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September 2026

Dear Owner/Occupier

Re: Dockless Cycle Hire Bay

Brent Council is working to improve cycling facilities to encourage residents to engage in 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 priority is the provision of dedicated parking facilities for hire bikes across Brent. This will help make cycling easier and safer for everyone – ensuring that hire bikes are more accessible for users, whilst addressing issues around poorly parked bikes blocking the highway and obstructing pedestrians and other road users.

What is being proposed?

We are proposing to relocate a cycle hire bay in Melrose Avenue as shown in the enclosed plans.

Existing cycle hire bay to be removed

New cycle hire bay to be installed

The bay is being relocated form its location at the western end of Melrose Avenue, opposite Gladstone Court, to a new location at the eastern end of Melrose Avenue at the side of 114 Chichelle Road.

The bay is being relocated to address safety and accessibility concerns on Melrose Avenue near to the junction with Anson Road, and as a means of meeting demand for cycle parking and to address complaints from residents around badly parked and abandoned bikes at the eastern end of Melrose Avenue.

The relocated bay will be up to 5 meters in length and has the capacity to store up to eight bicycles and will replace a section of dual use car parking bay. It will be marked and signed to indicate that it is for cycle hire only, and carriageway bays will include protective bollards. The bay will be geofenced meaning that users will only be able to start and end their rides inside the bay. Bikes may also be deployed and collected by the operator at this location.

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 **2 October 2026**. 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 **2 October 2026**.

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