



**Resources and Public Realm  
Scrutiny Committee**  
14<sup>th</sup> September 2021

**Report from the Strategic Director  
of Regeneration & Environment**

**Regeneration & Housing Zones in Brent**

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| <b>Wards Affected:</b>  | ALL  |
| <b>Key or Non-Key Decision:</b>   | Non-Key  |
| <b>Open or Part/Fully Exempt:</b><br><small>(If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)</small> | Open   |
| <b>No. of Appendices:</b>   | Ten<br>Appendix 1 – Growth Areas Map<br>Appendix 2 – Priority Town Centres Map<br>Appendix 3 – Regeneration Projects Map<br>Appendix 4 – Regeneration Projects Map Key<br>Appendix 5 – Alperton Housing Zone boundary<br>Appendix 6 – Wembley Housing Zone boundary<br>Appendix 7 – NCIL Projects List<br>Appendix 8 – Church End Initial Consultation<br>Appendix 9 – Morland Gardens Consultation<br>Appendix 10 – Cecil Avenue Design Influence |
| <b>Background Papers:</b>   | See Footnotes  |
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**1.0 Purpose of the Report**

- 1.1 To provide an overview and update on Regeneration across the borough
- 1.2 To set out progress with achieving the objectives for the two housing zones in Brent, meeting our obligations to the GLA as partial funders

## 2.0 Recommendation(s)

- 2.1 That the Committee note the context and progress for Regeneration across the borough
- 2.2 That the Committee is assured that progress is being made in the Alperton Housing Zone, in line with project plans and funding requirements
- 2.3 That the Committee is assured that progress is being made in the Wembley Housing Zone, in line with project plans and funding requirement.

## 3.0 Detail

### Regeneration : Vision and Policy

- 3.1 Brent's approach to regeneration extends far beyond the provision of new buildings. The Council seeks to take a holistic approach to regeneration that supports placemaking. Mixed use regeneration and development must deliver new homes and affordable homes, but also bring opportunities for businesses, in commercial and affordable workspaces, community facilities, and other aspects of social value through employment and training plans, and working with local schools and residents. Community Infrastructure Levy (CIL) and S106 planning obligations secure infrastructure for transport, education, health, open space, and measures for sustainability, energy and water use in new developments, to reduce carbon emissions and environmental impacts.
- 3.2 Brent's Regeneration policy framework is set out in a number of core documents, whose delivery flows down and is managed and monitored through corporate service planning and performance targets.
- 3.3 Brent's Inclusive Growth Strategy (IGS) 2019-2040<sup>1</sup> provides the evidence base, policies and actions to deliver the overarching vision for more inclusive regeneration and growth for businesses, residents and the wider benefit of the borough. The IGS is a long term strategy developed corporately, and identifies choices available to meet the challenges and seize the opportunities of regeneration and growth over the next 20 years. Progress delivering the IGS over 2020 was assessed and IGS actions to aid an inclusive recovery prioritised in the IGS 2020 Review<sup>2</sup>.
- 3.4 Brent's latest Borough Plan 2021-22<sup>34</sup> sets the vision and strategic priorities for the next 12 months. *A future built for everyone, an economy fit for all* sets objectives for physical, economic and social regeneration, and outcomes of new homes, jobs, infrastructure and place-making. Departmental annual service planning sets detailed activities, milestones and targets aligned to the

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<sup>1</sup> Brent Inclusive Growth Strategy 2019-2040 <https://www.brent.gov.uk/media/16418069/8383-igs-report-updated-contents-page-2021.pdf>

<sup>2</sup> Brent Inclusive Growth Strategy 2020 Review <https://www.brent.gov.uk/media/16418073/8649-inclusive-growth-strategy-spreads.pdf>

<sup>3</sup> Brent Borough Plan 2021-2022 <https://www.brent.gov.uk/media/16417953/borough-plan-2021-22.pdf>

<sup>4</sup> Brent Borough Plan 2019-2023 <https://democracy.brent.gov.uk/documents/s78452/08.%20Borough%20Plan%202019-2023.pdf>

Borough Plan. Other corporate strategies of relevance to regeneration are the Black Community Action Plan<sup>5</sup> and Climate Emergency Strategy 2021-2030<sup>6</sup>.

- 3.5 Brent's draft Local Plan<sup>7</sup> was examined Autumn 2020 and is scheduled for adoption Autumn 2021. The Plan addresses the significant challenges that the Council faces to meet the needs of a growing population. It sets the vision and policies for development in the borough to 2041, including 23,250 new homes to 2028/29 alongside necessary supporting infrastructure. It seeks to protect existing employment areas and increase jobs through intensification of business floorspace and as part of mixed use developments. Town centres are promoted as priority locations for retail and leisure uses, but with flexibility to ensure that they can diversify in response to changing shopping patterns.

