

## **Coppermill Area**

**Liveable Neighbourhoods Programme**



## **Perception Survey Outcomes Report – Republished February 2022**

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## 1. Background

### About the area

**Waltham Forest Council was successful in securing funding from Transport for London as part of its Liveable Neighbourhoods programme, to enhance the Coppermill area and make it easier and safer for people to get around on foot, by bike or public transport.**

The Liveable Neighbourhood scheme follows on from the success of the 'villages' of the Enjoy Waltham Forest programme and joins up key areas of regeneration in the borough including Walthamstow Wetlands, St James Street Heritage and Blackhorse Lane to ensure all residents of the borough, new or old, are encouraged to make short journeys by bike and foot.

The Coppermill area is bounded by Forest Road and the Walthamstow Wetlands to the north, Blackhorse Road, St James Street and Markhouse Road as far as Saint Saviour's Church to the east and the Lower Lea Valley.

There are more than 5,000 homes in the area as well as three schools, two primary and one secondary, and over 100 businesses.

Figure 1. Overview map of the Liveable Neighbourhoods Coppermill Area



Figure 2. Copy of the Coppermill Village Area flyer

## About the scheme

The scheme focuses on direct investment in walking, cycling and public transport infrastructure that is vital to providing a safer, easier, cleaner and more appealing environment for everyone to enjoy as well as the introduction of complementary measures targeted on increasing active travel uptake in the area.

A perception survey was undertaken from 30 June to 10 August 2018 to measure how respondents felt about the area and what improvements could be made to encourage them to visit the area, and walk and cycle more.

All properties within the area received a double sided flyer about the perception survey with a link to the website. The survey was an assessment of peoples' views and could be accessed via the online platform Commonplace. We also put up 115 signs in the local area to notify people who work or pass through the area about the perception survey.

The perception survey allowed local people to suggest solutions to the issues they experience in their everyday lives. Residents have a local understanding of the area; it is crucial that we understand and identify the issues within a local area through those that live, work and play there.

This report summarises the issues that were raised by local residents.

# 1.1 Methodology

The perception survey was conducted through an online engagement website called Commonplace that enabled people to comment on multiple locations in the area.

The survey was promoted through a variety of methods including; flyers to all residents and businesses inside the Coppermill boundary area, the council's publication Waltham Forest News, social media, email newsletters, on street posters, councillor updates and partner organisations such as London Cycling Campaign and Waltham Forest Cycling Campaign.

We also advertised the perception survey using 115 colour printed A4 corex signs attached to lamp posts around the Coppermill area.

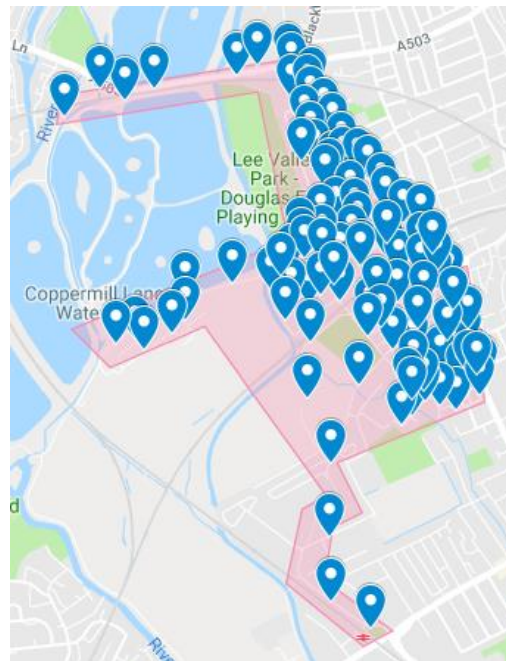


Figure 3. Map of street sign locations

The survey asked a series of multiple choice questions. The closed questioning style used allows for quick answers, easy analysis and targeted information directly relating to the Liveable Neighbourhood objectives. The questions are detailed further in part 2 of this report. There was also the opportunity for participants to leave their own comments, opening up the range of issues which could be discussed. Users were not restricted to just one comment at one location, allowing them to give a specific view about multiple locations.



Figure 3a. Copy of street sign



Tweet Activity

WalthamForestCouncil @wfcouncil	Impressions	1,845
There's still time to share your views on how you would like to see transport options improved in the Coppermill area as part of the new Liveable Neighbourhoods scheme. Tell us what you think here: <a href="https://coppermill.commonplace.is">https://coppermill.commonplace.is</a>	Total engagements	52
<a href="https://coppermill.commonplace.is">https://coppermill.commonplace.is</a>	Media engagements	17
Promote your Tweet	Detail expands	13
Your Tweet has 1,845 total impressions so far. Get more impressions on this Tweet.	Link clicks	12
Promote your Tweet	Retweets	5
	Profile clicks	3
	Likes	2

Figure 3c. Posts on social media



Figure 3b. Waltham Forest News, edition 207 published on 25 June 2018

## 1.2 Analysis

Visitors to the perception survey website provided 719 written comments to the survey.

The survey asked respondents to highlight a point on a map of the area which was of importance to them, and used a scale to ask respondents to indicate how they felt about the highlighted area. It then asked respondents to select options relating to why they feel this way about the area and how they thought the area could be improved to make it a more pleasant environment for walking and cycling.

The next section allowed respondents to detail anything else that would encourage them to walk or cycle more in the area.

Some respondents posted numerous comments in multiple locations, whilst others wrote one comment covering a wide range of issues. When categorising the comments, we broke each comment down into individual points. Many respondents left the open comment section blank therefore the number of valid comments is lower than that of the actual entries.

Many comments pertain to similar issues. We have grouped types of comments together where appropriate to provide meaningful data on where specific issues have been identified by numerous respondents.



Figure 4. Some of the comments from respondents

## 2 Survey Results

### 2.1 The respondents

Of the 364 users that registered to leave comments on the survey, 233 volunteered information about their connection to the area.

- 84% of respondents stated that they were residents
- 28% of respondents stated that they travelled through the area
- 17% visited for leisure
- 5% work in the area
- 3% of respondents stated 'other'
- 1% study in the area
- 1% visit the area for business

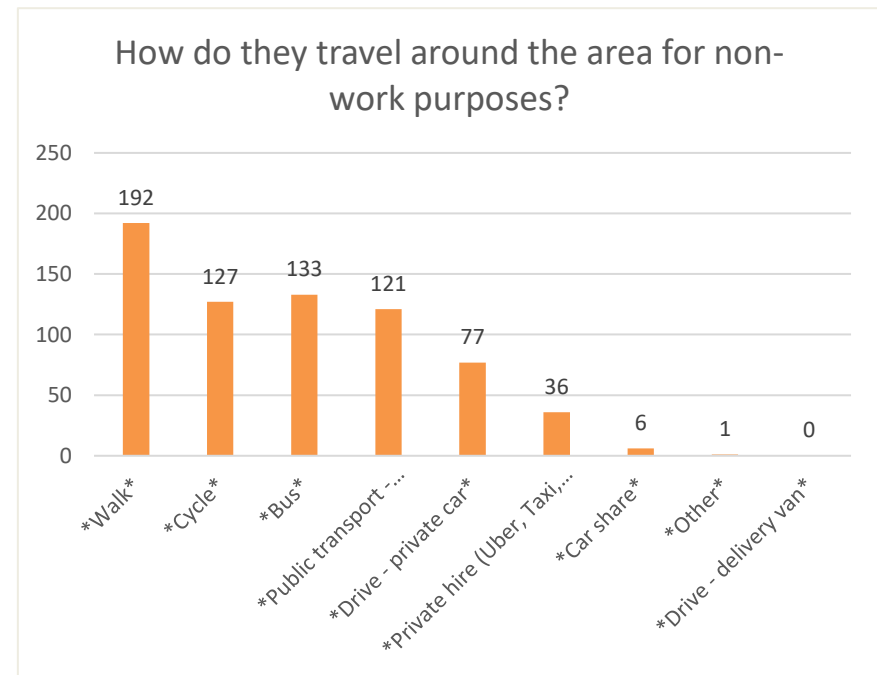
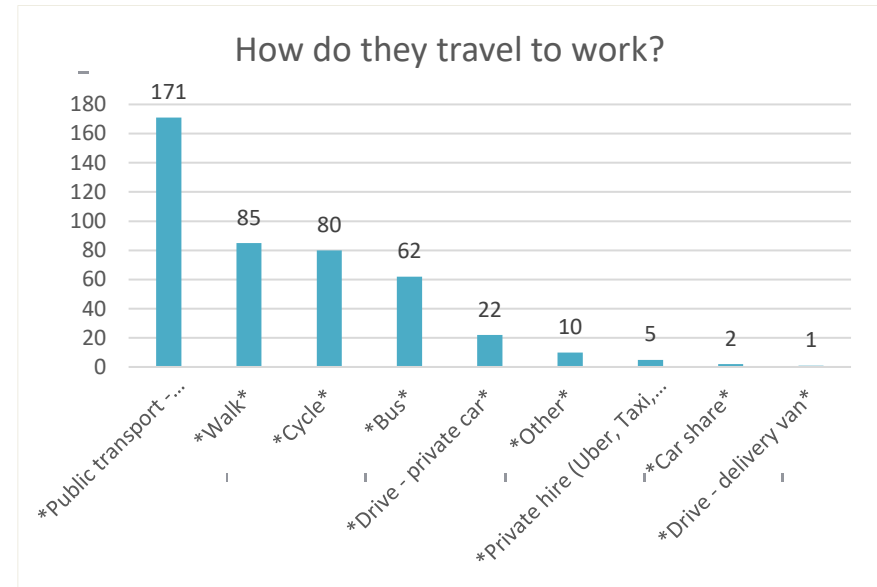
In order to get a more detailed understanding of respondents we asked them about their travel habits.

We asked respondents how they travel on their streets and in the surrounding areas for work and non-work purposes, people could select multiple options. The results are shown in the tables to the right.

Respondents were able to make multiple selections when answering the questions. This question of work travel elicited 223 responses and non work travel 231 responses, showing that many respondents clearly use multiple modes of transport when travelling around.

Overall active travel, walking and cycling, or public transport, are the most popular modes of transport for respondents to the survey. While use of motor vehicles is relatively low, particularly for work purposes, it is slightly more prevalent for non-work purposes.

