

Neighbourhood and Commercial

Strategic Director: Michele Moloney

30 August 2016

RE: Walthamstow Village Review

Dear Resident/ Business Owner

In June we wrote to let you know we were collecting traffic, pedestrian and cycle figures in July as part of the review of the Walthamstow Village area wide improvement scheme. The review will include a number of different elements and this letter will tell you how you can get involved over the next few months.

About the review

In September 2015 you'll be aware that we completed work on the Walthamstow Village scheme. The aims of the scheme were to reduce rat-running traffic, noise and pollution outside people's homes, improve road safety, make it easier for people who want to walk and cycle and generally make the area more attractive for residents and visitors.

We said we would undertake a review of the scheme approximately 6-12 months after works were completed. Now almost a year on, we're conducting this review to assess the impact of the scheme against its core objectives that were agreed with TfL, who funded the project, and the expected benefits it was designed to bring.

This will involve collecting a range of information throughout September as explained below. We will then produce a report summarising the results and outlining any adjustments that we may be able to look at. This report will be published on www.enjoywalthamforest.co.uk/work-in-your-area/walthamstow-village at the end of the year and we will write to you again once it is online.

The changes so far

The scheme started in September 2014 with a two week live trial to demonstrate what the area could be like and to identify potential issues. Since then, the scheme has gone through many stages including public consultation and construction to create what you can see in the area today. For full details on these stages please visit www.enjoywalthamforest.co.uk/work-in-your-area/walthamstow-village.

We know that the changes made in Walthamstow Village have taken time for people to get used to and that changing road layouts can cause temporary disruption. A year into the scheme, we'd like to thank everyone for adjusting to the changes as best they can and for continuing to tell us where further work has been required to make sure the scheme is working as well as possible for everyone.

Some of the changes we have made, or are making, based on this feedback from residents and businesses, are listed overleaf.

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- Introducing a right-turn ban from Shernhall Street into Church Lane during the morning peak traffic hours (8 to 9.30am)
- Creating additional short stay parking near Orford Road
- Listing property numbers on road signs to help emergency services access
- Making further improvements to the Village Square by adding benches, lighting and hanging baskets. Working with the Walthamstow Village Residents' Association to put in place an event management system for the Square
- Planting more trees across the area
- Working with businesses on a 'wayfinding' project to promote and support local businesses
- Providing Orford Road Traders' Association with their own cargo bike to manage deliveries
- Working with businesses in the wider area to jointly develop a low emission delivery scheme.

You can still raise issues like this as part of the review process or by emailing us using the contact details at the end of the letter

What will the review involve?

We are reviewing the scheme in two parts:

- Part one - collecting and analysing technical information such as traffic count data
- Part two - seeking feedback from the local community.

Part one will include the following:

- **Traffic counts** – an analysis of traffic numbers before and after the scheme so we understand the impact of the changes. In July we installed 33 traffic counters on roads within and around the scheme area so we can compare the volume of traffic with levels collected before and during the trial in 2014.

Looking at what we have collected already, the data suggests there has been around a 50 per cent reduction in the number of motorised vehicles travelling through the village area compared to before the scheme. When we ran the two-week trial in September 2014, we saw a 22 per cent reduction so traffic has reduced even more since the trial. This information is based on data collected from 12 key roads (which are listed in the February 2015 Cabinet report at www.walthamforest.gov.uk) before and after the changes were put in. In due course we will be putting more detailed information about traffic levels across the area online at www.enjoywalthamforest.co.uk/work-in-your-area/walthamstow-village

- **Road safety audits on the road changes** – these are being undertaken by an independent company and will be used to make an assessment of any safety issues and further adjustments that may be needed.
- **Collision analysis** – a comparison of the collisions reported in the scheme area before and after the changes using data from TfL and the Police. Normally this is done using three years' data before and after the changes to allow for short term fluctuations but we will be doing an initial comparison using data for the 9 to 12 months before and after the scheme. As with all of our schemes we will continue to monitor collisions over the longer term.
- **Cycling counts** – we have information on the number of people cycling in the area before the scheme from the traffic count data collected in 2014 and will be comparing this to the data we collected in July. We also now have a number of permanent cycle counters on key roads (including Orford Road), so we can continue to collect and report on this regularly to help us understand changes in travel behaviour and trends. We will also be using information from the resident survey mentioned below and other surveys that TfL have carried out to understand how many people cycle in the area and if travel behaviour has changed.
- **Analysis of the walking and cycling network** - we will review how the changes have helped create a high quality cycling and walking network in the area by looking at whether it's now easier for people to navigate the village on bike and foot.

Part two will include collecting the following feedback:

Resident survey – we have commissioned an independent, external company to carry out a face to face survey with all households in the scheme area from late August to the end of September. This will give you the chance to give your feedback impartially and confidentially. Interviewers will visit every household in the

Walthamstow Village area and if you are not in for their first call, they will knock again at a different time in the hope of catching you. If you're still not at home, a card will be posted through your door with information on how you can still share your feedback.

- The face to face survey will take around five to ten minutes to complete and aims to find out:
 - If you think the changes have met the core objectives of the scheme
 - If you think more amendments are needed
 - If you have changed the way you travel for local journeys since the changes were brought in.
- **Business feedback** – we will contact businesses separately in early September to discuss the review in more detail. Following this, an independent company will carry out a face to face survey with businesses to find out what the changes have meant for them and to get feedback on the additional pieces of work we have been doing with them.
- **On-street pedestrian survey** – the independent company will also carry out a face to face survey with pedestrians in the area. This will find out how people, who are not necessarily local residents, use the area and their views on the changes.
- **Emergency services** – as part of our on-going engagement with the emergency services we will ask for their formal feedback on the scheme and the changes we have already made based on their feedback.
- **Community organisations and schools' feedback** – we will be asking local schools and other key community organisations in the area, such as places of worship, similar questions to the resident survey above.

We hope that you will get involved in the survey and would like to thank you in advance for your views. For more information on the review visit www.enjoywalthamforest.co.uk/work-in-your-area/walthamstow-village, alternatively you can email your questions to enjoy@walthamforest.gov.uk.

Kind regards



Vala Valavan
Director of Highways and Parking