### Growth Areas & Town Centres

- 3.6 Key to accommodating an increasing population are 8 growth areas (Appendix 1 – Growth Areas Map) viewed as the most sustainable spatial expression for growth, exploiting brownfield land, good access to public transport and higher densities to deliver the majority of new homes (minimum target of 33,785 new homes across the growth areas to 2040/41) alongside regeneration benefits and infrastructure. Regeneration focus to attract investment to these areas includes instruments such as detailed masterplans and planning frameworks to support mixed use regeneration, placemaking and promotion materials, and leverage of council assets and finance.

#### **Wembley (15,000 homes)**

Brent's largest growth area. London Plan Opportunity Area and GLA Housing Zone. Major mixed use regeneration surrounding Wembley Stadium at Wembley Park, and key development sites along Wembley High Road.

#### **Alperton (6,800 homes)**

GLA Housing Zone. Mixed use regeneration around local centre and former employment land along the Grand Union Canal. Includes St George major regeneration of former Northfields industrial site.

#### **South Kilburn (2,100 homes)**

Brent's largest remaining Council housing estate. Council-led regeneration of 1960s concrete tower blocks. Roughly halfway through 20 year programme. Award winning architecture and public realm. Masterplan review in 2016 saw over 400 consultation responses. Ballot in 2019 saw residents overwhelmingly back regeneration, with 84% residents voting Yes, on 72% residents turnout.

#### **Burnt Oak / Colindale (2,100 homes)**

Mixed use development along the A5 Edgware Road and low density commercial sites. Potential to link into regeneration of wider opportunity area.

#### **Church End (1,300 homes)**

<sup>5</sup> Brent Black Community Action Plan [https://www.brent.gov.uk/media/16418880/appendix-1-streamlined-brent-black-community-action-plan\\_accessible.pdf](https://www.brent.gov.uk/media/16418880/appendix-1-streamlined-brent-black-community-action-plan_accessible.pdf)

<sup>6</sup> Brent Climate Emergency Strategy 2021-2030 <https://www.brent.gov.uk/media/16418130/appendix-a-brent-climate-ecological-emergency-strategy-2021-2030-1.pdf>

<sup>7</sup> Brent Draft Local Plan [https://www.brent.gov.uk/media/16415859/core\\_01-regulation-19-draft-brent-local-plan.pdf](https://www.brent.gov.uk/media/16415859/core_01-regulation-19-draft-brent-local-plan.pdf)

Mixed use regeneration around revitalisation of local centre and new market square. Draft Local Plan extends growth area eastward to take in low density employment sites. Masterplan being drawn up.

**Neasden Stations (2,000 homes)**

Draft Local Plan designates for mixed use regeneration. Large development sites in single ownership. New Overground Station proposed as part of West London Orbital line. Masterplan SPD out for public consultation.

**Northwick Park (2,285 homes)**

Draft Local Plan designates as a new growth area. Brent Council, Northwick Park Hospital, University of Westminster and Network Homes One Public Estate partnership project, supported by £10m Housing Infrastructure Fund. Planning Committee 2021 approved masterplan for 1,600 new homes, plus a local hub, university sports and teaching facilities, and student accommodation.

**Staples Corner (2,200 homes)**

Draft Local Plan designates as growth area. Ambition to link into Brent Cross regeneration. Strategic Industrial Location, with growth subject to co-location and intensification of employment uses.

- 3.7 Brent's Town Centres are not only critical to the local economy but are hubs that fulfil important civic, retail, leisure, transport and community functions. Cabinet April 2017 agreed 9 priority town centres (Appendix 2 – Priority Town Centres Map) be designated. Development and action plans focus council and external investment, with Town Centre Managers providing additional support.

Regeneration Projects

- 3.8 An [interactive regeneration projects map](#)<sup>8</sup> best viewed in Internet Explorer browser is published on Brent Council website.
- 3.9 The regeneration projects map (Appendix 3) marks borough growth areas in yellow. 123 major regeneration projects are listed, categorised as 'Completed', 'In Progress' and 'Pipeline'. The majority of schemes are mixed use regeneration or housing developments, but infrastructure, town centres and meanwhile use projects are also listed. The attached map key (Appendix 4) provides a headline summary of the regeneration projects on the map, grouped by growth areas, and including indicative timescales. Further details and links for each project are available online. Regeneration projects are constantly changing and information and forecasts may quickly become dated.

