



West Ealing Liveable Neighbourhoods bid Appendix A

October 2017



PROJECT
CENTRE

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1. STATEMENTS OF SUPPORT

1.1. Statements of Support from the Borough



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20 October 2017

Dear Graham,

Ealing Council's TfL Liveable Neighbourhoods Bid for West Ealing

I am writing on behalf of the London Borough of Ealing to express my full support for the Liveable Neighbourhood Programme funding submission the Council has prepared for TfL. We appreciate the approach being taken by TfL in developing the programme and for the opportunity to have our input and discuss the projects we'd like to see being delivered in West Ealing.

Ealing's bid builds on our ongoing commitment to increasing the health, wellbeing and activity levels of residents. We will achieve this by making it easier and more attractive to walk and cycle in the area through better footways, more pedestrian crossings and cycling facilities. We want to make the streets feel more pleasant, attractive and safe, by planting more trees, improving air quality, lighting and road safety. These interventions would be supplemented with behavioural change initiatives to encourage residents to move towards active forms of travel, particularly for shorter journeys.

We look forward to working with TfL to develop and implement the proposals.

Yours sincerely,

Cllr Julian Bell
Leader Ealing Council



Children's and Adults' Services



Transport for London

Ealing Council
Perceval House
14-16 Uxbridge Road
London W5 2HL

17 October 17

Dear Sir/Madame, Transport for London

I am delighted to support the West Ealing Liveable Neighbourhood programme that will encourage people to walk and cycle more whilst reducing use of motor vehicles.

In Ealing two out of 10 adults are inactive and four in 10 children aged 10-11 years have excess weight. There are a number of inequalities linked to physical activity: People from black and minority ethnic backgrounds, people living with a disability, older people are less likely to be active.

Ealing is one of the largest boroughs in London and one of most ethnically diverse boroughs in the country. We also know that West Ealing has a great opportunity in becoming a Liveable Neighbourhood as it has high walkability and a high proportion of switchable trips. Public realm improvements coupled with behaviour change may lead to shift in mode of transport and increased physical activity.

We know that increased physical activity will lead to improved physical health, mental health and wellbeing of Ealing residents.

We look forward to working with Transport for London in making West Ealing an active Liveable Neighbourhood!

Yours sincerely

Dr Jackie Chin
Director of Public Health
Ealing Council



2. EXISTING SITE AND ANALYSIS

2.1. Existing Site Plan - West Ealing LN Study Area



2.2. Crime Reduction Statement

In the 2015 Multiple Indices of Deprivation, the various statistical areas of West Ealing within the study area are ranked for Crime as follows, out of 32,844 areas in England :

Area 1 is ranked 4,635th (top 20% deprived)
 Area 2 is ranked 1,178th (top 10% deprived)
 Area 3 is ranked 3,113rd (top 10% deprived)
 Area 4 is ranked 1,492nd (top 10% deprived)
 Area 5 is ranked 15,159th (top 50% deprived)
 Area 6 is ranked 16,611st (least 50% deprived)

These high levels of crime are the reason a large proportion of the study area to the north and south of The Broadway is now covered by a Public Space Protection Order (PSPO). This is in place for three years, terminating in 2020. It was introduced as a consequence of evidence showing high numbers of violent crime and anti-social behaviour within the PSPO area, including drug use and street drinking, with inappropriate use of public space. This is borne out by the Met Police's monthly statistics, where in July 2017 ASB and violent behaviour were 60% of the total recorded crime (66 out of 110).

The Safer Ealing Partnership recently undertook a perception survey of crime in the area. The headline result was that 50% of people do not feel safe in West Ealing during the day, and this goes up to 80% at night.

A contributory factor is the presence of three council and legal institutions in the area associated with the management of offenders and vulnerable people: the magistrates' court, the probation office and Ealing RISE, a drug addiction treatment centre.

To help address this negative perception and real levels of crime, the proposals in the Liveable Neighbourhood bid will include the following measures:

- Widen and declutter footways along most routes, including the side streets and alleyways. Encouraging footfall will add to natural surveillance;
- Upgrade lighting to white LED and improve uniformity where required;
- Open up Dean Gardens by taking out barriers and remove areas to loiter in;
- Place seating in places that are well-overseen and away from sources of potential crime/ ASB, e.g. off-licences, pubs, ATMs, and the three aforementioned buildings;
- Provide Sheffield-type cycle parking in locations that are well overlooked with natural surveillance;
- Introduce CCTV where required and ensure tree planting maintains sightlines;
- Incorporate the facility for cash security vans to pull up within statutory distances of pick up locations within the TROs.

Crime	Number of instance	%
Anti-social behaviour	38	34.5
Bicycle Theft	3	2.7
Burglary	2	1.8
Criminal damage and arson	4	3.6
Drugs	1	0.9
Other crime	2	1.8
Other theft	6	5.5
Possession of weapons	1	0.9
Public order	2	1.8
Robbery	2	1.8
Shoplifting	12	10.9
Theft from the person	1	0.9
Vehicle Crime	8	7.3
Violence and sexual offences	28	25.5
Total	110	

Study area reported crime, July 2017



2015 MID map extract of West Ealing LN bid area



July 2017 crime map from www.police.uk

2.3. TfL Street and Movement Types in West Ealing



Street Types in West Ealing



Street Hierarchy in West Ealing

TfL Streets Types & Movement classifications within the study area:

Drayton Green Road is classed as a High Street type and is a Distributor.

The Broadway (Uxbridge Road) is classed as a High Road for type and is part of the Strategic Road Network (SRN).

Northfield Avenue is classed as Connector for type and is a Distributor.

All other streets are classified as Local Streets for type and movement.



Not to scale

2.4. MTS goals/ proposals alignment with scheme criteria

MTS goals/ proposals alignment with scheme criteria

MTS Goal	Project Objective	Main benefit by stakeholder group
Proposal 1 The Mayor, through TfL and the boroughs, will improve and manage London's streets to create a high-quality public realm that encourages walking and cycling by all Londoners	Enhance pedestrian and cycle routes through prioritising these modes over traffic where possible.	Safer environment for pedestrians and cyclists. Less polluted and enhanced environment, allowing social use of street.
Proposal 2 ... will transform the experience of the walking and cycling environment in Outer London by reducing the dominance of vehicular traffic...	Enhance pedestrian and cycle routes through prioritising these modes over traffic where possible.	Increased health benefits and eased congestion
Proposal 3 ... will deliver a London-wide network of cycle routes, with new routes and improved infrastructure to tackle barriers to cycling.	Promote safe and quieter streets for cyclists through prevention of rat-running through local closures.	Reduction in RTAs involving cyclists. Easing of congestion and local parking pressure as more people cycle. Encourage more active travel thereby increasing health benefits from activity.
Proposal 6 ... will seek to increase the use of TfL's Cycle Hire scheme, as well as future models of cycle hire...	Mobike is a cycle hire scheme which has recently been implemented in Acton, with the intention that it extends subsequently to West Ealing.	Members of the public will be able to hire bicycles without the upfront costs and problems with storage, thus making cycling more affordable, accessible and less of a worry regarding space and safe keeping.
Proposal 7 ... will work with schools, employers and community and user groups to promote walking and cycling, whether for the whole journey or as part of a longer journey.	School and Voluntary Travel Plans	Easing of congestion and local parking pressure as more people cycle. Increased health benefits from activity.
Proposal 8 ... will work with local communities and cultural organisations to promote one-off, regular and trial closures of streets to some or all motorised traffic so that Londoners can see their streets differently.	Create temporary point closures of local roads to prevent rat running. Facilitate community Play Days in closed streets to show how attractive car-less streets can be.	Safer, quieter and less polluted streets for residents opportunities for community engagement thereby strengthening community cohesion and assisting with resident mental wellbeing
Proposal 17 ... will support the provision of car clubs for residents when paired with a reduction in the availability of private parking, to enable more Londoners to give up their cars while allowing for infrequent car travel in inner and outer London.	CPZ already to be implemented in study area as a method of preventing unwanted parking. An assessment needs to be carried out as to its success.	The whole study area will be covered by CPZ,
Proposal 25 ... will tackle pollution in local air	Living screening for school playgrounds. Trees	Better local air quality. Reduced heat-island effect. Improved wildlife

quality hotspots and at sensitive locations (such as around schools) including through the Mayor's Air Quality Fund and other funding.	planted. Existing trees protected and given better chance of survival.	habitat. Positive effect on physical and mental health of local people.
Proposal 32 ... will work with Government and stakeholders across London to ensure that sufficient and appropriate charging and refuelling infrastructure is put in place to support the transition from diesel and petrol-powered vehicles to ULEVs...	Expand upon the existing provision of public and private EVCPs in West Ealing through the London Council & TfL's GULCS programme.	Increased access to a local EV charging option helping to contribute to better local air quality.
Proposal 41 ... will retain existing trees and plant new ones on the Transport for London Road Network (TLRN) and borough roads to protect tree canopy cover. Street tree numbers on the TLRN will be increased by 1 per cent every year between 2016 and 2025; and the Mayor will encourage boroughs to increase the numbers of trees along their streets.	Trees planted. Existing trees protected and given better chance of survival through improvements to their context. Provide further green infrastructure to assist in reduction of air pollution.	Better local air quality. Reduced heat-island effect. Improved wildlife habitat. Positive effect on physical and mental health of local people.
Proposal 42 ... will implement sustainable drainage infrastructure to enable the removal of 50,000m2 of impermeable highway surface per year in London. ...ensure that surface water run-off is managed as close to its source as possible ... drainage should be designed and implemented in ways that deliver other Mayoral priorities, including improvements to the water quality, biodiversity and amenity of the highway network.	SuDS measures introduced near trees to assist watering and improve longevity. SuDS measures included in the proposed improvements to Dean Gardens.	Trees are more resilient to external pressures (climate or human). Reduced flow into the storm water network.
Proposal 46 ... will reduce the number of Londoners exposed to excessive noise and vibration levels from road transport in London	A 20mph zone is proposed which, combined with other proposals, will reduce rat running through local roads.	Improved health and road safety of local residents encouraging more active travel as roads are safer to cycle on and more pleasant to walk down.
Proposal 48 ... will make improvements measured against the Healthy Streets Indicators to transform the design and layout of street space and transport facilities around bus, rail, Underground, London Overground, DLR and other stations, as far as practicable, to create safe, secure, accessible, welcoming, well-designed gateways to and from public transport.	Introduce public realm measures to assist all users in accessing transport facilities. Crossrail Complementary Measures.	Public transport available for all

2.5. Road Danger Reduction Statement

2.5.1 Collision analysis

12 month period	All	KSI	Pedestrians	Pedal cycles	P2W	Right turn	Dark	Wet
01/11/2013 – 31/10/2014	31	5	11	7	1	11	14	5
01/11/2014 - 31/10/2015	44	2	16	5	2	6	14	4
01/11/2015 - 31/10/2016	43	1	19	3	3	4	9	2
Total*	118	7	46	15	6	21	37	11

Table 1 - Collisions within the West Ealing study area

Figure 1 displays collision data obtained from Transport for London (TfL) databases covering a 36 month period to the point of the latest available data at the time of writing (31st October 2016).

Analysis of the collision data identified that the number of collisions for the twelve-month period ending 31st October 2015, determined that collisions had increased by 42% in comparison to collisions recorded in the previous twelve-month period ending 31st October 2014. There was no significant difference in reported collision frequency for the twelve-month period ending 31st October 2016 and those reported in the previous twelve-month period.

