



# Ways to Wembley

Brent Council's submission for a mini-Holland

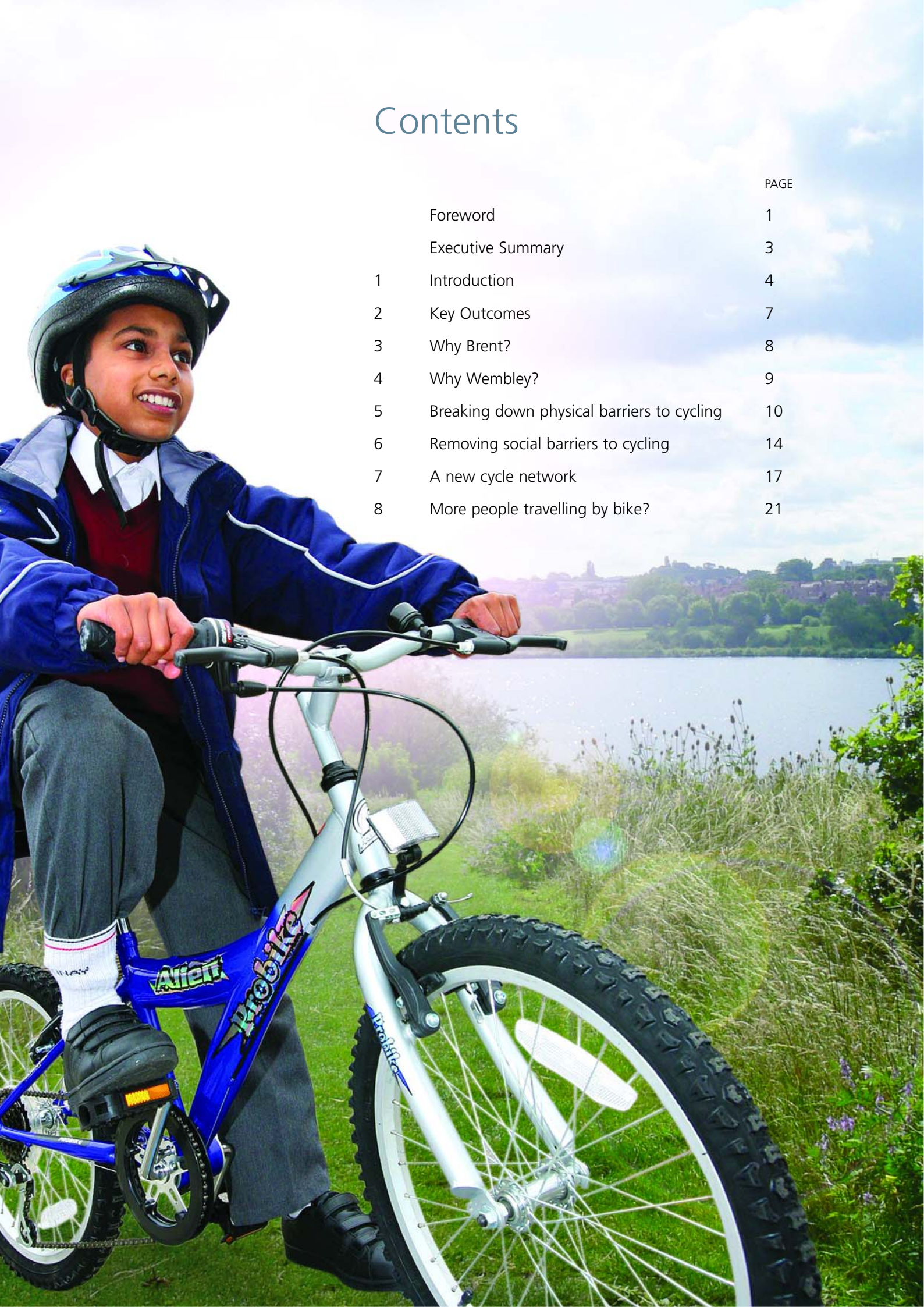
July 2013



**Brent**

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# Foreword

by the Leader of Brent Council

I am delighted that Transport for London (TfL) is making available an additional £913 million for cycling, and that Brent Council is bidding for a share of £100 million to create a mini-Holland. Brent has the potential to create an area as bike friendly as any town or city in Holland and the scale of TfL funding on offer would enable Brent to make significant improvements it needs to its cycling infrastructure to achieve that aim.

We are encouraging more people in Brent to cycle but across Wembley and the centre of the borough there are major physical barriers which sever journeys by bike into those areas. The barriers are considerable. Among the biggest obstacles are the North Circular Road, River Brent, freight, rail and Tube lines. Our submission sets out how we would build infrastructure across these barriers at suitable points to improve access from Wembley and central Brent to other parts of the borough and central London. The submission also discusses a substantial redesign of Wembley town centre to make it an excellent environment for cycling. The focus of our proposal for a mini-Holland is the two town centres of Wembley and Neasden, and how we would create better cycling links between them. The creation of a mini-Holland in the Wembley and Neasden area would be a first step in further improvements across Brent.

This is an excellent opportunity to invest in cycling in Wembley and Brent. The area’s leading visitor destinations such as Wembley Stadium and the regeneration area will attract many more visitors and residents in the future. We want as many of them to cycle as possible.

We also recognise there are social barriers to cycling. Too few people from some communities cycle. We would increase participation by engaging with communities and promoting cycling as well as building and improving cycling infrastructure where many of these groups live.

I am pleased that we have been able to write this submission by working closely with Brent Cyclists. There are a number of aspirations held by Brent Cyclists and others which could make a significant impact on the levels of cycling in the borough. As council leader I have attended meetings with officers at TfL and I was pleased to join Brent Cyclists on 1 May this year when we heard Cycling Commissioner Andrew Gilligan’s summary of the TfL project.

I believe that Brent has the combination of innovation and initiative, political commitment and support, and ongoing capability to deliver the submission we are proposing. It will contribute to a step change in cycling across the borough. I look forward to working with TfL and other key stakeholders to deliver our vision for cycling in Brent.



**Councillor Muhammed Butt**  
Leader of Brent Council and Cycling Champion





## Executive Summary

To date, investment in cycling in Brent has been limited and cycling levels are low. Growth in cycling has largely been in the south-east of the borough. However, there is huge potential for cycling in the borough, and this funding provides the opportunity to develop a variety of measures to increase cycling.

The focus of the mini-Holland will be Wembley and Neasden. Wembley is a major town centre in London, and is the geographic and economic regeneration centre of Brent. Since the development of Wembley City is still being completed, we have the opportunity to shape the new Wembley City with cycle improvements.

The Vision for Ways to Wembley will be “a cycle network connecting the borough to its heart at Wembley and onwards to central London, inspiring more communities and visitors to cycle because of its imaginative architecture, safe cycling environment and unhindered cycle routes.”

People travelling to Wembley for work, sporting events, entertainment and shopping will arrive by bike. Segregated cycle paths, secure cycle parking and a bike hub will be created.

