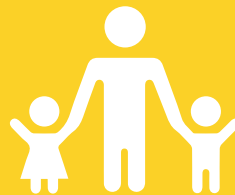


# Liveable EALING

Love local - live local



Summary of community  
engagement

January 2020

urban  
flow

Allies and Morrison  
Urban Practitioners



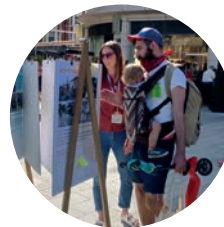
# A community backed plan

---

The Ealing Town Centre Prospectus for Change is the culmination of thorough engagement with local people alongside extensive baseline analysis.

It is fundamentally a community backed plan.

Any investment in Ealing town centre should be for the benefit of the local community and reflect their needs and aspirations. This includes improving access to the town centre for **everyone** - including those with disabilities. Our community has an intimate knowledge of what works in the town centre and what should be improved.



# What did we do?

Community priorities have been identified through:

- interviews with local businesses and stakeholders
- discussions with community groups
- pop-up stalls at Dicken's Yard and the Shopping Centre
- street-based interviews
- online survey
- technical stakeholder workshop
- two test-and review workshops

More than 450 people have been involved so far, and their ideas have shaped the principles for change that are set out in this prospectus. These principles were tested, reviewed and backed by local people at two community workshops.

There will be continued collaboration and engagement as part of the project development including establishing a community panel. Learning from others will be a key part of this, and visits to places with successful walking and cycling schemes, such as Waltham Forest could help to educate and inspire.

The following presentation gives a high-level summary of findings from the online survey and pop-up events, as well as spatial feedback from interviews and discussions with local businesses and stakeholders.



# What did we do?

The timeline of engagement for the project is set out below. There will be continued community input beyond this as the project develops.

September 2019

October

November

Baseline research

Online survey

Councillor workshop

Weekend pop up at Dickens Yard

Pop up at Ealing Broadway Shopping Centre

Emerging ideas

Proposals

Stakeholder interviews

Technical stakeholder workshop

Local groups engagement

Test and Review workshop

Bid and prospectus submitted

Follow up test and review workshop

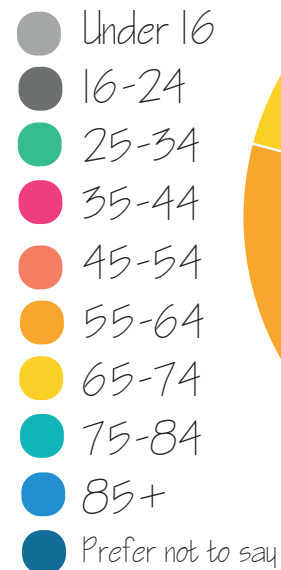
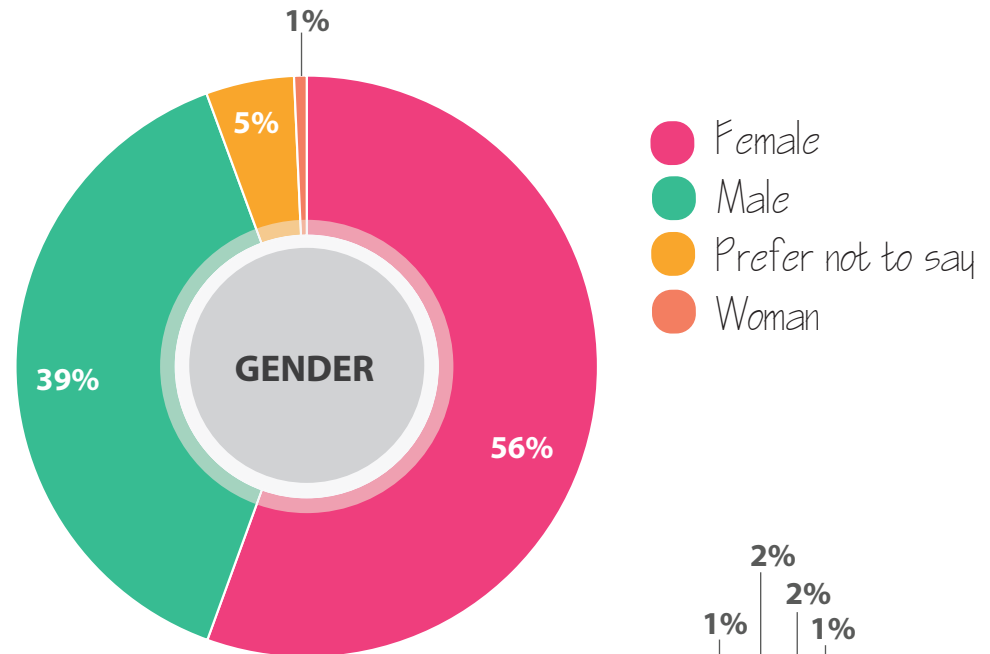




**SURVEY**

# Who got involved? Survey respondents

152 survey  
responses



## Survey - key findings

We asked...

