



Brent Civic Centre

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Friday, 17<sup>th</sup> May 2024

To Sadiq Khan

Mayor of London

City Hall, Kamal Chunchie Way, London, E16 1ZE

**RE: Support for the Civic Partnership Programme (CPP) - Routes *Back* to Neasden**

Dear Sadiq,

I am delighted to confirm my support for the London Borough of Brent's bid for a Civic Partnership Programme in and around Neasden Town Centre.

I am pleased to know that you allocated £12.85m of regeneration grant-funding programme to support areas suffering from longstanding social and climate inequalities. Responding to the impacts of the pandemic, the cost-of-living crisis, and the climate and ecological emergencies are all crucial aspects of Brent's Borough Plan 2023-2027.

Neasden Town Centre has struggled over the years and in our efforts to support its growth and vitality, we designated it as one of our Priority Town Centres. Since then, a number of studies have been delivered within the area to identify ways to improve its connectivity, accessibility, and safety, but additional funding is still required to deliver change.

The seed funding Brent Council has received to deliver the Action Plan for Neasden Town Centre has been greatly welcomed as it helped us refine proposals for what we think could be the key strategic elements missing to help unlock Neasden's potential.

With the upcoming development planned for the Neasden Stations Growth Area and the local population expected to nearly double in the next 15-20 years, it is essential that we put the right level of infrastructure in place to ensure the local businesses and residents can benefit from the upcoming growth. Proposals that include additional **greening** and improvements in **community cohesion, connectivity, accessibility, and safety** are long welcomed by all.

I appreciate your support so far. We look forward to working together on this project.

Yours sincerely,

**Councillor Muhammed Butt**

Leader of Brent Council



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**Friday, 17<sup>th</sup> May 2024**

**To Jules Pipe**

Deputy Mayor, Planning, Regeneration and Skills  
City Hall, Kamal Chunchie Way, London, E16 1ZE

**RE: Support for the Civic Partnership Programme (CPP) - *Routes Back to Neasden***

Dear Jules,

I write to express my support for the London Borough of Brent's submission for the Civic Partnership Programme (CPP) in Neasden Town Centre.

The Mayor of London Civic Partnership Programme is exactly what is needed to support communities in priority areas that are suffering from longstanding social, economic and climate inequalities. Responding to the impacts of the pandemic, the cost-of-living crisis, and the climate and ecological emergencies are all crucial aspects of Brent's Borough Plan 2023-2027 and Brent's Inclusive Growth Strategy 2019-2040.

The fundamental message of our submission is that Neasden can't be left behind of the upcoming growth because of the mistakes made in the past. The local regeneration context suggests that the surrounding area is due to change and the population nearly double in the next 15-20 years. Brent Council is unashamedly pro-growth, but we must ensure new and existing diverse communities alike can participate and share in the benefits of growth.

In particular, our young people need more support. Gang activities and violence are prevalent in the Neasden area and have been so consistently over the past 20 years. Creating initiatives that can help young people engage and be connected to better opportunities is key to ensure they unlock their potential and a better future for all of our communities.

The '*Routes Back to Neasden*' project will create an ambitious framework to re-establish the socio-economic and environmental links that have long been lost between the historic town centre and its local communities. It will ensure that both existing and new communities will find in Neasden a place where different communities can belong and thrive.

We appreciate your support on this matter.

Yours sincerely,

**Cllr Shama Tatler**

Cabinet Member for Regeneration, Planning & Growth



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Friday, 17<sup>th</sup> May 2024

To Lucinda Turner

Assistant Director, Planning

Greater London Authority, 169 Union Street, London, SE1 0LL

**RE: Support for the Civic Partnership Programme (CPP) - Routes *Back* to Neasden**

Dear Lucinda,

I am delighted to express my support for the London Borough of Brent's submission for the Civic Partnership Programme in Neasden Town Centre.

Neasden and its Town Centre are areas suffering from longstanding social inequalities. The area falls into the 10%- 20% of most deprived areas in London and crime levels especially associated with young people are increasing over time. Concerns about the area's healthiness have persisted since the opening of the North Circular, and with the rising traffic and pollution levels, the area has been selected as Air Quality Focus Areas (AQFA). While the expanded Ultra Low Emission Zone (ULEZ) promises improvements, streets continue to feel unsafe, communities remain fragmented, and the neighbourhood remains disconnected.

The local planning and policy context suggests that its population is due to nearly double in the next 15-20 years as a result of infill developments in the Town Centre and the new homes delivered as part of Neasden Stations Growth Area.

The '*Routes Back to Neasden*' project aims to create the framework to re-establish the socio-economic and environmental links that have long been lost between the historic town centre and its local communities. The framework will ensure that both existing and forthcoming communities will find in Neasden a place where they can mutually support each other.

We are delighted to see that the GLA has seen the potential so far in the project. We look forward to support this exciting programme that will help us deliver an exemplar of our Inclusive Growth Strategy.

Yours sincerely,

**Alice Lester MBE**

Corporate Director Neighbourhoods and Regeneration

9<sup>th</sup> May 2024

**RE: CIVIC PARTNERSHIP PROGRAMME – NEASDEN – ‘Routes Back to Neasden’**

Dear Sir/Madam

I am writing in support of Brent Council regarding funding for fit out of an affordable workspace unit targeted at young people.

