

Brent Cross Cricklewood Planning Application  
November 2008

**BXC13 —**  
*Addendum to the  
Estate Management Strategy*



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The planning application for the redevelopment of BXC is accompanied by a range of technical and supporting documents/reports. This is explained in full in the Development Specification and Framework (**Volume BXC1**). However, it may be useful, if viewing this document in isolation, to first read a short note on the 'Introduction to the Planning Application', which can be found on BXC Development Partners website ([www.brentcrosscricklewood.com](http://www.brentcrosscricklewood.com)).



This Addendum contains relevant updated pages of the March 2008 Estate Management Strategy. For a complete copy of the Estate Management Strategy, the March 2008 version needs to be read alongside this Addendum.

The following pages from the March 2008 version have been updated:

- Page 3
- Page 6
- Page 8
- Page 25

## **SECTION 1: INTRODUCTION**

- 1.1 This draft Estate Management Strategy has been prepared on behalf of the Brent Cross Cricklewood (BXC) Development Partners in support of the planning application for the regeneration of the BXC site, and sets out their approach toward the maintenance and management of the new town centre.
- 1.2 The BXC Development Partners have developed a scheme which establishes the key principles for the comprehensive redevelopment of the BXC area to form a new town centre. The town centre will be supported by a full mix of uses including approximately 7,500 new homes, retail, leisure, and business floorspace, in addition to community facilities and public open space.
- 1.3 In view of the size of the BXC site, some 151 ha, the development is envisaged to be delivered over a considerable period. The BXC Development Partners recognise that comprehensive regeneration of the site will require an effective management structure to be established that will ensure that the high quality nature of the development is maintained both during construction and following completion.
- 1.4 The BXC Development Partners recognise that the long term success of the new town centre will be significantly influenced by its reputation as a desirable and sustainable environment in which to live, work and shop.
- 1.5 As part of this vision the BXC Development Partners are intending to establish a BXC Estate Management Company that will ensure that the common areas of the town centre are effectively managed not only following completion, but also during construction. This is particularly important given the long construction period of the development.
- 1.6 This document explains the nature of the Development Partners approach to estate management and is structured as follows:
  - Section 2: Describes the overall vision and key principles;
  - Section 3: Explains the structure of the Estate Management Company;
  - Section 4: Describes the factors that will fall within the remit of the Estate Management Company; and

- **Principle 1:** A shared vision for the management of the estate to be controlled by an accountable, accessible Estate Management Company which allows all key stakeholders a voice in the management of areas and services which they use, whilst retaining, for the long-term landowner, the final say in all key strategic management decisions.
- **Principle 2:** Best practice in design and estate management, drawing from expertise in dealing with different tenure types so as to minimise overall costs of maintenance.
- **Principle 3:** Fair financial contribution from all users of the services and areas on the estate, allowing for limitations arising within those contributions to enable some elements of the housing to be affordable, not only in respect of rent or price, but also in terms of costs of ongoing maintenance and service charges.
- **Principle 4:** A sound commercial approach which understands that there will be a requirement to create a mechanism to make up any revenue shortfall and which is realistic in terms of the balance between planning gain at the outset and the long term success of the development.
- **Principle 5:** Providing the facilities and focus for transport coordination with key stakeholder involvement including LB Barnet and TfL through the formation of a Transport Advisory Group.

2.7 These principles are discussed in more detail below.

a) **Principle 1 – A Shared Vision**

2.8 It is considered of vital importance that the Estate Management Company for BXC manages and has management control over the entire estate so that the management regime can operate effectively and consistently without disruption, thus minimising the risk of conflict whilst optimising efficiency. Exclusion of parts of the estate from the control of the Estate Management Company could risk resulting in any, or all, of the following negative repercussions:

- The quality of maintenance in buildings not within the estate management regime could become lower, with a negative effect on the estate as a whole in terms of values, desirability, falling occupancy levels, increased voids etc.

2.11 This inclusion is important if tenants of affordable homes are to feel a sense of local ownership and pride in the place.

**d) Principle 4 - A Sound Commercial Approach**

2.12 In view of the service charge shortfall that will inevitably occur as a result of the provision of affordable housing a sound commercial approach will be required to ensure mechanisms are in place to recover these costs. This is fundamental to the success of the BXC Estate Management Company and therefore the management of the overall estate.

**e) Principle 5 - Transport Coordination**

2.13 The Framework Travel Plan proposes the appointment of a transport coordinator, it is envisaged that the role and appointment of this position will be discussed and agreed with the Council but they could be appointed through the Estate Management Company.

2.14 One of the transport coordinators roles could be to have responsibility for monitoring, facilitating and encouraging visitors, owners and occupiers to adopt the sustainable principles of the Framework Travel Plan.

2.15 Other functions could include facilitating the following:

- Provision of information via the development IT network
- Monitor and survey transport modes
- Monitor, consult and advise on delivery and servicing
- Promoting public transport through incentives and information
- Monitoring car parking needs and advising the Development Partners on future development

## **SECTION 5: SUMMARY**

- 5.1 The delivery of the Development Partners' vision for the development will be assisted and maintained by a properly constituted Estate Management Company:
- 5.2 As outlined in this document it is proposed that stakeholder involvement will be maintained through:
- Town Centre Forum
  - Transport Advisory Group
  - Community Advisory Board
  - Advice from Design Professionals
- 5.3 The BXC Development Partners are committed to establishing a sustainable community encouraging the people that will live, work, shop and those who will spend leisure time on the development to engage in the sustainability of this new town centre. In order that this is achieved the BXC Estate Management Company will not only establish a robust maintenance strategy for the development including making this a safe place to live but will also demonstrate to the community and the other stakeholders the BXC Development Partners' commitment to the quality of place and to the quality of life on this development by its continual involvement and commitment to the consultative process outlined in this document.