

London Borough of Brent
Summary of Decisions taken by the Cabinet held in the Conference Hall, Brent Civic Centre on Tuesday 28
May 2024 at 10am

PRESENT: Councillor Muhammed Butt (Chair), Councillor Mili Patel (Vice-Chair) and Councillors Donnelly-Jackson, Farah, Grahl, Knight, Nerva, Krupa Sheth and Tatler.

ALSO PRESENT: Councillors Chohan and Long.

Agenda Item No	Item	Ward(s)	Decision
1.	Apologies for Absence		Apologies for absence were received from Councillor Rubin (Cabinet Member for Employment, Innovation & Climate Action) along with Rachel Crossley (Corporate Director Care Health & Wellbeing) with Claudia Brown (Director Adult Social Care) attending as her representative, Nigel Chapman (Corporate Director Children & Young People) with Shirley Parks (Director Safeguarding, Partnerships & Strategy) attending as his representative and Debra Norman (Corporate Director Law & Governance) with Marsha Henry (Deputy Director Law) attending as her representative.
2.	Declarations of Interest		No declarations of interest were made during the meeting.
3.	Minutes of the Previous Meeting		Cabinet RESOLVED that the minutes of the previous meeting held on Monday 8 April 2024 be approved as a correct record of the meeting.
4.	Matters Arising (if any)		None.
5.	Petitions (if any)		Advertising Lease Bobby Moore Bridge – seeking support to award a lease for advertising on the parapets of the bridge as opposed to the walls of the subway enabling the heritage tile

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			<p>murals to be placed back on public display.</p> <p>Cabinet NOTED the comments made by Philip Grant (local resident) in support of a petition containing 114 signatures requesting that the Council, in considering the decision on award of the advertising lease for the Bobby Moore Bridge, consider the option in awarding the lease that would only allow advertising on the parapets of the bridge rather than walls of the subway to enable the heritage tile murals on the subway walls to be returned to public display. In referring to the decision due to be made on the new advertising lease, Mr Grant advised of a presentation he had submitted (which it was confirmed had been circulated to all members of Cabinet in advance of the meeting) detailing why the petitioners felt the murals deserved to put back on permanent display. In detailing the historical context to the commissioning of the original artwork, which had been designed to celebrate Wembley’s iconic and important role as a major sporting and entertainment venue, it was pointed out that a majority of the murals had not been on display since 2013 with the Wembley History Society having been involved in a campaign to support them being reinstated to public view since 2018. This campaign had resulted in the football mural, with its plaque celebrating the World Cup victory, as unveiled by Bobby Moore’s widow in 1993, being uncovered for display the following year with a further three murals placed back on temporary display at the start of Brent’s year as London Borough of Culture with the Council, he pointed out, having acknowledged the tiles as part of Brent’s rich heritage. These scenes, located just outside the</p>

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			<p>subway, had subsequently been placed back on permanent display by Quintain in August 2022.</p> <p>Whilst recognising that the tile murals were not subject to formal legal protection, Mr Grant felt that they should nevertheless be regarded as an important heritage asset, with historic and cultural merit with the petitioners therefore commending Option A, in relation to award of the advertising lease, as a means of ensuring all residents and visitors to the area would have an opportunity to enjoy the murals as originally intended.</p> <p>In highlighting Brent’s commitment in seeking to value heritage assets, the opportunity was also taken to remind members about the contribution of £17.8m Community Infrastructure Levy (CIL) funding to support the improvements that had been made to Olympic Way, undertaken through Quintain. These had included the installation of lighting designed for the subway (recognised as an important safety requirement) based on LED advertising panels which, it was pointed out, may need to be removed once the current lease expired. In considering potential alternative lighting options the use of reflected lights using the existing ceramic tiles was highlighted as a possible way of providing a more energy efficient solution.</p> <p>Referring to the social value benefits identified within the Cabinet report due to be considered on award of the advertising lease, it was felt important to recognise these would need to be provided by the supplier under the new lease regardless of the final option selected.</p>