The considerable road and rail barriers to journeys by bike will be overcome to encourage greater levels of cycling in the borough. At present, physical barriers include the North Circular Road, River Brent and Dudding Hill freight line, which all run parallel to each other, as well as rail and Tube lines across Brent. A combination of measures for providing the new infrastructure to break down these barriers will include bridges, subways and new links between crossing points and key destinations.

We will be looking to break down some of the social barriers to cycling. Wembley has high proportions of groups who do not strongly participate in cycling. We will develop education and awareness building initiatives with these groups to encourage a greater take up of cycling in those communities.

We will develop a number of routes which will be clear, direct and well connected. The routes will include:

- **The Jubilee / Metropolitan Superhighway**  
– providing a direct route between Wembley Park and Willesden (via Neasden) and including a new “green bridge” crossing the North Circular
- **The Jubilee / Metropolitan Quietway**  
– will run parallel to the Jubilee Line between Northwick Park and Wembley Park and again between Dollis Hill station and Kilburn station
- Less direct routes between **Wembley and Willesden** will be explored and could be provided as an alternative to the Jubilee Quietway between Wembley Park and Dollis Hill
- **The Bakerloo Superhighway** will run along the Harrow Road between Wembley and Kensal Green towards central London
- **The Orbital Quietway** will run along the Grand Union Canal and the River Brent

To facilitate an increase in cycling, additional infrastructure and support will be required. We fully recognise that implementing a series of cycle routes does not automatically mean that cycling will suddenly increase without the softer measures to accompany them. Additional initiatives focussed on marketing and awareness building will be required. We will set up a cycle hub in Wembley which will include a cycle hire and cycle repair shop with shower and changing facilities as part of the Jubilee Quietway. We have support from developers for this, and have already set up a successful cycle repair shop in partnership with them.



# 1 Introduction

There are a number of good reasons why Brent should be chosen for investment in cycling. Brent's geography is a microcosm of London with the south-east of the borough reflecting inner London characteristics, and the north-west of the borough displaying more outer London characteristics. There is strong political and officer support for the bid and a lot of work has already been done to promote cycling in Brent, such as the Biking Borough and Bike It programmes, which support the infrastructure plans described in this proposal.

To date investment in cycling in Brent has been limited and cycling levels are low. Growth has largely been in the south-east of the borough. However, there is huge potential for cycling in the borough, and this funding provides the opportunity to develop a variety of measures to increase cycling. When Brent Council targets investment it is successful. For example, the Transportation Service has focused on road casualty reduction with a lot of success.

The focus of the mini-Holland will be Wembley and Neasden. Wembley is a major town centre in London and is the geographic and economic regeneration centre of Brent. Since the development of Wembley City is still being completed, we have the opportunity to shape the new Wembley City with cycle improvements. Indeed, many of the plans for the Wembley Area Action Plan include highway improvements which cover cycling. These can be built on and developed as part of the mini-Holland project. Developments will be cycle friendly to support the 11,500 homes and 10,000 new jobs anticipated within the Wembley area. The development of the Wembley City cycle hub will assist with establishing Wembley as a focus for cycling. As part of the development of the Jubilee QuietWay, we are looking to set up a cycle hub in Wembley which will include a cycle hire and cycle repair shop with shower and changing facilities. We have support from developers for this. Residential areas and new schools will have cycle parking and there will be a greater potential for cycling amongst new residents and we wish to provide for this.

**Ways to Wembley** complements the Mayor's Vision for Cycling in London and its outcomes. As Crossrail has been developed for the rail passenger, the Mayor's vision is to select a route which provides a 'Crossrail for the bike' through the heart of London. Extensive connecting routes will be opened to link the new route to nearby town centres, including Wembley. The vision includes delivering future Barclays Superhighways to much higher standards, closer to international best practice. Among the new Barclays Superhighways will be the Bakerloo Cycle Superhighway linking Wembley with the heart of London along the Harrow Road.

## The vision for Ways to Wembley

A cycle network connecting the borough to its heart at Wembley and onwards to central London, inspiring more communities and visitors to cycle because of its imaginative architecture, safe cycling environment and unhindered cycle routes.

## Making Wembley a mini-Holland



### Overcoming physical barriers

- Reduce severance
- New bridges
- New subways
- Facilitate new links



### Overcoming social barriers

- Perceived barriers
- Cultural barriers
- Focus on Black and Ethnic Minority (BME)



## Cycle network

- To central London
- To neighbouring centres
- To green spaces
- To growth areas



## More people cycling

- Wembley cycle hub
- Cycle parking
- Cycle hire scheme







We will be looking to break down some of the social barriers to cycling

## 2 Ways to Wembley: Key Outcomes

### 1 Wembley will be a fully accessible cycle destination and cycling hub for Brent

People travelling to Wembley for work, sporting events, entertainment and shopping will arrive by bike. Segregated cycle paths, secure cycle parking and a bike hub will be created.

### 2 Breaking down the physical barriers to cycling

The considerable road and rail barriers to journeys by bike will be overcome to encourage greater levels of cycling in the borough.

At present physical barriers include the North Circular Road, River Brent and Dudding Hill freight line, which all run in parallel to each other, as well as rail and Tube lines across Brent.

### 3 Social barriers to cycling will be removed

We will be looking to break down some of the social barriers to cycling. Wembley has high proportions of groups who do not strongly participate in cycling.

