



**Cabinet  
24 April 2017**

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

Wards Affected: All Wards

**Brent Cycle Strategy Action Plan Update**

**1. Summary**

- 1.1. The Brent Cycle Strategy was approved by Cabinet in January 2016 (the Strategy).
- 1.2. The Strategy provides a transparent framework from which works to increase the number of people cycling are being implemented and investment for cycling throughout the borough is being prioritised.
- 1.3. This report seeks to:
  - 1.3.1. Inform on actions undertaken in 2016/17 and set out progress against the Strategy's targets; and,
  - 1.3.2. Update the Cycle Strategy Action Plan and Targets for 2017/18.

**2. Recommendations**

- 2.1. That Cabinet note the actions and progress undertaken in connection with the Cycle Strategy Action Plan and Targets 2016/17;
- 2.2. That Cabinet approve the updated Cycle Strategy Action Plan for 2017/18 and revised Targets;
- 2.3. That Cabinet approve the intention to seek delegated approval from Cabinet to the Strategic Director Regeneration & Environment, in consultation with the Lead Member for Environment the final approval of content, including design, following any required changes to the updated Cycle Strategy Acton Plan for 2017/18 agreed by Cabinet.

### **3. Actions and Target Achievements to Date**

- 3.1. Construction of the Brent section of the Quietway cycle route from Regent's Park to Gladstone Park has been completed. Signage for the entire Quietway will be installed in April. This output will add an additional 3.5km of cycle route to Brent's network. A further 840m of cycle route along Carlton Vale is due for completion in Spring 2017 resulting in Brent's first lightly segregated cycle route. These schemes will increase the length of Brent's cycle network in 2016/17 by 13.9%, greatly exceeding the Cycle Strategy's 1% target.
- 3.2. A revision of the Council's procurement process has successfully ensured that all fleet operators working within contractual agreements with Brent Council have Fleet Operator Recognition Scheme (FORS) accreditation. The scheme promotes best practice for commercial vehicle operators in several measures including safety, whereby drivers must complete cycle safety training to recognise the causes and minimise the risk of collisions with cyclists.
- 3.3. Similarly, freight safety is now a required element of planning applications for developments in Brent that are of strategic importance to London. In accordance with the London Plan, planning applications must be accompanied by a Delivery and Servicing Plan (DSP) that sets out how the impact of freight activity on the borough's transport network will be managed. This includes measures to mitigate conflict with cyclists on preferred routes and the use of cycle-specific safety equipment on FORS accredited vehicles. These requirements will contribute to the objective of reducing the number of accidents on Brent's roads involving cyclists.
- 3.4. In line with standards in the London Plan, cycle parking design standards for all new building developments in Brent have been updated. The perception of bike theft is a significant barrier to cycling and so this output will contribute to the promotion of cycling as a safe and convenient activity. Additionally, the location of public cycle parking facilities in Brent is being clarified on the cycling pages of the Council's website.
- 3.5. The Council's cycle training programme reached 285 adults and 956 children between April and December 2016. The figure for adults receiving training has so far exceeded the 2016/17 target (234). The figure for children is slightly below the anticipated number for the eight month period passed though the 2016/17 target is expected to be met with school cycle training programmes planned between January and March 2017.
- 3.6. There has been a reduction in the proportion of road accidents involving cyclists from 12.3% in 2014 to 11.2% in 2015. Several of the completed actions described here may be attributable to this reduction which works towards the 2020/21 target of 8%.
- 3.7. There has been an increase in the modal share of cycle trips undertaken in the borough. Data for the three-year period 2012/13 to 2014/15 from the London Travel Demand Survey shows a cycle modal share of 2% for Brent, an increase from 1% in 2013. Whilst above target, the updated Action Plan will ensure that

this figure is retained and then improved on in subsequent years with an aspiration to see a more even distribution of cycling across the borough. The actions also target groups for whom and areas of the borough where barriers or perceived barriers to cycling exist.

