

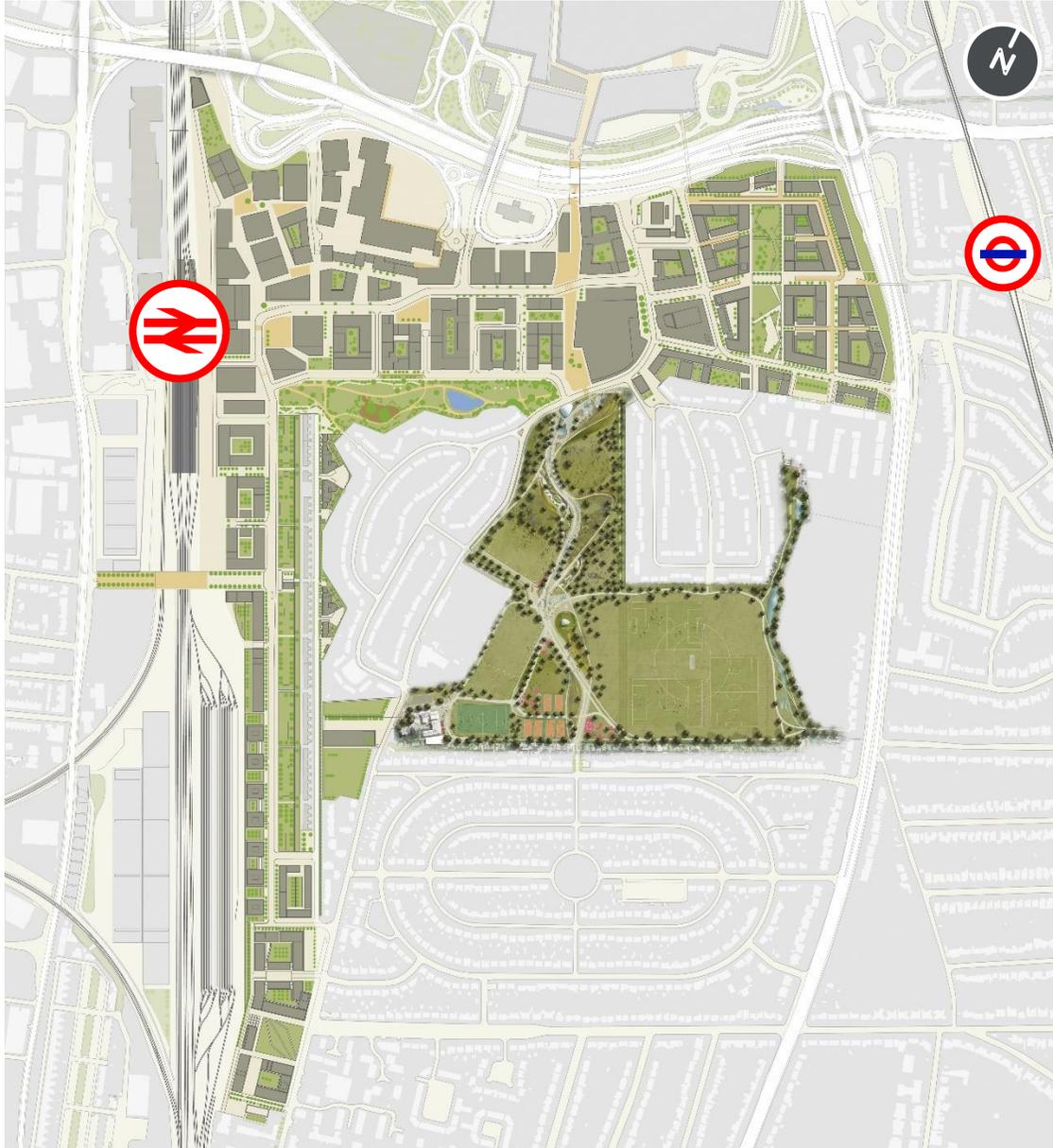
BRENT CROSS SOUTH

A major regeneration project by
Argent Related in partnership with Barnet Council



