PUBLIC REALM IMPROVEMENT PROGRAMME 2025-2026

A **Public Realm Improvement Programme** is proposed to be funded by SCIL and NCIL resources to create improvement in the condition of the public realm and the street-scene across Brent. This is in response to sustained pressures and demand, and a degradation in its condition due to budget reductions in recent years. The availability of NCIL and SCIL funding provides an opportunity to re-invest in this priority area, so a discernible improvement is effected over a 12-month period.

The proposal provides a menu for an integrated programme of activity that must be coordinated across all Public Realm services. The outline of the options for the programme is set out below, and is listed by service area –

Don’t Mess with Brent

With the focus being on waste management, the goal is to reduce residual waste, improve recycling, reduce contamination, enhance street scene and ensure compliance through robust enforcement -

1. Invest in a full-time fixed term 1 year resource to manage business waste performance through Section 34 business waste compliance. Our street cleansing waste has contributed to a high level of waste tonnages. There is evidence to show that a number of businesses do not have a proper waste contract or if they have one, they are not complying and are dumping waste on the streets to be collected by our waste contractor. With the help of a dedicated commercial waste officer, we can complete a full audit of every business in the borough on their waste contract and needs, advising on best performance regarding recycling, presentation etc. They will also help in educating businesses about the changes in legislation and complying with Simpler Recycling reforms. An efficient commercial waste management will help reduce our general waste tonnage and reduce our revenue cost paid for excess tonnages. Hopefully, once established the role can be paid through income generation from non-compliant businesses.
   Funds required – Approx. £50-60k.

2. Provide refuse and recycling bags to Flats above shops (FLASH) to encourage recycling and discourage use of black bags. Once we are in a position where we are satisfied all properties have the means and know how, we enforce all black bags left out. Alongside, update signage, potential to introduce vinyl on pavements in places for refuse and recycling bags.
   Funds required – Approx. £20-25k for a 3-month trial.

3. Explore the Litter Lotto partnership that allows for an app to manage challenges in waste management, including littering, recycling contamination, and low community engagement. Litter Lotto provides a comprehensive solution combining **AtHome™**, **LitterLotto®**, and **Bin It To Win It®**, to achieve transformative improvements in waste management, reduce operational costs, and foster community involvement. Together, these innovative tools provide an integrated approach to educating, incentivising, and engaging residents in responsible waste disposal. The app can be used across the borough including parks, housing estates, residences and streets incentivising people through weekly prizes to participate in litter picking and putting the right waste in the right bin.
   Funds required – Approx. £20k for a year’s subscription.

4. Improve signage in the borough highlighting the “Don’t mess with Brent” making people aware they might be on CCTV. In addition to having additional signage across the Borough, we need to redesign / re-distribute signage for FLASH / Commercial customers so there is no ambiguity which the current signage allows.
   Funds required - £50K.

5. Adaptive CCTV – We need the ability to put up temporary CCTV units on fly-tipping hotspots which will be identified through better data capture from Veolia but also our "days of action". This resource / tool will need to be responsive, flexible and act quickly so that the coverage can be provided in a timely manner. As there is now a focus on officers being out and about on a regular basis, we can possibly give consideration to a CCTV equipped vehicle for sole use of Waste management / enforcement.
   Funds required - £100K.

6. Recruit and deploy a dedicated officer to undertake enforcement of the council's HMO licensing conditions in relation to responsible waste management.
   Funds required – Approx. £60k.

7. Recruit and deploy a dedicated officer to coordinate community engagement work around waste management, sustainability and community action, including coordinating clean-ups, the community skip programme, and the recruitment and coordination of a new network of 100 community champions that will support (and be advocates for) the council's work in relation to street-scene improvement.
   Funds required – Approx. £60k.

8. Recruit and deploy 6 additional Community Liaison Officers – unformed officers acting as advocates for the council and supporting all waste-related initiatives across the various neighbourhoods.
   Funds required – Approx. £360k.

9. Provide Neighbourhood Managers with a small operational budget to support ad-hoc local improvement work, typically removal of waste on private land, jet-washing, alleyway clearance, paan spitting campaigns, etc.
   Funds required – £60k.

