# Camden launches £28.7m tender for first phase of controversial West Kentish Town Estate regeneration



The London Borough of Camden has initiated a £28.7 million procurement for the initial phase of its extensive West Kentish Town Estate regeneration project. This phase, under a two-year JCT design-and-build contract, will deliver 52 social-rent homes across two key sites. The first site, A1, involves the demolition of seven existing maisonette flats and an office space previously used as a consultation hub. Camden plans to replace these with 30 new homes and a commercial unit along Queen’s Crescent. The second site, D1, adjacent to a railway bridge, will comprise 22 homes, requiring a Basic Asset Protection Agreement with Network Rail. Beyond housing, the project aims to enhance the public realm, including landscaping, communal amenities, and children’s play areas. A hybrid planning application is due imminently, with a decision expected by December. Construction is anticipated to start by 31 March 2026, aligning with Greater London Authority funding milestones, and completion is projected for June 2028.

The contract, estimated at £23.9 million excluding VAT, demands significant financial and operational credentials from bidders. Participants must demonstrate a minimum £36 million turnover in either of the past two financial years. Camden may also require a 10% performance bond, a parent company guarantee, or insolvency cover through a warranty provider. The tender process will shortlist up to five bidders, each required to submit three case studies, with two settled at final account stage. At least one case study must establish experience working with Network Rail under a Basic Asset Protection Agreement. Evaluation criteria weigh quality at 50%, price at 40%, and social value at 10%, with a 60% quality threshold needed to advance.

This early procurement phase forms part of a broader £565 million masterplan for the entire estate, which envisions delivering 885 new homes across eight phases. The masterplan includes at least 276 council homes and 78 dedicated Camden Living rent homes. The redevelopment follows a 2020 resident ballot, where 93% voted in favour of new housing and improved public spaces. The first phases have already begun, with 218 new homes planned, including 81 homes ringfenced for families currently residing on the estate, facilitating one direct move into their new accommodation.

The regeneration of the West Kentish Town Estate is marked by a contentious debate between redevelopment and retrofit approaches. The council's plan to demolish the 1960s blocks is justified by the need to address cramped and dilapidated living conditions, as well as to meet modern housing standards. However, some residents advocate for a retrofit alternative, arguing it would significantly reduce the carbon footprint of the estate—allegedly by a factor of six—and be more sustainable environmentally. Camden counters that retrofitting is not financially viable and fails to provide the larger, modern homes urgently needed by the community.

In parallel, Camden is advancing ambitious regeneration across the wider Kentish Town area, including proposals to create a 'Creative Quarter' in partnership with developer Yoo Capital. This project aims to combine zero-emissions neighbourhood principles with space for creative industries, delivering hundreds of new homes and thousands of jobs while prioritising resident and community input. This effort complements the estate regeneration by seeking to enhance both housing supply and economic opportunity.

Sustainability forms a core pillar of Camden’s approach to the West Kentish Town Estate redevelopment. Technical partners are implementing a phased district energy system based on fabric-first and low-form design principles. The project also focuses on reusing materials such as concrete, timber, and steel waste to mitigate its carbon footprint. These measures reflect Camden’s commitment to implementing innovative, environmentally conscious solutions consistent with its Community Investment Programme’s broader goals.

As the council progresses with its tender process for the estate’s first phase, the delivery of 52 social-rent homes represents a critical step forward in fulfilling the masterplan's vision of revitalised, sustainable, and community-responsive housing. The project exemplifies a complex balance of affordability, environmental responsibility, and resident engagement, set against the backdrop of wider urban regeneration transforming the Kentish Town neighbourhood.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.constructionnews.co.uk/contracts/london-council-launches-28-7m-estate-regeneration-tender-17-06-2025/), [[2]](https://www.camden.gov.uk/en/west-kentish-town-estate)
* Paragraph 2 – [[1]](https://www.constructionnews.co.uk/contracts/london-council-launches-28-7m-estate-regeneration-tender-17-06-2025/), [[2]](https://www.camden.gov.uk/en/west-kentish-town-estate)
* Paragraph 3 – [[3]](https://news.camden.gov.uk/west-kentish-town-estate-set-for-565m-investment-as-cabinet-asked-to-agree-redevelopment-masterplan), [[6]](https://www.hamhigh.co.uk/news/20678866.gospel-oaks-565m-regeneration-plan-set-rubber-stamped/)
* Paragraph 4 – [[4]](https://www.theguardian.com/uk-news/2023/mar/22/rebuild-retrofit-carbon-row-breaks-out-plans-camden-council-estate)
* Paragraph 5 – [[5]](https://news.camden.gov.uk/vision-for-new-creative-quarter-in-kentish-town-will-bring-much-needed-homes-and-jobs-to-camden/)
* Paragraph 6 – [[7]](https://www.aireymiller.com/projects/west-kentish-town-estate-camden)
* Paragraph 7 – [[1]](https://www.constructionnews.co.uk/contracts/london-council-launches-28-7m-estate-regeneration-tender-17-06-2025/), [[2]](https://www.camden.gov.uk/en/west-kentish-town-estate), [[3]](https://news.camden.gov.uk/west-kentish-town-estate-set-for-565m-investment-as-cabinet-asked-to-agree-redevelopment-masterplan)

