

EALING SCHOOL STREETS: BRENTSIDE PRIMARY ACADEMY PROPOSAL FEEDBACK EVALUATION.

Prepared by Hup Initiatives for the London Borough of Ealing, December 2022.

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Report Introduction:

This independent report into the 'School Streets' scheme proposed by the London Borough of Ealing (LBE) in the vicinity of Brentside Primary Academy School Ealing has been produced in December 2022 by Hup Initiatives. This report outlines and displays results from three provided data sets; TfL 'STARS' school travel surveys, a 'Give My View' survey of the local / school community, and an official Traffic Management Order (TMO) consultation in regards to the proposed highway access changes.

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Introduction to Brentside Primary Academy School Street Proposal:

Ealing School Streets Scheme:

London Borough of Ealing Council (LBE) wants to make the Borough a great place to live, work and spend time in. Good, sustainable transport is a fundamental part of the council's priorities to create 'Healthy Streets' that seek to reduce pollution and increase physical activity rates by providing safe, convenient alternatives to short car journeys.

Our Transport Strategy aims to build a positive legacy to enhance the environment and improve public health by focusing on 'active travel' (walking and cycling). We will improve streets and transport infrastructure to reduce dependency on cars to prioritise active, efficient and sustainable travel modes, making Ealing a healthier, cleaner, safer and more accessible place for all.

A School Street is where the streets around a school are closed to most traffic at school opening and closing times. An exemption policy applies and some vehicles are eligible for permits, including those registered to residents and businesses within the designated zone.

LBE have successfully implemented School Streets for 17 schools since September 2020. On average active travel for the school journey has increased by 7% and car use reduced by 4% in the first year. LBE has set an ambitious and exciting challenge to have 50 School Streets by 2026. Schools are prioritised based on a selection criterion that includes the following categories:

- Road safety (casualties).
- Air Quality.
- Index of Multiple Deprivation.
- STARS engagement.
- Active travel.
- Location suitability.

Closing the streets to school and through traffic helps to achieve a safer, more pleasant environment for everyone, especially those who are walking and cycling.

The purpose of this report is to provide an independent evaluation of the consultation of the proposed School Street for Brentside Primary Academy School.

School Overview

School information

- Primary School.
- Brentside Primary Academy School is 2 form entry.
- The school is located on Kennedy Rd, London, W7 1JL.
- There is no Controlled Parking Zone (CPZ) in the immediate vicinity.
- The school has a Bronze TFL STARS accreditation valid until August 2023.

Proposed School Street

- Elfwine Road, Hillyard Road – between Kennedy Road and Laurie Road - and Kennedy Road – between Greenford Avenue and Cuckoo Avenue.
- Times - 8.15am and 9.15am Mondays to Fridays, between 2.45pm and 3.45pm on Mondays to Thursdays and between 2pm and 3pm on Fridays.
- Engagement and consultation activities
 - Walking workshop (group walk in the proposed area) – 07/11/2022, attended by the Headteacher, the Deputy Head, 1 member of the governing body, 2 Families from the School, 5 pupils and 2 residents.
 - Pop Up event (public engagement activity) – 23/11/2022, in school hall, attended by 8 parents, 4 staff, 1 resident.
 - Online presentation (about scheme and decision-making process) – 29/11/2022, no attendees
 - Year 5 in class workshop (interactive lesson on active travel) – 16/11/2022
 - Letters to residents – 10/11/2022, by Royal Mail to 135 addresses and reminders were hand delivered to properties within the proposed School Street zone
 - The School Travel Team were available to receive emails, letters and phone calls from members of the local and school community

