

Broadway Market engagement report

Sustrans submission to London Borough of Hackney

February 2017

About Sustrans

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1 Introduction

This report details the engagement carried out by Sustrans on behalf of London Borough of Hackney (LBH) and Transport for London (TfL) in Broadway Market for Quietway Apex Junction to London Fields from November 2016 to January 2017.

This report is intended to give an overview of the engagement process in Broadway Market, Hackney.

This report will:

- Explain the engagement process so far on Broadway Market
- Explain the community feedback outcomes received from over 672 people and draw together common themes
- Demonstrate transparency

1.1 Background

Quietways are part of the Mayor's Vision for Cycling in London. They are a new network of direct and easy to follow cycle routes throughout London.

Quietway Apex Junction to London Fields (QALF) will start at Apex Junction, Old Street, and end at London Fields. In the London Borough of Hackney the route will run via Rivington Street, Columbia Road and Goldsmiths Row before reaching Broadway Market.

Broadway Market is a narrow road that has an unusually high concentration of both cycles and pedestrians. Though volumes of traffic themselves are not high, the nature of the road layout (slalom parking and a flush kerb) on the one hand prevents visibility and further narrows the road, whilst also creating the illusion of a pedestrianised area and pushing vehicles and cycles onto the pavement due to lack of space.

Broadway Market was highlighted during the Quietway feasibility study phase as needing traffic reducing interventions in order to meet Quietway standards, resolve conflicts between road users and improve conditions for pedestrians and cyclists.

1.2 Sustrans role and remit

Sustrans has over thirty years' experience in delivering sustainable transport solutions and are experts in community engagement. Based on this and through the tender process, TfL selected us as their delivery partner for the Quietways programme in December 2014.

Sustrans provide support and capacity to TfL and the London boroughs by providing the project management role on every route. Boroughs are also able to commission us to provide technical support and community engagement on Quietways if needed.

The aim of this phase of engagement work on Broadway Market was to:

- Discover the appetite for traffic reduction in the area and highlight what and where traffic issues are
- Reach a wide audience and ensure businesses are contacted directly.

LBH will decide the next steps using the guidance of resident feedback, retail surveys and traffic count data.

The delivery of this report summarises the findings from the surveying work done in the area and feedback from key stakeholders and concludes the assignment.

Sustrans is not the decision making body on Quietways; the final decision on each design solution lies with TfL or the relevant London borough, whichever owns the land or road in question.

1.3 London Borough of Hackney role

Hackney commissioned Sustrans to carry out the engagement work in order to objectively identify users' concerns and approach change on Broadway Market from a blank slate perspective. The council had not identified a design scheme to pursue prior to the engagement work.

2 Summary of key findings

Findings

- **65%** of respondents feel that there is too much traffic on Broadway Market and **58%** feel that vehicle speeds are too fast.
- **82%** of respondents stated that they would support solutions to reduce traffic in the area
- **90%** of respondents would support solutions to improve conditions for walking and cycling.

Issues

- **London Fields crossing:** The **most** commonly raised issue was the junction of Westgate Street, Lansdowne Drive and Broadway Market, which is the area respondents feel is most unpleasant to cross.
- **Managing space on the street:** The **second** most common issue raised related to the whole street feeling too narrow for the combination of bidirectional traffic, parked cars and high volumes of cyclists and pedestrians. Respondents described cyclists and vehicles using/ being pushed onto the pavement, facilitated by the flush kerb, and encouraged by parked cars and oncoming traffic reducing the street width.
- Many respondents said that cyclists travel too fast along Broadway Market.
- Many respondents feel that Broadway Market lacks pedestrian crossing points.
- Hackney Council stated that illegal pavement parking is a commonly raised issue on Twitter and other communication channels.
- The Broadway Market Traders Association stated that cyclists using the pavement on market days is a cause for concern.

Suggestions

- **Reducing traffic:** The **most** common suggestion from respondents was to reduce traffic on Broadway Market. This consisted of either closing the road to through traffic, making it one way, or pedestrianizing it entirely.
- **Parking:** The **second** most common suggestion for improvement was the reduction or removal of parking.
- Many respondents would like to see a signalised or cycle crossing at London Fields crossing.
- Many respondents mentioned a cycle lane to segregate cyclists from pedestrians and cars, and slowing speeds of vehicles on Broadway Market.
- Many respondents would like to see more seating, greenery and cycle parking on Broadway Market.

3 **Broadway Market “Discover” process overview**

- We wrote to 1,155 households and businesses in the Broadway Market area and received survey responses from 672 people, by post, online and through on-street surveying between November 2016 and January 2017.
- In addition, 309 people responded to an independent on-street retail survey between September 2015 and December 2016.

From November 2016 to January 2017, Sustrans ran a “Discover” engagement process on Broadway Market and the surrounding area. This was primarily to gather information from people living on Broadway Market and in the surrounding network of streets, business owners on Broadway Market, and visitors to the street.

Surveys and mail outs

1,155 households in the roads surrounding Broadway Market (see Appendix 1) were sent a letter in the post with information on the purpose of the survey and how to access it online, as well as a copy of the survey itself.

Pop-up events

In the “Discover” phase five pop-up events were held to survey locals in the Broadway Market area. The surveys were identical to the online survey. The pop-ups were designed to engage a wide range of people who visit Broadway Market at different times and use different forms of transport. The events took place on a weekday during the morning peak (8am – 10am), on a weekday during the evening peak (5pm – 8pm), outside London Fields Primary at the end of the school day (2.30pm – 4.30pm), on a weekday mid-afternoon (3pm-5pm) and during the Saturday market day (8am-2pm)

Businesses and Broadway Market Traders Association

All business establishments on Broadway Market received the survey in the post, and Sustrans staff made a follow up visit to each to ensure completion. Many businesses completed survey on the spot and some followed up online. All were left a flyer with a link to the survey if unable to complete it during the visit.

Sustrans also engaged the Broadway Market Traders Association, meeting the Chair; and we followed up with a visit to each market stall to remind traders to complete the survey and to give them a chance to respond in person if they wished.

103 of the 672 respondents are businesses or market stall holders.

Promotion

The survey had been available online, emailed to Hackney Cyclists (LCC) and promoted on flyers at each of the five pop up events.

Who we engaged

Of the 1,155 households and businesses engaged with, we received the following number of responses:

Online responses: 320

Postal responses 49

Pop up survey sessions: 266

Email responses: 4

Visiting businesses: 33

Total: 672

4 Findings

4.1 Perception survey questions

The following questions were included in the perception survey (see Appendix 2):

- Q1: Are you a local resident, business owner/employee, visitor to the area?
- Q2: Why do you normally come to Broadway Market?
- Q3: How do you normally travel to or through Broadway Market?
- Q5: Do you agree or disagree that traffic on Broadway Market is too fast?
- Q6: Do you agree or disagree that there is too much traffic on Broadway Market?
- Q7: Do you think Broadway Market is safe to walk on?
- Q8: Do you think Broadway Market is safe to cycle on?
- Q9: Are there any parts of the road that you find unpleasant or difficult to use?
- Q10: What would you do to improve these?
- Q11: Would you support measures to reduce traffic on Broadway Market?
- Q12: Would you support measures to improve the area for walking and cycling?
- Q13: What public realm improvements would you make to Broadway Market?
- Q14 (Businesses/traders only): What are your specific loading and delivery requirements?

4.2 Key results of the perception surveys

Of those who responded to each question:

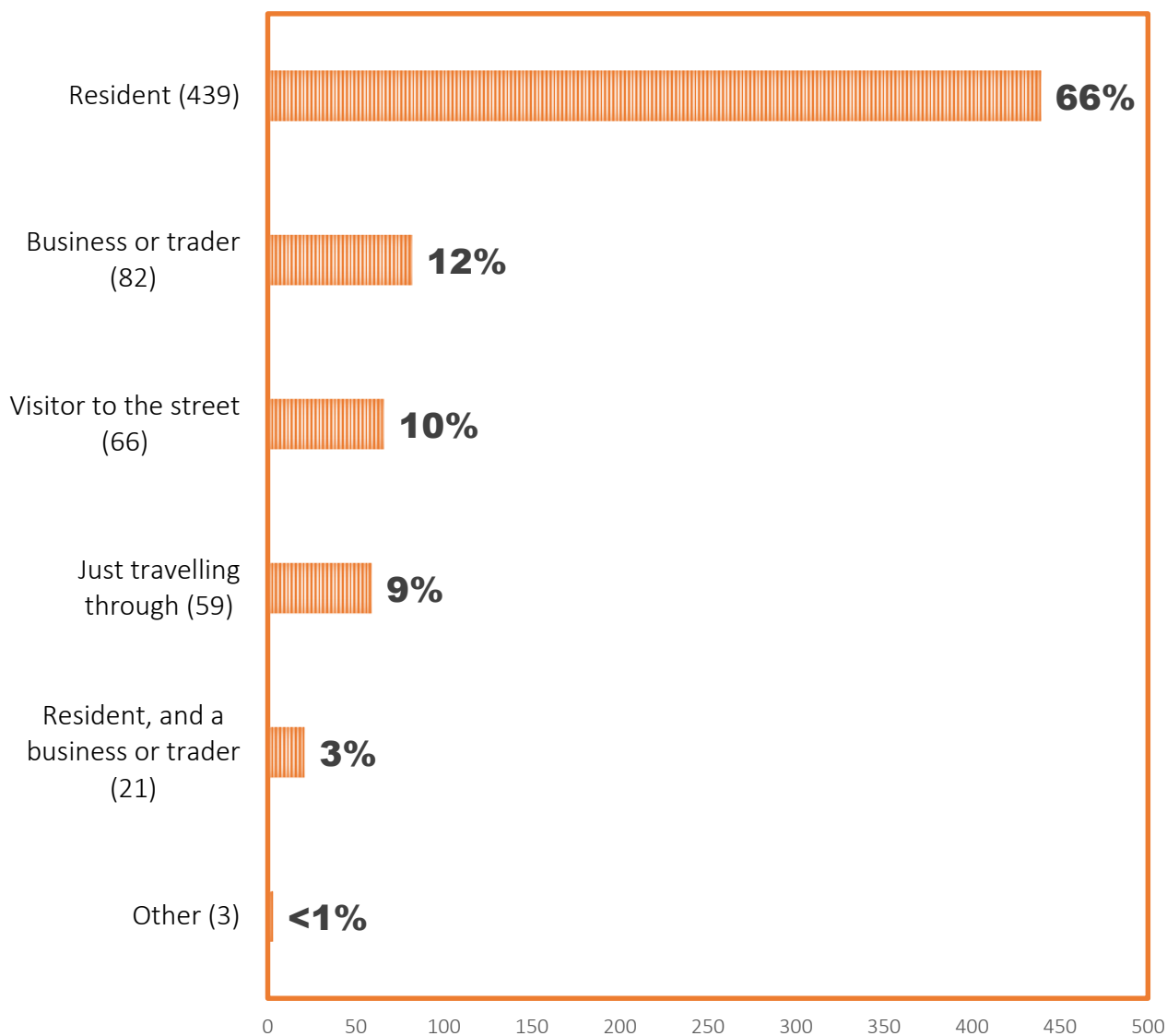
- 40% of people travel to Broadway Market on foot and 37% by bike
- 64% of people agree that there is too much traffic on Broadway Market
- 82% of people would support measures to reduce traffic on Broadway Market
- 48% feel safe walking along Broadway Market
- 32% feel safe cycling along Broadway Market
- 57% feel that vehicle speeds in the area are too high
- 90% would support measures to improve the area for walking and cycling
- When asked which parts of Broadway Market feel unpleasant to use, the most common response was the Westgate Street, Lansdowne Drive and Broadway Market junction.
- The most common suggestion from respondents on how to improve Broadway Market was to reduce traffic on Broadway Market. Suggestions as to how to do so consisted of either closing the road to through traffic, making it one way, or pedestrianizing it entirely.
- The second most common suggestion for improvement involved the reduction of parking.
- The third most common suggestion was the improvement of the junction of Westgate Street, Lansdowne Drive and Broadway Market through either signalisation or a parallel cycle crossing.

