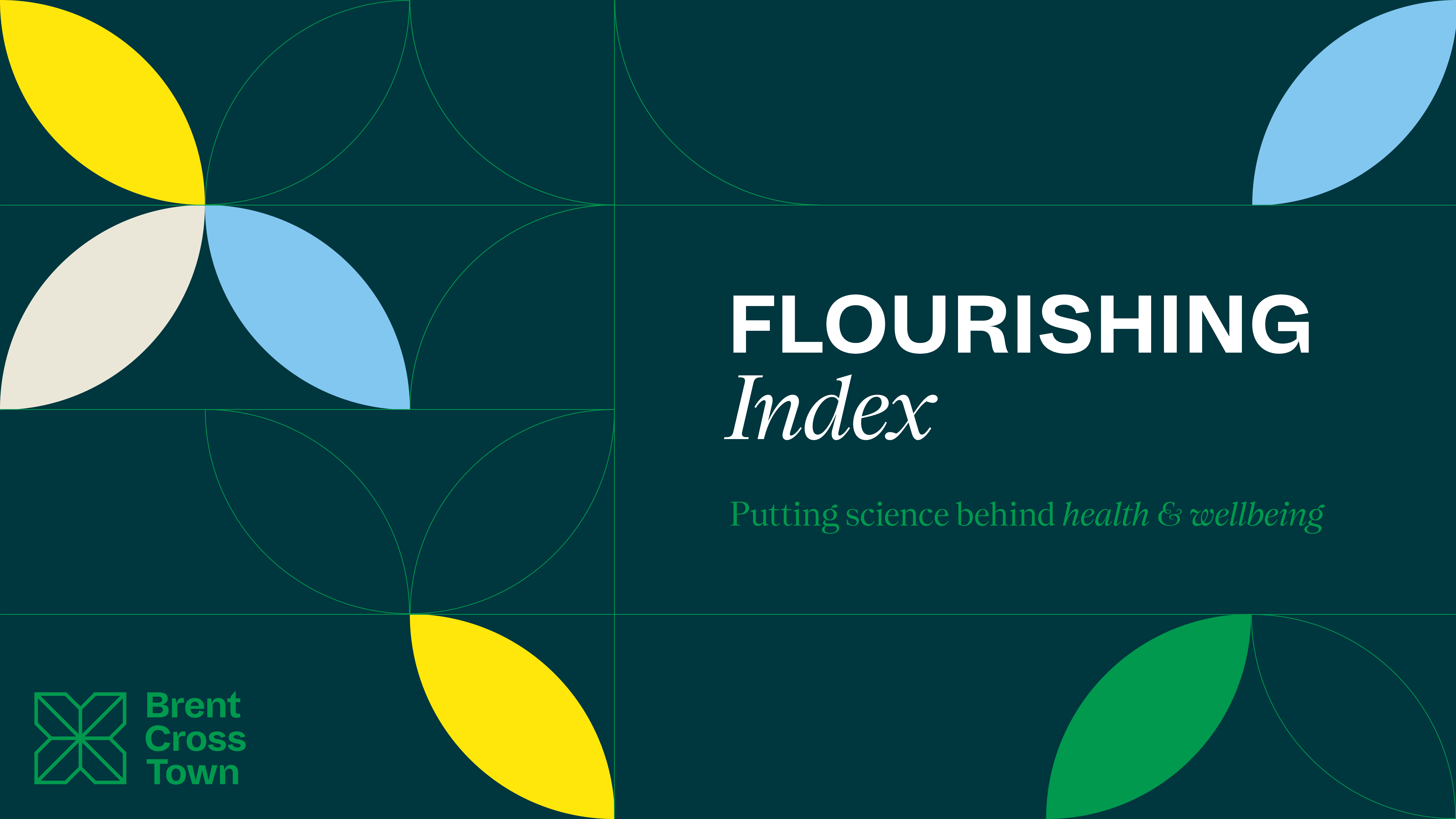
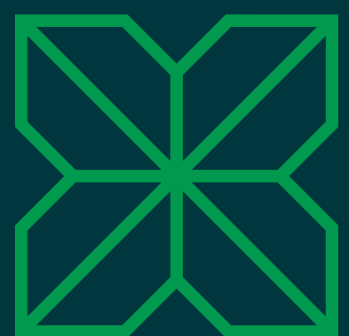


A decorative pattern of stylized leaves in yellow, light blue, and green, arranged in a circular, overlapping fashion across the dark teal background.

FLOURISHING *Index*

Putting science behind *health & wellbeing*



**Brent
Cross
Town**

1

Introducing the Brent Cross Town **FLOURISHING INDEX**



WHAT IS THE FLOURISHING INDEX?

When Related Argent and Barnet Council formed a partnership in 2015 to deliver Brent Cross Town, they made four key pledges centred around sustainability, play, connectivity and wellbeing – all designed to create the conditions for people and communities to thrive.

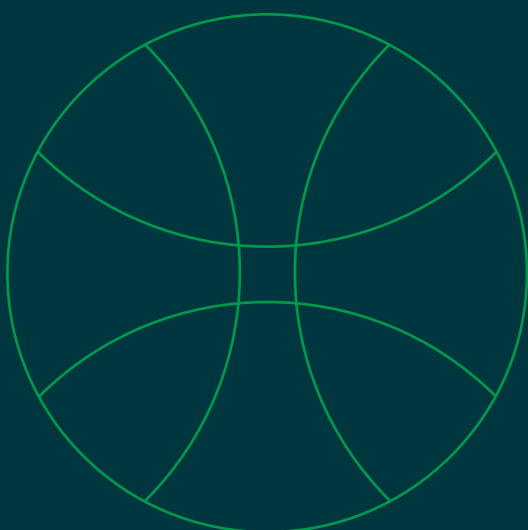
Large-scale regeneration brings both opportunities and challenges. While change can be disruptive, it also has the potential to create lasting benefits for local communities. By measuring our impact and learning as we go, we can make informed decisions that maximise these benefits and help Brent Cross Town become a thriving neighbourhood, which makes a positive contribution to its wider locality.

Developed with the University of Manchester and Buro Happold, the Flourishing Index is a long-term research project designed to measure individual and collective wellbeing across Brent Cross Town and its Surrounding communities.

