



# TRAVEL IN EALING CHARTER – QUALITATIVE RESEARCH AMONGST RESIDENTS

PREPARED BY LAKE MARKET RESEARCH



*“This report complies to ISO 20252 and any other relevant codes of conduct.”*



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## 1.0 EXECUTIVE SUMMARY

- Ealing Council have committed to the creation of a travel charter for the Borough. As part of the preparation for this charter, travel consultants were appointed and undertook a first stage review of opinion amongst Ealing residents, issuing a questionnaire via Ealing Council's consultation directory, asking for views and whether there was any interest expressed in taking part in further discussions.

### PHASE ONE

- Phase one focused on the process of talking to these residents to explore attitudes towards when and how the council should approach engagement with residents around future travel and mobility projects.
- Lake Market Research were commissioned to undertake the research with the residents who had expressed an interest in taking part in discussion groups and completed the initial online questionnaire. Lake contacted 355 residents with options for daytime and evening online discussion groups taking place during the week and Saturdays. Those who responded were booked into one of eight online focus group sessions (87 residents). 65 residents in total attended the sessions.
- It is important to stress that all residents that took part in these first stage sessions were self-selecting in nature and recruited via online survey responses. They were not recruited independently by Lake Market Research.

### PHASE TWO

- Phase two focused on the process of talking to randomly recruited residents on the same topics as phase one - exploring attitudes towards when and how the council should approach engagement with residents around future travel and mobility projects.
- Respondents were independently and randomly recruited across the borough to take part. The recruitment process strived to ensure that we had a mix of demographics that reflected the general demographic of the borough. Residents were asked a series of 'filter' questions to ensure suitability and then asked to attend one of the four sessions (two were held online and two were held face to face). Twenty four residents took part in total.

## SUMMARY OF FINDINGS – PHASE 1 SELF SELECTING RESPONDENTS

**IT IS IMPORTANT TO NOTE THAT THE FOLLOWING REPORT IS BASED ON COLLECTED VIEWS AND OPINIONS OF RESIDENTS IN THE BOROUGH OF EALING.**

- A number of residents were aware of the term 'Travel in Ealing Charter.' Some felt that it was likely to be a set of principles that the council were going to adhere to; others saw it as a promise by the council; or a commitment to being kinder to the environment through travel. There were some residents that felt this charter was the council's attempt to 'claw back' favour following the LTN's that had been introduced (and some subsequently removed), and the ensuing repercussions that followed.
- Understanding of the actual term 'active travel' was fairly widespread, with the most cited response describing the scheme as 'getting to places under your own steam.' A number of residents were of the opinion that this scheme was solely concerned with

getting cars off the roads in their entirety and/or that the scheme was to solely to promote cycling and the use of cycles around the borough. Concern was also raised surrounding whether active travel actually covered methods of transport such as electric scooters and whether public transport was a part of the scheme. If so; residents felt that public transport needed to be promoted as being part of the scheme to a much wider extent.

- Views on the level of consultation required for smaller local transport projects / schemes was mixed; of the three project sizes tested (small, medium and large) this smaller type of project appeared to have more of a general consensus. Many residents believed that those directly affected should get their say (and this should largely be done via door knocking to canvass opinion). Others felt that the residents in the streets directly affected should be consulted as well as the residents who will deal with the 'fallout' of the scheme. A few residents also suggested consulting school catchment areas where transport projects were being proposed. A minority of residents were also firm in their opinion that the council had been elected on the basis of their plans and policies and as a result, residents should 'let the council get on with it.'
- Taking the medium sized projects, the neighbourhood/larger area-wide schemes; views on the level of consultation required for were highly polarised, with a few residents feeling that there was less of a reason to consult in this instance, and that people should trust the council to 'get on with it.' Other residents felt that the whole neighbourhood affected should be able to have their say, i.e. consult the neighbourhoods/residents most affected by the proposals and speak to those most affected by any changes. Points were also made about consulting everyone who 'USES' the borough and not just the people that live there. Hounslow Council were used as an example, where consultations are publicised widely, and the council asks anyone who *lives/works or studies* in the borough to get involved and have their say.
- For borough wide schemes (large), views on the level of consultation required were again, very mixed, without consensus. Again, some residents felt that the whole borough should have the opportunity to have their say, while others were firmer that that the council should decide borough wide projects without consultation. Many residents mentioned that Ward Councillors (if active in their Ward) could become actively involved and 'take the temperature' of residents, with many feeling that they were the proper conduit for consultation at a larger level (as historically this has always been the case in some areas).
- There was a desire for earlier public consultation at strategy/planning stages to be made aware earlier of the council plans so residents could be involved and have their say and know that the council had heard their voice. Residents suggested Ealing should actively publicise what they are trying to achieve, how they will go about it and when this might happen. Further comments were made about widely publicising rationale *behind* schemes or projects and provide further feedback for residents regarding *why* certain decisions had been taken. A number of residents also discussed the need to engage with the younger residents of the borough at school or college.
- The research highlighted a sense of distrust from many residents towards Ealing Council. There was concern that the council have their own agenda and are paying 'lip service' to consultations. Some residents feel that their voice simply isn't being heard. There is a strong sense that residents are unable to have their say and be listened to.

- Some residents felt that decisions made have been impractical and made without consultation. As a result, there was a strong desire to see more detailed transport analysis of how roads are used and by whom. By modelling 'cause and effect' of traffic changes, and making this available, the thinking was that this could help with specific areas requiring consultation. Simply, residents wanted more detail to support a consultation and requested honest and transparent data and well-sourced robust background information that they could reference.
- Residents felt Ealing Council should ideally take a very proactive approach to making residents aware of consultations in the borough, through widespread promotion and communication. Residents would like the council to share the big ideas and plans and the big picture goals.
- Residents proposed many ideas for consultation but did stress that a raft of measures should be used concurrently and some of these included; borough wide exhibitions / pop ups with knowledgeable staff, door knocking in key areas, street presence, attending local events, more online discussions in groups, letters, e mails, magazines, ward councillor surgeries.

## SUMMARY OF FINDINGS – PHASE 2 RANDOMLY RECRUITED RESPONDENTS

- Awareness of the term 'Travel in Ealing Charter' was nil. Understanding of the term 'active travel' was also very low, even with some of the residents being involved in local 'active' groups run by the council (i.e. Southall Active), they still had not made the connection between that and Ealing's drive towards 'Active Travel.'
- Views on the level of consultation required for transport projects / schemes showed an interesting trend. There was a lot of consensus regarding consultation for the smaller local types of transport project, where many residents felt that those in the roads affected (and those roads *likely* to be affected) should be consulted. There was a small proportion of residents that did feel everyone in the Borough should be consulted though.
- Views about who should be consulted for both the medium sized projects (neighbourhoods) and also the borough wide schemes (large), were fairly similar, with many of them feeling that everyone should be consulted. Many points were made about not just consulting residents in the area, but also businesses too as many had seen them seriously affected following recent transport changes. Other points were made regarding the council having a greater understanding of who uses and passes through the borough to get from A to B as changes may also affect them; hence the point that future consultation needs to be wide and include people that *live/work or study* in the borough.
- Effectiveness and involvement of local councillors across the borough was very patchy. Some residents felt that their local councillor was effective (particularly if they were involved in their community), while other ward councillors were rarely seen or heard from.
- Consistent with the first phase of the research, there was a desire for initial information or public consultation and information to be provided at a much earlier stage in plans, so that residents could be involved and have their say and know that the council had heard their voice, throughout the whole process. Residents suggested that they '*really knew*' the borough and were perhaps in a better place than some of the officers to make

plans or suggestions and as a result felt they had a valid voice to give input and suggestions.

- Residents felt that the council should actively publicise what they are trying to achieve, how they will go about it and when this might happen; people want to know *“How will this affect me? How will this affect the borough? Will it improve my borough?”* Further comments were made about widely publicising rationale *behind* schemes or projects and provide further feedback for residents regarding *why* certain decisions had been taken. Consistent with phase one of the research, a number of residents also discussed the need to engage with younger residents of the borough at school or college.
- Echoing phase one of the research, there is concern that Ealing Council are paying ‘lip service’ to consultations. Residents feel unable to have their say and that their voice is not important.
- Residents stressed categorically that a raft of measures should be used concurrently in any future engagement or consultation and some of these included; borough wide exhibitions / pop ups with knowledgeable staff, door knocking in key areas, street presence, attending local events, community groups, keep fit groups, more online discussions in groups, letters, e mails, magazines, ward councillor surgeries.

## 2.0 PHASE 1 - SELF SELECTING RESPONDENTS

### 2.1 INTRODUCTION & METHODOLOGY

Ealing Council have committed to the creation of a travel charter for the Borough. As part of the preparation for this charter, travel consultants were appointed and undertook a first stage review of opinion amongst residents, issuing a questionnaire via Ealing Council's consultation directory, asking for views and whether there was any interest expressed in taking part in further discussions.

This research focuses on the process of talking to these residents to explore attitudes towards when and how the council should approach engagement with residents around future travel and mobility projects. Lake Market Research were commissioned to undertake the research with the residents who had expressed an interest in taking part in discussion groups and completed the initial online questionnaire.

Lake contacted 355 residents with options for daytime and evening online discussion groups taking place during the week and Saturdays. Those who responded were booked into one of eight online focus group sessions (87 residents). 65 residents in total attended the sessions.

It is important to stress that all residents that took part in these first stage sessions were self-selecting in nature and recruited via online survey responses. They were not recruited independently by Lake Market Research.

It is also important to note that were a number of respondents did not feel comfortable expressing their views in a group environment. In some instances, emotions ran high and previous experience in the borough has left many residents being uncomfortable about giving their view due to vitriolic backlashes against some individuals over social media. Therefore, at their request, we have interviewed a number of individuals in a one to one setting using the same discussion guide and their responses have been included in the findings in this report.

*Sampling limitations.*

Before we summarise the results of this part of the research Lake Market Research feel it is important to outline the limitations of this research approach. Due to the nature of recruitment process, the groups are not considered to be a representative sample of the residents of Ealing Borough, although we did see some consistency of responses as the groups progressed with attitudes and opinions. Because of the nature of this recruitment, Lake Market Research are separately recruiting for further groups for phase two and are doing their utmost to ensure a greater spread of demographic within the tight parameters of the project budget and timeframe.

### 2.2 TRAVEL CHARTER – BACKGROUND.

In due course, the Council plan to bring forward a wide range of different transport proposals on which it will want to engage with local people. These will range from a single cycle hangar through to larger schemes to borough-wide initiatives, including the Council's over-arching Transport Strategy. Different forms of engagement will be appropriate for proposals of different character and scale. It is anticipated that the Charter will be shaped roughly considering the issues of **who** is consulted with various transport projects, **how** they are consulted and **where** they are consulted.

## 3.0 MAIN FINDINGS - PHASE 1 - SELF SELECTING RESPONDENTS

IT IS IMPORTANT TO NOTE THAT THE FOLLOWING REPORT IS BASED ON COLLECTED VIEWS AND OPINIONS OF RESIDENTS IN THE BOROUGH OF EALING.

### 3.1 METHOD

Residents who expressed an interest in taking part were given a series of options for daytime and evening online discussion groups taking place during the week and Saturdays. This was to ensure that we made the discussion as accessible as possible for interested residents. The focus groups were on average 90 minutes in duration.

