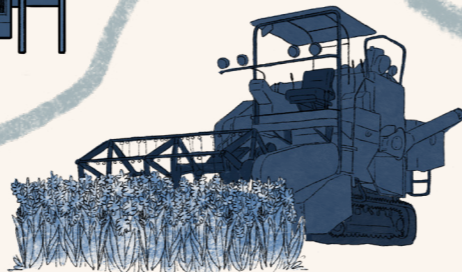
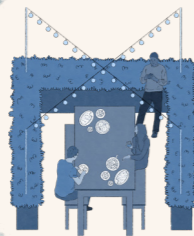
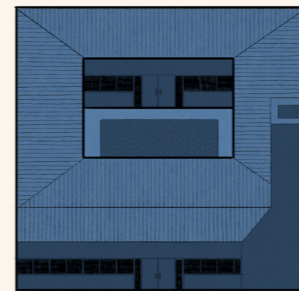
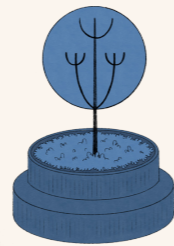
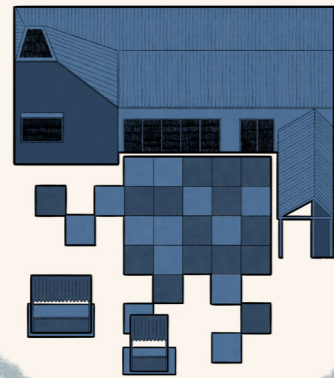
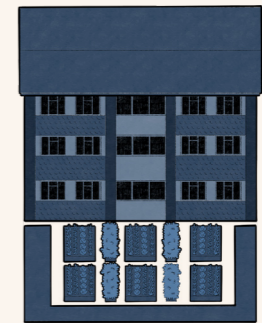
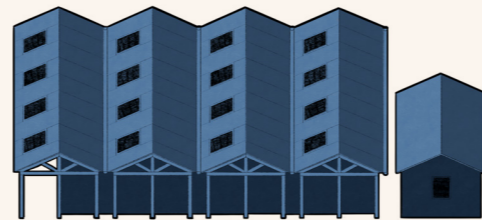


BRENT'S
BREAD
NETWORK



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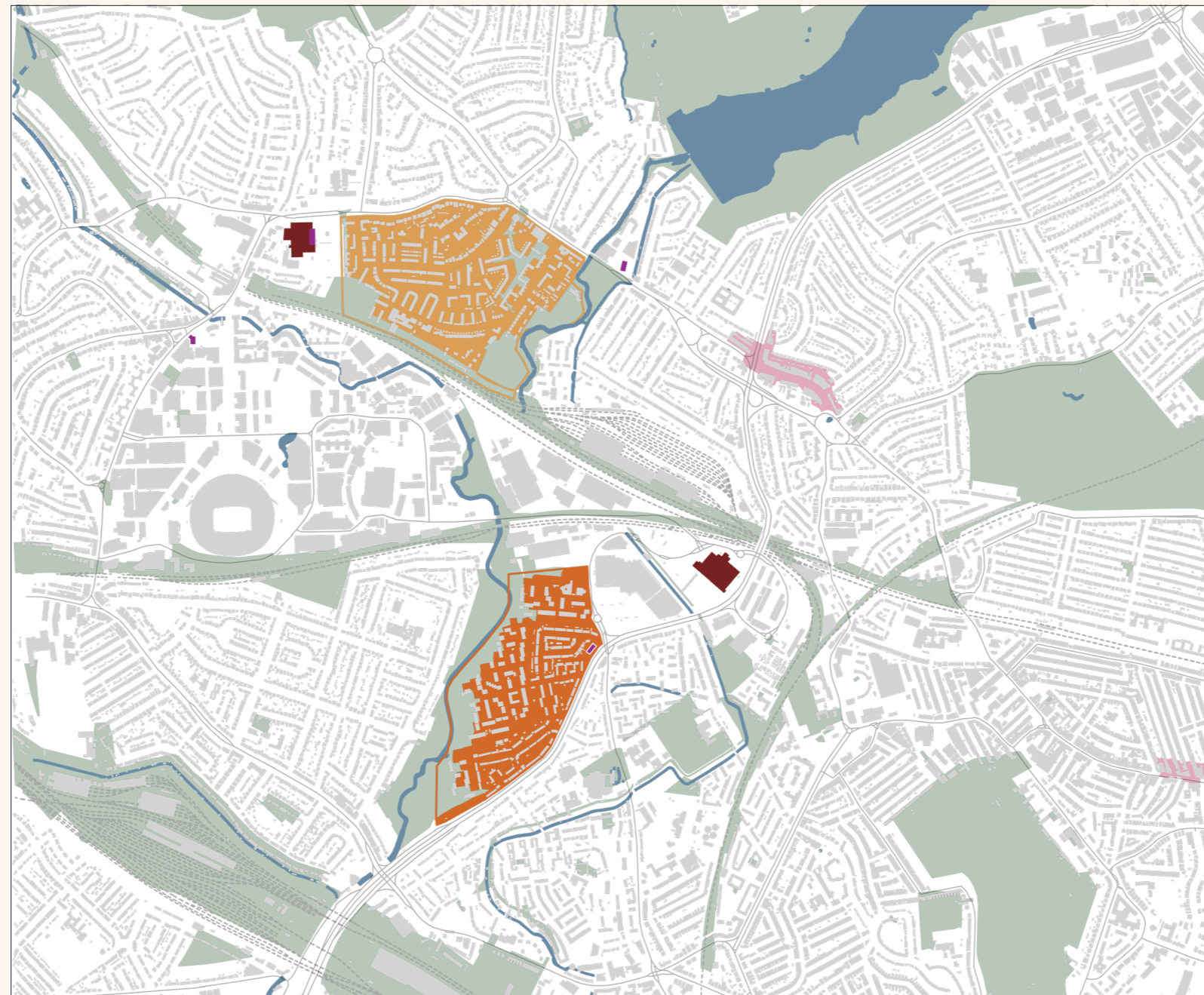
Brief

Health and Infrastructure Rebalancing Inequalities

Our response proposes a decentralised community-based food network challenging current structures. Through this lens, bread becomes a spatial tool to reconnect fragmented neighbourhoods, support public health, and contribute to a more equitable Brent.

How can the design of our homes, streets, neighbourhoods and infrastructure, help to reduce health inequalities and create a more equitable London?

In Brent a corridor of severance exists between the River Brent and the 6 lanes of the North Circular Road. From the vast Brent reservoir, to TfL's largest train depot at Neasden, the corridor is a tapestry of industrial warehouses, infrastructure, high streets, and homes. However, it too has some of Brent's highest levels of deprivation and health disparity. What then are the spatial factors that have exacerbated these inequalities?



- Chalkhill Estate
- St Raphael's Estate
- Green Space
- Water
- Road

STRATEGY + OBJECTIVES

- 1 Understand the health and infrastructure landscape for the defined corridor
- 2 Outline relationships between public health policy and spatial design
- 3 Highlight key influences on a communities health across the study areas
- 4 Develop new approaches to help correct imbalances for health in areas effected by infrastructure, from policy to spatial design

You may have eaten this with little choice and even less knowledge of its ingredients. That lack of choice—the absence of healthy alternatives—underpins the following report

What did you have for breakfast?



COMMERCIAL WHITE BREAD

INGREDIENTS

- Flour, water, salt, plus:
- Emulsifiers (E471, E472e)
- Preservatives (calcium propionate)
- Vegetable oils
- Added sugar
- Enzymes
- Flour improvers

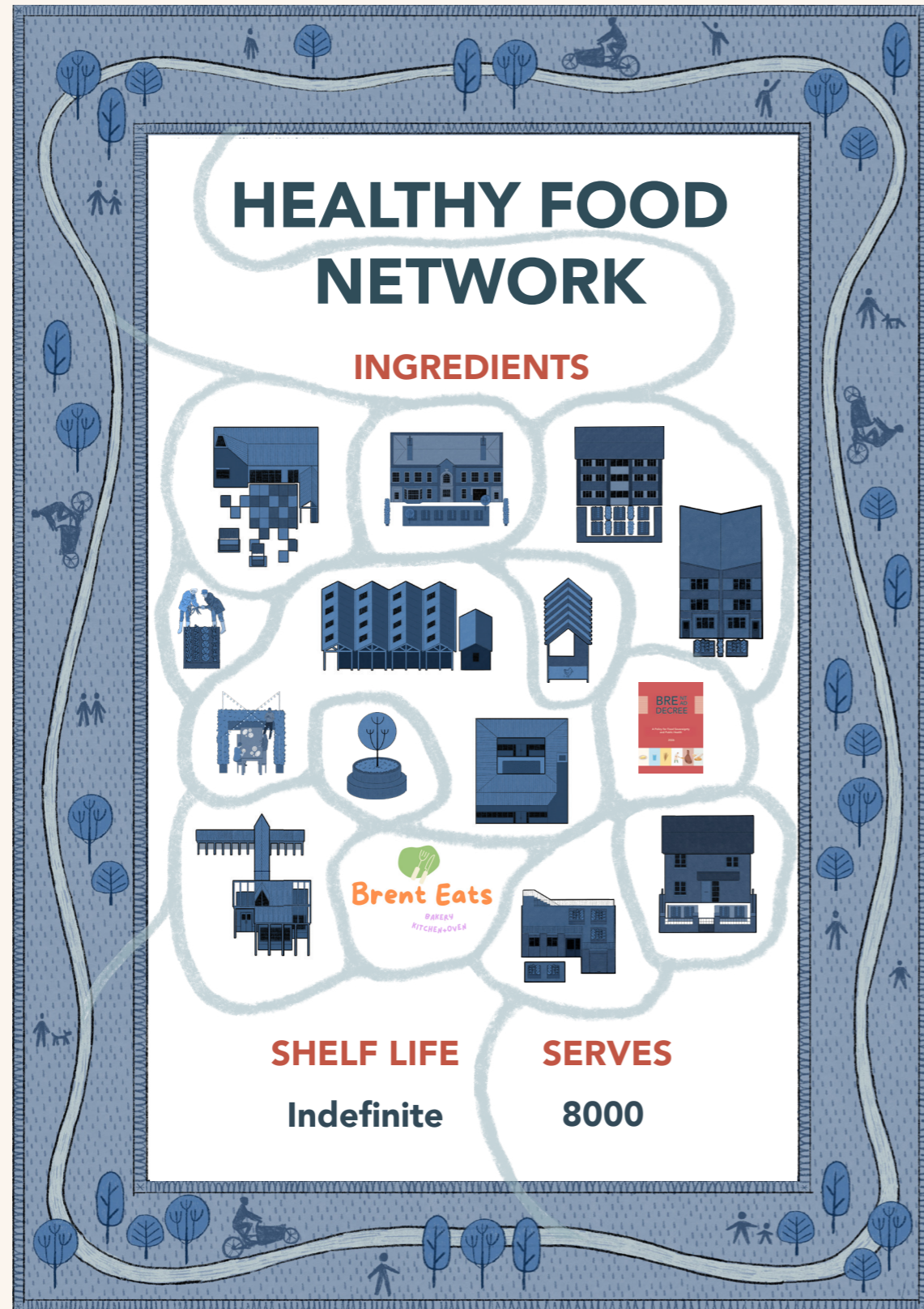
SHELF LIFE

7-10 days

PRICE

£1.39

Manifesto



In Brent, industrialised food systems have eroded the relationship between people and what they eat — contributing to health inequalities, environmental pressures, and a widespread detachment from how food is grown and distributed. These conditions are spatially reinforced. Transport infrastructure fragments neighbourhoods while supermarket monopolies dominate food access, limiting meaningful choice and embedding ultra-processed products within everyday diets. Food insecurity and diet-related illness remain significant challenges across the borough.

Using bread — a staple shared across cultures — as a catalyst, the project proposes a decentralised, community-based food network that reconnects fragmented neighbourhoods and repositions food as essential civic infrastructure. Drawing on principles of urban acupuncture, targeted architectural interventions activate underused spaces along the River Brent to form a productive landscape integrating food production, redistribution, preparation, and communal eating.

The proposal establishes a network of interconnected infrastructures: a collection and distribution barn for surplus produce, a bakery providing employment and training, community ovens functioning as social third spaces, and a communal canteen that reimagines collective dining as civic infrastructure. Together, these interventions make food systems visible, expand access to healthy food, and rebuild the relationship between people, place, and what they eat. Critically, the approach is additive rather than prescriptive — introducing choice without demonising the supermarkets and fast-food outlets that remain essential anchors for many residents.

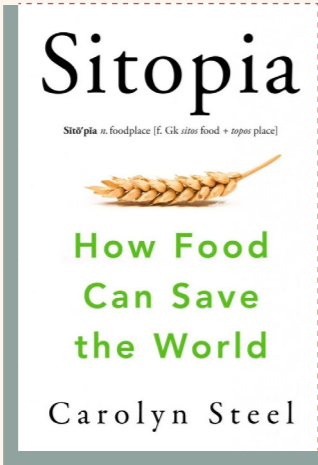
Supported by the Brent Bread Decree — a complementary policy framework — the project demonstrates how spatial design and governance can work together to challenge monopolised food systems. Rather than dismantling existing infrastructure, the proposal introduces alternatives that restore agency, improve public health, and embed food once again at the centre of urban life; gradually shifting the balance toward community-focused provision without erasing what people already rely on.

Food ownership

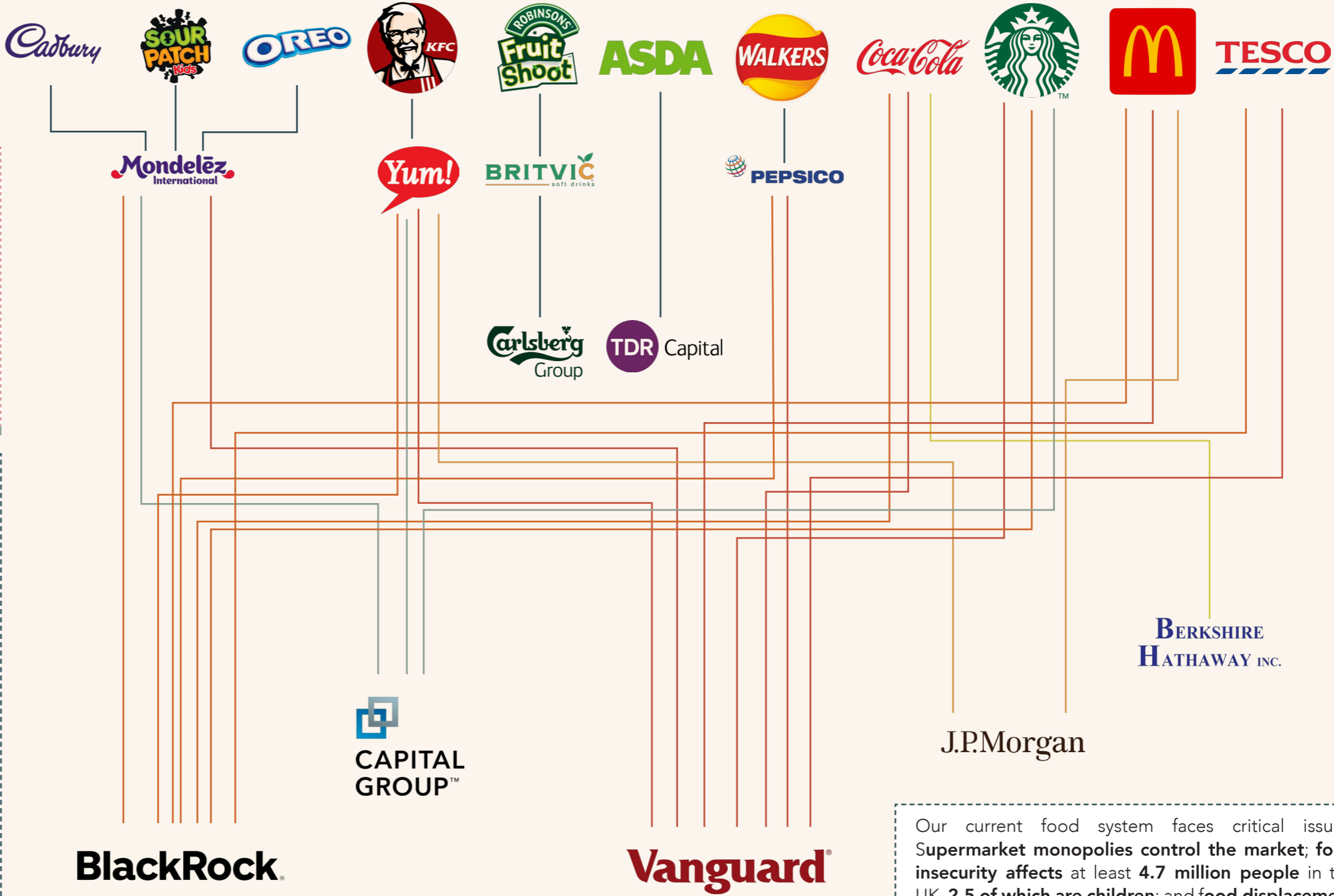
Who owns what you eat?

We have lost genuine choice in what we consume, as supermarket monopolies control the market, severing our connection to food and exposing us to health, environmental, and social consequences.

"The agricultural production industry is a broken part of the food system because it denies consumers knowledge that would help them choose healthier foods"
(Sentient Media, 2018)



1. Oranges from California - 5000 miles, 2. Bananas from the West Indies - 4000 miles, 3. Beef from Argentina - 7000 miles, 4. Tomatoes from Spain - 1000 miles, 5. Cocoa Beans from Central Africa - 3000 miles, 6. Lamb from New Zealand - 11000 miles



Our current food system faces critical issues: Supermarket monopolies control the market; food insecurity affects at least 4.7 million people in the UK, 2.5 of which are children; and food displacement means most people have no connection to their food or knowledge of where, how, or when it was produced. This distance reduces interest in quality and exposes us to a plethora of health, environmental, and social consequences.