Established in 2021, before major construction began, the Flourishing Index creates a clear baseline for understanding how Brent Cross Town changes over time. Through surveys, focus groups, interviews, observations and sensor data, it provides an evidence-led view of progress and helps shape a neighbourhood where people can prosper and bring benefits to communities in the wider area around the development.

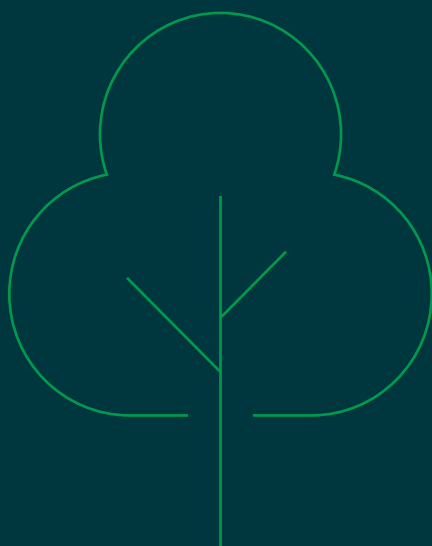
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Sport & Play



2

Net Zero Town



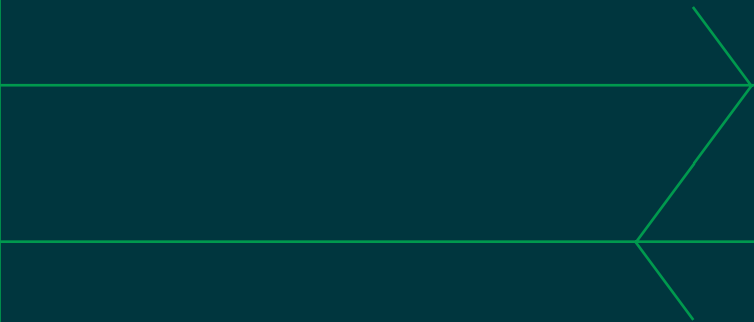
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Flourishing Community



4

Strengthening Connections



WHAT DOES FLOURISHING MEAN?

According to the Bennett Institute for Public Policy, Cambridge, and the Manchester Urban Institute, flourishing is shaped by both personal wellbeing and social experience.

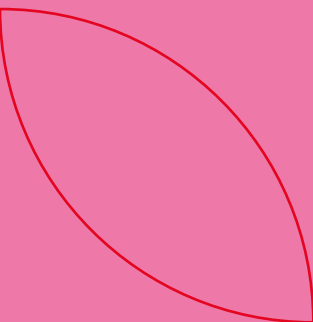
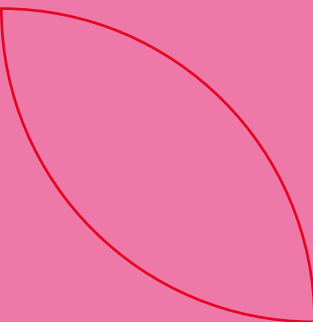
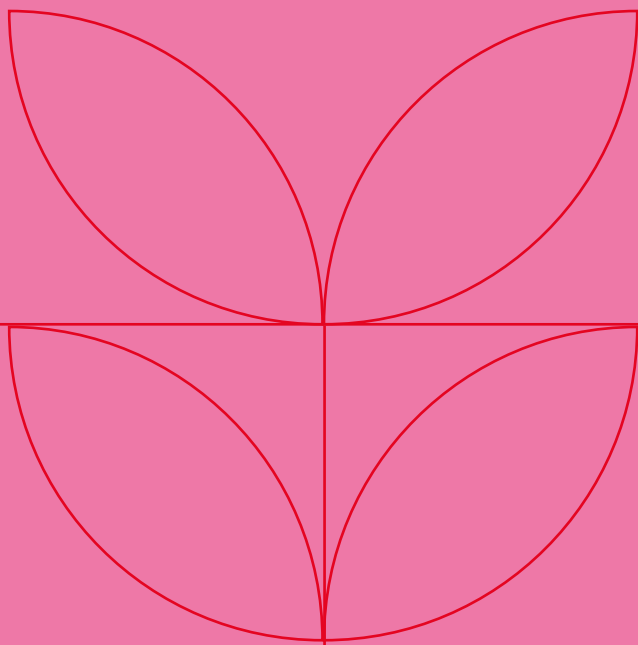
It goes beyond simply getting by. People who flourish tend to have positive physical and psychological health, strong social connections, and the confidence and resilience to contribute to the communities around them.

The Flourishing Index puts people’s lived experience and the factors that impact on individual and collective wellbeing front and centre. The findings are used to help us shape interventions that will support this ambition, and understand the impact we are having at Brent Cross Town, by measuring a range of everyday experiences including safety, job satisfaction, happiness, loneliness, cohesion and belonging.

At its heart, a flourishing community is one where everyone has the opportunity to live well, take part and reach their potential, with equality and equity central to how success is understood.

THE FLOURISHING INDEX IS BUILT AROUND THIS CENTRAL QUESTION:

How can the regeneration of Brent Cross Town have a *meaningful positive impact* on the physical, social and economic wellbeing of the local population?



WHAT IS THE VALUE AND APPLICATION OF THE FLOURISHING INDEX?

This study is conducted over the lifespan of the project, providing a reliable dataset with academic rigour behind it, which can be used to inform decision making as Brent Cross Town progresses. Its value is broad and grounded in best practice:

1

Deeper

value

The Flourishing Index goes beyond traditional metrics like GDP – combining economic indicators with real-life, experiential wellbeing data to show how people are actually doing.

4

Collaborative

foundation

Co-created by local government, the private sector, academia, and residents, this collaboration empowers local voices to shape what we measure and how.

2

Long term

impact

We have broken new ground creating a reliable dataset over the long-term, while allowing for shorter-term feedback loops as data is collected and analysed periodically rather than evaluating only after completion.

5

Uncovering

the ‘Why’

We don’t just measure ‘if’ wellbeing improves, but ‘why’ – analysing how housing, jobs, transport, and community spaces directly drive local quality of life.

3

Collective

wellbeing

The Flourishing Index measures collective wellbeing, going beyond individual metrics to systematically track community safety, trust, and shared potential.

6

Diverse

methodology

Approved by the University of Manchester’s Ethics Community, our baseline research combines community-tested face-to-face surveys, local field observations, and advanced movement sensors which creates a feedback loop for the development to listen and learn.

