



**JUNIPER  
CRESCENT**

**LANDLORD  
OFFER**

**YOUR VOTE  
MATTERS!**

**One Housing**

 Part of  
**Riverside**

 **COUNTRYSIDE**  
Places People Love

Published 28 October 2022

# FOREWORD



## A statement from Richard Hill

Group Chief Executive Officer, One Housing

**It has been a challenging few years for everyone. We have seen a lot of change in our neighbourhoods and a shift in what people want and need from their homes and the spaces around them. The pandemic has challenged us to ask more from our surroundings, whether it be environments that allow us to work from home or better outdoor spaces, which are important for our wellbeing. We are also learning how important it is to have homes that are affordable to run and heat.**

You told us that the first ballot didn't quite work but you were very clear that there was also a lot of good in our initial proposals. We believe that we have built a much stronger working relationship with you over the past year, one which has helped us to better understand your needs.

You have worked with us to see if with your help we can improve our offer for Juniper Crescent to be one of the best in London. I feel that we have achieved this together.

This document sets out the details of **your plan** for Juniper Crescent and describes how **your future** neighbourhood would work. The only way this can happen is with **your YES vote**. This Landlord Offer is about imagining better for Juniper Crescent and the new ten-year financial offer, which sits alongside our shared plan, seeks to give you the certainty that this vision is attainable and would remain affordable.

Working with our development partner Countryside has brought a fresh opportunity to create a new vision for Juniper Crescent, one where homes are set up for the future, and their surroundings are safer and better to use.

Our partnership with Countryside also brings new opportunities to invest in the Juniper Crescent community by delivering more community events and programmes. We have focussed much more on these discussions over the past year and hope you will see this reflected in our new offer.

Creating a successful place from regeneration will require continued collaboration with you, the residents, and if you vote YES, we look forward to working with you further. We want to establish a community board that will empower residents to lead events and programmes, with our support.

My team and I are passionate about the redevelopment of Juniper Crescent because we believe that our **residents will benefit, for years to come**.

Our duty to you does not stop here however, we understand that to make this regeneration work, you require careful and considered support during your move process. Should residents vote YES, we are committed to providing ongoing support after the ballot and our **dedicated regeneration team would work with you on your journey to a new home**. The purpose of this team will be to ensure that your needs are met from the day you leave your current home to the day that you move into your brand-new home on Juniper Crescent.

## A letter from Councillor Danny Beales

Cabinet Member for Investing in Communities, Culture and an Inclusive Economy, Camden Council



**Since their conception, estate ballot processes have been giving residents a voice in regeneration.**

**I encourage you to use your voice today.**

Across London, the commitments and promises encompassed by Landlord Offers are being delivered on, building places with local communities at their heart.

These are genuinely successful new places where better homes and local environments have been shaped through collaboration between communities and developers.

It is clear that over the past year there has been a strong resident voice at Juniper Crescent, one that has informed and shaped new proposals. This is now **your opportunity to be part of creating a new place that is right for your future**.

## Delivering a safer and inclusive neighbourhood

Manisha Patel, Senior Partner and Architect at PRP



**We will work together with the Metropolitan Police Designing Out Crime team with the objective to reduce crime and antisocial behaviour through design excellence.**

One Housing and Countryside have engaged with the Design Out Crime team regarding Juniper Crescent and would continue after a successful ballot. Our team of architects would work closely throughout the design and planning stages, right through to the completion of the final build in accordance with Secured by Design principles.

Secured by Design is the official police security initiative that is owned by the UK Police Service with the specific aim to reduce crime and help people live more safely. This seeks to improve the physical security of buildings using products, such as doors, windows, locks and walling systems that meet security requirements. In addition, it includes proven crime prevention techniques and measures into the layout and landscaping of new developments.

**The new design for the Juniper Crescent would be a significant improvement from a community safety and security perspective.** It would bring a reduction in the opportunity for crime by increasing natural surveillance at ground level, introducing safer door entry and window systems, enhancing active CCTV surveillance in key areas and ultimately promote a safer, more secure and sustainable Juniper Crescent neighbourhood.

## Your vote will decide the future of Juniper Crescent

You have received this booklet because you have a vote in the Residents' Ballot and an opportunity to build a new Juniper Crescent.

This booklet contains details of the Landlord Offer, which includes our commitments and guarantees to you, proposed plans and designs of the new Juniper Crescent, assuming a positive ballot.

This booklet contains all the information you need to make an informed decision about whether or not you are in favour of the regeneration proposals for Juniper Crescent. We have also included information on your rights as tenants of One Housing and the details of the ballot process.

### Difficulty reading this document?

If you need this document in a different format (e.g. braille or large print) or in a different language, please let us know so we can arrange this for you.

নচির লখো পড়াত কুন্স সমইস্য়া অইরা নী? যদি অয় তে আমরা অইন্য কুন্স ফরম্শাট (যলি- ব্রহেল আর নয় বড় খরয়া পুরনিট) অথবা অইন্য কুন্স ভাষাত অনুবাদ খরয়া দতাম ফারমু। দয়া খরয়া আমরারে জানাইন তে অউ জনিসিটা আমরা আফনরে লাগা খরয়া রাখতাম ফারমু।

هل تواجه صعوبة في قراءة هذا المستند؟ إذا كنت بحاجة للحصول على هذا المستند بتنسيق مختلف (على سبيل المثال، بطريقه برايل أو بحروف كبيرة) أو بلغة مختلفة، فيرجى إخبارنا حتى نتمكن من ترتيب ذلك لك



Map of Juniper Crescent and boundary

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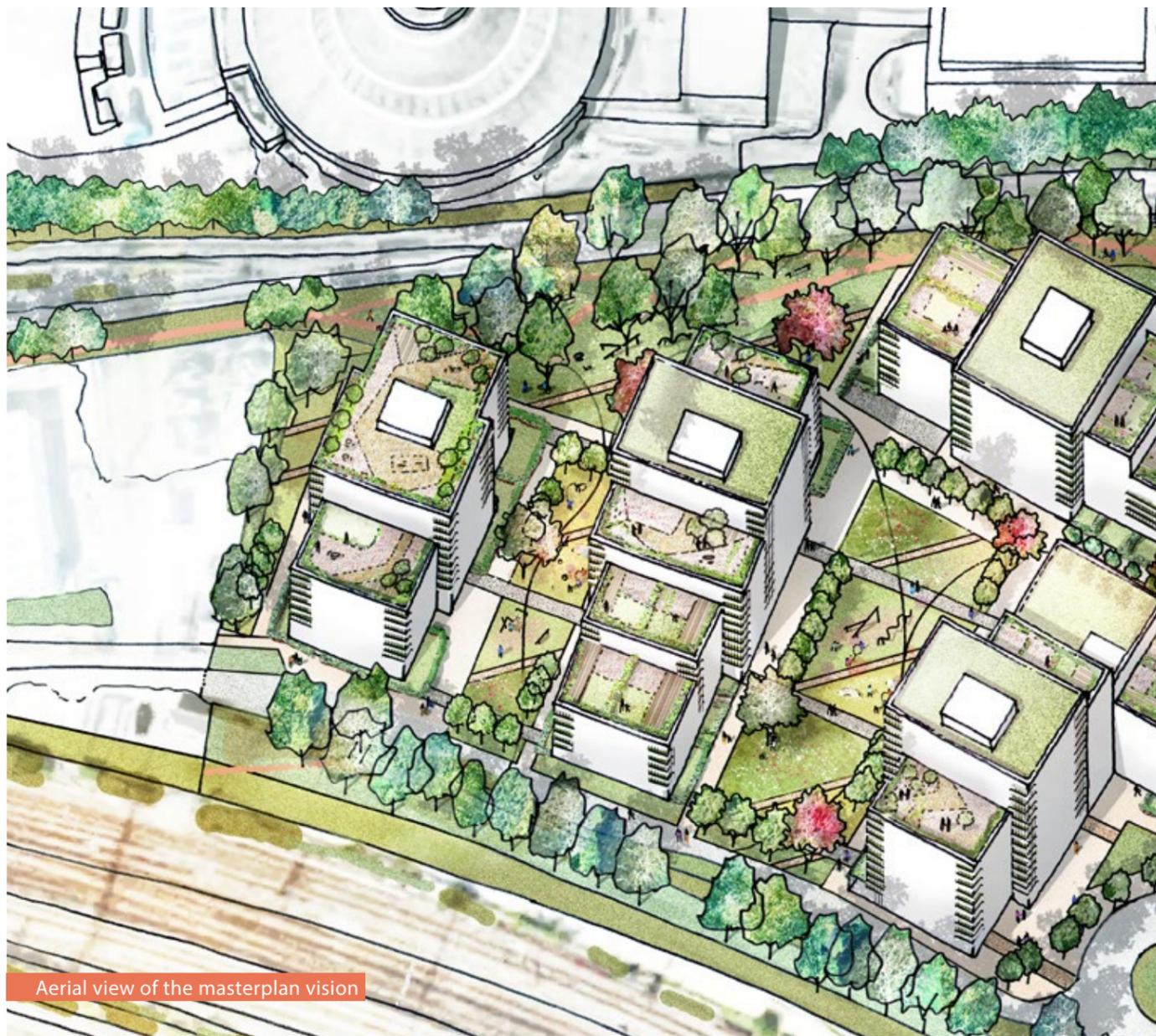
*Explains everything you need to know about how and when you can vote in the ballot.*

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# A SHARED VISION



Aerial view of the masterplan vision



**The vision for the new Juniper Crescent neighbourhood is a shared one. You have helped us to understand what type of place Juniper Crescent should become and what it needs to achieve to be a success.**

**The subsequent sections of this Landlord Offer set out how we aim to achieve this with you.**

You have told us that this shared vision should consider Juniper Crescent as a neighbourhood in its own right. A corner of Camden that is sheltered from the hustle and bustle but has its own distinctive feel and lots going for it.

