

Sainsbury Road Reimagined

The title 'Sainsbury Road Reimagined' is written in a large, black, cursive font. The text is decorated with various small, colorful illustrations: a person walking a dog, a person on a bicycle, a person on a skateboard, a person on a wheelchair, a dog, trees, and birds. The background is a solid green color.

Engagement Report

Contents

1. Overview	3
1.1. Engagement Overview	4
1.2. Key Stakeholders	5
1.3. Engagement Methods	6
2. Appendices	9
2.1. Letter Drop	10
2.2. Have Your Say Travel Survey	11
2.3. Meeting with Berridge Road Estate TRA	14
2.4. Key community group stakeholder	15
2.5. Religious stakeholder group	16
2.6. Berridge Road Estate Survey	17
2.7. Safety of Women and Girls Survey.....	19



1. Overview

This document summarises the engagement on Sainsbury Road Reimagined area which took place between October and December 2024. The engagement informs the proposed design.

Sainsbury Road houses the accessible entrance to Gipsy Hill station which is one of two entrances to the station. This entrance also provides immediate access to Platform 1. The surrounding area is mainly residential, with the Berridge Road estate nearby, and there are two businesses situated directly on Sainsbury Road.

Our aim is to redesign the area to address future challenges by reducing traffic, prioritising a resilient and safe environment, and promoting active/sustainable modes of travel.

We have undertaken several engagement activities to identify areas on and near to Sainsbury Road that may require street improvements. Community input is used along with other sources of data such as traffic counts and speed data to create design proposals.



1.1. Engagement Overview

Sainsbury Road Reimagined initial engagement took place from October to December 2024.

The engagement events were advertised through different channels and aimed to reach a wide demographic.

In the following chapters we present:

- How we engaged with stakeholders
- Engagement & Communication Methods Overview
- Key themes arising from the engagement



Sainsbury Road Travel Survey

Help us shape the Sainsbury Road Reimagined Scheme by telling us more about this space.

We want to use this information to learn more about the travel experience of those most familiar with Sainsbury Road.

This will assist us with deciding where to focus improvements.

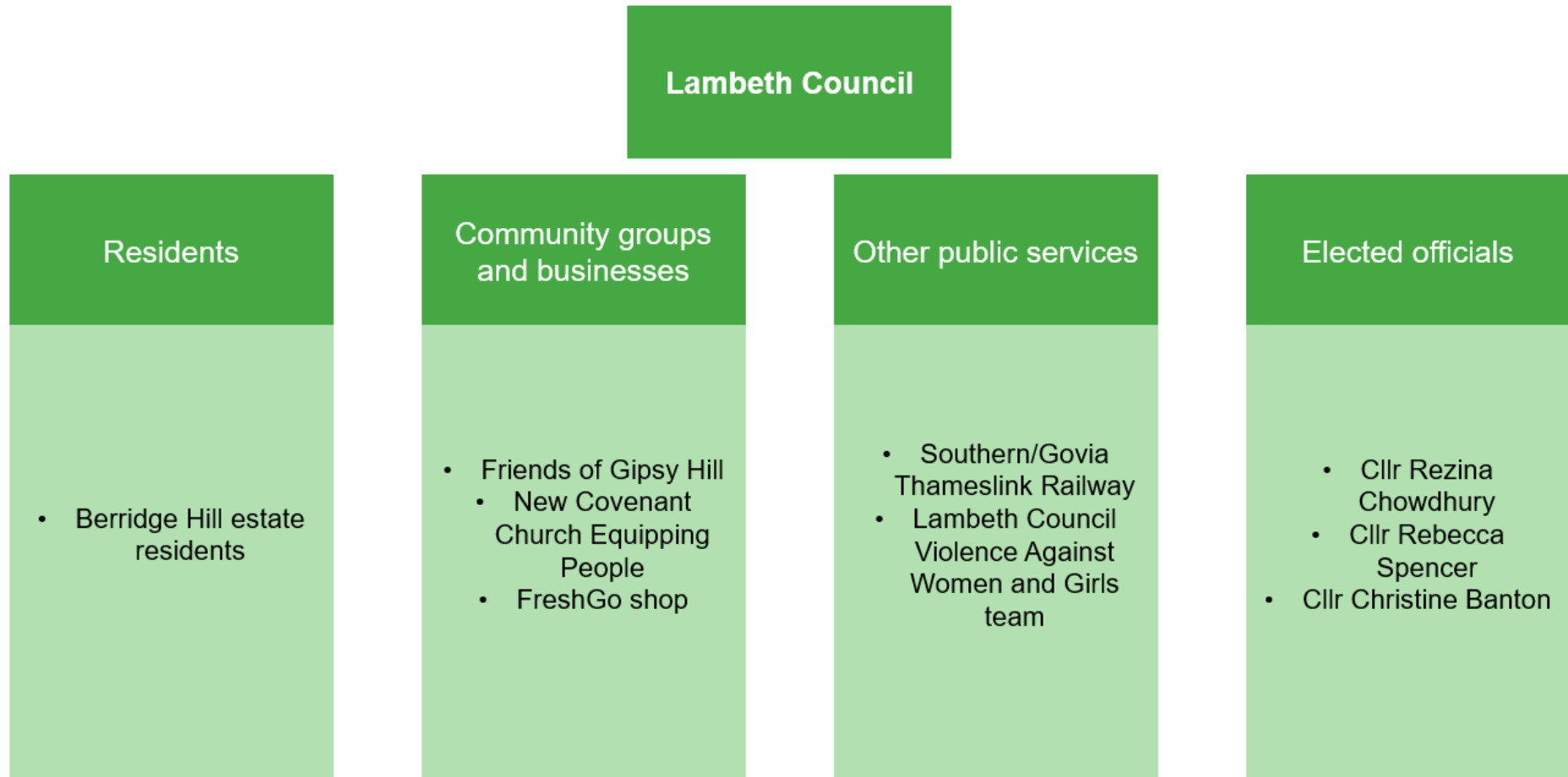
Thank you for helping us shape the Sainsbury Road Reimagined scheme.

