

# Feedback summary

## Ealing Broadway Station Entrance

**January 2020**

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## 1 Introduction

### 1.1 What is the purpose of this project?

Ealing Council is working with Transport for London (TfL), Crossrail and Network Rail to improve the area outside Ealing Broadway Station. The objective of the project is to improve the urban realm outside the station, providing a safer and more comfortable environment for all road users but particularly pedestrians and cyclists.

This could potentially involve changes which impact – negatively or positively – on all users of the area.

### 1.2 Dates of consultation

In July and August of this year, we consulted on the proposed changes to the area in front of Ealing Broadway Station. This consultation ran from 9 July to 27 August 2019.

### 1.3 Contact about this report

For any questions relating to this report, please email [HighwayServices@ealing.gov.uk](mailto:HighwayServices@ealing.gov.uk).

## 2 The consultation

### 2.1 Why was this consultation necessary?

The purpose of this consultation was to help us understand what people thought of our proposed changes to the area outside Ealing Broadway Station.

We also provided a draft Equalities Impact Assessment (EAA) on the consultation website, and asked people whether they felt that this was accurate and comprehensive.

### 2.2 What were the possible outcomes?

Depending on the findings, the outcomes of this consultation include:

- The consultation raises no issues that would prevent implementation of the scheme, meaning we would proceed with the proposal as outlined in the supporting documents
- The consultation raises key issues that lead to changes in the proposal before implementation
- Separately, depending on public feedback regarding the draft EAA, there may be changes necessary to the final EAA

### 2.3 What was the goal of this consultation?

The main objectives for this exercise were:

- To provide clear, concise information about the changes proposed to this area
- To reach as many users of the area as possible with news of the consultation
- To make it as easy as possible to respond
- To understand public opinion about key aspects of the proposal
- To capture any issues that we were not already aware of
- To enable people to make suggestions

### 2.4 Who was consulted?

The consultation was intended to seek the views of all users of the station and adjacent public realm. The consultation website was open to any users, and we also accepted several longer responses via email from respondents who felt that the character limitations of the free-text questions on the survey were too restrictive for their comments.

We offered to provide hard copies of the survey to anyone who was unable or unwilling to complete this online, although we did not receive any requests for hard copies.

### 2.5 How was the consultation publicised?

The consultation included the following publicity, information and materials:

### 2.5.1 Flyer

A glossy A5-sized flyer with information on both sides:

- On one side, a brief explanation of what was proposed and why, along with a stylised cross-section showing the station forecourt, carriageway and west footway
- On the reverse, 2no. CGI visualisations to help people understand how the completed proposals might look
- The website, email address and how to respond to the survey were also listed

These flyers were handed out to station users over a period of several weeks, with slightly over 4,000 being handed out across the consultation period.

### 2.5.2 Website

The scheme website, [www.ealing.gov.uk/ebstation](http://www.ealing.gov.uk/ebstation), contained:

- A description of the proposals
- PDF copies of the flyer
- A user-friendly landscape plan at 1:500 scale
- A copy of the draft EAA
- A link to the online questionnaire

### 2.5.3 Online survey

The online survey was set up using Survey Monkey, the council's standard format for carrying out public consultations. This noted the presence of the scheme website and recommended that users open the landscape plan before answering questions.

### 2.5.4 Scheme email address

A dedicated email address, [ealingbroadwaypublicrealm@wsp.com](mailto:ealingbroadwaypublicrealm@wsp.com), was set up specifically for this consultation, and monitored throughout the live period of the consultation.

### 2.5.5 Email campaign

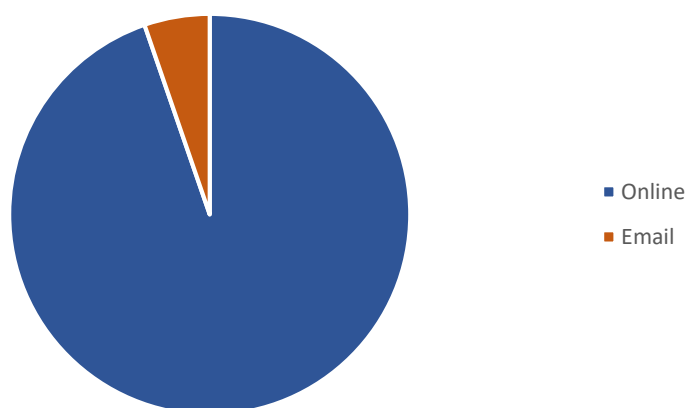
An email was directly sent to a database of 231 key local stakeholders. Of these, 136 opened the email and 55 visited the scheme website directly as a result of this email message.

