



**At a glance:**  
More details inside this newsletter

**W12 Together Summer Festival**

The White City Central project team joined W12 Together's Summer Festival in September. It was great to talk to so many local residents about the latest plans while enjoying a fun festival.

**Central Block reduced in height**

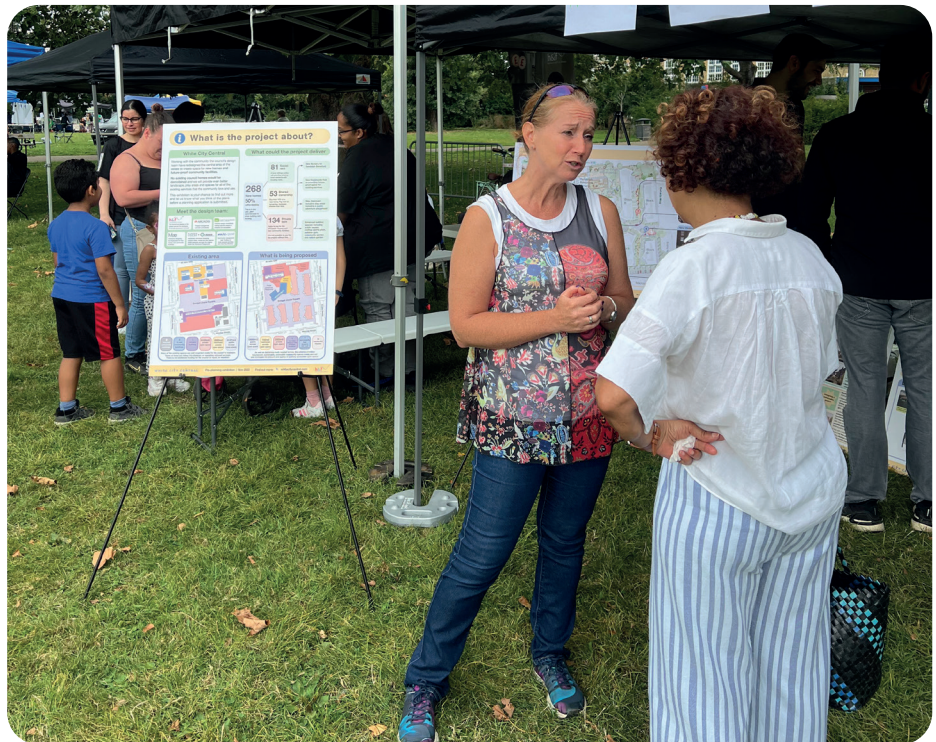
During the consultation, some of you told us you would prefer the nine-storey block at the centre of the proposals to be lower. We are now proposing to decrease the height of the central block from nine to six storeys. We look forward to showing you the new designs at our update event in early 2024.

**Construction Working Group**

The residents on the Construction Working Group have been assisting in the process of helping to select the construction company to build the new homes and community facilities and how the community can benefit from them working on the White City Estate. This is all subject to planning permission and other statutory requirements being approved.

**Midaye**

We attended a community information day arranged by the charity Midaye at Wood Lane Community Centre, to talk to residents from the White City Estate about the proposals for White City Central.



Local residents talking to the project team at the W12 festival.

**WHERE ARE WE NOW?**

- We're updating the design of the new public adventure playground based on feedback we have collected from residents and local schools.
- Bridget Joyce Square has been redesigned to make more space for pedestrians, so we've been updating the landscaping design to make it even more welcoming.
- We have been attending community events and talking to residents to raise awareness about the project and provide an update on the proposals.

**NEXT STEPS**

- We will be finalising the design of the temporary Community Hub by discussing requirements with the current estate-based groups who will use it while the new permanent hub is being built.
- We will finish the redesign of Bridget Joyce Square to incorporate the feedback we've received.
- We will complete the redesign of the central block to accommodate the reduction in height from nine to six storeys.
- Once the designs are updated and we have shared them with you, we will submit the planning application. We are anticipating doing this early in the New Year.
- We will also be issuing a 'stopping up notice' which requests approval for the proposed changes to Bridget Joyce Square.