The shared vision presented to you today is about **building high-quality modern homes set in a vibrant green neighbourhood** with beautiful spaces designed to be actively used and where there are plenty of places for people to socialise and relax.

- ✓ It is a safe place where children can play, an estate where crime is discouraged by design.
- ✓ It is a place driven by the community where community spirit is supported and celebrated through local events and group activities at Juniper Crescent.
- ✓ Our vision is also about building fantastic new homes in the heart of the city, homes that will be both bright and spacious but also highly efficient to run.
- ✓ One of the most important aspects of the new vision is delivering a range of outdoor spaces that provide something for everybody. Our designs provide spaces for residents to relax, play and socialise.
- ✓ The regeneration of Juniper Crescent will deliver 450-470 homes that will provide 50% affordable homes based on habitable rooms. Of the additional affordable homes 60% will be social rent and 40% will be intermediate rent.

# WHAT WE HAVE ACHIEVED TOGETHER

Since 2017, One Housing has been engaging with residents on the regeneration proposals for Juniper Crescent and listening to feedback. You have worked with us to shape the layouts of new homes and ensured we got the details right. You told us how important it is to keep your sense of community in the neighbourhood by creating communal spaces that offer something for everybody.

 If there is a majority 'YES' vote from residents, your ideas and inspiration will continue to shape the future of Juniper Crescent. We will continue to consult and engage with residents throughout the planning, moving and construction process.

## We've carefully considered everything you have told us

YOU SAID	THE VISION
 <b>Home sizes</b> You wanted clarity on whether new homes would be larger than current homes.	→ Guarantees that all new homes will be the same size or larger as current properties and no one will be losing space – see p28 for full details.
 <b>Private outdoor space</b> You wanted clarity on new garden and balcony sizes.	→ Guarantees balconies will be larger than existing and new gardens will be the same size as the average area of those existing – see p32 for full details.
 <b>Your living environment</b> You wanted the new homes to have more sunlight, privacy and views out.	→ Provides new homes which will be brighter, letting in more natural light, improved privacy and have amazing views out – see p29 for full details.
 <b>Parking</b> You wanted guarantees that parking for existing residents would be prioritised.	→ Guarantees that each household who currently has a parking permit will receive one in the new Juniper Crescent. This will be in a secure basement and will be available from the first day you move in – see p38 for full details.
 <b>Communal amenity space</b> You wanted more greenery throughout the new designs and different types of open spaces.	→ Increases the amount of open space to almost double. There will be variety of communal amenity areas for residents to enjoy: including quiet spaces for relaxation, children's play areas, spaces for exercise and meeting up – see p34 for full details.
 <b>Affordability</b> You wanted more detail on the specific costs of living on the new Juniper Crescent.	→ Provides more detailed information about costs and will introduce 10 years of financial support for your council tax and service charge – see p14 for full details.
 <b>Moving</b> You wanted to understand more about the moving process and support you would receive.	→ Guarantees a dedicated officer to support you throughout the process and ensure you are found a suitable temporary home. This will include supporting you in the packing and moving process – see p16 for full details.



## A message from the One Housing Engagement Team

**Thank you. We are incredibly grateful for the time residents have given us over the past year.**

We believe that working together has shaped the best offer possible for Juniper Crescent, and we are very proud of what has been achieved with your insight and support.

The ballot will be determined by a simple majority of those who vote; therefore, **your vote is important.** We fully believe regeneration is the best way to achieve a better Juniper Crescent for everyone and to deliver your ambitions.

To support our proposals, **we encourage you to vote YES in the ballot but the decision is yours.**

Ahead of the vote, you will receive your ballot papers separately, as the voting process will be managed by 'Civica', an independent body which specialises in ensuring voting processes across the UK are fair and impartial.

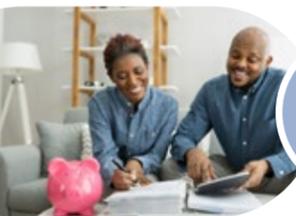
In the meantime, the entire One Housing engagement team is still here to help if you have any questions about the Landlord Offer or anything else you feel would help you decide.

Best wishes,  
 Sasha, Marina, Mike

# OUR LANDLORD COMMITMENTS

Alongside the new vision for Juniper Crescent, you have helped us develop a series of landlord commitments that are needed to achieve a successful place and give you the confidence to vote YES.

## Your financial offer - Security for you and your family



1

### Affordability

We are committed to keeping things affordable, so have set out a 10-year subsidy for Council Tax and Service Charges. Alongside this, new energy efficient homes will help keep costs down for residents of the new Juniper Crescent.



2

### Moving support

We want your journey to a new home to be a success, and we are committed to supporting you both financially and by working with you every step of the way. This includes a **£7,800 home loss payment**, disturbance payments to cover associated costs of the moves and a dedicated regeneration team who will help arrange everything from packers, movers and handy person service.



3

### Tenancy rights and offer

Every eligible resident is being offered a new home at Juniper Crescent. All assured and intermediate tenants have the right to return at the same rent levels, apart from the usual annual increases. We are committed to **offering a one-bedroom property in Camden to all adult children** at Juniper Crescent.



4

### Community legacy

We are committed to supporting the Juniper Crescent community to stay together. We will help establish new programmes and resident led initiatives to promote community spirit, introduce a new community hub, and a **£600,000** community chest.

## Your home and neighbourhood offer - Brighter, spacious new homes, healthy living environment



5

### New Homes

We are committed to providing every eligible resident who wants a new home with a brighter, more spacious and efficient property to run. No home will be smaller than the current properties and we have set out a number of ways to personalise your new home.



6

### Gardens and balconies

All new homes will be offered a substantial private outdoor space with views over green areas on the estate and for upper floors views over Camden.



7

### A greener neighbourhood

We are committed to increasing the overall amount of open space to almost double at Juniper Crescent and ensuring there are more spaces for activities for all ages.



8

### A safer, more accessible neighbourhood

We are committed to delivering an accessible, safe and secure neighbourhood where moving around is easy for the whole community.



9

### Resident parking

Secure parking will be provided from day one and every household who currently has a parking permit will get one permit on the new estate.

## A. YOUR FINANCIAL AND SUPPORT OFFER

**We have improved our offer for Juniper Crescent to be one of the best in London.**

**You have told us that affordability is a primary concern, so we have increased our offer of 3 years of financial support to 10 years of support.**





FINANCIAL SUPPORT COMMITMENT

# 1. AFFORDABILITY

**We are committed to keeping things affordable, so we have set out a 10-year subsidy for Council Tax and Service Charges. Alongside this, new energy and water-efficient homes will help keep costs down for residents of the new Juniper Crescent.**



### Your 10 year financial offer

**Our priority is to keep costs down for our residents.** Changes in costs on the new Juniper Crescent may differ slightly depending on what type of home you currently live in and are moving to. Alongside this Landlord Offer, you will have received a personalised letter with your individual costs. If you have any questions, speak to a member of the engagement team about specific costs and support for you.



Unless you choose to move into a larger or smaller property, your rent will remain the same, apart from the usual annual increases.

### Energy efficient homes

Your new homes and the new Juniper Crescent will use less energy, will help reduce pollution, will be better for the environment and kinder to your pocket.

All new homes will be fitted with water meters and water-saving features, including spray taps, showers, and short/long flush toilets to reduce costs and water usage. High-quality insulation will make it easier to keep your home warm in the winter and cool in the summer.

**On average, new homes will be 25% more energy efficient.**

### Affordable service charge

If you are a tenant, you currently pay a service charge with your rent. From the day you move into your new home, **we will subsidise increase in costs for Service Charges for 10 years**, in accordance with the subsidy table below. This means that you will only see small increases in costs every two years, while enjoying lots more benefits.

Service Charges for the new Juniper Crescent Estate will be based on the actual cost of services for each building. Service Charges cover things like:

- ✓ Caretaking services
- ✓ Grounds and lift maintenance
- ✓ Heating, lighting and cleaning communal areas

We will make sure that your Service Charges are good value for money and that you can see exactly what you are paying for each year. We will confirm the standards of service in advance with you. Contractors will be appointed on a competitive basis.

### Affordable council tax

You may be eligible for a council tax reduction if you are on a low income or benefits.

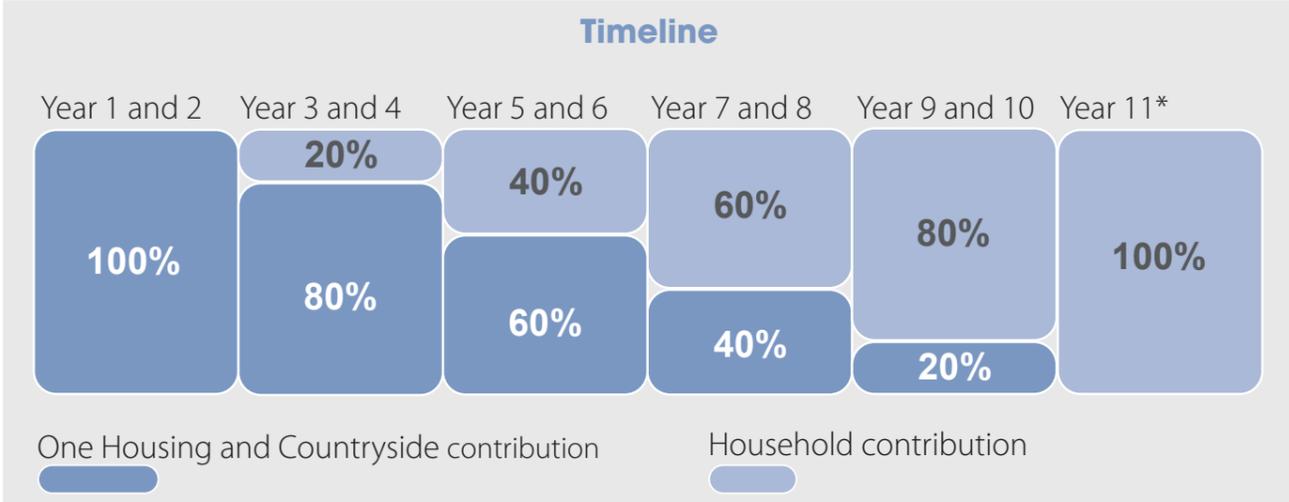
Council tax charges will be assessed when the new homes are built. The banding of property for Council Tax is not assessed by the Council but by the Valuation Office Agency.

