TRAVEL IN EALING CHARTER - SUPPLEMENTARY QUALITATIVE RESEARCH AMONGST SELF SELECTING INDIVIDUALS FROM COMMUNITY AND INTEREST GROUPS (PHASE 3).

PREPARED BY LAKE MARKET RESEARCH

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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.

- The following research programme was undertaken but this report focuses on the findings from phase three of the project (please see detail below). The findings from phase one and phase two have been presented in a separate report.

PHASE ONE

- Phase one focused on the process of talking to 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 and all 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. Twenty four residents took part in total.

PHASE THREE

- Discussions were undertaken with a range of individuals that represented the interests of some of the different groups within the Borough as part of this research. A list of eleven individuals that represented the various stakeholder groups were provided to Lake by Ealing Council and were invited to take part in the research. Six individuals were available to take part in the timeframe given for the discussions to take place. The research focused primarily on how to best engage with residents across the Borough and by which methods.

SUMMARY OF FINDINGS

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

- Following on from the first two phases of the research with self-selecting and randomly selected residents across the Borough, a small number of discussions were undertaken with a range of individuals who had expressed an interest in giving their views and

represented the interests of some of the different community and resident groups within the Borough. These discussions largely focused on the best and most effective way to consult residents around the Borough on forthcoming transport projects.

- Consistent with the first two phases of the research, there was a desire for information and dialogue with the Council to occur at a much earlier stage of consultations i.e., the earlier planning concept stages. They would like to be able to have their say and genuinely help to contribute to plans and strategies. Not just at the outset but also throughout the period of consultation to ensure that the dialogue continues.

- Respondents wanted more information to be provided about plans. More information that covered what Ealing Council are trying to achieve, how they will go about it and when this might happen; as well as how these changes would affect residents and businesses etc. As with phase one and two of the research, comments were made about widely publicising rationale *behind* schemes or projects and provide further feedback for residents regarding *why* certain decisions had been taken.

- Echoing earlier findings, there was a sense from some that the Council are reluctant to listen or engage with residents or the local stakeholder groups. Some felt that the consultations are merely lip service and that the Council will do exactly what they want to do, irrespective of the findings from residents.

- Generally, respondents lacked confidence in the 'local knowledge' of some Council Officers in the transport team. Respondents felt that as residents they '*knew*' the borough well and the problems that were intrinsic to it. As a result, they felt that they were perhaps in a better place than some of the Council Officers to make plans or suggestions and as a result this underpinned the view that they had a valid voice to give input and suggestions.

- As outlined in the first two phases of the research, effectiveness, and involvement of local councillors across the borough was very patchy, with a minority having a good experience to share. Respondents were very frustrated with local councillors feeling that they never acknowledge or respond to contact from residents either individually or from the various groups they represented.

- Points were also made regarding the perceived mismatch between the Council's green objectives and their practices, examples being the heavy lorries servicing the factories that are in and around the residential neighbourhoods in Southall. This was mentioned along with the suggestion that these businesses should be relocated to reduce pollution in the Borough.

- Points were also raised about Ealing Council needing to be clear regarding where the responsibilities between TFL and Ealing lie, (i.e., Red Routes), with respect to transport issues and plans.

1.0   Introduction & Background

This research is supplementary to two earlier phases of research undertaken.

PHASE ONE

Phase one focused on the process of talking to 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 and all 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. Twenty four residents took part in total.

1.1   METHODOLOGY

Discussions were undertaken with a range of individuals that represented the interests of some of the different groups within the Borough as part of this research.

A list of eleven individuals that represented the various stakeholder groups were provided to Lake by Ealing Council and these individuals were invited to attend one of two online focus groups. Six of the individuals were available to take part in the timeframe given for the discussions to take place.

One focus group was undertaken 'online' with four respondents and further two 'one to one' discussions via phone interview were also undertaken.

1.2   DISCUSSION GUIDE

The discussion guide was created by Lake Market Research and approved by Ealing Council. A very similar discussion guide was used to the first two phases of research but removed the testing of who should be consulted and instead focused more on how to engage and by which methods.

