



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.

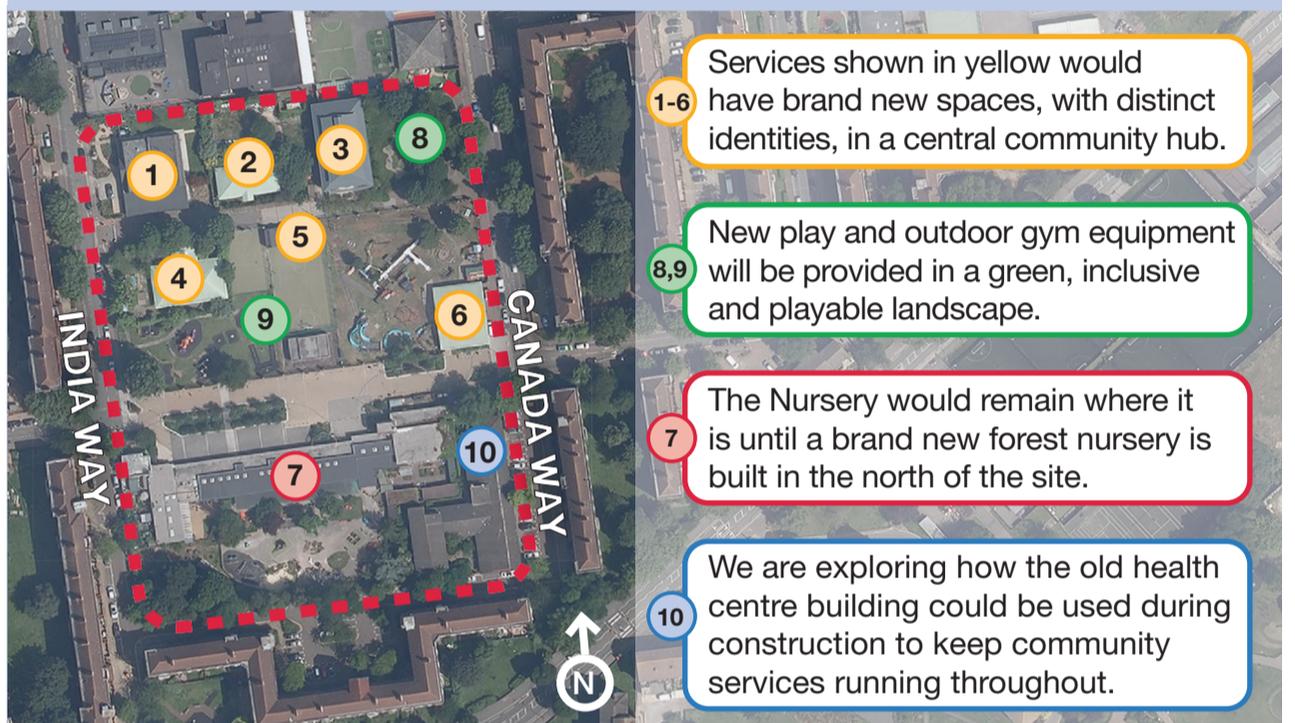
Even better landscape and play:

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.

Full project update display in Bridget Joyce square. Go online for more info: bit.ly/whitecitycentral

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



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

Get involved



White City Planting Day

Sat 12th June 11am - 4pm
Bridget Joyce Square



New buildings & routes workshop, 5-7pm

Tue 08 June, Our Lady of Fatima Parish Centre



Sands End Community Centre trip, Sat 26 June

See back for more details.

*Co-production

Hammersmith & Fulham council are committed to co-producing projects with all residents, particularly those who identify as disabled. **If you, or someone you care for, have a disability we'd love to hear from you.**



"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."

Translation?

Tarjumaad? ترجمة Tradução?
Tłumaczenie? Traducción?
Pagsasalin? Traduction?

Large print, any other alternative formats or if you have any questions get in touch:

☎ 020 3735 7629

✉ whitecity@make-good.com

Get involved!



Creative projects



Gardening



Events

We want to run fun activities alongside more formal co-production events. If you'd like to get involved in helping us with arts and crafts, gardening, sports, or other activities as part of the project contact **Fanechka: 0333 090 9145 | whitecity@make-good.com**

Trip to Sands End Community Centre

On Saturday 26 June we want to take residents to see this local example of a flexible community hub designed by your architects, Mae for Hammersmith and Fulham.

See the back page for details and get in touch to register.



Feedback from our latest workshops and drop-in



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

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.

People found it useful to know more about the genuinely affordable homes and were reassured that existing services would be upgraded and protected. Attendees wanted to know more about locations, heights, and appearance of new buildings. The impact on parking, grounds maintenance, and construction on local residents and services were also discussed.

