

**Sent:** Wed, 25 May 2016 16:11:33 +0100  
**From:** "Fitzpatrick, Martin: CP-MediaCom" <martin.fitzpatrick@rbkc.gov.uk>  
**To:** "Cllr-Feilding-Mellen (cllr.feilding-mellen@rbkc.com)" <cllr.feilding-mellen@rbkc.com>  
**Cc:** "Holgate, Nicholas: CP-TownClerkDirFin" <nicholas.holgate@rbkc.gov.uk>, "Egan, Richard: CP-Prop" <richard.egan@rbkc.gov.uk>, "Cllr, Paget-Brown, Nicholas" <cllr.paget-brown@rbkc.gov.uk>  
**Subject:** RE: : Kand C Adult Education College in Wornington Road.

*KCC has asked for some amends to your reply which are set out below. How you reply to a personal enquiry from a resident remains a matter for you. MF*

*Dear Mr. Daffarn*

*I sometimes wonder where all these nasty rumours in North Kensington emanate from, for so few of them are anything more than just that - unfounded rumours and conspiracy theories. So again in this case, I can reassure you that the Council has not sold the college on Wornington Road.*

*We are, however, in the process of buying it. Like other further education colleges across the country Kensington and Chelsea College has been experiencing severe financial stress. Part of its strategy for coping with that stress is seeking to liberate capital locked up in its North Kensington sites to further develop its facilities in the North of the Borough and because we are a key partner it approached us asking whether we would be interested have worked closely together which has resulted in the Council acquiring the building. The key fact that will help you scotch this particular nasty rumour is that this deal helps to secure the future of Kensington and Chelsea College. It will have a guaranteed space on the Wornington Road for as long as it decides to have one, in the current building for at least the next two or three years, and then in any new development that might emerge in the future.*

*As to our own plans for the site, we will be saying more about those in the coming weeks and months, but in short we believe, that like Silchester, the site could be redeveloped to provide greatly needed new homes (both private and affordable) and to support the wider regeneration of North Kensington whilst ensuring the continued provision of college facilities in the local area.*

**From:** Rock Feilding-Mellen [mailto:cllr.feilding-mellen@rbkc.com]

**Sent:** 25 May 2016 14:21

**To:** Fitzpatrick, Martin: CP-MediaCom <Martin.Fitzpatrick@rbkc.gov.uk>

**Cc:** Holgate, Nicholas: CP-TownClerkDirFin <Nicholas.Holgate@rbkc.gov.uk>; Egan, Richard: CP-Prop <Richard.Egan@rbkc.gov.uk>; Cllr, Paget-Brown, Nicholas <Cllr.Paget-Brown@rbkc.gov.uk>; Johnson, Laura: HS-Housing <Laura.Johnson@rbkc.gov.uk>; Donohoe, Hugh: CP-MediaCom <Hugh.Donohoe@rbkc.gov.uk>

**Subject:** Re: : Kand C Adult Education College in Wornington Road.

Thank you.

I've made a few tweaks to your suggested text, which I've copied below for your info.

With regards the larger point, I think we need KCC to understand it is in their best interests for us both to get on the front foot and explain the benefits for all in this transaction. Our Cabinet decision is in the public domain and they cannot hope/expect the main facts to remain unknown for long; therefore, surely better to be the one explaining the reasons why they are selling the site to us and how they are going to continue supporting their staff and pupils, rather than finding themselves in the position of having to respond to reporters, who have been fed a misleading and twisted version of the story.

I think a piece in the Royal Borough and in the Westway newsletter would both be good. However, I think we should also prepare press release not just for the local newspaper, but also send it to the Evening Standard (so they have our side of story, in case they are approached by others), and maybe also to the Notting Hill Post and any other blogs like that.

Ideally, however, such a press release would be prepared jointly by us and KCC, so it could cover both our reasons and explain not just what we hope to achieve on the site, but also how they are planning on maintaining their offer in N. Ken. Notwithstanding that, we should crack on with our own press release.

Kind regards,

RFM.

Dear Mr. Daffarn

*I sometimes wonder where all these nasty rumours in North Kensington emanate from, for so few of them are anything more than just that - unfounded rumours and conspiracy theories. So again in this case, I can reassure you that the Council has not sold the college on Wornington Road.*

*We are, however, in the process of buying it. Like other further education colleges across the country Kensington and Chelsea College has been experiencing severe financial stress. Part of its strategy for coping with that stress is to liberate capital locked up in its North Kensington site and because we are a key partner it approached us asking whether we would be interested in acquiring the building.*

*The key fact that will help you scotch this particular nasty rumour is that this deal helps to secure the future of Kensington and Chelsea College. It will have a guaranteed space on the Wornington Road for as long as it decides to have one, in the current building for at least the next two or three years, and then in any new development that might emerge in the future.*

*As to our own plans for the site, we will be saying more about those in the coming weeks and months, but in short we believe, that like Silchester, the site could be redeveloped to provide greatly needed new homes (both private and affordable) and to support the wider regeneration of North Kensington.*

On 25 May 2016 at 11:23, <[Martin.Fitzpatrick@rbkc.gov.uk](mailto:Martin.Fitzpatrick@rbkc.gov.uk)> wrote:

Dear Cllr

I've discussed with Mr Egan and my take on a reply to Mr Daffarn is in italics below. Once you have settled on a reply, I would be obliged if you would return it to me for sharing with KCC.

