



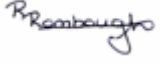



Stoke Newington Business Consultation

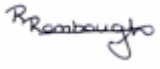



Summary of Results

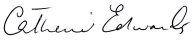

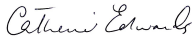

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1.1 Commission

Ringway Jacobs (RJ) was commissioned by the London Borough of Hackney (LBH) to carry out a consultation process with local businesses to gather public opinion in relation to the A10 Stoke Newington gyratory system.

It is already known that there is some local opposition to the existing one-way system as it is felt that it causes community severance and negatively affects the economic viability of local businesses and public facilities. This task forms part of a wider reaching public consultation exercise to include leaflet drops and exhibitions as well as attendance at public meetings and stakeholder groups.

The business consultation aspect is seen as core to understanding the current issues and determining options for change.

1.2 Methodology

The local business consultation questionnaire was prepared by LBH following consultation with members and wider internal stakeholders.

It was decided that local businesses should be contacted face-to-face as this would provide the opportunity for respondents to ask questions and seek immediate clarification, thereby increasing the response rate. In some cases questionnaires were left with the business for several days to allow the respondents time to consider their viewpoint and if desired consult with other employees. LBH provided RJ with a list of 154 businesses that are members of the Stoke Newington Business Association (SNBA). This list provided RJ with a primary set of businesses to contact as part of the consultation. Additional businesses operating within the study area were also approached, in particular those located in close proximity to the Stoke Newington High Street/Stoke Newington Church Street junction.

The SNBA list was sorted geographically to enable optimum route planning. It was noted that some of the SNBA members were located outside of the immediate study area (shown in Figure 1-A). As far as possible these companies were asked for their input. Some businesses were identified as needing to be contacted outside of standard business hours. Additional visits were scheduled to ensure these businesses were included in the consultation.

In addition it was anticipated that some business owners may have difficulties completing an English language based questionnaire, making an interview of this nature problematic. RJ staff were prepared to arrange for a multi-lingual colleague to visit, however only one instance of a language barrier was encountered and in this case the employee was unable to communicate which language they spoke, making it difficult to make alternative arrangements.

It was agreed that any additional comments raised which fell outside of the immediate remit of this consultation would be collated and submitted to LBH for onward consideration.

In addition to the face-to-face surveys which are summarised in this report RJ staff were in attendance at a public drop in session held on Friday 12th November 2010 at Morrisons Supermarket. This provided an opportunity for members of the public to ask questions and give their views on issues connected with the gyratory.

The face-to-face surveys took place between Monday 18th October and Thursday 18th November 2010.



Figure 1-A Study Area

2.1 Results

This section of the report provides a summary of the local business questionnaire and subsequent responses.

The analysis of the responses is divided into two sections: Section 2.2 provides details of the composition of businesses consulted whilst Section 2.3 provides a synopsis of the survey responses.

A list of all SNBA members is included at Appendix A. This list has been altered slightly from the original (provided by LBH) where some business details were found to be out of date. There are currently 154 SNBA businesses, one more than originally thought as Hub has two branches at No's 48 and 88 Stoke Newington Church Street. An additional 58 non-SNBA businesses were contacted and a list of these is provided at Appendix B.

All the information collected from the questionnaires has been collated into a database. A full copy of the database, containing a record of all the responses, is available in electronic format and also forms Appendix C.

As of 1st December 2010, 212 businesses have been approached. Of the SNBA members 5 businesses have closed down and a further 14 could not be found. This may be because they no longer occupy premises in Stoke Newington or because the information held is inaccurate.

Out of the 212 businesses contacted, 145 returns have been obtained (104 SNBA and 41 non-SNBA members). Deducting those businesses that could not be approached for the reasons stated above this represents a 75% response rate. It may be possible to increase this slightly as 4 SNBA businesses have been identified for contact by other means. It may also be possible to convert some of the refusals with an additional visit from a different person or by making contact by post/telephone. It should be noted that some of the businesses classified as refusals claim to have already completed forms or indicated that they will be sending them directly to the borough.

2.2 Composition of Businesses Consulted

Businesses throughout the study area were consulted. The distribution is shown in Table 2-A.

Study Area Locale	Number of Businesses Approached	Number of Completed Business Questionnaires	Conversion Rate
Stoke Newington Church Street	107	75	70%
Stoke Newington High Street	76	53	70%
Stoke Newington Road	8	7	88%
Stamford Hill	4	2	50%
Northwold Road	3	2	66%
Other	14	6	43%
TOTAL	212	145	68%

Table 2-A: Distribution of Completed Business Questionnaires

Background information of local businesses focused on business type, size and service delivery arrangements, in order to establish their use of the A10 Stoke Newington gyratory system.

A range of businesses were consulted and these have been grouped into categories, displayed in Figure 2-A below.

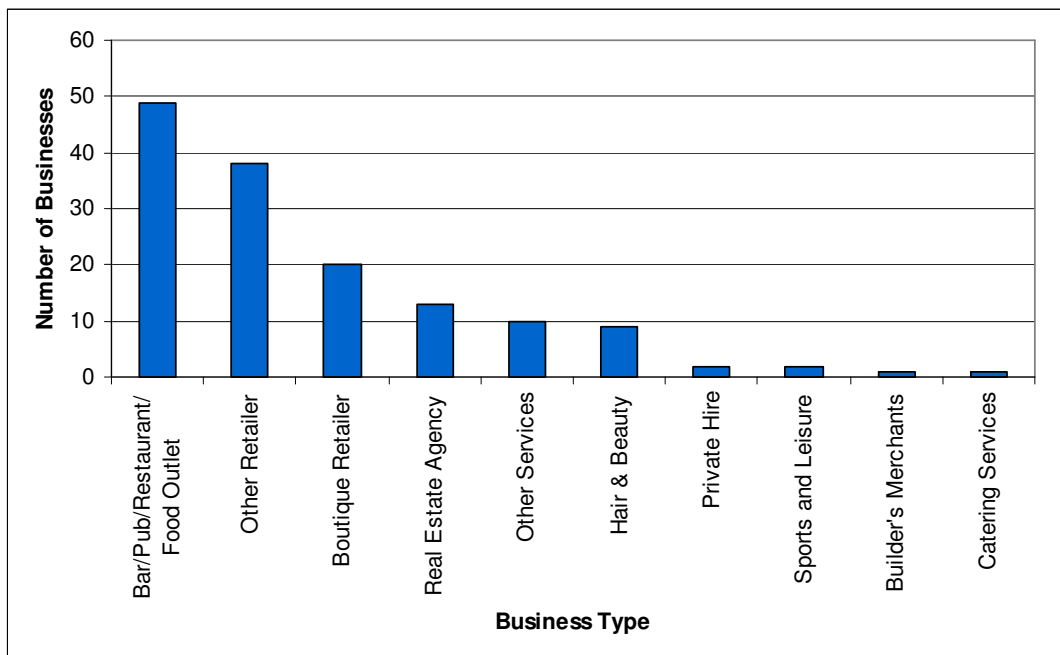


Figure 2-A: Type of Business Consulted

49 (34%) of the businesses contacted were cafés, bars and restaurants. The retail sector, including boutiques, consisted of 58 (40%) responses whilst real estate agencies and other services were represented by 13 (9%) and 10 (7%) businesses respectively. Other services included businesses such as opticians, distribution companies and suppliers.

