

BRENT CROSS NEEDS ASSESSMENT

June 2025

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Introduction

The Brent Cross Cricklewood programme is due to open its first community space at Plot 13 in the heart of our new neighbourhood, Brent Cross Town this year. Alongside a community engagement survey carried out from October – December 2024 with 185 responses (See Appendix 1), this needs assessment will identify the needs and priorities of local people that the community space can work to address.

Robust data will also set a baseline to track the development of the Brent Cross Cricklewood programme as it progresses, and this needs assessment will contribute to monitoring how the new infrastructure at Brent Cross Town is changing the demographics and responding to the needs in the area. Key to understanding the needs of Brent Cross Town is learning where outcomes are disproportionately negative compared to Barnet/England, as well as where outcomes are reported to be particularly positive.

The majority of data used comes from publicly available sources such as Census 2021 with other data pulled from Department for Work and Pensions (DWP), Department for Culture, Media, and Sport (DCMS), Ministry of Housing, Community, and Local

Government (MHCLG), and the Community Life Survey. It worth noting that the 2021 census took place against the background of the Covid-19 pandemic, as well as having a potential impact on health, the disruption of lifestyles and usual working patterns meant existing inequalities were at risk of widening. More information on the methodology of data collection and background can be accessed here: [Census - Office for National Statistics](#).

Geographical areas of study

Brent Cross Cricklewood

The needs assessment will analyse the Brent Cross Cricklewood ('BXC') area as seen in Figure 1 and the Brent Cross 15-minute radius ('BX – 15-minute radius') as seen in Figure 2. Data for these two areas is compared to data in Barnet/London/England.

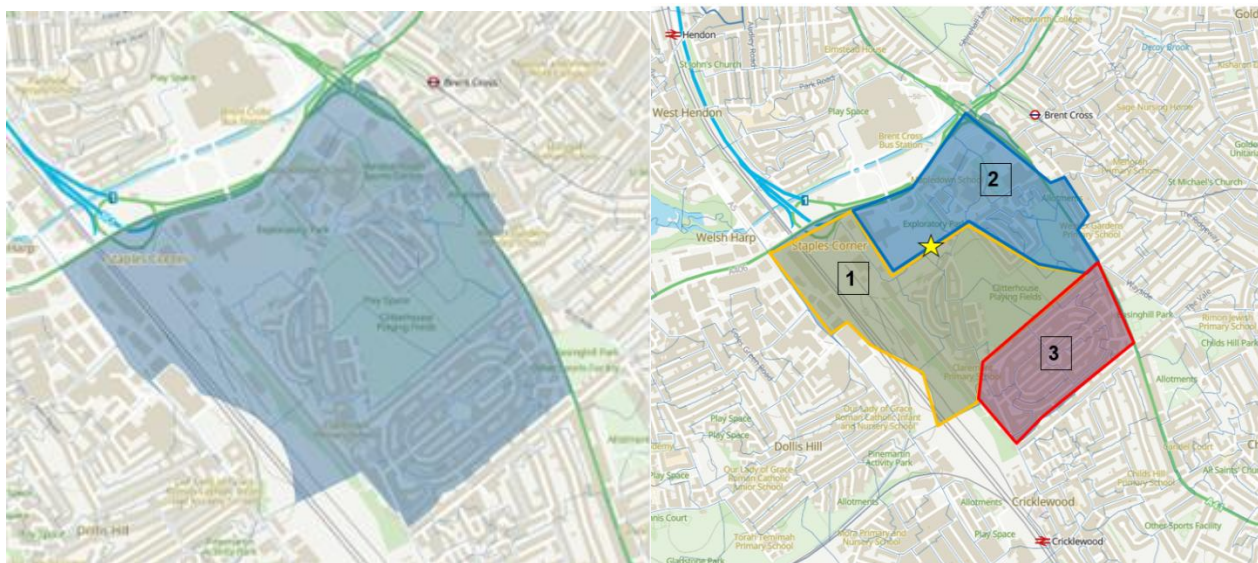


Figure 1 (left): Brent Cross Cricklewood (BXC) area of analysis split into three neighbourhoods

Figure 2 (right): 1) Brent Terrace, Clitterhouse Crescent, Claremont Road, 2) Whitefield Estate and Marble Drive, 3) Golders Green Estate. The Plot 13 community space is identified by the yellow star.

Brent Cross Cricklewood ('BXC') refers to the area shown in Figure 1 and is made up of the three neighbourhoods shown in Figure 2. These neighbourhoods were chosen as each area has specific localised priorities around the development and are likely to be impacted differently by works taking place and other changes resulting from the regeneration programme

This area is made up of the following 18 Output Areas: E00001061, E00001076, E00001078, E00001079, E00001081, E00001082, E00001083, E00001084, E00001085, E00001086, E00001087, E00001089, E00001090, E00001091, E00178734, E00178806, E00178828, and E00178871.

Brent Cross 15 minute radius ('BX – 15 minute radius')

The second area of analysis is the 15-minute walking radius of Brent Cross Town. While the Plot 13 community space must serve the needs of those who live in and around Brent Cross Town, understanding the characteristics and measuring the needs of those who would be within walking distance is important in ensuring the offer is responsive to a wider catchment.

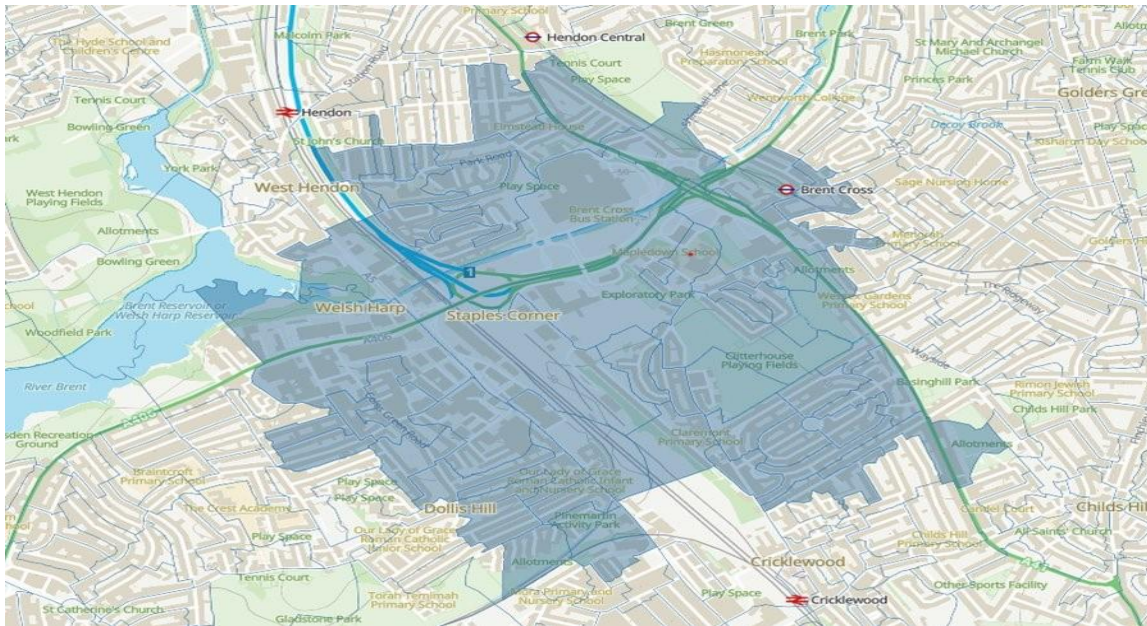


Figure 3: A 15-minute walking radius from the centre of Brent Cross Town at the Visitor's Pavillion, close by the Plot 13 community space

This area acknowledges that although a regeneration project may have its marked development boundaries, the influence of the Brent Cross Town works will be felt in the wider community. However, this area of analysis is also complex because of severance from the North Circular Road, running through the middle of the area which makes it more difficult for people to get around the area, and may be less inclined to travel to access opportunities south of the North Circular.

This area is made up of the following 51 Output Areas: E00000710, E00000714, E00001061, E00001066, E00001075, E00001076, E00001078, E00001079, E00001081, E00001082, E00001083, E00001084, E00001085, E00001086, E00001087, E00001089, E00001090, E00001091, E00001495, E00001496, E00001506, E00001511, E00001512, E00001516, E00001518, E00001519, E00001520, E00002429, E00002430, E00002431, E00002434, E00002437, E00002438, E00002448, E00002452, E00002453, E00002455, E00002728, E00178727, E00178734, E00178806, E00178821, E00178828, E00178847, E00178866, E00178871, E00178896, E00178913, E00179008, E00179056, and E00179059.

Statistics of interest

The topics included in this needs assessment are population demographics, economy and measures of deprivation, community, health and disability, digital exclusion, and car ownership.

| Indicator | Topic | Time period | Source |
|--|-------------------------|--------------|--|
| Age distribution by sex | Population demographics | 2021 | United Kingdom Census (2021). Office for National Statistics. |
| Household composition | Population demographics | 2021 | United Kingdom Census (2021). Office for National Statistics. |
| Housing tenure | Population demographics | 2021 | United Kingdom Census (2021). Office for National Statistics. |
| English proficiency | Population demographics | 2021 | United Kingdom Census (2021). Office for National Statistics. |
| Ethnicity | Population demographics | 2021 | United Kingdom Census (2021). Office for National Statistics. |
| Household composition | Population demographics | 2021 | United Kingdom Census (2021). Office for National Statistics. |
| Religious belief | Population demographics | 2021 | United Kingdom Census (2021). Office for National Statistics. |
| Education – level of qualification | Population demographics | 2021 | United Kingdom Census (2021). Office for National Statistics. |
| Indices of Deprivation – Income domain | Economy | 2019 | English indices of deprivation (2019). Ministry of Housing Communities and Local Government. |
| Universal credit claimants | Economy | January 2025 | Department for Work and Pensions. |
| Household income | Economy | 2019/20 | Office for National Statistics. |
| Labour market status | Economy | 2021 | United Kingdom Census (2021). Office for National Statistics. |
| Civic engagement | Community | 2017-2021 | Community Life Survey (2023). Department for Culture, Media & Sport. |
| Neighbourhood strength and cohesion | Community | 2017-2021 | Community Life Survey (2023). Department for Culture, Media & Sport. |
| Disability status | Health and disability | 2021 | United Kingdom Census (2021). Office for National Statistics. |
| Self-reported health | Health and disability | 2021 | United Kingdom Census (2021). Office for National Statistics. |
| Digital Exclusion Risk Index (DERI) score | Digital exclusion | 2021 | Greater Manchester Office of Data Analytics. |
| Broadband download and upload speed (Mb/s) | Digital exclusion | 2023 | Ofcom |
| Median broadband data use (GB) | Digital exclusion | 2023 | Ofcom |
| Car ownership | Car ownership | 2021 | United Kingdom Census (2021). Office for National Statistics. |

Population demographics

This section establishes some key demographic indicators of who is living in the area and looks at:

- Age distribution
- Household composition
- Housing tenure
- English proficiency
- Ethnicity
- Household composition
- Religion
- Education

Age distribution

- **More children and young people under the age of 19 than Barnet/London/England averages.**
- **Less people aged 65+ than Barnet/London/England averages.**
- **Similar proportions of people aged 20-64 compared to Barnet/London/England averages.**

Figures 4a and 4b show a higher proportion of people between the age of 0-19 across the Brent Cross areas, especially in Brent Cross Cricklewood, compared to Barnet/London/England. This aligns with responses from the community survey where family-friendly activities geared towards children and young people were a popular request by respondents. When asked why they would rent out the community space, 40% of respondents gave their reasoning as birthday parties for children/family events.

The proportion of people aged between 20-64 is similar to proportions across Barnet/London/England, suggesting that activities for this age group should be comparable to those offered especially to London including a mix of professional, recreational and social activities.

There is a lower proportion of people aged 65+, especially in Brent Cross Cricklewood, compared to Barnet/London. Nevertheless, this does not eliminate the need for targeted activities and services for older people such as social clubs and initiatives to engage older adults. There were also specific requests for events not geared solely towards families, as residents without children did not find these activities relevant to take part in.

Overall, the community space's role in providing various services and activities is crucial in addressing the needs of Brent Cross residents across the life course as well as those residing around it, ensuring inclusivity.

Age distribution of male population by area

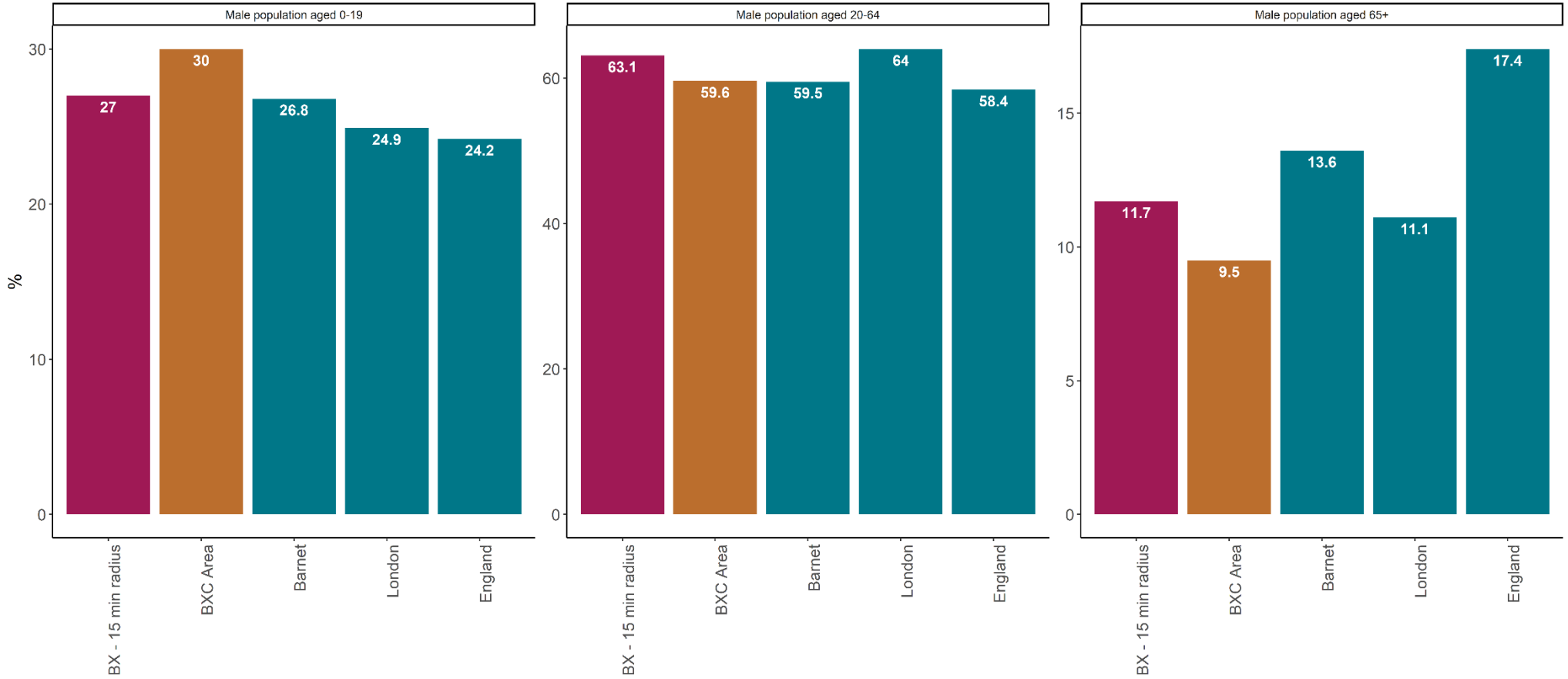


Figure 4a: Age distribution of male population in the BX-15-minute radius/BXC area/ Barnet/London/ England

