled building shape because it is good for daylight, ventilation and sustainability as well as allowing space for more homes per floor.



10% of any new homes built will be wheelchair accessible, and prioritised for disabled people.



Tell us what you think!

Speak to a member of the team, use the feedback forms or go online:

bit.ly/wccexhibition

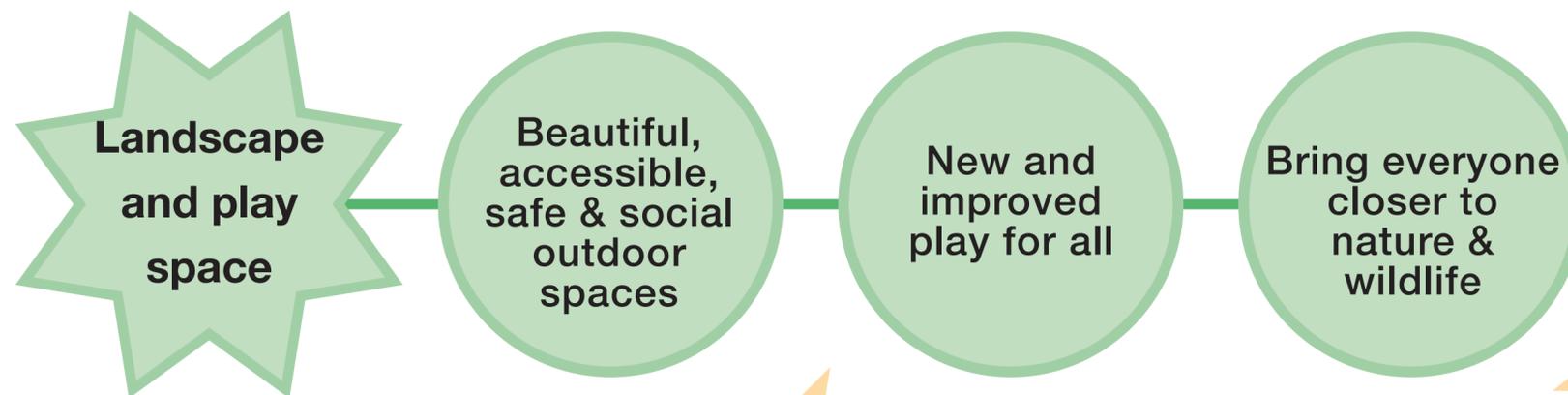
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Approach to landscape and play spaces



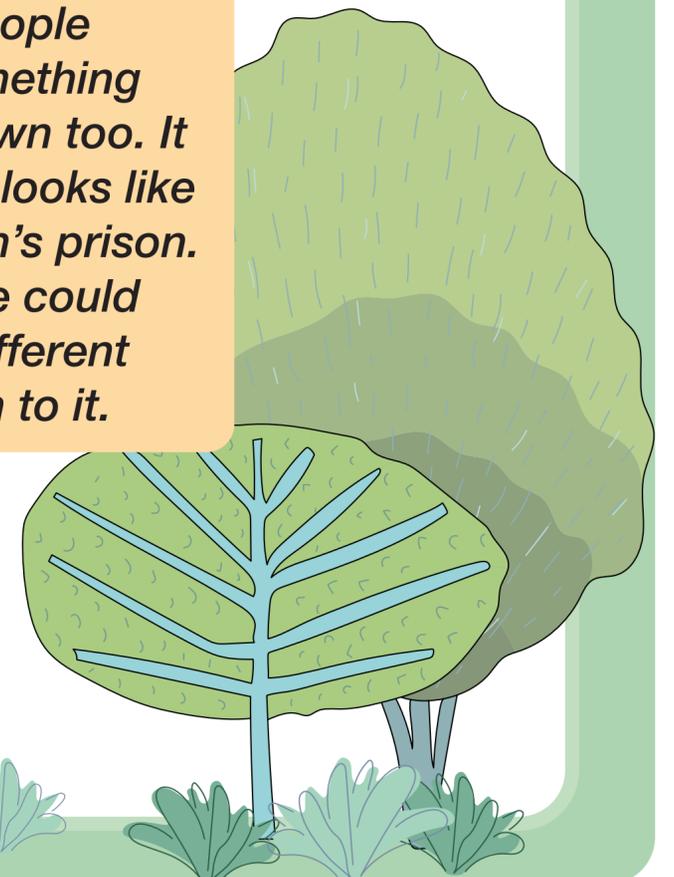
Your priorities from the community brief



It should be open. A lot of kids climb over anyway. Young people need something of their own too. It currently looks like a children's prison. The fence could have a different attraction to it.

"Trees like Cherry Blossoms. It would be nice to see more colours - more tulips, yellow daffodils I want to see the community being involved here in planting. It's something we never had before"

"The trees around the outdoor gym act like a central lung for this area"



Local Priorities

Landscape & Green Space

- Keep as many trees as possible and plant more.
- Playspaces that are less fenced but still safe
- Accessible Growing Gardens
- Outdoor social space, seating, shelter and picnic areas
- Improve accessibility & orientation, walking routes, and signage on estate and to surrounding area.
- More green and public spaces like Bridget Joyce Square.
- Consider long term maintenance of planting, trees, furniture and play
- Peaceful spaces that cater to older people and open more active spaces that reflect the increase in population.
- Create new habitats for nature and biodiversity.
- Consider approach to drainage as this is currently an issue on estate.

Active public spaces

- Local youth provision that they feel ownership over.
- New outdoor gym equipment and sports pitch that feel safe and inviting for all to use.
- Safe and greener, public, inclusive play spaces for all.

