

**BRENT CROSS TOWN**  
Your essential guide

# £8BN, 180-ACRE VISIONARY mixed-use NEIGHBOURHOOD in north London

**3**

times the size of  
King's Cross

**100,000**

people already within  
a 10 min walk

**6,700**

new homes\*

**5,000**

students\*

**25,000**

office workers\*

\*Numbers based on completed scheme.  
Computer generated images are indicative only and subject to change.



Cover mural:  
Yesterday, Tomorrow.  
By Steve Wilson.

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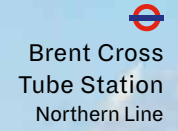


Brent Cross  
West Station

Claremont  
Park

Brent Cross  
Shopping Centre

Visitor  
Pavilion



Clitterhouse  
Playing  
Fields

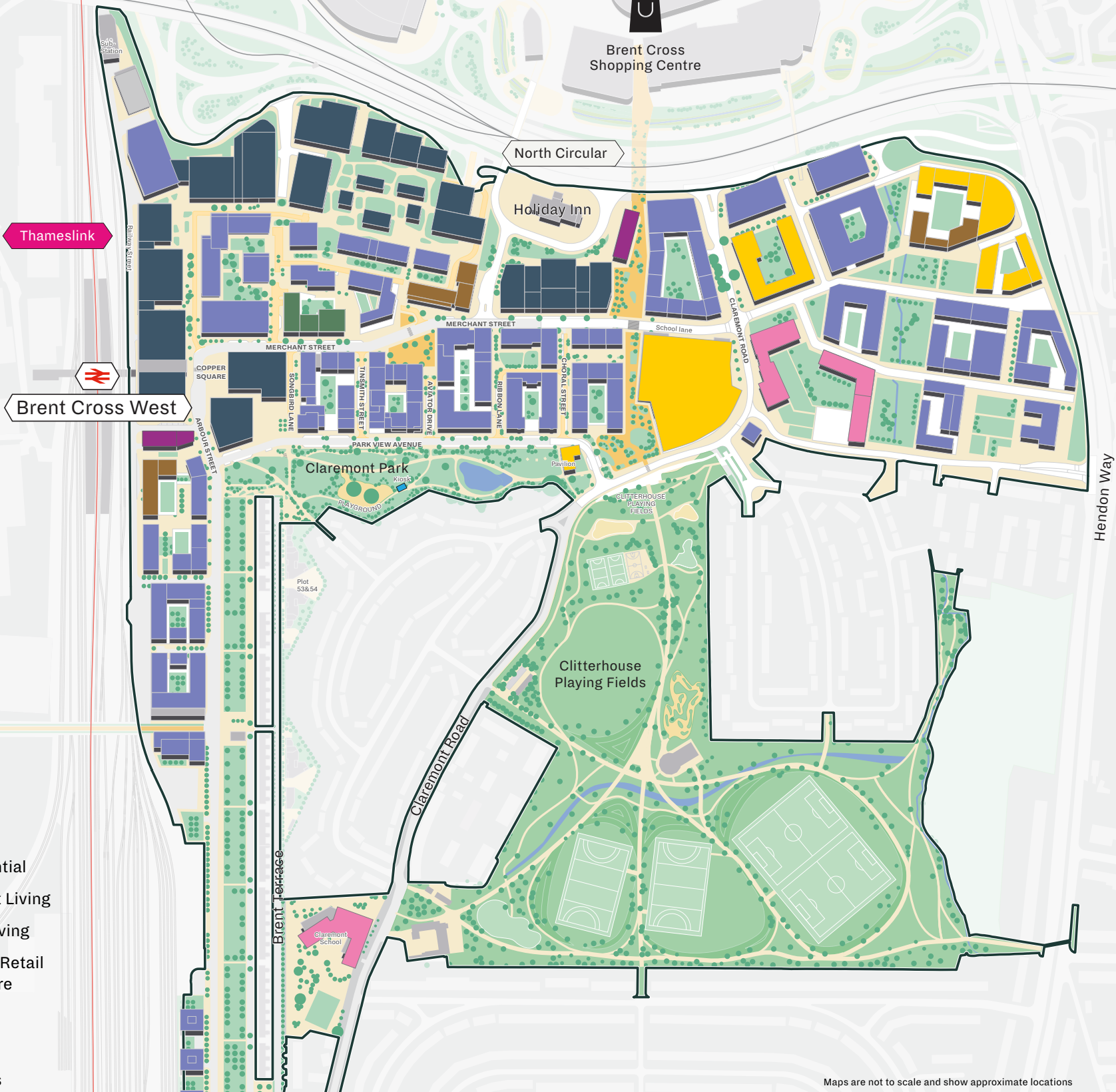


Welcome to Brent Cross Town, a place that inspires us into future ways of living and working. Related Argent, in partnership with Barnet Council, is delivering a new north London neighbourhood spanning 180 acres, with 50 acres of green parks and playing fields.

Computer generated images are indicative only and subject to change.

