A PARK TOWN for FUTURE LONDON

Brent Cross Town
Why we need a NEW TOWN with a NEW WAY
Why we need a NEW TOWN with a NEW WAY
It’s time we
SHAKE IT UP

The places we build must be
MORE AMBITIOUS

It’s time we’re
BRAVER THAN
EVER

WITHOUT COST to the world
we share

It’s time we
INSPIRE NEW
WAYS OF LIVING
AND WORKING

In a time of immense
GLOBAL CHALLENGE
A PARK TOWN for FUTURE LONDON

WORKING
PLAYING
LIVING
COMMUNITY

HEALTHY
ACTIVE
CIVIC
DEMOCRATIC

ADDRESSING
THE BIG
CHALLENGES

THE CITY
YOU LOVE AND
WE LOVE
£5BN INVESTMENT

6,700 NEW HOMES

50 ACRES GREEN PARKS AND PLAYING FIELDS

25,000 WORKERS

A town of 15,000 RESIDENTS, matching the size of MATLOCK, COWES, CIRENCESTER or BANGOR

That’s the equivalent of 776 TENNIS COURTS
Our definition of a PARK TOWN

It’s about a place that INSPIRES us into FUTURE WAYS of LIVING and WORKING

It’s about SPACES that are beautiful and sustainable
It’s about PARKS that get us playing
It’s about PLAYING FIELDS that turn colleagues into teams

It’s about the chance for everyone to FLOURISH: as INDIVIDUALS, as BUSINESSES as a COMMUNITY, as a PLANET

It’s about STREETS that bring us together as neighbours
It’s about WORK that makes inventors and innovators of us all
Your PARK TOWN that encourages us to rise to the challenge
We’re making FOUR PLEDGES to deliver this

Our bold vision for BRENT CROSS TOWN and a new way of creating places for people
1. We will create THE PLACE in LONDON to participate in SPORT and PLAY.

50 ACRES of PARKS and PLAYING FIELDS to UNITE people and TRANSFORM LIVES.
As part of delivering this vision, we’re proud to be working with Women in Sport. Together, we will be turning the boldest ideas for encouraging and inspiring women into sport into reality, and collaborating on imaginative ways that get us all up and active.

“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.”
2.

We will make a NORTH LONDON town where all can FLOURISH, a community that achieves INCLUSIVITY and NEIGHBOURLINESS.
Introducing a new measure for human and community success, in partnership with Buro Happold and the University of Manchester. For too long, developers have talked about creating places for healthy, happy people — well, we really mean it, so 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). Importantly evolving the focus on wellbeing from ‘me’ to ‘us’.

“We’re creating a new flourishing index because we want to capture quality of life and how fulfilled we feel. It’s a new standard for creating good places. And it’s about time.”

NICK SEARL
Partner, Argent Related
3. We will build a NET ZERO CARBON town — addressing the GLOBAL challenge of the CLIMATE CRISIS.
“Vattenfall is committed to fossil-free living within a generation—we’re collaborating with Argent Related to provide reliable and affordable zero carbon heating to homes, shops and businesses at Brent Cross Town.”

MIKE REYNOLDS
Managing director, Vattenfall Heat UK

We are committed to achieving a net zero carbon town by 2030 at the latest—by driving down the carbon embodied in our buildings and infrastructure, the carbon used in our energy supply, and offsetting the remainder.

We are proud to introduce our energy collaborator and fellow instigator of radical change, Vattenfall, who are helping achieve the currently impossible. Working together, our partnership will help drive a sustainable future at Brent Cross Town.
4.
We will strengthen CONNECTIONS with GREAT TRANSPORT into and out of central London. Connecting businesses, customers, friends and family:

in 12 MINUTES via RAIL, LOCAL WALKING and CYCLE NETWORKS, immediate access to the M1 and FIVE MAJOR AIRPORTS within an hour.
“The idea of a park town at the very crossroads of North London is exactly the kind of inspirational, health-focused, integrated thinking we need for the future of London.”

COUNCILLOR DANIEL THOMAS
Leader of Barnet Council
BARNET COUNCIL and ARGENT RELATED have created a joint venture partnership to deliver Brent Cross Town

WHAT PART will you PLAY?

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#ParkTown
www.brentcrosstown.co.uk
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