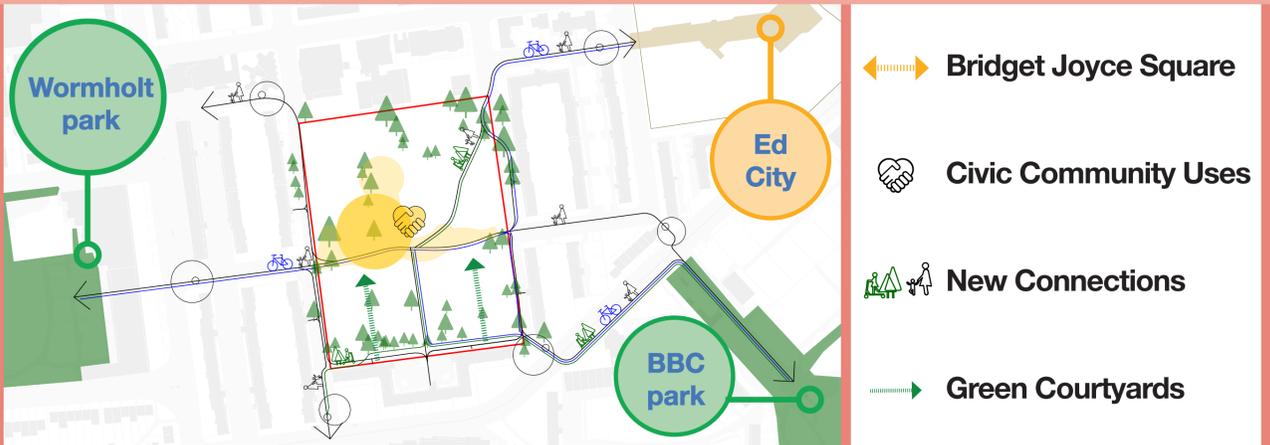


A more welcoming, social sports pitch with less fencing



Creating new habitats for nature

Improving connectivity across the estate



Our draft concept design could create new, clearer connections across the estate creating a green network linking to local parks and the new Ed City development

A green and playful landscape

Based on your feedback these are some of the things we want to include in the new open spaces in the heart of your estate



Playable, accessible landscape maximising high quality outdoor areas



Creative boundaries ensure safety without making people feel hemmed in



Areas of lush planting that encourage wildlife and help with drainage



Keeping existing quality mature trees wherever possible and adding a mix of large and smaller ornamental trees



An enhanced public square connected to community buildings



Publicly accessible Green courtyards between blocks for doorstep play

Tell us what you think!

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EdCity - coming soon

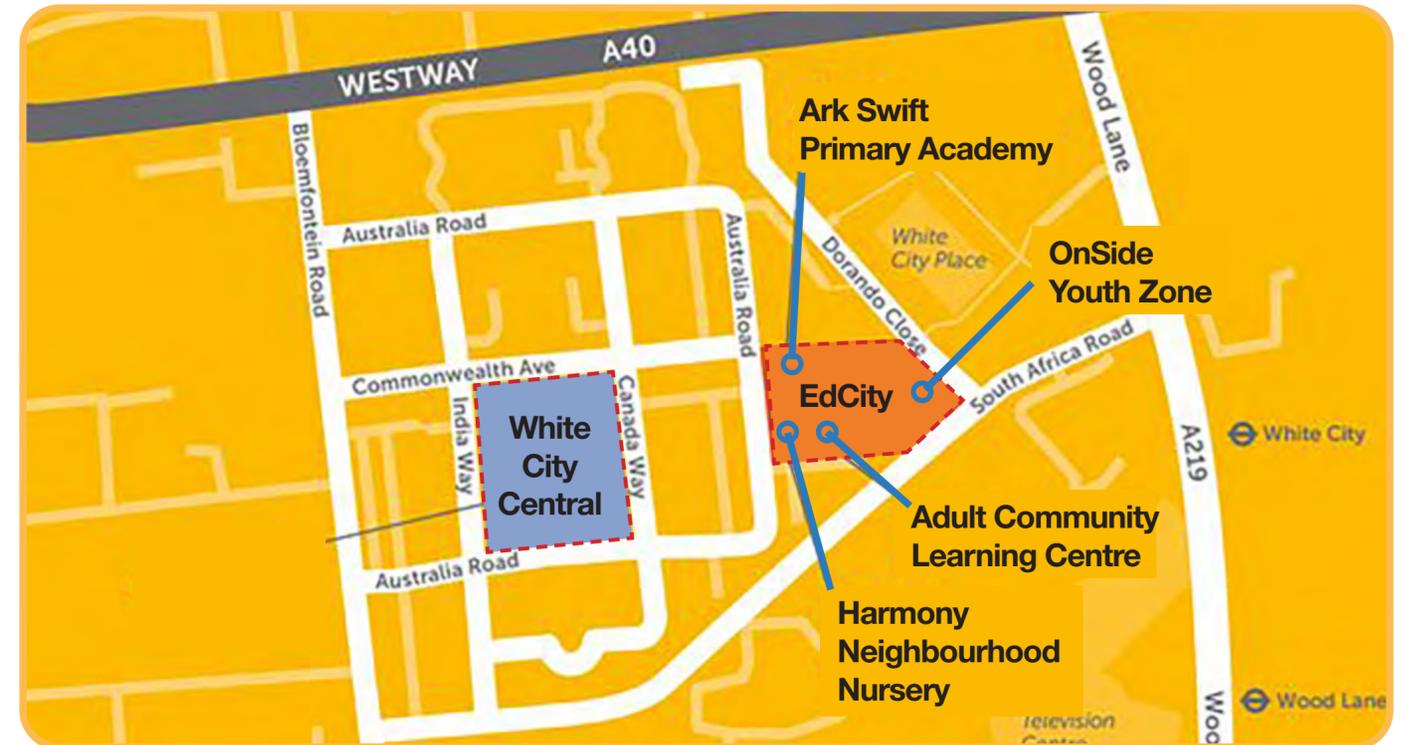
EdCity will be built on the site of Ark Swift Academy & Harmony Nursery creating an education and charity hub in White City.

The development will include:

- 132 affordable homes for local people
- New building for Harmony Nursery
- New building for Ark Swift Academy
- A 2 storey Youth zone
- Adult Education Centre
- A new office for Ark and other tenants

EdCity will be built in 2 phases to keep Ark Swift open throughout construction. Estimated completion for phase 1 is 2023 and phase 2 is 2025.

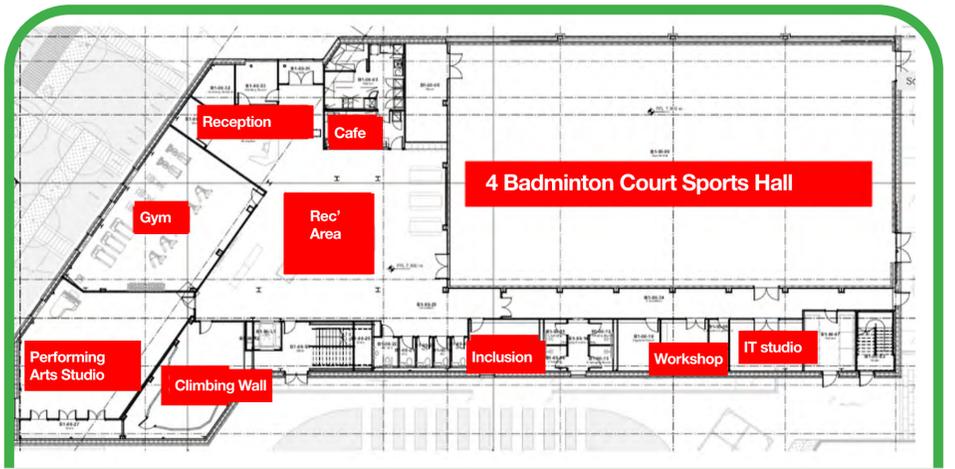
We are working closely with the EdCity team to make sure that what we propose for the White City Estate complements what is provided on EdCity.



