



Coordinator Report Brent Cycling Campaign

5 June 2019


Introduction

- ▶ Sylvia took over the role of Campaign Coordinator in May 2018.
- ▶ An introductory email was sent to all Brent councillors, setting out the strategy for the year ahead with particular focus on:
 - ▶ Active Travel
 - ▶ Safe Route to Schools
 - ▶ Inclusive Cycling
 - ▶ Better environment for all
- ▶ Ongoing and regular conversations to foster a healthy working relationship with key Council Officers.



Consultations

- ▶ We responded to around 25 consultations this year.
- ▶ Schemes varied from new speed limits to major schemes.
- ▶ We refined the Quick Wins list which now has 51 ideas.
- ▶ We were invited to two cycle audits.
 - ▶ Kensal Rise Corridor
 - ▶ Liveable Neighbourhood on Kilburn High Road



tions from Brent and Camden were invited to take part in a facilitated
identifying barriers to cycling and opportunities for improvement. The
to explore some of the street networks in the project area with a view
lton Vale. The ride was attended by Councillor Neil Nerva from Que
atives from Brent Cyclists and two representatives from Camden C

Community Outreach

- ▶ We started an outreach programme aimed at residents associations via social media and other personal contacts. This has been well received and we have been invited to four meetings so far, two attended, one upcoming. This is an ongoing exercise.
- ▶ We ran a survey open to everyone living or cycling in Brent. The duration of the survey ran over 3 months and 52 people replied. The results are detailed below.
- ▶ We met several times and are in ongoing discussions with Clean Air Brent and local RAs over the proposed Kensal Rise Corridor.
- ▶ Sylvia is a Trustee of the Friends of Gladstone Park ensuring people cycling needs are accurately represented.

Brent Cycling Campaign Survey

campaign for better cycling provision for all, in Brent. We've recently changed our name from Cyclists to Brent Cycling Campaign to better reflect our association with the London Cycling Campaign.

If you live, work or cycle in Brent, we are seeking your views as to what your expectations and requirements are for better cycling in the borough. This is anonymous and compliant with GDPR.

BRENT
CYCLING
CAMPAIGN



We believe everyone, regardless of their age or ability, deserves a safe and inviting space for cycling.



Councils control over 95% of London's roads. They have the power to create a safe environment that would benefit us all.

We exist to campaign for better cycling conditions in Brent, and to help more people to cycle in Brent.

How do we achieve that?



Join us!

Campaign for a safer, more pleasant and healthier environment, that enables cycling for all.

Communications

- ▶ We changed our name from Brent Cyclists to Brent Cycling Campaign, this was approved by an EGM in February.
- ▶ Our membership currently stands at 159 and 189 receive our newsletter.
- ▶ We maintained communication with our members via the monthly newsletters.
- ▶ We continued to post regularly on Facebook and Twitter which currently have 243 Friends with 271 Followers and 1,108 followers respectively.
- ▶ We've also started communicating via NextDoor. This garnered a high response rate with a tiny number of people objecting to cycling.
- ▶ We updated our paper leaflet and the design of our website. A new resources page has been added.
- ▶ We started collating our interactions with councillors to improve communication.

Protests & Rides

- ▶ We attended several protests including:
 - ▶ Stop Killing Cyclists
 - ▶ Climate Crisis Ride
 - ▶ Make the Lane
- ▶ We led on several rides including the popular FreeCycle. In September, we delivered Brent's first ever Kidical Mass on Carlton Vale.
- ▶ We cycled with London's Cycling & Walking Commissioner Will Norman in the Borough's most unhospitable roads. [Read](#) the account.
- ▶ We surveyed the QW3, a ride suggested and led by one of our member,
- ▶ We revisited Carlton Vale with its designer Brian Deegan and the Chair of Road Danger Reduction, Dr Robert Davis.





Events

- ▶ We attended a few events this year:
 - ▶ Queen's Park Day
 - ▶ QPCS Summer Festival
 - ▶ London Car Free Day
 - ▶ Residents Associations' AGMs

LCC & Other Local Groups

- ▶ We attended several training sessions organised by LCC HQ.
- ▶ We met with Camden Cycling Campaign and Westminster Cycling Campaign at the NW London Group Activists Meetings.
- ▶ We closely worked with Camden Cycling Campaign over the Kilburn High Road Liveable Neighbourhoods.
- ▶ We supported London-wide campaign such as the Stay Wider of the Rider.

