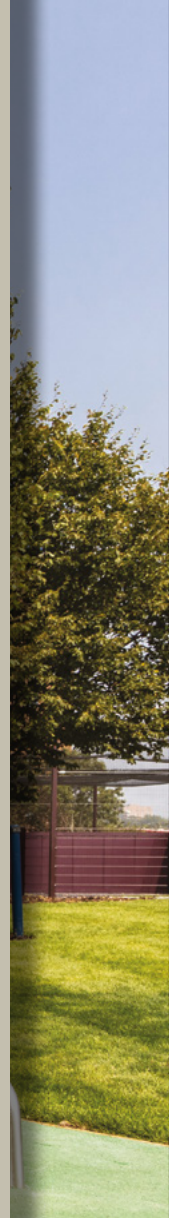


A PARK TOWN for
FUTURE LONDON



Brent
Cross
Town



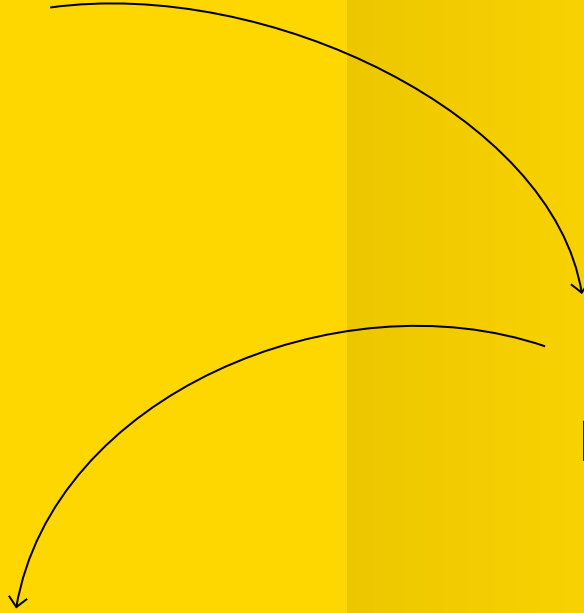
Why we need a
NEW TOWN with
a **NEW WAY**



Why we need a
NEW TOWN with
a **NEW WAY**

It's time we SHAKE IT UP

The places we build must be
MORE AMBITIOUS



It's time we INSPIRE NEW WAYS OF LIVING AND WORKING

In a time of immense
GLOBAL CHALLENGE

It's time we're BRAVER THAN EVER

WITHOUT COST to the world
we share

A PARK TOWN for FUTURE LONDON

HEALTHY
ACTIVE
CIVIC
DEMOCRATIC

ADDRESSING
THE BIG
CHALLENGES

WORKING
PLAYING
LIVING
COMMUNITY

THE CITY
YOU LOVE AND
WE LOVE

£8BN

INVESTMENT

A town of 15,000 RESIDENTS,
matching the size of MATLOCK,
COWES, CIRENCESTER
or BANGOR

6,700

NEW HOMES

50 ACRES

GREEN PARKS AND PLAYING FIELDS

25,000

WORKERS

That's the equivalent of
776 TENNIS COURTS

It's about a place
that **INSPIRES** us
into **FUTURE WAYS**
of **LIVING** and
WORKING

It's about **SPACES** that are
beautiful and sustainable

It's about **PARKS** that get us playing

It's about **PLAYING FIELDS** that
turn colleagues into teams

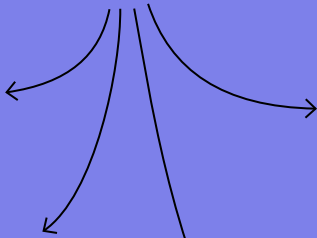
It's about the
chance for everyone
to **FLOURISH**:
as **INDIVIDUALS**,
as **BUSINESSES**
as a **COMMUNITY**,
as a **PLANET**

It's about **STREETS** that bring
us together as neighbours

It's about **WORK** that makes
inventors and innovators of us all

Your **PARK TOWN** that encourages
us to rise to the challenge

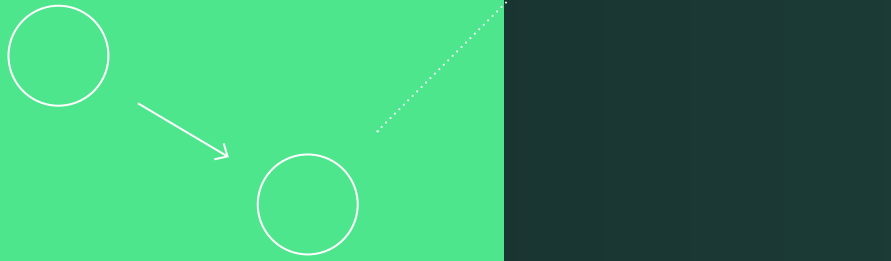
We're making
FOUR PLEDGES
to deliver this



Our bold vision for
BRENT CROSS TOWN
and a new way
of creating places
for people

1.

We will create THE PLACE in LONDON to participate in SPORT and PLAY



50 ACRES of PARKS and PLAYING FIELDS to UNITE people and TRANSFORM LIVES

BRENT CROSS TOWN

As part of delivering this vision, we're proud to be working with Women in Sport. Together, we will be turning the boldest ideas for encouraging and inspiring women into sport into reality, and collaborating on imaginative ways that get us all up and active.

