Project Brief v5

Crouch End Liveable Neighbourhood Feasibility Design & Engagement Brief

October 2018

1. Introduction

1.1 Haringey Council shares the Mayor's vision for walking and cycling and seeks to dramatically improve conditions and infrastructure within the borough. Making Haringey one of the most cycling and pedestrian friendly boroughs in London is a top priority of the Council's new Transport Strategy which was adopted in March 2018. Central to Council policy is making our neighbourhoods more liveable through walking and cycling. Achieving this priority will promote healthy and active lifestyles and improves air quality in Haringey. Walkable, human-scale neighbourhoods encourage social interaction and the use of small independent businesses; nurturing connected, thriving local communities.

1.2 In December 2017, the Council successfully secured a fund from TFL to support the development of a 'Liveable Neighbourhood' in an area of the borough where modal shift away from the private car would have the greatest impact. The successful area was Crouch End (see map below).

1.3 Having secured a fund of £5.8m, the Council are now seeking to appoint a consultancy to assist in the development of the project. This brief provides a background to the project and Haringey, objectives of the project, expected tasks and outcomes, a project timetable and other relevant information to assist you in preparing your tender submission.

1.4 The deadline for tender submission is:

Monday 1 October 2018 @ 12.00 hrs

1.5 For further information or clarification, please contact:
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2. Background

In 2018 the Mayor of London released his Transport Strategy (MTS), with the biggest challenge; being to cater for the increasing population. “The city's population is forecast to rise from 9 million people today to 10.8 million in 2041. We must find new ways to plan London's growth.” There are many aims set within the document; however, the central aim is for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041. To achieve the objectives of the new MTS, a funding stream was developed which enabled boroughs to bid for funds to deliver ‘Liveable Neighbourhoods’ across London. These neighbourhoods would be places with healthy streets and public spaces, clean air and priority given to walking, cycling and public transport.

The key aims of the liveable neighbourhood programme are to:

- Focus on delivering Healthy Streets across a wider area rather than individual streets or junctions
- Broaden the remit of area-based schemes to include improvements to key walking and cycling routes including Healthy Streets
- The proposals will be inclusive accessible and address crime and security concerns
- Include residential areas, local centres and transport interchanges
- Include behaviour change activities as part of projects
- Engage communities in the early development of proposals

Haringey adopted its Transport Strategy in March 2018 to help deliver the aims of the MTS and to meet local transport aspirations. The Transport Strategy sets out the future direction for transport in the borough and describes the context and challenges Haringey faces and how, through the objectives and priorities outlined in the Strategy, the borough intends to address them. At the heart of the strategy is supporting growth in the borough, improving quality of life and health and well-being and working towards becoming a carbon zero borough by 2050

The new Transport Strategy sets the following priority outcomes:

- A public transport network that is better connected, has greater capacity and is more accessible, supporting our growth ambitions
- Active travel the easier choice, with more people choosing to travel by walking or cycling
- An improved air quality and a reduction in carbon emissions from transport
- A well maintained road network that is less congested and safer

The liveable neighbourhood programme is an opportunity for Haringey to use its successfully won liveable neighbourhood fund to deliver on the aims of the strategy, and the aims of the MTS. Working with TFL, the Council intends to learn from the Crouch End project to help the borough plan for a wider programme of change and modal shift away from the private motorcar.

Haringey’s first liveable neighbourhood will need to radically change travel behaviour. Reallocation of road space and the closure of some parts of roads to vehicular traffic will be fundamental to its success. A comprehensive engagement

process is needed to ensure that the community is at the heart of the design of their area and engagement with key stakeholders and the emergency services will be key to ensuring that the true benefits of this scheme are realised.

3. Introduction to Crouch End

Crouch End is a vibrant neighbourhood in the south west of the borough, close to the borough boundary with Islington. Crouch End centres on a confluence of important routes for North London which converge at the red brick clock town which marks the heart of the Broadway. The well-attended town centre has a varied and vibrant retail and services offer and the area has become an important café/restaurant destination. The area is packed with attractive architecture, good schools, lively shopping streets and leafy surrounding parks.

The neighbourhood however has a dominance of motor vehicles caused by high car ownership levels and by high levels of vehicle traffic passing through the town centre. Poor connectivity to surrounding railway and the underground stations, and a reliance on bus services to meet public transport needs exacerbate this.

