

Greenwich Town Centre Liveable Neighbourhood

Engagement Summary

Results from 1st phase Public Engagement

Engagement took place 8th January - 17th February 2019

To everyone who took the time to read, contribute or spread the word about this engagement, thank you for your help shaping this project.

The proposals that were presented, the questions that we asked and the responses that you provided are [all available online using this link](#). This website will remain available until this project is complete.

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Executive Summary

The Royal Borough of Greenwich asked people about their relationship with Greenwich and how they feel about proposals to transform Greenwich Town Centre by creating a better walking and cycling environment.

People were able to provide comments on the proposals online, at engagement events and by using paper copy forms, between 8th January and 17th February 2019. The opportunity to comment has now passed but the website, proposals, the questions that we asked and the responses that you provided are [all available online using this link](#). This website will remain available until this project is complete.

The website attracted 9,457 unique visitors and over 100 people attended the events that we hosted in Greenwich Town Centre.

Out of this 1,103 unique individuals responded. The overall sentiment of response was;

- 75% positive
- 11% neutral
- 14% negative

This report will provide information about who responded, what they told us, and what the next steps for this project are.

To everyone who took the time to read, contribute to or spread the word about this engagement, thank you for your help shaping this project.

Proposed layout for Greenwich Town Centre Liveable Neighbourhood



**CENTRAL
LONDON**

- SPACE FOR WALKING**
- SPACE FOR CYCLING**
- SPACE FOR TRAFFIC**
- CROSSINGS**

**CHARLTON,
WOOLWICH**

How did we promote the engagement?

Summary

- Flyers
- Posters
- Events in the area
- Stakeholders and amenity groups
- Social Media
- Local press

Spreading the Word - Physical Promotion

We sent flyers to all addresses within the red line shown in the map below, a total of 21,370 addresses. The flyer provided a link to the website, a phone number for those without a computer and details of local events that we hosted in the area. The consultation was also promoted in weekly e-newsletters to residents, Greenwich Info, the RBG website and a variety of local press.

We will run surgery drop in sessions over January 2019 to answer any questions and help you submit your comments to the website.

When?
4pm-6.30pm at Mews School Room, Old Royal Naval College, Greenwich SE10 9NN on:

- Thursday 17 January
- Tuesday 22 January
- Thursday 24 January
- Tuesday 29 January

If you would like to be sent the proposals in paper form please call 020 8921 6000

Please recycle this card



ROYAL Borough of GREENWICH



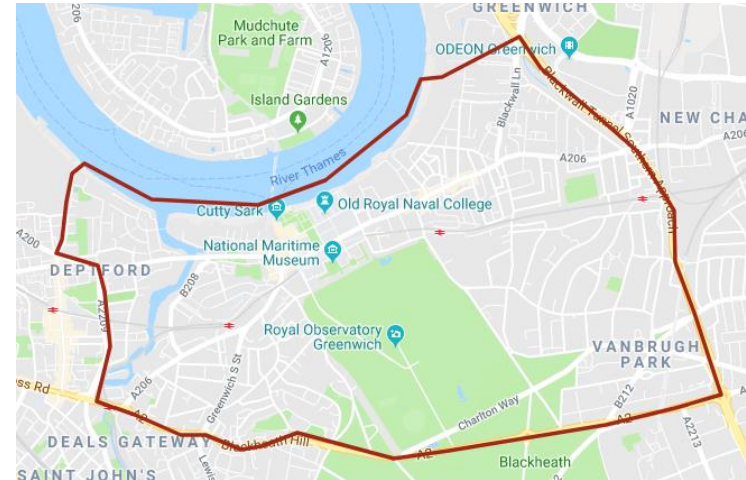
Greenwich Liveable Neighbourhood
We want your help to transform Greenwich into a healthier place for people.

We are developing our ideas and we want your comments to inform the design process. Please go to greenwichtowncentreproposals.commonplace.is to get involved.

We will run public engagement events in the local area, please turn over for details.

