

Brent Cycle Strategy 2016 - 2021

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1. Introduction

- 1.1 Cycling is enjoying increasing popularity across London. Whether it's for commuting, leisure or business trips, the benefits of cycling are now widely acknowledged and more people are choosing to take advantage of this cheap, easily accessible and healthy mode of transport.
- 1.2 The benefits of increasing the uptake of cycling in London are significant in terms of improved air quality, less congestion and a fitter and healthier population. The Mayor of London is therefore aiming to achieve a 400% increase in levels of cycling by 2026 (from a base year of 2000), resulting in an average 5% mode share for cycling across London. To help achieve this, a focus has been placed on the Outer London Boroughs, including Brent.
- 1.3 To ensure Brent residents benefit from the wider positive outcomes associated with high levels of cycling, Brent Council has developed this Cycle Strategy.
- 1.4 The Cycle Strategy has been developed to reflect the objectives of both the Brent Borough Plan and the Brent Long Term Transport Strategy 2015 – 2035. Both of these documents are important to the Borough in that they provide the strategic direction for investment that influences how funding is spent. The Cycle Strategy will form a daughter document to the Long Term Transport Strategy and will help implement the objectives it contains.
- 1.5 To ensure the Strategy accurately reflects the needs of Brent residents, Brent Council carried out an extensive engagement survey with Brent residents, businesses and interest groups. This engagement aimed to provide a greater understanding of how people cycle, where they want to cycle to, why they do not cycle and what might encourage them to do so. The results have been used to develop the objectives of this Strategy (as seen in chapter 2) and to inform the development of the Action Plan.
- 1.6 This Cycle Strategy provides a framework that will enable Brent Council to implement works in a transparent way and prioritise funds to increase cycling throughout the borough.
- 1.7 To ensure the Strategy meets its objectives a number of targets have been developed that will be monitored annually. These will enable Brent Council to measure progress towards achieving the Vision and Objectives set out in Chapter 2.
- 1.8 The Action Plan designed to help achieve the targets will be implemented by a variety of means, including the Local Implementation Plan, development contributions and funding available for specific cycle initiatives, such as the Mayor's Quietways programme.

2. Vision and Objectives

- 2.1 The Vision and objectives set out in this Chapter have been developed following assessment of the results of a public and stakeholder engagement survey carried out in November/December 2014. This survey resulted in a better understanding of what the residents of Brent want to see in relation to investment in cycling and what measures might enable a greater uptake of cycling in the borough. Further focus group research into the barriers to cycling faced by residents complemented the findings from the initial engagement survey.
- 2.2 The survey highlighted that the biggest issue that prevents people from cycling is concerns over road safety. It was also apparent that some groups within the population were more likely to cycle than others. Therefore, **our vision** for cycling in Brent is:
- **To make Brent a borough where everyone can cycle safely, in comfort and with confidence**
 - **To enable people of all ages and abilities from every section of Brent's diverse society to see cycling as a good option for everyday travel**

2.3 To achieve this vision Brent Council has set the following objectives:

2.4 Objective 1: Develop a coherent network of direct, comfortable and attractive cycle routes

Of those who took part in the engagement survey 69% stated that they would rather cycle on a network of quiet roads and off-road routes than cycle on main roads, even if this meant a longer journey time. Development of this network is therefore crucial to encouraging cycling throughout Brent.

2.5 Objective 2: Promote cycling as a convenient, safe, healthy, enjoyable and inclusive activity

The engagement survey highlighted that awareness of the benefits of cycling and access to information regarding cycle facilities varies throughout the community. Adequate promotion and ensuring information is readily available is therefore important in increasing the number of Brent residents who cycle on a regular basis.

2.6 Objective 3: Reduce the number of accidents on Brent's roads involving cyclists

Road safety and concerns relating to being involved in a collision was the most frequently stated reason for not cycling. Reducing the risk to cyclists on Brent roads is therefore vital to encouraging uptake.

2.7 Objective 4: Improve access to cycling for all Brent residents and

Businesses

In order to take up cycling on a regular basis it is important that individuals are provided with the opportunity to access a bike and training in how to cycle safely and with confidence. The engagement survey highlighted that not all residents have access to a bike or are aware of opportunities for training and therefore it is important that this is addressed.

