



VISIONS FOR NORTHOLT

Community Engagement Report

April - July 2022

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High Street Day, Church Road

EXECUTIVE SUMMARY

In January 2021, Ealing Council launched the Visions for Northolt programme to direct investment towards Northolt and deliver against local priorities. Between January – August 2021, over 300 local people contributed to a community-led vision for the future of the area. We are now working together to co-deliver this vision through a series of projects.

This report summarises the Visions for Northolt engagement activity carried out between April - July 2022 to inform the following Visions for Northolt projects:

Connected Northolt: Public realm, highways and active travel projects on Church, Mandeville, Ealing and Kensington Roads, bringing benefits to all road users.

Community-led 20 Minute Neighbourhood Framework: A long term framework to establish Northolt as a 20-minute neighbourhood with job opportunities, everyday services and amenities within walking distance of our homes.

373 local people took part, including those who live, work, study, visit or run a business in Northolt. A mix of methods were used to engage with diverse groups including an online survey and digital walkabout activity. A total of 15 events were delivered, including school workshops, digital meetings, resident-led walking tours and pop-up events.

As set out in Ealing Council's **Travel in Ealing Charter**, the council are committed to being open, transparent, and inclusive in how we engage on transport and active travel projects.

This report summarises area-specific feedback and identifies themes that were mentioned across the project area:

- **Bolster the Town Centre offer**, including community-focused interventions, and evening and night-time uses.
- **Enhance the Town Centre environment**, including reducing the impact of congestion, litter and pollution, improving signage and creating a greater sense of personal safety.
- **Strengthen the local economy**, including creating new jobs and developing skills and training.
- **Support local enterprise and address income and unemployment deprivation**, including existing local businesses and new start-ups.
- **Improve connections and address severance**, including enhanced cyclist and pedestrian access.
- **Celebrate Northolt's green space**

This report should be read alongside the **proposals for Connected Northolt and the Community-led 20 Minute Neighbourhood Framework for Northolt**. These documents show how these engagement findings are underpinning change in Northolt and also set out the next steps for delivering these projects.

Further engagement was carried out in October - November 2022 for the Connected Northolt project. This will be presented in a separate report later this year.

To find out more, view these documents and sign up to receive email updates, visit our website:

www.visionsfornortholt.co.uk.

You can also email us at:

visionsfornortholt@ealing.gov.uk

We would like to thank everyone who has participated in and supported this programme so far. There will be continued opportunities to get involved.



High Street Day, Village Green

INTRODUCTION



Resident-led walking tour

What is Visions for Northolt?

Visions for Northolt is putting local people in the driving seat of change. It is a community-led engagement and regeneration programme that has been designed and delivered in partnership with local people. It is all about making sure that future investment in Northolt reflects local needs, priorities and aspirations.

In 2021, over 300 local people helped to develop a community-led vision for the future of Northolt. Through the 'Visions for Northolt' programme we are now working together to co-deliver this vision through a series of projects.

What is the purpose of this report?

This report summarises the engagement activity carried out between April – July 2022 to inform the following Visions for Northolt projects:

Connected Northolt: Local people said that addressing poor connectivity, congestion, road safety and air quality is important. In October 2021, Ealing Council and Transport for London secured over £7.2m to deliver a series of public realm, highways and active travel projects on Church, Mandeville, Ealing and Kensington Roads, bringing benefits to all road users.

Community-led 20 Minute Neighbourhood Framework: Local people said that creating thriving and connected local centres with a diverse mix of uses and job opportunities is

a priority. This framework sets out a 15 year plan to celebrate Northolt's existing assets and unlock wider opportunities to establish Northolt as a 20-minute neighbourhood with job opportunities, everyday services and amenities within walking distance of our homes.

How will these findings be taken on board?

This report should be read alongside the proposals for Connected Northolt and the Community-led 20 Minute Neighbourhood Framework for Northolt. These documents illustrate how community engagement findings have influenced change in Northolt and are available at visionsfornortholt.co.uk/projects.html.

Who is this report for?

This report may be used by all. It seeks to bring value to the projects mentioned above. However, it can also be used by local people, organisations and businesses, as well as service providers, as a starting point for projects in and around Northolt.

All findings and data, excluding any personal data, from this engagement activity and previous Visions for Northolt events are available at visionsfornortholt.co.uk.

How was this engagement delivered?

The engagement strategy was developed around inclusivity and accessibility. The team sought to encourage participation from as many parties as possible and collect a diverse range of data, with various methods, including:

-  A project website (visionsfornortholt.co.uk)
-  2 x Online surveys
-  1 x Digital walkabout survey
-  4 x Digital workshops
-  4 x Resident-led walking tours
-  1 x meeting with Northolt Village Residents Association
-  1 x meeting with Northolt Village Conservation Panel
-  3 x School workshops
- Printed youth activity packs
- Printed surveys
- Freephone number
- 2 x Pop-up events across Northolt's high streets, including complementary activities delivered by local creatives
- Business interviews and surveys

In addition to these engagement methods, this report references findings from wider community engagement activities where these are of particular relevance. This has helped to avoid any duplication of surveys and reduce consultation fatigue. This includes findings from:

- Women's Safety Survey:** In 2021, the Safer Ealing Partnership (SEP) launched a listening exercise to gain an understanding of the experiences and perceptions of women across the borough in public spaces. 40 comments were made for the Northolt area.
- Shaping Ealing Survey:** In 2021–2022, Ealing council launched the 'Shaping Ealing survey' to help create a new Local Plan for Ealing. This plan will set out a framework for the future development of the borough and inform planning decisions over the next 15 years. 605 surveys were completed for the Northolt area.
- Shaping Ealing, Northolt High School Workshop:** In March 2022, the Ealing Council Communities Team and Cllr Manro visited Northolt High School to speak to 27 sixth formers about a range of topics to help create a new Local Plan for Ealing.

INTRODUCTION

Who participated in this engagement?



358 local people attended an event or completed a survey



15 local businesses completed a survey or interview

Of those who have completed an optional demographic questionnaire:



52% of responses came from Black, Asian and Minority Ethnic groups, reflecting the demographic make up of Northolt.



Over 80% responses came from local residents.

Further detail can be found in the demographic data section at the end of this report.

How was the engagement promoted?

- Flyers delivered to over 13,000 residential and business addresses
- Lamppost banners along Church and Mandeville Roads
- Letters to local schools
- Social media posts and paid promotion
- Email to Visions for Northolt sign-up list

- Posters in 7 x community, leisure and children centres
- 2 x articles in Around Ealing
- Ealing Council Residents Newsletter
- Door knocking at business premises

How did we ensure inclusivity?

The Visions for Northolt website includes a **translation function**, ensuring information is available in 10 of the most widely spoken languages in Northolt: English, Polish, Nepalese, Tamil, Gujarati, Persian/ Farsi, Arabic, Punjabi, Urdu and Somali.

QR codes were included on printed materials, taking people directly to the website where they could select their language.

Printed translations of surveys and other printed information were available on request via email or freephone.

Ongoing **monitoring of participation demographics** took place to ensure activities were tailored to address any gaps in representation. For example, school workshops and a youth activity pack were developed to encourage young people to participate.



FINDINGS: AREA-WIDE

This chapter sets out findings related to full project area including; Northolt Centre and White Hart Centre, as well as Church, Mandeville, Ealing, and Kensington Roads.



Northolt Centre

Mandeville Road

Church Road

Ealing Road

Kensington Road

White Hart Centre

FINDINGS

Area-wide

The 3 highest scoring elements of Northolt's High Streets were:

-  **Accessibility by public transport**
54% of participants scored this 4 or 5
-  **Accessibility on foot and pedestrian safety**
22% of participants scored this 4 or 5
-  **Street and footpath lighting**
17% of participants scored this 4 or 5

The highest scoring elements still scored relatively poorly, indicating there is need for widespread investment in Northolt's Town Centres

The 3 most wanted future uses for Northolt's High Streets were:

-  **Essential retail**
(e.g. groceries, pharmacy)
84.3% of participants supported this
-  **Places to eat and drink**
72.9% of participants supported this
-  **Leisure facilities**
72.1% of participants supported this

104 online survey responses were received in total. 605 responses were received about the Northolt area in the Shaping Ealing survey.

The 3 lowest scoring elements of Northolt's High Streets were:

-  **Space for outdoor dining and trading**
76% of participants scored this 1 or 2
-  **Access to training and opportunities**
73% of participants scored this 1 or 2
-  **Cultural events and activities**
73% of participants scored this 1 or 2

The top 5 things to include in Northolt's 20-minute neighbourhood were:

-  **Essential retail**
(e.g. groceries, pharmacy)
84.3% of participants supported this
-  **Places to eat and drink**
72.9% of participants supported this
-  **Leisure facilities**
72.1% of participants supported this
-  **Community space**
52.1% of participants supported this
-  **Health facilities**
51.4% of participants supported this

Bolster the Town Centre offer

Less than 1/3 of Shaping Ealing respondents agreed that 'There is a good range of shops and leisure facilities.' In the online survey, 'existing cultural events and activities' was scored poorly: **1.5 out of 5** on average across Northolt. Support for community-driven activities emerged in qualitative responses and in-person conversations across various project areas.

Enhance the Town Centre environment

In the online survey, traffic and noise/air pollution received the most votes for areas that should be improved in local high streets across Northolt.