2.0 Main Findings

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

2.1 AWARENESS OF THE TRAVEL IN EALING CHARTER

Testing whether respondents had any awareness of the Travel in Ealing Charter, highlighted that awareness and familiarity overall was very low with no respondents having a clear idea of what the Charter was.

"I don't think I've heard of it."

"I think I might have heard about it, but not bothered to read the details."

"So, my understanding is that it is basically meant to be forums for people from around here to get around the table within Ealing and somehow reach some kind of consensus or something."

"I haven't specifically heard about it. But, if this is in relation, or connected to the cycle routes that are being put out, and the changes in road markings, bus lanes, and so on, so forth, then, I've put two and two together."

"Well, I believe it's some sort of consultation that the Council are doing that sort of seek views of residents. With a view to taking various initiatives forward."

2.2 VIEWS ON WHAT SHOULD BE INCLUDED IN THE CHARTER

An outline explanation of what the Charter was likely to be was outlined to respondents. Respondents were then asked whether there was anything specific that they felt should be included in the Charter's contents. A number of points were raised, and these were:

- Earlier consultation
- Definition of boundary responsibilities
- More supporting information and cause and effect information
- The importance of including local businesses
- Clear definition of what the consultation actually is and what the terms of involvement are
- Active publication and promotion of changes implemented and correct road signage

2.2.1 Earlier Consultation

One of the key issues mentioned was that respondents wanted to be consulted earlier in the process of planned changes within the borough and that the Council actually took on board the issues and comments raised.

Respondents were firm in their belief that Ealing Council needed to listen to the people that live in the Borough as those are often the people that understand it the most. There was a strong feeling that currently this did not occur. Some respondents also mentioned wanting more justification of why decisions had been made and required more of an

explanation regarding why various things raised were not (or hadn't been) taken into consideration.

"Being consulted at all is the key thing and there needs to be a dialogue and it not be just a one off. That feeds the point about getting feedback. Then listening to what we say and acknowledge that the people who have lived in Ealing and continue to live in Ealing are considerably more knowledgeable than a number of the officers who have been employed by the Council for a matter of weeks or have never ever lived in the Borough."

"I'm just thinking about covering lots of things that we've suggested over the years, and they've not happened, and we don't know why, or who did and didn't agree, or why these things went through."

"I think there does need to be a lot more back and forth conversation going on. But one thing, I would caution that I'm actually questioning what people mean by being consulted, because, if the Council has a manifesto pledge to do a thing and then they spend time and effort designing possibilities of how they're going to do a thing. The consultation isn't going to be a referendum, right? It's not going to be a yay or nay. It's going to be, how should we do it, perhaps present a, b, and c, or perhaps present the consequences of the options and let people understand what the effects will be."

"Perhaps the information has to be an inverted pyramid sort of structure. Where the most important stuff is very easy to get to and for people who care to, they can drill down further, I think that typically what we will get often is either an extremely sort of airy diagram that gives you information at very low levels, or we will get piles and piles of black text that you have to spend hours reading through, it'd be very nice to have, the whys and some of the motivations and some of the processes and some of the history a little bit more upfront. Then those of us who actually care about the diameters of curbs and that kind of thing, can keep going. But most people will just see the headline and see the first paragraph and go Oh, I understand where I stand on this now."

One respondent made the point regarding a need for clarify of what Ealing Council were responsible for and what TFL or the Mayor's office were responsible for, with regard to roads and transport plans and projects.

"It's a case of being clear. Obviously, this is where communication comes in, of where the line is drawn between what is the Council's responsibility and extent of their responsibility? And TfL? Because, as far as I understand it TfL are responsible for any of the red routes and the Council are responsible for everything else."

2.2.2   More information on modelling, cause and effect.

The issue of providing information to residents regarding potential traffic projects and the level and detail of those proposed projects were raised. Respondents cited a desire for greater, in-depth information into the assessments or modelling that had occurred on potential transport plans; essentially wanting better quality information and justification of proposals.