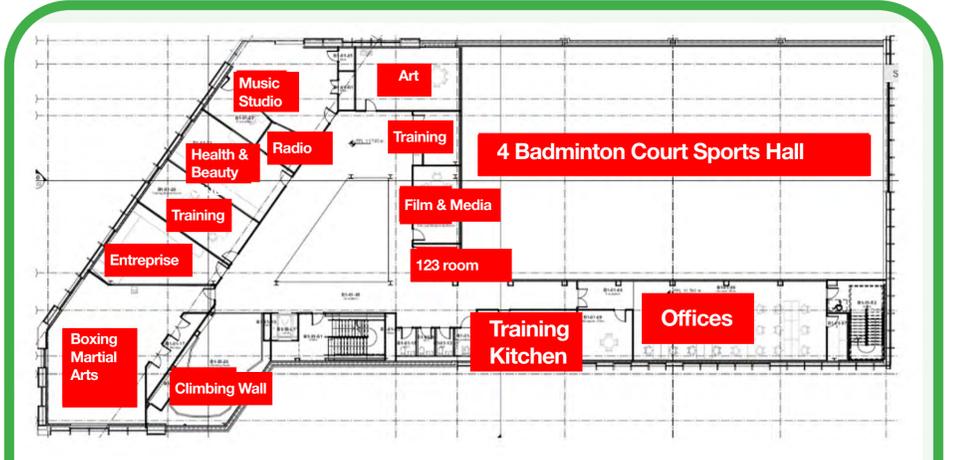
Concept drawing of OnSide Youth Zone building

OnSide Youth Zone

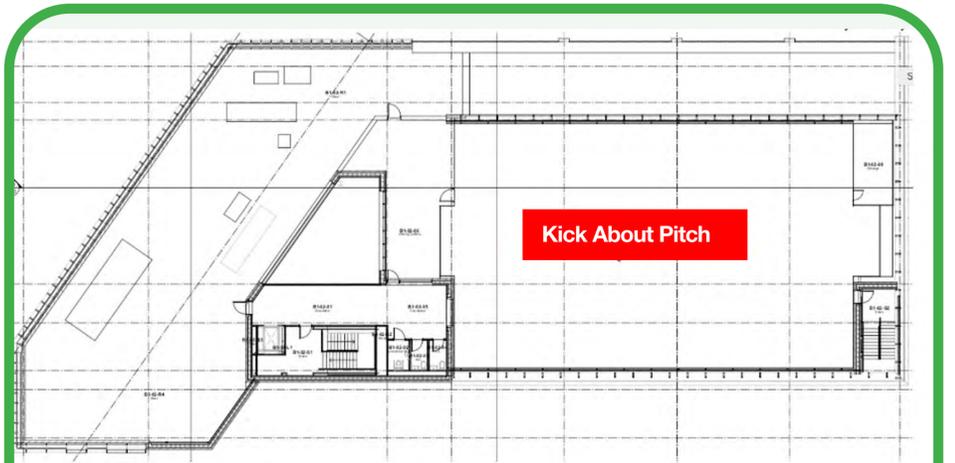
The OnSide Youth Zone, named WEST by local young people, will offer an array of after-school, weekend and evening activities and opportunities for the local community aged between 8 and 19, including those aged up to 25 with a disability. Young people will pay just £5 annual membership and 50p per visit.



Ground floor plan



1st floor plan



Roof top floor plan

EdCity will be home to the first OnSide Youth Zone in West London with facilities including:

- Four-court Sports Hall
- Multimedia Suite
- Project rooms
- Climbing Wall
- Cafe serving hot meals for just £1
- Outdoor 3G MUGA
- Fully-equipped gym
- Arts & Crafts area
- Sensory Room
- Music room with built-in recording studio
- Boxing and Martial Arts gym
- Health & Wellbeing room
- Teaching kitchen
- Dance studio



A new roof-top kick about pitch



A new climbing wall



A new four-court sports hall



Project Website

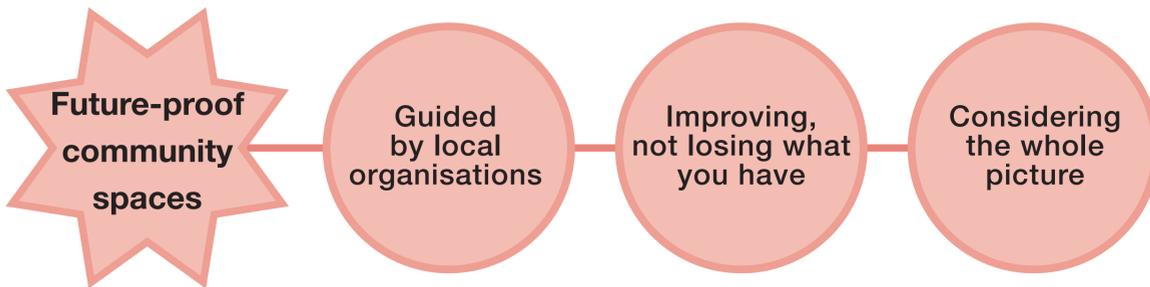
You can find more information about EdCity online at: www.edcity.org.uk

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Approach to future-proof community spaces

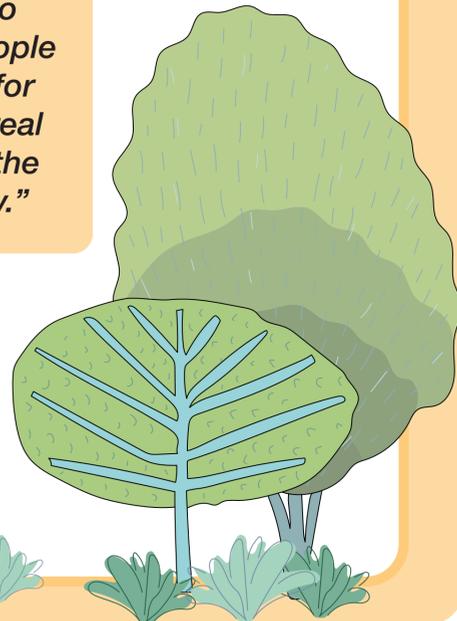
Your priorities from the community brief



"We need to make white city estate feel like a community again and help to provide better services for people!"

