



01 | THE PROJECT SO FAR

INTRODUCING BRENT CROSS SOUTH

WHAT IS BRENT CROSS SOUTH?

Brent Cross South is a vibrant new town centre planned for the heart of north London. It will deliver a variety of new homes and workspaces; a new high street, with local shops and restaurants; improved transport connections, with an additional Thameslink station serving the area; better walking and cycle routes; and new parks, squares and community facilities.

Brent Cross South is the working name for the regeneration of the southern side of the Brent Cross Cricklewood development. We will review what the place is ultimately called in due course with involvement from the local community.

WHAT IS BXS POSITIVE DIALOGUE?

'BXS Positive Dialogue' is what we're calling the initial discussions we're having with local residents, businesses and community groups about the Brent Cross South regeneration plans. Together with our engagement partner, Soundings, we are working hard to make sure we have a positive dialogue with everyone in the local community. We have set up a dedicated BXS website and newsletter to keep people up to date with the discussion.





02 | THE PROJECT SO FAR

WHERE IS BRENT CROSS SOUTH?

THE BRENT CROSS SOUTH TEAM

Barnet Council is the local authority responsible for overseeing the regeneration of the whole of the Brent Cross Cricklewood area. The Council is working with Hammerson and Standard Life Investments to redevelop the Brent Cross shopping centre and is a Joint Venture Partner with Argent Related to develop Brent Cross South. The Council is also leading the delivery of critical infrastructure related to both projects, which includes the new (additional) Thameslink Station at Brent Cross South.

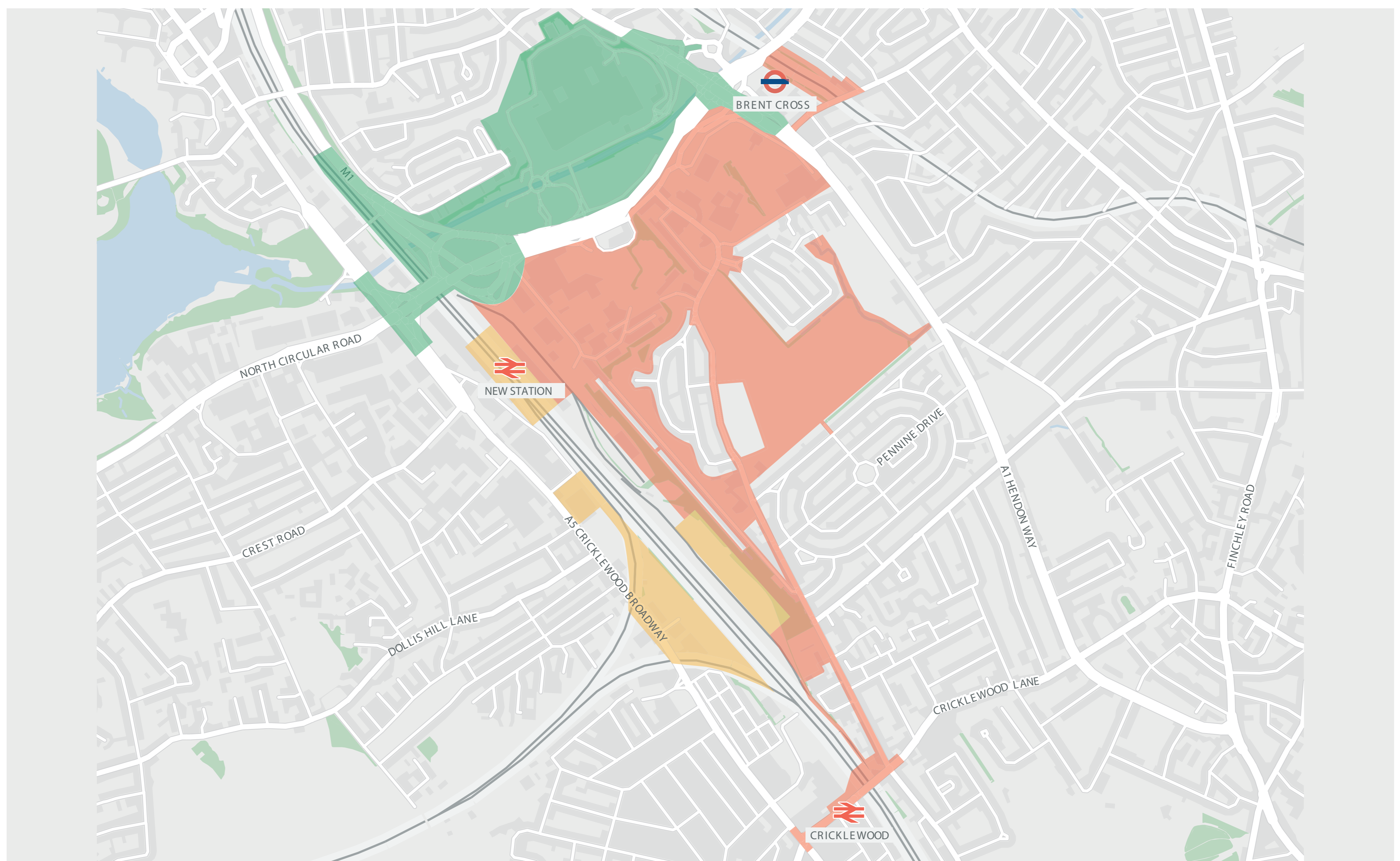
Argent, one of the UK's best-respected developers, specialises in significant city development and is best known in London for its work on the redevelopment of King's Cross.

Related, a US-based real estate company, began as a mixed-income housing developer. They now manage all property types in gateway cities across the US, undertaking large-scale regeneration projects such as Hudson Yards in New York.

THE STARTING POINT

Brent Cross Cricklewood is the name of the wider regeneration scheme, which involves three integrated projects.

- **Brent Cross South** – Barnet Council and Argent Related have created a Joint Venture Partnership to develop the new town centre.
- **Brent Cross North** – Barnet Council is working with Hammerson and Standard Life (HSL) Investments to redevelop the Brent Cross shopping centre. HSL are also delivering critical infrastructure.
- **New Thameslink Station** – Barnet Council is working with Network Rail to deliver an additional Thameslink station to service the area.





