



West Ealing Liveable Neighbourhood Programme

Stakeholder Management



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About Sustrans

Sustrans has fifteen years' experience in the successful delivery of community and stakeholder engagement on walking and cycling projects in the public realm. As a result, we have developed a tried and tested model of delivery, which is flexible and bespoke, to ensure the successful delivery of schemes which are supported by, and answer to the needs of, local stakeholders and residents.

Our Collaborative Design Team are recognised leading experts in stakeholder and community engagement, communication, facilitation and risk management. At the 2018 London Transport Awards, Sustrans won an 'Excellence in Walking and Cycling' award for the Collaborative Street Design project in Marks Gate, Barking and Dagenham.



Ben Addy
Head of
Collaborative Design

Ben has a comprehensive track record in successful infrastructure project delivery, business development, crisis and relationship management, and strategic planning. Through delivery of high profile neighbourhood-scale infrastructure projects including DIY Streets Turnpike Lane, he has overseen the strategic development and management of Sustrans unique collaborative design approach to street design. For the TfL Quietway cycle programme, he has developed Sustrans robust approach to community and stakeholder engagement. Ben is passionate about delivering exciting and challenging projects that empower communities to reimagine London's streets.



Contents

Glossary

LN Liveable Neighbourhoods

WELN West Ealing Liveable Neighbourhood

SMG Stakeholder Management Group

LBE London Borough of Ealing

TfL Transport for London

About Sustrans	2
Executive Summary	4
Project Brief	5
Stakeholders within SMG	6
Overview of engagement sessions, aims and outcomes, outline of activities	7
WELN: current healthy streets identified by SMG	10
WELN: issues identified by SMG	11
WELN: ideas identified by SMG	12
Prototype Feedback	13
Guest speakers	14
SMG community connections	15
Wider community stakeholders	16
Engagement opportunities during feasibility stage	17
Feedback from session participants	18
Other stakeholder engagement	19
Recommended approach to stakeholder management	20
Appendices	23

Executive Summary

Sustrans was commissioned by the London Borough of Ealing (LBE) to establish a Stakeholder Management Group (SMG), recommend a stakeholder management strategy for the West Ealing Liveable Neighbourhood (WELN) programme through to the completion of the feasibility stage, and deliver four SMG workshops.

Funded by Transport for London (TfL) and LBE, the WELN programme is an exciting opportunity to deliver a network of transformative changes to West Ealing's streets guided by the Healthy Streets approach (see figure 1). LBE identified key stakeholders to invite to two initial Stakeholder Management Group (SMG) workshops. Two subsequent meetings were then held, which included some additional participants. The interests and influence of key stakeholders, including those outside of the SMG, were analysed by Sustrans to support recommendations for stakeholder management throughout the WELN programme.

Sustrans used the workshops to develop the SMG's understanding and knowledge of the WELN programme, developing a group of informed local experts within the WELN team. The workshops informed stakeholders about the background to the WELN programme, supported them to develop a detailed understanding of Healthy Streets, explored opportunities for stakeholders to contribute to the programme, and provided a 'critical friend' role as the feasibility study developed. Information was gathered from the group regarding their current perceptions of and ideas for the streets of West Ealing in relation to Healthy Streets. Mapping the group's local connections identified opportunities for engaging with the wider WE community.

This report recommends specific ways the SMG's role can be developed alongside further engagement with the wider WE community as the WELN programme moves beyond the feasibility stage. Providing easy to use engagement materials and shareable communication materials will maximise the likelihood of SMG representatives leading engagement themselves. Support outside of the meetings, both through online resources and project staff attendance at engagement events, will ensure transparent, clear and consistent communication between the core WELN team and the WE community.



Figure 1: Healthy Streets Indicators
Source: Lucy Saunders

Project Brief



LBE was one of seven boroughs to receive funding as part of TfL's new LN 2018 programme. Over three years, the WELN programme will deliver a series of changes aimed at improving air quality and reduce congestion by making West Ealing a greener, healthier and more attractive place to live and do business.

After the funding announcement, various sections of the West Ealing community expressed an interest in the project and a strong desire to work with the Council in developing the proposals. Sustrans was commissioned to design, manage and facilitate a series of stakeholder management workshops with key members of the community.

Aims

- Engage and inform key stakeholders about the LN scheme, including the scheme's benefits, opportunities and parameters
- Develop a process through which key stakeholders and the programme team can communicate and input their knowledge, skills and expertise in the programme
- Develop a joint vision for the scheme

Deliverables

- Four stakeholder management group workshops
- Detailed report including recommended stakeholder management strategy for the WELN programme

Methodology

- Identify key stakeholders for the SMG with LBE
- Three in-depth meetings with the SMG
- Individual interviews with key stakeholders outside of the SMG

Stakeholders in SMG

TfL

West Ealing BID

Police

Councillors (Elthorne and Walpole wards)

Ealing Community and Voluntary Service (ECVS)

Solace

Catalyst Housing Association

West Ealing Centre Neighbourhood Forum (WECNF)

Ealing Centre for Independent Living (ECIL)

Clarion Housing Association

Ealing Cycling Campaign (ECC)

A2 Dominion

West Ealing Neighbours

Make Uxbridge Road Safe!

Open Ealing

Overview of engagement sessions, aims and outcomes, outline of activities

Meeting 1

Aims

- To initiate the SMG of the WELN and ensure the roles and responsibilities are clear and agreed by all members
- To understand the Liveable Neighbourhoods funding, the West Ealing Liveable Neighbourhood programme and the Healthy Streets approach
- To provide the opportunity for the Stakeholder Management Group to begin to feed into the programme with their insight and experience

Activities

1



Introduction to the West Ealing Liveable Neighbourhood Programme by LBE

2



Presentation on Liveable Neighbourhoods within the wider context of London strategic objectives by TfL

3

We agreed the terms of reference of the Stakeholder Management Group (see appendix 1)

4



Group activity to explore the Healthy Streets Approach

5

Exploring networks existing within the Stakeholder Management Group and engagement opportunities within West Ealing

Meeting 2

Aims

- To understand some of the types of interventions that could be funded by the Liveable Neighbourhood programme funding
- To develop ambitious ideas for West Ealing as a result of exploring examples of innovative Healthy Streets schemes
- To have a clear understanding of what's next for the programme

Activities

1

Workshop: exploring inspiring Healthy Streets schemes

2

Workshop: identifying priorities and developing ideas for the WELN programme

3

What comes next?

