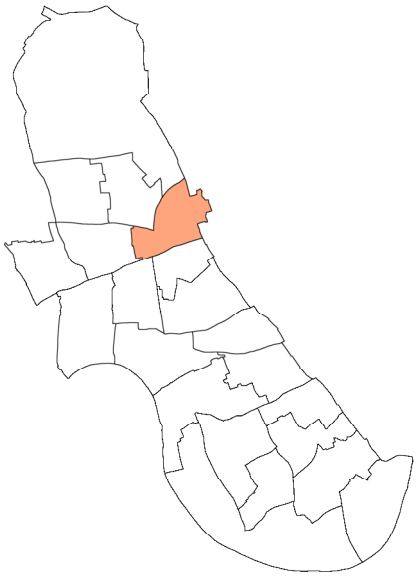
Shepherds Bush Green ward

Whatever the typical image of Shepherd's Bush is - seedy, down-at-heel, multi-cultural, working class, traffic-blighted - this area, and this ward specifically, has a claim to be as important as the West End for the birthing of entertainment, recreation and broadcasting.



Consider:

The bulk of the White City great Exhibition Centre, entered through an ornate towering archway on the edge of the green was here

The Gaumont Theatre in Lime Grove opened in 1915. This became the first - and main - BBC recording studios, where the first ever episode of Dr Who was made

Across Lime Grove from the Gaumont is the London College of the Arts where The Clash formed - arguably where punk rock was founded. Members of The Who and the Sex Pistols were based in this area, and scenes from Quadrophenia were filmed here

Next door to the college was the old Lime Grove baths and wash-houses, opened in 1907, which were the first state efforts in Hammersmith to improve the health, hygiene and cleanliness of the citizenery. The baths became Hammersmith's only swimming pools until new pools were built in Bloemfontein Road

On Shepherds Bush Green the Shepherd's Bush Empire still stands, now called the O2 - one of Britain's first live theatre venues. Prior to that this was a BBC live theatre recording studio where Crackajack was recorded

Next door, the now-closed and largely demolished Walkabout pub began life as one of the earliest cinemas, opened in 1910; but is being restored to its former glory and without the Australian colours of the Walkabout

Next door to that, the Shepherd's Bush Pavilion: another former cinema in an area that boasted a huge turnover of such venues when the medium first became popularly and widely available

Across the green, the offices where Spike Milligan first began creating the whacky off-beat humour that eventually became the Goon Show with Michael Bentine, Tony Hancock and Harry Seacombe still stand

And it doesn't really end there: the old, larger Shepherds Bush Green ward that existed until 2022 included the iconic modernist BBC Television Centre on Wood Lane; Queen's Park Rangers' Loftus Road football ground; and Hammersmith Park which contains surviving relics of Imre Karalfi's White City Exhibition Centre.

Ever so slightly further north was the White City Stadium, home of the 1910 Olympics and thereafter London's premier greyhound racing stadium until it fell into ruin and was demolished as part of the expansion of the Westway. That site, now in White City ward, became the BBC Media Village so the continuation of the cultural theme lives on, even in some fairly non-descript modern office blocks.

Shepherd's Bush Green therefore has a significance that is often overlooked nowadays - above and beyond the fact that the area just north of the green is Shepherd's Bush village: the very first settlement in the area. Yet Shepherd's Bush never really developed in the way other districts of similar size and with similar potential did. Why is that?

Chris Hamnett, Professor of Geography at King's College, has suggested that disastrous 1950s town planning; specifically the building of the West Cross Route and the Westway, blighted the area to such an extent that its development was retarded for decades.

The West London Observer
Friday July 22, 1921

Anti-Waste victory in St. Stephen's ward

THREE-CORNERED CONTEST - MR. W.W. POYNTER ELECTED.

A three-cornered contest took place on Saturday in St. Stephen's ward, Shepherd's Bush, to decide who should be elected a member of the Hammersmith Borough Council to fill the vacancy caused by the death of Councillor W.A. Gillies, and a good deal of interest was evinced in the result of the polling.

The three candidates were:- Mr. W. Barnett, Labour; Mr. A.R. Cracknell, Independent anti-waste candidate, who is an ex-Councillor and a Liberal in politics; and Mr. W.W. Poynter, anti-waste candidate, who was supported by the Hammersmith and Shepherd's Bush Chamber of Trade and Commerce, the Hammersmith branch of the Middle Classes Union, the Sailors and Soldiers Federation, and the Municipal Reform Party.

Mr. Poynter is a member of St. Stephen's ward of the Hammersmith and Shepherd's Bush Conservative Association.

Each candidate had a display of election literature in the streets of the ward, in many of the windows cards being displayed exhorting electors to vote for their favourite candidate. In Devonport Road, where Mr. Cracknell resides, there was a good show of cards on his behalf, whilst in Lime Grove the majority of the cards exhibited were in favour of Mr. Poynter. Cards in support of Mr. Barnett were shown in several of the streets.

