

# Results of Pedestrian and Business Surveys August 2011

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## Streatham High Road: Results of Pedestrian and Business Surveys August 2011

### 1. INTRODUCTION

- 1.1. As part of the Streatham High Road and Public Realm Improvements Study, Streatham High Road, the London Borough of Lambeth commissioned Savills to undertake a survey of pedestrians and businesses on Streatham High Road, to gain their views on previous recent improvements that had been undertaken as Phase 3A of Transport for London's (TfL) Drive Thru to Destination project. This opportunity would also enable respondents to give their views on how the rest of the High Road could be improved.
- 1.2. The Phase 3A works were undertaken in the vicinity of the Odeon Cinema, including the removal of pedestrian barriers within the central reservation, new street tree planting, up-lighting, street furniture and paving. The London Borough of Lambeth, together with TfL, Savills and Alan Baxter & Associates, is now looking at ways in which the stretch of the High Road to the north of this area can now be improved.
- 1.3. Savills commissioned specialist consultancy Count On Us to undertake the survey work, which resulted in responses from 91 businesses and 502 pedestrians being gained during August 2011.

### 2. SURVEY METHODOLOGY

- 2.1. The survey was undertaken during August 2011. Its timing was slightly delayed following incidences of civil unrest earlier in the month. This decision sought to minimise any effects the incidences may have had on either the number or mix of people using the High Road and also on the potential distraction it may have had on what respondents wished to discuss. The questionnaires were undertaken on both weekends (Saturday 20th August 2011) and weekdays (Thursday 18th August 2011 and Tuesday 30th August 2011), to gain responses from the widest variety of users.
- 2.2. The interview team was tasked with obtaining at least 500 responses, from both the general public and businesses located on the street.
- 2.3. Interviewers approached all businesses occupying the ground floor of properties within the study area (see Appendix 1). The pedestrian surveys took place both within the area of recent public realm improvements (Area 'A') as well as in the area to the north which will benefit from later stages of improvement (Area 'B'). In particular, the interviewers were requested to focus on the area outside Streatham Hill Station, given the relatively high footfall concentrated in this area, and the current need for junction and public realm improvements in this area (see Appendix 1).
- 2.4. Whilst understanding the difficulties of achieving a specific proportion of responses, the interview team sought to obtain approximately 30% of its responses from businesses, 50% from residents and 20% from visitors. As a significantly greater number of pedestrians provided responses than first anticipated, the actual proportions obtained were 15% businesses, 62% residents and 23% workers/others.

- 2.5. To gain further information on the background of the respondents, the respondents were asked a series of optional questions on their gender, age group, ethnicity and any disabilities that they considered affect their mobility/ use of the public realm.
- 2.6. The pedestrians and businesses were asked to complete slightly different questionnaires, although both sought to obtain similar types of information. The questions were generally provided with multiple-choice answers, to keep the interview process concise as well as facilitate subsequent analysis. Respondents were provided with the opportunity to provide further ideas however, with a more open-ended final question.
- 2.7. The pedestrian surveys sought to gain a greater understanding of:
- Why people chose to use the street
  - Whether they thought the Phase 3A improvements had made a significant improvement to the area
  - Whether they would like to see similar work done along other parts of the High Road
  - Whether the work has made a positive impact to my journey/ visit to Streatham
  - How important the following features would be to the next phase of the improvements:
    - Removal of the central reservation planter
    - Improved pedestrian crossings
    - More/ less/ same car parking
    - More disabled parking
    - Improved lighting
    - Improved maps and signage for pedestrians
    - Widened pavements
    - Improved pavements
    - More/ new seating on the pavement
    - More space for pavement cafes
    - New spaces for events such as markets
    - Improved cycle parking
    - More shrub planting
    - More street trees
- 2.8. The pedestrian surveys also provided the opportunity for respondents to provide additional ideas of how they would like to see the street improved. A full copy of the questionnaire is provided in Appendix 2.

- 2.9. In addition to the above information, the business survey gained information on:
- The type of business (retail/ service/ leisure/ other)
  - Whether they thought the improvements had made a positive impact on their business
- 2.10. A full copy of the business questionnaire is provided in Appendix 3.
- 2.11. To facilitate discussions with the respondents and remind them of the improvements that had already taken place on the High Road, the interviewers were provided with a 'before and after' sheet of photographs (see Appendix D).