Businesses ranged in size, however, a significant proportion 86 (59%) were small private firms that employed less than five people, this is shown in Figure 2-B. 31 businesses employed ten or more staff making up 21% of those responding to the questionnaire, whilst 23 (16%) businesses employed between six and ten members of staff.

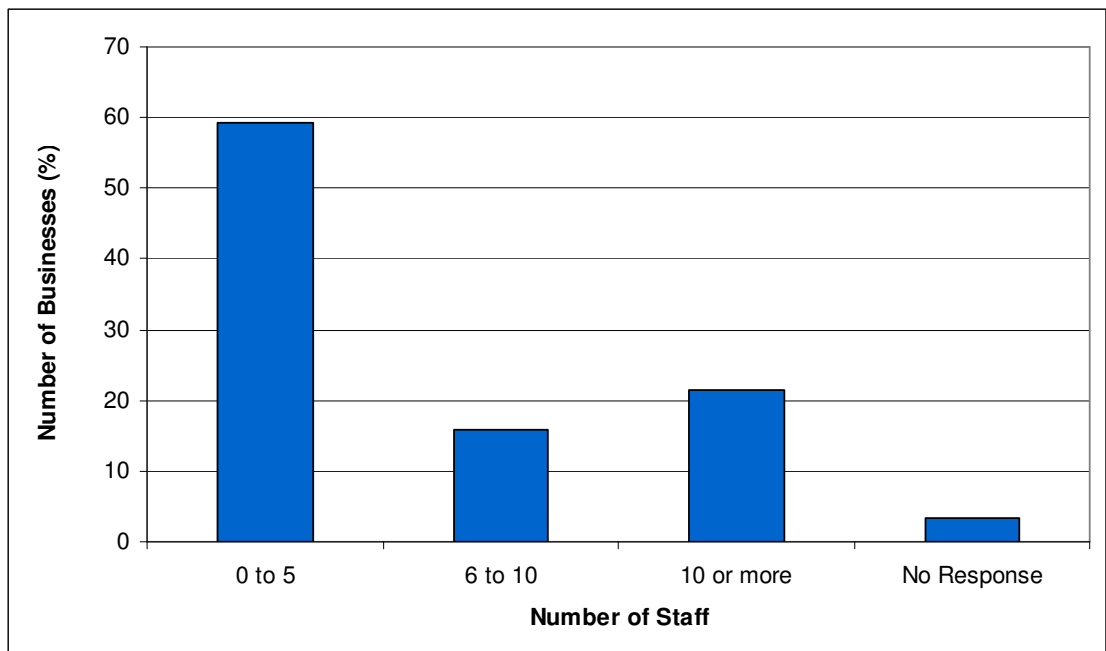


Figure 2-B: Number of Staff Employed

Figure 2-C and Figure 2-D indicate that the majority of these employees travel to the business premises via private vehicle; 92 (31%) of those interviewed utilised a car, van or lorry to travel into Stoke Newington, with 65 (71%) of those driving five or more times per week.

It is not possible to gain an indication of overall sustainable transport use by adding the total numbers stating they travel by bus, rail, cycling and walking (shown in Figure 2-C) as in the questionnaire respondents were able to tick more than one transport mode for each frequency category. For example an employee travelling into work five times a week using a combination of bus and rail may have ticked both the bus and rail boxes. Taking this into account it is still reasonable to state that 77% of employee journeys involve sustainable travel modes with over a third using public transport.

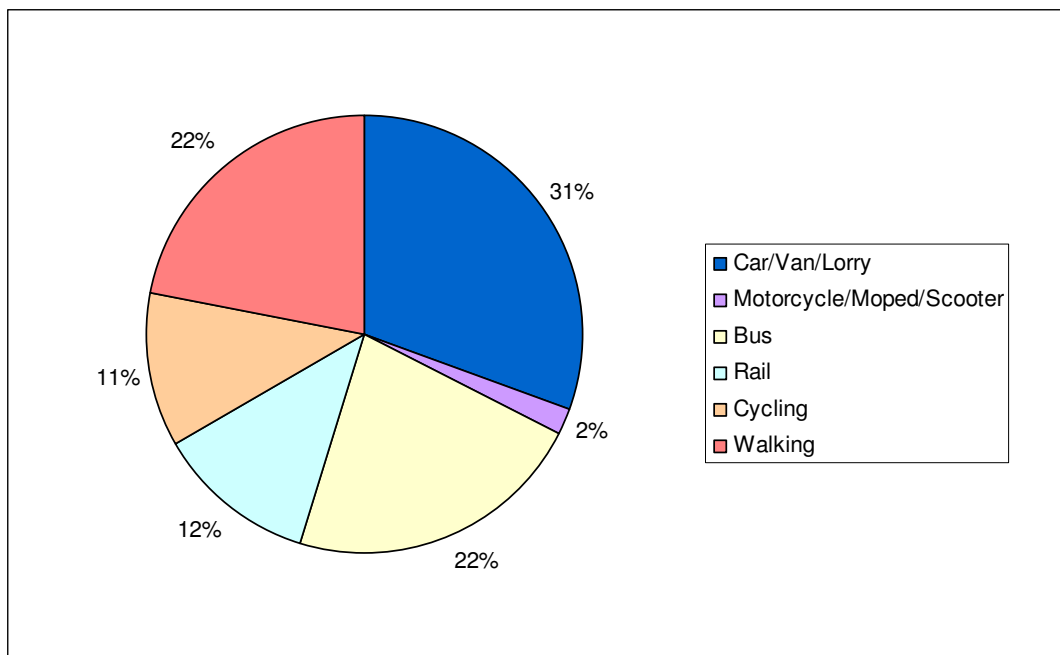


Figure 2-C: Travel Mode in and into Stoke Newington

(based on 301 references to transport use obtained from 145 business questionnaires)

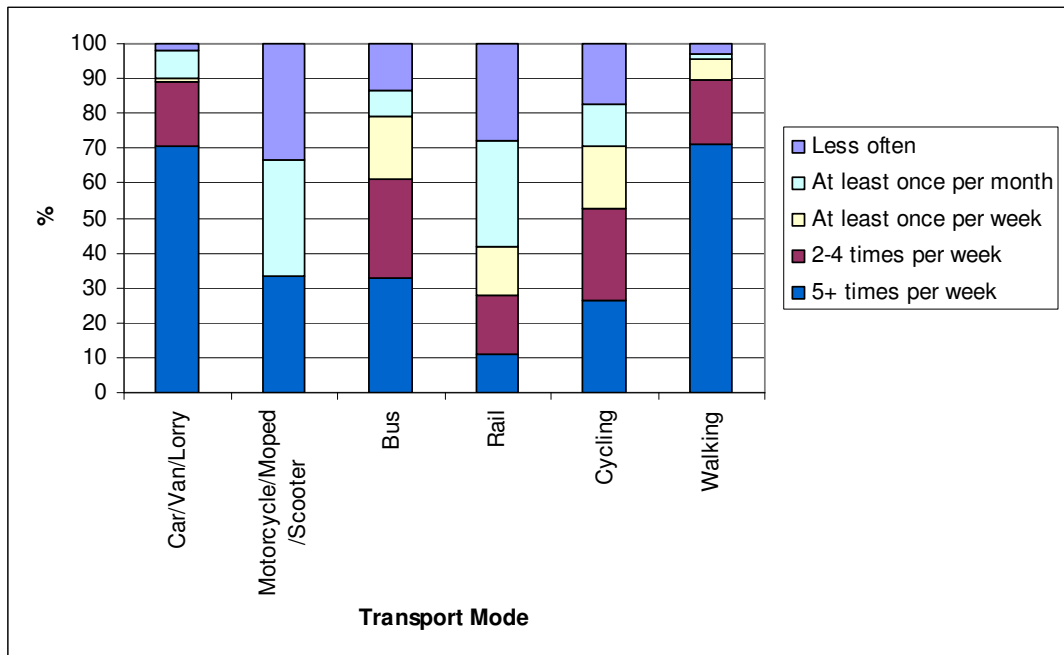


Figure 2-D: Transport Usage by Mode

Figure 2-D shows the frequency of transport usage by mode. Of those who walk into Stoke Newington 47 (71%) do so five or more times a week and an additional 12 (18%) travel on foot two to four times per week.