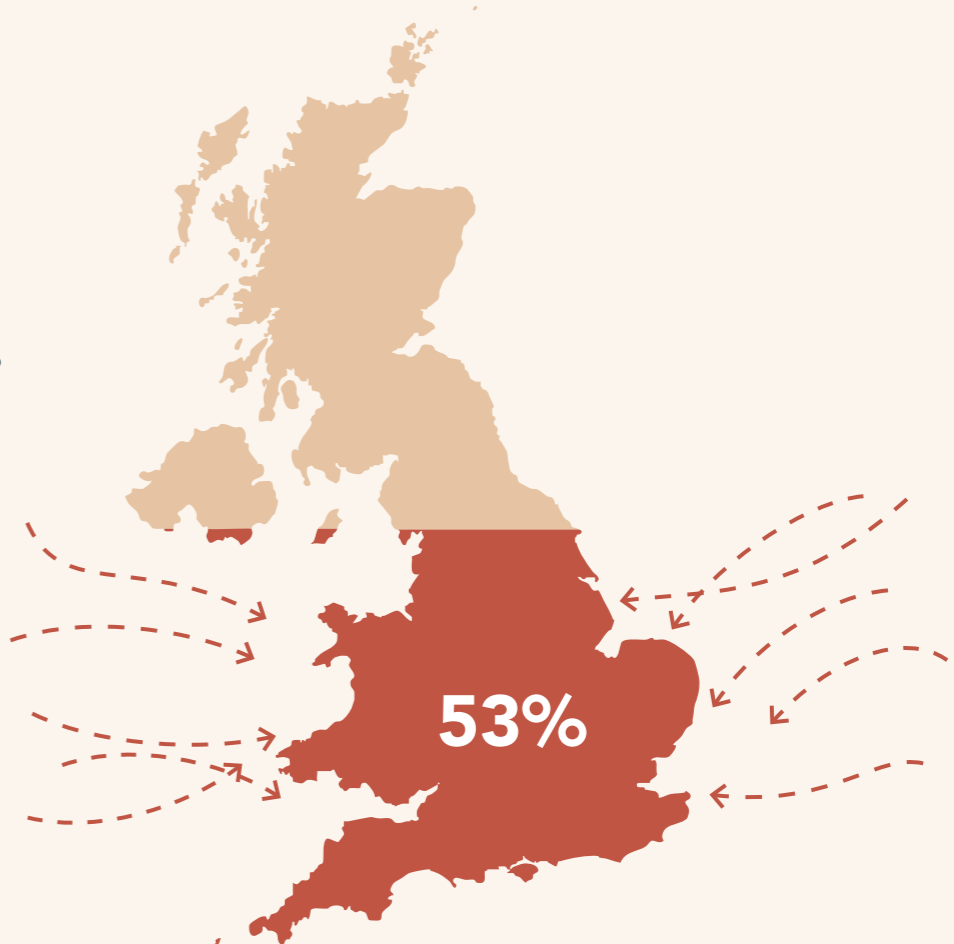
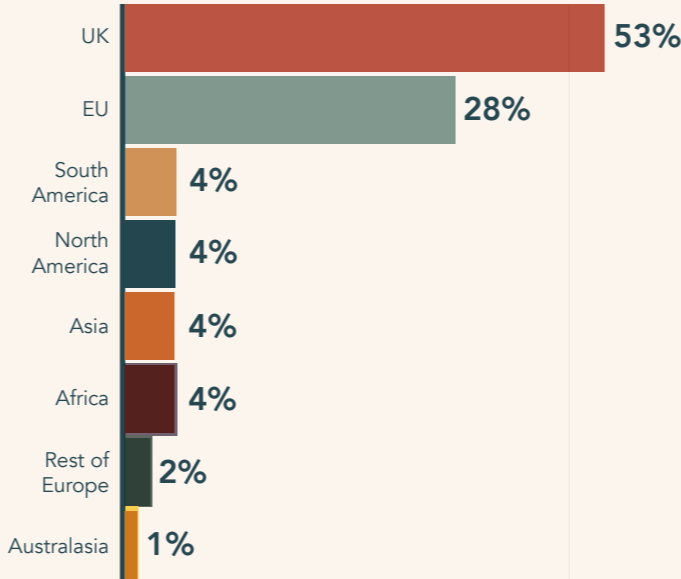
Issues with our food system

1/3 OF BRENT'S POPULATION LIVES IN POVERTY AND REGULARLY ACCESSES FOOD AID

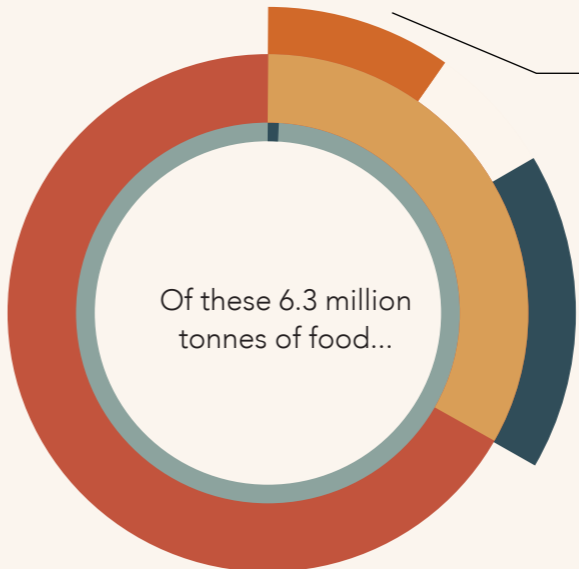
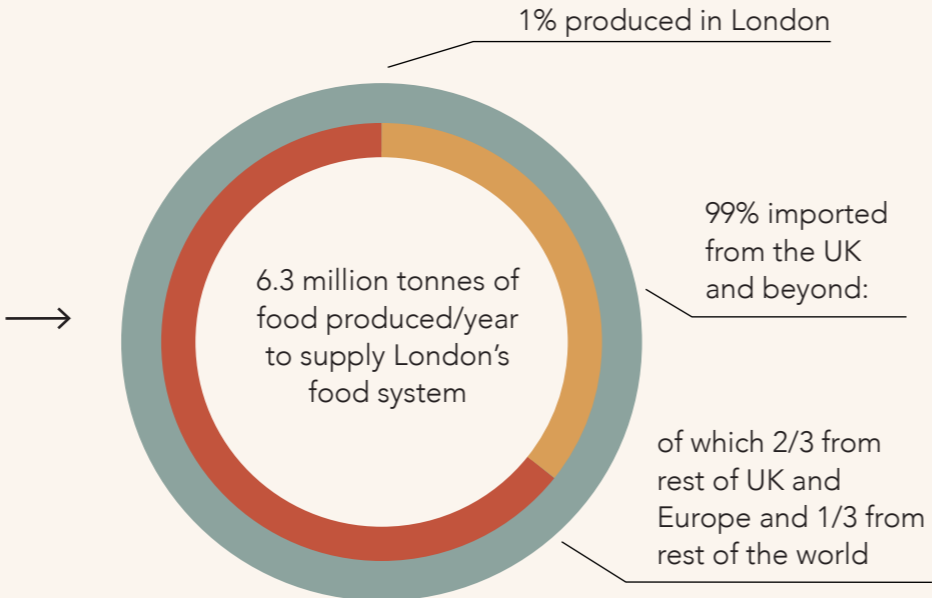
Brent Food Aid Network, 2022

ORIGINS OF FOOD CONSUMED IN THE UK

Within the UK, **only half the food we consume is produced here**, with the rest imported from across the globe— often foods that **could be grown domestically**. Our current food system relies heavily on **highly processed foods** designed for **long shelf-life** and **extensive transportation**, contributing to **unhealthy dietary patterns**.



Average household consumption in London and associated carbon emissions

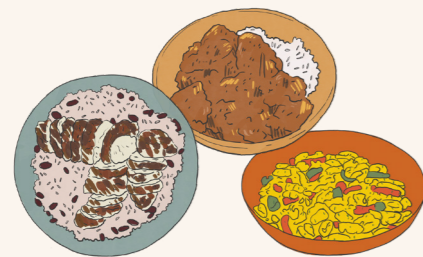


- roughly 1/3 is lost or wasted:
- around 800 000 tonnes before even reaching London
- around 500 000 tonnes lost within London's food chain
- around 1 million tonnes wasted by households

Food demographic

What food influences Brent?

Despite Brent's rich cultural diversity, one third of its population lives in poverty and regularly accesses food aid.



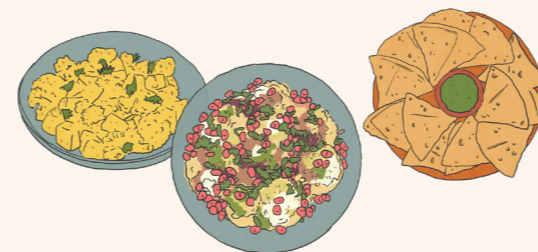
1 Caribbean Cuisine

Brent has a 6% Black Caribbean population. Often Caribbean cuisine focuses around grains like rice and beans paired with plantains and jerk flavourings.



2 Pakistani Cuisine

Brent has a 5% Pakistani population. Pakistani cuisine is often aromatic and use a range of spices. Staples are often meat that in most cases is prepared following halal guidelines.



3 Indian Cuisine

Brent has a 20% Indian population. Which represents it's largest ethnic group. There is a diverse range of Indian cuisines. Many dishes and Indian's follow a vegetarian diet. There are also many quick and accessible street foods that are popular options.



4 African Cuisine

Brent has a 9% Black African population. This covers a huge range of countries, cultures so it is hard to define exactly which cultures are most represented. However generally many cuisines use a range of spices; stews with variations of meat or fish and staples such as jollof rice.

Food demographic

Who are the people of Brent?



James

Age: 27

James grew up on a farm and has an **interest in agriculture**, but moved into the city to study biology at university and never left as he enjoyed city life too much. James helps out at a **soup kitchen** some evenings and weekends.



Sarah + Zac

Age: 32 & 4

Sarah is a **single mother** to son Zac. They live in a duplex apartment with great views onto the canal next to it. Sarah works in administration in a large bank and Zac is at pre-school, **just down the road** from home.



Asher

Age: 22

Asher has **just graduated** from university and has secured herself a grad scheme in marketing and PR. She **lives with two mates** in a city centre flat and they all have **no idea how to cook**.



Marco

Age: 68

Marco moved to the outskirts of the city in his 20's when he **first moved to the UK and still lives in the same area**. Marco is a **retired gardener** with three children who have all now flown the nest.



Audrey

Age: 46

Audrey owns and runs a cafe where she organises **free dinner events** in the evenings that look to **reduce food waste and educate** people on cooking. She lives in the city centre with her partner and their dog, Ralph.



Fernando

Age: 19

Fernando has **just started university** and **lives in rented accommodation to the west of St Raphael's Estate**. On late nights he takes advantage of the 24/7 McDonald's in close proximity.

Health in Brent

What is the current health context in Brent?

Diet-related disease is a major driver of preventable death in the UK, with Brent recording one of the highest mortality rates nationally. Ultra-processed foods contribute significantly, while food insecurity exacerbates this inequity.

Obesity and Diabetes

Brent faces one of the most severe obesity and diabetes challenges in the UK. The London borough of Brent has been recorded as having a rate of diabetes at 10.5%, meaning more than 1 in 10 have the condition, making it one of the highest in England. In Brent, 17% of all deaths are attributable to diabetes. The prevalence of adults with diabetes in Brent is much higher than London and England and rising.



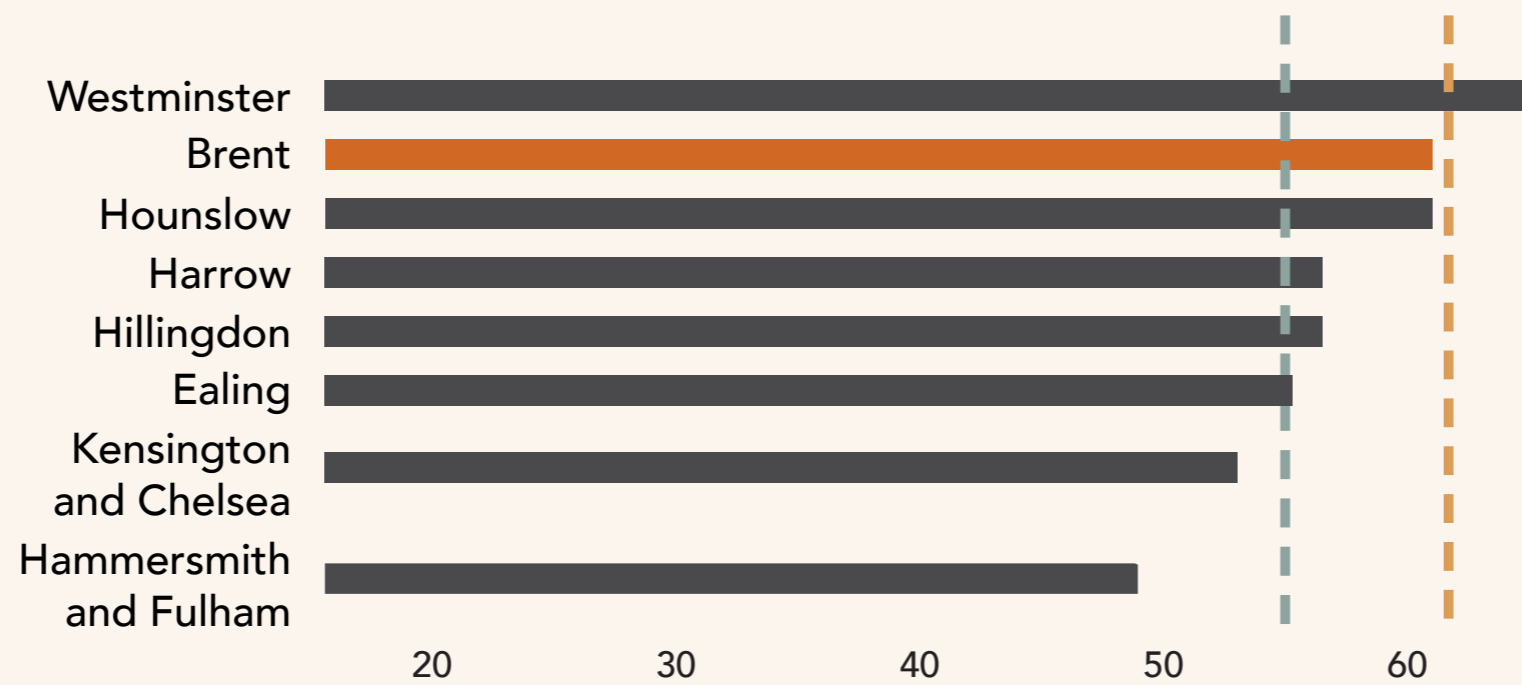
Key Causes

- Increased consumption of high calorie, ultra-processed and convenience foods
- Increased inequalities leading to worse diets among low-income groups
- Decline in physical labour and rise of sedentary lifestyles
- Power of large corporations promoting products high in sugar and fats
- Larger portions and higher food quantities
- Education and learned behaviours

Ethnic and Socioeconomic Disparities

The prevalence of obesity in adults remains highest among those who identified as Black (73.4% and 33.1% respectively) or White British (65.7% and 27.8% respectively). People of global majority ethnicities have been found to be two to four times more likely to have diabetes than White populations

Food insecurity is a driving factor behind the inequity in prevalence of obesity. The affordability of healthy fresh food, both related to the cost of ingredients, space to cook or access to kitchen facilities, has been reported as an important barrier



Brent: 61.7%
London: 55.9%
England: 63.3%

Prevalence of obesity in North-West London %

UPF Supply Chains: Bread

What is really in the bread we eat and what are the wider impacts of this?

Bread has long sustained communities, but industrial production has transformed much of it into a highly processed food linked to poor health.

Wheat Flour: Warburtons contract grow over 150,000 tonnes of specific wheat varieties (monocultures, loss of biodiversity) in Britain each year. They also import wheat from Canada (high transport emissions, not supporting local economy)



Yeast: often contains preservatives and additives.



Salt: often added in large quantities to bread with negative effects on consumer's health.



Rapeseed and 'sustainable' palm: Palm oil is now from a fully segregated supply chain model (only in the past five years), but nevertheless imported from countries where palm contributes to deforestation amongst other issues.



Soya Flour: "A natural whitener which improves the colour and crumb of our bread". It is likely imported from South America, where soy production contributes to deforestation amongst other issues.



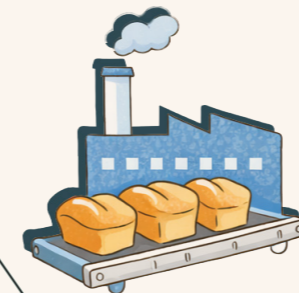
Preservatives: Industrially produced chemical used to increase shelf life in bread. The amount permitted in bread is controlled by European regulations.



Emulsifiers: Industrially produced additive made to improve and increase production as well as extend shelf life.



Flour Treatment Agent (E920): Industrially produced additive made to improve and increase production.



Chorleywood method of production. (Highly industrialised process designed for efficient dough production and maximum output)

80% of loaves in Britain made this way.

The development of this method of production put thousands of small bakers out of business.

Health:

The Chorleywood loaf has 2x more yeast than a normal loaf, and added enzymes and oxidants. It is said to be behind the growth in number of people who struggle to digest bread.

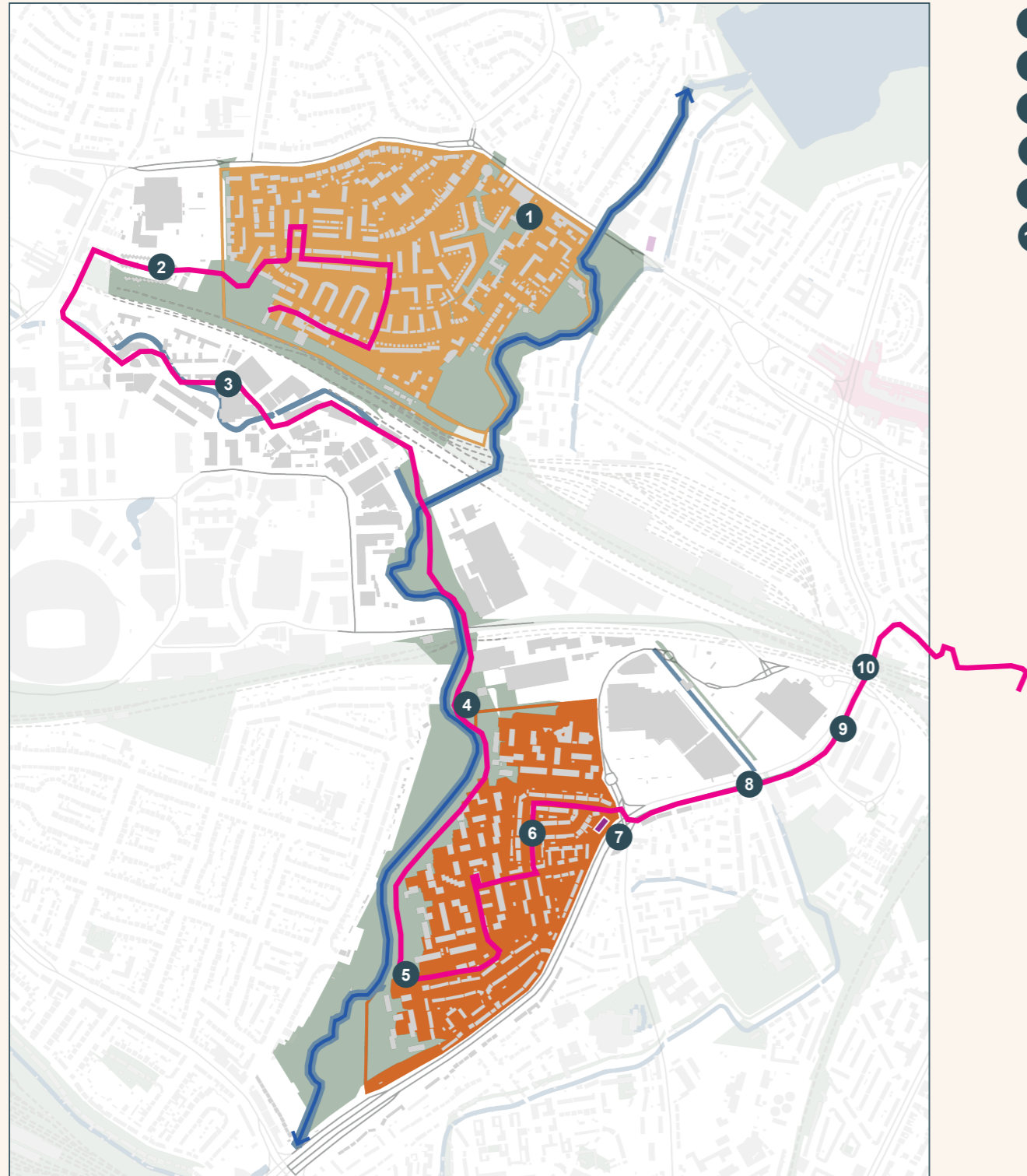
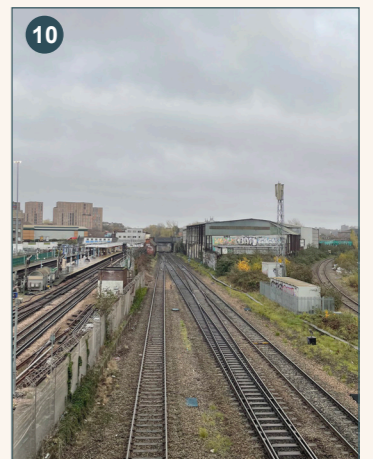
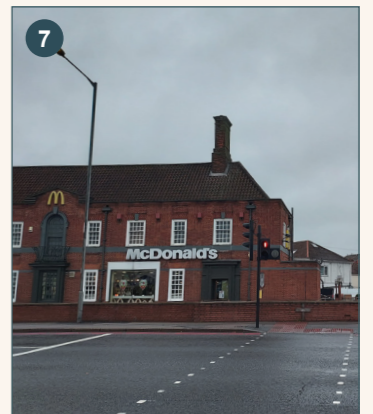
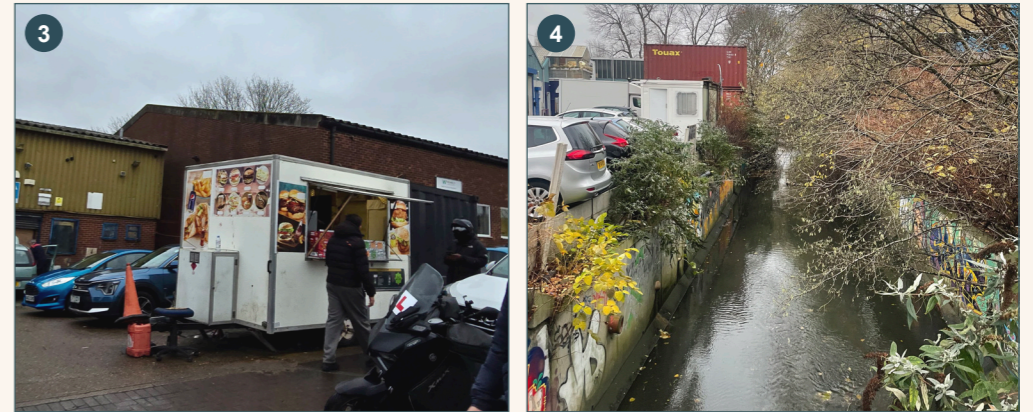
5 supermarkets have 75% of the market share in the UK grocery market industry.