4

Presentation by WELN feasibility consultants, Steer Davies Gleave

5

Workshop by WELN research consultants, Retail Revival, exploring the surveys they will be undertaking in the area

Meeting 3

Aims

- Wider Stakeholder Identification exercise - To hear more detail on Healthy Streets and understand its application to the Liveable Neighbourhood programme
- To have a clear understanding of next steps for the programme – ie/ prototypes
- To understand the outcomes from the retail survey and the possible implications/opportunities for the WELN

Activities

- 1 Presentation from WELN research consultants, Retail Revival, on the findings from surveying in West Ealing
- 2 Presentation from Lucy Saunders, consultant in public health at TfL/GLA, on Healthy Streets strategic objectives by TfL
- 3 'Prototypes' development group exercise
- 4 Programme overview and next steps

Meeting 4

Aims

- To present the West Ealing Liveable Neighbourhood feasibility study to the group
- To workshop the feasibility study in groups to gather feedback and ideas
- To understand the next ring of potential stakeholders and empower the SMG to reach out over the coming weeks/months
- To sign off the WELN booklet and ask stakeholders to identify the number of copies they would like for distribution

Activities

- 1 Presentation by Steer to introduce the group to the outcomes of the WELN feasibility study
- 2 Discussion and facilitated activity around the feasibility study, identifying highlights, issues or questions
- 3 Activity to identify and record wider stakeholders
- 4 Wrap up and discuss next steps in the Liveable Neighbourhood programme

Photos from the SMG workshops



“I understand how the scheme is developing and the studies that are being carried out this year” -

Session participant

“I understand how the scheme is developing and the studies that are being carried out this year” -

Session participant

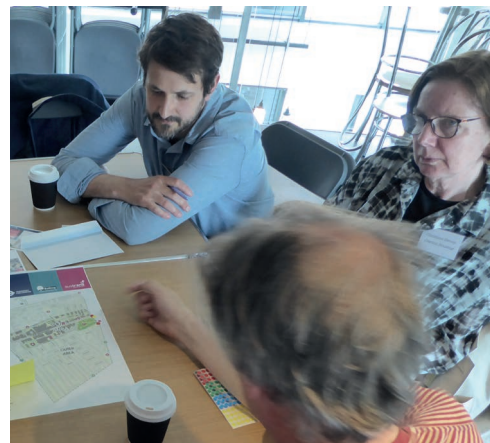
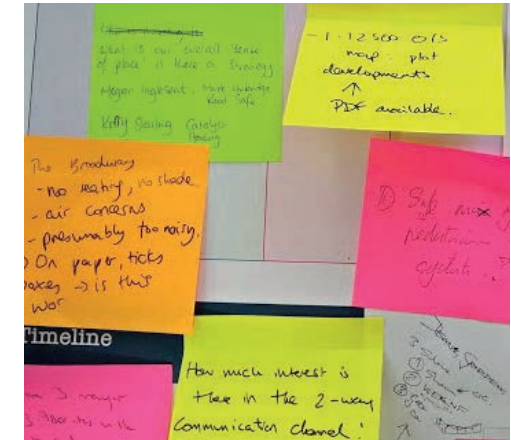


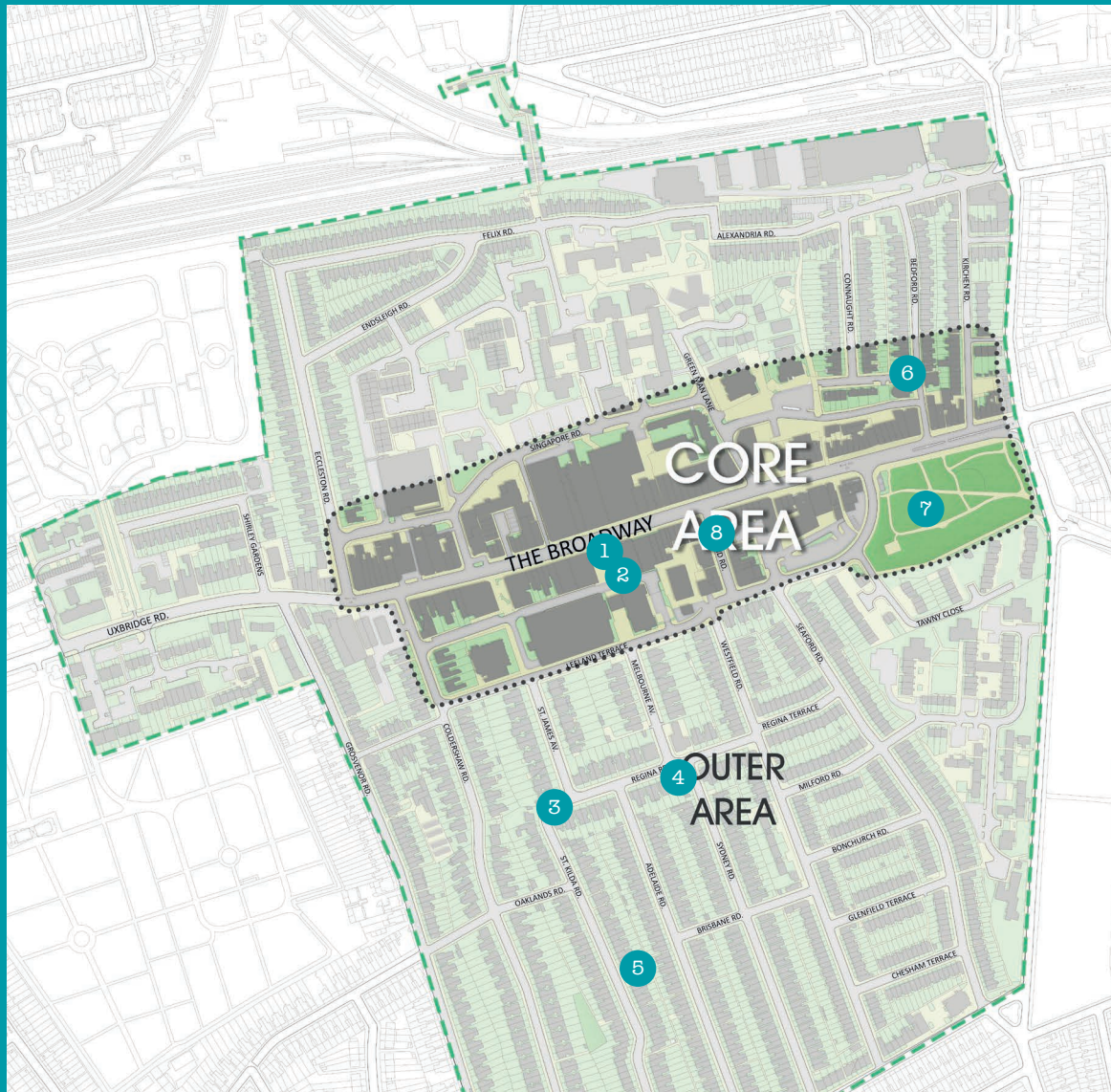
“I got to
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Session participant

