

HANGER HILL GARDEN ESTATE RESIDENTS ASSOCIATION



Press Notice

West Acton residents raise £50,000 for land restoration project

A rundown strip of land near West Acton station is to get a facelift, thanks to a determined crowdfunding campaign and consultation exercise by local residents.

More than £50,000 has been raised for the project, which will clear out dead wood, prune any healthy remaining trees and plant new trees and shrubs on land between two roads on the Hanger Hill Garden Estate (HHGE). "It has been clear for a while that our central reservation needed attention," says Bill Bailey, HHGE Residents Association Chairman. "But as more and more trees started dying, we faced a stark choice: leave the area to deteriorate into a pile of dead wood, brambles and ivy, or try to restore it to its former beauty."

A working group of volunteers has been co-ordinating plans since the Association's annual meeting in March and will start work on a trial section this Winter. The bulk of the work will follow next year, to allow birds to build their nests in the spring first. The project's name, 'Cherry Tree Walk', took its inspiration from the flowering cherry trees planted when the Estate was built nearly a century ago. Planting new cherries, among other types of tree, will ensure continuity. But it also celebrates the Estate's contemporary Japanese community, for whom cherry trees hold a special symbolic significance, in preparing the Estate for the decades to come.

Consultation among residents highlighted a range of other priorities, including the need to improve road safety and concerns about vehicle pollution and biodiversity. "One of the most exciting aspects of the project has been the debate it's stimulated about how to protect the remaining green spaces around our Estate," says Nim Maradas, who co-ordinated the fundraising campaign. "We're delighted to have been offered funds, outside this project, for an environmental study that will help us draw up a master plan for the whole Estate."

More than 70 individuals and organisations have contributed funding, led by Ealing Council and the Mayor of London. Other donors include Car Giant, which owns land bordering on the Estate, an offer of 20 trees from Transport for London, and several other local businesses. The project has also been the catalyst for other community activities, including a very successful Harvest Festival at the end of September, a new volunteer gardening group and Twitter feed.

"Raising the money has been a bit of an emotional rollercoaster," says Kate Crossland, a member of the project team. "But it's been great to see neighbours getting engaged with the plans, and we're all excited to see the area looking beautiful again."

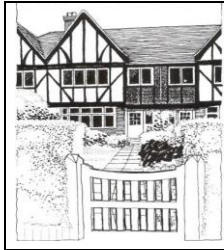
6 November 2017

Media inquiries: mail@hhgera.com

ENDS

**Hanger Hill Garden Estate Residents Association are the Managing Agents for
Hanger Hill Garden Estate Residents Ltd**

Company No: 01757836. Registered Office: 43 Monks Drive, London W3 OEB



HANGER HILL GARDEN ESTATE RESIDENTS ASSOCIATION



Notes for Editors

1. Hanger Hill Garden Estate is a self-managed 'Mock Tudor' estate of 361 houses and 258 flats in West Acton, London. Built in the late 1920s and early 1930s, it is a conservation area and home to a thriving and diverse community with mainly UK, Japanese, Middle Eastern, Indian and East European roots. The residents association, run entirely by volunteers, represents the Estate in planning and other matters. It also owns and manages various areas of land, including a 320m-long strip between the north and southbound sides of Princes Gardens.
2. After more than 80 years, this area is badly in need of restoration. The central reservation attracts fly tipping and litter becomes trapped in the bushes and undergrowth. In the evenings there is poor visibility and the area is very dark due to the trees and bushes which are really overgrown. Though it provides a barrier for the facing houses from pollution and noise, gaps are appearing as it is slowly strangled by ivy and weeds.
3. The £50,000 project cost has been raised via the community projects crowdfunding site Spacehive.com, with support from:
 - Ealing Council – Transform Your Space fund
 - Mayor of London – Greener City Fund
 - Car Giant
 - Transport for London
 - John Ward Garden & Landscape Design
 - Hanger Hill Ward Forum
 - Japan Services Rent Ltd
 - Grimshaw Estate Agent
 - Conway Chemist
 - Crown Plumbing Centre
 - 11 Coffee & Co
 - More than 70 individual donations
4. Extensive consultations have been carried out as the project has been developed, via a combination of online and face-to-face meetings with residents and other stakeholders. An open meeting on 2nd September fed back the results of that exercise and updated residents on current thinking about the project's priorities and design.
5. For further information: www.hhgera.com/gardens-project
6. Fundraising website: www.spacehive.com/westactoncherrytreewalk
7. Twitter feed: @PGCherryWalk
8. Media inquiries: cherrytrees@hhgera.com

**Hanger Hill Garden Estate Residents Association are the Managing Agents for
Hanger Hill Garden Estate Residents Ltd**

Company No: 01757836. Registered Office: 43 Monks Drive, London W3 OEB