



Whole site approach to be taken forward

The Council have made the decision to include the whole of the central site in our plans (shown within the red line). **Working with the you and local organisations we will co-produce a design to deliver:**

New homes for local people:

Up to 275-300 homes, at least 50% of which will be genuinely affordable and prioritised for local people.

Future-proofed community spaces:

We'll work with existing community organisations to create new, inclusive and accessible spaces in the heart of the estate to meet your needs now and in the future.

Even better landscape and play:

The scheme will be built around green and playable open space including a new adventure playground, outdoor social space and opportunities for communal growing and sports.

No existing homes are being considered for demolition and services will be re-provided. **See the update boards online: bit.ly/wccupdate or on display in Bridget Joyce square.**

Inclusive co-production

"Co-production is an approach where people, family members, carers, organisations and commissioners work together, in an equal way, sharing influence, skills and experience to design, deliver & monitor services and projects."

Hammersmith & Fulham are committed to working in this way with all residents, particularly those who identify themselves as disabled.

If you, or someone you care for, have a disability we'd love to hear from you.

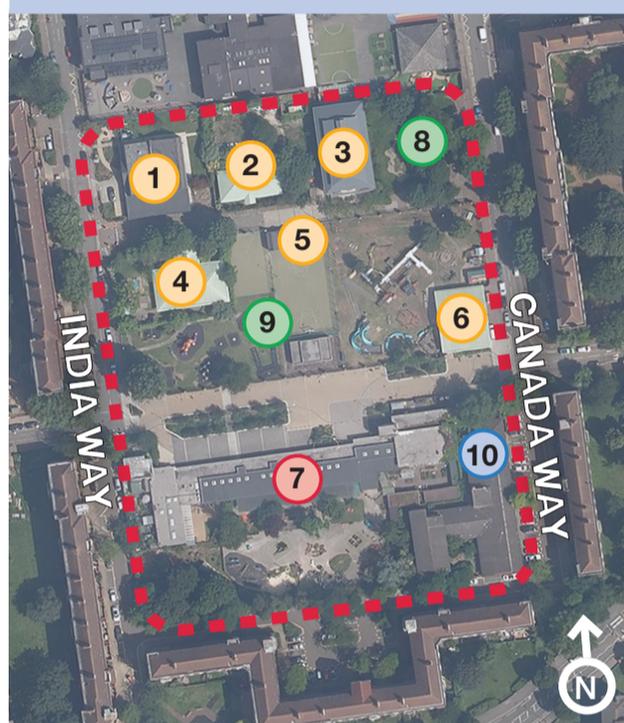


Call: 020 3735 7629

Message: 0333 090 9145

Email: whitecity@make-good.com

How can we create space for new homes and keep what matters?



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

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

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

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 White City Adventure Playground

7 R. Beresford Early Years Centre

8 Outdoor Gym

9 Sports Pitch & Playground

10 Disused Health Centre

We will work with you to decide the location and heights of new buildings over the next few months. Our studies suggest open courtyard blocks of 5-7 storeys at least 18-24m apart, could create the homes needed. Come to our next workshop or drop-ins to find out more.

How you can get involved (see back for more details)



Drop-in + craft and planting activities

Fri 04 June & 18 June 3-6pm
Bridget Joyce Square

Get creative, do some community planting and find out more about the project.



New buildings and streets workshop
Tuesday 08 June 5-7pm

Our Lady of Fatima Community Hall
Commonwealth Ave, W12 7QR

We want to know how you want new buildings and streets to look and feel. We will be discussing: **building heights, materials, planting and more.**

Register and find out more: bit.ly/whitecitycentral

Commitments to genuinely affordable homes for local people

The borough has 2880 people on the waiting list for social homes - including 220 who live on White City Estate.

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

A co-produced local lettings policy will make sure that local residents with housing needs will be given priority. Swapping within existing housing will be possible.



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

What we mean by 'genuinely affordable'

'Social rent' is a new genuinely affordable rent set by the Mayor.

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

The Council have a target of providing 'social rent' tenancies that are as close as possible to council rental agreements.

2021-26 'Social Rent' Target to be close to council rent

Existing council rent e.g. £121 pw

2011 definition 'Affordable' 80% market e.g. £347 pw

Existing local market rent e.g. £434 pw

Examples of average local 2 bed homes. Rents are not fixed, change with inflation.

Making it easier to buy a home

London Living Rent is available to households earning below £60k p/a who cannot afford to buy locally. They pay reduced rent for max 10 years in order to save for a deposit.

Savings can help buy the rented home, have priority on a shared ownership elsewhere or buy elsewhere privately.

Shared ownership allows local households earning below £90k p/a to buy a share of a newly-built home. You can buy more shares over time to reduce rent paid, or sell the property, and keep the percentage of property's current value that you own.

