

Improving signage on Hackney's Council estates

Consultation Report

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Background

The Council own and manage more than 30,000 homes across hundreds of estates in Hackney, with a huge mix of styles ranging from 1930s mansions blocks to 1960s towers and brand new 21st Century Council homes.

While every estate has its own distinct character, they want to ensure the information and signage across all of our homes is inclusive, legible, and up-to-date, helping residents feel proud of where they live.

The estates use a wide variety of signage from different eras, much of which refers to Hackney Homes – the former management organisation that has now been brought back in-house by the Council.

The Council also has over 2,000 notice boards across our estates, including many that are very well used and managed, but with some that require updating and don't include up to date information.

The Council is introducing a series of ideas for new signage designs to pilot on seven estates across the borough, including street and block naming, maps wayfinding (or directional signage) and preventative signage like 'no ball games notices'. This will help them choose a final approach to signage that can be rolled out across all homes and estates in the borough.

Meanwhile, they are also looking at rationalising our notice boards to minimise underused and unmanaged boards, as well as testing out new digital notice boards that can improve our communication with residents.

Consultation Approach

An online survey was used to conduct the consultation on Citizen Space.

Response Rate

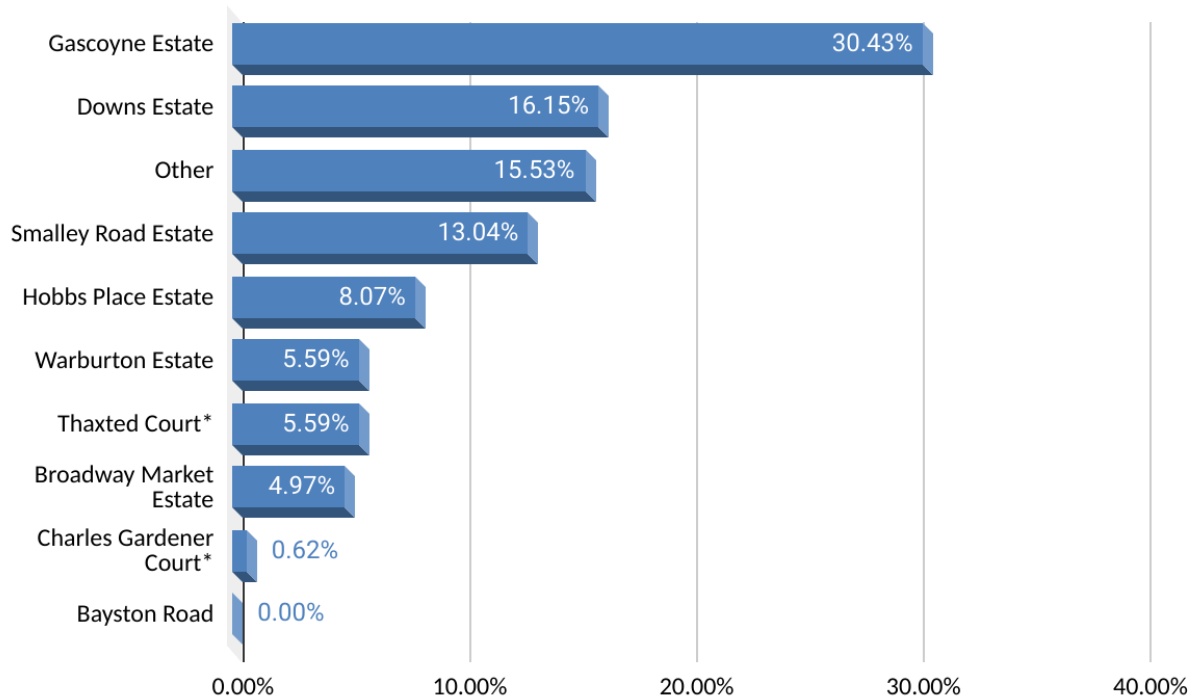
A total of 172 responses were received to this consultation.

Comments

Where questions have comment sections, examples of comment themes mentioned will be included. All comments are available upon request.

Summary of results

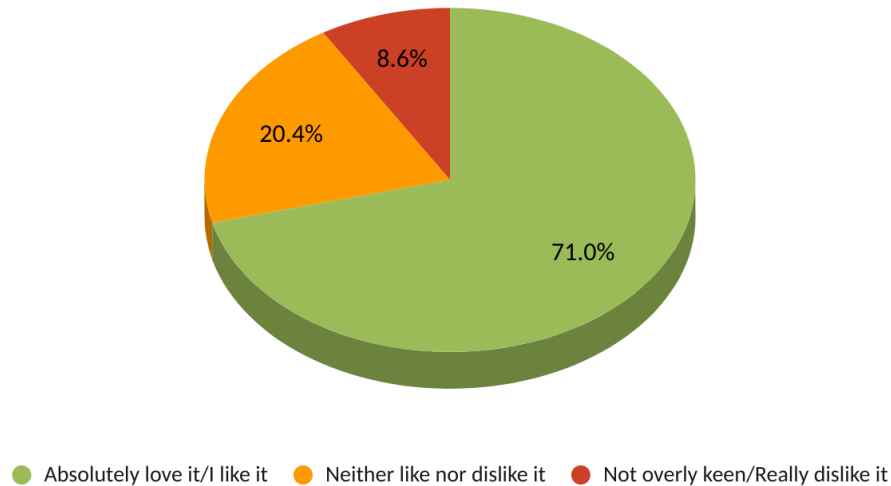
What estate do you live on? (Base 161)



The highest percentage of respondents live on “Gascoyne Estate” (49). This is followed by “Downs Estate” (26), “Other” (25), “Smalley Road Estate” (21), “Hobbs Place Estate” (13), “Warburton Estate” and “Thaxted Court” (9 each), “Broadway Market Estate” (8) and “Charles Gardener Court” (1).