- Seating, greening and cycle parking are the most common suggestions for ways to improve public realm.

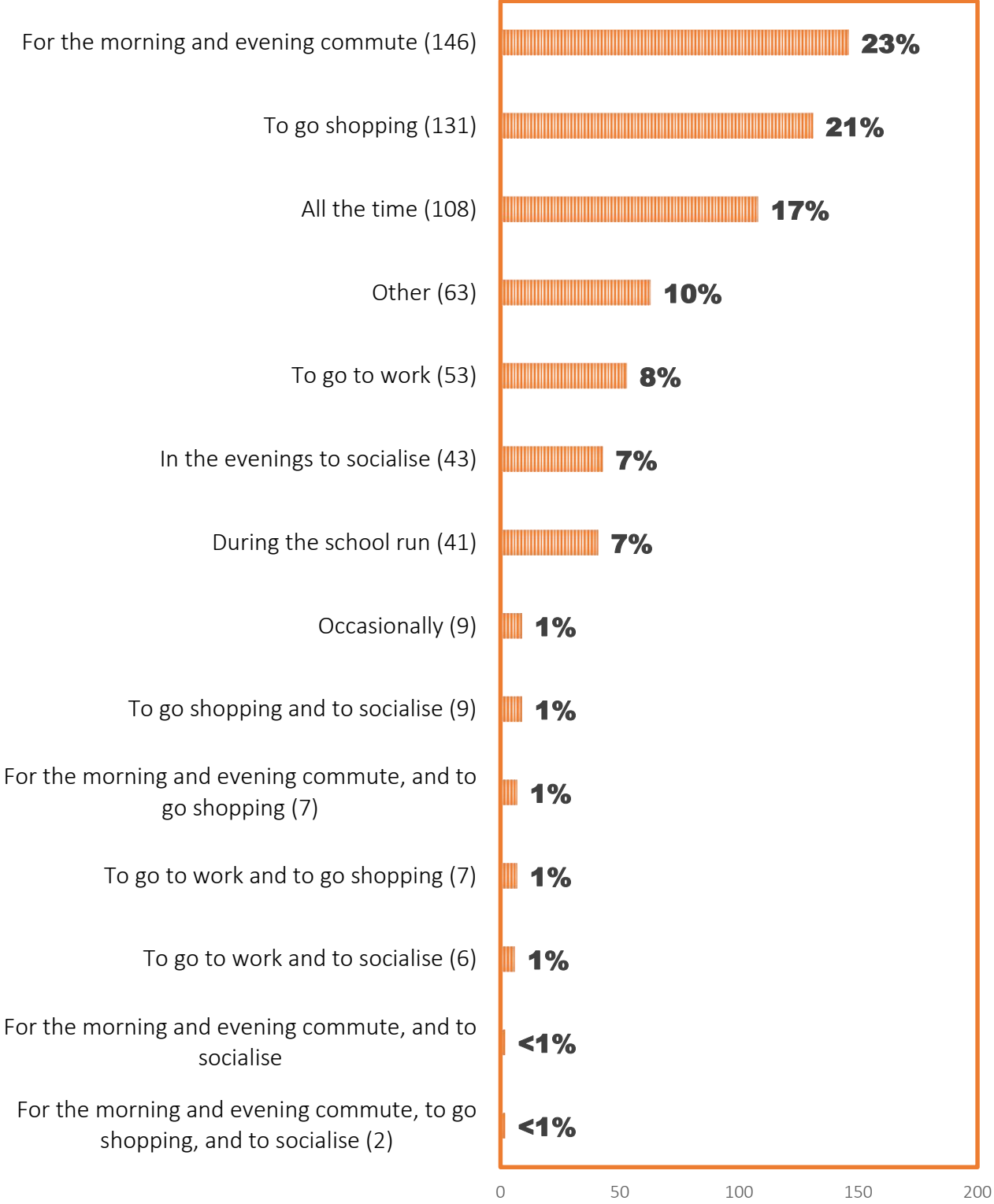
4.3 Quantitative data findings

The charts below show the collated responses to all quantitative questions (Q1-Q8 and Q11-Q12).