Polling took place from 8 a.m. to 8 p.m. at the L.C.C. School, Thornfield Road, there being four polling stations. The presiding officers were Messrs. W. Mortimer, G. Gate, C.W. Hill and A.S. Cross; Clerks, Messrs. Capes, Bird, R. Harris, Maidment and Adams. The arrangements for the election were carried out by Mr. Francis, under the direction of Mr. Leslie Gordon, the Town Clerk, who was the returning officer.

The candidates, with a number of supporters, assembled at the entrance of the school and did their best to enlist the votes of wavering electors by distributing cards and shouting out the names of the aspirants for municipal honours.

On a portable platform fixed in front of the entrance was a placard with the words:

Vote for Barnett
The Labour candidate

Workers! the anti-waste idea of economy is by reducing your wages, housing and education

Placards in support of the other candidates were also displayed in the vicinity. There was a steady flow of voters to the polling stations in the morning but the number increased in the afternoon and evening. Just before 7 the votes polled at the four stations were:- 226, 218, 272 and 168.

It was one of the liveliest Borough Council elections that has taken place

DECLARATION OF THE POLL

When polling ceased at 8 o'clock, the ballot boxes were conveyed to the Town Hall, the counting of the votes being proceeded with in the Council Chamber at half past eight. All three candidates attended.

About 20 minutes past 9 the Town Clerk declared the result as follows:-

Mr. W.W. Poynter (Anti-waste)	504
Mr. W. Barnett (Labour)	322
Mr. A.R. Cracknell (Ind.)	283

Majority over Labour candidate 182

Mr. Leslie Gordon then declared Mr. Poynter to be elected a member of the Borough Council, an announcement which was received with cheers.

The number of votes recorded was 1,114 out of an electorate of 3,473. There were five rejected ballot papers.

SPEECHES OF CANDIDATES

Mr. W.W. Poynter said, as the winning candidate, it was his proud privilege and honour of proposing a hearty vote of thanks to the returning officer for the able and efficient way he had conducted the election, and the members of the staff for the assiduous, careful and painstaking manner in which they had carried out their business. He also wished to thank the electors who had supported his election.

He wished sincerely to say if there was anything he could do for St. Stephen's ward and the whole of Hammersmith it would be his proud position to carry out. He thanked all who had assisted him in obtaining that magnificent majority. He trusted that he would prove worthy of their support and he concluded by again thanking them all sincerely. (Applause).

Mr. W. Barnett seconded the motion and said he wished to associate himself with the remarks made by the successful candidate, with reference to the good work which had been done by the officials in the election, and he wished to thank them heartily for what they had done. He wished to give hearty thanks to those who had worked hard in the election on his behalf. He accepted the position on grounds which were not personal. (Applause).

Mr. A.R. Cracknell said he had great pleasure in supporting the vote of thanks, because he had had the greatest courtesy from the Town Clerk and Mr. Francis; the latter, he thought, had done all the work. It was always a pleasure to come to the Town Hall to get any information.

He might say that he was proud that he had made his effort. His one object was to stand against a combination of forces to defeat the common end of real injustice.

He was against class, which had dominated Hammersmith ever since he had known it. He had been up against combines and wealthy concerns part of his lifetime. He had offered his services to get what he believed justice. Wealthy organisations had joined and worked together. He had got a letter from the Middle Classes Union asking that he might come forward as their prospective candidate. He was also nominated by the Executive of the Ratepayers' Association.

He congratulated Mr Poynter on his victory. He did not envy him his victory. He stood against class. He was not discouraged or downhearted. [Cllr Morris: Don't cry over it; get on with it]. He thought he would be far more useful off the council than on it.

He had been dropped by the Middle Classes Union and the Ratepayers' Association. He stood alone. He had not said a word against his opponents. He did say that the lying slander which had been said about himself was a disgrace to any body of people. He protested against dirty, underhanded and shameful statements which had been made in the borough. He fought for right principles. In conclusion, Mr. Cracknell said he supported the vote of thanks to the Town Clerk and his staff. (Applause).

Mr. Leslie Gordon, the Town Clerk, in reply said it was the second time in a few weeks on a Saturday night that he had had to return thanks for the very pleasing words said about Mr. Francis and those helping to carry out the election. Mr. Cracknell was quite right: Mr. Francis had done all the work.

He would like to give them a few figures. He would like to congratulate the electors of St. Stephen's ward in showing an example. They had made the highest percentage at the poll they had known since 1919. The total of the poll was 31.5 per cent. against the lamentable return for Brook Green of 18 per cent. a few weeks ago. No one was more thankful than himself if the people came forward to vote.

In the first three hours of the polling the ladies polled in a majority. When the returns were analysed it would be probably found that the ladies polled not less than 50 per cent. That was some indication to Mr. Poynter in carrying out his duties as a member of the council.

