Assessing the impact of the Tottenham High Road Strategy

First phase of evaluation:

Baseline Findings

December 2021

Haringey LONDON

SOCIAL LIFE

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Summary

Social Life and the New Economics Foundation (NEF) were commissioned by Haringey Council in 2019 to assess the socio-economic impact of the Strategy for Tottenham High Road. Delivery of the Strategy is being supported by three programmes: the Mayor of London's Good Growth Fund, MHCLG's Future High Streets Fund and the Historic England High Street Heritage Action Zone, funded by Historic England. Together, these will bring a programme of projects and interventions aimed to support the High Road - its traders and businesses and the people who live, work and visit the area - to thrive.

The Tottenham High Road Strategy focuses on the length of the High Road between Seven Sisters station and just north of Bruce Grove. The research split this into two areas, Seven Sisters and Tottenham Green; and Bruce Grove.

This report sets out the benchmark before the main planned interventions have been completed. The research took place in summer and autumn 2021 in a time shaped by the experience of the COVID-19 pandemic and its health, social and economic consequences. The report paints a picture of the High Road at a time when the restrictions after the lockdown of early 2021 had ended but the pandemic had not.

The evaluation framework was developed from the Theory of Change developed by NEF and Social Life in late 2019, and indicators that Haringey Council have agreed with funders. The framework includes indicators that fall into three categories: experience of the high road; social integration and belonging; and resilience and sustainability.

A number of research methods were used to gather the baseline data for this evaluation:

- **308 interviews** with residents, visitors and people working in the area on the High Road
- **70 interviews with traders**
- **18 interviews with stakeholders**
- **Two youth focus groups involving around 30 young people** at the College of North and East London
- **Observations** of the use of five locations where regeneration interventions are planned
- **Detailed site surveys** of two key locations along the High Road.

The intention is to repeat this after the programme is complete in 2022, 2023 and 2024 to gather directly comparable data to assess the impact of the investments.

The baseline data

The table below shows the scores for the High Tottenham Road Strategy indicators. When the research is repeated after the programme has ended this will enable an assessment to be made of the social value of the programme, and its impact on the everyday lives of people who live in, work in, trade in and visit Tottenham.

Indicators	Questions	Street interviews (% positive responses)		Trader interviews (% positive responses)	
		Bruce Grove	Seven Sisters & Tottenham Green	Bruce Grove	Seven Sisters & Tottenham Green
1 Experience of the High Road					
Increase in visitor satisfaction	- how satisfied area you with it as an area to shop?	70%	64%	56%	56%
	- how satisfied area you with it as an area to socialise?	53%	55%	38%	59%
	- is there anything that would make people use Bruce Grove OR Tottenham Green/Seven Sisters more?	Top 3 responses: increased diversity of businesses, other, nothing	Top 3 responses: increased diversity of businesses, improved safety, other	Top 3 responses: new shops, safer, stop intimidation/loitering	Top 3 responses: improve parking, more shops, safer/refurbish /more amenities (joint)
Increased pride in the area	- how would you describe this area to someone who isn't familiar with it?	Top 3 responses: busy, overall positive, multicultural	Top 3 responses: overall positive, busy, multicultural	Top 3 responses: overall negative, overall positive, safety concerns	Top 3 responses: overall positive, multicultural, safety concerns
	- would you recommend it to other people? - for shopping, for socialising, for any other reason?	for socialising 33%, for shopping 49%	for socialising 46%, for shopping 51%	for socialising 42%, for shopping 58%, for trading 64%	for socialising 46%, for shopping 51%, for trading 63%
	- how satisfied are you with the Bruce Grove OR Tottenham Green/Seven Sisters area overall?	70%	75%	64%	69%
Safety: this was not an indicator in the framework used for the first round however it has emerged as a consistent theme of concern for all the different groups. It features as a second level outcome within the Theory of Change for the Future High Streets Fund	- how safe do you feel walking alone in this area after dark?	52%	59%	41%	43%
Increased local spending	- how often do you shop in the Bruce Grove OR Tottenham Green/Seven Sisters area? / - how satisfied are you with this area as a place to do business?	Top 3 responses: 2-3 times a week 39%, once a week 19%, daily 17%	Top 3 responses: 2-3 times a week 30%, daily 23%, once a week 16%	65%	72%
	- what do you shop for in the area?	Top 3 responses: food/groceries, everyday essentials, other	Top 3 responses: food/groceries, everyday essentials, other	na	
Physical design that encourages social interaction	reported through observations and site survey	Site survey: score 0.0	Site survey: score 0.5	na	
Increase in footfall	On average, how often do you come to Bruce Grove OR Tottenham Green/Seven Sisters ?	Top 3 responses: daily 40%, 4-5 times a week 20%, 2-3 times a week 19%	Top 3 responses: daily 46%, 2-3 times a week 21%, 4-5 times a week 17%	na	

Indicators	Questions	Street interviews (% positive responses)		Trader interviews (% positive responses)	
		Bruce Grove	Seven Sisters/ Tottenham Green	Bruce Grove	Seven Sisters/ Tottenham Green
2 Social integration and sense of belonging					
Sense of belonging to an area	- do you feel that you belong in this area?	83%	86%	79%	85%
	- do you feel at ease in the area	73%	81%	68%	73%
	- plan to remain resident in the area	78%	70%	na	
Increased social integration: relationships between groups	- do you think this is an area where people from different backgrounds get on?	90%	91%	82%	91%
	- do you spend time in this area with people you know - like friends and family? If so where?	69%	75%	na	
	- do you spend time in this area with people from different backgrounds? If so where?	75%	76%	na	
Increased social integration: participation	- do you think you can influence decisions affecting the area?	38%	46%	58%	73%
Increased social integration: equality	reported under impact of change				
3 Resilience and sustainability					
The impacts of COVID-19: not reporting on a specific indicator but the impact of the pandemic is too significant to be ignored	- in what way do you think the area has been affected by the COVID-19 pandemic?	Top 3 responses: no change, businesses closed, other	Top 3 responses: no change, attitudes have changed, it's changed generally	Top 3 responses: quieter, more loitering/nuisance, no change	Top 3 responses: no change, quieter, more crime
	Has the business been able to contribute to the local community since lockdown started	na		64%	33%
Business mix in area (e.g. retail, food and drink etc)	Thinking about the business in the area, do you think there are enough food shops, what would you like to see MORE/LESS of? Food shops, restaurants/cafes, bars/clubs, pubs, betting shops, independent shops, clothes stores, beauty shops, high street brands, other	3 top responses for MORE: independent shops, clothing shops, restaurants/cafes	3 top responses for MORE: independent shops, clothing shops, restaurants/cafes	3 top answers for MORE: high street brands, independent shops, clothing shops	3 top answers for MORE: other (mix of factors), independent shops, clothing shops
Increased social integration: equality	- do you feel that the changes in the area will benefit you and your family?/ - do you feel that the changes in the area will benefit local businesses?	69%	66%	85%	87%
	- do you feel that the changes in the area will benefit local residents?	69%	80%	70%	81%
Creation / safeguarding of space for shared community and business activities	reported in stakeholder views				
Good quality design that meets local needs	reported by site survey	Site survey: quality of the built environment 0.5; quality of public realm 0.5	Site survey: quality of the built environment 0.5; quality of public realm 0.5	na	

SECTION 1: Introduction

SECTION 1 Introduction

Social Life and the New Economics Foundation (NEF) were commissioned by Haringey Council in 2019 to assess the socio-economic impact of the Strategy for Tottenham High Road. This Strategy was initially based around the "Enterprising Tottenham High Road" programme funded by the Mayor of London's Good Growth Fund. This focused on the Bruce Grove area. In 2020-21 further substantial funding was secured to enhance and expand this work and include Tottenham Green and Seven Sisters through the MHCLG's Future High Streets Fund and the Historic England High Street Heritage Action Zone, funded by Historic England.

The three programmes are interlinked and cover a range of different activities and initiatives. These include public realm improvement, bringing underused assets back into productive use, conservation, improving and providing business support, growing the food and drink sector and a range of place-making interventions along the High Road. This range of activities is intended to deliver a number of outcomes, from making the high street better connected, more welcoming, better used, safer, and more profitable, improving use and perceptions of the High Road and maximising the social value of the different activities.

This report summarises the baseline research that was carried out from July to November 2021. The intention is to repeat this after the programme is complete in 2022. The report brings together findings from:

- 308 interviews with residents, visitors and people working in the area on the High Road
- 70 interviews with traders
- 18 interviews with stakeholders
- Two youth focus groups involving around 30 young people at the College of North and East London
- Observations of the use of five locations where regeneration interventions are planned
- Detailed site surveys of two key locations along the High Road.

The evaluation is based on the Theory of Change developed by NEF and Social Life in 2019. From this, Social Life developed an evaluation strategy that brought together outcomes identified as priorities in the Theory of Change, and the indicators that Haringey Council have agreed with funders.

The evaluation strategy groups indicators under three headings:

1. Experience of the High Road

- **Overall perceptions of the area**: indicators include visitor satisfaction and pride in the area
- **Safety:** this was not an indicator in the framework used for the first round however it has emerged as a consistent theme of concern for all the different groups. It features as a second level outcome within the Theory of Change for the Future High Streets Fund
- **Use**: indicators include local spending, footfall and good quality design that encourages social interaction

2. Social integration and sense of belonging

- **Belonging**
- **Social relationships**
- **Participation and agency**: indicators include active, empowered community
- **Access and representation**: indicators include equality

3. Resilience and sustainability

- **The impacts of COVID-19:** not reporting on a specific indicator but the impact of the pandemic is too significant to be ignored
- **Types of businesses trading on the High Road**
- **Impact of change**: indicators include equality, safeguarding of space for shared community, and business activities and good quality design that meet local needs.

1.1 The Strategy for Tottenham High Road: Funding Programmes

1.1.1 Good Growth Fund

The Mayor of London's Good Growth Fund supports best-practice regeneration projects that give power to local people, make better places and grow prosperity across the capital. The Good Growth Fund supports the delivery of projects first identified as part of the Strategy for Tottenham High Road, which centre on Bruce Grove. They focus on bringing underused assets back into use to contribute to economic and social vitality, developing local skills, and supporting the business community. The projects include:

- 551B High Road
- Bruce Grove Public Conveniences
- Pride in Bruce Grove
- The Trampery at 639
- Business support.

1.1.2 Future High Streets Fund

The Future High Streets Fund is a central Government initiative to support and fund local areas' plans to make their high streets and town centres fit for the future. Haringey Council was successful in its bid for investment for Tottenham High Road, spanning Bruce Grove to Seven Sisters.

The purpose of Future High Streets Fund funding is to deliver investment to "…renew and reshape Tottenham High Road in a way that improves experience, drives growth and ensures future sustainability". Seven core challenges have been identified:

- Tackling crime to make Tottenham safer
- Safeguarding and adapting the town centre offer
- Defining and reinforcing an identity for Tottenham High Road
- Delivering housing as part of a suitable mixed-use neighbourhood
- Adapting the High Road to be smarter and more connected
- Delivering a healthier High Road
- Supporting the response to the impact of COVID-19.

1.1.3 High Streets Heritage Action Zone

The Tottenham 'High Streets Heritage Action Zone' is an investment programme by Haringey Council supported by Historic England. It aims to reinforce Bruce Grove's unique identity, celebrate its cultural diversity and encourage investment, contributing to the council's broader investments in making Bruce Grove a more attractive, engaging and vibrant place for people to live, work and spend time in.

The Heritage Action Zone programme will deliver:

- Physical improvements to buildings and public spaces within the Bruce Grove Conservation Area, focussing on Bruce Grove (the A10) and the High Road. Initiatives include improvements to shopfronts and other key buildings in Bruce Grove, and refurbishment of the Bruce Grove Public Conveniences and the Bruce Grove Youth Space.
- A Shopfronts Design Guide to support the programme and inform future planning policies and guidance.
- Cultural activities that will engage local people in the area's unique cultural heritage, led by the Bernie Grant Arts Centre, Bruce Castle Museum, North London Community House, the Bruce Grove Youth Space and Haringey Shed.

1.2 Tottenham

Tottenham High Road is the main high street bisecting the district of Tottenham from north to south. The history of the road is rich, its origins dating back to the Roman period when it connected London, via Bishopsgate, to Lincoln and York. For centuries after, this road formed an important route through North London. Various inns, almshouses and residential homes began to develop along the highway as early as the 15th and 16th centuries. The road developed into a thriving commercial district as the extension of the railways encouraged more house building, the road still has many fine Victorian buildings. Most of the street is now designated as a conservation area with many listed buildings.

In the 20th century the area became more deprived and Tottenham has, in recent decades, become associated with unrest and community tensions. The 2011 riots that spread across London and England started in Tottenham after the shooting of a local resident by the police and Tottenham was one of the main locations of disorder and damage to property and to social relations. In response to the social conditions that were seen to fuel the riots, and building on smaller-scale regeneration activity by the council and other public sector agencies, a major regeneration programme in Tottenham was launched, through a strategic partnership between the GLA and Haringey Council.

Tottenham is best described as a network of districts, with the High Road, Tottenham's Town Centre, providing the physical, economic and social link between them. The east of the borough suffers from high levels of deprivation, with much of the Tottenham High Road area falling within the five percent of the most deprived neighbourhoods in the UK, as defined by the Index of Multiple Deprivation. This is in stark contrast to much more affluent areas to the west.

The High Road provides the retail, social and public services and spaces typical of a town centre, but in a linear high street. Retail focuses on value and convenience, catering to the everyday needs of the local population. Typically, visits are high frequency (often daily) and low spend on convenience goods, food and drinks. Footfall is greatest in the south around Seven Sisters with better transport connectivity from the London Underground and Overground network.[1]

The High Road's social function is defined by the cluster of civic, cultural and community institutions around Tottenham Green as well as the many cafes and restaurants stretching along the High Road. The southern area provides formal creative infrastructure and dedicated incubator space (including at Tottenham Green Workshops and the Bernie Grants Arts Centre) for fledgling businesses. Tottenham Green and Page Green Common are the only open public space along the High Road. There is a limited supply of office space on the High Road. Of 304 retail and non-retail units in the area, none are B1(use for any light industrial process) and only 25 are A2 (premises which are used for providing financial and professional services). There is also a smaller cluster of formal social infrastructure, including the station, shops and a market, around Bruce Grove.[2]

Three of the distinct centres along the Tottenham High Road are included in the evaluation.

Bruce Grove is a centre of retail with a mix of mostly independent operators, catering for the local Tottenham population east and west of the High Road. It comprises principally of retail frontages along the busy High Road itself, interspersed with several underutilised heritage assets. Just to the north-west of the centre lies the Grade I listed Bruce Castle and park.

[1] Future High Street Fund Application Stage One
[2] Future High Street Fund Application Stage One

Tottenham Green is the historic and public heart of Tottenham with several significant civic, cultural and leisure assets congregated around a public green space, headlined by the Bernie Grant Arts Centre, Marcus Garvey Library, Tottenham Green Pools and Fitness Centre and the College of Haringey, Enfield and North East London (CONEL). The Future High Streets Fund application noted that whilst Tottenham Green benefits from activities on the Green it lacks a sense of place despite the high-quality public realm and significant green space.

Seven Sisters, as a key transport interchange is bustling with restaurants, shops and people, with a distinct character that contrasts with quieter Tottenham Green immediately north. The wider Seven Sisters area comprises the contrasting retail offers of Broad Lane to the east and West Green Road to the west, connected by the Seven Sisters junction upon which is sited Seven Sisters Market. The Future High Streets Fund application noted that despite being well used it lacks identity and faces competition from neighbours, which could affect future sustainability without planned improvements.

The fourth centre, **White Hart Lane,** is not included in this evaluation.

Tottenham is a unique place. It has a rich history of activism and strong community networks. The history of relationships between police and institutions, and local communities, the long-standing tradition of arrival, with some migrant communities (like the Caribbean community and more recently, the Latin Americans, Turkish and Somali communities) staying in the area while others pass through, and of pride in the area and its history, all contribute to a strong and particular sense of local identity and shape the everyday experience of residents.

However, Haringey is a rapidly changing borough, particularly in the south and east where house prices have risen. Although some housing in Tottenham is relatively cheap compared to the London average it is still expensive for many on low and middle incomes and house prices and rents have increased in recent years, particularly in the south of Tottenham. Many residents on low incomes, particularly working families, have been hard hit by changes to the welfare safety net; and services that support vulnerable individuals and community capacity have reduced as a result of public sector austerity. The impact of COVID-19 has been profound on inner London communities like Tottenham and the people with less power and fewer resources have been hit hardest by the heath, social and economic impacts of the pandemic. All these issues play out in how residents respond to proposed changes and how they experience the impact of the different regeneration interventions.

The consequences of this will generate fears and tensions among some residents, particularly those with more precarious lives and incomes. Social Life's 2017 research for the GLA and Haringey Council found that "fears of displacement and anxieties that regeneration may not be in the best interests of Tottenham residents are common, particularly in areas where change is planned but has not yet started. Fear of displacement can be pernicious and damaging to quality of life regardless of whether actual displacement is likely."[3]

Because of the extent of inequality in the borough, and the nervousness about change among many communities, it is particularly important to track and evaluate how regeneration plans and new developments benefit local residents and how proposals impact individuals' perceptions of their neighbourhood and community cohesion.

[3] Social Life (2018) The Social Value of Regeneration in Tottenham
http://www.social-life.co/media/uploads/summary_the_social_value_of_regeneration_in_tottenham_april_2018.pdf

SECTION 2: Theory of Change and research design

SECTION 2: Theory of change & research design

The original intention was to carry out baseline research in Spring 2020, however the face-to-face work research did not take place until summer 2021, due to the COVID-19 pandemic. The baseline has captured residents' and visitors' experiences and perceptions at a time when shops and facilities had reopened after the lifting of restrictions in summer 2021, but when the economic and social aftershock of lockdowns was still being felt, and the pandemic was still a factor shaping everyday life.

The research methods prioritised keeping both researchers and the people engaged safe. One impact of the pandemic has been to slow down this sort of detailed area-based research, with residents being reluctant to speak to strangers and agencies and focusing on managing change and meeting urgent needs.

2.1 The Theory of Change

NEF led on the development of a Theory of Change for the Strategy for Tottenham High Road in Autumn 2019. This used a participatory approach bringing together a range of council staff involved in the programme in a facilitated workshop.

The Theory of Change links activities to outcomes, showing how the programme will generate change in the area. Within this structure outcomes are separated into short, medium and long term. The two long-term outcomes from the Theory of Change are "increased social integration", and "High Road more resilient and sustainable".

The evaluation captures key outcomes from the Theory of Change and indicators agreed with funders. It is structured around three key headings – experience of the High Road, belonging and social integration, and resilience and sustainability.

The table below outlines the research methods and specific survey questions used to gather data on each indicator. It also shows where the indicators came from and how they fit within the structure of this report.

Structure	Source of indicator	Indicators	Street interviews	Traders interviews	Observation	Site survey	Questions: street & trader interviews				
1 Experience of the High Road											
Overall perceptions of the area: indicators include visitor satisfaction and pride in the area	From Good Growth Fund indicators	Increase in visitor satisfaction	x	x			- how satisfied area you with it as an area to shop?	- how satisfied area you with it as an area to socialise?	- is there anything that would make people use Bruce Grove OR Tottenham Green/Seven Sisters more?		
	From Good Growth Fund indicators	Increased pride in the area	x	x			- how would you describe this area to someone who isn't familiar with it?	- would you recommend it to other people? - for shopping, for socialising, for any other reason?	- how satisfied are you with the Bruce Grove OR Tottenham Green/Seven Sisters area overall?		
Safety: this was not an indicator in the framework used for the first round however it has emerged as a consistent theme of concern for all the different groups. It features as a second level outcome within the Theory of Change for the Future High Streets Fund	n/a	n/a	x	x			- How safe do you feel walking alone in this area after dark?				
Use: indicators include local spending, footfall and good quality design that encourages social interaction	From Theory of Change	Increased local spending	x				- how often do you shop in the Bruce Grove OR Tottenham Green/Seven Sisters area?	- what do you shop for in the area? *(street interviews only)*			
	From Good Growth Fund indicators	Physical design that encourages social interaction	x	x	x	x					
	From Good Growth Fund indicators	Increase in footfall	x	x	x		On average, how often do you come to Bruce Grove OR Tottenham Green/Seven Sisters ? *(street interviews only)*				
2 Social integration and sense of belonging											
Belonging: indicators include sense of belonging	From Good Growth Fund indicators	Sense of belonging to an area	x	x			- do you feel that you belong in this area?	- plan to remain resident in the area *(street interviews only)*	- do you feel at ease in the area	- how safe do you feel walking alone in this area after dark?	
Social relationships: indicators include social relationships	From Theory of Change	Increased social integration: relationships between groups	x	x			- do you think this is an area where people from different backgrounds get on?	- do you spend time in this area with people you know - like friends and family? If so where? *(street interviews only)*	- do you spend time in this area with people from different backgrounds? If so where? *(street interviews only)*		
Participation and agency: indicators include active, empowered community	From Theory of Change	Increased social integration: participation	x	x			- do you think you can influence decisions affecting the area?				
Access and representation: indicators include equality	From Theory of Change	Increased social integration: equality	x	x			- do you feel that the changes in the area will benefit you and your family?	- do you feel that the changes in the area will benefit local residents?	- do you feel that the changes in the area will benefit local businesses? *(trader interviews only)*	- in what way do you think the area has been affected by the COVID-19 pandemic?	Has the business been able to contribute to the local community since lockdown started *(trader interviews only)*
3 Resilience and sustainability											
The impacts of COVID-19: not reporting on a specific indicator but the impact of the pandemic is too significant to be ignored	n/a	n/a	x	x			- How has [Bruce Grove or Seven Sisters/Tottenham Green] changed since the beginning of the COVID lockdowns?	- In what way has your business been affected by the COVID-19 pandemic?	- Has the business been able to contribute to the local community since lockdown started?		
Types of businesses trading on the High Road: indicators include range of businesses	From Good Growth Fund indicators	Business mix in area (e.g. retail, food and drink etc)		x			Thinking about the business in the area, do you think there are enough food shops, what would you like to see MORE/LESS of?				
Impact of change: indicators include equality (repeated), safeguarding of space for shared community, and business activities and good quality design that meet local needs.	From Good Growth Fund indicators	Creation / safeguarding of space for shared community and business activities									
	From Good Growth Fund indicators	Good quality design that meets local needs			x	x					

2.2 Research design

To establish the impact of the programmes the research design needed to ensure that the data gathered was free from bias, to help disentangle the multiple factors that are likely to impact on Tottenham High Road over this period. Experience of working in Tottenham, and other regeneration areas where feelings run high about the impact of regeneration, suggests that it is vital that the research is, and is seen to be, independent of the commissioner or any other stakeholder. Without this, the cooperation of residents and community stakeholders can be difficult. Social Life work to Social Research Association ethical standards to ensure that research is robust and independent.

Diverse London high streets like Tottenham High Road are affected by multiple different interrelated factors. The research approach has been to deploy a mixture of methods as the different groups using the high street have multiple perspectives and need to be reached through different ways. Our central research methods, trader interviews and interviews with residents and visitors, have been supplemented by insights from a range of other approaches.

Tottenham High Road socio-economic impact study: research methods

* Red indicates a primary benchmarking method, grey indicates round 2 only.

2.3 Research methods

2.3.1 Street interviews

This is an effective method of speaking to residents and visitors in places that feel comfortable, a mixture of structured and open questions were incorporated into the survey. Our experience is that street interviews can allow researchers to speak to a wide range of residents. We check the demographics of the people interviewed against the demographic profile of the area to make sure we are broadly representative. Our interviewers are selected to reflect the diversity of people living in London.

Street interviews were carried out in the Bruce Grove and Seven Sisters and Tottenham green areas in July and August 2021. Interviewers were asked to move between identified zones to make sure that they covered the range of locations. The zones are shown in the map included in the appendix.

2.3.2 Trader interviews

These are face-to-face where preferred, in business premises or other places where individuals feel comfortable speaking.

Trader interviews were carried out in the Bruce Grove and Seven Sisters and Tottenham green areas in September, October and November 2021. Interviewers were asked to move between identified zones to make sure that they covered the range of locations and types of businesses. The zones are shown in the map included in the appendix.

2.3.3 Stakeholder interviews

A range of different stakeholders were identified who had insight into the High Road as a whole and the Tottenham High Road Strategy programme. This included elected councillors, council officers, people from community organizations, education institutions, trader representatives and community activists. Questions included discussions of perceptions of the local community and relationships between groups; uses, spaces and services; perceptions of change and the impact of change and the needs of residents and service users.

The stakeholder interviews captured views and experiences to gauge how local organizations, groups, associations, and key individuals feel the High Road is performing for the people it serves, including their views on the community, changes to the area, as well as their views on the types of interventions needed.

2.3.4 Youth focus group

Two focus groups were carried out with students from the College of Haringey, Enfield and North East London (CONEL) to explore their experiences of the High Road. This was arranged as the number of young people engaged in the street interviews was low. The focus groups discussed how they used the High Road, what they would like to see that was not there already, and where they felt safe. They also filled in a short questionnaire.

2.3.5 Site survey

For the site analysis Social Life uses an approach derived from the “Building for Life” framework developed by CABE.[4] We use this regularly as part of our social sustainability framework, and socio-economic benchmarking work. The assessment is tailored to the needs of each project.

[4] For more information see http://www.builtforlifehomes.org/downloads/BfL12_2018.pdf

We carried out site surveys at two locations, one towards the south of the High Road, around the junction outside Seven Sisters tube station, the other around Holcombe Market near Bruce Grove station.

2.3.6 Observations

Observations took place at five sites identified as places that would be the focus of investment through the High Road Strategy.

2.3.7 Official data

This type of data helps throw light on the context has also been analysed, particularly the detailed Indices of Multiple Deprivation, created by the ONS, and Social Life's Community Dynamics data which predicts how people living in different typologies of neighbourhood are likely to experience and perceive their neighbourhood and community.

2.3.8 Reporting

This first evaluation report presents the analysis of the findings of the different strands included in the benchmarking research. This captures the key outcomes identified by the Theory of Change and the Good Growth Fund indicators.

The second evaluation report in late 2022 will focus on change over time. Data from street interviews and trader interviews will be central to this. We will be mindful of the need to attribute impact to the programme; however, it is important to recognise the complexity of factors interacting on quality of life and residents' perceptions, and that in some cases attribution of impact will be challenging.

2.3.9 Research limitations

Street interviews and trader interviews carried out in places people spend time in their everyday lives – whether this is a shopping street or a shop – are a useful way of speaking to people who will not attend engagement events or focus groups or take part in online surveys. Interviewers tried to speak to people from the full range of backgrounds of people they observed on the High Road, and to speak to a range of traders (paying attention to type of business, ethnic background, and size). However there are limitations to this sort of research that need to be borne in mind.

Representativeness: The research team adapted their approaches through the fieldwork to make best efforts to speak to a group of people whose overall demographic profile mirrored the profile of Tottenham. However because convenience sampling (speaking to people in a certain place at a certain time) was used rather than a probability sampling strategy, it is not possible to say that the finding are representative of the people using the High Road. We can say that the interviewees' profile broadly mirrors the best available information about the demographics of people living in the area. However the best data is from the 2011 census, so is outdated, and there is no comparable data on traders or visitors.

Self selection: The people who were interviewed were those who chose to be involved. This means that people who are less assertive, people who do not speak English confidently, and people who are fearful of contact with agencies were less likely to engage in interviews and their views will therefore not have been captured in interviews. To address the possible language barrier, we worked with a Spanish speaking interviewer for some of the trader interviews.

Reluctance to engage: Some traders and stakeholders were reluctant to engage with researchers, reporting that they had been involved in many similar exercises in the past and some stating they felt their views and experiences had been

ignored. This included several longstanding community organizations as well as traders and business owners who had been in Tottenham for many years.

Lack of information: The large majority of the businesses surveyed didn't know their annual turnover or preferred not to answer, therefore, this data set is skewed and unrepresentative.

Impact of the pandemic: The multiple social and financial impacts of COVID-19 on individuals and traders and their ability to engage in public spaces and do business have influenced their perceptions of their community and area. We have included a section on the impacts of COVID-19 to address some of this, however, we are unable to separate the shift in perceptions caused by the pandemic in other responses.

SECTION 3: Stakeholder views

SECTION 3: STAKEHOLDER VIEWS

3.1 Experience of the High Road

3.1.1 Perception

The perception of the High Road varies a lot between different stakeholders. While most stakeholder groups have a mixed perception of the High Road, there is a tendency for stakeholders involved in voluntary community networks to have a more positive perception of the High Road as a 'diverse', 'multicultural', 'colourful', 'happy' place. Long-standing traders have the most concerns around safety.

Four main themes emerged from the interviews that start to inform the sense of pride and satisfaction with the area: The High Road perceived as a deprived and disinvested space, The High Road perceived as a thoroughfare, The High Road as unsafe, The High Road as a busy multicultural shopping area. These themes are not mutually exclusive and any one stakeholder may perceive the High Road to be none, one, some or all of these things. These patterns are uncovered through repetition of words or themes discussed throughout the interview.

3.1.1.1 The High Road perceived as a deprived and disinvested space

- The visible deprivation of the area was mentioned numerous times, mainly by stakeholders working in the public sector. Businesses synonymous with deprivation such as betting shops, pawn shops, fast food restaurants were repeatedly described as having a negative impact on how the area is perceived.

"The High Road is suffering from the malaise of being a High Road in a deprived area because it's got a number of betting shops and adult gaming premises, that becomes synonymous with that type of deprivation." (Public sector stakeholder)

- The number of shop fronts that have been empty for numerous years in Bruce Grove signify disinvestment in the area. The empty arches below Bruce Grove station that have been in this state for over 15 years were mentioned twice as an issue affecting how the area is perceived.
- The general quality of the environment - described as 'scruffy', 'grim', 'run down', 'smelly', all signifiers of a disinvested area - is affecting how stakeholders view the High Road.

3.1.1.2 The High Road perceived as a thoroughfare

- The heavy traffic of the High Road and thus the pollution and noise from traffic was repeatedly stated as a main reason why the road doesn't feel inviting and isn't a space for socialising.

"There is too much traffic and that is why the high road isn't an inviting space." (Public sector stakeholder)

"The high road is also a main road; the A10 was not really a place to even congregate socially, because of the traffic noises, traffic all over the road." (Organized network stakeholder)

- The High Road was also described as a place to get from A to B and as a transport hub especially around Seven Sisters. One stakeholder commented that this meant it did not have a 'community feel', and four stakeholders felt it was 'transient'.