- 3.8. A minimum of 66 new cycle parking spaces will be provided by the end of 2016/17 through the installation of 11 on-street cycle hangars in the south of the borough. There are plans for an additional 20 hangars this year. The targets for new cycle parking spaces in subsequent years are ambitious and achievement of these targets are subject to funding.

#### **4. Amendments to Action Plan**

- 4.1. Outputs from the Action Plan that have been completed in 2016/17 have been removed from the 2017/18 Action Plan whilst those that have not been achieved have been carried forward to be progressed. Some have been amended to provide more explicit outputs.
- 4.2. The action to develop a “Cycle App” for smart phones to identify gaps in the cycle network in Brent has been removed as it has been shown that existing apps are available that serve this purpose.
- 4.3. New actions have been added to the 2017/18 Action Plan that will work towards the Strategy’s targets and reflect ongoing work to improve access to cycling in Brent.
- 4.4. The updated Action Plan for 2017/18 can be seen in Appendix A.

#### **5. Amendments to Targets**

- 5.1. In order to address concerns that may reduce the ability of some demographic groups to take up cycling, the Cycle Strategy contains a target to increase the number of cyclists from under-represented groups. However, reliable data to inform progress towards this target is not currently available. Therefore, it is proposed to remove this target from the Strategy as it has been assessed as too costly to obtain the data annually ourselves against the benefit of the information it provides.
- 5.2. The 2016/17 Action Plan contained two performance indicators relating to communication on the Council’s cycle-related webpages and social media. For clarity and reporting accuracy, the indicator relating to social media has been removed. 2016 data on the number of hits on Brent Council cycling-related web pages shows a decrease of 3.3% on the 2015 figure. Action to address this will take place in 2017/18 through new and revised actions within the Action Plan.
- 5.3. The updated Targets for 2017/18 can be seen in Appendix B.

## **6. Conclusion**

- 6.1. Performance to date has shown that good progress is being made in working towards achievement of the Cycle Strategy's objectives. To ensure the continued direction of travel is maintained, the Action Plan has been updated to reflect activities that will be undertaken during 2017/18. Encouraging people to cycle is not achieved by purely providing cycle lanes and facilities. As such, there are a range of actions from training through to being able to access a bike and maintaining it to ensure it is roadworthy and safe. All of these contribute to enabling people to make a choice to cycle more.
- 6.2. Following the review of performance against targets contained within the Cycle Strategy, it is considered that the Action Plan and Targets, as shown in Appendices A and B, are inclusive of progress to date and the changes needed in order to meet the objectives of the Cycle Strategy. It is recommended that these amendments are made to the Strategy and it be adopted as policy by the Cabinet.

## **7. Financial Implications**

- 7.1. Schemes included in the Strategy that are currently being progressed and are due to be furthered in future financial year(s), are subject to existing budgets, largely from TfL grant funding, and are within the existing capital programme. New schemes and work associated with the achievement of the new outputs for 2017/18 will be carried out within existing budgets, including Local Implementation Plan (LIP) funding, for which the allocation for 2017/18 has been agreed. Some actions, such as the provision of new cycle parking facilities, are reliant on external funding that has not yet been secured. These actions are therefore subject to agreement of funding allocations before finalisation and although Brent will work hard to secure additional funding in order to progress these actions, they will not be progressed if this funding is not forthcoming.
- 7.2. Staff costs associated with the proposal will be met from existing budget provision.

## **8. Legal Implications**

- 8.1. There are no direct legal implications arising from this report at this stage. The update and amendments to the Strategy's Action Plan and Targets reflect the progress against the Strategy's objectives and identify areas where either further work is needed or a different approach might be required.
- 8.2. Implementation of some of the proposed actions set out in the report will require further legal input to include: entering into a formal agreement from Brent Cross developers; updating web pages and information on Brent's website; agreement(s) that Brent may be required to enter into in order to increase the

access to bikes through a cycle hub and/or hire scheme; and the review of arrangements with GPs.

