

Improving The Cut: Consultation April 2006



Waterloo Community Development Group



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Executive Summary

- A high level of return was achieved, 8% of the 6000 print, demonstrating a high level of public interest in this project.
- The return was well spread across the demographics of the local population as defined by the Census 2001 for Bishops Ward.
- All of the specific questions were scored an average of more than 2.5 by all groups indicating that more than 50% of people felt that the issue caused concern.
- The two most important issues for all respondents were ‘too much clutter on the pavements’ and ‘not enough trees and plants’. In the additional comments the clutter specifically related to large rubbish bins and large traffic signs obstructing views. These two issues were also marked quite highly by those living and/or working in The Cut.
- The two most important issues for those living and/or working in The Cut were inadequate lighting and security. It is natural that those who spend more time in The Cut should rate these issues more highly than those who pass through and should perhaps therefore be given more weight over this issue particularly.
- The lowest importance was given to ‘not enough seating’ by all groups. The question did not differentiate between public seating and private restaurant seating. In the additional comments it appears that the main reason for the low score is that respondents believed the question to relate specifically to an increase in public seating and this would encourage an increase in street drinkers congregating. Private seating controlled by the restaurants/bars would appear to have had a more positive audience.
- Over half of all respondents, including those living and/or working in The Cut scored ‘vehicles travelling too fast’ and ‘vehicles using The Cut as a rat run’ quite highly. But there was concern that reducing traffic flows too much in The Cut would cause ‘rat running’ on surrounding streets less able to cope.
- Parking arrangement was scored relatively lowly by both all respondents and even lower by those living and/or working in The Cut. This reflected concern from businesses that if parking was too severely restricted it would affect their footfall and from local residents that they should have priority areas.
- A number of responders were keen that the improvements to the footpath should be effected with good quality materials that will stand the test of time and deal with the current poor drainage along The Cut.

Introduction

Transport for London have asked Cross River Partnership (CRP) to prepare detailed designs for the upgrade of the Cut under their *Streets-for-People* programme, with a view to financing the implementation from April 2007.

Refurbishing the Cut has been a regeneration ambition in Waterloo for a number of years, first proposed as a project in the South Bank Employers Group's (SBEG) Urban Design Strategy published in 1997. To carry these aspirations forward CRP commissioned an initial site analysis and outline designs in 2004, which were the subject of consultation at the time, including a public exhibition on Emma Cons Gardens.

Separate improvement projects have been identified for both ends of the street, at the Blackfriars Rd/Cur junction and at Emma Cons Gardens. The Cut upgrade project will complement these works and should create an improved environment for walking and for commercial operations in the area, and enhance the perception and reality of community safety. Pell Frischman have been appointed to carry out the Project Management, Cost Consultancy, Planning Supervision, Design Services (with Cracknell Ferns Architects) and Supervision Services for this project.

A Steering Group has been established including CRP, London Borough of Lambeth, London Borough of Southwark, SBEG, Waterloo Quarter Business Alliance (WQBA), and Waterloo Community Development Group (WCDG).

Public consultation will be integral to development of the project. The consultation programme begins with a questionnaire addressed to local stakeholders on the key issues, followed by a public meeting in May to present the initial ideas based on consultation findings. A second round of on-street interviews will accompany an exhibition, followed by a second public meeting in July to present the detailed proposals.

WCDG has been invited to undertake and manage the public consultation on the project. This report details the outcomes of the first round of consultation undertaken in March/ April 2006.

Method

The methodology for the first round included

- An initial meeting with the project Steering Group
- Regular meetings and email/phone conversations with the client/lead officer (CRP)
- Key consultation themes established by the Steering Group
- Consultation tools in the questionnaire developed, including questions with restricted responses and an open-ended 'other comments' section
- Consultation activity: 4 day street survey and targeted postal strategy
- Analysis of consultation results, including separate analysis of views of those living or working on The Cut, and those working or with businesses in the wider area.