Background to the Housing Zones

- 3.10 The London Housing Strategy 2014 proposed to create ten Housing Zones to accelerate housing delivery in areas with high development potential. Housing Zones would be supported by financial and planning and interventions, promote partnership working, and be underpinned by delivery frameworks, described as *a simple plan listing the sites in the relevant zone, the number of homes each could deliver, what the blockages are to delivery, what interventions might therefore be appropriate, and in what timeframe delivery could be achieved*<sup>9</sup>.

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<sup>8</sup> Regeneration Projects Map <https://www.brent.gov.uk/your-community/regeneration/regeneration-map/>

<sup>9</sup> Mayor of London (June 2014) Homes for London, The London Housing Strategy, p.75

- 3.11 Boroughs were invited to submit proposals, with the prospectus committing £400m funding for twenty Housing Zones to deliver up to 50,000 new homes across London in ten years. Brent Cabinet September 2014 resolved that bids be submitted for Alperton and Wembley to become Housing Zones.
- 3.12 The planned significant increase in new homes and associated improvements within the Wembley and Alperton Housing Zones forms a major part of the Council's regeneration and growth ambitions.

#### Alperton and Wembley Housing Zone designations

- 3.13 The Alperton Housing Zone (AHZ) bid proposed to increase the number of homes in the Alperton growth area from 1,600 to 3,572 by :
- 1) unlocking sites in the central character area by improving accessibility, connectivity and site specific interventions
  - 2) de-designation of Strategic Industrial Land (SIL) at Northfields Industrial Estate for residential development.
- £21.34m Housing Zone grant and loans were sought to deliver these strategies.
- 3.14 The Wembley Housing Zone (WHZ) bid proposed 1,570 new homes, supported by transport infrastructure, plus a rolling programme of development around the Wembley Triangle area, anchored by Council-owned land at the east of Cecil Avenue. £20m Housing Zone grant and loans were sought.
- 3.15 Both bids emphasised the importance of clear vision for each area and a supportive planning framework. Strong partnership working between the Council, landowners and developers would be required, given private control and in place fragmented ownership of development land within the zones, and a number of landowners and developers wrote letters of support for the bids. Council regeneration officer resource would be committed to programme manage the zones and facilitate their delivery.
- 3.16 GLA officers visited Alperton and Wembley, and LB Brent's bids were reviewed at Challenge Panels chaired by the Deputy Mayor for Housing & Land. Ultimately both bids succeeded. GLA announced the AHZ and WHZ designations July 2015 and LB Brent was the first borough to secure two Housing Zones (AHZ and WHZ boundaries, Appendix 5 and 6). Grant and loans were however less than set out in the bids, with the GLA notably not prepared to allocate £10m for proposed transport infrastructure for Wembley.

#### Alperton and Wembley Housing Zone funding agreements

- 3.17 Brent Cabinet July 2015 resolved to enter into funding agreements with the GLA for the Alperton and Wembley Housing Zones. Overarching Borough Agreements (OBAs) were signed January 2016. The OBAs set overarching principles, available funding for interventions, and expected outputs to be delivered by the end of March 2025. LB Brent also agrees to use reasonable endeavours to ensure any of its employees engaged in directly delivering

housing zone outputs are paid the London Living wage, and to subscribe to the Mayoral Concordat that new homes for sale be available for sale to Londoners before or at the same time as they are available to buyers from other countries.

- 3.18 For AHZ £17.9m funding was allocated to support delivery of 3,213 new homes (34% affordable). For WHZ £8m funding was allocated to support delivery of 2,380 new homes (38% affordable). New homes are to be delivered across a number of predominately private development sites in the zones. New homes coming forward on sites in receipt of Housing Zone funding are described as “direct” outputs, new homes coming forward without funding are “autonomous” outputs. The OBA AHZ and WHZ outputs are detailed below in Tables 1 and 2.
- 3.19 Brent Cabinet July 2016 also resolved to enter into an additional WHZ funding agreement with the GLA to drawdown £4.76m grant to fund acquisition of Ujima House. To this end a Borough Intervention Agreement (BIA) was signed March 2018, which secures the £8m WHZ funding for land acquisition within the WHZ to enable and facilitate deliver of the WHZ outputs.