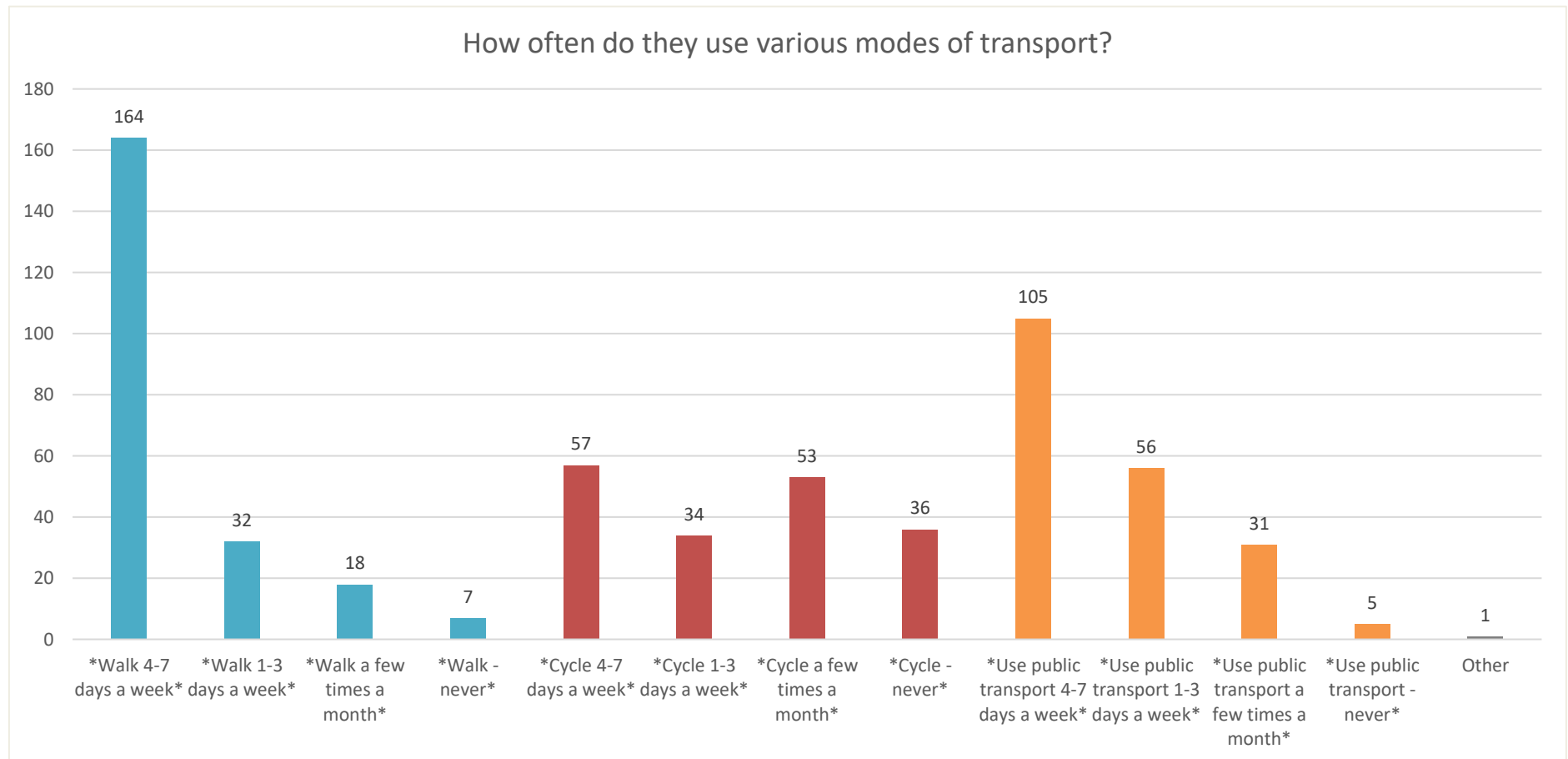
**Figures 5a and b. Tables showing ways respondents travel in the area for work and non-work purposes**



In order to gain a greater insight to the travel behaviours of respondents we also asked respondents how often they used various active modes of transport .

By far the most frequently used mode of transport is walking, followed by public transport and cycling.

**Figure 6. Table shows the regularity that respondents use the various modes of transport in the area**





## 2.2 Respondents feelings towards the area

Respondents were asked to circle an important point within the local area. They were then asked to rank how they felt about the area on a scale of smiley faces (below) indicating a 1 to 10 scale, with 1 being very negative selection and 10 being very positive. On the hard copy of the perception survey this question was conducted using a standard 1 to 10 scale.

### About this place

How do you feel about the place you have marked on the map?

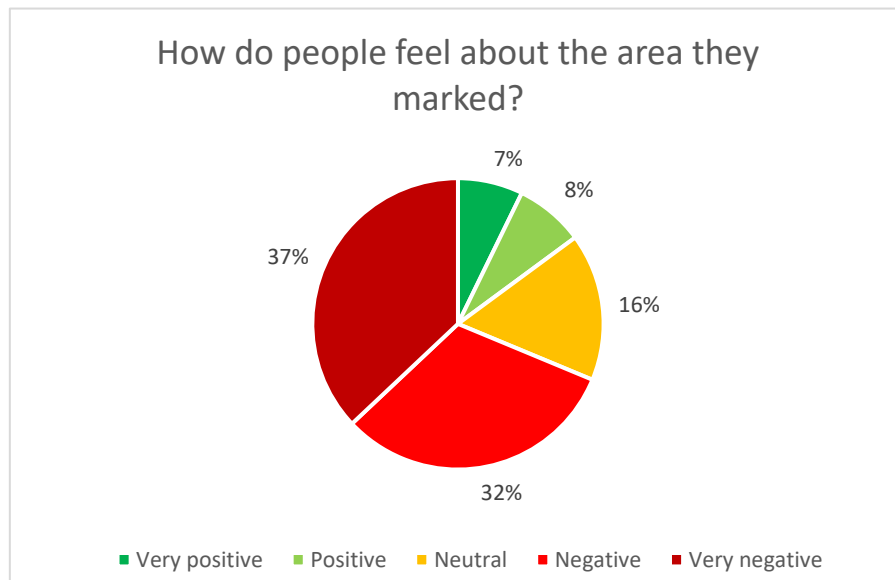


Figure 7. Graph to show respondents' feelings towards their selected location

The most popular response was negative (69%), suggesting need for improvement to the area. 16% of the responses were neutral and 15% were positive therefore over half of the respondents have more negative feelings about their selected area than positive.

It is important to note this ranking is with regards to the respondent's selected area, rather than their feelings towards the Coppermill area overall, or necessarily the road they live in.

Respondents were next asked to select a statement which describes why they rated the area in this way. There were a selection of eight tags (listed below) for respondents to use and they could choose multiple tags.

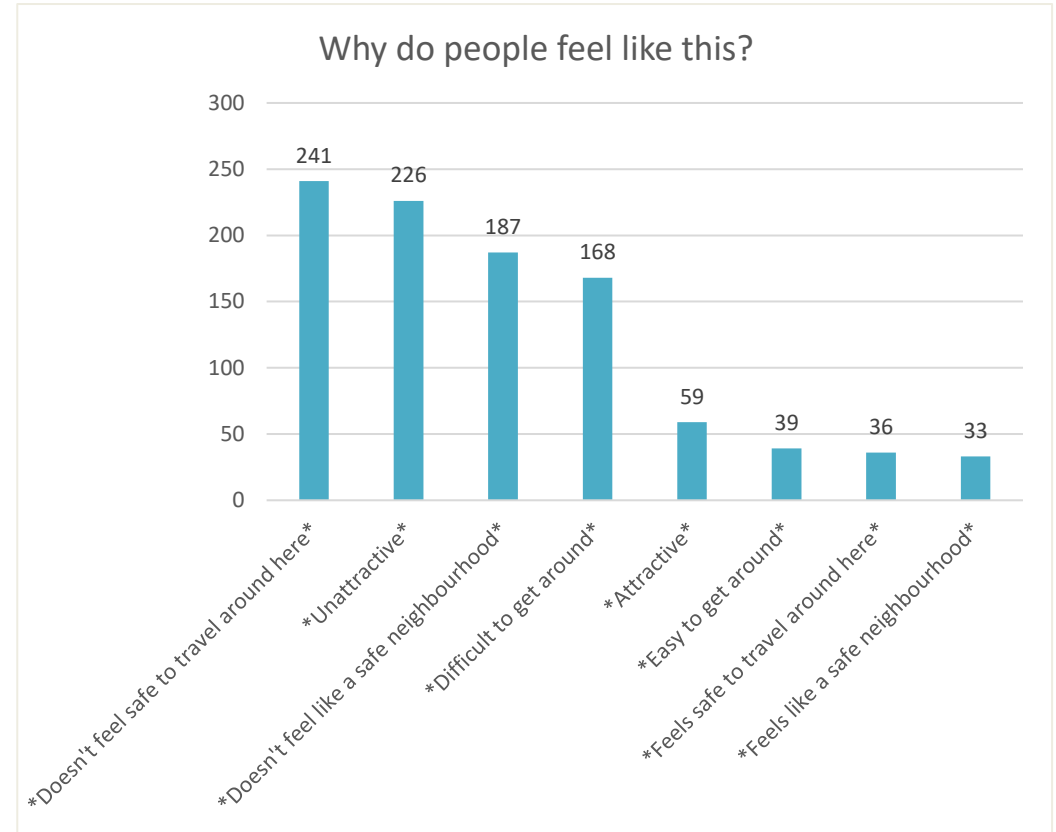
- Doesn't feel safe to travel around here
- Unattractive
- Doesn't feel like a safe neighbourhood
- Difficult to get around
- Attractive
- Easy to get around
- Feels safe to travel around here
- Feels like a safe neighbourhood

Of the 719 comments received overall, there were 633 responses to this question. Respondents selected multiple tags with the most selected being 'doesn't feel safe to travel around' when describing the area, with 241 selections (38%) of respondents highlighting this option.

The second most selected option was 'unattractive' with 226 selections (36%), followed by 'doesn't feel like a safe neighbourhood' 187 respondents (30%) and 'it's difficult to travel around' 168 respondents (27%).

The most selected positive feelings were 'attractive' selected by 59 respondents (9%), 'easy to get around', 39 respondents (6%), and 'feels safe to travel here', 36 respondents (6%) and feels like a safe neighbourhood, 33 respondents (5%).

This highlights that respondents were generally not happy with their selected area, and the biggest issues were that the area does not feel safe and is perceived as unattractive and difficult to get around.



**Figure 8. Graph to show respondents feelings towards their selected area**

## 2.3 Areas highlighted by respondents as safe and unsafe

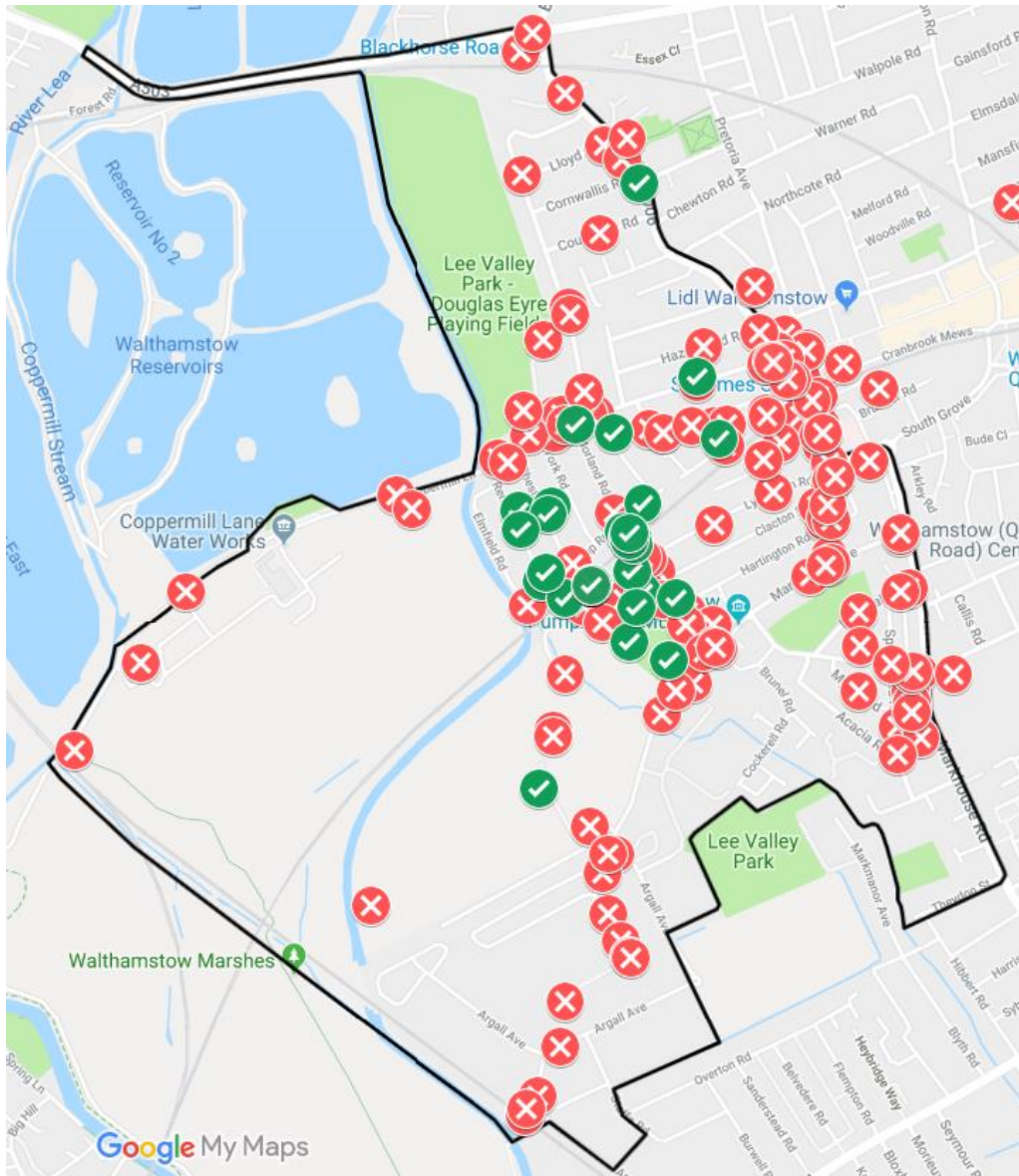


Figure 9. Map of areas respondents highlighted as safe and unsafe with red being negative and green positive.

