



Highways Committee 17 July 2012

Report from the Head of Transportation

Wards Affected:
ALL

Recent success and the future direction of cycling in Brent.

1.0 SUMMARY

1.1 Brent Council is a robust supporter of cycling as a healthy, cheap and environmentally sustainable form of transport. The sustainable transport team, based in the Council's Highway & Transport Delivery Service, facilitates and manages the delivery of a broad range of measures which make it safer, easier and more attractive to cycle in the Borough.

1.2 Brent's statutory transport plan – the Mayoral/Council approved "Local Implementation Plan" (LIP) 2011-2014 includes ambitious targets of almost doubling the number of trips made by bicycle over the next eight years.

1.3 This Report presents what the Council has recently achieved in relation to cycling, what it is doing now, and what it proposes to do in the future. It also presents the steps Brent is taking to support the London-wide and local targets and provides information as to recent successes in reducing the level of cycling-related casualties on the borough's highways network.

2.0 RECOMMENDATIONS

2.1 That members note the overarching approach taken to improve the attractiveness and safety of cycling/cyclists across Brent;

2.1 That members note the significant achievements the Council has made in reducing cycling related serious injuries and deaths on Brent's roads;

2.2 That members note the details relating to three key cycling programmes relating to cycling in Brent, Brent Biking Borough, Bike-It, and Cycle Training/Travel Awareness.

3.0 DETAIL

Cycling in Brent - Introduction

3.1 The approach to cycling in Brent is guided by four overarching principles, as follows:

- **INFRASTRUCTURE:** To continue to maintain - and where funding allows – develop the existing cycling infrastructure, making it more attractive to both existing and potential cyclists, for example, delivering hundreds of additional cycle parking spaces across the borough over the next few years;
- **ENVIRONMENT:** To promote cycling as a *responsible choice*, being a carbon-zero - environmentally friendly form of transport which also helps reduce road traffic congestion and reduce localised air pollution in Brent;
- **HEALTH:** To work alongside colleagues in sports and health departments, including the Brent NHS, to promote cycling as a “lifestyle choice” which can greatly improve personal health and help combat obesity;
- **SAFETY:** To ensure that cycle training and supporting cycling safety programmes such as “Bike It” are promoted and continue to be offered – for free – to anyone who lives, works or studies in Brent, so both new and experienced cyclists can cycle with more confidence.

Striving to increase levels of cycling in Brent

3.2 The approach is multi-faceted; there is no one single solution to encouraging more people to cycle in what is a very busy borough with a lot of through traffic, sharing borders with seven neighbouring local authorities. However, the Council is confident that the targets can be met, and that if measures to encourage a greater take up of cycling continue to be resourced, Brent can become a safer, more attractive borough within which to cycle, whether that be for commuting or recreational purposes.

3.3 At present in Brent, **1.3%** of all trips in the borough are made by bicycle. This is a lower modal share than many other London borough and can be compared:

- with **3%** in Camden;
- and **3.5%** in Hackney

...but Brent’s modal share of cycling still remains comparable to neighbouring boroughs such as:

- Harrow (**1.3%**);
- and Ealing (**1.6%**).

3.4 The Council's LIP sets an ambitious 2020 target of **2.5%** for all trips to be made by bicycle in the borough - on the back of a short/medium-term target of **1.7%**. Whenever the Council has a "Neighbourhood or Corridor" scheme (more of which is explained later in this Report) as part of the TfL -funded Capital Programme, facilities for cyclists (and pedestrians) are the single most important consideration in the investment of TfL's money - in line with the Mayor's Transport Strategy.

3.5 The sustainable transport team in the Council's Transportation (Highway & Transport Delivery) Service leads on the promotion of cycling as a healthy, sustainable and efficient form of transport, and manages a raft of initiatives which aim to do that. The team manages a number of cycling specific initiatives and this report highlights the most recent work which took place in the 2011-2012 financial year.

Cycling highlights of the last six months include:

3.6 **Strengthening links with the National Health Service.** The health and obesity agenda has risen up the political agenda since the early 2000s and cycling can play a key part in healthy lifestyles and combating obesity – particularly in children. Officers have forged strong working relationships with the Brent Primary Care Trust which has led to the launch of projects such as "Bike It", focussing on schools-related cycling promotion and training from a "healthy lifestyle" angle.

3.7 **More effective working with other Council departments with an interest in cycling such as Sports Services and Communications.** Brent's Sustainable Transport team recently joined forces with colleagues in the London Borough of Camden for an enhanced "Exchanging Places" event, working alongside the police. Some excellent PR was gained from the event and the communications team supported the work of a Brent-based film company that produced a short film which can be seen at:

www.bnctv.co.uk/exchanging-places-safe-cycling

The event included cycle maintenance and security markings, as well as a few "red-light jumpers" getting a slap on the wrist and a £30 fine ... as can be seen in the five-minute film.

3.8 **More efficient ways to engage with 'campaign/lobby' groups such as Brent cyclists have been established.** Clarification has now been made as to correctly registering up-to-date contact details with this influential local group on Council consultation databases, specifically relating to capital projects and sharing the details of scheme proposals. This will mean that Brent cyclists can feedback to officers with their view on scheme proposals and better influence what actually appears "on street" in a more effective manner in relation to what has happened over the last few years.

Delivering the cycling agenda with key partners

3.9 Officers worked across traditional team boundaries to assist with the development of cycling elements included in plans put together by the

Sports/Healthy Lifestyle teams within the Council. This has included an excellent project called "Bike It" progressed jointly with the Council's Sports/Health-related teams, Highway & Transport Delivery and the National Health Service (NHS Brent Primary Care trust). Further information relating to Bike It is presented later in this report. The project has helped bring together funding from both the NHS and the Council to provide a stronger pot of funding for this Brent school-related cycling initiative.

3.10 Improved communication and joint working between the Council's Highway & Transport Delivery and Sports/Health Services has also helped to bring about a Cycling Action Plan/Strategy to complement and enhance key Strategies/Delivery Plans such as the Transportation Local Implementation Plan - the key three year strategy for making improvements to transportation across all the modes in Brent with key emphasis on improving the local urban realm and sustainable transport improvements.

3.11 Both the Cycling Action Plan and Brent's LIP include cycling elements which reflect the overarching London-wide policies and strategies. This draft Action Plan is included as **Appendix 4**, supporting this Committee Report.

3.12 It is important to note that Transport for London very much provides the steer for London borough's cycling activities and supporting programmes as the Council currently invests zero funding specifically in cycling related activities/projects. There are lots of existing successful strands of work/initiatives that the Council buys into, for example, "Exchanging Places" and "Dr Bike" (cycle maintenance) events. Meanwhile, there is a move to better monitoring of *outcomes* rather than *outputs*.

Funding

3.13 Brent Council does not provide funding for promoting and facilitating increased levels of cycling in the borough, unlike highways aspects such as road maintenance. Officers spending time on cycling-related projects "recharge" their time to Transport for London funded projects, meaning even their salaries are essentially 'subsidised' for the time they spend on cycling issues and related initiatives. Cycling projects – particularly infrastructure specific projects, are also regularly funded by "Section 106" (local developer) contributions.

3.14 The Council does not require/need to resource the development a free-standing "Cycling/Sustainable Transport Strategy" publication. An overarching "Cycling Action Plan" for London already exists and Brent's Council approved (2011-2014) "Local Implementation Plan" or (LIP) is the "delivery vehicle" for this Cycling Action Plan. The LIP not only provides an "Implementation Plan", it provides commentary, context, targets and the overarching direction of travel for sustainable transport – including cycling - in Brent.

3.15 Preparing a raft of further documents for Brent would have no strategic transportation value to the Council. Previous experience has demonstrated that producing costly/staff-resource intensive and often unwieldy/cumbersome strategies - in addition to a thoroughly consulted/carefully developed 3-year Transport Plan/Strategy - is a questionable use of limited (and unfunded in terms of the

Council's contribution) officer time. Moreover, the Council is not in a position to "pump prime" revenue funding for any new cycling related initiatives to provide a new 'cornerstone'/purpose to such a document. Regardless, such plans are often fast out-of-date and found 'on the shelf' because the TfL-required LIP document fast renders them so. Councils that (in times of economic prosperity) have produced such single-mode documents, would commonly have a team of 3-4 officers dedicated purely to a "transport mode" such as cycling and nothing else. Not only does Brent Council have no such resource, but TfL expect Councils to look "across the modes" and funding is provided in a way that does not encourage investment within the modes.