M1

M1



- Residential
- Student Living
- Later Living
- Health, Retail & Leisure
- Offices
- Hotels
- Schools

Maps are not to scale and show approximate locations

# A plan for the FUTURE

Imagine a new town designed from the ground up with your wellbeing and happiness in mind. Surrounded by 50 acres of parks and playing fields, alongside world-class sports and leisure facilities, yet only 12 minutes from St. Pancras International. And at its heart, a vibrant town centre alive with shops, bars and restaurants, with a vision to be net zero carbon by 2030.

What part will you play?

# 1 LOCATION

12 mins

Thameslink

**BXT from St. Pancras**  
London, national and international connections

22 mins

Northern Line

**BXT to Charing Cross and West End**

25 mins

Northern Line

**BXT to Bank and The City**

40 mins

Thameslink Jubilee Line

**BXT to Canary Wharf**

## RAIL

Camden Town 12 mins ●

Euston 15 mins ●

Farringdon 15 mins ●

Old Street 21 mins ●

Victoria 21 mins ●●

London Bridge 28 mins ●

Source tfl.gov.uk

## ROAD

Luton 30 mins

Heathrow 45 mins

Thameslink

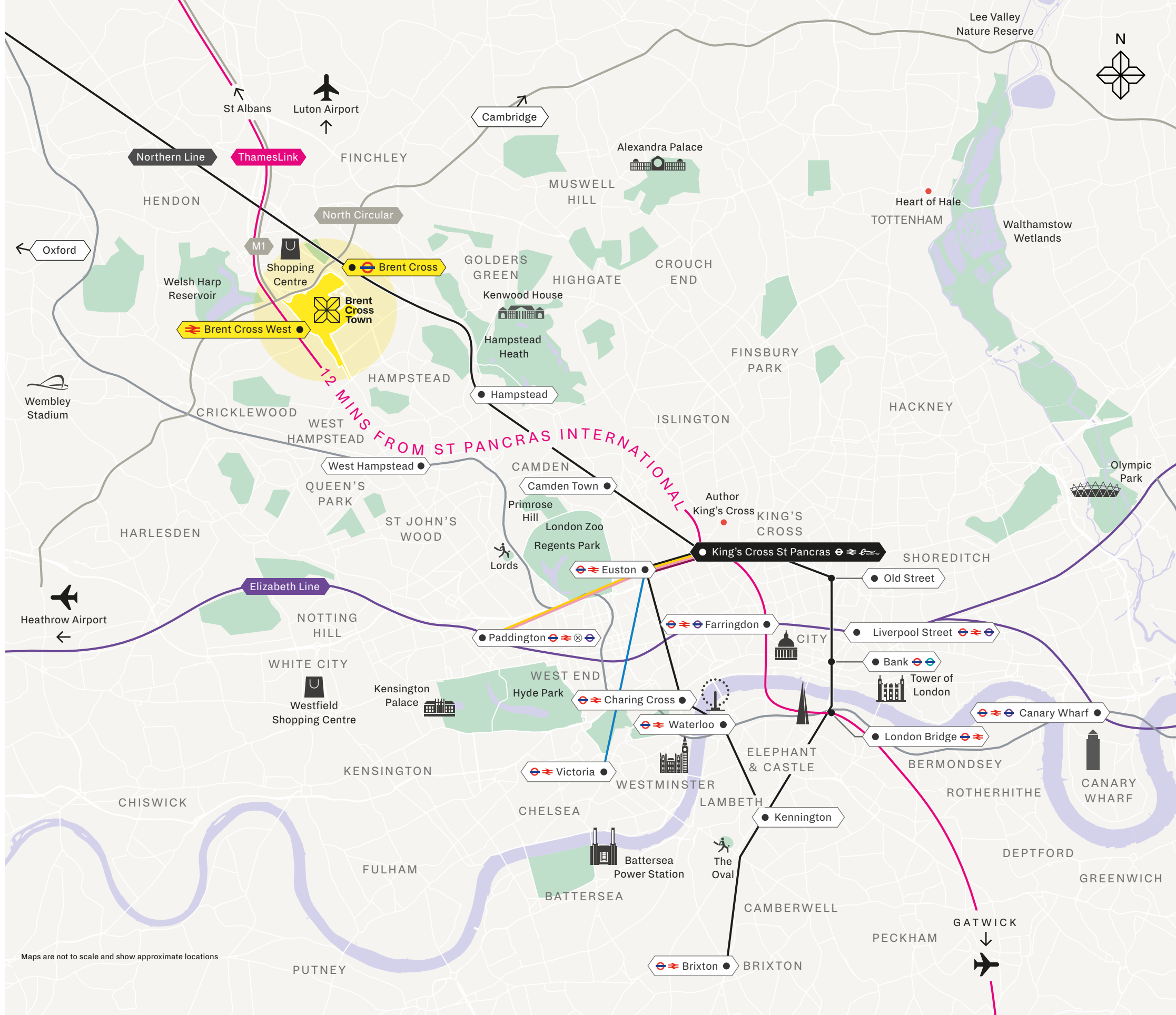
Northern Line

Jubilee Line

Elizabeth Line

Victoria Line

Source google.com



Maps are not to scale and show approximate locations



# 1

## SPORT & PLAY

We will create the place in London to participate in sport and play. Fifty acres of parks and playing fields to unite people and transform lives.