### 3 Responders

#### 3.1 How many people responded?

A total of 815 people responded to the consultation. The chart below sets out the number of responses received from each format. Most of the responses received (772, or 94%) were submitted via the standard version of the online questionnaire. The remaining 43 responses (6%) were submitted via the dedicated email address [ealingbroadwaypublicrealm@wsp.com](mailto:ealingbroadwaypublicrealm@wsp.com).

Format of responses



#### 3.2 What information did responders provide about themselves?

Question 1 related to the responder's interest in the scheme. Questions 10, 11, 12 and 13 related to the responder's gender, age, disability status, and main travel mode respectively.

##### 3.2.1 Interest in scheme (Q1)

The overwhelming majority of responders live within the borough, with several also working or visiting the borough. A breakdown is shown in the table below – note that each responder could select multiple options, so the proportions do not sum to 100%.

Options	No.	Proportion
Live in Ealing	594	93.5%
Work in Ealing	84	13.2%
Visit or pass through Ealing	82	12.9%
Run a business / organisation in Ealing	37	5.8%
Other	14	2.2%
<b>Total responses (does not sum)</b>	<b>635</b>	-

### 3.2.2 Gender identification (Q10)

A small majority of responders choose to identify as male, with the remainder either choosing to identify as female or preferring to self-describe their gender. This is shown in the table below.

Options	No.	Proportion
Male	258	53.6%
Female	216	44.9%
Prefer to self-describe	7	1.5%
<b>Total responses</b>	<b>481</b>	<b>100.0%</b>

### 3.2.3 Age (Q11)

A very low proportion of responders were from younger age groups. This raises a query for future consultations: how do we ensure higher levels of engagement from these groups? The greatest number of responses were from the 65+ age group, though this of course covers a potentially greater cohort than other age bands which each cover only 10 years (except for the “Under 18” banding).

Full details are set out in the table below.

Options	No.	Proportion
Under 18	1	0.2%
18-24	9	1.9%
25-34	39	8.1%
25-44	87	18.1%
45-54	108	22.5%
55-64	102	21.3%
65+	112	23.3%
Prefer not to say	22	4.6%
<b>Total responses</b>	<b>480</b>	<b>100.0%</b>

### 3.2.4 Disability (Q12)

This question noted that the Equality Act 2010 defines a person as having a disability if they have a long term physical or mental impairment which has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities. Details of responses are set out in the table below.

Options	No.	Proportion
Yes (consider self to be disabled)	37	7.7%
No (do not consider self to be disabled)	415	86.8%
Don't know or can't say	5	1.0%
Prefer not to say	21	4.4%
<b>Total responses</b>	<b>478</b>	<b>100.0%</b>

### 3.2.5 Travel mode (Q13)

Finally, this question asked people their main mode of travel through the area outside Ealing Broadway Station. The majority of responders travel on foot or with a mobility aid, and overall the greater part of responders use sustainable modes (foot / mobility aid, bicycle, or in a bus). Details of responses are set out in the table below.

<b>Options</b>	<b>No.</b>	<b>Proportion</b>
On foot or with mobility aid	196	40.4%
Bicycle	98	20.2%
Bus passenger	74	15.3%
Taxi driver or passenger	0	0.0%
Passenger in private vehicle	7	1.4%
Driving a private vehicle	52	10.7%
Other	58	12.0%
<b>Total responses</b>	<b>485</b>	<b>100.0%</b>



