

Brent Borough Plan 2023-27

Engagement Findings

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Executive Summary

From 31 October to 10 January 2022, Brent Council carried out a comprehensive engagement exercise to understand the views and opinions of residents and partners for the Brent Borough Plan 2023-2027. We engaged with people through a survey, focus groups, workshops and drop-in sessions and captured the voice of at least 900 people who live and work in Brent. This included engagement and responses from a range of different communities within the borough.

To understand people's perspectives, we asked them to feedback on our five draft priorities. However, our engagement wasn't solely about obtaining feedback, we also sought to understand their own priorities for the borough, the concerns and challenges they face and the opportunities for Brent by 2027. This is also within a context where Brent, just like other areas across the country, finds itself in a challenging financial environment where the council and partners must do things differently to continue supporting our communities.

Broadly, people found that the key issues for the borough were reflected within the draft priorities. However, local people identified some themes that we need to amplify and extend in order to be more transparent and aspirational.

The environment was a key priority as people wanted to see cleaner streets and a greener borough, characterised by better air quality, less traffic, more green spaces and more accessible route for active travel (e.g. cycling).

Safety, particularly feeling safe, was really important to people. People often spoke about creating safer environments for young people and women, both in general but also in relation to public environments and transport. To help people feel safe we also need to address crime and prevent criminally, as many referenced concerns about anti-social behaviour and drug and alcohol abuse.

People value our younger generations and recognise we need to do more to support them and harness their talent. Residents mainly spoke about the need to better develop young people's skills to help them access more opportunities and get them into full-time work.

For Brent, our diversity is vital – it is what makes the borough unique, vibrant and thriving. Residents and partners want us to be more proactive in harnessing our diversity and supporting cohesion across the borough. Linked with this is the value people placed on community empowerment, specifically being able to influence the issues and decisions that matter to them and supporting our voluntary, community and faith sector organisations.

Housing was a key issue that was raised in the context of the cost of living crisis. People wanted better quality and more affordable housing, including support to tackle rogue landlords. Additionally, there were concerns about rough sleeping and the need to help into temporary accommodation.

As everyone experiences the impact of the cost of living crisis some people spoke about the need for more and better paid jobs. This also means supporting local people to develop new and existing skills to help them access better opportunities.

People are concerned about being access to health care, particularly in relation to being able to see professionals without need a long wait. They also acknowledge the importance of improving access to, and awareness of mental health support. For many people, being healthy is essential to also being happy.

The themes raised from the engagement are nuanced but essential to help shape our ambitions for the next four years. It is encouraging that the issues and areas that matter to residents and partners align with the councils, however we need to match their levels of prioritisation and ambition. Once we finalise and begin delivering the Borough Plan we must also commit to the final emerging theme – partnership working. Organisations across the borough are experiencing similar challenges due to the cost of living crisis, therefore it is more important than ever to establish our collective ambitions for Brent and work together to achieve them.

Introduction

This report shares the key findings from the consultation and engagement exercise undertaken by the Council to help shape the Brent Borough Plan 2023-27. The draft Brent Borough Plan 2023-27 captures the Council's achievements over the last four years and provides the context, narrative and strategic priorities for our new ambitions. Essentially, the Borough Plan states our provisional commitments and desired outcomes for the next four years and outlines how we will work with others to achieve them.

The new Borough Plan has been drafted in the context of the post-pandemic period and the ongoing Cost of Living Crisis which has adversely impacted residents, communities, businesses and the Council. Understanding and reflecting this context is vital, as it is more important than ever to incorporate the views of everyone who lives and works in Brent as we overcome existing challenges but also identify and utilise new opportunities for the borough.