# What do you love about Ealing?

## Most popular responses:

- 
- 1** Parks and green spaces
  - 2** Excellent transport links
  - 3** Trees
  - 4** Village feel yet close to central London
  - 5** Heritage & architecture
  - 6** Diverse community
  - 7** Shops and things to do

***I like its small town ways  
outside a big city.***

***I like its easy access to central London.***

**it's an  
unpretentious,  
down to earth  
place**

***"the shops, coffee places, places to eat and this small town feeling"***

**I love the parks strung  
along the river Brent  
like a string of pearls**




***the parks!***

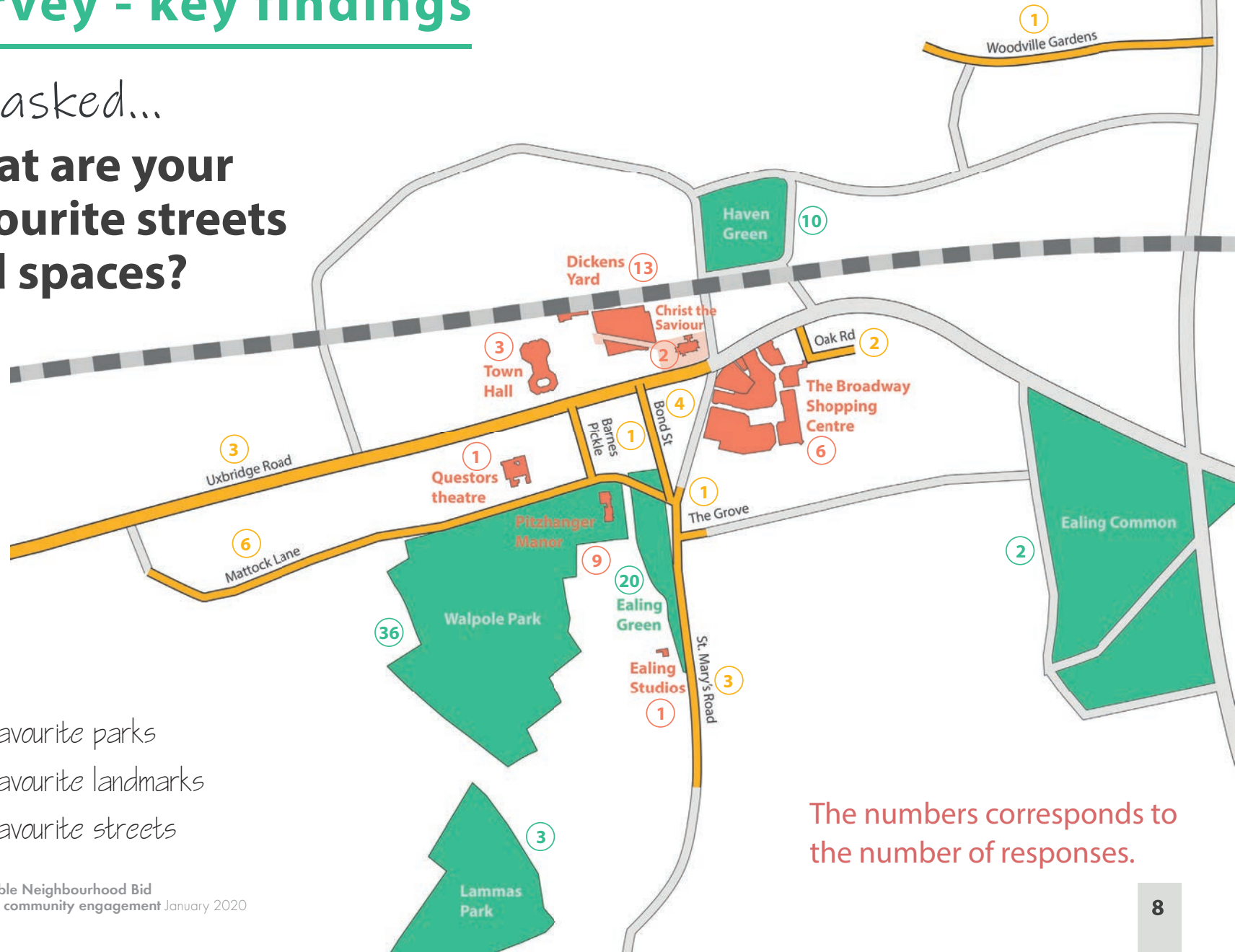


# Survey - key findings

We asked...

