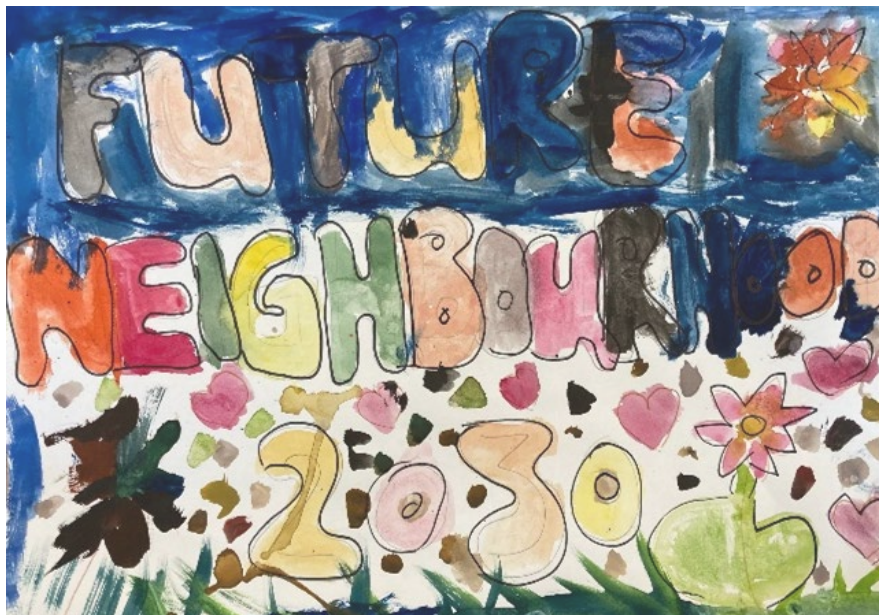
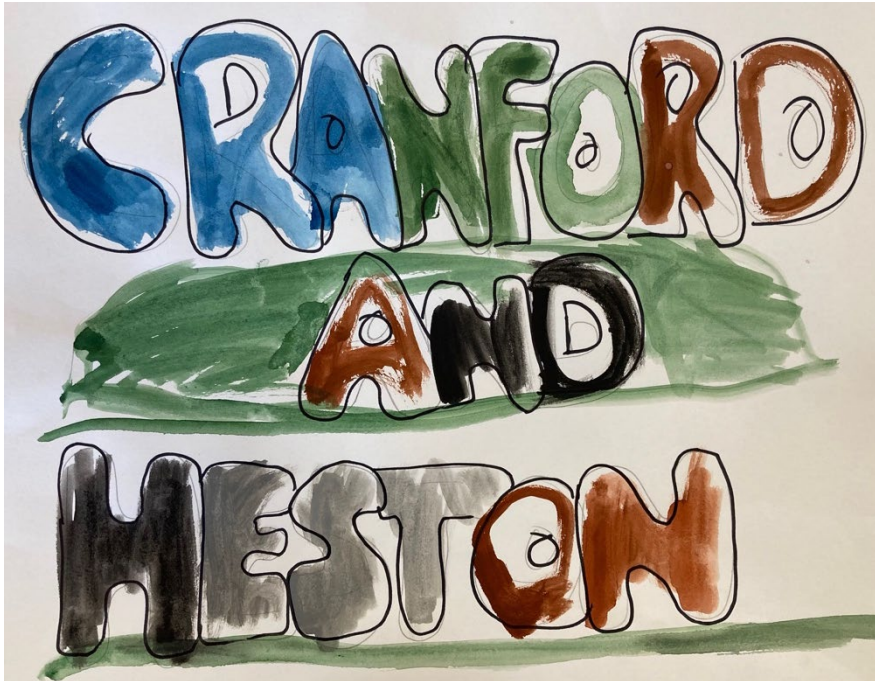


LONDON BOROUGH OF HOUNSLOW FUTURE NEIGHBOURHOODS 2030

Cranford and Heston



Cranford and Heston's children's artwork

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Policy Context

The Mayor of London, Sadiq Khan, established the London Recovery Board. Jointly chaired with London Councils, it brought together leaders from across London's government, business and civil society, as well as the health and education sectors, trade unions and the police, to oversee the long-term recovery effort from COVID-19. A Green New Deal for London was placed as a central element to the plans of the London Recovery Board.

The Future Neighbourhoods 2030 programme (FN2030) has taken a place-based approach, supporting the development of strategies which have at their centre four overarching objectives of the Green New Deal mission listed below:

- Improve London's natural environment, improve air quality, and tackle the climate and ecological emergencies
- Promote and incentivise activities that sustain and grow London's green economy
- Prioritise interventions reducing health inequalities and social injustices
- Engage Londoners and businesses in their journey to become a zero pollution and greener city

The strategies also support neighbourhoods to develop a pipeline of projects, ready for funding outside of this FN2030 programme, across the programme's five key sectoral themes:

- Retrofitting of homes, commercial and public buildings
- Creating a decarbonised, smart and integrated energy system
- Improving air quality and creating zero-emission zones
- Developing climate-adapted, resilient and green neighbourhoods
- Zero-waste and circular economy

Community engagement is at the heart of the development of these strategies to help empower Londoners to accelerate their vision for transformative, long-term change at the local level.

The London Borough of Hounslow is committed to the delivery of its Low Carbon Neighbourhoods programme, in its Corporate Plan 2022-26 to achieve:

A Cleaner Greener and Healthier Hounslow

- Reduction in carbon emissions by 50%
- Achieve 45% of the borough classified as Green Infrastructure
- Ensure all Council housing meets Energy Performance Certificate (EPC) Band B or is as energy efficient as possible
- Generate 25% of the energy the Council uses and increase the number of eco schools.
- Decarbonise Council buildings
- Improve the borough's air quality by providing safe walking and cycling routes and delivering clean air school zones
- Roll out more than 2,000 additional electrical vehicle charging point, including provision in residential areas.

The Future Neighbourhood 2030 focused on Cranford and Heston as a pilot area engagement and implementation plan. The lessons learned will be applied and scaled to the wider rollout of the boroughs place-based Low Carbon Neighbourhoods programme.

1 Hounslow Environment and Climate Strategy and Plans

The overarching strategic framework for the delivery of the Council’s environment and better place is captured in the Greener Borough Framework. The main delivery vehicle for the Greener Borough Framework is the borough Low Carbon Neighbourhoods programme. The Future Neighbourhood 2030 Cranford and Heston sits underneath the Greener Borough Framework and will act as an area-based engagement and implementation action plan which could be scaled to other areas of the borough.

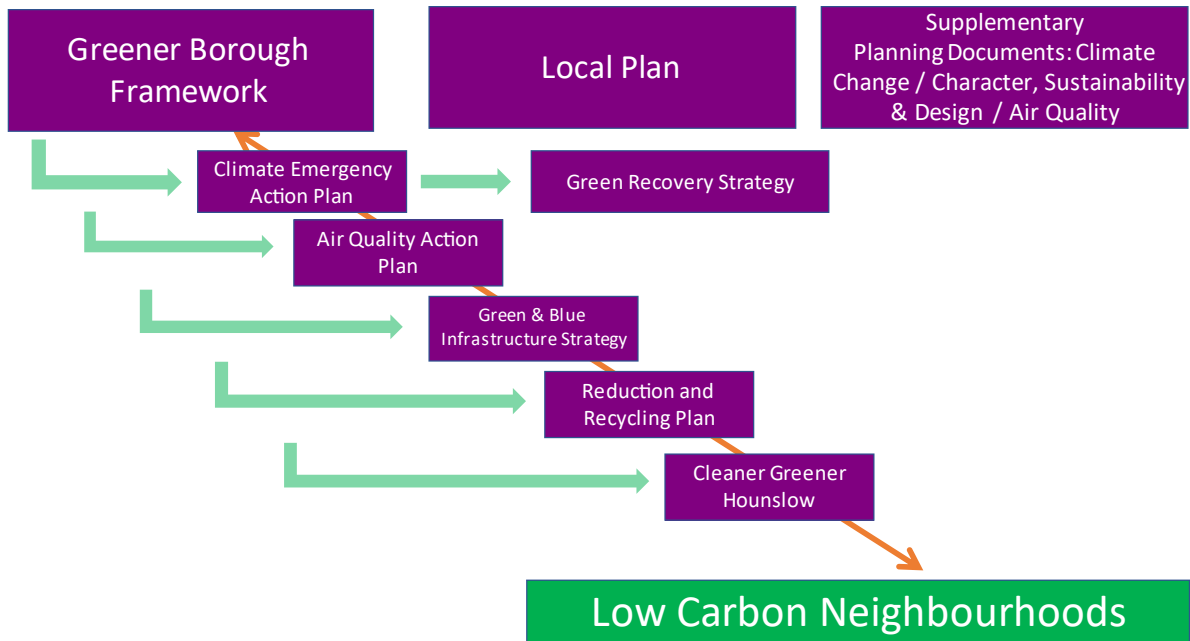


Figure 1: Environment and Climate strategic framework

1.1 Low Carbon Neighbourhoods Programme

The Council has set a target for its activities and estate to be Net Zero by 2030 whilst in parallel influencing reduction in wider borough emissions. The Low Carbon Neighbourhoods programme is part of a suite of interventions to accelerate the borough’s pathway to resilient and thriving neighbourhoods and emissions reduction.

It is a transformative approach which integrates the topic specific plans and strategies which form the Cleaner Greener Borough Framework (see Figure 1) into place-based practical implementation. It is the delivery arm translating the council’s ambitions into interventions which are co-designed with residents and communities, make sense and deliver demonstrable improvement to our neighbourhoods.

The Cranford and Heston Future Neighbourhood 2030 is an exemplar model incorporating project demonstrators to pilot the Low Carbon Neighbourhoods approach. The learning from this pathfinder approach in Cranford and Heston will be applied to wider rollout of the programme across London Borough of Hounslow’s 43 neighbourhoods.

Borough wide and neighbourhood baseline

In July 2020, the London Borough of Hounslow’s 10-year Climate Emergency Action Plan set out our ambition to achieve ‘net zero’ carbon emissions by 2030, across Council operations. The plan also sets out our intention to work with residents and stakeholders to influence wider borough emissions reductions.

Council Direct Emissions

London Borough of Hounslow's carbon footprint for 2021/22 totals 70,656 tonnes CO₂e when compared against the recalculated baseline of 72,484 tonnes CO₂e in 2018/19. Since 2018/19, the Council's carbon footprint has reduced by 2.5%.

Overall, Scope 1 and 2 emissions make up approximately 40% of the baseline and Scope 3 emissions equate to roughly 60% of emissions from 2018/19 – 2022. This highlights the challenge of reducing emissions over which the Council has potentially limited influence and control. Further analysis indicates that in 2021/22, 43% of the emissions were attributable to buildings, 39% to social housing, 4% to transport, 2.5% to purchased goods and services and 0.2% to waste.

Neighbourhood Baseline and Emissions

London Borough of Hounslow is exploring the best means of establishing a neighbourhood baseline which can be used as the basis for assessing the impact of interventions not limited solely to carbon emissions. Identified metrics for monitoring and production of core KPIs to assess and monitor the impact of neighbourhood interventions are

- GHG emissions
- Natural Capital
- Community Infrastructure
- Socioeconomics

Further information for each footprint component is detailed in Table 1: Hounslow's Neighbourhood Baseline and Emissions Table 1 below.

Footprint component	Rationale
Carbon Emissions Footprint	Core of programme required to set a baseline for emissions and monitor the impact of interventions
Natural Capital / Habitat	Monitoring of co-benefits from increased green and blue infrastructure including those that could carry financial benefits
Health/Morbidity	Co-benefit that may lead to outcome seeking finance in the future by assessing reduction in council and partner's services use.
Employment	Proving out economic impacts of interventions for local area
Socioeconomics / fuel poverty	Monitoring of interventions impact on key indicators to demonstrate fair and just transition.
Existing community low carbon infrastructure (e.g. EV charging points, residences with changed heating systems etc.)	Baseline for prioritisation and design of additional net zero infrastructure.
Existing community travel activity	Baseline for current travel options and use aligned to 15-minute neighbourhood concept.

Table 1: Hounslow's Neighbourhood Baseline and Emissions

1.2 Hounslow Local Plan and Opportunity Areas

[Hounslow's Local Plan 2015-30](#) sets out a vision for how Hounslow will develop as a place over the plan period and contains several strategic policies to guide and manage development within the Borough. It commits the Council to conduct two partial area reviews to look in detail at development opportunities to provide much needed housing and jobs in the Great West Corridor and West of Borough, which covers parts of Cranford and Heston.

The Future Neighbourhood 2030 Cranford and Heston aligns with the Local Plan, with direct link to 9 out of 11 policies.