Take the survey

 +70 participants



1.2. Key Stakeholders



1.3. Engagement Methods

All feedback from the following activities is being shared with the designers to inform the design proposals. See Appendices for further detailed information on each activity.

Method	Detail	Result
Letter Drop Initial comms sent to all households within the Re-Imagined Street area on 11 November 2024.	Informing residents of the upcoming Re-Imagined Street and how to provide feedback / receive updates	Leaflets distributed to 2643 addresses on Sainsbury Road and within an 100m buffer area of Sainsbury Road
Re-Imagined Sainsbury Road Have Your Say site Launched on 4 November 2024	Provides information on the Re-Imagined Street scheme, including the map, timeline, a travel survey and a business survey	108 visitors (as per 09/01/2024) 17 subscribers on the Sainsbury Road folder
Sainsbury Road Travel Survey Launched on 05 November 2024	Online survey on Have Your Say site asking for input on transport use, perceptions of and suggestions for Sainsbury Road	76 responses (per 07/01/2024)
Key Stakeholder Outreach Completed in phases	Direct outreach to stakeholders near the Re-Imagined Street	Stakeholders contacted as per stakeholder map



<p>Berridge Road Estate Meeting occurred on Tuesday 19 November 2024, at 10AM</p>	<p>In person meeting was held with the TRA (Tenants and Residents Association) chair, housing officer, a local business owner and three residents to learn more about the residents' experiences with Sainsbury Road and desires for improvement</p>	<p>Meeting was held with 6 participants, including TRA chair, housing officer, three residents and a local business owner</p>
<p>FreshGo shop Drop-in meeting occurred on Tuesday 19 November, at 12.00PM</p>	<p>A drop-in meeting and visit was held with the FreshGo proprietor to learn about the shop's use of Sainsbury Road and desires for improvement</p>	<p>Meeting completed with one attendee</p>
<p>Fumi Korean & Japanese Drop-in meeting occurred on Tuesday 19 November, at 12.30PM</p>	<p>A drop-in visit was made to the Fumi Korean & Japanese takeaway located between Sainsbury Road and Alexandra Drive</p>	<p>The staff on site were unable to complete interview, but were provided with information about the scheme and told how they could provide their input on it</p>
<p>Friends of Gipsy Hill Meeting occurred on Wednesday 20 November, at 1PM</p>	<p>In person meeting was held with two committee members to learn more about their perceptions of, and desired improvements to, Sainsbury Road</p>	<p>Meeting completed with two attendees</p>
<p>New Covenant Church Equipping People Online meeting occurred on Thursday 21 November, at 12PM</p>	<p>An online meeting was held with the church's pastor to learn about the church's use of Sainsbury Road, including for visiting congregants and funerals, and the church's suggestions for improvements to Sainsbury Road</p>	<p>Meeting completed with one attendee</p>
<p>Govia Thameslink Railway Meeting occurred on Monday 25 November at 11AM</p>	<p>An online meeting was held with Govia Thameslink Railway, operators of Gipsy Hill station, to understand their perceptions of Sainsbury Road and plans for development of Gipsy Hill station</p>	<p>Meeting completed with five attendees</p>



Berridge Road Estate Survey Delivered in December 2024	Door-knocking survey on transport use and experiences with Sainsbury Road was conducted with residents of the Berridge Road Estate	66 responses (per 07/01/2024)
Safety of Women and Girls Survey Delivered on 10 December 2024	Survey distributed to people walking through Sainsbury Road and Gipsy Hill station	14 responses (per 07/01/2024)



2. Appendices



2.1. Letter Drop

Lambeth


Sainsbury Road Re-Imagined


We have launched the new engagement platform for the Re-Imagined Sainsbury Road.