A notable finding of the analysis was that the majority of collisions occurred along Broadway, though there were several serious collisions along Northfield Avenue and Kirchen Road.

With reference to Figure 1, it can be seen that the number of reported pedestrian collisions has consecutively increased for each year of the analysis period, and that pedestrian collisions had increased by 73% in the twelve-month period ending 2016 in comparison to the twelve-month period ending 2015. A similar trend for collisions involving P2W' (powered 2 wheelers) was identified, however, analysis of pedal cycles collisions identified that this trend was in reversal, and the number of reported collisions involving this travel mode consecutively decreased during this time.

Analysis of the collisions between motor vehicles only identified a considerable increase of 75% when comparing 2014 and 2015 data, though a small decrease of 14% was observed in 2016 compared to 2015 data.

The analysis identified that 31% of collisions occurred during darkness. Though this is slightly higher than the borough average (293.9%), it is not an indication that there is a road safety issue within the study area.

Several collisions have occurred along signed and un-signed cycle routes that are to the south of Broadway; Leeland Terrace, Regina Road, Oaklands Road, Seaford Road and north of Broadway; Kirchen Road. These routes will require mitigating measures that provide a safe environment for cyclists to travel in and should be considered a priority of the study.

Pedestrian collisions were identified as occurring mainly on Broadway, with these collisions mainly occurring in instances where there was no crossing facility within 50 metres of the collision. This accounted for 25 of the 43 reported pedestrian collisions.

A notable find of the study was a high number of pedestrian collisions at the Coldershaw Road/ Broadway junction. A site visit to the area observed northbound traffic approaching this junction at high speed, which may indicate a rat-running issue in the area.

The number of fatalities on London’s roads fell to its lowest level on record during 2016, with car occupant fatalities halving when compared to 2015 data. The number of slight casualties also fell amongst motorcyclists. Despite these positive trends the number of pedestrian casualties increased during this time.

Analysis of year-end 2016 collision data identified that 25,126 collisions had occurred resulting in 30,270 casualties. Of these 116 people were fatally injured, 2385 were seriously injured and 27,769 were slightly injured.

The number of fatalities fell from 136 to 116 in 2016, compared to 2015 records, which is the lowest level of reported fatalities on record. However, the number of serious injuries increased by 22% (1,956 to 2,385) during this time. When collating collisions resulting in a fatality or a serious injury (KSI’s), the total number of (KSI) casualties increased by 20% in 2016 compared to 2015.

Within the London Borough of Ealing, there were a total of 1258 reported casualties in 2016, which is a 5% increase from reported collisions in 2015. Within these collisions there were noticeable increases in the number of pedestrian (23%) and car occupant (16%) casualties. However, the number of pedal cyclist (-22%) and powered two-wheeler casualties has decreased during this time (-13%).

The total number of casualties for Outer London was reported as 16,969 for the same period. Analysis determined that the number of pedestrian casualties has increased by 6%, however, the number of casualties from other travel modes; pedal cyclists (-5%), powered two-wheelers (-5%) and car occupants (-1%) have decreased.

Collision Measure	Location
	Complete Plot Area
Total Collisions	118
Annual Average Collisions	39.33 (57 collisions per km of road)
Annual Average Pedestrian Collisions	15.33 (22.22 pedestrian collisions per km of road)
Annual Average Cyclist Collisions	5 (7.25 cyclists collisions per km of road)
Annual LB Ealing All Collision Rate ¹	10.2 per km (A roads) 0.53 per km (C and unclassified roads), 1.61 per km (all)
Annual London All Collision Rate ¹	8.66 (A roads) 0.49 per km (C and unclassified. roads), 1.56 per km (all roads)
Annual London All Pedestrian Collision Rate ²	1.8 per km (A roads), 0.8 per km (C road), 0.09 per km (unclassified road), 0.36 per km (all roads)
Annual London All Cyclist Collisions Rate ³	2.26 (TLRN), 0.20 per km (Borough roads), 0.28 per km (all roads)

1 Borough and London total collision rates taken from TfL (2015) Collision Levels in Greater London - 2011-2013 (Issue 14), table 4.5 'Collision rates per kilometres by borough and road class 2013'.
2 London pedestrian collision rate taken from TfL (2012) Levels of Collision Risk in Greater London (Issue 13), table 3.16 'Pedestrians collision rates per kilometre in Greater London by road class and severity 2010'.
3 London cyclist collision rate taken from TfL (2012) Levels of Collision Risk in Greater London (Issue 13), table 3.9 'Pedal cycle collision rates (pedal cyclist involved, not necessarily injured), per kilometre in Greater London by highway authority and severity 2010'.

Comments
All of the recorded collisions occurred on a road classed as A. The figure above shows that the total average collision rates on A-roads are 10.2 per km and 8.66 per km of carriageway, for LB Ealing and London respectively. The carriageway of Uxbridge Road / Broadway was measured and determined to be 690m. Using this measurement, the annual average collision rate for Uxbridge Road / Broadway is 39.33 per km of carriageway and the annual average pedestrian collision rate and annual average cyclist collision rate is 22.22 per km and 7.25 per km of carriageway respectively. With reference to the figure above, these results show that the average annual collision rate for Uxbridge Road / Broadway is over five times greater than the borough average, and over six times greater than the London average. Figure above also indicates that the pedestrian collision rate is over twelve times greater than the London average, whilst the cyclist collision rate is thirty-six times greater than the London average.

2.5.2 Collision reduction measures

A site audit was undertaken in order to assess the environment and to identify whether there were any apparent rat-running or road safety issues.

Coldershaw Road and Kirchen Road appeared to facilitate rat-running vehicles avoiding the main roads. Road closures with pedal cycle modal filters is a possible solution, which retains access for residential access but prevents the movement of through traffic. This would reduce the volume of traffic travelling on local roads and create a safer environment for cyclists. It can also create an increased uptake in this travel mode.

The methodology for road closure prioritisation was based on;

- The number of reported collisions.
- The level of reported rat-running
- The frequency that vulnerable road users will use the routes
- Road closure feasibility

For example, roads which contain schools are to be considered a priority as a safe environment for children can encourage walking and cycling to school, which promotes physical health and well-being and can minimise the issues associated with school related parking congestion around schools.

Following this methodology, the proposed prioritisation for road closures is as follows.

Priority 1

- Kirchen Road/ Lancing Road
- Drayton Green Road/ Lancing Road
- Drayton Green Road/ Kirn Road
- Leeland Terrace/ Coldershaw Road
- Seaford Road/ Milford Road
- Brownlow Road/ Broadway

Priority 2

- Oakland Road (between Coldershaw Road and St Kilda Road)
- Westfield Road/ Milford Road

Priority 3

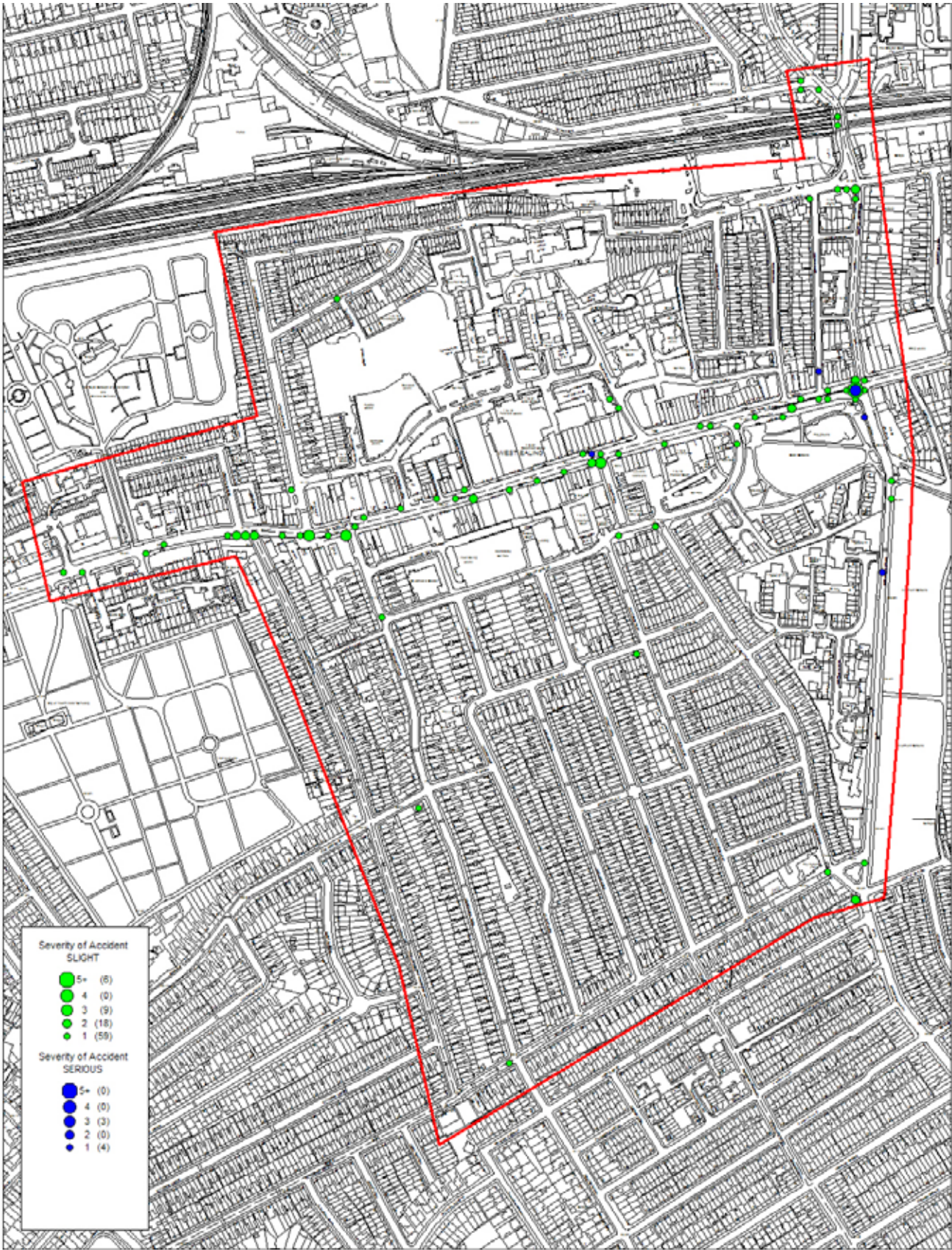
- Sydney Road/ Regina Road
- Adelaide Road/ Brisbane Road

Analysis of collision data identified that there was pattern of pedestrians being struck by vehicle whilst crossing the road informally, as opposed to using a Zebra or Pelican crossing for example. This trend can be mitigated by relocating the existing position of the formal crossing to one which is in the pedestrian desire line.

Entry treatments at junctions on the route are proposed which can be effective in reducing vehicle approach speeds and turning speeds in the junction, improving road safety for all road users. This measure could be particularly effective at the Coldershaw Road/ Broadway junction which has recorded a high number of pedestrian collisions. Raised tables are proposed in locations where there is high pedestrian footfall (for example, Broadway) to reduce vehicle speeds and collisions, improving road safety for pedestrians and other vulnerable road users.

