

Communications & Engagement Strategy

Project	<i>Ferry Lane Bridge improvements</i>
Plan owner	<i>Dylan Beeson, Community Partnerships Specialist</i>
Drafted	<i>14/8/24</i>
Band 4 Approval	<i>Joe Uzoka & Peter Fletcher</i>
Background / Proposals	<i>Improvements to pedestrian experience and east/west connectivity to public transport. TfL are applying to vary the condition to deliver the link bridge and the condition would then be fulfilled through transfer of funds to LB Haringey to deliver the improvements under S278 agreement</i>
Purpose of engagement	<ul style="list-style-type: none"> <i>To address issues raised during LB Haringey's consultation on planning portal before submitting to Haringey Planning Committee in October 2024</i> <i>To capture people who may know of the scheme but lack sufficient detail on the current proposals, history and next steps</i> <i>To inform people living locally with no existing knowledge (e.g. new residents), of the current plans for Ferry Lane</i>
Timeline	<ul style="list-style-type: none"> <i>Pop up event x2 at Tottenham Hale: Dates 23 September and provision for a second before 8 October</i> <i>Stakeholder update meeting: Monday 16 September @ 6pm, the engine room</i> <i>Planning committee: 8 October 2024</i>
Project team	<ul style="list-style-type: none"> <i>TfL: Joe Uzoka, Daniel Farmer, Matt Yates, Dylan Beeson, Ian Gilbert</i> <i>LB Haringey, Emily Read, Sam Neal, Toussainte Reba, Sorwar Ahmed, Peter Watson</i> <i>PCL: Geoff Waller</i>
Integrated comms & engagement team	<ul style="list-style-type: none"> <i>Government Relations (David Lammy MP)</i> <i>Stakeholder Advocacy & Engagement (Joanne McCartney AM)</i> <i>Press Office (reactive lines)</i>
Key stakeholders	<ul style="list-style-type: none"> <i>Cllrs Mike Hakata and Ruth Gordon, LB Haringey</i> <i>Lorna Reith, Chair -Ferry Lane Action Group (FLAG)</i> <i>Lee Valley Estates</i> <i>Hale Village residents' association</i>

Key messages	<ul style="list-style-type: none"> • <i>Working closely with London Borough of Haringey, TfL are keen to deliver improvements to the pedestrian and cycling experience on Ferry Lane</i> • <i>Introducing a crossing and providing a direct pedestrian connection to the station entrance would reduce severance, particularly with the Ferry Lane Estate. As this is the main route to station from Hale village and with future developments coming on stream, improved access would benefit all users and make best use of the recently upgraded station.</i> • <i>Some key aspirations of Haringey's Tottenham Hale district centre framework include ensuring local people will be able to walk and cycle along safer, cleaner, and greener streets and to also provide better connections to the Lee Valley National Park.</i> • <i>if funding were to become available, TfL remain committed to collaborate on a plan with LB Haringey, Network Rail, the rail operator and landowners to deliver the Link Bridge or a suitable alternative.</i>
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1. Action Plan

BEFORE EXTERNAL COMMS START			
Date	Action owner	Action	Status
16 August 2024	Dylan Beeson	Send out dates for engagement pop up events and stakeholder meeting	complete
30 August 2024	Daniel Farmer, Joe Uzoka, Emily Read	Review comms/engagement plan and share with LB Haringey colleagues	complete
6 September	All	Liaise with TfL Asset Ops/Haringey to gain necessary permissions to have a gazebo/similar in the forecourt area	complete

EXTERNAL COMMS START:				
Date	Action Owner	Stakeholder	Action	Status
6 September 2024	Emily Read	Brief Mike Hakata, Ruth	Email/phone call setting out engagement	Complete

		<i>Gordon and James Huckle</i>	<i>planning and how they can participate</i>	
<i>6 September 2024</i>	<i>Dylan Beeson, Gov Rels</i>	<i>Brief David Lammy MP and Joanne McCartney. DB to share stakeholder email/FAQs</i>	<i>Email/phone call setting out engagement planning and how they can participate</i>	<i>Incomplete</i>
<i>6 September 2024</i>	<i>Dylan Beeson</i>	<i>Book Engine Room or other venue to present to stakeholders</i>	<i>Agree cost and dates with TfL/LB Haringey</i>	<i>Complete</i>
<i>6 September</i>	<i>Dylan Beeson</i>	<i>FLAG, LVE, Hale Villages residents association, local cllrs</i>	<i>Send invites to stakeholders asking to attend for an update</i>	<i>Complete</i>

