

Community Engagement on Covid-19 Response

Measures to encourage cycling and walking in Hampstead and Frognal & Fitzjohns

Report to Camden and TfL on Community Engagement

Part 2 - “Quick Wins”

Prepared in support of Camden’s COVID-19 response: enabling
safe travel in Camden (SC/2020/74)

by

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and Councillors for Hampstead Town and Frognal & Fitzjohns wards*

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Community Engagement on Covid Response Measures to encourage cycling and walking - June 2020

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1. Introduction

1.1. National Context

- The sharp drop in public transport capacity following the Covid-19 lockdown is expected to continue for the rest of 2020. The Department for Transport estimates that government guidance on social distancing will restrict public transport capacity to between one-tenth and one-fifth of pre-coronavirus levels. This creates a risk that, as lockdown restrictions are eased, the use of motor vehicles could rise to abnormal levels.
- On 9 May, Grant Shapps, Secretary of State for Transport, announced an 'Emergency Active Travel Fund' to support local councils taking swift measures to promote walking and cycling. According to the National Travel Survey, over 40% of urban journeys in the UK in 2017-18 were under two miles. The Department for Transport estimates that a 5% increase in cycling will result in 8 million fewer car journeys, 9 million fewer rail journeys and 13 million fewer bus journeys.

1.1. Camden Response

- With the support of the TfL's Streetspace for London initiative, Camden Council has developed its [Covid-19 Response](#) plan, accelerating changes to encourage active travel and discourage use of cars. Camden is able to use delegated powers to progress schemes where there is evidence of demand from local stakeholders.

1.2. Hampstead & Fognal Community Engagement

- In May 2020, at the request of the Hampstead Transport Partnership and ward councillors, Hampstead Neighbourhood Forum invited residents and businesses in Hampstead Town and Fognal & Fitzjohns wards to suggest potential projects which might contribute to Camden and TfL initiatives.

Engagement 1 – Call for Ideas

- An initial "call for ideas" was made via an online survey between 24 and 31 May 2020, which received **226** responses. In total **305** suggestions were put forward on ways to improve walking and cycling. The key findings are summarised in Part 1 of this report, *Report to Camden and TfL on Community Engagement – Part 1, Call for Ideas*.
- To help identify changes that could be implemented swiftly, those responding were asked to focus on initiatives which they felt met the following five tests, although suggestions on more long-term measures were also invited:
 - could be set up quickly, at little cost and with few regulatory obstacles
 - could be reversed easily
 - would take pressure off public transport by encouraging walking and cycling
 - support longer-term strategies such as the Camden Transport Strategy and local Neighbourhood Plans
 - appear supported by residents and businesses

Engagement 2 - Quick Wins

- From the 305 suggestions received, ward councillors were quickly able to identify seven potential "pop-up" projects which could be delivered in the Hampstead Town and Fognal & Fitzjohns wards. All seven projects were felt to meet the five tests referred to above and were selected because the first survey indicated that they had broad-based community support;



Suggestion
<p>Q1 – Wayfinding Better signposting for quiet cycle routes between Hampstead, central London and other neighbourhood centres along quieter streets.</p>
<p>Q2 – Cycle Hoops and Stands More cycle hoops and stands at appropriate points along Hampstead’s streets, both at neighbourhood centres and along residential roads where pavement widths permit.</p>
<p>Q3 – Pop-up Cycle Repair and Maintenance Supporting pop-up cycle repair and exchange shops in Hampstead and South End Green, giving local residents confidence to use their cycles. Shops would be supported by Camden Council along the lines employed in Leicester and other cities.</p>
<p>Q4 – Pop-up Traffic Calming Measures Using planters, temporary signs, one-way notices or other appropriate barriers to reduce vehicle speeds and improve driver awareness of pedestrians and cyclists.</p>
<p>Q5 – Widen pavements by reducing road space Narrowing the carriageway width in some locations to widen pavements.</p>
<p>Q6 – Widen pavements by removing parking bays Removing some parking bays from busy locations where pavements are narrow, such as along parts of Heath Street, to assist pedestrians.</p>
<p>Q7 – Set stop lines back Moving vehicle stop lines further back at certain busy crossing points, such as the junction between Arkwright Road and Fitzjohn’s Avenue to assist pedestrians and avoid bunching on pavements.</p>

- Residents and businesses were invited to indicate the level of support for each of the seven candidate projects through a second online survey between 16th and 28th June, which received **502** responses of which **400** came from the NW3 area. The key findings of the survey are summarised in this report.