Transport for London (TfL) funding – the key source of cycling income

3.16 Brent Council - as with all the other London Boroughs, submits an annual "Spending Submission" to Transport for London to secure Capital Works funding for projects in a forthcoming financial year. The Councils 2012/13 Annual Local Implementation Plan (LIP) Funding Submission/Application was submitted to TfL for approval on October 6th 2011. TfL, in consultation with London Councils and the London Boroughs use a formula based approach meaning the borough is not able to influence the overall total amounts allocated to the borough under each programme.

3.17 TfL approved the Councils October 2011 submission and confirmed an allocation of **£3,988,000** for 2012/13 to implement the schemes and initiatives in that submission across the various programme areas, and a further allocation of £500,000 to progress the Harlesden Town Centre Major Scheme. This was reported to Highways Committee in February 2012.

3.18 Schemes are broadly divided into ***Neighbourhood***, ***Corridor*** and ***Supporting Measures*** projects.

(i) ***'Corridor'*** interventions: are generally expected to facilitate the delivery of local safety schemes and bus priority measures, address London Cycle Network gaps, as well as to deliver other local cycling and walking related improvements and bus stop accessibility measures along discrete highway corridors. Formula based.

(ii) ***'Neighbourhood'*** interventions: are generally expected to facilitate the delivery of 20mph zones, address freight issues, support regeneration aspirations, include environmental and accessibility components and address localised parking problems in discrete areas or neighbourhoods. Formula based.

(iii) ***'Supporting Measures'*** funding is intended to facilitate the delivery of School Travel Plans, Workplace Travel Plans, Travel Awareness, Cycle Training and Education, Training & Publicity Programmes. Formula based.

3.19 Cycling is a **central consideration** to each of the three aforementioned "LIP Funding headings". Whether it is a new "Advanced Stop Line" implemented as part of a junction improvement project, or a cycle lane implemented in a longer "corridor project", Brent's design engineers consider cycling infrastructure facilities to be a critical part of the design of safe, efficient and free-flowing highways design, as reflected in the Council's Executive approved Urban Realm Guide. As mentioned

previously, improved communication channels with key cycling groups such as Brent Cyclists aims to ensure "no stone remains unturned" when proposals for cycling related infrastructure improvements are made in the future.

3.20 The projects to be delivered in 2012-2013 which are currently being "scoped" for possibilities and options by engineers are included at the back of this report, as **Appendix 5**.

Brent Biking Borough

3.21 The London Borough of Brent is one of twelve Transport for London funded "Biking Boroughs". Earlier in 2011, the Council successfully secured £300,000 of indicative funding spanning three years with the objective of:

- i) Creating a "Cycling Hub" in the borough;
- ii) To develop broader "cycling communities" across the borough;
- iii) To raise the profile of cycling across the borough.

The project will facilitate the delivery of **300** new cycle parking spaces over the 3 years.

3.22 The Brent Biking Borough programme is a three year (2011-14) package of measures aimed at increasing cycling levels in Brent, with a particular focus on the Kensal Rise area (the Cycle Hub). The measures being progressed by the Council (with support from transport consultants SKM Colin Buchanan) are a mix of both infrastructure and Smarter Travel measures, such as cycle promotion and awareness-raising events, and cycle safety / security initiatives. The programme is aimed at both supporting existing cyclists as well as encouraging new cyclists, with a particular focus on improving the safety of cyclists.

3.23 The work that was completed last financial year as part of this programme is outlined in more detail in **Appendix 1 – Brent Biking Borough** supporting this report.

The Brent "Bike It" Programme

3.24 The Brent *Bike It* Programme is a Transport for London (Local Implementation Plan or LIP) funded programme using £25,000-£30,000/annum Brent LIP funding. It aims to intensively engage interested schools in Brent with the offer of a wide variety of cycling related initiatives. The programme is overseen by Council officers who have a robust involvement/steer in the programme. The National Sustainable Transport not-for-profit organisation "*Sustrans*" is the key delivery partner for this initiative.

3.25 Recently, Sustrans have recruited a member of *Brent Cyclists* to take part in a new "volunteer scheme". The volunteer took part in some training run by Sustrans in February and will be going into schools with Sustrans during the upcoming summer term.

3.26 Brent Police Community Support Officers went into a number of schools this term to security mark bikes. They were very keen to be working in partnership with the Council and Sustrans. One female Police Community Support Officer was particularly keen to get more involved, attend rides and learn bike maintenance skills. Last school term she has been helping Sustrans/the Council (with supervision/training) on Dr Bikes. She is planning to do the formal training that Bike It Officers do, so that she can work on bikes without supervision, which her Sergeant has agreed to fund, an excellent example of partnership working driven forward by the Highway & Transport Delivery.

3.27 One excellent/well received event was run in partnership with Brent Biking Borough, in two *Bike It* schools. The event included Dr Bike, Cycle skills, bike security marking and a BMX stunt show in both schools and working in collaboration with Cycletastic, London Cycling Campaign, CTUK, Style Rider BMX show and Brent Police.

3.28 The project has been unable to engage some schools in the project because they don't have storage facilities for bikes on the premises. This is a something that officers are working to address already in this new financial year. Some schools have been difficult to engage because the teachers are often unavailable. Bike ownership in some schools is very low, however, the project is looking at ways of purchasing bikes if storage issues can be resolved in order to address this.

3.29 Further details relating to what was achieved last financial year as part of this programme are presented in more detail in **Appendix 2 – Brent Bike It Programme**.

Cycle Training and cycling accident casualty reduction success in Brent

3.30 Officers were able to **increase** the financial allocation made to cycle training for the 2012-2013 financial year from an original funding application/allocation of £60,000 in 2011/2012 to £90,000 in 2012/13. This was challenging set in the context of an overarching budget decrease, however, it restores the cycle training allocation to levels more reflective of previous financial years when in the region of £100,000 was allocated annually. Moreover, it ensures that hundreds more people and additional schools will be able to participate in the programme. The work that was completed last financial year as part of this programme is outlined in more detail in **Appendix 3 – Brent Cycle Training**. The consistent annual investment Brent makes from the TfL (formula funded) annual capital allocation has reaped significant rewards in driving down the volume of cyclists injured on the borough's roads every year.

3.31 An independent report published in late 2010 presented a *nothing short of a remarkable* **73%** long-term (based on a 1994-1998 baseline) cut in the levels of cycling-related casualties. This was achieved through a focussed package of

measures, underpinned by a continued transition towards a radical new road danger reduction approach to highways engineering.

3.32 Creating safer streets remains the borough's utmost priority. However, we remain conscious that outer-London is a very different place to inner-London. This is no traffic-free "South Bank". Brent has a population of over 260,000 people and some very busy - and hugely congested - roads spanning the borough. For example, the A5 and the A404 are part of the Transport for London Strategic Road Network, and very busy bus routes.

3.33 Officers were challenged as to how they could genuinely encourage people to feel confident about cycling safely if they felt threatened or vulnerable to vehicular traffic. A good starting point was to get things right 'on-street', to design safer streets.

3.34 Traditional reactions and attitudes to road safety were taking UK road safety policy in the wrong direction—towards more, not less, road danger; towards greater dependency on private cars, greater territorial dominance of our streets by motor vehicles and reduced reliance on, and enjoyment of, the healthy and sustainable active travel modes like cycling.

3.35 The Road Danger Reduction approach facilitated a new way forward for Brent. It presented ways in which the Council could progressively lower the number of casualties (particularly among vulnerable road user groups such as cyclists) whilst raising the quality and amenity of the borough's public spaces at the same time as promoting travel-modes such as cycling which impose the least 'costs', including danger, on other people and on the environment.

3.36 Over the last five years officers facilitated and drove forward a move from a traditional *Road Safety* policy to embracing the latest *Road Danger Reduction* principles. This approach formed the cornerstone of Brent's first (2006-2011) Local Implementation Plan, and Brent's founding membership of the Road Danger Reduction Forum (RDRF) is documented at www.rdrf.org/pubset.htm. Our Road Danger Reduction Plan can be seen here: www.tiny.cc/lqt6d. Cycling is engrained in the document and features throughout.