BRENT CROSS SOUTH

A New Mixed-Use Community for London



- 180 acres including 50 acres of playing fields
- 10+ million sq ft mixed use development
- Outline planning permission granted and first residential buildings approved
- 3+ million sq ft offices
- Over 25,000 new jobs created
- 6,700 homes
- Up to 500,000 sq ft retail, leisure and sports facilities
- 3 new and improved schools plus community spaces
- 8 public squares, 7 new and improved parks
- **Construction will start in 2020**

VISION AND AMBITION



BRENT CROSS SOUTH

City-Making Principles

1. Clearly Brent Cross

Designed and built for people

2. Belonging

Everyone is welcome

3. Deeply rooted

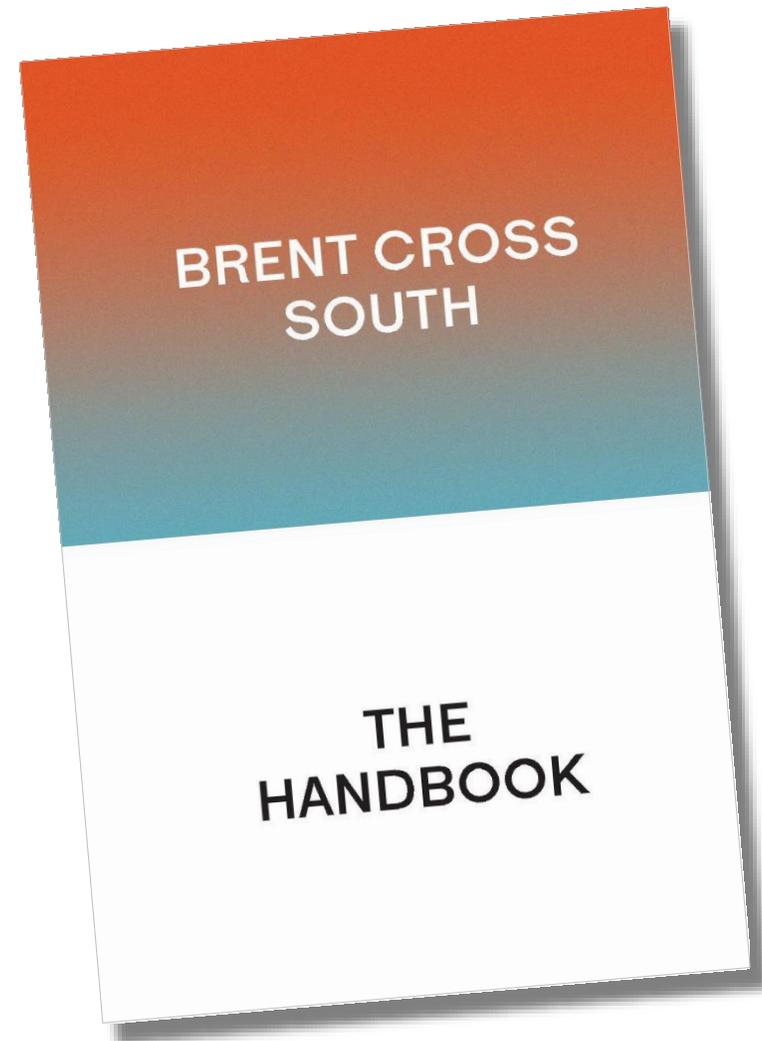
Part of something bigger than itself

4. Ever evolving

There is no 'end product'

5. From the ground up

The right infrastructure in early





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS


SUSTAINABLE DEVELOPMENT GOALS



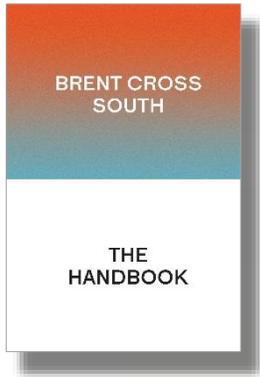
SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



