



**Highways and Infrastructure Service**  
Projects Development  
Delegated Approval Report

Report for Head of Highways and  
Infrastructure

**Wards Affected: Wembley Central and Alperton**

**Title: Ealing Road Local Safety Scheme – From Lyon Park  
Avenue to Mount Pleasant Junction**

**Approved by:**

<b>Title</b>	<b>Name</b>	<b>Date</b>
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Head of Highways and Infrastructure Service	Tony Kennedy	02/04/19

## **1.0 PURPOSE OF REPORT**

- 1.1 This report summarises the outcome of public consultation for the Ealing Road Local Safety Scheme. The scheme aims to improve road safety, reduce vehicle speeds and increase crossing facilities for pedestrians. This is in accordance with objectives in the Brent Borough Plan 2019-23 and the Mayor’s Transport Strategy 2018.
- 1.2 The Head of Highways and Infrastructure is recommended to progress with implementation of the scheme and the advertising of the Traffic Management Orders and Notices necessary to implement the speed limit, six raised speed tables and three zebra crossings.

## **2.0 BACKGROUND**

### **2.1 Overview**

- 2.1.1 Each year the London Borough of Brent identifies roads which have the highest numbers of recorded Personal Injury Accidents (PIA’s). We then consider the introduction of road safety measures to help reduce the number of accidents.
- 2.1.2 Due to the high number of recorded accidents, the section of Ealing Road between High Road, Wembley to Mount Pleasant was identified as a priority for a collision reduction scheme, specifically focused on improving pedestrian safety in the area.
- 2.1.3 Figure 1 shows the extent of the study area for the proposed safety scheme.