Street/Block signage

What is your first impression of the new design block name signage? (Base 162)



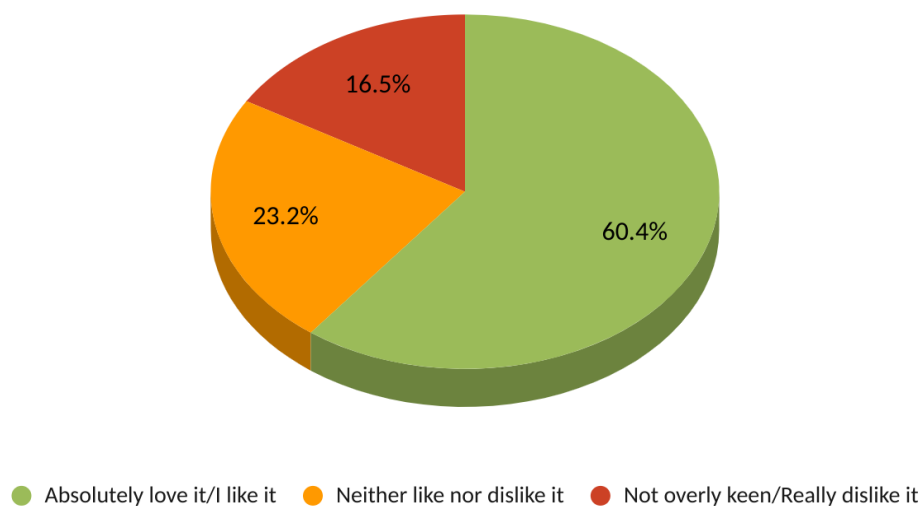
The majority of respondents stated that they either “Absolutely love it” or “I like it” (115). Just over 20% stated “Neither” (33), with a small percentage who do not like it (14).

We then asked respondents to explain their answer. Some of the things mentioned were:

- Positive responses (42)
 - Clear
 - Easy to read
- Negative responses (16)
 - Plain
 - Basic looking
 - Too busy
 - Waste of money
 - Looks cheap
 - Font

Identifying signage

What are your thoughts about the "Museo Sans" font used on the signage? (Base 164)

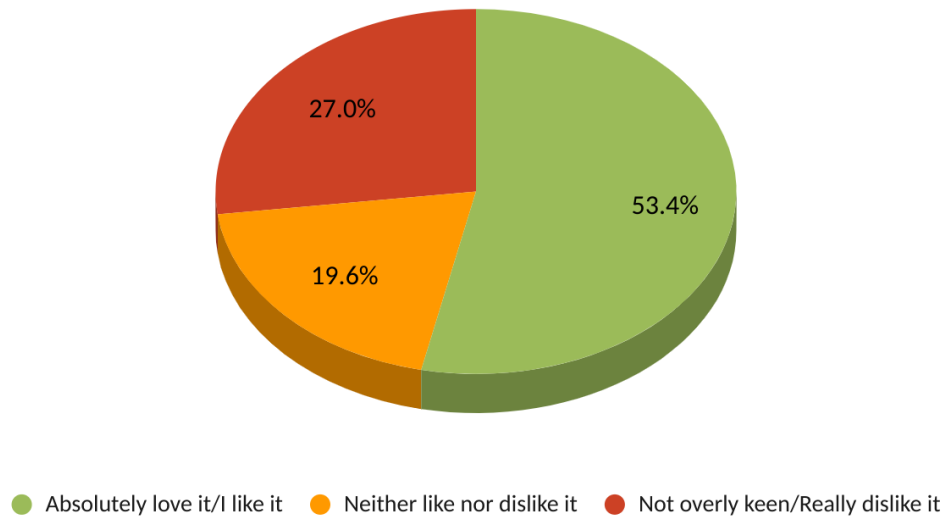


The majority of respondents stated that they either “Absolutely love it” or “I like it” (99). Just over 23% stated “Neither” (38), with just over 16% stating they do not like it (27).

We then asked respondents to explain their answer. Some of the things mentioned were:

- Positive responses (22)
 - Clear
 - Easy to read
 - Modern
 - Simple
 - Modern
 - Good
 - Contemporary
- Negative responses (16)
 - Plain
 - No style
 - Waste of money
 - Font size
 - Font clashes with Hackney logo
 - Uninspiring

What are your thoughts about the "Joanna" font used on the signage? (Base 163)