Less than 1/4 of Shaping Ealing respondents agreed that 'I feel that the air I breathe is clean.'

Strengthen the local economy

In the online survey, respondents voted in support of more places to eat and drink (**57.7%**), food or craft markets (**54%**) and independent retail (**52.8%**) as future uses they most wanted to see on their local high street.

Celebrate Northolt's green space

In the various resident-led walking tours which took place across Northolt, green spaces such as Lime Tree Park, Islip Manor Park, Belvue Park and Northala Fields emerged as important assets.

Improve connections and address severance

In the Shaping Ealing survey, **only 27%** respondents agreed that 'The walking and cycling routes here are safe and attractive.'

Among the 140 responses to the online survey, **59.3%** of participants said that they walk to their local high street. This was followed by motor vehicle users (23.9%). Participants who identified that they drive to their local high street suggested that improved public transport options and safer cycle routes may encourage active travel.

Support local enterprise and address income and unemployment deprivation

Only 11% of Shaping Ealing respondents agreed that 'There are good local jobs and employment opportunities' in Northolt.

90% of high school students who participated in the Shaping Ealing workshops would like to have a part-time job while studying and they would all prefer to work locally.

In the online survey, 'local job opportunities' scored poorly: **1.7 out of 5** on average across Northolt.

SCHOOLS ENGAGEMENT

How was engagement with young people delivered?

A range of youth engagement tools were developed to offer a creative way for young people to explore their perceptions of Northolt and the features they would like to see in the future.

These were available on the Visions for Northolt website and used by facilitators in the delivery of three sessions with Viking Primary School and Northolt High School.

Students ranged in age from 10 to 14.

The engagement focused on encouraging students to work collaboratively to design a local high street that would accommodate their needs and interests as young people.

Students were encouraged to develop concepts and artwork as part of the separate High Streets Signage Competition project, with a large number of submissions coming from school classes engaged through the workshops.

What did young people tell us about Northolt?

Through the creative activity and conversations with groups of young people in the classroom, a number of themes emerged.

The value of social space for young people on the high street

The high street was identified as a key space for social activity for young people. In particular, retail space was highlighted repeatedly by participants, who noted that Northolt lacked the types of high street retail that were most appealing to them, and that encouraged visits to more distant shopping centres.

Range of uses

The most popular typologies selected by young people were commercial spaces like cafes and restaurants. Other uses explored included more youth focused activities like a leisure centre, a cinema, restaurants, arcades and bowling alleys.

Students were asked **where they would go to buy a pair of trainers.**

- 50% said online shopping
- 11% said Ealing Broadway
- 39% said Westfield.

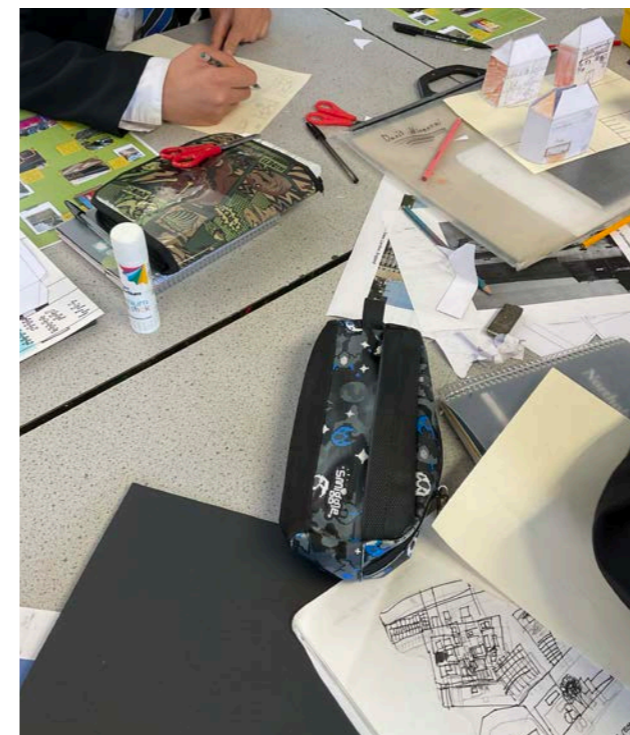
Students were also asked **how often they visited the shopping parade** closest to their home.

- 41% said once a week
- 26% said more than once a week
- 33% said once a month.
- 50% of young people said they visited local shops because they sold cultural foods.



Connections to social opportunities further afield

Young people noted that they were willing and often travelled outside of Northolt to access some of these social spaces, positively highlighting transport connections towards central London and larger retail centres like Westfield London.



Public space for socialising and play

Alongside ideas for high street features, young people were also asked to highlight what other amenities they would like within their neighbourhoods. Common features included parks with playspaces and outdoor seating to support socialising.



FINDINGS: NORTHOLT CENTRE

This chapter explores findings related to the area around Northolt Station and the shopping parades at Village Green/ Ealing Road, Church/ Mandeville Road and around Target Roundabout.



Northolt Station

Village Green/Ealing Road

Church/Mandeville Road

Target Roundabout

FINDINGS

Northolt Centre

Local people visit these shopping parades frequently. **Essential retail** is the main reason for their visit.

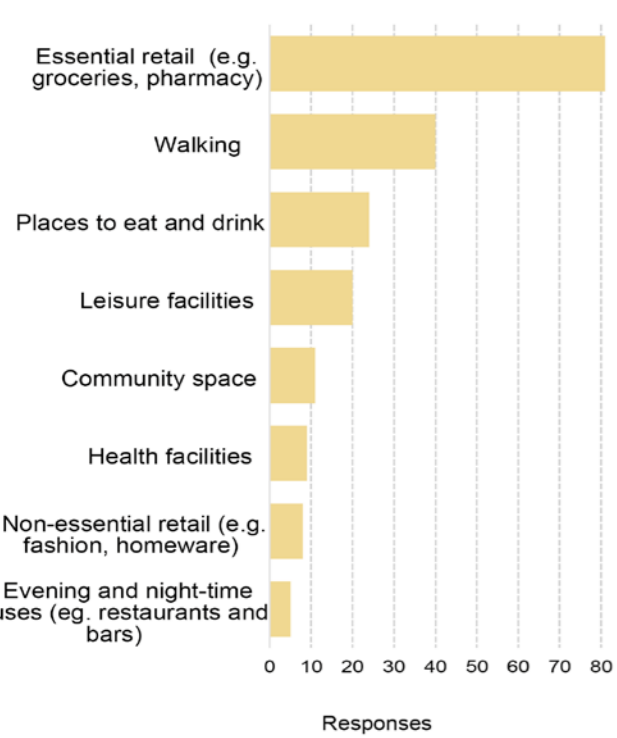
77% of online survey respondents visit one of the shopping parades in Northolt Centre at least once a week.

Local people typically travel to these shopping parades by walking.

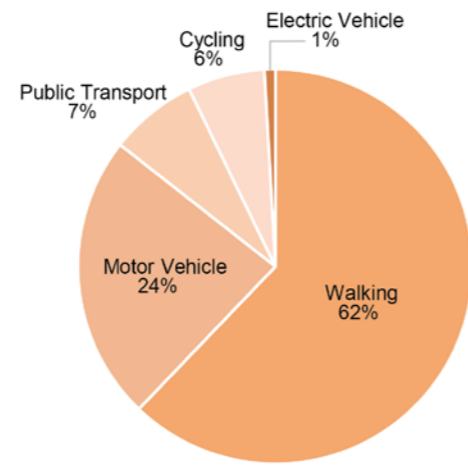
76% of online survey respondents access these shopping parades by walking, cycling or public transport.

For local people, the lowest scoring aspect of these shopping parades was **space for outdoor dining** and trading. For businesses, it was **noise and air pollution**.

What are your main reasons for visiting this high street?



How do you typically travel to this high street?