Age distribution of female population by area

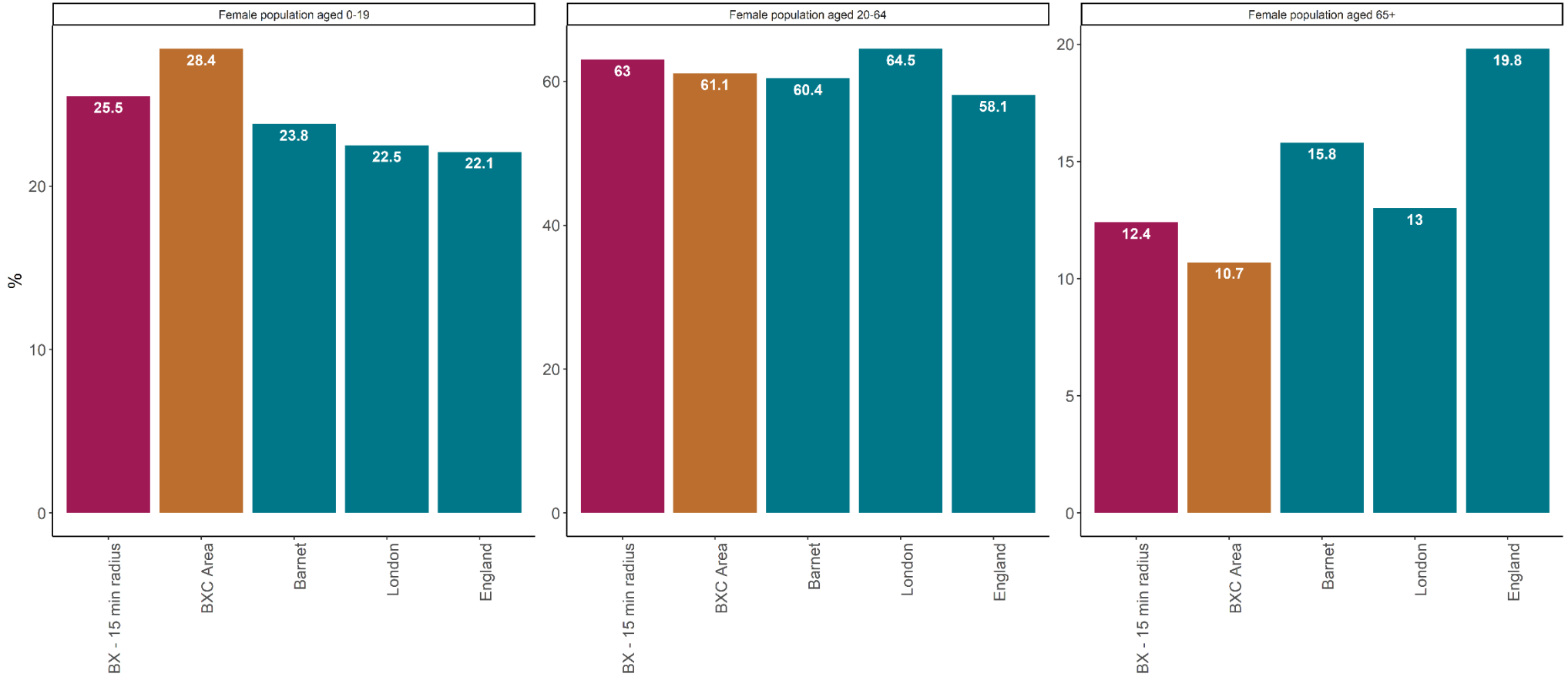


Figure 4b: Age distribution of female population in the BX-15-minute radius/BXC area/ Barnet/London/ England

Household composition

- **Similar proportion of one person households to Barnet/London/England averages.**
- **Overall, higher proportion of households with dependent children.**

Figure 5 shows a higher proportion of lone parents across the Brent Cross areas compared to Barnet/London/England. Fewer people over the age of 66 live alone in a single person household in Brent Cross which is supported by the age distribution graphs showing lower proportions of residents in this age group.

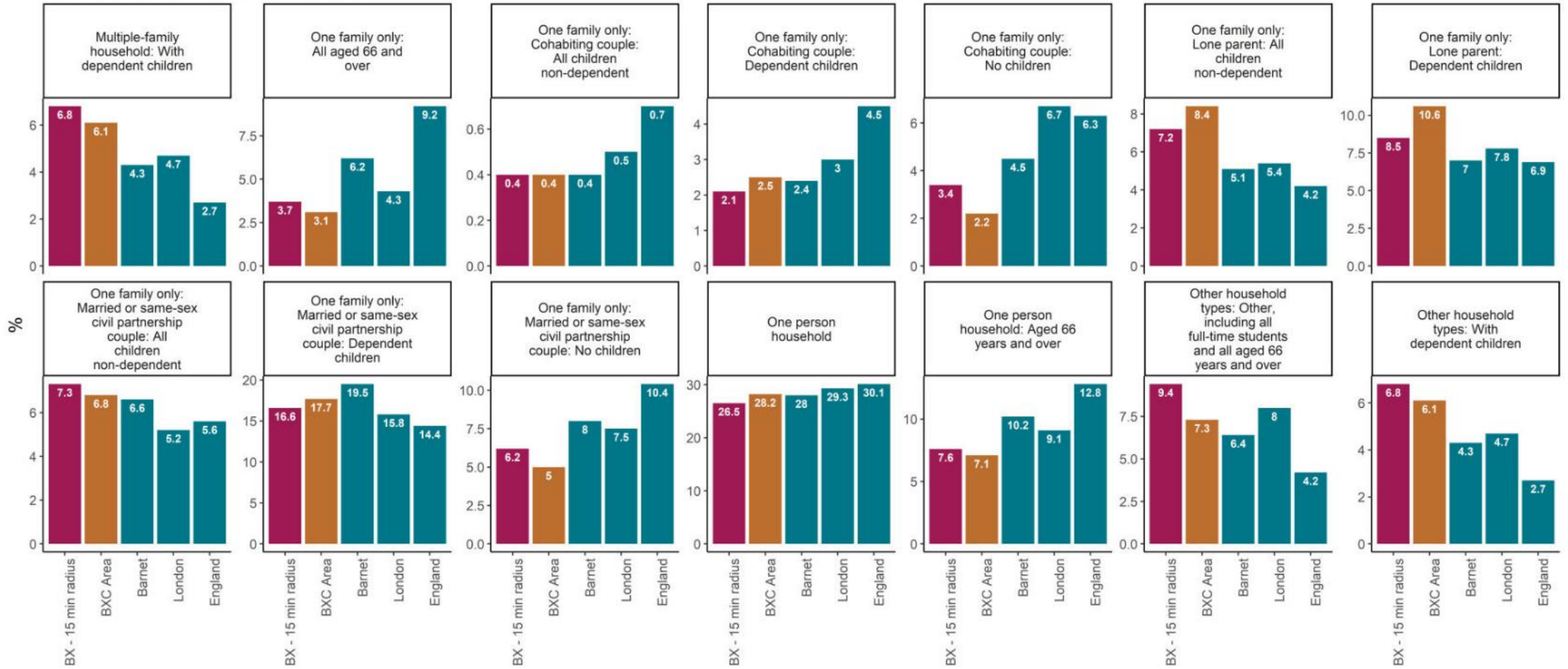
The high proportion of households with dependent children across Brent Cross supports the age distribution data of higher proportions of children and young people aged 0-19. Multi-family households with dependent children, lone parents with dependent children, and other household types with dependent children all have higher proportions in the Brent Cross areas compared to Barnet/London/England.

Under the category of 'One family only: Married or same-sex civil partnership couple: Dependent children', the proportion across the Brent Cross areas is higher than the London/England averages. The proportion of lone-parent households is also higher across the Brent Cross areas compared to London/England averages, highlighting the need to consider additional support requirements

for lone parent households. Barnet is known to be an attractive borough for families with children due to a high number of schools, town centres, and green spaces. Therefore, although the proportion of married or civil partnership couples with dependent children is higher in Barnet compared to the Brent Cross areas, the Brent Cross areas still have a relatively high proportion of such family types.

There is a higher proportion of [multiple-family households](#) with dependent children across the Brent Cross areas. The reasons why people live in multiple-family households are varied – it may be to balance responsibilities for childcare, be a cultural norm to strengthen family relationships, or for practical reasons to save money. This highlights the importance of the community space and ensuring there are services and programmes available for families, including health and wellbeing programmes, educational workshops, social events and recreational activities.

Household Composition by Area



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Figure 5: Household composition in the BX-15-minute radius/BXC area/Barnet/London/England

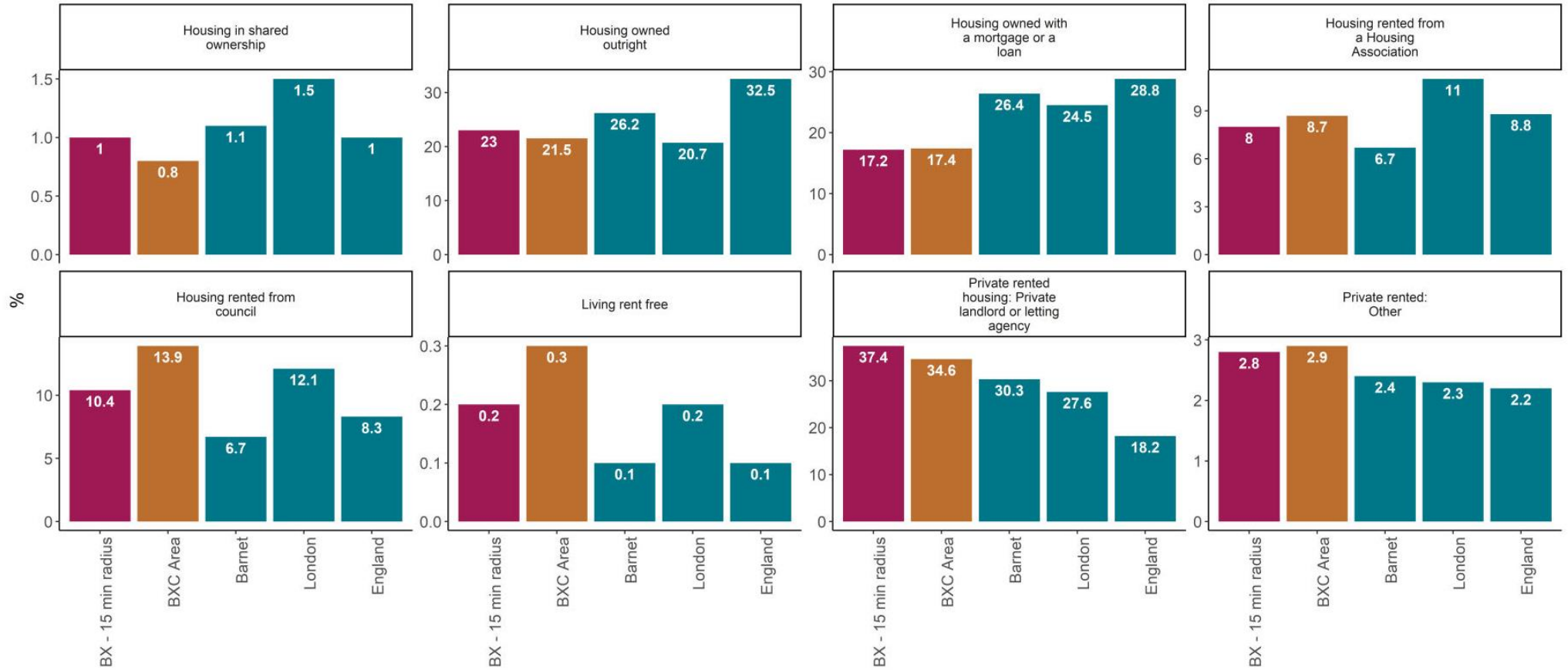
Housing tenure

- **More people rent than buy compared to Barnet/London/England averages.**

As the development progresses in Brent Cross Cricklewood, housing tenure is expected to change significantly with more housing being built. Currently, there is a higher proportion of privately rented housing in the Brent Cross areas compared to Barnet, London, and England (Figure 6). Fewer people in Brent Cross own their homes outright or with a mortgage compared to the Barnet average.

At the time the data was collected, the presence of council housing, such as the Whitefield Estate, explains the high proportion of people renting from the council in Brent Cross Cricklewood compared to Barnet. It is noted that residents of the Whitefield Estate have now moved into their new homes, many of which within the development at Brent Cross Town. It is, therefore, essential to ensure that residents with non-secure tenancies feel part of the local community and are engaged in community development. Additionally, targeted campaigns for renters, including tenant rights education and rental assistance, are needed as part of any programmes delivered at the community space.

Housing Tenure by Area



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Figure 6: Household tenure in the BX-15-minute radius/BXC area/Barnet/London/England

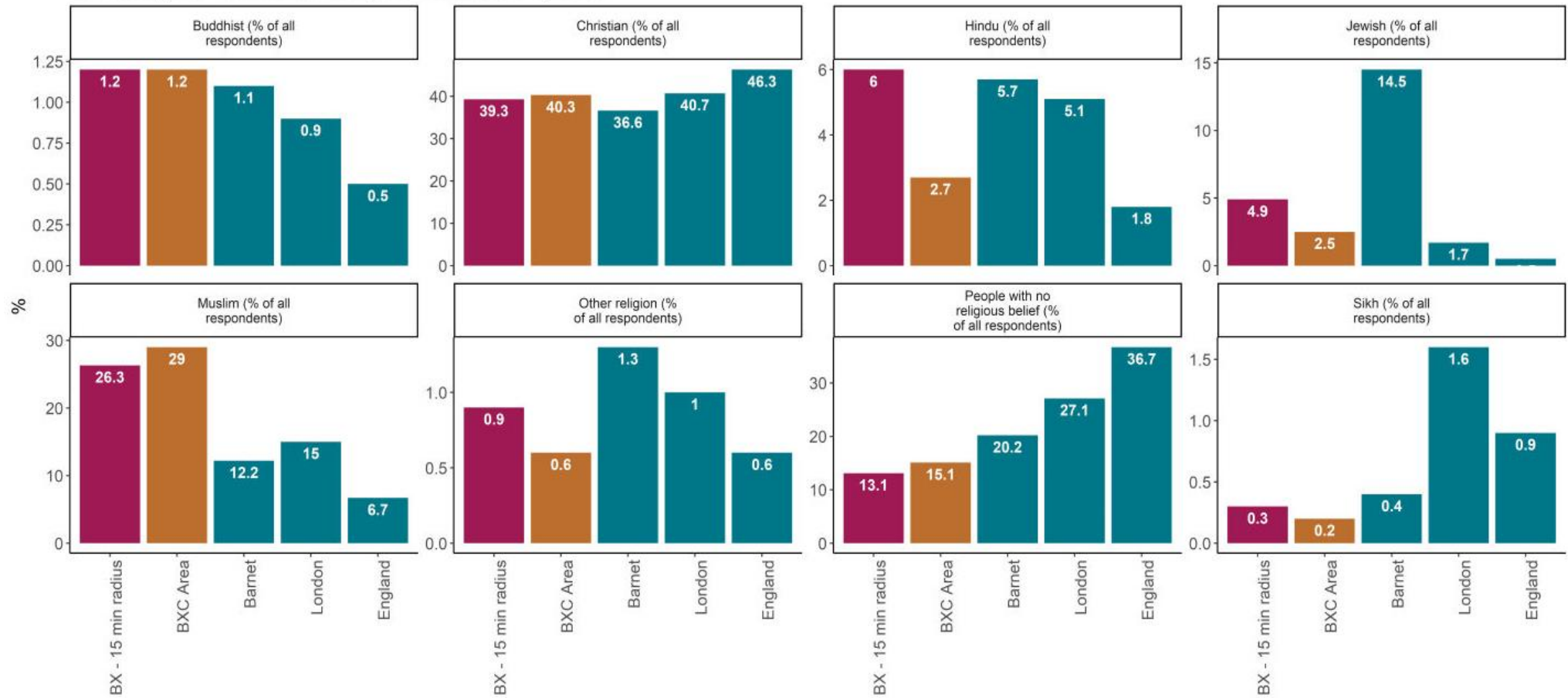
Religious affiliation

- **Considerably higher proportions of Muslim residents compared to Barnet/London/England averages.**
- **Lower proportions of Jewish residents compared to Barnet average.**

Across the Brent Cross areas, there are significantly higher proportions of Muslim residents and considerably lower proportions of Jewish residents compared to the Barnet average (see Figure 7). Christian residents make up a slightly higher proportion in the Brent Cross areas compared to the Barnet average, with figures similar to those reported across London. Brent Cross Cricklewood has a lower proportion of Hindu residents compared to Barnet and London averages, although this proportion is similar within the nearby 15-minute walking radius.

