

Lime Public Forum

Thursday 6th November 2025

Agenda:

- 18:00 Welcome and Introductions
- 18:05 Lime operations in Brent – an Update
- 18:15 Parking Bay Implementation Programme – an Update
- 18:25 Have your say – Residents Q&A Session
- 19:00 Event Close

Cllr Krupa Sheth - Cabinet Member for Environment, Brent Council

Alice Pleasant - Senior Public Affairs Manager, Lime

Tim Martin – Transportation Planning Manager, Brent Council

All



Lime: Delivering for Brent



Lime in Brent

- Lime is a world-leading micromobility operator and has operated a shared e-bike service in London since 2018.
- Over 100,000 users in Brent, delivering nearly 2 million trips, since launch in 2019.
- Across London last year:
 - 16 million commuter journeys – an 85% increase in rides in the city.
 - 800,000 new cyclists on the roads with 20% of our users have never cycled before in London and 60% going on to cycle more as a result.
 - 49% of those 18–34 use a shared e-bike once a week



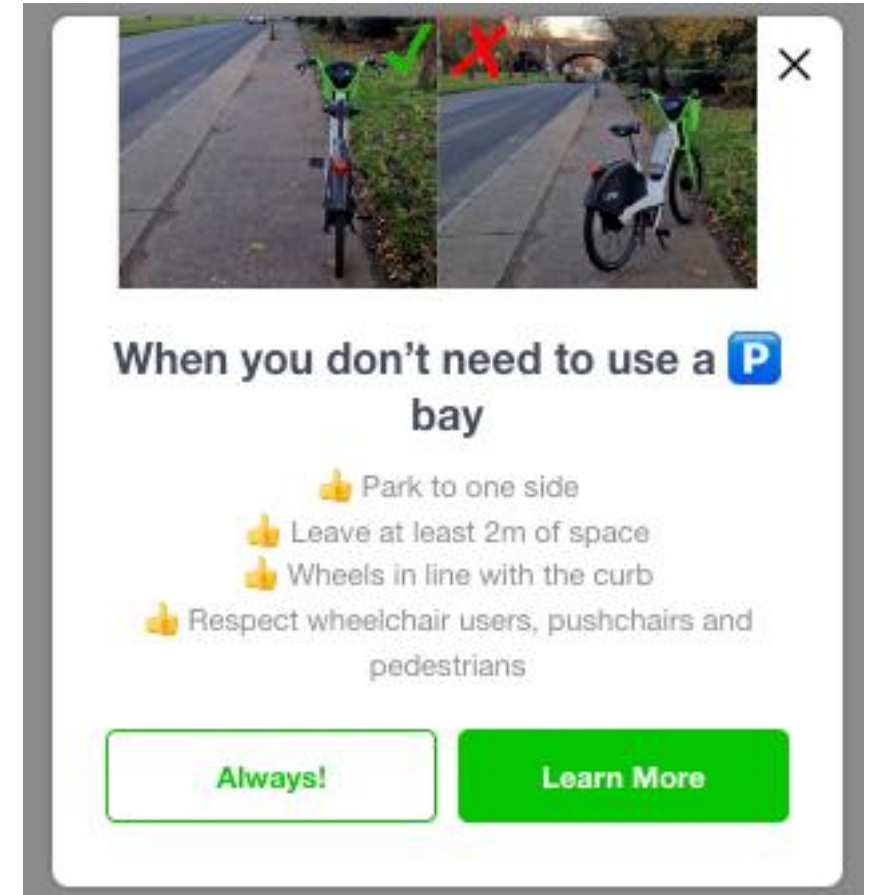
Operational improvements

- **Fleet:** Temporary reduction of the fleet to 500 vehicles
- **Parking bays:** Lime is funding the creation of 200 new parking bays that are being implemented across Brent.
- **Zoning:** Introduced zoning to prevent parking in locations of high-complaints such as Willesden Green station.
- **Events plan:** Collaborated with Brent Council on a dedicated events plan for Wembley Stadium.
- **On-street resource:** Increased the number of Lime cyclist patrollers and parking wardens on-the-ground in Brent by 78%, ensuring that any issues reported can be dealt with quickly.
- **Customer service:** A dedicated Brent email where issues are addressed within 2 hours of reporting