The proposed measures described herein will be particularly effective in Singapore Road, where a mosque is proposed. These measures will reduce the number of vehicle trips and encourage trips to the site by more sustainable modes .

2.5.3 All Personal Injury Collisions



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2.5.4 Pedestrian Collisions

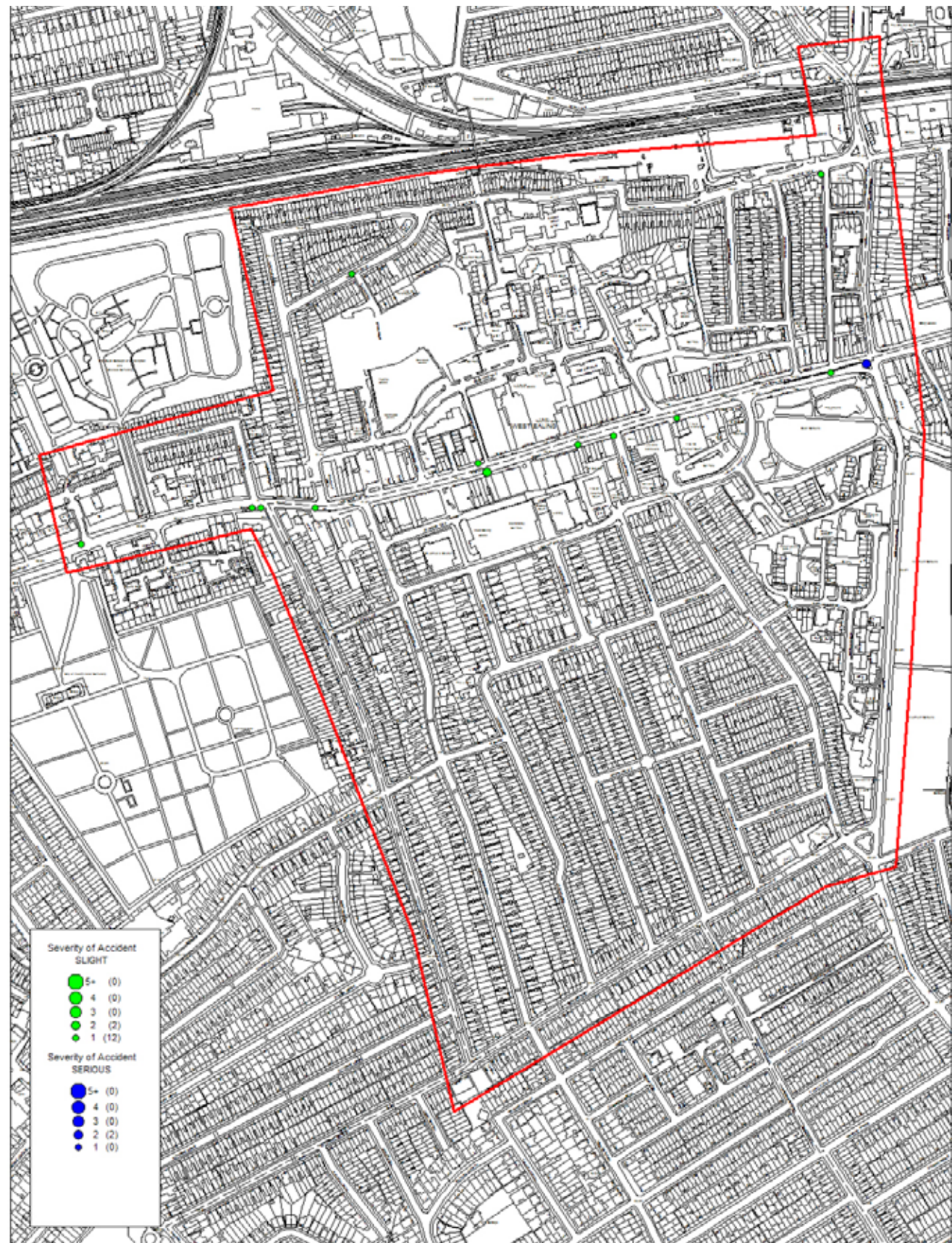


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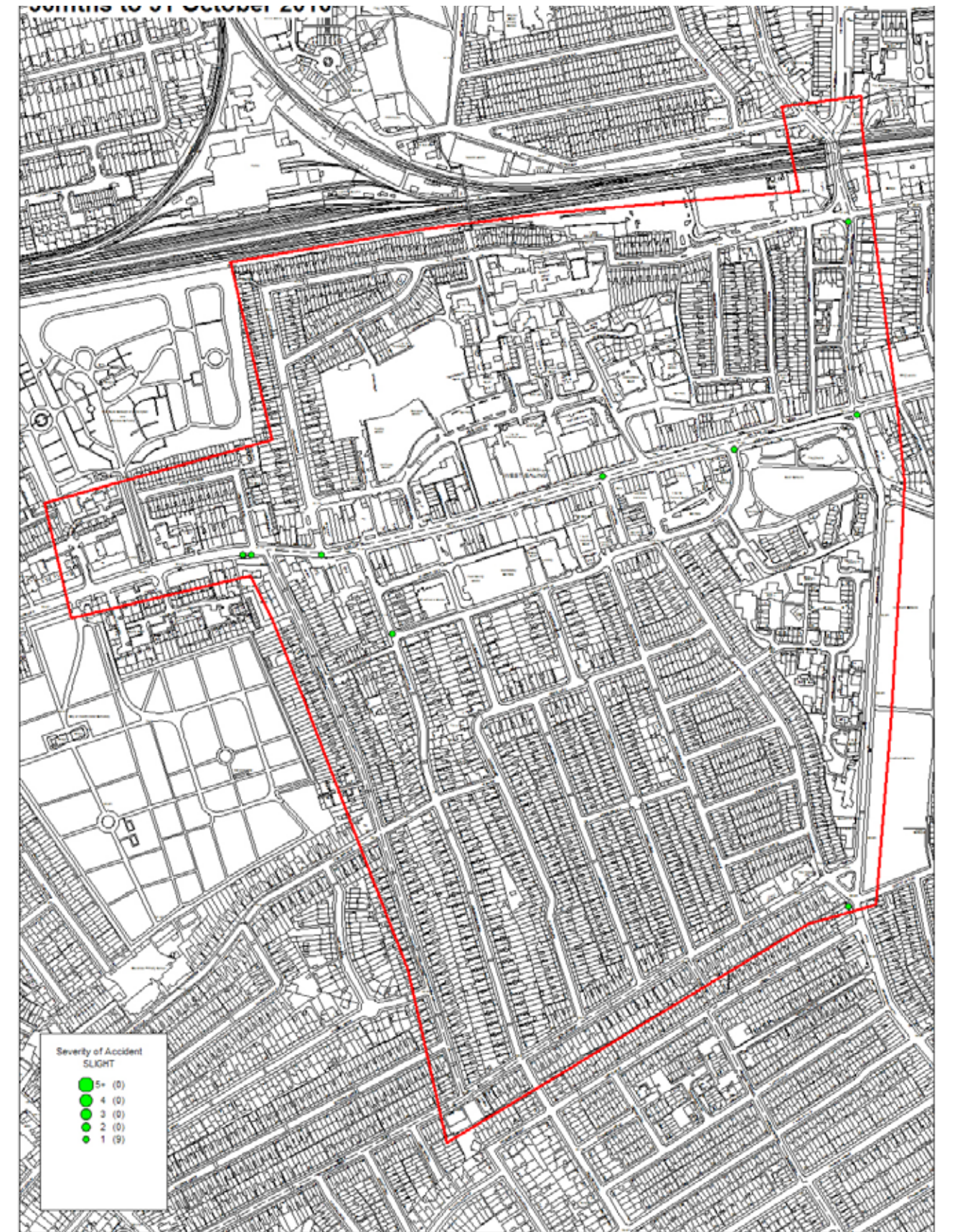
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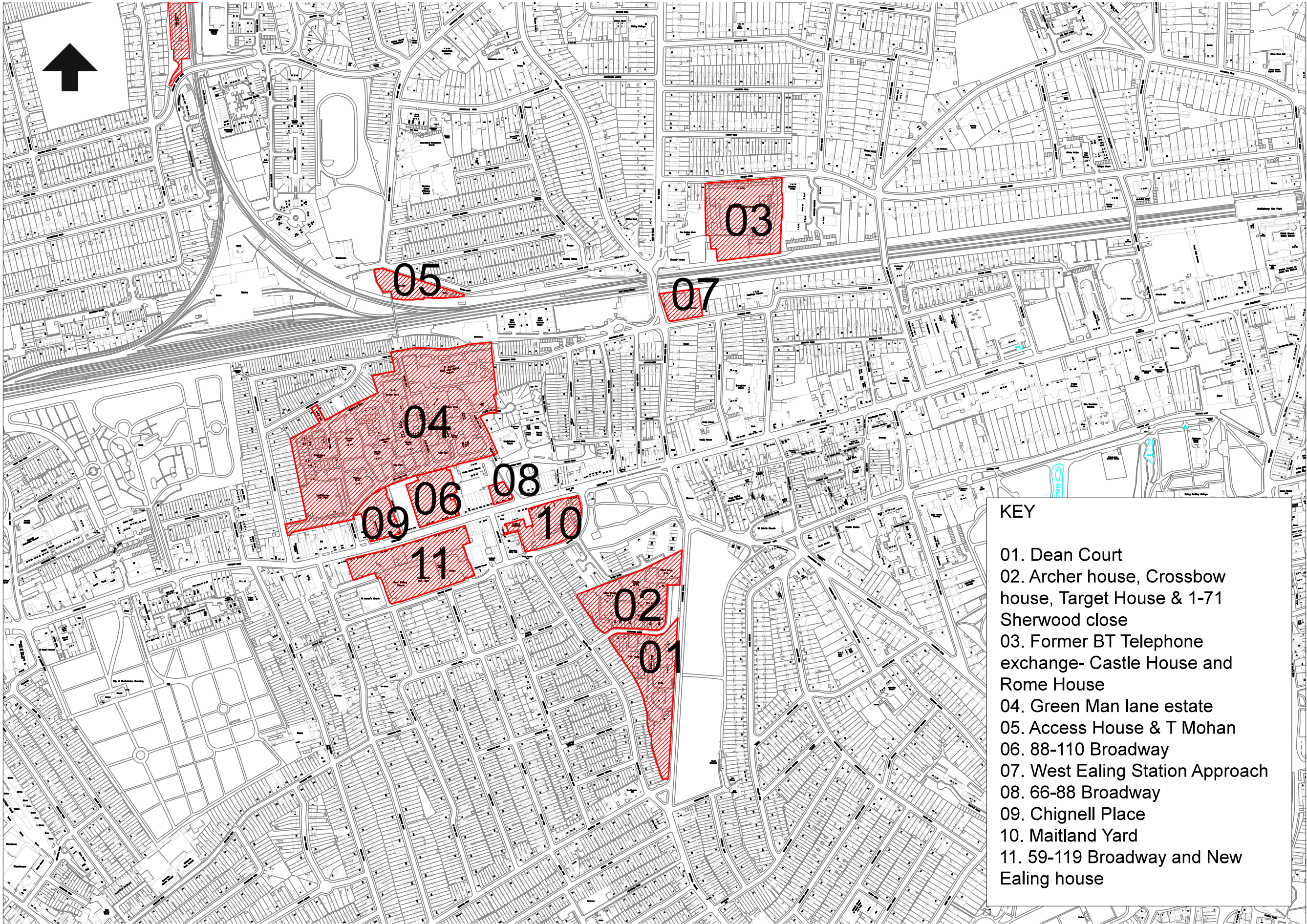
2.5.5 Pedal Cycle Collisions



2.5.6 Powered 2 Wheeler Collisions



2.6. Housing Development Sites Context





3. SITE AUDIT AND HEALTHY STREETS ASSESSMENT

3.1. West Ealing Site Audit

The main north/south roads are Drayton Green Road and Northfield Avenue (Distributor Road types), which both join the Broadway at a junction known as the Lido junction, at the eastern end of the West Ealing high street adjacent to Dean Gardens. This junction is the source of much of the congestion in the area and is a threatening proposition for all but the most confident cyclists, even though two separate designated cycle routes converge there. When this junction is congested, local drivers know to avoid it and can then take the quieter residential back routes that are more suited to cyclists.

