Notice of Meeting:

Cabinet

Meeting Location:	The Liz Cantell Room, Ealing Town Hall, New Broadway, Ealing, W5 2BY
Date and Time:	Wednesday, 14 June 2023 at 5.00 pm
Contact for Enquiries:	**Email:** democraticservices@ealing.gov.uk **Telephone:** 020 8825 6302
Chief Executive:	Tony Clements

Members:	**Portfolio**
J Anand	Cabinet Member for Tackling Inequality
J Blacker	Cabinet Member for Healthy Lives
L Brett	Cabinet Member for Decent Living Incomes
D Costigan	Deputy Leader and Cabinet Member for Climate Action
S Donnelly	Cabinet Member for Inclusive Economy
P Knewstub	Cabinet Member for Thriving Communities
B Mahfouz	Cabinet Member for Safe and Genuinely Affordable Homes
S Manro	Cabinet Member for Good Growth and New Homes
P Mason (Chair)	Leader of the Council
K K Nagpal	Cabinet Member for A Fairer Start

AGENDA

This meeting will be broadcast on YouTube

Click the link to view the meeting online:
Ealing Council - YouTube

1	**Apologies for Absence**	
2	**Matters to be Considered in Private**	
3	**Urgent Matters**	
4	**Declarations of Interest**	
5	**Minutes**	**(Pages 3 - 14)**
	To approve as a correct record the minutes of the meeting held on 18 May 2023.	
6	**Appointments to Sub Committees and Outside Bodies**	
7	**2022/23 Revenue and Capital Outturn**	**(Pages 15 - 36)**
8	**Adoption of the Travel in Ealing (TIE) Charter**	**(Pages 37 - 150)**
9	**Adults LGA Peer challenge response**	**(Pages 151 - 176)**
10	**Implementation of Idling Engagement and Enforcement Plan**	**(Pages 177 - 182)**
11	**Results of Residents Survey**	**(Pages 183 - 240)**
12	**Date of the next meeting**	
	The next meeting is scheduled for 12 July 2023.	

Exclusion of the Public and Press

Published: Tuesday, 6 June 2023

Minutes of the meeting of the Cabinet

Date: Thursday, 18 May 2023

Venue: The Liz Cantell Room, Ealing Town Hall, New Broadway, Ealing, W5 2BY

Attendees (in person): Councillors

P Mason (Chair)
J Anand, J Blacker, D Costigan, S Donnelly, S Manro and K K Nagpal

Apologies:

A Raza, G Shaw

Attendees (virtual): Councillors

B Mahfouz

Also present: (Councillors)

F Conti, A Zissimos, G Malcolm

1 Apologies for Absence

Apologies were received from Cllr Raza.

In accordance with paragraph 2.6(a) of the Constitution, the following speakers addressed the Cabinet with regard to the following items

Item 7 - Environmental Services (GEL) Contract Extension
- Cllr Malcolm

Item 8 - Health and Wellbeing Strategy 2022-2027
- Cllr Conti (subst for Cllr Gallant)

Item 10 - Update to the climate and ecological emergency strategy action plans
- Cllr Malcolm

Item 11 - Waste Reduction and Recycling Plan
- Cllr Zissimos (subst for Cllr Malcolm)
- Cllr Conti (Subst for Cllr Gallant)

This meeting was held in a hybrid format with members and officers able to join the meeting remotely. However, regulations did not allow for members attending virtually to be counted as present in the attendance section of the minutes, and their attendance would not count as attendance in relation to

section 85(1) of the Local Government Act 1972. Members attending virtually would be able to speak but would not be able to vote. Cllr Mahfouz attended virtually.

2 Urgent Matters

There were none.

3 Matters to be Considered in Private

Item 7 - Environmental Services Company Contract Changes including extension (Greener Ealing Limited), Appendix A contains Exempt Information by virtue of Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (see paragraph 10 to the Access to Information Procedure Rules)

4 Declarations of Interest

There were none.

5 Minutes

The minutes of the meeting, 19 April 2023, were discussed.

RESOLVED:

The minutes of the meeting, 19 April 2023, were agreed as a true and accurate record.

6 Appointments to Sub Committees and Outside Bodies

There were none.

7 Environmental Services (Greener Ealing Limited) Contract Extension

RESOLVED:

That Cabinet

I. Agreed to extend the contract between the Council and Greener Ealing Limited (GEL) dated 6th July 2020 for the provision of environmental services ("the Contract") for 5 years from 7th July 2025 to 6th July 2030 pursuant to clause 5.2 on at least 3 months' prior written notice of such intention before the expiry of the initial term.

II. Agreed in principle to the variations set out in a current draft deed of

variation to include the following variations of the Contract and authorises the Strategic Director of Housing and Environment following consultation with the Director of Legal & Democratic Services and the Strategic Director for Resources to finalise the following variations:

1.II.1 inclusion of an industry-based contract indexation clause and mechanism for annual contract price adjustment

1.II.2 confirmation of the Council's status as parent company guarantor.

III. Agreed in principle to GEL's dividend policy set out in Confidential Appendix A and authorizes the Strategic Director of Housing and Environment following consultation with the Director of Legal & Democratic Services and the Strategic Director for Resources to agree its terms with GEL.

IV. Noted that on 13th December 2022, the Strategic Director of Housing and Environment approved the addition of graffiti and flypost removal services to the Contract.

V. Agreed to thank Darren Henaghan for his work as Council shareholder representative for Greener Ealing Limited and appoints Nicky Fiedler to be the Council's shareholder representative for Greener Ealing Limited, with effect from 3rd July 2023.

REASONS FOR DECISION:

1 Since the award of the Environmental Services contract to GEL in July 2020, there was a significant improvement in performance compared with the previous contractor. Contract Key Performance Indicators were being consistently met or exceeded, and customer complaint levels were dramatically reduced. The business demonstrated its ability to deliver to high standards and Graffiti Removal was authorised to be added to the Contract and it is also planned for parking enforcement services to be added to the GEL portfolio soon. The proposed contract terms for both these services extended beyond the term of the current GEL contract, with Graffiti services delivered by GEL from June this year and therefore required formal inclusion in the agreement with the Council.

2 Additionally, as part of efficiency savings in 2022/23 to assist with revenue pressures, the lease financing agreement for the GEL fleet

signed in 2020 for 5 years was extended by 2 years. The current GEL Contract with the Council officially would end in 2025 and must be extended to align with contract terms for the additional graffiti removal and parking enforcement services, and the extended finance lease agreements.

3 The extension of the GEL Contract provided an opportunity to make amendments to it, clarifying clauses and to include minor omissions.

4 There was potential for the Council as the shareholder to receive a dividend, based on a share of operating surplus. The original contract did not specify exactly how this might be apportioned and accordingly, a dividend distribution clause would now be included in the agreement.

5 The original contract did not include a formula for calculating annual contract price uplift. A formula based on industry standard for similar contracts would now be included, along with clarification of the mechanism for other annual price adjustments.

6 To support GEL endeavours to successfully bid for works outside of any agreement with the Council, confirmation of the Council's position as guarantor in relation to any GEL third party contract, if required, was sought. This would be at the discretion of the Council.

7 The Interim Strategic Director of Environment and Housing (Darren Henaghan) left the Council in July 2023. The Strategic Director acted as the Council's shareholder representative for GEL. This post would be held by Nicky Fiedler from 3rd July 2023.

8 Health and Wellbeing Strategy 2022-2027

RESOLVED:

That Cabinet

I. Approved and endorsed 'Together in Ealing', the Joint Local Health and Wellbeing Strategy 2023-2028, with consideration of the Council's commitments in implementation of the Strategy.

II. Delegated to the Director of Public Health, following consultation with the relevant Portfolio Holders, the Strategic Director for Resources and the Director of Legal and Democratic Services, authority to develop and implement the action plan over the duration of the strategy.

NOTED:

III. That “Together in Ealing” set out nine commitments within three key themes, to drive Ealing’s Health and Wellbeing Board’s work over the next five years.

REASONS FOR DECISION:

1. The COVID-19 pandemic exposed and exacerbated existing health, social and economic inequalities in Ealing, impacting some groups of people more negatively than others. These inequalities were highlighted in the COVID-19 Integrated Impact Assessment published as the Annual Public Health Report in early 2021 as well as in the relevant JSNA (Joint Strategic Needs Assessment) chapters. The Annual Public Health Report proposed a set of system-wide principles for future work to address inequalities in Ealing.

2. In addition to COVID-19, we learnt more about racial inequality in Ealing through the Race Equality Commission in 2021. The Commission declared race inequality a crisis that demands an urgent response, calling on Ealing’s institutions to be bold and make clear commitments in response to their work. The Health and Wellbeing Board’s decision to focus its Strategy for 2023-2028 on tackling inequality is an opportunity to respond to this need.

3. Following engagement activities with residents, communities, Council officers, NHS colleagues and the Health and Wellbeing Board members, ‘Together in Ealing’ sets commitments for work to address health inequalities and inequalities in the building blocks of health and wellbeing in Ealing for the next five years.

4. These commitments would:
   - Use community-centred and asset-based approaches wherever possible for their delivery
   - Make changes which have been shown to have a real and long-term impact on health and wellbeing outcomes and people’s lives
   - Each will have key deliverable actions to be developed either by the Health and Wellbeing Board members themselves, or in collaboration with communities in Ealing

- Be deliberately ambitious and innovative, acknowledging the value of trying new approaches and learning from them as a system alongside communities themselves
- Be monitored annually throughout the five years such that improvements can be made in an iterative manner
- Inform and influence other relevant borough-wide and town level strategic work, local commissioning and action planning for all Health and Wellbeing Board partners, local strategic partners beyond the Board and communities themselves
- Have 'cross-system' support to champion them, sustain their momentum throughout implementation, and ensure everyone understands and uses their role in health and wellbeing to affect positive change.

5. The Ealing Health and Wellbeing Board has a statutory duty to develop a Joint Local Health and Wellbeing Strategy. ‘Together in Ealing’, the Joint Local Health and Wellbeing Strategy (the Strategy) is coming to Cabinet after approval by the Health and Wellbeing Board on 10 May 2023. The Cabinet will be updated with the outcome of the decision of the approval of the Strategy at the Health and Wellbeing Board on the 10 May.

6. The nine commitments were:
    a. Putting Communities at the heart of everything
        i. Listen and learn from community conversations
        ii. Harness our collective resource to enhance the Volutary, Community and Faith Sector (VCFS)
        iii. Develop new models for working with our local communities
    b. Systems and Structures that leave no one behind
        i. Drive excellence in a shared equality, diversity and inclusion agend
        ii. Make services and support meet the diverse needs of communities
        iii. Ensure the Health and Wellbeing Board is equipped to operate for the benefit of our diverse communities
    c. Connecting the building blocks of health and wellbeing
        i. Ensure the lens of wellbeing and inequalities is applied to the building blocks
        ii. Ensure greater contribution of the Board to the building blocks of health and wellbeing
        iii. Lead a whole system approach to work on the building blocks of health and wellbeing

7. The action plan to implement the commitments would be developed as a separate document.

8. The action plan would be developed in consultation with portfolio holders, Health and Wellbeing Board members and partners in mid-2023.

9 Health of the Borough

RESOLVED:

I. Noted the report and breadth of programmes across the Council which supported the reduction of inequalities among residents.

REASONS FOR DECISION:

1. The report was a Council Plan deliverable. This is the first year that this report wa completed. To develop the report, each Council directorate provided information to demonstrate their work to reducing inequalities and to contribute towards the Council's overarching strategic objective of 'Fighting inequality'.

2. A summary was provided outlining overarching indicators of inequalities in health and wellbeing among Ealing communities.

10 Update to the climate and ecological emergency strategy action plans

RESOLVED:

That Cabinet

I. Noted the two-year progress report (2021-2023) on delivering the Climate and Ecological Emergency Strategy.

II. Noted the planned activities within the progress report to deliver the Climate and Ecological Emergency Strategy between 2023-2026 which included enhanced activity across all council activities towards carbon neutrality by 2030.

III. Noted the links between inequality and climate impacts and recognised that climate action was an opportunity for the council to make a positive contribution to social justice, with these actions achieving the greatest benefit for those already most vulnerable to climate change.

IV. Noted the plan to ramp up work on campaigning for the changes necessary to deliver on the Net Zero ambition including greater powers and funding in support of the transition, and that the Cabinet Member for Climate Action would formally write to the Secretary of State for Energy Security and Net Zero urging government to increase funding for retrofitting homes and active travel measures.

V. Noted that the Council would evaluate all future planning applications against the retrofit first principle, in line with the Council Plan commitment to pursue retrofit and as set out in the Strategy, to prevent the needless demolition of buildings in the Borough.

VI. Noted the establishment of a new Climate Leadership Board which would coordinate cross-council working to deliver the Strategy and engender a greater climate conscious culture within the council.

VII. Noted the Council's recent success in securing greening and decarbonisation grants and delivering works in line with grant objectives and agreed to develop a holistic and cross-cutting Ealing retrofit programme to further enhance and expedite investment to improve energy performance of council assets.

REASONS FOR DECISION:

1. The Council committed to treat climate change as a crisis, where a swift, intensive and substantial response was compulsory. Climate change presented an opportunity for communities to unite behind a common cause and proactively change their behaviours, prepare for the future, and mitigate ongoing harm to our natural environment.
2. In recognition that the effects of climate change were predicted to cause profound impacts on humanity and the ecological systems it relied on, Ealing's full Council declared a climate emergency in April 2019 and pledged to make Ealing carbon neutral by 2030. In Ealing, the risks of extreme weather events such as floods, droughts, and excessive heat were likely to rise profoundly, affecting health and livelihoods. The scope of the declaration and the January 2021 Climate and Ecological Emergency Strategy (CEES) aims to address all carbon emissions, both produced and consumed, by everyone in the borough.
3. The Council's strategy was structured around five themes, where the organisation had the most control and direct influence, based on policies, procurement, projects, and stakeholder relationships.
4. Each of the themes within the strategy identified unique objectives, targets and actions that would either reduce or capture carbon emissions in Ealing and beyond. As outlined in the CEES and the subsequent Council Plan, the Council has been prioritising efforts to meeting its 2030 pledge. However, since the climate emergency declaration, the Council also had to mitigate unforeseen challenges including the pandemic, the cost-of-living crisis, and inflationary pressure in all sectors of the economy including construction costs.
5. The delivery of the CEES, first drafted in 2019, had been impacted by unprecedented global events. The pandemic response necessitated a diversion of resources from many council services to support residents and businesses in times of hardship and uncertainly. Further, global events led to an escalation of the cost-of-living crisis, increased levels of fuel poverty, and have impacted the markets of raw materials and

labour, adding to the market shocks caused by the pandemic.

6. Underlying assumptions adopted in the development of the council's climate strategy were central government's commitment to make regulatory changes and strategic investment to ensure the nation meets binding targets agreed in the 2008 Climate Change Act and subsequent carbon budgets. Neither were forthcoming to the pace and extent forecast, which makes delivering the strategy far more challenging than previously estimated. Although the impacts of these challenges were recognised, the Council must continue its efforts, capitalise on emerging opportunities, and find solutions to mitigate the impact of these challenges on our aim to achieve the 2030 net zero pledge.
7. Notwithstanding the challenges, the Council made Tackling Climate Crisis one of its key cross cutting strategic objectives in the Council Plan 2022-2026, and the role of Cabinet Member for Climate Action was first created in the intervening period, reinforcing its commitment to addressing the key challenge.
8. Successful delivery of the climate strategy depended on the integration with, and implementation of, other council strategies, action plans, and innovation in the delivery of many services. To improve the effectiveness of implementation, a new Climate Leadership Board is established to mainstream delivery, uphold accountability, and engender a greater climate conscious culture within the council.

11 Waste Reduction and Recycling Plan

RESOLVED:

That Cabinet

I. Approved Ealing's Waste Reduction and Recycling Plan (RRP). This plan set out objectives, targets and policies for the effective management of Ealing's waste and recycling activities.

REASONS FOR DECISION:

1. In May 2018 the Mayor of London published the London Environment Strategy (LES). The LES set out objectives, targets, and policies for the effective management of London's municipal waste and to accelerate the transition to a circular economy.

2. In performing their waste functions, waste authorities needed to show how they are acting in general conformity with the municipal waste provisions of the LES.

3. The Mayor initially required local authorities to develop Reduction and Recycling Plans (RRPs) covering the period 2018 to 2022, which demonstrate how Local Authorities intend to meet the Mayor's objectives and include local reduction and recycling targets that contribute to the Mayor's London-wide targets.

4. The RRPs were four year plans and were written prior to the Covid-19 pandemic. The pandemic since led to changes in waste volumes and composition, staff shortages and social distancing challenges. Local authorities worked hard to keep services running smoothly, but this understandably had an impact on progress of the agreed actions set out in the first set of RRPs.

5. The Mayor declared a climate emergency in 2018 and set ambitious aims for London to be a zero carbon city by 2030. Given the integrated nature of delivering waste services and associated environmental impacts, the Mayor expects that RRPs support wider environmental policies and proposals set out within the London Environment Strategy. RRP actions should therefore demonstrate consideration of wider key policy areas, including but not limited to reducing carbon emissions associated with waste operations, maximising air quality and vehicle LEZ / ULEZ compliance, and implementing actions that integrate circular economy thinking and practices

6. Local authorities were looking ahead to the government's Resources and Waste Strategy (Environment Act 2021, Government Bill), which would see the most significant changes to waste collection and disposal systems for a generation. At the time of publication of the guidance associated with producing the RRP, Defra has still to confirm the changes local authorities would need to put in place. The GLA acknowledged that there was still considerable uncertainty over exactly which services local authorities will be required to provide, the timescales, and the funding they would receive to support their implementation. Due to this uncertainty and given existing RRPs already contain actions from 2022 up to 2025, existing RRPs will remain in place until they are replaced by the new RRPs.

7. The GLA determined that the new RRPs should focus on a two year period from April 2023 to the end of March 2025, rather than four years (2022 – 2026).

8. Ealing's Reduction and Recycling Plan (RRP) followed the format requested by the Mayor to ensure consistency with other Borough RRPs.

9. Ealing's RRP had been reviewed by the Mayor's Office (Greater London Authority) and ReLondon, and comments have been incorporated.

Meeting commenced: 7.00 pm

Meeting finished: 7.27 pm

Signed: Dated: Wednesday, 14 June 2023

P Mason (Chair)

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Report for: DECISION

Item Number:

Contains Confidential or Exempt Information	No
Title	**REVENUE AND CAPITAL OUTTURN 2022/23**
Responsible Officers	Emily Hill, Strategic Director, Resources
Authors	Baljinder Sangha, Finance Manager Planning & Monitoring Katherine Ball, Finance Manager Capital & Projects
Portfolio	Councillor Steve Donnelly, Cabinet Member for Inclusive Economy
For Consideration By	Cabinet
Date to be considered	14 June 2023
Implementation Date if Not Called In	27 June 2023
Affected Wards	All
Area Committees	All
Keywords/Index	Financial Outturn, Budget

Purpose of Report

This report provides Cabinet with the 2022/23 outturn position for the General Fund, Housing Revenue Account, Dedicated Schools Grant and Capital budgets. The outturn position confirms that overall the Council's spending has remained within approved budgets for the year.

2022/23 has been an extremely challenging year due to significant economic volatility and the Ukraine war leading to unforeseen high levels of inflation as the Council and its residents and businesses continued to recover from the COVID pandemic. Despite significant inflation and increasing demand and costs of demand led services, the Council has achieved a net General Fund underspend of (£1.813m) (0.71%).

The impact of inflation and utilities were unforeseen when the budget was set leading to high levels of in-year pressures. Significant demand led pressures, particularly in Adult Social Care and Children's Services, were reduced through a number of

mitigating actions during the year, although a number of these were non-recurring measures that cannot be relied upon in future years. The continuing impact of COVID led to increased costs across the Council, most notably in Adult Social Care, and was met by remaining COVID government grant balances. Despite these pressures the Council delivered its planned investment in Adult Social Care in implementing the Real Living Wage in home care.

The largest single positive variance offsetting departmental overspends was within Treasury Management, as the economic volatility led to increases in interest rates on higher than expected cash balances due to delays in the capital programme due to that same economic volatility, increased construction prices and the impact of COVID and Brexit on the construction industry.

The underspend has been added to the Council's General Balance to strengthen financial resilience in an increasingly uncertain financial environment and government funding regime. Although a net underspend has been delivered, underlying overspends have been mitigated through one-off measures in-year. Whilst budget growth has been included in many of these budgets for 2023/24, there remain significant ongoing risks in relation to high levels of inflation, rising costs and demand, the complexity of need which will need to be managed across the Council to achieve a balanced outturn for 2023/24. In addition to demographic changes, the continuing cost of living crisis is likely to lead to more residents requiring Council support, causing further pressure on services.

The Council will continue to focus on strong financial control and grip to allow itself financial flexibility to deal with pressures as they manifest over the year. Given medium term financial pressures and funding uncertainties, the Council will also need to look to wider transformational change enabling the Council to improve outcomes for our residents within available resources in the medium term.

1. Recommendations

It is recommended that Cabinet:

1.1 Notes the General Fund revenue budget outturn position of £1.813m net underspend (0.71%) for 2022/23 (section 4), and an overspend of £3.309m on the Housing Revenue Account (HRA) for 2022/23 (section 6).

1.2 Approves the transfer of the net underspend balance of £1.813m to the General Fund balance (section 8).

1.3 Notes financial pressures arising from COVID-19 in 2022/23 with total spend of c.£13m in relation to the General Fund, fully funded from government grants (section 4).

1.4 Notes the year end Dedicated Schools Grant (DSG) surplus of £1.345m within

the DSG account (section 5), although the High Needs block ended the year with a £0.570m deficit.

1.5 Notes the HRA balance as at 31 March 2023 of £4.925m and earmarked reserves of £11.941m (section 8).

1.6 Notes the 2022/23 capital programme outturn variance of £5.844m (2.58%) underspend (paragraph 7.3 and 7.5.1).

1.7 Approves the decommissioning of £3.221m of capital schemes from the capital programme (paragraph 7.6).

1.8 Approves the re-profiling of 2022/23 capital programme schemes with slippage in excess of £1m, of £43.016m (Appendix 2) into future years.

1.9 Subject to the approval of 1.2, notes the General Fund balance as at 31 March 2023 of £17.732m and the total balance on General Fund earmarked reserves of £112.012m as at 31 March 2023 (section 8).

2. Reason for Decision and Options Considered

2.1 The report outlines the Council's outturn position on revenue, capital, income and expenditure for 2022/23.

3. Key Implications

3.1 The report presents the management accounts of the Council and provides information on the outturn position as at 31 March 2023. The overall position at the end of the year includes:

- £1.813m underspend in relation to General Fund activity (Quarter 3 £5.169m overspend) and a net overspend of £3.309m for HRA (Quarter 3 breakeven).
- Break-even position in relation to COVID across the General Fund, with gross pressure in excess of c.£13m met by remaining COVID balances.

3.2 Councils are required to deliver a balanced budget each year ensuring that the projected expenditure and commitments can be matched by the available resources in year. A combination of demand, inflation and cost-of-living driven pressures gives rise to a real challenge in councils' ability to achieve a balanced budget in the absence of understanding the medium-term impact of government funding changes.

4. General Fund Revenue Outturn Position 2022/23

4.1 The General Fund revenue outturn position for 2022/23 is £254.774m (£261.756m Quarter 3). This represents a net underspend of £1.813m (Quarter 3 pressure £5.169m 2.01%) against a General Fund revenue budget of £256.587m – an improvement of £7m on the previous quarter, largely explained by an improvement in Adult Social Care against the forecast and the identification of COVID costs and application of grants.

4.2 The net position is summarised in Table 1 below:

Table 1: 2022/23 Summary of Net Revenue Budget Variance

Revenue Budget*	Outturn Variance (£M)	Net Variance - Quarter 3 (£M)	Net Change (£M)
Children's and Schools	8.638	9.083	(0.444)
Adults & Public Health	4.152	7.214	(3.062)
Place	2.934	2.503	0.431
Chief Executive	(1.115)	0.039	(1.154)
Net Cost of Services Sub-total	14.610	18.839	(4.229)
Corporate Budgets	(16.422)	(13.670)	(2.752)
Total General Fund	**(1.813)**	**5.169**	**(6.982)**

**Note – this reflects the organisational structure in place on 1st April 2022, and how budgets were set and monitored throughout 2022 23.*

4.3 **Budget Pressures**

4.3.1 Explanations for significant business as usual underspends and pressures are set out below.

Children's and Schools

4.3.2 Children's and Schools service have reported a significant gross budget pressure of £12.080m (Quarter 3 £10.533m). The gross pressure is being reduced by the additional use of Dedicated Schools Grant (DSG) and in-year management actions, bringing the net overspend to £8.638m (£9.083m Quarter 3). The improvement at outturn relates largely to the application of Ukraine grant to eligible activity at year-end.

4.3.3 The budget pressures are mainly driven by:

a) Demand and cost pressures in relation to Looked After Children and SEN Home to School Transport.
b) Increased social worker agency costs due to demand and high staff turnover which is being managed in the long-term through the recruitment programme.
c) Costs in relation to unaccompanied asylum-seeking children (UASC) being

higher than the available government grant.

Adults & Public Health

4.3.4 Adults and Public Health service has reported a significant gross pressure of £28.191m (Quarter 3 £26.238m) which is off-set by significant in-year management actions leading to a net pressure of £4.152m (Quarter 3 £7.214m). The improvement at outturn relates largely to reductions in the forecast placement costs in the final quarter of the year and the application of Ukraine grant to eligible activity at year-end.

4.3.5 There is an underlying gross budget pressure in relation to a combination of the value and volume of placement expenditure including nursing and hospital discharge costs funded from COVID grants, and placement inflationary pressures.

4.3.6 A number of in-year mitigations were one-off measures, including utilisation of the PFI reserve to meet inflationary pressures. Significant pressure from inflationary pressures is expected to continue in 2023/24, which are largely funded from growth (after ongoing mitigations) as approved by Cabinet in February 2023.

Place

4.3.7 Place reported a significant gross pressure of £6.941m (Quarter 3 £4.355m) which is partly being off-set by in-year management actions reducing the pressure to £2.934m (Quarter 3 £2.503m). The key drivers of the budget pressure are:

a) Place Delivery net pressure of £0.449m reflects a variety of pressures, including GEL contract costs, increased energy costs in Highways, and street trading and commercial waste income pressures.
b) Community Development net pressure of £0.717m is mainly driven by non-delivery of leisure savings in relation to the Gurnell development, under-achieved income across Arts, Heritage & Libraries service relating to community centres, and staff costs in customer access points, and increased energy costs and staffing costs in Community Management.
~~c)~~ Growth and Sustainability net pressure of £0.730m is mainly driven by unfunded Local Plan Costs.
d) Housing Development net pressure of £0.782m mainly relating to project development costs being written off.
e) Place Management net pressure of £0.255m is mainly driven by staffing pressures.

Chief Executive

4.3.8 Chief Executive outturn position is a net underspend of (£1.115m) (Quarter 3 £0.039m).

4.3.9 The underspend is mainly driven by Housing Benefit (HB) subsidy (£0.791m)

due to management of HB overpayments in-year, which has led to reduced subsidy cost and income for overpayments reducing the level of debt requiring to be provided identified at year end, and (£0.384) relates to reduced insurance claim costs required following a year-end review of provisions and reserves.

Corporate Budgets

4.3.10 The Corporate budget is reporting a net underspend of (£16.422m) (Quarter 3 (£13.670m) which is mainly driven by a combination of a one-off net underspend on levies of (£0.601m), use of contingency (£2m) underspend on treasury management (£7.366m), and one-off underspend with regards to pension find contributions (£1.035m) and year-end review of Covid grants and related costs.

4.3.11 The movement since Quarter 3 is explained by a year-end review of Covid grants and related expenditure and income losses, as well as the application of the Ukraine grant which was held corporately during the year and allocated out to departments (largely Adult Social Care and Children's Services) to recognise the support of those departments to Ukrainian nationals.

4.4 COVID Budget Pressure

4.4.1 The gross COVID expenditure in 2022/23 for General Fund was £13.341m (Quarter 3 £5.046m) which has been met from government grants. A review of COVID costs was undertaken as part of closing the year-end accounts.

5. Dedicated Schools Grant (DSG) Account

5.1 The operation of the DSG continues to allow the Council to carry forward any DSG deficits and underspends to a ring-fenced reserve. This is separate from the General Fund, which is not permitted to subsidise the account under the regulations.

5.2 At the end of 2022/23 the Council held a net surplus balance of £1.345m on its DSG account which includes a High Needs DSG deficit of £0.570m, offset by surpluses on the Schools' Block (£0.321m) and the Early Years Block (£1.594m). The overall outturn was an improvement from the forecast position at Quarter 3 largely due to there being a reduced pressure on the High Needs Block with lower demand than had been anticipated, other one-off mitigation measures not previously included within the forecast and also changes to the other blocks' positions, notably the Early Years Block underspend.

5.3 There are still pressures within the High Needs Block as the number of Education Health and Care Plans continue to rise, a trend seen nationally. The improved position includes an agreed transfer of £1.371m from the School Block to High Needs as approved by the Schools Forum, and other one-off

mitigation measures. This continues to be subject to the High Needs Recovery Plan which has been developed between the Schools Forum and the Local Authority.

Table 2: 2022/23 DSG Account Summary

DSG Account	Outturn 2022/23 £M				Quarter 3 Forecast £M
	Schools Block	Early Years Block	High Needs Block	Total	
Opening Balance as at 1 April 2022	(1.365)	(0.563)	1.147	(0.781)	(0.781)
2022/23 in-year movement	1.044	(1.031)	(0.577)	(0.564)	1.249
Outturn Deficit (+) / Surplus (-) Balance at 31 March 2023	**(0.321)**	**(1.594)**	**0.570**	**(1.345)**	**0.468**

6. Housing Revenue Account (HRA)

6.1 The HRA outturn variance is a net overspend of £3.309m (Quarter 3 breakeven). The main drivers of the pressure include void properties, delays in new-build properties coming into occupation, increased depreciation charges and increased energy costs.

Table 3: HRA 2022/23 Summary

HRA Revenue Outturn	Outturn Variance (£M)	Net Variance - Quarter 3 (£M)	Net Change (£M)
Income	4.340	4.091	0.249
Expenditure	(1.031)	(4.091)	3.060
Sub-total	**3.309**	**0.000**	**3.309**
Contribution from Reserves	(3.309)	0.000	(3.309)
Net Balance	**0.000**	**0.000**	**0.000**

7. Capital Programme

7.1 A summary of the capital programme is set out in the table below.

Table 4: Capital Programme Summary 2022/23 – 2026/27+ Movements

Capital Programme Summary	2022/23 £M	2023/24 £M	2024/25 £M	2025/26 £M	2026/27+ £M	Total £M
Revised Programme as at Quarter 4						
General Fund	139.403	294.740	156.427	55.668	114.044	760.281
HRA	86.967	137.741	153.790	111.058	123.653	613.209
Total	**226.370**	**432.481**	**310.217**	**166.726**	**237.696**	**1,373.490**

Capital Programme Summary	2022/23 £M	2023/24 £M	2024/25 £M	2025/26 £M	2026/27+ £M	Total £M
Revised Programme as at Quarter 3						
General Fund	184.502	244.566	165.590	75.034	138.355	**808.047**
HRA	79.297	97.209	87.238	75.505	43.841	**383.091**
Total	**263.800**	**341.775**	**252.828**	**150.539**	**182.196**	**1,191.138**
Changes due to slippage, accelerated spend, reprofiling and/or in-year additions						
General Fund	(45.099)	50.174	(9.163)	(19.366)	(24.311)	(47.766)
HRA	7.670	40.532	66.552	35.553	79.812	230.118
Total	**(37.151)**	**90.706**	**57.389**	**16.187**	**55.501**	**182.352**

7.2 The revised capital programme reflects:

- Quarter 3 net slippage approved by Cabinet in February 2023.
- New additions as approved by Cabinet in February 2023 for the General Fund and HRA in the 'Budget Strategy and MTFS 2023/24 to 2025/26' report and the 'Housing Revenue Account (HRA) Business Plan 2023-24' report.

7.3 The capital programme for 2022/23 is reporting a net underspend of £5.844m against the approved programme budget, summarised in the table below.

Table 5: 2022/23 Capital Summary

2022/23 Capital Budget Summary	2022/23 Budget	Year to Date Actuals	Slippage/ (Accelerated) Spend	Variance Under (-) / Over (+) spend
	£M	£M	£M	£M
Children's and Schools	12.114	10.940	1.173	(0.001)
Adults & Public Health	0.571	(2.459)	0.021	(3.009)
Total Children's and Adults	**12.685**	**8.481**	**1.194**	**(3.010)**
Place	87.627	65.446	20.031	(2.150)
Chief Executive	39.091	12.607	25.802	(0.682)
Total General Fund	**139.403**	**86.533**	**47.027**	**(5.844)**
HRA	86.967	78.326	8.641	0.000
Capital Programme Total	**226.370**	**164.859**	**55.668**	**(5.844)**

7.4 Approval is now sought to the re-profiling of capital schemes with a net slippage of over £1m (£43.016m), details of which are set out in Appendix 2.

7.5 **Key Variances**

7.5.1 The overall net underspend of £5.844m is mainly made up of the following variances:

- a £3.009m underspend in Adults relates to a technical adjustment of £2.458m within that area to correct historic spend on community equipment charged to capital that has been determined to be more

properly treated as revenue spend, and a £0.550m underspend which reflects the 2022/23 capital budget not required as the 2022/23 spend was incurred in revenue instead.

- £1.599m relates to Transport for London (TfL) funded schemes; this is due to the final confirmed TfL 2022/23 funding being less than had been bid for by the Council at the start of the year, and therefore the capital budget was higher than the TfL funding received.
- £0.682m relating to GEL vehicles which were leased rather than purchased, and therefore the capital budget was no longer required.

7.6 Capital Budgets to be Decommissioned

7.6.1 As shown in Table 5 above, there are a number of capital budgets that have underspent, and approval is sought to remove these from the capital programme. The amounts to be decommissioned total £3.221m with the most significant outlined below:

- £1.599m of budgets relating to TfL; as highlighted in 7.5.1 above, these 2022/23 budgets were based on the anticipated amount of TfL grant.
- £0.940m relates to the community equipment budget within Adults, specifically a 2022/23 budget of £0.550m, and a 2023/24 budget of £0.390m. As outlined in 7.5.1 above, upon review it has been ascertained that these budgets should be removed from the capital programme and treated as revenue costs.
- £0.682m of budgets relating to GEL, as outlined in 7.5.1 above.

8. General Fund Balance and Earmarked Reserves

8.1 General Fund Balance

8.1.1 Subject to the approval of the recommendation 1.2, the General Fund balance was £17.732m as at 31 March 2023.

Table 6: General Fund Balance Forecast

General Fund Balance	2022/23 Outturn Variance £M
Balance as at 1 April 2022	15.919
Overspend (-) / underspend (+) in 2022/23	1.813
Potential Balance as at 31 March 2023	**17.732**

8.1.2 At £17.732m the General Fund balance has improved from the risk-assessed target specified in the MTFS of £15.919m. The Strategic Director, Resources, as the Council's Section 151 Officer, considers that a balance of £15.919m is adequate given the risks the Council is facing and considering Ealing's

spending history alongside the level of earmarked reserves. However, the £15.919m has been in place since 2020, and given the increased medium term funding risk, economic volatility and the impact on inflation, the 2022/23 underspend generated in year should be used to strengthen the General Fund Balance position rather than relying on earmarked reserves to provide resilience. The adequacy of reserves is reviewed annually, and a detailed review is expected as part of the 2024/25 MTFS process to consider what further action, if any, is required.

8.2 **Earmarked Reserves**

8.2.1 Excluding Collection Fund equalisation, COVID-19 grant and other non-General Fund reserves (Table 8), overall, there has been a net increase in-year of £6.416m which includes a £0.577m reduction in the DSG Deficit being carried forward.

Table 7: General Fund Earmarked Reserves and Balances

Reserves	31 March 2022	Net Movement In-Year	31 March 2023
	£M	£M	£M
Corporate - Insurance Reserve	(5.721)	0.000	(5.721)
Parking Places Reserve Account	(7.756)	1.550	(6.205)
PFI Reserves	(25.159)	3.403	(21.756)
Dedicated Schools Grant Balance	(0.782)	(0.563)	(1.345)
Sub-total Controllable Ringfenced Reserves	**(39.418)**	**4.390**	**(35.028)**
Corporate - Ealing Civic Improvement Fund	(1.296)	0.356	(0.941)
Corporate - Invest to Save Reserve	(3.096)	0.131	(2.965)
Corporate - Social Care Transformation Reserve	(0.167)	0.000	(0.167)
Corporate - Economic Volatility Reserve	(13.139)	(3.500)	(16.639)
Service - Various	(14.482)	(6.837)	(21.318)
Corporate - Various	(7.422)	0.857	(6.565)
Sub-total Controllable Non-Ringfenced Reserves	**(39.603)**	**(8.993)**	**(48.596)**
General Fund Balance	(15.919)	(1.813)	(17.732)
TOTAL GENERAL FUND RESERVES & BALANCES	**(94.940)**	**(6.416)**	**(101.355)**

8.2.2 The most significant movements in earmarked General Fund reserves during 2022/23 include:

- Parking Places Reserve Account – net decrease of £1.550m mainly relates to supporting costs and Low Traffic Neighbourhood (LTN) income.
- PFI Reserve – net decrease of £3.403m funding annual repayment liabilities due to inflation.
- Economic Volatility Reserve – budgeted contribution of £3.500m.

- Service various – net increase of £6.837m is made up of various balances for specific service areas which include an underspend on Perceval House redevelopment retained for abortive costs (£1.230m), Perceval House decant (£0.242m) and Homes for Ukraine Grant (£4.952m) and other grants (£0.413m).

8.2.3 Set out in the table below is the summary movement across technical and other earmarked reserves and balances.

Table 8: Technical and Other Earmarked Reserves and Balances

Reserves	31 March 2022	Net Movement In-Year	31 March 2023
	£M	£M	£M
Housing Revenue Account Reserve	(15.249)	3.308	(11.941)
Housing Revenue Account Balance	(4.925)	0.000	(4.925)
Sub-total HRA Reserve and Balances	**(20.175)**	**3.308**	**(16.866)**
Collection Fund Equalisation Fund	(13.661)	5.301	(8.359)
COVID-19 Grant Balance	(10.890)	8.019	(2.871)
Sub-total Ringfenced Technical Reserves	**(24.551)**	**13.321**	**(11.230)**
Schools Balances	(20.294)	3.136	(17.158)
TOTAL OTHER RESERVES & BALANCES	**(65.020)**	**19.765**	**(45.255)**

8.2.4 The following are the most significant movements in relation to technical and other earmarked reserves and balances:

- The Collection Fund Equalisation Fund is a technical reserve which is used to allow for the distribution of collection fund balances relating to timing differences. The net movement in 2022/23 is due to:
  a) Statutory Regulations not permitting the Council to charge any Collection Fund surplus and deficits to the General Fund in the year they arise.
  b) The Council has received section 31 grant monies to cover the additional reliefs paid out in 2022/23, but due to the timing and statutory accounting requirements, these are carried forward in an earmarked reserve.
- School Balances represents individual school surplus and deficit balances that the Council holds on behalf of local authority maintained schools. The in-year movement is reflective of the net movement in balances held as at 31 March 2023 by individual schools.

9. Council Tax and Business Rates Collection 2022/23

9.1 The Council's collection performance for council tax and business rates in 2022/23 is set out below.

9.2 **Council Tax**

9.2.1 The outturn Council Tax collection was 96.84% which was behind the target collection profile of 97.2% by 0.36% which equates to £0.766m. The outturn collection rate of 96.84% was an improvement on the 2021/22 figure of 95.83%. This was a substantial improvement on the Quarter 3 position.

9.2.2 The net debit increased on the previous year's outturn figure by £13.44m and the cash collected increased by £15.057m.

Table 9: 2022/23 Council Tax in-year collection

Council Tax In-Year Collection	Quarter 4		Quarter 3	
	£M	%	£M	%
Amount due to be collected to achieve 97.2%	208.256	97.20%	208.439	97.20%
Target Collection	208.256	97.20%	179.703	83.80%
Amount collected	207.490	96.84%	175.349	81.77%
Variance against target	**(0.766)**	**(0.36%)**	**(4.354)**	**(2.03%)**

Source: QRC Monthly data

9.3 **Business Rates**

9.3.1 The outturn NNDR collection was 94.76% which was behind the target collection profile of 97.2% by 2.44% which equates to £3.515m. The outturn collection rate of 94.76% was an improvement by 2.05% on the 2021/22 figure of 92.71%.

9.3.2 The net debit increased on the previous year's outturn figure by £14.457m and the cash collected increased by £16.442m.

Table 10: 2022/23 Business Rates in-year collection

Business Rates In-Year Collection	Quarter 4		Quarter 3	
	£M	%	£M	%
Amount due to be collected to achieve 97.2%	139.768	97.20%	145.849	97.20%
Target Collection	139.768	97.20%	116.589	77.70%
Amount collected	136.253	94.76%	116.402	77.58%
Variance against target	**(3.515)**	**(2.44%)**	**(0.187)**	**(0.12%)**

Source: QRC Monthly data

10. Legal

10.1 The Council is required to monitor and review, from time to time during the year, its income and expenditure against budget, using the same figure for financial reserves. If, having conducted the review, it appears to the Council that there has been a deterioration in its financial position, it must take such

action, if any, as it considers necessary to deal with the situation, and be ready to take action if overspends or shortfalls in income emerge. (Section 28 of the Local Government Act 2003).

10.2 **In regard to Schools Funding and Dedicated Schools Grant (DSG)**

10.2.1 The Council currently receives funding for schools through the Dedicated Schools Grant (DSG) and has the statutory responsibility under the Schools and Early Years Finance Regulations for allocating this funding to schools.

10.2.2 The Schools and Early Years Finance (England) Regulations published in February 2020 sets out the grant condition and accounting regulations that local authorities must follow in respect of DSG deficit and underspend balances. This specifically precludes the use of the General Fund to subsidise the DSG.

11. Value for Money

11.1 Managing within budget and the achievement of efficiency savings are key responsibilities of budget managers, identified as such in their performance objectives, which have helped promote the VFM culture.

11.2 Detailed variance forecasting by service budget holders, together with a corporate overview by Strategic Finance will be reported regularly (in accordance with the agreed timetable) to the Strategic Leadership Team and Cabinet. Where forecast adverse variances are identified in this process, they will be addressed via action plans, enabling the General Fund spending to be brought within budget during the year.

12. Sustainability Impact Appraisal

12.1 Any sustainability impacts are taken into account before final decisions are taken on whether or not to implement savings proposals as part of the budget setting process. All capital budget proposals are required to set out how the proposal contributes towards carbon emission reduction.

13. Risk Management

13.1 Councils are required to deliver a balanced budget each year ensuring that the projected expenditure and commitments can be matched by the available resources in year. Due to the continued economic challenges over the last year, the Council has faced significant risk in achieving a balanced budget but close monitoring by officers and the Strategic Leadership Team, and a detailed review of costs at year-end has led to a one-off underspend in 2022/23.

13.2 As is to be expected in the current climate, a combination of continued demand, inflation (including utilities) and cost of living driven pressures are likely to give

rise to real challenge in councils' ability to achieve a balanced budget over the short to medium term, in the absence of understanding the medium-term impact of government funding changes.

13.3 Holding adequate reserves enable councils to manage financial uncertainty, volatility and risk. The Council achieved its budgeted contribution to the Economic Volatility Reserve and this report proposes the in-year underspend is transferred to the General Fund balance to improve financial resilience.

13.4 The financial position of the Council will continue to be monitored closely in order to implement any corrective actions quickly to deliver a balanced budget.

14. Community Safety

14.1 There are no direct community safety implications as part of this report.

15. Links to Three Key Priorities for the Borough

15.1 The Council's medium-term financial strategy, budgets and capital programme are designed to enable the delivery of the Council's key priorities of fighting inequality, tackling the climate crisis and creating good jobs. The budget for 2022/23 supported delivery of national and local priorities, a key investment being the introduction of the Real Living Wage for homecare.

16. Equalities Human Rights & Community Cohesion

16.1 There is no requirement for an Equality Impact Assessment as part of this report.

17. Staffing/Workforce and Accommodation Implications

17.1 There are no direct staffing/workforce and accommodation implications arising from this report.

18. Property and Assets

18.1 There are no direct property/asset implications arising from this report.

19. Any Other Implications

19.1 The overall financial position of the Council impacts on the future provision of all Council services.

20. Consultation

20.1 Information and explanations have been sought from directorates on specific aspects of this report and their comments have been incorporated.

21. Appendices

- Appendix 1 – 2022/23 General Fund Outturn Summary
- Appendix 2 – Capital Programme Slippage/Acceleration over £1m

22. Background Information

22.1 Council Reports:

- 2023/24 Budget Strategy and Council Tax Resolution – 8 March 2023

22.2 Cabinet reports:

- Budget Strategy and MTFS 2023/24 to 2025/26 – 22 February 2023
- Budget Update Report 2022/23 – 22 February 2023
- Housing Revenue Account (HRA) Business Plan 2023-24 report – 25 January 2023
- Budget Update Report 2022/23 – 7 December 2022
- Budget Update Report 2022/23 – 12 October 2022

Consultation

Name of consultee	Department	Date sent to consultee	Date response received from consultee	Comments appear in report para:
Internal				
Emily Hill	Strategic Director, Resources	Continuous	Continuous	Throughout
Tony Clements	Chief Executive	22 May 2023		Throughout
Kerry Stevens Robert South Peter George Amanda Askham Darren Heneghan	Strategic Directors	22 May 2023		Throughout
Helen Harris	Director of Legal and Democratic Services	22 May 2023		Legal section
Councillor Steve Donnelly	Cabinet Member for Inclusive Economy	22 May 2023		Throughout
Councillor Peter Mason	Leader of the Council	22 May 2023		Throughout
Russell Dyer	Assistant Director – Accountancy	Continuous	Continuous	Throughout
Nick Rowe	Assistant Director of Local Tax & Accounts Receivable	Continuous	Continuous	Section 10
Stephen Bell	Finance Manager, Children's & Schools	Continuous	Continuous	Paragraph 4.3.2 – 4.3.3; Section 5

Report History

Decision type:	**Urgency item?**	
For decision	No	
Authorised by Cabinet member:	Date: Report deadline:	Date report sent:

Report	**Report authors and contacts for queries**: Baljinder Sangha, Finance Manager Planning & Monitoring, 020 8825 5579 Katherine Ball, Finance Manager Capital & Projects, 020 8825 5757

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2022/2023 Revenue Summary Outturn Position

	Directorate Revenue Summary	2022/23 Revised Net Budget	ACTUAL TO DATE	Outturn Variance [over(+)/ under(-) spends]	Q3 Total Variance [over(+)/ under(-) spends]	Movement
		£'000	£'000	£000's	£'000	£000's
Children's Adults and Public Health	Schools Service	2,726	2,724	(3)	125	(127)
	Childrens and Families	65,086	73,727	8,641	8,958	(317)
	Adult Services	85,785	89,937	4,152	7,214	(3,062)
	Public Health	0	(0)	(0)	(0)	(0)
	Total for Childrens, Adults and Public Health	**153,597**	**166,387**	**12,790**	**16,297**	**(3,507)**
Place	Place Management	468	723	255	12	244
	Place Delivery	3,300	3,749	449	93	356
	Community Development	11,367	12,085	717	1,023	(306)
	Growth and Sustainability	(3,292)	(2,561)	730	1,101	(371)
	Housing Development	563	1,346	782	274	509
	Total for Place	**12,407**	**15,341**	**2,934**	**2,503**	**431**
Chief Executive	Chief Executive (incl PH Decant)	50	64	14	8	6
	Finance & Customer Services	11,884	11,501	(384)	597	(981)
	Housing Benefit Subsidy	5,298	4,507	(791)	(700)	(92)
	ICT & Property Services	21,590	21,469	(122)	60	(182)
	Human Resources	2,436	2,778	343	235	108
	Strategy & Engagement	4,905	4,733	(172)	(188)	16
	Legal & Democratic Services	3,368	3,365	(3)	27	(30)
	West London Alliance (WLA)	0	0	0	0	0
	Total for Chief Executive	**49,531**	**48,416**	**(1,115)**	**39**	**(1,154)**
	Sub Totals	**215,535**	**230,145**	**14,610**	**18,839**	**(4,229)**
Corporate Budgets	Centrally Held Budgets (incl Treasury Management)	50,919	35,114	(15,806)	(11,583)	(4,222)
	Centrally Held Grants	(37,254)	(37,270)	(16)	(1,516)	1,500
	Levies	23,887	23,286	(601)	(571)	(30)
	Total for Corporate Budgets	**37,552**	**21,130**	**(16,422)**	**(13,670)**	**(2,752)**
	Totals	**253,087**	**251,274**	**(1,813)**	**5,169**	**(6,982)**
Contribution to/from Reserves		**3,500**	3,500	0	0	0
	Totals	**256,587**	**254,774**	**(1,813)**	**5,169**	**(6,982)**

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CAPITAL SLIPPAGE (OVER £1M)	2022/23 Full Year Total Budget £M	2022/23 Slippage £M	2022/23 Acceleration £M	2022/23 Net Slippage £M
COMMUNITY DEVELOPMENT				
352215 TEMPORARY ACCOMMODATION ACQUISITION (PHASE 2)	21.789	2.289	0.000	2.289
COMMUNITY DEVELOPMENT Total	21.789	2.289	0.000	2.289
GROWTH & SUSTAINABILITY				
360067 DELIVERY OF SOUTHALL BIG PLAN	3.677	2.350	-0.141	2.209
360078 GREEN HOMES GRANT	17.206	6.927	0.000	6.927
GROWTH & SUSTAINABILITY Total	20.883	9.277	-0.141	9.137
HOUSING DEVELOPMENT				
352220 GENUINELY AFFORDABLE HOMES	17.037	5.792	0.000	5.792
HOUSING DEVELOPMENT Total	17.037	5.792	0.000	5.792
COUNCIL WIDE				
380601 BROADWAY LIVING CAPITAL	30.000	18.417	0.000	18.417
380602 PERCEVAL HOUSE - EXIT & ALTERNATIVE VENUES	2.516	2.437	0.000	2.437
COUNCIL WIDE Total	32.516	20.854	0.000	20.854
GENERAL FUND TOTAL	92.225	38.212	-0.141	38.071
HRA				
351104 MECHANICAL AND ELECTRICAL WORKS	4.225	0.000	-2.997	-2.997
351105 EXTERNAL REFURBISHMENTS	5.110	0.000	-4.515	-4.515
351106 CAPITALISED VOIDS	2.000	0.000	-8.484	-8.484
351108 LIFT REPLACEMENT	2.200	2.200	0.000	2.200
351114 HEALTH & SAFETY & DDA	5.000	0.000	-4.166	-4.166
351513 GREENMAN LANE EST REGENERATION	6.400	5.950	0.000	5.950
351523 SOUTH ACTON REGENERATION	3.167	0.000	-2.429	-2.429
351528 DEAN GARDENS	2.200	0.000	-1.005	-1.005
351535 HIGH LANE ESTATE REGENERATION	13.417	11.764	0.000	11.764
351543 ENGERGISPRONG TO WHOLE HOUSE RETROFITS	9.727	2.918	0.000	2.918
351803 NEW REGENERATION - LEXDEN ROAD (HRA)	0.000	0.000	-1.702	-1.702
351804 NEW REGENERATION - SUSSEX CRESCENT (HRA)	2.505	1.688	0.000	1.688
351805 NEW REGENERATION - NORTHOLT GRANGE COMMUNITY CENTRE (HRA)	6.390	4.723	0.000	4.723
HRA Total	62.341	29.243	-25.298	3.945
TOTAL	154.566	67.455	-25.439	42.016

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www.ealing.gov.uk	**Report for:** Action
	Item Number:

Contains Confidential or Exempt Information	No
Title	Transport and Highways: Adoption of the Travel in Ealing (TIE) Charter and the Transport Programme Data Strategy
Responsible Officer(s)	Darren Henaghan, Strategic Director of Housing and Environment
Author(s)	Eugene Minogue, Service Improvement Lead for Highways and Transportation
Portfolio(s)	Cllr Deirdre Costigan, Deputy Leader and Cabinet Member - Climate Action Cllr Josh Blacker, Cabinet Member - Healthy Lives
For Consideration By	Cabinet
Date to be considered	14 June 2023
Implementation Date (If Not Called In)	26 June 2023
Affected Wards	All
Area Committees	All
Keywords/Index	Active and Sustainable Travel

Purpose of Report:

This report sets out the proposals and seeks approval for:

After a significant period of engagement and consultation with local people, businesses and stakeholders, this report formally adopts the Travel in Ealing Charter, which will allow us to deliver successful and sustainable co-designed active travel and transport solutions based on the principles of an open, transparent and inclusive dialogue with local people, grounded in the evidence of need and of what works, as outlined in the accompanying Teansport Programns Data Strategy.

1. Recommendations

It is recommended that Cabinet:

1.1 Approve the adoption of the Travel in Ealing (TIE) Charter (at Appendix 1) and the Transport Programme Data Strategy (at Appendix 2).

2. Background/Context

2.1 As set out in the draft Travel in Ealing (TIE) Charter, the Council is determined to shape Ealing for the better and tackle the big challenges we know we face in the years ahead, like the climate emergency and the growing inequalities that hold too many people

back from leading happy and healthy lives.

2.2 The Council is committed to being open, transparent, and inclusive. However, historically this hasn't always been achieved and we are being honest about our mistakes. We've listened and learned and are committed to improving how we engage with local people, including on transport and active travel projects. Engagement has been comprehensive including online surveys and face to face consultation to ensure that as many people as possible have the opportunity to contribute to considerations. We've worked with residents and stakeholders from across the Borough to produce the Travel in Ealing Charter, and to reset our relationship so we can move forward together.

2.3 The TIE Charter is the means by which this new approach to engagement will be delivered and was itself developed through an extensive engagement process. The TIE Charter - Engagement Report, March 2023 (which is contained in Appendix 3) sets out that process, with the following chapters covering each of the following six consecutive engagement stages. Together, the different stages of engagement that have been undertaken in developing the TIE Charter have revealed the keys issues that need to be addressed in relation to future engagement on transport and related projects and initiatives in the borough.

2.4 The Council has developed a Transport Programme Data Strategy that defines the processes, technology, and rules required to manage data collection and respond to residents and stakeholders in a transparent way. At its core are the Transport Strategy and the Travel in Ealing Charter, which together lay out our goals, our guiding principles and our new approach to engagement. These provide the foundation for each scheme, which is then informed in more detail by resident requests, our own data, and plans for specific schemes.

3. Key Implications

3.1 The purpose of the TIE Charter is to improve engagement and also set the expectation of what residents and stakeholders can expect the Council to do with respect to transport, highways and parking schemes. The key implication, is for future consultations on transport, highways and parking strategies, schemes and projects to enable an open, transparent and constructive approach to ensure meaningful, engaging, sincere conversations with residents, businesses and stakeholders.

3.2 Following the completion of the TIE Charter - Engagement Report, March 2023 (which is contained in Appendix 3) the TIE Charter has been updated in the light of comments received to date and will be published following adoption of the TIE Charter.

3.3 The TIE Charter is considered a working document that will be kept under review and updated from time to time in the light of experience, comments received and to ensure meaningful, engaging, sincere conversations with residents, businesses, and stakeholders. A Code of Practice providing guidance to Council officers in ensuring the TIE Charter commitments are met will be adopted and published.

4. Financial Implications

4.1 The TIE Charter will be applied to all schemes within the Council's Transport and Highways programme, approved by Cabinet in March 2023.

4.2 Costs of staff time, engagement and consultation are already contained within the budget for each individual scheme, therefore, there is not considered to be any significant additional impact on budgets as a result of adopting the TIE Charter. Should any additional resource be required, this will be managed within the existing approved revenue and capital budgets across Highways and Transport services.

5. Legal

5.1 The Council has a number of different powers under which it can introduce traffic and highways schemes including in particular the Road Traffic Regulation Act 1984 and each has its own statutory consultation process which will be unaffected but supplemented by the TIE Charter. The TIE Charter will in effect provide for an additional non-statutory consultation process.

5.2 Where schemes are introduced by exercising powers under the Road Traffic Regulation Act 1984 by virtue of section 122 of the Act the Council must exercise such functions to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on and off the highway…' and having regards to matters including the desirability of securing and maintaining reasonable access to premises and the effect on the amenities of any locality affected and any other matter appearing to the Council to be relevant.

5.3 Money held on the Parking Revenue Account can only be applied in accordance with the requirements of section 55 of the Road Traffic Regulation Act 1984.

6. Value for Money

6.1 The Council's framework consultants and term contractors, who were engaged on the basis of competitive tendering, would carry out the design and implementation works.

7. Sustainability Impact Appraisal

7.1 There are no direct implications on sustainability arising from this report, therefore an SIA is not deemed necessary.

7.2 Some of the schemes that will be consulted upon will require an EAA.

8. Risk Management

8.1 The purpose of the TIE Charter is to reduce the risk to the transport, highways and parking strategies, schemes and projects and to better enable an open, transparent and constructive approach to ensure meaningful, engaging, sincere conversations with residents, businesses and stakeholders.

9. Community Safety

9.1 There are no direct Community Safety implications arising from this report, although some of the schemes may have the opportunity to improve Community Safety.

10. Links to the 3 Priorities for the Borough

10.1 Creating good jobs: *Transport links throughout the Borough will be improved, particularly sustainable modes and orbital journeys. This will help local people access jobs and employers attract local people more effectively.*

10.2 Tackling the climate crisis: *As part of all transport schemes the Council will ensure that transport emissions, road safety, and personal security issues are fully considered.*

10.3 Fighting inequality: *Transport links throughout the Borough will be further improved, particularly sustainable modes and orbital journeys. This will further enable local people access education, health, and other services more easily.*

11. Equalities and Community Cohesion

11.1 The public sector equality duty applies to the making of traffic schemes and the needs of those with protected characteristics are an integral part of the design and assessment process. The schemes that will be consulted upon will require an EAA and these will be published at the appropriate time in the development of the scheme.

11.2 Regard has also been had to the public sector equality duty in the drafting of the Charter. One of the aims of the TIE Charter is to ensure that consultations are more representative of the community, the adoption of the TIE Charter is, therefore, considered to be a positive approach.

12. Staffing/Workforce and Accommodation implications

12.1 There are no staffing/workforce and accommodation issues as the design and works involved are carried out by consultants and contractors employed by the Council.

13. Property and Assets

13.1 There are no property or asset implications arising from this report.

14. Any other implications

14.1 None

15. Consultation

15.1 As detailed in Appendix C Travel in Ealing (TIE) Charter - Engagement Report, March 2023

16. Timescale for Implementation

16.1 Implementation of the TIE Charter and the Transport Programme Data Strategy would become effective following approval of its adoption.