Over the next few pages we have looked at respondent's views to establish any correlation between areas of concern and suggestions for improvements.

This map highlights areas respondents highlighted as safe as green and unsafe as red. The map demonstrates that respondents generally showed a consensus in the areas they felt were unsafe.

The clusters of comments suggest the areas where people do not feel safe are broadly around:

- Station Road
- Frederic Road
- St James Street
- Blackhorse Road
- South Access Road and Argall Avenue

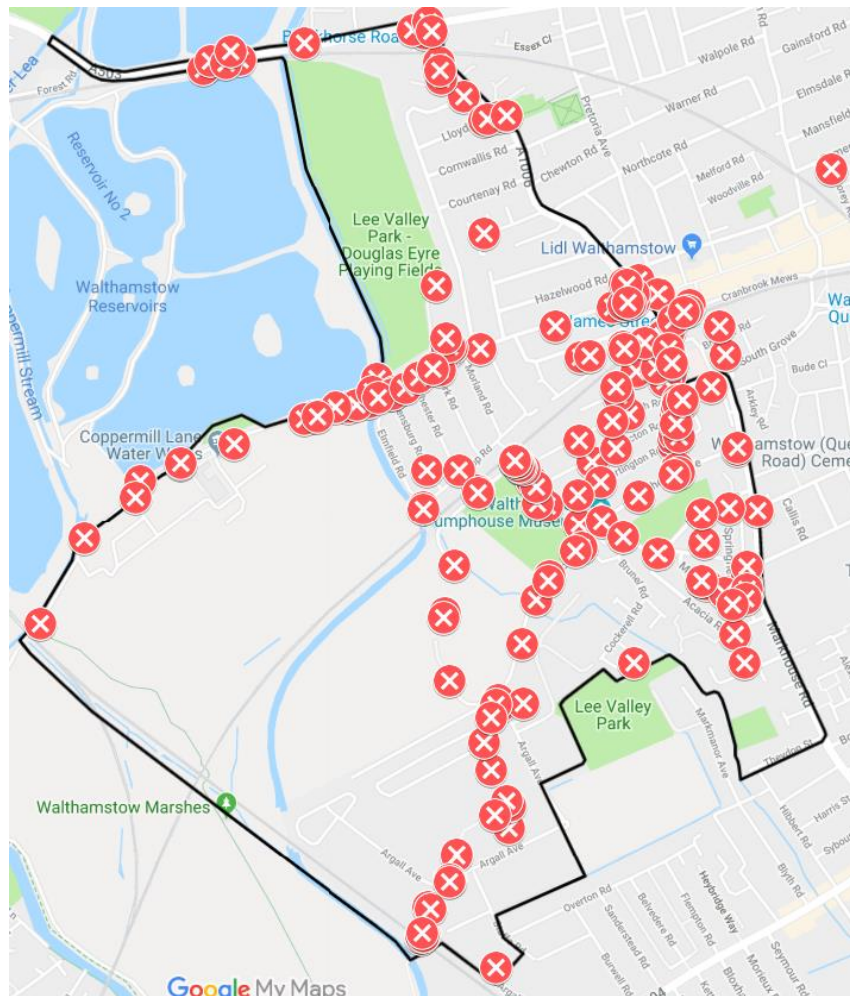
Some of the clusters suggesting the areas where respondents do feel safe are:

- Salop Road
- Morland Road
- Essex Road

Areas that were highlighted as unsafe are concentrated along the main commuter route along South Access Road and Argall Avenue. The areas that were highlighted as safe are predominantly in the central part of the Coppermill Area but this also has comments that people feel unsafe. As with all questions in the perception survey they are open to interpretation and subjectivity.

Further detail about why these areas are highlighted as unattractive and unsafe are considered later in this report when the individual comments are analysed.

## 2.4 Areas highlighted by respondents as attractive or unattractive



These maps show the locations where respondents felt their chosen location was either green indicating “attractive” or red indicating “unattractive”

Key attractive areas identified were:

- Walthamstow Wetlands
- St James Park

Key unattractive areas identified were:

- Coppermill Lane
- South Access Road
- Grove Road

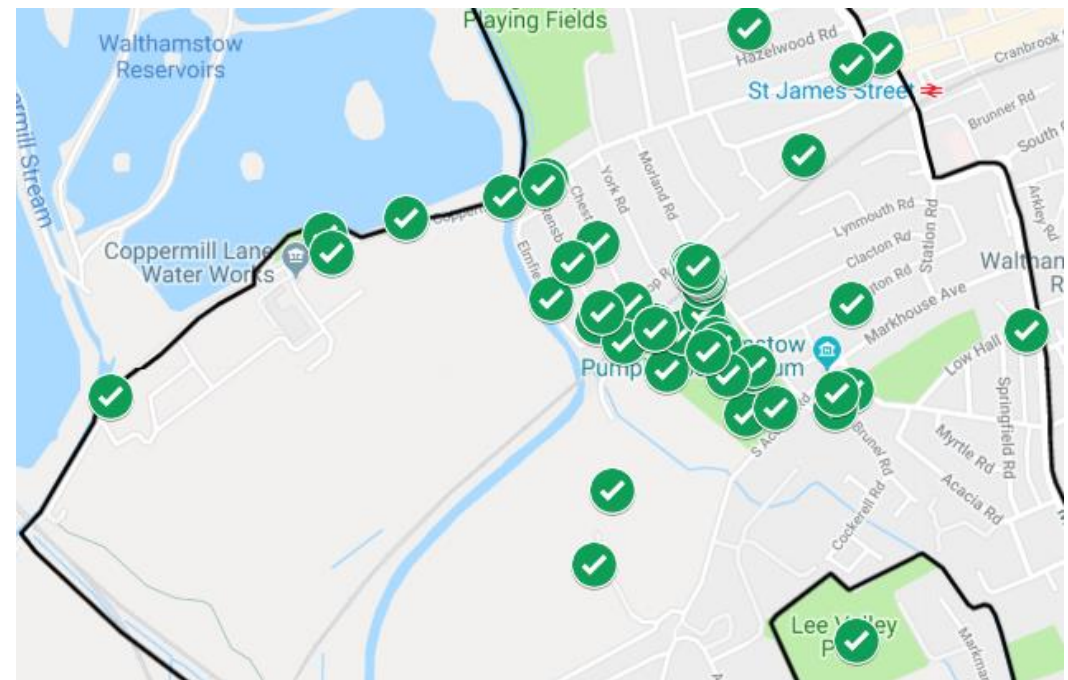
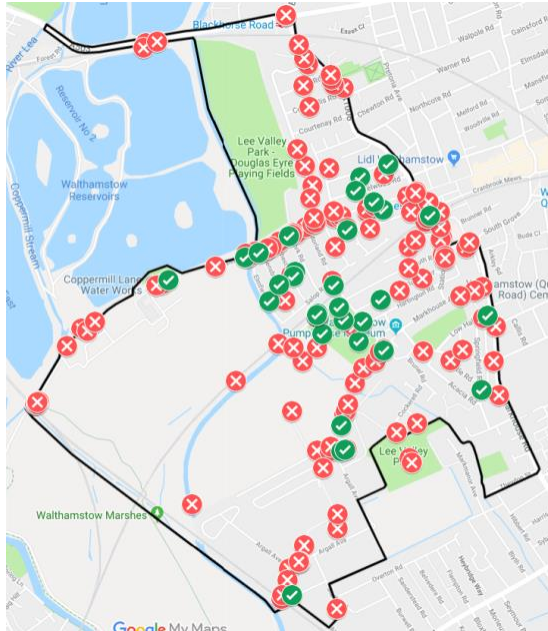


Figure 10. Map of areas respondents highlighted as either attractive or unattractive with red being negative and green positive.

## 2.5 Respondents ease of travelling around the area

Finally, the map below shows locations where respondents felt it was either difficult to get around” (red flag) or “easy to get around” (green flag).



**Figure 11. Map show respondents feelings towards travelling through the Coppermill area with red being negative and green positive.**

Locations which were highlighted as difficult to get around included:

- South Access Rd
- Coppermill Lane
- Station Rd

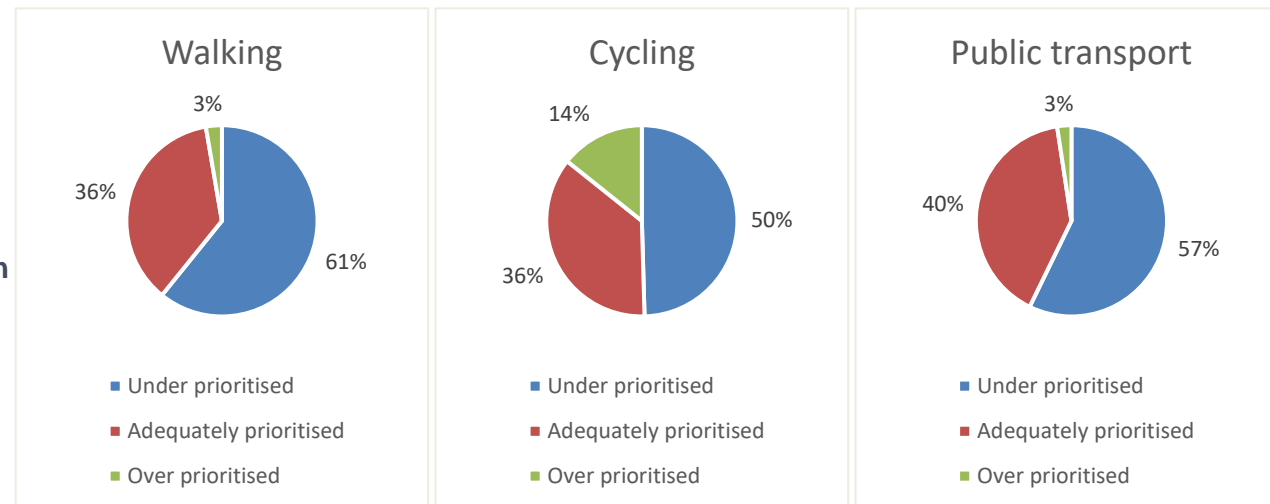
Locations which were highlighted as easy to get around included:

- Coppermill Lane
- Chester Rd
- St James Park

## 2.6 Prioritisation of sustainable transport

As part of the survey we asked residents whether they felt that the different modes of sustainable transport (walking, cycling and public transport) were prioritised adequately in the Coppermill area. Across all three modes it was felt that they were all under prioritised, with the highest percentage in need of prioritisation being walking at 61%. 57% of respondents said they thought public transport was under prioritised and 50% of respondents felt that cycling was under prioritised.

As walking is also stated as the most frequent mode of transport by participants this would indicate that respondents feel this area is in need of greater pedestrian priority.



**Figures 12a, b and c. Graphs to show respondents feelings towards prioritisation of sustainable transport in the Coppermill area**

### 3. Suggestions for environment improvements

#### 3.1 The changes respondents would like to see in the area

We asked participants in the perception survey what they would like to see improved at the point they had marked on the map.