> *"In the past when some things were proposed, some degree of assessments or technical assessment was done of the impacts of those proposed things. In more recent years, the Council seemed to have gone the way of 'we'll try something out and see if it works.' A lot more work could be done beforehand and presented to residents, and others, but basically, now we have a 'let's just see how things go' regarding the impact assessment. It's just like, 'we've got this bright idea, and we'll try it out and see.'"*

Some felt that information was not readily provided or accessible and they had to constantly search and try to find some of the more detailed information required, and that this process was very difficult. However, respondents also recognised that everyone would not necessarily want to see all the detail, so they were careful to propose that this could be stored on the website for example with some easy links made available, but the point made repeatedly was that these links needed to be widely promoted.

One of the most consistent findings from all of the groups spoken to was that people want to fully understand the following:

- How proposals will affect them
- What will the impact be of the changes
- How things will change
- When will this happen
- How long will it take
- When the changes are happening / what timeframe.

2.2.3 Inclusion of local businesses

Respondents felt the involvement of local business in any consultation was paramount. Those that worked and lived locally and who would be likely impacted by any changes were considered crucial to consult.

> *"Businesses may be seriously impacted. It's not just residents who need to have their views taken into account. It's businesses as well. I don't know if you're talking to any businesses. But that's a point that needs to go back."*

> *"There are issues where the Council really does need to go to the businesses themselves because some of the things that have happened, some changes really didn't take into account some quite practical things like very large vehicles delivering things."*

> *"It needs to be realistic and you do need to take some analysis of what the business needs are. Because when you interview shopkeepers, for example, they will always say no, I absolutely need that parking space in front of my shop for my customers to come. They park there, they come into the shop. And yet when you actually put a film camera on it for a week, you'll discover that the shopkeeper parks there in the morning, the entire time and never moves. So, the narratives need to be checked against reality, I think."*

Respondents also made a point regarding the number of large manufacturing businesses operating in Southall and the amount of traffic needed to service these factories. There was concern that these businesses are serviced by very large lorries, and these create significant pollution. Respondents felt that Ealing Council needed to review this in light of their commitment to climate objectives and reducing transport within the borough.

> *"The traffic is inappropriate for now, in this day and age. Historically, Southall was a place where people had their businesses or businesses were located, and people lived in and*

around the businesses. Now, with the climate crisis, it's no longer an appropriate model to have industrial sites with lorries delivering to industrial sites within the residential area, which basically means within Southall or town centre, that would include Southall Broadway and the green area. It's no longer sustainable and I think that the Council needs to commit to a programme of supporting businesses to move to appropriate sites on the outside of the town centre, which there are more than plenty of."

"These industrial sites are situated within residential streets. So, the 40 foot lorries are delivering, passing through residential streets, going over and over bridge back again. It's all circulating within Southall and the pollution when you walk from old Southall to the station, to the new bridge, you can markedly feel the pollution, it's a marked different quality. To the point where you sort of hold your breath until you get into the station."

"There's a lack of enforcement of existing regulations, around operational hours of businesses out of permitted hours. The businesses themselves use the ignorance of the population to their advantage and this adds to the pollution".

2.2.4 Active publication of changes for road users / improved signage and warning.

The issue of a lack of awareness regarding changes that had been introduced was raised. Some respondents were concerned with the fact that the Council had historically been poor in publicising changes to the road layouts and alternative routes and as a result, people had been penalised when they used their usual routes to find a change they were largely unaware of. Respondents cited that many old traffic signs were still in operation and new signs saying that things have changed were often in the wrong place and too small for passing traffic to see it or take notice. Respondents expressed the need for clear publicity campaigns (perhaps using large maps) needed to be used extensively throughout the Borough and that this would significantly benefit all those concerned.

"This is where the Council is falling down now. They're not actually showing people how they're supposed to use this new scheme. I don't know why they haven't put maps up. That is a clear gap in the whole scheme."