## 4 Analysis of responses

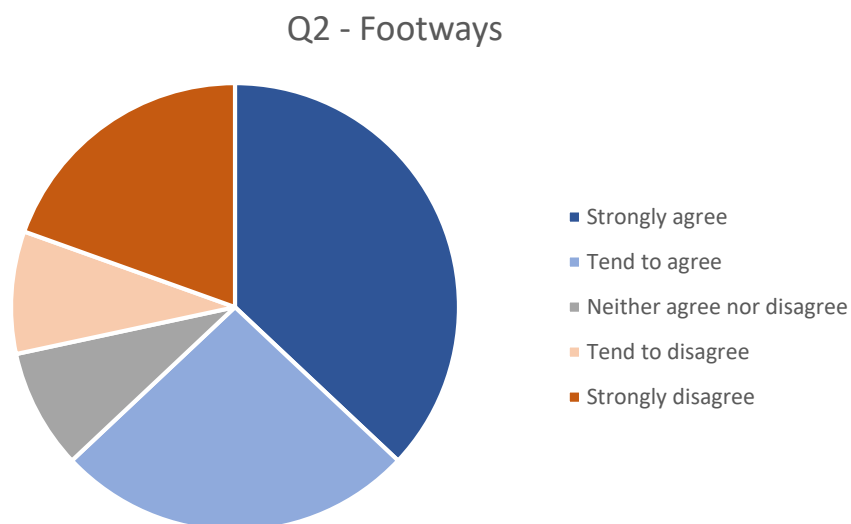
### 4.1 How did people answer the main questions?

Questions 1, 10, 11, 12 and 13 related to the responder rather than the scheme itself, and are analysed in the section above.

Questions 2, 3, 4, 5 and 6 related to specific aspects of the proposal, and each allowed for a range of responses on a five-point scale from “strongly agree” through “strongly disagree”.

Questions 7 and 8 asked responders whether they felt that the draft EAA was accurate and comprehensive, respectively.

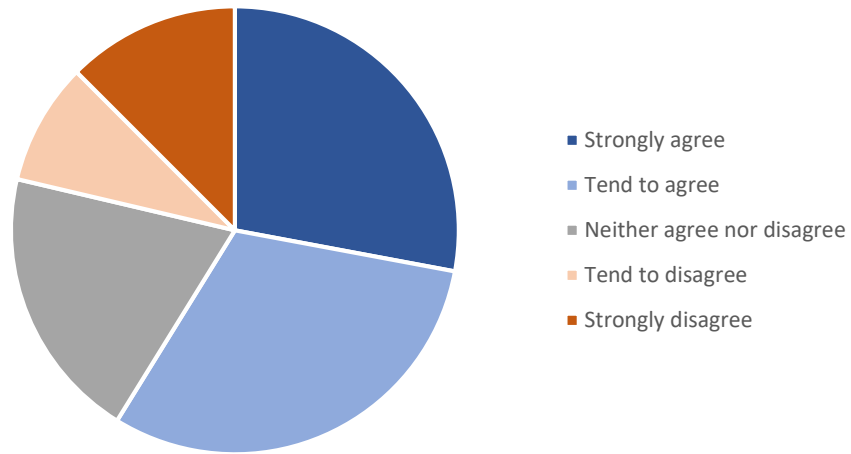
#### 4.1.1 Question 02 – To what extent do you agree or disagree with widening the footways around Ealing Broadway station?



Options	No.	Proportion
Strongly agree	201	37.0%
Tend to agree	141	26.0%
Neither agree nor disagree	47	8.7%
Tend to disagree	48	8.8%
Strongly disagree	106	19.5%
<b>Total responses</b>	<b>543</b>	<b>100.0%</b>

4.1.2 Question 03 – To what extent do you agree or disagree with the introduction of a signalised crossing to the taxi rank?

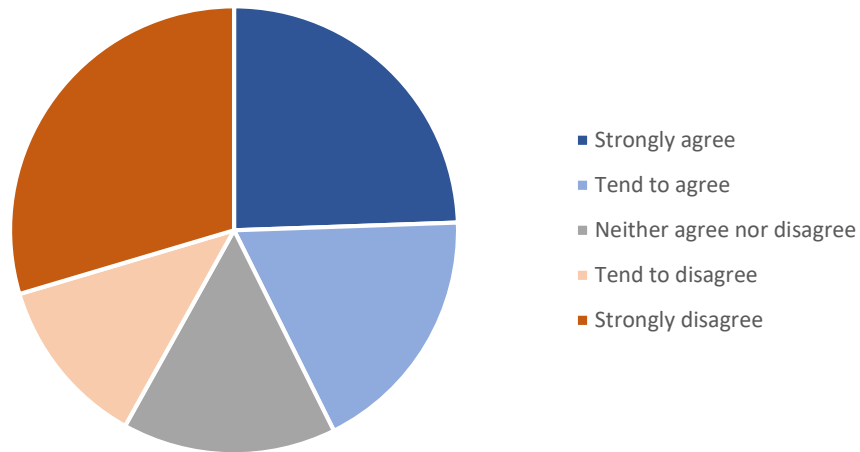
Q3 - Crossing to taxi rank



Options	No.	Proportion
Strongly agree	152	27.9%
Tend to agree	168	30.9%
Neither agree nor disagree	108	19.9%
Tend to disagree	48	8.8%
Strongly disagree	68	12.5%
<b>Total responses</b>	<b>544</b>	<b>100.0%</b>

4.1.3 Question 04 – To what extent do you agree or disagree with the installation of new cycle parking on this section of The Broadway?