We delivered a communications and engagement plan, which from 31 October 2022 – 10 January 2023, that was centred around capturing voice, started to socialising the challenges and opportunities for the Council and initiated conversations with partners and stakeholders about the importance of working closer together. Specifically, the purpose of communications and engagement was to:

- Share and amplify the new, proposed strategic ambitions
- Provide information on the Council's budget situation and current pressures
- Receive feedback on our ambitions and the Council's budget pressures
- Understand and align our ambitions with stakeholder, partner and resident priorities

Throughout this process we engaged with a range of groups and estimated to have received around 900 responses. A breakdown of outreach and responses is available in Annex A. This broad spectrum of respondents ensured that as many voices as possible were captured, including from marginalised and minority groups, and this was achieved through a range of different methods and platforms. The responses have been used to identify the needs, concerns and ambitions of residents, and will be used to inform the Borough Plan and future Council activity and service delivery.

The key findings and feedback of residents and partners are captured through this document and will be used to change and update the draft Borough Plan. Where possible, a demographic breakdown for survey responses is provided, however it has been difficult to establish a comprehensive breakdown due to the small number of people that completed the equalities monitoring questions (e.g. around age, ethnicity, gender, postcode etc.). The report is categorised by the following sections:

1. **Feeling and responses to the draft priorities.** This section will outline the feedback to the survey questions, which aimed to understand respondents feeling and reaction to the draft strategic priorities and core elements within them.
2. **What did people have to say about Brent?** The section describes the responses received to this question, both to the survey and during qualitative engagement - such as workshops, focus groups, meetings and drop-in sessions.
3. **What should Brent look like in 2027?** The section will focus on outlining the responses received to this question within the survey but will also be supplemented by people's future focused views and reactions during the qualitative engagement.

Feeling and responses to the draft priorities

New Strategic Priorities (Draft)

Priority 1: Prosperity, Pride and Belonging in Brent

- Easing the Cost of Living Crisis
- Brent for Business

Priority 2: A Cleaner, Greener Future

- A Cleaner and Safe Borough
- Empowering our communities

Priority 3: Respect and Renewal in Brent

- Safe, Secure and Decent Housing
- A Sustainable Borough with Greener Economy
- Keeping Brent on the Move
- A Representative Workforce

Priority 4: The Best Start in Life

- Raised Aspirations, Achievement and Attainment
- Young People are Seen and Heard

Strategic Priority 5: A Healthier Brent

- Tackling Health Inequalities
- Localised Services for Local Needs

We asked residents to rank their preference for the five strategic priorities and the desired outcomes within each specific priority. Most of these questions also provided an open text box for additional thoughts and reflections.

Overall, from the surveys, it was clear that Priority 2 (A Cleaner, Greener Future) resonated most with residents. Priority 1 (Prosperity, Pride and Belonging in Brent) and Priority 3 (Respect and Renewal in Brent) were less popular with residents. This was a similar theme to drop-in sessions and focus groups (see sections below), where participants said that they felt the wording around these priorities was too vague and did not accurately capture the content or desired outcomes within them.

Analysing the survey

Residents were asked to rank priorities from 1 to 5, with 1 being the one they were most strongly in support of and 5 being the one they were least supportive of. The graph illustrates how many residents ranked “1” each priority. The data used to create the graph can be found in the CSV file.

Strategic Priority 1 - Prosperity, Pride and Belonging in Brent

Responses for **Priority 1**, Prosperity, Pride and Belonging in Brent, were varied. For desired outcome 1 (Easing the Cost of Living Crisis), there was a positive reaction to the promotion and availability of vocational training and developing skills for higher paid employment. Numerous respondents suggested that there should be more access to training to ensure residents have the opportunity and confidence to apply for jobs they would not normally be able to go for. Even though the cost of living crisis ranked quite high during the development of the plan, respondents did not offer much insight or feedback on what was included in the Borough Plan to combat this.

For desired outcome 2 (Brent for Business), there were several comments made regarding the lack consultation that takes place with local business when it comes to high street development, traffic calming measures and parking in shopping areas. There was a general feeling that engagement with local and high street businesses should be at the forefront of any changes impacting the retail sector in these areas.