- **Good Health & Well-being**
- **Sustainable Cities and Communities**
- **Decent Work & Economic Growth**
- **Industry Innovation & Infrastructure**
- **Climate Action**

Creating a Healthy Sustainable Place



Principles

- 1. Clearly Brent Cross**
Designed and built for people
- 2. Belonging**
Everyone is welcome
- 3. Deeply rooted**
Part of something bigger than itself
- 4. Ever evolving**
There is no 'end product'
- 5. From the ground up**
The right infrastructure in early

Ambitions

- Essentially green
- Distinctive ground floors
- Intuitive routes
- A welcoming space for everyone
- Truly mixed-use
- Being Active
- Making connections
- Meaningful benefits
- Ensuring success
- Make the market
- Room to grow
- Engage and inspire
- Making the essential exceptional
- Anticipating changing needs
- Building for the long term

Strategies

- Masterplan & public realm
- Health and well being
- Movement & transport
- Environmental sustainability
- Diversity and inclusion
- Community engagement
- Project Play
- Education
- Arts, culture and leisure
- Employment
- Information & feedback
- Economic
- Commercial viability
- Estate management
- Infrastructure & energy
- Digital vision

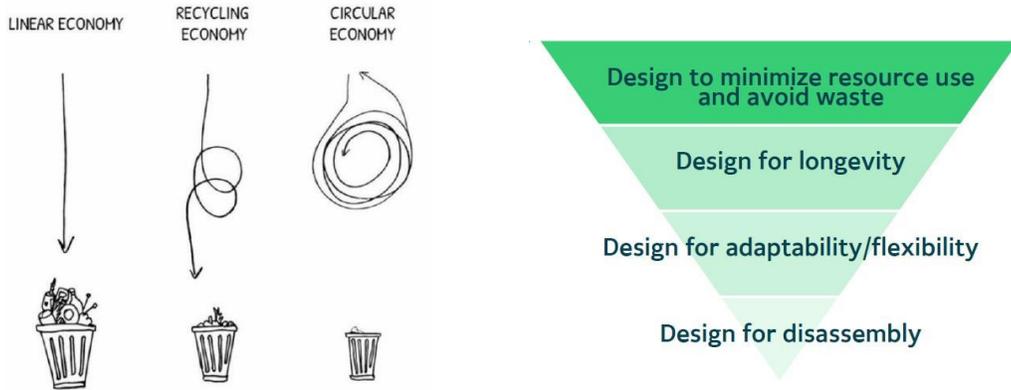
Outcomes

- Good health & well-being**
- Sustainable cities and communities**
- Decent work & economic growth**
- Industry innovation & infrastructure**
- Climate Action**



