

BRENT LOCAL PLAN CONSULTATION SUMMARY

FEBRUARY 2018



Workshops and drop-in sessions were held across the borough in a range of venues to target different audiences.

Anti
Vandalism
DRAP
Meeting
Brent
Mencap

BACKGROUND

Executive Summary

The London Borough of Brent (the council) undertook a series of consultation events throughout 2017 to gather evidence on Local Plan issues and options. The findings of the consultation will help inform a new Brent Local Plan. The Plan will guide the future development of the borough where the Council is the local planning authority over the next 20 years and beyond.

Workshops and drop-in sessions were held across the borough in a range of venues to target different audiences. These were mostly held on evenings or weekends to allow maximum participation. In addition, targeted workshops and drop in sessions were held with groups that are sometimes underrepresented in consultation events. These included Brent Youth Parliament, Brent Multi-faith Forum, Disability

Rights and Politics (DRAP) Brent and parents with young children via Barnardo's children's centres. In total 246 people attended a community workshop and approximately 230 commented at drop in sessions.

Recognising that Brent is made up of a series of places with different characters, we asked people to tell us what is unique about their area and what gives it identity. Green spaces, historic buildings, temples, independent shops, cafés, restaurants, cultural diversity and cultural facilities including Tricycle Theatre, Lexi Cinema and Kilburn Library were all highlighted as being important to the character of the borough. The key themes for the future vision for Brent were green, clean, safe, a sense of community and multi-cultural.

Comments received during the consultation events were categorised according to the sections of the Local Plan that would affect them. These categories are listed below along with summaries of the key points raised by those that responded.



Each group of people were given maps of Brent to highlight the things they liked about the borough and the opportunities for improvement.

Housing

- Transport hubs – preferred option for most as the location limits reliance on car and pressure on road network
- Town centres – this was generally supported, particularly on the periphery of some town centres where there are higher levels of vacancy
- Employment Areas – supported where underused, however, there was a need to protect more successful employment sites
- New/Extended Growth Areas – new growth areas generally were supported. Staples Corner was suggested as an option for a future growth area. Those living in growth areas expressed concern at further extension due to pressure on road network and facilities
- Suburbs/ Gardens – most contentious option. There were concerns around the impact on character of suburbs and loss of gardens. However, people also felt they should be able to adapt their homes to meet changing needs. This indicates a need to balance protecting character of suburbs with allowing home owners flexibility.

In addition to the options above, the following were identified as potential housing sites:

- Land either side of the North Circular
- Retail Parks such as Matalan
- Neasden, Burnt Oak, St Raphael's, Staples Corner and Church End
- Redevelop or add floors to existing buildings
- Development on all Council Car Park sites.

At all workshops and drop in sessions a key priority was providing **genuinely affordable housing**. For disability groups **accessible housing** was also a key concern.

Additional suggestions and issues for future housing development are summarised below:

- Land should be identified for Community Land Trusts to develop
- There was a perception that new properties are being bought to let rather than as homes for the buyers

- The impact of HMOs is a concern, with Neasden highlighted in particular
- There is a need for larger (3+ bed) family housing rather than young professional 1 and 2 bed flats
- High quality purpose-built accommodation for retired people should be built to free up housing stock.

Built Environment

There was debate around the suitability of tall buildings. The general message was tall buildings should be the exception rather than the rule. Tall buildings were seen as being more suited to growth areas where a new character can be created. Where tall buildings are acceptable there is a need to consider safety and how a sense of community can be created.

A key theme was also the need to protect and celebrate Brent's heritage through conservation area designations and by updating the local list.

Employment, Education and Training/Employment

Employment opportunities were a particular priority for young people and disability groups. Young people were concerned about gaining employment in the borough in future. Whilst many members of Disability Rights and Politics (DRAP) Brent volunteered very few had paid employment in the borough.

The opportunities identified for the borough's employment, skills and education sectors can be summarised as the need to:

- Protect existing successful industrial areas and where possible encourage their improved utilisation and/or intensification
- Provide greater job opportunities, in particular in white collar industries, high-tech, green technologies and the health sector
- Secure new office space, affordable workspace and space for creatives

- Focus new workspace in areas with high levels of unemployment
- Improve infrastructure to help support blue chip companies
- Encourage upskilling of the population, through educational facilities for young people and adults and securing training and apprenticeships as part of new developments through section 106 agreements.





Open Space/Nature and Biodiversity

Open Spaces and biodiversity were popular themes at the Local Plan workshops. The majority of comments received for open spaces and biodiversity focused on the opportunities to improve these areas. The opportunities can be summarised as follows:

- Protecting and expanding the borough's green space network. New developments should include tree planting, food growing, green walls
- Enhancing the biodiversity within the borough's parks and waterways
- Increasing tree coverage within the borough
- Making more of Brent's Blue Ribbon network, particularly Welsh Harp
- Securing Section 106 money to help with the maintenance of the borough's green spaces
- Enhancing the borough's open spaces so that they are more child friendly and safe
- Enhancing and improving the affordability of the borough's sports facilities.

Specific comments were made on how the Council could improve Fryent Country Park, Vale Farm, Barnhill Park, Brent River Park, Welsh Harp, Roundwood Park, Tiverton Green and Gladstone Park.

Transport

Feedback on the borough's public transport links were positive, with many attendees identifying good tube links as a key advantage to living in Brent. It should be noted that there was less identification of public transport as a positive aspect within the northern part of the borough. Traffic congestion and its associated impacts (i.e. air quality and noise) were highlighted as being a concern for residents.

The opportunities identified for the borough's transport network can be summarised as:

- Restricting polluting vehicles and promoting green technology
- Promoting a Brent Car Share Scheme
- Replacing driving to school with walking and cycling
- Implementing traffic calming and 20mph zones
- Improving the reliability of bus services through increased frequency and dedicated bus lanes
- Improving east to west transport links
- Ensuring transport is accessible to all
- Addressing the conflict between use of routes for pedestrians and cyclists with dedicated cycling routes
- Improving pedestrian routes to ensure they are age and dementia friendly.

As some of the workshops focused on particular wards, suggestions were made in relation to particular area issues, such as improving orbital links by using the Dudding Hill freight line for passengers, improving pedestrian access to Northwick Park and South Kenton Stations, improving traffic flow and reducing on street parking at Cricklewood Broadway and improved links between Harlesden to Old Oak via Willesden Junction.

Town Centres/Retail

Towards the south of the borough comments were much more positive about the quality of the bars, restaurants and café culture in town centres. The night life on Kilburn High Road was also highlighted as a positive. Kensal Rise, Queen's Park Kilburn and the London Designer Outlet at Wembley were all highlighted for the higher quality of their retail offer. The diversity and multi-cultural offer of centres such as Ealing Road, Kingsbury, Preston Road and Harlesden were also highlighted as positives. Other comments included:

- Good range of shops and independent businesses throughout the borough, especially in Harlesden and Willesden Green
- The London Designer Outlet in Wembley has a good range of shops and attracts people from outside the borough
- Opportunities exist to promote parts of Kilburn High Road and Wembley for Night Time Economy activities
- High streets need aesthetic improvements to shop fronts and pavements – shops are expanding out onto the pavement
- Local independent businesses should be encouraged – open air markets could be set up to facilitate this
- Low-value uses such as takeaways, betting shops, payday loan shops and pound shops should be limited
- Several high streets including Wembley and Willesden could be shortened to focus on a strong retail core.

Social Infrastructure

There was a general consensus among respondents that more social infrastructure was needed with regard to community and cultural facilities, and that healthcare and school places were oversubscribed. Attendees of the consultations were very positive about the cultural offer in Brent, specifically naming the Hindu temples, the Lexi Cinema and the Tricycle Theatre as cultural facilities that were liked. Other key themes are summarised below:

- There is a need for more music venues in Brent
- More youth clubs/ youth oriented facilities are needed, especially those which teach skills or develop talent such as music studios

- Libraries should be reopened – several have reopened as community-run libraries There is a need for more cultural facilities around the new Wembley Park development, e.g. theatre, art gallery, museum etc.
- More facilities are needed to encourage mixing of different generations and social groups to promote community cohesion and reduce social isolation.



