



## Liveable Crouch End

### Pre-Engagement Report

London Borough of Haringey

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## 1. EXECUTIVE SUMMARY

The purpose of this document is to detail the pre-engagement activities undertaken to gather feedback from residents, businesses and visitors in the Liveable Crouch End project area, and analyse the results received. Throughout December 2018 and January 2019, we engaged with stakeholders seeking feedback on what improvements they would like to see to walking, cycling and public transport access and usage in the area. The issues and improvements that were identified will inform the scheme designs for the Liveable Crouch End Project.

An online pre-engagement survey ran for approximately 10 weeks between 26 November 2018 and 31 January 2019. Businesses were approached on a one-to-one basis as well as a business-specific survey undertaken in February 2019.

The project team had a pop-up stall at the Crouch End Christmas Market on 1 December 2018, and drop-in sessions were also held during January 2019 allowing residents and businesses to ask questions about the project, meet the Project Team and feedback on their issues and the improvements they would like to see.

In total, we received 585 responses to the pre-engagement survey, had 643 comments submitted via the interactive online map, met over 150 people at drop-in events, and had 40 responses to the business specific survey. The responses are analysed in detail in Section 3, Engagement Findings.

People that live and work in the area have strongly highlighted the desire for improvements to be made to the pavements and pedestrian areas along with improvements to air quality and the implementation of safe cycling infrastructure in the Crouch End area.

## **2. BACKGROUND**

The London Borough of Haringey (LB Haringey) was awarded funding by Transport for London (TfL) for a Liveable Neighbourhoods scheme in the Crouch End area after submitting a successful bid in the first round of this funding. TfL's Liveable Neighbourhoods programme seeks to give boroughs like Haringey the opportunity to fund long-term schemes that encourage walking, cycling and the use of public transport.

This document outlines the pre-engagement activities undertaken to inform our early understanding of this scheme, and details the feedback received from stakeholders. All feedback received will be considered by LB Haringey, feed into future co-design workshops and inform the development of designs for the scheme.

### 3. METHODOLOGY AND PROGRAMME

The Liveable Crouch End project programme uses the design process shown in Figure 1; this pre-engagement forms part of this process:

1. **Pre-engagement:** Establishing stakeholders, developing relationships, communicating the project brief and understanding of the priorities across the stakeholder groups
2. **Community Engagement:** Engaging residents, businesses, and visitors to communicate the project brief and understand the priorities across the community
3. **Define scope:** Defining the scope based on the early stakeholder and community engagement feedback and gather / produce baseline data
4. **Workshops:** Meeting with residents and stakeholders in co-design workshops to feedback and assess the design ideas
5. **Concept options:** Development of proposals
6. **Public consultation:** Consultation for the proposals
7. **Design development:** Developed design for the preferred proposals
8. **Detailed design and tender:** Detailed design preferred proposals and undertake competitive tender process
9. **Construction:** Build on-site with consideration to construction impacts
10. **Review:** Three year review of implemented schemes

The aims of the pre-engagement section of the programme were:

- To inform the public about the Liveable Crouch End project,
- Gain an understanding of the issues and priorities across the community for the local area
- Promote to the public that the scheme will be community driven and the nature of the proposals will depend on the local context and aspirations.

Throughout the delivery of the pre-engagement programme, the following approaches were followed:

- Engage stakeholders who will potentially be affected by the plans and use a variety of tailored techniques to promote awareness
- Make information accessible using a variety of engagement techniques to encourage widespread involvement
- Outline the timescales of the engagement programme and what happens next
- Provide stakeholders with the opportunity to feedback on the scheme through a variety of ways that allows anyone to respond no matter their preference (i.e. electronic, verbal or written for feedback)
- Feedback on responses received and how this has impacted on the design development.

The pre-engagement included:

- A web-based consultation enabling residents, businesses and interested groups to plot their concerns and issues in on a map and fill in an online survey:  
[www.pclconsult.co.uk/liveablecrouchend](http://www.pclconsult.co.uk/liveablecrouchend)
- Leaflets delivered to 10,928 residential and business properties in the Liveable Crouch End area, informing them of the scheme and drop-in sessions and asking for their involvement via the interactive map and/or survey.
- Liaison with key community groups and forums and a Stakeholder Forum meeting.
- Door knocking in key business locations within the Liveable Crouch End area as well as inviting businesses to attend drop-in sessions to discuss their concerns / issues.

- A bespoke business survey conducted face to face with around 40 businesses in the Town Centre area.
- Two school visits to discuss with local children and the school community their concerns and aspirations
- Three drop-in sessions for residents and businesses and a stall at the Crouch End Christmas Market.
- Email and phone response line for queries during this time.
- Communication via Council channels including Facebook, Twitter and Haringey's website: [www.haringey.gov.uk/liveablecrouchend](http://www.haringey.gov.uk/liveablecrouchend)
- Fortnightly email update informing Councillors of the latest programme details, opportunities and timescales.
- Posters located in Crouch End Town Centre businesses, the Town Hall and the Library directing local residents and businesses to get involved and providing information about the public stalls/sessions.

### 3.1 Overview of engagement and activities

As laid out above, engagement was undertaken through several channels including a dedicated project website and e-mail address, school workshops, and public drop in events.

Table 1 sets out the pre-engagement programme depicting the main engagement milestones with the associated details.

| Date                     | Milestone                   | Details   |
|--------------------------|-----------------------------|---|
| Friday 23 November 2018  | Pre-engagement survey opens | PCL Consult website goes live ready for the pre-engagement start date on 26 November 2018 |
| Monday 26 November 2018  | Information distributed     | Leaflets to homes and businesses, pre-engagement officially begins                        |
| Monday 26 November 2018  | Information distributed     | Haringey webpage goes live  |
| Monday 26 November 2018  | Information distributed     | Emails to Councillors   |
| Monday 26 November 2018  | Information distributed     | Emails to Stakeholders  |
| Saturday 1 December 2018 | Public event                | Crouch End Christmas Market   |



|  |                              |  |
|--|------------------------------|--|
| Wednesday 19 December 2018                 | School event                 | Workshop with Coleridge Primary School Year 5  |
| Monday 7 January 2019                      | Information distributed      | Follow-up leaflets to homes and businesses which include details of drop-in events   |
| Monday 7 January 2019                      | Business drop-ins            | Crouch End Town Centre businesses visited and reminded about the pre-engagement survey   |
| Wednesday 9 January 2019                   | Public event                 | Drop in event at Hornsey Town Hall Arts Centre   |
| Friday 11 January 2019                     | School event                 | Workshop with Rokesly Nursery and Infant School's Headteacher and School Council   |
| Monday 14 January 2019                     | Business drop-ins            | Crouch End Town Centre businesses visited and reminded about the pre-engagement survey   |
| Tuesday 15 January 2019                    | Public event                 | Drop in event at Hornsey Library   |
| Saturday 19 January 2019                   | Public event                 | Drop in event at Hornsey Town Hall Arts Centre   |
| Wednesday 23 January 2019                  | Meeting                      | Stakeholder Forum  |
| Thursday 31 January 2019                   | Pre-engagement survey closes | Online survey closes   |
| Wednesday 27 and Thursday 28 February 2019 | Business-specific survey     | Face to face survey with Town Centre businesses  |
| Ongoing                                    | Meetings                     | Occasional meetings with specific key stakeholders such as the Crouch End Neighbourhood Forum (CENF) and Haringey Cycling Campaign (HCC) |

**Table 1: Pre-engagement programme**

### 3.2 Leaflets

Leaflets were distributed out to the local community which included background information on the project, an easy to understand plan of the project area, details of the pre-engagement (and the second leaflet contained details of the drop-in events), contact details and instructions on how interested parties could provide feedback.

The leaflets were distributed to:

- 10,928 homes and businesses in the project area.
- Other local stakeholders, businesses, local schools and colleges and some additional community groups in the project area.

Information was distributed to Councillors by face to face briefing meetings and fortnightly briefing notes.

### **3.3 Websites**

A consultation webpage ([www.pclconsult.co.uk/liveablecrouchend](http://www.pclconsult.co.uk/liveablecrouchend)) was created on PCL Consult for the pre-engagement survey and interactive map, and a dedicated project web page was set up on the Haringey Council website (<https://www.haringey.gov.uk/liveablecrouchend>). The website was updated regularly, first with the information included in the leaflets, then later with the information available at the exhibition events. This was so that those unable to attend or wanting to view information from the comfort of their own home, could do so. The Haringey Council webpage will continue to be updated throughout the project.

### **3.4 Public drop-in events**

Four drop-in events were held at three different locations at varying times and on different days (daytime, evening and weekend) to maximise attendance. The purpose of these events was to encourage people to respond to the pre-engagement survey, and for the project team to be available for questions and to discuss the project.

Exhibition boards were displayed including the project area and TfL's Healthy Streets Indicators, which form the basis of the scheme objectives. The events were staffed by various members of the project team and were attended by around 200 people over the four days (see photographs in Appendix 2). The dates and times of these drop-in events were as follows:

- Saturday 1 Dec 2018, 10am – 5pm at Crouch End Christmas Market
- Wednesday 9 Jan 2019, 4pm – 8pm at Hornsey Town Hall Arts Centre

- Tuesday 15 Jan 2019, 10am – 4pm at Hornsey Library
- Saturday 19 January 2019, 12 Midday – 4pm at Hornsey Town Hall Arts Centre

### 3.5 Promotion

In addition to the promotion of the events via the project website, the exhibitions were also publicised through the following ways:

- Social media posts on Haringey Council Twitter and Facebook page throughout January.
- Leaflet drops to residents and businesses at the start of January.
- Posters displayed in Hornsey Library and by local Crouch End businesses.

