

Transport Scheme Prioritisation Matrix – Scheme/Programme Categories and Assessment Criteria

Scheme Type/ Programme	Scope	Example Measures/Interventions
Traffic Reduction & Mitigation Measures	Measures/initiatives aimed at reducing journeys by private vehicles and mitigating the impacts of traffic on the environment and our communities.	<ul style="list-style-type: none"> • CPZs and other parking control measures • School/workplace/personal travel plans • Sustainable local freight solutions • Selective vehicle management measures (e.g. Healthy Neighbourhoods, Low Emission Streets/Zones) • Facilities for taxis/car club vehicles • EV charging infrastructure • Intelligent transport systems (e.g. VMS, SCOOT) • 'Green' infrastructure (e.g. street trees, green walls, SuDS, etc.)
Active Travel Measures	Measures/initiatives aimed at creating an improved culture and environment for - and to increase levels of – walking, wheeling and cycling in Brent.	<ul style="list-style-type: none"> • Pedestrian/cycle route improvements • New/upgraded crossing facilities • Cycle Parking • Travel awareness, cycle training and other 'behaviour change' activities • CCTV cameras, improved street lighting and other security measures • Highways/public realm repairs/improvements
Safer Streets & Places Initiatives	Measures/initiatives aimed at reducing road casualties and making our streets and neighbourhoods safer for all road users.	<ul style="list-style-type: none"> • Road safety improvements/casualty reduction measures • Road safety education/training activities • School Streets schemes • 20mph zones/speed reduction schemes
Public Transport Improvements	Measures/initiatives aimed at improving public transport reliability, connectivity and accessibility.	<ul style="list-style-type: none"> • Bus priority improvements • Bus stop accessibility improvements • Real time passenger information • Public transport interchange enhancements

Assessment Criteria	Source of Data	Scheme Types/Programmes Assessed
LTTS Core Aim 1: Reduce traffic and facilitate healthy sustainable travel		
Area of high deprivation (IMD 1-4)	Indices of Deprivation 2019 - DCLG	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Area of high childhood obesity (Yr 6) above England Average (>22.7%)	Brent Joint Strategic Needs Assessment (JSNA) 2023 – Brent Council	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Air Quality Focus Area	Brent Local Plan 2022 Policies Map – Brent Council	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Area with households owning 2 cars/vans above borough average (>12.9%)	2021 Census Data – ONS	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Area where travel to work by car/van is above borough average (>21.7%)	2021 Census Data - ONS	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
SNA active travel and/or public transport potential (Top/Very High/High)	Healthy Streets Data Pack 2024 – TfL	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Area with high pedestrian severance (Very High/High)	Healthy Streets Data Pack 2024 – TfL	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Area with poor bus performance (current/forecast)	Healthy Streets Data Pack 2024 – TfL	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
LTTS Core Aim 2: Make our streets safer, greener and more equitable		
Area with casualty rate above borough average (>3.523/1000 people)	Inequalities in Road Danger Dashboard 2023 - TfL	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements

Assessment Criteria	Source of Data	Scheme Types/Programmes Assessed
Area experiencing collisions resulting in fatal or serious injury	Road Safety Data Reports 2024 - TfL	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Area experiencing collisions involving vulnerable road user (ped/cycle/p2w)	Road Safety Data Reports 2024 - TfL	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Collision harm priority node/link (Top/High)	Healthy Streets Data Pack 2024 – TfL	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
SNA Environmental Need (Top/Very High/High)	Healthy Streets Data Pack – 2024 TfL	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Area in risk of surface water flooding (>0.016%)	London Climate Risk Maps 2024 - GLA	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Area of low tree canopy cover (<20%)	London Climate Risk Maps 2024 - GLA	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Area of high land surface temperature (>32.6c)	London Climate Risk Maps 2024 - GLA	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
LTTS Core Aim 3: Unlock growth and create exemplar places		
Area with high PTAL (4-6)	WebCAT Planning Tool - TfL	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Local Plan Growth Area/ Intensification Corridor	Brent Local Plan 2022 Policies Map – Brent Council	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives • Public Transport Improvements
Within 800m of Local Plan site allocation (Developer funding opportunity)	Brent Local Plan 2022 Policies Map – Brent Council	<ul style="list-style-type: none"> • Traffic Reduction & Mitigation Measures • Active Travel Measures • Safer Streets & Places Initiatives

Assessment Criteria	Source of Data	Scheme Types/Programmes Assessed
		<ul style="list-style-type: none"> Public Transport Improvements
Green Neighbourhood Area	Brent Council Website	<ul style="list-style-type: none"> Traffic Reduction & Mitigation Measures Active Travel Measures Safer Streets & Places Initiatives Public Transport Improvements
Other Considerations		
Identified in Council/TfL Plan/Programme/Study or linked to existing scheme	Various Borough and Mayoral Plans (e.g. Borough Plan, Local Plan, LTTS, Climate & Ecological Emergency Strategy, Air Quality Action Plan, Health & Wellbeing Strategy, MTS, London Plan etc)	<ul style="list-style-type: none"> Traffic Reduction & Mitigation Measures Active Travel Measures Safer Streets & Places Initiatives Public Transport Improvements
Scope for match funding (Govt/TfL/Developer/Other 3rd Party)	Various Borough and Mayoral Plans (see above), Planning applications list, CIL/S106 list	<ul style="list-style-type: none"> Traffic Reduction & Mitigation Measures Active Travel Measures Safer Streets & Places Initiatives Public Transport Improvements
Evidence of wider community/stakeholder support	Consultation/engagement outcomes, complaints/petitions log, Member/resident requests	<ul style="list-style-type: none"> Traffic Reduction & Mitigation Measures Active Travel Measures Safer Streets & Places Initiatives Public Transport Improvements
Potential to deliver improvements/benefits to other Council/TfL programmes	Various Borough and Mayoral Plans (see above)	<ul style="list-style-type: none"> Traffic Reduction & Mitigation Measures Active Travel Measures Safer Streets & Places Initiatives Public Transport Improvements