



# Brent Active Travel Implementation Plan Community Consultation Report

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**Prepared for Brent Council**

FEBRUARY 2024



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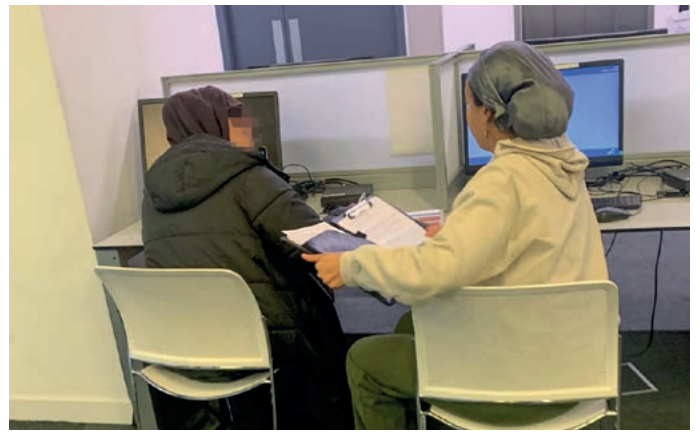


# Background and aims

Kaizen was commissioned by Brent Council to support with community engagement and outreach around the consultation on the draft Active Travel Implementation Plan (ATIP) 2024-2029.

Brent Council had developed a Draft Active Travel Implementation Plan 2024-2029, which outlines the measures and interventions that the Council and its partners are proposing to deliver over the next five years with the aim of improving conditions for, and to get more people walking and cycling in the borough.

Kaizen was commissioned by LB Brent to support them to consult with residents on the draft plan. This report covers views gathered during the community consultation on the draft ATIP that took place in December 2023 and January 2024.





# About Kaizen

The community outreach was carried out by engagement specialists Kaizen.

Kaizen, founded in 2000, is an award-winning social business that specialises in designing, delivering and facilitating cutting edge projects. Kaizen deliver work across the community sector including the areas of regeneration, education, employment, housing and the social care field. Kaizen have wide-ranging community engagement, research and consultation expertise. In particular we have a demonstrated ability to engage harder to reach and disadvantaged groups in the community who are typically not reached.



# What was done

## Approach

There were 3 strands to the consultation:

- Online survey primarily promoted by Brent Council
- Outreach based engagement by Kaizen
- Engagement with stakeholders, led by LB Brent

The survey was drafted by LB Brent with input from Kaizen. A small pack of materials was developed for the outreach, which gave an overview of the vision, priorities and proposed actions. The full draft ATIP was available for people to see on the LB Brent website. (The engagement team had business cards which signposted people to the Have Your Say page, where people could access the full draft ATIP and/or share their views online.)

## Methodologies

In order to provide opportunities for a range of community members we employed a variety of different methodologies:

- Outreach based conversations in the community
  - Outreach happened in 7 locations across Brent
  - There were 14 days of outreach
  - Most conversations were for approximately 20-25 mins; there were also some that were 40 minutes or longer with residents who were particularly keen to say more or who had additional needs that meant it took longer
- Online consultation
  - The online consultation was hosted by Brent Council and was promoted both by Brent Council and by the Kaizen team who had business cards with the URL for the online survey
  - The online survey was hosted by Brent Council and was open for approximately six weeks between December 2023 and January 2024
- Stakeholder engagement
  - LB Brent engaged with key stakeholder organisations such as TfL who were asked to respond to the draft plan

## About the data

We analysed both qualitative and quantitative data. For charts, and in text, figures have been rounded to the nearest whole number so on occasion the total will be other than 100%. Statistics relate to the total percentage of people who answered a particular question, rather than to the total number engaged, as not all questions were answered by everyone. “Prefer not to say” responses are excluded from the totals unless indicated otherwise.

Some covariate analysis is provided on the questions of the proposed measures and interventions. Due to the group size of these subgroups (which is less than 100 individuals), these views can only be indicative rather than a robust predictor of what any particular subgroup thinks and thus should be viewed with this caveat.

For the open questions we performed thematic analysis, hand coding for themes that emerged using the principles and approach of Grounded Theory. The term ‘Grounded Theory’ refers to theory that is developed inductively from a body of data, rather than from the preconceptions of the researchers.

The people who were engaged were broadly reflective of the Borough demographics, based on the 2021 census from the Office for National Statistics (ONS). As such we believe the views and experience shared can be taken to broadly represent the residents of Brent as a whole.





# Headline Stats

## Engagement Overview

- Online survey promoted by council and open for six weeks
- 14 days of outreach based engagement
- Engagement across seven locations of Brent, including Town Centres within the North and South of the Borough

## Who shared their views

- 657 people gave their views
  - 194 people shared views in one-on-one conversations in the community
  - 459 people gave their views by completing the online survey
  - 4 people shared views via email
- 73% said they walk or cycle in the borough at least 4 times a week
- 90% of people engaged via outreach said that their views had never been consulted before (76%) or not much before (15%)
- 5 stakeholder responses were received

## Views on walking and cycling in Brent

- 40% said they felt Brent was *friendly* or *somewhat friendly* for walking and cycling
- 46% said they felt Brent was *somewhat unfriendly* or *very unfriendly* for walking and cycling

## Addressing the barriers to walking and cycling in Brent

- A majority of people felt that each of the main known barriers ought to be prioritised for action as either a high, medium or low priority for the council, though barriers were not rated equally in their importance
- Addressing ‘poor quality infrastructure for pedestrians’ was the top-rated barrier for action by Brent Council – 76% said it should be a high (59%) or medium priority

## Views on the vision and priorities for active travel

- 73% strongly agreed (55%) or agreed (18%) with the overarching plan vision
- Strong majorities from all sub-groups agreed with the vision
- 76% *agreed* or *strongly agreed* with Priority 1
- 73% *agreed* or *strongly agreed* with Priority 2
- 71% *agreed* or *strongly agreed* with Priority 3

## Views on proposed measures and interventions

- For Priority 1 - all of the proposed actions were viewed as being a priority by a majority of people
  - The proposal to ‘develop a pipeline of road crossing and junction improvement schemes’ was the most commonly ranked high priority, said by 46%
- For Priority 2 - all of the proposed actions were viewed as being a priority by a majority of people
  - 52% ranked ‘identify and prioritise for delivery new walking and cycling routes’ as a high priority
- For Priority 3 - all of the proposed actions were viewed as being a priority by a majority of people
  - ‘Work with school communities across Brent to trial new and innovative behaviour change initiatives’ was the Priority 3 action most commonly ranked as high priority (49%)

## Priority areas for improvements

- 67% agreed that Brent Council should focus on delivering the Active Travel Improvement Plan in six identified key areas: major town centres, other busy locations in the borough, schools and other educational facilities, stations and other public transport interchanges, local neighbourhoods (including 'Brent's Green Neighbourhoods'), and Air Quality Focus Areas.
- Less than a quarter of people disagreed with the focus on delivering the Active Travel Improvement Plan in the above six identified key areas.

## Stakeholder groups

- Five stakeholders gave a response, three of which were external: Transport for London, Sudbury Court Residents Association, and Brent Cycling Campaign (BCC), and two internal: Principal Tree Officer and Principal Transport Planner, Brent Council.
- All five stakeholders were broadly supportive of the Draft Active Travel Implementation Plan. Each stakeholder also provided specific suggestions on various aspects of the plan.





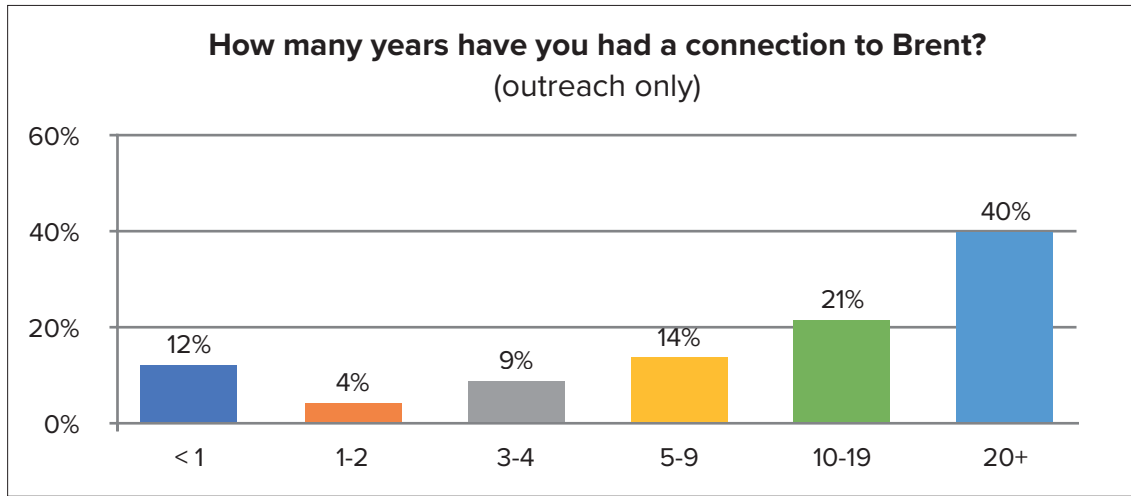
# Who was engaged

A total of 657 people shared their views.

- 459 people gave their views online
- 4 people shared views via email
- 194 people were engaged in the outreach

## Length of Connection to Brent

Most people who shared their views via outreach had a long connection to Brent, though 16% had a connection of less than 3 years. (This question was not asked online.)

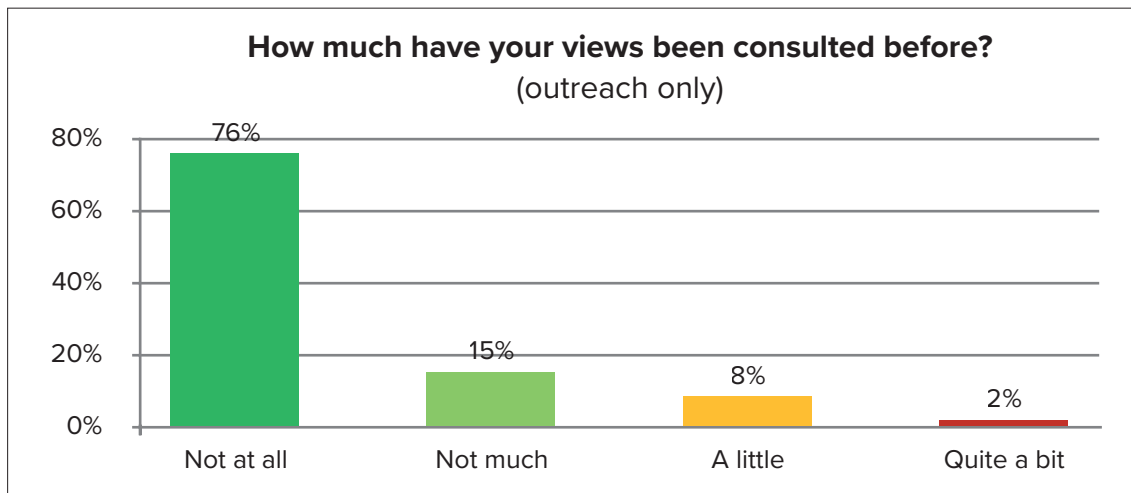


Base = 191

## How much views have been consulted before

The outreach was effective in engaging people who had not previously given their views, compared to the people who responded online. This question was not asked in the online consultation.

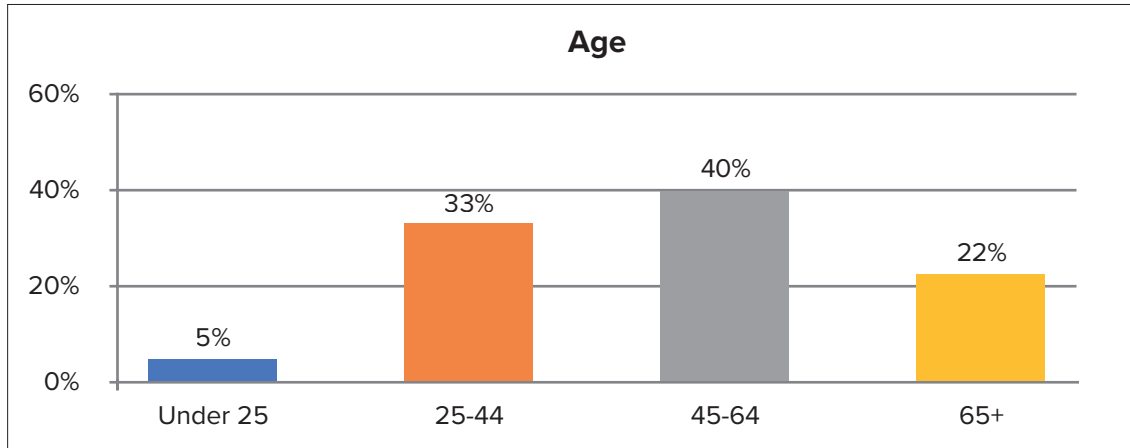
90% of those engaged via outreach said that their views had never been consulted before (76%) or not much before (15%).



Base = 188

## Age

People from a range of ages were engaged and shared their views.



Base = 583

This diversity of ages of those engaged broadly matched the Census data for Brent (using the Office of National Statistics Census Data for 2021 in Brent as a baseline).

There was some clear difference in the age profile between people who were engaged in the outreach and those who completed the survey online, with the outreach sample being more representative of Brent population than the online sample.

Age group	2021 Census*	Outreach	Online	All responses (Online + Outreach)
<25	19%	11%	2%	5%
25-44	39%	41%	29%	33%
45-64	29%	35%	42%	40%
65+	14%	13%	27%	22%
<b>Base</b>	<b>n/a</b>	<b>190</b>	<b>393</b>	<b>583</b>

\*Methodology note: Census proportions have been adjusted to include only Brent residents aged 13 and older.

## Gender identity

People engaged broadly matched the gender profile of the borough, based on the ONS Census data for 2021. (A small number of people chose to self-describe their gender.)

Gender Identity	2021 Census	All responses (Online + Outreach)
Female	51%	54%
Male	49%	46%
<b>Base</b>	<b>n/a</b>	<b>581</b>



## Disability

Almost a quarter of people engaged (22%) considered themselves to have a disability or health problem that affects their daily activities (459 people answered this question both online and in outreach).