### 3.2 DISCUSSION GUIDE

The discussion guide was created by Lake Market Research and approved by Ealing Council. The same discussion guide was used throughout the groups to ensure consistency and was also used to form the basis of the discussions for the individual interviews. This ensured that all discussions followed the same logical process and all residents heard the same introduction. The discussion guide was split into three clear sections: with the first being a warm-up section, and the final two sections investigating specific views towards consultation and then views and thoughts towards how to engage and consult residents for future transport projects.

The following report is split into sections and includes the following;

- Views and attitudes on Travel in Ealing Charter and Active Travel (warm up)
- Views and attitudes on level of consultation for transport projects (local/small/medium and large)
- Key considerations arising from these discussions
- Suggestions for consultation
- Recommendations from the research

### 3.3 VIEWS AND ATTITUDES ON TRAVEL IN EALING CHARTER AND ACTIVE TRAVEL

#### 3.3.1 *Travel in Ealing Charter*

A number of residents were aware of the 'Travel in Ealing Charter.' Some felt that it was likely to be a set of principles that the council were going to adhere to; others saw it as a promise by the council; and others felt it was a commitment to being kinder to the environment through travel. A few saw it as a 'framework of agreement' that set out the commitment to decisions taken by the council (under active travel) and that this would result in action; namely promote the need to move away from fuels, cars, pollution etc.

*"I guess my understanding of it is that it's just a set of documents or statement or some like something that all Ealing travel planning should in some way feed into some like set of principles."*

*"I think it should be a set of principles that the council follows and, but that they consult on those on those principles. Consult widely."*

*"It's about reducing pollution, carbon emissions, the biggest challenge of our lifetime, to address helping people get activity and you know, be more active in their lives. And helping connect communities I think."*

*"Perhaps, encouraging people to think, to develop their ideas about travel around the borough, so they don't just jump in their car and think that's the way to, get around."*

There were some residents that felt the charter was the councils attempt to 'claw back' favour following the LTN's that had been introduced (and some subsequently removed), and the ensuing repercussions that followed.

*"I have a relatively negative opinion of how this was all dealt with previously. I'm hoping that it is an opportunity to right those wrongs and engage properly."*

*"I suppose I'm relatively cynical, for me Ealing Council's travel charter, is what appears to me a way for them to implement whatever they're wanting to implement and using a guise of research and consultation within a certain way that allows them to implement whatever they want to implement anyway, because despite all I feel, and despite all the history regarding LTN's, they are still continuing now to implement what they want."*

*"It used to be called the active travel in Ealing charter. So, I'm rather pleased to see that word dropped. If we can achieve one thing out of all this is that we can banish the term 'active travel' forever...It's become poisoned, because it doesn't mean what it says. It's just a ruse, by the cycling lobby, to get people to be in favour of walking, cycling or active travel. And then it's used as a lever to justify cycle schemes that nobody wants."*

*"I would hope that it gives the opportunity for diverse voices to come across, and not just the very loudest ones, because there are people who don't necessarily have the time to make these comments. But their views are just as important as those who make them loudly."*

### 3.3.2 Active Travel

Understanding of the actual term 'active travel' was fairly widespread, with the most cited response to describe the scheme as being 'getting to places under your own steam.' Many respondents (with a few exceptions) were strongly in favour of 'active travel,' as they felt the scheme made people healthier, encouraged 'being active,' reduced pollution by cars and made the streets and roads safer for people.

*"So active travel is referring to any way to reduce the impact of pollution fundamentally, and making travelling around our community, less negatively impactful on humans being able to move around the area. So, it's about encouraging people to cycle or walk. Slightly controversial, but electric cars, electric bikes. That's how I understand it."*

*"It's getting around the area using your own energy to move around rather than fossil fuels or electricity that's generated through fossil fuels and things like that. And for a number of good reasons like tackling the obesity, epidemic, tackling pollution, tackling climate change, there are plenty of good reasons why for any journeys, where it's straightforward to either walk or cycle, then they should walk or cycle. And sometimes people include the scooters in that; I like E scooters in the sense that they're a low carbon way of moving around, they're not technically active, but more active than sitting in a car."*

*"I think it means anything that doesn't involve motorised transport. But it could be whittled down more to walking or cycling. I don't think that it necessarily excludes public transportation."*

Some residents were of the opinion that active travel was solely concerned with getting cars off the roads in their entirety and/or that the scheme was to solely to promote cycling and the use of cycles around the borough.

*"The problem with this kind of active travel charter is the fact that it seems to be very focused on one particular side, and everyone who's a car driver is a bad person and everybody should be cycling. It's just so much more nuanced than that. There's no simple one right answer to any of this. It's a lot of everybody thinking about how they live their lives, how they can change them in small ways. There's so much hatred between the car drivers and the cyclists. It's really toxic."*

*"It seems to be anti-car. Cars, vans, buses, they're all part of travel and essential part of travel. And if you look at something like Uxbridge Road, obviously, it's a big thoroughfare. You will need the buses, you need cars, because people and vans are part of the economy. Now all we ever talk about when we have these sort of meetings is how to stop cars, whether it's by LTN's, putting up anti-car barriers or whatever. It seems to me that it's not an integrative policy of saying, how can we integrate car travel, public transport, cycle, travel, and so on and so forth? It's just it's all cars are bad and all cycles are great. You're never going to integrate the travel policy if this is your entry point."*

There were a number of points made about the actual term 'active' and how some residents felt this was or could be construed as 'excluding' some individuals specifically, such as the elderly and those less able, i.e., with mobility issues; or others who may be vulnerable and suffer from the lack the ability to be 'active'. Some residents even called for an 'inactive' travel policy. A few residents suggested using a different term from 'active' to ensure inclusivity.

*"I don't like the word active because I think it seems to imply that the council has pointed us down a particular road, which we may not want to go to. We've heard different opinions already. So, I think just the word travel policy is enough."*

*"One thing that hasn't been mentioned, like adaptability or all ability bicycles or cycles? There are quite a lot of restrictions on cycle routes, like parks and things in Ealing that are a bit narrow for them. Some disabled people can't drive for instance, I know a friend of mine is epileptic, he can't drive, but he can cycle. And some people who have trouble walking can actually cycle so tricycles and recumbent cycles and all sorts. That could be something that is encouraged more, and all the facilities improved for because they're not great at the moment."*

*"I don't like pigeon holing active travel, because people say, oh, it's cycling, but it's not cycling. It's walking. It could be the buses. It could be lots of things. We don't say inactive travel. You don't have an inactive travel charter. So why are we pigeon holing one and not the other?"*

*"Obviously, it's to encourage walking and cycling. And, you know, getting people to not take short journeys...But the main thing is that not everyone can do the act of travel. I think it's just being aware that there's quite a few people who can't cycle and have difficulty walking. The pavements here are just so bad. I walk to work every day, in Ealing Broadway, and I'm fine. But I would imagine if you're an older person, it would be quite difficult. So, I totally agree that we should try and avoid short car journeys and that's what the whole act of travel encouragement is about."*

*"My wife is disabled; she uses an electric wheelchair so, the term active travel, kind of doesn't really include her as such. Because of her condition, she's not really able to be active. So, the term itself? Well, she said, it's just a word, it's just the term, it doesn't really include people who, because of maybe a physical condition or something like that, just really can't have that level of activity."*

Concern was also raised surrounding whether active travel actually covered methods of transport such as electric scooters and whether public transport was a part of the scheme. If so; the view was that public transport needed to be promoted much more widely as being part of the scheme.

*"It feels like it's walking and cycling, well, cycling really, and then walking is tagged along with it. What we really need to do is look at different forms of travel that is beyond just walking and cycling. So, I think public transport is a real key point here. We need to make sure that we keep public transport and grow public transport, because I think that's the way ultimately, how we're going to move away from individual cars. So public transport alongside walking and cycling. Walking, definitely, in our small area, is something that you can do. But if we're talking about Ealing, and that's fine, and you're going to the centre of Ealing, but any further distance than walking is harder. And then public transport is needed."*

Some residents made the observation that council practices appeared at slight odds with the published message for active travel. Firstly, in the sense of a lack of a cohesive approach to cycle routes, with an example being one of the cycle routes through a park emerges directly onto a busy road with no cycle lanes, making this highly unsafe. There were also many comments that many cycle paths aren't fit to carry wider bikes, wheelchairs or mobility scooters or cargo bikes etc. This dissuades many people from use. Other issues were cited as the need to improve the condition of cycle lanes and pavements (potholes/poor repair etc) and there was general consensus that for at least 6 months of the year it's difficult to walk or cycle because of poor condition of roads and pavements and poor streetlighting.

*"I think most residents would be very happy to do more walking, but the comments already been made around the paving. The paving is shocking. With parking on the pavement as well, it absolutely contributes to the problem."*

*"There's a street by me that if you have a wheelchair, you have to use it in the road because the pavement is so bad. I volunteer for Age UK, and there are organisations that represent and know thoroughly the people that are representing. So identifying and making sure that those are consulted, bearing in mind that there's a lot of poorly paid, overstretched, people working for these organisations. So you need to keep trying and engaging these organisations and making disseminate things to their members."*

*"Currently in Ealing, the roads are just not pleasant to walk and cycle around and it's because of congestion and it's because some of the pavements are in bad condition. But mainly cycling is unpleasant in Ealing, walking is unpleasant in Ealing. Because there are an awful lot of cars in the way all the time."*

### 3.4 LEVELS OF CONSULTATION FOR FUTURE TRANSPORT PROJECTS

Residents were informed that Ealing Council was keen to explore how and when they could talk to or involve residents about future transport projects in the area. The focus of the research was to try and explore the level of involvement that residents thought they should have about different types of projects. The session focused on three examples (small, medium and large) transport schemes and residents were then asked their views about the LEVEL of involvement they feel should happen for each of these projects.

#### 3.4.1 *Smaller local transport schemes*

These were introduced as smaller local transport schemes covering one or a few streets. Specific examples of this were used such as; a controlled parking zone where parking is only allowed on certain parts of the road for a limited time unless you have a permit, or a school street with a temporary restriction on motorised traffic at school drop-off and pick-up times).

Views on the level of consultation for smaller local schemes were mixed, but of the three project sizes tested (small, medium and large) this size project appeared to have more of a general consensus on who should be consulted.

Some residents were firm in their view that the residents directly affected should get their say (and this should largely be done via door knocking to canvass opinion). Others felt that the residents in the streets directly affected should be consulted **as well** as the residents who will deal with the 'fallout' of the scheme; for example, if a CPZ is introduced then this could perhaps 'push' the traffic out further and these residents should also be consulted. With this in mind, the view was that the residents directly affected should have significantly more 'weight' than others, i.e., those directly affected have the greater weight of opinion.

*"The thing that I would say is, if you're doing things locally, it needs to involve that handful of streets...It also needs to take into account not just those two streets, but anyone that might be impacted by them, like boundary roads, things like that, that are going to take on over spills. Those are the things that really need to be thought about and accounted for."*

*"I think the views of maybe people in that road will be very different from somebody three roads away, or very different from somebody at the edge of the borough that might go down that road to get to work...I think a multi-layer consultation is helpful not just to extract the views from the people in the road, but what the wider view within from people within the borough."*

*"I think primarily, you'd have to consult the actual residents in the area, because they're the ones whose day to day lives are affected. I can see an argument though, then, that you have a wider community who might have an interest in it. So, if you took the school drop off approach. If you lived in a street that was congested at nine o'clock every day, because of people dropping off by car, they certainly should be consulted. And I can see that the people driving in would be disadvantaged. So morally, you might say, there's a reciprocity here and you should ask them about it as well. But I think it should be the actual local residents that have the overriding vote and should be more heavily weighted?"*

A few residents suggested consulting school catchment areas where transport projects were being proposed if these measures would seriously affect school drop off and pick up.

