

A Great Place

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2. A Safe Place

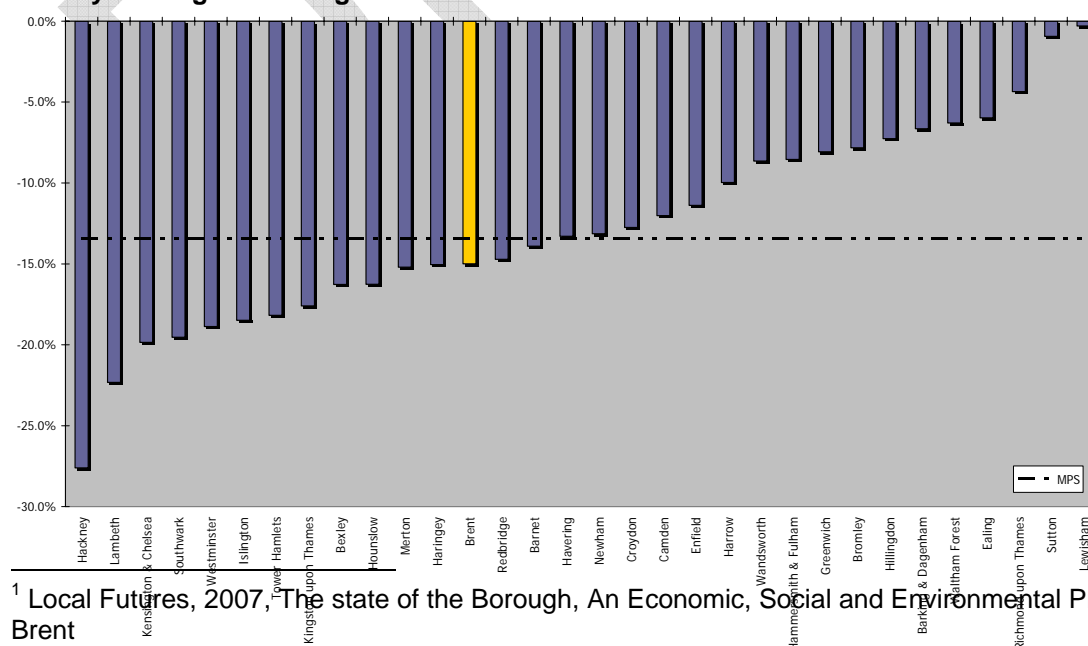
Crime Levels

Brent has traditionally been a high crime area, however, in recent years we have made significant progress in reducing crime levels within our borough. The State of the Borough report highlights how Brent recorded a significant decline in crime in 2006/07, above the average decline in London overall.¹ Since 2003/04 (PSA 1 baseline year) the borough has achieved a 15% reduction in its British Crime Survey (BCS) offences. This is the equivalent of 3,248 fewer offences than in 2003/04. We are aiming for a further 5% reduction on the baseline by the end of 2007/08.

| Basket of 10 | 2003/04 | 2005/06 | 2006/07 | Target (2006/07) | % Change (0304 to 0607) |
|----------------------------------|---------------|---------------|---------------|------------------|-------------------------|
| Residential burglary | 2,930 | 2,557 | 2,289 | -1% | -21.9% |
| Personal robbery | 1,734 | 2,247 | 2,036 | -11% | +17.4% |
| Thefts of MV | 1,891 | 1,577 | 1,279 | -4% | -32.4% |
| Thefts from MV | 3,249 | 3,246 | 3,343 | -12% | +2.9% |
| Interference and tampering | 33 | 40 | 20 | 0% | -39.4% |
| Criminal damage | 4,437 | 3,565 | 3,271 | -15% | -26.3% |
| Theft from person (snatch + dip) | 1,472 | 1,438 | 1,530 | - | +3.9% |
| Common assault | 4,381 | 2,033 | 1,688 | 0% | -61.5% |
| Wounding | 1,220 | 3,294 | 2,704 | 0% | +121.6% |
| Theft of pedal cycle | 320 | 326 | 259 | 0% | -19.1% |
| BCS Total | 21,667 | 20,323 | 18,419 | -6.3% | -15.0% |

Regional figures show that all London boroughs experienced a drop in their BCS total between 2003/04 and 2006/07; Brent ranking 13th.

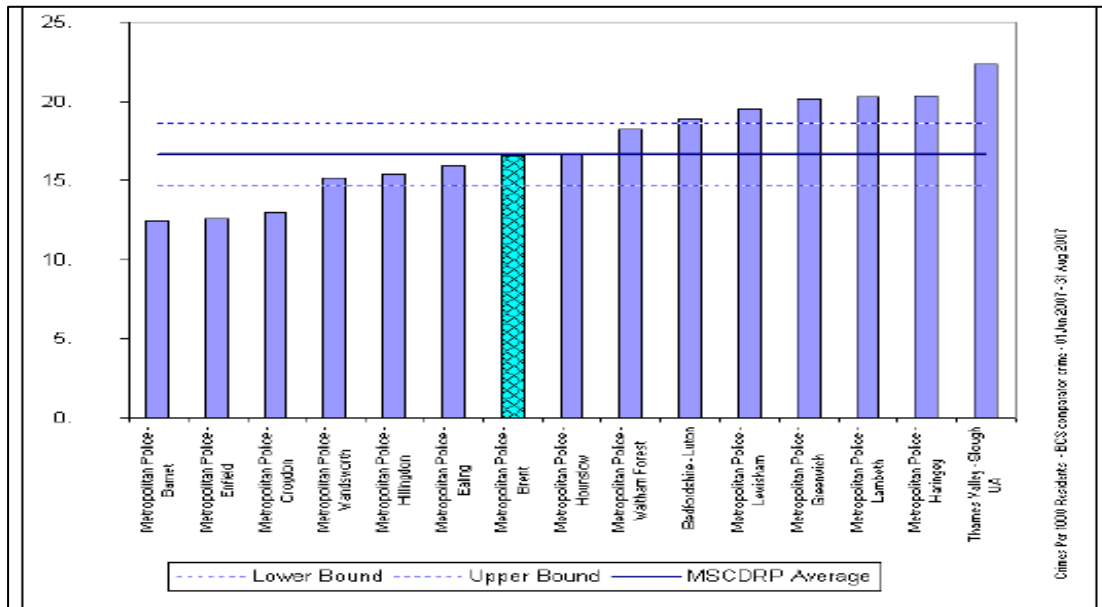
BCS by Borough: % change 2003/04 – 2006/07



¹ Local Futures, 2007, 'The state of the Borough, An Economic, Social and Environmental Profile of Brent'

Brent is performing well compared to our 'Most Similar' crime and disorder reduction partnership (CDRP) grouping in terms of BCS Comparator Crimes committed per 1,000 population. Brent is beneath the group average, of 16.64 offences with 16.51 offences committed per 1,000 of Brent's population. This is in comparison to Greenwich, Lambeth, Haringey, and Slough (Thames Valley) who all currently have rates of over 20 crimes per 1,000 population.

