



Walthamstow Village area wide improvements

Appendix B- Engagement approach for delivery

The following document outlines the engagement approach for delivery for the Walthamstow Village area wide improvement scheme. Based on this extensive approach the Council has developed proposals which take on board the resident's priorities, benefit the whole community and achieve the overarching aims of Mini Holland in Walthamstow Village.

The Walthamstow Village area wide improvement scheme aims to reduce the amount of through traffic using residential streets whilst improving the look, feel and safety of Walthamstow Village for all road users.

The Council has followed a seven stage engagement approach for delivery, detailed in the table below. The process of engagement/consultation has been the most extensive of its kind in the Department for Highways and Infrastructure. We value the views of our residents and have been consulting on the Walthamstow Village area wide improvements scheme for three months. We have talked to as many residents and local businesses as possible and have encouraged people to have their say at every opportunity.

Engagement approach for delivery	
Stage 1	Baseline information gathering
Stage 2	Trial road closures
Stage 3	Results and feedback from the Walthamstow Village trial
Stage 4	Development of final proposals for public consultation (post-trial engagement)
Stage 5	Public consultation
Stage 6	Implementation
Stage 7	Review

Stage 1 – Baseline information gathering

Prior to Transport for London's (TfL) announcement of Mini Holland funding, the area around Pembroke Road had been identified for a neighbourhood improvement scheme. In February 2014 the Council carried out a survey in the area to understand the main concerns of local residents and businesses. This document was delivered to 2,288 properties. The Council received 118 responses to the survey. Two key issues were raised by the survey, traffic volumes and speeding on residential roads.



Stage 2 – Trial road closures

With the announcement of Mini Holland funding, the Council used the opportunity to take the scheme one step further to resolve these two key issues, and give residents, businesses and other interested parties the chance to radically improve their surroundings and the environment in which they live. The Mini Holland programme allows the Council to make a positive contribution to the community whilst also helping to enable an increase in sustainable modes of transport.

Information gained from residents through the survey and initial traffic survey data suggested that a high proportion of vehicles using Walthamstow Village do so as a cut through between Hoe Street and Lea Bridge Road, often at high speed. We, therefore, looked to introduce a series of temporary road closures to reduce the amount of cut through traffic entering the area whilst still allowing local access.

We carried out a series of trial road closures in Walthamstow Village between 26 September and 13 October 2014. In advance of the trial 4,500 leaflets were distributed to all homes and businesses within the trial area. On 16 September 2014 a drop in session was held at the Asian Centre. The plans for the road closures and aims of the trial were explained by council officers and discussed with the local people that attended.

Stage 3 - Results and feedback of the Walthamstow Village trial

The Walthamstow Village trial road closures were radical in their approach. It was felt that the trial was necessary in order to gather real life traffic data and to enable residents, schools and businesses to experience first-hand what it could feel like having the road closures in place in their area.

Traffic monitoring

Before and during the trial traffic monitoring systems were used to measure the levels of traffic within the area. Before the trial, traffic stood at approximately 25,706 vehicles per day. During the trial this figure reduced to approximately 20,099 vehicles per day. A 22% reduction in vehicles using the key roads was seen during the trial, equating to 5,607 vehicles per day. The average speed of traffic reduced from 22.3mph to 21mph during the trial. It should be noted that the speed limit within this area is 20mph, further reinforcing the need for a scheme such as this.

The traffic monitoring data showed that traffic significantly increased on a number of roads during the trial, where new rat runs were created.

This was the case on Beulah Road, Wingfield Road and Eden Road. We are also aware from feedback that some residents perceived an increase in traffic on other roads such as Livingstone Road, Clarendon Road, Granville Road, Fraser Road and Merton Road. The proposals put forward look to address and counter these increases.



A breakdown of the average number of vehicles using each road per day before and during the trial can be seen in the table below.

Road	Before the trial	During the trial	Difference before and during the trial	Percentage change
Addison Road	2,894	1,948	-946	-33%
Beulah Road	363	938	575	158%
Grosvenor Park Road	1,445	1,577	132	9%
Grove Road	3,118	816	-2,302	-74%
Orford Road	2,525	366	-2,159	-85%
Pembroke Road	2,618	1,058	-1,560	-60%
Shernhall Street	4,444	3,895	-549	-12%
Wingfield Road	996	2,006	1,010	101%
Copeland Road	2,625	3,698	1,073	41%
Eden Road	648	1,474	826	127%
East Avenue	2,079	1,335	-744	-36%
West Avenue	1,951	988	-963	-49%

During the trial there were some issues on the adjoining main roads. This caused congestion difficulties but was unrelated to the trial road closures. These included a burst water main on Hoe Street and Forest Road, signal issues at Selbourne Road and temporary traffic lights on Hoe Street.

