Travel in Ealing Charter – Southall Engagement via Let's Go Southall Active Communities Team

Executive Summary

Ealing residents are facing multiple challenges to the travel and transport landscape in response to the climate emergency, changes to the housing sector including brownfield development and changes to lifestyle patterns due to the pandemic. A commitment has been made to fully engage residents in any changes proposed as a response to these challenges via the creation of a Travel in Ealing Charter for all seven towns in Ealing. As part of a concerted effort to engage all areas, and to use innovative ways to engage harder to reach communities, the Let's Go Southall Ealing programme was given the go ahead to use its residents based Social Movement to directly engage with Southall residents. The results speak for themselves. 306 surveys were completed compared to ~7 beforehand for the Southall area; many of whom Ealing Council can continue to engage with as it develops forward travel plans. This engagement was fully supported by Ealing Council Executives and the engaged consultants to create a new place-based residents to resident's engagement platform. The results of the engagement will now be passed over electronically to the Travel Consultants to present to the Leadership. Description of the approach and some basic analysis of the data is provided.



This engagement process for Southall formal responses represents ~0.5% of official population compared to 0.01% beforehand. The overall impact given ACT Resident Organisers and those who viewed all the comms is much higher and an estimated reach of 5-8% of the local population given two rounds of 5K leaflets, LGS-ACT social media and LBE official Mar-Comms. A sector of the community previously not engaged has been involved in discussion. The 168 residents agreeing to be consulted directly going forward.

Approach Summary

Co-designed approach with residents. Two public engagement sessions overlayed on top of Dr Bike Events. LGS-ACT Social Media Marketing in multiple local languages via an active Southall residents Social Movement.











MarComms Plan

– Ealing Extra – Tweets, other SM – spreads awareness to wider UB1, UB2 audience.

Active Communities Team 65 Organisers outreach to c600 Campaign 4 inactives and their networks

Distributing flyers (c5K) at targeted streets across all wards. Southall Broadway, Southall Green, Norwood Green, Southall West (new dev.), Dormers Wells, Lady Margaret

~8 Community/faith centres – flyers distribution and via management

Let's Go Southall / Active Communities Team social media – event invite – digital marketing to push

Dr Bike Event audience – those that attend (c70 bikes repaired) encouraged to provide feedback

Engagement Overall Plan – Timeline with Resources.

1. **Residents Co-design session** – c12 residents 20/5 - facilitated by Campaign Managers and Campaign Leads
2. **ACT direct Southall residents** targeted via Organisers Social Movement, and evenly distributed over 5 wards and community centres leaflet drop. 1 focused hour for team members as above effort but via Organisers
3. **Dr Bike Public Consultation #1** June 25th Southall Manor House 10-1am, Southall Square 2-5pm. 7 translators made up of Super Organisers and Organisers. Hindi, Urdu, Punjabi, Somali, Pushto, Gujrati, Tamil. 8 languages with English.
4. **ACT direct Southall residents** via Organisers Social Movement approx. 1 focused hour for team members as previous effort
5. **Dr Bike Public Consultation #2 July 16th** as before
6. **Summary Report** – Hard copy surveys and findings uploaded as attachments.

Security – Used new supplier Frontline Security for 2-man team at each event.

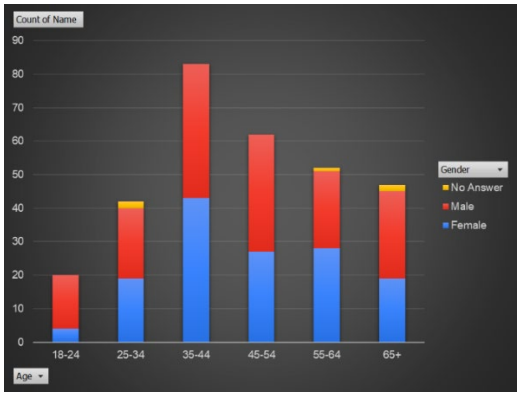
LGS-ACT Comms and overall LGS-ACT Leads/Management resourced

