

Balanced Score Card: Brent Cross Cricklewood (Draft)



Place Making 25%	Objectives	Brent Cross Cricklewood Requirements	Metrics & Qualifiers	Weighting	KPI	
					Bidder Responses	Measurement
The Big Idea			What BX South should be known for	7%		

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<p style="text-align: center;">Urban Design</p>	<p>Master planning to transform anonymous, undifferentiated <u>spaces</u> into distinctive & remarkable <u>places</u></p>	<p>A New Town Centre for London</p>	<p>Integrating the new ‘Living Bridge’ (and complementing BX Shopping Centre) into the new place</p> <p>Enticing BX Shopping Centre visitors to cross into the new town centre</p> <p>How to zone the mix: Ancillary, convenience, services, neighbourhood shops, food and beverage</p> <p>Developing an appealing neighbourhood, including café and food offer for all ages and tastes</p>	<p style="text-align: center;">4%</p>	<p>A strong relationship and connectivity with the surrounding area and immediate neighbours</p> <p>Previous examples of high quality & successful mixed-use schemes</p> <p>Strategic mix of flexible units for independent and chain retailing, and F&B, including pop-up and market space</p> <p>Consideration given to the existing and proposed users: residential population - families / students / older living etc.</p>	
			<p>Residential Mix</p>	<p>‘Cradle to Grave’- creating places where people can live all their lives from young families to elderly relatives</p> <p>What mix of tenures including private sale, private rent and affordable housing is relevant to Barnet?</p> <p>To keep diversity, not sell off plan abroad, encourage private freeholder / rentals</p> <p>Responding to the ageing population and single person household?</p> <p>Older people can’t downsize? There is limited variety of housing types, with the quality of the larger residences. How responding</p> <p>Addresses issue of high-rise in an area of houses</p>		<p>Demonstrating understanding of existing areas and uses</p> <p>Different densities for different areas e.g. house, Duplex’s, apartments, studios etc. Flexible / adaptable spaces i.e. living / working studios</p> <p>‘Building to run’ or ‘Building to hold’: Demonstrating commitment to long term management and building for a community. Not just building to sell</p> <p>‘Older Living Community’ integrated into neighbourhood - NOT isolated. Encouraging older people to use local facilities</p> <p>Showing commitment to developing inclusive and accessible urban places that welcome and benefit older people</p> <p>Evidence of how this has been addressed elsewhere, and what properties will appeal, and location?</p>

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Urban Design		Design	<p>Design: Distinctive? Inspiring? Not boxes with balconies and chain coffee shops below...</p> <p>Creating a unique community: Buildings, Streets, Shops, Public Realm etc.</p> <p>Environmental considerations</p> <p>Legible - people know where they are and can describe how to find their way around</p> <p>Capturing the emotional connection & ethos of the place</p>		<p>21st Century street design, character and sensitivity to the existing neighbourhood</p> <p>Other city living examples highlighting good uses of different materials</p> <p>Demonstrating flexibility for growth</p> <p>Examples of designing sustainable lifetime neighbourhoods e.g. rainwater harvesting, carbon neutral, eco-car charging stations etc.</p> <p>Imaginative use of landscape design to weave the different elements together</p> <p>Creating inspiring facilities that motivate communities to develop learning, meeting, health and wellbeing initiatives</p>	

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Urban Design	Place building: The physical changes to optimise quality of place, experience and heritage	Well Integrated	<p>Why will people come? Making residents, workers and visitors feel good</p> <p>How integrate and make attractive residential and commercial spaces- no dead times and multi-purpose buildings</p> <p>Avoiding creating 'Islands', show effective integration with the surrounding neighbourhoods</p>		<p>Thoughtful and practical creation of work / living spaces with spaces to meet / share and work together</p> <p>Demonstrating understanding and sympathy of the heritage and cultures of the place</p> <p>Examples of previous expertise in zoning / phasing / varying densities in different areas</p> <p>Examples of the ability to create inviting gateways into and out of the different neighbourhoods with clear way-finding and attractive public realm</p>	