The questionnaire was designed on behalf of Cross River Partnership, with the content agreed by the project steering group. 6000 questionnaires were distributed in total in late March/ early April. 4000 were mailed blind addressed "to The Occupier", 1000 were mailed to named persons by the Waterloo Community Development Group and the Waterloo Quarter Business Alliance, 500 were left at Waterloo Library and various business premises in The Cut to be picked up by customers, and the remainder were used by SE1 United (a Waterloo-based

young persons group) to conduct a street survey over 4 days in the vicinity of The Cut. Respondents were given around 3 weeks to 24th April to post their responses.

The purpose of the questionnaire was to

- Measure the level of general support for improvements to the public realm along The Cut
- Establish the key issues and priorities to be addressed by the design proposals
- Establish any other issues which are of concern

among stakeholders including local residents, local businesses and employees, and general users of The Cut.

Area

The Cut is a major thoroughfare between Waterloo Road and Blackfriars Road, with the London Borough of Lambeth responsible for around 75% of its length and the London Borough of Southwark about 25%. Southwark underground station lies at the east end and Waterloo station just 100 metres from its west end. The Cut forms part of the district shopping centre with Lower Marsh and has a mix of restaurants, shops and residential premises, including three public houses, Southwark College, the Grade II* listed Old Vic theatre, the Young Vic (currently being rebuilt) and the National Theatre Annex.

To the north and south of The Cut lie dense residential accommodation, much of it social housing on surprisingly quiet estates, with a network of local roads which feed into The Cut.

The Cut is a short walk from the South Bank and its major tourist attractions.

It is not a TfL priority road and is not used as a public transport route.

Emma Cons Gardens at the west end is a small public open space; both the Gardens and the junction with Blackfriars Road at the east end both have separate, previously approved, plans for public realm and carriageway improvements and are not included in this consultation.

Response Rate

475 questionnaires were returned which represents 8% of the total distributed.

Each question was answered by around 95% of all respondents. In addition 40% of respondents made further comments on a wide variety of issues in the space provided.

- 141 respondents either have businesses or work in the Waterloo area (30% of total respondents)
- 24 were returned by respondents who either live or work in The Cut itself.
- 35 had a long term illness or were disabled.

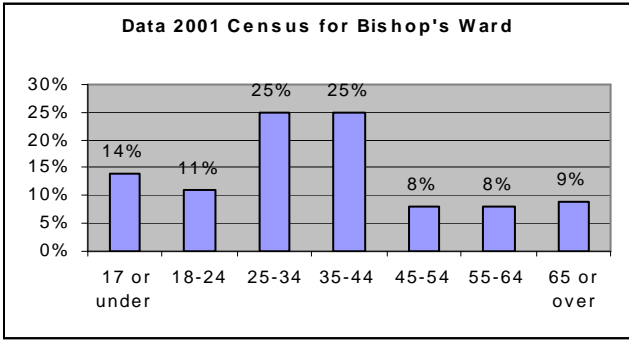
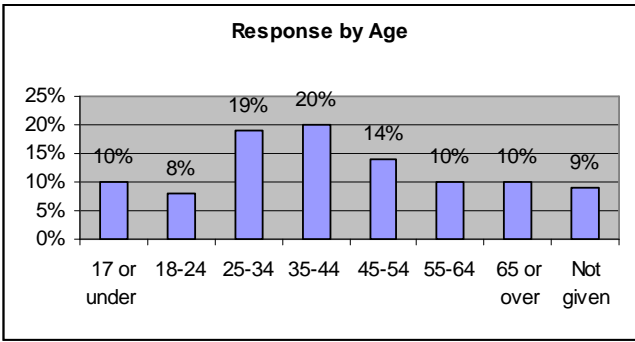
The relatively high response rate suggests that there is a strong interest in Waterloo in seeing improvements to The Cut, and ensures a high level of confidence in the resulting conclusions.

Analysis of Response Rates

Response by Street.