THE JOURNEY SO FAR...

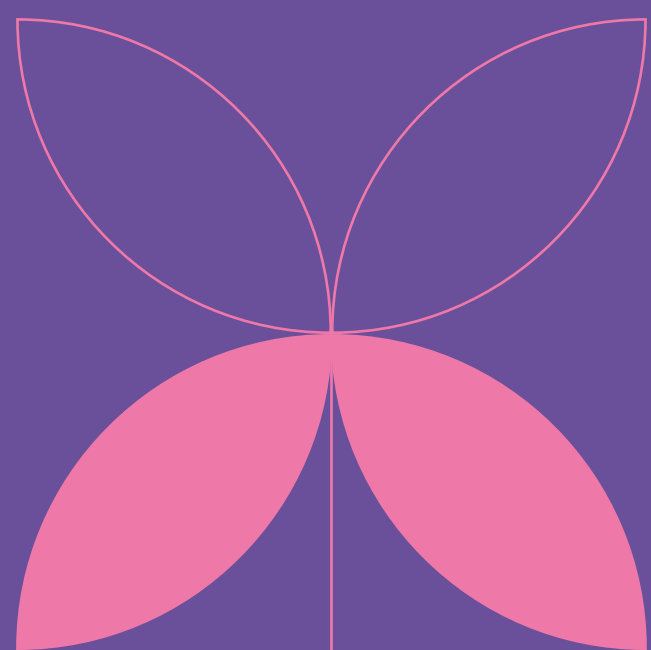
	2021	2022	2023	2024	2025	2026
Key research actions	• Creation of the Flourishing Index with University of Manchester, Buro Happold, Barnet Council and Related Argent • Community Group discussions • Scientific expert • Majority baseline data collected in 2021	• Further baseline data collected, prepared and analysed • Large grant application made for additional research funding	• Continued use of sensors and accuracy checks against manual techniques • Baseline report shared	• Flourishing consumer report shared June 2024 • Community group discussions • Intercept survey carried out surveying 1500 people from the local area	• First follow up data prepared and analysed • Available National Data accessed and analysed • Further research partnership building and grant application preparations	• Second consumer report shared • Intercept survey carried out surveying 1500 people from the local area (August/ September) • Ongoing community engagement
Key interventions taken	• Brent Cross Town Visitor Pavilion opens providing community space	• Claremont Park opened • Implementation of enhanced estate security measures, new public pathways, CCTV coverage and improved street lighting	• Integration of Flourishing Index within playbook for designers • Enlivenment program initiated – up to 90 events per year • Brent Cross West station opened	• A new pedestrian footbridge over the railway tracks as part of Brent Cross West, connecting communities in Brent and Barnet for the first time in 150 years	• New retail opens • First affordable homes in Brent Cross Town were delivered • A dedicated local recruitment hub went live (Brent Cross Town Connect), more than 700 local people have worked on our construction programme	• More retail opening • Ongoing community engagement

Building opportunities to connect

From sports and play opportunities, local art, crafts and creativity, cultural delights and local celebrations, community funding and direct sponsorship have helped young people and residents take part in new sports and leisure activities.

2

OUR APPROACH



OUR APPROACH TO SUPPORTING A FLOURISHING COMMUNITY

Before exploring the research in detail, it is important to understand how the Flourishing Index underpins the wider approach at Brent Cross Town which includes continuous community and stakeholder engagement. Through regular drop-in sessions, newsletters and community focused events, we have created feedback or ‘learning loops’.

As new data and insights are gathered, they are used to inform decisions, test what works and respond to local needs and aspirations. This helps Brent Cross Town better understand what supports or challenges local wellbeing. It also shapes practical tools such as the Flourishing Playbook, our programme of free and low-cost events and activities, physical design, approach to social value and stewardship of the neighbourhood.

“We are not measuring our impact for the sake of it; we are measuring our impact to understand what works, what doesn’t, and how we can do better.”

Morwenna Hall
Executive Director and Chief Operating Officer, Related Argent



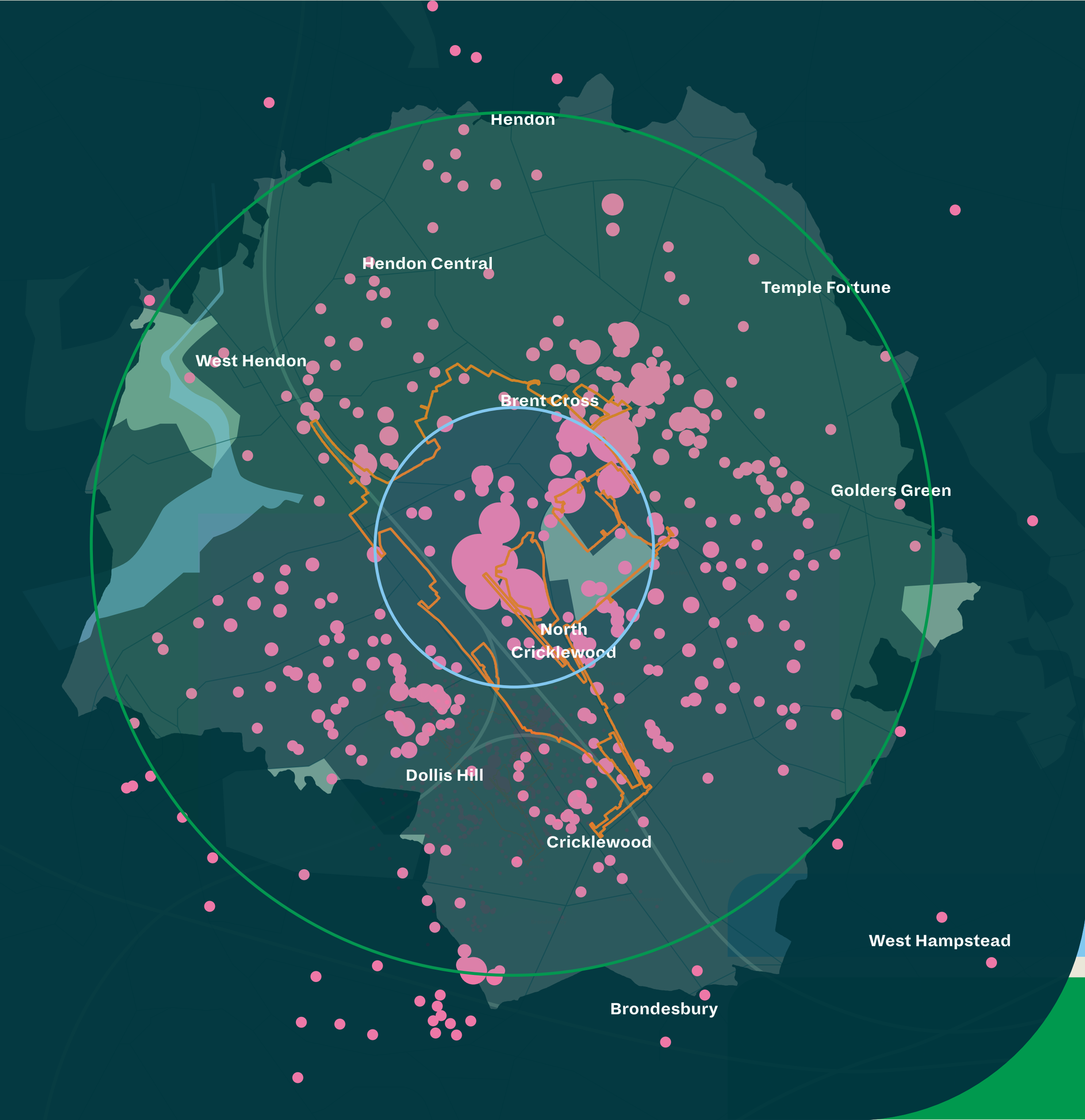
THE NUMBERS BEHIND THE RESEARCH...