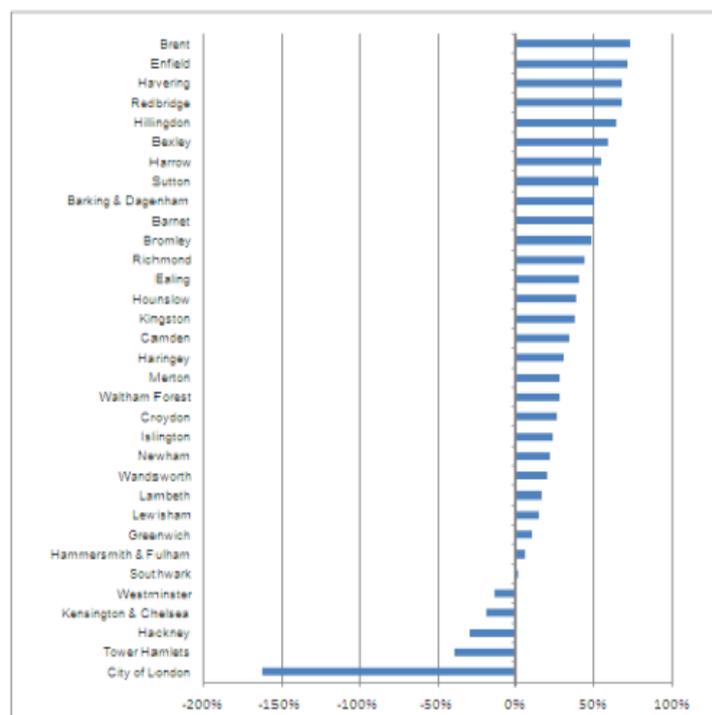
3.37 Brent is one of only a small number of London Councils who formed the RDRF. Transport planners ensured the policies were in place to underpin the change. Traffic engineers embraced the policy and encapsulated it in their designs. Officers are proud to have achieved **more than any other London borough** in terms of protecting the most vulnerable road (carriageway) users - cyclists. Brent is also the second most successful borough in terms of reducing the numbers of pedestrians killed or seriously injured on the boroughs road. This is demonstrated later on by way of some charts.

3.38 An independent report into boroughs success rates in reducing cycling casualties (commissioned by Transport for London) speaks volumes. The policy shift away from a traditional, risk-averse 'over-engineering' mindset, towards one that hones in on the real cause of each and every collision (we avoid using terminology such as 'accidents' as this implies the incident was unavoidable) has brought truly excellent performance results.

3.39 Analysis conducted over a significant period of time using independent 'Stats-19' data collated by the Metropolitan Police has informed the TfL Report. This demonstrates the huge strides Brent has made in reducing casualties on the boroughs roads and that the borough leads the way in the capital in terms of making the most headway in protecting vulnerable road users.

Brent - 1st place in London. A 73% reduction in the number of cyclists killed or seriously injured whilst cycling in Brent (progress compared here with all London Boroughs):

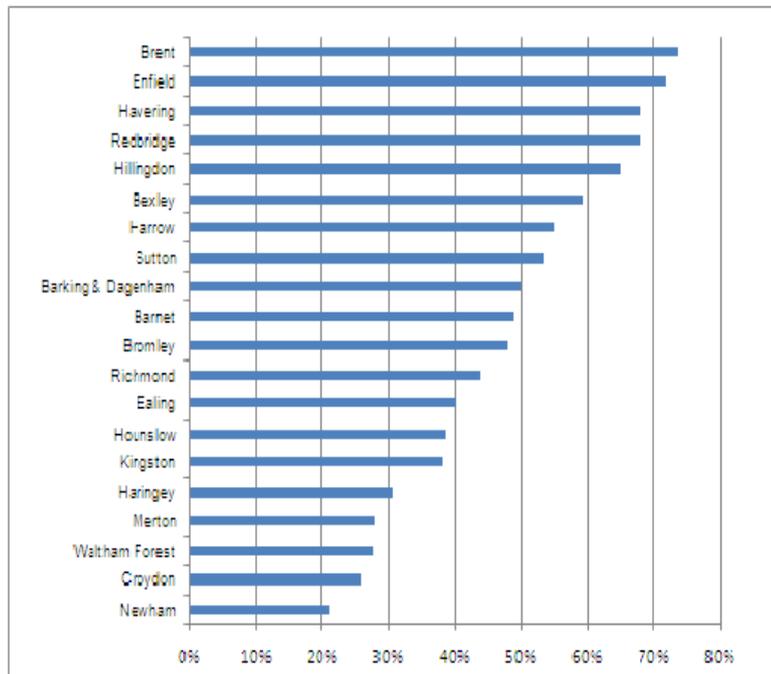
All Boroughs - Change over time - % Reduction in Cyclist KSIs from 1994-1998 to 2006-2008



Min / Max = -162%
 Quartile = 14%
 Median = 38%
 Quartile = 50%
 Min / Max = 73%

Reducing cyclist KSI levels (progress compared here against outer-London boroughs only):

Outer London Boroughs - Change over time - % Reduction in Cyclist KSIs from 1994-1996 to 2006-2008



Min / Max = 21%
 Quartile = 36%
 Median = 49%
 Quartile = 51%
 Min / Max = 73%

Looking forward.

3.40 Every casualty on our highways network is one too many. Chapter 7 of the Brent's February 2011 Executive Committee approved *Placemaking Guide* - continues to heighten the importance of reducing the sources of road danger on the borough's roads.

3.41 The Guide further sets out how high quality urban design can easily be coupled with cutting edge highways design to lead on casualty reduction, with cyclists (and pedestrians) at the top of a road-user 'hierarchy'. It focuses officers' minds on how we can deliver excellence in the public realm through high quality urban design. It aims to achieve a safe, attractive, accessible and inclusive environment by setting out public realm policy and design guidelines and specifications for materials, street furniture and the layout of streets and spaces that fall within the control of the Council.

3.42 It represents yet another piece of pioneering policy development, taking the very latest thinking from the likes of Manual for Streets Two and affords confidence that everything we do in Brent reflects the very latest thinking and keeps us at the cutting edge of casualty reduction techniques.

Working to improve cycling at the sub-regional level - WestTrans.

3.43 Officers from the Council's Strategic Transportation team are progressing work with TfL and the 5 other WestTrans neighbouring boroughs to review the cycle network and how closely they align with the Barclays bicycle superhighway network. Further TfL advice is currently being sought on “bridging the gap” between the Cycle Superhighways, the London Cycle Network and local routes in Brent, including:

1. Potential future 'cycle superhighway' routes through Brent;
2. Extensions to the Barclays Cycle Hire Scheme into Brent;
3. Developing Cycle Hubs similar to the Kensal Rise Brent Biking Borough hub

Cycle Superhighways

3.44 The WestTrans partnership will be assisting Boroughs in improving connectivity into the cycle superhighways prioritised within the sub-regional plan for introduction within the next 2-3 years:

- CS9 Hounslow to Hyde Park
- CS10 Park Royal to Hyde Park – providing connections into this route will help improve access to this major employment area in Brent

This includes the Identification of subsequent cycle superhighway routes for implementation. Brent officer's suggestions for future Cycle Superhighway routes include:

4. Marble Arch to Willesden, with potential future extension on to Wembley – requiring consideration of access across the North Circular to Wembley via a segregated route
5. Harrow Road to Hyde Park / Marble Arch

Barclays Cycle Hire Scheme

3.45 We will be exploring potential for additional locations for the cycle hire scheme (e.g. South Kilburn) through extending the coverage provided by the cycle stations.

3.46 Developing Cycle Hubs, to include:

- Further development of cycle hubs building on the success of the cycle hubs (such as Kensal Rise) developed through the Biking Borough initiative
- The provision of facilities at the start and end of the journey is as important as providing improvements to cycle lanes along particular alignments, particularly the provision of cycle parking at key rail interchange stations. Stations which act as key transport interchanges need to provide sufficient cycle parking, for example, to encourage cyclists who wish to cycle to an interchange station and not take their cycle with them on the final leg of the journey within London.

- Queen's Park and West Hampstead are already identified as strategic interchange stations; Marylebone station also acts as a key interchange station, and has the potential for improved cycle parking to be provided for cyclists who wish to leave their cycle at the station to use for their onward journey within London to reach their place of work.

4.0 FINANCIAL IMPLICATIONS

5.1 There are no significant financial implications arising from this report. The overarching funding "framework" is presented in paragraphs 3.16 and 3.17 of this report. Schemes mentioned are funded through the Transport for London (TfL) LIP Funding Application/Spending Submittision, as reported to Highways Committee in February 2012.

5.0 LEGAL IMPLICATIONS

5.1 There are no significant legal implications arising from this report.

6.0 DIVERSITY IMPLICATIONS

6.1 Members are not being asked to make any decisions regarding cycling arrangements since this report is for information only. Detailed consideration is given to the duty set out in section 149 Equality Act 2010, namely the need to have due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between those who share a protected characteristic and those who do not, in the formulation and application of the various policies which are referred to in this report.

