

MOMENTUM BUILDS FOR EARLS COURT WITH STRING OF NEW HIRES

5 JULY 2021

The Earls Court Development Company (ECDC) has boosted its leadership team with three new senior appointments to drive forward the plans for the future development of London's largest cleared Zone 1 development opportunity.

Georgina Scott has been appointed as Finance and Commercial Director and starts on the 12 July; she has a wealth of experience across operations, development, financial control, contract negotiation, capital markets and capital allocation for large-scale mixed use and residential developments. She joins from L&G's Affordable Housing business where she was Finance Director.

Sarah Gaventa joins as the company's Creative Director on 5 July, having previously been Director of the Illuminated River Foundation, London's largest public art and public realm project. Prior to that she ran placemaking and public art consultancy Made Public, working for public and private clients and was the Director of CAFE Space, the UK Government's advisor on public space.

Andy Chorley joins as Director of Project Management & Operations on 31 August. He joins from Goldman Sachs Asset Management where he has spent the last four years as Executive Director heading the European Development and Construction team. Andy spent 18 years before this at Lendlease Europe where he was Commercial Director working within both the construction and development divisions across a portfolio of projects including the London 2012 Athletes Village.

Rob Heasman, CEO of ECDC said: *"I am delighted we are announcing the appointments of Georgina, Sarah and Andy, all of whom have significant experience in delivering complex mega projects which involve diverse stakeholders and interests. I welcome them to our growing team to help us create a new plan for the area that will make London proud, and make the Earls Court site special again."*



For further information,
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About The Earls Court Development Company

The Earls Court Development Company is an Earls Court-based business, responsible for driving the development of the Earls Court masterplan forward on behalf of Earls Court Partnership Limited (ECPL). ECPL is the joint venture between Delancey (on behalf of its client funds including the Dutch pension fund manager, APG) and Transport for London (TfL) that formed in December 2019. ECDC's ambition is to deliver a new visionary masterplan that stitches the Earls Court site back into its local area and sets new standards for a sustainable, vibrant mixed-use development. There is now a clear opportunity for a fresh approach at Earls Court with the former exhibition centre sites cleared and ready for development.

Following the handing back of the West Kensington and Gibbs Green estates to the London Borough of Hammersmith and Fulham, our project team and design team have been listening to local people about what they want to see, and working on some early ideas for the future of this iconic site.

Our programme of meanwhile and temporary uses for the land and derelict buildings we inherited is already bringing life and economic activity back to parts of the site this summer. This includes:

- ['London Wonderground'](#), the major new summer festival from world-renowned events producer Underbelly, running from 15 July to 26 September on the former Earls Court 2 Exhibition Centre site
- A new temporary public space on Warwick Road which has been transformed into a botanical wonderland, known as the 'Pleasure Garden' by artists Baker + Borkowski as part of the K+C Festival. ECDC is [seeking views](#) from the local community on the future use of this space when the festival activation departs in autumn.
- Bringing empty homes back into use on [Empress Place](#) on a temporary basis for use by key-workers and others who will benefit from reduced rents as property guardians. We have also created further discounted homes for key-workers at the former [Seven Stars](#) pub in West Kensington
- ECDC is also currently [running a consultation](#) on our plans to repurpose the former owner's marketing suite on Aisgill Avenue for local residents to use

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Rob Heasman
CEO
The Earls Court Development Company



In June 2021 we launched the Earls Court Community Fund, with £180,000 available to bid for in the first year. This is to ensure that local charities, community groups and others continue to see a real and immediate positive benefit from our involvement in the local area. We are also asking for volunteers from the community to join the selection panel which will review and decide on the applications. For more information visit [The Earls Court Community Fund](#)

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