Surveys

A drop in centre was located on Orford Road every day during the trial with council officers on duty between 2pm-7pm during the first week and 8am-8pm during the second week. During the trial council officers knocked on 4,000 doors to answer residents' questions and to obtain feedback in the form of a survey. An online version of the survey was also available for residents and businesses to complete and give their feedback. 1,856 people completed the Walthamstow Village trial survey; this was made up of 1,432 hard copy surveys and 424 surveys completed online. Of the 1,856 surveys, 1,242 were completed by people living in the trial area. Of those that live in the area, 52% were in favour of the trial, 37% were not in favour and 11% considered themselves neutral.



The table below shows the survey results of the 1,242 people who responded from within the trial area.

Survey questions	Strongly agree and agree	Strongly disagree and disagree	Neutral and don't know
I was supportive of the trial from the outset	46%	33%	21%
I support the temporary road closures now	46%	42%	12%
The road closures are in the right places	29%	52%	19%
I like the parklets (AstroTurf, seating and cycle parking)	49%	29%	27%
The pilot has made the area a more pleasant place	48%	38%	14%
I have noticed traffic levels have reduced in the area since the trial began	44%	43%	13%
The introduction of a similar scheme permanently would make me walk and cycle more	41%	45%	15%
I would like to be involved in the development of the scheme (helping design mini parks etc.)	50%	29%	21%
I am supportive of the overall trial proposals having seen them in operation	52%	37%	11%

A number of other surveys and petitions were initiated by other parties at stages two, three, and five. This included a questionnaire by Stella Creasy MP and resident petitions both for and against. This feedback has been acknowledged, considered by the Council and has informed the final proposal.

For information, the typical consultation response rate for a public realm and highway scheme is in the region of 10%. During the pre-engagement period, based on the number of survey responses, attendance at workshops and emails, the Council has engaged with over 40% of residents within the area.

Community events



A number of free community activities took place during the trial period. Over 240 young people were trained in pedestrian skills, 125 bikes undertook free maintenance checks and over 100 residents participated in free cycle training. Copeland Road was turned into a play street for a day, with people enjoying a climbing wall, table tennis and music on their street.

Stage 4 - Development of final proposals for public consultation (post-trial engagement)

During the week commencing 27 October 2014 the Council held meetings with businesses from Orford Road and Grove Road on three separate occasions. The meetings were an opportunity for businesses to meet with Council officers to discuss their experience of the trial. The meetings were extremely productive and informative with 18 businesses attending.

The concerns and benefits that were raised during the business meetings were:

- Business loading
- Parking for customers
- Improving the footfall

On Thursday 6 November 2014 the Council ran four simultaneous workshops with residents in Walthamstow Village. A total of 219 people attended the workshops. Council officers hand delivered leaflets to all residents to ensure that all residents were informed and invited to the meetings.

The aims of the workshops were for residents to:

- study the results of the trial,
- provide essential feedback on the trial,
- analyse and offer views on future proposals,
- offer suggestions and ideas in order to help improve the scheme.

The workshops were very productive and informative. Issues and opportunities were actively debated amongst the groups and the Council received many constructive suggestions on how to improve the scheme and the area overall. Attitudes and opinions varied across the four workshops. This allowed the Council to identify and address the different viewpoints and apprehensions felt in each of the locations. All the information received through the exercises was collated and has fed into the development of a scheme which was then put to consultation.

A full report of the results of the workshops is available online on the London Borough of Waltham Forest website. A summary of the key themes is outlined below.

Concerns with the trial:

- Impact of trial – such as re-distribution of traffic and behaviours,
- Design of trial – including access, traffic flow and safety,
- Planning of trial – regarding communication and engagement.



Benefits experienced during the trial:

- Improved community and environment – such as increased community feeling and area improvements,
- Improved traffic and safety – a mixture of traffic reductions, speed reductions and safety improvements,
- Improved cycling measures – covering safety and provisions for cycling.