- Unhealthy sustenance
- No connection to the food
- Loss of community
- Not supporting local economy

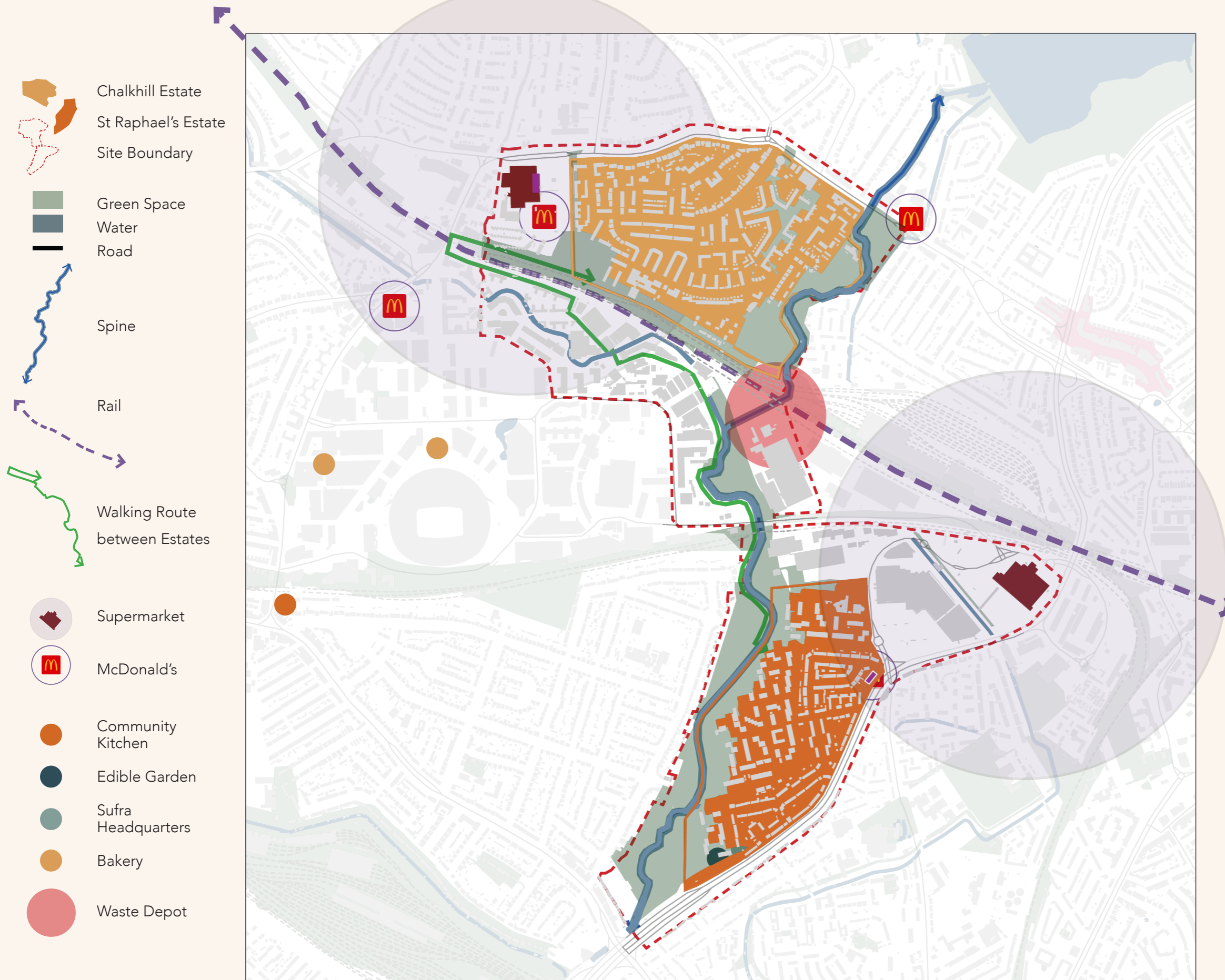
Dominated by transport infrastructure and commercial monopolies, the estates experience a severed relationship with the river, but a desire to reclaim its agricultural heritage and relationship to healthy food.

Site images

- 1 Lidl at Chalkhill Estate
- 2 Asda at Chalkhill Estate
- 3 Food choice in the industrial estate
- 4 Current state of the river
- 5 St Raphael's Garden Market
- 6 Parade at St Raphael's
- 7 McDonalds - North Circular
- 8 North Circular marketing
- 9 Tesco along the North Circular
- 10 Transport infrastructure



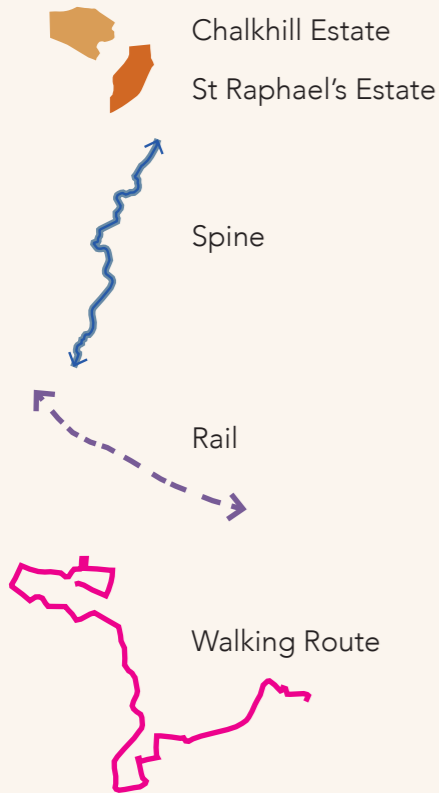
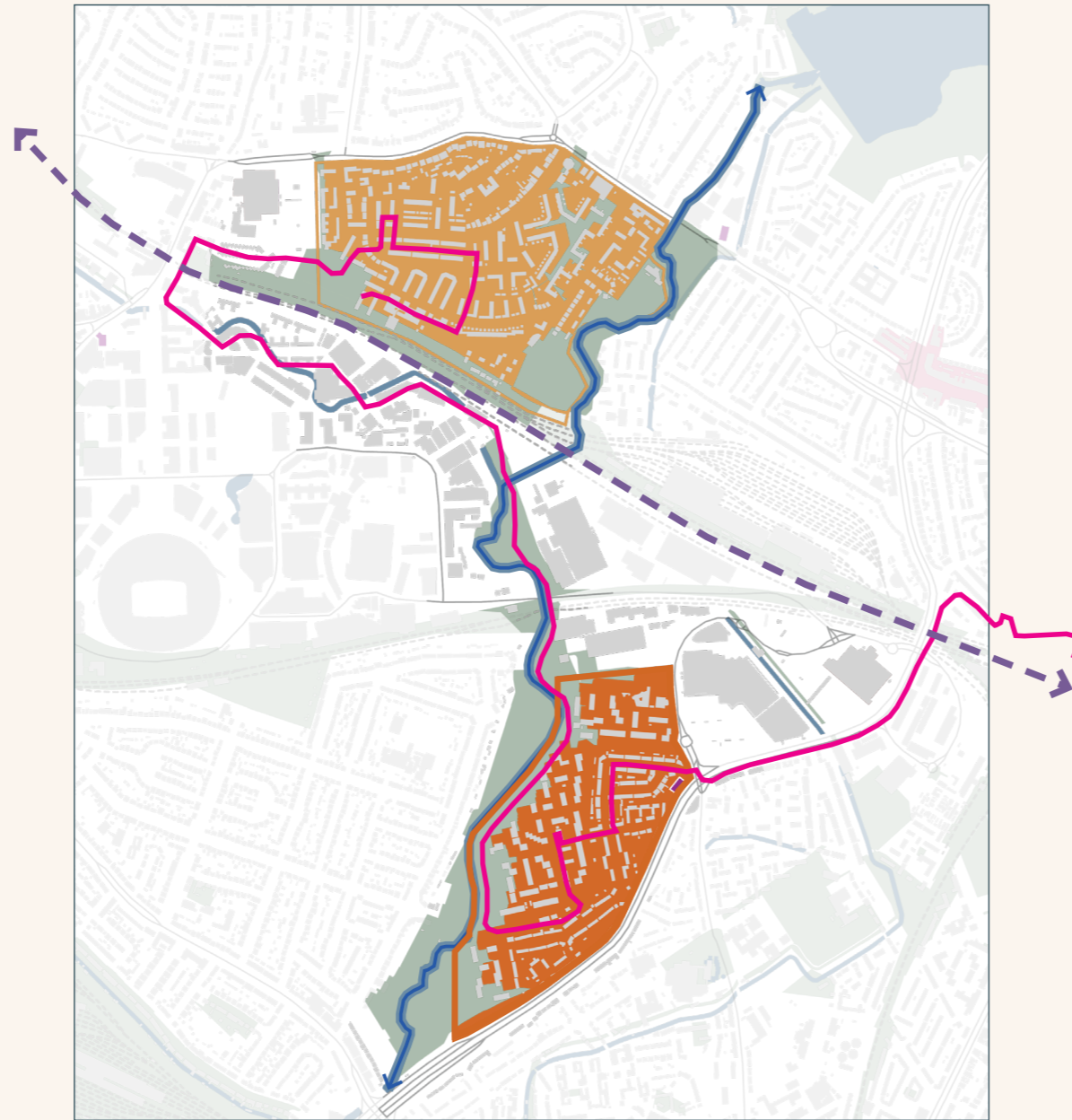
Site observations



1. The River Brent runs as an underutilised natural route between the two estates
2. Hard infrastructure — the North Circular and railway lines — creates dominant severance, forcing convoluted walking routes and car reliance
3. It is currently easier for residents of both estates to reach a McDonald's than it is to reach each other
4. Food monopolies dominate: Chalkhill is served by a large Asda; St Raphael's sits beside a Tesco and McDonald's
5. St Raphael's edible garden has already produced two tonnes of food over two years — demonstrating real community capacity and appetite for change

What do the people of Brent consume?

Food monopolies dominate what we consume, evidenced by branded litter and advertisements across Brent, yet, residents are rebuilding direct relationships with what they consume through re-greening and gardening



Many shops and eateries around St Raphael's Estate promote fast food and alcohol, while 24hr fast food outlets are often the only facilities consistently open and accessible. Is there an opportunity to change this?



Some individuals are already re-greening paved front gardens to grow their own produce, and St Raphael's Community Garden Market reflects this same shift toward healthier, more sustainable food access.



North-circular McDonald's

A model of convenience, joy and safety for Brent residents

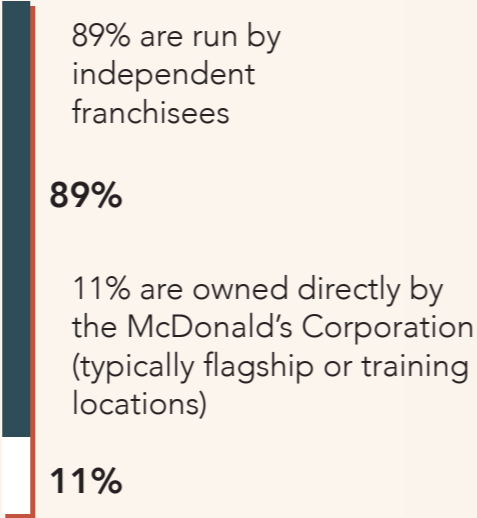
Despite the nature for profit, Mcdonalds is a space that provides a clean and safe space. Despite aggressive inflated pricings, the menu is still seen as a clean and easier choice for a reliable source of food.

WHO OWNS THE MCDONALD'S THAT SERVE OUR SITES?

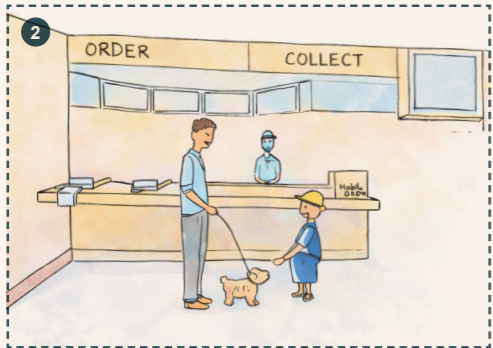
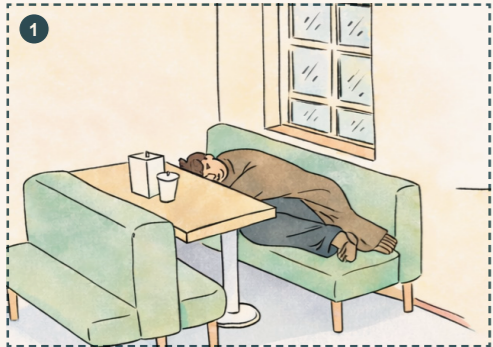
Kylu Limited owns the McDonald's next to St Raphael's Estate, along with 12 other restaurants across London. Although most restaurants are franchise-owned, franchisees operate under strict corporate guidelines.

They may occasionally adapt menu items to regional preferences, but they have no independent control over supply chains. All suppliers are part of a centrally approved, long-term corporate network.

If 89% of restaurants are locally owned, but supply is centrally controlled — who really shapes the food system in Brent?



- 1 A safe space for Homeless Sleepers
- 2 Early dog walker coming for breakfast
- 3 Socialising teenagers
- 4 Birthday Celebration



Brent Engagement

Informing our design and policy decisions

Institutional Engagement Brent Council Health Team

Community Engagement Nabil Al-Kinani

User Group Engagement Lycee International Winston Churchill School:

Wider System Engagement Islington Food Assembly

Throughout the project, Brent Council's Public Health team were a consistent point of contact — providing key data and insight into the current health landscape of the borough, as well as an understanding of the strategies already being pursued to improve it.

Nabil's insight, lived experience, and existing relationships within both estates generated some of our most meaningful discussions and heavily shaped our final proposal. His perspective, combined with our own site visits and research, painted a rich picture of the cultural, social, and economic realities facing residents of Chalkhill and St Raphael's.

Teachers and students at Lycée International Winston Churchill School offered further insight into their relationship with food — both at school and in the surrounding area. Many expressed dissatisfaction with what was on offer at school, and older students, who are permitted to leave during breaks, frequently used this as an opportunity to visit local chicken shops.

The Islington Food Assembly offered a wider perspective on how other London communities are beginning to question and engage with the current food system. The gathering brought together speakers from the council and various organisations to discuss the challenges and opportunities facing Islington's food system — providing useful context for our own work in Brent.



Our early engagement led us to explore superzones and the relationship between school students and fast food. Building on this, Brent's Health Team shared their research — Takeaway Use Among Brent's School Students. While our proposal extends beyond the health of young people, the surveys underlined the importance of chicken shops and takeaways as social infrastructure: spaces that are both economically and socially accessible. This directly informed our decision to propose alternatives that match that accessibility and social function, while promoting healthier choices.

Nabil reinforced our understanding of the current food system as one heavily controlled by large corporate investment funds — a structure that produces choicelessness and quietly erodes the freedom of residents to make meaningful decisions about what they eat. Our proposal responds directly to this: building the infrastructure and network that supports communities to take back agency over their food, and in turn their health, while remaining genuinely responsive to residents' needs and realities.

As a private school in a largely working-class area, the habits and perspectives of these students inevitably differ from those of local residents. Even so, the engagement prompted us to consider how people from outside the immediate area might interact with our food network — and reinforced the importance of designing for a range of users, not just those living on the estates.

A presentation from the Felix Project highlighted that their current lack of distribution centres limits how much surplus food they can receive and redistribute — a gap that directly informed our proposal for them to expand into Brent through a new Collection + Distribution Barn.

How the engagement sessions influenced our decision making

He also spoke from personal experience about the severance between the two estates — describing the convoluted route he takes simply to visit a friend on the neighbouring St Raphael's Estate. That account sharpened our resolve to address the physical disconnection between these communities, and to design a network that brings them together rather than leaving the barrier in place.

It also highlighted the need for young people to develop a greater understanding of their own food consumption. This, alongside our engagement with Brent's Health Team, cemented the case for spaces that are safe, inviting, and social — environments that build healthy habits not through prescription, but through everyday experience.

Beyond the presentations, community members gathered in smaller groups to share their own experiences and ideas. Most identified familiar systemic barriers — supermarket dominance, time poverty, and poor transport connections — as the primary obstacles to accessing healthy food. These conversations reinforced a core conviction: that a single piece of infrastructure is not enough. A network that genuinely empowers a community would be far more effective than any isolated intervention.

What if there was an alternative food network?

This diagram introduces our two sites, the River Brent, severance imposed by the railway, and the presence of food monopolies

1

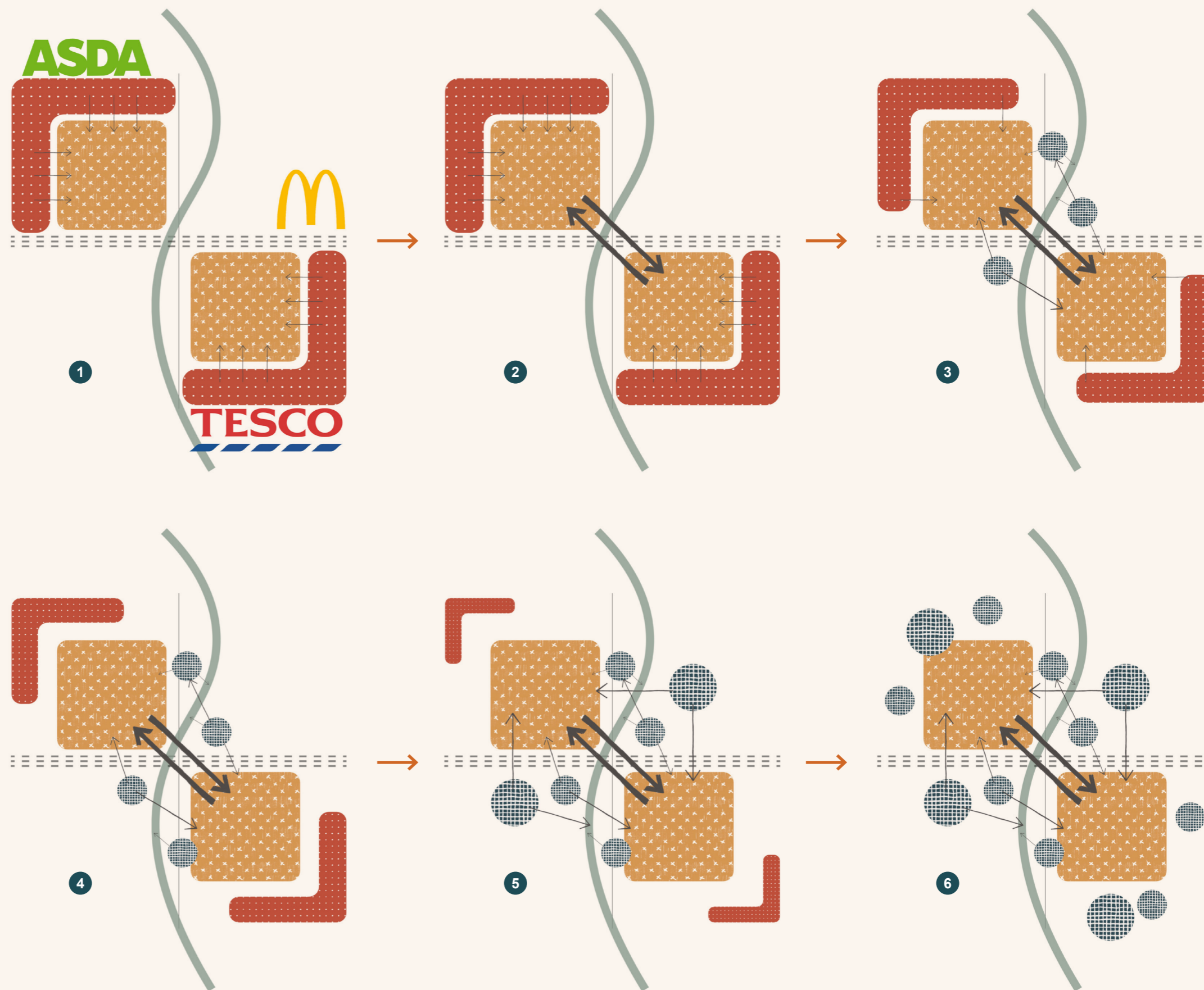
2 Our approach is to link the two estates