120 (83%) of all the businesses consulted stated that they receive regular deliveries of stock, (46 (87%) of Stoke Newington High Street and 61 (81%) of Stoke Newington Church Street businesses), whilst 22 (15%) were recorded as receiving no regular service deliveries. 86 (61%) businesses receive deliveries more than twice a week (Figure 2-E). Due to the nature and age of the area, there is limited space for parking/loading behind the business premises; as a result the majority of deliveries are unloaded on-street. 91 businesses (74% of those answering the question ‘where do you usually unload deliveries to your business?’) said that their deliveries are unloaded in front of their premises, with most unloading onto a main road. Comments were made regarding the congestion and damage to parked cars that this causes, especially when large vehicles deliver to firms the size of Iceland or large Public Houses.

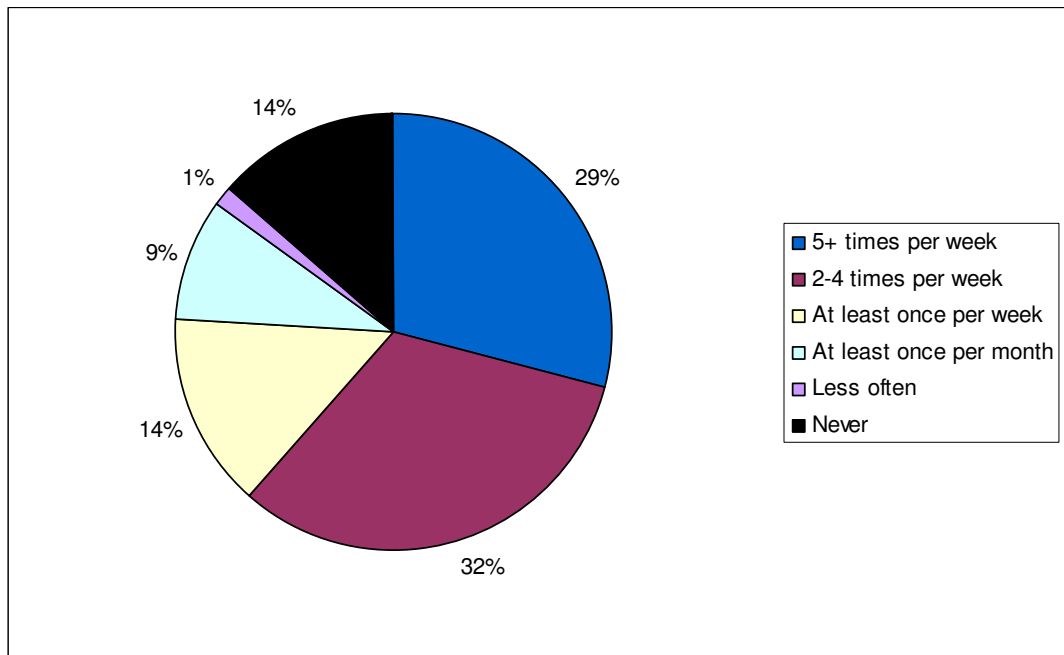


Figure 2-E: Frequency of Stock Deliveries

Analysis of when deliveries take place on Stoke Newington High Street and Stoke Newington Church Street (Figure 2-F) has found that most business deliveries are highly variable and occur throughout the day. From the 20 businesses who provided information on delivery days it can be determined that Monday, Wednesday and Friday are the most popular days for deliveries, whilst few deliveries take place on Tuesdays or Saturdays (Table 2-B).

Delivery Day	Number of Completed Business Questionnaires (%)
Monday	5 (25%)
Wednesday	6 (30%)
Thursday	2 (10%)
Friday	5 (25%)
Saturday	2 (10%)

Table 2-B: Delivery Day

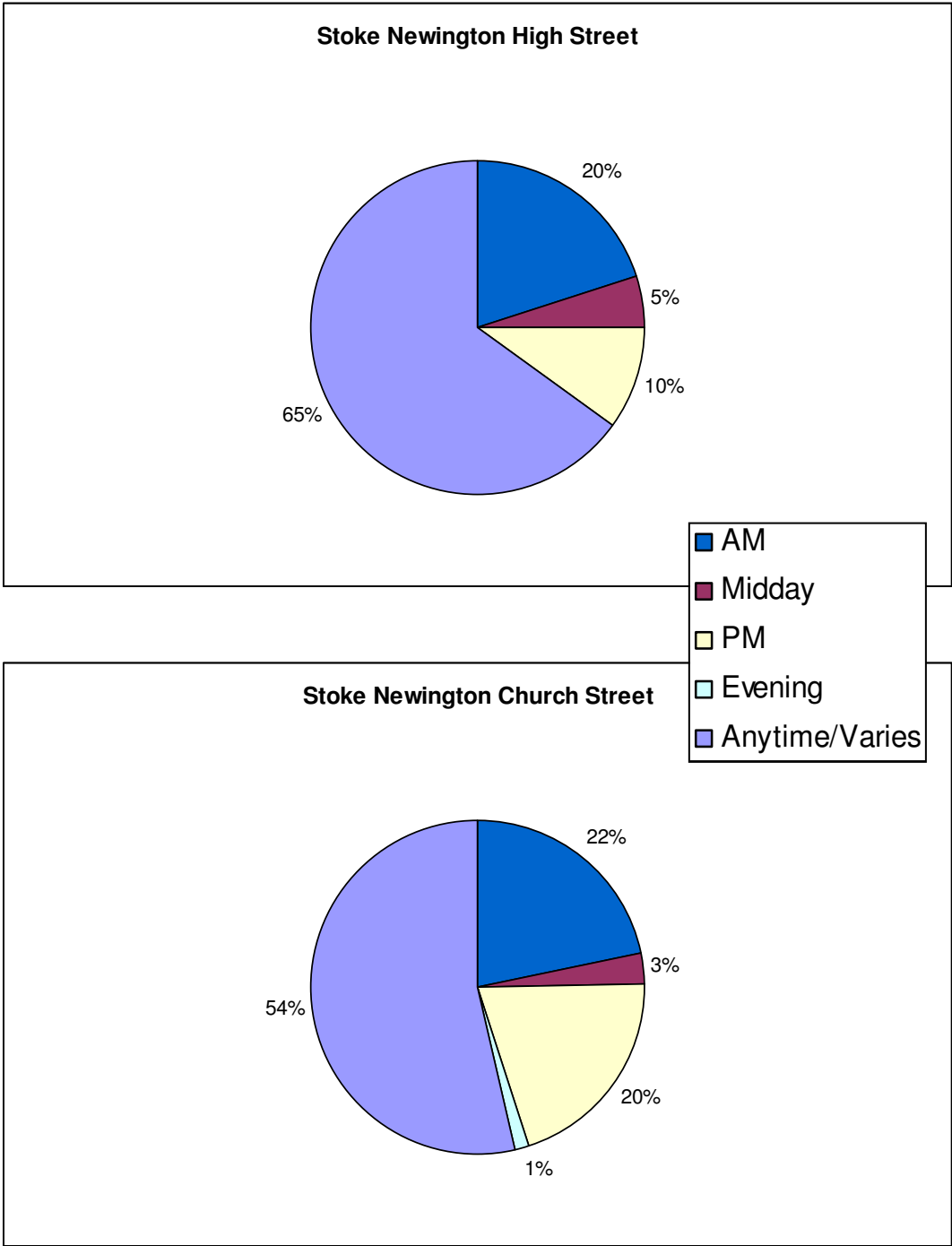


Figure 2-F: Delivery Times

Although the distribution of deliveries in Stoke Newington High Street and Stoke Newington Church Street are largely similar discussions with the businesses suggested that deliveries were more problematic in Stoke Newington High Street with many vehicles having difficulty finding space to stop.