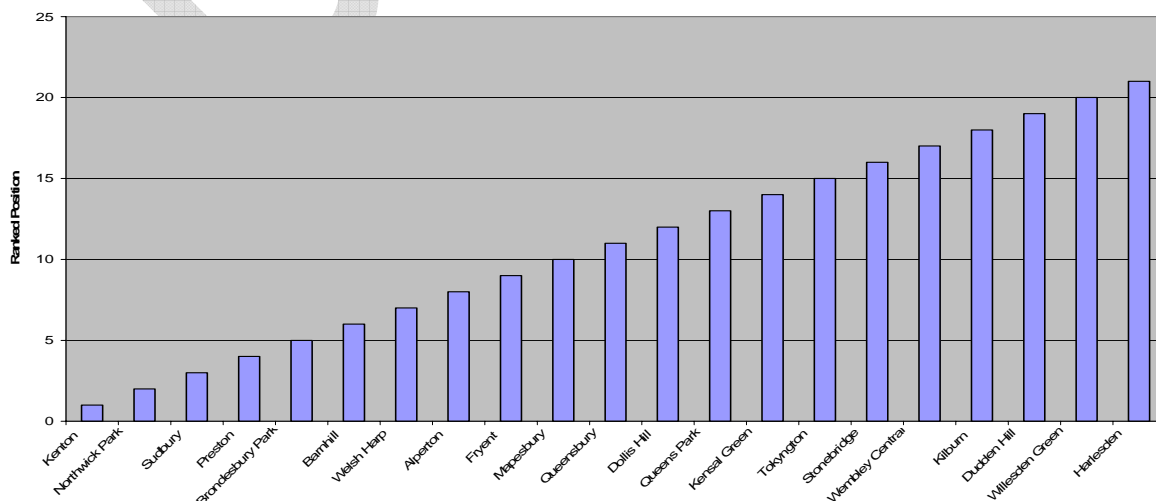
Barchart – Crimes per 1000 resident, Most Similar CDRP, 01 Jun 2007 – 31 Aug 2007



Further comparisons with our 'Most Similar' CDRP grouping shows that Brent is in the upper quartile for Sanctioned Detections in terms of the BCS Comparator Crimes. Brent is performing well, currently achieving 14.9% compared to Wandsworth on 9.48% and the group average at 13.68%.

Analysis of the total number of classified offences by neighbourhood reveals that the top four wards with highest crime levels are Harlesden, Willesden Green, Dudden Hill and Kilburn. This is a significant change from 2006/07 data where Stonebridge had the highest levels of crime.

Number of Classified Offences Per 1000 Resident Ranked, April – Sep 2007

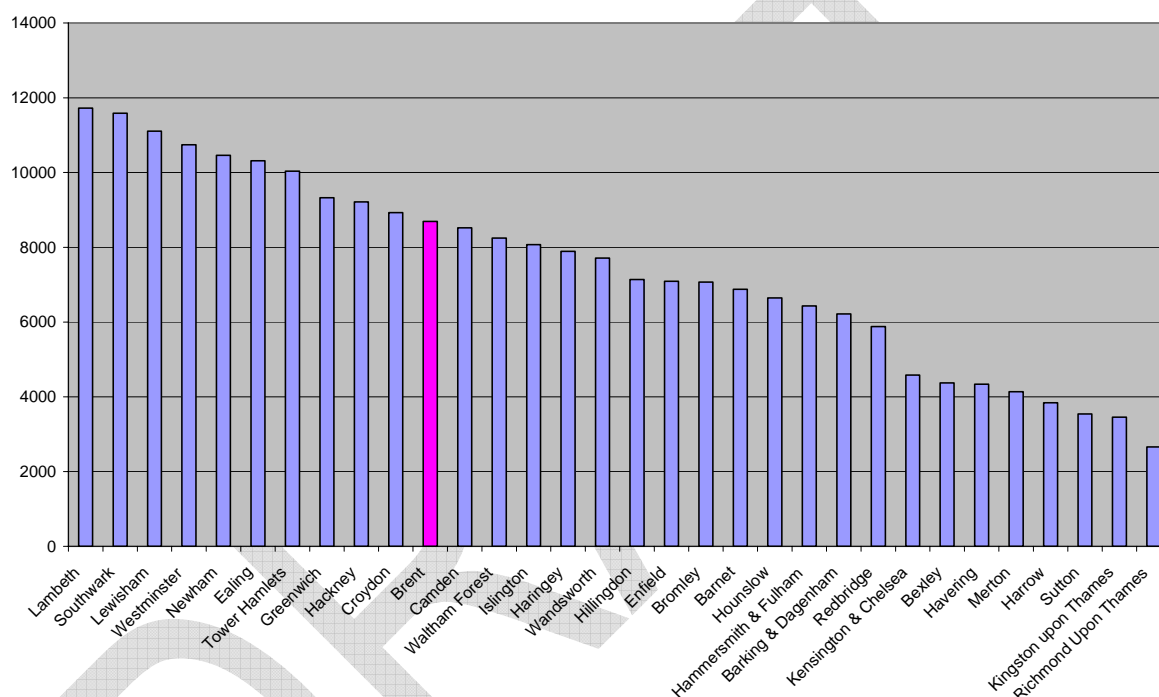


Violent Crime

Violent crime comprises of violence against the person, sexual offences and robbery. Traditionally Brent has had high levels of violent crime, compared to other London boroughs. In 2006/07, however, we had a reduction from 10927 to 8696 violent offences overall. This improvement significantly reduces our ranking from 6th to 11th, as worst London borough. Violence against the person comprises

| | 2000-01 | 2001-02 | 2002-03 | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|-----------------------------|---------|---------|---------|---------|---------|---------|---------|
| Brent | 8055 | 8381 | 8379 | 9552 | 11517 | 10927 | 8696 |
| Brent London Ranking | 9 | 10 | 10 | 8 | 4 | 6 | 11 |

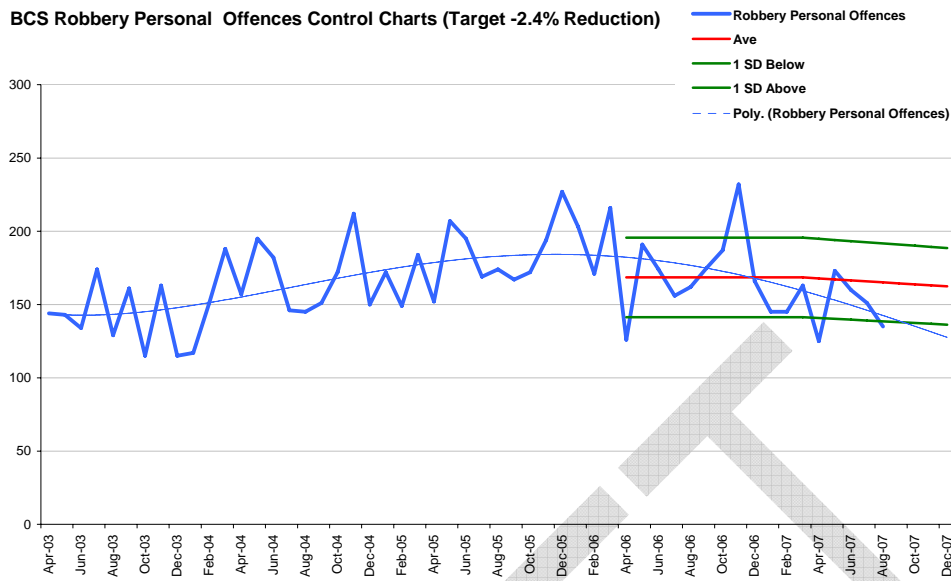
Violent Crime 2006/07, Local Authority



Areas of high incidence for Brent include personal robbery and domestic violence, however, domestic violence incidents have significantly decreased since 2005/06

