



Executive
6 April 2009

**Report from the Director of
Policy and Regeneration**

Wards Affected:
Stonebridge, Dudden Hill,
Dollis Hill, Welsh Harp

North Circular Road (NCR) Regeneration Area

Forward Plan Ref: PRU-08/09-23

1. Summary

- 1.1. This report presents the 'vision' document, *A New Image for the North Circular: Framework for change (appendix one)*, that outlines the strategic approach to the regeneration of the area adjacent to the North Circular Road. This is referred to as the North Circular Road (NCR) Regeneration Area. This area has been identified within the Core Strategy of the Local Development Framework as an area requiring improvement.
- 1.2. This report outlines the consultation undertaken on the North Circular Road regeneration area 'vision' document. It presents the key findings and results from this process and how this is to be incorporated into the Regeneration Action Plan and 'vision' document.
- 1.3. This report provides a project regeneration action plan that outlines the proposed next steps for the project and foreseeable timeframe.

2. Recommendations

- 2.1. To note the outcomes of the consultation on the draft 'vision' document for the North Circular.
- 2.2. To approve the 'vision' document for the North Circular Road Regeneration, *A New Image for the North Circular: Framework for Change (appendix 1)*.
- 2.3. To endorse the NCR Regeneration Action Plan (*appendix 2*) and approve Council Officers to proceed with works to further develop the proposals contained within it.

3. *A new vision for the North Circular Road: Framework for change*

- 3.1. The North Circular Road splits Brent into two – dividing the largely attractive, suburban communities in the north of the borough from the denser inner-London environment found in the south. The six lane road, which carries transit traffic east-west through the borough, is a formidable barrier for the residents of the area.
- 3.2. One hundred thousand vehicles a day already pass through Brent on the North Circular Road between Staples Corner and Hanger Lane. As London's growth fuels increased traffic flow through the area, environmental and health concerns are becoming even more apparent. The entire area is a designated Air Quality Management Area, with local communities experiencing high incidences of respiratory problems. Noise pollution too is well above comfort levels for local residents.
- 3.3. The NCR vision document '*A new image for the North Circular Road: Framework for change*', attempts to create a framework that all stakeholders can sign up to (refer *appendix one*). It sets the parameters for the long term and incremental regeneration of the North Circular Road regeneration area. It identifies some initial ideas for projects that will contribute towards that regeneration. Our success will depend on the Council, its partners and local communities identifying and exploiting opportunities for change, and maintaining an ongoing dialogue and debate as to the detailed nature of that change.
- 3.4. This is an exciting time for the regeneration of the North Circular Road Area, the London Borough of Barnet is currently considering the regeneration of the Brent Cross scheme located near Staples Corner. This development lies just beyond the borough boundary of Brent and is subsequently likely to impact both Brent and the North Circular Road regeneration area. As plans progress Brent must be aware of the impact of the Brent Cross redevelopment and maintain an open dialogue with its neighbouring borough.

4. **Key outcomes and objectives.**

- 4.1. The proposed vision is to transform the North Circular Road Regeneration Area over a number of years as sources of funding are identified. This will be an incremental process and there will be many challenges along the way. Underpinning the vision are four **outcomes** that should be achieved for this area:
 - i. To create a series of distinct places within the regeneration area, and for the North Circular Road to connect these places rather than simply passing through anonymous suburban areas;
 - ii. To create a significantly improved environment for local communities – with less pollution, more green space, improved connectivity and better community facilities;
 - iii. To showcase the Borough's key attractions - many of which sit adjacent to the North Circular Road – improving their visibility and accessibility for visitors and local communities alike. These key attractions include: Wembley, Welsh Harp, IKEA, Shri Swaminarayan Mandir, Ace Café and, just outside of the Borough, the Brent Cross regeneration area.

- iv. To counter the negative environmental impacts of the North Circular Road by turning the Brent section into the 'greenest' stretch of highway in London.

4.2. The four key objectives are:

- i. Improve the quality of the physical environment;
- ii. Develop a comprehensive open space strategy for the area;
- iii. Provide a comprehensive package of transport improvements;
- iv. Continue to promote economic and social regeneration.

4.3. For further information on the above objectives and outcomes please refer to the full vision document contained in *appendix one*.

5. Community Consultation - Introduction

5.1. The purpose of this consultation is to invite comment on the 'vision' document, which sets out the framework for regeneration of the North Circular Road (NCR) regeneration area. The aim of this consultation was to capture the views of the community and key stakeholders in this initial phase on the consultation in order to gauge their response to the ideas proposed in the draft vision document. The subsequent consultation findings will inform the Regeneration Action Plan (*refer section 10*) this outlines which proposals should be prioritise as the project progresses.

5.2. The consultation focused on a questionnaire survey that invited comment on the key principles and objectives of the vision document and attendance at public forums (*refer section six below*).

6. Consultation Methodology

6.1. A summary leaflet and questionnaire was developed by Brent Council (*refer appendix three*) to be used in the consultation on the NCR Vision document. The surveys were distributed via three key methods:

6.1.1. On-street survey: Accent, a private independent research company, was appointed to undertake the on-street surveys. Accent conducted **323 on-street interviews** with pedestrians throughout the regeneration area between 29th November – 7th December.

6.1.2. Web and on-line survey: A web page for the project was launched on the 15th November, 2008 at www.brent.gov.uk/northcircularroad , which included an on-line survey. At the close of consultation on the 31st January, 2008 **498 on-line surveys** had been completed.

6.1.3. Mail-out: A private distribution company delivered summary leaflets of the vision document with an accompanying questionnaire (*refer appendix three*) to approximately 8000 households within the regeneration area (*refer appendix four*). We have received (approximately) **204 returned mail-out surveys** and monitoring forms with one language sheet request the aid of a translator.

6.2. Area Consultation Forums: The North Circular Road draft vision document was presented at three ACF:

- Harlesden Area Consultative Forum – Tuesday 13th January, 2009;
- Wembley Area Consultative Forum – Wednesday 28 January, 2009;
- Willesden Area Consultative Forum – Tuesday 20th January, 2009.

6.3. Further community engagement: Upon request we have also presented/engaged in further dialogue with the following groups:

- Brent Housing Partnership (BHP) resident's board for Brentfield/St Raphael's Estate;
- Brent Housing Partnership Board;
- Brent Cyclist (a division of the London Cycling Campaign);
- Park Royal Partnership.

7. Community Consultation - key findings

7.1. A total of 1002 surveys responses were analysed.

7.2. To ensure consistency between methods of survey, each survey method (on-street interview, web survey and mail-out) has been individually analysed. The report draws out the main points from each survey. For a more detailed discussion on the findings from each survey method please refer to *appendix five, six and seven*.

7.3. Response to key outcomes:

7.3.1. There was strong support for all five general aims of the Regeneration programme and for Brent Council's vision for the area as outlined in the vision document.

7.3.2. Respondents gave most importance to the reduction of air pollution and noise in the area with approximately 93% of respondents indicating it was important or very important.

7.3.3. There was variance in the response to the Borough's aims to 'show case the borough's key attractions' with the on-street survey and mail-out indicating relatively lower support for the proposal with 73%, 78% respectively stating it was important or very important. This in contrast to the on-line survey that recorded very high levels of support with 97% responding that it was important or very important. This discrepancy may be due to the different profile of respondents to the on-line survey.

7.4. Response to key objectives:

7.5. Overall, Brent Council has been presented with a very strong endorsement for the proposed initiatives: 89% said that Objective One (improving the quality of the physical environment) was important or very important, rising to 98% for Objectives Three (transport) and Four (economic and social regeneration).

7.6. Objective One – To improve the quality of the environment

- 7.6.1.** Respondents were very positive towards Objective One, which they rated as more important overall than any of its individual components; there was little distinction between the importance ratings given to the individual elements of Objective One
- 7.6.2. Unisys/Bridge Park:** The proposal for the redevelopment of the Unisys/Bridge Park site had a high level of support with 83% of the response indicating it was important or very important. This was consistent across housing tenure types. Responses were fairly consistent across neighbourhood areas. The high levels of 'neither' or 'don't know' responses to the proposals indicates that more details of the proposal may be required for people to form opinions. On-going consultation should be sought throughout the development of the scheme.
- 7.6.3. Northfields Industrial Estate:** this proposal had the lowest level of support of the three proposals, although still overwhelmingly positive with 69% of those surveyed reporting that it was important or very important. The high levels of 'neither' responses to the proposals indicates that more details of the proposal may be required for people to form opinions. On-going consultation should be sought throughout the development of the scheme.
- 7.6.4. Brentfield/St Raphael's Estate:** This proposal had the greatest support of the three proposals with on average 84% of respondents stating the proposal was important or very important. This indicates a strong desire to improve the quality of the environment in the estates. There was consistently strong support across neighbourhoods and age groups for the proposal. There was a notably high response from owner-occupiers stating it was important or very important to improve the area.

7.7. Objective Two – to develop a comprehensive open space strategy for the area

- 7.7.1.** Overall, response to Objective Two was divided. Improving pedestrian and cycle access to green space and improving local parks were both rated as important or very important by a large majority of respondents (both over 90% overall). In contrast, creating a new parkland for the Shri Swaminarayan temple and removing the first row of houses along the NCR had 64% and 58% stating that the proposals were important or very important.
- 7.7.2.** The proposal **to remove the first row of houses along the NCR** was less well supported than other proposals; however, it is important to note that overall the response to the proposal was positive. On average, 64% felt that the proposal was important or very important with only 22% stating it was not important or not important at all.
- 7.7.3.** General trends regarding the data varied between the differing survey methods. The on-line and mail-out survey results indicates that the above proposal as important or very important from home owners (92.5% and 82% respectively) but less support exhibited in the on-street survey with only 60% stating it was important or very important.
- 7.7.4.** The proposal for new **parkland setting for the Shri Swaminarayan Temple** was less well supported than other proposals; however, it is important to note that overall the response to the proposal was positive.

On average 58% stated the proposal was important or very important; with only 22% stating it was not important or not important at all. There was little variation across neighbourhoods.

7.7.5. The result indicates that the council will have to consider carefully how it communicates with resident over these proposals.

7.8. Objective Three – Provide a comprehensive package of transport improvements

7.8.1. Overall, Objective Three was strongly supported and considered to be important or very important by 98% of respondents. All proposals were strongly supported by the residents and actions therefore can be expected to be widely welcomed by residents.

7.8.2. There was strong support for all proposals contained within objective three (on average above 95%).

7.9. Objective Four – Continue to promote economic and social regeneration

7.9.1. Objective Four was rated as being very important or important by on average 92% of respondents. This Objective and its components are therefore likely to be widely welcomed by residents

7.9.2. Although it was important to all (and perhaps more so in the current economic climate), **increasing employment opportunities** was particularly important to respondents in housing association rented property and to those aged under 25 years.

7.9.3. A similar pattern was seen with the **provision of training packages and job preparation programs**. This was again important to all, but slightly more so to respondents in housing association rented property and to those aged under 35 years.

8. Key conclusions form community consultation

8.1. There is a high level of support from resident's which provides a clear endorsement of Brent Council's proposals for the regeneration of the North Circular Road area. It is important that the Council builds on this report through clear and timely communications as this scheme progresses.

8.2. While in no way detracting from the high level of support from Brent Council's proposal, there were two proposals that stand out as having some lower levels of support (although positively supported overall) from sections of the community. We need to consider this carefully as the council progresses with the proposal and take particular care when planning communications. These two elements are:

- Remove the first row of houses along the NCR to create a new green strip to reduce noise and air pollution
- Create a new parkland setting for the Shri Swaminarayan Mandir

8.3. The quantitative proposals are reflected by qualitative discussions at the Area Consultative Forums and community meetings. However, it is important to note that overall strong support exists for these proposals across the regeneration area. It is recommended that feasibility studies should be

undertaken on these proposals to develop a range of more concrete options on which residents can be consulted on.

- 8.4. There was a large degree of support for objective three with on average 95% of respondents stating that they were important or very important. Brent Council must engage TfL in an on-going dialogue regarding these initiatives as their support is crucial to the delivery of transport initiatives. Resident's expectations should be managed in light of this.
- 8.5. The outcomes of the consultation have been incorporated into North Circular Road Regeneration Action plan, which outlines the work program and priorities for the next two years in bringing the proposal forwards. Please refer to *appendix two* for further details.