3 The aim is to provide greater choice through a healthy food network

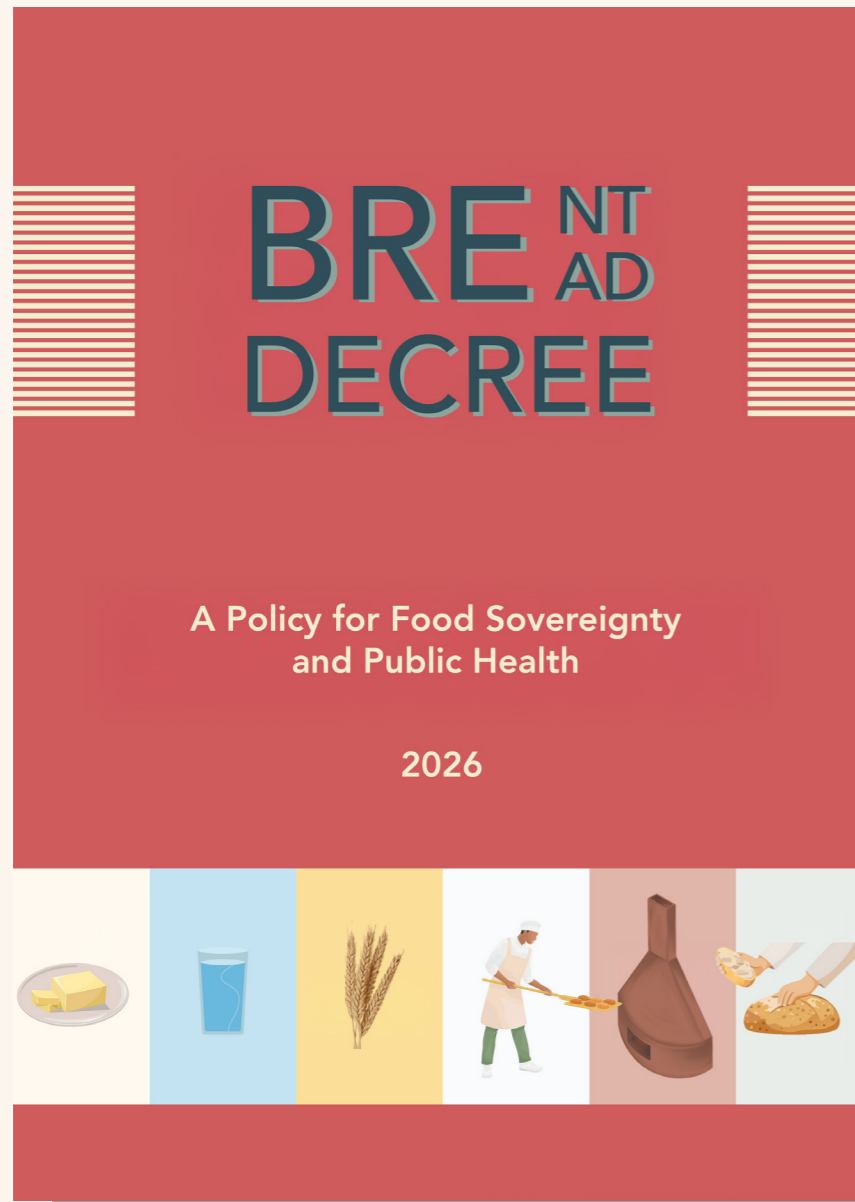
4 As this happens, dependency on monopolies lessens

5 Not removing the supermarket, but building infrastructure that supports freedom of choice in what we eat

6 Reclaiming spaces monopolies once dominated as part of a network of productive food landscapes to renew Brent



Brent Bread Decree



THE BRENT BREAD DECREE 2026

A Policy for Food Sovereignty and Public Health

PREAMBLE

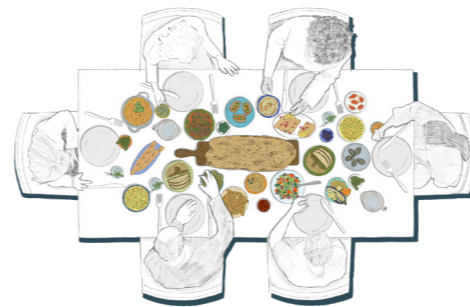
WHEREAS ultra-processed bread containing artificial preservatives and additives has been identified as a leading contributor to preventable deaths in the United Kingdom through cardiovascular disease, diabetes, and other diet-related illnesses;

WHEREAS the monopolistic control of the bread market by supermarket chains has created a state of choicelessness for residents of Brent, particularly in areas of food insecurity including Chalkhill Estate and St Raphael's Estate;

WHEREAS access to real, traditionally-made, preservative-free bread is a matter of public health, food sovereignty, and fundamental consumer choice, as demonstrated by the French Bread Law of 1993 (Décret Pain);

WHEREAS bread, as a universally consumed daily staple across all demographics and income levels, provides an optimal framework for testing food system reform interventions, with methodologies and outcomes directly applicable to other staple foods, thereby establishing a scalable and replicable model for comprehensive dietary improvement;

NOW THEREFORE, the London Borough of Brent hereby enacts the following decree:



ARTICLE I: DEFINITIONS

1.1 Traditional Bread

shall be defined as bread made using only flour, water, salt, and natural leavening agents (yeast or sourdough culture), free from artificial preservatives, emulsifiers, processing aids, or chemical additives.

1.2 Ultra-Processed

shall mean food that undergoes extensive industrial processing and contains large quantities of additives and preservatives. According to Chris Van Tulleken, author of Ultra-Processed People, UPF can be identified as food 'wrapped in plastic with at least one ingredient you wouldn't find in a standard home kitchen.' Ultra-processing encompasses not only physical manufacturing processes but also deceptive marketing, lobbying, and fraudulent research practices.

1.3 Good Food

shall mean food that is healthy, affordable, and sustainably produced—nutritious, accessible to all, and produced in ways that protect the environment, animal security.

1.4 Choicelessness

shall mean the absence of genuine alternatives when existing infrastructure and economic barriers render meaningful options inaccessible, resulting in a loss of agency. In food systems, choicelessness occurs when infrastructure, financial constraints, and lack of transparency prevent individuals from making decisions aligned with their values or wellbeing, yet they remain held responsible for outcomes beyond their control.

1.5 Local Sourcing

shall mean ingredients obtained from suppliers within a 100-mile radius of Brent, with preference given to suppliers within 50 miles where available.

1.6 Artisan Bakery shall mean any establishment primarily engaged in the production of Real Bread on-site using traditional methods.

1.7 Community Bread Provider

shall mean any non-profit, cooperative, or social enterprise engaged in providing Real Bread to the community.

1.8 River Corridor Zone

shall mean land within 500 metres of the River Brent and its tributaries, designated for priority food infrastructure development.

The Bread Brent Decree outlines the following: quality standards requiring traditional ingredients and local sourcing; disrupting supermarket monopolies by mandating diverse bread providers; guaranteed access to good food within walking distance; fair pricing through subsidies and transparent cost structures; waste prevention through food redistribution networks; a public health mandate with phased implementation; planning incentives and tax relief within a designated River Corridor Zone prioritizing healthy food infrastructure; requirements for food visibility and educational access; and community governance through a citizen Brent Eats Council.

Brent Eats

What is the business model of Brent Eats and what can its structure look like initially



2.4 Brent Eats Certification

Drawing on EU food protection models such as the Agriculture Biologique label, the Brent Eats Certification (B.E.C) provides a voluntary framework through which producers and food businesses can demonstrate commitment to ethical, additive-free food production. Unlike designations such as DOP — which protect the regional identity of a specific recipe — the B.E.C focuses on process and ingredient integrity, ensuring that certified products meet standards on preservatives, GMOs, and supply chain ethics.

Certification is available to any food business operating within Brent, including producers, retailers, cafés, restaurants, and takeaways, and may be displayed on product labelling and shop frontage. The Council shall maintain and regularly update a publicly accessible list of approved ingredient sources available to certified businesses.

Quality control and protection against misuse shall be maintained through a dedicated inspection programme. Inspectors shall be nominated routinely and must demonstrate extensive knowledge of food safety and ethical procurement. They operate independently from the Food Standards Agency but work collaboratively with businesses to share current food production practices and safety standards. The community — not inspectors or the B.E.C label — remains the decision maker on taste and recipes.



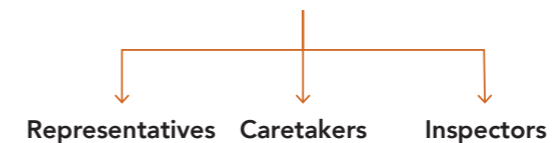
Brent Eats Certification



Example of a packaging with the Brent Certification box



Chalk Hill & St Raphael's Estate's



- The Brent Eats Collective would operate at a council team level, with the power to develop and evolve the programme across the borough. It would be co-owned by residents, students, and workers of Brent, with diverse representatives drawn from each group. Representatives are compensated for their time and in-person meetings, and positions rotate on defined terms to ensure ongoing diversification. They are not above other residents — rather, they exist to bring in perspectives from those who cannot always attend meetings directly.
- Workers across all four interventions would be employed as Brent Council workers, and each site would have a dedicated Caretaker responsible for its day-to-day running.

The Superzone Model

Over **9000 fast food takeaways** in London

98% of schools in London are in areas **exceeding the WHO's limit** for **fine particulate matter**

1 in 4 young Londoner's do not **feel safe** in the area in which they live



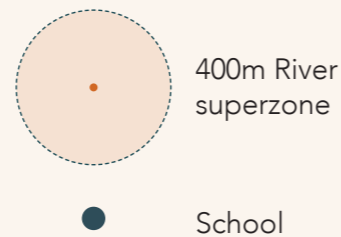
Creation of an innovative 'School Superzone' approach to create healthy zones around schools in deprived areas

From 2018, 13 London boroughs took on a project to test and develop the concept

PRINCIPLES OF THE SUPERZONE MODEL:

- Children and young people at the centre
- Flexible approach reflecting local circumstances
- Holistic view addressing multiple issues simultaneously
- Consideration of local assets and harms
- Co-production of action plans with local partners and school children

While Brent Council has discussed School Superzones in recent years, it has not yet actively implemented the policy. The approach aligns with the WHO's Health Promoting School framework, which emphasizes creating healthy school environments through whole-school approaches involving all stakeholders and providing skill-based education to equip students for healthy future choices.



The River Corridor Super-Zone applies the school superzone model to a river context — designating a 500-metre band along the River Brent as a priority zone for community food infrastructure. Qualifying developments are fast-tracked through planning within 56 days, benefit from relaxed design codes, and receive 50% business rate relief for the first three years. The zone turns the River Brent from backdrop into backbone.

ARTICLE VII: PLANNING, DEVELOPMENT, AND TAX INCENTIVES

7.1 River Corridor Super-Zone Within the River Corridor Zone (500 metres of the River Brent and its tributaries), developments incorporating bread production, distribution, or retail facilities shall be prioritised for expedited planning approval through the Brent Food Infrastructure Assessment Panel. The Panel shall evaluate applications against criteria including community benefit, accessibility, environmental sustainability, and contribution to breaking food monopolies.

Approved developments shall receive:

- Modified planning requirements (relaxed design codes, reduced parking minimums, flexible commercial use restrictions)
- Fast-track planning approval (maximum 56 days from submission to decision)

7.2 General Planning Incentives

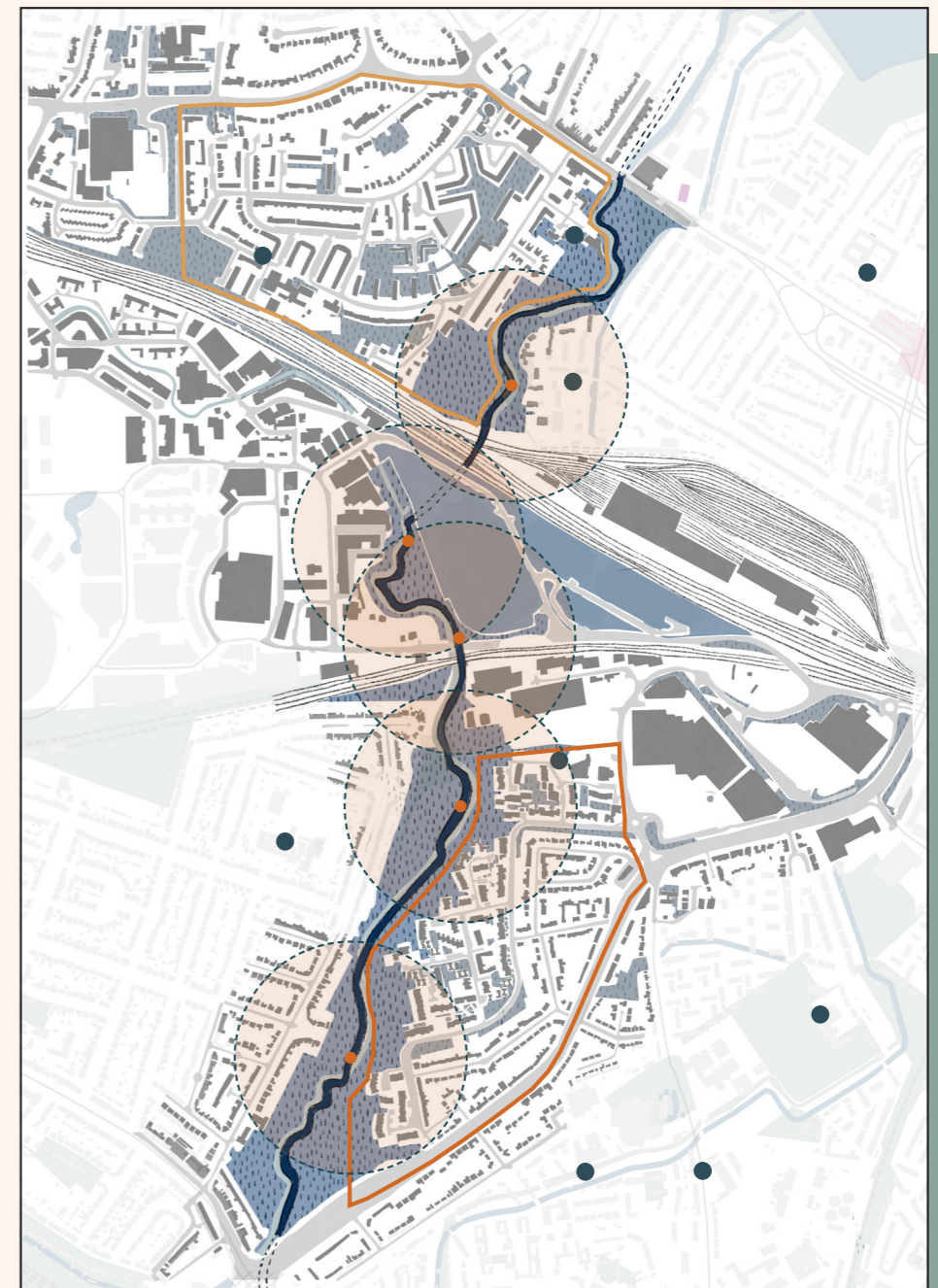
Developments incorporating community bakeries, artisan bread production facilities, community ovens accessible to residents, or food education centres shall receive expedited planning approval and modified planning requirements.

Developments within the River Corridor Zone that utilise the river for transportation of ingredients or finished products, restoration of historic waterways and wharfs, creation of river-fronting public markets or food halls, or water-powered milling shall receive additional density allowances and extended planning flexibility.

7.3 Tax Relief

- Traditional Bread Providers: 50% business rate relief for first three years
- Property owners leasing space to qualifying bread providers at below-market rates: property tax reductions
- Developments incorporating community food infrastructure: Council Tax reductions
- River Corridor Zone developments with publicly-accessible food education or demonstration spaces: additional 15% rate relief

12



Urban agri-puncture?

What is urban acupuncture and how is it used in the renewal of cities?

A network of highly focused, localised and targeted initiatives that revitalise neglected spaces and incrementally consolidate the social infrastructure of a city

Urban acupuncture is a design tactic used to promote urban renewal at a local scale, transforming a series of unused, underutilised or run down spaces into a network of new public spaces

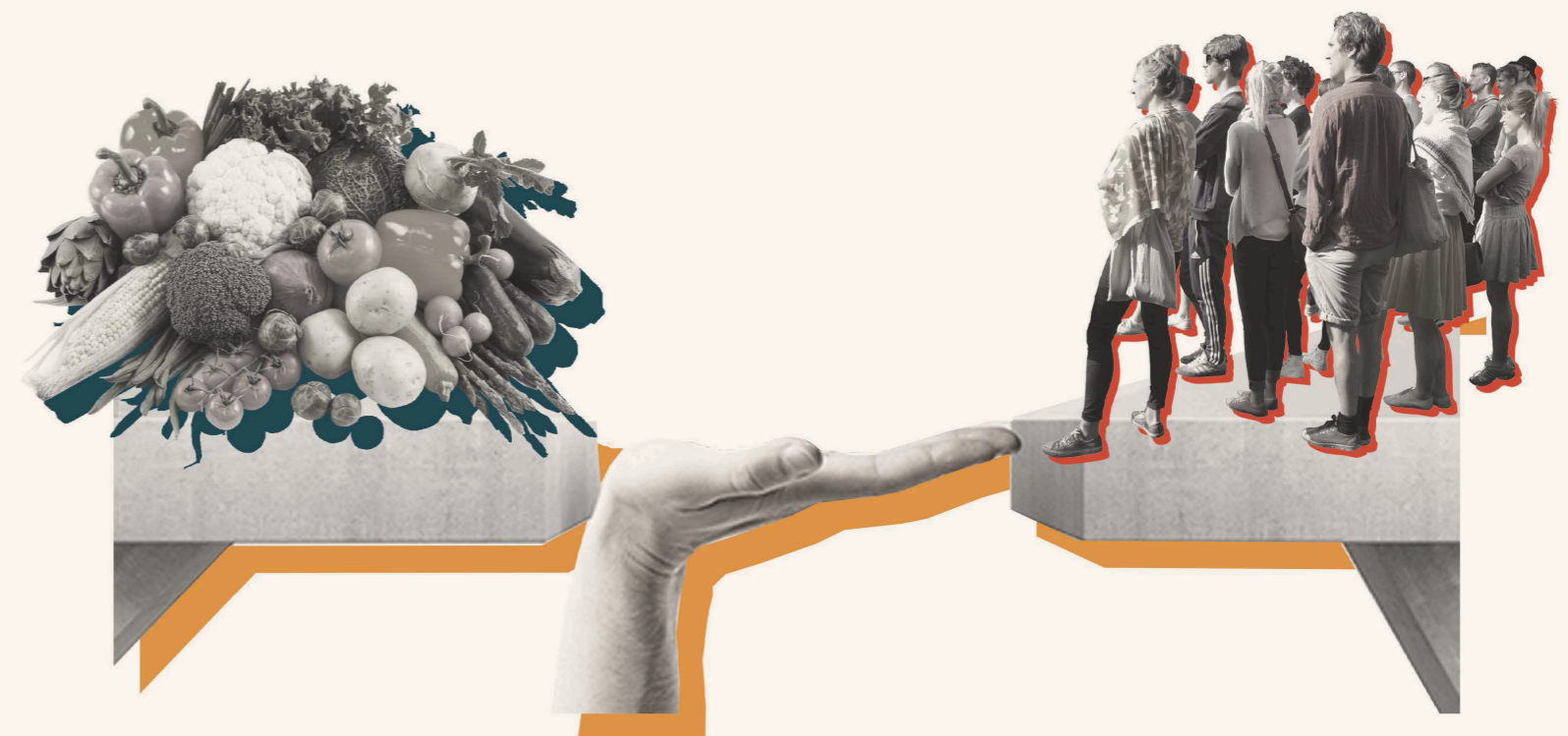
Deploying this method of urban renewal works to create a **network of highly focused, localised and targeted initiatives** that **revitalise neglected spaces** and **incrementally consolidate the social infrastructure of a city**. The approach is to be **additive** to the built environment rather than subtractive, providing access to healthy food and fostering better relationships with it through freedom of choice.



How can agri-puncture create a network of productive food landscapes to renew Brent, bringing agriculture to the forefront of the urban context and transforming our relationship with food?

“We can begin to educate city-dwellers about food, bridge the gap between consumer and producer, and make food production/distribution part of the conversation about urban life”

(Quirk, 2012)



Precedents for Agripuncture

People focused initiatives around food on disused urban sites have huge social potential and relatively simple interventions can have huge impact on whole communities.



R-URBAN / ATELIER D'ARCHITECTURE AUTOGÉRÉE

- Network of small, distributed food and civic infrastructures
- Developed by AAA through participatory, resident-led design
- Operates through collective stewardship and local partnerships
- Demonstrates how architectural practice can produce systemic urban change

Inspired our proposal of a network of 'agri-punctual' interventions operated by local stakeholders to encourage systemic change in Brent.

NOURISH HUB

- Repurposes vacant high-street units into community food hubs
- Combines surplus food redistribution, cooking, meals, and training
- Operated through charity-local authority partnerships
- Treats food access as everyday civic infrastructure rather than emergency aid



Inspired our proposed Common Table where surplus food is cooked and redistributed to those who need it most, thereby bringing the community together.