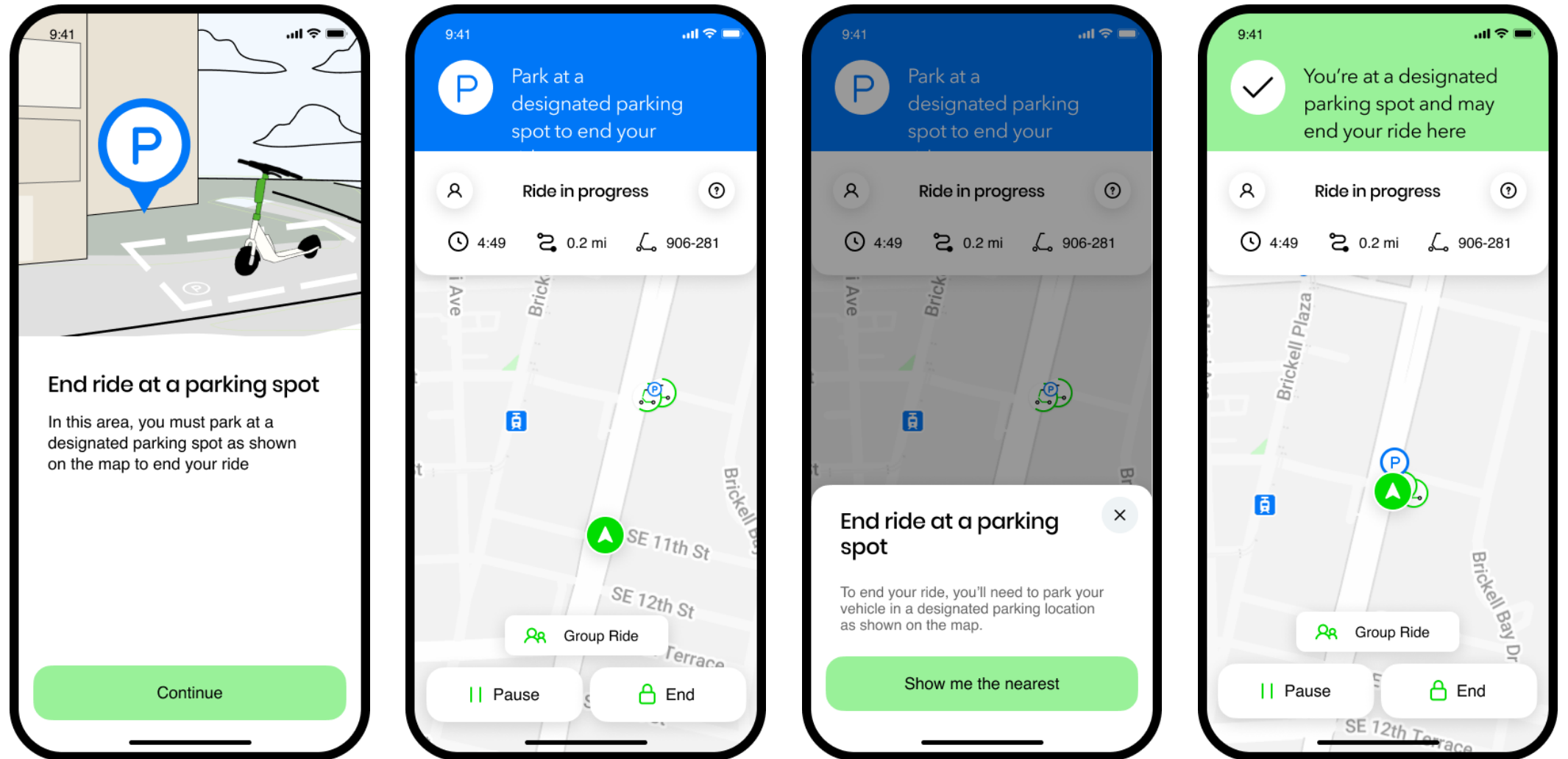


How we are improving parking

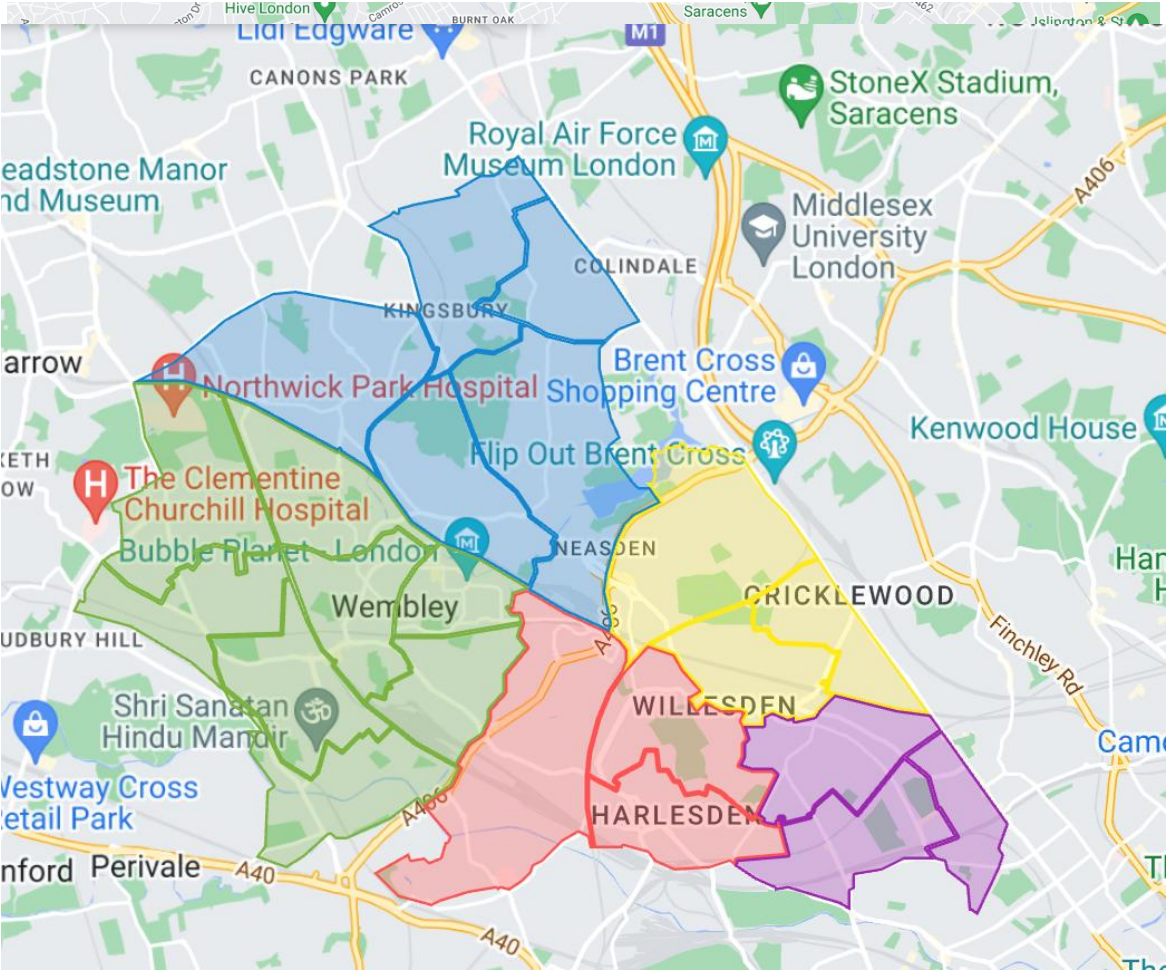
- We are moving to a system where riders must only park in **200 designated parking bays**.
 - Bays will be installed in phases and the south of the borough has already been installed
 - Installation and consultation is continuing with the ambition of turning on for the whole borough by the end of the year.
- Parking enforcement:
 - GPS technology
 - End trip photo & AI review
 - Warnings, fines and bans
- Rider Education
 - In-app notifications
 - Email communications