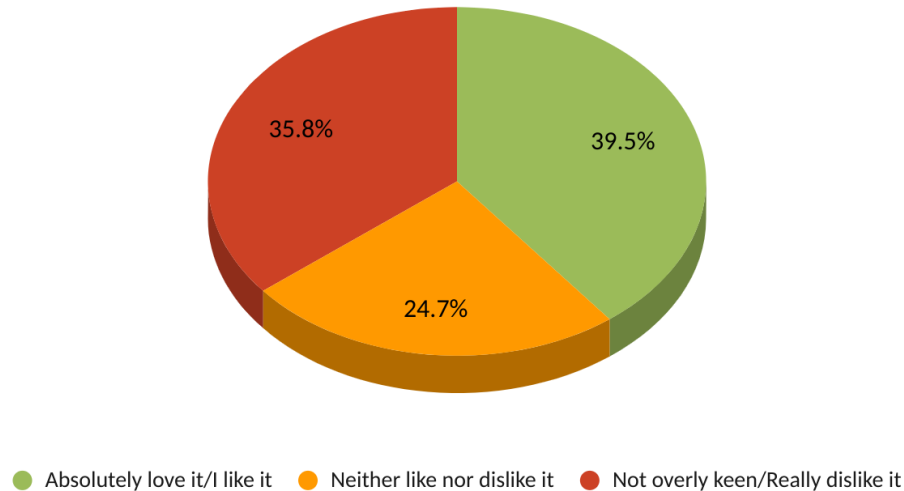


The majority of respondents stated that they either “Absolutely love it” or “I like it” (87). Just under 20% stated “Neither” (32), with 27% stating they do not like it (44).

We then asked respondents to explain their answer. Some of the things mentioned were:

- Positive responses (15)
 - More character and interest
 - Clear
 - Quirky
 - More formal
 - Upmarket
 - Elegant
 - Classy
- Negative responses (10)
 - Too fussy
 - Not attractive
 - Waste of money
 - Very formal
 - Upper case very ugly

What are your thoughts on the silver background signage? (Base 162)

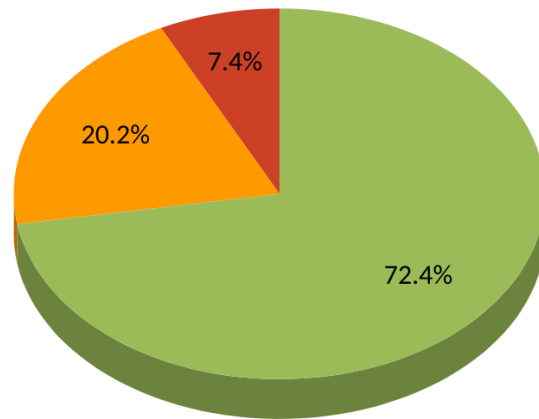


There was a very mixed response to this question, with those who “like it” and those who “do not like it” showing a fairly equal response (64 and 58 respectively), with only a 3.7 percentage difference. Those who said “neither” accounts for a quarter of respondents (40).

We then asked respondents to explain their answer. Some of the things mentioned were:

- Positive responses (2)
 - Easier on the eye
 - Stands out more
- Negative responses (17)
 - Prefer white background
 - Not easy to read
 - Waste of money
 - Doesn't stand out
 - Looks cheap
 - Plain/bland

What are your thoughts on the white background signage? (Base 163)



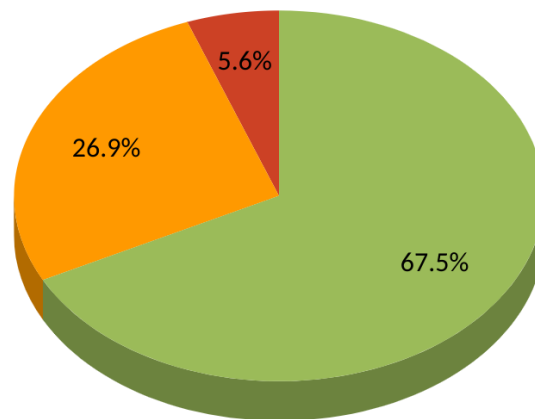
● Absolutely love it/I like it ● Neither like nor dislike it ● Not overly keen/Really dislike it

The majority of respondents stated that they either “Absolutely love it” or “I like it” (118). Just over 20% stated “Neither” (33), with a small percentage stating they do not like it (12).

We then asked respondents to explain their answer. Some of the things mentioned were:

- Positive responses (25)
 - Clearer to read
 - Cleaner
 - Better contrast
 - Neat
 - Letters stand out
 - Visible
- Negative responses (5)
 - Prefer silver
 - Waste of money
 - Cold
 - Boring

What are your thoughts on the Hackney branding on the signage? (Base 160)



● Absolutely love it/I like it ● Neither like nor dislike it ● Not overly keen/Really dislike it

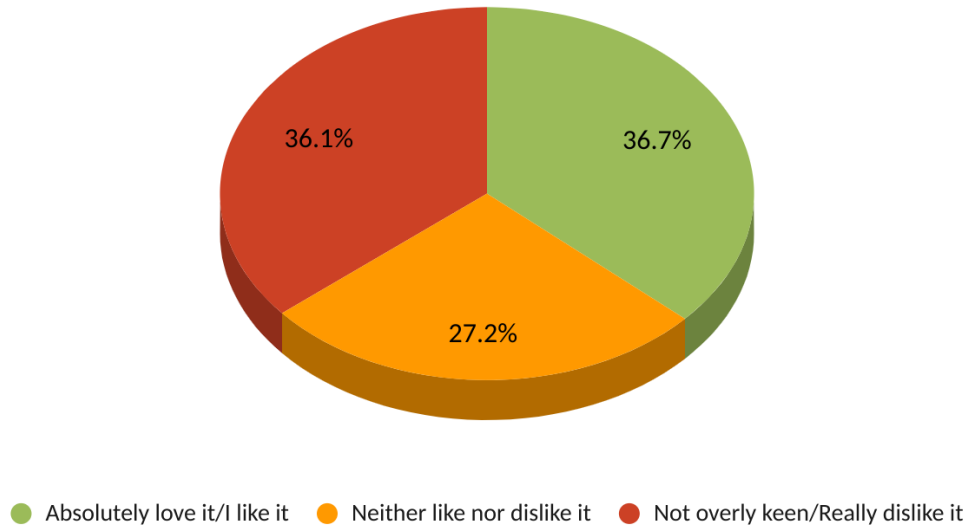
The majority of respondents stated that they either “Absolutely love it” or “I like it” (108). Just over a quarter stated “Neither” (43), with a small percentage stating they do not like it (9). We then asked respondents to explain their answer. The following themes were mentioned:

We then asked respondents to explain their answer. Some of the things mentioned were:

- Positive responses (19)
 - Clear
 - Good
 - Subtle
 - Simple
 - Effective
 - Defines our borough
 - Proud of Hackney
- Negative responses (8)
 - Waste of money
 - Dislike
 - Logo is too old fashioned
 - Small
 - Not happy with branding

Preventative signage

What are your thoughts on the existing signage across your estate? (Base 158)

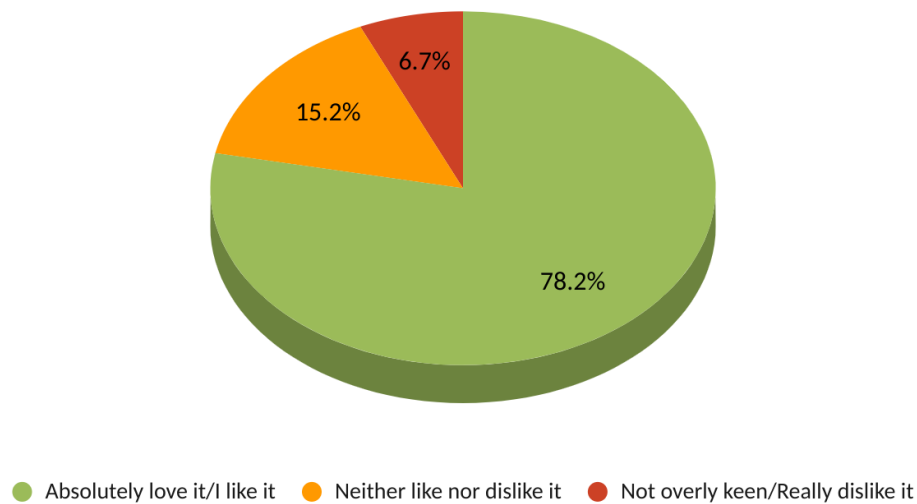


There was a very mixed response to this question, with those who “like it” and those who “do not like it” showing an almost equal response (58 and 57 respectively), with only a 0.6 percentage difference. Those who said “neither” accounts for just over a quarter of respondents (43).

We then asked respondents to explain their answer. Some of the things mentioned were:

- Too many signs/colours.
- Too much going on.
- Defaced/Bad condition
- Need to be rebranded
- Not much signage
- Rules not followed

What are your thoughts on the positive language signage on your estate? (Base 165)

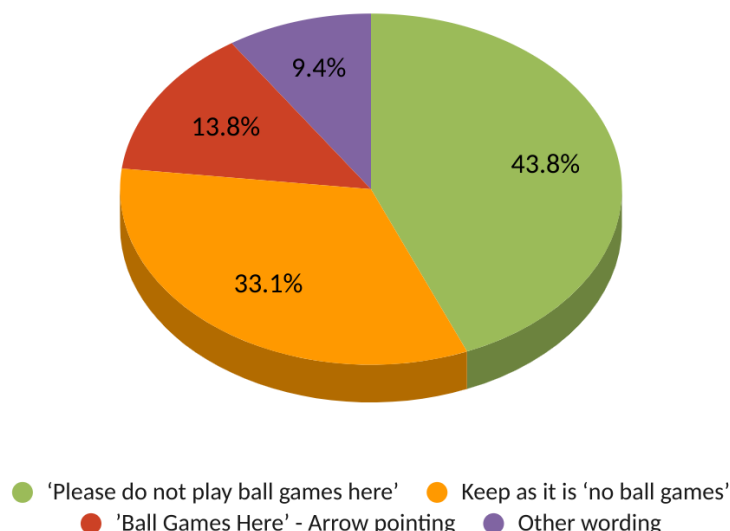


The majority of respondents stated that they either “Absolutely love it” or “I like it” (129). Just over 15% stated “Neither” (25), with a small percentage stating they do not like it (11).

We then asked respondents to explain their answer. Some of the things mentioned were:

- Positive responses (24)
 - Better to give positive messages
 - Encouraging and neighbourly
 - Clear wording
 - Nicer tone than negative warnings
 - Positive vibes
 - Smarter and tidy looking
- Negative responses (7)
 - Messaging on some estates is confusing and unclear
 - Needs to be more forceful
 - No one pays attention to the signs
 - More emphasis on the amount of fine. Use “hefty” or “significant” fine.