6.2 There is no single document which analyses equalities issues regarding cycling because the use of bicycles falls under a number of other policy areas. There is a wide range of policies where the equalities considerations are applied and which consider the use of cycling including those concerning health, road safety and the environment. Some of the policies are those of other agencies such as TfL policies where the public sector equality duty also applies.

7.0 STAFFING IMPLICATIONS

7.1 There are no significant staffing implications arising from this report.

8.0 ENVIRONMENTAL IMPLICATIONS

8.1 There are no significant environmental implications arising from this report. Cycling is one of few "carbon neutral" (at point of use) modes of transport, though arguably not as sustainable a mode of travel as

walking, as the man made materials used to create a bicycle do create a carbon footprint.

BACKGROUND INFORMATION

Any person wishing to inspect the above papers should contact David McKibbin, (Interim) Head of Highway and Transport Delivery, Brent House, 349 High Road, Wembley, Middlesex HA9 6BZ, Telephone: 020 8937 5151 or Adrian Pigott, Team Leader – Sustainable Transport, 020 8937 5168.

BACKGROUND PAPERS:

APPENDICES

Appendix 1 – Brent Biking Borough

Appendix 2 - Brent Bike-It Programme

Appendix 3 - Brent Cycle Training and Travel Awareness

Appendix 4 - Draft Cycling Action Plan

Appendix 5 - 2012/2013 Capital Programme

APPENDICES 1- 5.

APPENDIX 1 - BRENT BIKING BOROUGH.

Cycle improvements in the Kensal Rise Cycle Hub

A Feasibility Study has been completed that sets out proposed infrastructure improvements that should be implemented to make cycling safer and more convenient in and around the Kensal Rise Cycle Hub.

These improvements include:

- 300 additional cycle parking spaces
- Signed cycle routes to local destinations
- Resurfacing the junction of Wrentham Avenue / The Avenue / Tiverton Avenue
- Two-way access for cyclists along Clifford Gardens (one-way)
- Access for cyclists through the road closure on Hazel Road
- Two-way access for cyclists along Warfield Road (one-way)
- Access for cyclists through the median strip on Brondesbury Park at the junction with Christchurch Avenue
- Advanced Stop Lines at the junction of Sidmouth Road / Brondesbury Park

Following the completion of the Feasibility Study, works taken forward last financial year include:

- New cycle routes are being implemented throughout the Kensal Rise Cycle Hub that have new signage and road markings.
- 47 cycle parking stands (94 spaces) are being installed in the Kensal Rise Cycle Hub.
- Detailed designs have been completed for an additional 53 cycle parking stands (106 spaces) to be installed in the Kensal Rise Cycle Hub in April/May 2012, as part of 2012/13 programme.

Cycling and HGV awareness

With around half of all cycle deaths in London involving a Heavy Goods Vehicle (HGV), the safety of cyclists around HGVs is a particular concern. Two complementary projects aimed at both cyclists and HGV drivers have been implemented in Brent this financial year, to help tackle this issue.

Free CPC accredited training course for HGV drivers

Through TfL's training providers, Brent Council provides a free one day Certificate of Professional Competence (CPC) accredited training course to HGV drivers called 'Safe Urban Driving'. The course has a particular focus on sharing the road safely with more vulnerable road users including cyclists and pedestrians. The course includes a practical element of riding a bike on the road, to provide HGV drivers with the opportunity to experience a cyclist's view.

The training course was promoted to 15 organisations across Brent this financial year, including Brent's contractors and the Park Royal Partnership (in partnership with the London Boroughs of Ealing and Hammersmith & Fulham). Three organisations took up this offer and each arranged for between 15 and 20 of their staff to attend the training.

'Exchanging Places'

'Exchanging Places' events are aimed at cyclists and involve an HGV parked in a location that allows cyclists to climb into the cab and watch another cyclist ride up the left side of the vehicle to experience a driver's blind spot.

As mentioned in the introduction, an *Exchanging Places* event was held on Thursday 22 March just off Kilburn High Road, in partnership with LB Camden and supported by the Metropolitan Police. As part of the event we also had a travel information stand, a Dr Bike service and offered bike security marking.

Cycle security marking

To assist in addressing the issue of cycle theft, free security marking of cycles at events has been provided with the support of the Metropolitan Police. We use the Bike Register security marking system which is linked to national Police approved database.

Cycle security marking was provided at:

1. Aladdin's Cave event on 22 October 2011
2. Salusbury Rd Farmers Market on 26 February 2012
3. Northwick Park Hospital Cycle event on 13 March 2011
4. Wembley Stadium Cycle event on 15 March 2012
5. Central Middlesex Hospital Cycle event on 21 March 2011
6. Exchanging Places event on 22 March 2012

Residential cycle parking

It is recognised that the lack of cycle parking and storage facilities can be a barrier to cycling, particularly for those wanting to cycle who don't have a suitable space to store a bike at home. Our residential cycle parking programme is designed to overcome this barrier.

We are working to install a secure cycle parking facility for residents of Debham Court in Pinemartin Close (Cricklewood) and is a joint project with Network Stadium. There are currently no cycle storage facilities in the area and a need has been identified through consultation with local residents.

Planning permission has been sought for the facility and additional funding has been provided by Brent Council via the Ward Working fund. The cycle parking facility will be launched in May 2012 and a cycling promotion event will also be held that will involve Dr Bikes, cycle security marking, cycle training sessions, cycle route planning and a cycle information stall.

Local community and workplace cycle events

We work with local community groups, schools and workplaces to organise events that promote cycling. These events can involve a wide range of activities, including:

- Dr Bike - a qualified bike mechanic giving bikes a "check-up" and undertaking minor repairs
- Cycle maintenance workshops
- Cycle route planning
- Cycle information stall – information on cycle routes, cycle training and security
- Group cycle training sessions
- Bike breakfast, lunch or picnic event
- Cycle security marking and advice on avoiding cycle theft
- Group cycle rides led by qualified instructors

The following cycle events were held last financial year:

1. A led ride to the Bike Show at Excel for youth from the Cricklewood area on 15.01.12
2. Northwick Park Hospital Cycle event on 13.03.11 involving a Dr Bike and cycle security marking
3. Wembley Stadium Cycle event on 15.03.12 involving a Dr Bike, a bike breakfast, a bike maintenance class, cycle security marking, a cycle information stall and a Cycle to Work Scheme stall

4. Kilburn Park School Cycle event on 20.03.12 involving a Dr Bike, a BMX show and cycle skills training.
5. Central Middlesex Hospital Cycle event on 21.03.11 involving a Dr Bike and cycle security marking

Raising the Profile of Cycling

To ensure that cycling is widely promoted, a number of activities were undertaken last financial year including:

- Brent Council's website and intranet are in the process of being updated with more cycling information including details of the Biking Borough programme.
- A leaflet that highlights the location of the new cycle routes in the Kensal Rise Cycle Hub as well as promoting cycling in general has been produced and these will be delivered to all households and businesses in the Hub (approximately 5,000) and will also be given out to people attending local events.
- A letter has been drafted that will be sent to all GP surgeries in Brent when the new cycle training leaflets (currently being updated by CTUK) have been completed.

Bike recycling

As part of the Biking Borough programme support is given to *Cycletastic* - a local group of volunteers who have a bike shed off Willesden Lane in North Kilburn - where they undertake bike maintenance and recycle bikes that are then available for sale. Cycletastic also organise local cycle events and activities throughout the year.

With the support of the Biking Borough funding, Cycletastic delivered a number of local initiatives including:

1. Bike maintenance workshops on 18.02.12 and 19.02.12 at Salusbury Primary School
2. Cycle skills training for children and their parents during half-term, 13.02.12 - 16.02.12
3. A community Dr Bike event at Salusbury Farmers Market on 19.02.12

APPENDIX 2 - BRENT BIKE IT PROGRAMME.

Schools and related activity included as part of the first year of this programme in 2011-2012 included:

St Joseph's Catholic Primary

- St. Joseph's was the first school in Brent to sample the "Bike Powered Cinema". Each year group had a chance to come and take turns to have a go at powering the system, while their classmates watched "The Adventures of Tin Tin".
- Kit sale for children parents and staff to purchase reduced price bike safety accessories, helmets, lights locks etc.
- Assembly
- Bike It Crew meeting
- Champion meeting
- Bike Spring Clean event - As the days began to get a bit lighter and warmer we ran a Bike Breakfast along with a Bike Spring Cleaning activity to give children, parents and staff the chance to get rid of the winter cobwebs or winter grime and give their bikes a bit of TLC.