9. Stakeholder consultation:

- 9.1. Intervention and input from all possible stakeholders, from public to private, from the local community to global investors is required to make a distinct and sustainable impact in the regeneration area. As such, it is critical that we engage with key stakeholders and partners from the initial stages of the project.
- 9.2. The purpose of the consultation was to:
 - 9.2.1. Inform partners of the proposal and to establish key partner organisations initial response to the proposal;
 - 9.2.2. To initiate relationships with key organisations that may be critical to the delivery of key outcomes of the document.
- 9.3. Government, large land owners, developers and relevant clubs and associations were mailed a copy of the '*A new image for the North Circular*' document along with a letter explaining the consultation and a copy of the mailed-out survey.
- 9.4. For a summary of key stakeholders' response to the vision document please refer to the summary table in *appendix eight*.

10. Regeneration Action Plan

- 10.1. The outcomes of the community and stakeholder consultation have been incorporated into the NCR Regeneration Action Plan. This outlines the work program and priorities for the next two years in bringing forwards proposals contained within the regeneration scheme.
- 10.2. It aims to prioritise the Council's efforts and resources through directing them to the key areas in which we can drive forwards the regeneration program to deliver tangible results.
- 10.3. The action plan will guide our work program, and progress on the specific proposals contained within it will be presented to members in greater detail as and when the need for further decisions arises.
- 10.4. A key aspect of the action plan is to engage in strategic dialogue with private and public sector agencies to ensure the long-term delivery of key objectives. For example, delivery of a comprehensive package of transport improvements is a key objective of the regeneration scheme. Long-term

strategic engagement of TfL and other government sectors, as well as with the private sector, will be required to deliver these proposals.

10.5. Currently, there is no Council funding directed to the delivery of specific regeneration schemes outlined in the vision document. A key aspect of the work plan is to develop proposals to a level where they are firm projects, upon which we can bid for funding and seek investor contribution. These projects are unlikely to develop or secure resources for delivery unless the Council takes the initiative in undertaken the preliminary feasibility and preparatory work, and continues to play a strategic leadership role.

10.6. Please refer to *appendix two* for the full NCR Regeneration Action Plan.

11. Consultation Feedback

11.1. It is important that the consultation results and how they have informed the subsequent regeneration action plan is communicated to residents who have been involved in the initial stages of consultation.

11.2. To this end we propose to present the consultation findings and the subsequent next step and timelines for the regeneration program at the relevant Area Consultative Forum (ACF). The proposed ACFs to attend at the next round of ACFs (June/July), including:

- Harlesden ACF;
- Wembley ACF;
- Willesden ACF.

11.3. The consultation results plus regeneration action plan are to be posted on the project website www.brent.gov.uk/northcircularroad. There is to be a direct news feed link to the site from the Brent Council home webpage.

11.4. Respondents and other interested residents/partners will be notified of the consultation results and directed to the project website for a full summary. As specific site proposals come forward this list of consultees will be a base from which to inform residents and to draw responses on the regeneration program.

11.5. The Brent Magazine may be a forum in which to advertise the proposed launch of the vision document and direct people to the project website.

11.6. The consultation on the vision document is the first conversation in an on-going dialogue regarding the consultation program with residents and key partners. Due to the breath of the proposals and regeneration area, a consultation strategy will be need to be developed that allows for both broad consultation on proposals with an impact across the regeneration area and more detailed consultation on specific site proposals that have more immediate effect on the surround area and user groups.

12. Financial Implications

12.1. A small project budget exists within the Policy & Regeneration Unit in order to take forward this work. This budget will cover the cost of consultation work and the necessary feasibility work.

12.2. Following the consultation periods, consideration will need to be given to the ongoing resourcing of the project. In the first instance this will be discussed within the Major Project Group, and will depend in large part on the likely delivery methods and timescales. A key part of the next stage of the project is to identify the likely

costs associated with the different elements of the scheme, and the possible sources of funding to help meet these costs.

13. Legal implications

13.1.The "vision" document would not have any formal status as a planning policy document, although at a later stage the Council could prepare a Supplementary Planning Document under the Town and Country Planning (Local Development) (England) Regulations 2004. The "vision" document would act as informal guidance to officers as to how to approach the regeneration of the North Circular Road area. As it would have been subject to consultation, it could be taken into account as a planning consideration, but would have only limited weight.

13.2.Planning applications for developments within the area would need to be considered on their own merits and the document would not be binding on the Council's Planning Committee. As explained above, it might have some limited weight as it would have been subject to consultation.

13.3.The Executive has the power to agree the document under the powers contained in Section 2 of the Local Government Act 2000 whereby the Council has the power to do anything which it considers is likely to achieve the promotion or improvement of the economic, social or environmental well being of its area.

13.4.If the Council needs to dispose of, or acquire, any land in order to pursue regeneration of the area, it has the power to do so under Section 120 and 123 of the Local Government Act 1972. Any disposal of open space land has to be advertised in a newspaper circulating in the area and any objections to the disposal have to be considered.

13.5.The Council may need to make use of compulsory purchase powers in order to secure the regeneration of the area. There are a number of powers under which CPOs can be made, in particular section 226 of the Town and Country Planning Act 1990 (under which land can be acquired if it is considered that this will facilitate the carrying out of development or improvement on or in relation to an area of land). Under Central Government guidance, a CPO should only be made if the Council is satisfied that there is a compelling case in the public interest to make the Order.

13.6. It might be necessary to stop up or divert roads leading off the North Circular Road, in order to secure the regeneration of certain area. There are powers to make such orders in the Town and Country Planning Act 1990 or the Highways Act 1980.

14. Staffing implications

14.1.The project is currently being driven through the Major Projects Team, Policy and Regeneration Unit, working in partnership with key departments across the organisation. This situation will need to be reviewed as and when we will have a clearer understanding of the specific delivery programme and timescales for key projects.

15. Diversity implications

15.1.Much of the area surrounding the North Circular Road is home to some of Brent's most deprived and disadvantaged communities. A specific aim of

the regeneration programme is to maximise the benefits to local people of regeneration, in an area which otherwise would be largely ignored by the market. As the programme progresses from these early stages, a full set of success criteria will be developed which will allow us to monitor the impact the programme is having on local communities.

15.2. The initial community consultation events have been designed specifically to ensure that a representative cross section of the community is involved at this early stage. The venue has been chosen specifically for its accessibility, and arrangements have been made to support those participants who may face specific barriers constraining their ability to attend – eg. childcare and transport.

15.3. A full INRA has been undertaken and no areas of concern have been raised.

16. Contact Officers

Phil Newby

Director of Policy & Regeneration

phil.newby@brent.gov.uk

020 8937 1032

Andy Donald

Assistant Director (Regeneration)

andrew.donald@brent.gov.uk

020 8937 1049

Melissa Clark

Major Projects Team Leader

melissa.clark@brent.gov.uk

020 8937 1618

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Appendix Two – NCR Regeneration Action Plan

Objective	NCR Regeneration Action Plan (actions)	Timescale
General	<ol style="list-style-type: none"> 1. To develop an on-going consultation strategy for the regeneration program. To maintain web presence by www.brent.gov.uk/northcircularroad. Detailed consultation on projects will be required as specific proposals come forward. 2. To formally launch the project if approval granted for the Vision document from Council Executive. 3. Strategic dialogue to secure support from key public sector agencies to ensure the long-term delivery of key objectives e.g. LDA, GLA, HCA. 4. To identify funding opportunities in order to stimulate development and deliver the vision for the area. 5. To ensure links between the North Circular Road programme and the adjacent Brent cross/Cricklewood regeneration scheme. 6. To formalise the area action plan as a planning document. The NCR regeneration area is currently within the Local Development Framework as a regeneration area and forms part of the core strategy. 	<p>June '09 Ongoing</p> <p>April '09 – onwards Ongoing</p>
Objective One: To improve the quality of the physical environment	<ol style="list-style-type: none"> 7. Unisys/Bridge Park <ol style="list-style-type: none"> 7.1. To develop a number of conceptual plans for the redevelopment of the Unisys/Bridge Park sites either as co-joined or individual sites. 7.2. To consult on proposed conceptual plans for the redevelopment of the Unisys/Bridge Park sites. 7.3. To work with private and public partners to bring forwards key elements of the scheme. 7.4. To liaise with property, legal finance to ensure the viability of the scheme. 7.5. To liaise with private and public sector to secure the delivery of a pedestrian bridge link from Unisys/Bridge Park to Stonebridge Park station. 8. Northfield Industrial Site <ol style="list-style-type: none"> 8.1. To work with Brixton Estates to bring forwards the key elements of the scheme and to prove viability of the site. 8.2. To test conceptual plans to maximise employment opportunities of the site. 9. Brentfield/St Raphael's Estate <ol style="list-style-type: none"> 9.1. To undertake feasibility studies on the Brentfield and St Raphael's estate as part of defining a workable solution to mitigate the environmental impact of the North Circular Road and to improve the physical realm of the estate. 	<p>May '09</p> <p>June '09</p> <p>Ongoing</p> <p>Ongoing</p> <p>April '09</p> <p>April-May '09</p>

	<p>9.2. To consult on the findings of the feasibility studies and conceptual plans if approved by executive.</p> <p>9.3. To develop a pilot solution as appropriate and identify funding opportunities to deliver this.</p>	June'09
Objective Two: Develop a comprehensive open space strategy for the area	<p>10. Reinvigorate local Parks and incorporate improved sporting and play facilities 10.1. To deliver 'playbuilder' sites in the regeneration area. Namely: Brent River Park play site (2010), Sunny Crescent play site (2011) and Crouch Road play site (2011).</p> <p>11. Brent River Park 11.1. To improve Brent River and enhance the connections through the Wembley Regeneration Area and Wembley Underground station. 11.2. To secure funding for the regeneration of Brent River Park.</p> <p>12. Shri Swaminarayan Parkland 12.1. To support the temple to develop a conceptual plan for the area. 12.2. To consult with the local community and key stakeholders. 12.3. To ensure maximum public access to and through any new parkland area.</p>	<p>2010-2011</p> <p>2012</p>
Objective Three: Provide a comprehensive package of transport improvements	<p>13. Transport Travel Plan 13.1. To undertake a transport study and develop a comprehensive travel plan for the area (including vehicle, cycling and pedestrian). To consider the impact of Wembley Regeneration, Alperton Growth Area and Park Royal Industrial Estate in such a travel strategy.</p> <p>14. Rail services 14.1. To consider the Light rail proposal from Ealing Broadway to Finchley Central via Wembley and Brent Cross. To form a 'regeneration position' on the proposal. 14.2. To encourage TfL to undertake a feasibility and business case study for the light-rail proposal.</p> <p>15. Station improvements 15.1. Public realm improvements to Stonebridge Park station and undercroft area as part of NORP improvements. 15.2. To secure funds for public realm improvement to Neasden station and surrounds.</p> <p>16. Wembley – Park Royal 'direct-bus' 16.1. To lobby TfL (London Buses) to secure commitment to Wembley-Park Royal direct-bus. 16.2. To support junction improvements over proposed route for Wembley-Park Royal direct bus that coincides with existing routes to lay the foundations for any future services.</p>	<p>December 2009</p> <p>September 2009</p> <p>On-going</p> <p>On-going</p> <p>2010</p>

	<p>17. IKEA junction improvement 17.1.To engage with TFL to bring forwards a strategic review of the junction.</p> <p>18. New and safe pedestrian and cycle routes 18.1.To engage in discussions with public, private and voluntary groups to explore options for improvement and extension of cycling routes. 18.2.Investigate potential for a ‘living streets’ program similar to South Kilburn.</p>	
Objective Four: Continue to promote economic and social regeneration	<p>19. To maximise employment opportunities of any on-site development. 19.1.To identify those who are willing to work and her want to work through local outreach programs eg. through Brentin2work. 19.2.Develop skills provision to meet needs of on-site development.</p> <p>20. Engage and consult with local businesses 20.1.To keep local businesses informed of site proposals; 20.2.Identify growth opportunities for local businesses.</p> <p>21. To continue to priorities reducing worklessness in-line with the Regeneration Action Plan – Strategic Priority 2.</p>	On-going Ongoing