1.3. Thank You

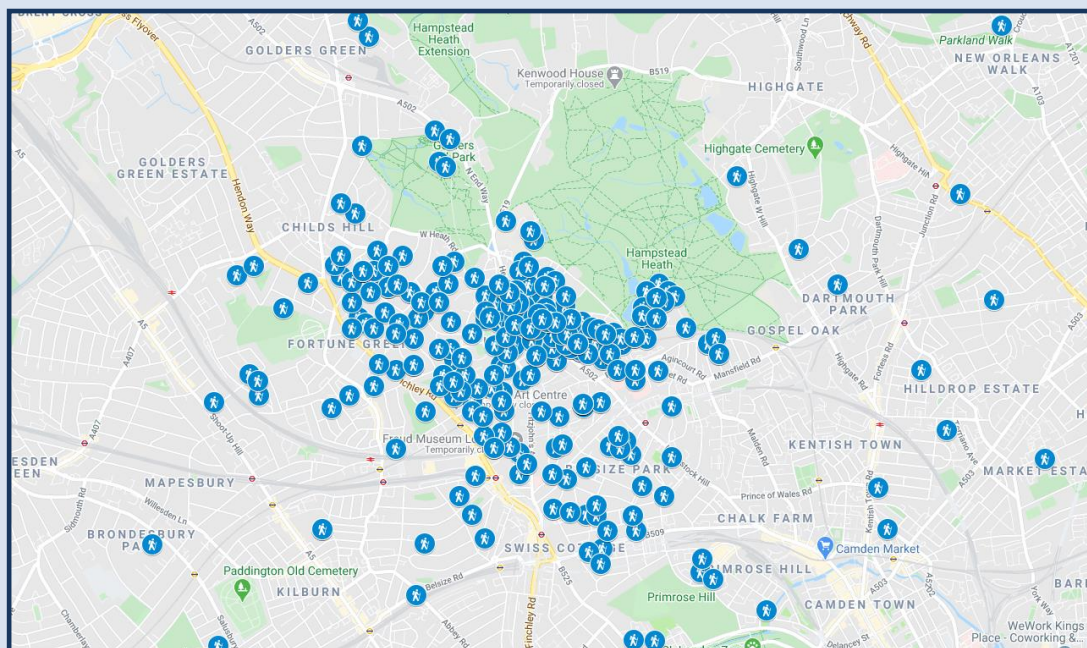
- The ward councillors for Hampstead Town and Frognal & Fitzjohns would like to thank all those 502 residents and business people who took part in the second online survey, making this one of the largest community engagement exercises in Hampstead since the Hampstead Neighbourhood Plan was approved at referendum in 2018.



2. Key Findings

2.1. Distribution of Response

- Of the 502 responses received, most (400) came from residents or businesses with an NW3 postcode. The distribution of responses from NW3 and surrounding postcodes is shown below.