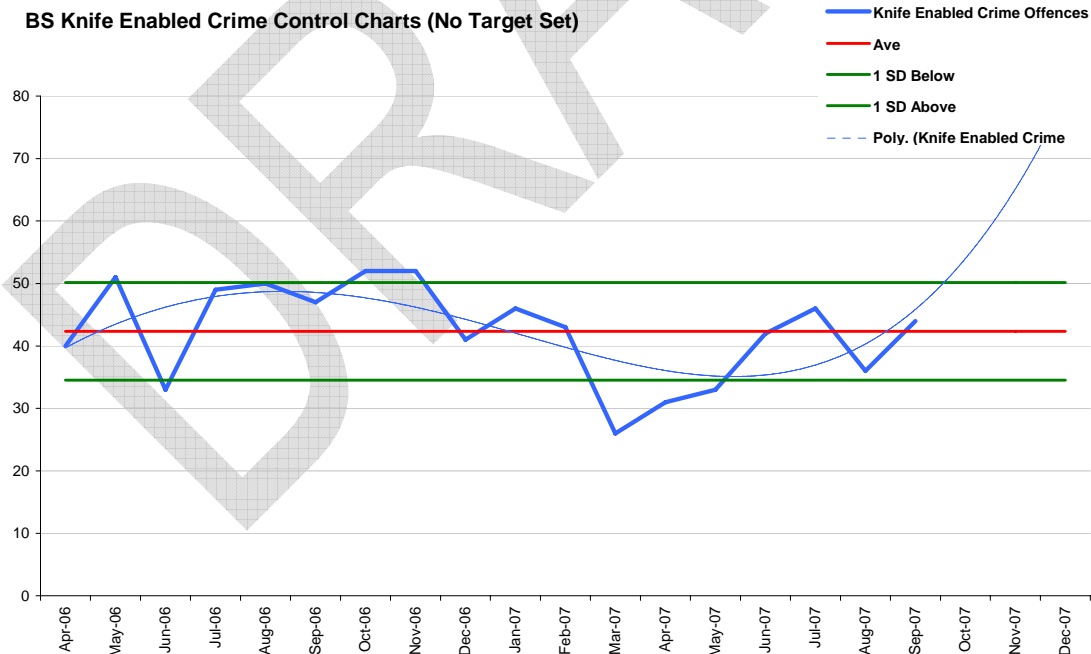
| Brent Offences | 2005/2006 | 2006/2007 |
|-----------------------------|------------------|------------------|
| Murder | 10 | 4 |
| Grievous bodily harm | 192 | 193 |
| Personal Robbery | 2247 | 2036 |
| Rape | 97 | 93 |
| Gun enabled crime | 200 | 175 |
| Knife crime | 630 | 679 |
| Domestic Violence Murder | 1 | 1 |
| Domestic Violence offences | 1893 | 1525 |
| Domestic Violence incidents | 4509 | 2970 |

Personal Robbery



The level of Personal Robbery is currently on a downward trend, however, there was an unanticipated increase in May 2007 from 125 offences in April to 173 offences. This was due to a number of reasons, including a sudden increase in youth robbery offences along the routes to and from school.

Knife Enabled Crime



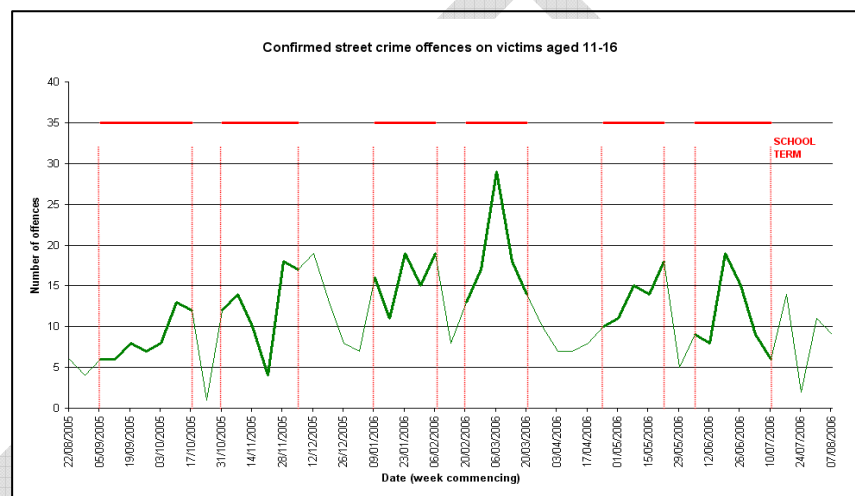
The graph clearly highlights an increase in knife enabled crime since March 2007, and this is predicted to rise. The vast majority of knife enabled crime in Brent concerns robbery offences where victims are either threatened or attacked with a knife. This increase is similar to an overall rise in the Met Police, and has been associated with a rise in youth crime. Further research needs to be carried out in order to ascertain these links. Current figures indicate Brent is achieving a 13% reduction in offences compared to 2006/2007.

Youth Crime

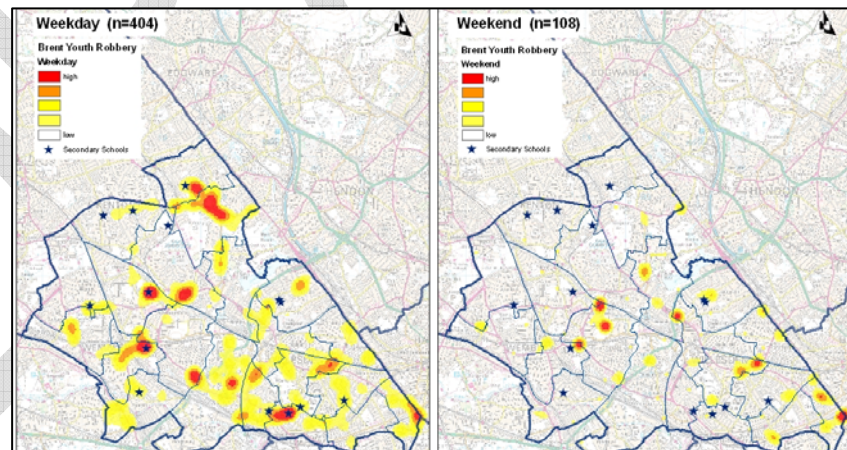
As stated above there has been recent increasing in youth crime in Brent, particularly regarding robberies committed against youth victims (aged 10-17 years old). The findings indicated that;

- around 30% of personal robbery offences in Brent are committed on youths.
- personal robbery offences (all) have increased at a higher rate than those committed against youths.
- the locations of robberies involving youth victims differ to that of robbery involving adult victims.
- the locations of youth robbery hotspots change between weekdays and weekends.
- there is strong correlation between the location of youth robbery hotspots and the location of secondary schools.
- there is strong correlation between terms times and peaks in youth robbery offences.

Youth Crime & the School Term



Weekday vs Weekend



Youth Offending

The cost of youth crime in Brent has been calculated at approximately £4,205,000 in total for the year 2006/7. The part of that cost attributable to re-offending is put at £2,990,000. These figures are proxy based on Audit Commission methodology that on average each offence committed by a youth has a monetary value of £5000.

According to the Youth Justice Board Performance Framework the total number of offences committed in Brent for the 2006/07 period was 841. This figure is a conservative estimate due to high levels of non reporting particularly associated with young victimisation.

Nationally over 32,000 young adult offenders aged 18 – 24 were sentenced to imprisonment in 2004. Over two thirds of those will re-offend within two years of release, with over 40% being returned to prison. For male adolescents the reconviction rate rises to 82%.