2. Feedback tracker

Stakeholder	Date contacted	Date met with	Feedback	Next steps
<i>Lea Valley Estates</i>	<i>10 September</i>	<i>16 September</i>	Estimate for bridge is massively inflated. Further issues with bridge landing. Link bridge is only feasible financial/technical solution. All other east/west options seem unavailable. n record about bus stop bypasses and the danger to younger families. Slow cycle traffic down on approach to bridge and around the bus stop.	<i>Send copy of Deputy Mayors letter to leader of Council. Completed.</i>

Local Residents/passers-by	n/a	23 September	<i>TfL/LB Haringey had a pop-up stall in Hale Village opposite Asda between 4-630pm and spoke with people walking by. Feedback was generally positive about changes to the layout on Ferry Lane as most people feel its too congested and there is conflict between pedestrians and cyclists. A large number of the people we spoke to knew the history of the link bridge and some of those felt that this proposal would not adequately replace the bridge. There was some minor opposition to providing dedicated spaces for cyclists. We also had feedback about providing further delivery bays and about the bus stop by-pass</i>	n/a
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3. Appendices

Suggested stakeholder email

STARTS

Dear xx

To support the scheme that we have put together that proposes improvements to Ferry lane for people using the station and accessing Hale Village and other sites we are planning a pop-up engagement event outside Tottenham Hale station on 23 Septmeber. We will be there for a good few hours in the afternoon (likely 4-7pm) with Haringey officers supporting.

We will have some visual displays setting out the history and context that has led to our current application and a second board that is mainly a plan-view drawing of our proposed scheme. We hope to be able to capture people who are aware of the issues currently but are not fully aware of what is proposed to improve conditions for both pedestrians and cyclists.

If you can spare anytime at all to come and visit the pop-up event, it would be great to host you but no problem if not, I will keep you updated on what we have been doing and share headlines from the feedback we receive.

If you have any questions please let me know

ENDS

Frequently Asked Questions (FAQs):

Q. Will this scheme alleviate pedestrian congestion at Ferry Lane, and when can we expect improvements to be delivered on site?

A. We want to improve pedestrian access to Tottenham Hale station, particularly from the east. Our proposed scheme widens the northern footway (closest to the Hale Village development) providing additional space for pedestrians. By reallocating road space prioritising pedestrians and cyclist and reducing street clutter and relocating pedestrian barriers we are creating a more open and inviting environment for these road users. Subject to planning approval, work could start in late 2025.

Q. How are you improving safety with this scheme?

A. We are introducing a new signalised pedestrian crossing directly to the station at the western end of the scheme. Formalising the segregation of pedestrians and cyclist in accordance with current design standards will improve the feeling of safety and comfort. We have taken into account both existing and future pedestrian and cycle flows when developing these designs. Improved lighting and the introduction of CCTV as well as visual improvement to the bridge parapets will improve the feeling of safety and security. We have looked at how many people will use the pavements now and in the future with new homes completed and we believe that the widths on both sides

can accommodate pedestrians comfortably. As both pedestrians and cycles have sufficient space, neither pedestrian nor cycles should feel the need to encroach into the others space.

Q. Will these improvements impact on traffic congestion?

We have undertaken traffic surveys and modelling which demonstrate that there will be minimal changes to the junction signal operations or impact on traffic.

Q. Why are you not delivering the link bridge, like you promised?

A. The link bridge is no longer deliverable as the costs have become much higher than they were originally forecasted, and additional operational costs. Network Rail and the Department for Transport have made it clear that no further funding is available to cover the remaining costs. There is an urgent need for some form of intervention now to address high pedestrian traffic, informal crossing etc. if funding were to become available, TfL remain committed to collaborate on a plan with LB Haringey to deliver the Link Bridge or a suitable alternative.

Q. It doesn't feel safe to walk around this area, especially once it gets dark

A. Improved lighting and the introduction of CCTV as well as visual improvements to the bridge will improve the feeling of safety and security for all users.