2.3 Survey Analysis

All survey respondents were asked a range of structured questions to establish the opinion of local businesses in relation to the A10 Stoke Newington gyratory system. The questions focussed on:

- *current traffic conditions and parking needs of customers and staff as well as problems associated within the area*
- *support for the potential removal of the one-way system*
- *support for complementary road safety measures (on the streets that the council controls) to improve conditions for local residents*

2.3.1 Vehicular Provision

Respondents were asked their views on the current traffic volumes experienced within Stoke Newington and how these impacted on the local area, both in terms of its economy and people's quality of life. Figure 2-G displays the responses in relation to whether existing traffic volumes are considered to negatively affect the area.

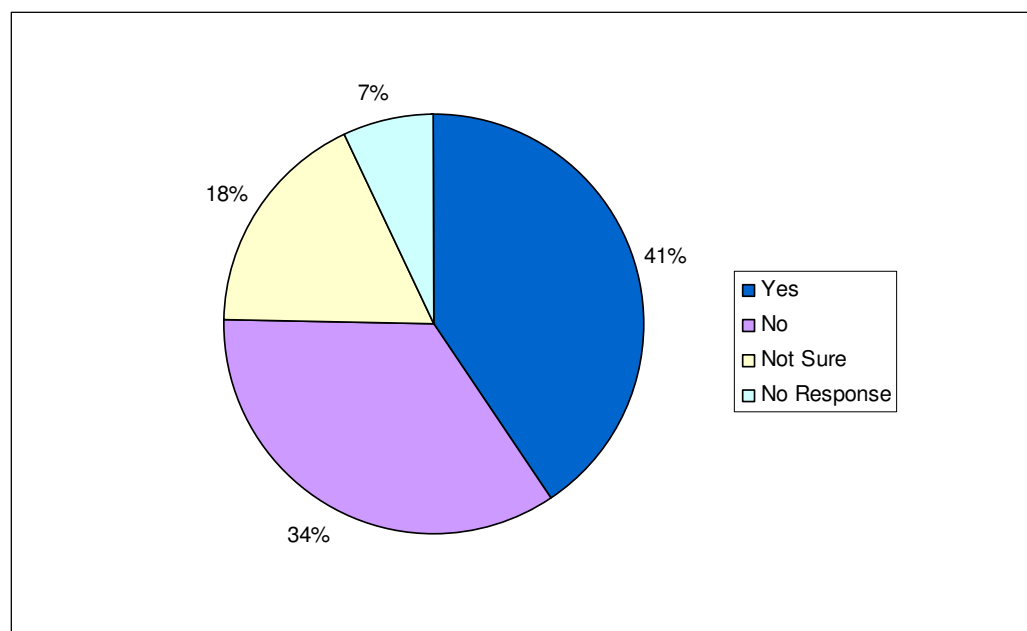


Figure 2-G: Percentage of businesses who think that the current level of traffic negatively affects the development of Stoke Newington

Responses were relatively equally split and tended to vary with the geographical location of the business. Stoke Newington High Street and Stoke Newington Church Street; for example, were commonly cited as heavily congested, with reports of extensive queuing and delays, especially during peak periods.

Particular concerns raised included noise levels and poor air quality associated with high traffic volumes. It was also stated how queuing traffic often restricted emergency access, impacted parking and lengthened journey times. Traffic volumes were reported to be relatively consistent between the AM and PM peaks, with traffic congestion experienced at the Stoke Newington High Street/Stoke Newington Church Street junction, which operates close to capacity and towards Stamford Hill. Outside of the peaks traffic complaints related to excessive speeds and aggressive driving particularly on the residential streets Rectory Road, Northwold Road and Evering/Manse Road. 50 respondents (over 30%) conversely argued there was either an acceptance for current traffic volumes given Stoke Newington's north-east London location, that existing traffic levels were beneficial for the area helping to generate business through increased passing trade or that there were no traffic problems at all unless accidents and/or road works occurred.

106 businesses (75% of those responding to the question) stated that parking was regularly required by customers of the shops and businesses in Stoke Newington.

Figure 2-H shows the responses to 'how do the majority of your customers travel to your business?' sub-divided to highlight trends between businesses of different sizes.

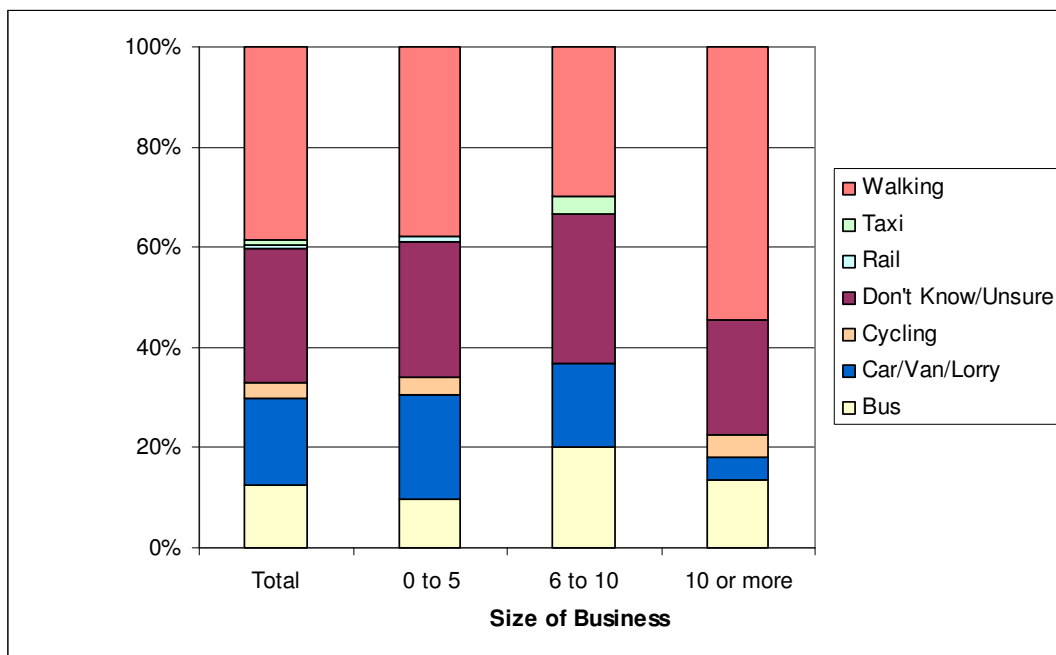


Figure 2-H: How do the majority of your customers travel to your business?