Appendix Four – Leaflet drop area

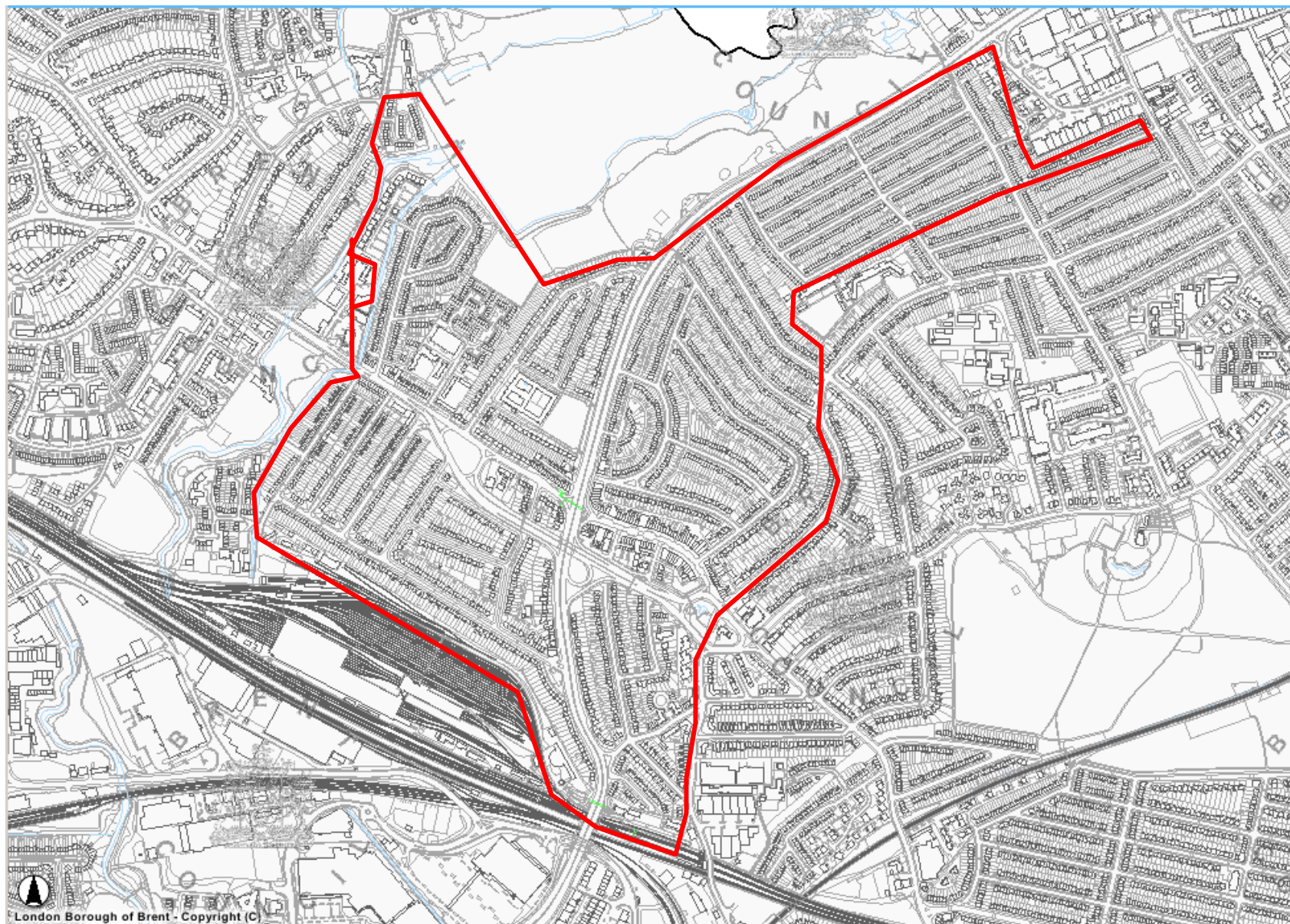


Figure 1 – Consultation area leaflet drop

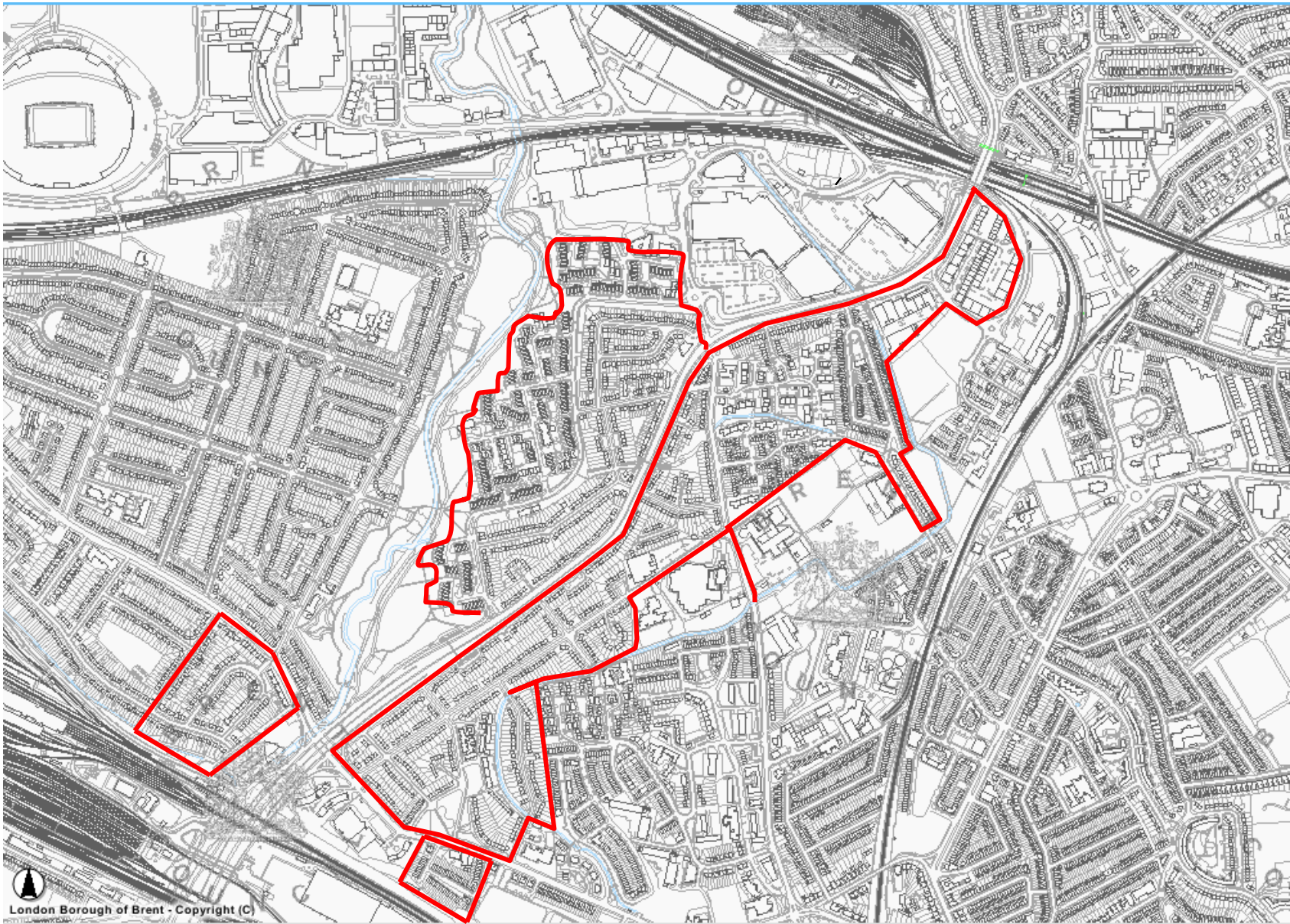


Figure 2 – Consultation leaflet drop area (cont)

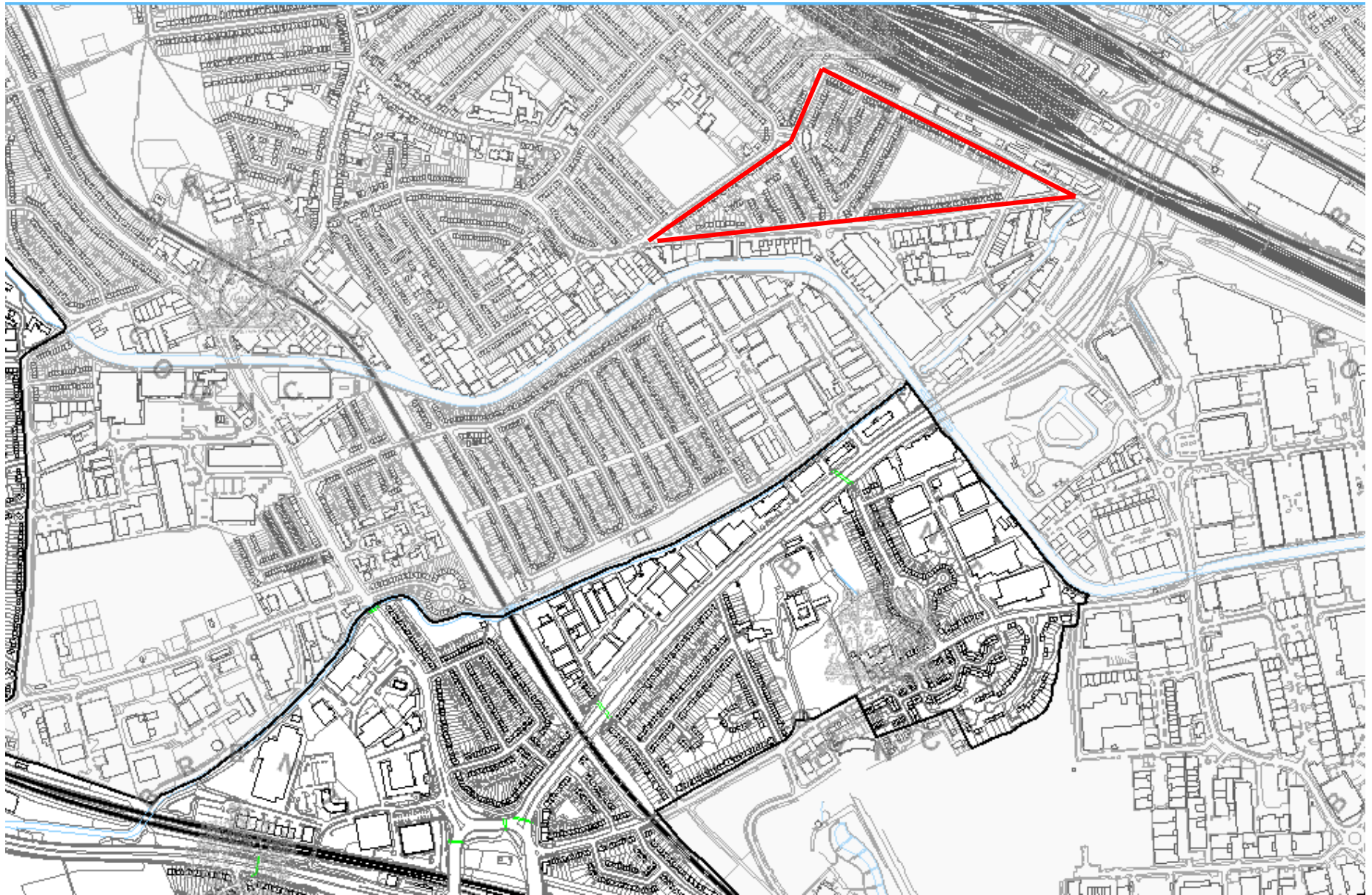


Figure 3: Consultation area leaflet drop (cont)

Appendix five – consultation findings: on-street survey

1. Consultation - on-street interviews

- 1.1. Accent, a private independent research company, was appointed to undertake the on-street surveys. Accent conducted **323 on-street interviews** with residents throughout the regeneration area between 29th November – 7th December.
- 1.2. They used the questionnaire developed by Brent Council (refer *appendix #*), which was subsequently used for the other forms of consultation. For the full report please refer to the report, *North Circular Road Regeneration: On Street Surveys* (February 2009) in Appendix #.