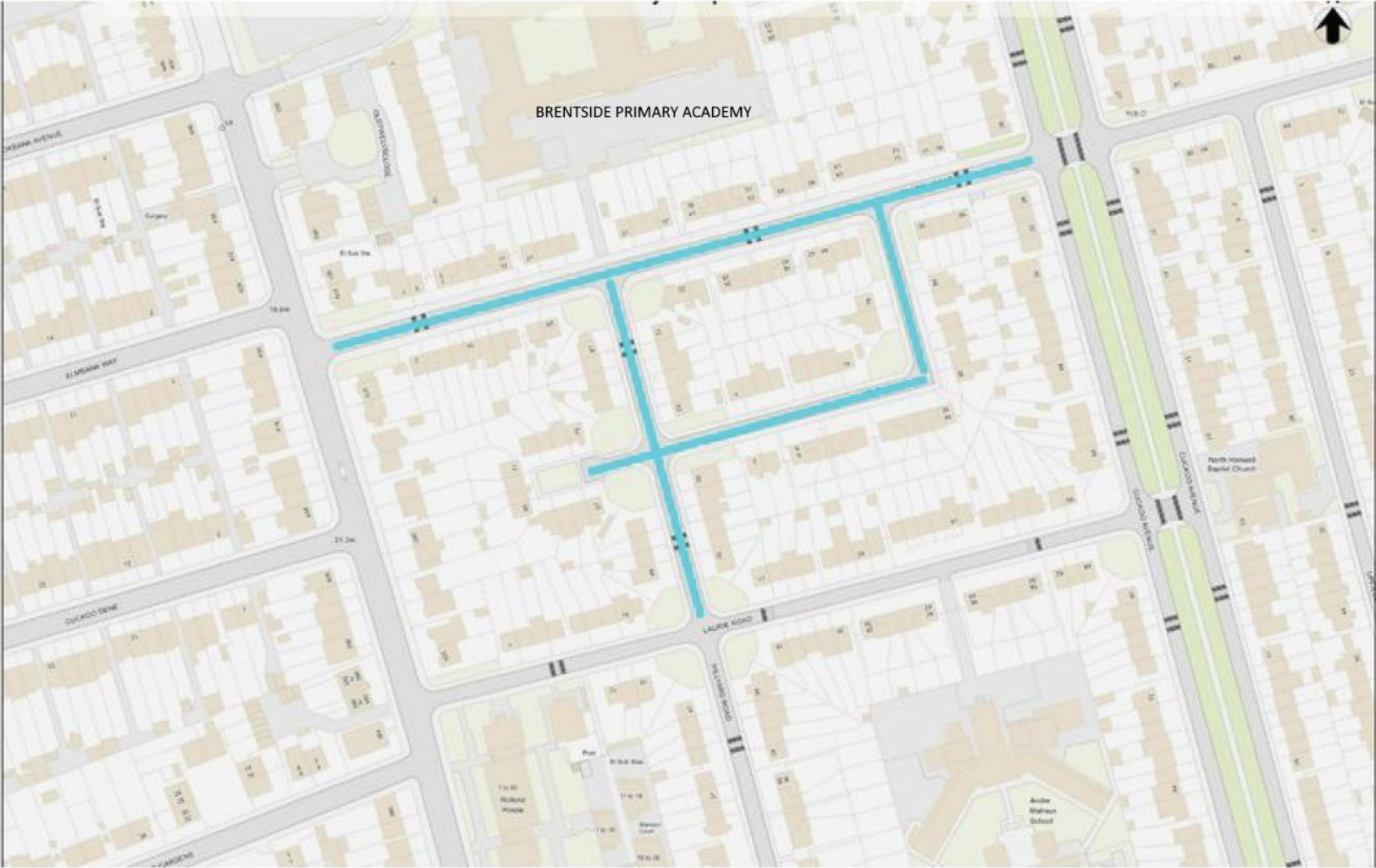
Consultation method

- Give My View – online survey was open from 07/11/2022 to 05/12/2022. Hard copies were posted on request.
- Traffic Management Order – 21-day statutory consultation from 9th to 30th November 2022. Published in The Gazette [Road Traffic Acts | The Gazette](#)

Figure 1: School Consultation Images



Figure 2: Map of Proposed School Street



‘STARS’ Data:

Introduction to data set:

<https://stars.tfl.gov.uk/About/About>

STARS – Sustainable Travel: Active, Responsible, Safe

STARS is TfL's accreditation scheme for London schools and nurseries. STARS inspires young Londoners to travel to school sustainably, actively, responsibly and safely by championing walking, scooting and cycling.

STARS supports pupils' wellbeing, helps to reduce congestion at the school gates and improve road safety and air quality.

The tables presented below display the results of the pupil survey of ‘actual’ and ‘preferred’ mode of school travel at Brentside Primary Academy School.

