

# Live West Ealing

## Masterplan Engagement Survey Report



11 December 2019

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Live West Ealing: Masterplan Engagement Survey Report	
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## 1.0 Executive Summary

- 1.1 The Live West Ealing scheme aims to create a comfortable and sustainable neighbourhood where people feel safe, and in which they want to spend time. Throughout October and November 2019 Sustrans and LB Ealing engaged with members of the West Ealing community area to:
- Present preliminary plans for the Live West Ealing scheme to the community
  - Gather feedback on the preliminary designs to feed into future detailed designs
  - Gather further community views on the West Ealing area
- 1.2 205 people completed the survey, of whom over 90% were residents in or near the consultation area.
- 1.3 The most common way respondents said they travelled in and around the consultation area was by walking, at over 80% of people who responded to the survey. Bus, car and cycling were the next most commonly used transport modes (in decreasing order).
- 1.4 Nearly two thirds of participants (66.2%) agree or strongly agree that the Live West Ealing project will make West Ealing a more liveable neighbourhood, compared with 17.9% who disagree or strongly disagree.
- 1.5 Common positive feedback about the overall project stated that it will make the area more pleasant, it will encourage active travel and improve safety in the area. Some of the criticism of the scheme included that it is not ambitious enough, there are other high priority issues in the area and that the scheme will not achieve the desired outcomes.
- 1.6 All 6 specific aspects of the proposed Live West Ealing schemes were viewed positively by the majority of respondents. For each scheme, over 50% of respondents felt that it would contribute towards making West Ealing a more liveable neighbourhood.
- 1.7 Additional comments on the scheme and the project area included: support for the scheme; concerns about antisocial behavior and litter; issues around current street maintenance; advocating improvements for cycling; introducing traffic calming and preventing rat running; concerns about traffic volume and flow; concerns about parking; and concerns about maintaining vehicle access.

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## 2.0 Survey Context

- 2.1 In 2017, TfL announced £114 million of funding to improve local environments across London through the 'Liveable Neighbourhoods' programme. The programme provides funding for boroughs to make positive changes to streets which contribute to improved conditions for walking, cycling and public transport. These improvements also help to improve air quality and increase local people's activity levels through reducing traffic dominance. Businesses will also be supported by making local town centres more attractive and accessible.
- 2.2 The Live West Ealing project, which forms part of TfL's Liveable Neighbourhoods programme, is a joint venture between TfL and the London Borough of Ealing (LB Ealing) which aims to create a comfortable and sustainable neighbourhood where people feel safe, and in which they want to spend time.
- 2.3 Throughout October and November 2019 Sustrans and LB Ealing engaged with members of the West Ealing community area in order to:
- Present preliminary plans for the Live West Ealing scheme to the community
  - Gather feedback on the preliminary designs to feed into future detailed designs
  - Gather further community views on the West Ealing area