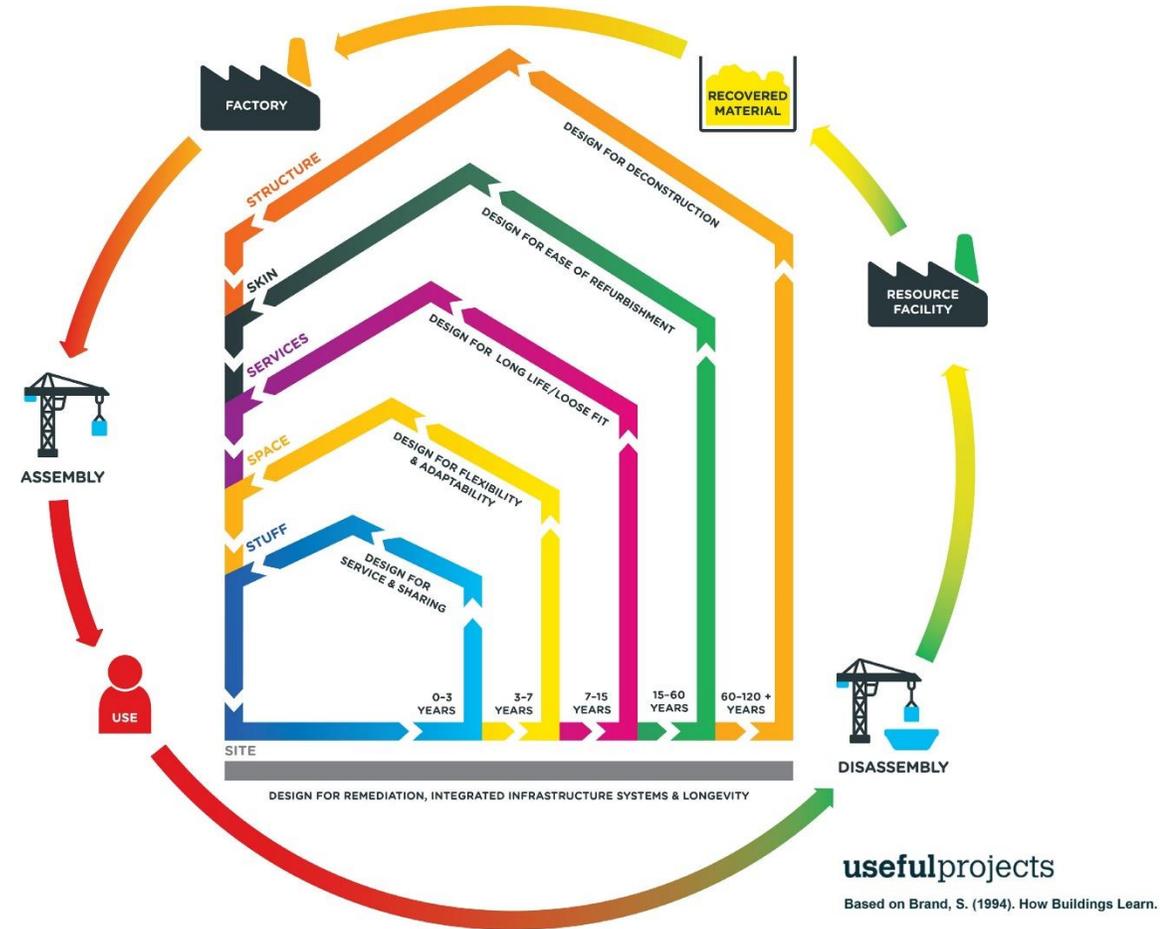
**UN
Sustainable
Development
Goals**

The Circular Economy – Helping Develop GLA Policy



Drivers for circular economy

- Construction industry emits 40% of UK carbon
- 50% of all UK material use is for construction
- 60% of total UK waste is from construction
- Waste accounts for 6% lost value from industry turnover
- Construction material prices are increasing 5% annually
- Cement is responsible for 8% of global CO² emissions



Focus on Embedded Carbon

65% of carbon use in UK buildings is embedded



AMBITION

Our vision is to deliver a healthy, child-friendly and sustainable new community for Barnet

A place that will offer the best of Barnet's long established neighbourhoods with all the attraction, complexity, character and chance of delight and surprise that they bring



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Context

In our ITN (bid) we made a commitment to incorporate health and wellbeing as a key part of what we deliver at BXS. This theme is also embedded within the S73 requirements;

- *Like for like replacement of Hendon Leisure Centre*; as part of Project Play we intend to deliver a much larger indoor sports, health and community facility provision
- *Clitterhouse Playing Fields to be improved with significant sport and play facilities*; we intend to provide significant, inclusive and diverse sport and play provision as well as being a great park for walking, socialising and relaxing
- *Area Wide Walking and Cycling Strategy*; we are undertaking an exercise to improve and expand the existing strategy to put walking and cycling at the heart of BXS and greatly enhance connectivity with the wider area
- *Replacement of Claremont, Whitefield and Mapledown Schools and additional primary school (if required)*; Relationship with schools to be a central feature of Project Play

MI Motorway

North Circular



TRANSFORMING COMMUNITIES & CREATING OPPORTUNITY THROUGH **SPORT & ACTIVE PLAY**

Brent Cross South will be *the* place in London to participate in sport and active play.