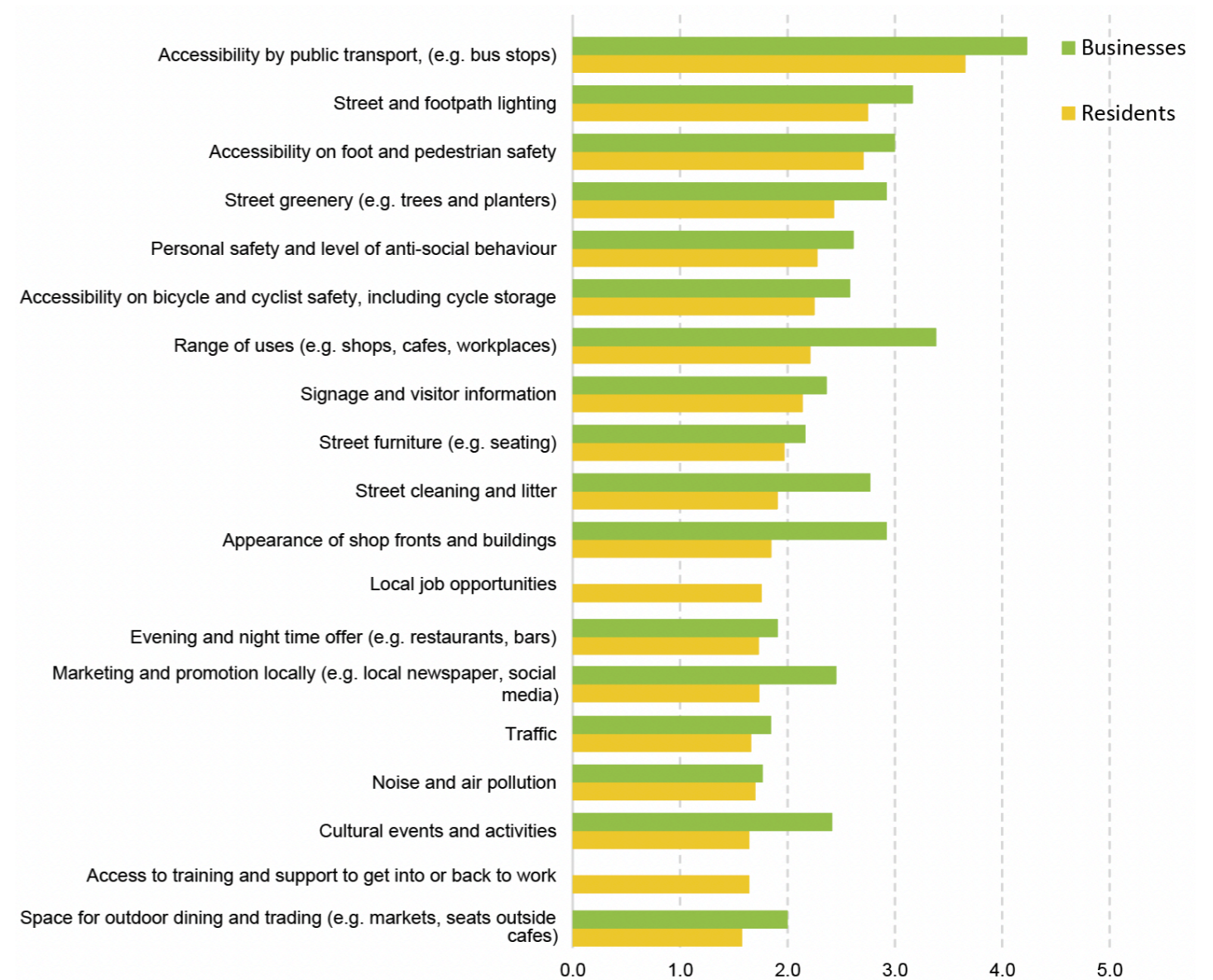


Those who walked or cycled said this was because it was easy, **close to home** and they wanted **to avoid traffic and parking challenges**. Many referenced **health, fitness and the environmental impact**.

Those who travelled by private motor vehicle said that **poor public transport and unsafe walking and cycling routes** contributed to their travel choice. Other factors included; **work requirements, childcare commitments and mobility issues**.

Respondents said that **cleaner and safer cycling and walking routes** would incentivise them to walk or cycle more often. Other suggestions included more **secure bicycle storage, greenery, lighting and signage**.

Rate the following aspects of this high street from 1 (very poor) to 5 (very good)



A total of 113 online survey responses and 114 digital walkabout responses were received for this centre. A total of 13 responses were received from businesses in this centre, covering a range of independent businesses, small chains and large franchises. Further feedback was collected at pop-up events, school workshops and community-led walking tours.

FINDINGS

Northolt Centre

For online survey participants, addressing **traffic** is the top priority. This is important to local businesses too.

For online survey participants, introducing a **diverse range of uses** is important, particularly more places to eat and drink.

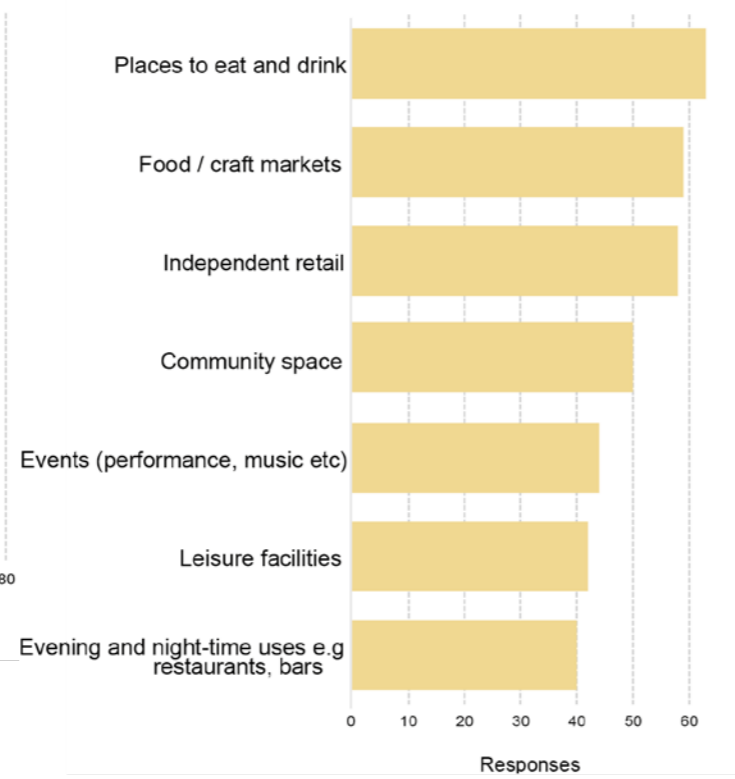
79% of online survey respondents visited high streets outside of Northolt at least once a week. The top reasons for this were for:

- 1. Essential retail (e.g. groceries, pharmacy)**
- 2. Non-essential retail (e.g. apparel, homeware)**
- 3. Places to eat and drink**

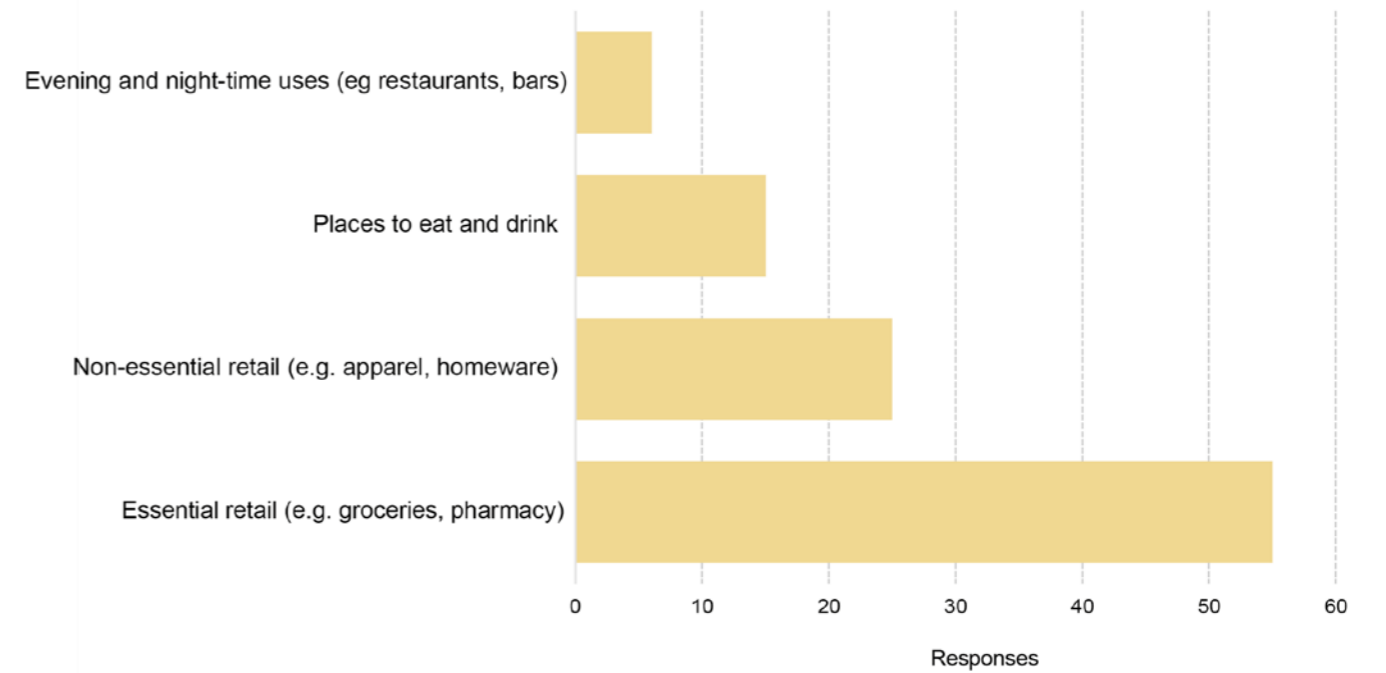
Select 5 aspects that you would like to see improved for this high street



Which types of uses would you like to see more of on this high street?



What is your primary purpose for visiting these other high streets or town centres?