2. Key Findings – overall aims and vision

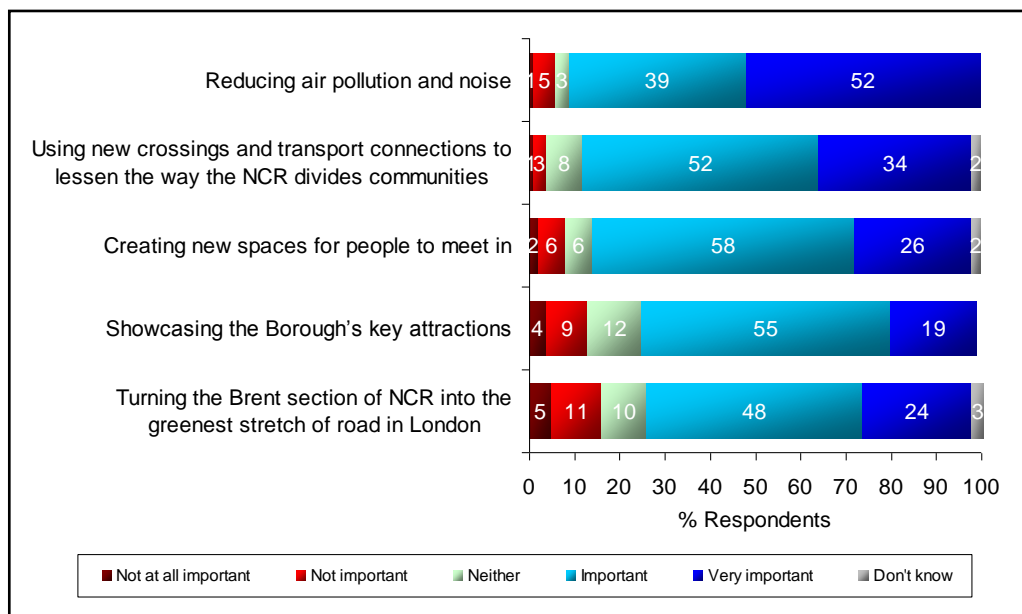


Figure 4: Summary of overall importance of outcomes

- 2.1. There was strong support for all five general aims of the Regeneration programme and for Brent Council's vision for the area.
- 2.2. Respondents gave most importance to the reduction of air pollution and noise in the area; more than half said this aim was very important.
- 2.3. Reducing the way in which communities are divided by the NCR through new crossing and transport connections was important to all respondents but particularly those who live in the Brentfield, Mitchelbrook or St Raphael's Estate.
- 2.4. Turning the Brent section of the NCR in to the greenest stretch of road in London was given the lowest importance score of the five aims, although importantly nearly three quarters of the respondents rated the objective as important or very important.

2.5. Showcasing the Borough's key attraction was given a mean score of the less than important, although nearly three quarter of respondents said it was important or very important.

3. Key Findings - Objectives

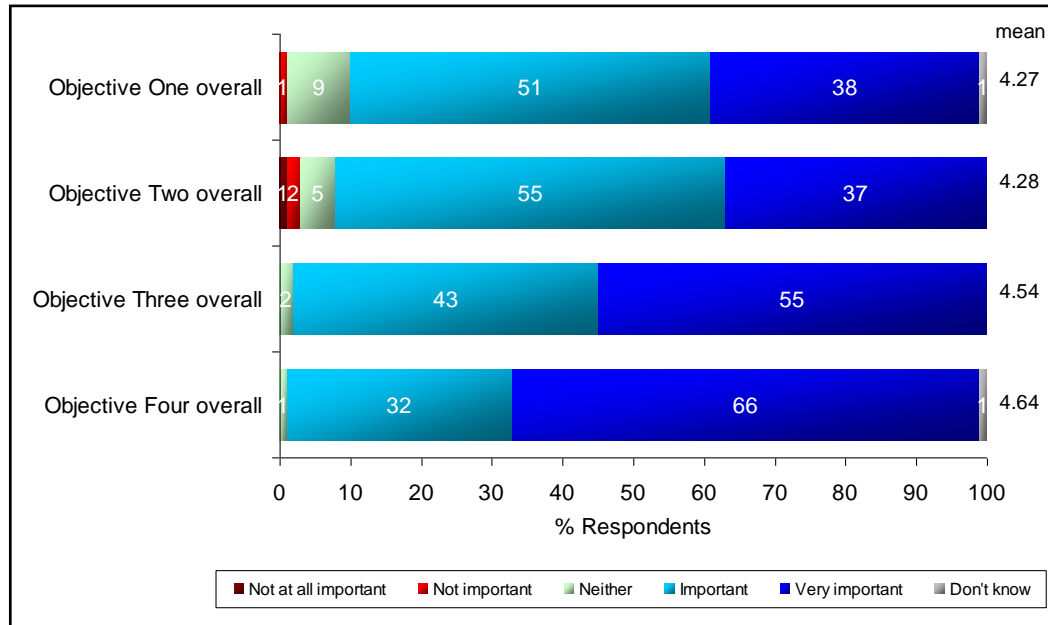


Figure 5: Summary of overall importance of Objectives (on-street)

3.1. Overall, Brent Council has been presented with a very strong endorsement for their proposal initiatives: 89% said that Objective One was important or very important, rising to 98% for Objectives Three and Four.

3.2. The objectives relating to employment (four) and transport (three) were given greater importance than those relating to the environment (one) and open spaces (two). Objective three was particularly well supported with same proposals considered to be important or very important by 95% of respondents.

3.3. There were only two proposals that less support was exhibited for:

- I. The proposal to remove the first row of houses along the NCR was less well supported than other proposals; however, it is important to note that overall the response to the proposal was positive. Approximately 22% said it was not important to implement this measure versus 62% who said it was important. Respondents in privately rented accommodation were less supportive of this proposal than were other residents. This result is in conflict to the importance ratings given to impacts of noise and air pollution and indicates that more information on this proposal needs to be developed to allow residents to make a fully informed decision on the proposal.
- II. Respondents who live on the Brentfield or St Raphael's Estate, and who are nearest to the temple, were least supportive of proposals

for a new parkland for the Shri Swaminarayan Mandir with approximately 23% saying it was not important versus 56% who said it was important or very important.

4. Objective One: improve the quality of the physical environment along the North Circular Road

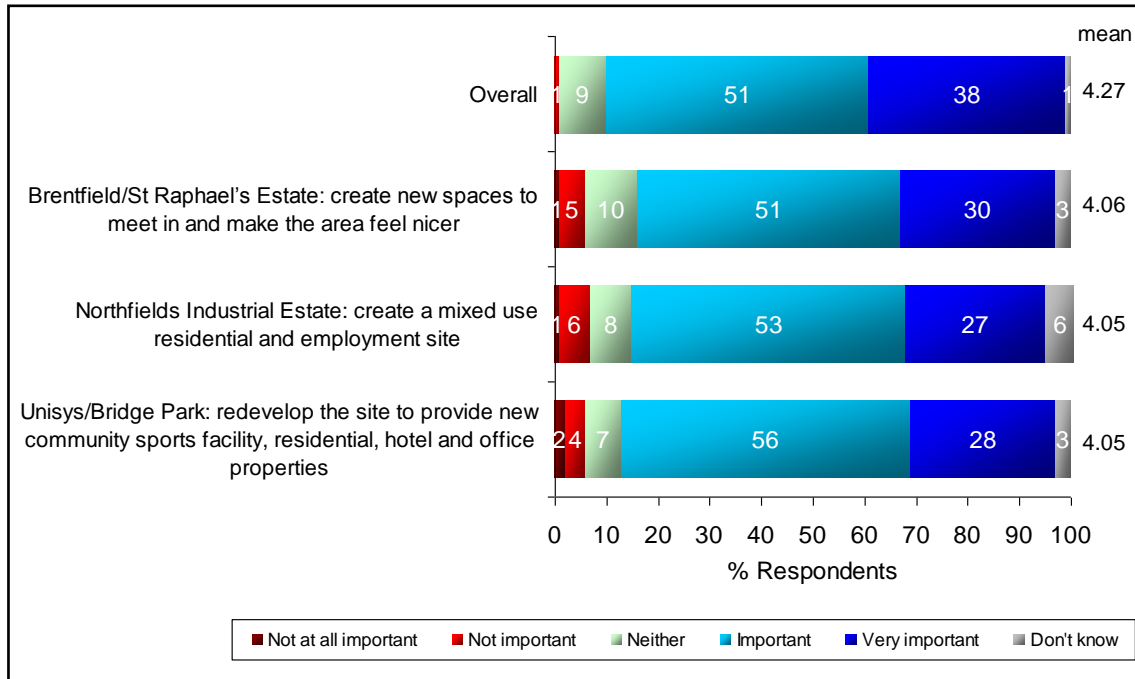


Figure 6: Summary of importance of objective one and proposals (on-street)

- 4.1. Respondents were very positive towards Objective One, which they rated as more important overall than any of its individual components; there was little distinction between the importance ratings given overall to the individual elements of Objective One
- 4.2. **Unisys/Bridge Park:** Redeveloping Unisys/Bridge Park was important or very important to 84% overall. It was most important to residents in the Welsh Harp area who are, in fact, furthest from the site; this may reflect a feeling that any such redevelopment would be good while, at the same time, will not cause them any great inconvenience while it is in progress
- 4.3. **Northfields Industrial Estate:** Creating a mixed use site on the Northfields Industrial Estate was important or very important to 80% overall. Respondents living on the Brentfield, Mitchelbrook or St Raphael Estate (who are nearer the site) gave it more importance than did Welsh Harp or Neasden residents, although respondents from other areas in the Borough gave it most importance. Older respondents (ie aged 55+ years) were least supportive of this proposal, perhaps because they do not see any benefit for themselves
- 4.4. **Benfield/St Raphael's Estate:** Creating new spaces and improving the Brentfield/St Raphael Estates was important or very important to 81% overall. As might be expected, respondents living on the Brentfield, Mitchelbrook or St Raphael Estate were more likely to say that this proposal is very important;

it was also more important to those in housing association or local authority rented accommodation, who might also expect to benefit personally

5. Object Two: Improve the quality of open space in the area and make it easier to access.

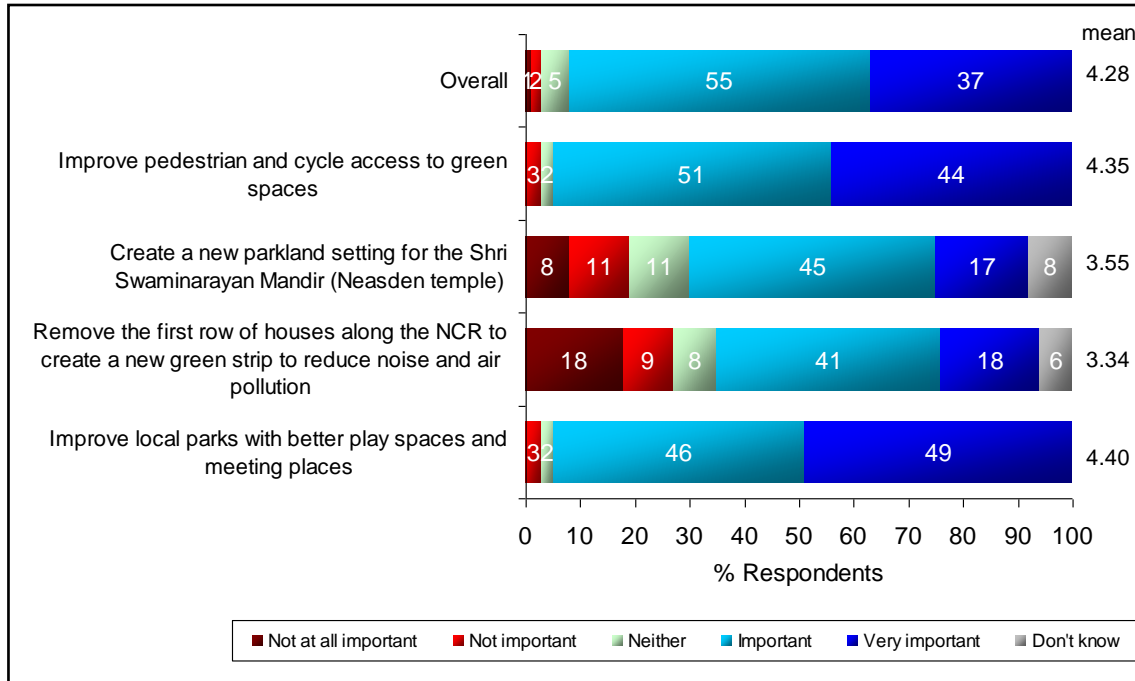


Figure 7: summary of importance of objective two and proposals (on-street)

5.1. Overall, response to Objective Two was divided. Improving **pedestrian and cycle access** to green space and improving **local parks** were both rated as important or very important by a large majority of respondents (both 95% overall). In contrast, creating a new parkland for the Neasden temple and removing the first row of houses along the NCR were not considered as important by some residents (although it is important to note that overall respondents positively supported the proposal).

5.2. The proposal to **remove the first row of houses along the NCR** is, perhaps, the most contentious element of the proposed regeneration programme, and more than a quarter (27%) said it was not important to implement this measure (rising to 30% for Welsh Harp residents). Respondents in privately rented accommodation were less supportive of this proposal than were other residents. Younger respondents (under 25 years) were less supportive of the proposal.