What wording would you like to see for no ball games signage? (where required)
(Base 160)



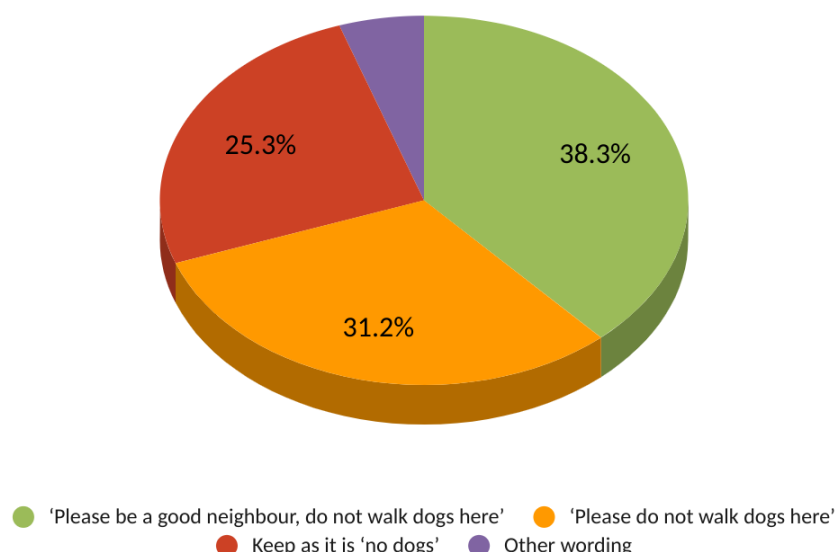
The highest percentage response related to “Please do not play ball games here” (70). This was followed by “Keep as it is ‘no ball games’ “ (53), “Ball Games here - arrow pointing” (22) and “Other wording” (15).

We then asked respondents to give us suggestions for any other wording. The following suggestions were mentioned:

- “Please do not play here”
- “Please no ball games here”
- “No ball games at all”
- “Ball games prohibited”
- “Ball games are not allowed here”

Many were in favour of allowing ball games, with signs encouraging children to play ball games but in certain areas.

What wording would you like to see for no dogs signage? (where required) (Base 154)



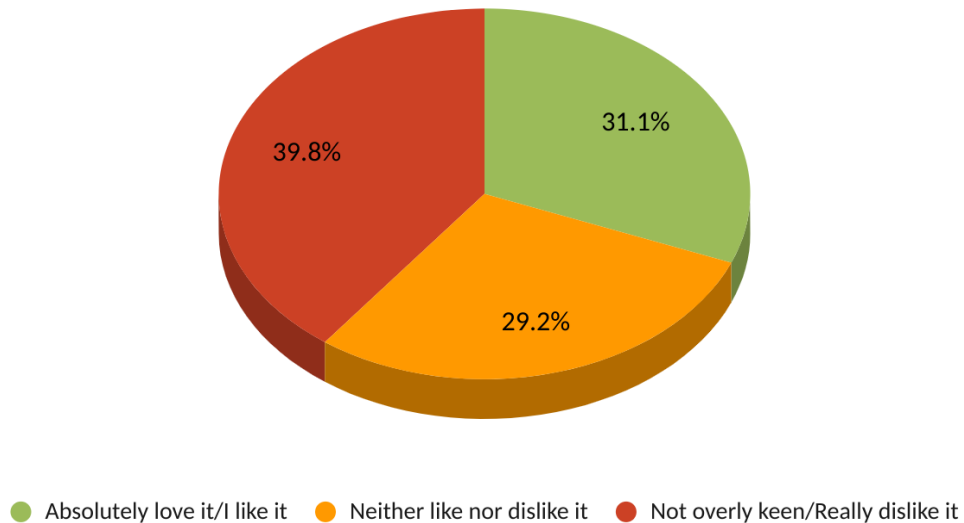
The highest percentage response relates to “Please be a good neighbour, do not walk dogs here” (59). This is closely followed by “Please do not walk dogs here” (58), then “Keep as it is ‘no dogs’ “ (39). “Other wording” accounted for a much smaller percentage (8).

We then asked respondents to give us suggestions for any other wording. The following suggestions were mentioned:

- “Please clean up your dogs business, we all have to walk here”
- “No dogs’ mess”
- “No dog walking - that means YOU!”
- “No dogs allowed in this area”
- “Please walk your dogs in the designated area”
- “No walking dogs in this area”
- “No dogs please”
- “Clean up after your dog”
- “Keep dogs on a leash”
- “Report offenders. Reward given.”
- “For child safety, no dogs”

Estate maps

What are your thoughts on existing estate maps on your estate? (Base 161)

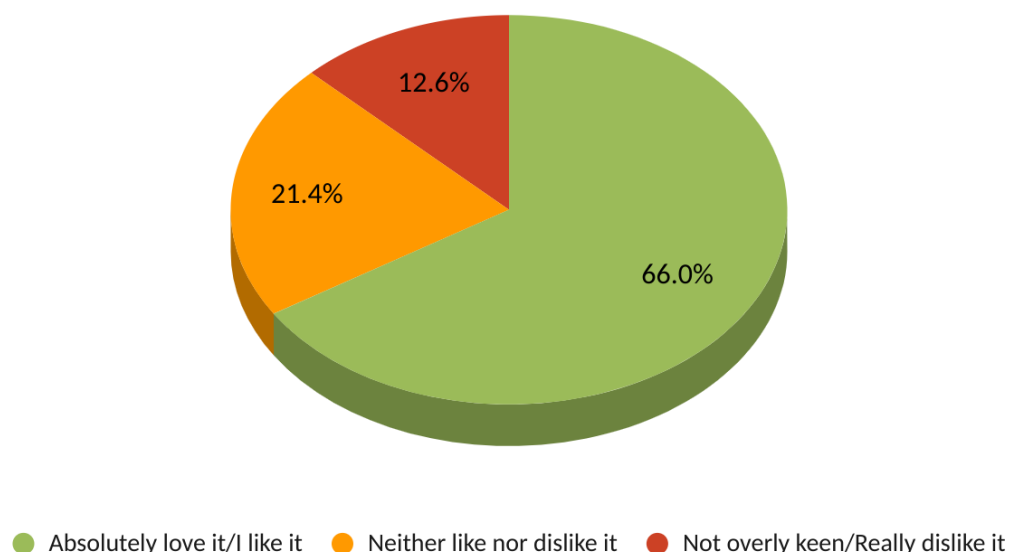


There was a very mixed response to this question, with those who “like it” accounting for just over 31% (50) and those who “do not like it” accounting for almost 40% (64). Those who said “neither” accounts for just under 30% of respondents (47).

