

# Earl's Court Road local action plan

**Analysis of stakeholder consultation**

**March 2025**

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# Introduction

## Background

The Council has been working with community members to create a vision, objectives, and a collection of projects to improve the high street. The Earl's Court Road local action plan has been drafted in an online format to digitally record and track projects and proposals for the area. The shopfront design guide has been drafted to bring a unified design identity to Earl's Court Road District Centre's characterful shops and businesses.

## Consultation methodology

A consultation on the local action plan and shopfront design guide launched on 07 October 2024 for six weeks, for the Council to hear feedback from local people, residents, businesses and interested groups.

## Report

The total number of responses was 192, with 184 responses completed by physical and digital surveys and 8 responses received via email by the closing date of 18 November 2024.

This report contains an analysis of the survey and email responses.

An appendices document is also available on request, containing data tables (appendix one) and all comments made by respondents to the survey (appendix two).

## Acknowledgements

The Council would like to thank all respondents that took the time to feed back their views.



# Results at a glance

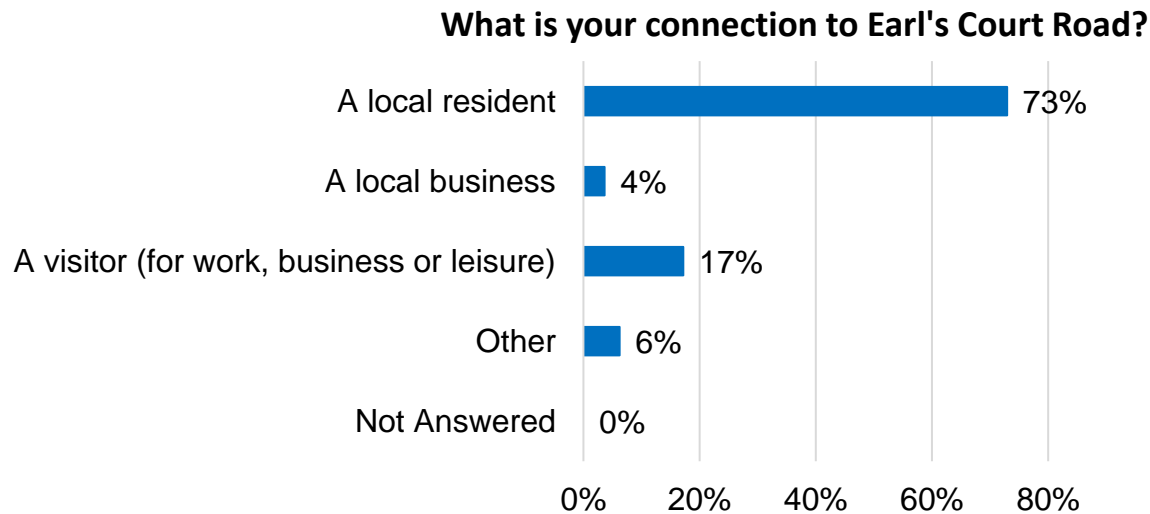
- The majority of respondents (93 per cent) indicated that they supported or strongly supported the proposal, whilst 3 per cent indicated that they would not like to see the proposed plans implemented.
- The majority of respondents- 73 per cent are residents. Visitors make up 1 per cent, while four per cent of the survey respondents work in the area.
- We introduced paper copies of the consultation to encourage wider participation and promote the project in person. Paper copies were distributed in Earl's Court health centres, Kensington and Brompton Libraries.
- We held two workshops with young people – one at Earl's Court Youth Club and one at Cardinal Vaughan Memorial School.
- Supportive formal email responses were received from our partner organisations including Earls Court Development Company, Places for London and Transport for London.



# Capacity in which responding

Respondents were asked in what capacity they were responding.

- The large majority (73 per cent) indicated that they were responding as **'a local resident'**.
- 4 per cent of respondents indicated they were responding as **'a local business'**.