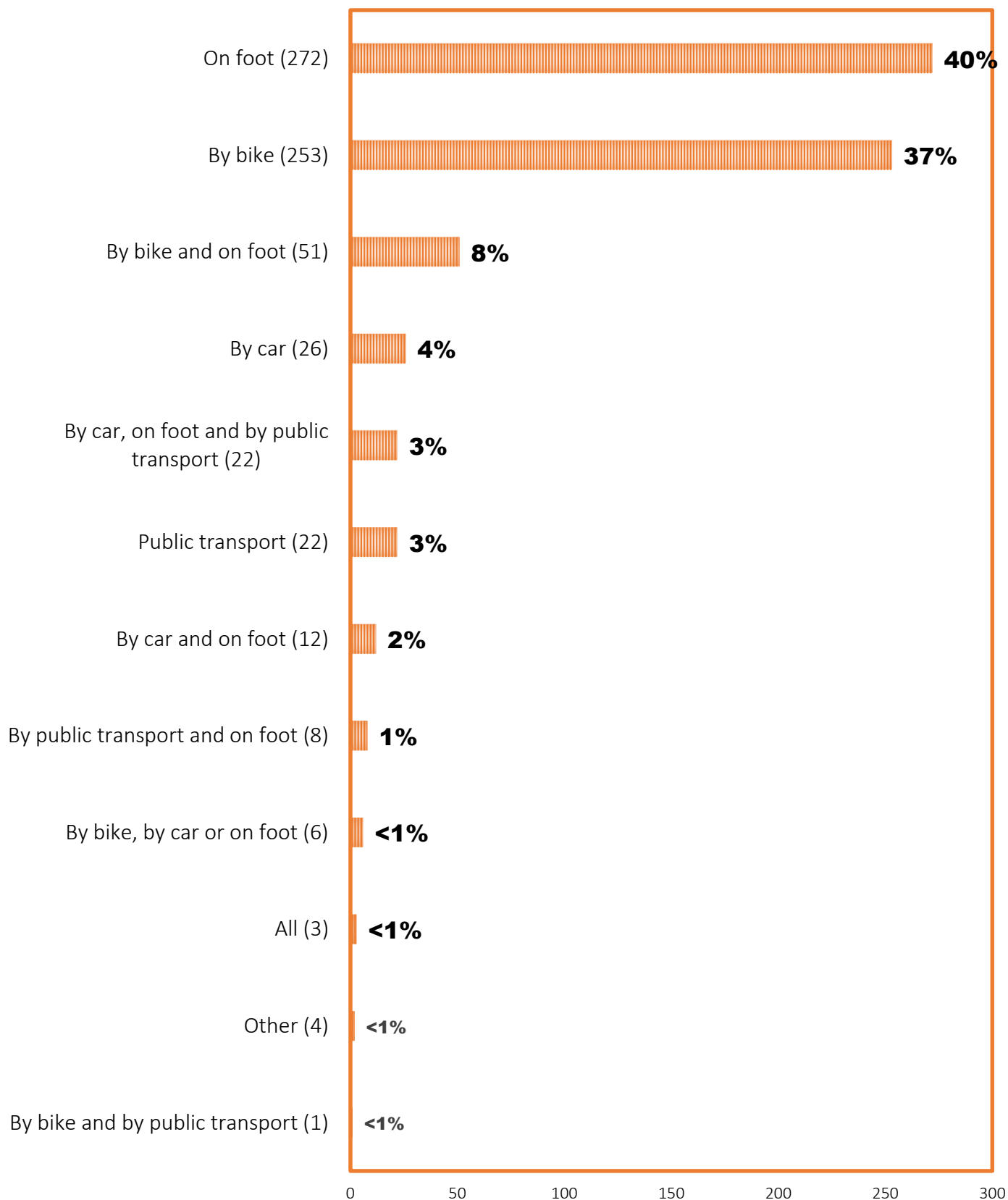
I AM A



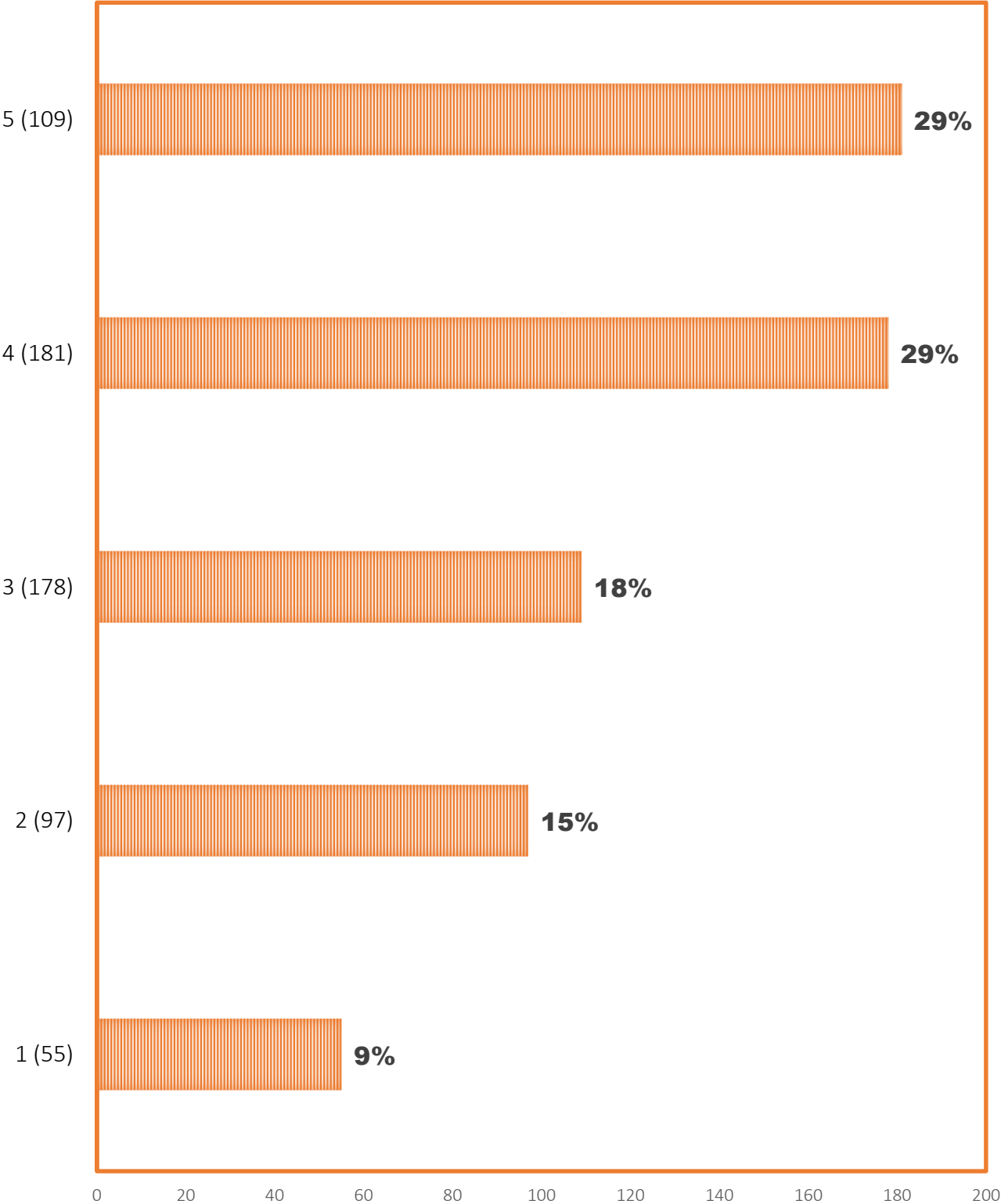
I COME TO BROADWAY MARKET



I TRAVEL TO BROADWAY MARKET

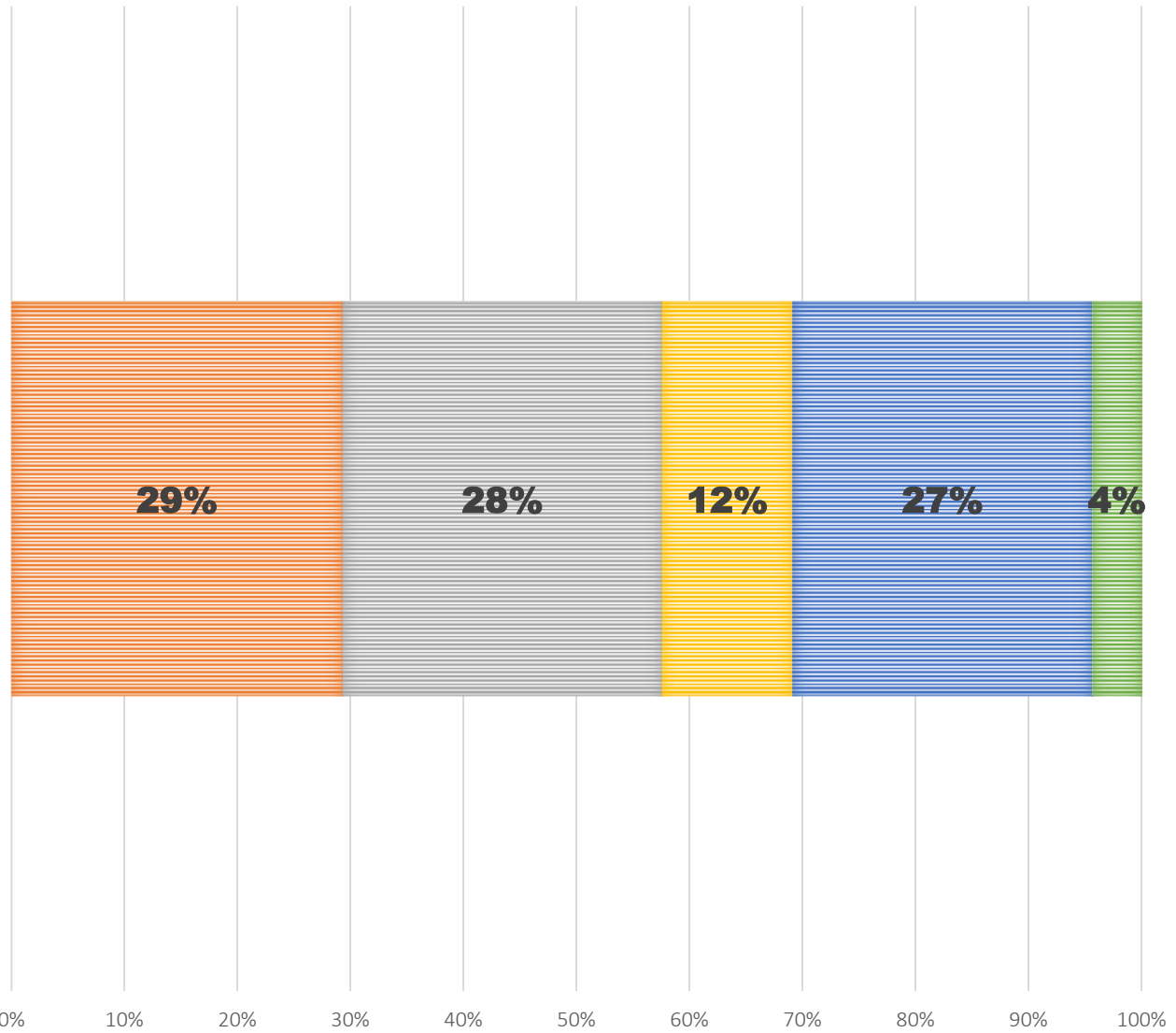


HOW WOULD YOU RATE YOUR EXPERIENCE OF USING BROADWAY MARKET ON A SCALE OF 1-5 (WHERE 1 IS WORST AND 5 IS BEST)



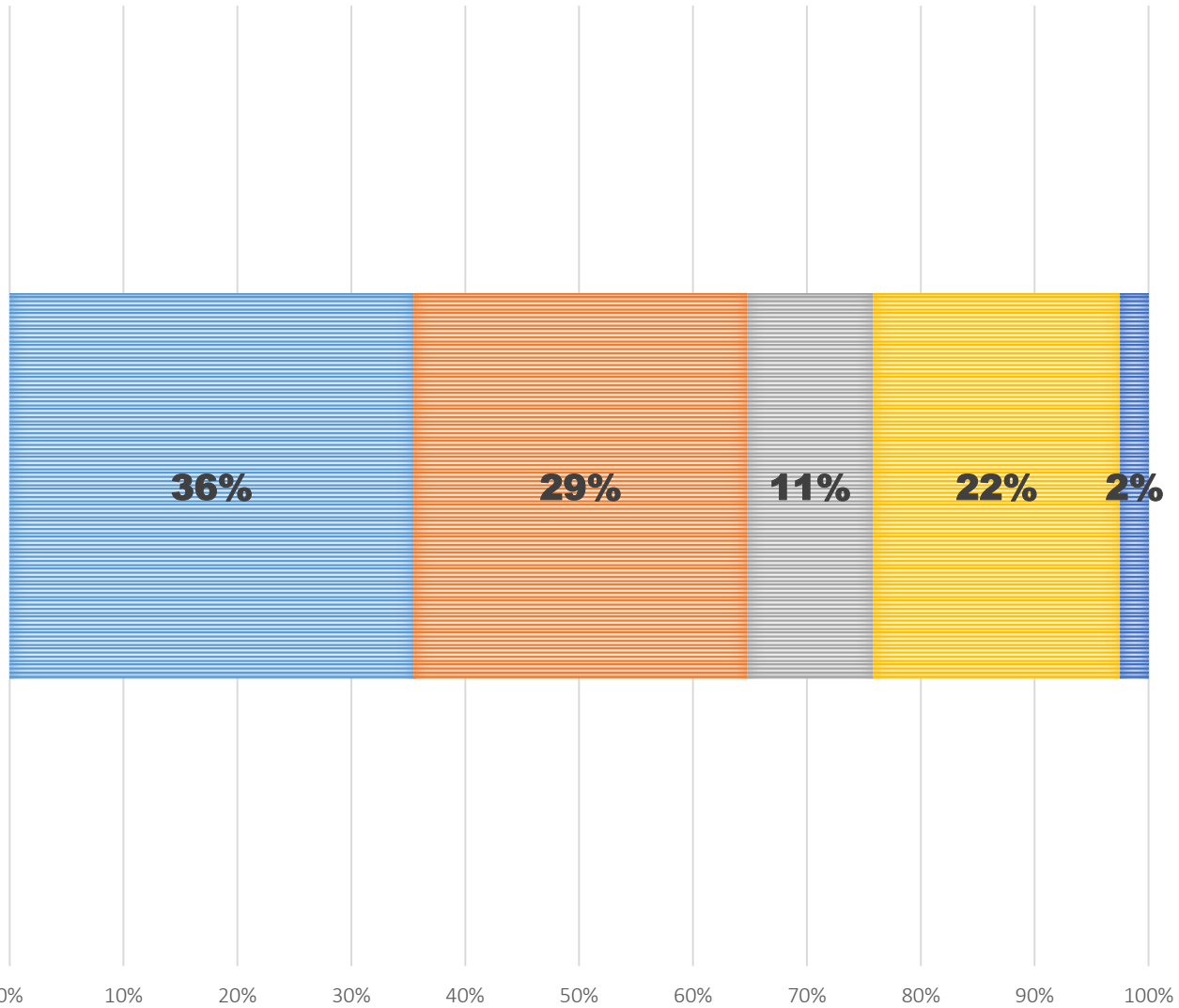
"TRAFFIC SPEEDS ARE TOO FAST"

Strongly agree (191) Agree (184) Not sure (75) Disagree (173) Strongly disagree (28)



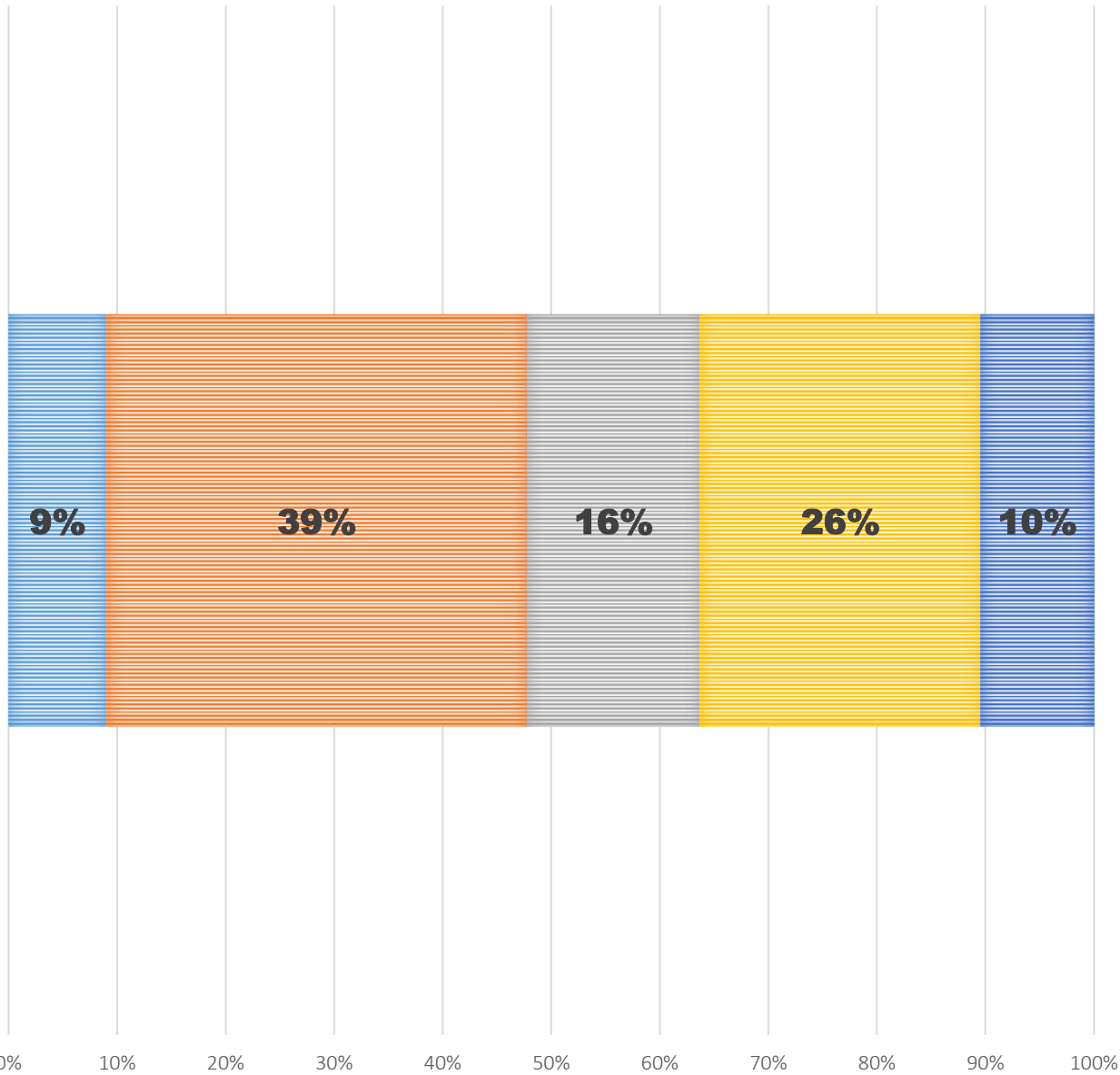
"THERE IS TOO MUCH TRAFFIC"