Hounslow West of the Borough Local Plan Review

An [Area Based Plan](#) for West of the Borough, which has been submitted for independent examination by the Planning Inspectorate and has commenced the examination process, with adoption planned to take place in early 2024. It sets a spatial strategy for the areas of Heston and Cranford (seen in Figure 2), with proposed interventions such as:

- Consolidated industrial hub
- Hermitage site (residential development)
- Housing estate enhancement
- New public greenspace with subterranean warehouse and storage uses (reuse after mineral extraction)
- Enhanced open space
- Public realm improvements
- Pedestrian/cycle/active travel routes
- Centre improvements

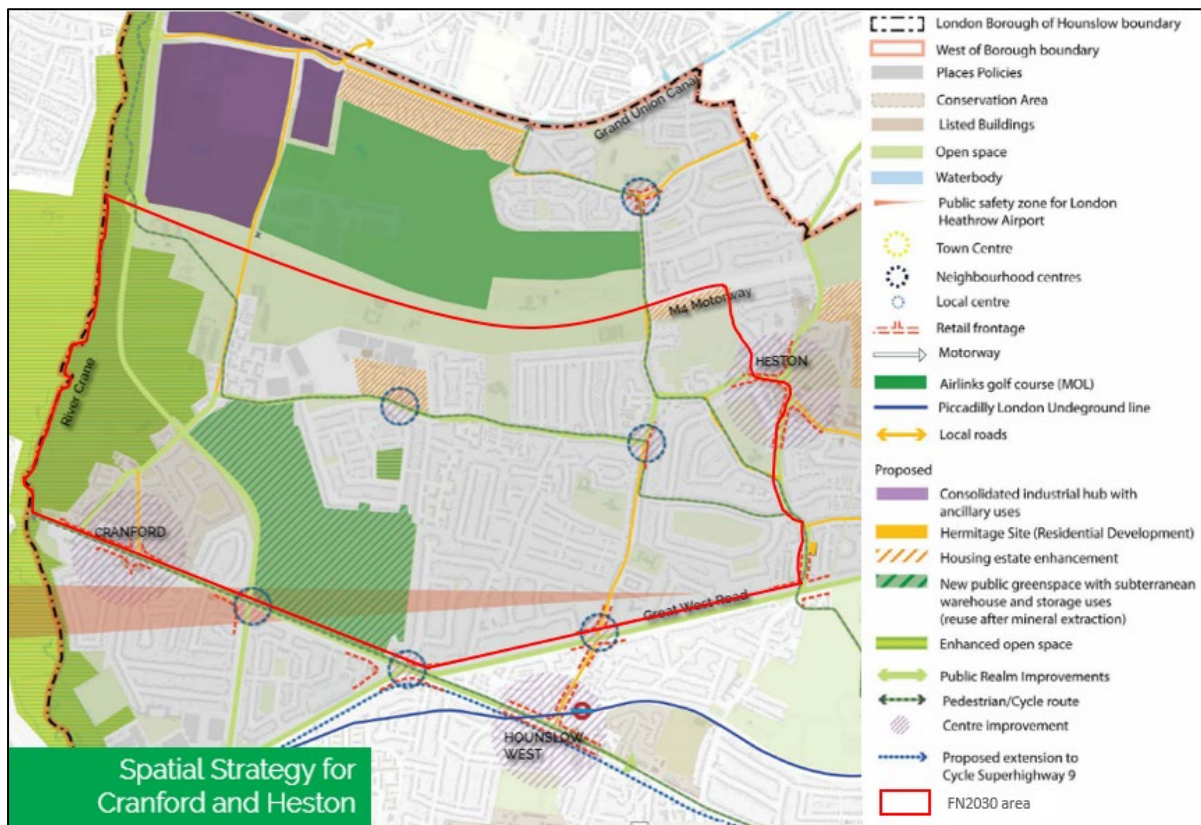


Figure 2: Spatial Strategy for Cranford and Heston

Supplementary Planning Documents

The [Character, Sustainability and Design Code Supplementary Planning Document](#) (SPD) updates the character assessment, proposes visions for the borough and also proposes design codes to ensure these visions are achieved. It provides best practice guidance to developers and a strategy for how character can be transformed, enhanced or conserved across our borough's places.

This updated study will play a crucial role in shaping future development to ensure that it responds positively to our borough's character and is of high-quality design, ensuring that local people can live, work, and thrive in sustainable, healthy, social, and well-designed places.

The emerging Character, Sustainability and Design Code SPD will be adopted as a Supplementary Planning Document. The Study will be refined in line with residents' feedback. The Study will then be published for further consultation before adoption in 2023. Consultation responses will be published in the Engagement and Consultation Statement along with the revised Study.

The **Climate Change SPD** will provide guidance to developers on achieving high standards of new development in relation to climate change mitigation and adaptation. Its main focus will be on the design and construction of building fabric and services to ensure they are zero carbon in operation and adapted to future climate. This will ensure that new homes and workplaces in the borough are low carbon, affordable to run and comfortable to live and work in. The draft SPD will be consulted on in 2023 and refined with reference to consultation responses prior to adoption, expected to be before the end of 2023.

Air Quality and Noise SPDs will provide guidance to developers on the effects of air quality and the effects of noise associated with noise-generating and noise sensitive developments within the borough including new developments. The document will outline the current local, regional and national regulatory frameworks, policy guidance with respect to air quality and noise and rationale for the air quality and noise assessment processes, and will incorporate information in relation to the following:

- Details on when and how to undertake a damage cost assessment alongside air quality neutral and air quality positive assessment, as well as considerations to design mitigation measures.
- Mapping and modelling air quality hotspots to highlight air quality concern areas.
- Air Quality Neutral and Positive considerations with relation to draft guidance and implementation within Hounslow.
- Research on how to improve air quality through the use of urban greening structures within the Borough.
- Discussion on mitigation of transport emissions to ensure the Borough is moving towards a zero-emission approach.
- Noise assessment/noise control principles.
- Relevant standards and guidance for specific assessment types (including construction, residential, commercial/industrial, entertainment and leisure and vibration).
- Process for assessing noise-sensitive development and assessment outcomes.
- Process for assessing noise-generating development and assessment outcomes.
- Requirements for cumulative assessments.

The study vision for the area of Cranford and Heston as well as development prompts for developers to improve connectivity are shown in Figure 3.

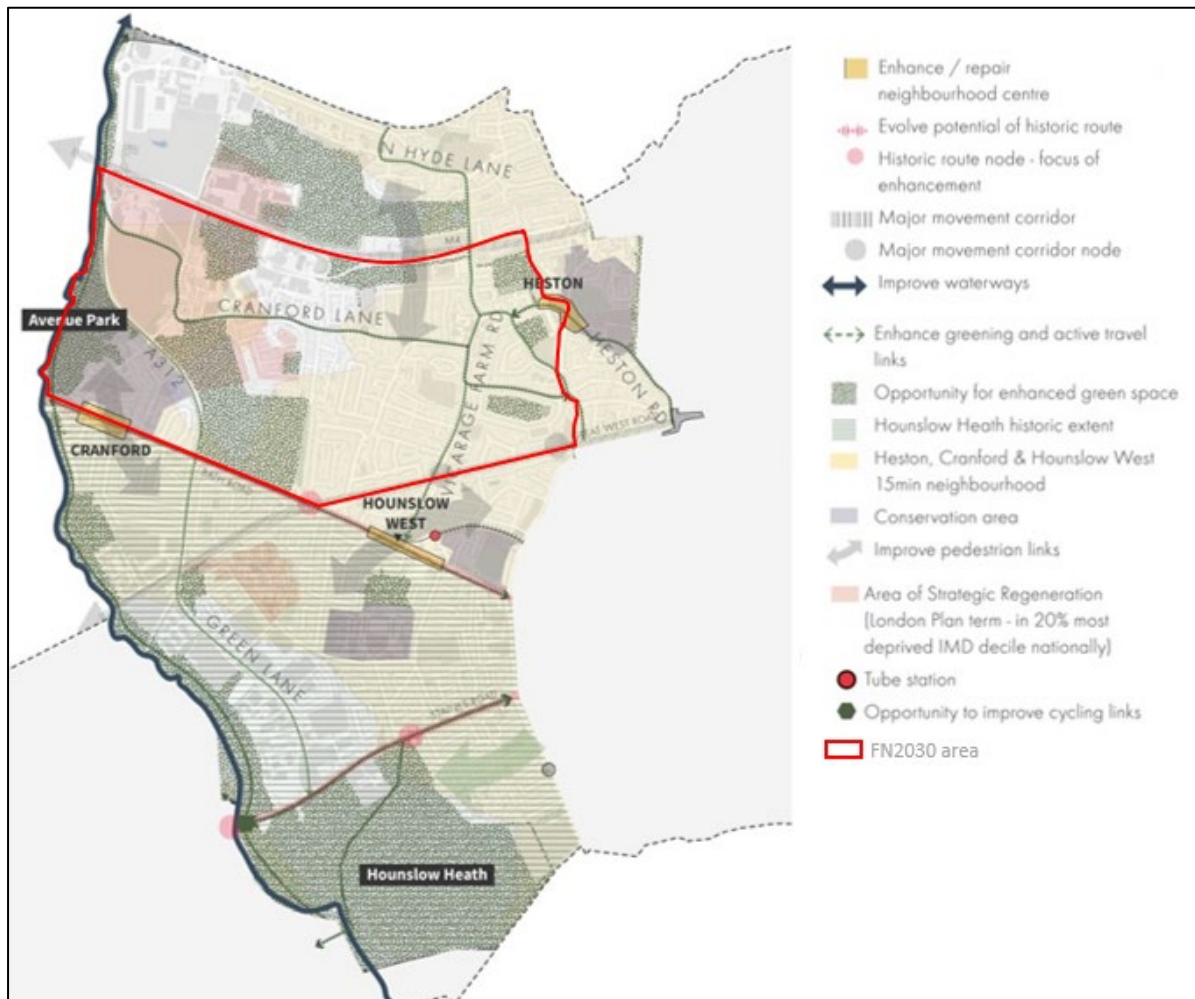


Figure 3: Cranford and Heston FN2030

Area Vision for Cranford and Heston (Character, Sustainability and Design Code SPD)

Cranford and Heston are identified as one of the borough's 10 places. The vision as set out in the SPD for this place and its neighbourhoods has been informed by community engagement and consultation. Part of the vision for this area is to:

Raise the quality of new development across this part of the Borough that fits in with its surroundings and meets local needs:

No matter what size of site, new development should be context-led, high quality and sustainable, deeply informed by the 12 overarching design principles for the Borough. New housing should respond to needs and wants of local people, exploring new ways of delivering multi-generational housing, embedding community facilities into new developments as well as private and communal outdoor spaces.

Improve connections between communities on either side of the Great West Road with local centres, nearby green spaces and facilities in other parts of the Borough:

Walking and cycling routes across Great West Road should be provided, including cycle lanes, at-grade pedestrian crossings in the right locations, and wide, even footpaths. Street tree replacement and planting along Great West Road and on streets on either side will contribute to healthy and attractive routes, as well as greening within sites too. There may be opportunities to intensify at key points to support movement and activity across this route. An uplift in density will be expected as part of any new development along Great West Road as a major movement corridor. This could include taller building elements in appropriate locations.

Reviving the imprint of the historic extent of Hounslow Heath.

There is an opportunity to think beyond the historic extent of Hounslow Heath and look to improve the quality, role and environmental value of other green spaces in this part of the Borough, including Avenue Park at Cranford and Heston Park. Open spaces in this area are often on the edges of neighbourhoods, and so connections to them should be strengthened through public realm enhancements and provision for walking and cycling working jointly with adjacent boroughs ie. Hillingdon. Connections between open spaces should be strengthened by green corridors or green routes where feasible and appropriate, as part of overall enhancements and extensions to the existing green infrastructure network.

Revealing the River Crane valley and enhance the quality of spaces and connections on either side.

The River Crane valley is a fantastic asset but significant sections are currently hidden away or poorly connected. Any urban intervention should look to support opening up a continuous route along the whole valley for walking and where possible cycling connections, and help to enhance the quality of spaces and connections on either side.

Supporting Cranford and Heston local centres.

These centres will be important hubs for growing local communities in the future. Interventions should seek to enhance the existing centres, improve the links to nearby residential areas and overcome movement barriers. Future growth should embrace opportunities to repair the built environment through sensitive intensification and enhancements to existing buildings whilst retaining historic elements. As the role of these centres diversifies and increases, new uses should be accommodated including workspace and community uses, alongside enhancements to the public spaces in the centres.

Development Vision and Infrastructure Requirements

Cranford and Heston and the neighbourhood centres are located on local parades on Bath Road, Brabazon Road, Vicarage Farm Road and New Heston Road. These neighbourhood centres are currently under-utilised but will be important hubs for growing local communities in the future. Enhancing these existing centres, improving the links to nearby residential areas, and overcoming movement barriers e.g. across A4/Bath Road will be important considerations to support future local growth. As the role of these centres diversifies, enhancing community and public spaces will help create new assets for the neighbourhoods.

The River Crane valley, which borders the West side of Heston West ward and Hillingdon Borough, is a fantastic asset but significant sections are currently hidden away or poorly connected. Further work

is needed to support opening a continuous route along the whole valley for walking and where possible cycling connections to help improve the quality of spaces and connections on either side.

Walking and cycling routes across Great West Road should be provided, including cycle lanes, at-grade pedestrian crossings in the right locations, and wide, even footpaths. Street tree replacement and planting along Great West Road and on streets on either side will contribute to healthy and attractive routes, as well as greening within sites too. There may be opportunities to intensify at key points to support movement and activity across this route.

Other areas of future economic growth include Rectory Farm, a previous mineral extraction site which aims to be regenerated as a public park and industrial development, eventually creating an estimated 1,870 to 2,540 jobs¹.

Strategic infrastructure needs of the borough including Cranford and Heston have been captured in a Future Capital Needs Assessment which has a 15-year planning horizon. This has been incorporated in the boroughs Infrastructure Delivery Plan which informs prioritisation of s106 and CIL funding allocations to bring forward place based and net zero infrastructure.