1. INTRODUCTION



Purpose of Consultation

- 1.1 The Council undertook a series of consultation events throughout 2017 to gather evidence on issues and options. The findings of the consultation will help inform a new Brent Local Plan, which will guide the future development of the borough over the next 20 years and beyond.
- 1.2 The stages of the consultation are summarised in Figure 1. The consultation findings have informed high level issues and options (published for consultation, February 2018) for the future development of the borough where the Council remains the Local Planning Authority.

Figure 1: Consultation Stage



Raising Awareness

- 1.3 The consultation was promoted under the brand Shape Brent using the following methods:
 - Social media - Twitter, Facebook, Yammer using #shapebrent
 - Eventbrite
 - Leaflets and posters/roller banners in Council Buildings
 - Posters in Park Notice Boards
 - Exhibition and flyers at Drop in Sessions
 - Emailing Local Plan and Community Database
 - Emailing Brent Citizen's Panel



- E-newsletter
- Promoting at Brent Connects Events and via BrentConnects mailing list
- Emailed to partner contacts e.g. Brent Housing Partnership and CVS Brent
- Main Council webpage and dedicated website **www.brent.gov.uk/shapebrent**
- The Brent Magazine summer and autumn issues
- Article in Brent & Kilburn Times
- Elected Members' News bulletin

Format of Consultation

- 1.4 Workshops and drop-in sessions were held across the borough in a range of venues to target different audiences. These were mostly held on evenings or weekends to allow maximum participation. The workshops and drop-in sessions focussed on:
 - What is the Local Plan and how it will affect key issues like housing, employment, town centres and community spaces
 - Different growth options as we start to think about where housing, employment and other forms of development will be built
 - Exploring what's important about local areas and opportunities for improvements
 - What you want your area to be like in the future.
- 1.5 The workshops were public events and booking was required. The format was a round table seating arrangement with at least one facilitator on each table to allow for group discussions. The workshops included a presentation giving an overview of the Local Plan process and key challenges. Groups then carried out a place check identifying likes and opportunities for improvement annotated on an A0 map of the area. The second half of the session looked at population growth and in particular where we focus growth and what infrastructure is needed to support it.

Table 1. Workshops

Venue	Covering Wards	Date
Gladstone Centre, Mapesbury	Dudden Hill, Mapesbury, Dollis Hill, Welsh Harp	Saturday 9 September, 10am-12noon
Willesden Green Library	Queen's Park, Brondesbury Park, Kilburn, Willesden Green	Wednesday 13 September, 7-9pm
Patidar Centre, Wembley Central	Wembley Central, Tokyngton, Alperton	Thursday 14 Sept, 7-9pm
Sattavis Patidar Centre, Barnhill	Welsh Harp, Barnhill, Preston	Monday 18 September, 7-9pm
Harlesden Methodist Church	Stonebridge, Harlesden, Kensal Green	Thursday 21 September, 7-9pm
Kingsbury High School	Queensbury, Fryent, Welsh Harp, Barnhill	Saturday 23 September, 9am-12noon
St Andrews Church Hall, Sudbury	Northwick Park, Sudbury, Preston	Monday 25 September, 7-9pm
Brent Civic Centre	Borough wide	Thursday 16 November, 7-9pm
Willesden Green Library	Borough wide	Tuesday 5 December, 7-9pm

- 1.6 Drop-ins were set up in locations with good footfall. They were open public events designed to raise awareness. At each drop in there was an exhibition comprising a large map of the borough. Attendees were encouraged to add comments to the map on post it notes. A leaflet and survey with was also available to complete or take away and return via a freepost address.

Table 2. Drop in Sessions

Venue	Date
Brent Civic Centre	Thursday 7 September 2017, 11am-3pm
Kenton Sainsbury's	Monday 11 September 2017, 4.30-8.30pm
Brent Civic Centre	Tuesday 19 September 2017, 11am-3pm
Sattavis Patidar Centre, Barnhill	Wednesday 4 October, 10am-2pm
Tricycle Theatre	Monday 9 October 2017, 5-8.30pm

Targeted Groups

- 1.7 In addition, targeted workshops and drop in sessions were held with groups that are sometimes underrepresented in consultation events. These included:
- The Brent Youth Parliament
 - Brent Multi-faith Forum
 - Disability Rights and Politics (DRAP) Brent
 - Parents with young children via Barnardo's children's centres.
- 1.8 The format of these workshops were tailored to the group. For example a short survey was developed for the children's centres, which parents could complete whilst their children were participating in stay and play sessions. The Youth Parliament included a video interview chair, in a similar style to those used on TV programmes such as Big Brother and Love Island. These interviews were then shared via social media to encourage more young people to comment via social media or attend events.
- 1.9 Comments from all events, comment forms and via social media have been databased and analysed. Where particular targeted groups or locations had different experiences or views of the borough this is highlighted in the consultation findings.