**What are your favourite streets and spaces?**

-  Favourite parks
-  Favourite landmarks
-  Favourite streets



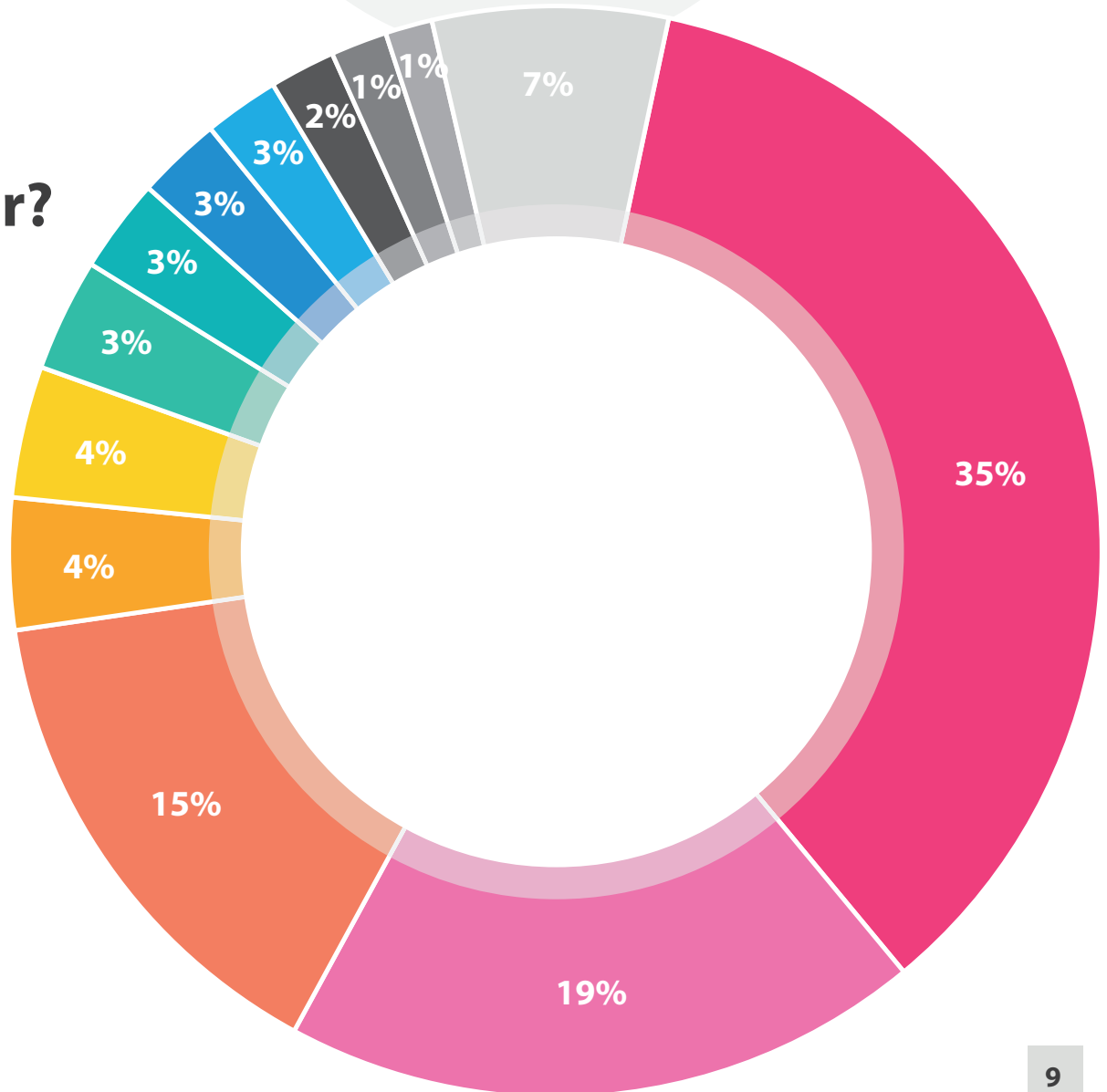
The numbers corresponds to the number of responses.



# Survey - key findings

We asked...

**What do you use the town centre for?**

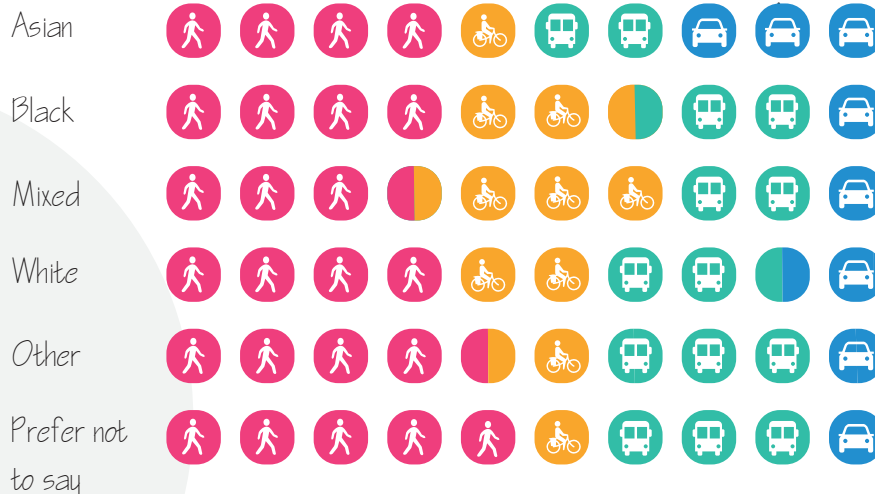


# Survey - key findings

We asked... **How do you get to the town centre?**

For every 10 people...

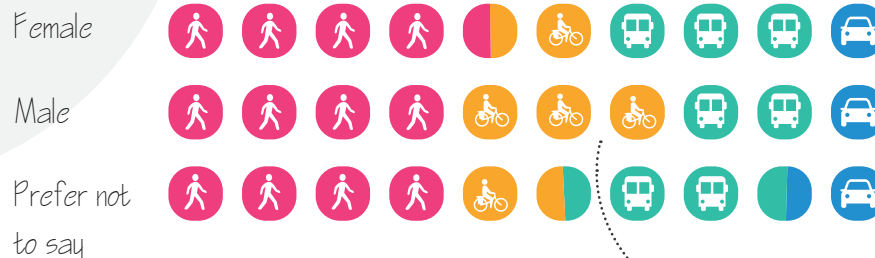
ETHNICITY



*The Asian community are more likely to drive than any other ethnic group in this sample*



