














Appendices  
Ealing Town Centre 2019 Liveable Neighbourhoods Bid

November 2019

# Contents

	A. Prospectus for Change (see separate document)
	B. Background
	C. Existing Context
	D. Existing Situation
	E. High-level Healthy Streets Assessment
	F. Summary of Identified Issues
	G. Strategic Case and Priorities for Change
	H. Outline Framework for Change
	I. Project Scope
	J. Delivery 'Outline' Projects, Estimated Costs and Phasing
	K. Intervention Impact Assessment
	L. Council's Statement of Support





## Appendix B Background

November 2019



The maps below show the area covered by Ealing Town Centre Liveable Neighbourhoods proposal.

## EALING TOWN CENTRE BOUNDARY



The boundaries for Ealing Town Centre and the zone of further influence were established based on discussions with technical stakeholders.

## EALING TOWN CENTRE, ACTIVE TRAVEL CATCHMENT AREA AND SURROUNDING NEIGHBOURHOODS

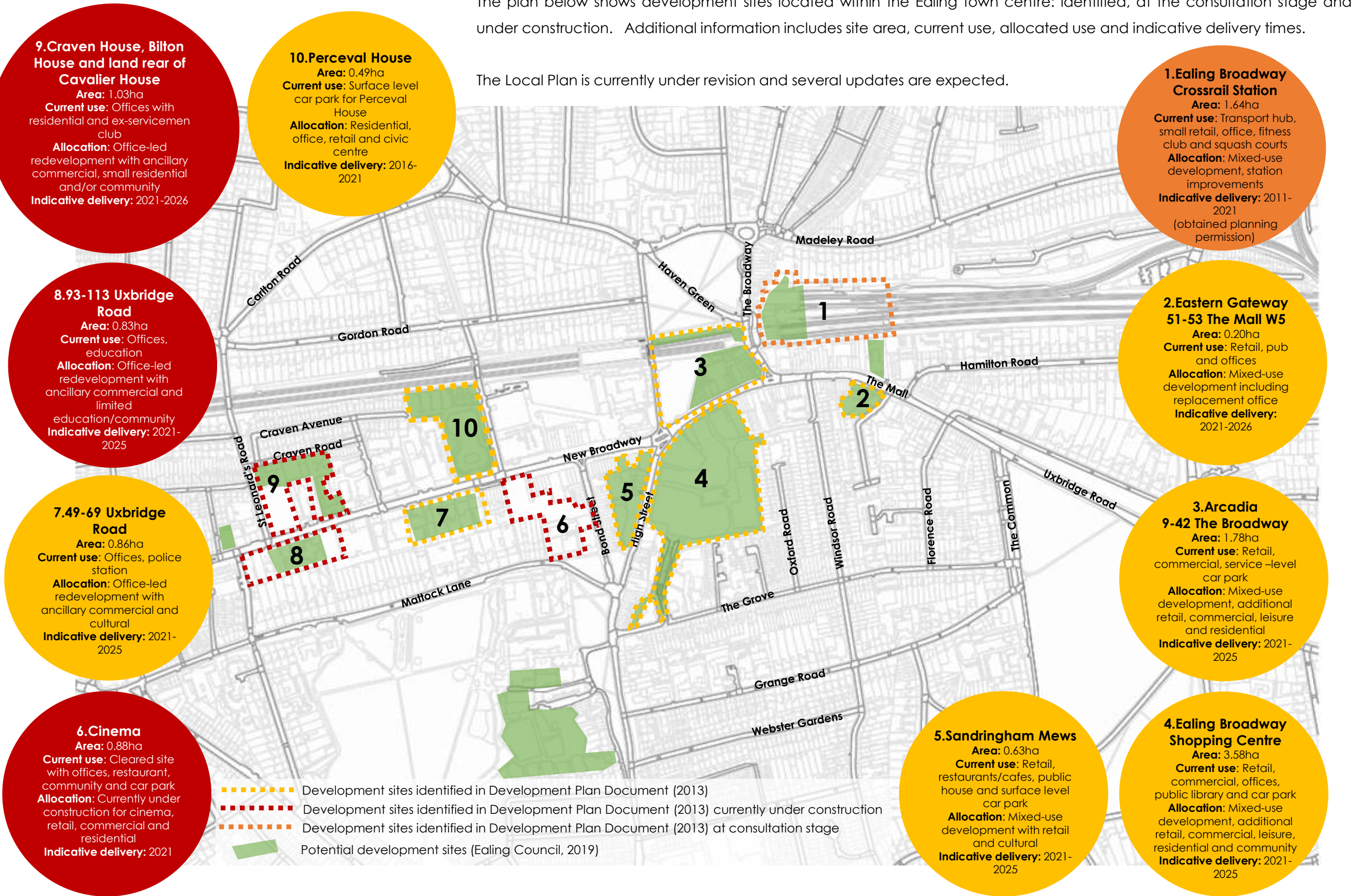


- ..... Ealing Town Centre
- ..... 400m walking/cycling catchment area
- ..... Surrounding Neighbourhoods (zone of further influence)



The plan below shows development sites located within the Ealing town centre: identified, at the consultation stage and under construction. Additional information includes site area, current use, allocated use and indicative delivery times.

The Local Plan is currently under revision and several updates are expected.







## Appendix C

### Existing Context



In 19<sup>th</sup> century, Ealing Town Centre was concentrated along The Broadway and High Street and extended from Haven Green to Ealing Green. Bond Street did not yet exist.

Middlesex XV  
Surveyed: 1864 to 1865  
Published: 1868



Surrey I  
Surveyed: 1867  
Published: 1871





Past Ealing (source: @eyes\_of\_ealing)

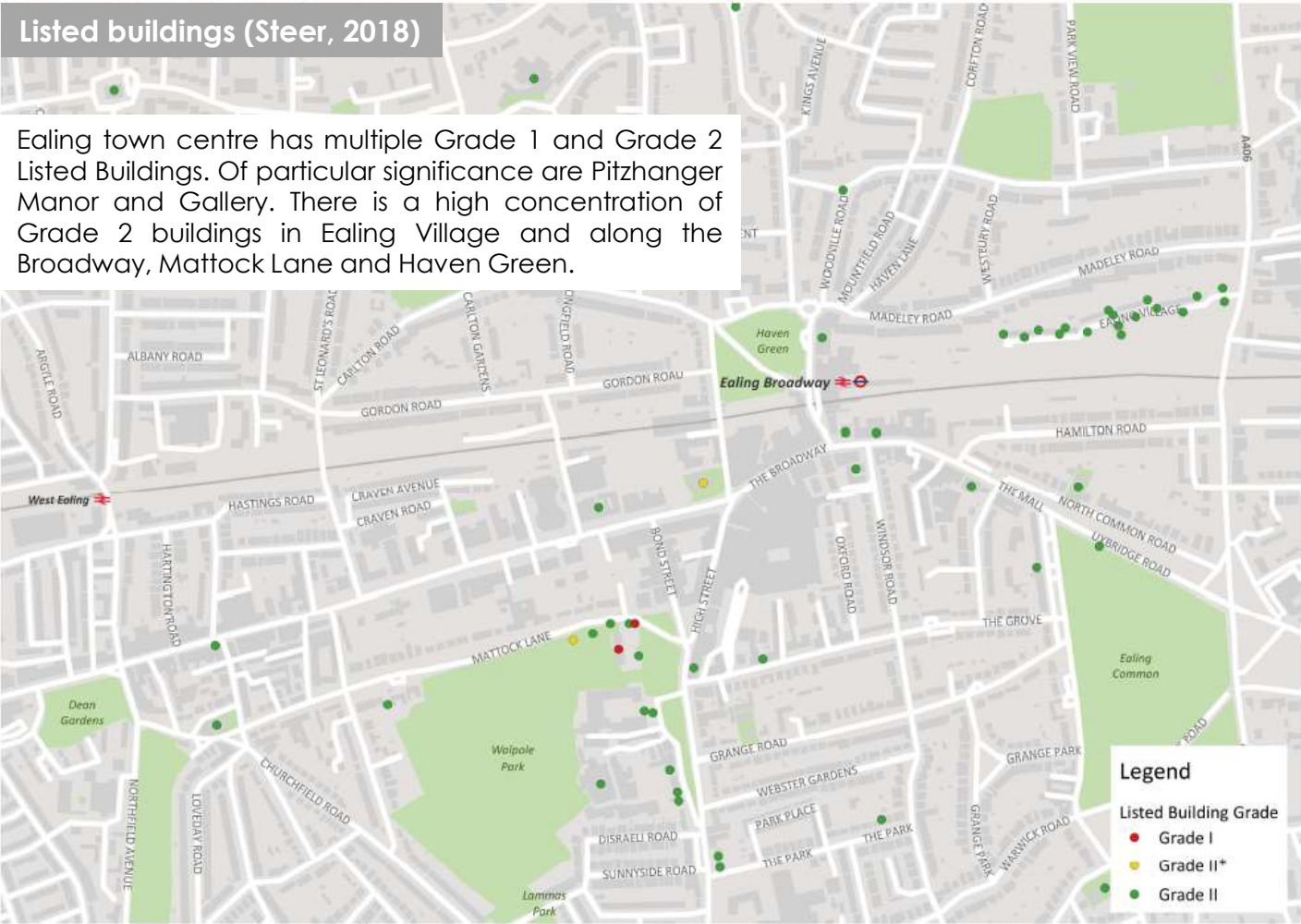
Historical photographs of Ealing town centre show its original character and ambience though with significantly lower traffic flows and the presence of trams



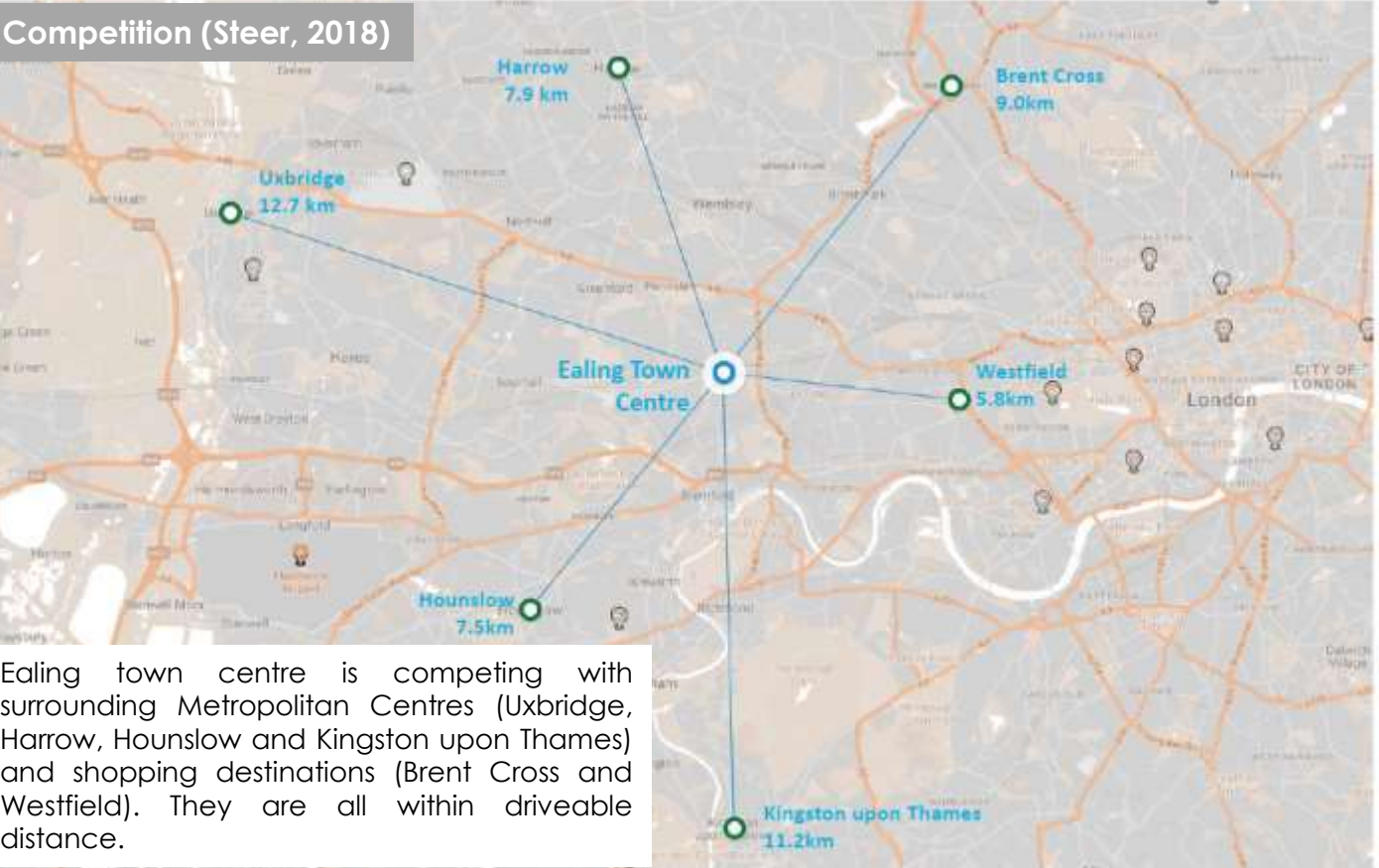


Listed buildings (Steer, 2018)

Ealing town centre has multiple Grade 1 and Grade 2 Listed Buildings. Of particular significance are Pitzhanger Manor and Gallery. There is a high concentration of Grade 2 buildings in Ealing Village and along the Broadway, Mattock Lane and Haven Green.



Competition (Steer, 2018)



Ealing town centre is competing with surrounding Metropolitan Centres (Uxbridge, Harrow, Hounslow and Kingston upon Thames) and shopping destinations (Brent Cross and Westfield). They are all within driveable distance.

Ealing town centre has a rich cultural offer (Questors Theatre on Mattock Lane)



Green spaces are one of areas key assets (Walpole Park)



Due to connectivity issues, the new public space at Dickens Yard fails to attract substantial footfall



Public space in Ealing Broadway shopping centre is popular with local people.





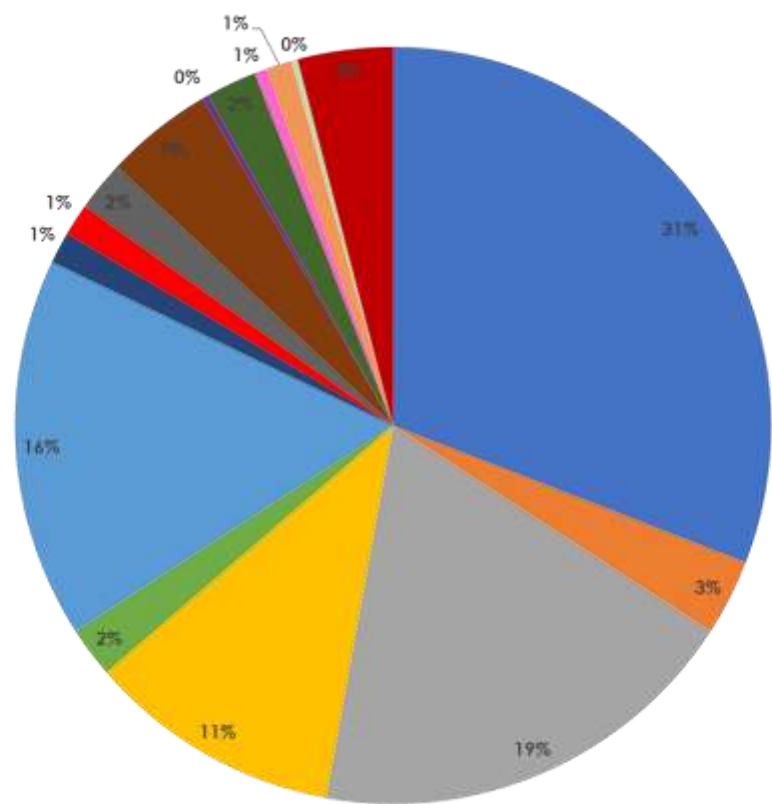
Ealing Metropolitan Centre Policy Allocations

This diagram extracted from Ealing Town Centre retail study (2017) shows primary and secondary shopping frontages.



Based on the high-level analysis using Google Maps, there are over 360 businesses within Ealing town centre (excluding Ealing Broadway shopping centre and the Arcadia centre). Table and diagram below show their breakdown by category.

Businesses in Ealing TC	
Food and drink	114
Food retail	12
Non-food retail	69
Health and beauty	40
Fitness	8
Professional services	60
Sui generis	5
Hotel	5
Travel	8
Estate agents	17
Nursery	1
Education	8
Post Office	2
Non-profit	4
Taxi	1
Other	15
Total	369



Public realm along Springbridge Road



Socio-demographic diversity is reflected in shopping offer



Market stalls by Broadway / Springbridge Road junction are popular but also impede on pedestrian movement

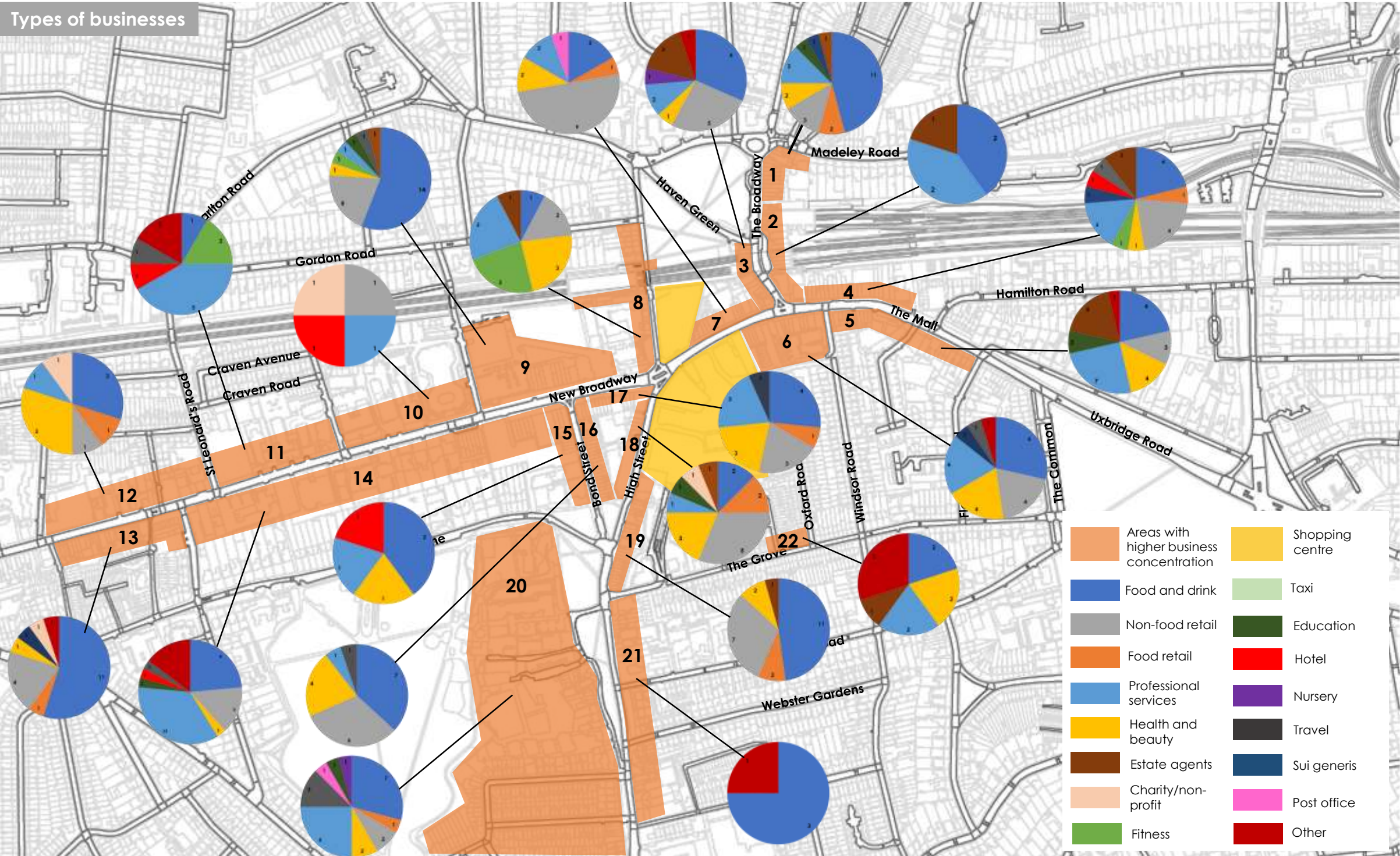


The Broadway opposite Ealing Broadway station





This diagram shows the type of businesses by specific location within the Ealing town centre. Its provides a basis for reviewing existing loading and servicing restrictions facilities.





## Green and public spaces in Ealing town centre



Green and public spaces are Ealing town centre's main asset. Within the walkable distance there are three beautiful parks and two public spaces with places to sit and rest and rich activity/event offer.

## Public space in the courtyard of Ealing Broadway shopping centre



## Newly re-developed Dickens Yard



## Pedestrianised space on Oak Road



## Walpole Park with the view on Pitzhanger Manor



## Green spaces in Ealing borough

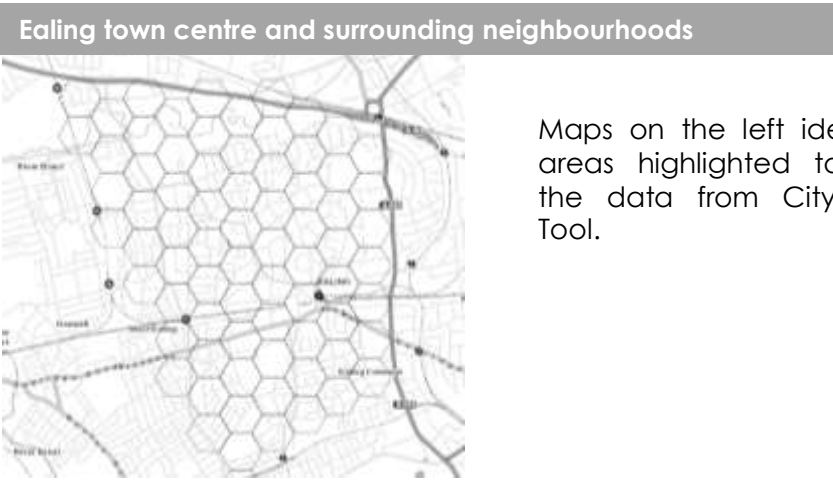




The City Planner tool was used to extract socio-demographic data for specific area of interest. For the purpose of establishing the baseline for Living Neighbourhoods proposal relevant statistics were extracted for Ealing town centre and surrounding neighbourhoods. Of particular relevance are the following:

- Population growth (52% and 25% for Ealing town centre and ETC and surrounding neighbourhoods respectively) and employment growth (35% and 31%).
- Over 20% of all households have 1 or more people with long-term disability
- 65% of households report one or more cars or vans

DEMOGRAPHICS			
		Ealing TC	Ealing TC+ Area of Impact
Population and Employment	Population 2011	25,497	88,177
	Employment	18,311	40,348
	Population Growth (2011-2041)	52%	25%
	Employment Growth (2011-2041)	35%	31%
Age	0 to 15	15%	18%
	16 to 24	9%	10%
	25 to 34	26%	22%
	35 to 49	24%	24%
	50 to 64	14%	15%
	65 and over	11%	12%
Gender	Male	50%	50%
	Female	50%	50%
Disability	No long-term disability	80%	76%
	1 person with long-term disability	17%	20%
	2 or more people with long-term disability	3%	4%
Travel to Work	Mainly work from home	12%	11%
	Public Transport	55%	50%
	Driving van or car	21%	26%
	Other methods	13%	13%
Occupation	Higher Managerial, Admin or Professional	22%	18%
	Lower Managerial, Admin or Professional	30%	27%
	Intermediate occupations	11%	11%
	Small Employers and Account Workers	9%	10%
	Lower Supervisory and Technical Occupations	4%	4%
	Semi-Routine Occupations	6%	8%
	Routine Occupations	4%	6%
	Unemployed	6%	7%
	Full-time students	8%	9%
Car availability	Zero cars or vans in household	41%	35%
	One or more cars or vans	59%	65%
IMD	IMD Rank	1008 - 4484	79-4615
	Income Rank	1163 - 4474	11 - 4691
	Employment Rank	858 - 4661	39 - 4661
	Education, Skills and Training Rank	3298 - 4767	582 - 4774
	Health Deprivation and Disability Rank	576 - 3791	182 - 4293
	Crime Score	282 - 4594	232 - 4594
	Barriers to Housing and Services Rank	1927 - 4077	2 - 4451
	Living Environment Rank	152 - 3776	152 - 3903



Maps on the left identify the areas highlighted to extract the data from City Planner Tool.

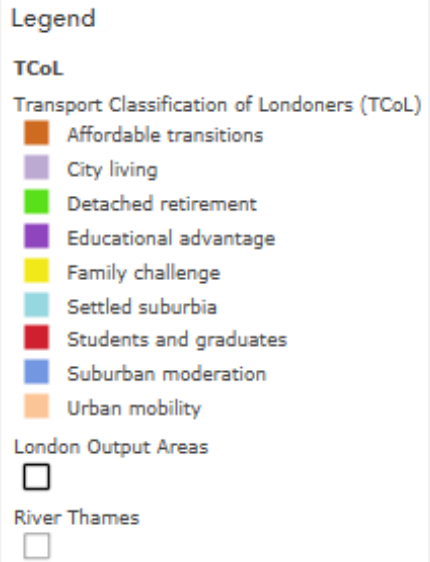
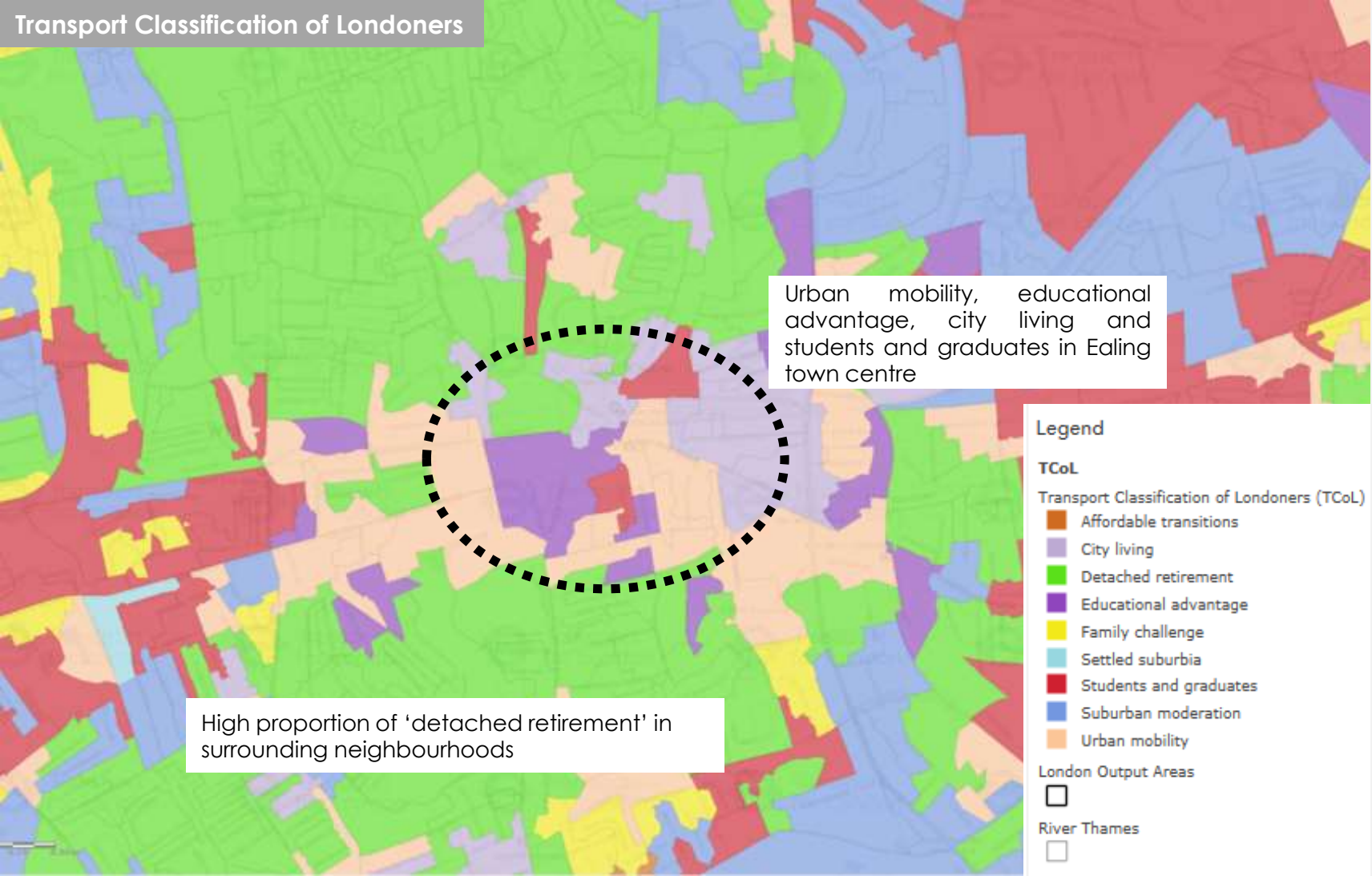




Transport Classification of Londoners: segment summary (Transport for London)



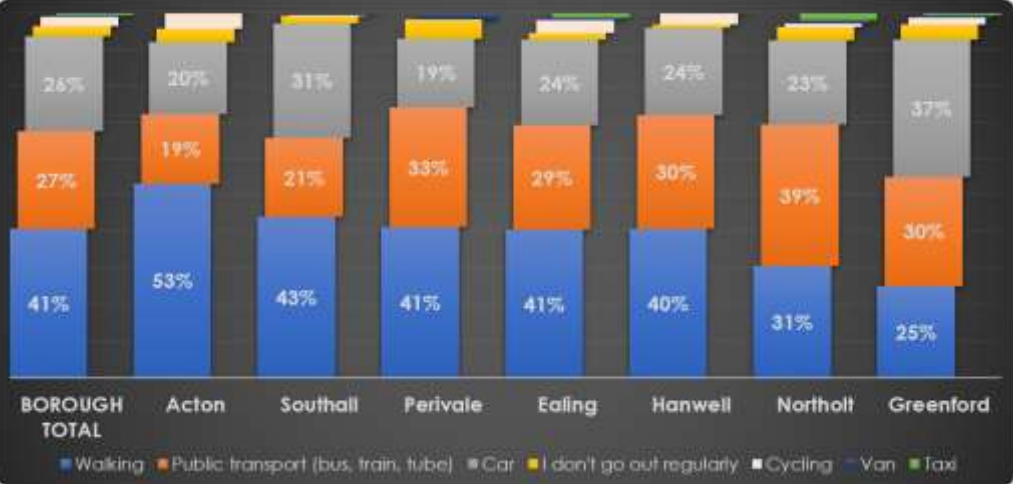
Transport Classification of Londoners



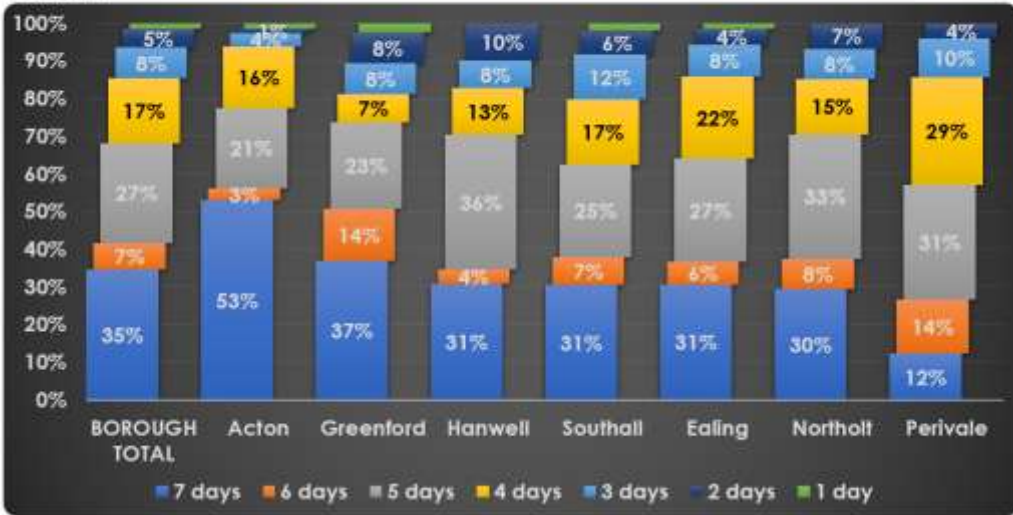


2018 Ealing residents' survey

Mode of transport for journeys less than 2 miles



Levels of walking  
Q26a. In the past 7 days, on how many days did you do a walk lasting at least 10 minutes?



Levels of cycling  
Q27a. In the past 7 days, on how many days did you do a cycle ride?



In Ealing, 24% of journeys less than 2 miles are made by car.

A journey distance of 2 miles takes approximately 15min by cycle.

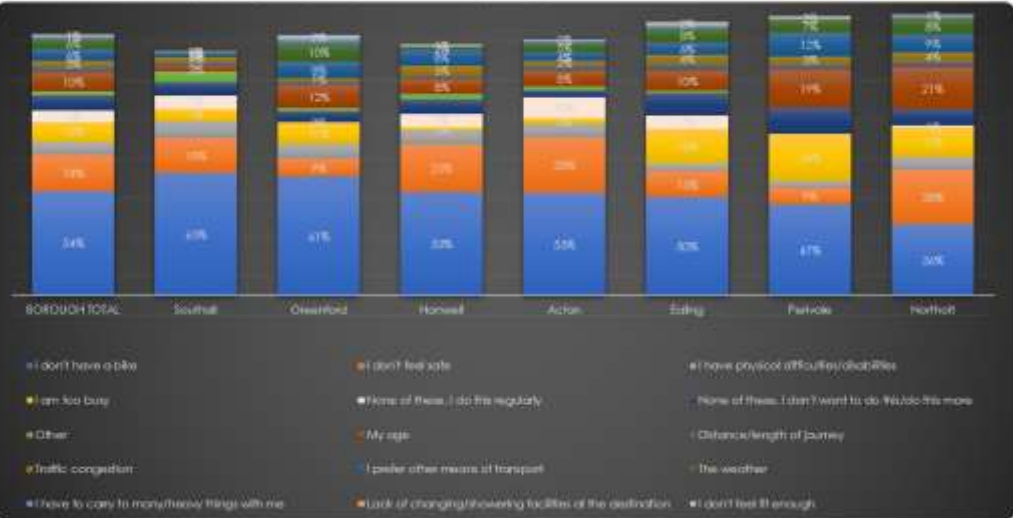
In Ealing, 31% of respondents take a walk lasting at least 10 minutes, 7 days a week.

Walking has to be brisk to maximise health benefits.

Weekly exercise recommendation is 150 min.

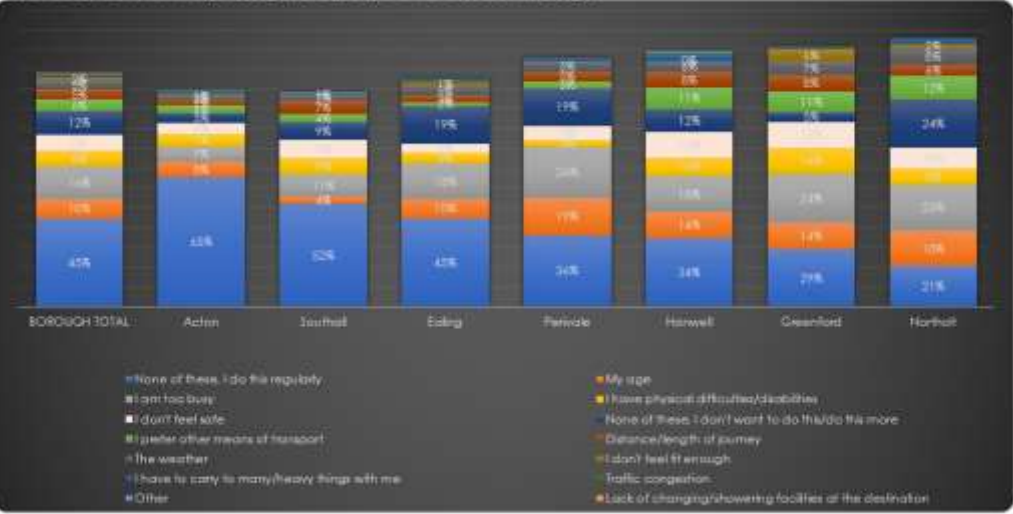
In Ealing, 19% of respondents take a cycle ride 7 days a week.

Barriers to cycling  
Q29. What, if anything stops you from cycling?



In Ealing, main barriers to cycling are:  
1. 'I don't have a bike' (50%)  
2. 'I am too busy' (18%)  
3. 'I don't feel safe' (13%)

Barriers to walking  
Q30. What, if anything stops you from walking?



