

POLICY GG5 Growing a good economy

1.4.8

London has lost 30% of London's and 16% of the UK's vital exhibition space. This must be replaced.

Earl's Court is synonymous with exhibitions and the loss of Earl's Court Exhibition Centre has not only damaged our economy but torn the heart out of the area.

The Exhibition Industry appears to be unappreciated and its importance subsumed in the minds of some as meetings and tourism. It is a highly successful industry in its own right which is not subject to government subsidy and whose members create and host world-class events in the UK and around the globe.

The Association of Event Venues, the Association of Event Organisers (AEO) and the Event Supplier and Services Association are undertaking a programme of research into the size, scale and characteristics of the UK exhibitions sector and published a report in February 2018 called 'The Size and Scale Index for Events (SASiE) in 2016'.

According to this report, exhibitions are broken down into a number of categories, these include, and I quote:

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An exhibition organiser – a company or individual that rents venue space for an exhibition and resells that space to exhibitors or exhibition participants.

According to the SASiE 2016 report there were an estimated 948 exhibitions hosted by the UK's main exhibition venues. Trade exhibitions accounted for 45% of these, with consumer events at 44% and conventions with a large exhibition element at 11%. The number of events was up 9.7% in 2016 compared to 2015.

There were approximately 8.6m visitors across exhibitions at UK venues with consumer exhibitions accounting for over 70% of visitors and trade exhibitions accounted for 25% of visitors.

The exhibitions sector represents over £11bn of the total £39.1bn of the event sector, as described by the Business Visits and Events Partnership.

Exhibitions are evolving from simply buyer meets seller gatherings to importance given to education, product demonstrations, hands-on product testing, peer-to-peer networking and

entertainment. And this trend covers both consumer and trade shows - they are becoming more of an all-encompassing experience.

The Leisure sector was the largest generator of exhibitions which includes sub-sectors such as sports, arts, recreation, hobbies, books, crafts etc.

This was followed by Lifestyle and the Medicine/Healthcare and Pharmaceutical sector (both approximately 9%).

Consumer exhibitions were strongly orientated to the Leisure sector (accounting for 43% of consumer exhibitions). Trade exhibitions covered a broader spread of sectors.

The AEO is the trade body representing companies that conceive, create, develop or manage trade and consumer events. The AEO informed us that, in 2014, before its demolition, Earl's Court Exhibition Centre provided 30 per cent of London's vital exhibition space, and 16 per cent of that in the UK.

At 40,000 sq m Earls Court Exhibition Centre was a Primary Venue which is a venue hosting a high volume of exhibitions, accounting for all or the majority of their turnover. Current examples of Primary Venues include the NEC in Birmingham, ExCel London, Olympia London and Scottish Event Campus.

Acknowledgment of the importance of the exhibition industry was made on page 8 of the RBKC Local Plan 2015, with a foreword by Council Leader Paget-Brown, where it stated: "Earl's Court will remain the location for a large convention centre or exhibition function."

However a year later the building's primary purpose had changed and Earl's Court was no longer designated as the location. It appeared in the RBKC Local Plan Partial Review Draft Policies Regulation Consultation dated 18 October 2016 as follows:

8.4 Priorities (Objectives and actions to deliver the aims)

"Provide a replacement cultural destination within the Earl's Court and West Kensington Opportunity Area."

In January 2017 RBKC Council approved Capco's 'Exhibition Square', which is to stand on the former site of the iconic grand façade on Warwick Road. There will be a mix of gardens, a hotel, offices, retail space and a cultural venue. This cultural venue will offer a staggeringly small 644 square metres with two minor side pavilions. This is not a destination location to replace the loss to our London and national economy of the Earls Court Exhibition Centre which was 40,000 sq m.

Appropriating place names and trumpeting a few "art-moderne" touches on buildings in no way can compensate for the cultural, business and economic powerhouse that was Earl's Court.

Developers who demolish our heritage and pay superficial homage to our architectural history should have no place in our capital city.

With Earls Court 1's capacity of 20,000 and Earls Court 2's capacity of 10,750, their high-profile programme of events and iconic architecture, the multi-purpose centre of excellence that was Earl's Court 1 & 2 was synonymous with myriad activities that directly and indirectly drove commerce, enriched our culture and, by extension, grew the UK's **soft power**.

Culture: Drawn to its sheer scale, edgy attitude and peerless rock 'n' roll pedigree, a broad spectrum of artists chose to play this impressive arena. The Rolling Stones, Queen, Madonna, David Bowie, Led Zeppelin, Elton John, Prince, Bob Dylan, George Michael, Oasis and the Pet Shop Boys all performed there. The venue continued to inspire and attract major modern influencers such as the Arctic Monkeys and Calvin Harris – global ambassadors of British musical excellence. Further underscoring the venue's role as a "must-play" global titan, World Music Award-winning artist Avicii and also Tiesto played Earl's Court before it closed and the Victoria's Secret Fashion Show was broadcast to a world-wide audience in the final weeks of the venue being open. Showcasing British talent in depth, opera on a grand scale and hosting the BRIT Awards were further examples of the breadth and scope of Earl's Court's universal appeal.

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A vital international hub for the exchange of ideas and contracts, the halls staged prestigious exhibitions such as 100% Design, the London Book Fair, the Motor Show and Eurogamer Expo. It was a shop window for British excellence.

Sport: Earl's Court 1 hosted numerous internationally screened sporting events including boxing and wrestling. The ultimate accolade was its selection as a London 2012 Olympic venue for the second time in its history – chosen, according to Lord Coe, then chairman of the London Organising Committee for the Olympic Games, for its prime west London location and excellent transport links. Moreover, in March 2014 Earls Court 2 hosted the World Tennis Day Show Down, where Pete Sampras, Andre Agassi, Pat Cash and Ivan Lendl revived their epic Grand Slam rivalries. As the choice of champions, its appeal nails the convenient lie peddled by vested interests that Earl's Court was somehow no longer fit for purpose. The Earls Court Exhibition Centre could have been refurbished to continue offer not only state-of-the-art exhibition facilities but to showcase many indoors sports at the highest level.

Although ExCel and the NEC are 100,000+ square metre venues, there are only 52 weeks in the year – and similar themed shows can only run at least three months apart in the same venue.

