

Cabinet

Title	Brent Cross Update Report
Date of meeting	6 th February 2024
Report of	Councillor Ross Houston Deputy Leader and Cabinet Member - Homes and Regeneration
Wards	Cricklewood
Status	Public
Key	Key
Urgent	No
Appendices	None
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Summary

This report provides an update to the Cabinet on the progress being made across the Brent Cross Programme in recent months.

Notably, the report provides updates on the formal opening of the Brent Cross West station, which took place on the 10th December 2023, and seeks a delegation to the Brent Cross Programme director for short term land use agreements.

Wider updates are also provided on the continued progress being made on delivering Brent Cross Town as well as council delivered infrastructure including an update on the soon to be completed new homes for the Whitefield Estate low rise residents.

Recommendations

That Cabinet:

1. Notes the contents of the report.
2. Delegates authority to the Brent Cross Programme Director to finalise and enter into agreements for short term temporary use of land acquired for the Brent Cross Scheme until it is brought into the development or utilised for other purposes, as set out in [paragraph 1.29](#).

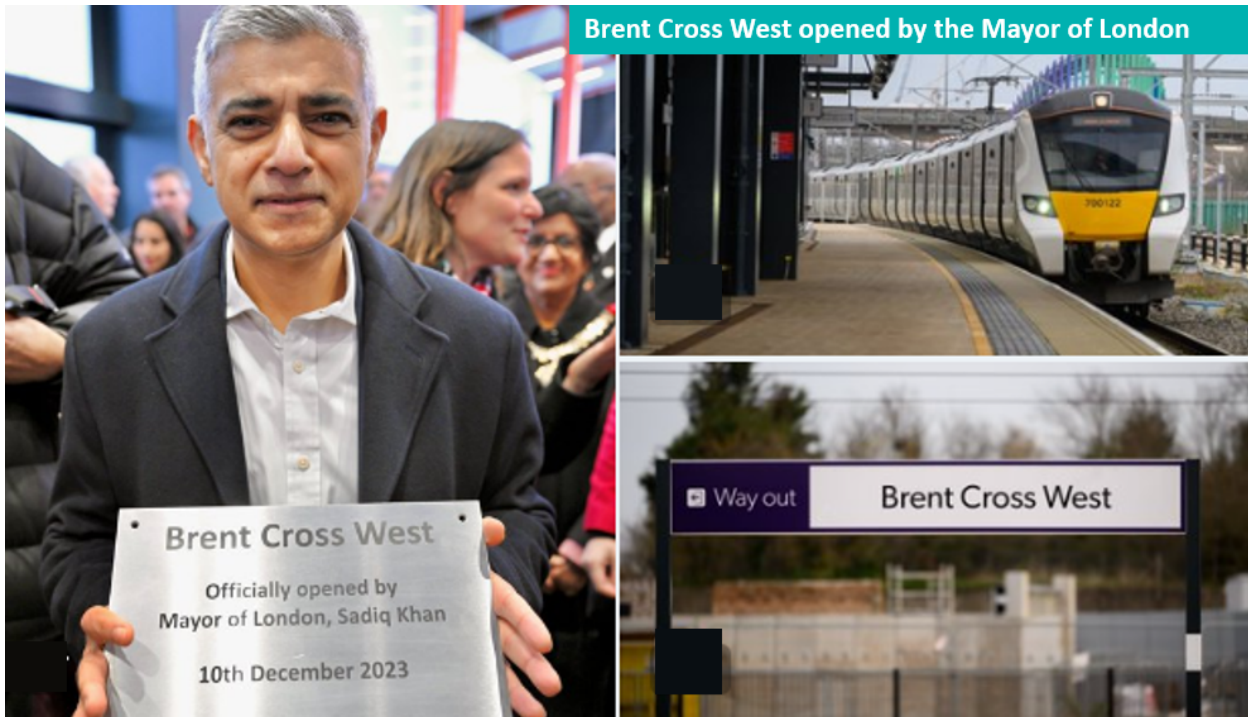
1. Reasons for the Recommendations

- 1.1 The last full update report on Brent Cross was submitted to the Cabinet on 18th October. That report can be read here [PUBLIC - Brent Cross Cabinet Report - October 23.pdf \(modern.gov.co.uk\)](#)
- 1.2 This report provides updates to progress on the Brent Cross Programme since the last report and seeks to inform Cabinet of the ongoing activity within the development area, including community engagement, physical works update, and upcoming events.
- 1.3 Notable progress since the last update includes the following:
 - Formal opening of the new Brent Cross West Station
 - Development of proposals for council investment in plot 1, the first office plot of Brent Cross Town, which has been pre-let in part to Sheffield Hallam University.
 - The official opening of The 108 Baseball facility just outside the new station.
 - An update on the completion of the first new homes delivered by the programme, which will re-house residents of the Whitefield Estate low rise.
 - Confirmation that the update to the Brent Cross South Business Plan has been adopted.
 - Various updates on other council led delivery which forms part of the scheme including the replacement for the Hendon Waste Transfer Station and land acquisition strategy.