In Ealing, main barriers to walking are:  
1. 'None of these, I do this regularly' (45%)  
2. 'None of these, I don't want to do this more' (19%)  
3. 'I am too busy' (18%)



HRBS 2017 for Ealing’s primary schools (borough-wide)

A health related behaviour survey was conducted in Ealing’s primary schools in 2017. Whilst over 80% of pupils responded that they can ride a bicycle and also own a bicycle, only 9% cycle to schools most days or every day.

Physical Activity

HARD EXERCISE

- ❑ 8% of pupils responded that they didn’t do any physical activity in the week before the survey.
- ❑ 29% of pupils responded that they did physical activity on at least 5 days in the week before the survey.
- ❑ 25% of pupils responded that they didn’t do any physical activity that caused them to get out of breath and/or sweaty in the week before the survey.
- ❑ 14% of pupils responded that they did physical activity that caused them to get out of breath and/or sweaty on at least 5 days in the week before the survey.
- ❑ 48% of pupils responded that they didn’t do any physical activity for an hour or more that caused them to get out of breath and/or sweaty in the week before the survey.
- ❑ 7% of pupils responded that they did physical activity for an hour or more that caused them to get out of breath and/or sweaty on at least 5 days in the week before the survey.

SPORTS

- ❑ 30% of pupils responded that they would like to do more athletics, while 61% said that they would like to do more swimming and 3% said none of these.
- ❑ 27% of pupils responded that more information about their local sports clubs would help and encourage them to be more active and play more sport; 30% said a wider range of activities would help and encourage them, and 10% said none of these.

CYCLING

- ❑ 81% of pupils responded that they can ride a bicycle (without stabilisers).
- ❑ 80% of pupils responded that they own their own bike.
- ❑ 21% of pupils responded that they cycle to school.
- ❑ 9% of pupils responded that they cycle to school ‘most days’ or ‘every day’.
- ❑ 16% of pupils responded that they don’t have a safety helmet.
- ❑ 12% of pupils responded that they ‘hardly ever or never’ wear a safety helmet.
- ❑ 29% of pupils responded that they wear a safety helmet ‘most times’ or ‘always’.
- ❑ 29% of pupils responded that they don’t have bike lights.
- ❑ 6% of pupils responded that they ‘hardly ever or never’ switch their bike lights on in the dark or in poor weather.
- ❑ 27% of pupils responded that they switch their bike lights on in the dark or in poor weather ‘most times’ or ‘always’.

TRAVEL TO SCHOOL

- ❑ 11% of pupils responded that they travelled to school by bus on the day of the survey.
- ❑ 57% of pupils responded that they walked to school on the day of the survey.

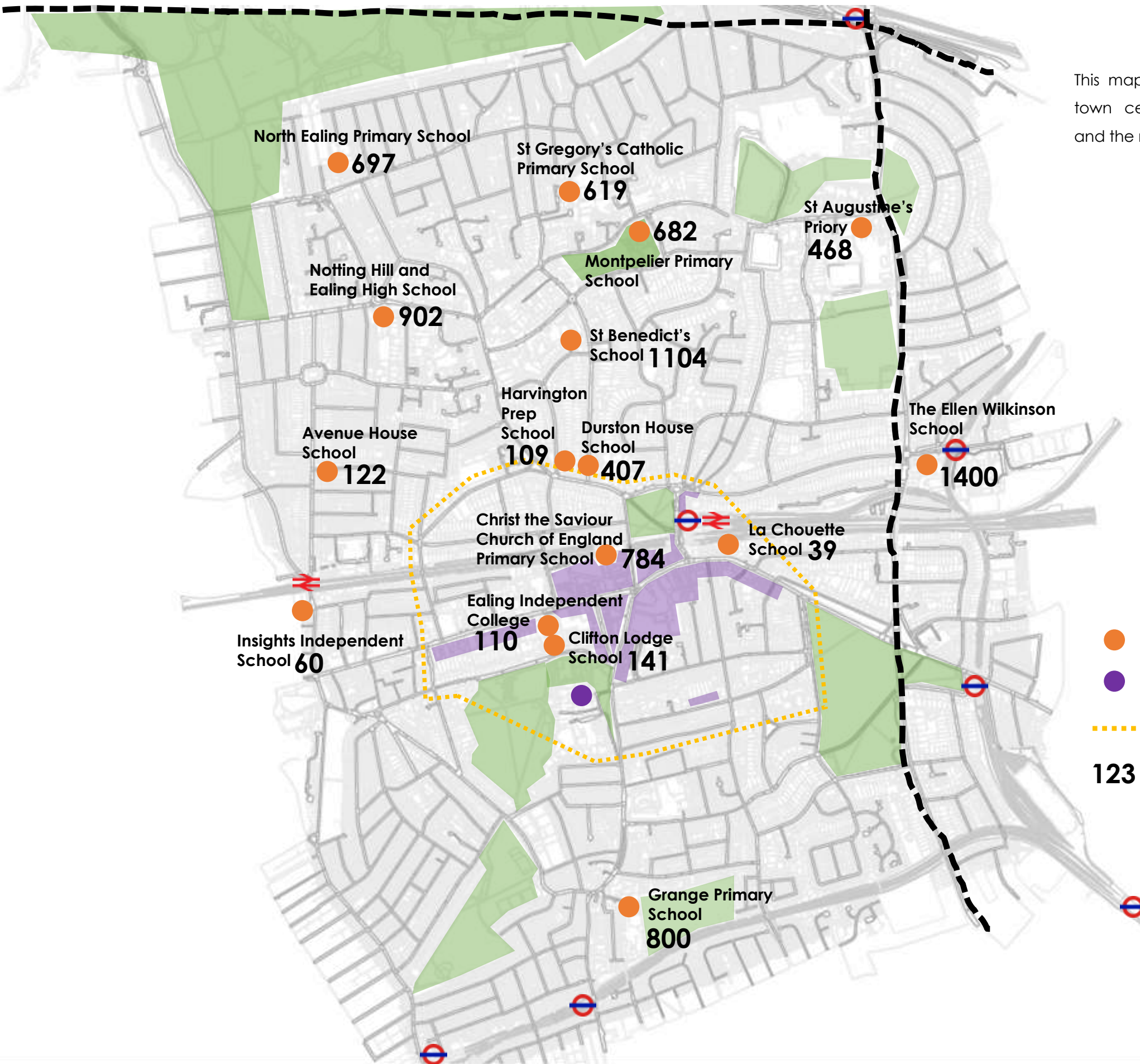
Latest 3 years of NCMP data analysed by the pupils’ home wards.

Over 20% of reception and almost 40% of Year 6 pupils in Ealing are classified as overweight and very overweight.

Ward	% of overweight & very overweight pupils	
	Reception	Year 6
Ealing Broadway	15.9%	32.7%
Cleveland	22.1%	32.6%
Hanger Hill	17.0%	32.6%
Ealing Common	19.7%	35.2%
Walpole	17.5%	25.2%
Ealing average	21.0%	38.1%

Source: National Child Measurement Programme (NCMP), 3-years pooled data, 2015/16 - 2017/18





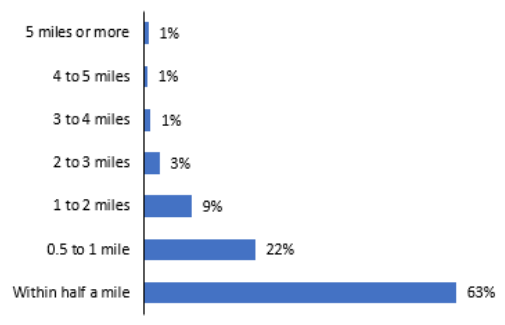
This map shows the spatial distribution in Ealing town centre and surrounding neighbourhoods and the number of students at each school.

- School
- Ealing Green College
- Ealing town centre/ Metropolitan Town Centre
- 123** Number of students (Schools ATLAS)

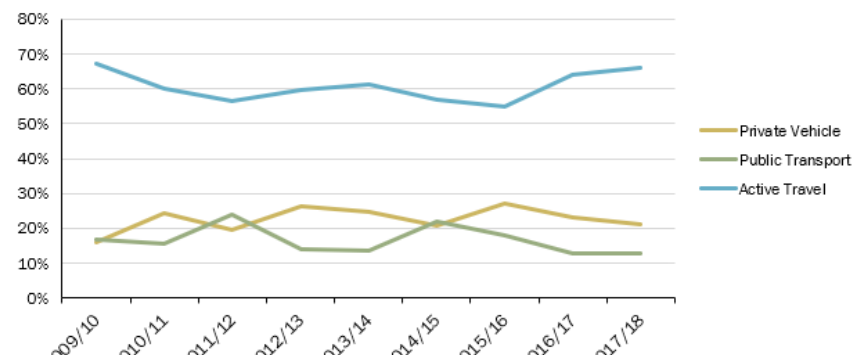
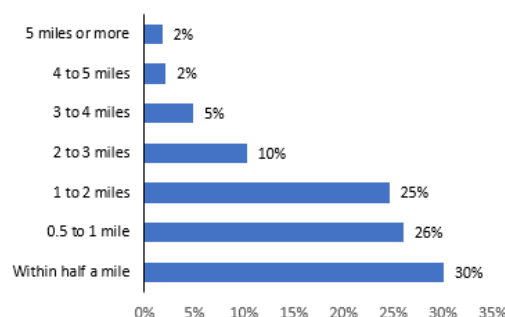
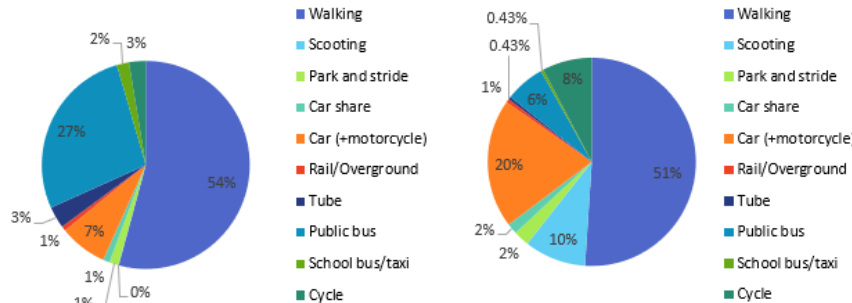
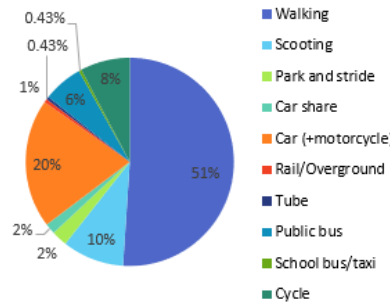


## What the numbers say: 2017/2018

- Car use has reduced slightly this year, there are higher levels of active travel, improving physical activity
- 56% of secondary pupils live up to 1 mile from their school and 57% travel actively to school
- 85% of primary pupils live up to 1 mile but only 69% travel actively to school

Distance primary aged children live from school  
2017-18

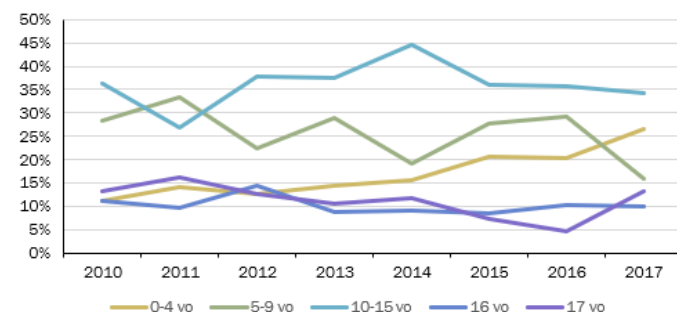
Usual Mode of Transport (%) For Pupils

Distance secondary pupils live from school  
2017-18Pupils mode share secondary schools  
2017-18Pupils mode of travel Primary school  
2017-18

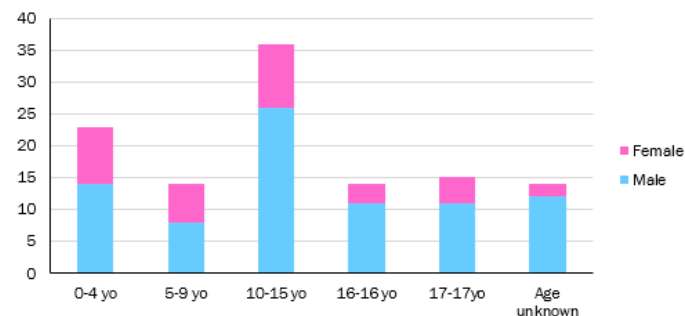
## Child casualty data over time

- There have been no Road Traffic Incidents (RTIs) resulting in a child fatality, in Ealing, since 2008 (TfL collision data)
- Child casualties have increased for 0-4 year olds and 17-year olds.
- There's been a slight increase in pedestrian casualties and a much higher increase in taxi and bus casualties

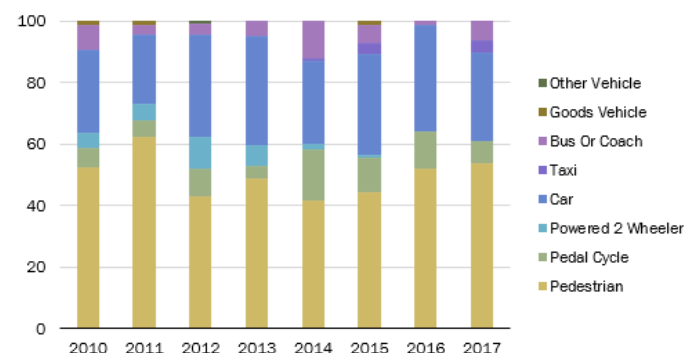
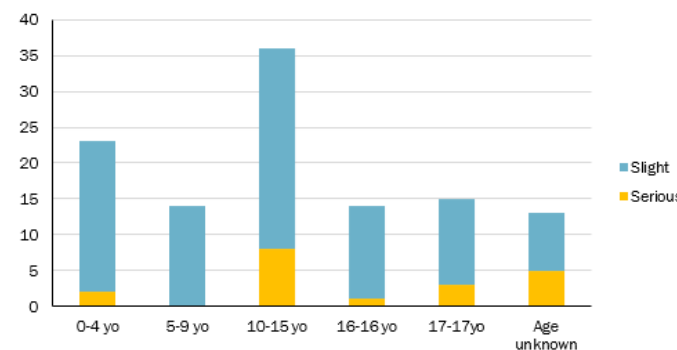
Child casualties in Ealing by age



Age and gender of child casualties in 2016/17



Age of child casualties in academic year 2016/17



In 2017/18 56% of secondary pupils lived up to 1 mile from their school and 57% travelled actively to school. 85% of primary pupils lived up to 1 mile distant but only 69% travelled actively to school.

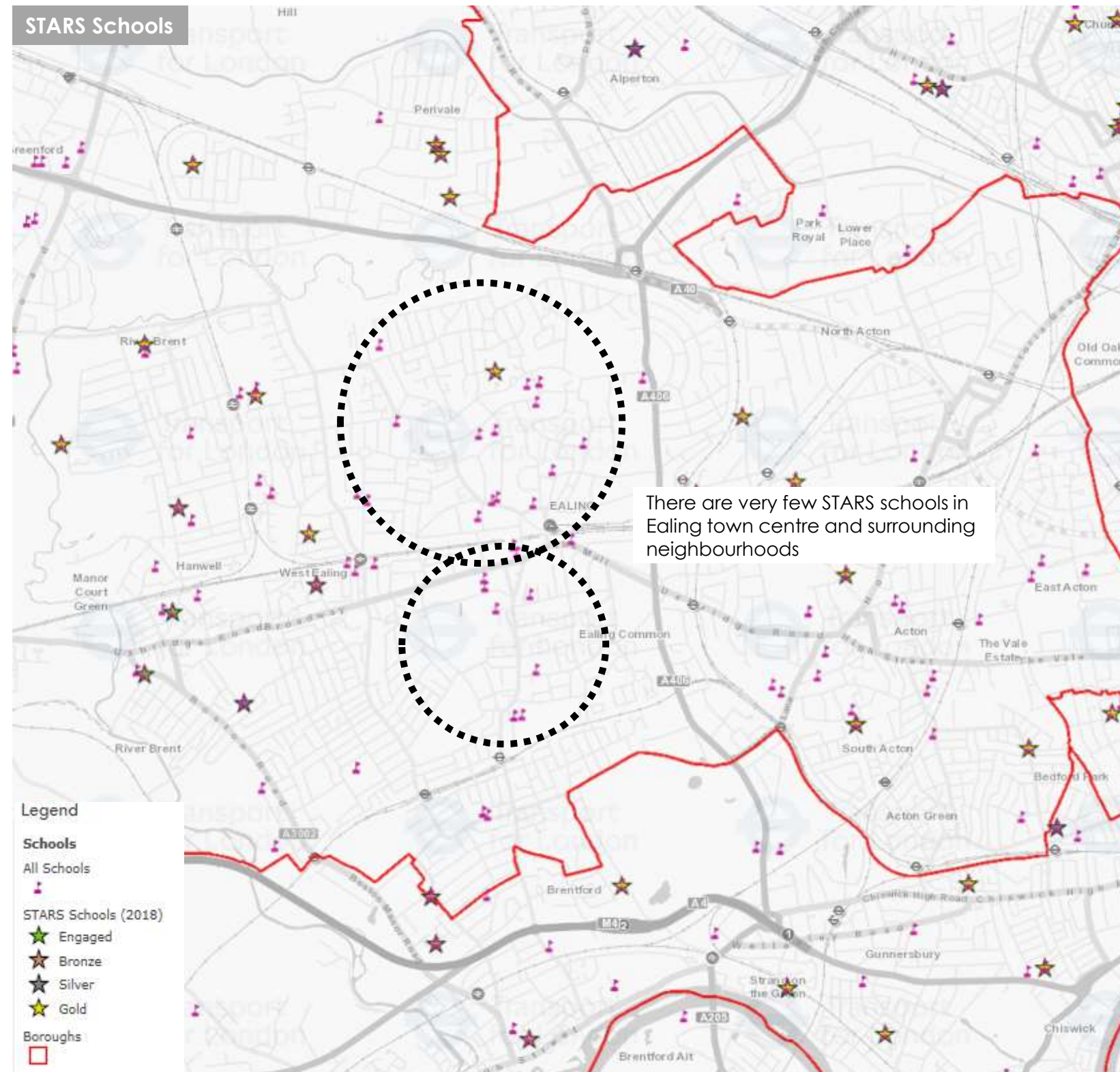
The proportion of car journeys (totalling 23%, down from 25% in 2016/17) was higher than the number of pupils living over 1 mile from school, suggesting that a number of these car journeys are short distance and therefore walkable or cyclable.



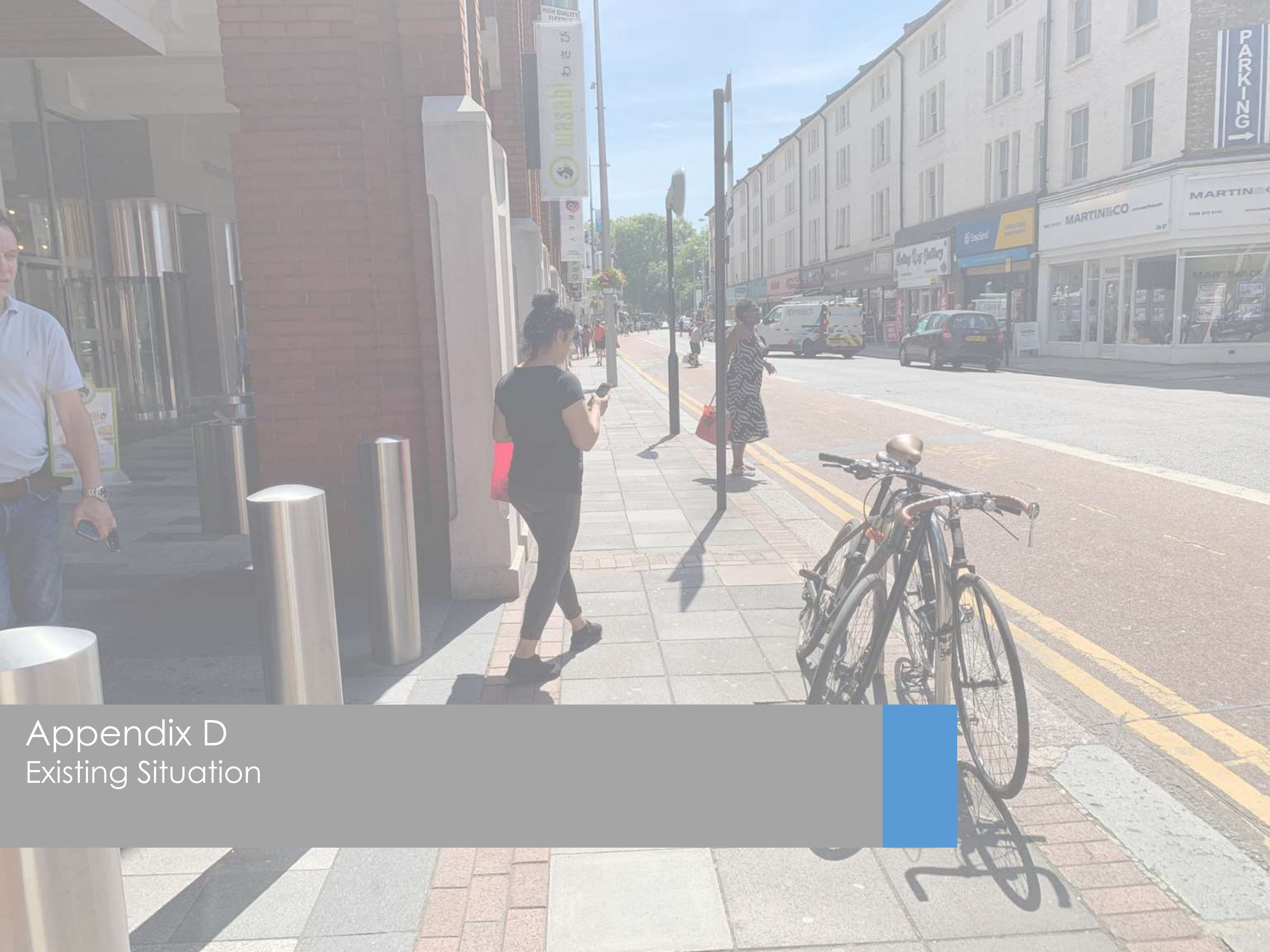


**STARS – Sustainable Travel: Active, Responsible, Safe (Transport for London)**

STARS is TfL's accreditation scheme for London schools and nurseries. STARS inspires young Londoners to travel to school sustainably, actively, responsibly and safely by championing walking, scooting and cycling. STARS supports pupils' wellbeing, helps to reduce congestion at the school gates and improve road safety and air quality.





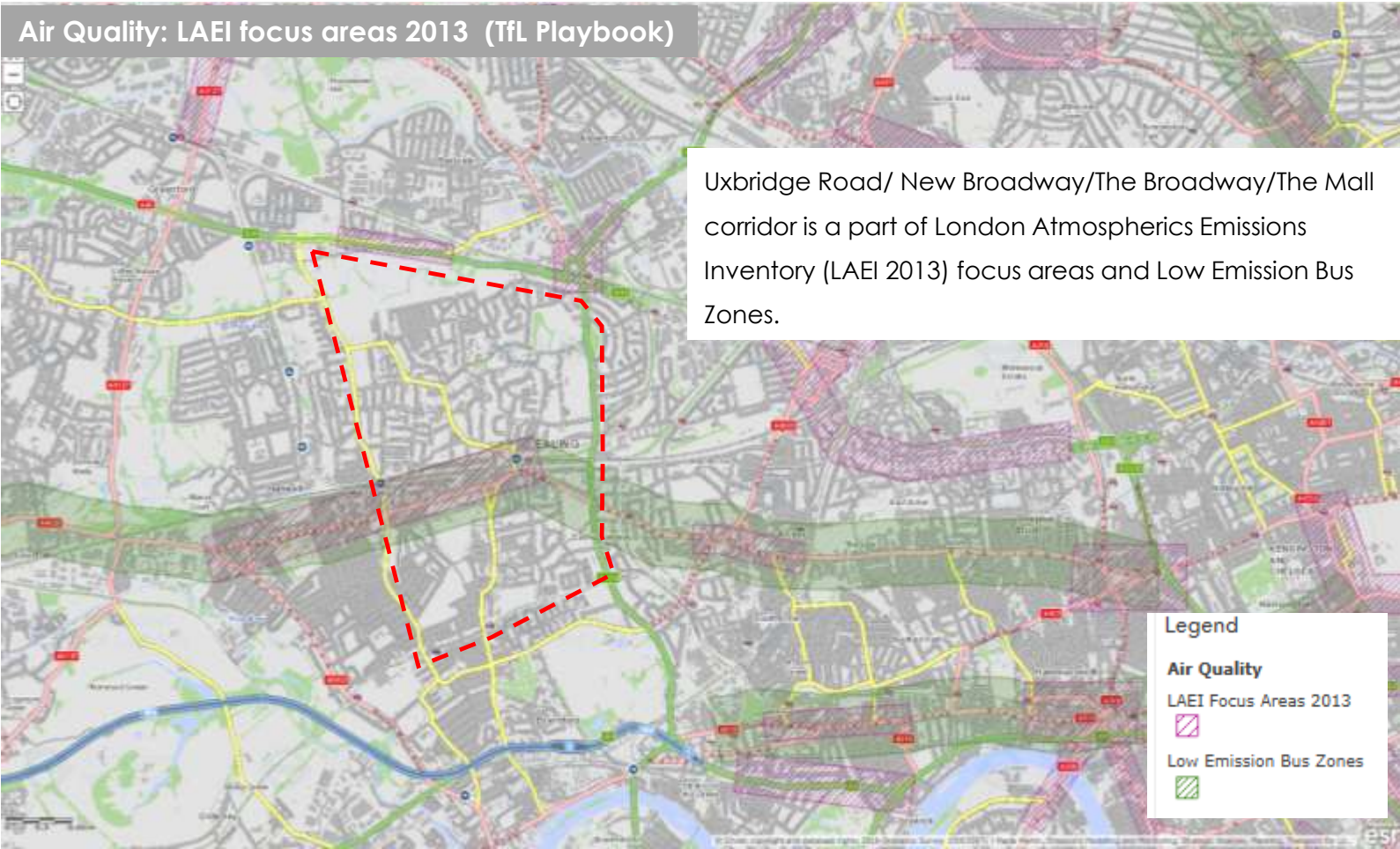


## Appendix D

### Existing Situation



Air Quality: LAEI focus areas 2013 (TfL Playbook)



Uxbridge Road/ New Broadway/The Broadway/The Mall corridor is a part of London Atmospherics Emissions Inventory (LAEI 2013) focus areas and Low Emission Bus Zones.

Noise pollution across Ealing (Defra)

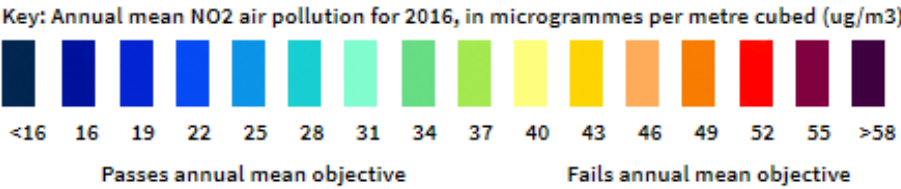
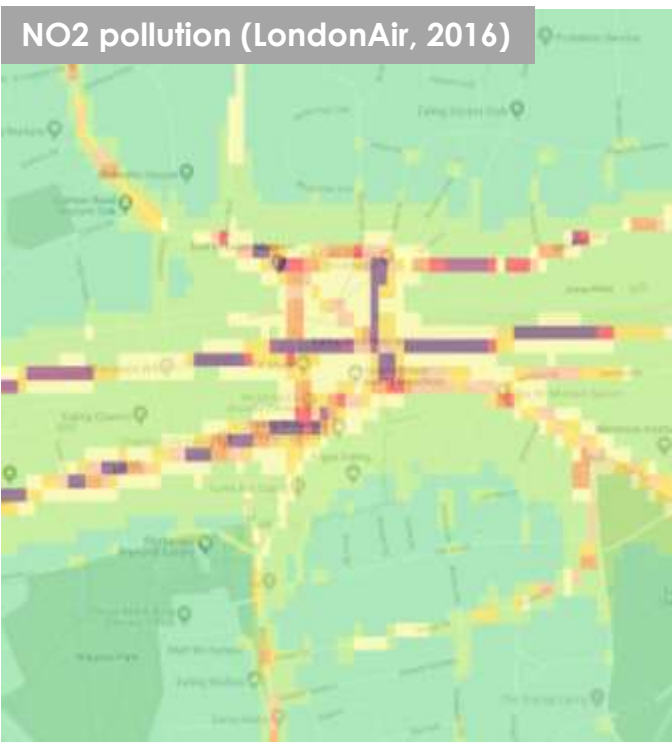


Noise pollution is problematic along Uxbridge Road/ New Broadway/The Broadway/The Mall corridor. High levels of noise are also recorded around Ealing Common.

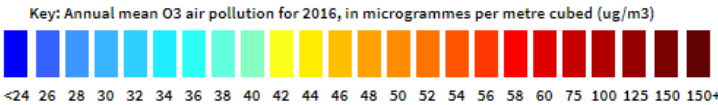
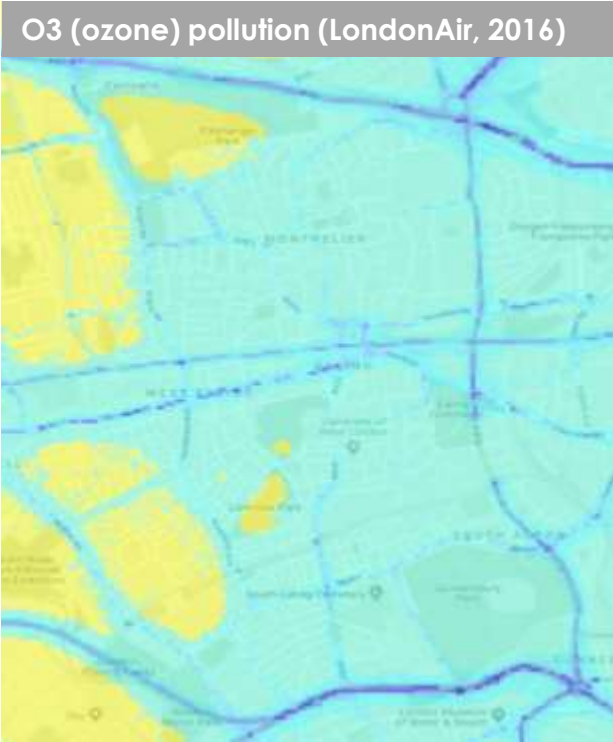


Green spaces in Ealing Town Centre provide alternative routes where air and noise pollution levels are lower.



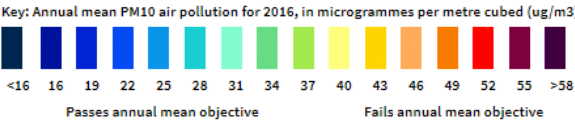


Based on the annual data from 2016, all key movement corridors within Ealing town centre fail annual mean objective for NO2 emissions. Uxbridge Road corridor is especially problematic reaching the highest levels on the scale. The Broadway and Madeley Road also raise concern. High levels of NO2 are also detected along the railway line.



Ozone levels are lower along urban polluted areas (key movement corridors in Ealing town centre) and higher in surrounding parks (Lammas Park and Pitshanger Park). This is because ozone disappears when it reacts with other pollutants, such as nitric oxide (NO).

No exposure threshold has been identified below which no ones health is affected by ozone exposure. This is because different individuals respond differently to ozone exposure.

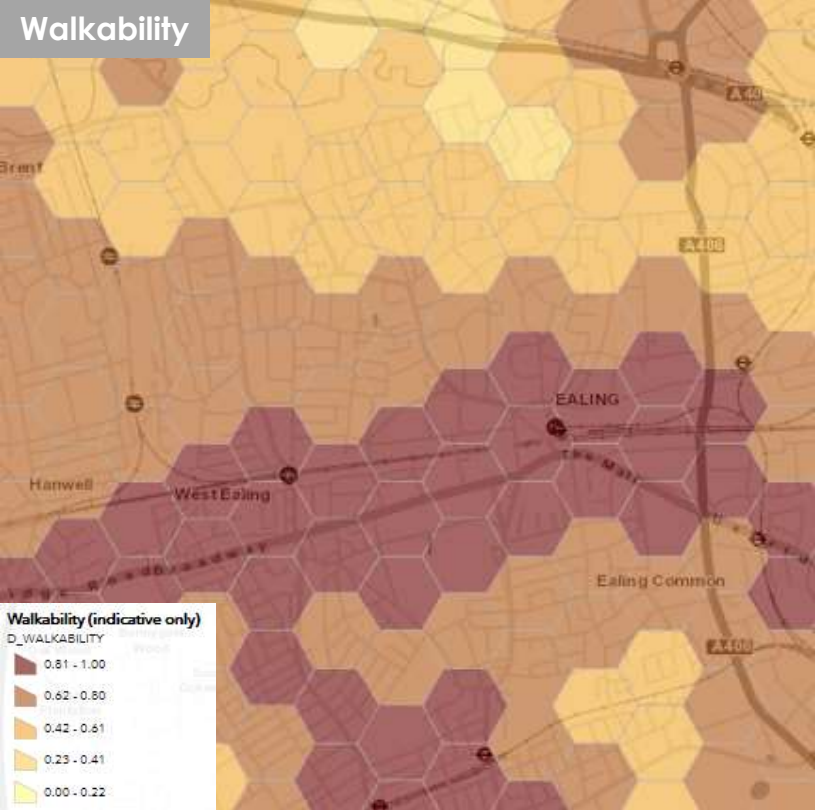
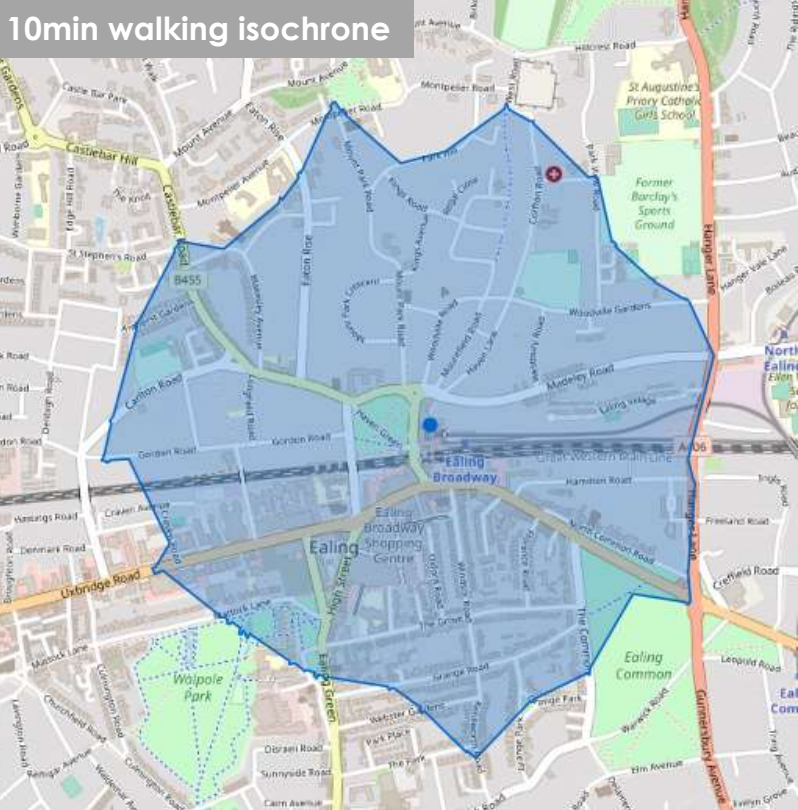


PM10 pollution levels recorded pass annual mean objective, with higher concentrations recorded along the railway line, Uxbridge Road corridor and Madeley Road.