2.8 Objective 5: Address the specific concerns that may reduce the ability of some groups to take up cycling

The engagement survey as well as other empirical data from the 2011 Census and the London Travel Demand Survey highlighted that uptake of cycling varies between groups within the population. This is often due to concerns and barriers unique to the group and addressing them can unlock cycling for that group. In order to provide all residents with equal access to the benefits of cycling it is important that these concerns and barriers are identified and, where possible, addressed.

Research to identify these issues was undertaken through in depth focus group discussions and further ethnographic interviews with residents from a range of different groups.

3. Objective 1: Develop a coherent network of direct, comfortable and attractive cycle routes

- 3.1 Brent has potential to be a great place to cycle, with a number of routes that are already attractive. The development of further quiet on road and off road routes to enhance this potential was supported by 69% of those taking part in the engagement survey. The development of a network of quiet roads and open spaces is aimed at encouraging more people to take up cycling and to further encourage those that already cycle.
- 3.2 We are currently revising our byelaw regarding Parks and Open Spaces to ensure, where appropriate, new cycle routes can be developed through them for all to enjoy and use. These routes will be appropriately signed to ensure it is clear where you can and cannot cycle when in them.
- 3.3 Improving existing routes where possible and expanding the network is aimed at providing a solid network for all journey purposes, linking all significant destinations, such as employment areas, shopping centres, hospitals, schools and colleges.

3.4 Network Development

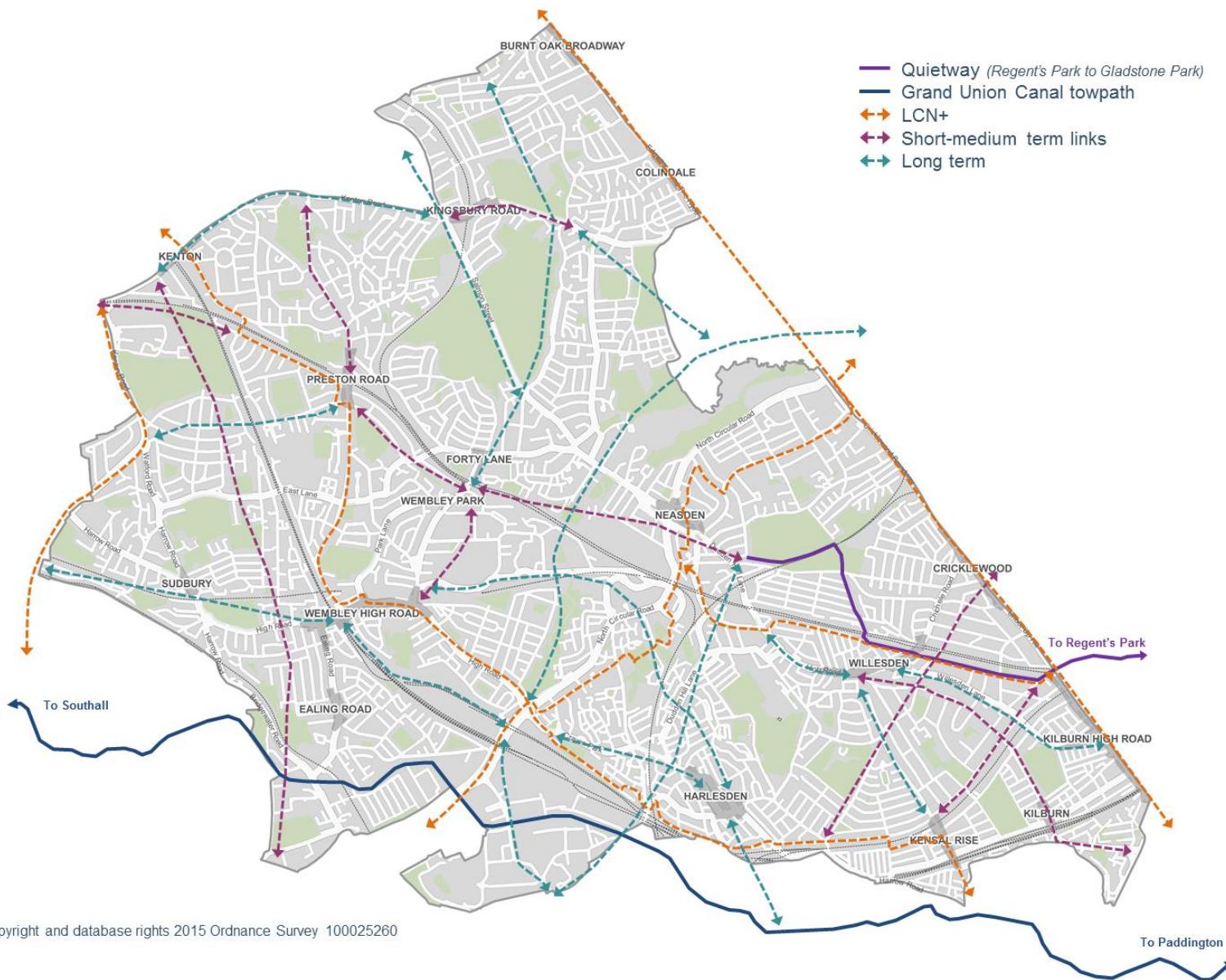
- 3.4.1 Map 1 below illustrates how major destinations may be linked and how this may tie in with existing facilities. This incorporates facilities planned by Transport for London as part of the Quietways programme, which is supported by Brent Council and links that may be required in the future to enable urban development to take place.
- 3.4.2 A significant amount of redevelopment and growth is occurring in Brent, particularly Alperton, Church End, Colindale, South Kilburn and Wembley. The creation of new neighbourhoods offers opportunities to unlock the potential of cycling from the outset.