FINDINGS

Northolt Centre

Area around Northolt Station

Priorities

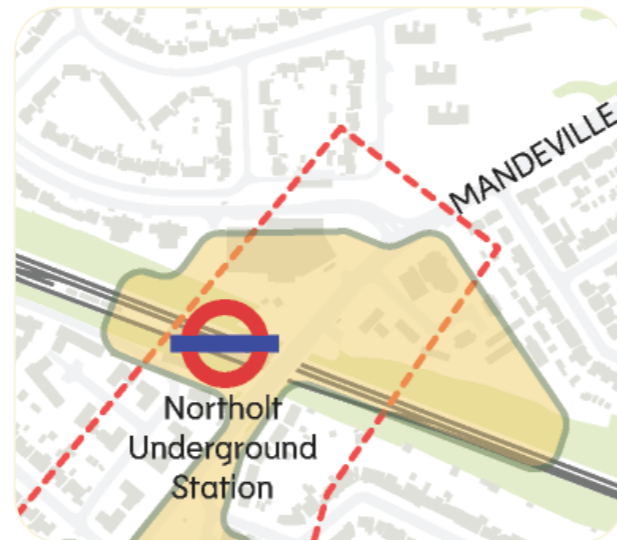
Digital walkabout participants said their top 5 priorities for this location were:

-  **Reducing congestion (93.8%)**
-  **Lighting (71.9%)**
-  **Trees and planting (62.5%)**
-  **Bins (59.5%)**
-  **Public art (46.9%)**

Arrival

Nearly two thirds of digital walkabout participants ranked the sense of arrival in this location as 2 (or lower) on a scale of 1-5.

We noted expressions of interest for **public art**, as well as improved **greening** by the shops opposite the station to create a welcoming and celebratory arrival in Northolt.



Something showing more pride and uniqueness

Signage and reducing the crowd gathering in front of the station

The station is looking better than it used to but when you leave the station the view is really uninspiring. Some community art and flower boxes would be a quick fix.

Perhaps a drop off/pick up area for cars too, like at Perivale Station.

Could you bring the station entrance back a bit so there's a pedestrianised area rather than going straight out onto such a busy road?

A total of 32 digital walkabout responses were received for this specific location. Further feedback was collected at pop-up events, school workshops and resident-led walking tours.

Cycling and pedestrian access

75% of digital walkabout respondents felt that parking and traffic arrangements did not support safe movement of people.

During the walking tour, participants expressed concern with the **lack of available space for pedestrians** outside Northolt Station. Members of the public wait outside the station and at the nearby bus stops, which causes challenges for pedestrians passing along the pavement.

Less traffic, safer space on pavement for pedestrians, less litter, more green

Wider public space with planting and less congestion - pedestrian priority

The bus stop (on the same side as the station) is often so crowded that waiting travellers are blocking the pavement for pedestrians walking past. It would help if the bus stop was larger.

Vastly increased good quality cycle parking, and safe cycle routes to the station could vastly increase cycling to the station and reduce motor traffic. This could also increase footfall in the local shops.

Eastcote Lane

A few digital walkabout participants mentioned the challenges with **traffic flow** along Eastcote Lane and the need to improve this junction for those turning right.

Traffic flow

Many noted that the bridge outside the station was a key pinch point and felt strongly that traffic lanes should not be reduced to create this spill out space as this would contribute to congestion and pollution.

Will cause more congestion and more fumes. Traffic is already incredibly bad on this road and by reducing to one lane will become unsustainable.

This area, needs to be considered as a continuation of a through route, the A312 is for drivers not wishing to stop in Northolt. As there is no alternative, and the station bridge creates a pinch point, all that is suggested so far, will just aggravate the congestion and increase pollution.

Women's safety

Participants in the Women's Safety Survey identified that the area around the Northolt Underground Station due to **people loitering late at night** and a **lack of lighting**.

Very dark here at night, I avoid this area by the garages and allotments at night






FINDINGS

Northolt Centre

Shopping parades along Village Green / Ealing Road

Priorities

Digital walkabout participants were asked to select their top 5 priorities for this location.

-  **Lighting (61.1%)**
-  **Better and wider pavements and space for pedestrians (44.4%)**
-  **Bins (44.4%)**
-  **Improvements to shop frontage and buildings (44.4%)**
-  **Trees and planting (44.4%)**



Greening

Walking tour participants supported the principle of improved greenery in this location, particularly where it could form a **buffer to adjacent traffic**. Local businesses identified the Village Green as a good location for improved greenery.

Potential for spill out use along shopfronts having the Green as a buffer from a busy road. Limit vehicular access - service and emergency access only.

How are the green areas to be maintained and by whom [?]

Lighting & wayfinding

Walking tour participants noted that the open space opposite The Crown was dark at night and that **improved footpath lighting** was needed for the route up to St. Mary's Church.

Participants identified a lack of adequate street lighting at the entrance to Belvue Park from Court Farm Road. This location lacks definition as a key entrance to public space and might benefit from placemaking or wayfinding interventions.

Beyond the immediate entrance, participants suggested the need for better footpath lighting across the park. There was a feeling that if the paths were better used, that this would contribute to **passive surveillance** that would address **antisocial behaviour**.

A total of 15 digital walkabout responses were received for this specific location. Further feedback was collected at pop-up events, school workshops and resident-led walking tours.

Outdoor seating

Outdoor seating was seen as a means to **support local hospitality businesses**. There was a perception that this area has good levels of footfall, and that outdoor catering may further support local businesses. However, some people were concerned that this may contribute to **anti-social behaviour** that would negatively impact perceptions of safety.

Placemaking & heritage

Walking tour participants expressed a desire for **more consistent materials and heritage design features** to be used across the Village area. Many wanted to see the clocktower restored and wider heritage features maintained. Many wanted to see the unique character of the village celebrated.

Traffic, noise and air pollution

Online survey respondents could choose 5 aspects of the high street where they would like to see improvement. Noise and air pollution was identified as a key aspect of the high street which was **in need of improvement**. Local businesses also identified this as an issue.

Litter

Litter in this area was a challenge noted by walking tour participants, who suggested more bins were needed. However, some people were concerned that this may contribute to **anti-social behaviour**. Participants' suggestions included greater levels of **enforcement** and for local businesses to be encouraged to take greater responsibility for waste related to their services. Litter and the cleanliness of the Village Green was also identified as an issue in business interviews.

- The area should be cleaner
- More control of littering, it's always cleaned up but it shouldn't happen in the first place. Maybe signage some, maybe fines and officers
- Less traffic and congestion, safer and more crossings
- Introduction of more 20mph signage
- More pedestrian crossing

FINDINGS

Northolt Centre

Shopping parades along Village Green / Ealing Road

Footways and car parking

Walking tour participants felt that many of the parking spaces adjacent to the row of shops on Ealing Road near the Village Green are not used by local residents or those visiting local businesses, and instead were being used by people using Northolt Underground Station.

Participants supported rotating parking to align with the pavement, rather than the current angle, to create space for **wider footways**. Walking tour participants were not concerned about the reduction in car parking that this would cause.

Businesses wanted to ensure that new parking arrangements don't negatively impact their customers, staff parking and loading access.

Participants found the footpaths in the Village Green and open space opposite The Crown to be narrow, uneven and worn.

The idea to remove parking spaces is terrible. Local businesses will suffer as drivers passing through will just go elsewhere

Reducing commuter parking is key in easing traffic especially during school times.

Improve all paving on clocktower

Improvement to pavements as they are full of trip hazards.

Pedestrian and cyclist access

Participants recommended various means to improve pedestrian and cyclist access.

Nice to have more space for walker, cyclist and security for old age people

Create a cycle store like the one at Ealing Broadway

Heavy Goods Vehicles

Large vehicles are mistakenly turning down Ealing Road and through the Village to access the industrial estate and getting stuck on smaller residential streets. Participants felt that there is **insufficient signage to deter drivers**.

Shopfronts

Walking tour participants were keen to see a **facelift of shop frontages**, noting the conservation area status.

Unsure why shop retrofit programme not a priority for current funding. If prioritised, it would invite greater businesses to the area, make buying property in Northolt more appealing to potential buyers and overall increasing and securing the economic future of Northolt.

Events programming

The majority of respondents to the digital walkabout survey were eager to see more events and activities in the Village Green area, with no respondents objecting to the idea. The three most commonly selected events or activities were **'Community events'** (61.6%), **'Outdoor markets'** (55.6%), and **'Community gardening'** (50%).

Walking tour participants did not support the idea of temporarily closing Ealing Road to traffic for events or markets. They felt that the Village Green itself could better support these types of activities.

Range of uses

Online survey respondents identified 'Independent Retail' as their **top priority for new uses** in this location.

A proper high street with a mixture of different shops as seen in Ealing

A decent restaurant and or bar should be licensed to operate to encourage local gatherings

Maybe a kids soft play area would be nice so parents could enjoy other activities like gardening or visiting a local restaurant [at the village green].

Access to training and resources

Respondents were asked to rate various aspects of this local high street. Access to training and support to get into or back to work received the **lowest score** (1.5 out of 5) out of 19 options.

FINDINGS

Northolt Centre

Shopping parades along Village Green / Ealing Road

Belvue Park

Walking tour participants identified this park as a missed opportunity, despite its status as a heritage asset. A number of **heritage features lack interpretation materials** and existing heritage materials are in a poor state of repair. Across Belvue Park, a **lack of public seating** was identified as a problem.

Participants noted that while the park could generally benefit from **more lighting**, that areas adjacent to residential properties should not have lights immediately next to their boundaries.

The **heritage lighting columns** were identified as providing poor light coverage, which contributed to a negative perception of personal safety for pedestrians.