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<p>Urban Design</p>	<p>Access, Linkages, Densities, Proximities</p> <p>Supporting attributes e.g. Smart City applications, Walkability, Readability, Affordability, 'Policeability'</p>	<p>Well Connected</p>	<p>Readability of the area and on-going connections from all arrival / departure points</p> <p>Strategic and robust transport plan, showcasing the connectivity to the north and south of the regeneration area, and the connectivity of the regeneration area to the adjoining neighbourhoods in Barnet, Brent and Camden</p> <p>Accessibility of BXC from stations</p> <p>Easy mobility through the area utilising walkways, buses, cycle ways and the Brent riverside</p> <p>Reduce impact of car usage and car parking on the place e.g. reduction, relocation, new management approaches and recognising that many residents may, initially at least, expect to own cars</p>		<p>Demonstrating how the design will change people's perception of BXC through use of themes, textures and promotion of attributes e.g. materials, landscaping and planting</p> <p>Thoughtful development of a connected route throughout the district, use of well-designed cycle / walk ways and the riverside. (cycle routes should meet the Mayor's cycle standards)</p> <p>Creative use of bridges or other crossings over roads, rail and water to improve connectedness of the neighbourhoods</p> <p>Showing Smart City (cloud, Internet of Things) thinking and creative car usage initiatives (connecting cars to the internet) to manage congestion and car parking, reduce pollution, develop safer cities and increase bike usage</p> <p>Creative car parking initiatives e.g. underground / off site (airport parking)</p> <p>Car share - car pool initiatives (Westminster, San Francisco)</p> <p>Bike storage and incentives - commuting and shopping by bike</p>	

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Social Well Being	Facilitating the collective 'Quality of Life', from the individual 'place of living' to collective community amenities, cafes, shops and services	Community Engagement	<p>Creating activity and building links with the surrounding communities including social facilities</p> <p>Process for engagement of the community and the management of the impact of phasing and construction activities on the neighbourhood</p>	4%	<p>Showing successful examples where they have facilitated opportunities for the community to meet, learn and exercise together</p> <p>Provision of spaces and places for an ageing population e.g. health centres, care and exercise areas</p> <p>Demonstrating how they intend to manage relationships with existing communities and infrastructure</p>	
		A Place for Everyone	<p>Building on 'Authenticity of the Place'. Consideration to what exists already</p> <p>Directly involving and empowering the local /existing community in relation to their existing area</p> <p>A 'Place for all Faiths'</p>		<p>Demonstrating how the evolution of neighbourhood will still ensure diverse groups continue to feel connection - 'a place for us'</p> <p>'Smart City' e.g. remote provision - patient care and monitoring</p> <p>Plans for public consultation and involvement that are more than 'talking at' people</p> <p>Maintaining or improving existing meeting places, facilities and places of worship</p>	

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Social Well Being	Fostering a 'Sense of Attachment' and developing environments for on-going dialogue	Neighbourhood Character	<p>Integrating 7,500 new homes, within the existing community</p> <p>What is the rhythm of the place? Districts? Squares? Parks? Green space? Users? Etc.</p> <p>How will the neighbourhoods, each with a 'Reason for Being' and own identity also provide 'Complementary Character' and work well as a 'whole'</p>		<p>Demonstrating a design from roots / heritage up - not 'helicoptered' into the neighbourhood - withstanding the test of time</p> <p>Demonstrating how sustainable and protected green space is integrated into the neighbourhood</p> <p>Considering community uses of green space e.g. Communal gardens and gardening, Market gardens, Bee Nursery</p> <p>Interesting use of greenery - trees, planting, roof tops; not just more parks</p> <p>Demonstrating consideration of individual neighbourhoods as part of the overall plan</p>	

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Social Well Being	<p>Community building, based on diversity and education for all ages</p> <p>Education for all ages compulsory, academic vocational, and lifelong learning</p>	<p>Affordable (cost of living)</p>	<p>Opportunities for 'different budgets' to live in the neighbourhood. Consideration to: Cost of living - bills, transport, food, accommodation</p> <p>Facilitating neighbourliness, fun laughter and traditions</p> <p>A range of housing types and tenures</p> <p>Making the place attractive for younger people, who want to stay, as well as families and older residents</p> <p>Communities facilities and provision for:</p> <ul style="list-style-type: none"> -Health and Wellbeing -Older age groups -Ageing population 		<p>Presenting BXC as a place for life - work opportunities and variety of housing design and tenures</p> <p>Demonstrating an understanding of Barnet's existing commitments to community engagement and wellbeing provision</p> <p>Commitment to leisure initiatives as well as creating opportunity for a dynamic evening & night time economy - music / performance spaces</p>	

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Social Well Being		Education	<p>Continuing Barnet's tradition of educational excellence</p> <p>Ensuring a mix of academic and vocational excellence at all levels</p> <p>Maximising schools' (and other educational spaces) contribution to the community</p>		<p>Commitment to youth and adult education including Vocational, Academic and Lifestyle</p> <p>Ideas about how to create the outstanding education spaces in urban (i.e. small) footprints</p> <p>Demonstrating how the education space will contribute to, and integrate with, the wider community (given the safeguarding considerations)</p> <p>Demonstrating how the 'school run' is managed and is not a blight on neighbours</p>	