He thanked the Press for their courtesy and the police for their assistance. On behalf of the staff he wished to thank them for the vote of thanks which had been passed. (Applause)

The West Cross route - fortunately abandoned before the planners were able to wreck even more of the area physically wrenches Shepherd's Bush from Notting Hill and the Edward Woods estate. The elevated roundabout at its northern end has "spokes", denoting the off-ramps that were to have extended north parallel to Wood Lane. Imagine all the homes destroyed and all the more recent developments like the Imperial campus sites that would have been lost to motorways if the craze for cars had never been curbed.

Professor Hamnett describes the West Cross Route as West London's Berlin Wall.

ST. STEPHEN'S WARD BYE-ELECTION

W.W. POYNTER

Begs to return his best thanks to

the 504 Electors

who voted for him on July 16th.

Mr Poynter also sincerely thanks all those ladies and gentlemen who assisted in various ways during the election.

It will be the object of Mr. Poynter to serve the best interests of the Ratepayers of St Stephen's ward, regardless of class or party.

Some have described Shepherd's Bush Green, ringed by its thick, almost constant streams of traffic where Goldhawk Road, Uxbridge Road, Shepherds Bush Road, Wood Lane, the West Cross Route and Holland Park Avenue all converge, as dystopian. It is challenging to cross to the green, especially from the south (Addison) side so that it can feel like little more than a traffic island rather than the feature the area is named after.

The character of Shepherd's Bush is slowly changing with the opening of the Westfield shopping centre and with the building of a vast amount of new housing aimed at a more affluent, home-owning demographic. It is this housing - and therefore population and electorate - growth, that had major implications for the council ward that covers this area.

Severe boundary pruning has meant that Shepherd's Bush Green has gone from being the largest ward (11,261 projected electors) to the smallest (3,769 actual ones in 2026). There are now three significant components to the ward.

- First, the streets west of the green as far as, but stopping short of Devonport Road.
- Second the original village of Shepherd's Bush north of the green.
- Third, the huge Edward Woods Estate, the other side of "West London's Berlin Wall".

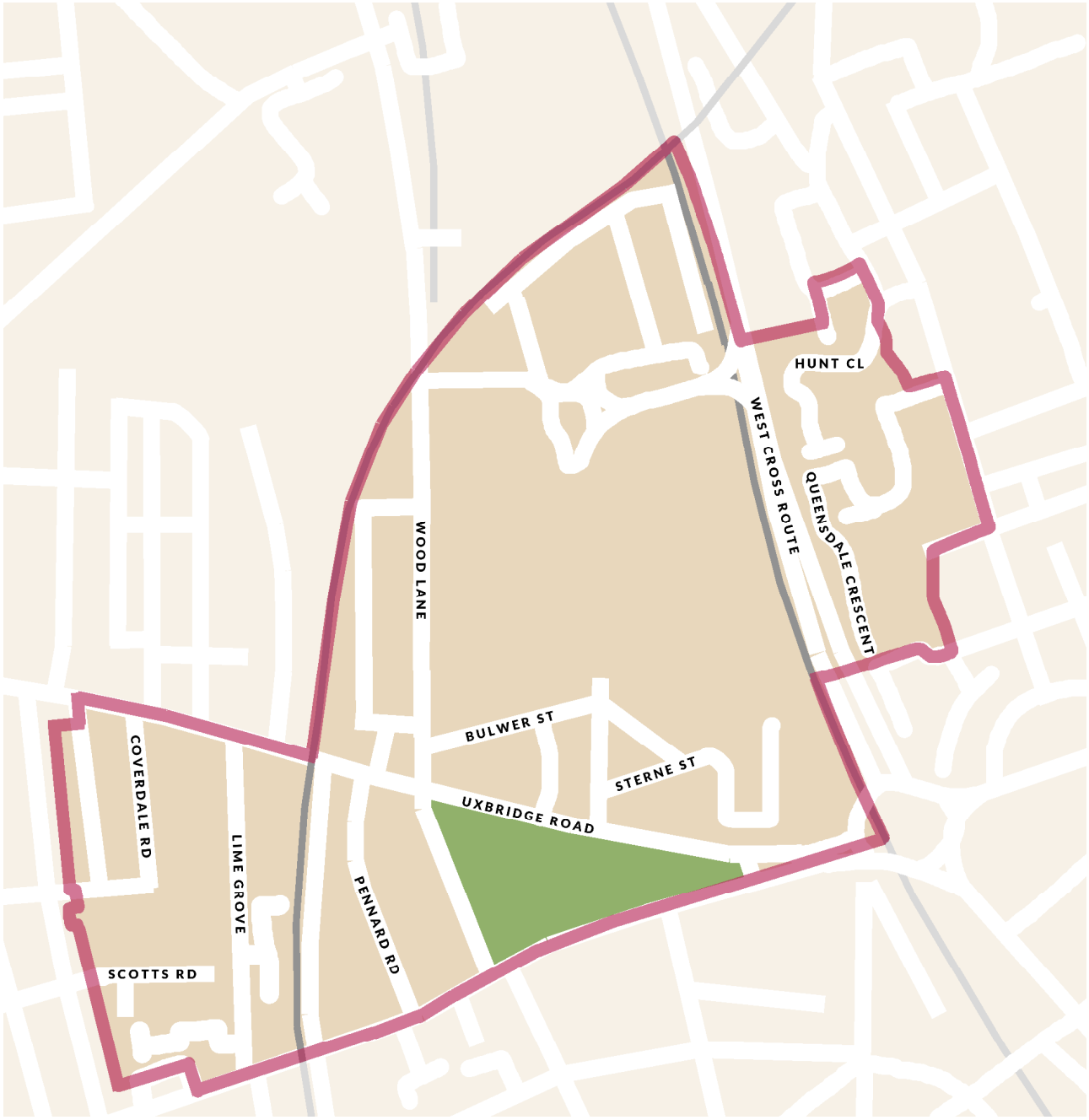
There will, eventualy, be a fourth: new private residential blocks squeezed between the Westfield shopping centre and the Hammersmith and City Line as it arcs towards Latimer Road station. These blocks should have been built and occupied by now but the Covid pandemic froze housing developments across London and it hasn't ever recovered. Just one has so far been built.