The background of the slide features a close-up of a road surface. On the left, a dark asphalt road has yellow painted text that reads "STAY WIDER OF THE RIDER" in a bold, sans-serif font. Below the text are several yellow chevron markings pointing to the right. On the right side of the image, a white-painted curb or edge of the road is visible. The entire image is overlaid with a series of semi-transparent red geometric shapes, primarily triangles and polygons, creating a modern, abstract design. The red shapes vary in opacity and are layered over the road scene.

STAY
WIDER
OF THE
RIDER
>>>>>>



Working with the Council

- ▶ We have regular meetings and email conversations with council officers from the Highway and Infrastructure department.
 - ▶ Regular Quick Wins meetings
 - ▶ Ad-hoc meetings over specific schemes
 - ▶ Liveable Neighborhoods
 - ▶ Active Travel Forum
- ▶ We've contributed to the discussion over School Streets and this led to two trials. Hopefully this will lead to a borough-wide programme wherever suitable.
- ▶ We've made presentation at the Active Travel in support of:
 - ▶ Active Travel
 - ▶ Inclusive Cycling
- ▶ We supplied evidence, building the case for the end of free parking over Christmas in Brent.

Looking forward

- ▶ We'll continue the conversation and engagement with the Council and local community groups with a special emphasis on:
 - ▶ Cycling provision (route, storage, education)
 - ▶ Standard and quality of such provision
 - ▶ Air quality
 - ▶ Road danger reduction
 - ▶ Develop more effective relations with councillors
 - ▶ Build on existing working relationship with council officers
 - ▶ Continue to raise awareness of the needs and requirements of people cycling. In particular, the need to apply the social model of disability for all mobility issues. The environment is the barrier.
 - ▶ Joining the dots between transport health, and level of happiness.

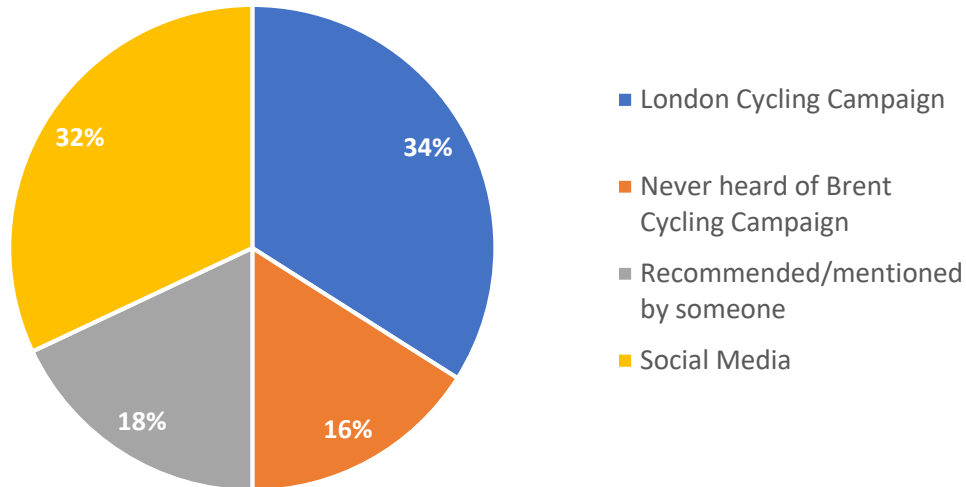
Thank you



Survey Results

Survey ran from February to April 2019

How Have you heard of Brent Cycling Campaign or Brent Cyclists?