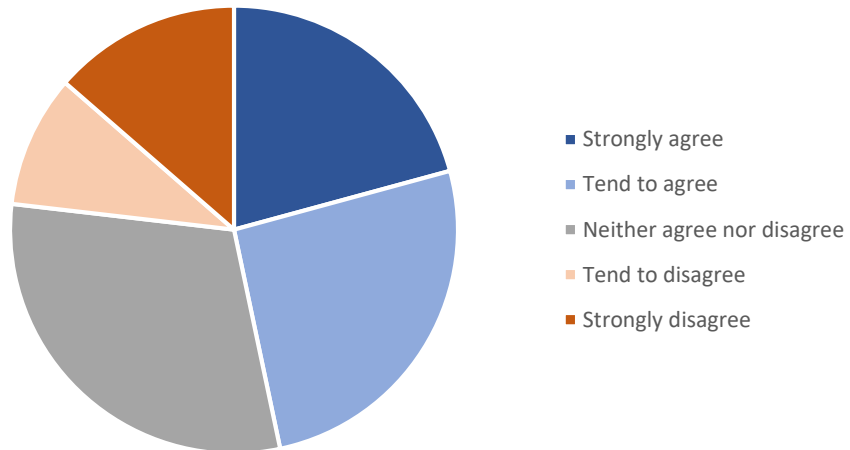
Q4 - Cycle parking



Options	No.	Proportion
Strongly agree	133	24.4%
Tend to agree	99	18.2%
Neither agree nor disagree	84	15.4%
Tend to disagree	67	12.3%
Strongly disagree	161	29.6%
<b>Total responses</b>	<b>544</b>	<b>100.0%</b>

4.1.4 Question 05 – To what extent do you agree with moving bus stop F?

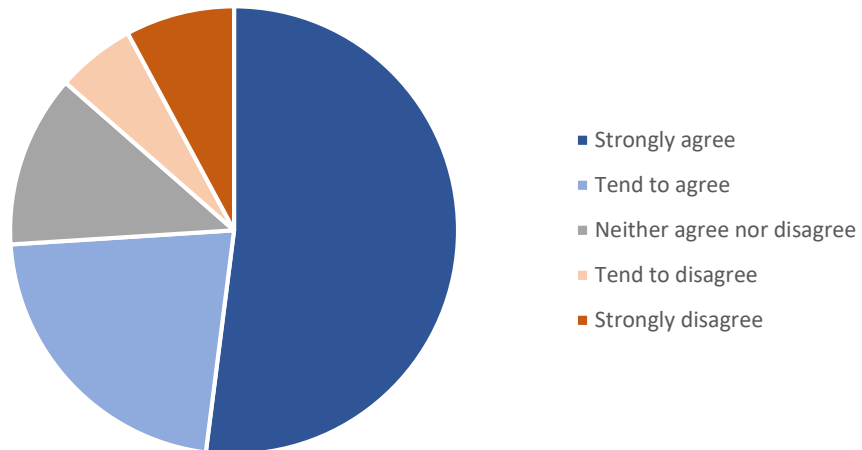
Q5 - Bus Stop F



Options	No.	Proportion
Strongly agree	113	20.8%
Tend to agree	141	25.9%
Neither agree nor disagree	164	30.1%
Tend to disagree	52	9.6%
Strongly disagree	74	13.6%
<b>Total responses</b>	<b>544</b>	<b>100.0%</b>