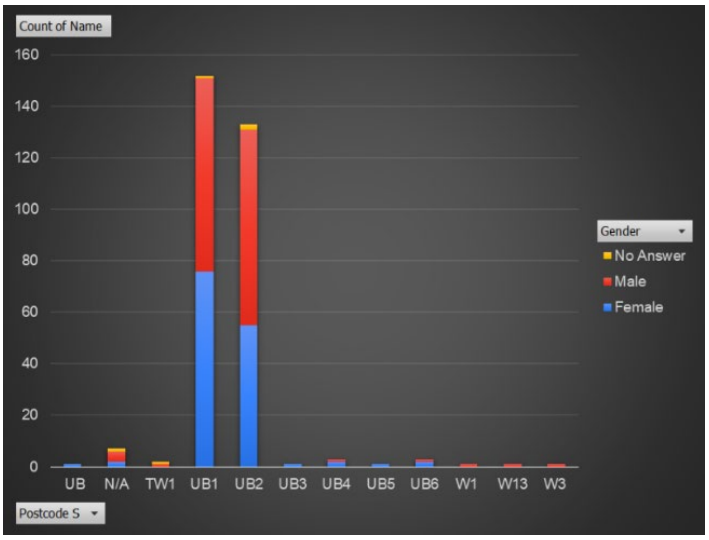
Fri May 20th '22 –Manor House Café – Residents Co-Design Workshop
Sat June 25th '22 –Manor House – Travel in Ealing Charter Residents Engagement #1
Sat July 16th '22–Manor House - Travel in Ealing Charter Residents Engagement #2
[Gina Cole cleared to proceed 31.5.22].

Preliminary Findings

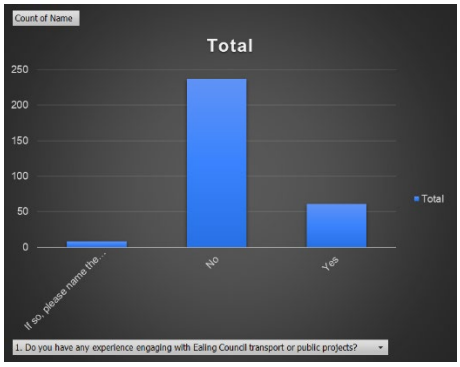
306 Surveys completed with 31 Thought Board comments. Data shared with travel consultants to summarise Ealing wide. Some findings below.

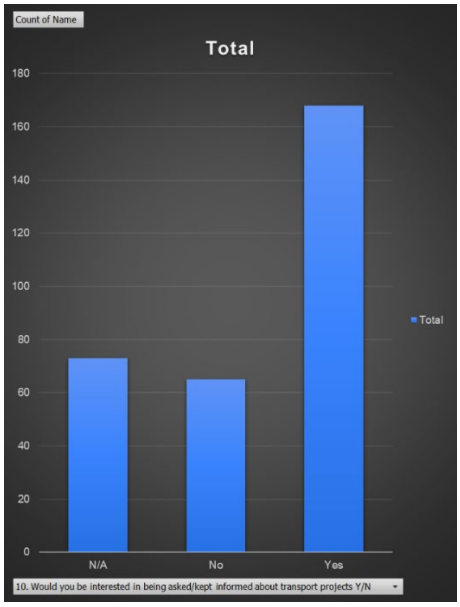
Location / Gender. Most from Southall with as expected a few in surrounding areas. Even split of gender although more younger males.