*Base: All responses (192)*



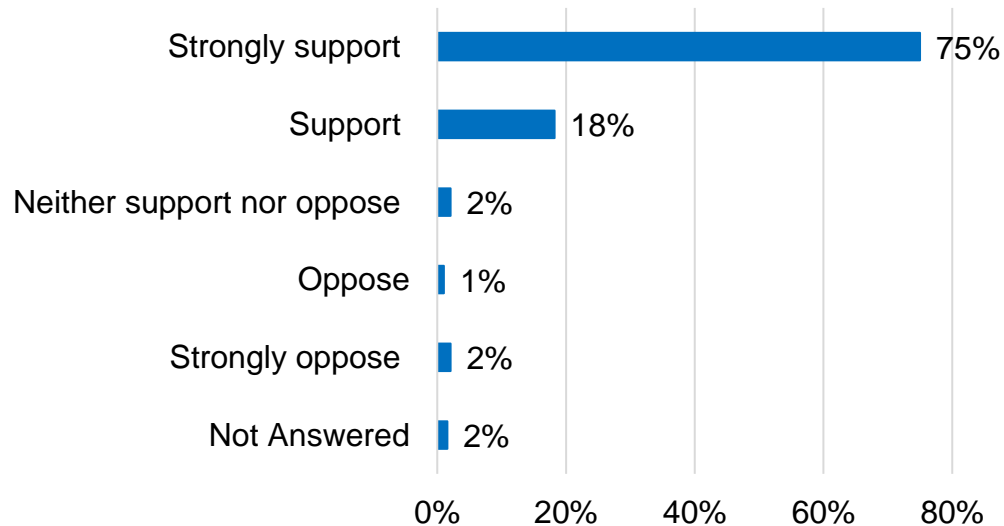
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# Proposal feedback

Respondents were asked if they support the vision and objectives

- The large majority (75 per cent) indicated that they strongly support the proposal
- 18 per cent said that they support the vision and objective.
- 2 per cent of respondents indicated they strongly oppose the proposal

## To what extent do you support or oppose the vision and objectives?



*Base: All responses (192)*



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# Comments about the proposals

Respondents were asked to comment on the Earls Court local action plan.

Comments made have been themed and summarised in the table below.

Examples of comments made can be seen on later slides, with the full list of themes and comments made found in appendix two.

Theme	Comments
Address anti-social behaviour, improve safety and policing	54
Dissatisfaction with retail offer and desire for a different and more varied mix of shops and businesses	53
Improve the pedestrian experience and the cleanliness and state of repair of pavements	50
Desire for measures to reduce traffic impact	29
Add greening and/or trees	19
Consider the impact of the development of the former exhibition centre site	14
Improve cycle infrastructure	11
Ensure traffic flow is maintained	11
Queries about funding and implementation of the plan	4



# Comments about the vision and objectives

*"As a resident of Earl's Court, I'm excited about the vision for our neighbourhood. By improving pedestrian experience, promoting safety, and creating a unique destination, our community has the potential to become even more vibrant. I look forward to seeing these changes come to life."*

*Improve the pedestrian experience and the cleanliness and state of repair of pavements*

*"Make it targeted towards the community but also trying to make it as environmentally friendly as possible."*

*Add greening and/or trees*

*"Really pleased to see the proposal and whole heartedly agree with them all. There is a real opportunity to make Earls Court both safe and appealing to spend time in."*

*At the moment it doesn't feel safe late at night. I would also expect and hope that upgrading the shop fronts and making the area more appealing would also encourage more businesses to consider this area and use the vacant sites."*

*Address anti-social behaviour, improve safety and policing*



*"Safety has to be the first priority. The environment and people hanging/squatting around Earl's Court tube station, COOP supermarket or the Boots next door has worsened in the past couple of years to a degree that I as a single woman feel quite unsafe."*

*That together with the low level of retail offered in the street - grocery or independent shops for the locals need to be incentivised whilst gambling type venues or fast food chains must be stopped. This is what the area needs. Objectives are good to have, but right now it feels like we are really missing the basics here"*