4.1.5 Question 06 – To what extent do you agree or disagree with the proposal to provide new trees outside the station?

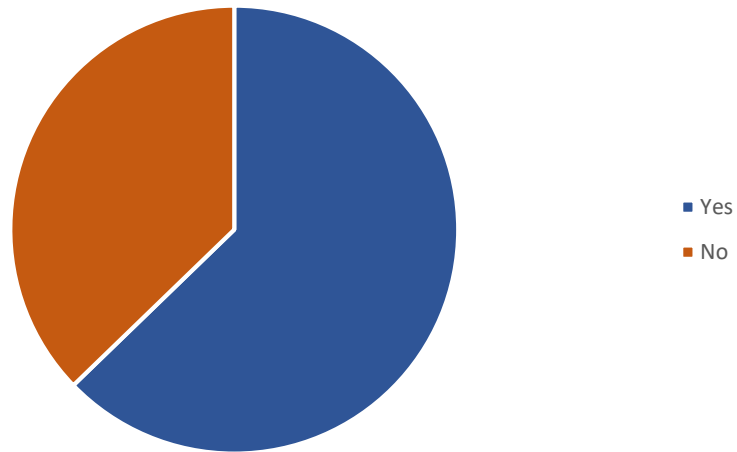
Q6 - New trees



Options	No.	Proportion
Strongly agree	284	52.0%
Tend to agree	120	22.0%
Neither agree nor disagree	68	12.5%
Tend to disagree	31	5.7%
Strongly disagree	43	7.9%
<b>Total responses</b>	<b>546</b>	<b>100.0%</b>

4.1.6 Question 07 – Do you think that the draft EAA is accurate?

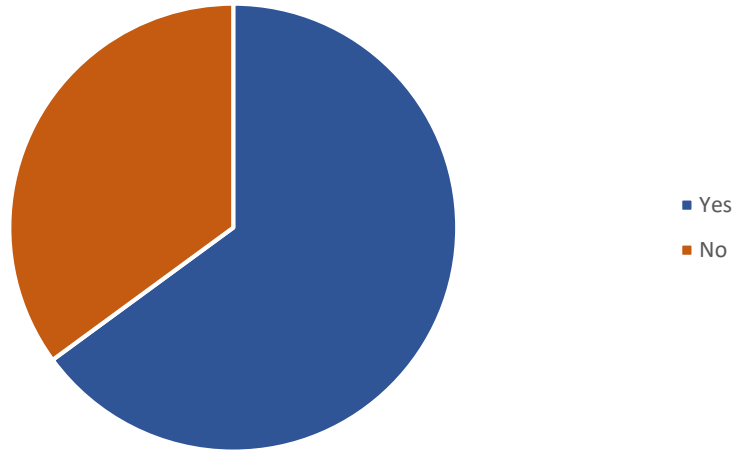
Q7 - Is draft EAA accurate?



Options	No.	Proportion
Yes	268	62.8%
No	159	37.2%
<b>Total responses</b>	<b>427</b>	<b>100.0%</b>

4.1.7 Question 08 – Do you think that the draft EAA is comprehensive?

Q8 - Is draft EAA comprehensive?



Options	No.	Proportion
Yes	276	64.9%
No	149	35.1%
<b>Total responses</b>	<b>425</b>	<b>100.0%</b>

#### 4.2 Did people have any other comments?

Each question (other than Q1) provided a “free text” field for any comments. In addition Q9 was solely a “free text” question, allowing for any other comments.

A single comment could raise multiple issues or queries. All comments have therefore been grouped as far as possible into “themes”. In total, we have recorded **3,530** individual comments. The list of all grouped comments, along with number of times each issue raised, is included as **Appendix B**.

##### 4.2.1 *Top 10 issues raised by commenters*

The top 10 issues raised by commenters were:

1. Concern about impacts to traffic flow / congestion / reducing road to one lane / narrowing the road
2. Concerns or request for loading zone and/or drop-off, pick up zones
3. EAA is not accurate, not comprehensive, or assesses irrelevant groups
4. Need more cycle parking than proposed / concerned not enough to maintain current no. of spaces
5. Meta comments about consultation materials, methods etc
6. Proposal, or aspects, are not inclusive (does not consider people with disabilities, mobility issues, visual impairment, elderly people, or people with luggage)
7. Opposed to proposal in general
8. Support for proposal in general
9. Need to provide cycleway (from The Mall to Madeley Road)
10. Concerns about new Stop F location, or opposed to relocation

##### 4.2.2 *Key themes raised*

Overall, the issues of greatest concern to commenters can be summarised under the following headings:

- Traffic flow or congestion arising from single-lane carriageway
- Loading and drop off provision
- Accessibility and provision for mobility users
- Desire for a northbound cycle path
- Concern at Bus Stop F relocation
- Seek changes to proposed cycle parking – provide more, provide elsewhere



#### 4.3 Transport for London feedback

Following public consultation, TfL and LBE officers have identified the following:

- The existing taxi rank is required in its current size and layout, meaning that the proposed footway widening on the east side of the taxi hut cannot proceed; important because taxis are a fully-accessible mode
- The proposed relocation of Bus Stop F is likely to be more problematic than previously assumed, as it is now considered that at some times waiting buses could have obstructed queueing traffic, including other buses
- New bus stop and stand spaces are required near the station entrance to cater for rail replacement buses, as there is currently no formal location for these services
- Additional traffic modelling will be required due to the high volume of passengers entering and exiting the station at peak times, to ensure that bus journey times are not unduly impacted

These issues will be addressed via detailed design.