STEPHANIE HILBORNE OBE
CEO, Women in Sport

“No one should be excluded from the joy, fulfilment and lifelong benefits of sport and exercise. But currently too many women and girls miss out, due to gender stereotypes and cultural norms. Brent Cross Town is a rare example of new thinking that has the power to break that pattern.”

2.

We will make a
NORTH LONDON
town where all
can FLOURISH,
a commmmmm

mmmmmm
mmmmmm
mmmmmm
mmmmmm
mmmmmmunity

that achieves
INCLUSIVITY and
NEIGHBOURLINESS

BRENT CROSS TOWN

Introducing a new measure for human and community success, in partnership with Buro Happold and the University of Manchester. For too long, developers have talked about creating places for healthy, happy people — well, we really mean it, so we're creating a new way to measure how well the people at Brent Cross Town are doing (and in turn how well we're doing). Importantly evolving the focus on wellbeing from 'me' to 'us'.

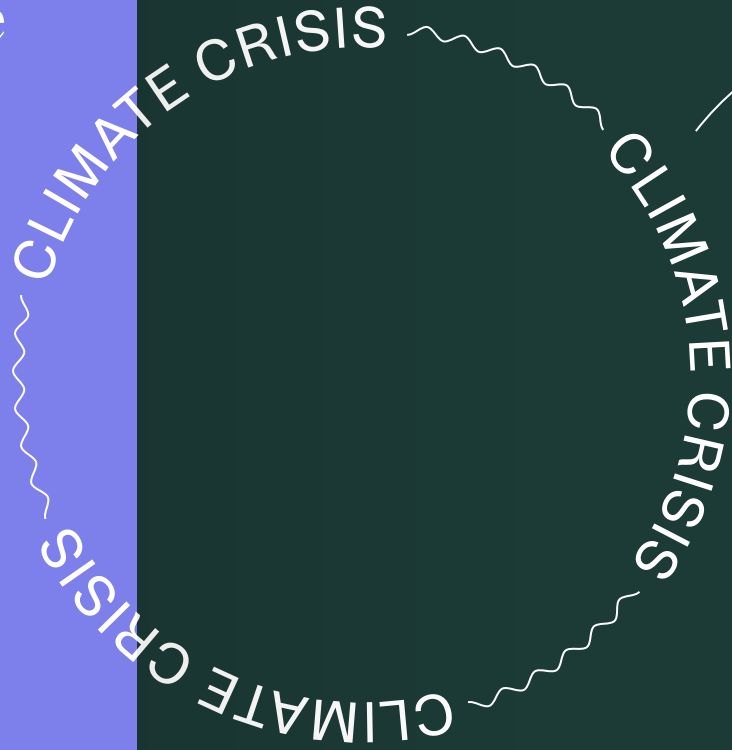
18 — 19

“We’re creating a new flourishing index because we want to capture quality of life and how fulfilled we feel. It’s a new standard for creating good places. And it’s about time.”

NICK SEARL
Partner, Argent Related

3.

We will build a
NET ZERO CARBON
town — addressing
the **GLOBAL** challenge
of the



We are committed to achieving a net zero carbon town by 2030 at the latest — by driving down the carbon embodied in our buildings and infrastructure, the carbon used in our energy supply, and offsetting the remainder.

We are proud to introduce our energy collaborator and fellow instigator of radical change, Vattenfall, who are helping achieve the currently impossible. Working together, our partnership will help drive a sustainable future at Brent Cross Town.

“Vattenfall is committed to fossil free living within a generation — we’re collaborating with Argent Related to provide reliable and affordable zero carbon heating to homes, shops and businesses at Brent Cross Town.”

MIKE REYNOLDS
Managing director, Vattenfall Heat UK

4.

We will strengthen
CONNECTIONS with
GREAT TRANSPORT
into and out of
central London.

Connecting businesses,
customers, friends
and family:



CENTRAL LONDON

in 12 MINUTES via RAIL,
LOCAL WALKING and
CYCLE NETWORKS,
immediate access to
the M1 and FIVE MAJOR
AIRPORTS within
an hour

BRENT CROSS TOWN

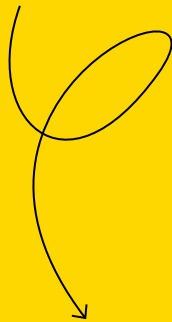
“The idea of a park town at the very crossroads of North London is exactly the kind of inspirational, health-focused, integrated thinking we need for the future of London.”

Creating a new town within London is an exceptional opportunity, but this location is also like no other. A gateway between the nation and the capital, Brent Cross Town’s businesses, residents and visitors will be directly connected into a network of customers, clients, partners, friends and family.

COUNCILLOR DANIEL THOMAS
Leader of Barnet Council

BARNET COUNCIL and ARGENT RELATED
have created a joint venture partnership
to deliver Brent Cross Town

WHAT PART will you PLAY?



@BrentCrossTown
#ParkTown

www.brentcrosstown.co.uk

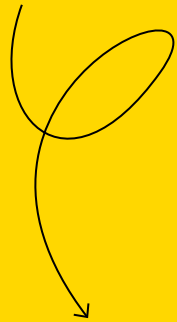
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WHAT PART
will you PLAY?



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#ParkTown

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