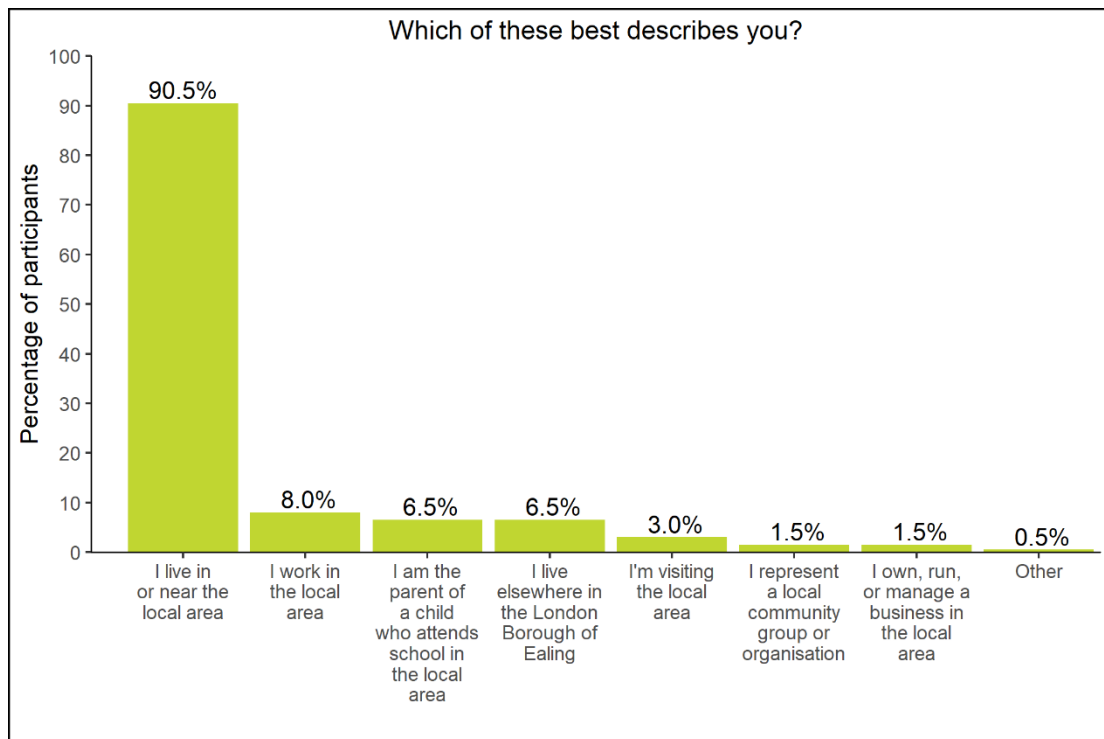
## 3.0 Survey Responses

3.1 In total, 205 people responded to the survey. Of the 200 people who answered the question, 181, or 90.5%<sup>1</sup>, said they live in or near the consultation area, 16, or 8.0%, said they work in the area, 13, or 6.5% said they are parents of a child who goes to school in the area and 13, or 6.5%<sup>2</sup>, said they live elsewhere in LB Ealing. In addition to this, 6 (3.0%) said they were visiting the local area, 3 (1.5%) represented a local community organization and 3 (1.5%) own, manage or run a business in the area (Chart 1).



**Over 90% of respondents said they lived in or near the consultation area**

**Chart 1: Respondent relationship to the Live West Ealing area**



<sup>1</sup> Note: all percentages are calculated based on the responses to each specific question and rounded to the nearest one decimal place unless stated. Due to rounding, some overall percentages may end up not equalling 100.

<sup>2</sup> Percentages total more than 100% due to respondents being able to tick multiple options.



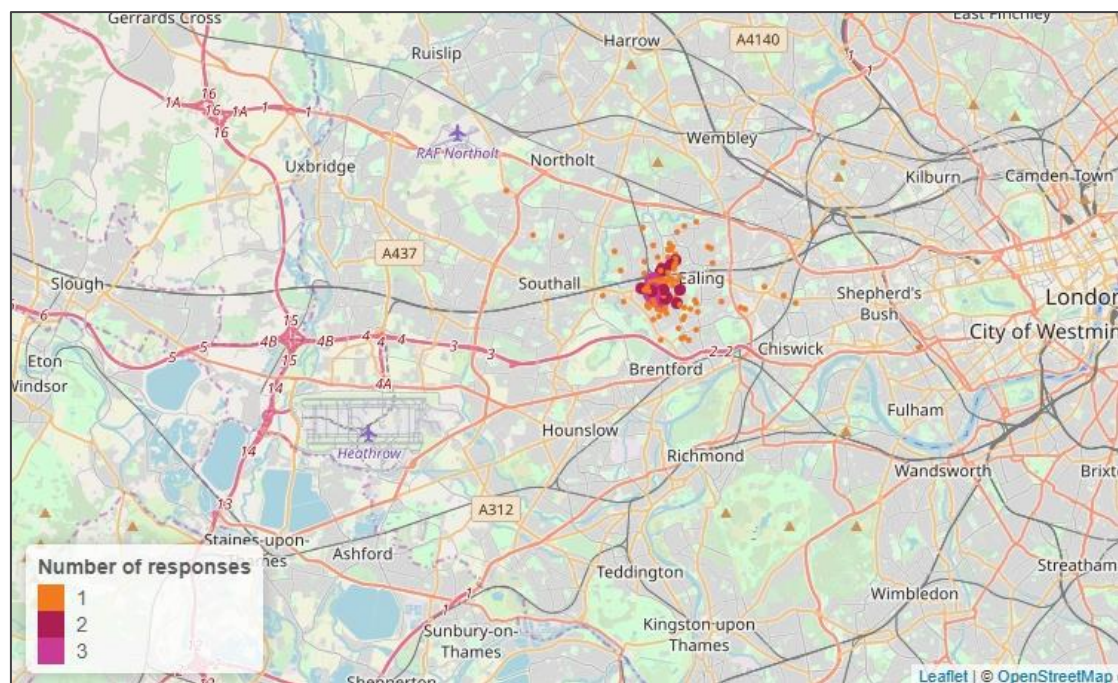
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## 4.0 Respondent residence

