



## RE-IMAGINING WHITE CITY CENTRAL

Hammersmith & Fulham Council want to explore how parts of the central area of White City Estate (between India Way, and Canada Way) could be re-designed to provide new homes for local people. We want to speak to local people about how we could re-provide and improve community facilities in order to do this.

- **This project does not propose demolition of any existing homes on the estate.**
- **The plan will be co-produced with local people. Your priorities will help shape what happens in your area.**
- **Subject to extensive consultation and planning permission, building work would not start before 2022.**

Throughout this process we are committed to **informing** you about what is happening, we will provide you with lots of opportunities to get **involved** and through this ensure you have **influence** over the future of the neighbourhood.



## COMING UP THIS AUTUMN:

### INSIDE THIS ISSUE

- About the project
- The aims & opportunities
- Meet the team
- Ways to get involved

### KEEPING SAFE

At all of our events team members will be wearing protective visors, social distancing and there will be plenty of hand sanitiser available.

### GET INVOLVED!

➔ [bit.ly/whitecitycentral](https://bit.ly/whitecitycentral)

☎ 020 3735 7629

✉ [whitecity@make-good.com](mailto:whitecity@make-good.com)



### WEEKLY POP-UPS

Tuesdays | 3-5pm  
Various locations

Members of the Design Team will be popping up in different locations to learn from you about the area.

**Meet outside the Community Centre, 3pm, Tue 15 Sept to give us a guided tour.**



### MEET THE TEAM EVENT

Tue 22 Sept | 3-7.30pm  
Community Centre

We will be hosting a socially distanced event, at the White City Community Centre where you can meet the team, find out more about the project and share your priorities. Content will also be available online.



### COMMUNITY VISION WORKSHOP

Tue 06 Oct | 6-7.30pm

We want to understand local people's priorities for better community spaces in the future.

**Your feedback will help shape the brief we create for White City Central, and inform the design.**

GO ONLINE TO RSVP FOR ACTIVITIES, SHARE YOUR IDEAS & FIND OUT MORE



## HOW THE AREA IS USED NOW:



## ABOUT THE PROJECT

We are re-thinking how the above space, between India Way and Canada Way, could work. Some of the plots within the area are not currently in use, whilst others provide brilliant services to the local community. **We want your help to understand how it could be better.**

This isn't about removing homes or facilities but, **combining new homes with better facilities** for the community. We want to invite local groups and businesses in and we aim to replace the existing facilities in a diverse and innovative new **mixed use heart of the estate.**

The plan for this area isn't set. The character, quality and scale of what could happen **will be influenced by local people's feedback**, as well as in-depth conversations with key organisations and groups in the area. We want to know your priorities for the area now and in the future so that we can **co-create a community brief.**

With your help, **between now and Christmas** we will be doing a 'Feasibility Study.' This means **trying out ideas, getting your feedback and finding out what is possible** before proposing a plan to the council's development board.

## THE AIMS & OPPORTUNITIES

The plan is not set! We want to **co-produce a community brief with local people.** There is a real opportunity to be part of something that makes the area better for local people now and in the future. **Your priorities will shape the plan in order to deliver the following aims:**



**GET INVOLVED!**

**RSVP FOR UPCOMING EVENTS & SHARE IDEAS**

➤ [bit.ly/whitecitycentral](https://bit.ly/whitecitycentral)

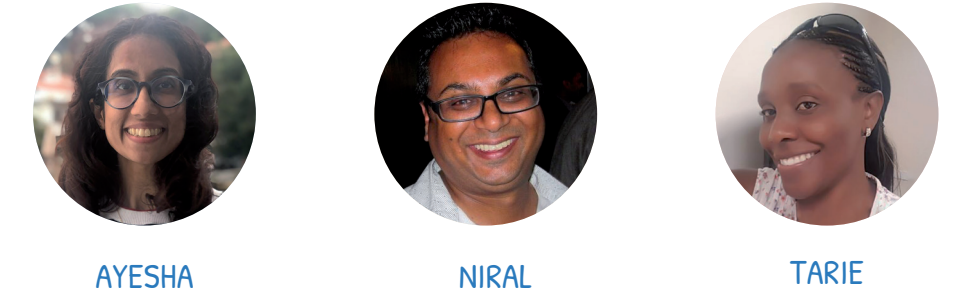
☎ 020 3735 7629

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## MEET THE TEAM

These are some of the faces you are likely to see on the project so do come and say hi! Members of the team will be out and about in the area every Tuesday from 15 September, 3-5pm as well as at the meet the team event at the Community Centre on Tuesday 22 September 3.30pm-7.30pm.

### HAMMERSMITH & FULHAM COUNCIL



"The Council are excited to appoint the White City Central Design Team. The team are made up of different experts in the fields of architecture, community participation and construction. They will work with us and you, to explore different ways of rethinking the central area of the estate to create more homes and spaces for the whole community to enjoy."

### MAE ARCHITECTS



"We are an architecture practice that is passionate about involving local residents in the design process. We believe in creating high quality spaces for all and our work strives to have a positive impact on both people and planet."