17. Appendices

1. The Travel in Ealing (TIE) Charter, June 2023
2. Transport Programme Data Strategy, June 2023
3. Travel in Ealing (TIE) Charter - Engagement Report, March 2023

18. Additional Background Information

None

19. Report Consultation

Name of consultee	Department	Date sent to consultee	Response received from consultee	Comments appear in report para:
Cllr Dierdre Costigan	Deputy Leader and Cabinet Member for Climate Action			
Cllr Josh Blacker	Cabinet Member for Healthy Lives			
Darren Henaghan	Strategic Director of Housing and Environment	18/05/2023		
Emily Hill	Strategic Director of Resources	18/05/2023		
Earl McKenzie	Assistant Director Streets and Direct Services	11/05/2023		
Jackie Adams	Head of Legal (Commercial)	15/05/2023		
Russell Dyer	Assistant Director, Accountancy	18/05/2023		
Yalini Gunarajah	Finance Manager	11/05/2023	25/05/2023	Section 4

Report History

Decision type: Key decision	**Urgency item?** No
Report no.:	Report author and contact for queries:
20230511 [INITIAL DRAFT]	Eugene Minogue, Service Improvement Lead for Highways and Transportation
20230525 [FINAL DRAFT]	Eugene Minogue, Service Improvement Lead for Highways and Transportation
20230530 [FINAL]	Eugene Minogue, Service Improvement Lead for Highways and Transportation

Appendix 1 - The Travel in Ealing (TIE) Charter, June 2023

Appendix 2 - Transport Programme Data Strategy

Appendix 3 - Travel in Ealing (TIE) Charter - Engagement Report, March 2023

TRAVEL IN EALING CHARTER

FOREWORD

We are determined to shape Ealing for the better and tackle the big challenges we know we face in the years ahead, like the climate emergency and the growing inequalities that hold too many people back from leading happy and healthy lives.

We're committed to being open, transparent, and inclusive in doing so. But we know that we haven't always got this right, and we are being honest with you about our mistakes.

We've listened and learned, and are committed to improving how we engage with local people, including on transport and active travel projects.

We've worked with hundreds of residents and stakeholders from across the Borough to produce this Travel in Ealing Charter, and to reset our relationship so we can move forward together.

It starts with a simple principle, that we want to work with residents to identify the problems that need fixing, and come up with solutions together.

This is already happening across our seven towns. From Let's Go Southall to Visions for Northolt, we are trialling new, innovative ways to involve residents through the life of a project and beyond.

This Travel in Ealing Charter sets out how we can take this even further, by committing to a new approach to engagement on transport schemes going forward.

It's not about any specific transport proposals themselves, but rather about how the Council will go about engaging with local people, businesses and others when we bring transport schemes and other initiatives forward in due course.

We're determined to ensure that the decision-making processes for future transport proposals enable participation by as many people as possible from all ages, backgrounds and circumstances.

This is because we also know that schemes will be all the better with local input. When they command the support of residents, everyone has had the opportunity to shape and influence decisions, and we've all made the necessary compromises we need to make to live in sustainable and cohesive communities.

It also means ensuring that we've done absolutely everything possible to give the transport projects we do deliver the best chance of success. Where the benefits as well as the risks are understood, the goals of any project can be easily understood, and we can demonstrate clearly if they've worked or if they've failed.

We remain committed now, as we always have been, to supporting residents to choose cleaner, sustainable, and active ways to travel. But we need to work with local people to solve real world problems where they live.

Councillor Peter Mason
Leader – Ealing Council

Councillor Deirdre Costigan
Deputy leader and cabinet member for climate action

Councillor Josh Blacker
Cabinet member for healthy lives

TRAVEL IN EALING

As routine or dull as it might seem, how we travel is incredibly important.

Almost all of us travel every day, for a wide range of purposes, to a huge variety of places, for different distances, and at different times. Some of us have more travel options than others, and it's easy to think that the choices we make (or have to make) only affect us.

But that's not the case. How we travel affects others, too. For example, the more we use cars, the more congestion, air pollution, carbon emissions and road danger there is; and the less exercise we get. The negative effects of our current travel patterns are increasingly well understood, especially in relation to our health.

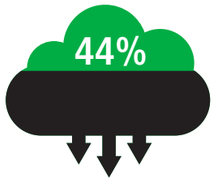
Despite all the headlines about electric vehicles and other technological opportunities, it's clear that what's needed most to reduce the negative effects of travel is for as many of us as possible to change how we get around.

We recognise that, because travel is so much part of our everyday lives, changing how we do so can be hard to contemplate, let alone achieve. That said, whether it's about **congestion, pollution, road danger, carbon emissions, inactive lifestyles or social isolation,** no-one thinks the transport status quo is acceptable, and doing nothing is obviously not an option. **Recognising this, Ealing Council unanimously declared a Climate Emergency in 2019.**

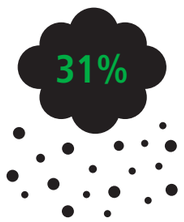
The good news is that, while changing how we travel is necessary, it's also achievable.

the increase in total road traffic mileage in Ealing from 2012 to 2019
(the 2019 figure being the highest on record)

the proportion of all UK greenhouse gas emissions attributed to road transport in 2019
(more than any other sector)

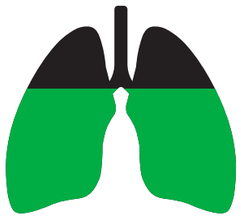


the proportion of all London Nitrogen Oxides (NOx) emissions attributed to road transport in 2019
(by far the largest emitting sector)



the proportion of all London small particulate matter ($PM^{2.5}$) emissions attributed to road transport in 2019
(by far the largest emitting sector)

the number of annual premature deaths in London attributed to poor air quality
(NOx and small particulate matter)



Smaller lung volume - the effect of greater exposure by children to air pollution
(NOx and particulate matter)

For sources of the data used in the above infographic, please refer to the back page of the document.

THE COUNCIL PLAN FOR 22/23 SETS OUT THE FOLLOWING COMMITMENTS:

- investing £35m in improving our roads, tracks and pavements, and continuing to implement controlled parking zones;
- investing at least £10m to increase cycling, walking, running, and scooting and reduce polluting vehicles through active travel scheme and School Streets;
- enhancing our high streets and enabling our seven towns to have everything they need for residents within a 20-minute walk;
- investing £100m in the next four years to enable people to live healthy, active and independent lives from day one;
- rapidly expanding the number of bike hangers and electric vehicle charging points;
- campaigning to win the powers we need to enforce 20mph speed limits and ramp up fines for idling vehicles;
- delivering our 'Shaping Ealing' Local Plan to give residents and businesses confidence that our borough can change for the better in the coming decades;
- making our streets and open spaces beautiful and resilient; and
- putting good design and heritage at the heart of how we enhance our borough.

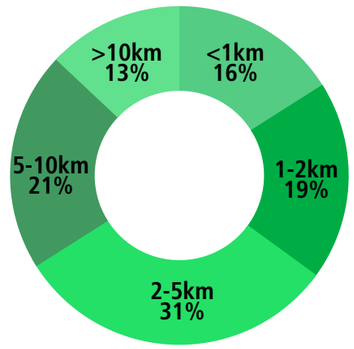
Road transport accounts for over a quarter of the borough's carbon emissions, with car travel being the main contributor. But huge numbers of the car trips that start in Ealing are short enough to be walked or cycled. Of these 216,000 daily car trips*, around 35,000 could be walked in under 15 minutes and around 145,000 could be cycled in under 20 minutes at a gentle pace. Ealing is also well served by buses, tubes and trains; and the Elizabeth Line has made public transport an even better alternative to driving, especially for longer trips

All in all, there's huge potential for positive change, and we're determined to do all we can to make walking and cycling easier, more convenient and safer for all – including as a means of getting to and from bus stops and tube/rail stations.

*Source: London Travel Demand Survey 2019/20

This isn't just about making things better for those who already travel on foot or by cycle, it's about making 'active travel' an attractive choice for people who currently don't think it is. Bearing in mind that people in 40% of Ealing's households don't have access to a car, it's also about fairness.

Cars are necessary for some journeys, of course, especially for some disabled people. But the more people who walk or cycle short trips, and who use public transport, the better that is for those who still need to drive or be driven. So, enabling more people to feel they can leave their car at home for more journeys is a win-win for everyone.



Lengths of car trips starting in Ealing (average of 2017/18 to 2019/20)*

OUR COMMITMENTS

We will be open, transparent, and inclusive

We will be open, transparent, and inclusive and will work as hard as we can to engage as well as we can with the people likely to be affected by the proposals we bring forward, so that the outcomes are the best they can be for as many people as possible.

OPEN

- We will communicate honestly with you about the challenges facing us all in relation to the climate crisis, road safety, air quality and other public health issues, and we will explain how our transport proposals fit into the bigger picture.
- We will work with local people to identify problems and opportunities in their area, as well as to develop solutions.
- We will always explain why and how we think the proposals we bring forward will address the issues identified, and how they are likely to affect individuals and businesses; and we will be clear about any cons we anticipate, not just the pros.
- We will seek early engagement with people, giving them time to understand what's proposed and get involved if they wish.
- We will be open about the engagement plan for each proposal and, where appropriate, we will consult on this first.
- We will prepare and consult on a monitoring plan for each proposal, ensuring we use relevant and reliable data that anyone can access.
- We will be open about what we expect to happen as a result of the proposal and come back to you to discuss whether or not it's been a success.

TRANSPARENT

- We will always show our homework – the evidence base on which the proposals stand – and give people the opportunity to challenge it.
- We will ensure that, for each engagement exercise, there is scope for people to influence the outcome and that there is clarity about what they are able to influence.
- We will not treat engagement exercises as though they are referendums; and we will not base decisions solely on questions requiring simple yes/no answers as the issues are more complex and need to be looked at in the round, on the basis of all available evidence.
- We will always monitor the effects of schemes to assess their pros and cons, and will be open about the before and after data we will use for this purpose.
- We will always publish the results of engagement exercises, so that everyone can see the number and range of people involved and the views they expressed.
- When we make decisions following engagement exercises, we will be clear about what the decisions are and why we made them.

INCLUSIVE

- We will strive to ensure that the feedback we get is representative of everyone in the local community, not just those who are proactive in offering their views.
- We will use easy-to-understand language and images to help in communication; and where necessary we will provide information in different languages.
- We will use new engagement tools and approaches to enable greater participation by people from different communities.
- We will adopt the principle of 'co-creation', seeking input from local people from the outset and throughout the process of developing proposals.
- We will work especially hard to get the views of communities and other groups (including children and young people) who have typically been under-represented in consultation exercises; and we will work with, and where necessary help establish, local groups that represent seldom-heard voices and build the capacity of local champions.
- We will undertake Equality Impact Assessments for all proposals.
- We will allocate the time and money needed to ensure that the engagement process for each proposal is in accordance with the commitments above.

THE TRAVEL IN EALING ENGAGEMENT TOOLKIT

The methods we'll use for engaging with people will depend upon the nature of the transport proposal in question

Some proposals will be small, simple and local; others will be more complex and/or may affect a large area; and some may even cover the whole borough. Many proposals will be about physical changes to streets, while some may be more about how traffic is managed and not involve much in the way of visible change. From time to time we will also consult on things like our transport strategy and policies.

We therefore need to have a range of engagement approaches that give us the right tools for each proposal we bring forward and enable us to meet the commitments set out above.

WHEN PROVIDING INFORMATION AND COMMUNICATING ABOUT PROPOSALS, WE WILL USE SOME OR ALL OF THE FOLLOWING METHODS:

- Letters and/or leaflets delivered to each household and business in the area
- Street notices
- Email
- The Council's website
- Our social media channels
- Online briefings
- Partnership with local community groups, businesses and shops and other networks, including faith groups
- Public exhibitions, pop-up events, etc.

WHEN WE ASK FOR PEOPLE'S VIEWS, WE WILL:

- Provide information about our proposals as early as possible and ensure people have plenty of time to participate in the process.
- Be clear about the geographical scope, the timescales for feedback, who will have a say, what people's views have the power to influence, and whether or not the views of people from inside the area will be given more weight than those from outside.
- Fully comply with any legal requirements in relation to advertising the proposals.
- Reach out actively to community groups, schools, businesses and other networks, and through on-street events and 'road-shows'.
- Use language, plans and other imagery that are simple, helpful and clearly explain the pros and cons of any options
- Ensure the feedback requested is proportionate to the nature and scale of the proposal.
- Use in-person and online feedback sessions, as appropriate.
- Use online surveys and map-based engagement tools, where appropriate.
- Use objective methods, including randomised and/or door-to-door surveys as appropriate, to establish a truly representative picture of people's views.
- Enable people to tell us not just what they think, but also why.

IN MAKING DECISIONS ABOUT ANY CHANGES TO THE ORIGINAL PROPOSALS AND WHETHER OR NOT TO PROCEED WITH THE PROPOSALS, WE WILL:

- Refer to the feedback received from people through engagement, giving weight to this in line with what we said when seeking people's views
- Refer to the robust evidence base we will have built
- Confirm the alignment of decisions with any previous relevant commitments made by the Council, including policies previously consulted on

This Charter is the product of extensive consultation with local people, businesses and others. A report providing details of the process by which the Charter was developed can be found at https://www.ealing.gov.uk/info/201173/transport_and_parking/3078/travel_in_ealing_charter

The Charter will be kept under review in the light of experience and comments received. If you have any suggestions for changes to the Charter, please email travelinealing@ealing.gov.uk or write to Transport Services, Ealing Council, Ealing Town Hall, New Broadway, Ealing W5 2BY

References

17.5% - the increase in total road traffic mileage in Ealing from 2012 to 2019 (the 2019 figure being the highest on record)
Source: Department for Transport, Road Traffic Statistics. https://roadtraffic.dft.gov.uk/local-authorities/147

27% - the proportion of all UK greenhouse gas emissions attributed to road transport in 2019 (more than any other sector)
Source: Department for Business Energy and Industrial Strategy, Final UK Greenhouse Gas Emissions National Statistics 1990 to 2019. https://www.gov.uk/government/statistics/final-uk-greenhouse-gas-emissions-national-statistics-1990-to-2019

44% - the proportion of all London Nitrogen Oxides (NOx) emissions attributed to road transport in 2019 (by far the largest emitting sector)
Source: London Atmospheric Emissions Inventory 2019. https://data.london.gov.uk/dataset/london-atmospheric-emissions-inventory--laei--2019

31% - the proportion of all London small particulate matter (PM2.5) emissions attributed to road transport in 2019 (by far the largest emitting sector)
Source: London Atmospheric Emissions Inventory 2019. https://data.london.gov.uk/dataset/london-atmospheric-emissions-inventory--laei--2019

Over 4,000 - the number of annual premature deaths in London attributed to poor air quality (NOx and particulate matter)
Source: London Health Burden of Current Air Pollution and Future Health Benefits of Mayoral Air Quality Policies. Imperial College, 2020. https://www.london.gov.uk/sites/default/files/london_health_burden_of_current_air_pollution_and_future_health_benefits_of_mayoral_air_quality_policies_january2020.pdf

Smaller lung volume - the effect of greater exposure by children to air pollution (NOx and particulate matter)
Source: Impact of London's low emission zone on air quality and children's respiratory health: a sequential annual cross-sectional study. Published in Lancet Public Health 2019; 4. https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667(18)30202-0/fulltext

Transport Programme Data Strategy

Ealing Council has committed to addressing the climate emergency. Our Council Plan includes commitments to improving active travel, widening access to EV charging, and reducing congestion and air pollution. At the same time, we are committed to listening to all our communities and ensuring they have a say in shaping Ealing.

We recognise that these goals are not always simple to reconcile, and that compromise is sometimes necessary. We have always aimed to deliver schemes which benefit as many residents as possible, but we know that past projects have made some residents feel that we don't listen to local concerns. We know, too, that this has damaged the trust placed in us by our communities to deliver places that work for everyone.

To rebuild trust and entrench confidence in our plans for transport in Ealing, we're taking the first steps to creating a transport strategy that balances our climate ambitions with our commitment to working closely with residents.

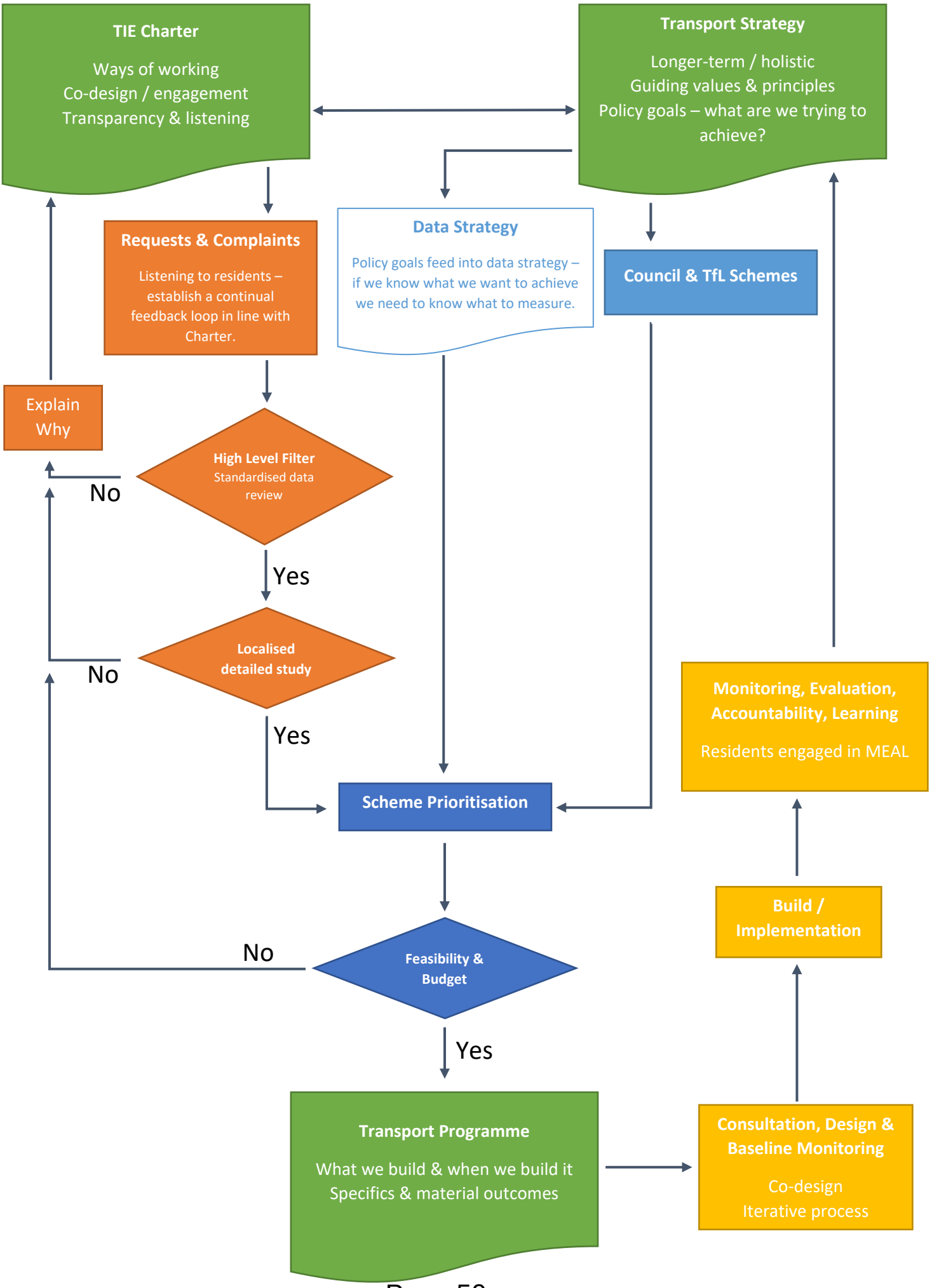
We understand that council processes can appear opaque and inflexible, and we want to be transparent about how we make decisions affecting our communities. We believe there's more we can do to share this process with our residents.

This document is the decision-making process for delivering Ealing transport projects. At its core are the Transport Strategy and the Travel in Ealing Charter, which together will lay out our goals, our guiding principles and our new approach to engagement. These provide the foundation for each project, which is then informed in more detail by resident requests, our own data, and plans for specific schemes like the Ealing Cycle Network. We carefully consider whether the project meets our criteria before undertaking further surveys, studies or other data collection. Only then do we give it the green light for consultation with residents, which is an iterative process to ensure the scheme is the best it can be.

The framework also shows the positive feedback loop we aim to create: using feedback from past projects to inform future ones. We want to engage residents on how projects are working for them, involve them in the design process, and learn lessons from the schemes we deliver. This feedback will form a vital part of our evidence base, giving us a stronger understanding of which projects work well and which may need a fresh approach.

Crucially, this framework involves open explanations when decisions are made. If a project does not fit our criteria, or the data suggests it isn't feasible, we will explain why. We want to build trust in this process, so that residents know we take their views seriously and feel involved in projects affecting their local area.

We will be developing the Transport Strategy throughout 2023. In the meantime, please send any feedback or questions to transportplanning@ealing.gov.uk.


TIE Charter
Ways of working
Co-design / engagement
Transparency & listening
Transport Strategy
Longer-term / holistic
Guiding values & principles
Policy goals – what are we trying to achieve?
Requests & Complaints
Listening to residents – establish a continual feedback loop in line with Charter.
Data Strategy
Policy goals feed into data strategy – if we know what we want to achieve we need to know what to measure.
Council & TfL Schemes
Explain Why
High Level Filter
Standardised data review
No
Yes
Localised detailed study
No
Yes
Monitoring, Evaluation, Accountability, Learning
Residents engaged in MEAL
Scheme Prioritisation
Build / Implementation
No
Feasibility & Budget
Yes
Transport Programme
What we build & when we build it
Specifics & material outcomes
Consultation, Design & Baseline Monitoring
Co-design
Iterative process

THE TRAVEL IN EALING CHARTER

Report, March 2023

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2	Stage 2 Discussion Groups Phase 1	10
3	Stage 3 Discussion Groups Phase 2	13
4	Stage 4 Discussion Groups Phase 3	15
5	Stage 5 Let's Go Southall Outreach	16
6	Stage 6 Feedback on Draft Charter	20
7	Summary and Next Steps	24

Appendices

A	Discussion Groups Phases 1 & 2 - Detailed Report
B	Discussion Groups Phase 3 - Detailed Report
C	Draft Travel in Ealing Charter

0. Introduction

The Travel in Ealing Charter ('the Charter') is a document that sets out how Ealing Council will engage with residents, businesses and others when it brings forward transport schemes and related initiatives. The Charter is not about specific measures themselves, but rather about the processes by which the Council will fulfil its commitment to being open, transparent and inclusive.

The preparation of the Charter follows from a decision to review the Council's engagement processes for transport projects arising from experience with the Low Traffic Neighbourhood (LTN) schemes that were implemented during the COVID-19 pandemic in 2020. A decision to remove most of these schemes was taken by Ealing's Cabinet on 22 September 2021, following extensive consultation with local residents and consideration of the available data.

In the report which recommended that decision, the Cabinet was also recommended to note the findings of and Independent Review of Public Engagement on the LTNs and to agree to a new approach to consultation and engagement on active travel to include:

- a pro-active public engagement and communications strategy on transport initiatives;
- the preparation of an engagement and communications plan; and
- engaging with the people of Ealing concerning a Charter for Active Travel.

In announcing this decision and the new approach to engagement, Councillor Deirdre Costigan, Deputy Leader and Cabinet Member for Climate Action said: "We remain committed to active travel, but if we want to tackle the climate crisis we know we must take local people with us. We're determined to ensure that the decision-making processes for future transport proposals enable participation by as many people as possible from all ages, backgrounds and circumstances. This is because we also know that schemes will be all the better with local input.

"When everyone has had the opportunity to shape and influence decisions, and we've all made the necessary compromises we need to make to live in sustainable and cohesive communities, so that schemes command the support of residents, we'll have done everything possible to give the transport projects we do deliver the best chance of success."

The Charter is the means by which this new approach to engagement will be delivered and was itself developed through an extensive engagement process. This report sets out that process, with the following chapters covering each of the following six consecutive engagement stages in turn:

1. Questionnaire Survey
2. Discussion Groups Phase 1
3. Discussion Groups Phase 2
4. Discussion Groups Phase 3
5. Let's Go Southall Outreach
6. Feedback on the Draft Charter

A final chapter provides a summary of the Charter work and next steps.

1. Stage 1: Questionnaire Survey

1.1 Background

The first stage of engagement to produce the Travel in Ealing Charter centred around an open questionnaire survey that was launched in February 2022.

Hosted on the Council's website, information about the questionnaire was publicised using all of the Council's media channels, including its regular email bulletins and its Twitter account, through information provided to all Councillors, via a leaflet that was delivered to every household in the borough along with an important communication about the Council Tax, and by direct email contact with a range of local stakeholder groups.

The window during which questionnaire responses could be provided was open from 23rd February to 31st May 2022. Entitled "Travel in Ealing – a charter for better engagement", the survey began with the following statement:

Please use this form to share your views on how we can improve how we engage with you and others on proposals for transport projects and initiatives in the borough.

If you wish to provide additional feedback not covered in this form, please send any comments to travelinealing@ealing.gov.uk

Respondents were then asked to answer the nine key questions set out in the panels below.

The stakeholder groups that were contacted directly were encouraged to fill in the questionnaire and also invited to provide additional input to support the development of the Charter, either by email or through a meeting with Council representatives (see Chapter 4).

1. Please provide your name

2. How are you completing this form? (please select from below)

- Responding on behalf of an organisation or group? (if yes, please give the name)
- Responding as a resident of the borough?
- Responding on behalf of a business? (if yes, please give the name)
- Responding as someone who works or studies in the borough?
- None of the above

3. Please provide your postcode

4. If you have had previous experience of engaging with or being consulted by Ealing Council on transport-related projects or initiatives, please name the projects or initiatives in the box below (if none then please skip questions 5 and 6)

5. Briefly, please tell us what, if anything, was positive about your previous experience.

(For example: the quality of the information provided; the way in which you were contacted or found out about the projects; the ease of being able to give your views; the extent you think your views were taken into account; the ability provided for other people to engage with the process.)

6. And what, if anything, was negative about your previous experience.

(For example: the quality of the information provided; the way in which you were contacted or found out about the projects; the ease of being able to give your views; the extent you think your views were taken into account; the ability provided for other people to engage with the process.)

7. Transport projects are typically either:

- Local schemes - covering one or a few streets e.g. a controlled parking zone, or a school street
- Area-wide - covering a whole neighbourhood or town centre e.g. a 20mph zone, town centre improvements or longer cycle lane
- Borough-wide - very large schemes or other initiatives that apply everywhere e.g. 24/7 bus lanes, blanket 20 mph limit, low-emission zone

Whether or not you have had previous experience of engaging with Ealing Council on such projects, please tell us to what extent you agree or disagree with the following statements. (Pick one of the following five options for each of 7a to 7e.)

Strongly agree -or- Agree -or- Neutral -or- Disagree -or- Strongly disagree

7a The Council should adopt different engagement and consultation approaches for projects of different scales (e.g. local, area-wide or borough -wide).

7b I or the group I represent would be interested in being consulted about transport projects outside my local area.

7c For local schemes, the views of people from outside the local area are important.

7d For area-wide schemes, the views of people from outside that area are important.

7e For borough-wide schemes, the views of people from outside the borough are important.

8. I or the group I represent would like to be kept informed of progress on the Travel in Ealing Charter.

Yes/No

9. I or the group I represent would welcome a follow up discussion around the Travel in Ealing Charter.

Yes/No

1.2 Summary of Findings

A total of 541 questionnaire responses were received from different people or organisations. Based on the responses to Question 2, these broke down as:

- 507 residents
- 10 people who work/study in the borough
- 9 organisations
- 2 businesses
- 13 n/a (or blank)

In response to Question 4, 188 respondents (35%) said that they had previous experience of engaging with or being consulted by Ealing Council on transport-related projects or initiatives. The answers these respondents then gave to Questions 5 and 6 covered a wide range of positive and negative experiences, making them very hard to meaningfully summarise in this chapter. Chapter 2 provides a better sense of what people consider to be the strengths and weaknesses of the ways in which they have previously been engaged on transport issues.

Perhaps the key point to note here is that a large proportion of the 188 respondents referred to their recent experience related to the LTNs, and that their views were typically coloured by whether or not they were supportive of those schemes. Many opponents of LTNs were critical of the Council's engagement process prior to schemes implementation; while many supporters of LTNs were critical of the engagement process used to justify the removal of most of the schemes.

The answers that respondents gave to the different parts of Question 7 are presented in Table 1, opposite. This shows that the majority of respondents were in agreement with each of the five statements, although the size of the majority varied from statement to statement.

- 44% of respondents strongly agreed that the Council should adopt different engagement and consultation approaches for projects of different scales, and a further 34% of respondents agreed. The total of 78% agreeing with this statement was around 8.5 times the total disagreeing.
- 41% of respondents agreed that they or the group they represent would be interested in being consulted about transport projects outside their local area, with a further 28% strongly agreeing. The total of 69% agreeing was similarly around 8.5 times the total disagreeing.
- 38% of respondents agreed that, for local schemes, the views of people from outside the local area are important, with a further 18% strongly agreeing. The total of 56% agreeing was over twice as many as the total disagreeing.
- 48% of respondents agreed that, for area-wide schemes, the views of people from outside that area are important, with a further 19% strongly agreeing. The total of 67% agreeing was around 4.5 times the total disagreeing.
- 36% of respondents agreed that, for borough-wide schemes, the views of people from outside the borough are important, with a further 15% strongly agreeing. The total of 51% agreeing was around twice the total disagreeing.

It is noteworthy that ratios of agreement to disagreement were noticeably lowest in relation to the importance of the views of people from outside the area in question concerning (a) small local schemes and (b) borough-wide schemes. Nevertheless, respondents were generally of the view that it is not just people from within a defined project area whose opinions are important.

In response to Question 8, 474 respondents (88%) said that they would like to be kept informed of progress on the Charter. And in response to Question 9, 367 respondents (68%) said they would welcome a follow up discussion around the Charter.

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7a. The Council should adopt different engagement and consultation approaches for projects of different scales	44%	34%	13%	5%	4%
	78%			**9%**	
7b. I or the group I represent would be interested in being consulted about transport projects outside my local area.	28%	41%	23%	6%	2%
	69%			**8%**	
7c. For local schemes, the views of people from outside the local area are important.	18%	38%	19%	16%	9%
	56%			**25%**	
7d. For area-wide schemes, the views of people from outside that area are important.	19%	48%	18%	11%	4%
	67%			**15%**	
7e. For borough-wide schemes, the views of people from outside the borough are important.	15%	36%	25%	16%	9%
	51%			**25%**	

Table 1. Responses to Question 7 (figures may not always add up to 100 due to rounding)

The respondents replying to Question 9 in the affirmative were subsequently contacted to see if they would like to participate in the discussion groups that are covered in Chapter 2.

A key finding from the Stage 1 questionnaire concerned the parts of the borough from which responses were received. This is derived from the postcode information provided in response to Question 3 and is shown graphically in Figure 1, opposite.

The proportion of responses from people in different postcode areas is listed below, in descending order:

W13	26.9%
W5	26.7%
W7	16.2%
W3	9.9%
UB6	6.8%
UB5	4.2%
W4	4.1%
UB1	2.2%
UB2	1.8%
Other	1.1%

Almost 70% of all responses came from W5, W7 and W13 - broadly that part of the borough bounded by the A40 in the north, the A406 North Circular in the east, the M4 in the south, and the Brent Valley in the west.

Figure 1 also shows how different parts of the borough are categorised according to the Transport Classification of Londoners (TCoL), a method of population segmentation used by Transport for London. People living in small geographical areas typically common characteristics, wants, needs and priorities; and segmentation helps understand the choices people make and the likely the impact on them of policies and interventions.

Following surveys in 2015, over 25,000 Census 'Output Areas' in London, each with an average population of 326, were classified into nine segments. Each segment has different socio-economic characteristics and travel behaviours. Further details can be found at https://content.tfl.gov.uk/transport-classification-of-londoners-presenting-the-segments.pdf

Putting the postcode and TCoL information together, it is clear that questionnaire respondents were not widely or evenly spread, either in terms of geography or in terms of their socio-economic and travel behaviour characteristics (the 'Educational Advantage' segment being dominant).

This finding has major implications for the Council, and the Charter, with respect to how people from all parts of the borough and all backgrounds can be effectively engaged in relation to the transport (and other) initiatives that the Council will seek to bring forward in future.

Specifically, it points to the limitations of online questionnaires alone in drawing out views that are properly representative of Ealing's diverse population; and to the need for other engagement tools to be used.

In the context of developing the Charter, this finding was the motivation for the work undertaken in Stages 3 and 5 (see Chapters 3 and 5).

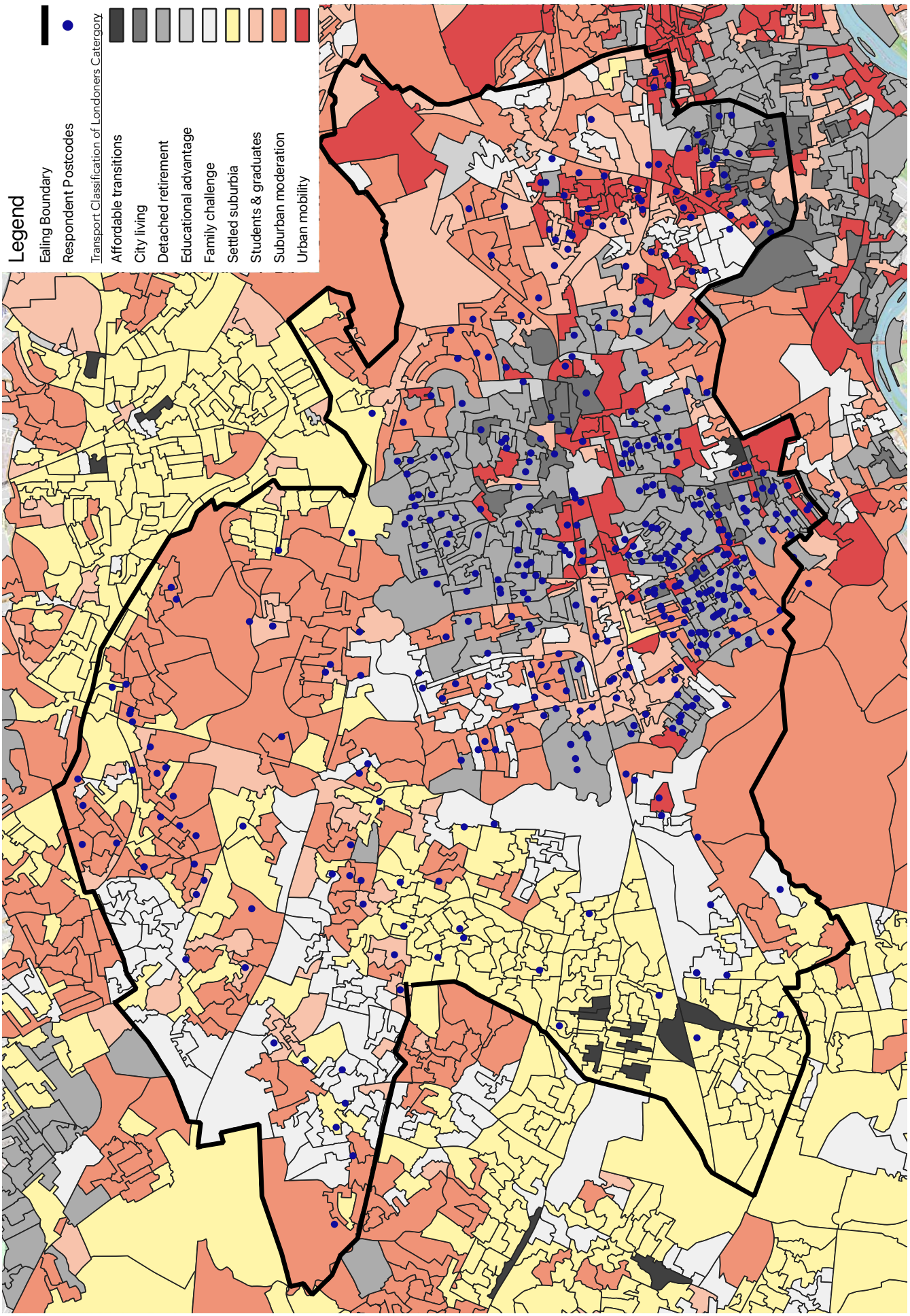


Figure 1. Respondent postcodes plotted on a map of Ealing borough, with the background coloured according to the Transport Classification of Londoners.

2. Stage 2: Discussions Groups Phase 1
(self-selecting participants)

2.1 Background

As mentioned in Chapter 1, those completing the online questionnaire were asked (Question 9) to indicate whether they or the group they represented would like a follow up discussion around the Charter. A total of 367 respondents replied that they would, and each of these was contacted by the Council's appointed consultants.

Respondents were offered options for daytime and evening online discussion groups taking place during the week and on Saturdays. Those who took up the offer were booked into one of eight online focus group sessions. 87 residents were booked in, and a total of 65 attended the sessions.

It is important to note that all participants involved in Phase 1 of the discussion group work to develop the Charter were self-selecting in nature. This is because they had previously chosen to be involved by responding to the Stage 1 questionnaire. They were not recruited independently by the consultants.

2.2 Summary of Findings

- A number of participants were aware of the term 'Travel in Ealing Charter.' Some felt that it was likely to be a set of principles that the Council were going to adhere to; others saw it as a promise by the Council, or a commitment to being kinder to the environment through travel.

- Some felt that the Charter was the Council's attempt to 'claw back' favour following the repercussions attending the introduction of several Low Traffic Neighbourhoods (LTNs) in 2020, and the subsequent removal of most in 2021.

- Understanding of the term 'Active Travel' was fairly widespread, with the most cited response describing it as 'getting to places under your own steam'. A number of residents Voiced the opinion that Active Travel was solely concerned with getting cars off the road altogether and/or that it was solely to promote cycling and the use of cycles around the borough.

- Concern was raised surrounding whether Active Travel covers methods of transport such as electric scooters and whether public transport was part of Active Travel. If it was intended to cover public transport, residents felt that the fact needed to be promoted much more widely.

- Views were mixed concerning the level of consultation required for different scales of transport schemes and related initiatives: local/small; area-wide/medium; and borough-wide/large (as per Question 7 of the questionnaire).

Local, smaller schemes

- Of the three scales, the smaller, local type of project appeared to have more of a general consensus. Many residents believed that those directly affected should get their say (and this should largely be done via door knocking to canvass opinion). Others felt that the residents in the streets directly affected should be consulted, and also the residents who would deal with any 'fallout' of the scheme.

- A few residents suggested consulting school catchment areas where transport projects were being proposed.

- A minority of residents were firm in their opinion that the Council had been elected on the basis of their plans and policies and as a result, residents should 'let the Council get on with it.'

Area-wide, medium-sized schemes

- Views on the level of consultation required for measures at this scale were highly polarised. A few residents felt that there was less of a reason to consult in this instance, and that people should trust the Council to 'get on with it.' Other residents felt that the whole neighbourhood affected should be able to have their say, i.e. consult the people most affected by the proposals.

- Points were also made about consulting everyone who 'uses' the borough, and not just the people that live there. Hounslow Council were used as an example, where consultations are publicised widely and the council asks anyone who lives/works or studies in the borough to get involved and have their say.

Borough-wide, large schemes

- Views on the level of consultation required for this scale of initiative were very mixed, again, with no consensus. Some residents felt that the whole borough should have the opportunity to have their say, while others were firmer that the Council should decide borough-wide projects without consultation, because of their electoral mandate.

- Many residents mentioned that Ward Councillors (if active in their Ward) could become actively involved and 'take the temperature' of residents, with many feeling that they were the proper conduit for consultation at a larger level (as historically this had been the case in some areas).

- More generally, and for any given project scale, there was a desire for earlier public consultation at strategy/planning stages, to make people aware the Council's plans sooner, so residents could be involved and have their say and know that the Council had heard their voice. Residents suggested Ealing should actively publicise what they are trying to achieve, how they will go about it and when this might happen.

- Further comments were made about widely publicising the rationale behind projects and providing feedback to residents about why certain decisions had been taken.

- A number of residents also discussed the need to engage with the younger residents of the borough at school or college.

- The research highlighted an overall sense of distrust from many residents towards the Council. There was suspicion that the Council has its own agenda and just does consultations as 'lip service', ignoring the findings. Some residents felt that lots of groups are speaking but no one is listening.

- Many feel that their voice simply isn't being heard, that they aren't being listened to.

- Some residents felt that some decisions made have been impractical and made without consultation. As a result, there was a strong desire to see proper and thorough transport analysis of how roads are used and by whom. By modelling 'cause and effect' of traffic changes, and making this available, the thinking was that this could help with specific areas requiring consultation. Simply, residents wanted more detail to support a consultation and requested honest and transparent data and well-sourced robust background information that they could reference.

- Residents felt the Council should be very proactive in making residents aware of consultations in the borough, through widespread promotion and communication; and that it should share the big ideas and plans and the big picture goals.

- Residents proposed many consultation ideas, stressing that a raft of measures should be used concurrently. Ideas included; borough-wide exhibitions/pop-ups with knowledgeable staff; door knocking in key areas; street presence; attendance at local events; more online discussions in groups; letters; emails; magazines; and Ward councillor surgeries.

2.3 Recommendations

- Participants suggested that the Council could be more open and transparent about transport policy. They were keen to be part of the process, and be able to hear the plans, the rationale and evidence and be able to feedback their thoughts. Equally, when a decision has been made following a consultation, they want to be able to understand the rationale behind it. This level of engagement and transparency is highly likely to go towards repairing some of the distrust that residents have for the Council following the controversy over LTNs. Residents need to feel they have a voice, and that it is being listened to.

- Participant would like to see plans and strategies presented for discussion at a much earlier stage. They want to feel like their voice matters and that the process hasn't already been decided; that consultation isn't just lip service.

- Some participants suggested that key members of the transport team should get out and listen to residents, to be able to hear directly from them how they think any proposals might affect them.

- Participants would like to see more creative and innovative ideas from the Council under the 'Active Travel' banner to encourage different thinking.

- Participants want to see reliable, independent and representative research in support of proposals. Both those general supportive of and opposed to the LTN schemes expressed mistrust concerning much of the information that the Council has used to make decisions. So, all research going forward needs to be clear, neutral and not skewed towards predetermined ends.

- The promotion of any transport project in the borough needs to be done widely and employ more than one method of delivery, run concurrently. Harder-to-reach groups need to be included and there were many suggestions on how to try and engage from contacting resident associations, faith groups, support organisations as well as taking the 'message' actively and directly into those communities.

- Transparency and involvement will be key to winning back trust and obtaining engagement from residents going forward. There is a strong appetite for involvement and a real sense of people 'loving where they live.' They are passionate and care about their area, and as a result, feel they have valid opinions to share.

Further details of the Phase 1 Discussion Groups research are provided in Appendix B.

3. Stage 3: Discussion Groups Phase 2
(randomly recruited participants)

3.1 Background

Phase 2 of the discussion group work to develop the Charter focused on the talking to randomly recruited residents on the same topics as in the Phase 1 discussion groups - exploring attitudes towards when and how the Council should approach engagement with residents around future travel and mobility projects.

In the light of the finding that respondents to the Stage 1 questionnaire were not representative of the borough's different geographies and communities (see 1.2), respondents for these discussion groups were independently and randomly recruited from across the borough. The recruitment process sought to ensure that there was a mix of demographics that reflected the general demographic of the borough. Residents were asked a series of 'filter' questions to ensure suitability and then asked to attend one of the four sessions (two were held online and two were held face to face). A total of 24 residents took part.

3.2 Summary of Findings

- Awareness of the term 'Travel in Ealing Charter' was nil.
- Understanding of the term 'Active Travel' was also very low. This was the case even with some who were involved in local 'active' groups run by the Council (i.e. Let's Go Southall - see Chapter 5): they had not made the connection between that and the Council's wider drive towards 'Active Travel'.
- Views on the level of consultation required for transport projects/schemes at different scales showed an interesting trend. There was a lot of consensus regarding consultation for the smaller local types of transport project, where many residents felt that those in the roads affected (and those roads likely to be affected) should be consulted. There was still a small proportion of residents, though who felt everyone in the Borough should be consulted even about schemes at this level.
- Views about who should be consulted for both area-wide/medium-sized (neighbourhood) projects and for borough-wide/large schemes were fairly similar, with many residents feeling that everyone should be consulted.
- Points were made about not just consulting residents in the area, but also businesses too, as many had thought them seriously affected following recent transport changes.
- Other points were made regarding the Council having a greater understanding of who uses and passes through the borough to get from A to B, as changes may also affect them. Hence the point that future consultation needs to include people that live/work or study in the borough.
- Effectiveness and involvement of local Councillors across the borough was revealed as patchy. Some residents felt that their local Councillor was effective (particularly if they were involved in their community), while other Ward Councillors were rarely seen or heard from.
- Consistent with the Phase 1 discussion groups, there was a desire for initial information or public consultation and information to be provided at a much earlier stage in plans, so that residents could be involved and have their say and know that the Council had heard their voice, throughout the whole process.
- Residents suggested that they 'really knew' the borough and were perhaps in a better place than some of the officers to make plans or suggestions, and as a result felt they had a valid voice to give input and suggestions.
- Residents felt that the Council should actively publicise what they are trying to achieve, how they will go about it and when this might happen. People want to know 'How will this affect me? How will this affect the borough? Will it improve things?'

- Further comments were made about widely publicising the rationale behind schemes or projects and provide further feedback for residents regarding why certain decisions had been taken.

- Again consistent with the Phase 1 discussion groups, a number of residents spoke of the need to engage with younger residents of the borough at school or college.

- Also echoing the Phase 1 groups, there was a general sense of distrust towards the Council. There were views that it has its own agenda and consultations are 'just for show' or 'lip service.' Residents feel unable to have their say and that their voice is not important.

- Residents stressed categorically that a raft of measures should be used concurrently in any future engagement or consultation. The range of measures was similar to those suggested by the Phase 1 groups (see 2.2).

- Residents were adamant that more than one or two methods of promotion need to happen to 'get the message out widely.' They believed a combination of different approaches was crucial to success.

- Residents want reliable, independent, robust and representative information. There was general distrust of historic information used to make decisions.

- One of the critical areas mentioned was the involvement of local business in any consultation. Residents felt it was important to involve local businesses (including self-employed individuals) and discuss how these changes would affect them.

- Harder-to-reach groups need to be recognised and included in the discussions, and there will be challenges in recognising and involving those residents. There were many suggestions on how to try and engage withe these groups, similar to those given in the Phase 1 discussion groups (see 2.3).

3.3 Recommendations

- Residents would like the Council to be more accessible to them. Particularly with respect to consultations – ideally, clear contact details (email and phone number) could be provided. There is a desire for more information and justification about transport plans and how they will affect people. Also, when these are implemented, schemes need to be widely publicised.

- Residents are keen to be part of the process of decision-making in their communities. They want to hear the plans, the rationale and evidence and to be able to give their thoughts. They also want to understand, when a decision has been made, what the rationale is that supports that decision or change. Residents need to feel they have a voice, and that it is being listened to.

- Residents would like to see plans and strategies presented for discussion at a much earlier stage.

Further details of the Phase 2 Discussion Groups research are provided in Appendix B.

4. Stage 4: Discussion Groups Phase 3 (stakeholder groups)

4.1 Background

In Phase 3 of the discussion group work to develop the Charter, discussions were undertaken with a range of representatives from stakeholder groups with which contact was made during Stage 1. From a list of eleven groups, six representatives were able to take part within the available time. The discussions focused primarily on how to best engage with residents across the borough about forthcoming transport projects.

4.2 Findings

- There was a desire for information and dialogue with the Council at a much earlier (planning concept) stage. Participants would like to have their say and genuinely help to contribute to plans and strategies; from the outset and throughout the period of consultation.
- In keeping with this, participants wanted more information about proposals to be provided: what the Council is trying to achieve; how it will go about it and when; and how the changes might affect residents and businesses. More information should also be provided about how and why decisions are made.
- Echoing Phase 1 and 2 discussion group findings, there was a sense from some that the Council is reluctant to have meaningful engagement; and that it will do what it wants, irrespective of consultation responses.
- Generally, participants lacked confidence in the 'local knowledge' of some Council officers, and felt that they were perhaps in a better place to make plans or suggestions. This underpinned the view that they had a valid voice to give input and suggestions.
- The effectiveness and involvement of local Councillors across the borough was considered patchy. Frustration arises when Councillors do not acknowledge or respond to contact from residents or groups.
- A mismatch was a perceived between the Council's green 'policies' and its practices.
- The need for clarity concerning the different responsibilities of the Council and Transport for London was raised.

4.3 Recommendations

- Participants would like the Council to be more accessible to residents, particularly with respect to consultations. Ideally, there should be clear contact points, an email and phone number. Information should be published in a range of different languages.
- There is a need for more information and justification about transport plans and how they will affect people; and for explanations of how and why decisions are made.
- It is important to involve local businesses and discuss how changes might affect them.
- Harder-to-reach groups need to be identified and included, using a range of communication channels and techniques.
- Public exhibitions and community gatherings were considered a good method to prompt engagement. Such events need to be widely publicised and incentivised (e.g. by being paired with Doctor Bike sessions, or through the provision of refreshments).
- The overriding desire from this group of participants was for earlier consultation to occur and for the dialogue to continue throughout the process to help shape it. Resident consultation needs to be widely publicised using more than one method of communication.
- Decisions should be clearly justified and widely published, with those that live, work and study within affected areas given plenty of notice of any forthcoming changes.

Further details of the Phase 3 Discussion Groups research are provided in Appendix C.

5. Stage 5: Let's Go Southall Outreach

5.1 Background

This stage of work arose from the finding in Stage 1 that respondents to the online questionnaire were not representative of the borough as a whole (see 1.2), and also from speaking with Let's Go Southall officers during Stage 1.

Let's Go Southall (LGS) is a local initiative to get people in Southall more physically active. Funded by Sport England and driven by Ealing Council, it has brought together local community groups, businesses, faith groups, charities, volunteers and a variety of service providers (including the NHS) to help people in Southall to get moving.

One of the most ethnically diverse towns in the UK, Southall has a real sense of community and a strong entrepreneurial spirit, and LGS is harnessing that passion and energy to help the community develop its own long-term solutions, and enable people to make lasting changes to their lifestyles through a local support network and meaningful, personal connections.

The LGS programme is not about simply providing new sports facilities or services. It's a co-designed approach that empowers Southall residents – through providing skills, knowledge and resources – to make a lasting change, based on local insight.

Accordingly, LGS was the ideal organisation to pioneer engagement about the Charter in a part of the borough that was badly under-represented by the Stage 1 questionnaire responses. LGS deployed its residents-based social movement to engage directly, on-street with Southall residents.

This involved two separate Saturday outreach events - on 25th June and 16th July 2022. Each events comprised two sessions in different parts of the town: a morning session (10am-1pm) at the Manor House/The Green; and an afternoon session (2-5pm) at Southall Square, on the Uxbridge Road next to the market and Lidl.

Both events were arranged around the existing programme of monthly 'Doctor Bike' session. They were publicised via various LGS Active Communities Team (ACT) channels (social media marketing in multiple languages, direct social media outreach, and word-of-mouth) and via the Council's main marketing and communications channels.

At each event, people were approached by members of the ACT and invited to fill in a version of the questionnaire used in the Stage 1 work, with the assistance of team members. People were also able to ask questions of the team, with the Council's consultants on hand to provide support on any technical issues. In the morning sessions, at the Manor House, there was also a Thought Board, where people were invited to put their comments in the form of Post-it notes.

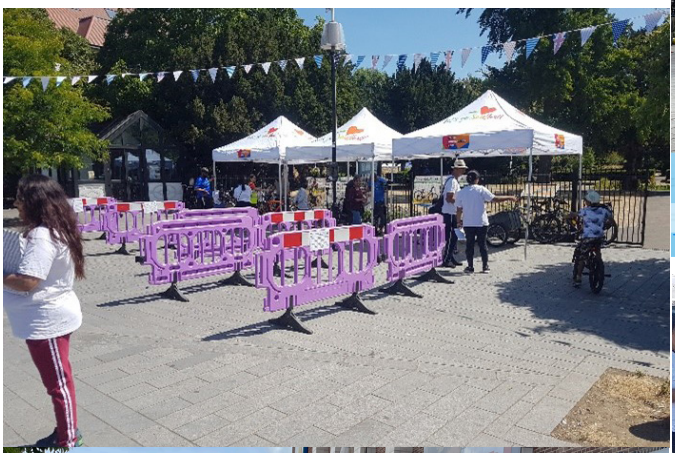
Over the two events, a total of 305 survey forms filled in. This compares with around 20 questionnaire responses received from Southall postcodes during Stage 1. In addition, 31 comments were posted on the Thought Board. Team members also made notes of other comments made by people they spoke to.

Samples of leaflets used in promoting the events are shown on the page opposite, along with some photos from the events themselves.

Let's go Southall
Active Communities Team
Ealing
www.ealing.gov.uk
TRAVEL IN EALING CHARTER
ASKING FOR YOUR INPUT ON HOW EALING COUNCIL ENGAGES SOUTHALL RESIDENTS ABOUT CHANGES
MANOR HOUSE, THE GREEN, 10AM-1PM
SOUTHALL SQUARE, (OUTSIDE MARKET) 2PM-5PM
SAT 25TH JUNE
SAT 16TH JULY
E-mail
letsgosouthall@ealing.gov.uk
Enquiries
07971 988910
@LetsGoSouthall
@GoSouthall

Active Communities Team
Let's go Southall
Ealing
www.ealing.gov.uk
SOUTHALL RESIDENTS ENGAGEMENT
TRAVEL IN EALING CHARTER
Take part! Have your say! #Bethemovement
SATURDAY 16TH JULY
We are asking for your input into how Ealing Council engages Southall residents for positive changes in the community
SCAN HERE
MORNING SESSION: 10AM-1PM
SOUTHALL MANOR HOUSE, THE GREEN, SOUTHALL, UB2 4BJ
AFTERNOON SESSION: 2PM-5PM
SOUTHALL SQUARE, OUTSIDE LIDL, 57-78 HIGH ST, SOUTHALL, UB1 3DB
Let's make the change!
07971 988910
activity@accteams.uk
@GoSouthall
@LetsGoSouthall

Active Communities Team
Let's go Southall
Ealing
www.ealing.gov.uk
સાઉથોલ નિવાસીઓની સંડોવણી
ઇલીંગ ચાર્ટરમાં મુસાફરી
ભાગ લેવા! તમારો અભિપ્રાય છે! # આંદોલનબનો
16 મી જુ લા ઈ શ નિ વા ર
સમુદાયમાં સકારાત્મક ફેરફારો માટે ઇલીંગ કાઉન્સિલ સાઉથોલના રહેવાસીઓને કેવી રીતે જોડે છે તે અંગે અમે તમારા અભિપ્રાય માટે પૂછી રહ્યા છીએ
અહીં સ્કેન કરો
MORNING SESSION: 10AM-1PM
SOUTHALL MANOR HOUSE, THE GREEN, SOUTHALL, UB2 4BJ
AFTERNOON SESSION: 2PM-5PM
SOUTHALL SQUARE, OUTSIDE LIDL, 57-78 HIGH ST, SOUTHALL, UB1 3DB
ચાલો ફેરફાર કરીએ!
07971 988910
activity@accteams.uk
@GoSouthall
@LetsGoSouthall



IDEAS WINDOW

5.2 Summary of Findings

Of all respondents, 151 (49.5%) gave an address in UB1 and 133 (43.5%) gave an address in UB2. The total number of respondents from UB1 and UB2 compares with just 22 responses from these postcodes in the Stage 1 online questionnaire research.

This underlines the importance of adapting engagement methods according to Ealing's different communities and geographies. It also points to the value of establishing and supporting groups like LGS, where local people are enabled and empowered to engage effectively with their neighbours, including in relevant languages.

In terms of self-reported ethnic background, the two largest groups by far were Asian (90, 29.5%) and Indian (78, 25.5%).

Asked whether they had previous experience of engaging with the Council, 236 people (77%) replied no and 60 (20%) replied yes. (9 did not answer.)

Asked if they would like the Council to ask or inform them about what it is doing or planning in Southall, 200 people (66%) replied yes and 57 (19%) no. (48 did not answer.)

Asked if they were interested in being asked or kept informed about transport projects, 167 people (55%) replied yes and 65 (21%) no. (73 did not answer.)

Asked if they or the group they represent would like to be kept informed of progress on the Travel in Ealing Charter, 181 people (50%) replied yes, and 67 (22%) no. (57 did not answer.)

11.5 I or the group I represent would welcome a follow up discussion around the Travel in Ealing Charter, 169 people (55%) replied yes, and 72 (24%) no. (64 did not answer.)

Asked "Do you feel the Council does enough for the residents living/working/studying in Southall?" 28% gave no answer, 40% said no or not really, 22% said yes, and 10% were non-committal.

However, asked "Do you feel today's experience of taking this step toward making a change was of any benefit?", around one-third of people gave a positive response and around a half did not answer. Of the remaining 15-20% of people, some answers were non-committal and some were negative. Those who were negative often cited a general mistrust of the Council as their reason.

People were also asked a similar set of questions to those in Stage 1 (Question 7), relating to engagement on projects of different scales. The answers given to these questions are presented in Table 2.

Three things are notable about these answers compared with those to the same questions in Stage 1 (see Table 1).

- There is comparatively little variation between the answers given for the three different project scales.
- The percentage of responses that were Neutral, for all questions, was appreciably greater: 30-33% in Stage 5, compared to 18-25% in Stage 1.
- The percentage of responses that were Disagree or Strongly Disagree was appreciably lower: 10-14% in Stage 5, compared with 15-25% in Stage 1.

Asked how they thought the Council could hear their own voice better, people suggested tools and techniques that were largely along the lines of those given by residents involved in Stages 2 and 3 (Phases 1 and 2 of the discussion group work - see 2.2 and 3.2).

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
For local schemes, the views of people from outside the local area are important.	32%	28%	30%	5%	5%
	60%			**10%**	
For area-wide schemes, the views of people from outside that area are important.	29%	27%	33%	5%	6%
	56%			**11%**	
For borough-wide schemes, the views of people from outside the borough are important.	29%	25%	33%	8%	6%
	54%			**14%**	

Table 2. Responses to questions about the importance of views of people from outside any given scheme area (figures may not always add up to 100 due to rounding)

6. Stage 6: Feedback on Draft Charter

6.1 Background

Following Stages 1-5 of the engagement work, a draft Travel in Ealing Charter was prepared by Council officers supported by its consultants (see Appendix C). The draft Charter set out the Council's commitments around working with local people, businesses and others to develop transport schemes in the future; and it was published for comment, so that the Council could obtain any further views on the commitments and proposed approaches that it encompasses.

Using the Give My View platform, people were able to complete a very short survey. Using an interactive map, respondents were also able to show the Council where in the borough they thought any form of travel improvements are needed, with descriptions. The questions in the survey, and the number of responses given to each, were as follows:

- Is there anything else we should consider when making decisions? (167)
- How do you find our approach to making decisions? (208)
- Is there anything else we should consider when seeking people's views? (189)
- What do you think about our approach to seeking people's views? (211)
- What do you think about our methods of providing information? (218)
- Are there any other methods we should use to provide information? (174)
- Are there any other commitments we should make? (279)
- Inclusive - how do you feel about our commitments? (248)
- Transparent - how do you feel about our commitments? (277)
- Open - how do you feel about our commitments? (309)
- Would you like to add anything else regarding our Travel in Ealing Charter? (195)

The period during which comments on the draft Charter could be made began on 19 August 2022 and ended on 20 October 2022.

6.2 Summary of Findings

Many of the comments received were about Council engagements in the past and about whether the respondent did or did not support specific schemes and initiatives (LTNs and the Climate Emergency in particular). As such, they augment the comments received in the previous stages on engagement reported in Chapter 1 to 5.

As regards comments received in relation to the Draft Charter, a summary of these is as follows.

Q1 - Is there anything else we should consider when making decisions?

The most common theme in answers were about the perceived lack of trust and honesty in Council decision making. Where people object or raise concerns about schemes, they feel that their views are "just dismissed". There were many comments on the theme of "listening", or that the Council was only listening to lobby groups (particularly cycling groups) only and not residents.