The results show that the most popular changes that respondents would like to see are:

- more attractive streets,
- better pavements,
- slower and less traffic,
- better lighting and,
- improved public spaces.

The most frequent response was ‘other’ with 183 responses. Respondents were then given a free text box within which to make their own suggestions. We have analysed the comments made in this box and identified various popular sub-categories of suggestions.

**Most popular suggestions were:**

- Safe spaces for cycling
- Better access to the Walthamstow Wetlands
- More CCTV
- Improved road/footpath surfaces
- Improved safety in the area

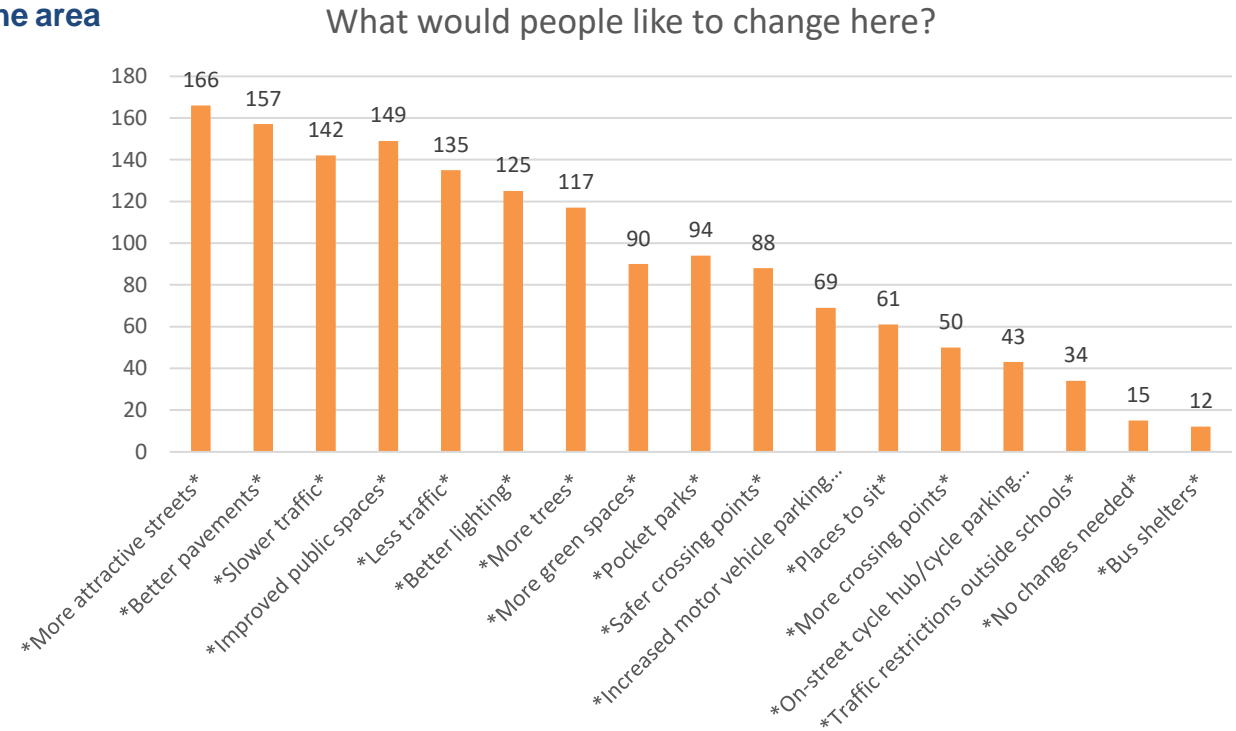


Figure 12. Graph of the changes respondents would like to see in the area selected

## 3.2 Nicer environment proposals

Nicer Environment Proposals	Number of comments incl tags
Improve Public Realm/Pocket Parks	264
Improved lighting	101
More green space	86
Less anti-social behaviour	133
More seating	54
Play streets	50
Stop fly tipping	58
Bus Shelters/Bus Routes	54
New gateway / hub	39
Initiatives focusing on active frontages/animation/activities/new hub for locals	29
Inclusive design	18
New green shared link	20

*“It would be great to have an entrance to Wetlands nearer to Coppermill Lane. Or, to have a cycle scheme there for people to reach the other entrance faster.”*

*“The stretch from Coppermill Lane to Wetlands entrance is not particularly attractive and feels like an industrial estate.”*

When we analysed the comments provided by respondents we categorised their responses. Nicer environment improvements were the biggest category that respondents commented on. Within this category, respondents’ biggest desire was for improvements which would have a positive affect on safety. The table to the left details the breakdown of categories and highlighted themes around nicer environment improvements, some location specific comments included:

***“Fly tipping issue on corner of Station Rd and Lynmouth Rd”***

***“The pocket park on Salop Rd is lovely and it’s delightful to see the area improved but it’s also raised some concerns. It should have been designed to place equal emphasis on improving both sides of the railway bridge. The Essex Rd side of the bridge also suffers from problems with drug dealing, anti-social behaviour and fly tipping.”***

***“I would like to suggest using 2 of the 3 parking spaces in front of the community centre **The Mill** as green areas/ sitting areas/public bicycle parking areas.”***

***“The Walthamstow **Wetlands** entrance is dangerous as it is too narrow and should be improved as many people use it.”***

Over the following pages we have mapped the environment improvement requests in categories to identify clusters and parallels between respondents comments/categories.

### 3.3 Relationship between unattractive areas and requests for Lighting/Public Space improvements

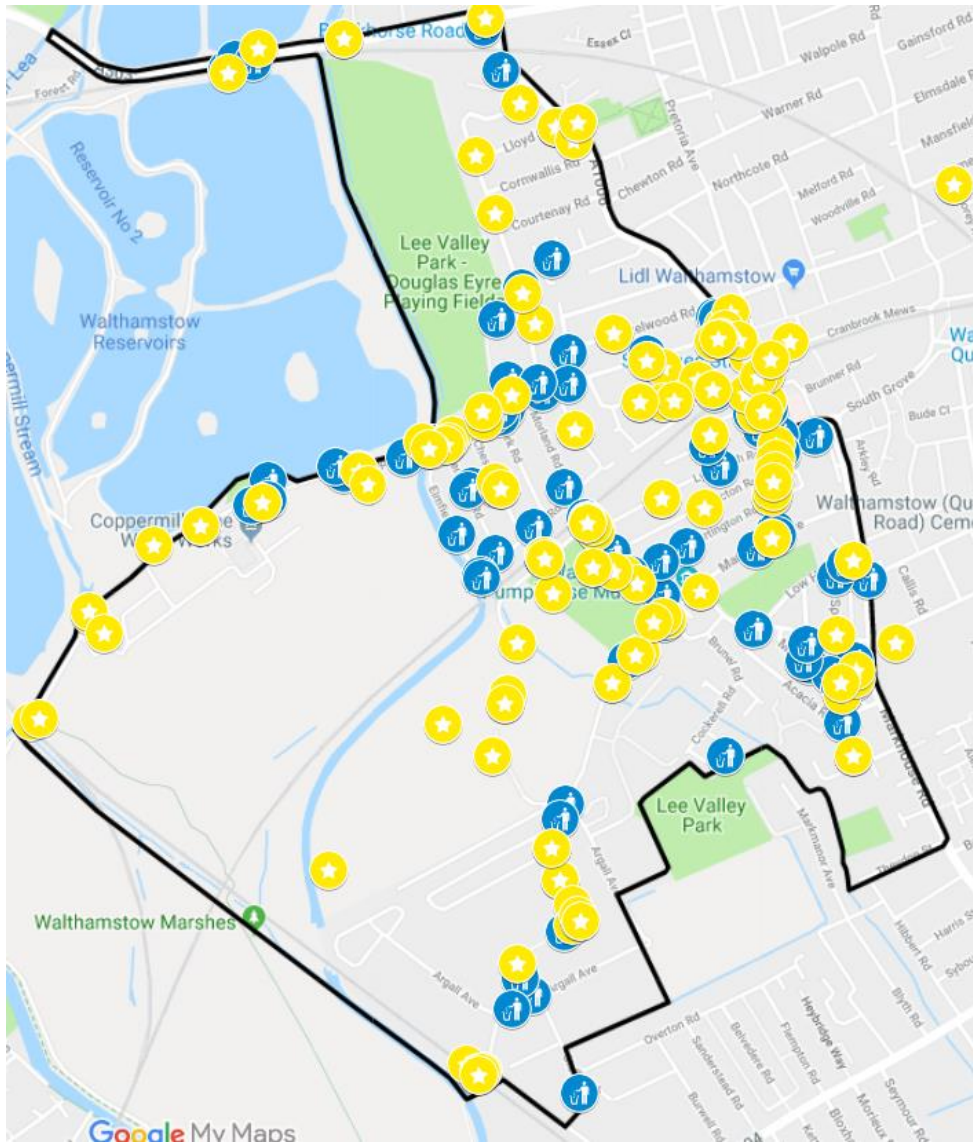


Figure 13. Map of areas respondents highlighted in blue as unattractive and yellow in need of lighting improvements

The adjacent map highlights the areas in blue where respondents feel the area is unattractive and yellow where a comment has been made about the location needing improved lighting. The map indicates a number of correlations between areas identified as unattractive and in need improved lighting.

In total there were 125 requests for improved lighting across the Coppermill area. Some comments indicated that better lighting would bring an improved sense of safety to the area, whereas others indicated better lighting would assist with navigation while cycling and walking.

In addition to the adjacent map, of unattractive and neglected areas, and could indicate a need for lighting 131 respondents left comments about anti social behaviour in the area and 58 respondents commented on fly tipping in the area. This is often symptomatic of public space improvements.

264 specific comments were left relating to Public Realm improvements, including Pocket Park requests, suggesting there are lots of areas that are felt to be neglected but with potential. Locations identified for public realm improvements and pocket parks are shown in maps 14 and 15 on the following page. The sites which have been highlighted by respondents as potential pocket parks and areas of improved public realm could act as a deterrent to anti-social behaviour and fly tipping if the area is currently underused, abandoned or wasted space.

A number of requests for new trees and additional seating were received during the perception survey. These are shown on in maps 16 and 17 on page 18