The data from the graph showing how residents responded to the themes under Strategic Priority 1 can be found in the CSV file.

Strategic Priority 2 – A Cleaner, Greener Future

Priority 2, A Cleaner, Greener Future, was seen as the most important Strategic Priority by survey respondents. This priority covered issues including recycling and household waste, as well as residents attributing importance to initiatives to deal with crime and anti-social behaviour. However, in drop-in

sessions and focus groups many residents expressed that it was unclear why issues around crime and anti-social behaviour were placed within this priority.

Responses for desired outcome 1 (A Cleaner and Safe Borough) were positive. Many respondents suggested that street cleansing; including paan spitting, dog fouling, illegal dumping of waste, and waste collections remained high on their list of priorities. Several requests were made for more effective monitoring of these issues in town centre locations. In addition to this, there was numerous mentions for additional tree planting and effective grounds maintenance of parks and open spaces.

Additionally, this outcome includes a commitment to improve community safety and reduce violence. Residents did raise concerns about not always feeling safe on the streets, walking home at night and Anti-Social behaviour such as drinking and drug use on streets and parks. Various comments were made suggesting that the Council needs to do more to tackle these issues with more enforcement, education and making community centres and other such locations available for younger residents to ensure they do not spend their spare time on the streets.

Desired outcome 2 for this priority is focused on community empowerment. Response to this outcome was limited. However, those who did comment expressed a desire for more involvement of businesses when consulting on regeneration and town centre developments. There were also suggestions made that Brent could do even more to work with charities and the voluntary sector to help develop and deliver services whilst ensuring locals felt involved. Another key finding was that many respondents felt that Council meetings are deliberately made inaccessible for all residents by insisting on them taking place at the Civic Centre in Wembley. Several respondents commented that they felt decision making meetings should not always take place in Wembley.

The data from the graph showing how residents responded to the themes under Strategic Priority 2 can be found in the CSV file.

Strategic Priority 3 – Respect and Renewal in Brent

Priority 3 received a mixed reaction. Whilst some desired outcomes such as around housing and streets were positively received, other themes within this priority did not receive much feedback. This was also in line with feedback from drop-in sessions where there is a consensus that the priorities need to be worded differently.

Desired outcomes 1 and 3 (Safe, Secure and Decent Housing; Keeping Brent On the Move) were accepted without contest. The Council was encouraged to do more to ensure the quality of streets and pavements are improved with street defects such as potholes and broken paving at the top of respondents' lists. These two areas scored highly among survey respondents, despite the theme as a whole receiving lower scores overall.

Several comments were made in relation to how Brent currently tackles rough sleeping and homelessness with a mention that the Council should be doing more to look after these residents and offer temporary accommodation throughout the winter months as a minimum. There were also several comments made on Brent Council's inability to tackle rogue landlords and the Private Renting Sector in general.

Response levels regarding a green economy were very low as was the response to more sustainable living. As mentioned in Strategic Priority 1, the need for developing vocational skills and green skills did receive positivity but no comments were made about the use of the Civic Centre or land ownership opportunities. Additionally, responses to a representative workforce (desired outcome 4) were also low.

The data from the graph showing how residents responded to the themes under Strategic Priority 3 can be found in the CSV file.

Strategic Priority 4 – The Best Start in Life

Priority 4 was seen as important to residents. In particular, desired outcome 1 (Raised Aspirations, Achievement and Attainment) was popular as respondents agreed with raising aspirations for younger people in the borough, in tandem with providing more employment opportunities to help facilitate this. Ways

to achieve this, including supporting young people through local apprenticeships and graduate schemes, scored highly. A large emphasis was also placed on vocational training and the importance of it instead of, or with support through more traditional academic channels. However, some respondents felt that their communities were excluded from these promises in the Borough Plan as specific mentions are only made for the Black, African, Caribbean and Somali communities. Suggestions were made that we should also mention newer, emerging communities into this outcome.