## 5 Outcome of consultation

### 5.1 How did people respond to the core questions?

Overall, the fundamentals of the scheme were supported or strongly supported by a majority of respondents. This indicates that the consultation design broadly achieves the expectations of users of the area.

However, as this was a consultation and not a referendum, the qualitative comments raised by respondents are also important. The key themes are addressed below.

### 5.2 How will you address the other comments raised?

To address the core themes raised in individual comments, some aspects of the scheme will be reconsidered.

#### 5.2.1 *Traffic flow*

Currently the footways along The Broadway function below recommended comfort levels, in terms of the footway space available for the number of pedestrians. One of the core ambitions of the scheme is to improve the service level of pedestrian comfort in this area.

To realise this ambition, it remains the preference to widen footways as shown in the concept design, and supported by the public via the consultation exercise. However we aim to carry out new traffic modelling to ensure any negative impacts on bus journey times can be avoided or mitigated. If they cannot, we may have to retain two southbound lanes through this area.

#### 5.2.2 *Loading and drop-off provision*

If possible, additional loading space will be identified and provided via detailed design. We have not identified a feasible way to provide drop-off bays that would be solely reserved for those in genuine need without being monopolised by those without that genuine need. If possible, we will identify a flexible drop-off area that can also be used for rail replacement buses when running.

#### 5.2.3 *Accessibility and provision for mobility users*

A fundamental goal of any highways scheme is to improve accessibility, second only to ensuring a safe street layout. The concept design as presented would improve accessibility by providing wider footways and more level surfaces.

We will ensure that any changes to the design do not lose sight of this achievement of the concept design.

#### 5.2.4 *Provide northbound cycle path*

We support the goal of providing a northbound cycle track in this area. However, this would require major changes to the signalised junction of The Broadway and Uxbridge Road (between Metro Bank,

the North Star pub and Sainsburys supermarket). Those changes are outside the scope of the CCM project.

However, the design will allow for future implementation of a northbound cycle track through this area.

#### *5.2.5 Concern at Bus Stop F relocation*

Following the concerns raised via consultation, and after further discussions with TfL, we will now aim to identify a new location for Bus Stop F other than that shown in the concept design. This is to minimise conflict between waiting buses and overtaking traffic, and to make it easier to interchange between buses and the station.

#### *5.2.6 Seek changes to proposed cycle parking*

We face the following constraints on cycle parking in this area:

- The existing “toaster rack” temporary cycle parking (60 stands) in Haven Green needs to be removed, as it is considered development of common land
- The existing parking (including the cycle hub and the temporary racks) is frequently at capacity, and so new cycle parking of at least 60 stands needs to be placed nearby
- In addition, with expected growth in passenger numbers, and widely accepted need to increase the mode share for cycling, ideally more than 60 stands total would be provided
- It is assumed that it is not possible to expand the permanent cycle hub, or place any other cycle parking on Haven Green, due to the protections that apply to this land
- It is best practice to provide cycle parking as close as possible to station entrances
- It appears that it will not be possible to provide the required number of stands on the station forecourt, due to the need to minimise obstructions near the station entrance and provide for pedestrian circulation space given existing and projected passenger numbers

Therefore, the replacement cycle parking needs to be provided on the highway immediately adjacent to the station. The exact style, layout and location of this cycle parking will be addressed through the detailed design.