STARS results:

Table 1 - Actual mode of travel. Response rate 97%. Date of survey: 29/04/2022

Walking (actual)	Scooting (actual)	Buggy (actual)	Cycling (actual)	Rail / Overground (actual)	Public Bus (actual)	School Bus / taxi (actual)	Car / motorbike (actual)	Car share (actual)	TOTAL
205	43	1	16	2	29	2	99	1	398
51.51%	10.80%	0.25%	4.02%	0.50%	7.29%	0.50%	24.87%	0.25%	

Table 2 - Preferred mode of travel. Response rate 89%.

Walking	Scooting	Buggy	Cycling	Rail / Overground	Tube	Tram	Public Bus	School Bus / taxi	River	Car / motorbike	Park and stride	TOTAL
151	79	1	65	4	2	6	11	8	1	35	3	366
41.26%	21.58%	0.27%	17.76%	1.09%	0.55%	1.64%	3.01%	2.19%	0.27%	9.56%	0.82%	

Table 3 – Staff actual and preferred mode of travel. Response rate 97%

Walking	Public Bus	Car / motorbike	TOTAL
15	3	21	39
38.46%	7.69%	53.85%	

Summary of STARS results:

The pupil survey shows the majority of pupils (approximately 67%) are arriving at the school site via active modes or travel (Walking, Scooting & Cycling). A School Street is expected to improve road safety for these pupils by reducing motor vehicle movements in close proximity to the school gates.

The survey also shows that approximately 25% of pupils are travelling by Car / motorbike which may result in traffic concerns around the school drop off and pick up times. The scheme may help to encourage a reduction in this number and possibly result in increased 'Park and Stride' by requiring pupils arriving by car to walk the final length of their journey.

The preferred results show that the percentage of pupils who would prefer to travel by active modes increased from 67% to 81% (a 14% increase). The number reporting a preference for travel by car is 15% less than those currently doing so.

The increase in preferences for cycling is particularly notable (from 4% to 18%) as the School Street will create a large area of restricted road with reduced vehicle movements. These restrictions may provide a safer environment for young cyclists to cycle on the highway. This in turn may increase confidence in cycling and assist in long term behaviour change.

The staff survey shows that the majority of the staff travel by car (54%). There was no difference in the 'actual' and 'preferred' results.

‘Give my view’ data:

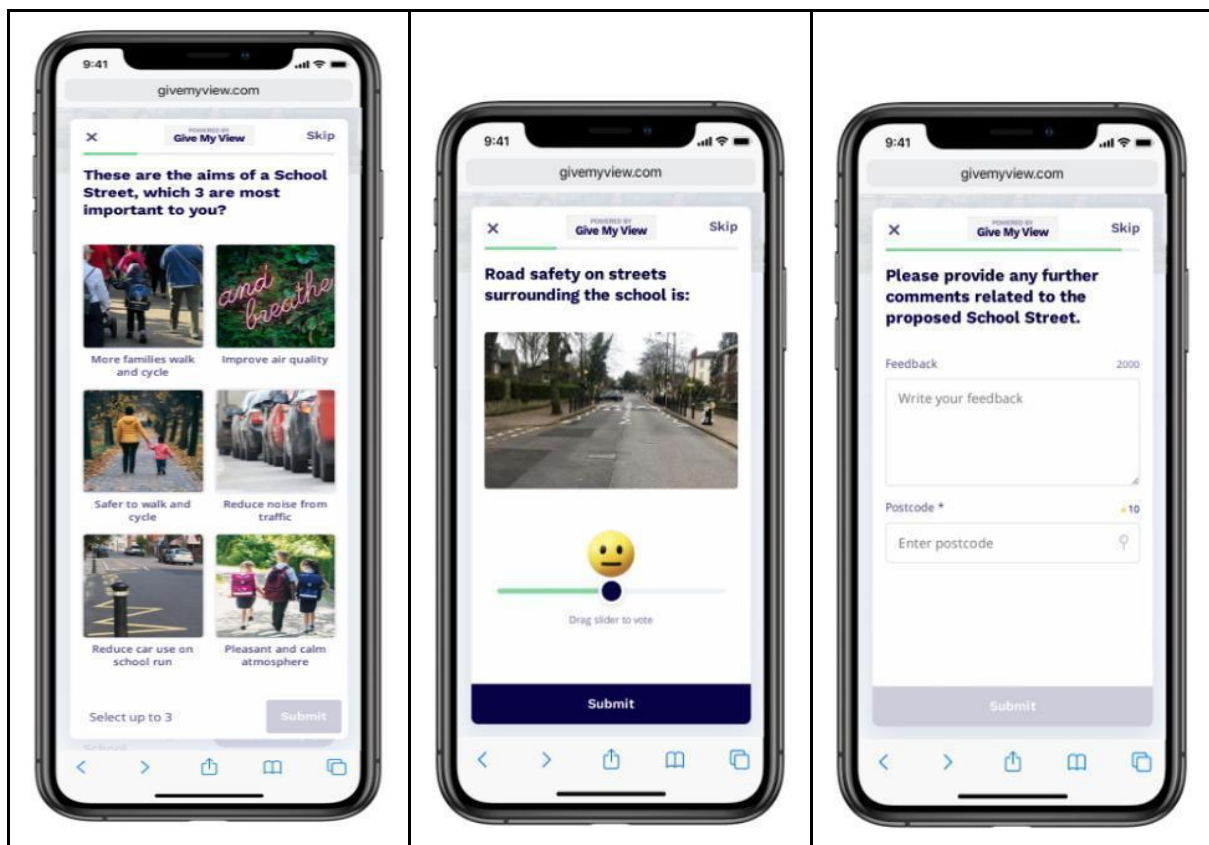
Introduction to data set:

‘Give my view’ is a survey platform developed by Built-ID. The survey was produced by LBE to target the school and local community. The survey seeks to distinguish between various groups such as Pupils, Staff, Parents, Residents and Businesses who will be impacted by the School Street.

Most questions in the survey seek to understand the respondents’ views on various aspects of the current situation and establish levels of support for the overall scheme. The survey states the scheme’s aims and responses are made on wider concerns through the use of multiple-choice answers or a sliding scale relating to how strongly the respondent feels. These results can be found in the tables below.

Additionally, respondents were given the opportunity to provide further comments on the proposals. All of these comments have been read and coded by Hup Initiatives to provide further numerical analysis as well as key findings and suggestions based on the school and local community’s feedback. These results can also be found in the tables below. In total, 227 were generated however a number of logs did not contain data or had limited engagement with the questions.

Figure 3: Give my view screens examples





Scheme Aims:

Within the 'Give my view' survey, respondents were invited to choose up to three aims of the school scheme which they considered to be the most important (out of a choice of six). The 'Table of scheme aims' below displays the percentages of respondents selecting each of the aims e.g. Overall, 51% of respondents chose 'Reduce car use on school run' as one of their selections.

Table 4: Table of scheme aims:

Question: These are the aims of a School Street, which 3 are most important to you? (Percentage of respondents selecting option)							
	TOTAL NUMBER of respondents	More families walk and cycle	Pleasant and calm atmosphere	Improve air quality	Safer to walk and cycle	Reduce car use on school run	Reduce noise from traffic
OVERALL	208	28%	48%	28%	64%	51%	13%
Brentside Primary Academy Pupil	33	24%	58%	42%	42%	36%	15%
Brentside Primary Academy Parent / Carer	87	26%	46%	22%	76%	52%	8%
Brentside Primary Academy Staff	27	48%	48%	26%	78%	48%	11%
Resident within School Street	19	16%	42%	21%	32%	74%	42%
Business within School Street	1	100%	100%	100%	0%	0%	0%
Resident outside School Street	40	25%	45%	33%	65%	53%	13%
Business outside School Street	1	0%	100%	0%	100%	100%	0%

Scheme aims summary:

Overall: Overall 208 people responded to this section of the survey. The most frequently selected aim was 'Safer to walk and cycle' (64%) which was significantly more frequent than the second most common, 'Reduce car use on school run' (51%), followed closely by 'Pleasant and calm atmosphere' (48%). 'Reduce noise from traffic' was the least selected aim overall (13%) and also in most respondent categories. The remaining aims ('More families walk and cycle' and 'Improve air quality') were both selected by 28% of respondents.

Businesses: Only two businesses responded to this section of the survey therefore their selections are of limited value for comparison to other groups. Consequently, they are not reported on further in this section. The 'Business within School Street' selected; 'More families walk and cycle', 'Pleasant and calm atmosphere', 'Improve air quality'. The 'Business outside' selected; 'Pleasant and calm atmosphere', 'Safer to walk and cycle' and 'Reduce car use'.