International visitors have complained that there is no infrastructure around ExCel and that it takes too long to vacate the venue. They want to be where the hotels and restaurants are.

According to a Capco spokesman, it invested £30 million in the Olympia Exhibition Centre. The venue was used as a convenient excuse by some pro-demolition supporters who argued that Earl's Court was "past its sell-by date" and that there was still Olympia.

In April last year, Capco sold its Olympia venue to a consortium of German institutional investors so they could initially repay bank debt. It has been reported in the exhibition industry press that the new owners intend to maintain the venue for exhibitions, and we hear that they have ambitious plans for Olympia.¹

This is to be welcomed. However, once more, pro-demolition supporters are using enthusiasm for Olympia as a venue to support their argument for losing Earl's Court.

Olympia is **not** an alternative venue to Earl's Court 1 and Earl's Court 2 as currently the event-organising community is seeking more exhibition and event space.

With the loss of the Earl's Court Exhibition Centres, basic economics shows us that venue rates in London will increase due to the reduced supply and growing demand.

We have been informed by the AEO that it strongly supports the retention, refurbishment and development of viable venue space in the UK including in London, and that, since the closure of Earl's Court and migration of events to Olympia and ExCeL, choices for organisers of suitable space at suitable times is limited.

Before Earl's Court closed in December 2014, figures from the AEO had the UK at just 5 per cent of European exhibition space, compared with 22 per cent in Germany, 14 per cent in Italy, 13 per cent in France and 10 per cent in Spain. London's largest venue (ExCeL) was only the 36th biggest in the world.

By contrast, current figures show that Milan, Paris and Barcelona all have venues in the world's top ten: ²

- Hannover MesseGelande, Hannover, Germany (496,000 square metres)
- National Exhibition and Convention Center, Shanghai, China (400,000 square metres)
- Frankfurt Main MesseGelande, Frankfurt, Germany (367,000 square metres)
- Fiera Milano, Milan, Italy (345,000 square metres)
- China Import and Export Fair, Guangzhou, China (340,000 square metres)
- Koln MesseGelande, Cologne, Germany (284,000 square metres)
- Dusseldorf MesseGelande, Dusseldorf, Germany (262,000 square metres)
- Paris Nord Villepinte, Paris, France (242,000 square metres)
- McCormick Place, Chicago, USA (241,000 square metres)
- Fira Barcelona, Barcelona, Spain (240,000 square metres)

Lord Coe guaranteed an Olympic legacy for all the venues and communities that supported the Games – a promise that now rings hollow and must be addressed as a matter of principle and fairness in relation to Earl’s Court.

In an interview with the Evening Standard on 8th May 2017, Lord Coe said: “I do think, like all cities, you need to keep moving forward because it’s very competitive out there. European cities who haven’t re-engineered themselves have really struggled.”

The new London Plan can play a crucial part in ensuring that the promised Olympic legacy for Earl’s Court materialises and that a “re-engineering” of the Earls Court Masterplan is undertaken that helps London and the UK bolster their competitive advantages in exhibitions and events. We call for a significant, world-class multi-purpose green venue to be built on the site of the Earls Court Masterplan, capable of generating overnight stays to help the local night time economy including hotels and revive the area’s global brand.

¹ <http://www.exhibitionworld.co.uk/2017/04/11/german-investment-firm-acquires-londons-olympia/>

² Figures from [http://www.eventmanagerblog.com/10-massively-cool-exhibition-venues\)](http://www.eventmanagerblog.com/10-massively-cool-exhibition-venues/)

Submitted on behalf of Save Earl’s Court Campaigners and Save Earl’s Court Supporters Club

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1.4.9

We call upon the Mayor of London to support the building of the world’s greenest venue on the site of the Earls Court Masterplan. An international architecture competition should be launched to design a multi-purpose, green venue featuring exhibitions, music, cultural and sporting events. Tendering and procurement processes should be open and transparent with materials sourced in an environmentally, socially just and sustainable way.

We propose that a replacement venue for the Earls Court Exhibition Centre should be green from scratch and our aim is that it would be rated world class and be included in the World Green Venue report at number one.

The World Green Venue report is “an industry-wide initiative to provide benchmarking data, catalyse best practice and stimulate competition around global convention and exhibition centre sustainability.”

Best practice sustainability tools should be used to rate the venue in its design and construction and these should be regularly audited and reviewed by a truly independent auditing and enforcement regime. Considerations such as access to transport and amenities for the overall Earls Court Masterplan must also be taken into account.

The Earl’s Court Exhibition Centre was granted a Certificate of Immunity from Listing by Historic England – local and national government signed its death warrant. Its loss to the local community is immeasurable and, given the foregoing, we want to “future proof” the

venue so that it is registered as an Asset of Community Value from the outset. It should also be stipulated that the venue could not be sold on or have a change of use or purpose.

We welcome the fact that Mayor Khan has committed to the principle of Agent of Change as this will be relevant to our proposed new venue.

We would also like to see community passes for certain events held at the venue so that it is perceived as being a vital community asset to help it avoid a similar fate to the Exhibition Centres in the future.

The venue should have in-built flexibility in its design so it can be easily configured inside and out for various types of events.

An international architecture competition to design the venue should be launched to attract the best talent, and this would also help raise the profile of the project.

We must ensure that the Earl's Court global brand and heritage is genuinely at the heart of the new venue and that it is carefully rejuvenated.

It should be a multi-purpose venue featuring exhibitions, cultural and sporting events. In keeping with the Olympic heritage of the site and the promised Olympic legacy, the venue and the surrounding area must have space available to stage the Olympics again.

Exhibition space must not be an add-on but an integral part of the venue. Its importance to our economy and to the history of the site must not be overlooked.

There was no Area Action Plan for the Earl's Court Masterplan. Any review must include one to ensure that the impact on residents and businesses of a revised plan, including our venue, are appropriately examined.

The Earl's Court iconic neon signage and original friezes should be prominently used on and/or within the new building. The neon signs and friezes are currently being stored by developer Capco.

“Earl's Court” would be incorporated in our venue's name to continue the area's legacy.

The venue should be built with the best possible access to public transport so this would be on the former Earl's Court 1 site or very close by. This location has the excellent transport links and accessibility of the Overground, National Rail services and tube at West Brompton as well as the nearby Earl's Court tube station – Warwick Road exit.