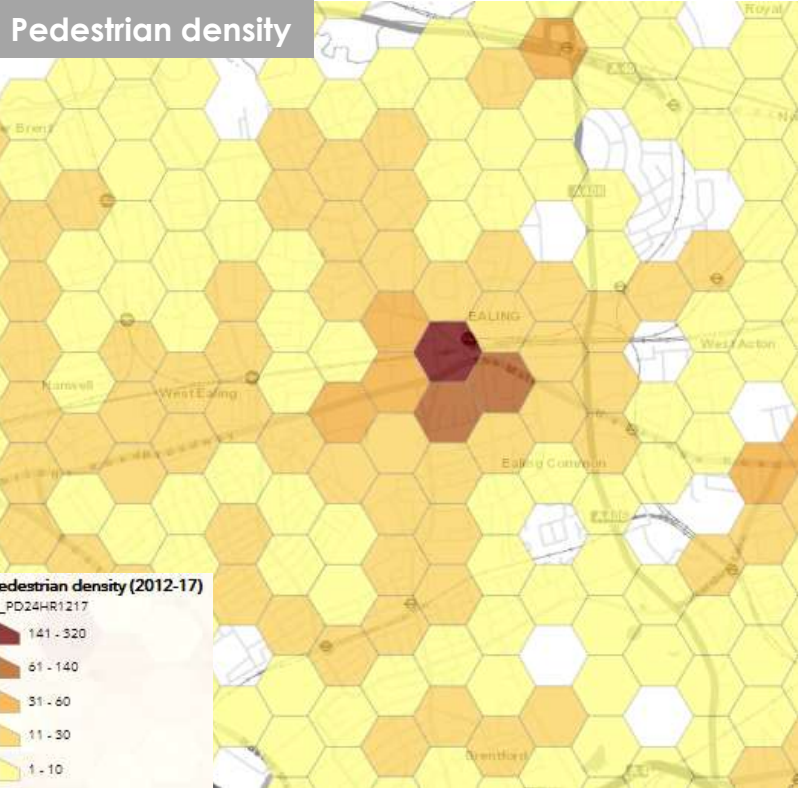


The majority of trips within Ealing town centre (including from surrounding neighbourhoods) are within a 10 minute walk

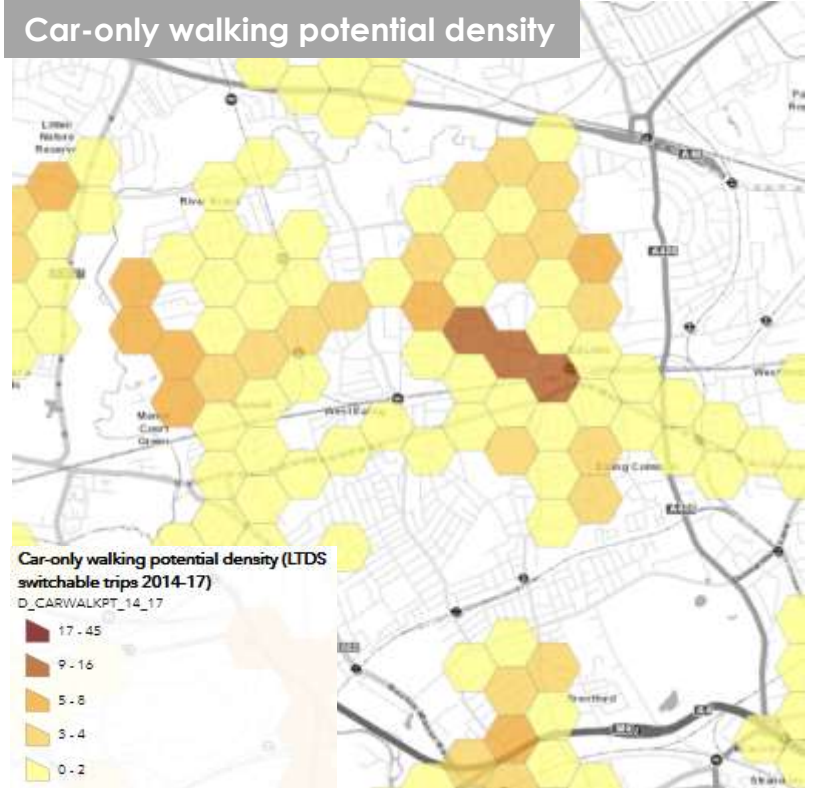
Ealing town centre is identified as highly walkable. Indicative walkability decreases in surrounding neighbourhoods to the north of town centre



Existing pedestrian densities are highest by the Ealing Broadway station and around the Broadway



There is a high number of car-only switchable trips within Ealing town centre and surrounding neighbourhoods.



Broadway / Springbridge Road junction/ staggered crossing



Lack of crossing points (High Street)



Isolated and inaccessible pedestrian link (Haven Place)



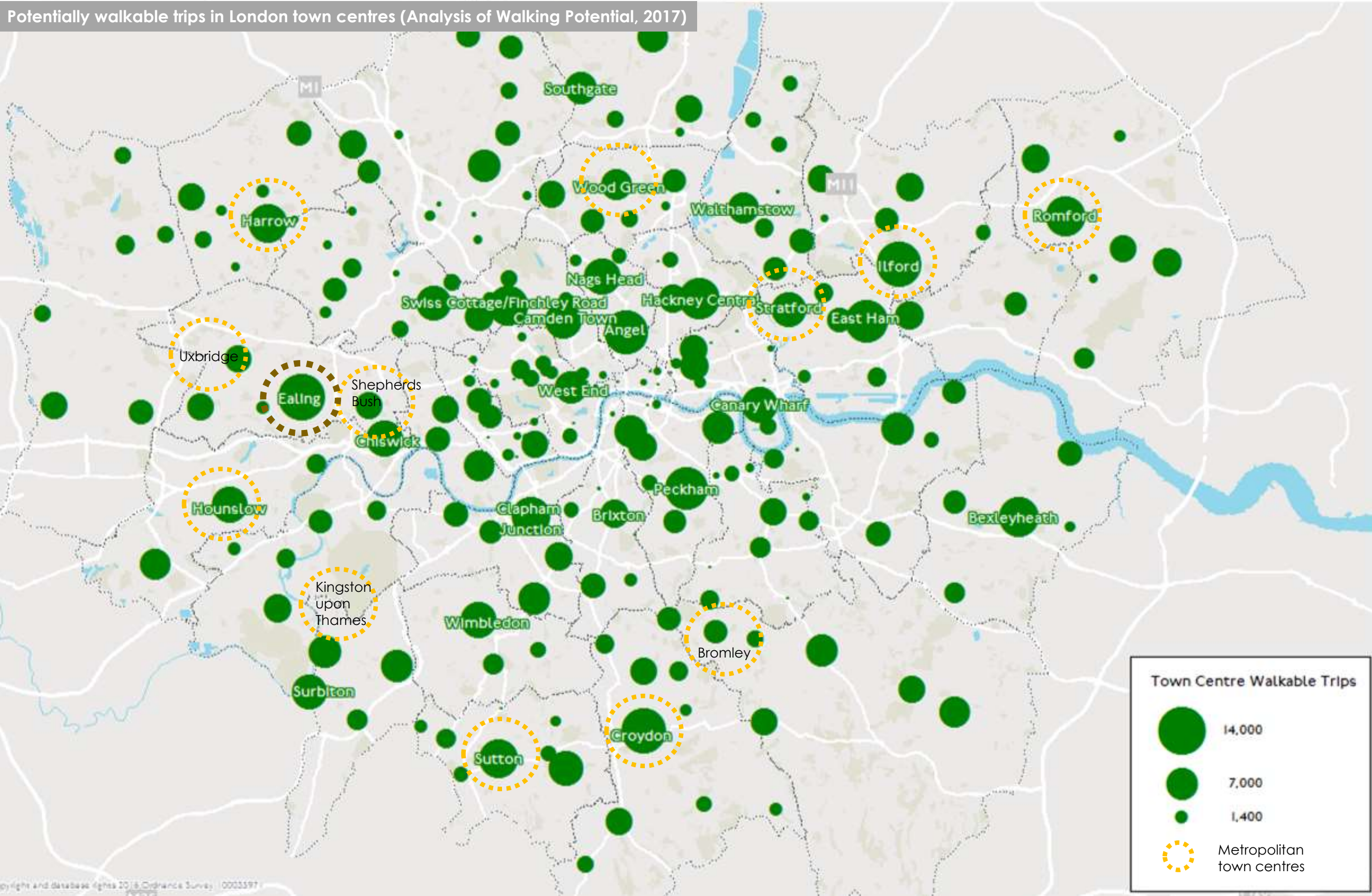
Poor wayfinding outside Ealing Broadway Station





Ealing town centre has the highest number of potentially walkable trips among London's Metropolitan Town Centres.

Potentially walkable trips in London town centres (Analysis of Walking Potential, 2017)





Bus stop H is not accessible



Poor surfacing quality (including pot-holes) along The Mall can be challenging for wheelchair users



Physical barriers to accessibility by The Broadway



Environment can be challenging for people with visual impairments



Short crossing times and insufficient space at the refuges at Broadway / Springbridge Road staggered crossings can make it difficult and unsafe to cross



Poor wayfinding by Ealing Broadway station can make it particularly hard for people with learning disabilities to find their way around Ealing town centre



Mobility scooter user (The Grove)



Ealing Broadway station does not have step-free access



Tactile paving surface and dropped kerb on residential streets (Eaton Rise)



Wheelchair user with companion in Walpole Park



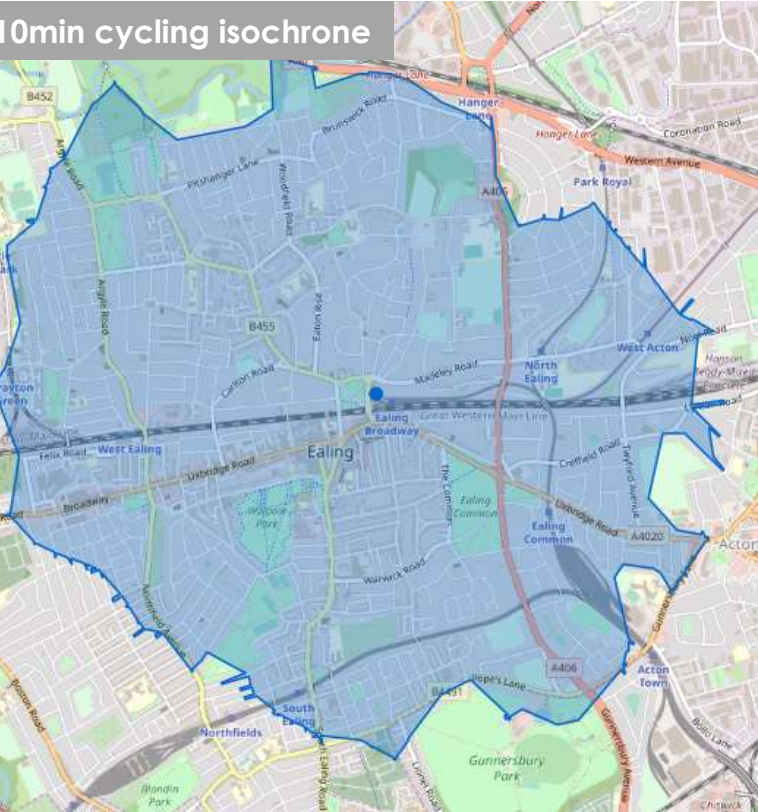


The table below shows the total number of cycles recorded along the key movement corridors within Ealing Town Centre for morning, lunchtime and evening peaks and all day total between 7am-7pm. The busiest links are highlighted in green. Uxbridge /The Mall/ The Broadway corridor is the busiest route: with a high number of cyclists travelling eastbound in the morning peak and westbound in the evening peak.

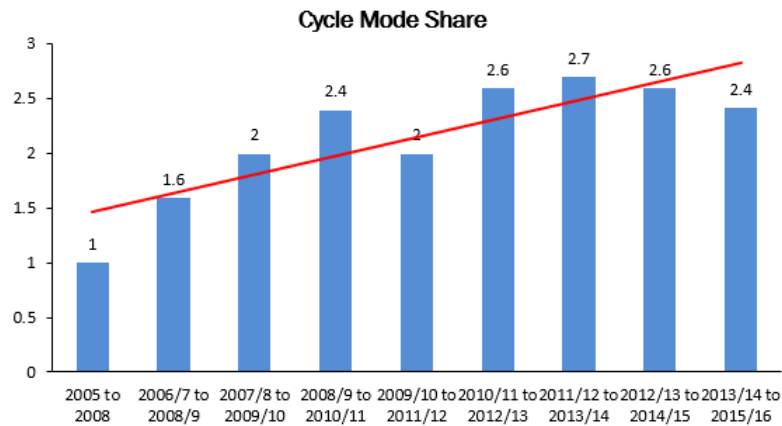
Key movement corridors in Ealing Town Centre										
	Bond Street	High Street	Spring Bridge Road	The Broadway (by M&S) eastbound	The Broadway (by M&S) westbound	New Broadway (by Dickens Yard) eastbound	New Broadway (by Dickens Yard) westbound	The Broadway (by Ealing Broadway Station)	Uxbridge Road eastbound	Uxbridge Road westbound
7am-7pm	170	84	218	380	479	355	367	208	506	419
	3%	2%	4%	9%	5%	6%	7%	3%	7%	7%
8am-9am	34	8	37	96	67	76	50	38	111	63
	7%	1%	6%	17%	6%	10%	8%	4%	10%	9%
12am-1pm	6	6	4	17	19	18	25	10	18	12
	1%	1%	1%	4%	2%	3%	4%	1%	3%	2%
5pm-6pm	33	21	35	52	100	45	82	20	52	87
	4%	4%	5%	10%	9%	7%	11%	3%	7%	11%

Total number of cyclists recorded  
% of modal share on that movement corridor

All of the trips to and from Ealing town centre originating in the surrounding neighbourhoods (identified wider area of impact) are within a 10min cycle.



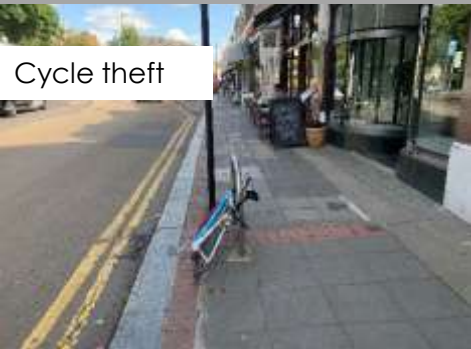
Comprehensive annual journey surveys show that cycling in Ealing is growing. Figures show a 1.4% increase in cycle-mode share from 1% (2005 to 2008) to 2.4% (2013/14 to 2015/16). This represents 8,119 trips per day and this is illustrated in graph 4.1. The increased popularity of cycling post-2012 has been ascribed in part to the ‘Olympic effect’. However, this enthusiasm has not been sustained in Ealing (Ealing Council Cycle Plan, 2019-2022).



Source: London Travel Demand Survey TfL



Lack of cycle storage



Cycle theft



Cycling on footways



Fragmented cycle network



Cyclists dismounting due to poor connectivity and road hazard concerns



No cycle facilities by traffic-dominated Madeley Road/The Broadway roundabout

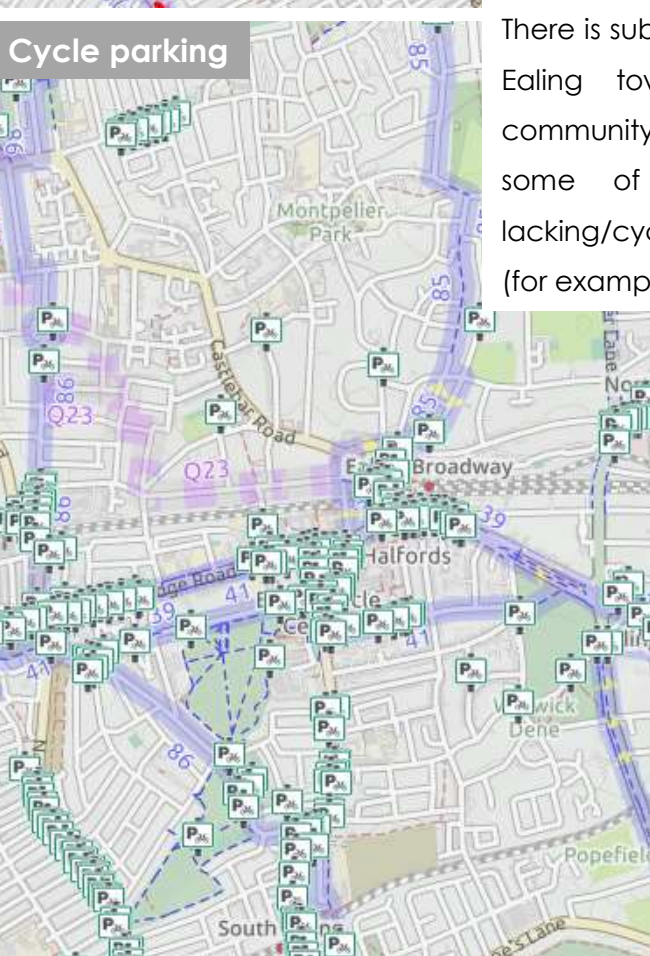


## Cycle tracks



Cycle lane provision is very fragmented in Ealing town centre and surrounding neighbourhoods.

## Cycle parking



There is substantial cycle parking provision within Ealing town centre. However, based on community engagement findings and site visits, some of the key destinations are still lacking/cycle parking is located inconveniently (for example Ealing Broadway shopping centre).



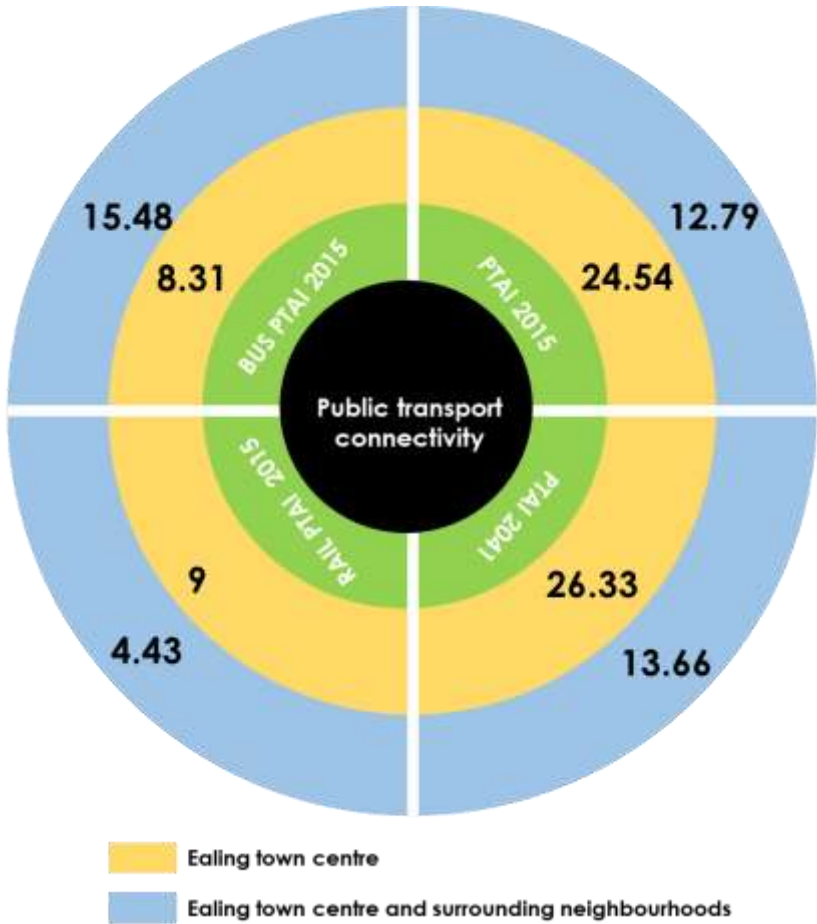
Cycle parking along The Broadway is well used during the day



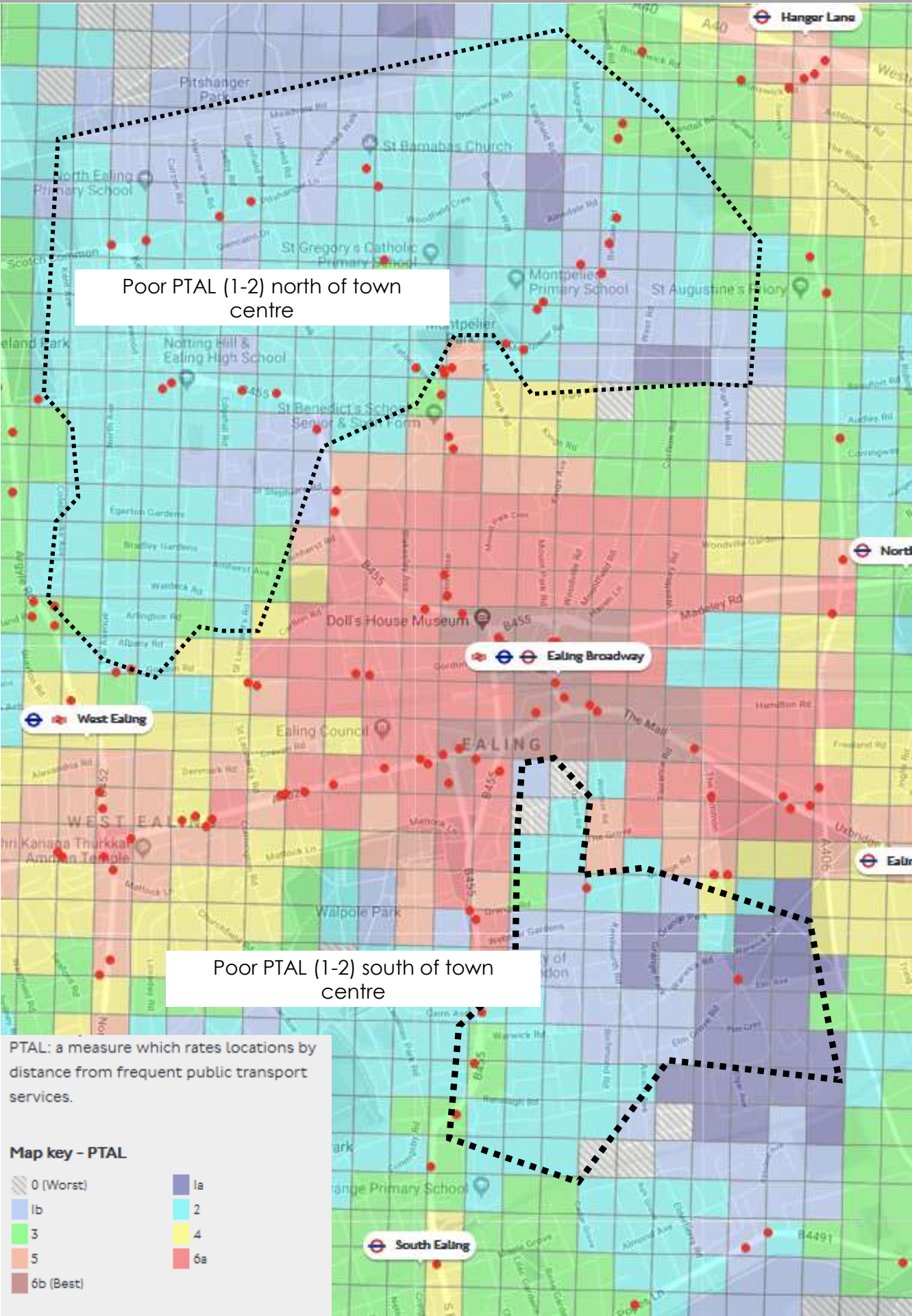
The map on the right shows Public Transport Accessibility Level (PTAL) scores for Ealing Town Centre and surrounding areas. The PTAL ratings show whether the area is poorly connected to public transport services (0), or very well connected (6b). Ealing Town Centre scored 6a-6b (best) with accessibility decreasing appreciably outward from the to the north and south, between 1b – 2 (poor). No change is anticipated for those areas by 2031.

The diagram below summarises the Public Transport Accessibility Index data extracted from TfL’s City Planner Toolkit. A slight increase (improvement) is forecasted between PTAL baseline (2015) scores and 2041.

Ealing town centre and zone of further influence scores are above the London average for PTAL: this applies to all public transport accessibility (for 2015 and 2041) and buses and rail specifically.



- 2015 PTAL ranges from 0-155. Average 2041 PTAL in London is 8.7
- 2041 PTAL ranges from 0-188. Average 2041 PTAL in London is 10.2
- 2015 Bus PTAL ranges from 0-52. Average 2015 Bus PTAL in London is 5.5
- 2015 Rail PTAL ranges from 0-75. Average 2015 Rail PTAL in London is 1.6





The map below shows all bus routes within Ealing town centre and surrounding neighbourhoods.

Bus routes (source: TfL Playbook)



Bus walls on The Broadway



Bus stands on Haven Green



Bus stop on High Street



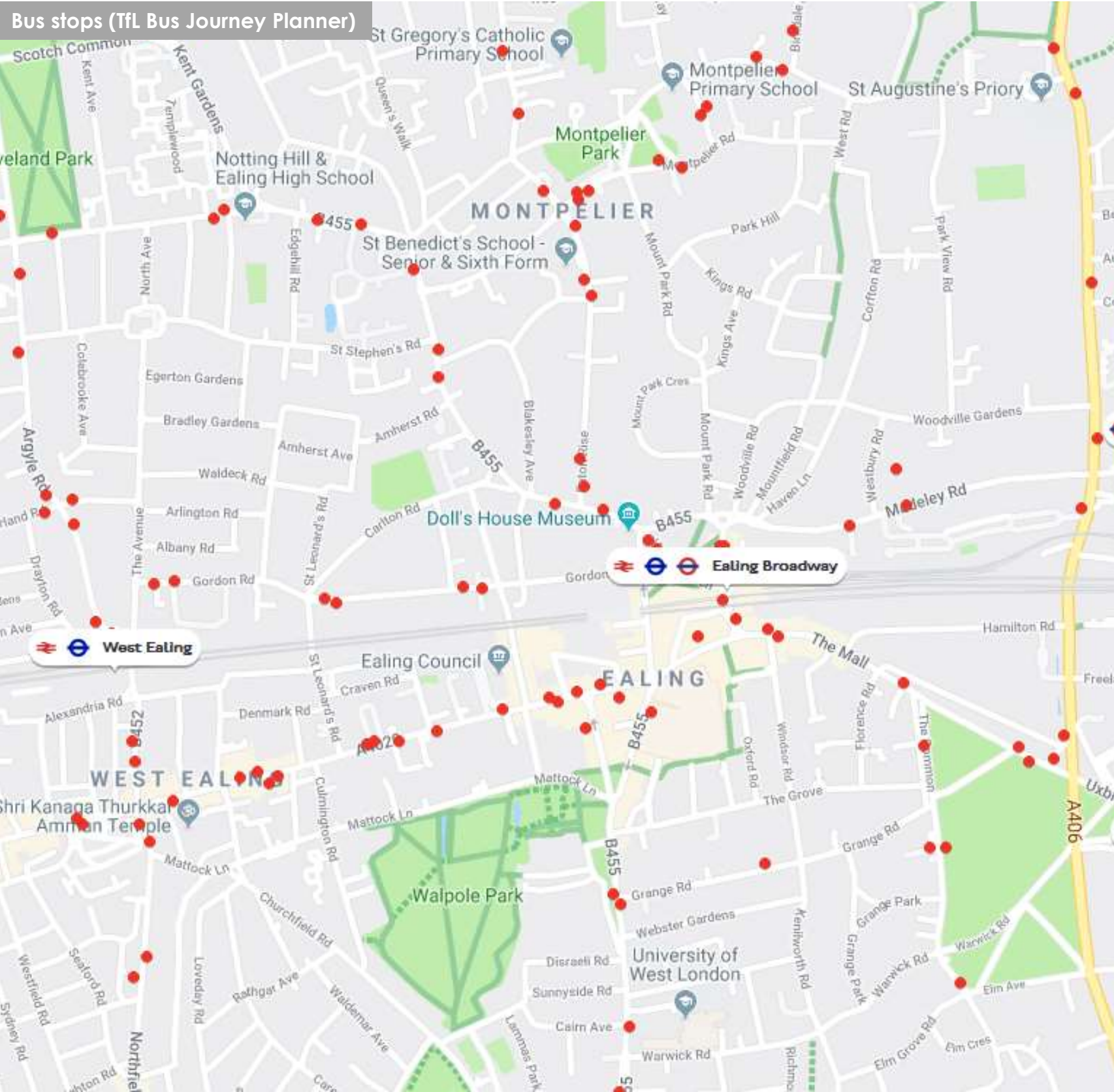
Bus walls on New Broadway





The map below shows the distribution of bus-stops within Ealing town centre and surrounding neighbourhoods. The majority of bus stops are concentrated along Uxbridge Road corridor and The Broadway: these cater for local trips but also as an interchange for longer journeys.

Bus stops (TfL Bus Journey Planner)



Bus stop by Ealing Common

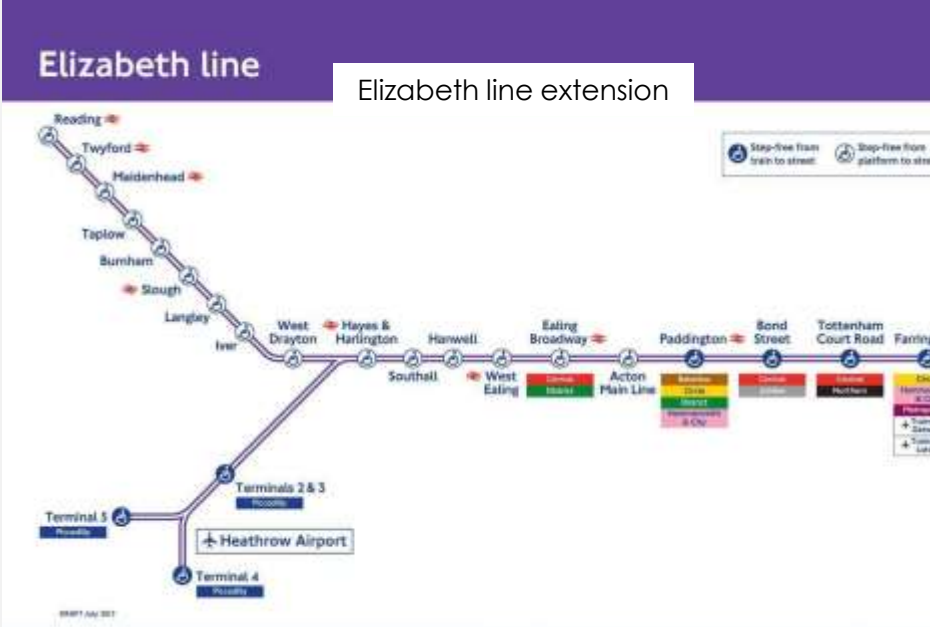
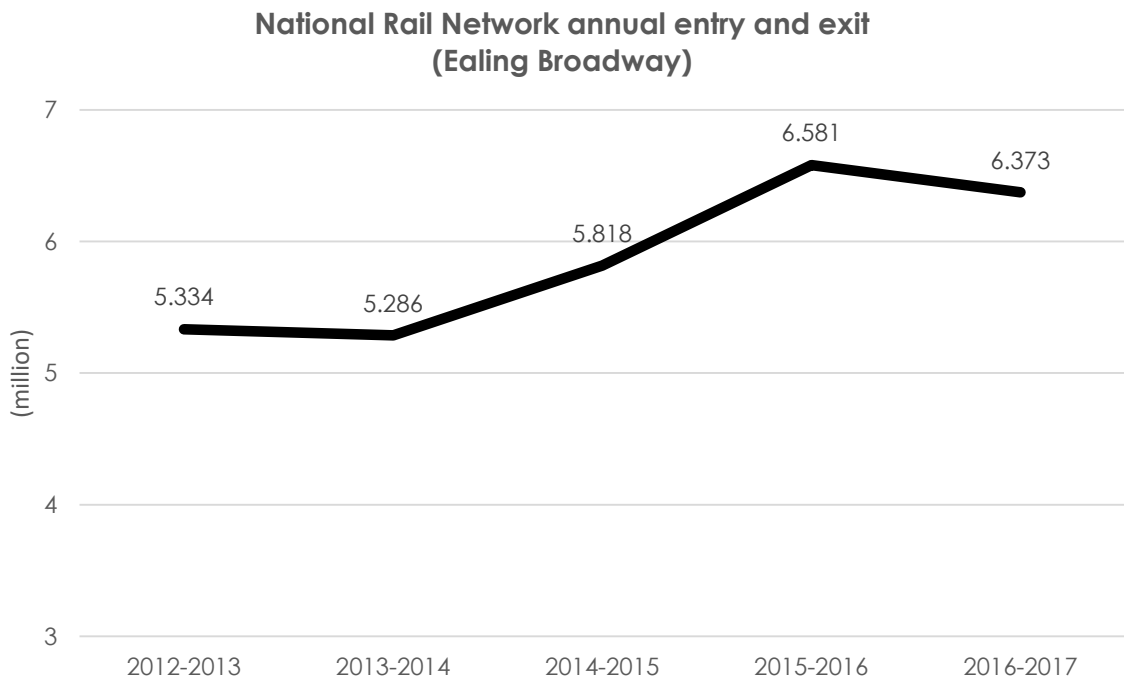
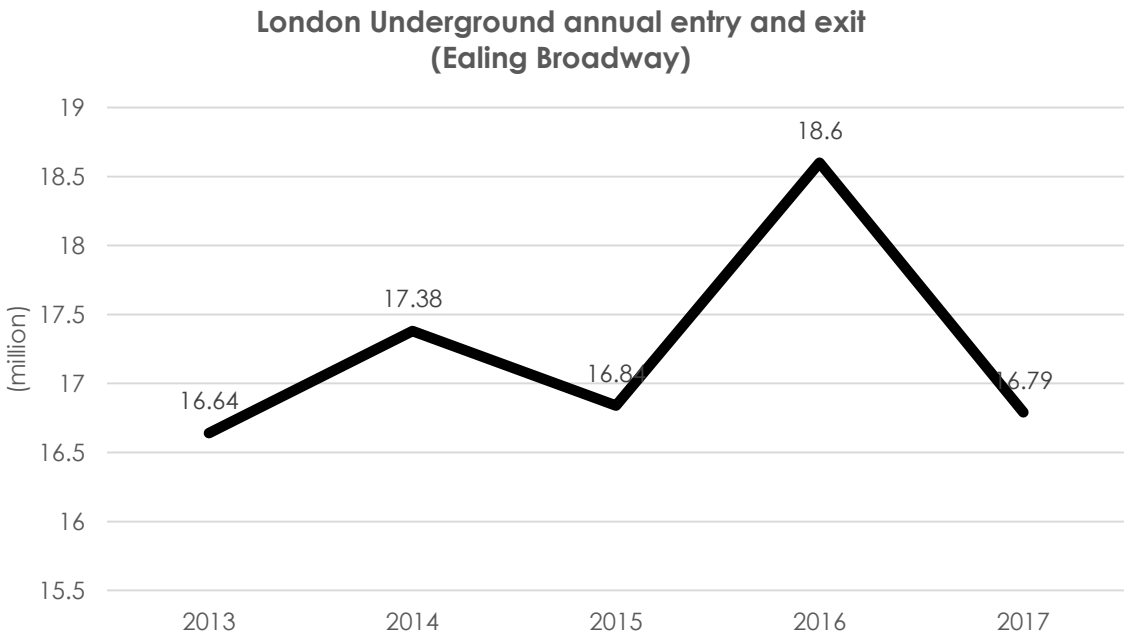




Ealing Broadway station is managed by TfL Rail and has nine platforms. It offers Central and District underground lines and is located in fare zone 3.

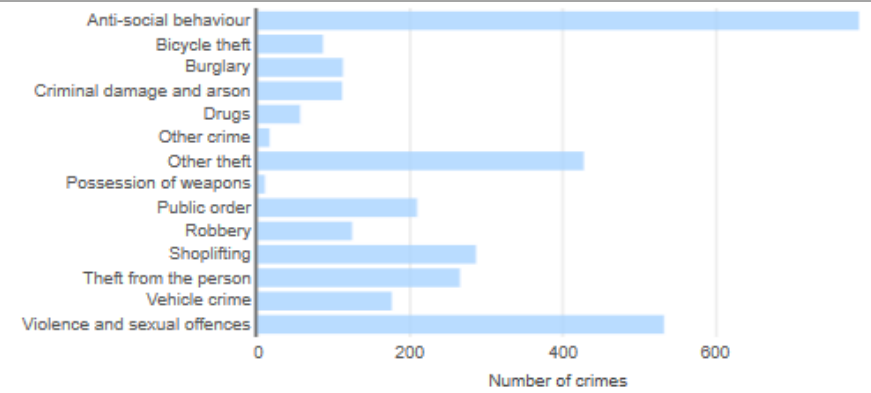
Overground railway connections from Ealing Broadway serve Heathrow Airport and Paddington, some of the west London suburbs and stations further afield in the Home Counties, enabling rapid access to Reading and Oxford and to further destinations such as Bath, Bristol and South Wales (Steer, 2018).

As shown in the diagrams below the number of London Underground entries and exits reached approximately 16.5-18.5 million in the past years. For National Rail it reached a total of 5-6.5 million. These numbers are expected to increase significantly in the future due to Crossrail development and population and employment growth in the area.