The higher proportions of people identifying with a religion mean that fewer people in the Brent Cross areas report having no religious belief compared to Barnet, London, and England average. This highlights the need for services, support, and information to be culturally competent and considerate of the customs and beliefs of residents in Brent Cross.

Percentage of Residents' Religious Affiliation by Area



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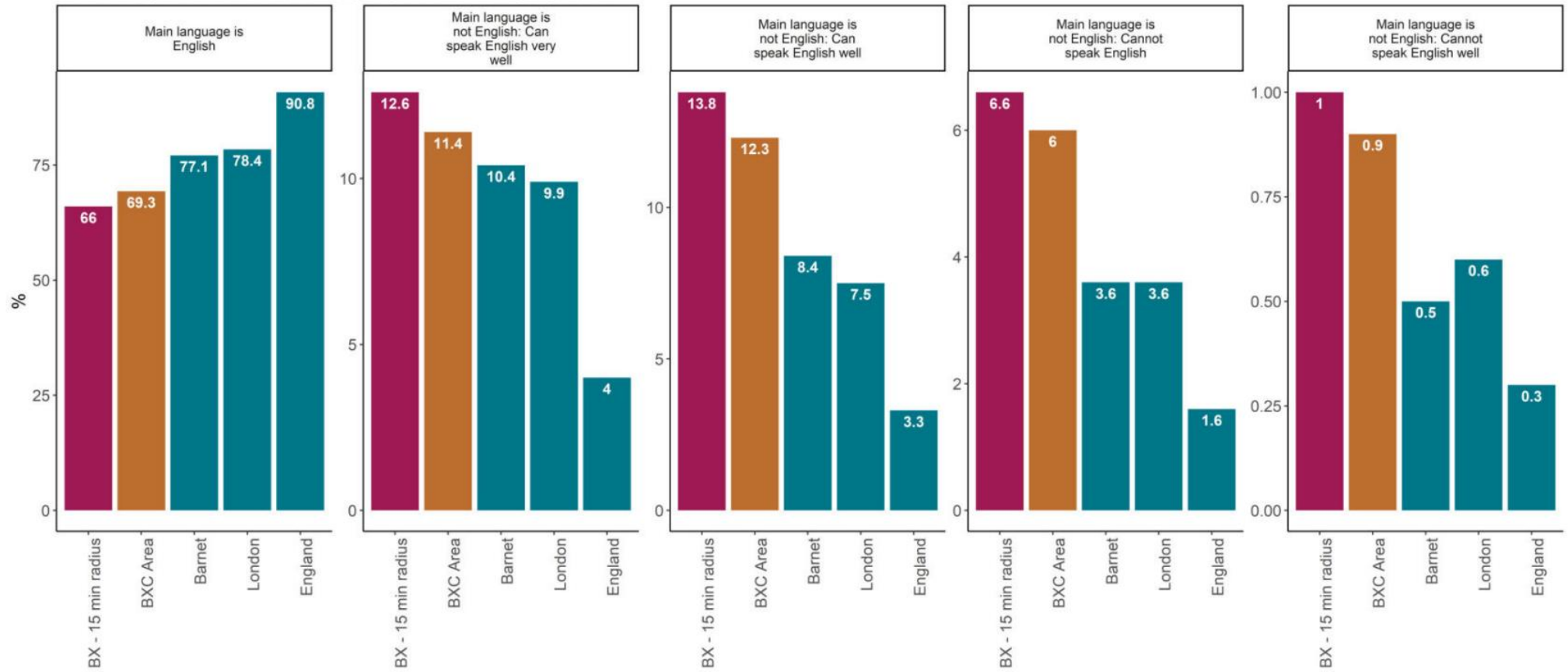
Figure 7: Religious affiliation in the BX-15-minute radius/BXC area/Barnet/London/England

English proficiency

English proficiency is generally high but more residents across the Brent Cross areas report not being able to speak English/speak English well than the Barnet/London/England averages (see Figure 8). This reflects the high ethnic diversity of the area and the mix of different languages spoken in the area.

Residents living in the Golders Green Estate and adjacent areas report lower English proficiency as seen in Figures 9 and 10. From a communications perspective, making engagement clear, easy to understand, and providing contacts to follow up for more information with residents in these areas is especially important to ensure equitable access to services for all residents of Brent Cross.

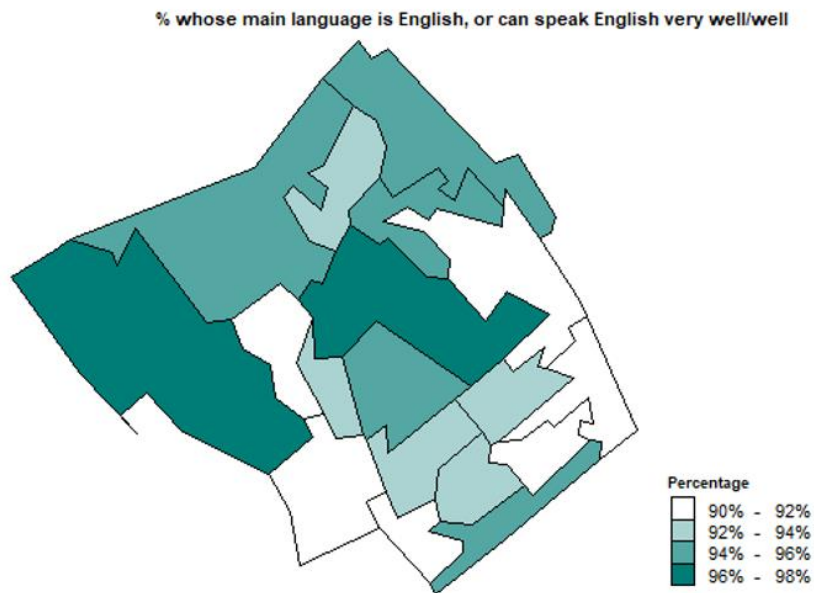
Percentage of Residents' Language Proficiency by Area



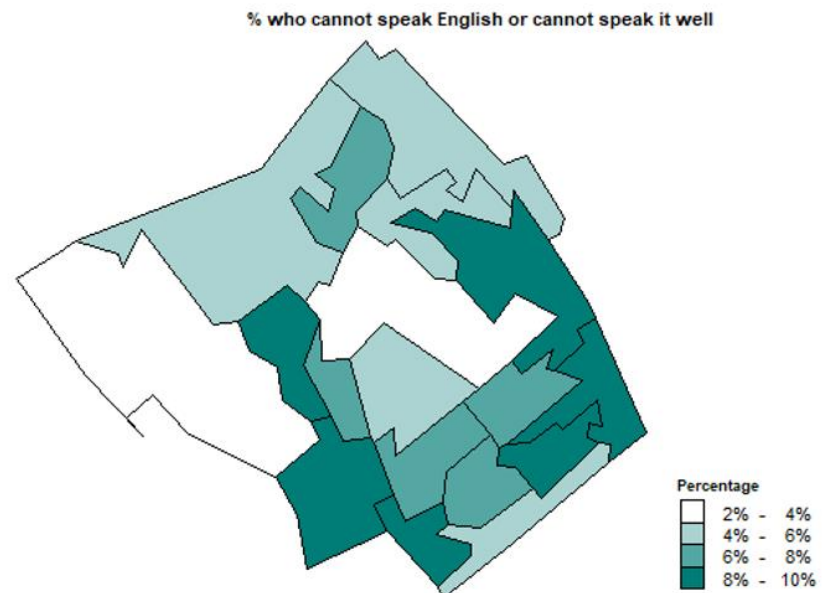
Source: Census 2021; Adapted from data from the Office for National Statistics licensed under the Open Government Licence v.3.0. © Crown copyright and database right 2025



Figure 8: English proficiency in the BX-15-minute radius/BXC area/Barnet/London/England



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Figure 9 (left): Residents who can speak English very well/well

Figure 10 (right): Residents who cannot speak English or cannot speak it well

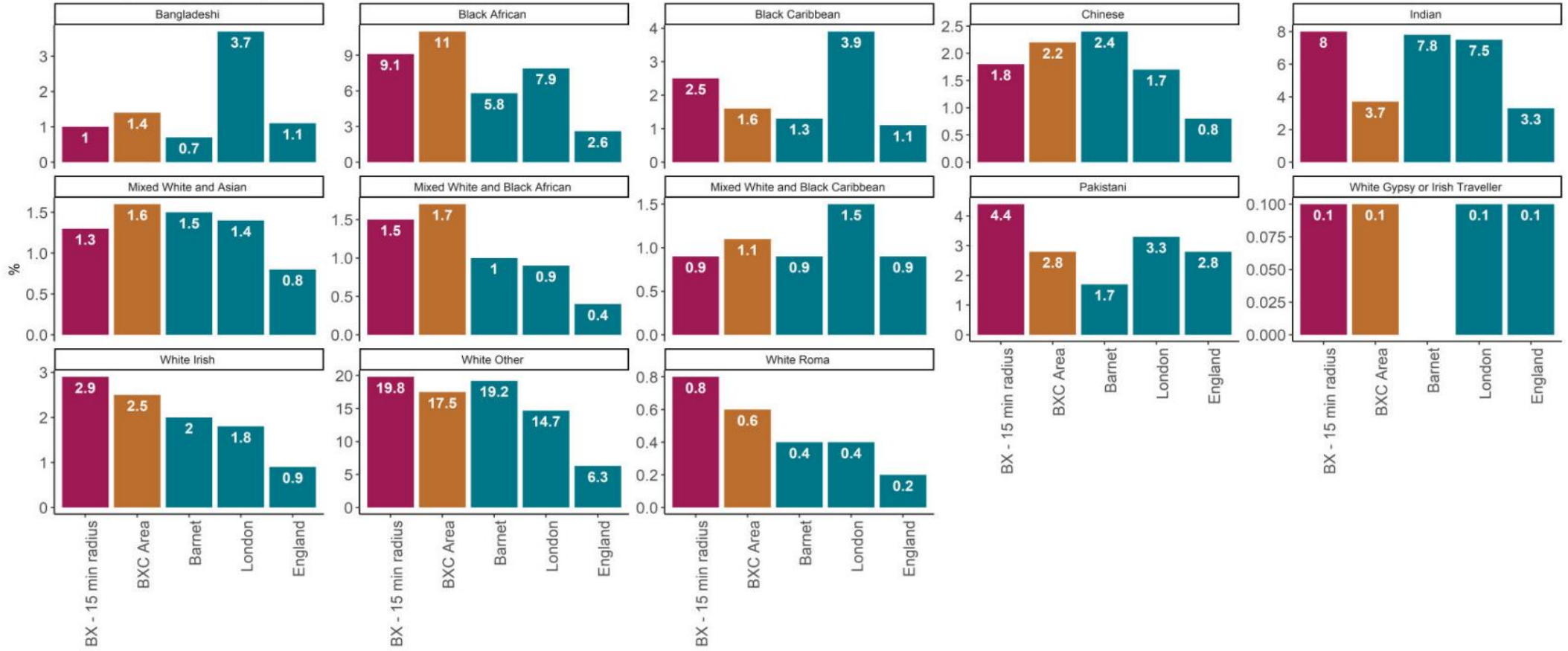
Ethnicity

Residents in the Brent Cross areas are ethnically diverse and reflect similar diversity across Barnet and London, while being consistently higher than across England. There are especially high proportions of people of Arab ethnicity and Black African backgrounds across the Brent Cross areas. There is a lower proportion of people in the White ethnic group compared to Barnet, London, and England averages.

Compared to the 15-minute walking radius, Brent Cross Cricklewood has variation in the proportion of people from Black African, Arab, Indian and Pakistani backgrounds.

Overall, these results highlight the importance of ensuring that any services, support or information are culturally competent to meet the needs of the diverse resident population of Brent Cross.