03 | THE PROJECT SO FAR

THE APPROVED MASTERPLAN

WHEN WAS BRENT CROSS SOUTH APPROVED?

The 'outline' planning permission was granted in 2010 and revised in 2014 to separate the scheme between the north and south of the A406. The outline planning permission sets out guidelines for the overall scale and quality of the Brent Cross South development.

This includes:

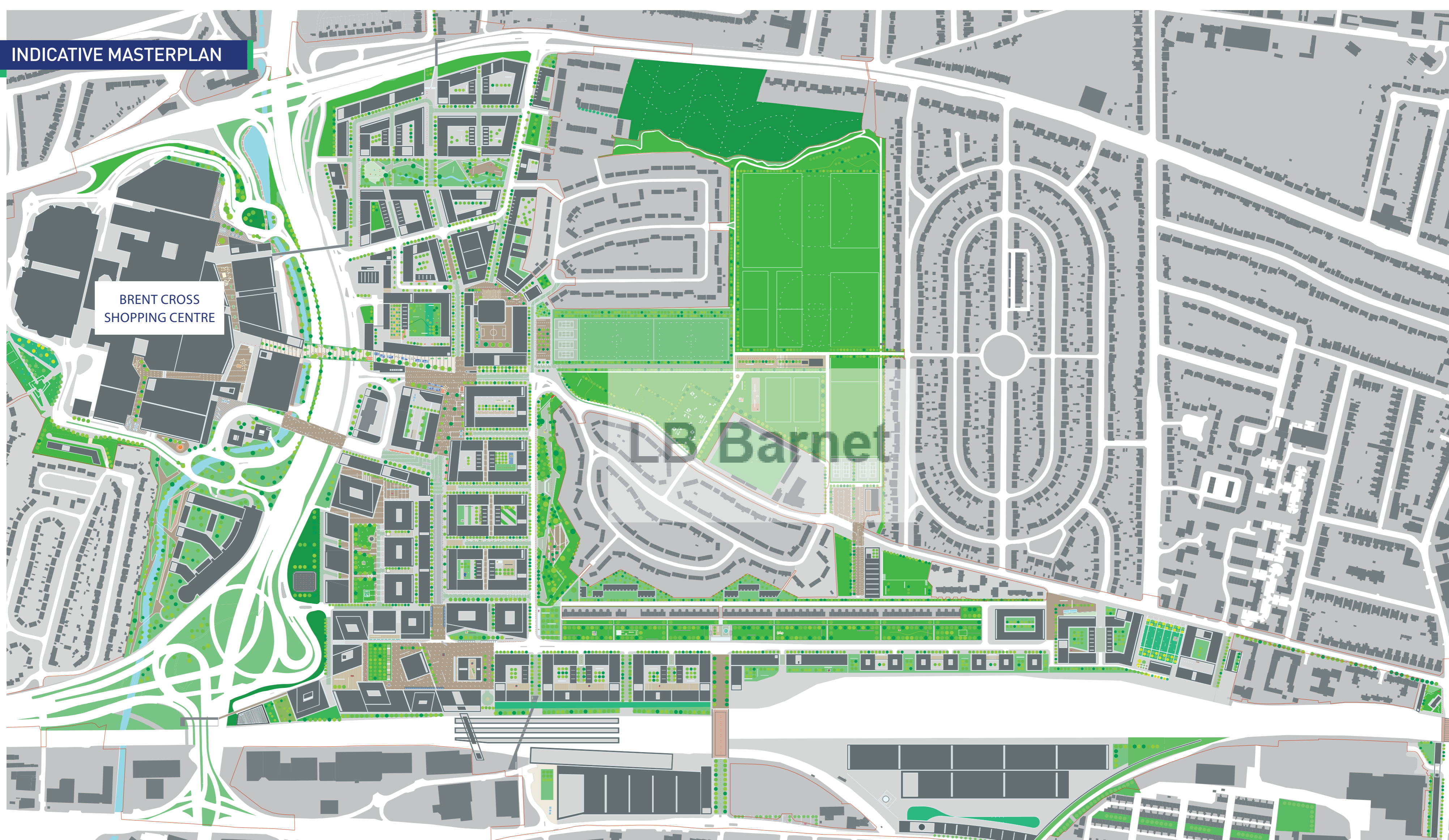
- A distinctive new high street
- Improved transport connections with a new Thameslink Station, walking and cycle routes
- Attractive new public squares
- New or improved parks, including improvements to Clitterhouse Playing Fields
- 6,700 new homes with a mix of sale, rental and affordable
- Up to 4 million square feet of new office space
- Enhanced community facilities including schools, NHS, play and police
- New and improved leisure space

WHAT CHANGES CAN BE MADE TO THE MASTERPLAN?

Although the outline permission provides a clear set of guidelines for the Brent Cross South development, it is also the starting point for more detailed design work.

Argent Related fully anticipate that there may be further enhancements to the approved masterplan as we proceed. Our ambition is to work alongside the local community with the aim of achieving the best possible outcome.

We hope that by the autumn, a more detailed plan for the first phase of the project will be ready to share with you. We will hold a second round of Community Liaison Group meetings and public exhibitions to get your views on any proposed changes or updates. These will again aim to gather your thoughts and contribute to the design and development process.





04 | NEXT STEPS

PHASE 1




WHAT DOES PHASE 1 INCLUDE?

The project will start with a substantial first phase, which will set the standard for the overall quality. Each phase will be mixed-use, with a variety of housing types and

tenures, and spaces for businesses, retail, leisure and community facilities.

The indicative diagram below shows some of the main highlights envisaged for the first phase.



