

## APPENDIX A – CONSULTATION ANALYSIS

This appendix sets out in detail the following items:

- Describes the Experimental Traffic Management Order (ETMO) process
- Consultation publicity
- Consultation methodology
- 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:

- Executive Mayor
- 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 Members 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 and Buses
- All affected schools, 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 were sent out for all the nine Healthy School Street schemes that 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. The Council also accepted emails to the [healthyschoolstreets@croydon.gov.uk](mailto:healthyschoolstreets@croydon.gov.uk) mailbox and letters.

### **Consultation publicity:**

The consultation launched on 13 March 2023 and expired at 23:59 on 13 September 2023. 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 8,030 leaflets were delivered, and 137 responses were received from those within the consultation area, representing a very low response rate of 1.7%. 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](http://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](mailto: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 ETMOs 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.