



# LADBROKE GROVE

Project Flourish



## Consultation Summary 2023

We would like to take this opportunity to update you on how Project Flourish has progressed since our re-launch in January 2023 and to inform you on what we have done over the summer, as well as our plans for the foreseeable future.

# What we did in 2022

We spent 2022 reviewing the feedback we received from the local community and the Royal Borough of Kensington and Chelsea Council (RBKC). We worked hard to ensure the changes were made to reflect the feedback we received.



We reduced heights.



We reduced massing.



Working with our landscaping architects, we conducted a workshop with the Full of Life charity to introduce accessible and inclusive play space, and we increased the overall number of green spaces and play areas.



To be fully compliant with emerging building safety regulations, we have implemented two staircases in every residential building.



A community outreach initiative to support two local charities, London Sports Trust and Full of Life Charity.



A new community hub that will be accessible to all residents and the wider community.



We expanded the distribution area of the promotional flyers that invited people to the public exhibition Drop-in hub. This increased the coverage from **16,311** residential and business addresses to **21,928**, allowing the team to reach more of the local community living and working north of our site boundary, including Kensal Rise and Queen's Park.

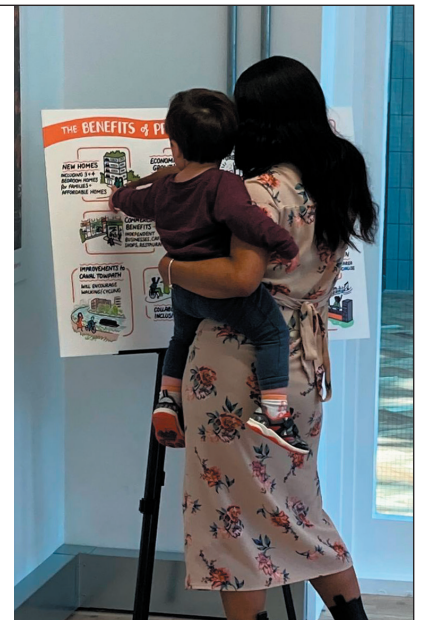
# Public Exhibition Drop-in hub

Our Drop-in hub ran for a period of four weeks from Friday 12th May to Saturday 3rd June 2023 at Canalot Studios, 222 Kensal Road and was open Thursdays, Fridays and Saturdays - a total of 11 days.

Our project team were available to answer topic specific questions including our Masterplan architects from FaulknerBrowns, planners from Rolfe Judd, transport consultants from WSP, landscape architects from SpaceHub as well as Ballymore and Sainsbury's.

Our 3D model of the proposed development was showcased to our visitors, which allowed for local residents to better visualise and contextualise what our developments will look like.

We would like to say a huge thank you to the **204** visitors who came along and gave great feedback on the final Revised Masterplan.



To date, we  
have consulted  
with over  
**24,000**  
people!



*“Love the design and can’t wait to see it.”*

*“I think it all looks good and will be a big boost to the local area. Really hoping the proposals all go through.”*

*“Really excited about the open spaces. Have no issues or concerns – really supportive of the development and hope it goes ahead.”*

*“Great scheme – much needed regeneration.”*

*“Fully supportive. Area needs it, canal is currently in a bad state and there is a significant lack of housing.”*

*“We desperately need more housing (and housing generally!) in London and this is a great development. I am fully in support.”*

*“Was really glad to see fire safety is a priority.”*

*“I am all for change, I hate to see stagnation, places should continue to evolve.”*

*“North Kensington is in need of an investment boost! It has been neglected for too long.”*

*“Happy to hear about inclusive play spaces, there are not enough around us!”*

# Events with the community

## Tours of London City Island in Canning Town

We held two tour days of our London City Island site on 31st March and 14th July, where we demonstrated how we transformed brownfield land, historically used for whale rendering into a flourishing new neighbourhood with 1,706 new homes. The scheme also provided a new home for the English National Ballet School in a world class and award-winning facilities.