	Baseline 2021	1st follow up 2024	2nd follow up 2026	3rd follow up 2027
People surveyed/joining discussion groups to talk about their wellbeing	1,500	3,000 (Accumulative)	4,500 (Accumulative)	6,000 (Accumulative)
VivaCity sensor observations measuring rates of walking and cycling (ongoing air quality monitoring)	330k	660k (Accumulative)	990k (Accumulative)	1.3m (Accumulative)
	4,500 Observations using MOHAWk* <i>before</i> Clitterhouse Playing Fields improvements			9,000 Observations using MOHAWk* <i>after</i> Clitterhouse Playing Fields improvements

3

The latest **TAKEAWAYS**





3. THE LATEST TAKEAWAYS

THE RESEARCH AREA

We have compared our 2021 baseline against our latest results to understand how the Brent Cross Town development is impacting on the lives of individuals and communities both on our doorstep and in the wider Surrounding neighbourhoods. The next wave of collection and analysis will be shared in 2027.

In order to better understand our impact we have introduced the terms ‘Central’ and ‘Surrounding’ to categorise two different groups of residents based upon the distance they live from the development and physical infrastructure boundaries that separate the two groups (e.g. main roads).

As shown in the table below:

 Participant postcode (*larger dot = more people*)

Group	Geographic Definition	Access to Brent Cross Town
Central Group	Residents living directly within the inner circle area.	Within a 15-minute walking distance of the development.
Surrounding Group	Residents living outside the outer circle zone but within the green area.	Separated from the new resources by major infrastructure obstacles (e.g., North Circular, Hendon Way, and dual railway line).

HEADLINE FINDINGS

Be Active (*Walking and cycling*)

↑ Observed walking and cycling increased significantly, almost doubling in volume within the first four years since the new Claremont Park opened. Early evidence suggests nearby residents benefited most, although increased car travel to the park created some unintended challenges.

Connection

↑ Reported participation in group and social activities, **increased from 3 in 5 people (60%) to 4 in 5 people (80%)**, among the Central area group.

↑ Previously, about **1 in 7 (14%)** people from the Central area reported frequent loneliness; that figure has now fallen to roughly **1 in 14 in 2024 (7%)**.

↓ However, in line with national trends, frequent loneliness increased among people living in the Surrounding group, particularly women and certain age groups, including **16-to-24-year-olds**.

Giving (*Volunteering & sharing*)

↑ The proportion of people in the Central area giving time to groups, clubs and organisations, approximately doubled from **1 in 10 people (10%)**, to **2 in 10 people (20%)**. The surveys also found there was also a small average increase in reported “borrowing items and exchanging favours” with neighbours.

↓ However, the same levels of positive change were not found for the Surrounding group.

Neighbourhood *Satisfaction*

↑ The proportion of people in the Central area reporting that they like living in their neighbourhood, rose from **9 in 10 people (90%)**, to **19 in 20 people (95%)**.

↓ Whereas the same statistic reduced for the Surrounding area group.

Safety

↑ Around **7 in 10 (70%)** of residents in the Central area group reported feeling safe walking in the neighbourhood after dark, which increased slightly (**2%**) compared to the **2021** survey and is positive compared to the national level.

↓ Whereas the same survey question found a reported decrease for the Surrounding group, from roughly **7 in 10 people in 2021**, down to around **6 in 10 people in 2024**.

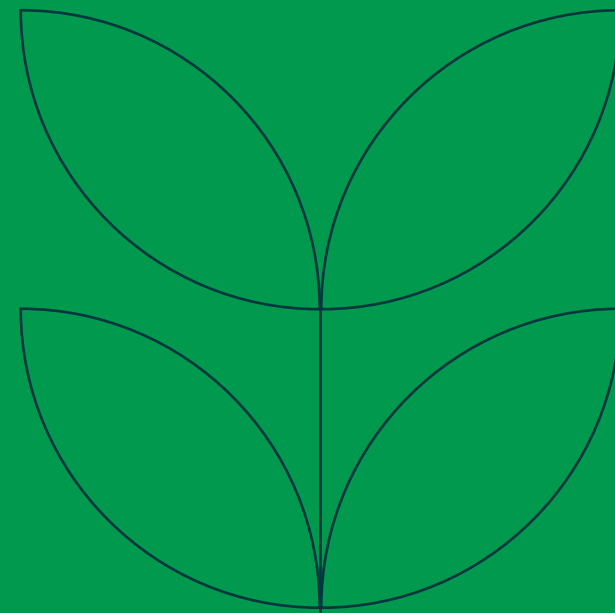
WHAT SITS BEHIND THE HEADLINES?