We then asked respondents to explain their answer. Some of the things mentioned were:

- There were no positive responses mentioned.
- Negative responses (32)
 - Unclear
 - Complicated
 - Outdated
 - Confusing
 - Hard to navigate
 - Ugly
 - Need washing/cleaning

What are your thoughts on the new proposals? (Base 159)



The majority of respondents stated that they either “Absolutely love it” or “I like it” (105). Just over 21% stated “Neither” (25), with a smaller percentage stating they do not like it (20).

We then asked respondents to explain their answer. Some of the things mentioned were:

- Positive responses (10)
 - Colour combination is very clear
 - Maps with colours are best
 - New and fresh
 - Good
 - Trendy and fashionable

There was a favourable response to using the white background over the black background among respondents.

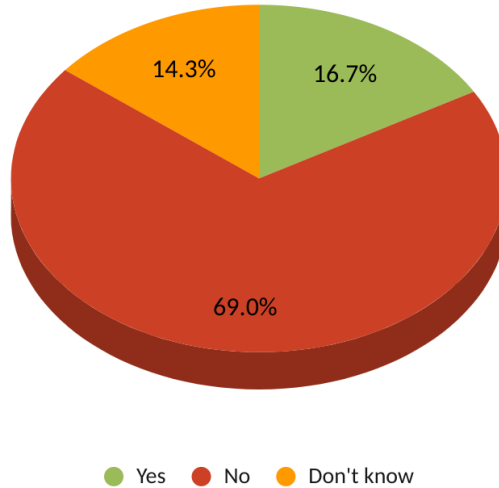
What type of information would you like to see on your new estate maps?

The following suggestions were made:

- Adjoining streets names
- All bus stops
- GP surgeries
- Estate/building/block names and numbers
- Flat numbers for each block
- Play areas
- Cycle routes
- Community Halls
- Youth Centres
- Different colours for each block on an estate
- Direction arrows showing way to each estate
- Entrances/exits - buildings/blocks, roads.
- Green spaces
- Disabled parking bays
- TMO office

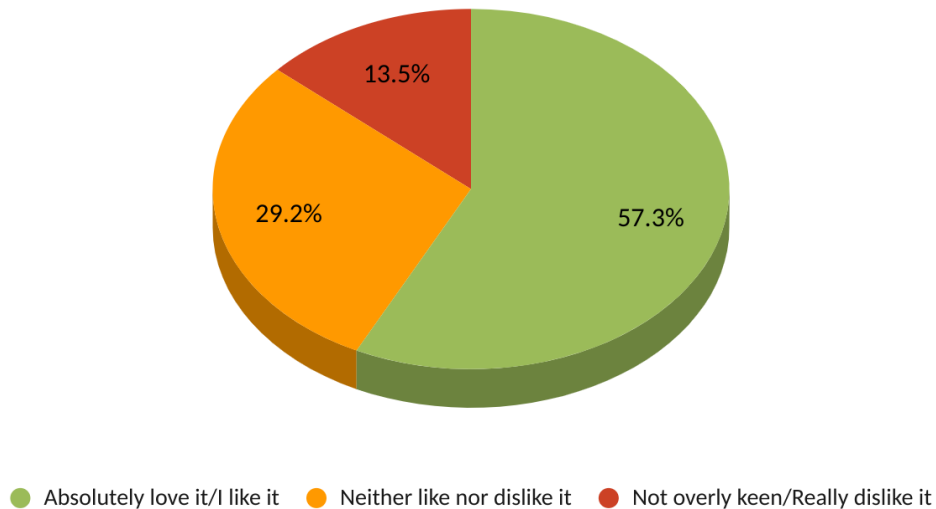
Noticeboards

Do you have an electronic noticeboard on your estate? (Base 168)



The majority of respondents, at over two thirds, stated that they do not have an electronic noticeboard on their estate (116). Only 16.7% stated that they do (28), and 14.3% were not sure.

What is your first impression of the new electronic notice boards on your estate? (Base 89)