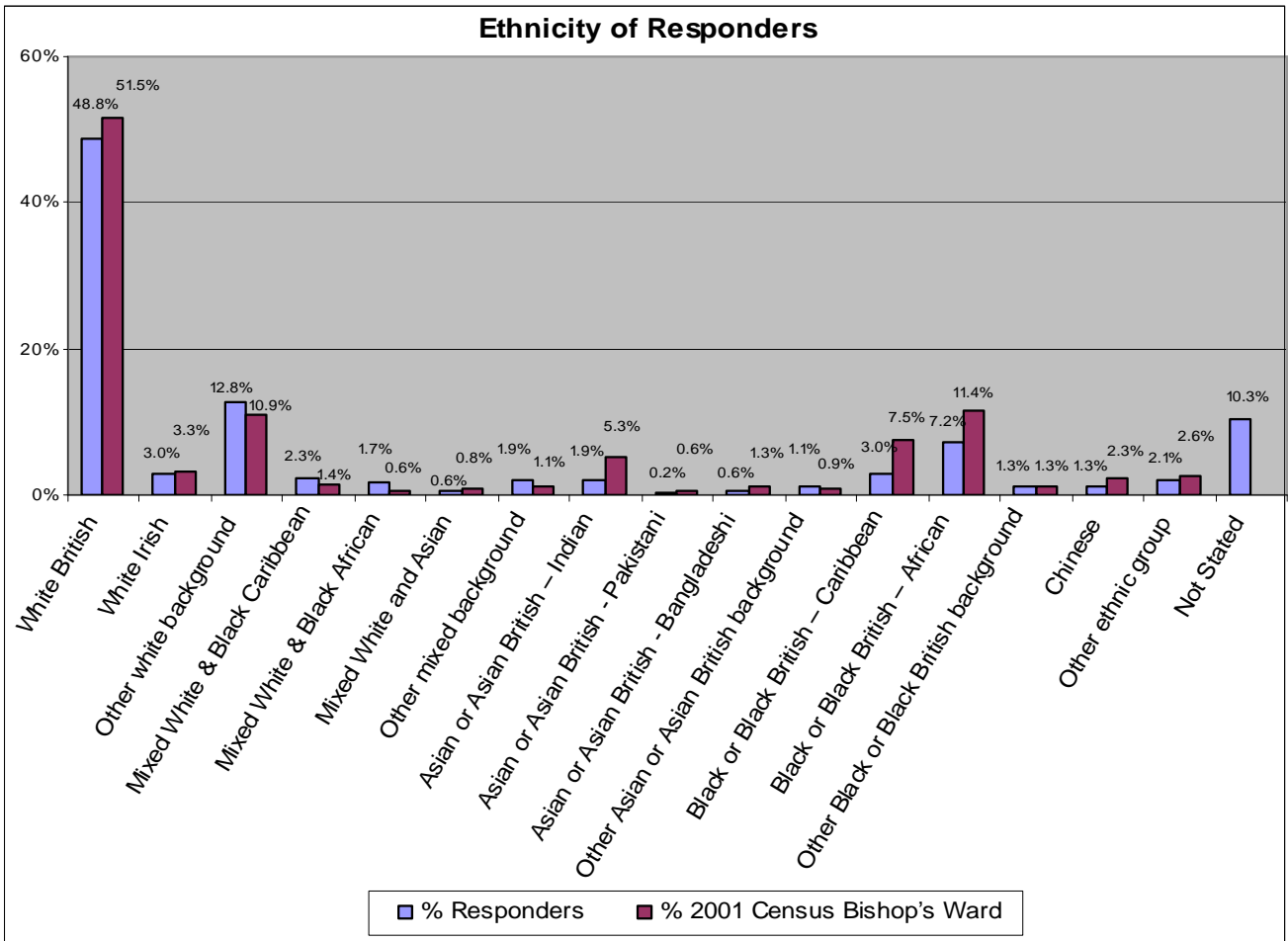
Albany Road	1	McAuley Close	1
Allunas Street	1	Mitre Road	7
Aquinas Street	4	Mitre Street	1
Barkham Terrace	1	Morley Street	8
Baylis Road	4	Murphy Street	2
Bear Lane	2	Nelson Square	14
Beech Avenue	1	Opal Street	1
Beech Close	1	Pearman Street	3
Belvedere Road	9	Pocock Street	4
Blackfriars Road	12	Roupell Street	12
Blackfriars Street	1	Royal Street	1
Borough Road	1	Rushworth Street	1
Broadwall	3	Short Street	2
Burrell Street	2	South Bank	2
Burrows Mews	1	Southwark Street	3
Chancel Street	1	Stamford Street	6
Chicheley Street	5	Surrey Row	7
Coin Street	5	Sydney Avenue	2
Cons Street	4	Tanswell Street	2
Coral Street	3	The Cut	24
Cornwall Road	7	Theed Street	1
Dearman Street	1	Thorton Heath	1
Dodson street	2	Thurlow Street	1
Dorset Road	1	Trinity Road	1
Dorset Street	1	Ufford street	6
Duchy Street	9	Union Street	8
Ethel Street	1	Upper Ground	3
Frazier Street	13	Valentine Place	1
Gerridge street	1	Vincent Street	1
Gray Street	5	Walnut Tree Walk	1
Great Suffolk Street	9	Waterfield Close	2
Greet Street	2	Waterloo Bridge Road	1
Hatfields	11	Waterloo Road	14
Hicks Street	1	Webber Row	8
Ingelsham Road	1	Webber Street	25
Kennington Road	2	Westminster Bridge Road	12
Kennington Street	1	Whittlesey Street	4
King James Street	1	Wincott Street	1
Lambeth Road	1	Windmill Walk	7
Lambeth Walk	2	Wooton Street	4
London Road	1	Not given or Visitor	125
Lower Marsh	10		