Brent Cross West Station opening

- 1.4 Brent Cross West Station opening to the public on Sunday 10th December. The event was marked by the unveiling of a commemorative plaque by the Mayor of London Sadiq Khan.
- 1.5 The opening event was a success and included live music and performances, food provided by local vendors and activities for kids and adults to take part in. Over 5,000 people attended on the day, many travelling by train to visit the station alongside many local residents.
- 1.6 A wide range of news stories were published around the station opening date, notably a report on BBC London News. There was also a significant amount of interest from railway enthusiasts with a number of YouTube videos published showing off the new station which have generated well over 200,000 views. The response and feedback to the new station has been positive with many commenting on the size, quality and character of the different parts of the station.
- 1.7 A video has been produced promoting the station and explaining the wider benefits it brings as part of the Brent Cross development <https://youtu.be/BGR9pLjExfM?feature=shared> and a range of photos from the opening day are included below.

- 1.8 A full summary of press coverage of the opening, along with a wider update on communications and engagement across the programme is included in [section 7](#) of this report.



Station Contracts Close Out

- 1.9 Following the successful opening of the station there is, as is usual with all projects of this type at this stage of delivery, still a significant amount of work to do to finalise the account and close out the major contracts which were put in place to deliver the station. There are two significant contracts involved at Brent Cross West: the station construction contract itself

with VolkerFitzpatrick, and the Implementation Agreement with Network Rail. The project team will now focus on closing out these contracts to formally bring the station project to an end. There are a number of outstanding matters to be resolved, mostly relating to the Network Rail contract, and these may take some time to resolve, using the established process of dispute resolution set out in the contract.

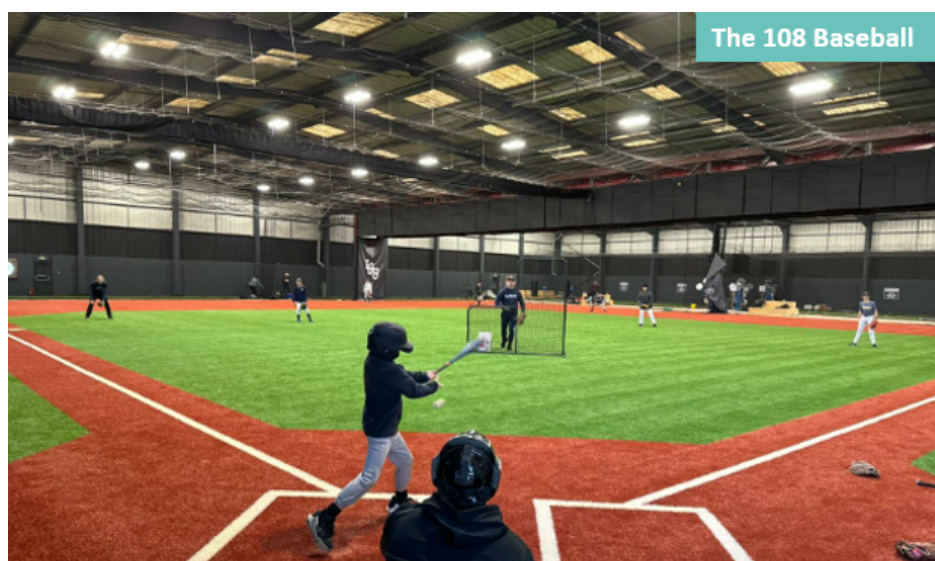
Brent Cross Town Update

Site Works Update

- 1.10 The Brent Cross Town skyline continues to change, with 7 tower cranes now on site and several buildings close to topping out. The first building due to be completed by the Brent Cross Joint Venture will be plot 12 which will provide new homes for residents moving from the Whitefield Estate high rise buildings, and is scheduled to finish in the later part of 2024. An image showing the development is included below. You can see the latest site wide drone images on the [Brent Cross Town website here](#).