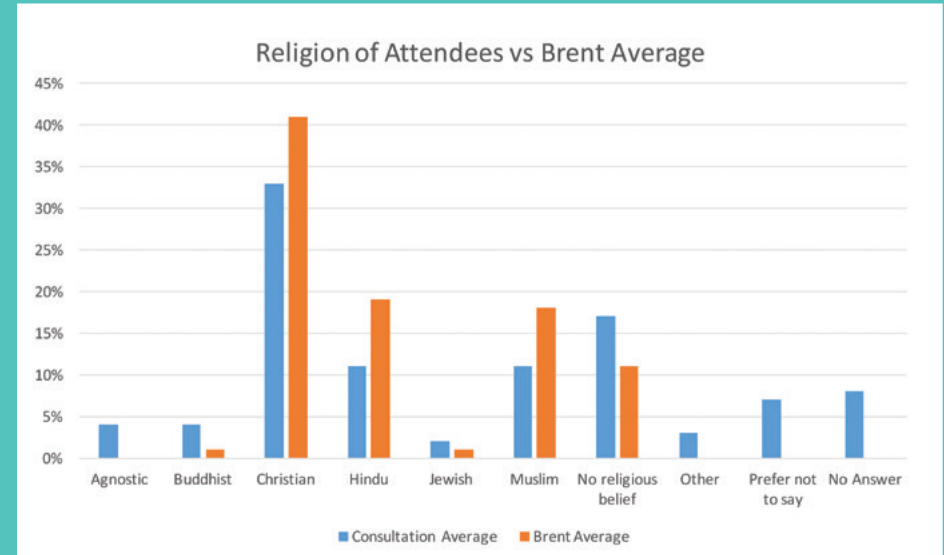
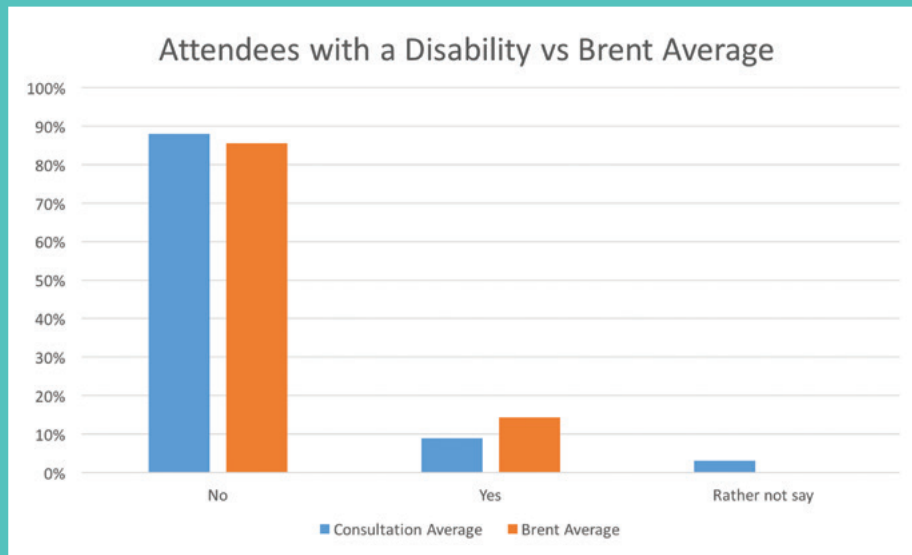
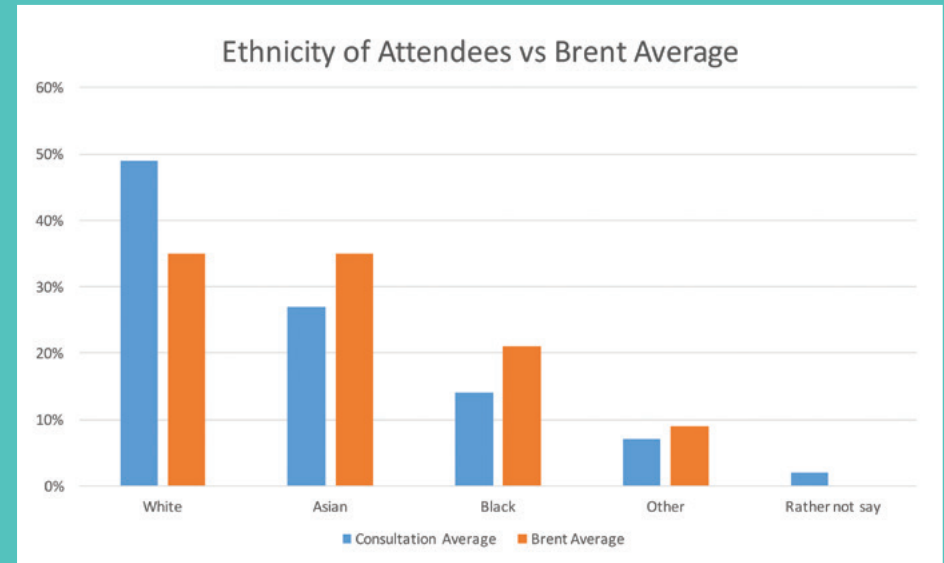
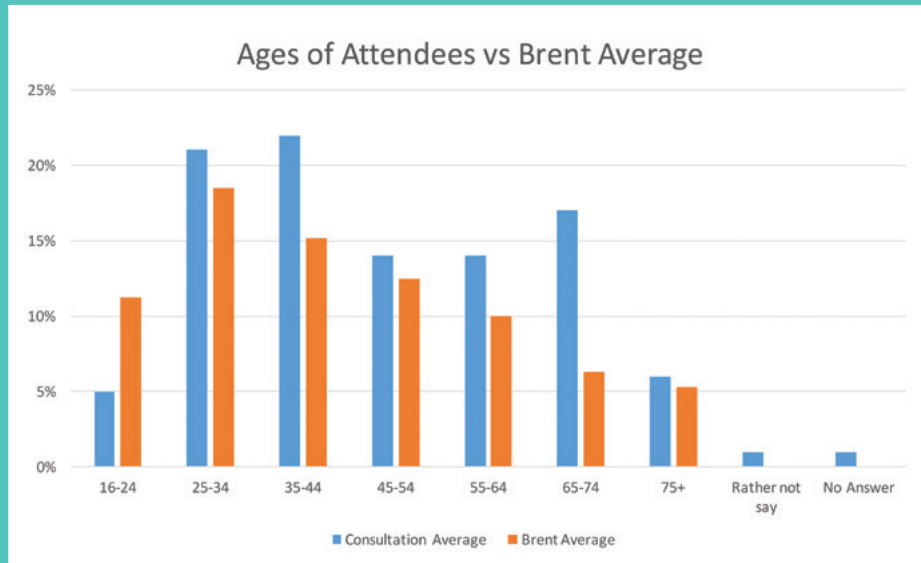




Response Rate and Equalities

- 1.10 In total, 246 people attended a workshop and approximately 230 commented at drop in sessions. Attendees of workshops were asked to complete a short equalities form. In total 112 attendees provided equalities data and this has been compared with borough averages. Workshop attendees were generally reflective of Brent in terms of gender mix, religion and disability, however, younger people and BAME residents were slightly underrepresented. Older residents in general were overrepresented, especially those aged 55+.
- 1.11 Equalities data was also collected at Children's Centres. The 54 respondents were predominantly female and within the 25-44 age bracket, but more representative of BAME and Hindu/ Muslim residents. Equalities data supplied by consultees at all workshops, drop in sessions and children's centres has been compared against borough averages and summarised in the graphs below.
- 1.12 Undertaking sessions with targeted groups in addition to workshops and drop in sessions helped to provide an insight into the experiences and views of young people, disability groups and faith groups. Future consultation will need to consider how we can engage further with younger people and BAME residents in particular.

Equalities data



Developer Forum

- 1.13 The developer forum sessions focussed on key challenges for the Local Plan. These were housing delivery, attracting business and meeting the needs for infrastructure.

Housing:

- 1.14 How can the Local Plan accelerate housing delivery?

- **Clarity v Flexibility** - provide developers with clarity. However, policies also need to be flexible should markets change
- **Simplified** – policies to be simplified and not overburden developers with requirements. In particular simplified validation requirements reflecting only what is really needed
- **Small sites** - make it simpler to get planning permission for infill sites. There was a feeling smaller sites faced greater scrutiny than major developments. Identify small sites for SME builders
- **Size** – do not set a target for family (3 bed+) market housing. Prioritise 1 and 2 bed market housing to increase quantity delivered on site
- **Consistency** – although outside the scope of the Local Plan comments were made on staff turnover/ need for one officer to deal with a case through its lifetime
- **Older persons housing** – support the delivery of older persons housing, potentially as an alternative to conventional affordable. This will also free up under occupied housing.

- 1.15 How to deliver more affordable housing?

- **Manage Landowner expectations** – unrealistic land value aspirations from land owners an issue. Ensure people buy on basis of London Plan 35% affordable housing. One attendee suggested need to be firm where a developer has overpaid for land
- **Lower CIL rate** – reduce level of CIL. But discussion as to whether this would just raise land values

- **CPO powers**- where land owners preventing comprehensive development, keen for council to use CPO powers. Important council seen to be willing to use CPO powers
- **Higher density?** – a balancing act at a certain level taller buildings have increased build costs so will not increase affordable housing levels
- **Promote different products** – can deliver higher levels of intermediate affordable housing e.g. Shared Ownership, London Living Rent. Focus on non-statutory homeless and those trying to get on ladder. However, accepted have a high need for social affordable housing in borough
- **Realistic target** - some felt affordable housing target unrealistic, mayor's 35% feels more achievable
- **Employment land** - release employment land subject to a certain percentage of affordable being achieved.
- **Public sector land** – to be priorities for affordable housing, however, organisations such as NHS under pressure to make a return.

- 1.16 What does the Council need to do in the Plan to support the delivery of housing in the right places?

- **Certainty** - increase certainty through more site allocations and housing zones.

- 1.17 Where to put it & in what form (high density and concentrated vs low density and diffuse)?

- Low density employment land
- Public sector land
- Around stations/ areas with high Public Transport Accessibility
- Along Dudding Hill Line/West London Orbital route
- Harlesden linked to HS2 – however, Harlesden already high value
- Future Housing Zones:
- St Raph's Estate
- Stonebridge
- Northwick Park



Investment and employment:

1.18 How to attract growth and investment to Brent?

- **Critical mass** – need commitment to a large area to promote critical mass of businesses
- **Training** – construction employment training
- **Park Royal** – need to improve pedestrian routes, public realm, bus routes, congestion problems etc. to make environment more attractive for businesses
- **Support meanwhile uses.**

1.19 What are the barriers and solutions? What sizes, types and affordability levels of new business space do you see demand for?

- **Leases** – occupiers need the security of a longer lease to invest
- **Start-ups** – rent free period until they become established
- On site business space delivery v residential delivery levels. Get ground floor operator in early, to ensure space doesn't end up vacant.

1.20 What are the key forms and places for investment and employment?

- **Transport hubs** – focus offices at transport hubs
- **Industrial land** – still need to protect some areas of SIL for heavy industrial uses
- **Finer grained approach** – outside of SIL could take a finer grained approach mixing residential and employment uses.