"It's just outreach - you know, appreciating that when things change, the Council put signs up that say, new road layout ahead. That doesn't tell you what the road layout is, doesn't tell you what decisions you need to make. It just says, we've done some things and I think that we just need to make sure we need to be ready, you know, give warning - a couple of junctions ahead to tell people. "

2.3 HAVING YOUR SAY

Echoing points raised in the earlier phases of the research, stakeholders felt that contacting the Council was very difficult. They felt there was no clear method of contact that elicited a response and as a result this was frustrating particularly when asking for information to plan and discover changes being made in the Borough. Some criticised the Council, for not answering the phone, having a bad website and for not having a list of officers and their contact details. Other respondents made the point that there was a significant drive for a lot of organisations to avoid contact with customers and communicate digitally. The language barrier in the borough was also cited as a serious obstacle for some parts of the community.

"There's not an obvious route to contact the Council."

"One of the problems with the Council is that it's virtually impossible to find out now who works in that team, to contact them. My view is the Council should publish email addresses and direct phone numbers for every officer. I know that they'll never do that. But they've got worse and worse over the years."

"Contact is actively discouraged by the Council. They don't want residents contacting individuals. I know we all have the same problem. Emails, interrupt your daily life, and you can't get any work done. But they've got to accept that. Then the Council is then 'everybody must contact us digitally.' If you don't provide the addresses to contact people, people can't. So, I think the Council makes it virtually impossible to contact anyone."

"There is a culture of not responding. At the highest level also, when something wants to be avoided, is just not responded to. It's down to the resident's persistence and determination to force a response."

"Relying only on digital communications does have its own barriers. But I think that even in digital communications, I think we can all agree the Council are not particularly good. The thing that I'm particularly worried about is the website. Because I am looking for the ability to get deep into a scheme to look at the history to connect it to other ones to the entire planning and consultation process over the years. I think I often look at Hounslow Council, and I look at Ealing Council and I look at the two websites and how you look up a transport proposal of any sort. And Hounslow wins hands down every time their website is phenomenal."

"Some cultures that live in the borough don't necessarily understand the construct of a local authority in the United Kingdom, because there are a lot of people living here who come from India or elsewhere, and just don't have experience of local government in this country, and don't necessarily have the language skills to find out. The Council don't make it easy for people to contact them."

"Very often we will say, Listen, we've tried for six months to find this information on the website, no amount of digging through or searching through will get us there and someone inside the Council will come back five months later and say, 'what are you talking about? It's this link right here.', it's a link that's seven miles long, there's no way we would have been able to guess. So, there's no way it was clicked from anywhere that we saw. So, I think it's not necessarily there may be amazing information on there. I think it is poorly organised and poorly presented."

There were also comments from a few respondents that the Council only really paid 'lip service' to consultations and went and continued with their own agenda much of the time.

"I know it sounds cynical, but I can't help feeling that it's the case of 'We're going to do these consultations. We're going to seek everybody's advice.' So that ticks that box, but at the end of the day, we're going to do what we want anyway."

2.3.1 Lack of local knowledge

A few respondents mentioned a lack of confidence on the knowledge level of the Council with regard to 'local knowledge' and knowing the area as well as the residents. This was also a finding from phase two of the research, with randomly selected residents.

"I think there's some serious concerns about the competence of some of the officers involved, even of how much they know and equally of even their own sort of guidelines. I've had a recent case where we're talking about a small sort of thing, but they've done something, which now seems to be completely against at least four of the particular things in their own guidelines."

"One of the things that I was putting to the various Council reps that were involved with the LTNS was that if you'd like to come down, I'll meet with you and explain what the issues are, but then I was actually saying, but you need to come at a specific time, when the problems are encountered. For example, rat running happens first thing in the morning, and late afternoon, early evening. So, obviously, that's when the Council should come down and see it for themselves rather than sort of coming out half past 11 or half past two in the afternoon when everything's quiet. It's frustrating."

2.3. 2 Ward Councillors

Points made in the earlier phases of the research were repeated again concerning the effectiveness and involvement of local councillors across the Borough being reported as patchy in their effectiveness. Some respondents felt that that their local councillors were effective, while other ward councillors were rarely seen or heard from.