From the day you move into your new home, **we will subsidise increase in costs for council tax for 10 years**, in accordance with the subsidy table below. This means that you will only see small increases in costs every two years, while enjoying lots more benefits. This graph indicatively shows how we will support you with changes in costs.



From the day you move into your new home, if there are increases to service charges these will be subsidised for 10 years.

## 10 years of Council Tax and Service Charge Subsidy



\*From year 11 there will be continued support for residents who may need it.



## 2. MOVING SUPPORT

We want your journey to a new home to be a success, and we are committed to supporting you both financially and by working with you every step of the way.



### Moving and disturbance support

You have told us you will need our support to move to your new home. We will do all we can to make a move as easy as possible for you and your family.

You will be given the help and support you need with all moves; whether you want to stay on the estate, move to another home in Juniper Crescent, or leave Juniper Crescent, we will help.

**A dedicated One Housing regeneration officer will help arrange everything from packers, movers and handy people.**

- ✓ We will ensure that you have the right level of support to help you through moving home — from start to finish.
- ✓ Your regeneration officer will be available throughout the process and will visit to check that you are settled in and see if there is anything else we can help with.
- ✓ We can offer additional help and support if you have special needs or a disability.

- ✓ We will work with occupational health practitioners and support workers to ensure both your temporary and your permanent home will be ready for you when you move in.

#### **We will also arrange for all of the following:**

- ✓ Removals, including packing and unpacking
- ✓ Disconnecting and reconnecting appliances Telephone, TV and broadband connection
- ✓ Redirecting mail for all adult household members
- ✓ Replacing fitted furniture
- ✓ Dismantling and reassembling furniture
- ✓ Replacing significant appliances which won't fit in your new kitchen
- ✓ Re-fitting of carpets and window coverings, where required
- ✓ Other reasonable costs associated with your move and agreed in advance



### Statutory Home Loss Payment - £7,800\*

When you leave your current home, you will receive a £7,800 home loss payment. This compensation payment is made to tenants if they are required to move home due to regeneration.

You will receive one payment per household, which will be made when you move from your current home due to regeneration.

#### **You will be entitled to a home loss payment if you are one of the following:**

- ✓ An assured tenant
- ✓ An assured shorthold/intermediate tenant

#### **You will not be entitled to a home loss payment if:**

- ✗ You are a private tenant who has been given notice to quit by your landlord
- ✗ You are evicted due to a breach of your tenancy conditions



### Second Move Contribution - £7,800\*

The £7,800 Second Move Contribution upon returning to the new Juniper Crescent is being offered to any residents who will move twice and in recognition of the enormous community value you bring to the estate by returning.



#### **A message from Peter Blake**

Head of Regeneration One Housing

I have been involved in managing and delivering affordable homes for over 30 years and am driven by a passion to see people from all walks of life being given opportunities to get more from the places where they live. I believe that this regeneration is a **unique opportunity** to deliver something very special for the residents of Juniper Crescent.

If residents decide to vote YES for this opportunity, my commitment and that of **my regeneration team will be to support you every step of the way** on your journey to a new home and a better Juniper Crescent.



**For residents moving to a temporary home, we will offer you a further £7,800 to support you in moving back to Juniper Crescent once your new home is ready.**

*\* The Statutory Home Loss Payment amount is set out by the Government's Home Loss Payments (Prescribed Amounts) (England) Regulations 2022. Our Second Move Contribution will match the Statutory Home Loss Payment so when the Statutory Home Loss Payment goes up so will your Second Move Contribution. If you currently owe us rent or any other payment, the amount is deducted from the Home Loss payment.*



MOVING SUPPORT COMMITMENT

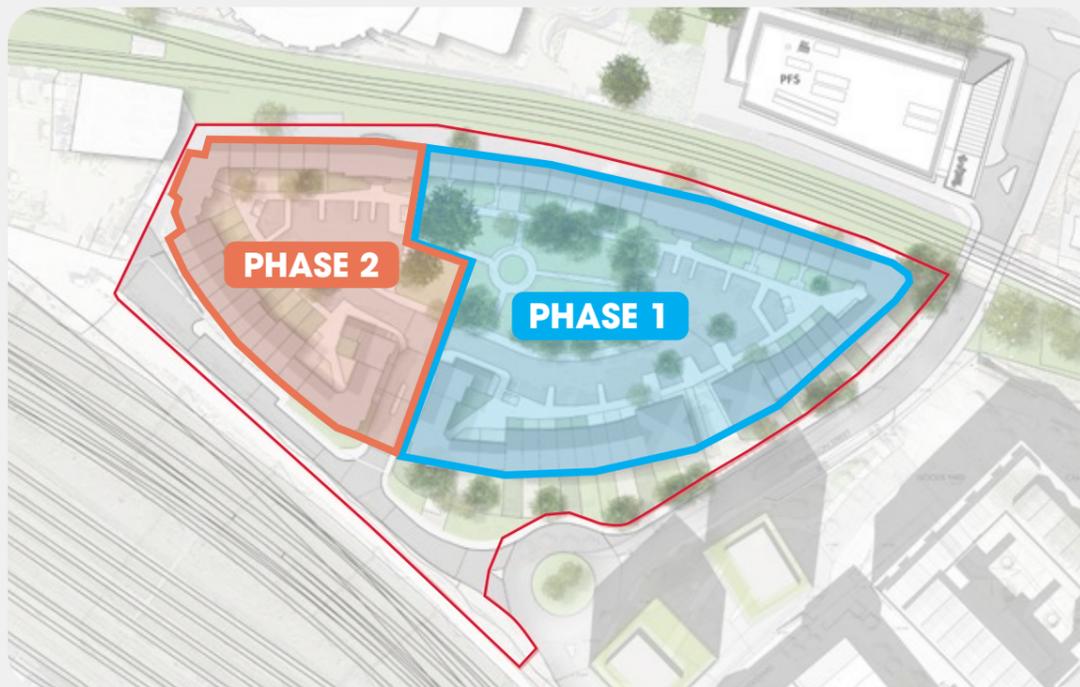
# 2. MOVING SUPPORT CONTINUED

Our number one priority is to ensure that your journey to a new home at Juniper Crescent is straightforward and that your new home is delivered as quickly as possible.

### How and when we will build your new homes

To ensure your new home is delivered as fast as possible, we have streamlined the construction of new homes into two parts, referred to as Phase 1 and Phase 2.

Importantly, the Phases have been informed by our commitment to deliver parking from the first day you move in, a priority for residents.



#### PHASE 1

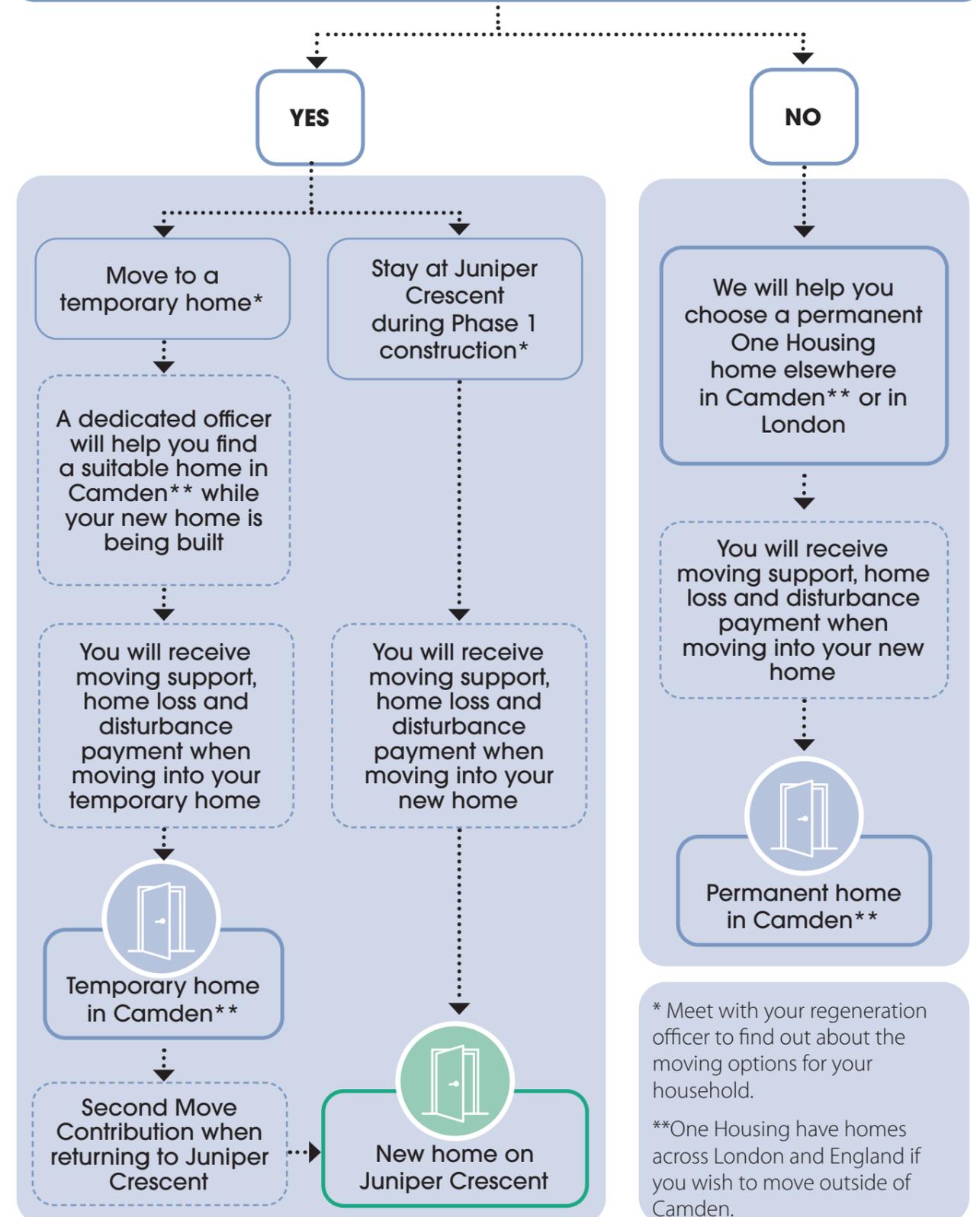
- ✓ Phase 1 includes Nos 45 to 120 of Juniper Crescent. These new homes will be built between 2025 and 2029.
- ✓ Phase 1 residents will be required to move off the estate temporarily or can move into empty homes in Phase 2 temporarily, while the first homes are being built.