"it's just a road to get from one place to another - nothing else… yeah, that's the only way I see it, I don't. I literally see as my path, my travel path I don't see it as anything else." (Stakeholder from health-related initiative/organization)

3.1.1.3 The High Road as unsafe

- The perception of safety on the High Road was a main concern for education and youth organizations as well as long-standing traders and activists. Safety concerns are a barrier to participation in youth and education programmes and are affecting footfall.

"As a young person and maybe as a young black male or a young Muslim male you know, walking off the High Road is you know, you're taking your life in your hands and in some way that perception is because they're the ones who will be the victims of crime." (Education and Youth based organization stakeholder)

- Stakeholders believe that anti-social behaviour including drug dealing, street drinking and vagrancy, particularly around Bruce Grove, is the main reason why themselves, their employees or attendees feel unsafe on the High Road.
- The alleyways in Bruce Grove were mentioned as particular spaces of safety concern.
- Lack of visible policing or other safety apparatus such as CCTV were also raised as affecting visitors' confidence and sense of safety. This was contrasted with another perspective which saw issues of safety differently, more around increasing the use of spaces rather than further surveillance.

"The more people you have in places increases safety, the answer isn't to spend money or surveillance and policing. This can make people in the new part of Tottenham feel unsafe." (Stakeholder for community organization).

- The CONEL focus groups highlighted how perception of safety is significantly lower for young people, and most participants did not feel safe on the High Road.
- Finally, two stakeholders mentioned that the reputation of the area, particularly after the riots, has impacted how people feel in Tottenham and that positive messaging alongside visible security apparatuses such as CCTV and patrolling may shift that perception.

3.1.1.4 The High Road as a busy multicultural shopping area

- Many stakeholders described the High Road as a multicultural, colourful area with shops catering to the breadth of ethnic communities using the area. "Very diverse mix of basic retail, catering to a wide ethnic community really." (Public sector stakeholder)
- The diversity of the High Road was described in terms of cultural diversity, wealth diversity as well as inter-generational diversity. Diversity was always mentioned in a positive context and is greatly valued by all stakeholders.
- The Seven Sister's Latin community was particularly mentioned as a cultural asset for the area.
- Stakeholders generally perceive the High Road as a shopping area only, not a space to socialize. Many describe it as a good place to shop for basics.

3.1.2 Use and users

The High Road is perceived as multicultural and the main users described by stakeholders reflect that diversity. Ethnic communities described as living and trading along the High Road range from Latin American, Afro-Caribbean, Eastern European, Turkish, Kurdish, Somalian and South Asian. Stakeholders generally felt that the High Road was primarily used by local residents and traders. The retail options, including those that have recently opened, reflect this diverse market and cater to specific ethnic groups.

"It seems quite interesting to me that you have specific shops that sort of are directed towards specific groups, like for example, near Aldi there is a butchers that is a Halal butchers, and then further south there is a Dewhurst which is not Halal. And I suppose that you get different ethnic groups going to those different shops. There's also a fairly new, sort of organic product shop called Cinnamon Leaf, which seems to be aimed at the West Indian perhaps or Afro Caribbean community. So yeah, thinking about it, perhaps there are shops sort of springing up that are aimed at specific sections of the community." (Organized network stakeholder)

While many different spaces along and around the High road were described as being used as social infrastructure for local groups, there is general consensus that the High Road is not a social space.

“It isn't a great area for socialising, it's really people going about their business doing their shopping, getting their haircut and buying food.” (Public sector stakeholder)

“High Road isn’t a social place at all.” (Stakeholder from community organization).

3.1.2.1 Social infrastructure

- Social infrastructure describes spaces that are local places, services or facilities that meet community needs and provide places to meet. These places are greatly valued by the community. They include formal spaces like libraries and GP surgeries as well as informal places like parks, cafes and certain shops.
- Many stakeholders were unsure about this question, and found it difficult to name places on the High Road itself.
- Spaces that were mentioned included:
    - Faith spaces: The two mosques Asunnah Islamic centre near Bruce Grove and Masjid Alesah near Tottenham green that cater to distinct communities. These were the types of social infrastructure most commonly mentioned
    - Barber shops on the High Road that distinct communities use as social spaces
    - Turkish restaurants used by the Turkish community
    - Coffee places, mainly Costa near Seven Sisters, used by local groups as social space.
    - San Marcos as a social space for local professionals
    - Holcombe market as a social retail space for local residents
    - The Latin market at Seven Sisters, which used to be a social hub
    - Bruce Grove Youth Club catering primarily to young black males
    - Marcus Garvey Library as a hub for young people.

- Lack of green space was mentioned by six different stakeholders and this is an important fissure for local communities. Greening the area was mentioned by a few as a key priority to make the High Road more pedestrian friendly.
- Narrow pavements near Bruce Grove and on the east side of Tottenham Green impact usability of the Road, widening these sections was mentioned twice.
- Tottenham Green was described as underused and empty. CONEL students mentioned they never use the park, in part because of a group of drinkers that use the seating area, in part because they do not tend to socialise outside of school hours.
- Two key groups were identified as being underserved in terms of infrastructure and amenities on the High Road, older people and young people.

3.1.2.2 Older people

The lack of provision for older people is the biggest barrier to their use of the High Road. The amenities that are lacking are accessible roads, public toilets, and places to sit down.

3.1.2.3 Young people

The lack of social spaces for young people was repeated numerous times by stakeholders. The Youth Club is a great community asset but lacks visibility to broaden its reach. Two stakeholders mentioned “Chances”, a place that used to cater to the youth demographic but that has now closed down. The only other spaces that cater to young people socialising are McDonalds in Bruce Grove, Bruce Castle Park when the weather permits and Marcus Garvey Library.

Providing safe, social amenities for young people could contribute to their sense of safety. The lack of these may in part explain why young people feel so unsafe on the High Road: because they hardly use it.

“Young people use the road differently, it's their experience of the area that matters, the provisions, the infrastructure, their safety. More can be done in the area to support young people's needs. There is no real visible infrastructure for young people, the youth club is there but with a tiny blue door, so not many people know it's there.” (Stakeholder from health-related initiative/organizations)

3.1.2.4 Attracting more users

- A few stakeholders, mostly long-standing traders, mentioned the importance of attracting more users to the area. They perceived that the main barriers to doing so are the lack of parking and the lack of bigger brands on the High Road, particularly around Bruce Grove.
- Broadening the variety of types of retail to attract visitors was seen as important. The contrasting example of Wood Green was given multiple times.

3.2 Social integration and belonging

3.2.1 Sense of belonging

Sense of belonging was not discussed at length by stakeholders, in part because it is hard for individuals to speak on behalf of their service users, network participants or constituents. However, the questions of rootedness of young people to the area came up with education and youth organizations and there was not a straightforward consensus.

- One argued that young people tend to feel very rooted to the area and their community and another stated “Some are rooted, some the first thing they will do is find a way out”.
- Many seek local employment opportunities and CONEL supports them with this.
- They have high aspirations and the local job market needs to reflect that.

Discussion on demographic shifts along the High Road also highlighted that communities along the High Road are both stable (such as the Afro-Caribbean, Turkish and Latin community) but also include transient groups. These are characterised as workers from Europe coming into the area to live in an affordable neighbourhood and to find work locally. Brexit has greatly affected the number of transient workers, which has affected footfall on the High Road and the availability of workers for local businesses.

Traders were described by one stakeholder as the most stable and rooted to the High Road.

"They've been here for ... I can't see that changing. Most of them have been in the same shop, same premises. And it hasn't changed in that sense. But the residents have changed. So there's more people from different countries, but the actual physical shops have been more or less the same." (Long-standing trader)

3.2.2 Social relationships

There is a consensus amongst all stakeholders that different groups along the High Road get on. However there were some nuances on how social cohesion plays out locally.

- While there is no tension reported between different groups, two stakeholders argued there is little interaction between different ethnic groups, a long-standing trader even used the term “segregated communities”.

“People are very community based but in their own community so people have their people and they tend to know everyone but only of their people, so there seems to be lots of lots happening not so much crossover.” (Stakeholder from an Educational/ youth organization)

- One stakeholder felt that while social cohesion has greatly improved, there needs to be more outreach and more education about what services are available. The lack of knowledge and security is believed to be creating an “each to their own” mentality affecting social cohesion.
- Newly arriving asylum seekers were identified as a group that could benefit from some education on culture and services, to create an inclusive harmonious environment.
- The perceived process of gentrification taking place is not seen to be impacting social relationships. Different businesses (old and new) are targeting their distinct audience and have a section of the market available to them. As one stakeholder said “this is a gradual evolutionary change, not a clash of culture” (Public sector stakeholder).

3.2.3 Participation and agency

All stakeholders interviewed are active in the community in terms of their civic engagement, and through the service they provide. Their perspectives on local

engagement come from a deep knowledge of historical events and injustices as well as their current local activism. When discussing the empowerment of local people, and their agency to participate in decision making, there is a general consensus that there has been improvement from the past. However, lack of trust with authorities is still pervasive, there is a general sense of fatigue around participation and multiple barriers to participation exist.

3.2.3.1 Lack of trust

- The legacy of racist policing practices and what is perceived as developer-led regeneration in the area has led to a lack of trust in authorities including the council and the police. For example, the history of Wards Corner was mentioned by two stakeholders as a reason why there is distrust.

"People feel they aren't listened to and things aren't done for their benefit." (Organized network stakeholder)

- Three stakeholders mentioned they haven't seen any changes locally from all the investments made in the area post riots and that this has led to mistrust in how funds are handled.

"Is there even a bench to sit on? Is there a tree that I can say, 'oh, this tree was from that money or whatever? 'Yeah, right. Is there any space that has been given to community where we can sit and meet or in the summer be able to sit down and meet? No, sorry. So you, in fact, create more frustration with communities. And then you have these areas like we had the Wards Corner, then we had Tottenham Hotspur ground, which offset a lot of communities in that area, because there are going to be knocked down and all that is still going on." (Stakeholder from organized network)

"We had a gentrification programme that didn't really work for us." (Public sector stakeholder)

- Public accountability of past public sector actions as well as transparency, engagement and education would start rebuilding trust.

"The Council is in a difficult position as even when they are trying their best, local communities will have something bad to say about them. They have lost the trust of residents. Transparency, engagement and education is needed to bring back this trust." (Stakeholder from Educational and youth-based organization)

- The lack of trust is more pervasive with harder to reach communities and may be a barrier to their participation.
- The tension between police and young black men is still an issue as perceived by one stakeholder.
- Participation fatigue.
- Various reasons were raised as to why residents are experiencing participation fatigue. One that was cited is the lack of visible changes after engagement is finished. For example, a trader mentioned numerous reports of broken lights remain unheard. Another stakeholder mentioned they have seen a fall in participation in their network after changes discussed were never implemented.
- Having cross sector engagement is also essential and public sector representatives in community led meetings also show that voices are being heard more.

"But I think people when they don't see any changes, they lose their faith coming into the meeting, so they don't come back to the following. So, who turns up to meetings is important. Nowadays, we seem to get more councillors coming in. But we didn't have them for quite a period of time. If they do turn up to meetings, although it could end up being a bit heated conversation. But we need more representation from the main stakeholders." (Long-standing trader)

- Turnover of council officers, councillors and public sector employee was described as "burning out community members who have to start all over again." (Organized network stakeholder)
- The different roles in the council and their respective authority are not clear to people outside the organization. Stakeholders report feeling that they have wasted time building relationships with the wrong person, or a person with no authority.
- There is a sense that voluntary work is under-appreciated and underused by the council. Various stakeholders felt that the time and money spent on consultations, workshops by third party organizations, and research work such as this one, undermined the fact that many of the organized groups have that capacity and knowledge to do those directly. This was reinforced by the reasons given by three stakeholders who refused the interview. All felt exploited by the process, their time wasn't valued and were tired of being asked to participate for free and towards little change.
- Finally, it was described how a complicated and lengthy bureaucracy puts the burden on individuals to report a crime, a problem, to apply for a permit and to engage formally with services in other ways.

3.2.3.2 Barriers to participation

- Two stakeholders discussed the barriers to participation in organized groups and networks including language, citizenship status, working long hours, and not having time or capacity to engage. And how this can tend to make civic engagement more accessible to wealthier, white members of the community.

"I would expect that these types of groups would tend to appeal to people who've got a bit more time on their hands. So, like for me. I don't have a full-time job anymore I'm sort what you might call retired. So, I've got plenty of time to do things like that. Also, you know, I'm not really under pressure of poverty, or, you know, I don't, I don't have a family to look after. So, I could, I could see that people who people who have got, you know, difficulties in their lives, or, or are hard pressed to make any money, probably less likely to be interested in these groups." (Organized network stakeholder)

3.2.4 Access and representation

The section reporting on the equality indicator focuses on the impact of change in the area (in section 4 Resilience and sustainability). However, stakeholders did mention several issues and ideas about representing diverse needs and cultures in the built environment.

- Successful outreach needs to overcome barriers created by poor access to technology. These are felt by many including some older people, people with disabilities, people who do not speak English fluently and people who do not have access to technology. Two stakeholders mentioned door to door, "on foot kind of outreach" as being key to becoming more inclusive.

- There was also a belief that decisions should be made by people with lived experience in the neighbourhood or by people who understand a specific need through experience. One stakeholder felt that good intentions were undermined when they were not informed by lived experience of how it means to live with a disability. This stakeholder felt there was no follow up on the impact and success of the intervention they were involved in.
- Taking into account the historical legacy of the area and communities that live there is essential to have them represented in future changes to the area.

"Respecting the history of communities should be a really important part of any development. The engagement processes that we often enter into are about housing and space … there's another part of the debate which is about social infrastructure." (Stakeholder from community organization)

3.3 Resilience and sustainability

3.3.1 Impacts of COVID-19

The pandemic impacted businesses, organizations and community relations on the High Road: attendance in extracurricular and leisure activities dropped dramatically, there was a significant financial toll on local traders, but more positively new collaborations and supportive networks emerged.

3.3.1.1 Impact on attendance

- Youth-based and leisure organizations that had to move their programme online saw attendance drop significantly. Organizations that remained open during the pandemic also saw attendance drop dramatically. No organizations have regained their pre-pandemic attendance levels. The harder to reach groups are older people, programmes for this group were completely stopped and are only slowly restarting.

"The pandemic has affected the elderly the most in their ability to access physical activity groups and support. Seniors have been completely closed off from participation and only now are conversations starting to happen to reintroduce programs." (Stakeholder for health-related organizations and initiative)

- The pandemic has impacted face-to-face outreach which has also created barriers to participation.
- One stakeholder mentioned the consequential mental health toll on community members who didn't have access to community spaces and were 'cooped up in overcrowded home'
- CONEL is the only institution that reported an increase in online attendance (by 2 to 3%). It is significant that students felt more likely to attend online rather than in person and is another explanation that many don't feel comfortable coming into the area.

3.3.1.2 Financial impact

- All long-standing traders (interviewed because of their involvement in local groups) reported a financial impact, particularly at the beginning of the pandemic. Most recovered and were able to access government and other grants.
- There is no consensus amongst stakeholders on the impact of the pandemic on business closures. Some report they have not noticed any significant

closures, others report that many closed but it may not have had anything to do with the pandemic as “pre-pandemic, the High Road was already struggling”, and a third group and others argue the pandemic is directly connected to the closures.

3.3.1.3 Positive impact

- Two stakeholders reported positive impacts of the pandemic in encouraging more collaborations across sectors and organizations.

“The pandemic made groups more extraverted to the community and other organizations.” (Stakeholder from a health-related initiative/org)

- Haringey had the highest level of furloughed individuals in the country. Mutual aid groups were set up to address the difficulties people were faced with and this was said to have increased the sense of community.

“Yeah, Bruce Grove mutual aid, there's, like street groups as well they all got setups kind of spontaneously, which was, which was good. You know, so people kind of checking in on each other on a street by street basis which is, which is good.” (Public sector stakeholder)

3.3.2 Types of businesses trading on the High Road

Two main thoughts were shared on what businesses would make the High Road more inviting.

- The presence of too many betting shops in Bruce Grove is negative for the area. This was stated by 8 stakeholders. These signal deprivation, invite adults (typically males) to hang around on the pavement creating discomfort for visitors.

“It's not very nice walk when you walk past the bookies in places like that there's a, there's a high percentage of men doing nothing hanging about outside shops, and you will get catcalling you to get attention. And that's, again, it's just the culture of the area and certain people are aware of it, but it seems like people have got resilience to it as well, just kind of the norm.” (Stakeholder from an educational and youth-based organizations or initiatives)

- Both long-standing traders and public sector individuals believe that greater variety of retail options, including bigger branded stores will increase footfall and regenerate the high street in a positive way.

3.3.3 Impact of change

Discussions about the impact of change revolved around past regeneration plans, including White Hart Lane stadium and Tottenham Hale, the changes witnessed on the High Road since the riots in 2011, as well as specific changes that have impacted the organization or business a stakeholder is part of and fears of future changes to the area. There are mixed views on all of these but four main impacts emerged: public funding cuts; piecemeal investments on the High Road; displacement and employment opportunities generated by the large developments in the area; and fear of gentrification.

3.3.3.1 Funding cuts

- Two stakeholders mentioned how reduction in funding for education and health related programs had a significant impact on their organization and capacity to run programs and do adequate outreach.

"So, for us is, how do we reach those young people that we used to engage before, and there are still some young people on the fringes that we would like to engage. The only way we think we can engage with them is by reaching out to them, showing them what our services are, building a relationship with them and showing them what services that we could offer them. But we don't have the finances to be able to do this, for us to be able to do those kinds of work because as you know, during the cuts, our service was cut by 100%. So yeah, we have a problem." (Stakeholder from an educational and youth-based organizations or initiatives)

- One stakeholder mentioned that cuts to universal credit will have a big impact on the local community.

3.3.3.2 Piecemeal investments on the High Road

- Lack of cohesive investment on the High Road.
- There is consensus among stakeholders that not enough changes have taken place on the High Road. Three report seeing no change since the riots, and four see the change as 'bitty' and lacking overarching vision.
- Stakeholders mentioned interventions designed to improve appearance ("beautification"), planting, and the Holcombe Market upgrades as noticeable changes. However, the quality of those changes was also criticized.

"We spent ages discussing it. I can't remember, it's kind of like a coloured crossing surface. That was supposed to be textured, in a way that the drivers would see it as being a pedestrian owned space and it would slow them down, it would have, you know. Anyway, that never happened. There was some painting that was done on the floor by Holcombe Market. A lot of criticism because it was, again, very, very dirty and stained, within a matter of days. So, these are only little projects that have been done." (Public sector stakeholder)

3.3.3.3 Regeneration at White Hart Lane and Tottenham Hale

- There is general consensus that the impact of the development of White Hart Lane did not positively affect local communities and that some families were displaced as a result of the change.
- The White Hart Lane development was also believed to have displaced long-standing businesses, but also to have opened opportunities for new ones.
- Two stakeholders raised the employment opportunities large scale developments brought to the area particularly for young people. One stakeholder was unimpressed that many of these new jobs were on zero-hour contracts and did not provide stability or social mobility for local youth.
- The Tottenham Hale development was perceived more favourably, and generally stakeholders felt it was positive for the area.

3.3.3.4 Concerns about gentrification

- Concerns about gentrification were raised by education and youth-based organizations or organized networks. All stakeholders agree that investments in the area are necessary but should not displace local residents.

- There are fears that the gentrification process that took place in Hackney and Islington is now moving north to Tottenham.
- A few examples of signs of gentrification in the types of businesses on West Green Road were mentioned, stakeholders reported that these can feel exclusive to longer standing communities.

“There's always been a pub on West Green Road, it's just off the High Road. It's quite near where the railway bridge over, I forget what it's called, but it used to be mainly Black people that were using that pub. I mean that section of West Green Road is mostly African shops, few Caribbean shops as well. And that pub used to be mostly Black people in it. And now, if you walk past it, it's been, you know it's got under new ownership, it does pizza, and the people in, they're all white.” (Public sector stakeholder)

SECTION 4: Findings Seven Sisters & Tottenham Green

SECTION 4 Findings: SEVEN SISTERS & TOTTENHAM GREEN

4.1 Experience of the High Road

This section focuses on research findings that illustrate how residents, visitors and people who work in the area are currently experiencing the High Road. It draws on data from the street interviews, trader interviews, site survey and CONEL students' focus group.

It includes data that relates to overall perceptions of the area. An additional subsection on safety was added as this theme was prevalent in all the surveys and particularly with the CONEL students' focus group.

4.1.1 Overall perceptions of the area

This section includes findings that relate to the indicators: visitor satisfaction and pride in the area.

4.1.1.1 Site survey

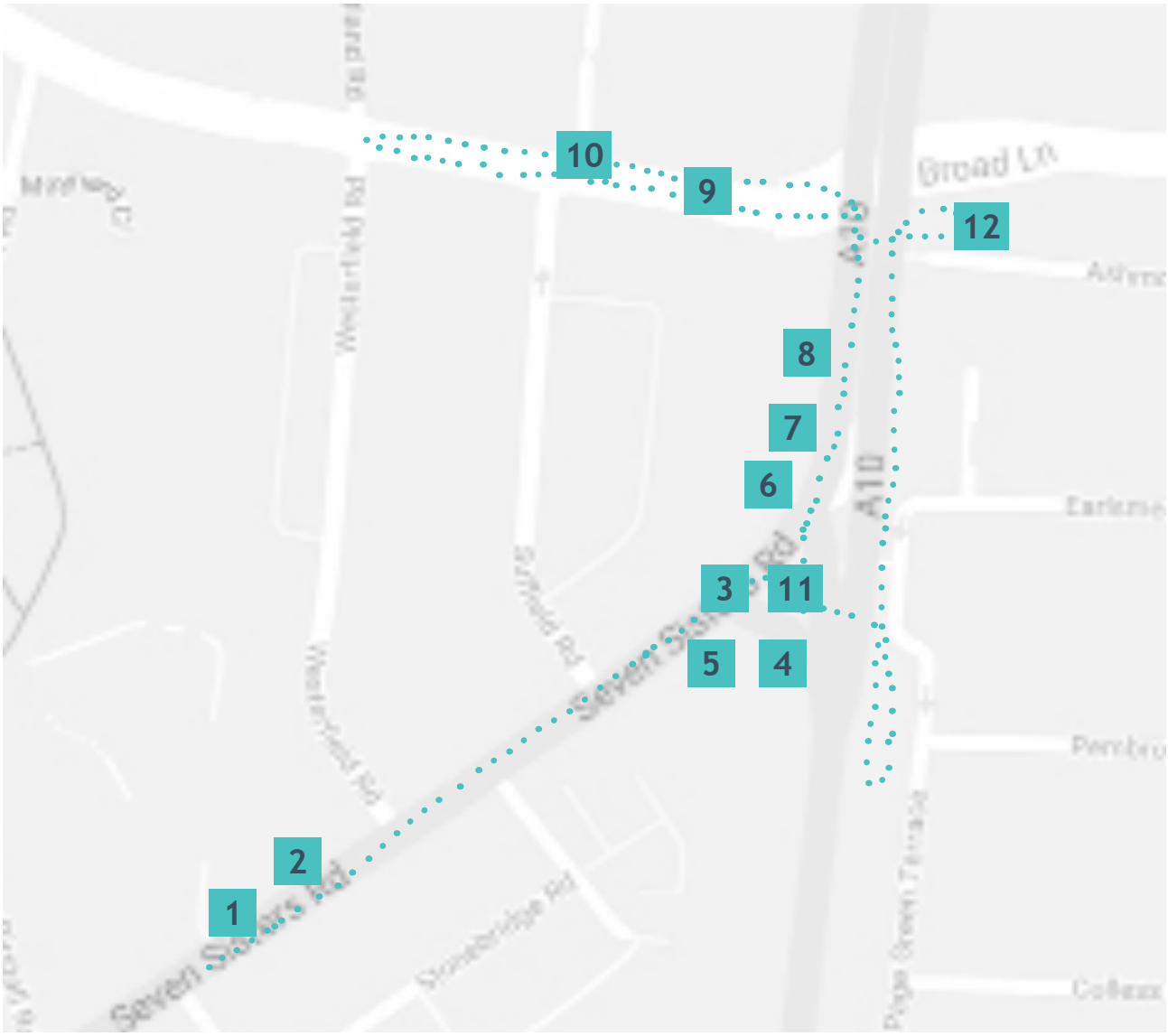
The site survey of Seven Sisters explores in detail how people experience this section of the High Road close to Seven Sisters station and includes a segment of the busy retail area of the High Road.

4.1.1.2 Site survey: Seven Sisters

Seven Sisters is a bustling centre with a varied architectural heritage and a very active street life, mainly on the western side. It is a key transport hub which has its benefits, but also downsides such as high levels of traffic noise and car dominance. The narrow pavements and traffic on West Green Road make it feel particularly congested.

Wards Corner is a very successful hub for the area with a strong cultural identity and very active street life with various ways for people to meet and interact. There is a tree-lined pedetrian street which works well with the amenities spilling out onto the street. This is in stark contrast to the new development Apex Gardens which is at a totally different scale, currently has no active street front and is very sterile in character.

Aside from Ward's Corner, there are few quality public spaces that provide an opportunity for people to interact away from the busy streets. There are spaces that have the potential serve this purpose (for instance, outside Seven Sisters station, outside the Apex Gardens entrance, the end of Page Green Common) but they do not currently have the right combination of spatial and social infrastructure or maintenance.



1.Seven Sisters underground entrance

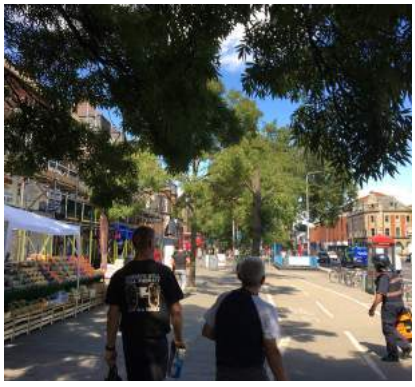
2. Brazilian shop selling the typical snack, coxinhas.

3. View of Apex Gardens and Wards Corner

4.Apex Gardens

5. Apex Gardens seating and landscaping

6. The Latin Village



7.Pedestrian area of Wards Corner

8. People sitting by Wards Corner

9. West Green Road

10. Planters on Houghton Road

11. Seven Sisters Road junction

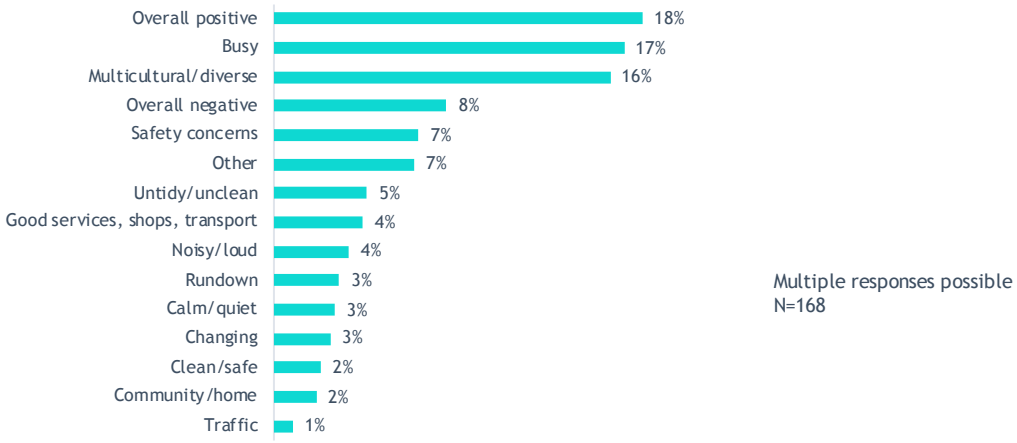
12. Seating pavilion at Page Green Common

When asked how to describe the High Road around Seven Sisters, people engaged in street interviews and traders interviewed gave broadly similar responses. The largest category of responses in both surveys fell into the category “overall positive”.

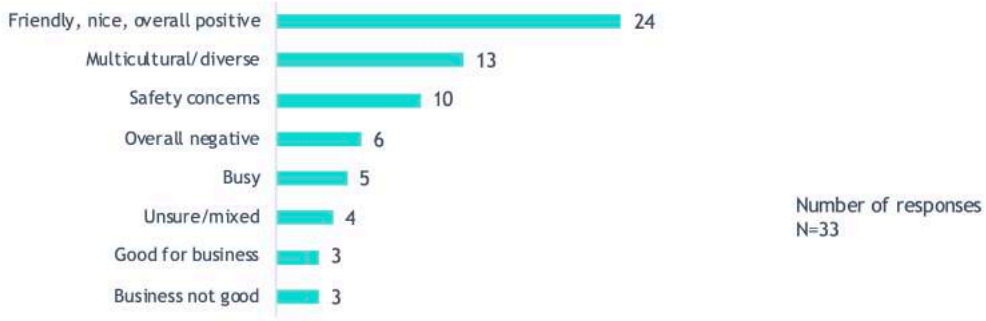
Responses describing the High Road as multicultural or diverse were also very common, and safety concerns featured strongly among traders and people interviewed on the street. Street interviewees were more likely to describe the street as busy, traders may be more aware of the reduced footfall since lockdown as this directly affects their businesses (see section 5.4 below).

CONEL students’ experiences were more negative. The most common responses in their three word descriptions were “crowded, bad environment and dangerous”.

Street interviews: Descriptions of Seven Sisters/Tottenham Green (when asked to use three words to describe the area)



Traders survey: Descriptions of Seven Sisters & Tottenham Green (when asked to use three words to describe the area)



4.1.2 Safety

This is not an indicator in the framework used for the first round however it has emerged as a consistent theme of concern for all the different groups. It features as a second level outcome within the Theory of Change for the Future High Streets Fund.

Residents perceptions of feeling safe are lower than would be expected in comparable areas across the UK, although in Seven Sisters people do not feel as unsafe as in Bruce Grove (see appendix section 5 for details on the community dynamics table and maps). The table below highlights the positive response rate around feeling safe by respondents in both areas compared with the national average and a comparable area rate.

Majority of area falls in OAC 3a (small pockets of 3b, 3d and 4b)	3a	National	Bruce Grove residents	Seven Sisters & Tottenham Green residents
How safe do you feel walking alone in this area after dark	70%	86%	55%	64%

Traders feel more unsafe than residents; 13 out of 35 (37%) report feeling very unsafe, compared to 13% of residents. CONEL students also have concerns, 7 out of 20 (35%) say that they feel very unsafe.

There is not a large difference in how different genders perceive safety in Seven Sisters with 37% females feeling unsafe and 38% of males feeling unsafe.