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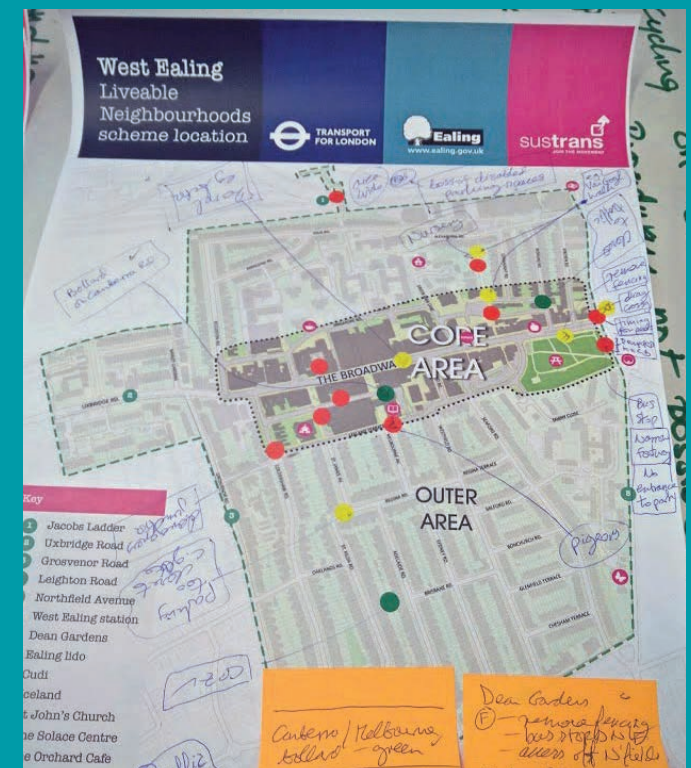


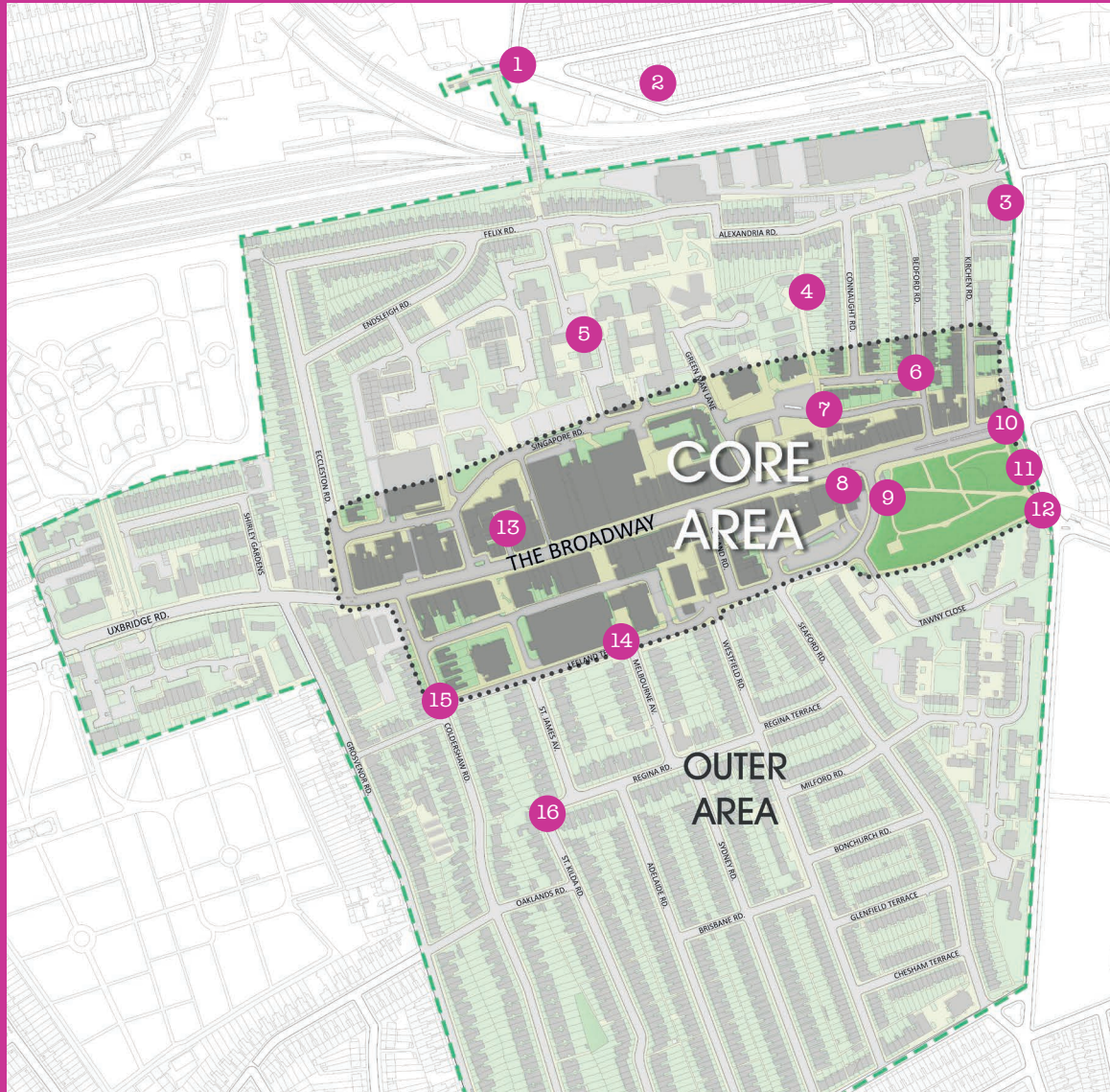


According to the SMG, what is currently helping West Ealing to be a liveable neighbourhood?