#### PHASE 2

- ✓ Phase 2 includes Nos 1 to 44 on Juniper Crescent. This is where additional homes will be built between 2029 and 2032.
- ✓ Phase 2 residents will not be required to move off the estate temporarily while the first homes are being built. However, residents will have the option to move away temporarily if they wish to.

 Before any new homes can be built, all Phase 1 residents must be rehoused successfully. We believe it will take up to three years to find the right temporary home for each household, which is why we will only begin construction in 2025. We believe that this is extremely important to get right.

## Would you like to live on the new Juniper Crescent?





## 2. MOVING SUPPORT CONTINUED

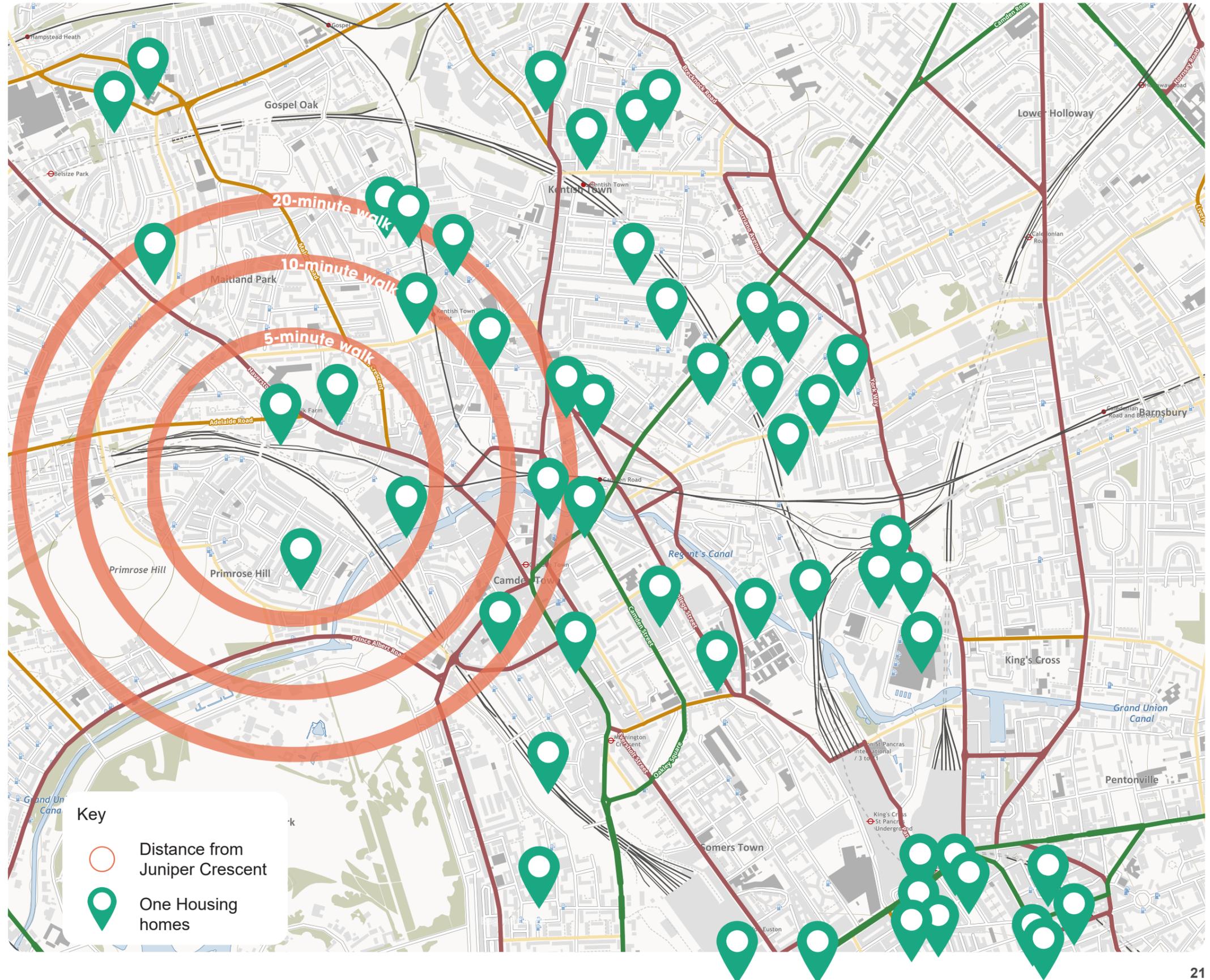
**Whether you are in Phase 1 and are temporarily moving away from Juniper Crescent or would like a fresh start and to move away permanently, we will work with you to find a home in the right location for you.**

We want your journey to a new home to be a success, and we understand that any temporary property you are offered must meet particular personal needs and requirements.

To achieve a successful temporary move for you, our regeneration team is committed to discussing and working carefully with you to find the best temporary home.

We have over **2,000 suitable homes close to Juniper Crescent and within Camden**, which we can work with you to choose from. You can find more information about the properties which are available by booking a meeting with the engagement team.

Your rent will stay the same (apart from the usual annual increase) during the temporary move away from Juniper Crescent while the work is being carried out. If you decided to move away permanently, the rent in your home may be different to the rent you pay now.



**Key**

-  Distance from Juniper Crescent
-  One Housing homes



Scan to see the full map of One Housing property locations to choose from.



FINANCIAL SUPPORT COMMITMENT

# 3. TENANCY RIGHTS AND OFFER

**Every eligible resident is being offered a new home at Juniper Crescent. All assured and intermediate rent tenants have the right to return at the same rent levels, apart from the usual annual increases. We are committed to offering a one-bedroom property in Camden to all adult children at Juniper Crescent.**

### Assured tenants

Your tenure as an assured tenant will not be affected by the redevelopment and you will continue to have what is known as an 'assured tenancy'.

Residents currently have either a Community 2000 or One Housing tenancy agreement, both of which are very similar. If you currently have a Community 2000 tenancy agreement, you will be able to choose whether to keep it, or move to a One Housing tenancy agreement. The Independent Resident Advisor will be able to discuss your individual rights to help you decide which agreement you would prefer to have.

For residents who move to a new home at Juniper Crescent, **your form of tenancy will remain the same as it is in your existing home.** You will continue to benefit from all the same associated rights.

### Intermediate rent tenants

As an intermediate rent tenant, upon return to the redevelopment, you will continue to have what is known as an 'assured shorthold tenancy'.

For residents who move to a new home at Juniper Crescent, **your tenancy will remain the same as it is in your existing home.** You will continue to benefit from all the same associated rights.

### Support for adult children

Any adult children can choose to be housed separately as part of the regeneration. They will be provided with a 12-month assured shorthold tenancy (AST). At the end of the 12 months, if they have maintained the tenancy terms, they will be provided with an assured tenancy which gives them security of tenure.

**All adult children will be offered a suitable property in Camden,** unless the eligible resident wants to move elsewhere in London which One Housing will help to facilitate.

