

Liveable Streets Old Ford Road West

Appendix C – Consultation and engagement

29/03/2021



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Background

This document outlines the consultation and engagement process for the Liveable Streets programme in the Old Ford Road West area.

The council has developed proposals based on feedback from residents and businesses in Old Ford Road. This approach meets the aims and objectives of the Liveable Streets programme; to improve the look, feel and safety of the area for the Old Ford Road West community. A eight-step plan to deliver the Liveable Streets programme in Old Ford Road West is followed, as shown in the table below, Phase 1 – Phase 7 has been carried out to date.

Design process

| | |
|---------|---|
| Phase 1 | Early Engagement – Perception survey to understand the issues in the area |
| Phase 2 | Concept Design – Development of the concepts based on early engagement feedback |
| Phase 3 | Workshop – Co-design workshops with residents and key stakeholders |
| Phase 4 | Preliminary Design – Development of design based on workshop feedback |
| Phase 5 | Public Consultation – Consultation of the proposed design |
| Phase 6 | Detailed Design – Design of chosen scheme based on consultation feedback |
| Phase 7 | Construction – Build on-site with consideration to construction impacts |
| Phase 8 | Review – 3-year review of implemented schemes |

Phase 1 – Early Engagement

Phase 1 - Early Engagement took place Monday 2 March 2020 to Sunday 29 March 2020. The full Early Engagement report can be found online at the Talk Tower Hamlets webpage:

- talk.towerhamlets.gov.uk/lsoldfordroadwest

By using an online survey, interactive map, drop-in sessions, and stakeholder meetings with community groups, the Early Engagement phase heard the views of over 400 people. The deadline for Early Engagement feedback via the online survey was 29 March 2020, although where practical, feedback received after this deadline was considered.

Using online engagement and printed promotional materials across a range of methods such as posters, flyers, social media and TH e-newsletter channels, an extended spread of the community had access to the Liveable Streets Old Ford Road West early engagement campaign and key messages circulated by the project team.

Phase 2 – Concept Design

Following the early engagement community feedback, traffic and pedestrian counts, parking stress surveys, collision studies and air quality monitoring, a concept design was developed to meet the Liveable Streets programme objectives.

Phase 3 – Workshops

Online co-design workshops were held with residents, stakeholders, and businesses of the Old Ford Road West community on the following dates:

- Thursday 23 July 2020, 6pm – 7:30pm
- Saturday 25 July 2020, 1pm – 2:30pm
- Wednesday 29 July 2020, 6pm – 7:30pm

Due to a high demand and number of registered participants, an additional workshop was opened up to Old Ford Road West residents:

- Tuesday 8 September 2020, 6pm – 7:30pm

The workshops were designed to:

- Raise awareness of the programme
- Provide feedback on the early engagement and survey work undertaken
- Better understand the issues and concerns in the area
- Discuss potential proposals and receive feedback
- Discuss aspirations for the area

The results from the early engagement and the data analysis were presented to attendees in an online workshop format due to COVID-19 government restrictions. The presentation was followed by two exercises in which suggestions for improvements were presented and residents and businesses were able to provide

their thoughts in a smaller group workshop. Issues and opportunities were actively debated between groups and suggestions on improving the scheme and the area overall were recorded.

The feedback received during the workshop exercises was collated and used to inform the development of Phase 4 - Preliminary Design.

Phase 4 – Preliminary Design

Taking details and feedback gathered from the previous phases, the traffic layout proposals were developed further in preparation for Phase 5 - Public Consultation.

Phase 5 – Public Consultation

The Old Ford Road West consultation ran from Thursday 19 Nov 2020 to Sunday 20 Dec 2020. The deadline for feedback was Sunday 20 Dec 2020, however where practical, feedback received after this period was also included due to the holiday period in late December 2020.

Consultation pack distribution

Consultation packs, containing an information booklet (including a link to online survey) hard copy survey and freepost return envelope, were delivered to the 5,298 residential and business properties within the consultation area across 19 and 20 November 2020.

There were 286 hard copy surveys received by return post.

Postcard distribution

Postcards were distributed to 5,298 business and residential properties within the Old Ford Road West project area on Monday 27 November 2020 to serve as further awareness and a reminder of the public consultation date closing date.



Dear Neighbour,

We want to know what you think about the proposals for a low-traffic neighbourhood in the Old Ford Road West area of Bethnal Green. We want to make your streets safer, improve the air quality and make it easier to get around on foot or by bike.

To view the proposals, please visit talk.towerhamlets.gov.uk/LSOldFordRoadWest for more information on the proposals and let us know your feedback and ideas by filling in the survey before Sunday 20 December 2020!

