



3 November 2022,

Idverde is working on a regreening project across London's West End, which focuses on making better use of green spaces to create a more welcoming environment for people, plants and local wildlife.



Alfred Place

Camden's West End Project is the biggest council-led public realm and transport improvement scheme in London. Designed to tackle issues such as traffic congestion, lack of public open space and poor air quality, it is transforming the area around Tottenham Court Road by improving transport links and creating landscaped green areas.

Whitfield Gardens is the first scheme as part of the West End Project. This involved regenerating a Victorian public garden, built in 1894 on the site of a half-acre burial ground. Untouched since the 1980s, it had become a magnet for anti-social behaviour and



site's proximity to residential buildings required sensitivity in stakeholder management and adaptability in project management, as few local residents were likely to appreciate the sound of an eight-tonne excavator with breaker attachment getting to work outside their homes.

While incorporating mature trees, the scheme involved improving the social square area with new paving, street seating and raised planting with shrubs that thrive in such shady locations.

Whitfield Gardens won the British Association of Landscape Industries (BALI) National Landscape Awards for the hard landscaping construction category in 2021.

Alfred Place

The second West End Project scheme was Alfred Place, which transformed a typically congested London back-street into a horticulturally-rich green open space and delivered one of the capital's first new public parks for over 25 years.

Work aimed to combat the mass of grey concrete by carving out an oasis of calm.

Existing mature trees were retained and new were meandering pathways, lawns, a children's play area and a range of plant species to create biodiverse wildlife habitats to attract birds, bees and butterflies.

There was another BALI National Landscape Award in 2022 for this scheme.

Princes Circus

Idverde are working on Princes Circus, our third West End scheme, due to be completed in spring 2023.



It will feature distinctive woodland-style planting, restoration of its historic drinking fountain and an improved pedestrian route between Covent Garden and the British Museum to make the area easier and safer for people to navigate, with wider pavements, a cycling route and a planted square.

Looking ahead

Idverde is also working on a pipeline of further greening projects, including the £4.5 million Tideway West project to reinstate and improve the public realm and landscape at sites used to build London's new 'super sewer'.

Other London schemes are a £1 million soft landscaping contract for luxury hotel The Peninsula, at Hyde Park Corner, and restoration of historic gardens at Leighton House in Holland Park.

Nick Kettle, Business Development Manager at idverde's London & South East Creations arm, said: "Being involved in the West End Project is enabling us to see the tangible impact our work has on local communities and the environment.

"Seeing the city embrace green space back into its heart has demonstrated that the wider public appreciates the beauty and importance of green open space, just as much as our team does.

"Our work ranges from these high-profile multi-million-pound schemes to more modestly budgeted projects such as the recent installation of a community garden in Stratford, but all remain hugely important in improving the environment for both people and the planet."

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