Below is an annotated map that came out of the CONEL focus groups and highlights areas where students felt unsafe, in red, as well as places they go to, in blue and places or changes they would like to access and implement in green.

4.1.3 Use and users

This section focuses on research findings that illustrate how residents, visitors and people who work in the area are currently using the High Road. It draws on data from the street interviews, trader interviews, observations and the CONEL students' focus group.

It includes findings in relation to these indicators: local spending, footfall and physical design that encourages social interaction.

33% of the residents who engaged in the street interviews have lived in the area for 20 years + and 10% have lived in the area for less than a year. In terms of the visitors who participated in the street survey, 25% have been coming to the area for 20 years + and 25% for less than a year.

The majority of street survey respondents visit the Seven Sisters and Tottenham Green area more than once a week (84%) with 46% visiting the area daily.

People interviewed were most likely to visit Seven Sisters and Tottenham Green to shop or use a transport connection (67% of interviewees gave this as a reason for using the high street). The other main reasons was because it was where they live (61%), to eat or drink (53%) or to meet with friends (51%).

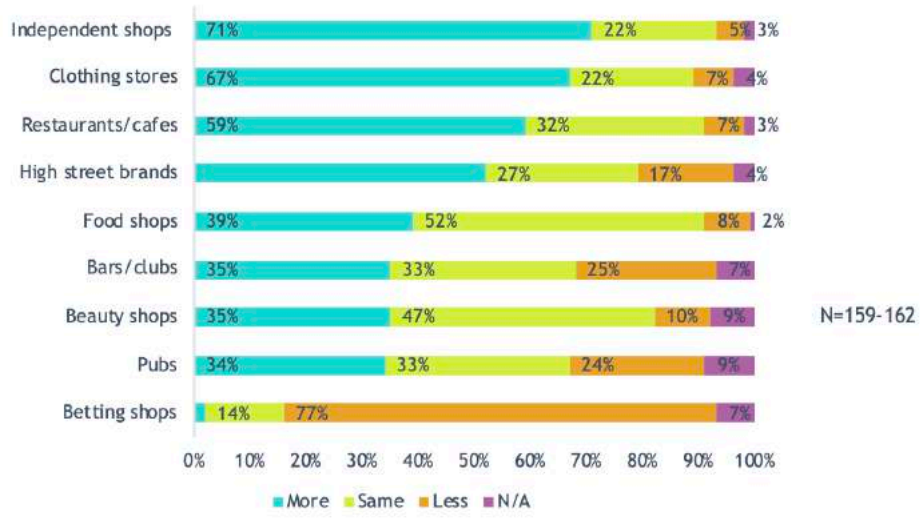
People are most likely to shop for food and groceries (56%), with other items being much less frequently sought out, the next most common category was "everyday essentials" (11%).

30% of people interviewed shopped daily in Seven Sisters or Tottenham Green, 23% daily and 16% once a week.

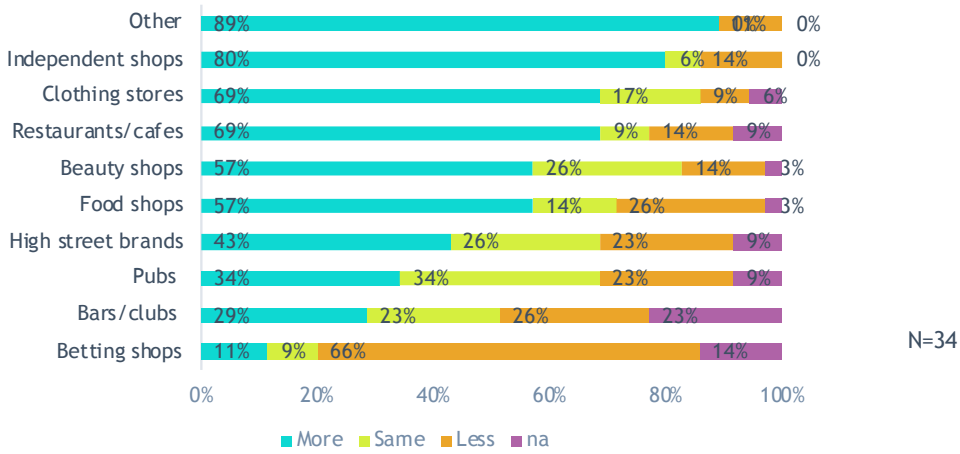
Both surveys asked what interviewees would like to see more or less of. People engaged in the street interviews would most like to see more independent shops (71%), restaurants and cafes (59%), clothes shops (67%) and food shops (39%). Traders would like to see more independent shops (80%), clothes shops (69%) and restaurants and cafes (69%) and beauty shops (57%). These responses are broadly similar across the two groups. Please note that in the 'other' category (89%) traders mentioned wanting to see more ATMs (2), outdoor seating outside cafe (1), bike repair shop (1), Pakistani restaurant (1), multicultural businesses (1), family friendly businesses (1) and kids park (1).

Both traders and residents would like to see fewer betting shops and bars and clubs

Street interviews: Views on what there should be more or less of in Seven Sisters & Tottenham Green



Traders survey: Views on what there should be more or less of



N=34

73% of people engaged in the street survey were satisfied with the area overall, 55% were satisfied with the area as a place to shop. Traders felt similarly with 68% feeling satisfied with the area overall and 56% satisfied with the area as a place to shop.

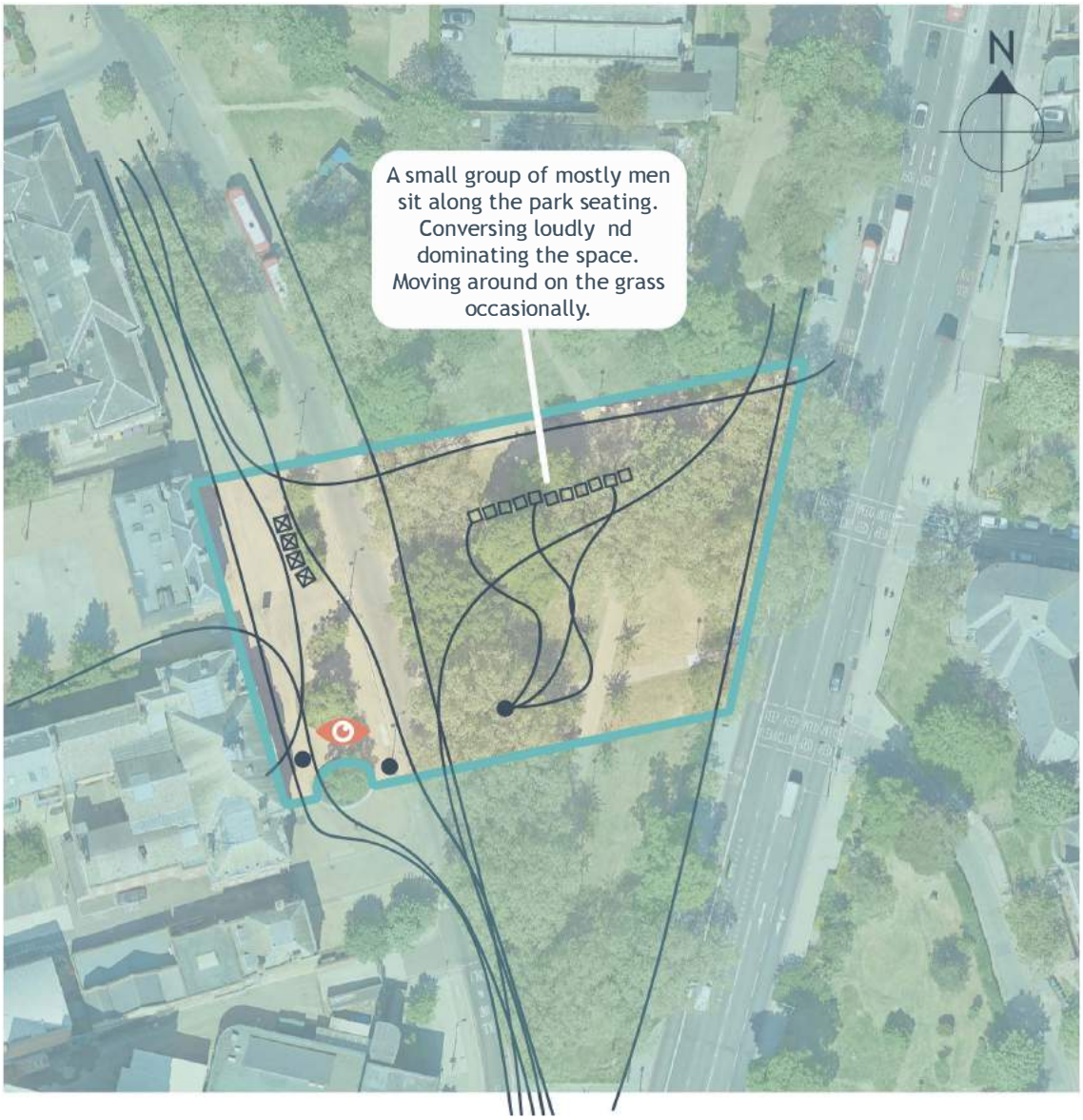
51% of street interviewees would recommend Seven Sisters and Tottenham Green as a place to shop compared with 53% of traders.

4.1.3.1 Observations

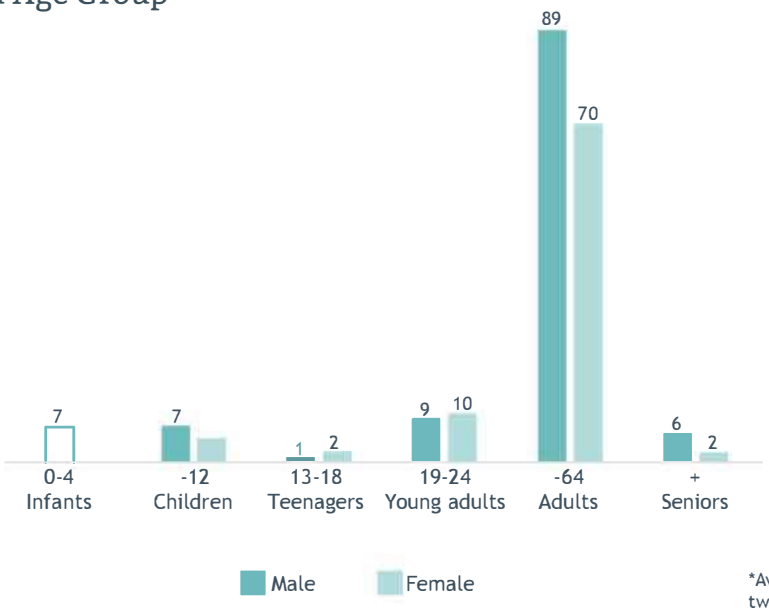
The following pages outline the results of the observations carried out twice in each space for 40 minutes. These map out activities and movement through the space as well as tally the number and demographics of people entering the defined area. This provides a snapshot of the social use of these public spaces and can be easily compared to the next iteration of observations once the programmes have been implemented.

The observations illustrate how transient the three spaces are, with the large majority of people walking through it without stopping. All three spaces are used by a majority of adults (25-64 years old), the Seven Sisters tube entrances area becomes more crowded with younger adults and teenagers after 3pm. The seating areas provided in Tottenham Green and Page Green Common are typically used by adult males behaving in a way that could be intimidating to others.

4.1.3.2 Observation - Tottenham Green

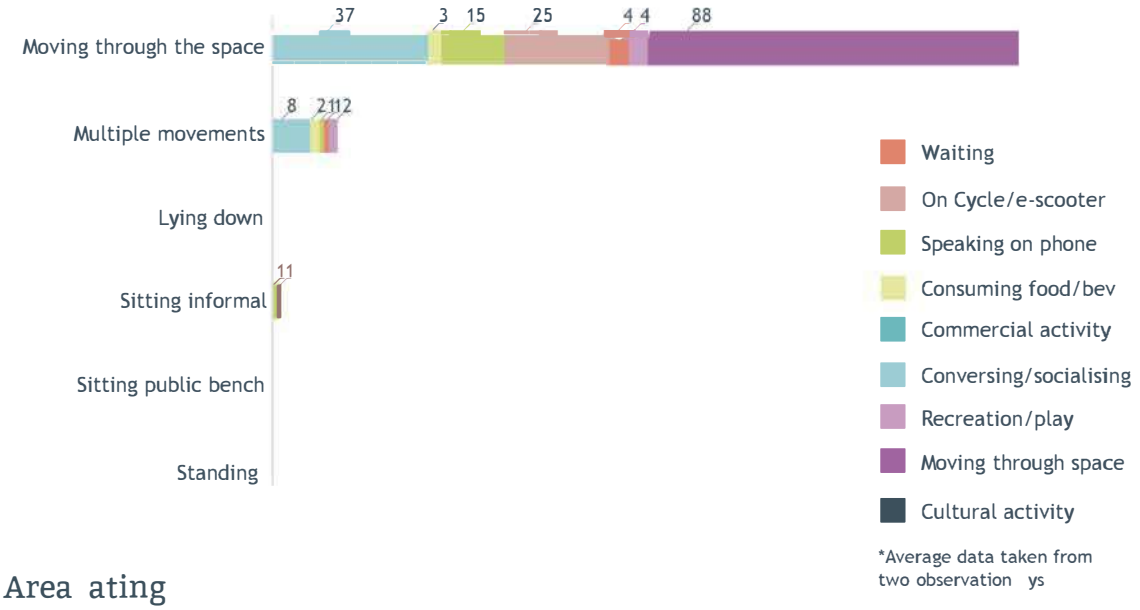


Gender and Age Group*



*Average data taken from two observation ys

Activities*



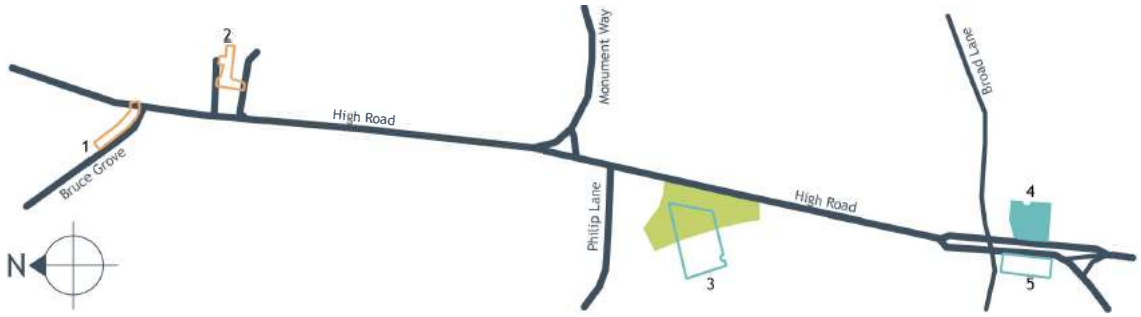
*Average data taken from two observation ys

Area ating

Level of cleanliness
(1 is least clean and 5 is most clean)

How well maintained is the space
(vandalism, broken furniture, signs of drug use, etc)
(1 is the least maintained and 5 is most maintained)

4.1.3.3 Observation - Page Green Common



Observation point

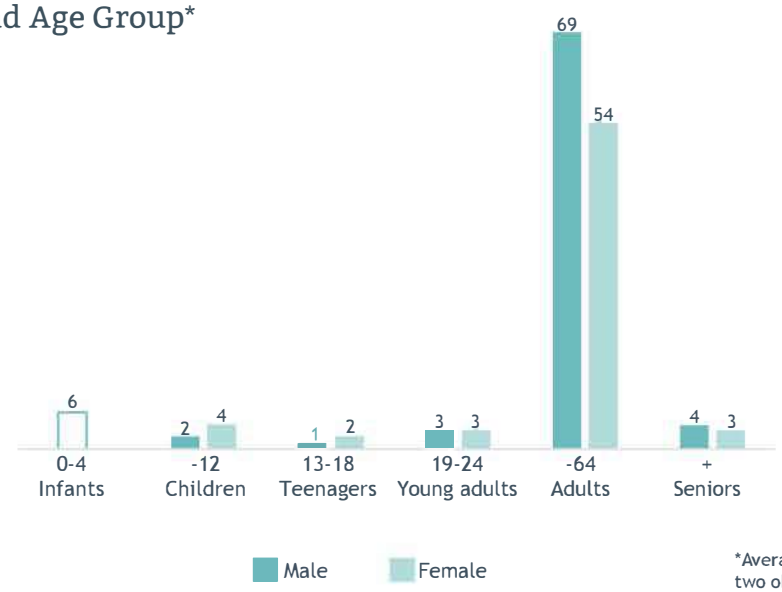
Standing

Sitting on nch

Informal Sitting

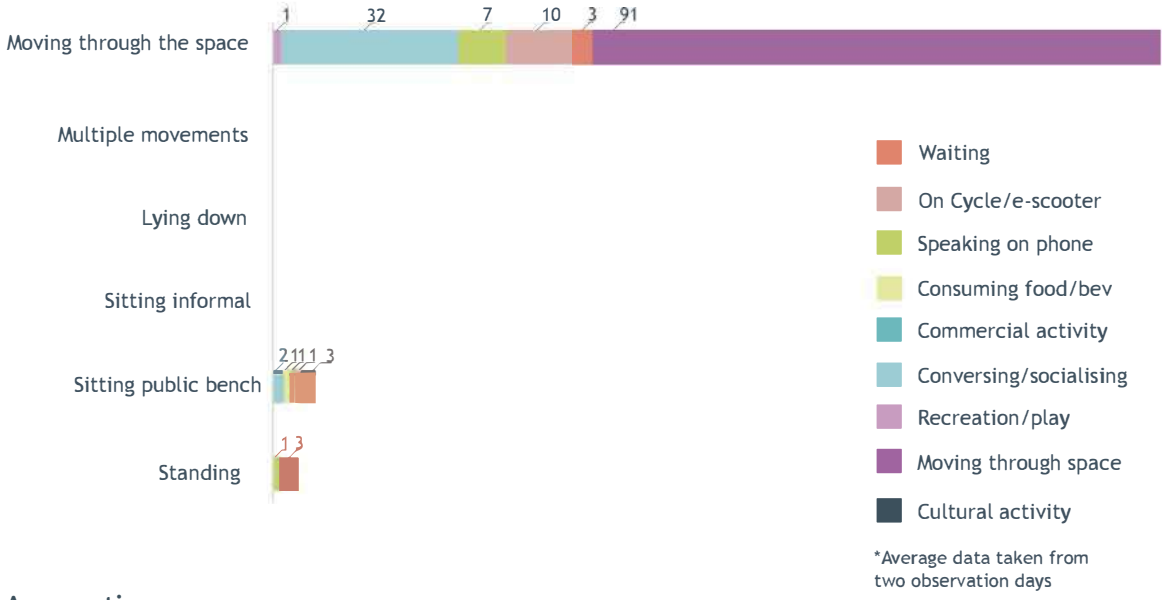
Moving through space

Gender and Age Group*



*Average data taken from two observation days

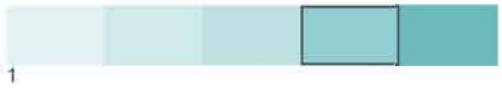
Activities*



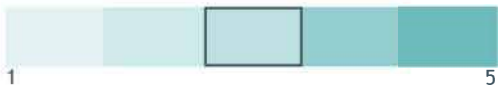
*Average data taken from two observation days

Area rating

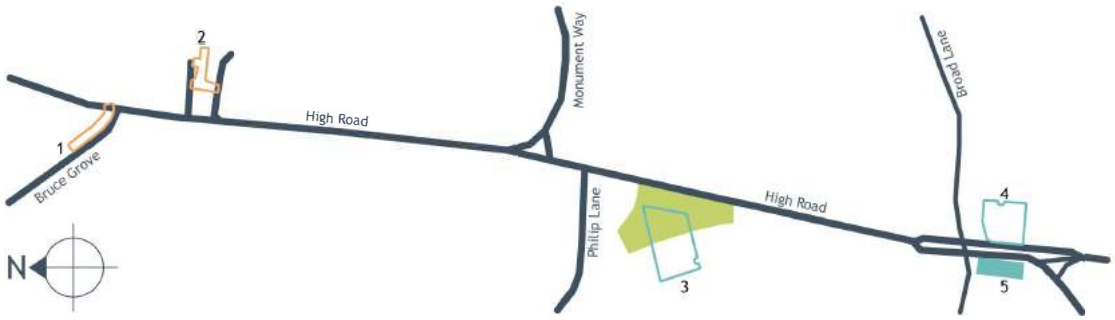
Level of cleanliness
(1 is least clean and 5 is most clean)

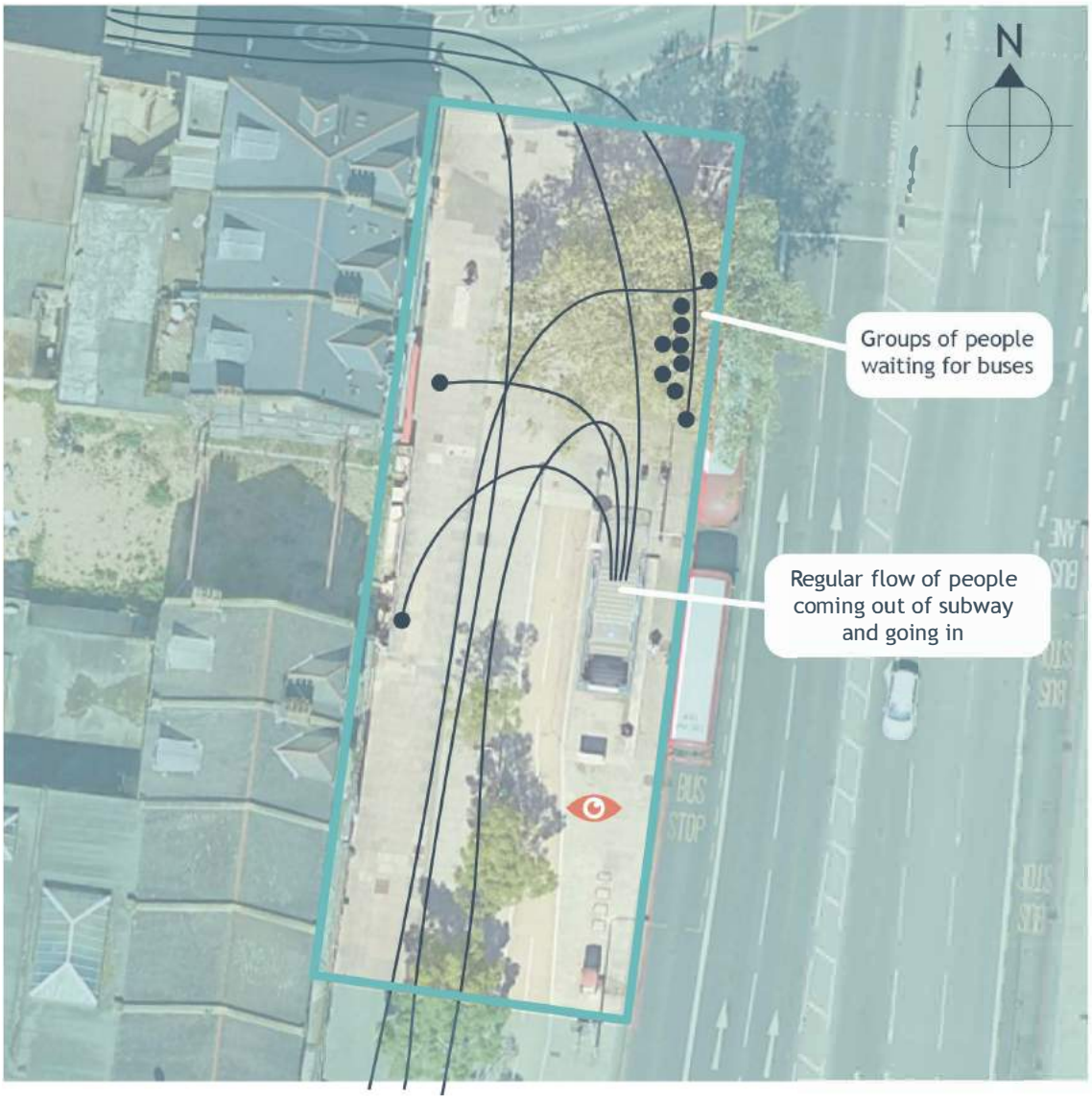


How well maintained is the space
(vandalism, broken furniture, signs of drug use, etc)
(1 is the least maintained and 5 is most maintained)



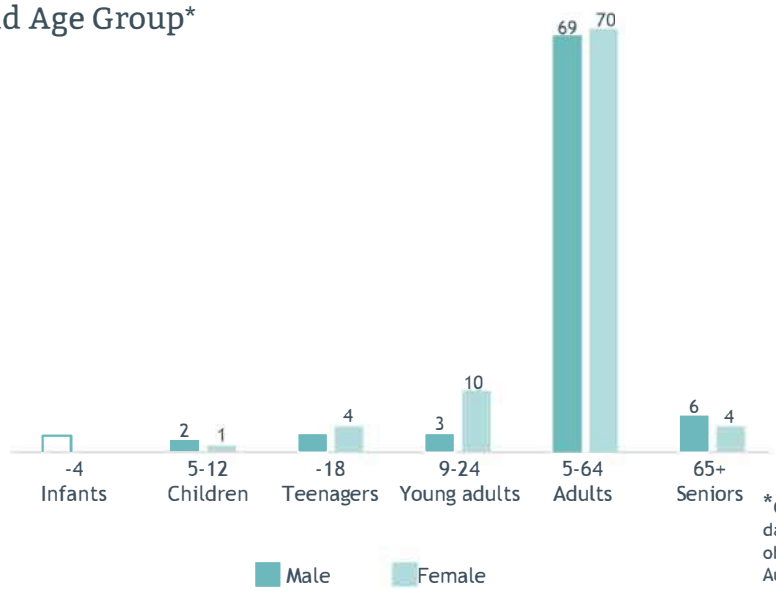
4.1.3.4 Observation - Seven Sisters Station





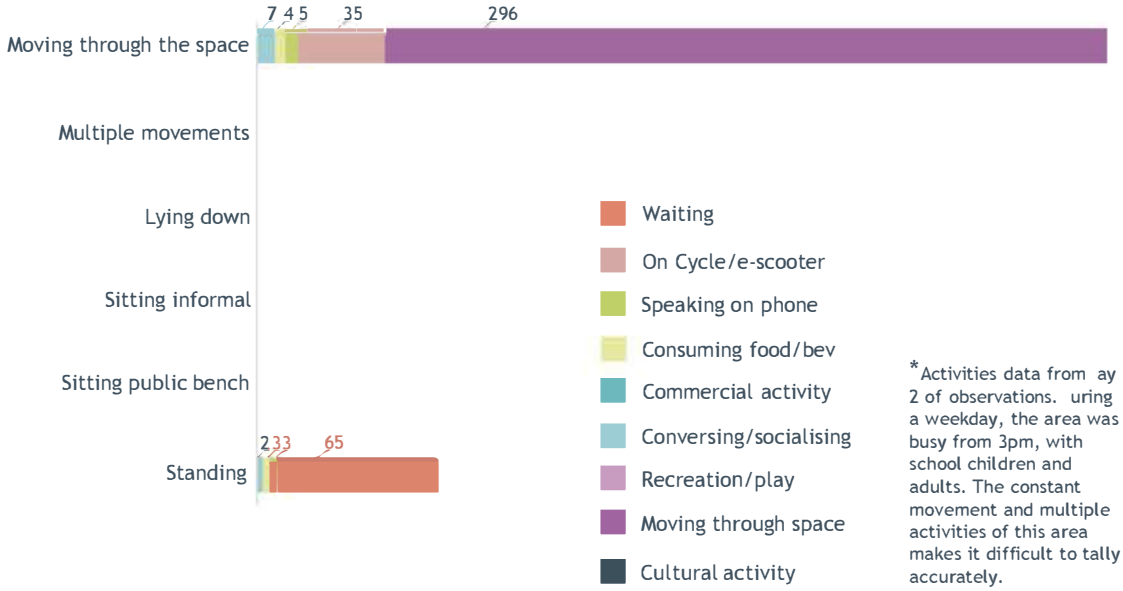
Observation point
Standing
Informal Sitting
Sitting on nch
Moving through space

Gender and Age Group*



*Gender and ge roup data form Day 1 of observations, during Autumn half term. he constant movement and multiple activities of this area makes it difficult to tally accurately.

Activities*

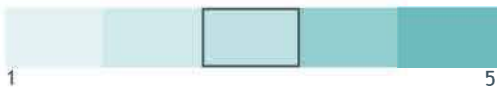


*Activities data from ay 2 of observations. uring a weekday, the area was busy from 3pm, with school children and adults. The constant movement and multiple activities of this area makes it difficult to tally accurately.

Area ating

Level of cleanliness
(1 is least clean and 5 is most clean)

How well maintained is the space
(vandalism, broken furniture, signs of drug use, etc)
(1 is the least maintained and 5 is most maintained)



4.2 Social integration and sense of belonging

4.2.1 Sense of belonging

This section includes findings in relation to the indicator: sense of belonging, and pulls data from street surveys and trader surveys. Different data sets from three survey questions were pulled together to illustrate residents' sense of belonging, which included questions targeted at residents only, about feeling a sense of belonging and planning to remain in the area, as well as a question to all visitors, residents and traders about feeling at ease in the area.

Residents' scores on feeling perception of belonging are higher than would be expected in comparable areas across the UK (see appendix section 5 for more detail on community Dynamic map and complete table). The table below highlights positive response rates on the two statements around belonging and compares them with that national average and a comparable area.

Majority of area falls in OAC 3a (small pockets of 3b, 3d and 4b)	3a	National	Bruce Grove residents	Seven Sisters & Tottenham Green residents
Plan to remain resident	54%	64%	78%	71%
Feel like I belong to the area	58%	62%	83%	86%

86% of residents that engaged in the street survey felt a sense of belonging, while 70% plan to remain in the area. Only 4% of respondents definitely did not feel a sense of belonging.

81% of street survey respondents, which includes all respondents, feel at ease in the area and 4% definitely do not feel at ease compared with 20 out of 30 (66%) CONEL students feeling at ease in the area and 5 out of 30 (16%) definitely not feeling at ease.

Belonging data from the traders is very similar with 86% feeling a sense of belonging with a higher ratio of definitely feeling a sense of belonging (71%) and 72% feel at ease in the area. A significant difference here is that 19% of traders definitely do not feel at ease in the area compared with 4% of street survey respondents.