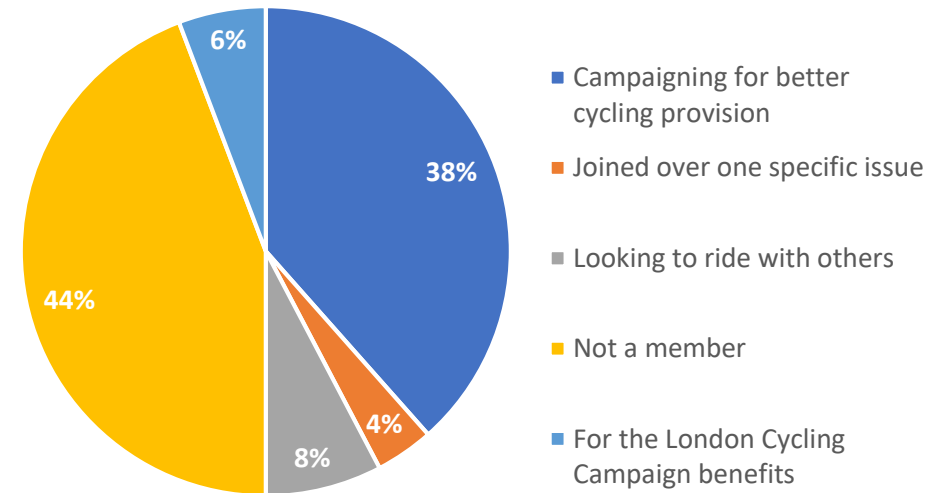


There was no strong desire to hold meetings on weekends. Of the 38% of those who responded to alternative days during the week, 80% suggested that Mondays would be preferred.

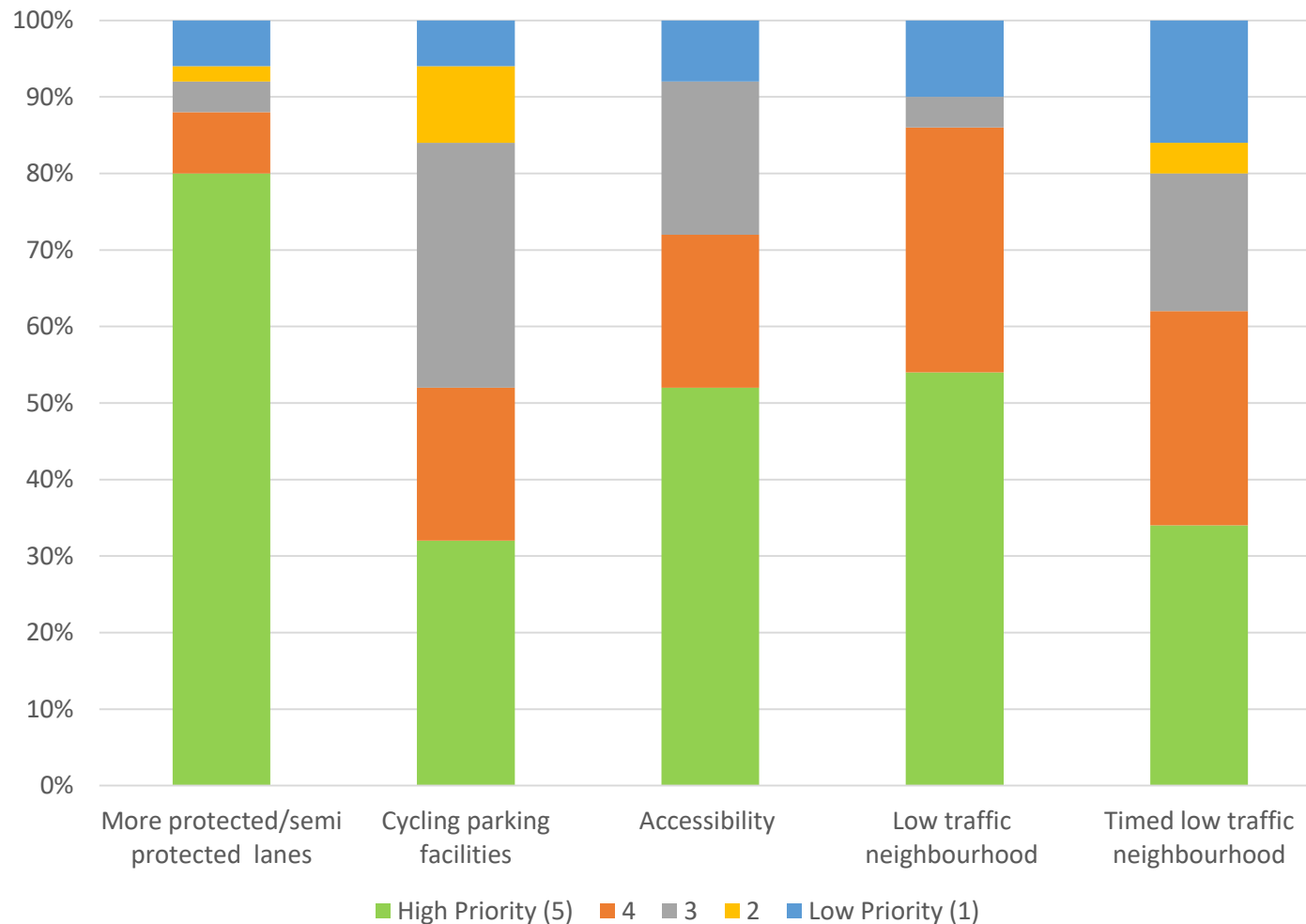
69% of members joined to campaign for better cycling provision