"[This project] needs to celebrate and capture all that is wonderful about White City estate."

"You can make things nice but, you need to involve people long term for it to have real benefit to the community."



Re-providing community spaces and services that can last into the future



As well as speaking with residents we have been working closely with the council and different local organisations to understand needs.

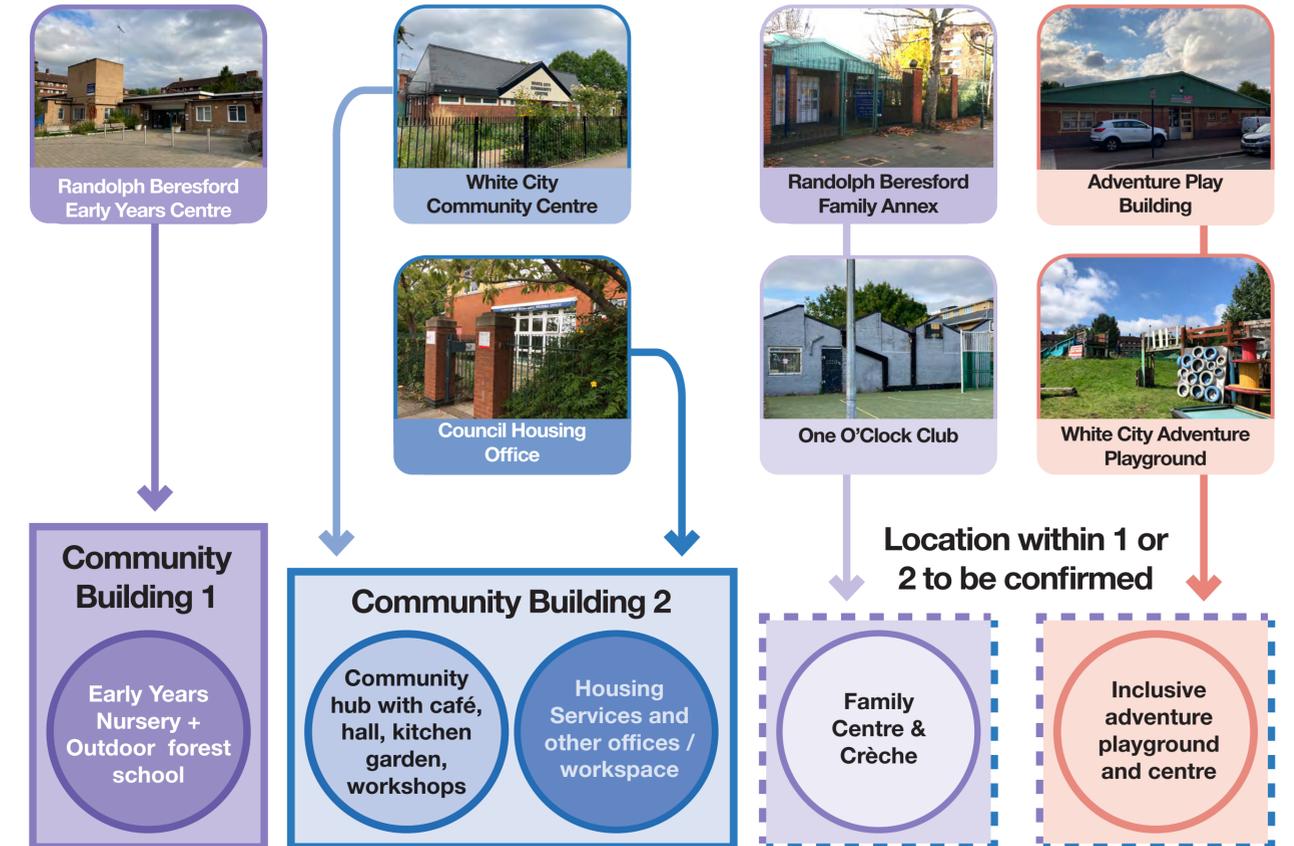
We think that providing 2 community buildings, connected to key outdoor areas would work well.

These buildings would be large enough for all of the services that need to be re-provided.

Some spaces would be shared. Where services might share a building we could design to allow for distinct identities.

We will continue working with local organisations and the council to understand how this could work.

We need to re-provide space for the services running out of these buildings:



Local Priorities

Community Provision

- Work with local organisations to improve (not loose) what we have and love.
- 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

Community Hub

- A community-run centre with a cafe and hall that is affordable and welcoming to all backgrounds.
- A place that can offer health and well-being and social activities for all ages.
- Space for support, advice, adult learning, training, new skills (kitchen, workshop, tools)

Adventure Play

- An amazing, inclusive adventure play area that provides open access as well as secure play areas.
- Better local youth provision that they feel ownership over.

Early Years

- Space for family support and affordable childcare.
- The new nursery for Randolph Beresford needs to priorities outside space and enable outdoor forest learning to support their ethos of connection to nature and community.

Tell us what you think! Speak to a member of the team, use the feedback forms or go online: bit.ly/wccexhibition

Early Years Nursery and Outdoor Forest School

The new Randolph Beresford Nursery building and outdoor forest area would be in the north west of the site.



Natural outdoor learning is central to the nursery ethos



More trees would be planted to re-create a new forest playground



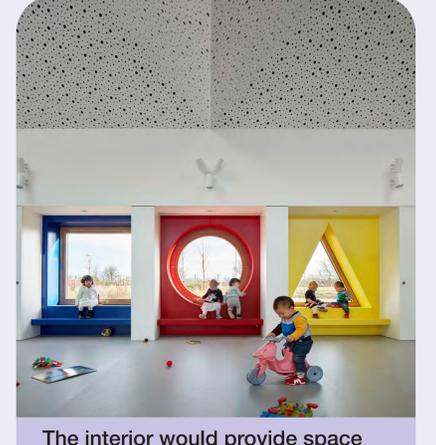
The new nursery is being designed with Randolph Beresford team.