4.2.2 Social relationships

This section includes findings in relation to the indicator: social relationships and pulls data from street and trader surveys. The indicator is measured by how residents and traders perceive social cohesion in the area, who they spend time with, people they know and people from different backgrounds, and if they would recommend the area as a space to socialise.

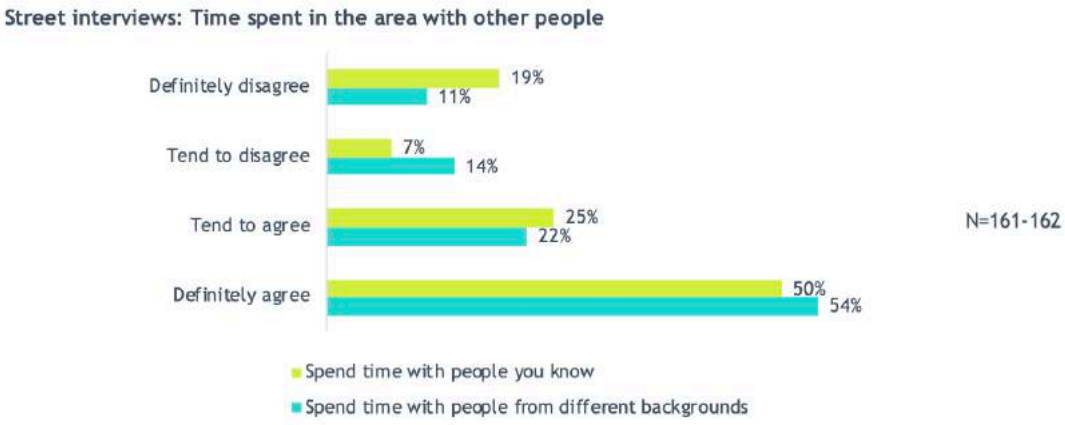
Residents' scores on the presence of social relationships are higher than would be expected in comparable areas across the country as the table below demonstrates (see appendix section 5 for more detail on community dynamic maps).

Majority of area falls in OAC 3a (small pockets of 3b, 3d and 4b)	3a	National	Bruce Grove residents	Seven Sisters & Tottenham Green residents
Different backgrounds get on well	78%	82%	93%	93%

91% of people who engaged with the street interviews agree that 'this is a place where people from different backgrounds get on with each other' with only 3% definitely disagreeing with the statement. By comparison 91% of the traders surveyed also agree 'this is a place where people from different backgrounds get

on with each other' and 6% definitely disagree, a very similar result from both trader and street surveys.

Street survey respondents agree they spend time with family and friends (75%) and with people from different backgrounds (76%) in the area.



46% of street survey respondents would recommend the area for socialising compared with 46% of traders - once again a similar perception towards the area as a social space.

4.2.3 Participation and agency

This section reports data in relation to the indicator: active, empowered community and the participation element of social integration (following the GLA's social integration definition).[5] This is measured with one question in both street and trader surveys around the ability to influence decisions affecting the area.

Residents' scores on the feeling of having influence over decisions affecting the area are higher than would be expected in comparable areas across the country (see appendix section 5 for more detail on community dynamic maps and complete table). The table below highlights positive response rates to the statement in both research areas and compares them to national and comparable area data.

Majority of area falls in OAC 3a (small pockets of 3b, 3d and 4b)	3a	National	Bruce Grove residents	Seven Sisters & Tottenham Green residents
Feel can influence decisions affecting the area	33%	28%	38%	45%

46% of the residents who engaged in the street interviews felt they could influence decisions in the area with 22% who felt they definitely could not influence decisions. While 73% of traders surveyed felt they could influence decisions, and only 3% definitely not feeling empowered, there was a significant difference here between residents/visitors and traders.

4.2.4 Access and representation

This section reports on the equality indicator, and the data is better represented in the section below as questions used to measure this indicator all revolve around perception of impact of changes in the area.

[5] https://www.london.gov.uk/what-we-do/communities/all-us-mayors-strategy-social-integration

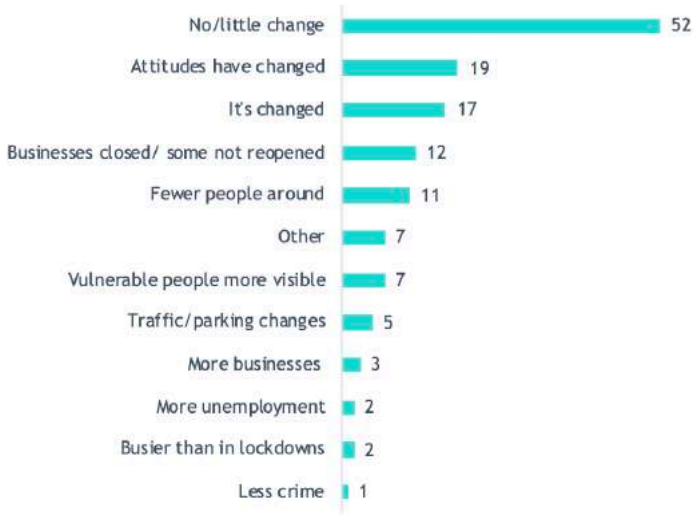
4.3 Resilience and sustainability

4.3.1 Impacts of COVID-19 on traders

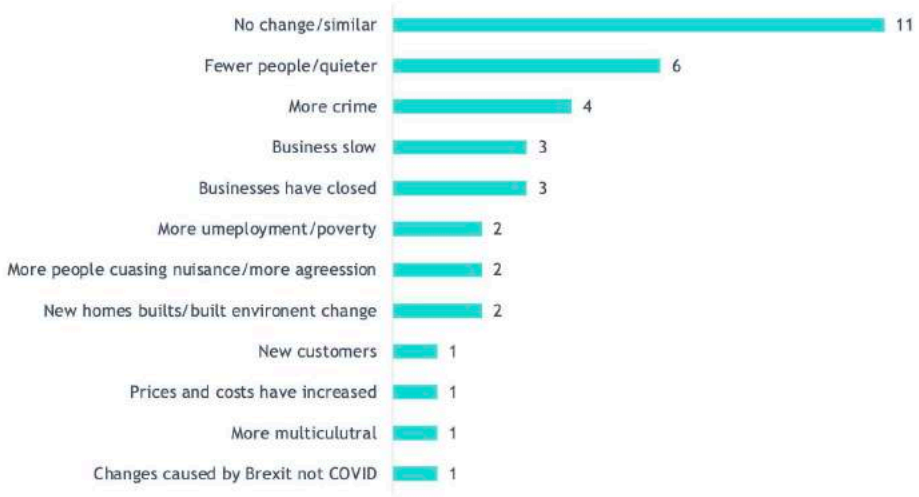
While the impact of COVID-19 was not part of the framework, the pandemic cannot be ignored as it has substantially affected local people's perspective of the area and their ability to engage and do business in the area. Therefore, one question was included in both street and trader surveys on how one perceived that area has changed due to COVID-19, and another two questions targeted traders specifically on how the pandemic has affected their business.

The most common feeling by street survey respondents is that the area hasn't changed, or hasn't changed much with 52 responses out of 159 respondents (33%), 19 (12%) of responses stated the pandemic impacted people's attitudes and 17 (11%) that the area did change but did not provide a reason. Other noticeable changes, among others (see table below), included business closures (12 or 8%), fewer people around (11 or 7%), and increased visibility of vulnerable people (7 or 4%).

Street interviews: Impact of the COVID-19 pandemic on Seven Sisters & Tottenham Green



Traders survey: Views on impact of COVID-19 on Seven Sisters/Tottenham Green

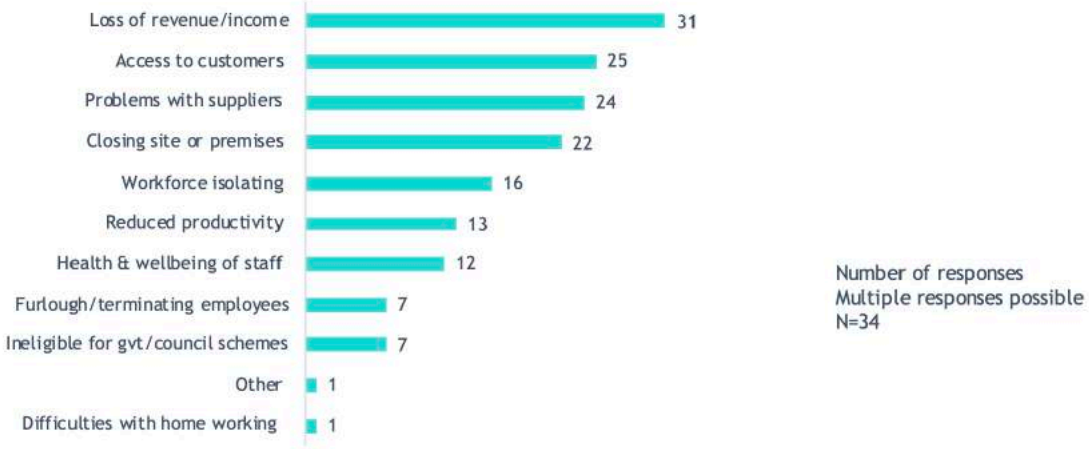


Out of 34 traders surveyed, 11 (32%) felt there had been few changes to the area caused by the pandemic, 6 (18%) felt it was quieter, 4 (12%) reported more

crime, 3 (9%) that the pandemic has slowed business and 3 (9%) that it caused business closures, were among other less common responses (see table in appendix).

Traders reported many ways their businesses were affected including 31 out of 34 (91%) losing revenue/income, 24 (70%) having their access to customers impacted, 24 (70%) reporting problems with suppliers and 22 (65%) closing down their premises, among other impacts which are noted in the chart below.

Traders survey: Impact of the COVID-19 pandemic on traders



Businesses were asked if and how they contributed by any means to the local community during the pandemic, 18 out of 33 (54%) mentioned they haven't contributed in this way and 6 out of 33 (18%) donated food to people in need.

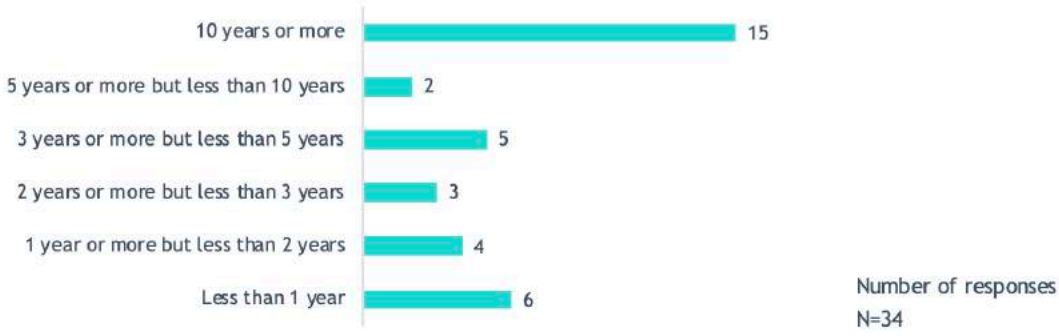
4.3.2 Types of businesses trading on the High Road

This section identifies types of businesses in the area through type, length of operation, size, annual turnover, hiring local and ownership demographic to report on the indicator: range of businesses.

Out of 35 businesses surveyed in the area, 8 were beauty/cosmetics, 8 were cafes/restaurants and 8 were retail for other goods than food, 6 were food retailers, 3 convenience stores and 2 others.

42% of the businesses surveyed have been operating for more than 10 years and the next highest percentage, 17% have been operating for less than 1 year.

Traders survey: Length of time trading in Seven Sisters & Tottenham Green



63% of the surveyed businesses have fewer than 5 employees and 46% have more than 50% of their employees living in Haringey.

The majority (76%) of the businesses surveyed are BAME owned and 29% are female owned.

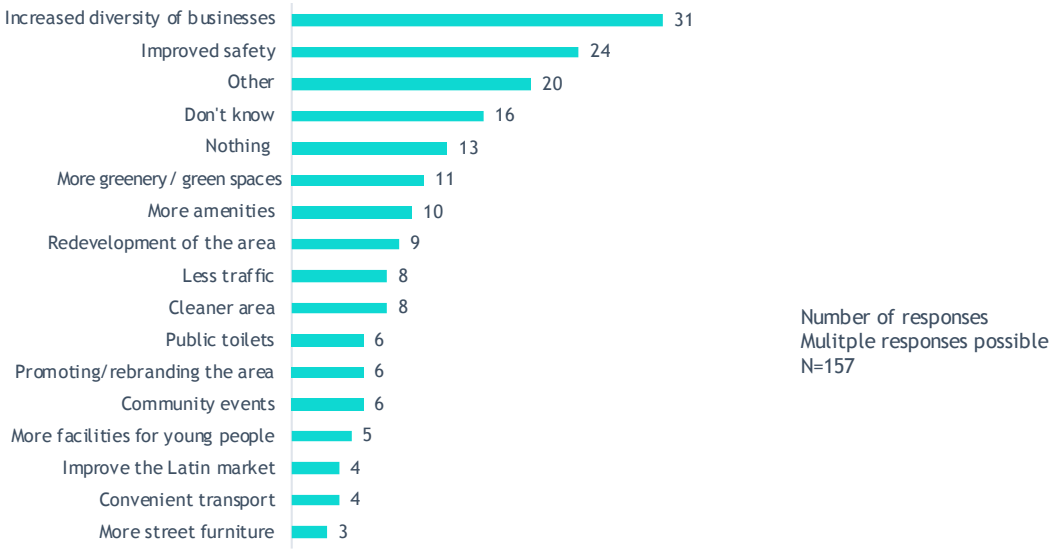
4.3.3 Impact of change

This section gauges how residents and traders are perceiving change to the area and how this is benefitting them and residents; this is reporting on the indicators: safeguarding of space for shared community and business activities, equality and good quality design that meets local needs.

68% of street survey respondents felt that change is benefitting them and their family, and 9% felt that changes definitely were not benefitting them; 80% felt that changes in the area are benefitting local residents and 7% felt that changes were definitely not benefitting local residents.

When asked what changes would increase use of High Road, the most repeated idea was to increase the diversity of businesses (31 out of 157 respondents or 20%), followed by improved safety (24 out of 184 responses or 15%). The 'other' category included better pedestrian facilities, better cycle lanes, more affordable homes, improve safety amongst other suggestions.

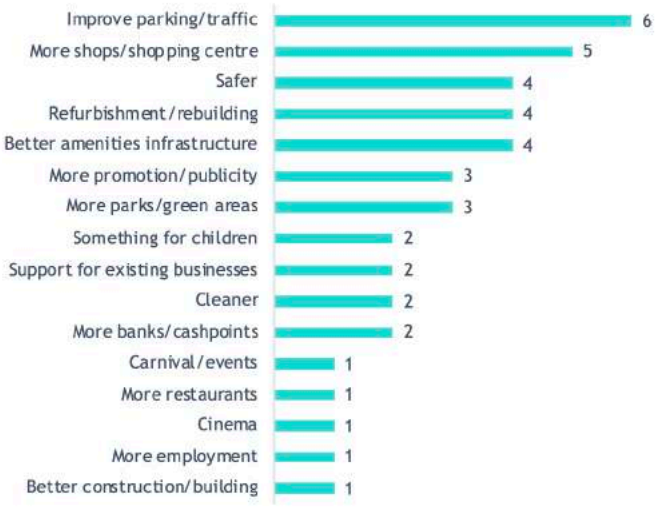
Street interviews: What would make people use Seven Sisters/Tottenham Green more?



In comparison, 87% of traders felt that changes to the area were benefitting them as traders, with 0% reporting changes were definitely not benefitting them and 80% felt changes were benefitting local residents with 4% feeling they definitely were not benefitting residents.

When asked what changes would increase the use of High Road, the most common idea was to improve parking and traffic (6 out of 31 or 20%), followed by 5 responses stating more shops/shopping centre (16%) followed by 4 responses on making the area feel safer (13%).

Traders survey: Views on what would make people use Seven Sisters & Tottenham Green more



Number of responses
Multiple responses possible
N=31

SECTION 5: Findings Bruce Grove

SECTION 5 Findings: BRUCE GROVE

5.1 Experience of the High Road

This section focuses on research findings that illustrate how residents, visitors and people who work in the area are currently experiencing the High Road. It draws on data from the street interviews, trader interviews, site survey and CONEL students' focus group.

It includes data that relates to overall perceptions of the area. An additional sub section on safety was added as this theme was prevalent in all the surveys and particularly with CONEL students.

5.1.1 Overall perceptions of the area

This includes findings that relate to the indicators: visitor satisfaction and pride in the area.

5.1.1.1 Site survey

The site survey of Bruce Grove, Holcombe Market explores in detail how people experience this section of the High Road, close to Bruce Grove Station and in the middle of a busy retail area.

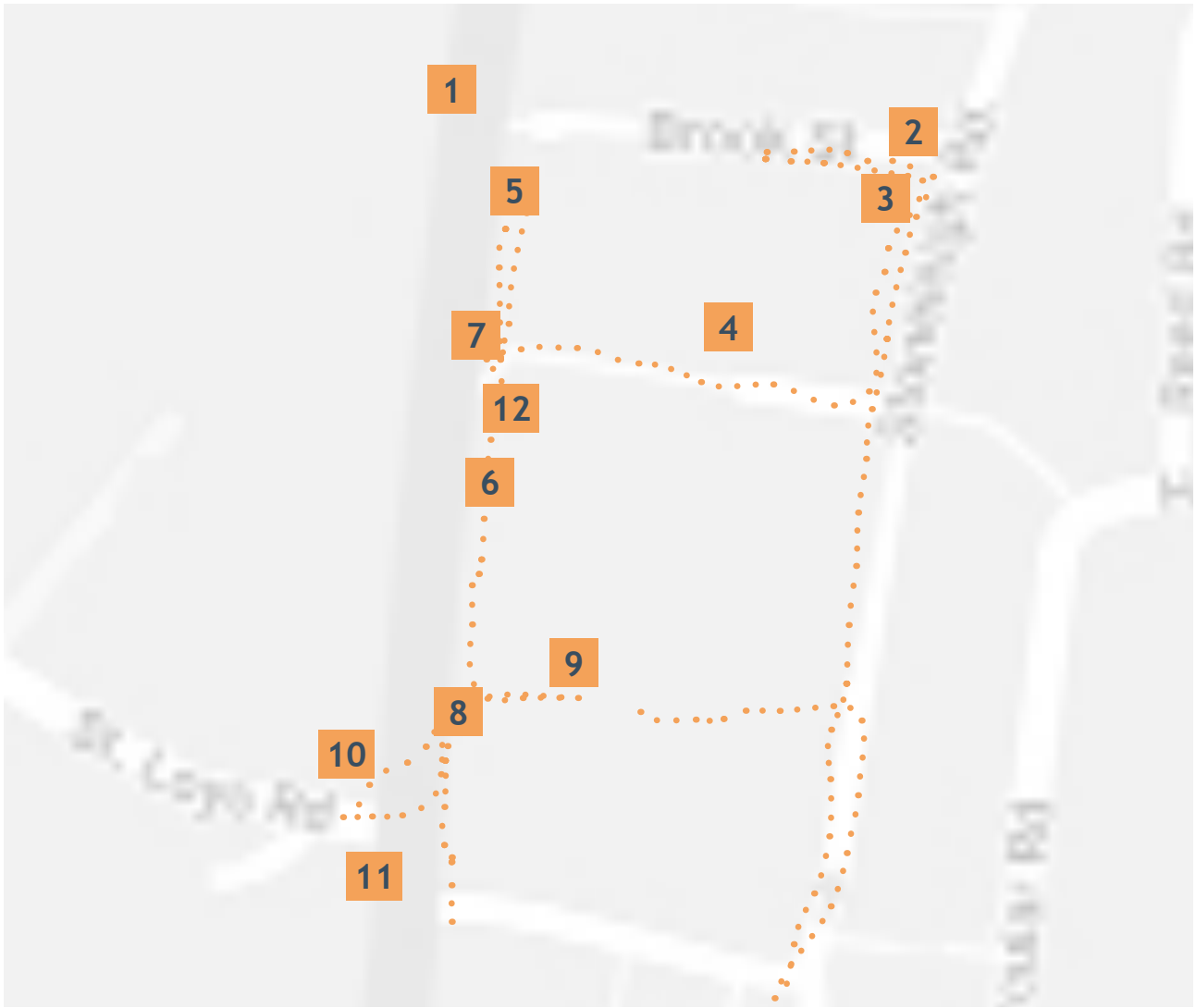
5.1.1.2 Site survey: Bruce Grove

The Bruce Grove section of Tottenham High Road sits to the north of Seven Sisters. Architecturally, this is a typical neighbourhood high street with a wide range of shops and amenities.

The western side of the road has a consistent row of Victorian terraces of good quality with retail on the ground floor. The eastern side is different, there is a break in the Victorian fabric with various types of construction from different periods. This change in design language creates a different character on either side.

A few buildings (housing Santander and Holland and Barrett to the south, and the Post Office to the north) are set back from the street which has helped create space for a small 'town centre' where Holcombe Market is located. However, these buildings are in a state of disrepair and the surrounding open space has not been designed to support an inviting meeting place.

There is a contrast between the main high street, which has a high footfall, and the side alleys and service roads that come off it to the east which are very poorly designed for visibility, access and pedestrian activity. The social infrastructure on these side streets and Stoneleigh Road are currently not creating active streets, safe accessiblity or resting places in the way that they could be.



1.Victorian architecture on the High Road

2. Brooke Road chapel

3. Stoneleigh Road

4.Holcombe Road

5. Empty shop by the Post Office

6.Planter in front of Holland and Barrett

7.Holcombe Market

8. People sitting on ledge

9. Albert Place

10. Turkish owned supermarket

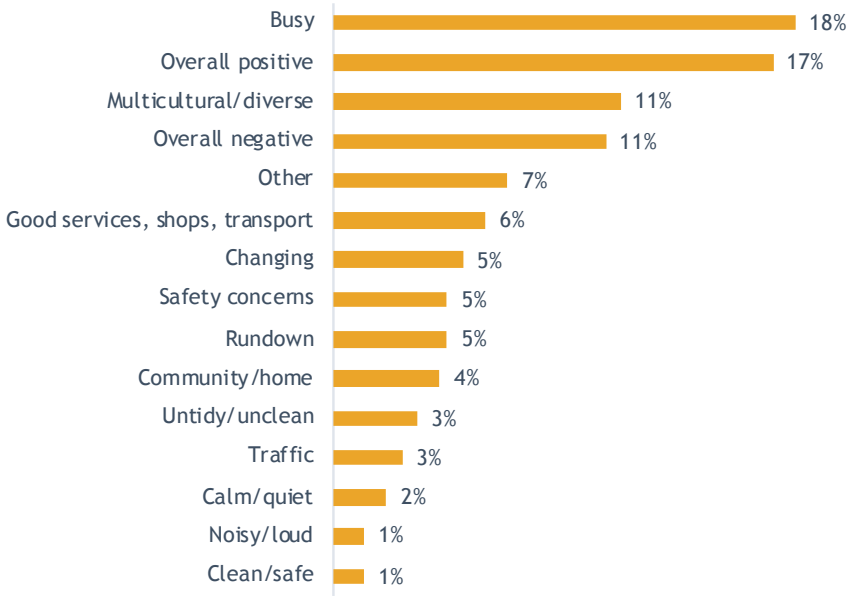
11. Art Deco building

12. Main square

When asked how to describe the High Road around Bruce Grove, for people engaged in street interviews and trader interviews' the largest number of responses in both surveys fell into the categories "busy" and "overall positive". However, traders have an equal number of comments that fall into 'overall negative' illustrating a divide in how traders feel towards the High Road.

Responses describing the High Road as multicultural/diverse were also very common among street interviewees, and safety concerns featured more strongly among traders as well as 'good strong community'.

Street interviews: Descriptions of Bruce Grove (when asked to use three words to describe the area)



N=129

Traders survey: Perceptions of Bruce Grove (when asked to use three words to describe the area)

N=33

5.1.2 Safety

Residents' perceptions of feeling safe are lower than would be expected in comparable areas across the UK, however, in Bruce Grove, the perception of safety is slightly lower than in Seven Sisters (see appendix section 5 for table and details on community dynamics maps). The table below highlights the positive response rate around feeling safe by respondents in both areas compared with the national average and a comparable area rate.

Majority of area falls in OAC 3a (small pockets of 3b, 3d and 4b)	3a	National	Bruce Grove residents	Seven Sisters & Tottenham Green residents
How safe do you feel walking alone in this area after dark	70%	86%	55%	64%

52% of people who engaged in street interviews feel safe after dark and 45% feel unsafe, with 20% feeling very unsafe. By comparison, 41% of traders feel safe and 59% feel unsafe, signalling that safety concerns are more prominent amongst traders.

There is a significant difference in how different genders perceive safety in Bruce Grove with 64% of females feeling unsafe but only 30% of males feeling unsafe.

Below is an annotated map that came out of the CONEL focus groups and highlights areas where students felt unsafe, in red, as well as places they go to in blue, and places they would like to have access to in green.

5.1.3 Use and users

This section focuses on research findings that illustrate how residents, visitors and people who work in the area are currently using the High Road. It draws on data from the street interviews, traders' interviews, observations and the CONEL students' focus group.

It includes findings in relation to these indicators: local spending, footfall and physical design that encourages social interaction.

42% of the residents who engaged in the street interviews have lived in the area for 20 years + and 8% have lived in the area for less than a year. In terms of the visitors who participated in the street survey, 25% have been coming to the area for 20 years +, followed by 21% for 11-20 years and 23% for 6-10years. Only 9% have been coming for less than a year.

The majority of street survey respondents (79%) visit Bruce Grove area more than once a week with 40% visiting the area daily.

People interviewed in the street were most likely to visit the Bruce Grove area because they shop there (76%) or live there (68%), the other main reasons include to use transport (54%), eat or drink (50%) and meet with friends (49%).

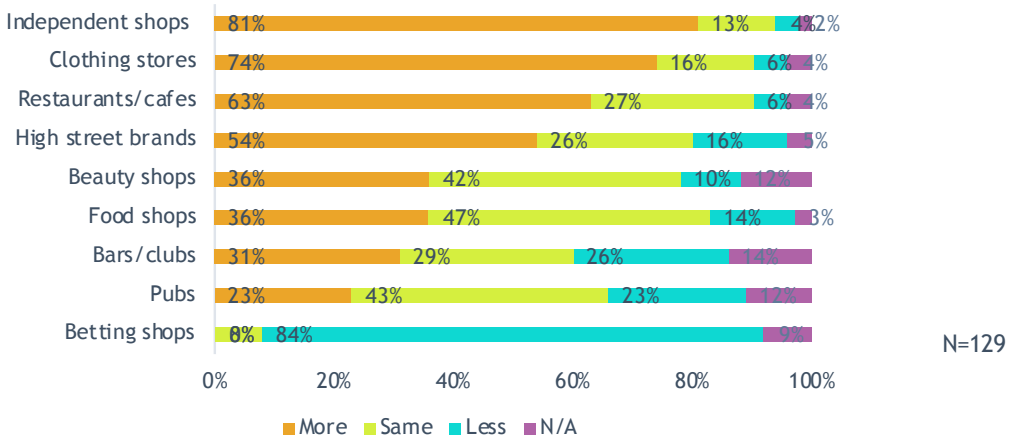
People are most likely to shop for food and groceries (65%), with other items being much less frequently sought out, the next most common category was "everyday essentials" (9%).

39% of people interviewed shop 2-3 times a week in Bruce Grove, 19% once a week and 17% daily.

Both surveys asked what interviewees would like to see more or less of. People engaged in the street interviews would most like to see more independent shops (81%), clothes shops (74%) restaurants and cafes (63%), and high street brands (54%). Traders would like to see more high street brands (82%), independent shops (82%), clothes shops (76%), restaurants and cafes (53%) and beauty shops (47%). These responses are broadly similar across the two groups apart from traders specifically wanting more high street brands in the area.

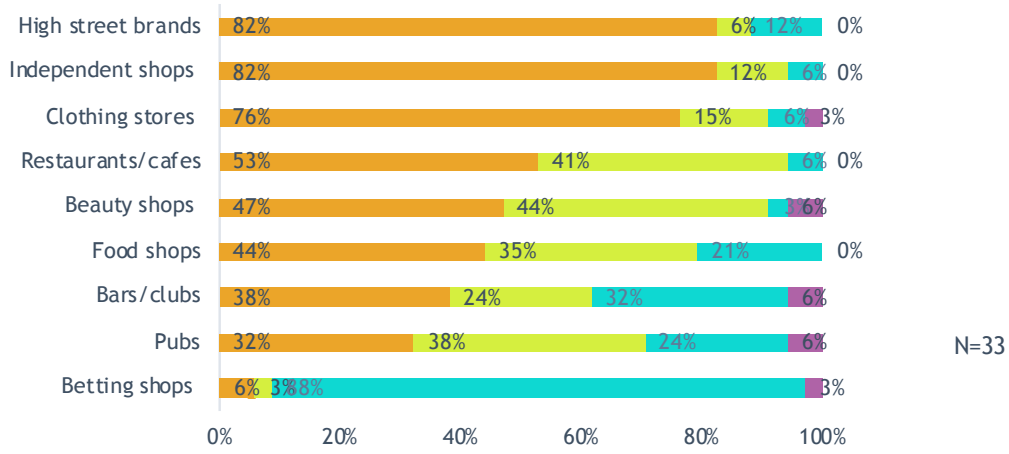
Both traders (88%) and street interviewees (84%) would like to see fewer betting shops.

Street interviews: Views on what there should be more or less of



N=129

Traders survey: Views on what there should be more or less of



70% of people engaged in the street survey were satisfied with the area overall and 70% were satisfied with the area as a place to shop while 67% of traders were satisfied with the area overall and 66% satisfied with the area as a place to shop, a broadly similar perspective.

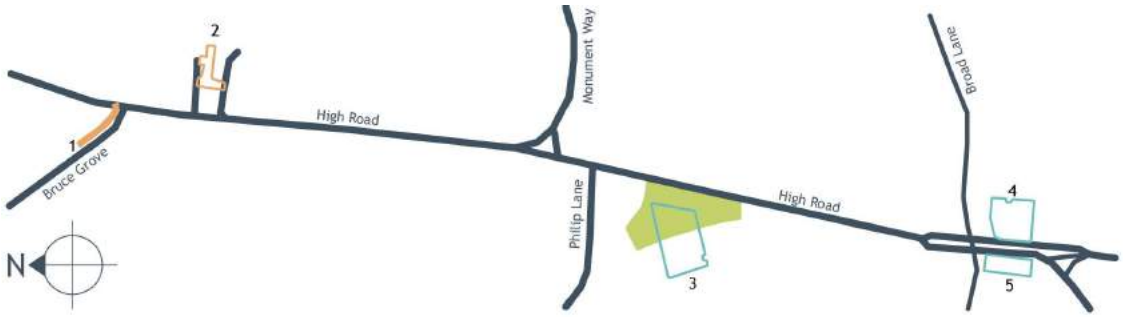
49% of street interviewees would recommend Bruce Grove as a place to shop compared with 58% of traders.