Strongly agree (232) Agree (191) Not sure (72) Disagree (142) Strongly disagree (16)



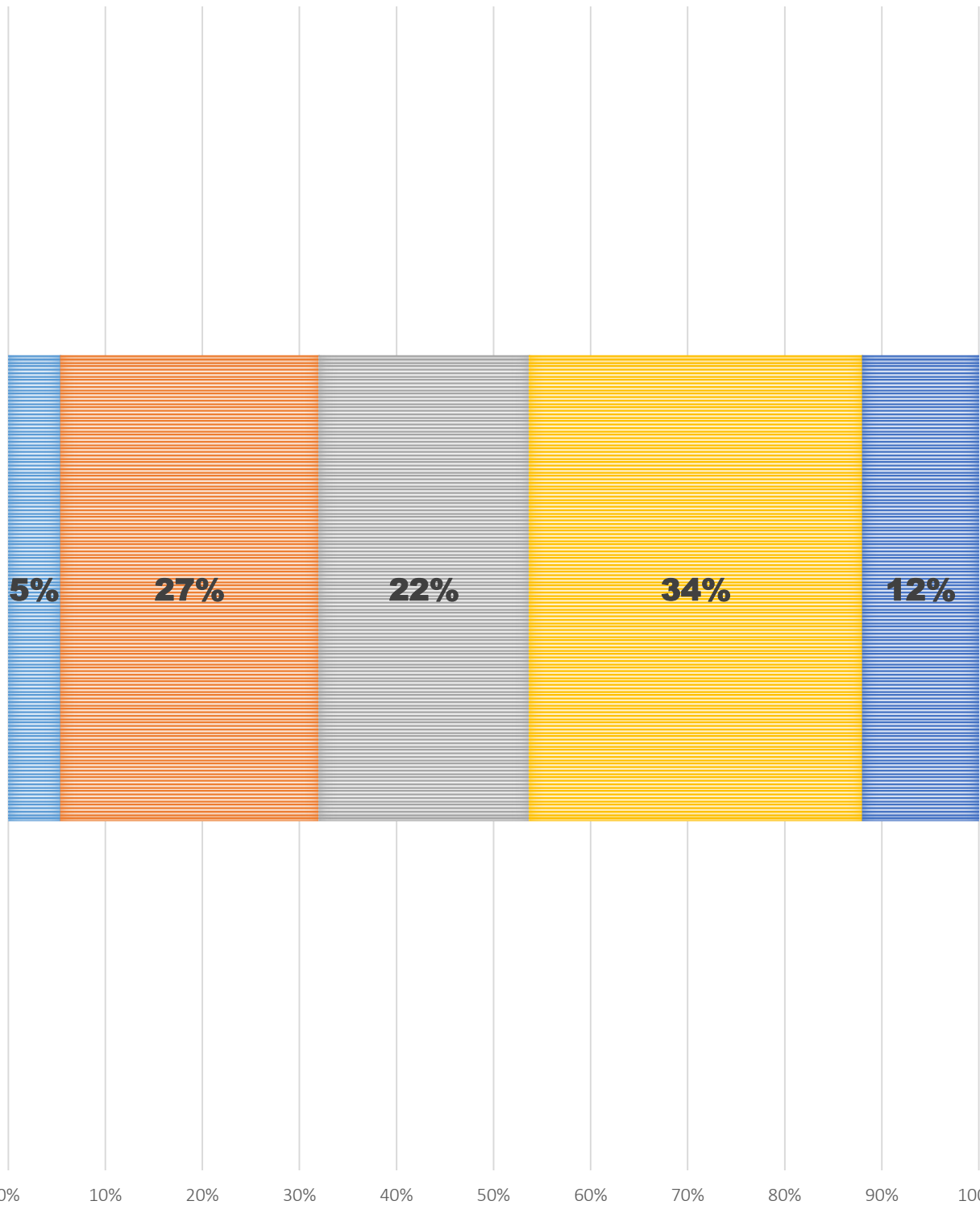
"BROADWAY MARKET IS SAFE TO WALK ON"

- Strongly agree (59)
- Agree (253)
- Not sure (104)
- Disagree (169)
- Strongly disagree (68)



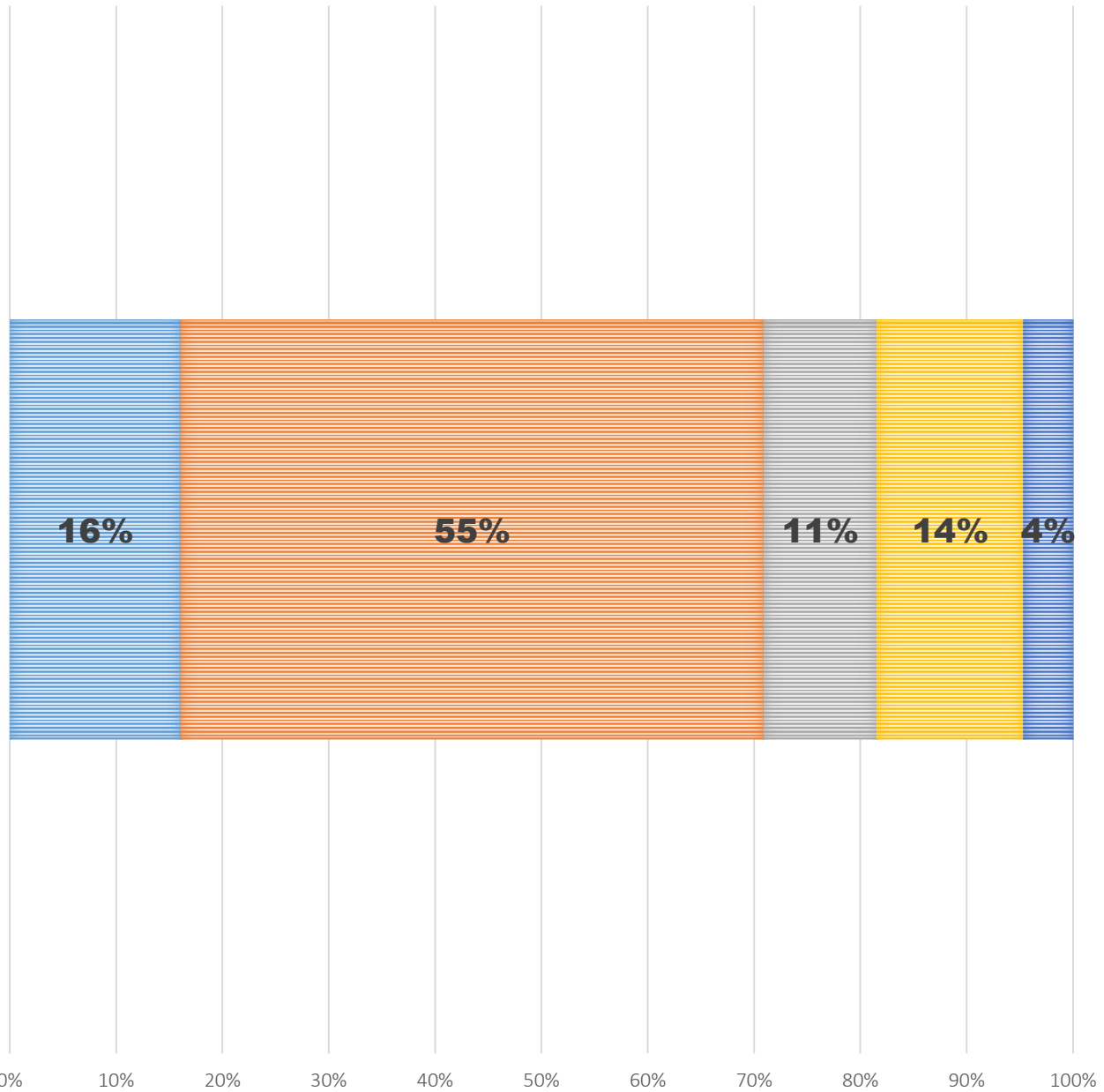
"BROADWAY MARKET IS SAFE TO CYCLE ON"

■ Strongly agree (35) ■ Agree (173) ■ Not sure (141) ■ Disagree (223) ■ Strongly disagree (78)

