Kensal Canalside
Date: 17.06.19

Users
- Total visits: 4,392 visits to the project
- Onboarding: 6% of users that engaged on the project
- Sharing: 2 shares on social media
- Average time: 1:22 min spent in the app by each user

Users
- 84% New users
- 16% Returning users

Devices
- 80% Mobile
- 8% Table
- 12% Desktop

Sign up
- 100% Email
- 0% Google

Time breakdown
- 97% Polls
- 3% Project information
- 0% News & updates

Polls
- Engagement: 6,807 questions answered by 922 unique users
- Total: 6 polls consisting of 33 questions and facts
- Answering time: 2:18 min average time user spends answering a poll
- Bounce rate: 14% of users in average don't finish the poll

Poll effectiveness
Access & Transport
93%
4 questions, 2 facts
196 users started and 182 completed

Employment
88%
5 questions, 0 facts
159 users started and 140 completed

Homes
85%
4 questions, 1 facts
471 users started and 401 completed

General
79%
5 questions, 1 facts
374 users started and 296 completed

Community Uses
86%
4 questions, 2 facts
304 users started and 262 completed

Heritage & Outdoors
91%
4 questions, 1 facts
166 users started and 151 completed

Charities
5085 total points collected.

45% Dalgarno Community Centre
2297 points

36% Epic CIC
1850 points

18% SPID Theatre
938 points

Poll: Access & Transport

We want to ensure that any development is really well connected to the rest of the borough and wider London.
Rank in order of importance from a community perspective
189 people answered this question

<table>
<thead>
<tr>
<th>Highest priority</th>
<th>Lowest priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved pedestrian access</td>
<td>Bridge over the railway line</td>
</tr>
<tr>
<td>Bridge over the canal</td>
<td>Bridge over the canal</td>
</tr>
<tr>
<td>Improved vehicle access</td>
<td>Improved vehicle access</td>
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</table>

What percentage of your travel do you undertake via:
186 people answered this question

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<thead>
<tr>
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<th>%</th>
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<tbody>
<tr>
<td>Public Transport</td>
<td>45</td>
</tr>
<tr>
<td>Walking/Cycling</td>
<td>37</td>
</tr>
<tr>
<td>Car/Motorbike</td>
<td>15</td>
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How do you feel about the current pedestrian access on site?
187 people answered this question

How do you currently travel to the superstore?
188 people answered this question

- **Walking**
  - 49% 92 voted
- **Car/Motorbike**
  - 24% 46 voted
- **Public transport**
  - 20% 38 voted
- **Cycling**
  - 6% 12 voted
We’d love to know what other community uses you think the area is in need of. Let us know in the feedback section!

Poll: Employment

Do you live, work or live and work locally?
157 people answered this question

- **Live**
  - 55% 86 voted

- **Live and work**
  - 29% 46 voted

- **Neither**
  - 11% 17 voted

- **Work**
  - 5% 8 voted

Which industry best reflects the local job market/economy?
148 people answered this question

- **Service**
  - 39% 57 voted

- **Other**
  - 32% 48 voted

- **Creative**
  - 20% 29 voted

- **Technology**
  - 9% 14 voted

What is most important to businesses in the local area?
140 people answered this question

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<tr>
<td>Affordable workspace</td>
<td>Local services and facilities</td>
</tr>
<tr>
<td>Local public transport links</td>
<td>Local public transport links</td>
</tr>
<tr>
<td>Local business community</td>
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</tbody>
</table>
What type of space do you work in?

- Traditional office: 35% (48 votes)
- Other: 33% (46 votes)
- Home: 24% (33 votes)
- Shared co-working space: 9% (12 votes)

What could the development do to support the local industry?

- Job opportunities: 60% (84 votes)
- New workspace: 24% (34 votes)
- Service training: 11% (15 votes)
- Business support: 4% (6 votes)

Poll: Homes

What is most important to you for the new homes on site?

Highest priority

- Affordable housing numbers
- Social housing numbers
- Integrating them into the area

Lowest priority

- Associated service provision
What is most important to you for the area around your home?
451 people answered this question

- **Shared outside space**
  - 36% (161 voted)
- **Local transport links**
  - 23% (104 voted)
- **Private outside space**
  - 21% (96 voted)
- **Local shops**
  - 20% (90 voted)

How do you feel about the delivery of over 3,500 new homes?
441 people answered this question

- **Traffic congestion**
  - 🙁🤔😐😊😃😊😃😃 58.68%

What are your main concerns regarding new homes on site?
431 people answered this question

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<tr>
<td>Traffic congestion</td>
<td>Impact on local school places</td>
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<td>Height of buildings</td>
</tr>
<tr>
<td>Height of buildings</td>
<td>Gentrification</td>
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We'd like to know what other questions and concerns you have about delivering new homes.
Poll: General

How do you feel about the existing local area?
365 people answered this question

How do you feel about the existing local area?
365 people answered this question

What is the best thing about living/working in this area?
331 people answered this question

What is the best thing about living/working in this area?
331 people answered this question

Which of these are most in need of improvements in the area?
318 people answered this question

Which of these are most in need of improvements in the area?
318 people answered this question
How do you feel about new development on this site?
312 people answered this question

Which opportunities would be most beneficial to you?
307 people answered this question

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<td>New homes</td>
<td>Improved transport links</td>
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<tr>
<td>New community facilities</td>
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<tr>
<td>New jobs</td>
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Poll: Community Uses

We want to hear your thoughts on the community facilities in and around Kensal Canalside.
How do you feel about current community facility provisions?
296 people answered this question

Which community services would you prioritise for the area?
279 people answered this question

Which of these facilities do you use most in the area?
274 people answered this question

Which of these facilities is the local area most in need of?
272 people answered this question
We'd love to know what other community uses you think the area is in need of. Let us know in the feedback section!

Poll: Heritage & Outdoors

Which of these areas do you use most for leisure?
166 people answered this question

- **Canal and towpath**: 52% 86 voted
- **Little Wormwood Scrubs**: 25% 42 voted
- **Emslie Horniman's park**: 13% 21 voted
- **Kensal Green Cemetery**: 10% 17 voted

How do you tend to use the canalside?
155 people answered this question

**Highest priority**
- Exercising
- Socialising
- Commuting
- Boating

**Lowest priority**
- Exercising
- Socialising
- Commuting
- Boating
How do you feel about the canal in its current form?
156 people answered this question

There are many heritage assets that are local to the site including Kensal house which is a Grade II* listed building and the cemetery which is a Grade I historic park & garden.

Have you visited the cemetery for leisure before?
157 people answered this question

Yes
52% 82 voted

No
48% 75 voted