Family Centre & Crèche

A family centre and creche could be self contained within either community hub or nursery building footprint.



Outside area for this space (could be on a rooftop)



The interior would provide space coffee mornings, and stay & play for parents and childminders

Inclusive Adventure Playground and Centre

The Adventure playground is located between the nursery and community hub. The play centre could be within either.



New adventure playground

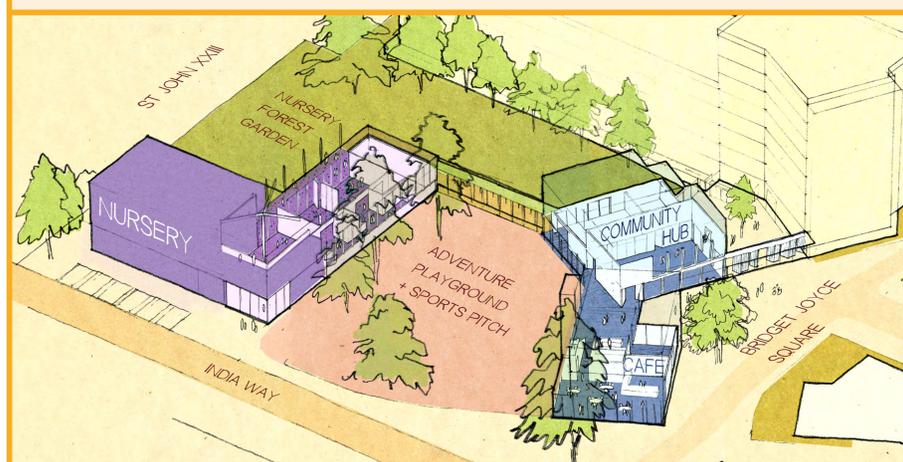


Designed by specialists working with local young people



Indoor and outdoor facilities would be accessible and inclusive

Draft concept design of community buildings



2 main community buildings built around key outside spaces. Precise location of all re-provided services are still being discussed with providers and the council.



Flexible inside space connected to the adventure playground

Housing Services and other office workspace

Could operate on one of the upper floors of the community hub building.



Housing services would remain on site in a much smaller space

Community hub with cafe, hall, kitchen garden, workshops

The Community hub building would come into heart of the community opening onto an extended Bridget Joyce Square.



Open and inviting entrance to a welcoming hub for the community



Community Café that opens onto Bridget Joyce square



Space for creative workshops and adult learning



A large and flexible hall that can be used for different activities



A growing garden which can be used for intergenerational planting activities

Get in touch: 020 3735 7629 whitecity@make-good.com

Find out more: bit.ly/wccmailinglist bit.ly/whitecitycentral

Testing different ideas



Over the past few months Mae and Farrer Huxley have been testing different ideas for how the design could work.

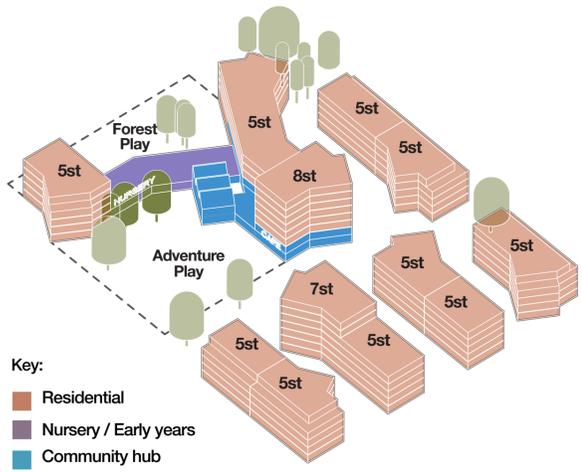
We are suggesting 4 residential blocks in the south of the site. This allows the project to be built in phases so that the nursery doesn't need to be moved.

The area in the north, where new community spaces and a nursery building need to be re-provided could be arranged in various different ways which we tested with the community.

Based on local feedback and input from construction experts the team tested out some different ideas shown below.



A. Y shaped community building cluster



Our initial idea was to have connected community buildings, with some housing above. The shape of the buildings would allow us to keep many trees and create 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.

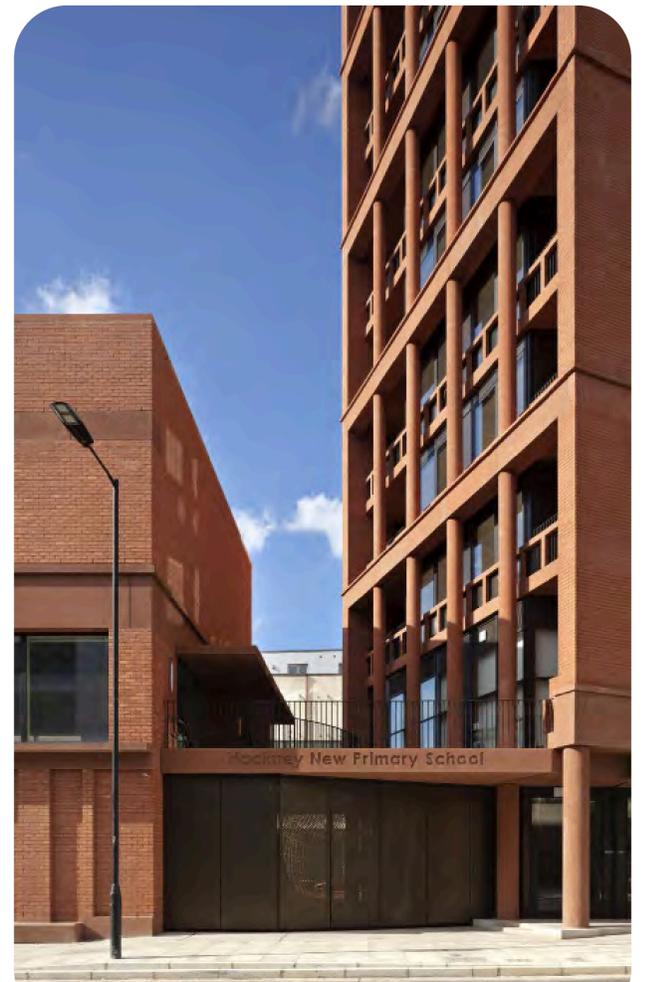
Landscape plan



- | | |
|---|---------------------------|
| ① Adventure Play ground | ④ Soft planted edges |
| ② Social areas with kick about, table tennis, stage, shelter | ⑤ Semi-private courtyards |
| ③ New Bridget Joyce Square + seating/table, playable elements, plants, natural drainage | ⑥ Playstreet |
| | ⑦ Gym with seating |
| | ⑧ Community forest |
| | ⑨ Nursery Forest school |