| Table 1: AHZ OBA January 2016              |             |            | AHZ Status June 2021                          |             |                    |
|--|-------------|------------|---|-------------|--------------------|
| Borough Direct Zone Outputs                |             |            |   |             |                    |
| Site Name                                  | Homes       | AH%        | Current Status                                | Homes       | AH%                |
| Sunleigh Road                              | 324         |            | Local Plan Site Allocation                    | 395         | tbc                |
| Woodside Avenue                            | 445         |            | Planning Committee Resolution                 | 681         | 35%                |
| Mount Pleasant                             | 251         |            | Partial Completion                            | 162         | 25%                |
| Northfields                                | 1331        |            | On Site                                       | 3030        | 35%                |
| <b>TOTAL</b>                               | <b>2351</b> | <b>37%</b> | <b>TOTAL</b>                                  | <b>4268</b> | <b>35% to date</b> |
| <b>Borough Autonomous Zone Outputs</b>     |             |            | <b>Homes</b>                                  |             |                    |
| <b>TOTAL</b>                               | <b>862</b>  | <b>25%</b> | <b>TOTAL</b>                                  | <b>1408</b> | <b>54% to date</b> |
| <b>Provisional list of sites :</b>         |             |            |   |             |                    |
| Alperton House                             |             |            | Planning Permission                           | 474         | 35%                |
| Minavil House                              |             |            | On Site                                       | 251         | 90%                |
| 255 Ealing Road                            |             |            | Completed                                     | 125         | 30%                |
| 2 Atlip Road                               |             |            | Planning Permission                           | 99          | 23%                |
| 2 Atlip Centre                             |             |            | Local Plan Site Allocation                    | 335         | tbc                |
| Bridgewater Road                           |             |            | Planning Permission                           | 124         | 100%               |
| <b>AHZ TOTAL HOMES</b>                     | <b>3213</b> | <b>34%</b> | <b>AHZ TOTAL HOMES</b>                        | <b>5676</b> | <b>39% to date</b> |
| <b>Table 2 : WHZ OBA January 2016</b>      |             |            | <b>WHZ Status June 2021</b>                   |             |                    |
| <b>Borough Direct Zone Outputs</b>         |             |            |   |             |                    |
| Site Name                                  | Homes       | AH%        | Current Status                                | Homes       | AH%                |
| Fairgate, Ujima, Lanmor, Brent House Annex | 242         |            | Local Plan Site Allocation / Partial Complete | 200         | 15% to date        |
| Copland School site                        | 180         |            | Planning Permission                           | 250         | 35%                |
| Mahatma Gandhi House                       | 94          |            | Completed                                     | 198         | 20%                |
| St Joseph's Social Club                    | 108         |            | Local Plan Site Allocation                    | 60          | tbc                |
| Wembley Hill Road                          | 27          |            |   |             |                    |
| <b>TOTAL</b>                               | <b>651</b>  | <b>33%</b> |   | <b>708</b>  | <b>23% to date</b> |
| <b>Borough Autonomous Zone Outputs</b>     |             |            | <b>Homes</b>                                  |             |                    |
| <b>TOTAL</b>                               | <b>1729</b> | <b>39%</b> |   | <b>2194</b> | <b>35%</b>         |
| <b>Provisional list of sites :</b>         |             |            |   |             |                    |
| Canada Court                               |             |            | Complete                                      | 743         | 44%                |
| Quintain South West Lands                  |             |            | Partial Complete                              | 900         | 30%                |
| Chesterfield House                         |             |            | Complete                                      | 239         | 28%                |
| Brent House                                |             |            | Complete                                      | 248         | 30%                |
| Cottrell House                             |             |            | Complete                                      | 64          | 25%                |
| <b>WHZ TOTAL HOMES</b>                     | <b>2380</b> | <b>38%</b> | <b>WHZ TOTAL HOMES</b>                        | <b>2902</b> | <b>32%</b>         |

## Governance & Delivery Progress

- 3.20 Cabinet has regularly received reports and made the key decisions to progress the Housing Zones. Cabinet September 2014<sup>10</sup> approved submission of the application to the GLA to establish Housing Zones in Alperton and Wembley, then July 2015<sup>11</sup> to enter into contract with the GLA for funding and delivery. Reports were taken to Cabinet July 2016<sup>12</sup> to acquire Ujima House, July 2017<sup>13</sup> to enter into a delivery partnership, January 2018<sup>14</sup> for the Council to lead on design and planning for its own development land. Cabinet March 2020<sup>15,16</sup> approved in principle Compulsory Purchase Order use to support regeneration at Abbey Manufacturing Estate and Grand Union (formerly Northfields). Cabinet August 2021<sup>17</sup> approved procurement of a delivery partner to redevelop the Council's sites at Cecil Avenue and Ujima House. The Lead Member for Regeneration, Property & Planning is regularly briefed on the Housing Zones.
- 3.21 AHZ and WHZ delivery is overseen by a joint Council and GLA Investment Board, and by the Council Regeneration Board and Capital Programme Board as part of the Council's capital programme. The Operational Director, Regeneration, Growth and Employment is the Housing Zone Sponsor.