Crime types in Ealing town centre between August 2018 and July 2019



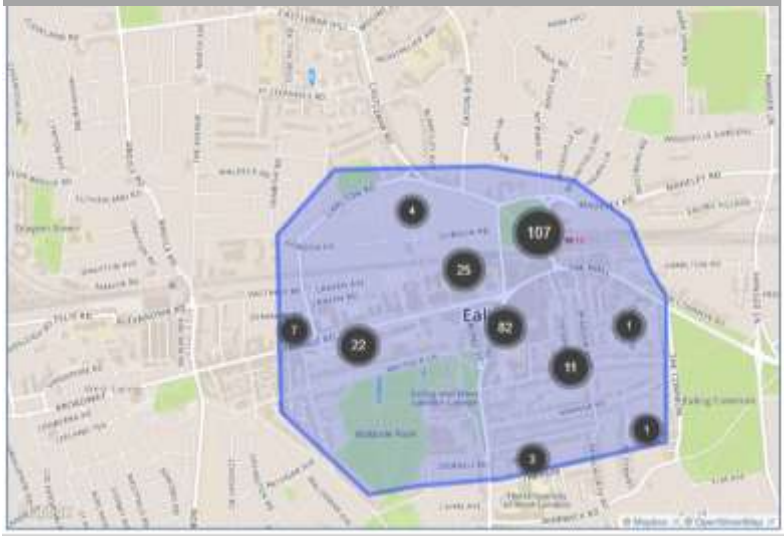
Crime levels in Ealing town centre between August 2018 and July 2019



All crime reported in July 2019 within highlighted area



All crime reported in July 2019 within highlighted area



- Crime statistics identify two hot-spots:
- the area surrounding Ealing Broadway station including Haven Green, and
  - the pedestrian routes to the rear of the Ealing Broadway Shopping Centre.

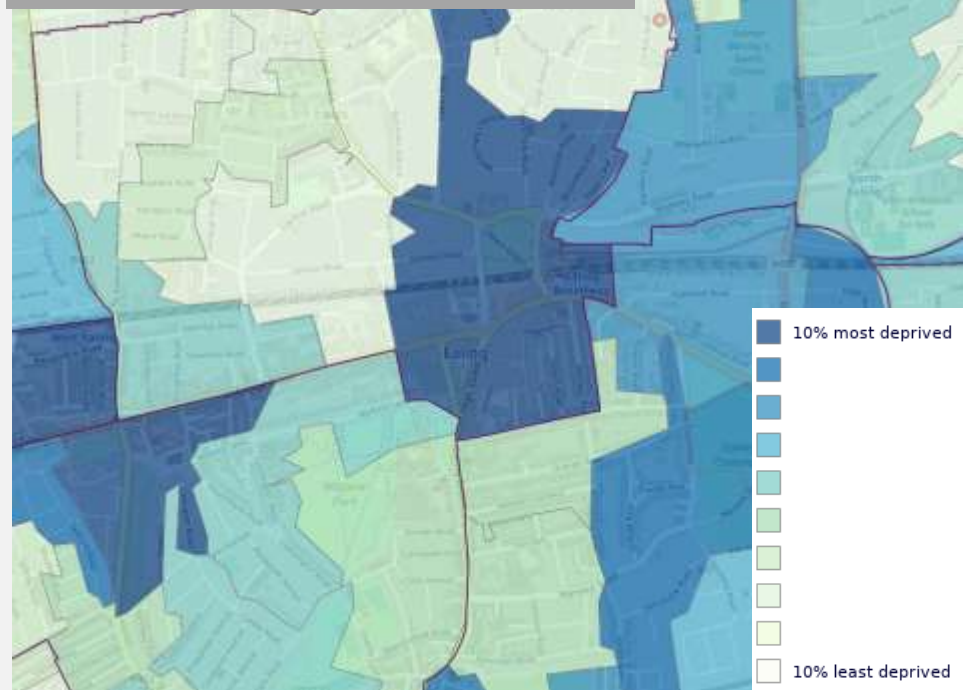
Anti-social behaviour, drug-related crimes and issues associated with increasing levels of homelessness and rough sleeping are predominant in these locations. Violence and sexual offences and theft are also a common problem.

The diagram showing crime levels in Ealing town centre between August 2018 and July 2019 shows that there is little seasonal change: the number of reported incidents remains relatively constant, with the highest number (over 300) reported in March 2019.

Isolated spaces in Ealing town centre



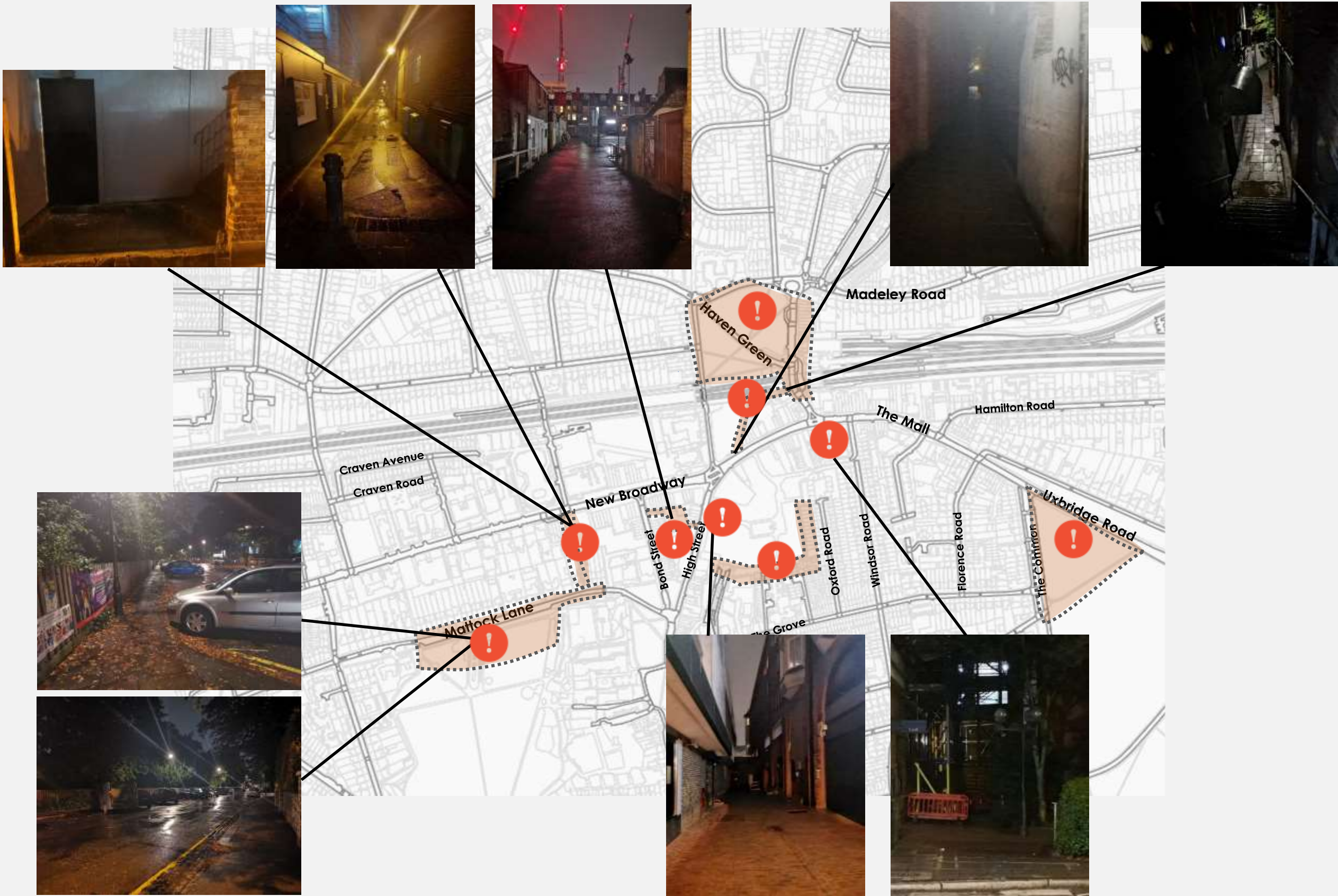
Indices of Deprivation, Crime, 2019





Crime hot-spots and isolated spaces after dark

The diagram below shows identified isolated spaces in Ealing town centre. A site audit was conducted after dark to gain a better understanding of pedestrian and cyclist experience and fear of crime in these locations.





Street lights in Ealing town centre

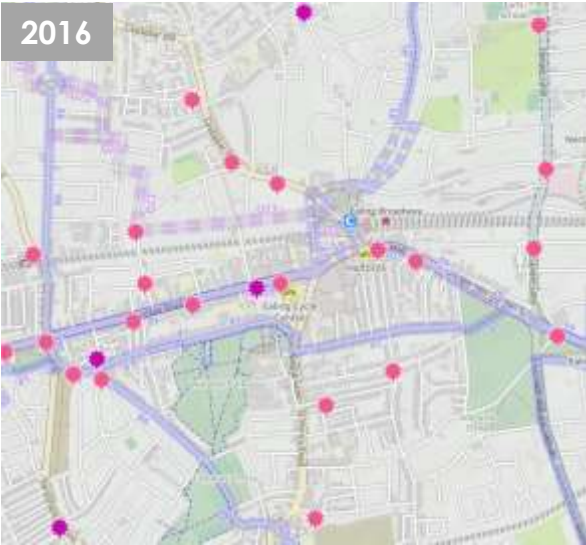
The map below shows the location of streets lights in Ealing Town Centre. Despite good lighting provision, some spaces (Haven Green, The Common) attract crime or feel intimidating. Additionally, spaces with insufficient street lighting are highlighted, I.e., to the rear of Ealing Broadway shopping Centre, part of Haven Place, and Sandringham Mews.

- Lamp column
- Solar bollard
- Traffic sign
- Locations with limited/no street lighting





2016

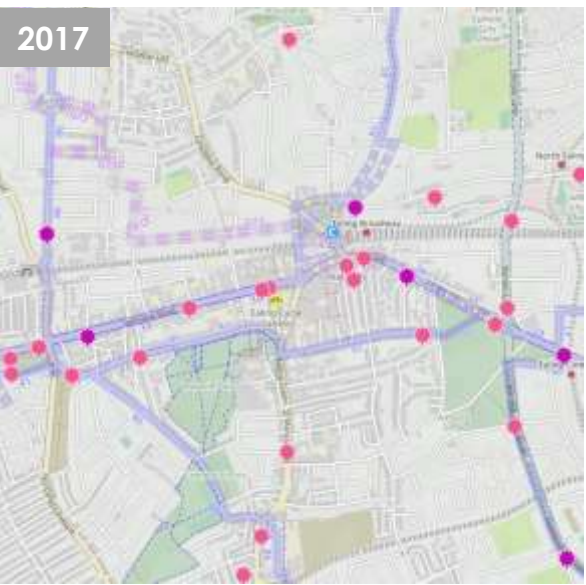


Maps available from TfL's Bikedata Tool were extracted for years 2016 and 2017. They show collisions, where casualties were either cyclists or a pedestrians. The data is from DfT/police STATS19. Pink stars represent slight, purple serious and red fatal collision severity.

The analysis of spatial distribution of collisions identified the following areas of particular road safety-related concerns:

- New Broadway/The Broadway/The Mall/Uxbridge Road
- High Street
- The Broadway by Ealing Broadway station
- A406

2017



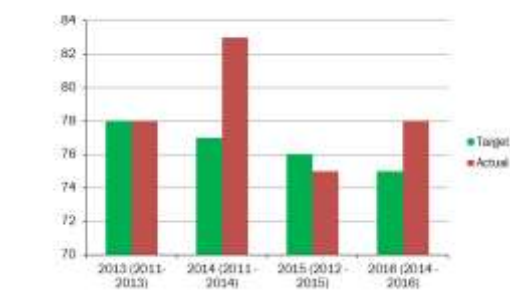
2017



Ealing town centre has been identified as an area with poorest cycling and walking safety record.

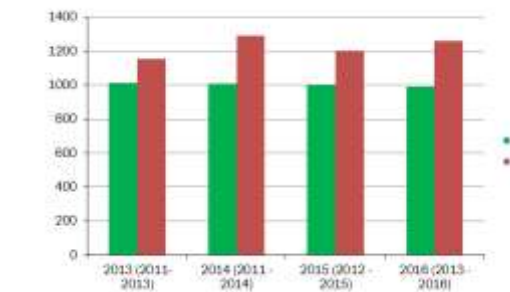


Figure 6 Killed/Seriously Injured Road Casualty LIP Target Performance



Killed/Seriously injured road casualties continue to remain above the LIP target.

Figure 7 All Road Casualties LIP Target Performance



Uxbridge Road corridor is among the most hazardous routes for cyclists and pedestrians







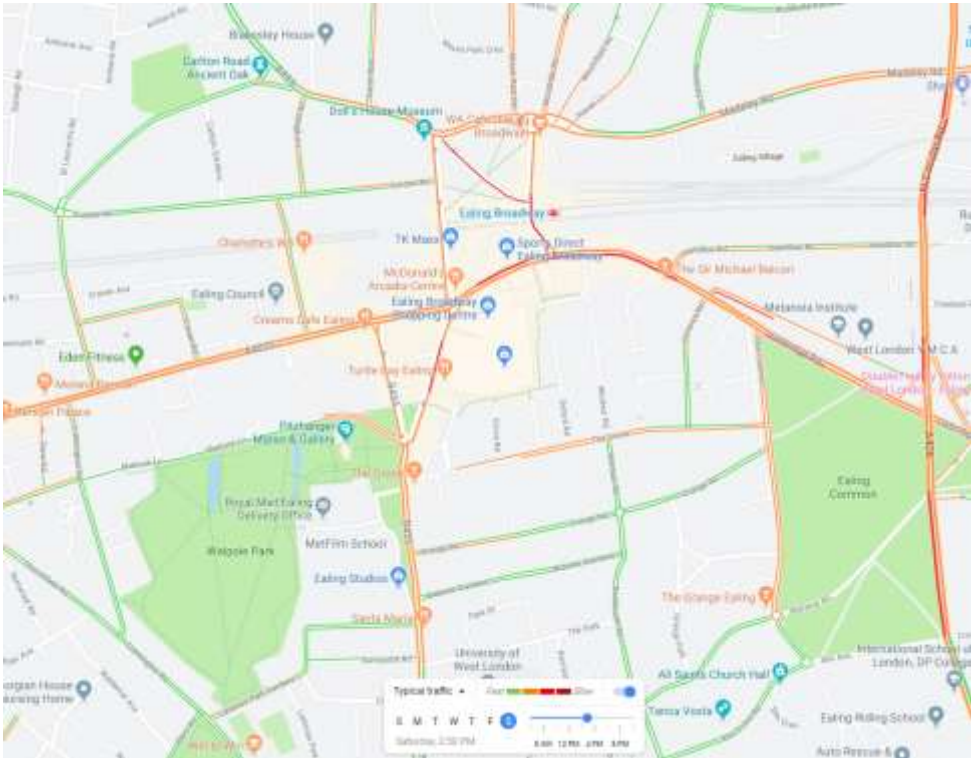
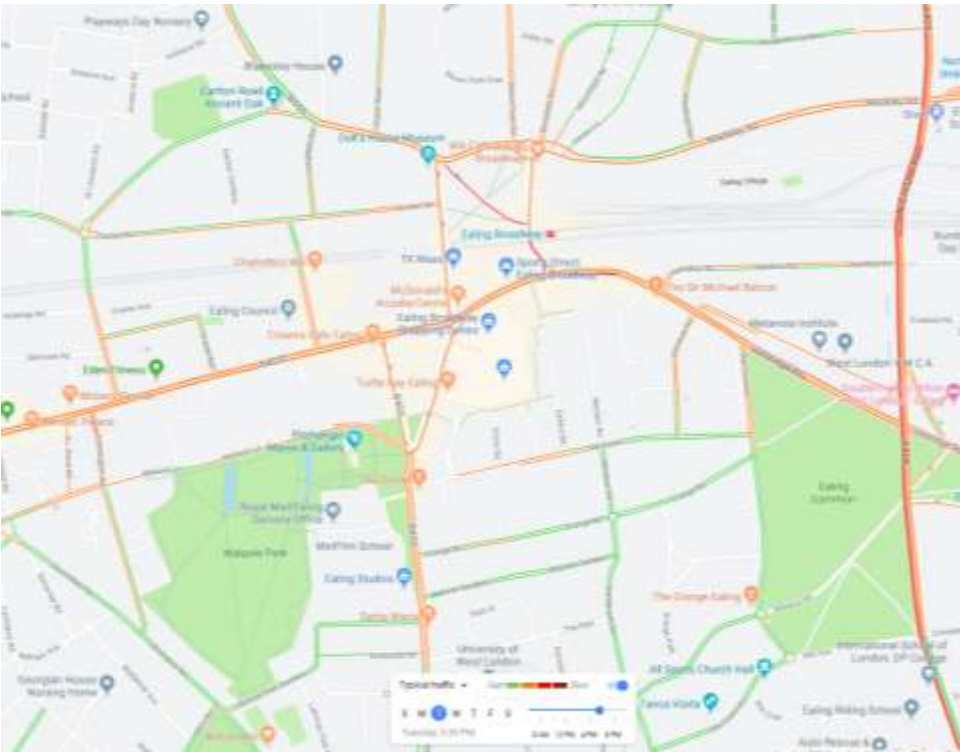
- There is a slight mismatch between the total number of accidents quoted in the 'Road Danger Reduction Statement' and on the map. This is due to software issue which miscount the total accidents (by plus/minus one accident). The number quoted in the statement is correct.







The maps below show typical traffic in Ealing town centre on typical weekday (Tuesday) during evening peak and on Saturday in the early afternoon. Red lines indicate the locations where traffic moves slowest.



**Bottleneck by M&S junction**

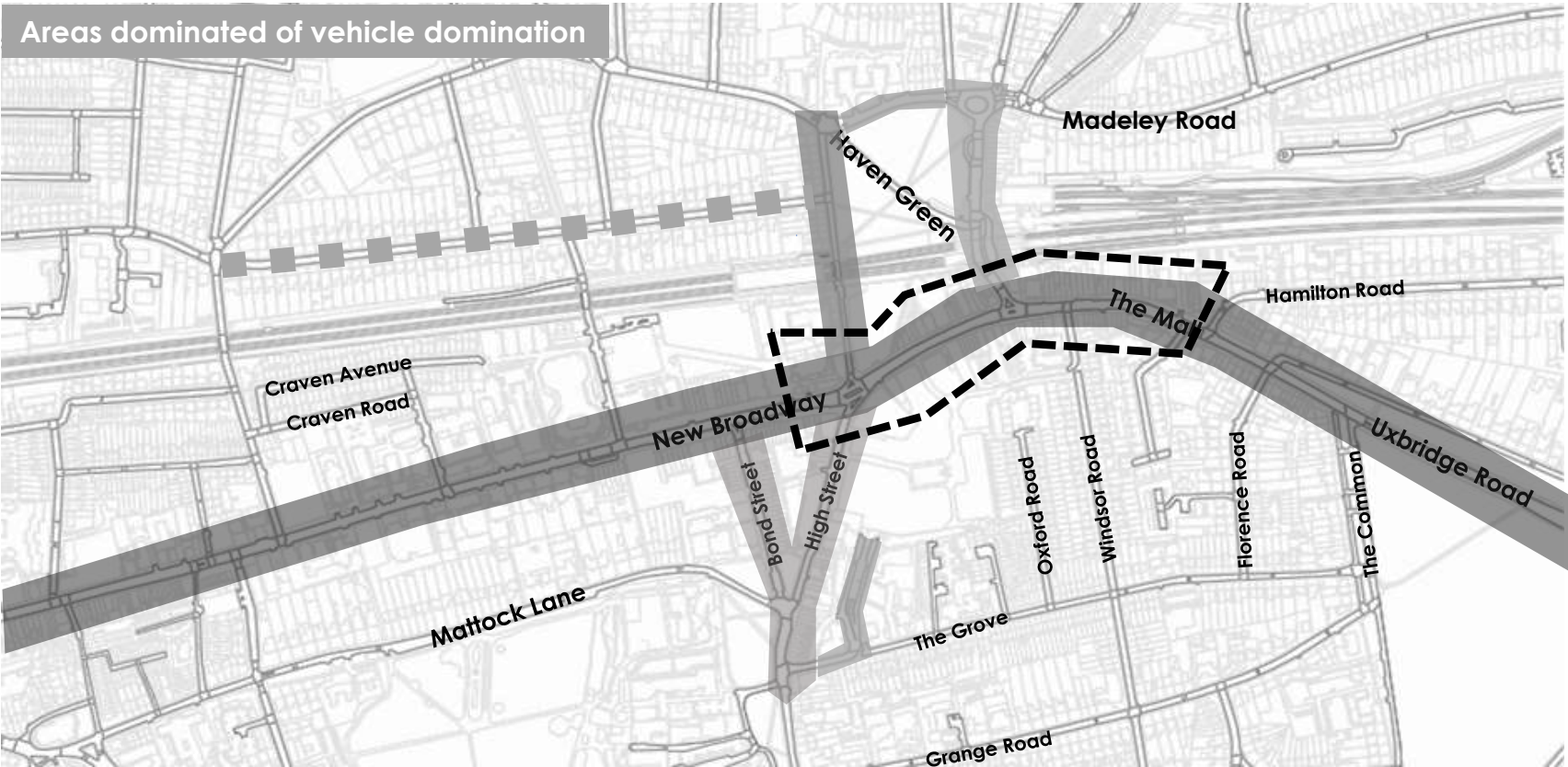


**Congestion by Ealing Broadway station**



Based on site visits, analysis of traffic survey data and road allocation (including on-street parking provision, number of lanes) areas of vehicle domination within Ealing town centre were identified.

**Areas dominated of vehicle domination**



**Private cars queuing along Bond Street**



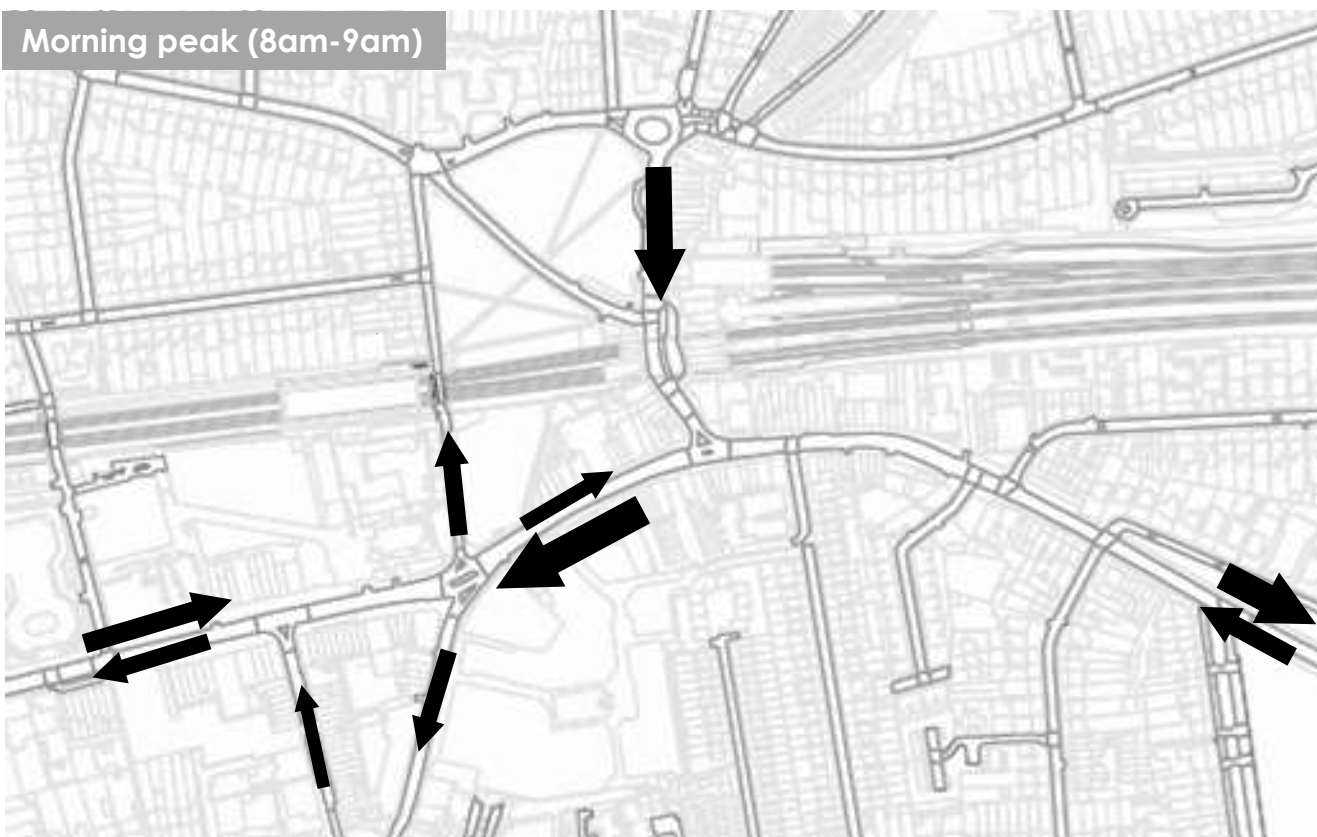
**Restaurants' and cafes' outdoor seating is affected by noise and air pollution caused by nearby traffic**



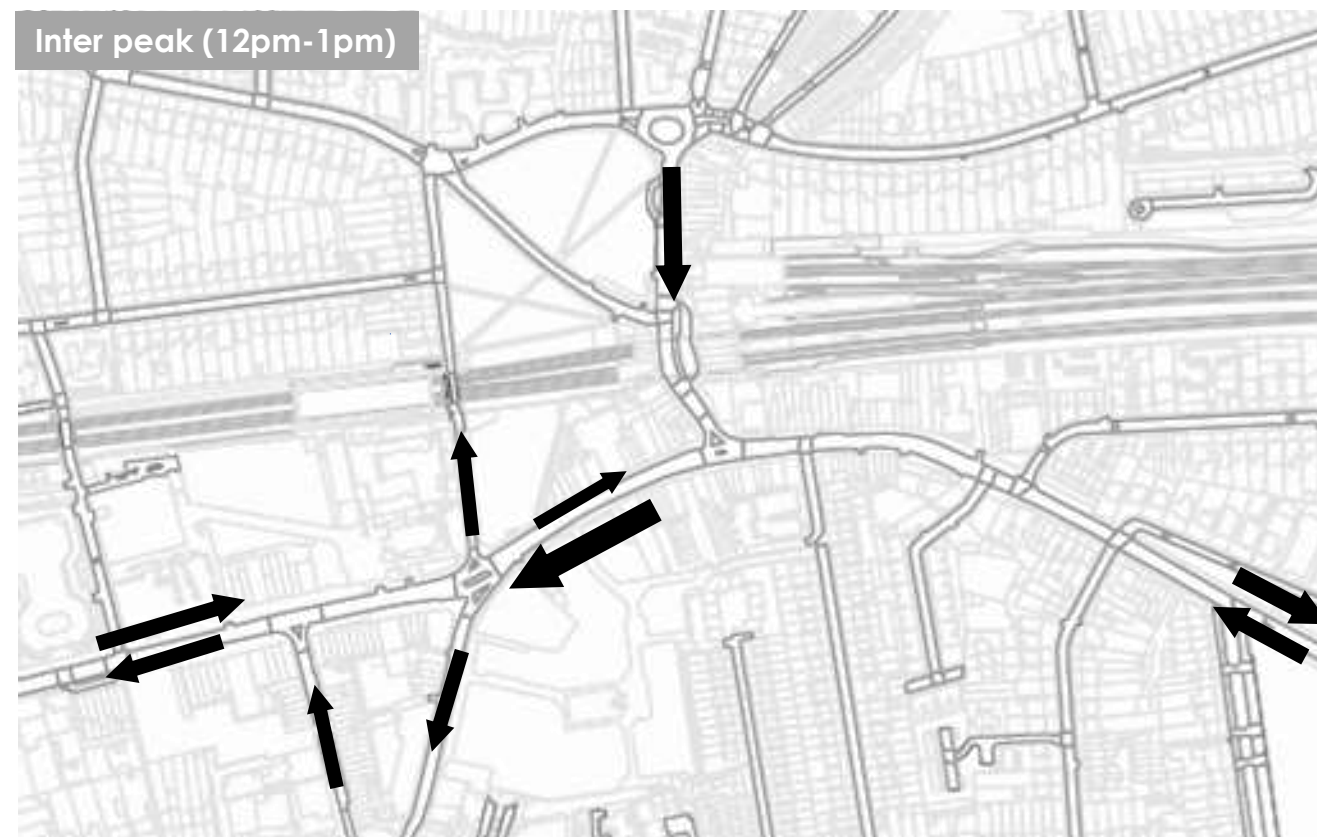


The diagrams below show traffic counts along the key movement corridors in Ealing town centre during morning peak (8-9am), interpeak (12-1pm), evening peak (5-6pm) and all day total (7am-7pm). The data was collected on Tuesday 15<sup>th</sup> July 2014. All key streets remain busy throughout the day, with only slight differences in traffic volumes between different times of the day.

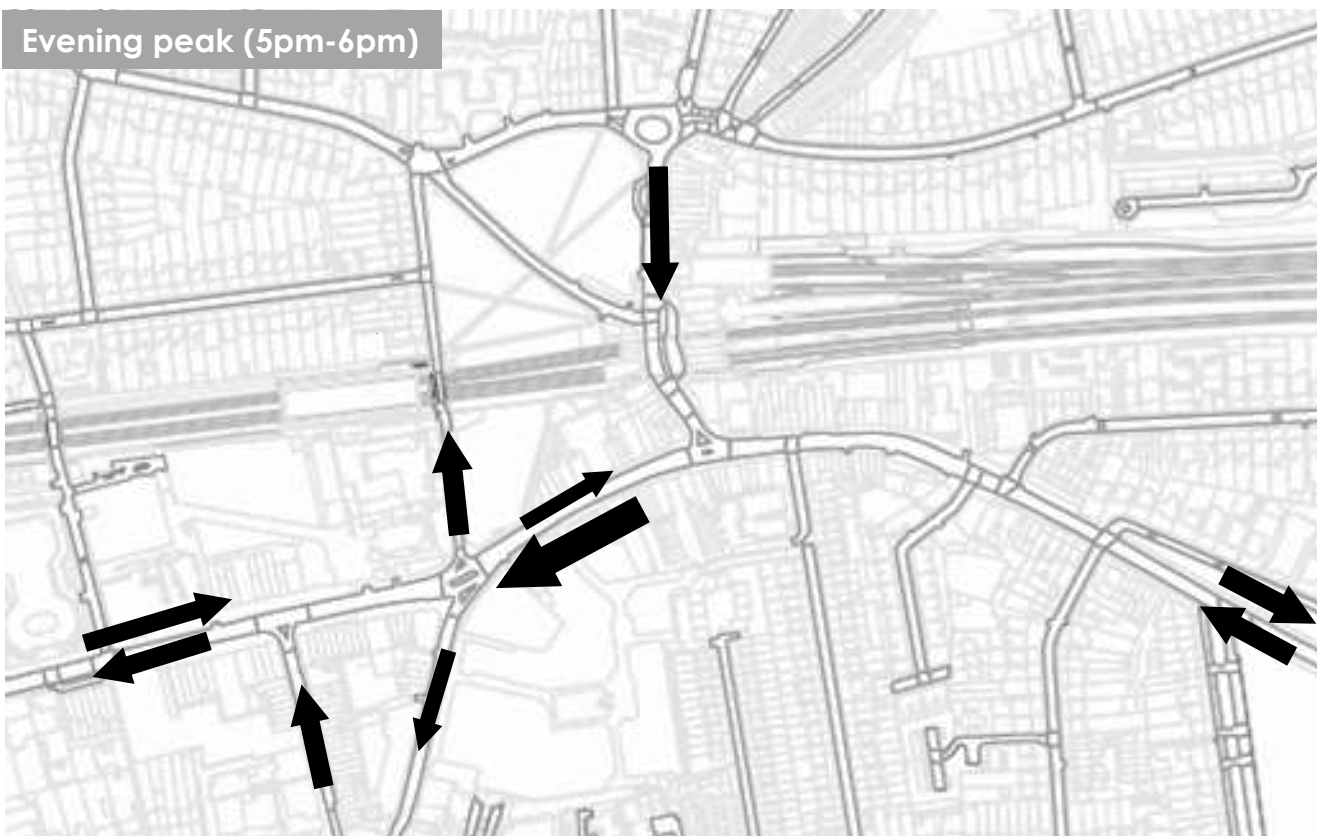
Morning peak (8am-9am)



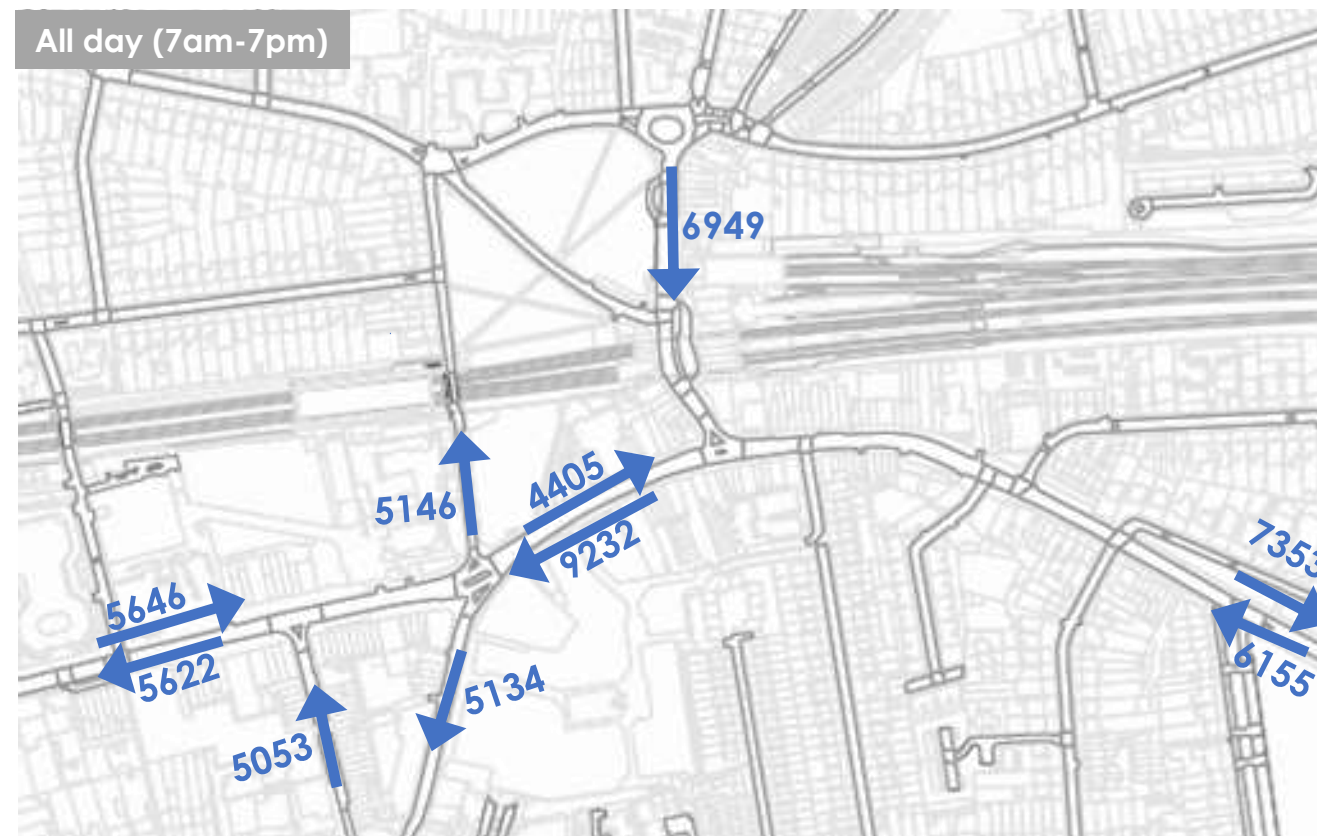
Inter peak (12pm-1pm)



Evening peak (5pm-6pm)



All day (7am-7pm)







Servicing yard on top of the Arcadia centre



Through freight movement affects the ambience of Ealing town centre

DHL LGV on High Street



Supply delivery to a shop on Madeley Road



Freight fleet on key movement corridors often draws attention away from local heritage and architecture