London Living Rent e.g. £240 pw 2 bed

Shared Ownership Buy 10-75% Pay rent on remaining

Feedback from our latest workshops and drop-in



36 people came to our May 4 online workshops, we spoke to 62 at our 11 May drop-in to tell them about the whole site approach.

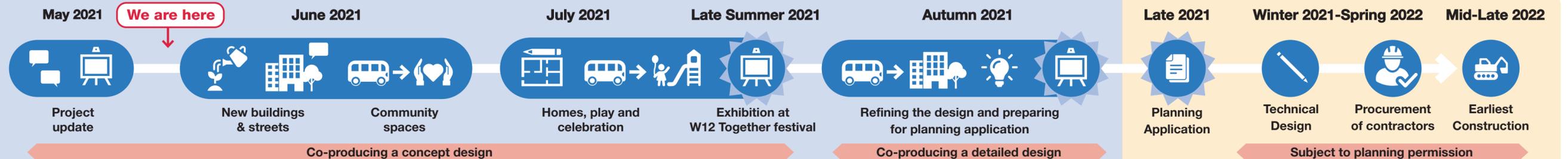
Many were reassured by the genuinely affordable homes and that existing services would be upgraded and protected. Some were keen to know more about heights, locations and how new buildings would look, as well as the potential impact on parking, maintenance, and construction on local residents and services.

Come to our next workshop 'New buildings and streets' Tues 08 June to find out more. See back for more details

See the full project update on display in Bridget Joyce Square or go online: bit.ly/whitcitycentral

Estimated Timeline

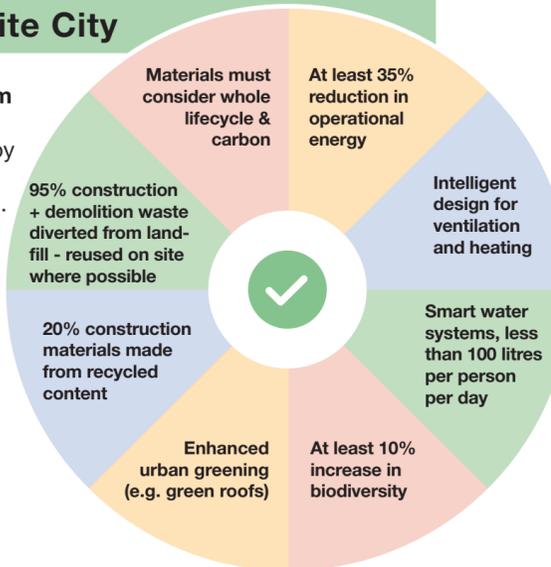
We will look at a different themes and offer different ways to get involved, and have your say. See back page for dates and details.



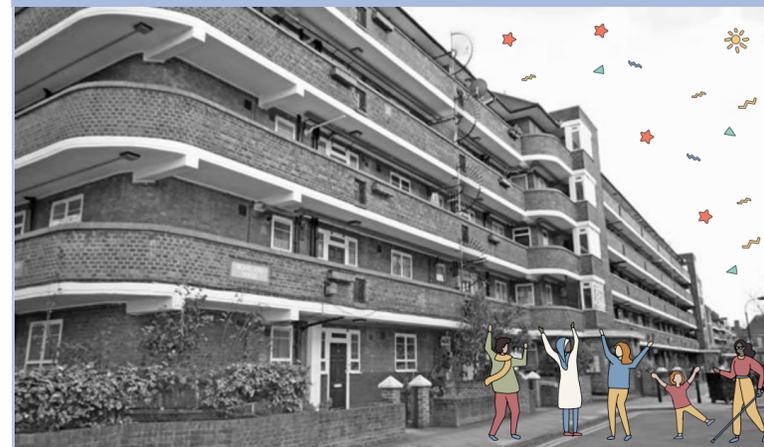
Creating a greener future on White City

These are the minimum environmental targets that must be achieved by this project in order to get planning permission.

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



Celebrating White City Estate past and present



We are collecting local people's memories, stories, poems and photos to put on an exhibition celebrating the past present and future of White City Estate. We would love it if you could contribute!

We've already heard some amazing memories of the area - including visits to the old open-air swimming pool and the discovery of an unexploded WW2 bomb at the Adventure playground!

If you have a story to tell, or any old images you'd like to contribute get in touch or share them online: bit.ly/whitcitymemories

Call 0333 090 9145 or Email: whitecity@make-good.com

Word on the street



We've spoken to hundreds of local people on the street and online since September 2020 to make sure that people know what is happening, how they can be involved and to hear their priorities.

Here are some quotes from your neighbours:

"The central area is an amazing resource for families - open space, play, childcare and family support are really well used and needed."