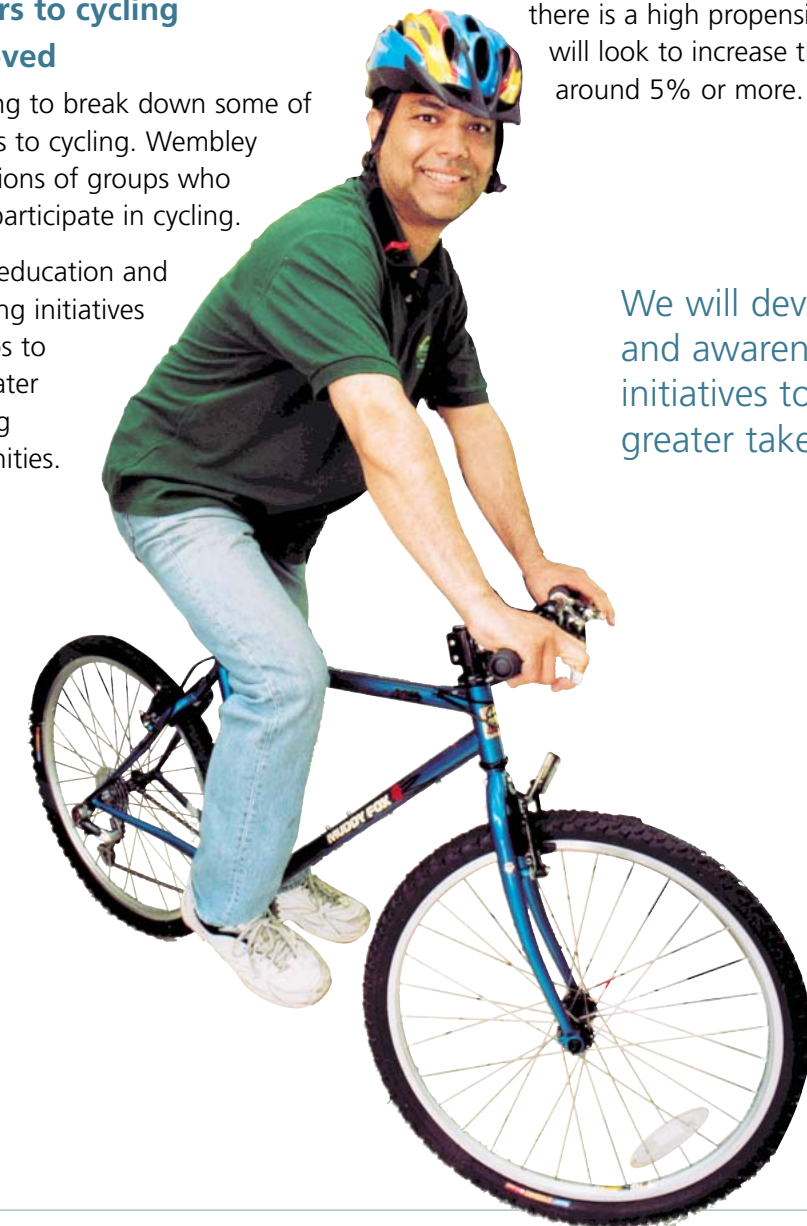
We will develop education and awareness building initiatives with these groups to encourage a greater take up of cycling in those communities.

### 4 Develop a Brent Cycle Route Network

We will look to develop a clear, direct and well connected network. The network will focus on the Wembley to Neasden route through the Jubilee and Metropolitan Superhighway and the Jubilee and Orbital Quietways, but there will also be routes from other parts of the borough which link into this network and to Wembley.

### 5 More people travelling by bike in Brent

We recognise that distances may be too great for many to commute from Brent to central London by bike, so we will particularly target shorter journeys now made by car, along with journeys to railway stations. Although cycling levels in Brent are low, with around 1% mode share, historically there is a high propensity to cycle, and we will look to increase this mode share to around 5% or more.



We will develop education and awareness building initiatives to encourage a greater take up of cycling



### 3 Why Brent?

There are a number of reasons why Brent should be considered to host a mini-Holland. Firstly, the geography of Brent lends itself very much to the criteria for a mini-Holland. The Dudding Hill freight line separates the south-east from the north-west of the borough and it has a mixture of both inner and outer London characteristics, thus providing a microcosm of London.

Secondly, the political leadership of Brent Council strongly supports developing part of Brent as a mini-Holland. The council leader has been Brent's Cycling Champion since 2011 and has personally attended meetings with TfL and Brent Cyclists throughout the development of this proposal. Officers have also attended a number of meetings to scope how a mini-Holland might be developed within Brent. This officer and political commitment would continue through the delivery of a mini-Holland. Brent Council is committed to sustainable development in all of its major projects, this year we will have completed BREEAM excellent public buildings and housing projects and the new Brent Civic Centre is BREEAM outstanding, the first in the country.

Another reason is that since the current levels of cycling are relatively low, there is potential for growth. There was a 1.2% average mode share as measured by the census in 2001, but there has been an increase in the level of cycling between 2001 and 2011. The 1.7% of trips to work being made by cycle in the borough in 2011 is slightly lower than the average mode share for west London as a whole, but slightly higher than the outer London borough average of 1.4%. Any growth there has been, particularly in the south of the borough, has been a result of limited investment. TfL identified that 38% of trips currently made by motorised modes are potentially cycleable, this is joint highest (along with Ealing and Enfield) of any outer London borough and is also higher than a number of inner London boroughs. (Source: Analysis of Cycling Potential, TfL 2010).

Funding constraints up to now have meant that not as much has been done with cycling as potentially could have been done.

TfL identified that 38% of trips made in Brent by motorised modes are cycleable – joint highest of any outer London borough



*The leader of Brent, Cllr Muhammed Butt is an avid cyclist, pictured here with Metropolitan Police cyclists*

### 4 Why Wembley?

Wembley City will be part of a mini-Holland.

A completely cycle friendly district that is accessible and easy to use, the district will be completely permeable allowing easy movement from one side of the borough to the other. Wembley is the geographic and economic centre of Brent and the benefits of unlocking this part of the borough will ensure that the regeneration benefits are wider than just Wembley.

Wembley is the heart of Brent and is identified as a major town centre in London. Wembley Stadium and Wembley Arena are international hubs. The new Brent Civic Centre, which opened in June 2013, is one of London's newest, and greenest, public buildings and is expected to attract over 1 million visitors a year when it opens in the Wembley area. The Wembley Growth Area is the biggest of the borough's five growth areas and will deliver 11,500 new homes and 10,000 new jobs over the next 15 years.

Wembley will be a retail town centre, as illustrated by the retail offer provided by the London Designer Outlet, the Anchor Store and the Olympic Way retail strip. This offer makes Wembley a city centre, not just a business/entertainment district with residential.

The masterplan for Wembley City, which is being delivered by Quintain, has the capacity to include a complete cycle network, fully accessible to cyclists through segregated lanes and designated cycle parking. Residential areas and new schools will have cycle parking, and there will be a greater potential for cycling amongst new residents. The development at Wembley is still being built, so we have highway improvements which cover cycling, and which can be developed as part of a mini-Holland project. By making Wembley City a cycle hub we will assist with establishing Wembley as a focus for cycling. We are looking to set up a cycle hub in Wembley which will include a cycle hire and cycle repair shop with shower and changing facilities as part of the development of the Jubilee QuietWay. We have support from developers for this and have already delivered a successful pop up cycle repair shop in partnership with them.

In order to ensure that Wembley is as accessible as it can be, and so that cyclists can travel across Brent, better movement across physical barriers such as the North Circular Road will be essential. The North Circular Road and several rail lines next to or within the Wembley Growth Area present significant issues in terms of severance. As part of the Wembley City mini-Holland phase this vision proposes several options for new crossings across the North Circular Road and Jubilee / Metropolitan Lines, which will be developed.

The focus of the mini-Holland within Brent will be Wembley and Neasden. Wembley is recognised as a major town centre in London. The reasons for selecting Wembley and Neasden are:

- several major developments are already underway including mixed retail, residential and office development in the north-west of the area.
- residential areas and new schools will have secure cycle parking, and there will be a greater potential for cycling amongst new residents.
- the TfL Town Centres study (2011) records mode share by cycle for travel to town centres. Many trips to Wembley and Neasden are short distance. Around 45% of visitors to Wembley town centre live/work within a 10 minute walk while 60% of visitors to Neasden live/work within 10 minutes. However, the walking mode share at Wembley and Neasden is 29% and 43% respectively while cycling makes up 1% or lower of mode share. There is a clear potential to shift some of these short distance journeys onto bike.
- Wembley has a rapidly expanding population but with a generally low take up of cycling
- Wembley has new educational establishments flocking to the area such as the new French academy on the site of Brent's historic town hall.

