

APPENDIX A – CONSULTATION ANALYSIS

This appendix sets out in detail the following items:

- Describes the Experimental Traffic Management Order (ETMO) process
- Consultation methodology
- Consultation publicity
- Analysis of the responses received per scheme

ETMO 6 month statutory objection period:

The purpose of the ETMO objection period was to seek the views of the relevant partners on the proposed schemes under ETMOs. The consultation method is explained in further detail below:

Internal consultation – officers will share the proposals and seek feedback from the following before the consultation is made public:

- The Cabinet Member for Streets & Environment
- Local Ward councillors
- Director of Education
- Highways and Parking Service Teams
- Transport Strategy Service
- Communications & Engagement Team
- Head Teachers of affected schools

External consultation – amendments following feedback at the internal stage will be made and the final public consultation leaflets will be published and shared with the following:

- Local Member's of Parliament
- The Cabinet Member for Streets & Environment
- Local Ward councillors
- Director of Education
- Highways and Parking Service Teams
- Transport Strategy Service
- Communications & Engagement Team
- External partners such as Transport for London, Trams & Buses
- All affected school, the staff and parents
- All affected residents and businesses located within 250m of the school street
- Local groups and associations located within 250m of the school street
- Places of worship located within 250m of the school street
- Emergency Services
- On all council digital platforms
- Through council press release and newsletter

Consultation method:

The council delivered a consultation leaflet per HSS explaining the schemes in detail to all residents, businesses and organisations located within 250 metres from the extents of the proposed school street. The consultation leaflets sent out for all 10 proposed Healthy School Street schemes have been included with this report.

250 metre consultation boundary:

To fully understand and appreciate the consultation analysis as presented in this report, it is important to note the consultation boundary, its definition and categorisation.

- 250 metre boundary: the council has chosen to consult properties that fall within 250 metres of the extents of the proposed healthy school street scheme by sending them a consultation leaflet. This is consistent with the method use previously when consulting on the existing school streets.
- The distance of 250 metres is measured as road length from the various entry points to any one scheme.

Get Involved Survey

The leaflets published the link to the Get Involved Survey [Healthy School Streets Experimental Traffic Management Orders \(ETMOs\) - Statutory Consultations | Get Involved Croydon](#) that encouraged the community to use this channel to submit their objection or support for the proposals. We also accepted emails to a dedicated email address (as set out below) and letters.

Consultation publicity:

The consultation launched on 25 April 2022 and expired at midnight on 25 October 2022. It was published on all digital platforms in tandem with announcements made about the consultation through a council press release and newsletter. The response rate is based on the number of leaflets delivered to those within the consultation area (250 metre boundary) and responses received from the same only. In total 5,635 leaflets were delivered, and 145 responses were received from those within the consultation area, representing a response rate of 2.5%, the average response rate from consultations in Croydon is around 10%. In line with good practice the council installed street notices in the vicinity of the school.

The council has an active internal communications and engagement team that made announcements and publications in relation to the consultation via various means these have been detailed below with links to the relevant publications:

- 1) Your Croydon: [Have your say on proposals for new Healthy School Street schemes – Newsroom \(lbc-app-w-newscroydon-p.azurewebsites.net\)](#)
- 2) I Love Croydon Facebook page
- 3) I Love Croydon Instagram page
- 4) I Love Croydon Twitter Account:
- 5) The council has a dedicated Healthy School Streets website (www.croydon.gov.uk/school-streets), where the consultation material was

published along with background information on the councils Healthy School Street programme

- 6) A dedicated Healthy School Streets email was set-up for enquiries only relating to the consultations – healthyschoolstreets@croydon.gov.uk

All the objections received during that 6-month statutory period are considered along with the council's own assessment on how the scheme has performed before taking a decision to either remove the scheme in its entirety or make the scheme permanent after the 18 month period. The reasons for implementing schemes under ETMO's are as follows:

- Enables an extended consultation period (6 months)
- Enables those affected to appreciate the true impact of the schemes and submit objections in real time.
- Enables the council to monitor the schemes and its impacts on air pollution and traffic.
- Enables the council to make amendments to the schemes in response to objections received during the first 6 months of the 18-month ETMO period.
- Enables decision makers to review experimental feedback and data before a decision is made to retain or remove schemes.