There were some requests or implied requests that scheme implementation should be put to a vote or referendum.

One specific concern raised was the quality of EqIAs (or EAAs)

Q2 - How do you find our approach to making decisions?

As with Q1, the most common theme in answers were about the perceived lack of trust and honesty in Council decision making, and listening to people's views. Also calls for decisions to be made on votes/referendum.

There were several comments questioning the Council's data or evidence and also questioning the transparency of the Council. Many thought decisions were made prior to consulting with the public. Having said this, there were calls for and agreement with an evidence based approach.

"Weighting" feedback was also specifically mentioned.

Q3 - Is there anything else we should consider when seeking people's views?

As with Q1, the most common theme in answers were about the perceived lack of trust and honesty in Council decision making, and listening to people's views. Also calls for decisions to be made on votes/referendum.

Specific comments on the Charter were:

- Review schemes after implementation
- There should be a "don't do anything" or at least listening to alternative options
- Not all people can respond on-line
- Need to reach outside the "affluent core" to get all views.
- Post results of consultations so people can see transparency.
- Stop wasting time on surveys and get on with delivery
- Concerns over mis-information (but also lack of trust in the Council's data)
- The travel charter should have a clearly defined set of rules to start off with
- Consultation should not be a box ticking exercise

Q4 - What do you think about our approach to seeking people's views?

As with Q1, the most common theme in answers were about the perceived lack of trust and honesty in Council decision making, and listening to people's views. Also calls for decisions to be made on votes/referendum.

Specific comments on the Charter were:

- Use local media more
- Feedback should be a yes/no
- Don't just use Twitter to communicate
- Verify that people responding are residents not from pressure groups
- Concerns about the use of the word "as appropriate" – who decides what this means?
- Avoid bias in the wording on forms and questionnaires
- Need for continuous and independent audit
- Use of different languages

Q5 -What do you think about our methods of providing information?

As with Q1, the most common theme in answers were about the perceived lack of trust and honesty in Council decision making, and listening to people's views.

Specific comments on the Charter were:

- Use a variety of consultation methods
- Consultation should not be a box ticking exercise
- Update Council website more frequently
- Lots of pop up events/meet the residents

Q6 - Are there any other methods we should use to provide information?

Suggestions were:

- Billboards
- Direct emails
- Leaflets/letters/newsletter
- Door to door
- Community groups (mentions for elderly, mobility impaired, schools/children, women)
- Live presentations/meetings/ward forums
- Local media
- Better website
- Social media
- Not all people can respond on-line

Q7 - Are there any other commitments we should make?

As with, the most common theme in answers were about the perceived lack of trust and honesty in Council decision making, and listening to people's views.

- Use plain English not jargon
- Community Groups -specific mentions for elderly, mobility impaired, schools/children/ women's groups
- Not all people can respond on-line
- Paper consultations (for and against)
- I don't like the wording " some or all"
- Street notices (for and against)
- Public information noticeboards
- Live presentations/meetings/ward forums
- No mention of "residents"
- Do not consult on the obvious
- Social media (for and against)

Q8 - Inclusive - how do you feel about our commitments?

As with Q1, the most common theme in answers were about the perceived lack of trust and honesty in Council decision making, and listening to people's views.

- Face to face/door to door meetings required
- Meet with disabled and elderly groups
- Not all people can respond on-line
- Residents should have most say
- Seeking the views of children and young people is admirable, but it is the adults who need to have their views sought and heeded first and foremost

Q9 - Transparent - how do you feel about our commitments?

As with Q1, the most common theme in answers were about the perceived lack of trust and honesty in Council decision making, and listening to people's views.

Specific comments on the Charter were:

- Not all people can respond on-line
- Avoid using referendums

Q 10 - How do you feel about our commitments?

A number of comments stated that the Council had not been open, transparent, and inclusive as outlined in the commitments, primarily about the LTNs.

A number of responses highlighted that the Council needs to work hard to obtain responses that are representative of all residents – especially for environmental schemes that some perceive as 'anti-car'. The Council needs to be open and firm about its position on these commitments.

In the same vein, the Council was urged to recognise that, people are more likely to voluntarily engage when they don't like something, than when they do. Seeking truly representatives views is therefore vital, especially on key issues relating to commitments made in manifestos and in duly adopted policies.

Specific comments were:

- Want more information on how Ealing will deliver on commitments
- Consultations needs to be followed by action, especially for schemes that are beneficial for the environment and the community.
- Important to be clear why you are doing something - e.g. is it due to a national policy or for emissions targets
- Evidence based decision making
- Need to be firmer with measures regarding the climate crisis when engaging with residents

Q 11 - Would you like to add anything else regarding our Travel in Ealing Charter?

- Acknowledge those with mobility issues who do need to travel by car
- 'Build it and they will come' - would like to see more action
- Focus on better connected cycle infrastructure
- Ensure the TIE Charter supports the needs of low-income groups, children, residents with disabilities
- Prioritise active travel and the climate emergency
- Need for safer streets and to encourage walking

An brief overview of the characteristics of the people responding to the Give My View survey is provided on the panel opposite. As was the case with the Stage 1 online questionnaire (see Chapter 1), it can be seen that the geography of the respondents was heavily skewed, with 80% of respondents giving their location as either Ealing or Hanwell. This tends to underline the limited reach of online engagement tools, in terms of the extent to which they engage people from different geographies and communities within the borough.

Travel In Ealing Charter

Give My View Qualitative Executive Summary

01.08 - 01.11.2022

4,658 Votes

726 Voters

3,146 Written feedback

1,006 Annotations

Voter Devices

65% Mobile

21% Desktop

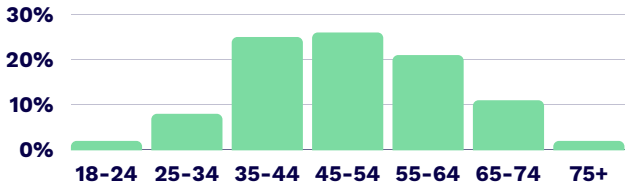
4% Tablet

Voter Locations

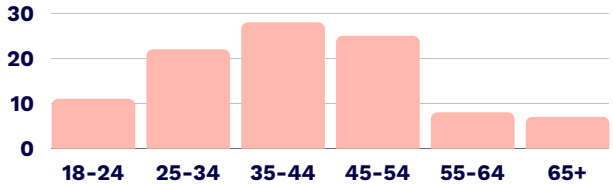
Ealing	Hanwell	Acton	All areas	Southall
68%	12%	5%	5%	4%

Northolt	Perivale	Greenford	None of these	Park Royal
2%	4%	1%	1%	.1%

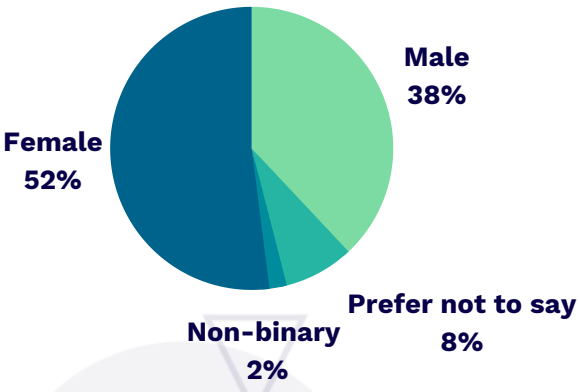
Voter age from Demographics



Voter age from Google Analytics & start of survey



Voter gender from Demographics



7. Summary and Next Steps

7.1 Summary

Together, the different stages of engagement that have been undertaken in developing the Travel in Ealing Charter have revealed the following keys issues that need to be addressed in relation to future engagement on transport and related projects and initiatives in the borough. These findings are also likely to be relevant to the Council's approach to engagement on a wide range of other topics, in keeping with its commitment to being open, transparent and inclusive.

- People generally want to be part of the process: to understand the rationale and evidence for proposals; to be informed about anticipated pros and cons; to be able to have their say; to be sure that they have been heard; and to have the basis for decisions publicised and explained to them.
- People would also like to see plans and strategies presented for discussion at a much earlier stage than currently, so that specific proposals for change do not seem to come 'out of the blue'.
- There is some distrust of the Council's motives in pursuing some actions, much of it generated by the controversy over LTNs. This points to the need for greater transparency throughout the process.
- There is concern that the Council often just pays lip service to the process of engagement; that the outcomes are pre-determined. This points to the need for clarity around relevant manifesto commitments, adopted polices, and other formally agreed corporate decisions (such as the declaration of a Climate Emergency).
- It also points to the need for the Council to be clear from the outset about how people's views can influence decision-making. For example, are people only being asked about the 'How?' of a proposal, but not the 'If?'
- Some people felt the Council should actively promote schemes, making clearer the need for change in travel patterns arising from its policies and priorities, but doing so in ways that recognise challenges for many.
- Participants were generally keen to stress that they have local knowledge that might be very valuable to Council officers, if only they were asked to provide it.
- Participants want any research related to proposals to be reliable, independent and representative, especially in relation to the views that people have about proposals. It is important not to rely just on the voices of those who choose to get engaged.
- A range of engagement methods needs to be used, to ensure that all parts of the community are able to participate. Particular efforts should be made to ensure representation of harder-to-reach groups and other seldom-heard voices. The outcomes of the Stage 1 work shows that online tools alone do not have sufficient reach. This may mean establishing and supporting local groups - like Let's Go Southall - to work in those parts of the borough where representative views are hard to obtain using conventional methods.
- Public exhibitions and community gatherings were considered a good method to prompt engagement. Such events need to be widely publicised and incentivised (e.g. by being paired with Doctor Bike sessions, or through the provision of refreshments).
- The geographical scope of any engagement exercise should be clearly defined and justified. If greater or lesser weighting is to be given to the views of people from different areas, the rationale and process for this should also be clearly explained.
- People generally want the Council to be more accessible to them. There should be clear contact points, including an email address and a phone number (since many people do not use email). People want to know that their messages have been received and will receive a response. As appropriate for each proposal, information should be published in a range of different languages.

- Businesses need to be effectively engaged about transport proposals that might affect them. Several respondents asserted the negative consequences on businesses of previous decisions, based on anecdote, and this points to the benefits of working closely with businesses in obtaining robust evidence.

7.2 Next Steps

The Draft Travel in Ealing Charter will be updated in the light of comments received to date, and then published.

All people who indicated that they would like to be kept informed of progress with the Charter will be contacted directly.

The Charter is considered a working document that will be kept under review and updated from time to time in the light of experience and comments received.

A Code of Practice providing guidance to Council officers in ensuring Charter commitments are met will be published and adopted.

The Council will consider the need for additional staff and other support to address the resource implications of the new approach to engagement set out in the Charter.

APPENDIX A

Detailed Report on Stages 2 and 3

(Discussion Groups Phases 1 & 2)

TRAVEL IN EALING CHARTER – QUALITATIVE RESEARCH AMONGST RESIDENTS

PREPARED BY LAKE MARKET RESEARCH

"This report complies to ISO 20252 and any other relevant codes of conduct."

Lake Market Research | www.lake-research.com | 01622 357060

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1.0 EXECUTIVE SUMMARY

- Ealing Council have committed to the creation of a travel charter for the Borough. As part of the preparation for this charter, travel consultants were appointed and undertook a first stage review of opinion amongst Ealing residents, issuing a questionnaire via Ealing Council's consultation directory, asking for views and whether there was any interest expressed in taking part in further discussions.

PHASE ONE

- Phase one focused on the process of talking to these residents to explore attitudes towards when and how the council should approach engagement with residents around future travel and mobility projects.
- Lake Market Research were commissioned to undertake the research with the residents who had expressed an interest in taking part in discussion groups and completed the initial online questionnaire. Lake contacted 355 residents with options for daytime and evening online discussion groups taking place during the week and Saturdays. Those who responded were booked into one of eight online focus group sessions (87 residents). 65 residents in total attended the sessions.
- It is important to stress that all residents that took part in these first stage sessions were self-selecting in nature and recruited via online survey responses. They were not recruited independently by Lake Market Research.

PHASE TWO

- Phase two focused on the process of talking to randomly recruited residents on the same topics as phase one - exploring attitudes towards when and how the council should approach engagement with residents around future travel and mobility projects.
- Respondents were independently and randomly recruited across the borough to take part. The recruitment process strived to ensure that we had a mix of demographics that reflected the general demographic of the borough. Residents were asked a series of 'filter' questions to ensure suitability and then asked to attend one of the four sessions (two were held online and two were held face to face). Twenty four residents took part in total.

SUMMARY OF FINDINGS – PHASE 1 SELF SELECTING RESPONDENTS

IT IS IMPORTANT TO NOTE THAT THE FOLLOWING REPORT IS BASED ON COLLECTED VIEWS AND OPINIONS OF RESIDENTS IN THE BOROUGH OF EALING.

- A number of residents were aware of the term 'Travel in Ealing Charter.' Some felt that it was likely to be a set of principles that the council were going to adhere to; others saw it as a promise by the council; or a commitment to being kinder to the environment through travel. There were some residents that felt this charter was the councils attempt to 'claw back' favour following the LTN's that had been introduced (and some subsequently removed), and the ensuing repercussions that followed.
- Understanding of the actual term 'active travel' was fairly widespread, with the most cited response describing the scheme as 'getting to places under your own steam.' A number of residents were of the opinion that this scheme was solely concerned with

getting cars off the roads in their entirety and/or that the scheme was to solely to promote cycling and the use of cycles around the borough. Concern was also raised surrounding whether active travel actually covered methods of transport such as electric scooters and whether public transport was a part of the scheme. If so; residents felt that public transport needed to be promoted as being part of the scheme to a much wider extent.

- Views on the level of consultation required for smaller local transport projects / schemes was mixed; of the three project sizes tested (small, medium and large) this smaller type of project appeared to have more of a general consensus. Many residents believed that those directly affected should get their say (and this should largely be done via door knocking to canvass opinion). Others felt that the residents in the streets directly affected should be consulted as well as the residents who will deal with the 'fallout' of the scheme. A few residents also suggested consulting school catchment areas where transport projects were being proposed. A minority of residents were also firm in their opinion that the council had been elected on the basis of their plans and policies and as a result, residents should 'let the council get on with it.'
- Taking the medium sized projects, the neighbourhood/larger area-wide schemes; views on the level of consultation required for were highly polarised, with a few residents feeling that there was less of a reason to consult in this instance, and that people should trust the council to 'get on with it.' Other residents felt that the whole neighbourhood affected should be able to have their say, i.e. consult the neighbourhoods/residents most affected by the proposals and speak to those most affected by any changes. Points were also made about consulting everyone who 'USES' the borough and not just the people that live there. Hounslow Council were used as an example, where consultations are publicised widely, and the council asks anyone who *lives/works or studies* in the borough to get involved and have their say.
- For borough wide schemes (large), views on the level of consultation required were again, very mixed, without consensus. Again, some residents felt that the whole borough should have the opportunity to have their say, while others were firmer that that the council should decide borough wide projects without consultation. Many residents mentioned that Ward Councillors (if active in their Ward) could become actively involved and 'take the temperature' of residents, with many feeling that they were the proper conduit for consultation at a larger level (as historically this has always been the case in some areas).
- There was a desire for earlier public consultation at strategy/planning stages to be made aware earlier of the council plans so residents could be involved and have their say and know that the council had heard their voice. Residents suggested Ealing should actively publicise what they are trying to achieve, how they will go about it and when this might happen. Further comments were made about widely publicising rationale *behind* schemes or projects and provide further feedback for residents regarding *why* certain decisions had been taken. A number of residents also discussed the need to engage with the younger residents of the borough at school or college.
- The research highlighted a sense of distrust from many residents towards Ealing Council. There was concern that the council have their own agenda and are paying 'lip service' to consultations. Some residents feel that their voice simply isn't being heard. There is a strong sense that residents are unable to have their say and be listened to.

- Some residents felt that decisions made have been impractical and made without consultation. As a result, there was a strong desire to see more detailed transport analysis of how roads are used and by whom. By modelling 'cause and effect' of traffic changes, and making this available, the thinking was that this could help with specific areas requiring consultation. Simply, residents wanted more detail to support a consultation and requested honest and transparent data and well-sourced robust background information that they could reference.
- Residents felt Ealing Council should ideally take a very proactive approach to making residents aware of consultations in the borough, through widespread promotion and communication. Residents would like the council to share the big ideas and plans and the big picture goals.
- Residents proposed many ideas for consultation but did stress that a raft of measures should be used concurrently and some of these included; borough wide exhibitions / pop ups with knowledgeable staff, door knocking in key areas, street presence, attending local events, more online discussions in groups, letters, e mails, magazines, ward councillor surgeries.

SUMMARY OF FINDINGS – PHASE 2 RANDOMLY RECRUITED RESPONDENTS

- Awareness of the term 'Travel in Ealing Charter' was nil. Understanding of the term 'active travel' was also very low, even with some of the residents being involved in local 'active' groups run by the council (i.e. Southall Active), they still had not made the connection between that and Ealing's drive towards 'Active Travel.'
- Views on the level of consultation required for transport projects / schemes showed an interesting trend. There was a lot of consensus regarding consultation for the smaller local types of transport project, where many residents felt that those in the roads affected (and those roads *likely* to be affected) should be consulted. There was a small proportion of residents that did feel everyone in the Borough should be consulted though.
- Views about who should be consulted for both the medium sized projects (neighbourhoods) and also the borough wide schemes (large), were fairly similar, with many of them feeling that everyone should be consulted. Many points were made about not just consulting residents in the area, but also businesses too as many had seen them seriously affected following recent transport changes. Other points were made regarding the council having a greater understanding of who uses and passes through the borough to get from A to B as changes may also affect them; hence the point that future consultation needs to be wide and include people that *live/work or study* in the borough.
- Effectiveness and involvement of local councillors across the borough was very patchy. Some residents felt that their local councillor was effective (particularly if they were involved in their community), while other ward councillors were rarely seen or heard from.
- Consistent with the first phase of the research, there was a desire for initial information or public consultation and information to be provided at a much earlier stage in plans, so that residents could be involved and have their say and know that the council had heard their voice, throughout the whole process . Residents suggested that they '*really knew'* the borough and were perhaps in a better place than some of the officers to make

plans or suggestions and as a result felt they had a valid voice to give input and suggestions.

- Residents felt that the council should actively publicise what they are trying to achieve, how they will go about it and when this might happen; people want to know *"How will this affect me? How will this affect the borough? Will it improve my borough?"* Further comments were made about widely publicising rationale *behind* schemes or projects and provide further feedback for residents regarding *why* certain decisions had been taken. Consistent with phase one of the research, a number of residents also discussed the need to engage with younger residents of the borough at school or college.
- Echoing phase one of the research, there is concern that Ealing Council are paying 'lip service' to consultations. Residents feel unable to have their say and that their voice is not important.
- Residents stressed categorically that a raft of measures should be used concurrently in any future engagement or consultation and some of these included; borough wide exhibitions / pop ups with knowledgeable staff, door knocking in key areas, street presence, attending local events, community groups, keep fit groups, more online discussions in groups, letters, e mails, magazines, ward councillor surgeries.

2.0 PHASE 1 - SELF SELECTING RESPONDENTS

2.1 INTRODUCTION & METHODOLOGY

Ealing Council have committed to the creation of a travel charter for the Borough. As part of the preparation for this charter, travel consultants were appointed and undertook a first stage review of opinion amongst residents, issuing a questionnaire via Ealing Council's consultation directory, asking for views and whether there was any interest expressed in taking part in further discussions.

This research focuses on the process of talking to these residents to explore attitudes towards when and how the council should approach engagement with residents around future travel and mobility projects. Lake Market Research were commissioned to undertake the research with the residents who had expressed an interest in taking part in discussion groups and completed the initial online questionnaire.

Lake contacted 355 residents with options for daytime and evening online discussion groups taking place during the week and Saturdays. Those who responded were booked into one of eight online focus group sessions (87 residents). 65 residents in total attended the sessions.

It is important to stress that all residents that took part in these first stage sessions were self-selecting in nature and recruited via online survey responses. They were not recruited independently by Lake Market Research.

It is also important to note that were a number of respondents did not feel comfortable expressing their views in a group environment. In some instances, emotions ran high and previous experience in the borough has left many residents being uncomfortable about giving their view due to vitriolic backlashes against some individuals over social media. Therefore, at their request, we have interviewed a number of individuals in a one to one setting using the same discussion guide and their responses have been included in the findings in this report.

Sampling limitations.

Before we summarise the results of this part of the research Lake Market Research feel it is important to outline the limitations of this research approach. Due to the nature of recruitment process, the groups are not considered to be a representative sample of the residents of Ealing Borough, although we did see some consistency of responses as the groups progressed with attitudes and opinions. Because of the nature of this recruitment, Lake Market Research are separately recruiting for further groups for phase two and are doing their utmost to ensure a greater spread of demographic within the tight parameters of the project budget and timeframe.

2.2 TRAVEL CHARTER – BACKGROUND.

In due course, the Council plan to bring forward a wide range of different transport proposals on which it will want to engage with local people. These will range from a single cycle hangar through to larger schemes to borough-wide initiatives, including the Council's over-arching Transport Strategy. Different forms of engagement will be appropriate for proposals of different character and scale. It is anticipated that the Charter will be shaped roughly considering the issues of **who** is consulted with various transport projects, **how** they are consulted and **where** they are consulted.

3.0 MAIN FINDINGS - PHASE 1 - SELF SELECTING RESPONDENTS

IT IS IMPORTANT TO NOTE THAT THE FOLLOWING REPORT IS BASED ON COLLECTED VIEWS AND OPINIONS OF RESIDENTS IN THE BOROUGH OF EALING.

3.1 METHOD

Residents who expressed an interest in taking part were given a series of options for daytime and evening online discussion groups taking place during the week and Saturdays. This was to ensure that we made the discussion as accessible as possible for interested residents. The focus groups were on average 90 minutes in duration.

3.2 DISCUSSION GUIDE

The discussion guide was created by Lake Market Research and approved by Ealing Council. The same discussion guide was used throughout the groups to ensure consistency and was also used to form the basis of the discussions for the individual interviews. This ensured that all discussions followed the same logical process and all residents heard the same introduction. The discussion guide was split into three clear sections: with the first being a warm-up section, and the final two sections investigating specific views towards consultation and then views and thoughts towards how to engage and consult residents for future transport projects.

The following report is split into sections and includes the following;

- Views and attitudes on Travel in Ealing Charter and Active Travel (warm up)
- Views and attitudes on level of consultation for transport projects (local/small/medium and large)
- Key considerations arising from these discussions
- Suggestions for consultation
- Recommendations from the research

3.3 VIEWS AND ATTITUDES ON TRAVEL IN EALING CHARTER AND ACTIVE TRAVEL

3.3.1 Travel in Ealing Charter

A number of residents were aware of the 'Travel in Ealing Charter.' Some felt that it was likely to be a set of principles that the council were going to adhere to; others saw it as a promise by the council; and others felt it was a commitment to being kinder to the environment through travel. A few saw it as a 'framework of agreement' that set out the commitment to decisions taken by the council (under active travel) and that this would result in action; namely promote the need to move away from fuels, cars, pollution etc.

"I guess my understanding of it is that it's just a set of documents or statement or some like something that all Ealing travel planning should in some way feed into some like set of principles."

"I think it should be a set of principles that the council follows and, but that they consult on those on those principles. Consult widely."

"It's about reducing pollution, carbon emissions, the biggest challenge of our lifetime, to address helping people get activity and you know, be more active in their lives. And helping connect communities I think."

"Perhaps, encouraging people to think, to develop their ideas about travel around the borough, so they don't just jump in their car and think that's the way to, get around."

There were some residents that felt the charter was the councils attempt to 'claw back' favour following the LTN's that had been introduced (and some subsequently removed), and the ensuing repercussions that followed.

"I have a relatively negative opinion of how this was all dealt with previously. I'm hoping that it is an opportunity to right those wrongs and engage properly."

"I suppose I'm relatively cynical, for me Ealing Council's travel charter, is what appears to me a way for them to implement whatever they're wanting to implement and using a guise of research and consultation within a certain way that allows them to implement whatever they want to implement anyway, because despite all I feel, and despite all the history regarding LTN's, they are still continuing now to implement what they want."

"It used to be called the active travel in Ealing charter. So, I'm rather pleased to see that word dropped. If we can achieve one thing out of all this is that we can banish the term 'active travel' forever...It's become poisoned, because it doesn't mean what it says. It's just a ruse, by the cycling lobby, to get people to be in favour of walking, cycling or active travel. And then it's used as a lever to justify cycle schemes that nobody wants."

"I would hope that it gives the opportunity for diverse voices to come across, and not just the very loudest ones, because there are people who don't necessarily have the time to make these comments. But their views are just as important as those who make them loudly."

3.3.2 Active Travel

Understanding of the actual term 'active travel' was fairly widespread, with the most cited response to describe the scheme as being '*getting to places under your own steam*.' Many respondents (with a few exceptions) were strongly in favour of 'active travel,' as they felt the scheme made people healthier, encouraged 'being active,' reduced pollution by cars and made the streets and roads safer for people.

"So active travel is referring to any way to reduce the impact of pollution fundamentally, and making travelling around our community, less negatively impactful on humans being able to move around the area. So, it's about encouraging people to cycle or walk. Slightly controversial, but electric cars, electric bikes. That's how I understand it."

"It's getting around the area using your own energy to move around rather than fossil fuels or electricity that's generated through fossil fuels and things like that. And for a number of good reasons like tackling the obesity, epidemic, tackling pollution, tackling climate change, there are plenty of good reasons why for any journeys, where it's straightforward to either walk or cycle, then they should walk or cycle. And sometimes people include the scooters in that; I like E scooters in the sense that they're a low carbon way of moving around, they're not technically active, but more active than sitting in a car."

"I think it means anything that doesn't involve motorised transport. But it could be whittled down more to walking or cycling. I don't think that it necessarily excludes public transportation."

Some residents were of the opinion that active travel was solely concerned with getting cars off the roads in their entirety and/or that the scheme was to solely to promote cycling and the use of cycles around the borough.

"The problem with this kind of active travel charter is the fact that it seems to be very focused on one particular side, and everyone who's a car driver is a bad person and everybody should be cycling. It's just so much more nuanced than that. There's no simple one right answer to any of this. It's a lot of everybody thinking about how they live their lives, how they can change them in small ways. There's so much hatred between the car drivers and the cyclists. It's really toxic."

"It seems to be anti-car. Cars, vans, buses, they're all part of travel and essential part of travel. And if you look at something like Uxbridge Road, obviously, it's a big thoroughfare. You will need the buses, you need cars, because people and vans are part of the economy. Now all we ever talk about when we have these sort of meetings is how to stop cars, whether it's by LTN's, putting up anti-car barriers or whatever. It seems to me that it's not an integrative policy of saying, how can we integrate car travel, public transport, cycle, travel, and so on and so forth? It's just it's all cars are bad and all cycles are great. You're never going to integrate the travel policy if this is your entry point."

There were a number of points made about the actual term 'active' and how some residents felt this was or could be construed as 'excluding' some individuals specifically, such as the elderly and those less able, i.e., with mobility issues; or others who may be vulnerable and suffer from the lack the ability to be 'active'. Some residents even called for an 'inactive' travel policy. A few residents suggested using a different term from 'active' to ensure inclusivity.

"I don't like the word active because I think it seems to imply that the council has pointed us down a particular road, which we may not want to go to. We've heard different opinions already. So, I think just the word travel policy is enough."

"One thing that hasn't been mentioned, like adaptability or all ability bicycles or cycles? There are quite a lot of restrictions on cycle routes, like parks and things in Ealing that are a bit narrow for them. Some disabled people can't drive for instance, I know a friend of mine is epileptic, he can't drive, but he can cycle. And some people who have trouble walking can actually cycle so tricycles and recumbent cycles and all sorts. That could be something that is encouraged more, and all the facilities improved for because they're not great at the moment."

"I don't like pigeon holing active travel, because people say, oh, it's cycling, but it's not cycling. It's walking. It could be the buses. It could be lots of things. We don't say inactive travel. You don't have an inactive travel charter. So why are we pigeon holing one and not the other?"

"Obviously, it's to encourage walking and cycling. And, you know, getting people to not take short journeys…But the main thing is that not everyone can do the act of travel. I think it's just being aware that there's quite a few people who can't cycle and have difficulty walking. The pavements here are just so bad. I walk to work every day, in Ealing Broadway, and I'm fine. But I would imagine if you're an older person, it would be quite difficult. So, I totally agree that we should try and avoid short car journeys and that's what the whole act of travel encouragement is about."

“My wife is disabled; she uses an electric wheelchair so, the term active travel, kind of doesn't really include her as such. Because of her condition, she's not really able to be active. So, the term itself? Well, she said, it's just a word, it's just the term, it doesn't really include people who, because of maybe a physical condition or something like that, just really can't have that level of activity.”

Concern was also raised surrounding whether active travel actually covered methods of transport such as electric scooters and whether public transport was a part of the scheme. If so; the view was that public transport needed to be promoted much more widely as being part of the scheme.

“It feels like it's walking and cycling, well, cycling really, and then walking is tagged along with it. What we really need to do is look at different forms of travel that is beyond just walking and cycling. So, I think public transport is a real key point here. We need to make sure that we keep public transport and grow public transport, because I think that's the way ultimately, how we're going to move away from individual cars. So public transport alongside walking and cycling. Walking, definitely, in our small area, is something that you can do. But if we're talking about Ealing, and that's fine, and you're going to the centre of Ealing, but any further distance than walking is harder. And then public transport is needed.”

Some residents made the observation that council practices appeared at slight odds with the published message for active travel. Firstly, in the sense of a lack of a cohesive approach to cycle routes, with an example being one of the cycle routes through a park emerges directly onto a busy road with no cycle lanes, making this highly unsafe. There were also many comments that many cycle paths aren’t fit to carry wider bikes, wheelchairs or mobility scooters or cargo bikes etc. This dissuades many people from use. Other issues were cited as the need to improve the condition of cycle lanes and pavements (potholes/poor repair etc) and there was general consensus that for at least 6 months of the year it’s difficult to walk or cycle because of poor condition of roads and pavements and poor streetlighting.

“I think most residents would be very happy to do more walking, but the comments already been made around the paving. The paving is shocking. With parking on the pavement as well, it absolutely contributes to the problem.”

"There's a street by me that if you have a wheelchair, you have to you have to use it in the road because the pavement is so bad. I volunteer for Age UK, and there are organisations that represent and know thoroughly the people that are representing. So identifying and making sure that those are consulted, bearing in mind that there's a lot of poorly paid, overstretched, people working for these organisations. So you need to keep trying and engaging these organisations and making disseminate things to their members."

“Currently in Ealing, the roads are just not pleasant to walk and cycle around and it's because of congestion and it's because some of the pavements are in bad condition. But mainly cycling is unpleasant in Ealing, walking is unpleasant in Ealing. Because there are an awful lot of cars in the way all the time.”

3.4 LEVELS OF CONSULTATION FOR FUTURE TRANSPORT PROJECTS

Residents were informed that Ealing Council was keen to explore how and when they could talk to or involve residents about future transport projects in the area. The focus of the research was to try and explore the level of involvement that residents thought they should have about different types of projects. The session focused on three examples (small, medium and large) transport schemes and residents were then asked their views about the LEVEL of involvement they feel should happen for each of these projects.

3.4.1 Smaller local transport schemes

These were introduced as smaller local transport schemes covering one or a few streets. Specific examples of this were used such as; a controlled parking zone where parking is only allowed on certain parts of the road for a limited time unless you have a permit, or a school street with a temporary restriction on motorised traffic at school drop-off and pick-up times).

Views on the level of consultation for smaller local schemes were mixed, but of the three project sizes tested (small, medium and large) this size project appeared to have more of a general consensus on who should be consulted.

Some residents were firm in their view that the residents directly affected should get their say (and this should largely be done via door knocking to canvass opinion). Others felt that the residents in the streets directly affected should be consulted as well as the residents who will deal with the 'fallout' of the scheme; for example, if a CPZ is introduced then this could perhaps 'push' the traffic out further and these residents should also be consulted. With this in mind, the view was that the residents directly affected should have significantly more 'weight' than others, i.e., those directly affected have the greater weight of opinion.

"The thing that I would say is, if you're doing things locally, it needs to involve that handful of streets…It also needs to take into account not just those two streets, but anyone that might be impacted by them, like boundary roads, things like that, that are going to take on over spills. Those are the things that really need to be thought about and accounted for."

"I think the views of maybe people in that road will be very different from somebody three roads away, or very different from somebody at the edge of the borough that might go down that road to get to work…I think a multi-layer consultation is helpful not just to extract the views from the people in the road, but what the wider view within from people within the borough."

"I think primarily, you'd have to consult the actual residents in the area, because they're the ones whose day to day lives are affected. I can see an argument though, then, that you have a wider community who might have an interest in it. So, if you took the school drop off approach. If you lived in a street that was congested at nine o'clock every day, because of people dropping off by car, they certainly should be consulted. And I can see that the people driving in would be disadvantaged. So morally, you might say, there's a reciprocity here and you should ask them about it as well. But I think it should be the actual local residents that have the overriding vote and should be more heavily weighted?"

A few residents suggested consulting school catchment areas where transport projects were being proposed if these measures would seriously affect school drop off and pick up.

"Because what you do in the centre has an impact, as we know, on the roads that are connected to that. If it involved a school, maybe it should be the parents of the children. So, the catchment area, I guess, is the key - the catchment area for the school."

A minority of residents were also firm in their opinion that the council had been elected on the basis of their plans and policies and as a result, residents should 'let the council get on with it.'

"I have a slightly different opinion. We can't go out to everyone. We can't make everyone happy. I think the Council in a way have to stop consulting on everything. It's black and white for me, but they have to start getting on with it in a way."

"I think on local schemes like that, local people should be informed about them and have some form of consultation, but generally, I think that the council should just get on with it. They've been elected to do certain things. They've been elected on a mandate that supports active travel so they should they get on with it."

Other residents also mentioned that care needed to be taken to avoid the consultation being hijacked/interfered with by 'lobby groups/vested interest groups' who weren't residents at all.

"Some of it has been toxic. It's mind boggling. When the LTN arrived it unleashed this sort of tidal wave of hatred {to anyone that had a different opinion to them} . It was absolutely shocking, nobody expected it…. And some of them weren't even residents."

Points were raised about the need for better 'traffic modelling' of the affected areas so that consultation could be targeted better to those that would be affected. Residents felt that this approach could assist in outlining which areas are more likely to be affected which may enable earlier 'buy in' to schemes or projects at the fledgling stage.

"We need more analysis of journeys to be able to assess who would be most affected. ..You've got to find out who's using those streets that are affected by that project. There just isn't enough of that happening."

"I don't get the impression that there is any traffic analysis, there isn't the actual research. I would just like to know whether the research is based on anybody in the council or actually walking up and down the streets where they introduced these schemes, because it honestly looks as if people don't understand what the roads are, like if they hadn't driven up them themselves. And they can't quite visualise what the impact of these things will be."

"*But there does need to be a lot more sort of across the board planning rather than just the highways team... Let's figure out some of the bigger issues. How do we get safely from one point to another point? I don't think the highways team really have an understanding of the traffic flow within the borough. And when they change one thing, how does that change? You know, the traffic flow? Do you know do people from Hillingdon who travelled through Ealing to get into Hammersmith? Do they only use main roads or back roads? I don't think anyone really knows."*

There was an element of frustration from residents who believed that the council were not listening to the results of consultations, even when the results were in the majority against whatever measures were proposed.

"I don't think there is such a thing as a local scheme. And I think if you've got a particular road, or parking, then by definition, because Ealing is so crowded, it's going to affect what's happening next door. So, I think the council kid themselves when they just do a local consultation, because it's not true. It always affects the surrounding area. Second thing is a more generic thing and I'm going to try and not get emotional about this. But it's quite clear to me that when Ealing come out and do consultations, frankly, they've decided the answer in advance…. the first thing is they have to start to convince us that they're going to listen to what we say. Because if they don't convince us of that, people are just not gonna get involved."

"We do have consultations on all these things. But the problem is the council ignores the result. The continual problem is that the council just will not listen. So, what you're talking about with how should you organise a consultation? I think it's pointless unless the council proves that it's changed. And then it is actually going to listen to simple democratic results."

"I would say the council comes over as being very undemocratic. I think they've made their minds up and they can do what they want to do whether people want to want it or not. I think what anybody wants, or thinks has got very little to actually do with it."

3.4.2 Neighbourhood/larger area-wide schemes

Views were highly polarised, with a few more residents feeling that there was less of a reason to consult on the wider projects, and that people should trust the council to do it, with some feeling that there are too many people to consult on a project of this size.

"There's what 350,000 people that live in the borough, you know, not everybody is going to have an opinion about a transport project two roads down from my house, for example. You know, so no point pulling everybody in all the time. I think at some point, people are just going to have consultation fatigue and just stop responding, because they're not that interested."

"I think the consultation is the election. The council puts forward a manifesto, and then we all have a vote and say, yes, we like your policies. I still don't want to be consulted about every single thing all the time, I just want to vote for them. And then they go away and do it."

"On a ward level, you have local councillors, we've got some good ones, and they come knocking on doors, and they talk to you, and they sort of know how people feel. So, I think individual streets where there's a problem is probably worth asking people, but broadly, I think they should just have elections, and then decide morally, what they ought to be doing and have, have an argument, or have some material justify it if they need it afterwards, they could make more use of their local councillors who know those Ward areas and can talk to people. Rather than having a common place, or a Survey Monkey or some big survey. I think it's sort of more reliable, if they're using their local councillors to talk to people in the ward."

"I think it depends on the scheme, but the larger the scheme the less of a reason to consult."

Other residents felt that the whole neighbourhood affected should be able to have their say; effectively consulting the entire neighbourhoods/residents most affected by the proposals.

"There's lots of comments to talk to the people that are affected, which makes it a bit of woolly principle, you know, so, and I just wonder, does it need to be something a bit more prescriptive with regard to who we will consult? Perhaps a representative sample of that area. For this principle, we will do this. But, you know, I'm just trying to flesh out this concept of the biggest principle should be that they should listen to the consultations. And how can anything be achieved if the council time after time ignores consultations?"

"Can you open it up to the people likely to be affected by it? Because it's always going to be wider than the immediate area because the traffic doesn't evaporate. It goes somewhere else. Like locking up a sieve, it's going to spill out somewhere. Can you not just consult anybody who wants to be consulted? I mean, you know, just open it up to anybody who can who's got the time, who can be bothered?"

"The council have to work out who needs to be and who is going to be affected by it. Because they are the people who should probably be consulted."

"I think the obvious one would be the local residents involved along you know, whatever thing that you're actually doing, but again, I'd hoped the Council could be more available and talk about what they're planning to do, and actually have more open group discussions, more like town hall type meetings. So maybe it'd be a good idea to establish some sort of weekly forum where you can actually discuss, they can present what their ideas were review progress and actually take any comments from other interested parties, which will then scoop up people who weren't directly associated with the conversations affecting local residents."

"I think it's difficult for the council either way, because once you're getting into a neighbourhood style project, you're inevitably going to bump into interests of people across the borough. So, you use your instinct, for instance the extended cycle lanes. They're going to impact everybody who's going to try to get across the borough. So, I think it's impossible to draw a precise line and say where you stop, I suspect you're probably going to get into really needing borough wide consultation. But I can't help but feel that once you do that, there are certain people with strong views and on interest groups or just specific risk groups, and they'll lead on everything. And I think that will skew the answers."

"I think for anything neighbourhood wide I think the consultation really has to be available to everybody in it, at least everybody in Ealing. It's very easy to think that little things will just affect one particular group of people. But I think we're all aware that at times, we will have to go from one side of Ealing to the other side. It's kind of short sighted to think that you should only consult those people who live in that area on that {that will affect everybody].

There were also some valid points made about consulting everyone who USES the borough. Hounslow Council were used as an example, where consultations are publicised widely and anyone who *lives/works or studies* in the borough are invited to get involved and have their say.

"I used to work over in Twickenham way and I tended to get involved in more in the Hounslow consultations on things because I was going out that way. I thought the way

they consulted with people who weren't living in their borough but going through it was very good. It gave us an opportunity to have a say on a number of schemes."

"I think it goes back to what was said before, you have to ask the people that come into the borough; I guess it depends on what you're trying to achieve. {In other boroughs} there are a lot of signs up actually saying if you live work or study here, we want to hear your views, so I think it's the same principle that you can't just ask the people that live there."

3.4.3 Borough wide schemes

Views were again, very mixed, without any consensus. Some residents felt that everyone should have their say on factors affecting the whole borough, whereas (similar to previously), others were of the opinion that the election was the consultation, and that the council should decide borough wide projects without the need for any consultation.

A few residents suggested that for major transport schemes perhaps a referendum was in order to enable everyone to be consulted. Again, the point was made that perhaps it is not just residents that need to be consulted, but also those that use the borough.

"I think that you need to consult with all of the residents and give them all an opportunity to have a say. It's more of that sort of blanket social media, newspaper campaigns, you know, we're changing this - Have your say here. That would be my view."

"I think that sometimes consultations can be perceived to be referendums. So, whereas it's not the idea to get people's feedback on a scheme. But the fact that say the majority of the feedback is against does not necessarily mean the scheme shouldn't go ahead. I think sometimes there's a bit of confusion that goes on around, particularly those sort of big, broader consultations, that they are some sort of referendum."

"For big borough wide schemes, yes, they should consult residents on the principles of it. But we can't consult residents on every little thing because we're all doing other things. We're not running the council. There's a reason we have elected representatives to run it for us. So yes, have a consultation. Decide on the big picture, what's wanted and then make your choice and how you consult on the small elements and the big elements of it. At the moment, the way they do things is we have lots of consultation on the little bits, yet nothing on the overall plan. So how do we know as a borough what our principles are? We don't we just know that little scheme there, that little scheme there, and doing things piecemeal and that's the wrong way around. Consultations should be on what they want to achieve overall. Get people engaged in that. Or else you just end up with a small group of people who have the time determining everything for everyone else."

"What is and what isn't policy? And for example, you know, if the 20 mph limit is policy, which it is for some areas of central London, then if they're implementing policy, then there's no point in consulting because it is policy. But if it's not policy, if it's something that they're testing, and it's going to affect the whole Borough, do people need to be asked?"

"I just guess there's an impossible question here. If something is non-controversial then you don't need to consult on it. The LTN's were highly controversial. But they didn't consult on it. Some people think it's not controversial, and others think it is. I suppose the question is, how controversial is it? Should you consult or not? And then the other one's going to say, if something is absolutely enormous, then actually you don't need to consult because that's what the local elections for something is, is completely amazingly big, then that is an election issue."

Many residents mentioned that ward councillors could become more actively involved and 'take the temperature' of residents, with many feeling that they were the proper conduit at a larger level. Others felt that local councillors needed to get more involved and hear residents out – not just at election time. Suggestions were that ward councillors could hold events for residents to drop in and talk to about transport plans and listen to feedback.

"We must use ward councillors they must be seen more than just at election time, which is what we find in Northfields. But the ward councillors must be in there somewhere, to be able to go door to door to the people who can't consult who can't get on to the council website or use email or use Survey Monkey."

"We used to have something; these things called ward forums that were held in all the wards. Usually it's like once a month, once every few weeks. And the councillors would sit there and there would be an agenda of things that they would want to talk about. And then there would be an opportunity for residents to raise issues and things. They don't want to have them anymore. They haven't had them for the whole of the pandemic, but they're not interested in reinstating them. They were an important part of the local democracy process. Because actually, it meant that councillors had to sit face to face with residents in a room and explain or try to explain decisions that they were taking, why money was being spent on certain things, not on other things, you know, so bring those back, they're always very well attended."

"They [Councillors} hear what they want to hear. Let's put it that way. And I've engaged with local councillors here. They're not interested if it doesn't fit with the policy that they want to push. Okay. Other people have found the same that I know."

3.5 OTHER KEY ISSUES RAISED FROM DISCUSSIONS

3.5.1 The need for cross borough consultation

Comments made repeatedly in the groups concerned the point that all transport projects needed to be considered in context - as part of a chain of measures and not specifically just kept within the Borough. Liaison with other neighbouring boroughs is seen as just as crucial as projects inside the borough. All projects essentially need to be considered within a 'network of enablement.'

"It doesn't just affect the streets people pass through. It's about creating links, it's about permeability and it's making sure that people can get from one place to another safely, and yeah, and to continue their journey. So, the journey doesn't just start and end in those streets."

"The local sort of schemes tend to be very, very local, or at least the thinking tends to be very, very local. If they put in a cycle path in front of Southwell Park, now that's lovely, except it lasts exactly the length of the Park, and then dumps me back out into traffic as soon as I've passed it. So, none of these schemes seem to be in any way joined up."

"This idea of perhaps having conversations with neighbouring boroughs is something that I think carries a lot of merit with it."

"If you're travelling from, Acton to Westminster, you know you have to go through different areas. There lots of comments made about taking a sort of a whole transport approach and looking at the entire journey of people and doing traffic analysis and

analysis of people's routes. We should try to liaise with other councils as well, to try and make it a much more joined up process."

3.5.2 Early consultation on strategy

Many residents didn't feel clear about what the current transport strategy is overall and how the various consultations fitted into it. They felt that the council lacked in promoting what they wanted to achieve overall with their travel plan. So many residents repeatedly made the point that the council needed to make their transport strategy public. Residents would like to see it publicised and communicated simply and widely. They wanted their questions answered and their voices heard. The thinking was that early agreement and buy in would invariably result in perhaps a need for lesser consultation further down the line.

"Ealing first need to set out the principles on which they're basing their transport future. I think they've kind of done that by having elections and talking about manifestos, and, and so on and so forth. I think everyone needs to buy into the concept that we can't use cars in the same way that we do today, any more there has to be change. So, once you buy into the principle that any scheme that's installed, needs to reduce the amount of car trips, then you've got a principle set and you can benchmark any new schemes against those principles. I don't think it's necessary personally, to continue to go out to the residents to agree principals every single time a new scheme was introduced, it should be about the detail of the scheme, because the principles are set."

"There should be this charter idea, which is very widely consulted on and it's an agreement that everybody can agree about what we're trying to achieve in terms of reducing pollution, making it more pleasant for people to walk or cycle and making it easier for people to not use their car. So, there's a general agreement, so that that isn't going to be debated. Now, we all agree on these aims and then you have the specific consultation on the different little bits about how you do that. So, you could just talk to people. So, to achieve this, we are considering doing this, how do we do it? Definitely have to have local consultation, because people have got to come along."

Residents felt specifically that there was a need to outline the pros and cons of every scheme, and a strong desire for honest and transparent data and well sourced background information that residents can reference. One of the most important things was that residents wanted to understand what the council decisions are based on, and how this has been decided.

"I think there are a number of ways that Ealing can go about this, an equality impact assessment is one of them, because then it does take account of, you know, why they're doing it. And I think an explanation as to why they're doing it, the thought process behind it, the budget that they're going to spend on it, decisions are made on these, and they're not necessarily always been made public, but some sort of explanation. For example, 'Why are they widening the pavement there?"

"Sufficient information {should be} provided before the consultation. What I'd like to see is some information giving where you get experts who can give research analysis and explain to the public the thinking behind what of the proposal is going to be because otherwise, you're just going to get people basing it on their personal experience and sticking to habits they already know. The council actually need to be bothered to say, this is the issue. Here are the experts who can talk to you about what this scheme could

possibly do. Give us statistics give us facts, give us figures and then those who want to be involved in a consultation after that can sign up."

One factor of paramount importance was that residents felt that the council should be open and transparent about what the public can influence and what they can't.

"I think we also have to look at the context of what is Ealing trying to achieve overall with transport? What are you trying to encourage people to do? And what's it trying to discourage people from doing? How do we make the borough healthier and safer? And we have to look at all these kind of bits. The borough wide or neighbourhood or the small developments. What's that context? What is going to make the borough overall a better place to live? So, what are the councils overall aims?"

"I think it would be ideal if the pros and cons of any kind of strategy… are presented to the public so that they can see the good and the bad of, of it that arises from it and, and be, hopefully be persuaded to go along."

Many residents felt that if the LTN's had been properly explained, proposed, discussed and consulted, things may have been significantly different. To residents, the need is to understand the rationale behind the proposals, see the evidence of why they are being proposed, and know the benefits.

The research also highlighted residents feeling unaware of what the council commitments are and how they are performing against them; as well as "why" they are doing it, and this was echoed generally in the specific discussions around transport projects.

Residents would like to know more about the 'rationale' behind decisions and understand the reasons that sit behind the decisions.

"I think this goes back to transparency about the reasoning behind what they're doing. So, there is already policy in place that councils need to do - councils will need to reduce air pollution and improve air quality. So, there are a number of ways that the council can do that. I think it would be useful if the Council could explain why they're doing it. So, this is the policy, and these are the ways we can go about it. But we do have to achieve this. How are we going to get there?"

"I think… treat us as intelligent adults and tell us what your thought process was. You know, you've consulted on X Y Z. We've heard these opinions on X Y, Z. Some of them are in favour, some of them are against, we've looked at it and this is what we've decided to do because ABC treat us like intelligent adults and we'll respond to that."

"I think the council has some clear goals, it's announced the climate emergency, and it's got eight years left to achieve carbon neutral. I would like to see that much more clearly defined as to what it needs to achieve each year, we should have a bit like a church fund where it's trying to raise so much money we should have on the town hall. How much CO_2 we're producing each year, and how much is being absorbed by the trees and when are we going to get to carbon neutral? How well is the council doing? I just don't feel you're talking about information. That's the sort of information I would love to see we're trying to achieve a better society."

3.5.3 Safe place to give opinion

Previous issues in the borough surrounding the LTN's has meant that emotions ran high between various groups wanting to have their say. As a result, there are a number of

residents that cited real concern about giving their opinion for fear of a public backlash. Residents talked of groups of very vocal residents across the borough that were pushing their own agendas and some of these residents (and also non-residents) were reported to have actively hijacked and 'poisoned' feedback avenues previously. The result of this has been that some people are now reluctant to have their say for fear of repercussions on social media, actively being named for having an opinion that may differ from theirs.

Residents also referenced experiences of ward councillor surgeries and that whilst surgeries were useful, they had increasingly become hijacked, aggressive and toxic as a result of the people attending.

As a result of these practices there were a number of residents that genuinely felt there wasn't a 'safe place' to give feedback because of the many local groups that have a tendency to be toxic and vitriolic. As a result, many embraced being able to have their say in a constructive environment where they felt safe. This is a very significant issue going forward and care needs to be taken to ensure that there are methods that enable people to be able to feed back their opinion safely and confidentially. The consensus was also that the council needed to make any consultation as accessible as possible and take into account both the time rich and time poor – ensuring that there is equity of contact.

"My only point really is, I think the challenge when you have these very broad consultations is you can get vested groups, either side of the arguments, getting very organised and weighing in to stop people having their say, and it's how you sort of guard against that sort of input? Because what you need to be consulting with the people affected and there has to be some sort of mechanism of filtering out the people who, you know, who have got strong opinions either side."

"The trouble is, is I always find the silent majority, silent. That's the trouble. And we're all a group here. We're very passionate people with our different views. But I know people didn't really want to express their views, because they know the controversy of the group, who would like to argue and argue, wherever and then and so I think we need representation of those people who don't normally express their views."

3.5.4 Citizens Assembly approach

More than a few residents suggested the concept of creating a Citizens Assembly Approach, consisting of residents, local residents or community groups, representatives that work with local groups, faith groups etc. that are run and operated by someone completely independent. This could be inclusive of all the 'difficult to reach' residents that make Ealing as diverse as it is.

So, I was thinking about a model, which might be more useful for this kind of thing. A citizens assembly approach, which was used in Ireland, for instance, on very controversial issues, it was about changes to the country's constitution, which included changes to the abortion law…. They began by asking, you know, talking to people at a community level and saying, well, these are the issues, and these are difficult bits about it, and exploring them with people. And eventually, people came up with their own sorts of solutions, and their own ways of actually helping other people or their fellow community leaders have a conversation about it. So, it's about facilitating open conversation, but right from the beginning, the commitment that what is actually that the process is one that is going to be respected and seen as a valid way of coming up with solutions."

"I think things like citizens assemblies, where you have groups of people from, all the different local neighbourhoods and then are informed about whatever the council is proposing to do. Then they inform the local neighbourhood and can take everyone's views, then you have a voting view for that area. That means that you can then get to see people who are not online, and who might struggle to get out there has to go to say, alien council to have a look at an exhibition. Because I mean, that whichever way round you do it, there's in theory, there might be people that might not be able to access these things, but something like that might be a bit more inclusive."

"So, I just think the People's Assembly, you know, the citizens assembly thing would be a really good idea because I think all these points could be addressed and different people could be consulted. I think that's a really, really good way of doing it."

"I think it'd be really, really important to invite people to that to represent various groups. So rather than people who are actively engaged like ourselves, but other people who may not be so engaged. Perhaps people who look after the elderly or similar."

3.5.5 Previous methods of consultation employed

Many comments were made regarding previous methods of engagement used recently by the Council. Firstly, Commonplace – some felt that it started off as being very useful, but then felt this has been hijacked by not knowing who is responding and became a toxic method of feedback. Similarly, references were made to surveys on Survey Monkey and residents felt they were poorly written, with leading questions, no capacity for open feedback and the responses appeared heavily skewed to influence a positive response. Residents also felt these surveys were flawed as they were open to anyone (not only residents to complete), with no filters or controls for multiple entries and those with a vested interest took advantage of this setup to further their own agendas.

There was a general consensus that consultation needed to be done by a genuinely independent company and data needed to be from a reliable source. There was much suspicion about 'supporting data' that had been used previously in decision making and residents wanted to see data they could access and interrogate themselves that was robust and reliable. Residents called for any data to be collected by a competent and independent company as they felt independent consultation and analysis was crucial going forward. Residents repeatedly stated that they had concerns with using external agencies in the 'council pocket.'

"I think the main thing is that it's actual residents that can respond and that there is some sort of security that it is actually the people living in Ealing, responding, that you'll be being seen and been heard, and that the council actually listens to the people that are affected, not that anyone from outside giving multiple responses, which is what happens with this survey monkey. So, whatever you do, whether you heavily publicise it, or, or approach people in one way or the other, what has to happen is some sort of security, that it is actually someone responding, and they can only respond once. So, everyone then knows, these are actually people from the borough, from that part of Ealing, that are responding. Because I think some people will respond, some people will be more interested than others. But it has to be the residents who make the decisions one way or another."

"One of the key failings of the LTN experiments, was around community engagement. People just weren't bought into it. It just turned up. And some people thought it was fantastic. And some people thought it was horrible. Whereas if you spend time with

people, if you allow them to have a say in the outcome, you may end up in the same place. But people are actually bought into the product to the solution at that point."

"I think hard to reach groups are speaking, but I think nobody's listening to them. I was really appalled when the LTNS came in and Ealing put up on their website that yes, we acknowledge that transport around the borough may be harder for people with disabilities. As someone who has a disability, it was just disgusting. I had a cancer diagnosis, I had to get to a hospital three days a week during my treatment, it wasn't an option. Just being shunted on to main roads and being told that I shouldn't use my car. People I think, are using their cars for a reason because I will try, I can't walk as much but I will cycle and I will then drive if those are my choices. But if I'm using my car, it's for a reason."

3.5.6 Representative research

As cited earlier, many points were made regarding the need for truly representative research and reliable data. The majority of residents were very positive about the idea of a randomly sampled representative survey of residents of the borough, when larger consultations were required.

"The point I wanted to make is the consultation, whatever it is, has to be seen to be independent and the questions need to be asked in a very objective way. Because many of the questionnaires I've seen, and I know having talked to people across London that many of the consultations or questionnaires around LTN in Ealing are very much leading you down one route and actually it's very difficult to say I don't like this or it's no. It's a difficult area because we do want to move things on and you do want to give your opinion, but you can't have a questionnaire that leads."

"It would be very good to do a survey on Ealing's general plans for the next five years - do you want more of this, less of that some of this, not that. So, I think, you know, a five yearly survey or something like that would be very helpful. But sorry to be sceptical about this. We do have a local plan agreed for our area, which the council has now ignored in terms of development. So again, I would want some reassurance that the effort that I put into responding to the five year plan would actually be taken account of on the individual schemes later on."

"What is a representative group? I think that raises its own problems. So, I think if something's borough wide, because everything can be done on email, you can do the surveys that will give every citizen of the borough even an opportunity to state their opinions. It's quite easily done by questionnaire… that no one would feel left out, but as the last speaker actually sort of said, it's a self-selecting group, you know, only maybe 10 - 15% were bothered actually filling in the questionnaire. But on the other hand, if you've got sufficient interested in it to actually take the trouble to fill it in, that's fine. If you can't be bothered, that's also fine. But then no one could complain that they'd been left out or not represented. So, I would prefer, you know, just a question drawn up by a group such as yourself. Simple, no tick boxes, plus, plus a few places for comments."

"It's very hard to consult with the whole borough, because whatever you do, there'll be a large bunch of people who didn't see it, for whatever reason, whether it's by email by letter by leaflet by website by notices up in Ealing Broadway shopping centre, a lot of people won't see it and then might be negatively impacted and might complain, at least if you can pick in in a neutral way a representative group, you might you might get some

more positive engagement and some more ideas as to as to how to take things forward rather than the kind of leafleting 300,000 people or whatever live in Ealing."

"I think that would be brilliant. If it was representative, it would have to be, I think that's what's lacking at the moment. You've just got people with the loudest voices, people who want to complain, who are the ones involved at the moment, whereas if you've got a proper representative survey, that'd be fantastic."

"Ealing Council, if they did a representative sample, we'd have to be really clear on how they chose the people to be in that. That so called survey. There's a lot of dubious feelings about that there being bias and loaded questions, etc. So, we'd need absolutely 100% belief in that it really was a random selection….and be by an independent company, not Ealing setting the questions themselves."

"I just want to make sure that consultation was done in a way that the elderly could access it. Because I came here today to represent the more vulnerable people from this. So I think there has to be old fashioned mailouts, for people like my neighbours."

"It really doesn't take much to think about people with disability and what they need. People who are using Ubers to get to and from hospital appointments, and now you're blocking off streets and you're putting in times where people can do that and district nurses can't get around. Ambulances can't get around."

"I've been dealing with my 83 year old neighbour who needs help. She needed a nurse to come to her house three times a day to get her out of bed, to make her lunch etc. When you start restricting access to roads or houses, the people that need help the most can no longer get it. People suffering from this are the people with disabilities and the elderly, who might need an Uber to take them to a hospital appointment. How does that Uber car get to them? If no access is allowed?"

3.5.7 Young people consultation

Many residents raised the issue that they felt there was a need to specifically engage with the younger residents of the borough at school or college; the belief was that it was their future under discussion and their safety on the roads, pavements and cycle lanes.

"How do you get more kids involved? Also, the under 30's as well. How do you get more of them involved in in this sort of decision? Because, you know, these decisions affect how children move around the borough independently. How do you, take their views on board?"

"Nobody asked the kids what they wanted, how they saw the future, including how they saw the future of travel around healing. And a couple of people have said, you know, my kids to Friday cycle to school, did anybody ask them what they want to do to be able to cycle or walk to school, or cycle or walk or whatever, get on buses to go and meet their friends, in the borough and elsewhere? I think we missed a big opportunity there. They're a big part of the community. If we want them to stay and keep Ealing and active, vibrant community, we've got to take their needs into account."

"Children I think are the most important thing in all this. If there are leaflets and other things going through the door, then younger people who don't normally get a say, can see it. Also, younger people could go to pop up things I think it's good to be really inclusive of elderly and disabled people, but also children who are sort of worst affected by the danger in the air and their future. So, anything that gets children involved, or just let

them know what's going on, or let them have a conversation with their family. So that's another reason to sticking [information] through the doors quite good."

