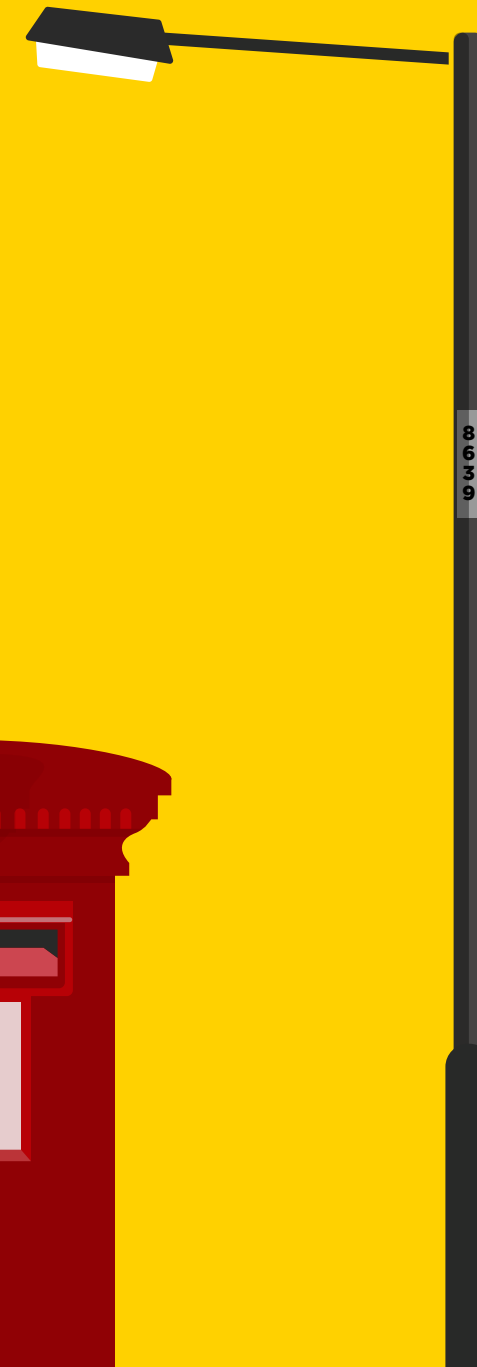
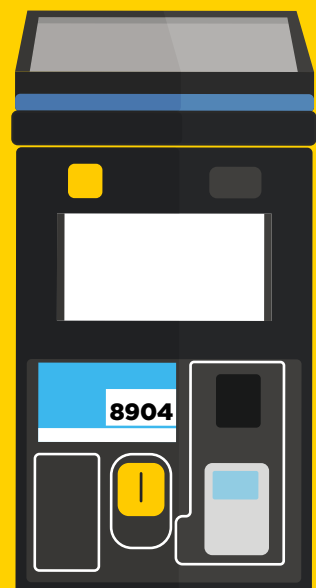
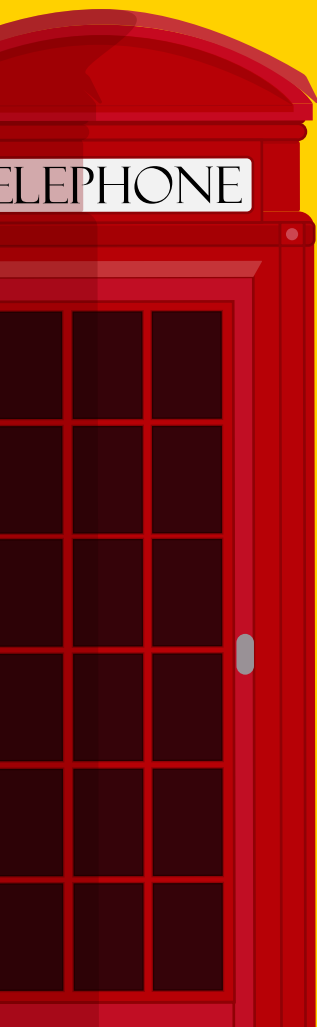


HELLO

EALING

PROJECT EVALUATION

OCTOBER 2018 - MARCH 2019



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INTRODUCTION

Hello West Ealing paired **15 street objects** along the Broadway, Dean Gardens, surrounding roads and connecting passageways with call to action promotional signage.

Citizens and residents were asked to speak with their urban environment, and were delighted to discover that it would respond to the conversation.

This creative project has shown that the **citizens of West Ealing**

are open and willing to explore innovative ways of communicating their opinions on the environment in which they work, live and travel.

This project was designed to **support Ealing's Liveable Neighbourhoods** bid, which is centred around improving green spaces, cycling infrastructure and encouraging modal shift through improving pedestrian routes and accessibility in West Ealing.