Please recycle this card

ROYAL Borough of GREENWICH

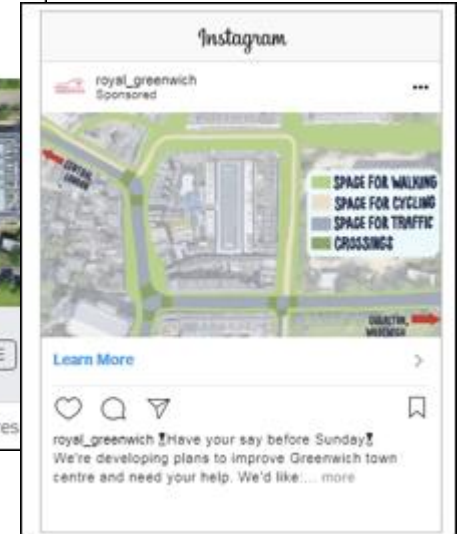


Spreading the Word - Digital Promotion

The website was promoted through two social media campaigns on Twitter, Facebook and Instagram. We used images from the website and made a short animation to make the adverts more interesting. Of these websites, Facebook provided the most referrals as shown below.

Referrals

Source	Visitors
Facebook	4,064
royalgreenwich.gov.uk	645
Twitter	475
Google	271
instagram.com	226



Stakeholders and local groups

- The Greenwich Society
- The Blackheath Society
- The Blackheath User Group
- Friends of Greenwich and Woolwich Foot Tunnels
- Living Streets
- Greenwich Cyclists
- Ramblers
- The East Greenwich Residents Association
- Greenwich Forum
- Westcombe Woodlands
- Hyde Vale Residents Association
- The Westcombe Society
- Ashburnham Triangle Association
- West Greenwich Housing Panel
- Greenwich Hospital Foundation
- Greenwich Foundation for the Old Royal Naval College
- Historic England
- Royal Museums Greenwich
- University of Greenwich
- JLL (Managing Agents acting on behalf of Santander)
- Port of London Authority
- Trinity Laban Conservatoire of Music and Dance
- The Royal Parks
- MBNA Thames Clippers
- LTDA
- St Alfege Church
- World Heritage Site Coordinator
- Visit Greenwich
- Greenwich Traders Forum
- Greenwich Market
- East Greenwich Traders Forum
- St Alfege with St. Peters CE School
- James Wolfe Primary School
- St Ursula's Convent School
- Meridian Primary
- Arcadis
- J.B. Rineys
- Fire brigade
- St John's Ambulance
- Police - Counter Terrorism
- Police
- Greenwich Association of the Disabled (GAD)
- Wheels for Wellbeing
- Limited Edition

Headline figures

Categories	Total
Number of people that came to events in the area	106
Unique visitors to the website	9457
Read the website content	6658
Subscribed to news	807
Respondents	1103
Comments	1924
Agreements	2655

What you told us

Summary

- The overall sentiment of responses was 75% positive , 11% neutral and 14% negative.
- The majority of respondents use the town centre for walking, socialising, shopping and accessing public transport.
- 877 Positive comments were received. These reflected a view that walking and cycling improvements would improve people's experience of the area by making the area less dominated by motor vehicles.
- 173 Negative comments were received . These reflected concern that the proposals would make traffic conditions in Greenwich worse.

How did people feel about the ideas presented?

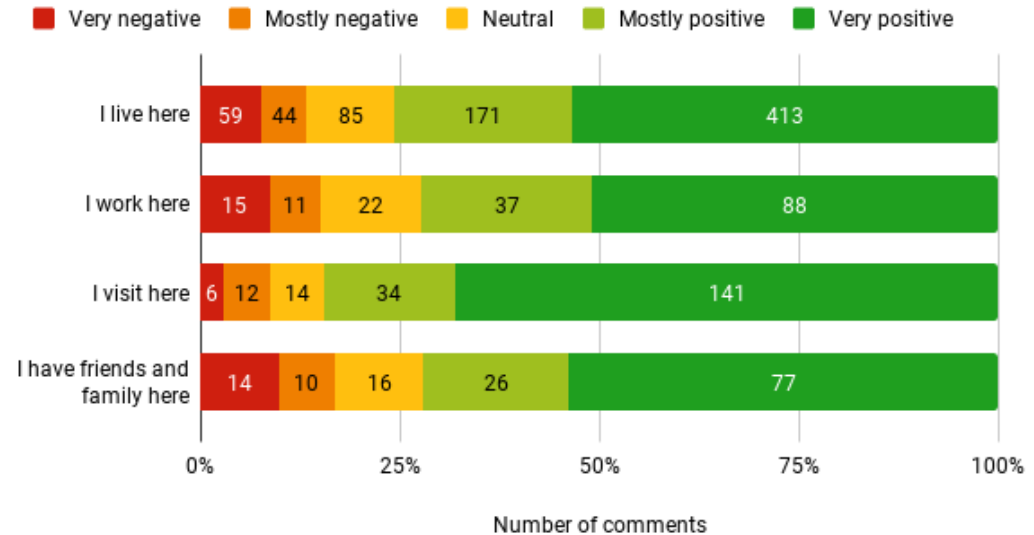
The chart opposite shows the responses broken down by the respondent's connection to the area.