Crouch End provides an excellent opportunity through the liveable neighbourhood project to challenge this dominance and achieve a significant modal shift away from the car usage and to drive forward Haringey's cycling and walking aspirations.
In June 2017, Transport for London (TFL) identified Crouch End as being on an important strategic cycling route from Wood Green to Kentish Town.
This analysis demonstrated a need to invest in cycling infrastructure in the area, making cycling through and within Crouch End safer. Creating safe new cycling connections to the town centre, to the tube/rail interchanges and for commuting purposes is key to achieving the MTS and the Haringey transport strategy.

The Council is already working with local groups, the police and local schools to promote active travel choices and to change behaviours in how people move around their neighbourhood. The challenge for Crouch End is more than just physical infrastructure, the success of the project will be reliant on challenging perceptions and educating on the benefits of sustainable forms of transport.

4. The Brief

The brief consists of eight main stages:

1. Project establishment and governance
2. Pre-engagement with community and stakeholders
3. Behaviour change review and development
4. Development of feasibility designs
5. Testing
6. Public engagement / consultation on proposed designs
7. Report on engagement process, analysis, provide analysis and produce recommendation report
8. Approval of feasibility designs and final report by Members, stakeholders and TfL/GLA

Part 1 – Project establishment and governance

- Inception with meeting with LBH officers
- Initiation meeting with LBH Members and Cabinet Member
- Review project Bid Document, programme, governance chart and compliance with the new TfL Liveable Neighbourhood guidance.
- Produce engagement plan.
- Establish monitoring requirements.
- Identify all technical surveys including traffic and parking surveys to establish baseline data
- Review current Council Policy i.e Corporate Plan, Transport Strategy, LIP 3 etc.
- Identify key stakeholders and develop stakeholder group.
- Manage Stakeholder group and all meetings on a quarterly basis.
- Provide a dedicated Stakeholder Engagement Manager to be based permanently in Haringey's offices.
- The early key message will be that "nothing is fixed or defined" and that we shall listen to concerns and ideas from the community to reach our objectives.
- Appoint a Principal Designer as per CDM 2015

Key outputs of Part 1:

- Full understanding of Members requirements
- Project programme
- Governance chart
- Project Bid review recommendation report
- Engagement plan
- Stakeholder chart
- Provide Stakeholder Engagement Manager
- Completed list of all surveys and data bases required

Part 2 – Pre-engagement with community and stakeholders

The next stage for the consultant would be pre-engagement where there will be a chance for residents, businesses, schools, stakeholders and interested groups to provide their comments and views on how they would like to see the project

develop, some of the key principles for the designs, and inform us of the ideas they may have, issues they face and the areas they want changed.

Pre-engagement is likely to be a one-month period and include:

- A web-based consultation system, which will enable residents, businesses and interested groups to plot their concerns including their concerns with crime and security and road safety (has the 20mph limit improved perception of road safety?) and issues in the area in relation to cycling/walking and their environment. For an example on this type of system, see www.pclconsult.co.uk as operated by Project Centre
- Leaflets notifying of the engagement will be delivered to residents/businesses in the agreed area
- Council website to publicise engagement process.
- Liaison with community forums and meetings with these groups (allowance for three meetings including evenings)
- Door knocking on each business within Crouch End town centre as well as a business forum to discuss their concerns (allowance for two meetings)
- School visits to discuss with local children their concerns and wishes (allowance for four visits)
- Setup of a stand in Crouch End for one weekday and one Saturday to get visitors' ideas for the areas
- Co-design workshops with residents and design officers
- Targeted social media marketing
- Creative and innovative methods of engagement
- Quarterly newsletter

Additionally, email addresses and a phone number response line for queries during this time from the community, as well as briefing updates for Councillors on a fortnightly basis.