### 3.6 Feedback

Pre-engagement feedback could be submitted through several means:

- Comments and queries to the dedicated e-mail address ([liveablecrouchend@haringey.gov.uk](mailto:liveablecrouchend@haringey.gov.uk)) which was shown on comms materials including the leaflets, website and business cards.
- Paper pre-engagement surveys completed at the drop-in events or handed into Hornsey Library.
- Conversations with members of the project team at drop-in events.
- Via the PCL Consult online survey and interactive map.
- During project-specific workshops with schools in the area
- Individual key stakeholder workshops

The deadline for feedback was the 31 January 2019, although feedback received after this deadline was still considered where possible. The next section summarises all the feedback received and collated by Project Centre.

## 4. ENGAGEMENT FINDINGS

Key information from the pre-engagement was gathered through the following methods:

- Survey questions (multiple choice)
- Free text response to question 4
- Interactive map
- Business specific survey

Stakeholders living and working in the Crouch End area were asked a series of questions to find out how they feel about the area and to better understand how they think the area could be improved for walking, cycling and the use of public transport.

In addition to the survey, a blank interactive map was available where people could highlight locations and items that they wanted improved.

Appendix B shows the pre-engagement survey, the summary of responses to the questions is in section 4.1. Section 4.2 covers the responses from the interactive map.

### 4.1 Online survey

#### Location of Respondents

There was a very good spread of responses from people throughout the Crouch End area. People responding via the online survey were given the option of leaving their postcode. From the postcodes submitted we could see where the respondents were located and ensure the information about the pre-engagement was reaching the entire project area. Figure 1 and Figure 2.2 show a good spread of respondents, with the majority inside the project area..



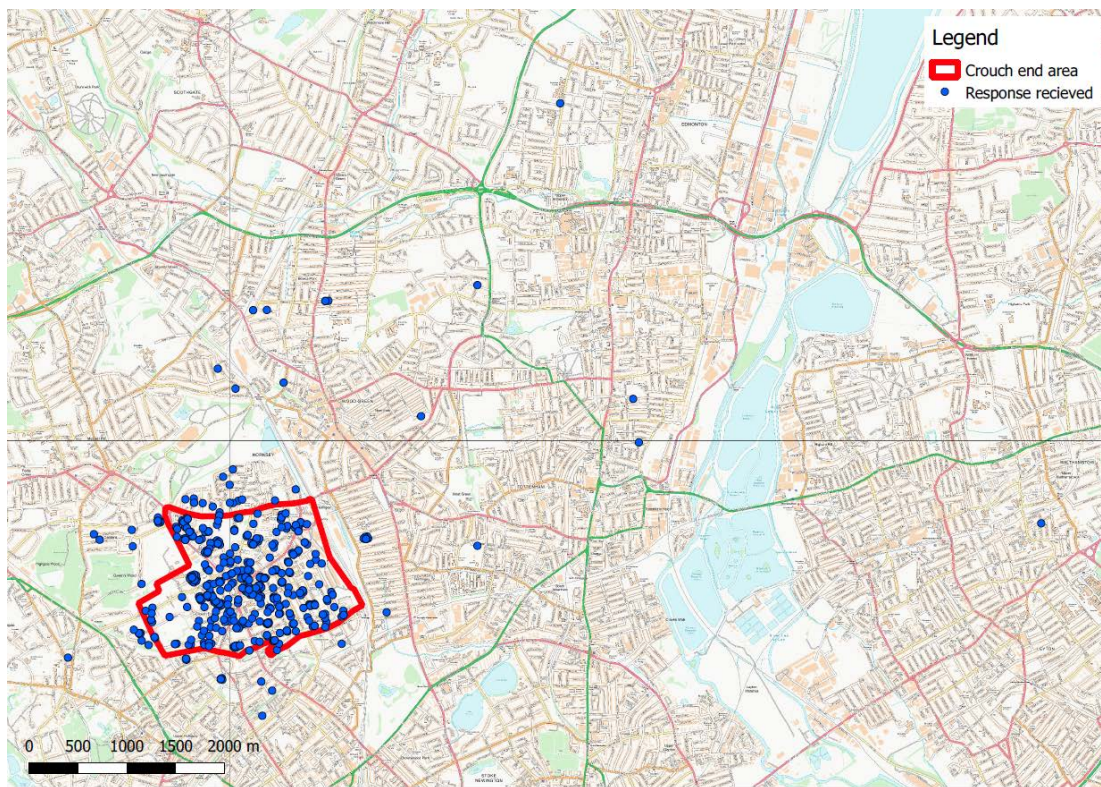


Figure 2.1: Map showing the locations of all survey respondents who left their postcodes.

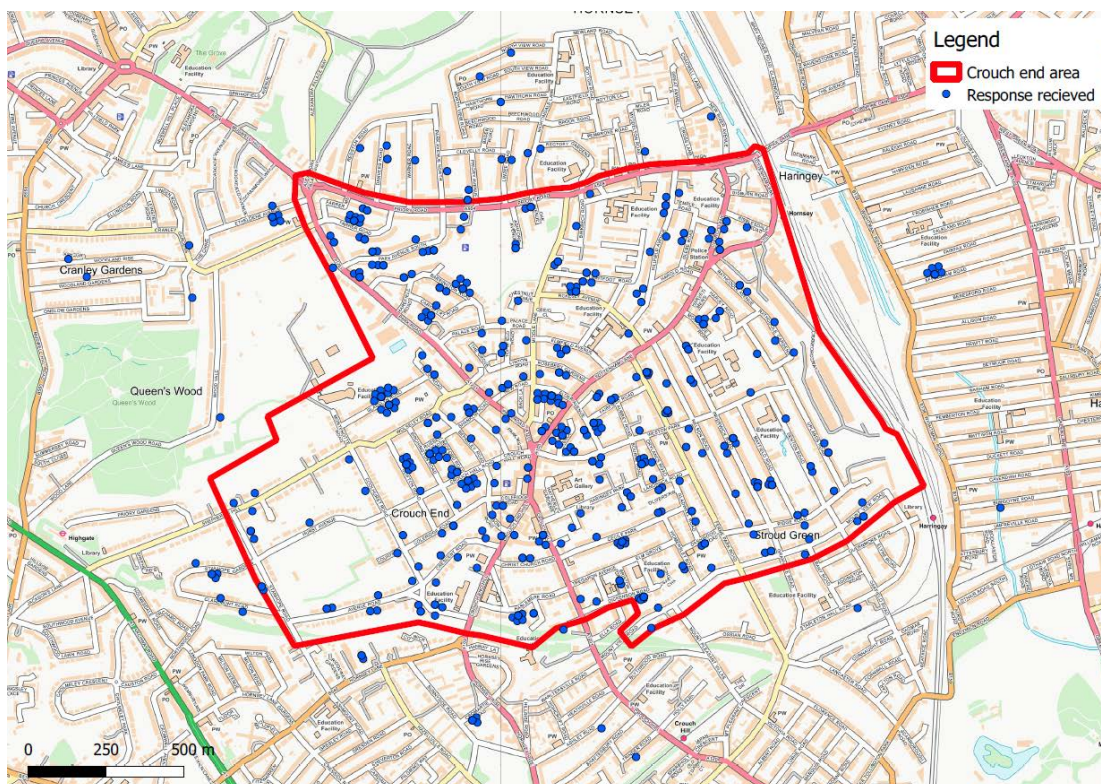
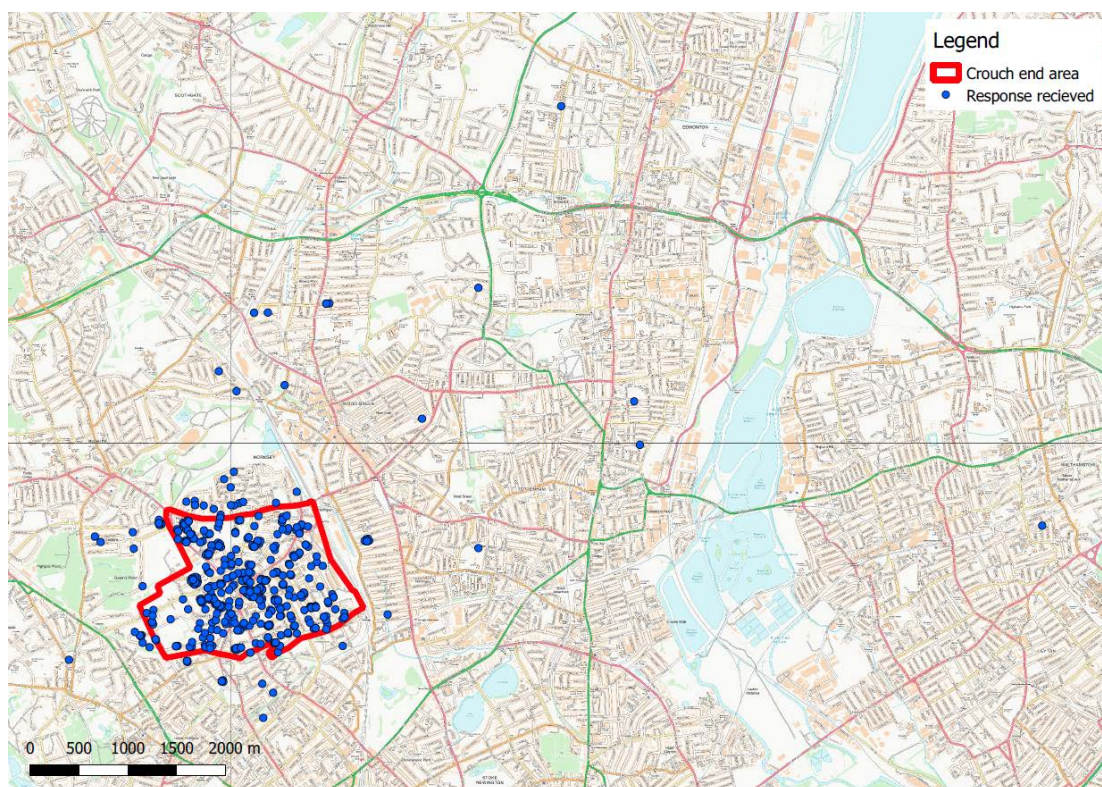