After World War II, the German government used the exhibition industry to rebuild the economy. Major exhibition venues in Germany are publicly owned and on public land. We have contacted AUMA, the Association of the German Trade Fair Industry to find out more.

Public body Transport for London has a joint venture with Capco on the site of the former Exhibition Centre yet are a minority shareholder at 37 per cent. Further development is mooted for TfL's Lillie Bridge depot land. With a review of the Earls Court Masterplan there

would be an opportunity for the London Assembly to investigate how our proposed multi-purpose venue would benefit the public purse if London followed these German cities' example.

AUMA have kindly shared the following information:

Ownership structure/Shareholder of German Trade Fair Companies

Trade fair companies*	City %	Federal State %
Messe Berlin GmbH, (trade fair organiser) <u>Hall owner:</u> Federal State of Berlin	-	99.7
Messe Düsseldorf GmbH (trade fair organiser and hall owner)	76.5	20
Messe Essen GmbH, (trade fair organiser and hall owner)	79.97	-
Messe Frankfurt GmbH (trade fair organiser and hall owner)	60	40
Hamburg Messe + Congress GmbH	-	100
Deutsche Messe-AG, Hannover (trade fair organiser and hall owner)	49.83	50.0
Köln Messe GmbH (trade fair organiser and hall owner)	79.025	20
Leipziger Messe GmbH (trade fair organiser and hall owner)	50	50
Messe München GmbH (trade fair organiser and hall owner)	49.9	49.9
Nürnberg Messe GmbH (trade fair organiser and hall owner)	49.967	49.967
Landesmesse Stuttgart GmbH (organiser)	50	50
Projektgesellschaft Neue Messe GmbH&Co. KG (hall owner)	45	45

(Update 10/2014)

* Remaining percentage others, for example Chamber of Industry and Commerce, Chamber of Handicrafts

A current example in the UK of a multi-purpose venue owned by the local authority (with its own exhibition space opened in 2015) is the ACC Liverpool.

Our Earls Court: Rescue, Recovery Renaissance report (published June 2017) explained how our green venue would fit into the surrounding area and local community projects.

The aim is for green aspects to be built into the building design from the word go, so that the building can be a world-class example of green building design. It would be a hub for local green initiatives, building on what has already happened in the area and gaining from local projects – so that the two reinforce each other.

There are great examples of green buildings around the world that this project takes inspiration from. The materials would all be sourced in an environmentally and socially just and sustainable way. Some ideas for how the building could be green follow.

Solar panels

There is currently a gap of community energy projects in West London, but there is lots of enthusiasm and support around for these projects. In terms of the time frame, it would be ideal if local people set up projects to install solar panels on schools and other community buildings in the Earl's Court area in the next five years or so. Then the proposed venue could build on this by having solar panels installed using the community share offer model, and then go on to act as a hub from which other local projects could spring.

Community Energy London is a newly formed network of community energy and fuel poverty projects in London, which has seen groups from across the capital come together to support each other, help set up new local groups and try to get more support for the development of community energy in London. Part of this ever-growing network, South East London Community Energy (SELCE) is a community energy group installing solar panels on community buildings in south-east London, as well as delivering energy advice to address fuel poverty. SELCE's two community share offers have been a success. The community renewable energy model works, with solar, wind and other successful projects all around the UK.

Community Energy England is a representative body for community energy organisations developing renewable energy and energy efficiency projects and those that support and work with them. It provides a forum and voice for experienced community groups and supports new projects to get going. This sector is strengthening by the day, but more local projects are needed.

Anaerobic digestion and food waste

As an example, the Birmingham NEC has built an anaerobic digestion plant less than four miles away from the venue. Over 120 tonnes of food waste from the NEC is delivered to the plant each year, where it is converted to energy to power local homes. The Earl's Court venue could do something similar.

Living walls/urban food growing

This is becoming more and more popular as the need for urban food-growing increases. Living walls provide many added benefits, such as sound insulation, structural protection and improvements to air quality. London boasts the tallest example in Europe in Homerton, east London – a 14-storey high apartment building on Digby Road that features a 220-square-metre living wall with more than 24,600 plants.

There are many more things that could be incorporated into the design, such as edible roofs and rain-water collection. Further research will be conducted to see what makes sense for the building in terms of its exact location, size etc.

Submitted on behalf of Save Earl's Court Campaigners and Save Earl's Court Supporters Club

Policy HC5 Supporting London's Culture and Creative Industries

7.5.2

Empress Place in the London Borough of Hammersmith and Fulham is under threat of demolition by Earls Court Properties Plc who last year wished to include it in the Earls Court Masterplan but instead the Council granted “meanwhile use” to keep the Prince of Wales pub and adjacent shops open on a pop up basis for 3-5 years. Thanks to a robust, resident-led campaign, the Prince of Wales pub has been nominated as an Asset of Community Value.

Empress Place is part of what local campaigners call the “Lillie enclave”, which they want to preserve as a conservation area.

This pretty terrace along with its adjacent parade of shops (designed by architect John Young) and two pubs should be preserved to be the gateway to a “commercial and cultural quarter” on the Earl's Court Masterplan.

More and more artists and small businesses are being displaced by developments or find it difficult to make the leap from a small space such as a railway arch to something affordable. Therefore we envisage a genuinely affordable provision of space that is linked to the venue and accessed via Empress Place.

A current example of artists and artisans being displaced is the plight of the occupants of the Old Gas Works in Fulham. 120 creative enterprises were evicted at the end of 2017.

The importance of creative enterprises to London's economy is recognised in the GLA's Creative Industries Working Paper 2015. This informs us that in 2012 London's creative industries contributed £36.4 billion Gross Value Added (GVA) to the economy, 10.7 per cent of the total GVA for London.

Creative Enterprise Zones

The Mayor has put forward the possibility of setting up a number of Creative Enterprise Zones in London where creative industries would be defended and encouraged.

In our view one such Zone should be the Earl's Court and West Kensington Opportunity Area along with Earl's Court. This is due to the area's incredibly rich cultural history, its central location and excellent transport links. There is also the benefit of proximity and linkages to Olympia, Exhibition

Road and the new Design Museum. By doing so, it will help to restore creative and entrepreneurial capital in the area to serve London and the UK post-Brexit.