*Dissatisfaction with retail offer and desire for a different and more varied mix of shops and businesses*

*"The high street is the "face" of Earl's Court area and need to attract the right crowd of people. All these objectives are important in keeping the reputation positive."*

*Address anti-social behaviour, improve safety and policing*



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# Comments about the proposals

*"With a public spaces protection order, the element that is not so desirable in Earls Court, would be curtailed and it could perhaps attract people to the area and make those living there feel safer at night.."*

*Address anti-social behaviour, improve safety and policing*

*"Streets are too often cluttered with trash bags outside of collection days. The sidewalks are dirty and never seem to be clean"*

*Improve the pedestrian experience and the cleanliness and state of repair of pavements*

*"Stop more gaming shops opening and encourage independent traders to shops with cheaper business rates"*

*Dissatisfaction with retail offer and desire for a different and more varied mix of shops and businesses*

*"Earl's Court Road was never designed for the traffic it currently supports, it's totally inappropriate for heaving traffic to go through his residential area, it makes the area unhealthy, noise and air pollution levels way too high .."*

*Desire for measures to reduce traffic impact*



*"Very vague. What do you mean by 'special character'? What are the 'specific opportunities' the ECDC will bring to existing EC? Real danger that the new development becomes an island. ECDC does not mention improvements to the existing Earl's Court e.g. to Warwick Road which is a blight on the area."*

*Consider the impact of the development of the former exhibition centre site*

*"With the shops and all the new development proposed from the Earl's Court Exhibition Centre about to happen. It would be a shame to have the high street looking shabby with all the new infrastructure in place."*

*Consider the impact of the development of the former exhibition centre site*

*"I don't know that 'more spacious footways' are needed; the bus build-outs on Earls Court Road are a nuisance for me as a cyclist, making it more dangerous to cycle down the road as it forces me to merge into traffic."*

*Improve cycle infrastructure*



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# Additional comments emailed regarding the proposals

*"We need to add trees to a very polluted and noisy street. For example, Sloane Steet has been redesigned according to these principles. Also, it would be great to have a cycle lane on Earls Court as in King Street."*

*Improve cycle infrastructure*

*"PLEASE consider a sunken entrance to the west side of the station, below ground level, to take people in and out of the station. The road crossing will hopelessly busy and cause stationary traffic and pollution. The lower entrance to the station will fit perfectly with the long corridor into the west side of the station and improve safety."*

*Consider the impact of the development of the former exhibition centre site*



*"There is a lot of aggressive begging, delivery bikes and not enough light so one doesn't feel safe walking at night on Earl's Court Road."*

*Address anti-social behaviour, improve safety and policing*

*"The plan needs to include keeping traffic flowing. Stationary traffic is bad in so many ways - pollution, noise, wasted time and an unattractive environment to attract businesses."*

*Ensure traffic flow is maintained*

*"Greening, particularly the planting of large, broad-leaf trees, should be the top priority. Trees are urgently needed here and across the borough to reduce the urban heat island effect, mitigate pollution (especially important on traffic through-routes like Earls Court Road), reduce flooding, increase biodiversity, promote physical and mental health, and counter carbon emissions. The presence of large trees also has positive economic impacts."*

*Add greening and/or trees*

*"Where is the funding supposed to come from? What is a realistic timeline?"*

*Queries about funding and implementation of the plan*



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# Comments about the Draft Shopfront Guide

*"Shop front design guide is a MUST to attract quality businesses to the area and to improve footfall. There are too many garish signs, poor storefronts, cabling all over the place."*

*"I would like to see more stick and carrot so that funding is available for upgrades as a method of engaging with the businesses, many of which have no connection with the area."*

*"really like the idea of a design code that references the past as well as being practical for today - it should encourage real shops and not betting shops or amusement outlets"*