10. Introduce proactive litter picking through the Veolia contract to target vulnerable residential streets.
    Funds required – £200k.

11. Introduce footway mechanical brooms x2 to target vulnerable residential streets.
    Funds required – £100k.

Parks

12. New (replacement) playground at Roe Green (this may have to be SCIL as it is not a Brent Connects Priority area), however, I have support from a local resident's association and Cllr Kabir
    Funds required – £150K.

13. New (replacement) playground at Gladstone Park – I have support from Cllr Mitchell, FOGP and ward Cllrs.
    Funds required –£110K.

14. Improvements to Hazel Road Park – installation of an outdoor gym
    Funds required – £60K.

15. Pathway repairs across numerous parks to encourage more walking and exercise safely.
    Funds required – Approx £250K.

16. Allotment repairs: toilets, fencing, plot markers, clearance of plots to allow full tenancy and thereby increase income.
    Funds required – Approx £80K.

17. Pitch drainage line repairs across 5 pitches (was a request from Scrutiny to improve)
    Funds required – Approx £20K.
18. New infrastructure at Welsh Harp; signage to advise on wildlife, repair of wooden structure to allow dry space to watch the reservoir.
    Funds required – Approx £30K.

19. Improvements to MUGA's – with increased game line marking to encourage different sports to be played.
    Funds required – Approx 20K.

20. Funds for new bins to improve the look in parks and encourage more people to use them - many bins are broken and damaged and not enticing to use.
    Funds required – Approx £30K (each bin with install is around £600 – so scalable)

21. Funds for more park benches to provide welcoming places for people to rest. Many are coming to the end of their life and are damaged beyond repair across numerous locations.
    Funds required – Approx £50K (each bench with install is around £1500)

22. Digital notice boards in parks – to cover the cost of purchase and installation to allow the service to offer advertising opportunities and relate messages of interest to residents.
    Funds required – Approx £100K.

23. Maps at Park Entrances to highlight the features in our parks and encourage better usage.
    Funds required – Approx £100K.

24. Funding for the creation of a rain garden/suds in King Edward VII to alleviate the flooding that currently blocks the pathway in heavy rains. (Picked up by Ward Cllrs and Kim in last walkabout)
    Funds required – Approx £50K.

25. Preston Park – General park improvements, picnic benches, better sporting facilities, etc.
    Funds required – Approx £50K.

Public Realm and Highways

26. **Planned footway maintenance in the vicinity of growth areas. Est cost £3,545m.**
    We have a reserve list of footways that has been used to produce the draft programme and have only listed roads from Growth Areas. The programme can be amended to match the level of funding allocated. The schemes can be delivered over the next 12 months.
    Funds required – £3,545m.

27. **Planned carriageway maintenance in the vicinity of growth areas. Est. cost £1,081m.**
    We have a reserve list of carriageways that has been used to produce the draft programme and have only listed roads from Growth Areas. The programme can be amended to match the level of funding allocated. The schemes can be delivered over the next 12 months.
    We can work to whatever budget is agreed.
    Funds required – £1,081m.

28. **Deliver programme of lamp column replacement following the outcome of structural testing. Est cost £450k.**
    This will be used to deliver a programme of lamp column replacement. We have structurally tested all of our lighting columns and categorised as red, amber and green. The red required immediate replacement, and this work has been completed. There are 160 columns categorised Amber (with limitations) rating. The limitation refers to unconfirmed condition underground which coul not be tested and therefore leave us at risk. The programme will aim to replace all Amber (with limitation)

columns starting with 8m columns as they carry the highest risk. We can utilise savings in the revenue budget £100k per annum, that would have been allocated to part fund this work over three years.
Funds required – £450K.

29. **Fund a Drainage and Flooding Engineer for 12 months. Est. costs £70k.**
This is currently a non-established position, and we cover the costs from our revenue budget for reactive repairs. Dealing with drainage and flooding issues is becoming a higher priority as we experience more cycles of wet weather. Apart from the day-to-day operations of the cyclical gully cleansing programme and investigations / repairs for defective asset, we are required to attend a number of strategic meetings and engage / progress studies for flood alleviation / prevention. We can only afford the current consultancy resource on a three-day week which is insufficient to deal with the increasing workload.
Funds required – £70K.