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Wealth & Opportunity	<p>Provision of commercial infrastructures</p> <p>Economic clustering to attract anchor employers, leveraging local realities and potential</p> <p>Commercial facilities that attract inward investment and businesses (rather than firms, the conventional focus)</p> <p>Concepts to incubate and promote smaller businesses</p> <p>Alliances and facilities to enable and foster the development of talents and skills</p>	A Strong Local Economic Base	<p>Developing Barnet’s existing strong local economic base: A range of businesses and employment uses</p> <p>Commitment to developing commercial initiatives to attract larger employers as well as SME’s NOT just a residential development</p> <p>Should we also be attracting HQ / corporates for flagship office space</p> <p>New office destination?</p> <p>Opportunities for start-ups and home workers - where will they ‘bump into each other’</p> <p>Delivering job and apprenticeship opportunities for all local people including targeted groups (e.g. young unemployed, disabled, older people and those with health issues</p> <p>A place for personal ambition</p> <p>How to deliver a technologically connected community - integration of information</p>	4%	<p>Demonstrating how to fully integrate commercial areas, that aren’t isolated zones, as part of the master plan</p> <p>Strategic approach to inward investment initiatives, flexible work places and spaces</p> <p>Generating demand for office/commercial space from specific sectors i.e. Retail, Wellness, not primarily based on sheds / logistics parks</p> <p>How to manage demand for office space vs lucrative residential market</p> <p>Flexible, adaptable buildings with change of use capabilities e.g. work / life studios</p> <p>Showing close working relationships with established employment and skills referral organisations as well as links with local FE and HE providers</p> <p>Proven intent and initial action plan to work with educational institutions, training centres and employer organisations</p> <p>Neighbourhood wide WIFI. Street furniture and VMS all interconnected</p>	

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Comfort, Health & Nature	<p>Protecting and promoting nature, natural resources and healthy living</p> <p>Developing the 'Wholesomeness of Place'</p> <p>Sitting and meeting in public places</p> <p>Easy cleaning and maintenance</p>	Well integrated	<p>How to create connection with high quality parks, green spaces and nearby river/reservoir</p> <p>Promoting wellbeing through design: public open space, communal open space, private open space and 'Living Roofscapes'</p> <p>How to deliver a 'Sense of Safety', goodwill and neighbourliness in the area</p>	4%	<p>Examples of innovative design and creation of green spaces integrated into urban environments</p> <p>Demonstrating the ability to create a place grounded in existing roots-not a homogenised development</p> <p>Utilising Smart City thinking to create a safe place to be. Examples of safety in the design of buildings and streetscapes</p>	
	<p>An overarching concept of 'play', linked to stimulating fine-motoric and gross-motoric activities across ages</p>	Design	<p>What places for relaxation, leisure and sociability will be created?</p> <p>How will functional places be made 'fun'</p>		<p>Demonstrating space activation - sports and well-being facilities accessible and affordable for all ages</p> <p>Giving consideration of how to reach and appeal to all ages and communities</p>	

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Symbols of Identity	<p>Celebration points: Marks of ambition for 'People and Place'</p> <p>Icons of culture, spirituality, roots and community values</p> <p>Expressions of care and 'Satisfaction with Place'</p>	Design	<p>Creation of iconic architecture and height e.g. 'Steeple'?</p> <p>What type of public art will be integrated - static, interactive, performance. How will this art enhance the place / space</p> <p>Creating attractive community gathering places including Faith and 'Multifaith' buildings and space for voluntary organisations</p> <p>Care for disabled citizens beyond the legal minimum including mutual support, and empowerment initiatives</p> <p>Strategy for cleanliness</p>	2%	<p>Showing what will identify Brent Cross Cricklewood as part of the overall cohesive master plan</p> <p>Bring meaning to Public Art, creating structures as usable spaces and/or interactive installations. Showcasing new art forms / installation ideas</p> <p>Previous examples of how Public Art (in whatever form) has effectively and sustainably enhanced the quality of the place and engaged the community</p> <p>Consideration demonstrated to the existing identity and inclusion in public realm strategy</p> <p>Examples of how this has successfully been achieved</p>	

Place Making Management	
Governance	Taking responsibility for delivering and achieving agreed place making vision timeframe, budget, quality and engagement
Longevity	Long term commitment - thinking like an owner not just a developer
Mean Time Management	5 year plan - how to keep the space activated during change and development