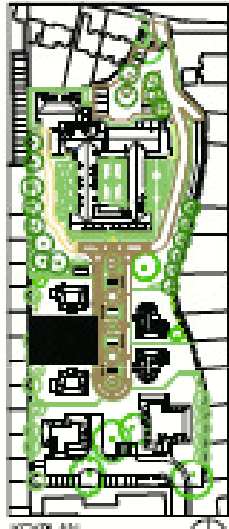


Public Sector – case study



Golders Green first for Aguda

By David

AGUDA, a Housing Association (AHA) is to build in the heart of North West London for the first time in its history. It hopes to start developing soon on the site of a nineteenth-century monastery in Bridge Lane in Temple Fortune, close to the junction with the North Circular Road. Developers Metro Construction have assigned space for 13 affordable manservants and flats, with one, two, three and four bedrooms, within a scheme that will offer 29 apartments and five detached houses. Although

AHA holds a few properties in Golders Green. It has never before been offered the opportunity to build there.

Development at the site has been delayed since the sale in 2007, when a Building Preservation Notice was placed on the monastery in an attempt to preserve it as a building of historical and architectural interest. The last time the Secretary of State for Culture, Media and Sport decided against granting the building listed status on the grounds that it was not sufficiently 'impressive' or 'noted'.

There will be a consultation at the site in Bridge Lane next Sunday, 29th

March, from 3pm to 7pm, for all those who would like to see the plans. There will be an opportunity nearer to the completion of the scheme for members of the community who have an interest in the affordable housing that will be on offer to register with the local authority.

Ms Jo Symes, Chief Executive of AHA, expressed her surprise at the attitude of a few AHA tenants, the independent Mrs Symes expressed her intention to continue building and acquiring homes in areas where the community wants to live and that it can afford.

"I will do whatever I can to provide high-quality affordable housing and I intend still to build more and more," she declared.

Metro Construction

In 2007, Metro Construction purchased from the Carmelite Order a monastery in the heart of the residential area of Temple Fortune, London.

Metro Construction plans to develop the site into a high-quality residential development consisting of: 29 apartments of varying sizes within the former monastery building; 5 detached six bedroom houses ; two blocks of affordable flats of two, three or four bedrooms to be built in cooperation with a local Housing Association.

In order to facilitate the planning process, The PR Office were engaged by Metro Construction to consult with residents and the wider local community.

The PR Office undertook a number of activities including: organisation of a public exhibition to allow residents and interested members of the general public to view the plans and to ask questions of the design team; preparation of detailed letters and briefings which were circulated to the local community; liaison with local media to ensure favourable press coverage; and conversations and meetings with local politicians and community leaders to secure their support for the development.