



Questions and answers for Walthamstow Village trial

Q1: Why was this area chosen for the trial?

A: Prior to the successful Mini Holland bid, the Council had already identified the Pembroke Road area for a neighbourhood improvement scheme. When the Council successfully bid for Mini Holland funding, the Council saw it as an opportunity to make a positive contribution to the community whilst also helping to enable an increase in sustainable modes of transport. As part of this, in February 2014 we asked local residents and businesses to tell us their views on the key issues in the area. During the consultation 117 responses were received and the two common concerns raised were ‘rat running’ – traffic that does not stop in the area and instead uses it as a cut-through - and speeding on residential roads.

Q2: What did the Walthamstow Village trial involve?

A: A series of road closures were implemented to reduce rat running (through traffic) and encourage cyclists of all abilities on to the quieter streets. The trial aimed to make the streets safer and more pleasant for pedestrians as well as cyclists, to improve air quality as pollution lessened, and bring about a general reduction in noise levels. The trial enabled residents, businesses and passers-by to experience exactly what their area could be like if some changes were made. This means that residents are truly informed and aware of the programme and its implications instead of being asked to make a decision based on an architect’s designs on a leaflet.

The trial limited access to the roads to traffic, and enhanced the area with additional seating in the road and a new cycle rack. The Council actively monitored traffic levels and speeds before, during and after the trial in order to identify the reduction in traffic levels. They also provided free cycle training in the area, free cycle maintenance and free accompanied cycle rides through the area during the time of the trial.

Q3: What area was affected by the Walthamstow Village trial?

A: A series of road closures were applied during the trial at the following strategic locations:

- Orford Road between Wingfield Road & Eden Road (except buses and cycles)
- Eden Road junction with Orford Road (except cycles)
- Shernhall Street junction with Lea Bridge Road (except cycles)
- Pembroke Road and Grove Road junction (except cycles)
- East Avenue and West Avenue junction with St. Mary Road (except cycles)
- Grosvenor Rise East junction with Eden Road (except cycles) westbound only
- Barclay Road junction with Beulah Road (except cycles) westbound only
- Maynard Road junction with Beulah Road (except cycles) westbound only

Q4: What data did the Council collect to evaluate the trial?

A: The trial enabled the Council to utilise the latest traffic monitoring techniques to identify rat running levels before, during and after the trial. It was crucial to carry out a live trial so that people could live, breathe and test what it was like, rather than simply relying on the theory of the impact. Now that the trial period is over meetings and workshops have been held to gather feedback on how the trial road closures operated, if there are any changes that should be made and whether the closures should be made permanent.



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Q5: How have local residents been consulted about the trial?

A: Council staff spoke to businesses in the area before the trial and continued to engage with them as well as with residents during the trial. A letter detailing the trial was sent to all properties in the area and 6,000 leaflets were distributed in advance of the trial. On 16 September 2014 a public meeting was attended by local people where plans for the road closures and aims of the trial were explained by Council officers. The Council continued to meet and speak with residents and resident groups to discuss the trial scheme, what they like and disliked in their road/area and what would make them feel comfortable and encourage them to cycle more.

Council officers were on site daily to answer questions from local people and went from door to door to ensure everyone was communicated with adequately. Towards the end of the trial, the Council launched a questionnaire to record the experiences of the trial from residents' perspectives. This evaluation will sit alongside the traffic data to inform the final proposals. The following engagement was conducted before, during and after the trial:

- Questionnaire to residents: in Feb 2014, 117 responses were received
- Letter to residents: one month prior to the trial
- Letter to residents: two weeks prior to the trial
- Leaflet to residents: map outlining closures
- Meeting held: September with residents
- Leaflet to residents: one week into the trial
- Door knocking: with questionnaires
- Leaflet to residents: nearing the end of the trial
- Leaflet to residents: after the trial
- Meetings: with businesses
- Workshops: with residents

Q6: Why did you not close all of the rat runs?

A: It was difficult to introduce a closure to certain roads due to other restrictions currently in place. However, due to monitoring traffic levels before, during and after the trial, we will have significant data to know if traffic volume in other streets may have increased.

Q7: What was done about the increase in traffic on other roads?

We collected survey data to provide us with a clearer picture of this outcome and this information will be available shortly. We have in the meantime met with resident groups from the roads affected to discuss this issue with them.

Q8: Was there disabled access available during the trial?

A: The aim of the trial was to remove through traffic from this residential area whilst maintaining access for all residents, businesses and their customers. Access for the disabled to Walthamstow Village, care and residential homes was maintained at all times during the trial. If a disabled badge was shown then access was granted for disabled residents that resided within the Orford Road closure.



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Q9: How did emergency services and refuse collection services access these roads?

A: Emergency services and refuse vehicles had access to all the areas within the Mini Holland trial area. The trial closures aimed to reduce the through traffic in the area and reduce the overall congestion levels whilst also maintaining access for residents, businesses and their customers.

Q10: Were the trial road closures legal?

A: The Council has the authority to close roads under several sections of the Road Traffic Regulation Act and has been through a statutory consultation process to undertake the temporary or trial road closures. Therefore, the road closures were legal.

Q11: Was the rat-running deflected onto other roads?

A: The Council anticipated that many of the vehicles that were cutting through these residential roads would now return to main thoroughfares where they belong.

Results from the trial are being collated to see if this was the case and will be shared with residents at the workshops and made available on the council website.

Q12: What are the plans now that the trial is over?

A: Now that the trial is over we will go through a number of stages to get your feedback before anything is implemented.

Consultation stage	Start date	End date
Data collection	12.09.14	27.10.14
Two week trial	26.09.14	13.10.14
Feedback from residents	26.09.14	06.11.14
Trial consultation: workshops and meetings	October 2014	November 2014
Public consultation	November 2014	December 2014
Statutory consultation	December 2014	December 2014
Implementation	TBC	TBC

Q13: What were the results from the trial?

A: Results from the trial will be able as a report on the Council website. Key stats taken from the trial are as follows:

Key facts from the trial

- Over 700 emails received
- Over 4,000 addresses 'door knocked'
- 1,935 surveys completed
- 22% reduction in traffic on key roads within trial area
- Reduction of 5,606 vehicles per day
- Speed reduced from 22.3mph to 21mph
- Over 240 children trained in pedestrian skills
- Over 125 bikes undertook free maintenance checks
- Over 100 residents had free cycle training

Survey results

- 52% in favour
- 37% not in favour
- 11% neutral



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Q14: Why did you hold resident workshops for?

A: Resident workshops were held to enable residents to co-design the improvements to Walthamstow Village. The workshops enabled the Council to address any problems the residents had with the proposal and allowed residents to make recommendation based on their experience of the trial and knowledge of their area. The information was then collated to help inform the scheme proposals.

Q15: Why did you plan four area specific workshops that were held at the same time?

A: To ensure that the workshops allowed for productive and detailed discussion we made the decision to hold four area specific sessions on the same evening and at the same time. The area specific sessions allowed for more people to openly discuss their views and create an environment where the workshops produced truly tangible results about how to improve the scheme. Although the sessions were divided up into four areas attendees had the opportunity to discuss any aspect of the trial – it was not limited to the area shown for their workshop.

Q16: Will the Council be doing things differently from now on?

A: We aim to make all residents and businesses in the scheme areas aware of the proposed improvements. To ensure this Council staff will conduct the following; hand deliver consultation leaflets to the consultation area, be present during the consultation period and provide a drop in session for people to ask questions. Information will be present on the Council website and be included in Waltham Forest News.