

***NOTTING HILL/
WESTBOURNE
GROVE***

HISTORY



18th Century: BRICK MAKING + PIG FARMING INDUSTRIES; soil had high levels of clay.

- The extraction of clay from soil for both brick making and pottery left the grounds filled with holes. These holes were often filled with sewage and pig slurry because of lack of sanitation. Traces of these production can still be spotted in Notting Hill, namely WALMER ROAD (where a firing kiln still stands)
- For local pig farmers, living conditions were dirty because of the quick expansion of the area

19th Century : THE LANDLORD, JAMES WELL LANDBROKE

- Plans for Notting Hill to be a suburb for wealthy Londoners was underway... Large terraced houses and communal gardens

Post War: WW2 + THE BLITZ: AERIAL BOMBING BY THE GERMAN AIR FORCE:

- Townhouses bombed and destroyed... later rebuilt... introduction of HMO (Homes of Multiple Occupancy) whereby bedrooms were private, but kitchens and bathrooms were shared
- This system allowed landlords to exploit their tenants known as "slum landlords" (when a landlord receives large profits from poorly maintained properties). One very popular one: PETER RACHMAN. This is also the origin of the word Rachmanism... which describes the exploitation and intimidation of tenants

AFRO-CARIBBEAN IMMIGRATION (POST WAR) :

- Individuals coming from West Indies area in the Caribbean. Working low paid manual labour + cheap accommodation in slums.
- Race riots starting 1958. Starting with Swedish woman being attacked by white youths for marrying a Jamaican immigrant.
- Some white youths attack homes known to have West Indian residents
- Riots and civil unrest grew from there



HISTORY

GENTRIFICATION OF TODAY

- HMOs phased out and converted back to large houses
- Famously expensive place to live
- Properties had an average price of nearly 2 million pounds last year
- The majority of sales last year were flats. Home prices up by 4% since last year as well, according to Rightmove
- Big name brands taken over in place of independent retailers but this culture is still prominent in Portobello market
- This is all due to gentrification. This is the transformational process involving changing a low value neighbourhood to a high one. This is due to an improvement in infrastructure that causes wealthier people to move in and drive poorer people out as they can no longer afford to pay rent and rise in living costs. This transformation is very rapid which is why it is impactful to a large number of people