3.5 How we will achieve this

- 3.5.1 We will work with Transport for London, neighbouring boroughs and partner organisations in developing our cycle route network including Quietways routes and other low-traffic routes. These will be designed in the constraints of highway available and be suitable for cyclists of all abilities including the less confident cyclists and those who want to travel at a gentler pace along routes that link trip generators such as schools, town centres, transport hubs, major employment locations as well as Brent's growth areas. Other routes on quieter roads will be selected and designed based on Quietway principles.
- 3.5.2 We will explore opportunities to work with partners such as Transport for London, Canal and River Trust, HS2 and Developers to secure cycle infrastructure and assist in providing the cycle network within Brent.

- 3.5.3 Guided by the London Cycle Design Standards (LCDS) we will ensure that the route network proposals map will be continuously updated in accordance with identified needs, arising opportunities and forthcoming developments.
- 3.5.4 We will ensure that cyclist's needs are given consideration when designing all highway schemes.
- 3.5.5 On main roads forming part of the cycle network, we will aim to deliver continuous facilities, including where possible segregated cycle lanes and priority measures at junctions and roundabouts.
- 3.5.6 In liaison with TfL and neighbouring boroughs we will review the cycle signage system alongside new network routes and overtime applied to existing routes.
- 3.5.7 We will seek to address infrastructure barriers and explore opportunities to improve permeability for cyclists through measures such as identifying and supporting measures including two-way cycle movement on existing one way streets, road closures and bus lanes with cycle exemptions as well as opening existing paths through Brent's parks and open spaces for shared use by pedestrians and cyclists.
- 3.5.8 We will note the London Cycle Campaign's 2014 Brent ward ask schemes and include these in our future network development considerations.
- 3.5.9 To assist us further in identifying what Brent's cycle network should be we are looking at developing a "Cycle App" for smart phones. This will enable us to identify which routes are already popular or gaining popularity, but most importantly identify where gaps in the network are. Over time this will inform where routes are needed and where improvements on the existing network are required. As such the cycle network map will be continuously developed through being informed of where people in Brent want to cycle.
- 3.5.10 Where the opportunity arises and subject to funding as part of highway maintenance we will ensure that cycle facilities are upgraded to LCDS standards.

Map 1 – proposed cycle facility network



4. Objective 2: Promote cycling as a convenient, safe, healthy, enjoyable and inclusive activity

- 4.1 Cycling has many potential benefits for Brent residents. Key to promoting them is the provision of accessible good quality, up-to-date information on cycling for residents, businesses and visitors in Brent. We encourage cycling wherever appropriate when we engage with businesses and schools regarding their travel plans.
- 4.2 Cycling is not just about getting to and from work. Utility trips, such as shopping, and leisure trips, like visiting friends or family, going to the cinema or a restaurant, account for almost two thirds of all trips undertaken by all modes. The majority of these journeys are less than 5km long. At this distance cycling is a low cost-effective and time efficient as well as convenient mode of transport, with journey times usually faster than any other mode of transport within London. Cycling can also be at the centre of a fun, leisurely family day out, a hobby, or a means to get and stay fit and healthy.
- 4.3 Cycling is an activity for all regardless of age, gender, disability and ethnicity. It is transitional in that it can grow with you, from starting out as a child learning to ride a bike through to being the first independent and cost effective mode of transport available to a young adult.