### Alperton Housing Zone

- 3.22 Housing delivery within the AHZ has been strong since designation in 2015. Latest data shows planning permission granted for 5411 new homes (38% affordable), with 3389 homes started and 125 homes surveyed as completed. Table 1 (3.9. above) on the left compares plans for AHZ OBA listed sites in 2015, with on the right their current status today. Progress on AHZ OBA listed sites is good, with the sites delivering more homes, and more and a higher proportion of affordable homes.
- 3.23 The Alperton Masterplan SPD (2011) provided an initial planning framework for mixed use regeneration for the area, setting out a vision, place-making improvements, and key connections to and along the canal and through new development, but is now superseded by Brent's draft Local Plan, which identifies potential for greater development capacity and delivery for the area.
- 3.24 The Council works closely with developers across AHZ to promote mixed use regeneration. Significant progress is observed in planning and developing major schemes on the land identified for development under the AHZ bid and elsewhere in the zone. Landowners and developers were approached regarding GLA AHZ funding to support development of their sites, however the AHZ funding allocation was not taken up and was withdrawn in 2018, albeit Alperton retains its AHZ status.

### **Image 1 : Grand Union (formerly Northfields) Masterplan (18/0321 DAS)**

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<sup>10</sup> Cabinet September 2014 Decision <https://democracy.brent.gov.uk/ieDecisionDetails.aspx?Id=2948>

<sup>11</sup> Cabinet July 2015 Decision <https://democracy.brent.gov.uk/ieDecisionDetails.aspx?AllId=16430>

<sup>12</sup> Cabinet July 2016 Decision <https://democracy.brent.gov.uk/ieDecisionDetails.aspx?AllId=21140>

<sup>13</sup> Cabinet June 2017 Decision <https://democracy.brent.gov.uk/ieDecisionDetails.aspx?AllId=27166>

<sup>14</sup> Cabinet January 2018 Decision <https://democracy.brent.gov.uk/ieDecisionDetails.aspx?AllId=31502>

<sup>15</sup> Cabinet March 2020 Decision <https://democracy.brent.gov.uk/ieDecisionDetails.aspx?AllId=47599>

<sup>16</sup> Cabinet March 2020 Decision <https://democracy.brent.gov.uk/mglIssueHistoryHome.aspx?Id=50432>

<sup>17</sup> Cabinet August 2021 <https://democracy.brent.gov.uk/ieListDocuments.aspx?CId=455&MId=6571>



Council support for regeneration in AHZ since designation in 2015 includes :

- Landowner and developer engagement
- Planning permission for 5411 new homes (38% affordable)
- Work with SEGRO to develop a Masterplan prior to Northfields disposal
- Northfields SIL de-designation for major mixed use regeneration
- St George Masterplan on site for c3,000 new homes (35% affordable) with s106 package including 19,000sqm employment floorspace, highways works, healthcare, community and nursery facilities, c5.7 acres public open space
- Alperton Community School 2FE expansion
- Junction, pedestrian and cycle improvements
- Public realm and road safety improvements at Alperton Station
- Canal towpath improvements
- Article 4 directions to prevent permitted development changes of employment space to residential use
- In principle Compulsory Purchase Order use agreed to support regeneration at Abbey Manufacturing Estate and Grand Union (formerly Northfields)
- Transport assessment to identify infrastructure requirements to support growth
- Artist Studio Company affordable workspace
- £0.7m S106 contributions
- £7.3m Community Infrastructure Levy