### 3. SURVEY RESULTS: PEDESTRIAN SURVEYS

- 3.1. The pedestrian survey comprised a diverse mix of respondents, as shown in Table 3.1. This shows that just over a third of respondents were white British and a third were black British, with the remainder being of other white, black, Asian and Chinese backgrounds.

**Table 3.1: Respondents Backgrounds**

Ethnicity:	38% White British 10% Any other white 30% Black British 6% Other Black 8% Other Asian 1% Chinese 1% Other 3% Mixed Black/ White 3% Mixed White/ Asian 1% Mixed White/ Chinese
Gender	4% Under 18 17% 18-24 46% 25-44 23% 45-64 10% 65+
Age	4% Under 18 17% 18-24 46% 25-44 23% 45-64 10% 65+
Disabilities:	8% considered that they had a disability that affected their movement around the public realm. 92% considered that they had no such disability.

- 3.2. The pedestrian surveys showed that the overwhelming majority (66%) of respondents lived on or close to Streatham High Road, with only 7% working on or close to it. A further 8% both live and work on or close to it.
- 3.3. When asked why they chose to visit Streatham High Road, 63% responded that it was to come shopping, 33% came for leisure (bars/ restaurants/ cinema etc), 43% passed through as part of their journey to work and 17% came for services such as hairdressers and doctors. As respondents often came for more than one of the reasons these percentages do not add up to 100%. As would be expected a higher proportion of people were predominantly coming for shopping in the southern end of the study area (Area A) whilst a higher proportion was travelling to work in the northern end (Area B). These results show the importance of Streatham High Road as a shopping destination, but also for the wider mixture of leisure and service uses it provides. It also shows that a significant proportion of people are in the area as part of their journey to work, which may also include visits to shops and services.
- 3.4. When asked if they thought that the Phase 3A improvement works had made a significant improvement to the area, the majority (80%) of respondents either agreed (61%) or strongly agreed (19 %). A further 12% were undecided whilst 6% disagreed and 2% strongly disagreed.
- 3.5. When asked if they agreed that similar work should be done along other parts of the High Road, again the response was overwhelmingly positive, with 83% stating that they either agreed (52%) or strongly agreed (31%). A further 10% were undecided and 5% disagreed and 2% strongly disagreed.
- 3.6. These results were also reflected in responses to the question regarding whether the works had made a positive impact on their journey/ visit to Streatham, with 53% agreeing and 17% strongly agreeing that it had. A further 21% were undecided, 8% disagreed and 1% strongly disagreed. This slightly higher proportion of 'undecided' respondents reflected the response rate in Area B (ie in the currently unimproved area of the High Road). This potentially relates to the fact that these people may not travel though the Phase 3A area on such a regular basis and as such not feel positive impacts from it.
- 3.7. Appendix five lists the comments that pedestrians made on the Phase 3A work. These were overwhelmingly positive, with respondents agreeing that it makes the area look and feel better and enhances a sense of pride/ investment in the area. In particular, the new tree planting was valued. There was some concern over whether the removal of the central reservation was creating a safety hazard and also a few respondents thought that traffic jams had worsened.
- 3.8. The responses to suggested changes on the rest of the High Road are summarised in Table 3.2. These show that in general there are mixed views on whether the central reservation should be removed. There is a definite support for the need from improved pedestrian crossings, better lighting and also more disabled parking. The overwhelming majority of respondents (95%) did not see a need for less car parking, whilst just over half (51%) instead thought there should be more parking. The majority of respondents thought there was a need for improved maps and signage (60%), shrub planting (64%), lighting (68%) and tree planting (77%).
- 3.9. Interestingly, the majority of respondents did not favour widening pavements, with only 18% favouring the idea. Approximately half of the respondents did think there was a need for improving the pavements however.

- 3.10. With regards to seating and spaces, just over half of the respondents felt that there should be more or new seating and new spaces for events such as markets. Approximately a third of respondents thought there should be space for pavement café seating, with a half either thinking this was not important or should not be incorporated.
- 3.11. Just over a third of respondents thought it was important to incorporate improved cycle parking, whereas nearly a half thought this was not important.