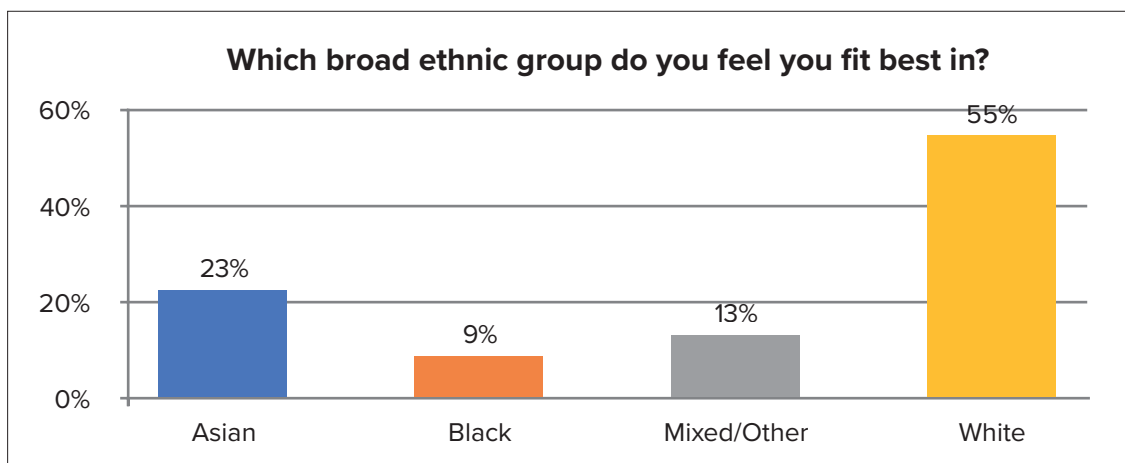
In a second question on the online survey, 21% of people stated that they had a physical or mental health condition or illness lasting or expected to last 12 months or more (357 people responded to this question).

According to the 2021 Census, 12% of Brent’s population has a long-term condition or disability which affects their day-to-day activities.

## Ethnicity

Overall, people who gave their views via outreach were from a wide range of backgrounds which reflected the diversity of the Brent population. However, the online respondents were predominantly White. The full ethnicity breakdown can be found in the following tables and chart.

Ethnicity	2021 Census	Outreach	Online	All responses (Online + Outreach)
Asian	33%	31%	18%	23%
Black	18%	17%	4%	9%
Mixed /Other Ethnicities	15%	18%	11%	13%
White	35%	34%	67%	55%
<b>Base</b>	<b>n/a</b>	<b>191</b>	<b>329</b>	<b>520</b>



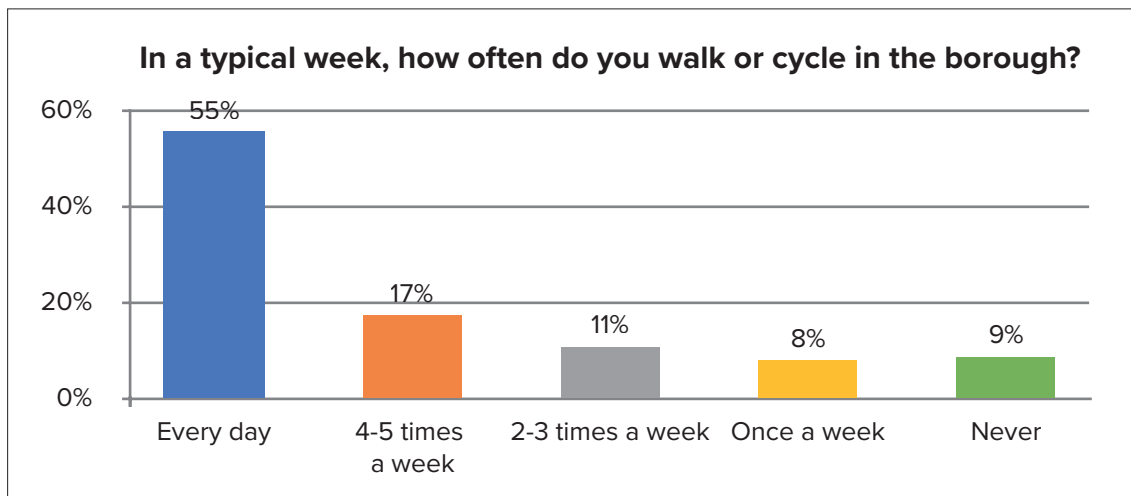
Base = 520

# What people said

## Views on walking and cycling in Brent

In the conversations with people in both outreach and online engagement, people were asked how often they walk or cycle in the borough.

- Over half of people walk or cycle every day and a little under a quarter between 4-5 times a week.
- There were no significant differences in views between those engaged online or through outreach, nor were there any significant differences in views between subgroups.

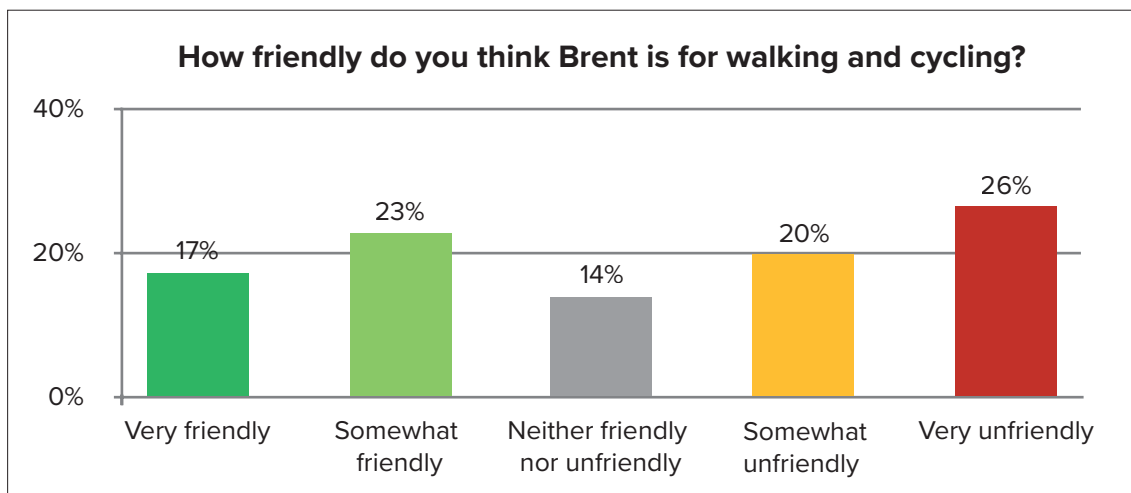


Base = 644

## How friendly Brent is for walking and cycling

In the conversations with people in both outreach and online engagement people were asked to rate how friendly they felt Brent was for walking and cycling.

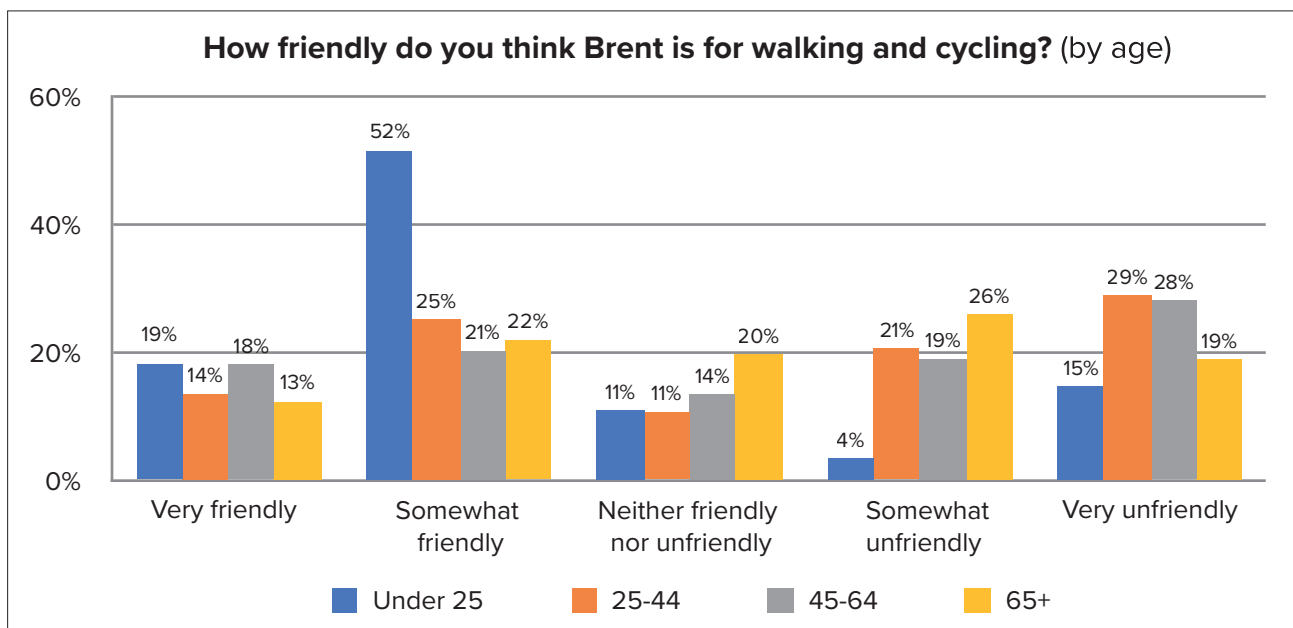
- Views were divided on this question with roughly equal numbers feeling Brent was friendly for cycling and walking, as those who felt it was un-friendly.



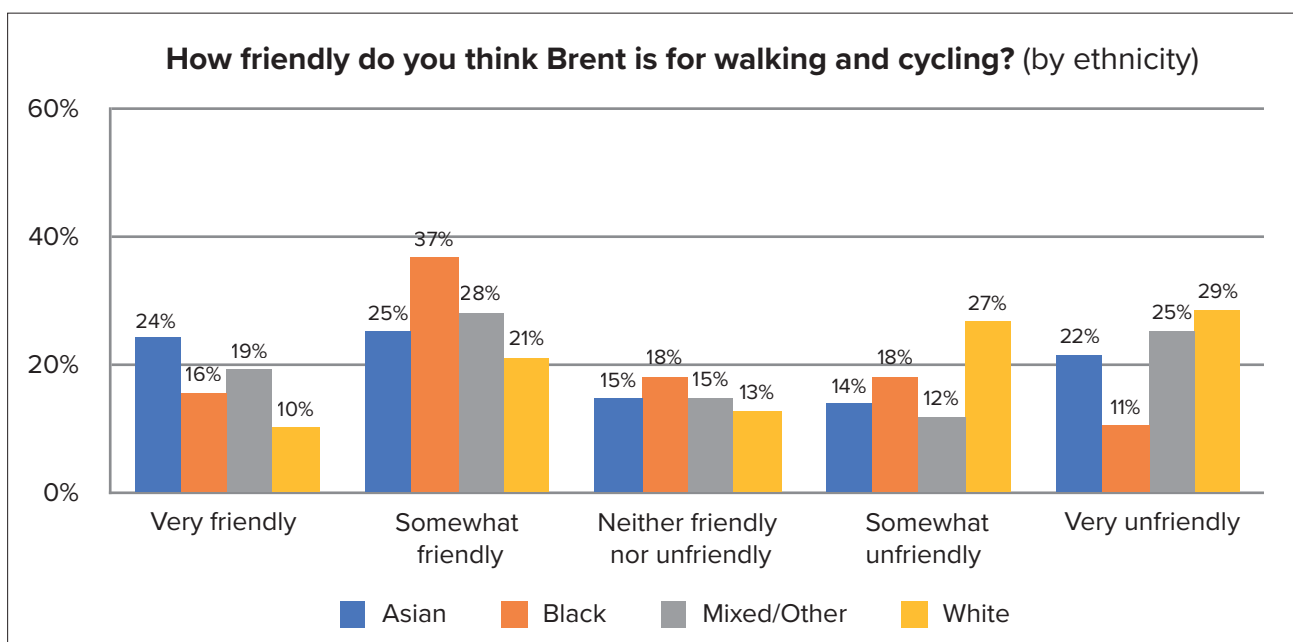
Base = 620



- There were differences in views between those reached through online engagement and those reached through outreach engagement.
  - People engaged in the outreach were more likely to think Brent was friendly for walking and cycling than those who responded online.
- There were also some differences in views between demographic subgroups though the main trend of views being divided was consistent for all groups.
  - The under 25's were more likely than other age groups to consider Brent friendly for walking and cycling.
  - There were no significant differences by gender.



Base = 554



Base= 492

There were 448 additional comments on this question. Comments covered a wide array of topics, some of which related to the friendliness of walking and cycling in the borough, and some of which expressed opinions about other topics related to walking and cycling. (This being the first space to make open comments in the survey, it appears that many people took advantage of the space to express opinions about cycling and walking in general.) The themes of these comments included:

- **Poor infrastructure and maintenance**, citing concerns about the state of pavements, potholes, and general disrepair. (Some people mentioned specific locations with infrastructure issues needing to be addressed.)
- **Safety concerns**, including **inadequate crossings and traffic management**, with numerous mentions of safety issues due to fast-moving traffic, inadequate crossings, and poor lighting, affecting both pedestrians and cyclists. **Dangerous behaviours** by drivers and other cyclists were also mentioned.
- **Need for improvements to cycling infrastructure**, including protected cycle lanes and secure bike parking.
- **Environmental and health concerns**, including concerns about pollution and its impact on outdoor activities, with particular concern for vulnerable groups such as asthmatics.
- **Misuse of public space**, with issues like litter, dog fouling, and illegal parking on pavements being highlighted as detriments to a pedestrian and cyclist-friendly environment. Relatedly, concerns around **vandalism and theft** were raised as issues affecting the willingness to cycle.
- **Conflict between cyclists and pedestrians**, with some residents feeling that the interests of pedestrians and cyclists can be at odds.
- **Accessibility issues**, highlighting the challenges for individuals with disabilities, the elderly, or those with strollers due to infrastructural issues. **Accessibility to public transport** was also mentioned, particularly the interaction between walking/cycling and public transport and the accessibility of stations and bus stops.
- Other comments mentioned wider themes such as broad support for, or opposition to, active travel as a priority for Brent.