- 1.11 The 108 Baseball facility, which is a meanwhile use for one of the vacated Claremont industrial estate units, had its formal opening event on the 23rd January. The facility has been opened for walk in bookings since December and has been hosting a number of baseball and softball teams and community sessions. The facility is a real asset to the existing community and to the new development and is a one minute walk from Brent Cross West station.



- 1.12 Brent Cross Town continues to take shape with works progressing well on the early development plots and public realm. Park View Avenue, which links Claremont Road to the new station, is now open for pedestrians and cyclists and is due to be open to road users shortly. Claremont Park is also now open 24 hours a day.
- 1.13 Plot 12 is expected to complete later this year with residents from the Whitefield Estate high rise blocks moving in soon after completion. Works are also progressing on Plots 25, 202, 203 and 13 which are expected to be completed in 2025.
- 1.14 Physical progress can be seen in the latest drone video available on the Brent Cross Town website at the following link [November 2023 Drone Footage - Brent Cross Town](#)

Plot 1

- 1.15 A report was submitted to Cabinet on the 12th December outlining the proposal for council investment in Plot 1 of the Brent Cross development. The recommendation to proceed with the proposal was approved by Cabinet, subject to confirmation of the updated authorisation limits budget by Full Council on 30th January, and subsequent approval of the capital addition at Budget Council on the 27th February. Following this, works are expected to start on site in the coming months post subsidy control approval and additional due diligence on the final terms of the agreement.

Brent Cross Town (BXS) Business Plan

- 1.16 As reported to cabinet in October 2023, the Brent Cross Team have been working with joint venture partners Related Argent to update the business plan for Brent Cross Town. The plan provides the over-arching strategy, to which the joint venture partners are working towards delivering Brent Cross Town (BXT). As the project comes forward and BXT evolves, the Business Plan will be updated to reflect progress with phase delivery, changes in market activity, current economic conditions and forecasts.
- 1.17 Since the update to cabinet in October 2023 the update to the business plan has been finalised and adopted. This sets the framework for the next phases of the development to come forward.
- 1.18 While the business plan foresees the development of the scheme in a number of phases, the joint venture will continue to assess individual plot opportunities as and when they become available in response to difficult market conditions.
- 1.19 The adoption of the business plan sets the scene for the second phase proposal to be finalised. As reported to the cabinet in October 2023 it is expected that Plot 1 (the first office building) may be the subject of a site-specific Phase Proposal and that several other plots around the station and north of the new High Street, will constitute the following phase. The second phase proposal will need to be approved ahead of start on site of plot 1. More detail on future phase proposals, as they emerge, will be reported to future cabinet meetings.

Controlled Parking Zone (CPZ) Update

- 1.20 The remainder of CPZ area UC4 (Claremont Road, Prayle Grove area) and UC5 (Golders Green Estate) will follow Barnet Council's policy for CPZ implementation as originally planned. In summary, the implementation of a CPZ will be undertaken following a comparison of monitoring surveys to assess the impact on parking after the opening of Brent Cross West station and Claremont Park use/visits. The first survey has been undertaken in Nov-23 and the follow up survey will be undertaken after station opening at a date to be determined, but to be more effective, during the summer when the park is most visited to assess the worst-

case scenario. An experimental CPZ will be introduced for the whole area that will follow the standard LBB process with a detailed consultation (for a minimum of six months) from the date of the implementation by engaging with residents, businesses, schools, and local groups in the area.

Community Engagement

- 1.21 The project team continue to run a monthly drop-in session on the third Thursday evening of every month at the Brent Cross Town Visitor Pavilion.
- 1.22 Teams from Related Argent, Barnet Council and L&Q are on hand to answer questions from residents in the local area (particularly those most impacted by construction). This is in addition to regular opening hours at the Visitor Pavilion where Welcome Hosts are available daily to answer questions about the programme.

Community Space in Plot 13

- 1.23 Plot 13 is one of the first residential plots of the Brent Cross Town development and is currently under construction. The planning design for this plot includes 171sqm of community space at the ground floor level. The S106 requires the Brent Cross Town developer to deliver this space to a shell and core finish, with the council then arranging the fit out and operation of the space, which will be covered in more detail in future reports to Cabinet. This work is actively underway, and future reports to Cabinet will include additional detail on how the space will be managed and operated.

Brent Cross Infrastructure (Delivered by the Council)

Plots 53/54

- 1.24 Works on the first replacement homes of the programme are nearing completion. These plots will house residents who have chosen to relocate from the Whitefield Estate low rise units. The units are substantially complete with just final finishes and snagging works being undertaken and will be ready for residents to move in from late February.