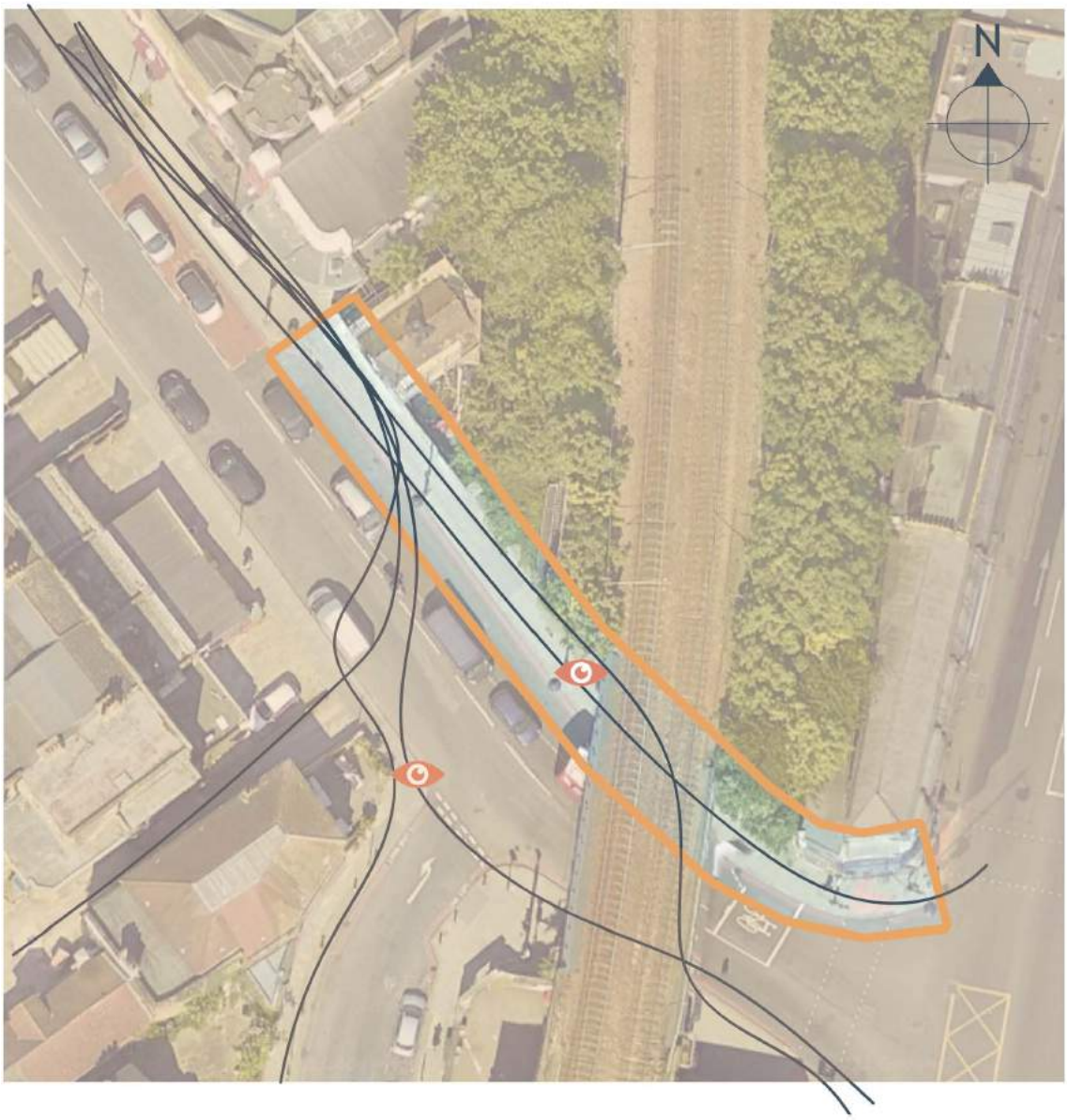
5.1.3.1 Observations

The following pages outline the results of the observations carried out twice in each space for 40 minutes. These map out activities and movement through the space as well as tally the number and demographics of people entering the defined area. This provides a snapshot of the social use of these public spaces and can be easily compared to the next iteration of observations once the programmes have been implemented.

The observations illustrate how transient the two spaces are, with the large majority of people walking through it without stopping. Both spaces are used by a majority of adults (25-64 years old); some informal sitting takes place behind Holcombe Market in two locations. Generally, the level of cleanliness and maintenance is medium to low on both sites.

5.1.3.2 Observation - Bruce rove Public Conveniences

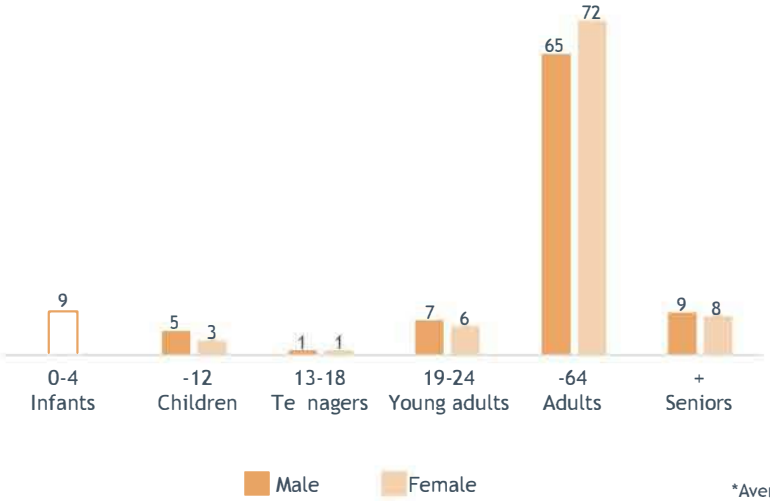




Observation point Standing Sitting on bench

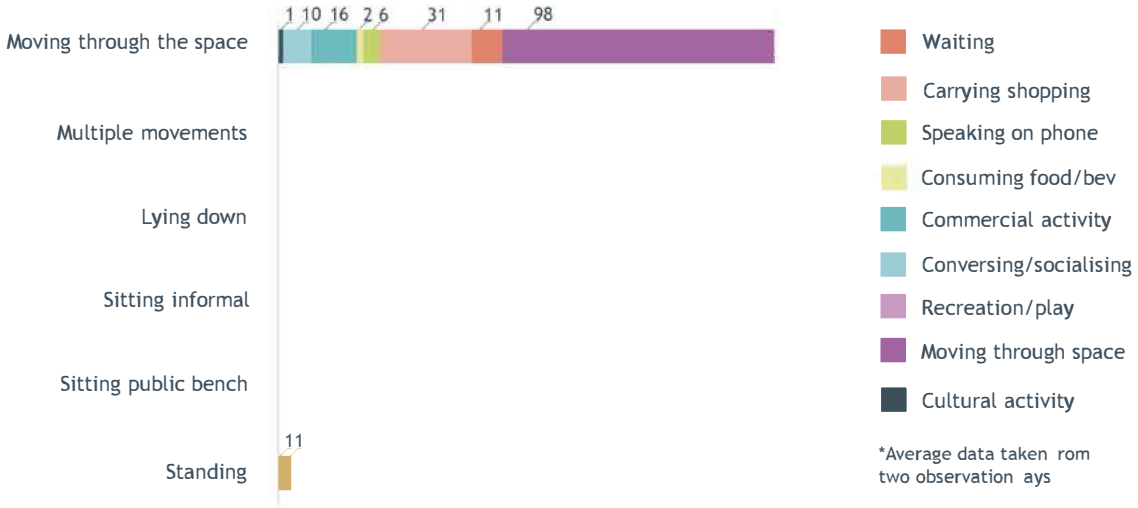
Informal Sitting Moving through space

Gender and Age Group*



*Average data taken rom two observation ays

Activities*



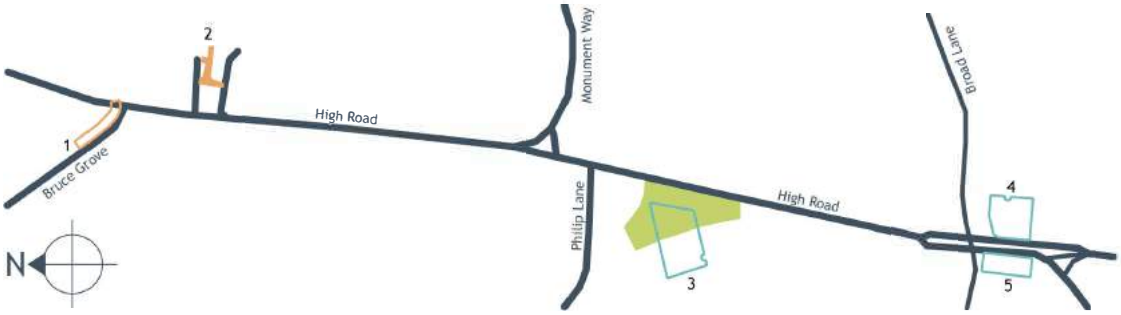
*Average data taken rom two observation ays

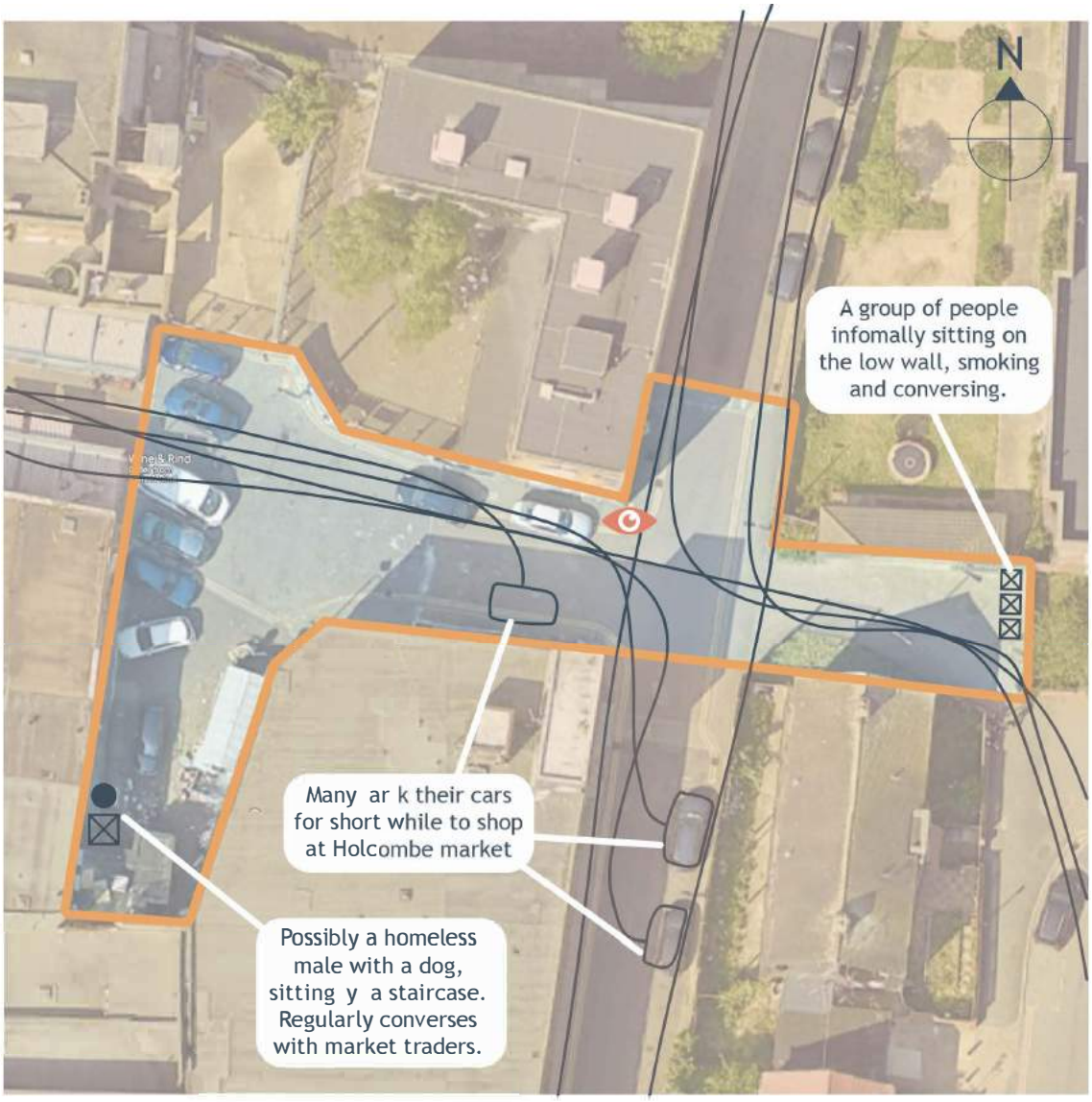
Area ating

Level of cleanliness
(1 is least clean and 5 is most clean)

How well maintained is the space
(vandalism, broken furniture, signs of drug use, etc)
(1 is the least maintained and 5 is most maintained)

5.1.3.3 Observation - Back of Holcombe Market

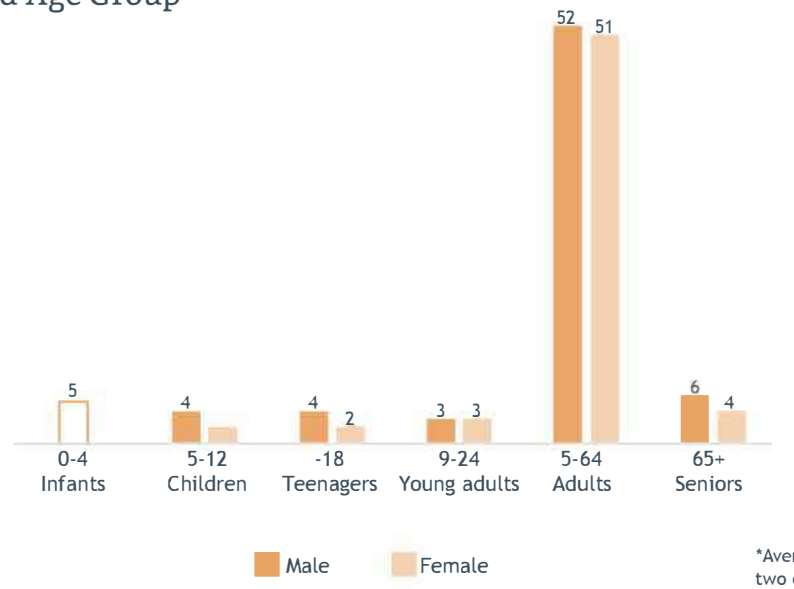




Observation point tanding Sitting on ench

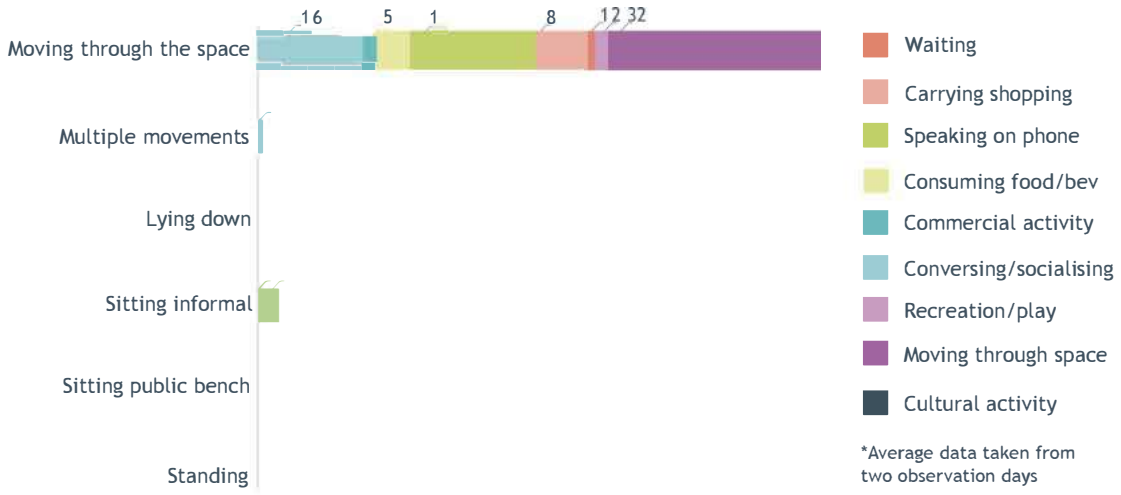
Informal itting Moving through space

Gender and Age Group*



*Average data taken from two observation days

Activities*



*Average data taken from two observation days

Area ating

Level of cleanliness
(1 is least clean and 5 is most clean)

How well maintained is the space
(vandalism, broken furniture, signs of drug use, etc)
(1 is the least maintained and 5 is most maintained)

5.2 Social integration and belonging

5.2.1 Sense of belonging

This section includes findings in relation to the indicator: sense of belonging, and pulls data from street surveys and trader surveys. Different data sets from three survey questions were pulled together to illustrate residents' sense of belonging, which included questions targeted at residents only, about feeling a sense of belonging and planning to remain in the area, as well as a question to all visitors, residents and traders about feeling at ease in the area.

Residents' scores on feeling perception of belonging are higher than would be expected in comparable areas across the UK (see appendix section 5 for more detail on community Dynamic map and complete table). The table below highlights positive response rates on the two statements around belonging and compares them with that national average and a comparable area.

Majority of area falls in OAC 3a (small pockets of 3b, 3d and 4b)	3a	National	Bruce Grove residents	Seven Sisters & Tottenham Green residents
Plan to remain resident	54%	64%	78%	71%
Feel like I belong to the area	58%	62%	83%	86%

83% of residents that engaged in the street survey felt a sense of belonging, while 78% plan to remain in the area, a slight drop in percentage points. 8% of respondents definitely did not feel a sense of belonging.

73% of street survey respondents, which includes all respondents feel at ease in the area and 7% definitely do not feel at ease.

Belonging data from the traders is very similar with 80% feeling a sense of belonging and 68% feeling at ease in the area. 14% of traders definitely do not feel at ease in the area, a slight uptick from the street interview data.

5.2.2 Social relationships

This section includes findings in relation to the indicator: social relationships and pulls data from street and trader surveys. Social relationship is measured on how residents and traders perceive social cohesion in the area, who they spend time with, people they know and people from different backgrounds and if they would recommend the area as a space to socialise.

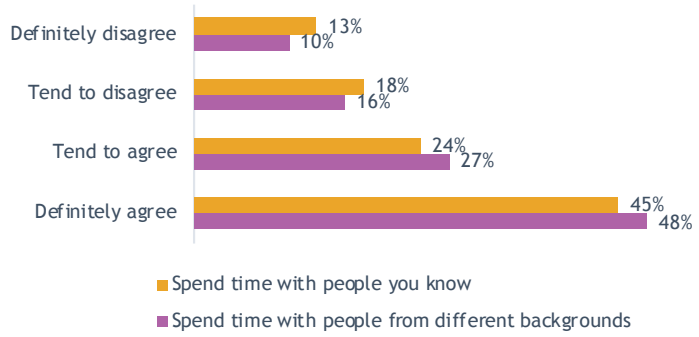
Residents' scores on the presence of social relationships are higher than would be expected in comparable areas as shown in the table below (see appendix section 5 for more detail on community Dynamic map and complete table).

Majority of area falls in OAC 3a (small pockets of 3b, 3d and 4b)	3a	National	Bruce Grove residents	Seven Sisters & Tottenham Green residents
Different backgrounds get on well	78%	82%	93%	93%

90% of people who engaged with the street interviews agree that 'this is a place where people from different backgrounds get on with each other' with only 2% definitely disagreeing with the statement. By comparison 82% of the traders surveyed agree 'this is a place where people from different backgrounds get on with each other and 3% definitely disagree.

Street survey respondents agree they spend time with family and friends (69%) and with people from different backgrounds (75%) in the area.

Street interviews: Time spent in the area with other people



N=128

33% of street respondents recommend the area for socialising compared with 42% of traders.

5.2.3 Participation and agency

This section reports data in relation to the indicator: active, empowered community. This is measured with one question in both street and trader surveys around the ability to influence decisions affecting the area.

Residents' scores on the feeling of having influence over decisions affecting the area are similar to what would be expected in comparable areas across the country (see appendix section 5 for more detail on community dynamic maps and complete table). The table below highlights positive response rates to the statement in both research areas and compares them to national and comparable area data.

Majority of area falls in OAC 3a (small pockets of 3b, 3d and 4b)	3a	National	Bruce Grove residents	Seven Sisters & Tottenham Green residents
Feel can influence decisions affecting the area	33%	28%	38%	45%

38% of the residents who engaged in the street interviews felt they could influence decisions in the area and 30% felt they definitely could not influence decisions. While 57% of traders surveyed felt they could influence decisions but only 16% definitely not feeling empowered, there was a significant difference here between residents/visitors and traders.

5.2.4 Access and representation

This section reports on the indicator equality, and the data is better represented in the section below as questions used to measure this indicator all revolve around perception of impact of changes in the area.

5.3 Resilience and sustainability

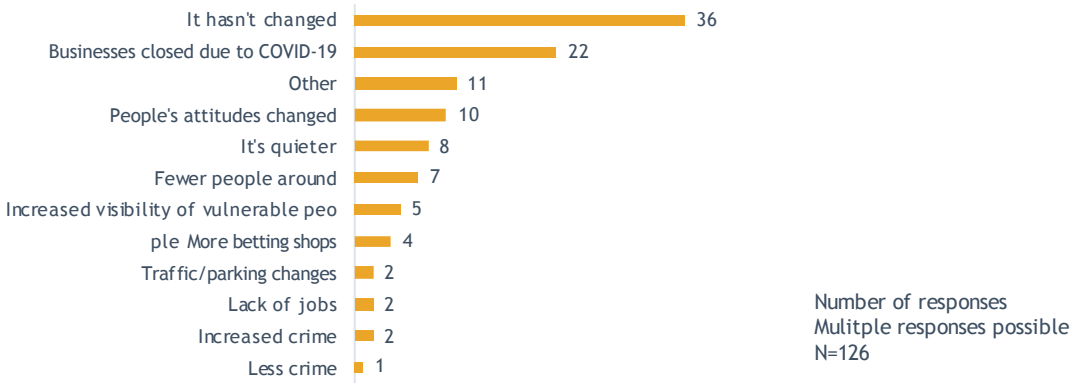
5.3.1 Impacts of COVID-19

While the impact of COVID-19 was not part of the framework, the pandemic cannot be ignored as it has substantially affected local people's perspective of the area and their ability to engage and do business in the area. Therefore, one question was included in both street and trader surveys on how one perceived

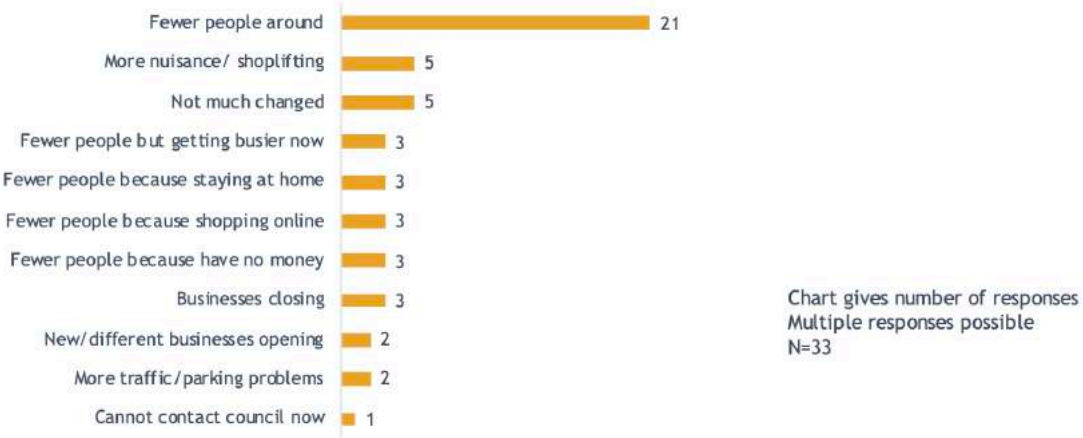
that area has changed due to COVID-19, and another two questions targeting traders specifically on how the pandemic has affected their business.

The most common feeling of street survey respondents is that the area hasn't changed, 36 responses out of 126 respondents (28%) of surveyed individuals, while 22 (17%) respondents felt the pandemic lead to business closures and 11 (9%) felt that the area did change but did not provide a reason. Other noticeable changes, among others (see table below), included people's attitudes changed (10 or 8%), the area is quieter (8 or 6%), and there are fewer people around (7 or 5%)

Street interviews: Impact of the COVID-19 pandemic on the Bruce Grove area



Traders survey: Traders' views on impact of COVID-19 on Bruce Grove



Out of 33 traders surveyed, 21 (64%) felt there were fewer people around due to the pandemic, 5 (15%) felt that not much has changed, 4 (12%) reported more people loitering, causing nuisance, begging etc. Many responses claimed there were fewer people around but for different reasons. 3 (9%) traders stated there were fewer people because residents were staying at home, another 3 (9%) mentioned it was because people were now shopping online, another 3 (9%) mentioned it is because people have less money.

Among other impacts noted in the chart below, traders reported many ways their businesses were affected including 30 out of 33 (91%) losing revenue/income, 26 (79%) having their access to customers impacted, 26 (79%) reporting problems with suppliers and 25 (76%) closing down their premises.

Traders survey: Impact of the COVID-19 pandemic on traders

Businesses were asked if and how they contributed by any means to the local community during the pandemic, 12 out of 33 (36%) mentioned they haven't contributed in this way and 7 out of 33 (21%) donated food to people in need.

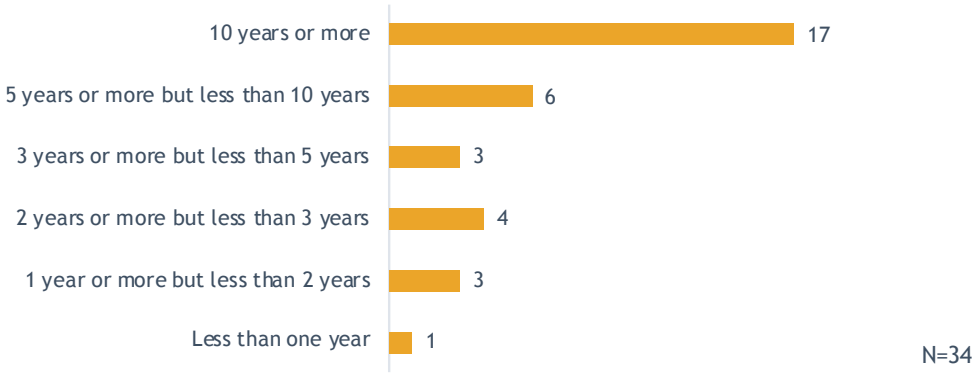
5.3.2 Types of businesses trading on the High Road

This section identifies types of businesses in the area through type, length of operation, size, annual turnover, hiring local and ownership demographic to report on the indicator: range of businesses.

Out of 35 businesses surveyed in the area, 9 were cafe/restaurant/bar, 8 were retail for other than food, 7 were beauty/ cosmetics/ hair, 7 were food retailers, 2 were services and 2 were convenience stores.

50% of traders surveyed have been operating in the area for more than 10 years, the next highest percentage is 18% operating for more than 5 years but less than 10 years and the lowest occurrence is 3% operating for less than a year.

Traders survey: Length of time trading in Bruce Grove



63% of the surveyed businesses have fewer than 5 employees and 40% have more than 50% of their employees living in Haringey and 66% have more than 25% of their employees living in Haringey.

The majority (68%) of the businesses surveyed are BAME owned and 26% are female owned.

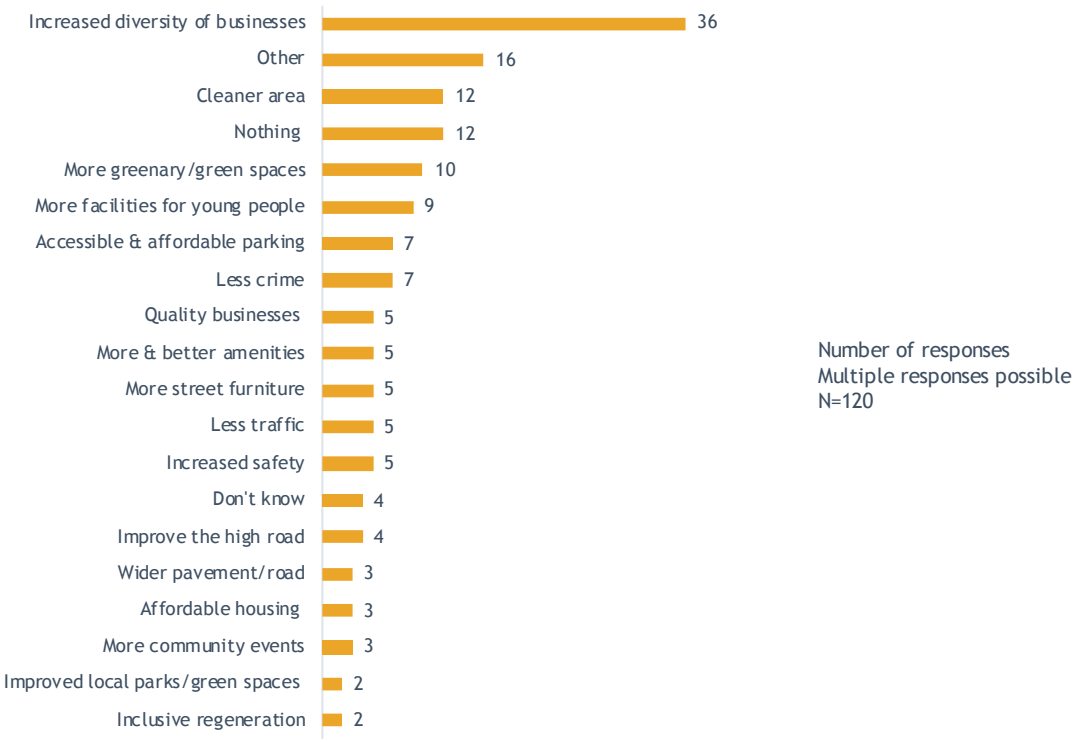
5.3.3 Impact of change

This section gauges how residents and traders are perceiving change to the area and how this is benefitting them and residents, this is reporting on the indicators: safeguarding of space for shared community and business activities and equality

69% of street survey respondents felt that change is benefitting them and their family, and 7% felt that changes definitely were not benefitting them while 69% felt that changes in the area are benefitting local residents and 8% felt that changes were definitely not benefitting local residents, a very similar data set.