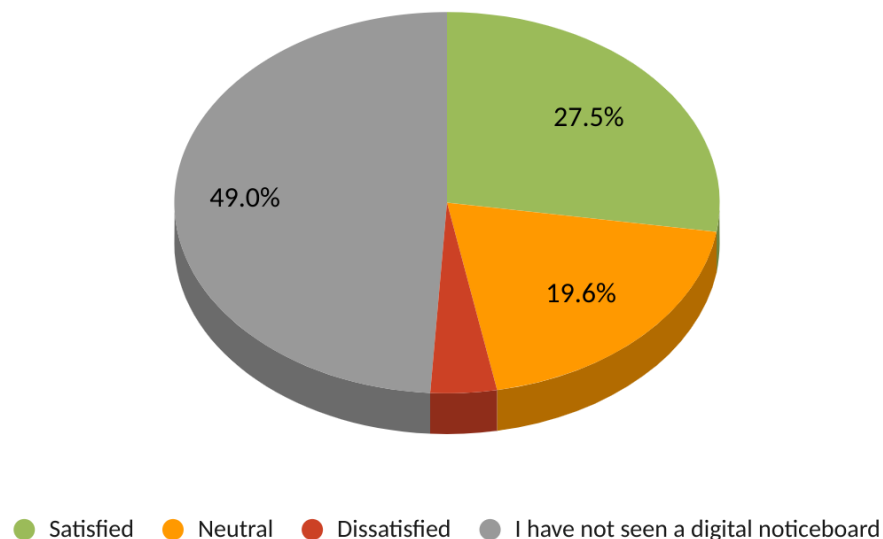


The majority of respondents stated that they either “Absolutely love it” or “I like it” (105). Just over 21% stated “Neither” (25), with a smaller percentage stating they do not like it (20).

We then asked respondents to explain their answer, with the majority of responses being negative or never having seen a noticeboard. Some of the things mentioned were:

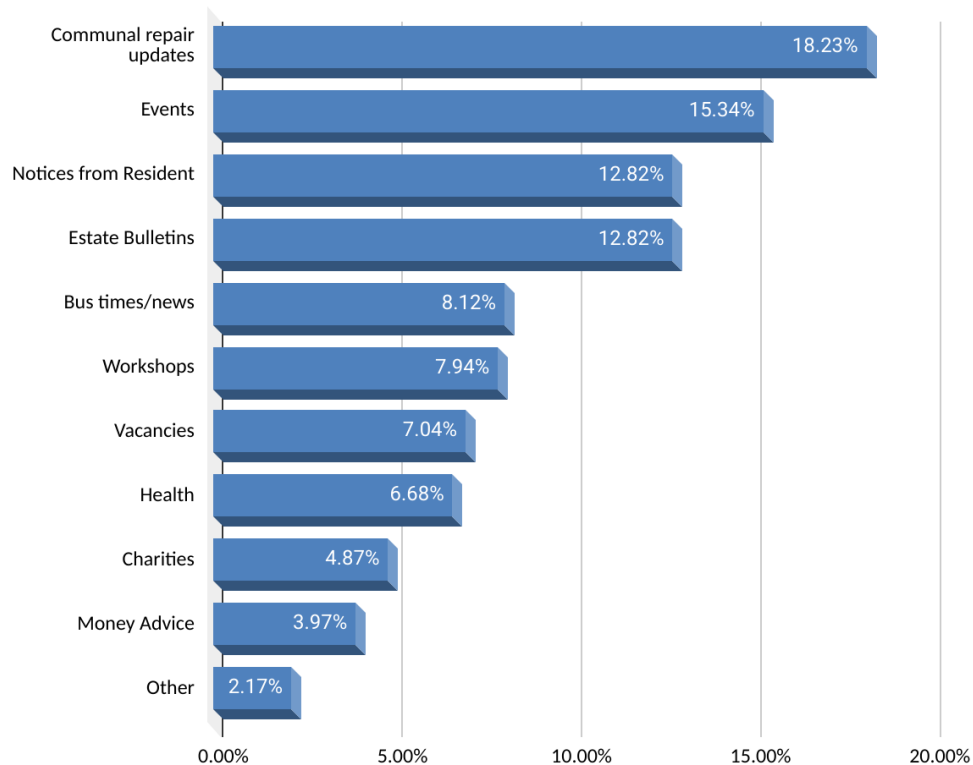
- Negative responses (13)
 - Waste of money
 - Open target for vandalism
 - May get stolen
 - Out of date information
 - Too busy and text heavy

If you have seen a digital noticeboard, how satisfied or dissatisfied are you with how useful/valuable the information displayed is? (Base 51)



The highest percent response, at almost half of respondents to this question, relates to those who have “not seen a digital noticeboard” (25). Just over a quarter of respondents were “satisfied” (14), just under 20% stated “neither” (10) and a very small percentage were “dissatisfied” (2).

What kind of information would you like to see posted on these noticeboards?
(You can answer this even if you do not have one on your estate yet)



The highest percentage response for the kind of information respondents would like to see posted on these notice boards related to “communal repair updates” (101). The next three highest choices are “events” (85), “notices from residents” and “estate bulletins” (71).

Those who stated “Other” said the following:

- *“Bus times to include bus 394”*
- *“Free services available in Hackney to young people, elderly people, vulnerable adults etc. News or information about creative opportunities such as art or music classes or projects, as well as sports clubs young people and adults could join. Any non-profit / council-run / charity schemes worth advertising to change residents' lives and open their potential and create opportunities for them. Things that would inspire young people and adults! Please, no adverts from corporations, especially not things like gambling, soft drinks, snack bars or fast food chains.”*
- *“Information about who to contact to report issues with, for example, street lighting, rubbish dumping or repairs.”*
- *“Next estate walk around date, time and location”*
- *“Council contact person for estate and email or phone number”*
- *“Reminders that pedestrians have priority at all times and cars are guests, to not burn rubbish, to not dump rubbish on our estate.”*
- *“Parking info”*

- *"The name of the housing officer."*
- *"Tower block repair updates"*

What can we do to improve how we communicate and engage with you using the new electronic notice boards?