None of the proposals seek to change any of these classifications.

Existing formal cycle provision:

Commuter cyclists are likely to make use of the designated route that runs east/west along The Broadway/ Uxbridge Road. Within the study area, its route consists of advisory cycle lanes of 1.5m width and bus lanes in both directions. However, cyclists may often find either stopped buses or loading vehicles in the cycle lanes. This forces cyclists to move with the main flow of traffic. There are no ASLs at the Lido junction. A Quietway runs east/ west through residential streets in the south of the study area and includes some point closures and one-way movements along the route. It runs through Dean Gardens and then, where it crosses Northfield Avenue, cyclists are forced to deviate from their route along narrow shared paths to use a toucan crossing to the south and then double back into Mattock Lane.

A north/ south route goes past West Ealing railway station and along Drayton Green Road and across The Broadway to Northfields Road. There are no dedicated lanes or other facilities.

Cycle parking facilities are limited to the Core Area. There are individual or small groups of stands along The Broadway, on Leeland Terrace and on roads connecting them.

Parking:

The local streets are very densely parked because not many houses have front drives and crossovers. They suffer from parking stress brought about from rail and underground stations and amenities within a close proximity. Other parking pressures are attributed to parking displacement from surrounding zones and new build apartments.

Effects of the parking stress include:

- Reduced visibility for pedestrians and motorists – in particular at junctions.
- Reduced air quality.
- Congestion and reduced street aesthetics / place value.
- Lack of rotation of visitors to the area affecting businesses.

The northern section of the study area already has a CPZ. Ealing Council are about to implement a new CPZ to the south of The Broadway, projected to begin mid-October 2017, with completion in November. Hours of Restriction for Resident Bays are from 9-10am and 2-3pm.

Impact of proposals on TfL infrastructure

The bid includes the relocation of two pedestrian crossings on The Broadway and one toucan crossing on Northfields Avenue. Funding for a feasibility study into restoring the right turn at the Lido junction on The Broadway is being sought, which would have an impact on the SRN. However, the proposals to be constructed in this WELN bid do not have any impact on the functionality of TfL infrastructure.

Site conditions, constraints or items needing further investigation

The proposals include point closures of some roads and the implementation of filtered permeability. These will need to be trialled and modelled to establish the impact on the wider network.

3.2. West Ealing' Healthy Streets Assessment

The Healthy Streets approach is a system of policies and strategies to help Londoners reduce their reliance on cars and encourage them to walk, cycle and use public transport more.

The Healthy Streets guidance provides ten indicators on how to achieve this, represented by the roundel graphic on the right.

While we have been advised that a full Healthy Streets check is not required for the October 2017 round of bidding, the following pages constitute a Healthy Streets assessment for West Ealing, based on an understanding of the content of the future guidelines.

Selected quotes from residents responding to the Healthy Streets consultaion are given in quotation marks and in blue text.



3.2.1 People choose to walk, cycle and use public transport

The residential street network provides a more favourable and attractive environment for walking and cycling, however rat-running is a prevalent issue creating a traffic environment that does not match the type of street, negatively impacting the attractiveness of the environment to walkers and cyclists.

There are some point closures in the southern residential road sections to deter rat-running; however there could be more as this remains an issue. The residential streets also suffer from parking pressure as a consequence of the nearby amenities, rail and Underground stations. This has a negative impact on the attractiveness of these streets due to reduced visibility for pedestrians and motorists (in particular at junctions), reduced air quality, congestion and reduced street aesthetics/ place value, and lack of rotation of visitors to the area affecting businesses. The northern section of the study area already has a CPZ. Ealing Council are about to implement a new CPZ to the south of The Broadway, projected to begin mid-October 2017, with completion in November. Hours of Restriction for Resident Bays are from 9-10am and 2-3pm.

The Broadway is part of the SRN and as a consequence is a very busy route and often heavily congested. This can cause feelings of intimidation for walkers and cyclists alike due to the sheer volume of traffic present.

The needs of cyclists have been considered to an extent in the study area in the form of cycle links; however it is noted that cycle parking provision is not common in the area. A direct east/ west route runs along The Broadway/ Uxbridge Road. Within the study area, its route consists of advisory cycle lane and bus lane in both directions. Due to buses stopping and loading vehicles a cyclist may often find they need to move into the main stream of traffic. There are no advanced stop lines (ASLs) at the Lido junction. A Quietway runs east/ west through residential streets in the south of the study area and includes some point closures and one-way movements along the route. It runs through Dean Gardens and then, where it crosses Northfield Avenue, cyclists are forced to deviate from their route to use a toucan crossing to the south and then double back into Mattock Lane. Another route runs north/ south past West Ealing railway station and along Drayton Green Road and across The Broadway to Northfields Road.

Aside from these, there are no dedicated lanes or other facilities and there is room for improvement to make the existing provision more consistent and legible. Furthermore, despite the cycle provision, The Broadway is a clear obstacle to cyclists, both in crossing it north/ south due to the lack of suitable crossing points and using it east/ west because of the volume and speed of traffic and low air quality. Similarly the Lido junction presents an intimidating obstacle for less confident cyclists despite the convergence of two formal cycle routes at the location.

Space in the core area along The Broadway is constrained to allow comfortable space for walkers, cyclists and public transport alike due to the road being heavily traffic dominated by private vehicles. Expected growth in future demand will therefore increase pressure on this link, and the vision is to create an area which is superior to the existing situation. Northfield Avenue is also noted to provide a constrained environment, with the shared space provision on approach to the Lido junction being very narrow.

The footways are mostly in a reasonable condition within the site. However, a noticeable exception to this is where mature trees have lifted the footways. The council's maintenance team in many cases has intervened and removed the flags and laid tarmac. However, this is often a temporary solution as it soon gets lifted further, and is not always good for the tree. Furthermore paving materials have been noted to be tired in places and in need of upgrade.

The study area benefits from frequent and direct public transport links, with West Ealing rail station located off B452 Argyle Road and frequent bus services routed along The Broadway, however the waiting environment for public transport users is not favourable on The Broadway due to high levels of air and noise pollution.

"Segregated cycle lane along or parallel to Uxbridge Road."

"There should be safe cycling roads separated from and no access to other vehicles."

"I would like to see signs at bus stops and other prominent places saying how many minutes/ paces it would take to walk to main areas of Ealing./ Hanwell / Brentford.(I've seen such signs in central London) This would encourage people to walk and help change the mind set that you don't have to always get in the car for local journeys."

"Due to the bad behaviour of many cyclists riding on the pavement, this continues to be a great problem in West Ealing"

"As a cyclist, there are roads around Ealing and Hounslow boroughs that have dedicated cycle/lanes but with a lot of rat running around the residential streets, traffic could be reduced and safer for both cyclists and pedestrians."

"I cycle to work from West Ealing to Oxford Circus but go via Paddington Canal to avoid Uxbridge Road because cycling infrastructure is so poor. Adds 15 mins and about 3 miles on to my journey."

"I personally walk a lot and cycle every day to work. More paths for both are important for me and my family."



3.2.2 Pedestrians from all walks of life

The centre of activity of the site is The Broadway. With its shops, civic buildings and connections to the public transport network, it is clearly a well-used high street which meets the varied needs of the local community. It is also quite special in that there is a public park (Dean Gardens) so close to the main commercial area. This is a major draw for pedestrians and people of many different social groups, ages and levels of mobility use the area.

On The Broadway, footways are generally in average condition but very cluttered. The useable width of footways is below what can be considered sufficient to allow for a range of activities including space for those waiting for public transport, and accessing/ exiting and pausing around shop frontages.

Residential streets are more constrained, with high parking levels creating more restrictive movement. As noted previously, however the issue of footways being lifted by mature trees can present an obstacle to movement for mobility impaired users and those with prams and buggies, and this is exacerbated by the high parking levels limiting opportunity for diverting to avoid obstructions.

“We are lucky to live in an area with a diversity of people from young families to old people which means there are scooters, bicycle and wheelchairs and everybody needs place to move on safely!”

“About inclusiveness and access for all.”

“Everyone ought to be able to use our streets.”



3.2.3 Easy to cross

The high levels of traffic on The Broadway, and in the residential streets suffering most severely from rat-running, creates difficulty in crossing for pedestrians who may want to cross between designated crossing points to reach their desired location. The width of The Broadway presents an additional barrier, with pedestrians required to cross up to 4 lanes of traffic in some sections. This can be an intimidating and impossible task for pedestrians, in particular for people with mobility impairments or people crossing with children, and the location of crossings constrains pedestrians to high levels of detour to reach their intended destination.

The main junctions and streets in the study area are difficult to negotiate on foot. In particular, the Alexandria Rd/ Drayton Green Rd/ Hastings Rd junction and the Lido junction on the Broadway involve multi-arm crossings and islands which require pedestrians to wait. In some locations there is a sense of vulnerability for pedestrians to vehicles turning at speed or rushing the signals.

On the side streets and residential roads, it is noted that tactile paving is largely missing and in some locations drop kerbs are set too high for people with mobility impairments or buggies to cross easily. Very few side entries benefit from areas of raised carriageway to help slow traffic at junctions and aid pedestrian crossing, and often traffic calming measures do not relate to areas where pedestrian activity might be heightened around pedestrian desire lines. The large number of parked vehicles in the residential streets also prevent easy crossing by restricting crossing locations and impairing visibility

“...too much car parking is making it difficult to cross the road.”

“More pedestrian crossings because I feel there are too many people crossing traffic lights before it’s safe to cross. They often cross just seconds before the traffic light turns red.”

“Uxbridge road often has fast moving traffic and is quite wide. More islands to help cross, especially to get to opposite bus stops.”



3.2.4 People feel safe

As discussed in previous sections, the highly trafficked nature of the key distributor roads such as The Broadway and Drayton Green Road contribute towards feelings of intimidation amongst pedestrian and cyclists, and the resultant constrained road space impacts on motorists' ability to safely stop or manoeuvre to avoid collision if necessary

A large proportion of the study area to the north and south of The Broadway is covered by a Public Space Protection Order (PSPO). This is in place for three years, terminating in 2020. It was introduced as a consequence of evidence showing high numbers of violent crime and anti-social behaviour within the PSPO area. These behaviours can create a threatening feel amongst those who use streets in the area and discourage pedestrian and cycle activity, particularly during hours of darkness. The implementation of the PSPO is intended to address this known issue and lead to improved feelings of safety and security amongst street users.