884

Interactions



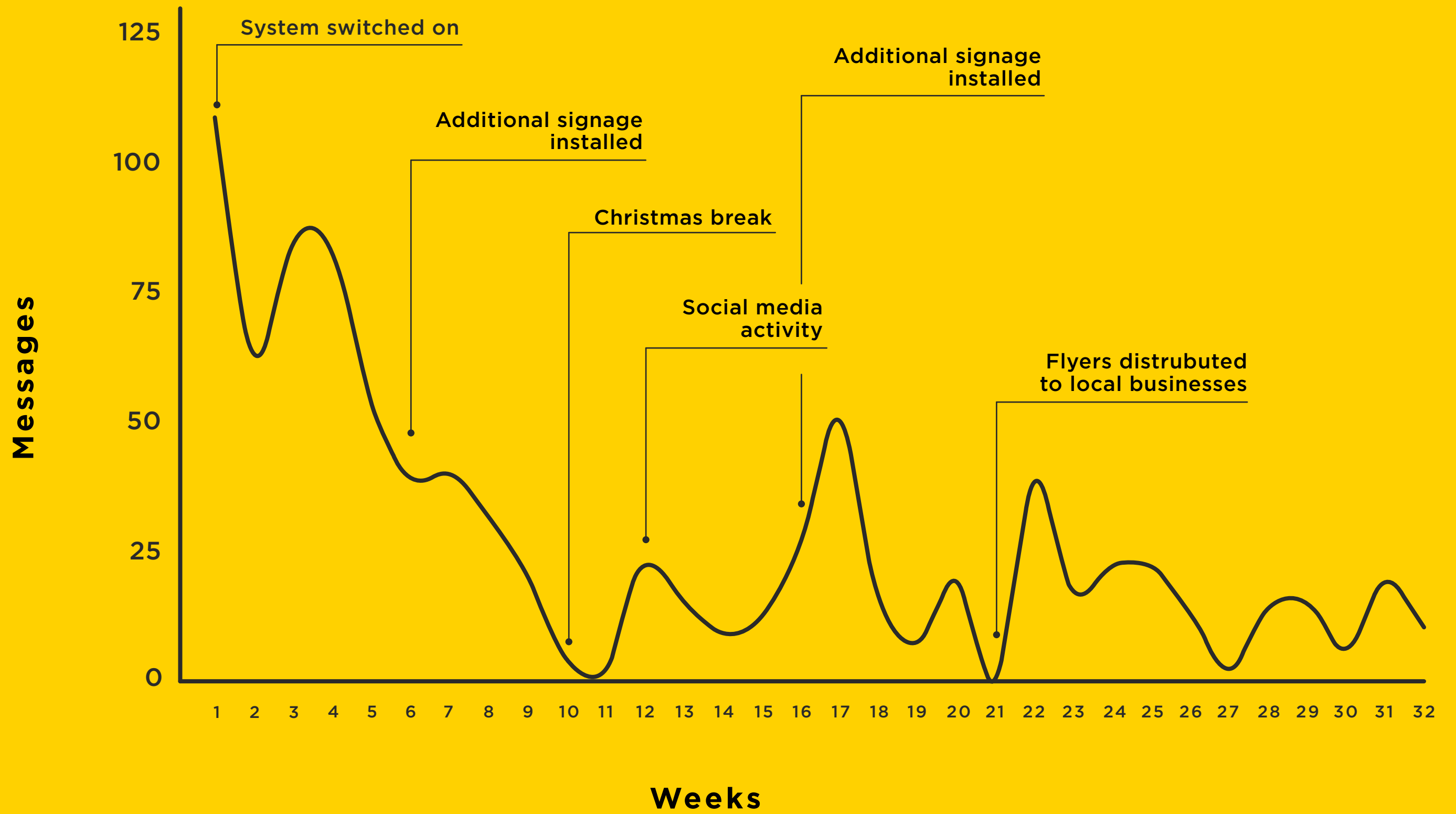
314

Conversations



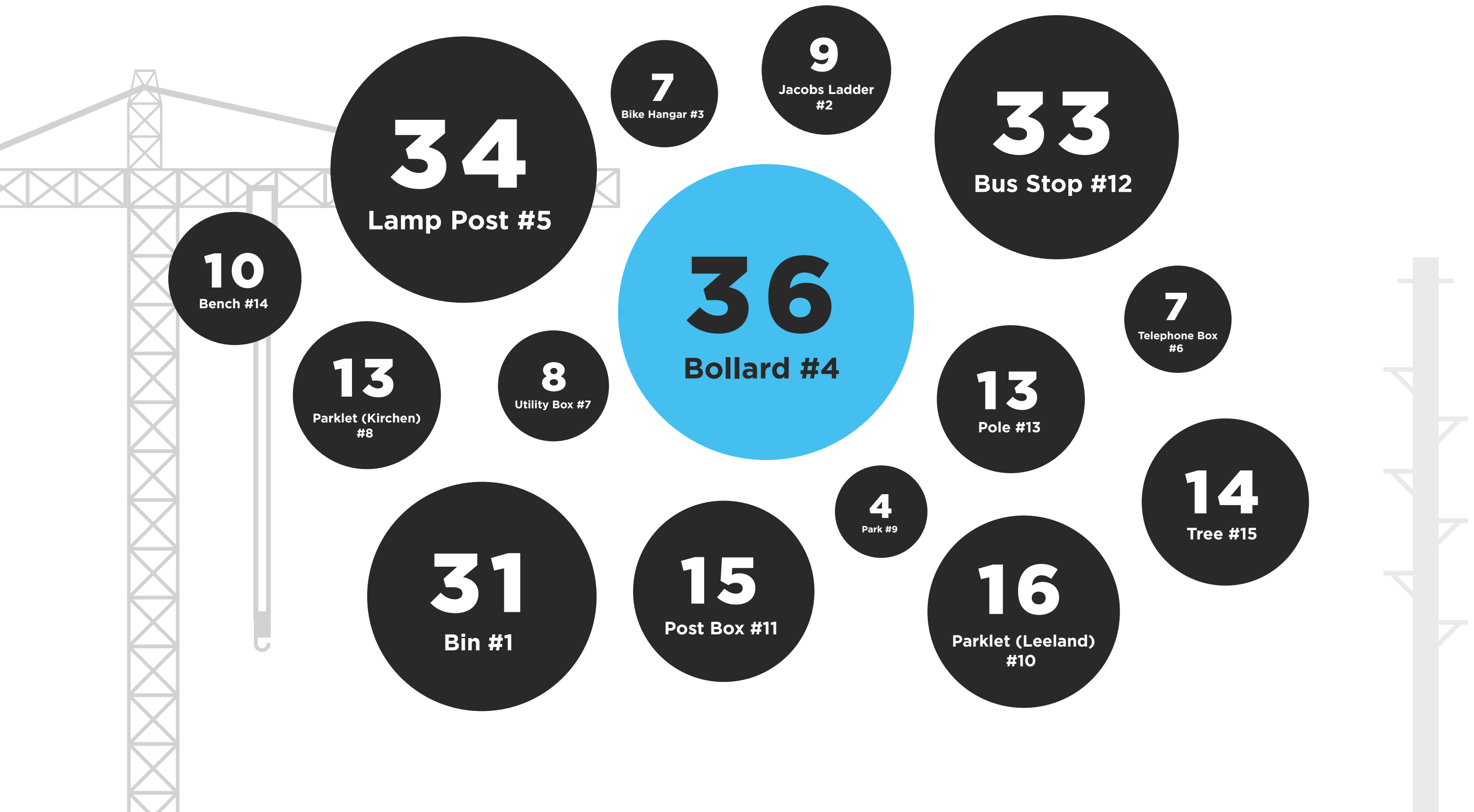
197

Players



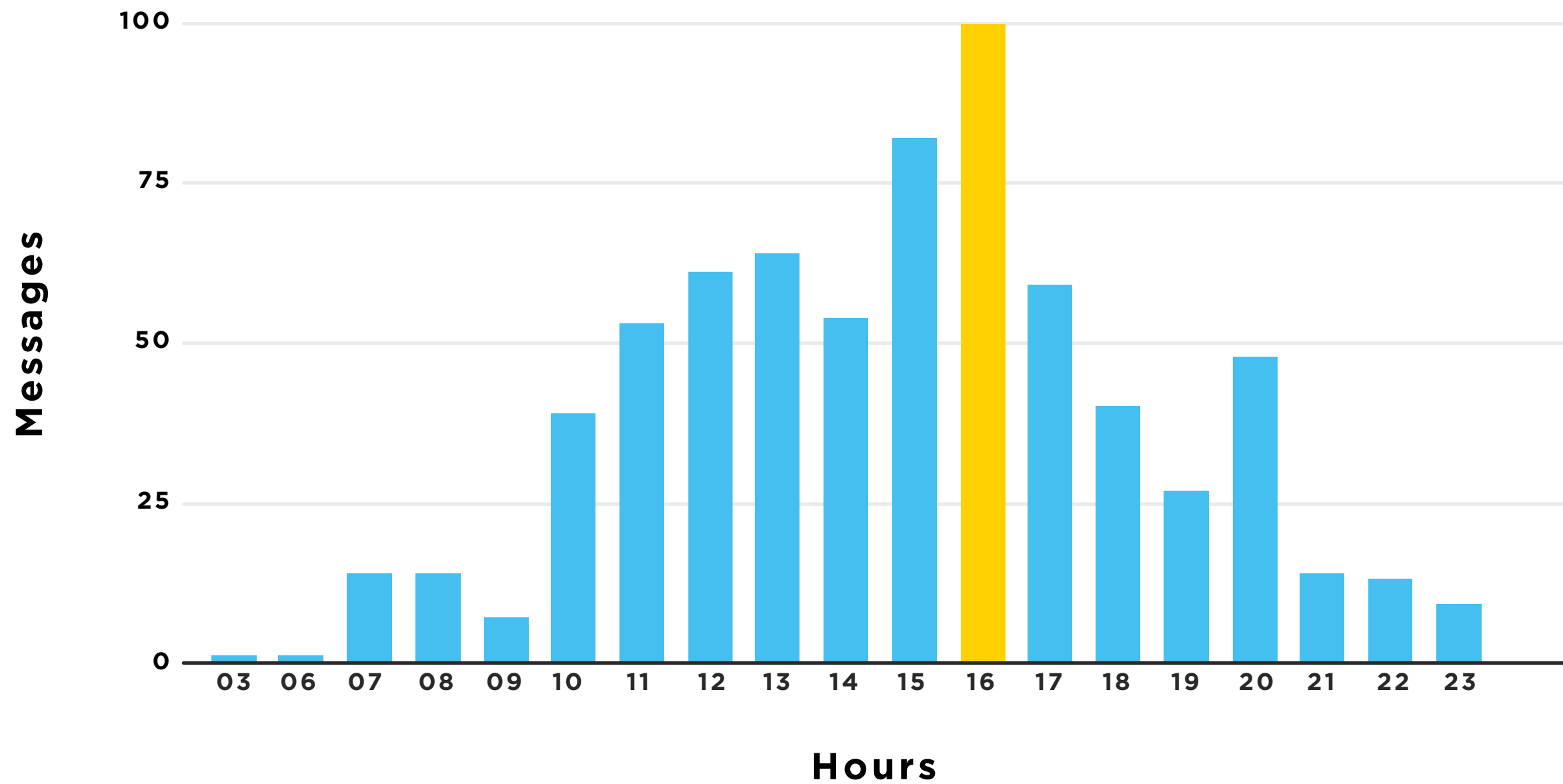
ENGAGEMENT



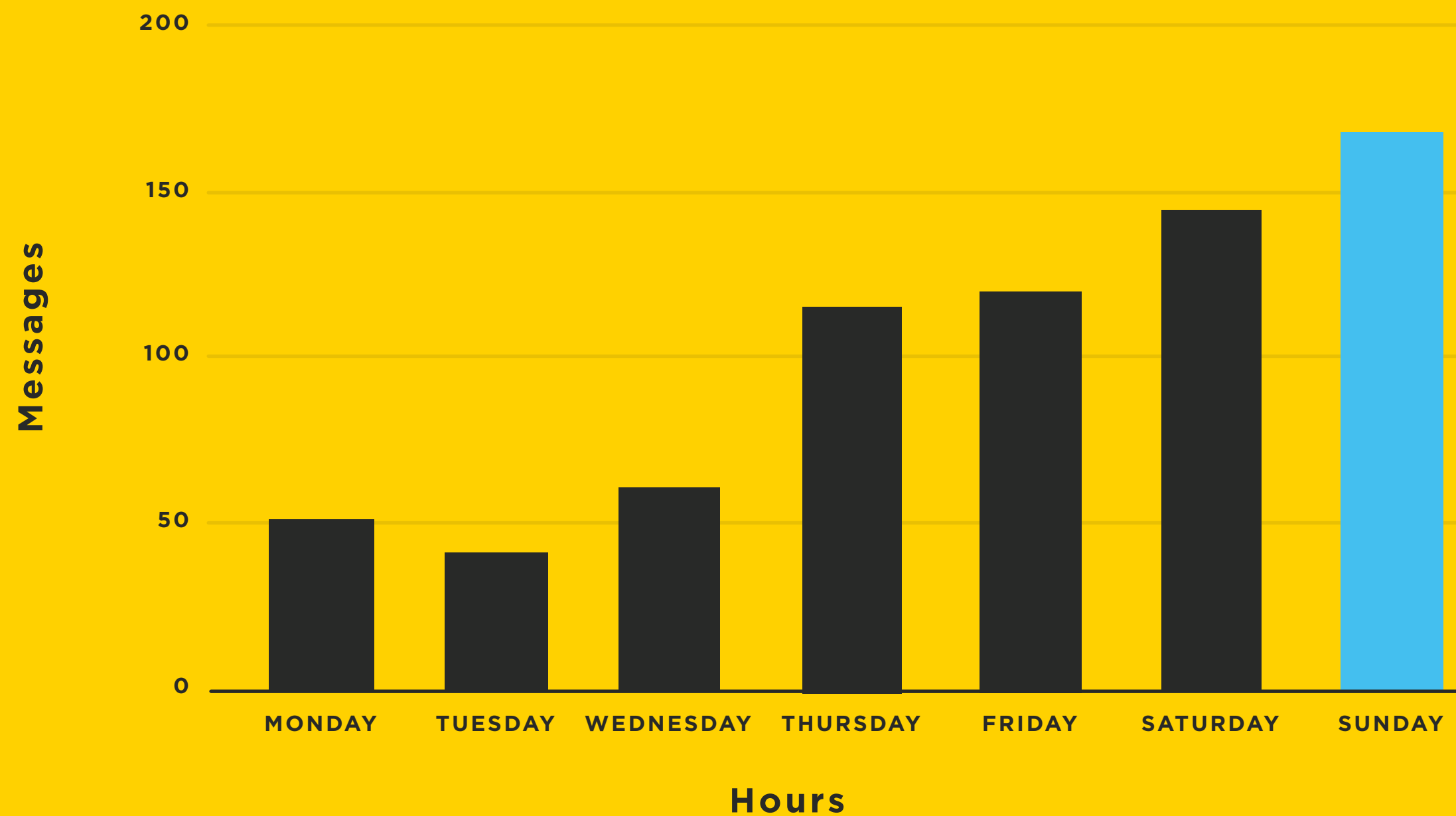


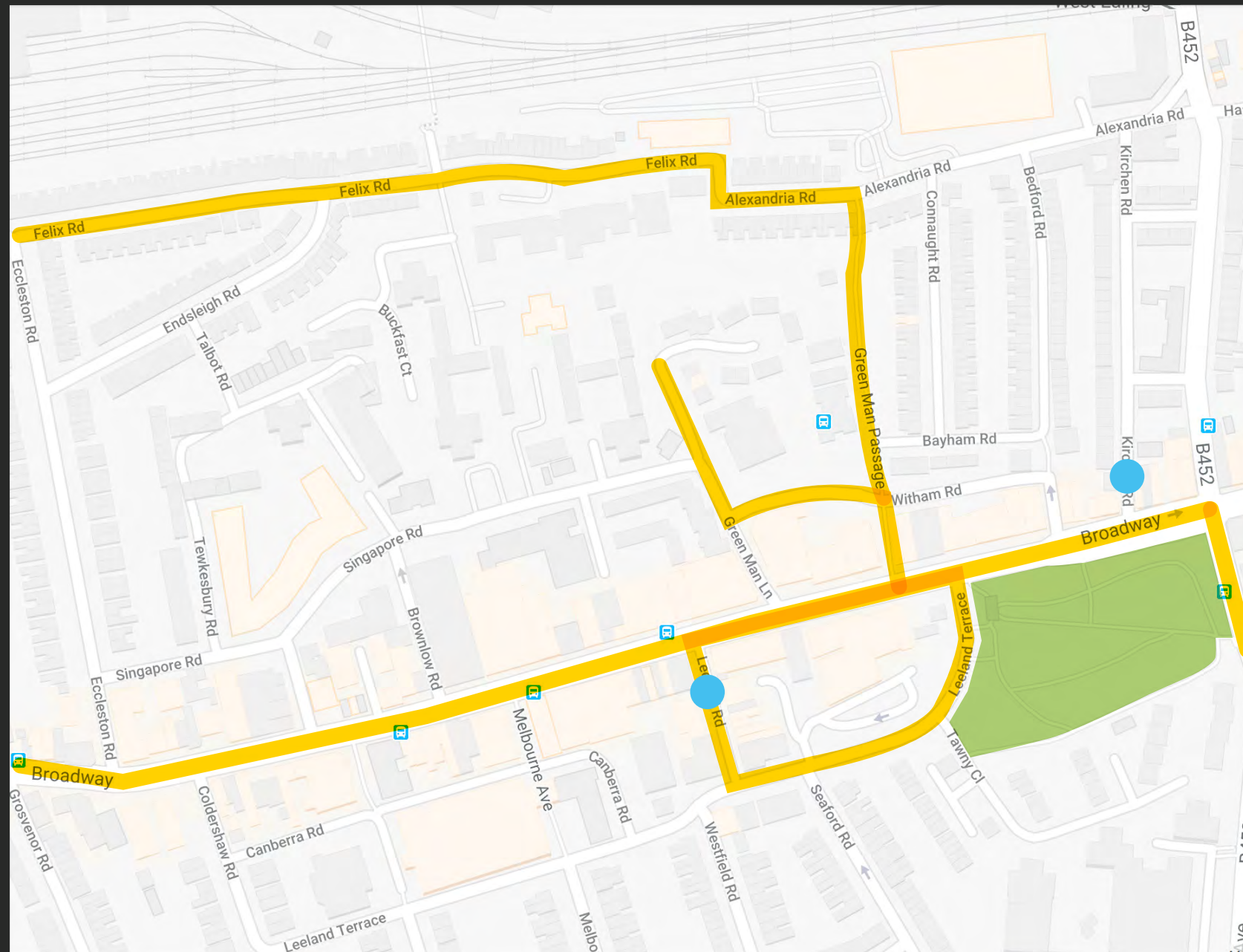
Engagement with the system began around 7:00am, where it steadily increased to the peak hours, from 3:00pm - 5:00pm, before steadily decreasing into dusk.

 **Peak Hours**



Engagement was **highest** with the system **during the weekends**, with the number of interactions increasing as the week