### 3.4 Public space and pocket park proposals

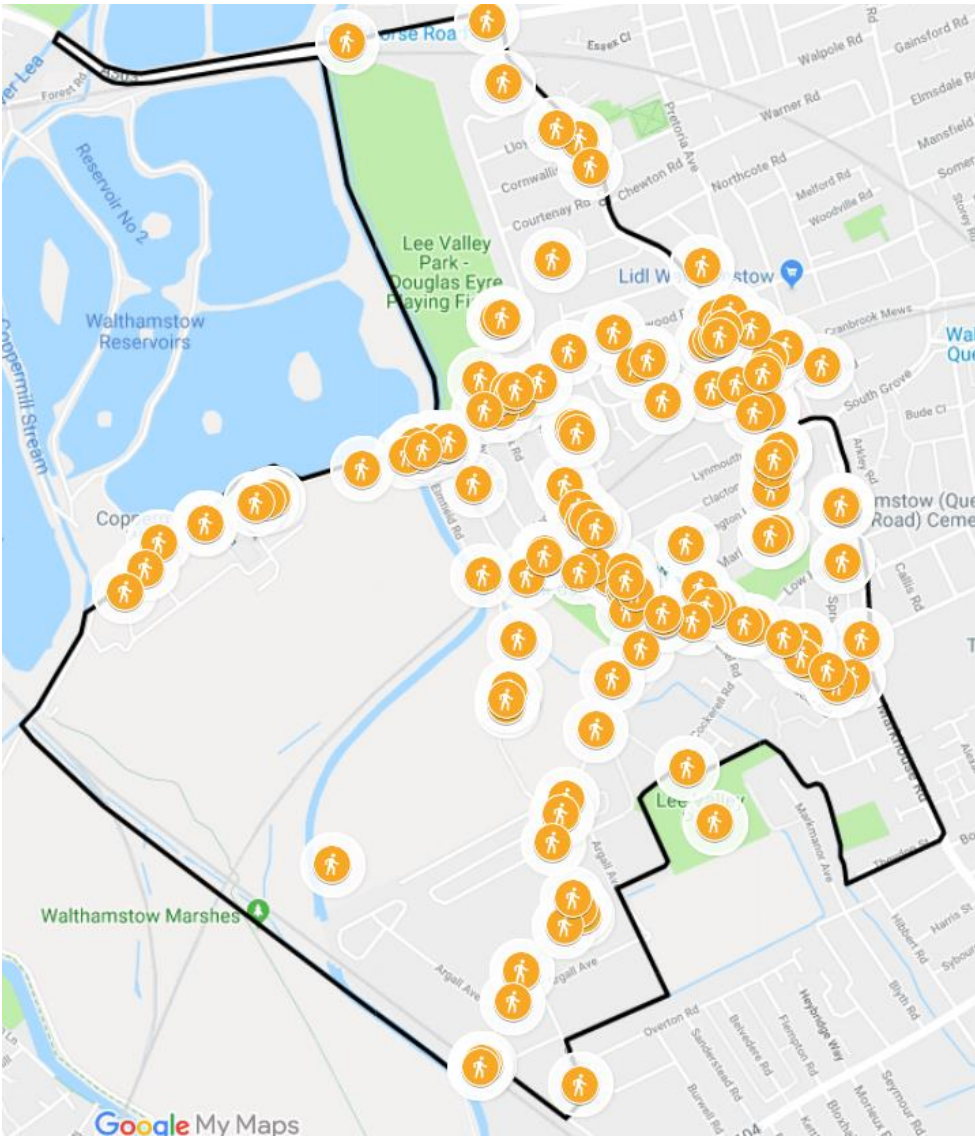


Figure 14. Map of public space improvements

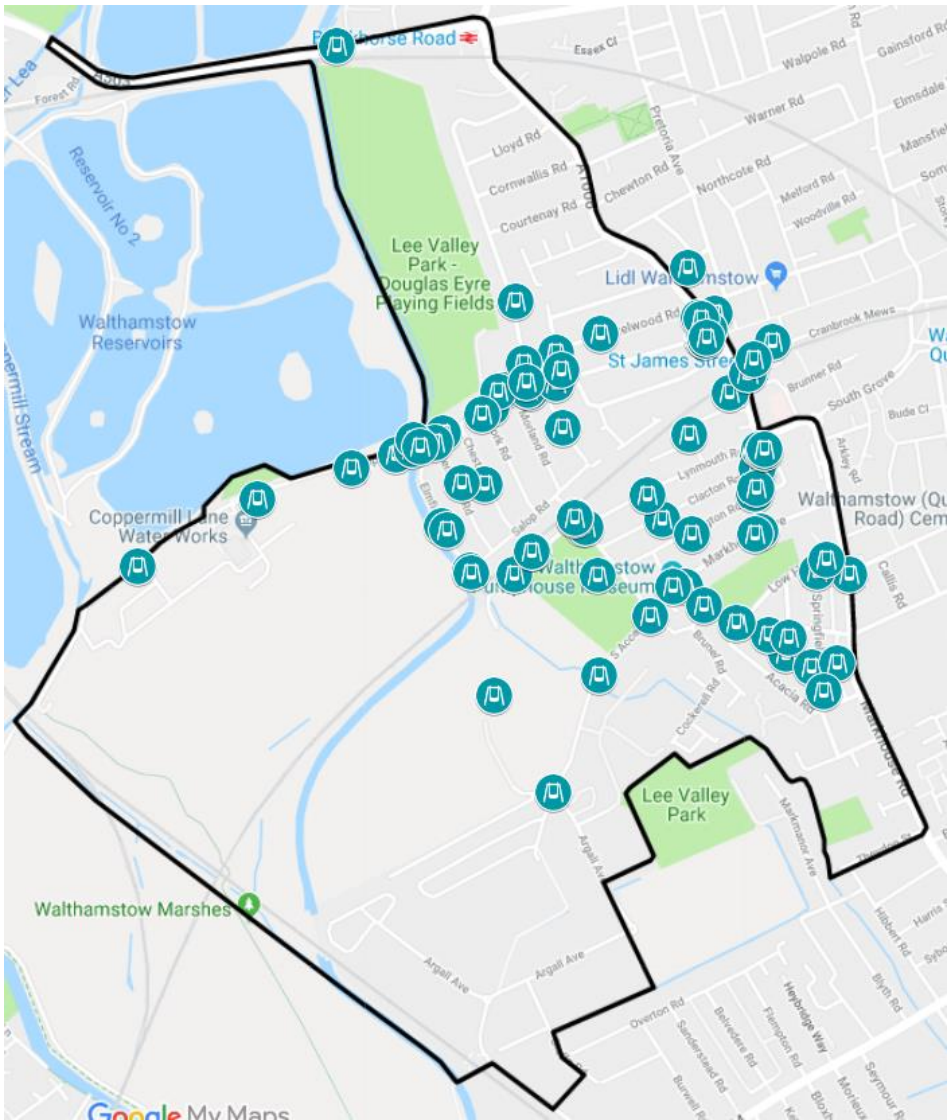


Figure 15. Map of pocket park proposals

### 3.5 Seating and additional tree proposals

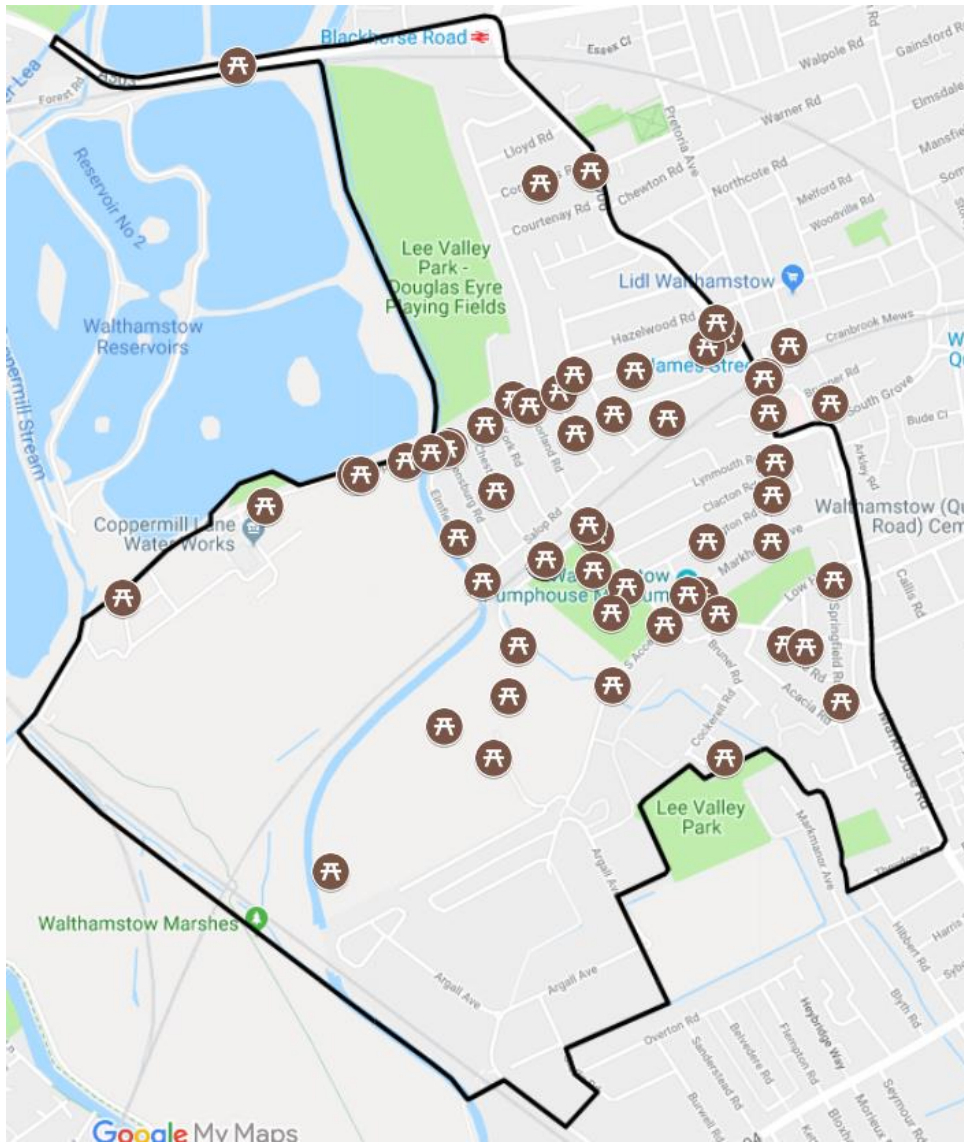


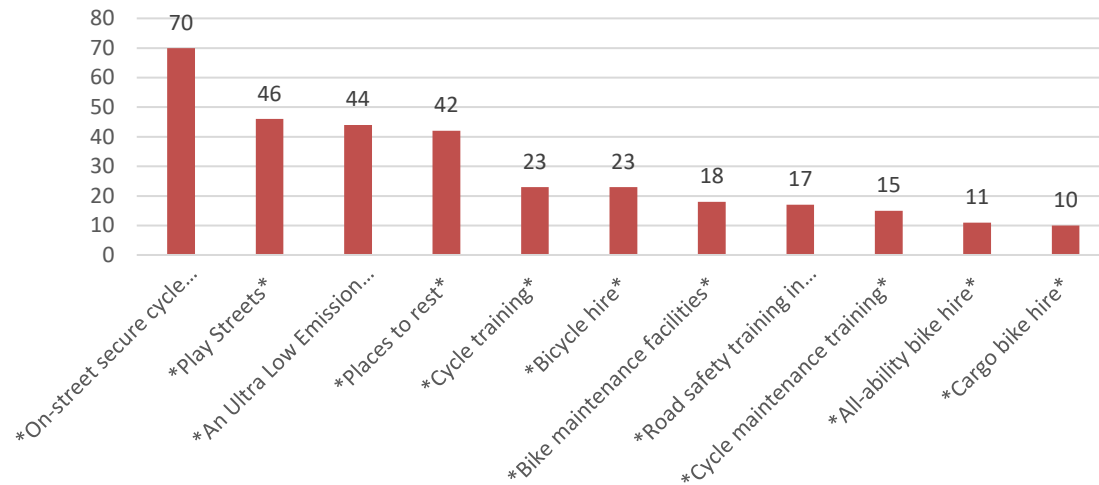
Figure 16. Map of proposed sites for seating



Figure 17. Map of proposed sites for trees

## 4. Suggestions for active travel improvements

What would encourage people to walk or cycle more?



**Figure 18. Responses to what would encourage people to walk or cycle more**

The adjacent graph highlights the responses of what would encourage more walking or cycling in the area. Participants were given a list of potential responses (tags) they could use, but there was also an 'other' category and a free text box where respondents could add in their own views.