Wembley is a rapidly growing town centre and could be one of the leading destinations in London for sports, shopping and conferencing



# 5 Breaking down physical barriers to cycling

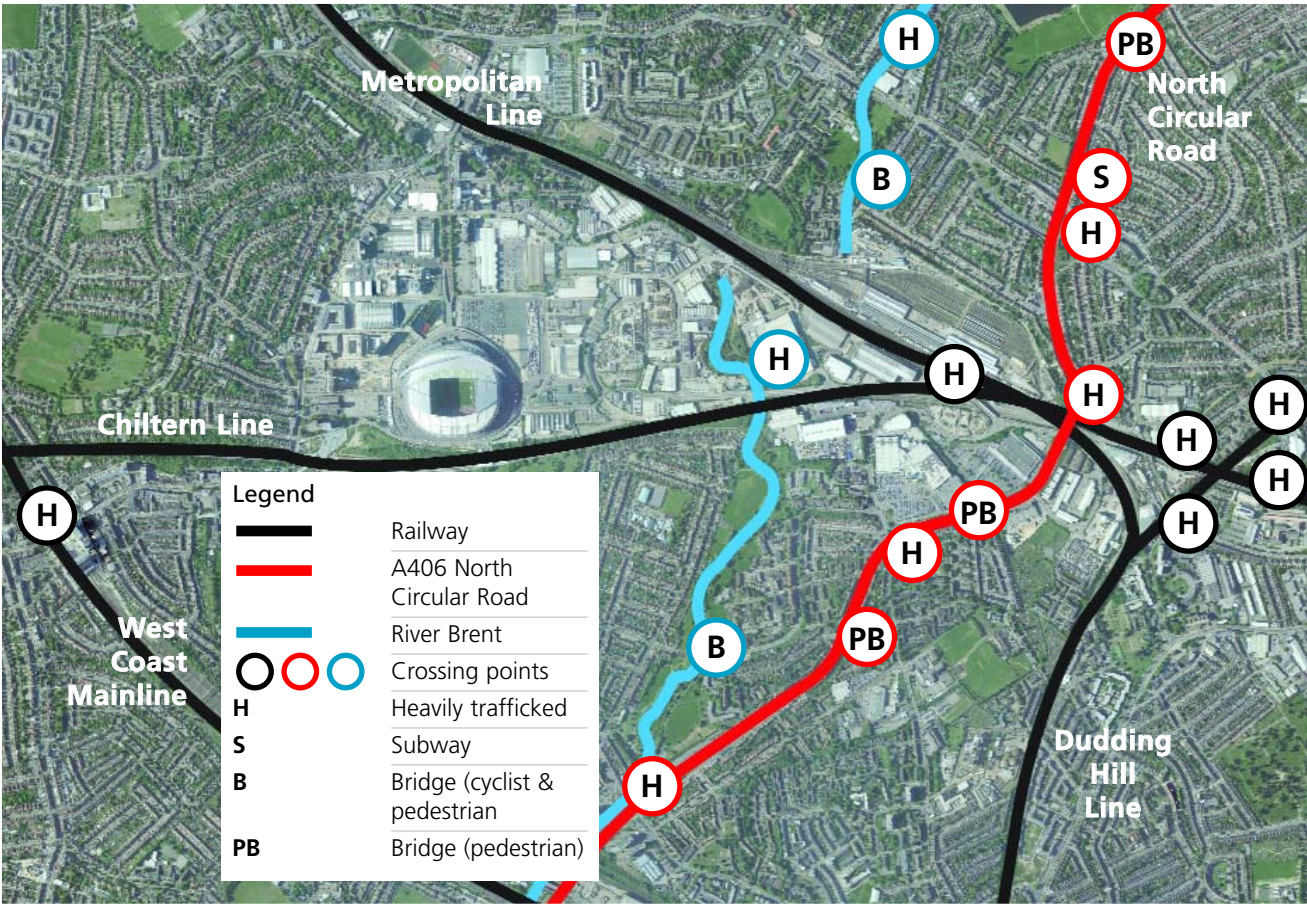
Brent is in the arguably enviable position of having, after Westminster, the most Underground and rail stations of any borough within London. However, while this benefits many of the borough's residents this results in a number of rail and Underground lines passing through the borough causing high amounts of severance for journeys by bike.

In total four Underground lines (Bakerloo, Jubilee, Metropolitan and Piccadilly) and four rail lines (London Overground (North London Line), Chiltern Railways, West Coast Mainline and the Dudding Hill freight line) pass through the borough. In addition, the North Circular Road passes through the middle of the borough and there are a number of waterways causing additional severance including the Grand Union Canal and River Brent and its tributaries which connect to the Brent Reservoir.

Severance is a major issue for cyclists as it may result in more indirect routing and where roads do cross these barriers they are often highly trafficked and therefore less attractive to cyclists. Roads that cross barriers also tend to be narrower with more limited road space and narrower footways which reduces the number of options to improve cycle facilities. It should also be noted that any reduction in severance will provide benefits to pedestrians too.

Within Brent there is a substantial decline in levels of cycling to the north and west of the North Circular suggesting this is a major barrier to increased cycling. In the Wembley and Neasden area, the focus of our bid, there are a number of physical barriers. *Figure 1* below shows existing barriers in and around Wembley together with pictures of current crossing points.

Figure 1 Barriers to cycling in Brent



## North Circular Road

The North Circular Road (A406) dissects the entire borough and is the most highly trafficked road within Brent. Due to the sheer volume of traffic much of the route is a TfL Air Quality Management Area (AQMA) and means pedestrians and cyclists can only cross using segregated crossings such as subways or footbridges or at controlled pedestrian crossings incorporated into at grade junctions. Although there are some footbridges and roads that cross the North Circular Road, the only location where it is possible to cycle across the North Circular Road without dismounting or performing an illegal manoeuvre is at the intersection with the A4088 in Neasden.



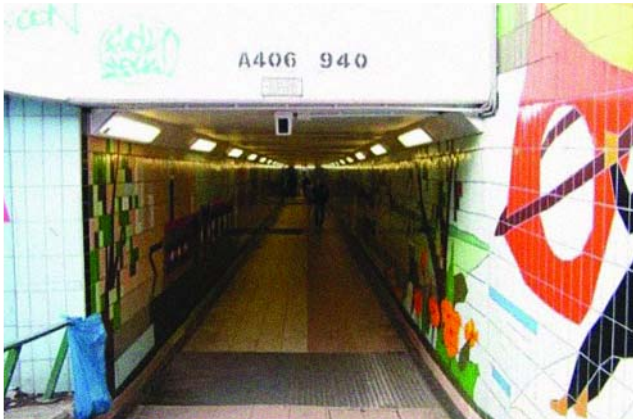
## The A4088 in Neasden

At Neasden there is a subway which includes a shared cycle and footpath. However, there are number of issues that make this extremely unattractive for cyclists. They include:

- staggered barriers
- very narrow and poorly lit subway which becomes extremely slippery when wet
- no dropped kerbs at entrance to subway
- either side of subway there are two large, heavily trafficked with fast moving vehicles, gyratory systems.