4.4 Communications strategy development

- 4.4.1 To ensure information on the benefits of cycling, opportunities to train and existing cycle facilities are available to all, Brent Council will develop a communications strategy for cycling that will aim to provide accurate, up to date and easily accessible information on all aspects of cycling to all residents, businesses and visitors within the borough with the aim to promote cycling as a normal activity and a positive lifestyle choice that all sections of Brent's diverse population can engage in.

4.5 How we will achieve this

- 4.5.1 We will develop a strong brand for 'Cycling in Brent' to help all identify cycle opportunities and benefits in Brent.
- 4.5.2 We will continue to work with schools and businesses in promoting cycling through travel plans.
- 4.5.3 We will review and improve information on cycling activities and initiatives, events and where to cycle on the council's web pages.
- 4.5.4 We will develop a GIS map of all existing cycle parking facilities in the borough which then will also help to complete the London Cycling Campaign's online Urban Cycle Parking Map for all of London.
- 4.5.5 We will develop and continuously update a map of existing cycle routes and make this available for download on the Brent website.

5. Objective 3: Reduce the number of accidents on Brent's roads involving cyclists

- 5.1 As has been highlighted elsewhere, the main concern of those considering taking up cycling is road safety and the possibility of being involved in a collision with a motor vehicle.
- 5.2 This concern is reasonable given the number of killed and serious injury (KSI) accidents involving cyclists on London roads, particularly involving large vehicles such as freight vehicles and buses. However, if Brent residents are to be able to take full advantage of cycling as a mode of transport, these concerns need to be addressed.
- 5.3 Cycle training and road safety education will go some way towards improving the confidence of cyclists and enabling them to avoid dangerous situations. Also, the expansion of a network of cycle facilities should reduce potential conflict between cyclists and other road users. However, we are aware that more needs to be done to keep cyclists safe on the roads.

5.4 How we will achieve this

- 5.4.1 When designing new schemes or altering existing schemes we will take recommendations for cycling made in Transport for London's London Cycle Design Standards fully into account. This will also consider guidance on designing schemes suitable for cargo bikes, adapted bikes and bikes with trailers where it is appropriate and there is demonstrable demand.
- 5.4.2 We will introduce segregated cycle lanes on main roads where these can be accommodated.
- 5.4.3 We will seek to address poor road surfaces, potholes and faded cycle related road markings.
- 5.4.4 We will continue to work closely with Transport for London and van, lorry, mini-bus, coach and bus operators operating within Brent in promoting the Fleet Operator Recognition Scheme (FORS), a scheme that helps improve operators' performance with regards to a number of aspects including safety.
- 5.4.5 We will make it part of the planning permission process for developments in Brent that any vehicle operators involved in any stage of the construction process need to be FORS accredited. The full range of Work Related Road Risk (WRRR) contractual requirements will also need to be included in contracts and in planning obligations for developers.
- 5.4.6 We will make FORS accreditation part of every contractual agreement between Brent Council and vehicle operators.
- 5.4.7 We will continue to promote and offer Safer Urban Driving courses to vehicle operators in Brent.

5.4.8 We will continue to work with WestTrans, the transport partnership group of six West London boroughs, in developing a freight strategy that will reflect the need to improve the safety record of freight in relation to cyclists.

6. Objective 4: Improve access to cycling for all Brent residents and businesses

- 6.1 In 2013, 1% of all trips by Brent residents were made by bike. It is thought that around 32% of Brent households own at least one bicycle.
- 6.2 To be able to cycle it requires:
 - Access to a bike
 - Confidence to cycle
 - Convenient and secure parking at the start and end of journeys
 - Ability to maintain and service bikes
 - Availability of information of where signed cycle routes are

6.3 Develop an Access Strategy

- 6.3.1 For those who do not own a bike providing a means of accessing one could unlock cycling for the individual. This may be through a variety of means and may include cycle hire schemes which enable on-demand use of a bike without the need to store it or pay the up-front cost involved in purchasing it.
- 6.3.2 Feedback from the engagement survey suggests that some residents who would like to cycle lack confidence in their abilities and this prevents them from taking it up. Feedback also suggests that the provision of cycle training could be an effective way of addressing this.
- 6.3.3 Brent has a large number of cycle parking spaces at stations, in high streets and other activity hubs. However, service requests and audits suggest these are not sufficient to meet demand. We therefore need to work to establish new facilities in areas of demand.
- 6.3.4 Maintaining and servicing a bike can be daunting or seen to be expensive. This may discourage individuals from making the investment in a bike to begin with. Provision of good information and access to servicing facilities is therefore important to removing this barrier and enabling people to cycle.