-  A NEW LOCATION FOR OFFICE-BASED BUSINESSES
-  NEW BRENT CROSS SOUTH THAMESLINK STATION
-  A NEW KIND OF HIGH STREET
-  INSPIRING PLACES FOR CHILDREN TO PLAY
-  NEW AND ENHANCED FACILITIES CLAREMONT PRIMARY SCHOOL
-  NEW BRIDGE CONNECTIONS
-  A MIX OF NEW HOMES INCLUDING AFFORDABLE



A sense of place - celebrating past, present, and future



A welcoming place with a diverse community



A growing local economy

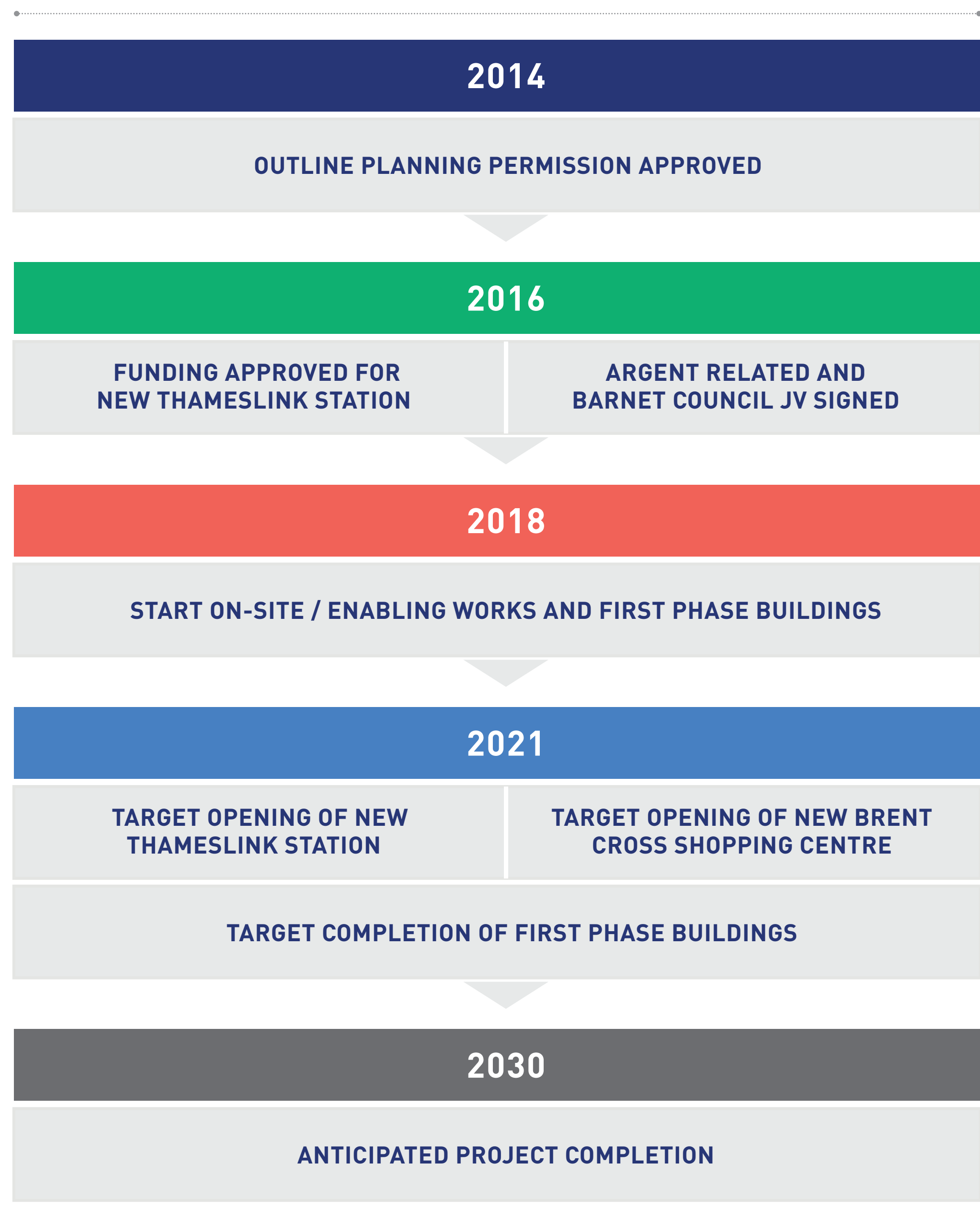


05 | NEXT STEPS

PROJECT TIMELINE

With the recent approval of the Joint Venture between Barnet Council and Argent Related, the preparation, design and eventual construction planned for this part of London can now go ahead.

It is expected that the first works will start in 2018, with a target date for completion of the first phase buildings set for 2021, to coincide with the opening of the new Thameslink Station. The anticipated completion of the whole Brent Cross South project is in 2030.



KEEPING YOU INFORMED

HOW WE WILL KEEP YOU UPDATED

We hope that by the autumn, proposed refinements and enhancements to the masterplan will be ready to share with you via a second round of public exhibitions. We will again aim to gather your thoughts and contribute to the design and development process.