Pupils: Pupils most frequently selected 'Pleasant and calm atmosphere' (58%). This was the highest frequency of any group for this aim. Likewise, 'Improve air quality' (42%) was also the most frequently selected aim of any group. While 'Reduce noise from traffic' was the least frequently selected by the pupils (15%) the frequency with which they selected 'Reduce car use on the school run' (35%) was significantly lower than parents / carers, staff, and residents.

School Parent / Carer: The parents and carers most frequently selected 'Safer to walk and cycle' (76%) by a significant margin from their second most frequent selection, 'Reduce car use on school run' (52%). This shows a strong desire to improve road safety. The parents and carers were the least likely respondents to select 'Reduce noise from traffic' with just 8%.

School Staff: The staff selected 'Safer to walk and cycle' most frequently of all groups with 78%. There was a significant margin to their second most likely choices; 'More families walk and cycle' / 'Pleasant and calm atmosphere' / 'Reduce car use on the school run' (all 48%). From these results it appears that the school staff believe there can be notable improvements to road safety and levels of active travel.

Residents within School Street: The 'Residents within School Street' most frequently selected 'Reduce car use on school run' (74%) and 'Reduce noise from traffic' (42%) both of which were the highest scores of any group ('Pleasant and calm atmosphere' also scored 42%). Conversely, two of their least selected aims, 'More families walk and cycle' (16%) and 'Safer to walk and cycle' (32%) were the lowest frequencies of any group suggesting that the 'Residents within' may not immediately associate reducing car use with increasing active travel, road safety, and reducing air pollution (which was only selected by 21% of the 'Residents within').

Residents outside School Street: The results from the 'Residents outside School Street' contrast considerably compared to the 'Residents within School Street'. The most frequently selected aim for 'Residents outside' was 'Safer to walk and cycle' with more than double the frequency of the 'Residents within' (65% vs 32%). The 'Residents outside' were also much less likely to select 'Reduce noise from traffic' 13% vs 42%.

Feedback sliders:

The table below displays the average slider score selected by the respondents for each of nine statements (between 0 and 100). A high score indicates positive feelings and a low score indicates negative feelings. E.G. Overall, on average respondents scored 'Drivers idling' as 27. This represents a negative perception of drivers idling. Results have been colour-coded as follows; Negative 0-39, Neutral 40-60, Positive 61-100.

NB. For ease of reporting the 'Total number of respondents' in the table below is displayed as an approximate figure owing to respondents choosing to skip some questions. The approximation is based primarily on the number of respondents engaging with the final question of the survey. This figure is displayed to ensure that appropriate consideration can be given to each category. For example there were significantly more responses from parents than from residents.

Table 5: Average 'Give my View' slider scores:

Table of average 'Give my View' slider scores:										
	TOTAL NUMBER of respondents (approximate)	Road safety on streets surrounding the school is:	Congestion on streets surrounding the school is:	The speed cars travel at is:	The traffic noise in the streets surrounding the school is:	The parking near the school during school start and finish times is:	Drivers idling (leaving engines running whilst parked) is:	The number of children travelling actively to school (walking and cycling) is:	I feel the impact of a School Street in the local area will be:	Finally, how do you feel about the proposal for a School Street in your area?
OVERALL	190	44	32	48	41	29	27	53	66	69
Brentside Primary Academy Pupil	30	65	41	64	44	50	24	66	59	59
Brentside Primary Academy Parent / Carer	78	41	30	48	44	24	31	52	68	74
Brentside Primary Academy Staff	24	28	26	34	32	22	19	37	80	81
Resident within School Street	19	32	31	42	37	20	24	57	57	64
Business within School Street	1	58	53	50	75	50	50	50	50	35
Resident outside School Street	36	49	31	44	42	33	28	55	63	62
Business outside School Street	2	30	25	25	25	25	25	25	75	64

Feedback sliders summary:

Overall respondents clearly indicated that they anticipate a positive impact (66) and feel positive about the scheme (69). This was true for most groups responding with the clearest exception being the 'Business within School Street' for which there was only 1 response.