- 4.1 163 respondents (79.5%) provided their postcode. Mapping the complete postcodes further highlights that the majority of respondents are located in or near the West Ealing area (Figure 2). The illustrative map below represents the supplied postcodes, highlighting the large cluster of responses from the West Ealing area.
- 4.2 The most common postcodes were W13 0RE, W13 9DG, W13 9EY and W7 1HJ, with 3 respondents in each respectively.

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**Figure 2: Postcode location of respondents**



## 5.0 Travel in the area

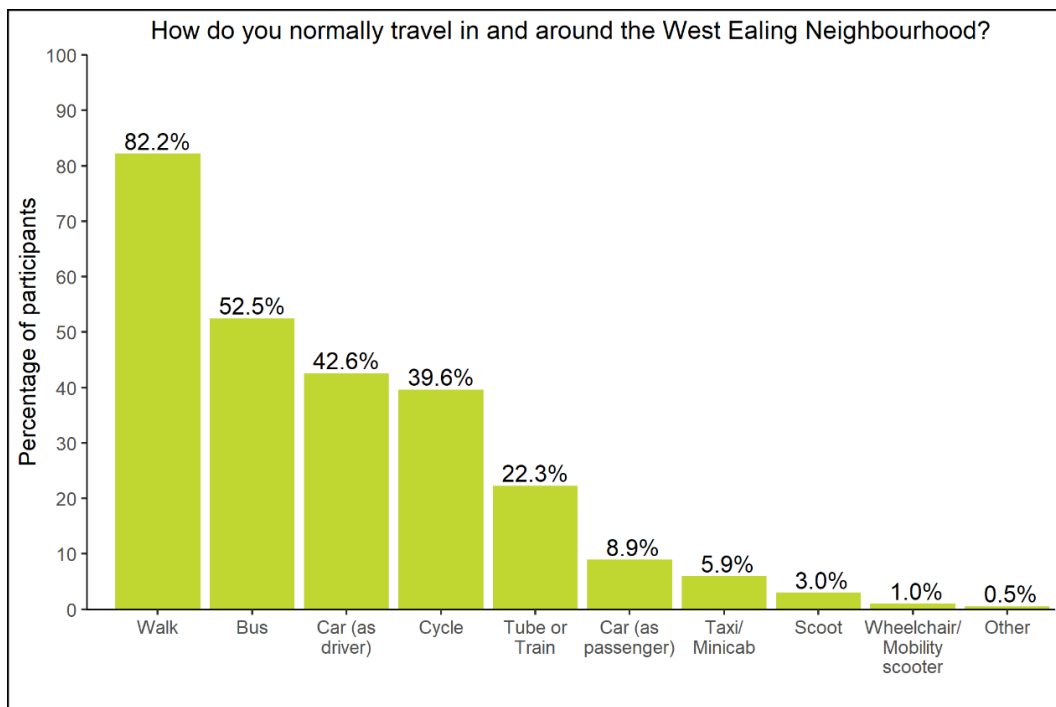
5.1 The most common transport mode among survey participants was walking. 82.2% of respondents (166 people) said that they normally travelled in and around the West Ealing neighbourhood by walking (Figure 3).



**Over 80% of respondents said they usually travelled in and around West Ealing by walking**

5.2 A number participants said that they used the bus (52.5%, 106 people), drove a car (42.6%, 86 people) or cycled (39.6%, 80 people). Smaller percentages of respondents said that they took the tube or train (22.3%, 45 people), rode in a car as a passenger (8.9%, 18 people), took taxis or minicabs (5.9%, 12 people), scooted (3.0%, 6 people), used a wheelchair or mobility scooter (1.0%, 2 people), or used another, unspecified mode of transport (0.5%, 1 person)<sup>3</sup>.