Malorees Junior School

- "Champion" meeting
- "Bike It Crew" Meeting
- Whole school assembly
- Bike Maintenance sessions for mums x2. One covering a basic M Check and the other on how to fix a puncture.
- Kit Sale
- Bike Spring Cleaning event, as above.
- Big Pedal – the national virtual bike race run by Sustrans. Nationally 890,304 journeys by bike or scooter in 3 weeks. Malorees clocked a total of 892 journeys, so pretty good going! All the cyclists from the class that achieved the highest number of cycle journeys during the competition will be going on a bike ride next term as a reward.

St Mary Magdalen's CE Primary

- Champion meeting
- Bike It Crew Meeting
- Whole school assembly
- Bike skills sessions for each year group – a chance to improve on safe bike handling skills while playing games on the playground
- "*Bling your bike*" competition – children decorated their bikes at home in the theme of spring, using anything they could find or make. The best dressed bikes won some exciting bike related prizes!
- Big Pedal – the national virtual bike race run by Sustrans. Nationally 890,304 journeys by bike or scooter in 3 weeks. St Mary Magdalens clocked a total of 113 journeys, so pretty good going!

Carlton Vale Infants

- Champion meeting
- Bike It Crew Meeting
- Whole school assembly
- Kit sale
- Bling your bike Competition -
- Bike Skills Sessions,

- Bike Day! - Partnership Event with Biking Borough, A fantastic day bringing together a host of local cycling organisations including Cycletastic, LCC, CTUK and Brent PCSO's, with Dr Bike, Cycle Skills sessions, Security Marking and a Bike Stunt Show!

Kilburn Park

- Champion meeting
- Bike It Crew Meeting
- Whole school assembly
- Bike Breakfast,
- Dr Bike,
- Security marking from Brent PCSO's (as an independent event).
- Bike Day! - Partnership Event with Biking Borough, A fantastic day bringing together a host of local cycling organisations including Cycletastic, LCC, CTUK and Brent PCSO's, with Dr Bike, Cycle Skills sessions, Security Marking and a Bike Stunt Show!

Chalkhill Primary

- Champion meeting
- Bike It Crew Meeting and creative notice board session
- Whole school assembly
- Bike Breakfast,
- Dr Bike,
- Big Pedal – the national virtual bike race run by Sustrans. Nationally 890,304 journeys by bike or scooter in 3 weeks. Chalkhill clocked a total of 893 journeys, so pretty good going! Position 388 out of over 1000 schools. All the cyclists from the class that achieved the highest number of cycle journeys during the competition will be going on a bike ride next term as a reward.

Wembley Primary

- Champion meeting
- Bike It Crew Meeting and creative notice board session
- Whole school assembly
- Bike Breakfast,
- Security marking from Brent PCSO's (as an independent event).
- Big Pedal – the national virtual bike race run by Sustrans. Nationally 890,304 journeys by bike or scooter in 3 weeks. Wembley clocked a total of 1122 journeys, so pretty good going! Position 516 All the cyclists from the class that achieved the highest number of cycle journeys during the competition will be going on a bike ride next term as a reward.

St Andrew and St Francis CE Primary

- Champion meeting
- Bike It Crew Meeting
- Whole school assembly
- Bike Breakfast,
- Dr Bike,
- Security marking from Brent PCSO's (as an independent event).
- Cycle to school week. All the cyclists from the class that achieved the highest number of cycle journeys during the competition will be going on a bike ride next term as a reward.

Fryent Primary

- Champion meeting
 - Bike It Crew Meeting and creative notice board session
 - Whole school assembly
 - Bike Breakfast,
- Security marking from Brent PCSO's (as an independent event).

Leopold Primary

- Champion meeting
- Bike It Crew Meeting and creative notice board session
- Whole school assembly x2
- Bike Breakfast,
- Security marking from Brent PCSO's (as an independent event).

Mitchell Brook Primary

- Champion meeting. They have decided to hold off on engaging with the project due to lack of storage.

Capital City Academy

- Champion meeting

Key activities planned for Spring 2012 Term.

- Bike rides from the Big Pedal. The classes that achieved the highest number of cycle journeys during the Big Pedal will be awarded a class bike ride for children and parents.
- Pupils at Brent Bike It Schools will have the opportunity to take part in the Sustrans Heroes scheme – An Olympic Inspire Marked scheme for children who want to complete tasks in the seven Olympic and Paralympics themed challenges, win medals and have the chance to win bike!
- Incentive scheme linked into the Bike It Heroes Challenge. Bike rides as prize for top class.
- Olympic sports taster sessions, trips to BMX tracks
- Olympic themed Bling your Bike activities/competitions
- More Dr Bike
- Bike cleaning
- Bike maintenance and puncture fixing lessons for children and parents
- Bike skills sessions
- Bike rides
- Bike Ballet
- Smoothies at school fairs
- Engaging new schools

Press coverage from last term ...29/3/12 Kilburn Times

BMX star rides into town to meet pupils

It's all part of scheme to keep them active

by Lorraine King

lorraine.king@archant.co.uk

Youngsters in South Kilburn were amazed by a display of stunt tricks by top BMX cyclist Keelan Phillips to mark their schools' involvement in the Bike It project.

Pupils of Kilburn Park Foundation School and Carlton Vale Infant School, both in Malvern Road, watched as he demonstrated different freestyle tricks.

Safety

Keelan, who leads the stunt group Style Bicycles, also took part in a question-and-answer session with the children about cycling safety and showed them the basics of riding.

Both schools are among those in the borough involved in the Bike It project,



■ Keelan Phillips with schoolchildren

a partnership between schools, Brent Council, NHS Brent and cycling charity Sustrans to encourage more young people to get on their bikes.

Ruth Chiat, Sustrans Bike It officer for Brent, said: "It's so fantastic to have so much cycling going on in one day! It's been a real community event with lots of children and parents getting involved

and so many different people and organisations contributing to bring all these different elements together."

Last year a new cycle shed was opened at Malorees Junior School as part of Bike It in Brent.

■ For advice on how children can be encouraged to cycle visit www.sustrans.org.uk/freerangekids

Photogr
Bike Spr

Highways
17 July 20

No 1.3 (22.06.2012)



APPENDIX 3 - BRENT CYCLE TRAINING & TRAVEL AWARENESS.

Schools.

Overseen and managed by Council officers, in the 2011-2012 financial year Cycle Training UK (CTUK) - the Council's approved Cycle Training Delivery Partner - provided training at 36 schools in the borough. This figure includes the year round provision of cycle training for children with special needs within the curriculum at Woodfield School.

Individuals (1-1 cycle training).

The number of individuals trained in Brent last year was 159. Of these 125 received one-to-one sessions, and 34 were trained as part of a larger group.

Travel Awareness.

CTUK attended 7 events over the last financial year, either providing Dr Bike services to the general public or to employees at a workplace. Brent officers support these events by way of attendance.

As well as checking and fixing over 100 bikes, our instructors took the opportunity to liaise with the public, promoting cycling in the borough and handing out leaflets.

At the Kilburn Park Foundation School event on 20 March 2012, as well as providing bike repairs, approx 50 children were given Bikeability level 1 skills training in groups.

The total budget spent on Travel Awareness amounted to £2000.00

Organisation	Date	Notes/Bikes checked	Type
Central Middlesex Hospital	22-Mar-11	10	Dr Bike Employer
Northwick Park	23-Mar-11	17	FIXED Public Event (Dr Bike only)
Gladstonbury	19-Jun-11	28	FIXED Public Event (Dr Bike only)
Queensbury Festival	03-Jul-11	18	FIXED Public Event (Dr Bike only)
Kingsbury High	09-Jul-11	19	Dr Bike Employer
Northwick Park	09-Jul-11	8	FIXED Public Event (Dr Bike only)
Kilburn Park School Foundation	20-Mar-12	40+ bikes 50 children level 1 skills	Dr Bike + Control skills / Games Youth/School

APPENDIX 4.

DRAFT CYCLING ACTION PLAN. SPORTS SERVICES - HIGHWAY & TRANSPORT DELIVERY.

MARCH 2012.