Figure 2.2: Map showing the locations of all survey respondents who left their postcodes – close up of the Crouch End area.



The majority of respondents to the survey are residents. 519 (91.9%) people were residents, 20 (3.5%) were visiting the area and 11 (1.9%) stated other. The choice other was further clarified as: ward/local councillor, someone who cycles through the area, someone who commutes through the area and parents who have children in the local school. There was a very good spread of responses from people throughout the Crouch End area. People responding via the online survey were given the option of leaving their postcode. From the postcodes submitted we could see where the respondents were located and ensure the information about the pre-engagement was reaching the entire project area. Figure 1 and Figure 2.2 show a good spread of respondents, with the majority inside the project area..



## Question Summaries

**Question 1 - Thinking of the street you live on - How would you currently rate the following? (rate from 1 to 5 where 1 = worst and 5 = best)**

- 548 answered this question
- 36 did not answer this question

The average of responses for each criterion were measured as shown in **Error! Reference source not found.**

| Criterion   | Average Score |
|---|---------------|
| Places to stop and rest                                   | 2.3           |
| Air quality   | 2.7           |
| Traffic levels  | 2.8           |
| Noise levels  | 2.9           |
| Space to park your car                                    | 2.9           |
| Shade, shelter, trees and plants                          | 3.1           |
| Things to do and see                                      | 3.2           |
| Ease of crossing roads                                    | 3.3           |
| Feeling relaxed   | 3.4           |
| Feeling safe  | 3.4           |
| Ability to choose to walk, cycle and use public transport | 3.5           |

**Table 2: Average score for each criterion**

Respondents' felt the worst aspects of the street they lived on was finding places to stop and rest, traffic levels, air quality and finding spaces to park their car. The best rated criteria were people feeling they have the ability to choose to walk, cycle and use public transport. Respondents also feel relaxed and safe when thinking about the street they live on.

**Question 2 – Thinking of Crouch End Town Centre - How would you currently rate the following? (rate from 1 to 5 where 1 = worst and 5 = best)**

- 564 answered this question
- 21 skipped this question

The average of responses for each criterion were measured as shown in **Error! Reference source not found.**

| Criteria       | Average Score |
|----------------|---------------|
| Traffic levels | 2.1           |

|   |     |
|---|-----|
| Space to load/unload vehicle                              | 2.1 |
| Space to park your car                                    | 2.2 |
| Air quality   | 2.2 |
| Noise levels  | 2.4 |
| Shade, shelter, trees and plants                          | 2.4 |
| Places to stop and rest                                   | 2.6 |
| Ease of crossing roads                                    | 2.6 |
| Ability to choose to walk, cycle and use public transport | 3.2 |
| Feeling safe  | 3.4 |
| Feeling relaxed   | 3.4 |
| Things to see and do                                      | 3.7 |

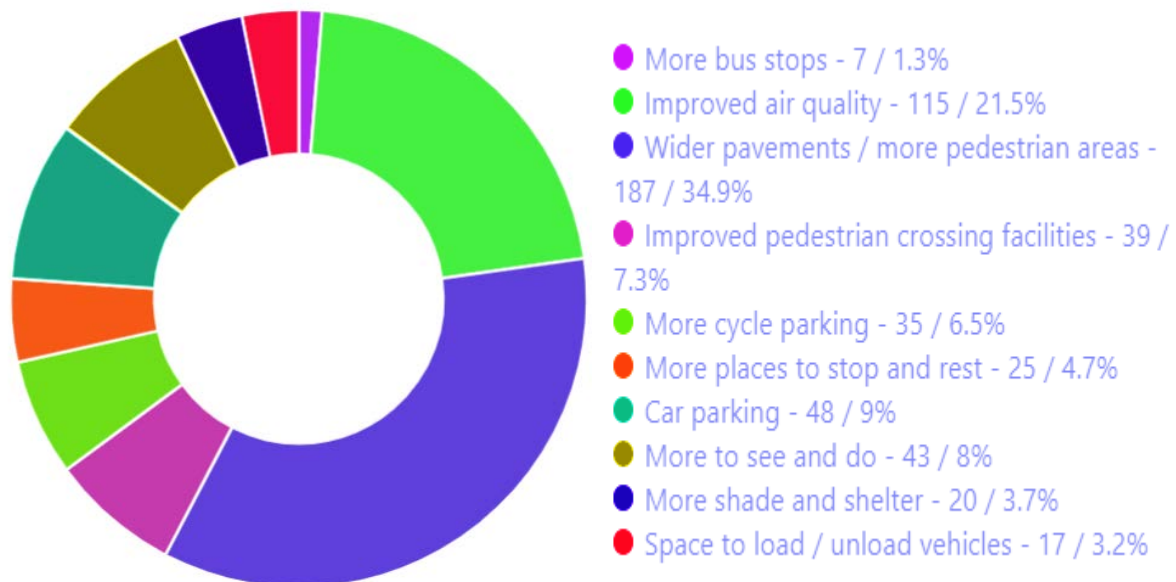
**Table 3: Breakdown of average score of all criteria**

Respondents worst thoughts about Crouch End Town Centre are high traffic levels, places to park their car, space to load/unload vehicle, air quality and noise levels. The best things they like about Crouch End Town Centre were things to do and see, feeling relaxed, feeling safe and they can choose to walk, cycle and use public transport.



### Question 3 – Which item would encourage you to come to Crouch End Town Centre more?

- 536 people answered this question
- 49 did not answer this question



**Figure 3: Responses to what would encourage people to come to the Town Centre more**

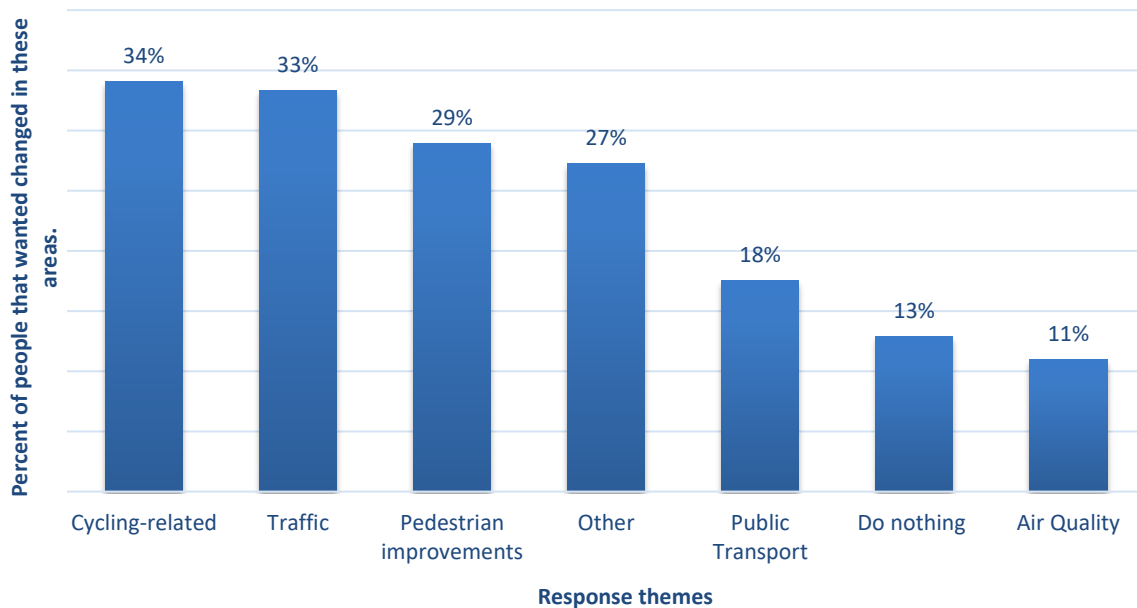
The chart demonstrates the improvements that would encourage respondents to visit Crouch End more. The most popular point was the need for wider pavements and more pedestrian areas, 182 (35%) found this important. The other popular points were the desire for air quality to be improved stated by 114 (21.6%) people. 48 (9.1%) people said they would visit Crouch End more if there was car parking.