**Figure 3: Respondents' usual travel in and around West Ealing**



<sup>3</sup> Percentages do not sum to 100 because participants could select multiple answers.



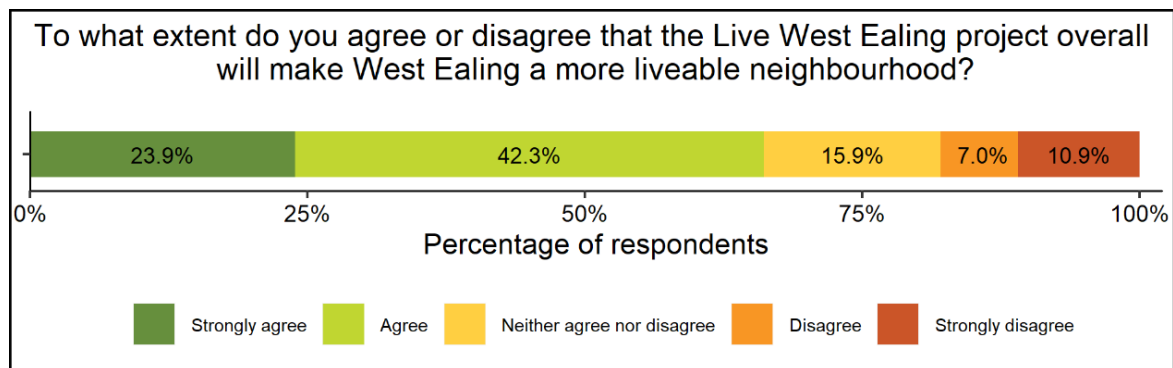
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## 6.0 Overall perspectives on the Live West Ealing project

- 6.1 Overall, a majority of participants agree or strongly agree that the Live West Ealing project will make West Ealing a more liveable neighbourhood (Figure 4). In total, 66.2% of respondents agreed or strongly agreed that the Live West Ealing project overall will make West Ealing a more liveable neighbourhood.

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**Figure 4. Respondents' perspectives on the Live West Ealing project overall**



- 6.2 Participants were asked about why they felt this way. Of the 205 respondents, 131 completed the free text response providing reasons whether or not they see the proposals making West Ealing more liveable if implemented.
- 6.3 Respondents who agreed that the neighborhood would be more liveable if the proposals were implemented felt it would make the area a more pleasant place to live and be in; that it would be easier to travel by foot or cycle; and that it would be safer.

### 6.4 More Pleasant

A frequent reason for agreeing the scheme would make the area more liveable was that it would be a more pleasant area to live in and pass through.

- 6.5 “A clear vision for making west Ealing a nicer place to live”

6.6 “The project will make it a better place to visit and use on a day to day basis, which will hopefully encourage people to shop locally, rather than going to Ealing Broadway.”

6.7 **Easier to travel by active modes**

Many respondents felt the neighborhood would be more liveable because the scheme would make it easier to walk and cycle within the area.

6.8 “Because the project will make it easier and more pleasant to get around on foot and on a bike”

6.9 “Anything that makes Ealing a safer healthier place for cyclists, pedestrians and residents is to be welcomed.”

6.10 **Improved safety**

The proposals were felt to likely make the area safer by numerous respondents. Comments included:

6.11 “because I don't always feel safe there at the moment”

6.12 “The measures make it a safer place and encourage people to get out of their cars”

6.13 Those in disagreement that the neighborhood would be more liveable as a result of the scheme suggested that the proposals weren't ambitious enough, that existing issues needed sorting first; and that proposals wouldn't achieve the desired outcomes. These are highlighted below.

6.14 **Not Ambitious Enough**

The scheme as proposed was viewed to not be comprehensive enough to deliver the desired results, and would therefore not increase the livability of the area, by multiple respondents

6.15 “It comprises good ideas. I am concerned it may only have cosmetic impact without more radical application and enforcement to radically reduce car use and traffic.”

6.16 “Encouraging stuff, but to really change things, you will have to slow cars down, and remove car park spaces replacing with Dutch style cycle paths. This will require more ambition than the current proposals.”

6.17 **A Need to Sort Existing Issues**

Many respondents felt that existing anti-social behavior issues would prevent the proposals being successful in making the area more liveable, and this was something that wouldn't be solved through the proposals alone.