3.5.8 Difficulties in making contact.

A number of residents voiced concerns regarding contact with the council. Key issues put forward were;

- Phones rarely answered
- Residents get to speak to the correct person
- No facility to look for the correct person to talk to
- Website is not user friendly
- E-mails rarely acknowledged or responded to
- Phone calls are rarely when messages are left

"I find it extremely difficult to contact the council. I'd like a phone number so that you can actually speak to somebody or even speak to somebody online, have a live chat session, that wouldn't be difficult to organise an hour a week or whatever it might be. You want to speak to and actually hear a human voice that you can't do? Yes, you can email eventually, when you work your way through the web pages and find some sort of email, they eventually reply. But it just seems to be a standard response written by some junior person where they don't address the issue you've raised at all."

"In the old days, first of all front of house, you'd be able to go in and actually there would be a group of people sitting on a help desk there, and you could walk up and you could actually say, this is my issue. Can you direct me to the right person? I think they've removed all those people. That was the worst thing they ever did."

"The council website is ridiculous; you can't find anything. You have to know exactly where it is, and what it's called before you can search for it."

"I think the website is terrible. Very, very difficult to find stuff. Also, when you do sort of try and it's very hit and miss when you're just generally getting in contact with anyone at the council. Do they actually understand the concept of customer service? Because it's certainly doesn't appear like it."

"Why do we have to accept the drive towards digital? Why, why? Why is it a given in society that we need to all interact with our computers all the time, actually, I find it very stressful, and I'm sick of it. I'm so sick of my time being taken up having to go on these websites that don't actually work very well and do stuff and then getting shafted at the end of it. Most people would just prefer to have a chat with a real person."

"Councils, unfortunately, communicate on their terms. Communication needs to be two way…you've got to make it easy for people to engage and give feedback. As frustrating as that might be for the council. I don't get the sense that council is receptive to listening on broader terms. That's my honest observation. So that again, you don't feel the council is receptive to listen in on broader terms, there's a very narrow range of parameters in which you can engage with them. And as I say, that isn't open communication."

3.5.9 Involvement of ward councillors

The use of ward councillors to act as a conduit from 'residents to the council' had mixed views, with some residents feeling that historically this has always been a very useful relationship. However, some residents felt that following Covid these meetings stopped

and have not restarted, yet there are many residents that feel this is perhaps a good mechanism to 'take the temperature of residents' and tell residents about plans and priorities for their ward.

"We used to have something, called ward forums that were held in all the wards. The local councils usually it's like once a month, once every few weeks and the councillors would sit there and there would be an agenda of things that they would want to talk about. And then there'll be an opportunity for residents to raise issues and things. They don't want to have them anymore. They haven't had them for the whole of the pandemic, but they're not interested in reinstating them. They were important part of the local democracy process. Because actually, it meant that councillors had to sit face to face with residents in a room and explain or try to explain decisions that they were taking, why money was being spent on certain things, not on other things, you know, so they should bring those back, they're always very well attended."

3.6 ENGAGEMENT, PROMOTION & COMMUNICATION

3.6.1 Trust

As mentioned earlier, one of the overriding findings from the research is that a number of residents have lost their trust the council. This has occurred due to a raft of measures connected to the LTN's and various other incendiary issues in the borough. What is needed is for the council to regain this trust and part of this journey will be greater communication with residents, more transparency, greater sharing of the rationale why decisions were taken as well as being clear to residents what measures exactly they could have an influence on and which they can't. Residents need to feel heard and feel like their voice matters in their borough.

"First you have to consult honestly. Cut through the misinformation and have a proper consultation."

"I'm really pleased that we've had this opportunity for this sort of consultation… I think it's a step in the right direction. But I do think it's important, this is not a sham consultation, because so often government bodies, whether it's local government or other government bodies, like to make a decision, and then sort of consult afterwards."

"Consultation works if they actually want to hear what we're saying. If they've made their mind up, keep the consultation to the bare minimum, whatever they have to do to do that make it really cheap and cheerful. If you're not listening, don't bother wasting our time, wasting our money. If you're listening properly, okay. Decide before you set off on the consultation."

"I think [some] groups are speaking, but I think nobody's listening to them. You know, I was really appalled when the LTN's came in and Ealing put up on their website that yes, we acknowledge that transport around the borough may be harder for people with disabilities. And as someone who has a disability, it was just absolutely disgusting. You know, we, I had a cancer diagnosis, I had to get to a hospital three days a week during my treatment, it wasn't an option. And just being shunted on to main roads and being told that I shouldn't use my car. It's ridiculous."

3.6.2 Promotion and communication.

Many respondents disliked the concept of the council adopting the approach of just publishing information on the council website and being too passive. Residents wanted

a more 'call to action' proactive approach. The research concluded that the onus was definitely on the council to take the initiative in calling for public opinion and also widely publicising consultations.

"There's consultation. But then there's communication and communication is something that is an incredibly tricky thing to get right. Communicating messages."

"On a ward level, I think maybe they could make more use out of their local councillors who know those ward areas and can talk to people. Rather than having a common place, or a Survey Monkey or some big survey. I think it's sort of more reliable, if they're using their local councillors to talk to people in the ward."

"It's not so much about consulting people, it's about PR. To have a good PR department. Tell people what you're doing and why. And get everyone on board. Get people excited about it. Because I think what's going to happen is other Boroughs are going to have amazing, you know, cycle lanes and pedestrian places, everyone's going to be sitting, eating and enjoying lovely quiet streets, and then other places like Ealing, we're just going to look at it and go, 'why haven't we got that?"

"So, I think what's key in any of this is making sure the council get feedback from a full representative group of folks and that includes those who aren't very tech savvy or aren't checking the Ealing website all the time and things of that nature. And whether they do that by dropping flyers through people's doors or by reaching out to particular charity or volunteering."

3.6.3 Engagement.

Many ideas and suggestions were put forward by residents for engagement. The idea of borough wide public consultation exhibitions, pop ups with knowledgeable staff who listen was received very well. Face to face consultations, like online Q&A's were also considered to be a good idea.

"I think as much as possible that consultation should be face to face. Social media just polarises people. I'm including what we're doing today {online focus groups}, as face to face whereas social media polarises this today has brought us closer together."

"I think also in the council itself; it should be made of visible who is head of transport and the whole transport department should be more visible. They had an amazing exhibitions when they wanted to do the tram. They were everywhere. They were outside the town hall absolutely everywhere when they went and, and obviously it didn't go through. I was a supporter. But it was on absolute overload. It was absolutely brilliant. Everybody knew what was going on."

Suggestions for engaging with the hard to reach groups in the wider community were fairly mixed, but involved high levels of proactivity, such as reaching out to the different community and resident groups across the borough, volunteer organisations, faith groups, community workers, and volunteer workers and charities that operate in these areas.

"I think the problem is not so much who to reach, but how you reach them, how you reach those local communities, because not everyone is online. And I think we could leverage existing structures that maybe work with churches, maybe have posters in supermarkets, things like this that people would see. And then with the link online for the ones who can, but maybe saying, well, if you go to the premises of Ealing Council in

that street, there will be some forms available for you to complete something like that. We can think of how it's done, but just give more just to reach more people basically."

"Surely something that some of the work Age Concern, do, they have these schemes, where people reach out to vulnerable and elderly residents. I think there could be a really noble way of doing this where you almost try something of that nature just because I think if you're on the periphery, and you feel isolated, just any form of engagement or contact would be very welcome."

"I think that there are people in those communities who are totally up for this, and it's just empowering them to do something, maybe some sort of funding behind it. I recently heard about, I think it's a cycling group called Southall Sisters, where they get Muslim women involved in cycling, and it's just run by Muslim women for Muslim women. So, there's people out there that are interested in just giving them a bit more power and reach."

"I think local groups on behalf of people should be given a direct opportunity to contribute, and probably know a lot better. You could go in specifically to help people's homes, social clubs, that tend to deal with older people that are not necessarily disabled to give views."

"There's lots of community groups, they're a great place to get representation from those that don't normally engage, you know, turn up at community groups to get a more diverse kind of cross section."

"It's important that we are seen as being the customers and therefore some effort needs to be made in in terms of finding out what it is we need, and, and what we think of what is being proposed. So that can't be passive, there has to be some very strong customer relations. So, if you're dealing with elderly and isolated, it needs to be that this is a part of a resource and a service that is being offered in exchange for which you know, we're getting some information."

Door knocking was also considered to be an effective method of contact particularly in areas where hard to reach groups were known to be present.

"People knocking on the door are quite effective. So, you really can get a one to one there. So maybe people involved in some project from the Council could walk around the streets and just knock on doors."

"The big advantage of them knocking on your door is you're on the spot. You can point out what the problem is, you know. So, by all means have communal meeting somewhere else. But the advantage is going to the actual streets is overwhelming, I think."

"I think another good advantage of the knocking is, you have a one on one, and you don't have anyone else around you making noise because the only thing I'm a bit concerned about with bigger groups, is that too often those meetings tend to be hijacked by the people with a louder voice. People don't feel like they can express themselves because they're afraid of being shut down by someone else.... I know budgets have been cut year on year, and I don't know how many people the council actually has to do that. But even if they do it, like once a quarter with one person going around a small area, I think that can be very beneficial , even just a few streets. That could be really good."

Many residents felt very strongly that it wasn't just one method either that needed to be employed – but a raft of measures concurrently to keep the message fresh and consistent. Specific suggestions for engagement were as follows;

- Pop up exhibitions/consultations around the borough.
- Make use of empty shops in high street to have information and people in to answer queries.
- Attend local fete's /events – stands, information provision.
- Extensive advertising : Advertisements on bus stops, sides of buses, supermarket adverts, posters around the borough, illuminated announcement signs, leaflet drops, e-mail promotion, social media promotion.
- Newsletters – Around Ealing could be used differently and much more effectively
- Using/appointing 'Street ambassadors' who are volunteers and have responsibility for making sure everyone in their road has had their say if they want it and collating it back to the council, perhaps delivering or collecting leaflets; checking the less able can have their say.
- An independent Citizens Assembly / representative recruited group.
- Recruit community group representatives
- More online groups/sessions to consult / share ideas
- Get groups involved that know the areas and residents (age concern etc) at a local level / Go into hard to reach communities – chips and a chat / tea and a natter / Liaise with Local community groups / faith groups /residents' associations
- For kids – raise awareness and engage - Go into schools/ Use of Tik Tok videos
- Spread the word with Local Facebook groups / Next door / Local WhatsApp groups
- Use a message of 'promotion' not 'punishment' to engage. There is a sense that Ealing take the approach of punishment rather than encouragement for residents – punish car users, etc. They need to look at "better enabling" rather than dictate – nudge, not force.

3.7 OVERALL RECOMMENDATIONS - PHASE 1 - SELF SELECTING RESPONDENTS

1. Residents suggested that the council could be more open and transparent about transport policy. Residents were keen to be part of the process, and be able to hear the plans, the rationale and evidence and be able to feedback their thoughts. Equally, when a decision has been made following a consultation, residents want to be able to understand the rationale behind the decision to understand the decision process. This level of engagement and transparency is highly likely to go towards repairing some of the distrust that residents have for the council following the recent LTN's. Residents need to feel they have a voice, and that it is being listened to.

2. Residents would like to see plans and strategies presented for discussion at a much earlier stage. Residents want to feel like their voice matters and that that the process hasn't already been decided, with consultation just being lip service.
3. Some residents did suggest that key members of the transport team, get out and listen to residents, to be able to hear directly from residents how any suggested plans might affect them.
4. Residents would like to see more creative and innovative ideas from Ealing for residents under the 'active travel' banner to encourage different thinking. They gave examples of a minibus on a circuit to supermarkets or a dial a ride type approach for the elderly or infirmed in some areas. They felt that there was more opportunity for innovation to be created to support the active travel plan.
5. Residents want to see reliable, independent and representative research. They are suspicious and mistrustful of any research now, so research going forward needs to be both independent and robust. Residents state they don't trust a lot of the information that the council has used to make decisions, so all research going forward needs to be clear, neutral and not leading in any way to skew results.
6. The promotion of any transport project in the borough needs to be done widely and employ more than one method of delivery and run concurrently. Harder to reach groups need to be included and there were many suggestions on how to try and engage from contacting resident associations, faith groups, support organisations as well as taking the 'message' actively and directly into those communities.
7. Transparency and involvement will be key to winning back trust and obtaining engagement from residents going forward. There is a strong appetite for involvement and a real sense of people 'loving where they live.' They are passionate and care about their area, and as a result, feel they have valid opinions to share.

4.0 MAIN FINDINGS - PHASE 2 RESEARCH - RANDOMLY SELECTED RESPONDENTS

In addition to phase one, where respondents "self-selected" to take part in engagement. Lake Market Research also undertook a second phase of research with respondents who were independently and randomly recruited across the borough.

4.0.1 Recruitment

Residents for these groups were recruited over a period – in various locations around the borough. The recruitment process strived to ensure that we had a mix of demographics that reflected the general demographic of the borough. Residents were asked a series of 'filter' questions to ensure suitability and then asked to attend one of the four sessions. Twenty four residents took part in total.

4.0.2 Profile of respondents recruited

The demographic profile of the residents taken part can be found below:

GENDER	
Male	40%
Female	60%
AGE	
Aged 16-34	25%
Aged 35-54	45%
Aged 55-64	20%
Aged 65+	10%
EMPLOYMENT STATUS	
Employed (including self-employed)	50%
Unemployed	10%
Economically inactive (students, full time carers, homemakers, long term sick, retired)	40%
ETHNICITY	
White	46%
Mixed	4%
Asian	34%
Black	15%

4.1 METHOD

Two groups were undertaken 'online' and a further two groups were undertaken in face to face environment: The first in Southall on a Saturday morning and the second in Greenford on a Wednesday evening. The focus groups were on average 90 minutes in duration.

4.2 DISCUSSION GUIDE

The discussion guide was created by Lake Market Research and approved by Ealing Council. The discussion guide was the same as that used for phase one of the research (self-selecting residents). This was to ensure consistency across the programme of

engagement. This also ensured that all discussions followed the same logical process, and all residents heard the same introduction.

IT IS IMPORTANT TO NOTE THAT THE FOLLOWING REPORT IS BASED ON COLLECTED VIEWS AND OPINIONS OF RESIDENTS IN THE BOROUGH OF EALING.

4.3 VIEWS AND ATTITUDES ON TRAVEL IN EALING CHARTER AND ACTIVE TRAVEL

Awareness of the Travel in Ealing Charter was low, with no one really knowing what it was. With regard to the term 'Active Travel' and respondents also had no real idea of what the term meant, but a few respondents made a general guess.

"It's when residents continuously travel, maybe someone travelling by car mode and travelling by bus or by car rather than walking. So active. Active basically means it's like continuous."

"It means to move faster. Like to travel and move faster. It should be faster. Active."

"I can guess what it might be, but I don't know what it is in Ealing. Being active and probably not driving? Or probably have us like cycling or walking or just have your mobility"

"So, I've heard of get active. But I don't think that's the same thing. It was about getting active through the local Facebook group in lockdown."

In Southall, there is a regular 'Southall Active' group which holds events in prominent places (Southall Manor House and Lidl), sometimes these are for the 'Bike Doctor' and other events. It was interestingly to note that even when a local respondent from the group was actively involved in the 'Active Southall' group, the resident still made no connection at all to Ealing's campaign for 'Active Travel.'

4.4 LEVELS OF CONSULTATION FOR FUTURE TRANSPORT PROJECTS

Residents were informed that Ealing Council was keen to explore how and when they could talk to or involve residents about future transport projects in the area. The focus of the research was to try and explore the level of involvement that residents thought they should have about different types of projects. The session focused on three examples (small, medium, and large) transport schemes and residents were then asked their views about the LEVEL of involvement they feel should happen for each of these projects. A few people didn't understand what a Low Traffic Neighbourhood (LTN) was until it had been explained in full, and for some there was an air of frustration about the period of time when they were introduced. Many had no experience of being consulted previously, while a few people had experiences of being consulted about changes in their area.

4.4.1 Smaller Local transport schemes.

These were introduced as smaller local transport schemes covering one or a few streets. Specific examples of this were used such as; a controlled parking zone where parking is only allowed on certain parts of the road for a limited time unless you have a permit, or a school street with a temporary restriction on motorised traffic at school drop-off and pick-up times).

Some residents had been consulted about CPZ's in their area (or the previous area they lived in), and a few recalled receiving letters informing them that these would be occurring. Many do recall though that they were 'told' this was happening and weren't necessarily consulted and their views were not sought.

Overall, the feedback regarding who should be consulted was mixed, but fairly consistent with previous groups in the first phase of the research with some residents feeling that only the local roads should be consulted and the roads that deal with the knock on effects that might occur from these projects.

"I'd say just do the roads that it impacts? I mean, we're talking the residential roads here."

"First and foremost, maybe consult the people that it will affect, like closely, and then deal with those in close proximity to the affected areas from the knock on."

"It's when you introduce a controlled parking zone, unless you do it in the surrounding areas as well, the people, the overflow, are going to go and park in neighbouring streets. So, part of the strategy of introducing the zone will potentially affect to nearby streets as well."

Some residents were insistent that local businesses should be consulted and talked about how local businesses have had to close because of changes to traffic patterns or new parking conditions in some areas. Some felt that this has killed the local shop trade and expressed real concern.

"They could be residential roads, but also they could have businesses in there as well."

"I would probably say, local businesses as well need to be consulted. Because if you take into account, say, for instance, West Ealing where they've changed, they've got the new build. So they're all resident parking only with the ANPR automatic number plate recognition for local business owners. You're literally killing the business because they then restricted the parking to two hour maximum on that road. So, you can't park, you can't do your shopping. So you'll have to go to a big supermarket, where there's parking that you can stay in. But all the local businesses are closing, because their customers are lost. Businesses are closing, literally losing business after business down there. You have to ask wider. You've got to observe who's physically using those roads, not just the residents that live there, because let's face it, the residents themselves probably only use those roads a small amount of the time, which is when they're back from work. But in general, you would say that most of the people using those roads would be the ones who are either travelling to work, or using those roads for a purpose, for work."

Further points were made regarding the need to develop an understanding of WHO was using the roads, and at what time of day, as residents felt that those working in and around the borough are seriously affected by the introduction of traffic measures. There was a feeling that the people making the decisions about the road changes and various transport projects were not as aware of local issues as they could be.

"You're not taking into account who's physically using that road? Who is it affecting? You can quite easily do a survey who's driving down the road and ask them if this was put in place, how would this affect you? Would you have an alternative route? It's not taking into account people travelling into London for work for school, for family, how this would affect them, especially when we've got a hospital on that road. It just the road on that the traffic on that road is a nightmare when it comes to school pick up."

"People need to be consulted. When the LTN's were introduced, people started to apply to move their kids to different schools, suddenly you've got to leave earlier to get them, because of the time it takes. So, I know people literally who moved their kids' schools, and had to change arrangements at work for working hours because of these things they weren't told about."

"Well, if you're saying that there's a 20 mile an hour zone, surely, everybody that might be driving around, should know about that, and the impact it's going to have on their journey, therefore businesses as well as residents would make sense to ask I think."

"I'd just say ideally, talk to the streets concerned and the homes and businesses on those streets. But I think in an ideal scenario, some assessment would have been done for potential knock on effects. Just thinking you close one street, it can impact the traffic on another street. So, there's potential that the small decision can still have those knock ons. So, I say actually go wider."

A few respondents who were self-employed also made the point about how some businesses would be (and have been) unduly affected by the introduction of such schemes.

"What about the impacts on businesses, when somebody can't get to a job when they do maybe 10 jobs a day, but now they can only get to seven jobs a day. Consider that."

"I mean, those properties where I can't get to because there is a sign that says no motor vehicles. So how am I supposed to get my tools? Half a mile or three quarters of a mile down the road where I can park in a car? How do I get my vehicle down the road? To the property?"

"These literally affect a lot of people. I mean, a lot of businesses. Another side of it is this 20 mile an hour zone. I mean, a trip that you say 15 minutes now takes 45? Really if a vehicle is taking 45 minutes, are you really reducing pollution?"

There were a number of individuals that felt the whole borough needed to be consulted as the changes would affect everyone.

"Do the whole borough because you don't know who might live in a different district that works in another district and they might not know the rules, they're not informed. So, they don't know, necessarily their legal standing if something goes wrong, so I think there should be information, then the whole borough should be asked."

A few residents mentioned how some of the local schools had got involved to consult with parents or spread the word when changes were being introduced.

"The people who live on that particular street – yes. Ask them. My experience is that on our streets, we were consulted by letter and also naturally word spread through local Whatsapp groups or whatever and in terms of limiting the hours of parking on particular roads because of schools, then that was communicated through a local school itself."

"I think our school notified the parents, to let us know that we could no longer park outside or use the road for parking. And that was a real push to make the school, a green school or whatever, in terms of getting as many kids as possible to walk or cycle to school… I can see that that is problematic for people who have to drop kids in the car and then go straight to work in order to save that five, precious minutes. So that it doesn't work for everybody. But I think it is safer on the road and less congested."

4.4.2 Neighbourhood/larger area-wide schemes.

Views were fairly consistent regarding who should be consulted, with many residents feeling that the wider neighbourhood should be consulted. There were some residents that had mixed views, but the general consensus across the groups was to ask the neighbourhood and people that lived and used it.

"The people in the neighbourhood because they're the ones that have been affected. It's best to ask the people that are being affected. So, they can actually suggest something that can be changed, give a solution to the problem. The people in the neighbourhoods will be the best people to ask."

"I think we should speak with those people who are living here and coming to work, then explain to them. So, what will be the process and how they will be affected? How much time will it take? For how long?"

"So, I think for the neighbourhood, it would have to be those in that neighbourhood. But you have to also factor in that it's the people travelling through. But that is also maybe a knock on effect, or people that would need to if people use that route for businesses or people using that route to get to where they need to get to, but they also would need to be in that consultation as well. But ultimately, we're all down to the neighbourhoods in the first instance, there's one that's going to be affected by whatever they are implementing."

"They're the ones the first point of call is going to be whatever changes happened to neighbourhood whether you put a cycling in whether you change something 20 mph it's the people in the local neighbourhood that will feel that immediate effect, and then it's the repercussions after. So, everyone needs to be asked."

Points were made regarding whether any of the transport projects were driven by a safety aspect. Some residents were of the opinion that in some instances, the council perhaps didn't need to consult if they were introducing policy that perhaps came from government (e.g., Mayor's office). Residents also made the point that if certain transport projects were introduced because of specific safety measures then they would feel more accepting of the changes if they knew the reason behind the measures being introduced.

"Sometimes it's difficult to know whether some things were brought about because of environmental things or for safety. For example, whilst again, the 20 mph limit past Ealing Hospital, and I think it used to be 30 mph, I can't remember. Whilst I find 20, frustrating, I know and understand the safety behind it. So, I kind of accept it. But if you were to ask me in advance, how would you feel about that road going from 30 mph to 20 mph? I'd say no, thanks, because it would delay me. But the fact that it's just potentially because of safety concerns, because it's near a school or near a hospital or whatever, then I'm going to accept it if there's a reason or rationale behind it."

"I personally think they should just get on with it. If it's a safety issue, then there's no need to really consult anyone."

"People used to use our roads as a rat run. It was the days when there was no consultation at all. Now, if current users had had a vote on that, whether that went ahead or not, then would have been perhaps stuck with the existing situation, the number of drivers would have outnumbered the local residents. So, you think you've got to prioritise the local people, the residents?"

"My street was used as a parking street for people to get on the Piccadilly down for Heathrow. It was absolutely rammed jam packed, very dangerous, and again, used as a rat run. I was very fearful of any kids crossing the road, but now it's fine, since the permits have been brought in. But there wasn't consultation. But it was a good thing."

4.4.3 Borough wide schemes.

Many residents were again of the opinion that everyone should be consulted on borough wide schemes, with some feeling that a lot of local knowledge and intelligence gathering could help support consultations.

"If the borough is going to be affected then yes, everyone needs to know, to be asked."

"There's different districts, so we are all in the borough, but we've got these different districts, you've got to ask everyone in the districts and borough."

"If the project is large, we should hold a referendum."

"Everybody's involved, right? From the people who are working with the shops, to the residents. The whole borough is involved."

Mixed views on using a 'representative' sample of residents and whether that would suffice to consult on a neighbourhood wide project.

"But what is a representative sample? I think having a small sample of people to share this information with this is a better idea than letting everyone know, just because like I said, it's more about like, time and resources and like what is most effective? If you get enough people, then it's going to be more representative. So maybe that is a better idea."

"With the businesses, it kind of depends on how many businesses there are because it's time consuming to get every single perspective of each business. So, I'd probably say get a large enough sample of businesses."

"I think you get into risky things that you've got to define what that representative sample is. Is it demographically sorted as the ages and ethnicity? Is it? What is it? We live alone. Family? You see these figures, 100% of our residents said or 80%, but they never tell me what sample size is – we need to know it is properly done."

"I think it depends on what they've done before. So, let's imagine in the past, they've done everyone. And in the past, they've also done a percentage, and they've done that enough to realise that the percentage, you get the same results as if you ask everyone, then it's okay to go for the percentage. But until you've actually done both a few times, and then looked at the data you don't know. I guess there's a cost implication. It's probably more economical to do the percentage one."

"As long as you can show that you've done the effort to get that representative sample. It's not just this was 20%. You have to put the footwork in, you still have to make sure that you've got that percentage of each demographic you're trying to cover? You know, it is crazy in this day and age with social media to say that you can't reach anybody. You know, you've got your schools, you can contact so many people for a school, word of mouth in schools will spread like wildfire. You've got your churches, your community centres, that's what the community centres are there for why are we not using them for that, like we used to? The consultations used to happen in local community centres to reach everyone. And you can reach so many more people with social media, but you have to prove that you've done the work to get it."

A minority felt that there was no need to consult in some instances.

"But I mean, if you've done your local research, if you've looked at the local areas within that borough, and again, if you've got your research and your data to back up a borough wide decision, then they've already made an informed decision, haven't they? They're not just making it off their own back…

….If they're making a borough wide decision without even looking at the local issues, then they have to have serious justification as to why all of a sudden, they're going to do a blanket change without even looking at all the local areas within it. It wouldn't make sense. So as long as they've got their data and their research to back up a borough wide decision. If they've got all their local knowledge to back it up, then their decision makes sense, and they don't need to consult. I mean, it would be an informed decision, you'd be informing residents that have already gone through a local change, this is now going to be a big change, and they'd have those local areas to back up that borough wide decision. But if there were certain areas that obviously haven't had that local consultation, it would be reasonable just to have, you know, maybe send out a question ask him, this is what's happened, this is what we're going to do to get a general feel. But if they've done their job properly, then you shouldn't make too much of a change, if you know what I mean."

4.5 OTHER KEY ISSUES RAISED FROM DISCUSSIONS.

4.5.1 The need for more information – earlier and throughout the process.

One of the overriding comments that emerged from this phase of the research was that people wanted more information and this is finding is entirely consistent with the perspective of residents in phase one of this research (self-selecting residents). Residents want information earlier in the consultation phase; more detailed information to help them make decisions and after the consultation, more information regarding why decisions were made. If consultation did not occur and a significant change was implemented, then residents still wanted to be fully informed about it and the rationale behind it explained with evidence presented.

"If I'm used to travelling the same journey, and then suddenly, it's 20 miles an hour, and I get a speeding fine, because I'm used to travelling 40 miles an hour through there then if it's clearly signposted when I'm driving, then that's fine. But if it's not then I'm not happy about that. Contacting everyone about it needs to happen. I definitely want to know, before I drive through that area, whether that's clear, signposting, or being told in advance."

"I would expect to be told it was happening. So, the whole thing was going to become 20 miles an hour and want to know about it. I would almost go as far as to say that, probably London needs to know about that."

"Because when you implement stuff like the LTN's, and you haven't really consulted people, they get really frustrated. So, the impact that these have had on people were that they were very unhappy. Better to be safe by talking to people in the neighbourhood and letting them know what you guys are planning?"

"You want the full research? Yeah. So why shouldn't we have the same thing when you're claiming it's for health and safety? If you're claiming is for health and safety? If you're claiming it's for the benefit of the residents? Where's your facts? Where's your evidence to say that this is so, if you've got a full explanation as to why something's on then you will make adjustments around that. But if you're just plunking things in for the sake of it, you're not going to get residents cooperating."

"I think I think that's the crux of all of these things, whether it's a blocking of pavement for five minutes, or introducing 20 miles an hour, or you just have to let people know and give them good reason, and with enough time for them to alter their lives accordingly."

4.5.2 Young people consultation.

Many residents felt strongly that younger people need to get involved and have their say and suggested a number of ways to do this, which primarily involved social media and tagging. One respondent suggested a 'Ealing Young People (EYP)' logo and tagging to bring attention to the matters relevant to this age group.

"I think social media is the only way you're going to really get them on board. It has to be especially I think young people need to be included in upcoming projects and things that really will be affecting them and we talked about stuff like the Gurnell Leisure Centre going it obviously affects the whole community but there was the gym in there and it was quite cheaper for young students to go in there….

..So, we want young people to also be putting back into the area as well. We want the area to be liveable, so we want them going out into London or into central places, but to also be in the local community spending. Shopping, and living there. So, I think young people are really crucial in regard to the region and what they think will help. I was thinking, from highest secondary schools, so maybe sixth formers, because particularly school children are quite wise in what they want and think. Colleges too."

"I think the first point, you have to have a social media campaign or social media manager in the council. It's the tags isn't it. Your Twitter tag, once you have your tags, any social media platform you use, it will link all to all of them it will see on Facebook, everything if you haven't even got a tag for a consultation, never going to come up. And when you do in your post, your tag everything consultation, transport, you just take it all in, you will get your audience. You could do something like EYP – Ealing Young People or something like that to bring them in. Create a logo, do something that can bring young people in when it's more like we want you to participate in this, we want you engaged, because that's what gravitates them, the bright colours, the tags. This is about convenience; we all know the convenient generation. So, you want something that's quick and easy. I can be sitting here on my sofa and access it on my phone, could do it, not too long, can just answer a couple of questions not being stopped in the street when you're in a rush, trying to get all your information on that. "

Suggestions were made that a local 'champion' could get involved with the local kids in the borough to help them have their say.

"They're going to need some people who are respected by young people actually promoting some of these things. They need someone that's the face to front it, I think young people will be more engaged, it has to be the consultation that probably is for them, that's relevant to them, like skate parks or whatever you want. That's probably when they would engage. To be honest, we're not going to get a large representation or of young people involved, but as long as we can still have a group or a percentage of them then that's something."

4.5.3 Difficulties in making contact.

Residents had experienced a number of issues in contacting the Council for various 'council' related issues. The key issues cited by residents were primarily;

- Website considered old fashioned, non-user friendly
- Phones are rarely answered
- E-mails rarely acknowledged or responded to
- Phone calls are rarely returned when messages are left
- Residents struggle to find or obtain the name of people to contact.
- Lack of available names and contact details generally for residents to contact

"It's very difficult to get in touch with Ealing Council. But our local councillors are very responsive and accessible via email. But the departments in the Council are very difficult to get hold of and the websites are a total mess. Slow. The complaints portal goes unanswered."

"A massive priority is the website. I would say it is a massive priority. Oh, it's terrible. You're just fuelling people's stress. And it's such an easy one to fix."

"I've got friends who have had enormous difficulty getting hold of the Council to do with their children, queuing up outside of the building for hours and hours. I know when I tried to get green recycling bins, that took six months and I had to follow up a second time. Just really, really inefficient, really hard to get hold of."

"You're lucky if you can make sense of the website to even find a person or a phone number, let alone somebody you can contact. You can try and find a phone number. You're lucky if they answer the phone. It is literally a ghost town."

"They are severely understaffed. If they've gone digital, they need some really, really competent digital people in their team. Their website needs some overhaul to clear to make it clear and not repetitive. Sometimes you jump from one page to the next and that the information is unclear."

"The website is terrible. You go onto a web page, and then you click through, and you go around in circles, and you end up back where you were. It's just terrible. And as for contacting them by phone, well, I'm not sure anybody works there anymore. I think they've made everybody redundant. But it's not a good experience. It's frustrating because it can take you six months to get through to them, but if you drive through an LTN you get a ticket for that in 24 hours. So how is it they're efficient in one thing and yet completely shocking when it comes to everything else you pay for?"

Comments were also made regarding public consultations with some residents feeling that the Council were not wholly committed to undertaking thorough and representative consultations.

"Anything to do with Ealing Council is literally about ticking a box. They spend the money on things that make no sense when it comes to the roads. The zebra crossing placements are just beyond questionable. Sometimes they just plunk things in, and then they tell you after. If they genuinely want to know, then they need to do their research. You speak to your residents, you speak to your road users, you speak to your local businesses and physically see what it is you're making a decision on. Not just look at a map and decide right, we'll put some here today. Unfortunately, that's the whole tone of Ealing Council. So, they need to be more researched, more accurate in their findings more accurate in their data and look at their forecasts. What will this effect have on this, this and this because then when you're having those consultations with all those users, when you make a decision that's ultimately going to upset someone, you've got your facts, you've got your

data to say, right, we've done this, we've looked at this, we were aware of this, but we made this choice based on this, this and this, and that outweighs that choice."

"I guess the reasonable thing would be, though, to fully inform residents of why that decision was made. Because I think half the problem with the consultations is that it's just a tick box. Most of the time, they only do these things to make you look like they're doing the right thing, and they're going to make the decision they want anyway. So, is the format in which you're holding the consultations, do you actually want their opinion and their suggestions? Or are you just doing it because you need to look like doing the right thing."

"You're not going to get people turn up to consultations, when they already know from the tone that Ealing Council don't want to know…"

4.6 ENGAGEMENT, PROMOTION & COMMUNICATION

Generally, the view across the respondents was that residents would like Ealing Council to be much more proactive in getting the message of any consultation that would affect them out into the community. Residents saw no point in the council being passive and for example just putting it on the website and hoping residents will find it.

Residents were very clear in their view that a number of approaches are required for *any* project engagement or consultation, and this would assist in widening the visibility of the consultation. In areas where different cultures are prevalent, residents suggested some form of events with free food and drink would encourage much of the community to come out and the consultation could occur at these types of events. Other suggestions were getting the local church and mosque leaders involved and asking for help in accessing those who are less able to give their views in the communities.

"I'm on a WhatsApp group. I don't know, 100 of the people on there, but somebody has been to some community event, probably or the library or whatever, at the job centre. And then they've let everyone know, and that's, how we all find out about anything that's happening around here."

"Thinking about going to the community leaders. It's getting that representation, and maybe the council needs to think about breaking down each of these areas; how to reach the young people; maybe those with disabilities or faith groups. Think about what the best way is to contact them, but obviously, if they're hard to reach, and they don't have access to internet, then maybe different approaches or different languages can be used. We're looking at maybe having a community outreach, someone that will speak to them and make them aware that their voice does want to be heard. They will be represented, so it's about the Councill thinking about each area and how best to target and how best to outreach them and because everyone will require something different."

"Community groups, you have faith leaders, but depending on the size of that place of worship will depend on what that relationship is held with their congregation. There is now a pattern, there is a trend where congregations are declining. So, whether that will work in the long term is another matter. But you've got interfaith groups, they run quite regularly. You've got places of worship that are delivering other services. You've got knitting groups going on, you've got lots of different groups going on."

A high number of residents felt that the traditional approach of a letter was one of the most effective ways because people so rarely get letters from the council, they realise it would be important to communicate.

"It's so easy to email multiple people in one go. But then you're not accounting for the people who don't use the internet. So, post probably would be the best way. For me personally, just because everything I do is online. So, if I do see a letter, I know it's something new and important, not like a regular bill, I will open it. But I know a lot of people who don't even read post, so maybe there's like a multiple pronged attack you need here?"

"Some people don't use social media at all, and the people that do I don't know if they follow Ealing Council and people usually use social media to communicate with one another. I think the post is really good to reach people, because when post comes through the letterbox people generally skim through to see what it's about before they chuck it in the bin. So maybe as well as post, you can send a text message to people as well. Some people don't email, so maybe text messages is a good one."

Some residents felt that advertising and promoting should occur in places where people go with a regularity. For example, shops, transport, bus stops, stations etc.

"I think advertising it on the side of buses and stuff in the borough and bus stops and stuff; that's the kind of thing because it's around everything that you do day to day, and you come across it often. So, you might see something once and it just won't go in. Whereas if you see it on a bus or three, four times in a week, you're like, oh, yeah, that's happening."

"Perhaps at the library or at community centres at places of worship. Maybe the job centre anywhere that that that people will be spending time. It has to be a combination of approaches though."

"I think people's local kind of stores where you go multiple times, will be good, because you, you can sort of, even with posters, you sort of see it, and you kind of go Yeah, okay, and then will forget about it. But people go to their local laundrette or whatever, multiple times a day. So places where people visit multiple times, I reckon would be good."

With regard to engaging with younger people;

"I think social media is the way forward to get young people more involved and communication. Using that isn't going to give you a fair representation of the population as a whole, but it'll be skewed to social media users, which are mostly younger people. "

It's not just social. I think if one stuck to a magazine and a letter through the post, obviously, you're going to get certain people. So, I think it's just about reaching everyone different ways. I was going to add that if you haven't got your youth centres anymore, or as well as your local boxing centre, or whatever. Obviously, teachers at six form would be great, because they know they are building up their CVs for their UCAS applications, or their apprenticeship applications, and career. Teachers of secondary schools that are responsible for careers, they will understand that this is a great opportunity. But also, this is going to take this to if there isn't currently, this advisory service for Ealing Council will take years to develop. If you start with something that is a little bit more relevant to them, be that Skate Park or Leisure Facilities that they really understand, then, when you end up asking them about something a little bit more boring, like a road plan, they're more likely to take part in that as well."

Specific suggestions for engagement were as follows;

- Leaflets, letters, e mails to households
- Door knocking consultation in key areas where there are 'hard to reach' go with trusted person in community (faith group / outreach worker etc).

- Social media targeted specifically to younger people
- Advertising on buses, bus stops, throughout the borough in shops, local meeting places etc
- Use the local newspapers to highlight consultations happening or changes
- Faith leaders
- Community groups
- Local community events – tailored to the area
- Outreach projects
- Keep fit groups – active groups
- Local support groups
- Set up specific groups to engage
- Advertise at food banks / baby banks

4.7 OVERALL RECOMMENDATIONS - RANDOMLY SELECTED RESPONDENTS.

1. Residents would like Ealing Council to be more accessible to them. Particularly with respect to consultations – ideally, clear contact details (email and phone number) could be provided. There is a desire from residents for more information and justification about transport plans and how this will affect people. Also, when these are implemented, schemes need to be widely publicised.
2. Residents are keen to be part of the process of decision making in their communities. They want to hear the plans, the rationale and evidence and be able to give their thoughts. They also want to understand, when a decision has been made, what the rationale is that supports that decision or change. Residents need to feel they have a voice, and that it is being listened to.
3. Residents would like to see plans and strategies presented for discussion at a much earlier stage. Residents want to feel like their voice matters and that that the process hasn't already been decided, with consultation just being lip service.
4. Residents were adamant that more than one or two methods of promotion need to happen to 'get the message out widely.' They believed a combination of different approaches was crucial to success.
5. Residents want reliable, independent and representative information. Residents expressed distrust with historic information used to make decisions, so all research going forward ideally needs to be clear, neutral and not leading in any way to skew results.
6. One of the critical areas mentioned was the involvement of local business in any consultation. Residents felt it was important to involve local businesses and discuss how these changes would affect them. Some parking restrictions have seriously affected some businesses in some of the borough and as a result they have had to close. Also, for some self-employed individuals that work in the borough, the impact of speed controls or LTN's have seriously affected their overall productivity and ability to get to come clients. So hearing the voice of this community is essential.
7. Harder to reach groups need to be recognised and included in the discussions and there will be challenges in recognising and involving those residents. There were many suggestions on how to try and engage from contacting resident associations, faith groups, support organisations as well as taking the 'message' actively and directly into those communities.

APPENDIX B

Detailed Report on Stage 4

(Discussion Groups Phase 3)

TRAVEL IN EALING CHARTER - SUPPLEMENTARY QUALITATIVE RESEARCH AMONGST SELF SELECTING INDIVIDUALS FROM COMMUNITY AND INTEREST GROUPS (PHASE 3).

PREPARED BY LAKE MARKET RESEARCH

"This report complies to ISO 20252 and any other relevant codes of conduct."

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EXECUTIVE SUMMARY

- Ealing Council have committed to the creation of a travel charter for the Borough. As part of the preparation for this charter, travel consultants were appointed and undertook a first stage review of opinion amongst Ealing residents, issuing a questionnaire via Ealing Council's consultation directory, asking for views and whether there was any interest expressed in taking part in further discussions.
- The following research programme was undertaken but this report focuses on the findings from phase three of the project (please see detail below). The findings from phase one and phase two have been presented in a separate report.

PHASE ONE

- Phase one focused on the process of talking to residents to explore attitudes towards when and how the council should approach engagement with residents around future travel and mobility projects. Lake Market Research were commissioned to undertake the research with the residents who had expressed an interest in taking part in discussion groups and completed the initial online questionnaire. Lake contacted 355 residents with options for daytime and evening online discussion groups taking place during the week and Saturdays. Those who responded were booked into one of eight online focus group sessions (87 residents). 65 residents in total attended the sessions and all were self-selecting in nature and recruited via online survey responses. They were not recruited independently by Lake Market Research.

PHASE TWO

- Phase two focused on the process of talking to randomly recruited residents on the same topics as phase one - exploring attitudes towards when and how the council should approach engagement with residents around future travel and mobility projects. Twenty four residents took part in total.

PHASE THREE

- Discussions were undertaken with a range of individuals that represented the interests of some of the different groups within the Borough as part of this research. A list of eleven individuals that represented the various stakeholder groups were provided to Lake by Ealing Council and were invited to take part in the research. Six individuals were available to take part in the timeframe given for the discussions to take place. The research focused primarily on how to best engage with residents across the Borough and by which methods.

SUMMARY OF FINDINGS

IT IS IMPORTANT TO NOTE THAT THE FOLLOWING REPORT IS BASED ON COLLECTED VIEWS AND OPINIONS OF RESIDENTS IN THE BOROUGH OF EALING.

- Following on from the first two phases of the research with self-selecting and randomly selected residents across the Borough, a small number of discussions were undertaken with a range of individuals who had expressed an interest in giving their views and

represented the interests of some of the different community and resident groups within the Borough. These discussions largely focused on the best and most effective way to consult residents around the Borough on forthcoming transport projects.

- Consistent with the first two phases of the research, there was a desire for information and dialogue with the Council to occur at a much earlier stage of consultations i.e., the earlier planning concept stages. They would like to be able to have their say and genuinely help to contribute to plans and strategies. Not just at the outset but also throughout the period of consultation to ensure that the dialogue continues.
- Respondents wanted more information to be provided about plans. More information that covered what Ealing Council are trying to achieve, how they will go about it and when this might happen; as well as how these changes would affect residents and businesses etc. As with phase one and two of the research, comments were made about widely publicising rationale *behind* schemes or projects and provide further feedback for residents regarding *why* certain decisions had been taken.
- Echoing earlier findings, there was a sense from some that the Council are reluctant to listen or engage with residents or the local stakeholder groups. Some felt that the consultations are merely lip service and that the Council will do exactly what they want to do, irrespective of the findings from residents.
- Generally, respondents lacked confidence in the 'local knowledge' of some Council Officers in the transport team. Respondents felt that as residents they '*knew*' the borough well and the problems that were intrinsic to it. As a result, they felt that they were perhaps in a better place than some of the Council Officers to make plans or suggestions and as a result this underpinned the view that they had a valid voice to give input and suggestions.
- As outlined in the first two phases of the research, effectiveness, and involvement of local councillors across the borough was very patchy, with a minority having a good experience to share. Respondents were very frustrated with local councillors feeling that they never acknowledge or respond to contact from residents either individually or from the various groups they represented.
- Points were also made regarding the perceived mismatch between the Council's green objectives and their practices, examples being the heavy lorries servicing the factories that are in and around the residential neighbourhoods in Southall. This was mentioned along with the suggestion that these businesses should be relocated to reduce pollution in the Borough.
- Points were also raised about Ealing Council needing to be clear regarding where the responsibilities between TFL and Ealing lie, (i.e., Red Routes), with respect to transport issues and plans.

1.0 Introduction & Background

This research is supplementary to two earlier phases of research undertaken.

PHASE ONE

Phase one focused on the process of talking to residents to explore attitudes towards when and how the council should approach engagement with residents around future travel and mobility projects. Lake Market Research were commissioned to undertake the research with the residents who had expressed an interest in taking part in discussion groups and completed the initial online questionnaire.

Lake contacted 355 residents with options for daytime and evening online discussion groups taking place during the week and Saturdays. Those who responded were booked into one of eight online focus group sessions (87 residents). 65 residents in total attended the sessions and all were self-selecting in nature and recruited via online survey responses. They were not recruited independently by Lake Market Research.

PHASE TWO

Phase two focused on the process of talking to randomly recruited residents on the same topics as phase one - exploring attitudes towards when and how the council should approach engagement with residents around future travel and mobility projects. Twenty four residents took part in total.

1.1 METHODOLOGY

Discussions were undertaken with a range of individuals that represented the interests of some of the different groups within the Borough as part of this research.

A list of eleven individuals that represented the various stakeholder groups were provided to Lake by Ealing Council and these individuals were invited to attend one of two online focus groups. Six of the individuals were available to take part in the timeframe given for the discussions to take place.

One focus group was undertaken 'online' with four respondents and further two 'one to one' discussions via phone interview were also undertaken.

1.2 DISCUSSION GUIDE

The discussion guide was created by Lake Market Research and approved by Ealing Council. A very similar discussion guide was used to the first two phases of research but removed the testing of who should be consulted and instead focused more on how to engage and by which methods.

2.0 Main Findings

IT IS IMPORTANT TO NOTE THAT THE FOLLOWING REPORT IS BASED ON COLLECTED VIEWS AND OPINIONS OF RESIDENTS IN THE BOROUGH OF EALING.

2.1 AWARENESS OF THE TRAVEL IN EALING CHARTER

Testing whether respondents had any awareness of the Travel in Ealing Charter, highlighted that awareness and familiarity overall was very low with no respondents having a clear idea of what the Charter was.

"I don't think I've heard of it."

"I think I might have heard about it, but not bothered to read the details."

"So, my understanding is that it is basically meant to be forums for people from around here to get around the table within Ealing and somehow reach some kind of consensus or something."

"I haven't specifically heard about it. But, if this is in relation, or connected to the cycle routes that are being put out, and the changes in road markings, bus lanes, and so on, so forth, then, I've put two and two together."

"Well, I believe it's some sort of consultation that the Council are doing that sort of seek views of residents. With a view to taking various initiatives forward."

2.2 VIEWS ON WHAT SHOULD BE INCLUDED IN THE CHARTER

An outline explanation of what the Charter was likely to be was outlined to respondents. Respondents were then asked whether there was anything specific that they felt should be included in the Charter's contents. A number of points were raised, and these were:

- Earlier consultation
- Definition of boundary responsibilities
- More supporting information and cause and effect information
- The importance of including local businesses
- Clear definition of what the consultation actually is and what the terms of involvement are
- Active publication and promotion of changes implemented and correct road signage

2.2.1 Earlier Consultation

One of the key issues mentioned was that respondents wanted to be consulted earlier in the process of planned changes within the borough and that the Council actually took on board the issues and comments raised.

Respondents were firm in their belief that Ealing Council needed to listen to the people that live in the Borough as those are often the people that understand it the most. There was a strong feeling that currently this did not occur. Some respondents also mentioned wanting more justification of why decisions had been made and required more of an

explanation regarding why various things raised were not (or hadn't been) taken into consideration.

"Being consulted at all is the key thing and there needs to be a dialogue and it not be just a one off. That feeds the point about getting feedback. Then listening to what we say and acknowledge that the people who have lived in Ealing and continue to live in Ealing are considerably more knowledgeable than a number of the officers who have been employed by the Council for a matter of weeks or have never ever lived in the Borough."

"I'm just thinking about covering lots of things that we've suggested over the years, and they've not happened, and we don't know why, or who did and didn't agree, or why these things went through."

"I think there does need to be a lot more back and forth conversation going on. But one thing, I would caution that I'm actually questioning what people mean by being consulted, because, if the Council has a manifesto pledge to do a thing and then they spend time and effort designing possibilities of how they're going to do a thing. The consultation isn't going to be a referendum, right? It's not going to be a yay or nay. It's going to be, how should we do it, perhaps present a, b, and c, or perhaps present the consequences of the options and let people understand what the effects will be."

"Perhaps the information has to be an inverted pyramid sort of structure. Where the most important stuff is very easy to get to and for people who care to, they can drill down further, I think that typically what we will get often is either an extremely sort of airy diagram that gives you information at very low levels, or we will get piles and piles of black text that you have to spend hours reading through, it'd be very nice to have, the whys and some of the motivations and some of the processes and some of the history a little bit more upfront. Then those of us who actually care about the diameters of curbs and that kind of thing, can keep going. But most people will just see the headline and see the first paragraph and go Oh, I understand where I stand on this now."

One respondent made the point regarding a need for clarify of what Ealing Council were responsible for and what TFL or the Mayor's office were responsible for, with regard to roads and transport plans and projects.

"It's a case of being clear. Obviously, this is where communication comes in, of where the line is drawn between what is the Council's responsibility and extent of their responsibility? And TfL? Because, as far as I understand it TfL are responsible for any of the red routes and the Council are responsible for everything else."

2.2.2 More information on modelling, cause and effect.

The issue of providing information to residents regarding potential traffic projects and the level and detail of those proposed projects were raised. Respondents cited a desire for greater, in-depth information into the assessments or modelling that had occurred on potential transport plans; essentially wanting better quality information and justification of proposals.

"In the past when some things were proposed, some degree of assessments or technical assessment was done of the impacts of those proposed things. In more recent years, the Council seemed to have gone the way of 'we'll try something out and see if it works.' A lot more work could be done beforehand and presented to residents, and others, but basically, now we have a 'let's just see how things go' regarding the impact assessment. It's just like, 'we've got this bright idea, and we'll try it out and see.'"

Some felt that information was not readily provided or accessible and they had to constantly search and try to find some of the more detailed information required, and that this process was very difficult. However, respondents also recognised that everyone would not necessarily want to see all the detail, so they were careful to propose that this could be stored on the website for example with some easy links made available, but the point made repeatedly was that these links needed to be widely promoted.

One of the most consistent findings from all of the groups spoken to was that people want to fully understand the following:

- How proposals will affect them
- What will the impact be of the changes
- How things will change
- When will this happen
- How long will it take
- When the changes are happening / what timeframe.

2.2.3 Inclusion of local businesses

Respondents felt the involvement of local business in any consultation was paramount. Those that worked and lived locally and who would be likely impacted by any changes were considered crucial to consult.

"Businesses may be seriously impacted. It's not just residents who need to have their views taken into account. It's businesses as well. I don't know if you're talking to any businesses. But that's a point that needs to go back."

"There are issues where the Council really does need to go to the businesses themselves because some of the things that have happened, some changes really didn't take into account some quite practical things like very large vehicles delivering things."

"It needs to be realistic and you do need to take some analysis of what the business needs are. Because when you interview shopkeepers, for example, they will always say no, I absolutely need that parking space in front of my shop for my customers to come. They park there, they come into the shop. And yet when you actually put a film camera on it for a week, you'll discover that the shopkeeper parks there in the morning, the entire time and never moves. So, the narratives need to be checked against reality, I think."

Respondents also made a point regarding the number of large manufacturing businesses operating in Southall and the amount of traffic needed to service these factories. There was concern that these businesses are serviced by very large lorries, and these create significant pollution. Respondents felt that Ealing Council needed to review this in light of their commitment to climate objectives and reducing transport within the borough.

"The traffic is inappropriate for now, in this day and age. Historically, Southall was a place where people had their businesses or businesses were located, and people lived in and

around the businesses. Now, with the climate crisis, it's no longer an appropriate model to have industrial sites with lorries delivering to industrial sites within the residential area, which basically means within Southall or town centre, that would include Southall Broadway and the green area. It's no longer sustainable and I think that the Council needs to commit to a programme of supporting businesses to move to appropriate sites on the outside of the town centre, which there are more than plenty of."

"These industrial sites are situated within residential streets. So, the 40 foot lorries are delivering, passing through residential streets, going over and over bridge back again. It's all circulating within Southall and the pollution when you walk from old Southall to the station, to the new bridge, you can markedly feel the pollution, it's a marked different quality. To the point where you sort of hold your breath until you get into the station."

"There's a lack of enforcement of existing regulations, around operational hours of businesses out of permitted hours. The businesses themselves use the ignorance of the population to their advantage and this adds to the pollution".

2.2.4 Active publication of changes for road users / improved signage and warning.

The issue of a lack of awareness regarding changes that had been introduced was raised. Some respondents were concerned with the fact that the Council had historically been poor in publicising changes to the road layouts and alternative routes and as a result, people had been penalised when they used their usual routes to find a change they were largely unaware of. Respondents cited that many old traffic signs were still in operation and new signs saying that things have changed were often in the wrong place and too small for passing traffic to see it or take notice. Respondents expressed the need for clear publicity campaigns (perhaps using large maps) needed to be used extensively throughout the Borough and that this would significantly benefit all those concerned.

"This is where the Council is falling down now. They're not actually showing people how they're supposed to use this new scheme. I don't know why they haven't put maps up. That is a clear gap in the whole scheme."

"It's just outreach - you know, appreciating that when things change, the Council put signs up that say, new road layout ahead. That doesn't tell you what the road layout is, doesn't tell you what decisions you need to make. It just says, we've done some things and I think that we just need to make sure we need to be ready, you know, give warning - a couple of junctions ahead to tell people."

2.3 HAVING YOUR SAY

Echoing points raised in the earlier phases of the research, stakeholders felt that contacting the Council was very difficult. They felt there was no clear method of contact that elicited a response and as a result this was frustrating particularly when asking for information to plan and discover changes being made in the Borough. Some criticised the Council, for not answering the phone, having a bad website and for not having a list of officers and their contact details. Other respondents made the point that there was a significant drive for a lot of organisations to avoid contact with customers and communicate digitally. The language barrier in the borough was also cited as a serious obstacle for some parts of the community.

“There's not an obvious route to contact the Council.”

“One of the problems with the Council is that it's virtually impossible to find out now who works in that team, to contact them. My view is the Council should publish email addresses and direct phone numbers for every officer. I know that they'll never do that. But they've got worse and worse over the years.”

“Contact is actively discouraged by the Council. They don’t want residents contacting individuals. I know we all have the same problem. Emails, interrupt your daily life, and you can't get any work done. But they've got to accept that. Then the Council is then ‘everybody must contact us digitally.’ If you don't provide the addresses to contact people, people can't. So, I think the Council makes it virtually impossible to contact anyone.”

“There is a culture of not responding. At the highest level also, when something wants to be avoided, is just not responded to. It's down to the resident’s persistence and determination to force a response.”

“Relying only on digital communications does have its own barriers. But I think that even in digital communications, I think we can all agree the Council are not particularly good. The thing that I'm particularly worried about is the website. Because I am looking for the ability to get deep into a scheme to look at the history to connect it to other ones to the entire planning and consultation process over the years. I think I often look at Hounslow Council, and I look at Ealing Council and I look at the two websites and how you look up a transport proposal of any sort. And Hounslow wins hands down every time their website is phenomenal.”

“Some cultures that live in the borough don't necessarily understand the construct of a local authority in the United Kingdom, because there are a lot of people living here who come from India or elsewhere, and just don't have experience of local government in this country, and don't necessarily have the language skills to find out. The Council don't make it easy for people to contact them.”

“Very often we will say, Listen, we've tried for six months to find this information on the website, no amount of digging through or searching through will get us there and someone inside the Council will come back five months later and say, ‘what are you talking about? It's this link right here.’, it's a link that’s seven miles long, there's no way we would have been able to guess. So, there's no way it was clicked from anywhere that we saw. So, I think it's not necessarily there may be amazing information on there. I think it is poorly organised and poorly presented.”

There were also comments from a few respondents that the Council only really paid ‘lip service’ to consultations and went and continued with their own agenda much of the time.

“I know it sounds cynical, but I can't help feeling that it's the case of ‘We're going to do these consultations. We're going to seek everybody's advice.’ So that ticks that box, but at the end of the day, we're going to do what we want anyway.”

2.3.1 Lack of local knowledge

A few respondents mentioned a lack of confidence on the knowledge level of the Council with regard to 'local knowledge' and knowing the area as well as the residents. This was also a finding from phase two of the research, with randomly selected residents.

"I think there's some serious concerns about the competence of some of the officers involved, even of how much they know and equally of even their own sort of guidelines. I've had a recent case where we're talking about a small sort of thing, but they've done something, which now seems to be completely against at least four of the particular things in their own guidelines."

"One of the things that I was putting to the various Council reps that were involved with the LTNS was that if you'd like to come down, I'll meet with you and explain what the issues are, but then I was actually saying, but you need to come at a specific time, when the problems are encountered. For example, rat running happens first thing in the morning, and late afternoon, early evening. So, obviously, that's when the Council should come down and see it for themselves rather than sort of coming out half past 11 or half past two in the afternoon when everything's quiet. It's frustrating."

2.3. 2 Ward Councillors

Points made in the earlier phases of the research were repeated again concerning the effectiveness and involvement of local councillors across the Borough being reported as patchy in their effectiveness. Some respondents felt that that their local councillors were effective, while other ward councillors were rarely seen or heard from.

"I think the majority of residents do not have councillors who serve them well, or at all. Many of the counsellors do not bother to respond to resident requests, and many of them wouldn't have the first idea or any interest in resolving your problem if it means going to officers and actually doing some work themselves. So, it's great if you've got the right councillors but in reality for the majority of people, it doesn't work. Sadly."

"Our {group} is an Ealing wide group. So, we have residents in all wards. So, I think if you're a group that's very ward focused on one or two streets, I understand that, then you are going to be much more limited than if you can say, hey you're in this ward, your councillor is actually in head of head of transport or whatever, right? That's a little different."

"Not really sort of terribly impressed with them at all. I think years ago, they did tend to be a bit better, some of the local councillor but certainly my recent experiences have not been so good."

"I've sent emails to our local councillors since the end of last year about various issues in this area and despite a number of reminders, I haven't had a single response.

There was also mention of community officers in the community, with the idea that they might be able to assist in areas of consultation going forward.

"There is a community officer in Ealing, Southall has one, and she's also not that great at responding. She responds when she wants to…but there is a model of a link between the

community and the local authority and that is in these community liaison officers, perhaps they could help?"

2.4 ENGAGEMENT, PROMOTION & COMMUNICATION

All respondents were in agreement that methods such as letters, leaflets, e-mails, advertising across the Borough, links to websites, social media campaigns etc would all be effective, but made reference to the rule of seeing something more than a few times before the brain registers it. These respondents were firm that a number of different methods needed to be employed together to raise awareness across the borough of consultations. Many felt most of the options proposed would be effective but stressed that they needed to occur concurrently.

2.4.1 Traditional methods

Traditional methods of communication and engagement such as leaflets and letters were considered to be very effective as there was a feeling that people read letters from the Council because they were fairly rare.

"I think when it comes down to it, a letter is the only approach to get to everyone. Because, okay, you can talk about putting announcements on the Council's website or social media. But of course, not everybody has access to that. Yeah. Or even if they have access they wouldn't necessarily get the notifications?"