NOTTING HILL CARNIVAL, 1966

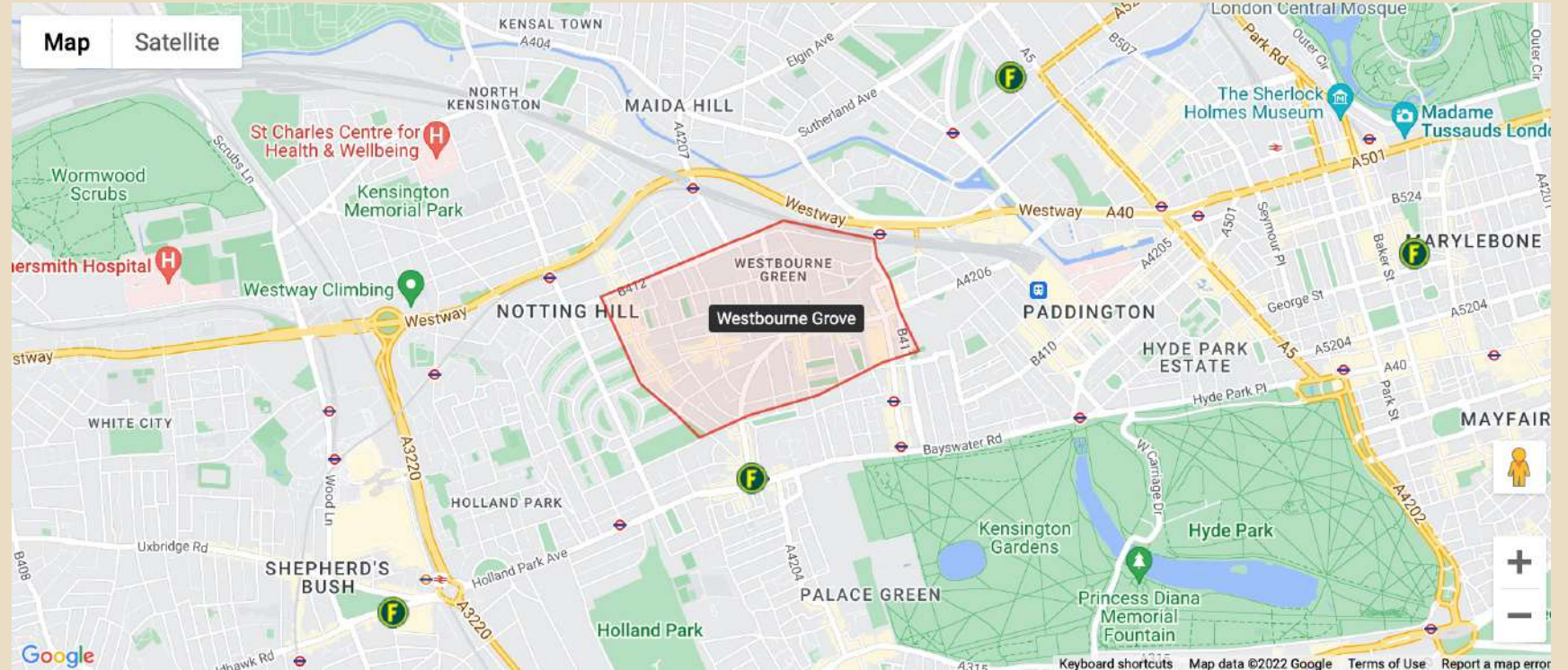
- Celebrating Afro-Caribbean culture organised by locals and activists
- First started to improve race relations
- Held in St Pancras Town hall, live from BBC
- Became annual event
- Now attracts more than 1 million visitors a year (largest carnival in Europe)



BRIEF OF THE AREA

Situated in West London, Westbourne Grove runs along the retail road of Notting Hill. It is recognized for its multicultural, dynamic, and active neighbourhood, hosting the famous weekly market in Portobello, the celebrated Notting hill carnival, and hosting scenes for movies. Such as, 'Notting Hill.'

Westbourne Grove initially took its name from a settlement that developed which was called, 'Westbourne Green.' Then changed to river Westbourne, the river still runs under Ossington Street.



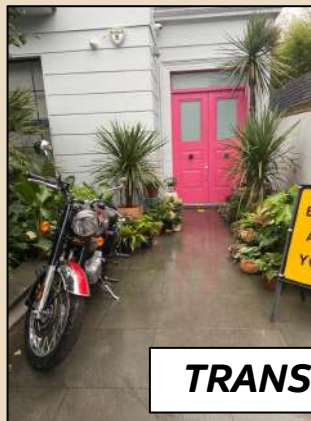
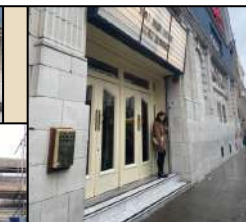
Train: ELIZABETH, HEATHROW EXPRESS, OVERGROUND
Tube: CENTRAL, CIRCLE, DISTRICT

Notting hill and Westbourne Grove are under the Bayswater region, which resides a variety of established areas: Royal Borough of Kensington and Chelsea, East Paddington, west Edgware Road, and even stretching to Marble Arch. Meaning there is a vast of transportation access and opportunities to reach if you're looking for inspiration and influences: the different aesthetics, lifestyle, and entertainment.





ARCHITECTURE



TRANSPORT

Other than London's usual, there is an interest in motorcycling evident in the area

There is something for EVERYONE!