The data from the graph showing how residents responded to the themes under Strategic Priority 4 can be found in the CSV file.

Strategic Priority 5 – A Healthier Brent

In response to **Priority 5** residents wanted to see further work with partners to address health inequalities, as well as ensuring all communities could access information and better manage their health. Responses were focused more on delivery and access of services rather than community engagement.

Respondents wanted to ensure the borough's parks and green spaces offered opportunities for accessible physical activities and exercise. The delivery and promotion of outdoor gym and exercise areas were high on their list of priorities.

A major concern with many respondents was around access to NHS services, particularly access to face-to-face GP appointments. The general feeling is that GPs are not accessible and longer waiting times for appointments need to be addressed immediately.

Tackling mental health was also mentioned as a concern for our residents. Numerous comments were made regarding mental health issues in the community both in adults and young people. It is felt that the Council can do more to promote existing initiatives and treatments available as well as working closer with the NHS and other partners to ensure delivery of therapies and education on how to manage mental health issues such as depression, gambling, and opiate use.

Several respondents made comments regarding Covid-19 vaccines and misinformation that has and still circulates through independent community channels. There was a general feeling that the Council can still do more to educate residents on the effectiveness of the vaccines and subsequent boosters.

The data from the graph showing how residents responded to the themes under Strategic Priority 5 can be found in the CSV file.

What did people have to say about Brent?

This section captures key findings from the qualitative engagement and exercises that were undertaken which includes activity such as workshops, focus groups, meetings and events with residents and partners. Through slightly different approaches and questions, based on the audience, each exercise explored and aimed to understand:

- Feedback on the draft priorities
- The audience's priorities and the issues that mattered to them
- How we can work together to realise and achieve our collective ambitions for Brent

Residents and partners were generally positive about the draft priorities, finding that the key issues and components were present. However, there were clear areas within the draft ambitions that should be reframed, updated or amplified. These key areas are detailed in the themes below.

Environment

This theme encompasses feedback centred around 'clean' and 'green'. The clear overarching reflection across all forms of qualitative engagement was the need to amplify and strengthen our commitments around climate change, including reference to the activity undertaken over the last few years to frame these ambitions, and to be more transparent around how we will make the borough cleaner. This theme includes concerns, suggestions and ideas around the following issues:

- Air quality – being clear around commitments to reduce emissions and being more ambitious in our action and targets to improve air quality.
- Active travel – in conjunction with feedback around air quality, many people wanted to see more actions around improving active travel. For example, extending cycle lanes, encouraging active travel measures and a suggestion that Brent further aligns itself with Transport for London's walking and cycling strategy to encourage more active travel in the borough.
- Fly-tipping and littering – This issue was raised both in relation to the visible cleanliness of the borough and ensuring we are clearer on how we can address this, in addition to the secondary impact of fly-tipping on the natural environment. To reduce littering, suggestions were made around employing a stricter framework to greater enforce penalties against things like littering, fly tipping, dog fouling and street drinking, to deter residents from engaging in these behaviours. Additionally, some points were raised about bins being emptied more regularly.

"If Brent employed more officers to patrol and issue fines, the people dropping rubbish would pay fines which could be reinvested in keeping streets cleaner".

- Green energy – The Council could better explore options around green energy, particularly as a result of increased energy prices due to the cost-of-living crisis.

"As the price for electricity & gas explodes we should be doing more to cut those costs".

Crime and Safety

This theme is centred around the importance of feeling safe and being clearer, within the Borough Plan, about our activity around community safety. This theme includes concerns, suggestions and ideas around the following issues:

- Feeling safe – this was an issue for all audiences. We heard an overwhelming response from young people that they would like to see more street lighting to improve safety at night, particularly for young women, and had concerns about violence and safety on public transport. Others said that they would like to see more CCTV in areas of the borough where crime was highest.