*"Because what you do in the centre has an impact, as we know, on the roads that are connected to that. If it involved a school, maybe it should be the parents of the children. So, the catchment area, I guess, is the key - the catchment area for the school."*

A minority of residents were also firm in their opinion that the council had been elected on the basis of their plans and policies and as a result, residents should 'let the council get on with it.'

*"I have a slightly different opinion. We can't go out to everyone. We can't make everyone happy. I think the Council in a way have to stop consulting on everything. It's black and white for me, but they have to start getting on with it in a way."*

*"I think on local schemes like that, local people should be informed about them and have some form of consultation, but generally, I think that the council should just get on with it. They've been elected to do certain things. They've been elected on a mandate that supports active travel so they should they get on with it."*

Other residents also mentioned that care needed to be taken to avoid the consultation being hijacked/interfered with by 'lobby groups/vested interest groups' who weren't residents at all.

*"Some of it has been toxic. It's mind boggling. When the LTN arrived it unleashed this sort of tidal wave of hatred {to anyone that had a different opinion to them}. It was absolutely shocking, nobody expected it.... And some of them weren't even residents."*

Points were raised about the need for better 'traffic modelling' of the affected areas so that consultation could be targeted better to those that would be affected. Residents felt that this approach could assist in outlining which areas are more likely to be affected which may enable earlier 'buy in' to schemes or projects at the fledgling stage.

*"We need more analysis of journeys to be able to assess who would be most affected. ..You've got to find out who's using those streets that are affected by that project. There just isn't enough of that happening."*

*"I don't get the impression that there is any traffic analysis, there isn't the actual research. I would just like to know whether the research is based on anybody in the council or actually walking up and down the streets where they introduced these schemes, because it honestly looks as if people don't understand what the roads are, like if they hadn't driven up them themselves. And they can't quite visualise what the impact of these things will be."*

*"But there does need to be a lot more sort of across the board planning rather than just the highways team... Let's figure out some of the bigger issues. How do we get safely from one point to another point? I don't think the highways team really have an understanding of the traffic flow within the borough. And when they change one thing, how does that change? You know, the traffic flow? Do you know do people from Hillingdon who travelled through Ealing to get into Hammersmith? Do they only use main roads or back roads? I don't think anyone really knows."*

There was an element of frustration from residents who believed that the council were not listening to the results of consultations, even when the results were in the majority against whatever measures were proposed.

*"I don't think there is such a thing as a local scheme. And I think if you've got a particular road, or parking, then by definition, because Ealing is so crowded, it's going to affect what's happening next door. So, I think the council kid themselves when they just do a local consultation, because it's not true. It always affects the surrounding area. Second thing is a more generic thing and I'm going to try and not get emotional about this. But it's quite clear to me that when Ealing come out and do consultations, frankly, they've decided the answer in advance.... the first thing is they have to start to convince us that they're going to listen to what we say. Because if they don't convince us of that, people are just not gonna get involved."*

*"We do have consultations on all these things. But the problem is the council ignores the result. The continual problem is that the council just will not listen. So, what you're talking about with how should you organise a consultation? I think it's pointless unless the council proves that it's changed. And then it is actually going to listen to simple democratic results."*

*"I would say the council comes over as being very undemocratic. I think they've made their minds up and they can do what they want to do whether people want to want it or not. I think what anybody wants, or thinks has got very little to actually do with it."*

### 3.4.2 Neighbourhood/larger area-wide schemes

Views were highly polarised, with a few more residents feeling that there was less of a reason to consult on the wider projects, and that people should trust the council to do it, with some feeling that there are too many people to consult on a project of this size.

*"There's what 350,000 people that live in the borough, you know, not everybody is going to have an opinion about a transport project two roads down from my house, for example. You know, so no point pulling everybody in all the time. I think at some point, people are just going to have consultation fatigue and just stop responding, because they're not that interested."*

*"I think the consultation is the election. The council puts forward a manifesto, and then we all have a vote and say, yes, we like your policies. I still don't want to be consulted about every single thing all the time, I just want to vote for them. And then they go away and do it."*

*"On a ward level, you have local councillors, we've got some good ones, and they come knocking on doors, and they talk to you, and they sort of know how people feel. So, I think individual streets where there's a problem is probably worth asking people, but broadly, I think they should just have elections, and then decide morally, what they ought to be doing and have, have an argument, or have some material justify it if they need it afterwards, they could make more use of their local councillors who know those Ward areas and can talk to people. Rather than having a common place, or a Survey Monkey or some big survey. I think it's sort of more reliable, if they're using their local councillors to talk to people in the ward."*

*"I think it depends on the scheme, but the larger the scheme the less of a reason to consult."*

Other residents felt that the whole neighbourhood affected should be able to have their say; effectively consulting the entire neighbourhoods/residents most affected by the proposals.

*“There's lots of comments to talk to the people that are affected, which makes it a bit of woolly principle, you know, so, and I just wonder, does it need to be something a bit more prescriptive with regard to who we will consult? Perhaps a representative sample of that area. For this principle, we will do this. But, you know, I'm just trying to flesh out this concept of the biggest principle should be that they should listen to the consultations. And how can anything be achieved if the council time after time ignores consultations?”*

*“Can you open it up to the people likely to be affected by it? Because it's always going to be wider than the immediate area because the traffic doesn't evaporate. It goes somewhere else. Like locking up a sieve, it's going to spill out somewhere. Can you not just consult anybody who wants to be consulted? I mean, you know, just open it up to anybody who can who's got the time, who can be bothered?”*

*“The council have to work out who needs to be and who is going to be affected by it. Because they are the people who should probably be consulted.”*

*“I think the obvious one would be the local residents involved along you know, whatever thing that you're actually doing, but again, I'd hoped the Council could be more available and talk about what they're planning to do, and actually have more open group discussions, more like town hall type meetings. So maybe it'd be a good idea to establish some sort of weekly forum where you can actually discuss, they can present what their ideas were review progress and actually take any comments from other interested parties, which will then scoop up people who weren't directly associated with the conversations affecting local residents.”*

*“I think it's difficult for the council either way, because once you're getting into a neighbourhood style project, you're inevitably going to bump into interests of people across the borough. So, you use your instinct, for instance the extended cycle lanes. They're going to impact everybody who's going to try to get across the borough. So, I think it's impossible to draw a precise line and say where you stop, I suspect you're probably going to get into really needing borough wide consultation. But I can't help but feel that once you do that, there are certain people with strong views and on interest groups or just specific risk groups, and they'll lead on everything. And I think that will skew the answers.”*

*“I think for anything neighbourhood wide I think the consultation really has to be available to everybody in it, at least everybody in Ealing. It's very easy to think that little things will just affect one particular group of people. But I think we're all aware that at times, we will have to go from one side of Ealing to the other side. It's kind of short sighted to think that you should only consult those people who live in that area on that [that will affect everybody].*

There were also some valid points made about consulting everyone who USES the borough. Hounslow Council were used as an example, where consultations are publicised widely and anyone who *lives/works or studies* in the borough are invited to get involved and have their say.

*“I used to work over in Twickenham way and I tended to get involved in more in the Hounslow consultations on things because I was going out that way. I thought the way*

*they consulted with people who weren't living in their borough but going through it was very good. It gave us an opportunity to have a say on a number of schemes."*

*"I think it goes back to what was said before, you have to ask the people that come into the borough; I guess it depends on what you're trying to achieve. {In other boroughs} there are a lot of signs up actually saying if you live work or study here, we want to hear your views, so I think it's the same principle that you can't just ask the people that live there."*

### **3.4.3 Borough wide schemes**

Views were again, very mixed, without any consensus. Some residents felt that everyone should have their say on factors affecting the whole borough, whereas (similar to previously), others were of the opinion that the election was the consultation, and that the council should decide borough wide projects without the need for any consultation.

A few residents suggested that for major transport schemes perhaps a referendum was in order to enable everyone to be consulted. Again, the point was made that perhaps it is not just residents that need to be consulted, but also those that use the borough.

*"I think that you need to consult with all of the residents and give them all an opportunity to have a say. It's more of that sort of blanket social media, newspaper campaigns, you know, we're changing this - Have your say here. That would be my view."*

*"I think that sometimes consultations can be perceived to be referendums. So, whereas it's not the idea to get people's feedback on a scheme. But the fact that say the majority of the feedback is against does not necessarily mean the scheme shouldn't go ahead. I think sometimes there's a bit of confusion that goes on around, particularly those sort of big, broader consultations, that they are some sort of referendum."*

*"For big borough wide schemes, yes, they should consult residents on the principles of it. But we can't consult residents on every little thing because we're all doing other things. We're not running the council. There's a reason we have elected representatives to run it for us. So yes, have a consultation. Decide on the big picture, what's wanted and then make your choice and how you consult on the small elements and the big elements of it. At the moment, the way they do things is we have lots of consultation on the little bits, yet nothing on the overall plan. So how do we know as a borough what our principles are? We don't we just know that little scheme there, that little scheme there, and doing things piecemeal and that's the wrong way around. Consultations should be on what they want to achieve overall. Get people engaged in that. Or else you just end up with a small group of people who have the time determining everything for everyone else."*

*"What is and what isn't policy? And for example, you know, if the 20 mph limit is policy, which it is for some areas of central London, then if they're implementing policy, then there's no point in consulting because it is policy. But if it's not policy, if it's something that they're testing, and it's going to affect the whole Borough, do people need to be asked?"*

*"I just guess there's an impossible question here. If something is non-controversial then you don't need to consult on it. The LTN's were highly controversial. But they didn't consult on it. Some people think it's not controversial, and others think it is. I suppose the question is, how controversial is it? Should you consult or not? And then the other one's going to say, if something is absolutely enormous, then actually you don't need to consult because that's what the local elections for something is, is completely amazingly big, then that is an election issue."*

Many residents mentioned that ward councillors could become more actively involved and 'take the temperature' of residents, with many feeling that they were the proper conduit at a larger level. Others felt that local councillors needed to get more involved and hear residents out – not just at election time. Suggestions were that ward councillors could hold events for residents to drop in and talk to about transport plans and listen to feedback.

*"We must use ward councillors they must be seen more than just at election time, which is what we find in Northfields. But the ward councillors must be in there somewhere, to be able to go door to door to the people who can't consult who can't get on to the council website or use email or use Survey Monkey."*

*"We used to have something; these things called ward forums that were held in all the wards. Usually it's like once a month, once every few weeks. And the councillors would sit there and there would be an agenda of things that they would want to talk about. And then there would be an opportunity for residents to raise issues and things. They don't want to have them anymore. They haven't had them for the whole of the pandemic, but they're not interested in reinstating them. They were an important part of the local democracy process. Because actually, it meant that councillors had to sit face to face with residents in a room and explain or try to explain decisions that they were taking, why money was being spent on certain things, not on other things, you know, so bring those back, they're always very well attended."*

*"They [Councillors] hear what they want to hear. Let's put it that way. And I've engaged with local councillors here. They're not interested if it doesn't fit with the policy that they want to push. Okay. Other people have found the same that I know."*

## 3.5 OTHER KEY ISSUES RAISED FROM DISCUSSIONS

### 3.5.1 *The need for cross borough consultation*

Comments made repeatedly in the groups concerned the point that all transport projects needed to be considered in context - as part of a chain of measures and not specifically just kept within the Borough. Liaison with other neighbouring boroughs is seen as just as crucial as projects inside the borough. All projects essentially need to be considered within a 'network of enablement.'