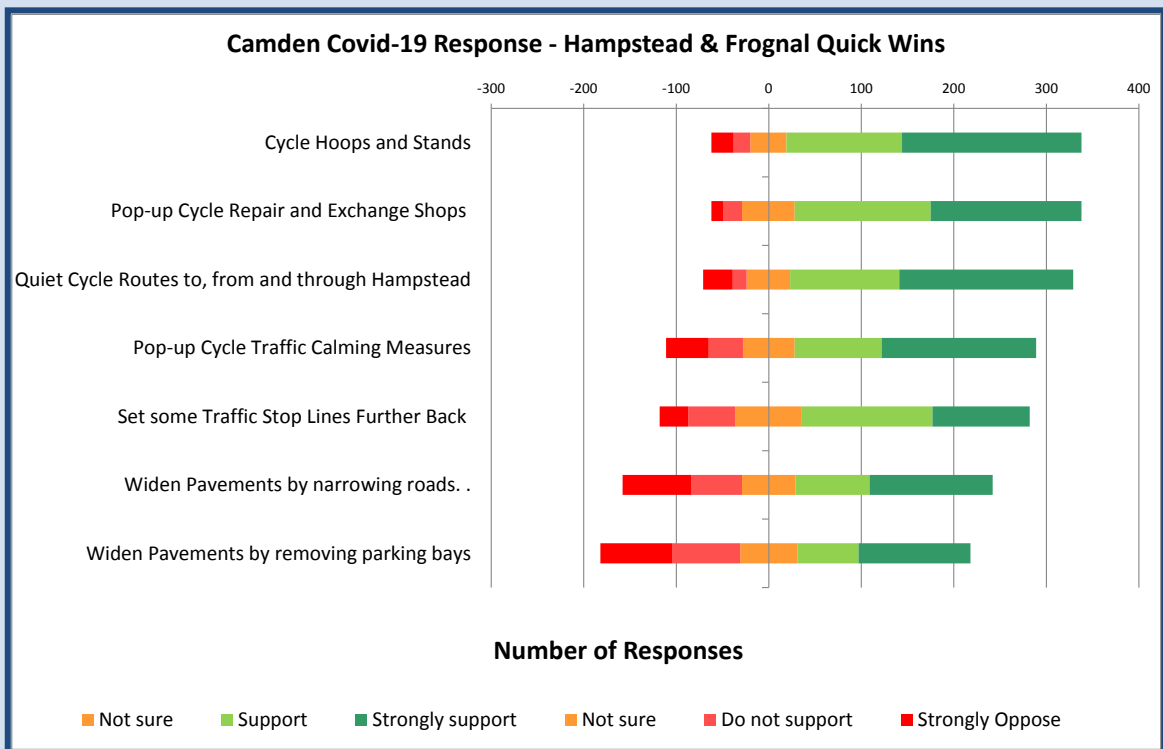
2.2. Key Survey Results

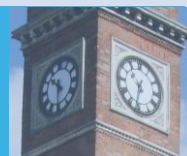
- The conclusions set out in the remainder of this document focus on the 400 responses received from these 400 people living or working in NW3.
- The following candidate projects all scored over **80%** approval:
 - Cycle Hoops & Stands
 - Pop-up cycle repair shops
 - Quiet Cycle Routes
- Traffic calming measures and Setting Stop Lines Further Back scored over **70%** approval
- Widening pavements secured less support:
 - Around 40% opposed widening pavements by restricting road width
 - Around 50% opposed widening pavements by removing parking bays with views split half-and-half.