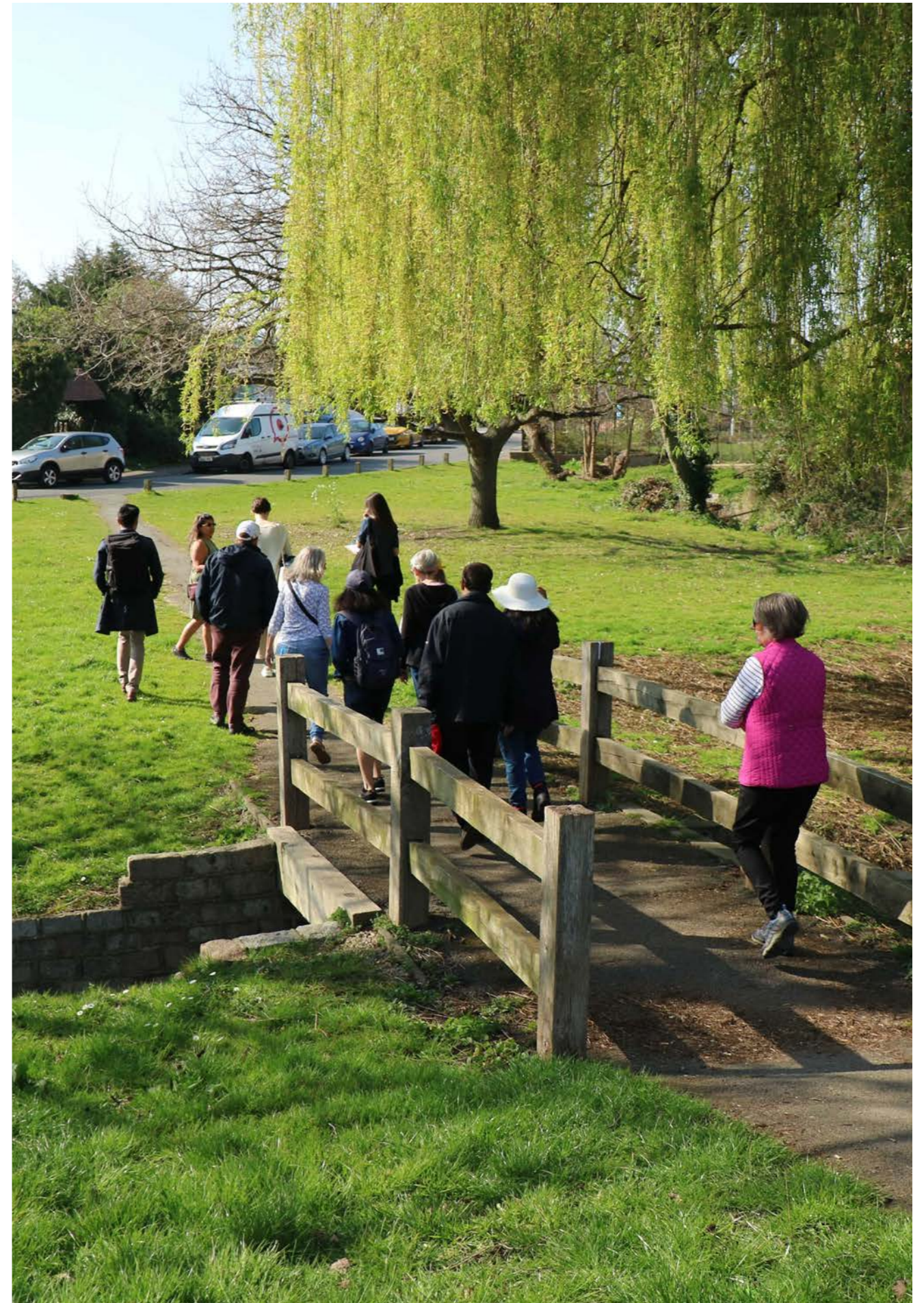
Participants noted that there is damage to the fence line along the roadside and that the footpath is in a poor state of repair and in a location that is prone to **flooding**.

Little Church Road

Many felt that the benefits of the 'Little Church Road' closure had not been clearly communicated or felt by the local community. Further engagement on this area has been subsequently undertaken.

Northolt Village Rest Garden

The rest garden was noted as a particular asset, and at present a missed opportunity. Many wanted to see the **cottages brought back into use as a community facility**, perhaps as a cafe or other local amenity.









FINDINGS

Northolt Centre

Shopping parades along Church / Mandeville Road

Priorities

Digital walkabout participants said their top priorities for this location were:

-  **Reducing congestion (72.6%)**
-  **Trees and planting (52.4%)**
-  **Wider pockets for vehicles turning right to reduce road blockages and congestion (52.4%)**
-  **Improvements to shop frontages and buildings (42.8%)**
-  **Bus stop improvements (38.1%)**
-  **Better pavements and space for pedestrians (38.1%)**



Greening

Participants mentioned a desire for increased greening, specifically to address the issue of pollution from the road.

Improve streetscape with greening and tree planting to provide refuge from heavy traffic road and mitigate pollution onto public spaces

More trees and grass verges to mitigate effects of pollution on local people

Lighting & wayfinding

A **lack of street lighting** after dark was noted as a problem throughout this area. This was also highlighted as an issue in the business survey.

Litter

Litter was identified as a persistent issue.

There is continuous litter on the high street leaving it looking less desirable (Local Business)

A total of 21 digital walkabout responses were received for this location. Further feedback was collected at pop-up events, school workshops and resident-led walking tours.

Placemaking & heritage

Walking tour participants noted a lack of strategic thought with regards to street furniture in this area. Participants welcomed efforts to introduce the **atmosphere of the Village Green along this main road**, through the introduction of seating, greenery, public art and improved signage.

Participants identified an opportunity for signage or **placemaking features at the entrance to Islip Manor Park**.

Pedestrian and cyclist access

Participants recommended various means to improve pedestrian and cyclist access.

Having more cycle lanes and secure places to leave my bike

Poor road safety for bringing children to school on foot or bicycle

Bikes and scooters pose danger to pedestrians especially around street corners.

Better pavements that are safe to walk on

Any improvement of cycle infrastructure need to allow a whole journey to be safe, not just a few hundred metres.

Public art

Participants noted the potential for **public art at junction of Church Road and Alderney Gardens**, with large blank gable walls as the surface for this.

Traffic and pollution

Air quality was raised as a significant concern in the digital walkabout. Air quality also emerged as a key concern in the business survey.

Air quality. I live on Mandeville road and stopped opening windows at the front of the house due to traffic build up, idling cars

Less cars polluting air on main road, friendlier place, cleaner, more trees.

I would like to see grass verges, off road cycle lanes and more trees to mitigate for pollution. Traffic calming measures would be good

The scheme operating in Northolt Village where traffic is discouraged away from the area should be rolled out elsewhere

FINDINGS

Northolt Centre

Shopping parades along Church / Mandeville Road

Women's safety

Participants in the Women's Safety Survey identified that the area along Church Road felt unsafe due to people loitering late at night and a lack of lighting.

[The area would be improved] if I felt safer as a woman walking alone

Shopfronts

There were mixed opinions in the High Street Day survey regarding the retrofit and improvements to shop frontages. On one hand, retrofit was welcomed as a means to **attract interest and investment** in this area. On the other hand, some walking tour participants said that the **funding should be focussed on improving traffic conditions and litter issues**.

Change the buildings look, make it safer, cleaner, add more lights, more cafes, pubs & restaurants and more greenery.

Please do not waste money on shop front redesign but focus on clean streets and improved roads and less blockages by poor road works.

The entire high street in Northolt requires regeneration and revamping. Betting shops and off licenses need to be removed. New food outlets need to take their place as well as better street lighting to make it a safer place. - Local business

The shop frontage that runs from Todd's Doors to KFC is in desperate need of improvement. A quick win would be tidying up the flats on top and ensuring these are painted in a uniformed fashion. A concerted effort is needed to secure a higher calibre of shop/business on this strip, as this will make the area more desirable, which in turn benefits the local area.

I feel the retrofit programme should be seen as a priority to improve the appearance of the area inviting greater interest and investment in Northolt

Range of uses

Online survey respondents identified 'More places to eat and drink' as their **top priority** for new uses in this location.

[The area would be improved] if there were more evening facilities e.g. restaurants, bars, dessert parlours etc.

More variety of shops, restaurants, re-fresh the high street as it looks really run down and not green enough

Outdoor dining and trading

Online survey respondents rated space for outdoor dining and trading as the lowest scoring aspect of this high street, scoring just 1.3 out of 5. However, some people were concerned that this may contribute to **anti-social behaviour** that would negatively impact perceptions of safety. Outdoor seating was seen as a means to support local hospitality businesses. There was a perception that this area has good levels of footfall, and that outdoor catering may further support local businesses.







FINDINGS

Northolt Centre

Target roundabout and the shopping parades to the North

Priorities

Digital walkabout participants said their top 5 priorities for this location were:

-  **Upgraded CCTV (85.7%)**
-  **Lighting (78.6%)**
-  **Better pavements for pedestrians (50%)**
-  **Wayfinding and signage (28.6%)**
-  **Bins (28.6%)**
-  **Trees and planting (28.6%)**

For businesses, **traffic, the evening and night time offer, street furniture, street greenery, space for outdoor dining and trading** all emerged as priorities. For all these themes, businesses ranked the current condition poorly - 1 out of 5 on average.



Cycle and pedestrian routes

Walking tour participants highlighted that it **feels unsafe to cycle through the roundabouts**, especially for **families**. Anecdotally, one participant said that they would prefer to take children's bicycles in a car to a park rather than cycle through the roundabout.