Minority Ethnic Groups by Area

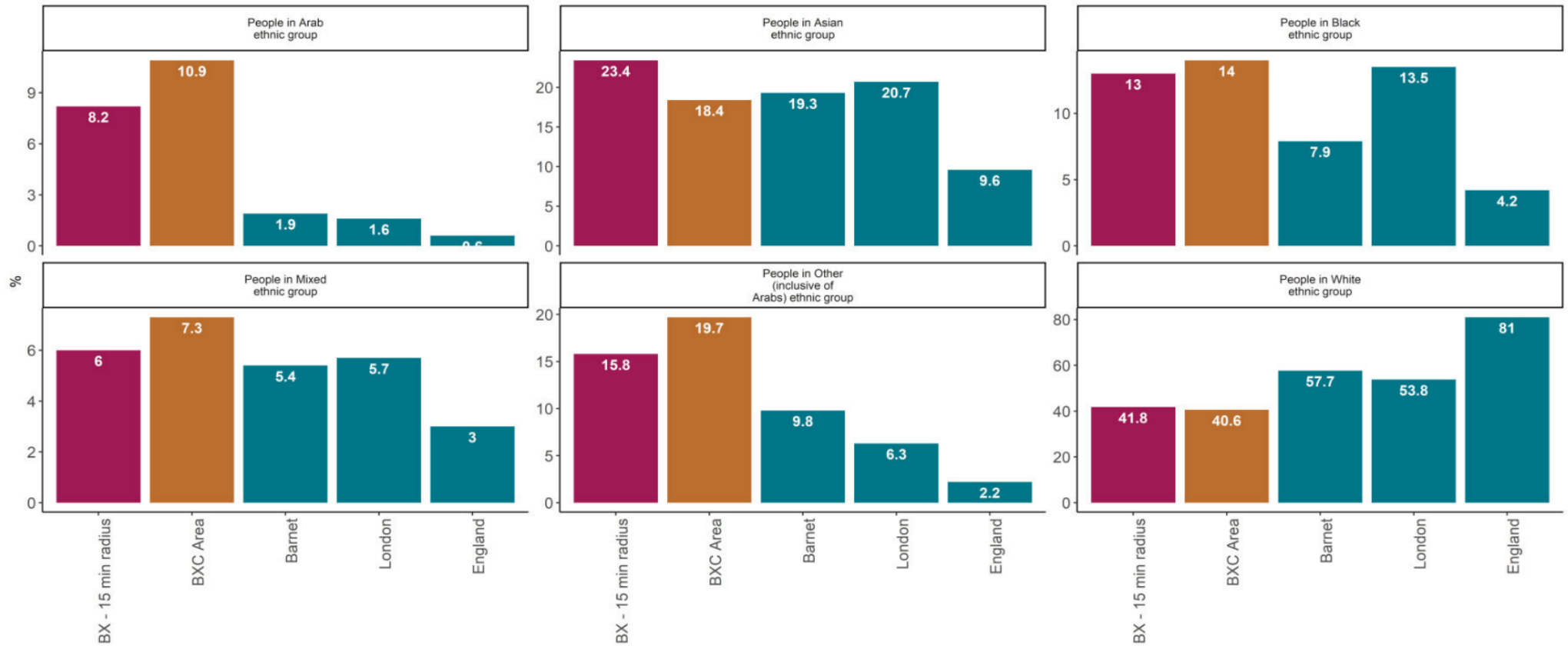


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Figure 11: Minority ethnic groups (narrow) in the BX-15-minute radius/BXC area/Barnet/London/England

Minority Ethnic Groups by Area



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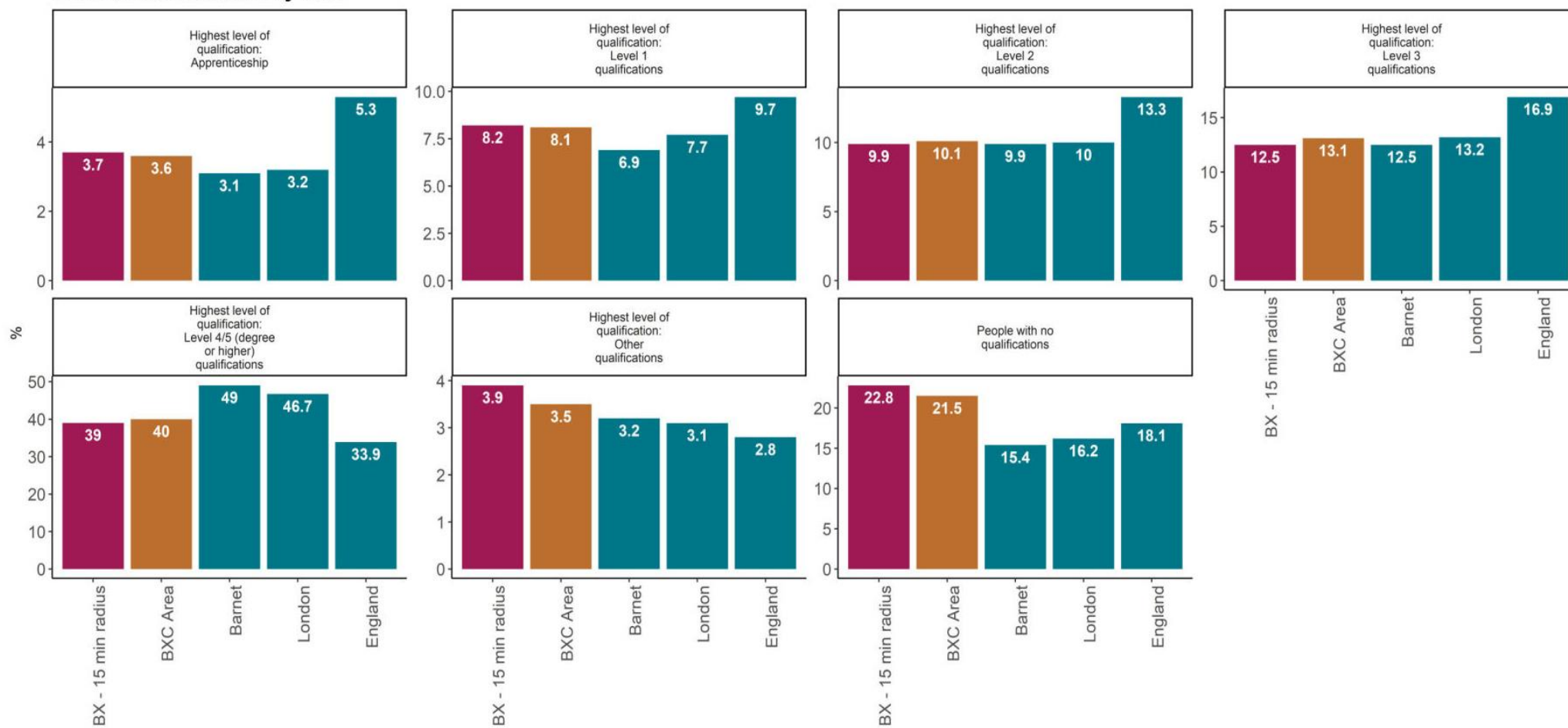
Figure 12: Minority ethnic groups (wide) in the BX-15-minute radius/BXC area/Barnet/London/England

Education

A higher proportion of people across the Brent Cross areas have no qualifications compared to Barnet/London/England averages. This indicates a need for basic education programs, adult literacy classes and skills training to help residents gain essential qualifications and skills.

There is a slightly higher proportion of people whose highest level of qualification is an apprenticeship or Level 1 qualification, highlighting a demand for more apprenticeship opportunities and vocational training programs. These initiatives are essential to support residents in building on their existing skills, improving their employability, and ultimately supporting them to find and stay in work.

Level of Qualification by area



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Figure 13: Level of educational qualifications in the BX-15-minute radius/BXC area/Barnet/London/England

Economy

This section explores:

- Indices of Deprivation (IoD): Income Domain
- Universal Credit:
 - Age distribution of claimants
 - Household rate
 - Conditionality of claimants
- Household Income by Area
- Labour Market Status

Headlines:

- The Brent Cross areas show higher measures of deprivation across all economic indicators (indices of deprivation, universal credit claimants, and household income) compared to Barnet/London/England averages.

- Economic inactivity due to student status, looking after family/home, long term sick or disability status is higher than Barnet/London/England averages.
- Unemployment is higher than Barnet/London/England averages.
- More households are on universal credit than Barnet/London/England averages.

Indices of Deprivation (IoD): Income Domain

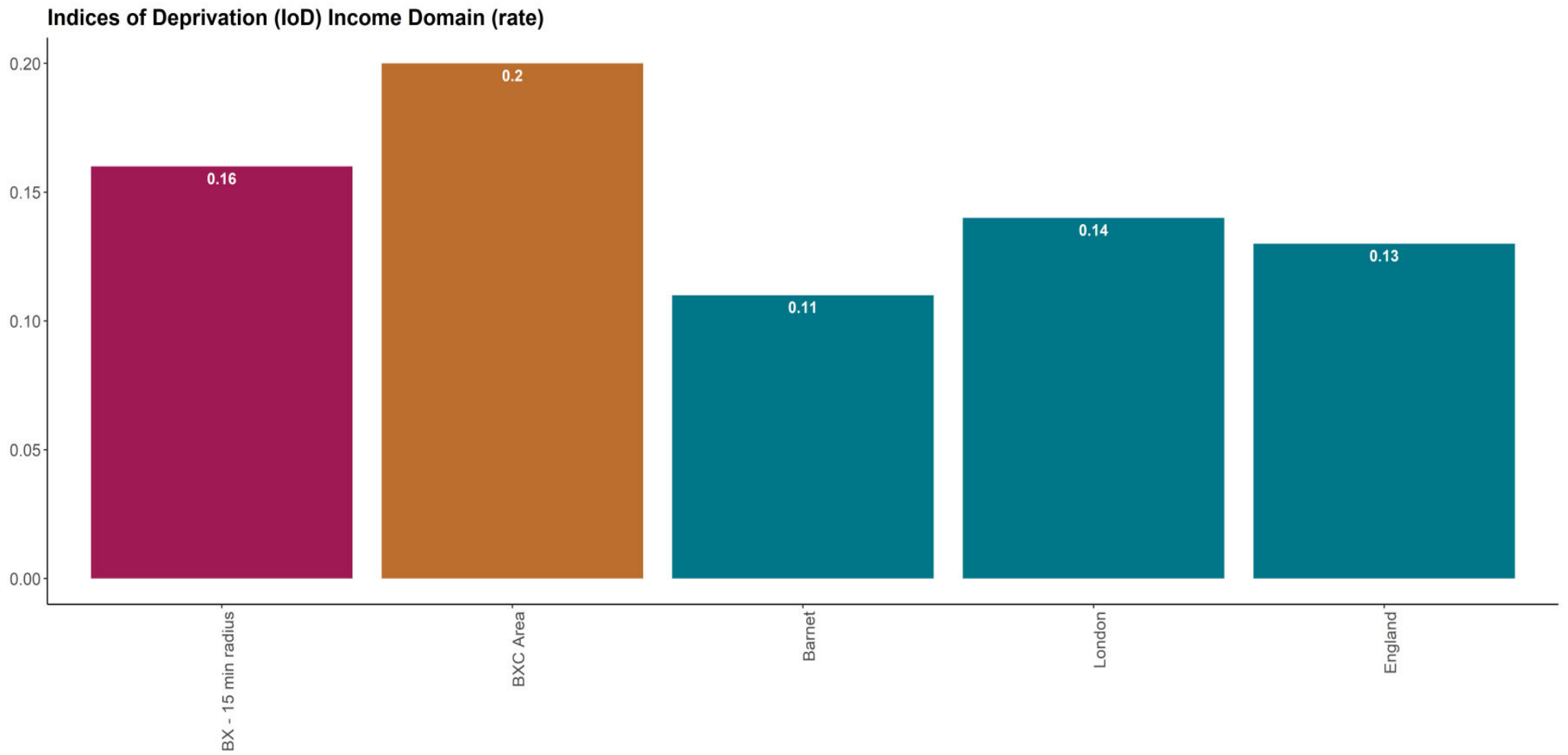
The [Indices of Deprivation \(IoD\)](#) measures the proportion of the population in an area experiencing deprivation relating to low income. The definition of low income used includes both those people that are out-of-work, and those that are in work but who have low earnings (and who satisfy the respective means tests). A higher score indicates higher deprivation relating to low income.

- adults and children in Income Support families.
- adults and children in income-based Jobseeker's Allowance families.
- adults and children in income-based Employment and Support Allowance families.
- adults and children in Pension Credit (Guarantee) families.
- adults and children in Universal Credit families where no adult is classed within the 'Working - no requirements' conditionality group.
- adults and children in Working Tax Credit and Child Tax Credit families not already counted, that is those who are not in receipt of Income Support, income-based Jobseeker's Allowance, income-based Employment and Support Allowance,

Pension Credit (Guarantee), and whose equivalised income (excluding housing benefit) is below 60% of the median before housing costs.

- asylum seekers in receipt of subsistence support, accommodation support, or both Across the Brent Cross areas, there are higher scores indicating a higher level of deprivation relating to low income than Barnet/London/England.

Across the Brent Cross areas, especially in Brent Cross Cricklewood, the IoD score is higher than Barnet/London/England averages which implies a higher level of deprivation relating to low income (see Figure 14).



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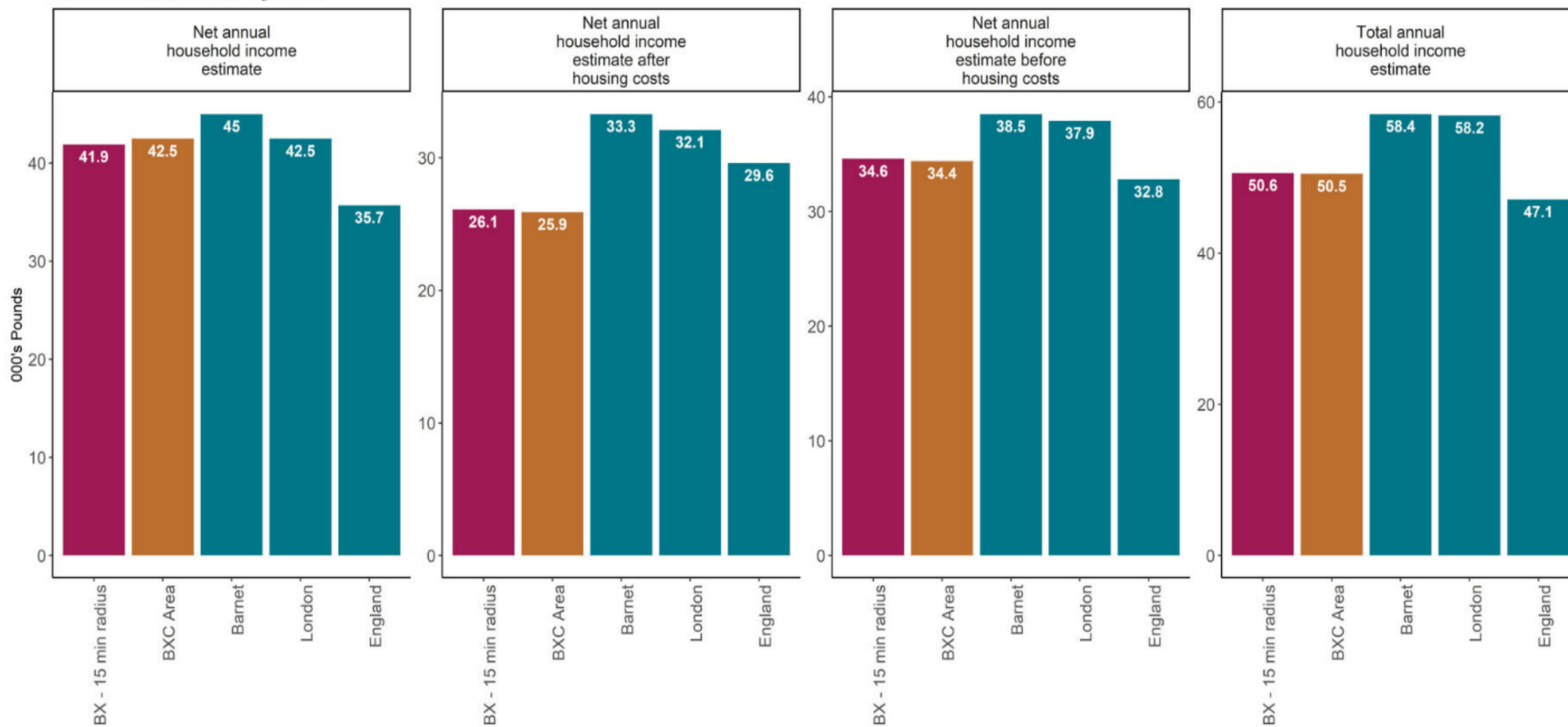


Figure 14: Indices of Deprivation (IoD) in the BX-15-minute radius/BXC area/Barnet/London/England

Household income

The data from Figure 15 highlights a significant need for financial support and affordable housing solutions in the Brent Cross areas. With housing costs taking up a higher proportion of household income compared to Barnet, London, and England averages, residents face financial pressures that can be alleviated through initiatives such as affordable housing schemes, financial assistance programs, and employment and skills training.