5.3. Respondents who live on the Brentfield, Mitchelbrook or St Raphael Estate and in Neasden, were least supportive of proposals for a **new parkland for the Shri Swaminarayan Mandir** with 22% saying it was not important. However, overall the response was positive with 56% and 64% of respondents in the respective areas stating it was important or very important.

6. Objective three: Provide transport improvements that will reconnect the area through better pedestrian paths and public transport.

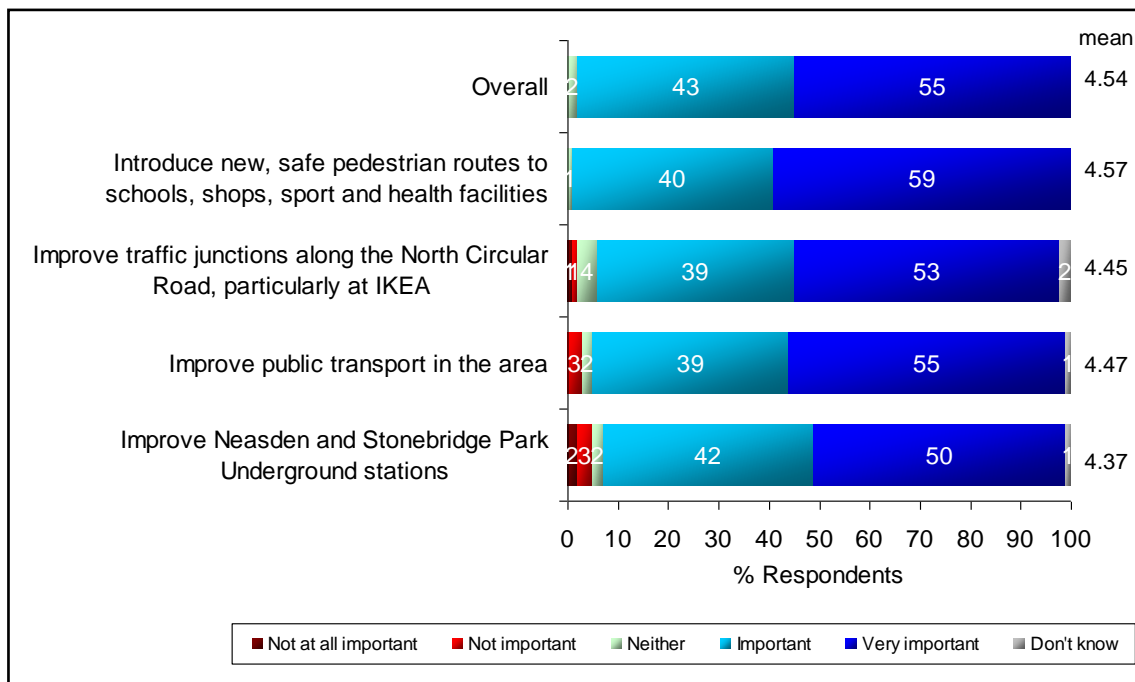


Figure 8: summary of importance of objective three and proposals (on-street)

- 6.1. Overall, Objective Three was strongly supported and considered to be important or very important by 98% of respondents.
- 6.2. All proposals within objective three were given high importance ratings by respondents. All proposals were rated as important or very important by in excess of 90% (rising to 99% for some proposals) by participants.
- 6.3. Introducing **new, safe pedestrian routes** to schools, shops, sport and health facilities was rated as the most important element of Objective Three, particularly by respondents living on the Brentfield, Mitchelbrook or St Raphael Estate, where more than three quarters said it was very important.
- 6.4. Improving **public transport** in the area is also very important, particularly among respondents who live on the Brentfield, Mitchelbrook or St Raphael Estate who gave it 100% support. Again, given the current dominance of car in the area, this level of support for a more sustainable mode of travel is very encouraging
- 6.5. Improving **traffic junctions** along the NCR, particularly at IKEA, also received high levels of support with 92% of respondents stating it was important or very important.

7. Objective four: to promote economic and social regeneration to ensure access to local services and enhanced quality of life for Brent residents.

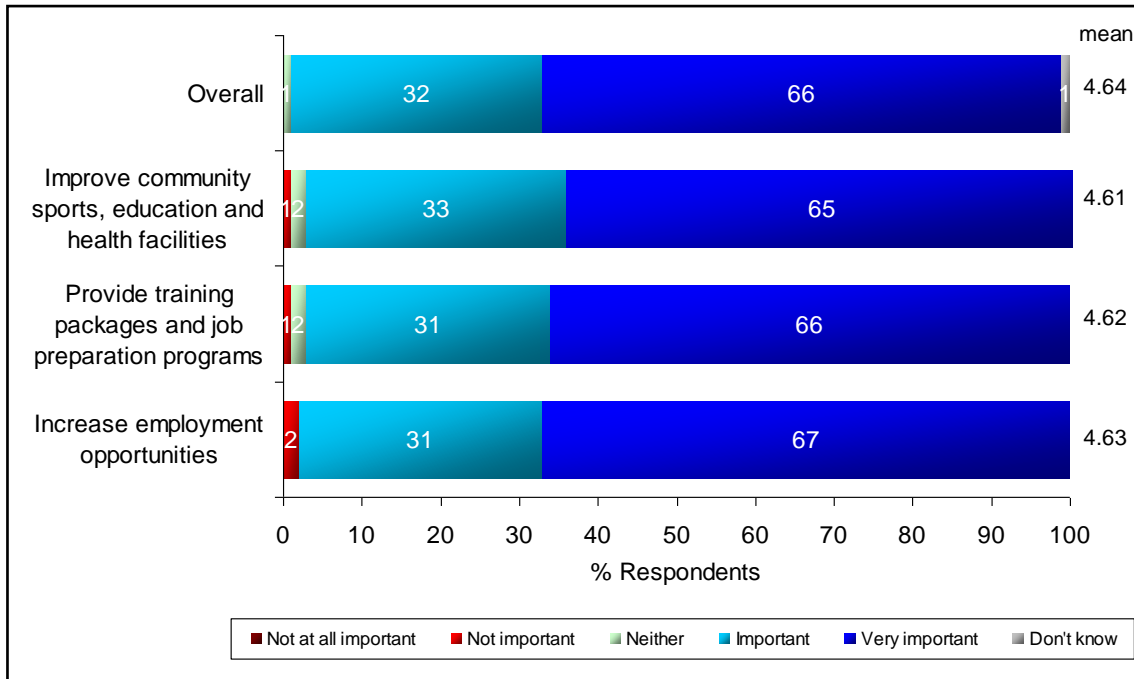


Figure 9: summary of importance of objective four and proposals (on-street)

7.1. Overall, Objective Four was rated as the most important of all the Objectives, with 98% of respondents stating it was important or very important and with negligible negative responses. All elements of the Objective being considered to be highly important. This Objective and its components are therefore likely to be widely welcomed by residents

7.2. Although it was important to all (and perhaps more so in the current economic climate), **increasing employment opportunities** was particularly important to respondents in housing association rented property and to those aged under 25 years (99% stating it was important or very important); it may be that these groups are particularly vulnerable to unemployment

7.3. The **provision of training packages and job preparation programs** was important to all respondents.

7.4. **Improving community sports, education and health facilities** was again important or very important to the large majority of respondents. It was particularly important to respondents living on the Brentfield, Mitchelbrook or St Raphael Estate, where more than three quarters said this proposal was very important.

Appendix six – consultation findings: on-line survey

1. Introduction

1.1. A web page for the project was launched on the 15th November, 2008 at www.brent.gov.uk/northcircularroad, which included an on-line survey. At the close of consultation on the 31st January, 2008 **498 on-line surveys** had been completed.

2. Key Results – Overall aims

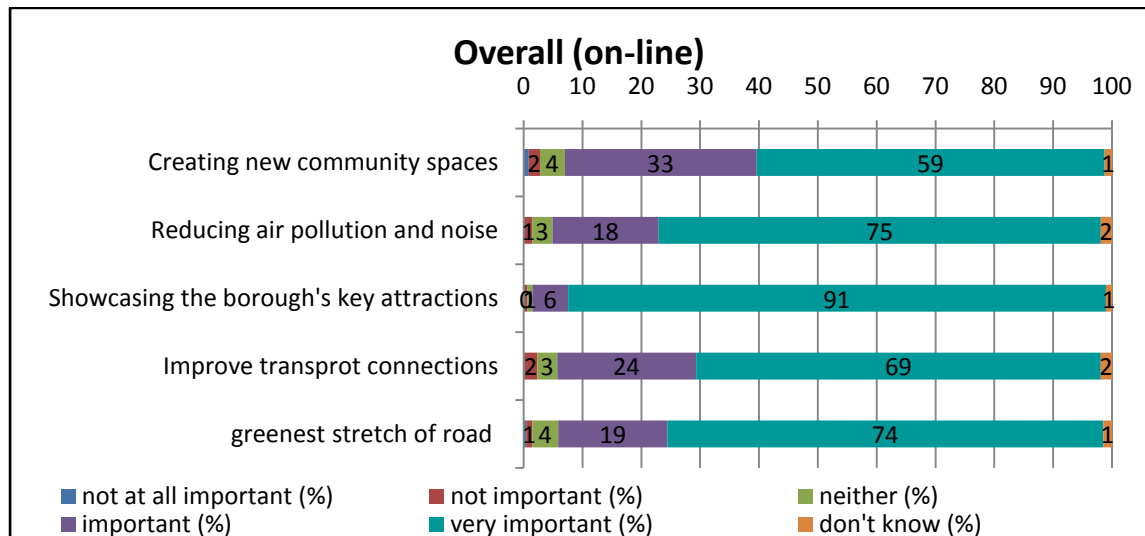


Figure 10: summary of importance ratings for outcomes

- 2.1. There was strong support for all five of the overall aims of the regeneration scheme.
- 2.2. In contrast to the on-street survey the on-line survey demonstrated that there was a high support for show casing the borough's key attraction. The profiling of the on-line response indicates a high level of Asian response and support for this proposal. Ethnicity (as a proxy for religion) suggests that there is higher level support for the temple, in particular, as an iconic building of the area.
- 2.3. Reducing air and noise pollution was deemed important with 93% of the survey sample stating it was important. This is consistent across all neighbourhood areas and housing tenure.
- 2.4. The lowest level of support was for the 'green' ambitions for the road, although still high with an importance level of 93%, may indicate that more information on the concept needs to be distributed.

3. Key Results – objectives

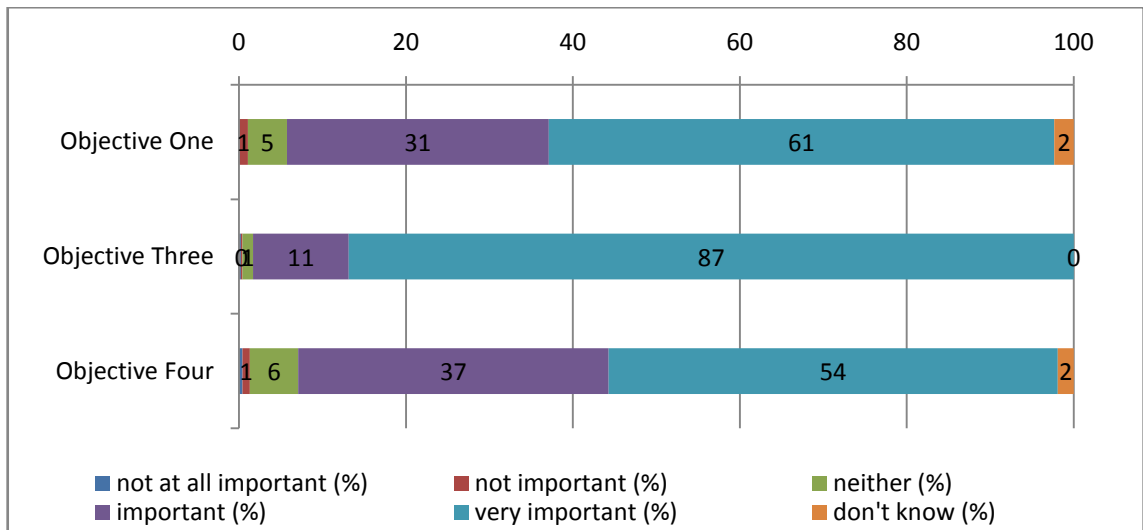


Figure 11: summary of overall importance ratings for objectives

- 3.1. Overall, Brent Council has been presented with a very strong endorsement for their proposal initiatives: 92% indicated that Objective One was important or very important, rising to 98% for Objectives Three.
- 3.2. Please note there were discrepancies in the reporting of objective two, which has made it difficult to accurately report the overall response to Objective Two; subsequently, this will be considered separately below.