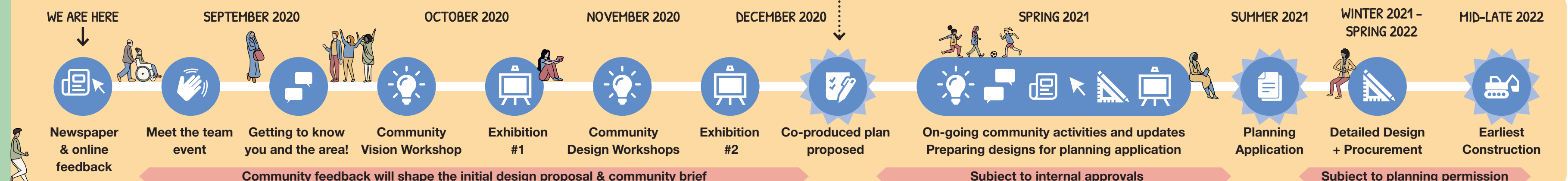
### MAKE:GOOD



"By working with and listening to communities we help them shape change in their area. We aim to make sure that as many local people as possible understand a project and are able to be involved in a way that suits them. We share feedback with the design team, and share it back to the community to make sure we're hearing it right."

## INDICATIVE TIMELINE

This shows some of the key stages of the project, how you can be involved and when you can expect key updates and decisions. **Timings may change, and we will keep you updated.**





## AUTUMN 2020 CALENDAR OF EVENTS

<b>Tuesday 15</b> September <b>3-5pm</b>	<b>Resident led walkabout -</b> Meet outside the Community Centre at 3pm to give us a guided tour of the area.
<b>Tuesday 22</b> September <b>3-7.30pm</b>	<b>Meet the team - Community Centre</b> Find out more about the project and share your priorities, ideas and concerns.
<b>Tuesdays</b> <b>3-5pm</b>	<b>Weekly pop-ups - Various locations</b> We will be out and about in the local area to get the word on the street.
<b>Tuesday 06</b> October <b>6-7.30pm</b>	<b>Community vision workshop - Community Centre</b> Share your priorities and influence the brief for what happens on the project.
<b>Tuesday 20</b> October <b>TBC</b>	<b>Resident advisory panel meeting - TBC</b> Meet with the design team to discuss project progress and give your insights.
<b>Sat 24 Oct</b> 12-4pm <b>Tue 27 Oct</b> 4-8pm	<b>Drop-in exhibition #1 - Community Centre</b> See possible options and the first draft of the community brief. This event will be repeated on Saturday 24 and Tuesday 27 October.

**RSVP ONLINE: [bit.ly/whitecitycentral](https://bit.ly/whitecitycentral)**

## JOIN THE RESIDENT ADVISORY PANEL



The panel will meet with the design team and the council and act as a sounding board for the project, making sure that residents voices are heard in the process.

White City is a hugely diverse area, and this is part of what makes it amazing. We are actively recruiting members and want the panel to represent the community so please get in touch to find out more!

☎ 020 3735 7629

✉ [whitecity@make-good.com](mailto:whitecity@make-good.com)

## WE MEAN EVERYBODY!



We are committed to making sure that everyone has an opportunity to participate in this project and want to make sure that people of all abilities and backgrounds can share their insights.

**If you or anyone you care for have a disability, or additional needs, please get in touch** and we will arrange a call to understand how we can better understand your experience of the area and priorities for change.

GET INVOLVED,  
FIND OUT MORE &  
HAVE YOUR SAY!

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## JARGON BUSTING WORDSEARCH

Y B M X N M O A O P H S P S  
P T W I N O G U H J E N U A  
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**MIXED-USE:** A development which combines different functions such as housing, education and community use in the same space.

**FEASIBILITY:** A study used to determine what is possible on a site testing a number of design options.

**VIABILITY:** A cost-related study of whether a project is possible, and how to make it work in budget.

**PHASING:** The order in which buildings might be taken down or rebuilt.

**ACCESSIBILITY:** The ability of all people to move around an area and reach places and facilities easily.

**PLANNING:** A proposed design can only be built if the Council grants formal planning permission.

**DENSITY:** The number of homes compared to the size of the land being built on - set by the Mayor.

**PROCUREMENT:** The process through which the Council finds all the different experts needed to get something built.

**RIBA STAGES:** used by architects to plan the steps of designing and building new spaces.

**SUSTAINABILITY:** Building spaces that meet the needs of the present generation whilst considering future impact on environment and place.

## PEOPLE MAKE A PLACE SHARE YOUR STORY!



We hope you like our newspaper! We want to include local stories and memories about the area as well updates about the project. **We aim to celebrate all things about White City Estate and that starts with you.** Please submit something you want to feature in this newspaper. We want to hear about the stories of the estate that make it special. It's past, it's present and it's future.

**Send us a story, a recipe, a photo, a drawing, a song anything that you think tells us about the real identity of the estate.** Over the coming months we'll be collecting all this rich heritage and then working with you to tell the totally unique story of this place.

### TRANSLATION SERVICES

We are looking for local people who can offer translation in Somali, Arabic or Filipino in order to assist people who need support understanding the project.  
**Get in touch to find out more!**

Tarjumaad? ٲمآرت Tradução?  
Tłumaczenie? Traducción?  
Pagsasalin? Traduction?

**LARGE PRINT?**

☎ 020 3735 7629