¹ <https://rectory-farm.com/proposal/>

2 Cranford and Heston Neighbourhood Baseline and Priorities

Hounslow's FN2030 area is situated in the west of the borough (seen in Figure 4), covering parts of Cranford and Heston wards. These areas were chosen due to high levels of deprivation and climate vulnerability, whilst having a strong and active community dedicated to drive positive and lasting change to the locality and its residents.

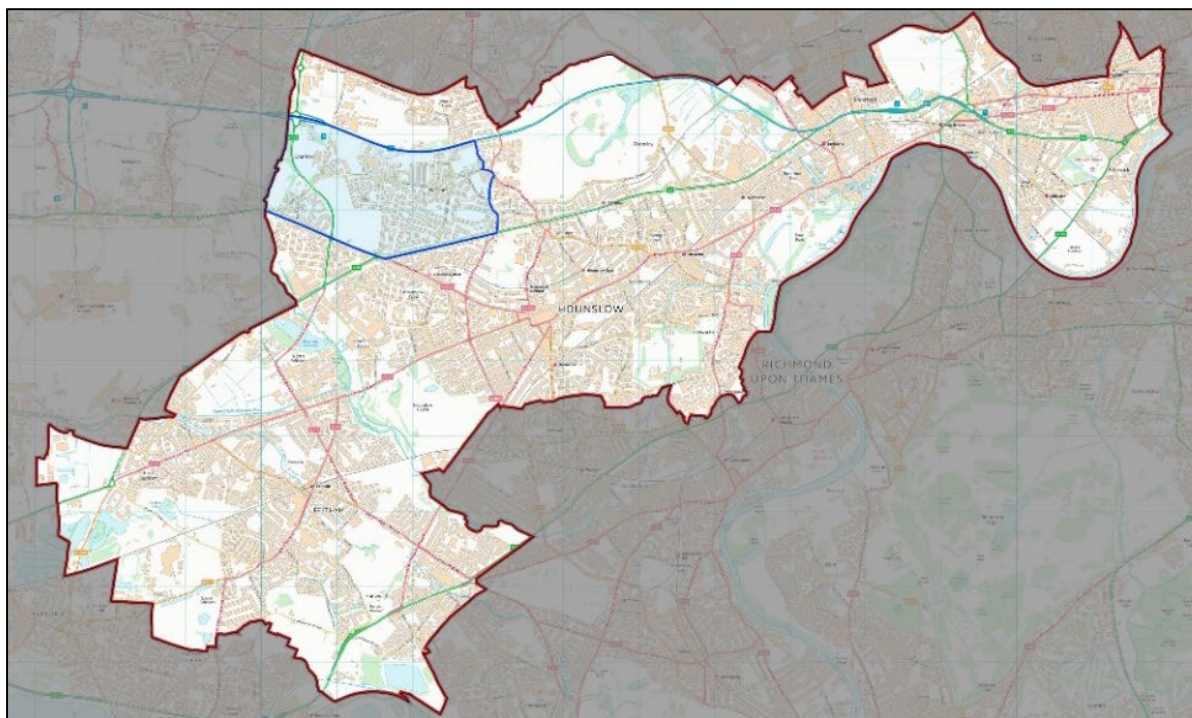


Figure 4: Hounslow's FN2030 neighbourhood location in the borough (blue boundary)

Cranford and Heston are acoustically dominated by both the M4 motorway (which passes through the north of the map), and the A4 corridor (which passes through the south of the map), as seen on Figure 5 below. Heathrow Airport lies near the west of the project area.

Heston Village (located in Heston Central, east of the boundary) has a high concentration of businesses and community assets. The wider area has greenspaces, residential estates and smaller shopping parades which will provide better connections and space for use by the community.

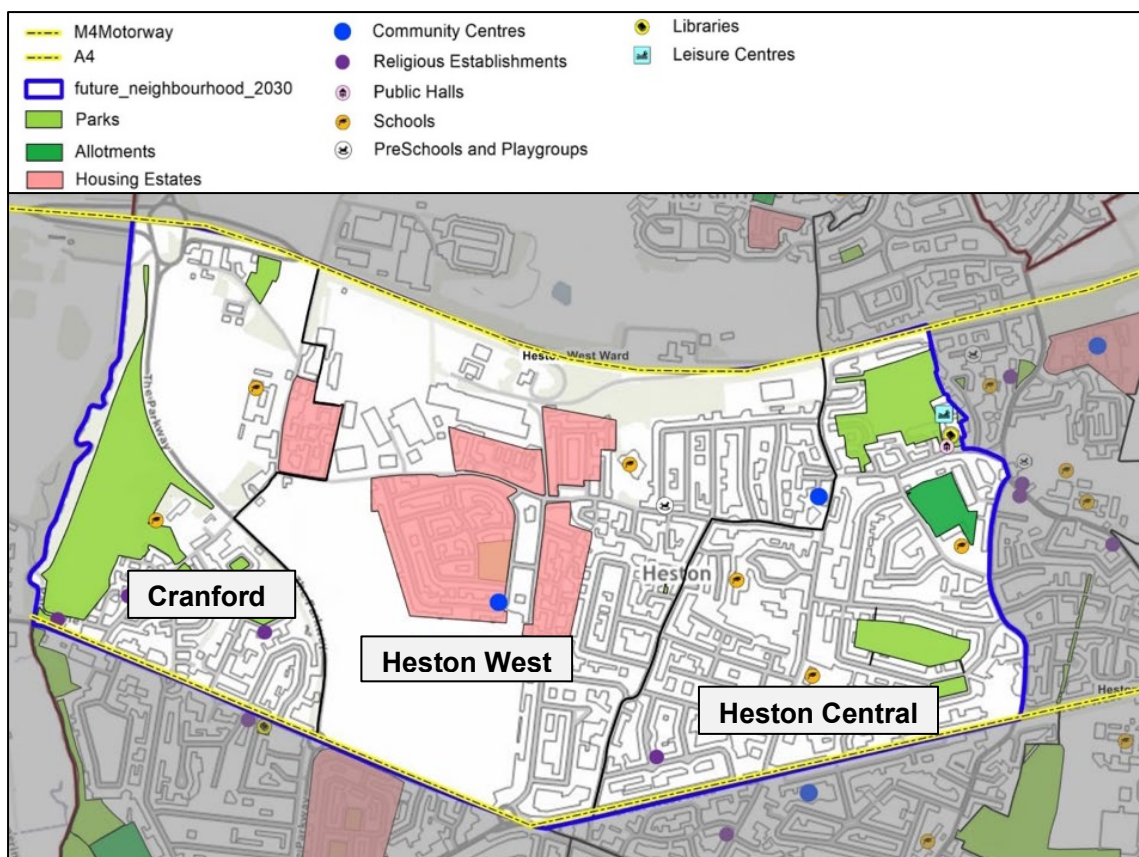


Figure 5: Hounslow's FN2030 area: Cranford, Heston West and Heston Central wards

2.1 Demographics

Cranford and Heston are incredibly diverse neighbourhoods (see Table 2). 80% of the residents in the area are from ethnic minority groups². Asian & Asian British ethnic groups make up most of the area's mix (61%), with Indian (37%) and Pakistani (11%) groups making up nearly half of the population. Heston West has one of the largest Muslim and Somali populations, and second largest Sikh community in the borough.

Demographics of the area							
Population ²		Ethnicity Groups ²		Religion ²		Age ³	
Male	49.7%	Asian/British Asian	61%	Christian	26%	0-17	24%
Female	50.3%	Black/African	7%	Sikh	24%	18-29	15%
<i>Total</i>	<i>20,672</i>	Mixed/multiple ethnic groups	3%	Muslim	24%	30-49	30%
		Other ethnic group	10%	Hindu	13%	50-69	22%
		White	19%			70+	9%

Table 2: Demographics of FN2030 area

² Census 2021, Office for National Statistics (ONS)

³ Population estimates for males and females for 2020, National Statistics (ONS) Note: Census 2021 data not yet available for age data.

2.2 Socio-economic context

Residents and businesses in Cranford and Heston were hit hard by the pandemic due to its proximity to Heathrow Airport and its associated reliance on employment in the transport and communication sectors. This resulted in significant job losses and a parallel shift of residents moving to lower skilled employment.

Deprivation

The FN2030 area contains pockets of deprivation with five LSOAs within the top 30 per cent of most deprived LSOAs in the borough⁴. These five LSOAs also fall among the most deprived 30 per cent of small areas in England.

The area has high unemployment rates: Heston Central (9.4%), Cranford (9.8%) and Heston West (10.6%). This is double the unemployment rates compared to rest of the borough and England.

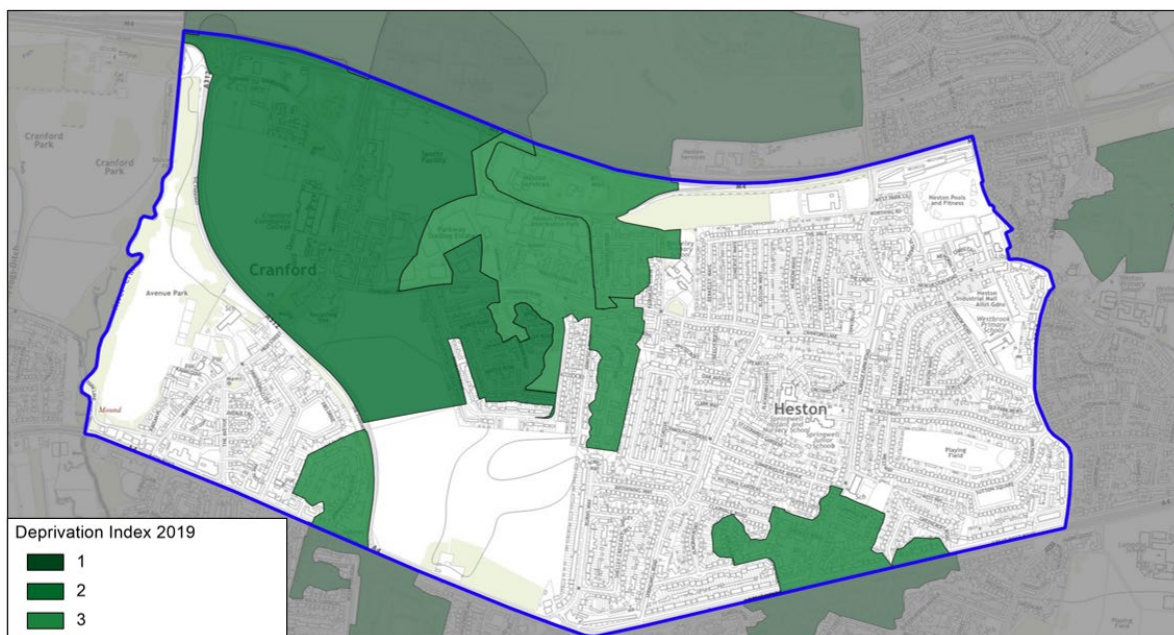


Figure 6: Hounslow's FN2030 and the top 30% of deprived LSOAs in the borough (IMD 2019) 1 most deprived, 10 least deprived

2.2.1 Digital Exclusion

The Digital Exclusion Risk Index (DERI)⁵ provides a method of identifying which local areas have a high risk of digital exclusion. The DERI uses 12 different indicators across three main components:

- deprivation (which is based on the Index of Multiple Deprivation)
- broadband speed/availability,
- demography (Trust for London website: Digital Exclusion Risk Index).

The main findings show the West of the borough generally has a higher risk of digital exclusion than the East of the borough (seen in Figure 6). Heston West and Cranford wards rank in the top 3 in the borough with the highest risk of digital exclusion⁶.

⁴ The Index of Multiple Deprivation (IMD) 2019. Ministry of Housing, Communities and Local Government

⁵ [Digital Exclusion | Hounslow | Report Builder for ArcGIS \(esriuk.com\)](#)

⁶ Digital exclusion among UK adults comprises three aspects that are often intertwined: (i) access to a device and/or internet; (ii) lack of digital skills and/or confidence in using digital tools; (iii) affordability.

- Heston Central - 45% of neighbourhoods classified as Passive and Uncommitted Internet Users).
- Heston West - more than 50% are categorised as having poor levels of digital engagement)
- Cranford (more than 50% of all households are not digitally engaged or e-Withdrawn).

Cranford ward has the lowest proportion (83%) of residential premises with Ultra-fast broadband (UFBB)⁷ when compared with the rest of Hounslow.