went on. This is consistent with our observations that **people are more likely to interact when relaxed**, not at work and therefore more open to this type of intervention.








Street objects were chosen in consultation with Ealing Council. They were selected based on:

1. Pedestrian Foot Traffic.
2. Relevance of objects to liveable neighbourhood themes.
3. Connecting passageways, public spaces.
4. Nearby or in location of prototypes.

KEY

-  Proposed Parklet
-  Proposed Footpath
-  Park

WEST EALING



These responses demonstrate the **playful nature of interactions** via the Hello Lamp Post platform, and the **honesty and curiosity** in which participants respond to objects asking them questions.

CAN YOU RECOMMEND ANYTHING FUN TO DO AROUND HERE?

The parks are great, there are some nice coffee shops and pubs.

HOW WOULD YOU DESCRIBE THE PEOPLE OF EALING?

Friendly

They are lovely people.

Homo Sapiens

The people of Ealing seem alright!

HOW WOULD YOU DESCRIBE WEST EALING TO SOMEONE WHO HAS NEVER BEEN?

Scruffy, but having charm in places.

Lots of nice places to eat and it's quirky.

Diverse and in need of new investment.

Mix of shabby and chic high street, nice residential.

WHERE'S YOUR FAVOURITE PLACE TO EAT IN WEST EALING?

Yasham

German Diner Kebab

Drayton Court

I really like the new Mumbai Avenue restaurant

OBSERVATIONS ON INTERACTIONS

Participants took the opportunity to:

1 Feedback on the questions they were asked, **giving their thoughts, opinions and suggestions** around the chosen narratives.

2 **Raise local concerns** around the streets, public space, community and social issues.

3 **Speak honestly and candidly** through a direct communication channel **with their local council.**