UPS delivery vehicle stopping along The Broadway

HGV on Madeley Road



Same UPS delivery vehicle spotted earlier stopping by Ealing Broadway station

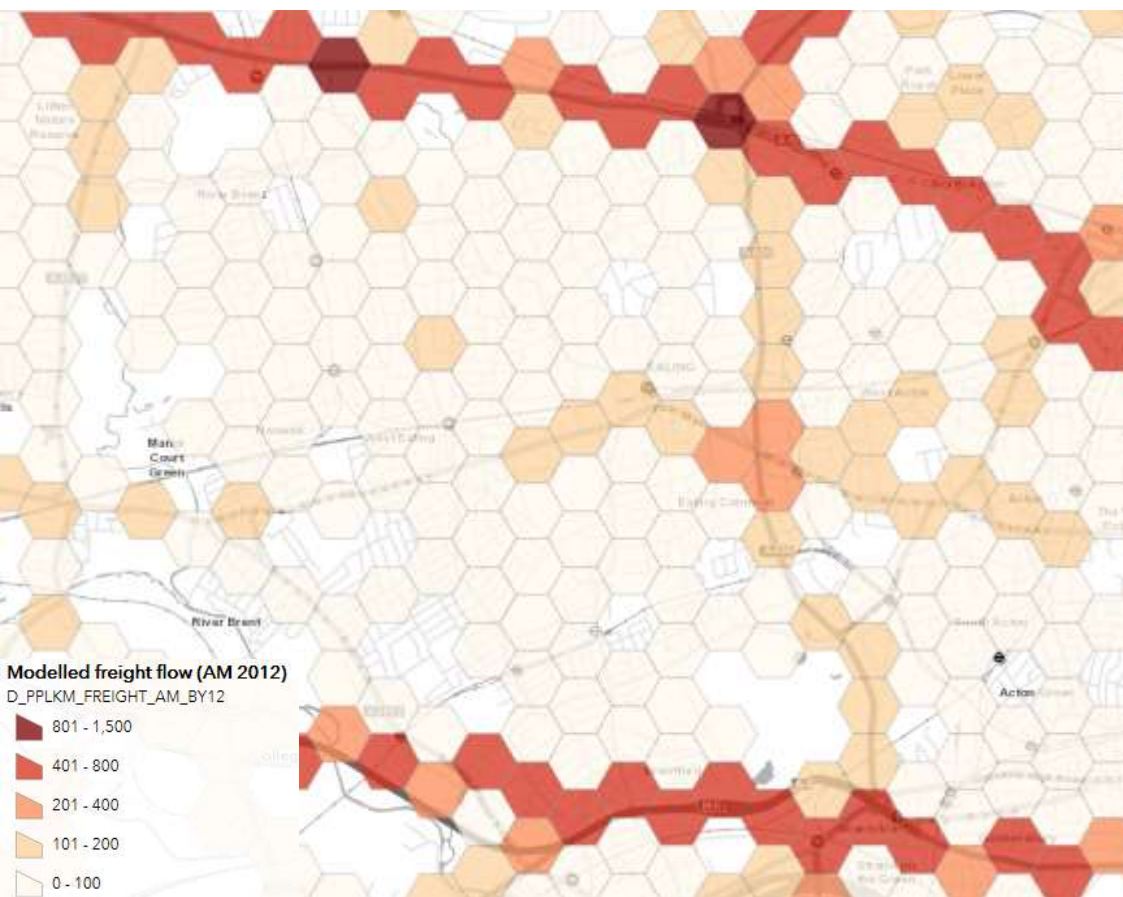


High proportion of Heavy Goods Vehicles along the Uxbridge Road corridor impacts negatively on perceptions of road safety among cyclists and pedestrians

Servicing and deliveries in Dickens Yard

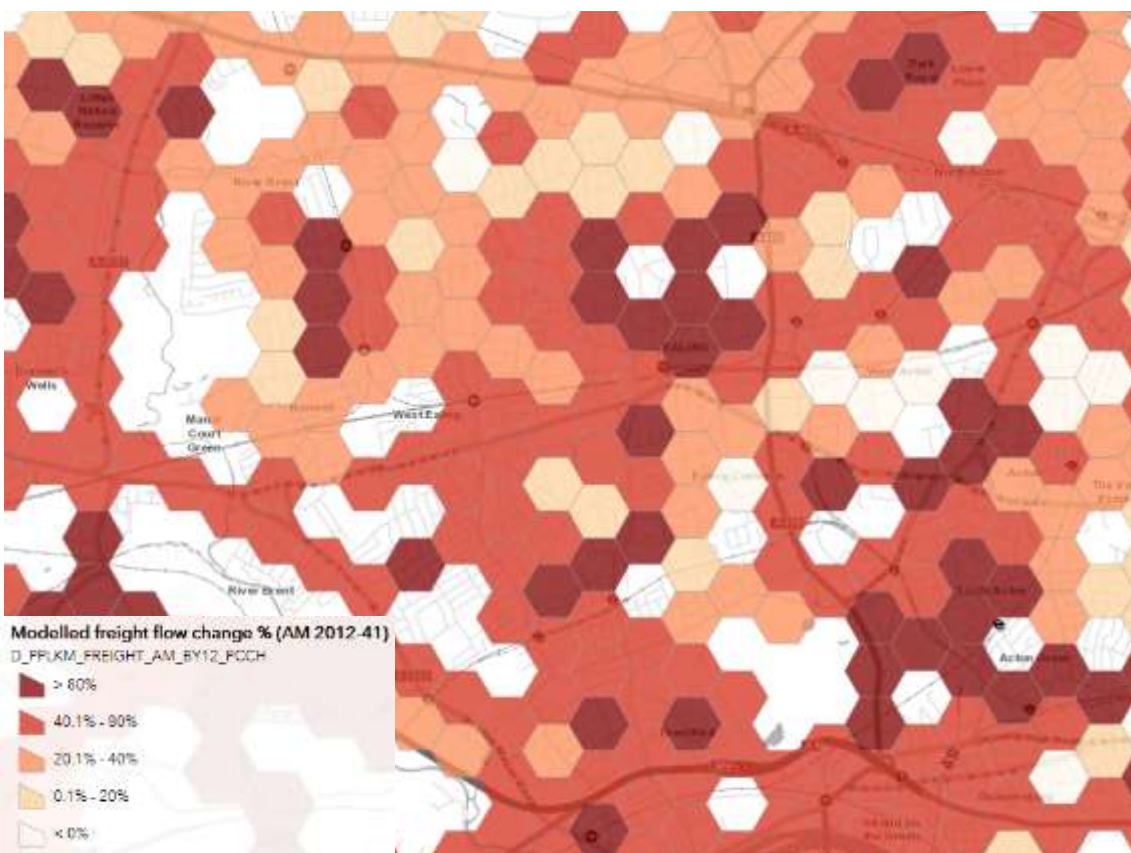






Based on the modelled freight flow (AM 2012) map, at the moment majority of freight movement happens along A40 and M4.

Uxbridge Road corridor within Ealing town centre towards Acton also indicates high modelled freight flow.



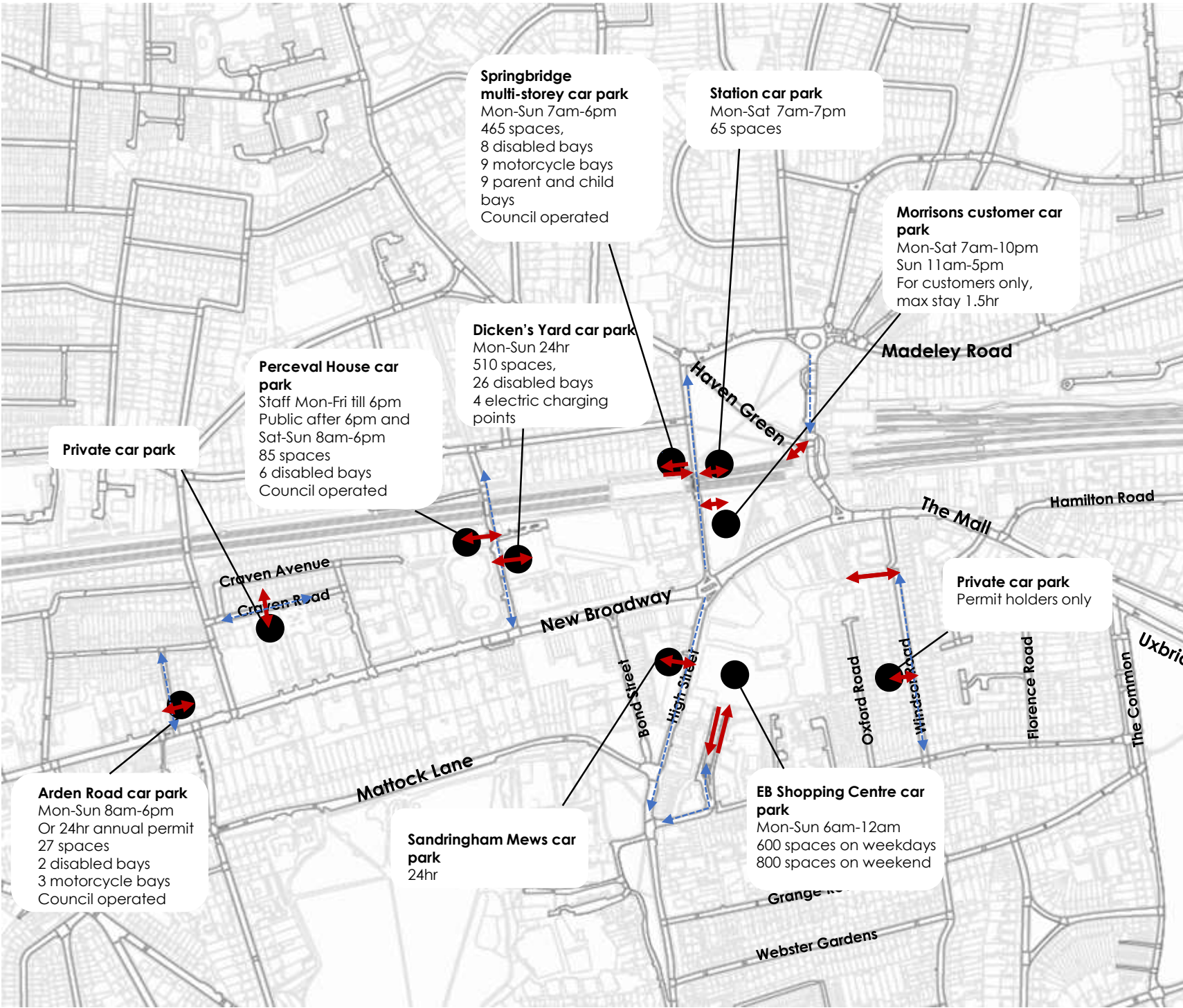
Based on TfL's modelling it is expected that the freight flow change within Ealing Town Centre and surrounding neighbourhoods will reach more than 80% increase north of Ealing Broadway and between 40-80% increase along the majority of Uxbridge Road corridor.





There are 8 public car parks in Ealing Town Centre, which provide a total of over 1900 parking spaces. The map below shows their location, including access points and indication of one-way/two-way traffic management.

Other information includes number of spaces, opening hours and operator.



↔ Car park access    ↔ Vehicle movement

Spring Bridge car park



Sandringham Mews car park



Station car park

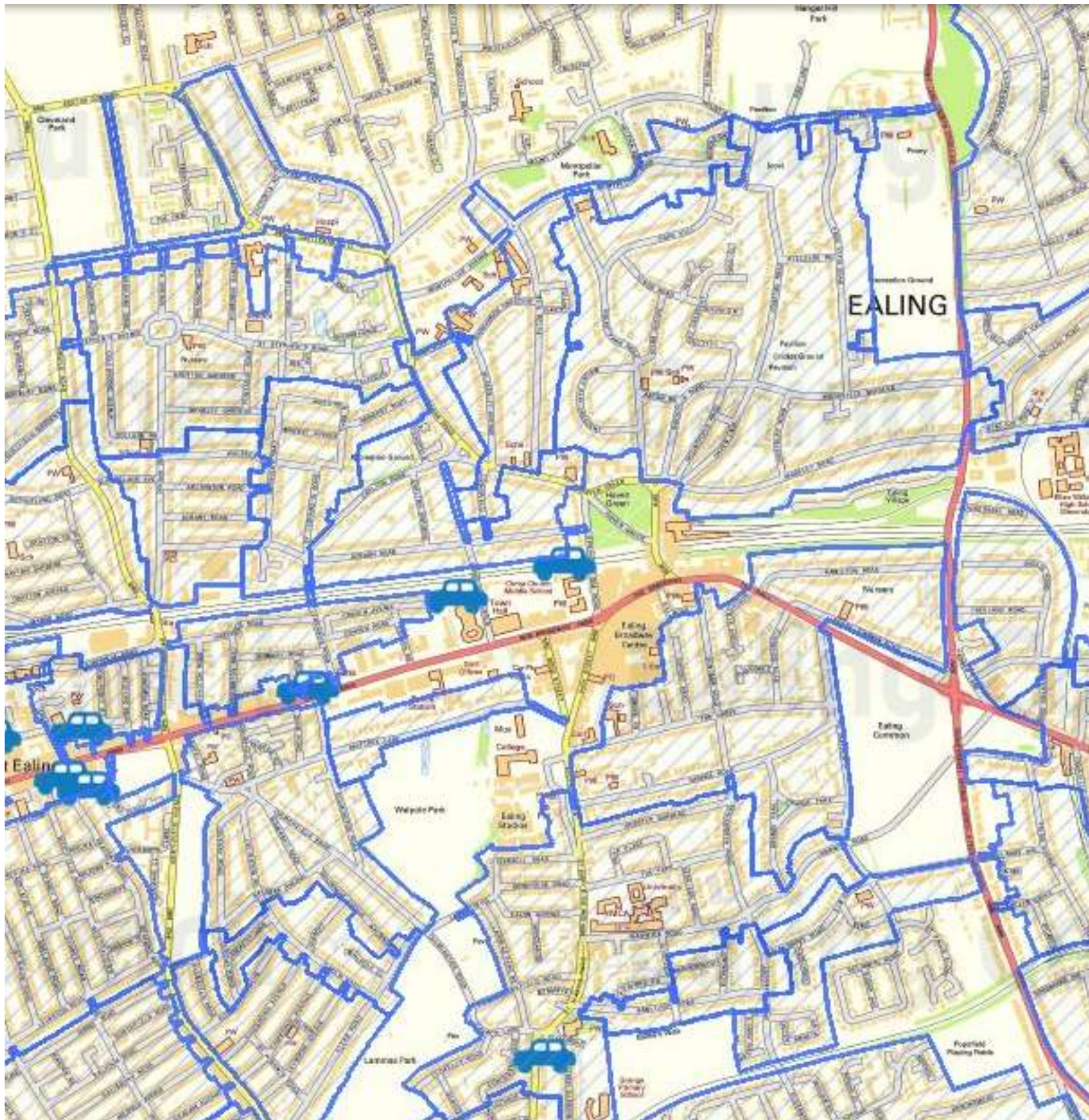


Access to EB shopping centre car park from Windsor Road





The map below (Ealing Council) shows controlled parking zones within and in the vicinity of Ealing town centre.



On-street parking on Bond Street impacts negatively on its ambience



On-street parking on High Street



On-street parking on residential street





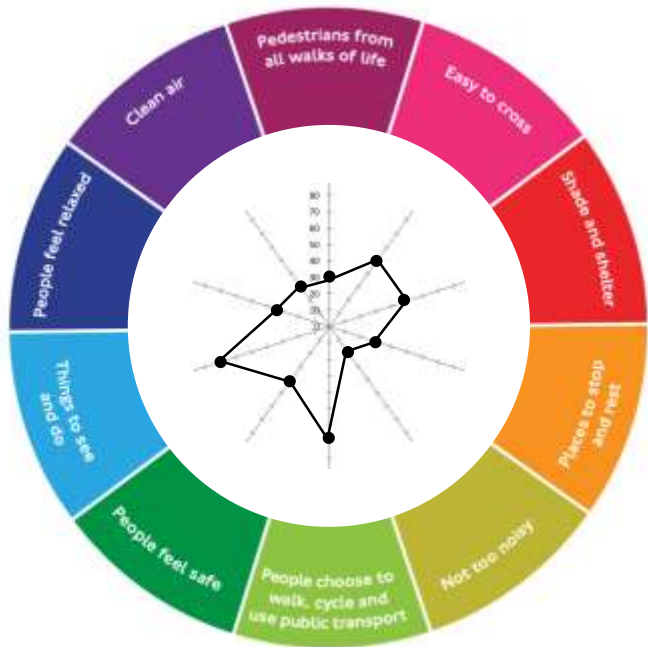


## Appendix E

### High Level Healthy Streets Assessment







Existing Healthy Streets Assessment

The Broadway (Ealing Broadway Station)

- Vehicle domination and speeding vehicles along Ealing Broadway, secluded nature of several pedestrian links and multiple isolated spaces impact on perception of safety
- Haven Place is not wheelchair accessible and presents challenges to pedestrians with other mobility impairments.

The section of the Broadway in front of Ealing Broadway station



Existing Healthy Streets Assessment

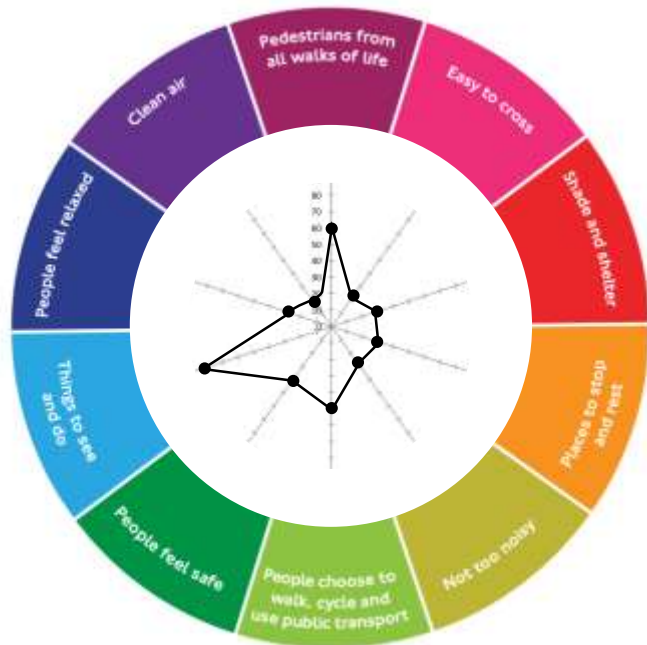
Haven Green

- Haven Green has multiple pedestrian routes, which are popular among pedestrians and pass through a local 'haven', quiet environment with a relaxing atmosphere
- Due to the presence of large green space air is cleaner
- The key safety concerns arise after dark, when the space becomes a local crime hot-spot, with higher levels of anti-social behaviour related activity.

Route across Haven Green



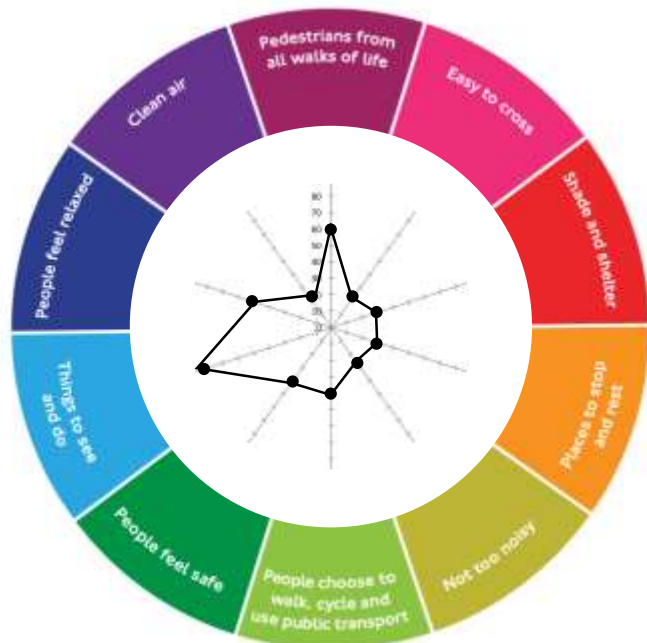




Existing Healthy Streets Assessment

## The Broadway Northern Section

- There is poor provision of places to stop and rest along the corridor
- Vehicle domination along the corridor impacts on pedestrian and cyclist comfort, noise levels and air quality
- Despite attracting a diversity of pedestrians visiting local shops and passing through (as it is the key route from and to Ealing Broadway station), this link scored poorly for 'easy to cross' and 'shade and shelter'
- Cycling levels are high, especially during the morning peak hours, yet a significant number of people are deterred from cycling due to the road safety concerns
- Overcrowding by the Bus stop H (in front of Sainsbury's) impacts on the effective width and creates a pedestrian pinch-point
- Footways are not sufficient in width for the volume of pedestrian movement.



Existing Healthy Streets Assessment

## The Broadway Southern section

- Conditions along southern footway of The Broadway are similar to the northern section
- There is poor crossing provision, which severs movement within the core of the town centre. There are also limited places to rest in vicinity
- Vehicle domination along the corridor has significant negative effect on pedestrian and cyclist comfort, noise levels and air quality, as well as road safety.

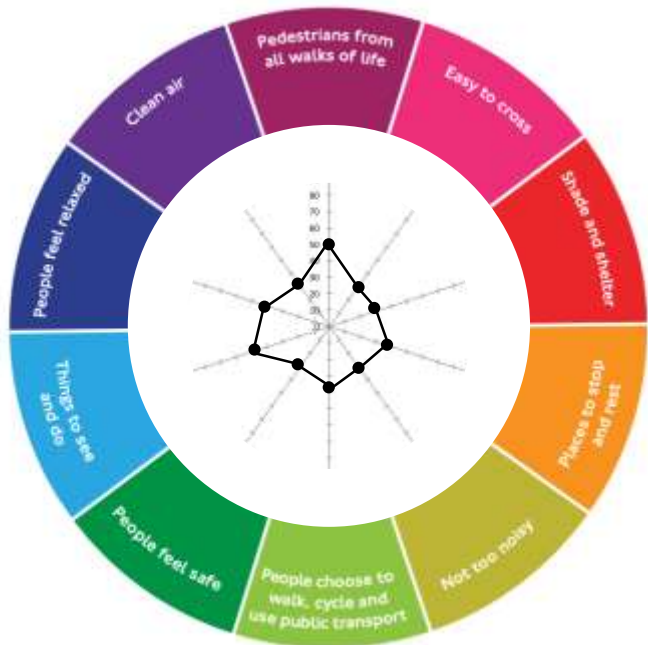
Footway along the northern section of the Broadway



Footway along the southern section of the Broadway







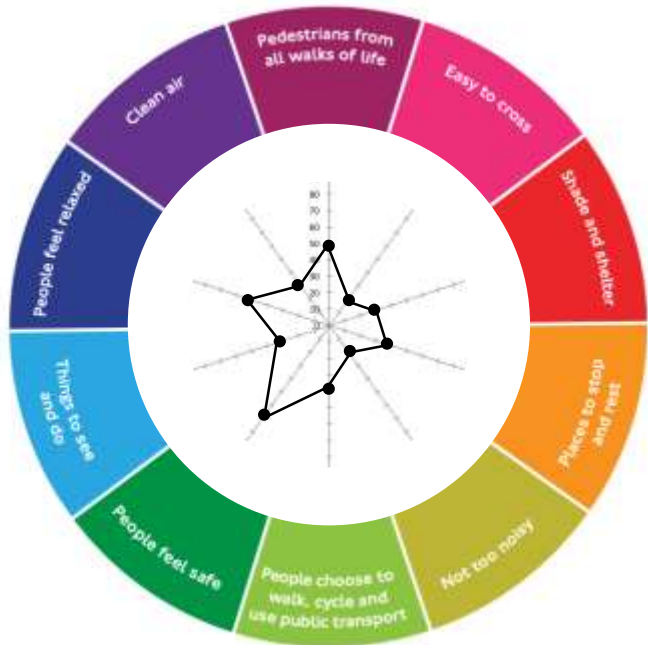
Existing Healthy Streets Assessment

The Mall

- Public realm around The Mall is impacted by significant street clutter which impedes pedestrian movement.
- Trees along the footway provide shade, but there are limited numbers of places to stop, rest or shelter
- The Mall scores poorly for air quality and noise pollution, due to high traffic volumes in this location.



The northern section of the Mall



Existing Healthy Streets Assessment

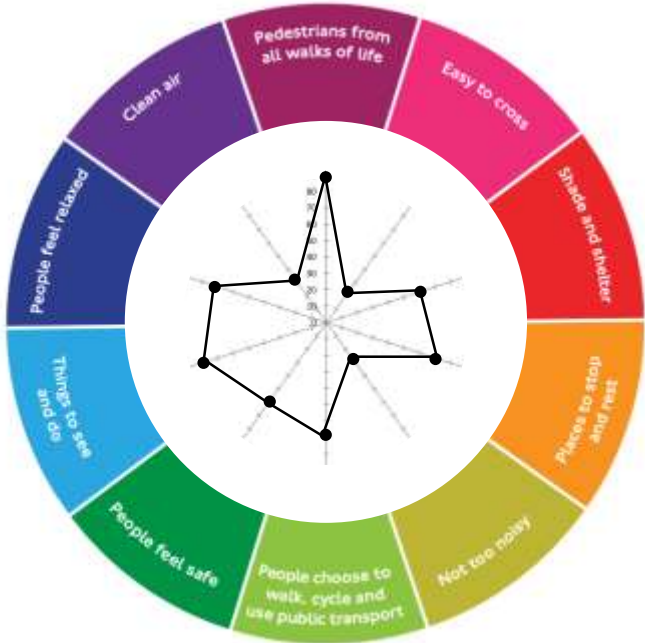
Uxbridge Road

- Uxbridge Road has poor crossing provision. There are also limited places to rest
- Uxbridge Road feels safe (personal security) although there is limited natural surveillance, compared to other parts of the town centre. As the distance to Ealing Common decreases, fear of crime increases
- Uxbridge Road scores poorly for air quality and noise pollution, due to the high volume of traffic.



Segregated shared-use path along Uxbridge Road

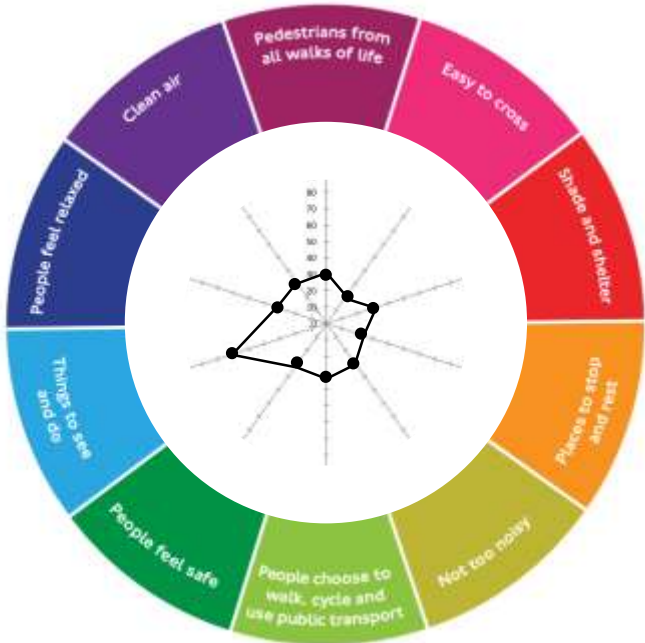




Existing Healthy Streets Assessment

New Broadway

- New Broadway (north and south), score well for pedestrian inclusivity and experience. The footways are generally wide and recently improved public realm is of high quality
- There are multiple accessible bus stops, which encourage people to use buses for local trips and as a part of a longer multi-modal journey
- There is good provision of places to rest and stop
- High volumes of traffic along New Broadway impact on air pollution and noise ratings. The severance cause by the wide carriageway makes it challenging to cross between north and south sections of the street
- New Broadway outperforms all other town centre locations within the assessed area for pedestrian inclusivity, local attractors and levels of sustainable and public transport travel.



Existing Healthy Streets Assessment

Spring Bridge Road

- The footways along Springbridge Road are narrow and poorly maintained, making them inaccessible for pedestrians, especially more vulnerable users
- There are no places to rest and stop and while there are some places to visit and see, the public realm does not complement the frontages
- Due to the dominance of one-way traffic and vehicle idling related to car-park access points, the air quality is poor and noise pollution is high
- There is no crossing provision, making this road challenging for pedestrians to access Haven Green
- There is a high concentration of access points to car-parks (four in total), where drivers rarely choose to give way to pedestrians.

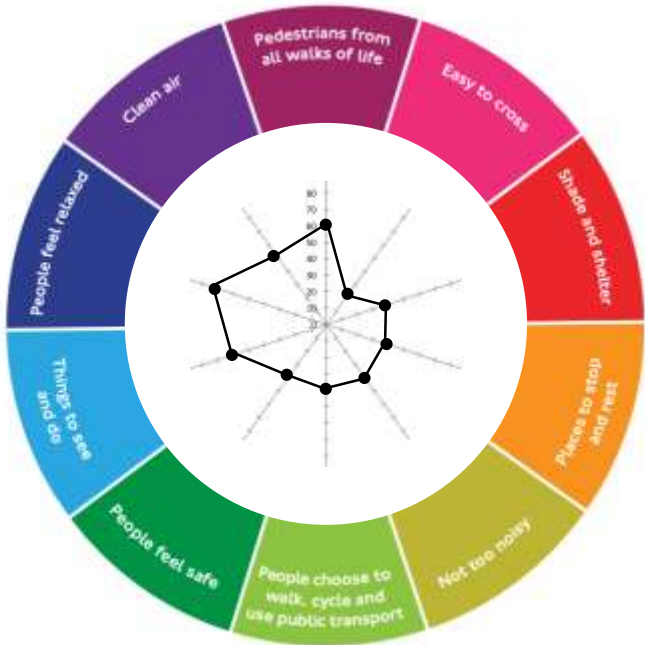


Way-finding sign located on the New Broadway



Narrow footways along Spring Bridge Road





Existing Healthy Streets Assessment

Bond Street

- Street clutter (including A-boards) reduce the effective width of footways
- The footways were widened recently, making them more pedestrian friendly: however, the carriageway is now more hazardous for cyclists
- There is poor crossing provision with severance caused by the carriageway and on-street parking: however, at the time of the audit desire lines were impacted by on-going construction on the eastern side of the street.

Footway along the Bond Street



Existing Healthy Streets Assessment

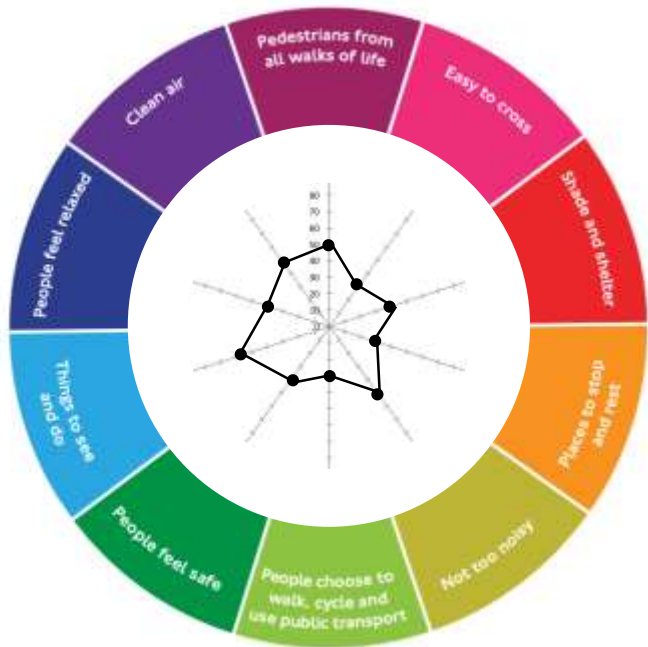
High Street

- The character of the street changes closer to Haven Green
- Air and noise pollution is negatively affected by the motor vehicles, especially caused by queueing during peak hours related to the access to Ealing Broadway shopping centre car park (The Grove junction)
- There is poor crossing provision with severance caused by carriageway and on-street parking on the western side of the street.

Bollards and cycle parking impedes on the effective width of the footway along the High Street







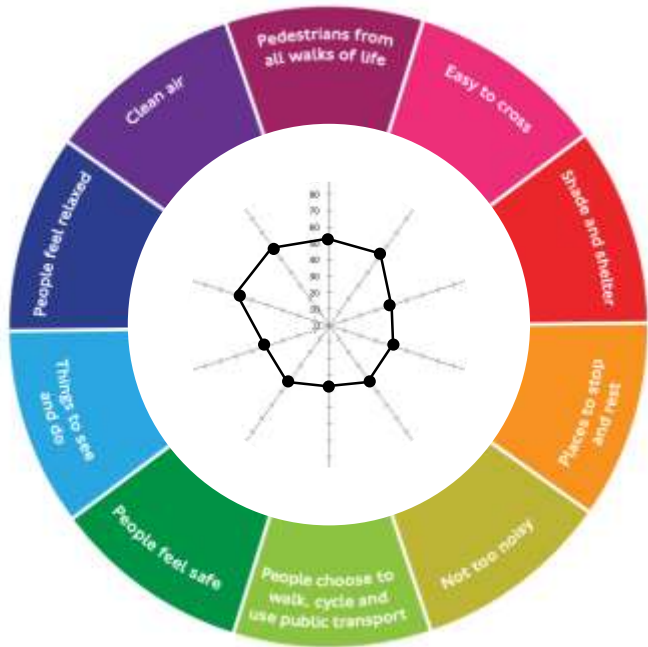
Existing Healthy Streets Assessment

**Mattock Lane**

- Currently, the streetscape is dominated by on-street parking
- Despite the vicinity of Walpole Park, Mattock Lane can feel isolated and intimidating, especially after dark.



On-street parking along Mattock Lane dominates the streetscape



Existing Healthy Streets Assessment

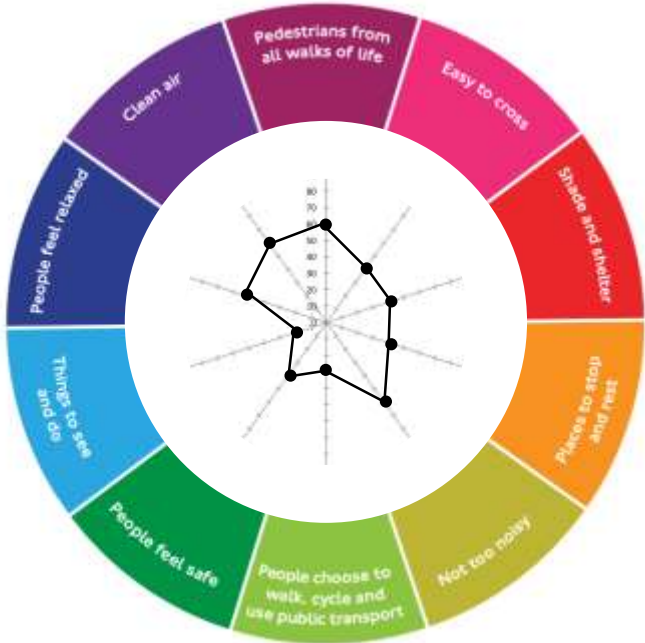
**The Grove**

- The Grove is a residential street, but a key link to access Ealing Broadway shopping centre car park through Windsor Road
- The motorway-scale ramp vehicle entry and exit to the Ealing Broadway shopping centre car park makes the street very difficult to cross when using the northern footway
- East-west access is restricted (gated, only emergency access allowed) impacting positively on cyclist and pedestrian comfort.



Restricted access to the eastern section of The Grove





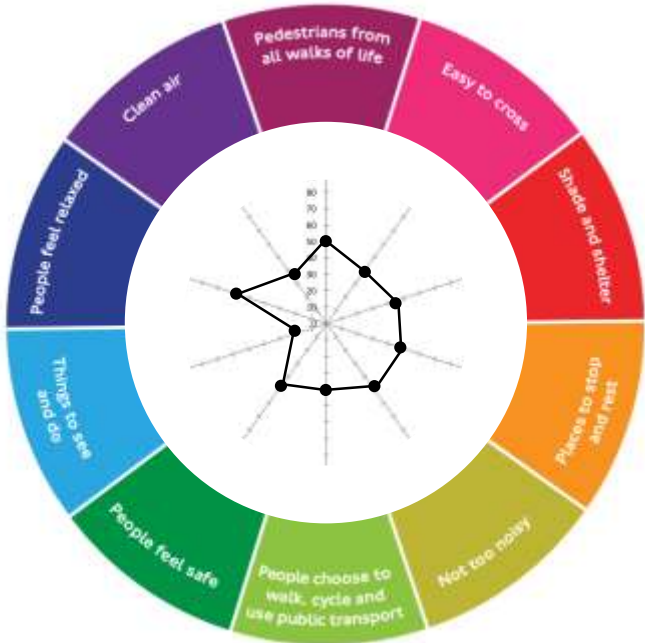
Existing Healthy Streets Assessment

Gordon Road

- On-going rat-running impacts on pedestrians' comfort and perception of safety among the cyclists, deterring them from using it as a potential quieter route
- There are four designated crossing islands along the entire length of the street, which provide safer crossing options as well as act as speed reduction measure
- Footways at the east end are often over capacity, leading to pedestrians walking on the carriageway, which impacts on their safety
- Extreme camber of footway at multiple crossovers poses a challenge for pedestrians with impairments
- While trees provide shade, there is a limited shelter and very few places to stop and rest.