Anti Social Behaviour

To monitor anti social behaviour within Brent we use data from the National Standard for Incident Recording (NSIR). The highest number of incidents occur for rowdy or inconsiderate behaviour, Substance Misuse and Street drinking.

| Incident / Problem Type ² | FYTD (2006/07) |
|--------------------------------------|----------------|
| Substance Misuse | 565 |
| Malicious Nuisance Communications | 243 |
| Abandoned Vehicle | 244 |
| Vehicle Nuisance/Inappropriate Use | 129 |
| Rowdy/Inconsiderate Behaviour | 4,065 |
| Rowdy/Nuisance Neighbours | 458 |
| Hate Incident | 81 |
| Trespass | 90 |
| Street Drinking | 549 |
| Noise | 214 |
| Prostitution Related Activity | 11 |
| Begging/Vagrancy | 84 |
| Animal Problems | 205 |
| Hoax Calls to Emergency Services | 53 |

The BVPI Survey 2006/07 asked respondents about their perception of anti-social behaviour in their local area. For the following indicators respondents found the issue a big or very big problem in their local area. Improvements were seen since 2003/04 for majority of issues.

| Problems in the Local Area | 2003/04 | 2006/07 |
|---|---------|---------|
| Parents not taking responsibility for the behaviour of their children | n/a | 64% |
| Teenagers hanging around on streets | 52% | 56% |
| Rubbish and litter lying around | 62% | 56% |
| People not treating other people with respect and consideration | n/a | 53% |
| People using/dealing drugs | 69% | 52% |
| Vandalism, graffiti and other deliberate damage to property or vehicles | 66% | 50% |
| People being drunk or rowdy in public spaces | 51% | 35% |
| Noisy neighbours or loud parties | 27% | 32% |
| Abandoned or burnt out cars | 54% | 20% |

The behaviour of children and teenagers hanging around on streets are two clear areas of concern highlighted from survey. This data may support some of the concerns highlighted NSIR data regarding rowdy/inconsiderate behaviour.

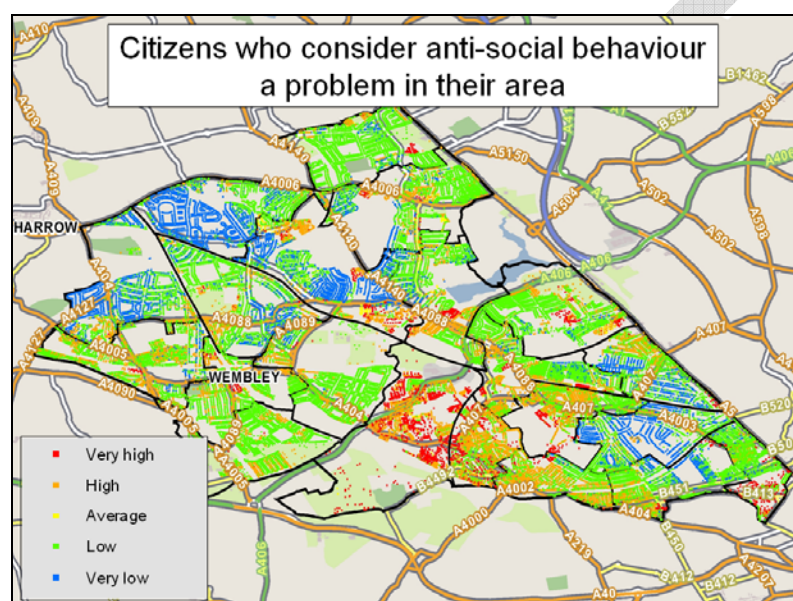
² Items highlighted in yellow have been identified as requiring further analysis/commentary, based upon the results of the Partnership Matrix found on pages 60-61.

Mosaic - perception of neighbourhood problems

Three of our main types in Brent, D27- 'Multi-cultural inner city terraces attracting second generation settlers from diverse communities', C20 - 'Suburbs sought after by the more successful members of the Asian community and F36 - 'High density social housing, mostly in inner London, with high levels of diversity' are twice as likely as the national average to consider **racism** a neighbourhood problem and our fourth main type, E28 'Neighbourhoods with transient singles living in multiply occupied large old houses' are nearly twice as likely as the national average to consider **racism** a neighbourhood problem.

Two of our most deprived types F38 'Singles, childless couples and older people living in high rise social housing' F36 - 'High density social housing, mostly in inner London, with high levels of diversity' are twice as likely as the national average to consider **noisy neighbours** a neighbourhood problem.

BVPI results combined with Mosaic data found that the neighbourhoods of Harlesden and Stonebridge were most likely to consider anti-social behaviour a problem.

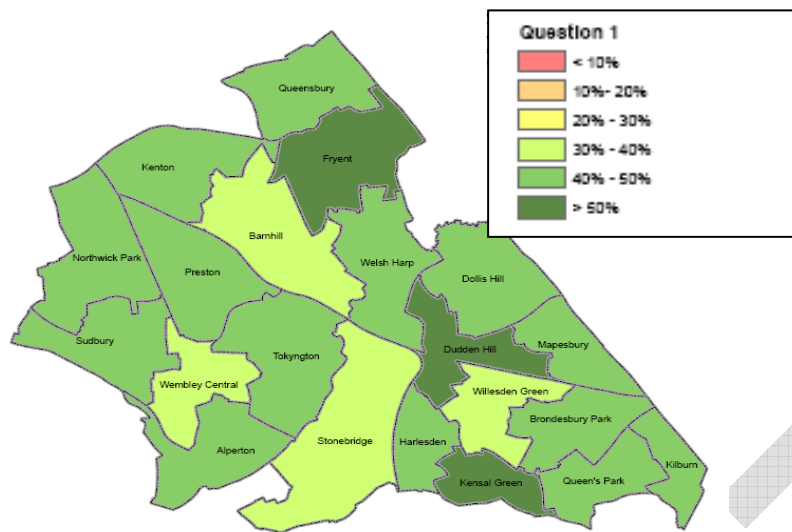


Fear of Crime

Results from the BVPI Survey have consistently found crime as the number one important issue for our residents.

| BVPI Questions | 2003/04 | 2005 (Interim) | 2006/07 |
|---|---------|-------------------|---------|
| Q1 - What makes your local area a good place to live? | 74% | 76% | 65% |
| Q2 - What most needs improving in your local area? | 58% | 57% | 52% |

Whilst crime was considered the most important factor in making somewhere a good place to live across the borough, the wards who most felt this was an important issue are Fryent, Dudden Hill, Kensal Green (over 50% of respondents). The wards with fewest people who considered crime important are Stonebridge, Wembley Central, Willesden Green and Barnhill (20-30% of respondents). (Care should be taken with the interpretation of neighbourhood based results as the sample size for each ward is quite low).



Crime was also considered the most important thing in the local area that needs improving (52%). Stonebridge, Fryent, Dudden Hill were least likely to consider crime as most needing improvement (20-30% of respondents).

Mosaic – Fear of Crime

Our 4 main Mosaic types (signpost the type maps on page X) are slightly more likely than the national average to fear: being Insulted and pestered, mugging, attack from strangers, racial attack and rape. D27 'Multi-cultural inner city terraces attracting second generation settlers from diverse communities' and F36 'High density social housing, mostly in inner London, with high levels of diversity' twice as likely as the national average to fear racial attacks

Households in Brent which are more likely than national average to fear crime:

| Households in Brent | | Fear of Crime indicator |
|---------------------|------------|-------------------------|
| Number | Percentage | |
| 79,151 | 74% | Racial attack |
| 77,061 | 72% | Attack from strangers |
| 77,045 | 72% | Mugging |
| 76,972 | 71% | Rape |
| 76,833 | 71% | Insulted or pestered |
| 37,244 | 34% | Things stolen from car |
| 22,519 | 21% | Car stolen |
| 22,708 | 21% | Burglary |

In addition:

- One of our main mosaic types, F36 'High density social housing, mostly in inner London, with high levels of diversity' are slightly more likely than the national average to fear things being stolen from their car
- C20 'Suburbs sought after by the more successful members of the Asian community' are slightly more likely than the national average to fear their car being stolen and burglary

DRAFT

3. A Clean and Green Place

The Local Futures State of the Borough report rates the quality of the natural environment in Brent as very poor, when compared to the English average, quoting a high population density and small areas of green or open space, even relative to the London benchmarks.