## Community Days with London Sports Trust

We have a long running sponsorship agreement with the London Sport Trust, and during the last few years, we have hosted numerous community days at the Canalside Activity Centre organised by London Sports Trust where we met families and young children from the local area. Food, games, competitions and water sports activities were organised and provided. We have also funded multiple programmes such as 'Think Adventure, Skills for Life, Young Ambassador, Active Communities' etc.

*"Our partnership and support from Ballymore is helping London Sports Trust to reach more local children and young people to experience water sports and lifeskills in a safe and fun environment."*

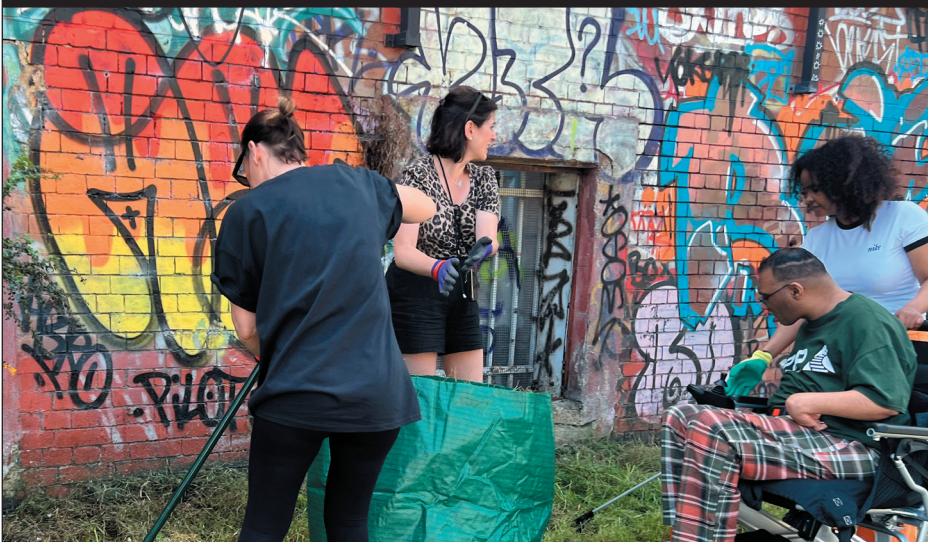
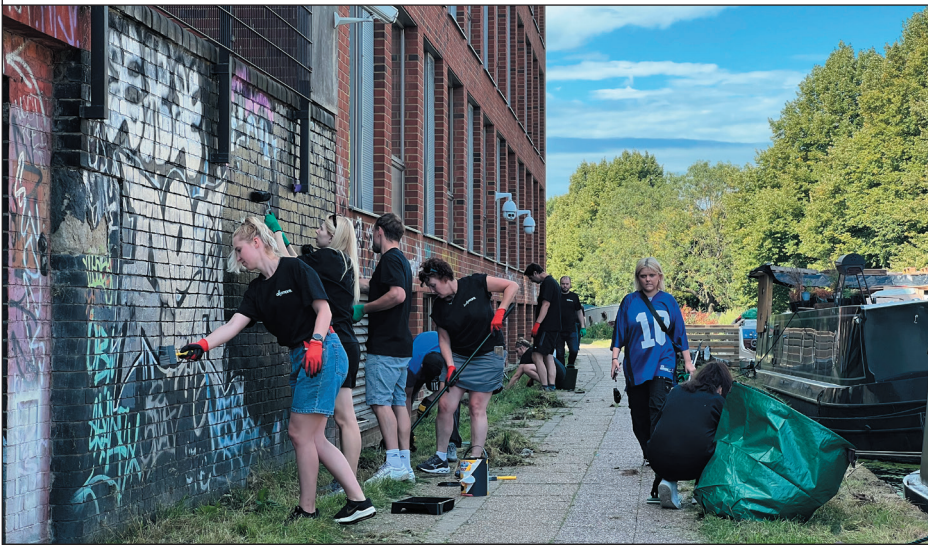
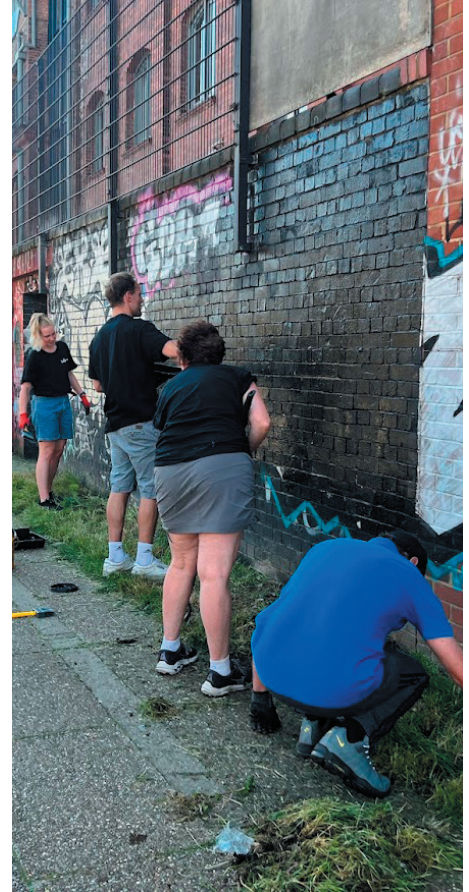
**Ulick Tarabanov**  
Founder & CEO,  
London Sports Trust