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

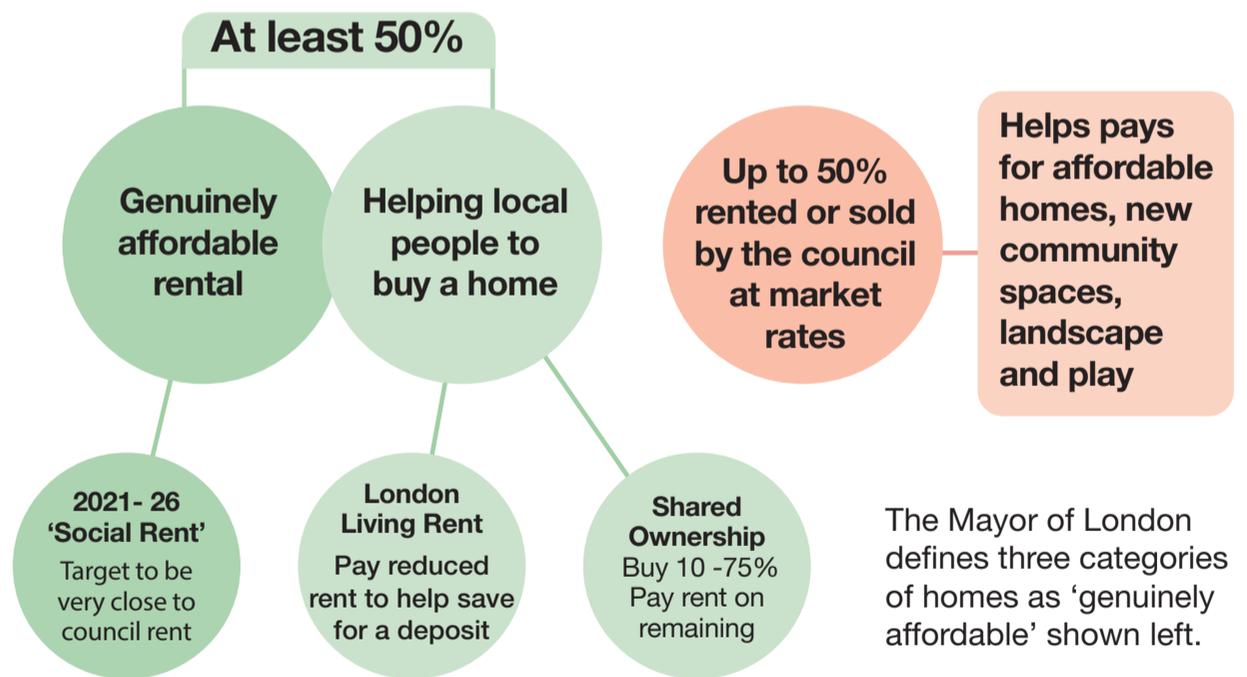
Commitments to genuinely affordable homes for local people

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.

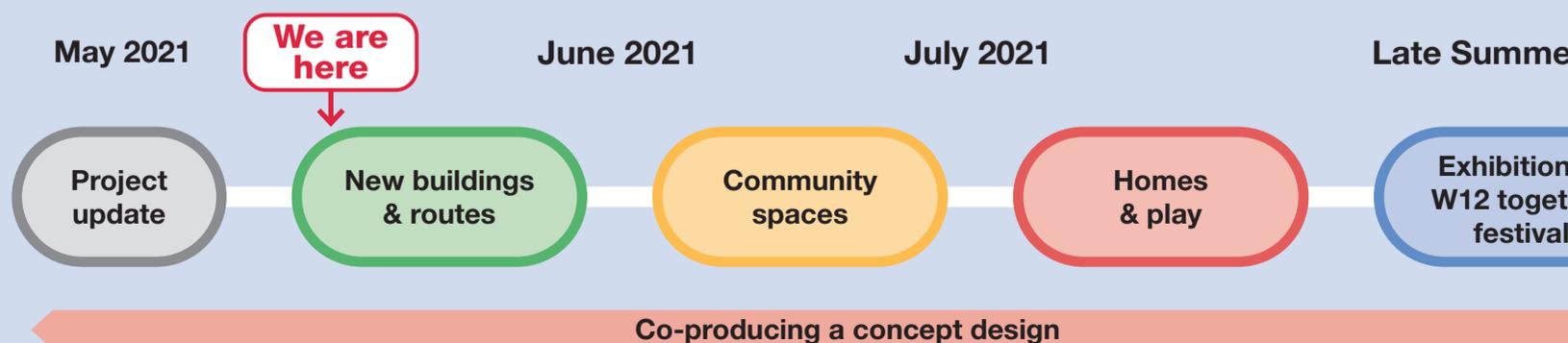
A local lettings policy will be co-produced with the Council's allocations team to make sure that local residents with housing needs will be given priority. Swapping within existing housing will be possible.