1.21 What about mixed housing and employment uses?

- **Need innovative solutions** – particularly around servicing. Some examples such as Deptford Foundry 3000 sq ft ground floor B1c and residential above. Travis Perkins looking to develop residential above
- Mortgages a challenge in mixed use industrial and residential

Infrastructure

③ GP surgeries

Wider Road
Park Lane. (one way traffic)



④ Transport improvements
(pavement structure)
(road maintenance)

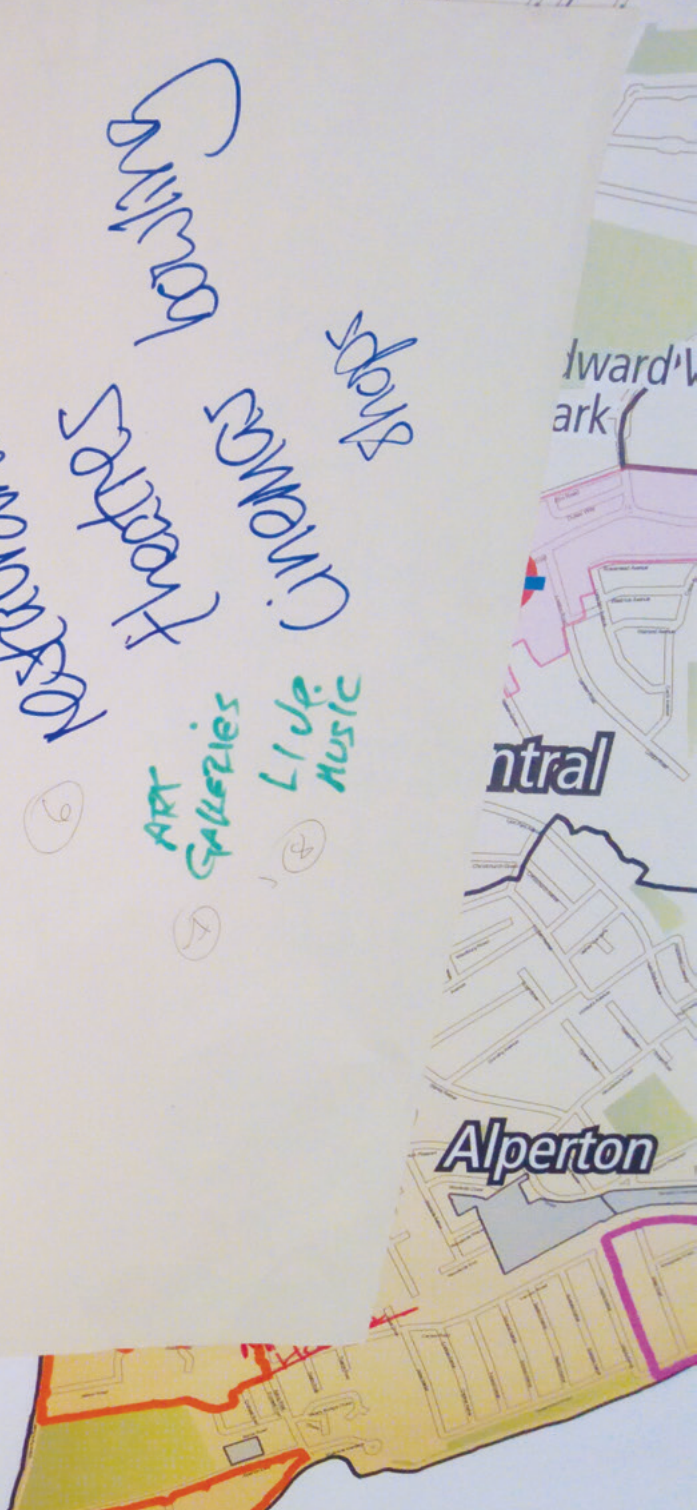
⑤ Athletic / leisure
facilities
(running track)

② Activities
& spaces
for teenagers
(London Rd)

① SEN facilities
Leisure.

Short Places

Wentworth
Harpers
Cinema's
shops
ART GALLERIES
LIVE MUSIC



Infrastructure and delivery:

1.22 What are the infrastructure priorities for achieving housing and investment?

- **Intensify/enhance existing infrastructure** - focus new development at transport hubs and improve pedestrian facilities
- **Development by development** – what is needed will depend on scale of specific development
- **Orbital links** - Brent is a well-connected area, but road traffic congestion an issue. Need to improve bus connections
- **Work cross-boundary** – for example to maximise opportunities from HS2
- **Transport** - more car clubs and electric vehicle charging points, encourage cycling
- **Utilities** - developers find it difficult to engage with utilities providers and NHS – Council should have a role in this
- **Community space** - even when a community / NHS space is provided within a development, sometimes find out that it is not the right spec and does not suit the occupier – need better steer from NHS etc.
- **Social infrastructure** – one developer commented that demand is such this is not always a fundamental concern for buyers
- **Schools** - Council needs to plan for school places
- **Energy** - is district / decentralised heating realistic?

1.23 Where should they be sited? Site specific infrastructure?

- Better pedestrian access to Stonebridge Park Station
- Better pedestrian and cycle access to St Raphael's Estate
- Cycle facilities in stations
- Dudding Hill Line/ West London Orbital a key opportunity
- North circular could benefit from smart management e.g. a no-car lane.



2. PLACE CHECK



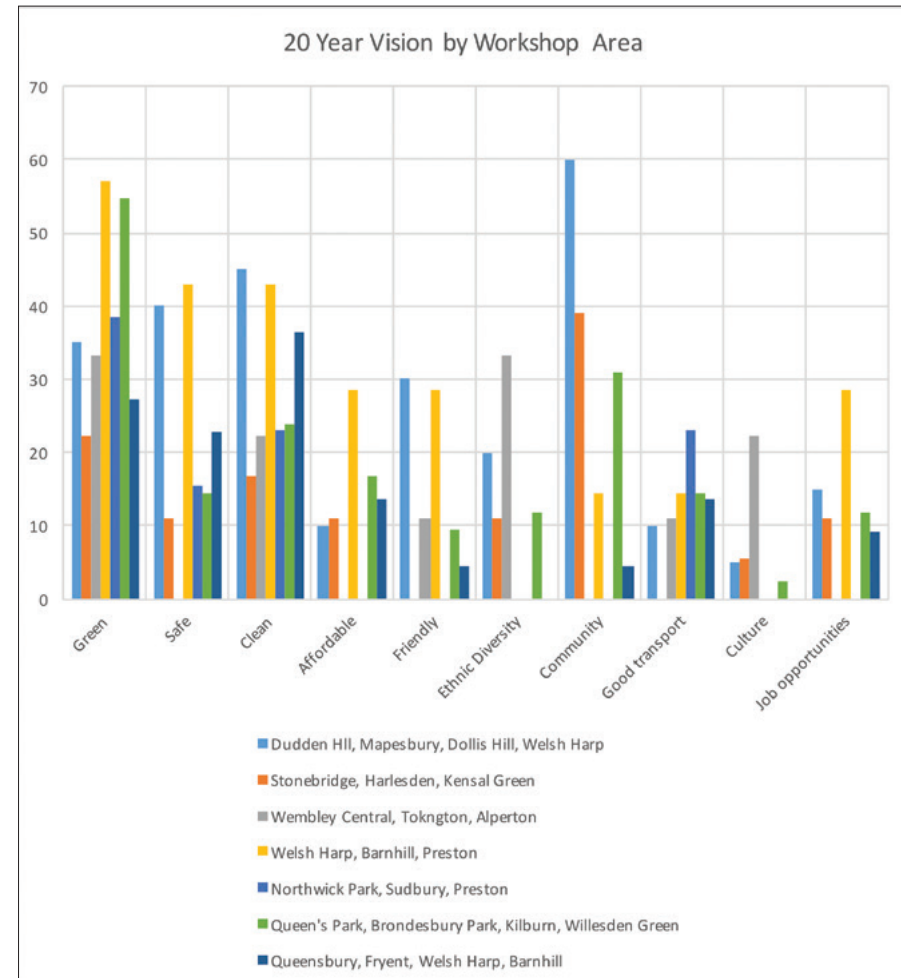
2.1 There was a strong sense that people saw Brent as a series of distinct places with different identities rather than one place. Attendees were asked to identify what is unique and special about each place and what gives it identity. There were different views on the boundaries of Brent's distinct places, but the broad themes below emerged.