### Question 4 - What would make you walk, cycle or use the bus more in the area?

- 411 answered this question
- 174 did not answer this question.

This question was an open-answer question where people could provide free text comments.

Out of the 585 responses to this survey, 411 people answered this question, and their responses were split down into 678 comments covering six themes, plus “other” comments (see Figure 4 below). This is because some respondents made more than one comment in their answer, and often covered various themes in their response. All unedited comments can be viewed in Appendix A, and an overview of the results is available below.



**Figure 4: What would make you walk, cycle or use public transport more responses**

The most frequent responses to Question 4 were related to improving cycling infrastructure and safety in Crouch End, closely followed by comments about reducing traffic. The key comments received under each theme were as follows:

#### **Comments in relation to cycling**

- There are no protected cycle lanes which makes cycling feel unsafe. Safer cycle routes through Crouch End are needed.
- If there was less traffic in the area, people would be more inclined to cycle.
- Cycle boxes at traffic lights, such as turning right on Weston Park and Crouch Hall from the Broadway from Couch Hill, would be positive additions.
- More cycle parking is required generally, and residents need bike hangers as there are a lot of flats where cycle storage is not adequate / feasible.

#### **Comments in relation to traffic**

- Concerns about high levels of traffic in Crouch End Town Centre.
- Concerns that pick up and drop off times at schools add considerably to traffic levels at peak times.
- General opinions that there is a need for less traffic in the area.

- Concerns regarding traffic speeds and the need to implement traffic calming measures.
- Concerns that through traffic is high and this is the reason for high traffic levels.
- Respondents felt that less cars or restricting cars in the area would improve traffic levels.
- Concerns regarding high pollution due the high traffic levels.
- Respondents felt the traffic in the area is heavy and dangerous.

### **Comments in relation to pedestrian improvements**

- Concerns about the condition of the pavements in Crouch End, with comments including that they are uneven, unsafe and need to be wider in central areas.
- Respondents noted specific roads that require wider and better pavements, including on Weston Park, Middle Lane, Tottenham Lane and Park Road.
- Crossing improvements are needed, with existing crossings in Crouch End Town Centre being picked out as needing rationalising so pedestrians didn't have to negotiate so many crossing phases, and other locations for new crossings suggested.

### **Comments under the 'Other' theme**

Comments grouped into the 'Other' theme category included the following:

- Concerns over disabled parking being taken away and suggestions for disabled spaces / general improvements to disabled access and access for wheelchairs and buggies.
- Concerns over cyclists riding on pavements.
- Carriageway redesign suggestions, such as changing the layout of roads around the clock tower.
- Improvements to toilet facilities, with specific references made to the toilets next to the library.
- Requests for more bins, improved cleanliness in the Town Centre and action against fly-tipping.

- Requests for more things to see and do, improved lighting, more public seating and more planting.
- More CCTV / Police to help with enforcement and to make people feel safer.
- Requests for school streets.
- Maintenance of drains to prevent flooding.
- Improvements and fixes to both the water fountain by Hornsey Library and the one outside the Town Hall.
- More shade and shelter in public areas, and more trees in the area generally.

#### **Comments in relation to public transport**

- Bus routes, specifically routes W5 and W3, need to be more frequent.
- Creating a new bus route like the W5 would be beneficial to get to key places such as Highgate and Colney Hatch.
- Lack of public transport connecting Crouch End with Highgate. There is a need for better services for residents, commuters and school children / staff travelling between the two areas.
- The W3 bus route has deteriorated and needs great improvement. The current bus route is already overcrowded and needs to be improved.

#### **Do nothing**

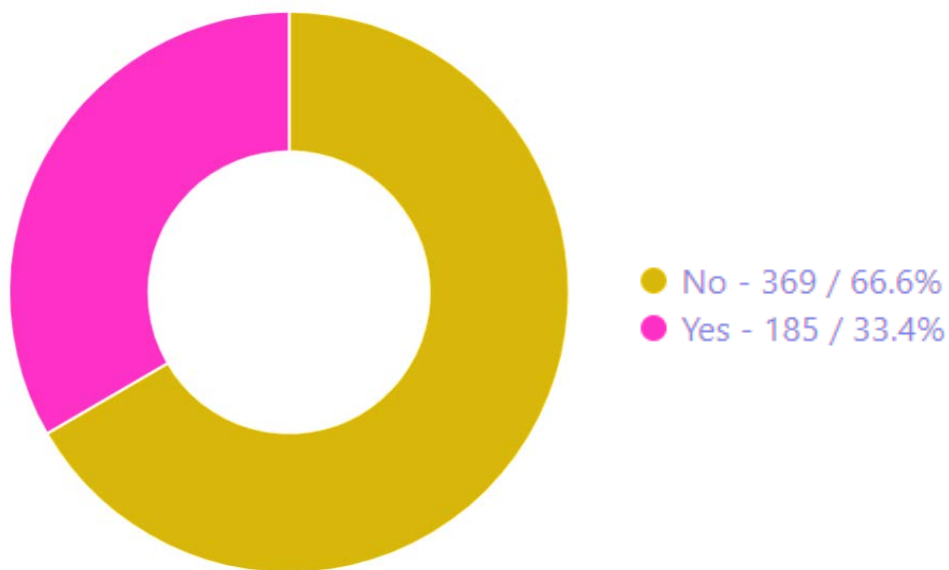
- Most responses under this theme were from people who felt that no changes were necessary for them to walk, cycle or use public transport or that no change would result in them using those three methods more than they currently do.

#### **Comments in relation to air quality**

- People want to see air quality improved, especially around schools.
- Some respondents asked for better infrastructure, especially the provision of charging points, for electric vehicles to encourage their take-up in the borough.

#### **Question 5 – Would you use a cycle hire scheme if it was available to you?**

- 554 answered this question
- 31 did not answer this question.



**Figure 5: Would you use a cycle hire scheme if it was available to you?**

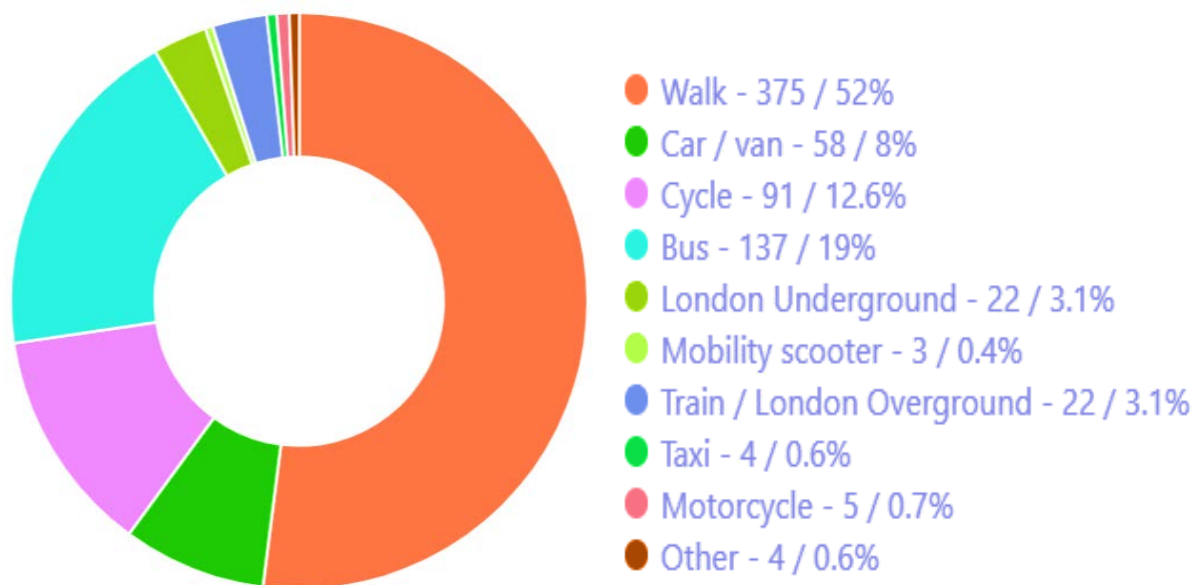
185 (33.4%) said they would be interested in using a cycle hire scheme if it was available.

369 (66.6%) stated they would not use a cycle hire scheme.

In this instance however, it is useful to note that 13% of survey respondents who answered question 5 said they usually travel by bike, so if we assume that they already own a bike this would imply that this 13% probably wouldn't make use of a cycle hire scheme. This may account in part for the larger proportion of people responding no to this question, so a cycle hire scheme may still be a beneficial improvement to explore.