To the west of the green, the ward takes in Pennard Road, where houses on the evens side back onto the big entertainment venues. At the north end is the former Shepherd's Bush fire-station. Then there is the famous market that also runs from Goldhawk Road to Uxbridge Road, right beside and underneath the Hammersmith and City Line. Long-serving Shepherds Bush Green councillor Mercy Umeh is a stall-holder here.

This - the tube viaduct - used to be the ward boundary, with Coningham taking over further west. But the electorate grew so much between the 2002 boundary review (when Coningham was abolished) and 2022 (when it was resurrected) that Shepherds Bush Green not stretches beyond. Lime Grove is typical of the long roads - there are over 200 voters here, and this is one of the smaller ones, plus another seventy in the newer Gaumont Terrace and Gainsborough Court.

At the southern end there's the start of the William Church estate: Frobisher Court. William Church was, for years, one of the College Park and Latimer Labour councillors alongside Edward Woods, occasionally when these were the only three council seats the party could win in Hammersmith.

Both have estates named after them in this ward. The William Church estate is much the smaller, comprising



Frobisher Court: a four storey tenement block two eleven-storey tower blocks (Drake Court and Frobisher Court) - so only 46% the size of the Edward Woods towers!; and Raleigh Court and Scotts Court fronting Scotts Road.

The Lime Groves Baths extended back what felt like forever, down dark Victorian corridors. They closed in 1980, to be replaced by the White City pools in Bloemfontein Road, which survived a fraction of the time the original baths had lasted: built by the same dodgy firm that constructed Fulham Pools in Normand Park, and which were condemned around the same time.

So large was the footprint of the Lime Groves baths that a terrace of over 30 houses was built in Scotts Road where the pools themselves used to stand. The lovely Pools frontage still stands in Lime Grove, preserved next to the gothic University of the Arts campus.

There are a couple more roads in this little enclave of the ward: Coverdale Road, where Miles Coverdale primary school is, and Warbreck Road.

In the old larger version of Shepherds Bush Green that existed until 2022, the ward then stretched north across Uxbridge Road to include streets now in White City ward, including Loftus Road and Frithville Gardens which winds behind the BBC Television Centre to Hammersmith Park.

But this version's boundary follows the tube viaduct and only Macfarlane Road and Wood Lane up to where the line crosses it now remain of this area north of Uxbridge Road.

Then there is the original Shepherd's Bush village settlement centred on Sterne Street: a small diamond of cottage-lined streets immediately off the green, now dwarfed by Westfield, rising up to their rear. Shepherd's Bush Place - at least, that part of it that isn't the brutal metal side of the new bus terminus and central line station - is one of the prettiest streets in Hammersmith: it wouldn't be out of place on the Brackenbury estate or near Ravenscourt Park.



There are also small council blocks in this area: the pastel pink Aldine Court for example, and more recent mixed-tenure blocks like the unusually-shaped, wood-panelled Bourbon Place.

Shepherds Bush Village began in the old College Park and Latimer ward, but the green and the streets west of it all the way to Coningham Road were part of St Stephen's. In 1949 the village was moved into St Stephen's ward and, when the boroughs were amalgamated in 1964, St Stephen's boundaries looked considerably like the current Shepherd's Bush Green's.

Hammersmith used to extend into a larger area of Notting Hill around Latimer Road than it does today: it's where most of the electorate of the old College Park and Latimer ward resided. The map opposite shows the old borough boundary in pink (using the old road layout before the slums were cleared), while the area shaded green is how the line exists today.