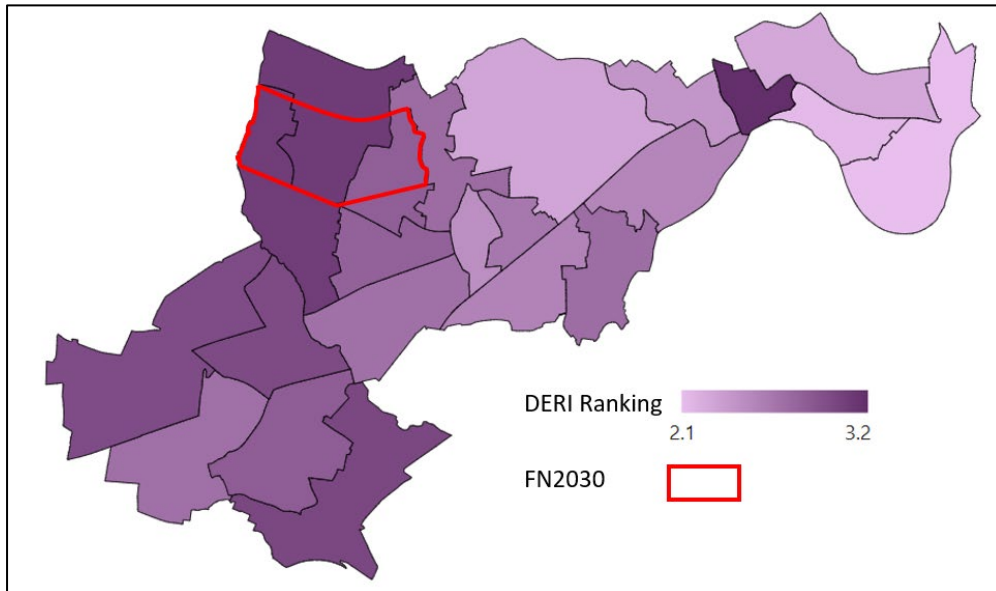


Figure 7: Digital Exclusion Risk in Hounslow

Based on the Internet User Classification Groups⁸ the majority proportion of the FN2030 area falls under the following group:

- e-Withdrawn – the highest ratio of people that don't have access or have access but never engage with the Internet. It also expresses the lowest rates of engagement in terms of information seeking and financial services, as well as the lowest rate in terms of online access via a mobile device.
- Passive and Uncommitted Users – individuals are rarely online, and most commonly report use once a week or less. Access to broadband is well below average, and for those online, there is mild preference for access via smartphones. The Internet is typically used for social networks, gaming, and some limited online shopping.
- Youthful Urban Fringe – access to desktop devices is low and access to broadband average, suggesting young and mobile friendly profile. We can expect this group to have average internet engagement with high levels of social media usage but low patronage of online retailing.

The Council, through its Digital Inclusion programme, is tackling those issues through three main work streams:

- Training: Developing the Community Digital Champions model to deliver training needs to residents, as well as the Digital Leaders model to deliver training to lead members, partners, and businesses.

⁷ To have Ultra-fast broadband (UFBB) is to receive 300Mbit/s or greater (Ofcom)

⁸ <https://data.cdrc.ac.uk/dataset/internet-user-classification>

- Devices: Community Online Centres to increase public access computers; map and promote existing free Wi-Fi access across borough to increase the number of places people can access free Wi-Fi; and providing residents with refurbished laptops.
- Connectivity: The Council in partnership with broadband suppliers, have been installing high quality fibre broadband into Hounslow’s social housing, offering free connections for 300 homes and free community Wi-Fi connections. The Heston area has seen full fibre connections increase from 8.5 per cent to 44.5 per cent in just one year.

2.3 Public Transport Accessibility Levels (PTAL)

Cranford and Heston are well served by main roads, including the M4 motorway, Great West Road (A4 /A30), Bath Road (A4), and Parkway (A312). However, these routes create environments that are heavily dominated by traffic and impede pedestrian movement throughout the area causing severance and noise.

The FN2030 area has a Public Transport Accessibility Level (PTAL) of 1a-2⁹, with 0 being the worst and 6b being the best (see Figure 8). The A4 and M4 is a significant challenge to the uptake of walking and cycling in the area. These major roads cut the borough in two with poor connectivity for cyclists and walkers north and south incentivizing car ownership for convenience. The lack of attractiveness and prioritisation of pedestrian and cyclist safety makes it challenging to secure buy-in for increased active travel for northeast to west or vice versa routes.

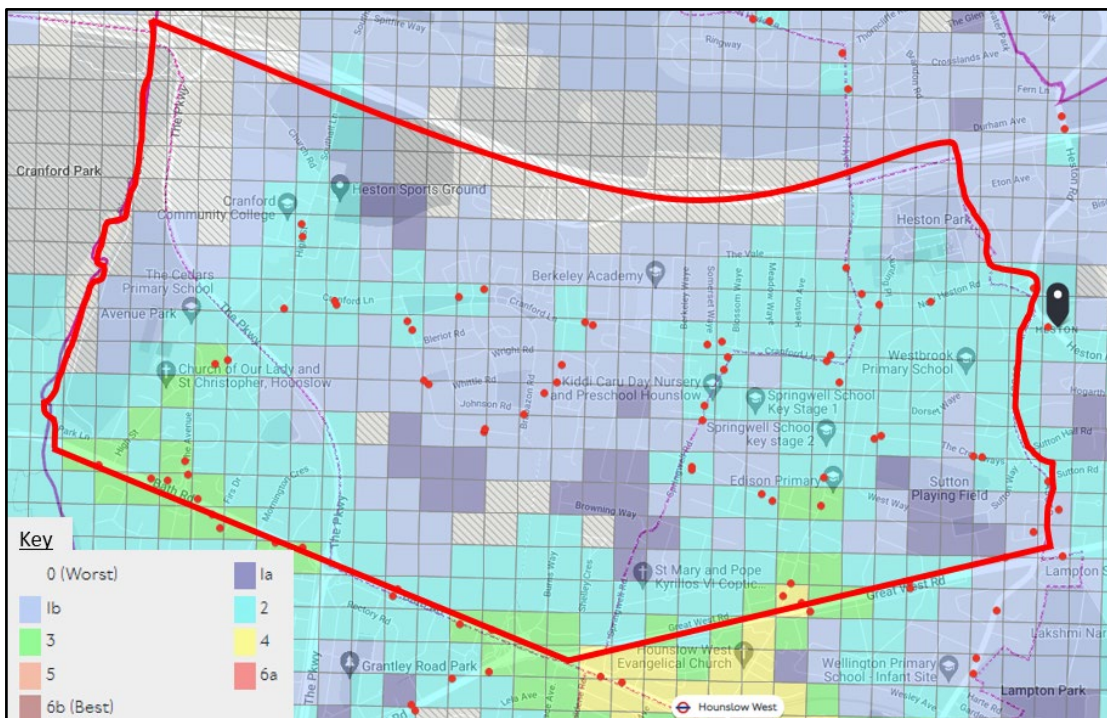


Figure 8: Low Public Transport Accessibility Levels (Source: TfL)

Research from CoMoUK (a national organisation promoting shared transport) has shown that car clubs can help to cut residents’ costs and vehicle mileage, whilst boosting use of public transport and active travel. This in turn supports our air quality and climate change goals, with each car club vehicle shown

⁹ Public Transport Accessibility Levels, Transport for London (TfL) [WebCAT planning tool - Transport for London \(tfl.gov.uk\)](https://www.tfl.gov.uk/web/TFLOnline/13637.aspx)

to take around 20 private cars off the road. It gives residents access to a modern fleet of cars that are ULEZ compliant, and a growing proportion of which are hybrid/electric. The average car club car gives out 89% less NOx emissions, 72% less PM10 emissions and 27% less CO2 emissions compared to the average car.

There are currently two car club operators with several car club bays across the borough, however none located in the FN2030 area. The provision will be expanded to other key locations, including Cranford and Heston, with 6 new bays already identified and currently under assessment.

2.4 Climate Impact

The area has a Medium to High climate vulnerability (seen in Figure 9) Figure 9, which represents a risk to residents' exposure to climate impacts including flooding and heatwaves. This risk links to socio-economic factors including income and health inequalities which are likely to reduce a resident's ability to respond make themselves, their homes, and communities resilient to climate change.

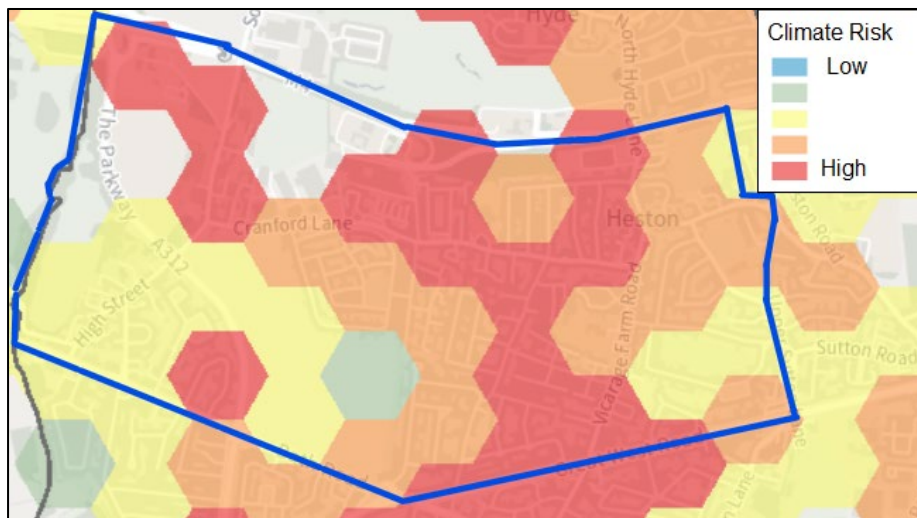


Figure 9: Overall climate vulnerability risk in Hounslow's FN2030 area¹⁰

2.4.1 Flood Risk

The overall risk is relatively low, with most of the flooding extent is predicted to be concentrated in open areas or along roads. The map in Figure 10 provides a more detailed visualisation of the risk of surface water flooding in the area.

The south-east of the neighbourhood is where properties at higher risk are located. Figure 10 shows the areas at high, medium, and low risk.

London Borough of Hounslow in its role as Lead Local Flood Authority (LLFA) is currently investigating three opportunities in the area for the implementation of SuDS. The schemes are in the feasibility stage as the whole catchment is being examined to assess areas where there high risk of flooding from surface water and a possibility for SuDS implementation.

Sites at Brabazon Road, Burns Way, and Rosary Catholic School in Cranford and Heston are being investigated for potential use of a combination of swales (shallow drainage channels), rainwater gardens (small depressions planted with native vegetation), detention basins and planters. The

¹⁰ GLA Climate Risk Mapping 2022 <https://data.london.gov.uk/dataset/climate-risk-mapping>

scheme with the best cost benefit analysis will be funded by local levy through the Environment Agency.

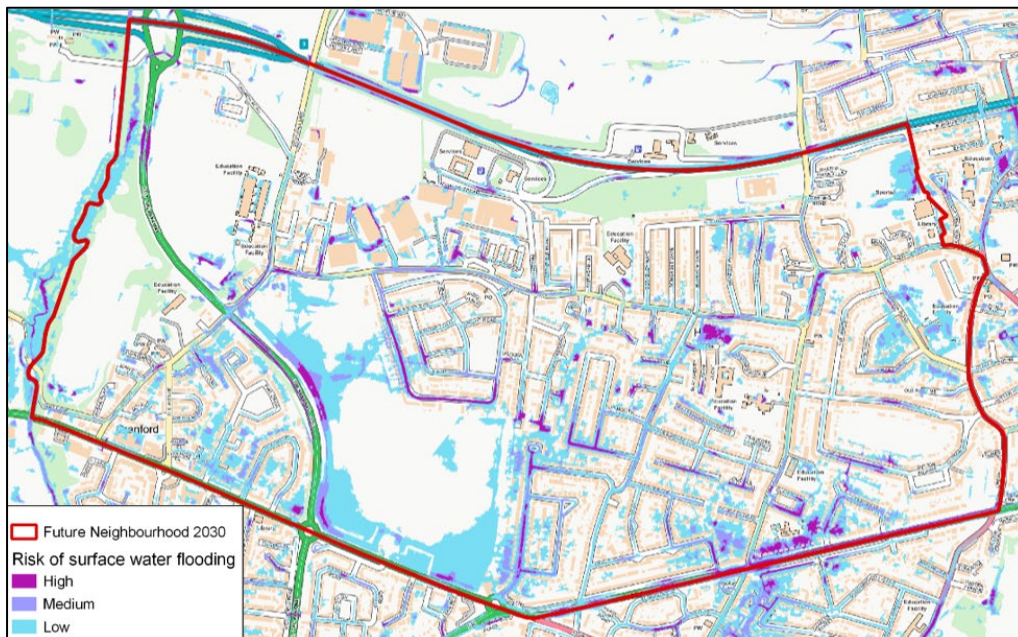


Figure 10: Risk of flooding from surface water

2.4.2 Heat Stress Risk

As London experiences hotter summer temperatures, many areas are exacerbated by the Urban Heat Island effect, causing many people to be affected by heat-related health problems. The area has Medium to High risk of heat stress (seen in Figure 11).

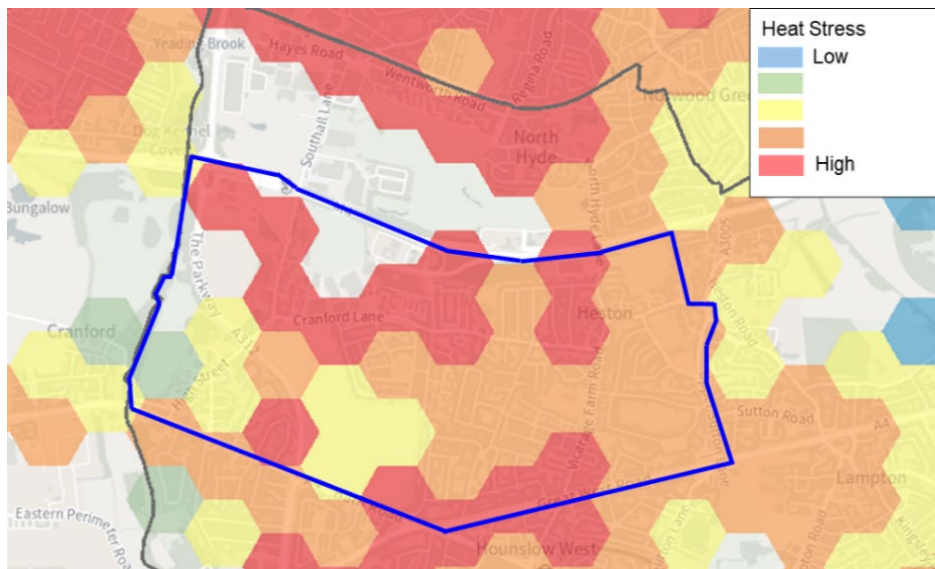


Figure 11: Heat Stress risk in Hounslow's FN2030 area

Tree planting is considered vital to creating environmental resilience, by cooling the environment, providing shade, and reducing the Urban Heat Island effect. Hounslow also proposes de-paving of front gardens through consultation and education, as well as the incorporation of other urban

greening features into town centres including pocket parks, rain gardens, raised planters, parklets and urban boulevards to further aid temperature regulation.