The SMG was asked to identify interventions they felt were already helping to create healthy streets in West Ealing

- 1 Melbourne Avenue
- 2 Bollard on Canberra Road/Melbourne Avenue
- 3 Regina Road traffic filters
- 4 Regina Rd filters
- 5 Controlled Parking Zone
- 6 Bedford Road traffic filter
- 7 Dean Gardens
- 8 Farmers' market





According to the SMG, what is currently preventing West Ealing from being a liveable neighbourhood?

The SMG was asked to share their perceptions of key issues for the streets in West Ealing

- 1 Jacob's Ladder - not aesthetically pleasing, not enough lighting
- 2 Loss of disabled parking spaces
- 3 Outside Cherrypye difficult in wheelchair
- 4 Nursery
- 5 Lack of wayfinding means negotiation from Jacob's Ladder to WE not easy for pedestrians
- 6 Mopeds always block dropped kerb Bedford/Bayham
- 7 Green Man Passage - good, viable route but not pleasant to walk down, needs more lighting
- 8 The Lodge
- 9 Perception that Avenue this is not a safe community space
- 10 Lido junction - hot spots for accidents
- 11 Narrow footway near bus stop no entrance to the park
- 12 Cycle route on Dean Gardens is dangerous for pedestrians - filters on to pavement on Northfield
- 13 Chignell place
- 14 Pigeons
- 15 Dangerous junction
- 16 Parking too close to gate



What ideas do the SMG have for the West Ealing Liveable Neighbourhood programme?

The SMG was asked to share their ideas for West Ealing as part of the WELN programme

- 1 Better lighting
- 2 Local artists design artwork for station (art on the underground)
- 3 Better wayfinding from Jacob's Ladder to WE
- 4 5 14 Play on the Way e.g. Van Gogh walk
- 6 No text supplied
- 6 Opportunity for 'box park style' space, pop-up events, outdoor cinema in Chignell Place
- 7 St James Avenue is a dead space which people don't use
Play on the Way, improved crossings, flexible event space
- 8 Canberra Rd- walk through/parklet/ flexible market space joining other public spaces for events
- 9 Melbourne Avenue has potential
- 10
 - 20mph zone
 - Segregated cycling
 - Local artists to commission art pieces along Uxbridge road - art/wayfinding
- 11 Pedestrianise Leeland Road/ traffic filter
 - Play on the Way
 - Destination for outside eating
 - Planting and paving
- 12 Convert car park to play/community space
- 13 Green man passage needs more lighting
- 14 Leeland Terrace and Singapore Road- alternative Quietway/cycle route to Uxbridge rd
- 15 'The Lodge' needs to be brought back to life
- 16 Make Leeland Terrace-Dean Gardens-Mattock Lane easier by bike
- 17 Turns to get between Bedford Rd and Leeland Terrace need facilities - centre island? Well designed segregated routes would help as well
- 18
 - Remove fencing
 - bus stop does not function
 - access off Northfields
- 19
 - Diagonal crossing
 - Phased lighting including longer phase for disabled/elderly
 - early release for cyclists
 - wayfinding
- 20 Make firegates more permeable for bikes and pedestrians

Prototype Feedback

During the third stakeholder management group session, the various proposed 'prototype' interventions were analysed and discussed by stakeholders. Comments were recorded.



Intervention	SMG Comments
'Parklets Along the Broadway'	<ul style="list-style-type: none"> Parklets could improve the area They require buy-in from local shop keepers and natural surveillance Other locations could be considered, including in the small car park near the magistrates, the roads around Sainsburys, the farmers market, St James Avenue Combine a parklet with a coffee stand and give people a purpose or reason to visit the parklet How will people be stopped from drinking and taking drugs? Will bring colour and life to the street Providing seating is good for older people Resistant to seating due to some people's behaviour The parklet will help lengthen dwell time which is good for shops Activate the parklet with events and activities Safety concerns, particularly around children climbing and accessing the road from the parklet
'Walking and Cycling Streets – Modal Filters'	<ul style="list-style-type: none"> How will the filters in their current location tackle the North-South rat running? Install more filters or one ways across area Concern that filters will result in traffic jams elsewhere Strongly agree with implementation of filtering as one ways can encourage speeding How will the filters help with walking? Is this a popular walking route? The filters will reduce traffic speeding through residential streets which will naturally make it safer for pedestrians, particularly older people and kids
'Enhancing the Broadway – Protected Cycle Lane'	<ul style="list-style-type: none"> Artwork is a good way to activate these spaces Many of these spaces are neglected and need some life What about vandalism? Will people still feel safe using these spaces despite the changes? Is this a popular walking route? This is a great opportunity to engage kids and young people There are a lot of kids who use this route – with a school and nursery
'Connecting Communities – Park to Park'	<ul style="list-style-type: none"> The prototypes relate well to earlier discussions held by the group The prototypes will provide an opportunity to reach out to the wider community around the WELN programme How much will these prototypes cost and how will this be justified considering these measures are temporary? It's been good to be involved in the development of these ideas

Guest Speakers



Sally Williams
Retail Revival

Sally provided an overview at the third SMG of the comprehensive retail survey carried out with businesses along The Broadway to understand the needs of local businesses and retailers.



Lucy Saunders
Consultant in Public Health –
Transport & Public Realm,
Transport for London / Greater
London Authority

Lucy followed Retail Revival with an insightful overview of 'Healthy Streets' and the benefits for creating streets and spaces that answer to the needs of those walking, cycling and accessing public transport.