6.18 “Not sure if any of this will make a difference if we do not tackle crime and anti-social behaviour in our neighbourhood”

6.19 “I feel that the main problems in West Ealing are antisocial behaviour, drugs and homelessness. More money needs to be put into helping the homeless and policing drug dealers etc. It is no use making the area look pretty if these problems still prevail. No one will want to sit around the Uxbridge Road whilst crime and drug use is still so high”

6.20 **It Won't Achieve The Desired Outcomes.**

A number of respondents felt the proposals wouldn't be successful, that they were only cosmetic changes and wouldn't make the area more liveable.

6.21 “Some aspects are positive but too many will not make much difference.”

6.22 “This scheme appear largely decorative and is unlikely to change people's behavior. The lack of modal filters means it will still be a rat-run for motorists taking short cuts.”

## 7.0 Specific aspects of the Live West Ealing project

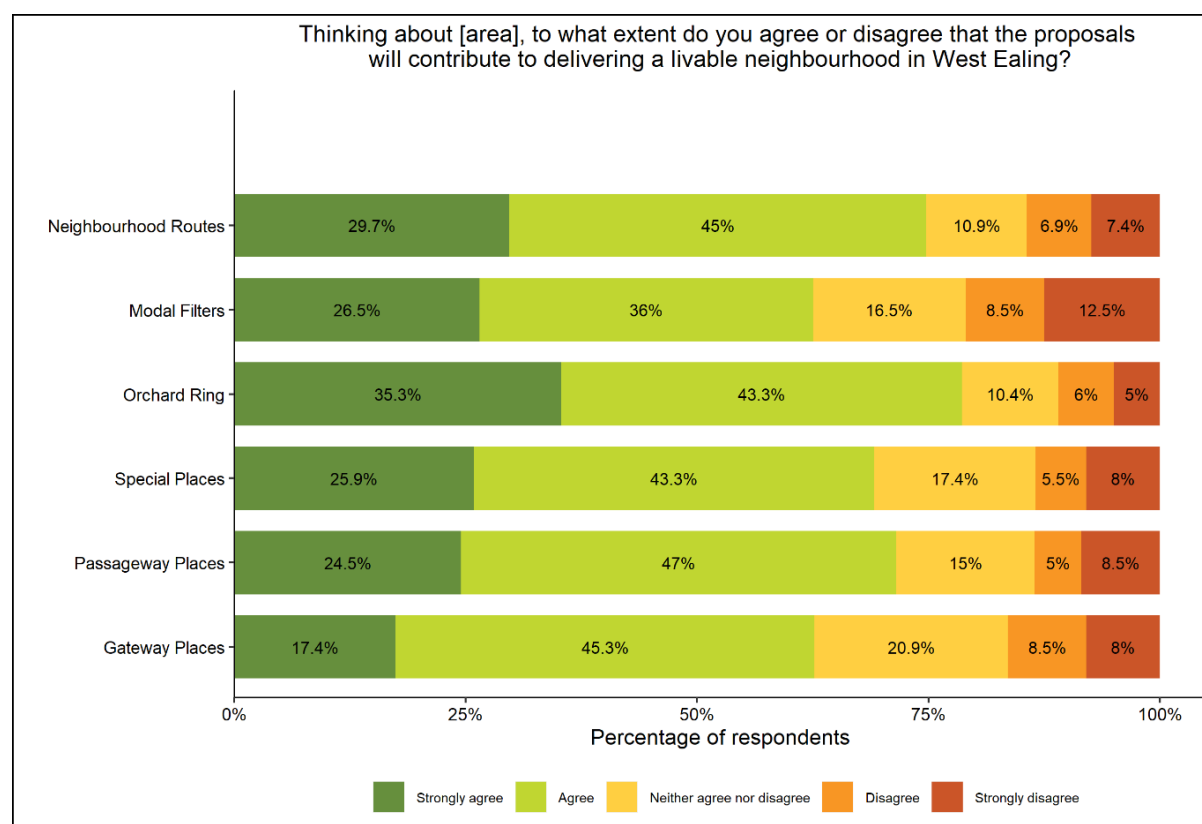
7.1 People were asked about six different aspects of the Live West Ealing scheme: Gateway Places; Passageway Places; Special Places; Orchard Ring; Modal Filters; and Neighbourhood Routes.