GENDER

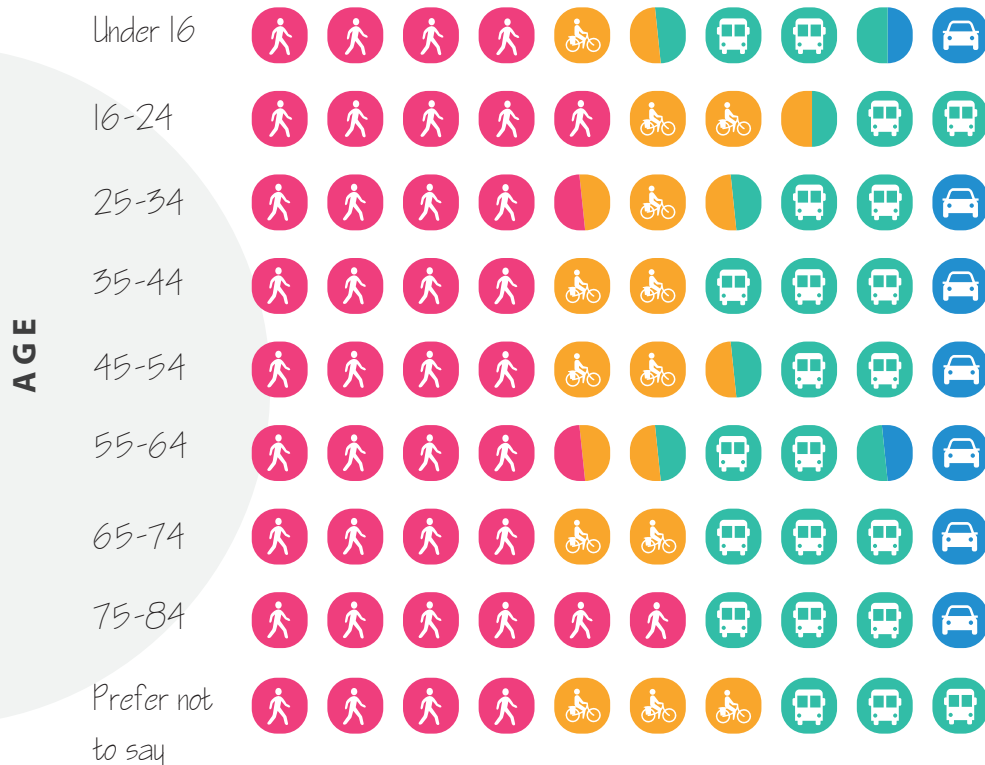


*Men are more likely to cycle to Ealing town centre than those who identify as female*



# Survey - key findings

We asked... **How do you get to the town centre?**



*Older residents are less likely to cycle and much more likely to walk than other age groups*

# Survey - key findings

We asked...

**What bothers you about your daily trips?**

**40%**

of local people would cycle more for shorter journeys if there were segregated or safer cycle lanes and routes.



**70%**

of respondents graded the town centre a 5 or below for 'access for people with disabilities' and 'cycling environment', where 1 is 'poor' and 10 is 'great'.

