



# LONDON BOROUGH OF BRENT

## MINUTES OF THE CABINET

Held in the Conference Hall, Brent Civic Centre on Tuesday 28 May 2024 at  
10.00 am

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

Also present: Councillors Chohan and Long.

### 1. **Apologies for Absence**

Apologies for absence were received from Councillor Jake Rubin (Cabinet Member for Employment, Innovation & Climate Action), 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 Education, Partnerships & Strategy) attending as his representative, and Debra Norman (Corporate Director Law & Governance) with Marsha Henry (Deputy Director – Law) attending as her substitute.

### 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.

### 4. **Matters Arising (if any)**

None.

### 5. **Petitions (if any)**

**Bobby Moore Bridge Advertising Lease – 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 murals to be placed back on public display.**

Councillor Muhammed Butt (as Leader of the Council) welcomed Mr Phillip Grant to the meeting, who had been invited to speak in support of a petition containing 114 signatures requesting that the Council, in making any decision on award of the advertising lease for the Bobby Moore Bridge, consider the option to award the lease only for advertising on the parapets of the bridge rather than on the walls of the subway, to enable the heritage tile murals on the subway walls to be returned to public display. Prior to presenting the petition, Mr Grant advised of a presentation he had submitted (which it was confirmed had been circulated to all members of the

Cabinet in advance of the meeting) detailing why the petitioners felt the murals deserved to be put back on permanent display. Mr Grant then began his presentation by detailing the historic context of the tile murals on the Olympic Way walls, which had been commissioned by the Council to celebrate Wembley's iconic and important role as a major sporting and entertainment venue. He explained that the majority of the murals had not been on public display since 2013 and the Wembley History Society had been involved in a campaign supporting the reinstatement of the murals to public view since 2018 which had resulted in the football mural, with its plaque celebrating the World Cup victory unveiled by Bobby Moore's widow in 1993, being uncovered for display the following year. A further three murals were also placed back on temporary display at the start of Brent's year as London Borough of Culture in 2020, where, Mr Grant pointed out, the Council had acknowledged the tiles as part of Brent's rich heritage. Quintain had subsequently put those murals, located just outside of the subway, back on permanent display in 2022.

Whilst recognising that the tile murals were not subject to formal legal protection, Mr Grant felt that they should be regarded as an important heritage asset with historical and cultural merit. The petitioners therefore commended Option A (as detailed within the report for consideration on award of an 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.

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, undertaken by Quintain, that had been made to Olympic Way. These improvements had included the installation of lighting designed for the subway, which was recognised as an important safety requirement, and had led to the installation of the LED advertising panels which Mr Grant highlighted may need to be removed when 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 and it was hoped that the Council could work with Quintain and their lighting designer to take advantage of that opportunity.

Referring to the social value benefits identified within the Cabinet report, 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. 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.

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 Donnelly-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.

6. **Reference of item considered by Scrutiny Committees (if any)**

There were no references from the Community & Wellbeing or Resources & Public Realm Scrutiny Committees submitted for consideration at the meeting.

7. **Authority to Award Contract for Bobby Moore Bridge Advertising Lease**

Councillor Muhamed Butt (Leader of the Council) introduced a report presenting the outcome of procurement for the Bobby Moore Bridge advertising lease and the two potential options for the basis of awarding the contract.

In introducing the report, Councillor Butt highlighted the opportunities to work with the successful tenderer in order to ensure the work undertaken to generate income through the advertising lease was still able to protect the site in relation to heritage. He also advised Cabinet of the opportunities the contract would provide in relation to the wider financial benefits and contribution towards the site as a gateway to the Wembley complex.

In responding to the points raised under the petition (item 5 above refers), Councillor Butt acknowledged the views expressed, but highlighted the difficult financial situation the Council's found themselves in as a result of austerity and the overall reduction in Central Government funding and the challenges in balancing that against the Council's regeneration ambitions and duty to provide residents with the services they depended on. He advised the Cabinet that this report formed part of the work to ensure that the Council worked with all developers, partners and stakeholders to achieve the best outcomes for the borough and Brent residents.