The main areas of concern (as indicated by an average score between 0 and 39) appear to be 'Drivers idling' (overall average score 27), 'The parking near the school during school start and finish times' (29), and 'Congestion on the streets surrounding the school' (32).

The school staff appear to be generally more concerned about the streets surrounding the school than some of the other groups having scored negatively across all areas.

There also appears to be some concerns around congestion, speeding, traffic noise, and the number of children walking and cycling to school which recorded neutral scores overall but with some respondent categories scoring negatively.

- **Business:** There were only three business responses to the slider questions. The 'Businesses outside' appear to be more concerned with the streets surrounding the school than the 'Business within' who scored relatively neutrally across most areas of concern. Conversely, the 'Business within' scored 'Finally, how do you feel about the proposal for a School Street in your area?' just 35. For the purpose of this summary the Business responses are not reported further in this section owing to the low number of responses. One of these Businesses 'André Malraux School' is specifically referenced later in this report.
- **'Road safety on streets surrounding the school is':** The overall average score for road safety was just 44 suggesting clear room for improvement. Pupils appear to be the least concerned as the only group to record what has been considered a positive score (65). All other groups recorded neutral or negative scores on average with the 'School Staff' and 'Residents within' recording particularly low scores of 28 and 32.
- **'Congestion on streets surrounding the school is':** All groups recorded neutral or negative scores for congestion with the overall average of 32. As with road safety, pupils appeared less concerned than most other groups with the school staff again expressing particularly clear levels of concern (average score of 26).
- **'The speed cars travel at is':** Overall, speeding appears to be less of a concern than some other considerations, however an overall score of 48 shows clear room for improvement. The pupils positive score of 64 appears to be significantly higher than the scores from the other groups.
- **'The traffic noise in the streets surrounding the school is':** The staff (32) expressed the most concern followed by 'Residents within' (37). Other than the 'Business within' the highest score was 44 (pupils, parents / carers) suggesting similar levels of concern across most groups in regards to traffic noise.

- **‘The parking near the school during school start and finish times is’:** As might be anticipated the pupils appear significantly less concerned by parking than the other groups of respondents with a neutral score of 50. The average scores for the other groups typically ranged from just 20 to 33 suggesting significant levels of concern in relation to parking.
- **‘Drivers idling (leaving engines running whilst parked) is’:** ‘Drivers idling’ received the lowest overall score in this section of the survey with an average of 27, as well as being one of the lowest scores in most respondent categories. The staff (19), pupils (24), and the ‘Residents within’ (24) expressed the most concern).
- **‘The number of children travelling actively to school (walking and cycling) is’:** With an overall average score of 53 there appears to be clear room for improvement in regards to walking and cycling. Pupils recorded their highest average score with 66 but all other groups responded neutrally or negatively. Staff in particular scored just 37 and most other groups scored between 50 and 57.
- **‘I feel the impact of a School Street in the local area will be’:** Overall, a clear positive average score of 66 was recorded in relation to respondents' perceptions of the impact on the local area. School staff (80) recorded the highest average score - a significant margin from the parents and carers with 68. Pupils and ‘Residents within’ responded relatively neutrally with scores of 59 and 57.
- **‘Finally, how do you feel about the proposal for a School Street in your area?’:** Most groups responding recorded a positive score for the last of the sliders apart from the pupils with 59 and the ‘Business within’ as previously noted. The overall average of 69 suggests clear support for the scheme with parents / carers (74) and staff (81) particularly strong in their support.

Additional comment: It should be noted that the phrasing of some of the 9 Statements in the slider survey could be improved for any subsequent surveys as some are open to interpretation even when considered in relation to school drop off and pick up times.

For example; *‘Drivers idling (leaving engines running whilst parked) is’*.

This question could be interpreted as asking how many vehicles are idling on a typical day or alternatively how people feel about the concept of drivers idling their vehicles when parked, despite the instruction to respond in relation to school drop off and pick up times. A strong negative response could indicate there are a significant number of vehicles idling around the school or that awareness of idling as an air quality concern is high. Similar interpretations could be made for the question relating to congestion.

In the case of *‘The speed cars travel at is’* some people may score negatively because they feel vehicles are speeding while others may score negatively because congestion is resulting in low speeds.

Table 6: Average 'Give my View' final slider score.