30. **Tree stump removal programme**
We have circa 600 tree stumps across the borough and no dedicated budget to remove them. This programme will enable the removal of 600 stumps and protruding roots along with reinstatement of the footway. Approx. £1200 per location.

This will clear space for new tree planting and remove trips hazards from footways for the benefit of pedestrians
Funds Required - £720k

31. **Fund the cost of NRSWA inspectors for 12 months. Est. costs £300k**
We have two inspectors leaving in April and the Team Leader about to retire. This will leave just one inspector who is also likely to retire this year. This is a fee generating service and if we cannot recruit permanent resources, we will have to consider agency or outsourcing to ensure we can continue to function and generate circi £700k yearly fees / charges. .
Funds required – £300k.

32. **Kensal Rise Pocket Parks** - Scheme were developed to improve areas where there are existing pocked parks that were introduced decades ago. These are located at Wakeman Road junction with Chamberlayne Road and Pember Road junction with Kilburn Lane. These two schemes could be progressed quickly as we have outline designs. Improvements include, high quality paving, trees and greening, rain gardens, improved lighting and street furniture. Kensal triangle Residents Association planned to apply for NCIL.
Funds required – Estimated cost £320k.

33. **Kensal Rise Stairs and Gradient Garden –** during the Kensal Corridor scheme it was brought to our attention that the public stairs leading from the bridge to Kensal Rise Overground Station are in poor condition, and the gradient garden between Station Terrace and Kensal Rise is in need of improvement. This was not included in the scope of the main scheme. Improvements to the stairs would include repaving the treads and providing a handrail, along with planting to the gradient garden.
Funds required – Estimated cost £40k.

34. **Bike Hangars** – These provide secure cycle parking for 6 bikes and are provided where properties have limited space to encourage cycle ownership and cycling in the borough. In recent years, there has been an increase in the number of people applying. Each bike hangar costs c£6k and to meet current demand we would need to provide around 50 across the borough.
Funds required – Estimated cost £300k.

35. **New VMS signage to reduce speeding** - Several years ago the council had a programme for introducing variable message signs to remind drivers to observe the speed limit, with a focus on

motorcycles and 'think bike' messaging. These were effective and well received by the public. Funding would be used to introduce new signs, and replace those which have been damaged and removed, or are uneconomical, to repair. New VMS signs cost approximately £5k, depending on size. These have been successful in raising speed awareness and contributing to accident reduction. The MPS have limited resources for tackling speeding in the borough, and residents do not always wish to participate in the Community Road watch scheme. Installing 40 new VMS signs where we have complaints about speeding on streets with a poor accident record would be a visible way of addressing speeding issues.
Funds required – Estimated cost £200k.

36. **Pothole repairs and road marking renewal of main roads** – The boroughs principal roads and primary distributor routes carry most of the borough's traffic. With very limited funding from TfL for principal road maintenance in recent years, and many other primary routes deteriorating, there is a need to improve the condition of these networks to help reduce damage claims and arrest deterioration. This programme could be aligned to the DfT funded programme and could focus on permanent pothole repairs using specialist machines. Many of the road markings on these routes has deteriorated and the focus would be on renewing white lines centre lines, stop lines, SLOW markings etc. which would contribute to improving road safety. It is envisaged that circa £300k would be needed to renew road markings throughout the borough.
Funds required – Estimated Cost £300k (Pothole repairs funded by the DfT)

37. **Improvements to traffic calming measures** – We are receiving an increase in the numbers of complaints from residents relating to noise and vibration from traffic calming measures such as speed tables, humps and cushions. While these were designed to standard, some may now be in need of maintenance and improvement as they have deteriorated over the years. The dynamic impact of vehicles braking and grounding over time. There is very limited funding in our maintenance budgets and often, these traffic calming features may be in need of repair, but not be considered to meet intervention levels. Funding would be used to review and improve the design to address complaints.
Funds required – Estimated Cost £300k.