	Aims	Actions	Outcomes	Lead Partner	Responsibility for delivery
Community Cycling Network	Establish the Brent CCN network group to implement and review the Cycling Development Plan	<ul style="list-style-type: none"> Identify key partners & invites to initial meeting Ensure membership is representative of all cycling deliverers Ensure engagement with a range of professional bodies 	<p>Encourage as many clubs, coaches, deliverers/providers as possible in the development of the network group</p> <p>Group to confirm their role; membership and governance arrangements</p> <p>Sport & Parks to support network</p>	<p>Sports & Parks</p> <p>Transportation</p> <p>Brent Council</p>	
Changing behaviour	Cycling to increase contribution towards raising levels of physical activity through recreational cycling				
	Increase the numbers of adults cycling to work	<ul style="list-style-type: none"> Encourage employers to increase the number of staff travelling to work in a sustainable way, for example through participation in the tax free bike purchase scheme Highlight the free cycle training offered by the Council to anybody who works (or lives/studies) in the borough 	<ul style="list-style-type: none"> Improve access to employment opportunities More people Cycling, more safely and more often Ensure staff are aware of benefits and opportunities available to them via easily accessible and frequently updated information on the internet. Consider using social media (i.e. – Facebook etc...) Ensure secure cycle parking is in place 	<p>Transportation – Brent Council</p> <p>Sports & Parks Service – Brent Council</p> <p>NHS Brent</p>	

		<ul style="list-style-type: none"> • Key public sector organisations in Brent to demonstrate best practice in encouraging more employees to cycle to work through Green Travel Plans etc • Review and ensure employers adopt plans – workplace, health & well being strategy. Cycle discount offer, Dr Bikes 			
	Aims	Actions	Outcomes	Lead Partner	
	Increase the numbers of children cycling to school and for other purposes	<ul style="list-style-type: none"> • Encourage schools to adopt travel plans which include provision of secure cycle parking. • Complete roll out of Sustrans 'Bike It' project • Continue with the 'Bikeability' scheme • Support the continued development of the Healthy Schools Programme • Raise profile of free cycle training available to 	More journeys to school to be made by cycling.	Transportation – Brent Council	

		families so that children and their parents can be trained together and are likely to continue to cycle as a family for leisure purposes.			
	Encourage cycling through effective travel planning	<ul style="list-style-type: none"> • Increase cycling through an effective programme of travel planning projects • Promote Smarter Choices guidance to assist in the production of school and employer travel plans. 	<ul style="list-style-type: none"> • More people cycling, more safely and more often 	Transportation – Brent Council	
	Aim	Action	Outcome	Key Partner	
		<ul style="list-style-type: none"> • Promote and deliver actions from LIP (Local Implementation Plan) and Biking Borough. 	<ul style="list-style-type: none"> • Review restrictions & bans on cyclists, for example, across parks. • Increase cycle parking • School Cycling initiatives • Maintenance & Advice clinics • Continued roll-out of cycle training • For detail refer to LIP and Biking Borough (TfL funded projects) 	Transportation – Brent Council	
	Support and encourage local and national initiatives that aim to increase participation in cycling	<ul style="list-style-type: none"> • Champion local and national initiatives like Bike Week and Sky Ride 	<ul style="list-style-type: none"> • More people cycling, more safely and more often 	All partners	
	To encourage cycling as a means of	<ul style="list-style-type: none"> • Encourage sustainable Exercise Referral 	<ul style="list-style-type: none"> • Breeze project 10 leaders trained 5 rides 30 women riding 	All	

	tackling health problems associated with physical inactivity or sedentary lifestyles	<p>Scheme</p> <ul style="list-style-type: none"> • Target hard to reach groups 	<ul style="list-style-type: none"> • Sky Rides <p>6 cycling routes designed 10 leaders trained 3 route planners trained 10 Sky Ride led rides 300 ride opportunities created by the 10 led rides</p>		
	Aim	Actions	Outcomes		
	To increase cycling throughout Brent	<ul style="list-style-type: none"> • Ensure that sustainable and active travel is encouraged in the borough 	<ul style="list-style-type: none"> • More people cycling, more safely and more often • Increase cycle parking • Develop future cycle routes where practicable/affordable • Ensure roads are well maintained • Dr Bike cycle maintenance programmes 		All
	Identify cycling for sport and active recreation opportunities particularly amongst children and young people	<ul style="list-style-type: none"> • Include cycling in holiday programmes • London Youth Games • Sky Rides • Continuation of schools programmes in the south of the borough 	<ul style="list-style-type: none"> • Cycling to be included in at least one holiday programme per year • Enter Team into LYG • 50 children riding 	<p>Sports & Parks Service</p> <p>Schools</p>	
	Aim	Actions	Outcome	Key Partners	
	Showcase and share best practice in delivery and promotion of cycling routes	Develop a cycling infrastructure benchmarking programme	Raised profile of cycling issues and improved partnership working between key stakeholders	<p>Sustrans</p> <p>British Cycling</p>	
Sustainable	To create	<ul style="list-style-type: none"> • Deliver cycle 	<ul style="list-style-type: none"> • Improved corridor 	Transportati	

<p>travel encouraged via better cycling infrastructure</p>	<p>safe, attractive and convenient infrastructure for cycle travel</p>	<p>infrastructure enhancements set out in the LIP 2011-2014</p> <ul style="list-style-type: none"> • • Encourage local authorities to develop more 20mph zones where appropriate 	<p>connectivity as well as increasing cycle usage meeting Mayor's 5% mode share target</p> <ul style="list-style-type: none"> • Increased number of 20mph zones 	<p>on</p>	
	<p>Aim</p>	<ul style="list-style-type: none"> • promoting cycling at new developments (high quality and secure facilities, cycle only links etc.) • increasing visibility of cycling through the introduction of a Cycle Superhighway • extension of Cycle Hire Scheme/opportunity for Cycle hire schemes in Wembley <p>Action</p>	<ul style="list-style-type: none"> • Better quality cycle infrastructure incorporated within new developments • Additional cycle superhighway routes subsequent to current CS9 and CS10 (e.g. Marble Arch to Willesden and Harrow Road to Hyde Park) • Wider coverage of cycle hire network through provision of additional cycle hire stations <p>Outcome</p>	<p>Key Partner</p>	
	<p>To provide high quality cycle parking and storage facilities for use by cyclists</p>	<ul style="list-style-type: none"> • Organisations to adopt standards for secure cycle parking provision that follows best practice • Key public sector bodies to encourage more employees to cycle to work, for example through provision of changing facilities 	<ul style="list-style-type: none"> • Better quality, accessible provision of cycling facilities at workplaces and other key destination • Sports Centre's to ensure cycle storage accessible • Tube stations to be included in the provision of cycle storage 	<p>Leisure Connection Transportation</p>	

		<ul style="list-style-type: none"> Brent Biking Borough project 			
	To protect and enhance open green spaces and access to them for cyclists	<ul style="list-style-type: none"> Cycling in Parks Cycle routes on roads 	<ul style="list-style-type: none"> 6 cycle routes designed 3 parks where cycling is permitted and cycle routes are marked Open spaces protected and enhanced Refer to LIP 2011-2014 	<p>Transportation</p> <p>Sports & Parks</p>	
	Aim	Actions	Outcomes	Key partners	
	Maintain and promote key cycle routes in Brent in partnership with Sustrans and TFL	<ul style="list-style-type: none"> Ensure that local and National Cycle Networks are properly maintained, including routine work on surface repair To develop potential for traffic free provision for cyclists along canal towpaths and parks 	<ul style="list-style-type: none"> Increased length and usage of the National Cycle Network in Brent Traffic free provision made along canal towpaths and parks 	<p>Sports & Parks</p> <p>British Waterways</p>	
	To ensure high standards of technical excellence in infrastructure provision (roads, streets, canals, public spaces, workplaces) for cycling	<ul style="list-style-type: none"> Encourage highways engineers and planners to implement design and technical guidance for cycling infrastructure To encourage good on-road provision for cyclists New transport, land use and planning decisions to be assessed to ensure good access for cyclists 	<ul style="list-style-type: none"> Better cycling infrastructure that meets the needs of all users including disabled people 	<p>Transportation</p> <p>Planning</p> <p>Highways</p> <p>British Waterways</p> <p>Sports & Parks</p>	
	Aim	Actions	Outcomes	Key Partners	
Facilities	To create satellite	<ul style="list-style-type: none"> To identify suitable 	<ul style="list-style-type: none"> Holiday programmes and London Youth 	Schools	