2.4.3 Air Quality

Air quality in the area is negatively impacted by the presence of significant arterial West-East routes to the north (M3) and south (A4) and by the proximity of Heathrow Airport. Modelled 2019 pollution concentration data from the London Atmospheric Emissions Inventory (LAEI) in Figure 12 **Error! Reference source not found.** highlights the impact of these pollution sources on residential receptors in the Future Neighbourhood 2030 Cranford and Heston area. Mean NO₂ exceedances follow the major road networks.

As part of Hounslow’s Clean Air for All programme, a new network of low-cost air quality sensors monitoring nitrogen dioxide and particulate matter (PM₁₀ and PM_{2.5}) is being installed at schools across the borough, to help improve the Council’s understanding of air pollution on a more localised scale and inform the implementation of projects aimed at mitigating the negative health impacts of poor air quality.

As part of the programme, the Council is working with school staff to conduct air quality audits at school sites, recommending and delivering schemes such as School Streets, and improve understanding of the issues of air pollution amongst pupils, parents, and teachers. This work links more broadly into the climate and environment agenda, delivering on transport, public health, and energy goals by encouraging the uptake of active travel and low carbon transport to deliver improved health outcomes in the local community.

Cranford and Heston have two live schemes at Springwell Infants and Cranford Primary, and two new schemes are currently under consultation and/or on the process of securing funding. The new schemes should be in place by 2023/2024.

Figure 12: Modelled nitrogen dioxide (NO₂) concentration in Hounslow FN2030 area (LAEI 2019)



2.5 Community Assets Baseline

The neighbourhood consists of 6 housing estates, just under 7,000 residential dwellings and about 20,000 residents. There are primary and secondary schools, nurseries and health service, community spaces, sports facilities, three parks and one library (seen in Table 3).

The community has a few shopping parades, mostly small, family-owned shops, including groceries, take-aways, hairdressers and barbers. Car repair shops also have a strong presence in the area.

Community Assets	Total
Housing Estates	5
Residential dwellings	6,937
Religious Establishments	6
GP practices	5
Community Centres (Council owned)	2
Community Centres (privately owned)	2
Libraries	1
Leisure Centres	1
Village Halls	1
Retail (takeaways, pubs, restaurants, shops)	112
Schools	7
Parks	3
Allotment	1

Table 3: Summary of Community Assets



Image 1: Brabazon Community Centre (top left), Sutton Playing Fields community garden (top right), Vicarage Farm Road (bottom left), Heston Leisure Centre (bottom right).

3 Cranford and Heston Future Neighbourhood 2030 – Process and Methodology

A whole systems mapping was used to design this document, where the wider Council strategies and plans (covered in Section 1) were analysed, along with the neighbourhood context and key community actors. This is a dynamic tool used to understand the whole picture and complexity of the system, helping to identify connections between stakeholders, gaps, and opportunities.



Cranford and Heston's children's artwork

The Future Neighbourhood 2030 will assist the neighbourhood's post-pandemic green recovery and deliver against the themes of the Future Neighbourhood 2030 Cranford and Heston, here reflected under the Council's 8 thematic approaches to delivering Net Zero (Figure 13). It sets an initial and flexible framework for prioritised future actions in the area, reflecting the visions and ideas of the community and steer collaborative work between the Council, residents, and community groups.

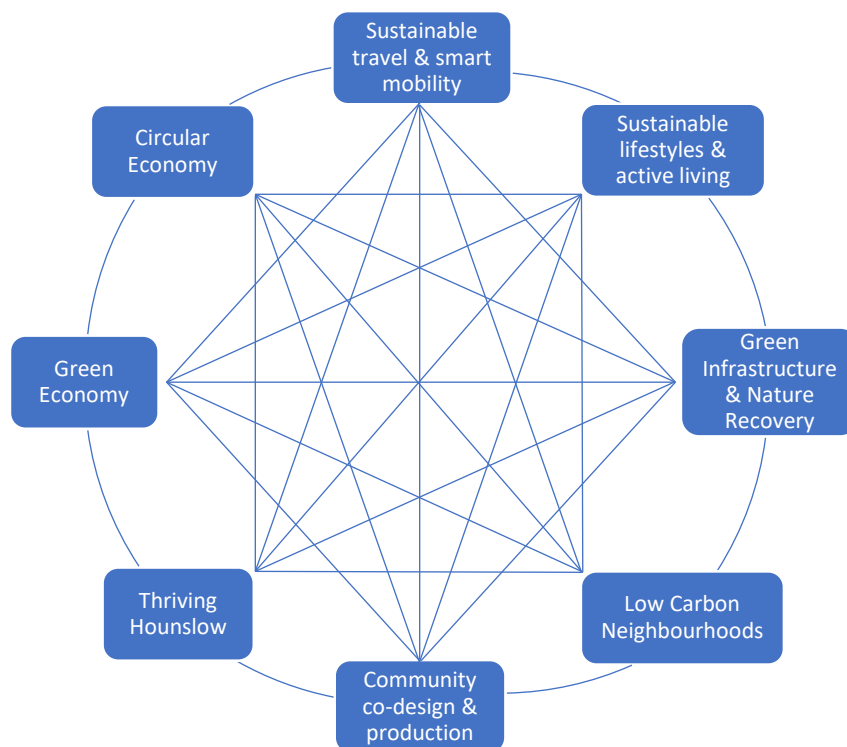


Figure 13: The Council's 8 approaches to delivering Net Zero Neighbourhoods

Strategy Methodology:

The following methodology (Figure 14) has been used to develop a neighbourhood approach for Cranford and Heston. The process was built as a place-based approach with a focus on community co-design and collaboration.

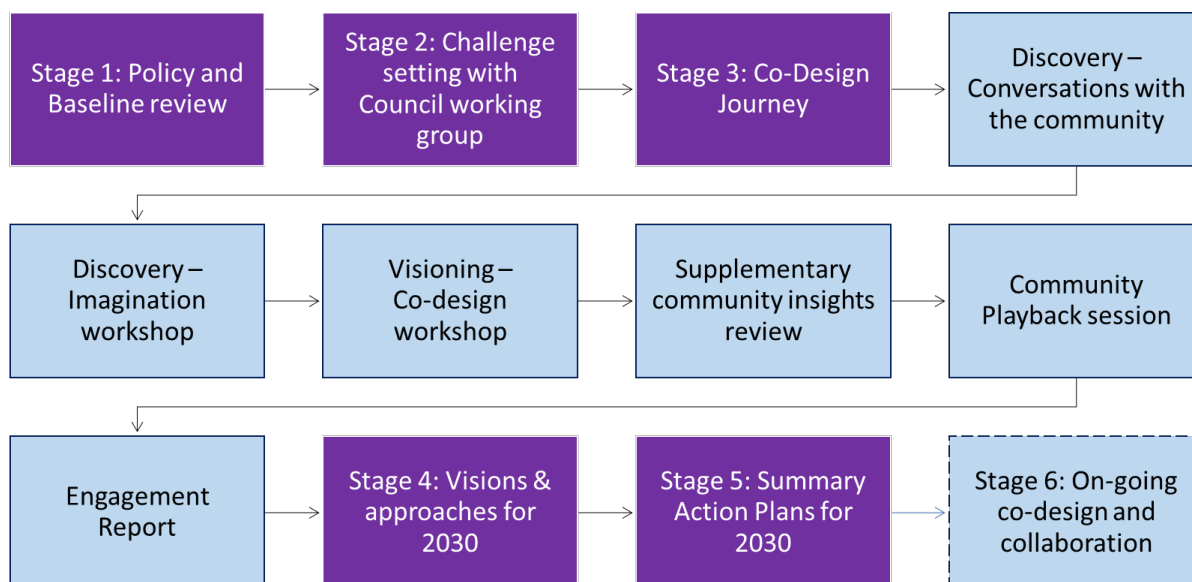


Figure 14: FN2030 Strategy methodology

3.1 Framework for Community Co-Design and Buy-in

Hounslow's place-based approach to community engagement and co-design has been incorporated into the approach to ensure inclusion and accessibility in the practical implementation and promotion of actions. The team has a dedicated Net Zero Neighbourhoods Engagement Lead to co-ordinate this in liaison with other teams, to maximise participation from underrepresented groups and ensure further equality and inclusion considerations are taken through active engagement with representative groups and in close liaison with the Council's EDI team and equalities networks leads.

A collaborative, people-centred approach was established from early on, and the Council encouraged to prioritise delivery of interventions in the Future Neighbourhood 2030 Cranford and Heston area. Community groups and residents were engaged and encouraged to think about the future for the area and how they could be part of that change making movement.

The Council commissioned two organisations specialised in people-centred design approaches to policymaking, bringing an additional element of imagination as a key tool for visioning and transformation.

Policy Lab and Moral Imaginations designed a community engagement framework (seen in Figure 14) to enable the Cranford and Heston community to develop a vision for the neighbourhood. Creating space for imagination of a vision that is aspirational and supports a Green Recovery in Cranford and Heston has been central to this engagement. A 5-stage methodology was followed: (i) challenge setting; (ii) discovery; (iii) visioning; (iv) idea generation; (v) delivery.

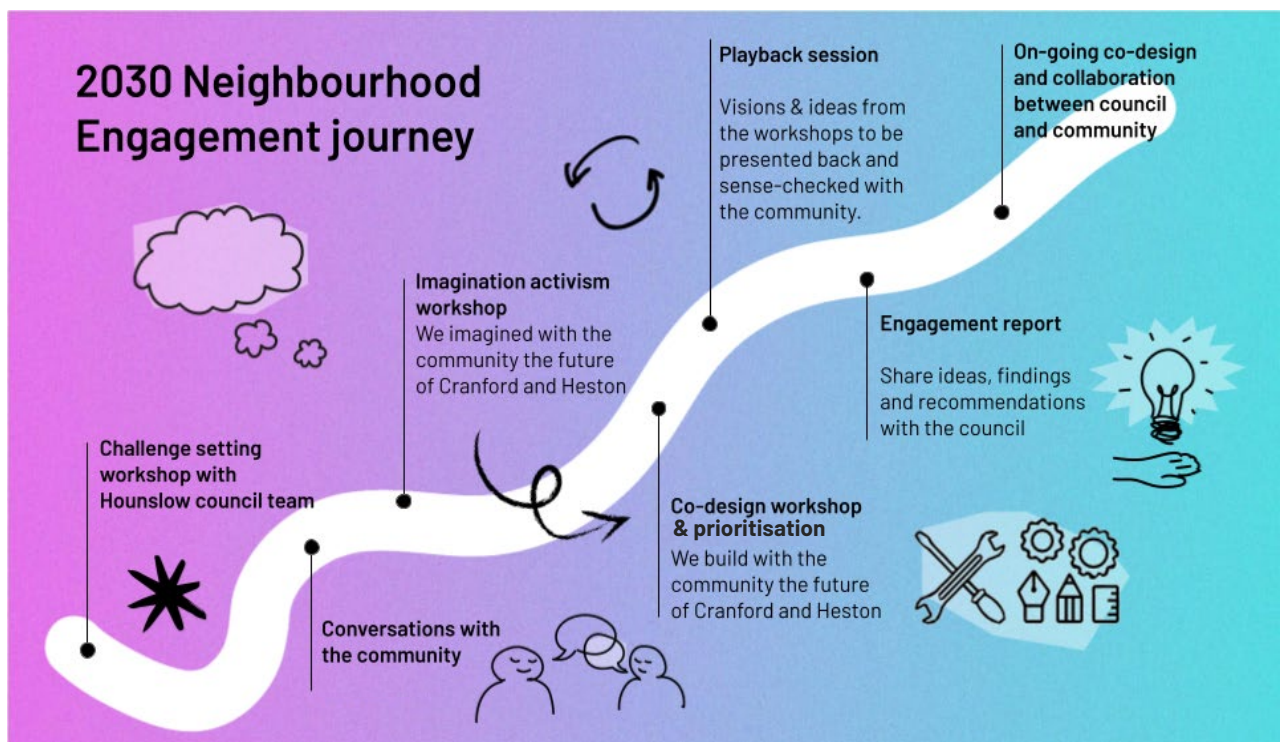


Figure 15: FN2030 Strategy Co-design Journey (2022)

i. Challenge Setting

The session explored the question ‘How can we create space for the community of Cranford and Heston to imagine and co-design an aspirational 2030 neighbourhood strategy for a sustainable transition to net zero?’