An alternative to these roundabouts is a convoluted route involving an additional subway (requiring cyclists to dismount) and footbridge where cycling is not permitted.

*Clockwise from top left:*  
*Staggered barriers on shared cycle/footpath.*  
*Narrow and poorly lit subway.*  
*No signage or dropped kerbs at entrances to subway*  
*Alternative route to avoid busy gyratory requires cyclists to dismount.*







*Alternative at grade crossings across the North Circular are at the Drury Way junction and Stonebridge.*

In addition, there are several footbridges but these are all narrow, include sharp turns on the ramps and require cyclists to dismount.

The lack of suitable crossings points on the North Circular is a major barrier to increasing cycling within Wembley and the rest of Brent.

## The benefits to cycling of reducing severance in and around Wembley

There a number of benefits of reducing severance in and around Wembley. The benefits include:

- improved links between Neasden and Brent Reservoir – a major recreation space
- encouraging residents north of the North Circular to cycle to destinations in the south of the borough and potentially central London.
- boost cycling by residents south of the North Circular to major new retail, entertainment, leisure and civic destinations in the Wembley development area
- encouraging people to travel sustainably between Brent's two new and largest civic centres; Brent Civic Centre in Wembley and Willesden Cultural Centre.

## Options for breaking down physical barriers

There are a number of options for providing the new infrastructure which will break down the physical barriers. They include:

- bridges
- subways
- new links between crossing points and key destinations.

We would focus investment on several key crossings to maximise results.

### St David's Close bridge

As part of a study providing evidence in support of the Wembley Area Action Plan, four bridges were explored, two over the Metropolitan/Jubilee lines, and two over the Chiltern Line. Of these, the one which offered the best value for money was the St David's Close bridge. This was a bridge over the Metropolitan / Jubilee Line. It offered a link which connected into the wider greenway route along the River Brent, and therefore scored well in terms of providing wider connectivity. The bridge is an extensive structure and would cost between £4m and £5.5million depending on the width of the bridge. A preliminary design has been developed for this bridge.

### Neasden crossing

There are a variety of options for providing a crossing at Neasden. These could be underpasses or a bridge, with a bridge the most likely option, as this provides more scope for a safer crossing which has better levels of personal safety and security. A bridge here would cross the North Circular, reducing the severance within the area.

Providing better access to Neasden could facilitate other objectives including a general improvement in the town centre environment including improved public realm and townscape. Improvements at Neasden are also part of our shortlist for the Roads Taskforce. An example of the kind of bridge that could be considered is shown opposite.



*North Bank Bridge, Massachusetts*

Developing these crossings will facilitate a number of new links between centres to be developed:

**Wembley – Willesden:** linking different areas, particular importance of linking outer Brent with inner Brent and hence onward to London. This route will provide a link between these two cultural centres in Brent.

**The St David's Close bridge** provides links onto River Brent orbital route which is a recreational route.

These crossings are instrumental in helping to form the Brent cycle network, and more detail in how these come together to create a network are discussed in chapter 7.

## Next Steps

We would use the mini-Holland funding to look in more detail at options for Neasden crossing to develop a preferred option.

There is a need to increase cycling by local residents, a high proportion of which are Black and Minority Ethnic. The next chapter explores how we might increase cycling amongst these groups.



# 6 Breaking down social barriers to cycling



Brent Cyclists take part in an event for Bike Week in Gladstone Park

Cycling participation amongst Black and Minority Ethnic (BME) groups is substantially lower than among other groups. According to the TfL ‘Propensity to Cycle’ report just 21% and 25% of frequent and infrequent cyclists respectively are made by people from BME communities. This ethnic grouping makes up approximately 55% of London’s population. Black and Minority Ethnic form 35% of potential cyclists so to increase levels of cycling overall a particular focus will be required on increasing participation amongst BME groups.

The biggest non-physical barrier to cycling is the fear of cycling. One study produced by the cycling charity CTC based on quantitative and qualitative research, *Barriers to Cycling*<sup>1</sup>, concludes “the most prominent practical barriers perceived to be deterring potential cyclists were danger and safety”. The UK Department for Transport (2007)<sup>2</sup> reports that 47 per cent of adults ‘strongly agree that “the idea of cycling on busy roads frightens me”’.

The fears of cycling are socially, geographically and historically variable. Unequally socially distributed, they will tend currently in the UK to be greater among women than men, among those people riding with children than those without, and among ethnic groups with little history and experience of cycling.

1 CTC, C-PAG and Southampton City Council (1997) Barriers to Cycling: Perspectives from Existing and Potential Cyclists (Godalming: C-PAG)  
2 Department for Transport (2007), Cycling: Personal Travel Factsheet (London: Department for Transport)

## Why focus on this social group?

Brent is officially been recognised as one of the most ethnically diverse local authority areas in the country. According to the 2011 census, 82% of Brent’s residents are Black and Minority Ethnic (BME), meaning Brent has the second highest proportion of BME of any local authority in the country. Figure 2 shows the ethnic breakdown in Brent compared to inner and outer London, major neighbouring boroughs and Newham which has the highest BME proportion.

Within Brent, BME communities are particularly focused on the north and central areas of the borough. The area around Wembley and Neasden, which forms the focus of the mini-Holland bid, is at least 85% BME and in some parts of Wembley BME form 98% of the population. The predominant ethnic minority in Wembley is Asian Indian while in Neasden and Willesden the ethnic minorities are more diverse including a mix of Black African, Black Caribbean, Asian and Irish.

We are also focusing on this group because:

- ethnic minority groups tend to have lower incomes and therefore cycling could be more attractive, if participation could be increased then this would lead to improved access to employment and opportunities.
- Brent has one of the lowest rates of adult physical activity in the country, rate of physical activity are particularly low amongst BME.