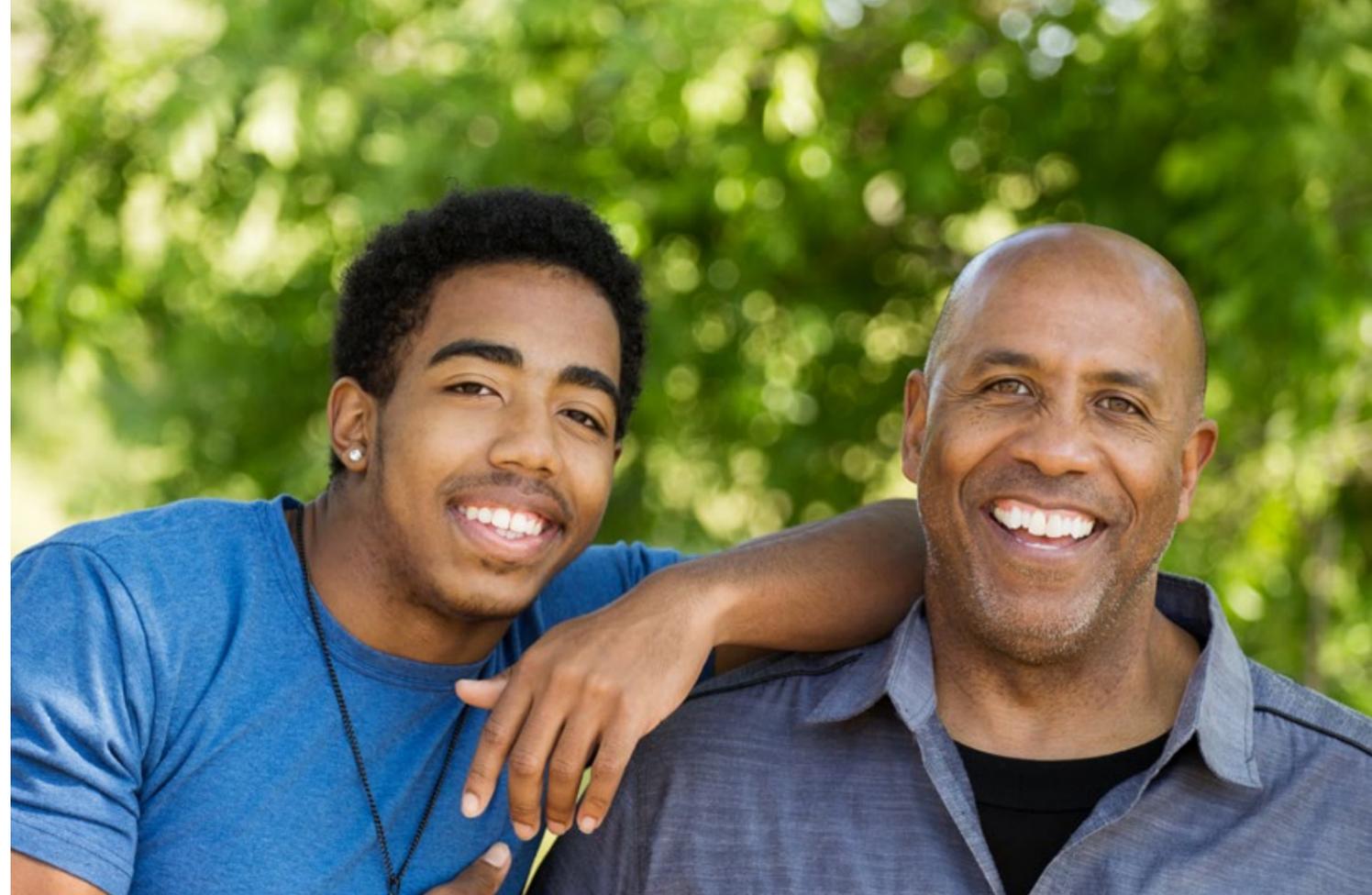
We will work closely with each person taking up the adult child offer to ensure the offer they are made suits their needs and requirements.

The remaining household members will be housed according to their housing need on the new regenerated scheme. If you choose to downsize, because your adult child is being re-housed, then you will be offered a home suitable to your housing needs.

Adult children being rehoused separately will not be eligible for the £7,800 Statutory Home Loss Payment or disturbance package.

### Moving away from Juniper Crescent

If you choose at the beginning to move away permanently from Juniper Crescent, we will help to find you a property to move into. The property you would be offered would be suitable for your housing needs.



## Your offer by tenancy

	Assured Tenants	Intermediate Rent Tenants (IMR)
Affordable service charge (p15)	✓	✓
New white goods to all homes (p31)	✓	✓
Statutory Home Loss Payment - £7,800 (p17)	✓	✓
Moving & disturbance support (p16)	✓	✓
Second Move Contribution (p17)	✓	✓
A dedicated annual support fund (p24)	✓	✓
A higher quality & more efficient new home (p28)	✓	✓
Secure parking provided for those with existing permit (p38)	✓	✓



**Support for adult children:** any adult children can choose to be housed separately as part of the regeneration. They will be offered a suitable property in Camden, unless the eligible resident wants to look elsewhere in London which One Housing will help to facilitate.



Communities First is a charity that provides independent and confidential advice to residents on regeneration proposals for Juniper Crescent, in order to help you understand the options, answer your questions and help you feedback on any views.

**Please call Ian or Louis on FREEPHONE on 0300 365 7150 or you can also email them at [juniper@communitiesfirst.uk.com](mailto:juniper@communitiesfirst.uk.com)**



# 4. COMMUNITY LEGACY

**One Housing and Countryside have committed £600,000 towards a combined community chest that can be used for Juniper Crescent as the new regeneration estate moves forward.**

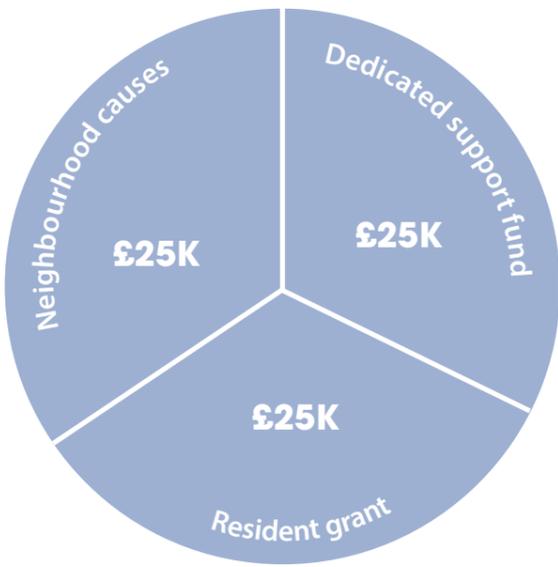
### Community spirit

One Housing and Countryside have committed £600,000 towards a combined community chest that can be used for Juniper Crescent as the new regeneration estate moves forward.

### A new community hub

There will be a multi-functional space where residents can organise community events, celebrate birthdays, anniversaries and have residents' led classes and workshops such as dancing, cooking and exercising. **The hub will make Juniper Crescent community grow closer and stronger.**

**From the £600,000 community chest, each year there will be allocations for funding in three streams:**



**From the £600,000 chest, each year there will be allocations for funding in three streams:**

- ✓ £25,000 for residents dedicated support fund
- ✓ £25,000 for the Resident Estate board to direct grants to resident-led causes
- ✓ £25,000 for OHG and Countryside to provide support to residents and wider, connected neighbourhood causes (such as local schools)

### A new estate management board

As part of the regeneration, we will set up a Juniper Crescent Estate Board for the new development, consisting of residents, members of One Housing from departments such as regeneration, property services, housing management and services charges, and local councillors.

The board would ensure that residents are involved in the ongoing management of the estate, allowing the new development to function more effectively through direct involvement from of the community.



**An annual £25,000 from the residents dedicated support fund is fully available to all residents. Please contact a member of the engagement team to find out more about your eligibility.**



### A message from Kate Ives

Strategic Growth Director, Countryside

We have been incredibly grateful for all the time that residents have given us on our journey to shape the right vision for Juniper Crescent.

Countryside is committed to helping build a new neighbourhood and homes to the highest quality standard. Your input has helped us define something unique for this special part of Camden.

**We are dedicated to developing more than just the 'bricks and mortar' of the new Juniper Crescent** and have welcomed the opportunity recently to start our community funding which provides new opportunities for residents.

We hope this document will outline our commitment to delivering quality for you, the residents of Juniper Crescent. **In the hope that you decide to vote YES, we look forward to continuing to work closely with you** in the future from the day you vote, to the day we can move you into your new home.

## B. YOUR NEW HOME AND NEIGHBOURHOOD OFFER

We have improved our design for Juniper Crescent to be unique to this special part of Camden.

Brighter, spacious, high-quality modern homes set in a vibrant green neighbourhood with beautiful spaces designed to be actively used and where there are plenty of places for people to socialise and relax.



DESIGN COMMITMENT  
**5. NEW HOMES**

**We are committed to providing every eligible resident who wants a new home with a property that is brighter, more spacious and efficient to run.**

**Home sizes**  
 Your ideas have specifically informed the new home layouts which will be constructed to **the highest modern standards providing spacious homes.** No new home will be smaller than it is now and most homes will have increased usable space. Currently 80% of the homes at Juniper Crescent are smaller than the required space standards. The regeneration will ensure that people living in these small properties all receive bigger homes.

**Home types**  
 The new homes will be a mix of flats and ground or upper level duplexes, with different sizes that will respond to your household needs. See your letter attached with this document explaining the type of property you will receive.

- Higher quality homes**  
 The new homes will be more energy efficient, built to modern standards using the latest high-quality materials and will have:
- ✓ Improved thermal performance
  - ✓ Thermostatically controlled energy-efficient heating
  - ✓ High-performance double-glazed windows
  - ✓ Better sound insulation
  - ✓ More efficient storage, with dedicated places for specific items
  - ✓ Blinds to all windows
  - ✓ Bathrooms that can be adapted to specific mobility needs
  - ✓ A sprinkler system as part of the fire safety strategy

**Typical home layouts have been included at the end of this document.**

**For all design variations please visit the hub and discuss with your regeneration officer.**



 **No home will be smaller than current properties.**



Digital image of proposed 2 bedroom living space

**Daylight and sunlight**  
 The new buildings have been designed and orientated to **maximise natural light, creating healthier and brighter homes with fantastic views** over Camden and the newly landscaped Juniper Crescent neighbourhood.

**Amazing views out**  
 Juniper Crescent is in an amazing location and the existing residents will get a choice in the location of their new home with options of the best views in the new masterplan, overlooking Primrose Hill, Camden or the Roundhouse.