Inspired our Community Ovens proposal, where people can gather in a central space to cook and bake: simple but impactful.



DALSTON MILL - EXYZT

- Came from the confrontation with Agnes Denes' *Wheatfield* project
- Invites people to come in and take over a forlorn site to fill a temporary place with public life
- Contrasted with the large-scale development in East London for the Olympics
- A mill for milling grain to flour and ovens for the community to cook and bake
- Became a central space for the community to gather, cook, discuss
- Shows how a simple architectural people focused intervention can impact a community

EDIBLE STREETS/ GARDENS

- Food production embedded in everyday public space
- Operates through informal stewardship and community adoption
- Minimal capital investment, reliant on long-term local care
- Scales through replication rather than central management



HACKNEY SCHOOL OF FOOD

- Soil-to-spoon model combining productive gardens and teaching kitchen
- Operates through partnerships between schools, charities, and local government
- Uses food education as long-term health and wellbeing infrastructure
- Small site with borough-wide social impact



Two precedents of communal growing and education spaces, which are a potential future part of our proposal.

Breaking it down

- Giving people agency and control over their food choices
- Building knowledge to make informed decisions
- Creating connection and ownership of food systems
- Enabling communities to participate in food production

- Making food systems transparent, healthy and visible
- Understanding the journey from farm to plate
- Seeing the processes behind our food

- Systems that address root causes, not just symptoms
- Infrastructure that prevents health issues before they occur
- Integrated approach connecting production, distribution, education, and community
- Long-term sustainable solutions rather than short-term fixes

- Physical health through better nutrition
- Mental wellbeing through connection to food
- Environmental health through sustainable practices
- Social health through community food networks
- Economic health through fair, accessible food systems

How can **bread** be used as an **instigator to disrupt the choicelessness created by monopolies within the current food system and lack of infrastructure to support healthier relationships to food?**

outcomes

Mending the severance between St Raphael's and Chalkhill Estate

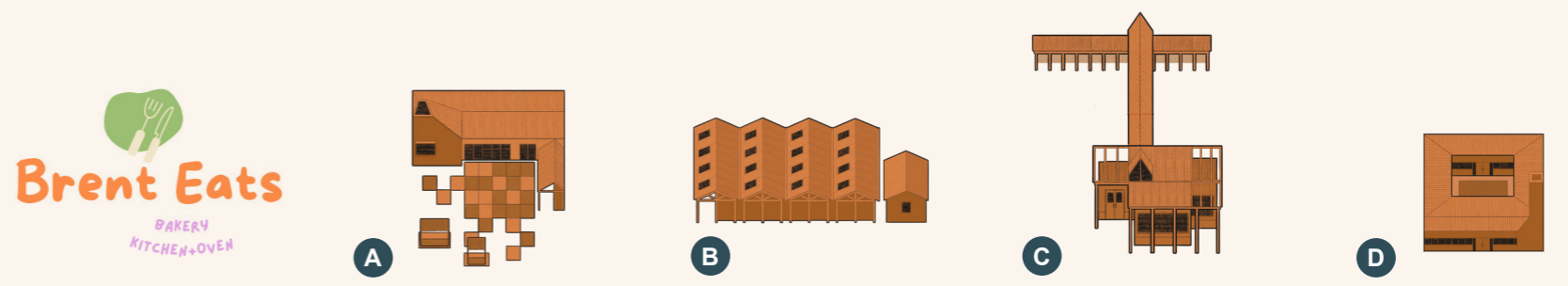
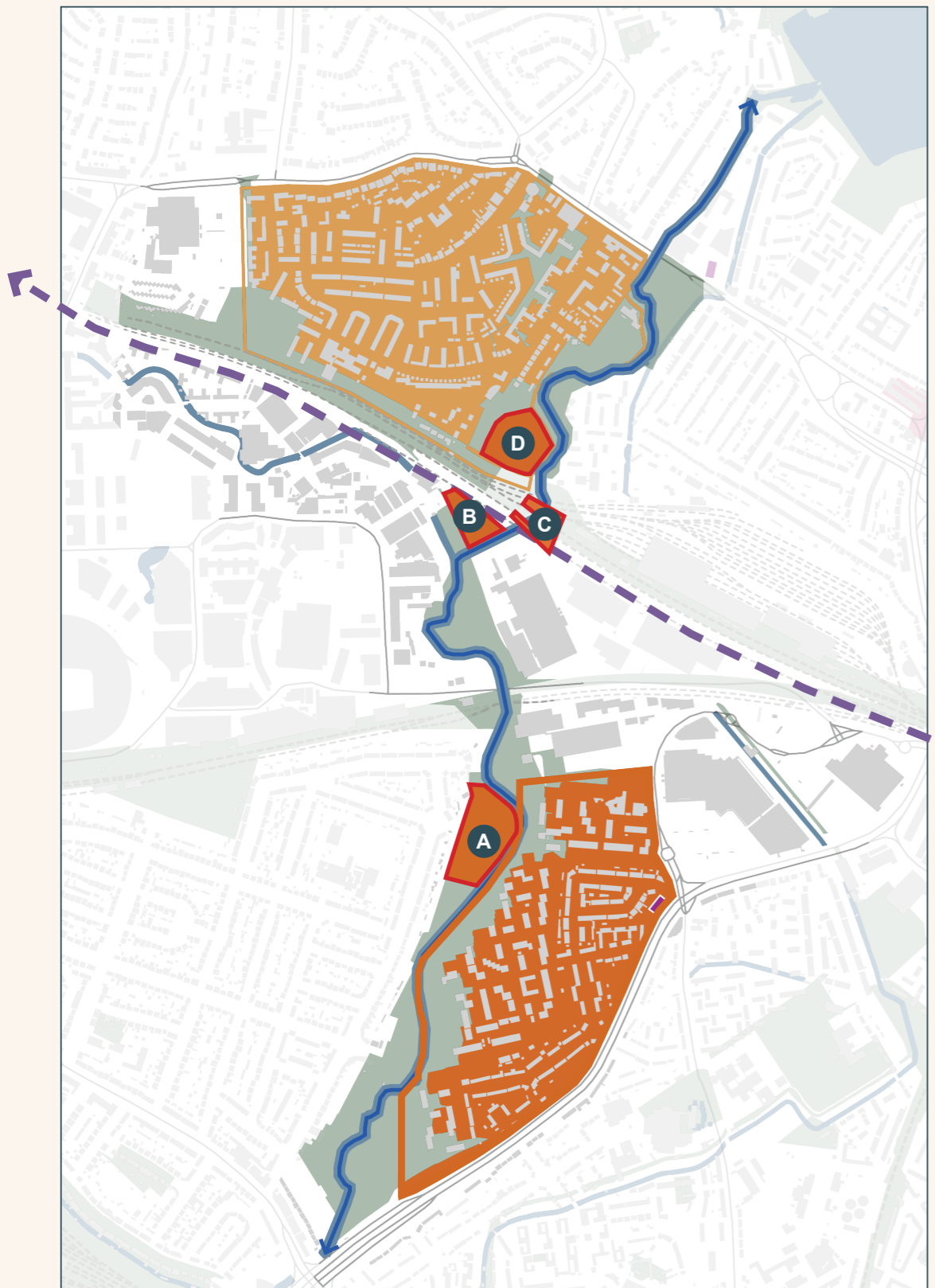
Improving choice and freedom to residents to reduce dependency on monopolises

Creating a more equitable food network to redistribute imperfect produce

Improving Brent's health through good food infrastructure that utilises existing networks of infrastructure such as the river Brent

Who are our stakeholders?

The bakery, canteen, community oven and distribution centre



	Bakery	Distribution + Collection Hub	Canteen	Community Oven
Current Landowners	Brent Council	Brent, L & B Haulage Civil Engineering Contractors + O'hara Bros	Brent Council, Network Rail, O'hara Bros and TFL	Brent Council
Proposed Operators	Brent Council	Brent Council and Felix Project	Brent Council	Brent Council
External Supporters/ Operators	Bread Ahead as a local consultants	Brent Food Aid Network/ Partnership	Brent Food Aid Network/Partnership	Chalkhill, St Raphaels and Tokyngton Community Centres
Additional Key stakeholders	Canal & River Trust, DEFRA, Federation of Bakers, Thames 21	Network Rail		
Land Acquisition Cost	Council Owned	£11.2 million	£590,000	Council Owned

- To run our proposal of a food network, we have identified a need for a Local Authority Trading Company for Brent.
- Profits and surpluses are reinvested towards the maintenance of the buildings and staff salaries.
- The Bakery would look at short-term funding to train and up skill bakers.
- The canteen operates with tiered pricing that prioritises locals. Residents, students, and workers— who pay a lower subsidised rate.
- Revenue from redistributed foods sold at the canteen is reinvested into staff wages and building maintenance.
- The Community Oven is jointly run by local community groups and funded through surplus donations from the other three sites.
- A portion of profits should also enter a pot that can contribute towards the purchasing of land or sites that may open up in the future

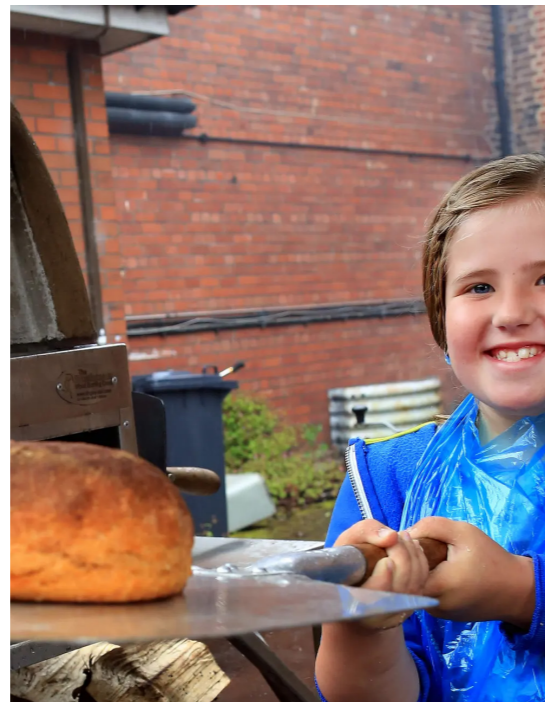
Funding

Where can funding come from for a phased building approach?

Short-term funding



Veolia Environmental Trust



National Heritage + Community Lottery Fund

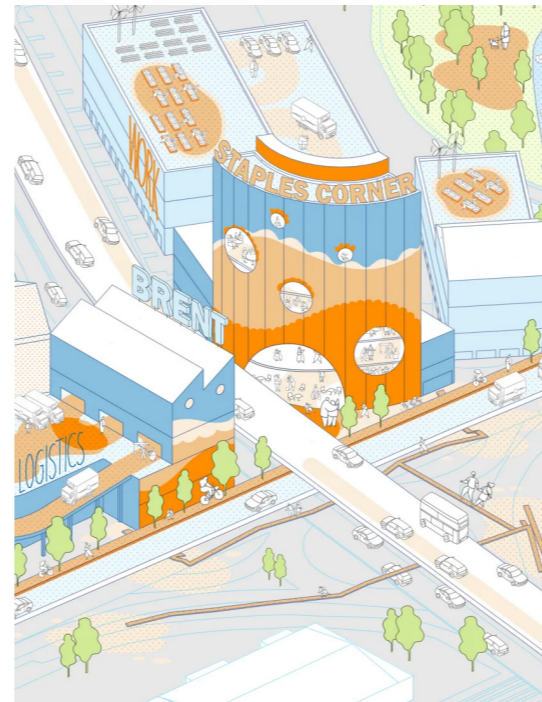
Veolia Environmental Trust has available grants include Community Grants and Habitat and Biodiversity grants, both ranging from £10,000 to £75,000, designed for not-for-profit organisations and local authorities.

These could go towards skill uplifting schemes, food growing schemes and revitalizing of the river Brent

Using the National Heritage fund to support the up-skilling for locals to undertake training towards baking and/ or educational purposes

Small grants from the community Lottery Fund (up to £10,000) will help fund

Initial and Long-Term Funding



Brent Council Capital Program

The 2024/25 – 2028/29 Capital Programme budget is £796.8m, financed from a combination of capital receipts, grants, contributions, reserves and external borrowing. This would mean that there would be priority to attain the distribution and canteen sites.

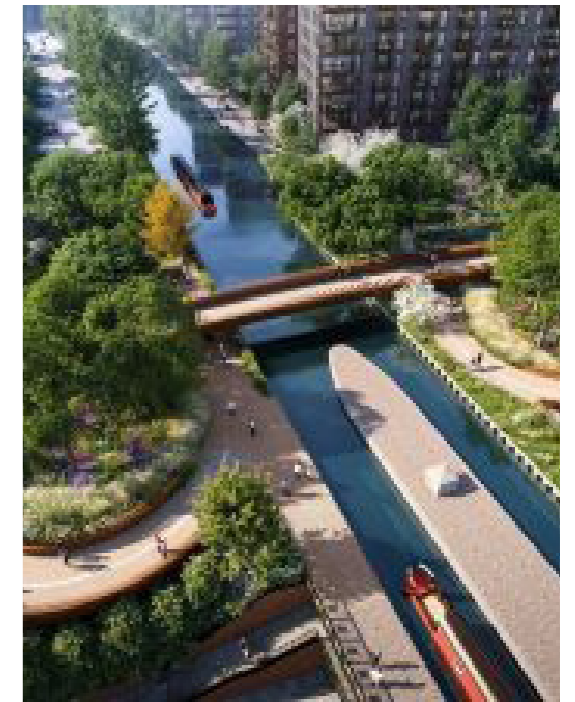
Our proposed building would align with the next 5 year budget starting from 2029-2030



Climate Action Fund - Food Systems (Community Lottery Fund)

A funding of £2,500,000 to £7,000,000 (run over a minimum of 3 years) to help strengthen our food system and reduce food insecurity for people and communities and ways of producing enough healthy, affordable food without harming the planet.

This would fund transport corridors to bring in food for the distribution centre

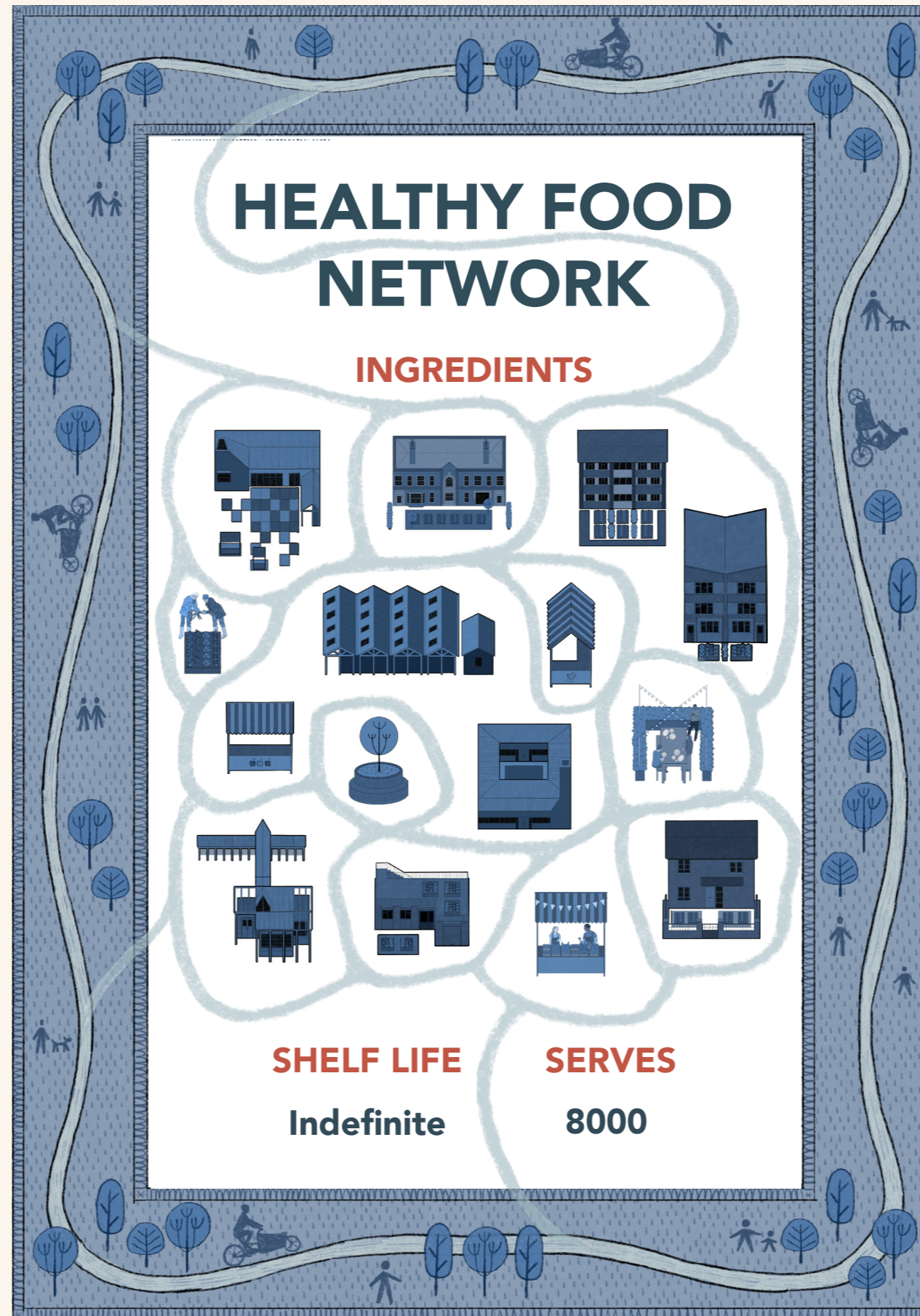


Community Investment Levy Brent Council Capital Program

Money that has come from developers in Brent can go towards funding key infrastructure projects.

*our proposal would likely be exempt from this Tax as well as VAT

What does our proposal look like?



The Felix Project

Where could we source our wheat from locally to foster community and support the local economy? Where else can our produce be sourced from?

Founded in memory of Felix — who was deeply affected after learning that children on an opposing football team had gone without food that day — The Felix Project has since grown into London’s largest food redistribution charity, rescuing surplus food from industry and redirecting it to communities across the city. Their model maps directly onto our Collection + Distribution Barn, making them a natural partner and key stakeholder. Our infrastructure offers them a ready opportunity to expand into another London borough, with Felix operating the barn and supplying the majority of produce to our canteen and bakery.