6.4 How we will achieve this

- 6.4.1 We will provide information on where residents can access a bicycle if they do not currently own one, either to buy or to hire.
- 6.4.2 We will investigate the feasibility and viability of a cycle hub and/or cycle hire scheme in Brent to increase access to bikes.
- 6.4.3 We will continue to offer free cycle training and ensure that awareness of this service is raised throughout the borough to increase the number of children and adults receiving cycle training.
- 6.4.4 We will update and improve cycle parking design standards for all building developments in line with the London Plan and the LCDS. These standards will be

common among neighbouring authorities but local conditions may require local variations.

- 6.4.5 We will, in cooperation with residents and stakeholders, continue to identify the level and locations of demand for cycle parking facilities, find practical ways to meet these without unduly add to street clutter and seek the necessary funding to deliver them. Particular attention will be paid to suitability of type of provision in locations such as new and existing residential areas as well as high street locations, stations/transport interchange hubs, schools and employment hubs.
- 6.4.6 We will continue to run and publicise Dr Bike clinics at planned public events.
- 6.4.7 We will work with local enterprises to improve access to bike maintenance skills and seek opportunities to fund the development and delivery of cycle maintenance courses for residents and local businesses.

7. Objective 5: Address the specific concerns that may reduce the ability of some groups to take up cycling

- 7.1 The results of the engagement survey suggest that some groups find it easier to take up cycling than others. There are a large variety of factors involved in this, including gender and where in the borough individuals are located. In order to provide equal opportunity to access the benefits of cycling to all residents and businesses it is important that these concerns are investigated and, where possible, addressed.
- 7.2 The level of cycling within Brent varies significantly between wards, with those living in the south of the borough making significantly more cycle trips than those who live in the north. Men are also still making more cycle trips than women throughout the borough.
- 7.3 There are two main factors that appear to be influencing this, these are:
 - Physical infrastructure barriers, such as the North Circular which make travelling by cycle more difficult. This category may also include a lack of facilities at destinations.
 - Societal and psychological factors, such as fear of crime and lack of a cycling culture or role models.

7.4 Active Travel Programme

- 7.4.1 Brent has an Active Travel Programme that is designed to promote more residents to travel actively by walking or cycling as a way to improve public health. Research was commissioned to explore and identify specific barriers that might prevent Brent residents from cycling as well as triggers that might encourage residents to cycle more. Group discussions and individual interviews explored attitudinal as well as practical and physical barriers to cycling.

7.5 Removal of physical barriers

- 7.5.1 Brent Council is aware of some infrastructure barriers and is seeking to address them. However we need to do more to locate and address the less obvious barriers as part of the development of a network for cyclists throughout the borough. In doing this, we also need to consider where people are cycling to and how we may work with employers and places of education to ensure facilities such as showers and lockers are available at destinations.

7.6 How we will achieve this

- 7.6.1 We will continue to identify physical barriers and gaps in the cycle infrastructure network in order to develop plans for a comprehensive network of cycle routes.
- 7.6.2 We will work with Transport for London as part of the Mayor's Quietways programme to develop a solution to crossing the A406 at Neasden, our biggest barrier to establishing a coherent cycle network.

- 7.6.3 We will develop coordinated policies and strategies that safeguard potential synergy effects with other Borough programmes, such as utilising developer contributions that can be used to pursue the Council's wider goals of cycle route connectivity.
- 7.6.4 We will seek to work with employers and places of education to encourage them to ensure facilities such as showers and lockers are available at destinations.
- 7.6.5 When developing the comprehensive communications strategy and the 'Cycling in Brent brand' designed to promote cycling in Brent we will specifically address identified triggers and barriers.
- 7.6.6 Through their travel plans and in developing a programme of led rides we will work with schools and employers to encourage more residents to cycle.

8. Action Plan

This table summarises actions that are designed to achieve the five objectives set out above.