An unrivalled multi-sport destination that will transform lives, unite people and build communities.



BRENT CROSS SOUTH

A group of diverse people, including a woman in a white shirt, a man with a beard in a grey shirt, a man in a blue hoodie, and a man in an orange shirt, are holding hands in a circle. The scene is outdoors with bright sunlight. A white rectangular box with a thin black border is centered over the image, containing the text "Everyone is Welcome" in a bold, white, sans-serif font.

Everyone is Welcome

A woman with braided hair, wearing a green and blue headband and sunglasses, is smiling broadly while hugging a man from behind. Both are wearing white hoodies. They are sitting on a blue mat outdoors. The man is wearing a watch and colorful bracelets. The woman's hoodie has a red logo and the word "UPSTAR" visible. The background shows a grassy area and a banner with red and blue patterns.

Mental Health is
as important as Physical Health



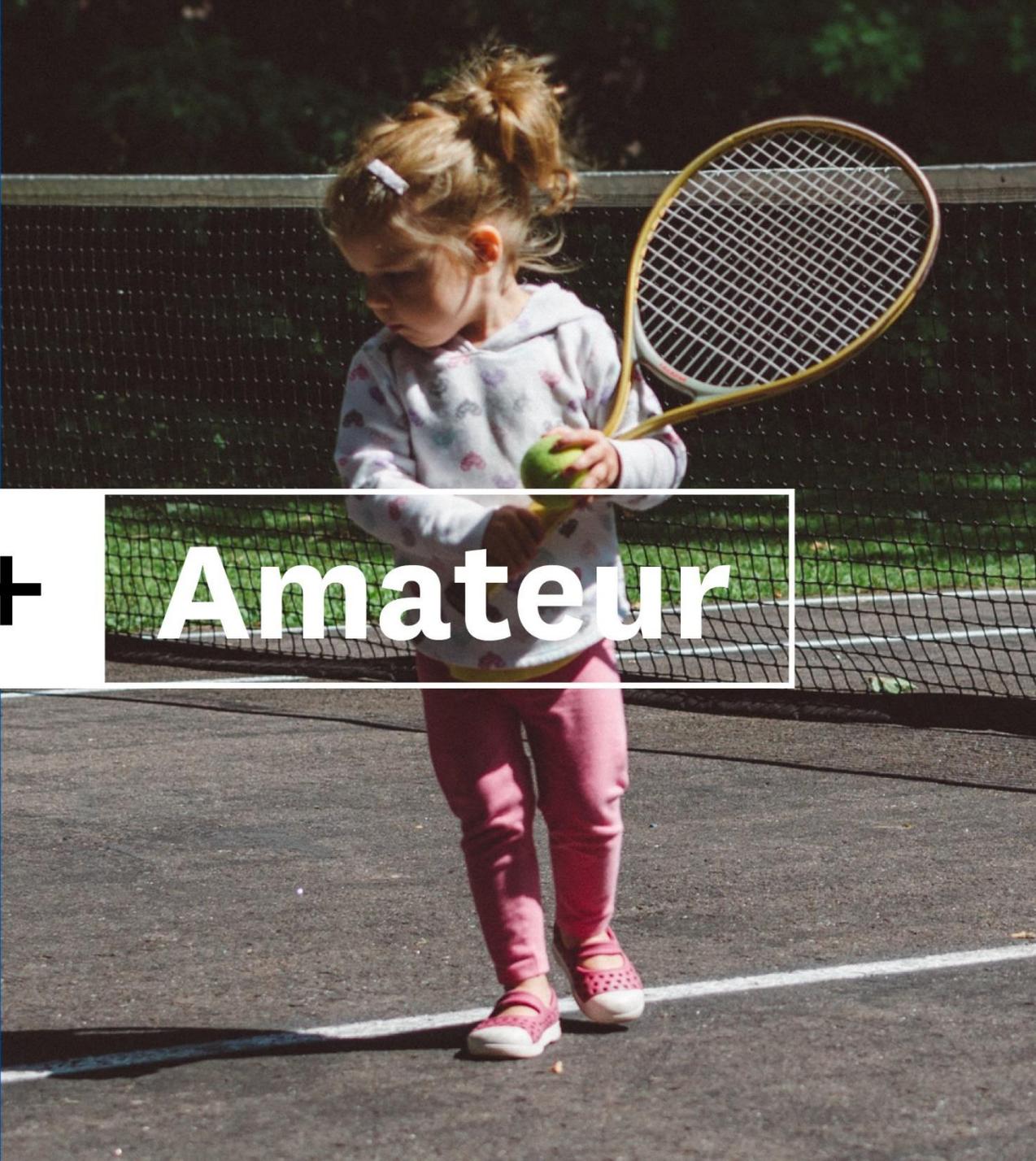
Traditional + Challenge



Man + Woman



Age 5 + Age 75



Athlete + Amateur



Solo + Team



National + Local



Able + Disabled



Cheer on

+

Be on





Sport + Social

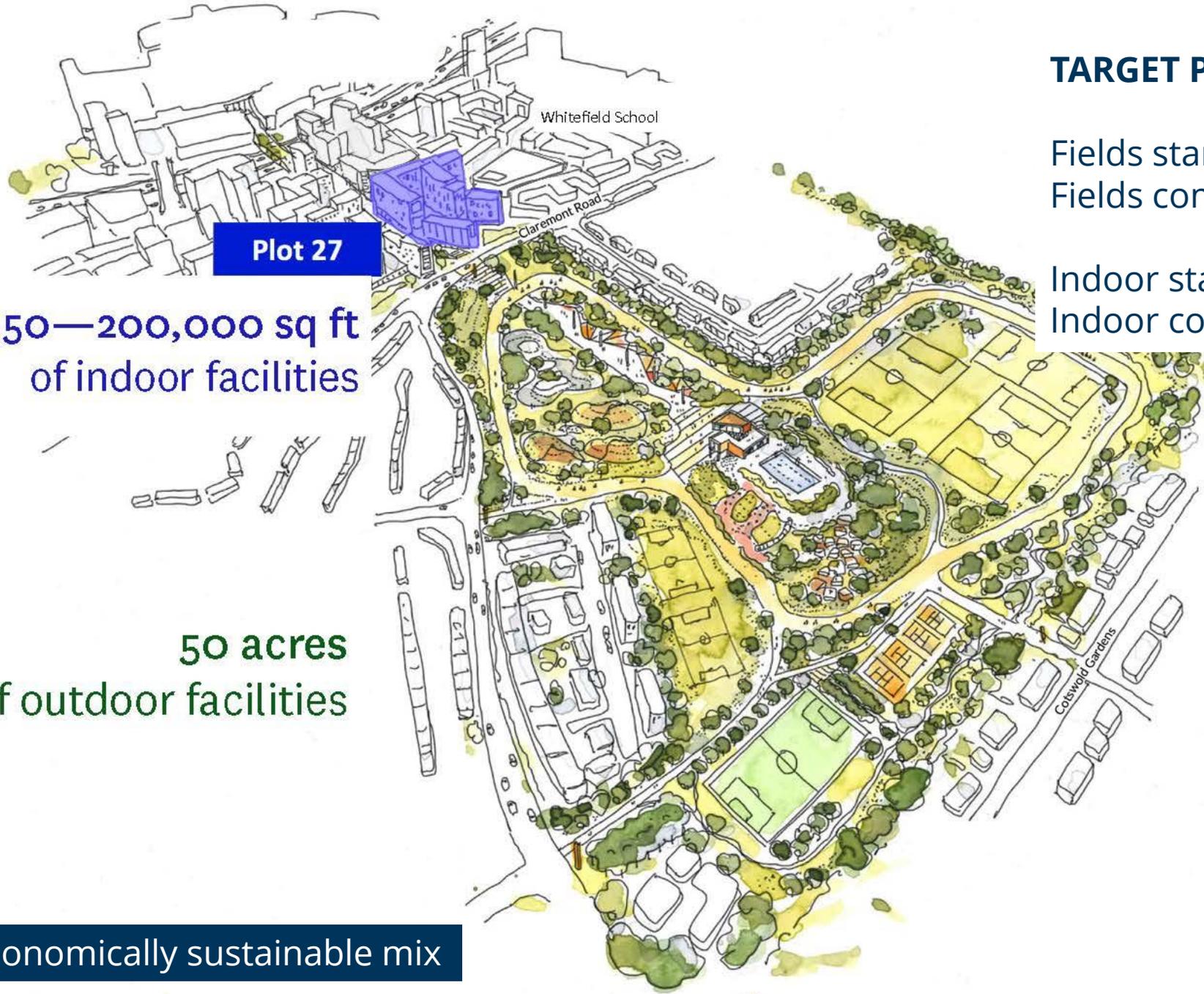


Learn + Play



Conference + Exhibition





TARGET PROGRAMME

Fields start - mid 2020
Fields complete - end 2023

Indoor start - end 2023
Indoor complete - end 2025

Plot 27

**150—200,000 sq ft
of indoor facilities**

**50 acres
of outdoor facilities**

Creating an economically sustainable mix



Home of communities programme



New indoor urban cricket centre.
They can fund this facility.



Providing advice on sustainable mix of uses and users.



Can help funding through Football Foundation and want to run women's football programme.



Outdoor cycling track and BMX free-style.
Can access legacy fund up to £10m.



Starting now with small scale, community based events and building for the future