#### **Question 6 – How do you usually travel for local journeys?**

- 565 respondents answered this question
- 20 did not answer this question



**Figure 6: Responses to how people usually travel for local journeys**

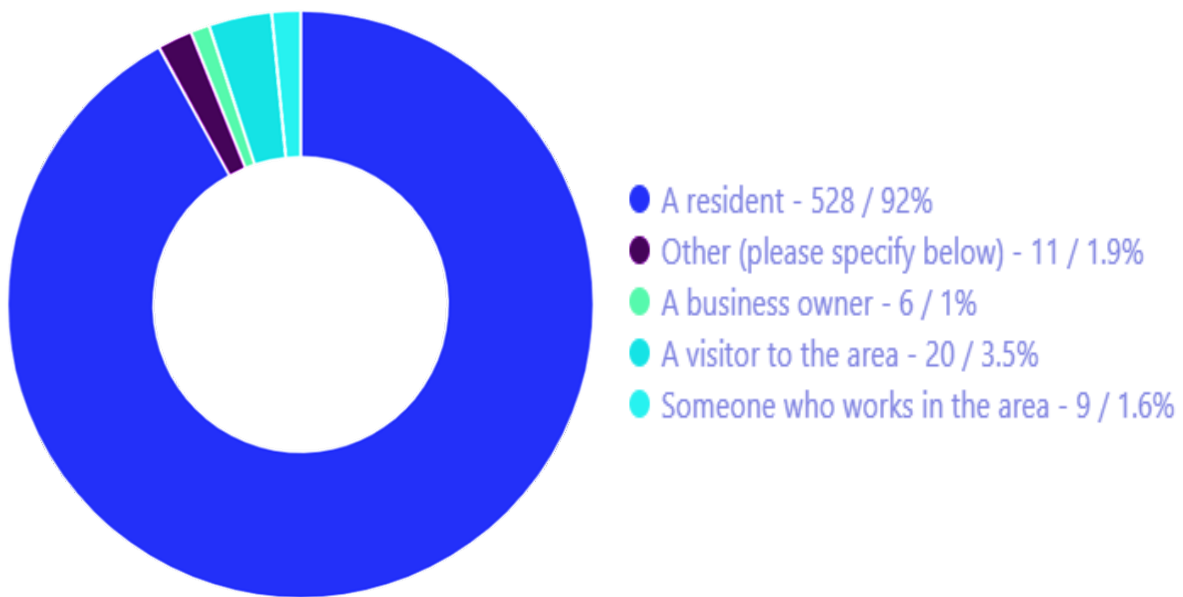
The most popular way people travelled locally was walking 373 (52%) stated they walked. 134 (18.8 %) use the buses, 90 respondents (12.6%) said they cycled and 56 (7.9%) respondents stated they use their car/van for local journeys.

#### **Questions 7, 8 and 9 – About you**

People were asked to leave their name, first line of address and postcode if they wished to, to help us place any specific comments they had made relating to their area. As these three questions contain sensitive information for data collection purposes only, the results are confidential and cannot be shared in this report.

#### **Question 10 – What are you responding as?**

- 574 responded to this question.
- 9 didn't respond.



**Figure 7: Breakdown of responses by resident/worker/business owner/visitor**

This showed that the majority of respondents to the survey were residents (92%), 20 people (3.5%) were visiting the area and 11 people (1.9%) responded as 'other'. Out of these 'other' responses people further identified themselves as: a ward / local councillor, someone who cycles through the area, someone who commutes through the area, and parents who have children in the local school



## 4.2 Interactive map analysis

Respondents had the option to plot the improvements they would like to see in the area on an interactive map:

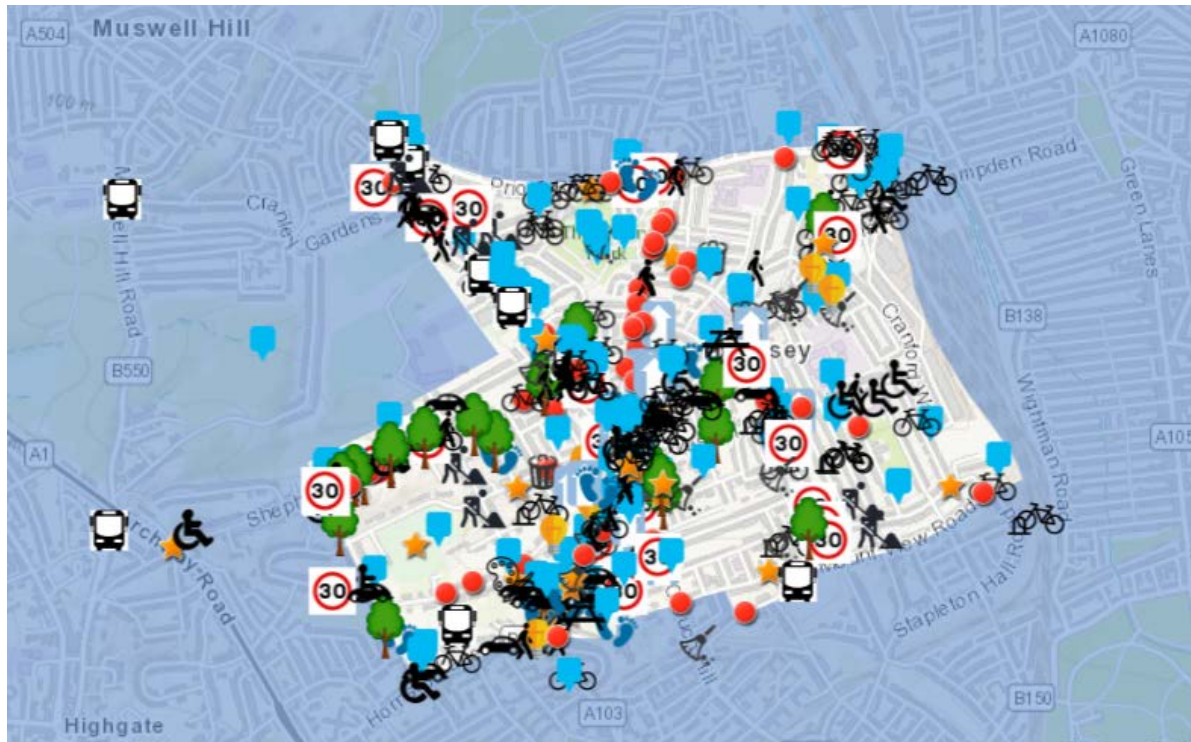


Figure 8.1: Image of the interactive map

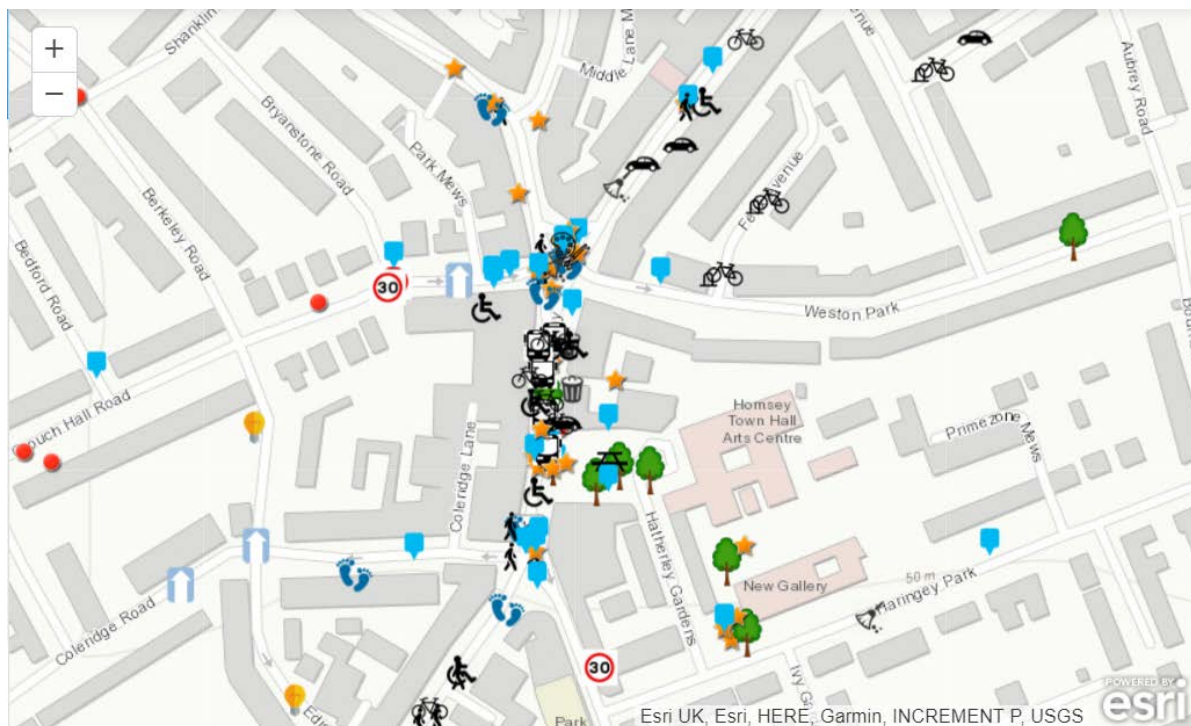


Figure 8.2: Close up of the Town Centre area



643 comments were plotted onto the interactive map based around the following themes:

| Themes                               | No of comments |
|--------------------------------------|----------------|
| Other                                | 122            |
| Road Closures – except buses/cycles) | 73             |
| Traffic Calming                      | 59             |
| Pedestrian Crossing                  | 55             |
| Cycle Lane                           | 49             |
| Improved Public Realm                | 44             |
| Reduce Traffic                       | 30             |
| Reduce Vehicle numbers               | 28             |
| Disability access                    | 26             |
| Reduce vehicle speeds                | 25             |
| More trees                           | 23             |
| One Way Street                       | 20             |
| Cleaner Street                       | 19             |
| Footway Resurfacing                  | 16             |
| Bus Improvements                     | 15             |
| Cycle hanger                         | 12             |
| Cycle Resurfacing                    | 7              |
| Better Street Lighting               | 6              |
| Litter Bins                          | 5              |
| Introduce Public Art                 | 4              |
| More Benches                         | 3              |
| More Traffic Calming                 | 2              |
| <b>Total</b>                         | <b>643</b>     |

**Table 4: Number of responses for each theme in the interactive map**

The full list of interactive map comments is attached in Appendix D.