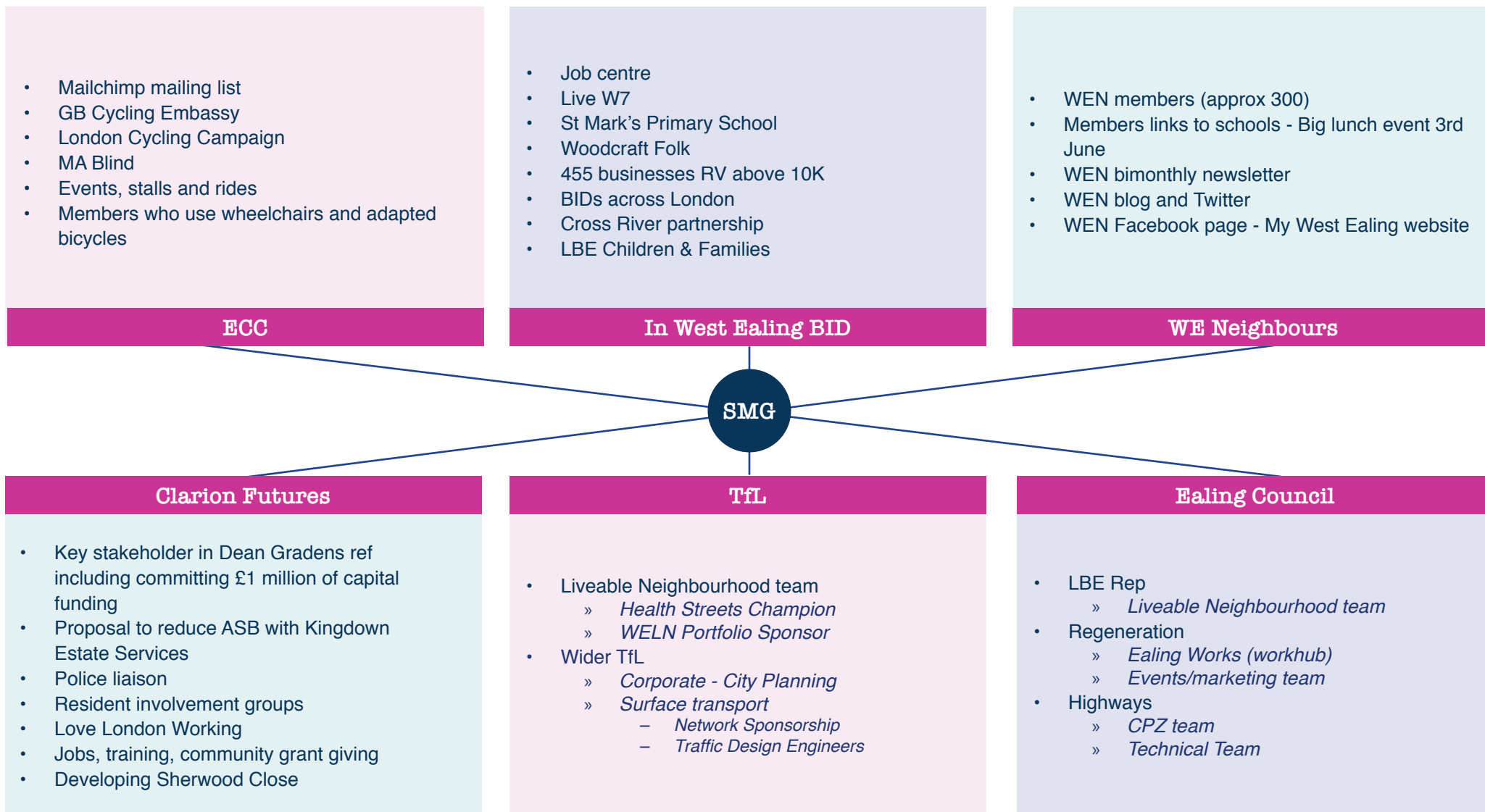


Peter Piet
Associate Director,
Steer

At the fourth, and final, SMG of the 'Feasibility stage', Peter presented an overview of the completed feasibility study to the group, showcasing the work – particularly the elements the SMG have influenced – that will be provided to TfL.

SMG community connections

The SMG mapped out their connections to the wider community in West Ealing to identify opportunities for community engagement



Wider community stakeholders

The SMG was asked to identify potential wider stakeholders from across the community, who can be contacted during the next phase of the Liveable Neighbourhoods programme. This list will be revised in subsequent meetings and the SMG will take responsibility to 'own' their contacts and liaise with them around the programme. This list is not exhaustive and it should be considered a live document.

Binfield Property Investment Trust

Rise

West Ealing Scout Group

Tamil Temple

Mosque

West Ealing Scout Group

Community Centre, Northfields

Welshaw Community Group

Salvation Army, Leyland Avenue

St John's Church

Dr Surgery
(Grosvenor House Surgery & Elthorne Park Surgery)

Acorn Nursery

Local supermarkets

Serbian Church

Foresters Pub

The Old Hat pub

West Side Youth Club

The Young Foundation

Girl Guides Group

Catalyst Care Home

Magistrates Court

April	May	June	July	August	Sept
Every Saturday: Leeland Farmers Market					
Last Saturday of the month: Vintage and Antique market			Ealing Free Film Festival, Ealing Green	Shobha Yatra, Lammas Park	Ealing Works opens?
	Hanwell Hootie	Allotment open day			Cllr Ward Forums
	Local elections	June 3rd Big Lunch events in local streets and Dean Gardens	Party in the Park, Pitshanger Park	Chariot Festival, Dean Gardens for Sri Lankan temple on Chapel Road	Sept 8th Soundbite Festival in Dean Gardens
		ECC Dr Bike sessions	Eat Drink Ealing		MS Fun Run/ Walk, Elthorne Park
		Ealing Midsummer Fayre, Ealing Green	Guyatts Funfair, Elthorne Park		Guyatts Funfair, Elthorne Park
		Eid in the Park, Ealing Common (exact date tbc)			BID ballot campaign launches
			West London Tamil Festival, Dean Gardens		Ealing Half Marathon, Lammas Park
			CAMRA Beer Festival, Walpole Park		Possible community event on The Avenue (BID)
			Ealing Comedy Festival		Goneic Polish Festival, Ealing Common
			Ealing Blues Festival		
			Ealing Jazz Festival		
Engagement opportunities during feasibility stage					October Halloween events (BID)
					November BID renewal ballot

Feedback from session participants

 **16**

representatives
attended each
meeting

“Excellent - I understand how the scheme is developing”