"I want to know how tall the buildings are going to be and how close to the existing blocks and what impact it will have on views and daylight!"

"Keep White City affordable and livable for local social housing residents."

"There are many families in overcrowding who have been waiting for housing many years. Covid has made that even harder so if this project can help them that would be very good."

"Change can be positive if you can keep things that are important and make them better for the future."

Local people need housing and as long as it is actually affordable and not too tall then it's all good."

You can read the report of the first stage of our work online at: bit.ly/WCCreport



June activities calendar

All activities will comply with COVID19 guidance

Fri 04 June 3-6pm	Half term pop-up planting and crafts in Bridget Joyce Square. Come along and help us create a green wall. <i>Bring a clean empty tin can!</i>
Tues 08 June 5- 7pm Lady of Fatima Community Hall, W12 7QR	New buildings and streets workshop We want to know how you want any new buildings and streets to look and feel. We will be discussing building heights, materials, planting and more. <i>Limited spaces - please register.</i>
Fri 18 June 3-6pm	Planting + Drop-in: We will be displaying the content from the buildings and streets workshop in Bridget Joyce square and doing some gardening.
Date to be confirmed	Trip to Sands End Community Centre: We want to take residents to see a local example designed by your architects; Mae, to discuss how your new community spaces could look and work. <i>Please get in touch to book your place.</i>

Find out more and register: bit.ly/whitecitycentral

Celebrating the Community Centre



"White City Community Centre was a vibrant hub running many health & wellbeing activities for the community prior to the first lockdown in March 2020.

With the effects of furlough and job losses, and food poverty increasing at an extraordinary rate, we recognised the need to set up an emergency food distribution service along with our Community & Maternity Champions project.

This gave residents of White City and the surrounding areas a food parcel every week through generous food donations by various organizations. We are currently reaching over 160 residents and families each week. We also try to lift people's moods by having entertainment on the grounds of the centre."

Mary Hennessy, Centre Manager

The Centre is also being used as a vaccination hub for the Covid-19 vaccines which is now rapidly becoming known as the 'Jab and Eat Centre'. **The Community Centre will be opening up in line with government guidance.**

If you are interested in attending workshops or coffee mornings or joining the Community and Maternity Champions team, please contact carmella@upg.org.uk for more info.

Call or go online for the latest: 020 743 4545 | upg.org.uk
Twitter @ParkviewCommun1

Translation and alternative formats:

Translation? Tarjumaad? ترمجرت
Tradução? Tłumaczenie? Traducción?
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Large print, any other alternative formats or additional support.

☎ 020 3735 7629

✉ whitecity@make-good.com

Interview with Fr Richard Nesbitt Chair of the residents advisory panel



Father Richard Nesbitt has lived on White City Estate for 8 years and is the reverend of Our Lady Fatima Church. He has been very involved in this project and was recently nominated as Chair of the resident Advisory Panel.

Why is this project so important for White City?

This is a once in a generation, correction - once in several generations (!), opportunity to provide the truly affordable housing which local White City residents so badly need. As well as creating new housing, the project will allow elderly or disabled residents currently living several floors up with lifts that often don't work and families living in over-crowded conditions to be offered more suitable accommodation within the estate.

What message would you like to pass on to the members of the community? Why should they get involved?

We have seen too many local development projects which have brought little or no real benefits to the White City Estate community, despite lots of promises. This project is different - it is a truly resident-led project specifically designed to bring long-lasting benefits to our community. As well as the new housing, the project also aims to reimagine and improve the community facilities and spaces on the estate. So we need your voice and your passion to help shape this new chapter in the story of our estate. And the time to get involved is now!

What future visions for you have for the project?

At our last meeting, one resident said: "It's time for the White City Estate to shine again!" Amen! My hope is that this project will not only ensure the long-term survival of the estate, but will also allow us, through its core ideas of environmental sustainability, inclusion for people of all needs and vibrant communal spaces, to really be a beacon of resident-led, resident-focused community life in London. Let White City shine brightly for all to see!

Contact the residents advisory panel: WCEPanel@gmail.com

Get in touch to find out more

make:good are leading on the community engagement on the project. Contact Jasper or Fanechka to get involved:

☎ **Phone: 020 3735 7629 sms: 0333 090 9145**

✉ **Email: whitecity@make-good.com**

➔ **Visit the website: bit.ly/whitecitycentral**

You can also contact **Ayesha from the Council**, who is the project development manager:

☎ **Phone: 0782 7842 710**

✉ **Email: Ayesha.Ovaisi@lbhf.gov.uk**

Cllr Max Schmid is your ward councillor and is actively involved in the project and wants to make sure it works for local residents:

✉ **Email: max.schmid@lbhf.gov.uk**