Some of the names of the cleared streets were adopted for the blocks on the Edward Woods: Stebbing, Poynter, Swanscombe and Norland.

The slum clearance was part of that wanton municipal vandalism that included the West Cross Route (again, this map predates that) - and it was only a few years down the road when the fad for clearing away the slums.

There was no doubt the terraces in this area were often horrifically damp, massively overcrowded, lacked basic amenities and were amidst a squalid, destitute neighbourhoods: this part of Notting Hill was among the most deprived in London. But was replacing them with isolated and isolating skyscrapers better?

For years, the answer was probably no. Such was the blight caused to its residents by this estate that it may have helped end the push to build towering blocks and remove human scale environments for the poor, at least for a generation or two. This shift away from high rise estates came too late to halt construction of the Charecroft estate on the south side of Shepherd's Bush Green though.

The Edward Woods comprises three 24-storey blocks - Hammersmith wanted them 31 storeys tall but the Ministry of Housing vetoed that - and two low-rise podium blocks.



The world is a different place when you are 200 feet up. The huge While City stadium on the right becomes a miniature race track from the EInd floor of Hammersmith's new Latymer Road flats

HIS DREAM

Comes true after 46 years with skyscraper flats

FOR 46 years he had dreamt of this in times of vicious wage cuts, slump and hunger marches he had always before him visions of towering blocks of bright new flats for the people he knew as the sait of the earth.

On Saturday that dream crystallised Into Poynter Hnase the first of these 24. Moure skyscraper aincks to he declared open on Latymer Road's Edward Woods Estate, Hammersmith.

Mr. Ted Woods, who retired from Hammersmith Council three years ago after 43 years, said at the bioch's couning ceremony: "This culiminates a decision I made 46 years ago.

"When I was first elected to represent this ward I was shocked at what I found in this area. The property was worn out. It had been neglected during the whcls of the First World War and much of it long before that.

"It was 1922 and there were over a million unemployed. But during my years on the council it had been my ambition to do something about this neglected area."

Mr. Woods said he was conrevoed because he so much reapected the people of the ares.

"I've said it before and I'll repeal it. They are the salt of the earth," he declared.

Mr. Woods was a little apprehensive as to whether everyone would like living so bigh up.

"But if you build uowards you can afford to have open spaces round about," he said.

He wished all the tenants a pleasant life with good health and prosperity and said: "I hope also for the council that the experiment of lower biocks for which I am partiy responaible, le a success."

Mr. Woods then declared Poynter House open.

He need not have warried about people being scared of heighis.

Cllr. George Simpson, chairtnen ef the Houoing Committee, teid the gathering tkst 50 of the dats had already been accepted and no one had objecied to the height so for.

"As we tosre here this afternoon we will probably see foraiture vane moving in," he said snailing. "We on Hammerwnith Council are enly two pleased to be able to continue the work started by Ted Woods on the Edward Woods Estate."

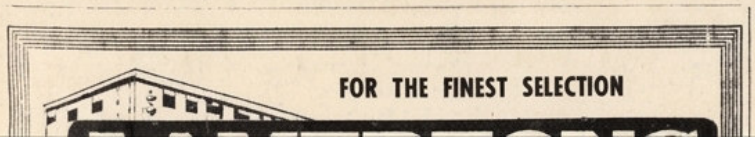
The Mayor of Hammersmith, Mrc. Cleely Liarder, referred to Mr. Woods as the man known to mariy as "Mr. Hammersmith," because of his years on the council. And the said: "I am so glad he has come here today to put the finishing touches to the work he began on this estate."

The development will eventuaily inefnde three 24-storey hlucks of flats, six five storsy blocks, eight shaps, a doctor's surgery and an estate affite.

Provision has also been made for a public open space rav publie houers and a site for a nursery school.

Thery will also be five covered cer parks.

Poynter House provides in itself 178 heones, each fitted with a refrigerator and s warm-air drying cehinet. The covered car park adiscent to the ctock provides spsce for fti cert. The root of the cer palk is to be used a pedortrian welk-way and a children's play space.



A smattering of small shops, a pub and a scarcity of facilities for children displayed the divide between how the architects and town planners imagined this utopian dream of better homes, and the reality of the inhospitable, noisy, polluting and wind-swept areas surrounding the high rise blocks would be. And how isolating a scarcity of amenities was for residents.

Even though the estate was not that far from the shops and amenities of Shepherd's Bush as the crow flies, the hostile pedestrian environment made them physically remote - and unpleasant to get to. The boutique antique shops of Portabello Road, the other side of Notting Hill, were hardly going to serve the day to day needs of Edward Woods residents either.



Woman plunged 15 floors

Death fall at tower of despair

Norland House

A WOMAN died after plunging 15 floors from her balcony in a council tower block.

Patricia Mowinski, 44, was the third person in three months to die in a fall from Norland House on the Edward Woods Estate in Shepherds Bush.