The following slides set out specific insights from the research, providing a greater level of detail beyond the headline results. This analysis is an important foundation and will be further strengthened by the findings from the forthcoming 2026 research.

Presenting the research across a range of demographic categories enables the ongoing identification of trends and experiences within different groups of the community. This helps focus engagement activity and targeted interventions, supporting informed decisions that maximise positive contributions to Brent Cross Town and the wider community.

Engaging with the community in various ways including discussion groups, drop-in sessions and a future community panel will be essential to deepening understanding and validating the research findings. This engagement will help shape the next steps and actions.

Specific actions to address topics around connection, safety, active travel, job satisfaction, provision of amenity and housing have been detailed in Section 4 of this report which demonstrate how the development has responded to these themes over time whilst recognising the need for continued time, engagement and investment over the coming years.





3. THE LATEST TAKEAWAYS

BE ACTIVE

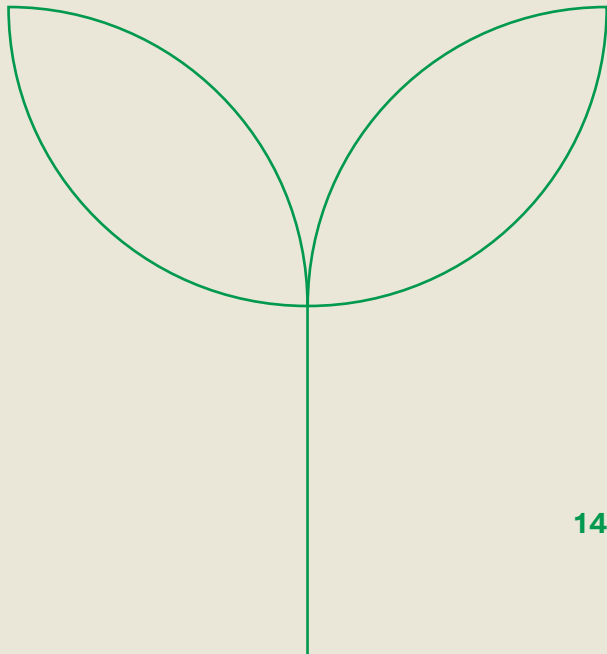
Walking and cycling

Between 2021 and 2025, average daily counts almost doubled for both walking and cycling at the Claremont Way and Claremont Road junction – a key local route. **These counts rose from 1,470 to 2,870 and from 96 to 190 per day, for walking* and cycling** respectively.**

Group specific *insights*

- Walking increased overall, but less so for residents in Surrounding areas, alongside reported pressure on car parking near Claremont Park.
- Our survey shows that women walked more in Central area but less so from the Surrounding areas.
- Walking was reported as lower among people aged 35+, especially in Surrounding areas.
- Non-white residents walked less in the Central area, but more in Surrounding areas.
- Walking also reported as lower among long-term sick, students, and unpaid workers.

* Statistically significant finding –unlikely due to chance.
** Non-statistically significant finding –can not rule out chance finding.



CONNECT

In 2021, roughly 3 in 5 people (60%) in the Central area group, reported participating in at least one social activity during the previous year, including sport and hobbies. **This increased to roughly 4 in 5 people in 2024 (80%)*.** However, talking and listening to neighbours declined over the same period, reflecting wider national post-Covid trends.

Group specific *insights*

- Previously, about 1 in 7 (14%) people from the Central area reported frequent loneliness; that figure has now fallen to roughly 1 in 14 in 2024 (7%), a positive step toward the local community feeling more connected to other people**.
- Whereas, in Surrounding areas, frequent reported loneliness rose, in line with national trends, particularly among women, increasing from 1 in 15 to 1 in 12 women.
- Loneliness remains highest among people who are unemployed, long-term sick, retired or at home.
- In the Central area, loneliness rose most among 16 to 24 year olds; in Surrounding areas, the largest increases were among older groups.

* Statistically significant finding for Central group and compared to Surrounding group, larger increase than national level.
** Non-statistically significant finding.





3. THE LATEST TAKEAWAYS

GIVE

Volunteering & sharing

In 2021, approximately 1 in 10 people in the Central area reported giving time to groups, clubs and organisations over the past year, **which doubled to 2 in 10 people in 2024**. The same statistic improved but, to a much smaller extent, for Surrounding area.

In 2024, a small average increase was found for participants who reported borrowing items and exchanging favours with neighbours. This rise was slightly larger in the Central area group, compared to Surrounding**.

Group specific *insights*

- In 2024, borrowing and exchanging favours was found to fall slightly among women, especially in Surrounding areas.
- Neighbourly support rose among non-white groups but remains lower in Surrounding areas.
- Neighbourly support fell slightly among over-50s but rose among younger groups.
- Neighbourly support was reported as lowest among unemployed and unpaid groups.

* Statistically significant finding for Central group and compared to Surrounding group, also favourable compared to national level.

** Statistically significant increase for Central area but not compared to Surrounding.

NEIGHBOURHOOD SATISFACTION

In 2021, **approximately 9 in 10 people (90%) in the Central area group**, reported that overall, they like living in their neighbourhood. **This increased to 19 in 20 people (95%) in the 2024 survey***.

Whereas, for the Surrounding area, the same type of satisfaction reduced, from 9 in 10 people (90%), to roughly only 8 in 10 (80%) –like wider national trends**.

Group specific *insights*

- In 2024, men reported slightly lower neighbourhood satisfaction than women.
- Within the Surrounding area, satisfaction was lower for both men and women.
- The sharpest declines were among 16 to 24 and 35 to 49 year olds, largely driven by Surrounding area group responses.
- Satisfaction declined in Surrounding areas, especially among white ethnic groups.

*Statistically significant increase for Central group and compared to Surrounding group.
** Similar or in line with national-level which shows small decrease.





