

Liveable Streets Brick Lane

Appendix C – Consultation and engagement delivery

29/03/2021



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Background

This document outlines the consultation and engagement process for the Liveable Streets programme in the Brick Lane area.

The council has developed proposals based on feedback from residents and businesses in the area. This approach meets the aims and objectives of the Liveable Streets programme (to improve the look, feel and safety of the area for the Brick Lane community), as well as to aid economic recovery for businesses within our project area. An eight-step plan to deliver the Liveable Streets project in Brick Lane is followed, as shown in the table below, Phase 1 – Phase 5 has been carried out to date.

Our proposals

Three schemes have been developed to improve walking and cycling, create better public spaces, discourage through-traffic and improve air quality. Our scheme details include:

- Pedestrianising sections of Brick Lane in the evenings and weekends.
- Improving the accessibility of Brick Lane with dropped kerbs and new disabled parking spaces.
- Enhancing the neighbourhood with improved lighting, planting and traffic calming measures.
- Installing new cycle hangars and cycle stands to encourage sustainable travel.
- Creating accessible and safer school travel routes to improve air quality and road safety for children.

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, businesses and key stakeholders
Phase 4	Preliminary Design – Development of design based on workshop feedback and all feedback to date
Phase 5	Public Consultation – Consultation of the proposed design
Phase 6	Detailed Design – Design of chosen scheme based on consultation feedback and all feedback to date
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 from June to August 2019. The full Early Engagement report can be found online at the Talk Tower Hamlets webpage:

- talk.towerhamlets.gov.uk/lsbricklane

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 200 people. The deadline for Early Engagement feedback via the online survey was 31 August 2019, 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

This has ensured that an extended spread of the community had access to the Liveable Streets Brick Lane 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

Co-design workshops were held with residents, stakeholders, and businesses of the Brick Lane community on the following dates:

- Saturday 25 January 2020 – resident workshop
- Wednesday 29 January 2020 – business workshop
- Wednesday 5 February 2020 – resident workshop

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 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 Brick Lane consultation ran from Wednesday 17 March 2021 to Wednesday 14 April 2021. The deadline for feedback was Wednesday 14 April 2021. Hard copy responses received up to 7 days after this date were also included in the analysis.

Before the consultation launched, pre-consultation engagement meetings with key stakeholders, including EqlA stakeholders, were held between December 2020 and March 2021.

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 6,525 residential and business properties within the consultation area.

Translated materials

There was an opportunity for those within the community who did not have English as a first language to request translated documents. According to local census information, Brick Lane has a high population of Bengali speakers so the consultation document and survey were available in this language to download from our website. The English version of consultation document also included a sentence in Bengali advising there was a full Bengali version and how to access or order it.

Postcard distribution

Postcards were delivered to the 6,525, residential and business properties within the Brick Lane consultation area on Wednesday 31 April 2021 to serve as further awareness and a reminder of the public consultation date closing date.

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 Brick Lane consultation. Digital communication methods were used to ensure an inclusive engagement approach with residents, businesses and targeted stakeholder groups.

Posters and banners were put up around the consultation area on Monday 22 March 2021, detailing the consultation dates and webpage.

Additional flyers were handed out to key stakeholders and businesses on Wednesday 31 March 2021, Monday 12 April 2021 and Wednesday 14 April 2021.

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, including but not limited to:

- Thomas Buxton Primary School
- St Anne's and Guardian Angels Catholic Primary School
- Banglatown Restaurant Association
- Spitalfields Neighbourhood Planning Forum
- Emergency Services
- Brick Lane Mosque
- The Truman Brewery
- Aldgate Connect
- Wheelers

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:

- Wednesday 24 March, 5 to 8pm
- Saturday 27 March, 11am to 2pm
- Wednesday 31 March, 3 to 6pm
- Thursday 8 April, 5 to 7pm
- Saturday 10 April, 11am to 1pm

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 and charities
- Businesses within the consultation area

A 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 Monday 22 March 2021 and Wednesday 31 March 2021.

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.

External media

A press release promoting the consultation was issued on Tuesday 16 March 2021. We also received coverage from the media on the following dates, via the following channels:

21 March 2021 – Tower Hamlets News

22 March 2021 – East London Advertiser

23 March 2021 – Time Out

25 March 2021 – My London

14 April 2021 – BBC News

Social Media

The consultation was also advertised 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 Thursday 25 March 2021 and Tuesday 13 April 2021.

Let's Talk Tower Hamlets

- The Brick Lane area page received 5,587 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 Q&A function received three 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 "Register your interest to talk to the team" survey received three responses where meetings were held with the individuals.
- There were 901 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 Brick Lane 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 school during the consultation period:
 - St Anne's and Guardian Angels Catholic Primary School
 - Governors of Thomas Buxton Primary School
 - All schools in the project area 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 for the majority of the consultation period.

During the consultation, 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.

We visited over 75 businesses in the Brick Lane project area to inform them of our proposals and to encourage them to formally provide a response to our consultation. We visited these businesses throughout the 12 – 14 of April in accordance with government guidelines for COVID-19 restrictions.

Those who were unsupportive were mainly due to deliveries for their business, and also concerns about traffic being pushed onto neighbouring roads.

Liveable Streets phonenumber

- A dedicated phonenumber was available for public queries on weekdays 9am - 5pm - excluding public holidays.

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. 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.