Delivery Progress : Wembley Housing Zone

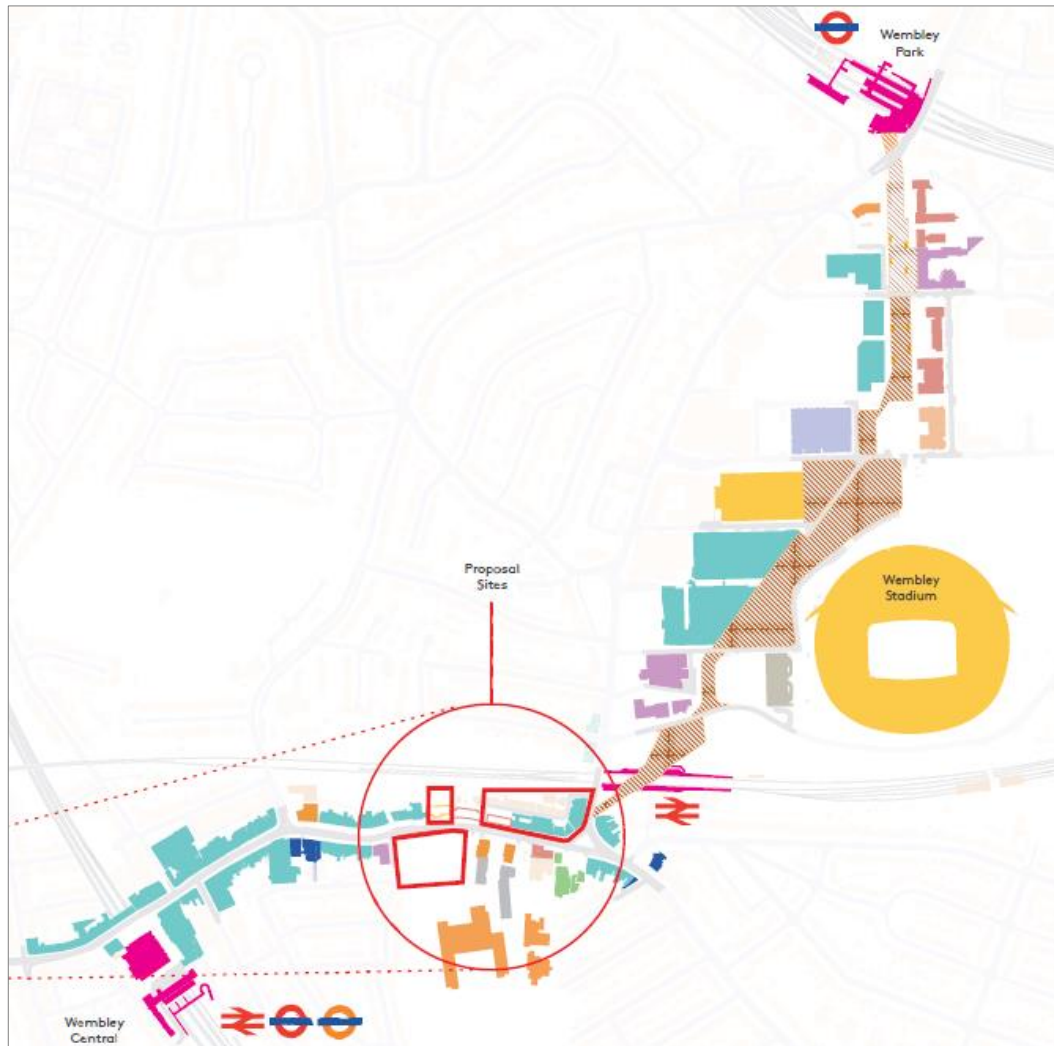
3.25 Housing delivery within the WHZ has been strong since designation in 2015. Latest data shows planning permission granted for 13073 new homes (27% affordable), with 4736 homes started and 1669 homes surveyed as completed.



Table 2 (3.9. above) on the left compares plans for WHZ OBA listed sites in 2015, with on the right their current status today. Progress on WHZ OBA listed sites is good, with the sites delivering more homes and more affordable homes, albeit a slightly lower proportion of affordable homes.

- 3.26 The Wembley Area Action Plan (WAAP, 2015) provides the planning framework for mixed use regeneration, setting out the vision and objectives for Wembley, and providing policies and site allocations across its distinctive character areas. A new Wembley Calling (2015) vision for regeneration was also produced to promote the opportunity for new homes, jobs, infrastructure and places.
- 3.27 Council WHZ focus is upon regeneration around the Wembley Triangle area. The vision is to revitalise the eastern stretch of Wembley High Road, with high quality housing led-schemes. Commercial and community uses will create an active frontage in this gateway location, linking established Wembley Central Town Centre with the new Wembley Park regeneration. Planning permissions for regeneration of Council land are now secured, and Cabinet July 2021 approved procurement of a delivery partner and redevelopment of the sites. Council intervention via i4B has also included exercising strategic S106 options to acquire a block of 152 flats for keyworkers within the Quintain regeneration.

**Image 2 : Wembley Housing Zone / Triangle context**



Council WHZ intervention at Wembley Triangle delivery progress includes :

- Land owner and developer engagement
- Council acquisition of Ujima House with GLA WHZ grant
- Council appointment of KCA architects and design team
- Masterplan for key sites and improvements around Wembley Triangle
- Planning permissions for high quality mixed use development of Council land for 304 new homes (min. 35% affordable), 4200sqm commercial and community space, publically accessible green space, improved public realm
- Cabinet recommended to approve Council-led delivery of Cecil Avenue and Ujima House sites for mixed use regeneration, including 50% affordable homes
- Meanwhile use of Ujima House to support local community and business use
- School arts project for Cecil Avenue site hoarding
- Highways repairs and new lighting at Ark Elvin school entrance
- Article 4 directions to prevent permitted development changes of employment space to residential

## CIL / S106

- 3.28 Brent collects Community Infrastructure Levy (CIL) and a smaller amount of S106 contributions from new developments which pay for local infrastructure. Legally CIL must be spent on infrastructure needed to support development in Brent and the Council is required to produce an Infrastructure Funding Statement (IFS) each year. The IFS sets out the infrastructure or types of infrastructure the Council intends to fund either wholly or partly by CIL or S106.
- 3.29 Strategic Community Infrastructure Levy (SCIL) pays for major infrastructure. SCIL approved spend for placemaking, transport, health and education infrastructure within AHZ and WHZ since 2015 is detailed below in Table 3.