# Update on the Construction Working Group

The resident-led Construction Working Group will help to manage the four-year construction process if the White City Central plans obtain planning permission. The Group is chaired by a White City Estate resident and has been holding regular meetings since March.

The residents on the Construction Working Group will be involved in helping to select the construction contractor. The group has been working on developing questions to ask potential contractors during the procurement selection process.

We recently held a workshop about Added Value (Social Value). Added Value refers to the positive impact that public services and businesses can have on the wellbeing of individuals, communities and the environment. The group came up with lots of ideas for initiatives they thought could benefit residents during construction and would leave a positive legacy on the estate.

Once construction is underway, the group will continue to;

- work with the council and construction contractor to minimise the disruption to residents,
- offer guidance and insights to make sure the construction is considerably managed, and
- advise the council on the best way to keep residents informed and involved throughout the construction process.

Contact us for more information or to join the next meeting: [whitecitycentral@lbhf.gov.uk](mailto:whitecitycentral@lbhf.gov.uk)



We particularly encourage residents from the blocks closest to the site to get involved as they will be most aware of the construction work and its effect on local residents:

- Cornwallis House
- Denham House
- Champlain House
- Evans House
- Mackay House.

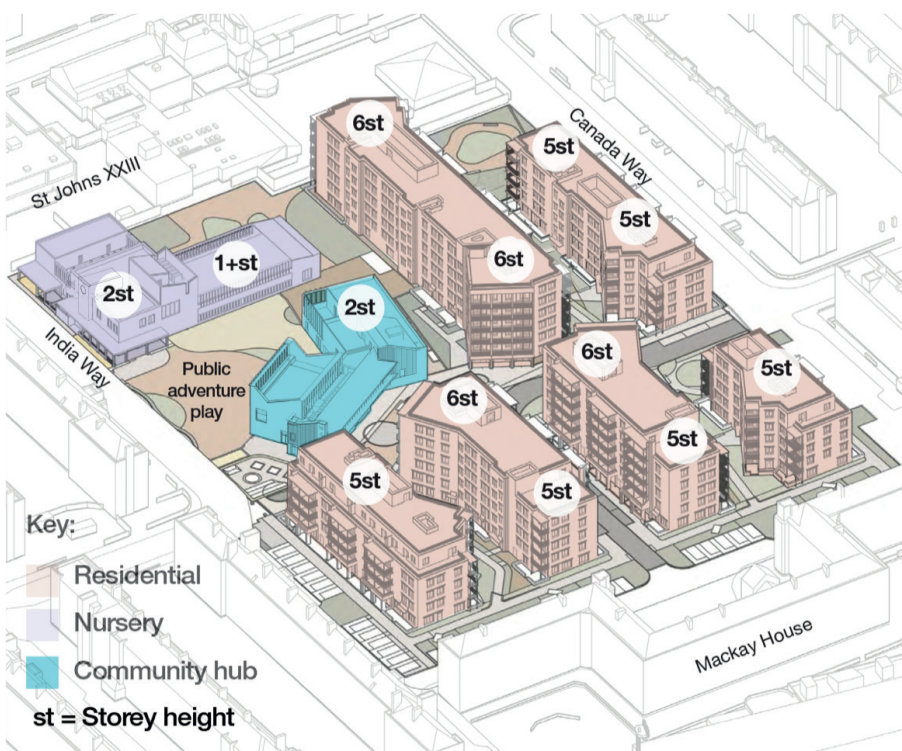
The working group aims to represent the diversity of the White City Estate and welcomes all residents.

**Have your say: complete the survey!**

Scan the QR code to give the Construction Working Group your feedback on what type of questions the community want to ask the prospective contractors.



# Central Block Re-Design



During the consultation, some residents told us they would like the nine-storey block at the centre of our proposed plan to be lower. In response to this and to accommodate some new building regulations, we have now reviewed the options with our architects and project team. Although slightly reducing the number of homes provided, we have now revised the design of the central block in response.

The previous proposal included buildings of mostly five and six storeys, with one nine-storey block in the centre of the site. We have now reduced the proposed height of the central block from nine to six storeys.

The heights of the new buildings in the revised designs will remain at five storeys around the edge to mirror the height of Denham, Champlain, Evans and Mackay House. The six storey buildings will be located toward the centre of the site.