How we educate riders on the app



Our parking patroller routes



Harlesden

High Street
High Street P2
Harlesden Station
Harlesden High St
Harlesden High St 2
Willessden Junction
Central Middx Hospital
Stonebridge High St

Wembley

South Kenton
Preston Road
Wembley Park
North Wembley
Sudbury & Harrow Rd
Wembley Central
Wembley High St
Wembley Stadium
Stonebridge Park
Alpertown

Kingsbury/Kenton

Northwick Park
Kenton
Kingsbury
Queensbury
Edgware Road
Church Lane
Wembley Park High St

Kilburn

Kensal Green
Kensal Rise High St
Kensal Rise Stn
Queens Park Stn
Kilburn Park
Brondesbury
Brondesbury Park

Willessden

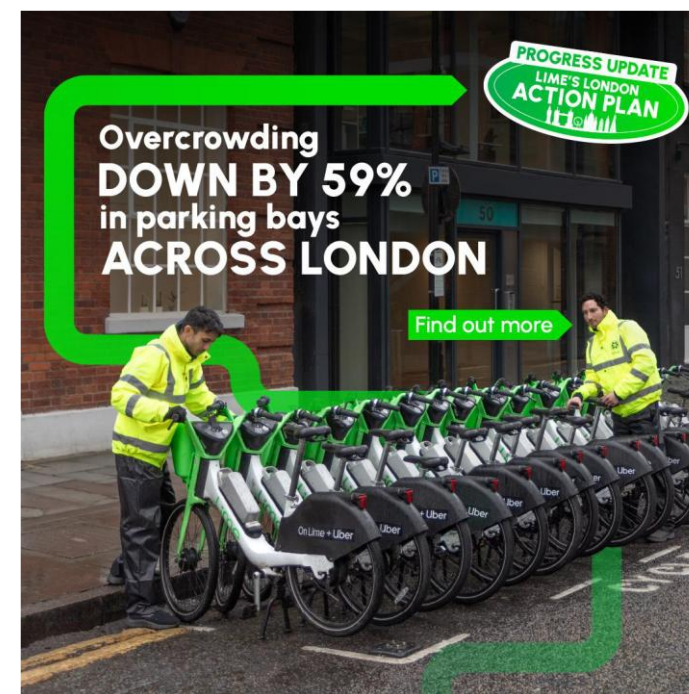
Kilburn
Willessden Green
High Street
High Street 2
Dollis Hill
Neasden
Neasden High St
Gladstone Park
Cricklewood

Lime's London Action Plan

In January 2025, Lime invested £20m into our service in London – our largest single city investment. This included:

1. **Parking infrastructure** – We committed **£5 million to our parking infrastructure fund** to deliver at least **2,500 dedicated parking spaces**.
2. **Operations** – We **invested £13.4 million to strengthen our day-to-day operations**, increasing our on-street workforce by 60%.
3. **Technology** – We introduced an advanced AI end-trip photo review to detect poor parking in real time, preventing obstruction on streets and pavements before the ride is fully ended.
4. **Safety** – We delivered a **£250,000 safe riding campaign**, aimed at deterring illegal or unsafe behaviours and promoting responsible e-bike use.
5. **Community** – We have invested an **additional £250,000** in our Share the Joy Fund to help more Londoners take up cycling, building on an initial £100,000 contribution in 2024.

Update on Parking Improvements



Update on Safety

- This summer, Lime launched our **'Respect the Red' campaign** focused on improving rider safety.
- As part of this, we partnered with Cycling UK to deliver cycle training masterclasses and sent rider communications on this.
- We produced advertising on billboards in hotspots in central London.
- We partnered with police on educational events.
- We worked with celebrity Josh Berry to produce social media content showcasing the importance of respecting the rules of the road.