Table 3. Place Check

Venue	What is the areas identity? What makes it special?	What gives the area character?
Barnhill Preston Kenton Northwick Park Sudbury Queensbury Fryent Welsh Harp	<p>A suburban family friendly area with green open spaces and good schools. Preston Road and Kingsbury Town Centres give the area a multi-cultural feel. Sudbury has an active community and village feel.</p>	<ul style="list-style-type: none"> • Vale Farm Sports Ground • Sailing and education centre at Welsh Harp • Ernest Trowbridge Houses • Kingsbury Sikh Temple • St Andrew's Church • Roe Green Village • East Lane Theatre • Old Dairy
Queen's Park Kensal Green Brondesbury Park Willesden Green	<p>An area with good quality Victorian and Edwardian housing, and great links to Central London. Queen's Park and Kensal Green are vibrant town centres with independent shops and cafes.</p>	<ul style="list-style-type: none"> • Lexi cinema • Queen's Park Farmers Market • Queen's Park Library • Queen's Park Police Station building • Willesden Green Libraryw • Willesden Green Station • Kensal Green Cemetery • Prince of Wales Pub
Mapesbury Dudden Hill Dollis Hill	<p>An area with history and an active community in Mapesbury. Cricklewood serves as a vibrant Town Centre with good restaurants.</p>	<ul style="list-style-type: none"> • Mapesbury Conservation Area • Mapesbury Dell • Cricklewood Library • Cabinet War Rooms • Dollis Hill House • Gladstone Park • Oxgate Farm

Venue	What is the areas identity? What makes it special?	What gives the area character?
Kilburn	A bustling town centre where you can have a great night out and eat from around the world for £10!	<ul style="list-style-type: none"> • Tricycle Theatre • Irish history • Kilburn Town Centre • Gaumont State Cinema • Kilburn Market • Kilburn Park Station building • Granville Centre • The Cock Tavern
Wembley Central Tokyngton Alperton	A diverse area. Home to the national stadium and Wembley Arena which attract visitors from around the world. Ealing Road as a destination for Indian vegetarian food.	<ul style="list-style-type: none"> • Grand Union Canal • Wednesday Food Market • London Designer Outlet • Wembley Stadium • Wembley Arena • Brent Civic Centre • Fountains Wembley • Ealing Road • Ealing Road Temple • Brent Town Hall
Stonebridge Harlesden	A bustling multi-cultural area, with community spirit. Harlesden is the home of reggae. The place to go for authentic food from around the world, particularly Portuguese and Brazilian.	<ul style="list-style-type: none"> • Roundwood Youth Centre • Jubilee Clock • Harlesden Hub @ Harlesden Library • Architecture Harlesden High Street • Neasden Temple • Sufra food bank and kitchen

2.2 At each workshop and drop in session people were asked to write their vision for how they would like their area to be in 20 years' time. Although people felt strongly that Brent comprised a series of distinct places, in terms of the future vision for each area they all had similar aspirations. The key themes emerging were green (encompassing open space, trees, planting, sustainable), clean, safe, a sense of community and multi-cultural. Attendees of the workshop in Alperton, Wembley Central, Tokyngton were most likely to identify cultural diversity as an aspiration for the future of Brent, whilst in the east of the borough green was most frequently given as an aspiration. The Brent Multi-Faith Forum also felt Brent should be religiously diverse and culturally vibrant.



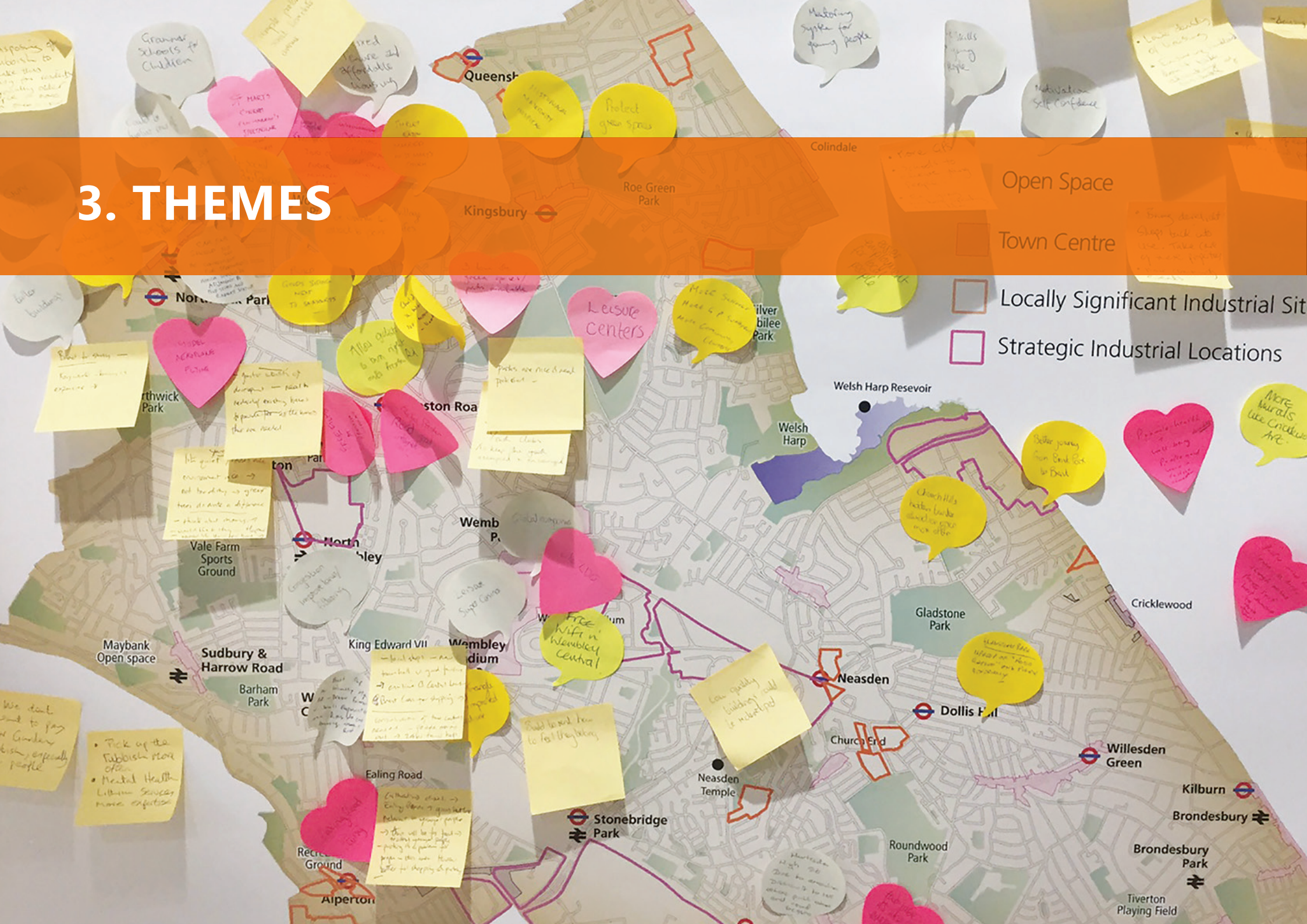
3. THEMES

Open Space

Town Centre

Locally Significant Industrial Site

Strategic Industrial Locations



Grammar Schools for Children

Fixed core of affordable housing

Protect green spaces

Making space for young people

Motivation self confidence

Lower density of housing

Wembley Leisure Centre

Leisure Centers

Welsh Harp Reservoir

Willesden Green

Vale Farm Sports Ground

Wembley Stadium

Neasden

Dollis Hill

Sudbury & Harrow Road

King Edward VII

Church End

Willesden Green

Alperton

Stonebridge Park

Roundwood Park

Willesden Green

Willesden Green

Willesden Green

We don't want to pay for Goulston business especially people

Pick up the rubbish store of the Mental Health Libham Services more expertise

Building class → bring them to groups before in groups people → this will be for food → making it a park → paper → this will be for paper → this will be for paper

Build local bus to get the jobs

Low quality building will be substituted

Willesden Green

Willesden Green

Willesden Green

Willesden Green

Willesden Green

More murals like Cricklewood Art

Willesden Green

Willesden Green

Willesden Green

Willesden Green

Willesden Green

Willesden Green

Willesden Green

Willesden Green

Willesden Green

Willesden Green

3.1 Additional feedback from the consultation can be broken down into the broad themes of housing, the built environment, employment, education and skills, open space, transport, town centres and infrastructure.