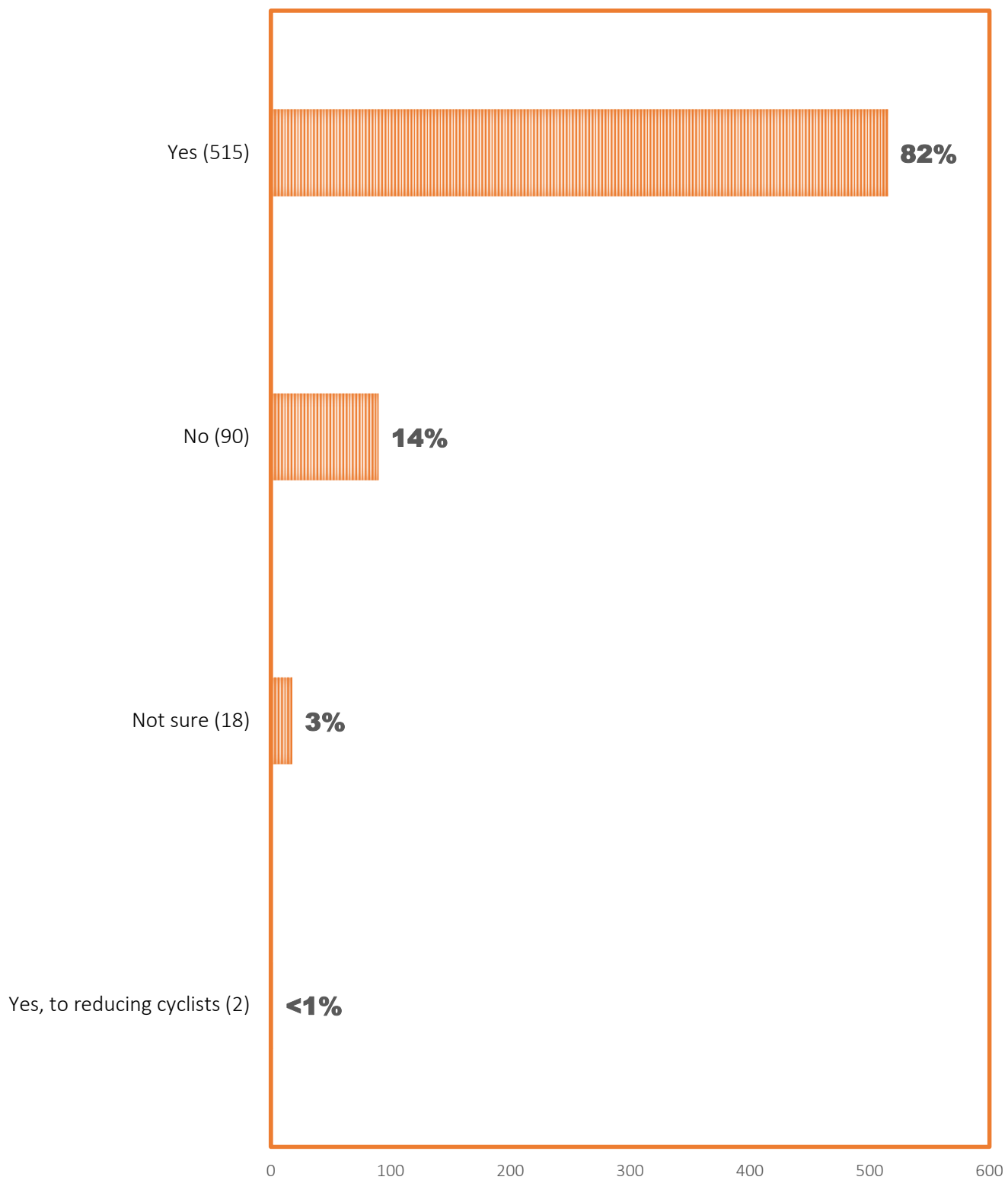


"BROADWAY MARKET IS EASY TO ACCESS"

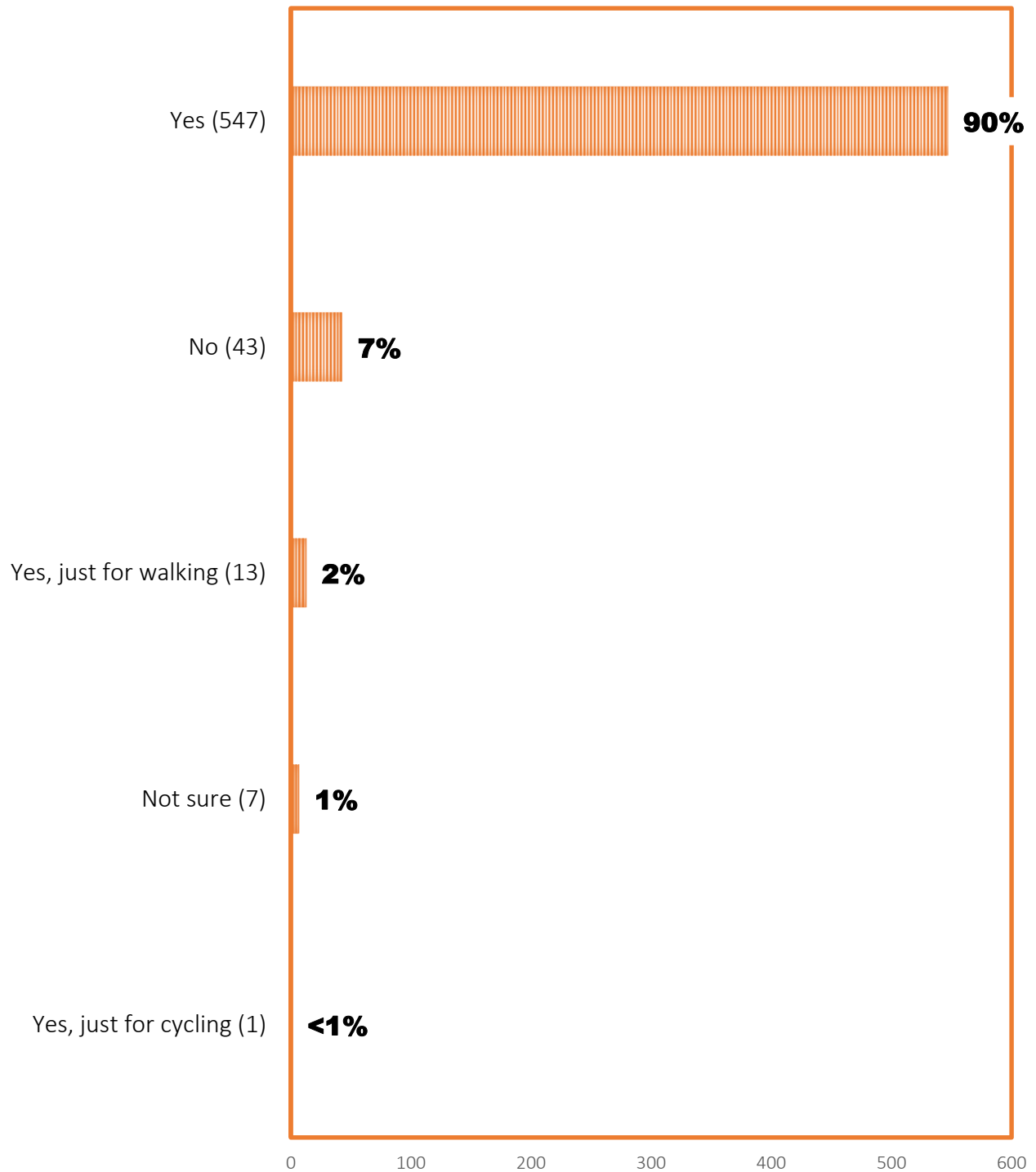
■ Strongly agree (104) ■ Agree (354) ■ Not sure (69) ■ Disagree (89) ■ Strongly disagree (30)



WOULD YOU SUPPORT MEASURES TO REDUCE TRAFFIC ON BROADWAY MARKET?



WOULD YOU SUPPORT MEASURES TO IMPROVE BROADWAY MARKET FOR WALKING AND CYCLING?



4.4 Qualitative data findings

Questions 10, 11 and 14 asked respondents to detail the parts of Broadway Market they find most unpleasant to use, their thoughts on how the issues could be improved or additional facilities they would like to see, and any specific public realm improvements they would like to see.

Individual issues were extracted from responses and grouped into common themes in order to understand what issues were most common.

4.4.1 Q10 - Issues

When asked “Are there any parts of Broadway Market that you find unpleasant to use, in terms of safety, convenience or comfort?” **by far the most commonly raised issue related to the junction of Westgate Street, Lansdowne Drive and Broadway Market.** This issue was raised by 129 respondents.

Respondents described this junction as being very difficult to get through on a bike, on foot and in a vehicle, due to the lack of designated space for cyclists, the blind corners on both sides of the approach and the build-up of vehicles blocking access to the junction.



Westgate Street, Lansdowne Drive and Broadway Market junction

There is no crossing for bikes. You have to wait for traffic to stop for pedestrians on the zebra. Crossing and vehicles don't always leave space, meaning you have to weave through the traffic.

There are cars turning, going around buses, a blind corner and a pedestrian crossing. As a cyclist it's nearly impossible to cross safely, and as a motorist (which I often am as well), it's equally frustrating with bikes, pedestrians and cars coming from all directions as there's no ordered, safe way for everyone to cross.

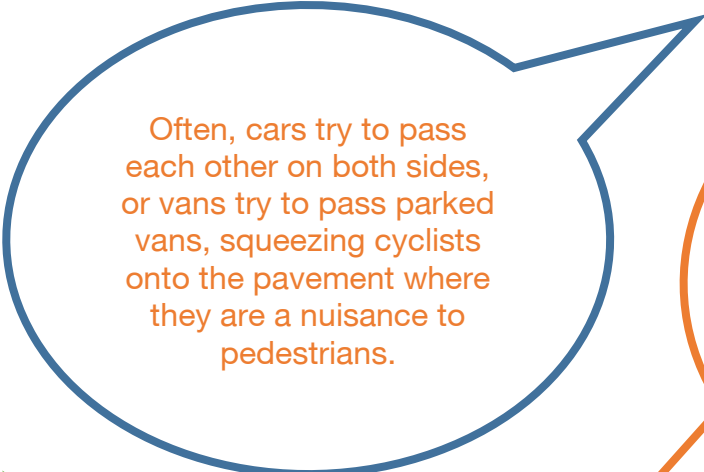
Cyclists often wait at the junction for a pedestrian to set foot on the zebra crossing, for a chance to cross. However when this happens, often a car heading westbound is stopped right in front of the exit from Broadway Market – blocking the exit. Sometimes cyclists try to weave around cars in this situation, taking longer than car drivers are happy to wait; cars start moving while cyclists are trying to move and partly hidden from view. The other pattern is that cyclists edge into the road trying to see if traffic is coming from the west before crossing (often in the path of an oncoming car). It's really dangerous.

Cyclists heading northbound can't see traffic heading eastbound on Westgate Street because of the bend in the road.

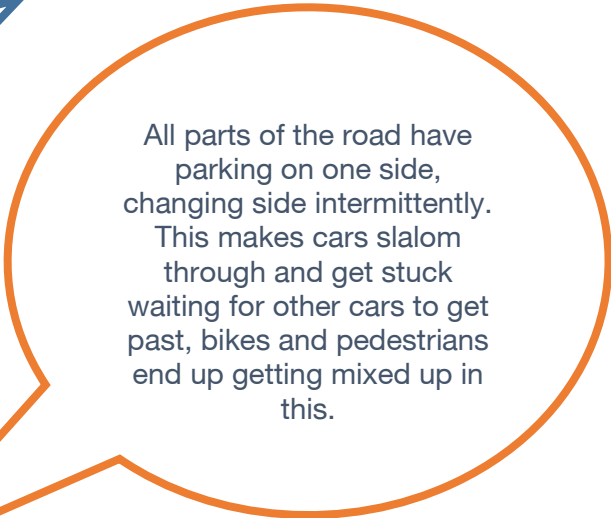
Selected responses describing issues around the Westgate Street, Lansdowne Drive and Broadway Market junction.

The next most common responses were not about a specific location, but referred to the street as a whole, describing the space as generally too narrow for the combination of bi-directional traffic, on-street parking and multiple users.


Several respondents referenced parking as being a primary source of conflict, narrowing the street, which leads to vehicles and bikes using the pavement. The parking also leads to poor visibility, which makes it difficult for pedestrians to cross.



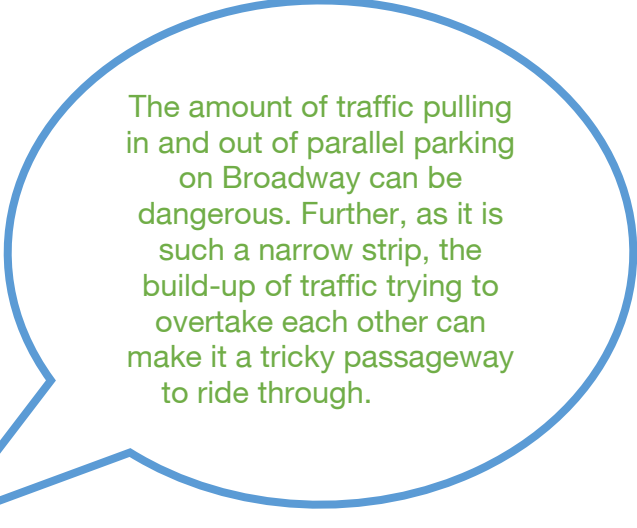
Often, cars try to pass each other on both sides, or vans try to pass parked vans, squeezing cyclists onto the pavement where they are a nuisance to pedestrians.