## **9. Equality Implications**

- 9.1. There are no known equality implications associated with the amended Action Plan within the Strategy.

## **10. Staffing / Accommodation Implications (If Appropriate)**

- 10.1. There are no implications for Council staff or accommodation arising from the Recommendation.

## **11. Background Papers**

- 11.1. Brent Cycle Strategy 2016 – 2021

## **12. Contact Officers**

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## APPENDIX A: Updated Action Plan for 2017/18

OBJECTIVE	ACTION	BY	OUTPUTS
1, 4, 5	We will work with partner organisations to develop a network of cycle routes, catering for a variety of abilities and connecting key locations.	2017/18	<ul style="list-style-type: none"> <li>Complete a route development plan for a Phase 2.3 Quietway route from Harrow to Wembley Park</li> </ul>
1,4	We will secure facilities or funding through development and other large projects, such as Brent Cross and HS2.	2020/21	<ul style="list-style-type: none"> <li>Secure formal agreement from Brent Cross developers to provide either infrastructure or funding</li> </ul>
1, 2, 4	We will develop an improved network map of cycle routes and facilities in Brent and update this annually.	June 2017	<ul style="list-style-type: none"> <li>Create an up to date, printable map of Brent cycle routes on the website</li> <li>Develop a new, interactive map of cycle routes and facilities</li> </ul>
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.	2017/18 & following years	<ul style="list-style-type: none"> <li>Update web pages and information provision as part of the communications strategy including the Guide to Cycling in Brent</li> <li>Deliver the Wembley cycling road race in May 2017</li> </ul>
2, 4	We will further develop short and long-stay cycle parking facilities.	2017/18	<ul style="list-style-type: none"> <li>Increase the number of short and long-stay cycle parking facilities</li> </ul>
4	We will work with local enterprises to improve access to bikes and bike maintenance skills.	2017/18 & following years	<ul style="list-style-type: none"> <li>Continue to develop cycle maintenance skills in Brent residents</li> <li>Set up a second-hand bike market scheme in Brent</li> </ul>
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 & following years	<ul style="list-style-type: none"> <li>Improve signage on all routes</li> </ul>
1, 5	We will investigate the potential for shared paths through some of Brent's parks, where this is viable.	2017/18 & following years	<ul style="list-style-type: none"> <li>Increase off-road facilities</li> <li>Implement an amendment to the Parks Byelaw</li> </ul>
2, 4	We will investigate the feasibility of implementing a cycle referral scheme by GPs	2017/18	<ul style="list-style-type: none"> <li>Complete a review of arrangements</li> <li>Implement the scheme</li> </ul>

## APPENDIX B: Revised Targets and Performance Indicators

OBJECTIVE	TARGET 2020/21	PERFORMANCE INDICATOR	ANNUAL TARGET				
			2016/ 17	2017/ 18	2018/ 19	2019/ 20	2020/ 21
All	Increase the mode share to 3% from 1% in 2013	Mode share of cycle trips	1%	1.5%	2%	2.5%	3%
1	Increase the length of cycle network by an average of 1% year on year	Percentage increase in length of cycle network	+1%	+1%	+1%	+1%	+1%
2	Increase the number of hits on Brent Council cycling-related webpages by 15%	Percentage increase in number of hits on Brent Council cycling-related webpages	3%	6%	9%	12%	15%
3	Reduce the proportion of road accidents involving cyclists to 8% or less	Percentage of total road accidents involving cyclists	13%	12%	10%	9%	8%
4	Increase the number of cycle parking spaces by 1000	Number of new cycle parking spaces	100	150	200	250	300
4	Increase the number of adults accessing cycle training by 50 adults per year	Number of adults accessing cycle training	234	284	334	384	434
4	Increase the number of children accessing cycle training by 50 children per year	Number of children accessing cycle training	1,650	1,700	1,750	1,800	1,850