Household Income by Area



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Figure 15: Net household income in the BX-15-minute radius/BXC area/Barnet/London/England

Universal credit claimants

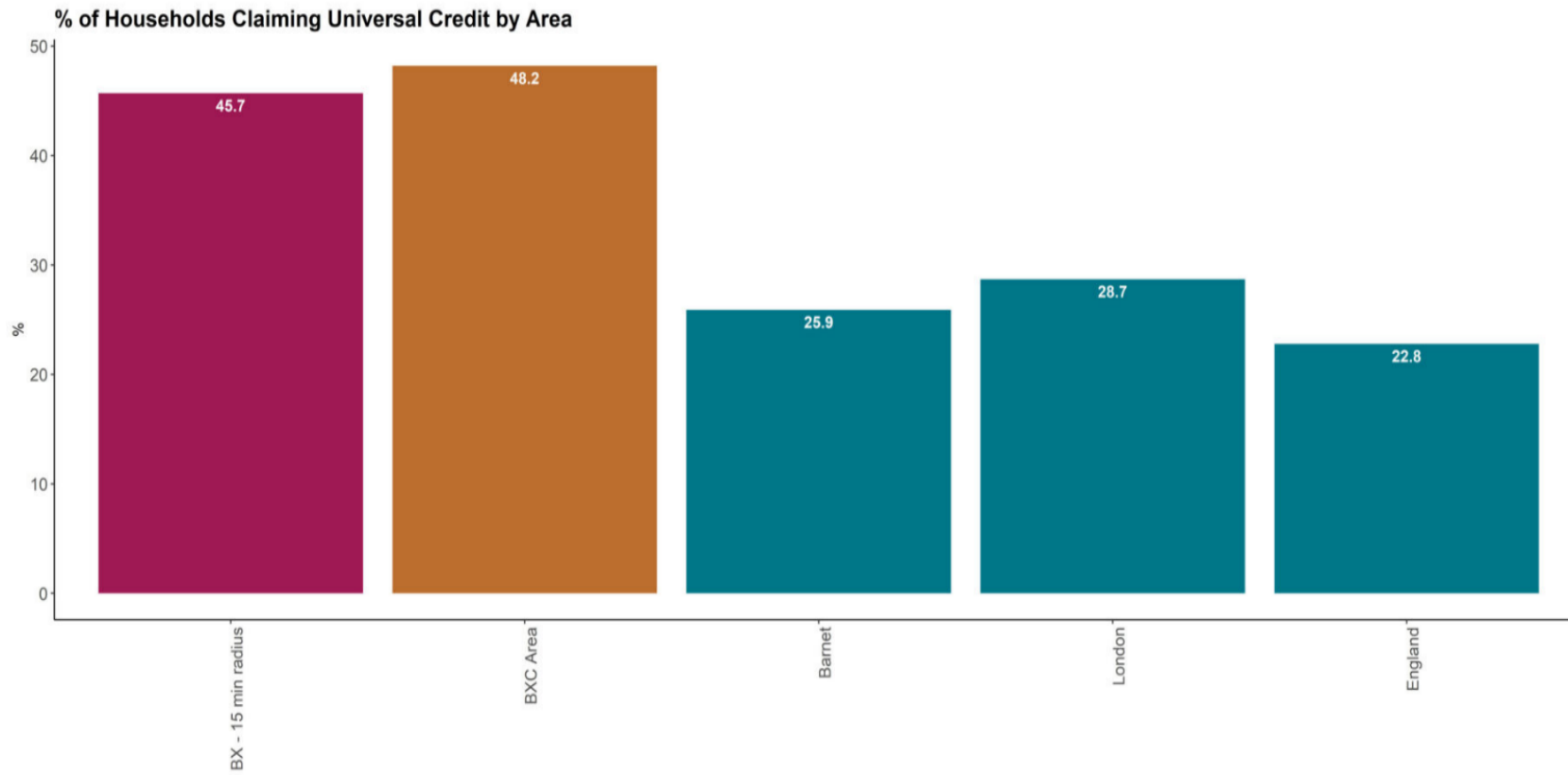
Figure 16 shows that almost half of all households across the Brent Cross areas are claiming Universal Credit. This shows higher deprivation compared to Barnet/London/England averages.

Children growing up in deprivation are more likely to have worse health and education outcomes¹. Adults may find it challenging to find good employment and have sufficient disposable income. The role of a community space in providing an affordable space where people can learn new skills, enjoy activities, and come together as a community is crucial against a background of higher deprivation.

There is a notably higher proportion of universal credit claimants across all three age groups in the Brent Cross areas compared to Barnet/London/England average (see Figure 17). Almost half of people aged 65+ across the Brent Cross areas are claiming Universal Credit.

¹ [The long shadow of deprivation: differences in opportunities across England: <https://www.gov.uk/government/publications/the-long-shadow-of-deprivation-differences-in-opportunities/the-long-shadow-of-deprivation-differences-in-opportunities-across-england-html#education-education-education>](https://www.gov.uk/government/publications/the-long-shadow-of-deprivation-differences-in-opportunities/the-long-shadow-of-deprivation-differences-in-opportunities-across-england-html#education-education-education)

Examining the conditionalities behind claiming Universal Credit in Figure 18, the most common regime is 'no work requirements'. This highlights a higher proportion of DWP benefits recipients in Brent Cross and the surrounding areas who are deemed to have a limited capability for work-related activity due to health conditions or disabilities, compared to Barnet, London, and England average. The conditionality of 'searching for work' is the next most common, showing that job support provided by BX Recruit is well needed and any activities hosted in the common space to help people into, and stay in, work would also be well-received.

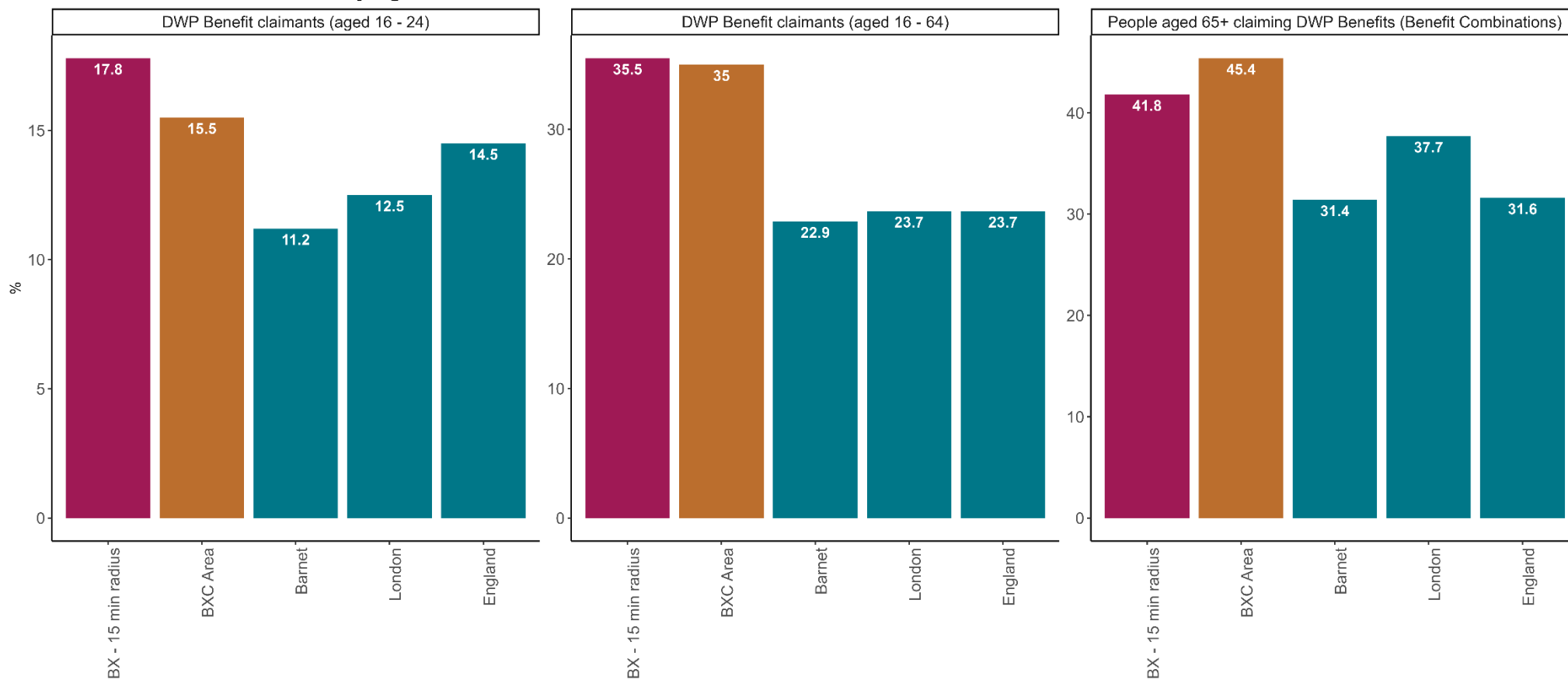


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Figure 16: Proportion of households claiming universal credit in the BX-15-minute radius/BXC area/Barnet/London/England

% of DWP Benefit Claimants by Age and Area

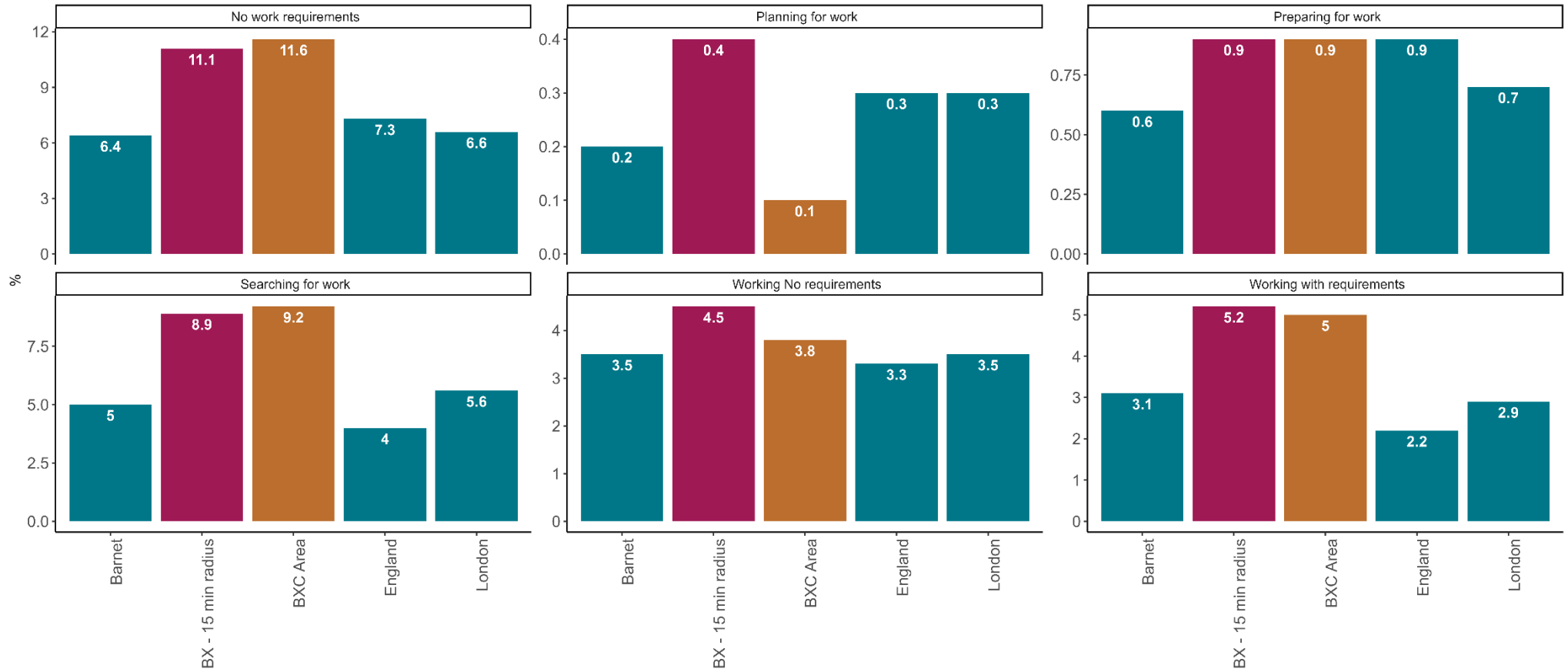


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Figure 17: Proportion of universal credit claimants by age group in the BX-15-minute radius/BXC area/Barnet/London/England

% of Universal Credit Claimants by Conditionality Regime and Area



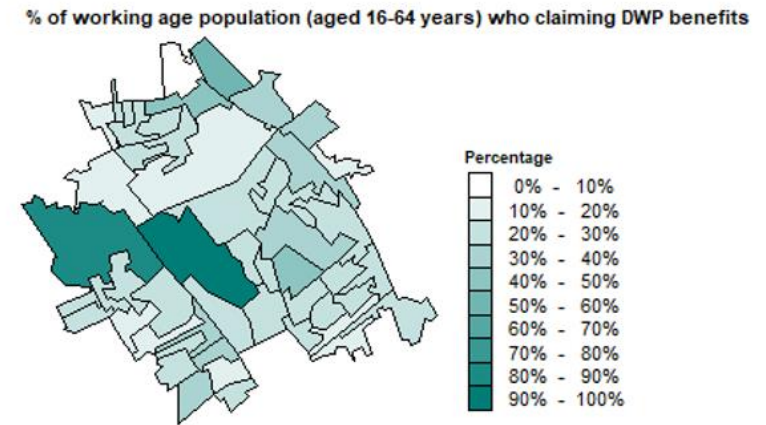
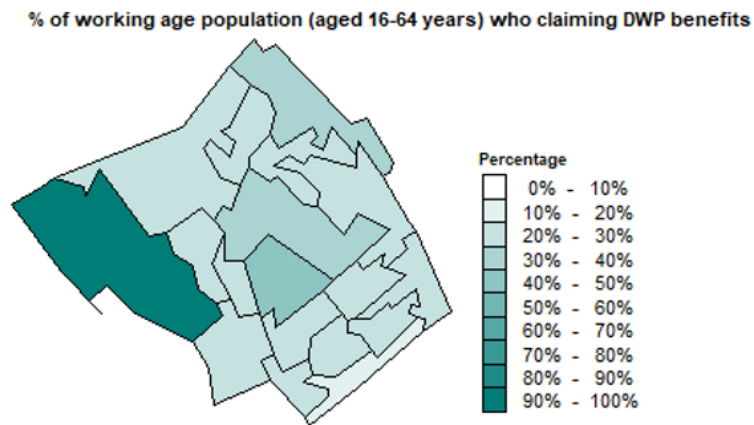
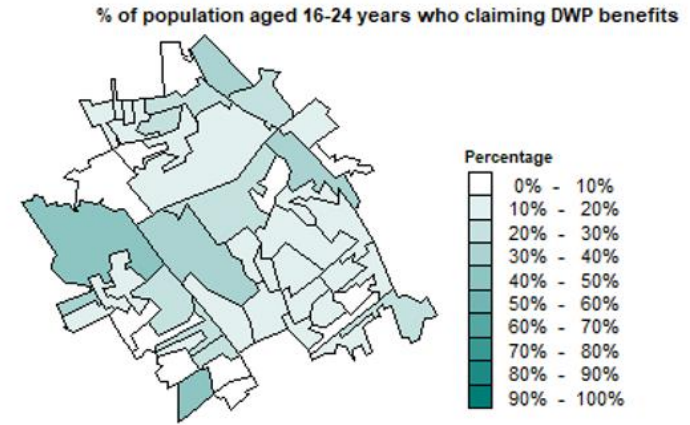
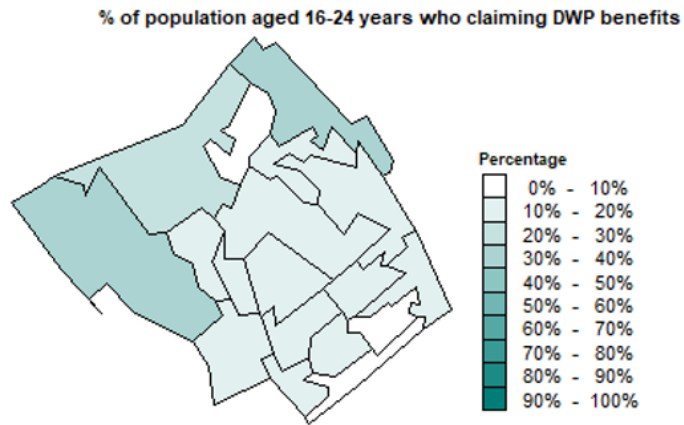
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Figure 18: Proportion of individuals claiming universal credit by conditionality in the BX-15-minute radius/BXC area/Barnet/London/England

Within Brent Cross Cricklewood, the majority of the area has at least 10-20% of residents claiming universal credit benefits (see Figure 18). Across the 16-24 age group, a higher proportion of residents claiming universal credit benefits live towards the northern/western side of the development around Brent Terrace. Amongst working age population (16-64), a high proportion of residents claiming universal credit benefits is again evident to the western side around Brent Terrace. The 15-minute walking radius shows more variation for the 16-24 age group while the 16-64 group clearly shows higher proportion of universal credit claimants in two output areas around Brent Terrace/Staples Corner.