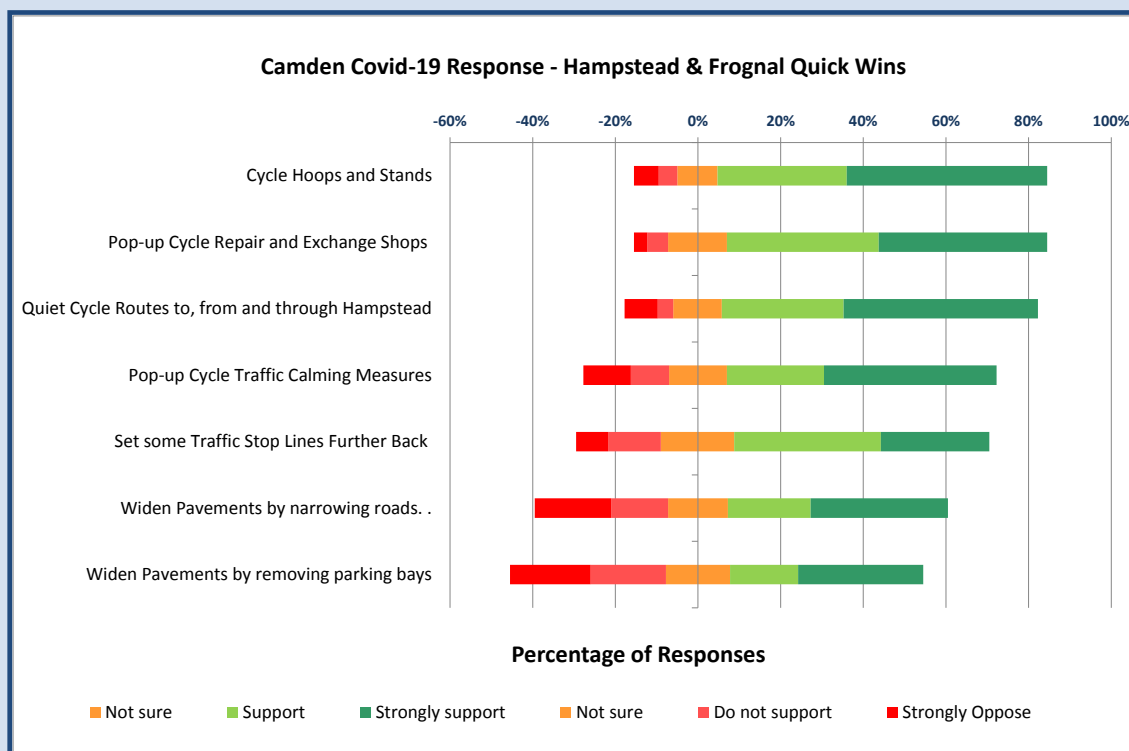
2.3. Most and Least Supported Proposals

Count of responses





Percentage of Responses



2.4. Comments made

- A large number of comments were received, both from those supporting and opposing suggestions.
- It was noticeable that comments received from those in favour of the seven candidate projects also expressed doubts or concerns, meaning that even popular suggestions will need to be progressed carefully to ensure that potential downsides are eliminated.

Suggestion	Comments from those opposing or unsure	Comments from those supporting
Q1 – Wayfinding	53	63
Q2 – Cycle Hoops and Stands	41	70
Q3 – Cycle Repair and Maintenance	19	42
Q4 – Pop-up Traffic Calming	60	55
Q5 – Widen pavements by reducing road space	92	36
Q6 – Widen pavements by removing parking bays	90	35
Q7 – Set stop lines back	52	28



