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November 2025

Dear Owner/Occupier

Re: Dockless Cycle Hire Bay

Brent Council is working to improve cycling facilities to encourage residents to adopt active and sustainable travel. By promoting cycling, the Council aims to enhance public health, reduce traffic congestion, and improve air quality throughout the borough.

A key aspect of this initiative is the provision of e-bikes parking in areas where users can rent a bike. This addresses issues like e-bikes blocking the footway and the risk of causing obstruction to pedestrians and other road users. Through the installation of dedicated cycle hire bays, the Council aims to embed environmental sustainability into daily life, making cycling easier and safer for residents.

What is being proposed?

We are proposing to introduce a cycle hire bike bay on Whitby Avenue as shown in the enclosed plan. The proposed cycle hire bay will be located outside D5 Friarsgate.

The cycle hire bay will be up to 5 meters in length which has the capacity to store eight bicycles and will allow users to rent or return the bicycles at any time. Users will only be able to end their rides inside the bay and are required to take a photo. Bikes may also be deployed and collected by the operator at this location.

Bays will be marked and signed to indicate that it is for cycle hire only. Carriageway bays will include protective bollards.

We are committed to seeking your views on this proposal. The consultation period is an important time for you to give your feedback on what is being proposed - the consultation close on **30 November 2025**. No decisions will be made until the formal consultation period concludes and all responses have been carefully considered.

How to respond:

To find out more information and share your views, please visit our website https://haveyoursay.brent.gov.uk to answer a few questions. You can use the QR code below to access the website from your phone.

Please ensure we have received your response by **30 November 2025**.

If you would prefer to fill out a paper form or like information in another format (like larger print or another language) call us on 020 8937 5230 or email highwaysconsult@brent.gov.uk

What will happen next?

Following the close of the consultation, all comments and feedback received will be carefully considered and a decision made whether to progress with the proposal. A consultation report detailing the outcome will be published at https://haveyoursay.brent.gov.uk within one month.

Thank you for sharing your thoughts with us.

Healthy Streets and Parking

Brent Building a better borough.

Transport for London