**25%**

Traffic / too many vehicles

**11%**

Pollution

**11%**

Not safe or easy to cycle

**7%**

Other

**6%**

Poor pavements

**4%**

Packed buses

**4%**

Difficult to cross

**3%**

Buses not convenient

**3%**

Poor train access

**9%**

Poor appearance / litter

**6%**

Dangerous driving

**3%**

Too busy

**3%**

Lack of parking

**2%**

Dangerous cycling

**1%**

Buses get in way

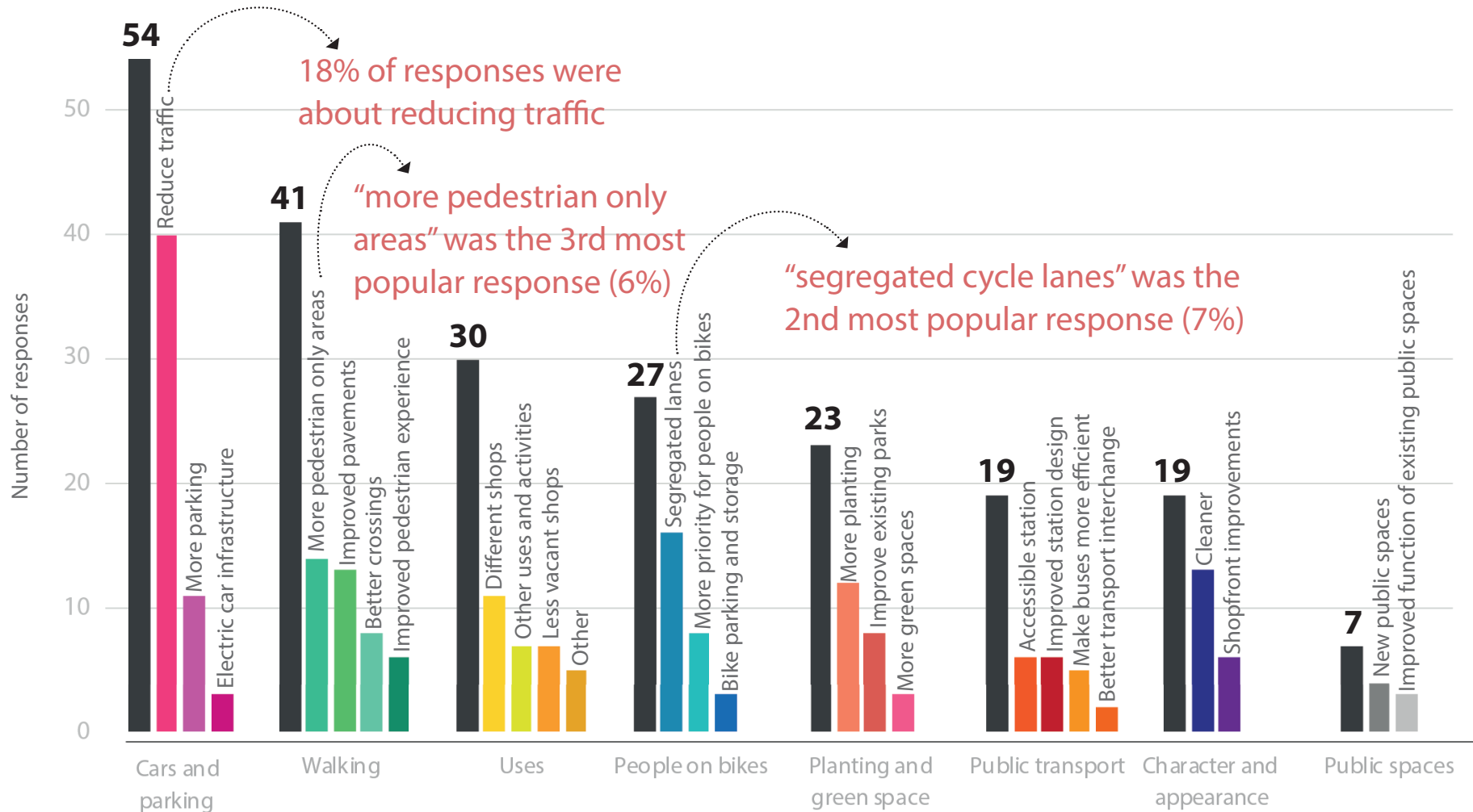
**1%**

Cost of buses



# Survey - key findings

We asked... **What could be improved?**

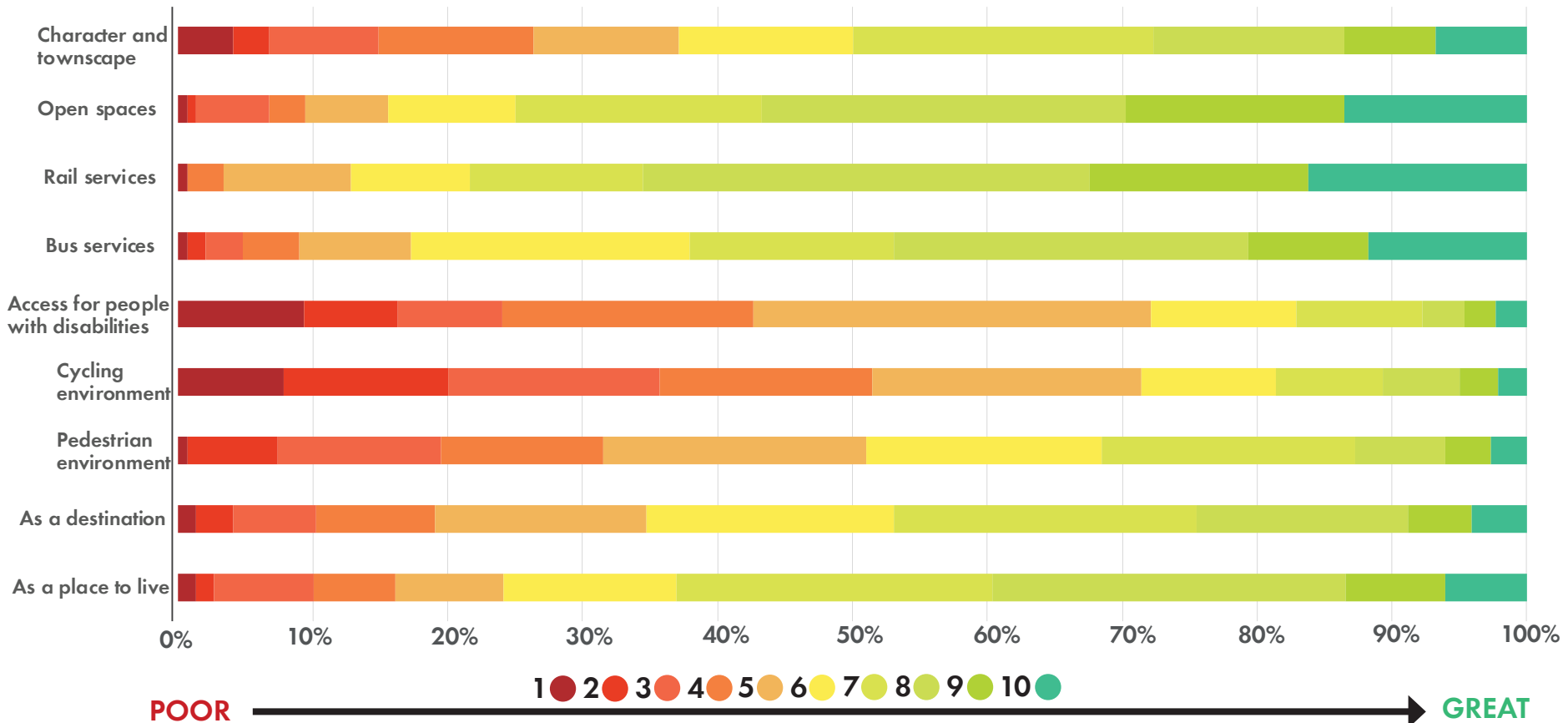


# Survey - key findings

## Grading Ealing Town Centre

- 72% of respondents gave 'access for people with disabilities' 5 or under.
- 71% gave 'cycling environment' 5 or under. This compares to a 28% average across the other criteria.