Megan Inglesent, Representative of Make Uxbridge Road Safe

“It was good to meet the others involved in the SMG. Happy to know the design is underway and the feasibility report in progress. I appreciate the level of local engagement.” (Stakeholder, SMG)

Participants left the session with **‘enthusiasm’, ‘lots of local knowledge and new ideas’, and being clear on objectives’.**

Those who completed the evaluation form:

89%

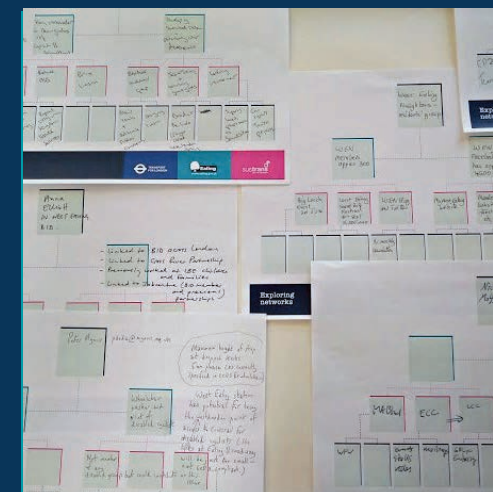
of participants felt they understood the principles of the Liveable Neighbourhoods Programme and Healthy Streets after the first session*

100%

of participants at the second session felt they were leaving with new ideas

100%

of participants agreed that the sessions were useful



*only one participant responded by saying they were ‘beginning to’

Other stakeholder engagement

Ealing Centre for Independent Living (ECIL)

Meeting with Katie Peploe, Manager of Ealing ShopMobility and Marketing, and Lynne Armstrong, Joint Chair on 2 May 2018 at ECIL, Bayham Road

- ECIL is a pan-disability organisation that handles 40,000 referrals a year
- ECIL is keen to be a member of the Stakeholder Management Group
- Owns Ealing ShopMobility
- Opportunities for the WELN programme to gather insights by running a workshop with ECIL clients and auditing West Ealing in an ECIL mobility scooter
- ECIL would like to see cycling provision for adapted bicycles. They have contacts with Wheels for Wellbeing.
- Recommended WELN team meets with Surinder Jassal at LB Ealing

Aspire Academy

Phone call with Michael Sylvester, founder of the Aspire Academy and owner of Sylvester's Salon on 2 May 2018

- Sylvester is the founder of the Aspire Academy, a supplementary school in Ealing for young people
- Sylvester was recommended as a well-connected, supportive local stakeholder by Mandie (OPEN Ealing) who could support the programme to reach out to the wider community.

Tom Raffe

Via email

- Tom is an interested resident on Connaught Rd and sent through concept designs from previous council plans for Green Man Passage (see appendix 3).

Peter Mynors

Via email

- Peter is the chair of the ECC.
- He has highlighted that an up-to-date base map of the scheme location is important for engaging stakeholders and ensuring they can develop informed ideas that cater for future need (see appendix 4).
- The production of a new cycle network plan by LB Ealing during 2018 is one of the commitments in the draft Ealing Cycling Plan 2018-2021 which Chris Cole, LBE Transport Policy and Project Manager, is currently finalising.

See appendix 2 for detailed minutes of meeting or correspondence

Recommended approach to stakeholder management

Membership of the SMG

- In line with the SMG's terms of reference for the group to provide a two-way communication channel between the council and the wider community:
 - » *Ensure members of the SMG represent an active group or organisation rather than themselves.*
 - » *Ensure a balanced number of local stakeholders vs. non-local stakeholders.*
- The group is not currently representative of the diverse population of West Ealing. Sustrans had identified other local representatives who should be included in the SMG, including Ealing Centre for Independent Living (ECIL) and Aspire Academy. ECIL subsequently attended the latter SMG meetings. A2 dominion was also highlighted as an important housing provider and invited to the third and fourth meeting.
- To ensure a consistent message, representatives within the SMG need support to lead engagement with the wider community:
 - » *Develop and deliver content in each SMG session that can easily be shared and delivered by representatives in the SMG with the community groups they represent (see appendix 5 for examples developed by Sustrans). Representatives can then feedback the results of their engagement to the WELN programme team.*
 - » *Provide staff support at identified engagement opportunities (page 14) to support the SMG representatives to engage with the wider community.*



SMG Meeting Practicalities

- Allow variation between weekday and weekend/evening meetings to support those who work to attend. During week days, ideally finish the meetings before school pick-up time.
- Other suggested meeting spots in West Ealing include Clarendon Business Centre, Welshore Community Hub and West Ealing Library. Anna Elliott from the BID has also offered to host at her office in Villiers House, Ealing Broadway.
- Clarify with the SMG that only one representative per organisation should attend each meeting.
- Consider booking in regular meeting dates for the next six months and communicating these with the group.



Opportunities for the WELN programme

- Liaise with Ealing Centre for Independent Living (ECIL) and local disability groups for further guidance about appropriate Healthy Streets terminology in the context of West Ealing. The language of Healthy Streets, particularly when referencing 'pedestrians' and 'walking', may not be perceived as inclusive of people travelling in wheelchairs and mobility scooters. Sustrans consulted TfL's Public Health Consultant, Lucy Saunders, who confirmed that the language used was checked with the TfL Equality and Diversity Lead. However SMG representatives may have further advice to reflect language used locally.
- Both ECIL and Peter Mynors from Ealing Cycling Campaign have confirmed that they would be willing to provide wheelchairs and mobility scooters to help audit the scheme area.
- LBE to develop and manage a coordinated approach with other local schemes to ensure a consistent message with regards to the future vision for West Ealing.

Communications around SMG

- Ensure clear communication channels between the WELN programme team, the SMG representatives and the wider community e.g. a project email account and online digital presence. Within this include an overview of the role of the SMG for the wider community.
- Transparent timelines are crucial to communicate with the community and to make sure people hear about the scheme. Develop a visually engaging project timeline that is shared with the community and updated regularly.
- Share meeting outcomes and activities with SMG representatives via email before and after each session. Use a format that is easily understood so the SMG representatives can share this information with the groups they represent.
- Consider renaming/rebranding the SMG to better communicate the group's role. This should be done with input from the SMG representatives.
- Inclusion is crucial– consider how to communicate effectively with people who e.g. have limited English; are deaf; are blind.