When asked what changes would increase use of the highroad, the most repeated idea was to increase the diversity of businesses (36 out of 120 or 30%), followed by other (16 out of 120 or 13%) followed by cleaner area (12 out of 120 or 10%) and nothing (12 out of 120 or 10%).

Street interviews: What would make people use Bruce Grove more?



In comparison, 70% of traders felt that changes to the area were benefitting them as traders with 6% feeling they definitely were not benefitting them, and 70% felt they were benefitting local residents and 3% definitely not benefitting residents.

When asked what changes would increase the use of the highroad, the most common idea was to introduce new shops/shopping centre (13 out of 31 or 42%), followed by 10 responses stating making the area more safe (20%) followed by 9 responses on stopping intimidation and littering (27%).

Traders survey: Views on what would make people use Bruce Grove more

Chart gives number of responses
Multiple responses possible
N=31

SECTION 6: Conclusion

SECTION 6: Conclusion

This baseline report has brought together both qualitative and quantitative data using a breadth of research methods to provide a thorough understanding on how local residents, visitors, traders and stakeholder perceive Tottenham High Road, the community that surrounds it and the recent changes to the area.

Trader and street interviews were collected for two areas along the High Road: Seven Sisters and Tottenham Green, and Bruce Grove. Perceptions of the two areas are broadly similar. There were some differences in perceptions of safety, agency, belonging, feelings that change benefit local residents and spending time in the area with friends and family. People interviewed who live, work, visit or trade in Seven Sisters and Tottenham Green scored slightly more positively than people interviewed in Bruce Grove on all of these.

The stakeholder views provide a nuanced context of the High Road as a whole, their in-depth understanding of the local area is invaluable and helps to explain and interpret the quantitative findings. The insights from the hard data, IMD scores and the Community Dynamics data, provide a useful numeric comparison to contextualise the benchmarks.

As this is a baseline report, the data is reported descriptively with no interpretation of the findings. However, these research findings can also be helpful in guiding and supporting the process, engagement and decisions around future programmes and investments in the area. It is our hope this serves as a useful tool.

After the programme is complete this research will be repeated to give an assessment of the social impact of the Tottenham High Road Strategy on the area. This research has given a snapshot in time as the community emerged from the impact of the COVID-19 lockdowns. The next round of research will give more insight into the longer term social and economic impacts of the pandemic and to what extent Tottenham's residents and traders have managed to recover from its impact.

SECTION 7: Appendix

SECTION 7: Appendix

1. Site Survey

Seven Sisters and Tottenham Green

Bruce Grove

2. Research methods

Street interviews

Trader interviews

Stakeholder interviews

3. Theory of Change

4. Research tools

Street survey

Trader survey

Stakeholder interview topic guide

Observation sheet

5. Comparison with similar areas

Deprivation

Community dynamics

1. Site Survey

Seven Sisters and Tottenham Green

SEVEN SISTERS SITE SURVEY			
Location name:	Tottenham High Road - Seven Sisters	Criteria	Score
General comments:	KEY FINDINGS: This assessment is based on two site visits undertaken on 18th and 25th August 2021, as well as Tottenham High Road Masterplan documents, Google Maps, TfL's PTAL data sourced from https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat and... The site visits were undertaken after the COVID-19 lockdown had been lifted but with constraints on social gatherings still in place. Photographs have been provided to support the findings of the site visit.		
Date of Assessment: Assessor:	25th August 2021 Lucia Caistor-Arendar	1.Quality of the built environment 2.Quality of the public realm 3.Accessible street layout 4.Social infrastructure TOTAL	1.5 1.0 2.0 1.5 6 / 10

Criteria	Evaluation	Evidence	Score
1. Quality of the built environment			
1.1 What is the design quality of this part of Tottenham High Road? - Layout - Design language - Materiality (of building envelope)	Seven Sisters is a bustling centre with a very active street life. It is a key transport hub which has it benefits, but also downsides such as very heavy congestion and traffic noise.	Pictures 4,5	0.5
	Seven Sisters road: On one side there are shops and on the other side there are houses. Generally the quality of the built environment is quite poor. **Apex Gardens:** There is a significant difference in scale between the existing urban fabric and the new Apex Garden tower on the corner, creating an unbalanced streetscape. It does not have any relation to the existing character of the street or the area and is at a completely different scale and materiality.		
	Design language: There is a real mix of architectural styles in the area. There are various buildings with a distinct architectural quality, some of which are churches. There are also some less attractive buildings from the 1980s on the eastern side of the High Road. Wood Green Road has a more consistence style of a typical brick terraced high street.	Pictures 8, 25, 29	
1.2 Does it have a distinctive character? - Cultural references and identity - Distinctive character	The area has a very distinctive character because it is one of the few places in London that acts as a hub for London's Latin American community. Wards Corner and the Latin Village are at the heart of this. Although the Latin restaurants and shops in the area are thriving, the main indoor market at Ward's Corner is closed which has a significant impact on the identity of the Latin Village.		1.0
		TOTAL	1.5
2. Quality of the public realm			
2.1 Are the public spaces well designed and maintained? - Characteristics and functions of public areas - Infrastructure e.g. lighting, furniture, bins etc - Landscaping - Adaptability - Public space interventions - Materiality - Green spaces	This part of the High Road suffers from being on a very large road. There lot of traffic and noise and the 7 car lanes create a significant divide between the two sides of the street. Wards Corner stands out as a successfully designed public space in the midst of a very busy area. There are few places to sit and generally the few public space interventions that exist are not very well maintained.	**Pictures 13, 15**	0.5
	Public space interventions: Aside from Ward's Corner, there are few quality public spaces that provide an opportunity for people to have a break from the busy streets. There are spaces that could serve this purpose for instance, outside Seven Sisters station, outside the Apex Gardens entrance, and at the end of Page Green Common. These spaces do not currently have the right combination of spatial and social infrastructure and maintenance to enable them to serve this purpose. Wards Corner is a large pleasant pedestrian area with trees and space for people to meet outside of the restaurants and shops and underground entrace. It has a really vibrant atmosphere and the public realm is really well used for diverse activities, with low trees and a wide pedestrian area creating a positive environment for people to meet. The painted air vent with benches on Page Green Common is in very poor condition. This area is a wasted asset which could provide a real opportunity for respite from the busy junction. There is a nicely designed small public space with planters on Wood Green Road that is set back from the busy street.	Pictures 18,22,28	

	Landscaping: In general, the are does benefit from a series of mature trees and small green spaces. The tree-lined section of the High Road along Page Green Terrace is appropriate for such a large road, however this lansdscaping is interupted at the intersection with Seven Sisters Road. Page Green Common could be better used, for instance by drawing some of the activity from the other side, introducing cafes for instance. Seven Sisters road: the narrow pavements and heavy traffic do not make it a place conducive of stopping. In front of the Stonebridge road housing there is a green strip with trees. There are some benches also but they seem to be quite poorly maintained. This green area does not seem to be well used. Apex Gardens has some public space design interventions with benches and planters, which have a good material quality, however they are not laid out in a way that encourages social interaction and it is not helped by the fact that the street front is totally unused. The maintenance of the planters is quite poor, rubbish has been thrown into the planters. However it does feel quite green and the large mature trees have been maintained.	Pictures 15, 12, 22	
2.2 Do public spaces encourage social interaction? Are there spaces for casual interaction? Are there spaces to purposefully meet with others? Is there parity of quality of design and maintenance between spaces intended for different use? Is there parity of quality of design and maintenance between spaces that will in practice be used by different groups?	**Wards Corner** - This specific part of the High road has a really strong quality that should be maintained with the low trees and wide pedestrian area and the public realm being really well used, despite the fact that the spaces on the first floor of the buildings (the Latin Village) are currently empty. It acts as a hub for the area encouraging casual and purposeful interaction.	Pictures 17, 18, 19	
	Wood Green Road - It is a bustling high street however the pavements are quite narrow and there are no green areas and a lot of traffic. There is one small public space with planters set back from the street which is pleasant and does create a pause in quite a dense environment.	Pictures 20, 21, 22	
	Seven Sisters - The station cafe helps to invite people to socialise and the station are could potential serve that role but is currently not a very inviting space. There is a church, a few shops, the station, in theory this would encourage people to socialise, however the pavement is quite narrow and there are no inviting spaces to stop, and therefore it doesn't really encourage social interaction. **Apex Gardens:** There is a significant amount of public space, which gives it the potential to be a meeting place, the infrastructure is in place, however, because there is no activity going on around there is little reason for people to spend time here. As a result there is no activity on either side of the junction as the Wards Corner building on the corner is also vacant.	Pictures, 1, 2, 8, 11, 12	0.5
2.3 Does the local environment promote residents' and visitors' feelings of safety and wellbeing? Sight lines for passive surveillance, areas out of view Dead spaces with no through traffic Noise levels Empty / Active street fronts	**Feelings of safety:** The entrance to Seven Sisters station is set back and there is CCTV. It might feel unsafe at night because it is set back from the street and so there is less visibility and activity. It is not very inviting, however there is the small Coffee Run Cafe on the corner that has a very distinctive character and provides activity, however it is shut in the evenings. The high level of activity in this area supports passive surveillance. The eastern side of the High Road will have less activity after dark, for example by the common, and is disconnected from the western side, which may affect feelings of safety.	Pictures 1, 2, 26	0.0
	Cars: There is a lot of traffic as a result of Seven Sisters Road and the High Road running in parallel to create a dual carraige way with seven lanes. The roads coming off this, such as Wood Green Road, are much smaller and yet they have to absorb the high levels of traffic spilling off the main road. The pavements are narrow on Seven Sisters Road, Wood Green Road and other adjacent streets and there is no landscaping which makes the traffic more noticeable with very high noise levels and pollution.	Pictures 10, 20 ,28	
		TOTAL	1.0
3. Accessible street layout			
3.1 Do the buildings and layout make it easy to find your way around? Sight lines, lighting, paths and signage	Wayfinding is relatively straightforward in the area. The Apex Gardens tower acts as a significant marker, as does the painted air vent at the end of Page Green Common.	Picture 4	0.5
3.2 Does the estate have easy access to good public transport connections? PTAL rating Transport in surrounding area Are the streets surrounding the site pedestrian, cycle and vehicle friendly?	The area has a PTAL rating of 6b which is the highest level . The area has excellent public transport links with National Rail, London Overground, Tube, DLR, Tram, and buses. It has the highest score of 6b on TfL's Public Transport Accessibility Level (PTAL) rating system. Two of London's arterial roads converge here (Seven Sisters Road and High Road) and as a result, it is very dominated by vehicular transport.	https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat Pictures 13	1.0
4.1 What facilities does this part of the high road and its immediate surroundings provide for residents and visitor? Services, including schools and GPs Outdoor spaces, including parks and play areas Community spaces e.g. community centre, youth club Commercial facilities, including shops, pubs or cafes	The area is provides a very wide range of local shops and amenities catering to the diverse population of the area.	Pictures 23, 24, 31	
	Wood Green Road: Apart from the Costa cafe and Sainsbury's local, the shops all seem to be locally run. There is a particularly high level of hair and beauty salons, fishmongers and estate agencies.	Picture 20, 23, 24, 25	
	Seven Sisters: There is The Coffee Run cafe and there are four shops next to the station, two of which are closed, two of which are open. Then there is a Brazilian cafe, Brazilian hairdresser (which appears to be shut now) and a German/Turkish kebab house. Next set of shops is cosmetics, chicken house, money transfer and two hair salons (one selling African fabrics). Moving towards the junction it becomes quite an active street. The only section that feels significantly inactive is the opposite side in front of the Apex development which is has an empty frontage all the way along the street.	Pictures 3, 6, 7, 8	1.0
4.2 Do facilities promote integration with the wider area? Facilities used by people in the wider area Facilities used by visitors/people working in the area.	**Apex Gardens:** The ground floor of Apex Gardens has no active street frontage at all because all the ground floor is empty and so it feels quite deserted which does not promote its integration into the area.	Pictures 9, 10, 12, 14, 15	
	It is an important transport hub for surrounding neighbourhoods in this part of North London. There are a range of Latin American run shops, restaurants and cafes which serve the local area but also visitors from other parts of London.	https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat	0.5
		TOTAL	1.5

1. Cafe at entrance to Seven Sisters Road station

2. Entrance to Seven Sisters Road station

3. Brazilian shop selling typical snack, coxinhas, on Seven Sisters Road

4. View of Apex Gardens development from Seven Sisters Road

5. View of Apex gardens and Wards Corner

6. Hair salon selling African fabrics on Seven Sisters Road

7. Empty shop on Seven Sisters Road

8. Vacant ground floor of Apex Gardens

9. Apex Gardens main entrance

10. Seven Sisters Road

11. Apex Gardens benches

12.Apex Gardens landscaping

13. Seven Sisters junction

14. Vacant ground floor of Apex Gardens

15. Apex Gardens landscaping - planters

16. Empty shop

17.Wards Corner, Latin Village

18. Latin American restaurant, Pueblito Paisa in Latin Village

19. Wards Corner

20. Wood Green Road

21. Planters on Houghton Road

22.Seating on Houghton Road

23.Fish mongers on Wood Green Road

24.Wood Green Road

25.Distinctive architecture on Wood Green Road

26. View towards Page Green Common

27. Entrance to underground

28. Bench and air vent on Page Green Common

29. Church on eastern side of the High Road

29. Dental clinic on eastern side of the High Road

31. Open space with musician playing

Bruce Grove

Evaluation Framework			
Location name:	Tottenham High Road - Bruce Grove	Criteria	Score
General comments:	KEY FINDINGS: The High Road around Bruce Grove is a lively place with a central space for people to meet. The narrow alleys and services streets coming off the high street are in stark contrast to the character and feel of the High Road. This assessment is based on two site visits undertaken on 18th and 25th August 2021, as well as Tottenham High Road Masterplan documents, Google Maps, TfL's PTAL data sourced from https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat and... The site visits were undertaken after the COVID-19 lockdown had been lifted but with constraints on social gatherings still in place. Photographs have been provided to support the findings of the site visit.		
Date of Assessment:	25th August 2021	1.Quality of the built environment	1.0
Assessor:	Lucia Caistor-Arendar	2.Quality of the public realm	0.5
		3.Accessible street layout	1.5
		4.Social infrastructure	1.0
		TOTAL	4 / 10

Criteria	Evaluation	Evidence	Score
1. Quality of the built environment			
1.1 What is the design quality of this part of Tottenham High Road? - Layout - Design language - Materiality (of building envelope)	The Bruce Grove section of Tottenham High Road sits to the north of Seven Sisters and has a wide range of shops and amenities and Bruce Grove overground station in the centre. **Design language:** This is a typical Victorian high street with two very different sides. The Western side of the road has a consistent row of Victorian terraces of good quality with retail on the ground floor. The Eastern side is different, there is a break in the Victorian fabric with various types of construction from different periods. This change in design language creates a different character on either side. In one part in particular, the newer blocks (housing Santander and Holland and Barrett to the south and the post office to the north) are set back away from the street. This adaptation of the street's layout has helped to create the public space and 'town centre' where the market is however, these newer buildings are in a state of disrepair and do not support the creation of an inviting meeting place.	Pictures 1, 2, 8	0.5
	Layout: There is a contrast between the main high street, which has a high footfall, and the side alleys and service roads that come off it to the east which are very poorly designed for visibitly, access, activity etc.	**Picture 3, 4, 5, 13**	
1.2 Does it have a distinctive character? - Cultural references and identity - Distinctive character	**Culture and identity, distinctive character:** The architectural stock reference the Victorian heritage of this high street, whilst the local independent shops and Holcombe market reflect the rich cultural diversity of the resident population. This diversity helps to create a place of distinctive character however it is not always well looked after or celebrated. For instance, there is an Art Deco building of significant architectural value on the corner with St Loys road, but the top floors appear not to be in use making it a relatively wasted asset.	**Pictures 2, 8, 9, 10,**	0.5
		TOTAL	1.0
2. Quality of the public realm			
2.1 Are the public spaces well designed and maintained? - Characteristics and functions of public areas - Infrastructure e.g. lighting, furniture, bins etc - Landscaping - Adaptability - Public space interventions - Materiality - Green spaces	**Main square:** There is one central public space in Bruce Grove by Holcome market. It is almost like a town square where the pedestrian area has been expanded by having the line of shops pushed back, which creates a larger open area for people to congregate. It is also next to Holcombe market, so it leaves space for the spill out from this market alley.	**Pictures 1,2,3**	0.5
	Behind the High Road: The quality of public space off the high street is poor and inadequate and often dominated by vehicular activities. There is a small public space in front of a small attractive church building- Brooke Street chapel and the old burial ground. There is a nice set of three trees. The church, quiet space behind the high street and trees are currently a poor public space that has potential to be a valuable meeting point, however, at the moment there seems to be very little activity, so again, very little reason to be here and it also backs onto the back of the building which has few openings onto the street, gated windows creating quite an abandoned feel to this area. There is a door from the building where people can come out and have their breaks, however there's nowhere for them to sit.	**Pictures 6, 7**	
	Lanscaping: There are large planters that have been installed more recently along the High Road, however they size and bulkiness act as a barrier to the flow of pedestrian traffic and also limit the space for people to congregate. There are no trees so absorb the traffic noise and air pollution and there are no benches. There does not appear to be any community-led landscaping or public spaces.	**Picture 11, 15**	
2.2 Do public spaces encourage social interaction? Are there spaces for casual interaction? Are there spaces to purposefully meet with others? Is there parity of quality of design and maintenance between spaces intended for different use? Is there parity of quality of design and maintenance between spaces that will in practice be used by different groups?	**Holland and Barrett building:** The more modern (60s-90s?) construction housing Santander and Holland and Barratt is in a state of disrepair and is a missed opportunity for creating a nice environment where people could congregate and meet at the heart of Bruce Grove.		
	Places to stop and sit: There are no places to sit in the central meeting point by the market, or anywhere along the High Road, except at the bus stops. In addition the small square on Brooke street does not have seeting. People were seen perching on the sills of shops in the absence of seating. The pavement is too narrow for the cafes and pubs to have outdoor seating.	**Picture 6, 7, 11, 17**	

	Alleyways, car dominance and dead space: Many of the alleys also have more rubbish and bins and there are a lot of dead spaces at the back of the buildings. For instance, Holcombe market takes you onto Holcombe Road, which is a service road full of car parking at back of the building's. There are no active street fronts. It just has gates to parking areas and to service areas. This area feels like a missed opportunity as it is the one alley which opens out, but instead of being used for people to meet, it is dominated by cars. This is also the case at the corner of Stoneleigh Road, which has a car park in an area which could be used for quieter activities off the busy high street. Stonleigh Road: On Stoneleigh Road there are absolutely no active street fronts. One side is completely fenced, being the back gardens of the housing, and the other side is the back of office buildings. The connection between this street and the High Road is through dark, very narrow alleys, or by the Stoneleigh car park. This poor accessibility acts as a barrier between the high street and the residential areas to the east. It does not appear to be a place where many people come to interact and also might not feel very safe after dark.	**Picture 4, 5,13**	0.0
2.3 Does the local environment promote residents' and visitors' feelings of safety and wellbeing? Sight lines for passive surveillance, areas out of view Dead spaces with no through traffic Noise levels Empty / Active street fronts	**Alleyways:** Due to the lack of active fronts the allesys and service street (Stonleigh road) may well not feel safe at night, however during the day it is supported by high visibility and activity on the high street, particularly Holcombe market.		
	Albert Place: Albert Place alley has had some kind of recent design intervention. It has been improved with lighting and bright colors which appear to have been well maintained. There's no graffiti covering the new yellow paint. It definitely has a nice appeal. It has the name of the place in large letters and there is no rubbish along this alley. This suggests it is a place people are taking care of. At the far end of Albert Place, is again, similar to the previous alleys - there is no active street frontage, which is part of the reason why there might be issues with feelings of safety, particularly in the evening as there's very limited visibility and it's not an inviting space to spend time in. It seems to be at the back of the Beehive pub at this end which is unfortunate, as because there's no visibility from the pub, if the fences were lower there could be more passive surveillance to make this place feel a lot safer.	**Picture 12**	0.0
		TOTAL	0.5
3. Accessible street layout			
3.1 Do the buildings and layout make it easy to find your way around? Sight lines, lighting, paths and signage	The alleys that come off the High Road are significantly quieter, very narrow and dark. There is little visibility from the main high street into these alleys. As a result, the high street is cut off from the residential areas to the east.	**Picture 12, 14**	0.0
3.2 Does the estate have easy access to good public transport connections? PTAL rating Transport in surrounding area Are the streets surrounding the site pedestrian, cycle and vehicle friendly?	The area has a PTAL rating of 5-6a which is very good. The area has good public transport links with a good scoring between 5 and 6a on TfL's Public Transport Accessibility Level (PTAL) rating system. There is no dedicated cycle lane outside on the High Road. Some cyclists use the pavement. Some cycle storage can be found outside the market.	https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat	0.5
3.3 Does the design of the street adequately support the needs of people with limited physical mobility? Lifts, ramps, paving	The pavements and paths on the High Road are wide enough with room for two people to walk side-by-side or for wheelchair or buggy-use. Crossings are generally access-level allowing all users to cross the road safely. The alleys and service road are less accessible. There are various bits of street furniture, a lot of which is no longer used (such as old telephone boxes) which create an obstructive environment.	Picture 12, 13, 15	1.0
		TOTAL	1.5
4. Social Infrastructure			
4.1 What facilities does this part of the high road and its immediate surroundings provide for residents and visitor? Services, including schools and GPs Outdoor spaces, including parks and play areas Community spaces e.g. community centre, youth club Commercial facilities, including shops, pubs or cafes	**The High Road:** There is a wide range of different shops as post office, newsagents, banks, pubs, betting shops, food shops, various churches and markets. A good range of local independent shops, but also chains. There also seem to be a range of Turkish shops in this area, Turkish cafes and restaurants for example.	Picture 9	
	Holcombe market: The market lies at the heart of this high street. The small pedestrianised street which houses the market has been painted in bright colors and has a really nice feel. It's obviously a space that people value. There is also some artwork that's been done here of local residents. It is a vibrant place. It has a fish, it has fruit and it seems to be a space that does encourage people to interact and to meet especially from different backgrounds as there are a wide range of different food items that you can buy that support the food of different cultures.	Picture 9	1.0
	Betting shops: There seem to be a high number of gaming and betting shops. A large church building been also recently converted into Game Nation. Within the 500 ft from Bruce Grove to Loys Road there is Ladbrokes, William Hill, Paddy Power and Gaming Nation.	Picture 18	
4.2 Do facilities promote integration with the wider area? Facilities used by people in the wider area Facilities used by visitors/people working in the area.	**Empty space:** There are various visibly empty shops in this area. Although it is not known whether they are all closed permanently, one shop front sign says 'this store is closed', one next to the post office is closed, and there is another one opposite cosmetics/electrics. But the rest of the high streets seems to be quite active.	Pictures 15, 19	
	There is some key social infrastructure behind the high street such as the Beehive Pub and Brook Street Chapel which could be better connected to its immediate surroundings so that the interaction within the spaces spills out into the public realm, thus creating more connectivity and activity in these back roads.	Pictures 14, 6, 7	0.0
		TOTAL	1.0

1. Outside Holland and Barrett

2. Holcombe Market entrance

3. Holcombe Market

4. Holcombe Road car parking

5. Stoneleigh Road

6. Brooke Street chapel

7. Brooke Street trees

8. Victorian buildings on the High Road

9. Turkish supermarket

10. Art Deco building

11. Planters bus stop

12. Albert Place

13. Stoneleigh Road

14. The back of the Beehive Pub on Albert Place

15. Planter

16. Empty shop

17. Sitting on the shop ledge

18. Gaming Nation

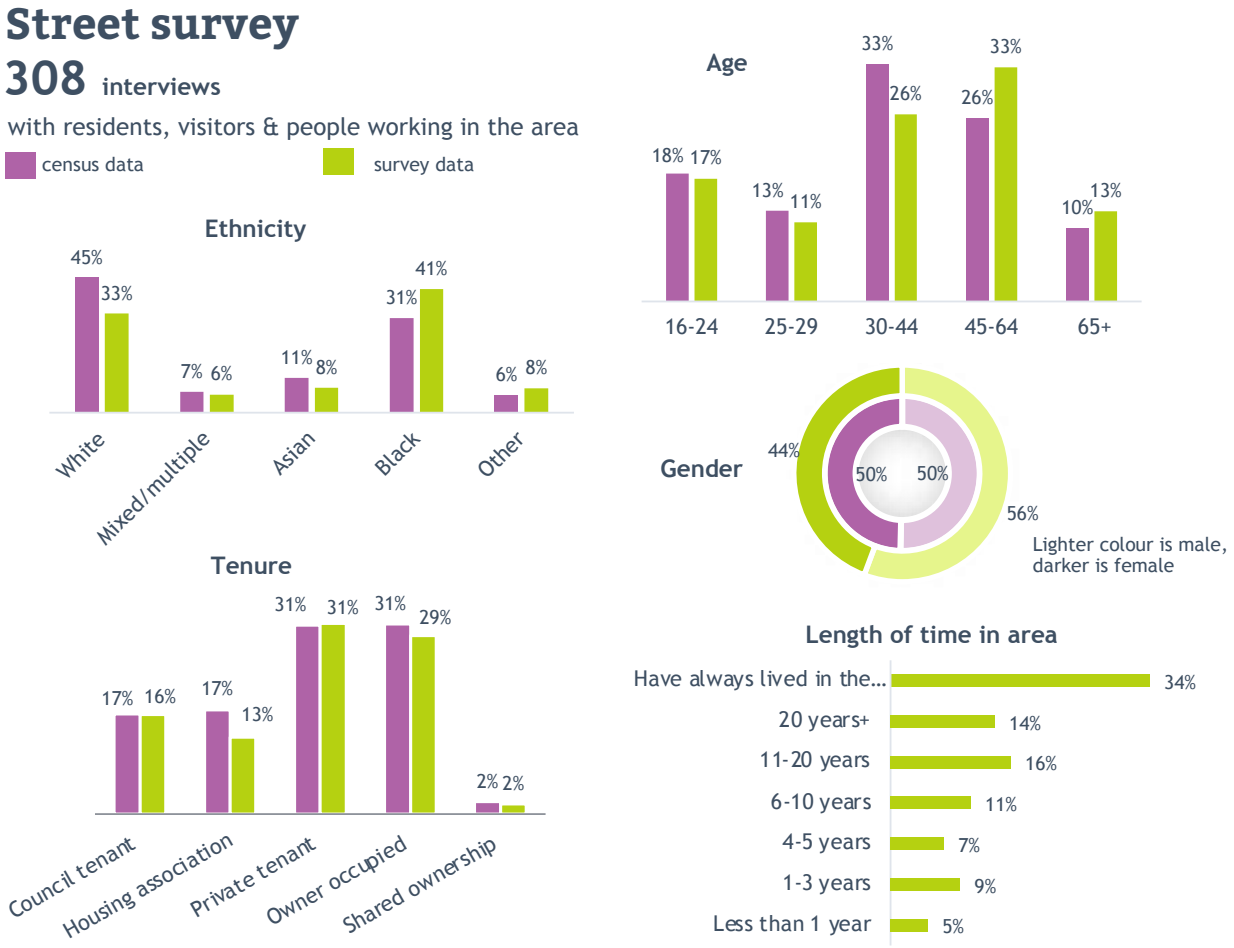
19. Empty shop

2. Research methods

Street interviews

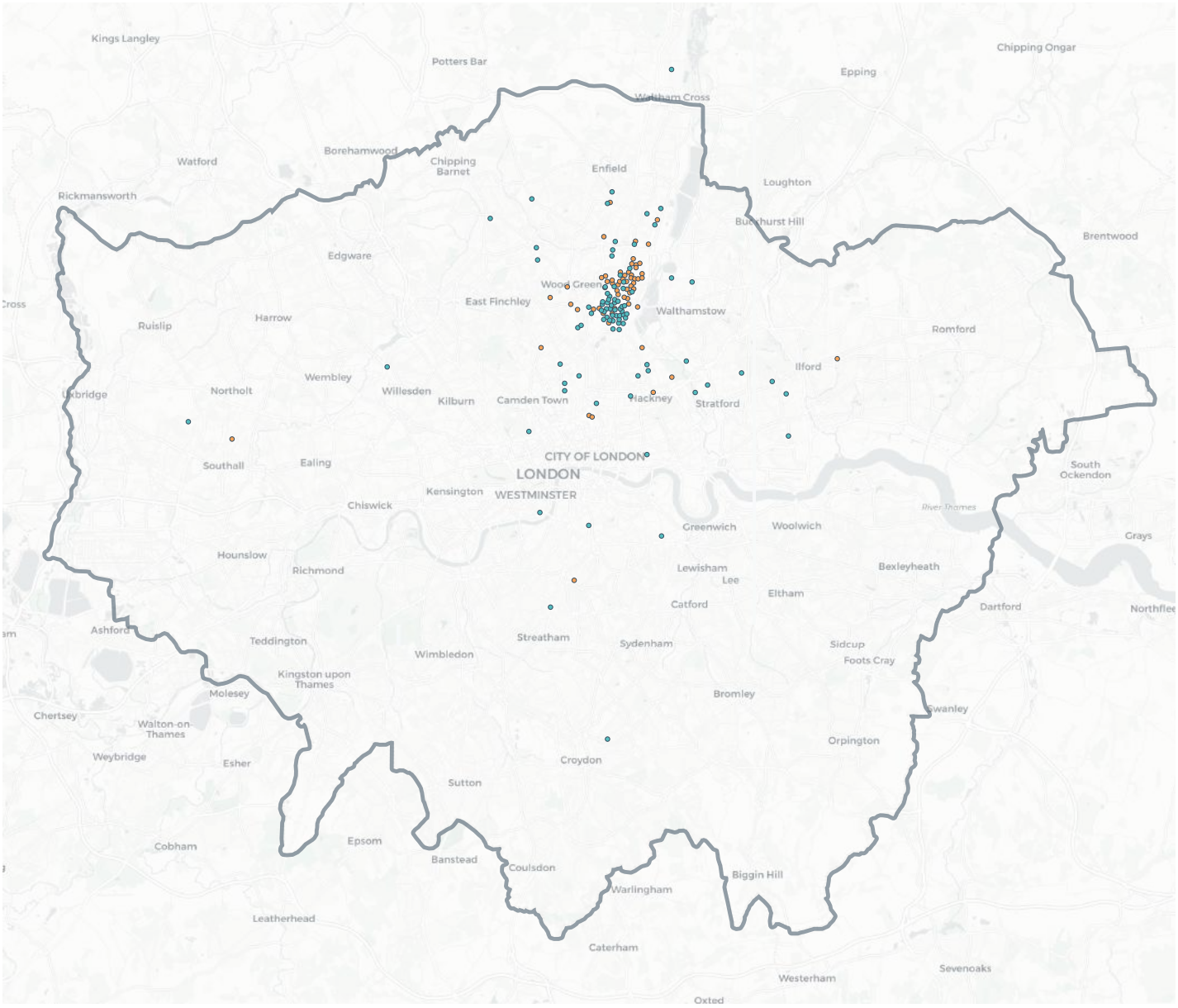
Street interviews were carried out in the Bruce Grove and Seven Sisters/Tottenham green areas in July and August 2021. Interviewers were asked to move between identified zones to make sure that they covered the range of locations. The zones are shown in the map below.