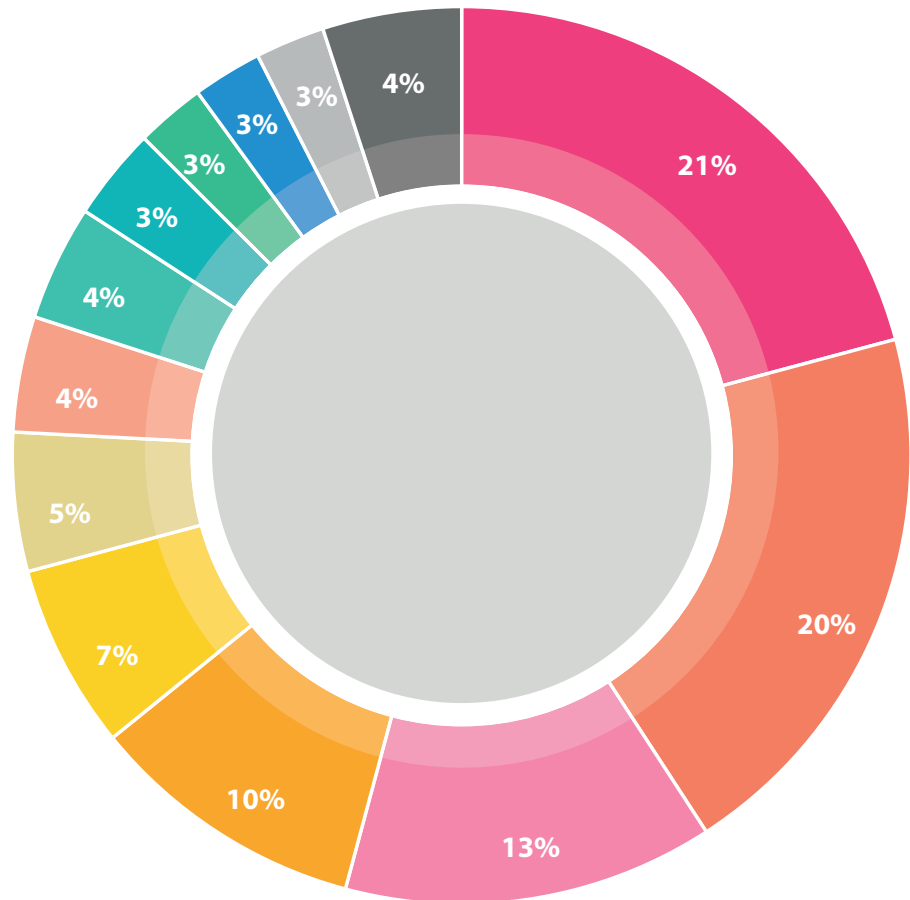
Most 1's - Access for people with disabilities  
Most 10's - Rail services



# Survey - key findings

We asked... **What one change would encourage you to cycle or walk more for shorter journeys?**

- Segregated cycle lanes
- Safer cycle lanes/ routes
- Less vehicles on the road / less traffic
- Safe and secure places to keep my bike
- Better pavements
- Make it easier to cross
- Other cycling
- Improve safety for walking
- Make dockless bikes a more attractive option
- Less pollution
- More pedestrianised areas
- More attractive streets
- Other



# Survey - key findings

We asked... **What one change would encourage you to take the bus more for shorter journeys?**







# POP-UP EVENTS

# What did we do?

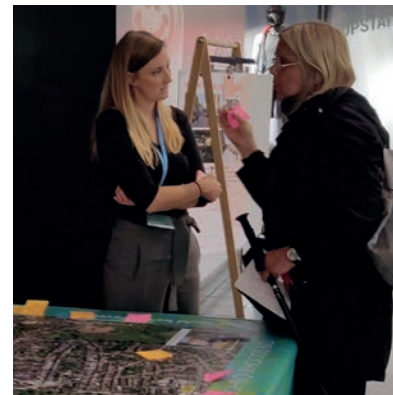
## Dickens Yard

Saturday 14th September  
87 visitors



## Broadway Shopping Centre

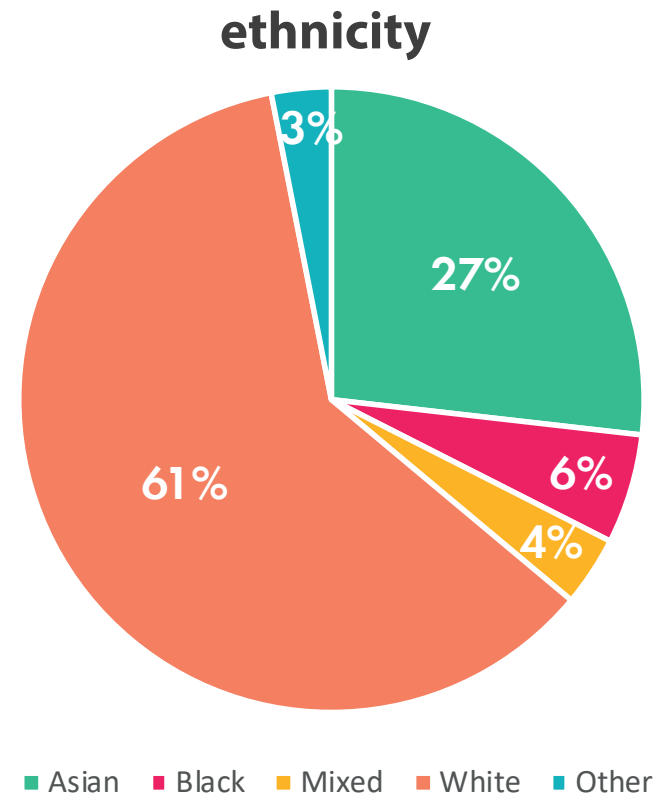
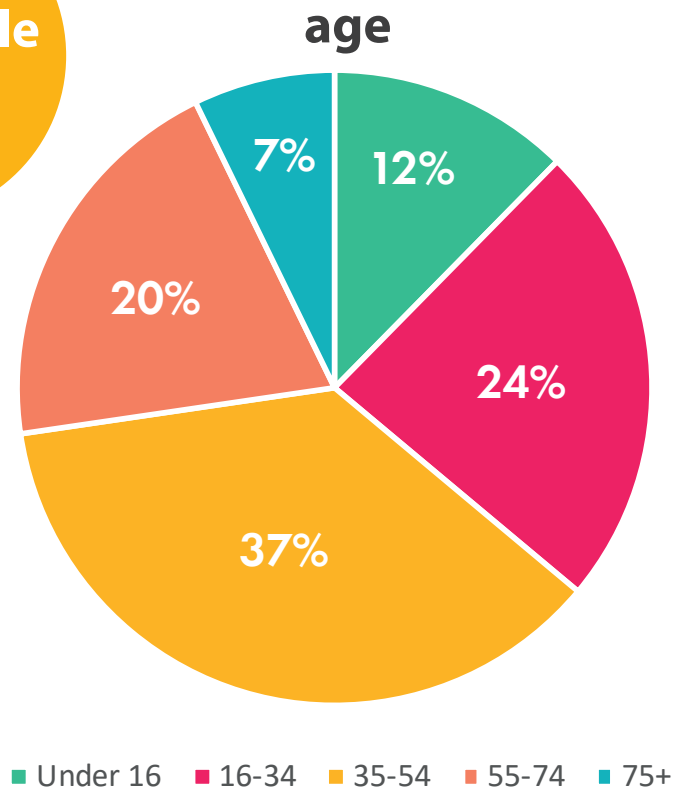
Wednesday 25th September  
107 visitors