- Anti-social behaviour – many spoke about anti-social behaviour across the borough and the need to create safe environments on high streets. People describe a range of different issues, namely substance misuse.

Housing

The theme captures a range of feedback linked to housing, including housing quality and stock and population density. This theme includes concerns, suggestions and ideas around the following issues:

- Housing stock – many people aligned this to environmental issues, namely the adapting the Council’s housing stock to the issues posed by climate change, including insulation and improved energy efficiency in homes. There were also concerns around the rise of Houses in Multiple Occupation (HMOs) and would like to see these reduced.
- Housing quality – this issue is twofold:
 - Some people are concerned the boroughs population density is having a detrimental impact on the quality of housing available to residents and the possible effects on access to public services and, more broadly, community cohesion.
 - Other feedback focused on aesthetics and affordability, stating they would like to see greener front gardens in the borough, with the dual purpose of improving the aesthetic landscape of local areas, as well as helping to tackle the climate emergency. In conjunction with this, people also referred to the high cost of housing in the borough, with private renting being more expensive and leading to being unable to afford a better home with more outdoor space.

Children and Young People

This theme encompasses key points linked to young people - generally, there was a feeling that the Borough Plan lacked enough focus on this area. This theme includes concerns, suggestions and ideas around the following issues:

- Skills development and employment opportunities – many respondents wanted to see young people provided with further opportunities outside of school to help shape and realise their ambitions, in addition to help prevent them from falling into anti-social behaviour or gangs. Aligned with this, some also expressed that there should be more jobs made available in Brent for young people, as well as providing enterprise and entrepreneurial skills, building on opportunities already available in the borough.

“Kids need more funding so they aren’t searching for it elsewhere”

“Building on programmes already delivered in the borough, children and young people should learn enterprise and entrepreneurship skills in order to be prepared for work and the future of work”

- Local and specialist activities and facilities - Some people wanted to see more youth clubs in Brent, as well as monthly days out for children and teenagers, a type of initiative that happens in other London boroughs. During an exercise with young people, we heard that they would like to see more youth clubs and sports facilities in the borough. Additionally, some people spoke specifically around Special Educational Needs and Disabilities (SEND) provision – this was in reference ensuring the needs of SEND children are reflected with in Council decisions and seeing more facilities in Brent for families who required SEND support, particularly in the 16 and over age group.

Healthy Communities

This theme includes several issues that capture the value of community cohesion and the importance of health and social care. This theme includes concerns, suggestions and ideas around the following issues:

- Community cohesion – people recognise and value the diverse range of communities across Brent. To support our communities and encourage greater integration across them, some respondents expressed that they would like to see further social hubs in the Borough for all ages and communities, in conjunction with improving our green spaces and community spaces as a means of fostering a greater feeling of togetherness in the borough. Additionally, some felt that there should be further spaces designed for young children, similar to the playground around Wembley, outside the London Designer Outlet.
- “We have a lot of isolation, young people with no space, older people with nowhere to go, and yet a wealth of knowledge, community spirit, and demographics with so much to offer”
- Investing in Brent, beyond Wembley – associated with ideas around community cohesion, many also voiced their concerns and perceptions around the borough being Wembley-centric i.e. receiving greater attention and investment. People want reassurance that areas outside of Wembley Park, such as Kilburn and Harlesden, would be fairly represented going forward, and receive similar levels of investment. This sentiment was also noted at the Brent Partnership event, with some stakeholders feeling as though ‘Prosperity, Pride and Belonging in Brent’ was more relevant to Wembley than the rest of the borough.
- Health and social care – there were several perspectives associated with this area, some of which also align with other emerging themes:
 - Both the Brent Integrated Care Partnership and Health and Wellbeing Board referenced the importance of aligning the Borough Plan with the Health and Wellbeing Strategy to ensure partners continue to work together to achieve our collective ambitions for Brent - for example ensuring health services, with other ‘anchor institutions, employ more local people. Additionally, partners agreed to establish and maintain a dialogue with other organisations across Brent to ensure we strengthen relationships as we continue to deliver key services within a difficult financial context.
 - Accessibility to health services was raised by some people, this included increasing capacity in the community to support vulnerable and elderly people to help with transport to medical appointments, making phone calls and accessing online medical services. Additionally, others wanted to see more communication from health services in different languages – this was raised specifically by the Romanian community but may also be applicable to other areas.