38. **Infrastructure Improvements to Support Active Travel (Capital Pipeline Project) -** The council is taking a progressive and pioneering approach to tackling the climate and ecological emergency through the delivery of several Green Neighbourhood pilots (the first phase being Church End & Roundwood; and Kingsbury) which have been allocated £3m SCIL funding following Cabinet approval. With significantly reduced TfL funding there is a need to invest in our infrastructure to support walking and cycling in the wider borough and it is currently anticipated that an additional £2m will be required over the next 4 years to deliver our strategic objectives outlined in the Brent Active Travel Implementation Plan. This investment in measures to support safe and sustainable transport, for example, school streets and cycle accessibility schemes, will contribute to the desired borough plan outcome of; Keeping Brent on the Move, delivering the Long Term Transport Strategy and Healthy Streets programme to encourage more active travel, walking and cycling in safe, inclusive, designed environments.
Funds required – Estimated Cost £500k.

39. **Ealing Road Town Centre** – Wembley High Road to Mount Pleasant Mount Pleasant. Public Realm Improvements similar to those delivered in Wembley High Road and Church End under the recovery programme. A scheme could be designed to provide high quality pavements, new lighting, trees, greening and SUDs. It is envisaged that this could be delivered in 12-18 months.
Funds required – Estimated cost £3m.

40. **Willesden Town Centre (Willesden Library to Pound Lane).** This high street has a poor-quality public realm, dominated by parking with very few street trees or greening. As with Ealing Road above, to provide high quality pavements, new lighting, trees, greening and SUDs. It is envisaged that this could

be delivered in 12-18 months. Local Residents Groups have met with officers as they have requested a similar scheme to Kensal Rise.
Funds required – Estimated cost £4m.

41. **Town Centre 'Spring' Cleaning –** Many of our local town centres require deep cleaning of pavements and street furniture. This programme would provide an inspection and deep cleaning of our town centres, along with the replacement of signage and street furniture.
Finds required – Estimated cost £250k.

Business Growth & Regulation

42. **Street Trading Kiosks**
Development of independent street trading pitches which will help new businesses start-ups, by providing small self-contained, street trading kiosks, improving the local offering of retail and appearance of public realm.

It is proposed that we invest into container style premises with running water and electricity to be installed at suitable locations within the borough, which could be rented via our street trading regime, to generate an income.

We routinely receive requests from potential traders looking to start businesses selling products such as hot food and drink on the street. Often these businesses want to use temporary gazebos which look unsightly, don't offer a permanent presence and businesses struggle to comply with food hygiene legislation, as they lack amenities such as power for refrigeration and running water. If we had a supply of kiosks to offer, we could promote them to suitable traders who would benefit from the enhanced facility being offered.

By establishing these new trading facilities, it would show Brent is keen to help new businesses grow, it will enhance our high streets and other areas of suitable public realm and encourage enterprise allowing young startup businesses to establish before occupying more permanent premises.
Funds required – £85K for staffing resource to identify locations, liaise with stakeholders to agree positions, make arrangements for utility connections and other logistics, procure kiosks, draft agreements, source suitable traders to occupy etc and approximately £15k per kiosk depending on size/specification. (Suggest a minimum of 5 kiosks, £75K although project can be scaled up or down to suit budget) Funding required from £160K+

43. **Street Trading / Highways Obstruction Officer**
A dedicated staffing resource, to carry out proactive patrols of our high streets, to regulate businesses placing goods outside their shops which protrude onto the public highway, without the appropriate licence and those who block the pavement with loading or unloading of deliveries and/or placing of goods/materials/furniture without permission.

The boroughs high streets are a mixed of largely privately owned forecourts and publicly owned pavement. Whilst those who enjoy a private forecourt can trade outside their shops as they wish, this encourages others who don't benefit from a private forecourt, to do the same. The encroachment onto our pavements is a regular source of complaint from local Councillors, creates bottlenecks in our high streets and detracts from the visual appearance of our public realm.