Excluding the 37 (27%) questionnaires where the respondent didn't know or was unsure as to how customers travelled to their premises, walking is the dominant travel mode overall with 53% followed by car/van/lorry representing 24%.

Business Size	Customers Require Parking
0 to 5	66 / 86 (77%)
6 to 10	25 / 31 (81%)
10 or more	13 / 23 (57%)

Table 2-C: Do you think customers who regularly use the shops and businesses here require parking?

When looking at the results displayed in Table 2-C it is important to realise that the question asks whether customers regularly using the shops and businesses here require parking rather than asking do you think customers who visit your shop require parking. From speaking to business owners it was apparent that the actual need for parking provision was more strongly correlated to the nature of goods sold, rather than the business size with parking of particular concern to builder's merchants selling items such as large tins of paint.

The provision of nearby parking is perceived as being of critical importance to the viability of businesses, particularly the smaller shops. Current levels and arrangements for customer parking, however, were considered inadequate. Particular reference was made to a lack of limited waiting/short-stay parking bays along the lengths of Stoke Newington High Street and Stoke Newington Church Street and how existing bays are often abused by mini-cabs. Many also requested consistency throughout the area in terms of parking regulations and timings.

2.3.2 Cyclist Provision

The gyratory presents significant difficulties to cycling in the area. Many businesses recognised that improved facilities and access for cyclists were central to encouraging greater uptake of cycling. This in turn offers the wider benefits of helping to reduce congestion and improving local health. 80 businesses (59% of those providing a response) classed better cycle access to, from and through Stoke Newington town centre as either very important or important. A number of businesses reported cyclists currently using the footways (although this was only written explicitly on three questionnaires), raising a concern that cyclists may be being forced off the carriageway or wishing to follow a more direct southerly route than the current one-way system allows.

The provision of bicycle parking facilities and cycle lanes were the most common responses for improved cyclist facilities (cited by 31 (21%) and 29 (20%) of respondents respectively). These facilities would help to support the promotion of cycling as a practical transport choice within the area. Two respondents also suggested the implementation of a cycle hire scheme following the success of the Barclays Cycle Hire Scheme in Central London.

2.3.3 Bus Provision

The use of bendy-buses is a particular concern for businesses in Stoke Newington, with many preferring the previous Routemaster system stating the smaller buses were better suited to the narrow streets. Bendy-buses were criticised for their difficulties manoeuvring and the proportion of the carriageway their extended bus stops occupy.

There was a general request for more bus routes throughout the area, with a service to Manor House underground station mentioned in particular. Manor House underground station is the nearest tube station and it is believed improving access to this service would not only increase the accessibility of the town, but benefit local traffic and commuters. The frequency and reliability of services was also raised, with reference to buses bunching, difficulties associated with parked vehicles and a lack of regular services later in the evening (including after midnight).

2.3.4 Pedestrian Provision

Stoke Newington is a busy commercial centre, with high levels of pedestrian footfall along both Stoke Newington High Street and Stoke Newington Church Street. The design and maintenance of the local public realm were key issues emerging from the business responses. More seating, litter bins/rubbish collections and street trees/planting were common suggestions for improving the provision for pedestrians and creating *'a more pleasant environment'*. Many proposed widening and improving the condition of the footways, upgrading current lighting and pedestrianising Stoke Newington Church Street. De-cluttering the footways was also a common response, with a request to minimise obstructions such as advertising boards as they reduce footway width and can cause a hazard for pedestrians.

The need for safe pedestrian crossings where pedestrian desire lines cross the carriageway was also highlighted; more/better placed zebra crossings were commonly requested along Stoke Newington Church Street, at the northern end of Stoke Newington High Street between Stoke Newington Church Street and Northwold Road and at the Stoke Newington Church Street/Lordship Lane junction. In addition concerns were raised about the signal timings and pedestrian phasing at the junction of Stoke Newington High Street/Stoke Newington Church Street as pedestrians are often observed crossing on red. It is thought these measures, along with instruments to reduce traffic levels, would help to improve the pedestrian environment and assist those less mobile.

2.3.5 A10 Stoke Newington Gyratory System

Businesses were asked if they would support the removal of the current one-way traffic system, replacing it with two-way traffic flows on Stoke Newington High Street, Northwold Road, Rectory Road and Evering/Manse Road. A summary of the responses is presented in Figure 2-1 below. 11 businesses (8%) failed to supply a response to this question, this predominately occurred where questionnaires had been left for self-completion.

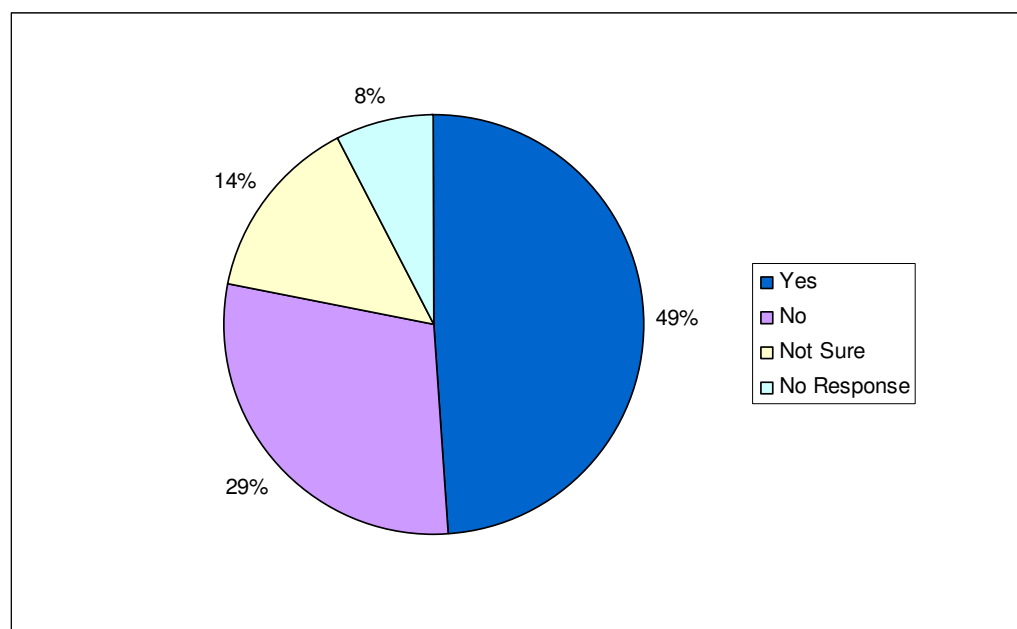


Figure 2-1: Percentage of businesses who would support the removal of the current one-way traffic system

A large proportion of businesses 71 (49% of total) would support the removal of the existing one-way system. The majority of comments related to improvements in terms of accessibility and travel time, especially for cyclists and buses. It was also appreciated that a two-way system may help to slow traffic and reduce rat-running through the surrounding residential streets. There were major concerns, however, surrounding the re-allocation of parking and loading facilities. The provision of loading bays is particularly crucial for an area like Stoke Newington considering the large number of businesses that front the High Street and have no rear servicing facilities.