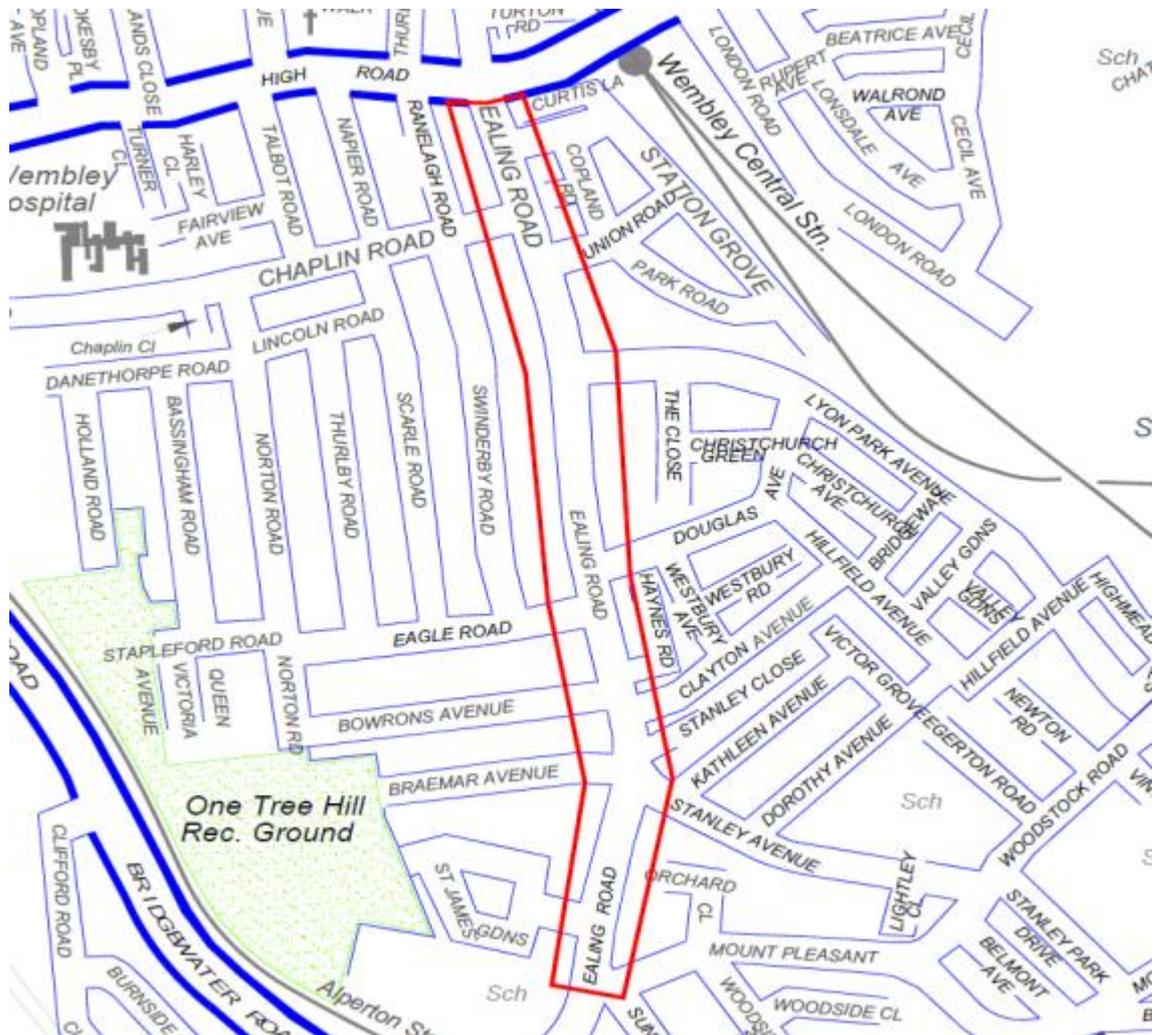


Figure 1 – Location Plan

### 3.0 PROJECT DEVELOPMENT

#### 3.1 Overview

3.1.1 The Ealing Road Local Safety Scheme has been developed using various sources of traffic data and empirical evidence. These are as follows;-

- Site visits and Service Requests;
- Personal injury accident data;

#### 3.2 Site Visits and Service Requests

3.2.1 Site visits were undertaken in August/September 2018 to collect highway inventory data and observe how pedestrians and cyclists use this section of Ealing Road. Further site visits were undertaken following consultation of the scheme in December 2018.

3.2.2 London Bus routes nos. 79, 83, 224, 297 and 483 run along Ealing Road with routes 83 and 297 providing a 24-hour service. There are seven bus stops between High Road to Mount Pleasant Junction, three southbound and four northbound

3.2.4 No Waiting and No Loading 'at any time' restrictions are present along the length of the road with a number of disabled parking bays and loading bays located between Douglas Avenue and Stanley Avenue.

### **3.3 Personal Injury Accident Data**

3.3.1 Personal injury accident data for Ealing Road (between High Road and Mount Pleasant Junction) has been sourced from the Metropolitan Police for the recommended 3-year period (2015-2018). The data shows that thirty-three personal injury accidents (involving 34 casualties) have occurred over the past three years. Twenty-six of these were slight accidents and seven involved serious injury. There were no fatal accidents. Out of the thirty-three accidents, eighteen involved motor vehicles, fourteen involved two wheeled vehicles and one involved a cyclist.

3.3.2 The serious accidents occurred for a range of reasons including, cars failing to give way at junction, car swerved to avoid pedestrian, cars turning right or having to do a U-turn resulting in collision with other vehicles. One serious accident occurred on Ealing Road junction with Lyon Park Avenue, one on Ealing Road junction with Eagle Road, two on Ealing Road junction with Stanley Avenue, one on Ealing Road junction with Stanley Close and one on Ealing Road junction with Mount Pleasant Junction.

3.3.3 Five of the serious accidents occurred in dry weather condition and one (1) occurred in wet/damp weather condition.

### **3.4 Proposed Local Safety Improvement Scheme**

3.4.1 Taking into account the above data, a series of improvement measures have been designed. The aim is to improve safety along Ealing Road, increase priority for pedestrians and reduce vehicle speeds. The improvements will also provide a safe link to local shops and the surrounding environ.

3.4.2 The improvements are shown on the (consultation) plan provided in Appendix A and are summarised below:

- Introduction of a 20mph speed limit on Ealing Road between High Road Wembley and Mount Pleasant Junction - This will help reduce vehicle speed in the vicinity of Ealing Road and will help extend and meet up the already existing 20mph speed limit from Bridgewater Road to Mount Pleasant Junction;
- A new raised speed table will be introduced on the existing signalized crossing on Ealing Road between Chaplin Road and Union Road – This will help reduce vehicle speed;
- A new raised speed table will be introduced on Ealing Road on the northern and southern arms of Lyon Park Avenue;
- A new raised speed table will be introduced on the existing zebra crossing between Douglas Avenue and Eagle Road - This will reduce and encourage slow speeds as vehicles approach the zebra crossing;
- The existing central refuge island on Ealing Road on the northern arm of Clayton Avenue will be replaced with a new raised speed table and zebra crossing;

- The existing central refuge island on Ealing Road adjacent Alperton Baptist Church and Mandir Temple will be replaced with a new raised speed table and a zebra crossing;
- Three Vehicle Activated Signs (VAS) and four Variable Message Signs (VMS) signs will be introduced on the footway of Ealing Road between High Road Wembley and Mount Pleasant Junction.