7.2 Overall, respondents were positive about all of the schemes, with over 50% of respondents strongly agreeing or agreeing that each of the schemes will contribute to delivering a liveable neighbourhood in West Ealing (Figure 5).



**All 6 of the project schemes were received positively by the majority of respondents**

**Figure 5: Respondents' perspectives on specific aspects of the Live West Ealing project**



- 7.3 The most positively received scheme amongst respondents was Orchard Ring, with 78.6% of respondents strongly agreeing or agreeing that it will contribute to delivering a liveable neighbourhood. 11.0% of respondents disagreed or strongly disagreed with this statement.
- 7.4 Neighbourhood Routes was also positively received. 74.7% of respondents strongly agreed or agreed that this scheme will contribute to delivering a liveable neighbourhood, compared with 14.3% of respondents who disagreed or strongly disagreed with this statement.
- 7.5 The least positively received scheme was Modal Filters, although overall the majority of respondents felt that it would still contribute to delivering a liveable neighbourhood. Of the 200 people who responded to this question, 62.5% strongly agreed or agreed with this statement, compared with 21.0% who disagreed or strongly disagreed.

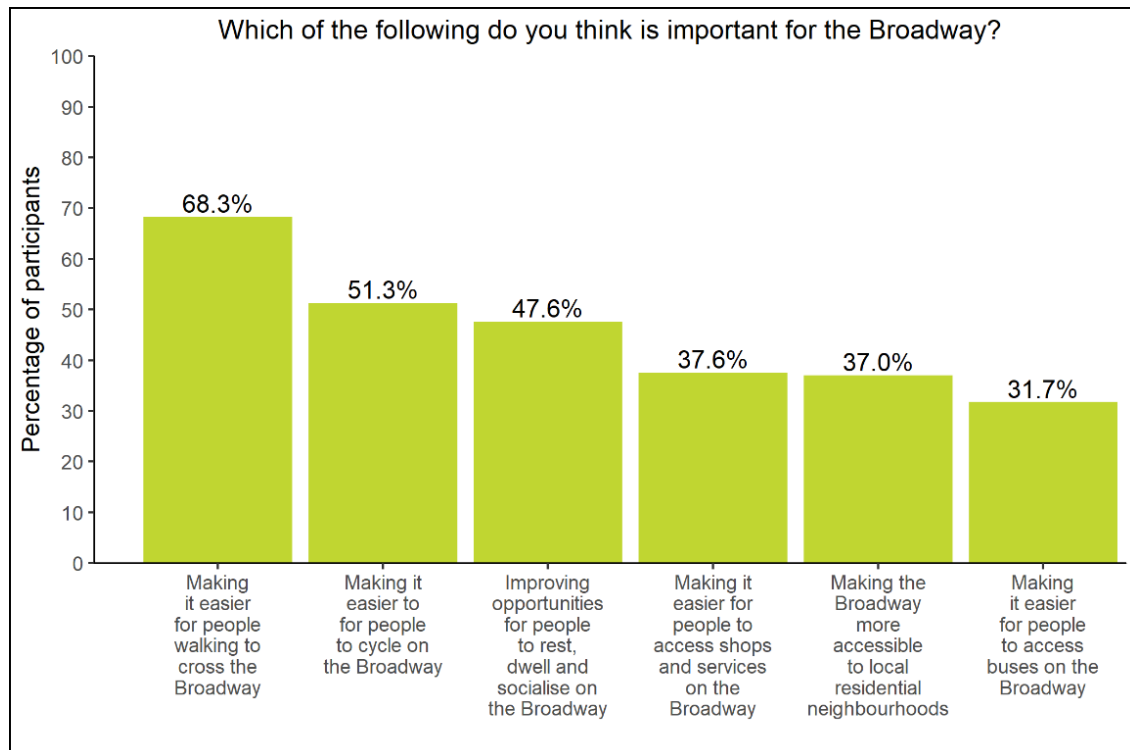
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## 8.0 Respondent views on the Broadway

8.1 Participants were asked about six priorities for the Broadway. The feature that most people felt was important for the Broadway was “Making it easier for people walking to cross the Broadway” with over two thirds (68.3%) of respondents selecting this option (Figure 6). 51.3% of respondents felt that it was important to make it easier for people to cycle on the Broadway, while 47.6% of respondents felt that improving opportunities for people to rest, dwell and socialize on the Broadway was important. Over a third of respondents felt that it was important to make it easier for people to access shops and services on the Broadway, and to make the Broadway more accessible to local residential neighbourhoods. The least popular option was to make it easier for people to access buses on the Broadway, with under a third of respondents (31.7%) of people selecting this option.