The majority of streets within the study network benefit from overlooking of residential properties to increase perceived and real levels of security. However, there are some noteworthy exceptions such as Jacob's Ladder, Northfield Avenue and Green Man Passage, as well as a number of streets that back on to The Broadway that are notable for their lack of active frontage and therefore surveillance and supplementary lighting from shop fronts. These locations can present a perceived threatening environment to walk or cycle in particularly in hours of darkness. The council has recently implemented new LED lighting at either end of Jacob's Ladder to assist in this aspect.

"There are areas of West Ealing that feel unsafe, where gangs gather to take drugs, make noise and behave antisocially. I would like to live in the community without feeling threatened."

"No one should have to live with threats hanging over them. Ealing should be a place where crime is not an issue any more."



3.2.5 Things to see and do

The Broadway has a range of shops, food and beverage outlets, banks and pubs typical of a London high street. Every Saturday there is a farmer's market on Leeland Road, which is closed to traffic for the occasion. However, besides the commercial offer of the district centre, the area does not have many features that will draw in people from further than the immediate surroundings. The exception is Dean Gardens which, despite its current poor access relationship with the street, is the main draw for families, with space for children to run around and an area of play equipment.

The residential streets of the study area predominantly benefit from a pleasant character with front gardens and street trees commonly lining the streets. Furthermore the predominant architectural style of terraced housing with bay windows creates a varied frontage providing some visual interest. The Broadway is a mix of building heights and architectural styles, as is common in a high street setting. Some street trees are present, and the variety and abundance of shop fronts provides visual interest.

"West Ealing high street used to have quality shopping, including independent shops. It is good for basic shopping but is a shabby and dirty place which one would not choose to loiter!"



3.2.6 Places to stop and rest

There are very few places to stop in the study area. Street benches and pocket parks are largely absent, so the streetscape has a very strong “movement” aesthetic. The quieter nature of the residential streets allow for people to stop if they need to without obstructing pedestrian flow, however opportunities to sit are minimal.

The only exceptions to this character where people are seen to rest are Dean Gardens and the pedestrianised section of Melbourne Avenue outside the public library. These spaces are popular, and provide seating with back and arm rests to cater towards the needs of all users, allowing people to sit in groups and socialise removed from the main flow of traffic. The seating provision on Melbourne Avenue is pleasant and of an attractive design incorporated with street trees and planters, and the surrounding buildings provide shade and shelter. Dean Gardens is more exposed providing less opportunity for shelter during wind and rain, however there are some benches situated to benefit from tree shade during sunny weather.

3.2.7 People feel relaxed

The heavy traffic routed along The Broadway creates a busy and sometimes intimidating environment for pedestrians and cyclists. Similarly the subsequent rat-running issues on residential streets create a busy and traffic dominated environment that does not fit the street character and contributes towards a street feel that is mismatched with what would be expected of a quiet residential neighbourhood.

The Broadway hosts a level of street clutter due to the prevalence of obstacles to pedestrian flow such as phone boxes, advertising boards, and guardrailling. This is offset by the relative width of the footways which provide a degree of separation from vehicular traffic, however street clutter coupled with heavy traffic contributes towards a busy and confined feel.

Pedestrian and cyclist signposts and wayfinding points are present around The Broadway, however these are limited in number and overwhelmed by signage aimed towards motorists.

Space for walkers, cyclists and vehicles to coexist without conflict is constrained in the study area. As noted in previous sections, The Broadway is a major obstacle to cyclist movement despite the cycle lanes present. The heavy traffic requires confident cyclists to compete with road traffic, or less confident cyclists opting to cycle on footways to compete with pedestrian movements.

3.2.8 Not too noisy

The streets in the residential parts of the study area are quite peaceful. However, the proximity of the Great Western mainline in the northern section means that every few minutes there is the sound of a train passing at speed. Perhaps this becomes less noticeable with time spent in the area, but it stood out to our audit team. The main source of noise is The Broadway, which is loud enough to require pedestrians to raise their voices to be heard when walking along it.

“... what if Leyland Terrace became fully pedestrianised? Seats for chatting open air seating cafes?

Continue Farmers market which is excellent. A site within the busy bustle of shops for repose?

Lots more art engagement. Better signage to OpenEaling . A real art gallery bookable space like W3 gallery?”



“A relaxed environment in the local community improves well-being and makes the whole environment more enjoyable. Dirty streets and pavement clutter are depressing and drag an area down.”



“...non-stop traffic noise from a distance, also vibrations, which I have needed to get a white noise machine to mask. Also, the drone of traffic echoes along the increasingly canyon-like streetscape”



3.2.9 Clean air

The air in proximity to the main routes through the area is subject to vehicle queuing at the junctions leading to lowered air quality from vehicle exhaust fumes.

One AQ monitoring station is present within the study area on Kirn Road off Drayton Green Road, showing annual levels constantly in excess of the legal maximum. Measurements taken just to the west in Hanwell show that the legal limit is also being breached on Uxbridge Road/ The Broadway. There are measurements for other residential locations that are just outside the study area and they show that the impact on AQ of the major streets is mitigated with distance, as they all show medium to high levels but below the legal maximum.

There are no specific measures in place to encourage the use of cycling and cycle parking is limited within the study area, and on-street parking levels in the study area are high indicating that there are no clear dissuading factors to discourage people from driving to the area.

Some point closures are present within the residential street network, creating levels of detour to discourage short trips, however more could be implemented as the prevalence of rat-running in the area demonstrates the streets are still attractive to drivers. Furthermore, the levels of detour incurred by pedestrians and cyclists wishing to cross major roads in the area are significant, giving a perceived priority to motor traffic.

3.2.10 Shade and shelter

The West Ealing area is fortunate in that there are a considerable number of street trees over much of the study area. This treed streetscape exists by virtue of the general lack of vehicular crossovers leading to front garden parking in the residential areas. It is noticeable that where crossovers are more prevalent or where the street character is more modern there are fewer trees.

The street trees are typically small to medium in stature, although there are few locations (e.g. Northfield Avenue) where the trees are substantial. Trees in the area are predominantly deciduous allowing shade in the summer and sunlight during winter.

The residential streets are relatively narrow and provide a degree of shelter from winds, and the varied building heights along The Broadway allows for a mix in levels of shade during sunny weather. Shelter is also available for public transport users on The Broadway and Northfield Avenue, as many of the bus stops located here are equipped with shelters and perch seating.

“the main Healthy Streets Indicator I selected in the survey was 'Clean Air' because of its importance to people's respiratory and eye health, and because reducing air pollution is one of the priorities of the current Mayor of London. I felt this could be helped by planting more street trees in West Ealing, which not only beautify and help soften the built environment, and encourage wild life, but would also help absorb some air pollution.”

Clean air will mean more time to get out and engage with others in my community in public spaces.



“Creating a green corridor along the Uxbridge Road between West Ealing Broadway and Ealing Broadway, that is to fill in the many gaps that exist along that section of the Uxbridge Road by planting many more trees.”



3.3. Liveable Neighbourhoods Analysis of West Ealing by TFL

Scheme Location: West Ealing

Table B(1):
Outcome
Scoring (full
version)

Outcome	Score	Indicator	Importance Score & Description	V Low	Low	Medium	High	V High
LN objectives to deliver	+ High	Active - Are current and potential cycling & walking levels high? Propensity to mode shift.	Current cycle demand	+ High	High current cycle demand			
			Cycle potential demand	+ High	High future cycle demand			
			Current pedestrian density	+ High	High current pedestrian density			
			Walking potential	+ High	High future walking potential			
	+ Medium	Safe - Are KSI and crime levels high?	Fatalities	+V Low	Lowest incidence			
			Serious Injuries	+ Medium	Medium incidence			
			Slight Injuries	+ High	High incidence			
			Reported crime score	+V High	Highest incidence			
			Reported crime risk	+ High	High risk			
	+V High	Green - How high is the priority to improve air quality?	2010 NO2 Levels	+V High	Highest pan-London level			
			2010 PM10 Levels	+V High	Highest pan-London level			
			2020 modelled NO2 Levels	+V High	Highest pan-London level			
			2020 modelled PM10 Levels	+ High	High pan-London level			
	+ Low	Efficient - Are freight and servicing flow levels high and is there a high car dependency? Space to mode shift.	Vehicle flows	+ Medium	Medium pan-London levels			
			LGV flows	+ Low	Low pan-London levels			
			OGV flows	+ Low	Low pan-London levels			
			Cars & vans per household	+ Low	Low pan-London levels			
	+ Low	Connected PT - Is connectivity to PT a priority?	Access Index (PTAL)	+ Low	High existing connectivity			
Must also consider these outcomes too especially PT service and performance	+ Medium	Quality PT - Is bus demand and provision high, are we anticipating increased demand? Is bus performance deteriorating here? Consider scheme impacts to PT.	Bus speed change (am)	+ Low	Low performance decrease			
			Modelled boarding growth	+ Low	Low future boarding growth			
			Passenger loading (ODX)	+ High	High current pedestrian density			
			All day boardings	+ Medium	Medium pan-London levels			
			All day alightings	+ Medium	Medium pan-London levels			
			Bus serviced kms	+ Medium	Medium pan-London levels			
	None	Inclusive PT	No indicator (in development)	None	No Data			
	+ High	Growth - Does the area have high population and employment levels and are we anticipating high levels of growth in the area?	Current population density	+V High	Highest pan-London level			
			Current employment density	+ High	High pan-London level			
			Projected pop. growth (2031)	+ High	High projected growth			
			Projected job growth (2031)	+ Low	Low projected growth			