Housing

3.2 Housing was the key topic discussed at the consultation events. The London Plan, which was released for consultation in late 2017, proposes to almost double Brent's housing target from 1,525 to 2,915. The workshop explored preferred options for meeting Brent's housing need.

Table 4: Options for housing growth

Options	Comments
Transport Hubs	This option generally received the highest levels of support on the grounds that locating development in accessible locations reduces the need for private vehicles and additional pressure on the road network.
Town Centres	This option was broadly supported and it was commented that introducing housing could help revitalise some of Brent's town centres. It was noted on the edge of some town centres there are vacant retail units and these could be redeveloped for housing. However, it was also felt that some parts of town centres may not be suitable for housing. For example in areas with bars and restaurants which can generate noise in an evening. Under this option there is a particular need to carefully balance the mix of uses and consider impacts on amenity and existing town centre uses.
Employment Areas	There was broad support for housing development in underutilised employment areas. It was felt a number of the borough's employment areas have high vacancies, accommodate few businesses and could be better used. However, attendees also emphasised businesses need to be retained in the borough, therefore employment areas which are performing well should be protected.
New Growth Areas/Extending Existing	<p>There was general support for concentrating housing in new growth areas. An advantage being that this allows the creation of a new community, with supporting facilities such as schools. Potential options for new growth areas included Staples Corner.</p> <p>Attendees from existing growth areas of Alperton and Wembley commented that they felt these areas were accommodating a lot of housing which was placing pressure on the transport network and other facilities. They felt growth should be distributed across other areas. They were less likely to support the extension of existing growth areas.</p>
Suburbs/Gardens	<p>This was the most contentious option. Concerns raised included loss of character of the suburbs, loss of gardens and impacts on biodiversity. However, a number of attendees also commented that people should be allowed to extend and adapt their properties to meet changing family needs. There is a balance to be struck between protecting the character of the suburbs and allowing people to adapt their properties.</p> <p>Young people were more likely to support this option. The Youth Parliament debated if focussing development in the suburbs could help improve these areas and make them more vibrant.</p>

3.3 In addition to the options above the following were identified as potential development sites:

- Land either side of the North Circular
- Retail Parks such as Matalan
- The old garage on Willesden High Road
- Neasden
- Burnt Oak
- St Raphael's
- Church End
- Add floors to existing buildings
- Rebuild day care centres and put higher density above
- Enable dwellings to be extended to help meet family needs
- New mixed-use development within incorporates community and employment space at Staples Corner
- Development on all Council Car Park sites.

3.4 At all workshops and drop in sessions a key priority was providing **genuinely affordable housing**. Young people identified this as an issue which contributes to those who have grown up in Brent having to move out of the area. There was a sense of frustration at the multiple definitions of affordable housing. For most attendees social housing was what they considered genuinely affordable. However, particularly in the north of the borough there was also an onus on affordable housing for middle income households, including products such as shared ownership.

3.5 A key focus for DRAP Brent was **accessible housing**, including features that could be provided to make housing more accessible such as wider door ramps, more hand rails and accessible showers and bathrooms.

3.6 Other key comments on housing included:

- **Housing development should be located in areas where it can bring benefits to the community, for example St Raph's Estate**
- **Land should be identified in Brent to be developed by Community Land Trusts**, a form of community- led housing developed and managed by ordinary people to provide genuinely affordable housing
- **All new housing should be supported by appropriate new infrastructure**, such as schools, healthcare facilities and green space
- **Perception new properties are being bought to let rather than as homes for the buyers.** What can the council do to prevent this?
- **Older people should be helped to downsize.** This would help to free up larger family homes for the next generation and allow Brent residents to live in housing most appropriate to their needs. High quality purpose-built accommodation for retired people should be built to free up housing stock
- **There has been a significant increase in the number of HMOs in the borough.** This further reduces the number of family sized (3+ bedrooms) houses available. Neasden in particular was highlighted as an area where HMOs are a concern
- **Many of the new housing developments offer 1 and 2 bed flats for young professionals.** It was felt there is a need for larger family housing rather than smaller flats for single occupants or couples
- **Several respondents commented in favour of shared living accommodation for both young professionals and older people (65+),** as it was felt shared housing with mixed ages could lead to greater community cohesion.

The Built Environment

3.7 The role tall buildings have in meeting housing need was a point of debate. The pros and cons given are summarised below.

Table 5: Comments on Density

Options	Tall buildings	Lower buildings
Pros	<ul style="list-style-type: none"> • Focusing development in tall buildings means that fewer sites will be needed • Appropriate in large growth areas where a new character can be created • Young people were more likely to like the appearance of tall buildings and see them as aspirational 	<ul style="list-style-type: none"> • All felt these were better at creating opportunities for social interaction and a sense of community • You can achieve high densities without building tall • Less of an impact on character of area
Cons	<ul style="list-style-type: none"> • Perceived as expensive and out of reach for most young people • Concerns around safety, with a number of people mentioning Grenfell Tower • Some young people associated high rise social housing blocks with anti-social behaviour • Concern they don't create a sense of community • Disability groups had concerns over accessibility issues, for example the use of lifts in emergencies 	<ul style="list-style-type: none"> • Not best use of land, means we need to find more sites

- 3.8 The general message was tall buildings should be the exception rather than the rule. There was a wish for the character of Brent's suburbs to be protected. Tall buildings were seen as being more suited to growth areas where a new character can be established. Where tall buildings are acceptable there is a need to consider safety and how a sense of community can be created.
- 3.9 A key theme was also the need to protect and celebrate Brent's heritage by:
- Additional/Extended Conservation Area Designations
 - Updating the local list
 - Enhancing and promoting buildings of historical significance, e.g. Churchill's Bunker and Grange Museum
 - Restoration works to a number of historic buildings, e.g. Willesden Green Station
 - Improving shop frontages, particularly within Willesden High Road and Harlesden
 - Integrating development successfully with existing buildings, which means that consideration should be given to the height and design of nearby properties.

Employment, Skills and Education

- 3.10 Local employment opportunities were identified as a key priority, particularly for young people and DRAP Brent. The Youth Parliament were concerned about future employment opportunities in the borough. They gave lack of opportunities as a reason they may need to leave the borough. DRAP Brent identified that there are some job and voluntary opportunities within the borough, such as volunteering at charity shops, crèches and at elderly persons homes. Finding paid employment however was challenging. In particular they would like to see an increase in the amount of jobs available for people with learning disabilities.
- What are the opportunities to improve employment and skills in the borough?
 - **Protect successful existing industrial areas and where possible encourage their intensification and/or improved utilisation** to help create and maintain industrial jobs within the area. Industrial areas identified for intensification at the workshop include Park Royal and North Wembley Industrial Estate



- **Greater job opportunities** need to be provided for the younger population of Brent. Future growth sectors suggested included high tech, green technology and, linked to the ageing population, the health sector, urban farming and the circular economy to help increase recycling. The Youth Parliament highlighted a need to provide employment opportunities for young people who live within the area, such as part time retail work
- **Encourage home working to support start ups.** However, home working can contribute to social isolation so **need to create employment hubs.**
- **Increase the provision of employment space within the borough particularly in town centres.** Provide more office space, and clusters of affordable workspace and space for creative industries
- **Increase employment opportunities in parts of borough with higher levels of unemployment.** Attendees of workshops identified Harlesden and Willesden as areas where more jobs are needed. One suggestion was to regenerate Kilburn Square to aid in the creation of job opportunities

- **Improvements to infrastructure**, particularly 4G internet connection, to encourage blue chip companies into the area
- **Promote the creation of mixed-use spaces** which incorporate housing and employment space. The Youth Parliament supported this principle, agreeing that it is good to mix residential and employment uses to reduce travel to work distances
- **Encourage and support the diverse range of businesses within the borough.** Due to the amount of 'micro' businesses within the borough there is also a need to provide better support for smaller businesses.