There was mixed opinion as to how the removal of the one-way system may affect local trade, whilst some stated it would benefit the local economy through increasing passing trade, 42 businesses (29%) did not agree, asserting that *'it works as it is'*, *'it would make it difficult for deliveries'* and/or it would *'kill lots of businesses as traffic won't stop.'*

A number of businesses believed it would not be *'operationally possible'* to implement a two-way system, with insufficient space to cater for the necessary parking/loading requirements and bus lanes. Concerns also arose surrounding access and crossing difficulties for pedestrians. Natural breaks currently occur in traffic flow under the one-way system, helping to facilitate pedestrians crossing between authorised crossing points. Two-way traffic may prove more difficult to negotiate.

21 (14%) businesses were unsure about the removal of the gyratory system, requesting further information and operational details as to how the two-way system would work, specifically how it would affect pedestrians and businesses and how buses would be accommodated.

The greatest support for the removal of the one-way system is amongst businesses employing six to ten staff, located in Stoke Newington Church Street and who do not receive regular deliveries. Greatest opposition to the removal of the one-way traffic system is from the larger companies with ten or more employees on Stoke Newington High Street who state that they receive regular deliveries of stock.

Support for the removal of the one-way system outweighs resistance for businesses in Stoke Newington High Street (49% yes / 33% no / 18% not sure) and Stoke Newington Church Street (58% yes / 32% no / 10% not sure), however among businesses employing ten or more employees the split between yes and no is equal.

The Stoke Newington Gyrotory Consultation Local Business Questionnaire has provided the opportunity for respondents to provide LBH with further information on current issues with the gyrotory system and local area. The predominant topics emerging centre on:

- *Parking*
- *Loading/Unloading*
- *Traffic Congestion*
- *Shopping Environment*
- *Road Safety*

Appendix D presents a summary of the key issues emerging throughout the survey area, highlighting the differing concerns of businesses with premises in Stoke Newington Church Street, Stoke Newington High Street and Northwold Road/Stamford Hill. Identified issues will inform LBH and aid future decisions on transport, road safety and environmental improvements in the area.

3.1 Parking

Issue	Location
Need more private/permit bays	Stoke Newington High Street (south of Northwold Road)
Need pay and display parking	Brooke Road
Problems with parking vehicles	Stoke Newington High Street junction with Evering Road
Allow on-street (meter) parking	Side Roads (Neville Road/Dynevor Road etc.)
A lack of on-street bays, limited business permit spaces	Stoke Newington High Street (Brooke Road to Stoke Newington Church Street)
A lack of limited waiting/short stay parking bays	Stoke Newington High Street (South of Brooke Road)
Inconsistent regulations/times	Stoke Newington High Street (South of Brooke Road)
Should not restrict parking on west side of the road	Stoke Newington High Street (South of Brooke Road)
A lack of visitor parking. all residents bays	Stoke Newington Church Street

Table 3-A: Parking Hotspots

Table 3-A provides a summary of the parking issues cited. The provision of parking was a particular cause of concern for local businesses, with sufficient parking close to their premises perceived as vital to ensuring business viability both in terms of trade and employee access. It was apparent through the consultation process that current parking provision is considered inadequate, with many stating a lack of customer and business parking, and excessive provision for residents.

There were requests for increased short-stay customer parking (perhaps to include one hour free parking to encourage customers) along Stoke Newington Church Street and an extension of the existing 20 minute parking/loading time on Stoke Newington High Street. Pay and Display parking facilities were also requested along Brooke Road to cater for customers and businesses. Business parking was considered limited throughout the area, which resulted in negative feelings regarding the cost of permits.

Current parking restrictions were also a cause of confusion. There was demand for consistency among costs and waiting times throughout the area with an improved balance in restrictions to cater for both residents and local businesses. Particular reference was made for provision to encourage and support the night-time economy, for example permit free parking after 4pm.

3.2 Loading/Unloading

Similarly to the provision of parking, designated loading areas are essential for the majority of businesses within Stoke Newington. A large number front the gyratory and have no alternative servicing facilities. Sufficient provision for on-street loading/unloading is therefore of particular importance. Many businesses cited problems with finding suitable locations to load/unload; this had the impact of increasing waiting times and traffic congestion or having to carry goods long distances.

Additionally, there is a general confusion surrounding red route and yellow line loading restrictions within the area which results in the consequent ticketing of vehicles. Conflict was also reported with waiting taxis and mini-cabs, where legal loading areas are commonly occupied by illegally parked/waiting vehicles.

It was also noted that when the loading bay on Stoke Newington Church Street is occupied the bendy-buses have difficulties manoeuvring around the corner from Stoke Newington Church Street.

Table 3-B outlines the key issues pertaining to loading/unloading.

Issue	Location
Bays need to be 7am-7pm rather than 10am-4pm	Cazenove Road
Need a loading bay opposite The Three Crowns and to ban parking at this location	Stoke Newington High Street junction with Stoke Newington Church Street
Restrictions don't work, not enough spaces which causes bottlenecks	Stoke Newington High Street (Brooke Road to Stoke Newington High Street)

Table 3-B: Loading/Unloading Hotspots

3.3 Traffic Congestion

The A10 gyratory system was originally introduced to ease congestion through and on the approaches to Stoke Newington High Street which, by having restricted capacity, created a traffic bottle-neck. Local opposition to the one-way system has since arisen and it is now perceived as a cause of traffic congestion and speeding.

Table 3-B indicates that congestion was commonly reported as a problem on both Stoke Newington High Street and Stoke Newington Church Street, with the junctions of Northwold Road and Brooke Road stated as particular congestion hotspots. Extensive queuing and delays were reported particularly during peak periods, raising concerns of bus service reliability, noise and air pollution, road safety and aggressive driver behaviour.

Many businesses expressed the view that current traffic volumes experienced on the A10 inhibit access through Stoke Newington town centre for all modes of transport and promote rat-running along parallel streets, with particular reference to Tyssen Road and Bayston Road. However, many also saw this as a vital source of passing trade, encouraging potential customers to stop.

Conflicting views exist, with some respondents wishing to see Stoke Newington High Street and Evering/Manse Road two-way whilst others state that the one-way traffic system benefits traffic flow.

Issue	Location
Heavily congested, (will worsen due to Wilma Place Development)	Stoke Newington High Street (south of Northwold Road)
Road narrows heading north because of the bus lanes	Stoke Newington High Street (north of Northwold Road)
The Manor Road traffic lights cause congestion and need examining	Stoke Newington High Street (north of Northwold Road)
Road narrows due to bus lane, slows traffic on Stoke Newington High Street creating a traffic problem area	Stoke Newington High Street junction with Brooke Road
Rat-running	Tyssen Road / Bayston Road
Bottlenecks when loading/unloading occurs	Stoke Newington High Street (south of Brooke Road)
Very congested, especially at traffic light junctions during the evening	Stoke Newington High Street (Brooke Road to Stoke Newington Church Street)

Table 3-C: Traffic Congestion Hotspots

Overall traffic congestion was seen to adversely affect the quality of the shopping environment on Stoke Newington High Street and Stoke Newington Church Street, with traffic queues and noise doing little to increase the appeal of the area.

3.4 Shopping Environment

The importance of creating a better physical environment for pedestrians was widely recognised by the local businesses. Key themes focussed on the need for de-cluttering the footways, street cleansing and improving public facilities.

Pavement space along Stoke Newington High Street and Stoke Newington Church Street was considered insufficient, restricted and cluttered by the amount of advertising boards and street furniture. There was a general request for the reduction of such retail paraphernalia to ease pedestrian movements and improve the vibrancy of the local area. 51 respondents (35% of all respondents) said they would like to see wider pavements and 31 (21%) said they would like less street furniture e.g. fewer obstructions to walking. This would be especially beneficial for those with buggies, wheelchairs, shopping trolleys etc.