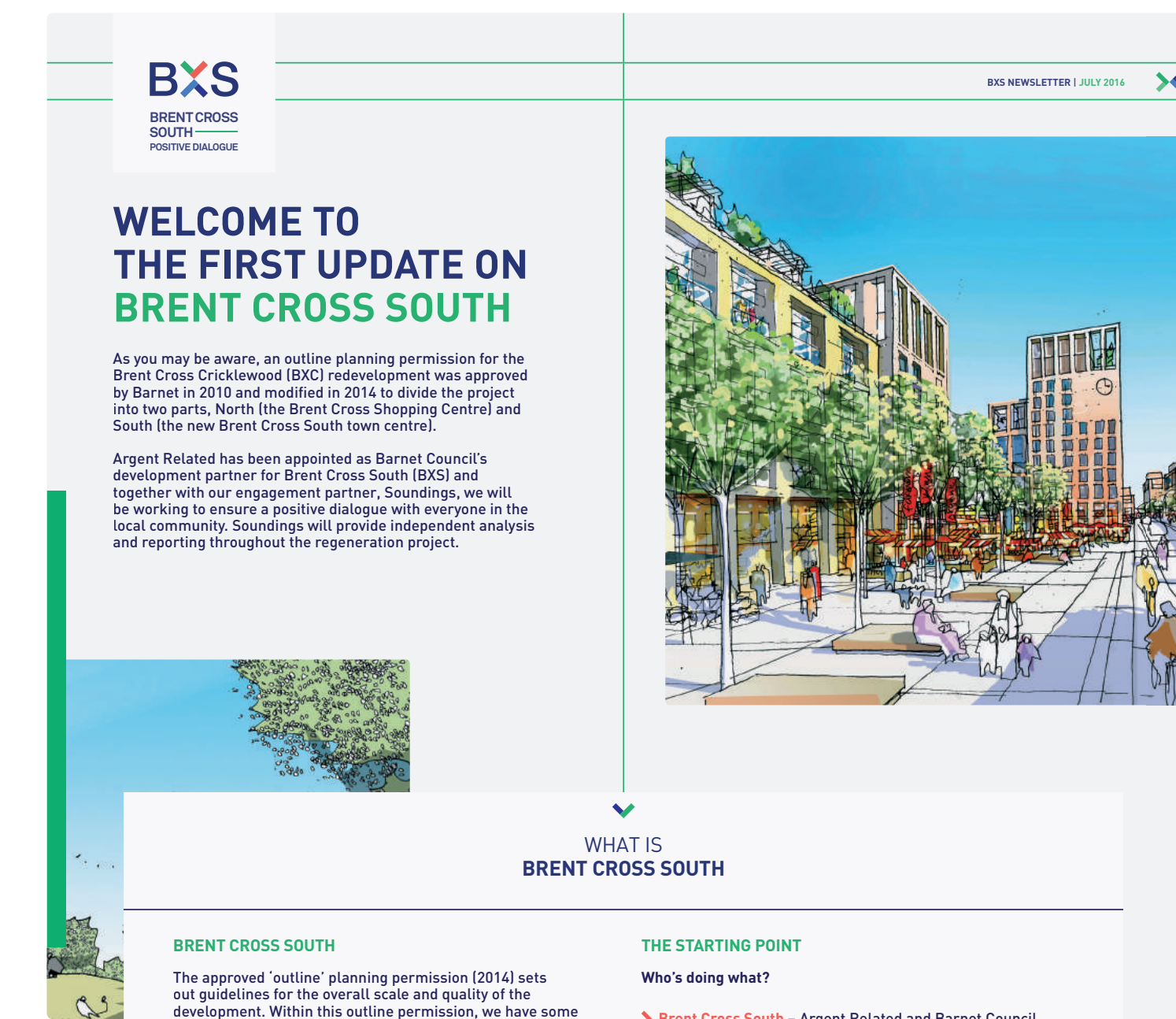


BXS WEBSITE

The BXS website aims to clearly set out and explain various different aspects of the project.

This will continue to grow as the project develops and can be used to find out about news and upcoming events.

www.brentcrosssouth.co.uk



BXS NEWSLETTERS

We will also keep you updated with our BXS newsletter which will provide general progress updates on the project as well as any upcoming events. You should have received the first newsletter recently.

If you did not receive the first newsletter and would like to sign up to further issues please speak to a member of the Soundings team today.



BXS COMMUNITY LIASON GROUPS (CLGS)

Three Community Liaison Groups have been set up to meet and discuss the development project, as well as to provide you with updates and an opportunity to ask questions and provide input.

If you would like to join one of the BXS Community Liaison Groups please speak to a member of the Soundings team today.



BXS EXHIBITIONS

We aim to hold public exhibitions with updates on the project so that everyone can be involved in the BXS dialogue.

Our timeline for engagement in 2016 is as follows.

CONSULTATION TIMELINE





06 | NEXT STEPS

KEEPING YOU INFORMED

BXS COMMUNITY LIAISON GROUPS (CLG)

We have recently held a series of meetings with local community groups, to provide them with an overview of the project (similar to what is on display today) and to establish a forum for conversations about the project with local people.

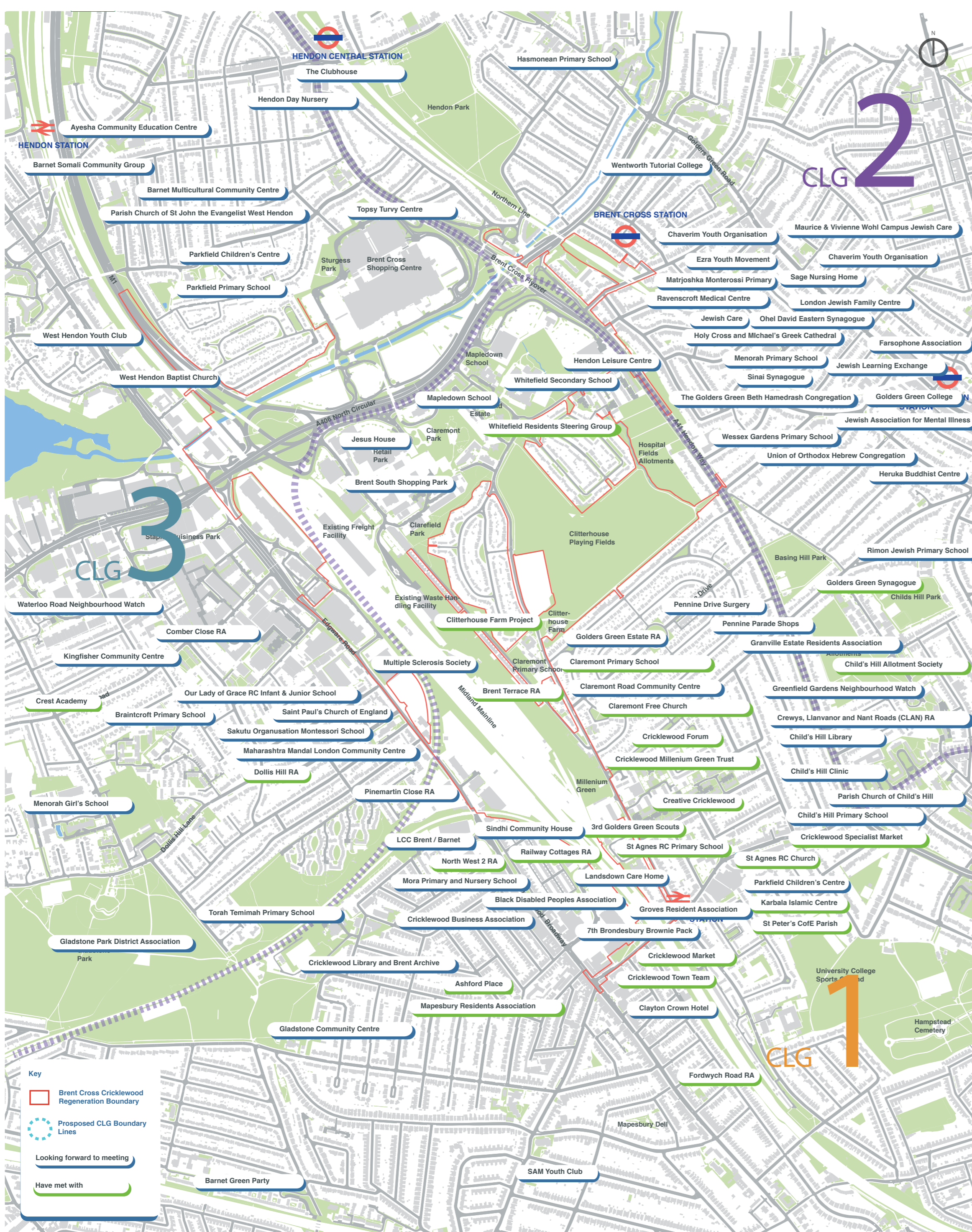
Because of the diversity of local groups, interests and priorities across the Brent Cross Cricklewood area, we have formed three separate liaison groups.