Whilst Brent's natural environment accounts for less than a fifth of the Borough's land area, its open spaces, water courses and wildlife habitats make a very valuable contribution to the quality of the environment. Brent's very wide range and size of green and blue (water) spaces have many functions, ranging from providing essential breaks in an otherwise, unbroken townscape, affording pleasant vistas, offering opportunities for recreation and sports activities and preserving wildlife habitats.

Brent's parks are among the best in the country and have won nationally recognised accolades, and three were named in the 2007 Good Parks Guide. We have three open spaces designated as 'Sites of Metropolitan Importance':

- Fryent Country Park
- Brent Reservoir / Welsh Harp
- Grand Union Canal

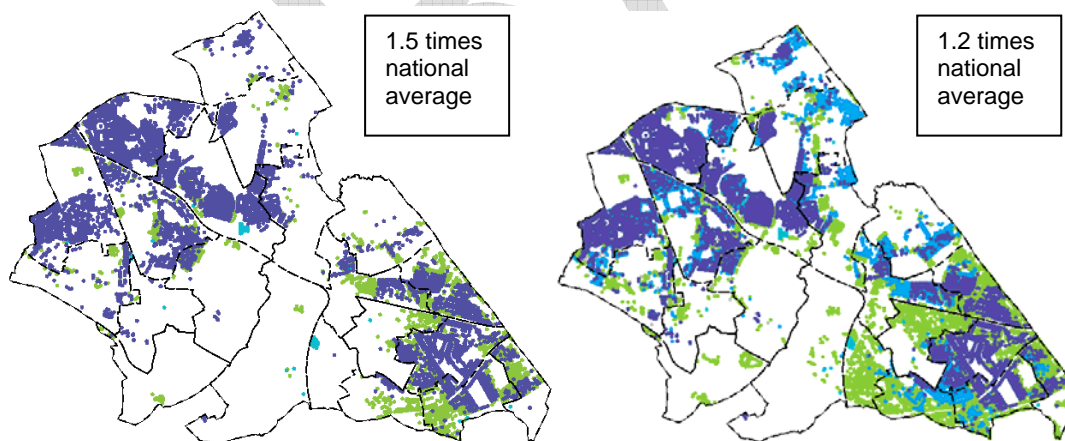
In 2006/07, resident satisfaction with parks and open spaces was 71%, a 5% improvement on the previous survey.

Brent seeks to preserve the quality of our environment by protecting it from inappropriate development, reducing pollution and waste and improving recycling.

Mosaic – concern about environment

Mosaic can show us our residents who are most concerned about the environment. These tend to be our more wealthy residents and our young adult population.

Concern about the environment



| Type | Households in Brent | Value* |
|---|---------------------|--------|
| B8 – Families and singles living in developments built since 2001 | 754 | 177 |
| A3 – Successful managers living in very large houses in outer suburban locations | 1348 | 175 |
| E30 – Young professionals and their families who have gentrified terraces in pre 1914 suburbs | 4713 | 163 |
| A5 - Senior professionals and managers living in the suburbs of major regional centres | 2474 | 160 |

| | | |
|---|------|-----|
| E29 – Economically successful singles, many living in privately rented inner city flats | 3871 | 153 |
| A2 – Highly educated senior professionals, many working in the media, politics and law | 3871 | 150 |

* NOTE The value is used to compare the mosaic type with the national average which is 100. Mosaic types with values greater than 100 are more likely to display the characteristic in question, in this case concern for the environment.

Envirocrime

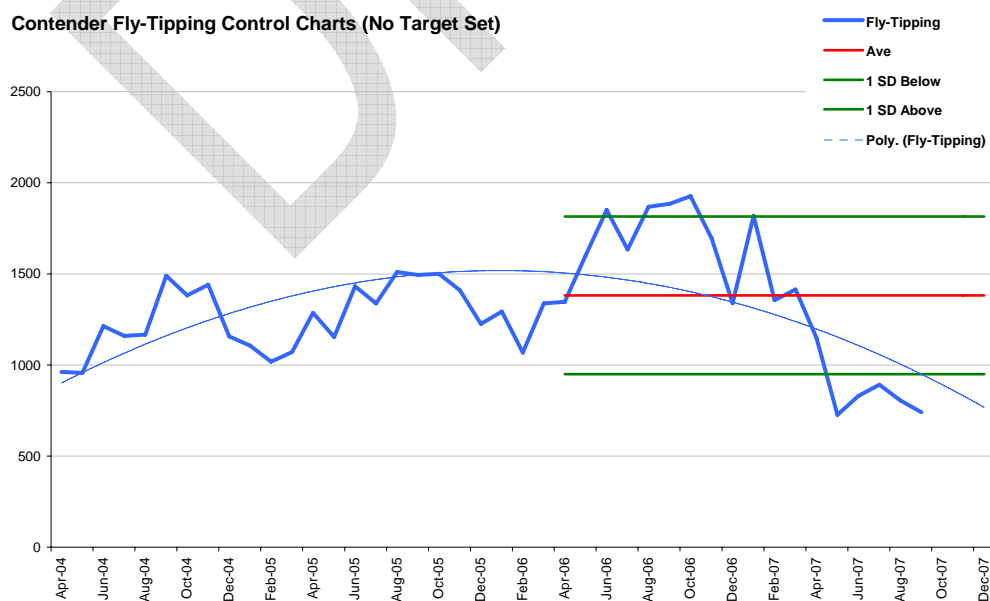
The table and charts highlight the borough’s performance regarding individual envirocrime-types. Data spans April 2004 to September 2007. It is evident that although performance fluctuates from one envirocrime-type to another, reductions occurred across all incident types with incidents of Litter, Fly Tipping, Fly Posting, Drug Debris and abandoned vehicles being reduced by over 45%.

| Incident / Problem Type | PYTD | FYTD | Variance | % Change |
|--------------------------|-------|------|----------|----------|
| Abandoned Vehicles | 1351 | 701 | -650 | -48.1% |
| Litter: Grade D only | 1282 | 592 | -690 | -53.8% |
| Drug Debris/Needle Finds | 12 | 6 | -6 | -50.0% |
| Fly Tipping | 10187 | 5113 | -5074 | -49.8% |
| Fly Posting | 263 | 132 | -131 | -49.8% |
| Graffiti | 1928 | 1289 | -639 | -33.1% |
| Dangerous Dogs | 31 | 23 | -8 | -25.8% |
| Noise Nuisance | 2029 | 1738 | -291 | -14.3% |

Fly-Tipping

The chart shows that incidents of fly-tipping have dropped significantly since December 2006 with incidents currently lower than at the same time last year and indeed lower than at any point during the last 3 years.

Contender Fly-Tipping Control Charts (No Target Set)



Litter, Detritus and Graffiti

Proportion of land assessed as having unacceptable levels of litter and detritus (e.g. sand, silt and other debris) has improved in the first survey of 2007 to 23.3%. This is a 9 percentage point improvement on last year's average score.

The analysis below also shows the overall score attributable to Brent's neighbourhoods. Not all neighbourhoods have been assessed, however, and ward data is difficult to interpret as it may be applicable to specific land use types and may not reflect overall cleanliness. It must be noted, however, that all neighbourhoods (where a comparison is possible) show significant improvement against the previous year. The neighbourhoods with the worst scores are Stonebridge and Queens Park.