The maintenance of the local public realm was considered an area for improvement. The current condition of the footway and volumes of litter were seen as particular problems, contributing little to the attractiveness of the street and detracting from local character. The footway re-pavement works on Stoke Newington Church Street have been positively received, with a view they should be continued throughout the town centre. The provision of facilities for pedestrians throughout the area was considered inadequate, with a reported lack of litter bins, ash trays and public toilets.

Many comments were made with regards to the accessibility of the area most notably relating to the inconvenience of the one-way loop for drivers, cyclists and bus passengers, which ultimately puts off customers. The current bus stop arrangements make it difficult for those unfamiliar with area to catch return buses and as a consequence the bus stop on Rectory Road is hardly used.

3.5 Road Safety

Road safety is an important consideration when aspiring to make Stoke Newington an accessible and desirable destination. A lot of the comments raised alluded to road safety concerns, most prominently with regards to congestion. The high levels of congestion were attributed to traffic signal timings, bus lanes and the location of bus stops on Stoke Newington High Street, and the narrowing of traffic lanes at the Stoke Newington High Street/Stoke Newington Church Street junction. The traffic congestion also makes it difficult to access the bus stops and raises safety concerns for passengers when boarding/disembarking.

It is also apparent that cycle safety is an issue. It is difficult for cyclists trying to turn or change lane especially given the presence of buses. This is particularly prevalent at the Stoke Newington High Street/Northwold Road junction. Cyclists disobeying the traffic laws and riding on the pavements antagonises pedestrians and creates further dangers, however this practice is unlikely to change as long as the traffic system forces cyclists to take a diversion from their desired route.

Other comments made in relation to pedestrian safety included pedestrians crossing on red lights, particularly at the Stoke Newington High Street/Stoke Newington Church Street junction, it is recommended that the signal timings/pedestrian phases at this location are reviewed. Pedestrian crossing facilities should also be installed to discourage crossing at unsuitable locations and help pedestrians navigate areas with poor visibility. It is also felt that the creation of a pedestrian or buses only zone on Stoke Newington High Street would increase safety and enhance the pleasantness of environment.

Additionally, a significant safety concern arises from vehicles turning the wrong way onto Stoke Newington High Street from the side roads (Tyssen Road/Hollar Road/Batley Road). It is strongly advised that more signage is erected to indicate the one-way system and raise awareness.

3.6 Summary

There is mixed opinion about the current traffic conditions and problems associated with it in the area, whilst concerns arise surrounding congestion, pollution, accessibility and road safety, many businesses perceive it as fundamental to their trade. There was support for the potential removal of the one-way system, however, much on the premise that parking and loading would be accommodated for. Many requested further information into the operational details of the proposed two-way system, with particular reference as to how it would affect pedestrians and buses.

Complementary public realm improvements and road safety measures to improve conditions for local residents and people walking and cycling in the area were strongly supported. The importance of improved facilities and access for cyclists and pedestrians was widely recognised, helping to encourage the greater uptake of active modes of transport. Such modes offer the wider benefits of helping to reduce congestion and improving local health, as well as contributing to the appeal of the local area.

Appendix A

Stoke Newington Business Association Members

Shakespeare	57	Allen Road
One Life Studio	19-20	Barn Street (off Church Street nr. Mudfoot and Scruff)
Cobbled Yard	1	Bouverie Road (off Church Street nr. Daniel Defoe)
Blush	8	Cazenove Road
Packing Direct	7	Evering Road
Of Cabbages and Kings	34b	Kersley Road
Growing Communities	61	Leswin Road
Blooming Babes	107	Newington Green Road
Meadow	9	Northwold Road
Sunstone Health Club	16	Northwold Road
Royal Sovereign	64	Northwold Road
Flats and Houses	24	Stamford Hill
Bird Cage	58	Stamford Hill
Pangea Project	72	Stamford Hill
Symon Smith	166	Stamford Hill
Rosa Lingerie	3	Stoke Newington Church Street
Affinity	5	Stoke Newington Church Street
Phillips Estates	7	Stoke Newington Church Street
Ginos	9	Stoke Newington Church Street
Datte Foco: a pizza and lovejoint	10	Stoke Newington Church Street
Metal Crumble	13	Stoke Newington Church Street
Dervish	15	Stoke Newington Church Street
Troia	16	Stoke Newington Church Street
Location, Location	18	Stoke Newington Church Street
Karnaphuli	20	Stoke Newington Church Street
Filey Properties	22	Stoke Newington Church Street
Haringey Electrics	31	Stoke Newington Church Street
Alistair's Brasserie	35	Stoke Newington Church Street
Absolutely Scrumptious	37	Stoke Newington Church Street
Hair Tonic	37	Stoke Newington Church Street
Pictures and Light	41	Stoke Newington Church Street
Abi Ruchi	42	Stoke Newington Church Street
Evergreen and Outrageous	43	Stoke Newington Church Street
Beaucatcher Ltd.	44	Stoke Newington Church Street
Cooks Estates	45	Stoke Newington Church Street
GK Locksmiths	45	Stoke Newington Church Street
KAC Builders Merchants	46	Stoke Newington Church Street
Royal India - The	47	Stoke Newington Church Street
Oakwood Estate Agents	48	Stoke Newington Church Street
Hub	49	Stoke Newington Church Street
Julian Reid	51	Stoke Newington Church Street
Shine Holistic	52	Stoke Newington Church Street
Rasa	55	Stoke Newington Church Street
Rasa Travangore	56	Stoke Newington Church Street
Michael Naik & Co	57	Stoke Newington Church Street
Lemongrass	58	Stoke Newington Church Street
Il Bacio	61	Stoke Newington Church Street
Oishiii	67	Stoke Newington Church Street
Brooks & Co	69	Stoke Newington Church Street
Olive Loves Alfie	84	Stoke Newington Church Street

Early Bird Designs Ltd	86	Stoke Newington Church Street
Hub	88	Stoke Newington Church Street
Black Guitars	91	Stoke Newington Church Street
Route 73 Kids	92	Stoke Newington Church Street
Stephen Davis Optometrists	94	Stoke Newington Church Street
Hamiltons	96	Stoke Newington Church Street
Clicia	97	Stoke Newington Church Street
Trattoria Da Luigi	98	Stoke Newington Church Street
Blue Legume	101	Stoke Newington Church Street
Daniel Defoe	102	Stoke Newington Church Street
Auld Shillelagh	105	Stoke Newington Church Street
Nanadobbie	106	Stoke Newington Church Street
N16 Flowers	113	Stoke Newington Church Street
Fat Cat Cafe	119	Stoke Newington Church Street
Frere Jacques	121	Stoke Newington Church Street
Cafe Lydia	123	Stoke Newington Church Street
Lucky Seven	127	Stoke Newington Church Street
Lion	132	Stoke Newington Church Street
Casino	136	Stoke Newington Church Street
Nando's	139	Stoke Newington Church Street
Church Street Bookshop	142	Stoke Newington Church Street
Bridgewood and Neitzert	146	Stoke Newington Church Street
Shmooze	153	Stoke Newington Church Street
The Tearooms	155	Stoke Newington Church Street
Ribbons and Taylor	157	Stoke Newington Church Street
Two Wheels Good	165	Stoke Newington Church Street
Gallery 166	166	Stoke Newington Church Street
Mudfoot and Scruff	166	Stoke Newington Church Street
Born	168	Stoke Newington Church Street
Johns Garden Centre	175	Stoke Newington Church Street
Fox Reformed	176	Stoke Newington Church Street
Spence	178	Stoke Newington Church Street
Haikksun	179	Stoke Newington Church Street
Ryan's Bar N16	181	Stoke Newington Church Street
Kontakt	183	Stoke Newington Church Street
Bairstow Eves	185	Stoke Newington Church Street
Petit Coin	193	Stoke Newington Church Street
Rose and Crown	199	Stoke Newington Church Street
Lilly's Social Dining Eatery	104c	Stoke Newington Church Street
Red	129a	Stoke Newington Church Street
Askew Eyewear	195-197	Stoke Newington Church Street
Mercado	26-30	Stoke Newington Church Street
Whole Foods Market	32-40	Stoke Newington Church Street
Igloo	37a	Stoke Newington Church Street
Anglo-Asian Tandoori	60-62	Stoke Newington Church Street
Next Move	63-65	Stoke Newington Church Street
Homa	71-73	Stoke Newington Church Street
Dem	18	Stoke Newington High Street
Stokies	20	Stoke Newington High Street
Net Music	26	Stoke Newington High Street
Sisa Beauty Clinic	30	Stoke Newington High Street
Sams Cars	51	Stoke Newington High Street
Z Bar	58	Stoke Newington High Street
Bodrum	61	Stoke Newington High Street