Get in touch

Sustrans is the charity making it easier for people to walk and cycle. If you'd like to know more about our work, we'd love to hear from you.

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Appendices

- 1 SMG Terms of Reference
- 2 Full minutes of meetings with other stakeholders
- 3 LBE concept designs received from local resident, Tom Raffe
- 4 Information Boards to introduce the scheme to the community

1. Stakeholder Management Group: Terms of Reference

The Stakeholder Management Group will:

1. Meet quarterly to discuss stakeholder communication and engagement issues, and convene special meetings for urgent matters as required.
2. Receive, comment on and discuss information about development, design iterations and delivery of the programme from the Programme Management & Technical Group.
3. Provide a two-way communication channel with residents, business and other members of the public to assist with gaining support and successful delivery of the programme, and invite guest speakers to attend as required.
4. Guide and advise the Programme Management & Technical Group about the consultation plan for the programme.

2. Full minutes of meetings with other stakeholders

Other Stakeholder Engagement

Ealing Centre for Independent Living (ECIL)

Meeting with Katie Peploe, Manager of Ealing ShopMobility and Marketing, and Lynne Armstrong, Joint Chair on 2 May 2018 at ECIL, Bayham Road

- ECIL is a pan-disability organisation
- 40,000 referrals a year
- Ealing ShopMobility is a service owned by ECIL which lends out mobility equipment to members of the public in order to get out and about in Ealing Broadway. ECIL is working with West Ealing BID to develop a satellite scheme in West Ealing. Currently this is an asset that is underutilised.
- Issues their clients face
 - » *Levels of pavements for getting onto buses in a wheelchair particularly the bus stop outside Ashby's pub, Uxbridge Rd*
 - » *Crossing tactile pavement in a wheelchair*
 - » *Lack of clear signage*
 - » *Motorbikes blocking the dropped kerbs (particularly at the end of Bedford Rd)*
 - » *Very difficult to cross at Lido junction*
 - » *Drayton Green Road near Cherrypye is very difficult in a wheelchair*
- Both Katie and Lynne highlighted that the Broadway is not cohesive and instead feels like three separate parts: the Lido, Dean Gardens and then the West of the street.
- ECIL can provide mobility scooters to audit West Ealing in a mobility scooter
- ECIL would like to see cycling provision for adapted bicycles. They have links to Ealing bike club who have an adult tricycle and work with Wheels for Wellbeing.
- Warda Mohamed, Disability Support Project Worker, runs various support groups for clients. Potential for the West Ealing Liveable Neighbourhood programme to attend one of these sessions to gather insights into challenges and ideas the group have for West Ealing's streets.
- ECIL will publicise anything relevant to their email lists – 1400 local contacts
- Met with TfL to feed into new designs for West Ealing train station
- Recommended meeting with Surinder Jassal at LB Ealing who runs the Ealing Disability Forum for LB Ealing and Ealing CCG and is well-networked amongst local BAME organisations
- ECIL is keen to be a member of the Stakeholder Management Group

Michael Sylvester

Phone call with Michael Sylvester, founder of the Aspire Academy and owner of Sylvester's Salon on 2 May 2018

- Sylvester was recommended as a well-connected, supportive local stakeholder by Mandie (OPEN Ealing) who could support the programme to reach out to the wider community.
- Sylvester is currently setting up a supplementary school on Drayton Green Rd, called the Aspire Academy. He is passionate about engaging with young people.
- Currently very busy setting up the school. However would be happy to meet for a coffee to understand the scheme better.
- Tom Raffe
- Via email
- Tom is an interested resident on Connaught Rd and sent through concept designs from previous council plans for Green Man Passage (see appendix).

Peter Mynors

Via email

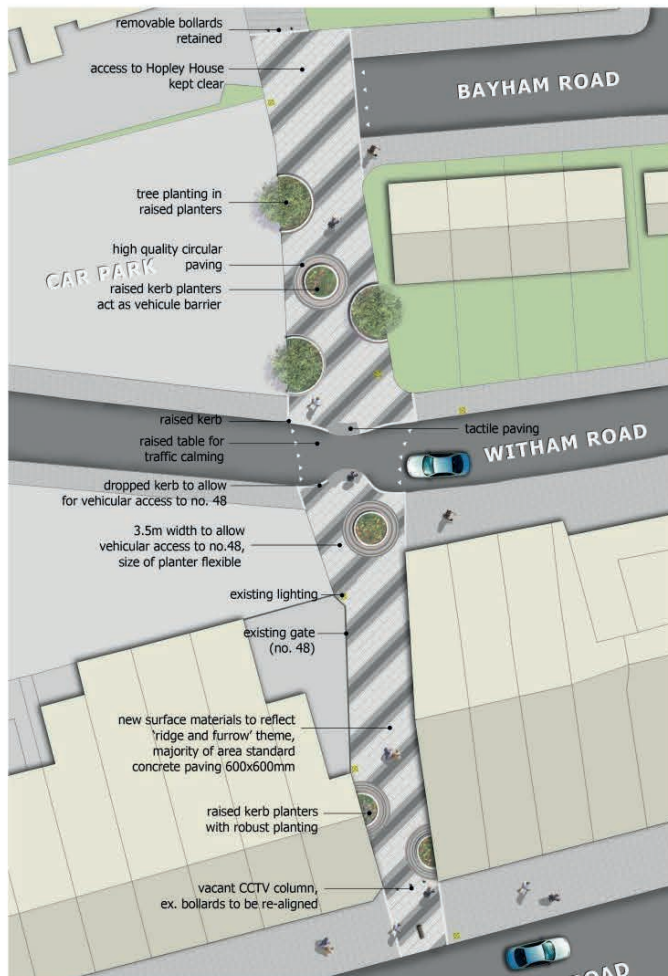
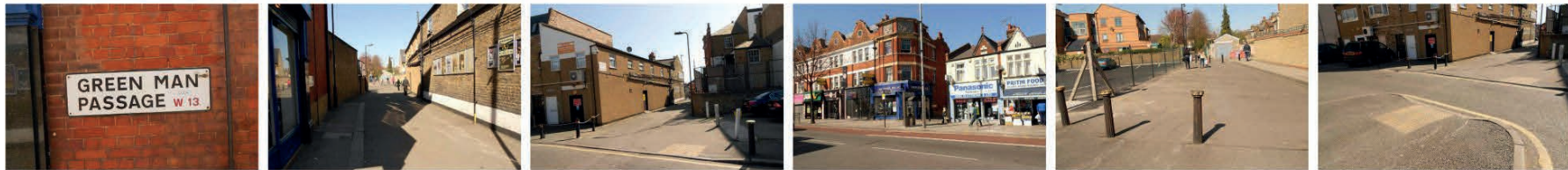
- Peter is the chair of the ECC.
- He has highlighted that an up-to-date base map of the scheme location is important for engaging stakeholders and ensuring they can develop informed ideas that cater for future need (see appendix).
- The production of a new cycle network plan by LB Ealing during 2018 is one of the commitments in the draft Ealing Cycling Plan 2018-2021 which Chris Cole, LBE Transport Policy and Project Manager, is currently finalising.

