Community Street Design Marks Gate, Barking and Dagenham

Louise Gold
Senior Project Officer
Sustrans London
We make it easier for people to walk and cycle

Happier, healthier people

Greener, better local environments

Stronger economies and communities

sustrans
JOIN THE MOVEMENT
Marks Gate Estate

Challenges in Barking and Dagenham:
- 7th most deprived London borough;
- 16% unemployment compared to 1.8% in UK
- 1/3 children and young people living in poverty
- 65.3% of adults are overweight; over 1/2 obese
Challenges in Marks Gate:
- a car-dominated environment
- low levels of cycling
- poor mental and physical health indicators
- a lack of community empowerment
- ASB and serious crime
Projects that address individual, community and environmental factors

Community Engagement

Individual Behaviour Change

Changing the built environment

What does this mean in practice?
Jen’s Story
Jen's Place Before

Street clutter including guardrail

Several accidents involving children

Dangerous double parking

85% of cars travelling above speed limit

Jen's Place Before
- Speed of traffic
- Dangerous parking
- Lack of space for pedestrians
- Lack of places to play
- Public realm neglected
Co-design and Audits

Identify the Solutions
Quick Win 1: Murals painted on local shop shutters
Quick Win 2: Community clean-up and mural in the subway.

Before

After
Quick Win 3: A DIY Community Garden
<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Not sure</th>
<th>Disagree</th>
<th>Strongly disagree</th>
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</thead>
<tbody>
<tr>
<td>I met someone new</td>
<td>15%</td>
<td>15%</td>
<td>10%</td>
<td>23%</td>
<td>9%</td>
</tr>
<tr>
<td>The area is busier</td>
<td>20%</td>
<td>48%</td>
<td>44%</td>
<td>37%</td>
<td>18%</td>
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<tr>
<td>Different people</td>
<td>31%</td>
<td>19%</td>
<td>22%</td>
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<td>Traffic is slower</td>
<td>27%</td>
<td>19%</td>
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<tr>
<td>Rose Lane</td>
<td>31%</td>
<td>19%</td>
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<tr>
<td>People are respectful</td>
<td>37%</td>
<td>28%</td>
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<tr>
<td>The area is noisier</td>
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<td>People are more</td>
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<td>Using the area in the</td>
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<td>The evening/night</td>
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<td>I have used the area</td>
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<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>In a different way</td>
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<td>28%</td>
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</tr>
<tr>
<td>To socialise</td>
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<td>28%</td>
<td>15%</td>
<td>22%</td>
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</tbody>
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Infrastructure

And Finishing Touches
Marks Gate Community Streets

Community Engagement
104 events & workshops
3 Quick Wins

Infrastructure
8 interventions that improved walking & cycling facilities

Behaviour Change
97 events & 8 Cycle to School events
17% decline in the number of vehicles using Lawn farm Grove

86% said they had met new local people as a result of the project

79% people walk/cycle more because of changes in Marks Gate

15% speed reduction on Rose Lane

Jen’s Place After
“Cycling has affected my life in so many life-changing, positive ways. This unique combination of road safety, community engagement and cycle lessons is the foundation to the success of this project.”

Jennifer, local resident and Bike Club member