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			<p>Whilst Option B would provide a higher financial return, it was pointed out that Option A would still guarantee the Council a minimum rent in excess of £90k with the overall financial difference felt to represent less than the cultural, social, educational and heritage value of putting all the murals back on public display. On this basis Mr Grant ended by urging Cabinet to support the petition and approve Option A as the basis of the advertising lease to be awarded.</p> <p>In response, Councillor Muhammed Butt (as Leader of the Council), thanked Philip Grant for attending Cabinet in order to ensure the views of those supporting the petition were represented as part of the process in considering the final award of the advertising lease. Councillor Donnell-Jackson (as Cabinet Member for Resident Services & Culture) also took the opportunity to thank Philip Grant, welcoming the care he continued to demonstrate for the borough's heritage.</p>
6.	Reference of item considered by Scrutiny Committees (if any)		There were no items referred from either the Community Wellbeing or Resources & Public Realm Scrutiny Committees.
7.	Authority to Award Contract for Bobby Moore Bridge Advertising Lease	Preston; Wembley Park	<p>Having noted the comments made during the presentation of the petition relating to the same item (Agenda Item 5 refers) Cabinet RESOLVED:</p> <p>(1) To note the options presented for consideration in relation to the award of the contract for the Bobby More Bridge Advertising Lease as follows:</p>

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			<p>Option A - Advertising on the parapet walls of the bridge only where the existing digital screens are located. This will not affect any of the tiled areas.</p> <p>Option B - Advertising on the parapet walls of the bridge, plus the underpass walls excluding the mural with plaque.</p> <p>(2) Having taken account of the reasons detailed in paragraph 3.2.6 of the report, to approve the award of contract for the Bobby Moore Bridge Advertising Lease on the basis of Option B (namely advertising on the parapet walls of the bridge, plus the underpass walls excluding the mural with plaque) to Quintain Ltd.</p> <p>(3) To note the minimum guaranteed amount in respect of Option B would generate additional financial return above the required guarantee over the four-year contract period compared with Option A.</p> <p>(4) To note in respect of Option B the tiled mural with plaque in honour of Bobby Moore would remain on permanent display inside the underpass framed by the lightboxes.</p> <p>Eligible for call-in: Yes</p> <p>Deadline for submission of call-in: 6pm on Tuesday 4 June 24</p>

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8.	Brent Household Support Fund 2024	All Wards	<p>Cabinet RESOLVED:</p> <ol style="list-style-type: none"> (1) To note that Brent’s allocation for the Household Support Fund (HSF) for the period 1 April 2024 to 30 September 2024 was £2,781,222.28. (2) To approve the proposed approach for allocating and distributing the HSF as set out in paragraphs 3.10 to 4.14 of the report. (3) To approve the proposed approach whereby the Corporate Director, Partnerships, Housing and Residents Services in consultation with the Cabinet Member for Resident Services & Culture will exercise authority to establish and modify detailed eligibility criteria regarding the Household Support Fund grant scheme as may be necessary to enable appropriate allocation of funding in accordance with (2) above. (4) To approve the proposed approach whereby the Corporate Director, Partnerships, Housing and Residents Services in consultation with Cabinet Member for Resident Services & Culture has the authority to amend the Council’s eligibility criteria during the lifetime of this Household Support Fund extension period if necessary for the reasons detailed in paragraph 3.6 of the report, subject to the parameters set by the Department for Work and Pensions in its Determination and Guidance.