Learning Zones

We suggest a training hub for upskilling local people who wish to pursue a career with London Underground, which would be based at the Lillie Bridge depot's Ashfield House training facility which should not be demolished as part of the Earls Court Masterplan.

There would also be opportunities for apprenticeships as our proposed green venue's construction gets under way.

Few residents are aware of the work undertaken at the Lillie Bridge depot and therefore it is largely unappreciated by local residents. We suggest night-time visits to the depot – or “open nights” instead of “open days”.

We see real potential in assisting budding entrepreneurs by revisiting local history to inspire new businesses and giving them space within the Opportunity Area.

Women in brewing is a growing trend, so we can imagine botanical brewing given the brewing and horticultural history of the locality. Training links could be forged with the Institute of Brewing and Distilling.

Music Zones

The Mayor's January 2017 report entitled Rescue Plan for London's Grassroots Music Venues – Making Progress shows that such venues bring £92m to London's economy every year. They also support 2,260 jobs. On average, each venue spends some £500,000 on developing and showcasing new and emerging talent. London's grassroots venues pay around £2.8m in business rates each year.

We envisage a music zone from Earl's Court and across the Opportunity Area so as to include the legendary venue the Troubadour. The Mayor is committed to using the Agent of Change principle to protect music venues, clubs and pubs.

Submitted on behalf of Save Earl's Court Campaigners and Save Earl's Court Supporters Club

Chapter 12 Monitoring

M1

KPIs in the Draft London Plan do not include transparency and we call upon the Mayor to include transparency as part of the New London Plan's KPIs.

Lack of transparency has been an issue with the Earl's Court Masterplan. For example, Transport for London introduced a Private Bill in the House of Lords to enable it to enter into opaque, unaccountable limited partnerships with developers. Former TfL commissioner Sir Peter Hendy stated in a letter to Mick Cash of the RMT union dated 6th May 2014 that this

would have been the choice of joint venture vehicle for the Earl's Court development if TfL had the powers it was seeking.

Fortunately, after a long battle and strong opposition from concerned citizens, the RMT union and its parliamentary allies, the relevant clause in the Bill was withdrawn by TfL.

We suggest that the London Assembly liaises with organisations such as Transparency International, whose March 2017 report *Faulty Towers: Understanding the impact of overseas corruption on the London property market* was widely featured in the media as was its publication *Corruption on your Doorstep*, to arrive at KPIs for Transparency.

We also suggest that the GLA liaise with the NGO Open Contracting to make London the most open and transparent World City to do business in and to arrive at KPIs for Transparency.

The UK was an early open contracting innovator and supporter. In 2013, the UK endorsed the Open Contracting global principles in its second Open Government Partnership National Action Plan. In 2016, in its third Open Government National Action Plan, the UK committed: "To implement the Open Contracting Data Standard in the Crown Commercial Service's operations by October 2016; we will also begin applying this approach to major infrastructure projects, starting with High Speed Two and rolling out the data standard across government thereafter."

Submitted on behalf of Save Earl's Court Campaigners and Save Earl's Court Supporters Club

Save Earl's Court Campaigners & Save Earl's Court Supporters Club comments

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With the loss of the Earl's Court Exhibition Centres, basic economics shows us that venue rates in London will increase due to the reduced supply and growing demand.

We have been informed by the AEO that it strongly supports the retention, refurbishment and development of viable venue space in the UK including in London, and that, since the closure of Earl's Court and migration of events to Olympia and ExCeL, choices for organisers of suitable space at suitable times is limited.

Before Earl's Court closed in December 2014, figures from the AEO had the UK at just 5 per cent of European exhibition space, compared with 22 per cent in Germany, 14 per cent in Italy, 13 per cent in France and 10 per cent in Spain. London's largest venue (ExCeL) was only the 36th biggest in the world.

By contrast, current figures show that Milan, Paris and Barcelona all have venues in the world's top ten: ²

- Hannover MesseGelande, Hannover, Germany (496,000 square metres)
- National Exhibition and Convention Center, Shanghai, China (400,000 square metres)
- Frankfurt Main MesseGelande, Frankfurt, Germany (367,000 square metres)

- Fiera Milano, Milan, Italy (345,000 square metres)
- China Import and Export Fair, Guangzhou, China (340,000 square metres)
- Koln Messegelände, Cologne, Germany (284,000 square metres)
- Dusseldorf Messegelände, Dusseldorf, Germany (262,000 square metres)
- Paris Nord Villepinte, Paris, France (242,000 square metres)
- McCormick Place, Chicago, USA (241,000 square metres)
- Fira Barcelona, Barcelona, Spain (240,000 square metres)

Lord Coe guaranteed an Olympic legacy for all the venues and communities that supported the Games – a promise that now rings hollow and must be addressed as a matter of principle and fairness in relation to Earl's Court.

In an interview with the Evening Standard on 8th May 2017, Lord Coe said: "I do think, like all cities, you need to keep moving forward because it's very competitive out there. European cities who haven't re-engineered themselves have really struggled."

The new London Plan can play a crucial part in ensuring that the promised Olympic legacy for Earl's Court materialises and that a "re-engineering" of the Earls Court Masterplan is undertaken that helps London and the UK bolster their competitive advantages in exhibitions and events. We call for a significant, world-class multi-purpose green venue to be built on the site of the Earls Court Masterplan, capable of generating overnight stays to help the local night time economy including hotels and revive the area's global brand.

¹ <http://www.exhibitionworld.co.uk/2017/04/11/german-investment-firm-acquires-londons-olympia/>

² Figures from <http://www.eventmanagerblog.com/10-massively-cool-exhibition-venues>

Submitted on behalf of Save Earl's Court Campaigners and Save Earl's Court Supporters Club

We call upon the Mayor of London to support the building of the world’s greenest venue on the site of the Earls Court Masterplan. An international architecture competition should be launched to design a multi-purpose, green venue featuring exhibitions, music, cultural and sporting events. Tendering and procurement processes should be open and transparent with materials sourced in an environmentally, socially just and sustainable way.

We propose that a replacement venue for the Earls Court Exhibition Centre should be green from scratch and our aim is that it would be rated world class and be included in the World Green Venue report at number one.