# 3

## NET ZERO CARBON TOWN

We will develop a net zero carbon town which addresses the global challenge of climate change.

# OUR VISION

We are delivering **FOUR PLEDGES** for this north London neighbourhood.

# 2

## FLOURISHING COMMUNITY

Putting science behind health and wellbeing by investing in a data-driven Flourishing Index.



# 4

## STRENGTHENING CONNECTIONS

Into and out of central London via great transport links, between businesses, customers, friends and family, as well as outstanding digital connectivity.



# All to PLAY for

PLEDGE 1: Sport and play. We will create the place in London to participate in sport and play. Fifty acres of parks and playing fields to unite people and transform lives.

Set over 50 acres of parks and playing fields and with up to 150,000 sq ft of indoor facilities, our unrivalled multi-sport and play destination puts health, fitness and wellbeing at the very heart of the town.

We've invested in Claremont Park and Exploratory Park to provide the local community, north Londoners and beyond with access to beautifully landscaped green spaces and playgrounds from the very start of this development.



[bxt.uk/sport-play](https://bxt.uk/sport-play)



“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.”  
**Stephanie Hilborne OBE**  
CEO Women in Sport



Computer generated images are indicative only and subject to change.

**2 SPORT & PLAY** Improved pedestrian crossing

6 mins walk to new Brent Cross West Station

Improved pedestrian underpass

15 Blue badge parking spaces

Improved park entrances

Pavilion







# Clitterhouse Playing Fields

## Something for EVERYONE

Clitterhouse Playing Fields is 44-acres of open green space, which is currently underused. Over three phases of development, this area will be transformed with landscaping, planting, new play facilities and improved drainage to create much more accessible open spaces for ball games, kite flying and picnics. New facilities will include an all-wheel park, bouldering area, boules court as well as football and hockey pitches, a Multi-Use Games Area (for tennis or netball) and a mini-golf course.

Our sports and play facilities will span age and cultural barriers, as well as ensuring women and girls feel included through our partnership with WOMEN in SPORT and the implementation of their guidance and best practice.

### Key

-  Entrance
-  Football Pitch
-  Hockey Pitch
-  Parkour/Bouldering Zone
-  Children's Play Area
-  All Wheel Park
-  Basketball Court & Teqball
-  Netball/Tennis Courts x 2
-  Mini Golf
-  Outdoor Gym
-  Swings
-  Boules
-  Children's Cycle Track
-  Incidental Play

# When it comes to FEELING GOOD we're keeping score

PLEDGE 2: A Flourishing Community. Putting science behind health and wellbeing by investing in a data-driven Flourishing Index.

Brent Cross Town is the first to develop and use a Flourishing Index, which measures community and individual wellbeing from the outset of the development through to completion.

In partnership with Buro Happold and the University of Manchester, we'll measure a range of behaviours we know affect how people are flourishing, so that we can understand how our communities are developing and be able to adapt our future plans accordingly.

## SIX FLOURISHING BEHAVIOURS



### CONNECT



Positive emotion  
Life satisfaction  
Resilience  
Trust



Loneliness  
Anxiety  
Depression



### TAKE NOTICE



Immune function  
Positive emotion  
Life satisfaction



Anxiety  
Low mood



### KEEP LEARNING



Optimism  
Purpose  
Self-esteem  
Autonomy



### NATURE



Focus  
Restoration  
Positive emotion



Stress  
Anxiety



### BE ACTIVE



Resilience  
Self-esteem  
Positive emotion  
Autonomy  
Immune function  
Bone strength



Blood pressure  
Hypertension



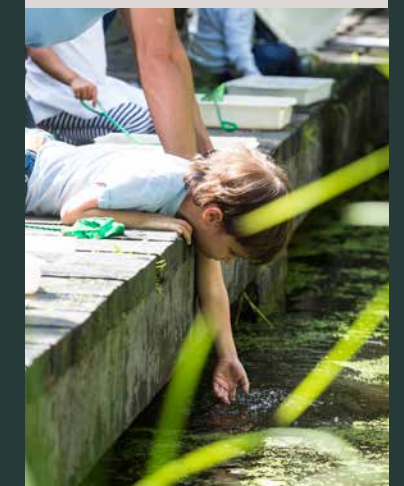
### EAT WELL



Focus  
Vitality



Diabetes  
BMI





“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. We’re evolving the focus of wellbeing from ‘me’ to ‘us’.”