**Table 3.2: Responses to the importance of potential future improvements**

	<b>Very Important</b>	<b>Important</b>	<b>Undecided</b>	<b>Not important</b>	<b>Do not want</b>
Removal of the central reservation planter	25%	18%	17%	22%	18%
Improved pedestrian crossings	47%	31%	5%	16%	1%
More car parking	16%	35%	12%	19%	18%
More disabled parking	10%	42%	15%	23%	10%
Less car parking	4%	1%	11%	60%	25%
Keep same amount of car parking	10%	6%	12%	53%	19%
Improved lighting	33%	35%	11%	20%	1%
Improved maps and signage for pedestrians	28%	32%	14%	23%	2%
Widened pavements	11%	17%	10%	45%	18%
Improved pavements	24%	27%	6%	36%	7%
More/ new seating on the pavement	23%	29%	10%	23%	15%
More space for pavement cafes	15%	21%	11%	35%	17%
New spaces for events such as markets	27%	26%	11%	27%	9%
Improved cycle parking	11%	24%	17%	44%	4%
More shrub planting	44%	20%	9%	21%	6%
More street trees	55%	22%	7%	12%	5%

- 3.12. When asked if they had any further ideas for improvements, responses generally reflected a number of themes. These are set out in Appendix Six. A significant proportion of respondents did not make further suggestions, and the few that did often did not fall within the remit of the public realm study. Those that did comment, made comments on:

- The need for improved street cleaning
- The need for a better range of shops
- The need for more police and CCTV
- Some concerns over safety of removing the central reservation

#### **4. BUSINESS SURVEYS**

- 4.1. Business surveys were undertaken in Astoria Parade, Beaumont Parade, De Montefort Parade, High Parade, High Road, Leigh Hall Parade and Streatham Court. Of the responses, 46% of businesses were retail, 33% service and 21% leisure. Of the respondents, 29% were employees of the business, 18% were the proprietors and 54% were the managers.
- 4.2. When asked whether they agreed that the Phase 3A improvement works had improved the area, the overwhelming majority (83%) believed they had, with 11% undecided and only 5% disagreeing.
- 4.3. The majority of businesses (78%) thought that these improvements should also be continued further along the High Road.
- 4.4. When asked whether they thought the proposals had had a positive impact on their businesses, 18% agreed that it had, 32% were undecided whilst 49% thought it had not. This result probably relates however, to the fact that not all businesses were located close to the Phase 3A improvements.
- 4.5. The responses to suggested changes on the High Road are summarised in Table 4.1. These show that the majority of businesses (59%) think that the central reservation planters should be removed with only 15% stating that it shouldn't be. There is an even greater support (80%) for improved pedestrian crossings.
- 4.6. The majority of businesses (82%) would also like to see more parking, although there was less consensus on whether there should be more disabled car parking, with 41% considering that this was important. No businesses thought that there should be less car parking.
- 4.7. As with the pedestrian survey responses, the majority of businesses thought there was a need for improved maps and signage (72%), lighting (76%), shrub planting (70%) and street trees (74%).
- 4.8. A similar proportion of businesses (26%) were in favour of widening the pavements, although there was significant support (77%) for improving the pavements.
- 4.9. With regards to seating and spaces, 34% of businesses felt that there should be more or new seating, however the majority did not want this (42%) or felt it wasn't important (14%).
- 4.10. Views on whether an events/ market space should be provided were mixed with 49% of businesses stating that they either did not want one, or felt that it was not important in comparison to those that thought it was important/ very important (43%). The need for space for pavement cafes also provoked mixed views, with 43%

thinking that this was important/ very important and 55% either not wanting this or thinking that it was not important.

- 4.11. Improved cycle parking was not seen as a priority for businesses with 61% stating that it was not required or not important. Just under a quarter (23%) considered that it was important/ very important.