	cycling facilities	schools and parks within the borough with appropriate facilities and negotiate access	Games training programmed at schools, sports centres and parks <ul style="list-style-type: none"> • Breeze projects • Sky rides 	Sports & Parks	
	To create a number of areas for alternative cycling sports	<ul style="list-style-type: none"> • Feasibility study on re-introducing BMX activity at Chalkhill • Explore other potential sites for cycling 	<ul style="list-style-type: none"> • BMX facility installed • Research/consultation carried out 	British Cycling Sports & Parks	
	Aim	Actions	Outcomes	Key Partners	
Coaching, Volunteering and Training	Introduction of the National Standards for cycling in the UK	<ul style="list-style-type: none"> • Build the capacity within Brent for delivery cycle training to the National Standard by supporting the training of new instructors 	<ul style="list-style-type: none"> • Over 75 new instructors to be trained • Breeze Projects <ul style="list-style-type: none"> - 10 leaders trained per year • Sky Rides <ul style="list-style-type: none"> - 20 leaders trained per year • Schools (parents & teachers) <ul style="list-style-type: none"> - 15 leaders trained per year 	Cycle UK Sports & Parks British Cycling	
	Aim	Actions	Outcomes	Key Partners	
Partnership & Clubs	Promote the potential volunteering opportunities for adults to support existing clubs	<ul style="list-style-type: none"> • Volunteer campaign developed and implemented. 	<ul style="list-style-type: none"> • Increase the number of adult volunteers by 10% 	Sports & Parks Clubs British Cycling	
	Where appropriate provide individual clinic meetings	<ul style="list-style-type: none"> • Support potential new clubs • If BMX facility built 	<ul style="list-style-type: none"> • 2 clubs have their own development plan in place. • Establish BMX club 	Sports & Parks British Cycling	

	with clubs to provide specific advice and support for funding bids and production club development plans Attract new clubs to the borough				
	Aim	Action	Outcome	Key Partner	
	Support and develop local clubs	<ul style="list-style-type: none"> Encourage clubs to attend the 'club fest' and other relevant events 	<ul style="list-style-type: none"> Clubs profiles increased through engagement with wider events organised by Sports Services 	Pro Active West Sports & Parks Service	
		<ul style="list-style-type: none"> Provide individuals support to clubs that would like to develop their internal structures (such as constitution, accounts etc) 	<ul style="list-style-type: none"> Individual support provided to clubs wishing to develop their internal structures 	NGBs Pro Active West Sports & Parks Service	
Schools/Young People	Improve the links between local clubs & the school sport sector	<ul style="list-style-type: none"> Undertake a detailed review of current provision of cycling provided in a school setting 	<ul style="list-style-type: none"> Review undertaken 	Schools	
		<ul style="list-style-type: none"> Organise an annual meeting with key representatives from school sport and local clubs to produce a concise plan of action for the development of school club links, taster sessions, school festivals 	<ul style="list-style-type: none"> Annual meetings in place, resulting in the development of an action plan articulating cycling club links with the education centre 	Schools Clubs	
	Aim	Action	Outcome	Key Partner	
		<ul style="list-style-type: none"> Where appropriate 	<ul style="list-style-type: none"> Improved links established 	Clubs Sports &	

		encourage young leaders to support cycling in the borough		Parks	
	Increase the number of competitive opportunities available for young people	<ul style="list-style-type: none"> Open the selection process to all (relevant) clubs to allow more young people the opportunity to participate in the London Youth Games 	<ul style="list-style-type: none"> Ensure open selection methods are incorporated through the engagement of all local clubs 		
		<ul style="list-style-type: none"> Organise Triathlon event at Willesden sports Centre Promote and encourage club activities for young people 	<ul style="list-style-type: none"> Annual Event 		
	Aim	Actions	Outcome	Key Partners	
Publicity & Marketing	Promote the wide range of benefits that can be achieved through cycling	<ul style="list-style-type: none"> Aim for NHS Brent and Brent Council's plans, policies and activities to be integrated to deliver improved promotion of cycling 	<ul style="list-style-type: none"> More people cycling, more safely, more often 	Sports & Parks Service Transportation	
	Increase the profile of cycling	<ul style="list-style-type: none"> Produce an online guide to cycling Place copy of the Cycling Development Plan online 	<ul style="list-style-type: none"> Webpage uploaded Development plan uploaded Leaflets printed and distributed promoting cycling and cycle 	Sports & Parks Service Webteam	

		<ul style="list-style-type: none"> Design and prints a series of leaflets to promote cycling in Brent 	activities		
	Raise the profile of Cycling in Brent through National and local initiatives	<ul style="list-style-type: none"> 2012 Olympics & Paralympics Go Ride Sky Rides Breeze Tour de France Tour of Britain 	<ul style="list-style-type: none"> Programmes/events delivered 	Sports & Parks Service Transportation	
	Aim	Action	Outcome	Key Partners	
		<ul style="list-style-type: none"> Work with Clubs, schools and cycling providers to improve their marketing skills to a wider audience 	<ul style="list-style-type: none"> Increase in club membership Increase in number of people cycling 	Clubs Sports & Parks British Cycling	
Funding	Seek external funding for expertise and time to lead, manage and deliver cycling projects	<ul style="list-style-type: none"> Review the need for a community coach in cycling to improve school links, develop taster sessions, open festivals etc. Explore possibilities re: funding 	<ul style="list-style-type: none"> Need established – apply for funding and successful applications recorded A Community Cycling development Officer in post 	Sports & Parks	
	Provide support and advice to attract more funding into local clubs	<ul style="list-style-type: none"> Develop examples of best practice to highlight to clubs how successful funding bids have been produced 	<ul style="list-style-type: none"> Produce examples for clubs to access 	Sports & Parks Transportation	
Monitoring & Evaluation	Monitor Progress made against the actions contained in this plan	<ul style="list-style-type: none"> Undertake regular evaluation of progress against the actions contained in this plan Steering group to evaluate progress 	<ul style="list-style-type: none"> A robust evidence base established in order to measure progress and inform future targets 	Sports & Parks Transportation	

APPENDIX 5.

Detailed breakdown of Brent's 2012/13 TfL LIP programme – funded transportation interventions to benefit cycling across Brent.

Scheme ref/title	Scheme type	Allocation (£k)	Wards affected
RO1 - A4089 Ealing Road (Glacier Way to Bridgewater Road)	Carriageway Maintenance	75	Alperton/Wembley Central
RO2 – A404 Harrow Road (Roundtree Road to Rugby Avenue)	Carriageway Maintenance	96	Sudbury
RO3 – A407 Walm Lane (from Station Parade to High Road Willesden)	Carriageway Maintenance	88	Willesden Green/Mapesbury/Dudden Hill
RO4 – A404 Harrow Road (from Jesmond Avenue to Flamstead Avenue)	Carriageway Maintenance	78	Tokyington
RO5 – A404 Harrow Road (from Victoria Avenue to Monks Park)	Carriageway Maintenance	48	Tokyington
RO6 – A4005 Bridgewater Road (from Whitton Avenue to Nos 146)	Carriageway Maintenance	132	Alperton/Sudbury
RO7 – A404 Watford Road by Northwick Park hospital	Carriageway Maintenance	70	Northwick Park
RO8 – A407 High Road Willesden (Dudden Hill Lane to Huddlestone Road)	Carriageway Maintenance	124	Dudden Hill
RO9 – A4006 Kenton Road (Hawthorne Avenue to Gayton Road)	Carriageway Maintenance	77	Northwick Park
RO (carriageway maintenance) – sub-total:	Carriageway Maintenance	788	
CO/1 – A5 Corridor, integrated	Corridors &	50	Dollis

<p>transport interventions. Building on the bus priority measures delivered during 2010/11 and 2011/12. To develop a new series of Casualty and congestion reduction measures along the Shootup Hill, Cricklewood Broadway of the A5 - including bus priority/accessibility proposals for delivery 2013/14 onwards.</p>	Neighbourhoods		Hill/Mapesbury
<p>CO/2 - Blackbird Hill – Neasden Lane North - Tanfield Avenue - Crest Road. Bus led improvements, mainly linked to rationalisation of resident parking which was causing bus service reliability issues.</p>	Corridors & Neighbourhoods	20	Dollis Hill
<p>CO/3 - Chamberlayne Road (Kensal Rise). Continuation of the corridor project delivering safety, accessibility and cycling measures along the Kensal Rise Station section of Chamberlayne Road.</p>	Corridors & Neighbourhoods	100	Queens Park/Brondesbury
<p>CO/4 - Chichelle Road (From Melrose Avenue to Cricklewood Broadway) road danger reduction interventions. Delivery of road danger reduction measures around the Melrose Avenue/Chichelle Road junction.</p>	Corridors & Neighbourhoods	80	Mapesbury
<p>CO/5 - Ealing Road (north) - from Bridgewater Rd to High Rd, Wembley inc. High Rd Wembley Jctn with Lancelot Rd. Continued development, consultation and commencement of implementation of a series of parking control, pedestrian access and casualty & congestion reduction measures along the section of Ealing Road between the High Road and Bridgewater Road.</p>	Corridors & Neighbourhoods	150	Wembley Central