*“I am happy walking in Brent, but I do not find it friendly for cycling, Camden and Westminster are better.”*

*“Pedestrian footway is a serious trip hazard in most part of the Borough with roots of trees coming up above the ground leaving paving slabs very uneven.”*

*“Too many pavements with broken slabs and too many potholes on the streets.”*

*“I walk and often feel unsure of my safety, pathways are narrow and dark and traffic is fast/loud.”*



*“There are people walking and cycling everywhere.”*

*“No idea why Brent designs a survey which lumps walking and cycling together, when cyclists are so inconsiderate of pedestrians/walkers and pose dangers by riding on footpaths and through pedestrian crossings?”*

*“For pedestrians walking in Harlesden on Craven Park Rd and High Street, it is an uncomfortable obstacle course of cars parked illegally on the footway and shops that are street trading narrowing the footway.”*

*“The pavements are in a terrible state (Chichele Road area and up to Willesden Green). This deters me and my wheelchair-using husband from using the pavements as they are dangerous for us both.”*

*“Not enough cycle lanes particularly in/around Queen’s Park. Lots of parking for cars, why not start a cycle lane?”*

*“It’s all perception, everything is friendly if you want it to be friendly”*

*“Brent has several barriers to active travel, especially cycling as it has poor infrastructure due to a lack of a network of protected cycle lanes and insufficiently traffic-calmed minor roads.”*

*“I don’t cycle but my partner does and he has never had any issues. I walk everywhere and never have any issues.”*

*“Your failure to recognise that encouraging cycling can conflict with the interests of walkers is concerning.”*

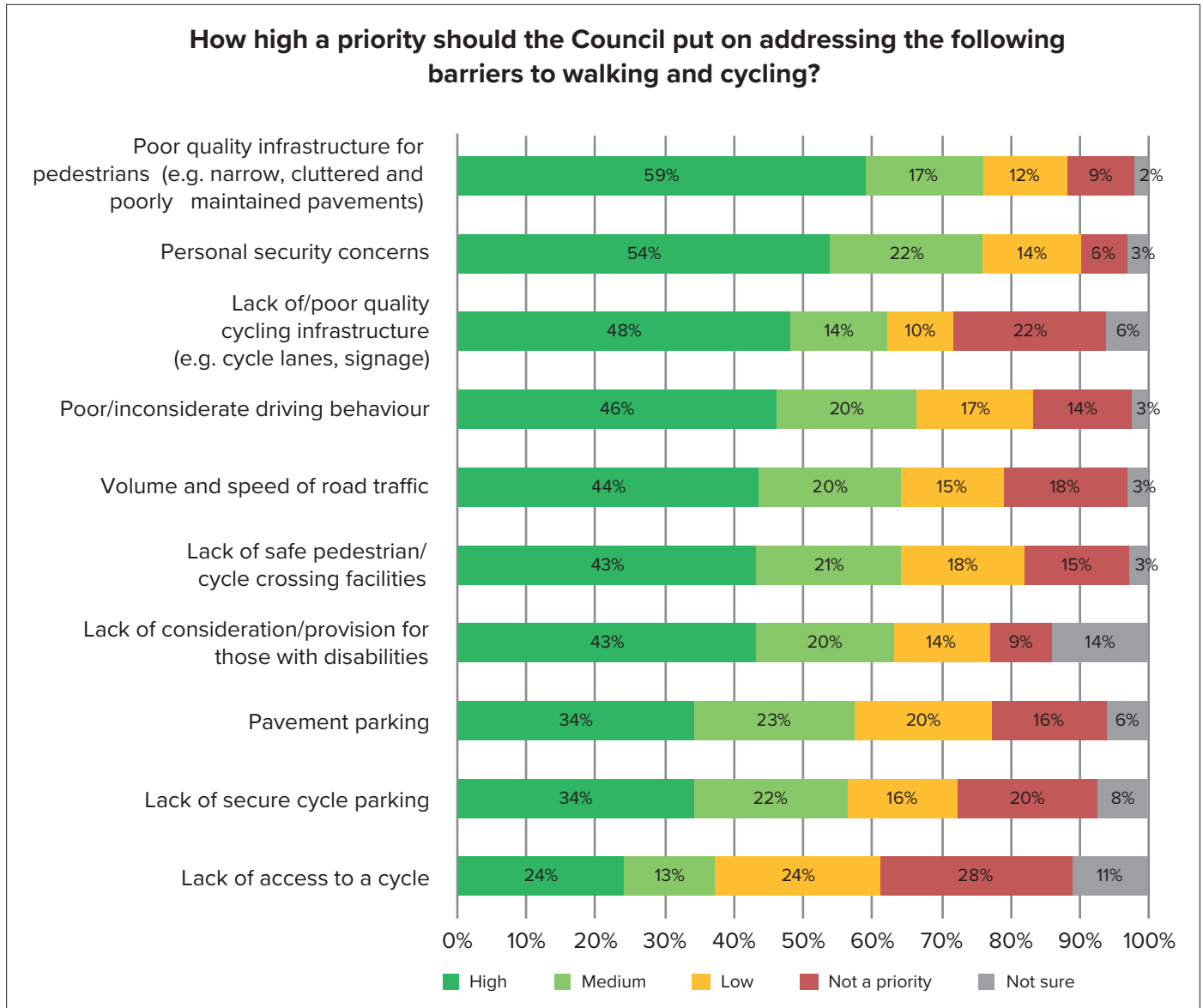
*“Not the best place to cycle. Walking’s okay, re cycling too many potholes in the roads.”*

*“Some days friendly some days URGH!”*

## Addressing the barriers to walking and cycling in Brent

In the outreach conversations and in online engagement people were asked to rank the extent to which Brent Council should prioritise addressing different barriers to walking and cycling.

- ‘Poor quality infrastructure for pedestrians’ and ‘personal security concerns’ were the most frequently highly ranked barriers, followed by ‘a lack of or poor-quality cycling infrastructure’, as shown in the chart below



Base = 645

448 people made additional comments around other barriers to walking and cycling that Brent Council should be addressing:

- **Cycling Infrastructure and Safety** - Many residents expressed concerns about the lack of safe cycling lanes and the danger posed by potholes and aggressive drivers. They suggested that more investment in cycling infrastructure, including segregated lanes and better road maintenance, could encourage cycling.
- **Pedestrian Infrastructure** – Some comments mentioned that uneven pavements, inadequate street lighting, and obstacles such as poorly parked bikes make walking unpleasant and sometimes dangerous, especially for the elderly and disabled.
- **Public Security and Antisocial Behavior** – Some comments referenced the fear of crime and antisocial behavior such as reckless driving and street drinking, which can discourage walking and cycling, especially at night.
- **Cycle Education and Access to bikes** - Some people expressed a desire for cycling proficiency courses to build confidence and the need for more affordable bikes.
- **Traffic and Parking Management** - Some comments mentioned the issue of cars parking on pavements or using cycle lanes; people suggested that better enforcement and management could improve conditions for walking and cycling.
- **Environmental Concerns** – Some people mentioned concerns about air quality and suggested that greener, more pleasant environments with less traffic could help promote walking and cycling.
- **E-bikes and Scooters** – Some people mentioned the improper parking and use of e-bikes and scooters on pavements and roads which can be a hazard or nuisance that needs more regulation.
- **Education and Awareness** – Some people mentioned the need for more education on road sharing and cycling safety, as well as a need to inform drivers about the presence and rights of cyclists and pedestrians.
- **Health and Exercise Opportunities** – A few people said they miss community health walks and would like more opportunities for exercise, and suggested that improving conditions for walking and cycling could address this.
- **Barriers for Disabled and Elderly** – Some comments raised the particular barriers faced by the disabled and elderly, highlighting the need for more considerate urban planning.

*“Many people tell me they won’t cycle in London because it’s too dangerous. I agree cyclist are unprotected on the roads and really don’t mix well with cars.”*

*“I can’t ride a bike, I know it’s embarrassing but I’m not ashamed, cycling lessons would be a plus!”*

*“The main problem stopping me enjoying walking in Brent is cyclists (not all, but many) who routinely ride on pavements, fail to stop at zebra crossings and cruise through red lights at pedestrian crossings.”*

*“Pot holes, those things are treacherous, honestly who would put their lives on the line?”*

*“Cycle lanes need to connect up with key areas (ie plans for the Roundwood area - there is no link with any of the surrounding stations of Harlesden, Willesden Junction or Dollis Hill, even though the high road by Willesden Magistrates/B&M area has wide roads and pavements with plenty of space to put bike lanes). Residents are being asked to pay for bike hangars - why not make residents who want to park their cars pay to subsidise bike hangars? Why do drivers get to park their cars which cause so much damage to those around them for free while cyclists are expected to pay for a small little secure corner for their bikes?”*

*“Road maintenance, it’s not just in Brent, Britain’s pothole crisis! My son was injured cycling and statistically it doesn’t seem to be improving.”*

*“Cycle lanes should be separate from pedestrian walkways and vehicles as sometimes I feel cyclists think they have right of way on footpaths and inconsiderate towards motorists.”*

*“Winter time and falling leaves, havoc for walkers especially the elderly! That’s a barrier.”*

*“Adult cycling lessons - Some people i.e. me need something to entice them back to the roads. How does the Council address this issue?”*

*“Deliveroo people getting in the way of elderly & infirm.”*

*“Dangerous drivers. I had a man repeatedly overtake me and brake hard, trying to knock me off my bike because he was angry that I didn’t dismount and let him past on an earlier narrow street.”*

*“If you want more people to cycle you need to fill in the potholes in the carriageways throughout the borough. Brent should ensure that when third parties like Virgin or Thames Water dig up pavements and carriageways, they restore them to a useable standard which lasts for years rather than makeshift jobs which result in manhole covers collapsing into the carriageways and indentations arising in the tarmac after weeks of use.”*

*“Design, aesthetics - e.g. front garden planting should be encouraged and architecture should be more attractive to create more appealing environments for walkers and probably a much safer and happier community.”*

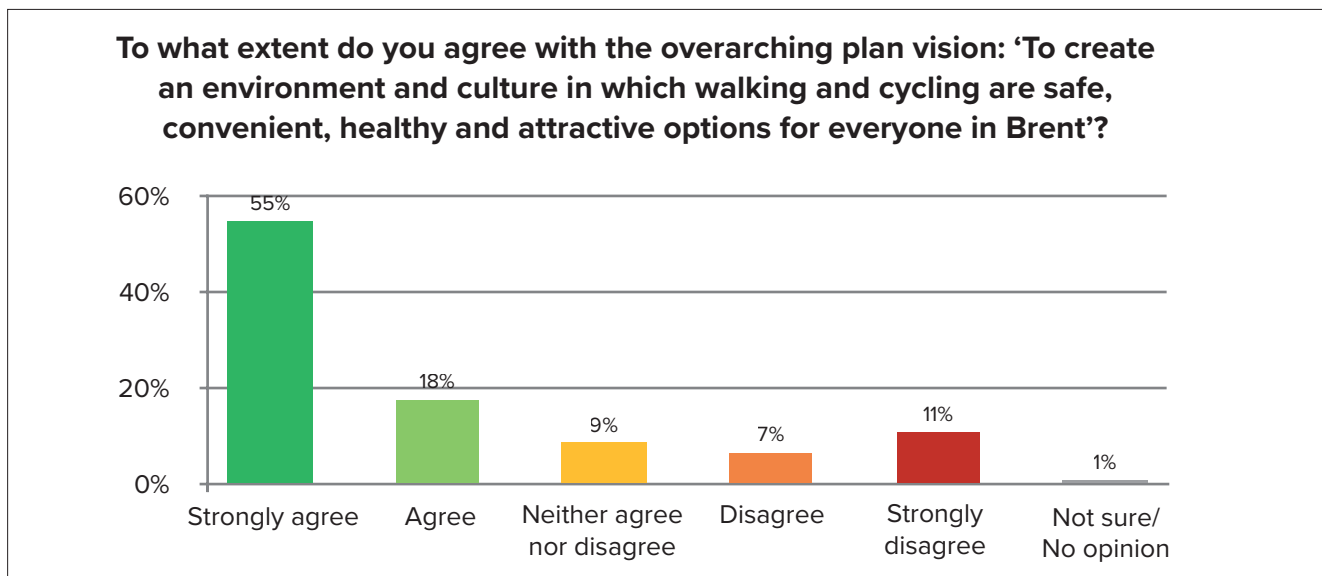


## Views on the draft vision and priorities for active travel

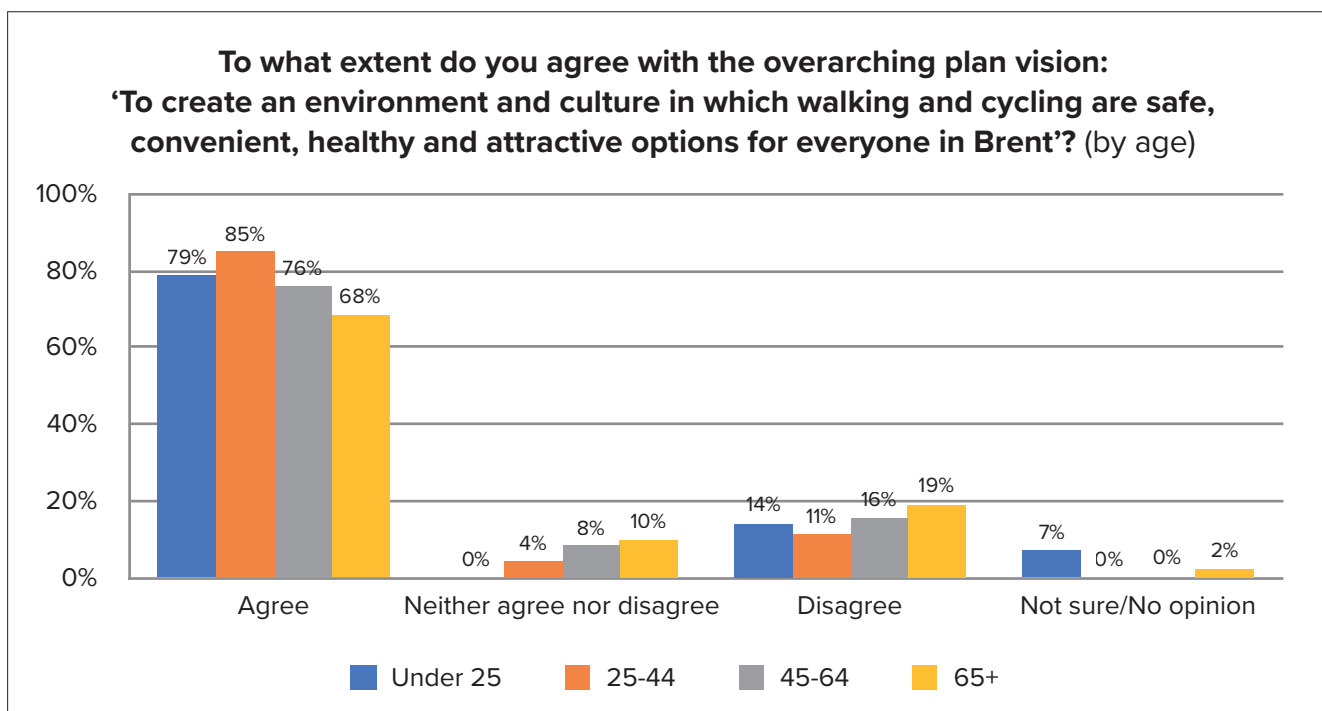
### Views on the ATIP vision statement

People were asked about the extent to which they agreed with the overarching draft ATIP vision to create an environment and culture in which walking and cycling are safe, convenient, health and attractive options for everyone in Brent.