3. Implementation Considerations

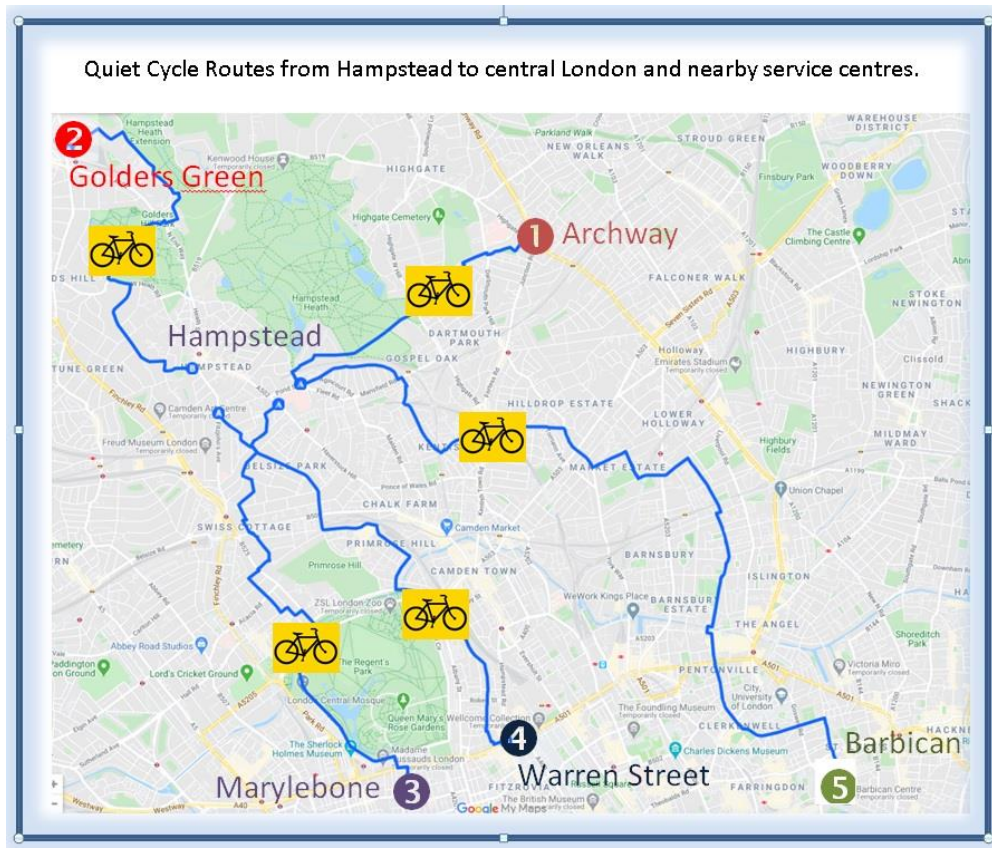
3.1. Wayfinding

Summary of Comments

- Ten comments among the 400 NW3 responses took the view that Quiet Cycle routes should only be offered alongside physically segregated cycle lanes, whilst seven felt that too much priority was given to cyclists at the moment. Three felt that no intervention would have value unless the underlying problem of through traffic was addressed.
- Twenty comments emphasised the need to consider the needs of pedestrians, the disabled, and the elderly by ensuring that quiet cycle routes did not run along paths or pavements. Of these seven were particularly concerned to avoid any use of Hampstead Heath for cycling. The importance of the Heath as an amenity for all to enjoy was felt to outweigh other considerations.
- Five comments highlighted the danger that signposting might encourage increased motor traffic along back streets.
- A number of responses highlighted the need to avoid disturbance to residents, with four indicating that an increase in cycling might create a nuisance. A further four were concerned about the potential increase in street clutter and unnecessary signage.
- Three comments highlighted the need to upgrade road surfaces on some quiet streets to address problems with potholes.
- A number of comments were made on the design of routes, stressing that that routes should not terminate short of Hampstead Village and South End Green. Others suggested that the Southern end of routes should integrate with central London's cycle network. Two comments emphasised that routes must be continuous and two questioned whether some routes ran over streets which were too narrow.



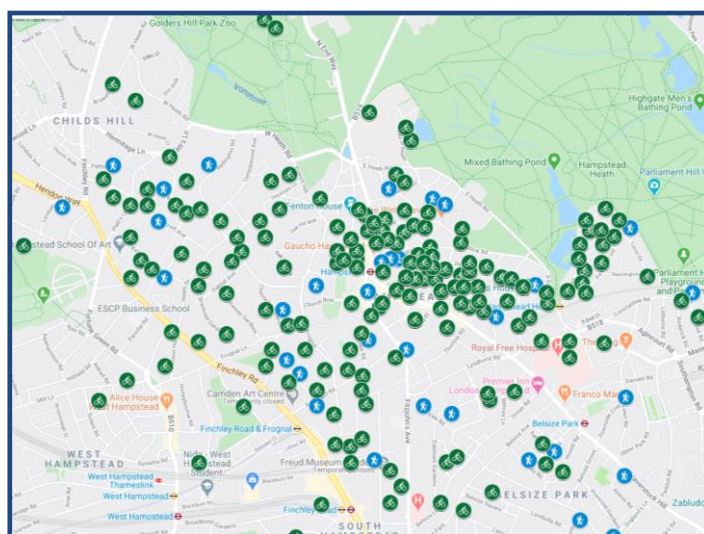
Pictures of quiet cycle routes with various types of signage and marking as shown on the online survey form.



An illustration from the survey form of what some quiet cycle routes to central London might look like, developed by Stephen Taylor of Hampstead Neighbourhood Forum, based on routes recommended by TfL's journey planner.

Distribution of Responses

- The distribution of responses from those supporting this project was broadly similar to the overall distribution shown above.



Green icons show those in favour of quiet cycle routes.

Blue icons show those not in favour or unsure.



Implementation considerations

- The comments made indicate that community support for Quiet Cycle Routes can be maximised by addressing the following considerations during the design phase:

<i>Decision</i>	<i>Consideration</i>
Route Design	Avoid pedestrian paths, pavements or Hampstead Heath
Route Design	Avoid drawing traffic down back streets
Route Design	Integrate the Southern end of routes with the central London cycle network.
Route Design	Consult with residents in streets used by proposed routes.
Signage	Avoid undue street clutter by using road markings where possible.
Infrastructure	Ensure road surfaces are appropriate and mend potholes where necessary.