Although specifically asking for views on walking and cycling, analysis of the comments provided reveals this section was used to express a wide range of views relating to the Coppermill area. The top measures respondents felt could increase walking or cycling are:

- On street secure cycle parking
- Play streets
- Ultra low emission zone
- Places to rest

293 people took part in this question and provided 319 responses. Due to the nature of the Perception Survey, some users made multiple individual comments. The Other category was not mandatory to populate with a response, but comments included:

- Safe space to cycle
- Segregated cycle lanes
- Safe space to cycle separated from motor traffic or much reduced motor volumes, training and "promotion" of cycling
- More regular street cleaning
- I would never cycle round here. Driving restrictions have made local roads much busier and the cycle lanes are confusing. Cycling round here has got much scarier following changes to make it easier
- More attractive, wider pavements
- Cycle parking

## 4.1 Better pedestrian priority

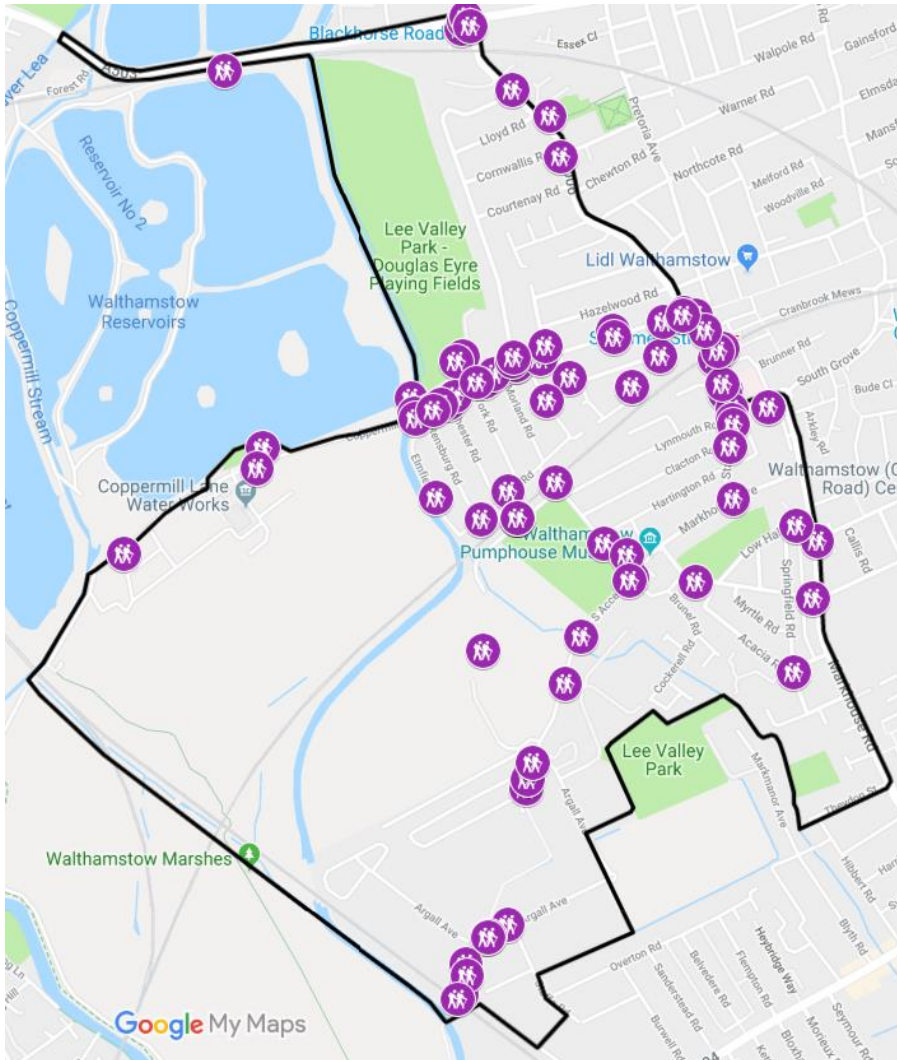


Figure 19. Responses to where better pedestrian priority is needed

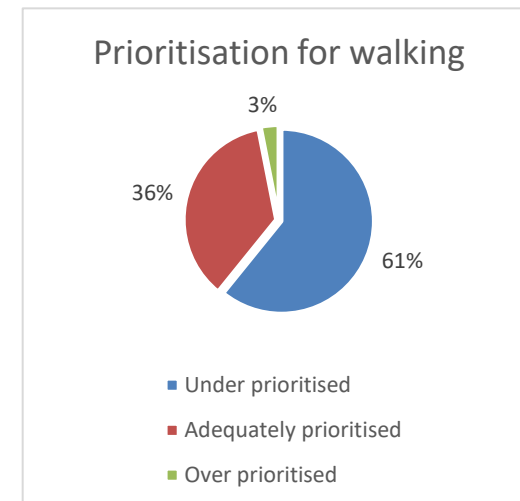
61% of respondents felt we needed better pedestrian prioritisation in the area as shown on the pie chart below. The adjacent map highlights clear areas where respondents would be encouraged to walk more if there were improved pedestrian facilities.

Key comments which highlighted the need for improved pedestrian priority are shown below, mainly highlighting the need for safer crossing points and improvements to pavements.

- Better pedestrian priority and improved accessibility
- Pedestrianisation for key areas which are currently under prioritised
- Improved access to the Walthamstow Wetlands and safer crossing points
- Footway maintenance and better pedestrian access to St James station

Specific areas identified for better and more pedestrian crossing facilities were:

- **Coppermill lane** – better crossing points needed.
- **St James Street** – safer crossing points were suggested
- **Argyll Way** – improved crossing for bikes at the bridge
- **Blackhorse Rd** – more crossings



## 4.2 Better cycling facilities & Better Cycling priority

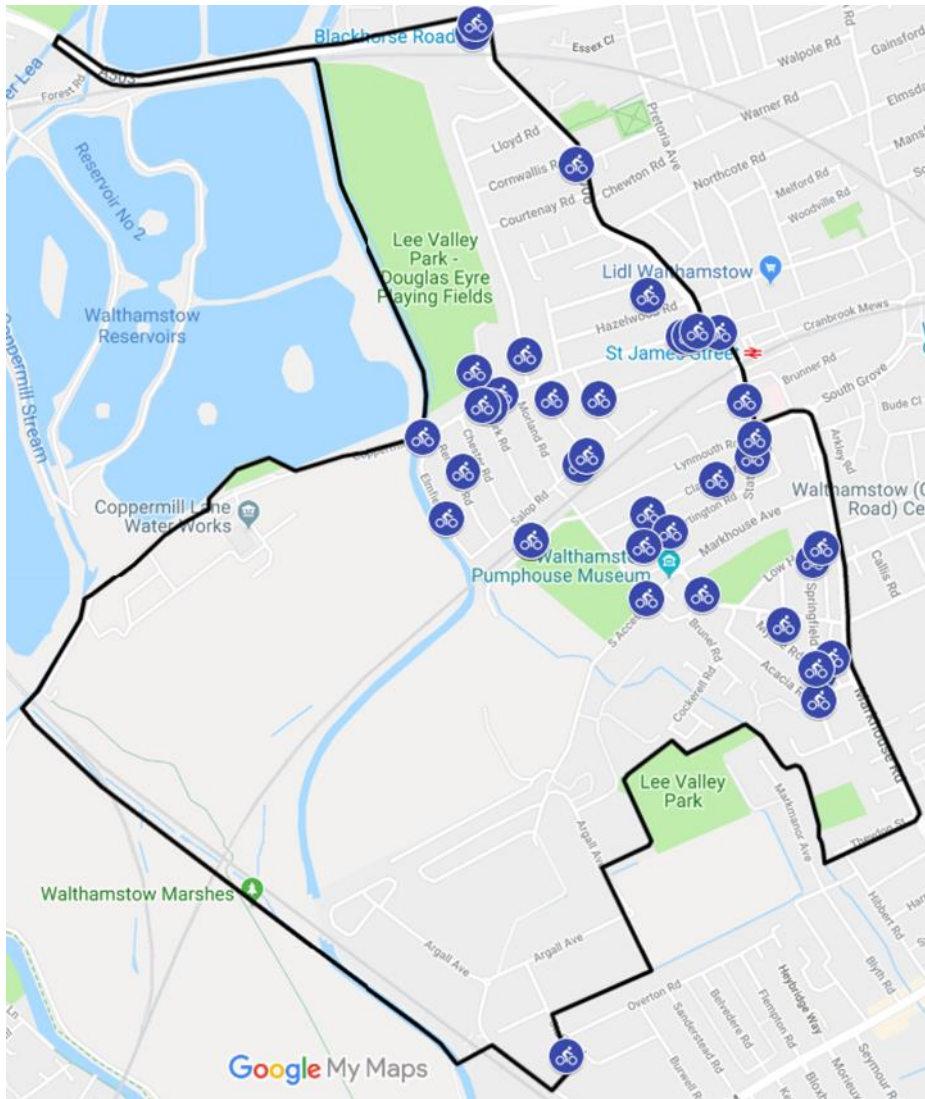


Figure 19a. Map highlights the areas where respondents particularly requested increased priority for cycling.

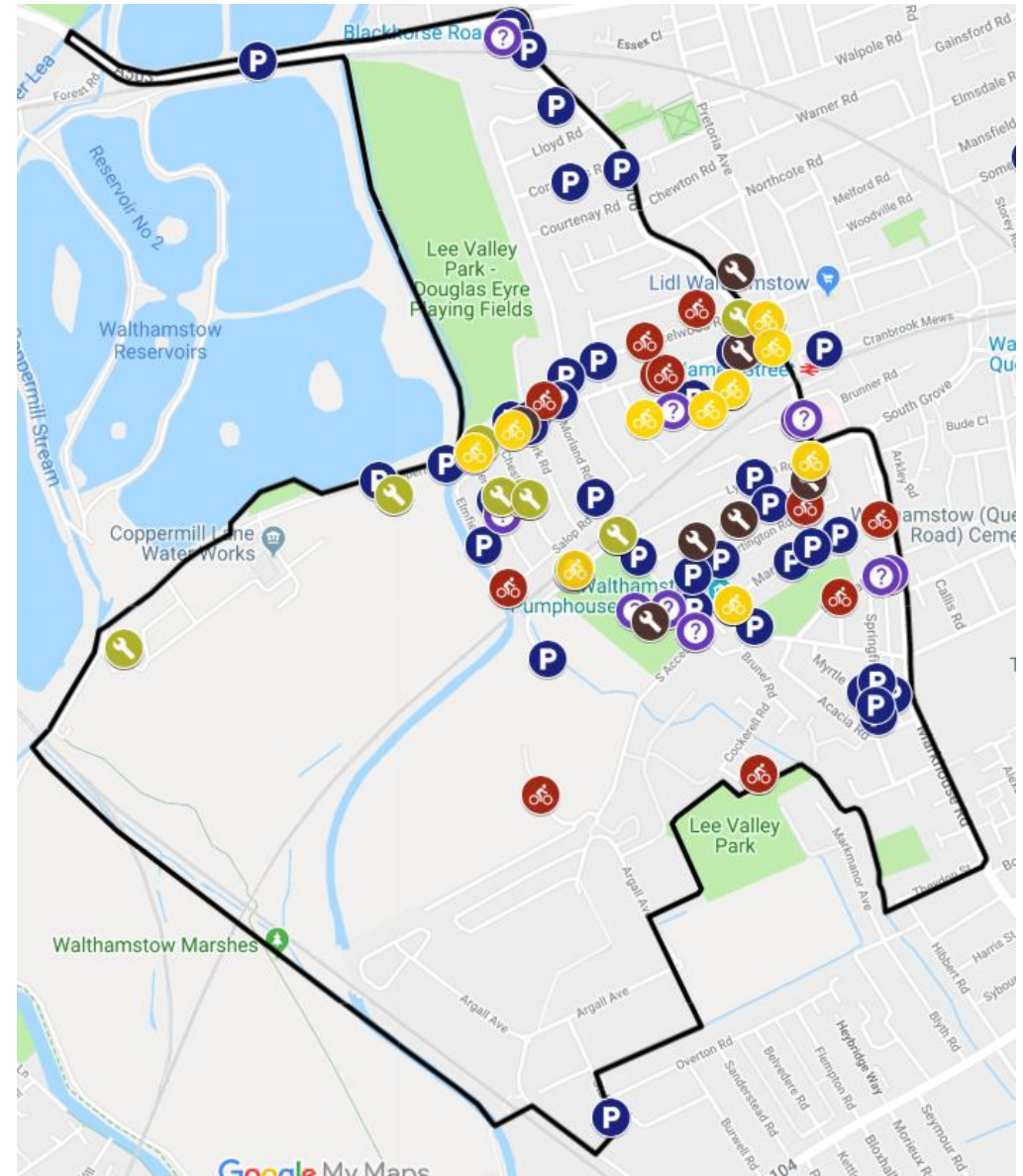


Figure 19b. Map highlights the areas where respondents particularly requested greater provision for cyclists.

