

**BeFirst**

## Be First

Accelerating growth in  
London's growth opportunity

LONDON'S GROWTH  
OPPORTUNITY



London Borough of  
**Barking & Dagenham**

[lbbd.gov.uk](http://lbbd.gov.uk)



## Leader's Introduction

The scale of development in Barking and Dagenham really has to be seen to be believed. Over the last two years we have secured investment of more than £2 billion from developers attracted by our strategic location, the affordability and availability of land, and our enthusiasm for bold new ideas.

Our vision is that by 2035 we will have built at least 50,000 high quality homes and brought 20,000 new jobs to the borough. It's like building an entirely new city and, I'm pleased to say, we are well on the way to achieving this.

Be First brings together a range of partners who share our vision and appetite for stepping up the pace and quality of growth. Though it's a public sector company, it has an unrivalled understanding of private sector requirements and pressures. Its primary focus is to work with developers to coordinate and accelerate their plans, making Barking and Dagenham not only the best place to invest, but also the easiest. By working together constructively, and engaging local people, we will ensure that development enhances our community so that no one is left behind.

I invite you to see for yourself.

**Cllr Darren Rodwell**

Leader of Barking and Dagenham Council



## Introduction from Be First Chair

Without doubt, Barking and Dagenham is London's hottest property.

With excellent transport links, affordable land and a 'can do' attitude, it's unsurprising that the borough is growing faster than any other in the capital.

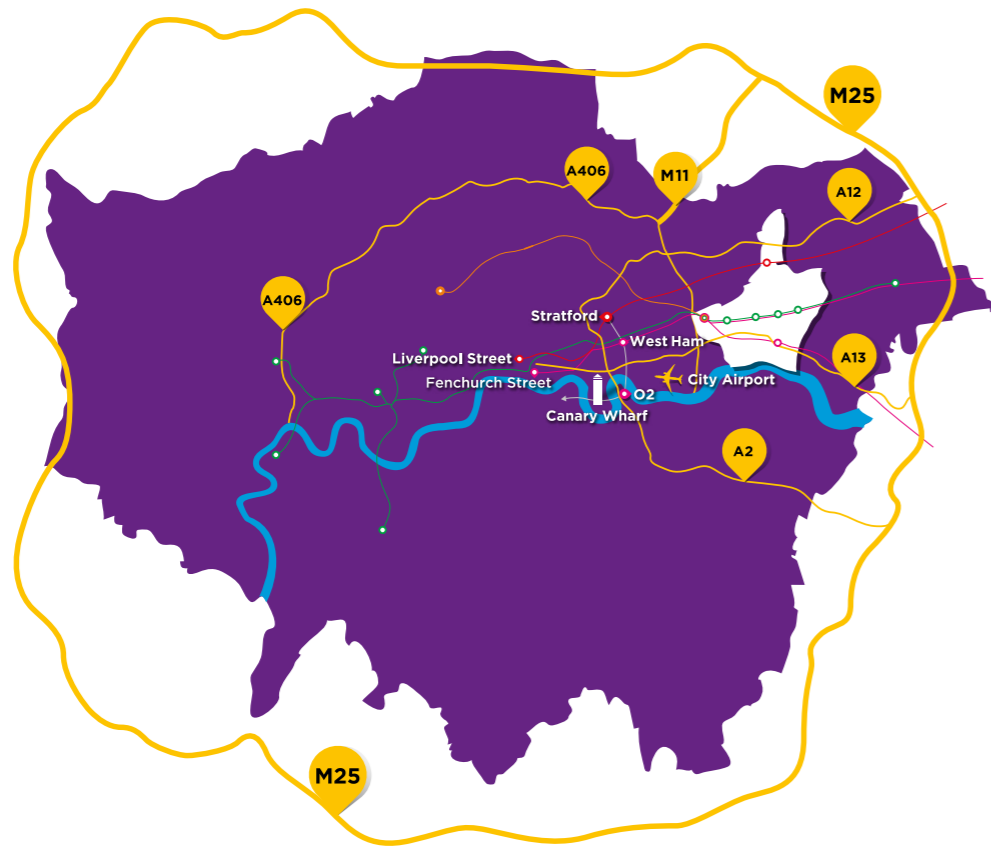
So, I'm delighted to be leading Be First, a new venture designed to knit together private and public interests to capitalise on the opportunities that the area offers.