The majority of respondents live in the area and feel very positively about the ideas presented.

The majority of visitors also felt very positively about the proposals.

The majority of respondents who work in the area, or have friends and family in the area, feel positively about the proposals but less so than those who live here or visit.

How did people feel about the ideas presented?



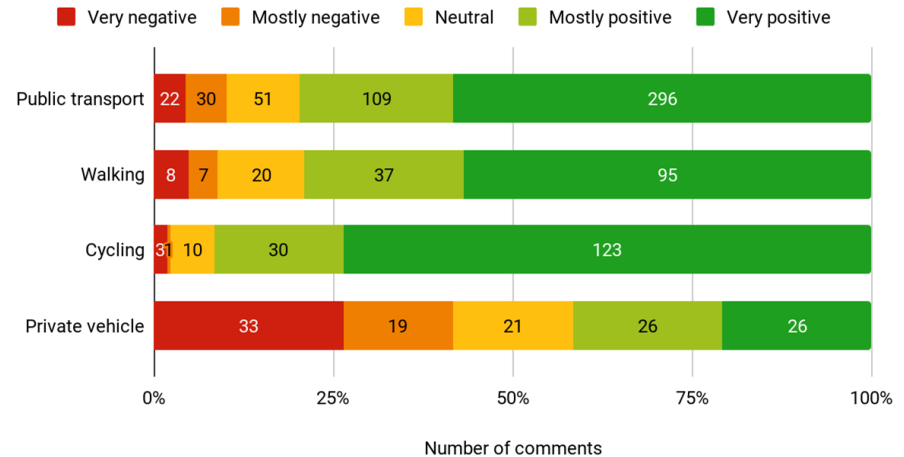
How did responses vary from different transport modes?

The chart opposite shows the responses towards the ideas presented by the respondent's main mode of transport.

The table shows that the ideas presented were strongly supported by the vast majority of people who use walking, public transport or cycling as their main mode of transport.

A minority of respondents primarily use private vehicles to travel to or through the area, these respondents were less supportive of the ideas presented but still as many were positive as were negative.

How did transport users feel about the ideas presented?



Notes on the table: For ease of readability, the following has been done:

- Driving a car, passenger in a car, van/commercial, motorbike/scooter and taxi have been grouped into the 'private vehicle' category.
- Bus, rail, underground, DLR, minibus/coach and river services have been merged into the 'public transport' category.
- The bars have been extended to the same length to make it easier to see proportionally how each group felt. The raw numbers of comments are shown to indicate how many comments each section of a bar represents.

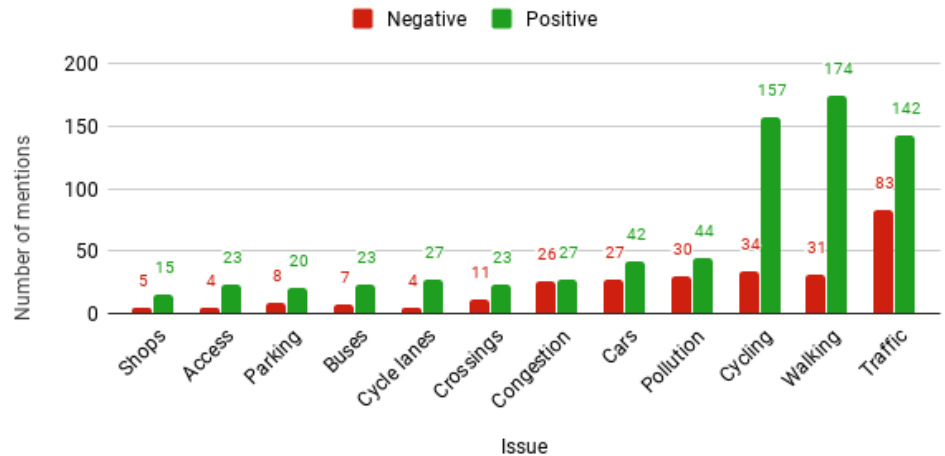
Top issues mentioned in comments

The chart opposite shows some of the most common issues mentioned in the comments that were very positive (green) and very negative (red) about the proposals that were presented.

