



Commonplace case study

West12 site - Phase 1

Project name

West12

Location

Shepherd's Bush, London

Customer

Landsec

Started

September 2018

Ended

Ongoing

Commonplace project lead

Chris Howells

Background

The West12 site in Shepherd's Bush is an iconic mixed use site – shops, entertainment and two tower blocks of social housing – built in the 1970s. With more up to date, international competition from the regional Westfield Shopping Centre less than a mile away, the site is in need of development to deliver a modern equivalent, both to fulfil its original purpose and meet the current and future needs of people who visit, work, and live in the site.

It is apparent the site requires significant investment. The fact that it houses two tower blocks of social housing, together with some popular retail outlets, makes it clear that, wholesale redevelopment without adequate public engagement would be problematic, and could generate considerable opposition.

This was our first attempt to improve planning consultation by taking it online into a digital space. Commonplace guided us through the journey patiently and expertly with a wealth of relevant project experience to help inform our choices. We've been delighted by the response we've received from the public to the extent that we've had to close this phase of the consultation early. We are very much looking forward to the next phase of questions.

Nick Corbyn, Landsec

Informed regeneration

The key objective for using Commonplace as the digital consultation platform was to allow the public who use West12 sufficient time and opportunity to say what they liked and disliked about the current site, and more critically, what they would like to see improved.

Landsec determined that this approach would be an opportunity to engage with the public and local groups constructively, gather evidence-based data to inform the design principles, and ultimately, a plan for major improvements to the site. Using Commonplace enabled Landsec to take a more comprehensive approach than the sole use of more traditional methods, like exhibitions and meetings, would allow.

We want your feedback on the future of the West 12 site

665 comments

The Shepherd's Bush area has changed beyond recognition since West 12 Shopping Centre first opened its doors in the 1970s. It's seen the opening of Westfield, the BBC Television Centre becoming a residential area, the arrival of Imperial College's campus and the new business district, White City Place.

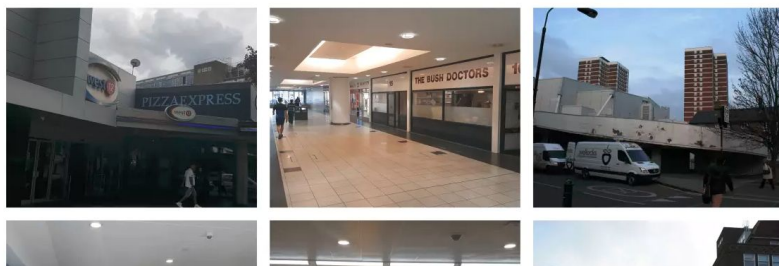
In contrast with these developments in the surrounding area, West 12 has remained largely unchanged. Landsec, owners of the site since 2005, believe that it could be significantly improved for the benefit of all those who live or work locally. We are now exploring options for the future of the site.

We are at a very early stage in thinking and planning for the future of West 12. We intend to consult with local people as our plans evolve.

At this early stage please tell us what you think currently works, what doesn't and how you might like to see the site change.

To ensure you are informed and can take part in future consultations, please stay tuned for updates by signing up for [News](#) on this website.

Please scroll down to the online questionnaire to have your say on the future of the West 12 site

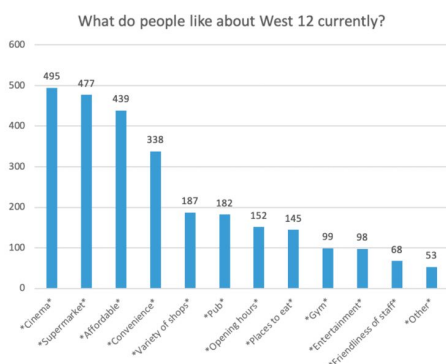


Initial outcomes

With any change comes some opposition, but the structure of engagement facilitated a balanced discussion of the merits, demerits and opportunities for the site, giving people a genuine chance to influence its future.

Analysis of the responses showed that while negative concern about the West12 site centred around its dated appearance, lack of variety and quality of shopping, and leisure and community facilities, people valued the fact that it catered for local needs.

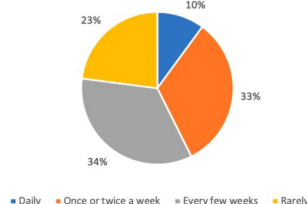
A wide range of ideas were suggested for improving what it provides in public spaces, environment and community facilities, as well as the shopping and leisure experience. More suitable and flexible workspace for job creation, and the need to provide a mix of housing opportunities to sustain the population, were also key suggestions.



Who responded?

77% of you said that you use the West 12 Centre at least every few weeks.

How often you said you use the West 12 Centre



West 12 Site

Top 10 things you'd like to see on the site:

1. Better variety of shops (66%)
2. Improved appearance (66%)
3. Places to eat and drink (48%)
4. Place to sit (38%)
5. Open/green space (36%)
6. Pop up events (35%)
7. Places to socialize (33%)
8. Create more jobs (27%)
9. Community spaces (22%)
10. Improved safety (18%)

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