4. Objective One – key results

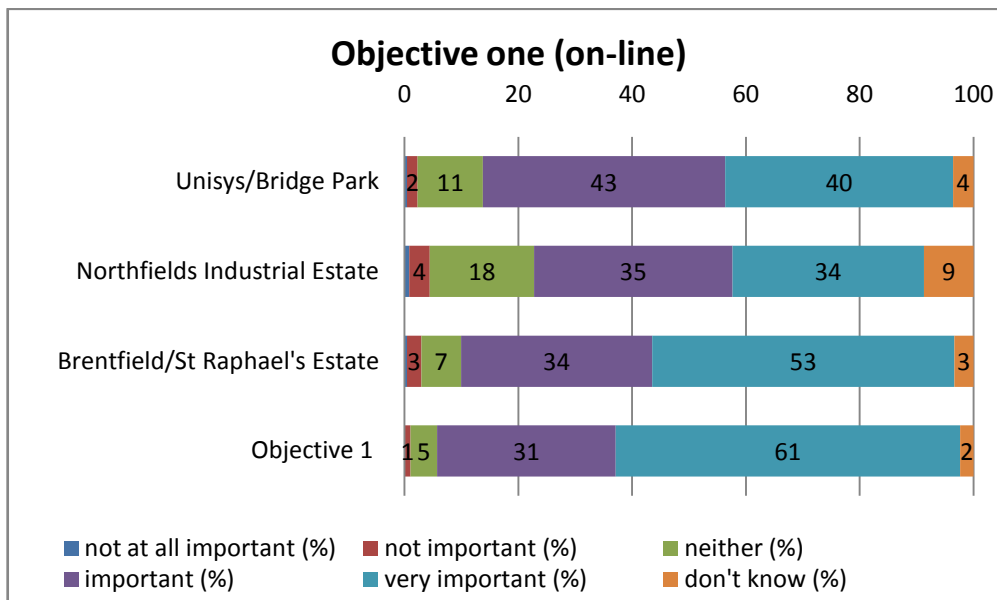


Figure 12: summary of importance ratings objective one (on-line)

- 4.1. **Unisys/Bridge Park:** The proposal for the redevelopment of the Unisys/Bridge Park site had a high level of support with 83% of the response indicating it was important or very important. This was consistent across housing tenure types. Responses were fairly consistent across

neighbourhood areas although there was less support for the scheme from Welsh Harp residents (14%), in line with the on-street interview results. The high levels of 'neither' responses to the proposals indicates that more details of the proposal may be required for people to form opinions. On-going consultation should be sought throughout the development of the scheme.

4.2. **Northfields Industrial Estate:** this proposal had the lowest level of support of the three proposals, although still overwhelmingly positive with 69% of those surveyed reporting that it was important or very important. The high levels of 'neither' responses to the proposals indicates that more details of the proposal may be required for people to form opinions. On-going consultation should be sought throughout the development of the scheme.

4.3. **Brentfield/St Raphael's Estate:** This proposal had the greatest support of the three proposals with 87% of respondents stating the proposal was important or very important. This indicates a strong desire to improve the quality of the environment in the estates. There was consistently strong support across neighbourhoods, age groups for the proposal. There was a notably high response from owner-occupiers (276 of 439 total responses) stating it was important or very important to improve the area.

5. Objective two – key results

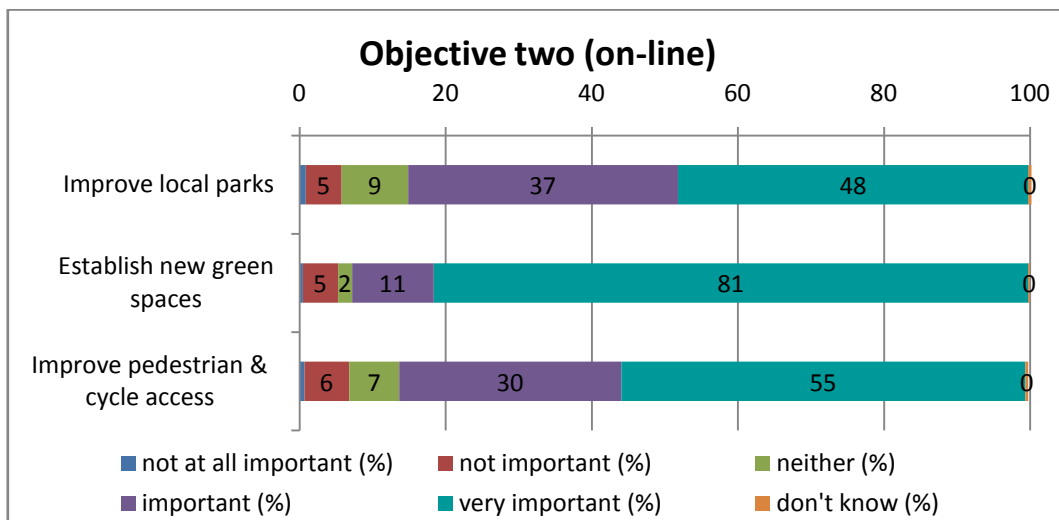


Figure 13: summary of importance ratings objective two(on-line)

5.1. The response to all three responses had an overwhelmingly positive response with 85%, 92% and 85% of respondents indicating the proposals were important or very important for each proposal respectively. These proposal also generated the most negative responses in the survey with 5%, 5%, 6% (respectively) stating the objectives were not important.

5.2. **Proposal two** – to establish new green spaces, including a green buffer alongside the North Circular Road and new parkland setting for the Shri Swaminarayan Mandir, requires particular attention due to the debate these proposals raised at the ACF.

- 5.2.1. 92.5% of home owners (that is 288 of 308 home owner responses or 439 total responses) stated that establishing green spaces was important, with only 5.6% of home owners or (13 of 308 home owner responses of 439 total responses). Note: total number of responses to the question was 439.
- 5.2.2. 82% of residents in social housing (that is 23 of 28 social housing respondents) stated establishing green spaces was important, with only 16% (that 3 of 28 social housing respondents). Note: total number of responses to the question was 439.
- 5.2.3. The Brentfield and St Raphael's Estate residents are potentially the most directly affected residents. Resident response from the Brentfield Estate indicated that 4.3% (or 2 of 46 responses) thought the proposals were not important and 93% (or 43 of 46 responses) that the proposals were important or very important. Responses via the internet from St Raphael's were low (6) and all rated as very important; however, the numbers are statistically insignificant to draw any firm conclusions from.

6. Objective three – key results

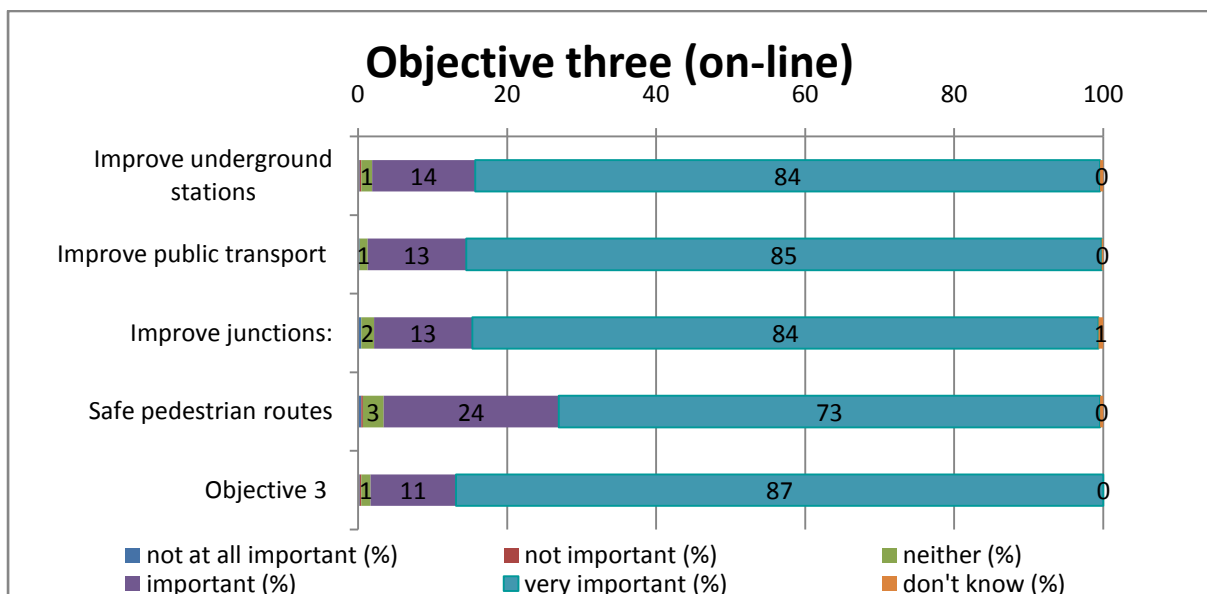


Figure 14: summary of importance ratings objective three (on-line)

- 6.1. All proposals in objective three were well supported with all four proposal obtaining very important or important ratings by more than 95% of respondents.
- 6.2. This indicates that implementation of the proposals should be welcomed by residents in the area. The Council must seek to strategically engage with TfL to enable delivery of these key proposals.

7. Objective Four - key results

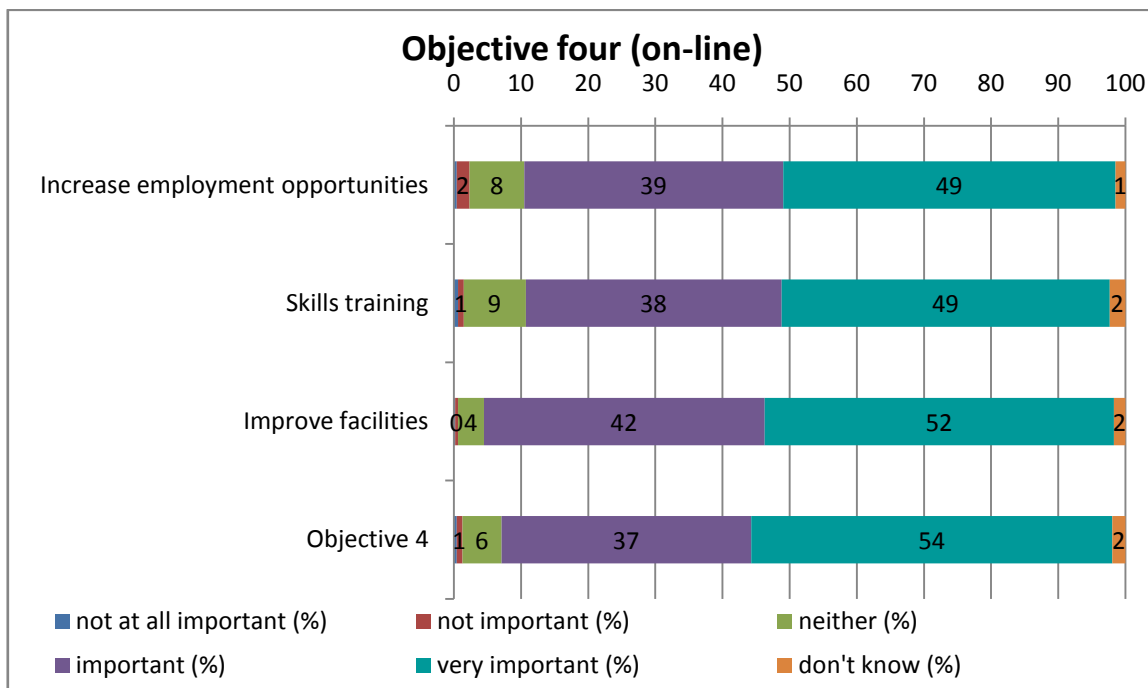


Figure 15: summary of importance ratings objective four (on-line)

7.1. Overall objective four was well supported by respondents with 91% of respondents stating that Objective four was important or very important.

7.2. All proposals in objective four were well supported, with objective one and two receiving important or very important ratings by approximately 88% and 87% of respondents respectively. This rose to 94% approval rating for objective three and 94% approval ratings for objective four.

7.3. **Need to input cross tab information.**

8. General Comments

8.1. At the end of the survey respondents were invited to add comments about 'anything else they thought Brent Council should take into account when considering how best to improve the NCR and the surrounding area?'

8.2. The common themes through these comments are outlined below (please note that the below is a summary of the key points raised in the comments as opposed to a comprehensive list).