44% of respondents don't have a membership with LCC or Brent Cycling Campaign, however, 79% cycle in Brent.

What made you join?



Cycling Improvement by Priority



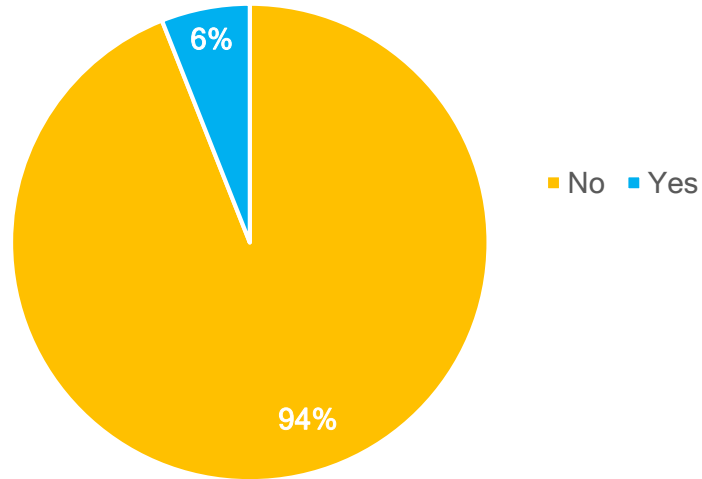
80% see more protected/semi protected cycle lanes as the highest priority.

Respondents want to see better facilities on main roads (Kilburn High Road, Harrow Road, Willesden High Road, Chamberlayne Road, Brondesbury Park, Kensal Rise, Wembley, Kingsbury, Northwick Park and Kenton Road). People would like to see better North/South connections within the borough as well connections with existing facilities in other boroughs.

Poor surface and lack of storage were other common concerns.

More effort needs to be put into reducing motor traffic dominance, through permanent and timed access restrictions.

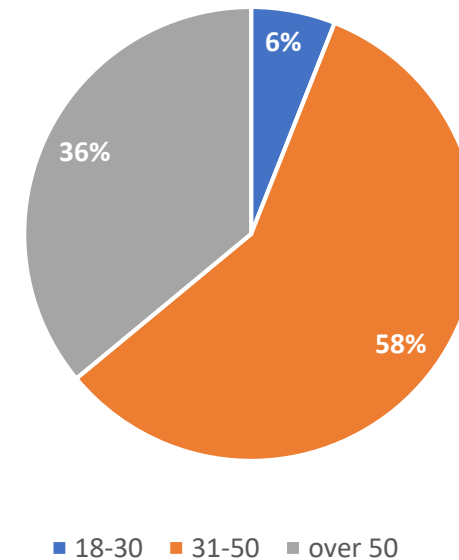
Do you consider yourself to be a Disabled person or live with a long term condition?



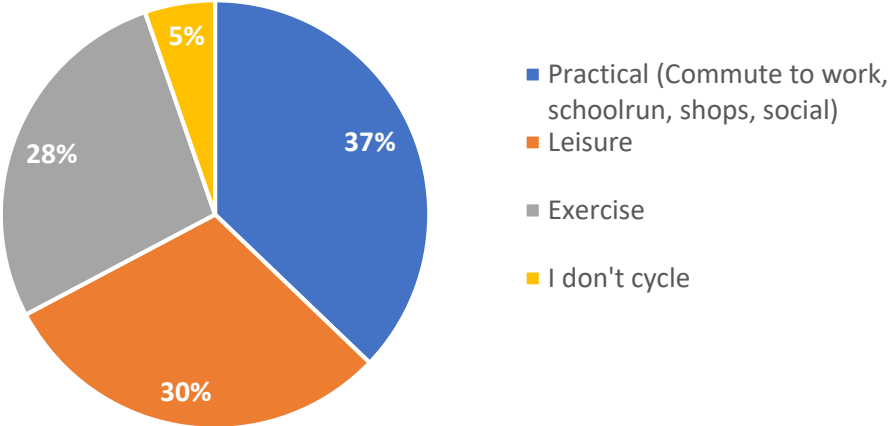
Respondents consisted of 52% women and 48% men. 74% use standard cycles. 5% have e-assist and 15%, non-standard cycles included adapted cycles. 6% of respondents use sharing cycle schemes.