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- The production of a new cycle network plan by LB Ealing during 2018 is one of the commitments in the draft Ealing Cycling Plan 2018-2021 which Chris Cole, LBE Transport Policy and Project Manager, is currently finalising.

3. LBE concept designs received from local resident, Tom Raffe



03 _ Conceptual Ideas for Green Man Passage / West Ealing

At the moment Green Man Passage...

- provides an important pedestrian connection from Alexandria Road (Waitrose) to Uxbridge Road
- is dominated by unnecessary large areas of hard landscaping and level changes
- suffers from ASB behaviour and as a result is covered by CCTV
- has no identity as a space

Design Objectives:

- to provide and continue the existing green link (see photo to the right) from Alexandria Road down to Uxbridge Road
- to create an attractive, pedestrian friendly space
- to incorporate a West Ealing related theme into the design

Design Proposal:

- brighten the space up by introducing lighter surface materials that visually connect with the High Street
- create a level surface to make the space more user friendly
- 'greening' the streetscape by introducing additional planting and trees
- rationalise street furniture e.g. reduce use of bollards to prevent vehicular access by introducing raised planters

Inspiration:

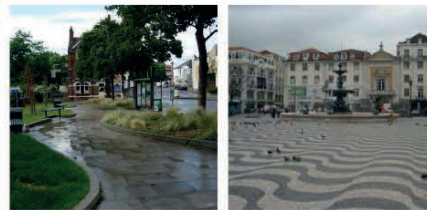
Design takes inspiration from West Ealing's food production history and the design is based on the regular pattern of agricultural fields and the typical 'ridge and furrow' pattern has been replicated in the paving materials.

The theme can be enhanced further by incorporating community art projects similar to the ones shown on the photographs to the right:

- incorporate text or symbols within paving e.g. sand blasted into paving slabs
- incorporate a sculpture e.g. a plough
- interpretation on site as part of a wider interpretation strategy that would run throughout West Ealing



Artistic impression showing the slightly raised planters with trees and robust planting as well as the paving pattern



Example: Path between raised beds

Example: Paving pattern

NEXT STEPS:

- carry out wider consultation as part of the Corridor 1C consultation, in particular with the church and nurseries on site



4. Information Boards to introduce the scheme to the community

Transport for London's Liveable Neighbourhoods programme

As outlined in his Transport Strategy, the Mayor of London wants to increase the proportion of trips Londoners make on foot, by bicycle or using public transport to 80 per cent by 2041. This means an average of 5 million fewer car journeys in London each day.

The Mayor's Healthy Streets Approach is central to achieving this ambition. The approach aims to improve air quality and reduce congestion through transforming communities, making them greener, healthier and more attractive places to live and do business. Transport for London's Liveable Neighbourhoods programme has released £14 million of funding for new schemes that will deliver these Healthy Streets.

Ealing is one of seven London boroughs to win funding in the first round of the programme. The other boroughs are Greenwich, Hackney, Haringey, Havering, Lewisham and Waltham Forest.

"Our new Liveable Neighbourhood scheme will see millions of pounds invested in schemes that will directly make walking and cycling a safe, enjoyable and convenient option for many more Londoners - supporting small businesses by making our high streets cleaner, safer and more enjoyable places to spend time"

Sadiq Khan, The Mayor of London

Healthy Streets Indicators

Source: Lucy Saunders

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West Ealing Liveable Neighbourhoods scheme location

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Boundary Roads:
a. Dean Gardens
b. Lido Junction
c. The Broadway
d. Dean Gardens
e. Lido Junction
f. West Ealing Station

The West Ealing Liveable Neighbourhood Bid: Dean Gardens

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• Based on designs developed with the community
• Address the poor connections to the surrounding streets through improvements to entry points
• Open up the boundary on The Broadway to allow better pedestrian permeability
• Create better areas for rest and play
• Provide a community café and a meeting for the Soundbite Community Festival

Healthy Street Indicators

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Source: Lucy Saunders

The West Ealing Liveable Neighbourhood Bid: the Broadway

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• Removal of unnecessary street furniture
• Replace and rationalise street furniture with coordinated palette
• Provision of additional cycle parking and expansion of 'Mobike'
• More pedestrian crossings to match desire lines
• Install raised tables
• Improve footways with quality paving
• Resurface carriageways
• Restore continuous carriageway markings
• Slide road entry treatments at every junction
• Resurface and de-clutter side roads
• Ban turns and/or road closures at selected roads
• Road closures with direct permeability for through speed limit

West Ealing Liveable Neighbourhood FAQs - April 2018

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1. What is a Liveable Neighbourhood (LN)?

Transport for London (TfL) has released £114million of funding to improve local environments across London through the Liveable Neighbourhoods (LN) programme. The programme will fund schemes that involve changes to town centres and their surrounding residential areas to directly improve conditions for walking and cycling. These schemes will improve air quality and increase local people's activity levels whilst reducing traffic dominance and supporting businesses by making local town centres more attractive.

Ealing is one of only 7 London boroughs to have received funding in the first funding round.

2. Why is LN funding available?

The Mayor's Transport Strategy sets out a vision for making active and sustainable transport the most appealing and practical choice for 80% of journeys in London by 2040 using the Healthy Streets Approach. TfL's LN programme has been created to fund projects in boroughs that will help deliver that vision, making streets more attractive, healthier and safer for walking, cycling and using public transport.



Source: Lucy Saunders

West Ealing Liveable Neighbourhood

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