Puerita	63	Stoke Newington High Street
Professional Nails	65	Stoke Newington High Street
General Woodwork Supplies	80	Stoke Newington High Street
Solen	84	Stoke Newington High Street
Akdeniz Kitchen Ware	86	Stoke Newington High Street
Stoke Newington Sports	101	Stoke Newington High Street
Urban Legends	103	Stoke Newington High Street
AJs Beds and Furniture	108	Stoke Newington High Street
Fishery	111	Stoke Newington High Street
White Hart	116	Stoke Newington High Street
Flooring Centre	119	Stoke Newington High Street
A&B Glass	124	Stoke Newington High Street
Elegance	125	Stoke Newington High Street
Rochester Castle	145	Stoke Newington High Street
Parkers Pet Foods and Aquatics	147	Stoke Newington High Street
HSBC	150	Stoke Newington High Street
Trends	155	Stoke Newington High Street
Rouge	158	Stoke Newington High Street
Stoke Newington Book Shop	159	Stoke Newington High Street
Rice and Spice	160	Stoke Newington High Street
Hamdy's News	167	Stoke Newington High Street
Ciro	170	Stoke Newington High Street
Three Crowns	175	Stoke Newington High Street
La Sera	176	Stoke Newington High Street
Coach & Horses	178	Stoke Newington High Street
Lemon Monkey	188	Stoke Newington High Street
19 Numara Bos Cirrik II	194	Stoke Newington High Street
Androulla Fashions	195	Stoke Newington High Street
Jolly Butchers	204	Stoke Newington High Street
Artaprint	205	Stoke Newington High Street
Head and Short Podiatrists Ltd	217	Stoke Newington High Street
M&M Heating and Plumbing	218	Stoke Newington High Street
Itto	226	Stoke Newington High Street
Mystic Fragrance	145b	Stoke Newington High Street
Halfords	166-168	Stoke Newington High Street
Yum Yum	183-187	Stoke Newington High Street
Ivory	188a	Stoke Newington High Street
Upper Class Estates	228c	Stoke Newington High Street
J's Décor8	230-240	Stoke Newington High Street
Rent A Home	54-56	Stoke Newington High Street
Daycock Cycles	143	Stoke Newington Road
Sinem Hair and Beauty	147	Stoke Newington Road
Ark	161	Stoke Newington Road
Metolino	162	Stoke Newington Road
Infocus Optician	163	Stoke Newington Road
Pelican Flooring	178	Stoke Newington Road
Metoprint	137-139	Stoke Newington Road
N16 Estate Agency	145a	Stoke Newington Road
Niko B Organic Chocolates		The Farmers Market, Church Street
Penny Dixie		www.pennydixie.co.uk

Appendix B**Additional Stoke Newington Businesses**

Abney House Medical Centre	2	Defoe Road
Defoe Tyres	1a	Defoe Road
Starlight Bathrooms	rear of 49	Lancell Street (rear of 49 Church Street)
Mind	11	Stoke Newington Church Street
Church Street Off Licence / Convenience Store	12	Stoke Newington Church Street
Pak Butcher's and Supermarket	14	Stoke Newington Church Street
Olivio	24	Stoke Newington Church Street
Church Street Dry Cleaners	33	Stoke Newington Church Street
Time Out Newsagent	39	Stoke Newington Church Street
Barnes and Partners - Solicitors	50	Stoke Newington Church Street
London Irish Woman's Centre	59	Stoke Newington Church Street
Beautify Health and Beauty	73	Stoke Newington Church Street
Il Bacio Express	90	Stoke Newington Church Street
Ladbrookes	93	Stoke Newington Church Street
Premier Cars	95	Stoke Newington Church Street
African Caribbean Funeral Services	99	Stoke Newington Church Street
Safedale Pharmacy	100	Stoke Newington Church Street
Clissold Wines	103	Stoke Newington Church Street
Jacob Manu and Co. Accountants	104	Stoke Newington Church Street
Stroll	111	Stoke Newington Church Street
Golden Dragon - Fish and Chips	115	Stoke Newington Church Street
VED News	117	Stoke Newington Church Street
Church Street Supermarket	107-109	Stoke Newington Church Street
Dirty Blonde	129a	Stoke Newington Church Street
N16 Independent Playgroup	73a	Stoke Newington Church Street
Comia Italian Delicatessen		Stoke Newington Church Street
Fire Station		Stoke Newington Church Street
William Patten Primary School		Stoke Newington Church Street
RGA Appliance	18	Stoke Newington High Street
Coban Photography	20	Stoke Newington High Street
Victor News	20	Stoke Newington High Street
London Saz School	24	Stoke Newington High Street
Olive Café Bar	26	Stoke Newington High Street
Café Mostra	32	Stoke Newington High Street
Pasha's Barbers	36	Stoke Newington High Street
Demirci Perde Curtain Design	52	Stoke Newington High Street
Mistral Catering Equipment	52	Stoke Newington High Street
Halifax	150	Stoke Newington High Street
Mesut Barbers	153	Stoke Newington High Street
SN Bookshop and Bargain Bookshop	153	Stoke Newington High Street
The Discount Store	161	Stoke Newington High Street
Dixy Chicken	163	Stoke Newington High Street
William Hill	165	Stoke Newington High Street
Retro Café	169	Stoke Newington High Street
Digital Express	177	Stoke Newington High Street
Shipwreck Restaurant	179	Stoke Newington High Street
Stokey Factory Outlet	180	Stoke Newington High Street
Betfred	181	Stoke Newington High Street

Mary Collin's Funeral Services	182	Stoke Newington High Street
Kimos Caribbean Bar and Restaurant	184	Stoke Newington High Street
Partner's Fish and Chips	186	Stoke Newington High Street
Benjamin Chemist	190	Stoke Newington High Street
KFC	192	Stoke Newington High Street
Natwest	198	Stoke Newington High Street
Leo's Café and Restaurant	200	Stoke Newington High Street
Wetherspoons	143-145	Stoke Newington High Street
Mediterranean Supermarket	172-174	Stoke Newington High Street
The Bay Health Club		Wilmer Place