All parts of the road have parking on one side, changing side intermittently. This makes cars slalom through and get stuck waiting for other cars to get past, bikes and pedestrians end up getting mixed up in this.



The parking that funnels two-way traffic into one lane makes the space dangerous for cyclists and pedestrians. Cars/vans often mount the pavement to get past.



The amount of traffic pulling in and out of parallel parking on Broadway can be dangerous. Further, as it is such a narrow strip, the build-up of traffic trying to overtake each other can make it a tricky passageway to ride through.

Selected responses describing the complexities involved in the combination of bi-directional traffic, on-street parking and multiple users.



The street is frequently described as too narrow for parking and bi directional traffic. Image source: London Borough of Hackney

The Ada Street and Broadway Market junction was the second most commonly cited location that respondents considered unpleasant to use. The main issue is around priorities being unclear, or ignored, with cyclists and drivers treating Broadway Market as the continuation of Pritchard's Road, and not signalling when entering or exiting either street. The visibility on the junction is poor in both directions, and pedestrians describe Ada Street as being very difficult to cross.



Ada Street and Broadway Market junction

The high volume of vehicles, the presence of vehicles on the pavement, and vehicle speeds were commonly raised issues. Several respondents cited inconsiderate and speeding cyclists as issues.



Parking on the pavement was a commonly raised issue. Image source: London Borough of Hackney

The Andrews Road and Broadway Market junction was the third most commonly cited unpleasant location, because of poor visibility, vehicles approaching it too fast, and it being difficult to cross on foot.

The lack of pedestrian crossing points on Broadway Market was a frequently raised issue. Because of the volume of vehicles and cyclists using the street, particularly at morning and evening peak times, it is difficult for pedestrians to find a gap in the traffic to cross the road. This is further complicated by the on-street parking, which means that pedestrians sometimes try to cross the road from between parked cars, where they cannot be seen by oncoming traffic. Several people described the flush kerb as giving pedestrians the impression, at quieter times, that the street is pedestrianised, and encourages them to walk in the road without looking for traffic.

Many respondents, particularly the market traders, referenced the fact that **the Saturday pedestrian zone, which prohibits cycling during market hours, is not enforced.** This results in conflict between pedestrians and cyclists in a busy and narrow space.






Several respondents described the **pavements** as too narrow, or feel that the café and restaurant tables take up too much space on the pavements.











Andrews Road and Broadway Market junction

The map below shows the **less common** location-specific issues which were raised by a **small number of respondents**



-  The Sheep Lane and Westgate Street junction feels dangerous when driving
-  There are too many HGVs on Broadway Market
-  There is too much traffic on Westgate Street
-  There is poor visibility at the Duncan Road and Broadway Market junction
-  The signals at the Whiston Road and Pritchard's Road junction are poorly timed

-  Bin collection blocks the north end of Broadway Market during the evening peak
-  Dericote Street and Croston Street are rat runs
-  It is difficult to park on Beck Road on Saturdays
-  There is poor visibility at the Jackman Street and Broadway Market junction
-  There is a lack of covered cycle parking on Broadway Market
-  The Sheep Lane and Ada Street junction feels dangerous when driving
-  There is a loose paving stone in the middle of the road near Cat and Mutton bridge
-  Crossing the Welshpool Street and Broadway Market junction feels unpleasant

4.4.2 Q11 - Suggestions

In answer to the question “Do you have any thoughts on how these issues could be improved, or additional facilities you would like to see on Broadway Market?”, the following themes recurred:

The most commonly mentioned suggestion was to restrict traffic on Broadway Market. People referred to ‘closing to through traffic’, ‘pedestrianisation’ ‘restricting traffic’ or ‘reducing traffic’. Some also suggested making the street one way and closing it to traffic at certain times only.



Four speech bubbles of different colors (orange, blue, green, and blue) contain the following text:

- Orange bubble:** ‘I would actually like to see Broadway Market closed to traffic (or at least limited to unloading only), so it is safer for pedestrians and cyclists. Currently it isn't really that safe for anyone.’
- Blue bubble (top right):** ‘I'd love to see Broadway Market pedestrianised with a dedicated cycle lane (and with vehicle access for businesses). It's a big cycle commuter route so keeping pedestrians and cyclists separate would be ideal.’
- Green bubble (bottom left):** ‘Just make the whole thing pedestrianised all day every day except for unloading for businesses, a bit like the top end of Mare Street. Then add a proper wide cycle lane, a bit like that which is currently further down the road near the Hackney City Farm and the hospital development.’
- Blue bubble (bottom right):** ‘It's crazy that the road is open to through traffic, not necessary at all!’

Selected responses describing suggestions as to how to restrict traffic on Broadway Market

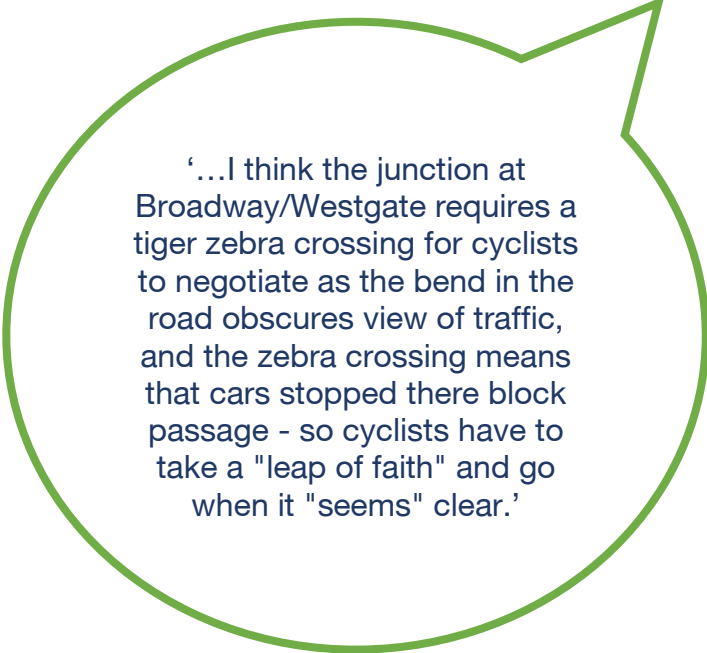
The second most common theme was parking which, as mentioned in Q10, is perceived as narrowing the space and reducing visibility.

Many suggested reducing parking or removing it altogether, followed by parking on one side of the road only, parking only for deliveries, and allowing deliveries at certain times only. A few people also mentioned enforcing parking laws about parking on pavements, and a couple of people requested further parking spaces.




Selected responses describing suggestions regarding parking

The third most common theme to emerge was the improvement of the Westgate Street, Lansdowne Drive and Broadway Market junction through either signalisation or a parallel cycle crossing. A small number of respondents also mentioned the need to slow cyclists coming from the park. Using a mirror to improve visibility at this junction was also suggested.



‘...I think the junction at Broadway/Westgate requires a tiger zebra crossing for cyclists to negotiate as the bend in the road obscures view of traffic, and the zebra crossing means that cars stopped there block passage - so cyclists have to take a "leap of faith" and go when it "seems" clear.’



‘One way parking to improve sightlines’

Selected responses describing suggestions regarding London Fields junction

Many people requested measures to control **driver and/or cyclist speeds**, citing lower speed limits, enforcing cyclist speeds, or traffic calming methods.

“Cycling speeds need to be reduced. Many cyclists treat Broadway Market as a main road, not taking into account other road users.”

A common suggestion was to separate road users with a **clearly demarcated cycle lane**, regardless of whether vehicle traffic was reduced.

“It will be important to have clear segregation of cyclists.”

“It would be great to see segregated cycle lanes in both directions”.

Many people made comments about **addressing cyclist, driver and pedestrian behaviour and encouraging all users to be considerate of others** – signs and leafleting were suggested.

The issues involved were: stopping cyclists and drivers from using the pavements, slowing speeds, and enforcing the pedestrian zone on market day with better signage.


“It's an attitude issue. Pedestrians need to get used to a heavily used cycle thoroughfare, and cyclists need to take into account the large amount of pedestrians. They shouldn't speed through like on a normal road.”

“Reminders that pedestrians, cyclists and motorists all use this road.”

A number of people suggested a need for **pedestrian crossings** – at Ada Street and Andrews Road junctions and along Broadway Market itself, when the issue of crossing through large volumes of cyclists was raised. One person also requested a crossing opposite the bus stop on the bridge.

Other themes mentioned less frequently were:

- **Ada Street Junction priority** - To make the priority straight on at Ada Street junction
- **More cycle parking**
- **Better disabled access:** It was pointed out that seating on the pavement obstructs access.
- Also mentioned was the lack of disabled parking, and accessible parking bays.



“I'm a disabled resident and can't ever visit the market at the weekends due to lack of disabled parking. Whilst I appreciate there is a desire to pedestrianize Broadway Market, I am very concerned this would lead to disabled people being further excluded from it at *all* times due to lack of parking nearby...I would like to see additional disabled parking bays being provided adjacent to the market to make it more accessible to those with mobility issues. I also cycle a recumbent tricycle, and would welcome more cycling docks, with provision for larger / wider bicycles such as mine (or cargo bikes etc).”