4 depots redistributed 44 million meals to over 1200 organisations and schools in London in 2025

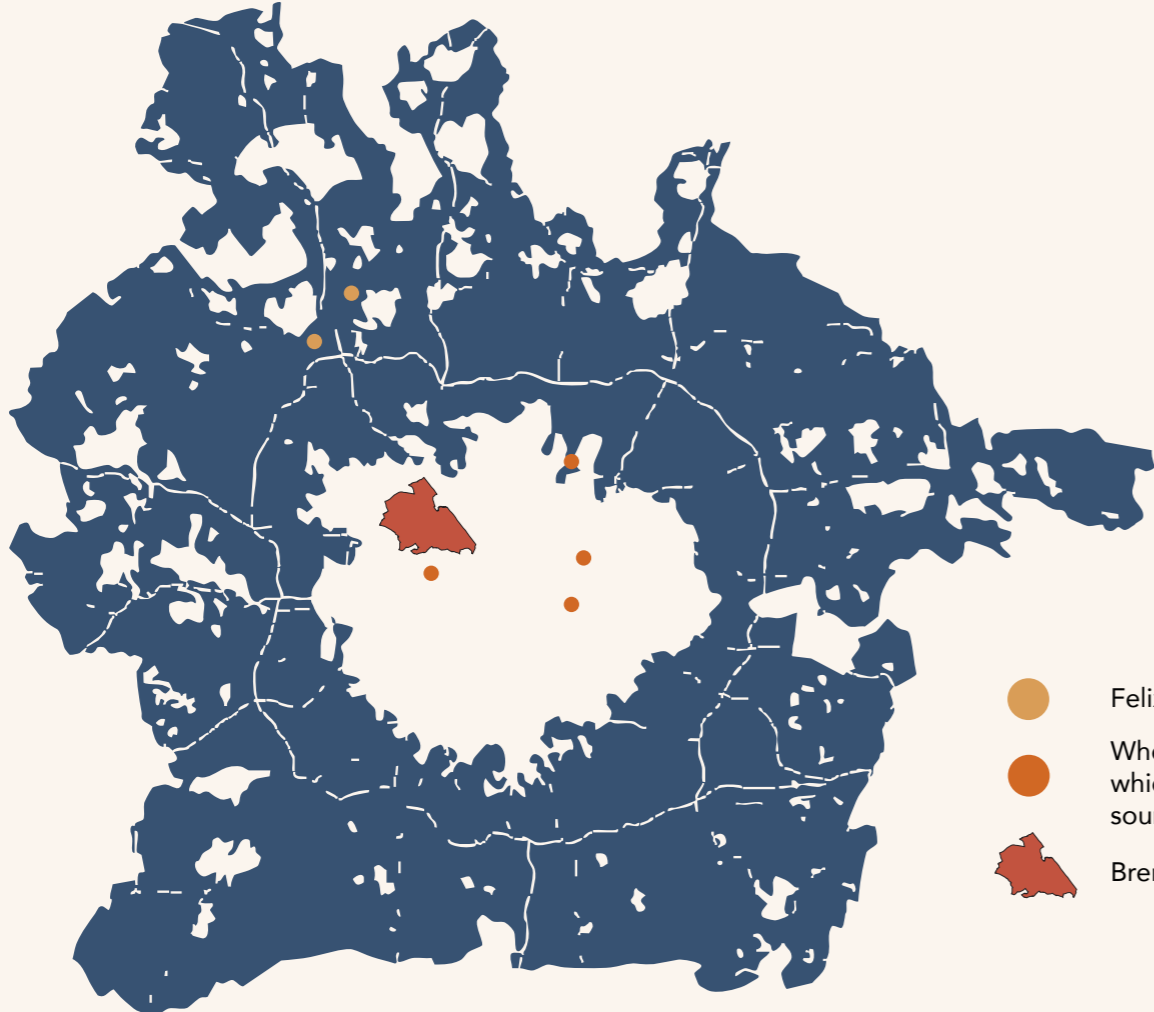
Supports around 440000 people every week

2000 volunteers rescue 320 tonnes of fresh fruit and veg each year

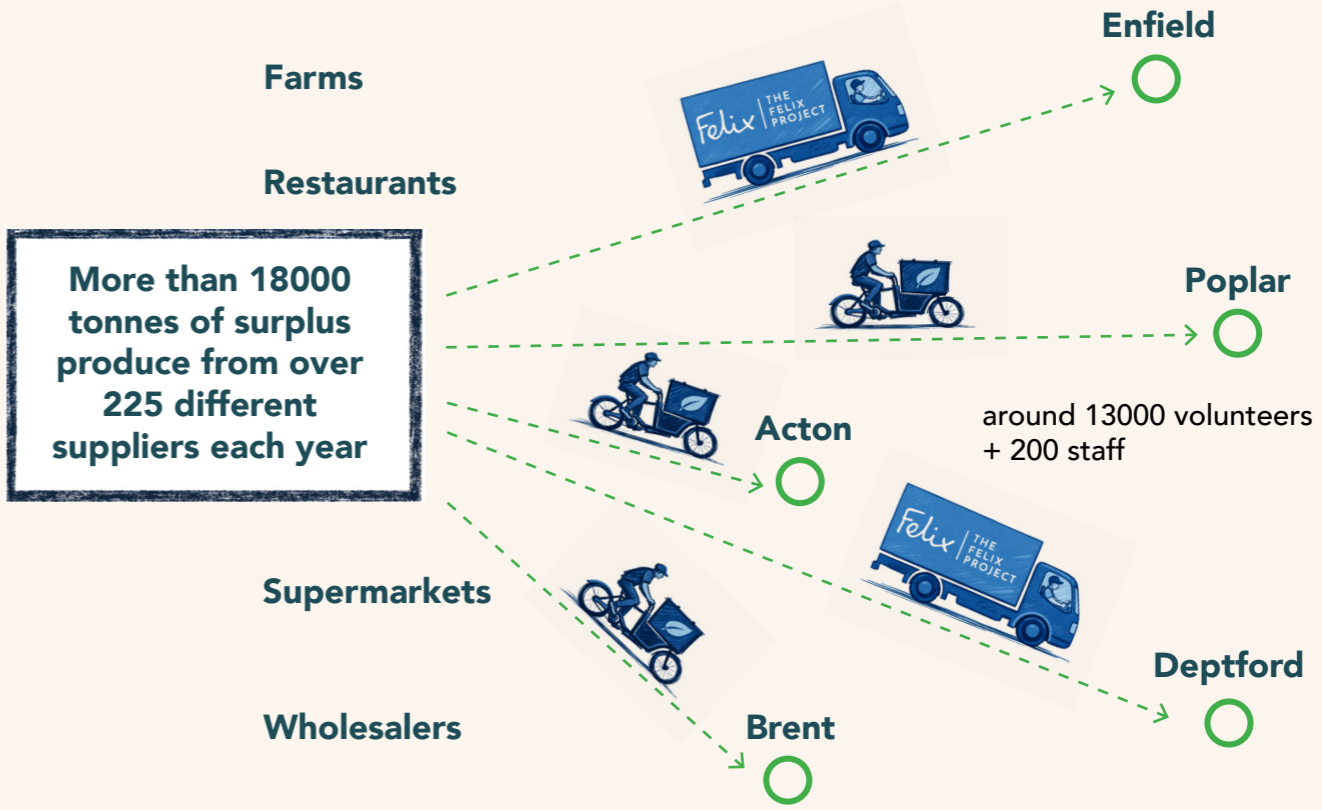
Supporting 1.5 million people every year

5 million meals made in the Felix Kitchen in 2025

Distributing to over 8000 community organisations

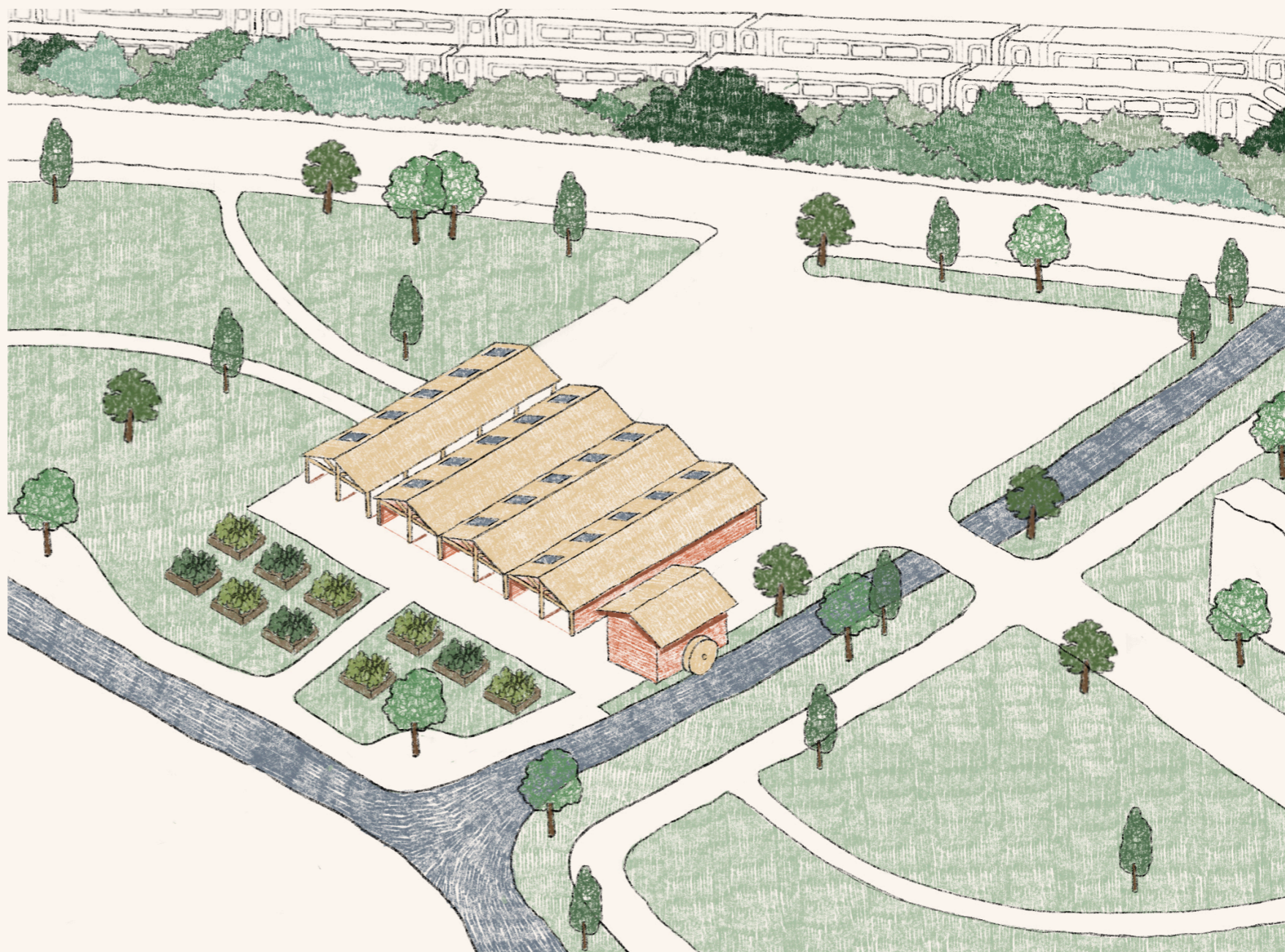


- Felix Project
- Wheat farms from which we can source our wheat
- Brent



Map of Brent in relation to London’s Green Belt from which our wheat and other produce could be sourced.

Distribution + Collection Barn



This intervention is a collection and distribution hub that is strategically placed to be both central to our series of interventions and to be near rail and river transport links. The site sits in an industrial park, adjacent to Amazon warehouses amongst others.

The purpose of this structure is to be the space into which all our goods and produce are brought before being sorted through and distributed to the bakery, canteen and community ovens. This hub will be operated by the Felix Project, London's leading food redistribution charity fighting against food poverty and waste. It is an opportunity for them to expand their reach and operations within London by having a new centre in Brent.



Brent Bakery

We have recognised an ongoing phased scheme aimed at improving the River Brent's **biodiversity and reconnecting communities** separated by it. The bakery's scale responds to the current lack of healthy food infrastructure, the size of the estates, and the number of people it will serve.

Composed of a larger volume and a permeable smaller pitched structure, the building opens outward from the estate edge, framing views toward the river beyond. The open, porous skin **makes production visible** to the community, while a standardised grid enables future expansion. Day-to-day, it functions as a bakery while also serving as a **semi-open market and hub** for **buying, growing, and selling healthy food.**

Supported by a proposed wetland for flood mitigation and biodiversity, these interventions represent efforts to future-proof this section of the River Brent.

The bakery provides local residents **with access to staple foods** within walking distance, creates jobs and training opportunities, and serves as an educational hub for all ages- supporting Brent's EDI policy. Similar to Bread Ahead's after-school bake program at Borough Market, it's rooted directly within the estate.



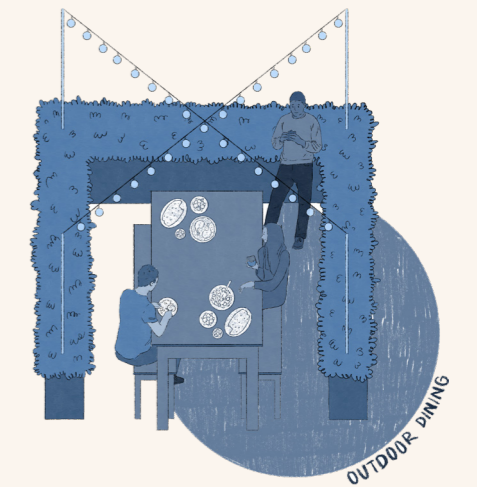
Meanwhile...

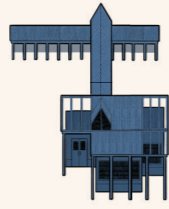
Alongside the longer-term interventions, both estates should engage in smaller, more immediate initiatives that begin activating the network from the ground up.

Building on existing examples of residents already growing food in front gardens, this practice could be expanded across the estates through education, shared tools, and access to vacant growing spaces — supporting residents to take greater ownership over their own food production.

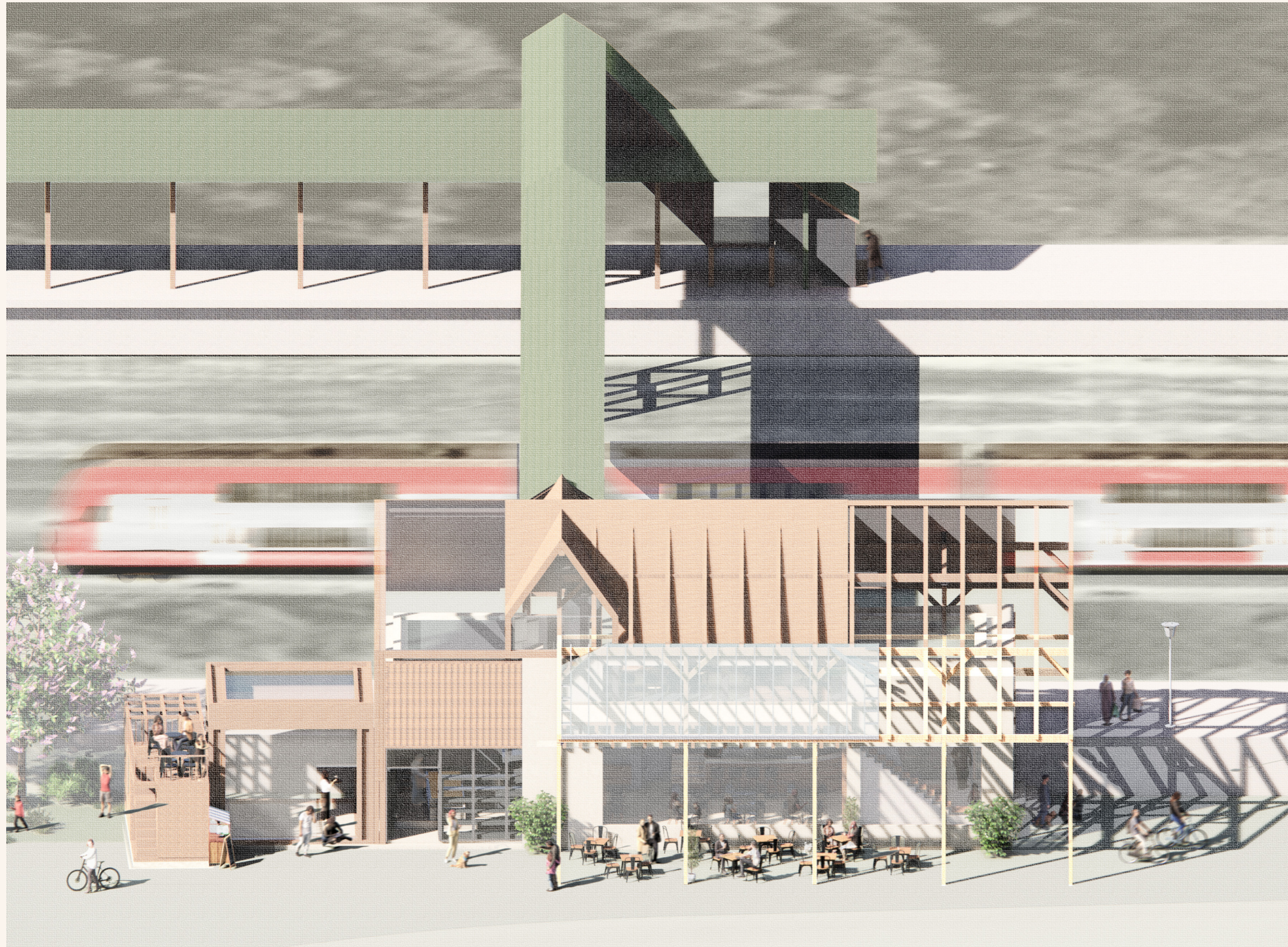
Flexible weekend markets would encourage entrepreneurial spirit within the community while drawing visitors from across Brent, creating opportunities for residents to share and sell what they grow and make. Outdoor dining spaces distributed across the network would offer places beyond the home for families and neighbours to gather — strengthening social connections through the shared experience of food.

1. DISTRIBUTION & COLLECTION
2. BRENT BREAD BAKERY
3. MARKETS
4. FRONT GARDEN GROWING
5. OUTDOOR DINING AREA





Common Table

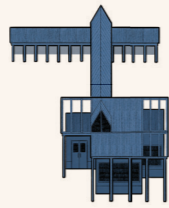


The Common Table proposes communal dining as civic infrastructure — the table as the oldest shared threshold.

Against a food landscape where monopolised systems strip residents of meaningful choice, the canteen operates as counter-infrastructure: meals that are predictable, subsidised, and nutritionally considered by design, uninfluenced by market pressures.

Central to the intervention is a new overpass redesigned as deliberate severance repair — threaded through the canteen and kitchen, producing a shared threshold where movement and dwelling overlap. A commuter using the mended crossing passes through the same space as someone preparing or eating a meal; a resident visiting the kitchen encounters someone who would never have paused here otherwise.

In a context where the 24-hour McDonald's has functioned as both the cheapest meal and the area's default social space, the Common Table reframes this equation — offering communal eating, visible food production, and incidental encounter as a public alternative where infrastructure repair and food autonomy become physically inseparable.



Common Table



BRENT'S BREAD NETWORK

The Common Table

Everyone eats well here.

NEIGHBOURS £2.50 <i>Chalk Hill & St Raphael's</i>	WORKERS & STUDENTS £3.80 <i>Local employees, all students</i>	FRIENDS £5.50 <i>All visitors</i>	CHILDREN £1.50 <i>Under 12s</i>	PAY IT FORWARD +£2.50 <i>Gift a meal</i>	BREAD ONLY £0.80 <i>Take a loaf</i>
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Flour: Stone-milled, Hertfordshire Produce: Felix Project surplus Meat: Halal, UK farms <100mi Garden: St Raphael's Edible Garden

Queue at the counter. Call your numbers. One from each course. Bread always included. Lunch 11:30–14:00 · Supper 17:00–20:00 · Menu rotates weekly.



1 Something Warm

SOUP - CHOOSE ONE

- 01 Red Lentil Dal Shorba** V GF DF
Turmeric, cumin, coriander, finished with lemon
High protein, high fibre — supports slow-release energy and blood sugar regulation
- 02 Scotch Broth** H DF
Pearl barley, root vegetables, slow-cooked lamb shank
Barley; lowest glycaemic index of common grains — gut-friendly soluble fibre
- 03 Pepper Pot** V GF DF
Callaloo, coconut milk, scotch bonnet, thyme — Caribbean roots
Callaloo is iron and calcium rich; coconut milk provides healthy fats without dairy

2 The Big Plate

MAIN - CHOOSE ONE

- 04 Chicken Suya & Jollof Rice** H GF DF
Spiced grilled thigh, tomato-stewed rice, fried plantain
Lean protein with complex carbs; tomato sauce rich in lycopene
- 05 Aloo Gobi & Wholemeal Roti** V DF
Dry-spiced potato, cauliflower, fresh coriander, handmade roti
Anti-inflammatory turmeric and cumin; wholemeal flour for slower glucose absorption
- 06 Lamb Keema & Cumin Rice** H
Minced lamb with peas, ginger, garam masala, basmati
Portion-controlled lean mince; peas acid plant protein and fibre
- 07 Shepherd's Pie** H GF
Braised lamb, root vegetable mash, seasonal greens
Root veg mash; high vitamins A and C
- 08 Rice & Peas with Braised Greens** V GF DF
Coconut rice, kidney beans, allspice, steamed callaloo
Complete plant protein from rice-bean combination; allspice aids digestion

BREAD INCLUDED
Daily

Sourdough — stone-milled Hertfordshire wheat, water, salt, culture. Baked fresh each morning at Brent Bakery. Wholemeal roti and flatbread also available.

Sourdough fermentation makes bread easier to digest and lowers its glycaemic impact — the long prove breaks down gluten structures and phytic acid.