BV199 Street Cleanliness by Neighbourhoods

| Neighbourhoods | 2006-07 | | | 2007-08 |
|--|-----------|-----------|-----------|-----------|
| | Tranche 1 | Tranche 2 | Tranche 3 | Tranche 1 |
| Alperton | | 57% | | 26.5% |
| Barnhill | 24% | 33% | | |
| Brondesbury Park | | 24% | | |
| Dollis Hill | | 26% | 35% | 0% |
| Dudden Hill | | 38% | 0% | 26% |
| Fryent | 28% | | 33% | 0% |
| Harlesden | | | 16% | 21.7% |
| Kensal Green | | 13% | | |
| Kenton | | | 25% | |
| Kilburn | 34% | 40% | | 25% |
| Kingsbury | | | | |
| Mapesbury | 25% | | | |
| Northwick Park | | | 45% | |
| Preston | | 40% | 21% | 22.7% |
| Queens Park | | | | 11.6% |
| Queensbury | 25% | 38% | 54% | 36.4% |
| Stonebridge | | 34% | 55% | 46.4% |
| Sudbury | | 10% | 45% | |
| Tokyngton | | 0% | 41% | 8.3% |
| Welsh Harp | | 50% | 35% | 25% |
| Wembley Central | | 31% | 33% | 12.9% |
| Willesden Green | | 25% | 33% | 23.7% |
| Total / headline figure for Borough | 28% | 32% | 36% | 23.3% |

Note* Tranche = Survey / Assessment

Significant improvements in public satisfaction can be seen with cleanliness and waste BVPI survey indicators:

- Satisfaction with cleanliness of land from litter and refuse increased by 14% (from 2003/04) to 65%.
- Satisfaction with our waste disposal improved by 14% (from 2003/04) to 54%, 10% more than the 4% improvement nationwide.
- Satisfaction with waste collection has increased by 8% (from 2003/04) to 81%. This places us in the top quartile of all London boroughs.

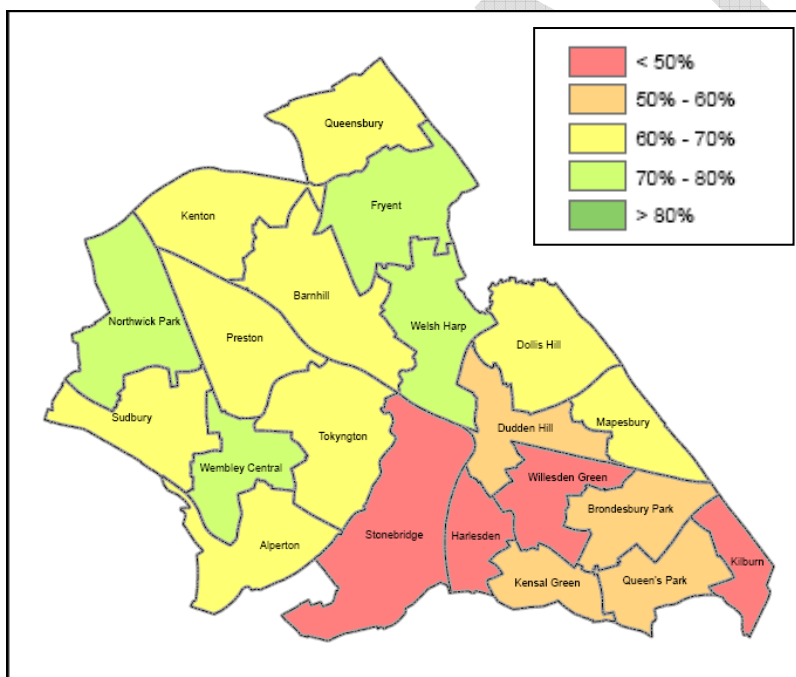
Recycling

Each year the council sends approximately 100,000 tonnes of waste to landfill each year this costs us less than £6million a year to dispose of. It is estimated to cost £17million by 2020. Recycling is therefore a core priority of the council.

In addition to the financial burden, putting rubbish into landfill sites releases greenhouse gases, particularly carbon dioxide (CO₂) and methane (CH₄). Brent Council's operations release around 70,000 tonnes in total per year. This is the same amount of (CO₂e) that 11,200 homes release in one year. If we can reduce the total amount of waste created, and then achieve a recycling rate of 45%, we believe we could reduce our CO₂-equivalent (CO₂e) emissions by around 35,000 tonnes per year.

In 2007/08 the council has improved the percentage of households collecting or composting household waste. July to September 2007 figures were just under 25%. This is roughly a 6% increase from previous financial years figures which fell to a low of 18.5% in March 2007. It equals 11727 tonnes of recycling per household.

Satisfaction with waste recycling recorded in 2006/07 BVPI survey increased by 5% to 56% from 2003/04 figures. The percentage of people satisfied with recycling collection service overall is lowest in the neighbourhoods of Stonebridge, Harlesden, Willesden Green and Kilburn and highest in Northwick Park, Wembley Central Fryent and Welsh Harp.



Mosaic – People Should Recycle

No mosaic types have particularly strong views about recycling, this could be due to limited information which feeds into the model. Those that do think people should recycle tend to be our young adult population, young families or couples, or our very wealthy residents. Characteristics they share are that they are likely to be professionals, well educated and lead healthy lifestyles.

The top mosaic types for Brent which are most likely to recycle are:

| Type | Households in Brent | Value* |
|---|---------------------|--------|
| E30 – Young professionals and their families who have gentrified terraces in pre 1914 suburbs | 4713 | 119 |
| C19 – Singles and childless couples increasingly taking over attractive older suburbs | 5567 | 119 |
| A2 – Highly educated senior professionals, many working in the media, politics and law | 3871 | 150 |
| E29 – Economically successful singles, many living in privately rented inner city flats | 3871 | 153 |
| E28 – Neighbourhoods with transient singles living in multiply occupied large old houses | 17169 | 108 |
| C20 –Suburbs sought after by the more successful members of the Asian community | 22313 | 108 |

* NOTE The value is used to compare the mosaic type with the national average which is 100. Mosaic types with values greater than 100 are more likely to display the characteristic in question, in this case recycling.