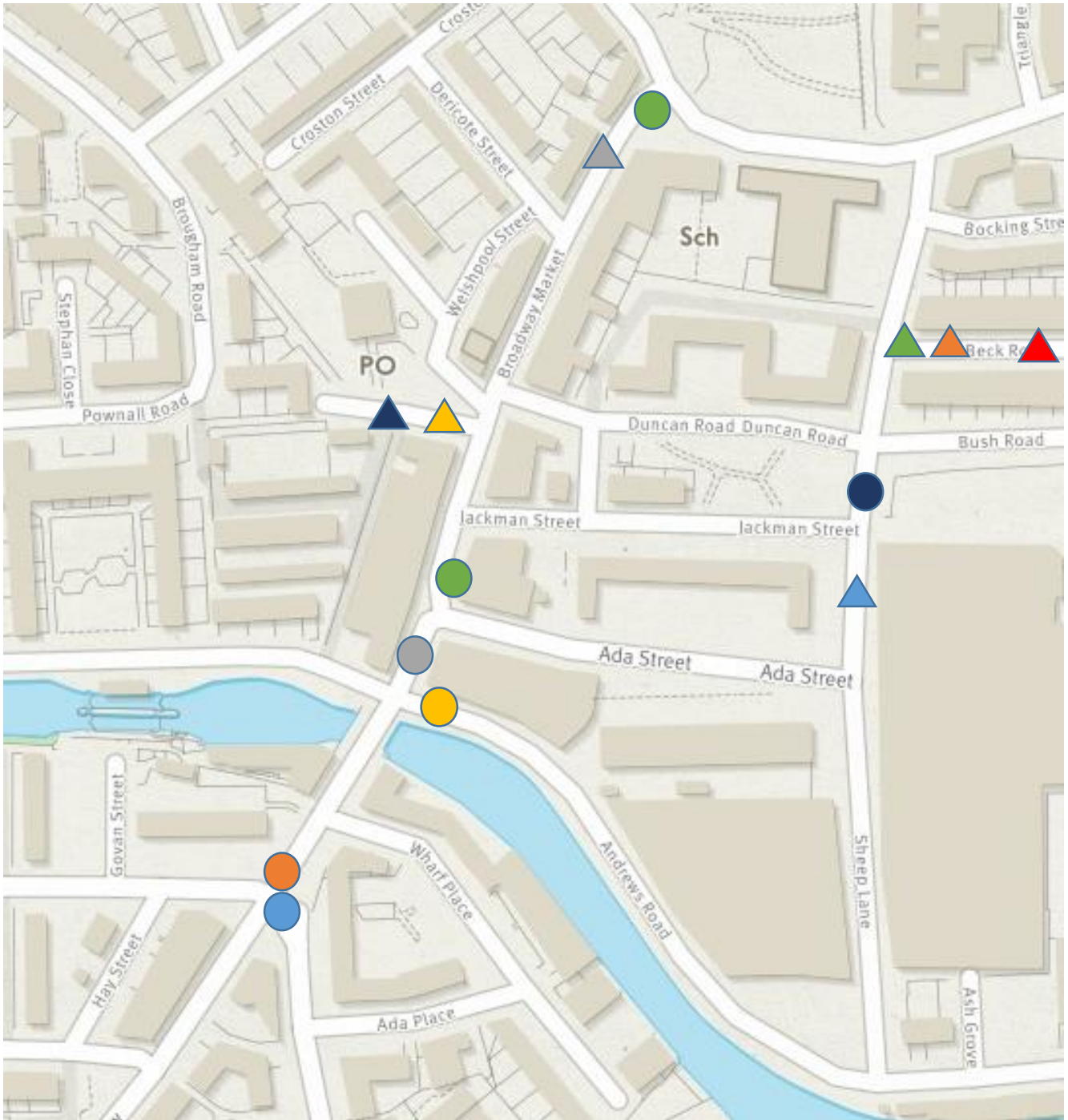
Other locations








Some people raised the issue of addressing traffic in the area holistically and overall – specifically reducing or restricting traffic on Westgate Street and Lansdowne Drive, closing Beck Road to through traffic and prohibiting non-resident parking, improving Whiston Road and Sheep Lane junctions, and a roundabout at Goldsmiths Row junction.







Other suggestions

Increased access through cycle hire docking stations, moving bus stop at Westgate Street away from the bend in the road, widening pavements to increase space.

The map below shows the **less common**, location-specific suggestions for improvement which were raised by a **small number of respondents**.



-  Make Sheep Lane one way
-  Reduce traffic speeds on Beck Road
-  Remove seating on Benjamin Close to deter anti-social behaviour
-  Provide cycle parking for disabled cyclists
-  Close Beck Road to through traffic
-  Increase seating and market stalls in Benjamin Close
-  Introduce CPZ on Beck Road

-  Separate phasing of lights for northbound and southbound flow at Pritchard's Road and Whiston Road junction
-  Replace traffic lights with roundabout at Pritchard's Road and Whiston Road junction
-  Introduce a zebra crossing at Andrews Road
-  Fix the loose paving stone north of the Cat and Mutton bridge
-  Introduce mini cab drop off point at each end of the street
-  Provide a signed alternative Saturday route via Sheep Lane

4.4.3 Q14 – Public realm

In answer to the question “What public realm improvements would you make to Broadway Market?” respondents most commonly stated **seating**, **greenery** and **cycle parking**.

More bins and recycling points and **better lighting** were also common answers.

There were several less common general suggestions made:

- public art
- CCTV
- a post box
- a fountain
- limit street furniture
- children's play facilities
- considerate cycling/driving signage.

There were several location specific suggestions made:

- public square at Welshpool Street and Benjamin Close
- pave the area between Welshpool House and Broadway Market
- improve seating at Benjamin Close and outside Welshpool House
- Remove the railings between Welshpool House and Broadway Market
- public square outside of the Dove Freehouse
- public space at northern end of Broadway Market.

4.5 Retail Survey

The retail survey was carried out by DJS Market Research over eleven days in September 2015 and December 2016. DJS surveyors asked 309 shoppers questions on how they travelled and from where, and their views on traffic issues on Broadway Market. The survey also captured EDI monitoring data.

4.5.1 Retail Survey key findings

- The majority of shoppers arrived on foot (61%), bus (16%) or bike (8%)
- 61% support measures to limit traffic
- 92% of people travelled less than 5 miles to Broadway Market
- 47% said there was too much car traffic, and 40% said it was about right.

For full report, see Appendix 3.

4.6 Feedback from Businesses and the Broadway Market Traders Association

The most commonly mentioned theme, particularly among traders, was the speed and volume of cyclists, particularly those who use the market on weekends despite it being a pedestrian zone. They would welcome improvements to signage regarding the pedestrian zone.

There was no common theme regarding delivery and loading requirements from businesses on Broadway Market. Businesses need deliveries at varying times throughout the week. Not all require a parking space. Some businesses already deliver to the back of the shop or on side streets, or would be able to do so.

The Broadway Market Traders Association are not in favour of infrastructure changes which would:

- Reduce the number of stalls which fit onto the market
- Require maintenance or regular action on their part – the current gate is opened and closed by the market manager for example, not the council, and the traders would rather not have to carry out any additional tasks of this kind
- Prevent traders from loading or unloading
- Prevent their customers from accessing the market.

The Broadway Market Traders Association acknowledge that the parking situation on the street could be improved, for example by implementing residents only, short stay and loading only.

They would support an extension of the market southwards, increasing the number of market stalls.

4.7 Feedback from Hackney Council

LB Hackney state that they regularly receive comments via Twitter relating to illegal pavement parking:

“Sustrans conducted an engagement exercise on Broadway Market to seek views on how the traffic on Broadway Market could work better for everyone and hear views about using Broadway Market - what the issues are and what can be done to improve it.

As the highway authority for Broadway Market, the Council receive feedback from the local community regarding the issues experienced in this area. Parking and loading issues on Broadway Market have been highlighted through Twitter during the engagement period, showing vehicles parking on double yellow lines and on the footway. The Council have requested that this feedback is included in the report in order to accurately reflect issues raised outside of the Sustrans engagement process but relevant to the study area.”.

 **Lundun Feeldz**
@LundunFeeldz Follow

cracked paving on [#broadwaymarket](#). who funds repairs [@hacknecouncil](#)? us, or businesses illegally pavement parking?



RETWEET 1 LIKES 3 

11:04 AM - 13 Nov 2016

Example of Twitter comment @hacknecouncil, included in this report at Hackney’s request

4.8 Traffic Counts

Traffic counts on Broadway Market were carried out in both directions between 2 February 2016 and 8 February 2016.

- The 5 day (week) average number of **motorised vehicles** travelling **northbound** in a 24 hour period is **1393**
- The 5 day (week) average number of **bicycles** travelling **northbound** in a 24 hour period is **1405**
- The 5 day (week) average number of **motorised vehicles** travelling **southbound** in a 24 hour period is **2433**
- The 5 day (week) average number of **bicycles** travelling **southbound** in a 24 hour period is **1271**
- More traffic travels south in the morning and north in the evening
- Traffic peaks occur at 8am and 6pm
- Traffic speeds average between 12 and 13.6 mph and the 85th percentile is between 15.9 and 17.4, within the 20mph limit.

5 Conclusion

1,155 households were sent a perception survey and 672 surveys were completed online, by post and face to face.

The findings demonstrate that there is a strong appetite for the reduction of traffic on Broadway Market and improvements to junctions, particularly the northern end of Broadway Market, Ada Street and Andrews Road.

There is a strong sense that the whole street feels too narrow for the combination of bidirectional traffic, parked cars and high volumes of cyclists and pedestrians.

Traffic reduction was the most common suggestion from respondents on how to improve the street. Suggestions as to how to reduce traffic included closing the road to through traffic, making it one way, or pedestrianizing it entirely.

There is a strong appetite for parking reduction.

6 Appendices

6.1 Appendix 1 - Broadway Market engagement area



6.2 Appendix 2 - Survey

Date/time:



London Borough of Hackney are interested in your experience of using Broadway Market and how this might be improved. If you would like an electronic version of this survey, please leave your email address with staff or email broadwaymarket@sustrans.org.uk

Postcode: _____ email: _____
(Your information will not be shared with any third parties not related to this project, however as Sustrans is working on behalf of Hackney Council we may share your contact details with them, with the agreement that they will only contact you regarding Broadway Market).

I am (please circle the option which best describes you)	A local resident / a business owner or employee / a visitor to the area / just travelling through the area/ Other: _____				
I come here (please circle which is most applicable):	At the weekends to go shopping/ for the am/ pm commute/ on the school run/ in the evenings to socialise/ for work Other: _____				
How do you normally travel to or through Broadway Market?	Walking / cycling / driving/ public transport/ other: _____				
How would you rate your experience of using Broadway Market? (1 = worst and 5 = best)	1	2	3	4	5
Do you agree or disagree with the following statements about Broadway Market?	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
Traffic speeds are too fast					
There is too much traffic					
Broadway Market is safe to cycle on					
Broadway Market is safe to walk on					
It is easy to access Broadway Market					
Are there any parts of Broadway Market that you find unpleasant to use, in terms of safety, convenience or comfort?					
Do you have any thoughts on how these issues could be improved, or additional facilities you would like to see on Broadway Market?					
Would you support measures to reduce traffic on Broadway Market?					
Would you support measures to improve Broadway Market for walking and cycling?					
What, if any public realm improvements would you make to Broadway Market?					
For traders/ businesses only: Please tell us what specific loading requirements you have for your business: i.e. key times for deliveries, number of deliveries throughout the week/ parking for business vehicle etc.					



6.3 Appendix 3 – Retail survey findings

Retail Survey: Broadway Market

December 2016
JN 3507



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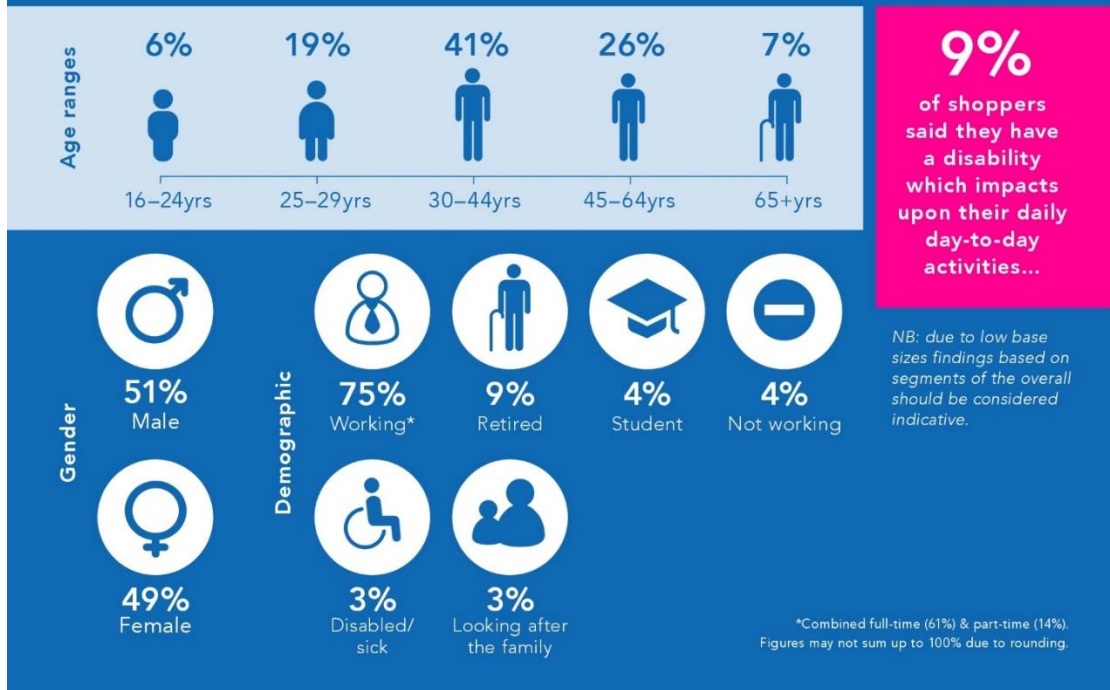
Objectives & methodology

Sustrans aim to gain an overall understanding of shoppers' travelling habits to and from the Broadway Market area and their attitudes towards the existing amount of traffic in the area

309, five minute face-to-face interviews were conducted with shoppers on Broadway Market over the course of four days in September 2015 & seven days in November 2016 including weekdays and weekends



Findings: shoppers profile



Findings: which shops have been visited today...