Analysis of the responses received per scheme

Analysis of objections received from Get Involved link							Objections received per theme					Themes and Summary of objections	Officer Response	
HSS	School	School Street	Total No of responses received (getinvolved) per scheme	Total No of responses received (emails) per scheme	Overall total of responses received	Overall Total number of support received per scheme (emails + getinvolved)	Overall Total number of objections received per scheme (emails + getinvolved)	Traffic Displacement	Access during restricted times	Money Making scheme	Other (inadequate signage, restrictions too long, against in principle etc)			Total (check)
1	Ecclesbourne Primary school CR7 7FA	Atlee St	13	0	13	0	13	3.33	5.33	2.33		12.99	Traffic Displacement: The scheme has contributed to an increase in congestion in nearby roads. Access times causing difficulty for deliveries in particular the afternoon 2-4pm restrictions, reliance on deliveries for medical supplies for disabled children. Food deliveries additionally is an issue during restricted times. Use of taxis for shopping trips is limited to outside of restrictions and this is an issue, additionally use of taxis for hospital appointments has become a problem. Caring for disabled children is a problem with current restrictions. Money making: scheme introduced to raise revenue. Other: roads should not be closed	The council has an FAQ's on line providing information on how the permit system work and eligibility for permits. https://www.getinvolved.croydon.gov.uk/schoolstreetsg4/widgets/64673/faqs#17416 . However, insofar as shopping trips by taxis and grocery deliveries are concerned, these can be planned to take place outside of the restricted hours of operation as these options exist. The revenue raised through enforcement is ringfenced to be spent on maintaining the public highway in line with current legislation. The programme of school streets are introduced in line with current national and regional and local policies aimed at increasing walking and cycling for health benefits
2	St Thomas Becket Catholic Primary	Dickenson's Lane	4	1	5	0	5	1	1.5	0.5		2	Access times causing difficulty for visitors, people with medical conditions need support throughout the day i.e carers	as above
3	Harris Primary Academy school CR2 6HS	Haling Rd	12	2	14	3	11	3.33	1.5	1.83		10.99	Traffic displacement in Helder Rd. Road Safety Parents park illegally on single yellow lines on Haling Rd section just off Brighton Rd causing congestion Money making scheme: Council wants to raise revenue.	Any monies raised through enforcement are ringfenced for expenditure on the public highway. In-person enforcement can be increased to tackle illegal parking at specific locations. The revenue raised through enforcement is ringfenced for re-investment in maintaining the public highway in line with current legislation
4	Keston Primary School CR5 1HP	Keston Ave	38	15	53	1	52	39.88	2.5	0.6		51.98	Traffic displacement: Court Ave is now congested due to rat running traffic and displaced traffic due to the restrictions in Keston Ave. Drivers get into a habit of using Court Ave even outside of the restrictions even at weekends, driveways currently blocked by parents. Speeding issues in Court Ave, restrictions causing problems for visitors and parents arrive earlier in Keston Ave before restrictions in place. Other category.	To assess the concerns raised with respect to displaced traffic in Court Avenue, the council undertook traffic surveys. Keston Primary has a secondary school entrance on Court Avenue, where we have seen recorded traffic volumes increase in the AM Peak period. Whilst in other locations school and local traffic could dissipate across the wider local area, for Court Avenue the surrounding road network is such that it forms an alternative route between Coulsdon Road and Keston Avenue, meaning that traffic displaced from the restricted section of Keston Avenue is concentrated in Court Avenue, thereby increasing road danger risk.
5	Downsview Primary School SE19 3XE	Marston Way	7	1	8	1	7	1.5	2.5	1		2	Traffic displacement on Biggin Hill and congestion. Access issues: Difficulty for elderly and disabled requiring taxis during hours of operation, deliveries of parcels and groceries affected. Scheme to change travel behaviour does not consider the elderly and disabled. Money making scheme. Other category	The council has an FAQ's on line providing information on how the permit system work and eligibility for permits. https://www.getinvolved.croydon.gov.uk/schoolstreetsg4/widgets/64673/faqs#17416 . However, insofar as shopping trips by taxis and grocery deliveries are concerned, these can be planned to take place outside of the restricted hours of operation as these options exist. The revenue raised through enforcement is ringfenced to be spent on maintaining the public highway in line with current legislation. The programme of school streets are introduced in line with current national and regional and local policies aimed at increasing walking and cycling for health benefits
6	Christchurch CofE Primary School CR8 2BS	Montpelier Rd	11	3	14	1	13	5	5	0		13	Traffic Displacement. Access issues: access for visitors / deliveries. Difficulty for those requiring taxis for hospital appointments, needing carers, requiring contractors / builders for repairs, family and friends cannot visit during operational times. If scheme is to stay then change times to one hour 0800-0900 and 3-4pm, enforcing during term times only	As above, the council has made arrangements through the current permit system for builders/ other tradesperson to attend premises. See FAQ's on consultation website https://www.getinvolved.croydon.gov.uk/schoolstreetsg4/widgets/64673/faqs#17416 . The current permit system allows for temporary permitting of tradesperson / builders for attending premises for repairs. Family and friends can be exempt from the scheme up to a limit of 3 permits free of charge. The longer hours of operation is a deterrent to parents who may drive to school earlier if the restricted hours were shorter and defeat the main goal of the scheme.
7	Oasis Academy Ryelands SE254XG	Sandown Rd & Oakley Rd	7	5	12	3	9	5.33	0.33	3.33		8.99	Traffic displacement issues. Access issues: tradesperson, family and friends cannot visit during operational times, signage inadequate or unclear to drivers, operational times to be limited to one hour AM and PM	Please see response ref Access and displacement issues. Signage in line with current regulations
8	Ridgeway Primary	Southcote Rd	8	1	9	0	9	4	1	0		4	Access issues: tradesperson, family and friends cannot visit during operational times	Please see response ref Access and displacement issues.
9	Harris Primary Academy	Thomson Crescent and	8	0	8	0	8	1	5	0		2	Access issues: Difficulty for elderly and disabled requiring taxis during hours of operation, deliveries of parcels affected.	Please see response ref Access and displacement issues.
10	St Joseph's Catholic Junior School	Woodend	8	1	9	0	9	3	1	1		4	Traffic Displacement: parents parks along Bradley Rd causing congestion, park along driveways and on yellow lines. Access issues: No access to Woodend during operational times of schemes means longer detour to get to Beulah Hill.	The council can look at increasing enforcement patrols at troubled spots where illegal parking takes place. Access to Woodend can be planned outside of the operational hours.
Total			116	29	145	9	136	67.37	25.66	10.59	32.33	135.95		