**Table 3: Approved SCIL (since 1<sup>st</sup> April 2015)**

| Approved Project               | Housing Zone  | Allocated SCIL Budget | Spend          | Remaining Budget |
|--------------------------------|---------------|-----------------------|----------------|------------------|
| Olympic Way                    | Wembley       | £17.8m                | £17.8m         | £0               |
| North End Road Connection      | Wembley       | £4.24m                | £3.15m         | £1.09m           |
| Wembley Two Way Working        | Wembley       | £1.76m                | £1.69m         | £0.07m           |
| Medical Centres                | 1 in Alperton | £2.33m                | £0             | £2.33m           |
|                                | 1 in Wembley  |                       |                |                  |
| United Colleges Group          | Wembley       | £6.50m                | £0             | £6.50m           |
| Onside Youth Zone              | Wembley       | £2.15m                | £0             | £2.15m           |
| Morland Gardens                | Stonebridge*  | £15.20m               | £0             | £15.20m          |
| <b>Total</b>                   |               | <b>£49.98m</b>        | <b>£22.64m</b> | <b>£27.34m</b>   |
| * Main LB Brent START facility |               |                       |                |                  |

- 3.30 Neighbourhood Community Infrastructure Levy (NCIL) provides grants for community projects to support regeneration in the borough. Since 2017, 33 NCIL projects in the Wembley and Alperton area have received grant totalling £1.82m (NCIL Projects List, Appendix 7), with a further 6 NCIL projects not listed provisionally allocated grant totalling an additional £0.46m. Further details regarding NCIL are published on the Brent Council website<sup>18</sup>.
- 3.31 S106 Employment and Skills planning obligations play an important role in promoting the availability and variety of jobs and workspaces in the borough, including ensuring local residents have the skills and experience necessary to take advantage of the job and business opportunities created by regeneration. Developers of major schemes are required under S106 to submit an 'Employment and Training Plan' which sets how employment opportunities can be maximised and enhance the employability skills of Brent residents. The Brent Works team work with applicants on the plan and its implementation.

<sup>18</sup> Neighbourhood Community Infrastructure Levy (NCIL) <https://www.brent.gov.uk/your-community/community-grants-and-voluntary-sector-support/funding-finder/neighbourhood-community-infrastructure-levy-ncil-fund/>

- 3.32 Since 2016, Brent Works have worked alongside the Planning team to support the creation and implementation of over 50 Employment and Training Plans. These have supported the creation of over 400 job and Apprenticeship opportunities for local people across the borough.

### Community Engagement

- 3.33 Brent's Borough Plan commits to working closely with local communities to strengthen existing relations and build new ones, by engaging effectively with communities and increasing resident satisfaction and involvement. Regeneration can change physical, economic and social characteristics of local communities. Effective community engagement therefore requires existing communities be given opportunities to shape and influence regeneration from beginning to end, whilst at the same time acknowledging the benefits regeneration brings for new communities coming into the area.
- 3.34 Brent's Statement of Community Involvement (2017)<sup>19</sup> sets out the Council's approach to community engagement for Development Plan and Supplementary Planning Documents, Neighbourhood Plans and Planning Applications. Methods employed including Council Publications, Community Events, Direct Mail/Emails, Exhibitions, Documents, Press Notices/ Releases, Meetings, Site Notices, Social Media/Digital, User Forums, Surveys, Websites, Workshops.
- 3.35 For major regeneration projects, dedicated community engagement and consultation strategies and plans are typically drawn up in advance of implementation. The following examples illustrate how consultation with local community groups and residents influences major regeneration projects, and detail the range of outreach and consultation methods employed to that end.

#### Example 1 : Brent Draft Local Plan Consultation (2017-2021)

- 3.36 Brent's draft Local Plan has been developed through extensive consultation at all stages with Brent's communities and key partners. Investment in infrastructure and the need for new affordable, family and specialist homes is recognised, and overall the draft Plan has been well received. Initial engagement to raise awareness of key challenges and opportunities took place in 2017 with a focused 'Issues and Options' consultation in 2018. The digital platform 'Commonplace' was used to engage with residents and stakeholders. A 'preferred options' consultation followed in 2018/19 with a final draft Plan published for consultation in 2019. This version was submitted for examination, after report from the Planning Inspectorate and further consultation on final modifications, we anticipate adoption of the Plan to take place in Autumn 2021.