Lack of speed reduction measures along Gordon Road attracts rat-running



Existing Healthy Streets Assessment

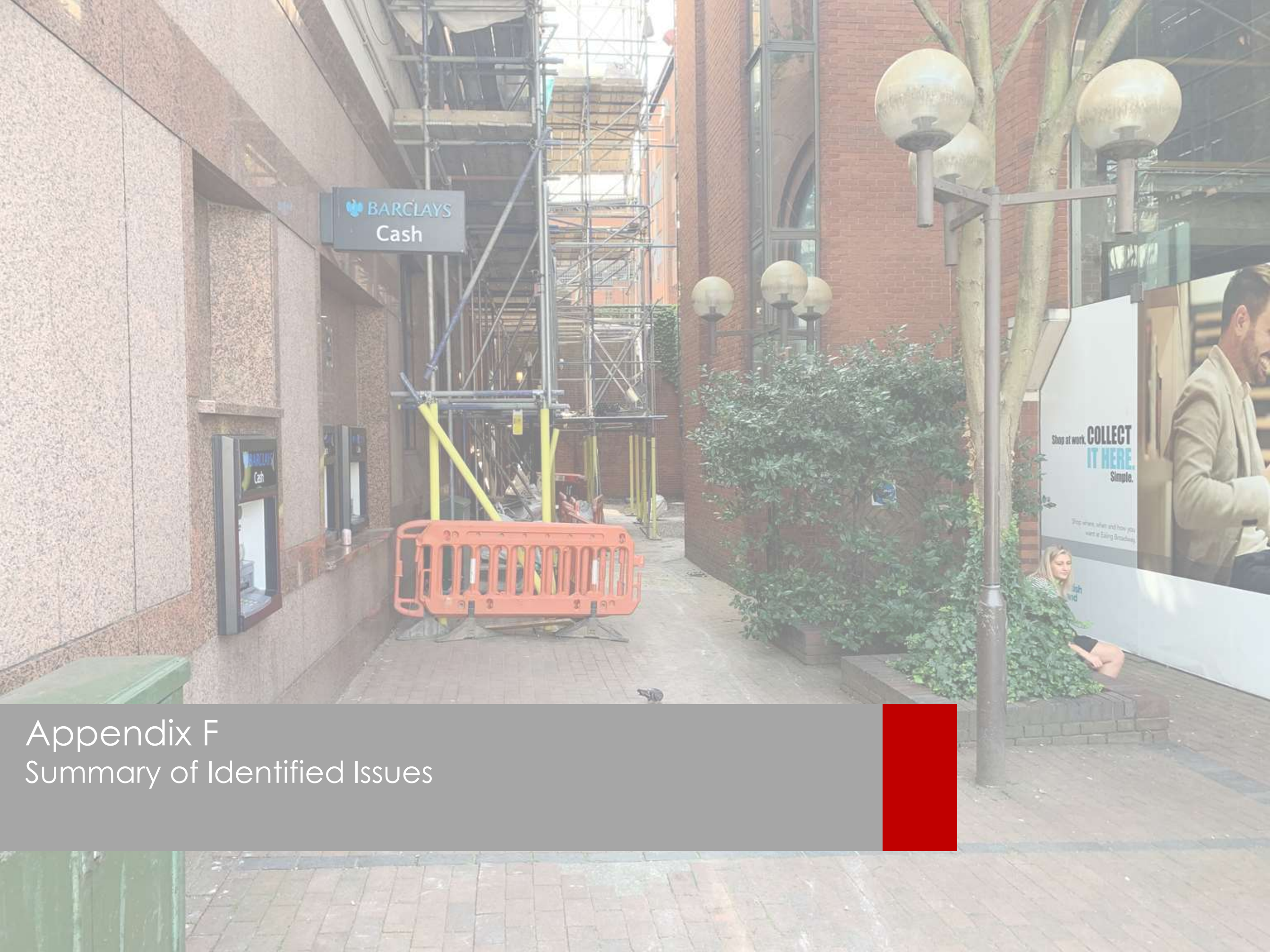
Carlton Road

- On-street parking and narrow effective widths impact on pedestrian and cyclist comfort
- The street is primarily residential
- There is very limited crossing provision
- While trees provide shade, there is a limited shelter and very few places to stop and rest.



On-street parking along Carlton Road dominates the streetscape



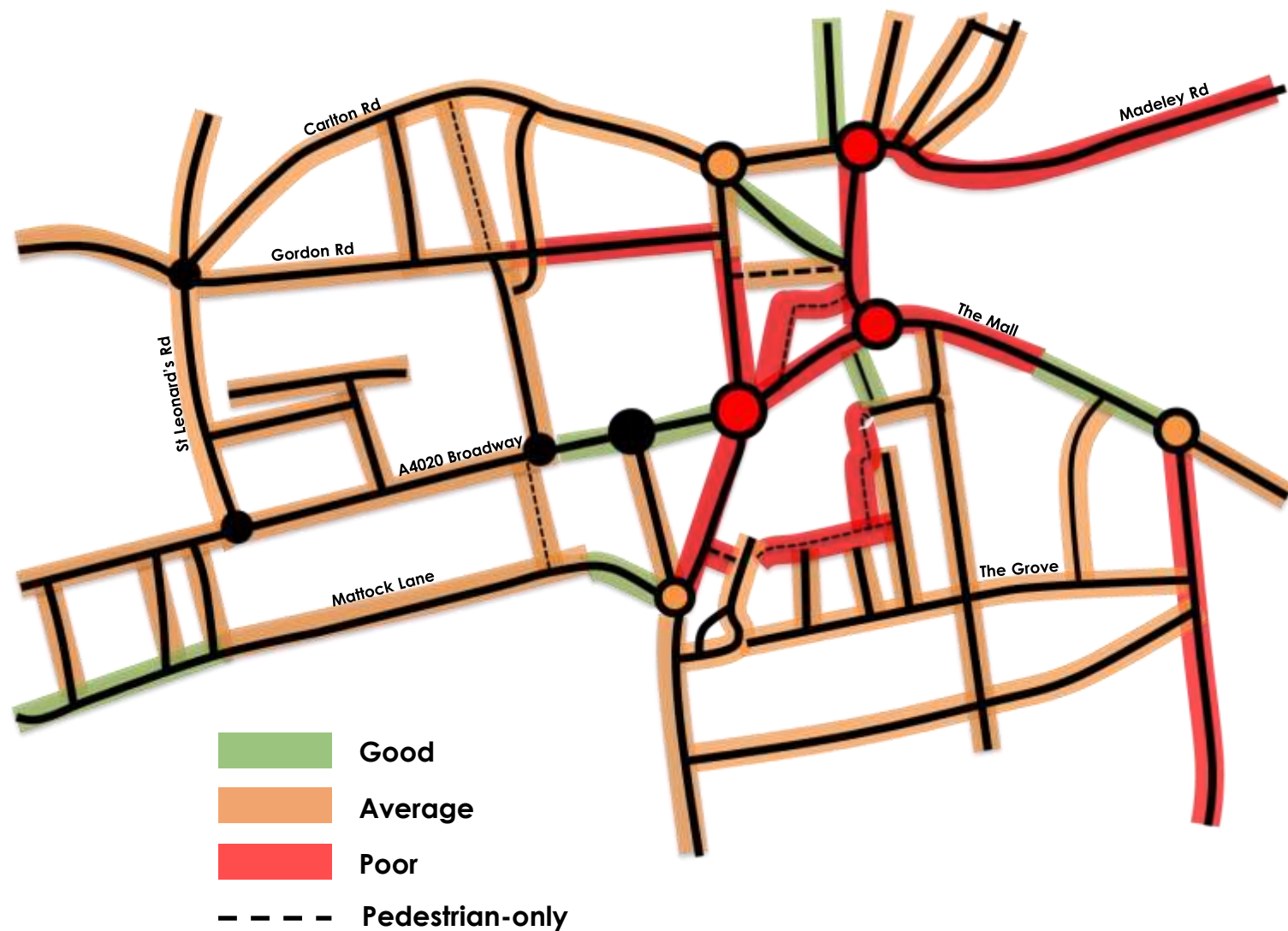


Appendix F  
Summary of Identified Issues





## PEDESTRIAN ENVIRONMENT RAG ASSESSMENT



The following key issues have been identified from site visits, data analysis, stakeholder and community engagement:

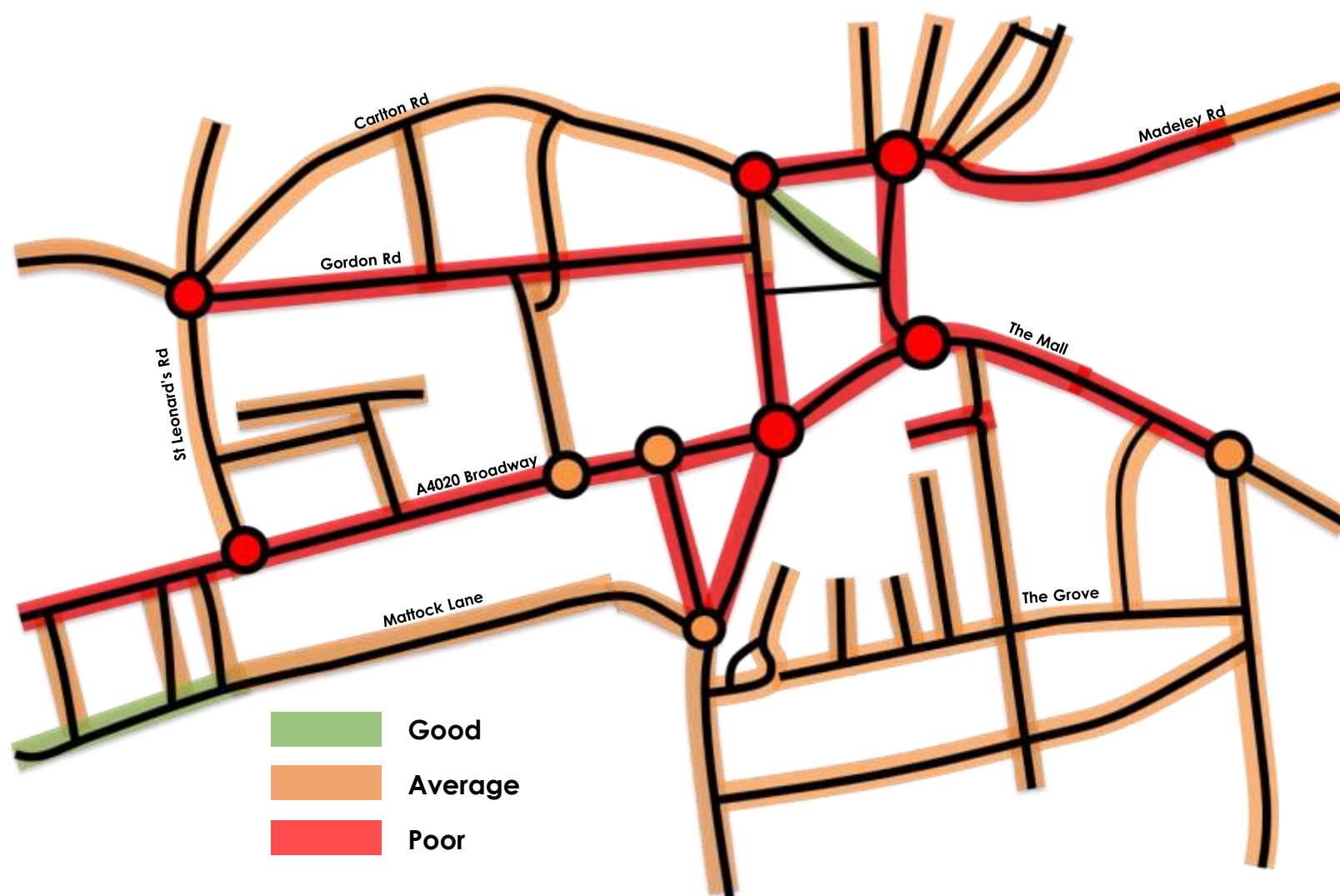
- Pedestrian routes to the rear of Ealing shopping centre and Haven Place link are underutilised largely due to personal security concerns
- Pedestrian comfort on some of the key links in the town centre is extremely poor
- Pedestrian provision along the residential roads is typically no better than adequate and often dominated by on-street parking.
- The Common feels isolated - pedestrian routes are not intuitive and can be challenging for more vulnerable users.

Bike-share schemes are gaining popularity in Ealing town centre





## CYCLIST ENVIRONMENT RAG ASSESSMENT



The following key issues have been identified from site visits, data analysis, stakeholder and community engagement:

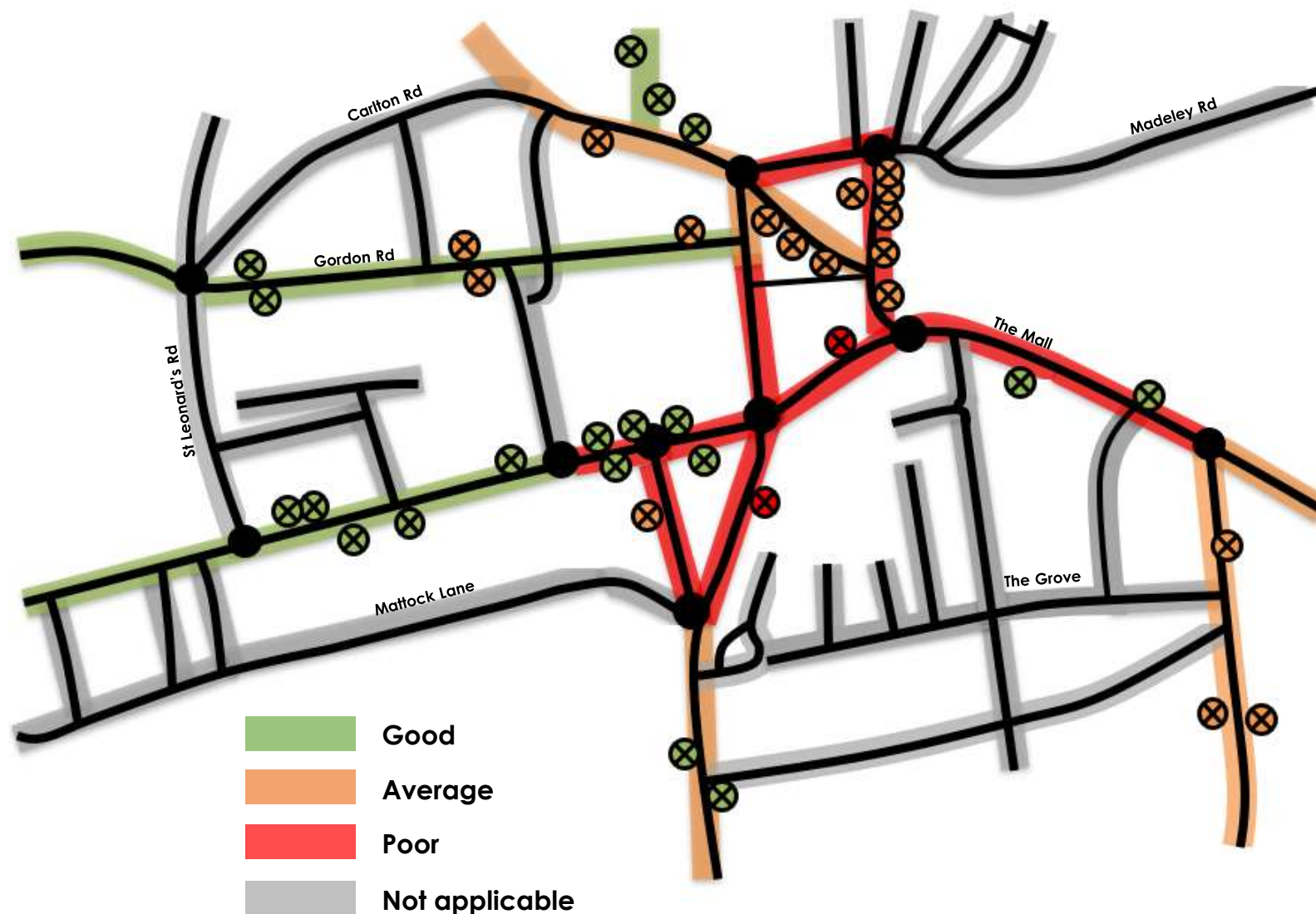
- The Uxbridge Road corridor, Spring Bridge Road are poor cyclist environments due to the volume of traffic flows and lack of cycle provision, with concerns related to safety at junctions
- The westbound cycle lane on New Broadway is frequently obstructed by unloading vans and parked vehicles
- Gordon Street is a popular rat-run and speeding vehicles passing along it can often be intimidating for cyclists

Bike-share schemes are gaining popularity in Ealing town centre





BUS PROVISION RAG ASSESSMENT



The following key issues have been identified from site visits, data analysis, stakeholder and community engagement:

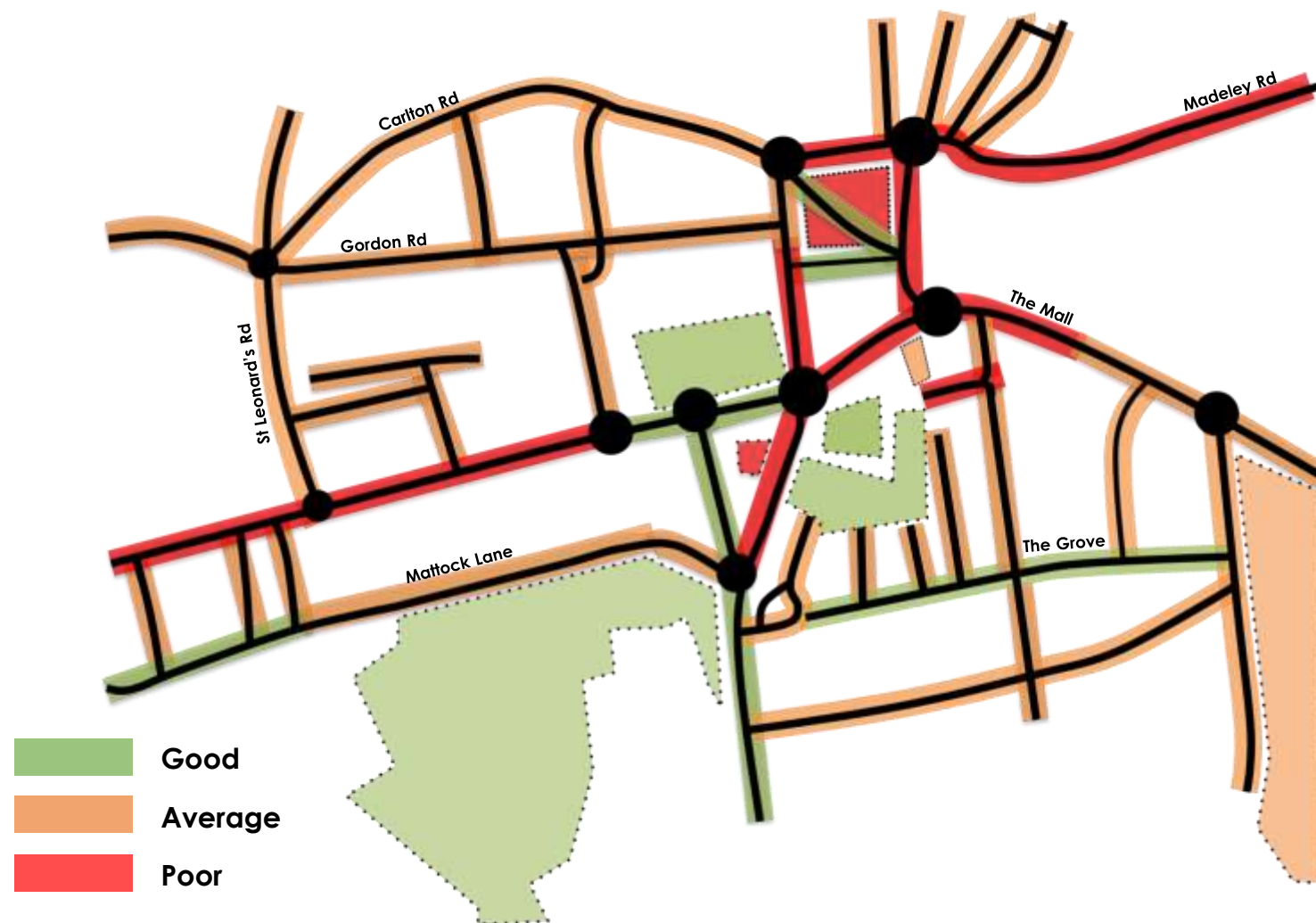
- Queueing along the Broadway and Spring Bridge Road impacts on bus speed and service reliability
- The high volume of stopping and terminating buses by Ealing Broadway station results in 'bus-walls' which contribute to congestion and impact on the quality of public realm.
- Bus stop H by Sainsbury's (on The Broadway) acts primarily as a bus and station interchange. Groups of waiting passengers have significant impact on the effective width of the footway and create a pinch-point impeding pedestrian through movement.

Bus stop on The Broadway, by Sainsbury's, is often congested due to the number of waiting passengers and passing pedestrians creating an intense environment during peak journey times





## PUBLIC REALM AND ENVIRONMENT RAG ASSESSMENT



The following key issues have been identified from site visits, data analysis, stakeholder and community engagement:

- The pedestrian and street environment along Uxbridge Road corridor is poor in non-improved sections, primarily due to volume of motor traffic, including goods vehicles, contributing to noise and air pollution. This contributes to severance and divides town centre into segments.
- Poor wayfinding along the corridor means that visitors can miss-out on key attractors in the area, despite walkable distance.
- The high number of buses and cycle parking facilities impacts adversely on the ambience and setting of Haven Green.
- Ealing Common is regarded by some as a generally unsafe walking and cycling environment.
- The area to the rear of the Ealing Broadway shopping centre is isolated and attracts criminal activity.
- The area currently dedicated to car parks (e.g. Sandringham Mews) could serve community better.

Poor quality public realm along The Mall





## TRAFFIC MANAGEMENT AND ROAD SAFETY RAG ASSESSMENT



The following key issues have been identified from site visits, data analysis, stakeholder and community engagement:

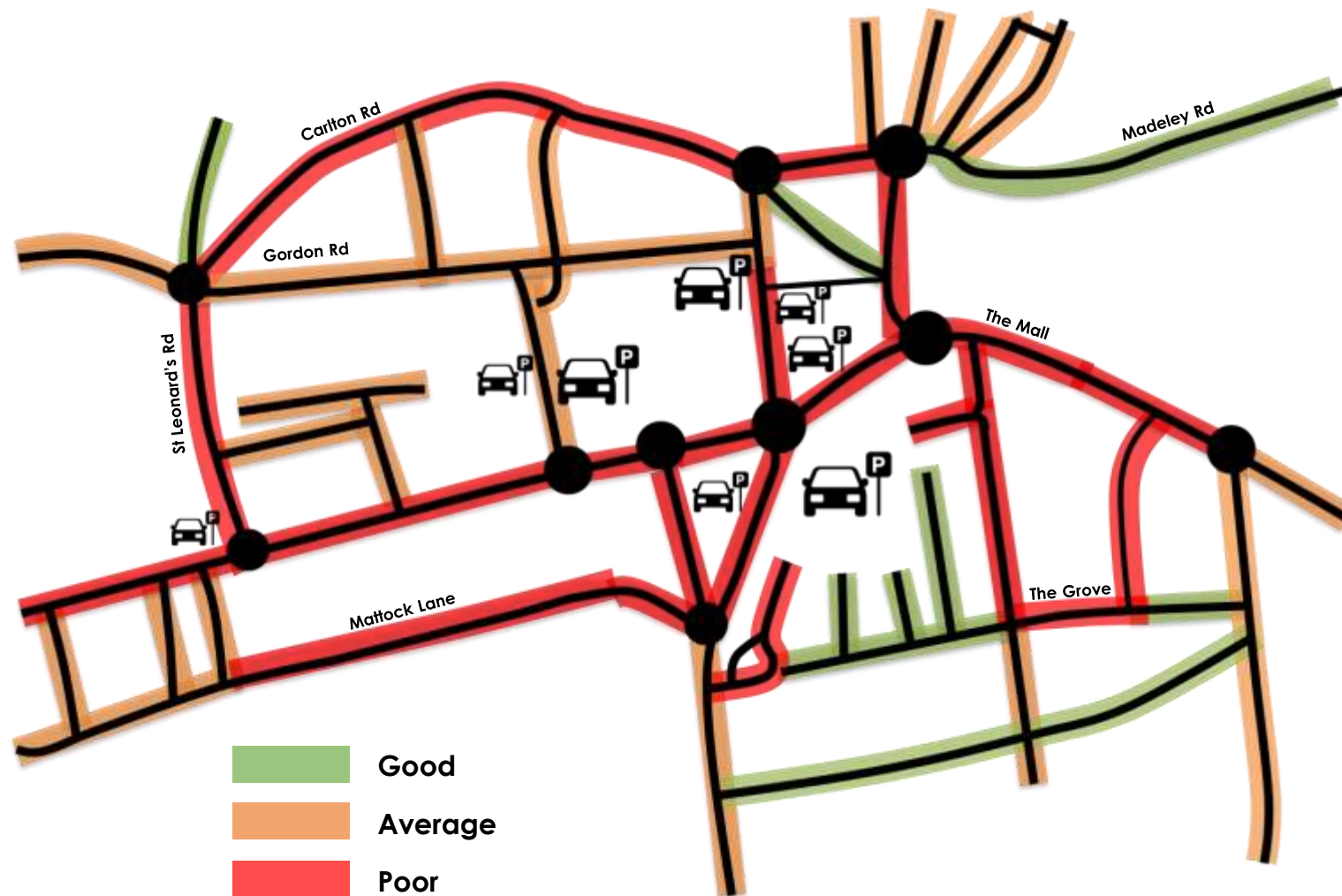
- Vehicle domination along Uxbridge Road corridor, and Mendeley Road results in higher collision risks and impacts negatively on the perception of road safety
- Poor traffic management on Springbridge Road, The Grove, Florence Road and Windsor Road is associated primarily with car park access arrangements. Queueing occurs especially during peak hours and on the weekend.
- High Street and Bond Street have a high 'place' potential, yet due to unfavourable traffic management, they act primarily as links for vehicle traffic
- Speeding along Gordon Road impacts adversely on road safety
- The junction of Uxbridge Road/The Common was recently redeveloped and provides a safer environment for cyclists and pedestrians
- Filtered west-east access to The Grove makes it safer and stops through traffic/rat-running.

HGVs and LGVs along Bond Street impact on perception of safety and its character.





## PARKING AND DELIVERIES AND SERVICING RAG ASSESSMENT



The following key issues have been identified from site visits, data analysis, stakeholder and community engagement:

- One way system and car park access arrangement impact on Springbridge Road, The Grove, Florence Road and Windsor Road. Queueing occurs especially during peak hours and on the weekend.
- Not many visitors are aware of Dickens Yard underground car park and despite a convenient central location it is underutilised.
- On-street parking dominates the streetscape along Mattock Lane, The Common and Carlton Road.

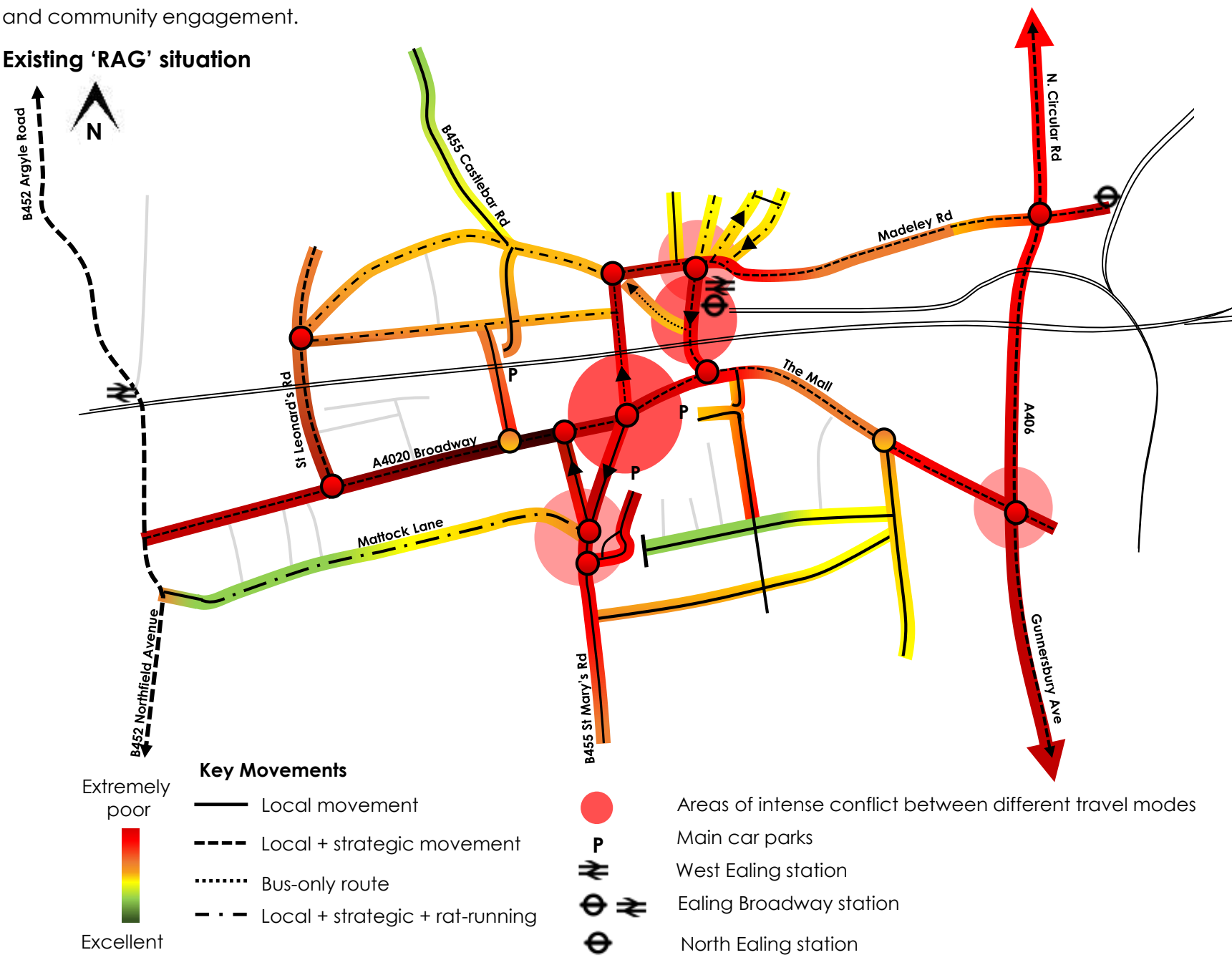
Ealing Broadway shopping centre car park access impacts on streets and spaces due to existing access arrangements





The diagram below aims to summarise using 'red for poor', 'amber for average' and 'green for good' the existing situation in Ealing town centre. This takes in to consideration the outcomes of data analysis, site visits, technical stakeholder discussions and community engagement.

Existing 'RAG' situation



The Main Identified Issues

Vehicle Domination and Rat-Running

- Town centre streets and spaces prioritise strategic vehicular movement over local sustainable access and movement
- Unfavourable traffic management and parking access arrangements lead to a pressurised, confusing and tense environment for all road users but particularly for pedestrians and cyclists
- There is a large volume of HGVs passing through the town centre
- Rat-running and the school run in residential streets impacts on pedestrian and cyclist road safety.

Poor Pedestrian and Cyclist Priority

- The walking and cycling experience within the core of Ealing town centre is often intense and confusing particularly for vulnerable users
- Junctions and crossings are often inadequate
- Footways are in disrepair, narrow and cluttered
- Cycle infrastructure is fragmented
- There is insufficient cycle parking for station and town centre use
- Wayfinding and legibility is poor.

Bus Accessibility

- The existing town centre and station bus routes, stops and stands do not provide the appropriate level of service now, or in anticipation of the arrival of the Elizabeth Line (Crossrail) at Ealing Broadway station.

Public Realm and Environment

- The public realm does not generally complement the town centre's character
- Noise and poor air pollution adversely affect people's health and well-being throughout the town centre.

Bus-walls on The Broadway



Strategic freight movement in the town centre



Poor crossing provision and vehicle domination



Isolated spaces exacerbate fear of crime and create severance

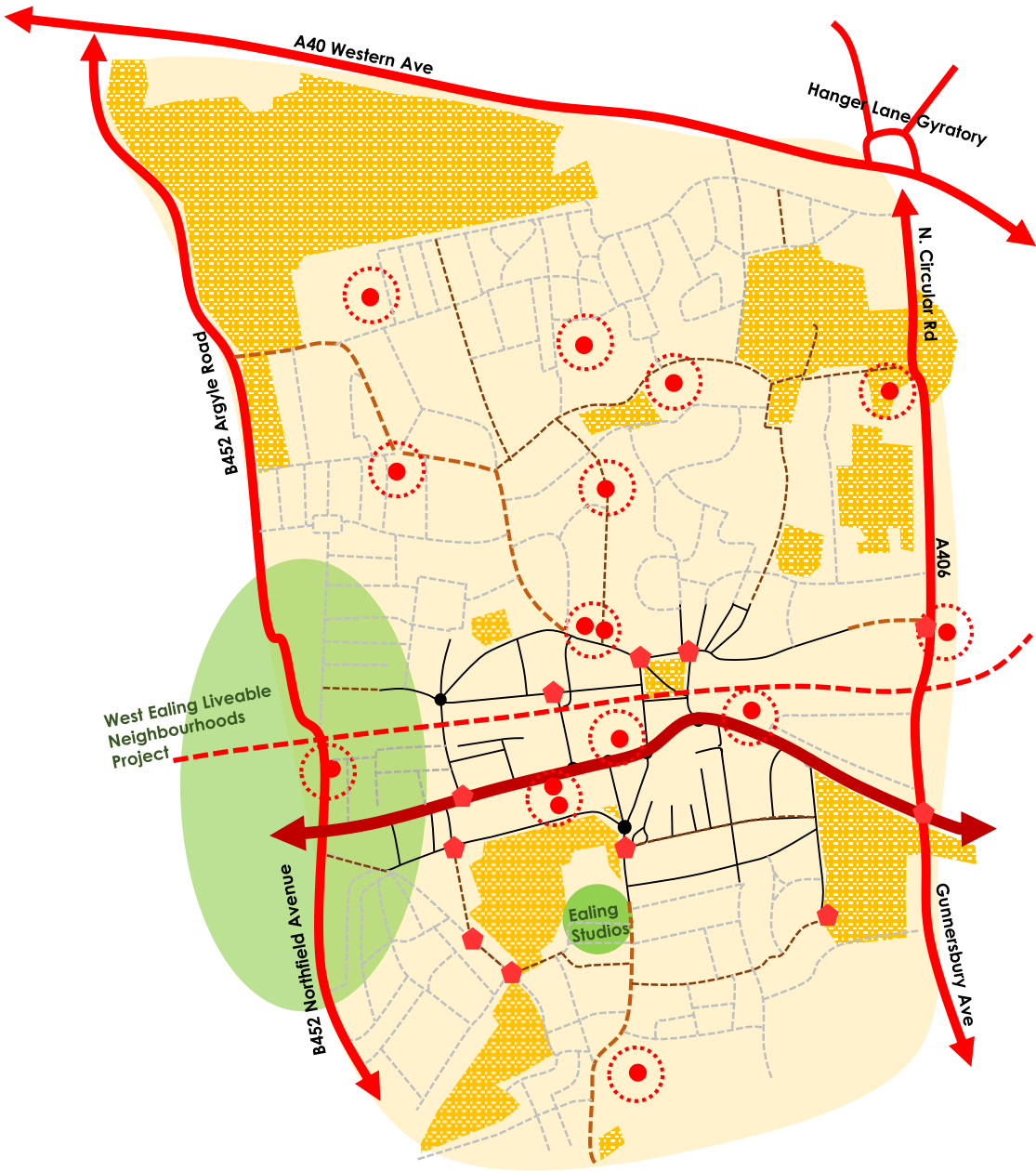




This diagram below summarises the overall issues identified from data analysis, site visits, technical stakeholder and community discussions and engagement.

Existing Ealing Town Centre Wider Area Existing Situation Identified Issues Plan

Existing ‘RAG’ situation



The Main Identified Issues

Traffic Management and Parking

- Area wide rat-running to avoid congestion the A406, A40 and the Uxbridge Road Corridor impacts road safety, air quality and the quality of the local environment
- There is a lack of car club and electric charging points in the neighbourhoods.

Pedestrians and Cyclists

- Footways are in disrepair and narrow in some locations impeding pedestrian access
- Wayfinding is poor for both pedestrians and cyclists
- Crossings and junctions prioritise traffic movement. There is a lack of dropped kerbs and tactile paving
- There is limited cycle parking and storage provision on residential streets and near attractors including schools, churches and other high streets.

Behaviour Change

- Schools located within the area are not a part of TfL's STARS programme and other educational/cycle training initiatives are limited
- The environment around schools is perceived as dangerous and discourages parents and children from travelling actively.

Environment

- Some green spaces are underutilised due to poor wayfinding, connectivity and poor quality crossings.