The appointment of a dedicated staffing resource to proactively focus on this issue, would allow for mapping of our high streets to help with the longer-term indentation of who owns what land, engagement with offending businesses to achieve voluntary compliance, an increase in licence applications to generate income and to investigate and take enforcement action against local business who fail to cooperate and ignore the legislation.
Funds required – £75K for a PO4 dedicated Licensing Officer, employed on a 1-year fixed term contact.

44. **Borough Pest Control / Environmental Health Officer**
A dedicated staffing resource, to carry out proactive patrols of our alleyways, service roads, commercial areas, housing estate estates, blocks of flats and areas of neglected housing, to regulate landowners, businesses and residents to monitor pest activity in neglected and unsightly parts of the borough, to remove waste which attracts vermin, provide long term solutions to proper waste management and to undertake pest control treatments to reduce and maintain vermin levels.

The council does not currently carry out any proactive monitoring of pest activity, (except for some council owned assets). This means vermin infestations are only made know to us, when there is already an established problem, by which time a problem has grown, established and is more costly and difficult to resolve.

Proactive monitoring work would ensure a regular check of the cleanliness or otherwise, of various hotspot locations around the borough, coaxing the public to take action over unsightly, neglected and untidy land likely to encourage the harbourage of pests, escalating matters to enforcement action against those who fail to cooperate and ignore the legislation.
Funds required – £75K for a dedicated Pest Control / Environmental Health Officer, employed on a 1-year fixed term contact.

Estates

45. **12-month campaign to improve site conditions specifically related to waste and pest issues on council run estates**

Purpose:

To reduce fly tipping, litter and abandoned vehicles on council managed estates.
To improve waste disposal conditions on council managed estates by tackling excessive waste, recycling contamination, side waste and fly tipping in or near estate bins.
Monitor and reduce pest activity on worst sites.

Approach:

- To re-affirm and communicate tenant behaviour requirements and expectations.
    - To increase awareness and promote pride of place, responsibility and accountability through education and engagement.
    - To tackle non-compliance by those who live on the estate who commit environmental crime through enforcement and / or tenancy breaches.
    - To tackle non-compliance by those off the estate who come onto the estate to commit environmental crime through enforcement.
    - Implement measures to monitor and control pests at waste hotspots where appropriate measures don’t already exist, to gauge the impact of this campaign in reducing pest activity.

Resource Required:

- 1 x project officer (65kpa)
- 1 x dedicated estates enforcement officer (65kpa)
- 2 x dedicated estates patrol / technical officers (52kpa each)
- Operational budget for materials and equipment including temporary redeployable CCTV (50k)
- 15K Pest Control budget (12 months’ work at up to 15 sites)

Period: 12 months

- **Funds required –** £299,000.

CCTV

46. **Upgrade to and extension of existing public safety CCTV to improve coverage across the borough in order to detect or deter crime, ASB and environmental crime (e.g. fly tipping).**

Purpose:

- To extend public space CCTV coverage to areas in the borough where there is currently little or no coverage – particularly in Alperton, Sudbury and Queensbury
- To replace all outdated on street CCTV cameras which are over the age of 30 years.

Approach:

- To identify potential camera site locations
- To use the council's existing CCTV contract to extend the public space CCTV network to Northern and Western areas of the borough (Est 500k)
- To commission new cameras either on lamp columns or new posts (Est 1.5m)
- To increase recording and monitoring capacity at the CC for additional CCTV equipment (Est 500k)

Resource Required:

- 1 x project officer (65kpa)

Period: 12 months

- **Funds required –** £2m for equipment and £65k for a project lead.

Programme Coordination

47. Recruit and deploy one Programme Coordinator to oversee implementation, administration, budget, coordination, review, performance, legacy.
Funds required – £80k.

	Total £
Don't Mess with Brent	Up to £805,000
Parks	Up to £1,040,000
Public Realm and Highways	Up to £15,376,000
Regulatory Services	Up to £310,000
Estates	Up to £299,000

CCTV	Up to £2,000,000
Programme Coordination	£80,000