After her death tenants were queueing up to leave the block dubbed a high-rise prison.

This week Hammersmith coroner Dr John Burton recorded an open verdict on Mrs Mowinski's death.

The court heard the woman died on May 13 after a stormy 11-year relationship with her Indian-born commonlaw husband, Babula Patel.

On the morning of her death, Mrs Mowinski was seen by Charing Cross Hospital pathologist Dr Ram Seth.

Her fingers had been stiched at St Charles Hospital where a psychiatrist had assessed her as mentally ill and referred her to Charing Cross.

Mrs Mowinski told Dr Seth she had smashed a window because she was angry after a row with her boyfriend over money. They both lived on social security and he had betting binges, Dr Seth said.

He said: "Alcohol and drugs appeared to be a problem. She admitted that she had smoked cannabis on a couple of occasions with one of the neighbours and she was getting ill effects from that, she said."

She said nothing suicidal to him and he diagnosed simple schizophrenia

PC Anthony Smith went to Norland House at 2pm on May 13 and found Mrs Mowinski's body on the grass outside.

Mr Patel told him they had returned from hospital and he went out to get cigarettes.

He returned and saw the settee on fire. He doused it then saw the balcony door open, went out and saw Mrs Mowinski's body below.

A report from Dr Bernard Fox, pathologist, gave the cause of death as multiple injuries

Despite the estate's isolation from the rest of Shepherds Bush and Hammersmith, when the borough boundaries were reviewed in the mid 1990s and it was proposed to move the Edward Woods estate into Kensington & Chelsea, residents demonstrated a fierce determination to stay put - and won.

That outcome was very fortunate for the estate given the lack of care Kensington & Chelsea's Tenant Management Organisation (its council housing services provider) demonstrated in respect of the 2017 tragedy at Grenfell Tower, literally just metres away.

But set aside the debates about whether the Latimer terraces should have been cleared, and about whether the estate that replaced them was the best alternative. Councils of both political colours quickly realised the scale of the problems here and wave after wave of improvements were made to the estate.

One of the podium blocks was demolished and replaced with both a significant open space and a different type of home: modern terraces. Lifts were upgraded - it's absolutely critical that blocks this tall have working elevators because, without them, residents soon become imprisoned in their homes, incapable of climbing and descending so many flights. Anti-social behaviour and vandalism were dealt with by controlled entry and concierge schemes. Most recently, a £16million refit has re-clad (with fire-safe stone) and reinsulated the blocks, and covered the sides of the towers with solar panels.

An LSE survey that tracked this ground-breaking environmental improvement found 68% of residents describing their homes as good or excellent. And the level of satisfaction was even higher among those who lived here the longest - those who remember how the estate was in the bad old days.

But the decision to move everything in that Latimer Road area to Kensington, left the Edward Woods estate in a weird looking cleft on the eastern side of the borough that cuts precisely but jaggedly around it. There is nowadays, at least a direct crossing from Westfield to the Edward Woods via a bridge over the West Cross Route that leads to Hunt Close and the Norland North open space. But that is the only physical way to move from one side of Shepherds Bush Green to the other while staying within it. No other Hammersmith and Fulham ward has such an "annexed" section - the closest is the Chelsea Harbour side of Sands End, but there's at least a road connecting that "island" to the rest of Fulham.

St Stephen's was one of the strongest wards for the Constitutional Ratepayers, who ran Hammersmith borough pretty much until the Second World War. Labour could not win a single seat here until 1937, long after every other part of the borough bar Brook Green had elected at least one or two of their councillors.

The reason for that is that Shepherds Bush was very different before the war. It was less densely-packed. There were no council estates. Imagine Shepherds Bush Green minus the Charecroft estate and 1960s shopping centre along the southside. Imagine the area without the Edward Woods high rises.

Imagine it with the great white arch: the entrance to the Great Exhibition site, where the bus terminus and station are now. Imagine the area with very little vehicle traffic - how easy it would have been to cross onto the green, and for that to have been a tranquil open space of similar quality to Brook Green, say. It'd have been a much more sedate, staid, conservative neighbourhood than it is today, with entertainment venues that catered principally for the locale.



The entrance to the Great White City, now where the entrance to Shepherds Bush tube station and bus terminal are

But after the war St Stephen's swung heavily to Labour, especially as the Constitutional Ratepayers stopped contesting elections and the Conservatives became the principal - oft-times only - competitors. But Labour's vote bounced around a lot and was a very low turnout ward: just a 19% turnout in 1964; 23% in 1962; 24% in 1959. That disinterest in democracy continued when Shepherd's Bush Green was created in 2002: 26% turnout that time, and 29% in 2022.

When Shepherd's Bush Green was drawn for the 2022 elections, it was safe enough - though by no means producing the margins of yesteryear. Labour polled around 48% with popular councillor Ivan Gibbons way out in front and the Tories on 28%,.