*"It doesn't just affect the streets people pass through. It's about creating links, it's about permeability and it's making sure that people can get from one place to another safely, and yeah, and to continue their journey. So, the journey doesn't just start and end in those streets."*

*"The local sort of schemes tend to be very, very local, or at least the thinking tends to be very, very local. If they put in a cycle path in front of Southwell Park, now that's lovely, except it lasts exactly the length of the Park, and then dumps me back out into traffic as soon as I've passed it. So, none of these schemes seem to be in any way joined up."*

*"This idea of perhaps having conversations with neighbouring boroughs is something that I think carries a lot of merit with it."*

*"If you're travelling from, Acton to Westminster, you know you have to go through different areas. There lots of comments made about taking a sort of a whole transport approach and looking at the entire journey of people and doing traffic analysis and*

*analysis of people's routes. We should try to liaise with other councils as well, to try and make it a much more joined up process."*

### 3.5.2 Early consultation on strategy

Many residents didn't feel clear about what the current transport strategy is overall and how the various consultations fitted into it. They felt that the council lacked in promoting what they wanted to achieve overall with their travel plan. So many residents repeatedly made the point that the council needed to make their transport strategy public. Residents would like to see it publicised and communicated simply and widely. They wanted their questions answered and their voices heard. The thinking was that early agreement and buy in would invariably result in perhaps a need for lesser consultation further down the line.

*"Ealing first need to set out the principles on which they're basing their transport future. I think they've kind of done that by having elections and talking about manifestos, and, and so on and so forth. I think everyone needs to buy into the concept that we can't use cars in the same way that we do today, any more there has to be change. So, once you buy into the principle that any scheme that's installed, needs to reduce the amount of car trips, then you've got a principle set and you can benchmark any new schemes against those principles. I don't think it's necessary personally, to continue to go out to the residents to agree principals every single time a new scheme was introduced, it should be about the detail of the scheme, because the principles are set."*

*"There should be this charter idea, which is very widely consulted on and it's an agreement that everybody can agree about what we're trying to achieve in terms of reducing pollution, making it more pleasant for people to walk or cycle and making it easier for people to not use their car. So, there's a general agreement, so that that isn't going to be debated. Now, we all agree on these aims and then you have the specific consultation on the different little bits about how you do that. So, you could just talk to people. So, to achieve this, we are considering doing this, how do we do it? Definitely have to have local consultation, because people have got to come along."*

Residents felt specifically that there was a need to outline the pros and cons of every scheme, and a strong desire for honest and transparent data and well sourced background information that residents can reference. One of the most important things was that residents wanted to understand what the council decisions are based on, and how this has been decided.

*"I think there are a number of ways that Ealing can go about this, an equality impact assessment is one of them, because then it does take account of, you know, why they're doing it. And I think an explanation as to why they're doing it, the thought process behind it, the budget that they're going to spend on it, decisions are made on these, and they're not necessarily always been made public, but some sort of explanation. For example, 'Why are they widening the pavement there?'"*

*"Sufficient information {should be} provided before the consultation. What I'd like to see is some information giving where you get experts who can give research analysis and explain to the public the thinking behind what of the proposal is going to be because otherwise, you're just going to get people basing it on their personal experience and sticking to habits they already know. The council actually need to be bothered to say, this is the issue. Here are the experts who can talk to you about what this scheme could*

*possibly do. Give us statistics give us facts, give us figures and then those who want to be involved in a consultation after that can sign up."*

One factor of paramount importance was that residents felt that the council should be open and transparent about what the public can influence and what they can't.

*"I think we also have to look at the context of what is Ealing trying to achieve overall with transport? What are you trying to encourage people to do? And what's it trying to discourage people from doing? How do we make the borough healthier and safer? And we have to look at all these kind of bits. The borough wide or neighbourhood or the small developments. What's that context? What is going to make the borough overall a better place to live? So, what are the councils overall aims?"*

*"I think it would be ideal if the pros and cons of any kind of strategy... are presented to the public so that they can see the good and the bad of, of it that arises from it and, and be, hopefully be persuaded to go along."*

Many residents felt that if the LTN's had been properly explained, proposed, discussed and consulted, things may have been significantly different. To residents, the need is to understand the rationale behind the proposals, see the evidence of why they are being proposed, and know the benefits.

The research also highlighted residents feeling unaware of what the council commitments are and how they are performing against them; as well as "why" they are doing it, and this was echoed generally in the specific discussions around transport projects.

Residents would like to know more about the 'rationale' behind decisions and understand the reasons that sit behind the decisions.

*"I think this goes back to transparency about the reasoning behind what they're doing. So, there is already policy in place that councils need to do - councils will need to reduce air pollution and improve air quality. So, there are a number of ways that the council can do that. I think it would be useful if the Council could explain why they're doing it. So, this is the policy, and these are the ways we can go about it. But we do have to achieve this. How are we going to get there?"*

*"I think... treat us as intelligent adults and tell us what your thought process was. You know, you've consulted on X Y Z. We've heard these opinions on X Y, Z. Some of them are in favour, some of them are against, we've looked at it and this is what we've decided to do because ABC treat us like intelligent adults and we'll respond to that."*

*"I think the council has some clear goals, it's announced the climate emergency, and it's got eight years left to achieve carbon neutral. I would like to see that much more clearly defined as to what it needs to achieve each year, we should have a bit like a church fund where it's trying to raise so much money we should have on the town hall. How much CO<sub>2</sub> we're producing each year, and how much is being absorbed by the trees and when are we going to get to carbon neutral? How well is the council doing? I just don't feel you're talking about information. That's the sort of information I would love to see we're trying to achieve a better society."*

### **3.5.3 Safe place to give opinion**

Previous issues in the borough surrounding the LTN's has meant that emotions ran high between various groups wanting to have their say. As a result, there are a number of

residents that cited real concern about giving their opinion for fear of a public backlash. Residents talked of groups of very vocal residents across the borough that were pushing their own agendas and some of these residents (and also non-residents) were reported to have actively hijacked and 'poisoned' feedback avenues previously. The result of this has been that some people are now reluctant to have their say for fear of repercussions on social media, actively being named for having an opinion that may differ from theirs.

Residents also referenced experiences of ward councillor surgeries and that whilst surgeries were useful, they had increasingly become hijacked, aggressive and toxic as a result of the people attending.

As a result of these practices there were a number of residents that genuinely felt there wasn't a 'safe place' to give feedback because of the many local groups that have a tendency to be toxic and vitriolic. As a result, many embraced being able to have their say in a constructive environment where they felt safe. This is a very significant issue going forward and care needs to be taken to ensure that there are methods that enable people to be able to feed back their opinion safely and confidentially. The consensus was also that the council needed to make any consultation as accessible as possible and take into account both the time rich and time poor – ensuring that there is equity of contact.

*"My only point really is, I think the challenge when you have these very broad consultations is you can get vested groups, either side of the arguments, getting very organised and weighing in to stop people having their say, and it's how you sort of guard against that sort of input? Because what you need to be consulting with the people affected and there has to be some sort of mechanism of filtering out the people who, you know, who have got strong opinions either side."*

*"The trouble is, is I always find the silent majority, silent. That's the trouble. And we're all a group here. We're very passionate people with our different views. But I know people didn't really want to express their views, because they know the controversy of the group, who would like to argue and argue, wherever and then and so I think we need representation of those people who don't normally express their views."*

#### **3.5.4 Citizens Assembly approach**

More than a few residents suggested the concept of creating a Citizens Assembly Approach, consisting of residents, local residents or community groups, representatives that work with local groups, faith groups etc. that are run and operated by someone completely independent. This could be inclusive of all the 'difficult to reach' residents that make Ealing as diverse as it is.

*So, I was thinking about a model, which might be more useful for this kind of thing. A citizens assembly approach, which was used in Ireland, for instance, on very controversial issues, it was about changes to the country's constitution, which included changes to the abortion law.... They began by asking, you know, talking to people at a community level and saying, well, these are the issues, and these are difficult bits about it, and exploring them with people. And eventually, people came up with their own sorts of solutions, and their own ways of actually helping other people or their fellow community leaders have a conversation about it. So, it's about facilitating open conversation, but right from the beginning, the commitment that what is actually that the process is one that is going to be respected and seen as a valid way of coming up with solutions."*

*"I think things like citizens assemblies, where you have groups of people from, all the different local neighbourhoods and then are informed about whatever the council is proposing to do. Then they inform the local neighbourhood and can take everyone's views, then you have a voting view for that area. That means that you can then get to see people who are not online, and who might struggle to get out there has to go to say, alien council to have a look at an exhibition. Because I mean, that whichever way round you do it, there's in theory, there might be people that might not be able to access these things, but something like that might be a bit more inclusive."*

*"So, I just think the People's Assembly, you know, the citizens assembly thing would be a really good idea because I think all these points could be addressed and different people could be consulted. I think that's a really, really good way of doing it."*

*"I think it'd be really, really important to invite people to that to represent various groups. So rather than people who are actively engaged like ourselves, but other people who may not be so engaged. Perhaps people who look after the elderly or similar."*

### **3.5.5 Previous methods of consultation employed**

Many comments were made regarding previous methods of engagement used recently by the Council. Firstly, Commonplace – some felt that it started off as being very useful, but then felt this has been hijacked by not knowing who is responding and became a toxic method of feedback. Similarly, references were made to surveys on Survey Monkey and residents felt they were poorly written, with leading questions, no capacity for open feedback and the responses appeared heavily skewed to influence a positive response. Residents also felt these surveys were flawed as they were open to anyone (not only residents to complete), with no filters or controls for multiple entries and those with a vested interest took advantage of this setup to further their own agendas.

There was a general consensus that consultation needed to be done by a genuinely independent company and data needed to be from a reliable source. There was much suspicion about 'supporting data' that had been used previously in decision making and residents wanted to see data they could access and interrogate themselves that was robust and reliable. Residents called for any data to be collected by a competent and independent company as they felt independent consultation and analysis was crucial going forward. Residents repeatedly stated that they had concerns with using external agencies in the 'council pocket.'

*"I think the main thing is that it's actual residents that can respond and that there is some sort of security that it is actually the people living in Ealing, responding, that you'll be being seen and been heard, and that the council actually listens to the people that are affected, not that anyone from outside giving multiple responses, which is what happens with this survey monkey. So, whatever you do, whether you heavily publicise it, or, or approach people in one way or the other, what has to happen is some sort of security, that it is actually someone responding, and they can only respond once. So, everyone then knows, these are actually people from the borough, from that part of Ealing, that are responding. Because I think some people will respond, some people will be more interested than others. But it has to be the residents who make the decisions one way or another."*

*"One of the key failings of the LTN experiments, was around community engagement. People just weren't bought into it. It just turned up. And some people thought it was fantastic. And some people thought it was horrible. Whereas if you spend time with*

people, if you allow them to have a say in the outcome, you may end up in the same place. But people are actually bought into the product to the solution at that point."

"I think hard to reach groups are speaking, but I think nobody's listening to them. I was really appalled when the LTNS came in and Ealing put up on their website that yes, we acknowledge that transport around the borough may be harder for people with disabilities. As someone who has a disability, it was just disgusting. I had a cancer diagnosis, I had to get to a hospital three days a week during my treatment, it wasn't an option. Just being shunted on to main roads and being told that I shouldn't use my car. People I think, are using their cars for a reason because I will try, I can't walk as much but I will cycle and I will then drive if those are my choices. But if I'm using my car, it's for a reason."