These maps have been visualised using Census 2021 data. Brent Cross West Station has been open since December 2023 in close proximity to these specific output areas with a high proportion of universal credit claimants. Going forward, future data will show the effect of the station and the development of Brent Cross Town on deprivation metrics as the regeneration progresses.



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Figure 19 (left): Percentage of population who are claiming DWP benefits in Brent Cross area

Figure 20 (right): Percentage of population who are claiming DWP benefits in Brent Cross area in BX-15-minute radius

Labour market status

Figure 21 shows that unemployment across the Brent Cross areas is higher than Barnet/London/England averages, evidencing the need for jobs support to be provided by BX Recruit and complemented by the community space. Action is also needed to support Brent Cross residents into and progress in the labour market to reduce income inequality in the area.

The proportion of students across the Brent Cross areas are slightly higher than Barnet/London/England averages. However, the community survey did not particularly show a preference towards facilities/activities targeted towards students (e.g. study space), with only 13.8% of respondents indicating such preference. It is expected that student numbers will grow as Sheffield Hallam expands a satellite campus to Brent Cross Town.

The proportion of people looking after home or family is higher across the Brent Cross areas than Barnet/London/England averages. While looking after home or family does not mean everyone in this group has child or adult caring responsibilities, it is assumed that many will. This again supports the family-friendly uses of the community space. People who are economically inactive due to looking after home or family are more likely to use the community space within 9-5 working hours.

Labour Market Status by Area

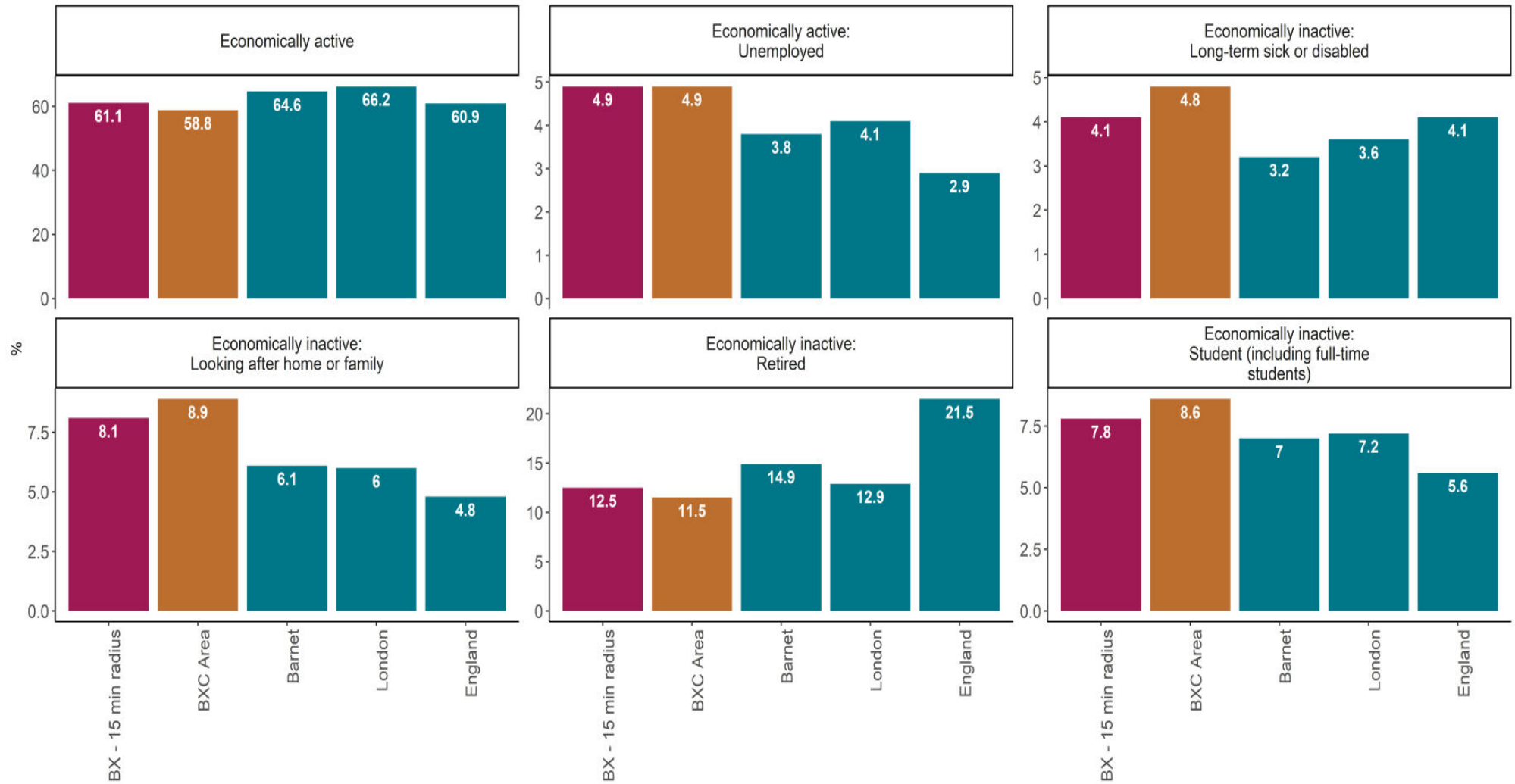


Figure 21: Labour market status in the BX-15-minute radius/BXC area/Barnet/London/England

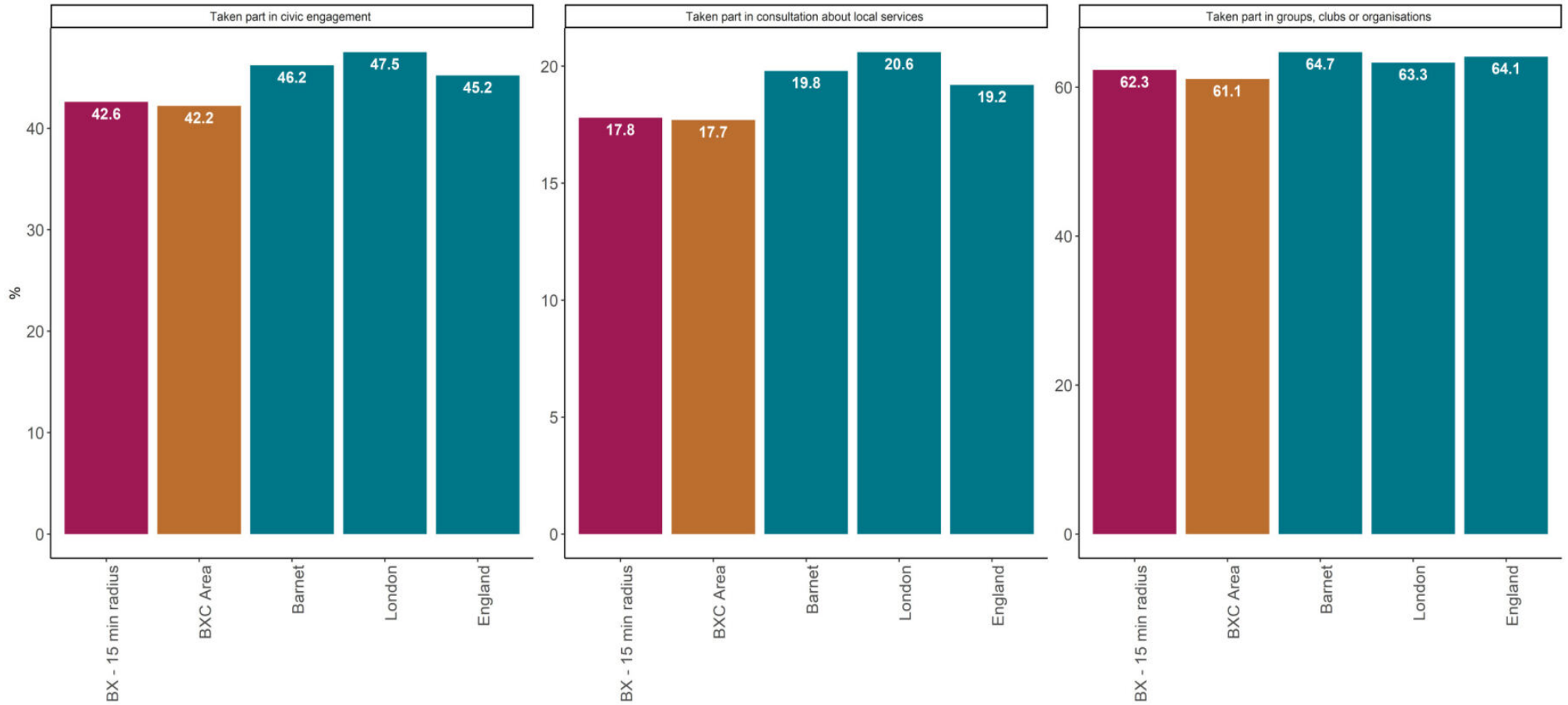
Community

Civic engagement

Civic engagement describes an individual's interaction with their local neighbourhood. A lower proportion of residents across the Brent Cross areas self-report taking part in civic engagement or consultation about local services compared to Barnet/London/England averages (Figure 22). This may mean residents are unaware of ongoing consultations.

Slightly lower proportions of people across the Brent Cross areas report taking part in groups, clubs, and organisations compared to Barnet/London/England averages. However, it potentially also indicates a need for the community space to increase its engagement and communications campaigns to make residents more aware of events and available services.

Civic Engagement by Area



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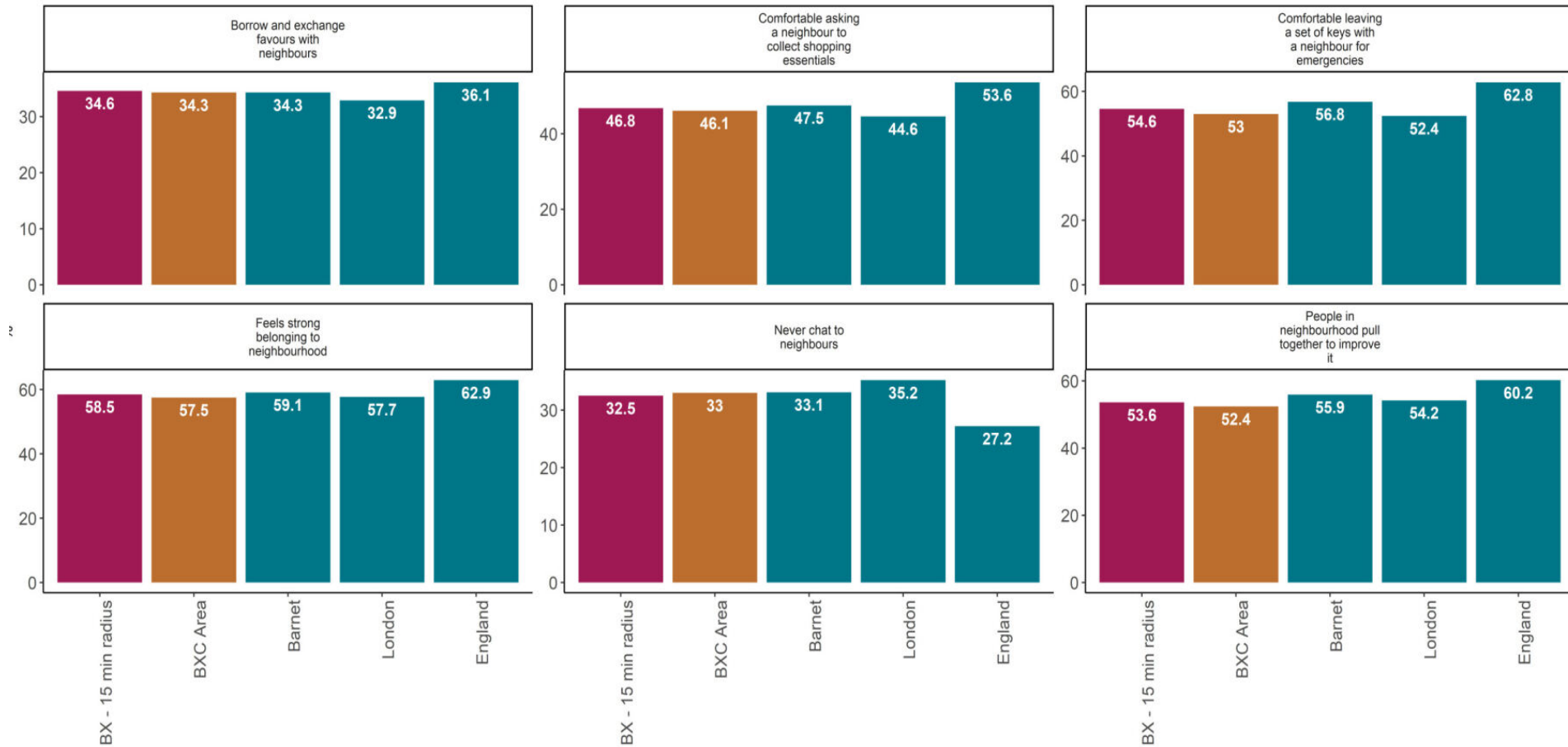


Figure 22: Civic engagement in the BX-15-minute radius/BXC area/Barnet/London/England

Neighbourhood strength and cohesion

Figure 23 indicates that levels of neighbourhood strength and cohesion in the Brent Cross area are broadly in line with those reported across Barnet, London, and England. While these findings provide a useful baseline, this is a metric that may shift as the development progresses and a new community begins to take shape. It is also important to note that the data is drawn from surveys conducted between 2017 and 2021 and may not fully capture more recent changes in community sentiment or engagement.

