



# A new vision for the North Circular Road

Have your say

Brent Council wants to improve the area around the North Circular Road as part of a major new regeneration project. Initial ideas for improvements to the area have been drawn up in a new vision document. The proposals seek to deal with the negative impacts of the road and highlight the many opportunities available in the area. The proposals were drawn up following feedback from small community workshops held during the summer of 2008 and from a detailed analysis of the needs and opportunities of residents and businesses in the area.

# Brent Council's proposal for the North Circular Road (NCR) Regeneration Area

## By regenerating the North Circular Road we hope to:

- create a series of distinct places within the regeneration area
- improve the environment for local communities – with less pollution and noise, more green spaces and better community facilities
- showcase the borough's key attractions, such as Wembley National Stadium, Welsh Harp, Shri Swaminarayan Mandir, Ace Cafe and IKEA
- reduce negative impacts of the North Circular Road on local residents and turn the Brent section into the greenest stretch of road in London.

## Our key objectives

### Objective 1: improve the quality of the physical environment along the length of the North Circular Road.

#### Opportunity sites include:

- **Unisys/Bridge Park:** Redevelop the site to provide a new community sports facility, to replace the existing Bridge Park, and provide a mixed use development with residential, office and hotel uses
- **Northfields Industrial Site:** Northfields is mainly an employment site and future development proposals will need to maximise employment opportunities. There may be a possibility of having some additional residential space that makes use of the canal side location
- **Brentfield/St. Raphael's Estate:** Improve the feel of the area by creating new community spaces to meet in, and increase the quality of open space. We also want to improve access to and from the area.

In the long term we are also considering the removal of those properties most harmfully affected by the North Circular Road. These would be replaced with a green space designed to reduce noise and air pollution.

### Objective 2: Improve the quality of open space in the area and make it easier to access.

#### Our ideas include:

- improve local parks with better play spaces and meeting places
- establish new green spaces, including: a 'green buffer zone' running alongside the NCR and a new parkland setting for the Shri Swaminarayan Mandir
- improve pedestrian and cycle access to green spaces. This includes paths along the Grand Union Canal, Brent River Park, Wealdstone Brook and the Welsh Harp.

### Objective 3: Improve public transport and provide better pedestrian paths.

#### Our ideas include:

- station improvements to Neasden and Stonebridge Park stations; including a new public transport interchange at Stonebridge Park to connect with the proposed Wembley-Park Royal direct bus service
- improve traffic flow and pedestrian safety at traffic junctions along on the North Circular Road, most specifically at the IKEA junction
- new, and safe, pedestrian routes to improve access to local education, health and sports facilities.