The barriers on the slopes make it very difficult to go up the slopes, particularly on some adaptive bikes and cargo bikes.

More needs to be done for drivers and road tax payers. Why are their needs not considered more generously? Pedestrian pavements should be made cleaner and areas repaired where needed. Not many people walk in this segment.

A total of 14 digital walkabout responses were received for this location. Further feedback was collected at pop-up events, school workshops and resident-led walking tours.

Use of roundabout centre space

Participant suggestions included the use of the space for **events and performances**, and the **introduction of greenery, murals or public art** - which was linked to opportunities for local community creativity.

Ask local schools to provide murals or art to brighten up the subways and encourage local kids to be part of the improvements in the area

Something cheap and cheerful to brighten it up

More tree planting to muffle noise of the A40

Plant up walls within Target Roundabout with Virginia Creeper which turns bright red in Autumn and provides berries and flowers for birds and pollinators

Safety

88.8% of digital walkabout participants ranked the sense of safety at Target Roundabout as 2 or less out of 5.

Concerns about **personal safety** also emerged at walking tour. One participant suggested that people would rather get a bus one stop to avoid using the subways. Participants were supportive of efforts to improve the current configuration of the footways, through public art, or play-on-the-way features.

Suggestions to improve the sense of safety included **cleaning** this space, improved **sight lines**, safety features including **CCTV**, and placemaking features like **greenery**.

Participants in the Women's Safety Survey highlighted that they would **avoid using the underpasses**, including Target roundabout, as they were poorly lit and felt unsafe.

A very dangerous area. I cannot use it and drive to that side of Northolt rather than walk through the subway.

I always feel unsafe when walking in this areas

This underpass I never feel safe walking under (Women's Safety Survey)






FINDINGS

Northolt Centre

Shopping parades south of Target roundabout

Priorities

Digital walkabout participants said their top 5 priorities for this location were:

-  **Reduced congestion (68.4%)**
-  **Improvements to shop frontage and buildings (52.6%)**
-  **Trees and planting (42.1%)**
-  **Improved or more crossing (42.1%)**
-  **Better pavements and space for pedestrians (42.1%)**



Traffic and pollution

In the online survey, traffic was identified as the aspect of the high street which was most in need of improvement, selected by over 60%.

In digital walkabout survey, the majority of respondents did not feel that the current parking and traffic arrangements on Church Road supported safe movement. Suggestions included improved **active travel infrastructure and more public crossing points**.

Better parking and traffic flow would encourage visitors and help local businesses

Improve the congestion in the area

I think removal of bus lanes need to happen

Create filter lanes and parking for shops

A total of 19 digital walkabout responses were received for this location. Further feedback was collected at pop-up events, school workshops and resident-led walking tours. We did not receive any responses to our business survey for this area.

Cycling and pedestrian access

In the walking tour, the limited **amount of available pavement space**, particularly around **busy bus stops** was noted as a key problem.

I would never cycle to this high street as there would be a high chance of my bike being stolen if I went into a shop (I have an e-bike). So improved cycle security would be the thing for me.

Crossing for the people nearer to the roundabout

Less pollution, litter free footpaths.

Safe pedestrian footpath & less cycling

Range of uses

52.9% of respondents to our online survey said that the **range of uses in this area needed improving**. Respondents were also asked what new uses they would most like to see. The highest-voted options for this area were leisure facilities, community spaces, food or craft markets, and events (all scoring equally with 9 votes).

Greening

The **rich green spaces** in this area were highlighted in the community walkabout, specifically Lime Tree Park and Northala Fields. The latter was highlighted as a particular asset which provides respite from the congested and noisy roads.

Potential for spill out use of shops. Planting to be used as refuge from busy road and mitigate pollution

Many more trees and grass verges needed

Improvement to the front of shops and some trees and flowers would be nice.

There are too many eating shops and not enough variety of grocery shops

Multiple retail outlets all selling the same things we need a more diverse range of outlets e.g. restaurants not just takeaways

FINDINGS: WHITE HART CENTRE

This chapter explores findings related to the area around White Hart Roundabout, including the shopping parades along Church Road and Yeading Lane.



Church Road parade

Yeading Lane

FINDINGS

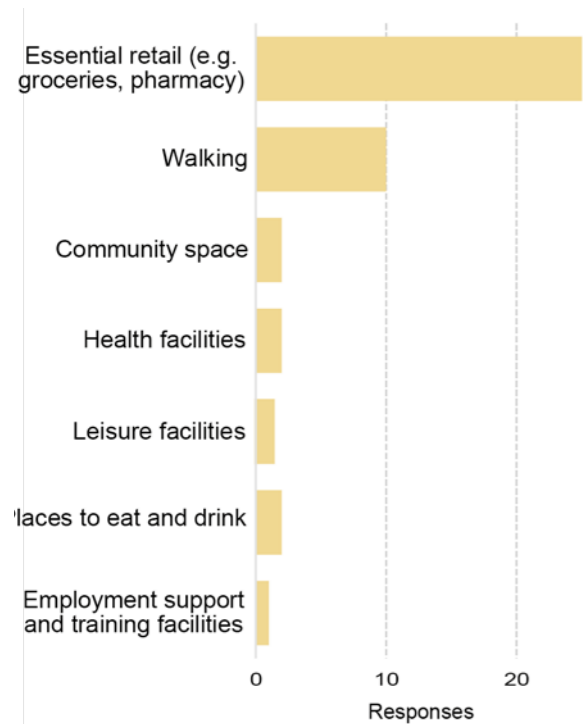
White Hart Centre

Local people visit these shopping parades frequently.

Essential retail is the main reason for their visit.

80% of online survey respondents visit one of the shopping parades in Northolt centre at least once a week.

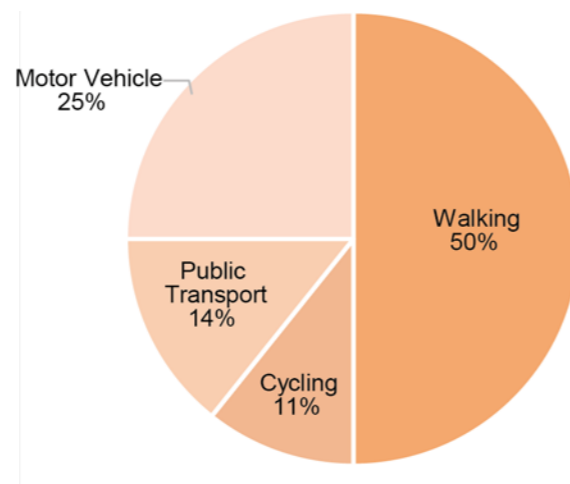
What are your main reasons for visiting this high street?



Local people typically travel to these shopping parades by walking.

75% of online survey respondents access these shopping parades by walking, cycling or public transport.

How do you typically travel to this high street?



Those who walked or cycled said this was because it was easy, **close to home** and they wanted **to avoid traffic and parking challenges**. Many referenced **health and fitness**.

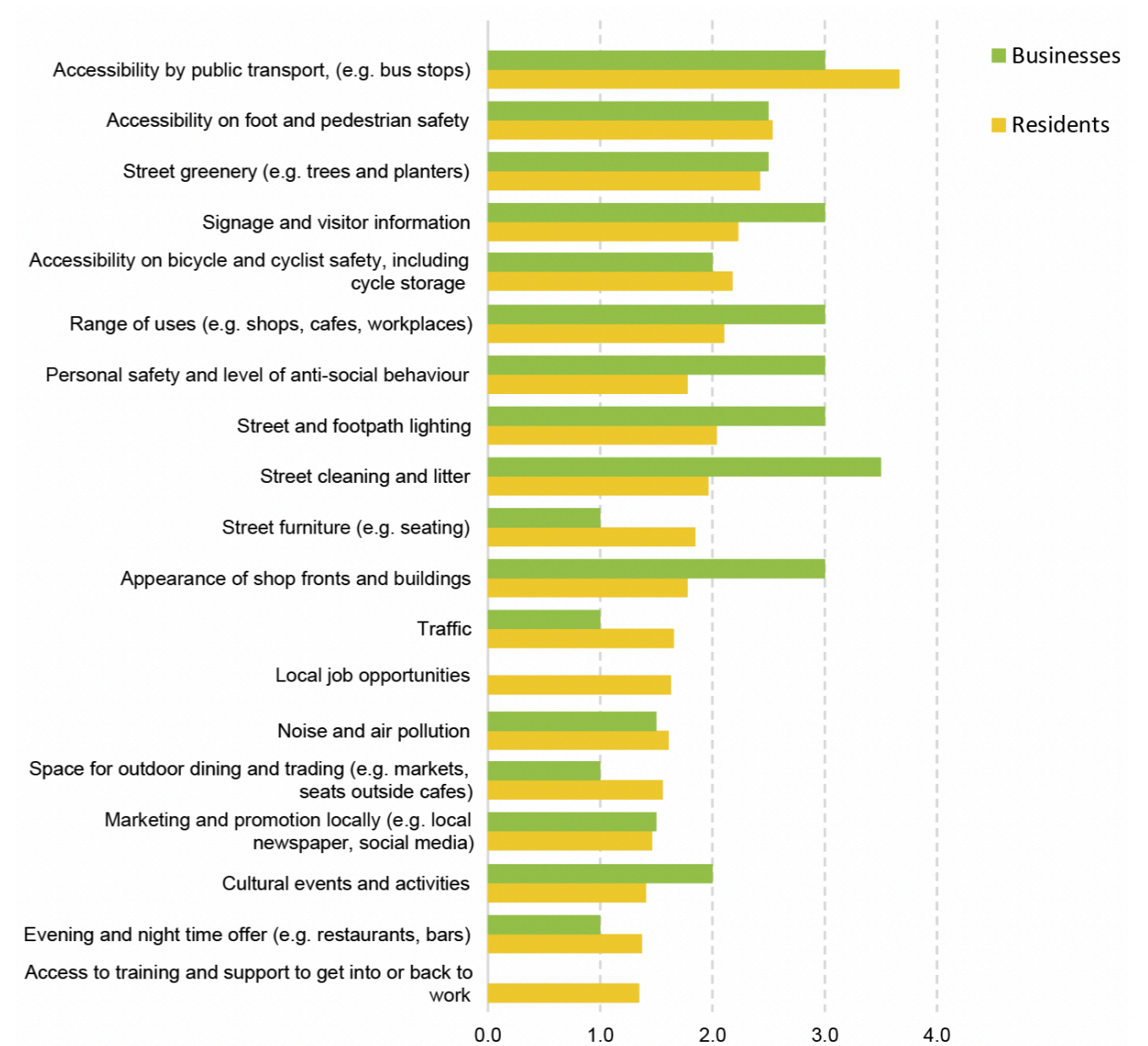
Those who travelled by private motor vehicle said that **it was more convenient and safer**. Other factors included; **work** requirements, **childcare** commitments and **mobility** issues.