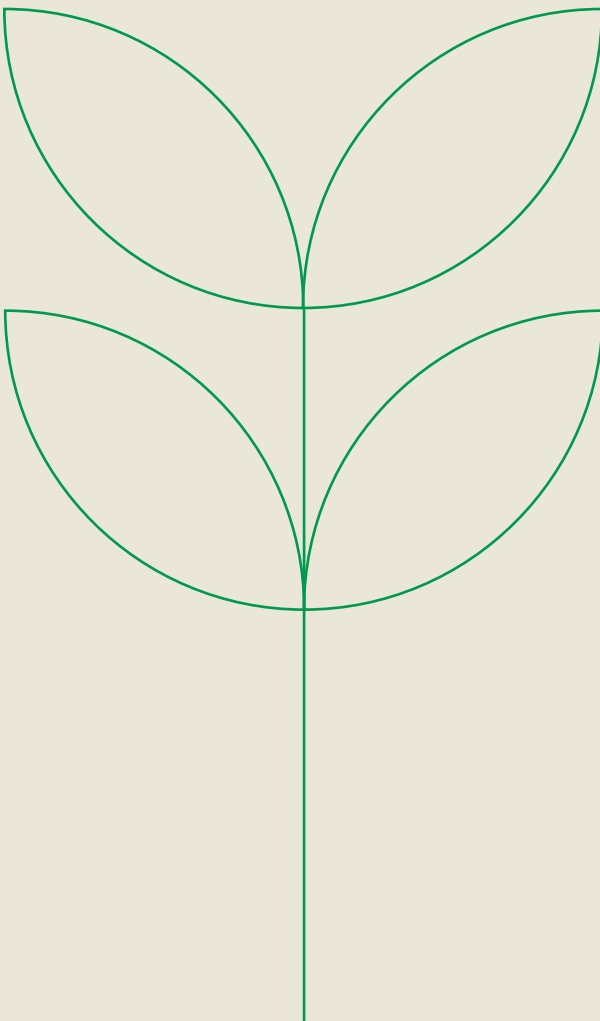
SAFETY

In 2021, **roughly 7 in 10 people (70%) in the Central area group**, reported that they feel safe walking in their neighbourhood at night. This **increased slightly (2%) in the follow-up 2024 survey**. Whereas, for the wider Surrounding area, **this feeling of safety fell from 7 in 10 people in 2021, to around 6 in 10 people in 2024***.

Group specific *insights*

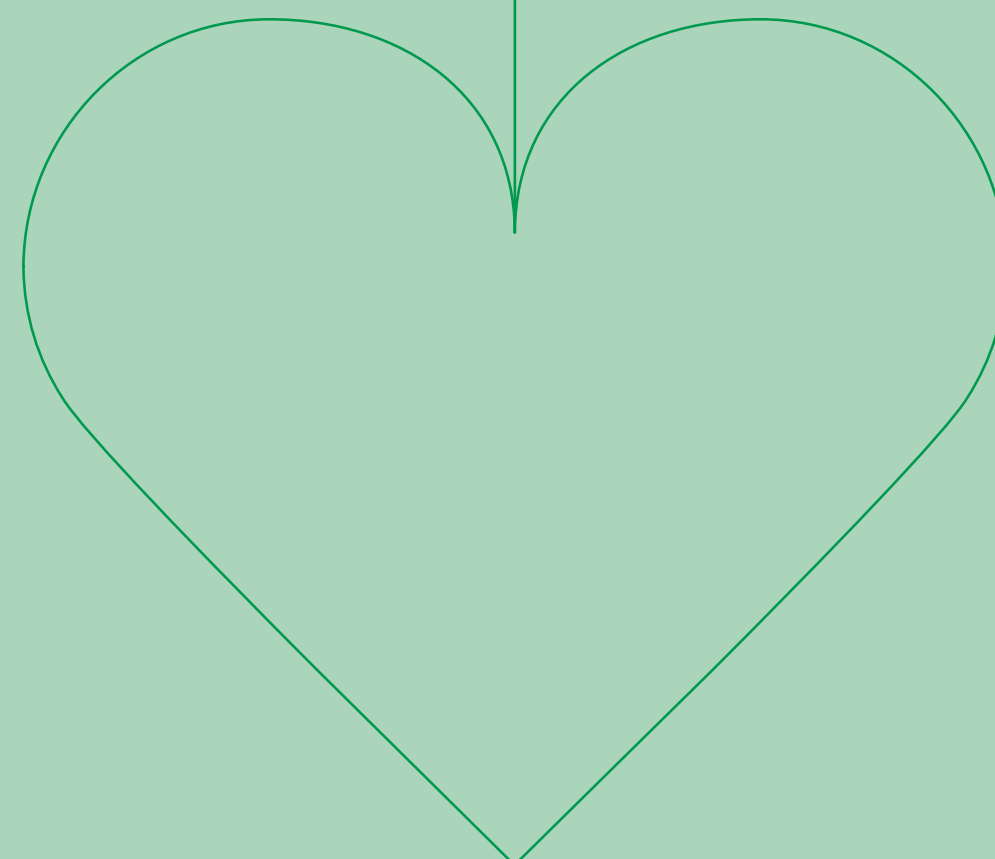
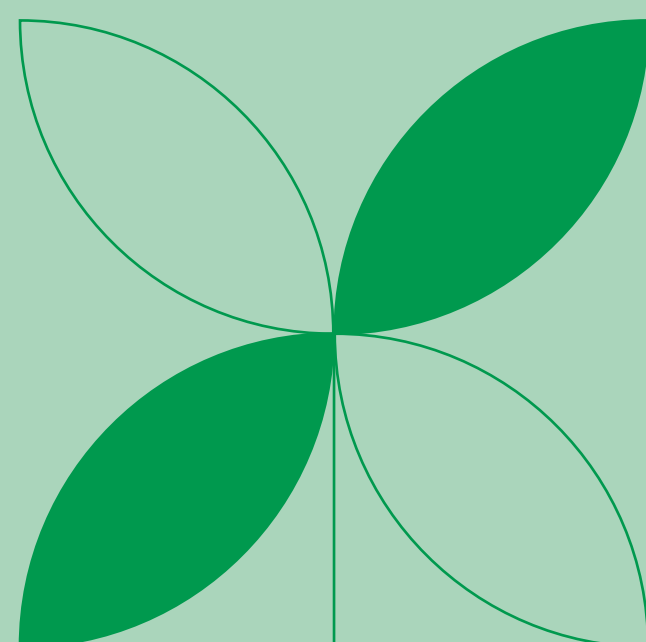
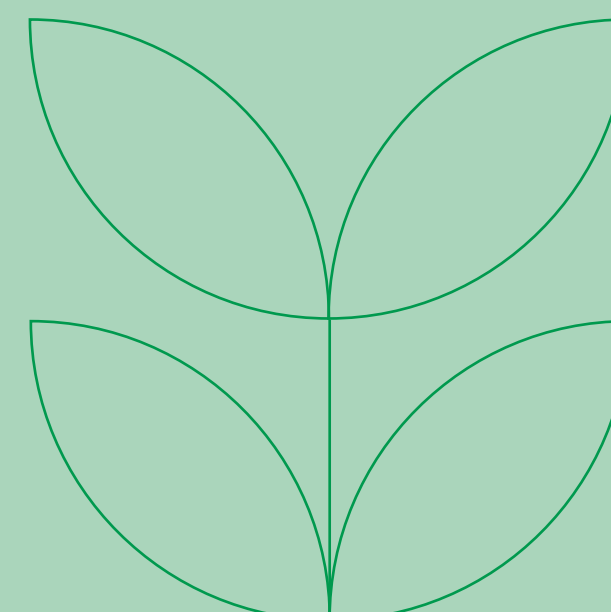
- Women reported feeling safer than in 2021, but still less safe than men in 2024, particularly in Surrounding areas.
- Safety perceptions improved among non-white groups but fell slightly among white groups, particularly in Surrounding areas.