The Cabinet thanked those involved in the work on this and the residents who had put their views forward and **RESOLVED**, having noted the comments made during the presentation of the petition and the following options presented for consideration in relation to the award of the contract for the Bobby Moore Bridge Advertising Lease:

- 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.
  - Option B – Advertising on the parapet walls of the bridge, plus the underpass walls excluding the mural with plaque.
- (1) To approve, having taken account of the reasons detailed in paragraph 3.2.6 of the report, 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.
  - (2) 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.

- (3) 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.

Following on from the above decision, Philip Grant sought to raise a point of order, which Councillor Muhammed Butt (as Leader of the Council) advised he was not minded to accept on the basis of Mr Grant already having had the opportunity to address the meeting when presenting the petition.

## 8. **Brent Household Support Fund 2024**

Councillor Donnelly-Jackson (Cabinet Member for Resident Services & Culture) introduced a report seeking approval for the allocation and distribution of the Household Support Fund (HSF) extension funding, which would run from 1 April 2024 to 30 September 2024.

In presenting the report, Councillor Donnelly-Jackson explained that the Government's recent Spring Budget had announced, following lobbying, that the Household Support Fund would be renewed from 1 April 2024 until 30 September 2024, with an allocation for Brent of £2.8m.

Having explained the context of the report, Councillor Donnelly-Jackson detailed the proposals for utilising the HSF allocation, including providing support to families currently receiving free school meals during half-terms and the six-week summer holiday period, which would support 10,000 children across Brent. The proposed allocations would also provide Brent's 440 care leavers with vouchers, and support 6,500 disabled households with vouchers towards the cost of food, fuel and household bills. In addition, £200,000 would be allocated to Brent's Credit Union to support households struggling to manage multiple debt, which she pointed out had already supported 306 households from 2020 to 2024 with over £1.1m in interest free loans. In addition, £90,000 would be allocated to community projects by partner organisations such as Advice for Renters and SUFRA. The remainder of the allocation of £1.2m would top up the existing Resident Support Fund which residents could apply to for support with food, energy, water and wider essentials.

In considering the context of the report, Cabinet expressed concern at the lack of communication from central government regarding extension of the HSF beyond September 2024. Members viewed the lack of certainty in being able to forward plan as an ineffective model in addressing the conditions residents found themselves but highlighted that the Council would continue to support the most vulnerable residents in the borough through the Resident Support Fund to ensure that no-one was left behind.

In terms of the proposed allocation of funding, Members were supportive of the approach outlined having noted the commitment to continue to support the most vulnerable households in the borough and reduce the financial burden arising from the cost-of-living crisis.

Officers were thanked for their work in preparing the report and it was **RESOLVED** that Cabinet:

- (1) Note that Brent's allocation for the Household Support Fund (HSF) for the period 1 April 2024 to 30 September 2024 is £2,781,222.28.
- (2) Approves the proposed approach for allocating and distributing the HSF as set out in paragraphs 3.10 to 4.14 of the accompanying report.
- (3) Approves the proposed approach whereby the Corporate Director of Partnerships, Housing & Resident 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 recommendations (2) above.
- (4) Approves the proposed approach whereby the Corporate Director of Partnerships, Housing & Resident Services, in consultation with the 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 accompanying report, subject to the parameters set by the Department for Work and Pensions in its Determination and Guidance.

## 9. **Review of Brent's Conservation Areas**

Councillor Tatler (Cabinet Member for Regeneration, Planning & Growth) introduced a report seeking approval to make changes to Brent's conservation areas following consultation representations, including de-designation, extension to boundaries and the associated making of and removal of Article 4 Directions.

In introducing the report, Councillor Tatler thanked officers for their work in reviewing conservation areas to ensure Brent had a variety of buildings and architecture across the borough and for the extensive nature of consultation and engagement on the proposals.