#### 4.4 Drop-in events

Drop-in events were held throughout January to encourage people to come and see us, ask questions and complete the pre-engagement survey. We also attended the Crouch End Christmas Market on 1 December.

On average we saw around 40 – 50 people at each session and spoke with them about what they would like to see improved in Crouch End to help walking, cycling and the use of public transport, attendees were asked to complete the pre-engagement survey.

All comments from the drop-in sessions were either submitted directly onto PCL Consult via the interactive map or the survey or were noted down and recorded within the PCL Consult website after the events so that all pre-engagement responses could be recorded together for data analysis.

#### 4.5 School Workshops

Schools were informed of the project and invited to request workshops with the project team. two schools asked for us to visit. We attended Coleridge Primary School and met with their Year 5 class and attended Rokesly Infant and Nursery School where we met with their school council. In both cases we asked the students what improvements they would like to see and got them to make comments and draw their ideas on maps of the area around their school.

As with the drop-in sessions all their comments were copied onto PCL Consult via the interactive map to be included in the final data analysis, but the main recurring themes from both schools were:

- Car free and / or no idling zones around schools so children have safer, cleaner trips to school.
- Playstreets around the schools.
- Safer pedestrian crossings on busy roads through Crouch End, in particular Crouch End Hill and Tottenham Lane.
- Segregated cycle paths – one student mentioned they could cycle in Archway where the cycling infrastructure had recently been improved, but not Crouch End.
- Colourful / statement crossings outside schools, or a different road surface colour to make drivers more aware of their environment and the need to drive safely.

- Improving the aesthetic environment around the school by controlling / getting rid of unsightly graffiti, with the idea of creating areas where artists could produce quality graffiti / urban art that would brighten up and improve the area.
- Improved paving to make walking easier and more pleasant.
- Wayfinding around Crouch End.
- Parking enforcement to stop abuse of disabled bays and CPZ restrictions.
- More trees and better street lighting around the schools.

#### **4.6 Business survey**

Due to the high level and fairly generic questions used in the pre-engagement survey it was decided that a separate, business-specific survey would be beneficial to find out more about the requirements of businesses in the Crouch End Town Centre area as a set of stakeholders who will be directly affected by proposals as part of the scheme. A copy of the survey can be found in Appendix C.

The business survey was carried out in February after the pre-engagement survey had ended, and was undertaken face to face with each business visited

In total, 40 businesses completed the survey. The results are shown in table 5, below:

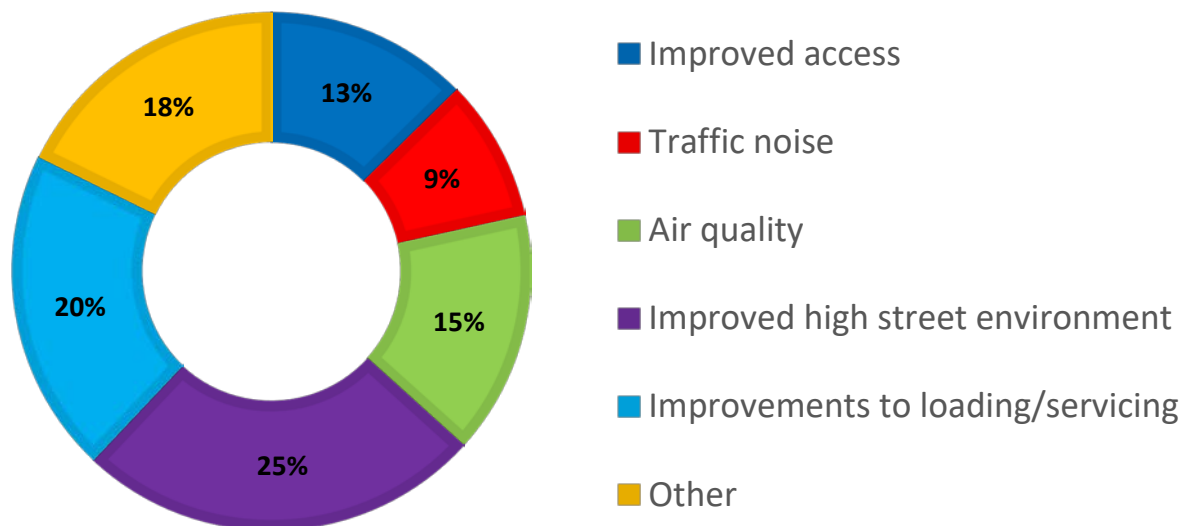
### Q1. What type of business are you?

| Business type     | Number | %   |
|-------------------|--------|-----|
| Retail            | 31     | 78% |
| Food and beverage | 9      | 23% |

**Table 5: Business types**

Most businesses in the Crouch End Town Centre area are retail, with around a quarter in the food and beverage sector.

### Q2. What improvements would you like in the area?



**Figure 9: Responses to what improvements businesses would like to see in the area**

Most respondents would like to see an improved high street environment for their customers, and improvements to loading and servicing for their business. 8 out of the 14 responses in the 'other' category was more parking (10% of the total).

### Q3. How many employees work here?

| No. of Employees | Number | %   |
|------------------|--------|-----|
| Less than 5      | 20     | 53% |
| 5 to 10          | 11     | 29% |
| 10 to 20         | 5      | 13% |
| More than 20     | 2      | 5%  |

Table 6: No. of employees

The majority (53%) of businesses in Crouch End Town Centre are small, with less than 5 employees. There are many independent shops which have small store areas and do not require a large employee base. Only 5% of businesses employ more than 20 people, these are most likely the branded supermarkets and Virgin Active gym, which are the largest businesses in the Town Centre and require a much larger employee base to ensure their day to day running.

### Q4. How did you travel to work today?

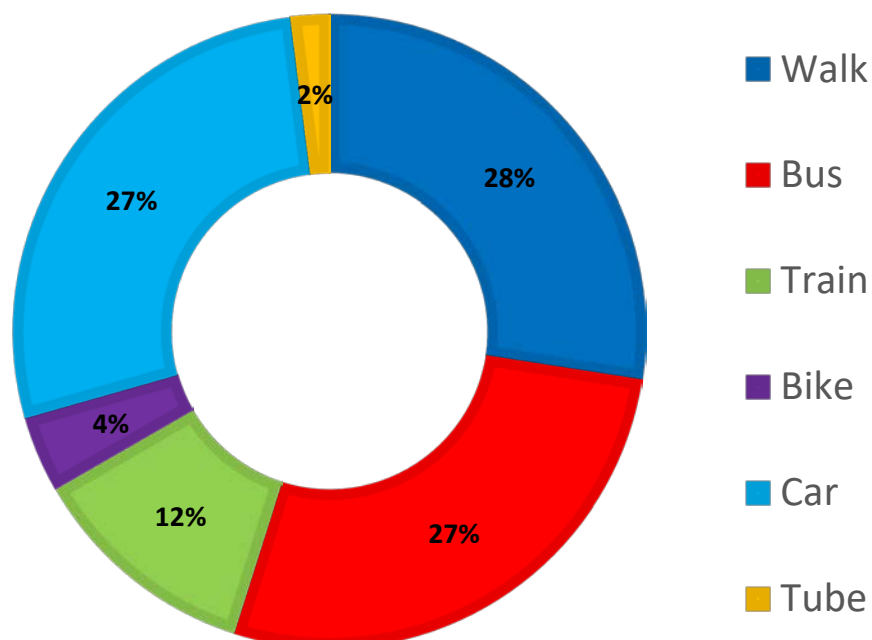


Figure 10: Responses to how did you travel to work today

There is an even split between walking, driving and using the bus to get to work in Crouch End, and an overall preference towards sustainable modes of travel. This fits with the pre-

engagement survey results that show people tend to favour sustainable travel where possible.