The aim of a Re-Imagined road is to make it easier and safer to walk, wheel and cycle.


All updates and information relating to the scheme will be shared on the Have Your Say website

To receive updates on the proposed scheme, sign up to Go Vocal. How?

- 1) Scan the QR code below or go to - <https://haveyoursay.lambeth.gov.uk/en-GB/folders/sainsbury-road-re-imagined>
- 2) Click on  Follow
- 3) Sign up using your email address
- 4) Accept the terms and conditions
- 5) Verify your email address
- 6) Once verified you will be signed up to receive updates on the scheme

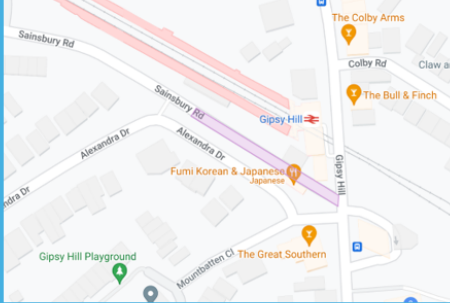


Go Vocal is a digital platform used by Lambeth Council to engage with the community online.




Lambeth

Sainsbury Road Re-Imagined



Target Area Map



What: Initial Letter drop to all addresses on and near to Sainsbury Road, informing them of the pre-trial data collection and engagement

When: Delivery completed on Tuesday 5 November 2024 to 3,296 addresses

Outputs: 17 subscribers received on the Re-Imagined Sainsbury Road Have Your Say page.



2.2. Have Your Say Travel Survey

What: Online Survey

When: Launched on 24 November 2024

Outputs: 76 responses received

As part of the initial engagement, we launched an online survey for residents, visitors, and stakeholders to learn about their transport use, relationship to Sainsbury Road, experiences with and perceptions of Sainsbury Road and desires for the Reimagined Street.

We learned about the following:

- Respondents' relationship to and use of Sainsbury Road, and their travel habits
- Satisfaction with the provision of crossings, shade and shelter, green spaces and places to rest
- Satisfaction with walking and cycling facilities, safety levels, air quality, inclusiveness
- Suggestions for improvements
- Impacts of a potential traffic closure



Fig 1. Word cloud of answers submitted to question "Please state three words you would use to describe Sainsbury Road." The larger the word appears in the word cloud, the more frequently it was used in responses.





Fig 2. (on the left) How satisfied are you with safety levels on Sainsbury Road? Number of responses.

Fig. 3. (on the right) How satisfied are you with air quality levels on Sainsbury Road? Number of responses.

Headlines:

- 66% of respondents were dissatisfied or very dissatisfied with safety levels on Sainsbury Road.
- 58% of respondents were dissatisfied or very dissatisfied with the freedom to walk and cycle on Sainsbury Road.
- Half of respondents (51%) indicated they were dissatisfied or very dissatisfied with the ease of crossing Sainsbury Road, and 37% were satisfied or very satisfied with this.
- Around 4 in 10 respondents were dissatisfied or very dissatisfied with the provision of shade and shelter (40%), and places to stop and rest (42%) on the road.
- Around 4 in 10 (45%) were neutral (neither satisfied nor dissatisfied) with noise levels on Sainsbury Road, and a higher proportion (32%) were satisfied or very satisfied with this, than dissatisfied or very dissatisfied (24%).
- Many respondents felt the road's primary characteristic is being used as a place to park
- Many perceived it as a dangerous road.



- Sainsbury Road described as useful and convenient for accessing nearby areas and facilities including Gipsy Hill station, parks and shops, can be easier to drive down than alternative streets (i.e. Alexandra Drive). Provides free parking. The Friends of Gipsy Hill community garden, the cat who visits the station and garden and the DJ who performs at Gipsy Hill station were also recognised as being important parts of the local community.
- Absence of pavement and safe crossings on most of Sainsbury Road, combined with speeding cars and many cars parked impeding vision causing unsafe walking and cycling conditions.