Whitefield Estate Low Rise Demolition

- 1.25 Once all residents have moved into their new homes, the demolition of the vacated Whitefield estate low-rise units will take place. This is being undertaken under licence by Related Argent which will allow the majority of HGVs / demolition vehicles to be routed through the existing work site. Importantly this will keep lorries off Claremont Road and allow for more efficient logistics management for contractors delivering the works. Demolition works are expected to start in spring this year following all utilities disconnections.

Waste Transfer Station

- 1.26 As reported to the Cabinet meeting on the 18th October 2023, the council have an obligation to construct a replacement Waste Transfer Station (WTS) for the now decommissioned Hendon Waste Transfer Station, with a plot of land at Geron Way being the primary option.
- 1.27 The Cabinet will also be aware that an alternative site has been considered for the replacement facility as proposed by North London Waste Authority (NLWA) and London Energy Limited (who will be the end users of the site). To enable sufficient time to review this option the council and NLWA have agreed a variation to the settlement agreement which requires a new facility to be provided by a certain date. This reduces the council's risk in delaying construction of the facility at Geron Way. The design for the site at Geron Way will be completed to RIBA stage 4, but construction will not begin until a decision is made on the appropriateness of the alternative site. Further updates will be provided to cabinet once the review of the alternative site has been progressed sufficiently.

Hendon Waste Transfer Demolition

- 1.28 The Brent Cross Regen team are considering options for procurement for demolition of the vacant Hendon Waste Transfer Station. Following completion of the procurement process the building will be demolished with works expected to start between March and May this year. This will remove the ongoing business rates liability (c.£200,000 p.a) to the council of this property sitting vacant. The team are also exploring potential temporary uses for the land following demolition until it is required to be brought into the development.

Land Management

- 1.29 As the programme has developed a number of land parcels have been procured for development. In some cases, not all of the procured land has been required leaving some areas left over following completion of works. While proposals for long term use of these parcels of land are being developed, the Brent Cross team are looking at short term uses as a way of generating income from these sites. An added benefit of short term uses is that it also reduces ongoing security and maintenance costs of these plots sitting vacant. Cabinet is requested to delegate to the Brent Cross Programme Director acting in the best interest of the council to negotiate and enter into suitable agreements for these parcels of land.

Infrastructure

- 1.30 As reported to Cabinet in October 2023, a strategy for the remaining land which is covered by approved Compulsory Purchase Orders but not yet transacted has been developed. In October 2023 Cabinet delegated authority to the Deputy Chief Executive in consultation with the Cabinet Member for Homes and Regeneration to finalise and implement the strategy once finalised. The strategy has since been finalised and has moved to implementation.
- 1.31 The strategy sets out the land that is still deemed required to implement improvements specifically to active travel options in the area focusing on Staples Corner. Land falling outside of this area will not be purchased through CPO powers as it is not expected to form part of future works. There are some plots of land which the council are seeking to enter into extensions to the notice period which will allow more time to assess if these plots are required.
- 1.32 In order to implement the strategy, the council will issue Notices of Entry for land it intends to procure, and letters of confirmation for land it will not be procuring, and extension agreements for any land where the notice period is to be extended.

Brent Cross South Retail Park

- 1.33 The Retail Park remains fully let.
- 1.34 Heads of Terms and the subsequent variation to the project agreement have been completed to provide the framework for bringing the Retail Park into the Brent Cross Town Joint Venture. Progress incorporating the Retail Park into the wider scheme will be reported to future Cabinet meetings.

2. Alternative Options Considered and Not Recommended

- 2.1 None other in the context of this report

3. Post Decision Implementation

- 3.1 The Council and its advisors will continue to progress all work streams to ensure delivery of the Brent Cross regeneration programme as outlined in this report. Delegated Powers Report and Officer Decision Reports will be drafted as required and recorded on the Brent Cross decisions register to ensure a good audit trail of decisions relating to the scheme.

4. Corporate Priorities, Performance and Other Considerations

Corporate Plan

- 4.1 The Brent Cross Cricklewood regeneration scheme seeks to embody the key themes of the corporate plan including people place and planet.
- 4.2 The Brent Cross Town development will have an on-site energy centre and the largest air source heat pump installation in Europe. It will provide low carbon heating the planned 6,700 new homes and all energy supplied will come from 100% renewable sources.
- 4.3 The Brent Cross Town community fund has now been running for over 5 years and supports local community groups each year with funding towards improvement projects, yet again putting local people at the heart of the development.