3.11 What are the opportunities to improve education in the borough?

- **Encourage upskilling of the population through education points/skills and training centres**, including training opportunities for adults. Chalkhill identified as a priority location
- **Increased opportunities for apprenticeships within the borough.** It was suggested that a S106 employment and skills apprenticeship levy was implemented to help achieve this
- **Improve the infrastructure at the borough's schools.** It was highlighted that there is poor environment near some schools. Transport to schools was also identified as an opportunity for improvement
- **Increased educational opportunities within the borough.** Link employers with educational providers. Create an education and employment campus linked to College of North West London. In regards to the college programme, there was a suggestion that there should be a greater focus on green technologies.

Open Spaces and Biodiversity

3.12 Green spaces and sports facilities were identified as being important to the character of the borough. Residents also felt they benefitted from the opportunities to exercise and have access to nature. Positive feedback was given on the outdoor gyms which have been installed in a numbers of the borough's parks.

3.13 What are the opportunities for the borough's open spaces and sports facilities?

3.14 During the consultation events, a number of opportunities for the borough's open spaces and sports facilities were identified which would aid in "*creating green lungs from green deserts*". These can be summarised as:

- **More needs to be made of Brent's Blue Ribbon network**, which can include promoting the sailing club at Welsh Harp as a tourist destination and improving the water quality. There was also a suggestion to naturalise the River Brent
- **There needs to be improved utilisation of the borough's open spaces as currently there are a number of spaces within the borough that are poorly used.** Improving the utilisation of spaces can occur through the better promotion of parks, intensifying uses, improving the signage and accessibility. Another option is to promote the use of parks for events and complementary commercial uses such as cafes
- **The borough's current Green Space network should be protected and expanded.** Expansion of the borough's green space network could also include installing green roofs, wall gardening, planting more trees, allotments and food growing in new developments
- **More tree planting within the borough.** There was general consensus for more tree planting within the borough, with areas around Wembley Stadium, Willesden Lane and Kilburn High Road. It was suggested that fruit trees be planted
- **The biodiversity at the borough's open spaces should be enhanced**, which could be achieved through naturalising areas around playing fields. All parks within the borough should also include information on biodiversity that can be found there and how to take care of nature
- **Prevent concreting on front gardens and keep some green space**
- **The borough's green spaces should be more child friendly**, with more play equipment in parks. Play equipment for Special Educational Needs children should also be provided
- **The safety at the borough's parks should be improved**, particularly at night
- **Better, and more affordable sport facilities, should be provided within the borough.** The borough's parks should include facilities which enables them to be used by sports groups
- **Section 106 money should be used to secure maintenance of planting in perpetuity.**

3.15 Comments specific to Brent's open spaces are summarised below:

Table 6: Comments on improvements to green space

Park	Comment
Fryent Country Park:	Access to the walking route around the reservoir should be improved, more amenities needed to increase use. An outdoor gym.
Chalkhill Open Space	Great play area and outdoor gym. Could be improved with interpretation on wildlife and more wild meadows. Could be linked with nearby school. Open space to east of Willow Children's Centre feels isolated and unsafe. It isn't overlooked and is underused.
Barnhill Park	Create a focal point such as a café or community garden to make it more inviting.
Brent River Park	Could be better utilised with improved lighting. The café is not well used. The open space is aimed at the Caribbean community only and is fenced off – it could be promoted more widely. Naturalise River Brent.
King Edwards Playing Fields	Naturalise around playing fields – copses, long grass, wild flowers.
Welsh Harp Reservoir and Welsh Harp Open Space	Better signposting, installation of outdoor gym, promotion of sailing club.
Gladstone Park	Improve accessibility for the elderly, install another outdoor gym, and reinstate the lido/swimming pool/ creation of a water park. Café could be allowed to open later and for longer.
Roundwood Park	Improve the flower display. Create an aviary at Roundwood Park. Improve signage.
Tiverton Green	Improve existing facilities. New trees.
Vale Farm	Improve sports facilities.
Otter House Open Space	Suggestion to create a farm.

Transport

- 3.16 Overall feedback on public transport was positive, with many people identifying good tube links to Central London as a key advantage to living in Brent. Members of DRAP Brent were particularly positive about public transport. Many travelled to volunteering opportunities, activities and healthcare, meaning good public transport was crucial to their independence. People living in the north of the borough, in areas with lower public transport accessibility levels, were less likely to identify this as a positive.
- 3.17 Traffic congestion and impacts such as poor air quality and noise were of concern throughout the borough. Congestion hot spots included Brent's larger town centres and areas around schools at pick up and drop off time. Support to reduce car use was generally stronger in the south of the borough than the north.

3.18 What are the opportunities for the borough's transport network?

3.19 These can be summarised as:

- **Restrict polluting vehicles and promote green technology.** For example by supporting electric cars, lorries, buses and bikes by providing electric vehicle charging points across the borough and offering priority car parking for electric vehicles
- **Promote a Brent Car Share scheme** or car pools on individual developments
- **Replace driving to school with walking and cycling**
- **There was support for reducing car parking from those living in the south of the borough,** and redeveloping car parks for other uses
- **Calm traffic with 20mph zones and one way traffic.** In contrast a number of people wanted to see speed bumps removed in particular locations
- **Improve reliability of bus services through dedicated bus lanes and more frequent services.** Whilst some people felt there should be more bus stops in closer proximity to each other, others felt in some areas such as Wembley High road too many stops obstructed pavements and caused congestion

- **Improve east to west transport links.** The Dudding Hill Line, an old freight line which runs from Harlesden and Cricklewood, could be adapted for passenger use to provide more reliable orbital travel
- **Improve cycle links between the north and south of the borough**
- **Ensure transport is accessible for all,** with step free stations, Dial A Ride and sufficient space for wheelchair users on buses
- **Address conflict between use of routes for pedestrians and cyclists with dedicated cycling routes,** which will allow increased cycling speeds. Increase cycle storage at train stations
- **Improve pedestrian routes and ensure they are age and dementia friendly.**

3.20 As some of the workshops focused on particular wards a number of suggestions were made in relation to a particular area. These are summarised in the table below.



Table 7: Comments on transport improvements

Location	Comments
Northwick Park & South Kenton Stations	Improve pedestrian access.
Chalkhill Estate	Improve public transport access.
Wembley High Road	Bus stop on Wembley High Road create congestion on pavements.
Wembley Industrial Estate	Make walkable.
Harlesden	Improve links from Harlesden to Old Oak via Willesden Junction. Divert traffic from Harlesden Town Centre.
Orbital Links	Open Dudding Hill freight line to passengers, improving links from Harlesden to Cricklewood.
Willesden Green	Step free access to station and improved pedestrian crossings on high road, limit on street parking.
Cricklewood Broadway	Improve traffic flow, reduce on street parking.
Gladstone Park	Improved connections across railway line from Gladstone Park to Lancaster Road.
Neasden Underpass	Changes needed to Neasden underpass to reduce severance of town centre.

Social Infrastructure

3.21 There was a general consensus among respondents that more social infrastructure was needed with regard to community and cultural facilities, and that healthcare and school places were oversubscribed. Attendees of the consultations were very positive about the cultural offer in Brent, specifically naming the Hindu temples, the Lexi Cinema and the Tricycle Theatre as cultural facilities that were liked by residents. The Brent Multi Faith Forum highlighted the challenge of identifying future demand for religious facilities. The Forum was consulted to get the views of Brent's religious communities with regard to community and cultural facilities, which are often co-located in places of worship.