**Privacy**  
 The location and orientation of the buildings and the gardens will ensure overlooking is minimised as **we know privacy is important to you.** The improved sound insulation of the new homes will mean that outdoor and neighbouring noises are minimised.

**Easy access to balconies and gardens**  
 All homes will have direct access to their balcony or garden from the kitchen or living space.

DESIGN COMMITMENT  
**5. NEW HOMES CONTINUED**

We have set out different ways to allow you to personalise your new home, which will come with brand-new kitchen equipment, including a combined fridge freezer, a dishwasher, and more.



**Making your new home your own**

You have told us that customising and making your new home personal to your needs, lifestyle and taste was a top priority. We have set out several ways to allow you to personalise your new home.

- ✓ **Choice of kitchen layout:** you can choose if you would like an open plan or separate kitchen
- ✓ **Work/Study-from-home options:** you can choose if you would like space to work or study from home to be incorporated into your home
- ✓ **Choose finishes and designs:** from a range of options, you can choose floor, kitchen and bathroom finishes that are right for you. The home will also be adapted to your specific mobility needs

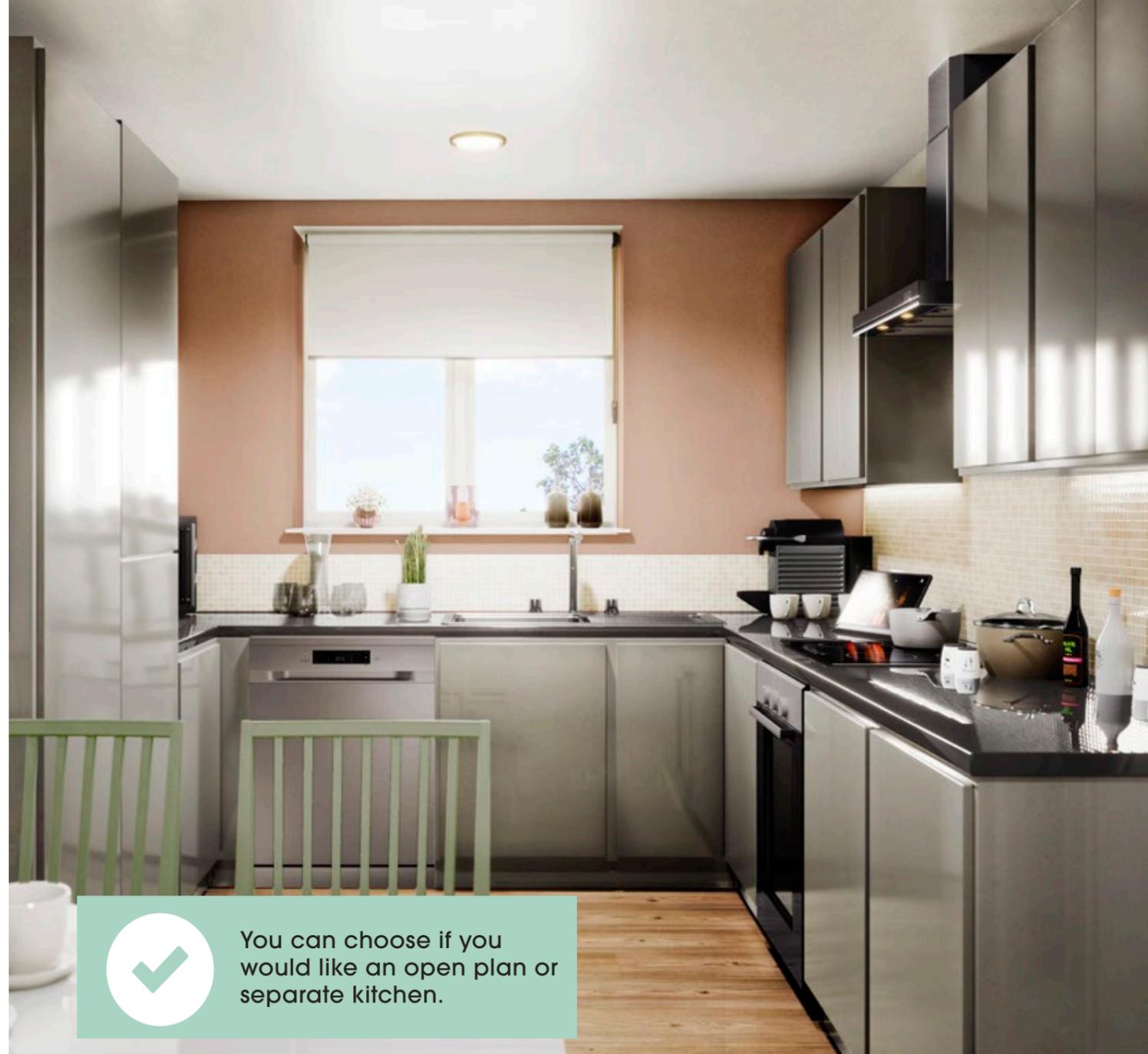
**Storage**

The new homes have been designed to have more efficient storage, new white goods and a dedicated utility cupboard where all the equipment will go, including your washer/dryer.

**Choose your interior**

Meet with a member of the design team to talk about the finishes for your new home and discuss which options work for you.

✓ All residents will be able to personalise their homes and will have better designed storage.



You can choose if you would like an open plan or separate kitchen.

**Brand new kitchen equipment**

We are also providing white goods for each home which are AAA rated, which will save you even more on your energy running costs.

**1 & 2 bedroom homes**

- ✓ Slimline dishwasher
- ✓ Combined washer-dryer
- ✓ Combined fridge/freezer
- ✓ Cooker
- ✓ Electric hob
- ✓ Extractor hood

**3 bedroom and larger homes**

- ✓ Dishwasher
- ✓ Combined washer-dryer
- ✓ Combined fridge/freezer
- ✓ Cooker
- ✓ Electric hob
- ✓ Extractor hood



DESIGN COMMITMENT

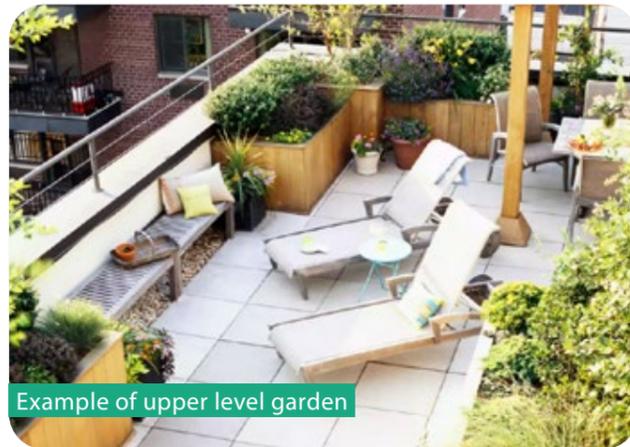
# 6. GARDENS & BALCONIES

All new homes will be offered a private outdoor space with views over green areas on Juniper Crescent and the upper floors with views across Camden.

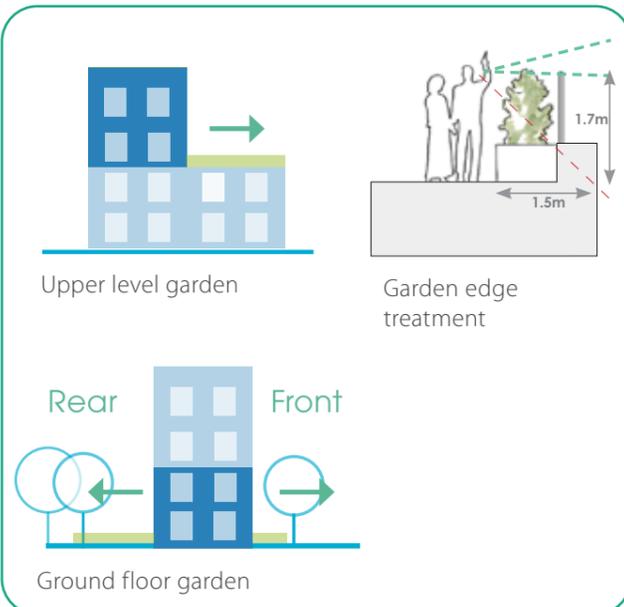
### Gardens

If you live in a house with a garden, you will be offered a new home with a garden or terrace:

- ✓ Residents currently living in houses will move to a two-storey duplex in the new development. Ground floor duplexes will be provided with a front and a rear garden. The upper floor duplexes will have a generous terrace. These will be the same size as the average area of the existing gardens.
- ✓ The majority of existing gardens are between 30 and 35sqm. In the new masterplan the gardens will have an average size of 35sqm.
- ✓ If you live in a flat with a garden, you will be provided with an enhanced sized balcony.



New private gardens and terraces will be spacious and will include patio areas and planting opportunities.



All new balconies will be larger than they currently are, with better views and meeting London space standards.