8.3. Key themes:

- The need for traffic flow improvements, particularly at the Brentfield Road and NCR intersection;
- Concerns over safety and security and the need to mitigate fear of crime through a better physical crime and more present police patrolling;

- The need for better and more green space to improve the feel of the area;
- The need for public transport improvements, particularly the frequency and convenience of bus services;
- Make better use of the Shri Swaminarayan Mandir as a landmark feature of the area;
- When are the changes to be implemented? What is the timeframe for the project?
- Improved pedestrian paths, particularly Neasden under pass, Brentfield Rd and along NCR;
- Need for improvements to the Northern end of the NCR;
- Improvement of facilities on and access to Welsh Harp. Mitigate current anti-social behaviour associated with Welsh Harp.

Appendix seven – consultation findings: mail-out survey

1. Consultation – mail-out survey

- 1.1. A private distribution company delivered summary leaflets of the vision document with an accompanying questionnaire (refer appendix #) to approximately 8000 households within the regeneration area (refer appendix #).
- 1.2. To date we have received approximately **204 returned mail-out surveys** and monitoring forms with **one language sheet** request the aid of a translator

2. Key results – overall aims

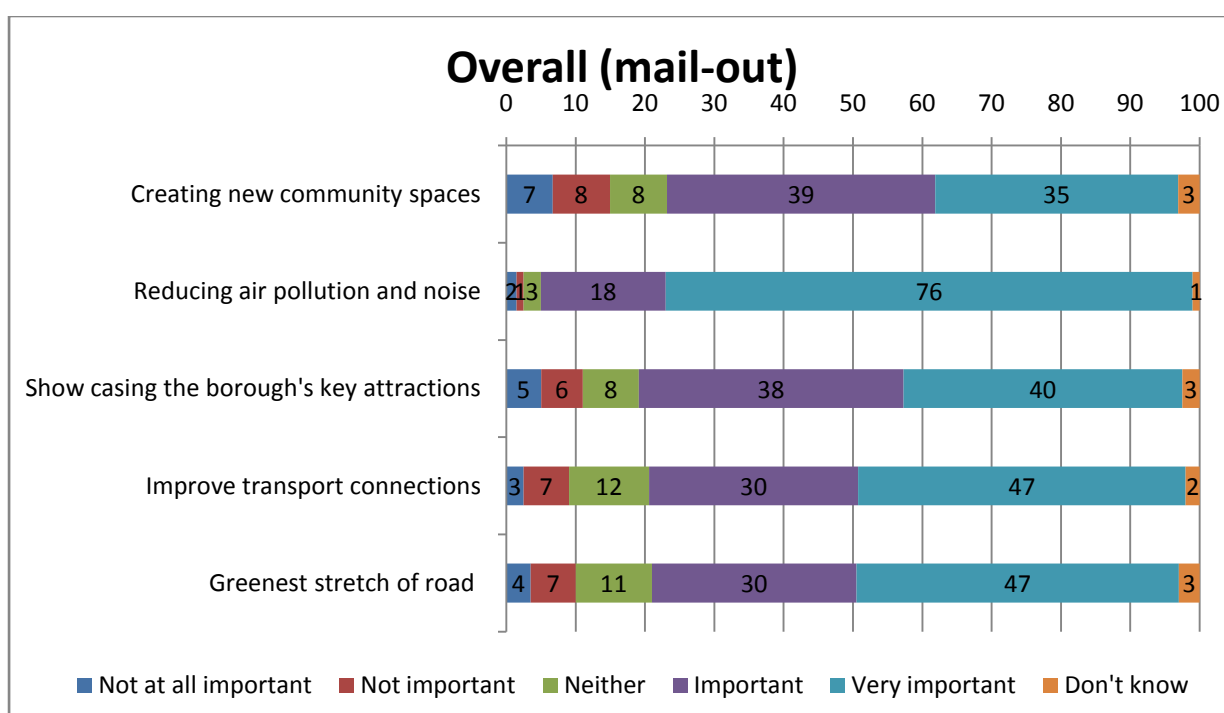


Figure 16: summary of importance ratings overall outcomes (mail-out)

- 2.1. There was strong support for all five of the overall aims of the regeneration scheme with 74%, 94%, 78%, 77% and 77% (respectively) stating that the aims were important or very important. Although, distinctly the mail-out survey reform forms had the highest negative scores for the proposals: recording 15%, 3%, 11%, 10%, 11% or respondents stating the aims were not important or not important at all.
- 2.2. Reducing air and noise pollution was the most well supported of the five aims of the regeneration program 94% of respondents stating it was very important or important. This was consisted across housing tenure and neighbourhood.

3. Objectives – key results

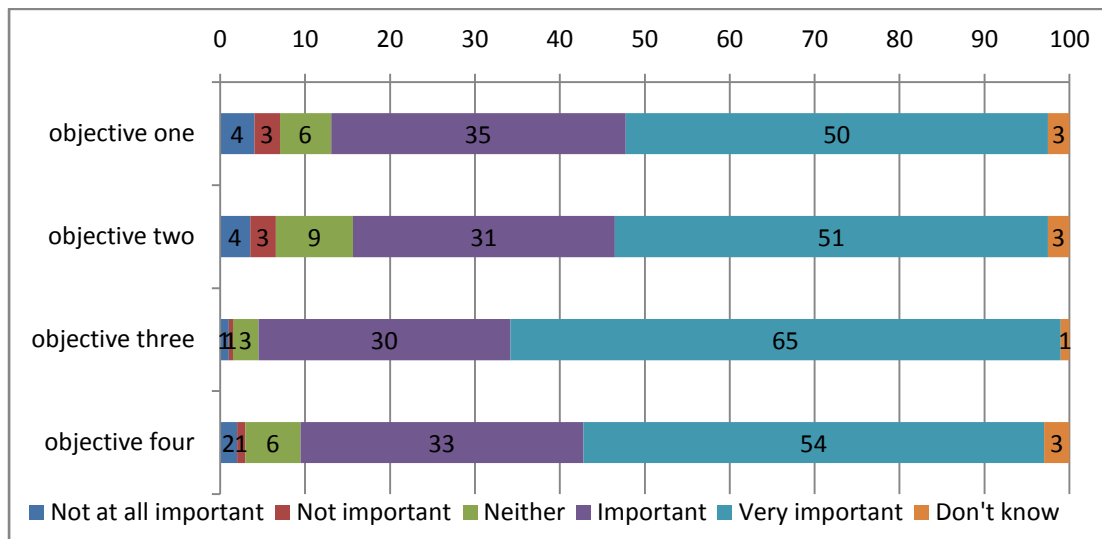


Figure 17: summary of importance ratings overall objectives (mail-out)

3.1. Overall, Brent Council has been presented with a very strong endorsement for their proposal initiatives: 85% indicated that Objective One was important or very important, rising to 95% for Objectives Three.

3.2. There is demonstrated some negativity to objective one and two with 7% of respondents, respectively, deeming these objectives to be unimportant or not important at all. Please see below for further analysis of these key objectives.

4. Objective one – key results

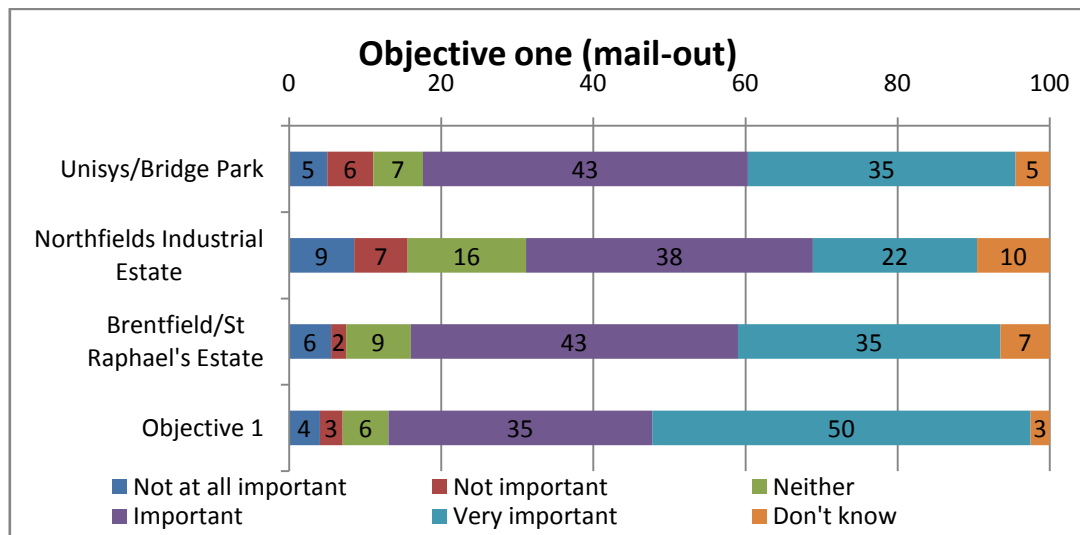


Figure 18: summary of importance ratings objective one (mail-out)

4.1. **Unisys/Bridge Park:** The proposal for the redevelopment of the Unisys/Bridge Park site had a high level of support with 78% of the response

indicating it was important or very important. This was consistent across housing tenure types. Responses were fairly consistent across neighbourhood areas although there was less support for the scheme from Brentfield residents (14%). The high levels of 'neither' responses to the proposals indicates that more details of the proposal may be required for people to form opinions. On-going consultation should be sought throughout the development of the scheme.

4.2. **Northfields Industrial Estate:** this proposal had the lowest level of support of the three proposals, although still overwhelmingly positive with 60% of those surveyed reporting that it was important or very important, in line with results from the on-street and on-line survey. The high levels of 'neither' or 'don't know' responses to the proposals indicate that more details of the proposal may be required for people to form opinions. On-going consultation should be sought throughout the development of the scheme.

4.3. **Brentfield/St Raphael's Estate:** This proposal had the greatest support of the three proposals with 78% of respondents stating the proposal was important or very important. This indicates a strong desire to improve the quality of the environment in the estates. There was consistently strong support across neighbourhoods, age groups and housing tenure – although monitoring responses were too low to draw statistically significant trends.

5. Objective two – key results

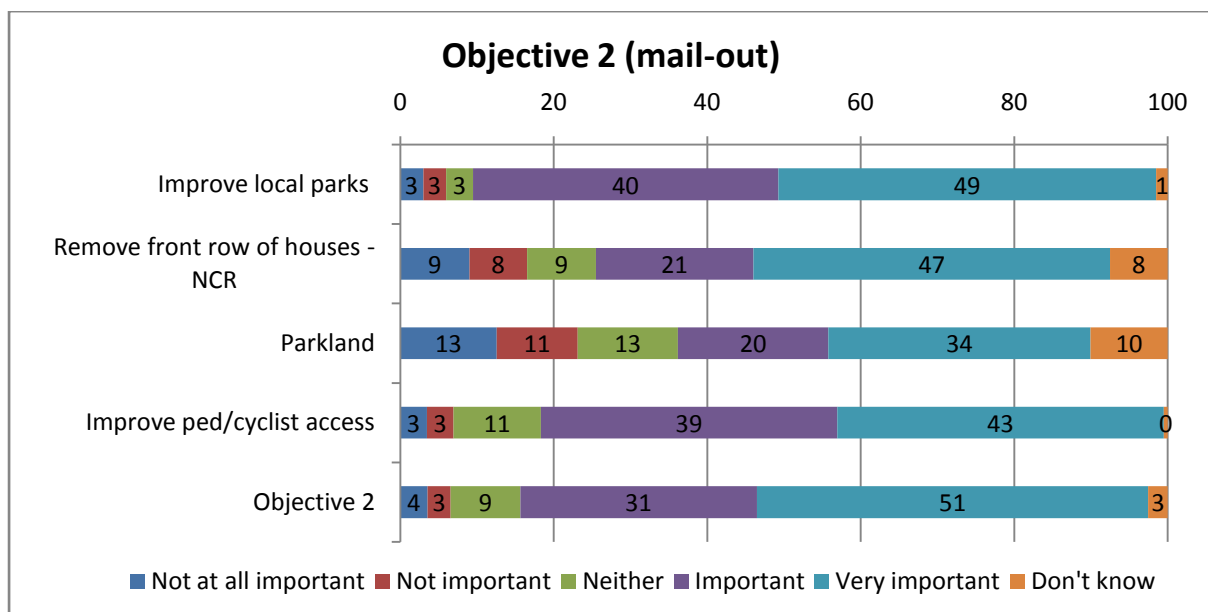


Figure 19: summary of importance ratings objective two (mail-out)

5.1. **A new parkland setting for the Shri Swaminarayan:** was the least supported of the proposals contained in objective two; however, it is important to note that 54% of respondents thought that the proposal was important or very important compared to 24% who stated that it was not important or not important at all. A large proportion either had were unsure or

didn't know about the proposal indicating that further details on the proposals may be needed before people can form opinions on the proposal.