Opportunities for a scheme:

- Improved traffic and safety measures – largely focused on reducing traffic and slowing vehicle speeds,
- Improved community and environment – including sense of community, amenities, greening, public transport and pedestrianisation,
- Consultation, planning and engagement,
- Improved cycling measures – to improve safety and provisions, such as parking.

The second exercise of the workshop asked residents to consider what they would like to see implemented as part of the scheme. The results were marked up on a map of the area. More detailed road by road results can be found with the detailed report mentioned above, however some common themes included:

- More effective traffic calming/speed reduction measures across Walthamstow Village,
- Improved pedestrian routes,
- Better street lighting,
- Additional tree planting,
- Better storage and signage for cyclists.

Through stages two - four the Council received and responded to over 700 direct emails regarding the Walthamstow Village scheme. Where there were specific concerns from groups of residents on particular roads we met with resident groups, including Eden Road, Wingfield Road and Copeland Road.

These engagement activities, as well as the traffic data gathered from the trial road closures have allowed the Council to design a scheme which will enhance Walthamstow Village and work for residents and businesses. We have listened to residents and businesses feedback, analysed the data from the trial and developed a proposal based on this.

Stage 5 – Public consultation

On 28 November 2014 council officers hand delivered the Walthamstow Village area wide improvements consultation document and questionnaire to all residents and businesses within the consultation area. To note, the consultation area was extended further north from the trial area, to include St. Mary's Road, Stainforth Road, the north end of West Avenue Road, and Folkestone Road. This was at the request of residents. The consultation area now covers the natural boundary of Shernhall Street and Church Hill.



The consultation period ran for three weeks from 28 November to 19 December 2014. During the period, the Council ran a number of engagement events and met with key stakeholders. A summary of the activities which took place are outlined below.

- Three drop in sessions were held at different locations in Walthamstow Village on 9 December at Shern Hall Methodist Church, 10 December at St. Stephens Church of England Church Hall and 11 December 2014 at Vestry House Museum, 2pm-8pm. Over 110 residents attended over the three days.
- Meeting held on 5 December at Collard Court for residents and managers at the following Almshouses: Collard Court, Squires and Monoux.
- Meeting held on 3 December 2014 at Pelly Court for residents and managers of Pelly Court and Holmcroft Almshouses.
- Meetings held with Walthamstow School for Girls, Henry Maynard School and Our Lady and St Georges Catholic Primary school.
- During the consultation period council officers spoke to over 400 residents and businesses. Council officers door knocked from 8- 11 December and 15-18 December from 2-8p.m.
- Meetings have been held with religious institutions located in the Village as well as Waltham Forest Council of Mosques, the mosque on East Avenue and St Mary's Church.
- Meeting held on 2 December with the Dial-a-Ride service who are fully confident they will be able to continue to provide the same quality of service if the proposals are implemented.
- Consultation has taken place with refuse companies operating in Walthamstow Village.
- Individual meetings were held with local representatives from the ambulance, fire and police services. On their advice we are looking at labeling road name plates with house numbers. Ensuring the safety and security of all members of the borough is of utmost importance to the Council.
- Met with a resident representative from East Avenue and Vestry Road.
- Met with representatives of a number of alternative options.
- Access for emergency services was a concern raised by residents in stages two-five of the engagement processes Residents should be assured that under the proposals all parts of Walthamstow Village are accessible. In emergency circumstances emergency service vehicles will be able to bypass the no entry signs located at Fraser Road, Merton Road and Wingfield Road. In emergency situations, emergency service vehicles will be able to travel either direction down all roads, even where they are designated one-way routes. This is also the case for the restricted area on Orford Road which will allow a clear east to west route for emergency service vehicles.
- The Council received 735 questionnaires from households within the consultation area. All the responses have been collated and analysed. A full



report and analysis on the results is attached as Appendix C. As stated earlier, the typical consultation response rate for a public realm and highway scheme is in the region of 10%. In this instance, the questionnaire responses reflect 18% of households in the consultation area.

Stage 6 - Implementation

The proposal will be reviewed and considered by Cabinet. If approval is awarded implementation will begin immediately and run until July 2015.

Stage 7 – Review

If implementation takes place we will continue to monitor traffic levels and feedback from the area. We will commence a review of the measures approximately six months after full implementation.