Respondents agreed that e-mail could be effective to some residents in the Borough, but there were limitations, such as the risk of e-mail fatigue for some residents.

"I get an awful lot of emails from the Council that I'm not in the least bit interested in, because obviously, they've got my name, email address on the list. I do get some stuff that I'm interested in or they suddenly contact me to say that they're no longer going to provide this information by email. Well, I find out some other way, which they don't ask me, so it's a good medium, but I think I think they're probably find that their email lists aren't what they should be."

Some respondents noted that there was a digital divide and that e mails would work for some people and not for others. They also made the point regarding social media, where it was expected that the younger people would be the majority to access this medium, with perhaps more detailed information supporting the consultation on a specific link.

"There are all sorts of digital divide issues and there are just people for whom email is not the best method and there are others. It's sort of like asking, should we get rid of postal mail? No, it gets to every address, right? But you've also got to try different overlapping communication types, I think."

"Social media can only communicate a short, sharp message. You can't convey a quantity of information on social media. That's not what it's there for. It's going to be very quick. So you could say, there's a consultation - go to this link on a dedicated website. But you can't give all the details of the consultation. Equally, on mobile device phones you can't assimilate and consider information or at least I can't, I need, I need a bigger screen. I think you have to be under 25 to be able to do that with it with any comprehension."

One of the overriding points made was that the quality of information issued needed to be good. Respondents talked about perhaps using graphical representations/maps, rather than text heavy messages more often to get the message about changes across which would also help in areas where language was considered a real barrier.

"I like to see a website or something where you're dragging and dropping things around and writing comments. I think a lot of us want to see a big PDF, or a big map or like a broadsheet newspaper explaining things. That's our mode of engaging with this stuff and then we'll want to circle things in red pencil and comment."

2.4.2 Public Exhibitions

Respondents approved of the concept of using a public exhibition style of consulting. Some felt this gave people a greater opportunity to ask questions and see the proposals in more detail and have people there to answer questions. The feedback from other groups suggested that when events like this were organised well, they were very effective.

"For an exhibition, you want to put forward a transport plan, or whatever it is you can advertise, that documents can be viewed in the library, and then people can go into the library and view the documents and the information, and then there's somewhere that they can respond as part of that consultation."

"I have seen these processes work fairly well, when done by Transport for London, during a time when they had slightly more resources than they have now. The format tended to be a sort of exhibition hall with models if they had them, but a lot of it was easels with these sort of giant maps and things so you could walk up to them. The detail was high enough that you could actually pick out every little flowerpot or letterbox or whatever. I think that you could stand around them, you could have discussions, they would have team members from all sorts of angles of things…
…"And they would have a couple of engineers etc, and a representative of at least one of each type of expertise, so that if there was a question they could answer it. That was helpful. But I think also, it really was a very public event, it wasn't just bringing some people into a meeting room somewhere, it really was, we're taking over the Kew Bridge Museum of water and steam, auxiliary room for a day and setting this up or something like that. And so, it was very much like a very public exhibition. And so, you know, everyone was taking pictures and making comments, and it was something that was talked about publicly. And I think that that was possibly a bit more useful in some ways, then, you know, inviting people behind a curtain to see some maps."

Respondents made the point that they wanted clear guidelines at the outset regarding what they could influence and what they couldn't, and the phrase "terms of engagement" were used. As well as being completely clear regarding what the consultation actually is focused on. This was a point that has been echoed throughout the research.

"I think there is a misunderstanding that consultations are a referendum, and that it is about giving residents a veto over doing anything. The biggest problem we have right now in the consultation process is when sometimes people say I wasn't consulted, they absolutely were, but no one came around their house to sit in the nice chairs and have tea and offer them a personal veto on a project and that's what they mean when they say

that. I think that needs to be something where we need to communicate from the beginning to help the public understand what a consultation actually is. Because I think there's been a lot of misunderstanding recently."

"Obviously they can influence something, or they wouldn't be consulted. That has to be in the equation somehow. But the real metric needs to be 'you need to understand what it is that you're getting involved in and you need to understand the terms of engagement' because otherwise, people can be much more effective if they know the limits of their input. Because they'll say, oh, my goal is trying to stop this scheme, let's say to prevent it from harming something that I care about. Noble goal. If I can't stop this, at least now I understand it and can say the important thing is it needs to preserve this thing I care about. That can create a much more constructive and productive engagement process. As soon as everyone understands this isn't a yay or nay, kind of vote. This is absolutely, getting input for details on a scheme that maybe pretty much a foregone conclusion it's happening or, you know, but it can be done better. And it can be done in a way that that that prevents strife."

2.4.3 Ensuring representativeness.

Respondents were asked how, in their view, the Council could ensure that as many people as possible took part in the consultation. As well as the 'self-selecting' respondents who register to receive information and contact from the Council, the view was that some form of research survey of a robust and representative sample of residents should be done. Also undertaken in parallel with deliberate work by the Council to include some of the harder to reach groups.

"I think there needs to be some kind of randomised market research type selection going on. Because I do think that is the sort of measure; you don't have to reach everybody, you don't have to reach out to 300,000 people in Ealing, or whatever the population is these days. In order to get a correct representation, you just to make sure that you're not only reaching out only people in you know, Northfield ward or something like that."

"I think being representative in any sample for anything is always very difficult. Because not everybody is necessary equally valid in terms of being asked for their opinion, you need people who do know what they're talking about, you don't want people given equal weight when they just come up with ideas off the top of their head, because they've been randomly selected."

"I do think that the size of projects should dictate the sort of the methodology, it may be relevant for larger issues. Let's say, we're talking about a transport plan or a clean air action plan - these are major issues, it may warrant spending the money. But then, some issues are perhaps less important, you could do something different."

A few respondents did question the validity of some views of people that were randomly selected though and felt that they may not have valid points, or in some instances or be able to make informed decisions regarding the nature of some of the proposals.

"I think that self-selection does mean that people taking part are taking an interest and may well have some knowledge on which to base their arguments. But certainly, there needs to be a way of engaging to an extent than those who aren't so easily engaged, but

you can't force people if people don't want to get involved in decisions in their area, that's fine. Just don't moan about it afterwards."

Other respondents felt that different parts of the community might have a different perspective to share.

"I think it's important to have a way of going to perhaps a wider audience who are not so knowledgeable basically, because sometimes those of us who got very worked up about events or changes, might have got ourselves into a stage where we say 'Well, some things that are very important to us.' But quite frankly the rest of the public may not see it that way. I think is important to try and reach out and perhaps some just the different ways in the get different people."

Some respondents felt that involving business would be difficult in some areas as many business owners don't live in the borough. However, it was suggested that those businesses that become involved are promoted as such by the Council, therefore raising awareness and is also some free publicity for the business.

"It would be a good idea to get businesses involved in becoming active in the shaping of the area, whether it's the transport, planning or whatever other agenda that's on the table. But I think you will even find it very difficult to get them to do that, but one way that may work is awards and exposure. For businesses, in other words, that doing the right thing leads to, you know, a lot of responsibility that they're recognised in within the area. Doing things responsibly, legally, participating, etc, that the business is rewarded in some way, perhaps through mentions in local Ealing newspapers first? Businesses could be mentioned for participating in a scheme or giving feedback or whatever it is they're doing, that they're behaving legally and responsibly. And those businesses that are not could also be exposed."

Respondents recognised the difficulty of getting to the 'difficult to reach' groups and recognised the challenges of including them in consultations. There were comments such as printing the consultation in different languages and holding specific events in certain areas. The point was also raised about how to engage the people that were time poor, and how the Council could target those who were perhaps invariably far too busy to respond or contribute.

"I think for recent arrivals, people were who don't have English as their first language. It's fairly obvious, they're going to be more difficult to reach. As for recent arrivals and transient people who aren't committed to the borough, it's much more difficult to engage with them. We talked about younger people, but there are there are ways that they need to be different. Older people tend to be more excluded, because they may be less likely to go out. So, putting stuff on the street doesn't work. They may not want to go to meetings, they may also be digitally excluded, there's also people with certain disabilities."

"The information has to be in multiple languages. It has to be in the languages that are spoken here, as well as English. There's also a social media platform called UB1/UB2. It seems that everyone (well, a very large number of people in Southall) look at this site and engage on it very actively."

"One of the things that tends to happen is we do tend to schedule around people who can afford to, you know, spend the hours to do these things. And I don't know how we reach

people who are perhaps, busy parents on the go, right? You know, people who've got a three year old and a seven year old and are just struggling to keep them both together, at the same time. We've got to figure out how to reach those people without time and respect their lack of time at the same time."

3.0 OVERALL RECOMMENDATIONS

1. As echoed in the previous two phases of this research, respondents would like Ealing Council to be more accessible to residents. Particularly with respect to consultations – ideally, there needs to be clear contact points, an email and phone number. To reach deeper into the community, information should ideally be published in a number of different languages.

2. There is a need for more information and justification about transport plans and how this will affect people, together with explanations of why decisions were made and what the impact of the changes are likely to be.

3. One of the critical areas mentioned was the involvement of local businesses in any consultation. It was felt important to involve local businesses and discuss how these changes would affect them. Even those business in the borough where the owner is not local.
4. Residents felt that the harder to reach groups needed to be recognised and included in the discussions and there will be challenges in recognising and involving those residents. There were many suggestions on how to try and engage from contacting resident associations, faith groups, support organisations as well as taking the 'message' actively and directly into those communities.
5. Public exhibitions and community gatherings were considered a good method to prompt engagement, but the point was made repeatedly that these events need to be widely publicised and incentivised in the form of food or drink or some other service alongside (bike doctor as an example or a repair shed approach).
6. The overriding desire from this group of respondents was for earlier consultation to occur and for the dialogue to continue throughout the process to help shape it. Then resident consultation ideally needs to be widely publicised using more than one method of communication. Residents also desired decisions to be justified and widely published, giving those that live, work and study within the borough plenty of notice of any forthcoming changes.

APPENDIX C

The Draft Travel in Ealing Charter

DRAFT TRAVEL IN EALING CHARTER

Ealing
www.ealing.gov.uk

TACKLING THE CLIMATE CRISIS

FOREWORD

We are determined to shape Ealing for the better and tackle the big challenges we know we face in the years ahead, like the climate emergency and the growing inequalities that hold too many people back from leading happy and healthy lives.

We're committed to being open, transparent, and inclusive in doing so. But we know that we haven't always got this right, and we are being honest with you about our mistakes.

We've listened and learned, and are committed to improving how we engage with local people, including on transport and active travel projects.

We've worked with hundreds of residents and stakeholders from across the Borough to produce this Travel in Ealing Charter, and to reset our relationship so we can move forward together.

It starts with a simple principle, that we want to work with residents to identify the problems that need fixing, and come up with solutions together.

This is already happening across our seven towns. From Let's Go Southall to Visions for Northolt, we are trialling new, innovative ways to involve residents through the life of a project and beyond.

This Travel in Ealing Charter sets out how we can take this even further, by committing to a new approach to engagement on transport schemes going forward.

It's not about any specific transport proposals themselves, but rather about how the Council will go about engaging with local people, businesses and others when we bring transport schemes and other initiatives forward in due course.

We're determined to ensure that the decision-making processes for future transport proposals enable participation by as many people as possible from all ages, backgrounds and circumstances.

This is because we also know that schemes will be all the better with local input. When they command the support of residents, everyone has had the opportunity to shape and influence decisions, and we've all made the necessary compromises we need to make to live in sustainable and cohesive communities.

It also means ensuring that we've done absolutely everything possible to give the transport projects we do deliver the best chance of success. Where the benefits as well as the risks are understood, the goals of any project can be easily understood, and we can demonstrate clearly if they've worked or if they've failed.

We remain committed now, as we always have been, to supporting residents to choose cleaner, sustainable, and active ways to travel. But we need to work with local people to solve real world problems where they live.

Councillor Peter Mason
Leader – Ealing Council

Councillor Deirdre Costigan
Deputy leader and cabinet member for climate action

Councillor Josh Blacker
Cabinet member for healthy lives

DEVELOPING THIS CHARTER

In preparing this Charter, the Council has had feedback from over 850 residents and other local stakeholders over a period of five months. We began with an online questionnaire and followed this up with online discussion groups, in-person workshops, specific outreach events, and targeted interview surveys. All of this work has been undertaken in the context of the Council's broader initiative to improve how it engages with residents, businesses and others on any topic that concerns them, and from which other commitments (including other Charters) will follow in due course.

The word-cloud below comprises key words and phrases that came up repeatedly through these engagement activities. They reflect the range of different views that we received but also the common themes from the feedback. These include the importance people attach to being able to speak to the Council, to knowing they've been listened to, and to having confidence that their views will be taken into account. The words in the cloud also point towards the importance of transport to people's everyday experience and of ensuring everyone's voices are heard.

TRAVEL IN EALING

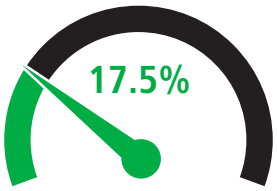
As routine or dull as it might seem, how we travel is incredibly important.

Almost all of us travel every day, for a wide range of purposes, to a huge variety of places, for different distances, and at different times. Some of us have more travel options than others, and it's easy to think that the choices we make (or have to make) only affect us.

But that's not the case. How we travel affects others, too. For example, the more we use cars, the more congestion, air pollution, carbon emissions and road danger there is; and the less exercise we get. The negative effects of our current travel patterns are increasingly well understood, especially in relation to our health.

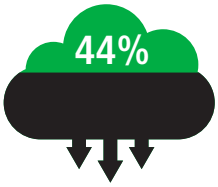
Despite all the headlines about electric vehicles and other technological opportunities, it's clear that what's needed most to reduce the negative effects of travel is for as many of us as possible to change how we get around.

We recognise that, because travel is so much part of our everyday lives, changing how we do so can be hard to contemplate, let alone achieve. That said, whether it's about **congestion, pollution, road danger, carbon emissions, inactive lifestyles or social isolation,** no-one thinks the transport status quo is acceptable, and doing nothing is obviously not an option. **Recognising this, Ealing Council unanimously declared a Climate Emergency in 2019.**

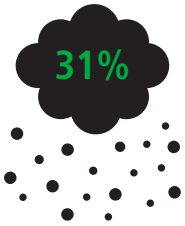


the increase in total road traffic mileage in Ealing from 2012 to 2019
(the 2019 figure being the highest on record)

the proportion of all UK greenhouse gas emissions attributed to road transport in 2019
(more than any other sector)

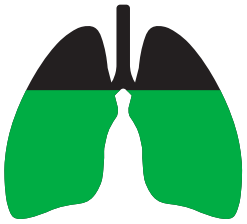


the proportion of all London Nitrogen Oxides (NOx) emissions attributed to road transport in 2019
(by far the largest emitting sector)



the proportion of all London small particulate matter ($PM^{2.5}$) emissions attributed to road transport in 2019
(by far the largest emitting sector)

the number of annual premature deaths in London attributed to poor air quality
(NOx and small particulate matter)



Smaller lung volume - the effect of greater exposure by children to air pollution
(NOx and particulate matter)

For sources of the data used in the above infographic, please refer to the back page of the document.

DRAFT TRAVEL IN EALING CHARTER

THE COUNCIL PLAN FOR 22/23 SETS OUT THE FOLLOWING COMMITMENTS:

- investing £35m in improving our roads, tracks and pavements, and continuing to implement controlled parking zones;
- investing at least £10m to increase cycling, walking, running, and scooting and reduce polluting vehicles through active travel scheme and School Streets;
- enhancing our high streets and enabling our seven towns to have everything they need for residents within a 20-minute walk;
- investing £100m in the next four years to enable people to live healthy, active and independent lives from day one;
- rapidly expanding the number of bike hangers and electric vehicle charging points;
- campaigning to win the powers we need to enforce 20mph speed limits and ramp up fines for idling vehicles;
- delivering our 'Shaping Ealing' Local Plan to give residents and businesses confidence that our borough can change for the better in the coming decades;
- making our streets and open spaces beautiful and resilient; and
- putting good design and heritage at the heart of how we enhance our borough.

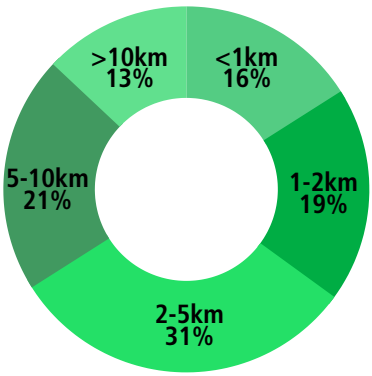
The good news is that, while changing how we travel is necessary, it's also achievable.

Road transport accounts for over a quarter of the borough's carbon emissions, with car travel being the main contributor. But huge numbers of the car trips that start in Ealing are short enough to be walked or cycled. Of these 216,000 daily car trips*, around 35,000 could be walked in under 15 minutes and around 145,000 could be cycled in under 20 minutes at a gentle pace. Ealing is also well served by buses, tubes and trains; and the Elizabeth Line has made public transport an even better alternative to driving, especially for longer trips

All in all, there's huge potential for positive change, and we're determined to do all we can to make walking and cycling easier, more convenient and safer for all – including as a means of getting to and from bus stops and tube/rail stations.

This isn't just about making things better for those who already travel on foot or by cycle, it's about making 'active travel' an attractive choice for people who currently don't think it is. Bearing in mind that people in 40% of Ealing's households don't have access to a car, it's also about fairness.

Cars are necessary for some journeys, of course, especially for some disabled people. But the more people who walk or cycle short trips, and who use public transport, the better that is for those who still need to drive or be driven. So, enabling more people to feel they can leave their car at home for more journeys is a win-win for everyone.



Lengths of car trips starting in Ealing (average of 2017/18 to 2019/20)*

*Source: London Travel Demand Survey 2019/20

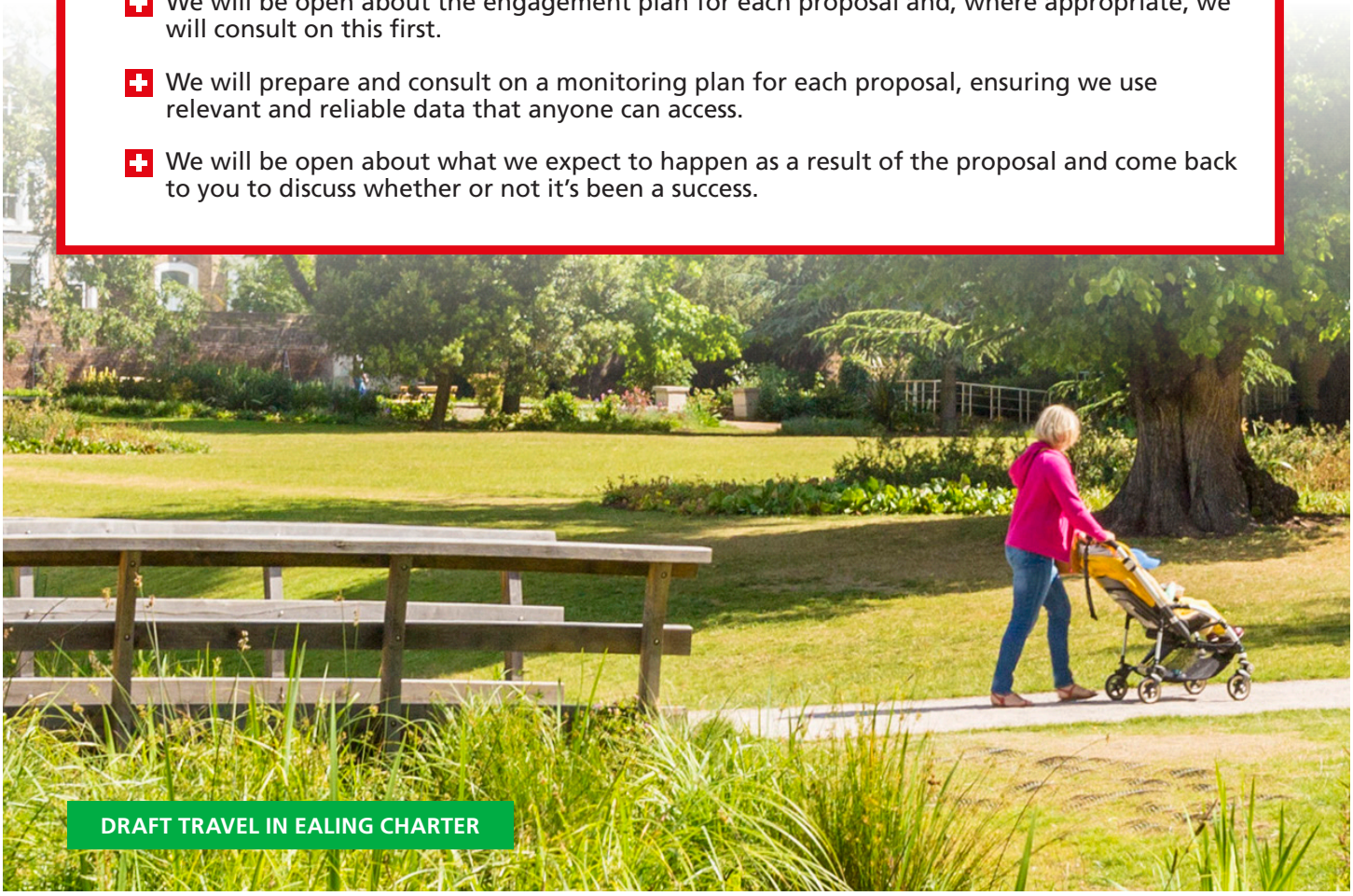
OUR COMMITMENTS

We will be open, transparent, and inclusive

We will be open, transparent, and inclusive and will work as hard as we can to engage as well as we can with the people likely to be affected by the proposals we bring forward, so that the outcomes are the best they can be for as many people as possible.

OPEN

- We will communicate honestly with you about the challenges facing us all in relation to the climate crisis, road safety, air quality and other public health issues, and we will explain how our transport proposals fit into the bigger picture.
- We will work with local people to identify problems and opportunities in their area, as well as to develop solutions.
- We will always explain why and how we think the proposals we bring forward will address the issues identified, and how they are likely to affect individuals and businesses; and we will be clear about any cons we anticipate, not just the pros.
- We will be open about the engagement plan for each proposal and, where appropriate, we will consult on this first.
- We will prepare and consult on a monitoring plan for each proposal, ensuring we use relevant and reliable data that anyone can access.
- We will be open about what we expect to happen as a result of the proposal and come back to you to discuss whether or not it's been a success.



TRANSPARENT

- We will always show our homework – the evidence base on which the proposals stand – and give people the opportunity to challenge it.
- We will ensure that, for each engagement exercise, there is scope for people to influence the outcome and that there is clarity about what they are able to influence.
- Other than in the case of proposals for Controlled Parking Zones, we will not treat engagement exercises as though they are referendums; and we will only base decisions on questions requiring simple yes/no answers when the issues themselves are simple and clear cut
- We will always monitor the effects of schemes to assess their pros and cons, and will be open about the before and after data we will use for this purpose.
- We will always publish the results of engagement exercises, so that everyone can see the number and range of people involved and the views they expressed.

INCLUSIVE

- We will strive to ensure that the feedback we get is representative of everyone in the local community, not just those who are proactive in offering their views.
- We will use easy-to-understand language and images to help in communication; and where necessary we will provide information in different languages.
- We will use new engagement tools and approaches to enable greater participation by people from different communities.
- We will adopt the principle of 'co-creation', seeking input from local people from the outset and throughout the process of developing proposals.
- We will work especially hard to get the views of communities and other groups (including children and young people) who have typically been under-represented in consultation exercises; and we will work with, and where necessary help establish, local groups that represent seldom-heard voices and build the capacity of local champions.
- We will undertake Equality Impact Assessments for all proposals.
- We will allocate the time and money needed to ensure that the engagement process for each proposal is in accordance with the commitments above.

DRAFT TRAVEL IN EALING CHARTER

THE TRAVEL IN EALING ENGAGEMENT TOOLKIT

The methods we'll use for engaging with people will depend upon the nature of the transport proposal in question

Some proposals will be small, simple and local; others will be more complex and/or may affect a large area; and some may even cover the whole borough. Many proposals will be about physical changes to streets, while some may be more about how traffic is managed and not involve much in the way of visible change. From time to time we will also consult on things like our transport strategy and policies.

We therefore need to have a range of engagement approaches that give us the right tools for each proposal we bring forward and enable us to meet the commitments set out above.

WHEN PROVIDING INFORMATION AND COMMUNICATING ABOUT PROPOSALS, WE WILL USE SOME OR ALL OF THE FOLLOWING METHODS:

Letters and/or leaflets delivered to each household and business in the area

Street notices

Email

The Council's website

Our social media channels

Online briefings

Partnership with local community groups, businesses and shops and other networks, including faith groups

Public exhibitions, pop-up events, etc.

WHEN WE ASK FOR PEOPLE'S VIEWS, WE WILL:

- Be clear about the geographical scope, the timescales for feedback, who will have a say, what people's views have the power to influence, and whether or not the views of people from inside the area will be given more weight than those from outside
- Fully comply with any legal requirements in relation to advertising the proposals
- Reach out actively to community groups, schools, businesses and other networks, and through on-street events and 'road-shows'
- Use language, plans and other imagery that are simple, helpful and clearly explain the pros and cons of any options
- Ensure the feedback requested is proportionate to the nature and scale of the proposal
- Use in-person and online feedback sessions, as appropriate
- Use online surveys and map-based engagement tools, where appropriate
- Use objective methods, including randomised and/or door-to-door surveys as appropriate, to establish a truly representative picture of people's views
- Enable people to tell us not just what they think, but also why

IN MAKING DECISIONS ABOUT ANY CHANGES TO THE ORIGINAL PROPOSALS AND WHETHER OR NOT TO PROCEED WITH THE PROPOSALS, WE WILL:

- Refer to the feedback received from people through engagement, giving weight to this in line with what we said when seeking people's views
- Refer to the robust evidence base we will have built
- Confirm the alignment of decisions with any previous relevant commitments made by the Council, including policies previously consulted on
- Communicate our decisions openly, giving clear reasoning

The draft Charter has been developed after extensive consultation with local people, businesses and others, but we would still like your views on whether we have got our commitments and proposed approaches right.

You can give your views on the draft Charter by completing a very short survey on www.givemyview.com/travelinealing

You can also show us where in the borough you think any form of travel improvements are needed by using the interactive map on the survey to pinpoint any locations and describe the improvements you would like to see made.

For all other transport enquiries please email travelinealing@ealing.gov.uk

References

17.5% - the increase in total road traffic mileage in Ealing from 2012 to 2019 (the 2019 figure being the highest on record)
Source: Department for Transport, Road Traffic Statistics. https://roadtraffic.dft.gov.uk/local-authorities/147

27% - the proportion of all UK greenhouse gas emissions attributed to road transport in 2019 (more than any other sector)
Source: Department for Business Energy and Industrial Strategy, Final UK Greenhouse Gas Emissions National Statistics 1990 to 2019. https://www.gov.uk/government/statistics/final-uk-greenhouse-gas-emissions-national-statistics-1990-to-2019

44% - the proportion of all London Nitrogen Oxides (NOx) emissions attributed to road transport in 2019 (by far the largest emitting sector)
Source: London Atmospheric Emissions Inventory 2019. https://data.london.gov.uk/dataset/london-atmospheric-emissions-inventory--laei--2019

31% - the proportion of all London small particulate matter (PM2.5) emissions attributed to road transport in 2019 (by far the largest emitting sector)
Source: London Atmospheric Emissions Inventory 2019. https://data.london.gov.uk/dataset/london-atmospheric-emissions-inventory--laei--2019

Over 4,000 - the number of annual premature deaths in London attributed to poor air quality (NOx and particulate matter)
Source: London Health Burden of Current Air Pollution and Future Health Benefits of Mayoral Air Quality Policies. Imperial College, 2020. https://www.london.gov.uk/sites/default/files/london_health_burden_of_current_air_pollution_and_future_health_benefits_of_mayoral_air_quality_policies_january2020.pdf

Smaller lung volume - the effect of greater exposure by children to air pollution (NOx and particulate matter)
Source: Impact of London's low emission zone on air quality and children's respiratory health: a sequential annual cross-sectional study. Published in Lancet Public Health 2019; 4. https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667(18)30202-0/fulltext

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TACKLING THE CLIMATE CRISIS

EALING
CARGO
BIKE HIRE

ELIZABETH LINE
Southall
ਸਾਊਥਹਾਲ
Welcome to
Southall
ਜੀਆਇਆਂ ਨੂੰ ਸਾਊਥਹਾਲ
Tickets

Kingston 65
SLfurniture london
Outlet
BCE 47074
RATP GROUP
LG71 DYU

UNDERGROUND
No
parking
Offenders
will be
prosecuted
E-SCOOTER

@ Thai Car
Vietnamese street

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Report for: **ACTION** **Item Number:**

Contains Confidential or Exempt Information	**NO**
Title	LGA Adult services Peer Challenge response
Responsible Officer(s)	Kerry Stevens, Strategic Director Adults and Public Health
Author(s)	Andrew Knox, Change and Transformation Programme Manager
Portfolio(s)	Cllr Josh Blacker, Healthy Lives
For Consideration By	Cabinet
Date to be Considered	14 June 2023
Implementation Date if Not Called In	26 June 2023
Affected Wards	All
Keywords/Index	Adult social care, Care Quality Commision, Local Government Association, inspection

Purpose of Report:

To report on the LGA peer challenge of Ealing's adult services conducted in February 2023., Ealing Council were the first Local Authority in London to engage with the LGA Peer Challenge framework to provide a basis for service development and to provide the Council with assurances in terms of inspection preparedness forfuture assurance framework and inspection approach from the Care Quality Commission (CQC).

The peer challenge highlighted a number of substantial positive aspects of adult services in Ealing, including Ealing's approach to transition into adulthood, support for the wellbeing of staff and a positive environment which promotes equality. The peer challenge also identified some areas of development for adult services, many of which had been identified by the Council as part of its self-assessment process, and which reflected a high level of self-awareness. The peer challenge exercise will further support the development of the Council's vision and strategic priorities for adult services, which will be co-designed with residents, partners and Ealing staff, and support delivery of the Council Plan.

1. Recommendations for NOTING

1.1 Note the final report and recommendations from the LGA Adults peer challenge.

2. Reason for Decision and Options Considered

2.1 An LGA peer challenge of adult services in Ealing was conducted in February 2023 and was commissioned to support the Council's planning for the future assurance framework and inspection approach from the Care Quality Commission (CQC).

2.2 The Cabinet is asked to note the report, recognising the significant strengths of adult services in Ealing identified in the peer challenge, and areas of future development. These will help inform and refresh the delivery plan for commissioning and social work operations in adult social care, the continued focus on delivery of the Council Plan, improving outcomes for Ealing residents, and preparing for future assurance and inspection by the Care Quality Commission.

3. Key Implications

3.1 The LGA peer challenge was conducted over 3 days between 7- 9 February 2023, with a peer team drawn from a number of local authorities, which included engagement with residents and a case audit. The exercise was based on the published CQC framework at that time. Ealing was the first local authority in London to receive an LGA peer challenge based on the framework, and as such was an early opportunity to assess preparedness for inspection. The peer challenge was preceded by internal analysis, engagement with staff and partners to begin development of a self-assessment in preparation for future assurance by the CQC.

3.2 The LGA peer challenge report, Appendix 1, sets out a summary of the information that the peer team found based on what they had read, and having spoken to a range of staff, partners, and residents during their visit. The LGA report noted that the preparation that Ealing had undertaken by way of a self-assessment was a good place to start, indicating that the Council had a high level of self-awareness of the strengths of adult services and the areas that required for future development. The peer challenge identified many positive aspects of Ealing's adult services and approaches across the inspection framework including:

- The new administration has a very clear political direction driven by the Leader and his team
- The Manifesto is clearly reflected in the Corporate Plan
- High level, innovative bold and ambitious vision and priorities to create a dynamic organisation
- Strong relationships with care providers, and that partners have positive relationships with adult services
- A positive environment that promotes equality, diversity and inclusion

- Ealing's approach to the transition of young people with special educational needs and disabilities into adult services demonstrates best practice
- Ealing's staff are committed, passionate and invested in the lives of local people.

3.3 There are also a number of areas of consideration and future development that the peer challenge identified many of which aligned with the our self-assessment and which will inform the the department's refreshed delivery plan and priorities. These include priorities to take forward work on vision and communications, quality assurance of practice, workforce development and equalities, community engagement and co-design, market and demand management, partnership working and statutory change.

4. Financial

4.1 The Adult Social Care budget is agreed through Ealing's medium term financial planning process to meet the demands of delivering social care in Ealing, including the delivery of the strategic priorities set out in the report.

4.2 The agreed budget for 2023/24 is £84.775m.

4.3 There is potential for significant spending pressures from a demand-led service such as Adult Social Care including cost of living, inflation and legacy cost of COVID-19. Although growth has been built into the Medium Term Financial Strategy (MTFS) to help alleviate some of these pressures, they continue to present a significant risk to the budget, particularly in respect of the inflationary, demographic and contractual pressures.

4.4 There is a strong culture of financial management, control and reporting in place. This aims to ensure that spend is within the allocated budget requirement. Where there budget pressures are identified, management actions are identified to contain the budget pressure by year end.

4.5 As the Council shapes a response to the peer challenge, any further specific resource requirements that are identified as part of strategic planning processes will be considered as and when required to support delivery, and in the context of the Council's overall financial position and delivery of Council Plan priorities.

4.6 As set out in the Autumn 2022 Budget Statement, the expected adult social care funding reforms have been pushed back to October 2025. The Council will continue to monitor and respond to changes in social care funding and factored into the MTFS.

5. Legal

5.1 The Care Care Quality Commission (CQC) is the appointed regulator for all health and adult social care services and its powers are contained within the Health and Social Care Act 2008.

5.2 In 2022, the CQC announced a new approach to its assessment and inspection framework. This was originally set to be implemented in early 2023, however is now planned to be delived from the end of 2023, with the approach fully implemented from April 2024.

6. Value For Money

6.1 Adult services continues to have a focus on maximising value for money for all of it services, in the context of continued unprecedented demand for services, in working closely with the social care market, through the delivery of the Better Lives practice model and the management of demand for services. Further strategic planning will continue to seek to maximise value for money.

7. Sustainability Impact Appraisal

7.1 As strategic planning is undertaken including taking account of findings from the LGA peer challenge, officers will have regard to the Council's overall approach to sustainability, including refreshing the overall vision for adult social care ensuring alignment with sustainability principles for the wider organisation.

8. Risk Management

8.1 As adult services progress further strategic planning, taking account of the LGA peer challenge, there will continue to be a range of risks to manage which include ongoing unprecedented demand for services and financial pressures created, and national challenges associated with recruitment. The department will continue to use appropriate project and programme management approaches to manage and mitigate risks around future strategic planning including through engagement across the Council and with partners.

9. Community Safety

9.1 There are no community safety implications

10. Links to the 3 Key Priorities for the Borough

10.1 As adult services develops strategic plans going forward, including taking account of the findings from the LGA peer challenge, there will be a focus on enabling residents where possible to access good jobs, and volunteering opportunities, including those with learning disabilities, ensuring that we maximise and maintain the independence and quality of life of our residents and wider communities.

11. Equalities, Human Rights and Community Cohesion

11.1 As adult services progress future strategic planning in response to the peer challenge any significant policy or service changes arising from the future vision and priorities will be subject to equalities assessment and meet the public sector duties under section 149 of the Equality Act 2010.

12. Staffing/Workforce and Accommodation implications

12.1 The peer challenge report highlights a range of positive aspects of workforce planning in Ealing as well as the training and development offer for Ealing staff. The report also recognises the national challenge in recruitment and retention for adult services. As the Council develops strategic plans, it will build on it's workforce strategy, including a continued focus on recruitment and retention of social care staff across the sector, ands seek to develop innovative ways to attract and retain high quality social work staff.

13. Property and Assets

13.1 There are no property implications of this report.

14. Consultation

14.1 A range of partners, and service users participated in the peer challenge exercise, feeding into the overall appraisal of adult services provided by the LGA. As adult services respond to the findings of the peer challenge, including refreshing a future vision and strategic priorities, the principles of co-design, consultation and engaging communities will be at the forefront.

15. Timetable for Implementation

15.1 The peer challenge report, alongside the Council's adult services self-assessment and the Council Plan, will inform a refresh of a vision for adult services and development of future strategic plans and priorities. This will include engaging with service heads, team managers and frontline staff in the department as part of further staff involvement, alongside residents and partners. The outputs of future action planning will be reviewed at regular intervals by senior officers and the Cabinet member for Healthy lives.

16. Appendices

16.1 Appendix 1: The report of the LGA peer challenge conducted in February 2023

17. Background Information

National policy ambitions for Social Care: https://www.gov.uk/government/publications/adult-social-care-system-reform-next-steps-to-put-people-at-the-heart-of-care/next-steps-to-put-people-at-the-heart-of-care
CQC Assessment and Inspection approach: https://www.cqc.org.uk/news/our-new-single-assessment-framework

Consultation

Name of consultee	Post held	Date sent to consultee	Date response received	Comments appear in paragraph:
Internal				
Kerry Stevens	Strategic Director of Adults and Public Health	5 April	17 May 2023	Comments incorporated in report
Adenike Tilleray	Assistant Director, Commissioning and Use of resource	5 April	28 April 2023	Comments incorporated in report
Jacky Yates	Assistant Director, Adult Social Care operations	5 April	4 May 2023	Comments incorporated in report
Jumoke Adebisi/Russell Dyer	Senior Finance business Advisor	5 May	17 May	4
Justin Morley	Head of Legal Services (Litigation)	1 June 2023	1 June 2023	5
Emily Hill	Strategic Director of Resources	1 June 2023	1 June 2023	4
External				
Not applicable				

Report History

Decision type:	**Urgency item?**
Non-key decision	No
Report no.:	Report author and contact for queries:
	Andrew Knox , Change and Transformation Programme Manager, email: Knoxa@ealing.gov.uk

LB Ealing
Adult Social Care
Preparation for Assurance
Peer Challenge Report

7-9th February 2023

Final Draft

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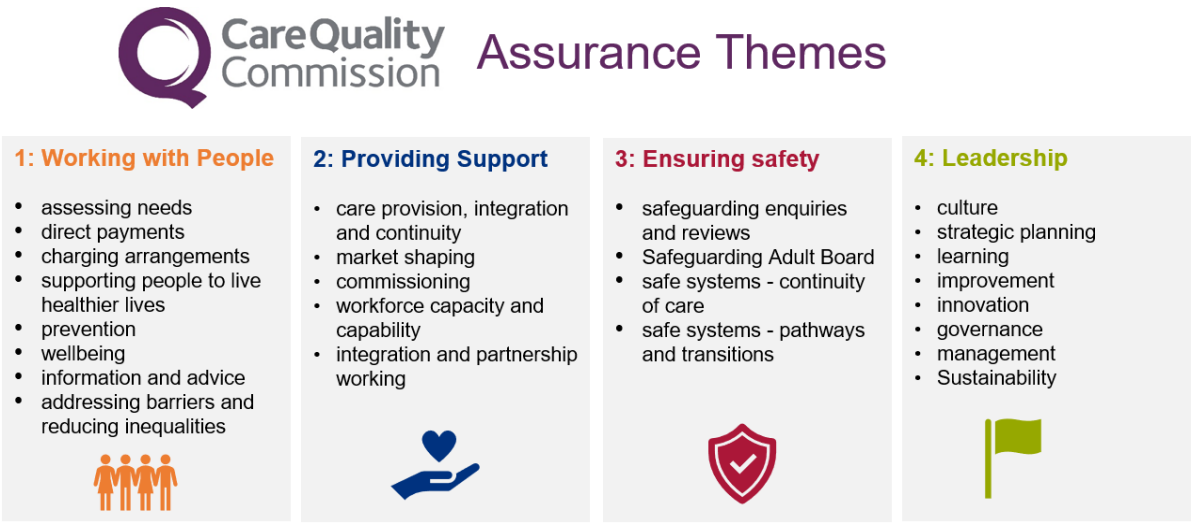
Report
Background

1. The London Borough of Ealing requested that the Local Government Association (LGA) undertake an Adult Social Care Preparation for Assurance Peer Challenge at the Council and with partners. The work was commissioned by Kerry Stevens, Acting Strategic Lead Adults and Public Health (DASS). He was seeking an external view on the readiness of the Adults directorate for the arrival of the Care Quality Commission's Assurance inspections and a view on how the Council can deliver value for money, quality, effectiveness, and the most personal outcome focused offer for local people.
2. A peer challenge is designed to help an authority and its partners assess current achievements, areas for development and capacity to change. The peer challenge is not an inspection. Instead, it offers a supportive approach, undertaken by friends – albeit 'critical friends' with no surprises. All information was collected on a non-attributable basis to promote an open and honest dialogue and feedback from the team of peers is given in good faith.
3. Prior to the onsite peer challenge work the Adults directorate team completed a self-assessment on the work of the service, and collated evidence against key lines of enquiry. The peer challenge team arrived at their feedback after considering the evidence provided, what they heard and saw whilst onsite.
4. The members of the peer challenge team were:
    - **Georgia Chimbani**, Director of Adult Social Care, Suffolk County Council
    - **Councillor Khevyn Limbajee**, Cabinet Member for Community Safety, Waltham Forest Council
    - **Tiffany Adonis-French**, Assistant Director, Adult Services, Brent Council
    - **Lee Calvert**, Assistant Director, Adult Social Care, Cheshire West and Chester Council
    - **Carol Baxter**, Principal Social Worker and Head of Service Quality and Prevention, Barnet Council
    - **Marcus Coulson**, Challenge Manager, Local Government Association

5. The team were onsite in Ealing between 7-9th February 2023. The programme included activities designed to enable members of the peer team to meet and talk to a range of internal and external stakeholders. These activities included:
    - interviews and discussions with councillors, officers and partners
    - meetings with managers, practitioners, frontline staff and those people with a lived experience and carers
    - reading documents provided by the Council, including a self-assessment and a range of other material, consideration of different data and completion of a case file audit

6. The framework the peer team used was the Care Quality Commission's proposed four Domains of Assurance, relevant as published at the time of the peer review as follows:



7. The peer challenge team would like to thank councillors, all staff, those people with a lived experience, carers, partners and providers for their open and constructive responses during the peer challenge process. All information was collected on a non-attributable basis. The team was made very welcome and would in particular like to thank Andrew Knox, Change and Transformation Programme Manager and Chrissy Leonard, Change and Transformation Project Manager in the Future Ealing Programme Management Office, for their invaluable assistance for the support to the peer team, both prior to and whilst onsite, in planning and undertaking this peer challenge which was very well planned and delivered.
8. Prior to being on-site peer team members spoke to a number of people with a lived experience, five carers and a day centre manager and considered eleven case files. The peer team read at least 189 documents including a self-assessment. Throughout the peer challenge the team had more than thirty-five meetings with at least sixty-four different people from adult social care, health, the third sector and other partners. The peer challenge team had spent over 196 hours with the Adults directorate at Ealing and its documentation, the equivalent of twenty-eight working days.
9. Our feedback to the Council on the last day of the peer challenge gave an overview of the key messages. This report builds on the initial findings and gives a detailed account of the peer challenge.

Key Messages

Strengths

- The new administration has a very clear political direction driven by the Leader and his team
- The Manifesto is clearly reflected in the Corporate Plan
- High level, innovative bold and ambitious vision and priorities to create a dynamic organisation
- The new Chief Executive is putting in place a revised senior staff structure to support the ambitions for the communities served in Ealing.
- Portfolio Holder for Healthy Lives gives clear leadership for the Adults directorate, understands the business of adult social care (ASC) and guides and monitors improvement
- The Acting Strategic Director of ASC and PH has a good understanding of strategic oversight and operational service delivery
- Two Assistant Directors and a number of Heads of Service manage a service that deals with increased demand in both numbers and complexity
- This peer challenge is designed to prepare Ealing for CQC regulation and to support the Adults directorate as it prepares.
- The self-assessment for this work demonstrated a high level of self-awareness. You know yourselves.
- There is good senior leader visibility
- There are strong relationships with care providers
- Partners report positive relationships with ASC
- Staff report feeling supported to successfully enact their roles and were able to demonstrate links between organisational priorities and their day-to-day activity
- Staff training and support is widely available and promoted.
- There is a positive environment that promotes equality, diversity, and inclusion.
- You recognise that recruitment and retention is a challenge and there is an opportunity to ‘grow your own’ more consistently
- There is more work to do with the mental health team following the end of the s.75 arrangements
- There were some good examples of co-production although more focus is required to embed this further
- There is more work to do to ensure that the voice of those with lived experience is heard consistently

- SAB well led, clear priorities, effective work streams, partners are well engaged
- Manageable case load numbers and evidence of quality assurance and supervision
- Wellbeing at forefront of managers engagement and there is an experienced staff group
- There is strong evidence of Better Lives, but the approach could be more personalised in case recording
- Your approach to Transitions demonstrates best practice

Considerations

- Clarify the adult social care vision and priorities and how it delivers the Corporate Plan
- Ensure the Corporate Transformation Plan creates a clear narrative and roadmap for adult social care and is closely linked to the MTFS
- Invest in capacity in both the corporate centre and adult social care to deliver the Corporate Plan
- Clarify how adult social care influences and delivers jointly on ICS ambitions

10. LB Ealing has a relatively new political administration with a very clear political direction articulated and driven by the Leader and his Cabinet team. The Manifesto upon which he was elected is reflected in the Corporate Plan which includes a high level, innovative, bold and ambitious vision and priorities focused on creating a dynamic organisation. The new Chief Executive is putting in place a revised senior staff structure that will be completed in the near future.
11. The Portfolio Holder for Healthy Lives gives clear leadership for the Adults directorate, and he understands the business of adult social care, guiding and monitoring improvement.
12. Kerry Stevens the Acting Strategic Director of Adult Social Care has a good understanding of strategic oversight and operational service delivery for the Adults directorate and is ably supported by two Assistant Directors and a number of Heads of Service. As with all adult social care departments at this time they are seeking to manage the twin challenges of increased demand in both absolute numbers of people asking for help as well as increased levels of complexity of those demands. These together create significant challenges.
13. This LGA Adult Social Care Preparation for Assurance Peer Challenge was designed to prepare the Adults directorate for the impending arrival of regulation by the Care Quality Commission (CQC). With this in mind the self-assessment completed by the Adults directorate for this work demonstrated a high level of self-awareness. If regulation is a test of self-awareness, then this is a good place to start. Whilst there were a few operational suggestions made by the team to improve specific areas of activity, the vast majority of our feedback and

conversations with senior leaders were about things of which they were aware. In that sense they know themselves.

14. Staff across the Adults directorate told the peer team that there is good senior leader visibility and care providers reported that they feel they have strong relationships with those senior leaders and their representatives so that issues of the day can be discussed in an open and constructive manner. This was echoed with a wide variety of partners with whom the peer team spoke as they told us that they feel they have positive relationships with adult social care.
15. It was interesting to the peer team that staff reported feeling supported to successfully enact their roles and were able to demonstrate links between the organisation's vision and priorities and their own day-to-day activity.
16. Staff training and support is widely available and promoted by the Adults directorate and there is a positive environment that promotes equality, diversity and inclusion. The service recognises that recruitment and retention is a challenge (as it is in many places across the country) and that there is an opportunity to 'Grow Your Own' more consistently.
17. The Acting Director and his team are aware that there is more work to do with the Mental Health Team following the end of the Section.75 arrangements and that in a very real way the need for this team to feel supported and fully involved in the service once again after a period of change.
18. The peer team heard about some good examples of co-production to develop services although more focus is required to embed this further. There is also more work to do to ensure that the voice of those with lived experience is heard consistently across the work of adult social care.
19. The Safeguarding Adults board is well led with clear priorities, effective work streams and the partners are well engaged.
20. Frontline staff appeared to have manageable case load numbers and there was good evidence of quality assurance and supervision activities to support staff in their work.
21. It was of interest to the peer team that the wellbeing of staff was at the forefront of managers engagement with them, they repeatedly referenced it and its importance in their conversations. Furthermore, those with whom the peer team spoke saw the stable and experienced staff group as a strength of the Adults directorate and the Council as a whole, as did the staff themselves.
22. The peer team read and heard strong evidence for the Better Lives initiative although the approach could be more personalised in case recording.
23. Whilst onsite the peer team heard about the Adults directorate's approach to Transitions which was well designed, thoughtfully enacted, very well manged and guided and obviously demonstrated best practice in the sector. Other councils would do well to make the effort to learn from Ealing about how they have achieved this and the benefits it is delivering.
24. In terms of some overall considerations that the Adults directorate may want to address, it would be useful to clarify the Adult social care vision and priorities and how it delivers the Corporate Plan. The political administration wishes to foster community and its development through activity across departments,

Adult social care will be involved in this important work and should clearly set out its role in this work.

25. The Adult social care plan outlining how it delivers the Corporate Transformation Plan needs to have a clear narrative and roadmap that is closely linked to the Medium Term Financial Strategy. This would help to ensure that Adult social care priorities deliver positive outcomes for residents in a sustainable way.
26. To deliver the above the Council should seek to invest in capacity in both the corporate centre and the Adults directorate to ensure delivery of the Corporate Plan objectives. The Adults directorate senior management team work well together delivering positive outcomes. However, their capacity has limits and further demands upon the team will need to be adequately resourced.
27. In the changing landscape of the wider sub-regional Integrated Care System and its ambitions the Adults directorate should also clarify how Adult social care delivers jointly on these ambitions. It will then be able to fully evidence the demands that may require further investment in capacity.

1 Working with People

This relates to assessing needs (including that of unpaid carers), supporting people to live healthier lives, prevention, well-being, and information and advice.

Strengths

- The peer challenge team had the pleasure of meeting the staff at Ealing who are committed, passionate and invested in the lives of local people
- Better Lives embedded with staff speaking passionately about it
- Staff value the availability and quality of training which is developed directly with them
- All Age Autism Strategy developed with People with Lived Experience
- Continuation of co-location post s.75
- BAME staff identify opportunities to progress and feel safe to raise any challenges
- Staff talk proudly about the Grow Your Own culture
- Staff feel team and managers are supportive, there is regular supervision both formal and informal
- Case File Audit:
    - good evidencing of signposting and that financial discussions take place
    - clear evidence of staff achieving outcomes and the unblocking of challenges creating positive outcomes for residents
    - social workers holding the role of social care and ensuring the correct outcomes for the adult at point of discharge
- Emerging evidence of good cross departmental working between adult social care, housing, and commissioning

28. The peer challenge team had the pleasure of meeting the staff of the Adults directorate at Ealing who by their words and their actions are committed, passionate and invested in the lives of local people. This strong local identity is a real strength and suggests a robust, supportive culture. Staff spoke passionately about the Better Lives initiative and how it was embedded and has changed their practice. They also value the availability and quality of training which is developed directly with them in an open way.
29. Furthermore, staff talked proudly about the ‘Grow Your Own’ culture at Ealing with a significant number of people being able to identify those in the organisation who have been developed by the Council, which is seen as a strength. As an example of the positive culture, team leaders and managers are supportive with staff and there is regular supervision both formal and informal to support effective working, service delivery and the wellbeing of the staff.
30. Black and Minority Ethnic (BAME) staff openly described an inclusive and supportive environment with equality of opportunities to progress. The

organisation has a culture that celebrates diversity, promotes equality, and creates a safe environment that gives staff confidence to escalate concerns if any arise. This is a significant strength.

31. It was interesting for the peer team to note that this approach to engagement was also seen through the All-Age Autism Strategy that was developed with People with Lived Experience. This was also the case with the Carers Strategy where the commissioners listened to the experiences of people first before creating the policy.
32. The Adults directorate recently took the decision to discontinue the Section 75 agreement with the West London NHS Trust which provides mental health and community services across a wide footprint of West London including Ealing. Those leading the adult social care Adults directorate recognise that there needs to be clear and robust support system put in place for the returning mental health teams, so they feel appreciated and even loved by the service they are actively re-joining. This should include availability and clear messaging around the support and communication channels that's other teams spoke positively about.
33. Members of the peer challenge team completed a case file audit prior to being onsite. The findings of this were that there was good evidencing of signposting in the cases considered and that financial discussions take place with those who use the service. There was clear evidence of staff achieving outcomes and the unblocking of challenges creating positive outcomes for residents. The auditors felt that social workers were holding the role of social care and ensuring the correct outcomes for the adult at point of discharge, which takes a good deal of skill.
34. The Leader of the Council and Chief Executive have instigated a change in the working arrangements for leading members and the senior management team by encouraging them to sit together in an open plan office space. The aim is to create a positive one team culture that promotes good cross departmental working. There is now emerging evidence of positive links being made between adult social care, housing, and commissioning as a result.

For Consideration

- There is strong evidence of Better Lives, but the approach could be more personalised for example, by using the person's name in case recording practice
- There is an opportunity to rebalance workforce to increase the number of non-qualified staff
- Need to raise the profile of the community offer
- Explore options for digital: self-service and an enhanced generic digital offer
- Reinstate the Making Safeguarding Personal questionnaire and further develop it for other interventions
- Reinvigorate the partnership boards
- Opportunity for assessments to be more proportionate

- You recognise the need to develop and increase the direct payments offer

35. As has been described above there is strong evidence from the staff themselves for the embedded nature of Better Lives but the approach could be more personalised and the forms less transactional. Case recording evidenced the staff undertaking a large amount of work to ensure outcomes and task were achieved but there was little evidence of the person's voice and wishes. There is also the opportunity for assessments to be more proportionate. It is noted that the assessment forms were co-designed by staff which is a positive however these are lengthy with some repetitions and consideration could be given to streamline the approach.
36. The peer team suggest that the Council may wish to explore the options for digital developments in the adult social care service. The peer team appreciate that the experience of digital was soured in the North West London sub-region when Councils adopted the approach early on some years ago. This is now recognised that this was because at the time the technology was not as 'cutting edge' as at first thought. However, that time has passed and now there are clear opportunities that can add value and save money in tried and tested ways, and it is probably time to look again at these possibilities.
37. The peer team recommend the reinstatement of the Making Safeguarding Personal questionnaire and further develop it for other interventions, such as more general feedback from Adults that have had an assessment, to support engagement and learning from feedback. It is recommended that frontline staff could consider using the name of the person in case recording practice to ensure a more personalised approach and enable the individual to feel the assessment is about them.
38. The Adults directorate should grasp the opportunity to rebalance the workforce to increase the number of non-qualified staff. This could provide Adult social care with a good mix of alternatively experienced and qualified staff better able to respond to the continuing challenges of recruitment and retention of Social Workers and Occupational Therapists.
39. There is the need to raise the profile of the political administration's Council wide Community Development ambition, so that all departments recognise its role in delivering on this agenda. This could be promoted both within the local authority and the community. The Council may wish to consider roles such as: Community Navigators, Prevention and Wellbeing Leads and Engagement and Coproduction Leads to support and embed this within the Council as well as promoting and engaging further with the community.
40. On a related but different issue the Adults directorate recognises the need to reinvigorate some of the Partnership Boards. This may include restating the purpose of each board, ensuring members understand their roles and know how to engage to deliver the board work plan as well as encouraging good attendance. Discussions on these boards should then be focused upon the delivery of outcomes rather than internal board processes. It is likely that the regulator will have a remorseless focus on the outcomes that boards have delivered rather than the processes involved to get there.

41. The Adults directorate recognises the need to develop and increase the direct payments offer to further promote the aims of independence, choice, and control. This narrative will need to be developed and shared widely so that the regulator can easily grasp it.

2 Providing Support

This relates to markets (including commissioning), workforce equality, integration and partnership working.

Strengths

- Argyle GP Surgery a very good initiative and you have recognised the opportunity to place a contracts manager to streamline the engagement process
- Strong domiciliary care offer with effective brokerage and use of a dynamic purchasing system
- Pooled VCS budgets for next four years
- All Age commissioning approach
- Strong reablement transformation plan
- In-house provider services with good connections to practitioners

42. Members of the peer team heard about The Argyle Care Home Service (TACHS) that provides routine medical and urgent General Practice care to sixteen nursing homes across the borough of Ealing and thirty-six homes across the West London area covering 1200 out of a total of 1550 nursing beds in this geography. The service looks after all age ranges, end of life patients, dementia patients, patients with co-morbidities and patients with learning disabilities. This is a very good initiative funded by the NHS that supports the care homes to provide a high quality of care to their residents. In discussions between the peer team and the Acting Director there was recognition of an opportunity for improvement by placing a contracts manager from adult social care with The Argyle Care Home Service to better connect with, and factor in, social care support services for residents.
43. The Adults directorate has a strong relationship with care providers. Feedback evidenced that Ealing works collaboratively with care providers and having a named officer for support works well. The person in this role identifies issues, gives advice, and promotes good service delivery, thereby seeking to avoid service failure. The use of a dynamic purchasing system was viewed positively resulting in effective brokerage. With fast turnaround of requests for services and a reported healthy level of provision in the Borough.
44. There is a pooled budget between the Integrated Care Board and Ealing to fund the commissioning of voluntary, community and faith sector services over the next four years. There is a positive All Age commissioning approach with the joint commissioning team clearly recognising this which is particularly related the recent mental health work.

For consideration

- Consider a prevention and wellbeing service as part of your offer including identifying further community resources

- You may want to review statutory responsibilities in domestic abuse cases
- Review the allocation of hoarding cases currently in the safeguarding team
- Engage smaller community organisations to enhance the community-based offer
- Inclusion of operations in commissioning and market shaping
- Opportunity for a joint workforce strategy with the NHS e.g., Occupational Therapists

45. The Adults directorate may wish to consider a prevention and wellbeing service or community navigator model as part of the wider adult social care prevention offer. This may include identifying further links with the voluntary community and faith sector, as well as other community resources. In addition to supporting linking individuals under the prevention approach and to support independence and wellbeing. The aim would be to further drive prevention work and reduce the pressure of those presenting to the adult social care front door.
46. The Adults directorate may want to consider engaging smaller community organisations to enhance the community-based offer. At present larger organisations are engaged but there is an opportunity to increase the number and variety of small providers thereby widening and diversifying the offer to people with a lived experience.
47. The Adults directorate may want to review the statutory responsibilities in domestic abuse cases by exploring the role of adult social care and the role of other organisations such as domestic violence services. This would be to consider who is best placed to support and work with the individuals to ensure safety and avoid duplication and confusion that can further increase the risk.
48. Review the allocation of hoarding cases currently in the safeguarding team. Hoarding cases are often long term and complex which could result in a capacity issue in the safeguarding team who may be better placed to make the initial decision, recommendations and then pass on the longer-term work to a locality team.
49. The Adults directorate may wish to review the message about provision of night-time care. Although no written evidence was found to support this, feedback suggests that the local authority is limiting the options for support when night-time care is required. The local authority may wish to consider reviewing this approach or the relevant staff understanding of this, in line with statutory guidance and may find the Ombudsman's rulings such as 19 007 855 - Local Government and Social Care Ombudsman, helpful in doing this.
50. Operational managers described the challenges of recruitment and retention of registered staff with significant challenges around Occupational Therapists. Given the close partnerships between Ealing and the NHS, the adult's service may want to consider the development of a joint workforce strategy to provide opportunities such as cross organisational working and that may increase retention.

3 Ensuring Safety

This area relates to safeguarding, safe systems, and continuity of care.