A wide range of streets in the area of The Cut were represented with only 5% of the total responses from The Cut itself.



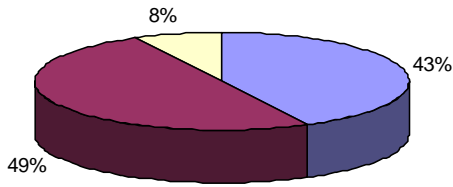
The statistics used for comparison in this report were those from the National Census 2001 for the Bishop's Ward of the London Borough of Lambeth. 75% of The Cut is in Bishop's Ward, with the remainder in Cathedral Ward in the London Borough of Southwark, which has a very similar profile.

The spread of ages represented within the consultation is representative of the Waterloo population. The largest group represented in the survey are those between 35-44 years which is in line with local demographics. As a whole under 45's are slightly under-represented whilst over-45's are slightly over-represented in comparison with the Waterloo profile.



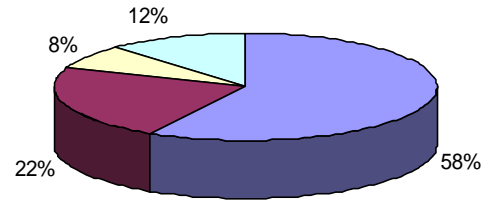
Although there are slight variations in the comparison with the 2001 census data the pattern is very much in line and therefore the ethnicity of respondents is representative of the resident population of the area. Some of the small variations may well be taken up within the 10% who declined to provide this information. Full Numerical data is given in appendix at the rear of the report.

Response by Gender



■ Male ■ Female □ Not given

Response by Resident/Employer

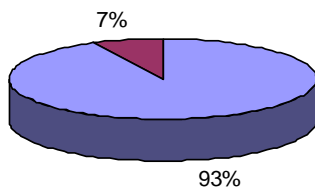


■ Resident ■ Local Business/Employer □ Both □ Visitor

Gender is not included in the Census 2001, however figures available indicate that the population of Lambeth as a whole are 51% female and 49% male

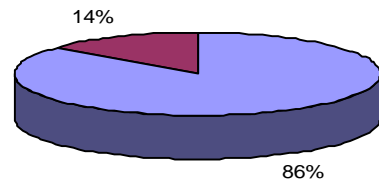
The intention of the consultation was to find the views of local residents, local businesses and employees, and users of The Cut. All these groups were significantly represented in the responses. Those responses included in 'Both' (both resident and local business/employee) are not included in 'Resident' or 'Local Business/Employer'.