Streets and Transport

Key issues raised with in this theme were around Low Traffic Neighbourhoods (LTNs) and accessibility for cyclists. This theme includes concerns, suggestions and ideas around the following issues:

- LTNs – this continues to be a polarised issue with some residents agreeing that there should be further LTNs in the borough, in line with traffic targets from the Mayor of London, as well as increasing the safety of cyclists. Conversely, other residents disagreed that LTNs were the correct approach for Brent, considering them inconvenient and an eyesore. Some respondents shared ideas around reducing traffic, for instance using more ‘car clubs’ in the borough, which would reduce the number of parked cars on streets, in addition to opening up the potential for the free space to be utilised for bike docking stations.

“If done well and consulted properly LTNs can enhance a neighbourhood (as has been seen in other areas of London).”

- Cycling accessibility and safety – the issue of safe cycling was raised by other stakeholders, with residents wanting to see further protected cycle lanes, particularly along the A5 and in the Chamberlyne Road area of the borough. There was also a suggestion around Brent introducing its own rental bike scheme, in conjunction with the South Kilburn regeneration scheme and in other areas which do not fall under the Transport for London docking stations area.

“A protected cycle lane on both sides would give more separation and protection for pedestrian and of course make it much safer and pleasant for Cyclists”

Local Democracy and Resident Engagement

This theme captures feedback and ideas around the voluntary sector and participation in decision making. This theme includes concerns, suggestions and ideas around the following issues:

- Voluntary, Community and Faith Sector – organisations from this sector expressed that their role in supporting residents and communities, independently and with the Council, should be reflected within the Borough Plan. Additionally, some residents also thought that the Council could do more work with Mutual Aid Groups, who had played a key role in the response to the pandemic.
- Council decision-making – some people said they would like to see greater transparency in the Council’s decision-making processes, including how money was spent and how resident complaints were dealt with. Furthermore, young people expressed that they would like more opportunities to get involved in work that the Council were doing, as well as having a greater say in Council decision making processes.

What should Brent look like in 2027?

Survey respondents were asked “What should Brent look like in 2027?”. This question aimed to encourage and enable respondents to think about the future by reflecting on how Brent can improve based on the issues that matter to them. Additionally, 2027 marks the end of the Borough Plan lifetime, therefore responses to this question helped to understand the level of ambition that respondents envisage.

The CSV file contains the key reoccurring terms that respondents used in relation to the issues that matter to them and their aspiration from Brent. This provides a helpful indication of key themes the Council could prioritise for the next four years.

When analysing the demographic breakdown for the top five keywords: clean, safe, green, community and housing the following findings emerged:

- Ethnicity – Black, Asian and Minority Ethnic respondents were less likely to use the keywords clean (32% of respondents were Black, Asian or Minority Ethnic, against 47% of respondents overall) or green (28%).
- Age – Young respondents were less likely to use the keywords clean (9% of responses vs 19% overall) or green (11%).
- Gender – Female respondents made up 49% of survey responses overall but represented 59% of the people who used the keyword clean, 59% who used green and 65% who used housing. Male respondents were more likely to use the keyword community, making up 71% of the respondents who used it compared to 51% of the survey overall.
- Postcode – Residents of NW10 were more likely to use the keyword clean (45% respondents vs 33% overall), mirroring their prioritising of the A cleaner, greener Brent priority.
- Aligned with the word cloud, the following themes have been identified from detailed responses to the survey question, they have been roughly ordered based on frequency and prevalence.