**Table 4.1: Responses to the importance of potential future improvements**

	Very Important	Important	Undecided	Not important	Do not want
Removal of the central reservation planter	34%	25%	13%	12%	15%
Improved pedestrian crossings	58%	22%	4%	13%	2%
More car parking	64%	18%	4%	10%	4%
More disabled parking	22%	19%	14%	38%	7%
Less car parking	0	0	0	73%	27%
Keep same amount of car parking	1%	3%	1%	67%	27%
Improved lighting	42%	34%	14%	9%	1%
Improved maps and signage for pedestrians	36%	36%	12%	14%	3%
Widened pavements	11%	15%	8%	35%	31%
Improved pavements	46%	31%	7%	14%	2%
More/ new seating on the pavement	7%	27%	10%	14%	42%
More space for pavement cafes	18%	15%	12%	26%	29%
New spaces for events such as markets	16%	27%	7%	24%	25%
Improved cycle parking	7%	16%	15%	45%	16%
More shrub planting	40%	30%	9%	10%	12%
More street trees	51%	23%	9%	5%	12%

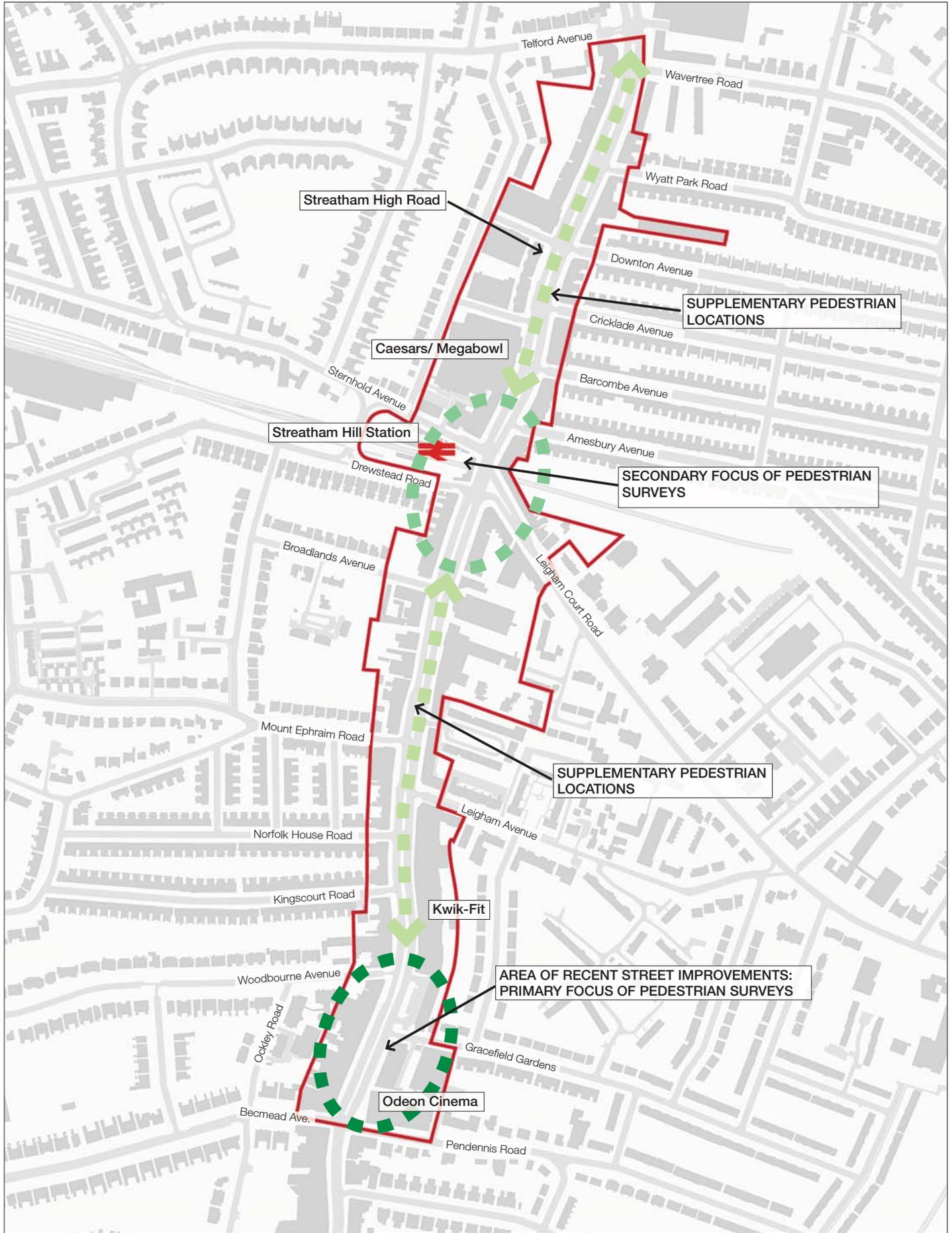
- 4.12. There were generally few responses when asked if they had any further comments on the Phase 3A works or ideas for further improvements. Those that did comment noted:

- Phase 3A caused more traffic jams (2)
- Does not change anything (1)

- Looks better/ positive for area (5)
- Looks better - attracts more people (1)
- Need more railings to stop jay walking (1)
- No direct impact on business but nicer environment (1)
- No impact on business (1)
- Pedestrians at risk (1)
- The works disrupt business (1)
- Too far away (19)
- Works need doing quicker- take too long (1)

*(the numbers in brackets refer to the number of people that made the response)*

**APPENDIX ONE: STUDY AREA**



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scale |



**APPENDIX TWO: PEDESTRIAN QUESTIONNAIRE**

## Pedestrian Questionnaire

**1. Do you live or work close to Streatham High Road (please circle)?**

Live

Work

Both

Neither

**2. Why do you choose to visit Streatham High Road? (please tick all that are relevant)**

Shopping

Leisure (bars / restaurants / cinema etc)

Part of my journey to / from work

Services (doctors / hairdressers etc)

Other \_\_\_\_\_

**3. Transport for London recently implemented urban realm and traffic improvements on Streatham High Road, close to the Odeon Cinema. Please indicate whether you agree with the following statements (show map or before/after photos if this helps):**

*Please circle **one** box per statement*

a) The works have made a significant improvement to the area

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
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b) I would like to see similar work done along other parts of the High Road

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
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c) The work has made a positive impact to my journey/ visit to Streatham

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
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If possible, please can you provide a reason to your answer to question c)?

\_\_\_\_\_



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**Respondent Information** (only if respondent happy to answer)

**Gender:**            M                    F

**Age:**                **Under 18**  
                          **18-24**  
                          **25-44**  
                          **45-64**  
                          **65+**

**What ethnicity are you?**

**White:**

- a) White British
- b) Any other White background

**Black or Black British:**

- c) Black British
- d) Any other Black background

**Asian or Asian British:**

- e) Asian British
- f) Any other Asian background

**Chinese or Other Ethnic Group:**

- g) Chinese
- h) Any other ethnic group

**Mixed:**

- i) White & Black
- j) White & Asian
- k) White & Chinese
- l) Any other mixed background

**Do you consider that you have a disability that affects how you get about the High Road? Y / N**

**APPENDIX THREE: BUSINESS QUESTIONNAIRE**

## Business Questionnaire

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### Respondent Information

Name of Business: .....

Address:.....  
.....

### Type of Business (please circle)

- Retail
- Service
- Leisure (bar/restaurant etc)
- Other (please specify)

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### 1. What is your role at the business (please circle)?

- Employee
  - Proprietor
  - Manager
  - Other
- 

### 2. Transport for London recently implemented urban realm and traffic improvements on Streatham High Road, close to the Odeon Cinema. Please indicate whether you agree with the following statements:

a) The works have made a significant improvement to the area

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
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b) I would like to see similar work done along the High Road

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
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c) The work has made a positive impact on my business

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
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If possible, please can you provide a reason to your answer to question c)?

.....  
.....  
.....  
.....



**APPENDIX FOUR: BEFORE AND AFTER PHOTOGRAPHS PROVIDED TO SURVEY  
TEAM**

# BEFORE



# AFTER



## **APPENDIX FIVE: PEDESTRIAN QUESTIONNAIRE: RESPONSES TO PHASE 3A WORKS**

*(numbers in brackets refer to the number of people that made the response)*

### Trees/ Vegetation

- Always good to have trees (1)
- Looks greener (4)
- More greenery makes traffic less obvious (1)
- Trees nice but area needs much more youth centres (1)
- Trees waste of council money (1)
- Trees/ greenery good/ a big improvement/better than concrete/ break up monotony/ good for environment (13)

### Traffic

- Bad traffic (1)
- More traffic jams (4)
- Traffic queues seem to be longer (1)