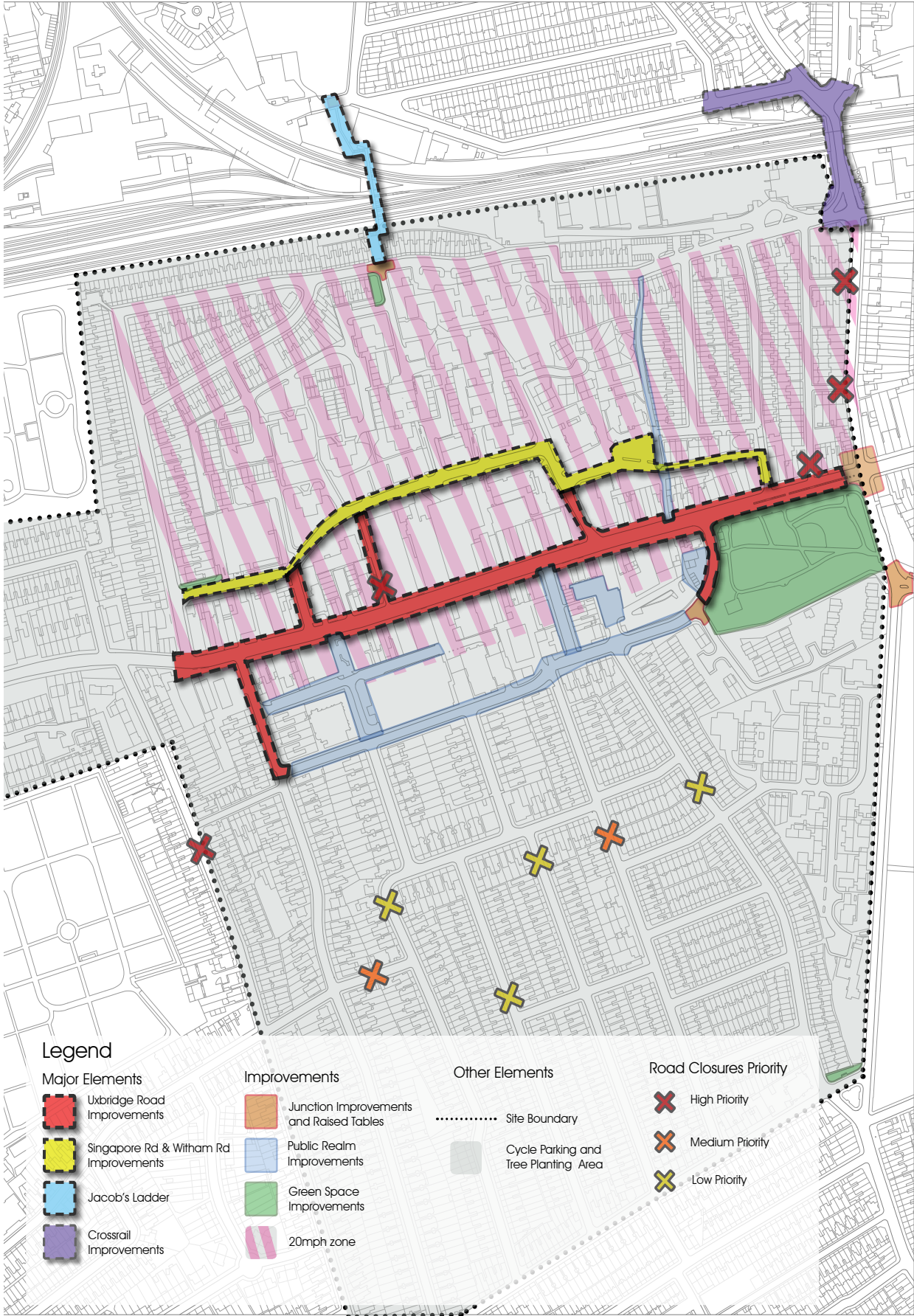
Table B(2):
Outcome
Scoring
(short
version)

Outcome	Score	Indicator	Importance Description	V Low	Low	Medium	High	V High
LN Objectives	AREA OUTCOME SCORING	Active	Current & potential cycling & walking levels	+ High	High ped & cycling demand and/or potential			
		Safe	KSI and crime levels	+ Medium	Average accident and/or crime incidence			
		Green	Air quality issues	+V High	Lowest air quality			
		Efficient	Vehicle flow levels & car dependency	+ Low	Low vehicle flows and local car ownership			
		Connected PT	Existing PT connectivity	+ Low	High PT accessibility index			
		Quality PT	Current & forecast bus demand & bus performance	+ Medium	Average patronage & bus performance			
		Inclusive PT	Accessibility level	None	Neutral importance			
		Growth	Existing & forecast pop. and employment levels	+ High	High population & employment density			
Consider								



4. SITE PROPOSALS

4.1. Proposals plan



Proposed Site Plan scaled to 1:1500 at A1



Not to scale

4.1.1 The Broadway






Through this section of the Uxbridge Road, The Broadway is a significant retail area and attractor for local residents. The corridor is currently characterised by congested footways and heavy traffic flows that create severance from one side of the road to the other for pedestrians and cyclists.

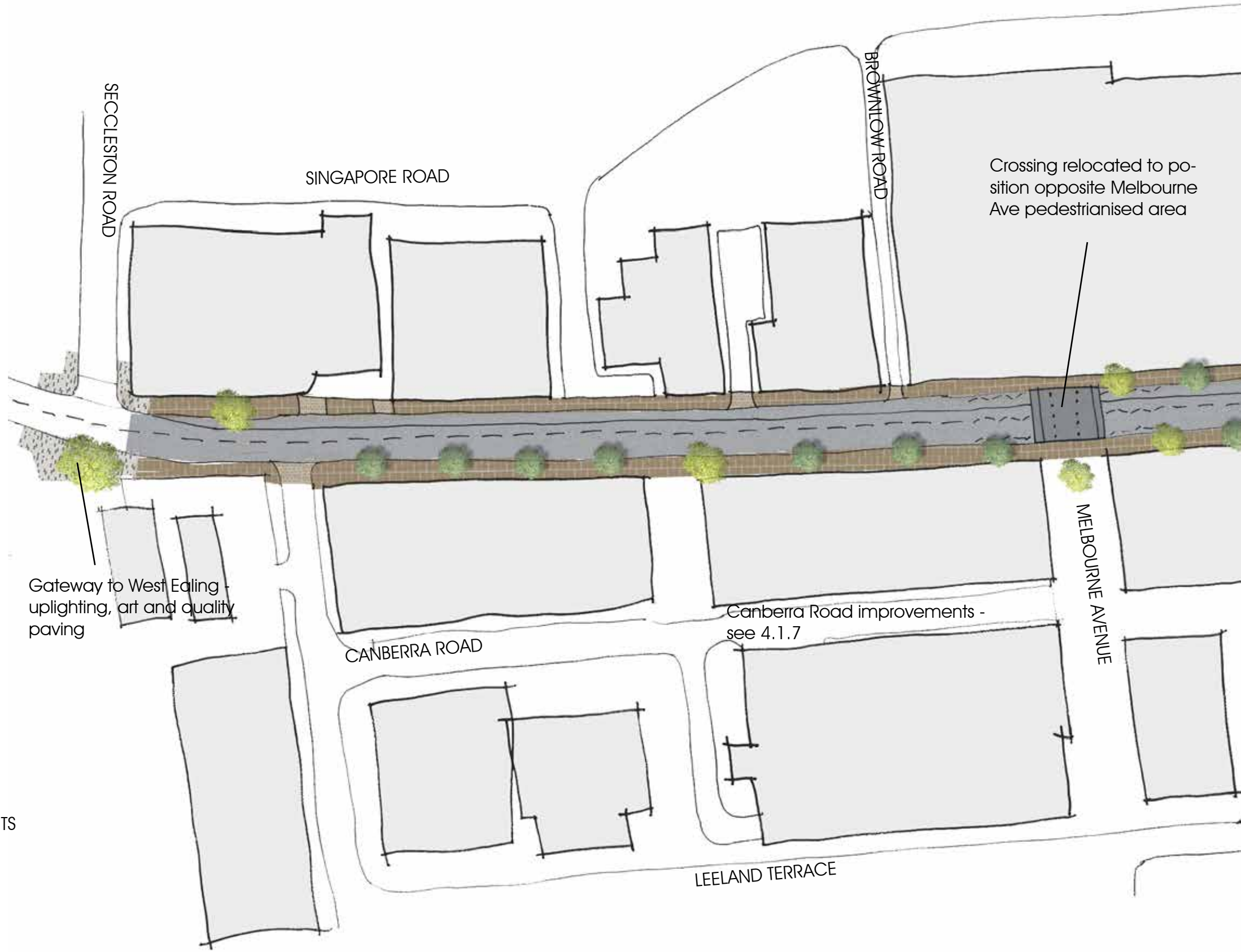
The Vision - a significant improvement and change to more sustainable transport can be achieved by redressing the balance between the carriageway and footway spaces. The council's vision is to create a strong sense of community space along The Broadway linking adjacent local residential streets. The reduction in private car use and through traffic is also an ambition so that in the longer term when the circumstances permit, the current three lanes could be reduced to one running lane in either direction. This would open up a large amount of carriageway space for wider footways, the ability to plant new trees, repave and install street furniture to support more social interaction and a dynamic pedestrian environment. The physical change to the carriageway would facilitate the integration of raised cycle tracks in footways, separating vehicles from cyclists.

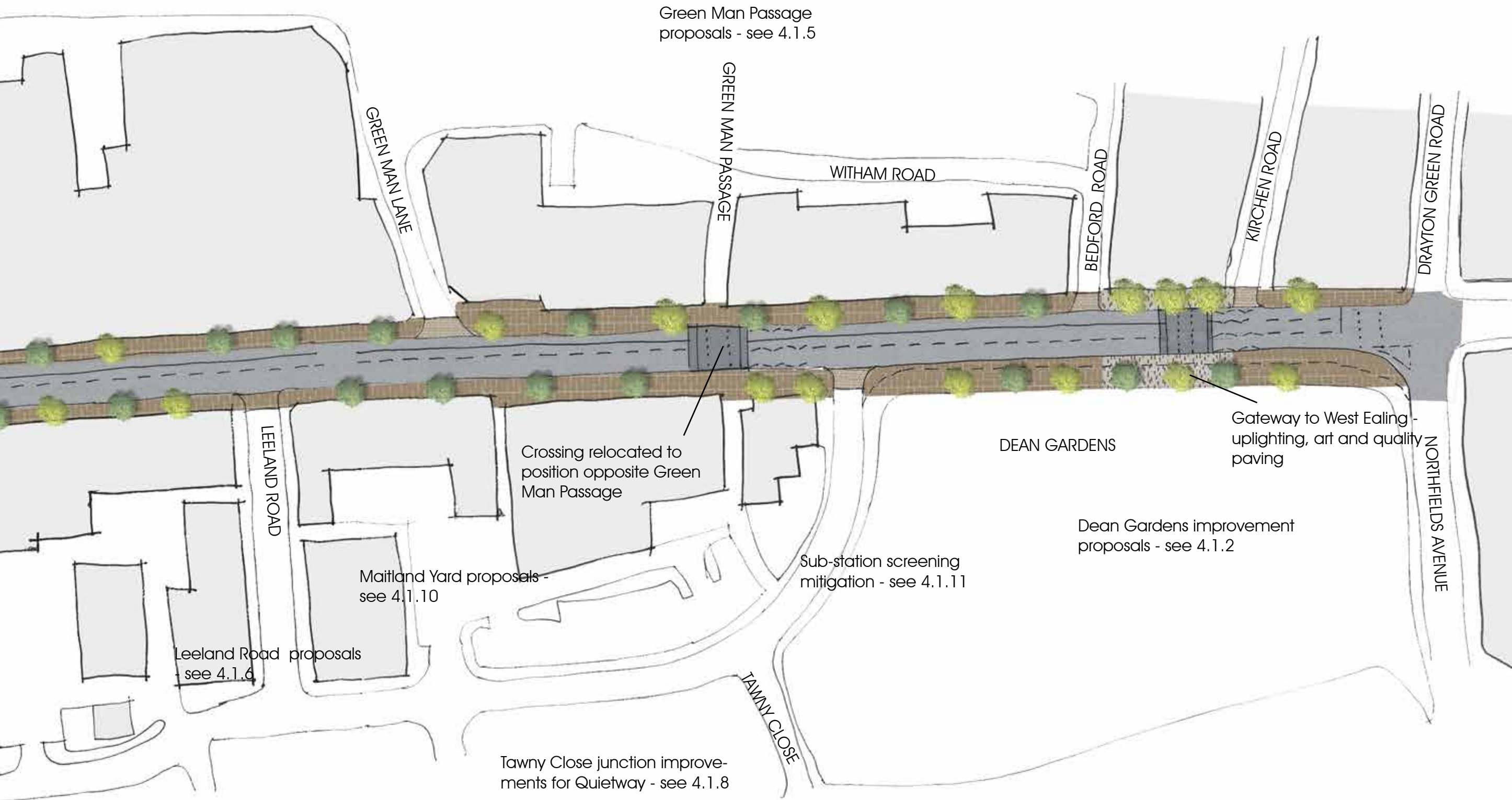
In the meantime, the proposals for the Broadway within this bid will be future-proofed enabling works that set the scene for the longer term vision. The existing kerb alignment and lane widths and assignments are still retained. Proposed measures include:

- Remove redundant and un-necessary street furniture e.g. pedestrian guard rails (De-cluttering)
- Replace street furniture with new coordinating palette and re-site to be consistent and logical
- Provide additional cycle parking
- Adjust location of pedestrian crossings to cater for desire lines and add raised tables
- Repave footways with new natural stone paving
- Resurface carriageway and remove extraneous carriageway markings and red bus lane surfacing
- Provide consistent side road entry treatments at every junction (SRETs)
- Resurface and de-clutter side roads
- Ban turns and/or propose road closures at selected side roads to reduce extraneous traffic
- Introduce road closures with filtered permeability for cycles in selected surrounding residential roads
- Introduce a 20 mph speed limit

Key

-  Special feature paving around Gateways
-  Small unit natural stone at crossovers and SRETs
-  Natural stone paving slabs
-  Existing trees
-  Proposed trees

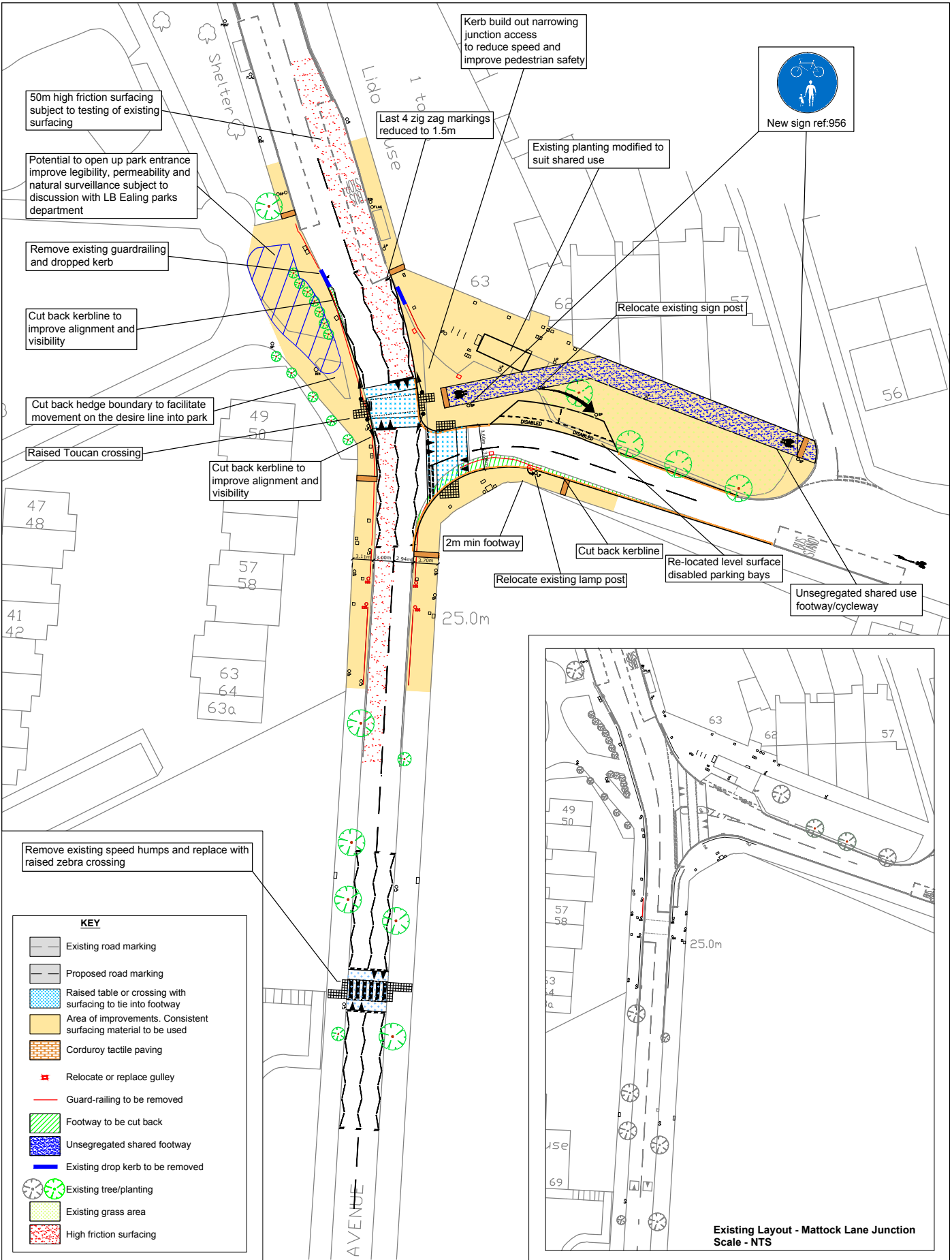




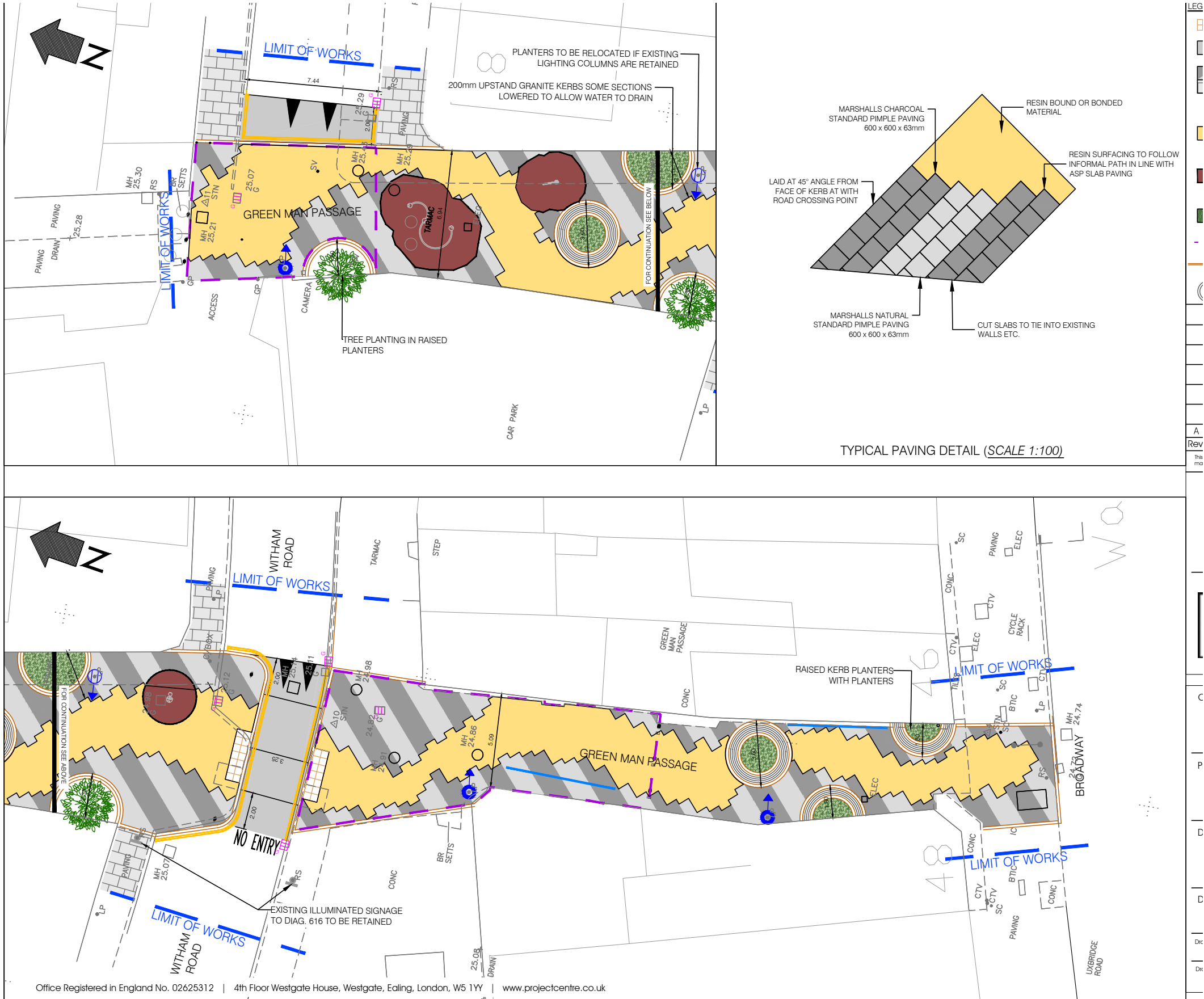
4.1.2 Dean Gardens



4.1.4 Northfield Avenue - Toucan Crossing



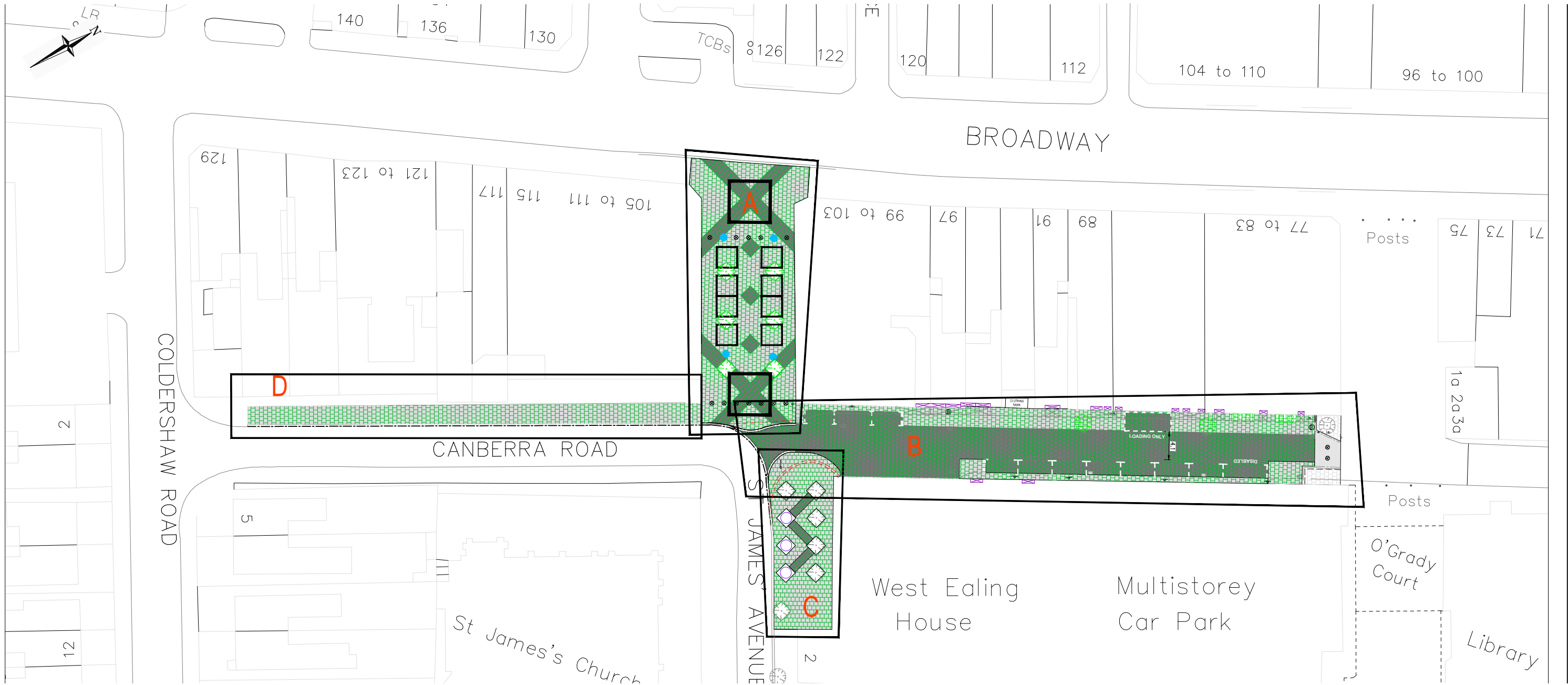
4.1.5 Green Man Passage



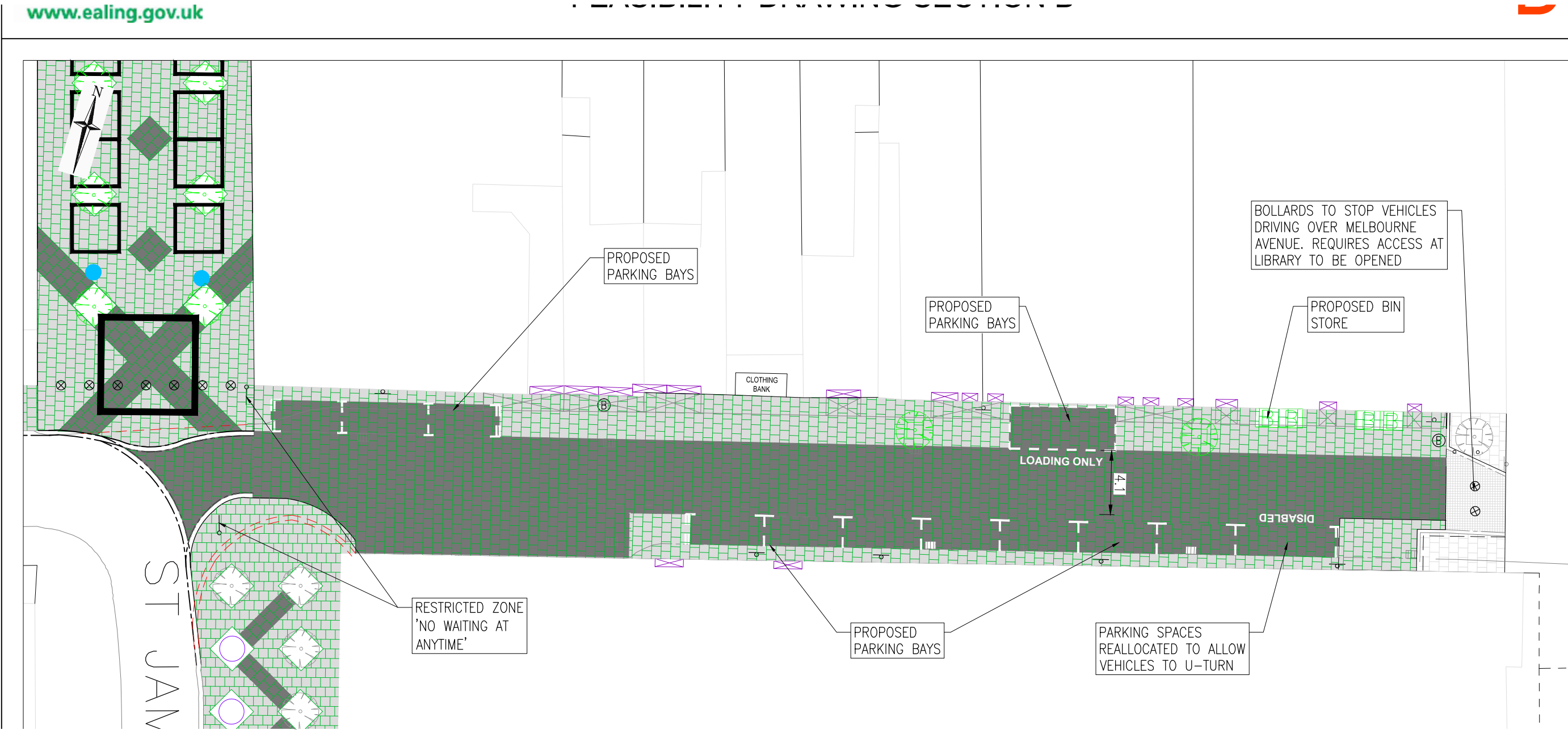
4.1.6 Leeland Road



4.1.7 St James Av and Canberra Rd Improvements Overview



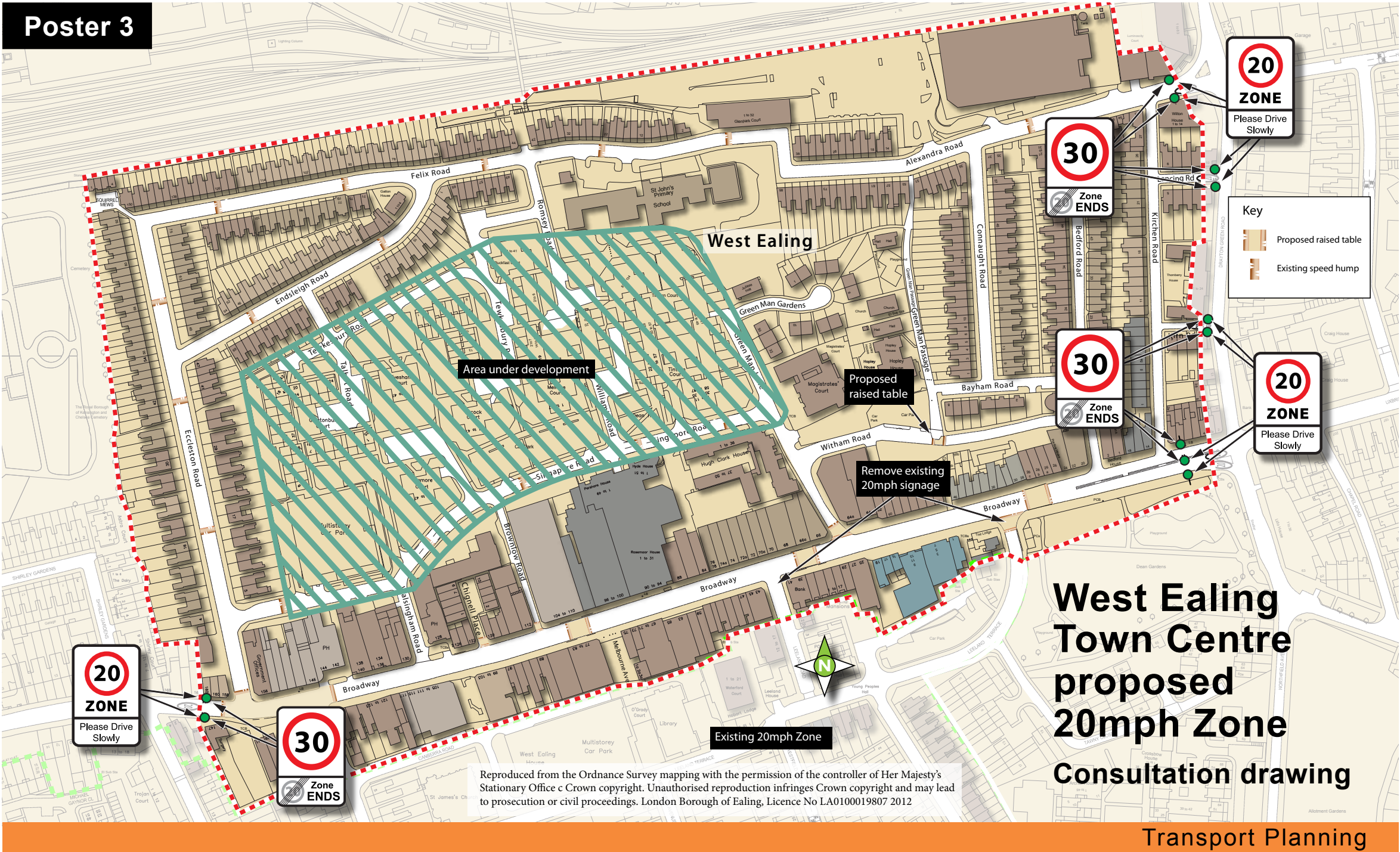
4.1.7.1 Canberra Road Improvement Works



4.1.10 Maitland Yard



4.2.5 town centre 20mph zone



4.2. Cost estimation per scheme

Name of scheme - Core area	Doc ref	Budget
The Broadway & resurfacing to side roads	4.1.1	£3,785,000
Right turn Drayton Green Rd to Broadway - Feasibility study	4.1.9	£12,000
Singapore Road/ Witham Road improvements	4.1.3	£850,000