- Almost three quarters of people either *strongly agreed* or *agreed* with the vision
- There were no significant differences in views between those engaged online or through outreach, nor were there any significant differences in views between subgroups



Base = 648



Base=578

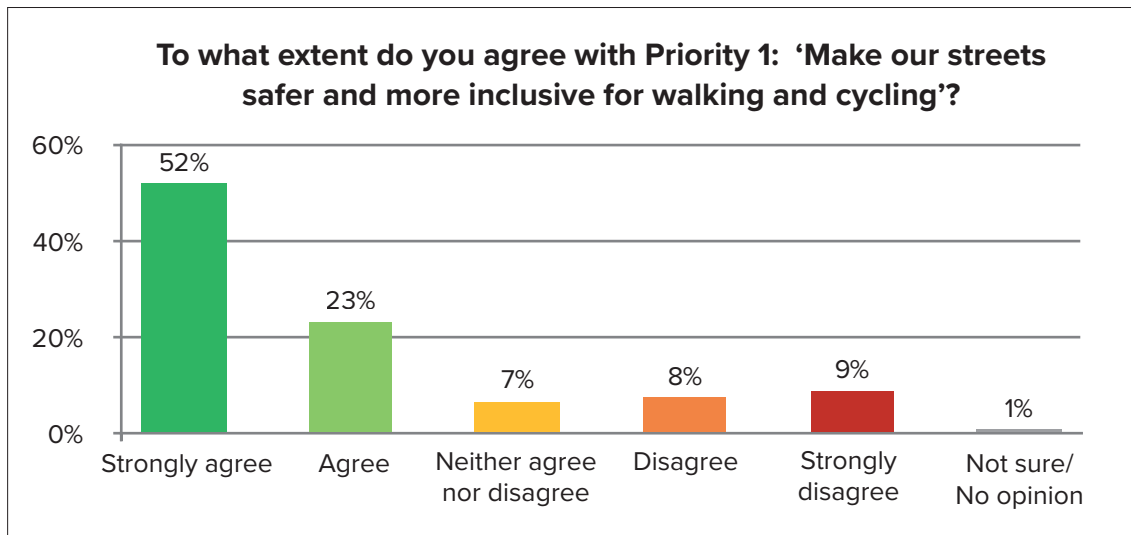
## Views on the ATIP priorities

People were asked about the extent to which they agreed specifically with the three priority areas within the ATIP. The 3 priorities were:

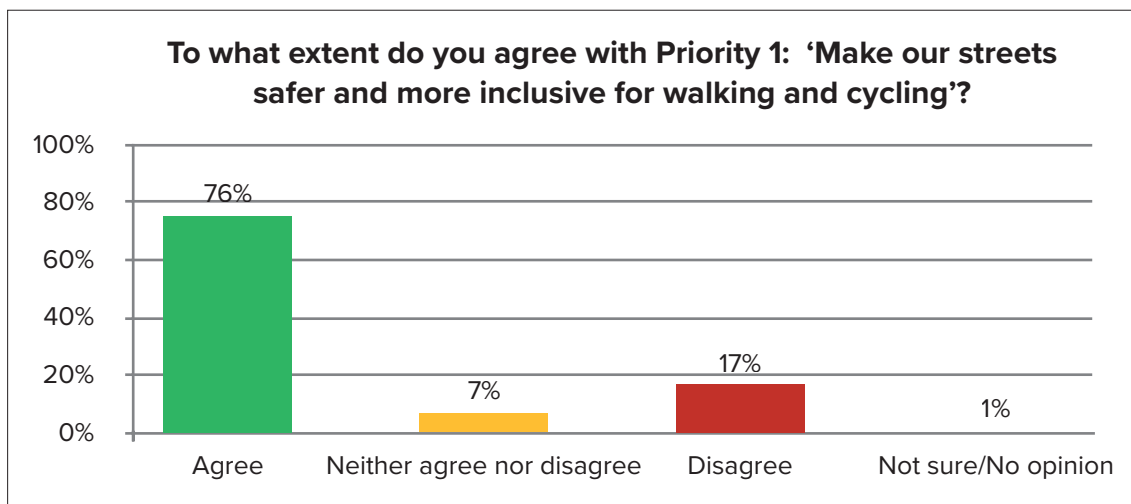
- Priority 1: Make our streets safer and more inclusive for walking and cycling
- Priority 2: Improve the quality and visibility of our walking and cycling infrastructure
- Priority 3: Equip our communities with the confidence and means to walk and cycle

### Priority 1: Make our streets safer and more inclusive for walking and cycling:

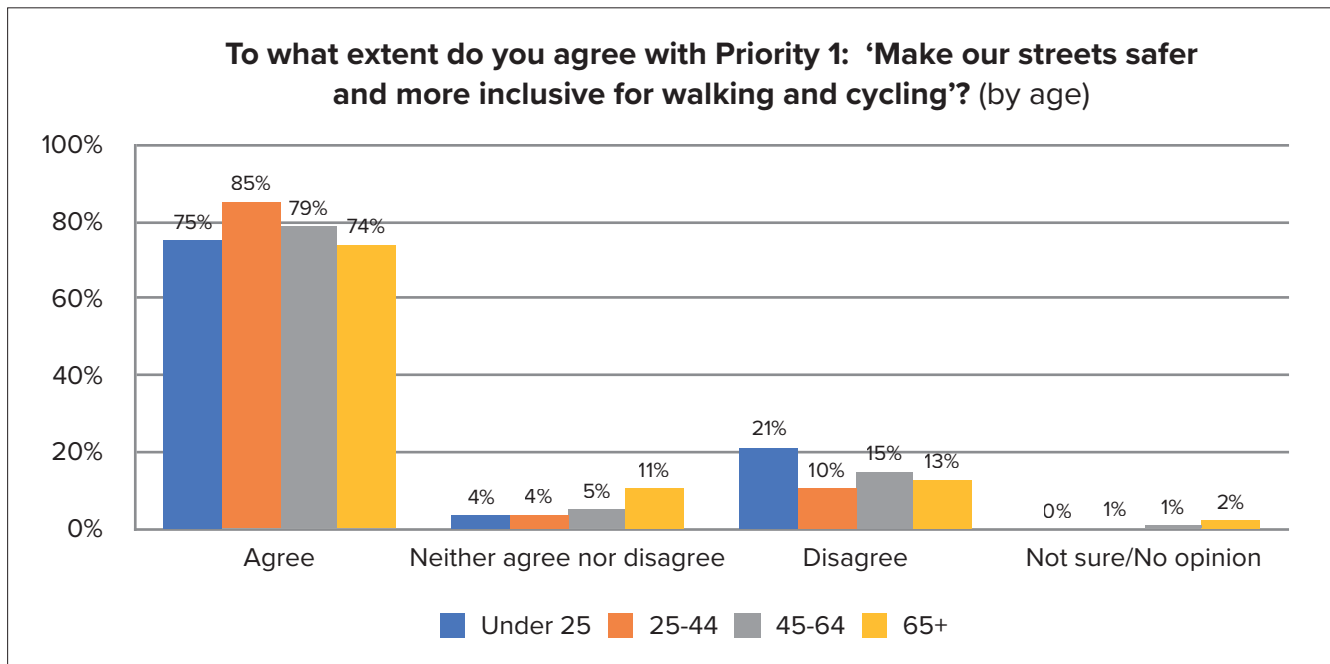
- Three quarters of people *agreed or strongly agreed* with Priority 1
- Only 17% of people either *disagreed or strongly disagreed* with Priority 1
- There were no significant differences in views between those who shared views online or through outreach engagement on this priority or between demographic subgroups



Base = 652



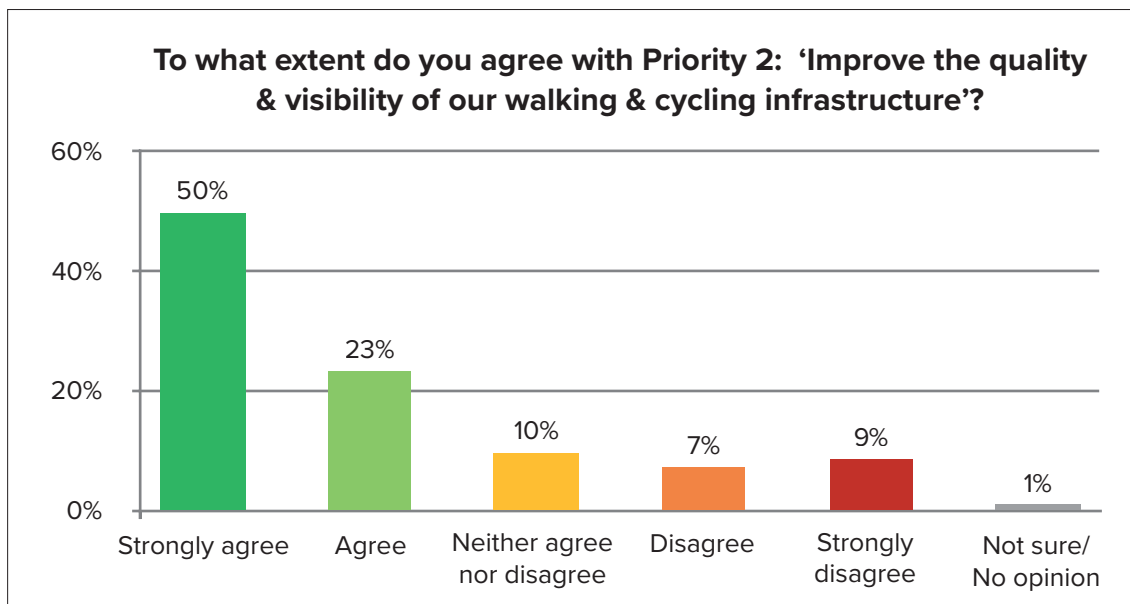
Base = 652



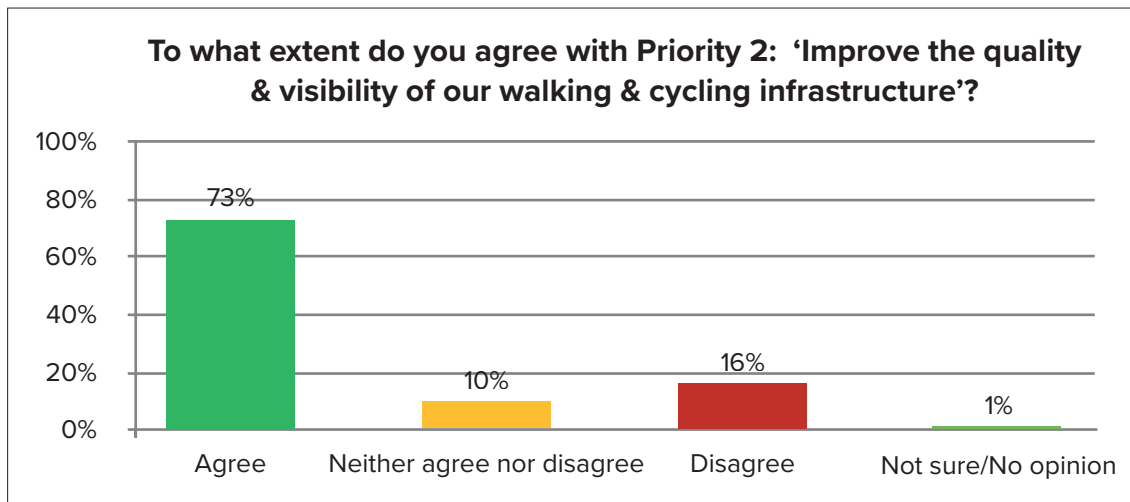
Base=582

**Priority 2: Improve the quality and visibility of our walking and cycling infrastructure:**

- Almost three quarters of people *agreed* or *strongly agreed* with Priority 2
- Only 16% of people either *disagreed* or *strongly disagreed* with Priority 2
- There were no significant differences in views between those who shared views online or through outreach engagement on this priority or between demographic subgroups



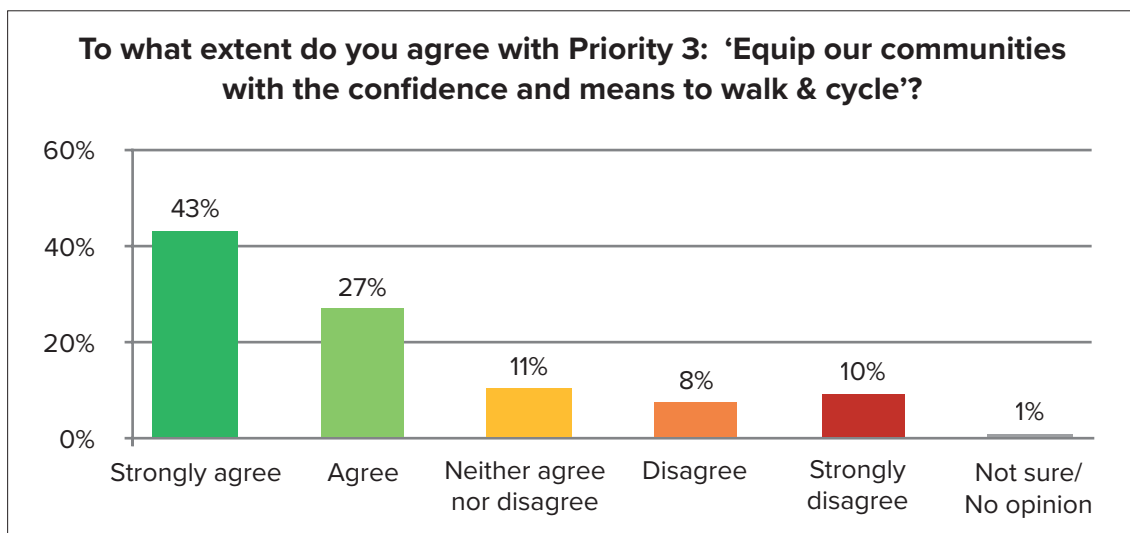
Base = 652



Base = 652

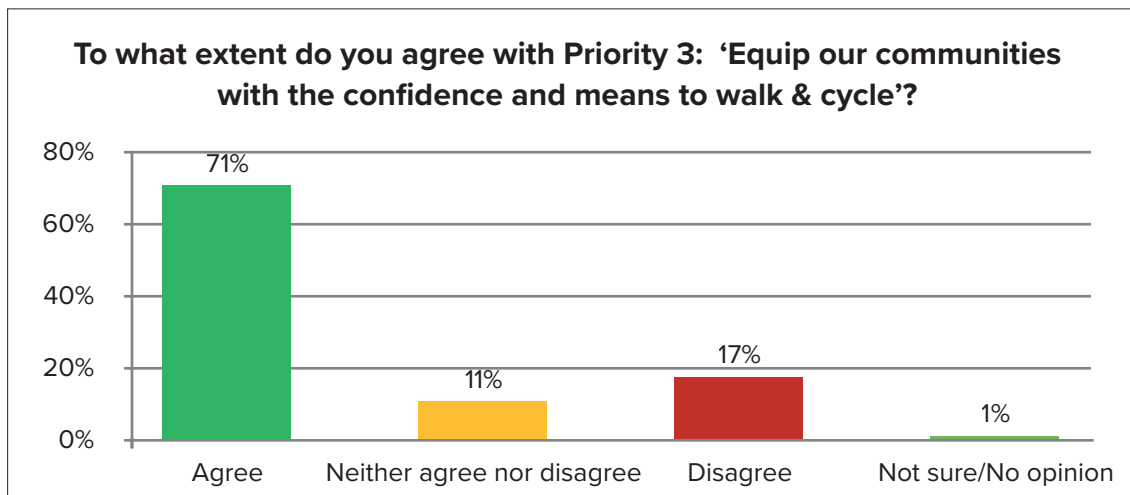
### Priority 3: Equip our communities with the confidence and means to walk and cycle