Neighbourhood strength and cohesion by area



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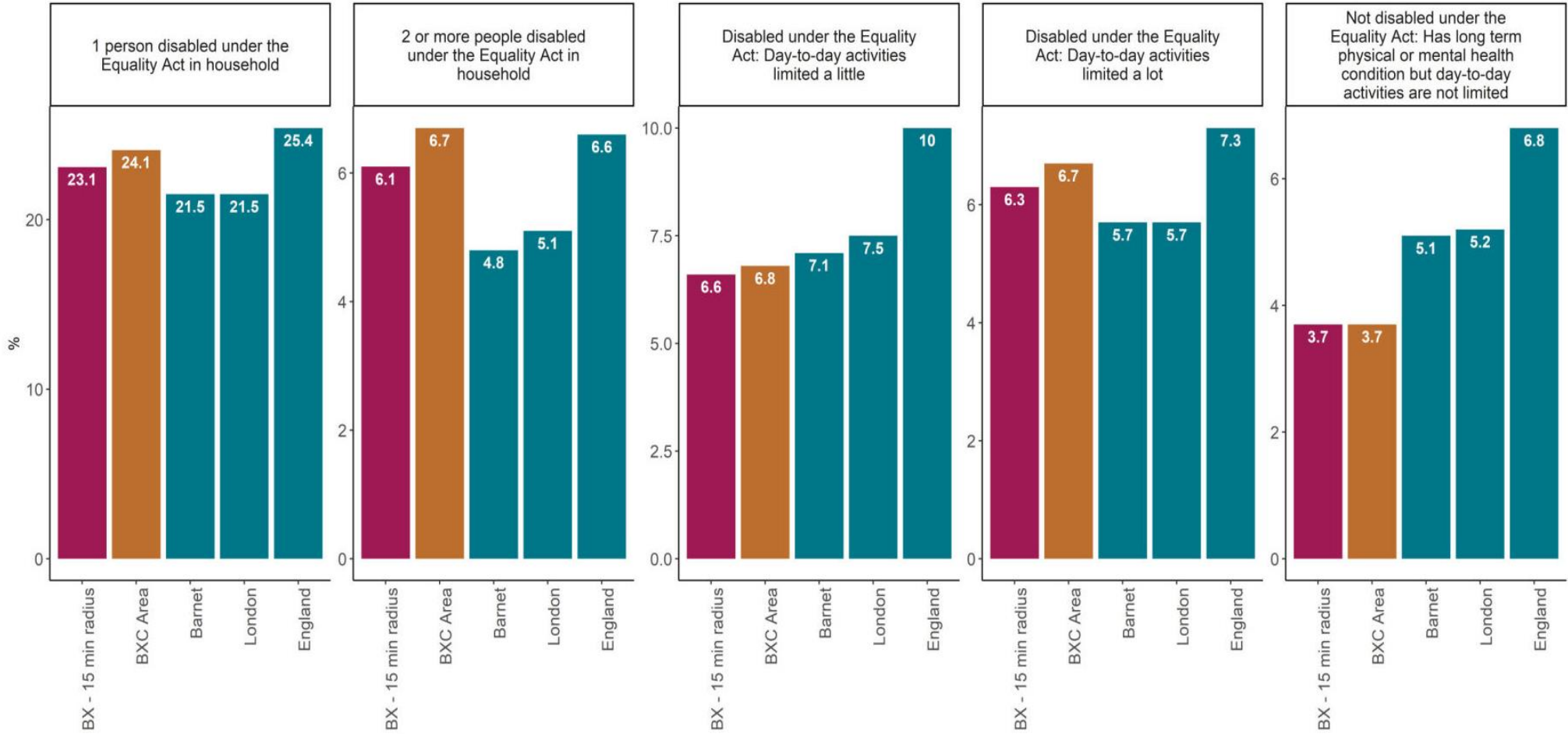
Figure 23: Neighbourhood strength and cohesion in the BX-15-minute radius/BXC area/Barnet/London/England

Health and disability

Disability status

Compared to Barnet/London averages, across the Brent Cross areas there is a slightly higher proportion of households with one/two people disabled under the Equality Act (Figure 24). Where a person is disabled under the Equality Act, a higher proportion across the Brent Cross areas have their day-to-day activities limited a lot compared to Barnet/London averages, underscoring the need for services, support and facilities to be accessible for Brent Cross residents with disabilities.

Percentage of people disabled under the Equality Act



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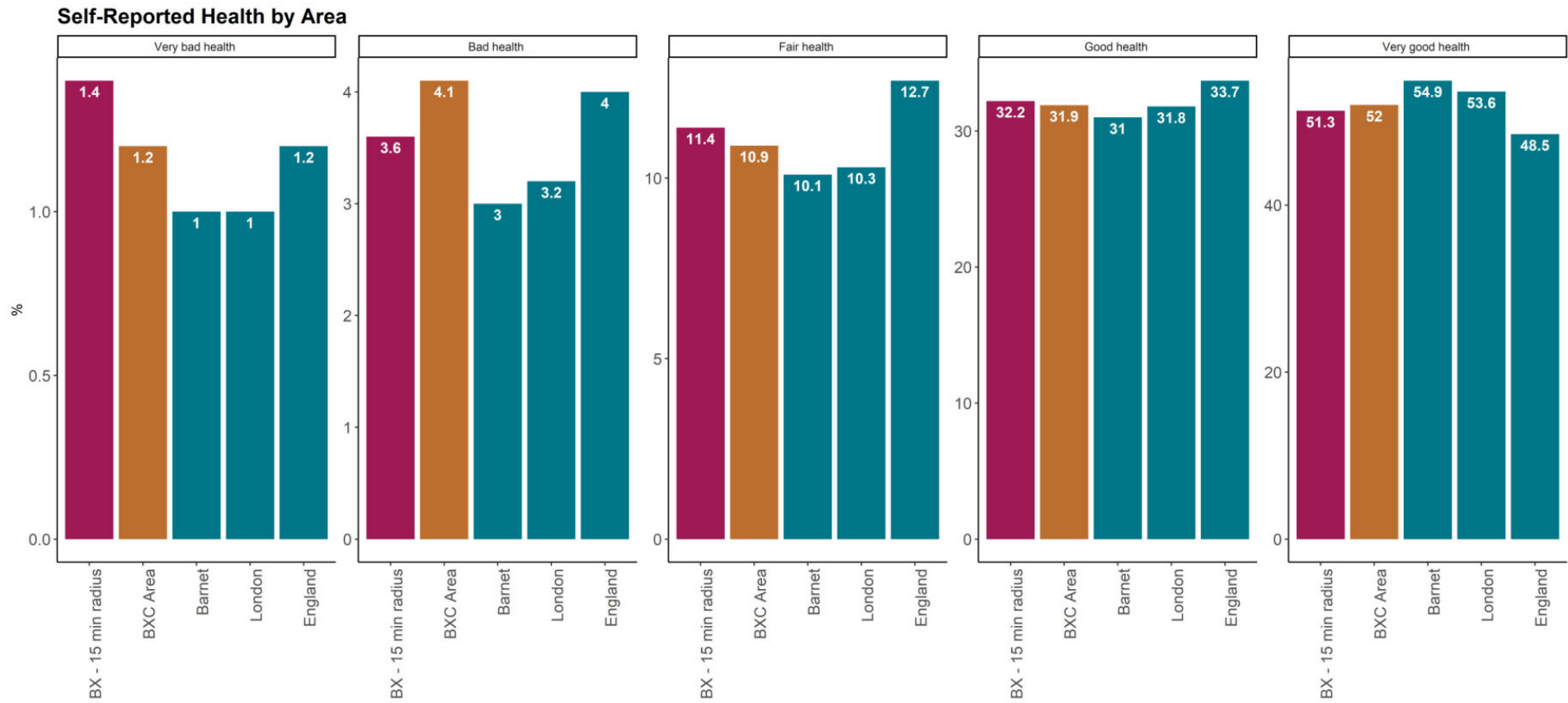


Figure 24: Disability status in the BX-15-minute radius/BXC area/Barnet/London/England

Self-reported health

Figure 25 shows that self-reported health across the Brent Cross areas is slightly worse than in Barnet and London overall. A higher proportion of residents report being in very bad, bad, or fair health, while the proportion reporting good health is broadly similar. Around half of respondents in the Brent Cross areas report being in very good health, which is slightly lower than the levels seen across Barnet and London.

These findings may indicate a need to better understand local residents' health and their perceptions of it. Gaining deeper insight could help shape targeted health campaigns, ensure services are accessible and inclusive, and support residents in improving their overall wellbeing. It also highlights the importance of providing appropriate facilities and opportunities that enable people to lead active and healthy lives as the area continues to develop.



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Figure 25: Self-reported health in the BX-15-minute radius/BXC area/Barnet/London/England

Digital exclusion

Figure 26 highlights that Brent Cross Cricklewood (BXC) faces a heightened risk of digital exclusion, with broadband speeds significantly lower than those in Barnet, London, and even the surrounding 15-minute walking radius. This digital disadvantage can limit access to essential services, education, and employment opportunities, particularly as more services move online.

The borough's digital strategy² focuses on delivering better, more accessible, and efficient services and improving how residents, businesses, and communities engage with digital services.

The council's Gigabit Broadband programme³ will directly benefit Barnet residents living in council-owned properties by providing access to affordable, high-speed broadband as it becomes available. The Council is also working closely with network operators to remove barriers and attract investment in digital infrastructure across the borough. Brent Cross Town has already achieved WiredScore and SmartScore Neighbourhood certifications which ensure digital connectivity is embedded in the area.

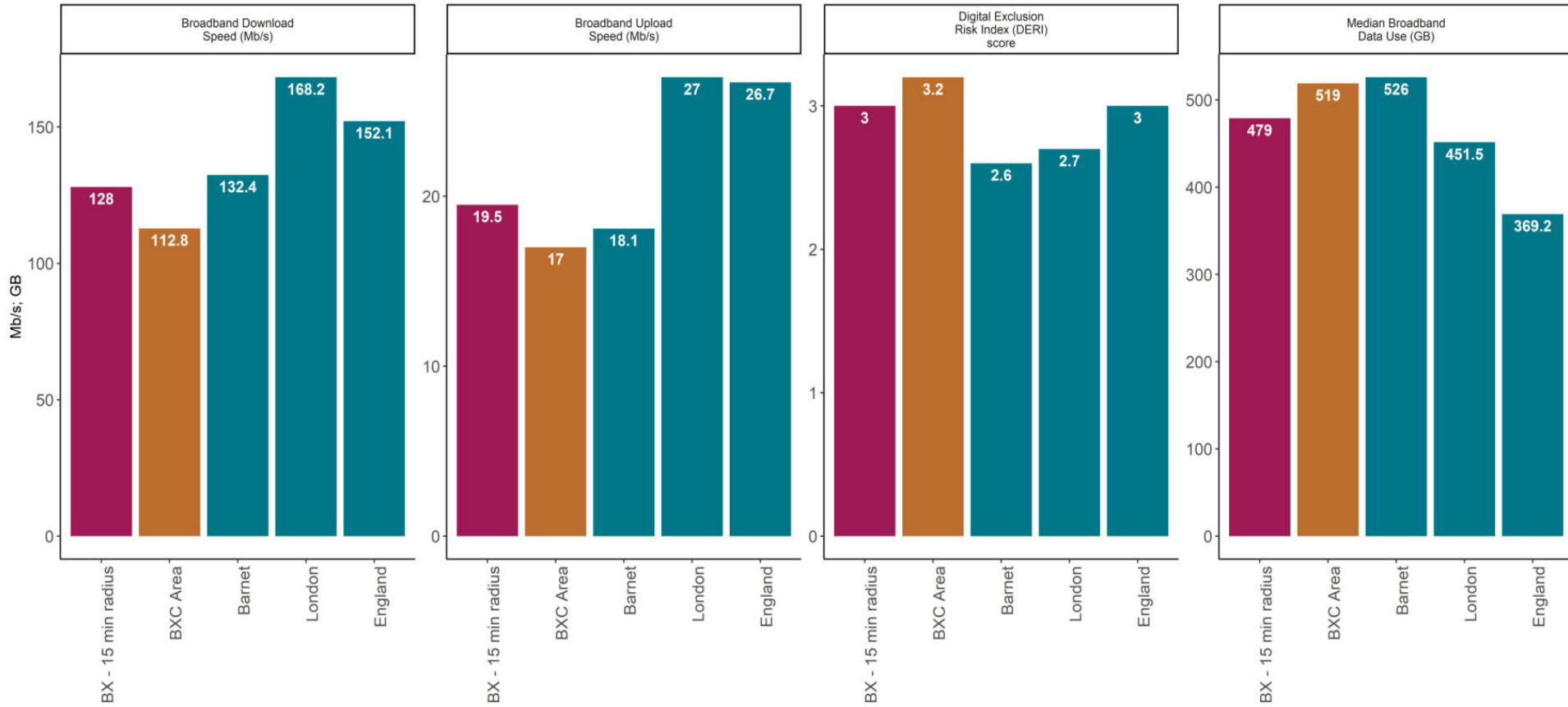
² [Our digital strategy | Barnet Council: https://www.barnet.gov.uk/digital-barnet/digital-barnet/our-digital-strategy](https://www.barnet.gov.uk/digital-barnet/digital-barnet/our-digital-strategy)

³ [Our Gigabit Broadband Programme | Barnet Council: https://www.barnet.gov.uk/digital-barnet/our-gigabit-broadband-programme](https://www.barnet.gov.uk/digital-barnet/our-gigabit-broadband-programme)

The community space will also play a crucial role in mitigating this issue by providing face-to-face access to council services and signposting to further support. This approach helps prevent digital exclusion by ensuring local residents can access essential services even without internet.

Additionally, there is a clear demand for tech and digital inclusion classes. Offering workshops and training sessions on digital literacy, internet usage, and basic technological skills can empower BXC residents to navigate the digital world more effectively.

Digital exclusion indicators by area



Note: Higher DERI score implies higher level of digital exclusion risk. Source: DERI (2021): Greater Manchester Office of Data Analytics, Broadband data (2023): Ofcom



Figure 26: Digital exclusion indicators in the BX-15-minute radius/BXC area/Barnet/London/England

Car ownership

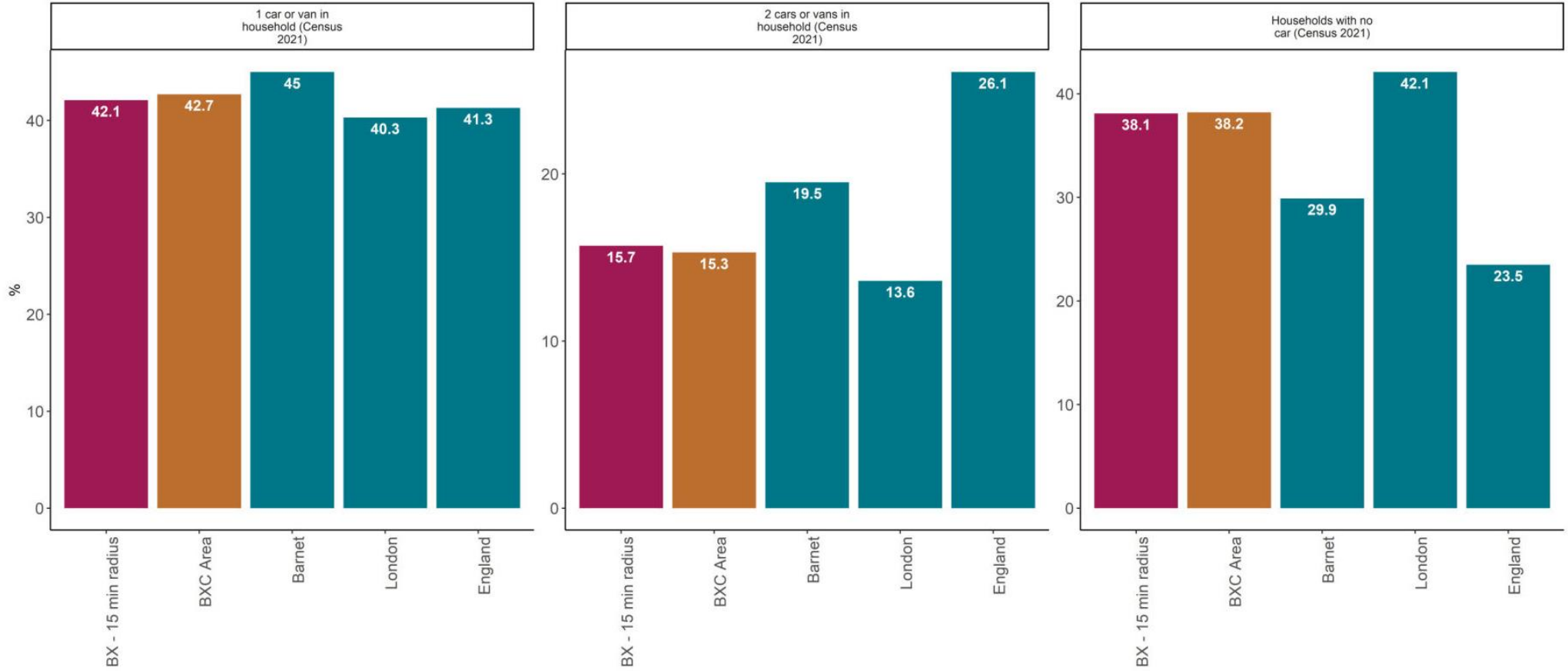
Overall, fewer people across the Brent Cross areas own one or two cars compared to Barnet (Figure 27). A higher proportion of people do not own a car across Brent Cross compared to Barnet. This pattern of car owners may reflect general trends with research suggesting that urban professionals and lower income groups are less likely to own a vehicle, especially in urban areas such as London with a greater availability of public transport⁴. The improved connectivity from Brent Cross West Station and new bus routes may help fill the transport requirements of local people with a [Transport Strategy](#) for Barnet expected to be published by the end of 2025.