Response by Illness or Disability



■ No ■ Yes

Disability by Census 2001 for Bishop's Ward



■ No ■ Yes

Those suffering from long term illness or disability appear poorly represented in comparison with the Census 2001.

Analysis of response to specific questions:

Analysis has been undertaken in terms of all respondents, with a comparison with

- Those living and/or working in The Cut itself
- Those working or with businesses in the Waterloo area

Do you support improvements being made to The Cut?

	<u>All respondents</u>		<u>Those Living and/or working in The Cut</u>	
	Score	%	Score	%
Yes	390	82%	22	92%
No	23	5%	0	0%
No Opinion	62	13%	2	8%

The following have been identified as problems on The Cut. Please state how important you feel that they are dealt with, where 1 is not very important and 5 is very important.

Note: not all respondents answered all questions. Averages calculated on those who marked a score only.

ALL RESPONDENTS

The table shows responses to questions by number and percentage who scored each column.

	Not Very Important					Very Important					Total Response	% of Total Response answered Question
	1	%age	2	%age	3	%age	4	%age	5	%age		
Not Enough Pedestrian Space	74	16%	38	8%	97	21%	99	22%	148	32%	456	96%
Street Furniture is Old/Dirty	43	9%	44	10%	105	23%	117	26%	144	32%	453	95%
Too Much Clutter on Pavement	37	8%	29	6%	85	19%	122	27%	181	40%	454	96%
Vehicles Travelling Too Fast	62	14%	32	7%	103	23%	87	19%	169	37%	453	95%
Vehicles using Cut as a Rat Run	72	16%	28	6%	98	22%	86	19%	170	37%	454	96%
Not Enough trees & Plants	46	10%	21	5%	83	18%	100	22%	205	45%	455	96%
Lighting Inadequate	50	11%	27	6%	123	28%	87	20%	157	35%	444	93%
Security	69	15%	33	7%	101	22%	90	20%	156	35%	449	95%
Parking Arrangements	81	19%	61	14%	90	21%	80	19%	118	27%	430	91%
Not enough Seating	93	21%	70	16%	104	23%	67	15%	116	26%	450	95%

RESPONDENTS WORKING OR WITH BUSINESSES IN WATERLOO

The following table indicates the response to the main questions from the 141 respondents who either have businesses or work in the area (36 of whom are also residents). The table shows the total score to each question and the average, with those who are working and/or living in The Cut shown separately.

	Not Very Important					Very Important					Total Response	% of Total Response answered Question
	1	1%	2	2%	3	3%	4	4%	5	5%		
No Enough Pedestrian Space	25	18%	16	12%	28	20%	26	19%	44	32%	139	99%
Street Furniture is Old/Dirty	15	11%	11	8%	32	23%	34	24%	48	34%	140	99%
Too Much Clutter on Pavement	14	10%	9	6%	33	24%	36	26%	47	34%	139	99%
Vehicles Travelling Too Fast	20	14%	7	5%	36	26%	28	20%	48	35%	139	99%
Vehicles using Cut as a Rat Run	22	16%	8	6%	32	23%	32	23%	44	32%	138	98%
Not Enough trees & Plants	6	4%	3	2%	27	19%	29	21%	75	54%	140	99%
Lighting Inadequate	18	13%	10	7%	40	30%	20	15%	47	35%	135	96%
Security	30	22%	9	6%	35	25%	29	21%	36	26%	139	99%
Parking Arrangements	19	15%	9	7%	35	27%	28	22%	39	30%	130	92%
Not enough Seating	27	19%	21	15%	28	20%	22	16%	41	29%	139	99%

This indicates that there was very little difference in the response from those who work or live and work in the area to those who live in the area.