- A little under three quarters of people *agreed* or *strongly agreed* with Priority 3
- Only 17% of people either *disagreed* or *strongly disagreed* with Priority 3
- There were no significant differences in views between demographic subgroups
- There was some difference between the views of those who shared views online and in outreach engagement in relation to priority 3
  - 63% of the online group agreed with Priority 3, and 22% of them disagreed
  - 88% of those engaged through outreach agreed with Priority 3, with only 6% disagreeing



Base = 653





Base = 653

Overall people from both the online and outreach engagement were largely in agreement with the priority areas proposed for Brent’s Active Travel Implementation Plan. 305 people made additional comments around the draft plan vision and priorities:

- Over a quarter of people who left a comment stressed the need to **make streets and pavements safer for pedestrians**. Many people in this theme stressed the need to prioritise fixing uneven surfaces, potholes and repairing damage. Some people spoke about abandoned bikes and scooters obstructing paths, as well as parked cars. Others stressed the need to prioritise more regular street cleaning to remove litter and leaves. A small number of people mentioned feeling unsafe walking at night and suggested the need for improved street lighting.
- Around one in five comments mentioned the importance of **encouraging cycling** in the borough, stressing the need for safer cycling infrastructure like dedicated segregated bike lanes, secure bike parking and improved connectivity between cycle routes. Some spoke to the importance of education and training programmes to promote safe cycling, while others suggested introducing maintenance and repair stations to improve accessibility.
- Over one in ten said they were **concerned about the Council wasting money and resources** on incentives that did not have tangible impacts. A small number of comments said they were particularly worried about resources being wasted on cycle schemes.
- About one in ten comments expressed broad support, without offering specifics.
- A few people highlighted the need to **reduce crime and antisocial behaviour**. Several people emphasised enforcing road rules, speeding fines, CCTV monitoring and policing to make pedestrians, cyclists and motorists feel safer.
- A few people mentioned the plan needing to **account for those with disabilities and the elderly**. Suggestions included making pavements wide enough for wheelchairs; adding more benches for people to rest; and accommodating for disabled parking and driving access. A small number of comments said that penalising driving disproportionately affects the elderly and those who cannot use public transport.
- A small number of people, around one in twenty, **disliked the plan’s tendency to penalise drivers and motorists**. Several people said that restricted access to parking and extended Low Traffic Neighbourhoods frustrate drivers.
- The remaining comments voiced various other concerns, such as the need to make driving inconvenient; the need for public transport to be improved; the need for other services such as housing and healthcare to be prioritised over transport; the need for improved education in schools about transport and concerns linked to traffic and parking restrictions. A few people also voiced frustration at having walking and cycling addressed together, asserting they have separate needs.

*“Glad you have this vision, please get on and implement this as quickly as possible.”*

*“Don’t forget that many drivers are reliant on cars for mobility. The policies set out could leave the less able and elderly stuck at home. Cycling is for the fit minority and those without children.”*

*“Pedestrians face obstacles like hundreds of unlicensed shop signs, goods, stalls and low level overhanging umbrellas on the pavements. The pavements are also uneven and slippery. Also pedestrians have cyclists and scooter users cycling straight at them on the pavement even where there are already existing cycle lanes and when the roads are empty. The new LED street lights put the light onto the road not onto the pavement leaving many dark areas in alleys and large forecourts where you don’t feel safe at night.”*

*“I very strongly disagree with any attempts of the local council to further wage a misguided war on motorists. Many people need their cars for work, shopping, leisure etc. It is not the job of a local council to tell people how to live their lives.”*

*“We need safe places to leave bikes near stations etc. We need to be able to purchase bikes at a reasonable price.”*

*“I think the biggest barrier preventing people from choosing to cycle rather than take the car is the lack of infrastructure and lack of addressing dangerous road behaviours, which unfortunately still makes cycling very scary.”*

*“Make it safe for children to walk or bike to school.”*

*“Everything has to be watched on CCTV. More signs and warnings for disrespecting the law. Bigger fines and watch their speeding and bigger fines for going on pavements on motorbikes fast near pedestrians. Bigger fines for speeding on residential roads risking safety.”*

*“Most of us are pedestrians AND motorists, some like myself are also keen cyclists. Do not try to pit these groups against each other as in many cases we are the same people. If you generally make the roads better then cycling will be better too. Some people will NEVER EVER cycle so don’t bother wasting resources on trying to get them to cycle. Spend that money on fixing the roads and pavements, it’s really that simple.”*

*“This all needs to be done in tandem with making driving /inconvenient/ - make it slow, expensive and difficult to park and more people will choose cycling and public transport.”*

*“For these changes to have a meaningful effect, there needs to be consultation with neighbouring boroughs to ensure that people travelling from Brent to Camden, for example, aren’t left with a cycle route or pedestrian path that stops at the borough boundary.”*

*“Ensure the public transport network is efficient so people do not feel the need to drive.”*

*“Fix pavements especially for wheelchairs.”*

*“Infrastructure is much more important than cycle training.”*

*“Good priorities the vision is inclusive which is important. Brent is very multi-cultural.”*

*“Visions are great and they will change cultures and the wellbeing of communities. Keep up the good work.”*

*“Pavements just not wide enough. People park on pavement as no parking. It’s not safe to cycle so hard to encourage cycling.”*

*“If you make the roads safer, slower and crack down harder on aggressive drivers/parkers, the environment for pedestrians and cyclists will benefit greatly. The car driver has become too dominant in our modern world, to drive a private vehicle is a privilege that should be appreciated not abused.”*

*“I think there are other higher priorities for Brent such as cleaner streets.”*

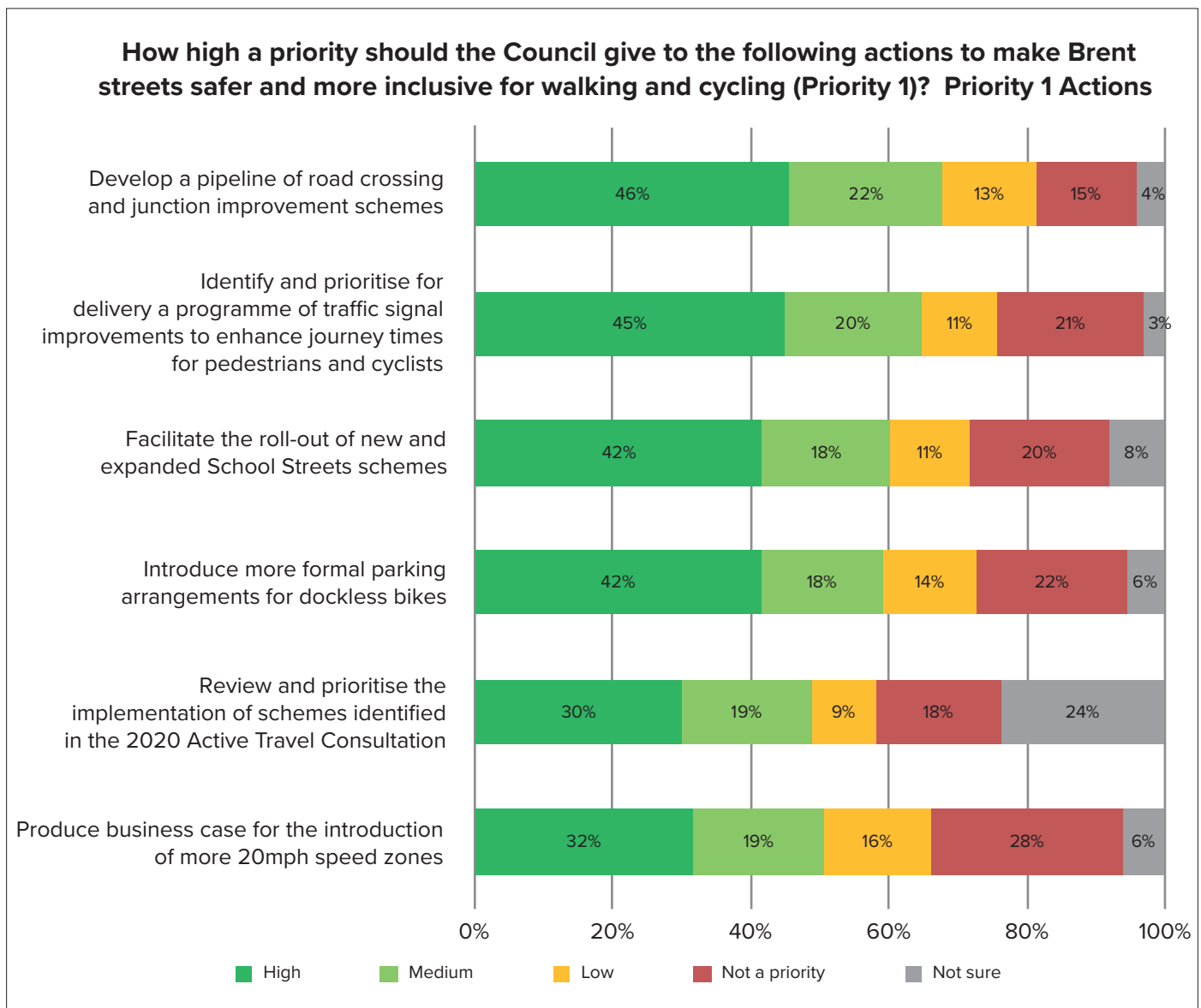
*“I’m not convinced that LTNs are effective in reducing car use. They seem to displace traffic onto routes that are already overwhelmed, which is a nightmare for those who have to live and work on our busiest streets.”*

## Views on proposed measures and interventions

People were asked to rank the level of priority for a range of proposed actions, measures and interventions that could achieve Brent Council’s Active Travel aims and objectives.

### Priority 1: Make our streets safer and more inclusive for walking and cycling:

- All of the proposed actions were viewed as being a priority by a majority of people.
- The proposal to ‘develop a pipeline of road crossing and junction improvement schemes’ was the most commonly ranked high priority.
- The second highest ranked action was to ‘identify and prioritise for delivery a programme of traffic signal improvements to enhance journey times for pedestrians and cyclists’.
- There were some differences in views between different sub-groups but these were not overly significant and the general trends of views were similar for all groups.