#### Example 2 : Carlton and Granville Centre (2016-)

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<sup>19</sup> Brent Statement of Community Involvement 2017 <https://www.brent.gov.uk/media/16408316/statement-of-community-involvement-final.pdf>

3.37 To inform the South Kilburn regeneration proposals for the Carlton and Granville Centre a local stakeholder group comprising representatives from existing occupiers and the local community was formed at the start of the development of the Phase 2 proposals. The group works with the Council and the architects of the new scheme, to ensure designs and proposals fully reflect their needs and community asks. Community and workspace elements include:

- Children's Centre/Family Hub
- Granville Plus Nursery School
- Enterprise Space managed by South Kilburn Trust
- Community Space managed by South Kilburn Trust
- Granville Community Kitchen

The group has been involved at every step of the journey to date and will continue to do so, including with procurement of the contractor who will build out final scheme.

#### Example 3 : Morland Gardens Redevelopment (2019-)

3.38 Following public consultation events and meetings with Stonebridge Ward Members, a Community Steering Group was established to inform scheme design and delivery (Appendix 8 – Morland Gardens Consultation). Representatives from local community organisations include local churches, BANG Edutainment, Crisis, local housing associations, and residents. Input from the steering group shaped the overall design of the building including how the Education and Skills centre should be a community asset, have space for local entrepreneurs to operate from (affordable workspace) and discussion around accommodation centred around affordability (social housing), size (3 and 4 bedrooms) and priority (local residents to have priority placement). The steering group is being re-engaged to help with procurement of contractors.

#### Example 4 : Church End Growth Area Masterplan SPD (2021-)

3.39 Brent's draft new Local Plan extends the existing Church End Growth Area and sets the ambition for regeneration around the local town centre and employment sites, for at least 1,000 new homes, new employment floorspace, community facilities, market, green space and a new secondary schools by 2041. Regeneration lead production of a Masterplan SPD to set the vision and detailed planning policy and urban design framework to ensure change is planned, coherent and supported by infrastructure.

3.40 Church End is home to a diverse range of existing residents, businesses and community groups, and is an area hit particularly hard by the COVID-19 pandemic. Early consultation was quickly identified as needed as part of the phased consultation strategy. Given the COVID-19 pandemic a hybrid approach was adopted. Online consultation, interviews and workshops, complemented by flyers and posters, were used for initial consultation, but as restrictions eased, more face to face engagement was undertaken with an outdoor public consultation event at the local market, a visit to Leopold primary school, and a local business survey. Engagement with young people in the area

also included collaboration with charity United Borders to produce a short video<sup>20</sup>, interviewing local residents to consider what regeneration means and whether it can benefit them. Lead Member and Ward Councillors were regularly updated during the initial 4 month consultation.

- 3.41 All feedback is recorded and is now being used to inform the draft vision, urban design framework and development options, which will be taken back to Church End in the form of two public exhibitions at the end of the summer. More detail on the Church End Growth Area Masterplan SPD initial consultation is appended (Appendix 8 – Church End Initial Consultation).

#### Example 5 : Wembley Housing Zone : Land east of Cecil Avenue (2018)

- 3.42 The Regeneration team submitted Wembley Housing Zone planning applications on council-owned land to the east of Cecil Avenue and Ujima House August 2019, and were subject statutory consultation. Typical for council-led regeneration projects pre-planning consultation was undertaken, with two public exhibitions, engagement with stakeholders including the adjacent Ark Elvin School, and a workshop with local school children. The design team also worked with Stephen Lawrence Charitable Trust to engage young people and provide work experience and mentoring opportunities.
- 3.43 For the proposed scheme at Cecil Avenue, local residents and stakeholder's opinion focused on transport, affordability, local impacts and public space issues. How did the consultation influence proposals? Consultation directly influenced design of the public realm, play and community spaces in the scheme taken forward for planning and which Cabinet has now resolved to be built out. (Appendix 9 – Cecil Avenue Design Influence).

#### **4.0 Financial Implications**

- 4.1 No financial implications resulting from this report.

#### **5.0 Legal Implications**

- 5.1 No legal implications resulting from this report.

#### **6.0 Equality Implications**

- 6.1 No equalities implications resulting from this report.

#### **7.0 Consultation with Ward Members and Stakeholders**

- 7.1 Lead Member for Regeneration, Property & Planning briefed on this report.

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<sup>20</sup> United Borders : Regeneration Gap : <https://www.youtube.com/watch?v=yG2RDP2Ahal>

**8.0 Human Resources/Property Implications (if appropriate)**

8.1 Regeneration and Spatial Planning staff produced this report.

**Report sign off:**

**ALAN LUNT**

Strategic Director of Regeneration &  
Environment