The council was challenged on its approach to engagement with the community. This was important to co-create a meaningful and actionable strategy, align expectations and to present residents with clear and accurate information.

ii. Discovery (conversation with the community)

Building on knowledge gathered from the challenge setting workshop, meetings with local community leaders were conducted in community settings to find out more about how we could engage seldom heard voices in the community. Several interviews and focus sessions representing different types of local groups were conducted including a local college, young people, environment groups, groups working with women and families and general community support groups.

iii. Visioning (imagination workshop)

Insights from the discovery phase were incorporated into the first workshop that sought to explore resident’s visions, hopes, and fears for the future of the area. Whilst an open space for people to freely imagine and co-create their neighbourhood's future vision, the focus on the following thematic areas was a central part of our engagement with residents:

- Built environment and green assets
- Air quality

- Health and well-being
- Jobs and skills
- Travel and mobility
- Circular Economy
- Retrofit and Climate Adaptation
- Heatwave
- Flooding
- Draught

The session undertook collective imagination methods to explore creative ways of imagining the future 2030 in Cranford and Heston. Five key priority visions were generated and included:

- A healthy & happy community
- Green environment
- A 15 min neighbourhood
- New learning and skills
- Green energy and homes

iv. Idea Generation (co-design workshop)

The second workshop (Image 2) supported residents in co-designing plans of action for building a cleaner and greener neighbourhood that supports the five key priority visions. The session unpacked challenges and barriers to making the community's visions for 2030 a reality. Priority ideas were co-designed by the group and have been used to develop two broader approaches that form the delivery of the strategy outlined in Section 3.2.



Image 2: Mapping challenges in community workshop

Just under 40 residents participated in the two workshops, with presence from four community organisations in Cranford and Heston representing young people, women & children and the environment. Table 4 shows a comparison of the demographics of the Future Neighbourhood area and those who participated in engagement activities. To ensure engagement was representative of based on Census 2021 data outlined in Table 2, we reached out to 40 groups operating in the Cranford and Heston area covering a full range of demographics.

Engagement was broadly representative, however a few groups were underrepresented, such as groups in the age of 30-49, Asian ethnicity, Christian and Muslim religious groups. Future engagement will target these groups to ensure we are inclusive and have a more accurate cross-section representation of the area.

	Demographic group	Demographics of selected area	Demographic of participants
Sex	Male	49.7%	48%
	Female	50.3%	52%
Age	18-29	15%	16%
	30-49	30%	18%
	50-69	22%	37%
	70+	9%	24%
Ethnicity	Asian	61%	47%
	White	19%	20%
	mixed or other ethnicities	13%	17%
	Black	7%	8%
Religion	Christian	26%	19%
	Sikh	24%	40%
	Muslim	24%	4%
	Hindu	13%	12%

Table 4: Comparison of demographics of the FN2030 area and completed engagement activities

Supplementary community insights

Council’s Community Development Team and “Let’s Go Outside and Learn” carried out outreach and community engagement work and provided invaluable information through their own engagement activities. These insights were reviewed and taken into consideration when analysing the workshop outcomes to develop the visions for the Future Neighbourhood 2030. These insights also helped to identify the challenges and opportunities outlined in Section 3.2.1 People-centred Neighbourhood.

Community Development Insight reports

The team conducted a Local Asset Review through a series of local ward walks and workshops that helped to map key community assets and spaces in Cranford and Heston. The assessment set out what is needed to utilise current assets to support the delivery and access to services for residents. They prioritised the availability of spaces for the community with an improved booking system and management, that were affordable to hire. Improved facilities within these spaces such as Wi-Fi and kitchen were also important factors. Lastly the communication and promotion of information, activities and meaningful engagement was needed to ensure awareness of services in the community. Additionally, some challenges and opportunities identified included the lack of large community spaces, poor accessibility and transport options which were also raised in the workshops.

Let's Go Outside & Learn (LGOAL): Young people report on green spaces

Complementary research carried out by LGOAL highlights the need to focus on the user experience of green spaces to get the community behind the Council's efforts to increase the borough's green and blue infrastructure. This involves making current green spaces, such as Avenue Park (see Image 3), more accessible and attractive locations for local people. LGOAL who carried out regular engagement activities, heard from local people that new and improved infrastructure, from the basic amenities such as walkways and toilets to more social and business offerings such as a community hub or cafe, are vital in improving footfall and encouraging people to stay longer and engage more deeply.

LGOAL also undertook a six-session social action project with a cohort of young people (11 and 12 years-olds) that focused on improvements to their local green space. They prioritised making green spaces more welcoming through better signage and improving the maintenance of existing infrastructure such as children's play areas. These are perceived as easy wins for creating a greater sense of pride in green spaces. Nurturing a reassuring community presence in parks is needed to make spaces feel adequately safe to visit.

The summarised views and prioritising from community input is at section 3.2 *Visions and Ideas*.



Image 3: Avenue Park

v. *Delivery (Strategy building)*

Main visions and outputs from the co-design journey have been incorporated into the strategy to develop neighbourhood visions and summary of action plans for 2030, outlined in Section 3.2 & 4. As part of an iterative process of co-design and production, further engagement will be undertaken in 2023.

3.2 Visions and Ideas

The community's visions for 2030 (outlined in Table 5) as a summary of engagement undertaken identifies as key priorities:

- an active and engaged community with space to practice participation
- an increase and improvement of green spaces and parks
- improved support to mental health and well-being
- the development of a people-centred neighbourhood and more active travel

Cranford and Heston Community Visions for 2030				
Health and Well-being	Green environment	15 min neighbourhood	New learning and skills	Green energy
Compassionate community	More trees, flowers, and animals	Access essential amenities from local shops and community gardens within 15 minutes by walking or cycling	New learning opportunities for all	Homes and neighbourhoods would be using less energy and it would be more affordable. Energy would be locally produced, and people will be more aware of the alternative ways to heat and light their homes.
Support one another	Community farms and nature on everyone's doorstep.	People who are less mobile would find it easier to get around.	Learn through engaging with the environment experiencing things first hand and sharing knowledge.	
Improve local environment	More and better green spaces	Pavements are accessible for all	More stimulating forms of learning and creativity will be valued in schools.	More affordable energy would reduce stress and anxiety in the community and give people more time for well-being.
Tend to garden and grow food	Easy and access	More cycle lanes	Education will be more inclusive for children from different backgrounds and with different needs. There will be more opportunities for different levels of skilled workers.	
Take part in sport or leisure	More gardens on residential streets, where children can play.	Improved Public transport and cost less		
Share knowledge	Cleaner air and litter-free streets	Less cars, and less roads		
Spaces and events for bringing the community together.	Recycle, repair and reuse items.	Safer roads for everyone to get across		
Change-makers		more nature walks		
Kindness and volunteering will act as a new form of currency.				
Collective mindset for sustaining life				

Table 5: Summary of the community co-designed visions

Throughout the engagement and co-creation process we found that some of the community's ideas already existed as Council programmes or were being developed by the Council or other community groups.

Existing or proposed Council and community initiatives have been paired with the relevant visions and ideas and amalgamated into 2 broader approaches that form the delivery of the Future Neighbourhood 2030:

1. **People-centred neighbourhood** – place-based interventions to create net zero neighbourhoods.
2. **Circular economy neighbourhood** - behaviour change interventions to embed sustainable consumption and lifestyles in net zero neighbourhoods.

3.2.1 People-centred Neighbourhood

Voices of Cranford and Heston - Community Vision

“A compassionate community that comes together to support one another. It is about making a greener, safer, and happier neighbourhood for all.”

The vision for a people-centred neighbourhood involves meeting the needs of the community and improving everyone’s quality of life. The approach will focus on:

- Restoring and improving green and blue spaces to support human wellbeing, climate, and ecological resilience
- Safe, attractive, and inclusive public realm that supports active living, prioritising a pathway to zero emission mobility for all
- Physical and digital connectivity to promote social cohesion and collective action to tackle climate change
- Neighbourhood investment model and programme to retrofit homes and eliminate fuel poverty.

The following challenges and opportunities were identified by the community and grouped in 6 work strands below:

Programme	Challenges	Opportunities
1. Green Spaces	<ul style="list-style-type: none"> • Low number of community amenities (e.g. toilets, playground, sports facilities, cafes) • Only 2 large parks, 1 small park and 1 allotment • Low levels of biodiversity • Low footfall and community presence in green spaces • Poor accessibility • Poor connection to other green areas (River Crane, Cranford Park) • Limited parking • Outdated signage and no wayfinding along paths • Old and poorly maintenance of Infrastructure (playground, sports equipment) • Littering and poor maintenance means parks aren’t attractive to visit. • Perception that green spaces felt unsafe due to anti-social behaviour 	<ul style="list-style-type: none"> • Improve existing infrastructure & implement new where absent. • Increase footfall and community presence to improve feelings of safety • Create opportunities to foster greater interest in natural environments • Collaborate with nearby community buildings with parking to improve accessibility for those with mobility requirements (e.g. Church of Our Lady and St Christopher) • Improve physical activity offer by creating new sports, leisure, and volunteering activities • Collaborate with community groups to offer activities and increase footfall • Work with neighbouring Harlington Council to strengthen connections between green corridors (e.g. Avenue Park to Cranford Park) • Encourage community to become change-makers (active attitude) and prototype ideas
2. Public Realm	<ul style="list-style-type: none"> • Existing green spaces not being utilise for community use (food growing) • Anti-social behaviour can negatively impact on green and historic spaces • Parking of private vehicles dominates the kerbside 	<ul style="list-style-type: none"> • Improving greening and canopy cover to improve resilience • Improve community and historic spaces by adding more benches, water fountains • Strike balance between kerbside uses and create a multi-functional street

	<ul style="list-style-type: none"> • High level of paved and impermeable front gardens/drives • Lack of space for biodiversity and trees • Lack of space for community street furniture (benches, parklets) • Heston Village Conservation Area presents additional controls to public realm improvements 	<ul style="list-style-type: none"> • Utilise parking spaces to create new community green spaces • Implement Sustainable Drainage solutions • Community groups to partner up with developers on a new public greenspace (Rectory Farm) • Improving planning requirements around low carbon developments • Explore CIL or S106 opportunities to fund public realms improvements • Collaborate with community groups to maintain community and green spaces
3. Streets, connections, and Mobility	<ul style="list-style-type: none"> • Busy roads act as barrier to movement particularly for walking and cycling • Bus routes do not serve travelling around neighbourhood, limited bus frequency causes overcrowding • Public transport is unappealing for the elderly and people with disabilities • Low awareness of schemes and incentives to reduce car use and promote active travel • Cycling felt unsafe and areas lack infrastructure for active travel (cycle lanes/paths, crossings, bike racks, signage) • Limited travel options other than private car use • Accessibility issues for those with disabilities 	<ul style="list-style-type: none"> • Improve promotion of Council active travel and cycle schemes, and create rewards to incentivise people • Create safe and attractive active travel routes and infrastructure, while making it less attractive for private car use • Ensure routes are connected to Convent Way, Heathrow & River Crane • Engage with TfL to improve public transport • Implement car and bike sharing schemes integrated to public transport network for passengers and freight • Improve EV infrastructure • Implement a consolidated industrial logistics hub
4. Affordable and Sustainable Energy	<ul style="list-style-type: none"> • High energy bills and cost of living • Lack of knowledge on how to reduce energy consumption • High cost of renewable energy sources means it's unlikely the community will install themselves • Low level of funding support available to residents to allow people to retrofit their homes 	<ul style="list-style-type: none"> • Decarbonisation (retrofitting) of Council buildings using grants such SHDF • Use Net Zero Neighbourhood Model and Green Finance to secure private sector retrofit investment • Promote the Community Energy Fund to support community groups and assets to decarbonise and generate own energy • Improve planning conditions for developers • More communal activities and facilities to reduce using energy at home • Deliver in person support on how to reduce energy consumption at home • Educate community on climate impacts and renewables
5. Community Engagement	<ul style="list-style-type: none"> • Diversity in the community and spoken languages (English not well spoken amongst older population) • Lack of awareness of activities and support available in the Council • Lack of awareness of the 'Hounslow Connect' platform - An information and guidance hub connecting residents to local services and support and translation to all languages 	<ul style="list-style-type: none"> • Promote Hounslow Connect amongst community groups who offer activities in the area – 'train the trainer' - volunteering opportunity • Increase the availability of grants to community projects • Encourage community to become 'change-makers; innovate and prototype solutions • Enhance communication and promotion of Hounslow Connect as central hub of information for all (translation available for all languages)

	<ul style="list-style-type: none"> • Difficulty to reach all through promotion of activities and raise awareness of opportunities 	
6. A Place for Everyone (Equality, Diversity & Inclusion)	<ul style="list-style-type: none"> • Area with high indices of deprivation and vulnerability • Increase in the number of level 2 cases, in particular relating to money matters / help with personal finances and food support / help with shopping for food and supplies. • Transient neighbourhood, low level of community engagement, and commitment to social norms • People with disabilities or accessibility requirements are not properly consulted/considered during decision making • High level of digital exclusion • Lack of affordable recreational activities • Lack of social entertainment • Lack of learning and job opportunities for young people 	<ul style="list-style-type: none"> • Hounslow Community Solutions to partner up with community groups – develop a ‘train the trainer’ programme • Digital Inclusion Programme: distribution of laptops, training, and volunteering • Develop consultation schemes with Hounslow Connect and partners • Various community groups and organisation offering recreational services in the area – link up to Social Prescribing • Street market (support local traders and reduce travel needs) • Open space festivals (e.g. cinema in the park, music in the park, sports) • Thematic festivals (culture, knowledge, volunteering) • Encourage community to become ‘change-makers; innovate and prototype solutions

Table 6: Challenges and opportunities for the people-centred neighbourhood

3.2.2 Circular Economy Neighbourhood

Voices of Cranford and Heston - Community Vision

“We take action to improve the local environment together, tending to gardens and growing communal food. The air is cleaner, and the streets are litter-free, and people reduce consumption-based carbon emissions, recycle, repair and reuse items more.”

