



Project overview

The Earls Court Development Company's Public Realm Inclusivity Panel (PRIP) is a diverse group of people from the local area, aged 15 and up, who have a range of lived experiences, requirements and support needs.

About Earls Court

This 40-acre site in the neighbourhood of Earls Court, west London, formerly hosted the Earls Court Exhibition Centres. Through its ambitious redevelopment project, the Earls Court Development Company (ECDC) has a vision 'to bring the wonder back to Earls Court.' The project will see this long neglected, largely derelict site in Zone 1 London reinstated as a destination for entertainment, innovation and excitement.

The plans look to create a more inclusive and equitable piece of city with homes for all incomes and stages of life, and thousands of jobs. The development will integrate culture and public realm throughout, responding to the number one stated desire from local people: to have green and open spaces across the site. ECDC has an ambition to be a global exemplar of responsible, sustainable development, putting people's health and wellbeing first.

Consultation and engagement

As part of its wide-reaching engagement activity, ECDC set up its Public Realm Inclusivity Panel (PRIP), a diverse group of people from the local area, aged 15 and up, who have a range of lived experiences, requirements and support needs. The panel's aim is to give a voice to people who are not usually included in development.

The panel meets once a month to act as a critical friend to ECDC, inputting into the design brief and testing proposals as they are developed. Working across two boroughs, Hammersmith and Fulham and Kensington and Chelsea, the

panel is made up of 22 members involved over the last two years. With the panel including five disabled people and a mixture of ages, it seeks to represent and gather a multitude of perspectives and experiences.

The PRIP is facilitated by ZCD Architects, who are specialists in child and youth engagement. Their work is underpinned by a large body of observational research (a method that involves observing people in their natural settings to understand how they behave). and direct engagement with children and young people. ZCD Architects' role for this project has been to facilitate creative sessions for the PRIP and to work closely with ECDC to make sure the panel have their voices heard and have an impact on the masterplan.

Part of the panel's engagement has been a series of workshops to upskill the group so they can understand the complex challenges the masterplan needs to resolve, while also bringing in their own knowledge and experience of the area. This upskilling and the general approach of personal development, outreach, and impact has led to panel members attending Parliament, who asked to hear from young people about their needs

Dialogue and trust were established as core principles for the PRIP, where intergenerational collaboration was part of an established and clear ethos for working together, extending to consistent engagement with ECDC and the design team.

Good practice

Whilst outreach, consultation and engagement approaches shouldn't be a one size fits all, we can learn from each other's practice and adapt the principles of the Quality of Life Code of Practice within different contexts.

Here are some examples of how the consultation and engagement approaches for this project meet those principles.

Principle 1: Be inclusive

ECDC has made a long-term investment to ensure that outreach, consultation and engagement is a sustainable practice. This is evident in their appetite, words and active efforts to engage meaningfully with residents and genuinely listen to communities.

Principle 2: Be effective

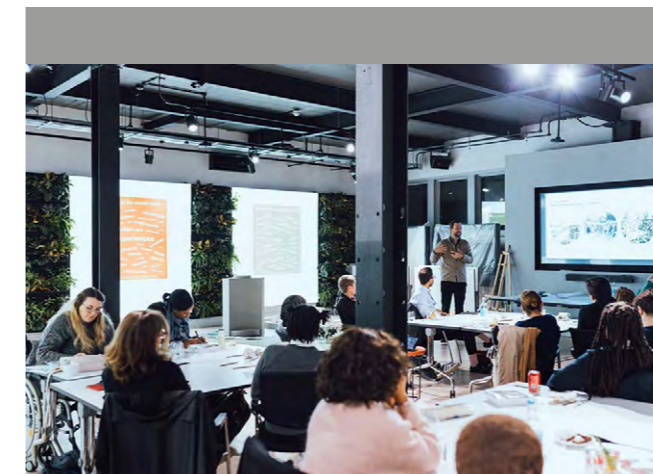
ECDC has ensured there is a clear purpose and routes for local people and community stakeholders to influence. The design teams have established invaluable stakeholder partnerships and trust that enables the process of gathering feedback and community involvement to genuinely shape social, environmental and economic outcomes, create local impact and shape decisions.

Principle 6: Support mutual learning

ECDC learned with residents and communities throughout the process by supporting two-way conversations and building trust to shift power dynamics. This is clearly evident in their community-led approach.

[ECDC's Public Realm Inclusivity Panel website](#)

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Earls Court

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By The Earls Court Development Company & ZCD Architects