Figure 2 Ethnic make-up of Brent residents compared to other boroughs and London. (Source: Census, 2011)

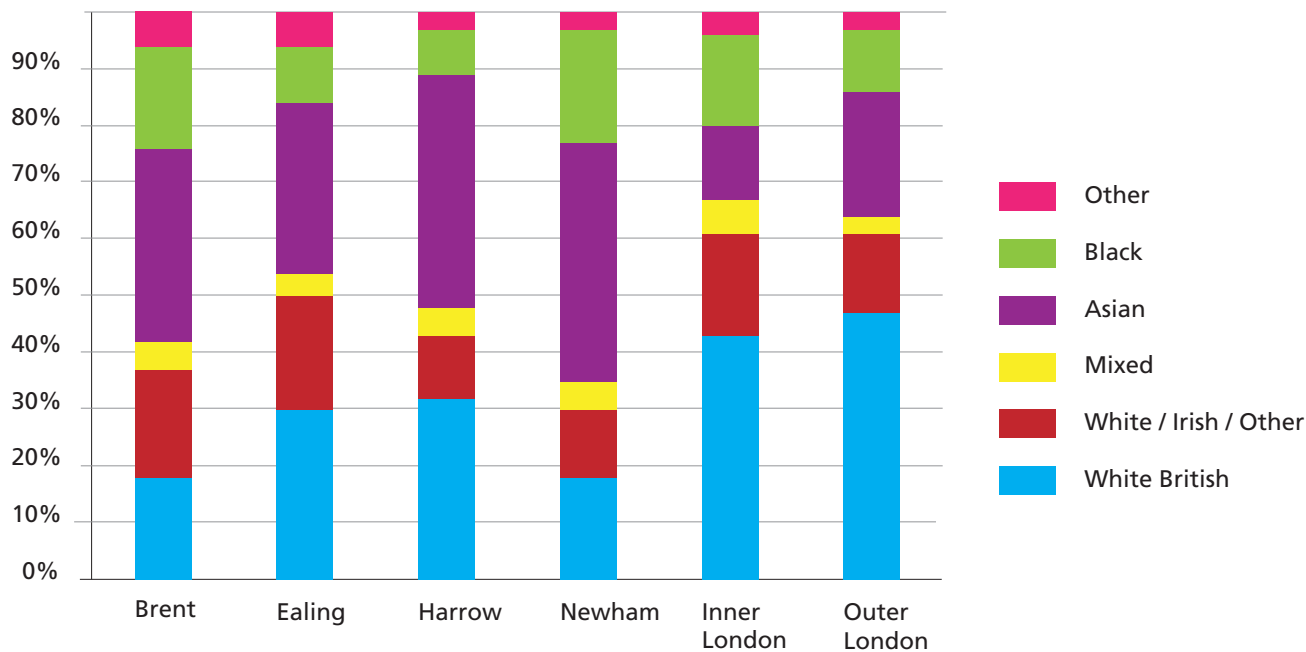
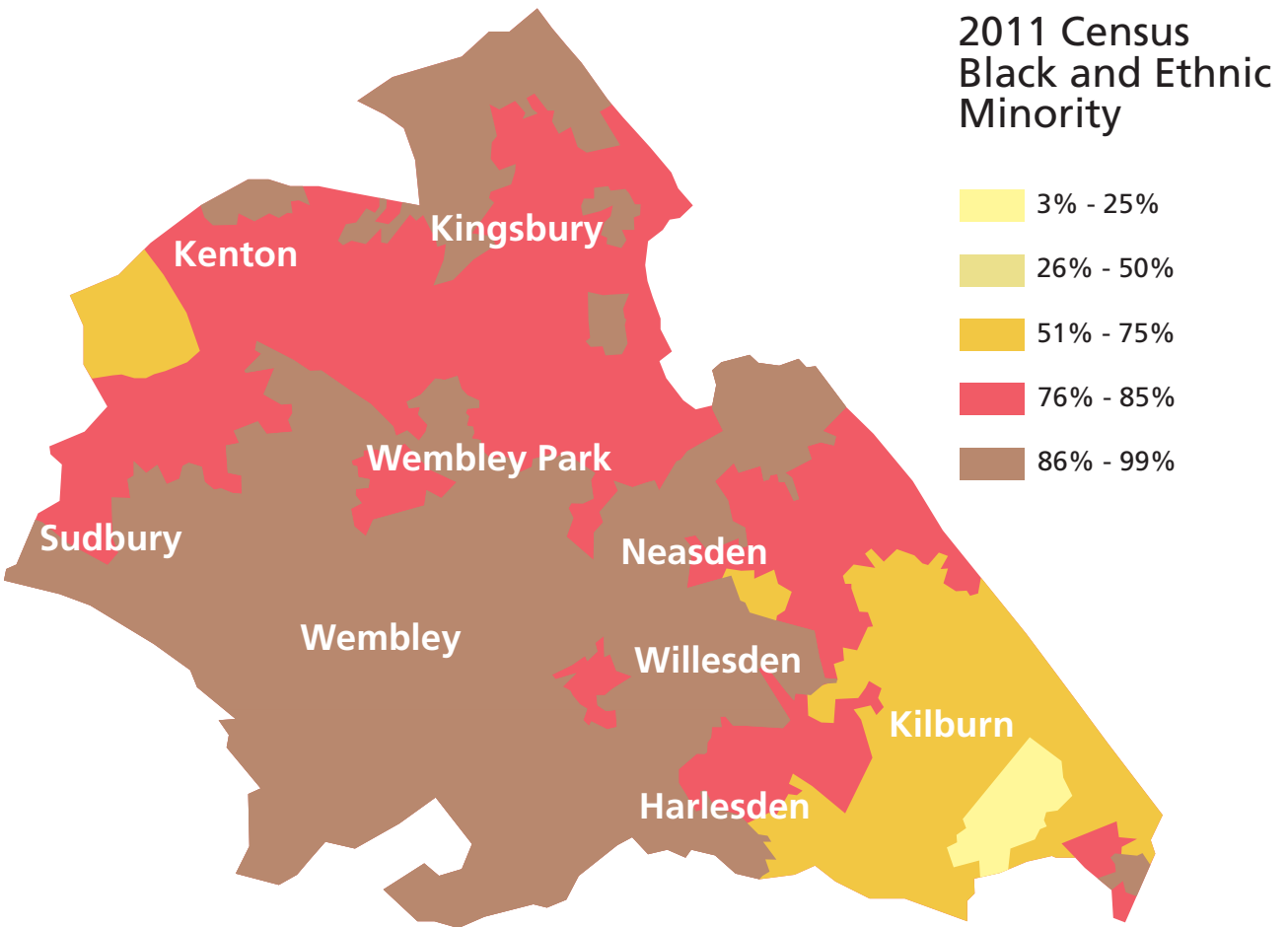


Figure 3 Proportion of BME in Brent. (Source: Census, 2011)





### Options for breaking down social barriers

We would focus on children within these ethnic minority groups, partly because these groups are less susceptible to social barriers, and partly because they can be targeted through the roll-out of existing programmes across Wembley such as Bike It where schools can be added to these programmes, working with parents and pupils.

To date, we have undertaken a variety of activities which can be built on to target these groups. They include:

- strengthening links with the National Health Service
- more effective internal working with other council departments with an interest in cycling. These would include sports and parks departments and health teams.
- more efficient ways to engage with campaigning groups such as Brent Cyclists

In terms of a project already happening in Brent (and has been for the past three years at least) is Cycletastic's project at Salusbury Road Primary School and Salusbury World in bike training for adults and children (which has a priority for refugee and low-income families).



Cycletastic bicycle maintenance workshop

There is also a Cycle Green Community Group based in Kenton promoting cycling as a safe mode of transport for whole families, with an emphasis on catering for the Asian population.