Key outputs of Part 2:

- Presentation to Councillors as soon as possible and to keep updated (allowance of five in total)
- Meetings with key stakeholders – cycling group (six in total)
- Develop leaflet for early engagement (this includes wording, questions, pictures)
- Development and use of PCL consult for early engagement
- Development of questionnaire for each workstream
- Door knocking for each business within the area to ensure knowledge of the scheme
- Business meetings attendance (allowance for two)
- Resident forum attendance (allowance for three)
- School visits (allowance for four)
- Stand in Crouch End High Street (week day for five hours and Saturday for five hours)
- Development of targeted social media marketing
- Development of design works with residents
- Report on engagement process and results
- Visuals of feasibility and open map to plot suggestions
- Allowance for additional 6 No. number of meetings as required.
- Production and printing of all engagement documents and materials
- Provide hospitality at all public meetings.
- Produce quarterly newsletter.

Part 3 – Behaviour change review and development

- Work with LBH smarter travel, air quality and public health teams to review and understand existing LBH projects
- Look at existing case studies for best practice and lessons to be learned
- Identify how we can look at strengthening and improving our behaviour change projects as well as new projects which should be creative and innovative

Key outputs of Part 3:

- List proposed projects and programmes prioritised by impact, resource requirement, public and political
- Recommendation report that will include all the above and how they can be monitored and evaluated
- Review public consultation report and identify key issues and restraints to inform potential design options

Part 4 - Development of feasibility design options

The consultant will be required to provide high level costings and feasibility designs for the Liveable Neighbourhood interventions and identifying quick wins. The proposals should be prioritised to enable the Council to understand which to progress first. The Liveable Neighbourhoods bid comprises of four main elements:

1. **A substantial redesign of Crouch End Town Centre to make it genuinely excellent for those wanting to walk, cycle and use the bus network.**

The Council is proposing to make Crouch End the centre of the Liveable Neighbourhoods bid. The regional town centre is located on the A103/A1201 corridor and is a thriving centre and a big attraction for those in the surrounding areas. Although not directly served by a tube line, it is located in the middle of Wood Green, Archway, Finsbury Park and Highgate which provide connectivity via the Northern and Piccadilly lines. It also has good connectivity to surface rail routes and local bus services.

In addition to the commercial core of Crouch End Town Centre, there are several schools and buildings of public interest (Hornsey Library, Hornsey Town Hall Art Centre) located around the area.

Crouch End town centre will be considered with the area wide strategy which will examine through traffic and how freight deliveries will be included. Increased use of the freight consolidation centres?

Key routes within the centre are currently dominated by road traffic creating an unwelcome environment for cyclists and pedestrians, reducing attractiveness of the area, and deteriorating air quality. Road traffic also creates barriers and segregation, so the Council is in the process of agreeing an area action plan to put into policy the prioritising of walking, cycling, and public transport within the town centre and surrounding areas. This is particularly noticeable on The Broadway and Tottenham Lane, where pedestrian crossing places will be studied – one solution maybe a median strip.

The Council recognises there are issues with A Boards on the footways and this will be examined together with reducing street clutter. The existing street columns will be assessed and it may be possible to introduce advertising banners to replace some of the A boards which would also provide the Council with a small revenue stream.

2. **Development of residential areas prioritising walking and cycling**

A key feature of our Liveable Neighbourhoods bid is to develop residential areas that are fit for purpose and actively encourage modal shift for residents and visitors from driving to walking and cycling. This will address the issues of rat running as well as those using motor vehicles for short journeys, such as trips to local schools, shopping areas and commuting to local stations.

The proposals will include active encouragement of walking and cycling through promotion within the community, better facilities and safer routes. Modal shift will also be encouraged by reducing parking allocation, providing vehicle free areas at schools and increasing enforcement.

The areas for development include those surrounding the town centre and the main link roads. These Neighbourhood areas are as follows:

- Priory Park Area
- Hillfield Ave Area
- Weston Park Area
- Crouch Hall Area

3. A network of good walking, cycling and bus routes

A key element of our proposal is to increase the sustainable accessibility of the town centre, with all its facilities, to the dense population that surrounds it. The main roads that link into the town centre will be addressed by introducing new design measures to provide a better environment for all users. This will include the main design principals of:

Creating safe space for cycling – drawing on best practice across London, the proposal will create areas of protection (whether segregated or semi segregated) for cyclists on the main routes. This could include better facilities at key junctions of:

- Church Lane junction with High Street
- Middle Lane junction with Priory Rd/High Street
- Park Road junction with Priory Road
- Crouch End Hill junction with Hornsey Lane

Improving the walking environment – along the main routes we shall improve the experience by providing continuous footways and giving priority to pedestrians at junctions.

