

5 May 2023

Related Argent take part in volunteering day to create fun new artwork for Whitefield School in Brent Cross Town

Related Argent hosted an all-staff volunteering day on Thursday 4th May at Whitefield School in Brent Cross Town.

Employees from across the business, alongside officers from Barnet Council, took the day out to paint a colourful artwork along a section of the school's perimeter fence, which needed a refresh.

The artwork is a co-creation with Whitefield School students. As part of the design process for the artwork, design studio Fieldwork Facility held two workshops with Whitefield students. The students came up with the theme for the artwork - 'Extraordinarily Wild'. Street art experts, Global Street Art advised on how best to apply the designs to the metal fence.

The artwork, painted by the Related Argent staff and Barnet Council officers, follows the clean-up and refresh at the start of the year of the fence along the alleyway further east along Marble Drive, close to the A41 Hendon Way. It brings this additional section of fence up to date as part of Brent Cross Town's 'Route from the Tube' art initiatives.

Whitefield School is an important member of the local community. It recently has been awarded a "Good" Ofsted rating and is keen to continue to bring in more local families and become the first-choice secondary school in the local area.

Morwenna Hall, Partner at Related Argent, said: *"It was a great experience to work with the Whitefield School students to help create public art for the benefit of the local community. The students have come up with a brilliant creative theme and in partnership with Fieldwork Facility have produced these attractive designs for the school, residents and visitors to enjoy. A big thank you to all those who brushed up on their painting skills today."*

Chris Hunt, Headteacher at Whitefield School, said: *"We are so thankful to Related Argent staff for volunteering to give the frontage of the school a much-needed lift. Since my arrival at the start of this academic year, staff, students, parents and governors have all played an active role in the rapid improvements seen in the school. It is great now the rest of the community can also start to see some of the benefits."*

This is the latest piece to be unveiled at Brent Cross Town, as Related Argent and Barnet Council work together to champion public art, commissioning and delivering artworks across Brent Cross Town and the local area. In January 2023, Brent Cross Town unveiled one of the UK's largest public art pieces with *Here we come, Here we rise*, by Lakwena, which forms a 'wrap' around the new electricity substation for the area. This adds to the artworks already on display in Claremont Park, with Hanna Bennihoud's *Rainbow of Ribbons*, and a tropical paradise mural by Annu Kilpeläinen that lights up a refurbished parade of shops on Claremont Way.

ENDS

NOTES TO EDITORS

About Brent Cross Town

Brent Cross Town is the neighbourhood at the heart of the Brent Cross Cricklewood regeneration programme. It is a joint venture between Related Argent and Barnet Council to develop a large-scale mixed-use development including new homes, retail and office space, as well as improved schools and greenspaces in the area. Early work started on site in early 2020 and construction is also underway on the new Brent Cross West station which will be completed in Autumn 2023. Building on the strengths of this diverse part of the city, Brent Cross Town will draw inspiration from the best of London's long-established neighbourhoods with all their complexity and character.

At its heart, will be a focus on sport, play, health and well-being. The new neighbourhood will provide 6,700 homes, state-of-the-art workspace for over 25,000 people, and pedestrian friendly streets and squares with local shops and restaurants that will complement the offer at Brent Cross Shopping Centre. The community will be supported by first-class public transport infrastructure, a new and improved network of walking and cycle routes and a series of new parks and other amenities. www.brentcrosstown.co.uk @brentcrosstown

Related Argent is making four significant pledges for Brent Cross Town:

- To create the place in London to participate in sport and play: with indoor facilities and 50 acres of parks, Brent Cross Town will provide the best of both traditional and emerging sports, working with leading sports organisations, governing bodies and hero ambassadors to help drive female participation and champion diversity and inclusion.
- To make a new North London town where all can flourish. Brent Cross Town will launch a Flourishing Index which will pioneer the measurement of how individuals and communities flourish in a town centre. Partnering with Manchester University and Buro Happold, this approach represents a landmark moment in designing a development for mental health and wellbeing and demonstrates that Brent Cross Town is at the forefront of people-centred design.
- To be a net zero carbon town by 2030 at the latest. This will be achieved by driving down the embodied carbon in buildings and infrastructure, the carbon used in energy supply and offsetting the remainder. Partnering with Vattenfall, Brent Cross Town will deliver reliable and affordable zero carbon heating to homes, shops and businesses.
- To strengthen existing connections, both locally and into Central London; connecting businesses, customers, friends and family. Brent Cross Town is in an enviable location – 12 minutes to Central London, immediate access to the M1 and 5 major airports within one hour. Locally, new pedestrian and cycle routes will integrate Brent Cross Town with its surrounding communities.