Strengths

- The Independent Chair has developed strong relationships with all partners including the administrative leadership
- There is good engagement from partners, particularly with the Police
- The SAB has a clear plan with supporting policies and procedures
- Partners use data and insights to complete detailed analysis that informs further work
- Strong links to Provider safeguarding
- There are SAB sub-groups to address areas of concern with clear work plans
- There is a very clear structure for the management of safeguarding cases and there is a dedicated central team providing specialist advice to other teams
- There is a strong training offer that meets different learning styles
- We heard about good relationships with MARAC and the Safer Communities Team
- The Learning Disabilities Team have a named link Police Officer
- Recent data insights e.g., Eastern European male suicides

51. The Ealing Safeguarding Adults Board (ESAB) Independent Chair Sheila Lock has developed strong relationships with all partners including the political leadership of the Council. This is supported by good engagement from partners, particularly with the Metropolitan Police.
52. The ESAB has a clear plan with supporting policies and procedures and partners use data and insights to complete detailed analysis that informs further work. There are strong links to provider safeguarding, and the ESAB sub-groups address areas of concern with clear work plans.
53. The peer team saw evidence of a very clear structure for the management of safeguarding cases and there is a dedicated central team providing specialist advice to other teams. There is also a strong training offer that meets different learning styles.
54. The peer team heard about good relationships with the Multi-Agency Risk Assessment Conference (MARAC) where information is shared on the highest risk domestic abuse cases between representatives of local police, probation, health, child protection, housing practitioners, Independent Domestic Violence Advisors and other specialists from the statutory and voluntary sector and the Ealing Council's Safer Communities Team. This partnership working promotes good practice and the safety and wellbeing of the residents in the Borough.

55. The Learning Disabilities Team have a named link Police Officer. This enables positive communication and partnership working to enable safe and supportive outcomes for the individuals.
56. A positive example of how ESAB uses data to inform their work was the recent improved awareness of the rates of Eastern European male suicides in the Borough. This information is very recent, and a plan of action is being put together.

For consideration

- There is a need to ensure continuity of quality, planning and engagement during the transition to a new Independent Chair
- Consider the potential risk of the volume of work at the front door, including the CJSM alerts, and create a sustainable long-term solution to address this
- Define recording requirements on concern and enquiry stages of safeguarding

57. The senior staff in the Adults directorate recognise the need to ensure continuity of quality, planning and engagement during the transition to a new Independent Chair.
58. The Adults directorate should consider the potential risk of the volume of work at the adult social care front door and create a sustainable long-term solution to address this appropriately. Including a full review of the current capacity to manage workflow and the long-term team structure.
59. The Adults directorate should also clearly define the recording requirements for staff on issues of concern and the enquiry stages of safeguarding cases. It is noted that a lot of enquiry activity is happening at concern decision stage which is likely to impact on the ability to comply with the Pan-London timeframes on concern decisions.

4 Leadership

This relates to capable and compassionate leaders, learning, improvement, and innovation.

Strengths

- Clear vision over aspiration and direction of travel from the Leader of the Councill, Cabinet Member and Chief Executive
- The leadership has set out its philosophical approach to residents of Ealing to facilitate their needs, empower them to achieve their aspirations
- Their policy proposals were set out in the manifesto and the administration is serious about delivering on these policies
- Understanding that there is a need to restructure and reform the Council's organisation to deliver the wider aspirations
- Clear performance and management information culture
- A robust and independent Health and Adults Social Services Standing Scrutiny Panel has access to officers and documents, offers challenge and delivers recommendations
- It is a challenge to deal with the whole range of issues but the working relationship between the main Overview and Scrutiny Committee and Health and Adults Social Services Standing Scrutiny Panel functions well, with the main committee discussing Adults social care items at formal meetings.
- Clear that Scrutiny is valued in the authority and allows backbench members to play a positive role
- There is clear evidence of positive relationships that that promote effective partnership working

60. There is a clear vision over the aspiration and direction of travel from the Leader of the Councill, the Portfolio Holder for Healthy Lives and Chief Executive. The leadership has set out its approach for the residents of Ealing to facilitate their needs and empower them to achieve their aspirations. Their policy proposals were set out in the manifesto and the administration is serious about delivering on these policies.
61. There is a shared understanding of the need to restructure and reform the Council to deliver the wider political aspirations which is coupled to a clear performance and management information culture.
62. There is a robust and independent Health and Adults Social Services Standing Scrutiny Panel that has access to officer resource and timely documentation, offering challenges and recommendations. Whilst it is a challenge to deal with the whole range of issues, the working relationship between the main Overview and Scrutiny Committee and Health and Adults Social Services Standing Scrutiny Panel functions well, with the main committee discussing adult social care items at formal meetings. From discussions with members and officers and the peer team, it was evident that Scrutiny is valued in the authority and allows backbench members to play a positive role. Such robust and independent

scrutiny is an asset in the assessment of adult social policies and practice at Ealing.

63. Whilst in Ealing the peer team heard evidence about positive relationships between individuals in key posts from everyone we spoke to. This included corporate partners inside the Council as well as with external partners such as representatives of the voluntary and community sector and the variety of different NHS organisations. This is a testament to those involved and from the evidence the peer team saw these good relationships elicit effective partnership working making it easier to have discussions about the arrangements to deliver positive outcomes for people.

For consideration

- The is an opportunity to clarify the strategy and plans at Place, Town and PCN level
- Develop agreed outcome measures with system partners
- There is a need for planned and clearer communication and engagement with staff, partners, residents, and wider stakeholders

64. The peer team considered the political aspirations for the whole Council being driven by the corporate centre and suggest that it would help if there was greater clarity of the strategy and plans at Place, Town, and Primary Care Network (PCN) level. This would allow a clear vision at each level, clarify the role of PCNs where they are not strictly co-terminus with towns, and be a visible commitment and golden thread to the seven towns community approach of the Corporate Plan. It would also allow agencies and NHS partners to better understand their roles and functions within the plans.
65. There is an opportunity, fully recognised by adult social care senior staff, to develop agreed outcome measures in the work with system partners such as the Integrated Care Board.
66. The Adults directorate recognises the need for a clearer communication and engagement plan for both staff and residents with regard to the point previous made about engaging with the community. This can build on the good work already done around staff understanding of the strategic priorities and how staff, partners, residents, and wider stakeholders can further be a part of embedding these.

Immediate next steps

We appreciate the senior political and managerial leadership will want to reflect on these findings and suggestions to determine how the organisation wishes to take things forward.

As part of the peer challenge process, there is an offer of further activity to support this. The LGA is well placed to provide additional support, advice, and guidance on a number of the areas for development and improvement and we would be happy to discuss this. **Kate Herbert, LGA Principal Adviser** is the main contact between your authority and the Local Government Association. Her contact details are email: kate.herbert@local.gov.uk, Telephone: 07867 632404. There is also **Adi Cooper, the London Care and Health Improvement Adviser** who can be contacted at email: adi.cooper@local.gov.uk or Tel: 07584 271060.

In the meantime, we are keen to continue the relationship we have formed with the Council throughout this peer challenge. We will endeavour to provide signposting to examples of practice and further information and guidance about the issues we have raised in this report to help inform ongoing consideration.

Contact details

For more information about the Adult Social Care Preparation for Assurance Peer Challenge at LB Ealing please contact:

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For more information on the peer challenges and the work of the Local Government Association please see our website: Council improvement and peer support | Local Government Association.

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www.ealing.gov.uk	**Report for:** Action
	Item Number:

Contains Confidential or Exempt Information	No
Title	Transport and Highways: Implementation of Idling Engagement and Enforcement
Responsible Officer(s)	Darren Henaghan, Strategic Director of Housing and Environment
Author(s)	Eugene Minogue, Service Improvement Lead for Highways and Transportation
Portfolio(s)	Cllr Deirdre Costigan, Deputy Leader and Cabinet Member - Climate Action Cllr Josh Blacker, Cabinet Member - Healthy Lives
For Consideration By	Cabinet
Date to be considered	14 June 2023
Implementation Date (If Not Called In)	26 June 2023
Affected Wards	All
Area Committees	All
Keywords/Index	Active and Sustainable travel

Purpose of Report:

This report sets out the proposals and seeks approval for:

The implementation of borough-wide idling engagement and enforcement in line with the Council Plan 2022-2026 - Climate Action 4-year commitment to: *'ramp up fines for idling vehicles to the maximum*'.

1. Recommendations

It is recommended that Cabinet approve:

1.1 The implementation of a borough-wide vehicle idling engagement and enforcement scheme.

2. Background/Context

2.1 As set out in the Council Plan 2022-2026 - Climate Action:

We want to keep Ealing clean and green, achieve net zero carbon, and ensure our parks, open spaces and nature are protected and enhanced.

Ealing declared a Climate Emergency in 2019 as one of the biggest issues affecting our borough and beyond. We have already taken action but want to do more, putting sustainability at the heart of everything we do.

We will build on positive changes introduced during the pandemic to enable residents to walk and cycle safely by creating more space for active travel and improving air quality.

2.2 As set out in the Council Plan (2022-2026) - Climate Action 4-year commitments are:

- *Launch our Active Travel Charter setting out how we will deliver active travel in the borough and invest at least £10m to increase cycling, walking, running, and scooting and reduce polluting vehicles through active travel schemes*

- *Campaign to win the powers we need off the Government to enforce 20mph speed limits and ramp up fines for idling vehicles to the maximum*.

2.3 This report seeks permission to introduce a brough wide engagement and enforcement scheme to tackle vehicle idling.

3. Key Implications

3.1 Ealing is required to identify air quality hotspots across the borough. Ealing's approach as outlined within the draft air quality action plan (AQAP) (2022-2027), which states that:

"LBE's approach combines public awareness and education, anti-idling signage and enforcement to target idling hotspots such as schools, bus and taxi ranks and other locations where vehicle idling is prevalent. Ealing participates in the Mayor of London's Idling Action London campaign, which delivers idling action events, school workshops, and business engagement."

3.2 The AQAP further identifies that if all drivers that are stationary for over 10 seconds switched off their engines, over NOx emissions from passenger cars and vans would reduce by 8%.

3.3 The outline approach to the implementation of idling engagement and enforcement, is centred in a behavioural change approach in-line with the AQAP.

3.4 Therefore, the outline approach has been based on five **E**'s: **Explain** > **Educate** > **Encourage** > *(which should =)* **Engagement** or *(where necessary =)* **Enforcement**.

3.5 The overarching aim of this approach is to raise awareness, through the E's about potential impact of idling vehicles on local air quality and therefore on public health, as opposed to revenue generation.

3.6 The Engagement plan will be complemented by the introduction of a borough-wide traffic management order (TMO) under section 6 of the Road Traffic Regulation Act 1984, based on the exemplar TMO provided by Idling Action London, that has also been implemented in other London Boroughs.

3.7 A borough-wide TMO would provide consistency and parity across the borough and enable any enforcement to equitably take place across the whole borough.

3.8 The level of the proposed Penalty Charge Notice (PCN) under the scheme would be £80.

4. Financial Implications

4.1 There is not considered to be any significant impact on budgets, and any additional resource requirement will be managed within the existing approved budgets for revenue for Highways and for Parking services, and for capital (for placing new signs) for Highways. Parking expect no upfront costs and little operating costs or resulting income. Whilst it is acknowledged that some minor additional staff time and resource will be required for Highways to carry out additional engagement, this is likely to be offset to a significant degree by higher compliance post-scheme implementation.

5. Legal

5.1 Current legislation relating to idling consists of:

5.2 The Council has powers under which it can implement enforcement against idling. Enforcement by issuing of PCN will be implemented via a borough-wide traffic management order (TMO) under section 6 of the Road Traffic Regulation Act 1984.

5.3 Section of 122 of the Road Traffic Regulation Act 1984 requires that when the Council considers any schemes to be introduced under the 1984 Act it must exercise such its functions under the Act *'(so far as practicable…) to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on and off the highway…'* and having regards to matters including the desirability of securing and maintaining reasonable access to premises and the effect on the amenities of any locality affected and any other matter appearing to the Council to be relevant. It must also have regard to any strategy prepared under section 80 the Environment Act 1995 (national air quality strategy).

Road Vehicles (Construction and Use) Regulations 1986
Regulation 98: Offence to leave a vehicle engine running unnecessarily while that vehicle is stationary on a road.

Road Traffic Act 1988
Stationary idling is also an offence under section 42 of the Road Traffic Act 1988. The Act enforces rule 123 of the Highway Code, which states: *"You must not leave a vehicle's engine running unnecessarily while that vehicle is stationary on a public road."*

Environment Act 1995
Part V, Section 80, The Council has a duty to review the quality of air within the borough and Part V, Section 87, Environment Act introduced The Road Traffic (Vehicle Emissions) (Fixed Penalty) (England) Regulations 2002.

Regulation 12: which enables issuing of Fixed Penalty Notices (FPN).

It is not mandatory for consultation to be undertaken to prior to the adoption of the 2002 Regulations however the Council is advised to raise awareness and engage through publicity.

Designation from the Secretary of State is not required for the enforcement of stationary idling offences. The Council can authorise any officer of its authority, or any other person, to stop the commission of a stationary idling offence and to issue a FPN in respect of an offence committed in its area.

5.4 Any associated income from PCNs related to idling would be held within the Parking

Revenue Account (PRA).

5.5 Funds held on the PRA can only be applied in accordance with the requirements of section 55 of the Road Traffic Regulation Act 1984.

6. Value for Money

6.1 There is strong evidence that campaigns and good signage can reduce idling and there is a cost benefit of good signage versus officer time for enforcement. Therefore, we have based our approach on Department for Transport (DfT) guidance and the E's (as set out in 4.2).

6.2 The Council's framework consultants and term contractors, who were engaged on the basis of competitive tendering, would carry out the design and implementation works.

7. Sustainability Impact Appraisal

7.1 There are no direct implications on sustainability arising from this report, therefore an SIA is not deemed necessary.

8. Risk Management

8.1 The purpose of the TIE Charter is to reduce the risk to the transport, highways and parking strategies and projects and to better enable an open, transparent and constructive approach to ensure meaningful, engaging, sincere conversations with residents, businesses and stakeholders.

9. Community Safety

9.1 There are no direct Community Safety implications arising from this report, although some of the schemes may have the opportunity to improve Community Safety.

10. Links to the 3 Priorities for the Borough

10.1 Tackling the climate crisis: *We will work to keep Ealing clean and green and take leadership in ensuring the borough we build is sustainable. We will take leadership on tackling the ramifications of the climate crisis, by aiming for the highest environmental standards as we grow new jobs and homes.*

The implementation of Idling Engagement and Enforcement, is centred in a behavioural change approach, in-line with AQAP - Cleaner Transport Action 26, as opposed to primarily an enforcement approach.

10.2 Fighting inequality:.

The overarching aim of this approach is to raise awareness, through engagement initially, about potential impact of idling vehicles on local air quality and therefore on public health.

11. Equalities and Community Cohesion

11.1 The public sector equality duty applies to the making of traffic schemes and the needs of those with protected characteristics are an integral part of the design and assessment process.

12. Staffing/Workforce and Accommodation implications

12.1 There are no staffing/workforce and accommodation issues as the design and works involved are carried out by consultants and contractors employed by the Council.

13. Property and Assets

13.1 There are no property or asset implications arising from this report.

14. Any other implications

14.1 None

15. Consultation

15.1 The usual consultation for schemes of the type require the statutory advertising of the necessary TMO, using on-street notice boards, information in the London Gazette and in the local newspaper, prior to implementing a scheme.

15.2 Any formal objection received at the statutory consultation stage that cannot be justifiably overturned could delay the implementation of the scheme.

16. Timescale for Implementation

16.1 The borough-wide idling engagement and enforcement would become effective following approval by Cabinet and implemented on a phased approach;

June/July 2023

- Implementation of the borough-wide TMO.
- Any air quality hotspots identified in-line with the AQAP for possible deployment of standardised DfT signage (approval from DfT is required).
- General ‘Ealing’ idling signage designed for Borough boundary signs.
- Schools engagement on design of specific/nuanced signage to align with the AQAP - Action 26 (Future signage may include health messages).
- Idling engagement campaign strategy and messaging, linked to Idling Action London developed.

August/September 2023

- Deployment of signage (e.g., DfT standard, general ‘Ealing and/or nuanced school signage).
- Idling engagement campaign strategy and messaging, linked to Idling Action London launched borough wide.

October 2023

- Idling enforcement commences.

17. Appendices

None

18. Additional Background Information

- Council Plan 2022-2026
- Air Quality Action Plan

1. Report Consultation

Name of consultee	Department	Date sent to consultee	Response received from consultee	Comments appear in report para:
Cllr Dierdre Costigan	Deputy Leader and Cabinet Member for Climate Action			
Cllr Josh Blacker	Cabinet Member for Healthy Lives			
Darren Henaghan	Strategic Director of Housing and Environment	18/05/2023		
Emily Hill	Strategic Director of Resources	18/05/2023	18/05/2023	6 Financial implications
Gina Cole	Assistant Director Parking	14/05/2023		
Earl McKenzie	Assistant Director Streets and Direct Services	14/05/2023		
Joe Blanchard	Assistant Director Property Regulation, Planning Enforcement and Environmental Protection	14/05/2023		
Jackie Adams	Head of Legal (Commercial)	14/05/2023		
Russell Dyer	Assistant Director, Accountancy	18/05/2023		
Yalini Gunarajah	Finance Manager, Place	14/05/2023	25/05/2023	Section 6 Financial Implications

Report History

Decision type: Key decision	**Urgency item?** No
Report no.:	Report author and contact for queries:
20230514 [INITIAL DRAFT]	Eugene Minogue, Service Improvement Lead for Highways and Transportation
20230525 [FINAL DRAFT]	Eugene Minogue, Service Improvement Lead for Highways and Transportation
20230530 [FINAL]	Eugene Minogue, Service Improvement Lead for Highways and Transportation

Report for: ACTION
Item Number:

Contains Confidential or Exempt Information	**NO**
Title	Ealing Residents Survey 2022
Responsible Officer(s)	Amanda Askham, Strategic Director of Strategy & Change, 0208 825 6395, askhama@ealing.gov.uk;
Author(s)	Una McCarthy, Head of Strategy, Performance and Intelligence, 0208 825 6290, mccarthyu@ealing.gov.uk Rajiv Ahlawat, Corporate Performance and Intelligence Manager, 0208 825 6380 Email: ahlawatr@ealing.gov.uk
Portfolio(s)	Cllr Peter Mason, Leader of the Council
For Consideration By	Cabinet
Date to be Considered	14 June 2023
Implementation Date if Not Called In	N/A – Information only
Affected Ward	All
Keywords/Index	Residents Survey, customer satisfaction, Ealing Council Plan 2022-26

Purpose of Report:
This report presents the top-line results of the 2022 Ealing Residents Survey, which was carried out between November and December 2022 on behalf of the Council by Lake Research.

1. Recommendations

1.1 That Cabinet

- Notes the results of the Ealing Residents Survey 2022

2. Reason for Decision and Options Considered

2.1 This report summarises the headline results of the Ealing Residents Survey 2022. Full results for all the questions asked in the survey, including trends from previous years where applicable, are contained in Appendix 1. The findings will be used to inform service development and improvement and inform further consultation exercises with residents.

3. Background

3.1 The Council is committed to involving local people in shaping the area they live in and the services they receive. Consultation is one of the key ways the Council involves local residents so they can voice their views, know how they can get involved and have their say in Council decisions that affect them.

3.2 Resident surveys feed into the Council's overall plan and key strategies and enhance the Council's ability to deliver its commitment of involving residents in local decision making and service design. They:

- Involve and empower residents in local decision making not just through collecting their views but also by engaging them in any other relevant consultation activity.
- Inform the Council's work by asking residents to identify key priorities and concerns for their local areas.

4. Residents Survey 2022 – findings

4.1 Survey methodology

4.1.1 The Residents Survey 2022 was carried out by Lake Research, an independent market research company, on behalf of Ealing Council. Fieldwork took place in November and December 2022. A total of 1,250 face-to-face interviews were carried out across the borough with residents aged 18+, at their doorstep. Sampling points for the survey were randomly selected using census output areas and covered a range of deprivation scores. The survey responses are representative of the borough's population by age, sex, and ethnicity, with a 95% confidence interval of +/- 3% at the borough level.

4.1.2 At a geographical level, results allow meaningful comparison between the seven towns of borough. It should also be noted that administrative ward boundaries do not reflect in all cases where residents access council services. Comparisons have been made with 2018 Ealing resident survey, the Survey of Londoners 2022, and LGA national polling where applicable.

4.2 Ealing Residents Survey 2022 Results – *Key findings*

4.2.1 Full details of the Residents Survey results are set out in Appendix 1. Results overall were positive, with satisfaction on most measures either holding on since 2018 or improved, in addition to being better than national benchmarks where comparator information is available. The key headlines are:

Local area perceptions

- The majority (84%) are satisfied with their local area as a place – much above London average of 65%.
- Transport links, the availability of public transport, affordable housing and safety were cited as the key factors that make their local area a good place to live.
- Safety, affordable housing, street/area cleaning and rubbish/refuse collection/facilities rank highest as areas that needed improving.
- The vast majority (94%) feel safe in their local area during the day and as expected, the proportion feeling safe after dark (67%) is lower.

Local area cohesion and engagement

- Over four in five (85%) agree their local area is a place where people from different backgrounds get on well together, higher than the London average of 80%.
- Over three quarters (79%) agree people in their local area pull together to improve it, much higher than the London average of only 46%.

Individual welfare and wellbeing

- Just under six in ten (58%) claim they are very or relatively comfortable financially. 36% are 'just about managing'.
- The dominant concern for households is the cost of living (55%) followed by physical health and wellbeing and healthcare/GP access.
- Just under three quarters (72%) claim their most common mode of transport for short, regular journeys is via walking, followed by public transport (15%).

Council perceptions

- Nearly three quarters (72%) are satisfied with the way the council runs things.
- Just over three quarters (76%) indicated they trust the council.
- Just over two thirds (67%) agree the council provides value for money.
- Overall satisfaction with the majority of 'universal services' is strong particularly in relation to rubbish collection, parks and open spaces, playgrounds, street lighting.
- Over three quarters are satisfied with specific local services including primary and nursery education, NHS services and libraries.
- Over two thirds (68%) believe Ealing Council keeps them informed about services and benefits.
- The majority agree Ealing Council is doing a good job, has staff who are friendly and polite and is efficient and well run.

Council communications

- Just under three quarters indicated they have used the council website to some degree
- Just under a third source current affairs information through a smartphone app to access a national media website (31%).
- Residents' main information preferences are news on what's happening in their local area, who to contact with different problems and what the council spends money on / what services cost.

4.3 How the survey findings will be used

4.3.1 The survey results will be shared with public sector partners and used by council officers to understand service satisfaction levels and identify areas for further service development and improvement and inform consultation exercises with residents. The survey results also serve as a baseline for future Residents Surveys and another survey is planned for November 2023.

5. Financial

There are no immediate financial implications arising from this report. The cost of carrying out the survey was £39,550.

6. Legal

None

7. Value for Money

The survey contract was awarded on the basis of a competitive quotations process, based on a combination of price and quality

8. Sustainability Impact Appraisal

None

9. Risk Management

None

10. Community Safety

10.1 There are no direct community safety implications as part of this report.

11. Links to the council's strategic priorities

11.1 The Residents Survey asked questions covering the Council's cross cutting priorities as set out in the Council Plan 2022-26:

1. Creating good jobs
2. Tackling the climate crisis
3. Fighting inequality

12. Equalities, Human Rights and Community Cohesion

12.1 There is a specific section of the survey that addresses community cohesion, in particular how residents from different ethnic backgrounds get on together.

13. Staffing/Workforce and Accommodation implications

None

14. Property and Assets

None

15. Any other implications

None

16. Consultation

None. This report is for information only.

18. Appendices

Appendix 1: Ealing Resident Survey 2022 – Results

19. Background Information

Consultation

Name of consultee	Post held	Date sent to consultee	Date response received	Comments appear in paragraph:
Internal				
Amanda Askham	Strategic Director of Strategy and Change			
Cllr Peter Mason	Leader of the Council			

Report History

Decision type: Key decision	**Urgency item?** No
For decision	
Report no.:	Report authors and contact for queries:
	Una McCarthy, Head of Strategy, Performance and Intelligence 0208 825 6290

Ealing Resident Survey 2022 – Results

Lake Market Research/ Ealing Council

April 2023

www.lake-research.com | 01622 357060
Sarah Pritchard, Research Director

Ealing Council | research@ealing.gov.uk

This report complies to ISO 20252 and any other relevant codes of conduct.

Project background

- Ealing is a highly diverse borough in the west of London. Home to nearly 370,000 people, it is the third largest borough by population in London, built around seven distinct town centres. Ealing is also the fifth most densely populated borough in Outer London. Like its population, the area and its identity is diverse in nature, with many areas of suburban greenery but also many areas with an inner city feel.

- The Council is committed to involving local people in shaping the area they live in and the services they receive. Consultation is one of the key ways the Council involves local residents so they can voice their views, know how they can get involved and have their say in Council decisions that affect them.

- Resident surveys feed into the Council's overall plan and key strategies, and help the Council to deliver on its commitment of involving residents in local decision making. They:
    - Involve and empower residents in local decision making not just through collecting their views but also by engaging them in any other relevant consultation activity.
    - Inform the Council's work by asking residents to identify key priorities and concerns for their local areas.

How the survey was carried out

Survey with residents of Ealing:

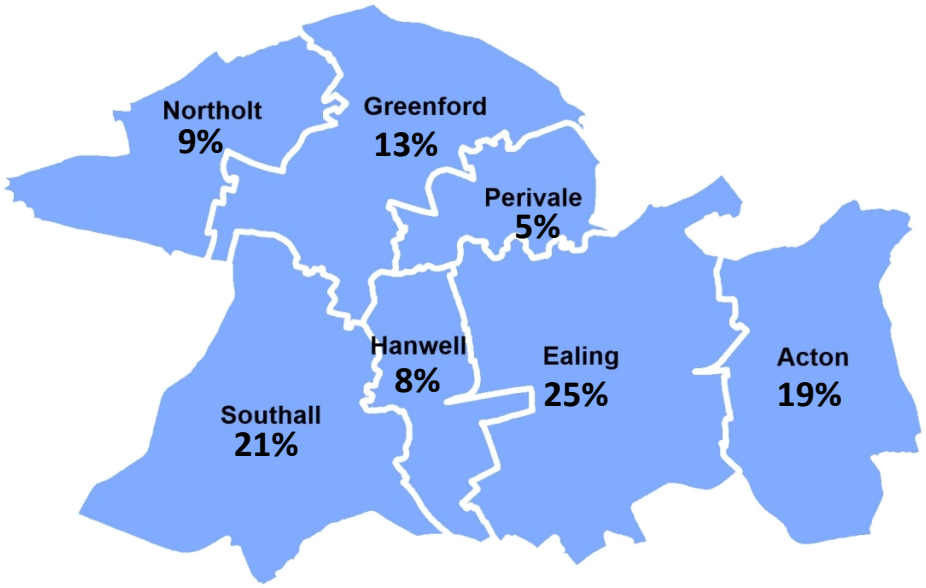
- Carried out by Lake Market Research, an independent research company
- Residents were randomly selected to take part by Lake Market Research
- Quotas set to achieve a profile representative of Ealing's population
- 1,250 interviews in total
- Interviews with residents at home
- Sampling error of +/-3% at a confidence level of 95%
- Fieldwork took place in November and December 2022

Dataset weighted by the borough's population profile:

- Age
- Gender
- Town
- Ethnicity

Comparisons made with 2018 Ealing resident survey, the Survey of Londoners 2022, and LGA national polling where applicable

The profile of residents taking part reflects that of Ealing's population



Age:

- 32% aged 18-34
- 37% aged 35-54
- 15% aged 55-64
- 16% aged 65 & over

Gender:

- 49% male
- 51% female

Working status:

- 72% working
- 14% not working
- 14% retired

Home ownership:

- 37% home owner / buying with mortgage
- 19% rent from council
- 5% from housing association
- 38% rent from private landlord
- 1% living with parents

Ethnicity:

- 45% White
- 32% Asian
- 11% Black
- 8% Mixed

Notes on the report

Statistical significance:

Our sample is subject to a sampling error of +/-3% at a confidence level of 95%.

- To give an example, a finding of 50% on a base size of 1,250 interviews has a sampling error of +/-3% at the 95% confidence level. That is to say that if they survey returns a finding of 50% for a particular question there is a 95% probability that the 'true' figure (amongst all residents and not just those interviewed) will lie between +/-3% of that findings.
- When looking at subgroups within a sample, this sampling error increases.

Valid data:

All questions have been reported based on all residents answering each question. The only exception to this rule is for service satisfaction, whereby results are filtered on the residents who indicated they use each service.

Rounding:

Results have been presented rounded to 0 decimal places and so some totals may not be equal to 100% and some nets may not equal the sum of individual components.

Demographic differences:

Responses have been separated into different mutually exclusive sub-groups and the data has been compared to see whether there are any significant differences. Any differences have been highlighted in green or red.

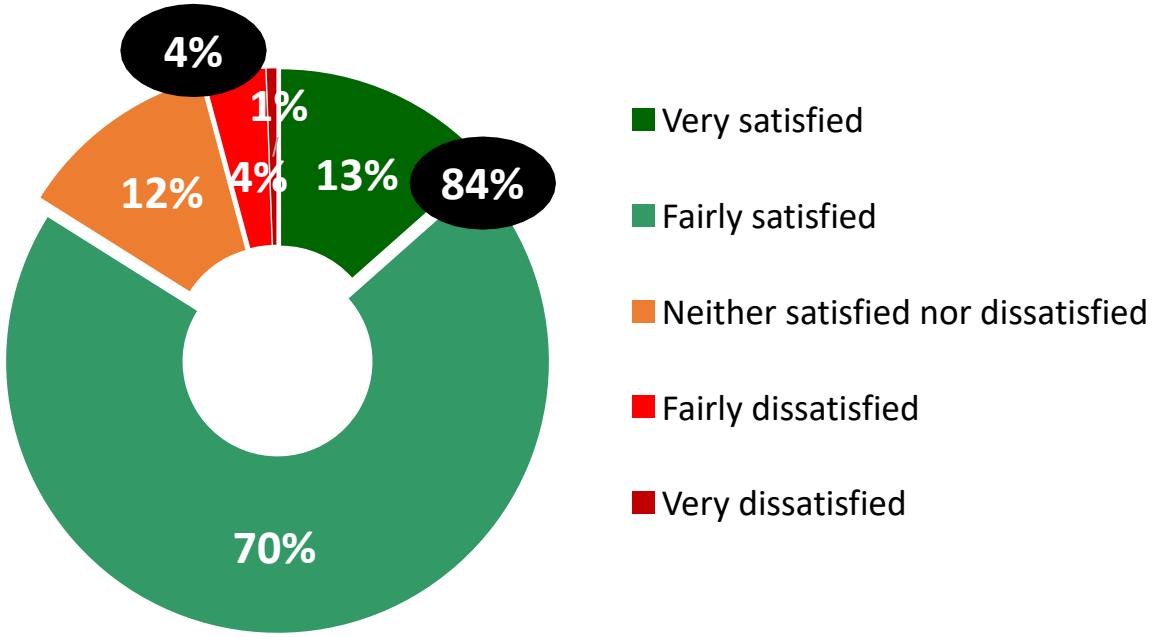
Ealing
www.ealing.gov.uk

Key findings - What people think about their local area

- *Focused on residents' perceptions of their local area, including factors that contribution to their overall satisfaction levels and safety perceptions.*

Satisfaction with **local area as a place to live**

- The majority (84%) are satisfied with their local area as a place to live but only 13% are very satisfied.
- Overall satisfaction (including % fairly satisfied) is strong across demographics but comparably lower amongst residents aged 55 & over, residents renting from the council and residents who have lived in Ealing for more than 5 years.



	Net % Satisfied
Male	85%
Female	83%
Aged 18-24	92%
Aged 25-34	85%
Aged 35-54	86%
Aged 55-64	78%
Aged 65 & over	79%
Own property outright / with mortgage	85%
Rent from Council	74%
Rent from private landlord	88%
Lived in Ealing for 5 years or less	89%
Lived in Ealing for more than 5 years	81%

Significantly **higher** % than other subgroups at 95% confidence level

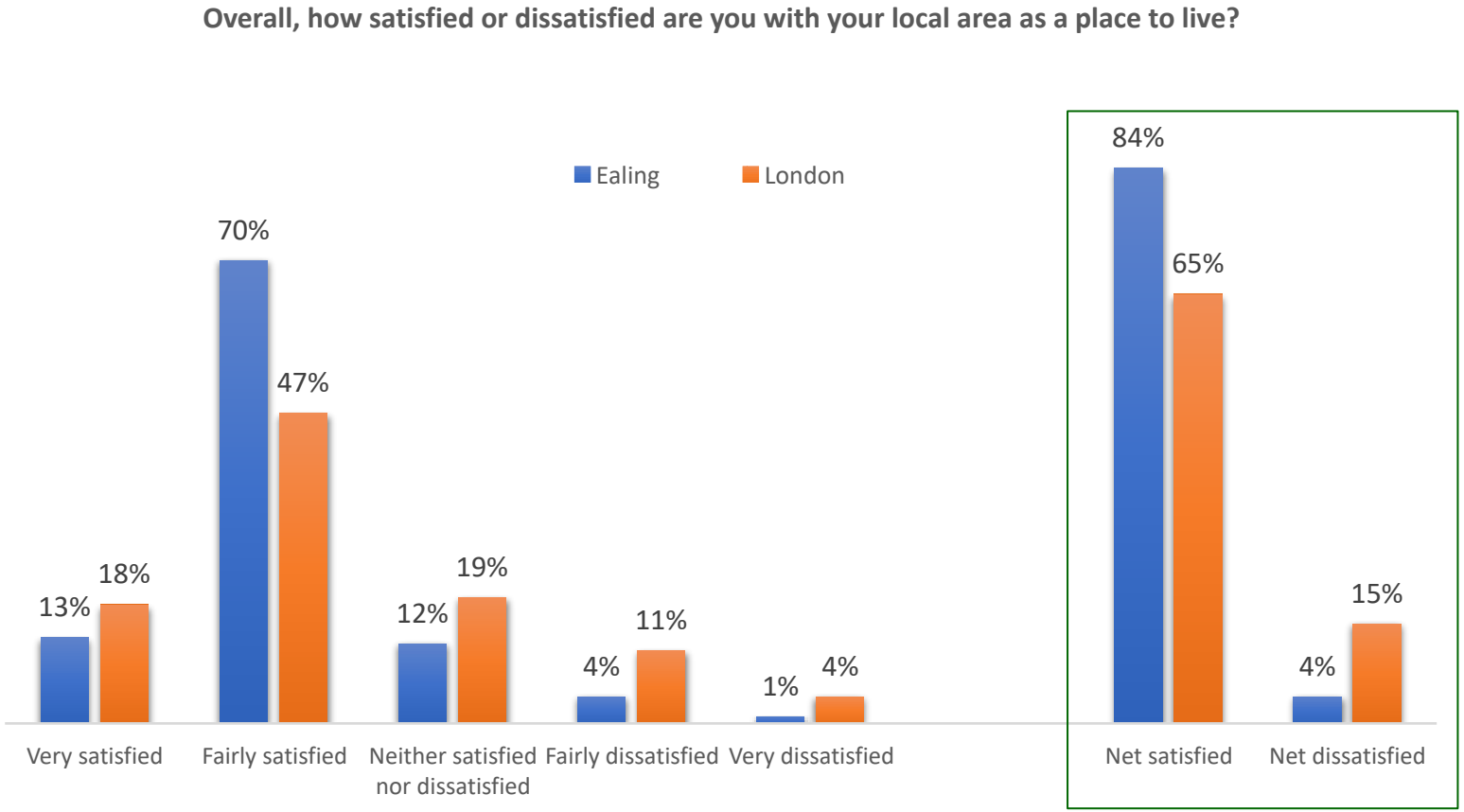
Significantly **lower** % than other subgroups at 95% confidence level

Base: (1,250)

Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Satisfaction with **local area as a place to live –** comparison with London

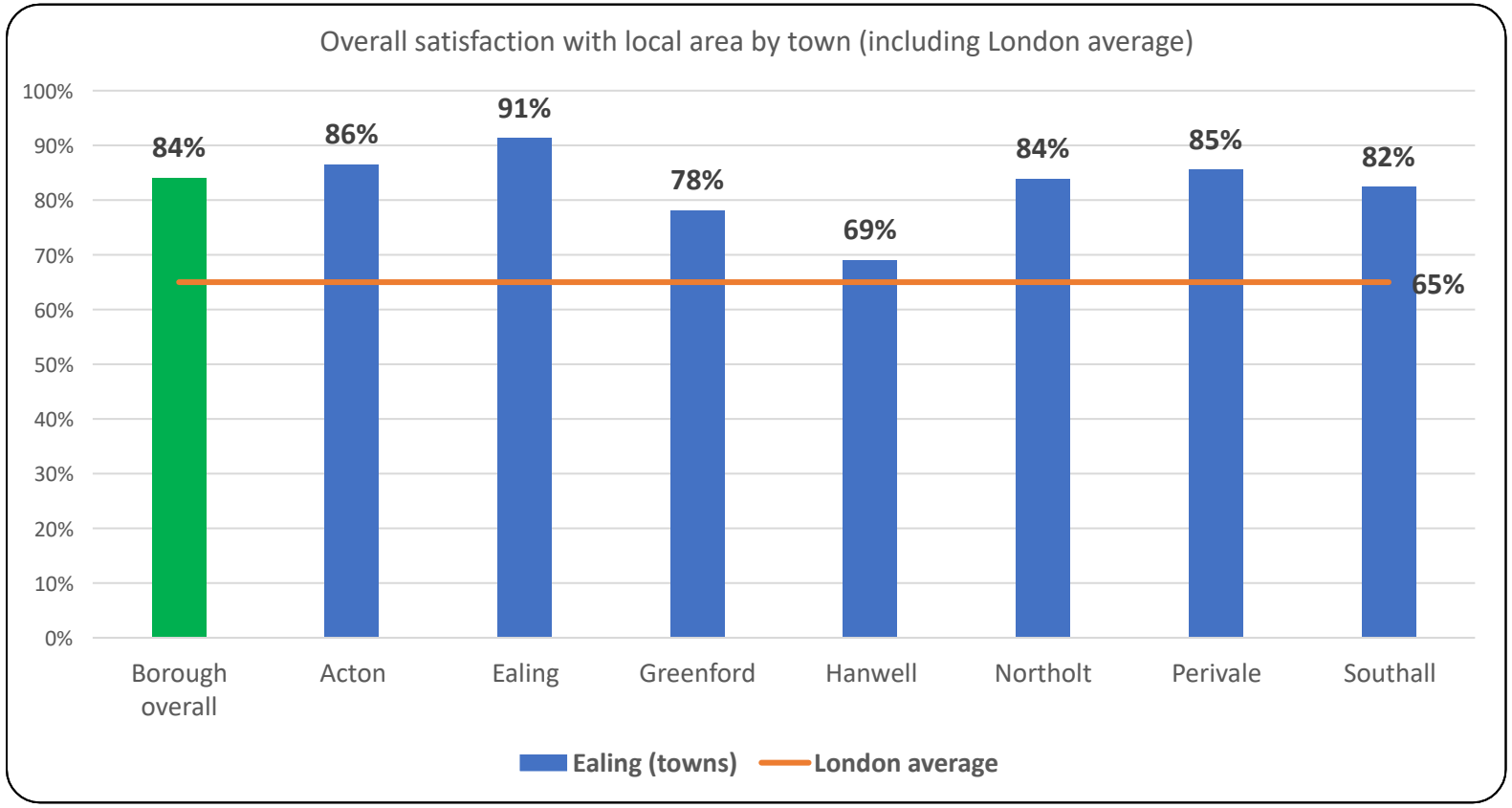
- Overall satisfaction with the local area in Ealing is significantly higher (84%) than the London average (65%)*. Dissatisfaction in Ealing is similarly much lower (4% vs 15%)



*Based on the Survey of Londoners 2021-22; 8,630 responses from Londoners aged 16+, carried out online and on paper

Satisfaction with **local area as a place to live –** across the borough

- Overall satisfaction with their local area as a place to live is higher in the borough (84%) and across all towns, than the London average (65%). Within the borough, satisfaction is highest in Ealing (91%).
- Overall satisfaction with their local area is lower among residents in Greenford and Hanwell as compared to other towns and the borough average; however it is still higher than the London average (65%)*



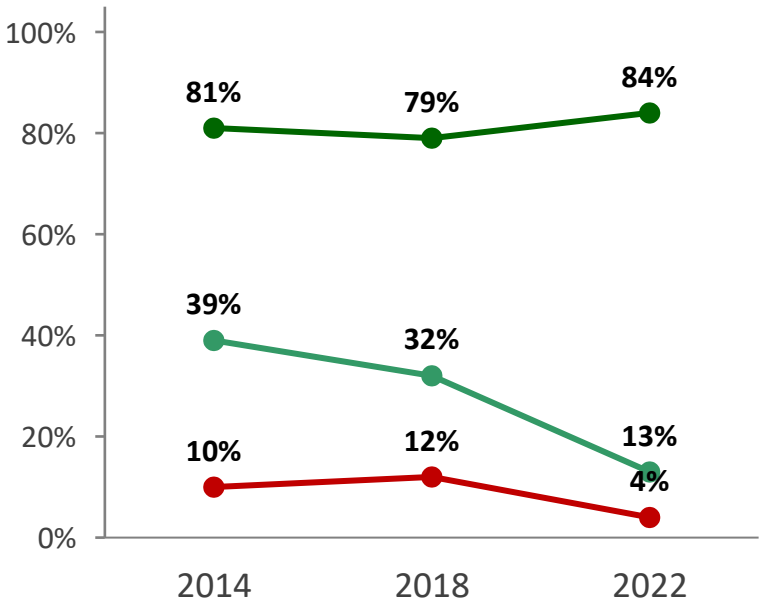
Overall, how satisfied or dissatisfied are you with your local area as a place to live?

*Based on the Survey of Londoners 2021-22; 8,630 responses from Londoners aged 16+, carried out online and on paper

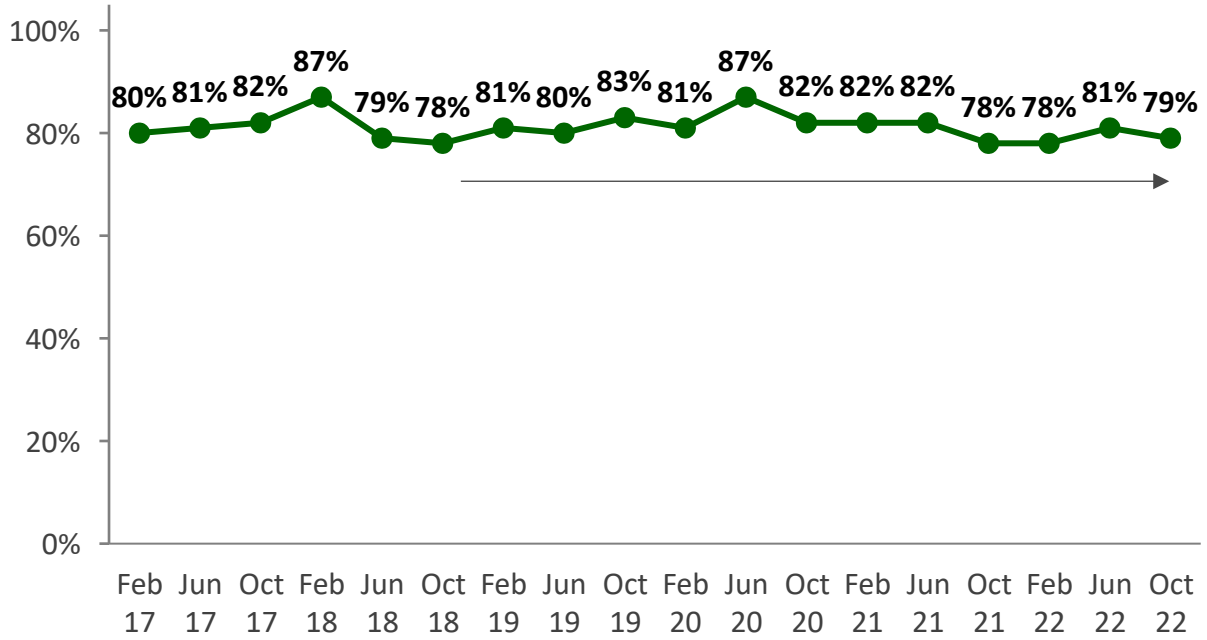
Satisfaction with **local area as a place to live** – time series data & benchmarks

- Overall satisfaction levels have marginally increased from the last Ealing resident survey conducted in 2018. However, the proportion very satisfied has significantly reduced.
- Satisfaction are marginally higher than the national average recorded in the quarterly national polling conducted by the LGA.

Ealing Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+

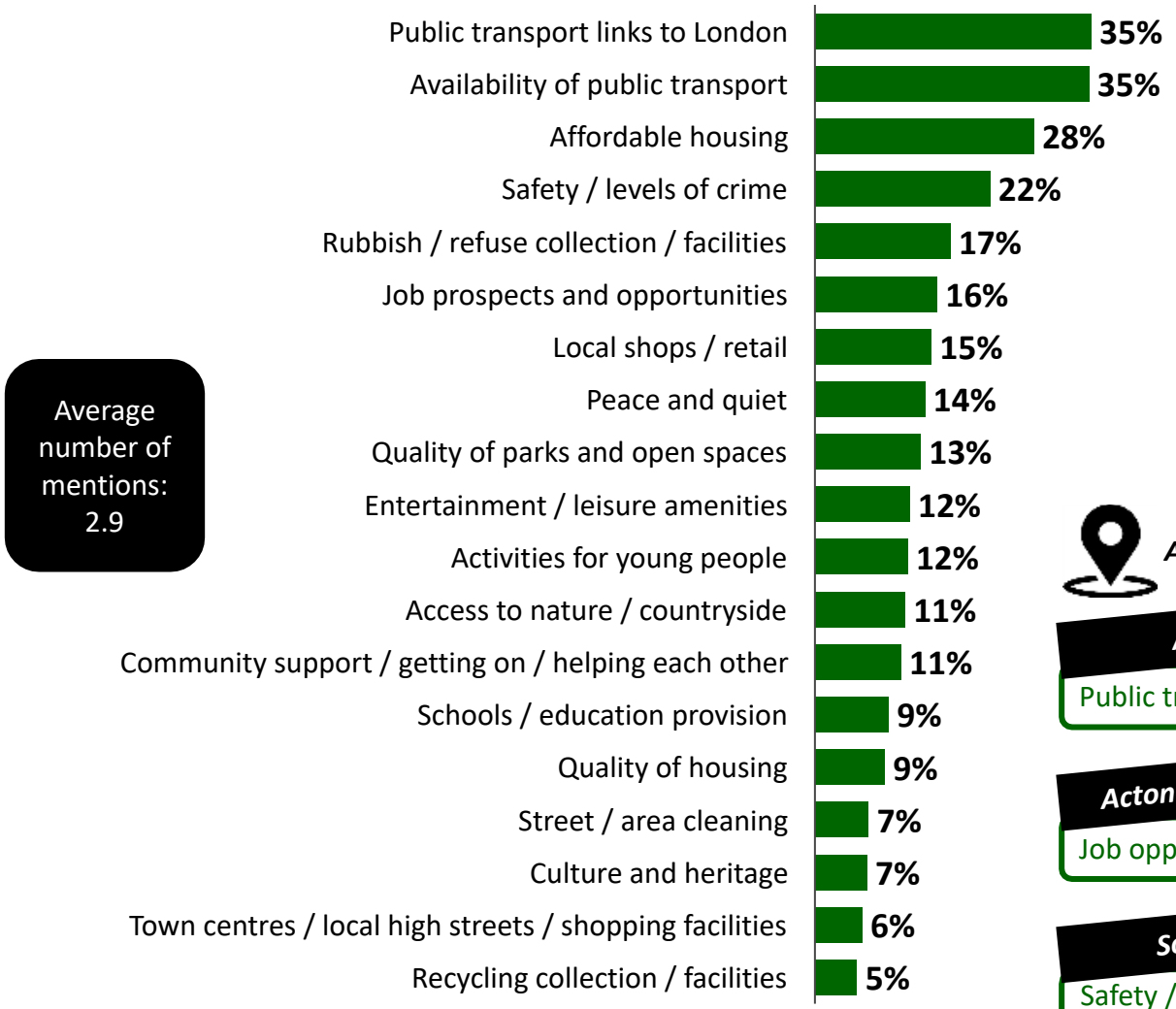


Very / fairly satisfied % **Very satisfied %** **Very / fairly dissatisfied %**

Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Base: Ealing Council Resident Survey, n=1,250; Base: LG Inform National Quarterly polling, 1,000 per wave

What constitutes a **good place to live**?



- Residents were asked to identify things that make their local area a good place to live from a list of prompted factors.
- Public transport links, the availability of public transport, affordable housing and safety rank highest.
- Affordable housing and job prospects / opportunities are more of a factor for those aged 25-34 and residents who have lived in Ealing for under 5 years.

Area

Acton

Public transport links to London - 43%

Acton and Ealing

Job opportunities - 22% and 27%

Southall

Safety / levels of crime - 30%
Rubbish / refuse collection / facilities – 27%

Age group

Aged 25-34

Affordable housing - 36%
Job prospects and opportunities – 24%

Length of time living in Ealing

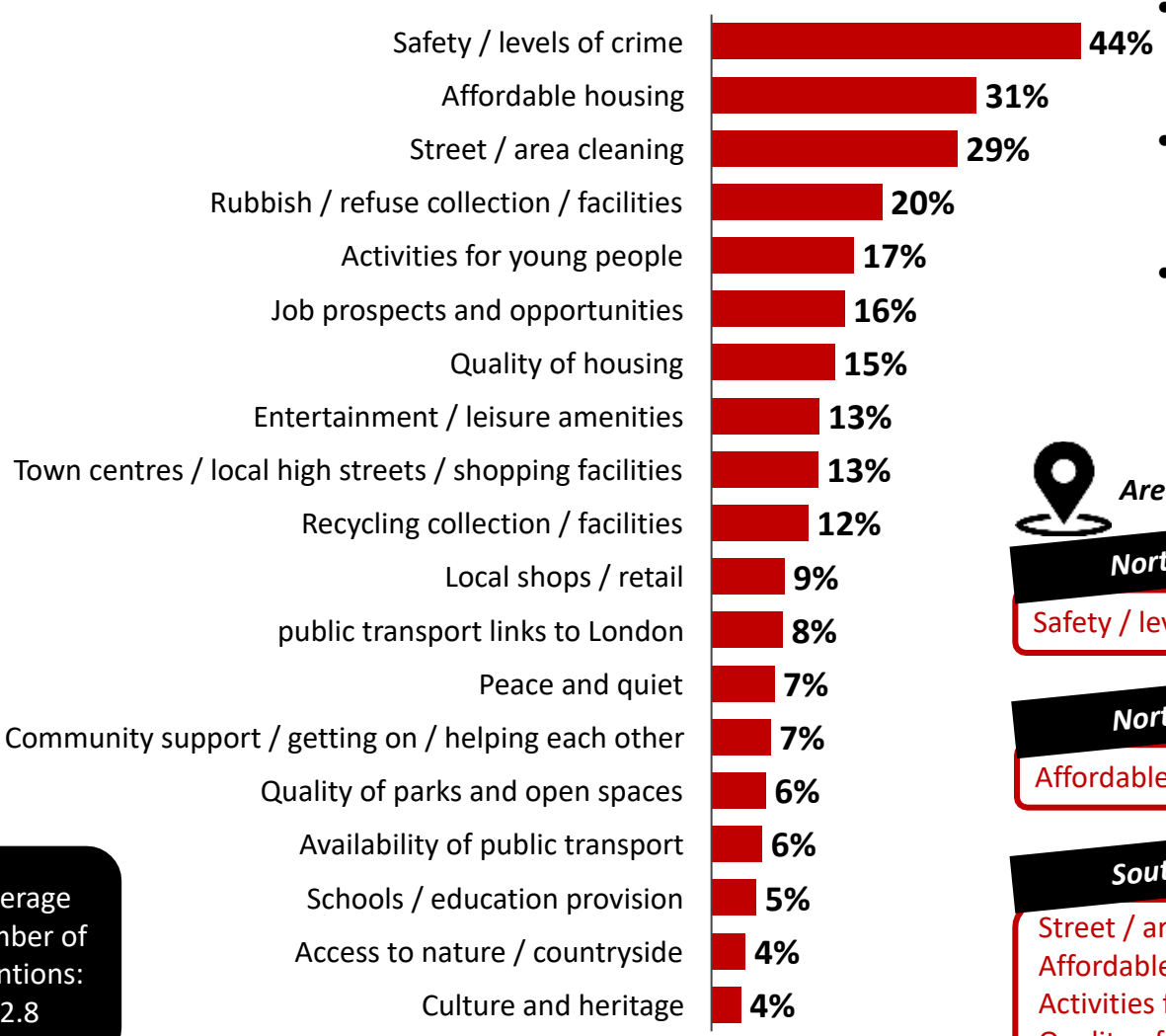
Less than 5 years

Affordable housing - 37%
Job prospects and opportunities – 22%

Base: (1,250)

Please look at this card, which of these things would you say make your local area a good place to live?

Primary improvements needed in local area



Average number of mentions: 2.8

- Residents were asked to identify the things that most need improving from a list of factors.
- Safety, affordable housing, street / area cleaning and rubbish / refuse collection / facilities rank highest.
- Varying contributors observed by demographic subgroups. Affordable housing is again noted by those aged 25-34 and residents who have lived in Ealing for under 5 years.

Area

Northolt
Safety / levels of crime - 59%

Northolt
Affordable housing - 40%

Southall
Street / area cleaning- 42%
Affordable housing – 41%
Activities for young people – 30%
Quality of housing – 21%

Age group

Aged 16-24
Activities for young people- 28%
Job prospects and opportunities – 23%

Aged 25-34
Affordable housing - 39%

Length of time living in Ealing

Less than 5 years
Affordable housing - 37%

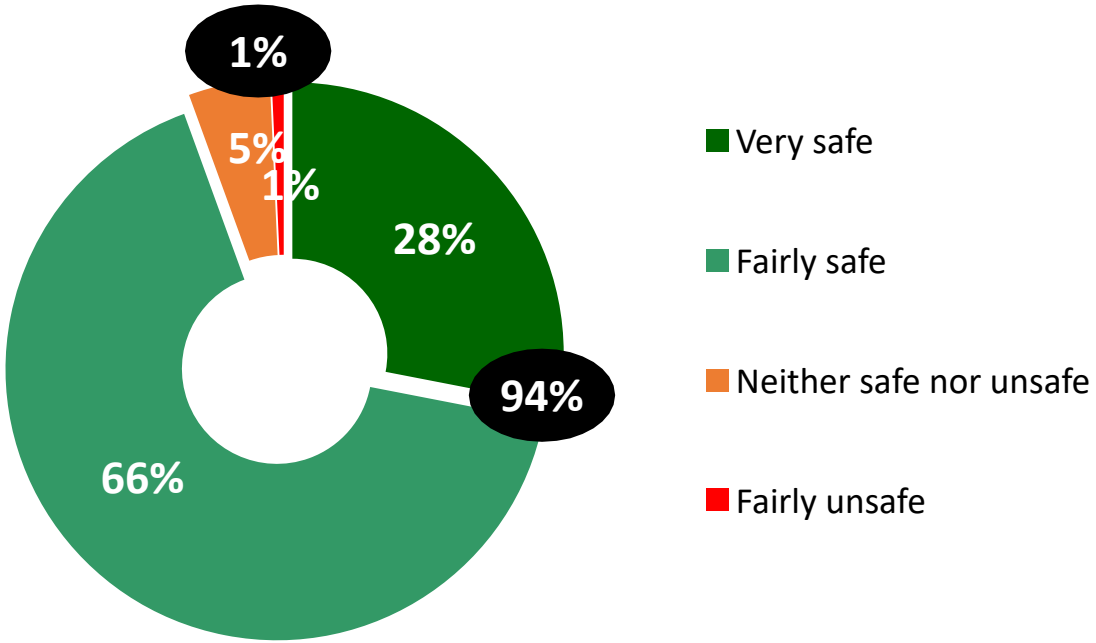
More than 5 years
Safety / levels of crime- 47%

Base: (1,250)

Thinking about your local area, which of the things listed below do you think most need improving?

Perception of **safety in local area during the day**

- The vast majority (94%) feel safe in their local area during the day. However, only 28% feel very safe.
- The proportion feeling very safe during the day is notably lower amongst female residents, residents renting from the council and residents who are 'just about getting by financially'.



	% Very Safe
Male	32%
Female	25%
Aged 18-24	31%
Aged 25-34	28%
Aged 35-54	29%
Aged 55-64	26%
Aged 65 & over	25%
Own property outright / with mortgage	38%
Rent from Council	15%
Rent from private landlord	26%
Lived in Ealing for 5 years or less	29%
Lived in Ealing for more than 5 years	28%
Living comfortably financially	34%
Just about getting by financially	22%

Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

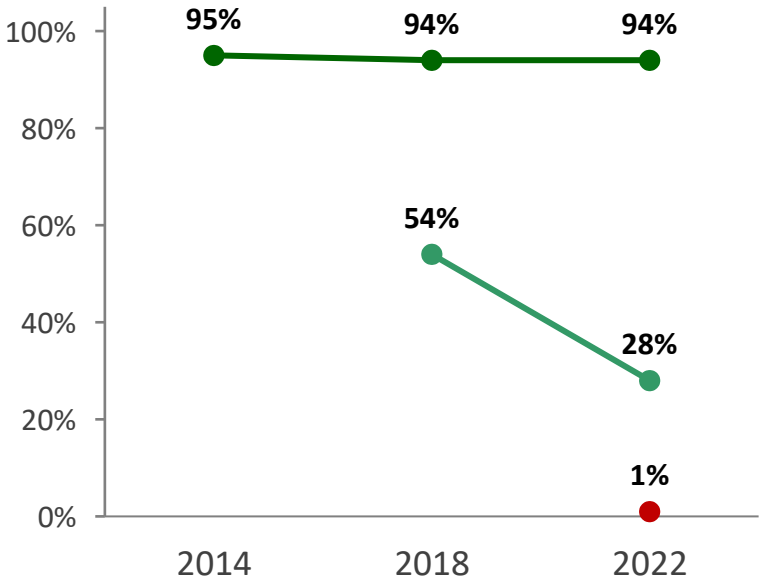
Base: (1,250)

How safe or unsafe do you feel when outside in your local area during the day?