- **CLG 1** | Cricklewood & Whitefield
- **CLG 2** | Golders Green & Childs Hill
- **CLG 3** | Dollis Hill & Hendon

The map below shows a number of local groups and organisations who have been invited to attend Community Liaison Group meetings so far.

The Community Liaison Group structure remains flexible and open to additional groups or organisations joining at any time.

If you would like to add a group or organisation that you are part of to one of the Community Liaison Groups please fill out a CLG joining form.





07 | WHAT WE HAVE HEARD SO FAR

WHAT WE HAVE LEARNT SO FAR?

Since early 2016 we have been learning about the Brent Cross, Cricklewood, Childs Hill, Golders Green, Dollis Hill and Hendon areas.

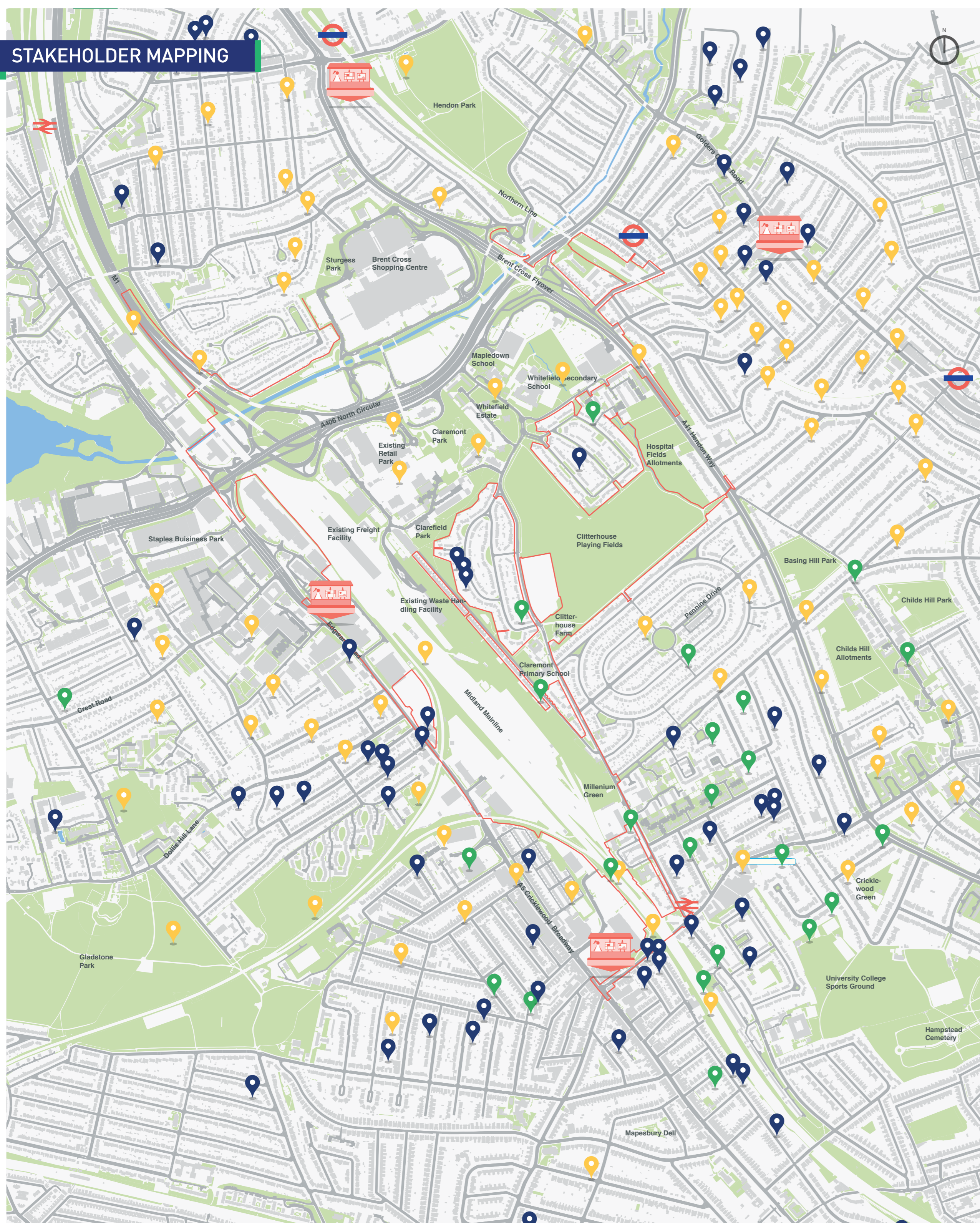
We have been keen to hear about what local people currently value in these areas and what they feel the regeneration could bring to the area. Below is a map of the people we have spoken to so far at various events.