#### Q5. How often do you receive deliveries from suppliers?

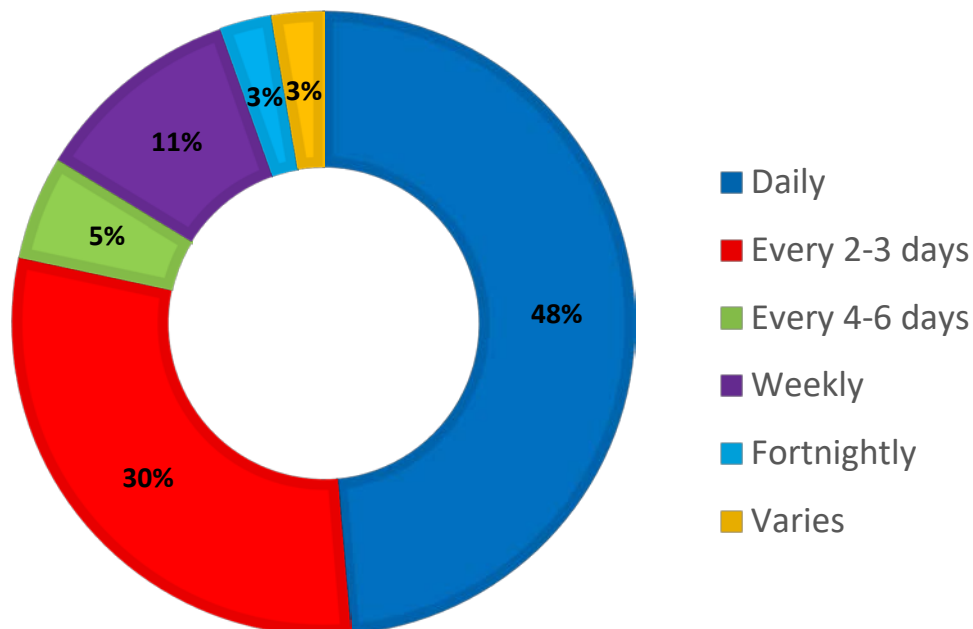


Figure 11: Responses to how often do you receive deliveries from suppliers?

Almost 50% of businesses in the area receive daily deliveries, so it is important that there is access to their businesses for this purpose.

#### Q6. What day and time do deliveries occur?

Anytime 09:00-18:00

Every day 07:00-10:00

Every day 07:00-10:00 and 16:00-19:00

Every day 07:00-14:00

Every day 07:00-16:00

Every day 07:00-19:00

Every day 12:00-19:00

Every day after 19:00

Every day before 07:00

Monday 07:00-10:00, Tuesday 12:00-14:00, Thursday 14:00-16:00 and Friday 07:00-10:00

Monday 12:00-14:00

Monday 12:00-14:00 and Thursday 12:00-14:00

Monday and Thursday 07:00-10:00

Monday and Wednesday 12:00-14:00 and Saturday/Sunday 14:00-16:00

Monday before 07:00 and 12:00-14:00, Tuesday before 07:00 and 07:00-10:00,  
Wednesday before 07:00 and 12:00-16:00, Thursday before 07:00, Friday before 07:00  
and 07:00-14:00 and Saturday/Sunday before 07:00

Monday before 07:00 and Wednesday 07:00-10:00

Monday, Wednesday and Friday before 07:00 and 12:00-14:00 and Saturday/Sunday  
before 07:00

Monday-Friday 07:00-19:00

Monday-Friday 12:00-16:00

Monday-Friday 12:00-19:00

Monday-Friday 12:00-19:00

Monday-Saturday 09:30-17:30

Monday-Thursday 07:00-10:00

Monday-Thursday 12:00-16:00

Monday-Thursday 12:00-16:00

Monday-Wednesday 12:00-14:00

No set times

No set times

Overnight deliveries Monday, Wednesday, Friday and Saturday/Sunday

Tuesday, Thursday and Saturday/Sunday 07:00-10:00

Tuesday-Friday 12:00-19:00

Tuesday-Friday 14:00

Variable, no set time

Varies

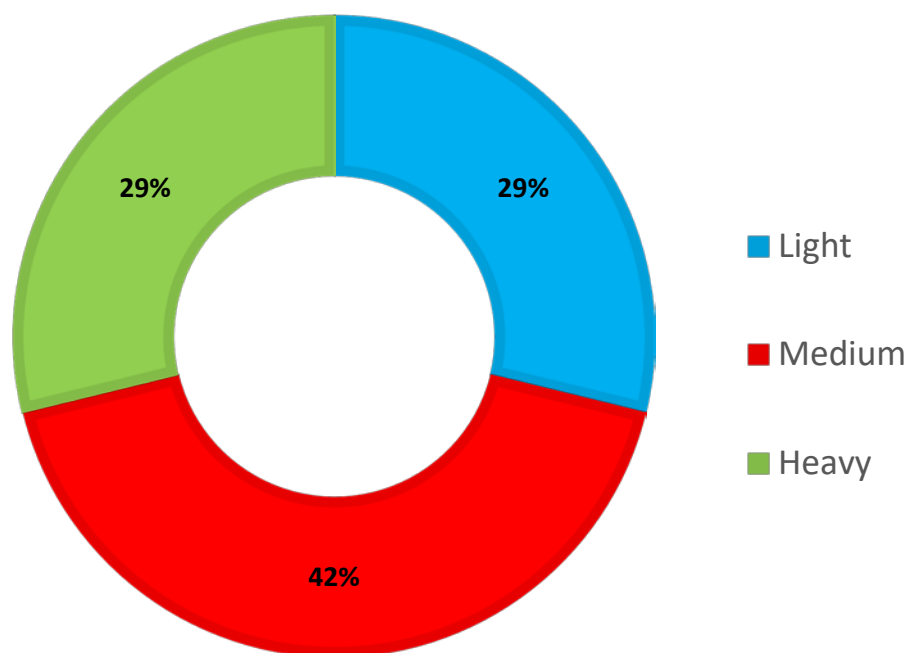
Varies

Week days and varied

**Table 7: Delivery times**

Currently deliveries seem to happen throughout the day, but the morning appears to be favoured by many businesses with the main delivery time being between 7am and Noon.

**Q7. What size of deliveries do you receive?**

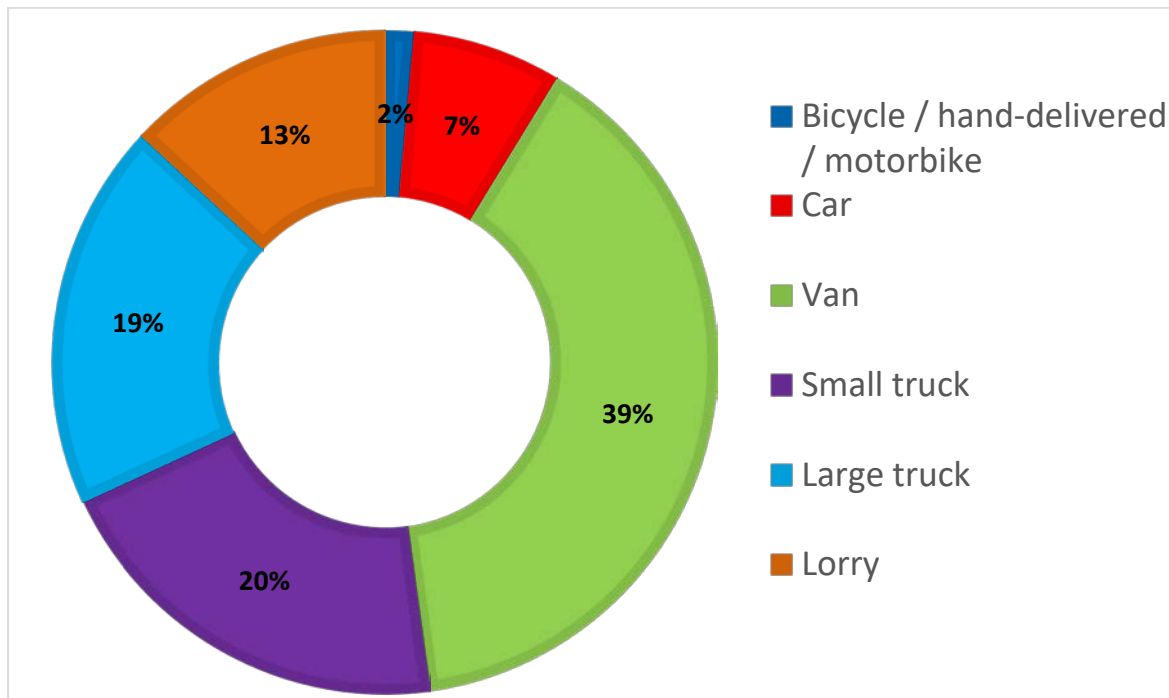


**Figure 12: Responses to what size deliveries do you receive**

Most businesses receive medium size deliveries, the rest are split evenly between light and heavy. Some businesses receive a mixture of deliveries (e.g. the supermarkets).

**Q8. Approximately what size are the delivery vehicles?**





**Figure 13: Responses to approximately what size are the delivery vehicles**

About a third of the delivery vehicles are large – trucks or lorries, which need a large loading area. The rest are relatively small, ranging from bicycles to vans, so will not need as much loading space provision.