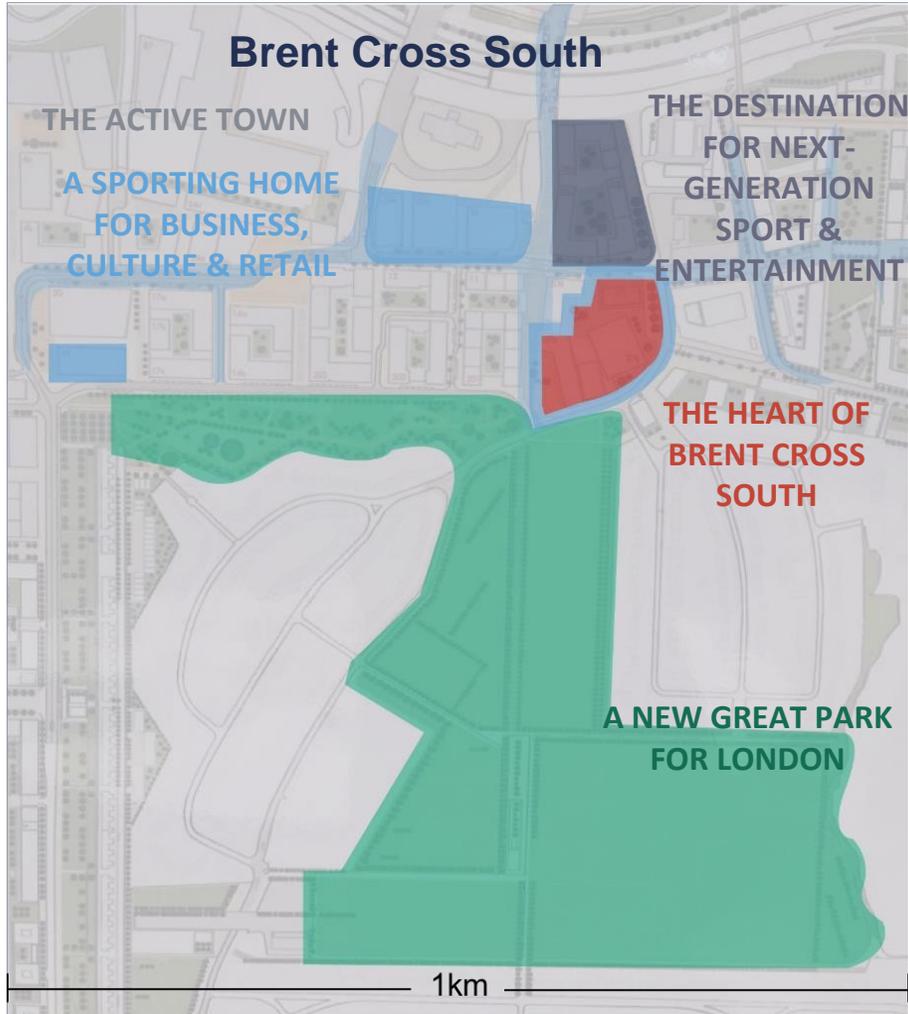


David Portas and Jennie Price



Working with Argent Related to define a sustainable business plan and operating model for Sport and Active Play at Brent Cross South

We have taken a holistic approach and considered the concept brief of Project Play across 5 areas within Brent Cross South



Plot 27 - The heart of Brent Cross South; a defining feature of the place

- An indoor c.15,000 square metre plot

Playing fields - A new, great park for London

- A 50+ acre open space

Plot 28 - The destination for Next-Generation Sport and Entertainment

- An indoor ca. 9,000 square metre plot

Other plots - A sporting home for business, culture and retail

- Other office, retail and leisure plots within Brent Cross South

Across Brent Cross South - The active town

- The whole Brent Cross South site, a living and evolving facility for sport and activity