Positives:

- + connected community infrastructure could lower costs
- + keeps many trees

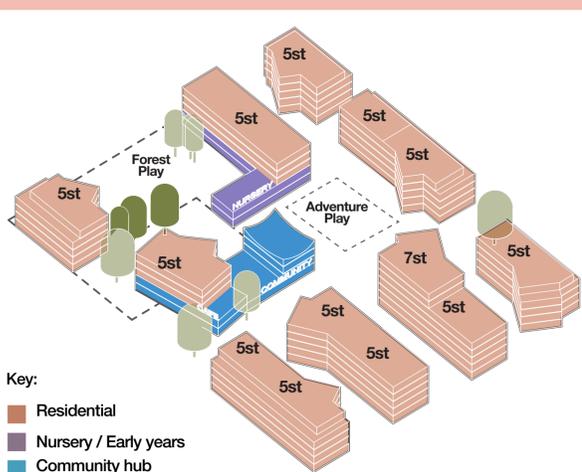


Example of housing above a school

Negatives

- housing above community provision
- overlooking into nursery
- less total outside space
- planning permission risk

B. Separate community buildings, 5-7 storey blocks

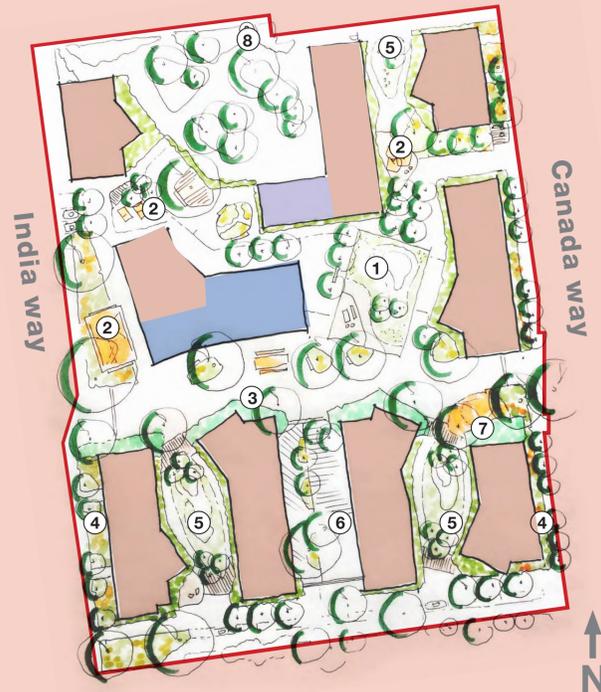


Residents asked us if it was possible to keep height lower across the site and this design does achieve this.

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 next to residential blocks.

Landscape plan



- | | |
|---|-------------------------------|
| ① Adventure Play ground | ④ Soft planted edges |
| ② Social areas with kick about, table tennis, stage, shelter | ⑤ Semi-private courtyards |
| ③ New Bridget Joyce Square + seating/table, playable elements, plants, natural drainage | ⑥ Playstreet |
| | ⑦ Gym with seating |
| | ⑧ Community forest |
| | ⑨ Nursery Forest school |

Positives:

- + heights are slightly lower
- + separate community buildings
- + central community / play focus



Example of community building



This area with all its trees would be lost

Negatives

- significant loss of existing trees,
- planning permission risk
- housing above community buildings
- overlooking into nursery
- smaller / central adventure play area
- noise from adventure play for residents

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Draft concept design

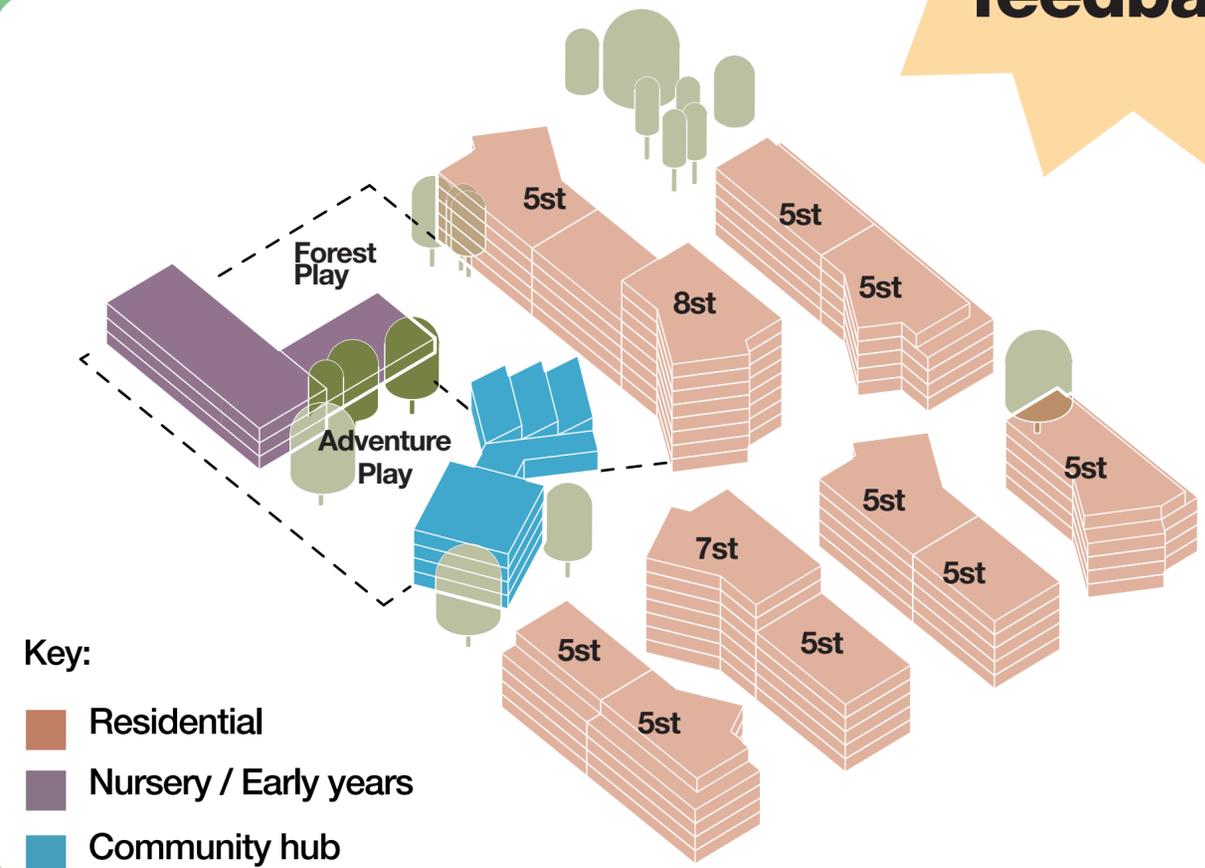
Based on your feedback

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.
- + 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 a re-imagined Bridget Joyce square.