"I think the majority of residents do not have councillors who serve them well, or at all. Many of the counsellors do not bother to respond to resident requests, and many of them wouldn't have the first idea or any interest in resolving your problem if it means going to officers and actually doing some work themselves. So, it's great if you've got the right councillors but in reality for the majority of people, it doesn't work. Sadly."

"Our {group} is an Ealing wide group. So, we have residents in all wards. So, I think if you're a group that's very ward focused on one or two streets, I understand that, then you are going to be much more limited than if you can say, hey you're in this ward, your councillor is actually in head of head of transport or whatever, right? That's a little different."

"Not really sort of terribly impressed with them at all. I think years ago, they did tend to be a bit better, some of the local councillor but certainly my recent experiences have not been so good."

"I've sent emails to our local councillors since the end of last year about various issues in this area and despite a number of reminders, I haven't had a single response.

There was also mention of community officers in the community, with the idea that they might be able to assist in areas of consultation going forward.

"There is a community officer in Ealing, Southall has one, and she's also not that great at responding. She responds when she wants to...but there is a model of a link between the

community and the local authority and that is in these community liaison officers, perhaps they could help?"

2.4 ENGAGEMENT, PROMOTION & COMMUNICATION

All respondents were in agreement that methods such as letters, leaflets, e-mails, advertising across the Borough, links to websites, social media campaigns etc would all be effective, but made reference to the rule of seeing something more than a few times before the brain registers it. These respondents were firm that a number of different methods needed to be employed together to raise awareness across the borough of consultations. Many felt most of the options proposed would be effective but stressed that they needed to occur concurrently.

2.4.1 Traditional methods

Traditional methods of communication and engagement such as leaflets and letters were considered to be very effective as there was a feeling that people read letters from the Council because they were fairly rare.

"I think when it comes down to it, a letter is the only approach to get to everyone. Because, okay, you can talk about putting announcements on the Council's website or social media. But of course, not everybody has access to that. Yeah. Or even if they have access they wouldn't necessarily get the notifications?"

Respondents agreed that e-mail could be effective to some residents in the Borough, but there were limitations, such as the risk of e-mail fatigue for some residents.

"I get an awful lot of emails from the Council that I'm not in the least bit interested in, because obviously, they've got my name, email address on the list. I do get some stuff that I'm interested in or they suddenly contact me to say that they're no longer going to provide this information by email. Well, I find out some other way, which they don't ask me, so it's a good medium, but I think I think they're probably find that their email lists aren't what they should be."

Some respondents noted that there was a digital divide and that e mails would work for some people and not for others. They also made the point regarding social media, where it was expected that the younger people would be the majority to access this medium, with perhaps more detailed information supporting the consultation on a specific link.

"There are all sorts of digital divide issues and there are just people for whom email is not the best method and there are others. It's sort of like asking, should we get rid of postal mail? No, it gets to every address, right? But you've also got to try different overlapping communication types, I think."

"Social media can only communicate a short, sharp message. You can't convey a quantity of information on social media. That's not what it's there for. It's going to be very quick. So you could say, there's a consultation - go to this link on a dedicated website. But you can't give all the details of the consultation. Equally, on mobile device phones you can't assimilate and consider information or at least I can't, I need, I need a bigger screen. I think you have to be under 25 to be able to do that with it with any comprehension."

One of the overriding points made was that the quality of information issued needed to be good. Respondents talked about perhaps using graphical representations/maps, rather than text heavy messages more often to get the message about changes across which would also help in areas where language was considered a real barrier.

"I like to see a website or something where you're dragging and dropping things around and writing comments. I think a lot of us want to see a big PDF, or a big map or like a broadsheet newspaper explaining things. That's our mode of engaging with this stuff and then we'll want to circle things in red pencil and comment."

2.4.2 Public Exhibitions

Respondents approved of the concept of using a public exhibition style of consulting. Some felt this gave people a greater opportunity to ask questions and see the proposals in more detail and have people there to answer questions. The feedback from other groups suggested that when events like this were organised well, they were very effective.