The World Green Venue report is “an industry-wide initiative to provide benchmarking data, catalyse best practice and stimulate competition around global convention and exhibition centre sustainability.”

Best practice sustainability tools should be used to rate the venue in its design and construction and these should be regularly audited and reviewed by a truly independent auditing and enforcement regime. Considerations such as access to transport and amenities for the overall Earls Court Masterplan must also be taken into account.

The Earl’s Court Exhibition Centre was granted a Certificate of Immunity from Listing by Historic England – local and national government signed its death warrant. Its loss to the local community is immeasurable and, given the foregoing, we want to “future proof” the venue so that it is registered as an Asset of Community Value from the outset. It should also be stipulated that the venue could not be sold on or have a change of use or purpose.

We welcome the fact that Mayor Khan has committed to the principle of Agent of Change as this will be relevant to our proposed new venue.

We would also like to see community passes for certain events held at the venue so that it is perceived as being a vital community asset to help it avoid a similar fate to the Exhibition Centres in the future.

The venue should have in-built flexibility in its design so it can be easily configured inside and out for various types of events.

An international architecture competition to design the venue should be launched to attract the best talent, and this would also help raise the profile of the project.

We must ensure that the Earl's Court global brand and heritage is genuinely at the heart of the new venue and that it is carefully rejuvenated.

It should be a multi-purpose venue featuring exhibitions, cultural and sporting events. In keeping with the Olympic heritage of the site and the promised Olympic legacy, the venue and the surrounding area must have space available to stage the Olympics again.

Exhibition space must not be an add-on but an integral part of the venue. Its importance to our economy and to the history of the site must not be overlooked.

There was no Area Action Plan for the Earl's Court Masterplan. Any review must include one to ensure that the impact on residents and businesses of a revised plan, including our venue, are appropriately examined.

The Earl's Court iconic neon signage and original friezes should be prominently used on and/or within the new building. The neon signs and friezes are currently being stored by developer Capco.

"Earl's Court" would be incorporated in our venue's name to continue the area's legacy.

The venue should be built with the best possible access to public transport so this would be on the former Earl's Court 1 site or very close by. This location has the excellent transport links and accessibility of the Overground, National Rail services and tube at West Brompton as well as the nearby Earl's Court tube station – Warwick Road exit.

After World War II, the German government used the exhibition industry to rebuild the economy. Major exhibition venues in Germany are publicly owned and on public land. We have contacted AUMA, the Association of the German Trade Fair Industry to find out more.

Public body Transport for London has a joint venture with Capco on the site of the former Exhibition Centre yet are a minority shareholder at 37 per cent. Further development is mooted for TfL's Lillie Bridge depot land. With a review of the Earls Court Masterplan there would be an opportunity for the London Assembly to investigate how our proposed multi-purpose venue would benefit the public purse if London followed these German cities' example.

A current example in the UK of a multi-purpose venue owned by the local authority (with its own exhibition space opened in 2015) is the ACC Liverpool.

Our Earls Court: Rescue, Recovery Renaissance report (published June 2017) explained how our green venue would fit into the surrounding area and local community projects.

The aim is for green aspects to be built into the building design from the word go, so that the building can be a world-class example of green building design. It would be a hub for local green initiatives, building on what has already happened in the area and gaining from local projects – so that the two reinforce each other.

There are great examples of green buildings around the world that this project takes inspiration from. The materials would all be sourced in an environmentally and socially just and sustainable way. Some ideas for how the building could be green follow.

Solar panels

There is currently a gap of community energy projects in West London, but there is lots of enthusiasm and support around for these projects. In terms of the time frame, it would be ideal if local people set up projects to install solar panels on schools and other community buildings in the Earl's Court area in the next five years or so. Then the proposed venue could build on this by having solar panels installed using the community share offer model, and then go on to act as a hub from which other local projects could spring.

Community Energy London is a newly formed network of community energy and fuel poverty projects in London, which has seen groups from across the capital come together to support each other, help set up new local groups and try to get more support for the development of community energy in London. Part of this ever-growing network, South East London Community Energy (SELCE) is a community energy group installing solar panels on community buildings in south-east London, as well as delivering energy advice to address fuel poverty. SELCE's two community share offers have been a success. The community renewable energy model works, with solar, wind and other successful projects all around the UK.

Community Energy England is a representative body for community energy organisations developing renewable energy and energy efficiency projects and those that support and work with them. It provides a forum and voice for experienced community groups and supports new projects to get going. This sector is strengthening by the day, but more local projects are needed.

Anaerobic digestion and food waste

As an example, the Birmingham NEC has built an anaerobic digestion plant less than four miles away from the venue. Over 120 tonnes of food waste from the NEC is delivered to the plant each year, where it is converted to energy to power local homes. The Earl's Court venue could do something similar.

Living walls/urban food growing

This is becoming more and more popular as the need for urban food-growing increases. Living walls provide many added benefits, such as sound insulation, structural protection and improvements to air quality. London boasts the tallest example in Europe in Homerton, east London – a 14-storey high apartment building on Digby Road that features a 220-square-metre living wall with more than 24,600 plants.

There are many more things that could be incorporated into the design, such as edible roofs and rain-water collection. Further research will be conducted to see what makes sense for the building in terms of its exact location, size etc.

Submitted on behalf of Save Earl's Court Campaigners and Save Earl's Court Supporters Club

Page: [Policy GG5 Growing a good economy](#)

Section: [1.4.13](#)

Exhibitions & Events help Britain's economy by attracting companies, industries and inward investment to our country. They are also a tremendous export opportunity as our world-class organisers develop new territories, selling UK products & expertise overseas. The demolition of Earls Court Exhibition Centres 1 and 2 for luxury flats as part of the Earls Court Masterplan development has therefore been a debacle that has damaged the economy of London and the UK at a time when, due to Brexit, we will need our vital exhibition & event space more than ever. The new London Plan can address this loss and assist in the rebalance of London's and our national economy by ensuring that a significant, world-class, multi-purpose, green venue is built on the site of the Earls Court Masterplan.

Page: [Policy SD1 Opportunity Areas](#)

Section: [2.1.62 Heathrow/Elizabeth Line West \(14\)](#)

We call for a new Opportunity Area Planning Framework for the Earl's Court and West Kensington Opportunity Area (ECWKOA) to be created given its size, central location and importance to London and due to changing circumstances which render the Earls Court Masterplan in its current form, according to London Borough of Hammersmith and Fulham, as "undeliverable".