*"Design is not that needed. Let shops do what they want"*



*"Shop front paint colours should all be the same colour , preferably Dark Green with gold lettering for shop names. Pubs should be allowed to have flowers & plants outside with stylish seating outside if there is space."*

*"Important to have the guide but also need to bring commercial landlords together with local residents to underscore the importance of this initiative and so that landlords are aligned and working together vs in isolation in order to achieve the desired effect."*

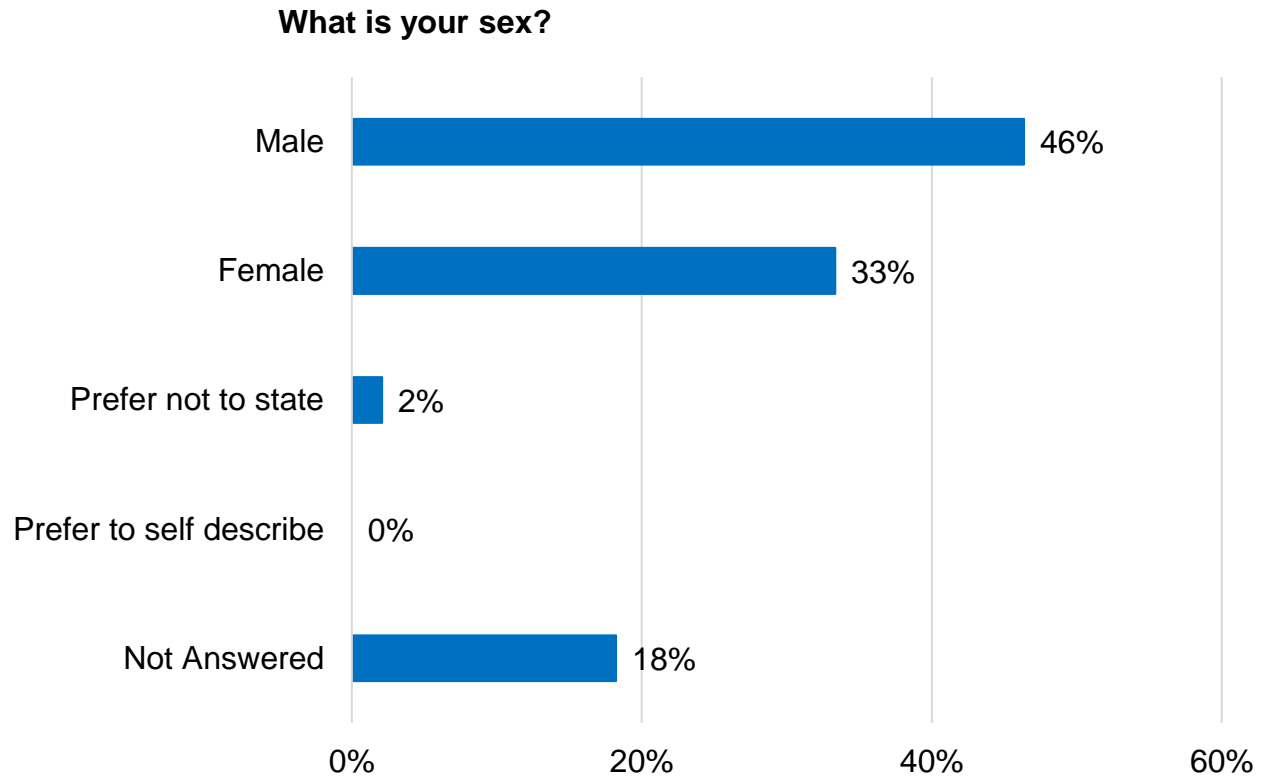
*"I think not all the shops should undergo the shopfront design process as it removes originality and make shopfronts inauthentic and modernised."*

*"I like it! This is an area with history and heritage. I feel our high street should be protected."*



# Respondent demographic

Respondents were asked a series of questions about themselves, to understand who had responded to the consultation.