We value the input from local people and believe that having this understanding and knowledge base is

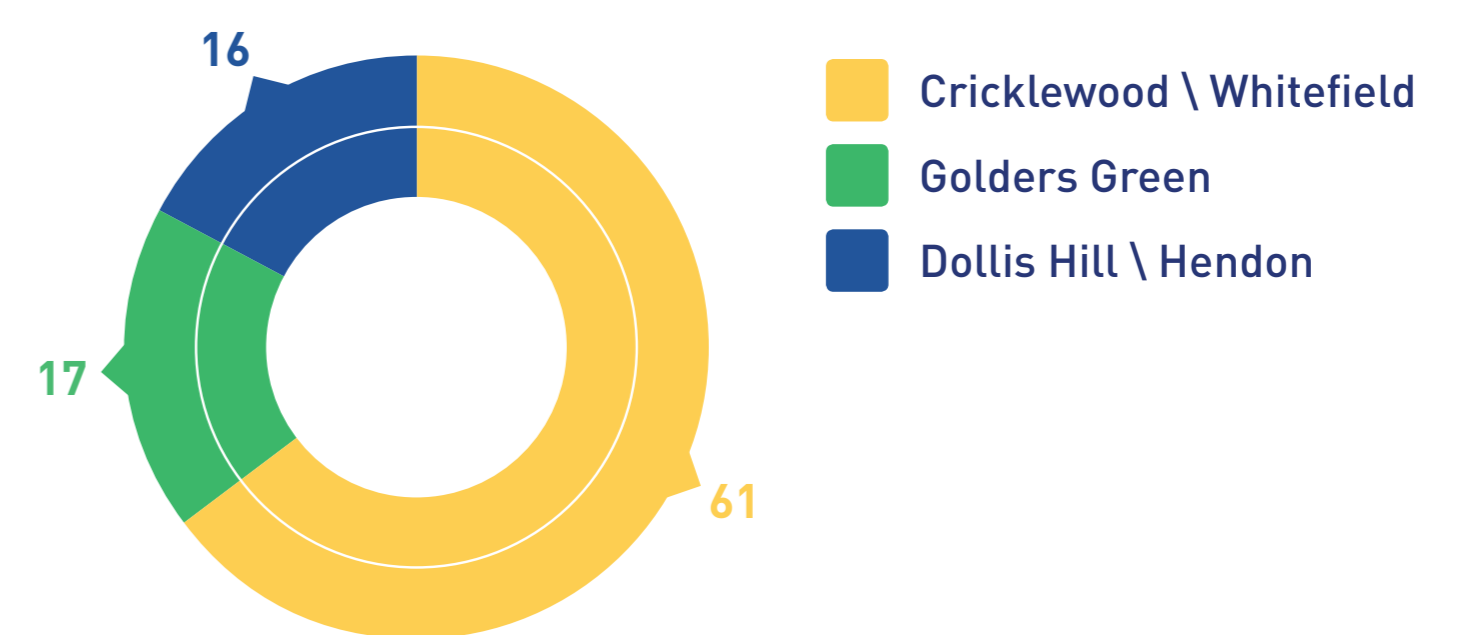
fundamental to creating a great place that everyone is proud of.

In refining the masterplan we hope to incorporate this local knowledge wherever possible.

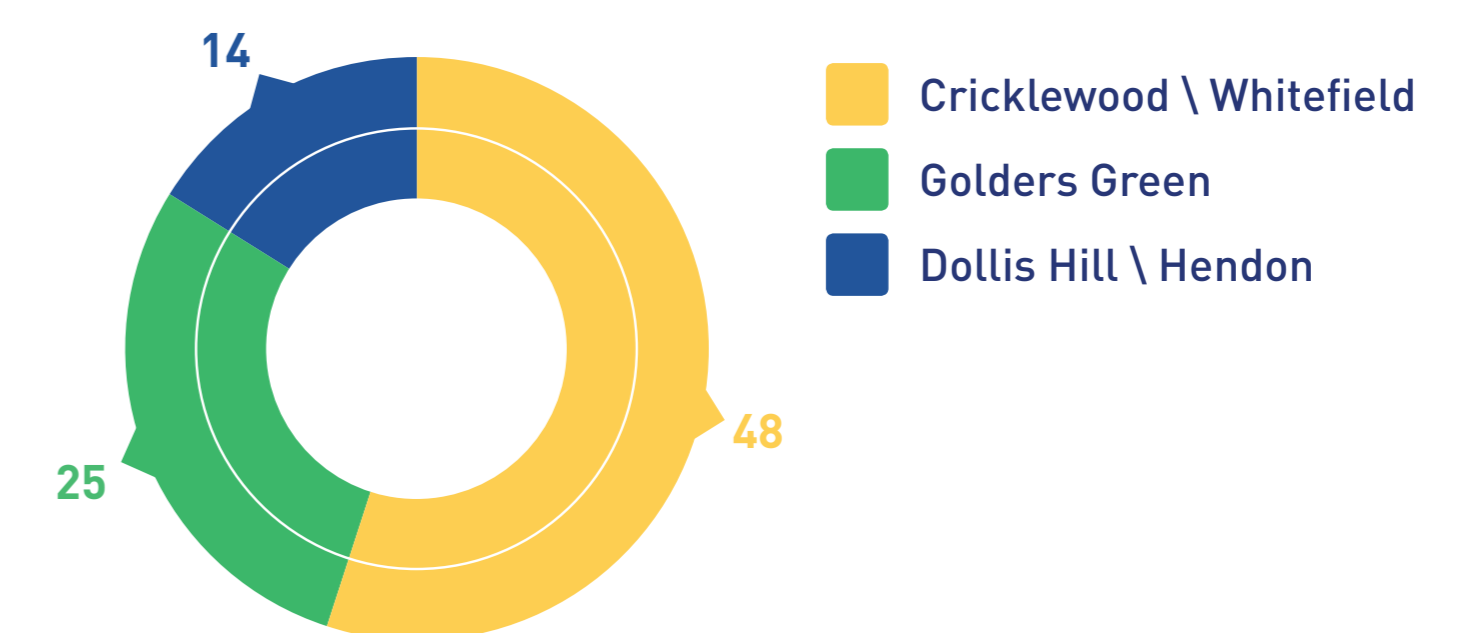
The following findings are drawn from a series of conversations we have had with local people earlier this year. The findings are by no means a complete picture, rather the start of a discussion and something we would like to build on.