**Nick Searl**  
Executive Director,  
Related Argent



**£180,000**

donated to date

**5**

years of funding  
already provided

**52**

projects funded

**14,400+**

beneficiaries supported  
by the projects

The ambition is for Brent Cross Town to be a people-first place that strives to be inclusive, healthy and sustainable. Since its inception in 2019, The Brent Cross Town Community Fund has provided vital funding to local groups and community organisations.

We work closely with community leaders, councillors, residents and local businesses to shortlist projects that are then voted for by the local community.



[bxt.uk/flourishing](https://bxt.uk/flourishing)

# BRENT CROSS<sub>2</sub> TOWN

**PLEDGE 3:** We will develop a net zero carbon town which addresses the global challenge of climate change.

We have committed to a net zero carbon town by 2030.

- Neighbourhood-wide district energy network created with Vattenfall, the leader in city-scale green energy infrastructure, provides a low carbon heating to all buildings
- 100% renewable energy for all energy supplies controlled by Brent Cross Town
- Diligent design of energy efficient buildings to reduce operational energy demand
- Targeting 40% reduction in embodied carbon compared with standard practice
- 6,600 cycle spaces, 2.75 km of new cycling routes, and a pedestrian and cyclist-friendly network of new streets, which will be low-speed

## VATTENFALL

We are proud to work with Vattenfall, the largest operator of heat networks in Western Europe, and already supplying more than two million customers. Vattenfall will operate the neighbourhood's energy services company, and our partnership will drive our ambition towards net zero carbon at Brent Cross Town.

We are making every effort to minimise our carbon emissions during construction and will offset residual emissions.



[bxt.uk/netzero](https://bxt.uk/netzero)



### INNOVATION

Using innovative lower carbon timber construction where possible.



### NEW GENERATION

Advanced energy modelling and smart building strategies to deliver further energy-efficiency.



### LOW CARBON

A lower carbon lifestyle encouraging cycling and walking.



### CLIMATE RESILIENCE

The ability to adapt to future weather.




Timber is the only renewable resource with a negative carbon footprint. Our buildings have also been designed with low-embodied carbon and to be highly energy efficient to reduce the operational energy demand. The use of flexible timber construction, where possible, means that spaces can be reconfigured to accommodate expanding companies.

From the aesthetics to the smell, timber buildings make people feel happier, calmer and healthier in a working environment like no other.




Brent Cross West station and the new overbridge was delivered by Barnet Council.




**WALK**  
50 shops, cafés, restaurants, cinema, leisure venue and 50 acres of parks and green spaces all within 15 minutes walk.



**CYCLE**  
Welsh Harp Reservoir – 10 mins  
Hampstead Heath – 13 mins  
Regent's Park – 23 mins




**ST PANCRAS INTERNATIONAL**  
12 minutes  
to the new Brent Cross West Thameslink station.



**CENTRAL LONDON**  
every 5 minutes  
via Brent Cross Northern Line.



**ROAD NETWORK**  
Adjacent to M1, North Circular A406 and A1 providing easy connections with the M25 and the rest of the UK.



**FIVE AIRPORTS**  
Heathrow, Gatwick, City, Luton and Stansted are all less than an hour away.

## All the right CONNECTIONS

PLEDGE 4: We will strengthen connections in every sense. Transport into and out of London, between businesses, residents and local communities, supported by outstanding digital connectivity.



[bxt.uk/transport](https://bxt.uk/transport)

Travel times from [tfl.gov.uk](https://tfl.gov.uk), [google.com](https://google.com)

Brent Cross Town has excellent transport links into Central London and the Knowledge Quarter around King's Cross, as well as out to the academic heartlands of the Oxford-Cambridge Arc. We will also be enhancing connections throughout the wider local area and promoting active travel via a new and improved network of cycle and walking routes.

# Connected COMMUNITIES

Neighbourliness is at the heart of Brent Cross Town, building strong connections between businesses, residents and existing community groups. Our eco-system will be united by the shared purpose of advancing people's quality of life and we are designing shared spaces, encouraging spontaneous meetings and opportunities to interact and connect with others.



# World leading digital connectivity

Brent Cross Town is the first WiredScore and SmartScore certified neighbourhood in Europe. This is an endorsement of the town's technological leadership and commitment to future development, employing the newest technologies as they become available to provide a better technology experience for workers, residents and visitors.



WiredScore



SmartScore CERTIFIED

# Unlocking greater idea sharing

The digital strategy at Brent Cross Town unlocks greater idea sharing by leveraging digital technology to innovate products, services, and business models. Additionally, committing to a strategy that places digital at its core empowers organizations to shape their future.