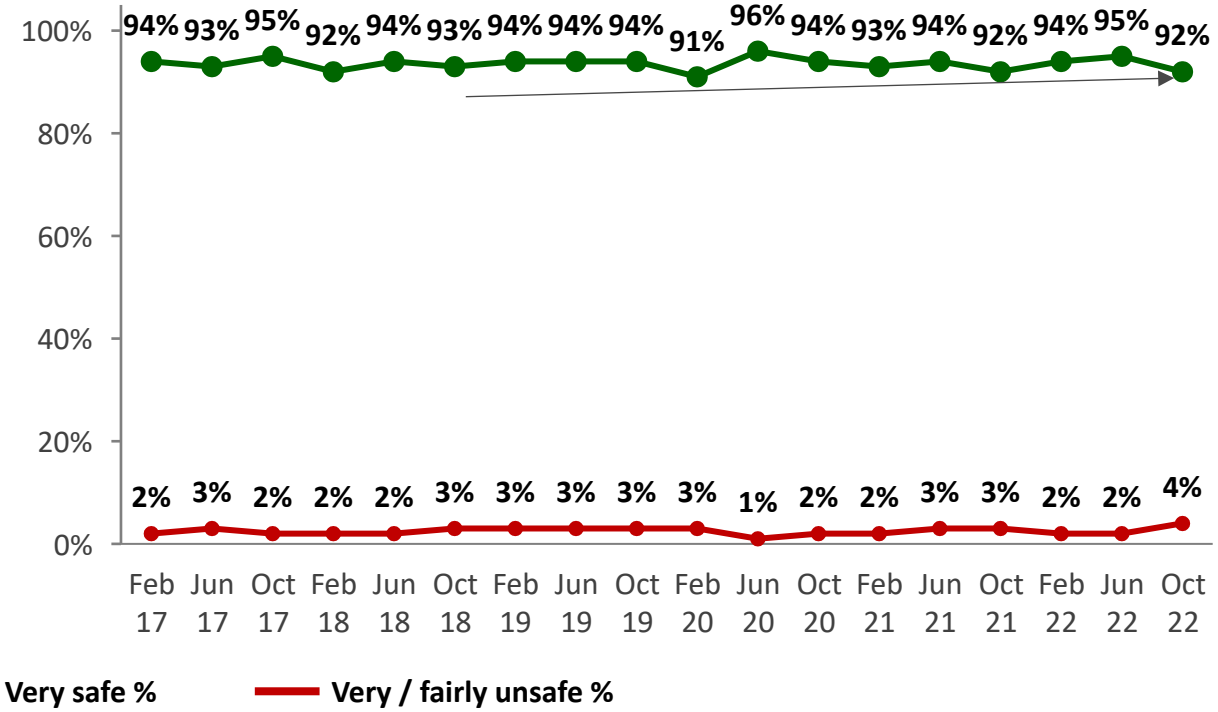
Perception of **safety in local area during the day** – time series data & benchmarks

- The proportion feeling safe is broadly consistent with the last Ealing resident survey conducted in 2018. However, the proportion feeling very safe has significantly reduced.
- Overall feelings of safety are broadly consistent with the national average recorded in the quarterly national polling conducted by the LGA.

Ealing Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



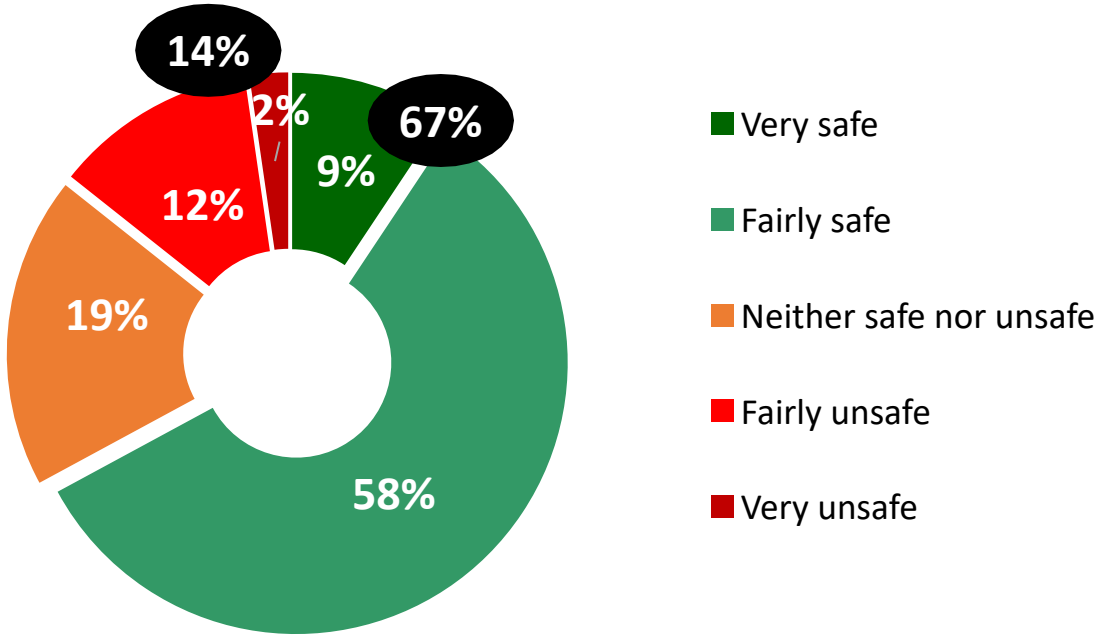
Very / fairly safe % **Very safe %** **Very / fairly unsafe %**

How safe or unsafe do you feel when outside in your local area during the day?

Base: Ealing Council Resident Survey, n=1,250; Base: LG Inform National Quarterly polling, 1,000 per wave

Perception of **safety in local area after dark**

- As expected, the proportion feeling safe after dark (67%) is lower than observed during the day (94%). Only 9% feel very safe and 14% feel unsafe.
- The proportion feeling safe after dark is notably lower amongst female residents, residents aged 65 & over, residents renting from the council and residents who are 'just about getting by financially'.



	Net % Safe
Male	76%
Female	59%
Aged 18-24	72%
Aged 25-34	64%
Aged 35-54	74%
Aged 55-64	69%
Aged 65 & over	51%
Own property outright / with mortgage	73%
Rent from Council	52%
Rent from private landlord	69%
Lived in Ealing for 5 years or less	64%
Lived in Ealing for more than 5 years	68%
Living comfortably financially	73%
Just about getting by financially	61%

Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

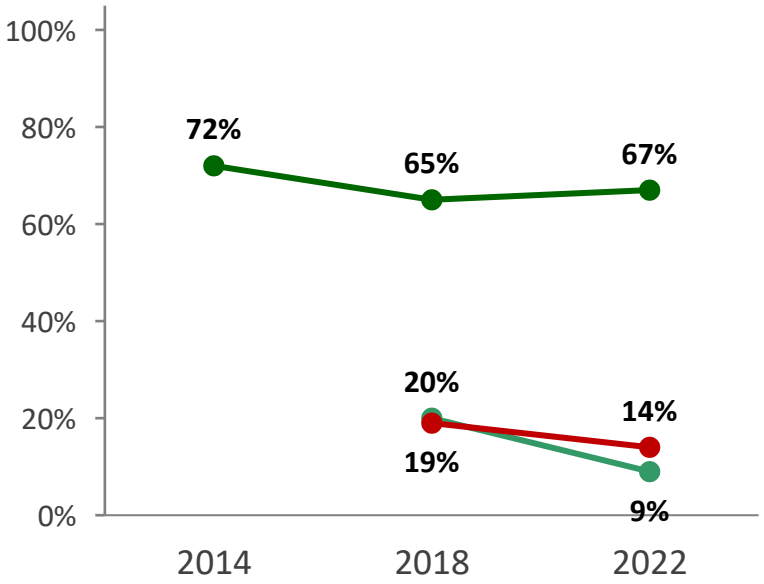
Base: (1,250)

How safe or unsafe do you feel when outside in your local area after dark?

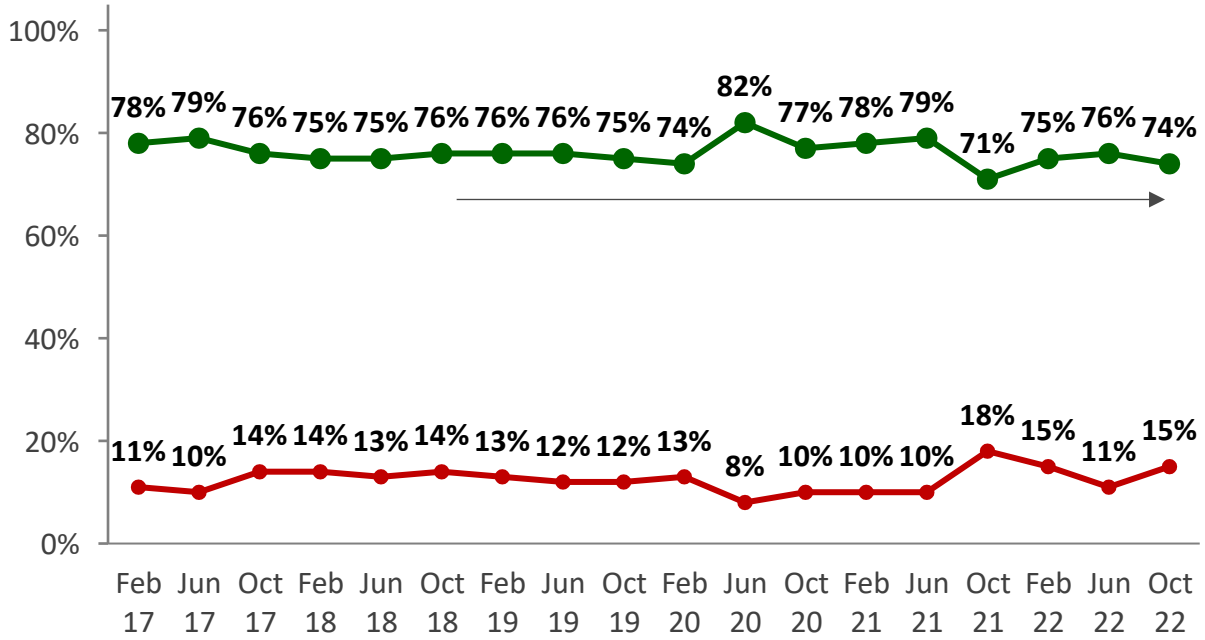
Perception of **safety in local area after dark** – time series data & benchmarks

- The proportion feeling safe is broadly consistent with the last Ealing resident survey conducted in 2018.
- Feelings of safety are lower than the national average recorded in the quarterly national polling conducted by the LGA.

Ealing Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



Very / fairly safe % **Very safe %** **Very / fairly unsafe %**

How safe or unsafe do you feel when outside in your local area after dark?

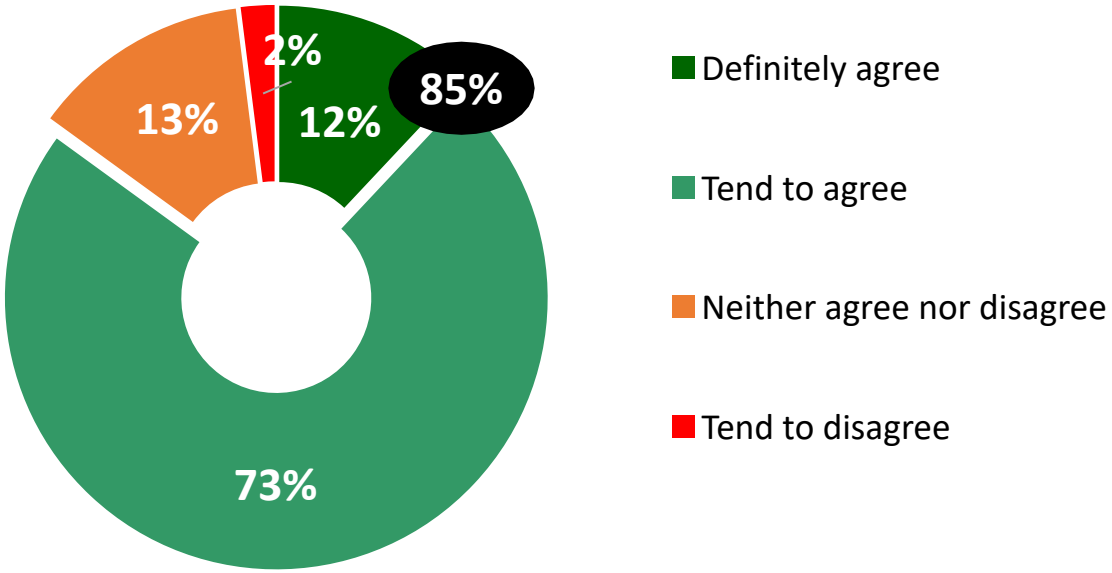
Base: Ealing Resident Survey, n=1,678; Base: LG Inform National Quarterly polling, 1,000 per wave

Key findings – Local area cohesion and engagement

- *Focused on residents' perceptions of their local communities, including community networks, cohesion and volunteering.*

Local area is a place **where people from different backgrounds get on well together**

- Just over four in five (85%) agree their local area is a place where people from different backgrounds get on well together. This is higher than the London average of 80%.
- There are no significant differences observed by subgroup.



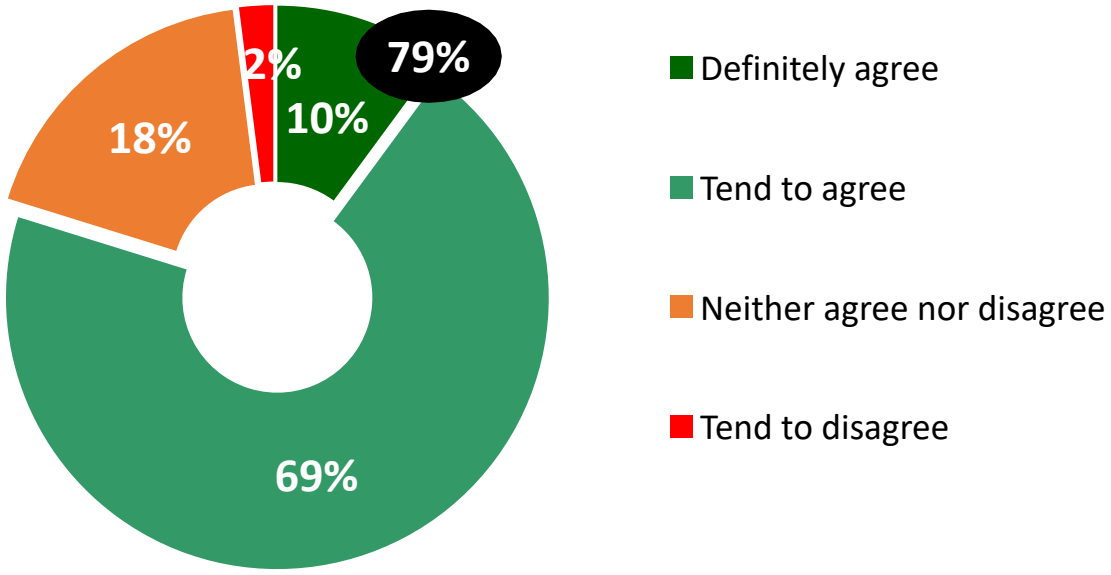
	Net % Agree
Male	85%
Female	84%
Aged 18-24	86%
Aged 25-34	81%
Aged 35-54	85%
Aged 55-64	84%
Aged 65 & over	89%
Own property outright / with mortgage	87%
Rent from Council	81%
Rent from private landlord	86%
Lived in Ealing for 5 years or less	87%
Lived in Ealing for more than 5 years	84%

Base: (1,250)

To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

People **pulling together** to improve local area

- Just over three quarters (79%) agree people in their local area pull together to improve it. This is significantly higher than the London average of 46%.
- The proportion agreeing is notably lower amongst residents renting from the council and residents who have lived in Ealing for more than 5 years.



	Net % Agree
Male	80%
Female	79%
Aged 18-24	80%
Aged 25-34	76%
Aged 35-54	79%
Aged 55-64	79%
Aged 65 & over	82%
Own property outright / with mortgage	83%
Rent from Council	68%
Rent from private landlord	82%
Lived in Ealing for 5 years or less	83%
Lived in Ealing for more than 5 years	77%

Significantly **higher** % than other subgroups at 95% confidence level

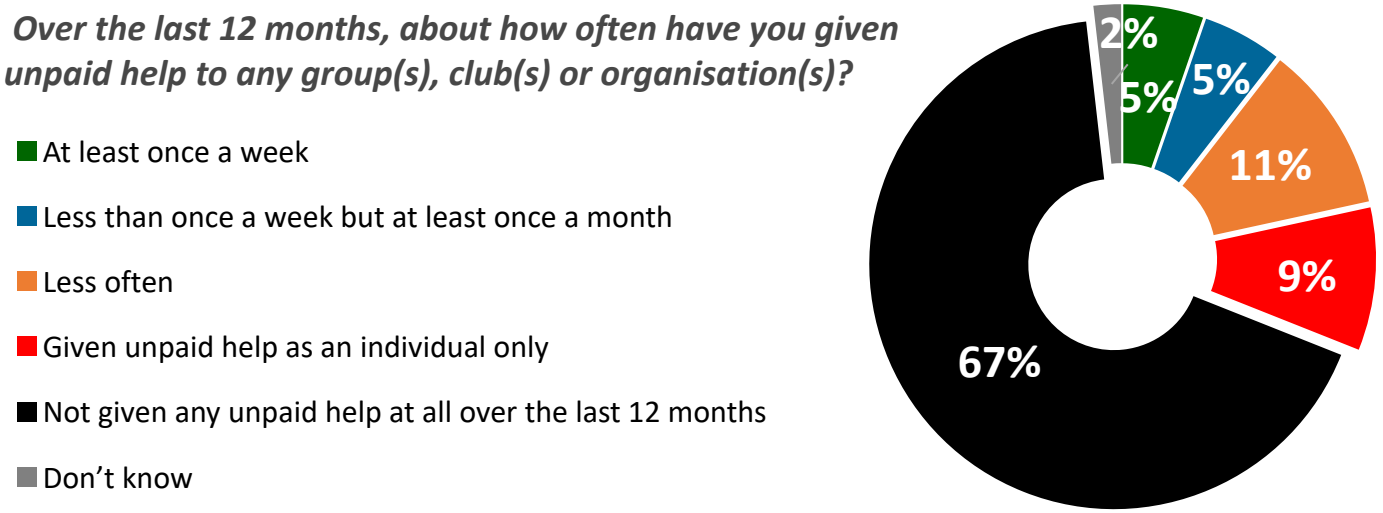
Significantly **lower** % than other subgroups at 95% confidence level

Base: (1,250)

To what extent would you agree or disagree that people in this local area pull together to improve the local area?

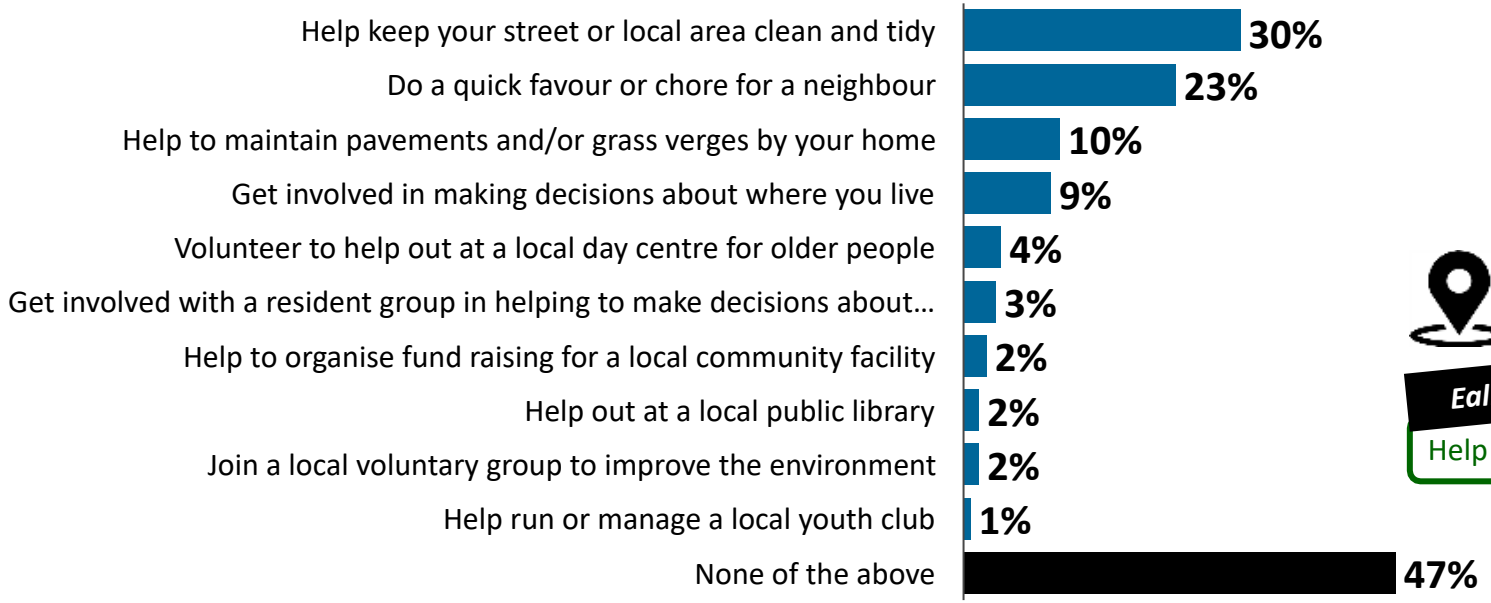
Frequency of **unpaid help and local neighbourhood involvement**

Over the last 12 months, about how often have you given unpaid help to any group(s), club(s) or organisation(s)?



- Just under a third indicated they have given unpaid help in the last 12 months; 10% at least once a month or more.
- The most common means of help have been:
  - Helping to keep their street or local area clean and tidy
  - Doing a quick favour or chore for neighbour
  - Helping to maintain pavements and/or grass verges near home
  - Getting involved in decisions about where they live

Which, if any, of the following have you done in the last 12 months?



Area

Ealing and Acton

Help keep your street or local area clean and tidy - 51% and 40%

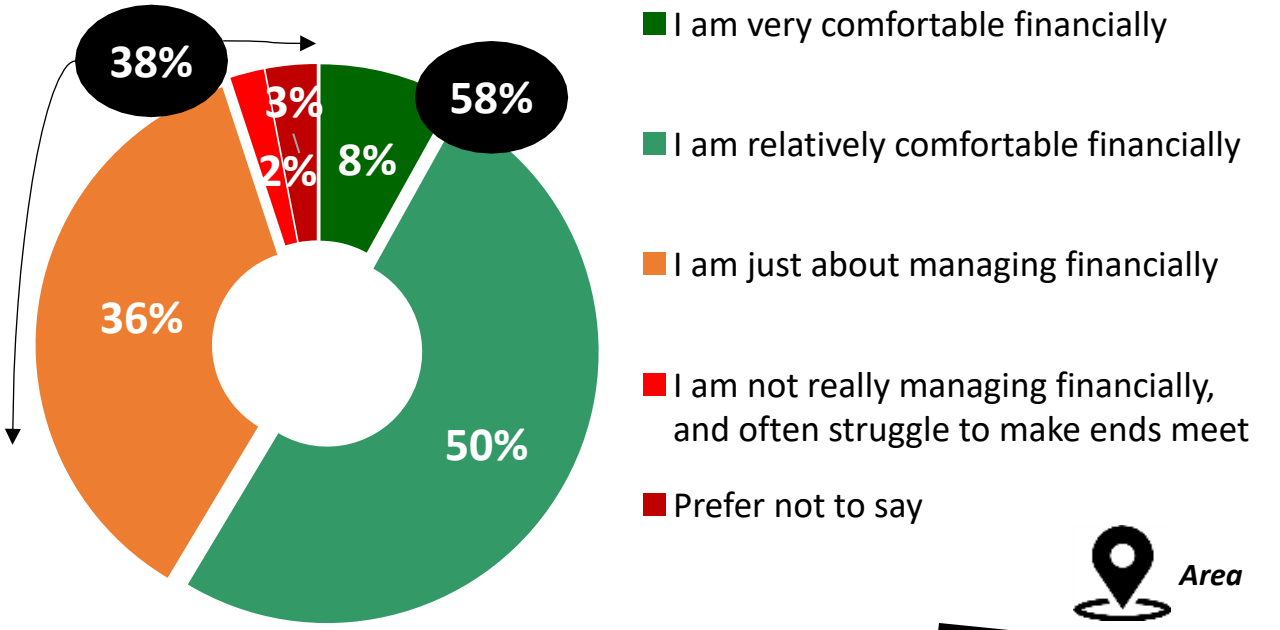
Base: (1,250)

Key findings – Individual welfare and wellbeing

- *Providing insight into the wellbeing of our residents, including measuring financial security, employment and household concerns*

How households are **managing financially**

- Just under six in ten (58%) claim they are very or relatively comfortable financially. 36% are just about managing.
- A higher proportion of female residents, residents aged 18-24 and residents renting from the council or a private landlord claim they are just about managing.



	Net % just about / not really managing
Male	35%
Female	43%
Aged 18-24	58%
Aged 25-34	38%
Aged 35-54	32%
Aged 55-64	37%
Aged 65 & over	46%
Own property outright / with mortgage	22%
Rent from Council	52%
Rent from private landlord	45%
Lived in Ealing for 5 years or less	38%
Lived in Ealing for more than 5 years	39%

Area

Southall and Perivale

Just about managing / not really managing - 54% and 50%

Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

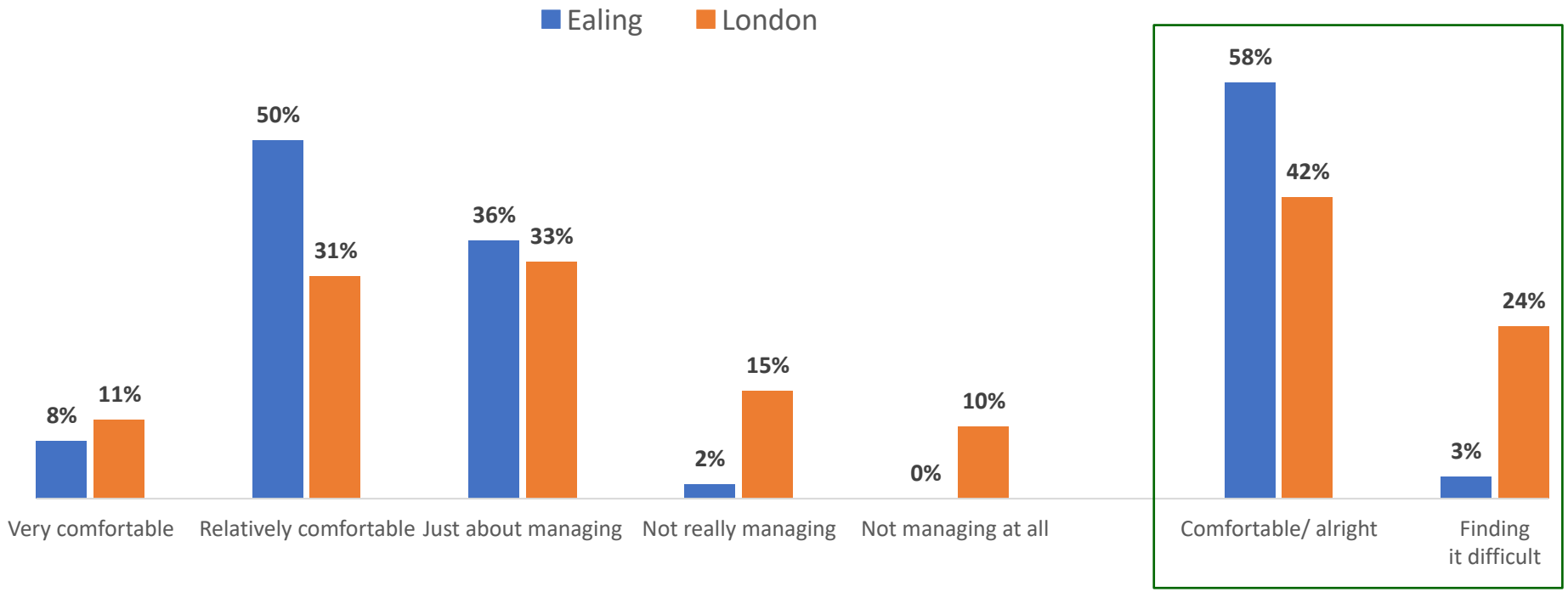
Base: (1,250)

Thinking about your finances, which of the following best reflects your position?

How households are **managing financially**

- Comparatively fewer residents in Ealing (3%) than in London (24%) said they not being able to manage well financially

Ealing qs : 'Thinking about your finances, which of the following best reflects your position?'
London qs: 'How well would you say you are managing financially these days? Would you say you are…?'*

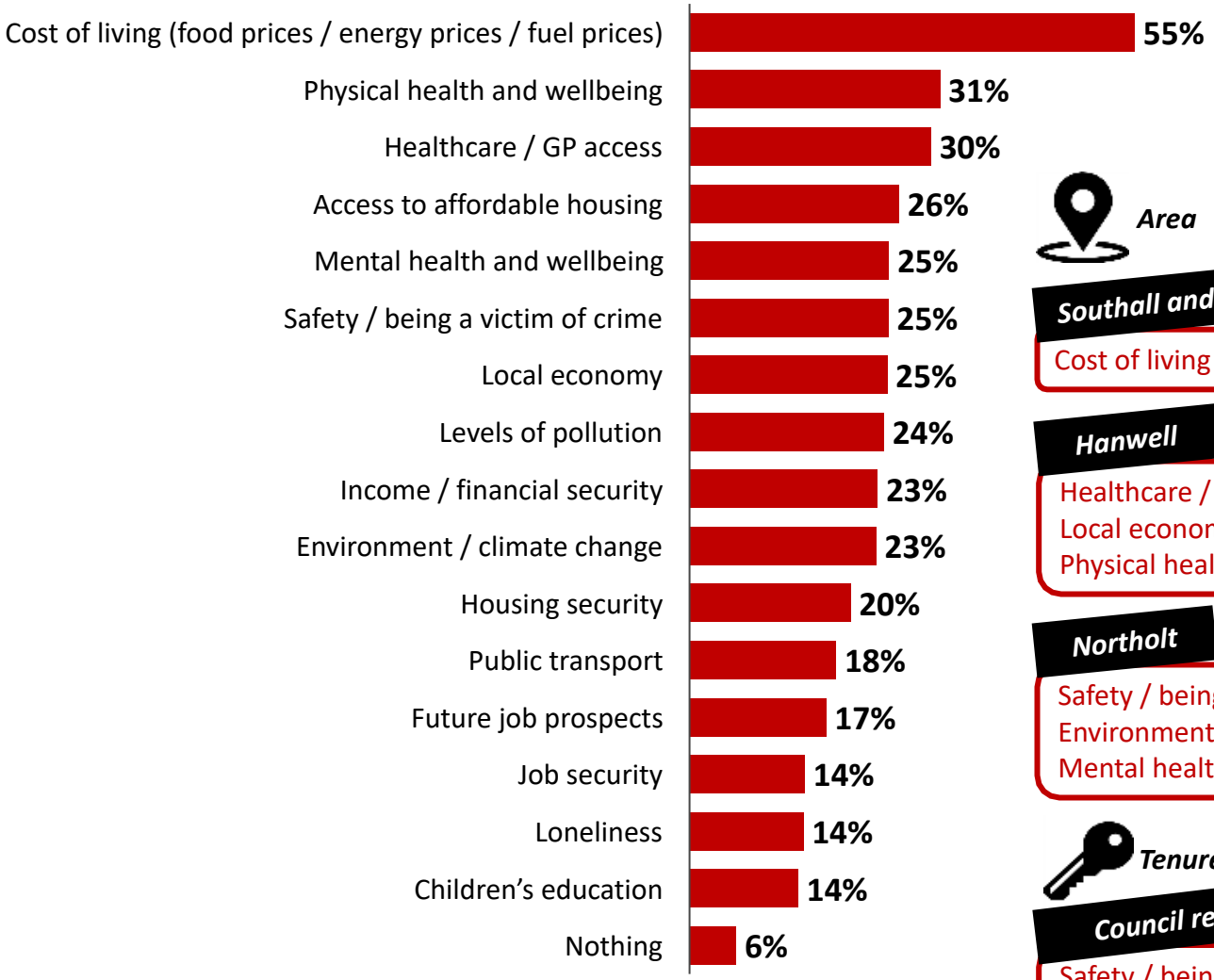


*Note that wording of response options was slightly different in the two surveys but equivalent

Base: (1,250)

Thinking about your finances, which of the following best reflects your position?

Biggest concerns for household over next 3 years



- The main concern to households is the cost of living (55%) followed by physical health and wellbeing and healthcare / GP access.
- Contrasting concerns evident by area and demographic subgroup.

Area

Southall and Perivale
Cost of living - 63% and 64%

Hanwell
Healthcare / GP access - 50%
Local economy – 49%
Physical health and wellbeing – 43%

Northolt
Safety / being a victim of crime - 41%
Environment / climate change – 39%
Mental health and wellbeing – 37%

Tenure

Council rented
Safety / being a victim of crime - 31%
Housing security – 27%
Public transport – 25%

Age group

Aged 16-24
Future job prospects - 30%

Aged 25-34
Access to affordable housing - 41%

Length of time living in Ealing

Less than 5 years
Access to affordable housing - 36%

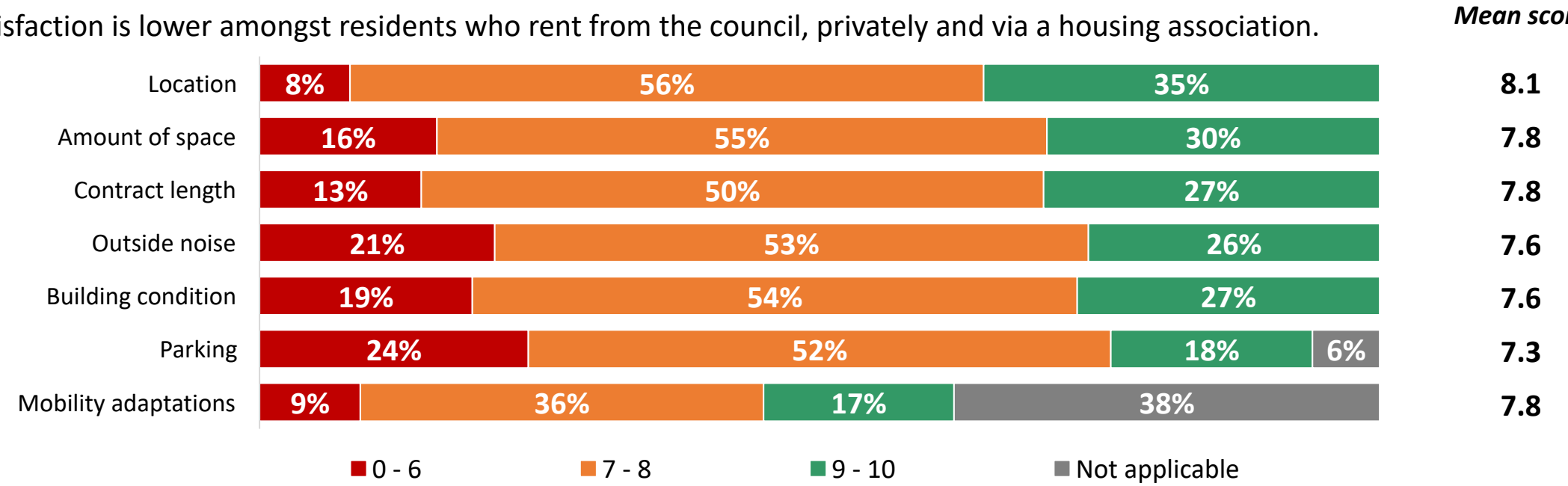
More than 5 years
Physical health and wellbeing - 37%
Healthcare / GP access – 36%

Base: (1,250)

What are your biggest concerns for you and your household over the next 3 years?

Satisfaction with **aspects of housing situation**

- The majority rate their personal housing situation as a 7-10 out of 10 on the factors posed to them. Satisfaction is highest for location, amount of space and contract length.
- Satisfaction is lower amongst residents who rent from the council, privately and via a housing association.



Tenure

Owned outright or mortgage

Mean score –
Location (8.4)
Amount of space (8.1)
Contract length (8.2)
Outside noise (7.8)
Building condition (8.1)

Private rented

Mean score –
Location (7.9)
Amount of space (7.6)
Contract length (7.6)
Outside noise (7.5)
Building condition (7.4)

Council rented

Mean score –
Location (7.9)
Amount of space (7.6)
Building condition (7.3)

Housing association

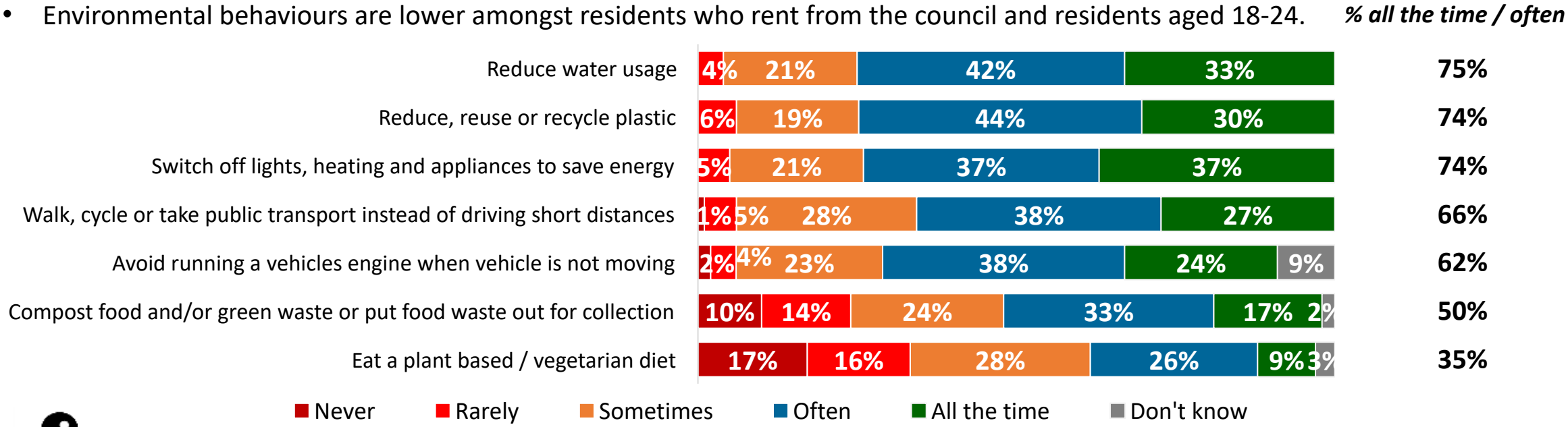
Mean score –
Location (7.7)
Amount of space (7.4)
Building condition (7.1)

Base: (1,250)

Please rate how happy you are with the following aspects of your housing, where 0 is very unhappy and 10 is very happy?

Behaviours to reduce impact on the environment

- Around three quarters claim they reduce their water usage, reduce, reuse or recycle plastic and switch off lights / appliances at least often. Half compost food and/or green waste / put food waste out at least often.
- Environmental behaviours are lower amongst residents who rent from the council and residents aged 18-24.



Tenure

Owned outright or mortgage

% always / often –
Reduce, reuse or recycle plastic – 84%
Switch off lights, heating and appliances to save energy – 83%

Council rented

% always / often –
Reduce waste usage – 58%
Reduce, reuse or recycle plastic – 63%
Switch off lights, heating and appliances to save energy – 62%
Walk, cycle or take public transport instead of driving short distances – 56%
Avoid running a vehicles engine when vehicle is not moving – 55%
Compost food and/or green waste or put food waste out for collection – 39%

Age group

Aged 18-24

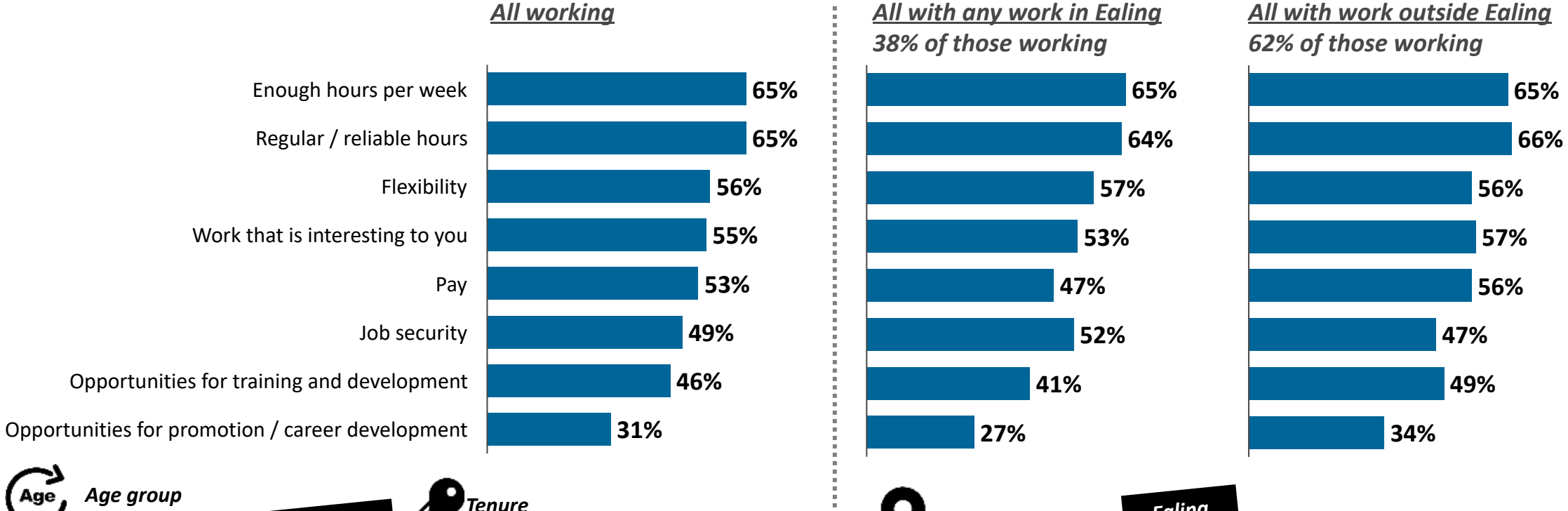
% always / often –
Reduce water usage – 61%
Reduce, reuse or recycle plastic – 60%
Switch off lights, heating and appliances to save energy – 62%
Avoid running a vehicles engine when vehicle is not moving– 44%

Base: (1,250)

Thinking about what you could do to reduce your impact on the environment how often do you do the following:…?

Perceptions of **current employment offering**

- Just under two thirds of residents who work claim their current employment offers enough hours per week and regular / reliable hours. Just over half claim it offers what they want in terms of pay. A lower proportion of those with any work in Ealing indicated it offers what they want in terms of pay and training and development.



Age group

Aged 18-24
Work that is interesting to you – 38%

Tenure

Council rented
Enough hours per week – 57%
Work that is interesting to you – 38%
Job security – 35%
Flexibility – 39%
Pay – 25%

Area

Southall
Regular / reliable hours- 54%
Enough hours per week – 48%
Work that is interesting to you – 45%
Job security – 34%

Ealing
Enough hours per week – 73%
Flexibility – 72%
Work that is interesting to you – 67%
Pay – 70%
Job security – 63%
Opportunities for training and development – 55%

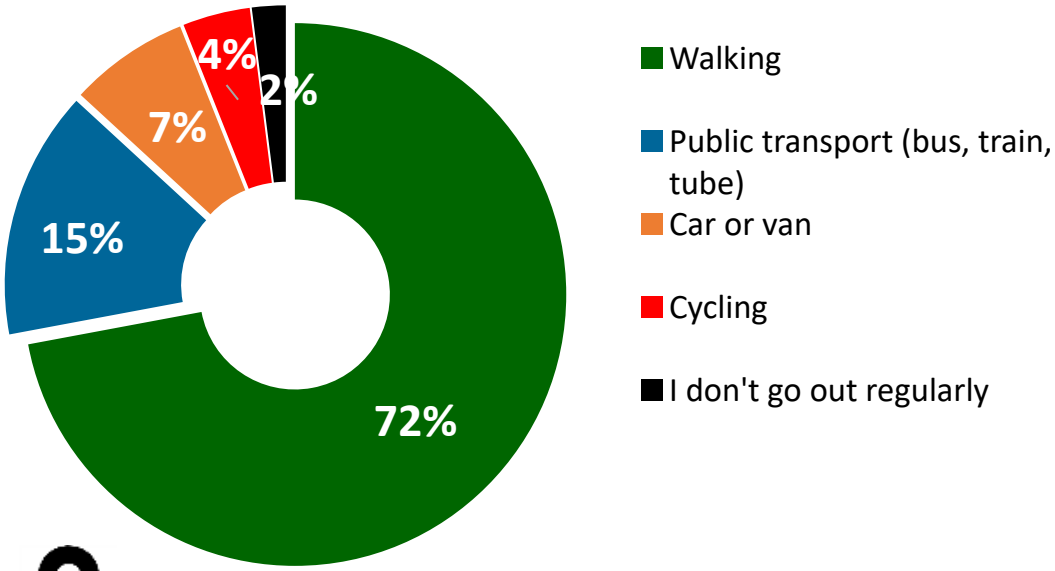
Base: (1,250)

Does your current employment offer what you want in terms of…?

Types of transport used most often for short journeys and **barriers to cycling / walking**

- Just under three quarters (72%) claim their most common mode of transport for short, regular journeys is via walking, followed by public transport (15%).
- Claimed common barriers to cycling / walking more is not having a bike, the weather, not feeling safe when cycling and a preference for other means of transport.

Which mode of transport do you most commonly use for short, regular journeys of less than one mile?



Area

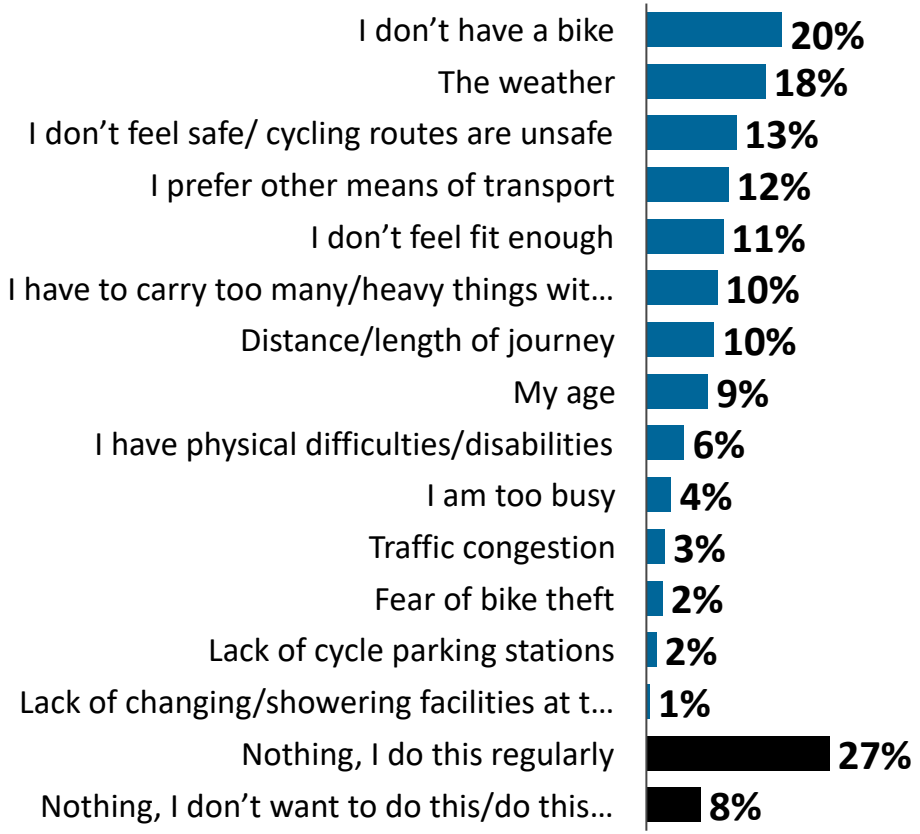
Ealing and Northolt

Walking- 78% and 84%

Acton, Perivale and Southall

Public transport - 21%, 21% and 24%

What, if anything, stops you from cycling or walking (more)?



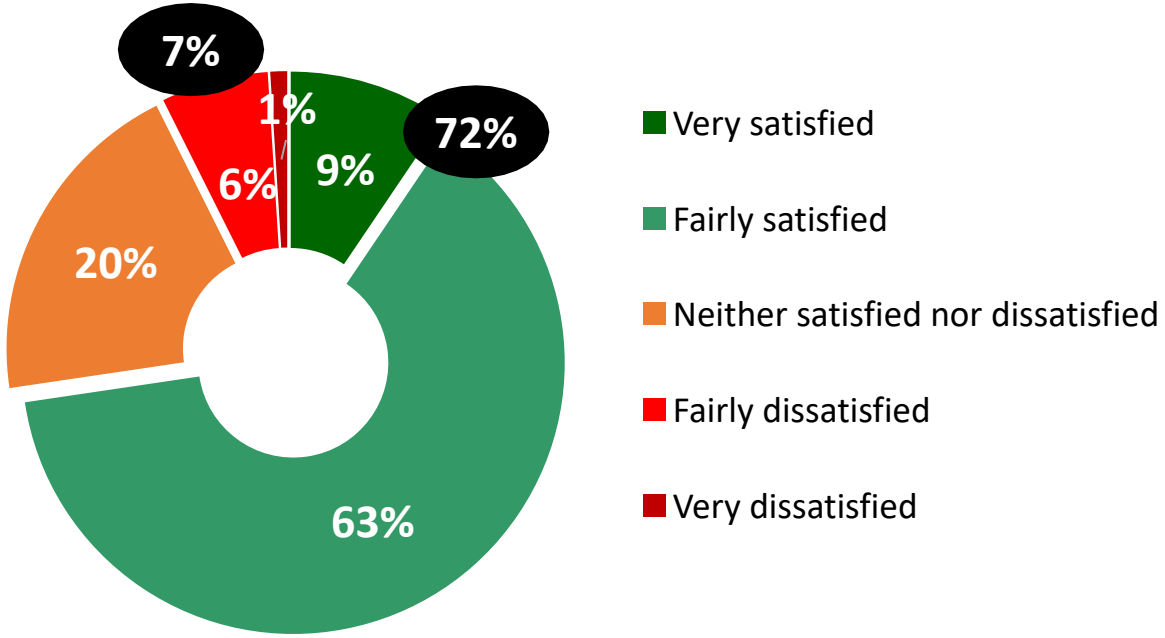
Base: (1,250)

Key findings – Views about the Council

- *Providing an understanding of residents' views and experiences of the council, including any disparities in experience by demographic sub-group*

Satisfaction with **way Ealing Council runs things**

- Just under three quarters (72%) are satisfied with the way the council runs things. However, it should be noted that only 9% are very satisfied.
- Consistent with local area overall satisfaction (including % fairly satisfied), satisfaction is comparably lower amongst residents aged 55 & over, residents renting from the council and residents who have lived in Ealing for more than 5 years.



	Net % Satisfied
Male	75%
Female	70%
Aged 18-24	85%
Aged 25-34	75%
Aged 35-54	76%
Aged 55-64	61%
Aged 65 & over	65%
Own property outright / with mortgage	72%
Rent from Council	60%
Rent from private landlord	79%
Lived in Ealing for 5 years or less	79%
Lived in Ealing for more than 5 years	69%

Significantly **higher** % than other subgroups at 95% confidence level

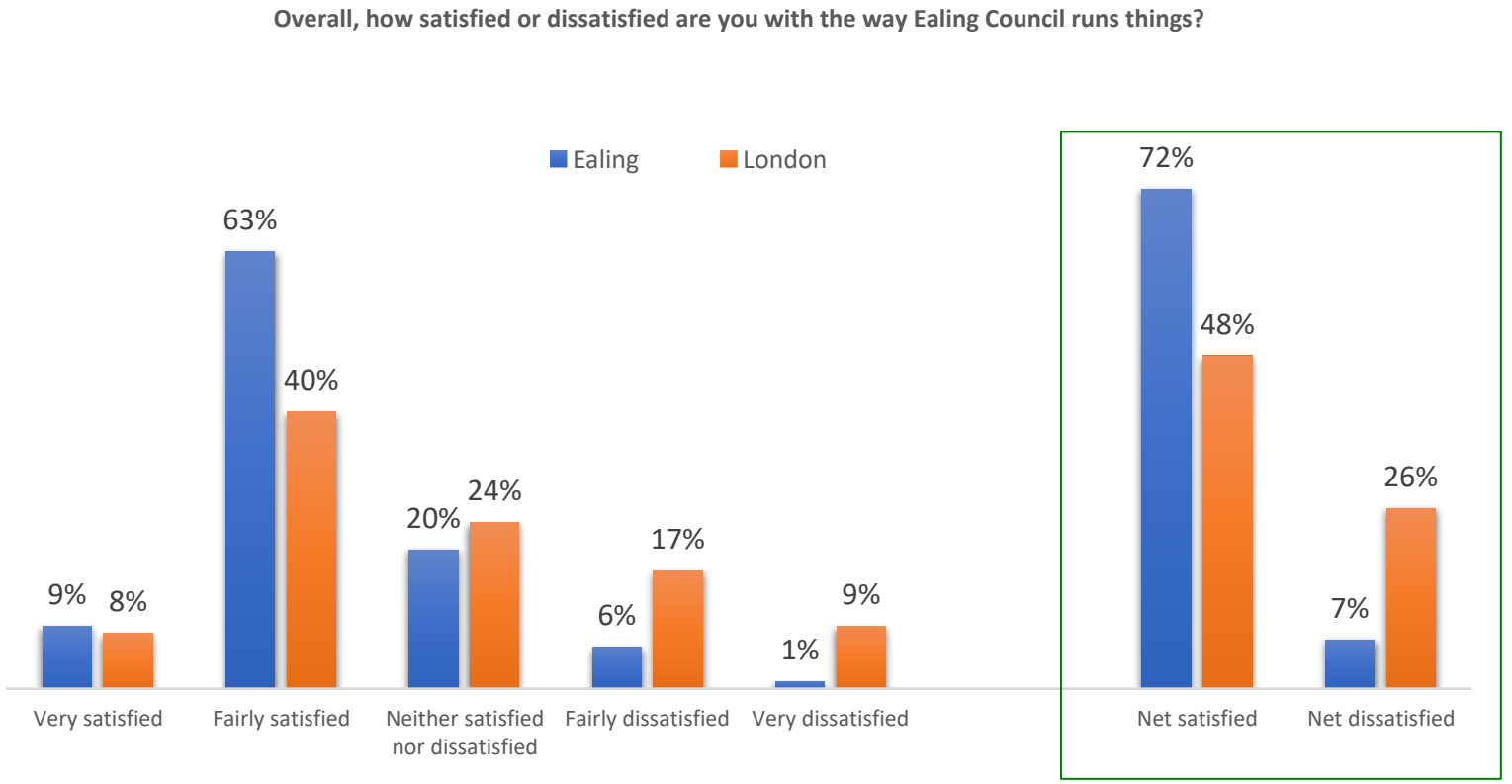
Significantly **lower** % than other subgroups at 95% confidence level

Base: (1,250)

Overall, how satisfied or dissatisfied are you with the way Ealing Council runs things?

Satisfaction with **way Ealing Council runs things – comparison with London**

- Overall satisfaction with Ealing council is significantly higher (72%) than the London average* (48%). Dissatisfaction in Ealing is similarly much lower



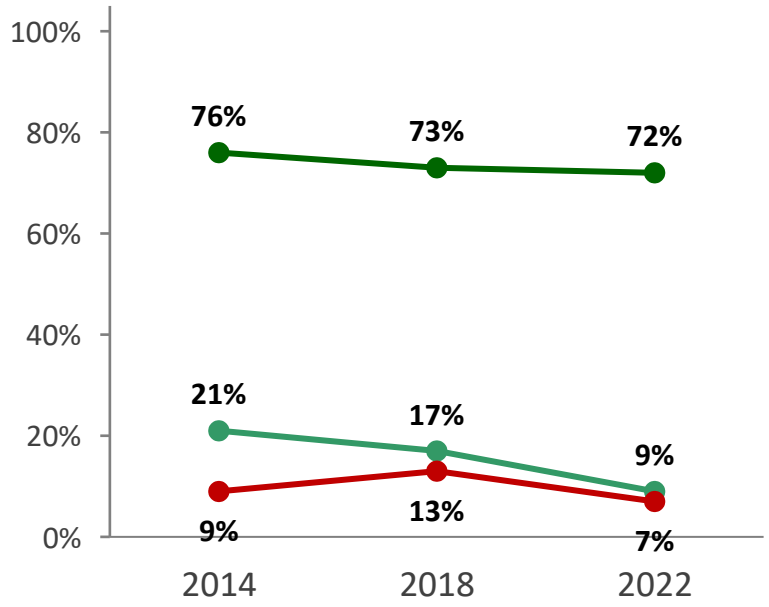
*Based on the Survey of Londoners 2021-22; 8,630 responses from Londoners aged 16+, carried out online and on paper

Base: (1,250) ***Overall, how satisfied or dissatisfied are you with the way Ealing Council runs things?***

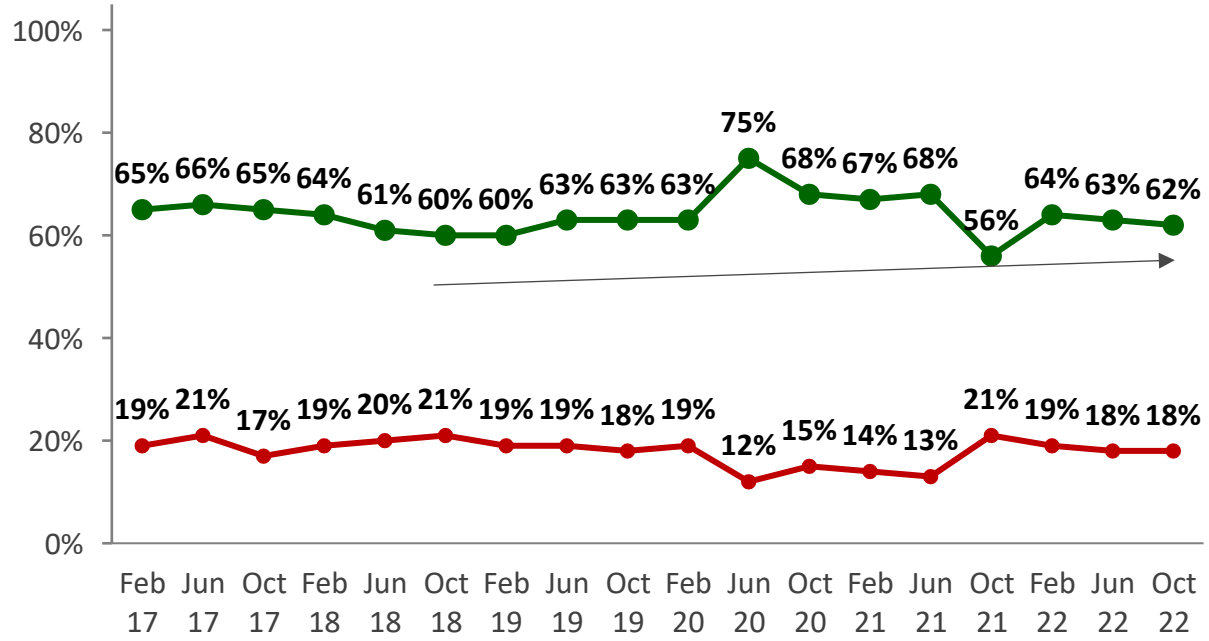
Satisfaction with **way Ealing Council runs things** – time series data & benchmarks

- Overall satisfaction is broadly consistent with the last Ealing resident survey conducted in 2018.
- Satisfaction remains higher than the national average recorded in the quarterly national polling conducted by the LGA.

