



Cabinet
20 January 2016

**Report from the Strategic Director
Regeneration & Environment**

For Action

Wards Affected:
ALL

Brent Cycle Strategy

1. SUMMARY

- 1.1. The Brent Cycle Strategy has been developed to provide a transparent framework from which works to increase the number of people cycling will be implemented as well as prioritise investment for cycling throughout the borough.
- 1.2. Priorities and objectives have been developed following consultation with residents and key stakeholders regarding cycling in the borough which also reflect the priorities and objectives set out in the Borough Plan and the Mayors Transport Strategy.
- 1.3. The priorities and objectives of the cycle strategy when implemented will also complement and support the Long Term Transport Strategy (LTTS) as well as work of other service areas such as Public Health and Air Quality.

2. RECOMMENDATIONS

- 2.1. That Cabinet notes the consultation, and
- 2.2. That Cabinet provides approval to the Brent Cycle Strategy as set out in Appendix A.
- 2.3. That Cabinet delegate to the Strategic Director Regeneration & Environment, in liaison with the Lead Member for Environment final approval of content, including design, following any required changes agreed at Cabinet.

3. BACKGROUND

- 3.1. The LTTS was taken to Cabinet on 24 August 2015. The LTTS provides the strategic direction for investment in transport throughout the borough over a 20 year period to 2035.
- 3.2. The Brent Cycle Strategy forms one of several daughter strategy documents which will be used to inform how we are meeting our long term transport aspirations from the LTTS in the short term

4. PURPOSE OF THE BRENT CYCLE STRATEGY

- 4.1. The Brent Cycle Strategy has been developed to provide a framework for increasing the number of people cycling in Brent and how investment in cycling throughout the borough should be prioritised.
- 4.2. It will provide a basis for future Local Implementation Plan (LIP) annual spending submissions to Transport for London and assist with bids for other alternative funding that becomes available.
- 4.3. It also will enable us to demonstrate clearly what progress is being made towards achieving the objectives as it contains targets, measuring the success of the strategy. Performance against these targets will be monitored and reported annually.
- 4.4. The targets outlined in the strategy will be monitored and reported annually to Cabinet at the end of the financial year. This will enable progress on achieving the objectives to be assessed and identify if further changes are required in order to meet them.
- 4.5. The delivery of the objectives contained in the strategy is dependent on current levels of funding and staffing being maintained. Any change will compromise delivery of the objectives by the timescales given.
- 4.6. The strategy will be reviewed in its entirety every five years to enable inclusion of new findings and research and issues that have come on-line since its inception as well as to examine the targets set and review them as necessary.

5. PUBLIC CONSULTATION

- 5.1. An initial engagement consultation was completed during November and December 2014 asking residents and stakeholders for their views on what the most important factors are in making Brent a borough that is great to cycle in. Based on the results five objectives were developed that are designed to make the cycle vision for the borough a reality.
- 5.2. These five objectives form the basis of the Brent Cycle Strategy. The draft Brent Cycle Strategy went out for public consultation from 8 June to 12 July 2015.

5.3. The consultation process included the following:

- An online questionnaire via the consultation portal.
- Stakeholder organisations, including statutory stakeholders, partner organisations, community and interest groups received a letter with information on how to access the full consultation document with a link to the questionnaire and an offer to meet.
- Members of the public received notification of the consultation via the Brent Magazine, Facebook, Twitter and the Brent Council website.
- Questionnaires placed in libraries throughout the borough and a link to the e-questionnaire was widely advertised via the above media and a press release.
- Five staffed events held between 21 June 2015 and 9 July 2015. By holding these events at different times of day, during the week and at the weekend we sought to maximise the amount of people able to attend. The events were advertised via the same media as the questionnaire.
- Brent Connect Forums were also attended.

5.4. A good level of response was received and all comments submitted during the consultation process were assessed for incorporation into the final Brent Cycle Strategy.

5.5. The numerical survey results can be seen in Appendix C.

6. CONSULTATION ANALYSIS

6.1. The vision, objectives and the action plan received strong support from respondents. Respondents were also asked to identify if there were any objectives and/or actions that they felt were missing. The following is a summary of topics raised:

- Network development: linking routes to create a network, safe routes to school, segregated cycle facilities and improving permeability
- Road Safety: Borough wide 20mph limit, Fleet Operator Recognition Scheme and driver and cyclist behaviour
- Cycle training: widen the cycle training programme
- Cycle parking: secure cycle parking
- Cycle hire: request for an extension to the Mayor's London bike scheme
- Road condition: improve the road surface

6.2. Appendix B sets out all comments received, highlighting where comments have been incorporated into the final Brent Cycle Strategy (Appendix A) and

provides a comparison point (where available) to the consultation document. It also provides an explanation where we have been unable to take comments forward.

7. CONCLUSION

- 7.1. Following the revisions as a result of the consultation it is considered that the final Brent Cycle Strategy, as shown in Appendix A, is now a strategic document that is accessible and fully reflects the consultation results, the LTTS and the Mayors Transport Strategy. It is recommended that it be adopted as policy by Cabinet.

8. FINANCIAL IMPLICATIONS

- 8.1. There are no direct financial implications arising as a result of the adoption of the Brent Cycle Strategy as it seeks to embody strategies and policies that Brent Council is already committed to. However, it may provide a good basis for bidding for further funding in the future.
- 8.2. Any costs linked to implementing the strategy would be met from existing resources (both externally and internally). Should any additional funding requirement arise, then this would be subject to budget availability and ratification by Cabinet, before proceeding.

9. LEGAL IMPLICATIONS

- 9.1. There are no known legal implications associated with adoption of the Brent Cycle Strategy.

10. DIVERSITY IMPLICATIONS

- 10.1. The consultation material was made available to all groups on an equal basis. Stakeholders included faith groups, disability groups and ethnic minority community groups. The majority of responses received were from those identifying as white and Christian, however, a significant proportion were received from those identifying as black.
- 10.2. There are no known diversity implications associated with the Brent Cycle Strategy. This report is accompanied by an Equality Impact Assessment, see Appendix D.

11. STAFFING / ACCOMMODATION IMPLICATIONS (IF APPROPRIATE)

- 11.1. There are no requirements for increased staffing levels or alteration of accommodation.

12. BACKGROUND PAPERS

12.1. None

13. CONTACT OFFICERS

Tony Kennedy – Head of Transportation

Transportation

Phone: 020 8937 5151

Email: Tony.Kennedy@brent.gov.uk

Chris Whyte

Operational Director – Environmental and Employment Services

Phone: 020 8937 5342

Email: Chris.Whyte@brent.gov.uk

Lorraine Langham

Strategic Director Regeneration and Environmental Services