Help Yourself

FRESH SIDES - ON THE TABLE

- 09 Fermented Cabbage** V GF DF
House-fermented red & white cabbage with caraway
Natural probiotics — improved immunity and digestion
- 10 Cucumber & Mint Raita** V GF
Cool yoghurt, grated cucumber, fresh mint, toasted cumin
Probiotic-rich; cooling alongside spiced mains
- 11 Carrot, Apple & Nigella Slaw** V GF DF
Raw shredded carrot, seasonal apple, lemon, nigella seeds
Maximum vitamin C and beta-carotene; no-mayo dressing
- 12 Kachumber Salad** V GF DF
Diced tomato, onion, cucumber, green chilli, lime
Fresh, raw, hydrating — fibre and micronutrients
- 13 Pickled Scotch Bonnet & Onion** V GF DF
Quick-pickled in cider vinegar — for heat lovers
Capsaicin supports metabolism; vinegar aids insulin sensitivity

3 A Little Something

DRINK + SWEET - CHOOSE ONE

- 09 Masala Chai**
Cardamom, cinnamon, ginger — lightly sweetened with honey
Cinnamon supports blood sugar balance; ginger aids digestion
- 10 Sorrel & Ginger Cooler** V GF DF
Hibiscus, fresh ginger, lime — cold, barely sweetened
Hibiscus supports healthy blood pressure
- 11 Fresh Fruit Cup** V GF DF
Seasonal surplus, pre-cut, grab-and-go
Pre-cut removes the barrier. The easiest healthy choice.
- 12 Spiced Fruit Kompot** V GF DF
Poached surplus fruit, cinnamon, star anise — warm or cold
Low sugar; warmth satisfies without the glucose spike
- 13 Yesterday's Bread Pudding** V
Surplus sourdough, cinnamon, sultanas, nutmeg — zero waste
Sourdough fermentation lowers GI even in baked desserts

Little Plates

UNDER 12S - £1.50

Smaller portions of any main, plus a fruit cup and a drink. Children eat the same good food, just less of it.

- K1 Half Plate of any main**
Same food, right-sized — with bread and a side
- K2 Fruit Cup + Drink**
Pre-cut seasonal fruit and chai, sorrel cooler, or water
- K3 Bread & Dips Plate**
Warm sourdough with raita, hummus, carrot sticks — for fussy days

Brent Celebrates

MONTHLY COMMUNITY SPECIALS

Once a month, a special meal reflecting Brent's cultures and seasons. Cooked with local families and community groups.

MARCH - HOLI
Colours Feast
Chole bhature, mango lassi, gulab jamun

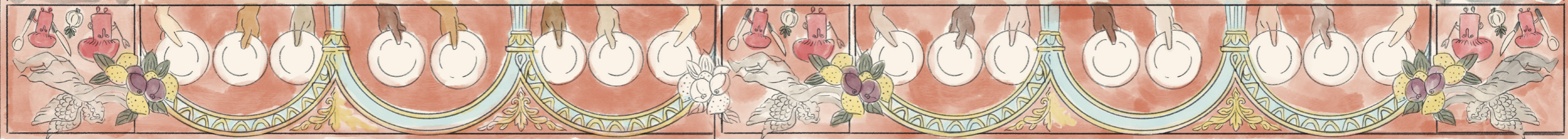
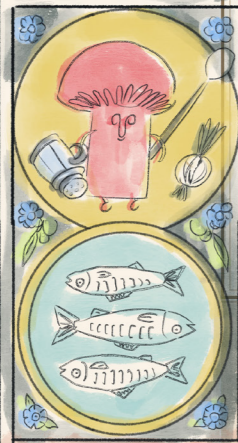
APRIL - EID AL-FITR
The Eid Table
Biryani, seekh kebab, sheer khurma

JUNE - WINDRUSH DAY
Caribbean Kitchen
Curry goat, rice & peas, rum cake

OCTOBER - DIWALI
Festival of Light Supper
Paneer tikka, dal makhani, barfi

NOVEMBER
The Harvest Table
Roast veg, pies, crumble — all surplus produce

DECEMBER - CHRISTMAS
Winter Common Meal
Roast dinner, bread sauce, trifle — all welcome



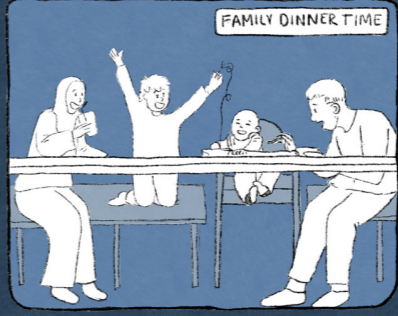
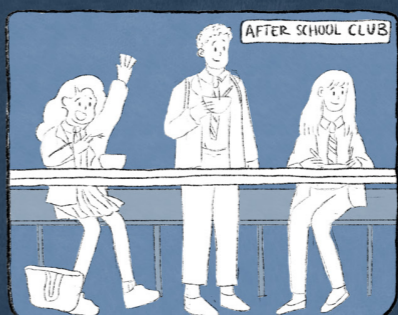
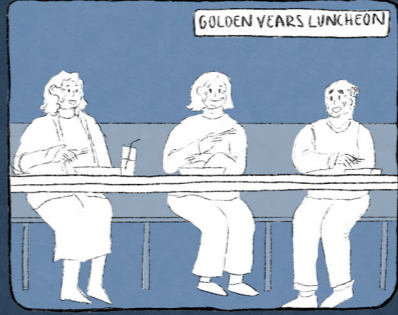
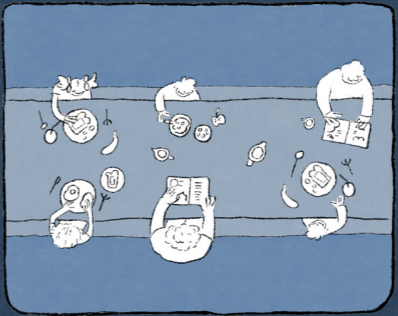
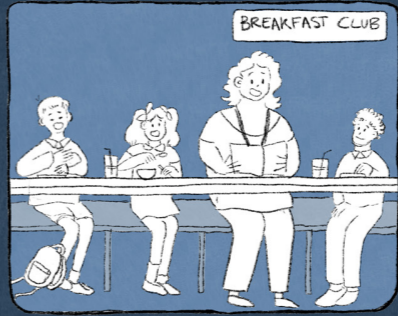
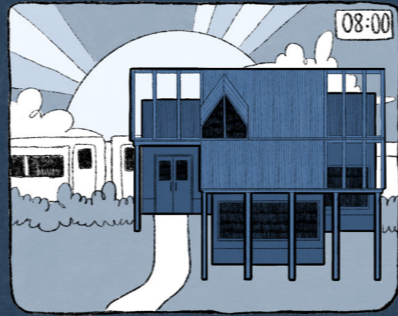
V Vegetarian H Halal GF Gluten Free DF Dairy Free All meat halal Allergens at counter

Open kitchen Sourcing board Radius map

The Common Table - Brent Eats - 2026

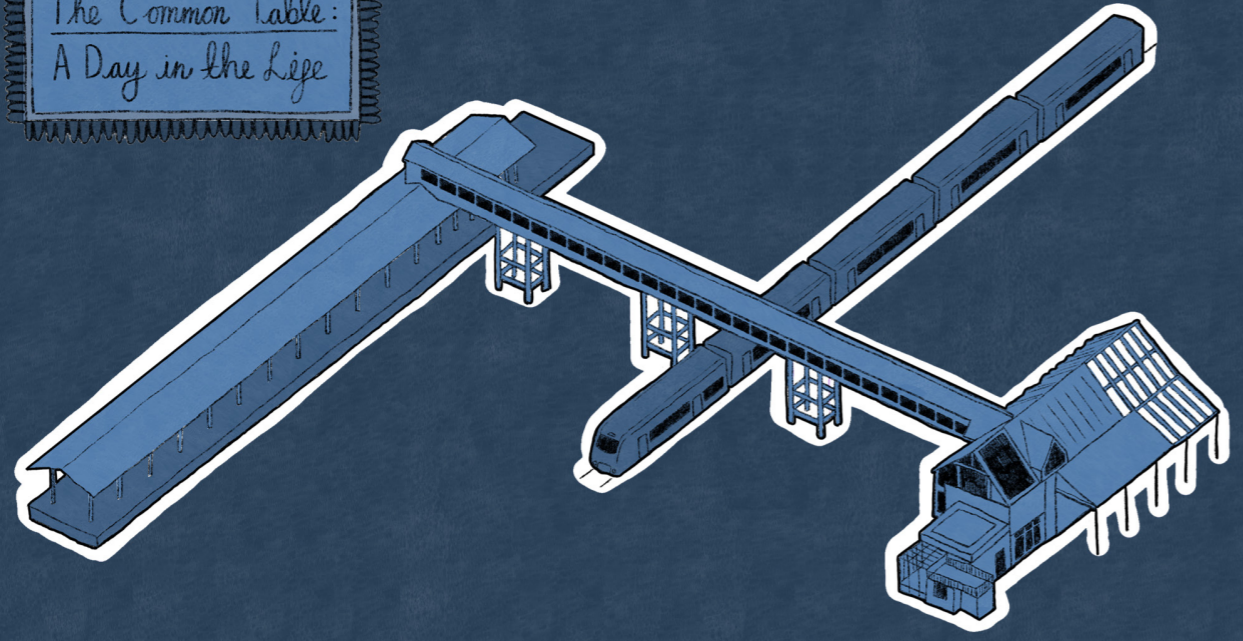
Wednesday

08:00		Breakfast Club
10:00		Baby Coffee Morning
12:00		Golden Years Luncheon
16:00		After-School Club
18:00		Family Dinner Time
21:00		Supper Club



UNTIL TOMORROW

The Common Table:
A Day in the Life



Public ovens have historically been as much about community as cooking — places to gather, not just bake. We wanted to explore how a community oven could serve this same role within our proposed food network in Brent.

Bread Ovens as Third Spaces

In which countries has the making of bread traditionally brought people together in villages?

European countries

Historically in many countries, bread and its making has been a very communal art bringing the members of communities together to make and bake the bread to feed their families. The use of public ovens is not only a cross-cultural phenomena but is also one of the oldest traditions almost dating back to sedentarisation.

The bread ovens are often managed by expert bakers and families pay a small amount of money for the use of the oven.

Across many countries, these ovens do not only serve to bake bread but also serve to bring communities together. **We can truly say that through the baking and consumption of bread, a community is formed.**

In architecture, third spaces are the social environments that exist between first spaces (home) and second spaces (workplace/school), such as libraries, cafés, pubs, and parks. They are accessible and inclusive spaces that, beyond their primary function, foster community, social interaction, and healthier environments.

Beyond merely a practical function, communal ovens are a place of gathering, community and social interaction therefore making them significant 'third spaces' in many traditional communities. What if they were to regain this value today?



In many European countries, wood-fired communal ovens were a large part of villages and their communities. Communities were formed when people gathered to bake their bread: ovens were central to village life. In Portugal, ovens were owned by the community rather than feudal lords making them even more significant as community hubs. These ovens were also key when resources were scarce and every effort was made to conserve them.

Morocco



In Morocco, the communal oven remains a bigger part of everyday life than in most other countries where they were formerly essential. This is for many reasons: it saves heating up their homes unnecessarily, most of their cooking does not require an oven and it saves them time and fuel.

The communal oven is still a central part of life for many families, who take their bread to the oven to be baked by expert bakers for a small fee.

Hearth Bakery, Hackney Wick



Hearth is a social enterprise bakery and cafe based in Hackney Wick that seeks to build a more localised food system and build up our communities. They have an oven that members of the community can use.

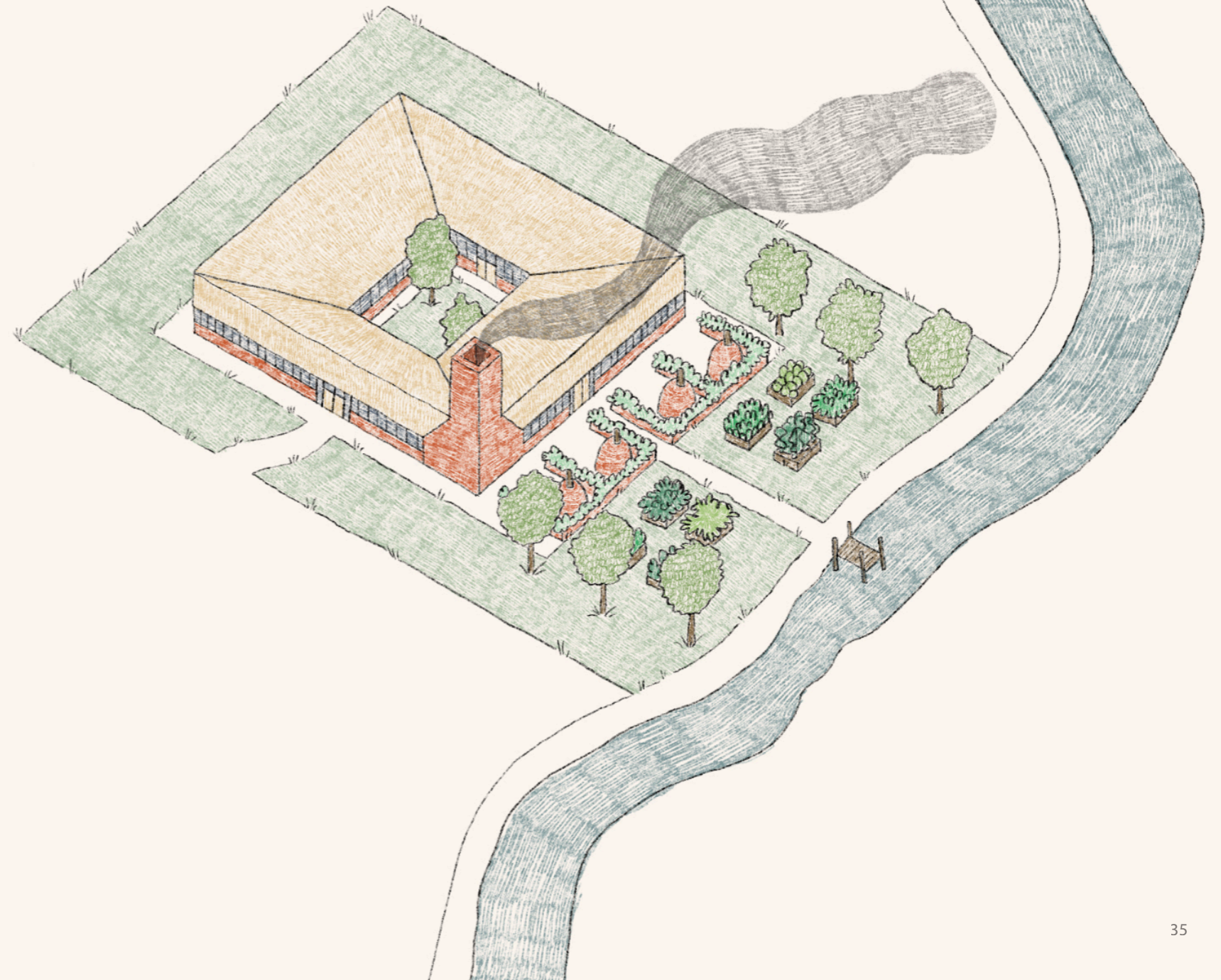
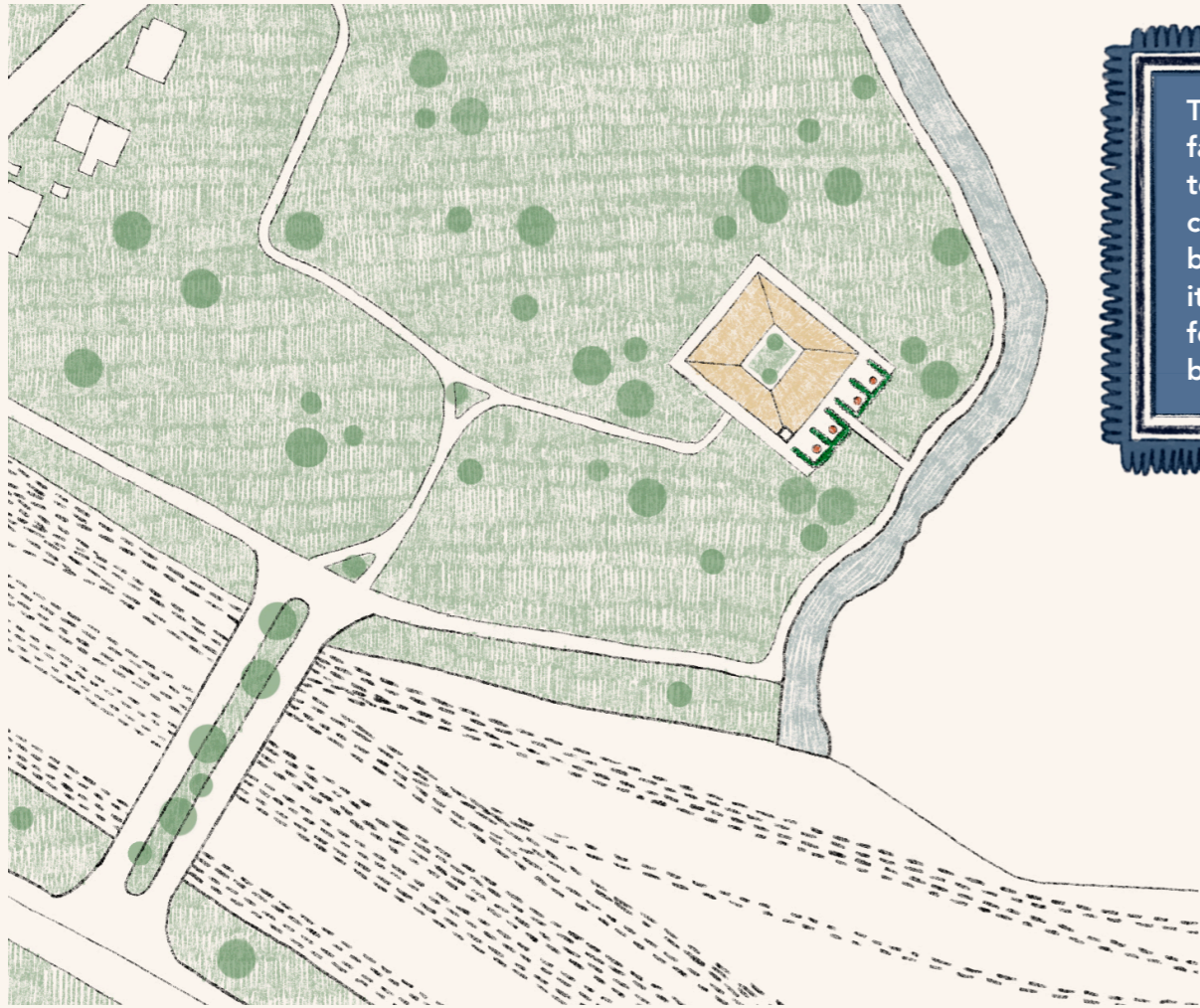
The majority of the ingredients are sourced within a 50 mile radius from the bakery and go through a rigorous sourcing policy. All grain is UK grown and stone-milled.

Community Oven

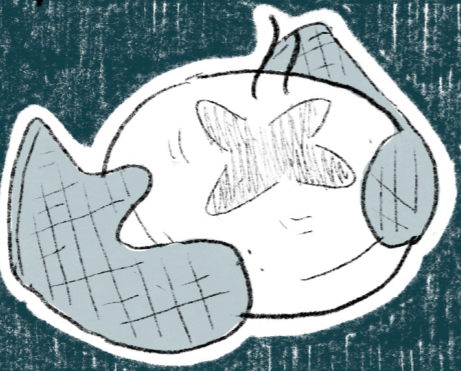
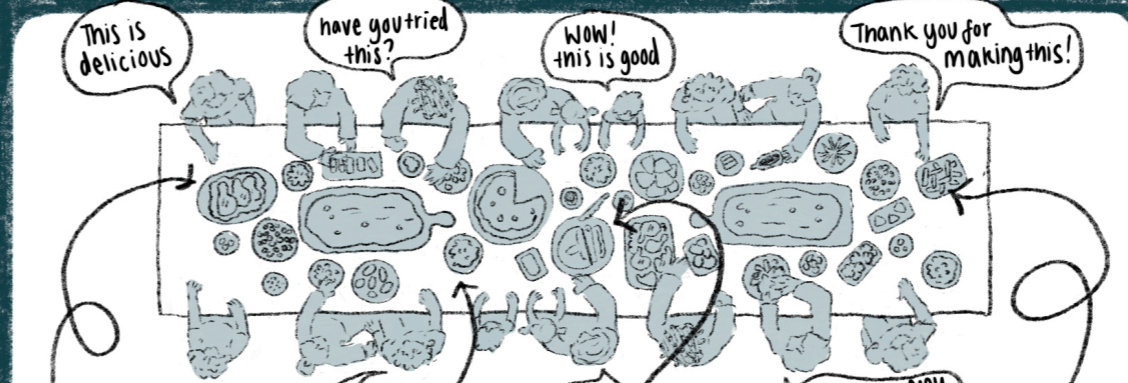
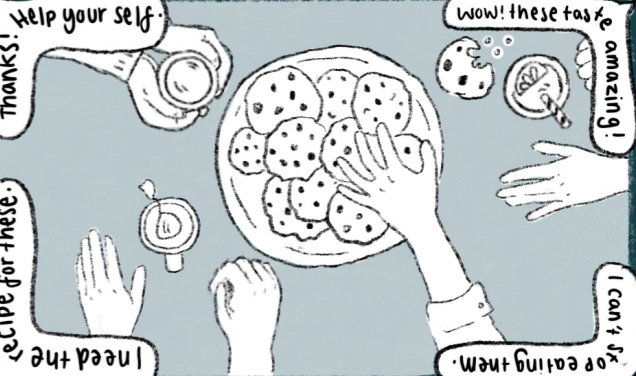
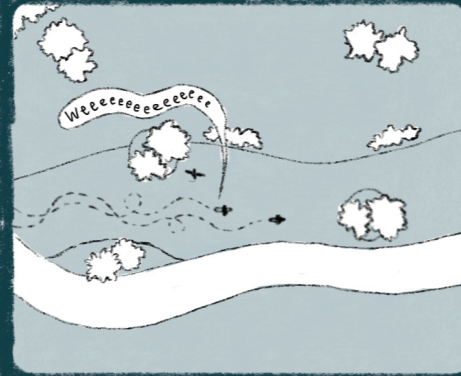
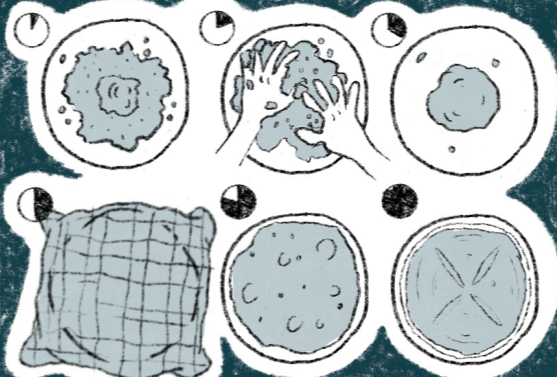
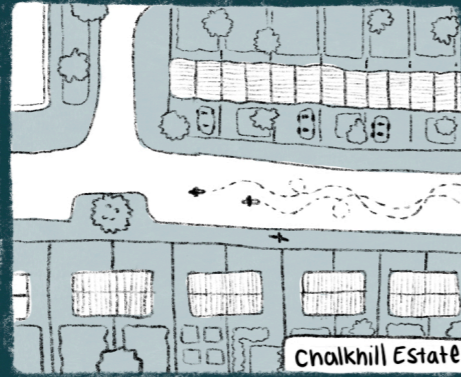


The community oven offers a space for families, individuals, and groups to come together in making and cooking food collectively. Located on a previously brownfield site owned by Brent Council, it provides a learning and social space for day-to-day cooking—distinct from the bakery's commercial training environment.