3.2. Cycle Hoops and Stands

Summary of Comments

- Of the comments received, the vast majority (37) expressed concerns that cycle stands and hoops should not cause unnecessary street clutter and should be located sensitively, taking into account Hampstead's narrow streets, the need for social distancing and the potential impact on those with impaired sight or mobility.
- Five comments asked whether this could be addressed by locating stands in parking bays (picture opposite). However, comments received elsewhere in the survey indicated particular concern about any potential loss of residents' parking bays.
- Fifteen comments raised the risk of theft, with suggestions of better CCTV or an enforcement presence. By contrast, other comments criticised the use of cycle stands by the same cycles for long periods. Two comments suggested that the risk of theft could be reduced [a] through use of appropriate designs (where there is space to lock both wheel and cycle to a stand) and [b] using locations which are well lit and have regular footfall.



On street cycle hoops in Westminster. A number of responses highlighted the need to avoid pavement clutter (photo Westminster Cycling Campaign)



Design of cycle hoop recommended by a respondent, which integrates with existing street furniture.



- Three comments suggested periodic removal and recycling of abandoned bikes, along the lines of processes used by London Borough of Richmond among others.
- The need to ensure that cycle stands did not detract from the character of Hampstead's streets was mentioned in a number of comments, with eight commenting felt that cycle stands were ugly.
- Opinions on hire bikes differed, with two comments advocating that cycle stands should not be used for hire bikes and two proposing that the clutter generated by hire bikes could be reduced if more stands were available.
- Twelve comments advocated the use of covered cycle hangars in addition to or instead of cycle hoops and stands, whilst eight questioned whether support for cycle parking was an appropriate use of public money or felt that cyclists were already given too much priority.
- The areas close to the Everyman Cinema, Hampstead Tesco and St. Luke's Church Hampstead were suggested as possible locations.



Cycle hoops using a single post to be as unobtrusive as possible, Responses emphasised that hoops should not be intrusive on pavements. Pictures Formenta.nl

Distribution of Responses

- The distribution of responses from those supporting this project was almost exactly in line with the overall distribution shown above.

Implementation considerations

- The comments made indicate that community support for Cycle Hoops and Stands can be maximised by addressing the following considerations during the design phase:

Decision	Consideration
Location	Locate only on wide pavements or redeploy a small number of paid-for parking bays, consulting with nearby residents and businesses in each case.
Location	Deploy at well lit locations where regular footfall takes place.
Design	Ensure designs are unobtrusive, integrating with existing street furniture where possible to avoid additional clutter.
Enforcement	Periodically check for and remove abandoned cycles.

- Recommended locations for cycle hoops in our first survey were:-

Location

Back Lane
 Briardale Gardens
 Hampstead High Street
 Heath Street – by Holly Bush Vale
 Heath Street – by Oriel Place
 Holly Walk – top of Mount Vernon Steps
 Rosslyn Hill
 South End Road



3.3. Pop-up Cycle Repair and Exchange Shops

Summary of Comments

- This suggestion received the fewest comments.
- In seven cases, those commenting felt that the provision of cycle repair and exchange facilities could be safely left to the private sector and needed no additional support.
- A further five comments criticised the use of public money for this purpose.
- Two comments expressed concern that quality might be difficult to maintain.
- The use of mobile bike maintenance services, similar to those offered by Leicester City Council, were proposed in two comments.
- Funding by Camden of cycle lessons and repairs was mentioned in one response.
- Other comments advocated the use of incentives for cycle repair facilities through reduced business rates and reduced rent on Council properties.



Subsidised pop-up bike repair service in Leicester supported by Leicester Bike Aid, a part of Leicester City Council.