Clean, Green and Safe

“A cleaner, greener, cycle friendly, reduced or traffic free borough with tangible investments in deprived areas.”

Residents want to feel proud of the areas they live and for many, as reflected in the word cloud, this aligned with the collective theme: establishing a Cleaner, Greener and Safer Brent. When broken down into individual components respondents shared the following key points:

- A Cleaner Borough. Many residents wanted to see a visibly cleaner borough with less traffic and more active travel. This will help address poor air quality, an issue that is high on the agenda for many residents.
- A Greener Brent. Similar to establishing a greener borough, respondents also want a visibly greener borough with more trees and greenery. For many, to help unlock this, this includes having better maintained parks and open spaces.
- Feeling Safe. Most responses linked to safety centred around the importance of feeling safe, particularly for women and young people. Women’s safety was identified as an area which could improve in 2027, with survey respondents saying that they did not feel comfortable walking around areas of Brent at night, and that more access to information and support for women’s safety could be provided. Aligned with this, responses referred to the need to reduce and prevent crime, focusing particularly on anti-social behaviour, violent crime and drugs.

Vibrant Communities

Residents want Brent's communities to thrive, central to this is the diversity across the borough and the vibrancy this brings. This theme encompasses two components – fostering greater community cohesion and inclusion and continuing to harness diversity.

- **Diverse and Inclusive.** People wanted to see Brent continue being a diverse and inclusive place and by 2027 envisaged an adaptable borough that could change with the times, aware of and responsive to the needs of residents and inclusive of the different communities that live and work in Brent. Associated with this, respondents also wanted to see digital inclusion - cultivating a creative, innovative and technologically advanced borough with more opportunities for online access for all residents.
- **Community Cohesion and Inclusion.** To complement calls to harness the levels of diversity, residents recognised the importance of belonging and how establishing cohesive communities can help ensure this. Many respondents championed the idea of greater integration within communities and more inclusivity, with some suggesting further links with the Council and faith groups in order to foster these relationships.

Affordable Housing

“Brent should put more focus on affordable housing”

Many residents wanted to see more housing in the borough, dealing with rogue landlords and providing a safe and decent standard of housing for all. Residents also wanted to see more affordable and 'better' housing that is supported by accessible infrastructure. Additionally, there were some conflicting views as some respondents wanted to see fewer tower blocks in the borough, whilst others appreciated the need to build more homes due to a shortage of housing.

Young People

“A multi-diverse, modern community with opportunities for all. More work experience and degree apprenticeship opportunity for the best start in careers.”

Respondents wanted to see Brent creating more opportunities and work experience to support young people into employment. This is both in an academic sense as well as providing incentives for young people to stay in Brent to work, such as providing more local graduate schemes and apprenticeships to keep talented young people in Brent. Additionally, people wanted to re-establishing youth clubs and local activities for young people.

When young people themselves were asked what the borough should look like in 2027, most young people expressed their hope to see Brent being safer and cleaner place where they will be provided with more opportunities.

Creating more jobs and developing skills:

“Brent should be a destination for business, commerce and residents to thrive, with money reinvested into the community”

People want to see more and better paid jobs in the borough and to accompany this, supporting local people to develop new and existing skills. Rejuvenated and prosperous high streets also have an important role to play for residents, as an opportunity to support local businesses.

Health and happiness

“A safe, caring borough that provides more services for those with mental health problems in the borough”

Respondents tended to align being healthy with being 'happy'. Many respondents wanted to see a greater focus on mental health in the borough, with less waiting times for services and further awareness and

signposting around men's mental health services. This was also echoed by stakeholders including the Brent Integrated Care Partnership, who wanted to see a focus on mental health in the borough, particularly as a result of an increase in waiting times for mental health services after the Covid-19 Pandemic and lockdowns.