### 3.5.6 Representative research

As cited earlier, many points were made regarding the need for truly representative research and reliable data. The majority of residents were very positive about the idea of a randomly sampled representative survey of residents of the borough, when larger consultations were required.

"The point I wanted to make is the consultation, whatever it is, has to be seen to be independent and the questions need to be asked in a very objective way. Because many of the questionnaires I've seen, and I know having talked to people across London that many of the consultations or questionnaires around LTN in Ealing are very much leading you down one route and actually it's very difficult to say I don't like this or it's no. It's a difficult area because we do want to move things on and you do want to give your opinion, but you can't have a questionnaire that leads."

"It would be very good to do a survey on Ealing's general plans for the next five years - do you want more of this, less of that some of this, not that. So, I think, you know, a five yearly survey or something like that would be very helpful. But sorry to be sceptical about this. We do have a local plan agreed for our area, which the council has now ignored in terms of development. So again, I would want some reassurance that the effort that I put into responding to the five year plan would actually be taken account of on the individual schemes later on."

"What is a representative group? I think that raises its own problems. So, I think if something's borough wide, because everything can be done on email, you can do the surveys that will give every citizen of the borough even an opportunity to state their opinions. It's quite easily done by questionnaire... that no one would feel left out, but as the last speaker actually sort of said, it's a self-selecting group, you know, only maybe 10 - 15% were bothered actually filling in the questionnaire. But on the other hand, if you've got sufficient interested in it to actually take the trouble to fill it in, that's fine. If you can't be bothered, that's also fine. But then no one could complain that they'd been left out or not represented. So, I would prefer, you know, just a question drawn up by a group such as yourself. Simple, no tick boxes, plus, plus a few places for comments."

"It's very hard to consult with the whole borough, because whatever you do, there'll be a large bunch of people who didn't see it, for whatever reason, whether it's by email by letter by leaflet by website by notices up in Ealing Broadway shopping centre, a lot of people won't see it and then might be negatively impacted and might complain, at least if you can pick in in a neutral way a representative group, you might you might get some

*more positive engagement and some more ideas as to as to how to take things forward rather than the kind of leafleting 300,000 people or whatever live in Ealing."*

*"I think that would be brilliant. If it was representative, it would have to be, I think that's what's lacking at the moment. You've just got people with the loudest voices, people who want to complain, who are the ones involved at the moment, whereas if you've got a proper representative survey, that'd be fantastic."*

*"Ealing Council, if they did a representative sample, we'd have to be really clear on how they chose the people to be in that. That so called survey. There's a lot of dubious feelings about that there being bias and loaded questions, etc. So, we'd need absolutely 100% belief in that it really was a random selection....and be by an independent company, not Ealing setting the questions themselves."*

*"I just want to make sure that consultation was done in a way that the elderly could access it. Because I came here today to represent the more vulnerable people from this. So I think there has to be old fashioned mailouts, for people like my neighbours."*

*"It really doesn't take much to think about people with disability and what they need. People who are using Ubers to get to and from hospital appointments, and now you're blocking off streets and you're putting in times where people can do that and district nurses can't get around. Ambulances can't get around."*

*"I've been dealing with my 83 year old neighbour who needs help. She needed a nurse to come to her house three times a day to get her out of bed, to make her lunch etc. When you start restricting access to roads or houses, the people that need help the most can no longer get it. People suffering from this are the people with disabilities and the elderly, who might need an Uber to take them to a hospital appointment. How does that Uber car get to them? If no access is allowed?"*

### **3.5.7 Young people consultation**

Many residents raised the issue that they felt there was a need to specifically engage with the younger residents of the borough at school or college; the belief was that it was their future under discussion and their safety on the roads, pavements and cycle lanes.

*"How do you get more kids involved? Also, the under 30's as well. How do you get more of them involved in in this sort of decision? Because, you know, these decisions affect how children move around the borough independently. How do you, take their views on board?"*

*"Nobody asked the kids what they wanted, how they saw the future, including how they saw the future of travel around healing. And a couple of people have said, you know, my kids to Friday cycle to school, did anybody ask them what they want to do to be able to cycle or walk to school, or cycle or walk or whatever, get on buses to go and meet their friends, in the borough and elsewhere? I think we missed a big opportunity there. They're a big part of the community. If we want them to stay and keep Ealing and active, vibrant community, we've got to take their needs into account."*

*"Children I think are the most important thing in all this. If there are leaflets and other things going through the door, then younger people who don't normally get a say, can see it. Also, younger people could go to pop up things I think it's good to be really inclusive of elderly and disabled people, but also children who are sort of worst affected by the danger in the air and their future. So, anything that gets children involved, or just let*

*them know what's going on, or let them have a conversation with their family. So that's another reason to sticking [information] through the doors quite good."*

### 3.5.8 Difficulties in making contact.

A number of residents voiced concerns regarding contact with the council. Key issues put forward were;

- Phones rarely answered
- Residents get to speak to the correct person
- No facility to look for the correct person to talk to
- Website is not user friendly
- E-mails rarely acknowledged or responded to
- Phone calls are rarely when messages are left

*"I find it extremely difficult to contact the council. I'd like a phone number so that you can actually speak to somebody or even speak to somebody online, have a live chat session, that wouldn't be difficult to organise an hour a week or whatever it might be. You want to speak to and actually hear a human voice that you can't do? Yes, you can email eventually, when you work your way through the web pages and find some sort of email, they eventually reply. But it just seems to be a standard response written by some junior person where they don't address the issue you've raised at all."*

*"In the old days, first of all front of house, you'd be able to go in and actually there would be a group of people sitting on a help desk there, and you could walk up and you could actually say, this is my issue. Can you direct me to the right person? I think they've removed all those people. That was the worst thing they ever did."*

*"The council website is ridiculous; you can't find anything. You have to know exactly where it is, and what it's called before you can search for it."*

*"I think the website is terrible. Very, very difficult to find stuff. Also, when you do sort of try and it's very hit and miss when you're just generally getting in contact with anyone at the council. Do they actually understand the concept of customer service? Because it's certainly doesn't appear like it."*

*"Why do we have to accept the drive towards digital? Why, why? Why is it a given in society that we need to all interact with our computers all the time, actually, I find it very stressful, and I'm sick of it. I'm so sick of my time being taken up having to go on these websites that don't actually work very well and do stuff and then getting shafted at the end of it. Most people would just prefer to have a chat with a real person."*

*"Councils, unfortunately, communicate on their terms. Communication needs to be two way...you've got to make it easy for people to engage and give feedback. As frustrating as that might be for the council. I don't get the sense that council is receptive to listening on broader terms. That's my honest observation. So that again, you don't feel the council is receptive to listen in on broader terms, there's a very narrow range of parameters in which you can engage with them. And as I say, that isn't open communication."*

### 3.5.9 Involvement of ward councillors

The use of ward councillors to act as a conduit from 'residents to the council' had mixed views, with some residents feeling that historically this has always been a very useful relationship. However, some residents felt that following Covid these meetings stopped

and have not restarted, yet there are many residents that feel this is perhaps a good mechanism to 'take the temperature of residents' and tell residents about plans and priorities for their ward.

*"We used to have something, called ward forums that were held in all the wards. The local councils usually it's like once a month, once every few weeks and the councillors would sit there and there would be an agenda of things that they would want to talk about. And then there'll be an opportunity for residents to raise issues and things. They don't want to have them anymore. They haven't had them for the whole of the pandemic, but they're not interested in reinstating them. They were important part of the local democracy process. Because actually, it meant that councillors had to sit face to face with residents in a room and explain or try to explain decisions that they were taking, why money was being spent on certain things, not on other things, you know, so they should bring those back, they're always very well attended."*

## 3.6 ENGAGEMENT, PROMOTION & COMMUNICATION

### 3.6.1 Trust

As mentioned earlier, one of the overriding findings from the research is that a number of residents have lost their trust the council. This has occurred due to a raft of measures connected to the LTN's and various other incendiary issues in the borough. What is needed is for the council to regain this trust and part of this journey will be greater communication with residents, more transparency, greater sharing of the rationale why decisions were taken as well as being clear to residents what measures exactly they could have an influence on and which they can't. Residents need to feel heard and feel like their voice matters in their borough.

*"First you have to consult honestly. Cut through the misinformation and have a proper consultation."*

*"I'm really pleased that we've had this opportunity for this sort of consultation... I think it's a step in the right direction. But I do think it's important, this is not a sham consultation, because so often government bodies, whether it's local government or other government bodies, like to make a decision, and then sort of consult afterwards."*

*"Consultation works if they actually want to hear what we're saying. If they've made their mind up, keep the consultation to the bare minimum, whatever they have to do to do that make it really cheap and cheerful. If you're not listening, don't bother wasting our time, wasting our money. If you're listening properly, okay. Decide before you set off on the consultation."*

*"I think [some] groups are speaking, but I think nobody's listening to them. You know, I was really appalled when the LTN's came in and Ealing put up on their website that yes, we acknowledge that transport around the borough may be harder for people with disabilities. And as someone who has a disability, it was just absolutely disgusting. You know, we, I had a cancer diagnosis, I had to get to a hospital three days a week during my treatment, it wasn't an option. And just being shunted on to main roads and being told that I shouldn't use my car. It's ridiculous."*

### 3.6.2 Promotion and communication.

Many respondents disliked the concept of the council adopting the approach of just publishing information on the council website and being too passive. Residents wanted

a more 'call to action' proactive approach. The research concluded that the onus was definitely on the council to take the initiative in calling for public opinion and also widely publicising consultations.

*"There's consultation. But then there's communication and communication is something that is an incredibly tricky thing to get right. Communicating messages."*

*"On a ward level, I think maybe they could make more use out of their local councillors who know those ward areas and can talk to people. Rather than having a common place, or a Survey Monkey or some big survey. I think it's sort of more reliable, if they're using their local councillors to talk to people in the ward."*

*"It's not so much about consulting people, it's about PR. To have a good PR department. Tell people what you're doing and why. And get everyone on board. Get people excited about it. Because I think what's going to happen is other Boroughs are going to have amazing, you know, cycle lanes and pedestrian places, everyone's going to be sitting, eating and enjoying lovely quiet streets, and then other places like Ealing, we're just going to look at it and go, 'why haven't we got that?'"*

*"So, I think what's key in any of this is making sure the council get feedback from a full representative group of folks and that includes those who aren't very tech savvy or aren't checking the Ealing website all the time and things of that nature. And whether they do that by dropping flyers through people's doors or by reaching out to particular charity or volunteering."*

### 3.6.3 Engagement.

Many ideas and suggestions were put forward by residents for engagement. The idea of borough wide public consultation exhibitions, pop ups with knowledgeable staff who listen was received very well. Face to face consultations, like online Q&A's were also considered to be a good idea.

*"I think as much as possible that consultation should be face to face. Social media just polarises people. I'm including what we're doing today {online focus groups}, as face to face whereas social media polarises this today has brought us closer together."*

*"I think also in the council itself; it should be made of visible who is head of transport and the whole transport department should be more visible. They had an amazing exhibitions when they wanted to do the tram. They were everywhere. They were outside the town hall absolutely everywhere when they went and, and obviously it didn't go through. I was a supporter. But it was on absolute overload. It was absolutely brilliant. Everybody knew what was going on."*

Suggestions for engaging with the hard to reach groups in the wider community were fairly mixed, but involved high levels of proactivity, such as reaching out to the different community and resident groups across the borough, volunteer organisations, faith groups, community workers, and volunteer workers and charities that operate in these areas.