AVERAGE SCORES

The following table shows the average score for each question, in terms of all respondents and those living and/or working in The Cut itself. Each question was graded between 1 – 5 (1 Not Very Important – 5 Very Important)

	<u>All respondents</u>		<u>Those Living and/or working in The Cut</u>	
	Total score	Average score	Total score	Average score
Not enough space for Pedestrians on Pavements	1577	3.5	77	3.5
Street furniture (such as signs, bollards and other permanent items on the pavement) is old and dirty.	1634	3.6	87	4.0
Too much clutter on the pavement.	1746	3.8	88	4.0
Vehicles travelling too fast.	1628	3.6	98	4.1
Vehicles using The Cut as a rat run.	1616	3.5	95	4.1
Not enough trees and plants	1762	3.9	88	4.0
Lighting inadequate	1606	3.6	89	4.2
Security	1578	3.5	90	4.3
Parking Arrangements	1383	3.2	79	3.8
Not enough seating	1393	3.1	69	3.3

Some key points:

- Over two-thirds (67%) of all respondents thought that street clutter and additional greening are important or very important issues.
- Over half (56%) of all respondents thought that rat running and fast vehicles was an important/ very important issue.
- Around one third of all respondents thought all the issues were very important apart from parking arrangements and insufficient seating.
- Some respondents suggested that the parking question was open to conflicting interpretations. It is felt some may have marked it down or not scored the question at all as they felt that there is plenty of parking.
- Equal numbers of respondents thought that additional seating was an important/ very important issue and wasn't an important issue (41% v 37%). This was the lowest score in

favour. However the questionnaire didn't differentiate between public and restaurant seating. There were concerns that an increase in the former would encourage more street drinkers.

- Those living and/or working on The Cut generally expressed the same priorities as all respondents, but with slight variations: they attached more importance to security issues, inadequate lighting, and using The Cut as a rat run, but less importance was attached to seating and parking. However, additional comments revealed that business persons were concerned that if insufficient parking was made available it may effect their trade.

Analysis of additional comments

There were 335 additional comments by 192 respondents. 46 were from business people or employees but there was no significant difference in opinion to the comments by residents. The comments from 20 respondents did not relate to this consultation, mainly concerning specific buildings or public transport. These comments are not included in this report but will be passed on to the London Boroughs of Lambeth and Southwark for their information.

Whilst the scored options demonstrate a general concern with a variety of issues, the additional comments often provided additional insights into what specific concerns lay behind the raw figures.

General Comments.

There were 22 comments generally approving of improving The Cut whilst 8 comments were generally against. One respondent felt that there was a need for a better use of space. Those against were mostly concerned with regard to cost or spoiling the current nature of The Cut. 2 respondents felt that it was important that the drainage was improved near to pedestrian crossings. 4 respondents felt that the questionnaire itself was poor.

Although it wasn't any part of the questionnaire, 23 respondents wanted better shopping facilities including market stalls in The Cut. This partly reflects the concern that A1 uses (Retail) are being lost and there is an over-provision of A3 uses (Restaurants & Cafes): it should however be noted that the survey was unlikely to have garnered many responses for evening users of the A3 facilities, many of whom would not live locally. Whilst the shopping offer and the use of buildings along The Cut cannot be part of any environmental improvements, any designs should be creating an environment which would enhance the vitality and viability of the shopping centre.

A number of respondents wanted any improvements to be in keeping with the character of the area. One person felt that efforts should be made to ensure that the improvements are carried out quietly and one person felt that The Cut was a great place to live and would be improved when the Young Vic was completed.

A number of respondents were keen to see a continuation and linkage of The Cut with Lower Marsh.

Rubbish Collection.