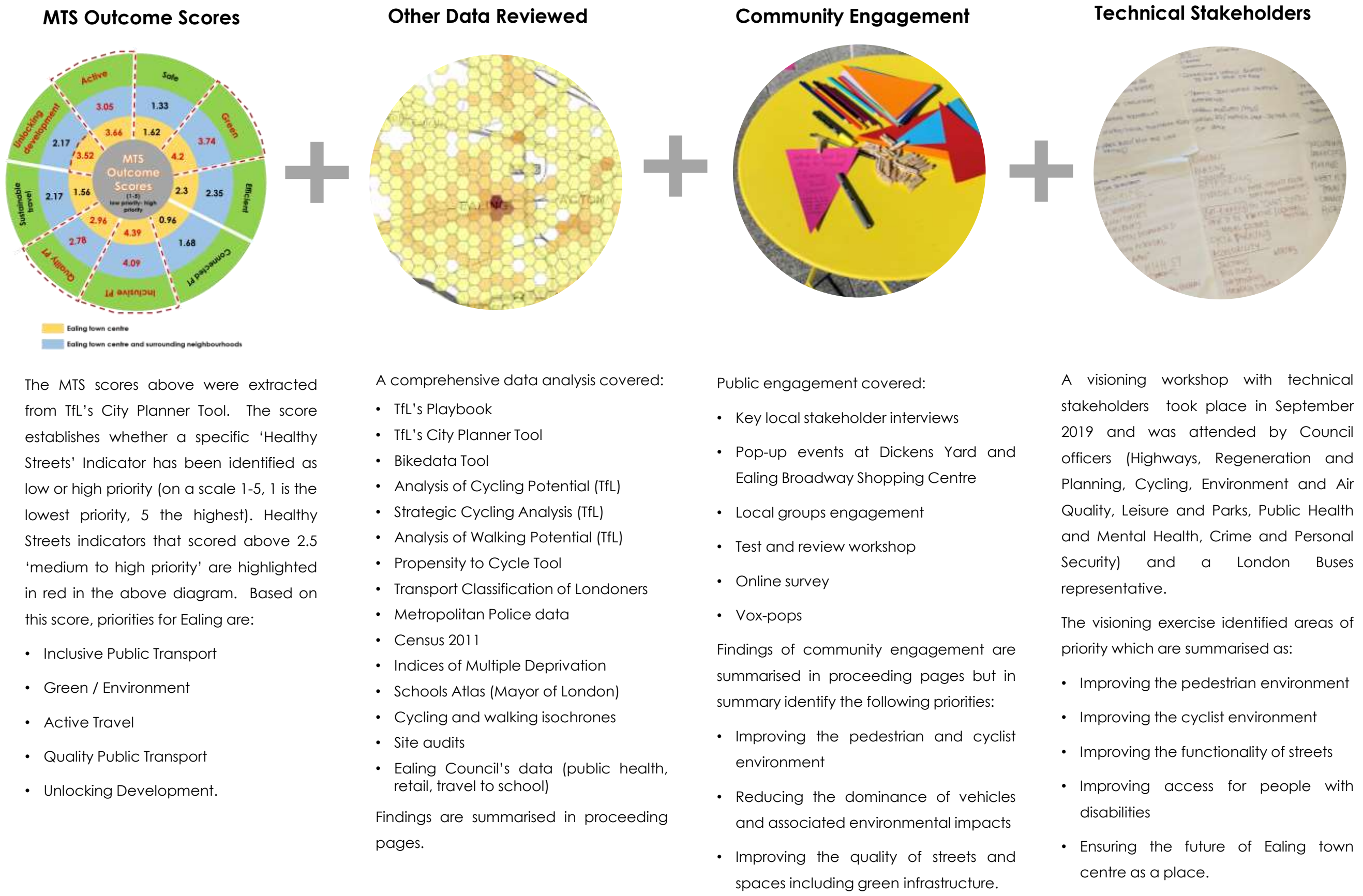




Appendix G  
Strategic Case and Priorities for Change



The flow diagram below demonstrates how the Mayor Transport Strategy Outcomes, data analysis, the outcomes of community and technical stakeholder engagement collectively set the strategic case and priorities for change:

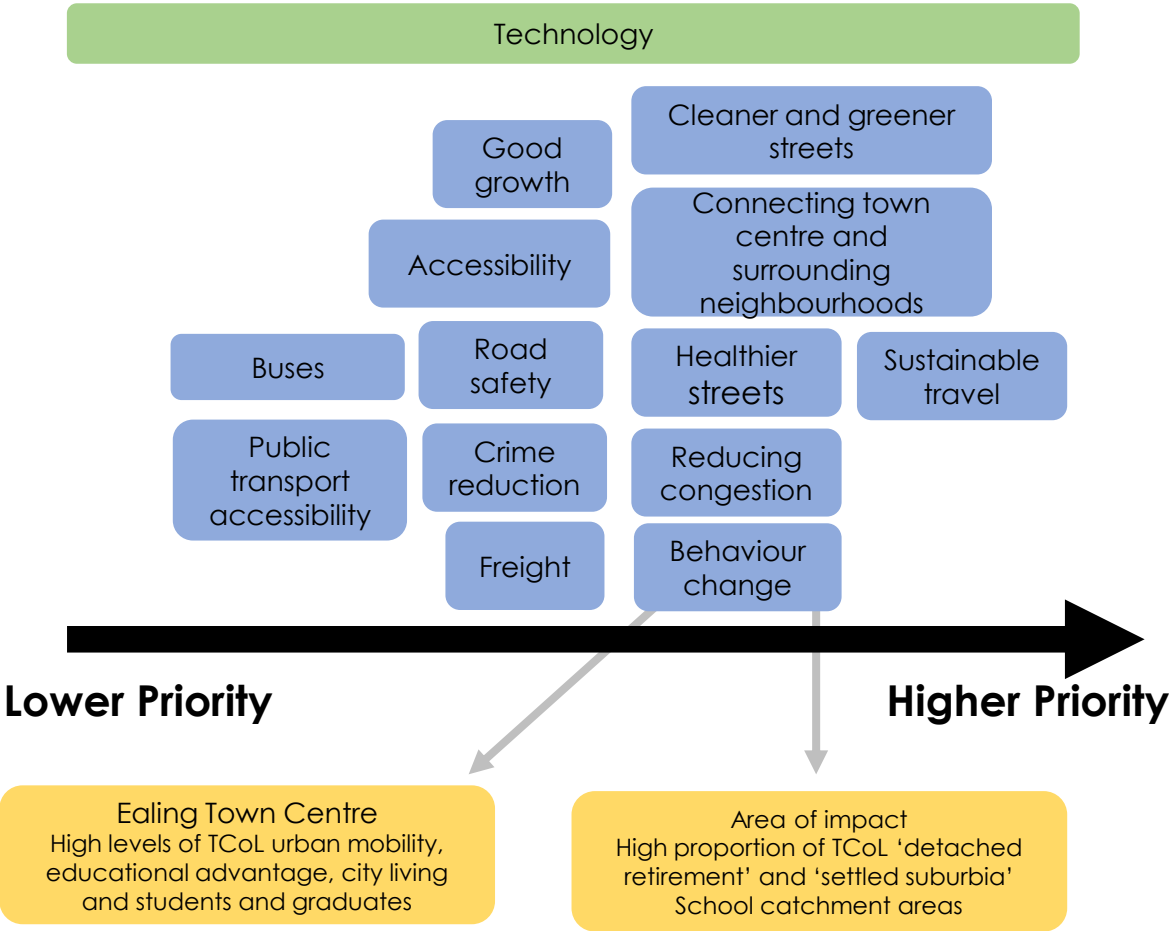




The table below shows which key themes came through during desktop analysis and public engagement. The table shows there is a clear similarity between what the data and site audits identified, with what the local community and technical stakeholders were identifying as important

Focus	Data analysis and audits	Community	Technical Stakeholders	Businesses
Walking	X	X	X	X
Cycling	X	X	X	X
Buses	X			
Rail	X	X		
Public transport accessibility				
Vehicle domination	X	X	X	
Air and noise pollution	X	X	X	
Crime	X		X	
Accessibility	X		X	
Road safety	X	X		
Destination		X	X	X
Public realm	X	X	X	X
Green and public spaces	X	X	X	X

Based on the findings from data analysis and stakeholder engagement the hierarchy of key proposals was established, varying from important (lower priority) and very important (higher priority).



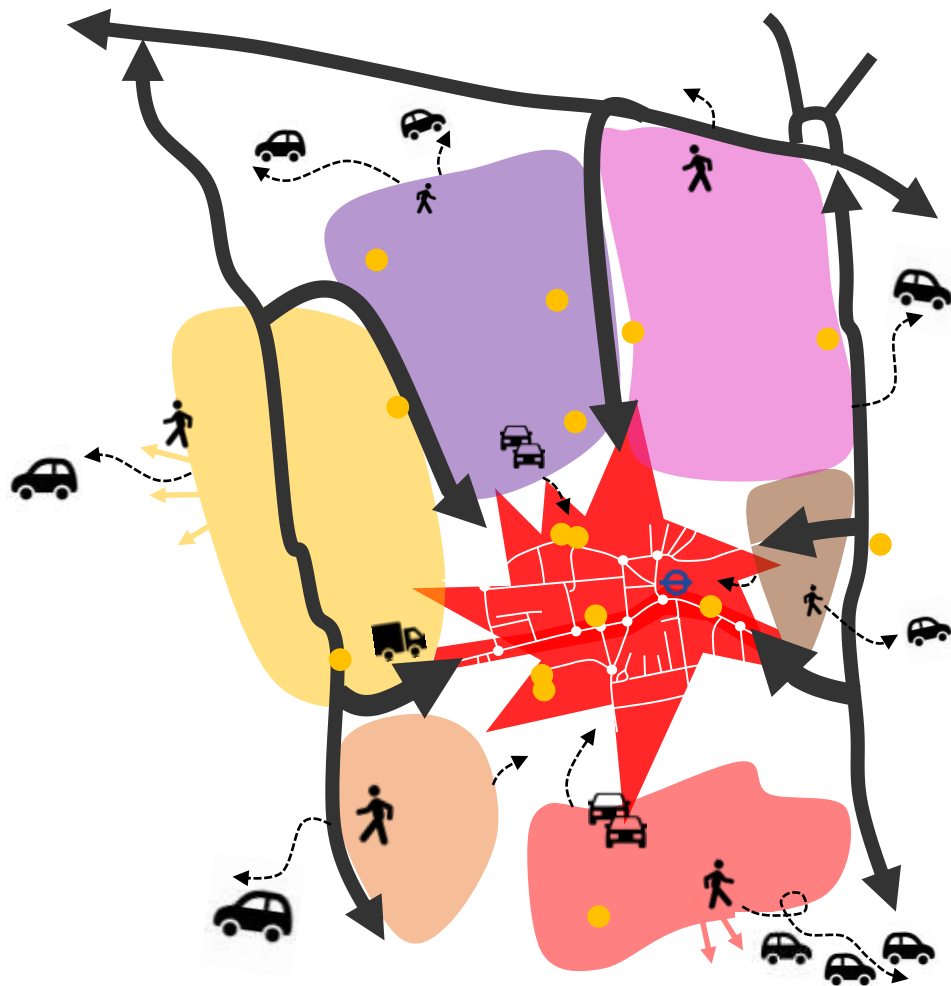




## Appendix H

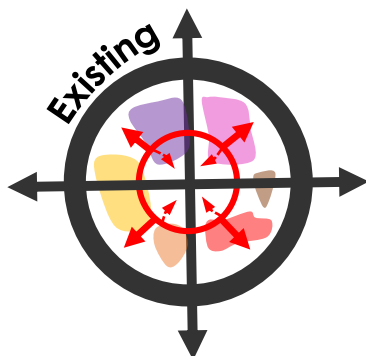
### Outline Framework for Change





## THE EXISTING SITUATION

- Strategic traffic movement passes through Ealing town centre – its link function prioritised over place character
- Local people choose to go to other centres – by car
- Health, well-being and air quality compromised by traffic levels
- Other (very) short-distance journeys made by car
- Severance caused by Uxbridge Road, railway line and vehicle domination
- Poor connectivity between local neighbourhoods
- Exclusion of vulnerable users



## VISION

A fully interconnected town centre and neighbourhood with local people choosing to walk, cycle or take the bus as default modes to access local amenities, shops, green spaces, friends and family.

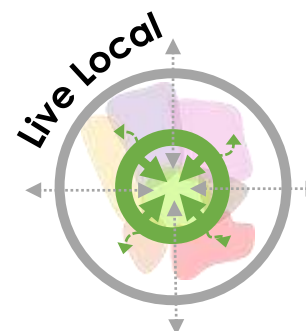
Sustainable change that fosters social resilience and the capacity of local communities to engage with changes in place over time by promoting representation, agency, and stability (Gehl Institute, 2018)

A 'clean air' place, self-sufficient in meeting day-to-day needs whether related to the high street, local retail, business or leisure, with minimal need for travel elsewhere other than by public transport.



## LOVE LOCAL AMBITION

- Town centre accessible to all, and where people choose to spend time
- Town centre's assets are revealed and fully celebrated
- Sustainable, efficient movement system
- Walk, cycle, bus and rail are default travel modes
- An active and healthier, happier community with a sense of identity and belonging
- Decrease in health inequality
- Connected, walkable green spaces
- Public space users feel welcome, respected, and safe
- Local access traffic prioritised over strategic through movements
- Parents encourage their children cycling and walk to school
- Technology and innovation is tested and implemented







# Appendix I

## Project Scope





Phase 1 'Project start-up'

Do minimum / low risk / low cost



Phase 2 'Delivering Positive Change'

Do something



Phase 3 'Delivering Larger Scale Change'

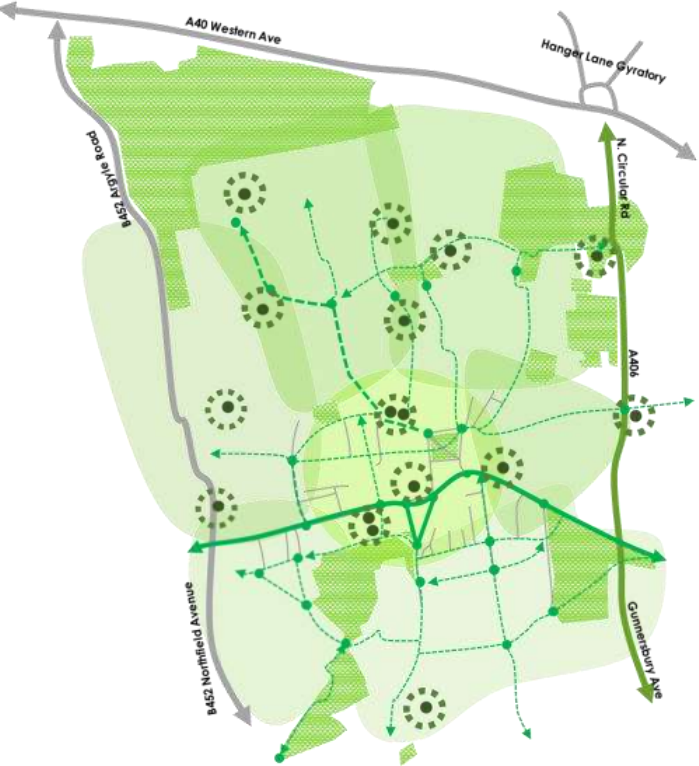
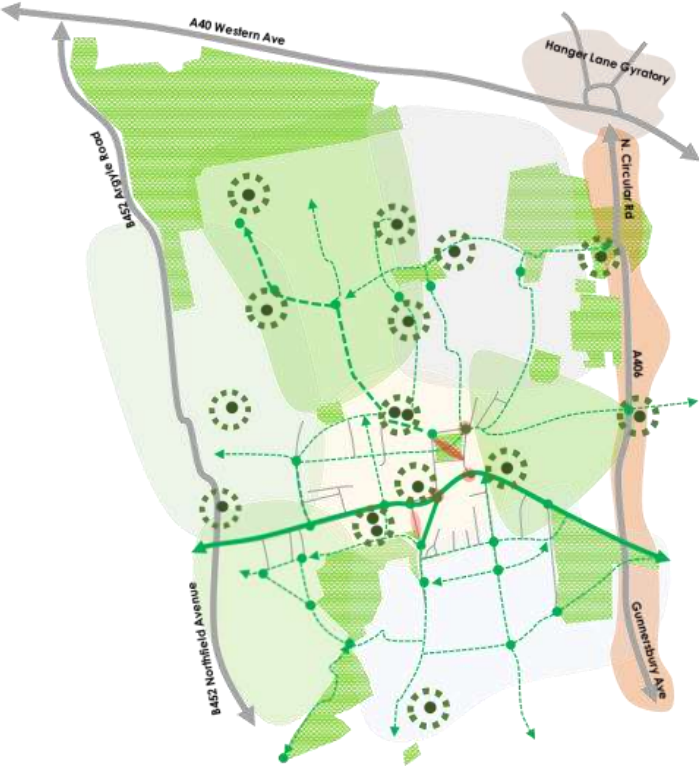
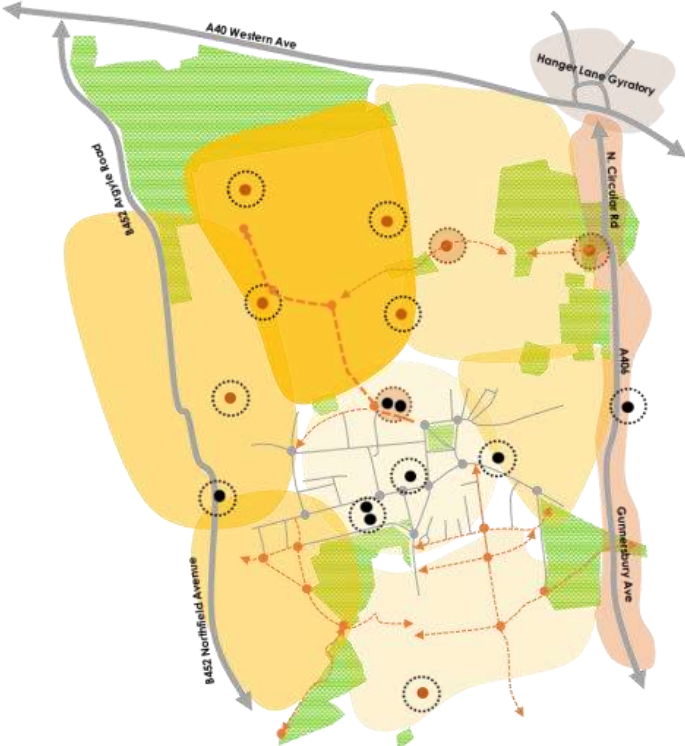
Do maximum



Year 1-2

Year 2-5

Year 5+





**Phase One – (Year One and Two) - Community Panel, Data Collection, Enabling Studies, Small-Scale Interventions, Trials and Strategy Development**

**Community Panel**

The first element will be to set up a community panel, who will have ongoing involvement in the programme to help advise, shape and critique initiatives, schemes and champion projects including trials as well as help disseminate information and updates to the wider community. This community panel will aim to include a wide range of people from across the diverse local community, businesses, developers, councillors, professionals, charities, TfL, London Buses, emergency services, health professions and council officers. Together the panel will prepare a clear engagement strategy and communication channels to enable a more collaborative and cohesive way of working and ultimately deliver quality longer standing projects that are value for money and bring about healthy lifestyle changes.

**Masterplan Development**

Alongside the community panel, the masterplan will be further developed with the aim of agreeing small-scale, medium-scale and large-scale initiatives, projects, trials and schemes to be brought forward in subsequent years. During this phase detailed discussions with developers including Filmworks and other development sites will be undertaken to ensure that they are integrated, and further sustainable links, spaces and necessary infrastructure are future proofed.

**Neighbourhood and Behaviour Change Initiatives**

Low-risk, low cost interventions will be implemented to show community intent. These may include a arrange of physical and behavioural change initiatives, schemes and trials. These need to be in line with the agreed masterplan, strategies and framework for change to avoid piecemeal projects being progressed that do not deliver against the long-term vision and objectives. These measures, schemes and initiatives will aim to improve access for vulnerable users, improve road safety, address fragmented links and routes and personal security challenges.

Also, active travel training programmes will be introduced in local schools in the surrounding neighbourhoods.



Community panel Kensal Consultative Group



Small-scale interventions – Green roof shelter



Quick-win public realm improvements



Accessible way-finding



Public bike maintenance equipment



High quality localised crossings



**Data collection, Enabling Studies and Strategy Development**

Relevant data, surveys modelling and analysis will be undertaken during this phase to help inform and develop required strategies, notably those for; deliveries and servicing, visitor and resident parking, bus operations, local and strategic traffic management, as well as a specific strategy for scheme monitoring purposes.

**Identification Trials, Tests and Research Projects**

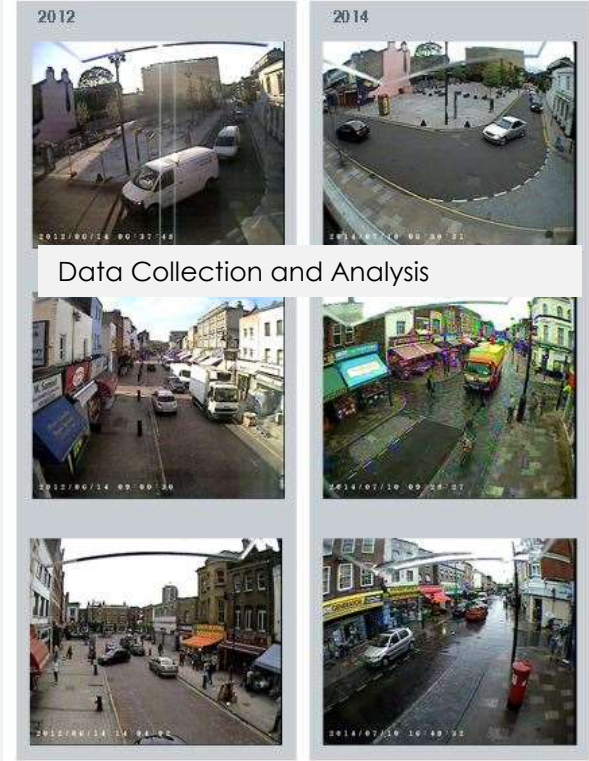
In line with the masterplan and supporting strategies, trials, and short-term tests will be identified and agreed with key stakeholders including private owners, TfL and London Buses. Such activities may include the trial closure of a street in Ealing Broadway for a few weeks to host events such as the celebration of the Elizabeth Line, a ‘Car-Free’ day or other cultural or heritage events. The impacts of these activities will be fully monitored over an extended period.

During this phase, the impacts of the arrival of the Elizabeth Line in Ealing will also be monitored with the aim of identifying additional measures to help support and mitigate any shortcomings of this highly significant event.

The council will look to investigate a bespoke research opportunity to understand on an intimate level why certain specific local behaviours are occurring that deter individuals and communities from changing habitual and unhelpful behaviours e.g. driving for short journeys including schools, workplaces and leisure activities. This research will benefit from input by psychologists, academics and other professionals to help understand individual behaviour patterns and identify longer-standing opportunities for positive behaviour change that enable people to live healthier lifestyles both within Ealing and across wider London.

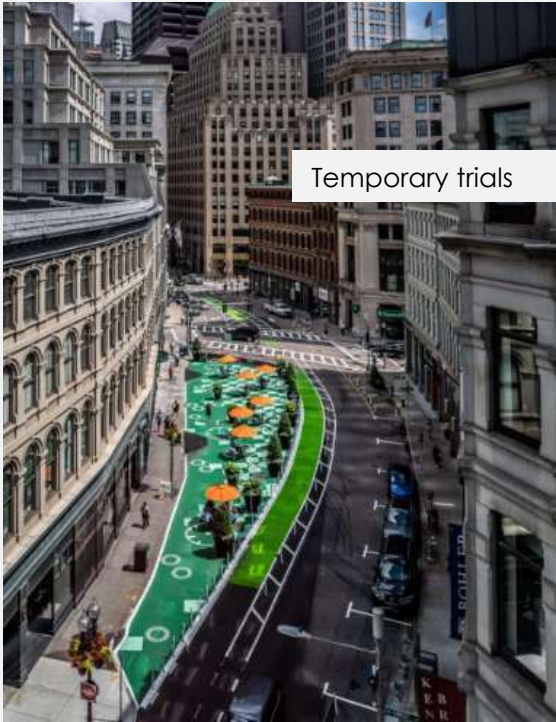


Enabling Town Centre Studies and Strategies for Change



Data Collection and Analysis

Deptford High Street 'before' and a 'after' scheme camera survey (Urban Flow)



Temporary trials



'Ride Ealing' event?



Play streets and community grants



**Ealing Town Centre Active Travel Corridor Implementation**

The *Active Travel Corridor* will be implemented during this phase, which will tie into the proposed measures as part of the West Ealing project, Filmworks, and the Ealing Broadway Elizabeth Line schemes. This comprehensive intervention will include the reallocation of road space and the transformation of junctions and road crossings to improve pedestrian and cyclist access and road safety as well as improve local and strategic bus movements and interchange.

**Ealing Town Centre Bus Improvement Programme**

Following monitoring of the impacts of the opening of the Elizabeth Line at Ealing Broadway and the collaborative preparation of a bus strategy in Year One, identify further measures to improve bus-station-town centre interchange with the aim of reducing delays, improving road safety, air quality and addressing local environmental concerns. This will take into consideration changing travel behaviours, including Mobility as a Service and potential roll-out of innovative trials to improve bus accessibility and operations.

**Local Neighbourhood Initiatives – Pedestrian and Cyclist Priority Ways, Green Routes, School Routes and Complementary Behaviour Change Initiatives**

Following the review of trials and small-scale interventions delivered in year one and two, this stage will implement additional measures to further improve sustainable access, improve road safety and the local environment, including air quality in neighbourhood streets and spaces. These may include road closures, banned turns, chicanes, parking measures and public realm interventions. The further roll-out of the Stars programme and other complementary behaviour change initiatives such as school low-emission zones will emerge in years two / three.

**Conduct Tests, Trials and Report Research Outcomes**

During this phase a series of prioritised and carefully programmed tests and trials will be conducted and monitored with the purpose of raising awareness on sustainable travel, celebrating and promoting the ‘Love Local, Live Local’ agenda, local heritage and culture and the climate emergency, as well as support businesses and local community-led / funded initiatives.

It is in this phase that the outcomes of bespoke behaviour change studies will be reported, reviewed and reported with / to a wider audience to establish which lessons can be learnt and which meaningful measures may be rolled-out.



Active Travel Corridor



'People-first' streets



Flexible space



School streets



Unlocking behaviour change



Quiet ways



**Interceptor Car Parks and Sustainable Deliveries and Servicing**

Following initial trials and development of town centre car parking, deliveries and servicing strategies in Phase One, it is recommended that projects are implemented to mitigate, manage and significantly reduce the negative impacts of private carbon-based vehicles within the town centre. Projects may include:

- Changes to existing car parking access arrangements
- Further re-purposing on-street and off-street car parking for other more sustainable uses in both town centre and neighbourhood streets including delivery hubs, cycle parking and public space
- Reallocating road space and prioritising disabled, low emission and electric vehicles on-street.

**A406 Strategic Corridor Study and Remedial Measures Identification**

Working with TfL and other key stakeholders, Ealing Council want to address the adverse impacts of the A406 on Ealing and west London. This is critical to the climate change crisis. Short, medium- and longer-term measures will need to be identified to:

- Reduce the severance caused to east-west pedestrian and cyclist access across this strategic route
- Mitigate the impacts of strategic movement through Ealing town centre and residential streets as a result of the corridor being not fit for purpose and over-capacity
- Mitigate the impacts of this corridor on air quality and the local environment.

**Neighbourhoods Behaviour Change**

On the neighbourhood level, the active travel training programmes will be advanced in local schools as a groundwork for permanent behaviour change as well as the outcomes of the behaviour research project in phase 1.



Neighbourhood streets



DIY streets



Town centre delivery bikes



Inclusive active travel



Green 'air quality' streets



Bus stop improvements



Town centre cargo bike hire



Town centre trolley hire



Phase Three – (Year Four and Five+)

Implementing the ‘bigger moves’

This phase will include transformation of user priority on important links and at junctions within the town centre and neighbourhood streets with the aim of further prioritising local access over strategic movements and associated negative impacts including rat-running and poor air quality.

Phasing these projects into years 4-5+ will enable appropriate time to agree, develop, review, analysis and consult on proposals as well as ensure the necessary resource is put in place to oversee these major projects. It will also enable modelling to undertaken and signed-off as part of TfL modelling processes.

Proposals are likely to include the re-prioritising or repurposing of town centre streets, road closures, compulsory purchase orders of spaces to provide for more sustainable activities including cycle parking, improved pedestrian and cyclist links, improved existing and new public / green space.

It will also be in this phase that any major change to the A406 may be considered including junction changes to strengthen Ealing town centre and neighbourhoods links to the West Ealing Liveable Neighbourhood project, West Ealing Crossrail scheme, West Acton and Acton town centre. However, this would require collaboration and buy-in from TfL.



Pedestrianisation



Creation of a local town centre



Significant pedestrian crossing improvements



Dutch junction at the Gunnersbury Avenue / Hanger Lane junction?



School Streets



Ealing town centre cycle park?





## Appendix J

### Delivery 'Outline' Projects, Estimated Costs and Phasing



Phase 1  
Linking the Neighbourhoods

Project 1 Northfields to Ealing Town Centre Quiet-ways

Project 2 Gunnersbury Park to Ealing Town Centre Green Streets

Project 3 Hanger Hill Corridor Improvements

Phase 2  
Calming the Corridor

Project 4 Active Travel Corridor

Project 5 Ealing Town Centre Public Realm Scheme

Project 6 Montpelier Neighbourhood Project

Project 7 Gordon Road Neighbourhood Project

Project 8 Ealing Green Culture Quarter Public Realm Improvements

CP

Project 9 Interceptor Car Park Scheme

Phase 3  
Major Moves

Project 10 Bond Street Gyratory Project

Project 11 Ealing Town Centre Pedestrian Priority Junction Schemes

Project 12 Haven Green Pedestrian and Cyclist Junction Improvement Scheme

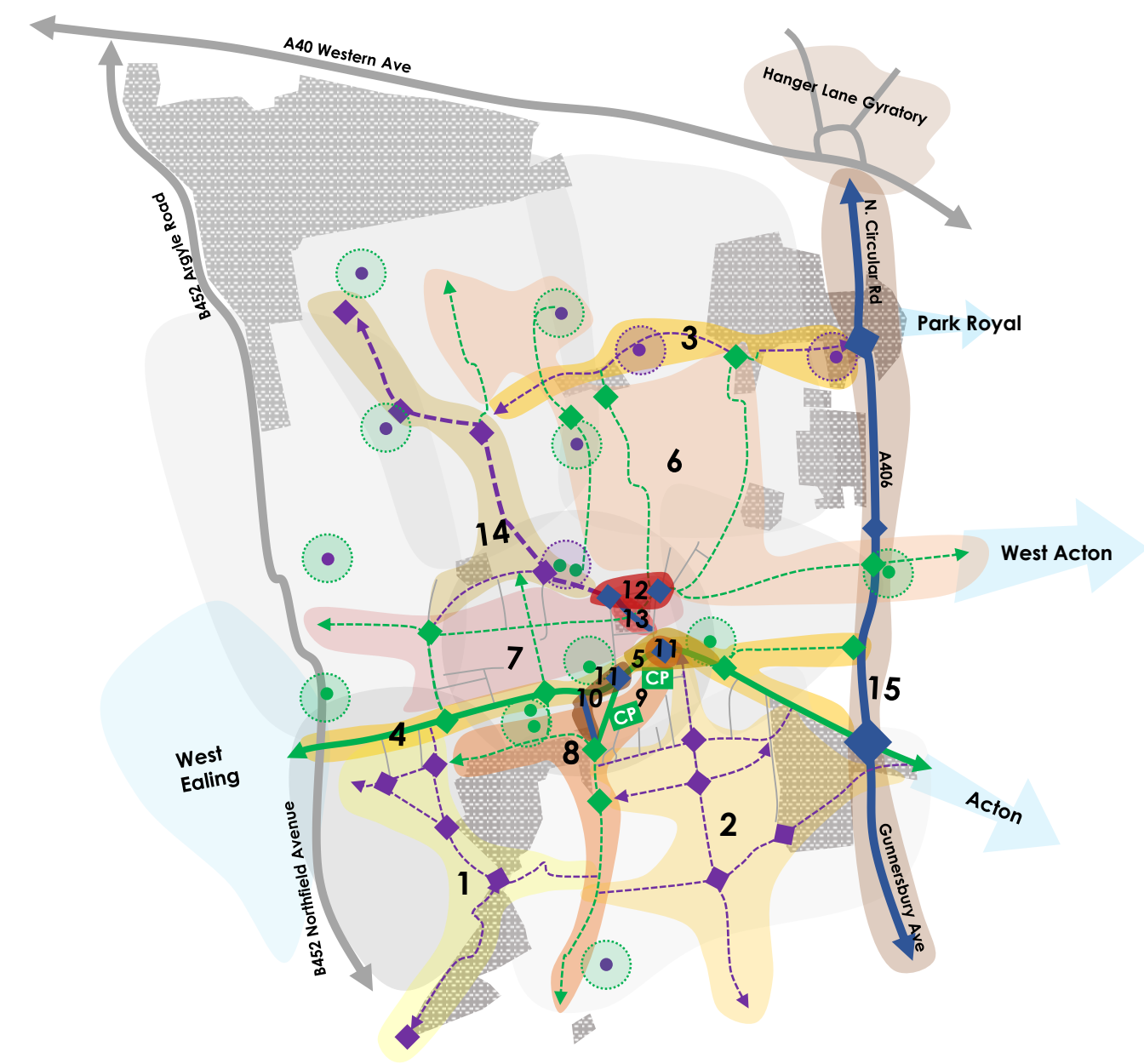
Project 13 Haven Green Public Realm Scheme

Other Potential Ealing Projects

Project 14 B455 Strategic Cycle Improvements

Project 15 North Circular Major Junction Improvement Scheme

Project 16 Path of Fame Heritage Trail



- Main ‘Active Travel Corridor’

Quiet routes to be enhanced

Strategic cycle route to be enhanced (B455)

Junction improvements

Implement school-related behavioural change / educational programmes
- Physical interventions around schools to improve sustainable access and movement and safety

Existing green spaces

CP

 Interceptor car parks



Project 1: Northfields to Ealing Town Centre Quiet-ways

Existing Situation



**Aim:** Create a well connected neighbourhood with safe streets and spaces for pedestrians and cyclists to navigate and move through comfortably and safely

**Objective:** To improve pedestrian and cyclist access, movement, road safety and wayfinding and mitigate rat-running and local traffic shortcuts

**Potential Interventions:** Dropped kerbs, isolated footway repairs, chicanes, isolated carriageway narrowing, junction tables, crossing improvements, new crossings, cycle lanes, signing, cycle hangers and cycle parking, street clutter removal, tree root remedial measures, car club and electric charging points, rationalisation and relocation of on-street parking.

**Estimated total project cost: £1m**

Project 3: Hanger Hill Corridor Improvement Project

Existing Situation



**Aim:** Reduce rat-running and increase the number of pedestrians and cyclists, particularly commuters and school users on this important link

**Objective:** To improve pedestrian and cyclist access, movement and road safety

**Potential Interventions:** segregated cycle lanes, carriageway narrowing, junction improvements, crossing improvements, new crossings, isolated public realm improvements, isolated footway repairs, dropped kerbs, signing, seating and cycle stands, relocations and rationalisation of on-street parking.

**Estimated total project cost: £0.75m**

Project 2: Gunnersbury Park to Ealing Town Centre Green Streets

Existing Situation



**Aim:** Improve the link between Gunnersbury Park and Ealing town centre for walking and cycling

**Objective:** To improve pedestrian and cyclist access, movement, road safety and wayfinding and mitigate rat-running and local traffic shortcuts

**Potential Interventions:** Dropped kerbs, isolated footway repairs, chicanes, isolated carriageway narrowing, junction tables, crossing improvements, new crossings, cycle lanes, signing, cycle hangers and cycle parking, street clutter removal, tree root remedial measures.

**Estimated total project cost: £1m**



Project 4: Active Travel Corridor



**Aim:** To improve strategic connections for cyclist and buses, linking the town centre with wider strategic interventions including the West Ealing Liveable Neighbourhoods scheme in the west and the segregated cycle scheme to the east

**Objective:** Improve cyclist road safety, bus reliability and pedestrian crossing provision

**Potential Interventions:** segregated cycle lanes, relocation / removal of on-street parking, bus stop relocation, junction improvements, additional crossings, signing, street trees and planting

**Estimated total project cost: £1.25m**

Project 6: Montpelier Neighbourhood Project



**Aim:** Create sustainable streets and spaces that protect local access and encourage pedestrian and cyclist access and movement

**Objective:** To improve pedestrian and cyclist access, movement, road safety and wayfinding and mitigate rat-running and local traffic shortcuts

**Potential Interventions:** Dropped kerbs, isolated footway repairs, chicanes, road closures, isolated carriageway narrowing, junction tables, crossing improvements, new crossings, cycle lanes, signing, cycle hangers and cycle parking, street clutter removal, tree root remedial measures, car club and electric charging points, rationalisation and relocation of on-street parking.