Plot 27 and Clitterhouse Playing Fields will be at the heart of the vision for Project Play

Project Play will consist of world class indoor and outdoor facilities throughout the site



Clitterhouse Playing Fields and Claremont Park

A new, great park for London



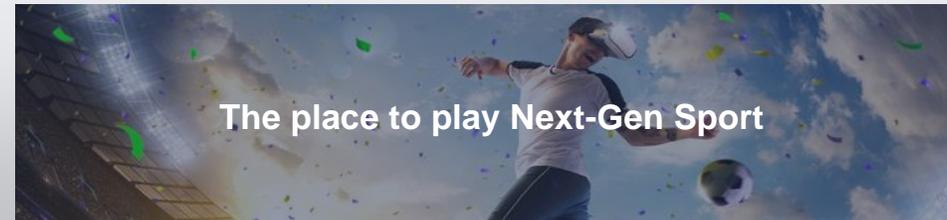
Plot 27

The heart of Brent Cross South



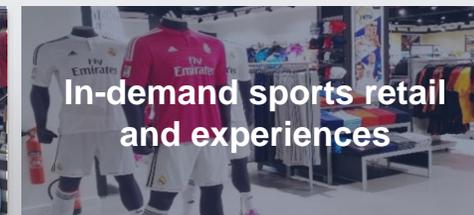
Plot 28

The destination for Next-Generation Sport and Entertainment



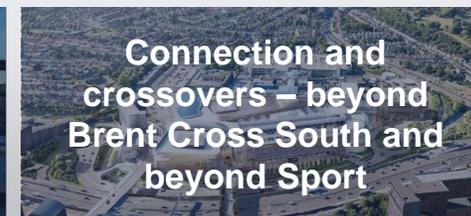
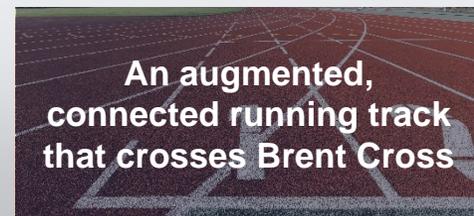
Other Plots

A sporting home for business, culture and retail



Across Brent Cross South

The active town



SPORT & ACTIVE PLAY HEALTH & WELL-BEING

These words will come to define more than just the sport and play facilities themselves. They must become the very essence of the place and the reason that people will want to work at, live in and visit **Brent Cross South.**



BRENT CROSS SOUTH