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**Figure 6: Respondent perspectives on the Broadway**



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## 9.0 Additional Comments and Feedback

- 9.1 113 respondents provided additional comments or feedback in a free text box. Feedback focused on existing issues and needs of the area; as well as direct comments about the proposals.
- 9.2 The following issues emerged as key elements in the feedback responses. For each issue, two relevant quotes from respondents are provided.
- 9.3 **Support for the scheme**  
Sixteen respondents voiced support for the proposed scheme through the comments and feedback free response.
- 9.4 “I’m so heartened that this consultation is happening - so that the built environment might reflect the hugely diverse & friendly community that lives here.”
- 9.5 “Long overdue for a redesign and development.”
- 9.6 **Antisocial behavior**  
Antisocial behavior was mentioned as a major existing issue by the community. It was suggested that this should be solved prior to any street improvements taking place, and would limit the successes of the implementations.
- 9.7 “I would welcome more green spaces, less antisocial behaviour which can often gather around the library and Sainsbury’s area.”
- 9.8 “These proposals are all very well and good but they ignore the elephant in the room - drug addicts and dealers are responsible for making West Ealing a horrible place to be and sit and pass the time. Solve this problem and you will have a chance.”
- 9.9 **Litter**  
Existing levels of littering and fly tipping was a reoccurring theme in many feedback responses. It was suggested this would be a continued problem with the proposals and needed to be addressed



- 9.10 "I love this area and the fact that there are great shops and facilities in hand. But the pollution and general 'unloved' state of some of the streets really gets me down. I walk my kids to school and have given up reporting fly-tipping and dog fouling because it doesn't seem to make any difference. I'm so heartened that this consultation is happening - so that the built environment might reflect the hugely diverse & friendly community that lives here."
- 9.11 "These initiatives will only work if the streets are cleaned - free from litter, rubbish bags, fly tipping, graffiti and anti social behavior"
- 9.12 Comments included more bins being needed as part of the proposals as a way of addressing this.
- 9.13 "It would be nice if the street are kept more clean and more recycling and rubbish bins are available."
- 9.14 **Street Maintenance**  
A lack of existing street maintenance was reported as resulted in pavement conditions being poor and greenery growing out of control.
- 9.15 "The pavements and road surfacing is in disrepair due to the strain over a sustained period of time. Adequate paving would go a long way to improving this vital link within West Ealing."
- 9.16 "Before you start planting more trees perhaps you should finally start looking after the ones planted in recent years which left to themselves are overgrown and block pavements!"
- 9.17 **Improvements for Cycling**  
Many respondents reported a need for improvements to the existing cycling infrastructure in the area. A requirement for segregated lanes and more north/south routes, as well as integration with existing routes was suggested. Broadway, and Uxbridge Road were cited as having a requirement for segregated cycle lanes.
- 9.18 "Better cycling routes are really important I cycle everyday through Ealing and it is the slowest and most dangerous part of the journey into central London. Junctions are dangerous for cyclists and the cycle paths are not complete through Ealing. Please build better cycling infrastructure."

9.19 “There needs to be more calming for cyclists on the residential streets, in particular North-South routes need to be addressed. In addition segregated cycle lanes are needed on the Uxbridge road.”

9.20 “I think segregated cycle lanes are essential to get people to out of cars. At the moment I don't cycle because I'm scared of the danger but feel segregated cycle lanes would encourage me to cycle.”

#### 9.21 Traffic Calming and Rat running

A need to increase traffic calming and reduce rat running was stated in numerous responses. It was suggest by some respondents that more rat running might become worse as a result of the proposals.

9.22 “I would like to see more done to discourage and slow down vehicular traffic in the area and in particular, residential streets. Discouraging or preventing rat-runners would be great. Making the 20mph limit a reality would also be good and would encourage cycling and make life safer for pedestrians.”

9.23 “Please try and slow down and restrict the traffic as much as possible. Far too much 'rat running' is still going on. I'm terrified watching the school kids cross the back streets. Part of this really requires street furniture that will stop a vehicle.”