The visioning activity with the community has shown that having a clean, green, and healthy neighbourhood are much needed and appreciated for all. Everyone has a role in it and social awareness must be aligned with appropriate infrastructure and services as key assets to enable behaviour change and to get community buy-in.

The approach for a circular economy neighbourhood involves a joint effort from Council, residents, visitors, and businesses to create a cleaner, greener, and more sustainable neighbourhood where everyone benefits from.

A circular economy neighbourhood will focus on:

- **Making sustainable choices easy for everyone**, by having the right infrastructure in the right place combined with a sustainable behaviour change campaign to embed sustainable lifestyle.
- **Enhancing access to green shared spaces**, where people grow food, share skills, and feel more connected to nature.
- **Reusing and repurposing existing buildings and infrastructure** including underutilised assets applying sustainable manufacture and construction practices where applicable.

- **Opening up the Green Economy to all**, ensuring a just and equitable transition by equipping residents with knowledge and skills to secure job opportunities.

The London Borough of Hounslow and ReLondon have partnered to create and implement a ‘Heston in the Loop’ circular economy neighbourhood demonstrator, with funding secured for 2 years, from March 2022 to March 2024. The project aims to contribute to combating climate change, reducing environment impact whilst boosting the local economy, creating greater community cohesion, and promoting skills and job creation. The underlying objective is to create a replicable model that genuinely transforms residents and businesses relationship with stuff and see wider social and economic benefits. This will embed positive behaviour change where the community consume resources differently, waste less, and reuse, repair, share and recycle more.

Hounslow and ReLondon plan to achieve this aim through various activities that aim to catalyse and support ‘change’ agents’; businesses, schools, community groups and individuals, to remake the local and increase consumer ‘choice infrastructure’. According to the project theory of change, this in turn will build community involvement through circular economy action and influence resident consumption behaviours to change towards circular consumption options.

Various interventions will run during the project, which will be taking a phased and agile approach, but will focus on actions such as food waste prevention, promotion of re-use / recycling and refill opportunities. Activities are yet to be finalised but are planned to include:

- Business engagement
- Schools engagement
- Community engagement
- Interventions
- Stakeholder involvement
- Improving recycling services
- Promotion of the circular economy and what this is
- Communications strategy and plan

Circular Economy Baseline

In order to measure the outcomes and impacts of the ‘Heston in The Loop’ project, a baseline assessment of resident behaviour is being completed and should be ready early 2023. This has comprised two parts, both completed before any project activity takes place:

- A cross-sectional resident behaviour survey with 223 Heston Village residents and visitors
- Analysis of waste and recycling tonnage data from the Heston Village area.
- Waste composition analysis

The results of the survey will provide critical insights for planning future engagements and co-design interventions with the community and will serve as important guidelines for the communication campaign (seen in Figure 16).

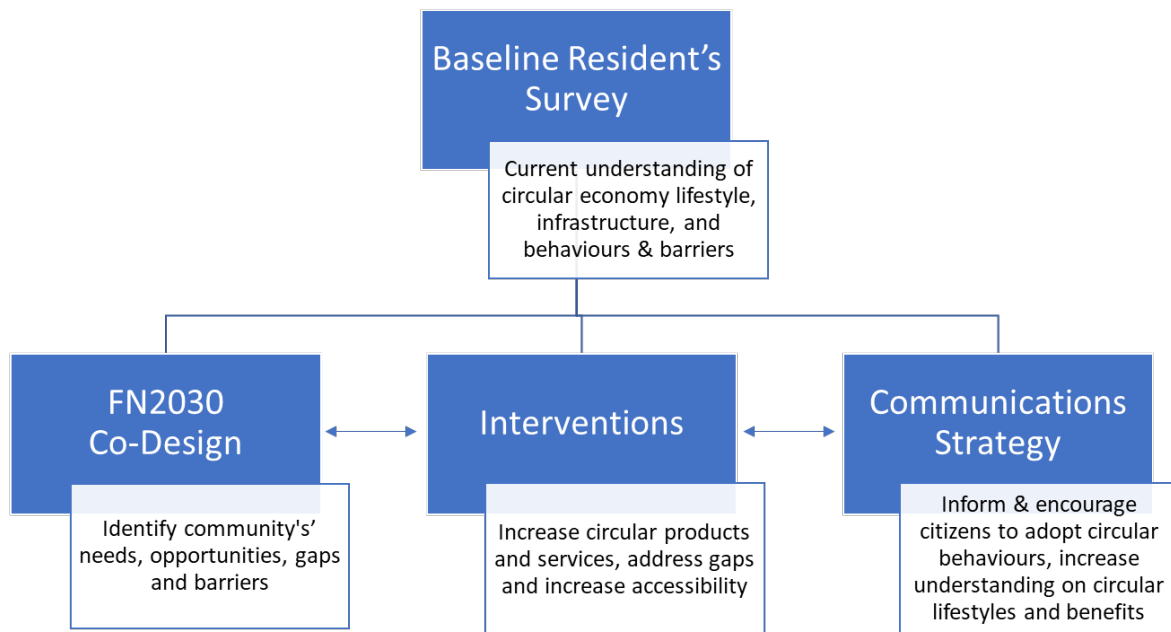
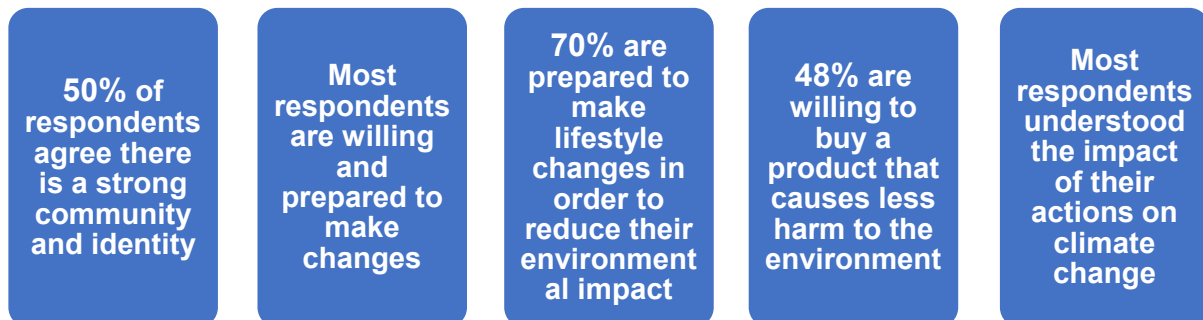
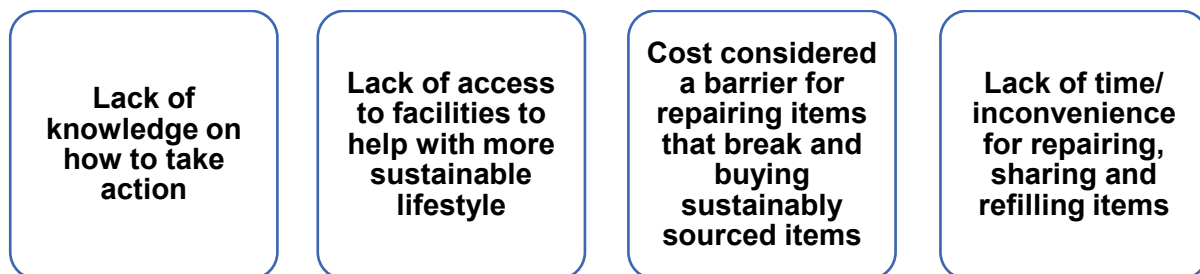


Figure 16: Interfaces between activities

Key results from the resident survey in Heston are highlighted below:



Several barriers towards certain sustainable actions were also identified. Most commonly:



Overall, the survey indicated the potential and willingness for residents to participate in more sustainable behaviours. Improving the local infrastructure in the community will be crucial to do this and ensuring that it is accessible for all.

The challenges and opportunities presented in the Table 6 below were identified by the community:

Programme	Challenges	Opportunities
Circular Neighbourhood	<ul style="list-style-type: none"> • High level of fly tipping • Access to recycling services for houses, flats, schools, and businesses • Affordability of more sustainable products and services • High level of single use plastic use for small businesses and food outlets • No coordination of waste collection for between local businesses • Lack of awareness of what items can be recycled and what services are out there • Lack of knowledge on how to take action • Lack of access to facilities • Cost for repairing items that break and buying sustainably sourced items • Lack of job opportunities for young people • High levels of loneliness and isolation amongst the community 	<ul style="list-style-type: none"> • Education campaigns to improve knowledge of recycling and how to dispose of waste responsibly • Low plastic schemes to restrict plastic use for businesses offering reusable food containers • Improving recycling service for houses, flats, schools, and businesses • Increasing sustainable products and services into neighbourhood • Encouraging current businesses to support reuse and refill schemes through discounts • Encourage a sharing and repairing economy through swap schemes and repair events • Promoting circular food procurement, that is plant-based and locally sourced • Create new skill and job opportunities

Table 6: Challenges and opportunities for the circular economy neighbourhood

3.3 Future Community Engagement – Key Aspects

Hounslow will continue to engage with communities to co-create and co-deliver a joint Future Neighbourhood vision for Cranford and Heston in 2030 linked to the councils wider Low Carbon Neighbourhoods programme. There are various ways in which this can be done and meaningful outcomes achieved. The council will aim to follow the approach below:

3.3.1 Community Organisations and Leaders as co-design and co-delivery partners

The council will work alongside established community organisations who have existing relationships with different communities to co-design and co-deliver resident engagements. It should aim to:

- Map what skills these organisations have and develop an approach to up-skilling more grassroots organisations to support engagement activities.
- Explore mechanisms for formally recognising community leaders and residents who are actively and regularly involved in community activities or attend Council events. The Council will explore utilising this group as a pool of residents who are paid to carry out in-depth research and co-design with residents.

The engagement will be co-designed directly with these organisations, from the outset to ensure it meets the needs of the communities and to ensure that it meaningfully shapes delivery. This approach is intended to encourage more hidden voices to participate and build greater trust between the councils and communities.

3.3.2 Building trust in engagement through familiarity

Communities need to see people that they identify with involved in activities before they will feel motivated and comfortable to participate themselves.

Being able to share images and videos of events on channels where community members will see them, such as in WhatsApp invites, social media posts, newsletters, etc, will be beneficial in motivating the full diversity of the community to become more involved.

- Use video and photographic content that are representative of people and place
- Use testimonials from trusted members of the community
- Address GDPR regulation GDPR exists for good reason, but it does impact the ability to tell compelling stories about community engagement. It should always be proportionate to risk and compromise sought to allow storytelling to take place.
Leading team should develop a constructive conversation with Information Governance to find a way forward that will allow for an engaged and participatory community ecosystem to flourish.
- Work with the Heston West Big Local Youth Film Club to develop films around the 2030 visions for the future. Interview those involved and use creative means to bring the visions and imagination to life - animation, drawings, storytelling.

3.3.3 *Building trust in engagement through communication and action*

The community needs to be informed of what their engagement is feeding into and what actions are being taken as a result. A few ways of doing that are:

- Communicating regularly with the community in ways that are meaningful and accessible to them. More council officers should attend and be involved in community engagement events - especially co-creation exercises but ensure that they are there in a "Yes and..." capacity to nurture rather than shut down ideas.
- Consider action in terms of easy wins and more impactful yet harder to implement interventions. A balance needs to be struck between keeping the community onside with easy wins in order to tackle the more complex challenges together.

3.3.4 *Create more opportunities to co-design during existing activities and events*

The Council has already begun to attend many community events and has built a relationship with many community leaders. This can be done in partnership with the Community Development Unit team

To build on this, the Council will aim at piggyback into existing events to develop ideas with residents rather than using these events primarily as a one-way communications channel. This can be done by:

- Creating ideas canvases, that help officers to actively listen to challenges that community members are raising and to work with them to think of solutions. This approach also takes into consideration that many people will not have an abundance of time to participate in these events, and therefore taking a 'drop-in' style approach should create more opportunities to engage with more people.

3.3.5 *Engagements should be short, focused, and simple*

Community engagement will vary on the opportunity, objective, and capacity mainly. Regardless of the scope, it should follow a concise and focused approach, allowing people to use their time in a productive way.

- Engagement sessions should be kept to 1 to 2 hours and the themes for the sessions should be kept very focused, for example a single session on green spaces, a single session on 15 Minute Neighbourhoods, etc.
- Whilst creating space for group conversation is important, smaller groups of 4 to 6 participants are easier to facilitate and ensure all voices can be heard. It is important that future engagements have adequate support, with groups of 4 to 6 requiring 1 facilitator and 1 notetaker to function smoothly.

- Setting up co-design groups can be a great way to keep the community focused around specific challenges.
- Welcome different mindsets and support co-creation by splitting sessions in 3 short tasks:
 - Imagination - identifying where we want to go/be
 - Problem diagnosing - identifying barriers to reaching the visions
 - Problem solving - finding ways to overcome the barriers and achieve vision goals

By separating the mindsets of imagination, problem diagnosing and problem solving over different sessions, what is being asked of participants is more straightforward and can allow facilitators to draw lines underneath the different conversations in order to move on to the next. Taking this approach requires time for analysis and playback between the sessions, for example consolidating the visions and sharing these back to kickstart the problem diagnosing stage.