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

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.



Celebrating White City Estate past and present



W12 together - White City Festival 2013

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!

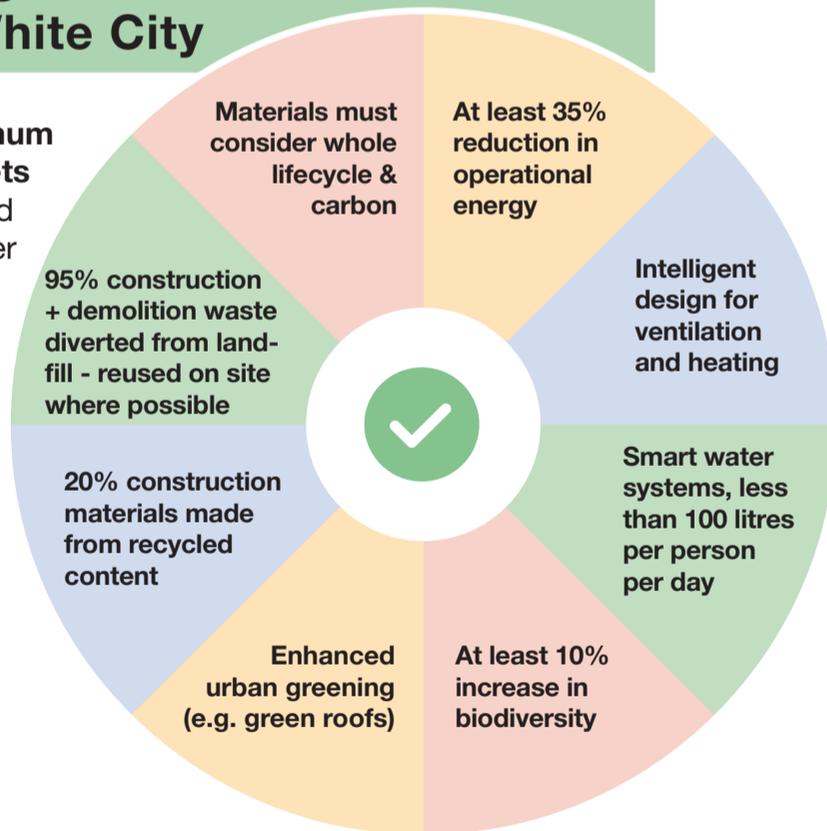
If you have a story to tell, or any old images you'd like to contribute get in touch or share them online: bit.ly/whitecitymemories

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

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.



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 overcrowded homes who have been waiting for housing for many years. Covid has made that even harder, so if this project can help them that would be very good."

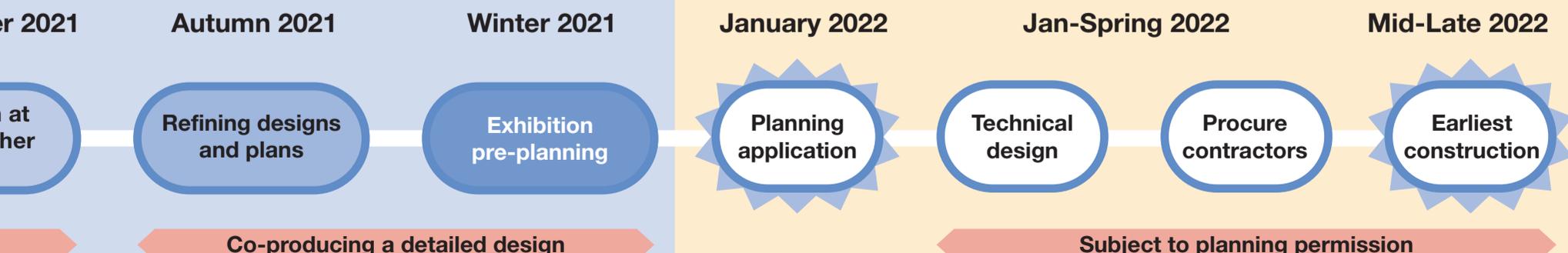


"Change can be positive if you can keep things that are important and make them better for the future."

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



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 Community Centre will be opening up soon 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 @wcra_w12**

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 parish priest of Our Lady of Fatima Church.

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 older or disabled residents 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 do 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



June activities calendar

All activities will comply with COVID19 guidance

Tues 08 June 5 - 7pm	New buildings & routes workshop Our Lady of Fatima Parish Centre, Commonwealth Ave. W12 7QR 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. Limited spaces - please register.
Sat 12 June 11am - 4pm	Planting + Drop-in: We will be displaying the content from the buildings and routes workshop in Bridget Joyce square and doing some gardening.
Sat 26 June 11- 3pm	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. Get in touch with make:good to register

Find out more and register: bit.ly/whitecitycentral

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