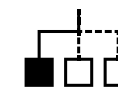
Estate-wide connectivity with seamless high speed free wifi



5G mobile networks integrated with the buildings and the public realm



Super-fast dedicated local area fibre networks



Diverse routes into each building and to the wider estate, providing resilience



Choice of ISPs



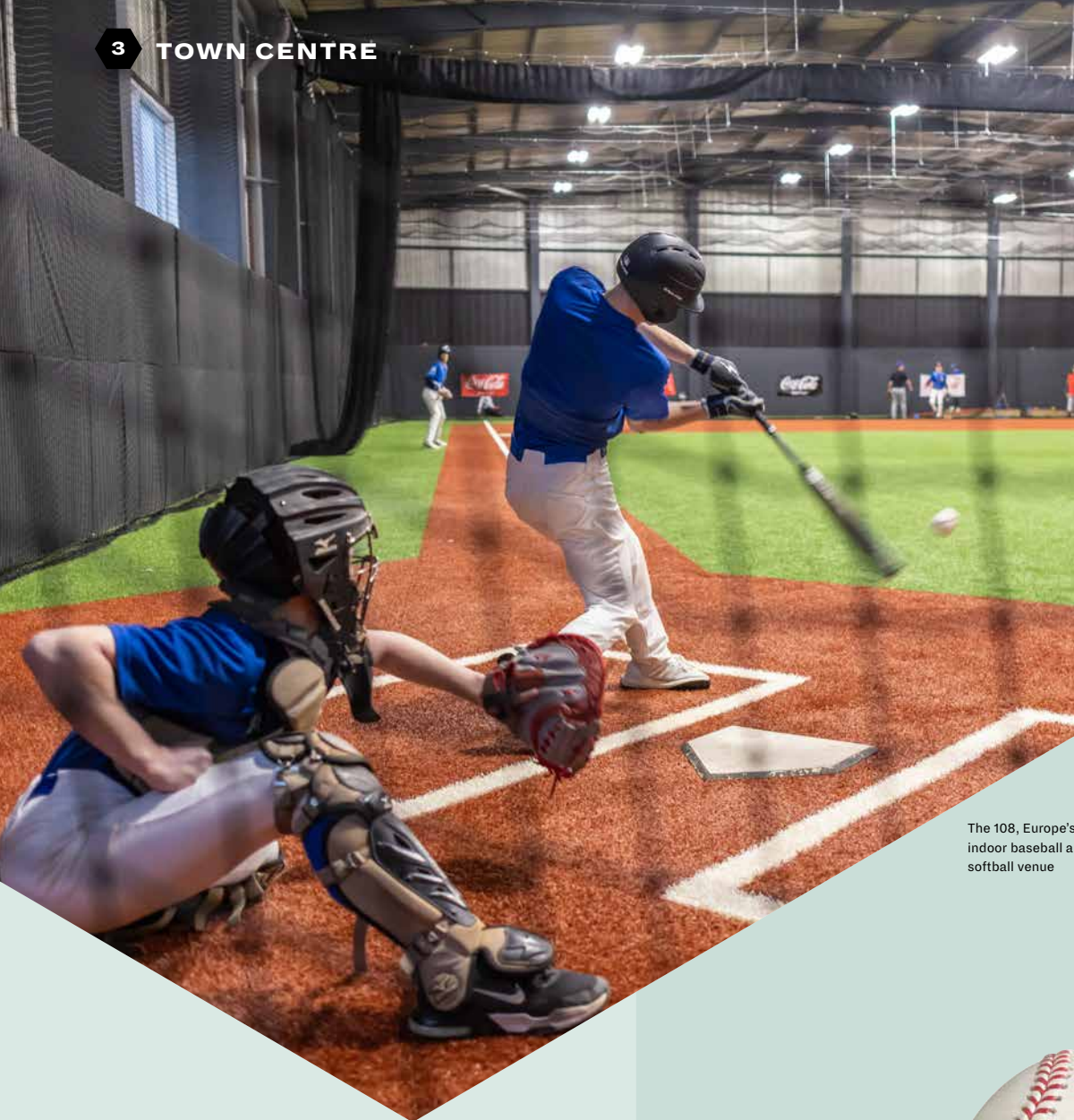
# A bright future in STORE

More than 50 new shops, cafés and restaurants complemented by north London landmark, Brent Cross Shopping Centre.



Brent Cross Town will be a place which champions sustainable, healthy living, as well as ensuring all your daily needs are within easy walking distance. Merchant Street, our new, vibrant high street runs through the heart of the town and will form the backbone of this thriving community. Our public squares will provide lively and sociable places where the neighbourhood comes together, to slow down and relax away from the bustle of the high street.

Computer generated images are indicative only and subject to change.