### 3.5 Stage 1/2 Road Safety Audit (RSA)

3.5.1 An independent Stage 1/2 Road Safety Audit of the proposed design was commissioned and the audit report is provided in Appendix B. The scheme design has been amended in light of the design issues highlighted in the RSA report.

## 4.0 CONSULTATION AND RESULTS

### 4.1 Consultation Procedure

4.1.1 A consultation document, a drawing of the Ealing Road Local Safety Scheme and a questionnaire were distributed to a total of 635 addresses in the local area in December 2018. A copy of the documents is included in Appendix C.

4.1.2 The consultation documents were also posted to the local Ward Councillors, interested groups and statutory authorities including the emergency services.

### 4.2 Consultation Results

4.2.1 Table 1 shows the number and percentage of questionnaire responses received from the consultation area and Table 2 shows the numbers and percentage of those who are supportive or objected to the proposed measures.

	Number	Percentage
Questionnaires Sent Out	635	100
Questionnaires Returned	16	2.5

*Table 1 – Questionnaire Response Rate*

	Number	Percentage
Yes	9	56
No	6	38
No Opinion	1	6

*Table 2 – Responses to “Do you agree with the proposed Urban Realm Scheme on Ealing Road?”*

4.2.2 Table 1 shows that a total of 16 questionnaires were returned which represented a response rate of 2.5%. This is below the normal range experienced by the Highways and Infrastructure Service when undertaking public consultations. The low response rate may have occurred as a result of the consultation being carried out between December 2018 – January 2019. However, this was extended to a four week

consultation period, longer than the normal three weeks consultation period usually carried out by the Highways and Infrastructure service. This was to enable more residents to participate and air their views over the holiday period and maximise the response rate.

4.2.3 Out of the questionnaires returned, 9 were supportive of the proposal, 6 objected and 1 did not express an opinion. This shows that the majority of respondents (56%) from within the consultation area were supportive of the scheme.

4.2.4 Section 5 below considers the comments and objections received and provides corresponding officer' responses.

## **5.0 CONSULTATION ANALYSIS**

### **5.1 Responses from Statutory Consultees / Members**

5.1.1 Comments received from Ward Councillors, interested groups and statutory authorities are summarised below along with corresponding from Council officer responses.

5.1.2 Councillor - Wembley Central Ward: *"On the questionnaire, perhaps we could unpick why or why they like or dislike the proposals. We could also ask how they think it would impact their life, and the extent of the impact on their life"*.

5.1.3 **Officer Response:** The Council's Highways and Infrastructure Service uses a standard format for consultation questionnaires. This includes asking residents whether they agree or disagree with a proposed scheme and an additional space to provide us with both positive and negative comments.

5.1.4 From previous consultations, residents regularly provide us with their comments in relation to elements of a scheme that they support or disapprove of, and all comments are considered in making the decision on whether to progress the scheme in its current format, make amendments or not to progress the scheme. It is often the case that traffic calming measures need to be implemented together to have the desired effect. For this reason, we do not usually separate out different elements for consultation as some residents will either support some element of the proposed scheme and some will definitely not support the scheme.

5.1.5 **Brent Cyclists:** *No response was received from Brent Cyclists, the local group in Brent of the London Cycling Campaign who represent about 200 members in Brent, and aim to represent the interests of all who cycle or would like to cycle in NW London.*

5.1.6 **Metropolitan Police:** *No response was received from the Metropolitan Police.*

### **5.2 Responses from Other Stakeholders**

5.2.1 A number of comments were also received from local residents and other stakeholders regarding the proposal. The most frequently received comments are summarised below along with the Officer's responses.

5.2.2 The consultation received a number of positive comments including:

*'Please make only walkable road on Ealing Road. Please create more free parking place for public shopping'.*

*'This is good for Ealing Road because it's very difficult to cross the road for some reason. 20 mph speed limit is good for public'.*

**5.2.3 Officer Response:** The various positive responses are welcomed and noted.

**5.2.4 Wembley Central Area Residents Association (WCARA):** *"I made an observation today that I hadn't noticed before - on Ealing Road where the other sort of boxpark is proposed to be, next to Jalaram Supermarket and where there's that very wide speed bump. I've always wondered why people always assume that this is a crossing and today I discovered why - the tactile pavement blocks have been left there! This isn't highly urgent but I guess something to be mindful of (or making sure the people who are responsible for this think of everything next time) when roads are changed in future.*

*My concern here is that you're encouraging more crossings for pedestrians in an area where traffic already doesn't flow particularly well - there are also already plenty of crossings, it's just that people choose to not utilise these and cross wherever they land after walking out of a shop.*