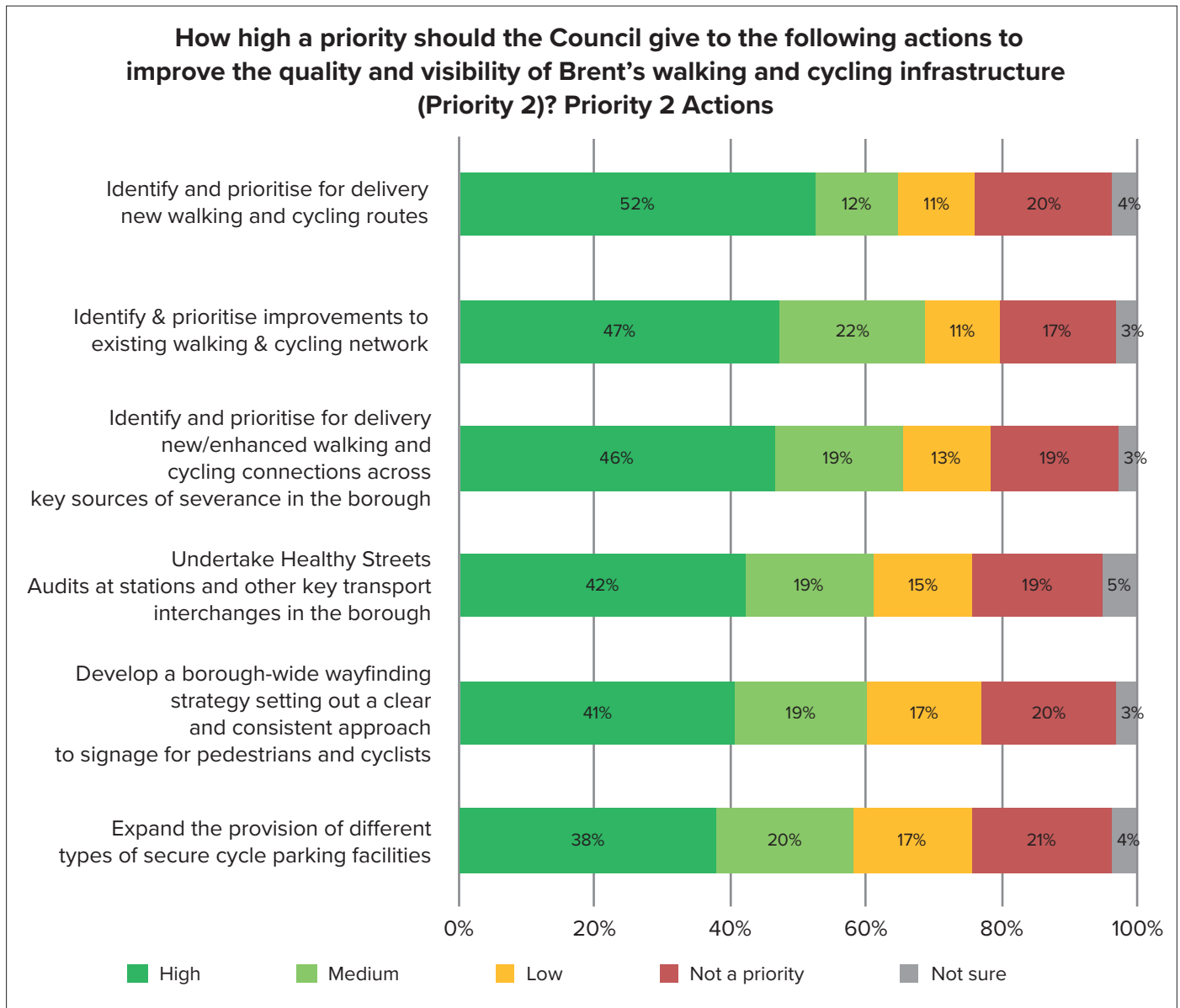


Base = 644



## Priority 2: Improve the quality and visibility of our walking and cycling infrastructure:

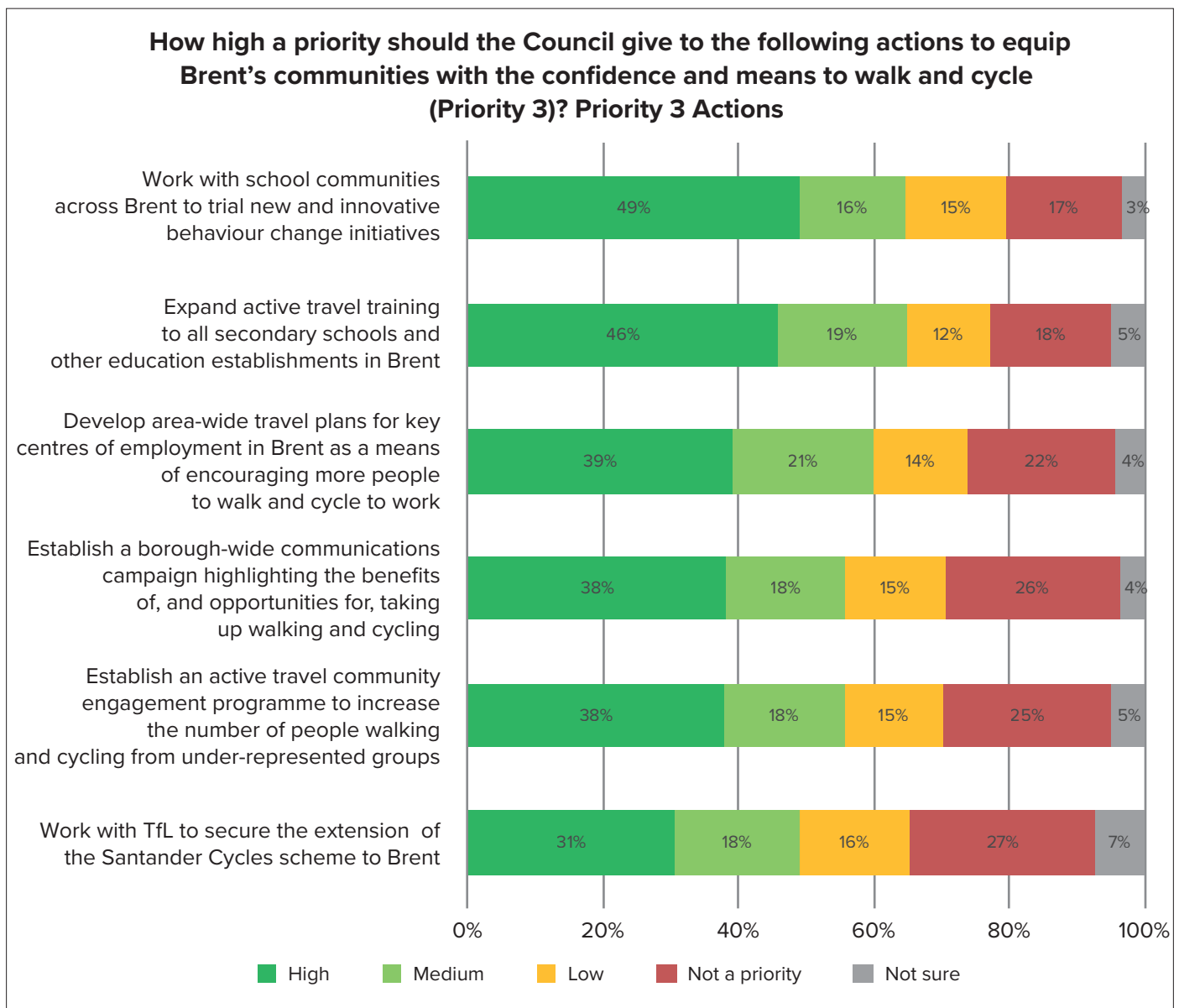
- All of the proposed actions were viewed as being a priority by a majority of people.
- Over half of people ranked highly ‘identify and prioritise for delivery new walking and cycling routes’.
- Almost half of people ranked the proposal to ‘identify and prioritise improvements to existing walking and cycling networks’ as being a high priority.
- There were some differences in views between different sub-groups but these were not overly significant and the general trends of views were similar for all groups.



Base= 644

### Priority 3: Equip our communities with the confidence and means to walk and cycle:

- All of the proposed actions were viewed as being a priority by a majority of people.
- About half of people ranked ‘work with school communities across Brent to trial new and innovative behaviour change initiatives’ as a high priority.
- Almost half of people ranked the proposal to ‘expand active travel training to all secondary schools and other education establishments in Brent’ as being a high priority.
- There were some differences in views between different sub-groups but these were not overly significant and the general trends of views were similar for all groups.
  - The only notable difference was between people who shared views online versus in outreach; those in outreach ranked all actions as higher priorities than those who shared their views online.



Base = 641

## Other measures, interventions or actions

When asked what other measures, interventions or actions the Council should consider that would help to achieve the Active Travel aims and objectives, 365 people made additional comments:

- Just under one in three people who left a comment suggested different **incentives for cycling**. These suggestions included subsidising bike hire schemes, providing concessions on bike purchases, offering adult cycling training and setting up free bike maintenance hubs. A small number of people thought the Council should consider giving away free bike tools and accessories, while others suggested funding cycling clubs in schools and workplaces.
- Around one in eight comments stressed that the focus should be on **fixing the poor state of roads and pavements** to improve safety for all users. Several people said this was important to prevent trip hazards and improve accessibility. A small number of people mentioned the need for trimming hedges and grass in parks, as well as removing overgrown trees, especially those growing on pavements.
- About one in ten proposed **enforcing road rules for cyclists and motorists**. Some people suggested enforcing regulations to stop cyclists and scooters riding on pavements, such as increasing signs and improving CCTV. Others proposed improving existing laws for motorists including the 20mph speed limit, and enforcing parking violations, phone use and noise pollution.
- One in twelve people highlighted the problem of **abandoned rental bikes and scooters**. Several of these comments flagged that dockless rental bikes are often left obstructing pavements, creating hazards for those with disabilities, the elderly, and parents with buggies. A small number of people suggested banning electric bikes and scooters completely.
- A few people raised concern about **traffic and disruption** in Brent, mentioning the negative impact of building works, widened pavements and unused cycle lanes on congestion. Some of these comments praised the introduction of Low Traffic Neighbourhoods (LTNs) and others suggested the enforcement of no-parking corridors.
- A few people said that addressing **safety** was an essential part of encouraging people to walk or cycle, with some suggesting that more police presence was needed. Some comments also mentioned behaviours of motorists, cyclists, or pedestrians as safety concerns.
- Finally, a small number of people said that the Council should consider **improving public transport**. A few people suggested making sure buses are safe and others highlighted the lack of evening and night tubes. Many comments under this theme stressed the need to make public transport cheaper. A small number of comments suggested introducing school buses for children and young people.
- The remaining comments voiced various other suggestions, including prioritising cleanliness and litter removal; introducing incentives for walking; improving public transport; focusing on education for young people in schools; enforcing parking restrictions; and taking into account those with disabilities or the elderly.

*“Make sure that the new cycle route and connections are designed to a very high standard. Some of the routes that the council has implemented are not to a high standard and are not separated from cars, so the road traffic does not respect them.”*

*“Enforce existing 20mph speed limits - we regularly see aggressive car drivers doing over 40mph in 20mph zones.”*

*“Focus on improving roads by resurfacing them, repairing potholes properly by using decent contractors and repairing uneven pavements. All of which will be significantly cheaper than any new initiatives that the council are thinking whilst ignoring the real challenges.”*

*“TfL needs to have a robust system of bus travel so people do not feel the need to keep a car. If a bus comes as and when it pleases, not enough buses every hour then people feel the need to keep a car and not use public transport.”*

*“Too many of these [e-bikes] are being vandalised and just left in the middle of the pavement, across people’s driveways, thrown and abandoned on the road sides.”*

*“Brent [Council] have stopped regular automatic street cleaning, which spoils any walk as seeing litter and debris along the way is depressing.”*

*“Coordinate digging up roads better so that the same few roads are not constantly under construction- which means temporary traffic lights and massive traffic jams for weeks on end.”*

*“No visual or audible crossing indicators for the visually and audibly impaired despite the erection of the Uncle towers.”*

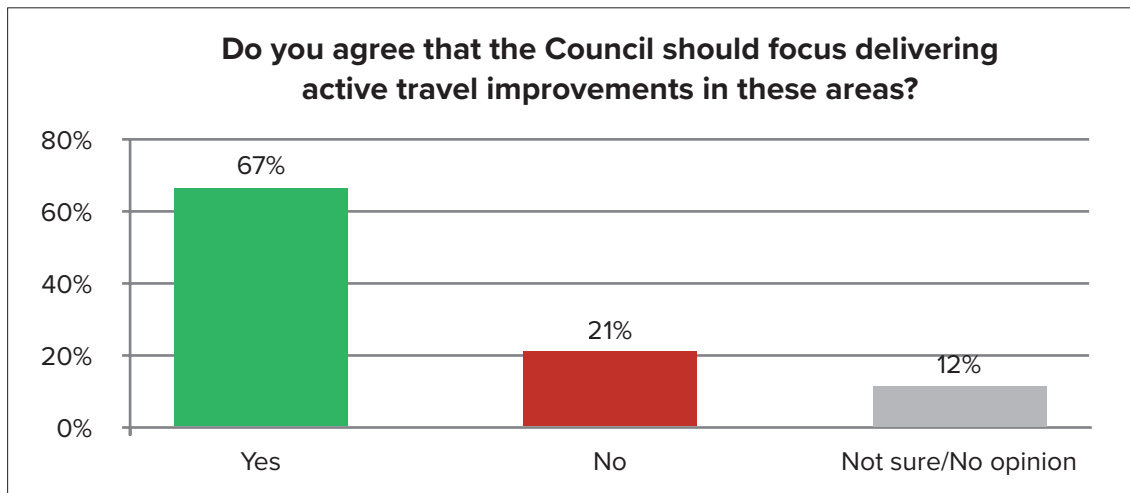
## Which types of areas to focus on

People in both the outreach and online engagement were asked if they agreed that Brent Council should focus on delivering the Active Travel Improvement Plan in six identified key areas:

- major town centres,
- other busy locations in the borough,
- schools and other educational facilities,
- stations and other public transport interchanges,
- local neighbourhoods (including ‘Brents Green Neighbourhoods’), and
- Air Quality Focus Areas.

Of the 649 people who responded to this question, almost three quarters agreed with the Council focusing on delivering the active travel improvement in the above identified key areas.

There were no significant differences in views between those engaged online or through outreach, nor were there any significant differences in views between subgroups.



Base = 649

When asked if there are other areas where the Council should focus delivering active travel improvements, 207 people made comments. Of these, 96 mentioned specific geographic areas, while the others made comments about other topics which they felt should be prioritised.

The geographic areas that were mentioned were as follows. Some were mentioned more than once, but none were mentioned more than six times:

**Broad areas:**

- “A” or “B” classified roads in Brent
- Areas near mosques, temples, libraries, schools or hospitals
- Areas around new housing developments / new tower blocks
- Areas around overground / underground stations
- Cycle routes and connections, including connecting cycle routes to other boroughs / city centre
- Connecting streets
- Economically deprived areas
- Main road cycle lanes and filtering minor streets
- Major routes which cycling routing apps such as google maps will commonly direct cyclists through the borough
- Parks and public space entry points
- Whole borough should be prioritised

**Specific areas:**

- A406/North Circular Road transition
- A5 (cycle superhighway)
- Brent Cross
- Brondesbury Park
- Camden (on the border)
- Carlton Avenue East junction
- Chamberlayne Road
- Christchurch Avenue
- Church Lane



- 
- Church Street
  - Civic Centre to Oakington Manor Drive walking route
  - Cricklewood
  - Dollis Hill
  - Draycott Avenue / Windermere Avenue junction
  - Ealing Rd
  - Edgware road
  - Finchley Road
  - Harlesden
  - Harlesden Road
  - Harrow Road
  - Kensal Rise
  - Kenton
  - Kenton Station
  - Kilburn
  - Kilburn Blackspot
  - Kilburn High Road
  - Kilburn High Road + Cricklewood Broadway
  - Kilburn high road area (near Quex road)
  - Kingsbury
  - Lonsdale Road and Paddington Old Cemetery
  - Monks Park
  - Neasden near North circular
  - Neasden roundabout towards Birchen Grove
  - Network Rail
  - North Circular
  - Outside of Wembley
  - Queens Park
  - Slough Lane
  - Sudbury & Harrow
  - Walm Lane
  - Wembley
  - Wembley High Street
  - Wembley to Willesden Junction corridor
  - Willesden
  - Willesden Green
  - Willesden Green High Rd
  - Willesden Green/Dollis Hill
  - Willesden Junction
  - Windermere Ave

The other comments mentioned included these broad themes:

- General agreement with the key areas as described in the outreach materials.
- Other barriers to walking and cycling (which broadly parallel the barriers discussed in an earlier question), including parking and traffic management, safety issues, public transport, accessibility, air quality, and crime.
- Other priorities, not relating to active travel.