"For an exhibition, you want to put forward a transport plan, or whatever it is you can advertise, that documents can be viewed in the library, and then people can go into the library and view the documents and the information, and then there's somewhere that they can respond as part of that consultation."

"I have seen these processes work fairly well, when done by Transport for London, during a time when they had slightly more resources than they have now. The format tended to be a sort of exhibition hall with models if they had them, but a lot of it was easels with these sort of giant maps and things so you could walk up to them. The detail was high enough that you could actually pick out every little flowerpot or letterbox or whatever. I think that you could stand around them, you could have discussions, they would have team members from all sorts of angles of things…
…"And they would have a couple of engineers etc, and a representative of at least one of each type of expertise, so that if there was a question they could answer it. That was helpful. But I think also, it really was a very public event, it wasn't just bringing some people into a meeting room somewhere, it really was, we're taking over the Kew Bridge Museum of water and steam, auxiliary room for a day and setting this up or something like that. And so, it was very much like a very public exhibition. And so, you know, everyone was taking pictures and making comments, and it was something that was talked about publicly. And I think that that was possibly a bit more useful in some ways, then, you know, inviting people behind a curtain to see some maps."

Respondents made the point that they wanted clear guidelines at the outset regarding what they could influence and what they couldn't, and the phrase "terms of engagement" were used. As well as being completely clear regarding what the consultation actually is focused on. This was a point that has been echoed throughout the research.

"I think there is a misunderstanding that consultations are a referendum, and that it is about giving residents a veto over doing anything. The biggest problem we have right now in the consultation process is when sometimes people say I wasn't consulted, they absolutely were, but no one came around their house to sit in the nice chairs and have tea and offer them a personal veto on a project and that's what they mean when they say

that. I think that needs to be something where we need to communicate from the beginning to help the public understand what a consultation actually is. Because I think there's been a lot of misunderstanding recently."

"Obviously they can influence something, or they wouldn't be consulted. That has to be in the equation somehow. But the real metric needs to be 'you need to understand what it is that you're getting involved in and you need to understand the terms of engagement' because otherwise, people can be much more effective if they know the limits of their input. Because they'll say, oh, my goal is trying to stop this scheme, let's say to prevent it from harming something that I care about. Noble goal. If I can't stop this, at least now I understand it and can say the important thing is it needs to preserve this thing I care about. That can create a much more constructive and productive engagement process. As soon as everyone understands this isn't a yay or nay, kind of vote. This is absolutely, getting input for details on a scheme that maybe pretty much a foregone conclusion it's happening or, you know, but it can be done better. And it can be done in a way that that that prevents strife."

2.4.3 Ensuring representativeness.

Respondents were asked how, in their view, the Council could ensure that as many people as possible took part in the consultation. As well as the 'self-selecting' respondents who register to receive information and contact from the Council, the view was that some form of research survey of a robust and representative sample of residents should be done. Also undertaken in parallel with deliberate work by the Council to include some of the harder to reach groups.

"I think there needs to be some kind of randomised market research type selection going on. Because I do think that is the sort of measure; you don't have to reach everybody, you don't have to reach out to 300,000 people in Ealing, or whatever the population is these days. In order to get a correct representation, you just to make sure that you're not only reaching out only people in you know, Northfield ward or something like that."

"I think being representative in any sample for anything is always very difficult. Because not everybody is necessary equally valid in terms of being asked for their opinion, you need people who do know what they're talking about, you don't want people given equal weight when they just come up with ideas off the top of their head, because they've been randomly selected."

"I do think that the size of projects should dictate the sort of the methodology, it may be relevant for larger issues. Let's say, we're talking about a transport plan or a clean air action plan - these are major issues, it may warrant spending the money. But then, some issues are perhaps less important, you could do something different."

A few respondents did question the validity of some views of people that were randomly selected though and felt that they may not have valid points, or in some instances or be able to make informed decisions regarding the nature of some of the proposals.

