

HACKNEY AGENDA 21 TRANSPORT & URBAN  
 ENVIRONMENT GROUP  
 with the HACKNEY CYCLING CAMPAIGN

Town Hall Square Survey, 1998  
 RESULTS

242 people passing through Hackney Town Hall Square were asked about what they thought made for an attractive town centre on Local Transport Day, March 1998

They were:

		%
Gender	female	47
Age	16-24	9
	25-49	54
	50-64	27
	65+	9
Journey started In	Hackney	81
	Other London borough	17

Of those coming from outside Hackney, 67% came by bus

36% owned a bicycle and 36% owned a car, in various combinations with Travelcards:

	Own car	Bicycle	Travelcard
18 people, 7%	Yes	Yes	Yes
22 people, 9%	Yes	Yes	No
25 people, 10%	Yes	No	Yes
24 people, 10%	Yes	No	No
30 people, 12%	No	Yes	Yes
20 people, 8%	No	Yes	No
79 people, 33%	No	No	Yes
24 people, 10%	No	No	No

Most people we interviewed were out shopping, with 44% intending to visit more than 3 different shops and 72% expecting to spend more than a fiver.

A quick examination of the figures shows that spending patterns are not related to mode of travel, with people on foot, bike and public transport likely to be spending as much, if not more than those in cars:

How much will you spend?	Car 19 people	Foot 110 people	Bicycle 12 people	Bus 85 people	Train 6 people	Combination not including car 10 people	Percentage of TOTAL
Don't know		1		2 2%			
Nothing	2 10%	13 12%	2 17%	12 14%	2 33%	1 10%	14
No more than a fiver	0	14 13%	1 8%	14 16%		3 30%	14
5-20 quid	12 63%	47 43%	7 58%	27 32%	2 33%	2 20%	40
21-100 quid	5 26%	32 29%	2 16%	25 29%	1 17%	3 30%	28
More than 100 quid	0	3 3%	0	5 6%	1 17%	1 10%	4

Everyone was asked how important a number of different factors are to making Hackney Town Hall Square an attractive town centre. There was a strong message on the need for better bus services to make the area more accessible. The few people questioned (27%) wanted to see more car parking in the area.

	Not important (number)	Quite important	Very important	% very important
a) More car parking	91	77	66	27
b) More frequent buses	25	69	147	61
c) More reliable buses	19	44	177	73
d) More areas where cars are not allowed	55	69	117	49
e) More frequent trains	47	61	121	50
f) Extra traffic-calming (speed humps, lights etc)	47	66	95	39

g) More restrictions on car parking	93	69	74	33
h) Better enforcement of existing traffic restrictions	49	74	110	45
i) Wider pavements	80	67	87	36
j) Trams to Bethnal Green	88	79	65	27
k) More trees and flowers	26	54	155	64
l) A tube station	33	47	160	66
m) Improved cycle facilities	27	63	148	61

And there was plenty of enthusiasm for other improvements, some spontaneous suggestions amongst many were for:

statues, fountains, green parks, cinema
Better wheelchair access
Bring back the 22a bus route
better access prams and pushchairs
better and safe facilities for children
better maintenance of pavements
more pedestrian crossings
better shops and cafes
bigger parks
brighter shop frontages
cheaper fares
clean up buildings
cleaner streets
get rid of cars - too much traffic
Return open platform buses
less litter
only essential car users should drive
staffed stations on N London line
lower bus fares for children, respect for cyclists
places to store bicycles
restrictions on big lorries at night