In considering the report, Cabinet commended the detailed engagement that had taken place on the review in support of the final proposals and was pleased that some new areas would now have designation and some conservation areas had been extended. Where areas had been de-designated, Cabinet noted that this had been supported by Historic England. Cabinet was of the view that a considered approach had been taken in reviewing the conservation areas, and positive conversations were now taking place with residents around energy conservation to ensure the heritage and culture of the borough was protected whilst also moving forward with energy efficiency technology.

Having noted the commitment to continue to engage residents in this work, the Cabinet **RESOLVED** to approve:

- (1) the designation of the Kensal Rise Conservation Area (as shown on the boundary map Appendix A in the report).
- (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).
- (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).
  - (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).
  - (5) the making of immediate or non-immediate Article 4 Directions (as required) as detailed in Appendix E of the report.
  - (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.
  - (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.

#### 10. **Brent Active Travel Implementation Plan**

Prior to the discussion, 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.

Councillor Krupa Sheth (Cabinet Member for Environment and Enforcement) then introduced the report, which provided an update on the development of the Brent Active Travel Implementation Plan 2024-2029 (ATIP) and included details of the feedback received from the recent public consultation and stakeholder engagement exercises on the draft plan. The report proposed some minor additions / changes to be made to strengthen the plan prior to adoption.

In considering the report Cabinet noted that over 650 people from a wide range of locations and backgrounds had been engaged and responded to the consultation, and the Council had listened carefully to that feedback. The plan had identified measures and interventions that would be prioritised by the Council to enable more people to walk and cycle and aimed to address barriers to active travel by making Brent's streets safer and more inclusive for walking and cycling, including improving the quality and visibility of walking and cycling infrastructure and equipping communities with the skills and means to walk and cycle.

In addressing the comments raised by Councillor Long, Councillor Krupa Sheth advised that pedestrians were at the heart of the plan and reminded Cabinet of the additional investment provided on footways and to declutter Brent's streets. She and the Leader had also written to the current operator of the dockless bike scheme (Lime) to express disappointment in the service being provided and advised that the Council was looking to strengthen the Memorandum of Understanding to alleviate the issues being experienced, which also included discussions on a London wide basis and encouraged members to continue reporting any concerns or issues being experienced so they could be addressed.

In considering the report, members emphasised the need to be aware of the context within which the strategy had come forward including the Government's limited approach towards tackling the climate emergency and concerns regarding air quality. Cabinet therefore commended the development of strong policies for active travel and climate action, and particularly highlighted the success of the Council's School Streets Policy which had received positive feedback from local residents and which they felt represented a good example of how different ambitions around behaviour change, climate action and keeping communities on board could be balanced.

As well as the improvements this plan could make to air quality within Brent, members also emphasised the impact this plan would have on increasing overall levels of exercise across the borough, including amongst school-aged children, and were pleased to see those health and wellbeing measures incorporated into the plan. The plan would also help to encourage buying local so would result in improvements to the local economy.

In highlighting the need for appropriate support from TfL, Cabinet heard that officers had regular conversations with TfL to ensure cycle highways were being reviewed, to request safety improvements around junctions, and to encourage investments into roads and pavements to ensure a safe pedestrian environment. Cabinet committed to doing as much as possible within the resources available to support residents in the borough to participate in active travel, including for disabled individuals.

In concluding the discussion, Cabinet thanked those who had taken part in the consultation and, having noted the comments made by Councillor Long in seeking to represent the needs and interest of pedestrians **RESOLVED:**

- (1) To approve:
  - (a) the minor amendments proposed to strengthen the plan following consultation feedback, as detailed within paragraph 3.4 of the report.
  - (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.
- (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.

#### 11. **Draft Staples Corner Growth Area Masterplan and Design Code Supplementary Planning Document**

Councillor Tatler (Cabinet Member for Regeneration, Planning and Growth) introduced a report which presented the draft Staples Corner Growth Area Masterplan and Design Code Supplementary Planning Document (SCGA Masterplan SPD) for approval for publication and statutory consultation.