Respondents said that **safe cycling and walking routes** would incentivise them to walk or cycle more often. Other suggestions included more **secure bicycle storage, greenery, signage and reducing air pollution**.

A total of 30 online survey responses and 31 digital walkabout responses were received for this centre. A total of 2 responses were received from businesses in this centre, covering a range of independent businesses, small chains and large franchises. Further feedback was collected at pop-up events, school workshops and community-led walking tours.

For local people, the lowest scoring aspect of these shopping parades was **access to training and support to get back to work**.

Rate the following aspects of this high street from 1 (very poor) to 5 (very good)



FINDINGS

White Hart Centre

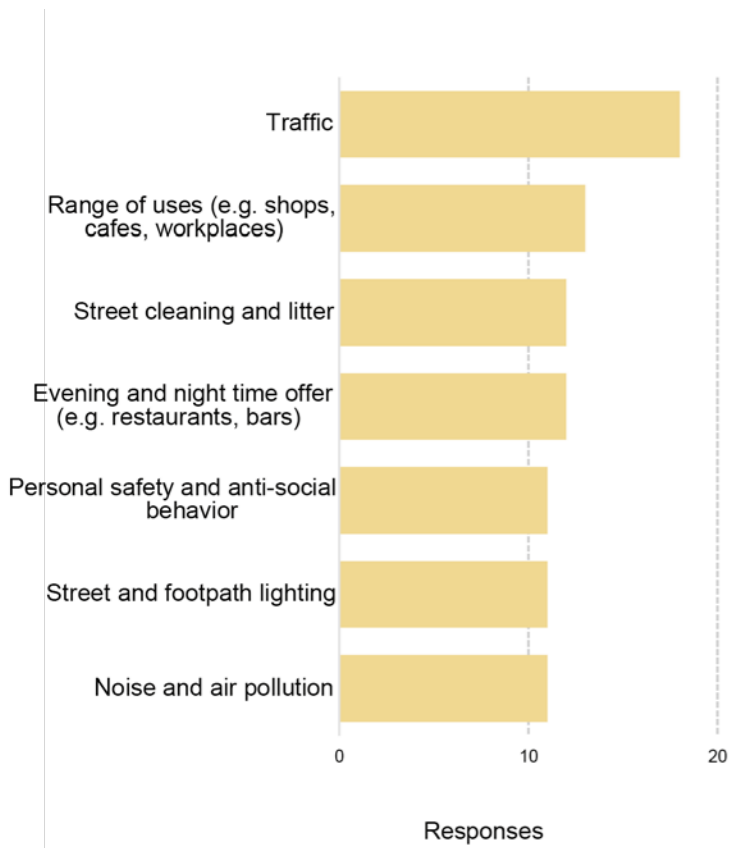
For online survey participants, addressing **traffic** is the top priority. This is important to local businesses too.

For online survey participants, introducing a **diverse range of uses** is important, particularly more places to eat and drink.

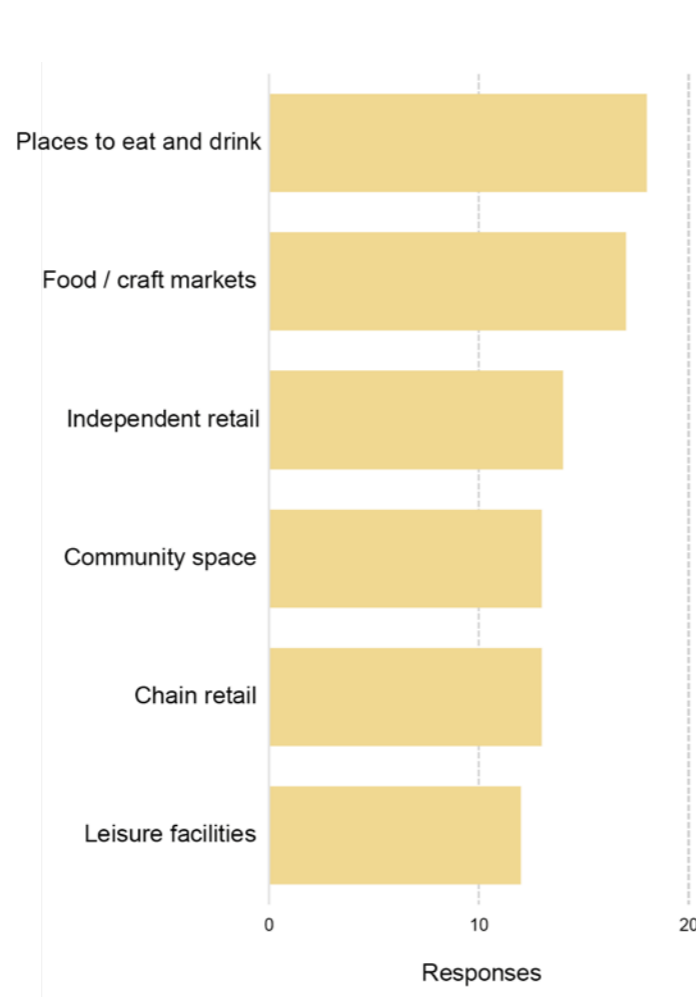
79% of online survey respondents visited high streets outside of Northolt at least once a week. The top reasons for this were for:

- 1. Essential retail (e.g. groceries, pharmacy)**
- 2. Non-essential retail (e.g. apparel, homeware)**
- 3. Places to eat and drink**

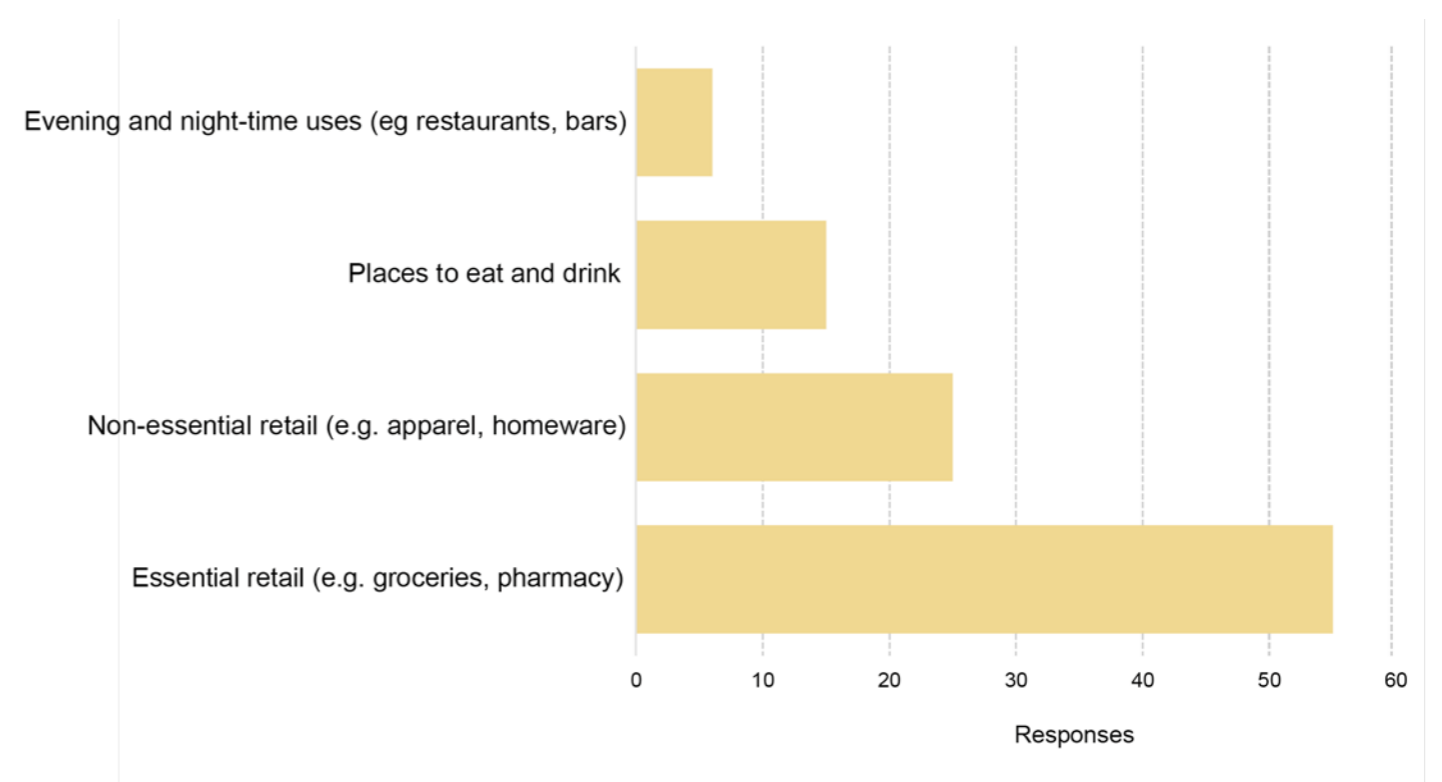
Select 5 aspects that you would like to see improved for this high street



Which types of uses would you like to see more of on this high street?