A document was prepared which was a planning framework for the area entitled the 'Earls Court and West Kensington Opportunity Area Joint Supplementary Planning Document'. The document was produced jointly by the London Borough of Hammersmith and Fulham (LBHF), Royal Borough of Kensington and Chelsea (RBKC) and the Greater London Authority (GLA) and provided guidance for development within the Opportunity Area. This framework was adopted in March 2012¹ but was revoked on the 28 February 2018 by LBHF Council when it formally adopted its new Local Plan and Planning Guidance Supplementary Planning Document (SPD).

The Earls Court and West Kensington Opportunity Area (ECWKOA) covers 77 acres on the western edge of central London. It straddles the London Borough of Hammersmith and Fulham and the Royal Borough of Kensington and Chelsea with borders along West Cromwell Road (the A4) to the North, Warwick Road to the east, Lillie Road to the south and North End Road to the west. The area has excellent transport links. West Brompton station has the District Line, London Overground and National Rail services. Earl's Court tube station has both the Piccadilly and District Lines running through it and travellers can easily access the Central Line via Notting Hill Gate tube station and the Circle Line from South Kensington tube station. West Kensington tube station on the District line also serves the area and there are numerous bus services.

It is an area rich in industrial, cultural and sporting history, famed for the former iconic Earls Court Exhibition Centre which has now been destroyed as part of the Earls Court Masterplan.

Transport for London's (TfL) commercial development wing formed a joint venture with Capital & Counties Properties Plc (Capco) to redevelop the TfL-owned site of the now-demolished Earls Court Exhibition Centre, which forms part of the scheme known as the Earls Court Masterplan. Capco have 63% of the shares and TfL have 37% in EC Properties Ltd.

There was no tendering process relating to the Earl's Court and West Kensington Opportunity Area being developed and there was no Area Action Plan adopted.

The loss of the economic, social and cultural benefits which the Earl's Court Exhibition Centres brought to London and the UK will simply not be compensated by an overly dense development that almost solely comprises of luxury homes and apartments priced beyond the reach of most Londoners. In exchange, this development currently offers no meaningful cultural, sports or commercial facilities to replace what London stands to lose by its creation. The development also threatens the West Kensington and Gibbs Green Estates with demolition – housing over 2k people - as well as the Lillie Bridge Depot which employs over 500 people and is a centre of manufacturing excellence.

Figure 1.10 of the Elizabeth Line West shows the ECWKOA as providing 6k homes and 5k jobs. These figures do not match those which the Earls Court Masterplan developer states on their myearls court.com website as being 10k jobs and 7.5k homes and which are the figures local residents and businesses have had publicised to them.²

Where do the figures in the Draft London Plan come from? How are they arrived at? What evidence does the GLA have to support them? Do the figures in the Draft London Plan assume that the West Kensington and Gibbs Green estates, currently under threat of demolition as part of the Earls Court Masterplan, will be saved? The GLA should share these figures and how they have been arrived at with interested parties, Save Earl's Court campaigners and stakeholders.

The fall in the London super prime property market, the change in political climate in both boroughs, a Mayor who is more sympathetic to social housing residents, along with Brexit, has led to great uncertainty and confusion for local residents and businesses amid various press reports that developer Capital and Counties Properties Plc (Capco) are looking to withdraw from the scheme.³

According to the Financial Times, the Earls Court Masterplan was valued down 20% at the end of 2016 from its 2015 valuation.?

Capco's year-end results published on the 20 February 2018 show that the scheme lost a further £100m.?

It has recently been reported in the press that Capco are negotiating with the Mayor's Office of Policing and Crime to sell them the Empress State Building (which sits in the Opportunity Area) where the Metropolitan Police are based.?

In a press release dated 18 January 2018, LBHF Council stated: *"LBHF views the current agreed scheme as undeliverable and have called on Capco to return the estates to LBHF as this is the only viable way forward."*⁷

On 24 January 2018, replying to a question from Earl's Court Councillor Linda Wade (Liberal Democrat), the Deputy Leader of RBKC and Lead Member for Grenfell Recovery, Housing and Property, Councillor Kim Taylor-Smith, told the Full Council meeting:

"This Council and its new leadership and I am now focusing on housing that is truly affordable, and social housing, and I want our communities to take the lead in decisions affecting their neighbourhoods.

And let's be clear, this scheme is incredibly controversial. Businesses have been subject to compulsory purchase orders, and social housing in Hammersmith and Fulham is due to be knocked down and rebuilt. While new homes are being built, only around 10 per cent will be affordable. But at a discount of 20 per cent to market value, affordable housing in London is not truly affordable and none of these homes will be socially rented.

On Monday I wrote to the Chief Executive of EC Properties, parent company Capco, seeking a meeting to consider the site's future. In my letter I told him that on the 14th of June [Grenfell fire] the facts on the ground changed in Kensington. I stated, and I quote, that it is important that our communities take the lead in decisions affecting their neighbourhoods. So, this Council has initiated a greater focus on social and truly affordable housing, as well as local democracy. I also told him that I want him to explore any opportunities to increase the level of genuinely affordable housing and social housing in the project.

And I have also written to Councillor Stephen Cowan expressing my concern over this development, and I have offered my complete support to revisit these plans around the entire scheme, and I have copied this letter to the London Mayor, Sadiq Khan.

*We need to recognise that we don't have the legal power to rescind our decision. The application went through due process and was agreed by both boroughs. But politically, I want to make it very clear that I do not believe the continuation of this development under the current terms is right. And, as a minimum, if this is to continue I want to see more social and more truly affordable housing included in this scheme."*⁸

Cllr. Wade replied that crucial questions remain as to the viability of the site in today's market.

On 2 February 2018, Mayor Sadiq Khan published proposals in "Better Homes for Local People" to require giving residents the vote to decide whether or not they support plans to demolish their homes.

The Mayor said: *"I will use my investment powers in a way they have never been used before, by requiring resident support through a ballot for new plans involving demolition where City Hall funding is involved. I want to make sure people living on social housing estates, who have the greatest interest in their future, are at the heart of any decisions from the outset."* 9

Those balloted would include secure tenants, resident leaseholders and freeholders and any resident who has been on the Council's housing register for at least one year, irrespective of their current tenure.