The most common positive comments received felt walking and cycling improvements would improve their experience of the area and that reducing space for private vehicles would make the area less dominated by motor vehicles.

The majority of negative comments were concerned proposals would increase the amount of traffic in Greenwich making it slower for private motor vehicles and increase the amount of pollution in the area.

Top issues mentioned by people who felt very positive and very negative about the proposals



Who Responded?

Summary

- The vast majority of respondents live, work or study in the area (over 70%).
- Age profile of respondents broadly reflects the age profile of the area.
- Results suggest that women were underrepresented amongst respondents.
- Results suggest that black, asian and mixed ethnicities were underrepresented amongst respondents.
- Although overall the level of engagement was good, the next phase of engagement should increase the percentage of female and BAME respondents to ensure participation is as representative of the local community as possible.

Connection to the area

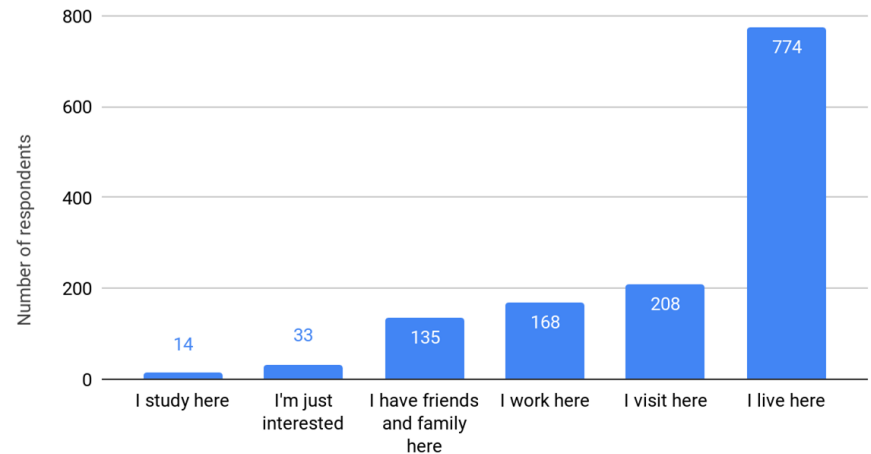
Respondents were asked about their connection to the area - multiple options could be selected.

A large majority of respondents said that they live in the area.

A substantial number of respondents are visitors, work in the area, or have friends and family in the area.

A small number of respondents said they are simply interested in the project or local students.