PEOPLE MET DURING POP-UP EVENTS



GROUPS CONTACTED AND/OR MET

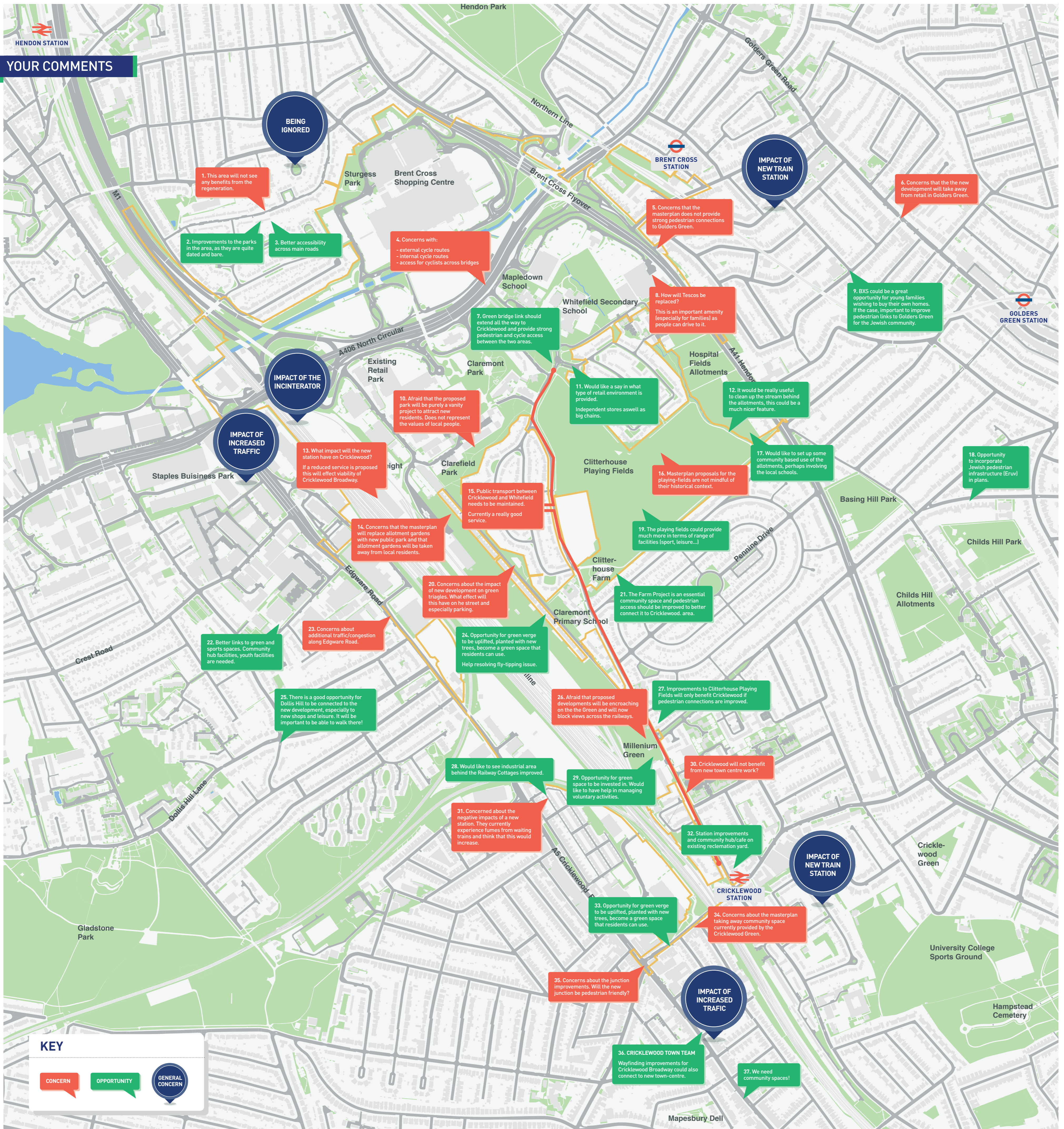


KEY

- POP UP LOCATION
- POP UP RESPONDANTS
- STAKEHOLDER GROUPS MET
- STAKEHOLDER GROUPS CONTACTED

08 | WHAT WE HAVE HEARD SO FAR

PLEASE ADD TO THE COMMENTS BOARD





09 | WHAT WE HAVE HEARD SO FAR

KEEPING YOU INFORMED

Below are some of the things people have told us they thought the regeneration scheme could bring to the area.

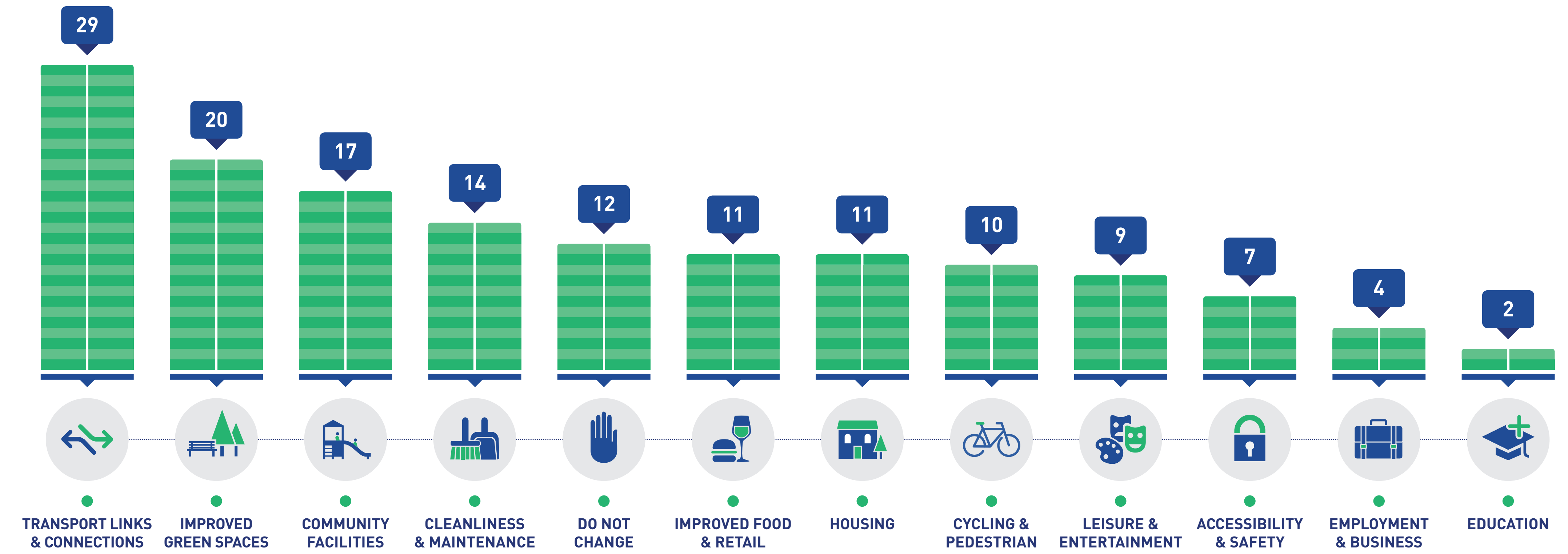
By discussing these early findings today, we aim to review and confirm our understanding of the local priorities we have heard about. We hope that it will also provide you with some insight into what other people have been saying so far.