**Estimated total project cost: £0.75m**

Project 5: Ealing Town Centre Public Realm Scheme



**Aim:** Create a high quality town centre for local people to enjoy, access and move around by sustainable travel

**Objective:** Improve the quality of the public realm, increase footway space and improve bus stop accessibility

**Potential Interventions:** reallocate road space for footway space, relocate bus stops, repave footway, introduce street trees and planting, improve lighting and relocate crossings

**Estimated total project cost: £2.5m**

Project 7: Gordon Road Neighbourhood Project



**Aim:** Create an important east-west quiet-way for pedestrians and cyclists linking west Ealing to Ealing town centre

**Objective:** To improve pedestrian and cyclist access, movement, road safety and wayfinding, to mitigate rat-running and local traffic shortcuts and reclaim road space as community public spaces / greening projects

**Potential Interventions:** Dropped kerbs, isolated footway repairs, junction tables, crossing improvements, new crossings, cycle lanes, signing, cycle hangers and cycle parking, street clutter removal, tree root remedial measures, rationalisation and relocation of on-street parking and introduction of parklets where appropriate.

**Estimated total project cost: £0.5m**



Project 8: Ealing Green Culture Quarter Public Realm Improvements



**Aim:** to create an area of outstanding quality that celebrates Ealing’s heritage and green space

**Objective:** To reduce the dominance of vehicles, improve the environment for pedestrians and cyclists and create a physical link between the heritage sites, green spaces, Filmworks and the town centre

**Potential Interventions:** footway widening, relocation / removal of on-street parking, removal of the bus lane, road closures, removal of the roundabout, rethink of car park access and signals at The Grove junction, removal of street clutter and significant enhancement to the green / public spaces including seating, lighting and planting.

**Estimated total project cost: £1.75m**

Project 9: Interceptor Car Park Scheme

**Aim:** To reduce vehicle dominance, queuing and associated negative impacts on pedestrians, cyclists and the local town centre environment

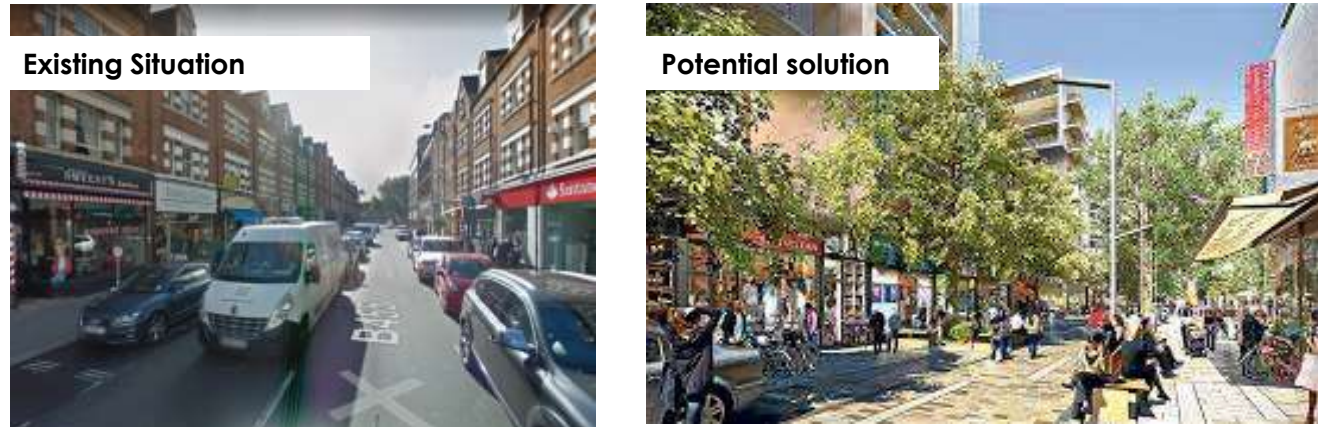
**Objective:** a part of a town centre parking and loading strategy reconsider access arrangements to the main town centre car parks including Ealing Broadway Shopping Centre and Dickens Yard to reduce local traffic from entering key pedestrian and cyclist spaces

**Potential Interventions:** banned turns, one-way system reversals, changes to existing car park access arrangements, junction improvements, wayfinding and signing. Investigate the longer term repurposing off-street (street-level) car parks for other more sustainable uses, redevelopment or additional public space .

**Estimated total project cost: £0.75m**



Project 10: Bond Street Gyratory Project



**Aim:** Create streets and spaces on and around the gyratory that better reflect and enhance the heritage, support local businesses and create a sense of place for people to enjoy the area

**Objective:** To eliminate the severance caused by one-way vehicle domination and on-street parking and to create an environment where people can enjoy the town centre and local businesses can thrive

**Potential Interventions:** Temporary, trial or permanent road closures on either Bond Street or High Street Road closures, pedestrianisation, significant public realm improvements including lighting, seating, street trees and greening.

**Estimated total project cost: £2.5m**

Project 12: Haven Green Pedestrian and Cyclist Junction Improvement Scheme



**Aim:** Improve the pedestrian and cyclist access to Ealing Broadway station and reduce the impacts of strategic movement and rat-running on the local environment

**Objective:** To improve pedestrian and cyclist access and movement, improve traffic management and bus stop accessibility

**Potential Interventions:** temporary, trial and / or permanent road closures, replacement of the roundabout with signalised junction, introducing on toucan crossings on pedestrian and cyclist desire lines, footway widening to create greater space outside shops.

**Estimated total project cost: £0.5m**

Project 11: Ealing Town Centre Pedestrian Priority Junction Scheme



**Aim:** Create junction arrangements that are more keeping with the surrounding important heritage and enable pedestrians and cyclists to access and move around their town centre with greater ease, priority and improved safety

**Objective:** Reduce the number of vehicular turning movements / through traffic. Improve pedestrian, cyclist and bus priority. Increase footway space to reduce severance and improve accessibility for all

**Potential Interventions:** Sate of the art diagonal crossings, footway widenings, banned turns.

**Estimated total project cost: £1.5m**

Project 13: Haven Green Public Realm Scheme



**Aim:** To create a high quality green space that reflects local needs and supports sustainable local access and movement to and from Ealing Broadway station, neighbourhoods and town centre

**Objective:** To reduce impacts of bus stands, dominance of traffic and cycle parking on the quality of the public realm. Improve pedestrian and cyclist access, movement and road safety throughout the area. Improve the quality of the green space including seating and planting

**Potential Interventions:** Relocation and / or rationalisation of terminating buses / bus stands. Reconsideration of bus stop locations, access and movement arrangements. Repurposing the car park for a multi-storey cycle park.

**Estimated total project cost: £1.5m**



Project 14: B455 Strategic Cycle Improvement Scheme



**Aim:** to strengthen this important road as a strategic / orbital cycle route connecting Ealing Town Centre with the wider borough including Northolt

**Objective:** To improve pedestrian and cyclist access, movement and road safety along the length of the B455 and at all problematic junctions

**Potential Interventions:** segregated cycle lanes, carriageway narrowing, junction improvements, crossing improvements, new crossings, isolated public realm improvements, isolated footway repairs, dropped kerbs, signing, seating and cycle stands.

*Estimated total project cost: £2m*

Project 16: Path of Fame Heritage Trail

**Aim:** to strengthen Ealing town centre's identity and embrace its cultural offer

**Objective:** To improve wayfinding and encourage people (residents and visitors) to walk and learn more about local heritage

**Potential Interventions:** custom-made wayfinding signs, information boards, seating and shelter, surfacing, improved accessibility along the route.

*Estimated total project cost: £250k*

Project 15: North Circular Major Junction Improvement Scheme



**Aim:** Increase number of pedestrians and cyclists using strategic links to Acton, West Acton and Park Royal, particularly commuter users and reduce severance caused by A406

**Objective:** To deliver safer and more reliable journeys for cyclists and pedestrians and to unlock strategic connections for active travel, while maintaining network efficiency

**Potential Interventions:** Junction operation and performance improvements, new layout, new crossings, cycle lanes, signing,

*Estimated total project cost: £2.5m - £10m depending on extent of project*

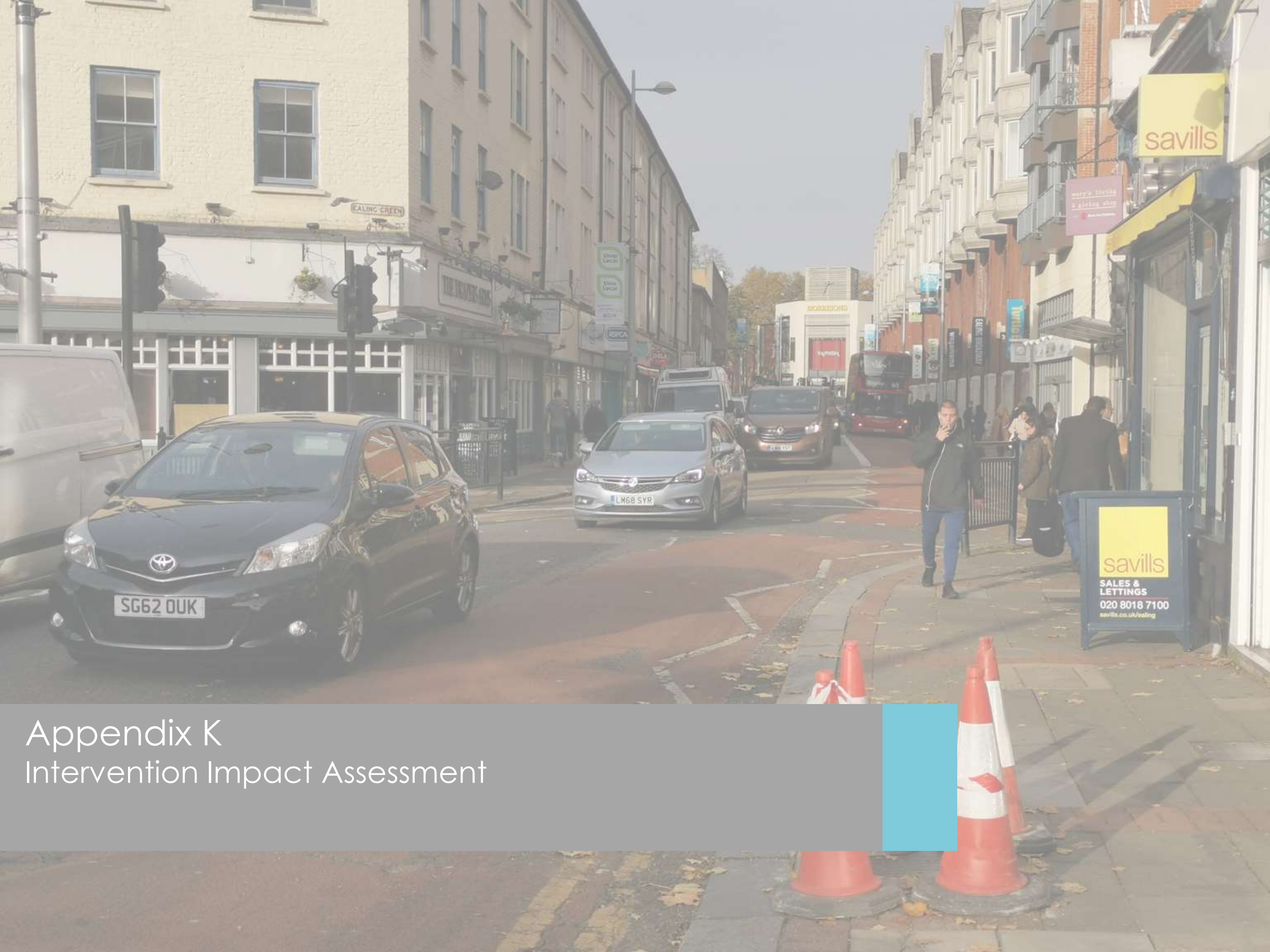


		Phase One								Phase Two								Phase Three							
		2019		2020				2021				2022				2023				2024				2025	
		2019/20		2020/21				2021/22				2022/23				2023/24				2024/25					
		3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
Modelling (Ealing Funded)																									
Gateway 0																									
Gateway 1																									
Baseline Data Collection																									
Community Panel																									
Masterplan Development																									
Town Centre Traffic Management Strategy																									
Town Centre Parking Strategy																									
Town Centre Bus Strategy																									
Town Centre Deliveries and Freight Strategy																									
Trials and Tests																									
Behaviour Change Research and STARS Programme																									
Gateway 2 & 3 Feasibility & Concept Design																									
Phase 1	Walk of Fame Heritage Trail																								
	P1: Northfields																								
	P2: Gunnersbury Park																								
	P3: Hanger Hill																								
Phase 2	P4: Active Travel Corridor																								
	P5: Ealing Town Centre Public Realm Scheme																								
	P6: Montpelier Neighbourhood																								
	P7: Gordon Road Neighbourhood																								
	P8: Ealing Green Culture Quarter																								
Phase 3	P9: Inceptor Car Park Scheme																								
	P10: Bond Street Gyratory																								
	P11: Ealing Town Centre Pedestrian Priority Junction Schemes																								
	P12: Haven Green Junction																								
	P13: Haven Green Public Realm Scheme																								
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	P12: Haven Green Junction																								
	P13: Haven Green Public Realm Scheme																								
Gateway 5 Implementation																									
Phase 1	Walk of Fame Heritage Trail																								
	P1: Northfields																								
	P2: Gunnersbury Park																								
	P3: Hanger Hill																								
Phase 2	P4: Active Travel Corridor																								
	P5: Ealing Town Centre Public Realm Scheme																								
	P6: Montpelier Neighbourhood																								
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	P8: Ealing Green Culture Quarter																								
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- 1 Apr, May, Jun
- 2 July, Aug, Sept
- 3 Oct, Nov, Dec
- 4 Jan, Feb, Mar



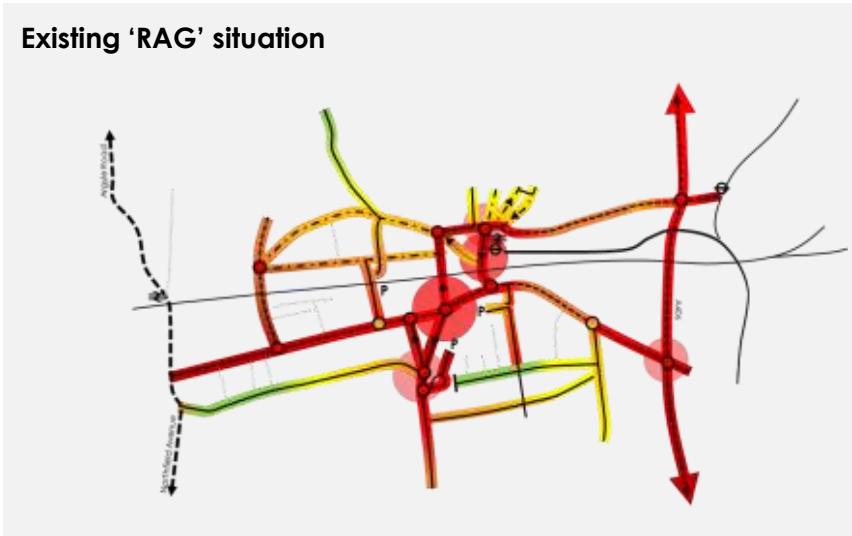




Appendix K  
Intervention Impact Assessment



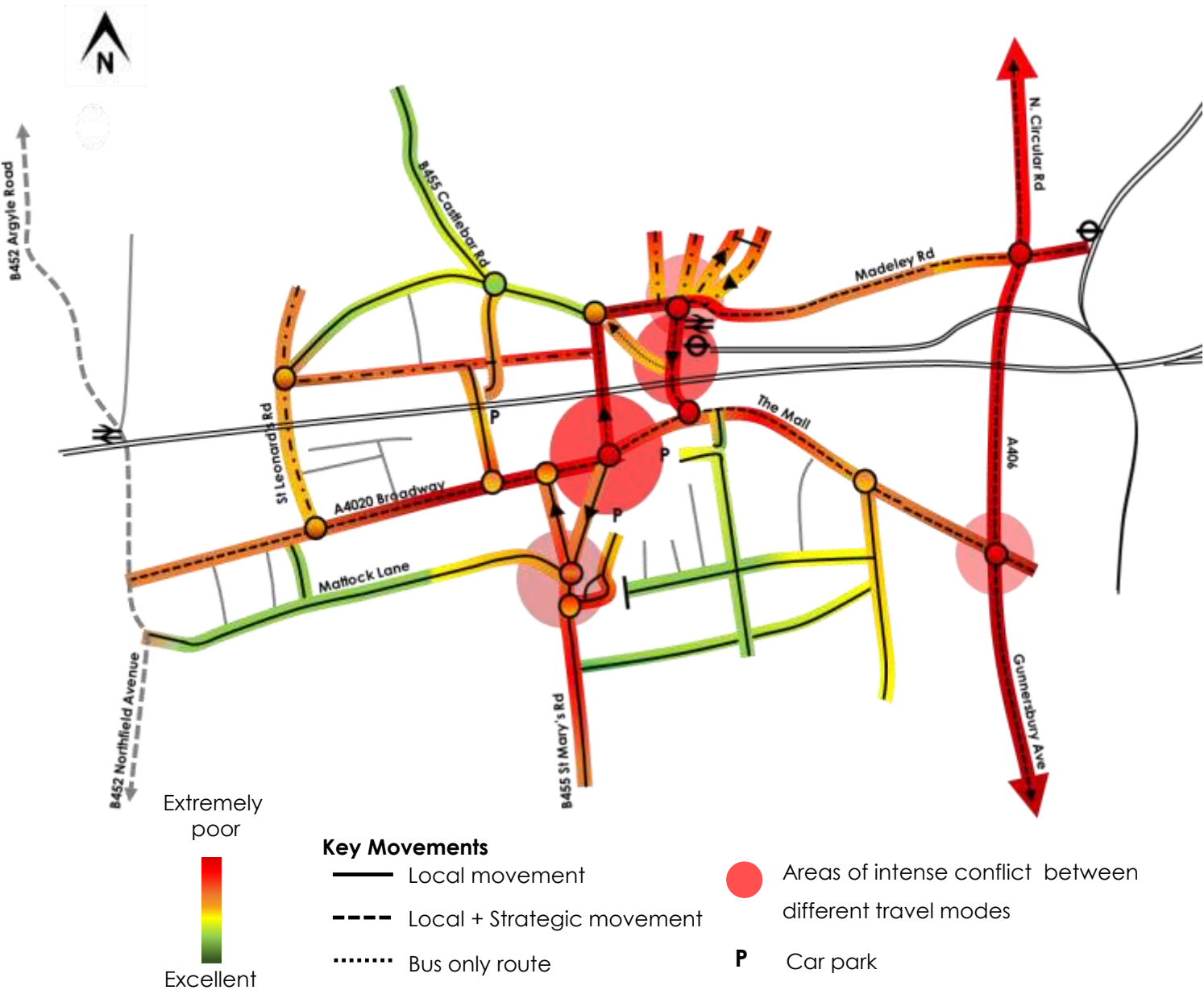
Existing 'RAG' situation



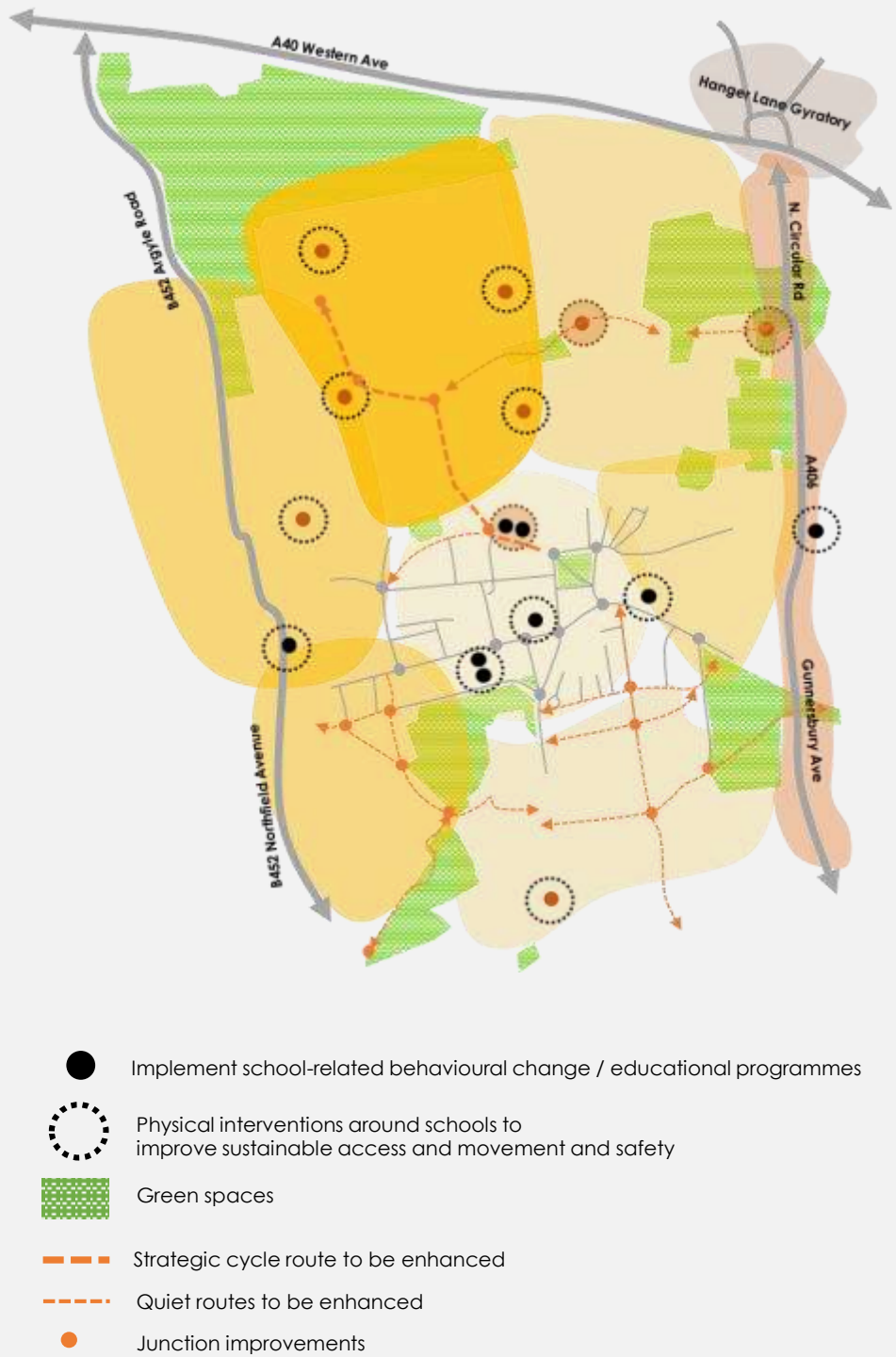
Phase 1 'RAG' Invention Impact Assessment

The aim of the 'RAG' impact assessment was to assess the likely impacts of initiatives and schemes taken forward during this project phase. Phase 1 represents the project start up phase. However, it is in this phase that some small-scale interventions will be introduced to strength the links between the neighbourhoods to the town centre, including wayfinding, localised footway and junction improvements and help address rat-running and localised traffic dominance.

Phase 1 'RAG' Inventions Impact Assessment

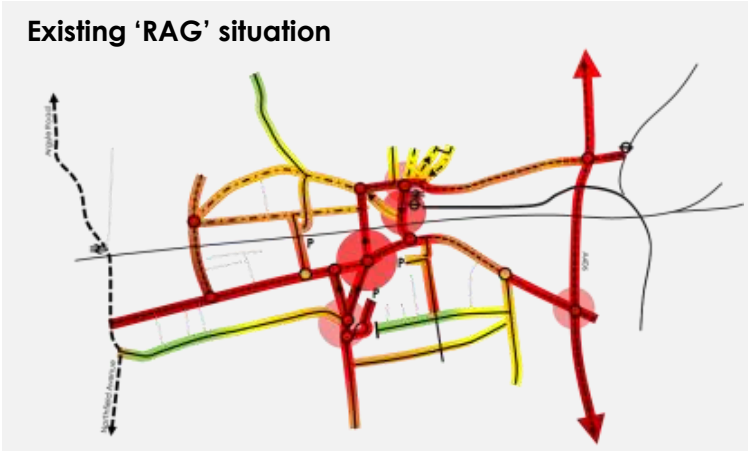


Phase 1: Wider Area Initiatives





Existing 'RAG' situation

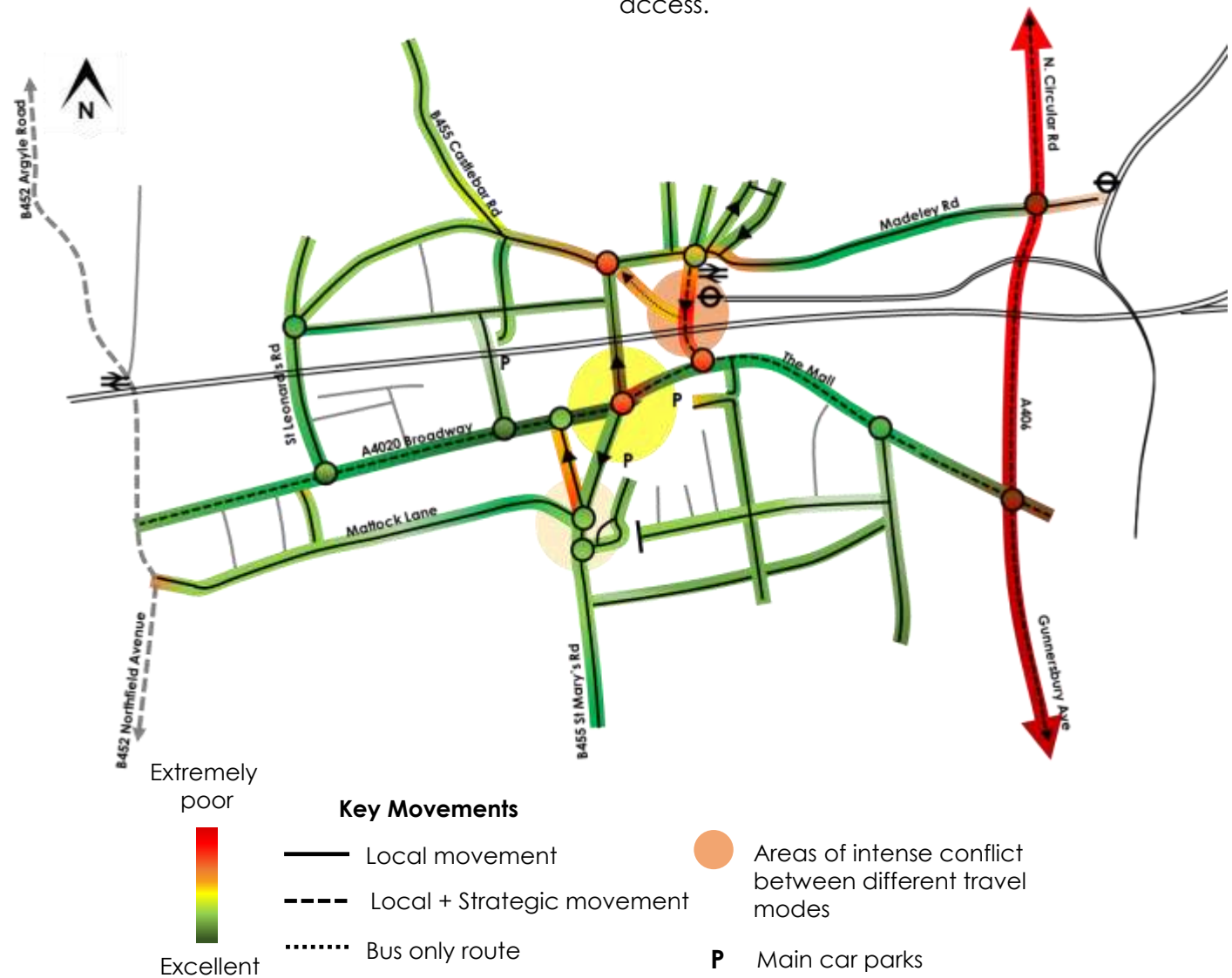


Phase 2 'RAG' Interventions Impact Assessment

The aim of the 'RAG' impact assessment was to assess the likely impacts of initiatives and schemes as a result tasks undertaken during this project phase.

In this phase, there is a more pronounced shift from poor 'red' towards good / excellent 'green' as key major interventions are introduced both within the town centre, notably the 'Active Travel Corridor' as well as improvements to the walking and cycling environment in neighbourhood streets. In this stage there is a further shift towards the prioritisation of local access over strategic movements, a reduction in HGV volume and changes, isolated changes to bus stops and car park access.

Phase 2 'RAG' Interventions Impact Assessment



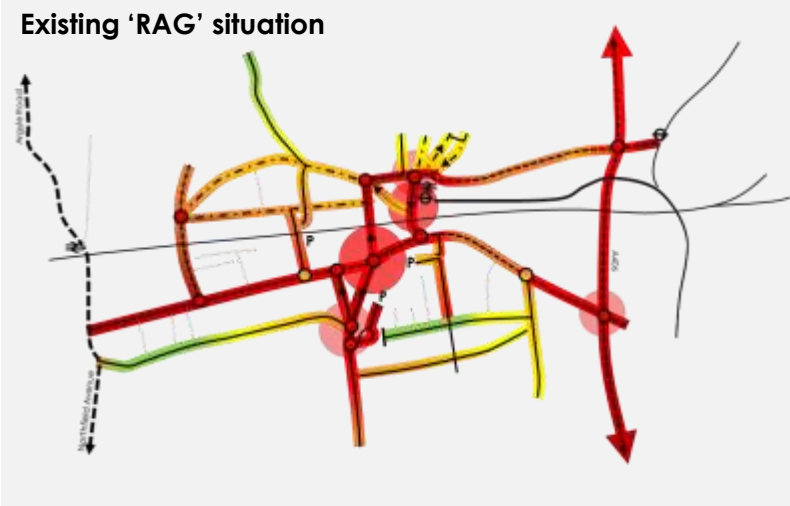
Phase 2: Wider Area Behaviour Change Initiatives and Schemes



- Implement school-related behavioural change / educational programmes
- Physical interventions around schools to improve sustainable access and movement and safety
- Green spaces
- Active travel corridor
- Strategic cycle route to be enhanced
- Quiet routes to be enhanced
- Junction improvements

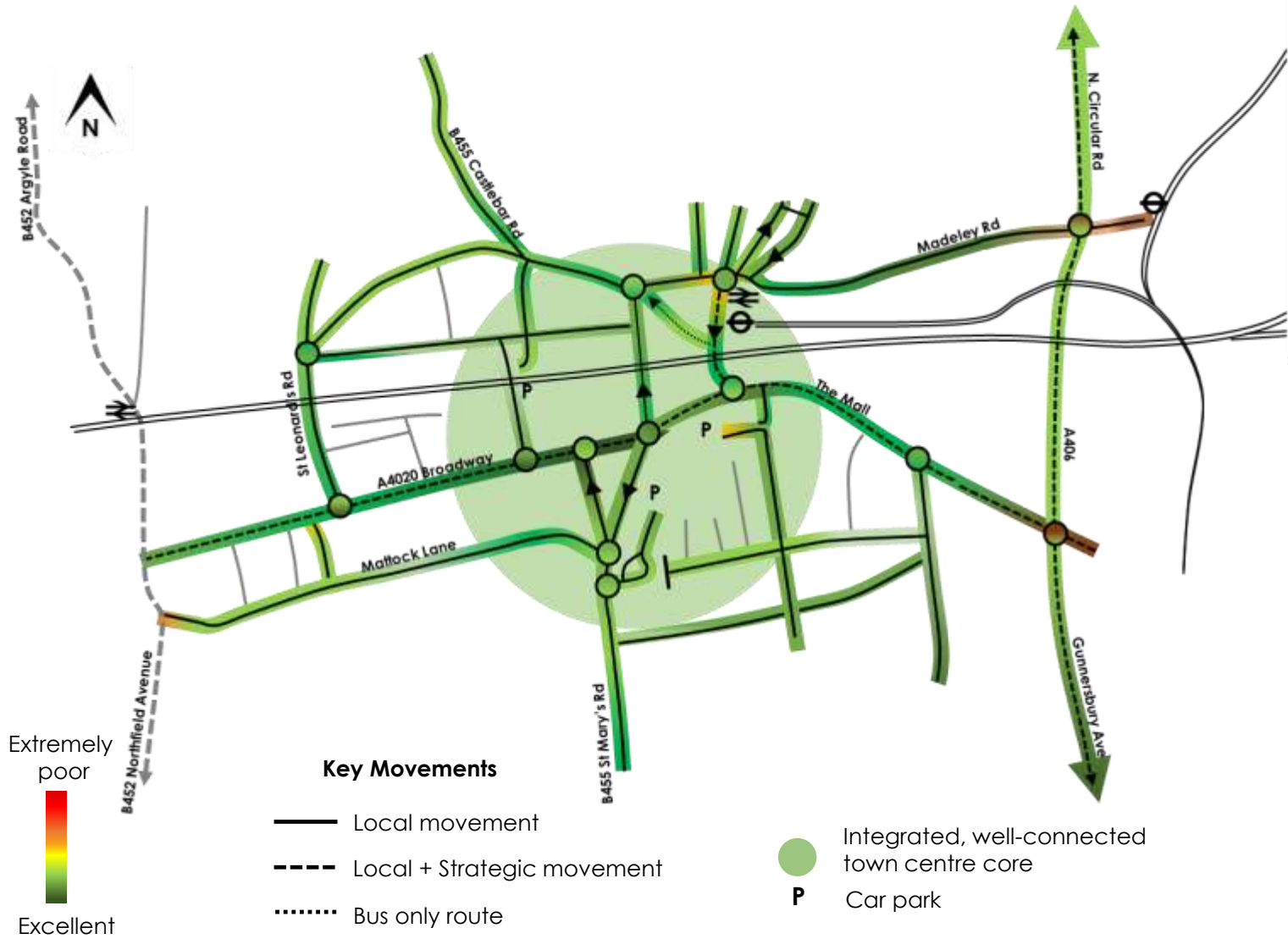


Existing 'RAG' situation



Phase 3 'RAG' Interventions Impact Assessment

The aim of 'RAG' impact assessment was to assess the likely impacts of initiatives and schemes as a result of tasks undertaken during this project phase. It is in this phase the problematic junctions and traffic management systems are improved to address pedestrian and cyclist safety and bus reliability issues. Such projects include the reconsideration of the Bond Street gyratory, introduction of one-stage pedestrian crossings on The Broadway, changes to Haven Green bus operations and modifications to the North Circular junctions. This results in a significant improvement from the existing situation and help realise the 'Love Local – Live Local' vision.



Phase 3: Wider Area Initiatives



- Implement school-related behavioural change / educational programmes
- Physical interventions around schools to improve sustainable access and movement and safety
- Green spaces
- Active travel corridor
- Strategic cycle route to be enhanced
- Quiet routes to be enhanced
- Junction improvements





## Appendix L

### Council Statement of Support





Sam Monck  
Head of Network Sponsorship  
Transport for London



**Leader's Office**

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



020 8825 6833  
07903 424 905  
julian.bell@ealing.gov.uk  
@juliangbell

15 November 2019

Dear Sam,

**Ealing Town Centre Liveable Neighbourhood**

I am writing to express my full support for the Ealing Town Centre Liveable Neighbourhood bid and I hope that you and your team will look upon it favourably.

The objectives of the proposals will help Ealing achieve the MTS targets and support a number of wider initiatives and improvements to this important metropolitan town centre. They would also compliment a number of TfL funded schemes such as the Crossrail Complementary measures and the ULEX by supporting walking and cycling and significantly reducing rat-running through residential neighbourhoods in the vicinity of the North Circular. It would also extend the Liveable neighbourhood work in West Ealing to a larger part of the Borough meaning more residents will gain the benefits of this approach.

In addition to the backing of my administration, the bid has been put together through working closely with the community, including representatives from local residents, businesses and developers, meaning that the proposals contained within the bid have a very wide level of support. The majority of the measures are of a very practical nature and should be straightforward to implement, while having significant positive impact. You are also aware that my officers are already working with TfL regarding measures on the Uxbridge Road corridor. As a result, I believe this bid offers a very good opportunity of being successful and being implemented in time and to budget.

Yours sincerely,

Cllr Julian Bell  
Leader, London Borough of Ealing



Dear Chris,

*I am very happy to support the Liveable Neighbourhood Bid for Ealing as many of the principles will really improve the area. As a Council but with the support of other bodies we need to move to a position where more people walk and cycle as well as making the area more attractive to encourage investment as well as space for residents and users to relax in our many open spaces.*

*We need to make our street safer by ensuring that cyclists do not become victims in vehicle collisions and make streets near schools safer. Initiatives such as these should help to improve the air quality.*

Thanks,  
Councillor Gary Malcolm,  
Leader, Liberal Democrat Group