I don't propose to invite them to amend, but we have promised to share. On the larger point of being on the back foot, we do need to proactively explain this deal, using volume print. Mr Egan has written to KCC explaining that we are under pressure to do so and we await their reply. We have a couple of opportunities upcoming; we could include a piece on the deal in the next bugle providing we can get copy agreed by 15 June latest, there is also a Westway newsletter due, but if you thought it was warranted, we could do something KCC specific.

MF

Dear Mr. Daffarn

*A nasty rumour circulating in North Kensington, surely not! Let me reassure you, the Council has not sold the college on Wornington Road.*

*We are however in the process of buying it. Like other further education colleges across the country Kensington and Chelsea College has been experiencing severe financial stress. Part of its strategy for coping with that stress is to liberate capital locked up in its North Kensington site and because we are a key partner it approached us asking whether we would be interested in acquiring it.*

*The key fact that will help you scotch the rumour Eddie is that this deal helps to secure the future of Kensington and Chelsea College. It will have a guaranteed space on the Wornington Road for as long as it wants one, in the current building for at least the next two or three years, and then in any new development that might emerge in the future.*

*As to our own plans for the site, we will be saying more about those in the coming weeks and months, but in short we believe, that like Silchester, the site could be redeveloped to provide new homes and to support the wider regeneration of North Kensington.*

**From:** Rock Feilding-Mellen [mailto:cllr.feilding-mellen@rbkc.com]

**Sent:** 25 May 2016 09:08

**RBK00033537/2**



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**To:** Fitzpatrick, Martin: CP-MediaCom <[Martin.Fitzpatrick@rbkc.gov.uk](mailto:Martin.Fitzpatrick@rbkc.gov.uk)>; Holgate, Nicholas: CP-TownClerkDirFin <[Nicholas.Holgate@rbkc.gov.uk](mailto:Nicholas.Holgate@rbkc.gov.uk)>; Egan, Richard: CP-Prop <[Richard.Egan@rbkc.gov.uk](mailto:Richard.Egan@rbkc.gov.uk)>  
**Cc:** Cllr, Paget-Brown, Nicholas <[Cllr.Paget-Brown@rbkc.gov.uk](mailto:Cllr.Paget-Brown@rbkc.gov.uk)>; Johnson, Laura: HS-Housing <[Laura.Johnson@rbkc.gov.uk](mailto:Laura.Johnson@rbkc.gov.uk)>  
**Subject:** Fwd: : Kand C Adult Education College in Wornington Road.

Dear Messrs Egan & Fitzpatrick

Please see email below from Mr Daffarn.

He seems to have got the wrong end of the stick...! Can you please prepare a reply for me so that we confirm what is already in public domain and has been agreed with the KCC?

We need to make sure we are not caught on the back foot again like with NK Library story... I think you should discuss comms tactics with the KCC now, and make sure they understand that if they stay quiet, then someone else will try twisting the story into something it is not.

Yours,

RFM.

Begin forwarded message:

**From:** Edward Daffarn [REDACTED]  
**Subject:** Re: Kand C Adult Education College in Wornington Road.  
**Date:** 25 May 2016 at 09:01:41 BST  
**To:** "[Cllr.Feilding-Mellen@rbkc.gov.uk](mailto:Cllr.Feilding-Mellen@rbkc.gov.uk)" <[Cllr.Feilding-Mellen@rbkc.gov.uk](mailto:Cllr.Feilding-Mellen@rbkc.gov.uk)>  
**Cc:** [REDACTED]  
**Resent-From:** <[Cllr.Feilding-Mellen@rbkc.gov.uk](mailto:Cllr.Feilding-Mellen@rbkc.gov.uk)>

Dear Cllr Feilding Mellen,  
There is a very nasty rumour circulating in North Kensington that the RBKC have sold the Adult Education College in Wornington Road.  
I am writing to you to ask that you confirm for our community what is the future of our much loved College?  
Regards,  
Edward Daffarn

Leighton House Museum

The Pre-Raphaelites on Paper: Victorian drawings from the Lanigan Collection on show until Sunday 29 May 2016

[Http://www.rbkc.gov.uk/laniganexhibition](http://www.rbkc.gov.uk/laniganexhibition)

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The Royal Borough of Kensington and Chelsea.

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**Cllr Rock Feilding-Mellen**  
**Deputy Leader and Cabinet Member for Housing, Property and Regeneration**  
**The Royal Borough of Kensington and Chelsea**

Leighton House Museum

The Pre-Raphaelites on Paper: Victorian drawings from the Lanigan Collection on show until Sunday  
29 May 2016

[Http://www.rbkc.gov.uk/laniganexhibition](http://www.rbkc.gov.uk/laniganexhibition)

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**Cllr Rock Feilding-Mellen**

Deputy Leader and Cabinet Member for Housing, Property & Regeneration  
Royal Borough of Kensington and Chelsea

Tel: [REDACTED]

Email: [Cllr.Feilding-Mellen@rbkc.com](mailto:Cllr.Feilding-Mellen@rbkc.com)

[www.rbkc.gov.uk/holland](http://www.rbkc.gov.uk/holland)