Only 6% of respondents considered themselves as a Disabled person however, 35% said cycling helped them with mobility needs.

Age group



Why do you cycle?

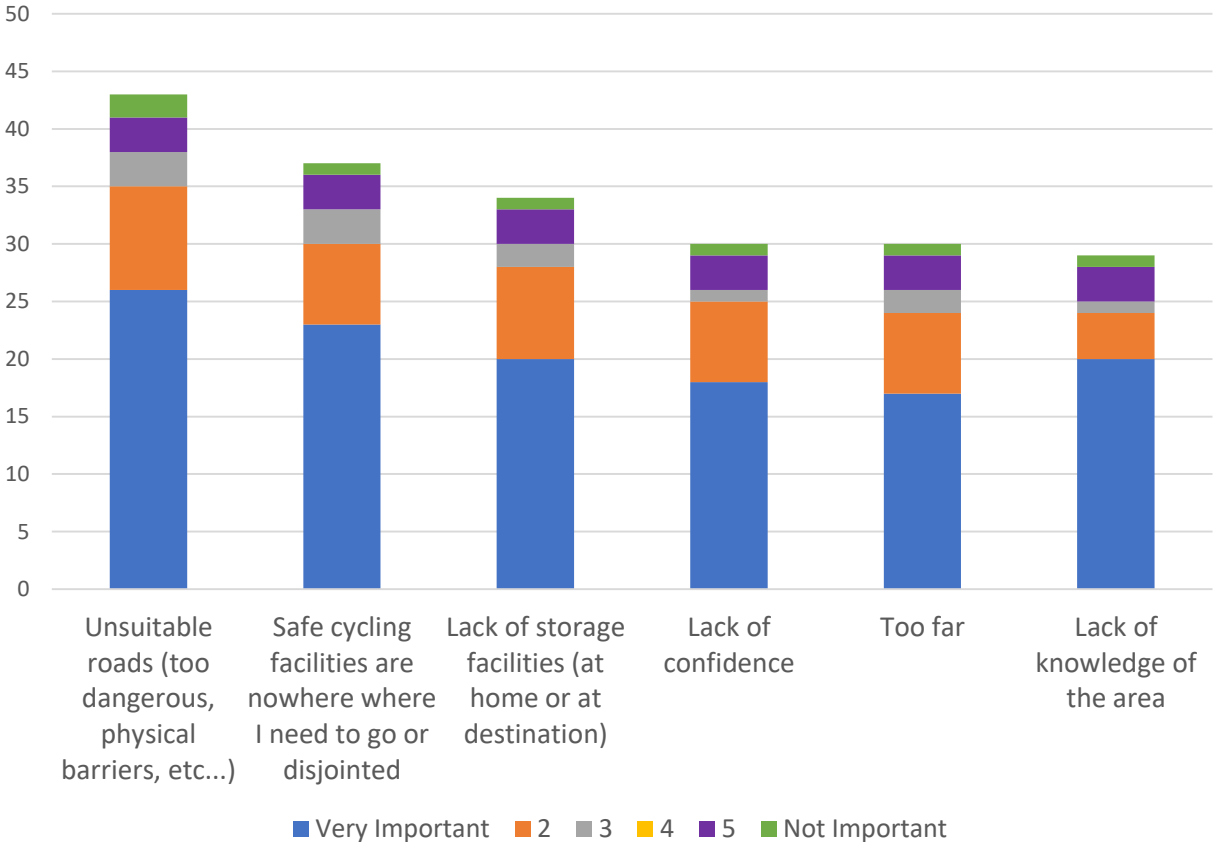


Going to work, to school or social occasions were the main reasons cited for cycling, with 37% of respondents, followed by Leisure.