Interviewers were asked to speak to people above the age of 16 using the High Road. This included people shopping, socialising, waiting for public transport, walking, or using local amenities. The aim was to reach the broadest range of people using the street and to reach a balance of gender, ages, and ethnicities.



Demogrpahics of street interview respondants

Locations of street interviews and numbers of interviews at each location



Mapped poscodes of street interviewees' homes

*64 Street interview locations have not been mapped as the correc
postcodes were not provided or interviewees preferred not to say

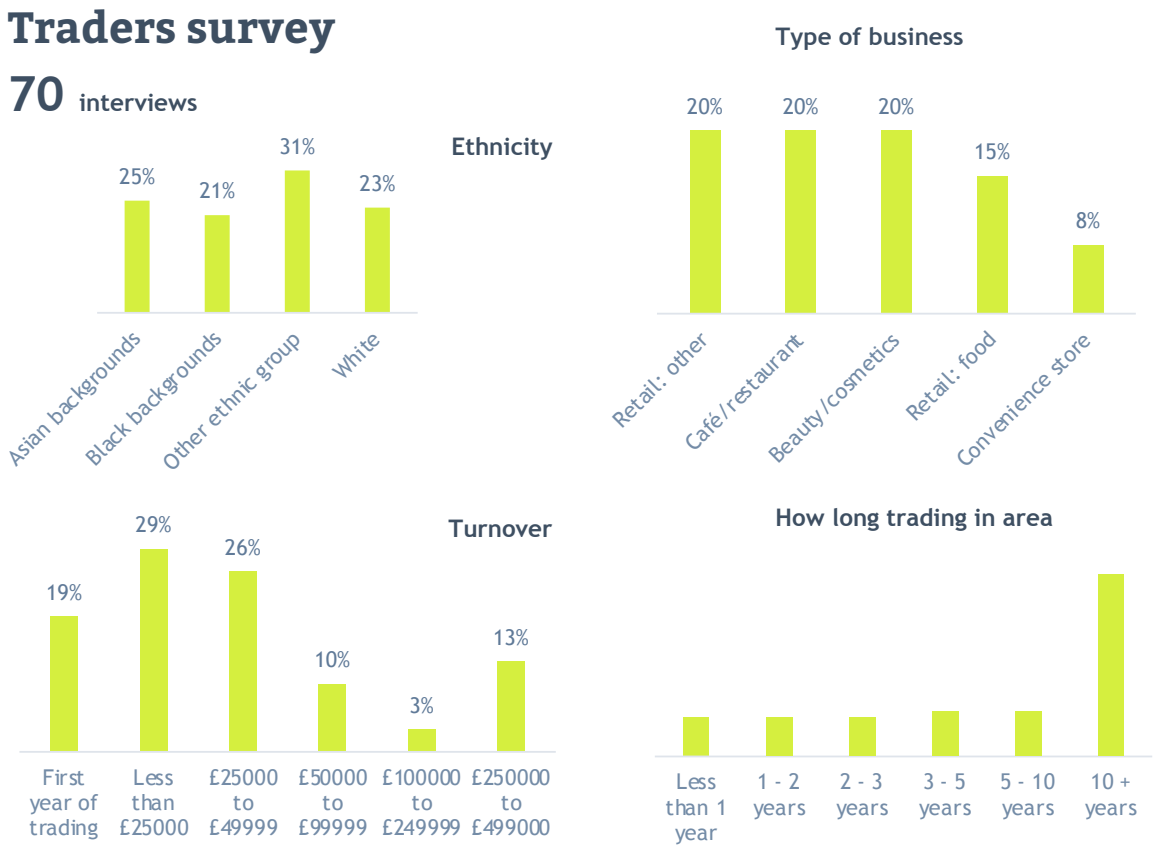
Seven Sister Street interviewers postcodes

Bruce Grove Street interviewers postcodes

Trader interviews

Street interviews were carried out in the Bruce Grove and Seven Sisters/Tottenham green areas in September, October and November 2021. Interviewers were asked to move between identified zones to make sure that they covered the range of locations. The zones are shown in the map below.

A wide range of different traders from an array of sectors including hospitality, food retailers, other retailers, beauty and care were targeted. Interviewers were asked to ensure they approached businesses from a range of types and target market, as well as varying ethnic ownership and size. They were asked not to interview services on the High Road such as banks, estate agents, and solicitors. Interviewers were able to carry out interviews in Spanish when needed.



Demogrpahics of traders interviewed

Locations of trader interviews and numbers of interviews at each location

Stakeholder interviews

A range of different stakeholders were identified who had insight into the High Road as a whole. This included elected councillors, council officers, people from community organisations, education institutions, traders representatives and community activists. Questions included discussions of perceptions of the local community and relationships between groups; uses, spaces and services; perceptions of change and the impact of change and the needs of residents and service users.

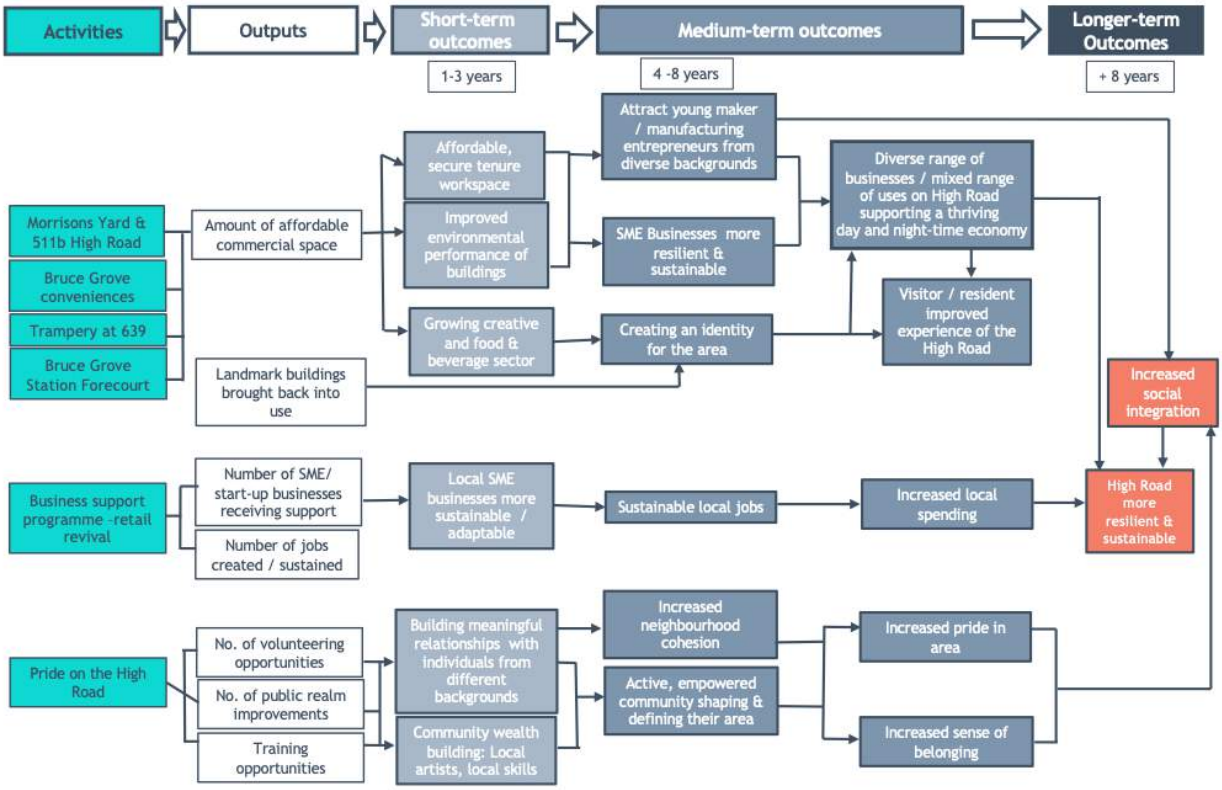
The stakeholder interviews captured views and experiences to gauge how local organisations, groups, associations, and key individuals feel the High Road is performing for the people it serves, including their views on the community, changes to the area, as well as their views on the types of interventions needed.

Types of stakeholders interviewed

18 Stakeholders were interviewed. Stakeholders came from a range of organisations, businesses and networks from the public, private and third sectors. Their services cater to different groups in the neighbourhood and provide a breadth of opinion about their experience of the High Road, the communities that surround it and the resilience and sustainability of the area with regard to the pandemic and change. Stakeholders have been grouped in order to keep anonymity and to enable comparison to be drawn about how different types of stakeholders may perceive the area. These are:

- Educational and youth based organizations or initiatives
- Health related organizations and initiatives
- Public Sector individuals
- Organized local networks
- Long standings traders and activists
- Community based organisations

3. Theory of change



4. Research tools

Street survey

Trader survey

Stakeholer interview topic guide

Observation sheet

Date	Interviewer	Zone number and location letter	Location Bruce Grove OR Seven Sisters/Tottenham Green	Code

These questions are aimed at understanding local views on Tottenham High Rd. The research has been commissioned by Haringey Council and your responses will be shared with the council anonymously. You can choose to stop responding and withdraw your consent at any time. The interview will take around 10-12 minutes. Are you happy to go ahead?

1. **[ALL] Can I check that you are over 16**? Yes □ No [terminate interview] □

2. **[ALL] What is your connection to this part of Tottenham High Road (Bruce Grove or Seven Sisters/Tottenham Green)?** [tick all that apply]:

Live □ Work □ Study □ Shop □ Eat or drink □ Meet with friends □ Use other facilities □ Use transport connections □ Other [PLEASE STATE] □ _____

3. (a) **[NON RESIDENTS] How many years have you been coming to [Bruce Grove or Seven Sisters/Tottenham Green]?**

Less than 1 year □ 1- 3 years □ 4 -5 years □ 6 -10 years □ 11 - 20 years □ 20 years + □

(b) **[RESIDENTS ONLY] How long have you lived in the area?**

Less than 1 year □ 1- 3 years □ 4 -5 years □ 6 -10 years □ 11 - 20 years □ 20 years + □

Have always lived in the area □

(c) **[ONLY RESPONDENTS WHO WORK IN THE AREA] What sector do you work in…?**

Hospitality □ Retail □ Education □ Healthcare □ Government □ Real Estate □

Other □ _____

4. **[ALL] On average, how often do you come to [Bruce Grove or Seven Sisters/Tottenham Green]?**

Daily □ 4-5 times a week □ 2-3 times a week □ Once a week □ Once a fortnight □ Once a month □ A few times a year □ Once a year or less □

5. **If you were to describe this area to someone who didn't know it, what three words would you use to describe it?**

6. **[ALL] On average, how often do you shop in [Bruce Grove or Seven Sisters/Tottenham Green]?**

Daily □ 4-5 times a week □ 2-3 times a week □ Once a week □ Once a fortnight □ Once a month □ A few times a year □ Once a year or less □ Never □

7. **[ALL] What do you shop for in the area?**

8. **[ALL] Thinking about the businesses in this area, which of the following would you like to see MORE/LESS of…**

…food shops? More □ Same □ Less □ n/a □	…independent shops? More □ Same □ Less □ n/a □
…restaurants/cafes More □ Same □ Less □ n/a □	…clothing stores? More □ Same □ Less □ n/a □
…bars/clubs? More □ Same □ Less □ n/a □	…beauty shops? More □ Same □ Less □ n/a □
…pubs? More □ Same □ Less □ n/a □	…high street brands? More □ Same □ Less □ n/a □
…Betting shops? More □ Same □ Less □ n/a □	…other? [PLEASE STATE]:_____ More □ Same □ Less □ n/a □

9. **[ALL] Is there anything else that would make more people use [Bruce Grove or Seven Sisters/Tottenham Green] more?**

10. **[ALL] Do you spend time in this area with people you know, including friends or family?**

Definitely agree □ Tend to agree □ Tend to disagree□ Definitely disagree □

If so, where? _____

11. [ALL] Do you spend time in this area with people from different backgrounds?

Definitely agree □ Tend to agree □ Tend to disagree□ Definitely disagree □

If so, where? _____

12. **[RESIDENTS ONLY] To what extent do you agree or disagree with the following statements about [Bruce Grove or Seven Sisters/Tottenham Green]?**

	Definitely agree	Tend to agree	Tend to disagree	Definitely disagree
a. I plan to remain a resident of the area for a number of years.				
b. I feel like I belong to the area.				
c. I feel I can personally influence decisions affecting the area.				

13. **[ALL] To what extent do you agree or disagree with the following statements?**

	Definitely agree	Tend to agree	Tend to disagree	Definitely disagree
a. Change in the area is benefitting me and my family.				
b. I feel at ease in this area.				
c. This is a place where people from different backgrounds get on well together.				
d. Change in the area is benefitting local residents.				

14. [ALL] How has [Bruce Grove or Seven Sisters/Tottenham Green] changed since the beginning of the COVID lockdowns?

15. [ALL] How safe do you feel walking alone in this area after dark?

Very safe □ Fairly safe □ A bit unsafe □ Very unsafe □ Don't know □

16. [ALL] **Thinking about [Bruce Grove or Seven Sisters/Tottenham Green] could you say how satisfied or dissatisfied you are with:**

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Don't know/no opinion
16a. .. this area overall?					
16b. …. this area as a place to shop?					
16c. … this area as a place to socialise?					

17. **[ALL] Would you recommend [Bruce Grove or Seven Sisters/Tottenham Green] to other people? [**tick all that apply]:

…..for shopping □ ...for socialising □ for other reasons □ [PLEASE STATE]_____

Date	Interviewer	Zone number and location letter	Location Bruce Grove OR Seven Sisters/Tottenham Green	Code

About you: We ask for this personal information to better understand local experiences and to make sure the research captures a variety of voices of the people using the area. We will ensure your data is stored securely and anonymised when shared. You may choose not to provide any of this information.

1. Your home postcode:_____ Prefer not to say ☐

2. What is your gender?

Female ☐ Male ☐ Other ☐ Prefer not to say ☐

3. What is your age?

16-24 ☐ 25-29 ☐ 30-44 ☐ 45-64 ☐ 65+ ☐ Prefer not to say ☐

4. Do you work in the…?

Private sector ☐ Public sector ☐ Voluntary or Community sector ☐ Other

5. What is your current employment status?

Employed- full or part time ☐ Self-employed ☐ Zero hours contract work ☐ Full-time student ☐
Retired ☐ Looking after children/the home ☐ Furloughed ☐ Looking for work ☐ Unable to work ☐
Prefer not to say ☐

6. Who lives in your household? [Please tick all that apply].

I live alone ☐ Partner ☐ Friend/s ☐ Children ☐ Parent/s ☐
Other family member/s ☐ Flatmate/s ☐ Other ☐ Prefer not to say ☐

7. Are your day-to-day activities limited due to a physical or learning disability or health problem?

Yes ☐ No ☐ Prefer not to say ☐

8. What is your housing tenure?

Council tenant ☐ Housing Association tenant ☐ Private tenant ☐ Owner occupied ☐ Shared ownership ☐ Other ☐
Prefer not to say ☐

9. What is your ethnic group?

White
- ☐ English/Welsh/Scottish/Northern Irish/British
- ☐ Irish
- ☐ Gypsy or Irish Traveller
- ☐ Any other White background, please state:
  ……

Mixed/multiple ethnic groups
- ☐ White and Black Caribbean
- ☐ White and Black African
- ☐ White and Asian
- ☐ Any other Mixed/multiple ethnic background, please state:
  ……
- ☐ Prefer not to say

Asian/Asian British
- ☐ Indian
- ☐ Pakistani
- ☐ Bangladeshi
- ☐ Chinese
- ☐ Any other Asian background, please state:
  ……

Black/African/Caribbean/Black British
- ☐ African
- ☐ Caribbean
- ☐ Any other Black/African/Caribbean background, please state:
  ……

Other ethnic group
- ☐ Arab
- ☐ Latin American
- ☐ Any other ethnic group, please state:
  ……

Tottenham High Road Research: Traders interview

Date	Interviewer	Location:

INSTRUCTIONS FOR INTERVIEWER: For these trader interviews, we would like to talk to the manager/owner or, if that's not possible, a long-term employee. Before you start the interview, please enquire whether the manager/owner/long-term employee is around to have a quick chat about the local area and their experiences as a local trader. Ideally, each of the trader interviews will focus on a different type of business (beauty, food, general store, cafe, clothing/accessories, long-standing business, new business), so please target a variety of shops across the locations provided for each area.

These questions are aimed at capturing your views on Tottenham High Rd. The research has been commissioned on behalf of Haringey Council and your responses will be shared anonymously. You can choose to stop responding and withdraw your consent at any time during the survey. The interview will take around 10-12 minutes. Are you happy to go ahead?

1. **What type of business do you work for/own?** [tick all that apply]:
Retail: convenience store ☐ Retail: food ☐ Retail: other ☐ Café/restaurant ☐ Bar/pub ☐ Other [PLEASE STATE] ☐ _____

2. **Are you?** [tick all that apply]:
The business owner ☐ An employee ☐ A family member ☐ Other [PLEASE STATE] ☐ _____

3. **How long has the business been trading in [Bruce Grove or Seven Sisters/Tottenham Green]?**
Less than 1 year ☐ 1 year or more, but less than 2 years ☐ 2 years or more, but less than 3 years ☐ 3 years or more, but less than 5 years ☐ 5 years or more, but less than 10 years ☐ 10 years or more ☐

4. **How many people are employed by the business?**
Less than 5 ☐ 5-9 ☐ 10-49 ☐ 50-99 ☐ 100-249 ☐ 250-499 ☐ 500 or more ☐ Don't know ☐

5. **How many employees live in Haringey**? All ☐ 50-99% ☐ 25-49% ☐ 1-24% ☐ None ☐ Don't know ☐

6. **What was turnover in the last financial year** (approximately)
Less than £25,000 ☐ £25,000 to £49,999 ☐ £50,000 to £99,999 ☐ £100,000 to £249,999 ☐ £250,000 to £499,000 ☐ £500,000 to £999,999 ☐ £1 million plus ☐ Prefer not to answer ☐. First year of trading ☐ Don't know

7. **Is the business: Black Asian Minority Ethnic owned?** Yes ☐ No ☐ Don't know ☐

Female owned? Yes ☐ No ☐ Don't know ☐

8. **Do you use local suppliers?** Yes ☐ No ☐ Sometimes ☐ Don't know ☐

9. **Does the business have branches elsewhere?** Yes ☐ No ☐ Don't know ☐.

10. If you were to describe this area to someone who didn't know it, what three words would you use to describe it?

11. **Thinking about the businesses in [Bruce Grove or Seven Sisters/Tottenham Green], which of the following would you like to see MORE/LESS of…**

…food shops? More ☐ Same ☐ Less ☐ n/a ☐	…independent shops? More ☐ Same ☐ Less ☐ n/a ☐
…restaurants/cafes More ☐ Same ☐ Less ☐ n/a ☐	…clothing stores? More ☐ Same ☐ Less ☐ n/a ☐
…bars/clubs? More ☐ Same ☐ Less ☐ n/a ☐	…beauty shops? More ☐ Same ☐ Less ☐ n/a ☐
…pubs? More ☐ Same ☐ Less ☐ n/a ☐	…high street brands? More ☐ Same ☐ Less ☐ n/a ☐
…Betting shops? More ☐ Same ☐ Less ☐ n/a ☐	…other? [PLEASE STATE]:_____ More ☐ Same ☐ Less ☐ n/a ☐

12. **Can you think of anything else that would make more people use [Bruce Grove or Seven Sisters/Tottenham Green] more?**

13. **To what extent do you agree or disagree with the following statements?**

	Definitely agree	Tend to agree	Tend to disagree	Definitely disagree
a. Change in the area is benefitting local businesses				
b. I feel at ease in this area				
c. This is a place where people from different backgrounds get along				
d. Change in the area is benefitting local residents.				

14. **To what extent do you personally agree or disagree with the following statements about the area?**

	Definitely agree	Tend to agree	Tend to disagree	Definitely disagree
a. I feel like I belong to the area				
b. I feel I can influence decisions affecting the area.				

15. **How safe do you feel walking alone in this area after dark?**

Very safe ☐ Fairly safe ☐ A bit unsafe ☐ Very unsafe ☐ Don't know ☐

16. **How has [Bruce Grove or Seven Sisters/Tottenham Green] changed since the beginning of the COVID lockdowns?**

17. **In what way has your business been affected by the COVID-19 pandemic? [tick all that apply]**

Closing site or premises ☐ Loss of revenue/income ☐ Problems with suppliers ☐ Access to customers ☐ Workforce isolating ☐ Health & wellbeing of staff ☐ Reduced productivity ☐ Difficulties with home working ☐ Not being eligible for Government or council schemes ☐ Having to furlough/terminate employees ☐ Other [please specify] _____

18a. **Has the business been able to contribute to the local community since lockdown started?**

Donating money/supplies to local causes ☐ Donating food to people in need ☐ Donating laptops/ equipment to schools ☐ Cooking meals ☐ Other (please state) _____

Not contributed in this way ☐ Don't know ☐

18b. [IF CONTRIBUTED TO THE LOCAL COMMUNITY IN LOCKDOWN] **Before lockdown, did your business support the local community in these ways?**

Yes ☐ No ☐ Don't know ☐

19. **Thinking about [Bruce Grove or Seven Sisters/Tottenham Green] could you say how satisfied or dissatisfied you are with:**

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Don't know
19a. .. this area overall?					
19b. …. this area as a place to shop?					
19c. … this area as a place to socialise?					
19d … as a place to trade/do business?					

20. **Would you recommend [Bruce Grove or Seven Sisters/Tottenham Green]to other people … [tick all that apply]:**

…..to trade/run a business ☐ …..for shopping ☐ ...for socialising ☐ .....for other reasons ☐ [PLEASE STATE]

_____

Additional notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Date	Interviewer	Location	Code

About you: We ask for this personal information to better understand local experiences and to make sure the research captures a variety of voices of the people using the area. We will ensure your data is stored securely and anonymised when shared. You may choose not to provide any of this information.

1. Business postcode:_____ Prefer not to say ☐
2. (Where do you live?
3. Bruce Grove ☐ Seven Sisters/Tottenham Green ☐ Haringey ☐
   Further afield, where?_____ _____
4. What age range are you?
   18-24☐ 25-29☐ 30-44☐ 45-64☐ 65+☐ Prefer not to say☐
5. What is your gender?
   Female☐ Male☐ Other☐ Prefer not to say☐
6. What is your current employment status?
   Employed- full or part time☐ Self-employed☐ Zero hours contract work☐ Full-time student☐ Retired☐ Looking after children/the home☐ Furloughed☐ Looking for work☐ Unable to work☐ Prefer not to say☐
7. Are your day-to-day activities limited due to a physical or learning disability or health problem?
   Yes ☐ No ☐ Prefer not to say ☐
8. What is your ethnic group?

☐ White
☐ English/Welsh/Scottish/Northern Irish/British
☐ Irish
☐ Gypsy or Irish Traveller
☐ Any other White background, please state:
……

☐ Mixed/multiple ethnic groups
☐ White and Black Caribbean
☐ White and Black African
☐ White and Asian
☐ Any other Mixed/multiple ethnic background, please state:
……

☐ Prefer not to say

☐ Asian/Asian British
☐ Indian
☐ Pakistani
☐ Bangladeshi
☐ Chinese
☐ Any other Asian background, please state:
……

☐ Black/African/Caribbean/Black British
☐ African
☐ Caribbean
☐ Any other Black/African/Caribbean background, please state:
……

☐ Other ethnic group
☐ Arab
☐ Latin American
☐ Any other ethnic group, please state:
……

Tottenham High Road baseline research

Stakeholder interview: topic guide

Social Life was commissioned by Haringey Council to research how people feel about Tottenham High Road, particularly around Bruce Grove, Seven Sisters and Tottenham green areas. This will form part of a baseline research exploring local residents', traders' and stakeholders' perception of the High Road and local social relationships before the implementation of the projects and interventions supported by the Good Growth Fund, MCLG and Heritage England. The research will be revisited in 2022 after the changes and projects have taken place to measure the social impact of the work.
We want to understand both your views on the High Road and how it serves your organization as well as the impact of change on the people you work with. The information is being compiled on behalf of Haringey Council and all your answers will be treated confidentially and anonymously. The interview will take about an hour and the conversation will not be recorded, but I will be taking notes during the discussions. Are you happy to proceed?

Note on the Tottenham High Road Strategy: This is made up of three interlinked programmes 1/ Enterprising Tottenham High Road funded by the GLA's Good Growth Fund 2/ Future High Streets programme funded by MHCLG and 3/ the Historic England High Street Heritage Action Zone, funded by Historic England.

NB: questions are to be tailored to interviewees' interests, leave out any questions that are irrelevant.

BACKGROUND INFO ABOUT YOUR ORGANISATION/ASSOCIATION/TRUST/SOCIETY/GROUP

1. Could you tell us a few words about your organization and role? How long have you worked in the local area? What services do you provide to the local communities?
   a. What groups of people engage with your organization/association/trust/society/group? Are there particular groups that have been hard to engage? (FOR INTERVIEWER: if stakeholder doesn't mention, probe: class, ethnicity, religion)
2. In what ways has the Coronavirus pandemic affected how you operate?
   a. What things are you doing differently now? Do you think you will continue to do them once the lockdown and social distancing measures are lifted? Why?

LOCAL COMMUNITY AND RELATIONSHIPS BETWEEN LOCAL GROUPS

3. How would you describe the different groups who live in and use Tottenham High Road? Has this changed in recent years (before the pandemic)? (prompts: class, ethnicity, age, religion)
4. How do different groups who live in or use Tottenham High Road get on with each other? Have there been any challenges in terms of community cohesion in recent years (before or during the pandemic)? (FOR INTERVIEWER: if stakeholder doesn't mention, probe different groups: class, age, ethnicity, religion, newer versus longer-standing)
5. Are there particular locations in or around Tottenham High Road where particular groups meet and cluster? How does this vary across different times of day or at the weekend? [Show and sketch on map]
6. What are the important informal networks in the community? Who do they involve? Are any residents/groups particularly influential?
7. Who gets involved in community activism? Is any group currently not represented or not engaged?

USES, SPACES AND SERVICES ON THE HIGH STREET

8. How would you describe Tottenham High Road?
9. How does the use of Tottenham High Road vary among different groups?
10. What has been the impact of the pandemic on the High Road? (ask about what happened in 2020 and 2021, explore impact on footfall, businesses closing, the High Road as a social space)
11. What would you say are most important pieces of social infrastructure in Tottenham High Road? By this we mean local places, services or facilities that meet community needs and provide places to meet – these could include community centres, GPs, libraries, faith spaces, sports provision, parks & public spaces, shops, cafes or pubs etc.
    a) Of the places mentioned, are some used more by particular groups than others? Please detail.
    b) Which spaces are where different groups interact and build relationships?
    c) Which spaces are particularly important for providing support or advice?

d) What are services or spaces that are missing on the High Street
e) Which spaces provide opportunities for people to participate though governance or volunteering?
f) Which spaces cater to the needs of particularly vulnerable people or marginalized groups?
g) Are there any groups of people who are less likely to access the facilities and services you've mentioned? What do you think are the barriers to access they might experience?

WORKING WITH RESIDENTS/SERVICE USERS

12. Now we are going to ask you a few questions about the people you work with or who use your service:
    a. What are the key issues they face (generally but also due to the COVID-19 pandemic)? Do you think they have low or high aspirations for the future? Do they see their future in the area?
13. What do you think is missing, what could better support residents/service users?
14. Is there anything you think is missing in terms of support, services or facilities, including council support and wellbeing supports in the local area? In your experience, how do local residents find out about council supports and services in the local area?

LOCAL CHANGE AND IMPACT

15. What do you think about the changes taking place on the High Road in the last 10 years?
    1. Do you think these changes have bought new opportunities such as jobs or better public spaces or improving the quality of life of residents? (be careful to distinguish what happened before March 2020 and what has been affected by COVID-19)
    a. Are there any particular groups who might be affected negatively by these changes? Any groups that might benefit more than others?
    b. Do you have any concerns about the changes that have taken place or are planned to take place in the future?
    c. What is the change you and your service users/residents you work with want to see?

WRAPPING UP - ADDITIONAL INFORMATION

16. Are there any other local organizations and/or community groups in the local area you would recommend us to speak to who might help us understand how people feel about Tottenham High Road?
17. Have any of the local support groups (mutual aid groups, befriending, online neighborhood groups, etc.) that emerged in your area since the start of the COVID-19 pandemic continued their activity into Spring 2021?
18. Is there anything you would like to share with us?

OBSERVATION TOOL **Date:_____** **Time:_____** **Surveyor name:_____** **Location_____**

Instructions

Tallying people spending time is like taking a snapshot of all activities taking place in the survey area at a given moment. In the first 40 minutes of your survey shift, you will observe the entire space and note down the number of people passing through, the number of people sitting or standing, and what they're doing. You need to cover the full survey area in your one hour shift.

To record demographics of people using the space and the activities taking place, locate yourself in location O on your map. Use the *People count* worksheet to mark the age bracket and gender of people you see, and what they are doing.