## Any other comments

There were 316 comments on the question of ‘any other views or suggestions on how walking and cycling in Brent could be improved’.

A wide variety of suggestions were made, broadly mirroring the suggestions and concerns raised in previous questions. Themes included:

- Improving safety and security
- Suggestions for infrastructure improvements
- Concerns relating to parking and traffic management
- Accessibility and inclusivity
- Enforcement of regulations
- Concern around prioritisation of funding in the Council
- General support of draft plan
- Hope that the Council will deliver on the actions in the draft plan

*“It’s fantastic to see Brent’s Active Travel Implementation Plan!”*

*“A Cycle Superhighway on the A5 to the city!”*

*“Encourage kids to walk to school, which will help with child obesity & reduce the local traffic.”*

*“Just build segregated cycle paths and people will start cycling of their own free will! It really is that simple and probably cheaper in the long run.”*

*“Recommendations here need to become a reality, not just lip service so Brent can be seen as doing something.”*

*“Anything that will reduce motorised traffic would be a bonus. I’m sorry that there is opposition to LTNs.”*

*“As I cycle around, I find that where the Council has painted bicycle signs on roads considered safer for cyclists, cars appear to drive with more consideration for cyclists. The signs maybe remind them that we are sharing this space?”*

*“Don’t waste money on little used cycle lanes.”*

*“Be bolder in your actions! Improving active travel is key and are popular measures!”*

*“Fix pavements, fix all the potholes. Remove the ridiculous 20mph zones except for where there are schools. Remove the stupid road closures for schools. These are all just ways of you taking our money. Just stop please.”*

*“Incentivise residents - people love their cars! So it’ll have to be something to motivate them.”*

*“Free cycle & lesson for Borough residents.”*

*“Brent council should deliver on its basic services (garbage and recycling, road and sidewalks maintenance, and security) rather than wasting its budget on this. Stop trying to distract everyone from your poor service level with new initiatives that regularly end up being a complete waste of money.”*

*“I originally hasn’t considered my personal safety a barrier to walking, but I think that’s because as a woman I am used to being accosted or followed by men when I’m near Willesden Green station or the high street especially after about 10pm, and at this point I have a plan B and C in my mind at all times.”*

*“Completely separate cycling lanes from the main roads please - to avoid accidents & traffic.”*

*“I think that these improvements will be great for the borough, but would like to see more anti-car measures added.”*

*“Invest in road and pavement infrastructure, invest in more greenery and in the high street. These are things that will encourage residents to walk and cycle, and maybe even shop in their own town centre, which will also help to revive failing high streets such as in Willesden Green.”*

*“Promote walking on footpaths that can not be used by cyclists.”*

*“Make walking about in the evenings feel safer.”*

*“The draft plan appears to be promising however Brent must ensure its successful implementation through prioritisation of key elements and continued engagement with the community, particularly those underrepresented.”*

*“Partnering with local bicycle shops to provide road safety & cycle maintenance workshops/gain confidence.”*

*“The plan is a welcome step towards improving cycling and walking in Brent. However, it lacks commitment to monitoring the proposed schemes and maintaining them to ensure they are fit for purpose. This has been a significant weakness in previous plans.”*

*“Please invest in new and additional cycle infrastructure which is the best and most effective way to get more people cycling on the road.”*

## Views from Stakeholder Groups

The following external stakeholder groups and organisations sent in a response to the strategy:

- Transport for London (TfL)
- Sudbury Court Residents' Association (SCRA)
- Brent Cycling Campaign (BCC)

The complete comments are appended to this report (see Appendix 3), but here are a few main points from the stakeholder responses:

- **Transport for London** broadly supported the plan, but also provided a formal schedule of comments. These include:
  - A recommendation to emphasise the importance of cleaner, streets pavements and street lighting and welcome continued close collaboration on any LB Brent schemes to improve road crossings and junctions on the Strategic Road Network.
  - TfL want more reference in the plan to ensuring that walking and cycling infrastructure is safe (and perceived to be safe) and attractive during all times of the day.
  - TfL also wanted more reference to the provision of high-quality cycle parking in new developments that are coming forward.
  - TfL welcome the recognition that 'crime' and 'fear of crime' within public realm are barriers to active travel and suggest that this link directly to the Mayor's Strategy on Violence Against Women and Girls in particular commitment 1.4.
  - TfL recommend the plan links to the outcomes of the Night Safety Audits being completed within Brent by MOPAC and TfL
  - TfL suggest that the plan would also benefit of linking to the public realm guidance issued by the GLA with the plan adopting the language on 'perception of safety' and the document's aspirations to underpin good public realm design – *GLA Good Growth By Design: Designing Public Realm for Women, Girls and Gender Diverse*.
  - TfL suggest a gender inclusive objective is included or gender is mentioned within interventions. Consulting with women and girls on barriers to active travel should also be a key element.
  - TfL suggest the plan consider 'night' as a significant barrier to active travel which needs addressing.

*“The Mayor is implementing world leading policies to improve air quality in London, including through the promotion of walking, cycling and use of public transport. For this to work for women and girls, public spaces need to be safer, and women and girls need to feel safe when using them.”*

*“MOPAC, working with TfL and other partners, will continue to implement the UN Safe City scoping report recommendations to support women and girls. This includes exploring and piloting night safety audits in town centres, transport hubs and other public spaces across London with an understanding of how these experiences may be different on the basis of individual characteristics such as disability, neuro-divergence and race.”*



- **Sudbury Court Residents' Association (SCRA)**

- Overall SCRA were supportive of the active travel plan and shared some suggestions, including a request that footways are made flat to facilitate better access to walking and cycling.
- SCRA also suggested that Electric Vehicle charging cables can obstruct walk ways, and said that this ought to be addressed as part of the active travel plan.

*“Have additional concerns around the design of the new footway crossovers - would like these to be flat to facilitate comfortable walking and wheeling.”*

*“Would like the Council to ban/enforce the trailing of EV charging cables across pavements.”*

- **Brent Cycling Campaign (BCC)**

- Overall BCC were in support of the active travel plan.
- BCC suggest that the plan remove the language of ‘BAME’ which is advised by the UK Government to no longer be used.
- BCC suggest that wheelchair users be considered in the plan to include recognition that footways must be constructed as flat.
- BBC suggest that the plan uses the term ‘enable’ people to walk rather than ‘encourage’ to make clear the responsibility of Brent Council.
- BCC offered suggestions to Brent around how to use parking revenue to enable walking and cycling.
- For BCC having a disability is no considered a barrier to cycling, rather they suggest the barrier be understood as a lack of appropriate, inclusive infrastructure.
- Like TfL, BCC recommend that the plan refer to data and reports around women and girls safety, such as Lime’s report on women cycling safety.

*“[The active travel plan] correctly identifies many of the benefits of active travel, both on an individual and societal level. It clearly identifies many of the problems caused by an excess of motor traffic. It has identified the potential to significantly expand levels of active travel and shows ambition to do so, as well as reducing motor vehicle dominance in the borough.”*

*“We fully appreciate the financial constraints that the council is operating under. We would recommend that parking revenue is also included as a funding source towards active travel.”*

The following internal council officers also sent in a response to the plan:

- **Principal Tree Officer, Brent Council**

- Suggested that there could be more mention of the role of trees in continuing to make more attractive, safer, and more inclusive walking and cycling routes.

*“It would certainly help me in the drafting of the Tree Strategy to link positively with the ATIP if there was just some mention of trees.”*

*“Trees can help to segregate cycle and walking routes from roads, they provide shading along routes and resting points and help with removal of particulates from the atmosphere on key transport corridors.”*

- **Principal Transport Planner, Brent Council**

- Suggested that there be more focus on low traffic neighbourhoods in the plan.
- Suggested more engagement with community centres and care homes to support the elderly to choose the appropriate cycle schemes.
- Suggested more engagement with different groups in the community.

# Conclusions and reflections

Because of the large number of people who gave their views on the draft ATIP, and the fact that those engaged (particularly in the outreach) were a reasonable representation of Brent population, the council can have confidence in the findings.

While it is never likely that everyone will agree with a draft strategy, in this consultation there was a high level of approval for what the council was proposing as well as for the draft ATIP vision and priority areas.

Across all sub-groups there were majorities in favour of the vision, the priorities and the proposed actions and so the council can take confidence from this and move forward to implement the plan knowing it has the broad backing from Brent residents.

# Appendix 1 – Consultation materials

**Plan vision**

**To create an environment and culture in which walking and cycling are safe, convenient, healthy and attractive options for everyone in Brent**

**Plan priorities**

<p><b>1.</b></p> <p><b>Make our streets safer and more inclusive for walking and cycling</b></p> <p>Reduce motor vehicle dominance and put the needs of pedestrians and cyclists first</p>	<p><b>2.</b></p> <p><b>Improve the quality and visibility of our walking and cycling infrastructure</b></p> <p>Implement walking and cycling infrastructure that is fit for purpose and accessible to all</p>	<p><b>3.</b></p> <p><b>Equip our communities with the confidence and means to walk and cycle</b></p> <p>Provide our residents with access to appropriate support, training and equipment</p>
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**Actions**

Priority 1: Make our streets safer and more inclusive for walking and cycling	Priority 2: Improve the quality and visibility of our walking and cycling infrastructure	Priority 3: Equip our communities with the confidence and means to walk and cycle
Review and prioritise the implementation of schemes identified in the 2020 Active Travel Consultation.	Identify and prioritise improvements to the existing walking and cycling network.	Establish an active travel community engagement programme to increase the number of people walking and cycling from under-represented groups.
Facilitate the roll-out of new and expanded School Streets schemes.	Identify and prioritise for delivery new walking and cycling routes.	Work with school communities across Brent to trial new and innovative behaviour change initiatives.
Produce a business case for the introduction of more 20mph speed zones.	Identify and prioritise for delivery new/enhanced walking and cycling connections across key sources of severance in the borough.	Develop area-wide travel plans for key centres of employment in Brent as a means of encouraging more people to walk and cycle to work.
Develop a pipeline of road crossing and junction improvement schemes.	Expand the provision of different types of secure cycle parking facilities across the borough.	Expand active travel training to all secondary schools and other education establishments in Brent.
Introduce more formal parking arrangements for dockless bikes operating in the borough.	Develop a borough-wide wayfinding strategy setting out a clear and consistent approach to signage for pedestrians and cyclists.	Establish a borough-wide communications campaign highlighting the benefits of and opportunities for taking up walking and cycling.
Identify and prioritise for delivery a programme of traffic signal (traffic lights) improvements to enhance journey times for pedestrians and cyclists.	Undertake Healthy Streets Audits at stations and other key transport interchanges in the borough to identify opportunities for active travel improvements.	Work with TfL to secure the extension of the Santander Cycles scheme to Brent.


### PRIORITY AREAS FOR IMPROVEMENTS

Active travel measures and interventions will be implemented throughout the borough. However, in recognition that the nature and scale of transport challenges – and barriers to active travel - vary significantly across Brent, there will be a particular focus on the following key areas:

Key area	Examples / Explanation
Major town/employment centres	e.g. Wembley, Alperton, Neasden, Willesden, Kingsbury, Harlesden, etc.
Other busy locations in the borough	e.g. local health, shopping and leisure facilities
Schools and other education facilities	
Stations and other public transport interchanges	
Local neighbourhoods (including Brent's 'Green Neighbourhoods')	<i>A Green Neighbourhood is an area that is eco-friendly, has reduced carbon emissions and waste and is a healthier place to live, work and visit.</i>
Air Quality Focus Areas	Areas identified as having high levels of pollution and human exposure.



# Appendix 2 – Consultation survey



**Brent Active Travel Implementation Plan – Community Questionnaire**

- How many years have you had a connection to Brent? <1  1-2  3-4  5-9  10-19  20+
- In a typical week, how often do you walk or cycle in the borough?  
 Every day  4-5 times a week  2-3 times a week  Once a week  Never  Prefer not to say
- How friendly do you think Brent is for walking and cycling?  
 V friendly  Somewhat friendly  Neither friendly nor unfriendly  Somewhat unfriendly   
 V unfriendly  Not sure   
 Comment/explain more: \_\_\_\_\_

**ADDRESSING THE BARRIERS TO WALKING AND CYCLING IN BRENT**

- How high a priority should the Council put on addressing the following barriers to walking and cycling? [rate high / medium / low / not a priority / not sure]  
 Lack of/poor quality cycling infrastructure (e.g. cycle lanes, signage) \_\_\_\_\_  
 Lack of secure cycle parking \_\_\_\_\_ Lack of safe pedestrian/cycle crossing facilities \_\_\_\_\_  
 Poor quality infrastructure for pedestrians (e.g. narrow, cluttered and poorly maintained pavements) \_\_\_\_\_  
 Volume and speed of road traffic \_\_\_\_\_ Poor/inconsiderate driving behaviour \_\_\_\_\_ Pavement parking \_\_\_\_\_  
 Personal security concerns \_\_\_\_\_ Lack of access to a cycle \_\_\_\_\_  
 Lack of consideration/provision for those with disabilities \_\_\_\_\_
- Are there any other barriers to walking and cycling in Brent that the Council should be addressing?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**OUR VISION AND PRIORITIES FOR ACTIVE TRAVEL** [show vision and priorities]

- To what extent do you agree with the overarching plan vision: ‘To create an environment and culture in which walking and cycling are safe, convenient, healthy and attractive options for everyone in Brent’?  
 Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree  Not sure
- To what extent do you agree with Priority 1: ‘Make our streets safer and more inclusive for walking and cycling’?  
 Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree  Not sure
- To what extent do you agree with Priority 2: ‘Improve the quality & visibility of our walking & cycling infrastructure’?  
 Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree  Not sure
- To what extent do you agree with Priority 3: ‘Equip our communities with the confidence and means to walk & cycle’?  
 Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree  Not sure
- Do you have any other comments on the plan vision or priorities?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**DELIVERING IMPROVEMENTS** [show actions]

- How high a priority should the Council give to the following actions to make Brent streets safer and more inclusive for walking and cycling (Priority 1)? [rate high / medium / low / not a priority / not sure]

Priority 1 Actions	High	Med	Low	Not a priority	Not sure
Review and prioritise the implementation of schemes identified in the 2020 Active Travel Consultation.					
Facilitate the roll-out of new and expanded School Streets schemes.					
Produce business case for the introduction of more 20mph speed zones.					
Develop a pipeline of road crossing and junction improvement schemes.					
Introduce more formal parking arrangements for dockless bikes					
Identify and prioritise for delivery a programme of traffic signal improvements to enhance journey times for pedestrians and cyclists.					