The 108, Europe's largest indoor baseball and softball venue

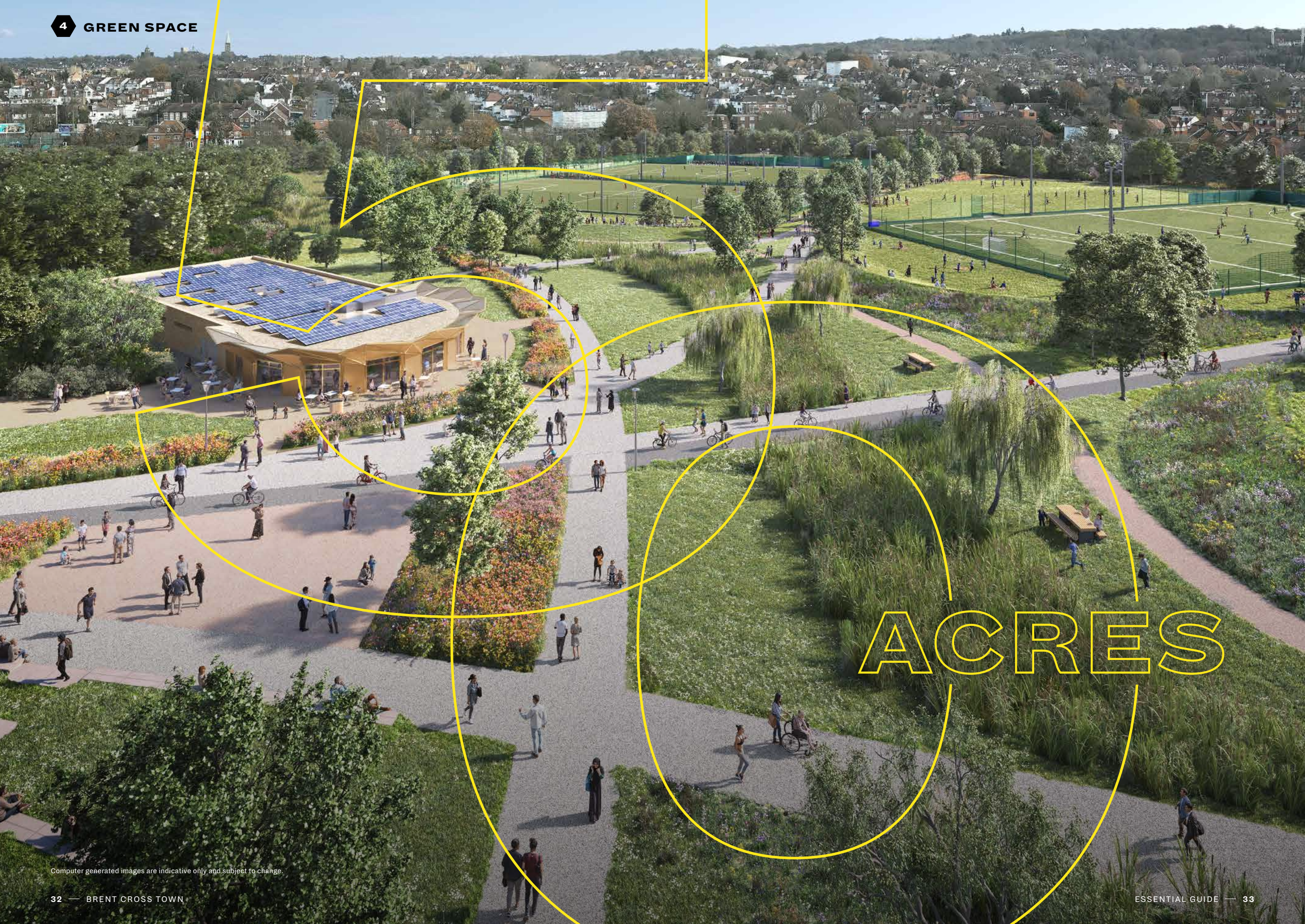


Fresh concepts in beauty and wellness and a variety of everyday essentials will complement popular brands, independent retailers and artisan shops selling homemade and homegrown produce. The town will be further enhanced by a live cultural scene with a neighbourhood cinema, leisure venue and much more.

Celebrating local and independent shops, cafés and restaurants, alongside venues for grassroots and challenger sports.



Local business owners



# ACRES

Computer generated images are indicative only and subject to change.

Where nature brings moments of wonder and delight.



With 50 acres of accessible parks and playing fields, residents, workers and visitors can enjoy all the physical and emotional benefits of an outdoor lifestyle.

Open spaces will deliver five distinct habitats: woodland, grassland, wetland, 'open mosaic' and food-growing areas - as well as urban nature trails, strategic tree planting and year-round sensory planting.

The planting of native trees and shrubs will connect animals, birds and insects in the surrounding habitats like the Welsh Harp Reservoir and Hampstead Heath.

A network of new streets, paths and routes provide the ideal way to enjoy the calming outdoors and natural spaces, whether cycling, running or just taking a stroll.



# A NEW WAY of living

The Ashbee and The Delamarre already offer the best in parkside living with beautiful interiors, high quality finishes and excellent connectivity. From 2025, you'll also be able to rent homes with club-like co-working facilities and world-class amenities including a 25m swimming pool, state-of-the-art fitness centre, screening room and rooftop terraces.

A mixed community of owners and renters alongside office workers, students and homes for later living means that Brent Cross Town will be a truly intergenerational community and a bustling, vibrant place throughout the day.



[bxt.uk/live-here](https://bxt.uk/live-here)



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Thoughtfully designed homes and superior services that cater for the evolving needs of residents and inspire how they live.