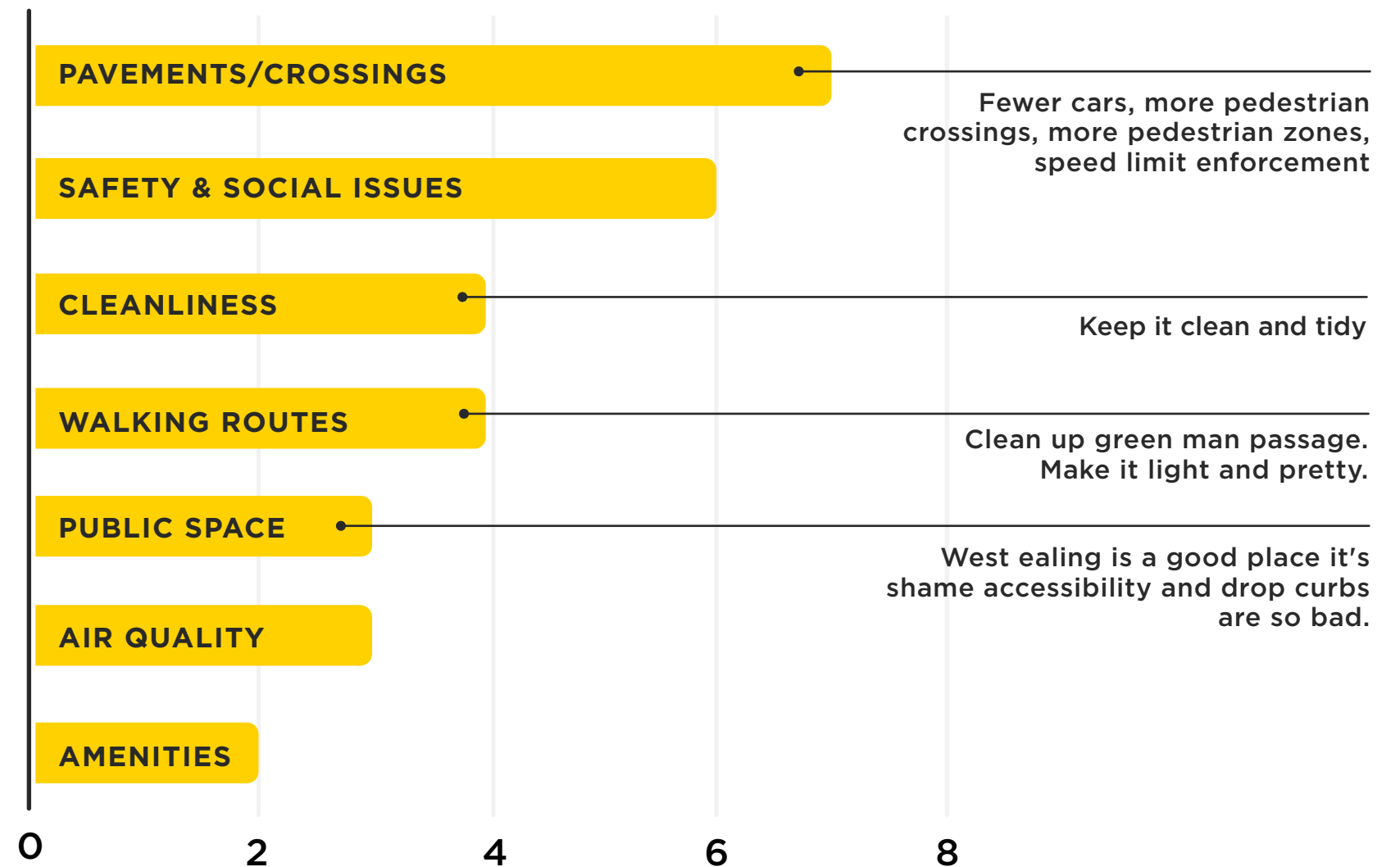
LIVEABLE NEIGHBOURHOOD



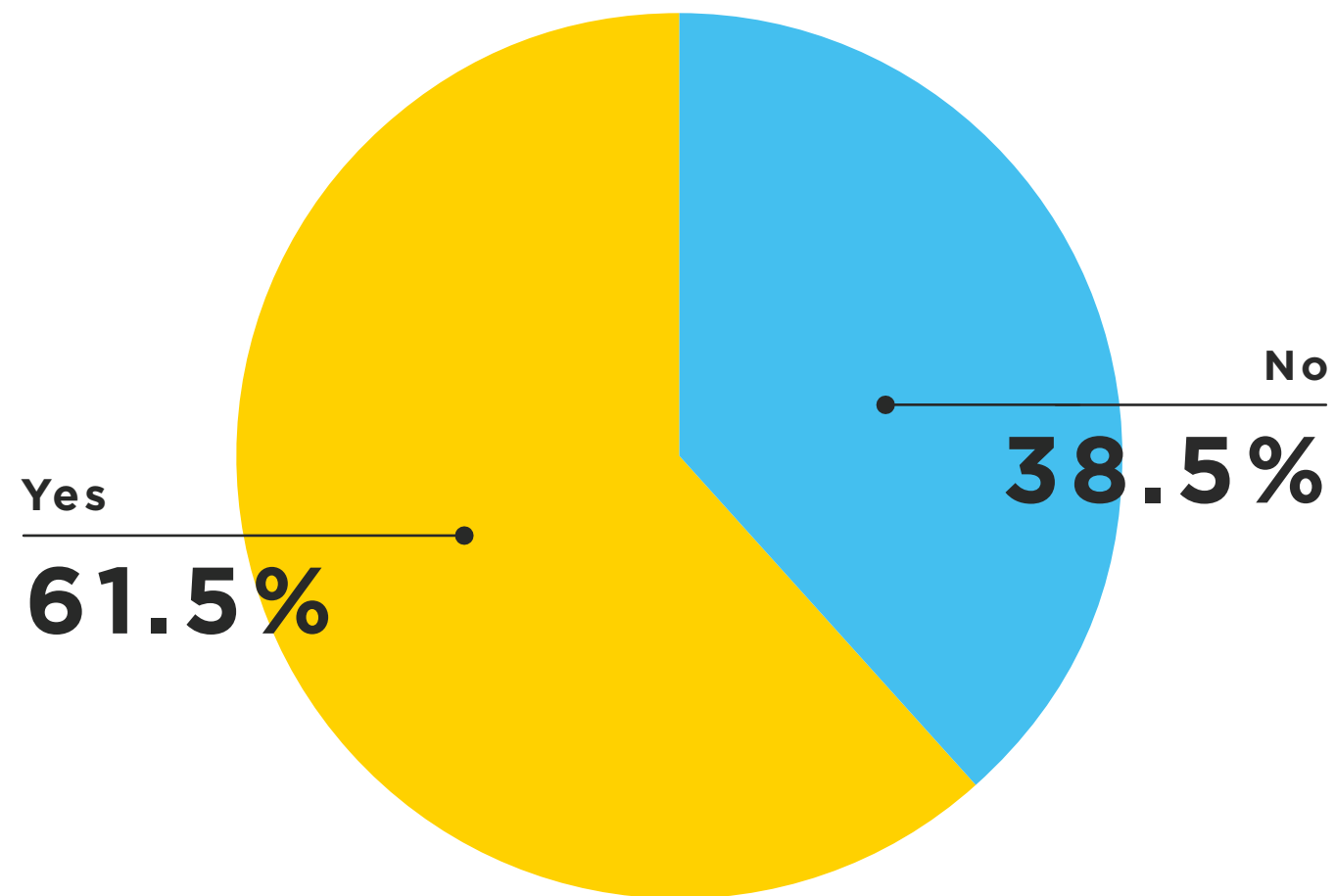
The set up of this installation meant the interventions were **predominantly aimed at foot traffic** in the connecting roads and passageways of the project location, and as a result the system was able to garner feedback from those out and about in West Ealing.

