



**Creating transformational placemaking and maximising local economic and community benefits.**



[www.citynorthlondon.com](http://www.citynorthlondon.com)



## A NEW LANDMARK

City North is the most significant mixed-use development in Finsbury Park for a generation. It is delivering new mixed-tenure homes, a new tube station entrance and leisure amenities including a cinema and restaurants. There is also commercial space for respected brands and local SME businesses, set within an accessible and inclusive public realm.



**355 homes**  
(including 47 affordable)  
**18,760 sq. m. commercial space**



**New step free entrance**  
**to Finsbury Park station**

### Creating Jobs & Supporting Town Centre Vitality

City North will directly contribute to the vitality of Finsbury Park by providing significant additional retail and leisure critical mass to draw visitors and new residents to the town centre, thereby increasing local spending. A commitment to high-quality placemaking will enhance accessibility within the local area.

### Generating revenue for reinvestment

City North will deliver significant additional revenue from council tax and business rates, which the council will be free to reinvest in public services and infrastructure for the benefit of the local community.

## MAXIMISING LOCAL BENEFIT

### Building a Living Legacy

The Business Design Centre Group and Telford Homes are committed to working proactively with the local community to maximise the socio-economic benefits of City North. We believe this is best achieved by engaging with stakeholders and implementing the ten placemaking principles of our 'building a living legacy' sustainability strategy.

### Working in Partnership with the Finsbury Park Community

We have been working with the Finsbury Park community in recent years to help maximise the benefits of City North and mitigate adverse impacts wherever possible. This has included ongoing liaison with the Fonthill Traders Association and significant investment in local community initiatives. We are committed to continuing to work with local partners over the coming years as City North reaches completion and beyond.



**400** gross jobs created once operational, generating over **£12 million** in salaries per annum



Additional revenue generated for public sector investment:  
**£200,000** Business Rates and  
**£430,000** council tax



Home to **550** new residents with an estimated household spend of **£15 million** per year



**Support** for community initiatives including the Christmas fare and St Mellitus Church bazaar amongst others



## Investing in the Finsbury Park Community

With construction activities due for completion in 2020, the Business Design Centre Group and Telford Homes are exploring additional opportunities to further enhance local benefit derived from City North.

These opportunities have been identified via detailed research into the existing context of Finsbury Park and the aspirations of local communities with whom we have engaged.

### AREA OF FOCUS 1: JOBS AND OPPORTUNITIES

1

#### What is the local context?

Local inequality, with above average levels of unemployment and below average levels of prosperity.

#### What benefit can City North deliver?

There will be 400 new jobs, ranging from entry level opportunities to roles with higher levels of skills and remuneration.

#### What are we doing to maximise the benefit?

We are working with Islington Council to link local residents to jobs via the employment, skills and culture team at Islington Council. We are also encouraging commercial tenants to prioritise local residents for these new roles and requesting they sign-up to responsible business practices.

### AREA OF FOCUS 2: LOCAL BUSINESS

2

#### What is the local context?

A highly diverse town centre with great independent retailers, a strong reputation for cultural vibrancy and a growing creative sector.

#### What benefits can City North deliver?

Over 550 new residents and an additional 400 workers to spend money in the local economy, plus leisure and retail anchors to draw new and additional footfall to the town centre.

#### What are we doing to maximise the benefits?

Building local business networks, encouraging local companies to take space at City North, developing local supply chains, as well as promoting the town centre to new people.



## AREA OF FOCUS 3: TOWN CENTRE VITALITY

# 3

### **What is the local context?**

Challenges in the quality of the town centre environment particularly around the bridges, together with difficulties in navigating around the different parts of the town centre.

### **What benefits can City North deliver?**

A new focal point and public space for the town centre and a new station entrance which will improve access to Fonthill Road, Stroud Green Road and beyond.

There will also be additional revenue generated for public sector investment through council tax and business rates.

### **What are we doing to maximise the benefits?**

Working with local stakeholders to address issues of cleanliness; new public art installations and new signposting to help navigation within the local area.

## AREA OF FOCUS 4: COMMUNITY INTEGRATION

# 4

### **What is the local context?**

A highly diverse community with concerns about the changing nature of Finsbury Park, and deeply embedded social challenges including a high level of homelessness.

### **What benefits can City North deliver?**

47 new homes at affordable/intermediate rent; new public spaces and amenities for the community to come together.

### **What are we doing to maximise the benefit?**

Working with local partners to provide long-term support for vulnerable groups and proactively work to link new residents to the Finsbury Park community to encourage integration.



Our commitment to 'building a living legacy' extends beyond our construction activities. Consequently, the Business Design Centre Group and Telford Homes are committed to monitoring and recording the transformational benefits of high-quality placemaking, and maximising local economic and community opportunities. The results of our findings will be shared during 2021/22.

For further information, please contact:  
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