Corporate Performance / Outcome Measures

- 4.4 A benefit realisation plan is in place to measure the numerous benefits being delivered by the Brent Cross development. Many of these have been baselined from the original business case and include tangible benefits such as new homes, school places, sq. ft of open/green space and numerous other measures.
- 4.5 In addition to the above, the Brent Cross Town Joint Venture have worked with Manchester University to develop the Flourishing Index, which seeks to measure how well the people at Brent Cross Town and the surrounding communities are doing. Baseline data has been recorded and future surveys will provide insight into health and wellbeing of residents as the development comes forward. Progress on the Flourishing Index will be reported to Cabinet in more detail later in 2024.

Sustainability

- 4.6 Brent Cross Town will address the urgent challenge of the global Climate Crisis, achieving net zero carbon by 2030 at the latest.
- 4.7 The development is addressing this with low-carbon construction, renewable power, circular economy principles, carbon offsetting — and by empowering everyone who lives and works in Brent Cross Town to make low-carbon lifestyle choices of their own.

Corporate Parenting

4.8 None in the context of this report.

Risk Management

4.9 Risk management has been applied across all levels of the programme. Owners and mitigation plans are identified, and risks are measured against impact and likelihood to give an overall rating. High rating risks are escalated and reported through the defined reporting procedure with top risks reported to the Brent Cross Governance Board. Currently the high-level risks and mitigations are summarised below:

4.10 Infrastructure Requirement – Brent Cross North is in a state of deferral. Infrastructure currently required within the planning permission that was the responsibility of the shopping centre owner currently has no programme for delivery. The regen team are working with the shopping centre owner on a strategy to review planning requirements and triggers. Some funds may need to be spent on land to protect scheme delivery in the short term.

4.11 Brent Cross West delivery costs – While the station is now completed and the station delivery contract is in the process of being closed out, there does remain a risk around a number of claims with Network Rail pertaining to historic programme delays under the Implementation Agreement for the Rail Systems and Sidings works. Both parties agreed to pause the escalation process on these claims in the buildup to the station opening. As discussed in section 1.9, focus will now turn to closing out all remaining claims and disputes with Network Rail. Until these are agreed there remains a cost risk relating to how much the council may be able to recover from NR.

4.12 Brent Cross West Station Operating Costs – As part of the original station business case and grant agreement, it was agreed that the Council would take on the shortfall in operational cost of the station until it became profitable. Income generated from the purchase of the Retail Park has been identified as a source to cover shortfall, however until actual revenues from the station are measured the budget position remains at risk. Initial passenger numbers are encouraging, and the council will be receiving interim updates on trips throughout the year.

4.13 Resources - The most important control mechanism for the council is to employ experienced staff who will provide diligent review and challenge contractor costs and reject any costs which are not reasonably and properly incurred. The council's Client and Brent Cross West delivery team comprises professionals, used to working on the railway within Network Rail and are experienced in delivering large railway projects. There is a need to ensure resilience within the programme in the event that key persons depart the project, as well as to update the succession planning strategy.

4.14 Economic Change – The wider economic situation presents a challenge to both delivery and marketability of the development. Brent Cross Town development partners are exploring/reviewing diversification of offer within the Brent Cross development area and the business plan has been updated in light of the challenging economic conditions. For the council, increased construction costs for the remaining scope is likely, most notably for the construction of the Waste Transfer Station. The programme team continues to assess the changing situation and are taking a pragmatic approach, considering alternative materials where possible if lead times are becoming an issue.

4.15 Plot 1 Investment – Should the investment in Plot 1 not go ahead or be delayed then start on site of the first office plot could be delayed and risk missing the required completion date of

the occupier. The council team have engaged with external legal and investment advisors to ensure compliance with relevant subsidy control regulations.

- 4.16 Retail Park Acquisition - The key risk associated with the acquisition of the Retail Park is ensuring that the acquisition has no negative impact on the General Fund. The council has in place the required structures and will update as required to enable it to manage the Retail Park against these short-term variables while also working with Related Argent to ensure the timing of bringing the Retail Park into the development works in the best interest of the council.