This is a draft concept design. It will change based on further technical testing and your feedback - we want to know what you think!



Approximate number of homes to meet aims and pay for project

260 homes

min 50% genuinely affordable*

60% of affordable would be Social Rent

40% would be affordable routes to ownership**

*Private rent / sale of homes, by the council, pays for genuinely affordable homes and community re-provision, the project is not possible without it.

**Offering both social rent and affordable ownership is a funding requirement.



Nursery and community hub building would not have any housing above



Nursery Forest play area / garden with connection to community play area.



A wooded area for the community co-designed with local young people.



Brand new, inclusive adventure playground



New and improved outdoor gym equipment + 'trim trails' throughout the area.



A new sports pitch with less fencing and graffiti wall



Concept sketch of residential buildings



Natural play in courtyard spaces



Community hub with hall and cafe opens onto an extended Bridget Joyce square



As well as specific play areas there would be playful elements throughout

Landscape Key

- ① Adventure Play ground
- ② Social areas with kick about, table tennis, stage, shelter
- ③ New Bridget Joyce Square + seating/table, playable elements, plants, natural drainage
- ④ Soft planted edges
- ⑤ Semi-private courtyards
- ⑥ Playstreet
- ⑦ Gym with seating
- ⑧ Community forest
- ⑨ Nursery Forest school

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Comparing existing and draft concept design



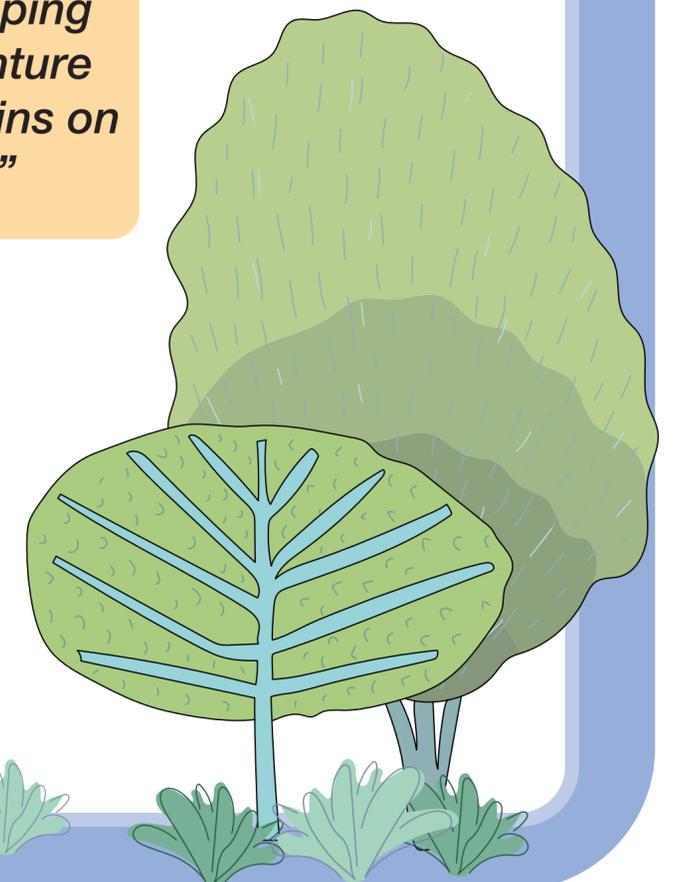
Improving, not loosing, what you have

We know that many of the existing spaces in the central area of the estate are well loved and well used. Some spaces are out of public use, and other areas such as the adventure playground and gym are in need of repairs.

We have heard feedback from many that they would love to see new and improved outdoor play and exercise equipment and more spaces like Bridget Joyce Square that feel active, new and safe.

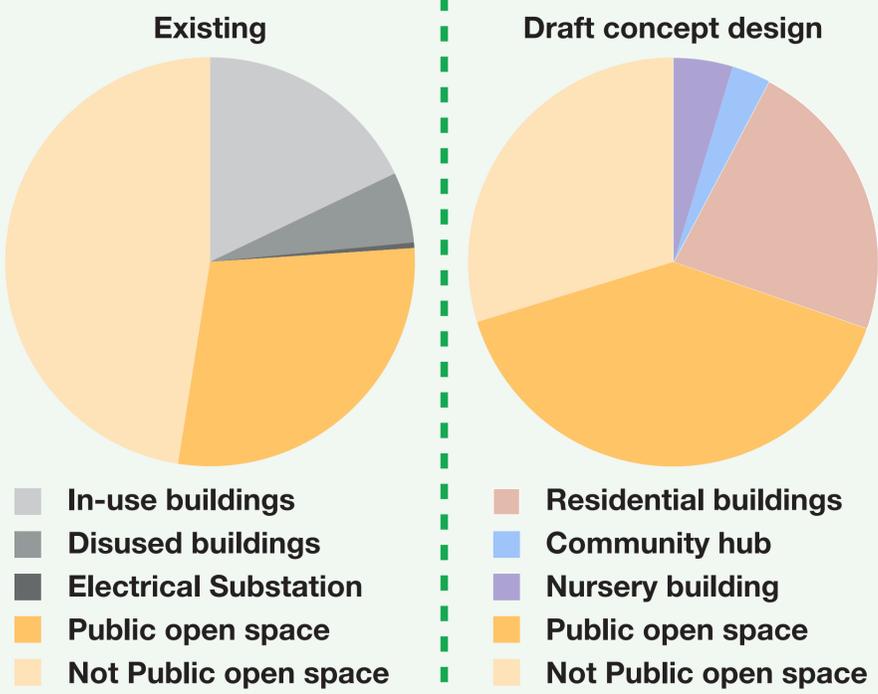
“The area does need a revamp but I’m hoping that adventure play remains on the estate”

“We use all the spaces so please know that they are invaluable to local families as they are - but can be upgraded as long as not losing what is already there.”