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## Bibliography

1. <https://www.constructionnews.co.uk/contracts/london-council-launches-28-7m-estate-regeneration-tender-17-06-2025/> - Please view link - unable to able to access data
2. <https://www.camden.gov.uk/en/west-kentish-town-estate> - Camden Council is redeveloping the West Kentish Town Estate in phases, aiming to build new homes for existing residents before demolishing old blocks. The project involves extensive community engagement to ensure the new homes meet residents' needs and preferences. The redevelopment plan includes a new public realm with landscaping, communal spaces, and children's play areas. A hybrid planning application is expected this month, with a decision anticipated by December. Construction is slated to begin by 31 March 2026, with completion by 7 June 2028. The estimated contract value is £23.9 million, excluding VAT. Bidders must have a minimum turnover of £36 million in either of their past two financial years. Camden may require a 10% performance bond, parent company guarantee, or insolvency cover via a warranty provider. The council will invite a maximum of five bidders, who must submit three case studies, two of which must be settled at final account stage. At least one must involve work with Network Rail under a Basic Asset Protection Agreement. Scoring will be weighted 50% quality, 40% price, and 10% social value. To progress, bidders must meet a 60% quality threshold. Tenders must be submitted by 14 July via the ProContract portal, with an award expected by 22 December.
3. <https://news.camden.gov.uk/west-kentish-town-estate-set-for-565m-investment-as-cabinet-asked-to-agree-redevelopment-masterplan> - Camden Council's Cabinet is set to approve a £565 million masterplan for the West Kentish Town Estate, aiming to build 885 new homes over eight phases, including at least 276 council homes and 78 homes for Camden Living rent. The redevelopment follows a resident ballot in March 2020, where 93% of residents voted in favour of new homes, streets, and open spaces. The first phase of construction is expected to begin in late 2023, with the first two phases delivering 218 new homes, of which 81 will be ringfenced for families on the estate, allowing them to make one direct move into their new home.
4. <https://www.theguardian.com/uk-news/2023/mar/22/rebuild-retrofit-carbon-row-breaks-out-plans-camden-council-estate> - A debate has emerged over plans to redevelop the West Kentish Town Estate in Camden. The council intends to demolish the existing 1960s blocks and replace them with 885 new homes, citing issues like cramped spaces and dilapidation. However, a rival plan backed by some residents proposes retrofitting the existing homes to reduce carbon impact, estimating a sixfold smaller climate footprint. The council argues that retrofitting is financially unviable and would not address the need for larger, modern homes.
5. <https://news.camden.gov.uk/vision-for-new-creative-quarter-in-kentish-town-will-bring-much-needed-homes-and-jobs-to-camden/> - Camden Council has agreed to work with developer Yoo Capital to transform the area west of Kentish Town into a 'Creative Quarter,' aiming to provide hundreds of new homes and thousands of jobs. The development will include a zero-emissions neighbourhood, with a focus on creative industries, and will be shaped with input from residents, local businesses, and community groups. The project will deliver significantly more new social rent and living rent homes, where few currently exist.
6. <https://www.hamhigh.co.uk/news/20678866.gospel-oaks-565m-regeneration-plan-set-rubber-stamped/> - Camden Council's Cabinet is expected to approve a £565 million masterplan for the West Kentish Town Estate, aiming to build 885 new homes over eight phases, including at least 276 council homes and 78 homes for Camden Living rent. The redevelopment follows a resident ballot in March 2020, where 93% of residents voted in favour of new homes, streets, and open spaces. The first phase of construction is expected to begin in late 2023, with the first two phases delivering 218 new homes, of which 81 will be ringfenced for families on the estate, allowing them to make one direct move into their new home.
7. <https://www.aireymiller.com/projects/west-kentish-town-estate-camden> - Airey Miller is managing a professional team and providing technical support for the £550 million regeneration of the West Kentish Town Estate in Camden. The project includes a phased district energy system, fabric-first and low-form factor design principles, and reusing concrete, timber, and steel waste as a resource for groundworks to mitigate the carbon footprint of the development. The scheme aims to deliver 880 new homes, including council homes, and is being delivered by Camden’s Community Investment Programme.