Insight

- 4.17 None in the context of this report

Social Value

- 4.18 Industrial placement for T-Level and L3 plumbing confirmed for students from Barnet and Southgate College, and we await time scales to plan for when placements will start on site, but hopefully from February 2024. Work experience placements with Galliford Try are also confirmed for Level 2 Bricklaying, Electrical, plumbing and Carpentry students. Galliford Try local labour stats remain close to the 20% target.
- 4.19 Midgard are providing Mapledown School with pro bono design and production of new signage for the reception and school exterior. Midgard continue to struggle to come close to the local labour target and Related Argent are increasing pressure and support to resolve.
- 4.20 A hoarding has been designed and installed near Brent Cross West station to promote jobs and careers at BXT. The team sourced candidates through contractors to be featured on the hoarding with positive messaging, to attract new talent to the development. Six Year 10 work experience students from Whitefield School completed a one-week placement at BXT.
- 4.21 We will be visiting the council owned unit on Brent Terrace known as Cardiff House in January to confirm its potential suitability as a venue for the The Skills Centre (TSC). Shell are seeking to fund TSC directly, with most of these funds used for the Brent Cross skills centre without Shell branding. Related Argent (RA) are also looking into other venue options. RA and the Brent Cross Joint Venture also need to confirm their willingness for Shell funding to be used and under what conditions. All things being well, the centre launch is planned for September 2024.
- 4.22 Following a meeting with Women Into Construction (WIC) and submission of a proposal, plans are being drawn up to launch a programme for BXT later this year.
- 4.23 Brent Cross West railway station opened in December. The project has seen 102 Barnet residents helping to build the station and more than 20% of the local workforce from Barnet and neighbouring boroughs Brent and Camden. 5 young people were recruited as part of the government's Kickstart Scheme as well as apprentices. We have received the Brent Cross West Close Out report for review.

5. Resource Implications (Finance and Value for Money, Procurement, Staffing, IT and Property)

- 5.1 The Council has put in place procedures to ensure the effective monitoring of the financial performance of the Brent Cross Programme. The Brent Cross Governance Board comprising senior officers of the council, including the Chief Executive and the Director of Finance, receives a detailed report each month setting out the financial performance of the Brent

Cross Programme. This report includes a breakdown of the performance against the approved budgets and details of the individual Officers responsible for managing the budgets included within the Brent Cross Programme.

Land Acquisitions

5.2 The approved budget is £65.962m. Cumulative spend to date is £62.986m. The current year forecast for 2023/24, inclusive of in-year spend, is £4.487m.

Brent Cross Town Land Acquisitions

5.3 The approved budget is £33.657m. Cumulative spend to date is £17.781m. The current year forecast for 2023/24, inclusive of in-year spend, is £8.261m.

Brent Cross West Station

5.4 The approved budget is £389.145m. Cumulative spend to date is £344.733m. The current year forecast for 2023/24, inclusive of in-year spend, is £23.882m.

Critical Infrastructure

5.5 The approved budget is £55.993m. Cumulative spend to date is £49.793m. The current year forecast for 2023/24, inclusive of in-year spend, is £4.743m.

DLUHC Grant Funding

5.6 The total £416.573m grant has now been received (as of July 2022). The council continue to work with Department for Levelling Up, Housing and Communities (DLUHC) on closing off the DLUHC funded elements and will be updating further on the repayable element of the grant once income from the Brent Cross Town scheme starts to materialise.

6. Legal Implications and Constitution References

6.1 All of the activity and legal transactions contemplated in this report will be carried out pursuant to and in compliance with all relevant statutory and legal requirements, including all procurement activity which will be undertaken in accordance with the Council's Contract Procedure Rules and the Public Contracts Regulations 2015 (as amended) or any replacement public procurement regime that may become law in the UK as applicable.

6.2 The terms of reference of Cabinet includes the following responsibilities:

- The Executive will exercise all of the local authority functions which are not the responsibility of any other part of the local authority, whether by law or under this Constitution
- Development of proposals for the budget (including the capital and revenue budgets, the fixing of the Council Tax Base, and the level of Council Tax) and the financial strategy for the Council.
- Monitoring the implementation of the budget and financial strategy.
- Recommending major new policies (and amendments to existing policies) to the Council for approval as part of the Council's Policy Framework and implementing those approved by Council.
- Approving policies that are not part of the policy framework.
- Management of the Council's Capital Programme.

- 6.3 Under Part2D of the Council's constitution, Cabinet is responsible for key decisions, namely:
- an executive decision which is likely to result in the Council incurring expenditure which is, or the making of savings which are, significant having regard to the budget for the service or function to which the decision relates; or
 - an executive decision which is likely to be significant in terms of its effects on communities living or working in an area of two or more wards of the Borough.
 - A decision is significant for these purposes if it involves expenditure or the making of savings of an amount in excess of £1m for capital expenditure or £500,000 for revenue expenditure or, where expenditure or savings are less than the amounts specified above, they constitute more than 50% of the budget attributable to the service in question;
- 6.4 Under Part4B1 of the Council's constitution, agreements for the temporary use of land (a lease or licence) are required to be approved by either an approved officer, a member of the Cabinet or by the Cabinet, depending on the amount of rent/consideration and whether the proposed arrangement is for less than best consideration. Cabinet may delegate the approval of these.