### 5.3 Summary of changes to design

In summary, the following changes to the project will be made or considered as part of the detailed design phase, in response to the issues raised during this consultation:

- Ensure that new cycle parking along The Broadway at least matches existing temporary provision in Haven Green (60 stands), and ideally provides for increased demand
- Identify alternative location for Bus Stop F
- Identify permanent location for rail replacement bus stops, in immediate station vicinity
- Identify permanent location for rail replacement bus stands, near station area
- Carry out additional traffic modelling
- Retain existing taxi rank configuration, and reconsider new signalised crossing to this area
- Consider retaining two southbound general traffic lanes
- Consider opportunities to provide additional loading space and/or drop off parking

### 5.4 Changes to draft Equalities Impact Assessment (EAA)

Multiple commenters raised issues with the draft EAA. These will be considered in detail separately, and an updated EAA published along with the detailed design for the scheme.

## Appendix A – Consultation materials

Flyer, page 1

### EALING BROADWAY STATION ENTRANCE



#### VISION FOR PUBLIC REALM

More than 40,000 people enter and exit Ealing Broadway Station every weekday – with that number set to jump once Crossrail is running. This public realm proposal will massively improve the character of the area, whilst providing a distinctive new civic space that will cope with this uplift in visitor numbers.

As nearly 80% of road users in this location are on foot, the pedestrian experience is at the heart of this proposal. Wider footways, informal seating, more trees and a new pedestrian crossing will help to welcome people to Ealing Broadway and provide a good impression of this key gateway to the borough.

#### WE WOULD LOVE YOUR FEEDBACK

Please complete the online survey on the scheme website, and your comments will be collated and considered. Any necessary changes will be made as part of the detailed design.

#### FIND OUT MORE

More information about the scheme is available on our website at: [www.ealing.gov.uk/ebstation](http://www.ealing.gov.uk/ebstation)

If you have any queries please email: [ealingbroadwaypublicrealm@wsp.com](mailto:ealingbroadwaypublicrealm@wsp.com)

## EALING BROADWAY STATION ENTRANCE

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These images show our proposals for the new public realm. Let us know what you think!

[www.ealing.gov.uk/ebstation](http://www.ealing.gov.uk/ebstation)