"I think that self-selection does mean that people taking part are taking an interest and may well have some knowledge on which to base their arguments. But certainly, there needs to be a way of engaging to an extent than those who aren't so easily engaged, but

you can't force people if people don't want to get involved in decisions in their area, that's fine. Just don't moan about it afterwards."

Other respondents felt that different parts of the community might have a different perspective to share.

"I think it's important to have a way of going to perhaps a wider audience who are not so knowledgeable basically, because sometimes those of us who got very worked up about events or changes, might have got ourselves into a stage where we say 'Well, some things that are very important to us.' But quite frankly the rest of the public may not see it that way. I think is important to try and reach out and perhaps some just the different ways in the get different people."

Some respondents felt that involving business would be difficult in some areas as many business owners don't live in the borough. However, it was suggested that those businesses that become involved are promoted as such by the Council, therefore raising awareness and is also some free publicity for the business.

"It would be a good idea to get businesses involved in becoming active in the shaping of the area, whether it's the transport, planning or whatever other agenda that's on the table. But I think you will even find it very difficult to get them to do that, but one way that may work is awards and exposure. For businesses, in other words, that doing the right thing leads to, you know, a lot of responsibility that they're recognised in within the area. Doing things responsibly, legally, participating, etc, that the business is rewarded in some way, perhaps through mentions in local Ealing newspapers first? Businesses could be mentioned for participating in a scheme or giving feedback or whatever it is they're doing, that they're behaving legally and responsibly. And those businesses that are not could also be exposed."

Respondents recognised the difficulty of getting to the 'difficult to reach' groups and recognised the challenges of including them in consultations. There were comments such as printing the consultation in different languages and holding specific events in certain areas. The point was also raised about how to engage the people that were time poor, and how the Council could target those who were perhaps invariably far too busy to respond or contribute.

"I think for recent arrivals, people were who don't have English as their first language. It's fairly obvious, they're going to be more difficult to reach. As for recent arrivals and transient people who aren't committed to the borough, it's much more difficult to engage with them. We talked about younger people, but there are there are ways that they need to be different. Older people tend to be more excluded, because they may be less likely to go out. So, putting stuff on the street doesn't work. They may not want to go to meetings, they may also be digitally excluded, there's also people with certain disabilities."

"The information has to be in multiple languages. It has to be in the languages that are spoken here, as well as English. There's also a social media platform called UB1/UB2. It seems that everyone (well, a very large number of people in Southall) look at this site and engage on it very actively."

"One of the things that tends to happen is we do tend to schedule around people who can afford to, you know, spend the hours to do these things. And I don't know how we reach

people who are perhaps, busy parents on the go, right? You know, people who've got a three year old and a seven year old and are just struggling to keep them both together, at the same time. We've got to figure out how to reach those people without time and respect their lack of time at the same time."

3.0   OVERALL RECOMMENDATIONS

1. As echoed in the previous two phases of this research, respondents would like Ealing Council to be more accessible to residents. Particularly with respect to consultations – ideally, there needs to be clear contact points, an email and phone number. To reach deeper into the community, information should ideally be published in a number of different languages.

2. There is a need for more information and justification about transport plans and how this will affect people, together with explanations of why decisions were made and what the impact of the changes are likely to be.

3. One of the critical areas mentioned was the involvement of local businesses in any consultation. It was felt important to involve local businesses and discuss how these changes would affect them. Even those business in the borough where the owner is not local.

4. Residents felt that the harder to reach groups needed 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.

5. Public exhibitions and community gatherings were considered a good method to prompt engagement, but the point was made repeatedly that these events need to be widely publicised and incentivised in the form of food or drink or some other service alongside (bike doctor as an example or a repair shed approach).

6. The overriding desire from this group of respondents was for earlier consultation to occur and for the dialogue to continue throughout the process to help shape it. Then resident consultation ideally needs to be widely publicised using more than one method of communication. Residents also desired decisions to be justified and widely published, giving those that live, work and study within the borough plenty of notice of any forthcoming changes.

This report was produced for Ealing Council