Objective	Action	By	Outputs
1, 4	We will work with partner organisations to develop a network of cycle routes, catering for a variety of abilities, connecting key locations.	2016/17 2016/17	<ul style="list-style-type: none"> • Complete a route development plan for a Phase 2 route Harrow to Wembley Park • Complete construction of the Brent section of a pilot Quietways route between Regent's Park and Gladstone Park
1	We will secure facilities or funding through development and other large projects, such as Brent Cross and HS2.		<ul style="list-style-type: none"> • Secure formal agreement from Brent Cross developers to provide either infrastructure or funding
1, 2, 4	Complete and publish a route network map on the website and update it annually	2016	<ul style="list-style-type: none"> • Up to date guide to cycle routes on website
1	We will develop a "Cycle App" for smart phones to identify where gaps in the network are.	2017/18	<ul style="list-style-type: none"> • A Brent specific Cycle App
2, 4	We will develop a strong brand and communication strategy for 'Cycling in Brent' to promote cycling. This will include information on activities and events and where to access a bike.	July 2016	<ul style="list-style-type: none"> • Improved web pages and information provision as part of the communications strategy
2, 4	We will develop a GIS map of all existing cycle parking facilities in the borough.	July 2016	<ul style="list-style-type: none"> • Map placed on the website as part of the communications strategy
3	We will work with Planning to ensure freight safety is included in planning permission requirements.	2016/17	<ul style="list-style-type: none"> • Appropriate Delivery and Servicing Plans on all forthcoming developments
3	We will work with procurement to make FORS accreditation	2016/17	<ul style="list-style-type: none"> • Revised procurement processes

Objective	Action	By	Outputs
	part of every contractual agreement between Brent Council and fleet operators.		
4	We will investigate the feasibility and viability of a cycle hub and/or cycle hire scheme in Brent to increase access to bikes.	April 2016	<ul style="list-style-type: none"> • Complete feasibility into provision of a cycle hub and/or hire in Brent
2, 4	We will update and improve cycle parking design standards for all building developments in line with the standards in the London Plan.	2016/17	<ul style="list-style-type: none"> • Improved cycle parking facilities at new developments
4	We will work with local enterprises to improve access to bike maintenance skills.	2016/17 and following years	<ul style="list-style-type: none"> • Development of cycle maintenance skills in Brent residents
1, 4	We will develop a coherent cycle signage system that will be rolled out alongside new network routes and overtime applied to existing routes.	2017/18 and following years	<ul style="list-style-type: none"> • Improved signage on all routes
1, 5	We will work with Transport for London to develop a solution to crossing the A406 at Neasden.	May 2016	<ul style="list-style-type: none"> • Complete options study on crossing of the A406 North Circular
1, 5	We will investigate the potential for shared paths through some of Brent's parks, where this is viable.	2016/17 and following years	<ul style="list-style-type: none"> • Increased off-road facilities

9. Targets

Objective	Performance indicator	Annual Target				
		2016/17	2017/18	2018/19	2019/20	2020/21
All	Increase mode share to 3% from 1% in 2013	1%	1.5%	2%	2.5%	3%
Develop a coherent network of direct, comfortable and attractive cycle routes	Increase the length of cycle network from 2015/16 by an average of 1% year on year	1%	1%	1%	1%	1%
Promote cycling as a convenient, safe, healthy, enjoyable and inclusive activity	Increase the number of hits on Brent Council cycling-related webpages by 15%	10%	11%	12%	13%	15%
Reduce the number of accidents on Brent's roads involving cyclists	Reduction in the number of accidents involving cyclists	13%	12%	10%	9%	8%
Improve access to cycling for all Brent residents and businesses	Increase the number of cycle parking spaces by 1000	100	150	200	250	300
Improve access to cycling for all Brent residents and businesses	Increase number of adults accessing cycle training by 50 adults per year.	300	350	400	450	500
Improve access to cycling for all Brent residents and businesses	Increase the number if children accessing cycle training by 50 children per year.	800	850	900	950	1000
Address the specific concerns that may reduce the ability of some groups to take up cycling	Increase the number of cyclists from currently underrepresent groups by 200	20	30	40	50	60
Communication strategy and improved availability of information on cycling in Brent	Increase the number of clicks on Brent Council website cycle pages and cycle related social media clicks, discussions and shares by 20%	2%	3%	4%	5%	6%

10. Monitoring and Review

The targets outlined will be monitored and reported to cabinet annually. The report will set out progress against the objectives and identify areas where either further work is needed or a different approach might be required to achieve the objective.

This 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 it was first produced. This will also provide an opportunity to examine the achievability of targets and review them if necessary.