*As a driver I feel that speed bump only tells me to slow down, I've never slowed down enough to let someone cross because a) it's not very clear and b) there's a zebra crossing less than a minute's walk down the road that they can use.*

*If you want to make this stretch of road safer you need to work on stopping cars from parking by the shops altogether. Cars won't drive any faster and at least there'll be clear lines of sight without shoppers trying to cross from behind/between parked cars".*

**5.2.5 Officer Response:** The existing raised speed table next to Jalaram Supermarket on Ealing Road was installed as part of a previous local road safety scheme and includes buff coloured tactile paving to indicate a safe location for pedestrians to cross. The raised carriageway creates a level place for pedestrians to cross which is beneficial to vulnerable road users such as the elderly and wheelchair users and encourages motorists to reduce their speed. The buff coloured tactile paving also shows pedestrians that the crossing point is informal (i.e. they do not have priority over vehicles) and is a suitable location to cross Ealing Road with good sight lines in both directions.

**5.2.6** We will assess the speed table next to Jalaram Supermarket complies with the latest standards and ensure that a consistent approach is taken to the design of the new raised speed tables along Ealing Road.

### **5.3 Negative Responses:**

**5.3.1** Six (6) respondents indicated that they did not support various components of the proposed scheme. Reasons given were:

*'Traffic congestion will increase'. Look at traffic lights instead at crossing point.'*

*'Increasing more pedestrian crossing will only stagnate/suffocate this busy road. Lead to bunching of vehicles and pedestrians risking crossing at underground points' Look at one way flow through Ealing Road/improving pedestrianized access on the pavements.'*

*'There is no need for wasting Taxpayers money, as there is enough sign boards and restriction in place already. The Roadwork likely to cause lot of disruption to local business, instead provide extra free parking for customers.'*

*'Too many speed bumps on this road as it is causing traffic. There should be no parking allowed on Ealing Road as it causes congestion as buses cannot pass and is very dangerous for pedestrians.'*

*'Cannot give permission for this as people are already crossing whenever and wherever they want. Doing this will mean there will be lot much more traffic on Ealing Road.'*

*'Too many pedestrian crossing causing congestion. People are crossing wherever they like. Reducing the speed to 20 mph will cause traffic congestion, pollution, overdevelopment as a result of the new coming Tower buildings in the area.'*

5.3.2 **Officer Response:** The proposed raised speed table's measures will help reduce vehicle speed and prevent accident happening along Ealing Road. This will not in any way cause more traffic or increase congestion on Ealing Road.

5.3.3 The Council is looking at other options to reduce accidents and improve free flow of traffic due to future development in the area.

5.3.4 The proposed 20mph zone speed limit signs, Variable Message Signs (VMS) and Vehicle Activated Signs (VAS) will help give awareness to speeding motorists and therefore reduce vehicle speed and minimize accidents in the vicinity of Ealing Road. There will be continuous free flow of traffic and the 20 mph will not add to congestion.

5.3.5 Road work construction of the proposed scheme will be done in halves (two way traffic). This will allow continuous flow of traffic on Ealing Road and will therefore minimum disruption to local businesses.

## 5.4 **Summary**

5.4.1 Minor changes have been made to the scheme design in response to the consultation comments received, and taking into account the findings of the Stage 1/2 Road Safety Audit, The resulting Final Construction Detailed Drawing for the scheme is provided in Appendix D.

5.4.2 The minor changes made to the scheme design are summarised below.

- All 30 mph zone signs on the side roads leading to Ealing Road where removed so as not to cause confusion to motorist entering Ealing Road;
- 20 mph zone signs have been introduced on all side road leading to Ealing Road;

- The existing 20 mph zone signs on the south of Mount Pleasant Junction have been removed so that the existing 20mph from Bridgewater Road can now be extended to High Road, Wembley.

## 6.0 EQUALITIES ANALYSIS

6.1 11 of the 16 respondents completed at least part of the equality monitoring questionnaire. A breakdown of the equality data provided is given below along with a commentary on how the characteristics of respondents compares with the demographic profile of the Wembley Central and Alperton Ward.

Asian or Asian British					Black or Black British				Any other ethnic background	White			Mixed Race / Dual Heritage		Prefer not to say
Indian	Chinese	British	Asian Other	Caribbean	African	Somali	Black British	British/ English/ Welsh/ Scottish/ Northern Irish		Irish	White other	White/Black African	White/Asian	Other	
8	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1

Table 3 – Number of Responses to “What is your ethnic group?”