The oven serves as a space for celebration, accessible to Brent's diverse population for festivals like Diwali, Eid, and Christmas. It would be jointly run by Chalkhill Community Centre as an additional facility, relying on Brent Council budgets, surplus income from the other three sites, and support from local community centres and neighbourhood associations.



Community Oven



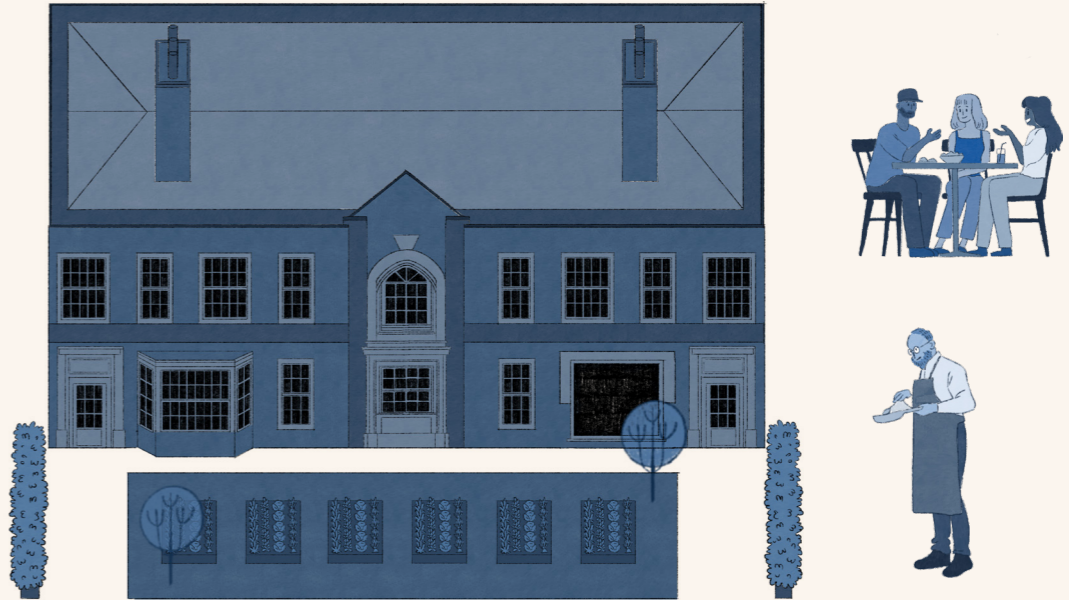
Reclaiming McDonald's

L'Après M - Marseille, France



* SHARING *
* MUTUAL AID *
* KINDNESS *
* FAST SOCIAL FOOD *

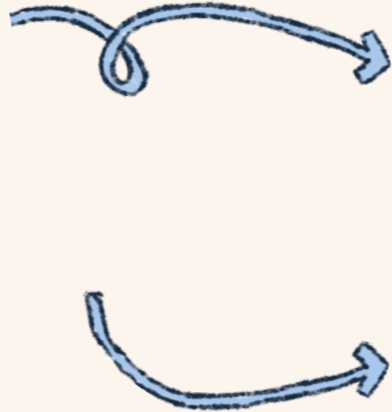
The After M - Brent, London



The After 
i'm lovin' it[®] even more.

In one of Marseille's most deprived areas, a McDonald's had long served as a vital third space and local employer until its franchisee decided to sell — sparking community uproar and a determined but ultimately short-lived fight to keep it open. When Covid hit, its closure compounded an already difficult situation, leaving residents facing food insecurity as local food banks and social initiatives also shut their doors.

This is where L'Après-M — the After M — was born. Former McDonald's staff came together to repurpose the space into something that genuinely served the community: a fast-food restaurant, food bank, professional integration project, and community centre rolled into one. Rather than abandoning what residents knew and relied on, they reimagined the familiar menu on their own terms. By the community, for the community.



Next to St Raphael's Estate, a McDonald's plays a familiar role: a cheap meal, a warm seat, a place to linger — one of the area's few genuine third spaces and a significant local employer. Our site visits confirmed this; it is used, needed, and valued. Yet the same business limits the community it serves. The food it sells contributes to diet-related illness, its model extracts value without reinvesting, and it deepens residents' detachment from what they eat — offering consumption without connection.

What if there was an alternative? Could this space be repurposed on the community's own terms — retaining the familiarity and accessibility residents rely on, but with greater food quality, local employment, and genuine community ownership? A St Raphael's equivalent of Marseille's L'Après-M: reimagining rather than replacing.

And how might this connect to our wider proposal — becoming a node within Brent's food network, addressing choicelessness not by removing what exists, but by showing that something better is possible in the same place?

Reclaiming McDonald's

the after 

Burgers	After M Chicken Crispy coated chicken with lettuce and our sandwich sauce, in a Brent bun. A true classic.	The Big After M Two beef patties, cheese, lettuce, onion and pickles in a Brent bun. And that tasty Big After M sauce.	After M Fish Crispy white Pollock fish filet patty, with cheese and tartare sauce, in a Brent bun.	Smoky Garden Stack ● Lentil patty, charred mushrooms, smoked paprika yoghurt and pickled onions in a Brent bun.	The Brent Chicken ● Flame-grilled chicken, garlic yoghurt marinade with lettuce and tomato, enclosed in a Brent bun.	Golden Chickpea Melt ● Spiced chickpea patty, melted cheese, cucumber slaw and a tahini drizzle in a Brent bun.
Nuggets/ bites	Mozzarella Bites Mozzarella, coated in breadcrumbs and served with a Marinara Dip.	Chicken Nuggets Chicken breast meat in a deliciously crispy coating, just waiting to be dipped.	Falafel Crunch Bites ● Baked falafel with a sesame yoghurt dip.	Flame Chicken Bites ● Grilled chicken chunks in a suya spice rub with a peanut dip.	Golden Paneer Pops ● Roasted spiced paneer cubes with a tomato chutney dip.	Halloumi Sticks ● Pan fried halloumi with a sticky sweet chilli sauce.
Sides	Fiery Sweet Potato ● Smoky sweet potato wedges with smoked paprika and sea salt.	After M Fries Fluffy on the inside and crispy on the outside. A classic.	Charred Corn Cup ● Sweetcorn lightly charred, drizzled with a lime and chilli butter.	Crunch Slaw Pot ● Red cabbage and carrot with a creamy sesame and lime dressing.	Spiced Chickpeas ● Spiced chickpeas, slightly crunchy with a lemon dressing.	Fresh Brent Bread. ● Bread straight from the Brent Bakery. Selection changes daily.
Desserts	After M Flurry Soft dairy icecream. The old classic.	Apple Pie Crispy on the outside, deliciously hot and sweet on the inside, an After M Classic.	Cocoa Date Truffles ● Dark chocolate and dates blended into a little bomb of goodness.	Honey Yoghurt Crunch ● Greek yoghurt drizzled with Brent honey and toasted oats.	Frozen Yoghurt Swirl. ● Flurry style but Yoghurt Based.	Apple Crunch ● Lightly baked apple slices with caramelized cinnamon sugar,
Drinks	After M Milkshake A classic milkshake in a selection of flavours.	Selection of sodas Old classic refreshing drinks.	Citrus Sparkle ● Sparkling water with bursts of lemon, lime and orange.	Iced Garden Mint Tea ● Mint fresh from St Raphael's herb garden, brewed and lightly sweetened.	Mango Yoghurt Lassi ● Yoghurt based drink blended with fresh mango.	Ginger Spritz. ● Refreshing ginger flavoured drink.

Bread: Baked daily at the Brent Bakery

Herbs: From the St Raphaels Herb Garden

Fresh fruit and veg: From the Felix Project redistribution barn

New Item

The Big M (£7.49)

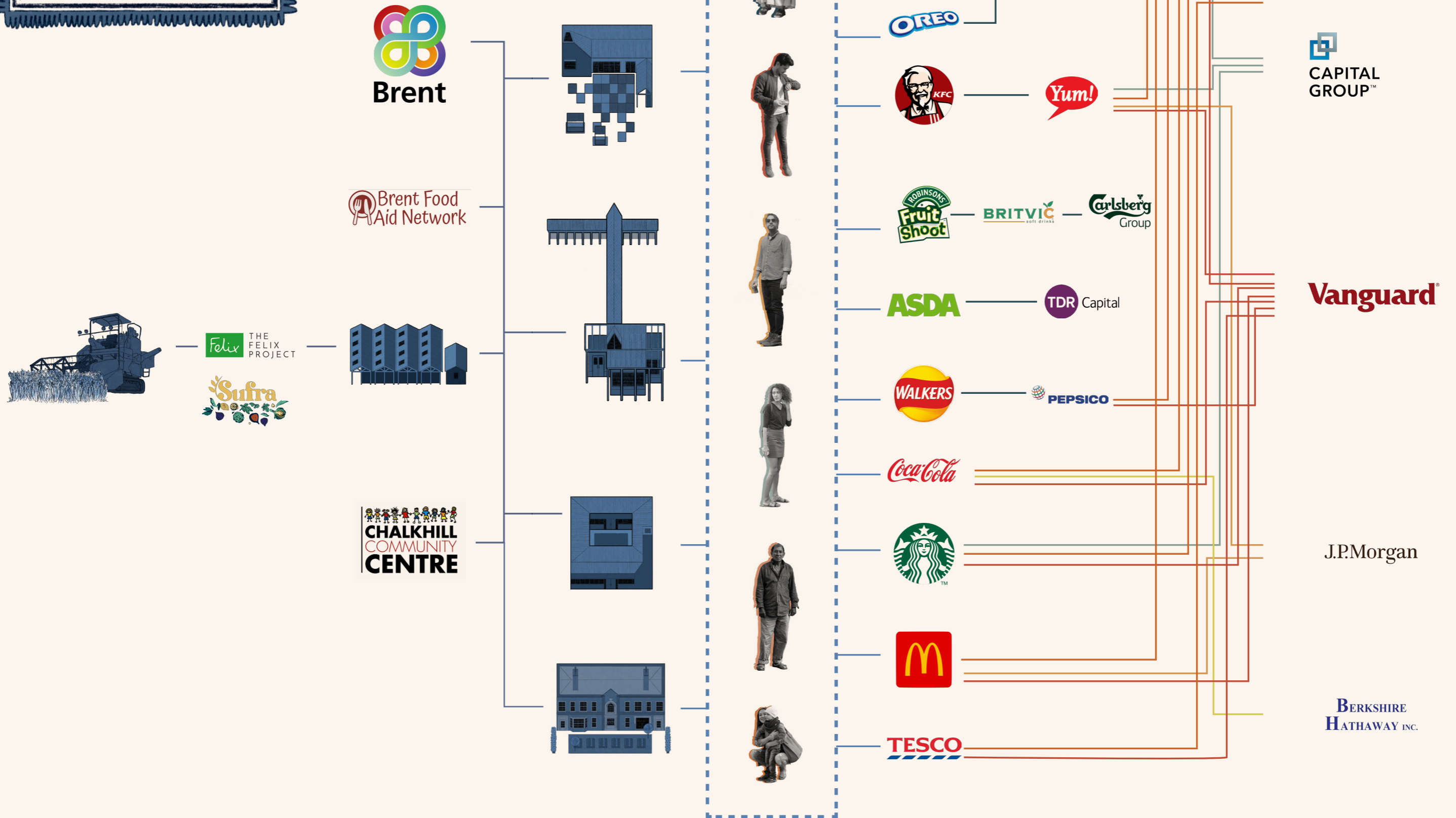
The Big After M
+
After M Fries
+
Drink of choice
+
Apple Pie

The After M (£6.49)

Smoky Garden Stack or
Golden Chickpea Melt
+
Choice of side
(excluding After M
Fries)
+
Citrus Sparkle/Ginger
Spritz
+
Apple Crunch

Disrupted food ownership

Through our interventions and the collective network the current ownership diagram for St Raphael's and Chalkhill Estate could look like this, putting consumers in the centre with the freedom of choice.



Network Advertisement

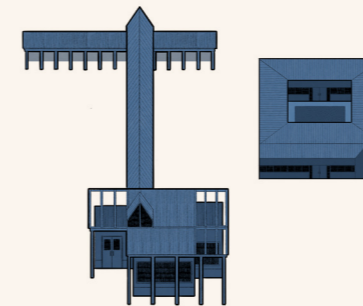
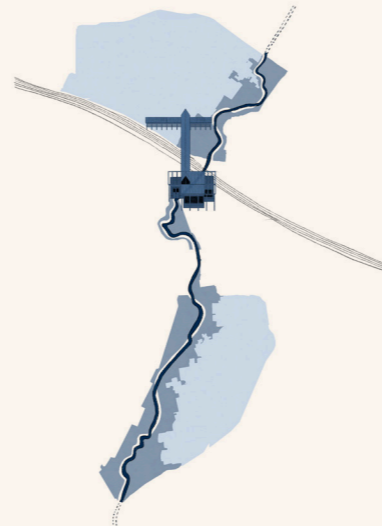
St Rapheal's and Chalkhill Estates both have a prevalence of food advertisements. Our initiative requires the residents of these estates and further afield to become aware of the current system and their current state of choicelessness. By utilising the same advertisement strategies as the existing monopolies we aim to make residents aware of the existing structure and how our alternative network offers healthier, accessible choices.





Co-designing

How can we work with Brent's residents and workers to improve and develop each phase



<p>STAGE 1: Building Community Engagement</p>	<p>STAGE 2: Creating the Distribution Centre</p>	<p>STAGE 3: Creating the Bakery</p>	<p>STAGE 4: Connecting Chalkhill & St Raphael's Estate</p>	<p>STAGE 5: Canteen & Oven</p>	<p>STAGE 6: Front Garden Growing & Markets</p>	<p>STAGE 7: Reclaiming Monopolies</p>
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- Before any physical intervention, we establish meaningful dialogue with residents. This includes identifying individuals interested in food, retail, or community work careers; deploying mixed outreach methods (in-person workshops alongside digital surveys and social media) to capture diverse perspectives; and employing part-time community researchers—modelled on the Ilford Arrival Project—to co-develop proposals with us rather than for the community.

- Working across borough boundaries, we engage residents, workers, and UK-based suppliers to co-design a distribution hub that addresses both local food access and the ecological and economic pressures facing farms.
- A North West London food forum—inspired by the Islington Food Assembly—brings together voices from different backgrounds to shape procurement and distribution priorities.

- Drawing on insights from Phase 1, we collaborate with specialist bakers to design menus reflecting community preferences.
- Pop-up events and school holiday workshops allow residents to taste and refine recipes before the bakery opens—and continue afterwards, ensuring the offer evolves with the community.

- Food becomes a vehicle for social connection. Community walks and activities along the River Brent, alongside weekend clean-ups with locally-prepared lunches, help stitch together two estates currently severed by infrastructure, building social cohesion through shared meals and environmental stewardship.

- Residents identify key dates—cultural celebrations, school events, seasonal gatherings—to inform programming and budgets for a shared canteen space.
- As with the bakery, pop-ups through schools and public spaces test and refine a menu driven by community input.

- Volunteer food-growing leaders share knowledge and garden space before formal community gardens are established across intervention sites.
- Paid training days offer prospective market vendors food safety certification, business planning support, and guidance on sustainable stall operation—lowering barriers to local enterprise.

- The final phase shifts power to residents. A land-acquisition fund—supported by Brent Eats and council community pots—enables communities to purchase or repurpose spaces. Market vendors can procure ingredients affordably through the distribution centre, with profits reinvested to support them, creating a circular local food economy.

Brent's Bread Network

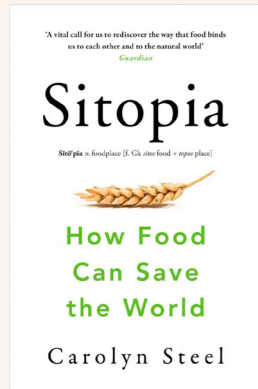
Conclusion

This project is presented to Brent as a framework, intended to be tested, challenged, and shaped by the people it is designed to serve. The Brent Bread Decree, the Brent Eats Collective, and the network of interventions along the river are designed to be replicable, expanded, and adapted over time. The co-design stages ensure that residents lead what comes next. Building upon the communities of Chalkhill and St Raphael's, this framework opens up possibilities for a stronger food network and healthier alternatives across Brent.

1. DISTRIBUTION & COLLECTION
2. BRENT BREAD BAKERY
3. MARKETS
4. FRONT GARDEN GROWING
5. OUTDOOR DINING AREA
6. COMMUNITY OVEN
7. COMMON TABLE
8. RECLAIMED MONOPOLIES



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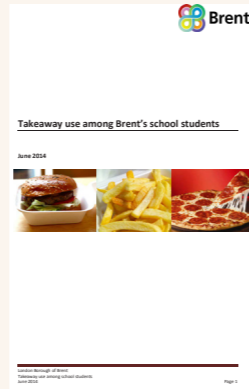
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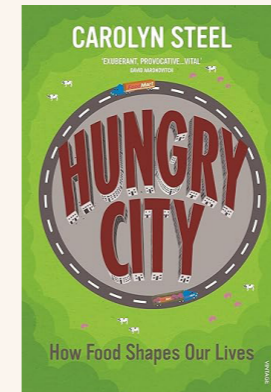
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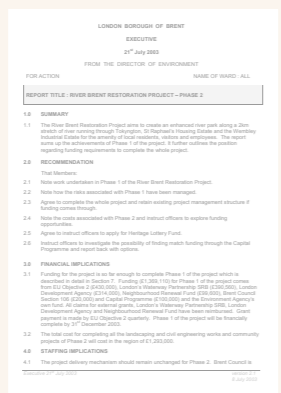
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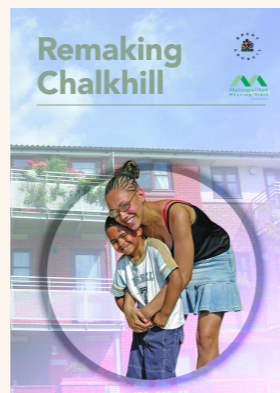
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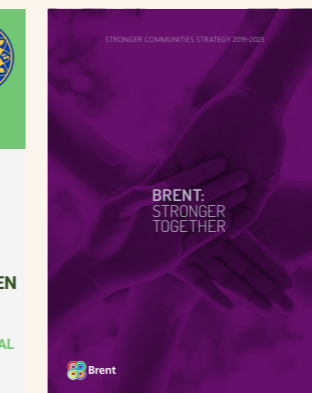
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