# What we've been up to over the summer

## Canal Day of Action

On 23rd August, we had 20 of our Ballymore staff team up with Pursuing Independent Paths (PiP) students to clean up the Grand Union Canal near Canalot Studios. We removed litter from the canal path and the canal itself, painted over graffiti, removed overgrown weeds and planted seeds.

This volunteer initiative was organised by PiP, working with the Canal and Rivers Trust and Meanwhile Gardens. Students from PiP were also involved on the day; the organisation empowers adults with learning disabilities or autism to find their voice and lead a life of their choice, and the event was part of its garden-focused curriculum, providing skills for potential future employment for the students who took part.



*"This was a truly fantastic day with many positive outcomes – not only for PiP students, but for the broader community in North Kensington.*

*We had 125 people involved from volunteers, students, and staff.*

*Together we planted over 27000 seeds & bulbs, improved over 1300 square meters of towpath and cleared over 1000 cubic feet of rubbish and weeds from the canal path."*

**Jack Taylor**  
Head of Fundraising and Communications, PiP

# What's next?

We have created a Newsletter which can be found on our website. We will be sharing our accomplishments and updates relating to Project Flourish!



## Planning Application

We submitted our planning application to RBKC on 4th October 2023 and it has been validated. You can show us your support by visiting the planning application section of our website.

# Delivery timeline

## PHASE 1

- 1,448 market and affordable homes
- New supermarket

**Year 0**  
2023

Application submitted  
October 2023

**Year 1**  
2024

Expected planning  
permission end of 2024

**Year 2**  
2025

Start on site -  
infrastructure

**Year 3**  
2026

**Year 4**  
2027

Plot 4 Start on site 4.1  
- 4.3

Plot 2 Residential start  
on site

**Year 5**  
2028

**Year 6**  
2029

Sainsbury's  
new store open

**Year 7**  
2030

New Main Road  
and footpath open

**Year 8**  
2031

Plot 4  
Complete

Plot 2  
Residential  
complete

**Year 9**  
2032

**Year 10**  
2033

**Year 11**  
2034

## PHASE 2

- 1,071 market and affordable homes

**Year 12**  
2035



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## Keep in touch



[www.projectflourish.co.uk](http://www.projectflourish.co.uk)



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You can also find our contact details by scanning this QR code.