Journey time reliability for public transport – simplifying main junctions and reducing delays will be important measures to improve the reliability of the bus network.

Innovation-look at other best practice projects and see how we can develop those further and incorporate into our proposed designs.

Freight and servicing- look at providing a local consolidation centre whereby local residents and businesses can deliver and receive parcels and goods

4. Excellence in Engagement and Complementary Measures

This element of the bid is vital to the success of ensuring modal shift within the area and meeting the targets of the Mayor's Transport Strategy.

Building on the communication and engagement work already undertaken by the council, an extensive eight stage engagement process will be developed to run throughout the bid and beyond. This will include innovative ways of engaging through new technology and ensures that all stakeholders have the opportunity to feed into the design and developments. With the community being at the centre of the process, the proposals will be developed with careful consideration of their concerns and aspirations for the area. This will ensure a greater ownership is taken and transfer of modal shift from the motor vehicle to walking and cycling is more likely.

With the changes to the town centre, the communication and engagement with businesses will be critical. Therefore, early engagement with business to ensure buy in, adopting best practice from other councils that have undertaken similar projects such Waltham Forest in Orford Road.

A key aspect to this project is to ensure that we record and understand the importance of each element of the bid. Therefore, as part of the work it will be necessary to study the effects of each element and how this impacts the desired outcomes. Using academic studies to help with the research through partnership with University local to the area. This will allow us to share best practice with other authorities and also help develop other areas in the borough.

Following the pre-engagement period, Haringey Council will require the consultant to develop feasibility options for each of the above areas and any further ones that get identified as part of the consultation exercises. These will take into consideration the feedback received from all stakeholders and the objectives set for the funding from TfL/GLA.

The feasibility designs will also take into consideration the key design tools and analysis. This will include:

- Desktop review of available data and any previous studies such as:
    - Any previous pedestrian/ traffic/ speed/ cycle survey data;
    - PIA data (collision data);
    - Complaint records from the LBH system
    - Air quality stats
    - C2 stats information
    - Traffic signal data
    - Parking impact
    - Land ownership
    - BODS and iBus data

- Site visit to better understand the current conditions, layout, constraints and opportunities within the proposed
- Healthy Streets principals (including a Healthy Streets Check assessment)
- Consideration Crouch End's location within Haringey's borough-wide 20 mph zone and the feasibility options will incorporate measures which improve accessibility and reduce road danger. This will be incorporated into the area-wide plan for the town and residential area
- Compliance with London Cycling Design Standards or develop design guide. This will include working with those Councils who are also developing Liveable Neighbourhood proposals
- Known concerns raised by stakeholders and members of the public
- Consideration of locations for possible ancillary cycle/walking facilities, including (but not limited to) cycle parking, pump facilities, wayfinding which will include Legible London signage, and cycle storage
- Location of schools and other local routes
- Potential small projects that can be implemented in a short timescale on either a trial or permanent basis
- Potential projects that will be required to be implemented on a temporary basis to establish their viability prior to permanent installation - the Council is keen to see 'Pocket Parks' and parklets introduced for example
- PERS and cycling level of service together with a segregated cycle route will also be considered through the town centre
- CPZ review of timings. The Council will also review its parking strategy in terms of minimum standards and whether these can be strengthened to further reduce reliance on the private car
- Freight movement and delivery timings
- Review of movements around schools and events that can promote active travel will be part of the complementary measures work stream
- Identifying potential trials that can be implemented to give users a better understand of the benefit of the measures
- Produce a cost plan for all proposed projects
- Produce a high-level risk register for the proposed projects based on scale and complexity.
- RSA 1

A plan will be produced showing the current opportunities and constraints along the route based on the above. The feasibility design options will form the basis for the next steps of the project, including consultation and further development of designs.

As part of the complementary measure programme the feasibility designs will look at possible events and measures that can be prompted to encourage modal shift. This will include working with schools on travel plans and active promotions.