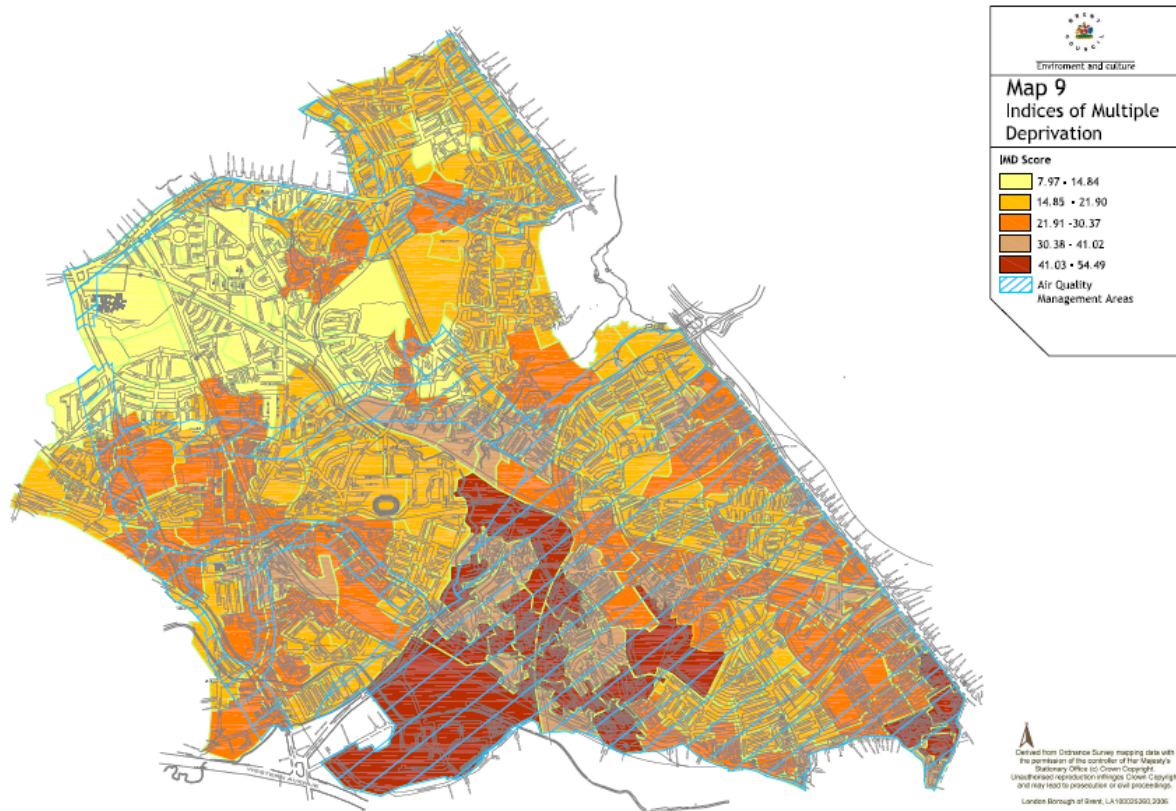
Pollution

Air pollution is harmful to human health, aggravating respiratory ailments such as asthma and bronchitis whilst exacerbating heart conditions. The Government estimates that high air pollution episodes are responsible for causing 25,000 premature deaths in the UK each year, mainly amongst the very young and the elderly

Review and Assessment of the borough's air quality against the government's national objectives for key pollutants indicated that Brent would not meet objectives for Nitrogen Dioxide (NO₂) and particulates (PM₁₀) by 2005. Studies into source appointment of pollutants indicated that motor traffic emissions accounted for the vast majority of NO₂ emissions and 20-40% of particulate emissions.

Brent declared an Air Quality Management Area for the entire Borough south of the A406 North Circular and on key road corridors North of this.

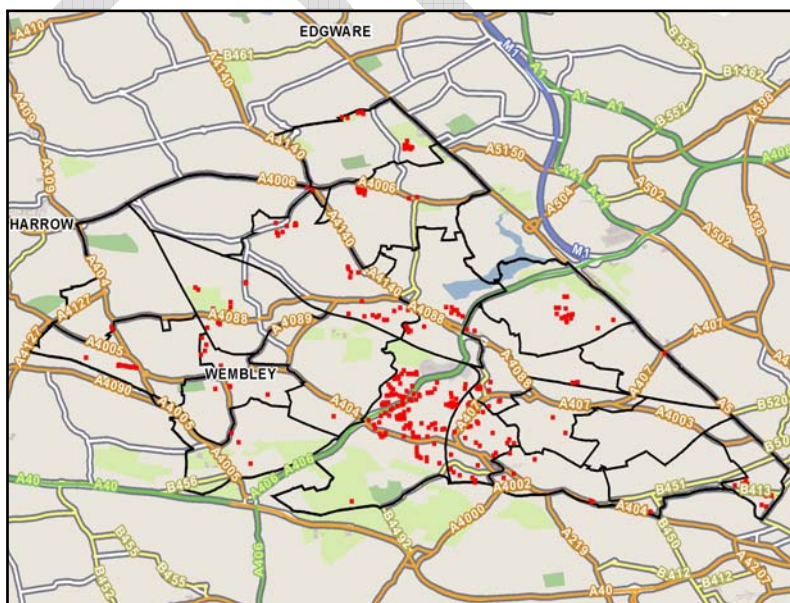
This map illustrates a strong correlation between poor air quality and relative deprivation across much of the Borough. Households in these areas are likely to have less access to motor vehicles than those in others; at the same time, they suffer disproportionately in air quality and health terms from the effects of pollution.



Mosaic - Acute upper respiratory infections

Acute upper respiratory infections are a symptom of pollution. Mosaic Group G is 2.5 times the national average more likely to suffer from Acute upper respiratory infections. These households are primarily located around the north circular. This group is highly deprived, have low incomes and tend to live in social housing.

Group G - Acute upper respiratory infections



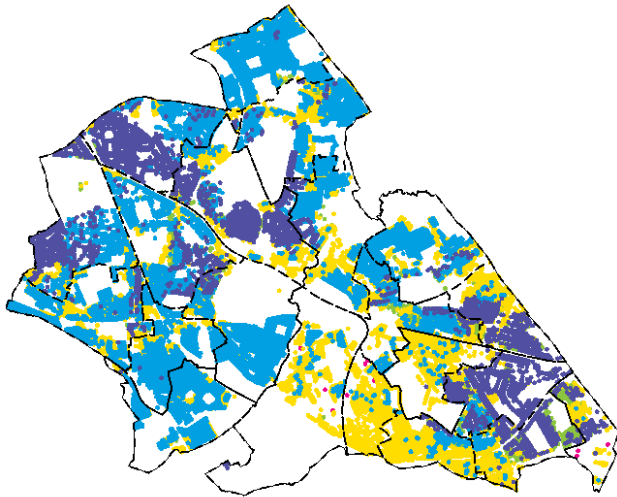
Group G: Low income families living in estate based social housing.



Mosaic - Household Emissions

From Mosaic we can see that two of our top groups in Brent C20 - Suburbs sought after by the more successful members of the Asian community and D27 - Multi-cultural inner city terraces attracting second generation settlers from diverse communities are likely to have high household emissions at 1.5 and 1.2 times the national average respectively. This may be attributed to the fact they also tend to have large households and multiple cars per household.

Household emissions (greater than national average > 120)



Transportation

'As with the rest of London, Brent scores very well on the connectivity index, ranking 34th out of 408 boroughs nationally. The London average is skewed by the inner London boroughs, ranking Brent a more modest 18th among the capital's local areas. The good connectivity in the borough results in significant levels of commuter 'churn' compared to national trends, with a large share of jobs in the borough taken by non-residents, and of residents working elsewhere. Notably, though, the share of local jobs taken by non-residents is below the London average. Resident commuters have a short travel to work time relative to the rest of London, largely using public transport.' (Local Futures, 2007, State of the Borough report)

The Borough has a complex public transport network with 48 daytime bus services and 13 night bus services which are utilised by 30million people a year, a figure that is growing at more than 5% per annum. Some 26 stations provide access to one or more of the Bakerloo, Jubilee, Metropolitan and Piccadilly London Underground lines and national rail services operated by Chiltern Railways, Silverlink Trains and South Central.