3.4. Pop-up Traffic Calming Measures

Summary of Comments

- A clear priority for both those opposing and supporting these measures was to ensure they are designed on an area-wide basis, through consultation with local residents and business affected. A background concern expressed in a number of responses was that resources should be focused reducing traffic volumes absolutely, rather than calming existing vehicle flows down.
- Twenty comments were concerned that traffic calming measures generally result in the accumulation of traffic and in reduced air quality. Of these, seven commented specifically on the risk that measures taken on one street generally moved the problem to adjacent streets.
- Four comments emphasised that measures should not be designed remotely, but through intensive engagement with the communities affected.



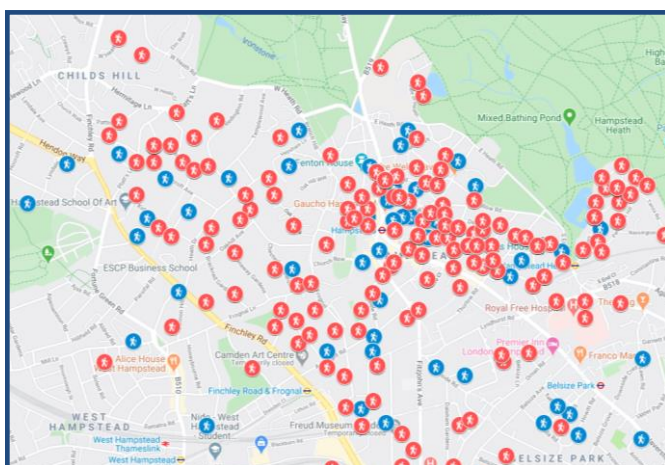
Pop-up traffic calming measures in Leicester and South London. Responses highlighted street clutter, the importance of community engagement, the risk of additional disruption and the need for a holistic approach to avoid moving problems from one street to another.



- Seven of those responding felt that further measures were not needed, commenting that Camden’s existing 20MPH speed limit was effective. A further three comments indicated that traffic calming measures could add to the cost of travel, harming the local economy.
- Ten comments emphasised the disruption to local residents caused by drivers trying to evade barriers, additional clutter and or the need for residents to take circuitous routes when driving.
- Four comments advocated the use of planters as a barrier of choice. An interesting comment recommended the sharpening of pavement corners at residential street junctions, to force vehicles to slow down when approaching.
- Four of those responding felt that more active policing was essential to ensure that any measures were successful.

Distribution of Responses

- The distribution of responses from those supporting this project was similar to the overall distribution, but with slightly less support from the East Heath area, where traffic management measures were introduced some years ago.



Red icons show those in favour of traffic calming measures.

Blue icons show those not in favour or unsure.

Implementation considerations

- On the basis of the comments made, it is clear that any Pop-up Traffic Calming Measures must be underpinned by an intensive programme of community engagement. Assuming this is place community support can be maximised by addressing the following considerations during the design phase:

Phase	Consideration
Design	Design on a strategic, area-wide basis.
Design	Accompany by measures to reduce overall volumes of through traffic.
Design	Model both the impact on local residents and on adjacent streets.
Appearance	Consider non-physical measures (eg. one-way streets) or those which are as unobtrusive as possible to local residents.



3.5. Set some Traffic Stop Lines Further Back

Summary of Comments

- Twice as many comments were made by those opposing this proposal than from those in support, with twenty one of those responding commenting that it was either ineffective or unnecessary.
- Seven responses emphasised that it would be preferable to address the issue of bunching by reducing pedestrian wait times at crossings. Two of those responding complained about long wait times at the existing pelican crossing by Oriel Place and suggested this should be converted to a zebra crossing.
- Six comments highlighted the potential impact on traffic flows.
- Concerns about the effectiveness of this proposal are the most likely explanation for weaker support. Only 26% of those responding strongly supported this proposal, the lowest of all seven, compared with 48% for the most popular proposal. Likewise 18% were undecided, the largest figure across the seven proposals.



Waiting at the Oriel Place light-controlled crossing. Responses pointed to the opportunity to address pedestrian bunching and promote walking by reducing pedestrian wait times at crossings. .

Implementation considerations

- On the basis of the comments made, implementation of this proposal is unlikely to meet the community's expectations.