*"I think the problem is not so much who to reach, but how you reach them, how you reach those local communities, because not everyone is online. And I think we could leverage existing structures that maybe work with churches, maybe have posters in supermarkets, things like this that people would see. And then with the link online for the ones who can, but maybe saying, well, if you go to the premises of Ealing Council in*

*that street, there will be some forms available for you to complete something like that. We can think of how it's done, but just give more just to reach more people basically."*

*"Surely something that some of the work Age Concern, do, they have these schemes, where people reach out to vulnerable and elderly residents. I think there could be a really noble way of doing this where you almost try something of that nature just because I think if you're on the periphery, and you feel isolated, just any form of engagement or contact would be very welcome."*

*"I think that there are people in those communities who are totally up for this, and it's just empowering them to do something, maybe some sort of funding behind it. I recently heard about, I think it's a cycling group called Southall Sisters, where they get Muslim women involved in cycling, and it's just run by Muslim women for Muslim women. So, there's people out there that are interested in just giving them a bit more power and reach."*

*"I think local groups on behalf of people should be given a direct opportunity to contribute, and probably know a lot better. You could go in specifically to help people's homes, social clubs, that tend to deal with older people that are not necessarily disabled to give views."*

*"There's lots of community groups, they're a great place to get representation from those that don't normally engage, you know, turn up at community groups to get a more diverse kind of cross section."*

*"It's important that we are seen as being the customers and therefore some effort needs to be made in terms of finding out what it is we need, and, and what we think of what is being proposed. So that can't be passive, there has to be some very strong customer relations. So, if you're dealing with elderly and isolated, it needs to be that this is a part of a resource and a service that is being offered in exchange for which you know, we're getting some information."*

Door knocking was also considered to be an effective method of contact particularly in areas where hard to reach groups were known to be present.

*"People knocking on the door are quite effective. So, you really can get a one to one there. So maybe people involved in some project from the Council could walk around the streets and just knock on doors."*

*"The big advantage of them knocking on your door is you're on the spot. You can point out what the problem is, you know. So, by all means have communal meeting somewhere else. But the advantage is going to the actual streets is overwhelming, I think."*

*"I think another good advantage of the knocking is, you have a one on one, and you don't have anyone else around you making noise because the only thing I'm a bit concerned about with bigger groups, is that too often those meetings tend to be hijacked by the people with a louder voice. People don't feel like they can express themselves because they're afraid of being shut down by someone else.... I know budgets have been cut year on year, and I don't know how many people the council actually has to do that. But even if they do it, like once a quarter with one person going around a small area, I think that can be very beneficial, even just a few streets. That could be really good."*

Many residents felt very strongly that it wasn't just one method either that needed to be employed – but a raft of measures concurrently to keep the message fresh and consistent. Specific suggestions for engagement were as follows;

- Pop up exhibitions/consultations around the borough.
- Make use of empty shops in high street to have information and people in to answer queries.
- Attend local fete's /events – stands, information provision.
- Extensive advertising : Advertisements on bus stops, sides of buses, supermarket adverts, posters around the borough, illuminated announcement signs, leaflet drops, e-mail promotion, social media promotion.
- Newsletters – Around Ealing could be used differently and much more effectively
- Using/appointing 'Street ambassadors' who are volunteers and have responsibility for making sure everyone in their road has had their say if they want it and collating it back to the council, perhaps delivering or collecting leaflets; checking the less able can have their say.
- An independent Citizens Assembly / representative recruited group.
- Recruit community group representatives
- More online groups/sessions to consult / share ideas
- Get groups involved that know the areas and residents (age concern etc) at a local level / Go into hard to reach communities – chips and a chat / tea and a natter / Liaise with Local community groups / faith groups /residents' associations
- For kids – raise awareness and engage - Go into schools/ Use of Tik Tok videos
- Spread the word with Local Facebook groups / Next door / Local WhatsApp groups
- Use a message of 'promotion' not 'punishment' to engage. There is a sense that Ealing take the approach of punishment rather than encouragement for residents – punish car users, etc. They need to look at “better enabling” rather than dictate – nudge, not force.

### 3.7 OVERALL RECOMMENDATIONS - PHASE 1 - SELF SELECTING RESPONDENTS

1. Residents suggested that the council could be more open and transparent about transport policy. Residents were keen to be part of the process, and be able to hear the plans, the rationale and evidence and be able to feedback their thoughts. Equally, when a decision has been made following a consultation, residents want to be able to understand the rationale behind the decision to understand the decision process. This level of engagement and transparency is highly likely to go towards repairing some of the distrust that residents have for the council following the recent LTN's. Residents need to feel they have a voice, and that it is being listened to.

2. Residents would like to see plans and strategies presented for discussion at a much earlier stage. Residents want to feel like their voice matters and that that the process hasn't already been decided, with consultation just being lip service.
3. Some residents did suggest that key members of the transport team, get out and listen to residents, to be able to hear directly from residents how any suggested plans might affect them.
4. Residents would like to see more creative and innovative ideas from Ealing for residents under the 'active travel' banner to encourage different thinking. They gave examples of a minibus on a circuit to supermarkets or a dial a ride type approach for the elderly or infirmed in some areas. They felt that there was more opportunity for innovation to be created to support the active travel plan.
5. Residents want to see reliable, independent and representative research. They are suspicious and mistrustful of any research now, so research going forward needs to be both independent and robust. Residents state they don't trust a lot of the information that the council has used to make decisions, so all research going forward needs to be clear, neutral and not leading in any way to skew results.
6. The promotion of any transport project in the borough needs to be done widely and employ more than one method of delivery and run concurrently. Harder to reach groups need to be included and there were many suggestions on how to try and engage from contacting resident associations, faith groups, support organisations as well as taking the 'message' actively and directly into those communities.
7. Transparency and involvement will be key to winning back trust and obtaining engagement from residents going forward. There is a strong appetite for involvement and a real sense of people 'loving where they live.' They are passionate and care about their area, and as a result, feel they have valid opinions to share.

## 4.0 MAIN FINDINGS - PHASE 2 RESEARCH - RANDOMLY SELECTED RESPONDENTS

In addition to phase one, where respondents “self-selected” to take part in engagement. Lake Market Research also undertook a second phase of research with respondents who were independently and randomly recruited across the borough.

### 4.0.1 Recruitment

Residents for these groups were recruited over a period – in various locations around the borough. The recruitment process strived to ensure that we had a mix of demographics that reflected the general demographic of the borough. Residents were asked a series of ‘filter’ questions to ensure suitability and then asked to attend one of the four sessions. Twenty four residents took part in total.

### 4.0.2 Profile of respondents recruited

The demographic profile of the residents taken part can be found below:

GENDER	
Male	40%
Female	60%
AGE	
Aged 16-34	25%
Aged 35-54	45%
Aged 55-64	20%
Aged 65+	10%
EMPLOYMENT STATUS	
Employed (including self-employed)	50%
Unemployed	10%
Economically inactive (students, full time carers, homemakers, long term sick, retired)	40%
ETHNICITY	
White	46%
Mixed	4%
Asian	34%
Black	15%

### 4.1 METHOD

Two groups were undertaken ‘online’ and a further two groups were undertaken in face to face environment: The first in Southall on a Saturday morning and the second in Greenford on a Wednesday evening. The focus groups were on average 90 minutes in duration.

### 4.2 DISCUSSION GUIDE

The discussion guide was created by Lake Market Research and approved by Ealing Council. The discussion guide was the same as that used for phase one of the research (self-selecting residents). This was to ensure consistency across the programme of

engagement. This also ensured that all discussions followed the same logical process, and all residents heard the same introduction.

**IT IS IMPORTANT TO NOTE THAT THE FOLLOWING REPORT IS BASED ON COLLECTED VIEWS AND OPINIONS OF RESIDENTS IN THE BOROUGH OF EALING.**

### 4.3 VIEWS AND ATTITUDES ON TRAVEL IN EALING CHARTER AND ACTIVE TRAVEL

Awareness of the Travel in Ealing Charter was low, with no one really knowing what it was. With regard to the term 'Active Travel' and respondents also had no real idea of what the term meant, but a few respondents made a general guess.

*"It's when residents continuously travel, maybe someone travelling by car mode and travelling by bus or by car rather than walking. So active. Active basically means it's like continuous."*

*"It means to move faster. Like to travel and move faster. It should be faster. Active."*

*"I can guess what it might be, but I don't know what it is in Ealing. Being active and probably not driving? Or probably have us like cycling or walking or just have your mobility"*

*"So, I've heard of get active. But I don't think that's the same thing. It was about getting active through the local Facebook group in lockdown."*

In Southall, there is a regular 'Southall Active' group which holds events in prominent places (Southall Manor House and Lidl), sometimes these are for the 'Bike Doctor' and other events. It was interestingly to note that even when a local respondent from the group was actively involved in the 'Active Southall' group, the resident still made no connection at all to Ealing's campaign for 'Active Travel.'

### 4.4 LEVELS OF CONSULTATION FOR FUTURE TRANSPORT PROJECTS

Residents were informed that Ealing Council was keen to explore how and when they could talk to or involve residents about future transport projects in the area. The focus of the research was to try and explore the level of involvement that residents thought they should have about different types of projects. The session focused on three examples (small, medium, and large) transport schemes and residents were then asked their views about the LEVEL of involvement they feel should happen for each of these projects. A few people didn't understand what a Low Traffic Neighbourhood (LTN) was until it had been explained in full, and for some there was an air of frustration about the period of time when they were introduced. Many had no experience of being consulted previously, while a few people had experiences of being consulted about changes in their area.

#### 4.4.1 Smaller Local transport schemes.

These were introduced as smaller local transport schemes covering one or a few streets. Specific examples of this were used such as; a controlled parking zone where parking is only allowed on certain parts of the road for a limited time unless you have a permit, or a school street with a temporary restriction on motorised traffic at school drop-off and pick-up times).

Some residents had been consulted about CPZ's in their area (or the previous area they lived in), and a few recalled receiving letters informing them that these would be occurring. Many do recall though that they were 'told' this was happening and weren't necessarily consulted and their views were not sought.

Overall, the feedback regarding who should be consulted was mixed, but fairly consistent with previous groups in the first phase of the research with some residents feeling that only the local roads should be consulted and the roads that deal with the knock on effects that might occur from these projects.

*"I'd say just do the roads that it impacts? I mean, we're talking the residential roads here."*

*"First and foremost, maybe consult the people that it will affect, like closely, and then deal with those in close proximity to the affected areas from the knock on."*

*"It's when you introduce a controlled parking zone, unless you do it in the surrounding areas as well, the people, the overflow, are going to go and park in neighbouring streets. So, part of the strategy of introducing the zone will potentially affect to nearby streets as well."*

Some residents were insistent that local businesses should be consulted and talked about how local businesses have had to close because of changes to traffic patterns or new parking conditions in some areas. Some felt that this has killed the local shop trade and expressed real concern.

*"They could be residential roads, but also they could have businesses in there as well."*

*"I would probably say, local businesses as well need to be consulted. Because if you take into account, say, for instance, West Ealing where they've changed, they've got the new build. So they're all resident parking only with the ANPR automatic number plate recognition for local business owners. You're literally killing the business because they then restricted the parking to two hour maximum on that road. So, you can't park, you can't do your shopping. So you'll have to go to a big supermarket, where there's parking that you can stay in. But all the local businesses are closing, because their customers are lost. Businesses are closing, literally losing business after business down there. You have to ask wider. You've got to observe who's physically using those roads, not just the residents that live there, because let's face it, the residents themselves probably only use those roads a small amount of the time, which is when they're back from work. But in general, you would say that most of the people using those roads would be the ones who are either travelling to work, or using those roads for a purpose, for work."*

Further points were made regarding the need to develop an understanding of WHO was using the roads, and at what time of day, as residents felt that those working in and around the borough are seriously affected by the introduction of traffic measures. There was a feeling that the people making the decisions about the road changes and various transport projects were not as aware of local issues as they could be.