An overwhelming majority of West Kensington and Gibbs Green Estates residents do not wish to have their homes demolished. 10

On 20 February 2018, Andy Slaughter MP (Labour, Hammersmith) led a debate in Parliament's Westminster Hall entitled Social Housing and Regeneration: Earl's Court and West Kensington which was attended by Dominic Raab, Minister of State for Housing and Planning. 11

Andy Slaughter said: *"So what happens now? It is too late for the exhibition centres that were demolished in an act of vandalism, but it is not too late to build an acceptable replacement on the site."*

Emma Dent Coad MP (Labour, Kensington) stated:

"After the atrocity of the fire at Grenfell Tower, we have seen a dramatic change of heart at Kensington and Chelsea Council, which we need to consolidate and compound with a completely new approach to the development at Earl's Court. We need to listen to our constituents, who are the experts on what is needed, now, at Earl's Court. The Save Earl's Court campaigners are relentless, intelligent and forward-thinking and have good and achievable ideas."

"The deputy leader of Kensington and Chelsea Council has stated that communities must take the lead in future developments. Let us trust them, and listen to the knowledgeable and conscientious Save Earl's Court campaigners, all our local residents and Councillor Wade. They have been working on proposals for an environmentally sustainable and very green exhibition centre with social rented housing on site, offering a green lung in an area of terrible air quality and with jobs on the doorstep."

"On my side, at Earl's Court, let us support a struggling area that has been decimated by developer greed, by working closely with the London Mayor and the Government to repeal the current planning permission where possible and work with the people of Earl's Court to provide socially rented and truly affordable housing for those who need it, cleaner air, and a fantastic modern exhibition centre that will provide jobs and return vital business."

Dominic Raab said during the debate that developers should have the “*majority support*” of residents for their regeneration plans. 12

Before his election as Mayor, it was reported in The Guardian that “*Sadiq will review the Earl's Court Masterplan as he has serious reservations about the overall direction the scheme is taking.*” 13

Time is up for the current Earls Court Masterplan. The new London Plan must reflect the changes in circumstances highlighted above.

¹https://www.lbhf.gov.uk/sites/default/files/section_attachments/earls_court_and_west_kensington_joint_supplementary_planning_document_tcm21-170130.pdf

² <https://www.myearlscourt.com/the-future/benefits>

³ <https://www.propertyweek.com/protesters-attempt-to-scupper-500m-earls-court-estate-sale-to-saudi-investment-giant/5094094.article>

? <https://www.ft.com/content/560d9ad8-f906-11e6-9516-2d969e0d3b65>

? <https://www.propertyweek.com/finance/capco-reveals-earls-court-loses-another-100m-in-value/5095052.article>

? <https://www.propertyweek.com/news/capco-sells-empress-state-building-to-mayor-of-londons-office/5094966.article>

⁷ <https://www.lbhf.gov.uk/articles/news/2018/01/earls-court-development>

⁸ <https://www.rbkc.gov.uk/council-and-democracy/council-meeting-webcasts>

9 <https://www.propertywire.com/news/uk/london-mayor-announced-protection-social-housing-clout-residents/>

10 <https://westkengibbsgreen.wordpress.com/about/>

11 <https://hansard.parliament.uk/commons/2018-02-20/debates/9BE6F8FF-6316-44E3-B1DD-9C73064651A7/SocialHousingAndRegenerationEarl%E2%80%99SCourtAndWestKensington>

12 <https://www.propertyweek.com/leader/has-raab-handed-capco-an-earls-court-escape-route/5095103.article>

13 <https://www.theguardian.com/uk-news/davehillblog/2016/mar/10/sadiq-khan-to-review-earls-court-masterplan-if-elected-london-mayor>

Submitted on behalf of Save Earl's Court Campaigners and Save Earl's Court Supporters Club

Page: [Policy D1 London's form and characteristics](#)

Section: [3.1.2](#)

The Importance of Psychogeography – Earl's Court 1 & 2 Former Site & Environs

Author, film maker and psychogeographer John Rogers, who has visited the Earl's Court Masterplan site, wrote exclusively for the 'Earls Court: Rescue, Recovery Renaissance report (June 2017)' produced by Save Earl's Court Campaigners and Save Earl's Court Supporters Club.

The importance of psychogeography should be included in the new London Plan in its own category and considered in major redevelopment and regeneration moving forwards.

John Rogers wrote:

“Psychogeography is “the study of the specific effects of the geographical environment, consciously organised or not, on the emotions and behaviour of individuals”.

People and place are inextricably linked, and our relationship to the world around us is essential to our general well-being. Major redevelopment and regeneration can severely disrupt people’s links to their environment, causing alienation and disorientation in the new environment shaped around them over which they have no control. When evaluating new schemes, the human dimension is frequently overlooked or completely ignored. The viability and desirability of a development is reduced to purely economic criteria as if we are building places devoid of people with human needs and emotions.

The kind of ‘Year Zero’, ahistorical development proposed at Earl’s Court will cause profound distress to both residents and workers in the area. Layers of history wiped clean. Mental maps of childhood streets and experiences deleted for the sake of a neater street plan and a solid return on investment. The psychological and psychogeographical effect will be brutal.

This effect, though, will not be confined to the Earl’s Court area, but will be felt across London as a whole. Millions of Londoners will sense the disruption to their psychic map of their home as an entire district is remade in the image of an identikit development to fit the desires of property investors. Earl’s Court is one of London’s iconic destination areas with a rich cultural heritage spanning from Queen Victoria to Buffalo Bill and Pink Floyd. To allow the Earl’s Court Plan to progress as is would constitute a major blow to the very soul of this great city.”

Submitted on behalf of Save Earl’s Court Campaigners and Save Earl’s Court Supporters Club.

Empress Place in the London Borough of Hammersmith and Fulham is under threat of demolition by Earls Court Properties Plc who last year wished to include it in the Earls Court Masterplan but instead the Council granted “meanwhile use” to keep the Prince of Wales pub and adjacent shops open on a pop up basis for 3-5 years. Thanks to a robust, resident-led campaign, the Prince of Wales pub has been nominated as an Asset of Community Value.