3.3.6 Create opportunities for the community to quickly test ideas

Work alongside residents to develop a selection of their priority ideas and encourage the residents to apply for the [Thriving Communities Fund](#) or other funding streams available through the council.

4 Cranford and Heston Future Neighbourhood 2030 Summary Action Plan

The Cranford and Heston Future Neighbourhood 2030 Cranford and Heston combines existing council plans and strategies, ideas generated by the community co-design journey and existing pilot initiatives to generate an integrated implementation plan.

Short term (0 -2 years) interventions build on existing council projects or proposed pilots to accelerate neighbourhood delivery and decarbonisation.

Medium term (5-10 years) is focused on more complex interventions from the aspect of wider neighbourhood expansion and multi-year infrastructure interventions. These will build on success and lessons learned from the early year pilots and will build towards the council’s net zero by 2030 objectives.

2030+ represents our unconstrained ambition to achieve zero emission neighbourhoods from 2030-2050.

People-Centred Neighbourhood

Vision		People Centered Neighbourhoods	
Mission	Cranford and Heston residents use sustainable travel as their preferred mode of transport, have access to safe and quality spaces, and have energy efficient homes with onsite energy generation.		
Purpose	Create a resilient, healthy, and sustainable neighbourhood where there is equitable access to their everyday needs. The neighbourhood delivers a wider range of environmental, health, social and economic benefits for nature, climate, and the wider community.		
Objectives	<p style="text-align: center;">Short Term: 2023-2025 Medium Term: 2025-2030 Long Term: 2030 +</p>		
Promote sustainable and active travel	<ul style="list-style-type: none"> Implement an engagement plan for cycle training, bike repair and try before you buy Introduce new cycle hubs to improve access to cycle training locally Increase secure and accessible cycle parking in communities and destinations Enhance wayfinding and improve aesthetics of cycle and walking routes 	<ul style="list-style-type: none"> Create a network of healthy routes to schools, shops, and green spaces Ensure connectivity of routes to Hounslow Town Centre, Southall, and Heathrow Safe cycle crossing points at all key junctions and roundabouts to create attractive, safe, and undisrupted routes Cycling infrastructure to facilitate journeys from public transport interchange points to active travel 	Sustainable travel option is the most convenient and the default choice for every journey in the borough.

<p>Increase access to smart mobility hubs</p>	<ul style="list-style-type: none"> • Introduce an electric cargo bike share for businesses and residents • Accelerate installation of EV charge points including paid charge points in resident areas • Pilot micro-mobility hubs (bike share, e-scooters) • Expand car club provision 	<ul style="list-style-type: none"> • Scale up use of smart and micro mobility hubs • Decarbonise freight and logistics including freight and delivery consolidation 	<p>Every resident has access to out of home delivery infrastructure within 250m of where they live and work. All last mile deliveries are zero emission.</p>
<p>Improve the quality and accessibility of neighbourhoods including green spaces</p>	<ul style="list-style-type: none"> • Introduce more School Streets and Low Traffic Neighbourhoods • Increase rest, reflection, and recreation spaces in community settings • Expand civic action and environmental volunteering through council, partner and third sector lead initiatives. • Empower community groups to deliver community parklets and adopt underutilized spaces • Upgrade play spaces for children and young people • Complete the River Crane restoration for both wildlife and people creating a green and blue corridor with increased biodiversity 	<ul style="list-style-type: none"> • Improve accessibility for older and disabled residents • Reduce traffic and re-allocate road space as community spaces such as Parklets. • Reduce traffic speeds on arterial routes adjacent to walking and cycling routes • Incrementally lower the ratio housing to parking provision • Create high quality, multi-functional green spaces that cater for a diverse range of needs, sports, and recreation 	<ul style="list-style-type: none"> • All primarily residential streets are low traffic Neighbourhoods. • All schools within Schools Streets and Schools Zones. • 50% of the neighborhood infrastructure is classified as green infrastructure.
<p>Increase neighbourhood resilience and adaptation to the impacts of climate change</p>	<ul style="list-style-type: none"> • Expand community energy Programme to support the decarbonization of community buildings 	<ul style="list-style-type: none"> • Sustainable Urban Drainage Systems (SuDS) within Critical Drainage Areas • Improve greening and canopy cover 	<p>All residents in EPC rated A/B properties with options for onsite energy generation to reduce cost of energy.</p>

	<ul style="list-style-type: none"> • Pilot net zero neighborhood model to delivery deep whole house retrofit including energy generation • Complete feasibility studies of District Heat Network opportunities 	<ul style="list-style-type: none"> • Neighborhood by neighborhood programme for delivery of deep retrofit, onsite energy generation and additional community interventions • Maximise opportunities for greening of grey infrastructure 	<p>All communities have a local resilience plan integrated with council, partner and third sector services.</p>
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Circular Economy Neighbourhood

Circular Economy Neighbourhood				
Vision	Circular Economy Neighbourhood			
Mission	Cranford and Heston residents and businesses relationship with stuff is genuinely transformed through positive behaviour change where the community consume resources differently, waste less, and reuse, repair, share and recycle more.			
Purpose	Reduce environmental impact whilst boosting the local economy, creating greater community cohesion, and stimulating the green economy.			
Objectives	<p style="text-align: center;">Short Term: 2023-2025 Medium Term: 2025-2030 Long Term: 2030 +</p>			
Enhance recycling and circular economy infrastructure and services	<table border="1"> <tr> <td> <ul style="list-style-type: none"> • Improve full recycling service including food waste for households, flats above shops, and schools • Launch new commercial recycling service for local businesses • Promote additional services for harder to recycle items including textiles, small electricals & bulky items. • Launch a resident and school communication campaign to educate and raise awareness </td> <td> <ul style="list-style-type: none"> • Expand the number of hard to recycle collection points locally • Pilot recycling on-the-go infrastructure (streets and parks) • Introduce a flexible plastics infrastructure service </td> <td>100% recycling rates in homes and local businesses. Council waste and recycling services including vehicle fleet is net zero</td> </tr> </table>	<ul style="list-style-type: none"> • Improve full recycling service including food waste for households, flats above shops, and schools • Launch new commercial recycling service for local businesses • Promote additional services for harder to recycle items including textiles, small electricals & bulky items. • Launch a resident and school communication campaign to educate and raise awareness 	<ul style="list-style-type: none"> • Expand the number of hard to recycle collection points locally • Pilot recycling on-the-go infrastructure (streets and parks) • Introduce a flexible plastics infrastructure service 	100% recycling rates in homes and local businesses. Council waste and recycling services including vehicle fleet is net zero
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Support access to the Green Economy including Green Jobs and Skills	<table border="1"> <tr> <td> <ul style="list-style-type: none"> • Co-design and implement circular green skills training with local stakeholders including repairing, mending & horticultural • Partner with community groups and organisations to deliver interventions and events such as repair and clothes swap events • Promote West London Green Skills Hub </td> <td> <ul style="list-style-type: none"> • Establish circular or skills hubs to deliver a range of skills and learning courses • Expand the West London Green Skills Hub offer to meet skills and employment needs </td> <td> <ul style="list-style-type: none"> • Green curriculum embedded into all education provision. A just transition Which facilities underrepresented persons and groups participation in the Green Economy. </td> </tr> </table>	<ul style="list-style-type: none"> • Co-design and implement circular green skills training with local stakeholders including repairing, mending & horticultural • Partner with community groups and organisations to deliver interventions and events such as repair and clothes swap events • Promote West London Green Skills Hub 	<ul style="list-style-type: none"> • Establish circular or skills hubs to deliver a range of skills and learning courses • Expand the West London Green Skills Hub offer to meet skills and employment needs 	<ul style="list-style-type: none"> • Green curriculum embedded into all education provision. A just transition Which facilities underrepresented persons and groups participation in the Green Economy.
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	<ul style="list-style-type: none"> Engage with local businesses to map and tackle local skills needed 		
<p>Support local businesses, community groups and supply chain to adopt a circular approach</p>	<ul style="list-style-type: none"> Introduce a reuse and refill campaign Introduce a zero-plastic scheme in food outlets along key shopping parades Engage with local businesses to understand support needed to embed circular approaches and deliver Business Master Classes Attract circular economy businesses and social enterprises to the local area Support businesses to introduce refill for citizens Promote available B2B solutions to deal with unwanted waste streams and reduce resources needed Promote businesses advice sessions with Environmental Health Practitioners 	<ul style="list-style-type: none"> Expand support for adoption and offer of reuse and refill for local business Expand low plastic schemes, encouraging the switch away from SUP Establish a 'waste' materials reuse exchange hub platform Support and attract new businesses with a circular economy approach to the area Support businesses to innovate and become circular and net zero 	<ul style="list-style-type: none"> Circular economy (services and consumption) is embedded and adopted in the neighbourhood, with more circular business operating in the local area Circular economy procurement is adopted by businesses Businesses use 'waste' materials reuse exchange hub platform Local businesses are thriving and resilient The community feels empowered to change the status quo of linear consumption
<p>Support community assets to adopt a circular approach</p>	<ul style="list-style-type: none"> Introduce interventions in schools to encourage circular behaviour change within the school community Promote circular economy procurement, including a circular economy directory Incentivise repair, reuse, repurpose of assets amongst council and community 	<ul style="list-style-type: none"> Expand interventions in remaining schools Expand interventions and support to spaces of worship, community centres, libraries, leisure centres, and parks Establish a 'waste' materials reuse exchange hub 	<ul style="list-style-type: none"> Circular economy (services and consumption) is embedded and adopted in the neighbourhood Community use 'waste' materials reuse exchange hub platform

	<p>groups interventions (e.g., maintenance of community spaces)</p> <ul style="list-style-type: none"> • Develop a materials and knowledge sharing platform 		
<p>Nurture nature connection and social cohesion within circular food growing</p>	<ul style="list-style-type: none"> • Create additional opportunities for community food growing such as allotments and community gardens • Encourage school and business partnerships to enhance funding and education • Improve access to community growing spaces for residents in flats and housing estates without access to gardens • Signpost food growing activities to social prescribing (mental health and wellbeing) • Establish local composting sites 	<ul style="list-style-type: none"> • Food growing (community garden) is prioritised within areas of existing deprivation • Set up community food networks with local charities to ensure surplus food grown locally is redistributed • Residents and schools utilise all spaces for local food growing including raised planters, green roofs, edible wall, and balcony planters • Community gardens are delivered as a standard within new developments 	<ul style="list-style-type: none"> • Food waste is composted locally, which feeds local allotments and community gardens • Sustainable food growth is embedded in the neighbourhood and residents have access to quality food growing spaces

5 Next Steps and Investment Need

An initial suite of pilots to demonstrate the Future Neighbourhood approach and act as a catalyst for further investment is outlined at Table 5. These are currently unfunded. The council is exploring a range of options for securing the capital required to deliver this initial set of interventions.

Intervention	Budget
E-cargo bike Hub	£28,750.00
Avenue Park- refurbishment and transformation	£142,650.00
Parklets	£29,612.50
Cycle Hub- infrastructure, bikes, training sessions and repair facilities	£207,000.00
Avenue Park Community Festival	£10,000.00
Total	£418,012.50

Table 5: Budget for pilot interventions

In addition, the council is already delivering the '[Heston in The Loop](#)' in partnership with ReLondon which is a circular economy demonstrator neighbourhood.

The Future Neighbourhood 2030 Cranford and Heston is an area engagement and implementation plan linked to London Borough of Hounslow wider Net Zero Neighbourhoods programme.

Cranford and Heston are one of the three target areas in the borough for a first phase pilot of a Net Zero Neighbourhood model. This aims to deliver place-based retrofit and community infrastructure using a sustainable mix of public and private sector funding sources linked to a property-based payment obligation. Subject to a feasibility study it is anticipated that a neighbourhood demonstrator will cost approximately **£38.75m** with 25-50% of this cost met from private sector funding.

Early investor engagement is being undertaken with a variety of stakeholders to support feasibility studies and subsequent delivery pilots. These include

- UK Infrastructure Bank
- Infrastructure Providers and Outcome Buyers
- Private banks
- Department Business Energy and Industrial Strategy
- 3CI- Cities Commission for Climate Investment
- UK Research and Innovation Council

Looking beyond the initial pilot interventions and neighbourhood demonstrator to retrofit and decarbonisation of all Cranford and Heston major residential and community assets shows the scale of funding required to achieve net zero.

Deep and whole house retrofit of all five-council owned social housing estates is estimated to cost **£53m** impacting 1649 homes. Additional place-based interventions in or proximate to these estates for transport, waste, green and community infrastructure will require an additional **£11m**.

Extending this challenge to private households will require an estimated **£170m** for retrofit alone of 6954 homes and an additional **£32m** for the complementary neighbourhood improvements to deliver holistic net zero neighbourhoods.

These cost estimates do not include work required to decarbonise community centres, leisure centres, library and schools in the area.

The neighbourhood investment model is critical as it is unlikely council and other public funding sources alone will be insufficient to fund with confidence an area-by-area programmatic approach

The Cranford and Heston Future Neighbourhood 2030 will act as a pathfinder for the application of community co-design, neighbourhood prioritisation and demonstrators that will be applied to the wider Low Carbon Neighbourhoods programme.