7. Consultation

Consultation and engagement on the Brent Cross Cricklewood programme is ongoing

- 7.1 We continue to work with our delivery partners to ensure residents living in the development area are kept up to date on the project and are aware of opportunities available to them from employment and skills, funding, and new amenities.
- 7.2 Our print and digital channel strategy aims to ensure residents are informed about the project including any disruptive construction works and can have their say on important parts of the regeneration.
- 7.3 Transformingbx.co.uk (which launched in February 2020) continues to be a well-used resource with over 75K unique users visiting the site to date and our November 2023 and December 2023 e-newsletters were opened by over 600 people.
- 7.4 The latest three-month [construction update](#) was issued in September 2023 providing an update to residents on Brent Cross West, Plots 53 and 54 (replacement homes for Whitefield Estate residents) and the Experimental Controlled Parking Zones currently in place in the area.
- 7.5 Brent Cross Town will also be distributing its community newsletter in late January. This newsletter will cover the latest updates on the development and construction activity for residents to be updated on.
- 7.6 Both community@brentcrosstown.co.uk and transformingbx@barnet.gov.uk also continue to be channels that residents can contact us with any questions, requests or concerns about the project. While our monthly drop-in sessions, held the third Thursday of the month are also in place for residents to come and speak to the project team.
- 7.7 Good news stories from across the development are regularly published on the project website and you can read all of these in full at [Transformingbx.co.uk/news](https://transformingbx.co.uk/news)

Brent Cross West Opening

- 7.8 Over the past three months, our communications activity has been strongly focused on raising awareness of the opening of Brent Cross West, an important milestone for the

programme. We worked with our partners, media outlets and press to amplify awareness of the station opening.

Community

- 7.9 In the run up to the opening, we organised a 'special preview' for local residents to be the first to see how the station looks, meet the station management team and ask any questions they had. A dozen residents joined the work round the week before station opening.
- 7.10 To build excitement for the station and highlight the opening of a new public bridge that would better connect residents on either side of the station, we commissioned a local artist to [co-create a community artwork](#) that was revealed at station opening. Over 60 residents helped create the artwork across six sessions including local school children.
- 7.11 For the opening day, we ensured that the community was involved in different ways, including having local food retailers serving coffee, food and drinks. We also had a local steel band play music throughout the day. Workshops were also family-friendly, such as bookmark making, Play-Doh and Christmas decorations crafts workshop.

Brent Cross West media and press coverage

- 7.12 Our ['first look'](#) video started to drive awareness of the station from the end of September. To date it has been viewed over 7K times.
- 7.13 It also supported the announcement of the station opening date on 10 November, which generated several press releases that created a buzz in the run up to station opening:
- [TimeOut London](#) and [Ian Visits](#)
 - [London News](#) and [RailFreight](#)
 - [Barnet Post](#) and [Rail Advent](#)
 - [Hampstead and Highgate](#) and [Times](#)
 - [Brent and Kilburn Times](#) and [Yahoo](#)
- 7.14 A media preview was held with key media outlets and railway bloggers which resulted in some great features in key media outlets including [Ian Visits](#), [Geoff Tech](#), [My London](#) and [Evening Standard](#).
- 7.15 A few days before station opening, it was announced that celebrity and Barnet resident, Tony Blackburn, will be heard at stations between Bedfordshire and south London, as well as Brent Cross West station itself. The announcement created excitement on BBC Radio, as well as online, with articles from [BBC News](#), [Evening Standard](#), [Secret London](#), [London Post](#), [This is Local London](#), [Hampstead and Highgate](#), [Kilburn Times](#), [Rail UK](#) and [London Reviews](#).
- 7.16 Brent Cross West opened on Sunday 10 December 2023 and this generated a large volume of media attention, with the Mayor of London's official opening moment bringing in live coverage. Some national media coverage included:
- [BBC News website](#), [The Independent](#), [Evening Standard](#) and [MSN](#)
 - [TimeOut](#), [Londonist](#), [Mail Online](#), [London Post](#) and [Architects Journal](#)
 - [LondonWorld](#), [The MJ](#), [OnLondon](#), [Rail Professional](#) and [Rail UK](#)
 - [PA Media \(via Yahoo\)](#) and [AOL](#)