# Who got involved?

## Pop-up events

194 people  
engaged





# Headline findings from the pop-ups

- **Cycling should be made safer and more appealing** - continuous and segregated cycle lanes, safe bike storage, alternative cycle routes away from main road, signalling which separates cyclists from cars.
- **Improve the pedestrian experience** - pedestrian crossings, longer times to cross, pedestrianised streets, better surfacing, roundabouts difficult to cross, not enough north-south connections over railway
- **Start with schools** - create travel plans with pupils and parents, make it safe for children to cycle, reduce air pollution outside schools
- **Ealing's character should be preserved and enhanced** - celebrating arts and culture, ensuring new development is of appropriate scale / character, unifying shop fronts and improving landscaping





# Headline findings from the pop-ups

- **Buses work well** - could be improved by having live updates and ensuring cycling and other activity doesn't conflict with bus routes
- **Ealing's green spaces are much loved** - create new green spaces wherever possible, concern over safety of existing green spaces
- **Celebrating Ealing's diverse communities**
- Key spatial feedback related to **Haven Green, improving accessibility to Ealing Broadway Station and improving the quality of Uxbridge Road / The Broadway for those on bikes and walking.**



The background is a teal-tinted illustration of a city street scene. It shows a wide sidewalk with many pedestrians of various ages and styles of dress. Some are walking alone, some in groups, and one woman is holding a child's hand. In the background, there are multi-story buildings with windows and balconies. Trees are visible on the left and right sides of the street. The overall style is a clean, modern line drawing with a monochromatic teal color scheme.

# COMMUNITY GROUPS AND STAKEHOLDERS



# Who got involved?

The following stakeholders and community groups have been involved in the process:

## Interviews

Ealing Civic Society  
Friends of Ealing Common  
Ealing Cycling Campaign  
Make it Ealing  
Save Ealing Centre  
Friends of Haven Green  
Central Ealing Neighbourhood Forum  
West London University  
Ealing Broadway Shopping Centre  
Wheels for Wellbeing  
Walpole Residents' Association  
10 local businesses  
10 street-based interviews

## Community group roundtable discussions

Ealing Transition  
Ealing Communities Network





- Conflicts between modes
- Potential new/improved walking links
- Potential new/improved quietways
- Potential new/improved segregated cycle lanes
- Junction improvements
- 📍 School locations
- 📍 Key destinations



Key spatial comments from stakeholders



The background is a teal-tinted architectural illustration of a city street. It shows a wide sidewalk with many pedestrians, including a woman holding a child's hand. There are crosswalks with white stripes. In the background, there are multi-story buildings with windows and trees. The overall style is a clean, modern line drawing.

# TEST AND REVIEW WORKSHOPS

# What did we do?

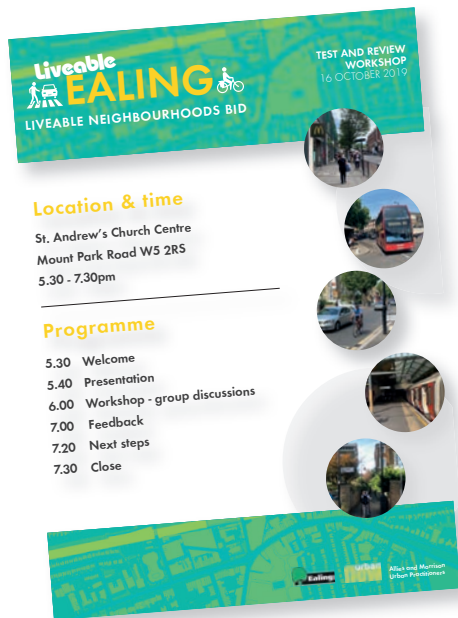
## Test and Review workshop 1

Wednesday 16 October 2019

St. Andrew's Church Centre

5.30 - 7.30pm

22 attendees



**Liveable EALING**  
LIVEABLE NEIGHBOURHOODS BID

TEST AND REVIEW WORKSHOP  
16 OCTOBER 2019

**Location & time**  
St. Andrew's Church Centre  
Mount Park Road W5 2R5  
5.30 - 7.30pm

**Programme**

- 5.30 Welcome
- 5.40 Presentation
- 6.00 Workshop - group discussions
- 7.00 Feedback
- 7.20 Next steps
- 7.30 Close