Within Brent Cross Cricklewood, car/van ownership varies with higher levels to the west/south (Brent Terrace/Golders Green Estate) and lower levels to the north/east (Claremont Road, Prayle Grove, Marble Drive) (Figures 28 and 29).

For the community space, it is recognised there will be limited parking around the site with active travel and public transport encouraged. As shown in Figure 32, the community space (CS) is located within a 15-minute walking distance of both Brent Cross West station (BCZ) and Brent Cross Tube station (BC).

⁴ [Car Ownership: Evidence Review - https://assets.publishing.service.gov.uk/media/6781339100e3d719f19217f1/dft-car-ownership-evidence-review.pdf](https://assets.publishing.service.gov.uk/media/6781339100e3d719f19217f1/dft-car-ownership-evidence-review.pdf)

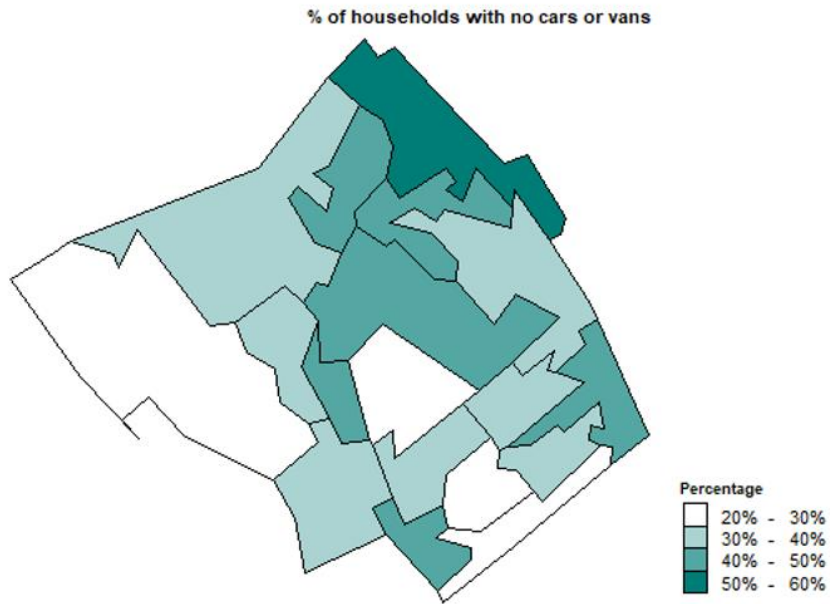
Car ownership by area



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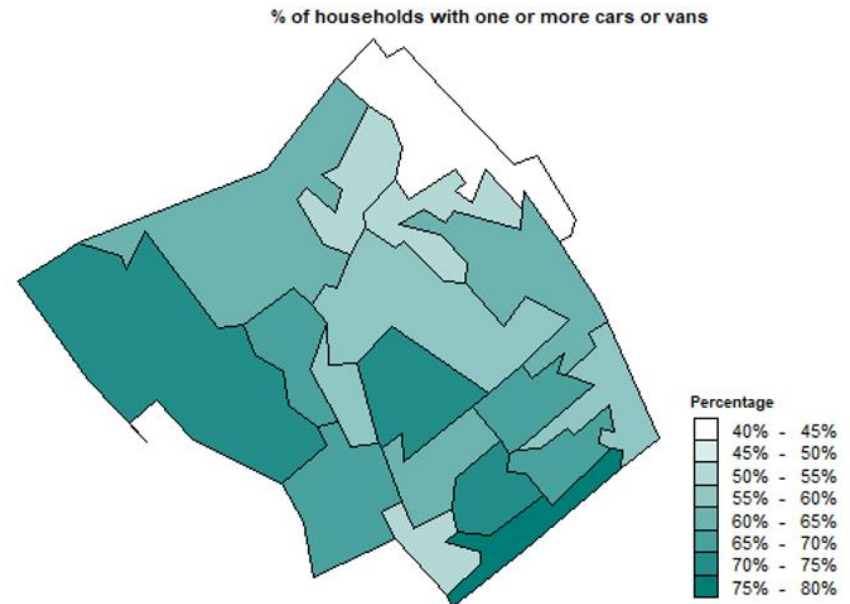


Figure 27: Car ownership in the BX-15-minute radius/BXC area/Barnet/London/England



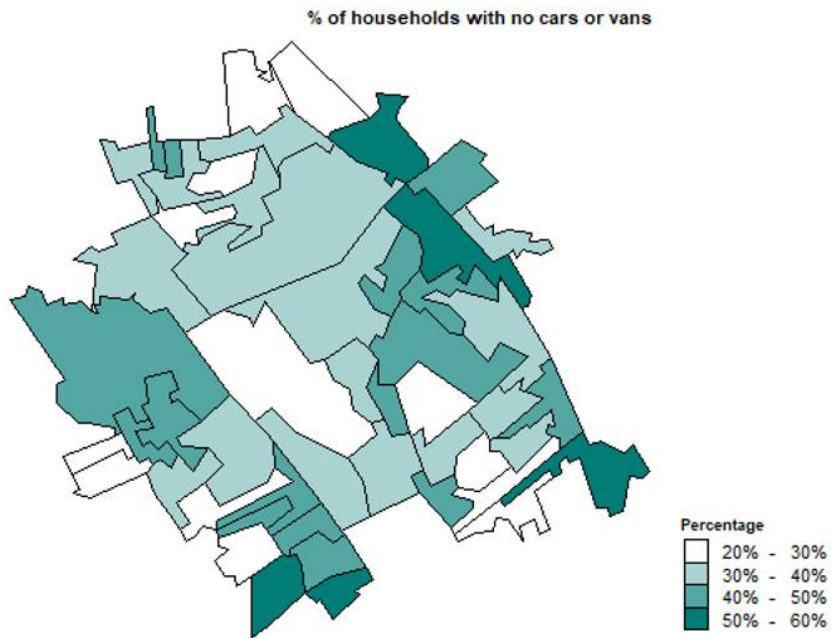
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Figure 28 (left): Proportion of households with no cars or vans in Brent Cross area

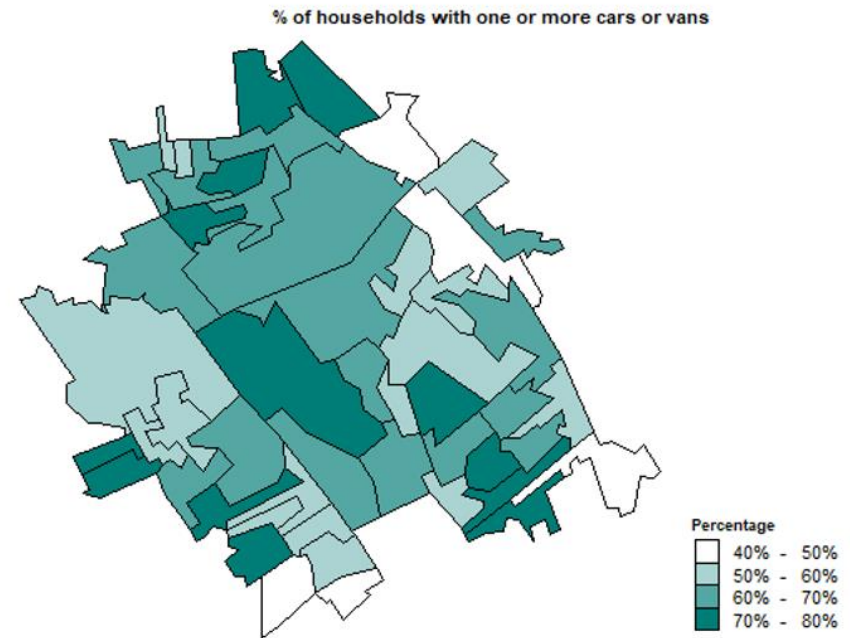


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Figure 29 (right): Proportion of households with one or more cars/vans in Brent Cross area



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Figure 30 (left): Proportion of households with no cars or vans in in the BX-15-minute radius

Figure 31 (right): Proportion of households with one or more cars/vans in in the BX-15-minute radius

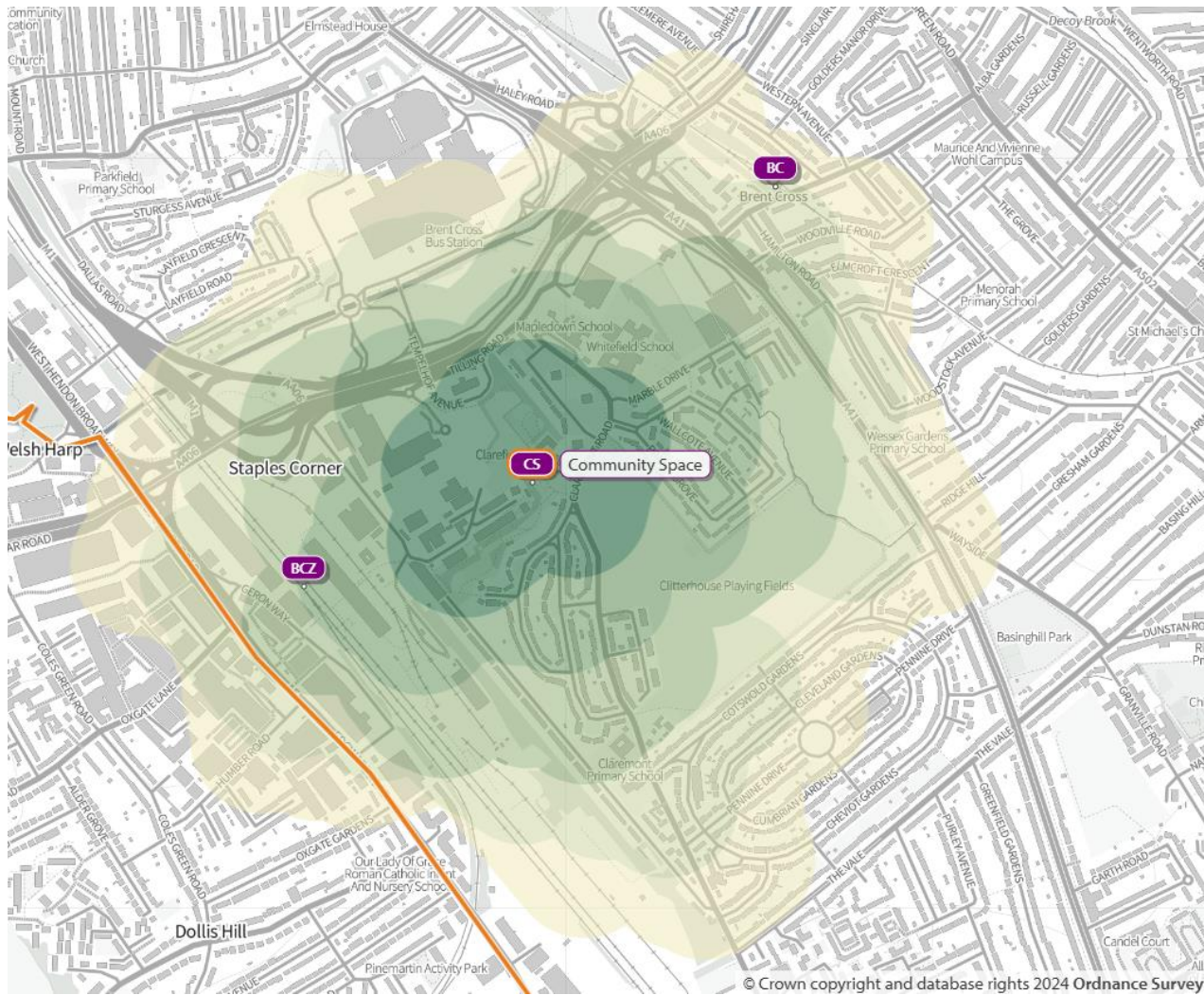


Figure 32: Proximity of the proposed Brent Cross and Cricklewood Community Space (CS) to Brent Cross Tude Station (BC) and Brent Cross West Stations (BCZ). Areas shaded in lighter green indicate locations within a 15-minute walking distance from the stations.

Summary of findings and identified needs

The overall picture of Brent Cross Cricklewood and its surrounding area is one of diversity and opportunity. The area has a higher proportion of children and young people compared to Barnet, London, and England averages, while the proportion of people aged 65+ is lower. This indicates a need for family-friendly events but also highlights the importance of catering to other demographics to ensure inclusivity.

The proportion of lone parent households is higher than the London and England averages, necessitating additional support for these families. With more people renting than buying and a higher proportion of social housing, this indicates that there are opportunities to provide essential support and engage residents with non-secure tenancies in community development.

The area is very ethnically diverse, with significant proportions of Arab and Black African residents. The proportion of Muslim residents is high, while there are fewer Jewish residents compared to Barnet as a whole. This underscores the need for culturally competent services that reflect the needs of the community. Residents in the Golders Green Estate and nearby areas report lower English proficiency, making clear and accessible communications crucial to the engagement of these residents. Deprivation is high, with more people claiming universal credit. Improving access to opportunities and employment is key to enhancing

livelihoods. As the Brent Cross regeneration progresses, it is important to include existing residents to ensure everyone benefits from the development.

Health challenges are notable, with more residents reporting bad health and disabilities compared to Barnet and London. Services and facilities must be accessible to these individuals. Digital exclusion is a risk due to lower broadband speeds, making the community space's role in providing face-to-face access to council services and tech classes essential.

Educational attainment is lower, indicating a need for basic education programs, adult literacy classes, and skills training. Fewer people own cars, but improved connections through Brent Cross West station and bus routes will help. The community space should offer affordable activities and events to support local participation.