The problem, not at all obvious in 2002 but painfully so for Labour four years later, was that their third candidate, Councillor Jafar Khaled, had a history of trailing significantly behind his running mates. In White City and Shepherd's Bush ward this vote lag didn't matter in the least: Labour was never under threat there. But in Shepherd's Bush Green, it turned out to matter very much in Labour's disaster year of 2006.

This ward represented the high water mark of the Conservative landslide. They picked up the third seat: the one Jafar Khaled had held - by just four votes. Labour still finished five percentage points ahead of the Conservatives overall in that ward and their vote was tightly bunched: just 75 votes split the first and third Labour candidate.

But even that small gap was enough to let in Conservative Alex Chalk, later MP for Cheltenham and Solicitor General in Rishi Sunak's government. This result was not down to Labour failing to turn out the Edward Woods estate in a year core Labour council estate voters weren't especially keen to go and vote: turnout there was the highest in the ward that year.

In 2010, with the turnout turbo charge that general elections produce (up 28 percentage points in this ward), Labour's vote grew from 900-ish to well over 2,200 and they won all three seats by more than 800. Former Hammersmith and Fulham council leader and MP Iain Coleman topped the ballot while that Conservative 2006 winner, Alex Chalk, wisely relocated to Addison ward, which stayed Conservative. That makes him the only councillor to have represented all three sides of Shepherds Bush Green: Addison covering the its south side.

Labour consolidated further in 2014 as the Conservatives experienced significant electoral unpopularity in London and, by 2018 if you had to pick a ward you might have imagined they could have won, you would be unlikely to choose this one.

Some in Labour have worried that low turnout from this estate is what cost them that seat in 2006 and continues to be a threat. That concern is ill-founded: in fact all three sections of the ward poll in broadly the same proportions.

Summary of results for Shepherds Bush Green ward

	Con	Lab	LD	Grn	Oths
St Stephen's ward					
1900	42.4		24.2		33.4
1903	67.2		32.8		
1906	36.6				63.4
1909					100.0
1912	72.9	27.1			
1919	57.2	42.8			
1922					100.0
1925		32.9			67.1
1928		37.3			62.7
1929B		29.0			71.0
1931		27.8			72.2
1934		48.9			51.1
1937		56.5			43.5
1945	27.0	73.0			
1949	41.0	59.0			
1953	35.8	64.2			
1956	22.5	77.5			
1959	26.1	73.9			
1962	21.0	79.0			
1964	49.3	50.7			
1968	68.7	31.3			
1969B	55.6	44.4			
1971	24.4	75.6			
1974	14.1	56.6	16.2		13.1
White City and Shepherds Bush ward					
1978	25.5	66.5			8.0
1982	15.6	62.9	17.2		4.3
1986	11.4	71.3	8.3		9.0
1990	19.2	80.8			
1994	14.1	72.0	13.9		
1998	10.1	78.2	11.7		
Shepherds Bush Green ward					
2002	25.1	62.0	12.9		
2006	35.4	40.3	24.3		
2010	27.0	48.0	21.0		
2014	17.6	50.1	7.4	25.0	
2018	18.3	71.1	10.5		
2022	14.2	70.5	15.3		
2026	7.2	43.3	14.1	27.0	8.4

For as long as this ward remains so over-represented, and provided the Edward Woods estate remains loyal, it is incredibly difficult for Labour to lose it: far more so than the larger Shepherds Bush Green was. At least to the Conservatives.

It remains to be seen what might happen if the "missing" 2,000 electors supposed to have moved in by now will realign this ward's politics. There is a square of land up against the West Cross route and the tube viaduct derelict and waiting for high rise blocks to join the sole residential tower this side of this vast regeneration zone.

The first block built north of Westfield, Newall Court in Bronze Way, had 101 electors at the 2022 council elections and 19% of them voted, within the typical range for new build developments. They tend to take some time to become fully engaged with local democracy.

Whether there is sufficient space on what's left of the Westfield site to build homes for 2,000 voters is questionable: it doesn't look large enough. But developments like these have shown time and again that developers (and politicians) are willing to sacrifice hard-fought for density standards to meet concocted housing targets. If the political trends that marked the 2026 council elections maintain, these still notional blocks may well put Shepherds Bush Green in play.

It might have made more sense for the Greens to target Shepherds Bush Green in 2026 - more sense than White City, anyway. The party hadn't stood here in 2022, however, so they had no data to measure how promising a ward it might be, whereas they had for Coningham and White City. But other factors should have weighed.

First, that this ward was so small: both geographically and in the numbers of voters. It could be canvassed much more quickly than the huge White City estate and the long, multi-occupancy streets off Uxbridge Road.

There are very few gated-off properties impossible to access here and lots of long terraced streets. It's also an easy place for campaigners to get to given the bus services and that the local tube station exits directly onto the green.