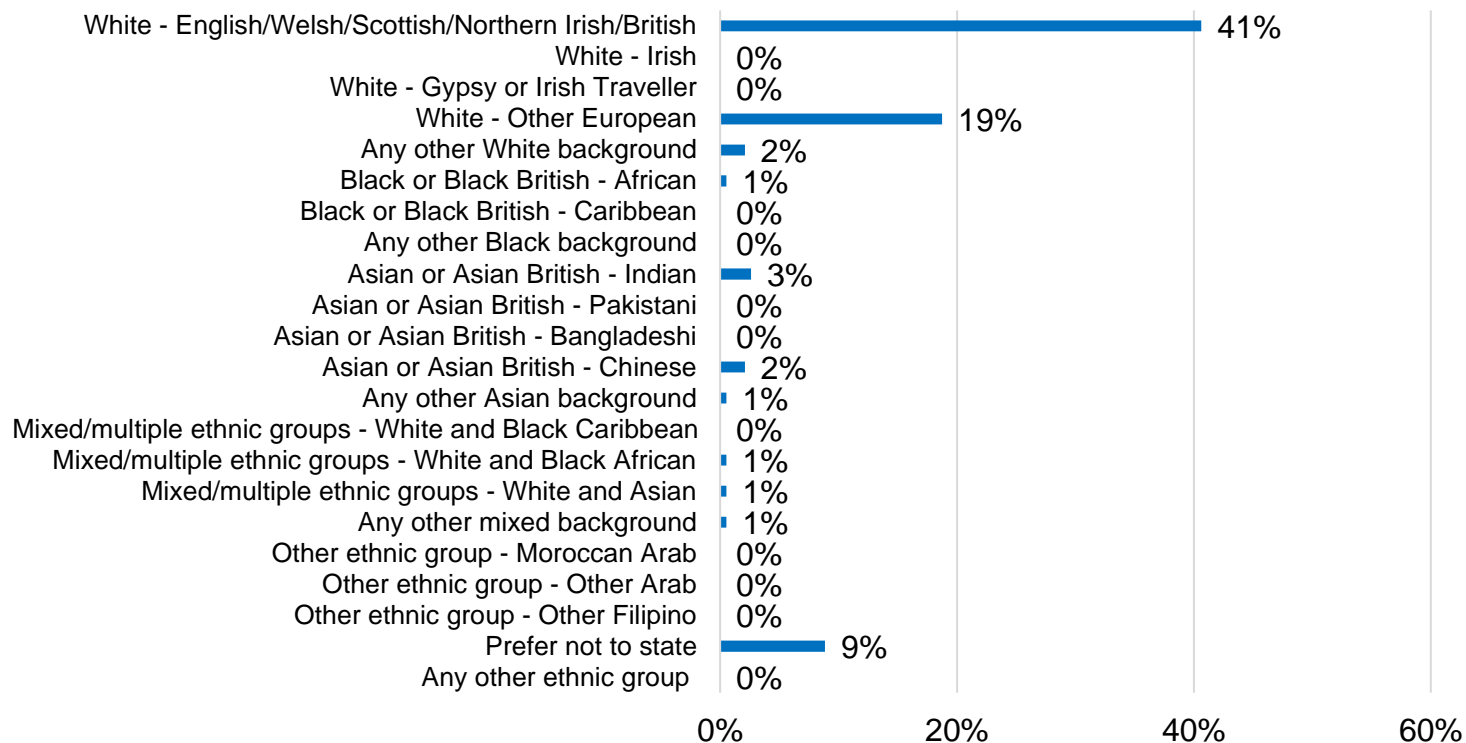


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## Ethnicity of respondents