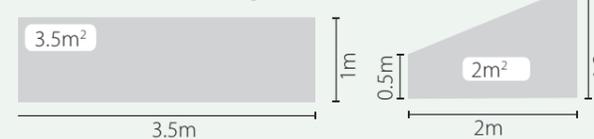
### Balconies

The survey of the existing properties shows that all balconies are substantially below current required standards. **If you live in a flat with a balcony, you will have a larger balcony with enhanced views over Camden and the green neighbourhood.**

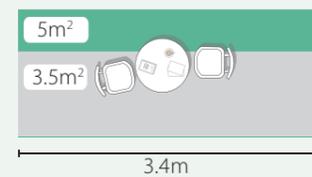
Below is a comparison showing the area difference between existing and new balconies

**Key** Existing balcony sizes at Juniper Crescent Proposed balcony sizes

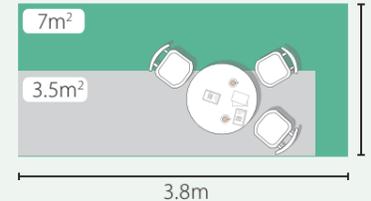
#### Examples of existing balconies



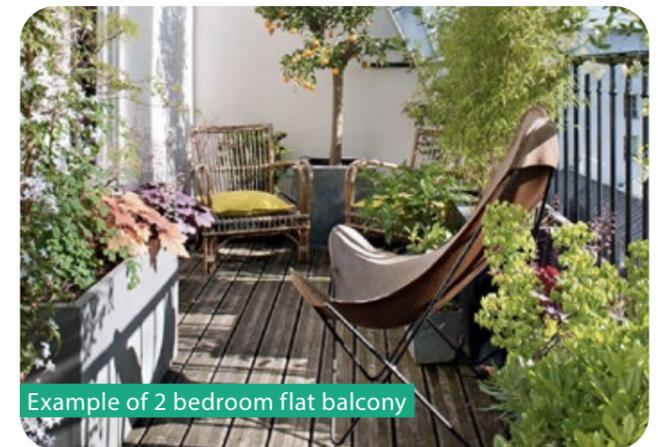
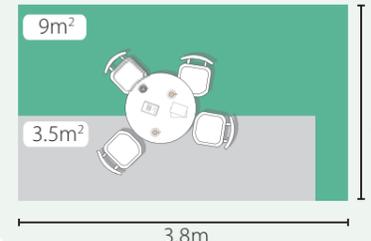
#### 1 bedroom homes balcony area comparison



#### 2 bedroom homes balcony area comparison



#### 3 bedroom homes balcony area comparison





# 7.A GREENER NEIGHBOURHOOD

We are committed to increasing the overall amount of open space to almost double at Juniper Crescent and ensuring there are more spaces for activities for all ages.



Sketch of how open spaces could look and feel

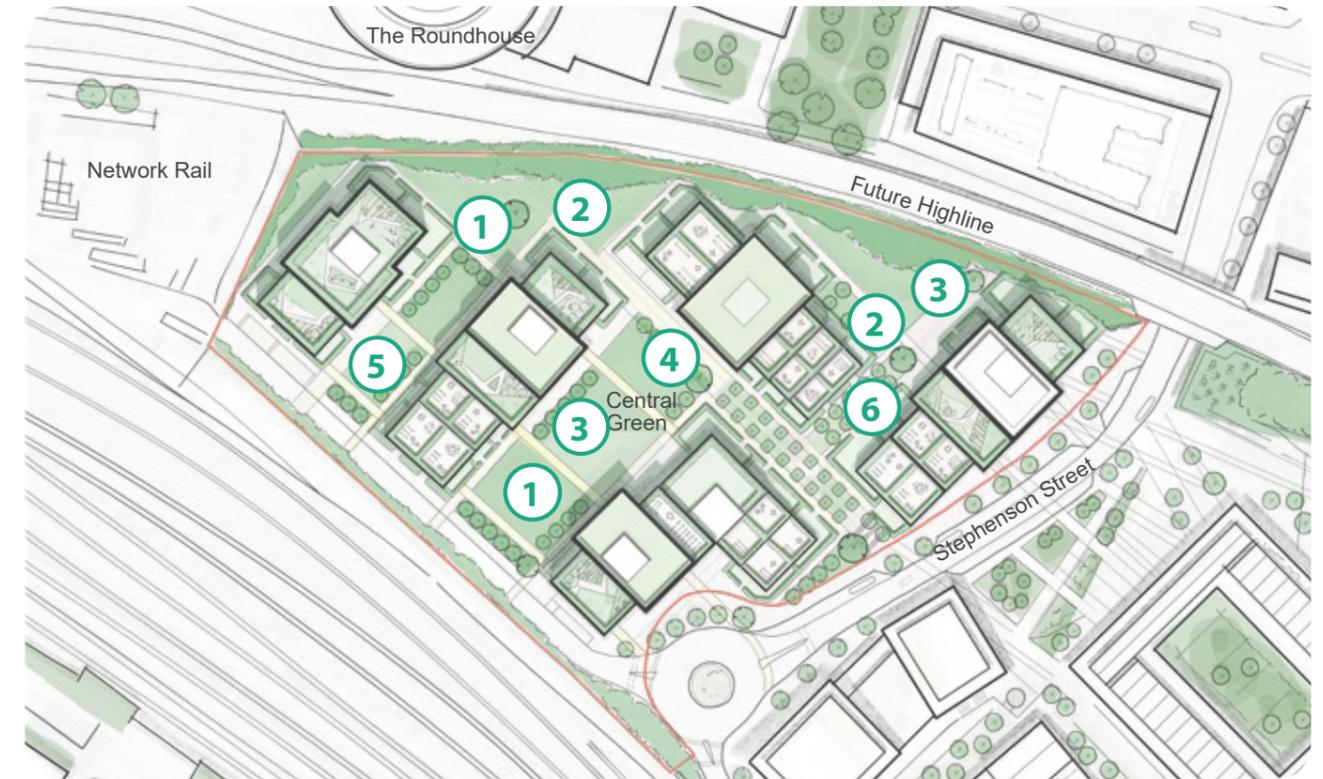


Central Green: areas to support community spirit and hold events



Green pedestrian street during Phase 2 construction

## A map of different green spaces at Juniper Crescent



### Green and open spaces

You have told us that one of the most critical aspects of the new masterplan is creating a range of outdoor spaces that provide something for everybody. **The new designs provide spaces for residents to relax, play and socialise.** The new designs will improve biodiversity, accessibility, and implement greening strategies.

Notably, the new masterplan almost doubles the amount of open spaces for residents to relax, play and socialise.

**Juniper Crescent will be a much greener place** with more trees and planting which will improve biodiversity, air quality, and promote healthier living.

### A safer place to live and for children to play

The overall amount of **play spaces will treble in size** and will offer exciting activities for everyone. The new Juniper Crescent will have a dedicated play area, doorstep play features in the public realm and play on communal roof terraces.

The overall amount of open space will almost double.



1 Family-friendly spaces with play features



2 Quiet spaces for relaxation



3 Soft planting throughout the neighbourhood



4 Multifunctional space dedicated to residents of all ages



5 Communal green spaces with better opportunities for healthy lifestyles



6 Doorstep play features



DESIGN COMMITMENT

# 8.A SAFER, MORE ACCESSIBLE NEIGHBOURHOOD

**We are committed to delivering an accessible, safe and secure neighbourhood where moving around is easy for the whole community.**

### A safer place to live

Your new estate will be designed to meet the Secured by Design standard.

Secured by Design is the official police security initiative that works to improve the security of buildings and their immediate surrounding to provide safe places to live, work and visit. **Secured by Design has proven to reduce crime by up to 87% in new developments.**

### Safety and security

- ✓ Enhanced surveillance through design
- ✓ CCTV throughout, video door entry system with fob access
- ✓ Fob access to secured basement parking
- ✓ Fob access to bin and bike stores in every building
- ✓ Low level planting to improve visibility
- ✓ Limited vehicular access at the centre of Juniper Crescent
- ✓ Improved lighting throughout

### Fire safety

**All buildings and flats will be designed to meet the latest building and fire safety regulations.** All buildings will be fitted with sprinklers and dry risers to provide water for firefighting, and there will be efficient smoke ventilation in all communal corridors. Qualified fire engineers check the designs at every stage.

### An estate that is more accessible for the entire community

The design of the new estate will mean it is easier to get around. It will be well connected to everyday needs such as the new Morrisons and your local bus will remain in service on the new estate along Stephenson Street.

**All homes will be 'step-free', accessed either directly from ground level or via secured lifts. There will be two lifts per staircore.**

The surfaces and the footpaths will be smooth, level and well lit and will allow easy movement for all.

Pedestrian routes will be designed to ensure they are visually open, overlooked, direct and well used, enhancing a feeling of safety for all residents.

Internally, the homes will be designed to the latest accessibility standards and 10% of all new homes will be able to adapt to wheelchair user needs if required. All homes will have better circulation space around furniture, more spacious entrances and easier to access bathrooms.



Ground floor entrances overlooking streets and open spaces



All buildings will have secure fob access and there will be enhanced surveillance and lighting across the estate.

## Safety and accessibility features



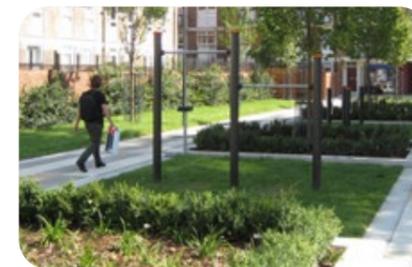
Open space lighting throughout



Passive surveillance from ground floor homes



CCTV to all communal entrances



Pedestrian only area



Level access across the estate and in all buildings



Two lifts per staircore in each building

DESIGN COMMITMENT  
**RESIDENT PARKING**

Secure parking will be provided from day one and every household who currently has a parking permit will get a permit on the new estate.



Example of secure basement parking

**Secure parking**

Parking is important for many residents. Most parking spaces will be in a **secure basement car park with CCTV** and mechanised safety systems. Electric car charging points will be located at certain parking bays, and we will also provide delivery points for packages.

**On-street parking**

Dedicated on-street parking will be provided for those that need to be closer to their front doors and there will be secure bike storage facilities across the estate. We are also exploring the potential for car clubs and other transport initiatives and would like to hear your views on this.

✓ A management plan for parking will be developed together with residents.



Example of on-street parking

✓ Each household that currently has a parking permit will get one permit on the new Juniper Crescent. There will be no cost increase for residents with existing parking permits in the new scheme.



