

**West Ealing Travel and Spend Survey
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Prepared by:

Sally Williams

Retail Revival Ltd

103 High Street

Hemel Hempstead

HP1 3AH

Prepared for:

Joshua Stanton

West Ealing Council

Perceval House

14/16 Uxbridge Road

Ealing W5 2HL

Executive Summary

The West Ealing Liveable Neighbourhood (WELN) Programme aims to transform West Ealing and encourage more people to walk, cycle and use public transport in the area.

The council's vision for West Ealing is a resilient, prosperous and healthy neighbourhood where residents and workers feel safe and more likely to make sustainable travel choices.

Ealing Council commissioned a travel and spend survey to understand how visitors travel to West Ealing, how much they spend in the local economy and how they perceive the area.

The results of this travel and spend report conducted by Retail Revival Ltd. will inform future WELN interventions and serves as 'baseline' so that any improvements and schemes that are implemented can be better measured.

Methodology

The method comprised 300 face-to-face interviews administered on paper forms in three areas of the town centre with adult visitors to the area.

Key Findings

The key findings were as follows:

- **How people travel to the town centre:**
 - On the day of the interview, most walked (45%) or took a bus (32%). 11% drove.
 - On other days 39% used no other mode of transport than the one used on the day of interview. The most frequently used alternative modes were bus (36%) and walking (22%).
- **Bus demand:**
 - 32% used a bus to the area and 40% of these respondents were regular users using the bus for 3 or more days a week to visit the area.
 - 43% of respondents said they couldn't or wouldn't use the bus more than they already do. Between 10%-14% respondents felt that more frequent buses, less congestion and less crowded buses would encourage their greater use of the bus as a means of transport.
 - 46% of current bus users felt that over-crowding, particularly at school and rush hours, was the biggest dissatisfaction.
- **Walking:**
 - 51% walked to the area 3 or more days a week. 19% never walked to the area.

- 40% said nothing would encourage them to walk more to the area, the reasons given include they 'lived too far away to walk' (17%), 'it would take too long' (4%) and they have 'too much to carry' (4%)
 - 16% felt that they would be encouraged to walk more by 'improvements to the quality of footpaths' and 15% felt that they would be encouraged to walk more often by a more 'attractive environment on the route'.
- **Cycle demand:**
 - 6% used a bicycle to the area
 - 52% of respondents said nothing would encourage them to use a bicycle in the area. 32% of these people did not have access to a bicycle and 21% did not feel they were physically able to cycle.
 - 22% of total respondents said they would use a bicycle more in the area if there were more dedicated and better quality cycle paths and if there was less road traffic (19%).
- **Car use and parking:**
 - 11% drove to the area
 - 26% parked in off-street residential parking, an off-street car park (17%) or parked on a side road (17%).
 - 71% felt there were not enough parking spaces, 10% felt there were enough parking spaces.
- **Current use of the area:**
 - Most visited five or more days a week (45%) or 3 or 4 days a week (22%).
 - 30% spent 1 to 3 hours per visit and 26% spent 30 to 59 minutes per visit
 - The main reason for visiting was to shop (73%) or use a service (22%).
- **Spend:**
 - The average spend per visit to the area was £20.94.
 - The average spend per visit increased slightly for drivers than for users of other modes (£26).
 - 80% of respondents were shopping for food/groceries, 24% for pharmaceuticals/toiletries and 17% were visiting a service.
- **Keeping the pound in the town**
 - Other towns competed for visitor spend; 89% of respondents shopped at Ealing Broadway, Westfield (45%) and Central London (36%)
 - Over half used online shopping (56%) buying clothing and footwear (58%), Books, CDs and DVDs (56%) and tickets for air, rail and concerts (54%).
- **Visitors' perceptions of safety:**
 - 89% felt very safe or fairly safe in West Ealing town centre during the day
 - 40% felt very safe or fairly safe during the evening or after dark. 26% felt a bit unsafe and 12% very unsafe. 22% never went to the town centre in the evening or after dark.

- 53% said they had seen less uniformed police officers in the area in the past year and 26% about the same number.
- **Desired improvements to the town centre:**
 - The main improvements desired are 'cleaner streets' (43%), 'better quality shops' (39%) to 'remove undesirable element/provide more policing' (36%) and reduced pollution (33%).
- **Reactions to ideas for events, facilities, the public realm retail outlets and information provision:**
 - When asked to choose from a list of additional things they would like to see in the town centre, 27% wanted to see 'more leisure facilities', and more public spaces (21%).
 - Those who mentioned 'events' were most positive towards family fun days (3%) and art themed events (3%)
 - When asked to prioritise potential changes to the area respondents wanted to see improved security at Dean Gardens (7%) and at Jacob's Ladder (6%) and more public toilets (11%).