Connection to the area

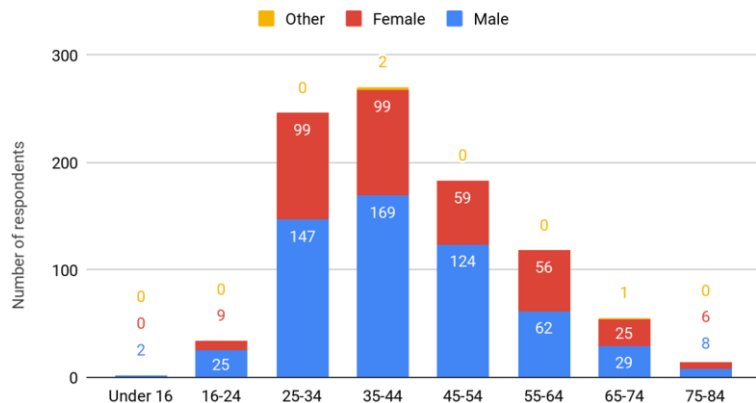


Age and gender

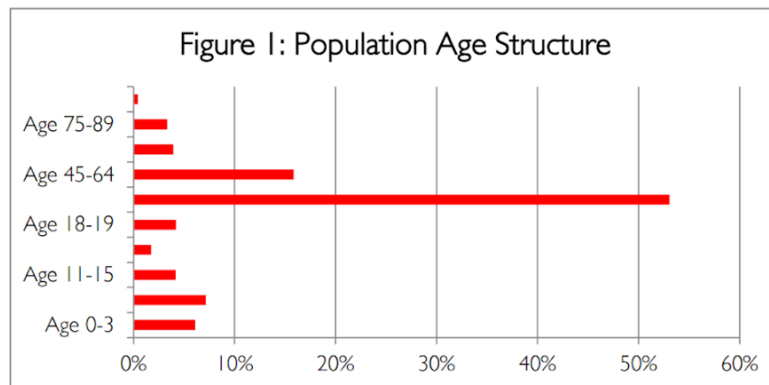
The age profile of respondents is similar to the age profile of the area.

The majority of respondents across all age groups were male, whereas just over half of the local population are female. The results suggest that females are likely to have been under represented in the responses received to this public engagement.

Respondents to the engagement by age and gender



Population age structure of West Greenwich



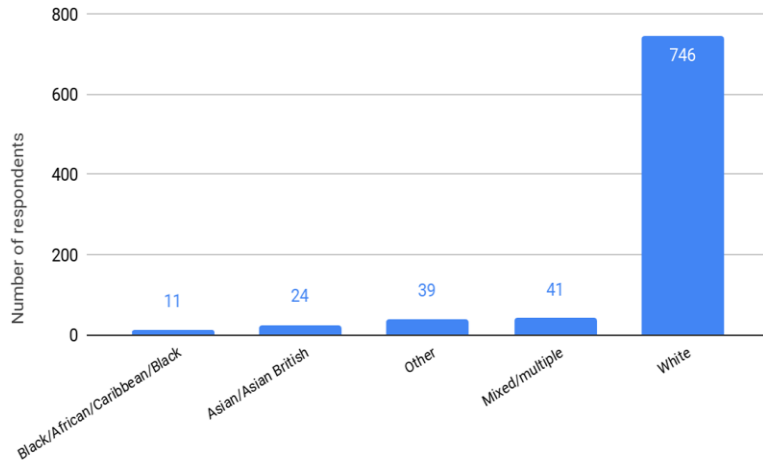
Source: ONS Census (2011) Table QS103EW Age by Single Year

Ethnicity

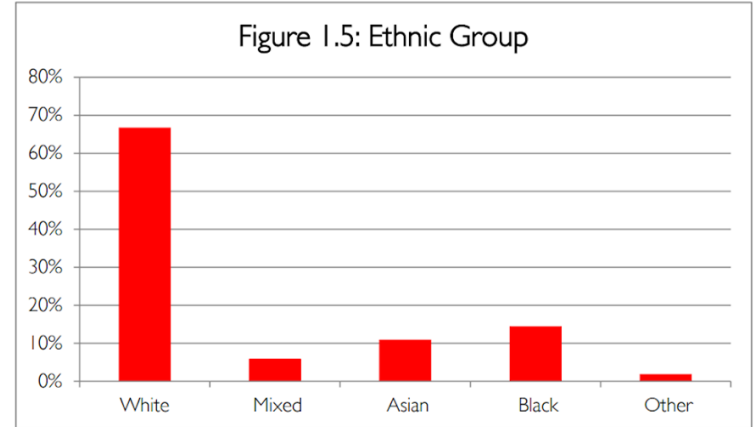
A large majority of respondents were white. Comparisons to the 2011 census data for the area suggest that white people are over represented in the responses received.

Black, asian and other mixed ethnicity groups are therefore likely to be under represented in the results.

Respondents to this engagement by ethnicity



Ethnicity profile of the area



Source: ONS Census (2011) Table QS201EW Ethnic Group

What's next for the project?

- The Council are developing more detailed designs for this project now, using the comments provided, and we will be talking to specific stakeholders about their needs.
- Public engagement on traffic management on residential streets in West Greenwich will take place in Autumn 2019.
- Formal consultation on more detailed designs for Greenwich Town Centre will take place in Spring 2020.

Timeframes

What	When
Data collection and engagement analysis	Until August 2019
Developing more detailed designs for Greenwich Town Centre	On-going until formal consultation
Public engagement on proposals to resolve traffic issues on residential streets in West Greenwich	Autumn 2019
Consultation on developed designs for Greenwich Town Centre	Spring 2020