Better cycling facilities	Number of comments
On street secure cycle parking	70
Cyclist training	26
Cycle hire	23
Bike maintenance facilities	18
Bike maintenance training	15
All ability bike hire	11
Cargo bike hire	10
<b>Total</b>	<b>173</b>

173 comments received from the perception survey were related to cycling related issues/requests, including better cycling facilities. Some residents mentioned inadequate provision of secure cycle parking in the neighbourhood and have highlighted the need for Bikehangers along with cycle hire. Bike maintenance facilities and bike maintenance training were also raised.

The highest proportions of comments related to the need for safer on street secure parking.

Maps 19a and 19b on the previous page highlight clear areas where respondents would be encouraged to cycle if there was improved cycle safety facilities through road crossings in the following locations:

Comments which highlighted the need for improved cycling priority were:

*Desperate need for more cycle parking around the station, including cargo bikes please.*

*Plant trees and improve the walking and cycle tracks along this road to make it more attractive and put some nice benches in so that walkers have places to rest.*

*The road surface is awful here for cyclists. Potholes the size of paddling pools and the road texture is really rough / bumpy.*

### 4.3 Traffic and road safety

Traffic and road safety	Number of comments
Traffic Calming	180
Modal Filters/Banning turning movements/one-way system etc.	39
Replacing speed cushions	8
Traffic and road safety	53
Parking Enforcement/restrictions	61
An Ultra Low Emission Vehicles zone	34
More traffic restrictions outside schools	33
Congested Junction	5
	413

The majority of traffic and road safety comments focused on reducing traffic speeds. The locations raised as traffic and road safety issues are shown on the adjacent map.

Specific locations highlighted in the survey were Edward Road where traffic cuts through and the street gets very congested at school times, or which receives high level of rat running traffic.

‘Less traffic’ comments would like to see less traffic across different areas of Coppermill, with a greater focus on public realm improvements, sustainable transport priority, and safer streets.

Comments about traffic calming measures were most common in residential areas, and at busy junctions, as well as around schools.

‘Road safety’ comments were also general but respondents felt that if the roads were safer, they would be encouraged to walk with their children.

Many respondents also felt that greater attention should be given to cyclist education and enforcement measures to ensure cyclists respect other road users and pedestrians and stay safe on roads.

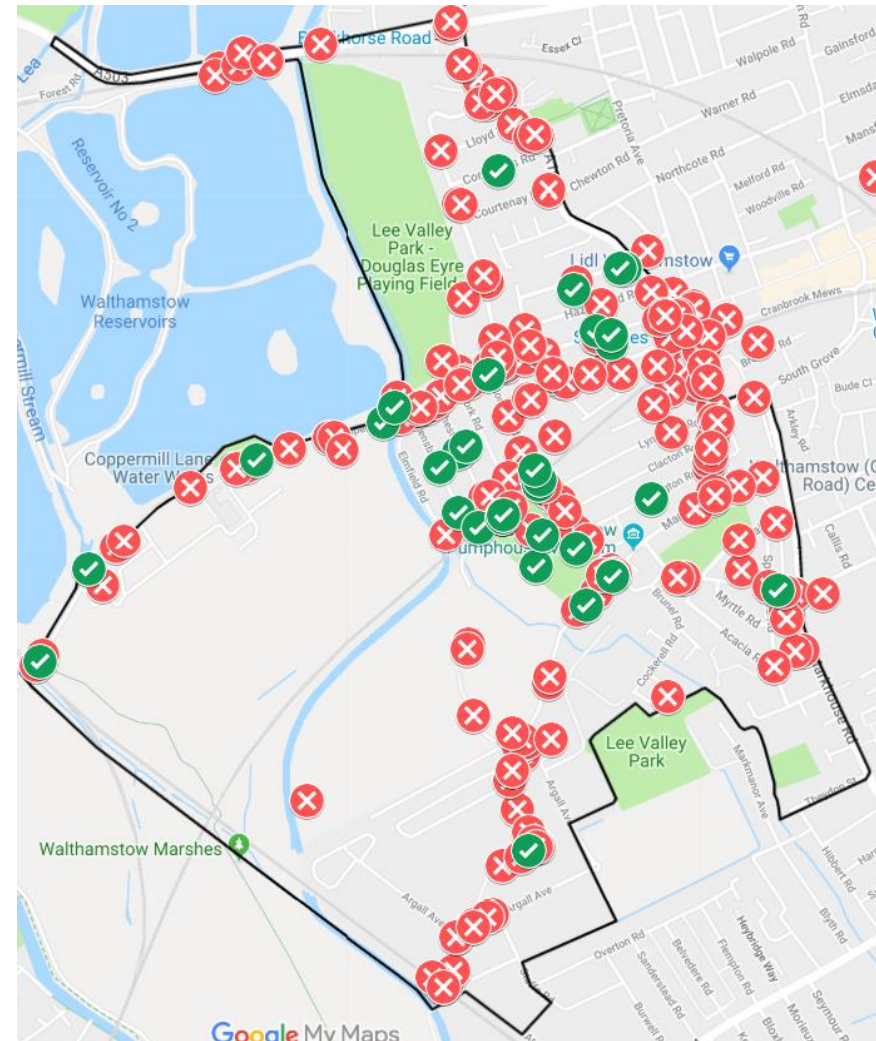


Figure 20. Map of areas with travel safety issues highlighted in red as unsafe and green as safe

## 5. Site specific issues

The following section looks at site specific issues that were raised during the perception survey.

Site specific issues	Number of comments
Traffic Calming Requests	180
Parking Enforcement/restrictions	44
Modal Filters/Banning turning movements/one-way system etc	39
Congested junctions	5
Replacing speed cushions	8
User's Conflict	28
Play streets (kids focused initiatives)	50

### 5. 1 Traffic Calming Requests

The adjacent heat map illustrates the density of comments and location of the 180 areas where traffic calming improvements were highlighted by respondents. Key clusters are along Coppermill Lane and other residential roads leading off of it. Markhouse Avenue, South Access Road and Station Road were all identified as locations in need of traffic calming improvements

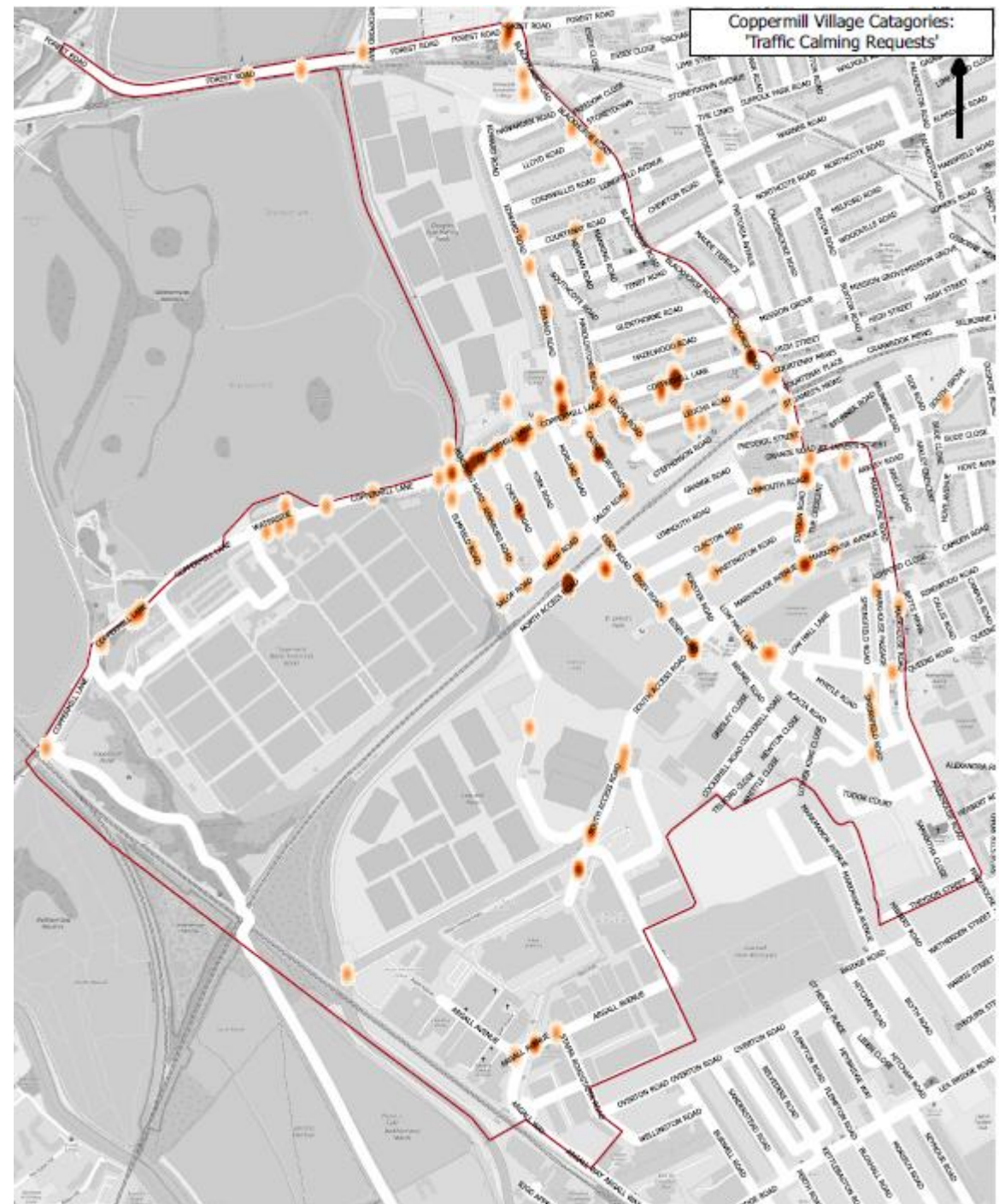


Figure 21. Heat map of areas with traffic calming requests



## 5.2 Parking Enforcement/restrictions

This heat map illustrates the density and location of the 44 areas where restrictions have been requested.

