

ROB HEASMAN APPOINTED AS CEO OF THE EARLS COURT DEVELOPMENT COMPANY AS MAJOR ZONE 1 SCHEME GAINS MOMENTUM



28 SEPTEMBER 2020

- Rob Heasman has been named CEO of The Earls Court Development Company, the new Earls Court based business responsible for bringing forward the Earls Court masterplan
- Earls Court is one of London's most strategically important development opportunities, which will deliver a combination of homes for Londoners, and commercial opportunities alongside green and cultural spaces

The Earls Court Development Company (ECDC) is pleased to announce Rob Heasman has been appointed as the company's CEO. Rob will be responsible for driving the development forward on behalf of the Earls Court Partnership, the joint venture between Transport for London and Delancey's investors, who purchased the site in December 2019. This is the latest in a number of significant developments for Earls Court, following June's announcement that the architects Hawkins\Brown and Studio Egret West will lead on designing a brand-new masterplan for the area. The cleared site is the largest in Zone 1 and will help London achieve its housing targets by becoming a world-class, mixed used development, which will stitch Earls Court back into its local area.

Heasman joins The Earls Court Development Company following a decade at Lendlease including two years as Managing Director of Euston Over Station Development, as development partner for the Department for Transport and Network Rail, bringing forward plans for the UK's most ambitious station destination right in the centre of the capital. Prior to that, for nearly eight years he served as Project Director for the flagship Elephant Park development in Elephant & Castle, where through a strong focus on collaboration with key stakeholders and the local community, he delivered on the early vision to create a place full of life.

Rob Heasman's appointment is just the latest sign of continued and growing momentum around the Earls Court site. Rob will now work alongside the newly appointed architect team to deliver a vision for the area which is truly inspiring and benefits local people as well as the wider London community.

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Jamie Ritblat, on behalf of The Earls Court Development Company, said: *"We are delighted to be able to announce Rob Heasman as The Earls Court Development Company's new CEO. We have been consistently impressed by his desire and enthusiasm to create something ground-breaking at Earls Court. Rob understands the importance of sustainable, considered development, as well as the need for an approach which brings the community with us on the journey to deliver an Earls Court which reflects its rich and vibrant local heritage, as well as acknowledging its place in the heart of a dynamic London."*

Rob Heasman, newly appointed CEO of The Earls Court Development Company commented: *"The Earls Court site represents perhaps the most exciting significant development opportunity anywhere in London. I am both thrilled and privileged to have the opportunity to take it forward as the new CEO of The Earls Court Development Company. I will work with our shareholders, the local community, and other local stakeholders to build on the tremendous heritage of the area, and in doing so meet the need to create a community where people can live, work and play. Similarly, I also look forward to building strong and collaborative relationships with our state partners; the local authorities and Transport for London, as we all embark together, on this new journey, to create a seamlessly integrated regeneration which respects its surroundings, neighbourhood and also reflects it's historic global status."*



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Rob Heasman
CEO
The Earls Court
Development Company

Notes to Editors

About The Earls Court Development Company

The Earls Court Development Company is the new Earls Court-based business, responsible for driving the development of the Earls Court masterplan forward on behalf of Earls Court Partnership Limited. The Earls Court Development Company's ambition is to seek a new visionary masterplan for the site, that stitches the Earls Court back into its local area and sets a new global standard for a sustainable, vibrant mixed-use development. The Earls Court Development Company will be delivering and developing the 25-acre former Earls Court Exhibition Centre site. The vision also seeks to extend the masterplan to include the Lillie Bridge Depot land, thereby increasing the development site to 40 acres. Following the handing back of the West Kensington and Gibbs Green estates (the estates) to London Borough of Hammersmith and Fulham, the estates will not be included in the masterplan. There is now a clear opportunity for a fresh approach at Earls Court with the former exhibition centre sites ready for development.

www.theearlscourtdevelopmentcompany.com



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About the Earls Court Partnership Limited

The Earls Court Partnership Limited is the joint venture between Delancey (on behalf of its client fund and the Dutch pension fund manager, APG) and Transport for London (TfL). The majority interest in the site was acquired by Delancey (on behalf of its client fund and the Dutch pension fund manager, APG) in December 2019.

About Delancey

Delancey is a specialist real estate investment, development and advisory company whose activities encompass retail, residential and commercial real estate across London and the UK. Collaborating on a wide range of assets, partners, and clients, Delancey is recognised for its innovative and diverse approach to creating long term value from real estate. Delancey also advises clients on appropriate capital structures, financing and provides asset management and development services. Delancey has a diverse portfolio of retail, residential, office and corporate assets across London and the UK, including the Alpha Plus schools group. Delancey is also a pioneer in the private rented sector and has spent much of the last few years bringing the legacy of the London 2012 Olympics to life; it is delivering over 3,000 homes for rent at the multi-award-winning neighbourhood East Village, the former London 2012 Athletes Village in Newham. Delancey has an extensive history in advising joint venture partnerships and aims to involve partners who can bring operating expertise, capital or access to direct and indirect property investments. Notable joint venture partners include The Crown Estate, Land Securities Group, Ares and British Land. Operating with a high standard of regulatory compliance and corporate governance, Delancey is a Registered Investment Advisor with the Securities and Exchange Commission ("SEC") in the US and is regulated and authorised by the Financial Conduct Authority ("FCA") in the UK.

<https://www.delancey.com/>



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About Transport for London

Earls Court is one of the key sites to be part of TfL's housing programme, which will provide thousands of homes across the capital and includes a commitment to deliver 50 per cent affordable housing on average across all sites brought to the market since May 2016. Work has already started on almost 1,400 homes in the capital, as the programme continues to build momentum. For more information about TfL's housing programme, please visit: <https://tfl.gov.uk/info-for/businessandcommercial/property-development>



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