We have been working in Brent for over a year now and have assessed that the need for this type of space is extremely important. We have been managing the Launch It Neasden site which is accessed by young people who are setting up in business. The site has proved overwhelmingly popular with a waiting list now being in place for young people who want to work from the site. With that in mind, taking on extra space would enable us to work with more young people in the local community.

Supporting young people in this way is very important, offering them opportunity, advice and guidance. This type of space, with the right support being in place, ensures young people in the local community are set on the right path to success.

We see this type of facility as important, needed and of great benefit to the whole community, producing local spend and local role models for other young people.

We would like to offer our full support for the prospective project.

If you require any further information, please do not hesitate to contact me.

Yours sincerely

Patrick Shelley  
Chief Executive Officer – Launch It



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## **Krupesh Hirani AM**

London Assembly Member for Brent and Harrow

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Sadiq Khan  
City Hall  
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E16 1ZE

Krupesh Hirani AM  
City Hall  
Kamal Chunchie Way  
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E16 1ZE

**16<sup>th</sup> May 2024**

**RE: Support for the Civic Partnership Programme (CPP) - Routes *Back to Neasden***

Dear Sadiq,

I am delighted to confirm my support for the London Borough of Brent's bid for a Civic Partnership Programme in and around Neasden Town Centre.

Neasden holds immense potential and boasts a rich and surprising history. It has been home to both fashion icon Twiggy and reggae legend Bob Marley. This unique connection to pop culture adds a layer of charm to the area. But Neasden offers much more than famous names. Look beyond the surface and discover hidden gems like the Neasden Grange and the historic St Catherine's Church, standing tall for over 200 years. These treasures contribute to the unique character of the area.

Neasden Town Centre has struggled over the years and in our efforts to support its growth and vitality, Brent Council designated it as one of their Priority Town Centres. Since then, a number of studies have been delivered within the area to identify ways to improve its connectivity, accessibility, and safety, but additional funding is still required to deliver change.

The seed funding Brent Council has received to deliver the Action Plan for Neasden Town Centre has been greatly welcomed as it helped them refine proposals for what could be the key strategic elements missing to help unlock Neasden's potential.



The '*Routes **Back to Neasden***' project will create the framework to re-establish the socio-economic and environmental links that have long been lost between the historic town centre and its local communities. It will ensure that both existing and forthcoming communities will find in Neasden a place where different communities can belong and thrive. With the right level of infrastructure in place, we can ensure everyone benefits from growth.

Neasden's potential is undeniable. With its rich heritage and exciting possibilities for the future, I wholeheartedly believe in supporting its continued growth and development and look forward to working with you at City Hall to ensuring we do all we can to support its progress.

Yours sincerely,

**Krupesh Hirani AM**  
**London Assembly Member for Brent and Harrow**

15 May 2024

Dear Brent Council,

**RE : LETTER OF SUPPORT**

I am writing in support of Brent Council and the proposed joint co-designed Neasden Civic Partnership Programme CPP. As Neasden Business Collective NBC, we are enthusiastic about the Regeneration of Neasden, NBC believe this project has the potential to make a real impact in our community.

The problem NBC are facing of crime, decreasing retail sales, housing shortage, lack of green space, lack of a retail mix, a place for community to meet and the on-going issues with the gyratory and traffic issues, which have had a negative impact on our communities. These are a pressing issues that demand immediate attention and action.

Fortunately, Brent Council has developed an innovative and effective solution to this problem. By initiating the Neasden Civic Partnership Programme CPP, we can all address these issues and make a real impact in our communities.

The potential impact of the Neasden CPP project is significant. From the brief update provided by Rubie at the last Neasden Business Collective NBC meeting, the consultation statistics show a real support for the proposed solutions. If we can successfully implement CPP project, we can see positive outcomes that will result from this work.

We strongly believe that Neasden CPP is the right solution for our community. Where NBC can support, we will. NBC will provide £25,000 of match funding towards the project.

Thank you for all council officers involved in this proposal, including Bruna. We hope with Brents support you will make a meaningful difference in the lives of our community members.

Sincerely,

**Neasden Business Collective**

- Kevin De Rosa Chair
- Vijay treasurer
- Dhiresh secretary
- Akay Vice Chair



Jonathan Kay  
Head of Regeneration – Brent Council

*Via email*

Transport for London  
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15 May 2024

Dear Sir/Madam

## **Routes Back to Neasden: Letter of support**

I am writing to express TfL's support for Brent Council in submitting the application for the 'Routes Back to Neasden' project. We are supportive of the strategic aims of the project, which envisage creating a safer, greener, and fairer neighbourhood.

The 'Routes Back to Neasden' project consists of a number of initiatives to improve legibility, connectivity, safety, accessibility, and community cohesion within and around Neasden town centre. This initiative represents a crucial step towards addressing long-standing inequalities and fostering positive change within Neasden's diverse communities.

We view ourselves as an integral partner of the project and believe proactive engagement is required to ensure the project supports our own strategic objectives to promote active travel and encourage bus journeys.

In conclusion, we endorse Brent Council's proposal for the Civic Partnership Programme and stand ready to collaborate closely with all stakeholders involved.

Yours faithfully

Andrew Hatch  
Community Partnerships Specialist  
**Transport for London**