Northfield Avenue/ Mattock Lane junction improvements	4.1.4	£50,000
Green Man Passage	4.1.5	£250,000
Leeland Rd market street	4.1.6	£350,000
St James Avenue and Canberra Rd	4.1.7	£350,000
Junction improvements at Leeland Terrace/ Tawny Close	4.1.9	£25,000
Maitland Yard	4.1.10	£15,000
Screening of electrical substation in Dean Gardens car park	4.1.11	£15,000
TOTAL		£5,702,000

Name of scheme Outer area	Doc ref	Budget
Jacob's Ladder footbridge improvements	4.2.1	£480,000
Filtered permeability and road closures	4.2.2	£100,000
Romsey Rd junction with Felix Rd	4.2.3	£25,000
Raised table on Manor Road	4.2.4	£5,000
Area wide 20mph speed limit	4.2.5	£25,000
Entrance gateway features to the area	4.2.7	£20,000
TOTAL		£655,000

Name of scheme - Soft landscaping	Doc ref	Budget
Dean Gardens	4.1.2	£1,450,000
Enhance available small green spaces/ create pocket parks	4.2.4	£90,000
Air quality screening for St John's primary school	4.2.6	£30,000
Planting and resurfacing under trees to remove trip hazards	4.2.3	£300,000
TOTAL		£1,870,000

Name of scheme - Soft measures	Doc ref	Budget
Information pack on sustainable options & PTPs	4.3.1	£40,000
Businesses and staff travel demand management plans	4.3.1	£40,000
Street closure events	4.3.2	£75,000
Public art and feature lighting installations	4.3.6	£75,000
Historic walking map	4.3.4	£10,000
No idling campaign	4.3.5	£10,000
Adults walking and activity promos and incentives	4.3.4	£25,000
Play streets	4.3.2	£10,000
Cycle training, promotions and incentives	4.3.3	£25,000
Sustainable routes to school	4.3.3	£75,000
TOTAL		£385,000

Name of scheme - Surveys	Doc ref	Budget
Parking beat survey	4.4.1	£15,000
Attitude survey before and after	4.4.3	£10,000
Travel and spend survey	4.4.2	£10,000
TOTAL		£35,000
GRAND TOTAL		£8,647,000