CO/6 - High Rd Wembley - Wembley Hill Rd - Empire Way - Bridge Rd; Olympic 2012 Interventions. To complete outstanding elements of the pre-Olympic funded public realm and accessibility project along Empire Way.	Corridors & Neighbourhoods	10	Wembley Central / Tokyngton
CO/7 - Wembley Area (Olympics 2012) Legible London Pedestrian Way finding Intervention. To complete the pre-Olympic funded public realm and accessibility project providing additional Legible London signage to the new Civic Centre.	Corridors & Neighbourhoods	10	Wembley Central/ Tokyngton
CO/8 - Willesden Green STC (High Rd Willesden - Willesden Lane Jctn - Walm Lane). Continuing the accessibility and public realm improvements within the Willesden Town Centre corridor/area. Also providing improved access to Dollis Hill Station and around the Walm Lane/Willesden Lane junction	Corridors & Neighbourhoods	190	Willesden Green
CO/9 - Kenton Road - Orchard Grove - Preston Hill (Road danger reduction interventions) Consultation and implementation of casualty reduction measures developed during the 2011/12 financial year.	Corridors & Neighbourhoods	80	Kenton
CO/10 - High Road, Willesden - Brenthurst Road - Cobbold Road (Road danger reduction interventions) Consultation and implementation of casualty reduction measures developed during the 2011/12 financial year.	Corridors & Neighbourhoods	90	Willesden Green
CO/11 - Dudden Hill Lane - Burnley Road - Chapter Road (Road danger reduction interventions). Consultation and	Corridors & Neighbourhoods	90	Dudden Hill

implementation of casualty reduction measures developed during the 2011/12 financial year.			
CO/12 - Preston Road - Elmstead Avenue (Road danger reduction interventions). Development and implementation of pedestrian casualty reduction measures on Preston Road by the Elmstead Avenue junction	Corridors & Neighbourhoods	50	Preston
CO/13 - Bus Stop Accessibility Programme. Introduction of road marking and kerb-line adjustment to facilitate improve access to and from bus stops around the borough.	Corridors & Neighbourhoods	100	Borough-wide
CO/14 - Kenton Road Junction with Claremont Avenue. Road danger reduction interventions. Development of pedestrian casualty reduction measures around the Claremont Avenue junction on Kenton Road	Corridors & Neighbourhoods	15	Kenton
CO (corridors) sub-total:		1,035	
NH/1 - Sudbury and Harrow Road (Small Town Centre Area). Continued delivery of the local Town Centre scheme rationalising and enhancing the existing bus stops/stand facilities, providing better parking and loading facilities for local businesses. Improved access to Sudbury & Harrow Rail Station and enhanced public realm interventions	Corridors & Neighbourhoods	100	Sudbury
NH/2 - Rugby Avenue - Sudbury Avenue - Harrowdene Road Area Delivery of the 20mph zone, cycling and weight limit proposals developed during 2011/12	Corridors & Neighbourhoods	240	Sudbury

NH/3 - Donnington Road - Peters Avenue - Holland Road Area. Delivery of the 20mph zone, cycling and school safety proposals developed during 2011/12	Corridors & Neighbourhoods	190	Brondesbury Park / Willesden Green / Kensal
NH/4 - Chevening Road - Harvist Road Area - merge TMO with Aylestone Avenue Area ZO. Development and consultation of a Neighbourhood scheme within the Chevening Road area, including speed reduction and cycling measures.	Corridors & Neighbourhoods	30	Brondesbury Park / Queens Park
NH/5 - Car Clubs. A small element of funding for use in promoting the concept of car clubs and attempting to increase for demand for car clubs - particularly in the north of Brent.	Corridors & Neighbourhoods	5	Borough-wide
NH/6 - Installation of Electric Vehicle Charging Points (EVCPs). To facilitate the introduction of three more electric vehicle charging points (EVCPs), building on the four existing points currently in the borough	Corridors & Neighbourhoods	40	Borough-wide
NH/7 - Environmental health initiatives. Continued support for Brent's Environmental Health team for localised air quality monitoring linked to motor-borne air pollution	Corridors & Neighbourhoods	10	Borough-wide
NH/8 - Urban Realm / Street Trees. To facilitate the planting of new, shallow-rooting street trees linked to urban realm improvement projects spanning the borough	Corridors & Neighbourhoods	25	Borough-wide
NH/9 - Development and delivery of new and review of existing parking and waiting and loading restrictions and problem points around the borough.	Corridors & Neighbourhoods	60	Borough-wide

NH/10 - LIP-2 Policy: Studies/policy development for sustainable transport improvements Brent-wide	Corridors & Neighbourhoods	5	Borough-wide
NH/11 - Wembley Regeneration - Engineers Way and Civic Centre area Urban realm improvements. Delivery of accessibility and public realm improvements along Engineers way including enhanced pedestrian facilities on Empire Way signal junction.	Corridors & Neighbourhoods	300	Tokington
NH/12 - Greenhill Park – Nichol Road Area. Neighbourhood Scheme. Rationalising parking, assessing rat-running and potential speeding issues, addressing road casualty figures, improving the urban realm, planting street trees	Corridors & Neighbourhoods	30	Harlesden
Neighbourhoods sub-total:	Corridors & Neighbourhoods	1,035	
Corridors & neighbourhoods sub-total:	Corridors & Neighbourhoods	2,070	
SM/1 - School Travel Plans (engineering measures). Including new/improved pedestrian crossing facilities and Walking Initiatives. Development and delivery of accessibility and pedestrian safety measures around and on the routes to various schools.	Supporting Measures	275	Borough-wide
SM/2 - School Travel Plans (non-eng' measures) programme. "Smarter Travel" interventions linked to the development of school travel plans across Brent	Supporting Measures	25	Borough-wide
SM/3 - "Bike It" project, Sustrans/Brent. A partnership project with Brent NHS, Sustrans have been commissioned to lead	Supporting Measures	30	Borough-wide

on this targeted cycling development project, offering training and promoting the health/lifestyle benefits of cycling			
SM/4 - Transport policy & travel awareness programme. Ongoing travel awareness work, such as events and promotional activities, magazine articles and adverts to promote the use of sustainable transport across Brent.	Supporting Measures	10	Borough-wide
SM/5 - Education, Training & Publicity (ETP) initiatives. Road danger reduction related activities across the borough, such as awareness raising campaigns and other promotional activities - all related to making a Brent's roads safer for all road users.	Supporting Measures	30	Borough-wide
SM/6 - Adult & child cycle training programme. An annual programme of cycle training activity delivered on behalf of the Council by Cycle Training UK	Supporting Measures	90	Borough-wide
SM/7 – West London Alliance – sub regional travel planners. Brent's contribution to the travel-planning support provided to the borough by the West London Travel Planners - based in Ealing (via the "WestTrans" Partnership).	Supporting Measures	30	Borough-wide
SM/8 - School Buses Escort Programme. Community safety officers / school bus escort.	Supporting Measures	30	Borough-wide
SM/9 - Workplace Travel Plans – Brent-wide. To support the work of Brent's policy/sustainable transport team relating to the development of workplace travel plans within the borough.	Supporting Measures	10	Borough-wide
SUPPORTING MEASURES	Supporting Measures	530	

SUB-TOTAL			
TOTAL FOR ALL NEIGHBOURHOOD, CORRIDOR & SMARTER TRAVEL INTERVENTIONS (EX MAJOR SCHEMES AND CARRIAGEWAY MAINTENANCE)	Neighbourhoods, Corridors and Supporting Measures	2600	
HARLESDEN MAJOR SCHEME		500	Harlesden
LOCAL TRANSPORT (DISCRETIONARY) FUNDING		100	
TOTAL		3,988	

TABLE (3)

	2011/12 (£,000)	2012/13 (£,000)	2013/14 (£,000)
Formula Based	2711	2600	2229
Local Transport Funding	100	100	100
Principal Road Maintenance	590	788	t.b.c
Bridges	80	t.b.c	t.b.c.
Major Schemes (Northwick Park & Station Road)	530	0	0
Major Schemes (Harlesden)	0	500	2500*
Biking Borough	104	t.b.c	t.b.c
Enabling Works	55	t.b.c	t.b.c
Total (TfL)	4170	3988	4829