### Pavements/ Central Reservation/ Pedestrian crossings

- Better atmosphere/ better for the environment (3)
- Central reservation dangerous/ hazardous. Dangerous as pedestrians cross the road freely (6)
- Changes are cosmetic. Whilst pavement is better, crossing at junction is still dangerous (1)
- Easier to cross road (2)
- No barriers an improvement (1)
- The trees look nice but must surely be less safe than the barriers that were there before - especially around the pedestrian crossings. Improvements look nice but should not be made if they jeopardise safety (1)
- More controls on crossing road
- Railings were there for a good purpose - safety (1)
- Wider pavements good (2)

### Safety

- Bright at night - feels safe (1)
- It feels safer (1)
- Safety first should dictate works (1)

### Visual Appearance

- Breaks the concrete monotony (1)
- Feels more open/ more space (5)
- Prettier, better environment (1)
- Gives area a lift - looks good (1)
- Looking much better/ nicer (8)
- Looks better/ nicer (21)
- Looks brighter (2)
- Looks cleaner/ tidier/ more presentable (12)
- Looks modern (3)
- Looks more cheerful (1)
- Looks more friendly (2)
- Looks safer, less harsh (1)
- The road and pavement area are smarter and make the area look nicer in general (1)
- More still could be done - more public space (1)

Well-being

- Feels healthier (1)
- Feel good factor (1)
- Feels like area is on the up (1)
- Good to see investment in Streatham again (1)
- If the area looks like its cared for then people will care for the area (1)
- Nicer environment for children to grow up in (1)
- Makes it look like someone cares about the area (2)

Construction/ Costs

- Get the works done quicker - very disruptive (1)
- Waste of money/ cost too much (2)

## **APPENDIX SIX: PEDESTRIAN QUESTIONNAIRE: SUGGESTIONS FOR FUTURE IMPROVEMENTS**

*(numbers in brackets refer to the number of people that made the response)*

### General

- I believe what has been done will help (1)
- Enough changes already. Don't need anymore (1)
- Only minor further work needed - more lights and better pavements (1)
- All a waste of money (1)
- Improvements needed all the way to Christchurch Road (1)
- Waste of money (1)

### Shops/ Cafes

- Better shops - not just phone shops (1)
- More big retailers (1)
- More independent cafes (1)
- More ordinary shops - not cafes (1)
- More shops less cafes (1)
- Need better quality shops (7)
- Less Starbucks - more community run shops (1)
- Get rid of ugly bargain shops (1)
- Fill the empty shops with quality outlets (1)
- More high street names (1)
- Less charity and empty shops (1)
- Do something about Caesars and empty shops (1)
- More big retailers (1)

### Maintenance

- Could clean up some of the buildings/ pavement and make them more attractive (1)
- Council wastes its money on all the plants by not looking after them (1)
- Streets should be cleaner (21)
- More bins and street cleaners (2)
- Cannot maintain what is there already (1)
- Cannot maintain the plants already (1)
- They are not even able to maintain what they have at the moment (plants, etc) (1)

### Cycles

- Separate cycle lanes that do not run through the bus lanes (1)
- Proper cycle lanes (1)
- Stop cyclists using pavements (1)
- More cycle parking (1)
- Get cyclists off the pavements (1)

### Pavements

- Make it pedestrian only (1)
- Gracefield Gardens needs repaving (1)
- Wider pavements will cause more traffic congestion (1)

Traffic/ Crossing Roads

- Try to make improvements without causing too much traffic disruption (1)
- Safety is a concern but it looks nicer (1)
- Concerned about disruption to traffic (1)
- Safety concerns (1)
- More safety on central reservation (1)
- Already been accidents due to removal of central wall (7)

Parking

- More parking would bring more people to shop (1)

Toilets

- Free toilets (1)
- More toilets (4)

Vegetation

- More flowers (1)

Construction

- Do work quicker (1)
- Less road works (3)

Seating and Open Spaces

- More seats and space to sit with children/ friends (3)
- More seating (2)
- No more seats, kids congregate around them (1)

Police/ Community/ Security

- Area needs revitalising - more community projects (1)
- More police at night (1)
- More police (6)
- More security (2)
- CCTV (2)

Lighting

- Better Christmas lights (2)