### Q9. Where are your deliveries loaded?

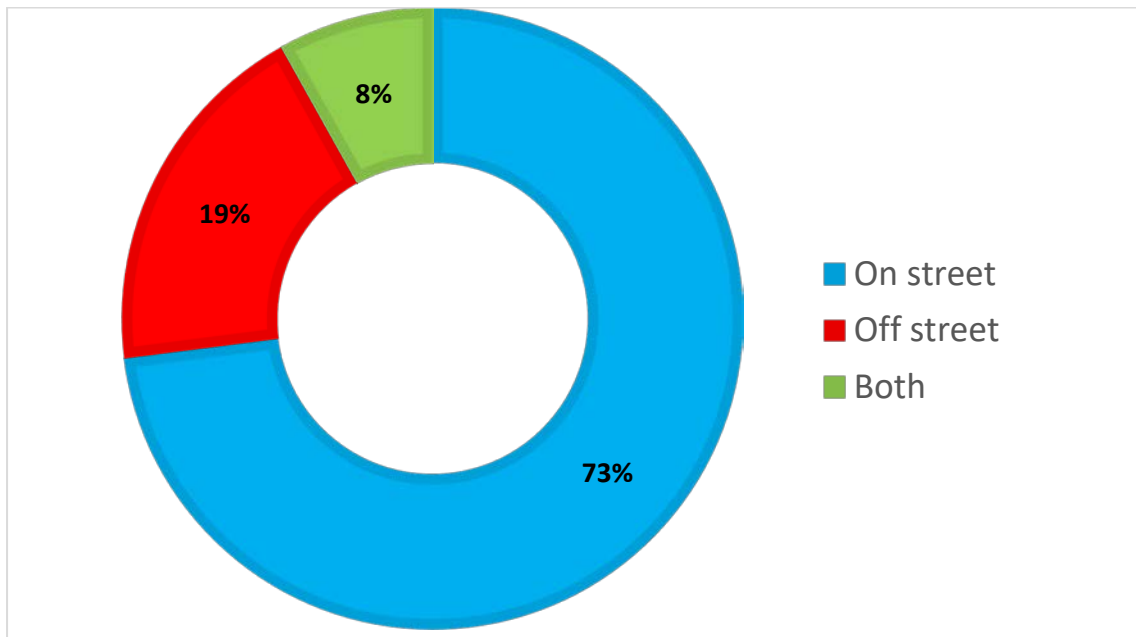


Figure 14: Responses to where are your deliveries loaded

Responders stated that the majority of deliveries are loaded / unloaded on-street at present. With less than a quarter of businesses having off-road or rear access / loading bays.

### Q10. Do you have out-going deliveries?

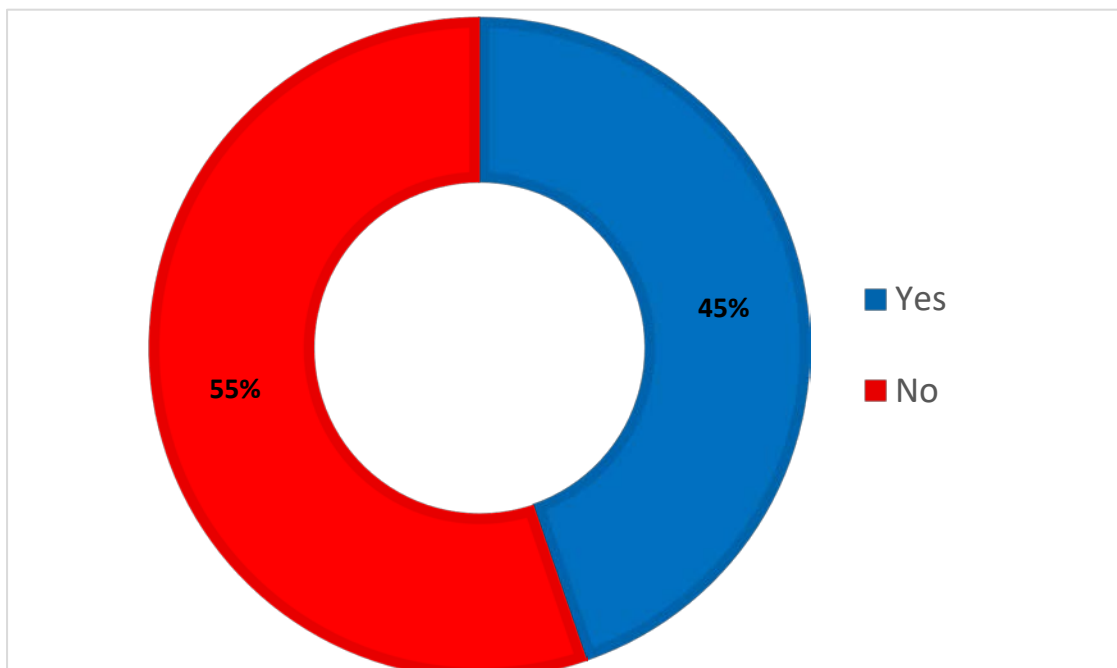


Figure 15: Responses to do you have out going deliveries

Just under 50% of businesses also have outgoing deliveries which needs to be considered with any changes made to the Town Centre carriageway / footway space.

**Additional comments:**

- During the day, I have to move my car every 2 hours as I cannot get a permit to park which disrupts the business as there is only 1 person employed here. Parking is very restrictive. Parking permit is very expensive - £400 on top of rates - why are we paying such expensive rates? Deliveries arrive whenever the distributor arrives, I have no control over that. We have constant delivery to clients. Some projects seem to be an unnecessary waste of money, i.e. current junction changes.
- Some small deliveries to customers.
- One of few long-standing businesses in Crouch End (35 years) and has no transferable characteristics with other businesses (unique). Parking on streets outside shops - but need a way to limit it to the right people so it's not abused - scratch card scheme?
- A charity shop so only receives charity donations, not supplier deliveries.
- The insistence on rubbish collections between 11:00-12:00 means we are tied to Veolia, instead of seeking a more cost-effective supplier.
- Break-ins are becoming more common and rampant in the area. Security for businesses, it's required before it becomes a deterrent for the general public and businesses.
- 2 permanent staff members employed here, 30 volunteers. There are no set times with deliveries/pickups as they are donations that can happen at any time between 10:00-18:00 Monday- Saturday and 11:00-17:00 Sunday.
- Real issue of there being no parking spaces, even for workers/business owners to park in the morning.
- A zebra is really missing between the two already on Park Road. People are crossing the road at the corner of New Road/Park Road which is dangerous for them when crossing especially during the weekend. The road is full of people with pushchairs and children.

- Deliveries are brought into the shop.
- Every day our delivery drivers get tickets. Our customers complain daily about the parking in the area. The controllers wait and then when they see customers, he gets out and give them a ticket while they are in the queue.
- Parking can be an issue, especially if you forget your card/permit to park. Sometime deliveries are on side road.

## 5. CONCLUSION

Residents, businesses and visitors were asked what they think of the Crouch End area, the responses demonstrate there is an overwhelming desire for improvements in the area to make it better and safer for walking and cycling, and improve public transport service frequency and connectivity, especially from Crouch End to Highgate. The main areas of concern for respondents were traffic levels, parking, air quality, noise levels, lack of shade, trees and shelter, not enough places to stop/rest and ease of crossing.

These concerns appear to be directly linked to what respondents felt would encourage them to cycle, walk and use public transport. The respondents felt cycling infrastructure needs to be improved as they feel the traffic levels and layouts of some roads make cycling unsafe. Respondents felt that public transport such as buses required vast improvements, with specific mention made to the lack of provision for people wanting to travel from Crouch End to Highgate Station and Town Centre for either commuting or recreation. They also felt there needs to be a reduction in traffic levels, especially on the busy key routes through Crouch End. Responses also showed that residents feel pavements and pedestrian areas need to be improved, with people noting uneven surfaces and narrow pavements, particularly in the Town Centre area where pedestrian traffic is busiest.

When respondents were asked what would encourage them to visit Crouch End Town Centre (Question 3) there were three clear items people wanted improved, these were:

- Improved air quality (22% of respondents)
- Wider pavements / more pedestrian areas (35% of respondents)

When asked what would encourage them to walk, cycle or use the bus more (Question 4) the two biggest response themes were:

- Cycling related, including comments about there needing to be improved safety for cyclists in the area and better cycling infrastructure.
- Traffic related, including comments about the high traffic levels and how this made it an uninviting and less safe environment for active travel.

We can conclude that residents and businesses feel that there are improvements to the Crouch End area that would help them walk, cycle and use public transport more.

## 6. RECOMMENDATIONS

Based on our pre-engagement responses, the objectives of the scheme should be to focus on improvements to:

- Pavements and pedestrian areas
- Air quality
- Cycling infrastructure / safety
- Traffic volume and speed

These are the themes that are of the most interest to people in the area and align with Transport for London's Liveable Neighbourhood's objectives.

In addition to the above, opportunities to improve public transport in the area should be taken. However, it is likely that improvements to public transport can only occur if they are not at the expense of the primary objectives listed above.

The constraint of the A-roads running directly through the Town Centre means that in order to improve the area in such a way as to achieve the objectives, the following are likely to be the primary interventions:

- Reduction in traffic using the residential roads through the use of personal motor vehicle restrictions, such as bus gates, banned turns, one-way restrictions and closures points (except cycles).
- Reallocating road space for pedestrians in the areas of highest footfall, such as outside schools and areas close to the Town Centre.
- Changes to parking availability on and close to the Town Centre high streets.

The specific nature and location of proposals will be informed by data gathered through local traffic and parking surveys to ensure that the changes are feasible and that the local needs are adequately taken into account.

## Appendix A – Q4 Free Text Responses

Free text responses to Question 4 of the pre-engagement survey. See attached document.

## Appendix B – Pre-engagement Survey

See attached document.



## Appendix C – Business Survey

See attached document.

## Appendix D – Interactive map comments

See attached document.

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