We would look to widen the scope of the softer measures which are already in place to target these groups. These would include the Bike It and Biking Borough initiatives. Currently Brent has 18 schools participating in the Bike It project which aims to increase the number of pupils cycling to school and includes parent and family events. Although we do not have extensive data on this yet, we are looking to include some schools with a high Asian population in next year's Bike It programme, with the aim of then extending the activities to the local community.

Under the Biking Borough initiative, we would look to build on the success of the cycle hub at Kensal Rise, and develop a similar hub in Wembley.

We would also look to draw upon experience from other Boroughs elsewhere in London. Ealing have schemes to increase participation amongst the Indian population.

### Next Steps

If successful in attracting funding for a mini-Holland, we would work with TfL to identify target ethnic minority groups, and the optimal methods of engaging with these groups.



Students at Islamia Girls' School in Queens Park taking part in training under the ReCycle scheme, a partnership between Brent Council, Brent Police and Sustrans



## 7 A new cycle network

The Ways to Wembley proposal for a mini-Holland would connect the borough into a broader cycle network. The links include:

- 1 Sub-regional corridors and Brent transport strategy corridors. The cycle networks need to be integrated with the sub-regional corridors (Wembley to Brent Cross, Wembley to Ealing and Ealing to Brent Cross) to provide alternatives to the car for orbital movements. The cycle network also needs to reflect the corridors identified within Brent's longer term transport strategy, currently under development.
- 2 To central London which will provide access to employment opportunities and other cycle routes including the Central London grid and Cycle Superhighways.
- 3 Between Wembley and Willesden to connect these two cultural centres.
- 4 Between Wembley and nearby local centres.

The current network in Brent includes routes within the south-east of the borough and routes towards the north-west of the borough. However, many of these routes are signed only and without segregated cycleways. There is a gap in provision in the central part of the borough within the Wembley area. This is the part of Brent which is badly affected by the severance issues identified in chapter 5.

There are a number of gaps, especially around the Wembley area. These gaps link back into places above that we want to link to.

A number of routes are either in early stages of planning or have been referred to by TfL and Mayor of London. We want to use these as a starting point.



We propose a number of routes which will assist in addressing the severance issues and providing the links described above. These will include new bridges, use of existing bridges, the Brent River Park route, Bakerloo superhighway and Jubilee Quietway from Brondesbury to Dollis Hill and Wembley park to Northwick Park, and the Stanmore to Thames route.

- Known as the **Jubilee / Metropolitan Superhighway**, this route will provide a direct route between Wembley and Willesden (via Neasden). For the regular cyclist, this route will follow the main roads along Wembley Hill Road – Empire Way – Forty Lane – Blackbird Hill – Neasden Lane – Dudden Hill Lane into Willesden. This route will include a “green bridge” crossing over the North Circular Road into Neasden.



The Westgate bridge (above) crosses State Highway 16 and connects the Manutewhau Walk Reserve in Oreil Avenue to the Westgate Shopping Centre.

- A route will follow the Jubilee Line and will be known as the **Jubilee / Metropolitan Quietway**. This will run parallel to the Jubilee line between Northwick Park and Wembley Park, and again between Dollis Hill station and Kilburn Station. Between Wembley Park and Dollis Hill, there are no parallel roads for the cycle route to run along and this is the area affected by the severance issues, so the Quietway would have to join the Jubilee / Metropolitan Superhighway, which would be engineered to a standard that all existing and potential cyclists are happy to use. On a longer timescale, the Wembley City development is likely to enable an alternative route from Wembley Park to Willesden via another upgraded crossing of the North Circular Road at the St Raphael’s Estate, linking to Brentfield road, with its famous Neasden Temple.
- The **Bakerloo Superhighway** will run along the Harrow Road between Wembley and Kensal Green towards central London.



Cycleway (Boston)

- The **Orbital Quietway** will run along the canal between Alperton and Stonebridge Park, and also along the River Brent. The route will include a new bridge at St David’s Close which will cross the Metropolitan and Jubilee lines. Costing between £4m and £5.5 million, this bridge will provide a important link for orbital (north-south) movements across the Borough.

Having set out a network for the borough, there are a number of further gaps. These include links:

- From Wembley to Stanmore/Thames Greenway
- to Brent Cross (via Brent reservoir)
- to other local centres: Sudbury, North Wembley etc.
- from Wembley to North Brent.

### Ideas to address these gaps

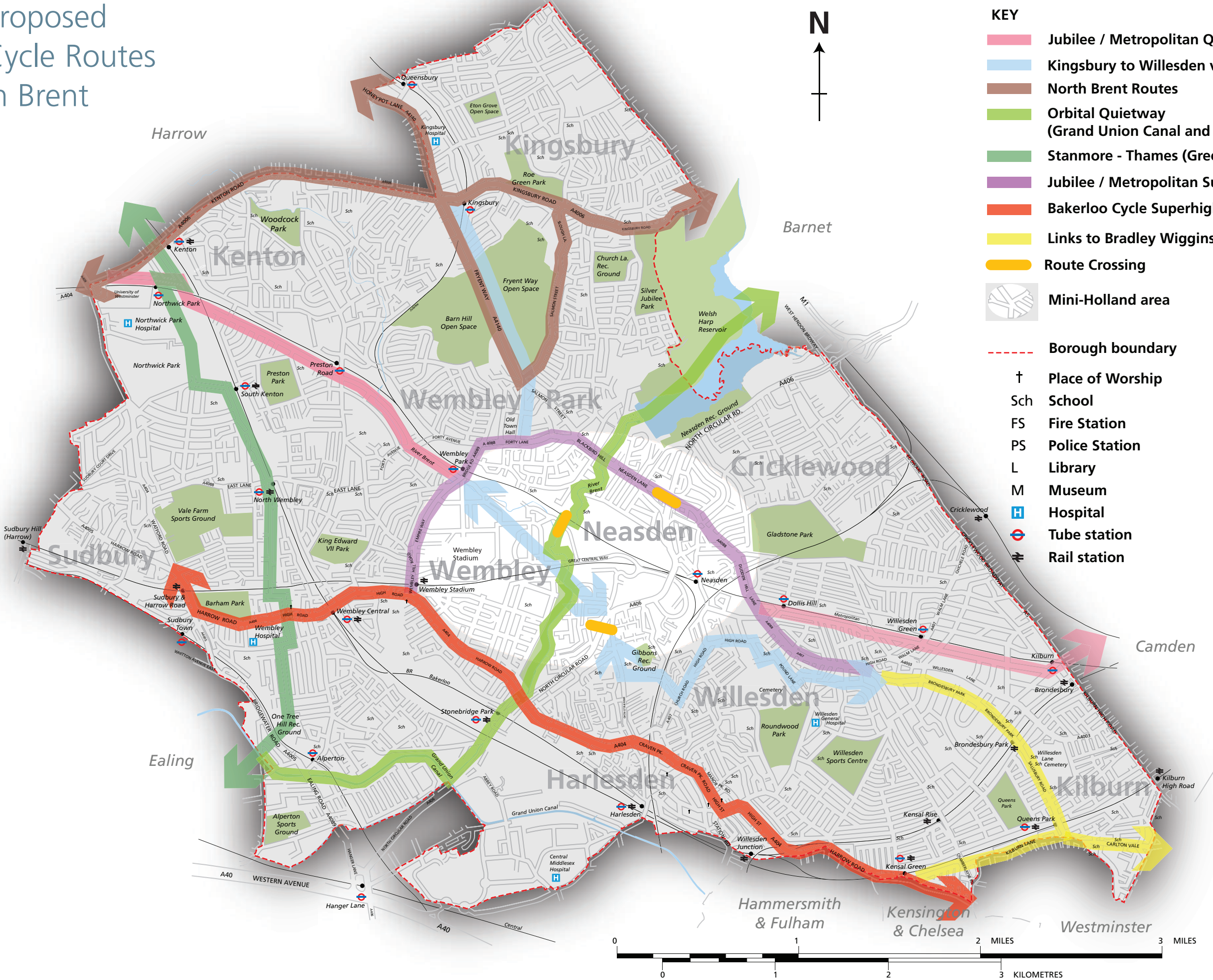
Stanmore to Thames is a route which has provisionally been awarded Greenway funding, so will not be funded from this bid. This route crosses three boroughs from Harrow in the north, through Brent to Ealing in the south at Brentford.

