



The Hammersmith Society

Awards Narrative 2025

Richard Winterton : Vice Chair



Welcome to the Hammersmith Society Awards for projects in the borough which were completed in the last two years.

Hammersmith is a dynamic London borough which is changing all the time -sometimes for the better, sometimes not. The Society Awards are there to highlight changes which have brought about a notable improvement, be it buildings, landscaping, planning or any other of the pieces of the jigsaw which make up our urban surroundings.

There has been less to choose from this year, probably due to the general mood of uncertainty - projects often stalling after a flurry of consultation, development sites continuing to lie fallow - and projects waiting for approval through the tortuous new fire regulations. But there are always interesting developments somewhere to be found and here are the entries which have been nominated by members for this year:



1. We'll start with The Nancy Goulden Award - this is for the smaller urban improvements, often unnoticed but vital contributions to the urban surroundings.



For the first nomination we're in Bradmore Square, accessed from the far end of the Broadway shopping precinct, a pleasant open courtyard behind Bradmore House, surrounded by shops, a restaurant and entry to the select Kindred city club upstairs. This very urban space has been given new life with this generous planting scheme, with sculptural pots containing a variety of well-tended plants - which bring a spectacular colourful jungle to the square in summer.

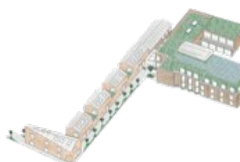


Second nomination for the Nancy Goulden Award is on the south side of King Street, opposite the fish and chip shop near Ravenscourt Park - where substantial pavement planters have been added to the wide pavement, bringing both colourful landscaping and soaking up rainwater to reduce the run-off overloading the sewers. The planting has been carried out by the Hammersmith Community Gardens Association, and paid for through the Council's Green Investment Fund - which operates as a sort of building society, holding savings from members of the public at something around 4% interest! The project includes tidy crushed stone surrounds to the mature trees beside the planters. A great improvement all round.





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2 Next is the Tom Ryland Award for Conservation, this recognises examples which both contribute to and enhance the historic character of so much of Hammersmith.

There's one nomination: on the corner of Uxbridge Road and Thorpebank Road, Shepherds Bush, a visionary company called Publican Pubs have transformed a down-at-heel pub and created The Hawthorne pub, restoring the whole building, bringing back a traditional pub frontage with an attractive interior. A cultural and urban asset for the community. Over 400 pubs closed in England last year, so a special thank you for the Hawthorne.

3 The Jane Mercer Award is our prize for improvements arising from community action and involvement. – but this year there are no entries for nomination even though there has been plenty of community involvement in most of the projects we have talked about here.

4 Finally there's the Hammersmith Society Environment Award, our top prize, which recognises development which stands apart in design quality, urban planning and overall contribution to the quality standards of the borough.

A. First nominations for the Environment Award – is 2 MacFarlane Place, Wood Lane, on the left-hand side of the old BBC TV Centre. This is a residential development providing 142 affordable homes in a nest of 3 buildings on 7 floors, with units for shops or offices on the ground floor. It's a rich but restrained design, facades carefully modelled in profiled brickwork, the buildings have a gravitas which sits well in the very mixed scale and style of architecture of Wood Lane, - sited between the long Victorian terrace to the left, and the 25-storey block under construction on the right, beside the TV Centre. This development brings character and presence to the relentless action of Wood Lane, and is typical of the quality of design emerging from the long established Peabody housing association.

B. Second Nomination is the New Timber Yard, a small development of 1,2 and 3 storey flexible work spaces, enclosed in a set of carefully modelled brick buildings, and cleverly tailored to fit a higgledy piggledy site left by the former hardwood timber merchants which stood here before. You enter via Dimes Place, a mews which joins King Street opposite Greggs, and leads through entry gates to a landscaped courtyard, with the reception and café hub which leads to a network of different spaces. Within the irregularities of an old industrial mews the buildings bring a quiet order, integrating the mix of space and materials. Calm excellence within yards of the brash frontages of King Street.



5 And of course the wooden spoon award, for things which could have been done better.



A. Two nominations : first, the general environs of Uxbridge Road in Shepherds Bush. The Uxbridge Road character is a mix of market and high street, best seen after dark when brightly lit displays of food and fruit line the pavement – and the darkness hides the urban neglect of the surroundings seen by day. A general shabbiness of everything, a contagious mix of decay and neglect in the buildings, the shopfronts, the random piles of rubbish bags, the street furniture, it's a familiar picture which projects the message that no one cares, it doesn't matter. Last September the very active local community group lobbied a Council meeting with their petition 'Fix the Uxbridge Road' winning an assurance of support from the Leader – perhaps a nomination next year for the Jane Mercer award for community endeavour.



B. Second nomination you will all be familiar with. Recent closure of the dignified historic Hampshire Hog pub on King Street was followed not by this handsome building being converted to residential apartments, but by the arrival of the Hammersmith Belle in a flurry of trees and window boxes, like a scene from Back to the Future. This becomes the 5th Belle pub in London, the brand bringing extensive outdoor facilities, giant sports TV screens, hotel accommodation – and a frontage of white leafed artificial trees with Christmas lights. This has proved unwelcome, and there have been significant number of nominations for a wooden spoon, lamenting the loss of the traditional pub presence and criticising the white trees - tasteless and out-of place.



But at least it hasn't joined the over 100 English pubs which disappeared last year. And the tree boxes appear to be mobile.

Awards Presentation

Cllr Sharon Holder Mayor of Hammersmith and Fulham

1 The Nancye Goulden Award for smaller urban improvements:
The planters and associated works in King Street
Hammersmith and Fulham highways who did the ground works, and
Hammersmith Community Gardens Association who did the planting

2. There are no prizewinners this year Tom Ryland Award for
Conservation and Jane Mercer Award for community action.

3 The Environment Award: two prize winners:

- No. 2 Macfarlane Place Wood Lane:
Affordable housing by Peabody Housing Association
- The Timber Yard, Dimes Place King Street: new office
building

4. The Wooden Spoon:

The Uxbridge Road community group have done very well to win an
assurance of support from the Council leader – if this doesn't lead to
some improvements, there should be a wooden spoon waiting for you
next AGM

There was strong support from members for the award of a wooden
spoon to the Hammersmith Belle. Wooden spoon winners are
normally not invited to receive their award - but any one drinking
there in the near future might like to pass on our congratulations.