Discover the game-changing lifestyle on offer at Brent Cross Town. With access to acres of beautifully landscaped park spaces, our elegant, new homes to buy or rent will inspire healthy, sustainable lifestyles tailored to the needs of couples, families and everyone in between.



Computer generated images are indicative only and subject to change.



# ENERGISING business, inspiring community

A thriving new  
business community  
for 25,000 workers.



[bxt.uk/work-here](https://bxt.uk/work-here)

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Our new business and innovation district, located on the doorstep of the new Brent Cross West mainline station, will be united around the shared purpose of advancing the quality of people's lives. Via our data-driven Flourishing Index, we are working with our partners to find ways to make a positive social impact within the local community.





Computer generated images are indicative only and subject to change.

Leading organisations will converge around a common desire of seeking workspace and amenities that are aligned to their values, where health, wellbeing and sustainability are prioritised. Inspiring green spaces and state-of-the-art timber buildings will create exceptional working environments, places where the best and brightest talent will choose to travel to then leave feeling refreshed and energised.

We will be welcoming Sheffield Hallam University as an anchor tenant. Their London campus will provide tailored support packages to help businesses to innovate, with access to specialised facilities, academics and graduates.

Inspiring green spaces and state-of-the-art timber buildings will create exceptional working environments.





“We are delivering a sustainable new park town for Barnet that is fit for the future and has community, health and wellbeing at its heart – Brent Cross Town will provide a wealth of opportunity for new and existing communities it serves, for Barnet and beyond.”

Councillor Barry Rawlings  
Leader of Barnet Council



# From Festivities to FUN

We are curating a vibrant and inclusive year-round programme of events and enlivenment appealing to young and old alike, from music workshops and master-classes to challenger sports and arts & crafts.



# HOME is where the ART is

We believe in the transformative impact of public art, which is why we have already partnered with four exciting artists since 2021.



## Cattleya

By Annu Kilpeläinen.

This vibrant artwork, inspired by Barnet-based botanist, William Cattley, embodies togetherness, hope, community and diversity.



## We Come, Here We Rise

By Lakwena.

This colourful 21m tall structure is the tallest public art commission in the UK, wrapping around the town's new electricity substation. The huge, inspirational statement on the artwork 'Here we come, Here we rise and shine' reflects the ambition to inspire and bring people together in this new community.



## Yesterday Tomorrow

By Steve Wilson.

A heartfelt ode to the people and stories that have shaped the neighbourhood. This artwork was inspired by the community, many of whom contributed their memories of the area to this design.



## Rainbow of Ribbons

By Hanna Benihoud.

Conceived on a sunny day in the park watching children play, these ribbons, reminiscent of those used in PE classes, integrate physical movement and play into the artwork.



# The Maze

Summer 2024

A free, eye-popping technicolour art installation set in Brent Cross Town's stunning Claremont Park. This vibrant and engaging artwork evolves over its summer-long residency, as three celebrated female artists create live mural artworks to add to the piece.



# TEAM behind the town

## RELATED ARGENT

Related Argent is one of the largest privately owned property and urban regeneration businesses in the UK, working across residential, workspace, education, retail, hospitality and leisure.

Formed in 2015, Related Argent brings together the expertise and track record of Argent LLP - the developer behind King's Cross - and Related Companies, one of the most innovative and prominent privately owned real estate companies in the US.

Today, Related Argent has a c.£13bn, 21 million sq ft UK portfolio, which includes the major London regeneration schemes at Brent Cross Town and Heart of Hale, and Build-to-Rent development, Author King's Cross. Related Argent is also the developer and asset manager of the award-winning 67-acre King's Cross estate.

[relatedargent.co.uk](http://relatedargent.co.uk)

## BARNET COUNCIL

Brent Cross Town is at the heart of the Brent Cross Cricklewood programme, which is one of the biggest redevelopment and growth programmes Barnet Council has ever undertaken. It is one of the Mayor of London's key growth projects, and amongst one of the most ambitious across Europe.

Brent Cross Cricklewood is being led by Barnet Council and delivered through many partnerships with public and private organisations including the Brent Cross South Limited Partnership, which was set up to deliver Brent Cross Town alongside Related Argent.