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**12. How high a priority should the Council give to the following actions to improve the quality and visibility of Brent’s walking and cycling infrastructure (Priority 2)? [rate high / medium / low / not a priority / not sure]**

Priority 2 Actions	High	Med	Low	Not a priority	Not sure
Identify & prioritise improvements to existing walking & cycling network.					
Identify and prioritise for delivery new walking and cycling routes.					
Identify and prioritise for delivery new/enhanced walking and cycling connections across key sources of severance in the borough.					
Expand the provision of different types of secure cycle parking facilities					
Develop a borough-wide wayfinding strategy setting out a clear and consistent approach to signage for pedestrians and cyclists.					
Undertake Healthy Streets Audits at stations and other key transport interchanges in the borough					

**13. How high a priority should the Council give to the following actions to equip Brent’s communities with the confidence and means to walk and cycle (Priority 3)? [rate high / medium / low / not a priority / not sure]**

Priority 3 Actions	High	Med	Low	Not a priority	Not sure
Establish an active travel community engagement programme to increase the number of people walking and cycling from under-represented groups.					
Work with school communities across Brent to trial new and innovative behaviour change initiatives.					
Develop area-wide travel plans for key centres of employment in Brent as a means of encouraging more people to walk and cycle to work.					
Expand active travel training to all secondary schools and other education establishments in Brent.					
Establish a borough-wide communications campaign highlighting the benefits of, and opportunities for, taking up walking and cycling.					
Work with TfL to secure the extension of the Santander Cycles scheme to Brent.					

**14. Are there any other measures, interventions or actions you think the Council should consider that will help to achieve the Active Travel aims and objectives?**

**PRIORITY AREAS FOR IMPROVEMENTS** [show key areas]

**15. Do you agree that the Council should focus delivering active travel improvements in these areas?**

Yes  No  Not sure/No opinion

**16. Are there any other areas in Brent where you consider the Council should focus delivering active travel improvements?**

**ABOUT YOU**

**17. How much have your views been consulted before?**

A lot  Quite a bit  A little  Not much  Not at all

**18. Age** <25  25-34  35-44  45-54  55-64  65-74  75+  Prefer not to say

**19. Do you consider yourself to be disabled?** Yes  No  Prefer not to say

**20. Which ethnicity do you feel best describes you?** \_\_\_\_\_ Prefer not to say   
Which broad ethnic group do you feel you fit best in? Asian  Black  Mixed heritage  White  Other

**21. Gender Identity:** Male  Female  Prefer not to say  Prefer to Self-describe

**22. What is the first part of your postcode?** [e.g. HA0. NW10] \_ \_ \_ \_ \_

**23. Do you have any other views or suggestions on how walking and cycling in Brent could be improved?**

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Area: Sudbury  Kingsbury  Harlesden  Kenton/Norwick Pk  Willesden Green  Queen’s Park  Neasden  Stonebridge Park   
Location of Interview \_\_\_\_\_ Date \_\_\_\_\_ Interviewer \_\_\_\_\_

# Appendix 3 – Stakeholder responses

## Transport for London (TfL)

### TfL response to LB Brent Draft Active Travel strategy - Dec 2023

#### TfL Investment Delivery Planning comments:

- Improved pedestrian environment / experience can encourage people to walk more. Cleaner, safer streets, improved crossing facilities and street lighting to make walking safer. We would like to emphasise the importance of cleaner, streets pavements and street lighting (Harlesden is a good example)
- Cycling needs safer streets and secure parking facilities
- 20mph streets (mentioned in Key Action 3) are important
- Choosing cycle parking locations and type of cycle parking which are visible and convenient will reduce cycle theft and discourage antisocial behaviour. From experience we know cyclists wouldn't use a cycle parking at the location even with CCTV. They would prefer locations that are visible and close to their destination / interchanges
- Re: Figure 3.5; Brent have been provided with LIP funding for Safer Corridors and Neighbourhoods, cycle parking, and cycle training. (LB Brent does not have any active Liveable Neighbourhood schemes)
- We would welcome continued close collaboration on any LB Brent schemes to improve road crossings and junctions on the Strategic Road Network / Transport for London Road Network.

#### TfL Spatial Planning comments:

- It would be good if the document made more references to ensuring that walking and cycling infrastructure is safe (and perceived to be safe) and attractive during all times of the day. For development schemes within Brent, we have been asking that they undertake night-time ATZ assessment to ensure the active travel environment is just as attractive during darker hours as it is during the day
  - We note the Council have identified that they are undertaking a review of the existing walking and cycling network in the borough. MOPAC and partners, including TfL, are conducting a localised women's night safety audit on the Cycle Future Route 23 Wembley to Harlesden, and it may be beneficial to replicate elements of the methodology in this audit within the borough-wide audit noting comments made about safety and the perception of safety as being a barrier to active travel within the document.
- It would also be good to ensure that the document refers to the provision of high-quality cycle parking in new developments that are coming forward. Recently, there have been a few developments in which poor quality cycle parking has been proposed which in turn can impact on uptake of this mode. The last bullet point on Page 37 seems to be a good place to reference this as it just appear to focus on quantum rather than quality
  - High-quality cycle parking should be provided at both initial (homes) and end (i.e. key trip attractors) destinations.
- Key Action 4 – any improvements to road crossing and junctions on the SRN/TLRN should be developed in consultation with TfL
- It is noted that there are references to providing new / improved wayfinding
  - Could a reference also be included that the wayfinding will reflect the cultural diversity within the borough of Brent? Comment also applicable to Key Action 11.

- Key Action 5 - Reference to more formal parking arrangements for dockless bikes operating in the borough
  - Could the strategy refer to the [Dockless Bike Share Code of Practice](#)?
- Key Action 12 – Undertake Healthy Streets Audits at stations and other key transport interchanges in the borough. We note the Council has identified as working with TfL on this objective to identify where improvements for pedestrians and cyclists are required around station and bus stops in the borough
  - Do we need to say anything re-funding of said improvements here?
  - ‘Bus stops should be clutter-free and wheelchair accessible’ – would it be worth adding something along the lines of ‘considered/perceived to be safe during all times of the day’ as well?
- Key Action 14 focuses on School Travel Plans and refers to STARS. (This programme has been updated: <https://stars.tfl.gov.uk/>)
- Key Action 18 – Extension of Santander Cycle scheme to Brent. TfL has no immediate plans to expand the cycle hire scheme to Brent. For the purposes of the Plan (spanning 2024-2029), no TfL cycle hire scheme expansion is on the cards
- This would need a substantial contribution from not just Brent, but also Hammersmith & Fulham, Ealing, Westminster and Camden
- Key Action 3 – We note that there is a proposal for a 20mph speed limit. We would like to see as much of the borough’s roads made 20mph as possible and would welcome more engagement on this as a priority

We welcome the recognition that ‘crime’ and ‘fear of crime’ within public realm are barriers to active travel. The document should go on to link directly to the Mayor’s Strategy on Violence Against Women and Girls in particular commitment 1.4. (at a very minimum within Figure 2.11)

#### **1.4 Equality and freedom for women and girls in public and online spaces**

- *MOPAC, working with TfL and other partners, will continue to implement the UN Safe City scoping report recommendations to support women and girls. This includes exploring and piloting night safety audits in town centres, transport hubs and other public spaces across London with an understanding of how these experiences may be different on the basis of individual characteristics such as disability, neuro-divergence and race.*
- *The GLA regeneration team will engage the Mayor’s Design Advocates (MDAs) in shaping public realm projects to create positive spaces that women and girls of all backgrounds, including disabled and non-disabled, are empowered to use, as is their right, without fears for their safety, through action research using live case studies. The MDAs will support the case study projects to explore how to use the design process to improve participation, design, occupation, and evaluation of spaces through this lens. This will feed into their longer-term research and design guidance in collaboration with TfL to support the design and delivery of a safe public realm.*
- *In addition, the Mayor is implementing world leading policies to improve air quality in London, including through the promotion of walking, cycling and use of public transport. For this to work for women and girls, public spaces need to be safer, and women and girls need to feel safe when using them.*

We recommend the plan links to the outcomes of the Night Safety Audits being completed within Brent by MOPAC and TfL

The plan would also benefit of linking to the public realm guidance issued by the GLA (second bullet point above), with the plan adopting the language on ‘perception of safety’ and the document’s aspirations to underpin good public realm design – *GLA Good Growth By Design: Designing Public Realm for Women, Girls and Gender Diverse*

There are several areas in the report where women’s needs are referred to as not being met yet no women specific policy or intervention to address this. We would suggest a gender inclusive objective is included or

gender is mentioned within interventions. (LB Tower Hamlets have just included some excellent examples in the recent Local Plan Consultation if this is useful to give as an example.) Consulting with women and girls on barriers to active travel should also be a key element

Lastly, the document does not mention 'night'. Considering this is a significant barrier for many, and its significant impact on active travel, it needs addressing. All schemes / designs should consider the environment at night.

### **TfL Network Performance comments:**

Key action 6 aligns with the MTS in terms of supporting sustainable modes and we support this approach. It also aligns with the Traffic Signal Timing Review outputs for TfL Network Performance which are in the form of hours saved for sustainable modes (buses / pedestrians / cyclists). If any specific schemes were brought forward they may or may not have to go through modelling assessments depending on the level of change proposed and the locations.



## Brent Cycling Campaign

From: \*\*\*\*@brentcyclists.org.uk

Date: 14/01/2024 10:24 (GMT+00:00)

To: Councillor Krupa Sheth <cllr.krupa.sheth@brent.gov.uk>

Cc: Coordinator Brent Cycling Campaign <coordinator@brentcyclists.org.uk>, [contact@activetravelengland.gov.uk](mailto:contact@activetravelengland.gov.uk)

Subject: Draft Brent Active Travel Plan 2024-29

Dear Krupa

Please find below the response on behalf of Brent Cycling Campaign to the above consultation. We have completed the online questionnaire but wish to send this detailed response in addition.

Regards  
Pareet Shah  
Chair, Brent Cycling Campaign

This is the Brent Cycling Campaign (BCC) response to the Draft Brent Active Travel Implementation Plan 2024-29 consultation. BCC is the Brent group of London Cycling Campaign (LCC).

Overall, we are in support of plan as:

1. It correctly identifies many of the benefits of active travel, both on an individual and societal level
2. It clearly identifies many of the problems caused by an excess of motor traffic.
3. It has identified the potential to significantly expand levels of active travel and shows ambition to do so, as well as reducing motor vehicle dominance in the borough. Consideration of a borough-wide 20mph speed limit, similar to other London boroughs is too be commended and would have our support.
4. It has identified the main barriers to active travel which are under direct control of Brent Council:
  - a. Poor infrastructure due to a lack of a network of protected cycle lanes and insufficiently traffic-calmed minor roads. For example, there are only 6km of protected cycle lanes in the 505km of Brent roads.
  - b. Lack of secure cycle parking
  - c. Narrow and cluttered footways.
  - d. Dangerous junctions for active travel
  - e. Illegal pavement parking, which may not be fully enforced

We have the following feedback that we are keen to see in the next draft:

1. The term 'BAME' is outdated, guidance from 2021 advised that it should no longer be used. Further information can be found here:

<https://www.ethnicity-facts-figures.service.gov.uk/style-guide/writing-about-ethnicity/>

2. Although the draft mentions walking and cycling, wheeling has been omitted and its support should be as central to the plan as walking and cycling. Better support for wheeling should include a recognition that footways must be constructed flat. (Brent's current construction style for footways gives them constant gradients and undulations at vehicle crossovers, which often constitute most of the pavement distance.)

3. The term ‘encourage’ should be replaced by ‘enable’. Anyone can encourage people to walk, wheel and cycle, but only the local authority can enable it by installing the appropriate infrastructure.
4. There is a lack of representation of in the images of disabled cyclists. Approximately 20% of the population has a disability so 1 in 5 of the images should include a disabled person cycling. Images can be found here <https://wfwimages.free.resourcespace.com/login.php>
5. We fully appreciate the financial constraints that the council is operating under. We would recommend that parking revenue is also included as a funding source towards active travel. We have the following parking policy recommendations:
  - a. Introduction of residents parking permits throughout the borough.  
Currently it is very fragmented.
  - b. Evidence shows that introduction of residents parking schemes reduces overall car ownership and car use where implemented, thus meeting Brent’s policy goals.
  - c. As well as emissions, parking charges should also factor in vehicle size/mass as these are major factors in road danger and road wear.
6. We question the aim to focus new school streets on new schools. It would be better to use a data-led approach and address those schools with poor air quality and a history of collisions.
7. The harmful effects of noise pollution are becoming better understood and we would recommend its inclusion along with air pollution.
8. We would like to see the publication of regular updates on progress towards the targets, eg 6 monthly or annually.
9. Some of the barriers mentioned, such as lack of fitness or time, indicate a perception of cycling as a leisure activity, rather than a transport mode, and this should be tackled by Brent. Similarly having a disability is not a barrier to cycling – a lack of appropriate, inclusive infrastructure is the barrier.
10. Walking and wheeling are hindered by the installation of cycle hangars and EV chargers on the already narrow footways. These should not be on the footway and instead space reallocated from other places such as the on-road parking spaces repurposed for such infrastructure.
11. We request that the plan refers to the latest TfL Transport in London report and other sources like Lime’s report on women cycling safety for its data.

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## Sudbury Court Residents Association

Subject: Draft Brent Active Travel Plan 2024-29

Date: Sun, 14 Jan 2024 23:48:26 +0000

From: \*\*\*\*\*@the-scra.co.uk

To: Martin, Tim <\*\*\*\*\*@brent.gov.uk>

CC: 'Secretary SCRA' <secretary@the-scra.co.uk>

Dear Tim

My name is Pareet Shah and I am chair of the Sudbury Court Residents Association, representing approximately 3000 households.

I am writing regarding the above consultation.

I have already responded using the online questionnaire in support of the plan, but forgot to add a few points, so would like to add the following comments:

- Many residents have contacted us about the design of the new footways when they are replacing the old ones. The are now undulating where a driveway crossover is located and the gradient is making walking difficult for many, especially with limited mobility. It also hindering those using wheelchairs. We request that future footways are flat to facilitate comfortable walking and wheeling.
- Several residents have noticed EV charging cables trailed across the pavements, creating an obstruction for some and a trip hazard. Please can the council ban this and ensure this is enforced.

We hope that you take our comments into consideration.

Regards

Pareet Shah