This was the largest concern attracting 31 individual comments and reflects the concern about street clutter caused by wheelie bins. Most respondents felt that it was unnecessary for the large wheelie bins to be left out on the street other than on collection days and that there should be somewhere discreet to store them at other times. Some respondents felt that traders should take more responsibility for the rubbish outside their premises whilst one respondent felt there should be more street cleaners.

Security.

Only 10 respondents commented on the need for better security and lighting, whilst one respondent felt that lighting was sufficient compared with nearby streets and only one respondent suggested that security cameras would be beneficial.

15 respondents were concerned regarding the number of street drinkers and drug users using The Cut and felt that improvements should aim towards discouraging them. 1 respondent felt that more police patrols were needed whilst another wanted a controlled drinking zone to be put in place (Waterloo has been a controlled drinking zone for over two years!).

Pedestrianisation.

13 respondents made positive comments regarding widening of pavements generally feeling that this would make the street feel more open and less congested. Three respondents specifically suggested widening pavements in front of the two theatres to reduce pedestrian congestion, which will happen outside the Old Vic upon implementation of the Emma Cons Gardens scheme. Two respondents were concerned about widening pavements since they were concerned that this would encourage businesses to extend out onto the pavement which they did not support. Only one respondent felt that allowing the restaurants to spill out onto the pavement would make The Cut 'lively, safe and interesting'.

There were 12 respondents who advocated complete pedestrianisation. Two individual concerns raised about this related to a perception of safety at night created by passing cars and that making The Cut a pedestrian street would cause surrounding streets to become 'rat runs'.

Pavement environment and street furniture.

There was a large response of 21 comments in favour of more plants and trees with no negative comments specifically on this issue. However, one respondent felt that any greenery should be at ground level and not in planters, one asked for broadleaf trees and one wanted trees in surrounding streets.

As commented above 31 respondents raised the problem of wheelie bins as street clutter. 6 respondents felt that there was currently too much clutter on the pavements generally (there were no comments to the contrary).

There were 9 comments against providing additional seating (with only 5 in favour). Those against mostly feared that an increase in seating would lead to an increase in use by street drinkers. There was also concern that additional seating might encourage late night customers of the restaurants and public houses would linger, creating unwanted noise in a largely residential area. There was a difference made between public seating and additional restaurant seating with people more in favour of the latter as it would be policed by the restaurants and taken away at night.

A number of respondents mentioned the current poor drainage, particularly around pedestrian crossings.

Vehicles, Parking, Bicycles.

There were 15 comments stating that The Cut is not a 'rat run', most saying that it is a major thoroughfare and some stating that reducing traffic in The Cut would increase traffic on narrower surrounding streets. However, there were 6 comments saying that The Cut and Ufford Street are 'rat runs' and measures should be put in place to control traffic. Only one respondent suggested speed humps. (The reduction in the carriageway and the introduction of a raised table at The Cut adjacent to Emma Cons Gardens is likely to significantly reduce traffic speeds at the western end.)

20 respondents commented on the need for better pedestrian crossing facilities, with the additional comment that allowing car parking near to pedestrian crossings is dangerous.

12 respondents supported sufficient or additional parking, whilst only 2 supported reduced parking and one of these only near to pedestrian crossings and the other the parking of coaches outside the Old Vic.

12 respondents wanted properly identified cycle lanes. A number of these were pedestrians who said that the current lack of provision for cyclists caused them to use the pavement.

Signage

9 respondents commented on the need for better signage, particularly linking The Cut to Lower Marsh.

Conclusions

Response rate: the high response rate to the questionnaire reflects a strong interest in Waterloo in seeing improvements to The Cut, and ensures a high level of confidence in the resulting conclusions.

Consultation profile: the profile of consultation participants reasonably matches the profile for the Waterloo area. By age all groups 45 and over were over-represented whilst those groups under 45 were under-represented. Ethnically all groups were well represented with the exception of Asian respondents who were slightly under-represented. However much of the variations may be taken up in the 10% who declined to indicate their ethnicity.