Ealing Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



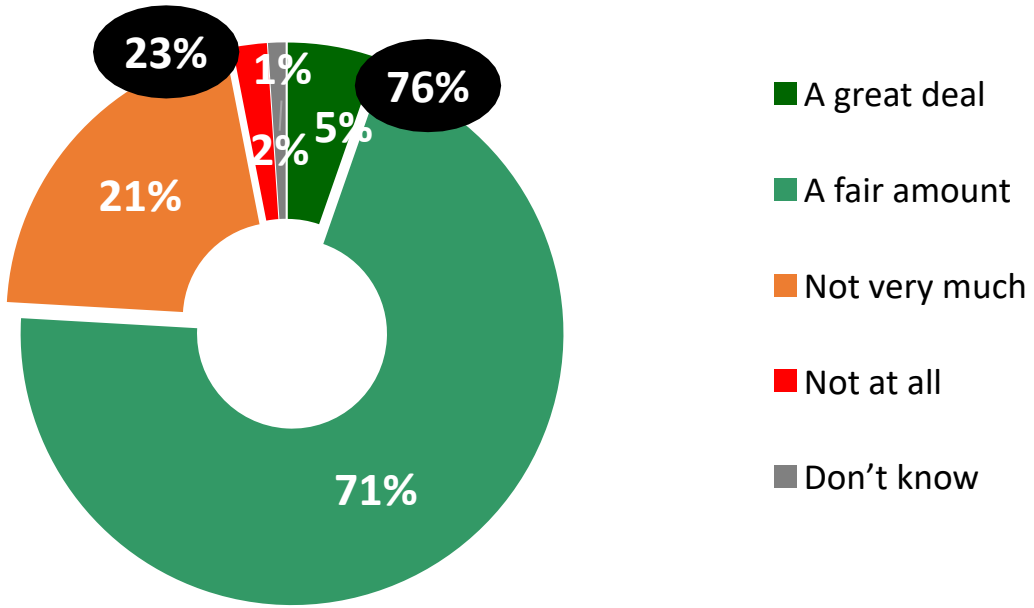
Very / fairly satisfied % **Very satisfied %** **Very / fairly dissatisfied %**

Overall, how satisfied or dissatisfied are you with the way the Ealing Council runs things?

Base: Ealing Council Resident Survey, n=1,250; Base: LG Inform National Quarterly polling, 1,000 per wave

Extent residents trust Ealing Council

- Just over three quarters (76%) indicated they trust the council. However, only 5% trust the council a great deal. 23% do not trust the council very much / not at all.
- Agreement levels are comparably lower amongst residents aged 55-64 and residents who have lived in Ealing for more than 5 years.



	Net % a great deal / fair amount
Male	76%
Female	76%
Aged 18-24	82%
Aged 25-34	76%
Aged 35-54	78%
Aged 55-64	68%
Aged 65 & over	75%
Own property outright / with mortgage	73%
Rent from Council	73%
Rent from private landlord	81%
Lived in Ealing for 5 years or less	83%
Lived in Ealing for more than 5 years	73%

Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

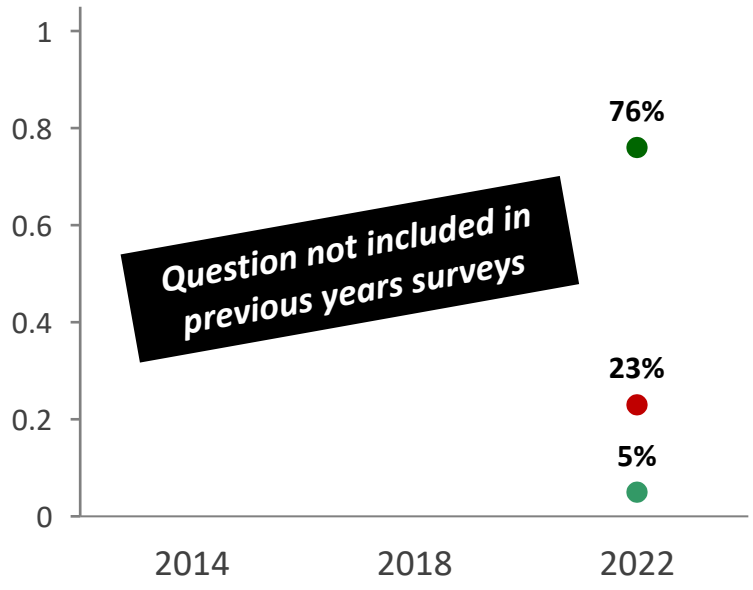
Base: (1,250)

How much do you trust Ealing Council?

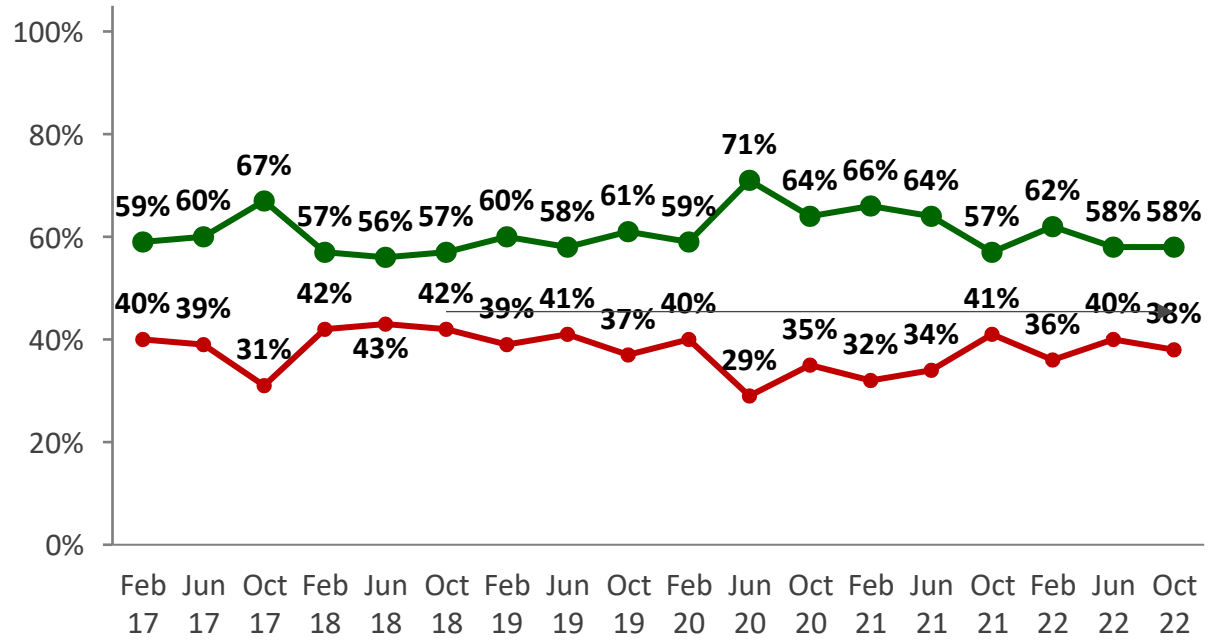
Extent residents trust Ealing Council – time series data & benchmarks

- This metric did not feature in previous years' iterations of the Ealing resident survey.
- Agreement is higher than the national average recorded in the quarterly national polling conducted by the LGA.

Ealing Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



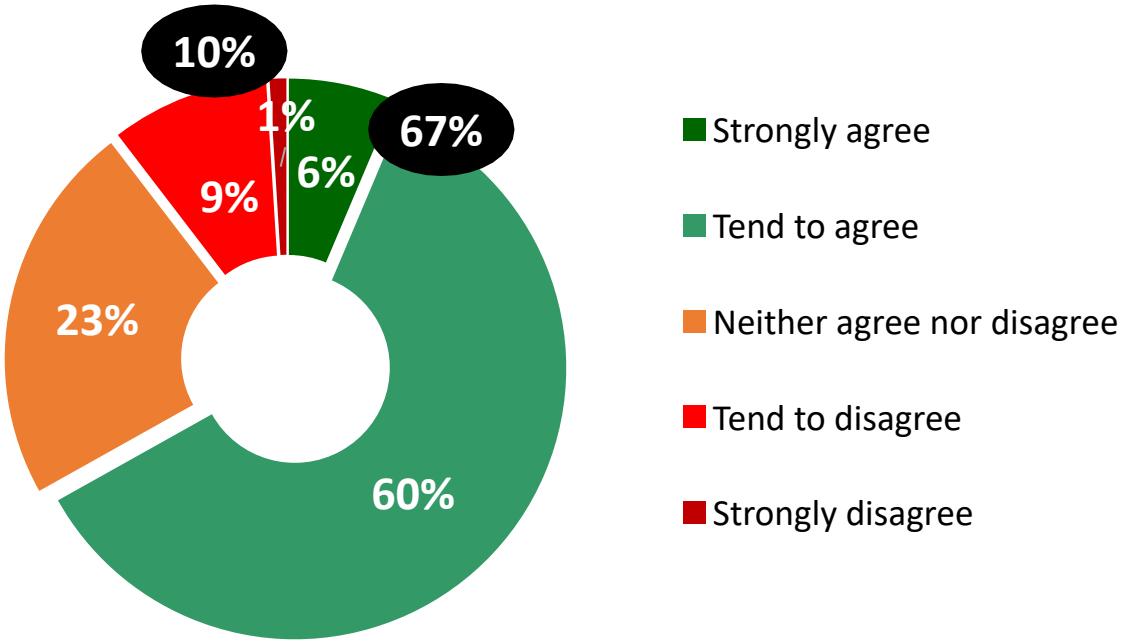
Great deal / fair amount % **Great deal %** **Not very much / not at all %**

How much do you trust Ealing Council?

Base: Ealing Council Resident Survey, n=1,250; Base: LG Inform National Quarterly polling, 1,000 per wave

Perceptions of Ealing Council **providing value for money**

- Just over two thirds (67%) agree the council provides value for money; only 6% strongly agree and 10% disagree.
- Agreement levels are comparably lower amongst residents aged 55-64, residents who rent from the Council and residents who have lived in Ealing for more than 5 years.



	Net % Agree
Male	69%
Female	65%
Aged 18-24	74%
Aged 25-34	67%
Aged 35-54	70%
Aged 55-64	55%
Aged 65 & over	65%
Own property outright / with mortgage	67%
Rent from Council	57%
Rent from private landlord	71%
Lived in Ealing for 5 years or less	72%
Lived in Ealing for more than 5 years	64%

Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

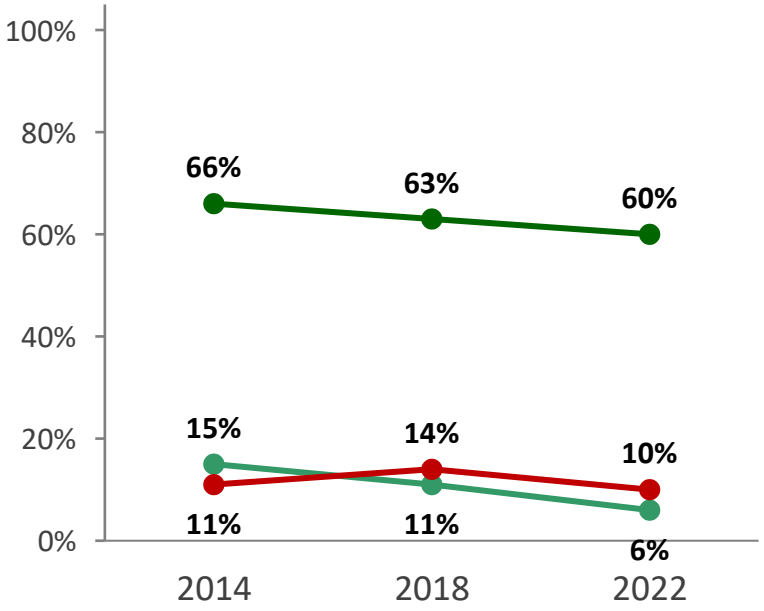
Base: (1,250)

To what extent do you agree or disagree that Ealing Council provides value for money?

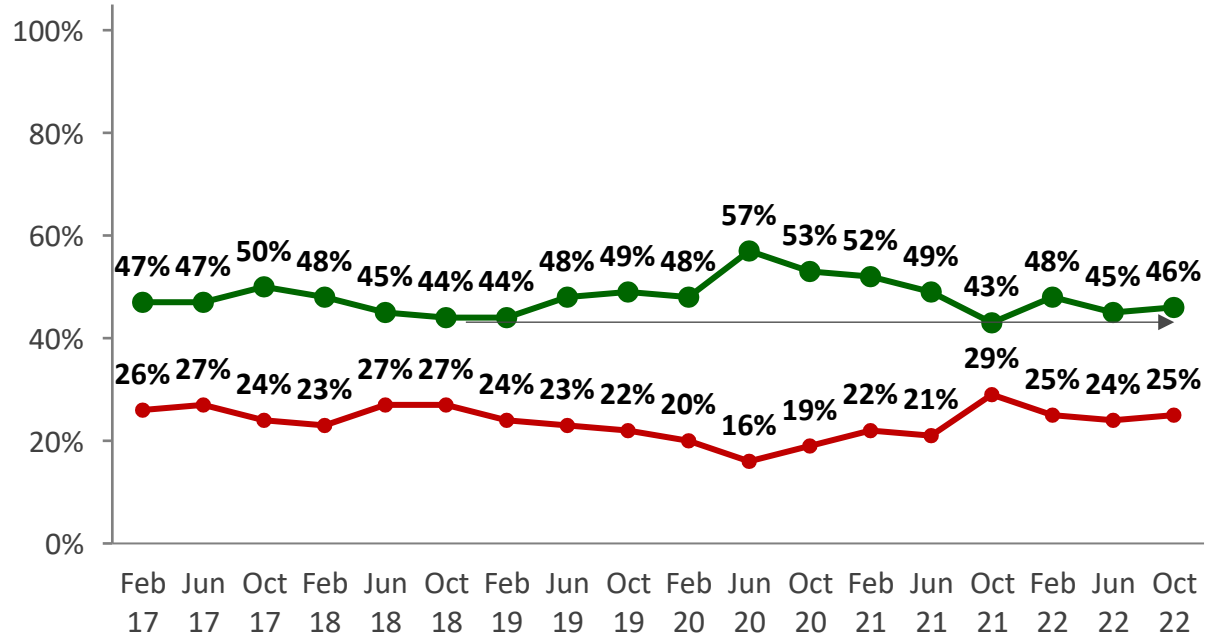
Perceptions of Ealing Council **providing value for money** – time series data & benchmarks

- Consistent with trends observed in the last Ealing resident survey conducted in 2018, value for money perceptions have reduced.
- However, satisfaction remains higher than the national average recorded in the quarterly national polling conducted by the LGA.

Ealing Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



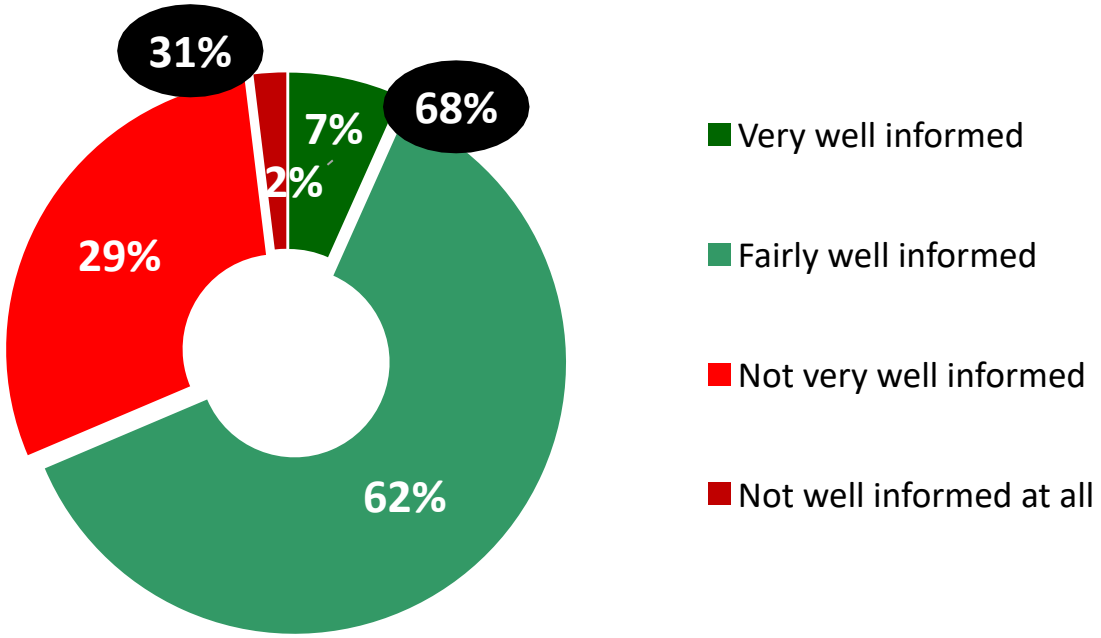
Strongly / tend to agree % **Strongly agree %** **Strongly / tend to disagree %**

To what extent do you agree or disagree that Ealing Council provides value for money?

Base: Ealing Resident Survey, n=1,634; Base: LG Inform National Quarterly polling, 1,000 per wave

Degree to which **Ealing Council keeps residents informed about services and benefits**

- Just over two thirds (68%) believe Ealing Council keeps them informed about services and benefits, although only 7% believe the council keeps them very well informed.
- A lower proportion of residents aged 55-64 and residents who rent from the Council believe they are kept informed.



	Net % Informed
Male	71%
Female	66%
Aged 18-24	72%
Aged 25-34	67%
Aged 35-54	73%
Aged 55-64	61%
Aged 65 & over	65%
Own property outright / with mortgage	67%
Rent from Council	56%
Rent from private landlord	75%
Lived in Ealing for 5 years or less	72%
Lived in Ealing for more than 5 years	67%

Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

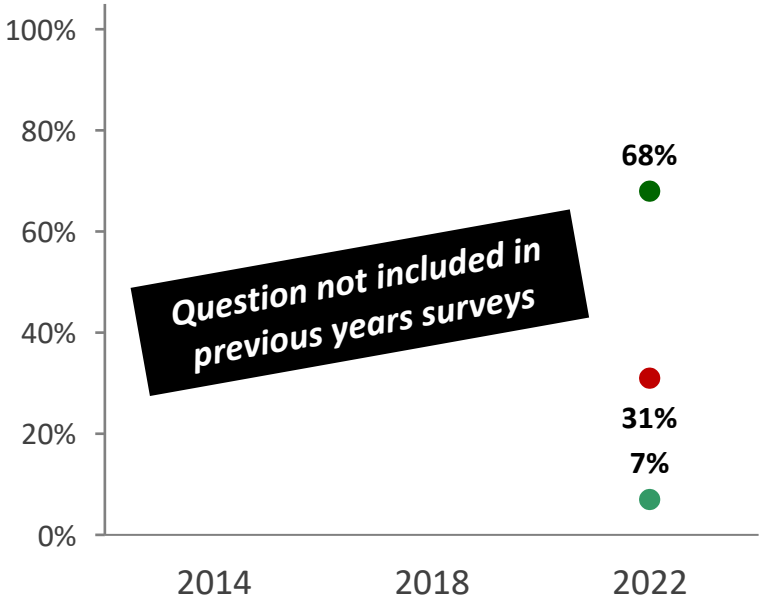
Base: (1,250)

Overall, how well informed do you think the Council keeps residents about the services and benefits it provides?

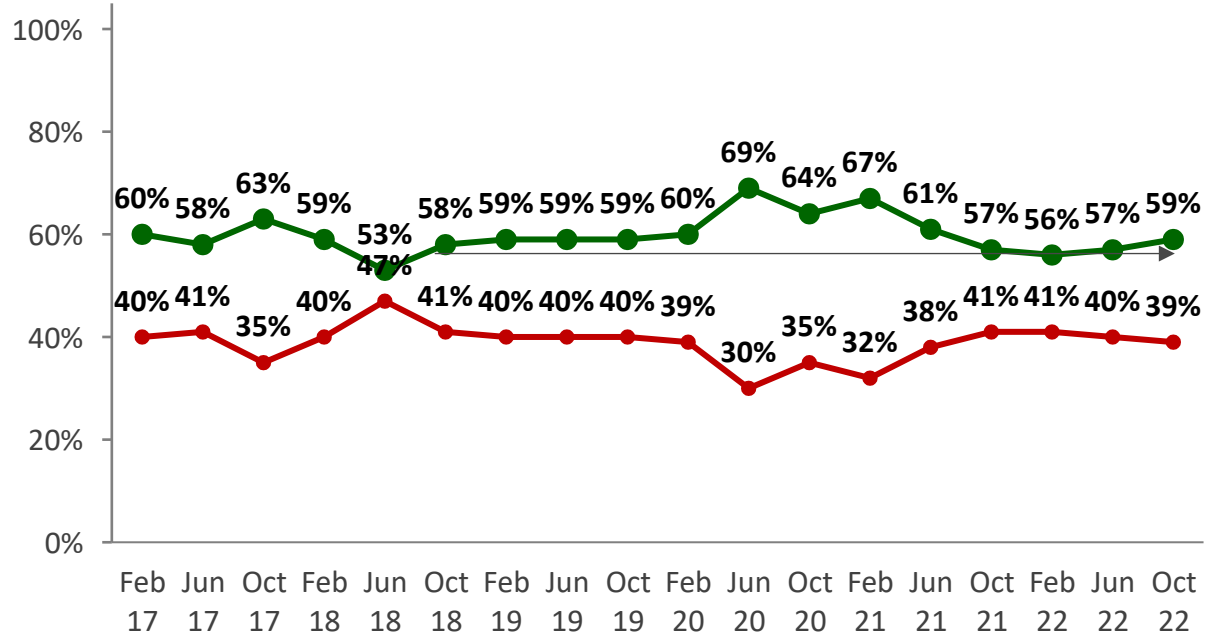
Degree to which **Ealing Council keeps residents informed about services and benefits** – time series data & benchmarks

- This metric did not feature in previous years' iterations of the Ealing resident survey.
- Agreement is higher than the national average recorded in the quarterly national polling conducted by the LGA.

Ealing Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



Very / fairly informed % **Very informed %** **Not very / not at all informed %**

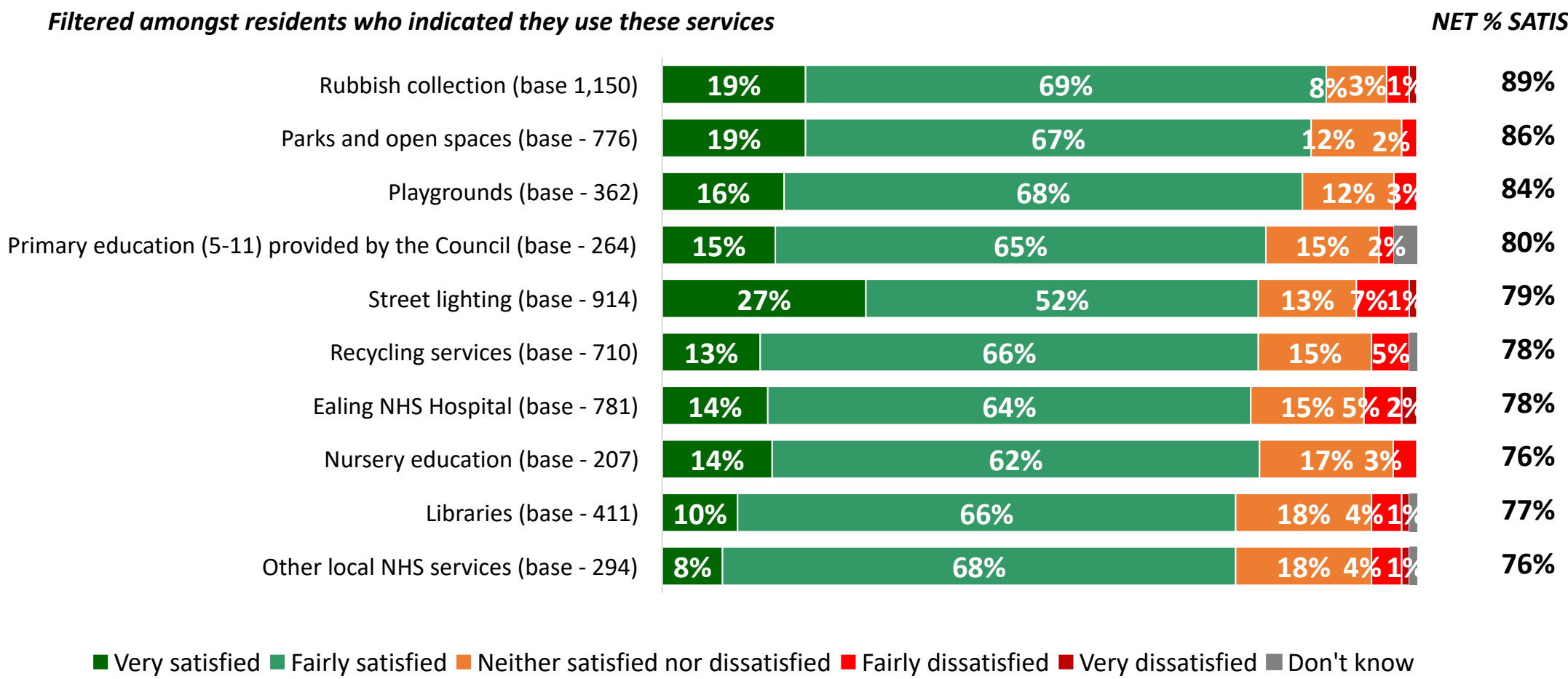
Overall, how well informed do you think the Council keeps residents about the services and benefits it provides?

Base: Ealing Council Resident Survey, n=1,250; Base: LG Inform National Quarterly polling, 1,000 per wave

Satisfaction with local services – first tier

- Overall satisfaction with the majority of 'universal services' is strong, e.g. rubbish collection, parks and open spaces, playgrounds, street lighting.
- Over three quarters are satisfied with specific local services including primary and nursery education, NHS services and libraries.

Filtered amongst residents who indicated they use these services

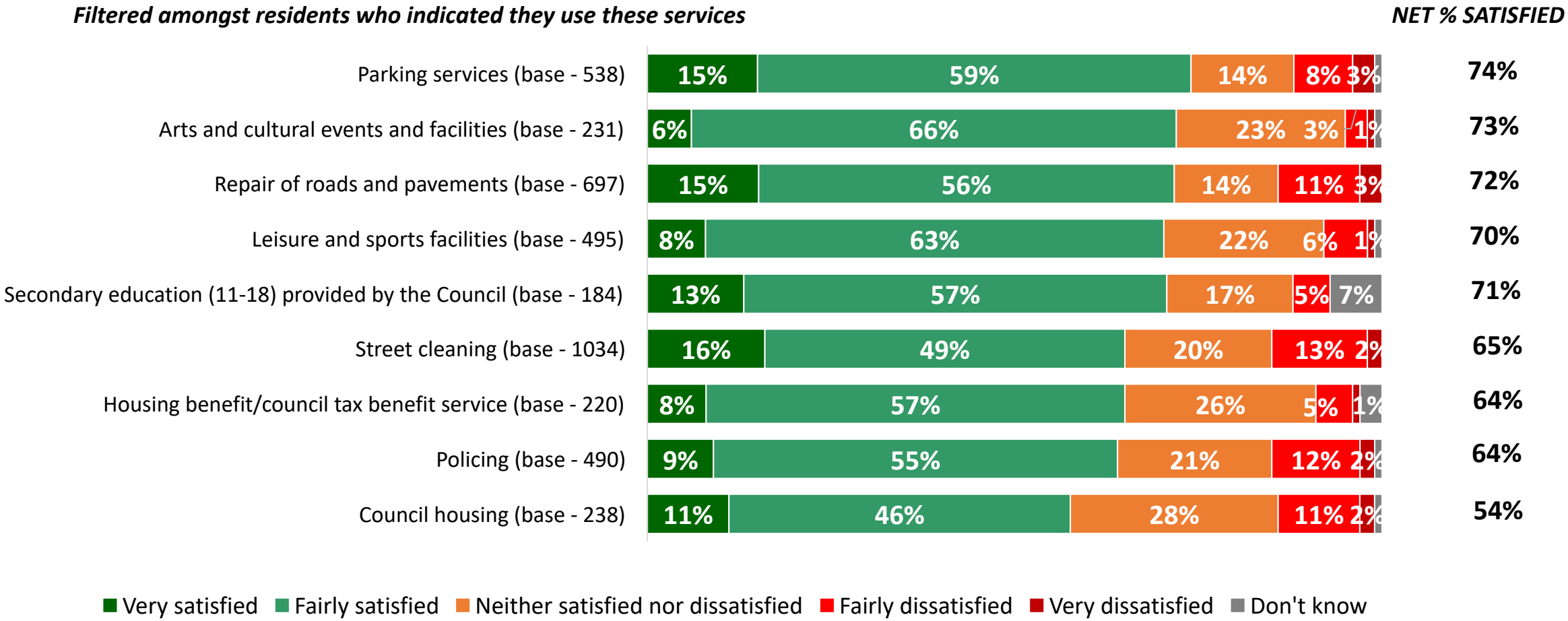


Base: (various)

I would like to ask you about local services in Ealing. Please tell me how satisfied or dissatisfied you are with each of the following services in your local area…

Satisfaction with local services – second tier

- Strength of satisfaction is comparably lower for parking services and repairs of roads and pavements, street cleaning, policing and council housing (as indicated by a higher proportion of those who are 'fairly/ very dissatisfied'.

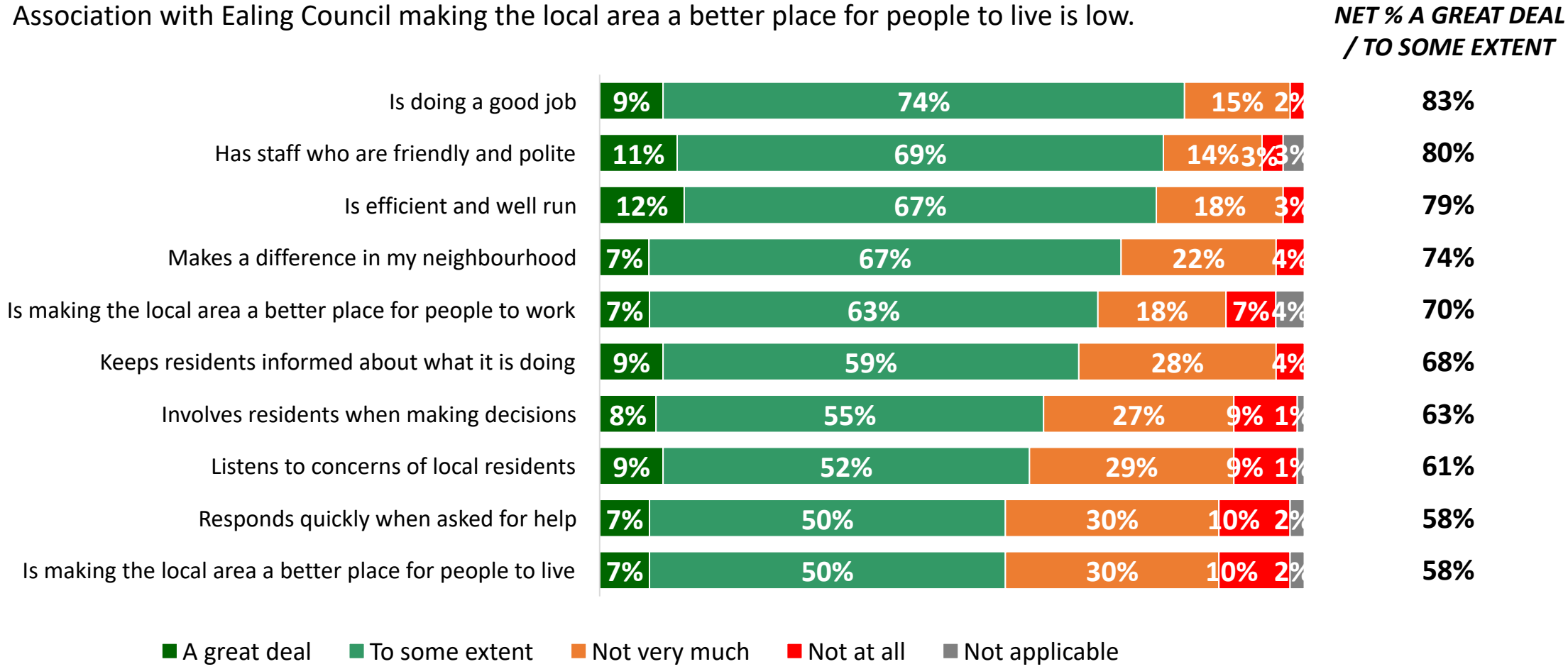


Base: (various)

I would like to ask you about local services in Ealing. Please tell me how satisfied or dissatisfied you are with each of the following services in your local area…

Perceptions of Ealing Council

- The majority agree Ealing Council is doing a good job, has staff who are friendly and polite and is efficient and well run. However, the majority of these associations are 'to some extent' as opposed to 'a great deal'.
- Association with Ealing Council engaging with residents through involvement, listening and responding is comparably lower.
- Association with Ealing Council making the local area a better place for people to live is low.



Base: (1,250)

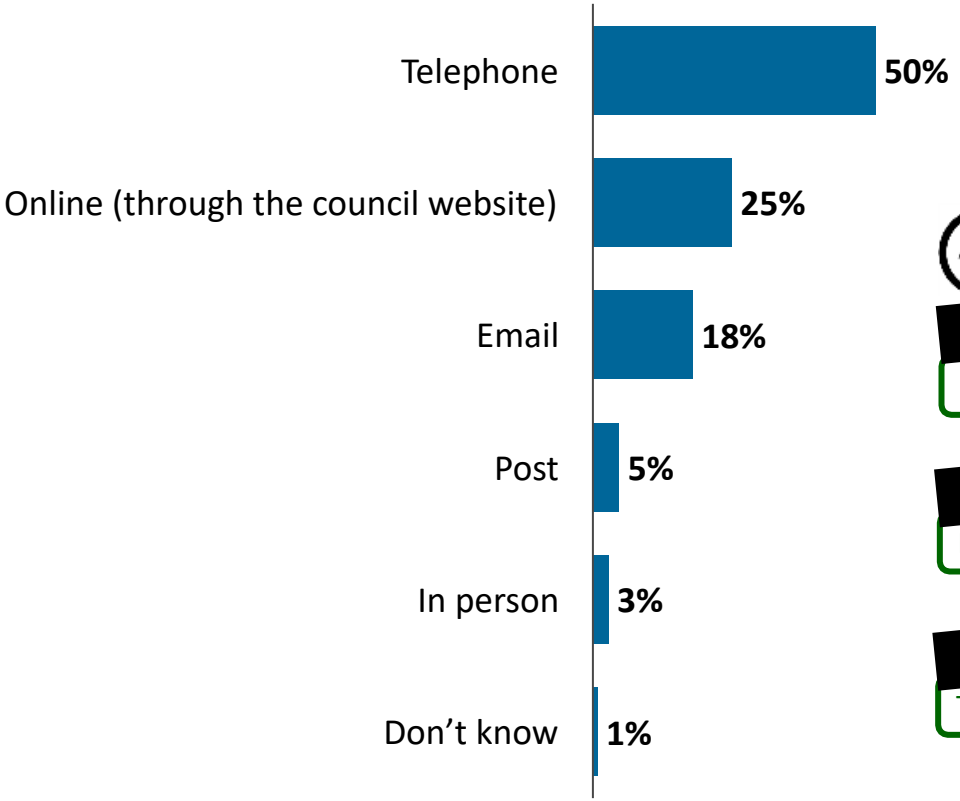
Below is a list of some things which other people have said about their Council. To what extent do you think these statements apply to Ealing...?

Key findings – Keeping residents informed

- *Providing insight into contact with the council, preferred means of sourcing information and online engagement / confidence*

Preferred method of contacting Ealing Council

- Half of residents claim they prefer to make contact with Ealing Council by telephone, if they needed to.
- Preference varies by age with a higher proportion of younger residents preferring to use the website and/or email and a higher proportion of older residents preferring to make contact by telephone.
- A higher proportion of residents who rent from the council prefer to make contact by telephone.



Age group

Aged 18-24
Online (through council website) - 45%

Aged 25-34
Email - 23%

Aged 65 & over
Telephone - 75%

Area

Ealing
Email - 23%

Tenure

Council rented
Telephone - 66%

Length of time living in Ealing

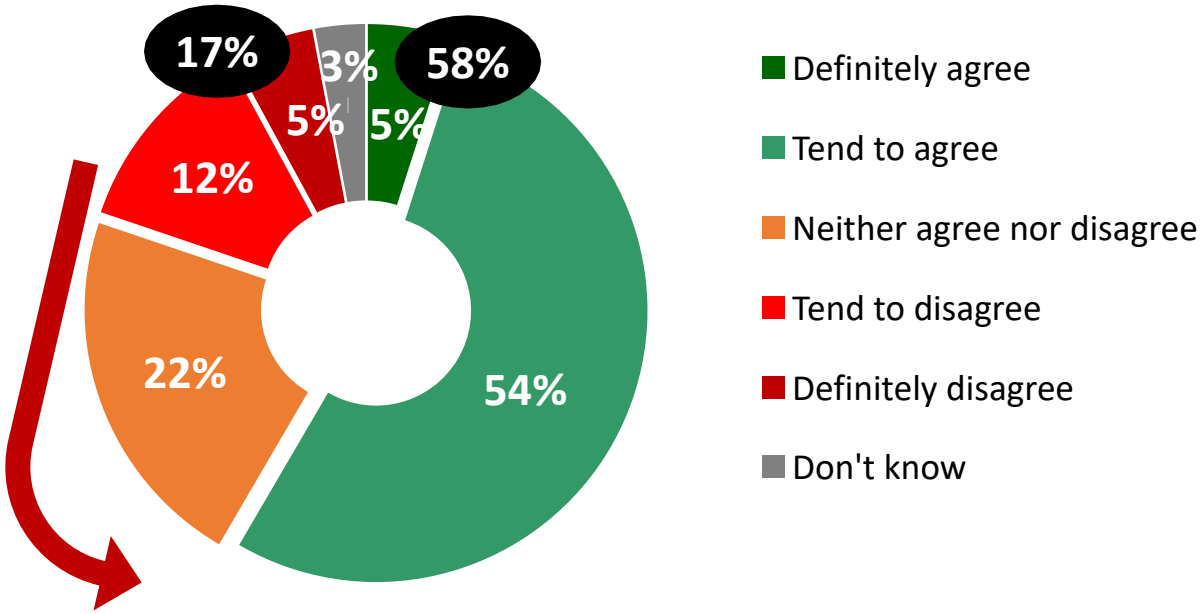
Less than 5 years
Online (through council website) - 31%

Base: (1,250)

If you had to contact Ealing Council, which one of the following methods would you prefer the most?

Perceived ease of contacting Ealing Council

- Just under six in ten (58%) agree the council is easy to contact (only 5% agree strongly). 17% disagree. A lower proportion of residents aged 65 & over and residents who have lived in Ealing for more than 5 years agree.
- The most common perceived barrier is difficulty in getting through to the right person by phone.



The most common reasons for disagreeing the Council is easy to contact is 'difficulty in getting through to the right person on the phone' (91% of those disagreeing) and 'unable to find correct department responsible for the service' (58%). 18% cited the website being difficult to use.

	Net % Agree
Male	60%
Female	57%
Aged 18-24	67%
Aged 25-34	59%
Aged 35-54	61%
Aged 55-64	54%
Aged 65 & over	52%
Own property outright / with mortgage	53%
Rent from Council	54%
Rent from private landlord	65%
Lived in Ealing for 5 years or less	66%
Lived in Ealing for more than 5 years	55%

Significantly **higher** % than other subgroups at 95% confidence level

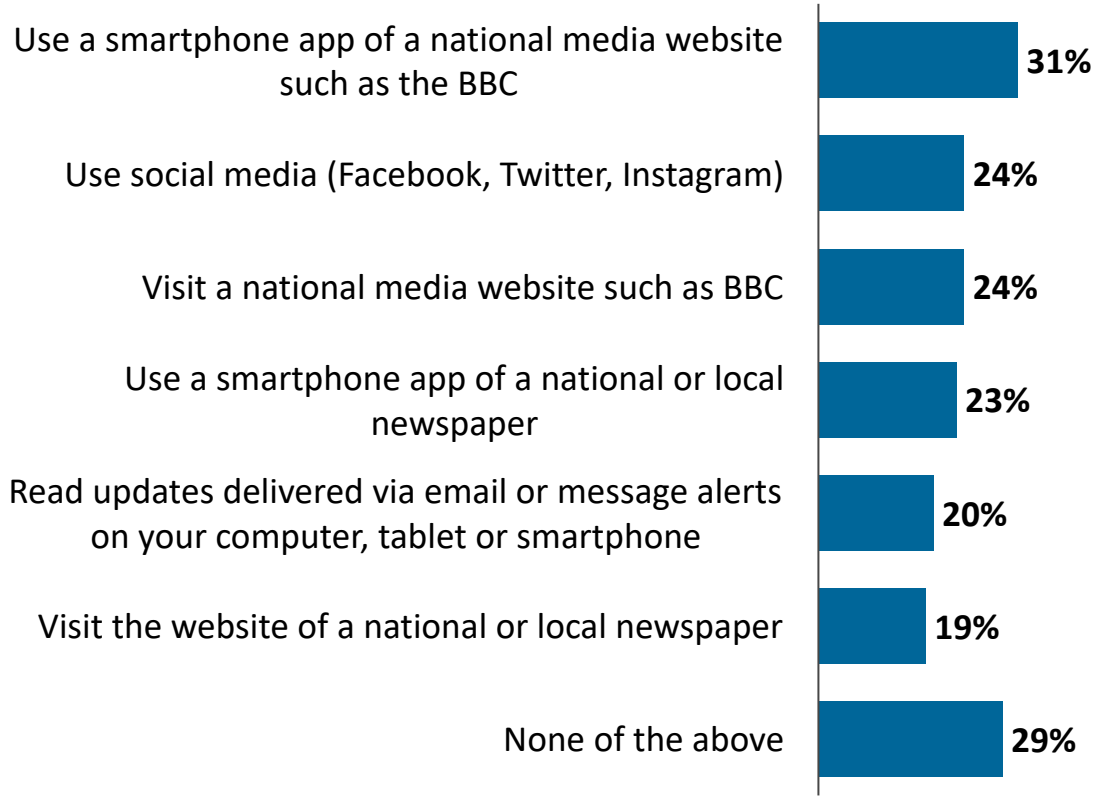
Significantly **lower** % than other subgroups at 95% confidence level

Base: (1,250)

To what extent do you agree or disagree that the Council is easy to contact?

Source of **news or information on current affairs**

- Just under a third source current affairs information through a smartphone app to access a national media website (31%). 24% visit a national media website. 24% indicate they use social media. Just under three in ten (29%) indicated they do not use any of these / do not access information on current affairs.
- Use of these tools to access this information is lower amongst Southall residents. Social media use is higher amongst younger residents and a higher proportion of residents aged 35-54 use a smartphone app to access national media websites.



Area

Southall

Smartphone app of national media website - 25%
Use social media – 17%
National media website – 17%

Age group

Aged 18-24 and 25-34

Use social media - 34% and 32%

Aged 35-54

Smartphone app of national media website - 37%

Aged 65 & over

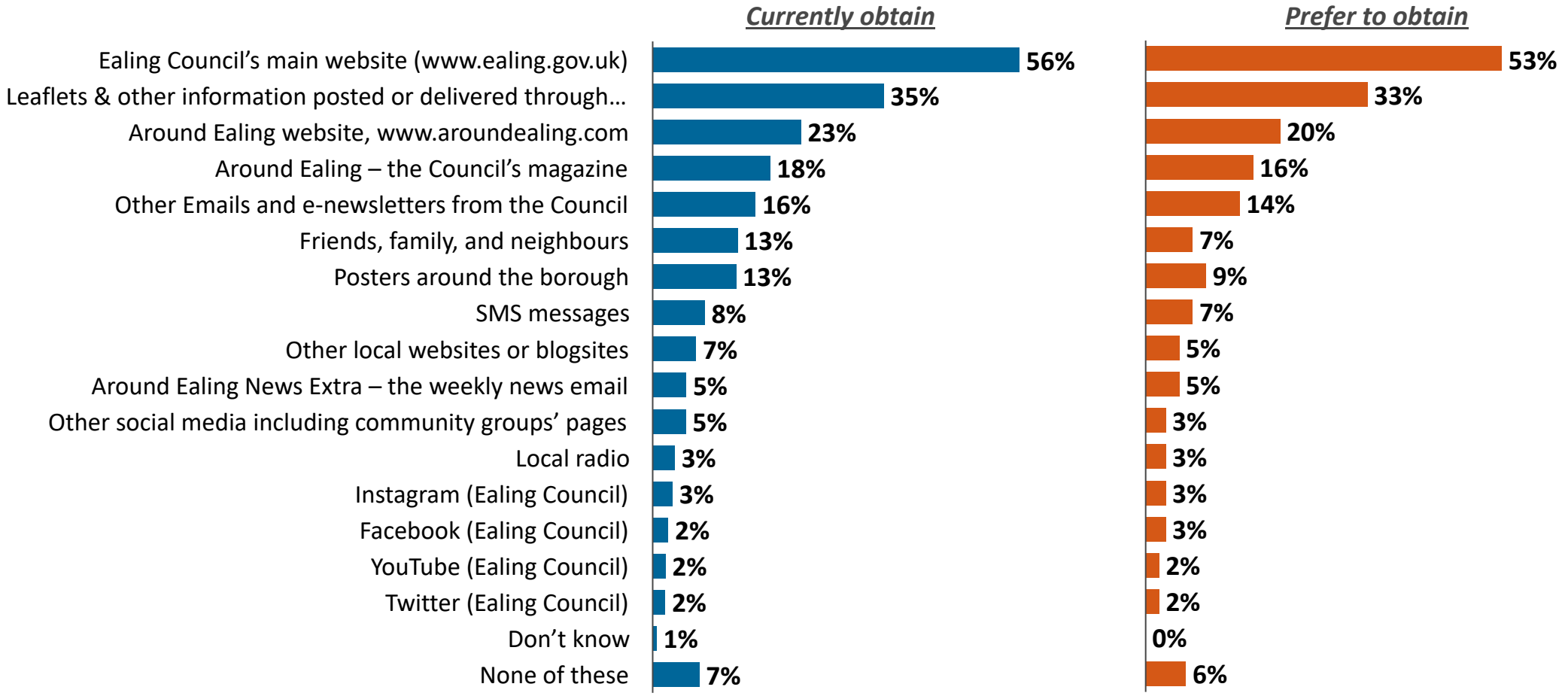
None of the above - 58%

Base: (1,250)

Which of the following do you regularly do to get news or information on current affairs?

Source of **news or information about the council and its services**

- Whilst the council website and information received through the post are the most common modes used / preferred, it is evident that multi-modal access is required.
- Modes selected for preferred means of access are consistent with those currently used.

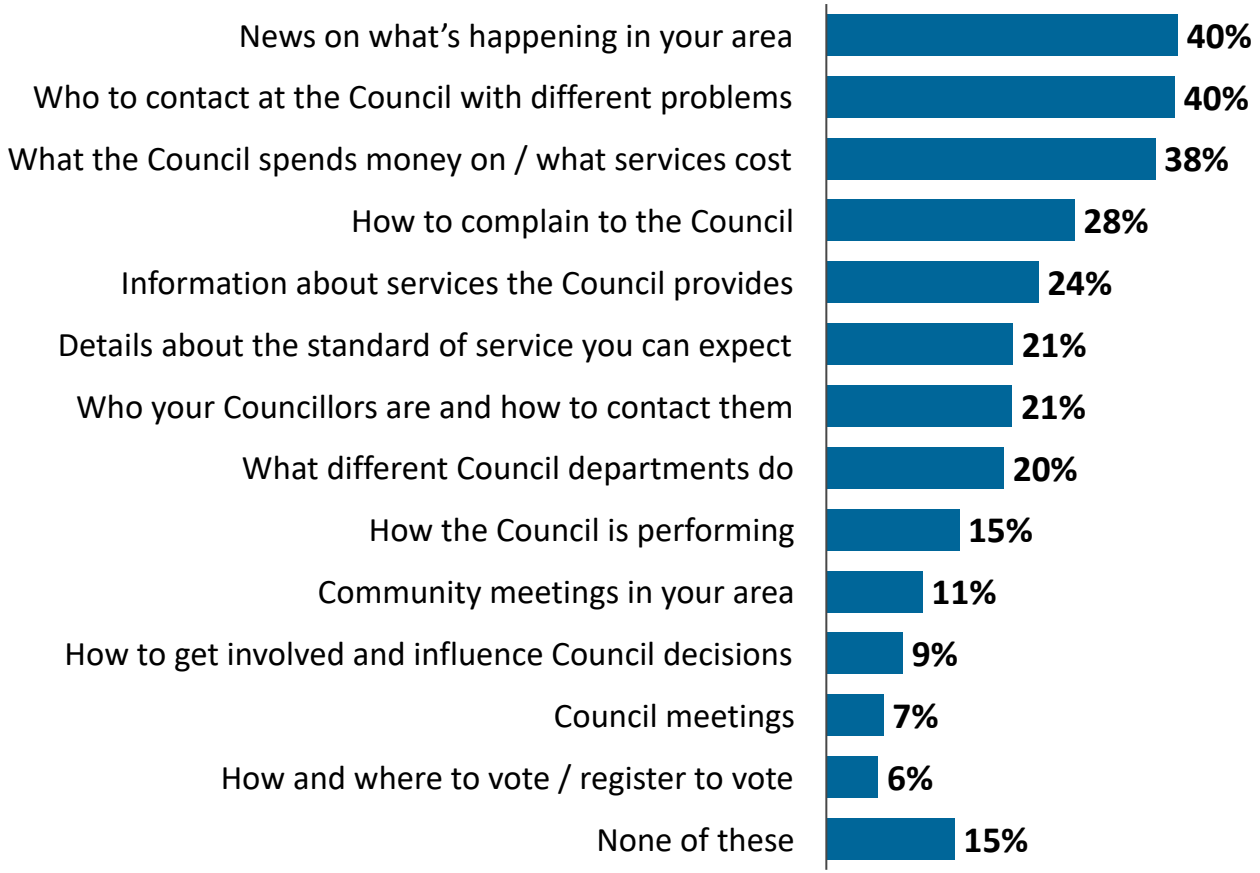


Base: (1,250)

From which of the following, if any, do you currently obtain most of your information and news about the council and its services? / From which of the following sources would you prefer to obtain information and news about the council and its services?

Preferences for more information from Council

- Residents main information preferences are news on what's happening in their local area, who to contact with different problems and what the council spends money on / what services cost. Preferences for local area information is particularly evident in Northolt, Perivale and Greenford. A higher proportion of residents who rent from the council would like more information on who to contact.



Area

Northolt
News on what's happening in your area – 49%
Information about services the Council provides – 35%
Details about the standard of service you can expect – 31%
Who your councillors are and how to contact them – 35%

Perivale
News on what's happening in your area – 55%

Greenford
News on what's happening in your area – 51%

Hanwell
Who to contact at the Council with different problems – 49%
Information about services the Council provides – 36%
Details about the standard of service you can expect – 35%

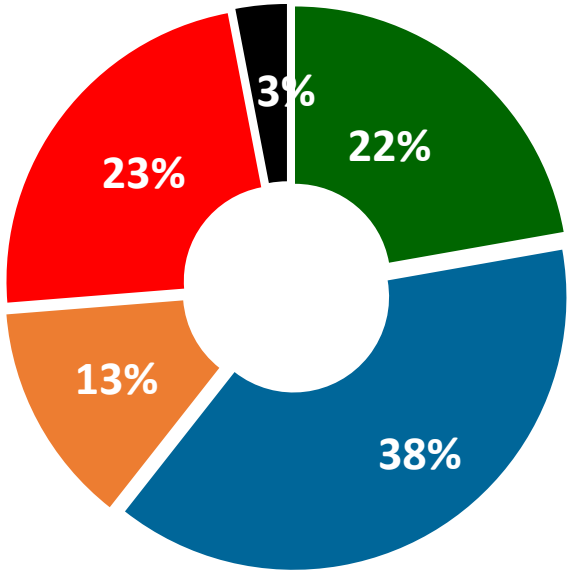
Council rented
Who to contact at the Council with different problems – 53%

Base: (1,250)

Which of the following items, if any, would you like more information from the Council on?

Frequency of **using Ealing Council website**

- Just under three quarters indicated they have used the council website to some degree; 22% have used the website in the last month and a further 38% have used it in the last 12 months.
- Claimed use is highest amongst residents who live in Greenford, Hanwell and Northolt.
- Claimed use is higher amongst residents aged 65 & over and lowest amongst residents 18-24.



- Yes in the last month
- Yes in the last 12 months
- Yes over 12 months ago
- No
- Don't know / can't remember

Area

Greenford, Hanwell and Northolt

Net Yes (any frequency) – 82%, 89% and 81%

Age group

Aged 18-24

Net Yes (any frequency) – 56%

Aged 65 & over

Net Yes (any frequency) – 70%

Base: (1,250)

Have you ever visited the Ealing Council website (www.ealing.gov.uk)?

Reasons for **using Ealing Council website**

- A variety of reasons are given but the most common are parking services, making a payment and reporting an issue.
- Just over one in five indicated they use the MyAccount portal.

Area

Greenford

Parking services – 49%
Reporting an issue – 36%
MyAccount – 34%
Contacting the council – 31%

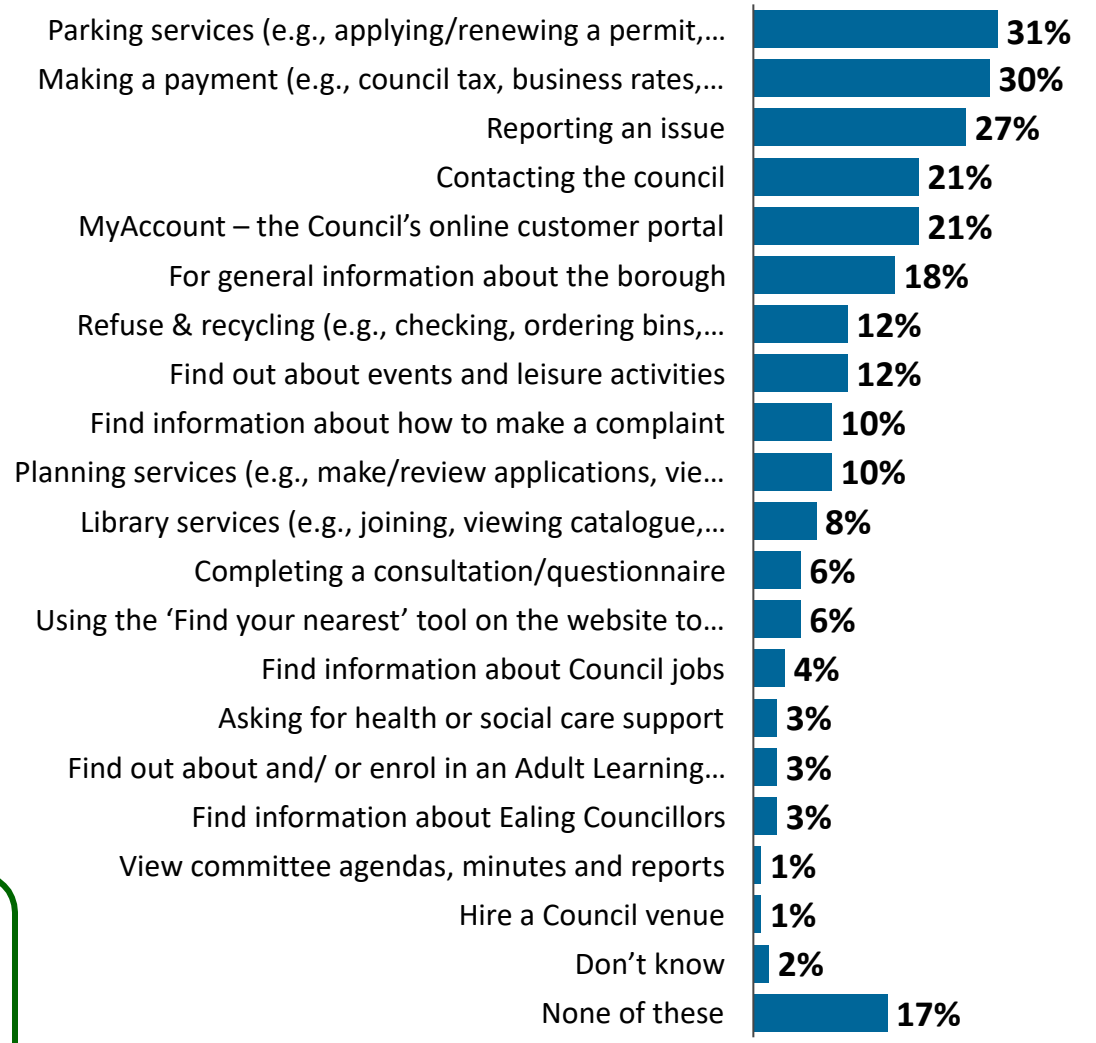
Perivale

Making a payment – 41%
MyAccount – 30%

Hanwell

Parking services – 42%
Making a payment – 40%
Reporting an issue – 35%
MyAccount – 29%
Contacting the council – 32%

Filtered amongst website users only

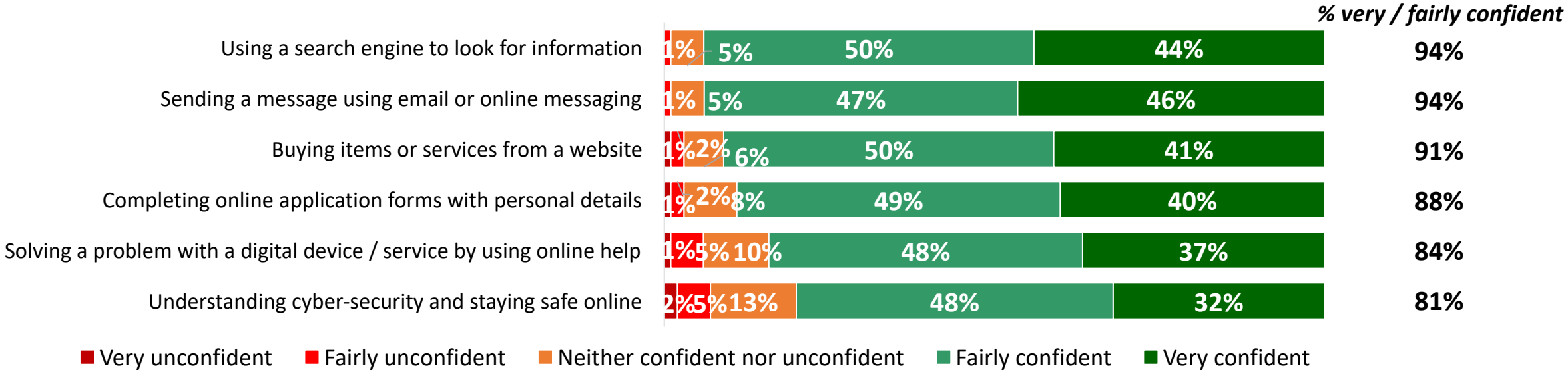


Base: (1,250)

Have you used any of these services that are available on the Ealing Council website?

Confidence with **online processes**

- The majority claim they are confident in the online processes prompted. Strength of confidence is comparably lower for solving a problem with a digital / device service via online help and understanding cyber-security / staying safe.
- Confidence is lower amongst residents living in Acton and Southall, residents who rent from the council and are aged 65 & over.



Area

Acton and Southall

% very confident:
Using a search engine – 28% & 29%
Sending message using email / online messaging – 31% & 36%
Buying items or services from website – 25% & 28%
Solving a problem with a digital device / service – 26% & 21%
Completing online application forms – 25% & 28%

Tenure

Council rented

% very confident:
Using a search engine – 34%
Sending message using email / online messaging – 39%
Buying items or services from website – 35%
Solving a problem with a digital device / service – 29%
Completing online application forms – 29%

Age group

Aged 65 & over

% very confident:
Using a search engine – 32%
Sending message using email or online messaging – 33%
Buying items or services from website – 27%
Solving a problem with a digital device / service – 17%
Completing online application forms – 25%

Base: (1,189)

How confident do you feel doing each of the following online?

Thank you

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