Our blend of private and public expertise will smooth the planning process and drive up the quality, quantity and pace of regeneration, maximising the benefits for developers and local residents alike.

It's a once in a lifetime opportunity to build a really special and productive relationship. Why not join us?

**Lord Bob Kerlake**

Chair of the Board  
Be First



## The opportunity

Barking and Dagenham is at the heart of London's accelerating growth.

As the capital expands ever eastwards, the borough is increasingly the focus of attention for developers and investors, attracted by the most affordable and accessible opportunities in the whole of the Southeast region.

The scale of the transformation is huge. More than 400 hectares of land is available for development and we have ambitious plans to

provide more than 50,000 high quality new homes and 20,000 new jobs within the next 20 years, concentrated in seven growth hubs.

The borough has a clear vision and an ambitious strategy, building on from a recent Growth Commission report, focused on developing and harnessing the talent of its young, entrepreneurial and increasingly skilled population.

Be First has the local knowledge and can offer advice and support about the emerging opportunities in London's growth borough.



## Case study 1: Barking Riverside Gateways

Barking Riverside is one of London's largest housing development sites with outline planning approval for 10,800 homes and associated facilities. With 2km of River Thames frontage it offers superb potential to provide housing in a new community with superb accessibility to central London in a borough where property prices are more affordable for London's workforce. One of Barking Riverside's current challenges however is the oppressive entrance to the new development through a dated, unattractive industrial area. The contrast between Barking Riverside's award winning architecture and the industrial area is stark and it also acts as a physical and perceptual barrier between residential communities.

Unlocking development potential at the Thames Road industrial area could release capacity for up over 3,000 homes, modern employment space and community facilities and address these challenges. This site is known as Barking Riverside Gateways and has been given Housing Zone status by the GLA.

The Council and Be First will be seeking a development and investment partner to work with us to unlock the full potential of the Housing Zone with a strong focus on place-making and transformational change.





## Case study 2: Gascoigne West

A key Barking Town Centre site is Gascoigne West – adjoining both the Ice House Quarter which is the heart of the Barking Artist Enterprise zone and the historic Abbey Green. The site offers scope for 850 homes replacing a lower density estate. Be First will take forward tenant decant, land assembly (including compulsory purchase), outline design and planning and selection of a development/JV partner.



## Case study 3: Vicarage Field

Vicarage Field in the heart of Barking Town Centre has just secured planning approval for a transformational mixed-use regeneration. The scheme will provide new and enhanced retail and leisure facilities, affordable workspace, a hotel, a 3-form entry primary school and enhanced replacement healthcare facilities, along with around 850 new residential units. Be First will be involved in supporting additional land assembly and supporting the development in its transformation of the town centre.



## Case study 4: Dagenham Film Studios

The Council has purchased a 9 acre site next to Dagenham East station and is working with the GLA on a feasibility study and business case for a major film/tv studio complex with associated uses. Be First will be unlocking the full potential.



## Our services

Be First will have the following skills and expertise building on the superb regeneration track record of the Council (including numerous award winning schemes and over 600 units delivered for Barking and Dagenham Reside);

- Pre planning and planning services
- Land acquisition and site assembly
- Development Management
- Place-making involving local residents and existing networks
- Masterplanning and design briefs
- Marketing and promoting the Borough
- Community consultation and engagement
- Bid writing
- Capital delivery
- Innovative funding and partnerships





Find out more about **Be First**, see our development prospectus: [www.befirst.london](http://www.befirst.london)

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