Concerns:

- personal safety concerns due to a lack of lighting and anti-social behaviour
- poor drainage, fallen leaves and littering and poor upkeep
- reducing car traffic leading to more anti-social behaviour
- having to make detours when driving, which was argued would contribute to increased congestion, noise pollution, difficulties with parking, and would block off the Berridge Road estate.
- impact on people with mobility impairments, and older people for whom active transport modes may be inaccessible due to the area being hilly.

Suggestions for making the road safer, healthier and more pleasant environment:

- Adding a pavement
- Adding a cycle lane
- Adding chicanes and/or speed bumps
- Introducing parking restrictions
- Making the road car free
- Creating community space, such as expanding the community garden or providing areas for rest or play.
- Improving lighting
- Improving street cleaning
- Adding landscaping
- Banning smoking outside of the station
- Increasing police presence.



2.3. Meeting with Berridge Road Estate TRA

When: Tuesday 19 November 2024

What: A one-hour meeting with residents of the Berridge Hill estate and nearby streets. The purpose of the meeting was to gather feedback on current experiences and use of Sainsbury Road and desires for future improvements.

Where: Berridge Road Estate office

Feedback: Participants were concerned about maintaining vehicle access on Sainsbury Road, as this is one of the main entry points to the estate. Participants described Sainsbury Road as a place one passes through but don't spend time in. The community garden is perceived as pleasant to be in.

Concerns:

- closing Sainsbury Road and “cutting off” residents
- congestion
- traffic displacement and pollution
- emergency services and disabled people not being able to enter or leave the area.
- insufficient lighting on the road
- personal safety of women and girls
- crime (e.g. drug dealing and taking)
- greenery or seating was discouraged due to existing trees
- seating was discouraged in the area due to anti-social behaviour and crime.



2.4. Key community group stakeholder

When: Wednesday 20 November 2024

What: A one-hour meeting was held with two committee members to understand their perceptions of, and suggested improvements for, Sainsbury Road

Where: Friends of Gipsy Hill community garden

Concerns:

- cars, e-scooters and bikes speeding down the hill
- people walking in the road rather than on the pavement
- drainage issues causing flooding of the garden and Sainsbury Road
- poor lighting in particular towards the basketball court
- anti-social behaviour, including littering and dumping of Lime bikes and e-scooters especially at the top of the road nearest to Gipsy Hill
- Avoiding placing objects near the fence to the garden, as this could be used to climb into the garden
- Seating could encourage anti-social behaviour and littering

Suggestions:

- improving the fence along the garden
- installing pontoon lighting across Sainsbury Road
- improving leaf removal
- traffic calming measures to reduce speeding e.g. alternating parking on both sides of Sainsbury Road or installing planters
- better pedestrian signposting to route between Gipsy Hill and the entrance to platform 1 e.g. pavement and/or paint



2.5. Religious stakeholder group



When: Thursday 21 November 2024

What: An online meeting with the Pastor of the New Covenant Church Equipping People.

General comments:

- knowledge of many congregants travelling in by train to Gipsy Hill station and walk to the church from there.
- with regards to funerals, drivers would use another route

Concerns:

- anti-social behaviour including drinking and drug-taking on Sainsbury Road

Suggestions:

- lighting improvements
- to reduce littering and fly tipping
- area to be made attractive for families and children to visit e.g. the area around the basketball court



2.6. Berridge Road Estate Survey

When: December 05 – December 13 2024

Where: Berridge Road Estate

What: A door-knocking survey to households on the Berridge Road Estate about residents' car use, home deliveries, traffic concerns and suggestions for improving conditions for walking, wheeling and cycling as well as improvements to the general area.

Outputs:

- 66 people responded to the survey. Of these, 12% reported having a disability or long-term health condition and 52% identified as female.
- Nearly 1 in 4 (24%) were Black or Black British – Caribbean, 18% were white – English/Welsh/Scottish/Northern Irish/British and 14% were Black or Black British – African.
- 62% of respondents did not own a vehicle, 32% owned a vehicle that they park on the estate and 6% owned a vehicle that they park on neighbouring roads.
 - Of those that owned a vehicle, 52% reported using it daily and 40% used it weekly.
 - Of those that owned a vehicle, the most common purposes people used it for were shopping, medical appointments and commuting for work.
 - For those that owned a vehicle, Sainsbury Road was the road most respondents reporting most often using to enter and exit the estate.
- Around 1 in 5 respondents (20%) reported not receiving any deliveries. Those that did receive deliveries most commonly received grocery or online purchase deliveries.
- Respondents made a range of suggestions for improving Sainsbury Road or the Berridge Road estate, including:
 - Providing better lighting
 - Adding zebra crossings
 - Adding speed bumps
 - Introducing more frequent rubbish collection
 - Removing parking
 - Adding pavements.