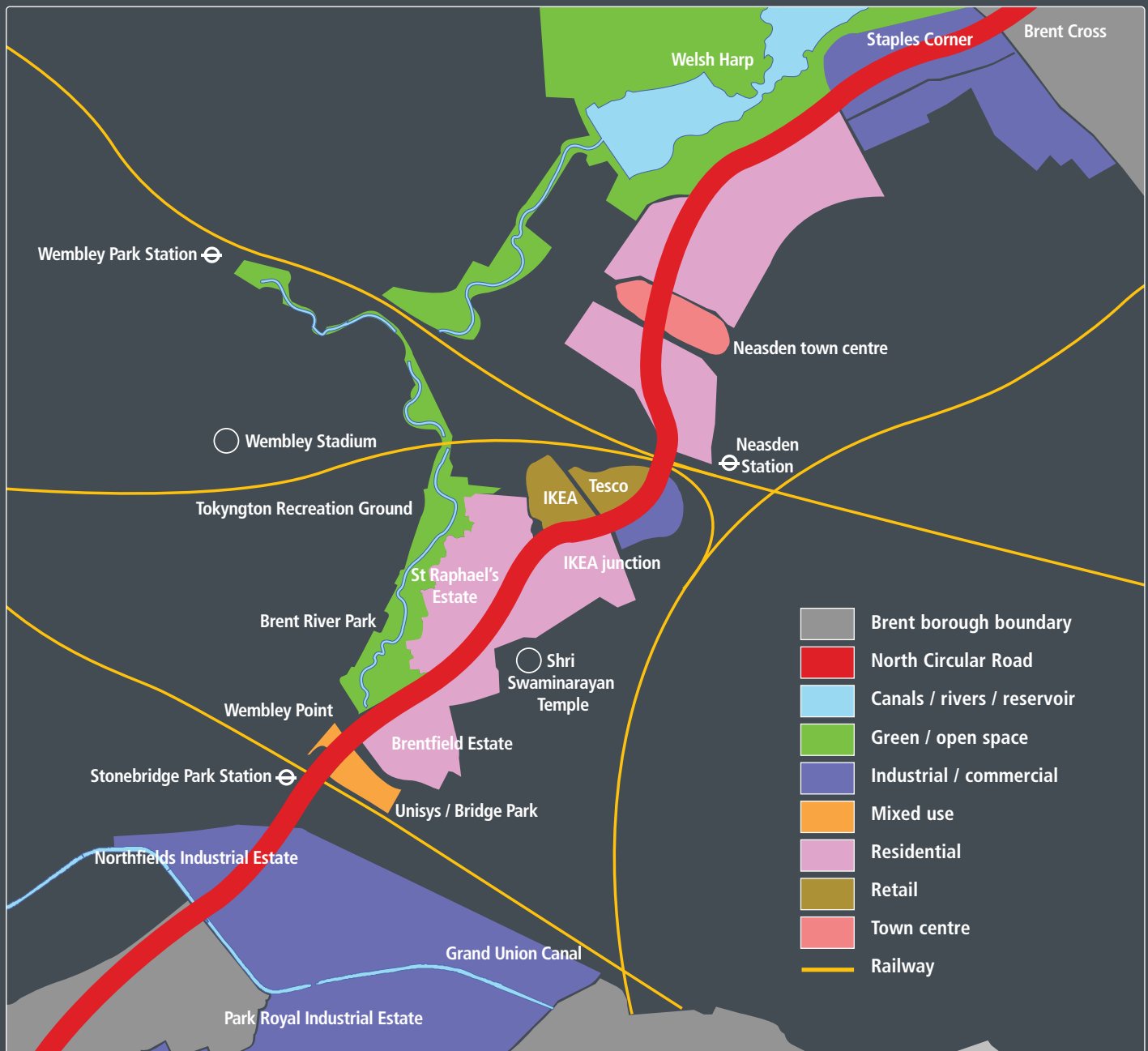
### Objective 4: continue to promote economic and social regeneration in the area, ensuring that local residents experience higher quality of life.

#### Our ideas include:

- maximising the local employment opportunities of new development sites
- build on the neighbourhood renewal programmes with intensive local outreach programmes to identify those people who are eligible for work and who want to work. Through these programmes provide skills training and prepare people for work
- upgrading community sports, education and health facilities across the regeneration area.



# Map of the North Circular Road Regeneration Area



## Keep me informed

If you would like to be kept informed about the North Circular Road regeneration project, please give us your contact details. In line with the Data Protection Act we promise to keep your details secure and only to use them in connection with this project. PLEASE SUPPLY DETAILS FOR YOUR PREFERRED METHOD, OR LEAVE BLANK IF YOU DO NOT WANT TO BE CONTACTED

### Name and address

### Email address

# Have your say

We value the opinion of all our residents. Please take the time to complete this questionnaire.

**1** Brent Council has identified a number of aims that it would like to achieve through the regeneration of the North Circular Road (NCR). Please rate how important you think each of the following aims is? PLEASE TICK ONE IN EACH ROW

	not at all important	not important	neither	important	very important	don't know
a. Creating new community spaces for people to meet in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Reducing air pollution and noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Showcasing the borough's key attractions such as Wembley Stadium, the Welsh Harp, the Shri Swaminarayan Mandir, Ace Cafe and IKEA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Use new crossings and transport connections to lessen the way the NCR divides communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Turning the Brent section of the NCR into the greenest stretch of road in London	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**2** There are four main objectives in the North Circular Road Regeneration proposals. Please rate how important each of the following objectives are for the area? PLEASE TICK ONE IN EACH ROW