Comments from respondents who gave a valid answer to this question:

- *"Advise how to contact a person regarding notices. This info should be on the outside of the noticeboard."*
- *"Allow residents to have a say, an ongoing say in what is displayed in the noticeboard. It must be focussed on what is happening locally."*
- *"Allow residents to post communal issues to Council via simple form. Show "last cleared" record."*
- *"Allow residents to post signs. For example, "I'm selling a TV" etc"*
- *"By introducing electronic notice-boards to improve how we communicate in the estate ie events, estate bulletins, notes from residents, repairs updates"*
- *"Clean and clear communication"*
- *"Community/volunteering opportunities, BUT I really don't like these digital notice boards."*
- *"Daily positive quote or joke or fact or something that grabs my attention."*
- *"Display more information and news about your work, plans"*
- *"Emergency contact email button"*
- *"Ensure info is relevant, up to date and find ways to make it interactive so residents can communicate with you and comment, sign up to initiatives using their phones"*
- *"Have up to date and useful info re TRA meeting dates;AGM, Estate manager's names and contact, repairs, ASB, elderly group, etc, year's activity, proposed RLIB projects, planned works dates, programme, help lines, N-Panel meetings, events-also important council information"*
- *"Let residents put messages up"*
- *"Make it easier to scroll to the information you want to see if you miss it the first time around (Usually whilst waiting for the lift)"*
- *"Make it estate specific- your emails are about all this investment in other estates yet I can't see any in mine. Built in 1959 and needing a lot of attention"*
- *"Make it more about health and family about local events and businesses to make Hackney feel more like a family and community."*
- *"Numbers to call ie repairs advice"*
- *"Put the next estate walkabout date and when estate related repairs will be completed, eg lights, holes in road surface"*
- *"The nearest shopping centre and showing the nearest train station. Also nearest gym, hospital, GP."*
- *"We want to see health care and events. We want to see a nice playground for children and gym facilities. And a good library for children."*
- *"Weekly updates"*

Do you have any other comments?

52 comments were made by respondents, and those that were most relevant to the consultation are below:

- *"A sign/map is needed on Smalley Estate at the end of Gartan Close by Sandford Lane(Lots of lost delivery drivers!)"*
- *"Add signs in areas where there are houses that are in public pathways. Use signs to prohibit throwing of litter in the garden."*
- *"Can people contribute to/update the bulletin? Seems a waste of money and electricity/something to be stolen/broken"*
- *"Can you please talk to people with dogs to pick-up after their dogs? Pick up after your dogs."*
- *"Council needs to check the burden of charges they are putting on the residents with all these changes and costs."*
- *"Electronic boards are a great idea and feel modern and relevant"*
- *"Electronic boards will need protecting from weather and ASB. Is this board for residents' use? (i.e. TRA info out), or Estate Managers and council info display"*
- *"Humanise this information, take away any hostility and indifference from the signage. This makes a massive impact on inclusivity."*
- *"I expect the digital signboards to be hacked really quickly."*
- *"I feel this consultation and the new signage/notice-boards are a waste of the council's money given that there are many more important things where these funds could be spent."*
- *"I like the new improvements"*
- *"I live on Ballance Road and it would be good if the signs were clearer that we are part of Gascoyne Estate."*
- *"Information should be available in other languages. Notice-boards should be interactive"*
- *"Is this a priority? We have noise problems, leak issues with cleaning and money is being wasted on signage which doesn't impact day to day life or wellbeing."*
- *"It's not the signs that need improving-it's the actual blocks which require major work, cleaning and environmental control"*
- *"Make signage more accessible by bringing them lower and having braille"*
- *"Messaging is very important. Hackney Council has declared a Climate Emergency so messaging on estates should follow suit - encouraging active transport, encouraging children to play, and discouraging car usage. I want all estates to put people walking and cycling as first priority, so cars are only welcome at walking speed and as guests on all estates."*
- *"Move away from all current signage, don't make them so cheap and "chavvy"*
- *"No one looks at the digital notice-boards. The money would be better spent securing the blocks and getting rid of drug problems/homelessness."*
- *"Not sure digital notice boards are the way to go. Really unsure they will look good, or display enough information. Eg you have to wait for the appropriate notice to come round in the order of display. Don't have that issue with traditional noticeboards"*

- *“Old fashioned notice boards means local residents can stick up easy signs EG lost dogs. I don't want to think the council is spending loads of money on digital signs everywhere, but I can see a few might be helpful.”*
- *“On Jack Dunning Estate, the estate signage (e.g. Staveley Court, Barton Close etc) is really unclear and inconsistent. For instance Barton Close has number 13-23 marked on a sign but there is no clear 1-12 marked (it is on a building on the opposite side of the close and other side of the building, and hidden by a tree). In one 'square' you have Barton Close, Staveley Court and Coniston Walk and it isn't clear which is which. This confuses visitors (including e.g. home healthcare workers, nurses) and delivery drivers.”*
- *“Personally I really feel these notice-boards are a bad idea, but only because I can picture them being abused and vandalised”*
- *“Quarterly or bi-monthly "How did we do" survey for set communal tasks via noticeboard.”*
- *“Thanks for the improvements. Very neat.”*
- *“The noticeboard doesn't have more information. It's good to improve that can help us”*
- *“The signs we already have have been spray-painted in black so it is a waste of money and time doing new ones.”*
- *“We can handle the financial info - how much to get this far - how much more - is all this from rent and CTAX. The signs are already on the buildings. Really just too much”*
- *“We have regular letters from our neighbourhood officers and these keep us informed with most issues.”*