Allen and Matthews Urban Regeneration



## Test and Review workshop 2

Thursday 21 November 2019

Ealing Town Hall

6.30 - 8pm

18 attendees



**Liveable EALING**  
Love local. Live local.

TEST AND REVIEW WORKSHOP  
21 NOVEMBER 2019

A. DO YOU THINK THE EMERGING PRINCIPLES ADDRESS THE ISSUES IN THE TOWN CENTRE?  
B. ARE THERE ANY CHALLENGES IN DELIVERING THEM?

1 An Active Travel Corridor	2 A central flexible space	3 Alternative quiet cycleways	4 Driving to and not through	5 Intercepting cars as they arrive
6 Integrating Ealing's local neighbourhoods	7 Improving links between green spaces	8 Safe and low emission school zones	9 Streets for pedestrian priority	10 Considering bus stops and standing
11 Junction improvements	12 Living locally - encouraging behaviour change	13 Working with schools	14 Alternatives to private petrol cars	15 Delivery changes and click and collect





# Main messages - workshop 1

## Vehicles and congestion

- There is support for providing interceptor car parks that capture cars as they arrive. All groups support exploring the idea of moving the barriers on Windsor Road to allow entry or exit to the Broadway Shopping Centre car park from / to The Mall.
- Queuing along the High Street is caused by traffic at the southern end by Ealing Green / The Grove, and cars turning right onto Ealing Green from Ealing College opposite The Grove.
- People support the principle of changing the character of Mattock Lane and possibly providing a filter at the eastern end. People do not want to see more traffic along Mattock Lane.
- A delivery and servicing strategy is required to ensure a holistic approach that helps limit congestion.
- Suggestion of a raised table along a stretch of The Broadway to support the principle for a flexible space in the town centre where everyone slows.



# Main messages - workshop 1

- Acknowledge north-south strategic routes that use parts of the east-west strategic route through the town centre.
- Re-examine the left turn from Longfield Avenue onto Uxbridge Road.
- Accommodating Deliveroo and other delivery company bikes is essential.
- What is the impact of the ULEZ coming to Ealing?
- De-register B455 so not a strategic route. This will help redirect traffic away from the town centre as the route will not be signposted from the A40.

## People on bikes

- There is support for more secure cycle parking.
- There is support for the principle for alternative, quieter routes to the strategic east-west route for cycling.
- Connect the quietway proposed by Sustrans with Broadway by Ealing Broadway Station.
- Undertake an origin destination study for people on bikes to understand where they are travelling from.



# Main messages - workshop 1

## Walking

- Encouraging parents to let their children walk and cycle to school should be a priority.
- Improving walkability and connections from the south, particularly the bridges that cross the Piccadilly line and the areas just north of them should be considered.
- Routes need to be attractive, easier and obvious to encourage walking. This includes good lighting to make places safer.
- There is strong support for improving the M&S and Broadway junctions for pedestrians.
- There is also support for pedestrianising a road although there is debate as to which one. Options included High Street and Bond Street.

## Buses

- Sorting out buses at Haven Green is a priority for most groups.
- Could there be timed restrictions of some sort so that it's only taxis and buses at certain times to create the flexible town centre space?
- There is support for reconfiguring the bus stops along The Broadway.





# Main messages - workshop 1

## Accessibility for all

- Uneven and narrow pavements were highlighted as the greatest barrier to accessibility for all.
- Tree lined residential roads that are special to Ealing are problematic as trees push up the pavement seriously compromising the ability to walk down them easily.
- A flexible space retaining delineation is preferred.

## Ealing's distinct character

- The presentation captured Ealing's distinct character well.

## Public space and parks

- People would like to see Haven Green improved.
- Support for integrating green spaces into the town centre.
- Make green spaces safer.
- Improving the setting of Walpole Park along Mattock Lane is desirable.



# Main messages - workshop 2

The main messages from the second workshop are summarised below:

- The Council needs to lead by example. Could staff and councillors pilot initiatives?
- The philosophy of walking first should be prioritised.
- Reflect on the impact of office growth on public transport and the appeal of the town centre, once Crossrail opens.
- Could access for disabled people as a priority be made more explicit?
- The impact on residential roads of limiting space for cars on main routes needs to be considered. It must be part of a coordinated approach
- Greater reference should be made to cycle parking in the town centre.
- Consider future changes to the way we shop e.g. drone deliveries.
- We need to be transparent about the trade-offs that may be needed to accommodate dedicated cycle lanes.



# Main messages - workshop 2

Several changes were made to the Prospectus for Change in response to the helpful feedback received at the workshop.

## Changes included:

- An opening vision statement setting out the overarching ambition for the town centre which all the principles sit under.
- Recommendation that the Council (including staff and councillors) could trial travel schemes.
- Changing the wording of sentences to clarify or tighten the approach. This included being more explicit about rat-running and reference to further testing and modelling.
- Greater reference to the impact of future trends e.g demand for office space and changing retail habits.
- Amendments to the artist impressions.







**urban**  
**flow**

Allies and Morrison  
Urban Practitioners