**Objective 1: improve the quality of the physical environment along the North Circular Road**

	not at all important	not important	neither	important	very important	don't know
a. Unisys/Bridge Park: redevelop the site to provide new community sports facility, residential, hotel and office properties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Northfields Industrial Estate: create a mixed use residential and employment site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Brentfield/St Raphael's Estate: create new spaces to meet in and make the area feel nicer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How important overall do you think Objective 1 is?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Objective 2: improve the quality of open space in the area and make it easier to access**

PLEASE TICK ONE IN EACH ROW

	not at all important	not important	neither	important	very important	don't know
a. Improve local parks with better play spaces and meeting places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Remove the first row of houses along the NCR to create a new green strip to reduce noise and air pollution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Create a new parkland setting for the Shri Swaminarayan Mandir (Neasden Temple)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Improve pedestrian and cycle access to green spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How important overall do you think Objective 2 is?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# About you

Brent Council wishes to ensure that it hears the views of a range of people from different backgrounds. Please can you answer a few questions about yourself and your household? All your answers will be confidential.

**5 What is your gender**  
 Male  Female

**What is your age group**

16-24	<input type="checkbox"/>	55-64	<input type="checkbox"/>
25-34	<input type="checkbox"/>	65-74	<input type="checkbox"/>
35-44	<input type="checkbox"/>	75+years	<input type="checkbox"/>
45-54	<input type="checkbox"/>		

**6 Which of the following income bands does your household fall into? Please take account of the income of all of those in the household.**

Less than £10,000	<input type="checkbox"/>
£10,000 to £19,999	<input type="checkbox"/>
£20,000 to £29,999	<input type="checkbox"/>
£30,000 to £39,999	<input type="checkbox"/>
£40,000 to £49,999	<input type="checkbox"/>
£50,000 to £74,999	<input type="checkbox"/>
£75,000 or more	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

**7 What is your current housing tenure?**

Owner, with mortgage	<input type="checkbox"/>
Owner, outright	<input type="checkbox"/>
Privately rented	<input type="checkbox"/>
Local authority rented	<input type="checkbox"/>
Housing association rented	<input type="checkbox"/>
Other. Please specify:	<input type="checkbox"/>

**8 In which neighbourhood do you live?**

Brentfield Estate	<input type="checkbox"/>
Mitchelbrook	<input type="checkbox"/>
Neasden	<input type="checkbox"/>
St Raphael's	<input type="checkbox"/>
Welsh Harp	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

**9 Which one of the following groups best describes you?**

Asian Indian	<input type="checkbox"/>
Asian Pakistani	<input type="checkbox"/>
Asian Bangladeshi	<input type="checkbox"/>
Asian Other	<input type="checkbox"/>
Black Caribbean	<input type="checkbox"/>
Black African	<input type="checkbox"/>
Black Other	<input type="checkbox"/>
Chinese	<input type="checkbox"/>
Mixed White and Black Caribbean	<input type="checkbox"/>
Mixed White and Black African	<input type="checkbox"/>
Mixed White and Asian	<input type="checkbox"/>
Mixed Other	<input type="checkbox"/>
White British	<input type="checkbox"/>
White Irish	<input type="checkbox"/>
White other	<input type="checkbox"/>
Other ethnic group	<input type="checkbox"/>

**10 Do you have any long-term physical or mental impairment that limits your daily activities? PLEASE TICK ALL THAT APPLY**

Mobility impairment	<input type="checkbox"/>
Age related mobility difficulties	<input type="checkbox"/>
Visual impairment	<input type="checkbox"/>
Learning difficulty	<input type="checkbox"/>
Hearing impairment	<input type="checkbox"/>
Mental health condition	<input type="checkbox"/>
Serious long term illness	<input type="checkbox"/>
Other (please write in box below)	<input type="checkbox"/>

Return this completed questionnaire in the Freepost envelope provided by **23 December 2008** or fill it in online at [www.brent.gov.uk/northcircularroad](http://www.brent.gov.uk/northcircularroad)