3.6. Widen Pavements by reducing road width

Summary of Comments

- This proposal generated the second highest opposition, with adverse comments, or those expressing doubts three times the number which were unreservedly in favour.
- The main reason for unease was the sense that reducing road widths would increase traffic congestion, making life more difficult for both pedestrians and cyclists. Eighteen comments made this point. A further eleven responses stressed that measures to reduce road widths further were not appropriate given Hampstead's already narrow streets.
- A further twenty responses indicated that this proposal was not necessary, because social distancing can be achieved with care, because temporary pavement widening was ineffective, or because the need for distancing will be temporary provided the Covid outbreak is properly managed.
- Twelve comments indicated concern that creating barriers between the road and the kerb and reducing carriageway widths made cycling and/or walking more dangerous.
- Three responses indicated that the priority should be to reduce overall traffic volumes with a further three stressing that the needs of the elderly and those with impaired mobility were not being taken into account.
- One comment indicated that building-out pavements at isolated spots was generally ineffective unless there was a specific problem of overcrowding, such as outside schools.



Pavement widening in Harrogate and London. Survey comments highlighted the risks these measures posed to cyclists, their impact on traffic, lack of permeability for pedestrians and their lack of use.



Implementation considerations

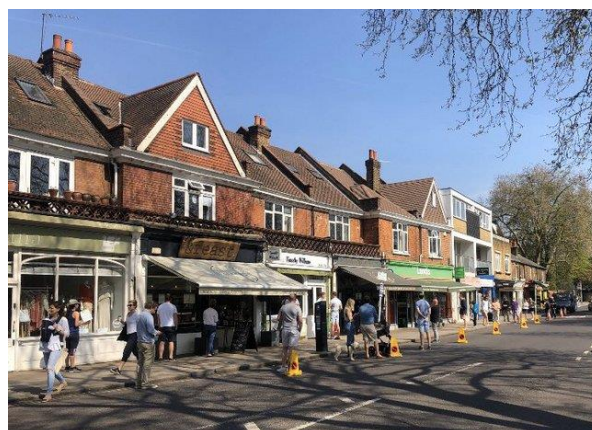
- On the basis of the comments made, it is possible that specific projects might achieve community support where these directly address compelling problems (for example queueing on pavements) and are designed with the following considerations in mind:

Phase	Consideration
Location	Directly outside premises where queueing occurs or where large movements take place at certain times of day (eg schools).
Location	Length of widened pavement no longer than necessary.
Design	Accompany by measures to reduce overall volumes of through traffic.
Design	Ensure barriers are permeable (meaning that cyclists can stop and dismount) and pedestrians can cross, for example by placing water-filled barriers every other 1.5 metres.

3.7. Widen Pavements by removing parking bays

Summary of Comments

- This proposal generated the largest amount of opposition, with the number of adverse comments, or those expressing doubts three times the number which were unreservedly in favour.
- In this case, the loss of residents parking bays was seen as the major disadvantage, with 18 comments highlighting this concern. A further eight expressed the view that the needs of the elderly and those with impaired mobility would not be respected. There was less concern about the loss of paid-for bays, with only two comments referring to this and one suggesting that a reduction in paid-for bays would be a benefit.
- Concerns about the viability of local businesses in view of the immense pressures created by the Covid lockdown, were expressed in 16 comments. Most felt that the loss of parking would cause a significant reduction in footfall for local shops and cafes. Again, the vast majority of those raising this issue were concerned about the loss of residents bays.
- Four comments referred to the need to keep parking bays for deliveries and essential services.
- Seven responses indicated that this proposal was not necessary, because social distancing can be achieved with care, because temporary pavement widening was ineffective, or because it distancing will only be a temporary requirement provided the Covid outbreak is properly managed.





Implementation considerations

- On the basis of the comments made, specific projects might achieve community support where these directly address compelling problems (for example queueing on pavements) and are designed with the following considerations in mind:

<i>Phase</i>	<i>Consideration</i>
Location	Directly outside premises where queueing occurs or where large movements take place at certain times of day (eg schools).
Location	Length of widened pavement no longer than necessary.
Location	Restricted to paid-for bays.
Design	Accompany by measures to reduce overall volumes of through traffic.
Design	Ensure barriers are permeable (meaning that cyclists can stop and dismount) and pedestrians can cross, for example by placing water-filled barriers every other 1.5 metres.