- 5.2. There was little differential between the responses according to tenure type, although home owners had the highest level of response. Interesting, when considering the results by neighbourhood residents in Neasden presented most opposition to the proposal with 27% stating it was not important or not important at all. Resident's in Brentfield Estate also presented opposition to the proposal, (25% or 6 responses from 23). Due to the low response in the monitoring form it is difficult to draw strong trends based on area.
- 5.3. **Removing the first row of houses along the NCR to provide a new environmentally friendly buffer zone:** was the next least supported of the proposals; however, it is important to note that 86% of respondents stated that the proposal was important or not important compared to 17% who thought the proposal was not important. A large proportion either were unsure or didn't know about the proposal indicating that further details on the proposals may be needed before people can form opinions on the proposal.
- 5.4. Residents in private rented accommodation and home owners appeared most supportive of the proposal with 82% private renters (14 of 17 respondents) and 64% home owners (75 of 117 respondents) stating it was important or very important.
- 5.5. Neasden and Brentfield estate demonstrated both strongest support of and strongest opposition to the proposal, perhaps reflecting the varying individual impacts of the proposal.
- 5.6. Monitoring information was too low on the mail-out survey to draw strong conclusions on any other trends.

6. Objective Three – Provide transport improvements that will reconnect the area through better pedestrian paths and public transport.

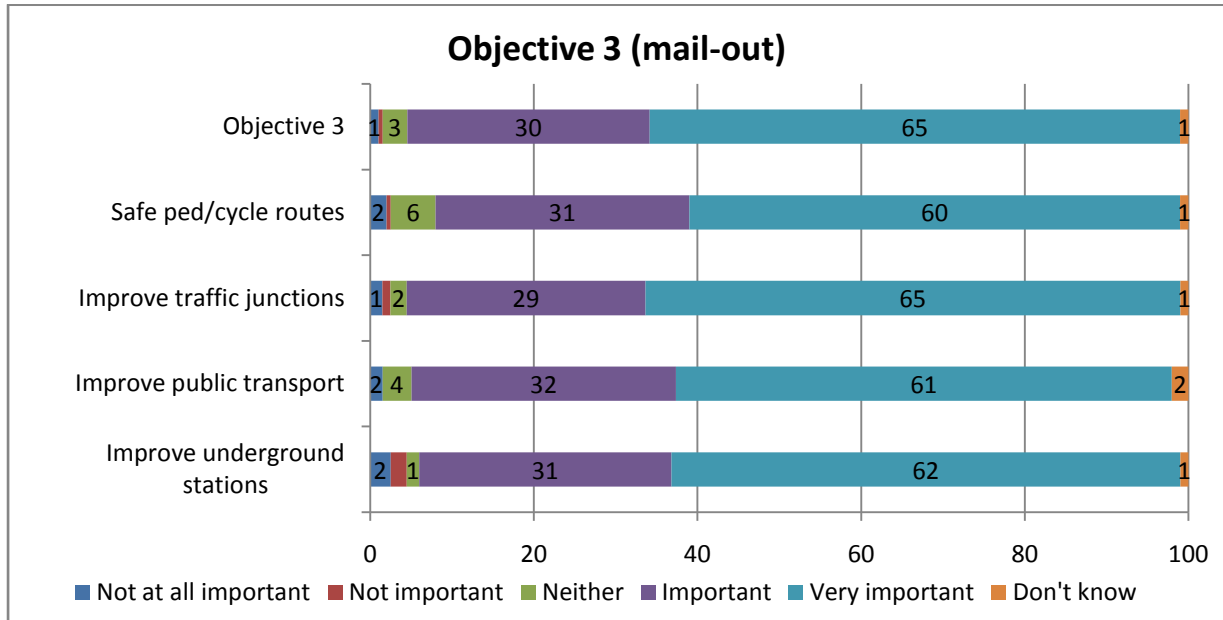


Figure 20: summary of importance ratings objective three (mail-out)

- 6.1. Overall objective three was strongly supported with 95% of respondents stating it was important or very important to improve transport within the regeneration area.
- 6.2. All proposals contained within objective three had strong support, with all proposals achieving a very important and important rating of over 91%. This indicates that resident should respond positively to transport improvements in the area.
- 6.3. This is in-line with the results found in both the on-line and on-street survey, which indicates that resident strongly support these proposals.

7. Objective Four – continue to promote economic and social regeneration in the area

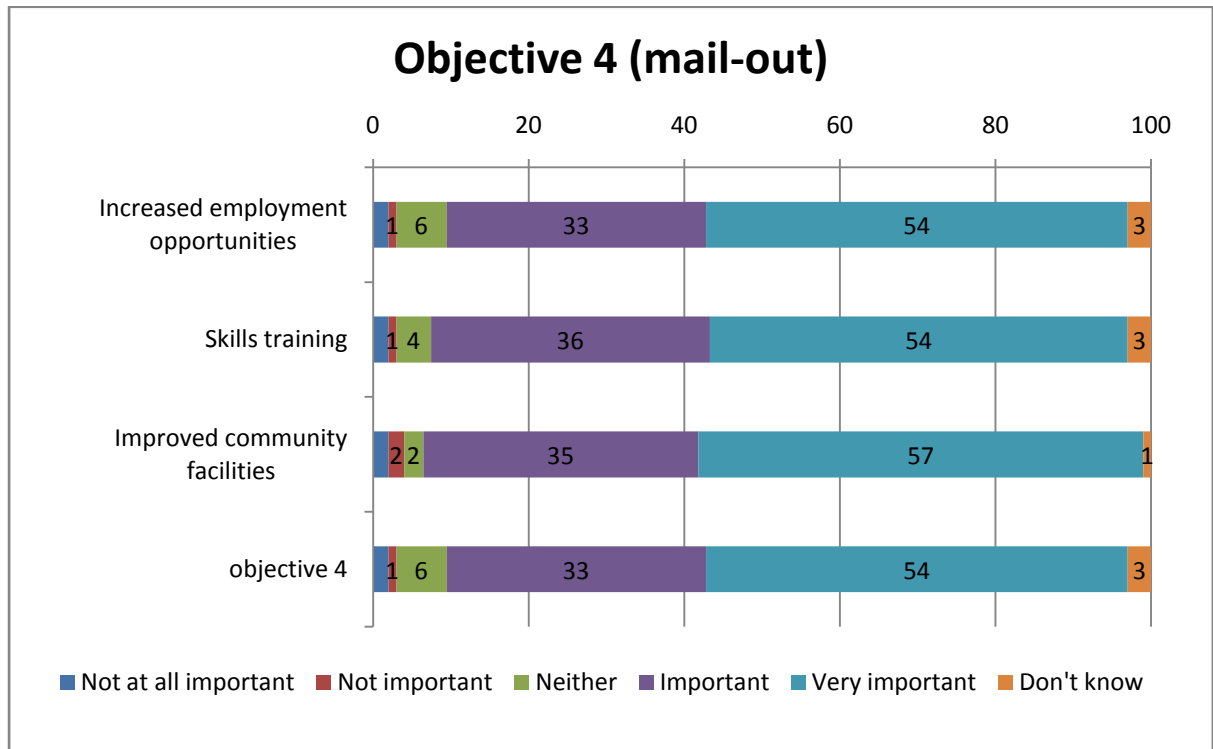


Figure 21: summary of importance ratings objective four (mail-out)

- 7.1. Objective four was considered important or very important by 87% of respondents indicating strong support for a regeneration program that supports the not just the physical but economic and social regeneration of the area.
- 7.2. All proposals contained within objective four obtained high importance ratings with all proposals being rated important or very important by, in excess of, 87% rising to 92% for proposal three.
- 7.3. Employment opportunities and skills training received strong support from all age groups. There was notably less support for the proposal from households with a higher household income.
- 7.4. The importance of improved facilities across the regeneration area was strong for all age groups, although particularly important for those in the 16-24 (100% importance rating) and less important for the 45-54 age group, although still high with 86% of respondents stating it was important or very important.

8. General Comments

8.1. At the end of the survey respondents were invited to add comments about 'anything else they thought Brent Council should take into account when considering how best to improve the NCR and the surrounding area?'

8.2. The common themes through these comments are outlined below (please note that the below is a summary of the key points raised in the comments as opposed to a comprehensive list).

8.3. Key themes:

- Concerns over funding and the impacts on Council tax;
- The need for traffic flow improvements, particularly at the Brentfield Road and NCR intersection;
- The need for better facilities in the area and activities for the elderly and young people;
- Concerns over safety and security and the need to mitigate fear of crime through a better physical crime and more present police patrolling;
- Improved pedestrian paths, particularly Neasden under pass, Brentfield Rd and along NCR;
- The need for public transport improvements, particularly the frequency and convenience of bus services.

Appendix eight - North Circular Road Regeneration Area - Stakeholder response and the council's proposed responses

Ref No.	Representation	Summary of Representation	Council's Response
NCR2001	Shri Swaminarayan	<ul style="list-style-type: none"> a) Support the ambitions of improving the area; b) Popularity and significance of the site have led to pressures on Shri Swaminarayan to provide appropriate visitor facilities; c) Ambition is to add a purpose built new facility of an architectural style that is more in keeping with the remainder of the site; d) Improve visibility of the temple; e) Desirable to create an improved setting for the Mandir complex and would work with the Council to provide an attractive new park which will provide benefit to the community, worshippers and visitors alike; f) Request Council support to meet their visions and aspirations; g) Improvements should maintain and improve capacity for 5 visitor coaches and current existing 895 car parking spaces to meet demands of major festival events; h) The future of Swaminarayan School. 	
NCR2002	Park Royal Partnership (PRP)	<ul style="list-style-type: none"> a) Share ambitions to regeneration the area b) Desire to work proactively with the council to bring positive changes to the area. c) Park Royal Public Realm strategy 	a) Liaise and work with PRP as opportunity sites come forwards.
NCR2003	Transport for London	<ul style="list-style-type: none"> a) Support the principles and objectives of the document; b) Recognises the importance of using public transport, walking and cycling to assist the regeneration program; c) Not able to provide a firm commitment for Wembley-Park Royal 'direct bus'; d) Neasden a potential outer-London coach hub; e) NCR has a strategic role in industrial distribution functions and this remains important. TfL would like to look at how we can encourage lower noise vehicles in the area; f) It will be important to undertake surveys and monitoring exercises to establish travel patterns and demands. 	<ul style="list-style-type: none"> a) To develop a holistic travel plan for the North Circular Road Regeneration Area with a focus on improving pedestrian and cycle paths. b) To keep TfL engaged in the regeneration action plan to facilitate delivery of key aspects of our transport aspirations.

Ref No.	Representation	Summary of Representation	Council's Response
NCR2004	London Campaign for a better London	<ul style="list-style-type: none"> a) Bypass to NCR b) Use of Dudden Hill freight line 	To consider Council position on light-rail proposal from a regeneration standpoint.
NCR2005	Brent Cyclist (London Cycling Campaign)	<ul style="list-style-type: none"> a) Cycling is a key component of the local transport network; b) Cycling in Brent low in part due to large physical barriers created by the NCR, the four railway corridors, Brent River and Brent Reservoir. c) No crossings that are safe and properly suitable for cycling along NCR between Golders Green Road and Harrow Road. d) Specific points to be addressed: <ul style="list-style-type: none"> o Bridge suitable for cycling to span NCR between Staples Corner and Neasden; o New crossing Brent River and the Feeder Canal between the Reservoir and Neasden Lance North; o Reconnect the town centre at Neasden for cyclist and pedestrians either with a new bridge or crossing of the NCR at surface level. o Cycle bridge across the NCR between Neasden and Harrow Road, possibly a rebuild on the pedestrian bridge at Mitchell Way/Brentfield Road; o Brent River Park needs to be better connected at its southern end to the new pedestrian/cycle suspension bridge over the NCR. 	<ul style="list-style-type: none"> a) To consider cycling as a critical element when developing the travel plan to the area; b) Note: NCR is in the ownership TfL and therefore any new crossings would require the support of TfL.
NCR2006	Sustrans	<ul style="list-style-type: none"> a) Promotes green networks as a means of: <ul style="list-style-type: none"> o Improving access to and between sources; o Provide for walking and cycling journeys by connecting to destinations and trip generators; o Complement existing routes and promotes local priorities. 	<ul style="list-style-type: none"> a) To review and respond to Sustrans North West Greenways proposals in light of the NCR regeneration ambitions.