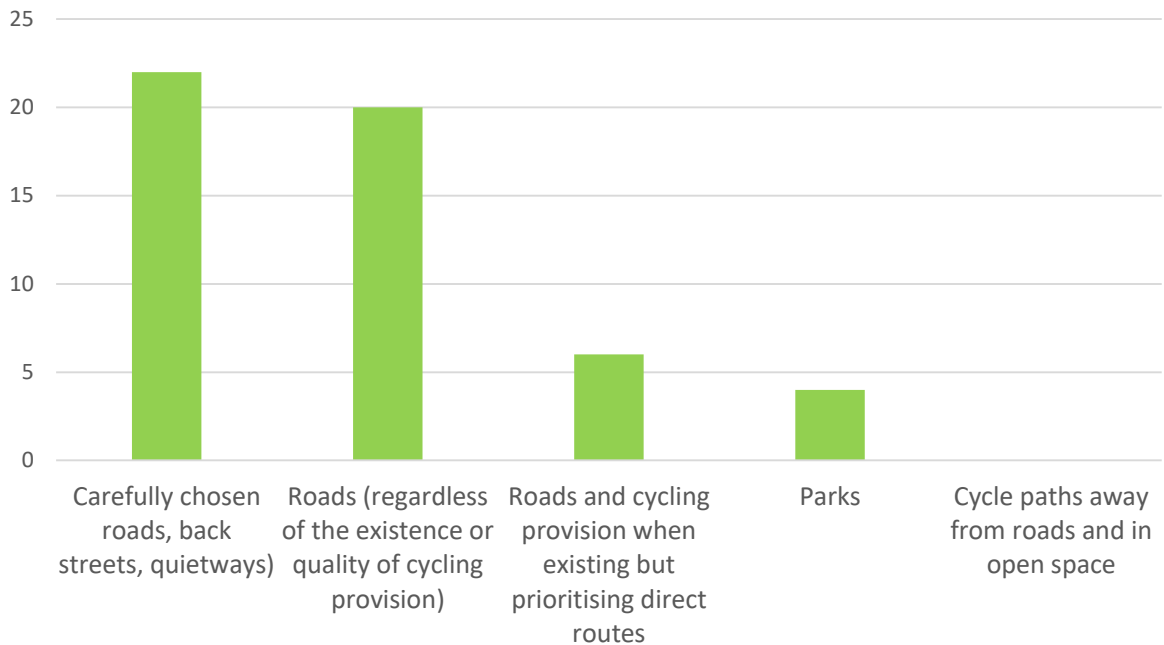
Other reasons given preventing more cycling included: level of traffic, aggressive drivers behaviour, lack of fitness, lack of affordable short term rentals, lack of organised rides and bad weather.

The most important reason preventing people from cycling more is the unsuitability of the roads, either too dangerous or having physical barriers. Followed by a lack of a continuous and safe cycling network.

What prevents you from cycling or cycling more?



Where do you primarily cycle?

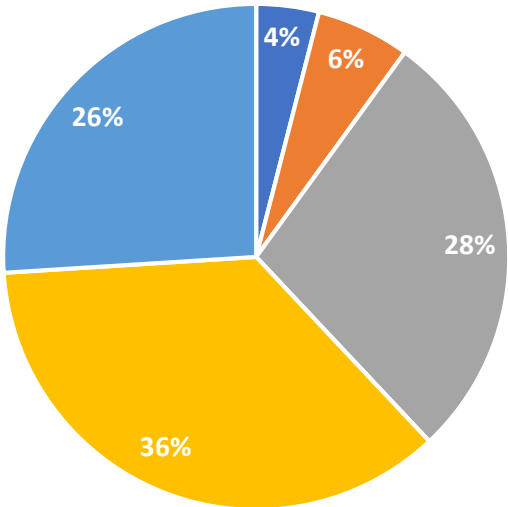


Respondents mostly start their journey from Brent (80%) and end it in Brent (37.3%). Westminster was the third largest destination with 20% of respondents after 'Other'.

83.6% cycle all the way.

2-5 miles was the most common distance cycled by respondents and 42.3% carefully choose roads.

How far do you regularly cycle?



■ Over 15 miles ■ 10-15 miles ■ 5-10 miles ■ 2-5 miles ■ Under 2 miles