9.24 “More needs to be done to stop car drivers from using residential roads as cut throughs. The proposals here don't go far enough.”

#### 9.25 Traffic volume and flow

Concerns were raised by respondents about the continued flow of traffic and volume of traffic travelling through the area.

9.26 “West Ealing desperately needs to feel like a place people want to shop and spend their time. Improved lighting, more planting etc will be great but putting more traffic calming measures on the side roads will just make the Uxbridge Road impassible, especially with the huge amount of new housing going in.”

9.27 “I think the plans are overall quite nice and aesthetically pleasing but don't go far enough in significantly reducing motor vehicle traffic in the area (Broadway or not) and separating out people on bikes from cars, especially on the Broadway/Uxbridge Road.”

### 9.28 Parking

Parking was a subject common to multiple responses. Comment topics ranged from an existing lack of parking and concern for residents-especially with local proposed housing developments; , poor existing parking practice including in cycle lanes;, and concern as to the reduction in available parking within the scheme.

9.29 “... In the evenings, cars are parked all over the road & near junctions - making it dangerous for all road users. ...”

9.30 “I strongly disagree with plans for Oaklands rd as I will be left without parking on my street under this proposal. The parking is already a problem on surrounding streets and this will make it worse. The council should offer all affected residents on my road by providing off street parking options....”

### 9.31 Vehicle Access

Many respondents voiced concern that vehicle access needed to be maintained to residences and shops, stating that public transport and emergency vehicles access would still be needed to the area.

9.32 “We obviously need to be mindful of the fact that houses and shops still need to be accessible for residents and for deliveries by car, van and lorry. Banning parking and stopping on the main Broadway is a good idea - unless you need a delivery to your business there.”

9.33 “I think the plans could just increase problems of traffic to the area. It is necessary for cars to access these areas (picking up disabled people, delivering to shops/stores and picking up large bulky items). Sending cars on longer routes is not the answer to reducing CO<sup>2</sup>. ”

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## 10.0 Respondent demographics

- 10.1 By gender, 38.9% of participants (77 people) identified as female and 54.5% (108 people) were male, while 6.6% (13 people) preferred not to say. There were no respondents who identified in another way. This highlights a slight underrepresentation of people identifying as female.
- 10.2 By age, 1.5% of participants (3 people) were 16-24, 11.9% (24 people) were 25-34, 23.9% (48 people) were 35-44, 23.9% (48 people) were 45-54, 17.9% (36 people) were 55-64, 11.4% (23 people) were 65-74, 2.0% (4 people) were over 75, and 7.5% (15 people) preferred not to say. Compared to the resident population age structure from Ealing's 2011 census, these figures indicate an underrepresentation of those under 25 those over 75, while those between 25-64 are overrepresented<sup>4</sup>.
- 10.3 By ethnicity, 3.0% of participants (6 people) identified as Asian or Asian British, 2.5% (5 people) as Black/African/Caribbean/Black British, 0.5% (1 person) as Hispanic/Latinx, 1.0% and mixed or multiple ethnic groups and 78.0% (156 people) as White. 1.0% (2 people) identified as an other ethnic group while 14.0% (28 people) preferred not to say. In the 2011 Census, the frequencies of ethnic groups among Ealing residents were 29.7% Asian or Asian British, 10.9% Black or Black British, 4.5% Mixed, 6.0% Arab or other, and 49.0% White. This evidence indicates that people identifying as Asian or Asian British, Black or Black British, Mixed ethnicities, and Arab or another ethnic identity are underrepresented among survey participants, while those identifying as White are overrepresented.
- 10.4 In terms of disability, 83.2% of participants (163 people) were not limited in their day-to-day activities by a health issue or disability that had lasted or was expected to last at least 12 months, 8.2% (16 people) were limited a little, 3.1% (6 people) were limited a lot, while 5.6% (11 people) preferred not to say. In the 2011 census, 14% of Ealing residents had a limiting long-term illness, while more recent estimates put 15.2% of the working population as having a disability. Therefore, people with a limiting long-term illness or disability may be underrepresented among survey participants.

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<sup>4</sup> [https://www.ealing.gov.uk/downloads/download/2316/2011\\_census\\_factsheet](https://www.ealing.gov.uk/downloads/download/2316/2011_census_factsheet)