The main points raised were:

- Introducing double yellow lines
- Removing parking bays
- Restricting access and movement of HGV's
- Penalising idling cars

Below and in the map are examples of some of the comments received:

*“**South Access Road** is one of the only remaining unrestricted areas for on-street parking in E17. As such it is always parked up and is particularly popular with commercial vans, and also camper vans.*”

*These parked cars create a blind spot for cycles turning from **Essex Road into South Access Road** - a very popular cycle route. They also make the road very narrow encouraging cars to dangerously overtake bikes, and slow down the buses.”*

*“Please reduce the number of parking spaces to allow space for oncoming traffic to pass.”*

*“There is a nursery here, with an entrance right next to a car park. You often have idling cars and drivers rat running to S Access Road. If **Low Hall Lane** was filtered and the public realm was improved this would be a more pleasant place to take children to nursery and children could play football in the street.”*

*“Consider closing-off **Elmfield Road at Rensburg Road** end to through traffic, to deter badly behaved motorists using it as a drag strip. Children regularly cross this road to play on the green -- if ever we had a chance to create a permanent "priority play street", this is the place! “*

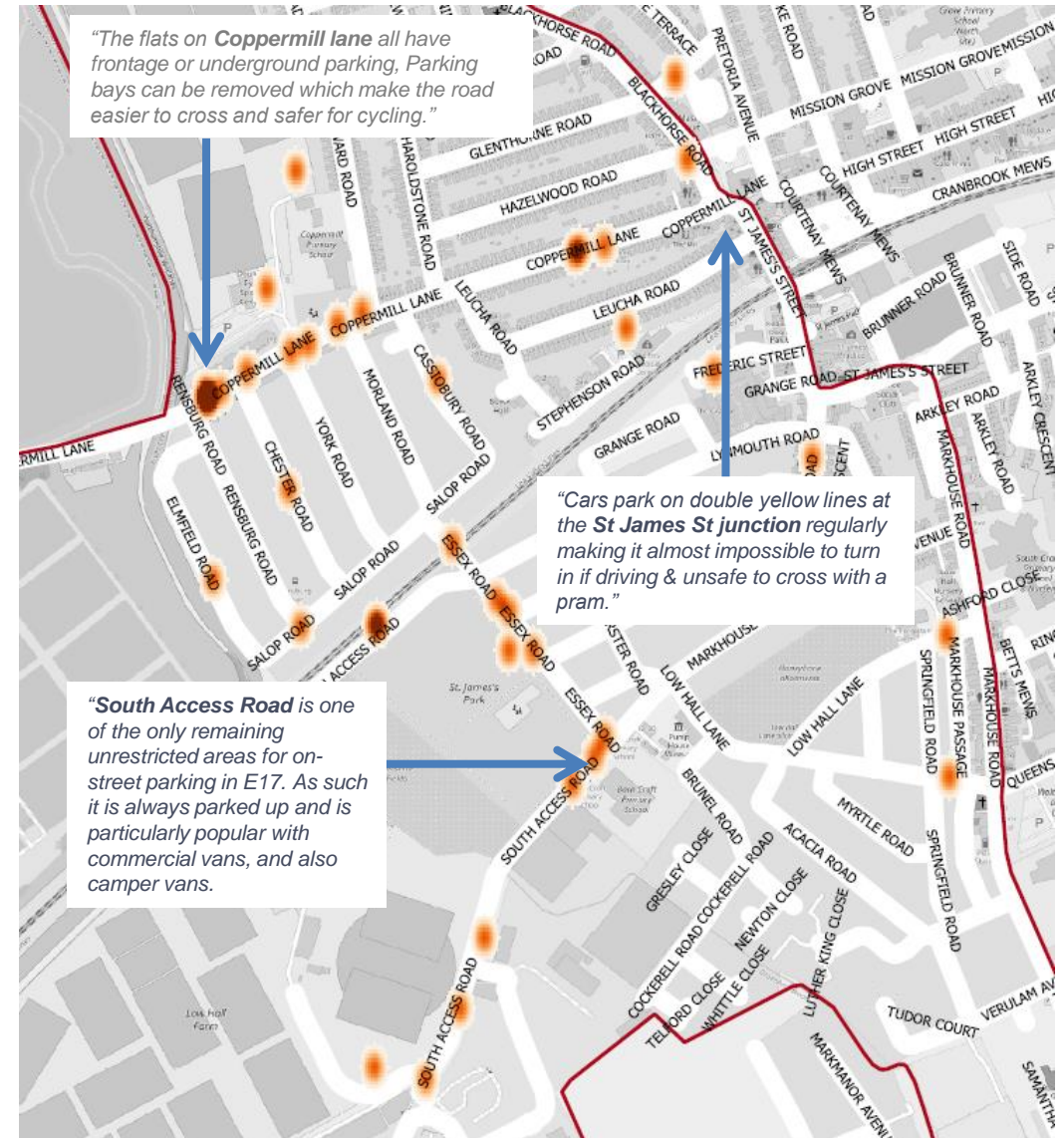


Figure 22. The key areas for parking enforcement requests were in the central part of the scheme as shown in the adjacent map.

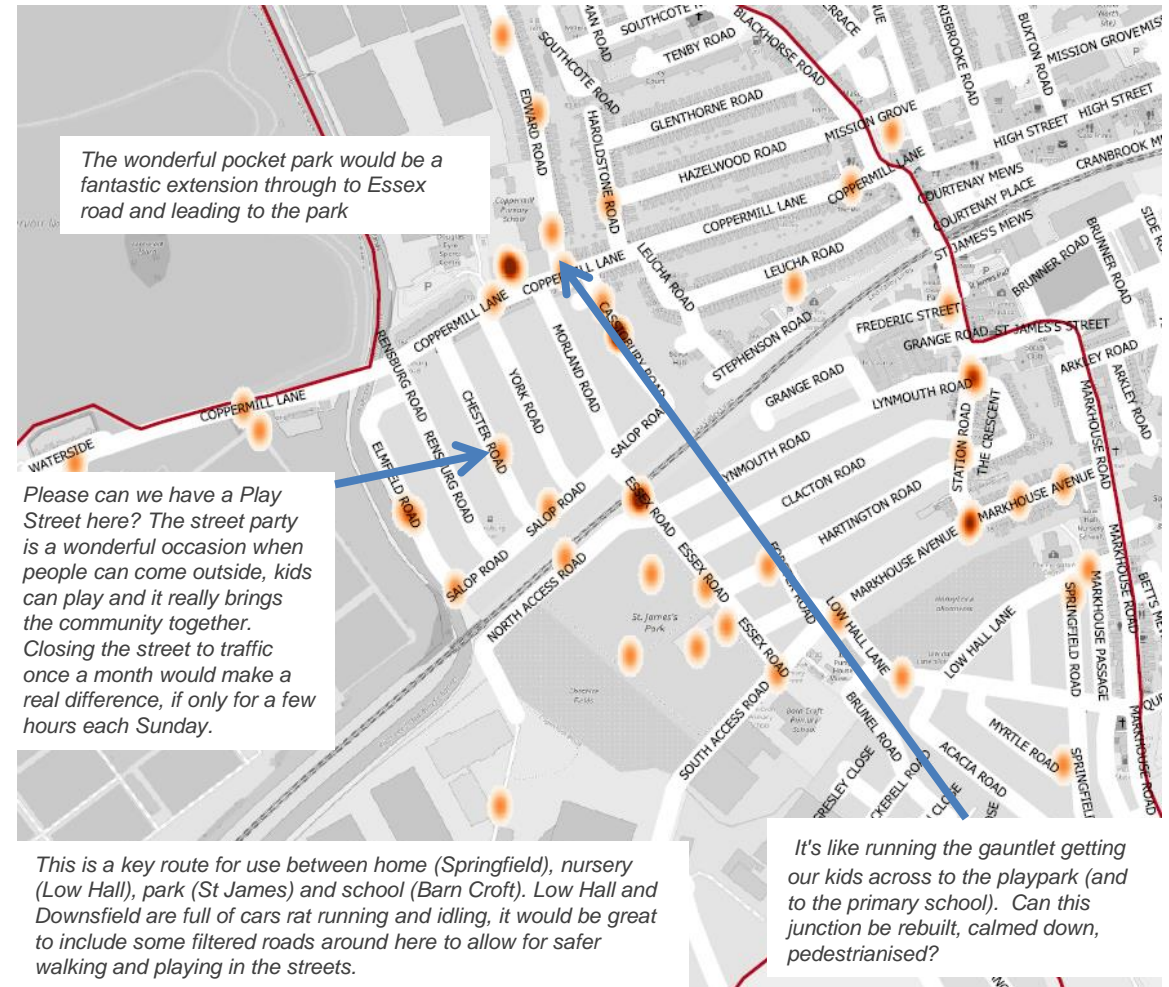
### 5.3 Play streets (child focused initiatives)

This heat map illustrates the density and location of the 50 areas where Play Streets or kid focused activities were requested.

*“Our road has recently become a CPZ. Like many of our neighbours, we don't have a car and I'd love to see the space outside our house being used for social interaction with our neighbours. It would help us with our commitment to neighbourhood socialising, including street party planning and a future play street. Can we create a pocket park with seating and planting instead of having another space for a car?”*

*The vertical park on Essex Rd & Salop Rd is a good example, extend improvements to thread the area together in a way that encourages appreciation and community interaction*

*With park, school and museum this feels like a place with great potential for some lovely public realm work. Essex Road is already filtered (which is great) can we limit traffic down Markhouse and South Access so we can make the best use of this potential and make this a truly child friendly area?*



**Figure 23. The key areas for child focused initiatives were in the central part of the scheme as shown above**

The main points raised were:

- Introducing modal filters for safer walking/playing in the street
- Pedestrianised formal crossings
- Monthly street closures for play streets or on Sundays
- Pocket parks in residential areas

## 5.4 Highways maintenance issues

Highways maintenance issues	Number of comments
Highways maintenance issues	23

Issues were raised around the need and benefit of modal filters where children's safety is an issue close to schools in the area. It was described as a method of traffic calming where speed bumps and other interventions haven't worked adequately to impact positively on drivers' behaviours.

Highways maintenance comments were made about the area in general, stating that many of the roads are in poor condition and there are a lot of potholes in the area.

Roads which were singled out as needing maintenance were:

- South Access Road
- North Access Road
- Argall Road

The areas highlighted as being in need of repair and improvement to the highway surface are largely routes taken by HGV vehicles and a segregated cycleway was suggested as a means of safeguarding against pot holes and for safer cycling.

Some example comments are as follows:

### **Modal filters:**

*This is supposed to be a 20mph area but there are no signs, the speed bumps have eroded and cars and motorbikes regularly drive recklessly fast down the road. (Markhouse Ave)*

### **Pocket park :**

*I would like to suggest using 2 of the 3 parking spaces in front of the community centre The Mill as green areas/ sitting areas/public bicycle parking areas.*

### **Gateway:**

*Support the museum to remove the ugly old fencing and barbed wire because even those small changes will make the junction of South Access Road, Markhouse avenue, Low Hall Lane and Forster Rd less scary at night. Make it a gateway point.*

### **Road Surface:**

*The surface of this road is terrible. Please at least resurface a strip so my yoghurt doesn't bounce out of my bike basket. thank you*

## 6.0 Summary and conclusions

The perception survey asked respondents to provide information about themselves and their travel behaviour, and how they feel about the area with focus on specific locations using a map of the area. In general comments on individual locations were predominantly negative, however, there were pockets of positive comments including areas where respondents felt a sense of community and ease to get around.

The areas which had the highest concentration of respondents who thought that the area was unsafe and unattractive, were also often the areas with the most traffic issues and the highest demand for better cycling and pedestrian priority, as well as lighting and public space improvements.

When asked what changes could be made to the local area to make it a nicer environment for walking and cycling, the four most popular response were: improved sense of safety and better lighting, cleaner and more attractive streets, less and slower traffic, and safer crossing points. In the tag analysis some of the most requested needs included; secure on street cycle parking, play streets, ultra low emission zones and places to rest.

This shows that in order to achieve a modal shift towards walking and cycling the approach needs to be twofold. One consideration needs to be the technical design by which traffic volume, speed and impact is mitigated and managed to increase the feeling that it is safe and convenient to walk and cycle.

The second consideration needs to be the look and feel of the area. More attractive streets and better use of public space and existing green areas will create a nicer environment where people enjoy spending time. This in turn would mean that they are more willing to choose modes of transport where they engage more with the local environment.

The maps demonstrate that there are clusters of respondents who felt there are traffic issues in the area. As the traffic issue category shows, comments centred around traffic speeds and volumes being a deterrent for cycling and walking.

Specific pedestrian priority issues were predominately focused on improving safety on the streets and making safer crossing points, particularly near schools.

Cycling priority issues broadly reflected the areas where respondents also experienced traffic issues. There was a desire for cyclists to have safer positions on the road, safer crossing points, and where possible segregated cycle lanes. This could include signposting to quieter routes with less traffic and more scenic routes.

Complementary measures and safety were a prevalent theme in the comments relating to other elements that would encourage respondents to walk and cycle more in the local area. This is not a section that should be overlooked and is directly related to making walking and cycling safer and more enjoyable in the local area. For example, respondents would be encouraged to walk to their local shops if the streets were better lit and there were more pocket parks so it feels like a nicer area to spend time in and travel through. These issues are fully explained in the comments section of this report. We offer an ongoing series of complementary measures which could be built upon and currently include; cycle training, Dr Bike, cycle storage, school travel planning, community bike hire, cargo bike hire and seasonal events which promote access to these facilities.