* Non-statistically significant increase for Central group but statistically significant finding compared to decrease in Surrounding group.



4

How we have **RESPONDED**



LISTENING TO THE RESEARCH AND TAKING ACTION

The academic research has provided invaluable insights into local life over several years, through the lens of understanding the impact of the change happening in the area. This highlights the community’s core strengths, as well as drawing attention to areas that need more focus. The following slides outline the actions we have taken to further the Flourishing ambition and bring these key themes to life.

While these actions are focused on what the Brent Cross Town development can meaningfully impact, an area of progression across future years will be to broaden the reach and increase impact across a wider area. This includes access to opportunities aligned to the priorities and themes highlighted here.



KEY PRIORITIES



Quality & affordable housing



Better social & public spaces



Local jobs & new amenities

CORE THEMES



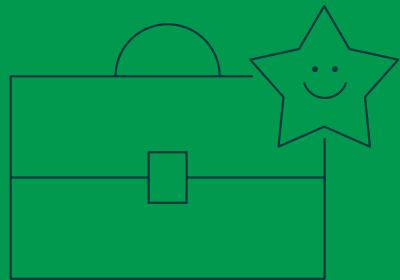
Connection vs. loneliness



Neighbourhood satisfaction & safety



Cycling & walking



Employment & job satisfaction

BUILDING connections

Building on the strong sense of belonging and neighbourliness whilst addressing loneliness. Creating opportunities to become involved in groups, clubs and organisations helping to create a sense of community.

Actions *we have taken...*

New amenities for the community; Brent Cross Town Visitor Pavilion and the newly opened Neighbourhood Square have created new hubs for socialising and there is a growing retail offering, including Always Gladice, Arthur’s Cafe and Karma Bakery.

We have delivered dedicated community engagements ranging from monthly drop-ins, public consultations and co-design workshops which are accessible to all and enable community feedback and opportunities to influence decision making.

From sports and play opportunities local art, crafts and creativity, cultural delights and local celebrations, we work in partnership with residents, organisations and stakeholders to craft an events programme that is reflective of local people, place and personality.

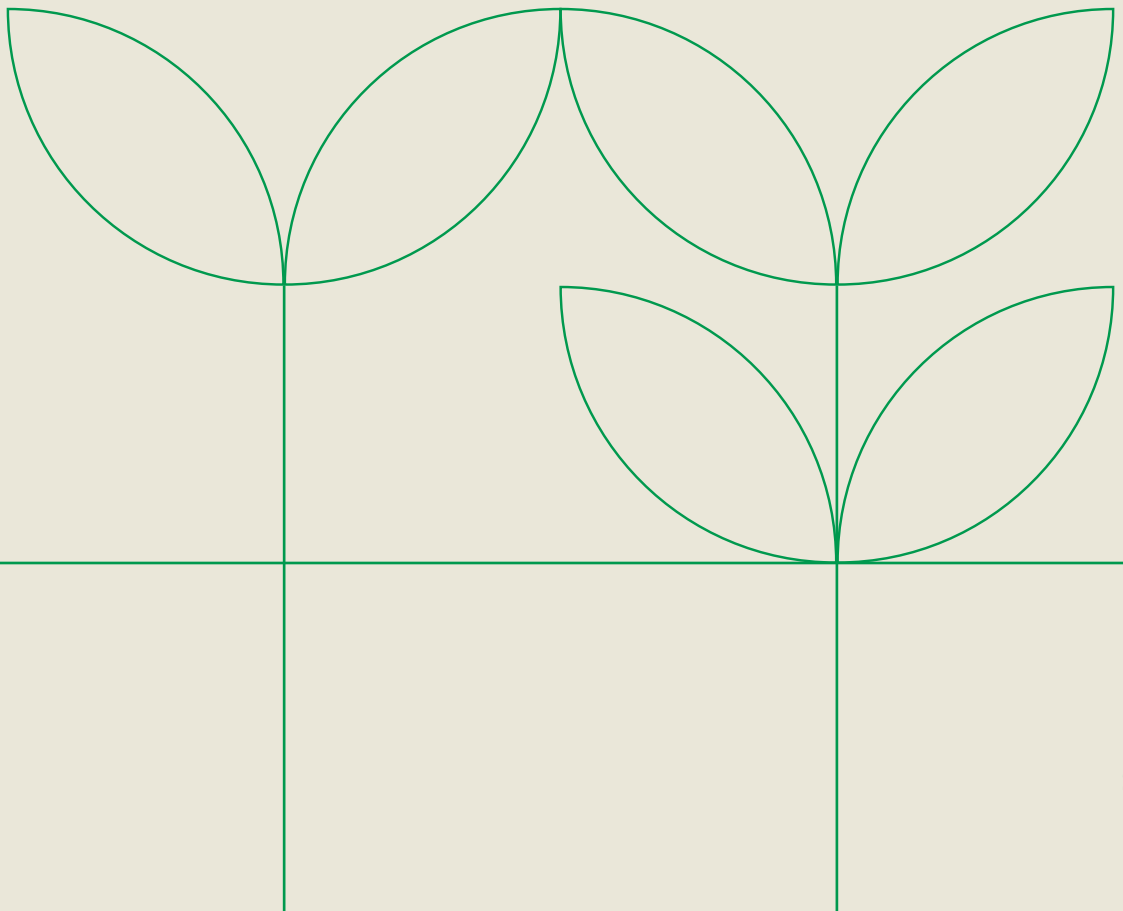
A new community space is being built, the space will provide opportunities for local people to engage in training, social activities, hobbies and many other programmes organised by local organisations.