We'd love to hear from you.
The Liveable Streets team



Neighbour

Old Ford Road West area

London, E2

Complete the survey online at

talk.towerhamlets.gov.uk/LSOldFordRoadWest

Or scan the QR code



Community Engagement and Communications

Due to COVID-19 and associated government restrictions, the Liveable Streets team did not engage with community groups in a face-to-face setting. However, the team remained focussed on keeping everyone up to date and involved in the Liveable Streets Old Ford Road West consultation. Digital communication methods were used to ensure an inclusive engagement approach with residents, businesses and targeted stakeholder groups.

Posters were put up around the consultation area on Friday 20 November 2020, detailing the consultation dates and webpage.

Additional flyers were handed out to key stakeholders and businesses on 16 December 2020.

Stakeholder meetings

Stakeholder meetings were held both in advance of and during the Public Consultation window to ensure major community groups and essential emergency services were aware of the programme and had time to provide their feedback. Prior and during the consultation, the Liveable Streets team also met with key stakeholders over Microsoft Teams.

Drop-in Events

Due to COVID-19 and associated government restrictions, there were no face-to-face drop-in sessions held. Instead, the community could register for a timeslot to “chat to the team” via the website or via email and could opt for a phone call or Teams call to discuss the proposals with a member of the project team. The times available to register for are listed below:

- Thursday 26 November 2020, between 5pm – 8pm
- Saturday 28 November 2020, between 11am – 2pm
- Wednesday 2 November 2020, between 4pm – 7pm
- Wednesday 9 December 2020, between 4pm – 7pm

Email distribution and enquiry

In advance of the consultation and throughout the consultation period, the Liveable Streets team communicated with the following groups:

- All schools within the consultation area
- Emergency Services (Ambulance, Health Services, Police, Fire Services)
- TRAs and housing groups
- Places of worship
- Accessibility, inclusionary and key community groups

The Tower Hamlets e-newsletter, was sent out twice during the consultation period notifying all registered people in the community of the consultation and associated survey and drop-in sessions. These were sent on the 23 November and 14 December 2020.

Comments and queries were directed to the dedicated e-mail address liveablestreets@towerhamlets.gov.uk. The email address was listed on the consultation pack, website, and all associated consultation communications.

Social Media

The consultation was advertised also via London Borough of Tower Hamlets social media channels (Twitter, Facebook and LinkedIn) throughout the consultation period, which linked to the consultation webpage. These posts were made on 27 November, 4 December, 11 December and 18 December 2020.



Let's Talk Tower Hamlets

- The Old Ford Road West area received over 3000 page views throughout consultation period. The site featured various ways to feedback such as the online consultation survey, a Q&A tool and a registration form to talk to the team function.
- The Let's Talk Tower Hamlets Q&A function received 4 queries from the public during the consultation period. The Liveable Streets team addressed each question, answering either publicly or privately based on the nature of the question.
- The Let's Talk Tower Hamlets "Register your interest to talk to the team" survey received 3 responses where meetings were held with the individuals.

- There were 400 online surveys submitted via the Let's Talk Tower Hamlets webpage.

School Engagement

- While the programme team were not able to engage with school communities in a face-to-face setting, the team remained focused on keeping schools in the Old Ford Road West area up to date and engaged in the consultation. All schools in the area were offered a meeting with the project team.
- The Liveable Streets team held virtual meetings with the following schools:
 - Bonner Primary School
 - Gatehouse School
- Schools also received a hard-copy consultation pack through the post as well as electronic material. Schools were encouraged to share this information via their internal channels and newsletters with parents, teachers, and students.

Business engagement

Due to COVID-19, the team were unable to engage with businesses face-to-face.

During the consultation period, businesses received both the consultations packs and postcard flyers. Businesses and key stakeholders in the area were also handed out flyers and posters during the consultation period, and discussions held with project team members while maintaining social distancing measures.

Liveable Streets phonenumber

- A dedicated phonenumber was available for public queries during business hours.

Phase 6 – Detailed Design

Following the public consultation, the results and feedback will be considered. This will be taken to cabinet on 26 May 2021 for a final decision. Once this decision is made the proposal will be developed in more detail ready for Phase 7 - Construction.

Phase 7 – Construction

If approved, construction will begin in Summer 2021 and run for approximately 6 months. The implementation will be carried out using an experimental traffic order.

Phase 8 – Review

Should the project be constructed, traffic levels and feedback on the schemes will be monitored and a review will commence 6 - 18 months after completion of the full scheme.