It also contains some of the demographics the Greens were particularly focussing on: council estate residents, a fairly hefty (at least for this borough) 18% Muslim and 20% black population, the second most even balance between ABC1s and C2DEs - essentially between white collar and blue collar residents - and a generally relatively deprived ward that wasn't really feeling much benefit from a Labour government.

They also had issues like he redevelopment threat to the cherished Shepherd's Bush Market (which also chimed with their anti-gentrification slogans), and some newly built private blocks full of cost-of-living crisis young professionals. Shepherds Bush Green in some respects

looks more like the Green targets of Golborne in Kensington & Chelsea and Harrow Road in Westminster - both of which they came very close to winning in 2026 - than White City does.

2026 majorities over the Green Party

● West Kensington	354	14.5
● Shepherds Bush Green	196	16.3
● Sands End*	479	16.3
● Coningham	443	16.4
● College Park and Old Oak	433	17.0
● Walham Green*	417	20.3
● Wormholt	435	21.2
● Avonmore*	475	21.4
● White City	527	22.3
● Munster*	341	22.3

*Greens in third place

And that strategic misstep showed in the 2026 results. The Greens came much closer to winning Shepherds Bush Green than White City, despite them working there and doing virtually nothing here.

What might they have achieved had they invested their big campaign days and their most motivated candidates in the correct place?

This turned out to be the Greens' second best ward - arguably their best given that they only fielded a single candidate in West Kensington and so their vote is probably over-stated a little there as a result. And, because West Kensington is a much larger ward than Shepherds Bush Green, Labour's numerical majority there is over 80% larger than here. Mercy Umeh only won by 175 votes.

We'll have to wait to see if 2026 was the Greens' last best chance to break through or whether the coalition of voters they put together holds in the longer run. Almost certainly if they're able to they'll target this ward in 2030 - but then so too Labour will work it harder.

If this Green ever does elect Greens it will be another chapter in the political votality of the heart of Shepherds Bush.

Rollcall of Shepherd's Bush Green ward councillors

including White City and Shepherd's Bush ward (1978-2002) and St Stephen's ward (1900-1978)

2026
- Zarer Qayyum
- Mercy Umeh

2022
- Zarer Qayyum
- Mercy Umeh

2018
- Andrew Jones
- Natalia Perez
- Mercy Umeh

2014
- Andrew Jones
- Natalia Perez-Shepherd
- Mercy Umeh

2010
- Iain Coleman
- Andrew Jones
- Mercy Umeh

2006
- Alex Chalk
- Edward Owen
- Mercy Umeh

2002
- Ivan Gibbons
- Jafar Khaled
- Mercy Umeh

1998
- Ron Browne
- Ivan Gibbons
- Jafar Khaled

1994
- Ron Browne
- Ivan Gibbons
- Jafar Khaled

1990
- Ron Browne
- Ivan Gibbons
- Jafar Khaled

1986
- Ron Browne
- Ivan Gibbons
- Jafar Khaled

1982
- Gwendolen Braggins
- Peter Degory
- Ivan Gibbons

1978
- Randolph Beresford
- Gwendolen Braggins
- Peter Degory

1974
- Randolph Beresford
- Gwendolen Braggins
- Peter Degory

1971
- Gwendolen Braggins
- Peter Degory
- Leslie Jones

1969B
- William Wearmouth

1968
- Nicholas Bryce-Smith
- John Duff
- Gabrielle Faulkener

1964
- Jim Bull
- Leslie Jones
- Frank Keppel

1962
- Eric Hunt
- Leslie Jones
- Frank Keppel

1959
- Robert Broussen
- Eric Hunt
- Leslie Jones

1956
- Robert Broussen
- Alice Foren
- Eric Hunt

1953
- R. Broussen
- Alice Foren
- Eric Hunt

1949
- Elizabeth Finn
- Alice Foren
- Sidney Mountier

1945
- Alice Foren
- George Mason
- E. Russell

1937
- George Mason
- Walter Ryan
- Naomi Wolff

1934
- Charles Blunden
- Elizabeth Davies
- Louis Glenister

1931
- Arthur Cracknell
- Elizabeth Davies
- John Rooke

1928
- Arthur Cracknell
- Elizabeth Davies
- Horace Durrant

1925
- Arthur Cracknell
- Elizabeth Davies
- Horace Durrant

1922
- Frederick Hill
- Elizabeth Davies
- William Poynter

1921B
- William Poynter

1919
- William Gillies
- Elizabeth Davies
- Arthur Prole

1912
- William Gillies
- Arthur Cracknell
- Frank Mayle

1909
- William Gillies
- Arthur Cracknell
- Frank Mayle

1906
- William Gillies
- Arthur Cracknell
- Frank Mayle

1903
- Joseph Apsey
- Job Boarder
- Richard Warner

1900
- John Glasier
- Job Boarder
- Alfred Hopkins