Empress Place is part of what local campaigners call the “Lillie enclave”, which they want to preserve as a conservation area.

This pretty terrace along with its adjacent parade of shops (designed by architect John Young) and two pubs should be preserved to be the gateway to a “commercial and cultural quarter” on the Earl’s Court Masterplan.

More and more artists and small businesses are being displaced by developments or find it difficult to make the leap from a small space such as a railway arch to something affordable. Therefore we envisage a genuinely affordable provision of space that is linked to the venue and accessed via Empress Place.

A current example of artists and artisans being displaced is the plight of the occupants of the Old Gas Works in Fulham. 120 creative enterprises were evicted at the end of 2017.

The importance of creative enterprises to London’s economy is recognised in the GLA’s Creative Industries Working Paper 2015. This informs us that in 2012 London’s creative industries contributed £36.4 billion Gross Value Added (GVA) to the economy, 10.7 per cent of the total GVA for London.

Creative Enterprise Zones

The Mayor has put forward the possibility of setting up a number of Creative Enterprise Zones in London where creative industries would be defended and encouraged.

In our view one such Zone should be the Earl's Court and West Kensington Opportunity Area along with Earl's Court. This is due to the area's incredibly rich cultural history, its central location and excellent transport links. There is also the benefit of proximity and linkages to Olympia, Exhibition Road and the new Design Museum. By doing so, it will help to restore creative and entrepreneurial capital in the area to serve London and the UK post-Brexit.

Learning Zones

We suggest a training hub for upskilling local people who wish to pursue a career with London Underground, which would be based at the Lillie Bridge depot's Ashfield House training facility which should not be demolished as part of the Earls Court Masterplan.

There would also be opportunities for apprenticeships as our proposed green venue's construction gets under way.

Few residents are aware of the work undertaken at the Lillie Bridge depot and therefore it is largely unappreciated by local residents. We suggest night-time visits to the depot – or “open nights” instead of “open days”.

We see real potential in assisting budding entrepreneurs by revisiting local history to inspire new businesses and giving them space within the Opportunity Area.

Women in brewing is a growing trend, so we can imagine botanical brewing given the brewing and horticultural history of the locality. Training links could be forged with the Institute of Brewing and Distilling.

Music Zones

The Mayor's January 2017 report entitled Rescue Plan for London's Grassroots Music Venues – Making Progress shows that such venues bring £92m to London's economy every year. They also support 2,260 jobs. On average, each venue spends some £500,000 on developing and showcasing new and emerging talent. London's grassroots venues pay around £2.8m in business rates each year.

We envisage a music zone from Earl's Court and across the Opportunity Area so as to include the legendary venue the Troubadour. The Mayor is committed to using the Agent of Change principle to protect music venues, clubs and pubs.

Submitted on behalf of Save Earl's Court Campaigners and Save Earl's Court Supporters Club

Page: [Policy T3 Transport capacity, connectivity and safeguarding](#)

Section: [T3](#)

The Lillie Bridge depot is under threat of demolition as part of the Earls Court Masterplan development. This has been vigorously opposed by the RMT Union who are concerned with job losses and disruption to existing contracts and operations. We propose a thorough and transparent review of the Lillie Bridge Depot with the full participation of the trade unions. This review would consider whether the overall site size should in fact be expanded as there is scope on the site for this. Lillie Bridge houses London Underground's track maintenance departments and includes mobile track repairs and bespoke track work construction with more than 400 workers. Points & Crossing Shop, Machine Shop, Carpenter's Wood Mill, Plant Shop, train stabling, Site Services, Lubrication, Ultrasonic and the Lift Shaft cleaners team are based there. We urge the Mayor to safeguard this historic depot whose central location assists the safety teams working there to easily access the whole Underground network and to avoid unnecessary disruption to a vital part of London Underground's operations. Overall the depot is a centre of excellence in track maintenance is vital to keeping London's trains running.

Submitted on behalf of Save Earls Court Campaigners and Save Earls Court Supporters Club

Page: [Policy T3 Transport capacity, connectivity and safeguarding](#)

Section: [10.3.1](#)

Lillie Bridge Depot is under threat of demolition under the Earls Court Masterplan. This will also involve the demolition of the Ashfield House training centre. Ashfield House contains West Ashfield underground station which is in fact a mock-up of a tube station which London Underground use for training purposes. We do not support the demolition of Ashfield House, it should be retained and its use expanded. We suggest that it could be used as a training hub for upskilling local people who wish to pursue a career with London Underground and this hub would be part of a Learning Zone on the Earls Court Masterplan.

Page: [Chapter 12 Monitoring](#)

Section: [M1](#)

KPIs in the Draft London Plan do not include transparency and we call upon the Mayor to include transparency as part of the New London Plan's KPIs.

Lack of transparency has been an issue with the Earl's Court Masterplan. For example, Transport for London introduced a Private Bill in the House of Lords to enable it to enter into opaque, unaccountable limited partnerships with developers. Former TfL commissioner Sir Peter Hendy stated in a letter to Mick Cash of the RMT union dated 6th May 2014 that this would have been the choice of joint venture vehicle for the Earl's Court development if TfL had the powers it was seeking.

Fortunately, after a long battle and strong opposition from concerned citizens, the RMT union and its parliamentary allies, the relevant clause in the Bill was withdrawn by TfL.

We suggest that the London Assembly liaises with organisations such as Transparency International, whose March 2017 report *Faulty Towers: Understanding the impact of overseas corruption on the London property market* was widely featured in the media as was its publication *Corruption on your Doorstep*, to arrive at KPIs for Transparency.

We also suggest that the GLA liaise with the NGO Open Contracting to make London the most open and transparent World City to do business in and to arrive at KPIs for Transparency.

The UK was an early open contracting innovator and supporter. In 2013, the UK endorsed the Open Contracting global principles in its second Open Government Partnership National Action Plan. In 2016, in its third Open Government National Action Plan, the UK committed: “To implement the Open Contracting Data Standard in the Crown Commercial Service’s operations by October 2016; we will also begin applying this approach to major infrastructure projects, starting with High Speed Two and rolling out the data standard across government thereafter.”

Submitted on behalf of Save Earl’s Court Campaigners and Save Earl’s Court Supporters Club

Page: [Multi-policy response](#)

Section: [N/A](#)

See attached