Update on Community Engagement

- **Lime Access:** 50% discount for key workers, low income and students.
- **Share the Joy community fund**
 - Partnership with London Cycling Campaign
 - £250,000 further investment
 - £160,000 already donated to groups in Brent such as *Harlesden Mums Who Cycle*.
 - Fifth round of funding currently open.
- **Cycle training**
 - Cycle Sisters training
 - Open to new ideas on how to broaden accessibility



Thank you

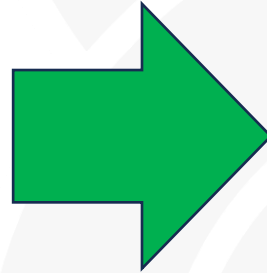


Managing Micromobility in Brent



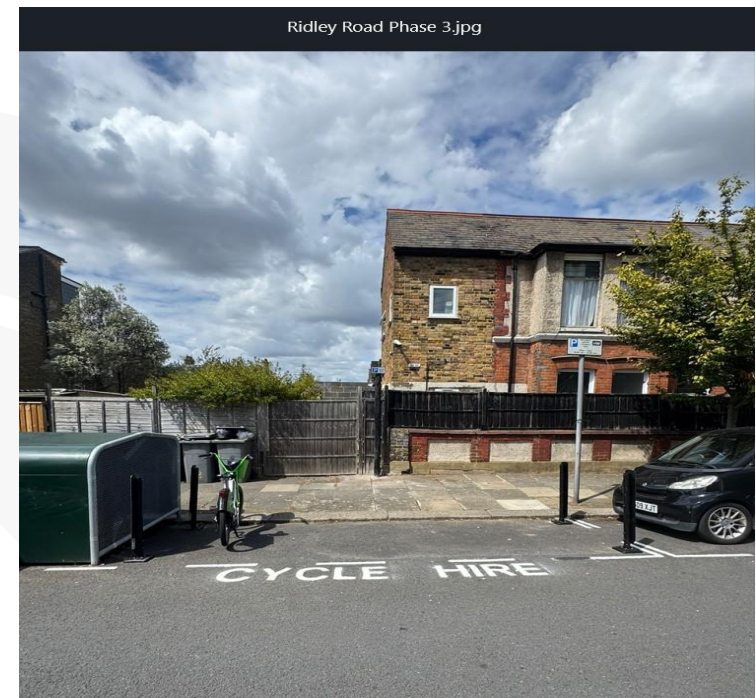
Where we are

- E-bikes now an established part of the borough transport network and popular with users.
- However – rapid growth gave rise to complaints. Clear need for operations to be better managed.
- New operating plan agreed with Lime in Nov 2024. Included requirements around fleet size/management and funding for dedicated parking bays.
- Longer term plans by government to introduce regulatory framework for micromobility. TfL looking to introduce London-wide contract for e-bikes/e-scooters.



Parking Bay Implementation Programme

- Plan to implement 200 parking bays across the borough. 150 bays delivered to date – additional 50 to be consulted on during Nov 2025.
- Parking bays implemented in areas with high demand for bikes and places with a high level of complaints about poor parking.
- ‘Flexible’ parking on footways allowed whilst bays are being implemented. Users will eventually be required to start/end journeys within a dedicated parking bay.
- Parking bay locations can be found at [Dockless Bike Parking Bay Locations - Brent - Google My Maps](#)



Next Steps

- Consultation on next parking bay locations to start shortly - includes sites informed by operator/complaints data and feedback from previous consultations.
- Details of proposals will be sent to affected residents/businesses and public will be invited to comment via '[Have Your Say](#)'.
- Aim to deliver additional bays by end 2025. Bays will be subject to monitoring and review, to address any emerging issues.
- Anticipated that more parking bays will be required as service grows over time. Welcome suggestions on where these should be located.



Thanks for listening!

For further information contact the
Transportation Planning Team at:
Transport.Strategy@brent.gov.uk



Have your say – Residents Q&A Session

An opportunity for you to put questions to the Council and Lime on active travel and Lime's operations in Brent.