View of Juniper Crescent from the roundabout

**Map of access routes and parking**



## C. THE BALLOT PROCESS

**This document sets out the details of your plan for Juniper Crescent and describes how your future neighbourhood will work, the only way this can happen is with your YES vote.**



# HOW TO VOTE

At the ballot, you will be asked:

**Are you in favour of the proposal for the regeneration of Juniper Crescent Estate?**

Regeneration can only go ahead if the majority of residents vote YES.

## Who can vote?

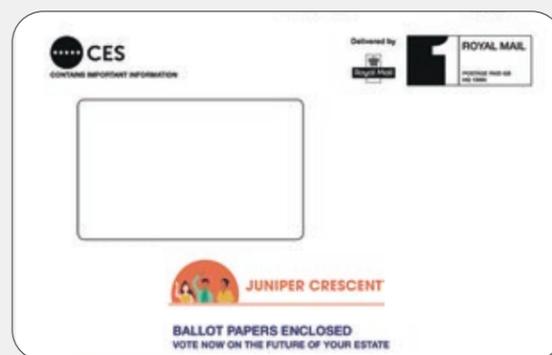
Ballots must be open to all residents aged 16+ on an existing social housing estate that falls into one or more of the following criteria:

- ✓ Social tenants (including those with secure, assured, flexible or introductory tenancies) are named as a tenant on a tenancy agreement dated on or before the Landlord Offer is published
- ✓ Intermediate tenants
- ✓ Resident leaseholders or freeholders who have been living in their properties as their only principal home for at least one year before the date the Landlord Offer is published are named on the lease or freehold title for their property.
- ✓ Any resident whose principal home is on the estate and who has been on the council housing register for at least one year, irrespective of their current tenure

**The following are only eligible to vote if they have been on the housing register for longer than one year:**

- ✓ Tenants whose landlord is not a Registered Provider (RP) or Local Authority (e.g. private tenants).
- ✓ Homeless households are living in temporary accommodation.
- ✓ Any household member (e.g. adult children) who is not named as a tenant.

**If you're eligible to vote, you'll receive your ballot paper directly from Civica Electoral Services (CES), formerly Electoral Reform Services (ERS). CES is an independent company with over 100 years experience administering ballots and is the UK's leading provider of election services. The Mayor of London approves CES to collect, audit, and count the votes.**



## How to vote?

**The ballot is completely confidential** and will be led by Civica Electoral Services (CES). CES will never tell anyone how an individual has voted.

Details on how to vote will be sent out with your ballot paper.

**There are three different ways to vote:**



### By post

Return your ballot paper in a pre-paid envelope



### Online Vote

Online using a unique code



### Telephone Vote

By telephone using a unique code

**Ballot papers will be sent by first class post to all eligible residents on 14 November 2022,** and you will have four weeks to vote. You can vote as soon as your ballot paper arrives. **You have until 5pm on 12 December 2022 to cast your vote.**

Any votes received by CES after the deadline will not be counted.

## What to do if you don't receive your ballot paper or if you are away

If your ballot paper doesn't arrive, or if you would like more information about voting, you can call CES on 020 8889 9203 or enquire online at [support@cesvotes.com](mailto:support@cesvotes.com)

## The result of the ballot

Your vote will determine the future of your estate. There is no minimum turnout needed.

The regeneration will only go ahead if most residents vote YES in the residents ballot. This is why it's so vital that you use your vote.

## The ballot announcement

CES will post an official confirmation letter to announce the result.

This will be approximately one week after the close of voting on 12 December 2022. We will also post the result on the Juniper Crescent website.

If the result of the ballot is YES, there will be further discussions with residents to inform the detailed designs and the planning application. Planning permission in 2023 will mean that building should start in 2025, only after residents have been moved to their temporary home.

We are then aiming to have the first homes ready for moves in 2029.



## KEEPING YOU INVOLVED

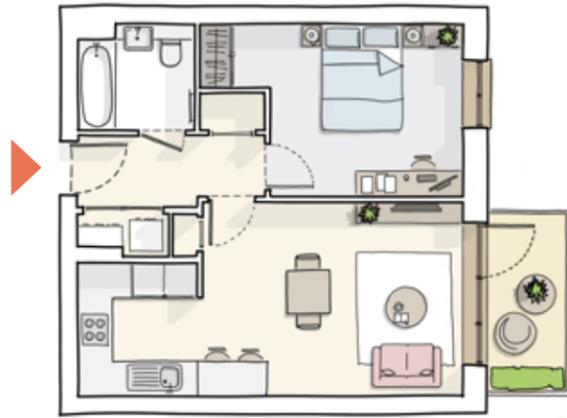
If there is a majority YES vote from residents, we will continue to hold engagement activities and drop-in sessions for you. We will also continue our newsletter and website updates to share the latest information on what is happening. We would also like to set up the Residents Board to start working on the resident and community grants.



# APPENDICES - HOME TYPOLOGIES

For your home layout options please visit the hub to discuss them with your regeneration officer.

1 Bedroom 2 Person Flat



London space standards: 50m<sup>2</sup>

2 Bedroom 4 Person Flat



London space standards: 70m<sup>2</sup>

For your home layout options please visit the hub to discuss them with your regeneration officer.

2 Bedroom 4 Person Flat - Wheelchair User



London space standards: N/A; target area 70m<sup>2</sup> + 10%

3 Bedroom 6 person Flat



London space standards: 95m<sup>2</sup>

# APPENDICES - HOME TYPOLOGIES

For your home layout options please visit the hub to discuss them with your regeneration officer.

Multi-generational 3 Bedroom 6 Person Flat



London space standards: 95m<sup>2</sup>

2 Bedroom 4 Person Duplex



Lower floor

Upper floor

London space standards: 79m<sup>2</sup>

For your home layout options please visit the hub to discuss them with your regeneration officer.

3 Bedroom 6 Person Duplex



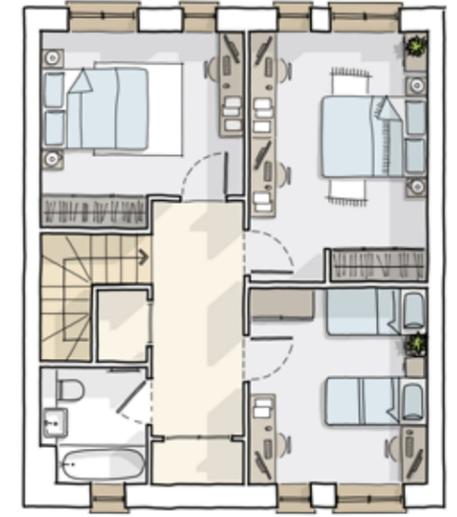
Upper floor



Lower floor

London space standards: 102m<sup>2</sup>

4 Bedroom 8 Person Duplex



Upper floor



Lower floor

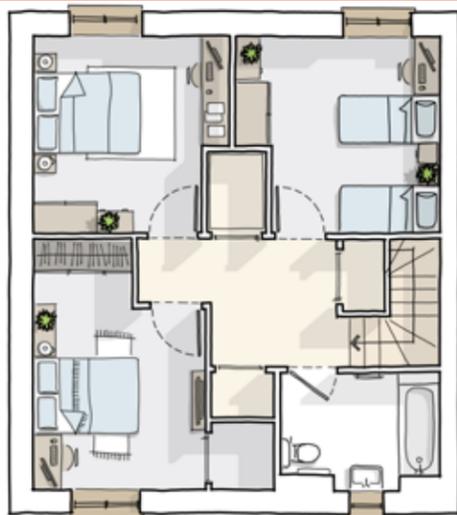
London space standards: 124m<sup>2</sup>

# APPENDICES - HOME TYPOLOGIES

For your home layout options please visit the hub to discuss them with your regeneration officer.

## 4 Bedroom 8 Person Duplex - Wheelchair User

Upper floor



Lower floor



London space standards: N/A target 124m<sup>2</sup> + 10%

# GET IN TOUCH WITH THE TEAM



Scan for a digital version of the Landlord Offer



**Peter Blake**  
Head of Regeneration  
One Housing



**Mike Akwei**  
Regeneration Officer  
One Housing



**Sasha Grant**  
Regeneration Officer  
One Housing



**Marina Cox**  
Regeneration Officer  
One Housing



**Raj Mandair**  
Regeneration Manager  
One Housing

### One Housing

Phone: 07554113283  
Email: junipercrescent@onehousing.co.uk

### Communities First Independent Tenant Advisor

Phone: 0300 3657150  
Email: juniper@communitiesfirst.uk.com

### Difficulty reading this document?

If you need this document in a different format (e.g. braille or large print) or in a different language, please let us know so we can arrange this for you.

নচিৰ লখো পড়াত কুণু সমইসূয়া অইরা ন? যদি অয় তে আমরা অইন্য কুণু ফরম্যাট (যলি-ব্রহেল আর নয় বড় খরয়া প্ৰিন্ট) অথবা অইন্য কুণু ভাষাত অনুবাদ খরয়া দতিম ফারমু। দয়া খরয়া আমরারে জানাইন তে অউ জনিসিটা আমরা আফনরে লাগি খরয়া রাখতাম ফারমু।

هل تواجه صعوبة في قراءة هذا المستند؟ إذا كنت بحاجة للحصول على هذا المستند بتنسيق مختلف (على سبيل المثال، بطريقة برايل أو بحروف كبيرة) أو بلغة مختلفة، فيرجى إخبارنا حتى نتمكن من ترتيب ذلك لك

Please note the Landlord Offer and all associated documents are subject to planning approval. For image credits please visit the website at junipercrescent.co.uk



JUNIPER  
CRESCENT

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OFFER



**One Housing**

 Part of  
**Riverside**

 **COUNTRYSIDE**  
Places People Love