PREVIOUS FEEDBACK

WHAT WOULD YOU LIKE TO SEE THE REGENERATION SCHEME BRING TO THE AREA?

When asked this question people outlined their aspirations and priorities for what they thought the regeneration scheme could bring to the area.

Please let us know if you agree with these priorities by filling out a feedback form today. The feedback you provide will be used to inform our thinking when making improvements to the consented masterplan.



FEEDBACK SECTION | YOUR PRIORITIES

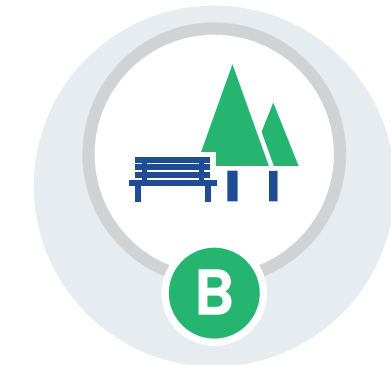


TRANSPORT LINKS & CONNECTIONS

People have told us they would like the regeneration scheme to bring improvements to connectivity. In Cricklewood, this focuses primarily on:

- Traffic (Cricklewood Lane, Claremont Road and the junction at Cricklewood Broadway)
- Public transport
- A better variety of routes (not just for cars)

In relation to connections we have also heard a lot about place identity and general wayfinding. Some people would like to see better announcements, such as gateways to specific parts of the area.



IMPROVED GREEN SPACES

Some people have expressed the need for green spaces to be provided or improved. Improvements include a better variety of facilities; better play areas for children; varied landscaping with more trees; and new facilities such as toilets.

Particular green spaces mentioned were:

- The Clitterhouse Playing Fields
- The green space outside B&Q Cricklewood Broadway

People that we spoke to were keen to stress that better pedestrian connections were key to making improvements to green spaces relevant to surrounding areas.



COMMUNITY FACILITIES

People also mentioned that they would like to see more community facilities; accommodating both members of the existing and new community.

These include:

- More community hubs
- More youth centres
- More healthcare centres
- Higher police provision

There was also emphasis on making new community facilities open and accessible to everyone.



CLEANLINESS & MAINTENANCE

A lot of people were concerned with the general look and feel of the area. They were hopeful that the regeneration scheme could provide better maintenance and facilities to encourage more pride in the area.

This included:

- Less litter
- More recycling bins
- More general waste bins

Comments were also made about local shops needing improvements.



DO NOT CHANGE

Some comments were made by people who stated that they do not wish anything to change in the area, and that they would prefer it to stay as it is.

These comments were particularly focused on the Clitterhouse Playing Fields and the green space outside B&Q.

Further discussions on these comments outlined the importance of respecting the local history attached to these spaces.



IMPROVED FOOD & RETAIL

People highlighted that they would like the regeneration scheme to bring with it new restaurants, shops, pubs, bars to the area.

The majority underlined that they would prefer these new businesses to be independent in keeping with the character of the area.

There were also a number of comments about how businesses in the existing area could work together/ and benefit from any new retail offer within the regeneration scheme.



HOUSING

A number of people wanted to see particular types of housing within the scheme.

People who stated housing as being important, were also keen to stress that this should be of a high quality and varied design standard, but should also be affordable.



CYCLING & PEDESTRIAN

Cycling and pedestrian movement was a high priority for many local people. They mentioned that they thought this was currently severely underprovided in the area.

Other comments included a wish to decrease vehicular traffic and improve safety.



LEISURE & ENTERTAINMENT

More facilities for leisure and entertainment were a high priority, particularly to provide for young people in the area.

Specific suggestions included:

- Cinema / theatre
- Gallery
- Gym / swimming pool

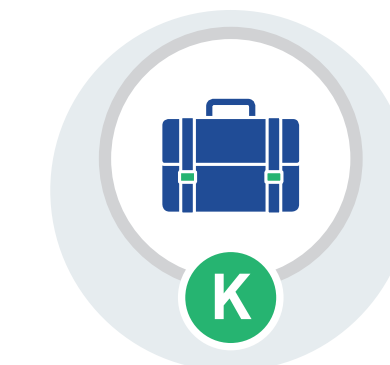
Local people stated that Cricklewood could improve as a destination if more leisure and entertainment was provided in the area.



ACCESSIBILITY & SAFETY

There was a general concern about safety in the area, including road safety, crime and antisocial behaviour.

Respondents expressed their aspirations for the regeneration scheme to address these issues.



EMPLOYMENT & BUSINESS

People stated that they would like the regeneration scheme to bring more business opportunities to the area.

Incentives to help start up businesses by providing facilities and affordable office space were a priority.



EDUCATION

People told us they would like to see the expansion and improvement of the existing schools to provide better educational facilities for existing and new children.

There were also comments suggesting that new facilities needed to be provided to accommodate the influx of new people coming to the area.