In introducing the report, Councillor Tatler highlighted that the Council had launched the Local Plan two years ago, identifying areas of opportunity throughout the borough and showcasing the ambition the Council had for Brent residents. She believed that regeneration was clear to see in every part of the borough, with Staples Corner being no exception, highlighting that it would be delivering on growth, high-quality homes, job creation and would boost infrastructure and community facilities. In presenting the SPD, Councillor Tatler highlighted that the proposals within the Masterplan had been estimated to generate between £1.1m and £2.2m of additional Council tax income per year, which would help to fund services residents heavily relied on with the accompanying business growth also strengthening the areas existing economy and provide space for emerging sectors to open Brent up as an attractive place for investors and future residents.

In considering the report, Cabinet also noted how the SCGA Masterplan SPD had been developed to embed environmental sustainability in the proposals with an innovative energy and sustainability strategy striving to meet the borough's environment commitments. Attention was also drawn to the support provided in relation to delivery of Brent Cross West Station as a means of improving public transport connectivity into central London and beyond.

As a technical amendment to the report, Alice Lester (Corporate Director Neighbourhoods and Regeneration) advised that due to the timescales involved in obtaining the necessary 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.

In welcoming the report, Cabinet were supportive of the ambition included in relation to the securing of new homes as part of the Masterplan and also in relation to the transport infrastructure with additional opportunities identified around the West London Orbital and Neasden Station Development as examples showcasing Brent's ambition.

In commending the work done, particularly with partners and stakeholders, 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 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.

#### 12. **Outcome of Formal Consultation on School Organisation Proposals for Leopold Primary School in Primary Planning Area 4**



Councillor Grahl (Cabinet Member for Children, Young People and Schools) introduced a report providing a summary of the formal consultation undertaken between February and March 2024 on the proposals to implement a phased closure of the Gwenneth Rickus site of Leopold Primary School.

In introducing the report, Councillor Grahl reminded members of the previous discussions that had taken place at Cabinet regarding the pressures in pupil numbers in Primary Planning Area 4, with these still ongoing, requiring what had been recognised as difficult choices in terms of action to address the associated financial risk and challenges to schools across the wider area. The proposals being presented formed part of a package of different steps designed to ease those pressures and ensure schools remained financially resilient so that they could provide the best education for children in Brent.

In considering the report, Cabinet noted that the Council's priority was to mitigate against the complete closure of schools wherever possible with Leopold Primary School having been expanded onto a second site in 2015 and therefore identified as having flexibility to reduce its size with the least amount of disruption to staff and pupils with the opportunity taken to pay tribute to the school for the work undertaken to develop the site.

Considering the proposed way forward, Councillor Grahl acknowledged the challenges for families and communities involved in these type of school organisational proposals and recognised that Gwenneth Rickus had developed its own distinct identity and was appreciated by the community. In presenting the proposal, however, she highlighted that the measure had been designed to protect schools in the area from further tough decisions and that the hard work and commitment to teaching and learning would have a legacy in the work staff continued to do at the Hawkshead Road campus.

In referring to the consultation responses, Councillor Grahl assured Cabinet that these had been carefully considered and as a result it was planned to enact a phased closure up until September 2027 to minimise disruption and give the school more autonomy about the way the site closure would be managed. The opportunity was also taken to thank the Chair of Governors for their submission, which had been included as Appendix B to the report.

In considering the report and comments, Cabinet highlighted the way in which it was felt the pressures identified had been exacerbated by funding reductions to the education sector and welcomed the sensitive approach taken in relation to pupil place planning and the proposed reduction in pupil numbers presented within the report. Assurance was provided that the options available had been subject to robust challenge and an evidence based approach but acknowledged the anxiety caused as a result and assured Brent residents that these decisions were taken in the interest of all children across Brent.

In thanking Leopold Primary School and the Chair of Governors for their involvement in this process, Cabinet **RESOLVED:**

- (1) To approve the variation of Leopold Primary School's Published Admission Number (PAN) from 120 to 60 from September 2025.

- (2) To approve the phased closure of provision on the Gwenneth Rickus site of Leopold Primary School between September 2025 and the end of July 2027.

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.

The meeting ended at 10.50 am

COUNCILLOR MUHAMMED BUTT  
Chair