Local coverage included:

- [Barnet Times \(front page and page 7\), Hackney Gazette , Brent and Kilburn Times, Ham&High , Harrow Online and Luton Today](#)

Social media coverage

- 7.17 As well as media and press coverage, the station opening generated a lot of buzz online across social media posts. Partners, colleagues, and members of the public shared snippets of the opening day. Our Barnet Council content across Facebook, LinkedIn, Twitter and Instagram have received over 90 thousand impressions, with hundreds of clicks, comments and likes.
- 7.18 On YouTube, many railway bloggers travelled miles to hop on the first train and shared their experience of the opening day. Over 20 videos were published, with over 10 hours of user generated content covering the celebrations, opening ceremony, and interviews from key project leads. One of the key railway bloggers who attended and posted about the station was the popular Geoff Marshall, whose video received 136k views.

BXC programme coverage

- 7.19 Last October, Brent Cross Town's new artwork at Claremont Park called 'Yesterday, Tomorrow', designed by artist Steven Wilson, was covered in the [Evening Standard](#). This artwork is inspired by the history and culture of the local area.
- 7.20 Another colourful artwork was unveiled at the eastern entrance of Brent Cross West station the week before opening to coincide with Barnet Council's London Borough of Culture Bid. Called '*Time passes & still I think of you*' by Giles Round is dedicated to the artist's late mother who worked in Brent Cross shopping centre. Outlets covering this artwork include [Barnet Post](#), [Harrow Online](#), [Brent and Kilburn Times](#), [Barnet First](#), [A.J Wells](#) and [Building Design](#).
- 7.21 Due to the latest updates and news happening across the regeneration programme, this has caught the attention of some media outlets who have published overall updates about the new 'park town'. The [RIBA journal](#) released an article covering the programme and its background, as well as the [Evening Standard](#), highlighting the new neighbourhood that will be built in Barnet.
- 7.22 In January 2024, the news coverage is looking at what the new year has in store for the development. One of the new milestones that are expected to take place is Brent Cross Town's first residential building to be completed and welcome residents; this was featured in [Barnet Post](#), [Ham & High](#) and [Brent and Kilburn Times](#).
- 7.23 We also were featured in [Wood Central](#), highlighting how our Brent Cross Town is a good example of net-zero planning, and will pave the direction for future towns.
- 7.24 Construction firm Galliford Try secured an £87 million contract to deliver a further phase of Brent Cross Town. This was covered by construction-focused news outlets, including [Construction.co.uk](#) and [Construction News](#).

The Times coverage

- 7.25 The local Times newspaper series has carried several stories over the past couple of months about the project, alerting readers to events and announcements across the programme.
- [Brent Cross Town retirement village announced](#)
 - [A panoramic view of Brent Cross Town](#)

- [Topping out of Plot 12](#)
- [Brent Cross West opening date announced](#)
- [Brent Cross West officially opens](#)

8. Equalities and Diversity

8.1 Decision makers should have due regard to the public sector equality duty in making their decisions. The equalities duties are continuing duties and they are not duties to secure a particular outcome. The equalities impact will be revisited on each of the proposals as they are developed. Consideration of the duties should precede the decision. It is important that Cabinet has regard to the statutory grounds in the light of all available material such as consultation responses. The statutory grounds of the public sector equality duty are found at section 149 of the Equality Act 2010 and are as follows:

A public authority must, in the exercise of its functions, have due regard to the need to:

- Eliminate discrimination, harassment, victimisation, and any other conduct that is prohibited by or under the Act.
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it.
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, the need to:

- Remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic.
- Take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it.
- Encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.

Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to:

- Tackle prejudice, and
- Promote understanding.

Compliance with the duties in section 149 may involve treating some persons more favourably than others; but that is not to be taken as permitting conduct that would otherwise be prohibited by or under the Act. The relevant protected characteristics are:

- Age

- b) Disability
- c) Gender reassignment
- d) Pregnancy and maternity
- e) Race
- f) Religion or belief
- g) Sex
- h) Sexual orientation
- i) Marriage and civil partnership

9. Background Papers

9.1 Last Brent Cross Report to the LBB Cabinet 18th October 2023

<https://barnet.moderngov.co.uk/documents/s80352/PUBLIC%20-%20Brent%20Cross%20Cabinet%20Report%20-%20October%202023.pdf>