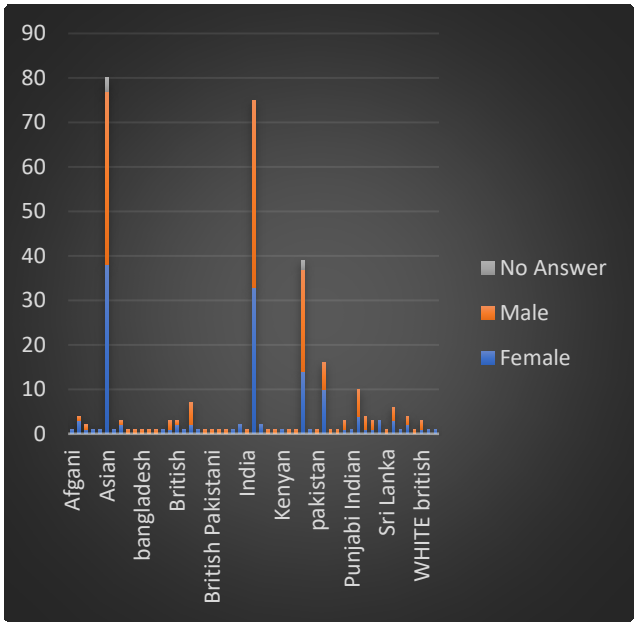
Most (68%) people did not have any experience in engaging with Ealing Council for transport or any other public projects. Some positive feedback but in general mixed. Most happy to be contacted further.





If so, please name the project/s.....	**8**
ACT yes because by involving people to be positive and providing exercise classes and talks etc	1
Lets go Southall - Excellent opportunity to ride a bike	1
Liveable neighbourhoods, (Neutral)	1
Motor thirsty test, DIY	1
no problems	1
NO, Council tax, Housing, E Scooters on pavements and policing	1
Skip yard	1
yes	1
No	**237**
no	1
...N/a.....	1
Building and smell of gas	1
clean	1
community area	1
Cycling on Sundays with LGS	1
Drive and Bus	1
going gurdwara	1
good	1
Good people	1
great work and friendly staff	1
I was not the part of any public projects	1
I've never been in touch with the council	1
n/a	164
night time service	1
no	39
no good no positive at all	1
no, need to improve parking spaces, need more lanes for driving.	1
none	2
Not good borough there is no justice/rights, negative unfriendly civil servants who don't know what it is	1
not on time	1
on cars should park in the bike lane at on time	1
Police station	1
Police station Boylviele way	1
public transport 105 bus poor service not on time delaying us to get to work	1
seeking great knowledge about recycling, pollinators, all related to environment	1
so many buildings being built	1
Still going to have experience	1
travel by bus	1
Travel by train	1
Very nice	1
yes	4
Yes	**61**
yes, local community feel	1
ACTIVE ACT SOUITHALL PARK RUN, been wonderful seeing the community get involved to get fitter and improve their wellbeing.	1
all good	1
Bus and trains should now be airconditioned, there are no public toilets, water fountains in the parks or shopping areas	1
Bus and trains very good service	1
Bus, yes	1
change the train services	1
Cleaning project - not positive	1
cross rail I got regular emails updating about it.	1
Development behind house	1
developments of flats	1
Drainage problem, I am very happy they worked for just 15 minutes, I'm very happy thanks to them	1
good	1
Housing project - no	1
Lots of experiences since 2021 50% positive	1
n/a	17
need upgrade at Dormers wells play centre	1
NHS Volunteer - very much	1
no	5
NO - Development of flats	1
No - Public consensus	1
no very bad traffic, problem parking	1
OK, Street Watchers, Lets go Southall, Park Play	1
Parking issues, schools is close for my house	1
Public transport is good	1
public transport, yes travelling on public transport is satisfactory	1
Road Traffic, Police station	1
School and church so well to me	1
St Mungos help for homeless - Limited success	1
to see different people go shopping good shops	1
traffic, yes	1
travelling on public transport, never had a problem	1
use public transport fri/sat	1
word forums but no direct involvement, was able to have a say at the forum	1
yes	3
yes - Election	1
Yes help due to suffering from long covid, I was given a special parking permit and assistance with my care and sustenance.	1
yes trains and buses, trains are great	1
Yes, sports day Health being	1

As expected, most British Asian backgrounds.



45% felt not heard, 30% felt they had and various unsure.