This **gave citizens the opportunity to stop, look around and to give their feedback** on walking routes whilst in pedestrian mode, with responses reflecting this behaviour.

HOW WOULD YOU IMPROVE THIS AREA FOR PEDESTRIANS?



DO YOU THINK THERE ARE TOO MANY CARS IN THIS AREA?

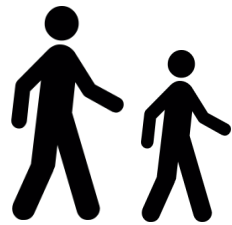


TOP RESPONSES

Yes more people should cycle.

Yes especially in Ealing, it makes the high street unattractive.

There are quite a few cars, yes. The majority seemed to be going into Waitrose.



WHAT WOULD ENCOURAGE YOU TO WALK OR CYCLE IN WEST EALING?



It would help if the leaves had been swept so it was not so slippery.

Fewer cars! I'm very clumsy and a bike is exposed.

Free bikes.

Cycle lanes and low emission zones.

I already walk and cycle in West Ealing. Although, I would cycle more often if I felt that my bike was safe to be locked up.

Cycle lanes on the road and cycle routes with progress signs (1km, 2km)

To gain insight into cycling behaviour we used specific objects which framed the dialogue. A **bike hangar** to determine the role of infrastructure in **encouraging cycling**, and **bus stops** to try to **encourage modal shift away from the existing transportation**

in West Ealing. We could in the future look to target additional transport hubs such as train or tube stations to capture this demographic further.

From player responses regarding the area, a **common theme that emerged was the lack of central 'hub'** which is recognised within the community. These questions in particular are both **emotional** and **subjective**, with different views expressed. The system allowed for these to be shared with other participants, going some of the way to **building a greater sense of place within the neighbourhood.**

WHAT IS THE BIGGEST LANDMARK IN WEST EALING?

The Old Hat

The horrific Traffic!

The biggest landmark is Jacobs Ladder!

WHERE IS THE HEART OF WEST EALING?

High Street

Dean Gardens

Walpole Park



The Common

The Library

Train Station

We identified **these four areas as key priorities for residents** who interacted with the system during the project and have shared some of the highlights. Both **improvements to public space** and **enhanced infrastructure** featured highly in what citizens consider to **make a neighbourhood more liveable and desirable**.

WHAT NEW THING WOULD YOU LIKE TO SEE IN WEST EALING?

LOCAL BUSINESS

A cinema.

Improved high street.

CULTURE

More art to represent the environment.

A quirky little museum.

PUBLIC SPACE

More parks.

A new library.

Making every shop accessible in a wheelchair. I would spend money if I could get in lots more shops without steps.

INFRASTRUCTURE

We have enough buses in West Ealing.

More electric car charging points. Stop pavement parking in Northcroft road.

Wider pavements, more trees and seating, and a bus lane in both directions.

The parklets were brought into Leeland and Kirchen road to show how existing areas could either be used differently or re-purposed for pedestrians. The system provoked similar ideas by trying to capture the imagination of citizens by asking for their opinions on public space. To further this, we could challenge citizens to offer their vision for how these ideas could be realised through infrastructure changes.

WHERE WOULD YOU ALSO LIKE TO SEE A PARKLET?

Southall.

Mount Park Road.

West Ealing Station.



DO YOU THINK THERE SHOULD BE MORE PLACES TO SIT IN WEST EALING?

No.

I don't think so.

Yes and Ealing Broadway.

Yes, especially on the high street.

WHAT MAKES A PUBLIC SPACE SPECIAL?

Paintings with info signs telling you history about the place.

Greenery, plants and space to stand around and wonder.

Well, talking lampposts are a novelty!

A clean and safe environment. Libraries are obsolete with the Internet. Facilities for old people and children too.

The system was setup so that the narrative of each conversation was relevant to the object which the citizen engaged with. For this pilot we picked 15 objects ubiquitous to West Ealing, and themed the content around the Liveable Neighbourhood topics to create a logical experience for the participants who interacted.

HOW COULD PUBLIC TRANSPORT BE IMPROVED AROUND HERE?