Do you consider yourself to have a disability?			Gender			Sexual Orientation			
Yes	No	Prefer not to say	Male	Female	Preferred not to say	Heterosexual	Gay	Bisexual	Other or prefer not to say
1	10	0	9	2	0	4	1	0	5

Table 4 – Number of Responses to “Do you consider yourself to have a disability?”, “What is your gender?” and “What is your sexual orientation?”

Religion										
Agnostic	Buddhist	Christian	Hindu	Humanist	Sikh	Jewish	Muslim	No Religion	Other	Prefer not to say
0	0	1	9	0	0	0	0	0	0	1

Table 5 – Number of Responses to “What is your religion?”

Age group						
0-16	16-24	25-34	35-44	45-54	55-64	65+
0	0	2	1	4	0	4

*Table 6 – Number of Responses to “which age group do you belong?”*

- 6.2 Table 3 shows that 90% of respondents were from a British background with 0% from a White background. This differs from the ward profile of 7.1% from a white background. 72% of respondents were Indian. This differs from the ward profile of 42% Indian. The result shows that the white background are under represented.
- 6.3 Table 4 shows that 82% number of respondents were male and 18% female. This is different from the ward profile of 52% male and 48% female.
- 6.4 In relation to disability, 9% of respondents considered themselves to have a disability. This is slightly different to the ward profile where 6% consider that they have some form of disability.
- 6.5 Table 5 shows that 8% number of respondents were Christian, 69% Hindu and 8% Muslim. This differs from the ward profile which has Christian as 27.2%, Hindu as 17.8% and Muslim as 18.6%.
- 6.6 Table 6 indicates that 27% number of respondents were 45 or under. This is different from the ward profile of 71.4%. This shows that more responses were received from age group 45 and over.
- 6.7 Overall, the equality analysis indicates that while the diversity profile of respondents to the consultation is broadly representative of Wembley Central and Alperton Ward, there are some apparent differences. However, given the low number of respondents it is difficult to draw any firm statistical conclusions from the information provided.

Protected Characteristic	Positive	Neutral	Negative	Comments	Mitigation if required
Age	X			The scheme will provide a safe crossing place for pedestrians and it will also improve accessibility to the local shops on Ealing Road.	N/A
Disability	X			The scheme will reduce crossing distances along Ealing Road area and provide improved crossing facilities. It will also reduce vehicle speeds.	N/A
Gender reassignment		X		No reason to believe this group will be disproportionately affected.	N/A
Pregnancy and maternity	X			The scheme will allow easy crossing movement for the less speedy walking people.	N/A
Race		X		No reason to believe this group will be disproportionately affected.	N/A
Religion or belief		X		No reason to believe this group will be disproportionately affected.	N/A
Sex		X		No reason to believe this group will be disproportionately affected.	N/A
Sexual orientation		X		No reason to believe this group will be disproportionately affected.	N/A

*Table 7 – Project Equality Analysis*

6.8 As shown in Table 7, the scheme will provide a positive benefit to both young and elderly pedestrians, pregnant women and those with mobility difficulties.

## **7.0 FINANCIAL IMPLICATIONS**

7.1 The scheme is being funded by Transport for London's Local Implementation Programme (LIP). The latest estimate for the works is £144,000.00. The funding allocation is:

Confirmed LIP Funding:	£144,000.00
<b>Total:</b>	<b>£144,000.00</b>

7.2 The funding allocation is therefore adequate to deliver the scheme.

## **8.0 RECOMMENDATION**

8.1 The Head of Highways and Infrastructure is recommended to approve the advertising of the Traffic Management Order necessary to implement the 20mph speed limit and notices required for pedestrian crossings, raised speed tables subject to the consideration of any representations received during traffic order consultation, approve the subsequent implementation of the proposal as shown on the drawing provided in Appendix D.

## **9.0 APPENDICES**

Appendix A: Preliminary Draft Consultation Drawing: Ealing Road Local Safety Scheme – From High Road Wembley to Mount Pleasant Junction.

Appendix B: Road Safety Audit (RSA) Stage 1/2 Report

Appendix C: Consultation Documents

Appendix D: Final Construction Detailed Drawing: Ealing Road Local Safety Scheme – From High Road Wembley to Mount Pleasant Junction.

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**AGREED / REJECTED**

**Signed:**



**Date: 02/04/2019**

**Tony Kennedy**  
**Head of Highways and Infrastructure**

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**Local Government Act 1972 – Access to Information**

The following items were used in the preparation of the report:

1. Consultation responses and analysis

The above documents may be inspected / copied by contacting:

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