FOOD

Lots of independent businesses for both food and shop. The smell of pastries is very evident in a lot of streets

Art also appreciated – stores offering to paint shoes, bookshops and book exchange stores. Can appeal to many different interests. HANDMADE ITEMS FOR SALE

Antique shops and lots of history and culture appreciated, for example materials, maps, etc. Lots of variety with coffee shops: Arabic, Italian, French

European, classic, preserved history, greenery incorporated in buildings. That cinema opened in 1910



SHOPS



Lots of vintage stores and settings used in movies because of town's charm for example Paddington antique shop

CULTURE AND VIBE OF THE AREA:

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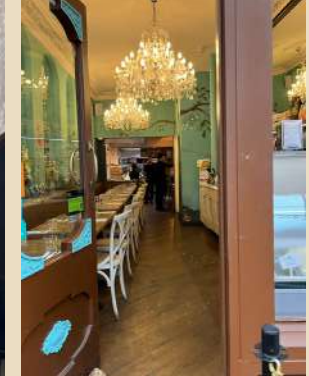
Despite the perception that the region is fairly "edgy," there is a feeling of warmth in the air because of the strong community. This sense of community is fostered by small or family-owned businesses up and down the market and road making the atmosphere here feel really inviting. Also, the vendors converse with each other in a positive manor, highlighting the inviting ambiance. Antique shops and lots of history and culture appreciated and preserved. For example materials, maps, etc.

SERVICES:

FOOD



Cafes and restaurants are very prominent across the area. Scaling up and down the roads, serving pastas, pizza, to Thai, middle eastern, and Caribbean . But predominantly, they serve European cuisines and baked goods. If you intend on seeking fast food places, Westbourne grove and Portobello market isn't the place as the fast food they have is: five guys, Greggs and Starbucks. However, if you head down to Notting hill high street, you can find a variety of more fast food, as well as more restaurants, activities, and some high street shops.



Lots of independent businesses for both food and shop. The smell of pastries is very evident in a lot of streets. Though perceived as the area being quite 'edgy,' there is a sense of warmth to the place due to the sense of community environment. Small business and cafes, family owned or the little stalls, build that sense of community. Making the vibe of the place very welcoming. Interiors of cafes and restaurant have warm lighting, soothing coloured interiors , some have a biophilia interior. Further emphasising the welcoming aura.

STORES AND MARKETS:

The stores and markets of Notting Hill are dominated by the classic colourful buildings. There are very few name brand stores like Starbucks, most of the area is a house for small businesses. Along Portobello Road you can find more stalls and independent businesses. The prices are more on the pricey side however there is a wide variety of services. All the shops have a different vibe to each other from jewellery to antiques to clothes to British memorabilia. One shop called KIN carried more 'trendy' styled clothing which didn't quite fit the overall atmosphere of the rest of the shops. You can find vintage stores everywhere in Notting Hill to fit what you're looking for. Pepper Tree carried 70s-90s styled clothing split onto 3 floors, the store had a damp earthy smell, with clothes typically ranging from £15 and above. Designer shoes was also a common trend amongst the vintage stores.



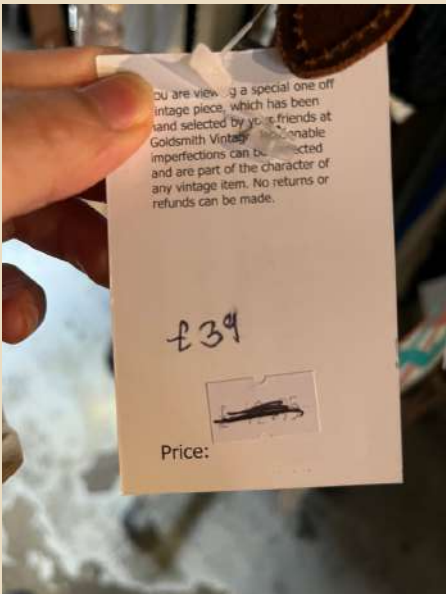
STORES AND MARKETS :

In Portobello Road Jovonna showcased some more polished and classy clothing like tweed blazer sets. Most stores have some of their merchandise displayed in front of their store unlike shops in Westbourne Grove and shops more closer to Notting Hill Gate station. Aside from clothing the area had a few bakeries, pubs and restaurants along with more common shops like Tesco and Bubble ology. You can also find the Notting Hill Bookshop where you can find a postcard wall inside along with many books from different genres with a homey feel. More on Westbourne Grove you can find SOHO.HOME.STUDIO (Modernity) which was originally a petrol station - clothing shop - vintage shop to the place it is today. The showroom specialises in rare and high-grade furniture, ceramics, glass and art pieces. The aim of the place is to showcase and support emerging artists by providing them the platform to sell their art pieces, currently they're working with Anna Aunwin.