1. Tally everyone inside the outlined area on your map.
2. Tally everyone spending time in the area as well as people moving through the space.
3. Please take notes of any observations you make and also note if anything out of the ordinary happens or if large groups are doing the same activity.
4. Use the map to locate people's postures (i.e. standing or sitting) using the symbols provided on the right hand side key. Please note that this is to provide an overview of where most activities are taking place and you do not need to put one symbol per person observed.
5. After completing 40 minutes observation, spend 5 minutes answering the questions on demographic and maintenance of the space
6. Finally, make sure to add your name, date, and time of day to the worksheet.

SURVEYORS NOTES

MAP AND BOUNDARY OF OBSERVATION SITE

KEY (to sketch location on map

- ● Standing
- □ Sitting on bench
- ☒ Informal sitting
- ▬ Lying down
- ✕ Multiple movements
- - - Moving through space

OBSERVATION TOOL **Date:**_____ **Time:**_____ **Surveyor name:**_____
PEOPLE COUNT **Location**_____

	MALE	FEMALE
0-4 Infants		
5-12 Children		
13-18 Teenagers		
19-24 Young adults		
25-64 Adults		
65+ Seniors		

Notes on demographics

1 Was there a particular age group using the space at a certain point in your observation?

Toddlers Kids Teenagers Young adults Adults Seniors

What were they doing? _____

2 Is there a gender overwhelmingly using the space (takes up more space, is louder, congregates in a large group, etc)?

Male Female n/a Unknown

Notes of maintenance

3 On a scale of 1 to 5 what is the level of cleanliness? 1 is least clean and 5 is most clean)

1 2 3 4 5

4 On a scale 1 to 5 how well maintained is the space vandalism, broken furniture, signs of drug use, etc) (1 is the least maintained and 5 is very well maintained)

1 2 3 4 5

5 Please describe this space in five words_____

		ACTIVITIES						
POSITION	TALLY (one per person)	Waiting	Speaking on phone	Consuming food/bev	Commercial activity	Conversing/socialising	Cultural activity	Recreation/play
Standing								
Sitting public bench								
Sitting informal								
Lying down								
Multiple movements								
Moving through the space								

OBSERVATION TOOL **Date:_____** **Time:_____** **Surveyor name:_____** **Location_____**

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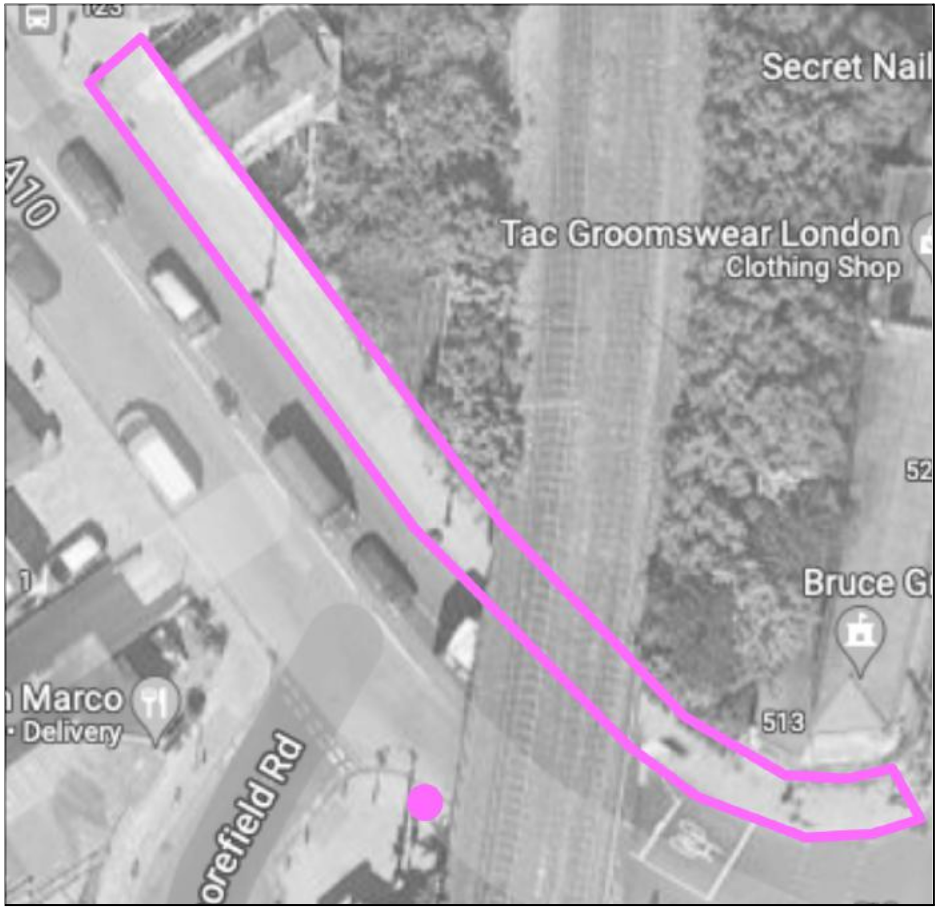

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What were they doing? _____

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Sitting public bench								
Sitting informal								
Lying down								
Multiple movements								
Moving through the space								

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Lying down								
Multiple movements								
Moving through the space								

5. Comparison with similar areas

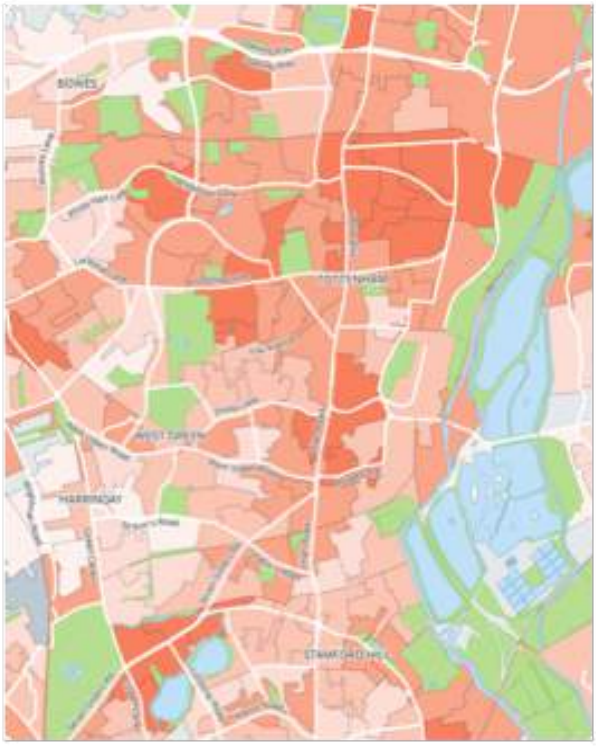
To understand the research findings it is important to be able to put them in context, to see how the experience of people who live in, visit and work in Tottenham compares to other similar areas. Without this it is difficult to understand the meaning of the data, for example whether a seemingly high figure is positive or what would be expected in a similar area. When exploring perceptions of a place, it is important to be able to reflect the impact of context. We know that experiences of living in an inner city neighbourhood like Tottenham are going to be different from life in a suburb or a rural village, and that attitudes towards crime, neighbours, social integration and belonging are likely to be affected by the nature of the place, as well as by specific local factors.

To give context to the data, we have explored two different sources of information that together help illuminate everyday life experiences in Tottenham: 1) the Index of Multiple Deprivation, last updated in 2019, and 2) data predicting how residents are likely to experience the area, based on Social Life's Community Dynamics data.

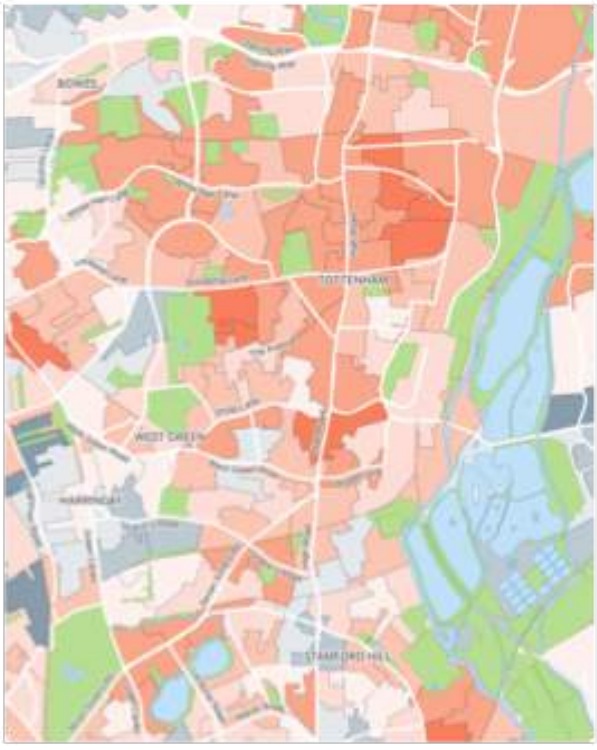
Deprivation

The Index of Multiple Deprivation (IMD) and its domains were mapped to the Tottenham area to understand how deprivation manifests across different areas. Deprivation is high around the High Road, especially to the north and to the east. Employment deprivation follows a similar pattern. Health deprivation is nearer to the average with pockets of need, however housing and services deprivation is high across the area.

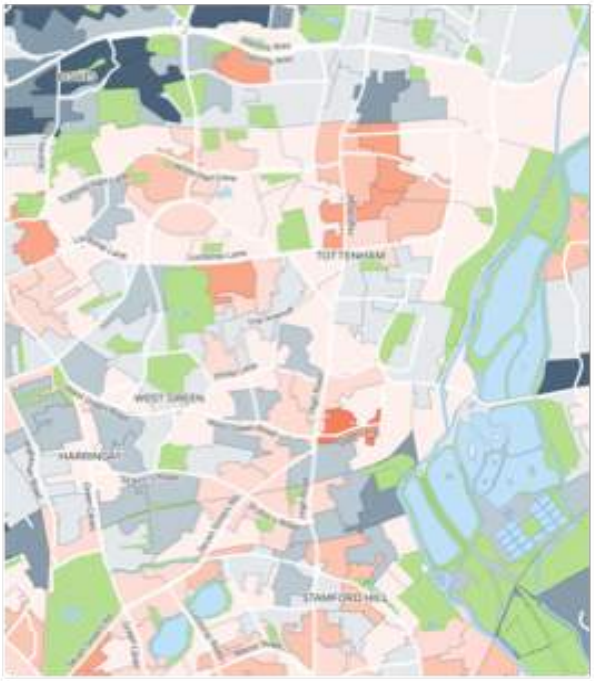
Index Multiple Deprivation (2019)



Employment Deprivation (2019)



Health Deprivation (2019)



Housing & Services Deprivation (2019)

Community dynamics

This data predicts how residents of an area are likely to feel about their home neighbourhoods. This is a way of contextualising findings about perceptions of a neighbourhood. This predictive data is useful as a benchmark to compare with primary research data, because it tells us what residents of the area are likely to perceive. Where a score is higher than the average it suggests that there are strengths in the area that mean it is out-performing what would be expected; where scores are lower there is a suggestion that there are weaknesses.

Community Dynamics data is taken from a method devised by Social Life[6] to predict how people feel about their local areas using questions derived from national surveys, including the Understanding Society Survey, the UK's largest longitudinal survey run by the research councils and funded by government, and the Community Life survey, owned by DCMS.

The sample sizes of these surveys are not large enough to allow us to disaggregate responses directly to small local areas. However, we can match this data to small areas using the ONS' (Office for National Statistics) "Area Classifications" categories at "Output Area" level. Area classifications have been developed by ONS to understand social attitudes in local areas. Area classifications can give powerful insights which can help inform and imagine place-based projects and interventions. They are based on a range of socio-demographic data for local neighbourhoods.[7]

[6] Social Life (2016) Understanding Local Areas http://www.social-life.co/ publication/understanding_local_areas/

[7] https://www.ons.gov.uk/methodology/geography/geographicalproducts/areaclassifications

Community Dynamics data for Tottenham

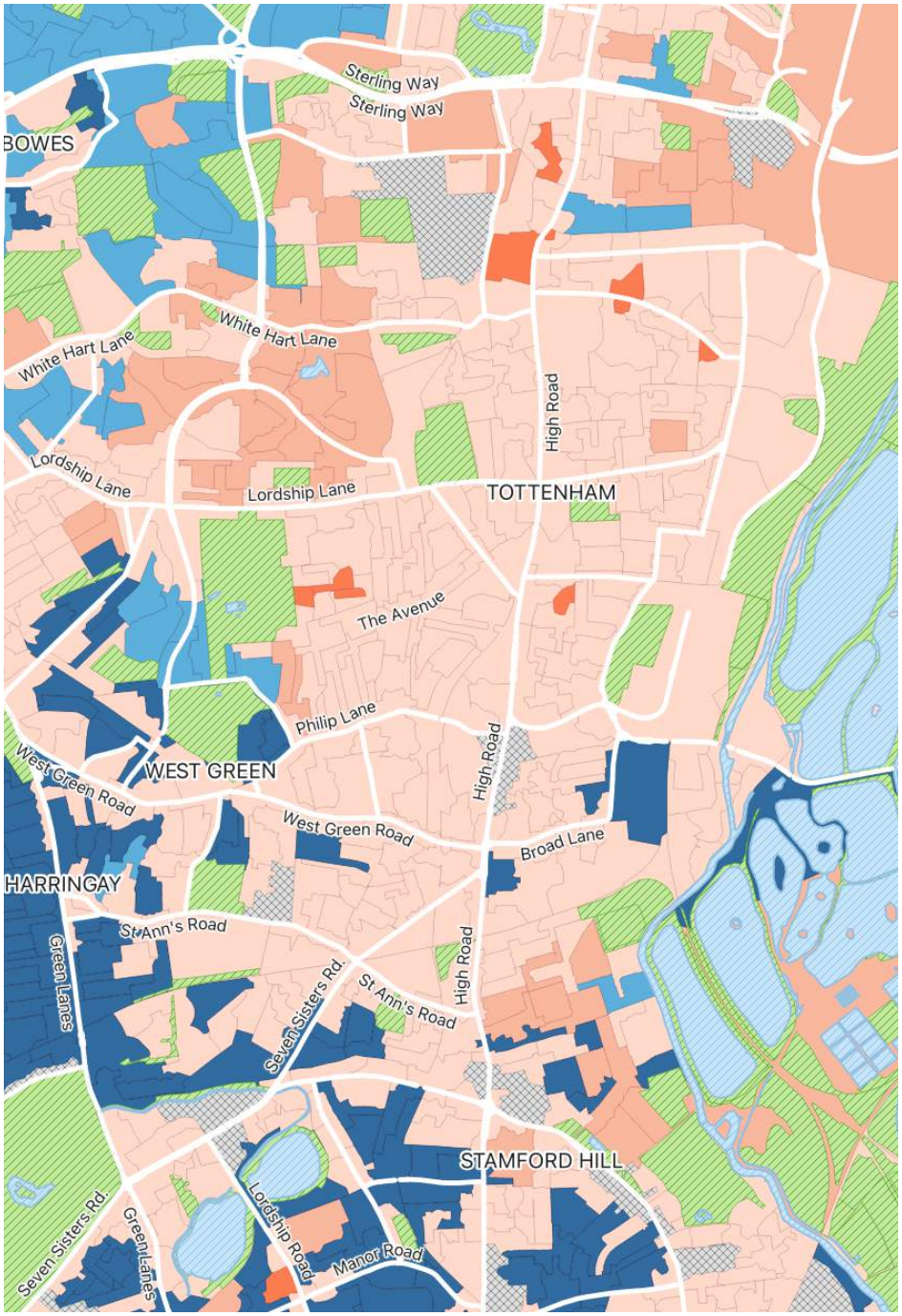
Most of the areas to the east and west of Tottenham High Road fall into the Output Area Classification 3a - this is typical of inner city areas in London. A very small number of output areas fell into other OAC codes, 3b, 3d and 4b. Classification 3a was therefore used to generate a community dynamics benchmark for Tottenham.

Comparison of this predictive data to residents' responses from the street interviews show that Tottenham residents have a stronger sense of belonging, commitment to stay in the neighbourhood, and belief that people from different backgrounds get on well together than would be expected in comparable neighbourhoods. Safety however is lower than would be expected, and satisfaction with the area is what would be expected. Feelings of influence are stronger than would be expected in Seven Sisters and Tottenham Green.

Majority of area falls in OAC 3a (tiny pockets of 3b, 3d and 4b)	3a	National	Bruce Grove residents	Seven Sisters & Tottenham Green residents
Plan to remain resident	54%	64%	78%	71%
Feel like I belong to the area	58%	62%	83%	86%
Feel can influence decisions affecting the area	33%	28%	38%	45%
Different backgrounds get on well	78%	82%	93%	93%
How safe do you feel walking alone in this area after dark	70%	86%	55%	64%
Satisfaction with the area (as a place to live)	63%	76%	67%	75%

Feel people from different backgrounds get along well

People living in areas to the south and north west of Tottenham are likely to feel more confident that people from different backgrounds get on well than people living around the High Road, however this is still below the national average.



% above/below UK avg. for similar areas

- -15% to -10%
- -10% to -5%
- -5% to 0%
- +0% to +5%
- +5% to +10%
- Green space
- Water
- Missing data

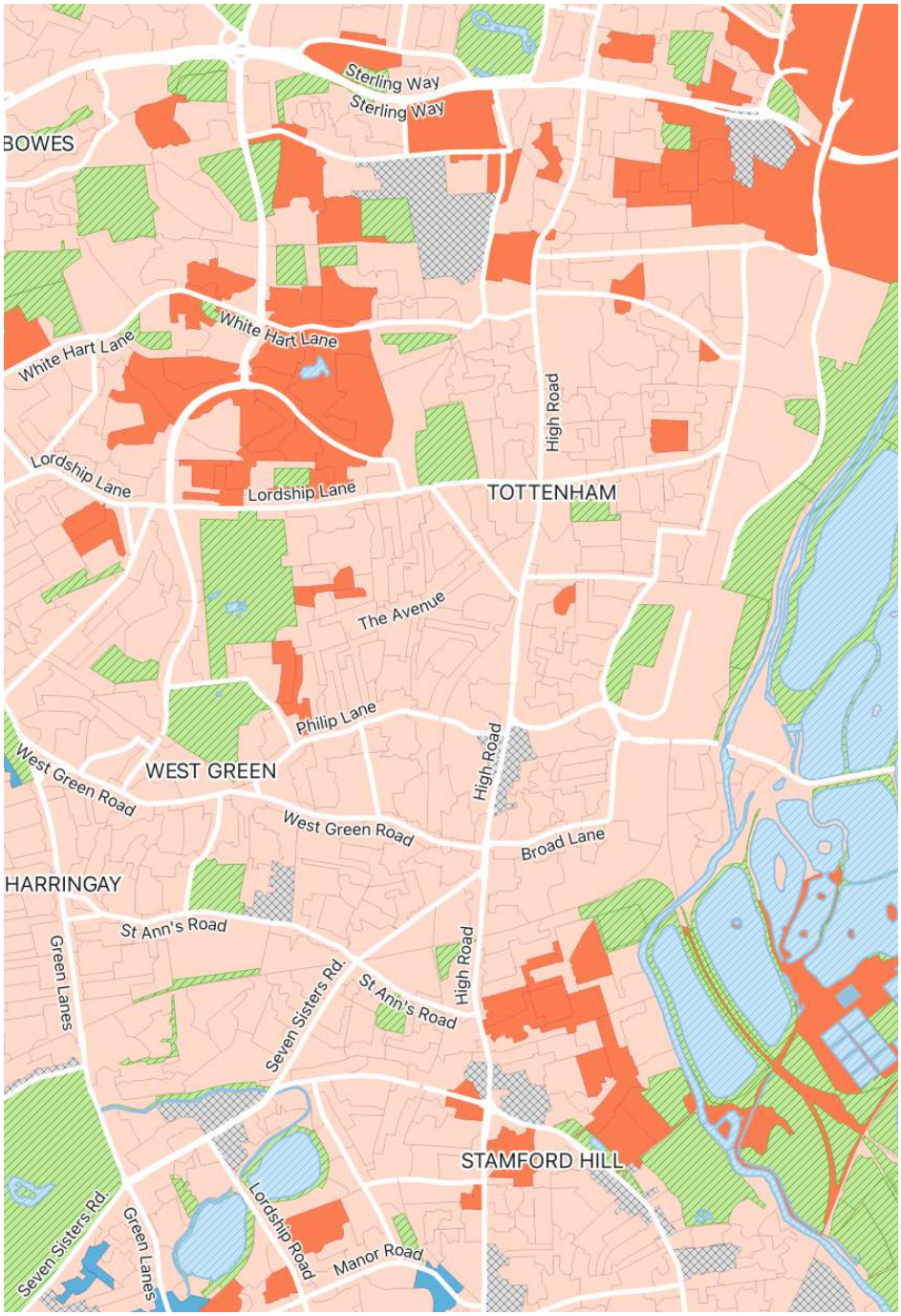
This map shows that people living in areas around Tottenham High Road are less likely to feel that people from different background get on well than the national average.

Residents interviewed in the street survey were more positive than this prediction.

Data taken from Community Life survey 2019, analysis of ""Believe that people from different bavkgrounds get on well"

Feel they belong to the neighbourhood

People living areas around Wood Green, Edmonton and Stamford Hill are likely to have stronger sense of belonging, however this is still lower than the national average.



% above/below UK avg. for similar areas

- -15% to -10%
- -10% to -5%
- -5% to 0%
- +0% to +5%
- +5% to +10%
- Green space
- Water
- Missing data

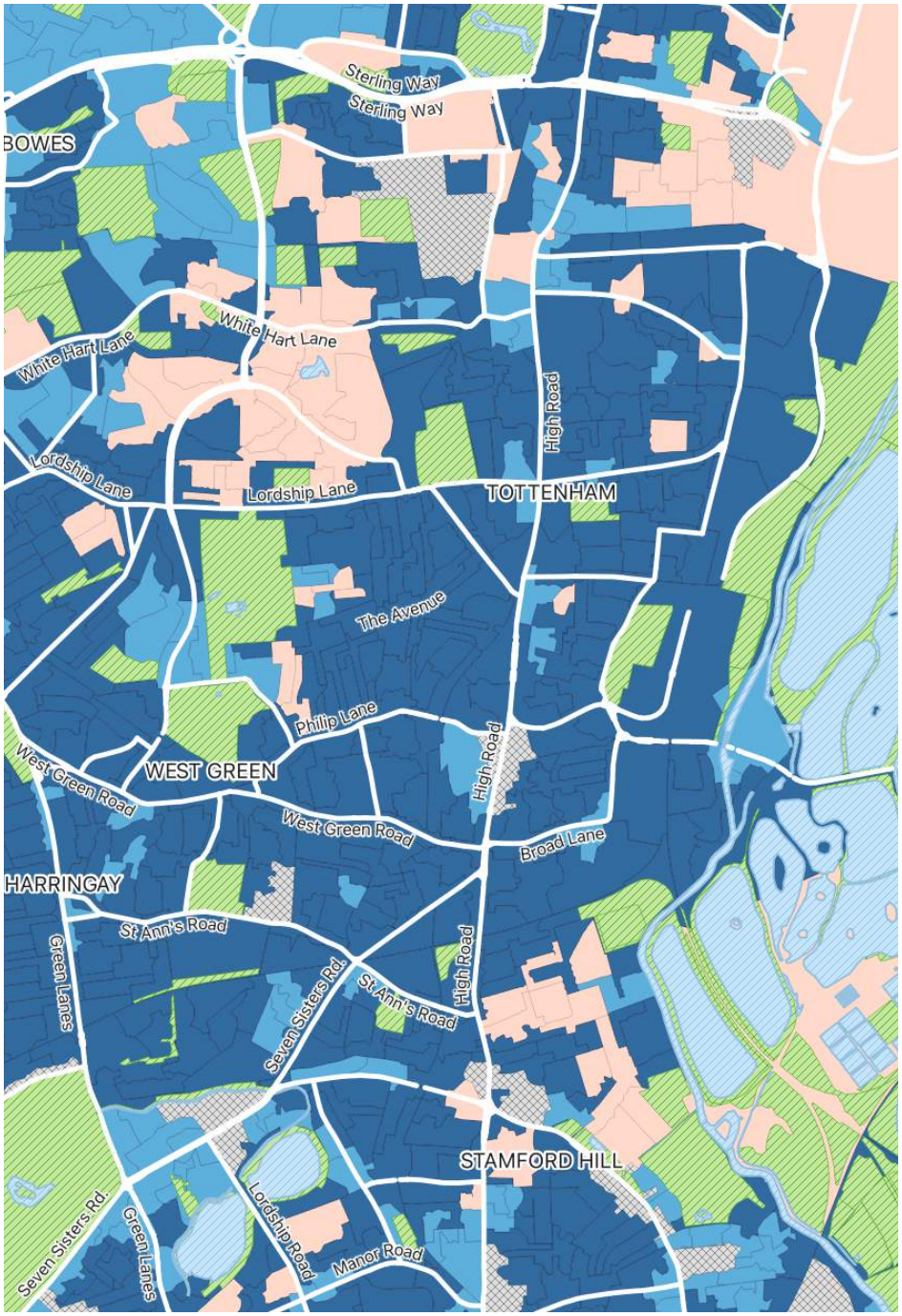
This map shows that people living in areas around Tottenham High Road are less likely to feel they belong to the neighbourhood than the average.

Residents interviewed in the street survey were more positive than this prediction.

Data taken from Understanding Society Survey 2019, analysis of "I feel like I belong to this neighbourhood".

Feel they have influence over their neighbourhood

People living in Wood Green and areas to the north of the High Road are likely to have a weaker sense of influence.



% above/below UK avg. for similar areas

- -15% to -10%
- -10% to -5%
- -5% to 0%
- +0% to +5%
- +5% to +10%
- Green space
- Water
- Missing data

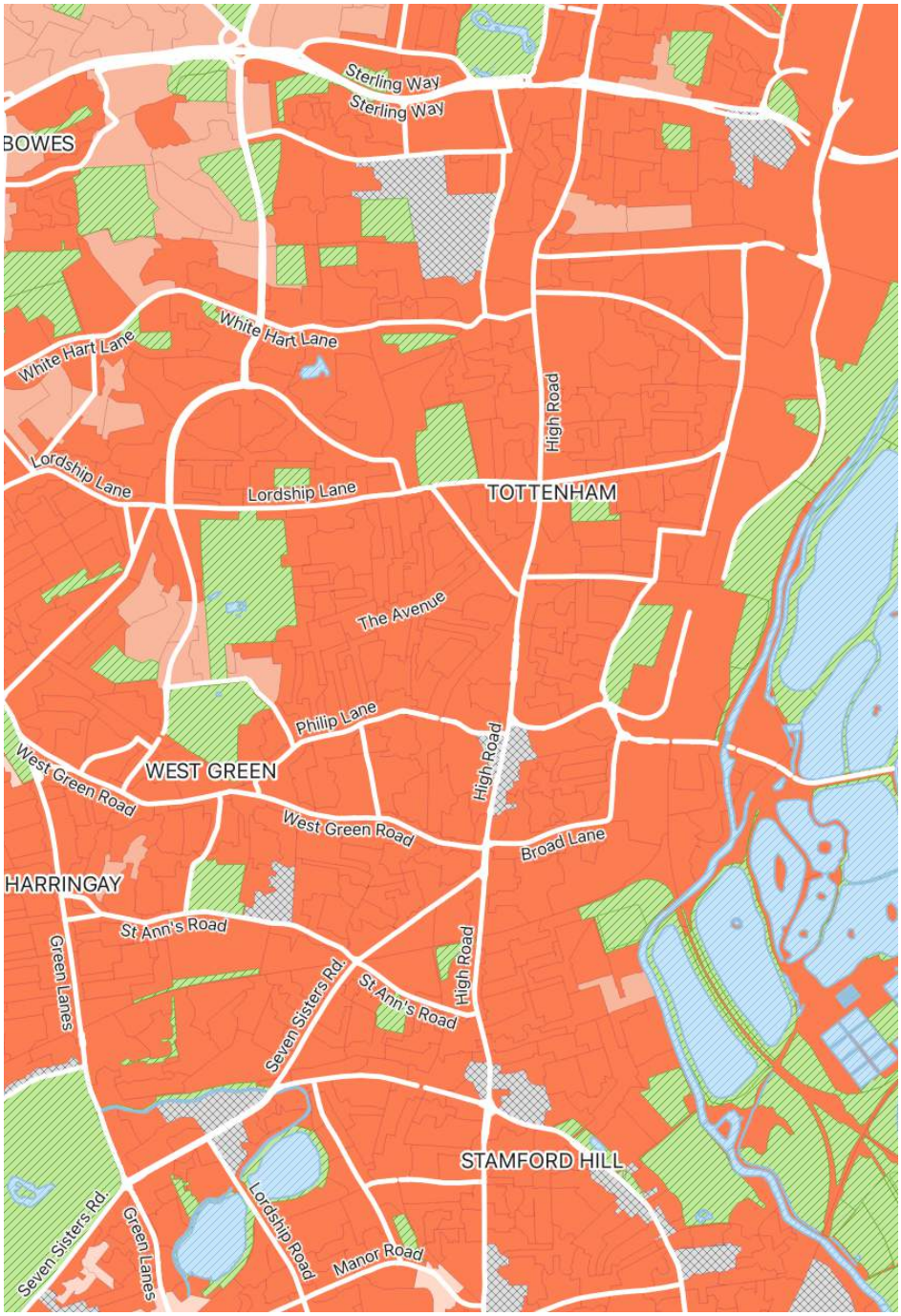
This map shows that people living in areas around Tottenham High Road are likely to have an above average sense that they can influence their neighbourhoods.

Residents interviewed in the street survey were more positive than this prediction.

Data taken from Community Life survey 2019, analysis of "Can you influence decisions affecting your neighbourhood".

Plan to stay in neighbourhood

People living areas around Tottenham overall have similar commitments to the neighbourhood, it becomes slightly stronger .



This map shows that people living in areas around Tottenham High Road are less likely to have lower plan to stay in the neighbourhood than the average.

Residents interviewed in the street survey were more positive than this prediction.

Data taken from Understanding Society Survey 2019, analysis of "I plan to remain a resident of this neighbourhood for a number of years".

About Social Life

Social Life is an indepdent research organisation created by the Young Foundation in 2012, to become a specialist centre of research and innovation about the social life of communities. Our work is about understanding how peoples' day-to-day experience of local places is shaped by the built environment - housing, public spaces, parks and local high streets - and how change, through regeneration, new development or small improvements to public spaces, affects the social fabric, opportunities and wellbeing of local areas.

www.social-life.co

Report commissioned by Haringey Council

SOCIAL LIFE