*"You're not taking into account who's physically using that road? Who is it affecting? You can quite easily do a survey who's driving down the road and ask them if this was put in place, how would this affect you? Would you have an alternative route? It's not taking into account people travelling into London for work for school, for family, how this would affect them, especially when we've got a hospital on that road. It just the road on that the traffic on that road is a nightmare when it comes to school pick up."*

*"People need to be consulted. When the LTN's were introduced, people started to apply to move their kids to different schools, suddenly you've got to leave earlier to get them, because of the time it takes. So, I know people literally who moved their kids' schools, and had to change arrangements at work for working hours because of these things they weren't told about."*

*"Well, if you're saying that there's a 20 mile an hour zone, surely, everybody that might be driving around, should know about that, and the impact it's going to have on their journey, therefore businesses as well as residents would make sense to ask I think."*

*"I'd just say ideally, talk to the streets concerned and the homes and businesses on those streets. But I think in an ideal scenario, some assessment would have been done for potential knock on effects. Just thinking you close one street, it can impact the traffic on another street. So, there's potential that the small decision can still have those knock ons. So, I say actually go wider."*

A few respondents who were self-employed also made the point about how some businesses would be (and have been) unduly affected by the introduction of such schemes.

*"What about the impacts on businesses, when somebody can't get to a job when they do maybe 10 jobs a day, but now they can only get to seven jobs a day. Consider that."*

*"I mean, those properties where I can't get to because there is a sign that says no motor vehicles. So how am I supposed to get my tools? Half a mile or three quarters of a mile down the road where I can park in a car? How do I get my vehicle down the road? To the property?"*

*"These literally affect a lot of people. I mean, a lot of businesses. Another side of it is this 20 mile an hour zone. I mean, a trip that you say 15 minutes now takes 45? Really if a vehicle is taking 45 minutes, are you really reducing pollution?"*

There were a number of individuals that felt the whole borough needed to be consulted as the changes would affect everyone.

*"Do the whole borough because you don't know who might live in a different district that works in another district and they might not know the rules, they're not informed. So, they don't know, necessarily their legal standing if something goes wrong, so I think there should be information, then the whole borough should be asked."*

A few residents mentioned how some of the local schools had got involved to consult with parents or spread the word when changes were being introduced.

*"The people who live on that particular street – yes. Ask them. My experience is that on our streets, we were consulted by letter and also naturally word spread through local Whatsapp groups or whatever and in terms of limiting the hours of parking on particular roads because of schools, then that was communicated through a local school itself."*

*"I think our school notified the parents, to let us know that we could no longer park outside or use the road for parking. And that was a real push to make the school, a green school or whatever, in terms of getting as many kids as possible to walk or cycle to school... I can see that that is problematic for people who have to drop kids in the car and then go straight to work in order to save that five, precious minutes. So that it doesn't work for everybody. But I think it is safer on the road and less congested."*

#### 4.4.2 Neighbourhood/larger area-wide schemes.

Views were fairly consistent regarding who should be consulted, with many residents feeling that the wider neighbourhood should be consulted. There were some residents that had mixed views, but the general consensus across the groups was to ask the neighbourhood and people that lived and used it.

*“The people in the neighbourhood because they're the ones that have been affected. It's best to ask the people that are being affected. So, they can actually suggest something that can be changed, give a solution to the problem. The people in the neighbourhoods will be the best people to ask.”*

*“I think we should speak with those people who are living here and coming to work, then explain to them. So, what will be the process and how they will be affected? How much time will it take? For how long?”*

*“So, I think for the neighbourhood, it would have to be those in that neighbourhood. But you have to also factor in that it's the people travelling through. But that is also maybe a knock on effect, or people that would need to if people use that route for businesses or people using that route to get to where they need to get to, but they also would need to be in that consultation as well. But ultimately, we're all down to the neighbourhoods in the first instance, there's one that's going to be affected by whatever they are implementing.”*

*“They're the ones the first point of call is going to be whatever changes happened to neighbourhood whether you put a cycling in whether you change something 20 mph it's the people in the local neighbourhood that will feel that immediate effect, and then it's the repercussions after. So, everyone needs to be asked.”*

Points were made regarding whether any of the transport projects were driven by a safety aspect. Some residents were of the opinion that in some instances, the council perhaps didn't need to consult if they were introducing policy that perhaps came from government (e.g., Mayor's office). Residents also made the point that if certain transport projects were introduced because of specific safety measures then they would feel more accepting of the changes if they knew the reason behind the measures being introduced.

*“Sometimes it's difficult to know whether some things were brought about because of environmental things or for safety. For example, whilst again, the 20 mph limit past Ealing Hospital, and I think it used to be 30 mph, I can't remember. Whilst I find 20, frustrating, I know and understand the safety behind it. So, I kind of accept it. But if you were to ask me in advance, how would you feel about that road going from 30 mph to 20 mph? I'd say no, thanks, because it would delay me. But the fact that it's just potentially because of safety concerns, because it's near a school or near a hospital or whatever, then I'm going to accept it if there's a reason or rationale behind it.”*

*“I personally think they should just get on with it. If it's a safety issue, then there's no need to really consult anyone.”*

*“People used to use our roads as a rat run. It was the days when there was no consultation at all. Now, if current users had had a vote on that, whether that went ahead or not, then would have been perhaps stuck with the existing situation, the number of drivers would have outnumbered the local residents. So, you think you've got to prioritise the local people, the residents?”*

*“My street was used as a parking street for people to get on the Piccadilly down for Heathrow. It was absolutely rammed jam packed, very dangerous, and again, used as a rat run. I was very fearful of any kids crossing the road, but now it's fine, since the permits have been brought in. But there wasn't consultation. But it was a good thing.”*

#### **4.4.3 Borough wide schemes.**

Many residents were again of the opinion that everyone should be consulted on borough wide schemes, with some feeling that a lot of local knowledge and intelligence gathering could help support consultations.

*“If the borough is going to be affected then yes, everyone needs to know, to be asked.”*

*“There's different districts, so we are all in the borough, but we've got these different districts, you've got to ask everyone in the districts and borough.”*

*“If the project is large, we should hold a referendum.”*

*“Everybody's involved, right? From the people who are working with the shops, to the residents. The whole borough is involved.”*

Mixed views on using a 'representative' sample of residents and whether that would suffice to consult on a neighbourhood wide project.

*“But what is a representative sample? I think having a small sample of people to share this information with this is a better idea than letting everyone know, just because like I said, it's more about like, time and resources and like what is most effective? If you get enough people, then it's going to be more representative. So maybe that is a better idea.”*

*“With the businesses, it kind of depends on how many businesses there are because it's time consuming to get every single perspective of each business. So, I'd probably say get a large enough sample of businesses.”*

*“I think you get into risky things that you've got to define what that representative sample is. Is it demographically sorted as the ages and ethnicity? Is it? What is it? We live alone. Family? You see these figures, 100% of our residents said or 80%, but they never tell me what sample size is – we need to know it is properly done.”*

*“I think it depends on what they've done before. So, let's imagine in the past, they've done everyone. And in the past, they've also done a percentage, and they've done that enough to realise that the percentage, you get the same results as if you ask everyone, then it's okay to go for the percentage. But until you've actually done both a few times, and then looked at the data you don't know. I guess there's a cost implication. It's probably more economical to do the percentage one.”*

*“As long as you can show that you've done the effort to get that representative sample. It's not just this was 20%. You have to put the footwork in, you still have to make sure that you've got that percentage of each demographic you're trying to cover? You know, it is crazy in this day and age with social media to say that you can't reach anybody. You know, you've got your schools, you can contact so many people for a school, word of mouth in schools will spread like wildfire. You've got your churches, your community centres, that's what the community centres are there for why are we not using them for that, like we used to? The consultations used to happen in local community centres to reach everyone. And you can reach so many more people with social media, but you have to prove that you've done the work to get it.”*

A minority felt that there was no need to consult in some instances.

*“But I mean, if you've done your local research, if you've looked at the local areas within that borough, and again, if you've got your research and your data to back up a borough wide decision, then they've already made an informed decision, haven't they? They're not just making it off their own back...”*

*....If they're making a borough wide decision without even looking at the local issues, then they have to have serious justification as to why all of a sudden, they're going to do a blanket change without even looking at all the local areas within it. It wouldn't make sense. So as long as they've got their data and their research to back up a borough wide decision. If they've got all their local knowledge to back it up, then their decision makes sense, and they don't need to consult. I mean, it would be an informed decision, you'd be informing residents that have already gone through a local change, this is now going to be a big change, and they'd have those local areas to back up that borough wide decision. But if there were certain areas that obviously haven't had that local consultation, it would be reasonable just to have, you know, maybe send out a question ask him, this is what's happened, this is what we're going to do to get a general feel. But if they've done their job properly, then you shouldn't make too much of a change, if you know what I mean.”*

#### 4.5 OTHER KEY ISSUES RAISED FROM DISCUSSIONS.

##### 4.5.1 *The need for more information – earlier and throughout the process.*

One of the overriding comments that emerged from this phase of the research was that people wanted more information and this is finding is entirely consistent with the perspective of residents in phase one of this research (self-selecting residents). Residents want information earlier in the consultation phase; more detailed information to help them make decisions and after the consultation, more information regarding why decisions were made. If consultation did not occur and a significant change was implemented, then residents still wanted to be fully informed about it and the rationale behind it explained with evidence presented.

*“If I'm used to travelling the same journey, and then suddenly, it's 20 miles an hour, and I get a speeding fine, because I'm used to travelling 40 miles an hour through there then if it's clearly signposted when I'm driving, then that's fine. But if it's not then I'm not happy about that. Contacting everyone about it needs to happen. I definitely want to know, before I drive through that area, whether that's clear, signposting, or being told in advance.”*

*“I would expect to be told it was happening. So, the whole thing was going to become 20 miles an hour and want to know about it. I would almost go as far as to say that, probably London needs to know about that.”*

*“Because when you implement stuff like the LTN's, and you haven't really consulted people, they get really frustrated. So, the impact that these have had on people were that they were very unhappy. Better to be safe by talking to people in the neighbourhood and letting them know what you guys are planning?”*

*“You want the full research? Yeah. So why shouldn't we have the same thing when you're claiming it's for health and safety? If you're claiming is for health and safety? If you're claiming it's for the benefit of the residents? Where's your facts? Where's your evidence to say that this is so, if you've got a full explanation as to why something's on then you will make adjustments around that. But if you're just plunking things in for the sake of it, you're not going to get residents cooperating.”*

*"I think I think that's the crux of all of these things, whether it's a blocking of pavement for five minutes, or introducing 20 miles an hour, or you just have to let people know and give them good reason, and with enough time for them to alter their lives accordingly."*

#### **4.5.2 Young people consultation.**

Many residents felt strongly that younger people need to get involved and have their say and suggested a number of ways to do this, which primarily involved social media and tagging. One respondent suggested a 'Ealing Young People (EYP)' logo and tagging to bring attention to the matters relevant to this age group.