General support for improvements: 390 respondents (82%) supported improvements being made to The Cut; and of the 23 (5%) not supportive this was often due to scepticism about their value and priority, rather than opposition per se. Overall there was widespread support for improvements, although not just for their own sake. The considerable detail in the 335 additional comments indicates that local users of The Cut have strong views about the problems and have already considered many potential solutions.

Retail centre v residential area: comments indicate that there is a widespread recognition that The Cut is both a retail centre with shops, cafes, restaurants and a highly dense residential area, and that any improvements cannot be at the expense of any of these uses. Thus, for example, there is support for improving the environment for both pedestrians and traders but a dislike of shops spilling onto the pavement with their goods or rubbish.

Priorities: the questionnaire indicates that the strongest concerns are around problems with the poor pedestrian pavement environment, including inadequate greenery, too much street clutter, and poor quality street furniture. It also indicates that vehicular movement – travelling too fast and using The Cut as a rat run – was considered a problem by respondents, although a number felt that it was a major thoroughfare and did not suffer from those problems. Parking did not raise such concerns. However it should be noted that some commented that this question was ambiguous (does a low score represent the view that parking arrangements are not important i.e. should not be a significant consideration for improvements? Or does a low score indicate a lack of concern with the current parking arrangements?). Around 35% of Waterloo's residential population has access to a car (one of the lowest car-owning populations in the country); yet Waterloo also has a large car parking capacity in the form of public car parks, large business car parks, and provision for on-street parking .

Issues of security and lighting were also a concern for respondents.

The responses of those living or working directly on The Cut indicated that most of these issues were of higher concern, although the highest priority was security and lighting.

Overall this survey shows that there is a strong opinion in favour of improvements to The Cut generally but that slightly different aspects of the proposals were of importance to different interest groups. Therefore all aspects should all be retained with an emphasis on attracting more local retail and maintaining the character of The Cut.

Next Steps

This report will now go to the designers who will produce specific designs. Those designs will be displayed in Emma Cons Gardens on 22nd & 23rd May 2006, followed by a public consultation at The Waterloo Action Centre, 7 – 9pm 24th May 2006 . The designs will then be further displayed at Living Space 24 – 26th May and Southwark College 30th May – 4th June 2006. There will be a final public consultation at The Waterloo Action Centre, 7 – 9 pm 10th July 2006.

Appendix of supporting Data

Response by age:

	Frequency	Percentage	% 2001 Census Bishop's
17 or under	50	10%	14%
18-24	38	8%	11%
25-34	89	19%	25%
35-44	95	20%	25%
45-54	67	14%	8%
55-64	48	10%	8%
65 or over	46	10%	9%
Not given	42	9%	

Within range of the profile – Under 45's slightly under-represented/ over-45's slightly over-represented

Response By Ethnicity.

	Frequency	Percentage	% 2001 Census Bishop's
White British	232	48.83%	51.52%
White Irish	14	2.95%	3.25%
Other white background	61	12.83%	10.91%
Mixed White & Black Caribbean	11	2.32%	1.42%
Mixed White & Black African	8	1.69%	0.63%
Mixed White and Asian	3	0.63%	0.75%
Other mixed background	9	1.90%	1.12%
Asian or Asian British – Indian	9	1.90%	5.29%
Asian or Asian British - Pakistani	1	0.21%	0.55%
Asian or Asian British - Bangladeshi	3	0.63%	1.27%
Other Asian or Asian British background	5	1.06%	0.89%
Black or Black British – Caribbean	14	2.95%	7.54%
Black or Black British – African	34	7.16%	11.42%
Other Black or Black British background	6	1.26%	1.27%
Chinese	6	1.26%	2.26%
Other ethnic group	10	2.11%	2.61%
Not Stated	49	10.31%	

Response by Gender

Female	Male	Not Given
202	236	37

Response by Resident or Local Business/Employee

Resident	Local Business Owner/Employee	Both	Visitor
277	105	36	57