Find out more about the Brent Cross Cricklewood regeneration scheme at [Transformingbx.co.uk](http://Transformingbx.co.uk)

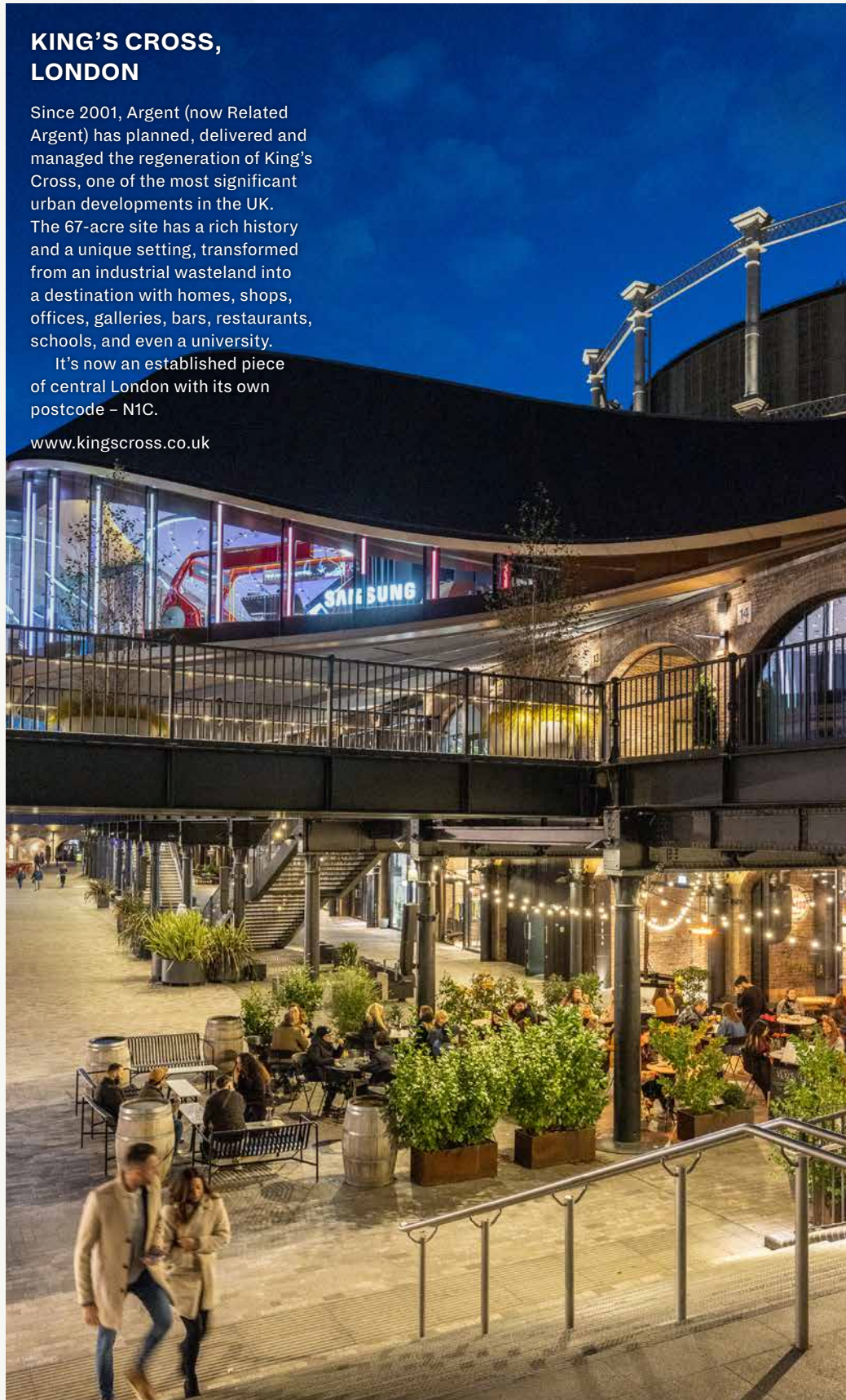
## KING'S CROSS, LONDON

Since 2001, Argent (now Related Argent) has planned, delivered and managed the regeneration of King's Cross, one of the most significant urban developments in the UK.

The 67-acre site has a rich history and a unique setting, transformed from an industrial wasteland into a destination with homes, shops, offices, galleries, bars, restaurants, schools, and even a university.

It's now an established piece of central London with its own postcode - N1C.

[www.kingscross.co.uk](http://www.kingscross.co.uk)



## HUDSON YARDS, NEW YORK

Hudson Yards, developed by Related, is the largest private real estate development in the history of the United States and is New York's newest neighbourhood. At 18 million sq ft over 28 acres, it is home to a diverse mix of more than 100 shops and culinary experiences, offices for leaders in industry, significant public art and dynamic cultural institutions, modern residences, 14 acres of public plazas, gardens and groves and the world's first Equinox Hotel®.

[www.hudsonyards.com](http://www.hudsonyards.com)

## 9 CONTACT US

Brent Cross Town is currently under construction, and we have already made meaningful progress on this major project.

Follow our progress here:  
[bxt.uk/progress](http://bxt.uk/progress)



## COME AND VISIT US

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Brent Cross  
London  
NW2 1FE

Visitor Pavilion reception:  
+44 (0)20 3319 0728

Residential Sales:  
+44 (0)20 3319 0729

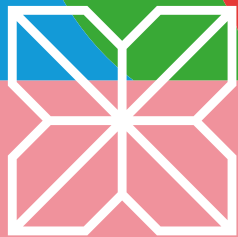
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# Brent Cross Town

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