3.22 Key themes are summarised below:

- **Opportunities for social interaction needed** – the importance of community facilities to promote community cohesion and reduce social isolation was emphasised by many. In particular, given Brent's diversity it was felt more facilities are needed to encourage mixing of different generations and social groups. Changing employment patterns are likely to result in more working from homes or hubs. The need for social and leisure space will become increasingly important
- **Co-location of facilities** – support for co-locating and encouraging shared use of community facilities. Kingsbury Temple was given as an example of a faith facility that seeks to serve the wider community, and one which could be repeated elsewhere in the borough
- **There is a need for more music venues in Brent.** Several residents felt that there was a general sense that community assets such as pubs, libraries and music venues were disappearing in Brent
- **More youth clubs/ youth oriented facilities are needed**, especially those which teach skills or develop talent such as music studios. Residents frequently noted the need for youth clubs or spaces for young people to meet and spend time together. Members of the Youth Parliament felt that young people were often unwelcome when in groups, especially within the London Designer Outlet
- **Children's Centres** – parents were positive about the Children's Centres and the services they provide. Popular session in the Children's Centres were often oversubscribed
- **Health** – there was a sense that health facilities, in particular GPs, were under pressure. It was also commented that additional mental health support services are needed in the borough. It was felt the **ageing population** could place further pressure on health services. Buildings and spaces needed to encourage independent living, access to health advice online. The need to create dementia friendly neighbourhoods was also emphasised
- **Libraries** – several of those which were recently closed have reopened as community-run libraries demonstrating a demand for the service
- **Cultural facilities which include evening economy uses should be encouraged.** This is especially important around the Wembley Park development to create a sense of community. It was commented an additional cultural facility is needed in Wembley e.g. theatre, art gallery, museum etc.
- **A Brent multi-faith community and religious hub to foster community cohesion.** While this idea was mentioned by Brent Multi Faith Forum, it was also noted that distinct religious buildings are important for personal and cultural identity. The multi-faith forum also highlighted the challenge in predicting future need for faith facilities, as populations change. They felt the best approach would be for the Local Plan to be supportive of new faith facilities, but would be challenging to identify specific sites
- **DRAP Brent highlighted need for community facilities/ groups aimed at disabled people.** For a number DRAP Brent was the only group they regularly attended. However, some attendees were active in their local church and participated in college courses.

3.23 At each consultation session, attendees were asked to choose the infrastructure they felt was most important to provide in order to support new development. Community and cultural facilities were most commonly selected as one of the most important categories of infrastructure, with almost 60% of residents including it as essential to support development. Roughly 30% of those consulted selected public transport improvements, while around 25% chose healthcare and education facilities as important services that must be provided with new housing developments. Other categories that were frequently chosen by those consulted include sports facilities (18%), green space (11%), and cycling infrastructure (11%).

Town Centres

3.24 Towards the south of the borough comments were much more positive about the quality of the bars, restaurants and café culture in town centres. The night life on Kilburn High Road was also highlighted as a positive. Kensal Rise, Queen's Park Kilburn and the London Designer Outlet at Wembley were all highlighted for the higher quality of their retail offer. The diversity and multi-cultural offer of centres such as Ealing Road, Kingsbury, Preston Road and Harlesden were also highlighted as positives.

3.25 What are the opportunities/challenges for the borough's town centres?

- **Local independent businesses should be encouraged.** The range of shops and independent businesses throughout the borough, especially towards the south in Harlesden, Willesden Green, Queen's Park and Kensal Rise, was seen as a key positive. Open air markets could be set up to facilitate this, with support for the idea expressed by residents in Wembley Central and Tokyngton
- **The range and quality of shops in the London Designer Outlet was also noted as a benefit to Brent,** and was seen as one of the few retail areas drawing in customers from outside the borough. Whilst some members of the Youth Parliament liked the offer a number felt unwelcome there
- There is an opportunity to promote parts of **Kilburn High Road and Wembley for Night Time Economy activities.** This would allow residents to stay in the borough rather than travel to other areas for evening entertainment
- **High streets need aesthetic improvements to shop fronts and pavements.** This was frequently raised by consultees as an issue, especially the expansion of shops out onto the pavement in front. Ealing Road in particular was highlighted as an area where shopfronts are in need of improvements. The lower end of Willesden High Road was also raised as an area with run-down shops with too many estate agent signs and vacant premises
- **Non-retail uses including takeaways, betting shops, payday loan shops and pound shops should be limited.** The council introduced a Development Management Policy in 2016 to cap the number of takeaways, betting shops and pay day loan shops in Brent's town centres, but many attendees were not aware of this

- Several **high streets including Willesden High Road and Wembley High Road could be shortened.** This would allow the centres to focus on a strong retail core while unused or underused spaces on the periphery could be converted to housing
- **The accessibility of town centres was raised as an issue,** with Neasden in particular highlighted as difficult to get to and cut off by the North Circular.



3.26 Comments specific to town centres included:

Table 8: Comments on specific town centres

Town Centre	Negatives	Positives/Opportunities
Burnt Oak	<ul style="list-style-type: none"> • Run-down shops in Burnt Oak along the A5 	
Cricklewood	<ul style="list-style-type: none"> • Hassop Road is a neglected high street 	<ul style="list-style-type: none"> • Good restaurants
Ealing Road	<ul style="list-style-type: none"> • Ealing Road needs a facelift • Trading outside of shops blocks pavements, looks untidy 	<ul style="list-style-type: none"> • Good offer from shops of Indian Vegetarian food, jewellery, clothes which can't be found elsewhere
Harlesden	<ul style="list-style-type: none"> • Too many pound shops 	<ul style="list-style-type: none"> • Redevelop area between Park Parade and Crownhill Rd as town square – retail with housing above • Promote evening economy with restaurant and café offer • More community facilities • Promote pop up shops in vacant units • Portuguese cafes a positive • Create link between town centre and Old Oak
Kensal Rise		<ul style="list-style-type: none"> • High quality shops on high street – lots of independent retailers • Café culture
Kenton		<ul style="list-style-type: none"> • Sainsbury's site in Kenton could be better used
Kilburn	<ul style="list-style-type: none"> • Too many betting shops • Kilburn High Road has too many beauty shops/ takeaways 	<ul style="list-style-type: none"> • Night time activities. Could promote further with more music venues • Tricycle Theatre and Cinema provides a different kind of evening offer • Promote Kilburn Market • Create places to socialise • Protect independents • Wider pavements

Table 8: Comments on specific town centres

Town Centre	Negatives	Positives/Opportunities
Kingsbury	<ul style="list-style-type: none"> • Betting shop next to Aldi has problem with anti-social behaviour • Too many chicken shops and betting shops 	<ul style="list-style-type: none"> • Liked multi-cultural offer e.g. Iraqi restaurant • Good access to banks
Neasden	<ul style="list-style-type: none"> • Run down, not attractive to shop in • Neasden Parade needs a purpose • Rubbish left on high street from shops and restaurants • Cut off by North Circular • Too many betting shops 	<ul style="list-style-type: none"> • Need a reason to go there • More family friendly restaurants
Preston Road		<ul style="list-style-type: none"> • Like the multicultural feel of the high street
Queen's Park		<ul style="list-style-type: none"> • Good range of independent shops • High quality of shops on the high street • Café Culture • Weekend Farmer's Market a good attraction
Sudbury		<ul style="list-style-type: none"> • Shop front improvements and improvements to public space near station have benefitted the high street • Could improve Butler's Green. Use for events to complement high street and attract visitors

Table 8: Comments on specific town centres

Town Centre	Negatives	Positives/Opportunities
Wembley	<ul style="list-style-type: none"> • Wembley High Rd needs drastic improvement – better shops • Too many betting shops and takeaways • Location of bus stops make pavements cluttered 	<ul style="list-style-type: none"> • Multi-cultural, multi-faith, multi-ethnic high street provides good variety of shopping • Good discounts at London Designer Outlet. Whilst popular with some teenagers, others preferred to go to Central London to shop • Cinema good but needs another leisure attraction for young people, such as a bowling alley • Attract major chains to Wembley High Road • Ealing Road needs a facelift • Themed Market – farmers, night time • More independent shops • Promote food offer
Wembley Park		<ul style="list-style-type: none"> • Good restaurants, small local businesses and cafes on Empire Way
Willesden	<ul style="list-style-type: none"> • Need fewer gambling shops and unhealthy fast food outlets • Willesden High Road is a good retail centre but needs better shopfront maintenance • Improve variety 	<ul style="list-style-type: none"> • Promote night time economy • Shopfront improvement scheme • More independent shops • Has a bit of everything