The Bakerloo Superhighway could be extended to serve locations at Sudbury and Harrow.

Barnet Council are currently investigating cycle links from Brent Cross to West Hendon (via Park Road extending on via Cool Oak Lane to Welsh Harp). This would provide a connection into Brent and would need to be investigated to ensure a link to the Orbital Quietway could be provided.

Links to north Brent could be provided via Fryent Way and Salmon Street up onto Kingsbury Road and Kenton Road. There is more carriageway space to be able to provide this improved infrastructure in this part of Brent.

## Proposed Cycle Routes in Brent







The programme is aimed at supporting existing cyclists as well as encouraging new cyclists

## 8 More People Travelling By Bike

To facilitate an increase in cycling additional infrastructure and support will be required. We fully recognise that implementing a series of cycle routes does not automatically mean that cycling will suddenly increase without the softer measures to accompany them.

Whilst our cycle mode share targets are low over the short term, we have set a target to increase cycling to 4.3% by 2026 to support the mayor's target of 5% overall across London as a whole.

In order to achieve this target additional initiatives will be required focused on marketing and awareness building. These will include:

- cycle hub at Wembley City
  - increased cycle parking at Wembley Park and Wembley Stadium, Neasden and Dollis Hill
  - working with the new schools
  - potential for local cycle hire scheme in Wembley and electric bikes.

The Mayor's cycling vision highlights a number of key actions that will help encourage more people to travel by bike. We will ensure that these are incorporated into our programme. They could include:

- helping commuters cycle by delivering 80,000 additional cycle parking spaces across London in residential locations, stations, workplaces and other trip destinations by 2016
- helping children cycle by introducing pilot cycle to school partnerships and cycle training in schools
- expanding and improving cycle hire by working with local business to identify locations within Wembley where we can introduce new cycle hire facilities
- exploring the potential of electric bikes by working with local business to identify opportunities for electric bikes to be given a higher media profile
- communicating our plans and inspiring new cyclists.

We would look to widen the scope of the softer measures which are already in place to target specific groups.

### 1 Bike It

Currently Brent has 18 schools participating in this project which includes a variety of cycling activities aimed at pupils and their parents. Bike It is a three-year programme which aims to increase the number of pupils cycling to school and using cycling as a mode of travel and overcome the barriers to achieving this. Parents often feel that their children are at risk whilst cycling on the road, and so the Bike It project includes activities for parents and family events including bike breakfasts, Dr Bike (maintenance and advice clinics), cycle marking and competitions to increase confidence and help overcome these difficulties. If additional funding was available, we would like to increase the number of schools participating in this project and provide the opportunity for the wider school community to participate in some activities.

### 2 Biking Borough

Brent is one of 12 TfL funded Biking Boroughs. The programme is a three-year (2011-2014) package of measures aimed at increasing cycling levels in Brent, with particular focus on the Kensal Rise area (the cycle hub). The measures are a mix of both infrastructure and smarter travel measures such as cycle promotion and awareness raising events and cycle safety and security initiatives. The programme is aimed at both supporting existing cyclists as well as encouraging new cyclists, with a particular focus on improving the safety of cyclists. If additional funding was available, we would like to explore the possibility of creating additional cycling hubs at prominent places along the proposed new cycle routes.





Children at Kilburn Park School in Brent take part in a Bike It! project

### 3 Cycle Training

This is currently available for anyone living or working in Brent and is available for groups and individuals, adults and children. This is promoted through schools and workplaces via their travel plans with training packages being developed to meet the needs of the cyclists. Training is available for people of all abilities from those learning to ride to experienced cyclists requiring safety awareness training. All schools are encouraged to offer cycle training to their pupils and priority is given to Bike It schools and those with an active travel plan. We would like to increase the number of cycle training courses available and if possible, train parents alongside children to encourage families to cycle together.

### Cycle Hub in Wembley City

We would look to establish a cycle hub in Wembley City which would combine a number of facilities in a single location.

The facility in Wembley would be modelled on the Mud Dock in Bristol, which provides users with cycle parking, showers and changing facilities and a travel information centre. However, it also caters to a lifestyle and culture of cycling, by providing retail of bikes and accessories, a café or restaurant and onsite cycle mechanics. The facility also promotes cycling in the wider community, runs cycle maintenance classes by Dr Bike, cycle breakfasts and other events. The facility is based in a former warehouse providing about 400m<sup>2</sup> floor area. Originally set up by two keen cyclists, the concept has attracted national press interest, has won awards and has garnered support from Bristol City Council and the Department for Transport.

The facility takes a proportion of its running costs from user fees. Cycle parking, a locker for users' cycling clothes and use of the showers costs £5 for a day pass, but an annual subscription costs £500 (£1.37 per day). Partnership with cycle retailers or distributors can be sought to cover the remainder of the running costs.

Wembley City is well-suited as a cycle hub location because of its three Tube and rail stations serving the local area, which provide swift and easy access into and out of central London. A facility of this kind could help to improve interchange between modes, and help to spark the cycle revolution sought by existing cycle schemes.

We firmly believe that if Brent secured the funding for a mini-Holland it would be an unparalleled success and facilitate wholesale improvements to the cycling infrastructure in one of the most challenging and well known areas of any outer-London borough. Married to the iconic backdrop of possibly the most famous sporting arena in the world, a mini-Holland in Brent would attract attention from across Europe, if not the world.

We commend this bid to the TfL/GLA panel that are set to assess it and ask that you contact us for any further information, details or a presentation, if required.



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