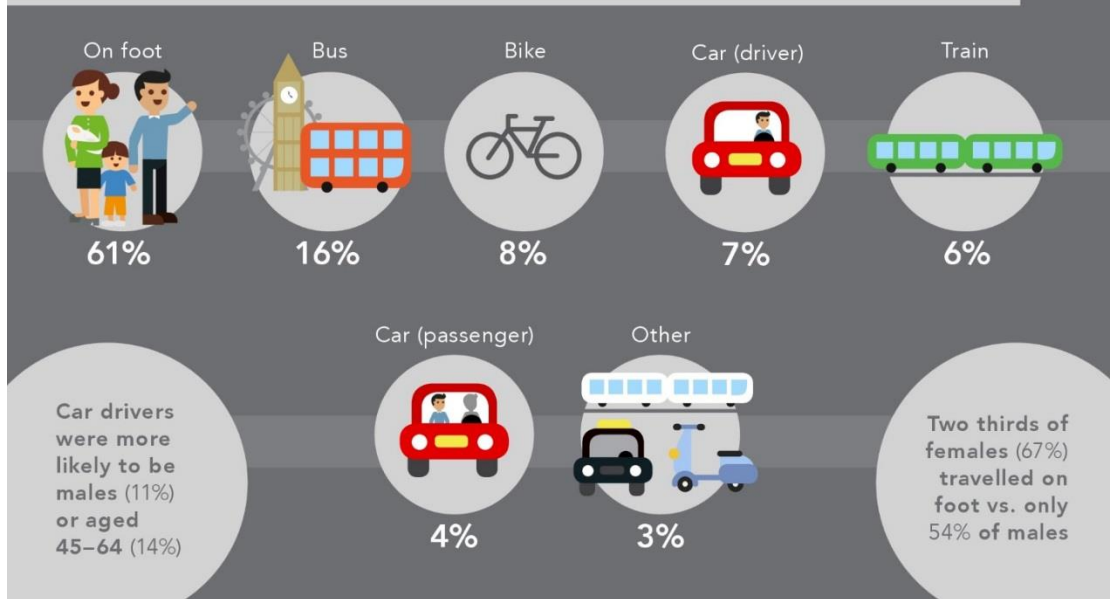
Of the shops visited the main ones mentioned included:

5% of shoppers didn't visit any of the shops & were instead 'walking through.'

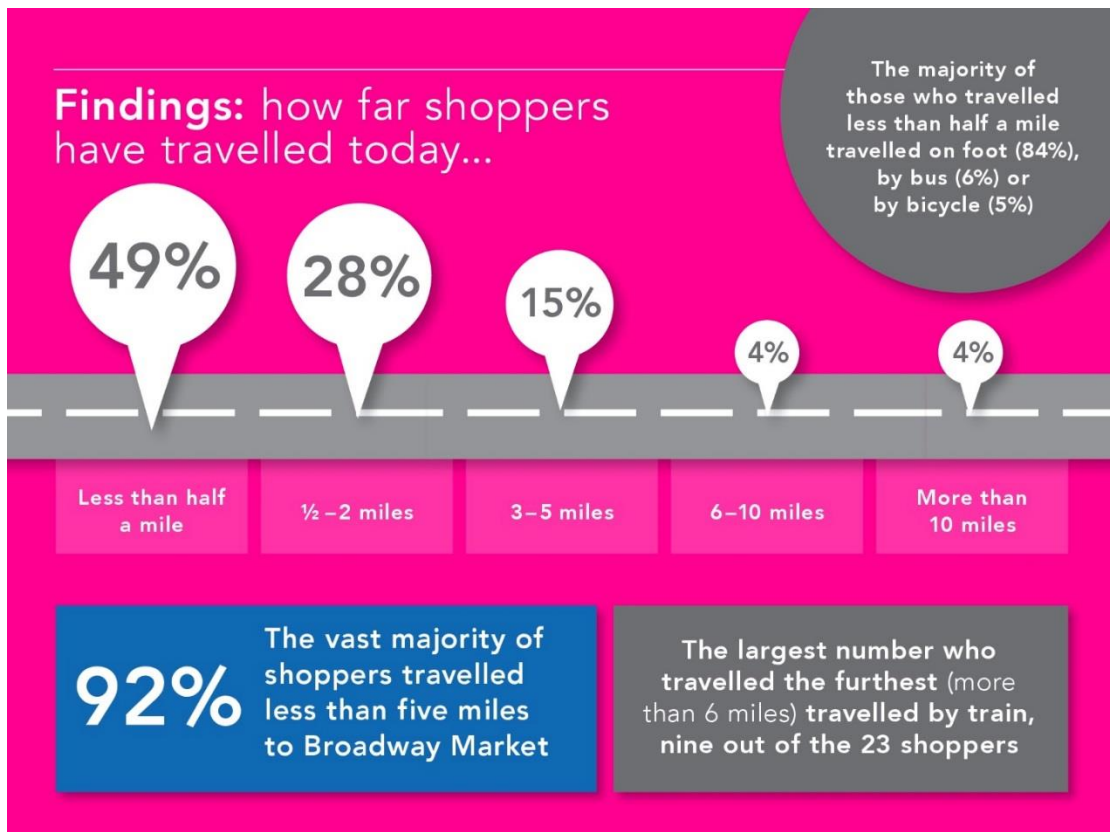


Findings: transport used today by shoppers

The main modes of transport used by shoppers to travel to Broadway Market included:



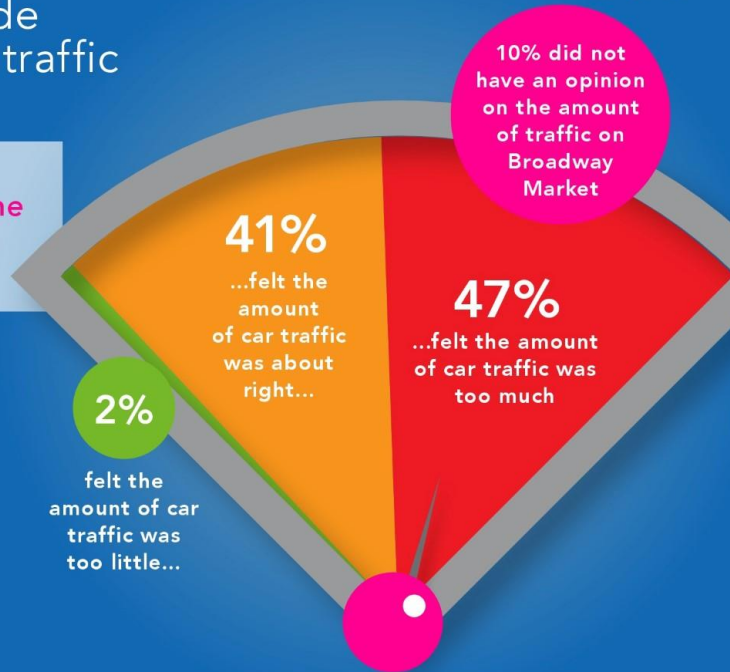
Findings: how far shoppers have travelled today...



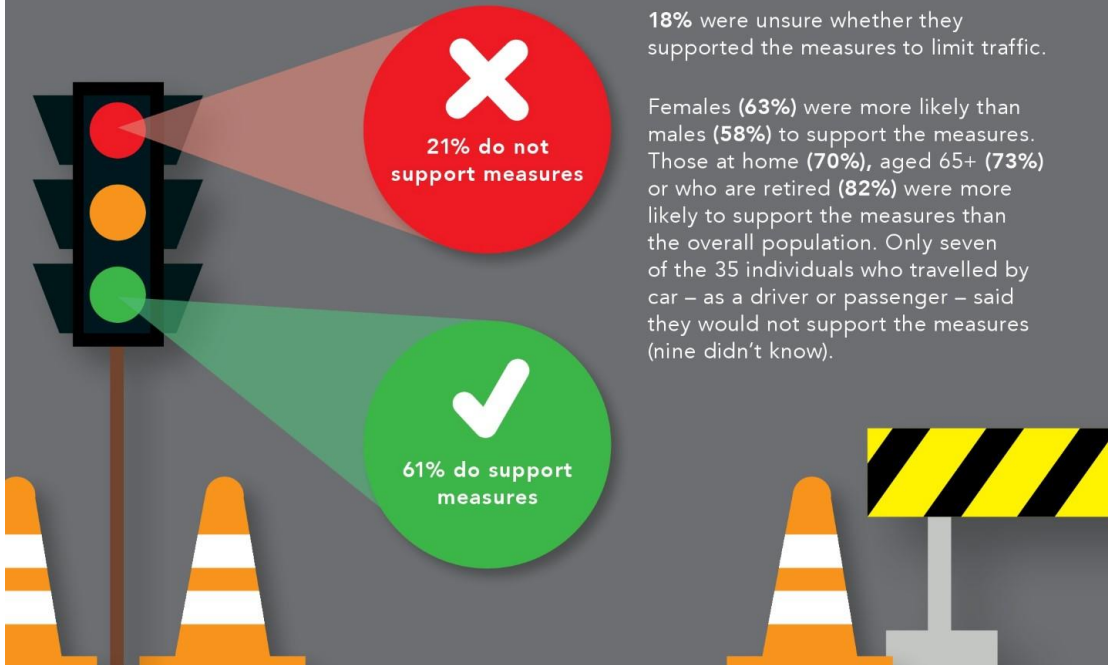
Findings: attitude towards current traffic

Shoppers were asked their opinions about the amount of car traffic on Broadway Market:

The groups most likely to think the amount of car traffic was too much, are those aged over 45 (55%), retired (68%), those with a disability (67%) and those who travelled by bike (69%).



Findings: support for measures to limit traffic



A variety of people shop at Broadway Market and visit a wide range of shops



The majority travel less than five miles and arrive by foot, bus, or bike



Summary

Almost a half say there is too much car traffic on Broadway Market



More than three fifths of shoppers surveyed support measures to limit traffic in the vicinity



If you have any questions or would like to hear more...

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