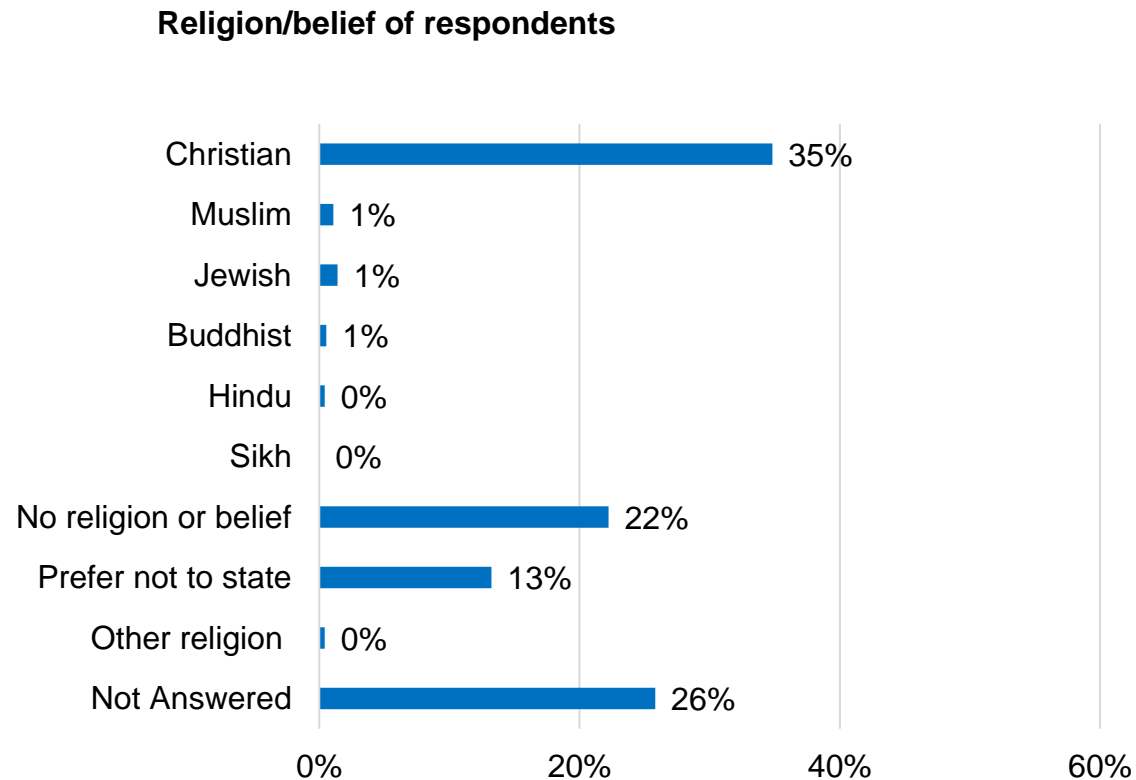
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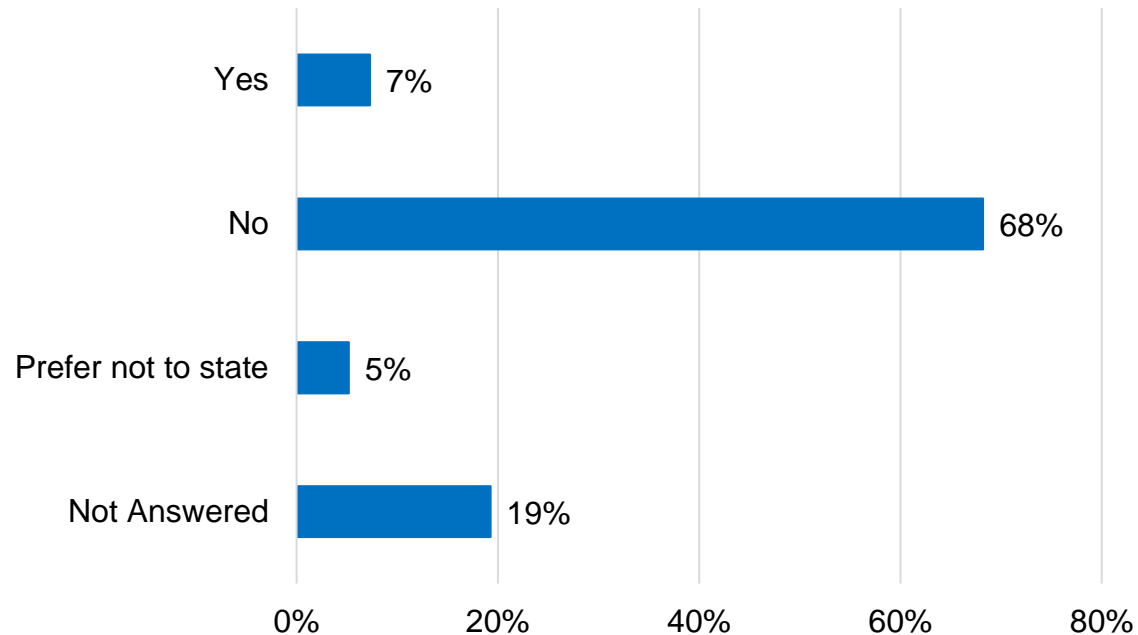