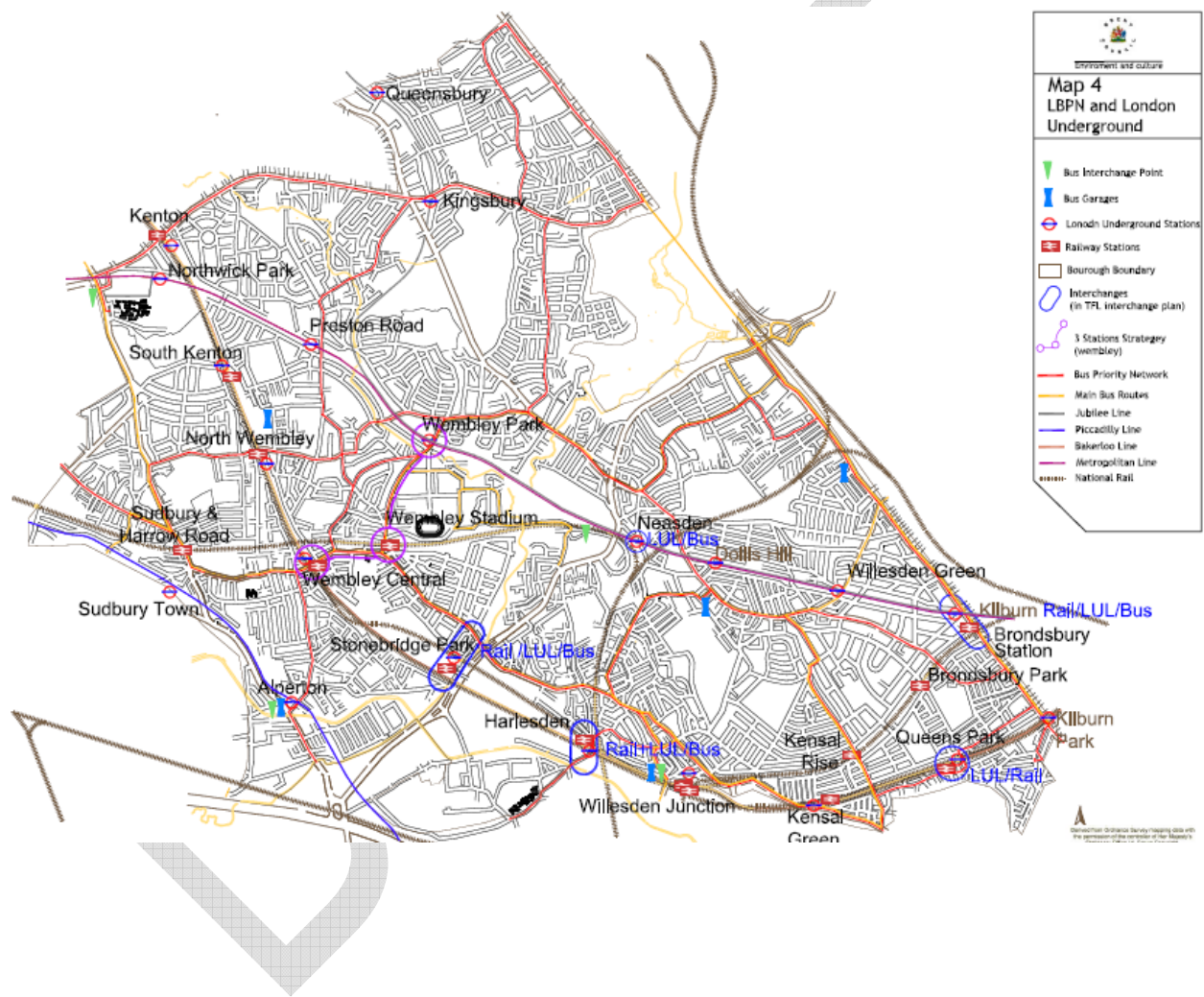
The most popular mode of choice is the private motor car or van, with a third of people travelling by this mode. The next most popular mode is the London Underground (the Tube). More than a quarter of Brent's population between the ages of 16-74 in employment use the tube to get to and from work. Just fewer than 13% of people use the bus, with 6.6% of people completing their work journey on foot.

Of the 99,991 households involved in the 2001 Census, 37.3% of households do not own a motor vehicle, 42.6% own 1 vehicle and 16.2% own 2 vehicles. It is important for the Council to recognise that over one-third of households in Brent do not own a private motor car.

There are some areas of Brent which have poor public transport accessibility and these are often areas of high deprivation where car ownership is also low. This includes the St Raphael's and Brentfield Estates which are severed by the A406 North Circular Road and sandwiched between rail lines, compounded by infrequent bus services.

A further aspect of accessibility is severance, where major highways or rail corridors create physical and psychological barriers which effectively cut off communities from key services. Key examples of this in Brent are the A406 North Circular Road and the West Coast Mainline which both sever the borough. The high speeds and traffic flows of the A406 are both intimidating and limit crossing only to designated controlled points.

Map: London Underground in Brent



4. A lively Place (Culture and Leisure)

Brent is very culturally diverse. We work collectively with our partners to ensure that the distinctive cultural assets of Brent are developed to their full potential. We use our cultural services to promote community cohesion and enhance civic pride through encouraging residents and visitors to celebrate their unique cultural identity. One way we meet together to celebrate our cultural diversity is at Brent Respect Festival, a showcase of music, dance and interactive workshops in one of Brent's award winning parks. Throughout the year there are a number of cultural festivals including:



Brent Black History Month, Brent Chanukah, Brent Christmas, Brent Diwali, Brent Eid, Brent Holocaust Memorial Day, Brent Navratri, Brent St Patricks and Wembley World Flavour, celebrating food and music from across the world.³

The new Brent Museum was opened in May 2006 and is now London's most visited community museum with over 35,000 visitors since opening compared to 7,000 per annum at the Grange Museum. Willesden Green Library was refurbished and resulted in 13% increase in loans and a 43% increase in visits in 2006/7⁴.

Brent also facilitates opportunities for physical exercise and sport by reducing barriers to participation and promoting healthy living. The opening of the state-of-the-art Willesden Sports Centre in November 2006 attracted over 80,000 more visitors in the first five months of opening than the old sports centre in the equivalent five months in 2003/04.

³ Brent's Cultural Services Website, <http://intranet.brent.gov.uk/creative.nsf>

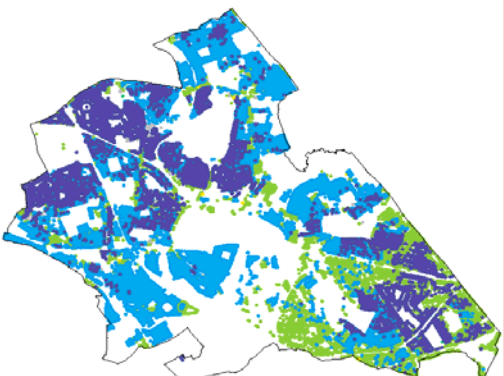
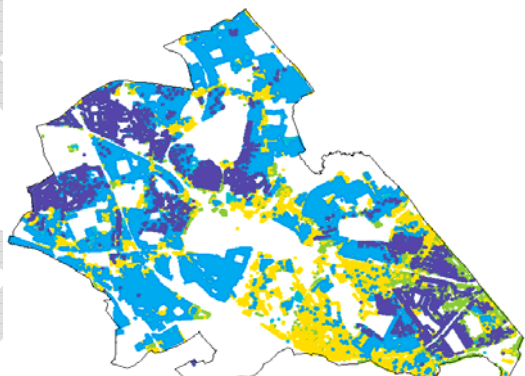
⁴ Spark, Brent's cultural strategy, one year on.2007

Mosaic – recreation activities

Mosaic can help us understand what types of recreation activity residents are likely to enjoy.

| Activity | Top Brent types slightly higher than national average likelihood of participating | Types with higher likelihood scores (200 or more) |
|----------------------------|---|---|
| Antiques and fine arts | E28 | A1, A3, A2 |
| Art | E28, D27 | A1, E29, A2, E30, E28, J52 |
| Cinema and film | E28 | |
| Theatre and the arts | E28 | A1, A2, A3, E29, E30 |
| Classical music | E28 | A1, A2 |
| Voluntary and charity work | E28, C20 | A2 |

Note please refer to Attachment 2 for list of each Mosaic Type name.

| Location of people in Brent who are more likely than the national average to volunteer or undertake charity work | Location of people in Brent who are more likely than the national average to use the internet for recreation. |
|--|---|
|  |  |

Sports participation is referred to in Chapter 3.