*"I think social media is the only way you're going to really get them on board. It has to be especially I think young people need to be included in upcoming projects and things that really will be affecting them and we talked about stuff like the Gurnell Leisure Centre going it obviously affects the whole community but there was the gym in there and it was quite cheaper for young students to go in there..."*

*..So, we want young people to also be putting back into the area as well. We want the area to be liveable, so we want them going out into London or into central places, but to also be in the local community spending. Shopping, and living there. So, I think young people are really crucial in regard to the region and what they think will help. I was thinking, from highest secondary schools, so maybe sixth formers, because particularly school children are quite wise in what they want and think. Colleges too."*

*"I think the first point, you have to have a social media campaign or social media manager in the council. It's the tags isn't it. Your Twitter tag, once you have your tags, any social media platform you use, it will link all to all of them it will see on Facebook, everything if you haven't even got a tag for a consultation, never going to come up. And when you do in your post, your tag everything consultation, transport, you just take it all in, you will get your audience. You could do something like EYP – Ealing Young People or something like that to bring them in. Create a logo, do something that can bring young people in when it's more like we want you to participate in this, we want you engaged, because that's what gravitates them, the bright colours, the tags. This is about convenience; we all know the convenient generation. So, you want something that's quick and easy. I can be sitting here on my sofa and access it on my phone, could do it, not too long, can just answer a couple of questions not being stopped in the street when you're in a rush, trying to get all your information on that. "*

Suggestions were made that a local 'champion' could get involved with the local kids in the borough to help them have their say.

*"They're going to need some people who are respected by young people actually promoting some of these things. They need someone that's the face to front it, I think young people will be more engaged, it has to be the consultation that probably is for them, that's relevant to them, like skate parks or whatever you want. That's probably when they would engage. To be honest, we're not going to get a large representation or of young people involved, but as long as we can still have a group or a percentage of them then that's something."*

#### **4.5.3 Difficulties in making contact.**

Residents had experienced a number of issues in contacting the Council for various 'council' related issues. The key issues cited by residents were primarily;

- Website considered old fashioned, non-user friendly
- Phones are rarely answered
- E-mails rarely acknowledged or responded to
- Phone calls are rarely returned when messages are left
- Residents struggle to find or obtain the name of people to contact.
- Lack of available names and contact details generally for residents to contact

*"It's very difficult to get in touch with Ealing Council. But our local councillors are very responsive and accessible via email. But the departments in the Council are very difficult to get hold of and the websites are a total mess. Slow. The complaints portal goes unanswered."*

*"A massive priority is the website. I would say it is a massive priority. Oh, it's terrible. You're just fuelling people's stress. And it's such an easy one to fix."*

*"I've got friends who have had enormous difficulty getting hold of the Council to do with their children, queuing up outside of the building for hours and hours. I know when I tried to get green recycling bins, that took six months and I had to follow up a second time. Just really, really inefficient, really hard to get hold of."*

*"You're lucky if you can make sense of the website to even find a person or a phone number, let alone somebody you can contact. You can try and find a phone number. You're lucky if they answer the phone. It is literally a ghost town."*

*"They are severely understaffed. If they've gone digital, they need some really, really competent digital people in their team. Their website needs some overhaul to clear to make it clear and not repetitive. Sometimes you jump from one page to the next and that the information is unclear."*

*"The website is terrible. You go onto a web page, and then you click through, and you go around in circles, and you end up back where you were. It's just terrible. And as for contacting them by phone, well, I'm not sure anybody works there anymore. I think they've made everybody redundant. But it's not a good experience. It's frustrating because it can take you six months to get through to them, but if you drive through an LTN you get a ticket for that in 24 hours. So how is it they're efficient in one thing and yet completely shocking when it comes to everything else you pay for?"*

Comments were also made regarding public consultations with some residents feeling that the Council were not wholly committed to undertaking thorough and representative consultations.

*"Anything to do with Ealing Council is literally about ticking a box. They spend the money on things that make no sense when it comes to the roads. The zebra crossing placements are just beyond questionable. Sometimes they just plunk things in, and then they tell you after. If they genuinely want to know, then they need to do their research. You speak to your residents, you speak to your road users, you speak to your local businesses and physically see what it is you're making a decision on. Not just look at a map and decide right, we'll put some here today. Unfortunately, that's the whole tone of Ealing Council. So, they need to be more researched, more accurate in their findings more accurate in their data and look at their forecasts. What will this effect have on this, this and this because then when you're having those consultations with all those users, when you make a decision that's ultimately going to upset someone, you've got your facts, you've got your*

*data to say, right, we've done this, we've looked at this, we were aware of this, but we made this choice based on this, this and this, and that outweighs that choice."*

*"I guess the reasonable thing would be, though, to fully inform residents of why that decision was made. Because I think half the problem with the consultations is that it's just a tick box. Most of the time, they only do these things to make you look like they're doing the right thing, and they're going to make the decision they want anyway. So, is the format in which you're holding the consultations, do you actually want their opinion and their suggestions? Or are you just doing it because you need to look like doing the right thing."*

*"You're not going to get people turn up to consultations, when they already know from the tone that Ealing Council don't want to know..."*

#### 4.6 ENGAGEMENT, PROMOTION & COMMUNICATION

Generally, the view across the respondents was that residents would like Ealing Council to be much more proactive in getting the message of any consultation that would affect them out into the community. Residents saw no point in the council being passive and for example just putting it on the website and hoping residents will find it.

Residents were very clear in their view that a number of approaches are required for *any* project engagement or consultation, and this would assist in widening the visibility of the consultation. In areas where different cultures are prevalent, residents suggested some form of events with free food and drink would encourage much of the community to come out and the consultation could occur at these types of events. Other suggestions were getting the local church and mosque leaders involved and asking for help in accessing those who are less able to give their views in the communities.

*"I'm on a WhatsApp group. I don't know, 100 of the people on there, but somebody has been to some community event, probably at the library or whatever, at the job centre. And then they've let everyone know, and that's, how we all find out about anything that's happening around here."*

*"Thinking about going to the community leaders. It's getting that representation, and maybe the council needs to think about breaking down each of these areas; how to reach the young people; maybe those with disabilities or faith groups. Think about what the best way is to contact them, but obviously, if they're hard to reach, and they don't have access to internet, then maybe different approaches or different languages can be used. We're looking at maybe having a community outreach, someone that will speak to them and make them aware that their voice does want to be heard. They will be represented, so it's about the Council thinking about each area and how best to target and how best to outreach them and because everyone will require something different."*

*"Community groups, you have faith leaders, but depending on the size of that place of worship will depend on what that relationship is held with their congregation. There is now a pattern, there is a trend where congregations are declining. So, whether that will work in the long term is another matter. But you've got interfaith groups, they run quite regularly. You've got places of worship that are delivering other services. You've got knitting groups going on, you've got lots of different groups going on."*

A high number of residents felt that the traditional approach of a letter was one of the most effective ways because people so rarely get letters from the council, they realise it would be important to communicate.

*"It's so easy to email multiple people in one go. But then you're not accounting for the people who don't use the internet. So, post probably would be the best way. For me personally, just because everything I do is online. So, if I do see a letter, I know it's something new and important, not like a regular bill, I will open it. But I know a lot of people who don't even read post, so maybe there's like a multiple pronged attack you need here?"*

*"Some people don't use social media at all, and the people that do I don't know if they follow Ealing Council and people usually use social media to communicate with one another. I think the post is really good to reach people, because when post comes through the letterbox people generally skim through to see what it's about before they chuck it in the bin. So maybe as well as post, you can send a text message to people as well. Some people don't email, so maybe text messages is a good one."*

Some residents felt that advertising and promoting should occur in places where people go with a regularity. For example, shops, transport, bus stops, stations etc.

*"I think advertising it on the side of buses and stuff in the borough and bus stops and stuff; that's the kind of thing because it's around everything that you do day to day, and you come across it often. So, you might see something once and it just won't go in. Whereas if you see it on a bus or three, four times in a week, you're like, oh, yeah, that's happening."*

*"Perhaps at the library or at community centres at places of worship. Maybe the job centre anywhere that that that people will be spending time. It has to be a combination of approaches though."*

*"I think people's local kind of stores where you go multiple times, will be good, because you, you can sort of, even with posters, you sort of see it, and you kind of go Yeah, okay, and then will forget about it. But people go to their local laundrette or whatever, multiple times a day. So places where people visit multiple times, I reckon would be good."*

With regard to engaging with younger people;

*"I think social media is the way forward to get young people more involved and communication. Using that isn't going to give you a fair representation of the population as a whole, but it'll be skewed to social media users, which are mostly younger people. "*

*It's not just social. I think if one stuck to a magazine and a letter through the post, obviously, you're going to get certain people. So, I think it's just about reaching everyone different ways. I was going to add that if you haven't got your youth centres anymore, or as well as your local boxing centre, or whatever. Obviously, teachers at six form would be great, because they know they are building up their CVs for their UCAS applications, or their apprenticeship applications, and career. Teachers of secondary schools that are responsible for careers, they will understand that this is a great opportunity. But also, this is going to take this to if there isn't currently, this advisory service for Ealing Council will take years to develop. If you start with something that is a little bit more relevant to them, be that Skate Park or Leisure Facilities that they really understand, then, when you end up asking them about something a little bit more boring, like a road plan, they're more likely to take part in that as well."*

Specific suggestions for engagement were as follows;

- Leaflets, letters, e mails to households
- Door knocking consultation in key areas where there are 'hard to reach' go with trusted person in community (faith group / outreach worker etc).

- Social media targeted specifically to younger people
- Advertising on buses, bus stops, throughout the borough in shops, local meeting places etc
- Use the local newspapers to highlight consultations happening or changes
- Faith leaders
- Community groups
- Local community events – tailored to the area
- Outreach projects
- Keep fit groups – active groups
- Local support groups
- Set up specific groups to engage
- Advertise at food banks / baby banks

#### 4.7 OVERALL RECOMMENDATIONS - RANDOMLY SELECTED RESPONDENTS.

1. Residents would like Ealing Council to be more accessible to them. Particularly with respect to consultations – ideally, clear contact details (email and phone number) could be provided. There is a desire from residents for more information and justification about transport plans and how this will affect people. Also, when these are implemented, schemes need to be widely publicised.
2. Residents are keen to be part of the process of decision making in their communities. They want to hear the plans, the rationale and evidence and be able to give their thoughts. They also want to understand, when a decision has been made, what the rationale is that supports that decision or change. Residents need to feel they have a voice, and that it is being listened to.
3. Residents would like to see plans and strategies presented for discussion at a much earlier stage. Residents want to feel like their voice matters and that that the process hasn't already been decided, with consultation just being lip service.
4. Residents were adamant that more than one or two methods of promotion need to happen to 'get the message out widely.' They believed a combination of different approaches was crucial to success.
5. Residents want reliable, independent and representative information. Residents expressed distrust with historic information used to make decisions, so all research going forward ideally needs to be clear, neutral and not leading in any way to skew results.
6. One of the critical areas mentioned was the involvement of local business in any consultation. Residents felt it was important to involve local businesses and discuss how these changes would affect them. Some parking restrictions have seriously affected some businesses in some of the borough and as a result they have had to close. Also, for some self-employed individuals that work in the borough, the impact of speed controls or LTN's have seriously affected their overall productivity and ability to get to come clients. So hearing the voice of this community is essential.
7. Harder to reach groups need to be recognised and included in the discussions and there will be challenges in recognising and involving those residents. There were many suggestions on how to try and engage from contacting resident associations, faith groups, support organisations as well as taking the 'message' actively and directly into those communities.