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**Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?**



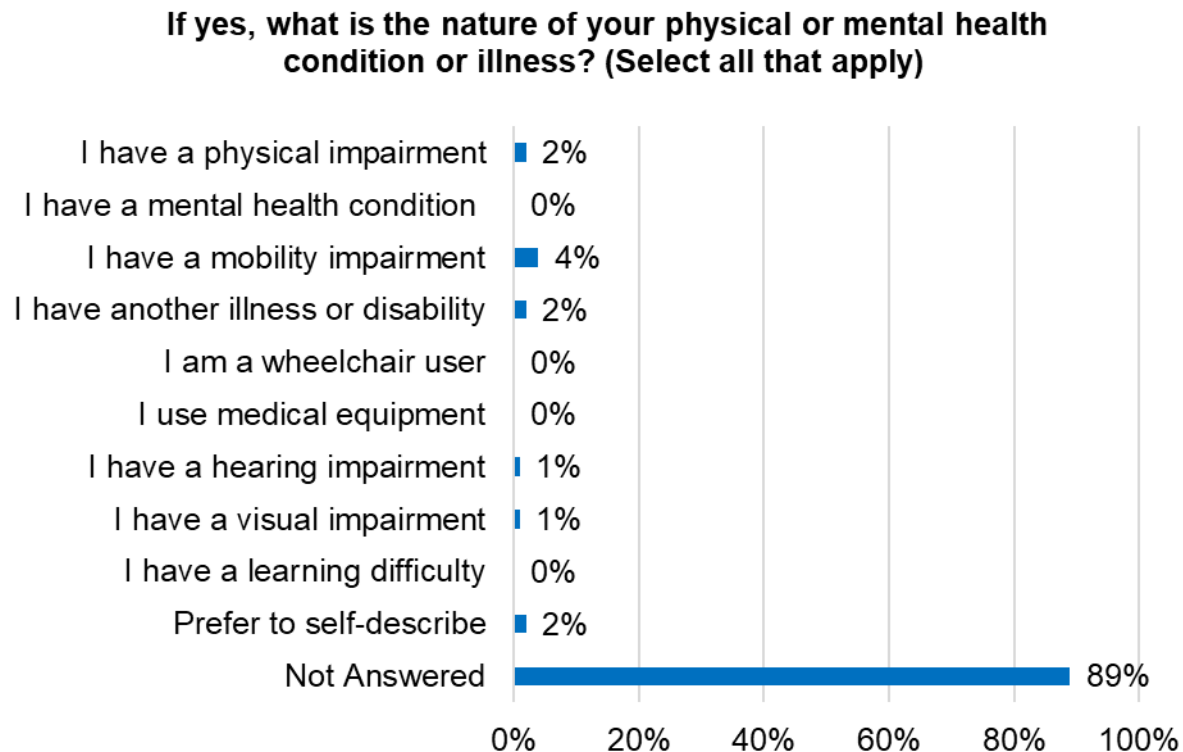
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