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			<p>Eligible for call-in: Yes</p> <p>Deadline for submission of call-in: 6pm on Tuesday 4 June 24</p>
9.	Review of Brent's Conservation Areas	Brondesbury Park; Cricklewood & Mapesbury; Harlesden & Kensal Green; Kenton; Kingsbury; Northwick Park; Queens Park; Willesden Green	<p>Cabinet RESOLVED to approve:</p> <p>(1) the designation of the Kensal Rise Conservation Area (as shown on the boundary map Appendix A in the report).</p> <p>(2) the extension of the boundary to the Brondesbury Conservation Area, the Harlesden Conservation Area, the Mapesbury Conservation Area, the Queen's Park Conservation Area and the Willesden Green Conservation Area (as shown on the boundary maps in Appendix B in the report).</p> <p>(3) the reduction to the boundary of the Buck Lane Conservation Area and the de-designation of the Sudbury Cottages Conservation Area (as shown in Appendix C of the report).</p> <p>(4) the removal of Article 4 Directions from the Northwick Circle Conservation Area and the Sudbury Cottages Conservation Area (as shown in Appendix D of the report).</p> <p>(5) the making of immediate or non-immediate Article 4 Directions (as required) as detailed in Appendix E of the report.</p>

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			<p>(6) the accompanying character appraisals for each area replacing the existing appraisals as required (as detailed within Appendix F of the report) subject to any necessary minor changes, such as grammatical errors being addressed.</p> <p>(7) consultation on an extension to the Willesden Green Conservation Area boundary to include 126 to 148 Brondesbury Park and to delegate the decision on whether to confirm to the Corporate Director of Neighbourhoods and Regeneration.</p> <p>Eligible for call-in: Yes</p> <p>Deadline for submission of call-in: 6pm on Tuesday 4 June 24</p>
10.	Brent Active Travel Implementation Plan	All Wards	<p>Cabinet noted the comments made by Councillor Long, who had requested to speak in relation to the Active Travel Implementation Plan, in order to highlight concerns regarding provision designed specifically to prioritise the safety of pedestrians, particularly those with disabilities, in encouraging walking and not only cycling as an active mode of travel. Highlighting issues relating to street clutter (including street signs, furniture and EV charging points) as well as current operation of the dockless bike scheme and contractor and lack of consultation with the Brent Connect Consultative Forums and Brent Disability Forum, Councillor Long advised she was keen to ensure the Plan was subject to ongoing scrutiny taking account of the safety and needs of pedestrians recognising their contribution towards encouraging more active forms of travel.</p>

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			<p>Having noted the comments made by Councillor Long in seeking to represent the needs and interest of pedestrians Cabinet RESOLVED:</p> <p>(1) To approve:</p> <p>(a) the minor amendments proposed to strengthen the plan following consultation feedback, as detailed within paragraph 3.4 of this report.</p> <p>(b) to adopt the final version of the Active Travel Implementation Plan incorporating the amendments under (a) above, as detailed within Appendix A of the report.</p> <p>(2) To note the feedback received and suggestions made by the public and various stakeholders as part of the recent public consultation and stakeholder engagement exercises on the draft plan, as set out in the Community Consultation Report attached as Appendix B to the report.</p> <p>Eligible for call-in: Yes</p> <p>Deadline for submission of call-in: 6pm on Tuesday 4 June 24</p>
11.	Draft Staples Corner Growth Area Masterplan and Design Code Supplementary Planning	Dollis Hill	Cabinet RESOLVED to approve the draft SCGA Masterplan SPD for publication and statutory consultation, subject to members noting that due to the timescales involved in obtaining the necessary

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	Document		<p>copyright approvals it would not be possible to include the precedent imagery referred to within section 3.2.5 of the report, prior to publication and statutory consultation on the Masterplan.</p> <p>Eligible for call-in: Yes</p> <p>Deadline for submission of call-in: 6pm on Tuesday 4 June 24</p>
12.	Outcome of Formal Consultation on School Organisation Proposals for Leopold Primary School in Primary Planning Area 4	Roundwood	<p>Cabinet RESOLVED</p> <p>(1) To approve the variation of Leopold Primary School's Published Admission Number (PAN) from 120 to 60 from September 2025.</p> <p>(2) To approved the phased closure of provision on the Gwenneth Rickus site of Leopold Primary School between September 2025 and the end of July 2027.</p> <p>Eligible for call-in: Yes</p> <p>Deadline for submission of call-in: 6pm on Tuesday 4 June 24</p>
13.	Exclusion of Press and Public		There were no items that required the exclusion of the press or public.
14.	Any other urgent business		There were no items of urgent business.