

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

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

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

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

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

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

91% **Heritage & Outdoors**
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

Highest priority

Lowest priority

Improved pedestrian access

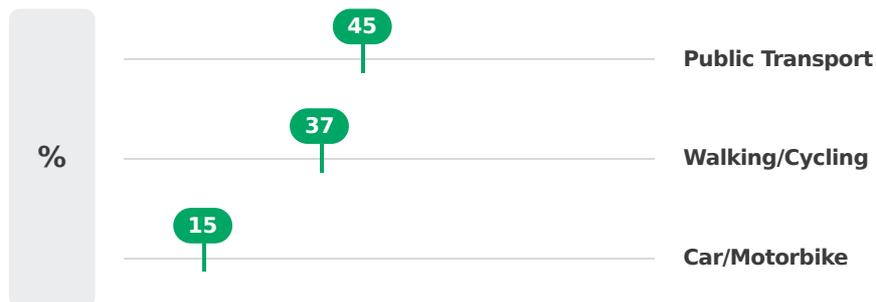
Bridge over the railway line

Bridge over the canal

Improved vehicle access

What percentage of your travel do you undertake via:

186 people answered this question



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

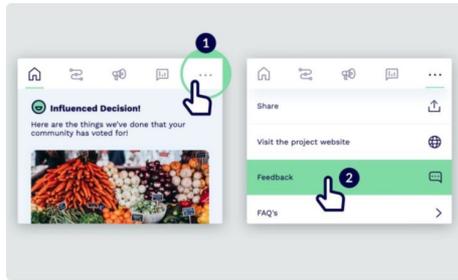


Public transport
20% 38 voted



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



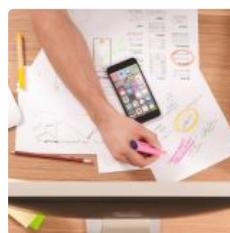
Service

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

Highest priority

Lowest priority

Affordable workspace

Local services and facilities

Local public transport links

Local business community

What type of space do you work in?

139 people answered this question



Traditional office
35% 48 voted



Other
33% 46 voted



Home
24% 33 voted



Shared co-working space
9% 12 voted

What could the development do to support the local industry?

139 people answered this question



Job opportunities
60% 84 voted



New workspace
24% 34 voted



Service training
11% 15 voted



Business support
4% 6 voted

Poll: Homes

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

438 people answered this question

Highest priority

Lowest priority

Affordable housing numbers

Social housing numbers

Integrating them into the area

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

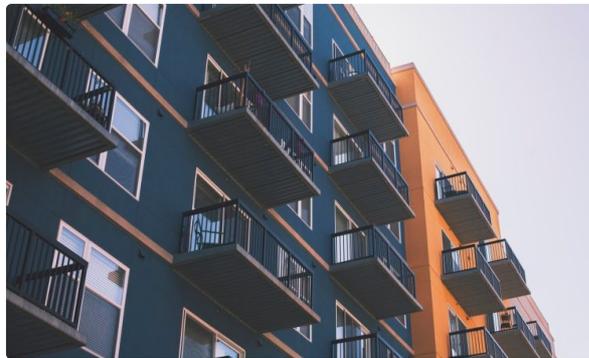


Local shops

20% 90 voted

How do you feel about the delivery of over 3,500 new homes?

441 people answered this question



What are your main concerns regarding new homes on site?

431 people answered this question

Highest priority

Lowest priority

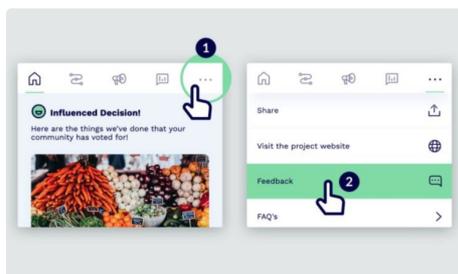
Traffic congestion

Impact on local school places

Height of buildings

Gentrification

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



What is the best thing about living/working in this area?

331 people answered this question



Access to canal
36% 120 voted



Culture & Carnival
22% 74 voted



Proximity to superstore
22% 73 voted



Sense of community
19% 64 voted

Which of these are most in need of improvements in the area?

318 people answered this question

Highest priority

Lowest priority



How do you feel about new development on this site?

312 people answered this question



Which opportunities would be most beneficial to you?

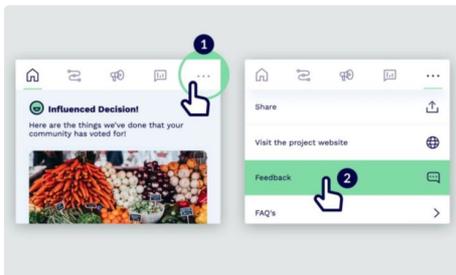
307 people answered this question

Highest priority

Lowest priority



We'd love to know what other community uses you think the area is in need of. Let us know in the feedback section!

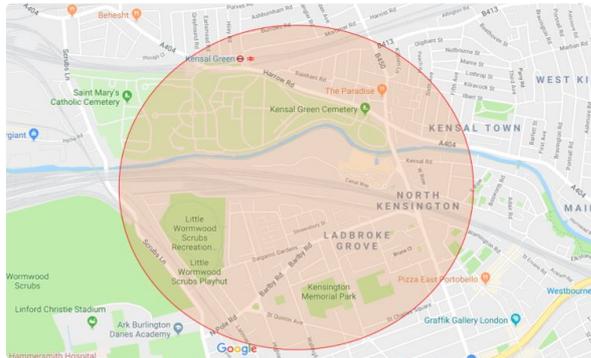


Poll: Community Uses

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

Highest priority

Lowest priority

Sport & leisure

School & education

Arts & culture

Healthcare

Which of these facilities do you use most in the area?

274 people answered this question

Highest priority

Lowest priority

Supermarket

Community halls/ centres

Children's outside play space

Libraries

Which of these facilities is the local area most in need of?

272 people answered this question



Other

40% 108 voted



Children's outside areas

28% 75 voted



Community halls/centres

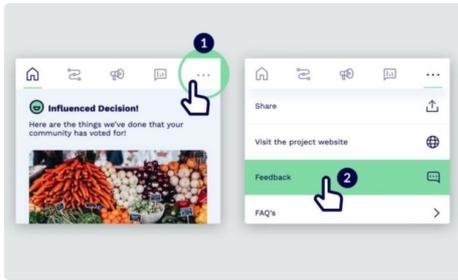
21% 57 voted



Libraries

12% 32 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: 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

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