View looking south towards station entrance ▼

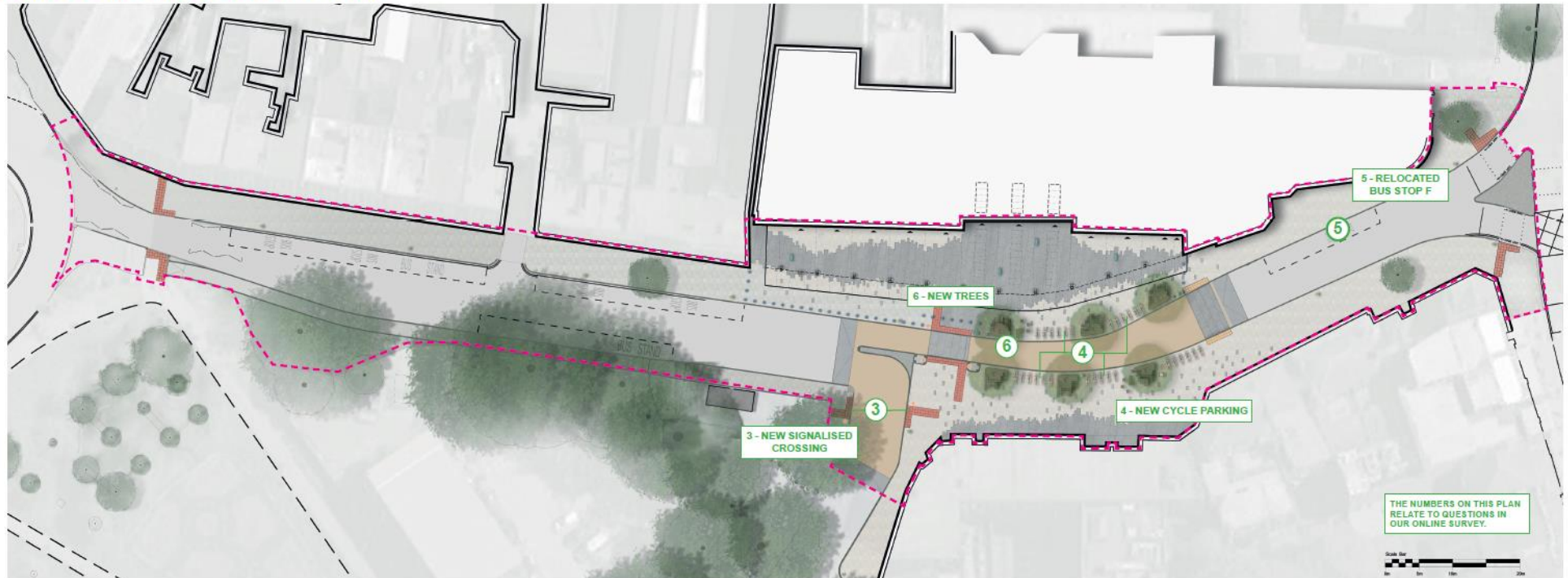


View looking north towards station entrance ▲



Landscape plan

LANDSCAPE MASTERPLAN - 1:500



## Appendix B – Full list of free text responses

Top 10 responses shown in bold

No. of comments	Subject
<b>489</b>	<b>Concern about impacts to traffic flow / congestion / reducing road to one lane / narrowing the road</b>
<b>270</b>	<b>Concerns or request for loading zone and/or drop-off, pick up zones</b>
<b>220</b>	<b>EAA is not accurate, not comprehensive, or assesses irrelevant groups</b>
<b>185</b>	<b>Need more cycle parking than proposed / concerned not enough to maintain current no. of spaces</b>
<b>163</b>	<b>Meta comments about consultation materials, methods etc</b>
<b>155</b>	<b>Proposal, or aspects, are not inclusive (does not consider people with disabilities, mobility issues, visual impairment, elderly people, or people with luggage)</b>
<b>143</b>	<b>Opposed to proposal in general</b>
<b>142</b>	<b>Support for proposal in general</b>
<b>115</b>	<b>Need to provide cycleway (from The Mall to Madeley Road)</b>
<b>113</b>	<b>Concerns about new Stop F location, or opposed to relocation</b>
106	Concerns about pollution (air, noise)
101	Concerns about obstruction, blocked access and hazards for pedestrians (all peds or specifically people with disabilities / mobility issues / visual impairments)
96	Opposed or concerned about new crossing to taxi rank
88	Don't know / no comment / duplicate response
81	Move cycle parking to Springbridge carpark or elsewhere further away
73	Increase or improve existing cycle hub at Haven Green (instead of building any new)
63	Concerns about street clutter
62	Concerns about road safety in general
61	Concerns about impacts to footway width and pedestrian flow
54	Comments relating to other questions or other areas of the proposal
44	Improve access to station for people with disabilities or mobility issues
38	Concerns about retaining vehicle access
37	Concerns about maintenance and upkeep of new trees
36	Design suggestions for materials, aesthetics, type of trees etc



33	Pedestrianise The Broadway, or heavily restrict vehicle access
32	Concerns about reducing road width
29	Suggest changes to new crossing to taxi rank
29	Support new crossing to taxi rank
29	Concerns about conflict btw peds and cyclists
29	Concerns about cost (incl. maintenance cost, funding, value for money, waste of money comments)
29	Concerns about impact to space generally (e.g. trees will take up too much space)
29	Concerns about impacts to business operations (include comments about impact to deliveries)
28	Plant trees in ground, not in planter boxes
26	Unrelated comments
26	Concerns about cyclist safety
23	Provide security measures (CCTV, lighting, security patrol, and so on)
21	Consider lack of promotion of consultation or poor consultation
20	Concerns about pedestrian safety
20	Comments about other plans or schemes
19	Concerns about crime / security / theft
18	Concerns about littering/ keeping the area clean
16	Plant trees somewhere else instead (e.g. Haven Green)
12	Carry out further assessments and research
11	Relocate taxi rank (includes comments about moving directly outside station)
11	Remove existing structures (hoarding, street furniture, shop-front furniture and landscaping) to widen the footway
10	Neutral comments (neither for nor against various features)
10	Concerns about rough sleepers/ beggars
10	Concern that landscaping / cycle parking / new trees will dominate footway space
9	Concerns about loitering or anti-social behaviour
9	Support for widening the footways as long as road width is maintained
9	Opposed to new cycle parking

9	Start the work immediately
5	Want more road safety signs
4	Need for other public amenities such as toilets, water fountains etc
4	Opposed to footway widening
4	Support for new cycle parking
3	Provisions for cycle security measures (e.g. CCTV, covered/secured spaces, security patrol)
3	Concerns about tree removal in general
3	Support for footway widening
3	Support for new trees
2	Build cycle parking underground
2	Need provision for signs or departure boards (i.e. meeting point signs, departure boards etc)
2	Opposed to new trees
2	Reduce number of planter boxes
2	Request for more details about the proposal