The reduction in height will reduce the total number of homes being built from 268 to 253 and we will be maintaining the commitment that at least 50% of the homes will be affordable and available to local residents and key workers.

An exhibition of the revised plans will be organised in early 2024 and information about the event will be sent out in the New Year. The planning application will be submitted soon afterwards.

# W12 TOGETHER SUMMER FESTIVAL

The White City Central project team joined W12 Together's Summer Festival in September to talk to local residents about the latest project designs.

We brought along some bubble performers and a face painter which provided a fun-filled day of family activities. It was great to spend time

with all the other brilliant community groups in the area and enjoy the food and music in the sunshine.

We chatted with lots of residents about the plans and answered questions about accessibility issues including the number of blue badge parking spaces that will be provided.

Many of you told us you preferred the new Bridget Joyce Square design as it provides more space for pedestrians.



Local residents at the W12 Together's Summer Festival.

## Midaye Engagement Event



The project team and Midaye members.

At the W12 Together summer festival we connected with other local community organisations including Midaye, a group which runs a range of community-led projects and activities for Black, Asian and Multiethnic communities in W12 and the local area.

From this we arranged an engagement session with Midaye where we presented the White City Central plans to 31 local White City residents and answered questions about the project. Midaye staff helped to interpret the presentation and discussion. It was great to hear what the community thought of the plans so we can incorporate their feedback as we finalise our planning application.

If you would like our project team to visit or provide information to your community group, just get in touch with the team: [whitecitycentral@lbhf.gov.uk](mailto:whitecitycentral@lbhf.gov.uk)



## TALK TO THE TEAM

Every other Thursday members of the project team are at the housing officer foyer to answer your questions and chat to residents about the project.

It's great to hear your thoughts and to understand what you think of the project proposals. It's also a good opportunity to keep you up to date on the latest designs.

You can pick up copies of the latest newsletters at the drop-ins as well as project information flyers in English, Arabic or Somali. If you would like to talk to us at another time, or need anything translated into a different language you can always get in touch by emailing: [whitecitycentral@lbhf.gov.uk](mailto:whitecitycentral@lbhf.gov.uk)

**Where:** Housing Office Foyer, New Zealand Way, W12 7DE

(Please knock on the red front door).

**When:** Every other Thursday from 11am-5pm.

### Upcoming dates are:

- 7 December
- 11 January
- 25 January.



## Stay in touch

If you have any questions or to sign up to our mailing list please get in touch via email: [whitecitycentral@lbhf.gov.uk](mailto:whitecitycentral@lbhf.gov.uk)

Visit our website to see all the resources from the project and watch a fly-through of the latest proposals: [www.whitecitycentral.com](http://www.whitecitycentral.com)

Scan QR code:



## Frequently Asked Questions



**Q:** What are we planning to build on this site?

**A:** The project will provide 253 new homes, a new nursery, a new community hub, and new play spaces including a public, open-access adventure playground.

**Q:** Are any existing Council homes being demolished?

**A:** No existing council blocks will be demolished. The project is looking to build new homes and re-provide new community facilities in the area between India Way and Canada Way.

**Q:** How much affordable housing is part of the development?

**A:** The tenure mix of the new homes will meet the London Borough of Hammersmith & Fulham's Local Plan and at least 50% of the homes will be affordable. 60% of these affordable homes will be let at social rent levels and the remaining 40% will be shared ownership. A local lettings policy will prioritise social housing for residents of the estate in housing need.

**Q:** Have residents been involved in developing the programme?

**A:** Yes, we have held more than 100 meetings, workshops and drop-ins with local stakeholders to develop the plans which attracted over 1,900 attendees, where residents assisted in the design process whilst telling us their priorities for the area and the facilities they would like to see included.

Residents can continue to get involved as we approach planning submission, and residents will be involved in helping to choose the main contractor for the programme.

Read all our FAQs on our website:

[www.whitecitycentral.com/faqs](http://www.whitecitycentral.com/faqs)

Or scan this code:



## Translation

If you would like a translation of this newsletter please email [whitecitycentral@lbhf.gov.uk](mailto:whitecitycentral@lbhf.gov.uk)

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