- Several respondents also expressed a desire for maintaining vehicle access to the estate, explaining that they were concerned that restricting vehicular access could lead to increased journey times, congestion, pollution and displaced traffic.



2.7. Safety of Women and Girls Survey

When: Tuesday 10 December 2024, 3PM to 5PM

What: The Community Streets Design Team distributed survey flyers with a QR code for the survey, for respondents to either complete at home or to provide their feedback directly to the Team

Where: Outside of the entrance to Gipsy Hill station on Sainsbury Road

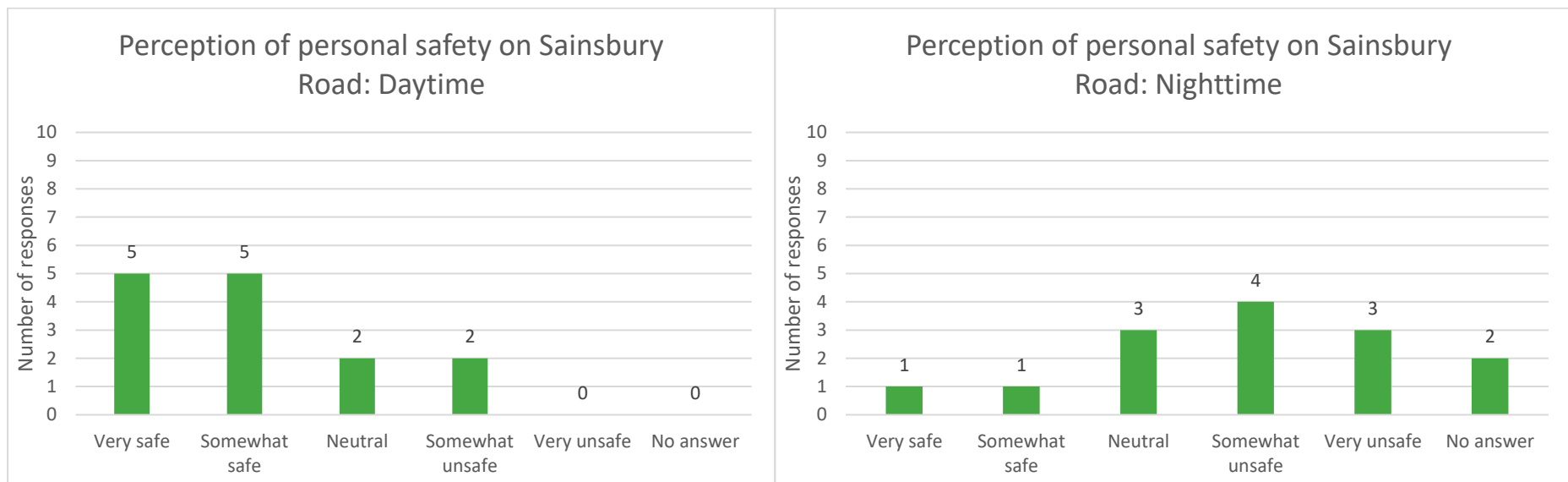


Fig. 4. (on the left) How safe do you feel traveling on Sainsbury Road during the day? Number of responses.

Fig. 5. (on the right) How safe do you feel traveling on Sainsbury Road at night? Number of responses.



Outputs:

- 14 responses were received to the survey, and respondents ranged from under 18 to 45 years of age and older
- Most respondents (10 out of 14) reported feeling either very safe or somewhat safe when travelling on Sainsbury Road during daytime, while 7 in 14 described feeling either somewhat or very unsafe when travelling there at night.
 - Respondents described several aspects contributing to their feelings of personal **safety**:
 - The presence of other people
 - The FreshGo shop being open
 - CCTV
 - The presence of the community garden
 - Daylight
 - Being in a residential area
 - Respondents also described aspects contributing to them feeling **unsafe**:
 - Experiences of being shouted at by men when travelling alone
 - The presence of cars
 - Poor lighting
 - Lack of other people around / low footfall
 - The shops being shut
- Respondents suggested improvements that would make them feel safer on Sainsbury Road:
 - Reducing people loitering
 - Improving lighting
 - Adding a (closed off) footpath/pavement
 - Adding CCTV
 - Widening the pavement on Alexandra Drive
 - Reducing the number of parked cars
 - Pedestrianising Sainsbury Road
 - Removing the barrier between Alexandra Drive and Sainsbury Road.