Part 5 - Testing - would need to be done in parallel with 4. As needs to be completed for stage 4 to be completed

- Detail the proposed designs with short lead in/quick win proposals.
- Obtain all necessary technical and statutory approvals including traffic orders.
- Produce detailed cost plan for projects.
- Obtain sign off through local engagement/consultation and Steering/stakeholder groups
- Once implemented monitor the impact of the scheme
- Issue recommendation report

Key outputs of Part 4 and Part 5:

- Analysis of background data, monitoring data to ensure an advised decision can be made on the feasibility designs
- Identification of behaviour change events and promotions that can be delivered
- Identify small temporary projects for early implementation
- Identify large projects that require temporary testing
- Feasibility design drawings with background report for each work stream
- List of potential projects (based on Parts 4 & 5) assessed against a criteria system to be agreed
- Provide cost plan
- Provide risk register
- UDL Design Review Panel will be integrated into the programme, with time to incorporate any comments and amendments
- Stage 1 road safety audit to be undertaken

Part 6 - Public engagement / consultation on proposed designs

- Take the proposed feasibility designs and using the existing various forms of public engagement previously identified obtain approval from the local residents, businesses, schools, TfL Buses, Haringey Cycling Campaign, Met Police, community groups, and other stakeholders
- Collect feedback and data obtained through this process amend proposals as necessary
- Update cost plan accordingly
- Update risk register

Part 7 - Report on engagement process, analysis, provide analysis and produce recommendation report.

Feasibility designs will be reviewed as required in relation to the outcomes of the public engagement process.

Produce a recommendation report for the project based on the following:

- Initial engagement process and its outcomes
- Feasibility designs development and appraisals
- Area traffic modelling of proposals using, where possible using extant TfL models such as VISSIM.
- Testing exercises
- Monitoring results for test exercises
- Feasibility design engagement and approvals

The report produced will include:

- The feasibility options considered
- Advantages and disadvantages for each option in the form of a Benefits Management Strategy. This will include all types of journeys, road collisions reduction, together with qualitative analysis such as perception surveys
- A ranking of the options that are acceptable in principle, and section explaining why certain proposals did not get developed further, as and when necessary
- Feedback from UDL design surgery
- Detail on the preferred option and explanation on how it is feasible in terms of the technical requirements and/or construction methodology
- Revised cost plan
- Revised risk register
- The alignment of the options to the Liveable Neighbourhoods objectives and the Healthy Streets approach which includes a Healthy Streets Check

Part 8 – Approval of feasibility designs and recommendation report by Members, stakeholders and TfL/GLA

The consultant will prepare final feasibility design drawings – ensuring key outputs from resident/stakeholder meetings are incorporated.

Final recommendation report with preferred feasibility design option will be approved by Members and Stakeholder Group, and then submitted to TfL for sign-off. This will allow progression of the scheme through Gate 2, as per TfL's gateway process. Successful progression through this gate will unlock funding for a fully costed and high quality project design.

Project Milestones

	Task	Date

1	Consultants submission	1 Oct
2	Appoint Consultant	5 Oct
3	Inception meeting	8 Oct
4	Review Project bid and programme develop Stakeholder Group, produce engagement plan	31 Oct
5	Plan community engagement and agree dates, design and produce engagement documents, literature and visuals	7 Dec
6	Community pre-engagement exercise	8 Dec 2018 to 18 Jan 2019
7	Complete analysis and review data of pre-engagement – including obtaining new vehicle/pedestrian, cycle and traffic counts	1 March
8	Develop initial draft design proposals	3 May
9	Feasibility designs to be modelled using TfL existing VISSIM models	18 May
10	Draft design engagement workshop exercises including UDL Design Review Panel	18 May
11	Identify small temporary projects and develop for implementation	30 June
12	Identify large projects that will require testing and develop	31 July
13	Produce feasibility report for potential projects from each work stream along with cost plans and risk register	31 Aug
14	Public engagement exercise for project streams approved designs	13 Sept
15	Review outcomes of public engagement exercise and amend designs as necessary	30 Sept
16	Obtain Stakeholder Group, TfL and Member sign off, allowing progression through Gate 2 of the project as per TfL's Liveable Neighbourhoods gateway process	18 Oct

5. <u>Timescales</u>

a) Provide details and experience of 3 projects of a similar nature that the proposed design has worked on in the past.
b) Provide proposed project team organogram, their CVs

c) Provide a methodology for implementing the brief.

Proposed submission to returned to LBH by 18 September. LB Haringey will announce the successful consultant late September 2018.

Successful consultant should make themselves available on 8 October for Project Inception Meeting.