Please note proposed figures are draft estimates. We will be refining and revising the design with residents and key local organisations in the coming months

Building footprints & open space

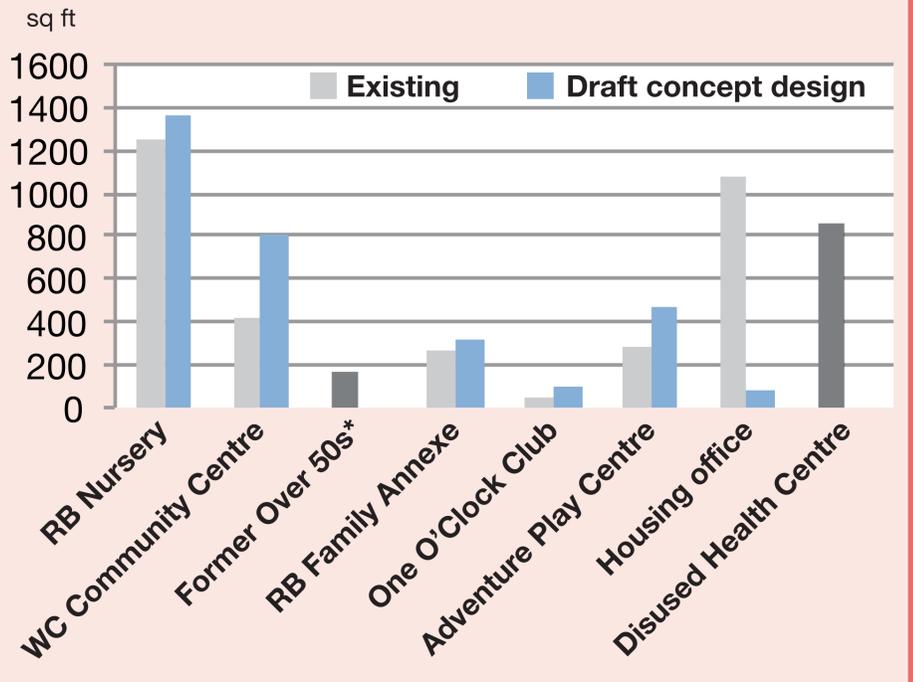


In order to create new homes, there could be a slight decrease in the overall amount of open space.

However, we are aiming to increase both the amount and quality of open spaces that are publicly accessible.

Provision of new indoor and outdoor spaces and facilities would overcome problems of repairs facing several services.

Approx. internal community re-provision



By adding additional floors, and reducing the housing office, all in-use community services could have more internal space.

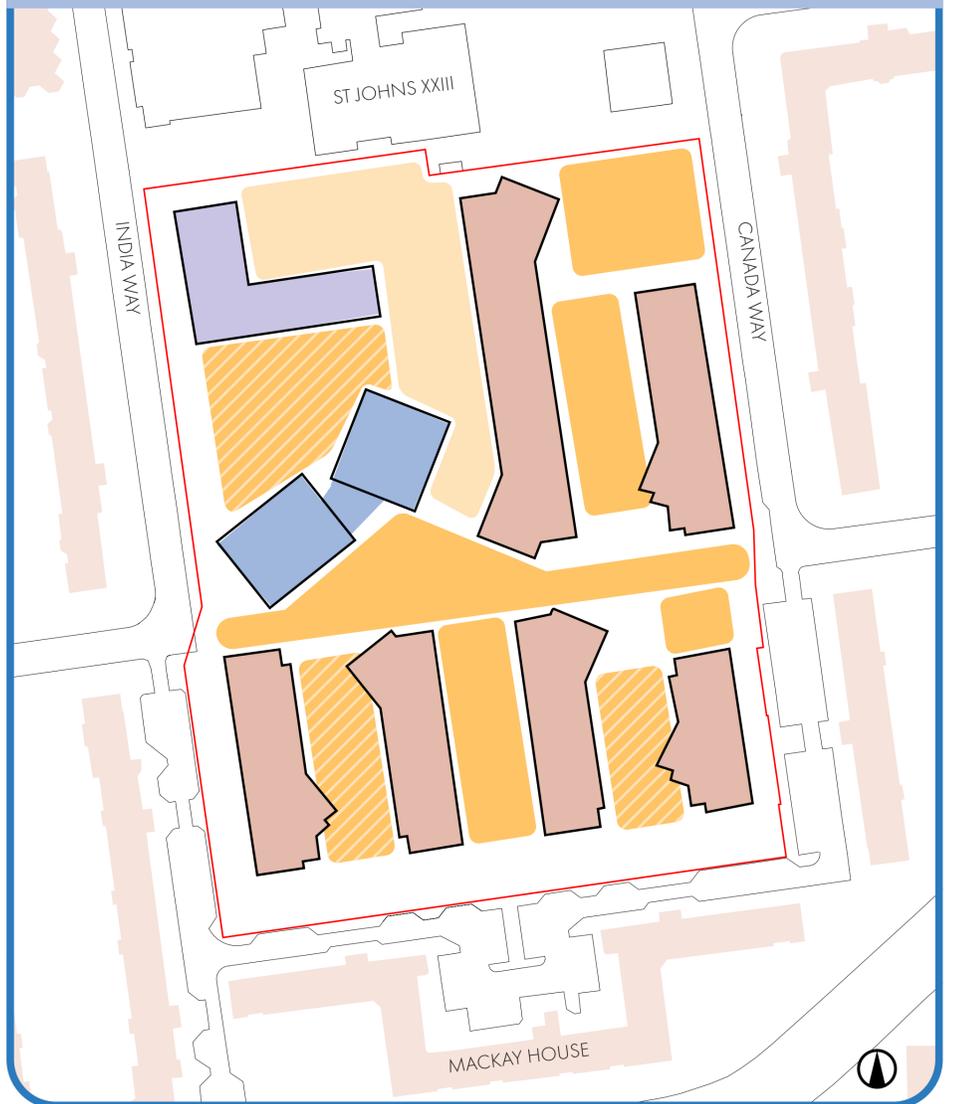
These brand new proposed spaces would be more accessible, and purpose built to their needs.

*Services which used to be provided in the Over 50s centre could be provided within the new community hub.

Existing site area



Draft concept design



- In need of repairs
- Out of use
- In-use buildings
- Disused buildings
- Electrical Substation
- Not Public open space
- Public open space
- Semi public tbc
- Residential buildings
- Community hub
- Nursery building

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