The development continues to prioritise community safety through the implementation of enhanced estate security measures, new public pathways, CCTV coverage and improved street lighting. Furthermore, we maintain close collaboration with the Metropolitan Police and have expanded our estate security team.

Through participation in the Community Safety Panel and engagement with Ward Councillors we continue to understand and address local concerns.

Improvements to the local network, and creation of new destinations and public transport connections will have impacted active travel in the local area. Consideration of wider wayfinding, enhancement of local amenity provision and the growth of the high street encourages local trips to Brent Cross Town from further afield.



Active lifestyles AND TRAVEL

Addressing the under use of local green spaces, and the low rates of active travel.

Actions *we have taken...*

- Inclusive and dynamic events and enlivenment delivery
- Opening of Claremont Park
- Design of public spaces: Neighbourhood Square, Claremont Park

Claremont Park is a space for children and adults to play, gather, be active, explore nature and relax. The parks host free events and workshops and the events programme is designed to be inclusive, with a wide range of activities for all ages, with most of the events free of charge.

Clitterhouse Playing Fields – the largest public open space in the area is being transformed with landscaping, planting and improved drainage to create much more accessible, open space for relaxing, ball games, kite flying and picnics. New sport and play facilities will include an all-wheel park, bouldering area, boules court as well as football and hockey pitches.

A new pedestrian footbridge over the railway tracks as part of Brent Cross West, makes it easier for people to get around the area connecting communities in Brent and Barnet for the first time in 150 years.

The new streets are designed to be bike-friendly with safer, segregated cycle routes along the main thoroughfares and bike parking throughout the neighbourhood including 60 spaces at the new train station and family-friendly cycle access in Claremont Park.

Community funding and direct sponsorship have helped young people and residents take part in new sports and leisure activities, including Barnet Nightingales girls’ football, Brent Bulls basketball, skating with Keep Rolling, team-based competitions at The Play Offs and a weekly running club.

New Brent Cross West station is an award-winning visual landmark for the area, setting the tone for the future development and its green, net-zero carbon ambitions. It is temporarily home to a huge piece of public art by celebrated Barnet-raised artist Giles Round and complemented by hanging planters and extensive planting,



PROVIDING meaningful employment

Addressing the low rates of job satisfaction and perceived lack of opportunity.

Actions *we have taken...*

An Employment and Skills Action Plan developed with Barnet Council drives our efforts to connect the local community to quality jobs, training and business opportunities in Brent Cross Town. Work with the CITB, the UK’s construction training board, is enabling the project to set ambitious but realistic targets.

More than 700 local people have worked on our construction programme.

A dedicated local recruitment hub (Brent Cross Town Connect), based at Brent Cross Town, has opened to help the local community find employment opportunities within the development. The programme is delivered by a dedicated team and work is already underway to assist Barnet residents in obtaining employment at Brent Cross Town.

To date, the development has supported 31 local apprentices to train, learn and gain experience.

We are partnering with The Skills Centre, a specialist construction skills training provider offering apprenticeships and certification. The partnership will help new entrants gain the skills they need to secure work and build a career at Brent Cross Town.

Partnerships with 14 schools have enabled career insight, work experience and employability skills development for more than 1026 students from Barnet schools

As the development continues to grow, a broad range of roles have and will continue to be created, including opportunities from office occupiers, estate management and in retail and hospitality.



PROVIDING quality homes and affordable housing



Actions *we have taken...*

The first affordable homes in Brent Cross Town were delivered in partnership with Barnet Council and L&Q.

More than 1,000 new homes have now been created, with the next phase bringing a mix of co-living, build-to-rent, affordable and retirement living homes to support a neighbourhood that provides homes for people at different stages of life.

The ‘Flourishing Playbook’ was created to inform, and inspire how the design and operational management of our buildings and spaces can positively impact people’s health and wellbeing. The playbook continues to drive up the quality of our provision at Brent Cross Town.

“It has been fantastic to speak with the local school, and hear anecdotally about how the provision of new housing has supported students with better outcomes including enhanced moods, energy levels, focus on learning and relationships.”

Davinder Chaggar
Social Value Manager, Related Argent

5

The future of the **FLOURISHING INDEX**



THE JOURNEY CONTINUES...

We are committed to a long-term approach with the Flourishing Index. Looking ahead, we will continue to gather new insights and publish updated findings and actions taken over the coming years. The next survey will be carried out with 1500 people from the local area in September 2026.

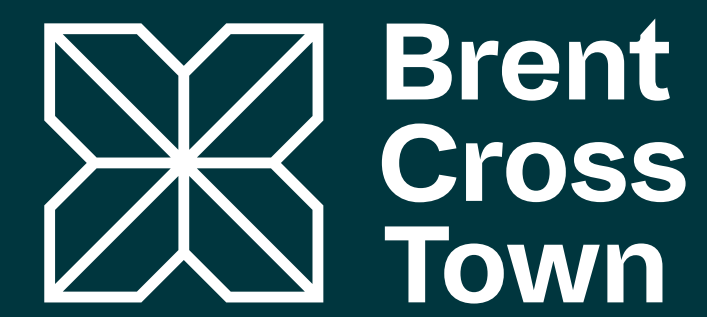
We know that there is work to do to support the long-term wellbeing outcomes of both new and existing communities, as well as monitoring for any unintended consequences of the changes happening in the area.

We will continue to engage with the community to address the findings and shape future decisions to ensure that people of all ages and backgrounds experience equal levels of benefit from the development.

“The Flourishing Index is a smart concept of evaluating a neighbourhood. For us at the World Urban Pavilion and the UN Quality of Life Initiative, it is very valuable to learn from Brent Cross Town and we anticipate working together in many countries across the world”

Eduardo López Moreno
Co-Director of the World Urban Pavilion & UN Quality of Life initiative expert





The Flourishing Index has been created
in a partnership between



With the support of