What is your primary purpose for visiting these other high streets or town centres?










FINDINGS

White Hart Centre

Priorities (Church Road Parade)

Digital walkabout participants said their top priorities for this location were:







-  **Reduced congestion (73.3%)**
-  **Improved or more crossings (46.7%)**
-  **Better cycle routes and spaces for cyclists (46.7%)**
-  **Improvements to shop frontage and buildings (40%)**
-  **Trees and planting (40%)**
-  **Lighting (40%)**
-  **Regulated or enforced parking (40%)**

The more we can do here the better.



Priorities (subways)

Digital walkabout participants said their top priorities for this location were:

-  **Upgraded CCTV (85.7%)**
-  **Lighting (78.6%)**
-  **Better pavements for pedestrians (50%)**
-  **Wayfinding and signage (28.6%)**
-  **Better cycle routes (28.6%)**
-  **Trees and planting (28.6%)**

A total of 15 digital walkabout responses were received for the Church Road parade location, and 14 responses for the White Hart roundabout location. Further feedback was collected at pop-up events, school workshops and resident-led walking tours.

Traffic and pollution

In the online survey, **traffic** was identified as the aspect of the high street which was most in need of improvement, selected by over 60%. **Improving parking** was a priority for local businesses.

It is free to park on the street where our business is. There are many people who park their car early in the morning and take a bus to go to the train station. There are so many businesses on the street who expect several deliveries every day. We want the free parking to be monitored or regulated in front of our shops. (Business survey)

Much more parking availability around the White Hart end of Northolt especially if they are now going to build a 132 bedroom hotel on the listed plot. They needed to consider the increase in road traffic around an already over congested zone. (Business survey)

If anything the road speed should decrease from 30 to 20 and the bus lane should be scrapped altogether.

Cyclist and pedestrian access

Walkabout participants highlighted narrow pedestrian walkways. The majority of survey respondents said the parking and traffic arrangements **do not allow people to move around safely**.

Litter

Digital walkabout participants mentioned concerns over litter in this location, including broken glass, and that more regular cleaning was required.

Better upkeep of the cycle paths, e.g. regular sweeping up of broken glass (which appears most evenings).

Need to clean up the lay-bys leading to and from Yeading where there's lots of litter and unsightly fly tipped materials.

FINDINGS

White Hart Centre

Safety, CCTV and lighting

Over 70% of digital walkabout participants ranked the sense of safety at White Hart Roundabout as 2 or less out of 5.

For digital walkabout participants, **CCTV** was a top priority. Other suggestions to improve the sense of safety included more **police** presence.

Digital walkabout participants highlighted the need for **improved lighting to support natural surveillance**.

This area has a lot of potential, and it needs cleaning and CCTV is a must.

Greening

Participants mentioned a desire for increased greening, specifically inside the roundabout.

Establish and maintain new planting areas within White Hart Roundabout. Have regular market day there and/or other events. Living Walls - grow vertical vegetation.

Subways

Digital walkabout participants and event attendees said they **avoid using the subways** and would welcome the introduction of more crossing points at **street level**.

Participants in the Women's Safety Survey highlighted that they would avoid using the underpasses, including the White Hart roundabout, as they were **unlit and felt unsafe**.

Make an overground option to get across the roads. The subway is not great at night. Think how at night, people are stuck indoors between the 2 roundabouts if they don't feel safe to cross them after dark. How can this be resolved, other than to get /wait for/pay for a bus?

You need to reshape the road layout on the white hart. No one used the underground subway because it stinks of urine and is unsafe.

This is a busy roundabout but I prefer to cross the road than use this underpass. Its really large, but there are very few people using it and the thought of being alone while using it is frightening. There are too many drug users/dealers in this area (Women's Safety Survey)

Events & activities

Digital walkabout participants suggested that more events and activities would increase passive surveillance in this location. Suggestions included outdoor markets and community events that would ingrain a sense of belonging in the space.

Walking tour participants discussed the potential of linking this space to Alec Reed Academy's Urban Edible Garden.

Evening and night-time offer

In the online survey, 'evening and night-time offer' was the **lowest scoring** aspect of this high street, scoring just 1.3 out of 5. The two local businesses who completed the business survey also gave low scores for the areas evening offer (average of 1 out of 5).

Sunken centre of the roundabout could be put to so much better use.

Provide a more welcoming aesthetic can bring opportunities for community engagement activities and ingrain a sense of belonging to the space

White Hart Pub

Walkabout participants expressed an interest in making better use of the White Hart Pub. It is noted planning approval was recently secured for this site.

The estate and former white hart pub should be cleaned up and developed to modernise and clean up the area

Focus on improving the underpass and sorting the unsightly relic of a pub - this is very important.

FINDINGS: KENSINGTON ROAD

This chapter explores findings related to the area around Kensington Road and the bridge over the Grand Union Canal.



Kensington Road







Bridge over Grand
Union Canal

FINDINGS

Kensington Road & Bridge over Grand Union Canal

Priorities (Kensington Road)







Digital walkabout participants said their top 5 priorities for this location were:

-  **Improved or more crossings (72.7%)**
-  **Better cycle routes and spaces for cyclists (72.7%)**
-  **Better pavements and spaces for pedestrians (72.7%)**
-  **Bins (45.4%)**
-  **Public art (45.4%)**
-  **Lighting (45.4%)**



Priorities (Bridge over Grand Union Canal)

Digital walkabout participants said their top 5 priorities for this location were:

-  **Improved access point onto Grand Union Canal (87.5%)**
-  **Trees and planting (75%)**
-  **Improved or more crossings (50%)**
-  **Better cycle routes and spaces for cyclists (50%)**
-  **Better pavements and spaces for pedestrians (50%)**
-  **Lighting (50%)**

A total of 11 digital walkabout responses were received for the Kensington Road location, and 8 responses for the bridge over the Grand Union Canal location. Further feedback was collected at pop-up events, school workshops and resident-led walking tours.

Traffic and pollution

55% of digital walkabout participants felt that current parking and traffic arrangements do not allow people to safely move around.

Suggestions to improve this situation included **challenging parking behaviour of visitors** to Northala Fields and **improved crossing points**. Other suggestions included off-road cycle lanes.

Improvements to canal access point

When asked about improvements that would support them using this access point, participants suggested **improved security** features like **CCTV** and the introduction of better signage.

Entrance to Northala Fields

Participants were asked about the improvements that they most wanted to see to the entrance to Northala Fields from Kensington Road. Suggestions included more parking enforcement, changes to existing pedestrian crossings, the introduction of **public art, and creating a stronger sense of place** and arrival at the entrance to Northala Fields.

Lighting

Lighting was also mentioned as an area to improve, specifically under the bridge, as a means to make the area feel safer.

Better lighting under and around bridge to discourage ASB

NEXT STEPS

We would like to thank everyone who has participated in and supported this programme so far. The feedback presented in this report is underpinning the following projects:

Connected Northolt

Connected Northolt will deliver public realm, highways and active travel projects on Church, Mandeville, Ealing and Kensington Roads, bringing benefits to all road users.

The concept designs for these works are being developed based on the feedback contained in this report, alongside other data sources such as parking and traffic flow surveys.

Concept proposals for Ealing and Kensington Road were published in October 2022 for further community feedback. Concept proposals for Church and Mandeville Road were published in March 2023 for further community feedback.

The engagement findings from this report were presented alongside these concept proposals to show how local feedback has been taken on board.

Statutory consultation on the final designs is due to commence in Summer 2023. Majority of the construction work is scheduled to be completed by Summer 2024.

Community-led 20 Minute Neighbourhood Framework for Northolt

A draft framework has been developed based on the feedback contained in this report, alongside other data sources, such as population and economic activity data. This report sets out a series of short to long term projects that will deliver against the local priorities identified through this engagement activity.

You can view these documents and other information related to these projects and other Visions for Northolt projects [here](#).

There will be continued opportunities to get involved in these projects and wider Visions for Northolt project.

To find out more and sign up to receive email updates, visit our website: www.visionsfornortholt.co.uk. You can also email us at: visionsfornortholt@ealing.gov.uk.