MODERNITY VIDEO

STORE PRICE POINTS :



As said before, some stores can range from £15 up. In these pictures you can see a more clearer price points, however, this doesn't cover the markets or restaurant, it depicts more on the retro stores – which the majority sell archived and vintage thus prices can range higher. (£39 – 300+) But in the markets up and down Westbourne grove, you can collect a plethora of jewellery (from £10 - 15) and trinkets that are affordable, sometimes negotiable.

PEOPLE & FASHION:



FASHION : ANALYSED



- Older generation leaned towards a more casual relaxed formal look. Whilst the younger generation opt for a casual yet more street style vibe.

- Outfits are versatile: patterns to neutrals, to sporting luxury brands

- Comfortable but chic

- Some wore workwear, showcasing practicality, easy, and operative.



One of the most prominent style in Notting hill / Westbourne Grove is the relaxed, casual formal attire. A mixture of oversized, comfortable pieces like jeans, joggers and shirts, layered with a trench coat or leather jacket. It creates a comfortable yet polished look. Additionally, the fashion also signifies the socioeconomic of the area, as Notting hill is full of various people of status due to its cosmopolitan society: ranging from the affluent to the average. This combination is reflected in the fashion.

ARCHITECTURE



ARCHITECTURE



Notting Hill is famous for its late 19th and early 20th century terraced houses and bright colours. When first built these houses were owned by upper middle-class families with a small number of servants. Walking around we could see the townhouses and some older architecture, such as the church that has been adapted into a Paolita store.

European, classic, preserved history, greenery incorporated in buildings. That cinema opened in 1910

INTERVIEW 1

1. What's your typical day like in Notting Hill?

“Come for a coffee (at Bodyism), walk around Portobello road, maybe check out some thrift stores. Then maybe grab a sandwich, go back home to do a bit more work, and then go out with friends for some beers probably.”

2. What's your favourite and least favourite thing about Notting Hill?

Favourite → “the fact that its like you’re living, you’re still living in London but it’s like you’re in an isolated place, it’s very nice.”

Least favourite → “maybe that’s a bit far off from the centre, like if you want to see your friends, its quite off the centre.”

3. What's the one place in Notting Hill you would recommend any tourist to go to?

“Portobello market of course.”

Bernardo moved to Notting Hill 3 days ago.

4. How would you describe Notting Hill with just 3 words?

“Lively, young and beautiful.”

This is Bernardo.

5. Is the night life any different to the everyday?

“Yeah, stuff gets crazy here in night time”, “you see some weird stuff, especially if you go towards the end of Ladbroke Road”, “if you go towards the other side of Notting Hill, it’s a bit more sketchy but overall it’s a very nice place.”



INTERVIEW 2

1. What's your typical day like in Notting Hill?

“I work here (Bodyism) so pretty much this café; its very very busy. Its very lively here. I would say if you're going to go around Notting Hill, you go up Portobello.”

2. What's your favourite and least favourite thing about Notting Hill?

Favourite → “The small places that have been around forever. The people that you just know that have worked and been here forever. The small little cafes that you know have just been here forever.”

Least favourite → “coming from someone who has grown up here, it has kind of been taken over by tourists. It does mean that Saturdays are now not my days to go to Portobello.”

3. What's the one place in Notting Hill you would recommend any tourist to go to?

“Falafel king, it’s a really good falafel place.” “gold, it’s a good restaurant.” “the globe, it’s a very good club.”

4. How would you describe Notting Hill with just 3 words?

“Colourful, friendly, and lively.”

lyona, was born and bred in Notting Hill.

5. Is the night life any different to the everyday?

“Yeah, honestly I think day is a lot better. Earlier on in the morning there is a lot more going on. Day time is so much more lively because of the markets obviously, there's way more to do in the day.”