Annex A - Engagement Summary

Draft Borough Plan feedback – events and survey

Event	Attendees/number	Additional Notes
Workshops and focus groups	73	<ul style="list-style-type: none"> • Workshops open to residents and specific communities: 30 November and 8 December • Pensioners focus group: 7 December • Partner and stakeholder event: 9 January
Library drop-in sessions	Estimated 105	<ul style="list-style-type: none"> • Kilburn Library Drop-in Session - 8 November • Wembley Hub Drop-in Session - 23 November • Willesden Library Drop-in Session - 8 December
Partners events	Estimated over 350	<p>Includes but not limited to:</p> <ul style="list-style-type: none"> • Housing Department Licensing events • Healthwatch event • Pride of Brent Youth Awards • Gladstone Park Primary School • Brent Multi-faith forum • Local Democracy week event • Brent Connects x5 • VCSE Question Time • Borough of Sanctuary group • Brent Youth Parliament • Brent Health and Wellbeing Board • Forward Together and other internal staff sessions
Survey responses	417	<p>402 online survey responses</p> <p>15 physical survey responses</p>

Borough Plan Outreach

Communication	Number Contacted	Description
Borough Plan Email	Over 13,500	Email detailing the Borough Plan, the survey, Focus Group events and Partnership Events sent out to organisations, residents, and partners in Brent
Calls detailing the Borough Plan survey and events	400	400 organisations contacted via phone with follow up emails sent out after the phone call regarding the Borough Plan survey, focus group events and partnership event
Paper Surveys in Brent Libraries	150 paper surveys placed in Brent hubs and libraries to promote inclusivity	
Media communications	Over 6000, sharing information regarding the Borough Plan survey and events	

Annex B – Demographic breakdown of survey responses

Of the 417 online surveys completed, many did not provide demographic information. The most completed questions were on age (228 responses, 55% of all surveys), gender (194 responses, 47%) and religion (193 responses, 46%). The least completed questions were whether the respondent has any caring responsibilities (158, 38%), postcode (156, 37%), and whether any illness affects their ability to carry out day to day activities (145, 35%).

- Ethnicity: Black (11 responses, 7% vs 18% of borough population) and Other (5 responses, 3% vs 10% of borough population) ethnic groups were underrepresented in survey responses. White groups were overrepresented, with 88 respondents making up 53% of the total responses compared to 35% of the borough population. White groups were predominantly White British, who alone accounted for 39% of total respondents.
- Age: Age is broadly in line with the borough population, with an underrepresentation of residents aged 22-30 (25 responses, 12% vs 19% of population). There were also six responses from residents under 18 which have not been included in the graph due to not having a specific age range to compare them to.
- Postcode: Most responses came from NW10 (48, 32%). HA0 was the only area with a significant underrepresentation, with 10 responses making up 7% of the total, compared to 13% of the borough overall.
- Respondent type: 226 respondents identified themselves as Brent residents (84%). There were 11 responses from Council employees, eight from councillors, seven on behalf of the voluntary sector and four on behalf of a school or college.
- Gender: 51% (92) of respondents were male and 49% (90) were female.
- LGBT+: 11% (17) of respondents who completed this question identified as LGBT+.
- Gender Identity: Four residents responded saying their gender identity did not match the sex they were assigned at birth, 2.3% of the 171 respondents for this question.
- Religion: Top responses for this question were no religion (59, 34% vs 14% of population), Christian (53, 31% vs 39% of population) or Hindu (28, 16% vs 16% of population). Although Muslims make up the second largest religious group in Brent with 21% of the overall population, they only accounted for 16 (9%) of survey responses.
- Disability: 18% of respondents said they had a disability, slightly above the 14.1% of the population (note: this is compared to 2011 census data as 2021 has yet to be published). Most people (19, 42%) declined to state the nature of their disability.
- Language: English was not the first language for 41 (25.5%) of the 161 respondents.
- Caring responsibilities: 23 out of 158 respondents (15%) said they had caring responsibilities for another person.

Data used to portray demographic breakdown of survey responses in graphs, can be found in the CSV file.