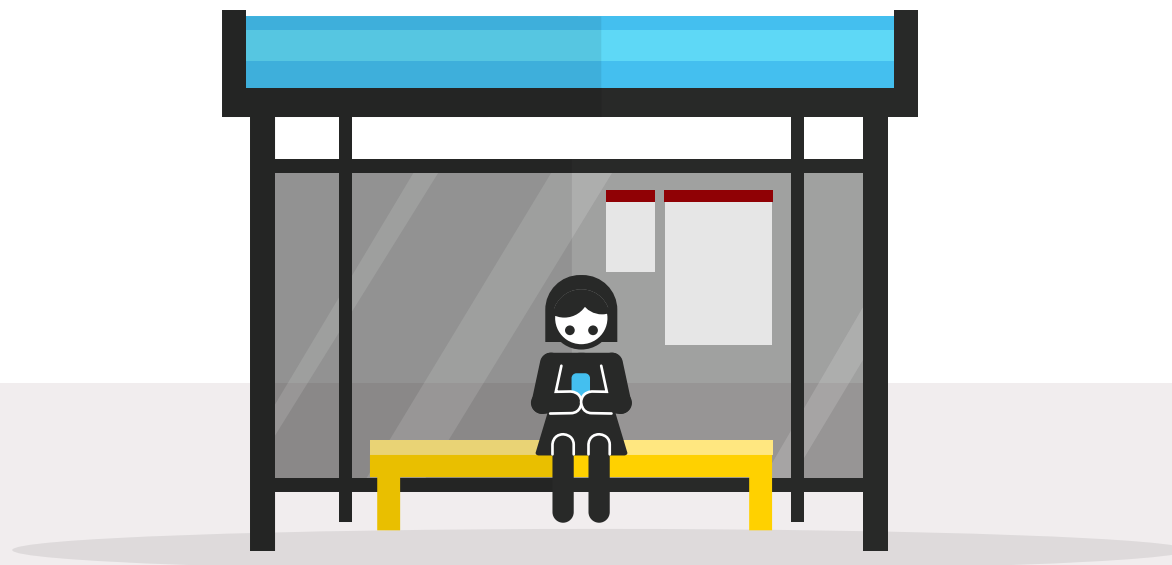
Wifi and a bus count down at every stop.

Bus are always late or come many at once.

Train the drivers to pull the bus into the bus stop so passengers can alight safely.

If buses doesn't come together at the same time.

Have more buggy space please. Sometimes it's frustrating at peak times when all the buggy spaces are full but I know TfL have really tried to with the new buses.



As demonstrated, participants shared **specific locations** in regards to certain questions, showing an acknowledgement of the sytem being hyper-local to West Ealing.

WHICH AREAS IN WEST EALING NEED BETTER LIGHTING?

Montague Road, W13 8HA

90%

of participants agreed that better lighting makes them feel safe at night.



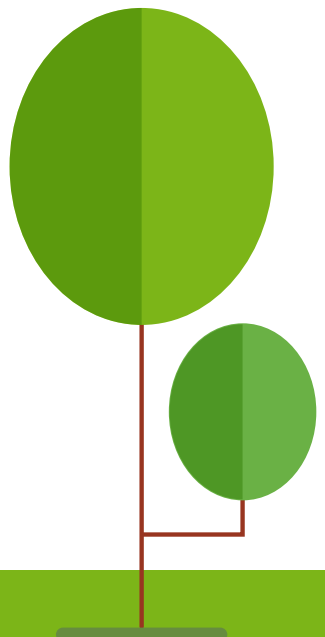
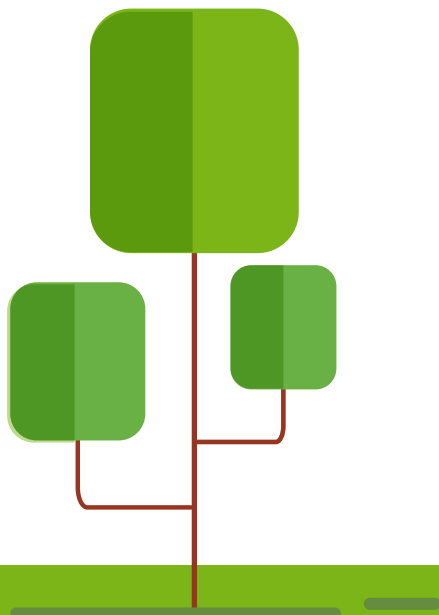
The system was used as an opportunity to report social issues within the project area. A number of serious themes were raised by participants, which give an indication of the priorities of citizens in regards to their safety in and around green spaces in the community.

Reducing anti-social behaviour, especially in **Dean Gardens**.

Less young youths hanging around. Make it **more family friendly**.

Have **more visible policing** to discourage drug trafficking.

HOW WOULD YOU IMPROVE THE GREEN SPACES IN WEST EALING?



CONCLUSIONS

This pilot installation of Hello Lamp Post in West Ealing demonstrates that the technology can play a key role beyond playful interactions on the street. Participants saw the intervention as an opportunity to give **serious, honest and targeted feedback** on a range of themes around the Liveable Neighbourhoods scheme, and provided them with an important channel of communication to their local authority responsible for

improvements to the area.

Everyone interacts with Hello Lamp Post on their own terms, so each individual will have their own experience and perceptions to share. For the most part, **the conversations we observed were overall positive**, with citizens engaging with the narratives and themes put to them.

In addition to answering the questions posed to them by street objects, **participants also saw the conversation as an opportunity to ask questions of their own.** This could be built upon, by creating a corpus of responses to certain questions.

Also demonstrated through conversations was an **appetite to give additional commentary/feedback** outside of the structured questions.

Where are the other parklets?

Why do some streets in Ealing get better lamp posts than others?

Why aren't there any nice walking routes to West Ealing station?

How do you think you can improve Jacob's Ladder?



**WE HAVE VERY MUCH ENJOYED
WORKING WITH YOU ON HELLO EALING.**

MANY THANKS.