Table of average 'Give my View' final slider score including the percentage split of positive / neutral / negative					
	TOTAL NUMBER of respondents (approximate)	Finally, how do you feel about the proposal for a School Street in your area?	Positive: 61 - 100	Neutral: 40-60	Negative: 0-39
OVERALL	190	69	64.7%	14.7%	20.5%
Brentside Primary Academy Pupil	30	66	50.0%	26.7%	23.3%
Brentside Primary Academy Parent / Carer	78	74	71.8%	16.7%	11.5%
Brentside Primary Academy Staff	24	81	83.3%	4.2%	12.5%
Resident within School Street	19	64	57.9%	15.8%	26.3%
Business within School Street	1	35	0.0%	0.0%	100.0%
Resident outside School Street	36	62	50.0%	7.5%	32.5%
Business outside School Street	2	64	50.0%	0.0%	50.0%

Table 6 above further breaks down the results from the final slider to show the percentage split of each group by positive / neutral / negative scores. There were significantly more positive than negative slider scores across all groups apart from the three Business respondents. The overall average score was 69 with over 64% of respondents scoring positively compared to just 20.5% scoring negatively.

Further comments log:

Towards the end of the 'Give my view' survey a text box for further comment was available to respondents. These comments were read and logged within a variety of headings to assist in identifying trends and concerns. Overall sentiment was subjectively assessed based on any feedback provided by the respondents.

Table 7: 'Give my view' additional feedback summary.

	Number of respondents providing further comment	Comment Sentiment = Positive	Comment Sentiment = Negative	Comment Sentiment = Neutral / Unclear
OVERALL	100	65%	19%	16%
Brentside Primary Academy Pupil	9	44%	0%	56%
Brentside Primary Academy Parent / Carer	47	74%	6%	19%
Brentside Primary Academy Staff	7	86%	14%	0%
Resident within School Street	12	67%	33%	0%
Business within School Street	1	0%	100%	0%
Resident outside School Street	21	52%	43%	5%
Business outside School Street	3	33%	33%	33%

Overall sentiment summary:

- 100 respondents provided further comment.
- Overall, there were significantly more comments in support of the School Streets scheme than with concerns, 65% vs 19%.
- A clear majority of the comments from parents / carers (74%), staff (86%) and 'Residents within School Street' (67%) were positive.
- 'Residents outside School Street' were more even in their split of positive and negative (52% vs 43%)
- Most of the comments assessed as being neutral or unclear were from pupils or parents / carers. It was noted that the pupils 'further comments' were found to be less consistent / less relevant to the School Street proposal than those submitted by other groups. Additionally, there was also inconsistency between their general slider responses and their comments.

Comments log (positive):

The number of people making specific positive comments within their feedback can be found logged in the table below:

Table 8: 'Give my view' additional feedback positive comments log.

	Reduction in school traffic	Improved residents' parking	Reduction in road rage / speeding	Reduction in traffic noise	Reduction in air pollution	Support owing to climate change (or generalised 'environment')	Increase in walking / cycling	Better for children / schools	Improved road safety	Improved quality of life / calmer	Other positive
OVERALL	11	28	9	1	3	2	3	3	36	3	8
Brentside Primary Academy Pupil	1	1				1	1	1	1		
Brentside Primary Academy Parent / Carer	5	19	5		1			1	22	1	1
Brentside Primary Academy Staff	1	1							3		3
Resident within School Street	2	4	2		1	1		1	3	2	
Business within School Street											
Resident outside School Street	2	2	1	1	1		2		6		3
Business outside School Street		1	1						1		1

Comments log (positive) summary:

Overall, the most common positive comments within the 'further comments' section of the survey was 'Improved road safety' (36 responses) and 'Improved residents' parking' (28 responses). These were significantly more frequent than the other headings with the next most frequent being 'Reduction in school traffic' with 11. Improved road safety and a reduction in the number of vehicles on the School Street are key aims of the School Streets scheme.

The parking and road safety comments were frequently reported together and parking appear to be a key area of concern for the school community and residents in the area:

"The parking on the pavement in the school street is extremely dangerous. My daughter was nearly reversed into on one occasion. I have seen several incidents like this" Parent / Carer.

*"Traffic is really bad at drop off and pick up
Parents often park on the pavement, on yellow lines and on the zig zag lines making in dangerous for children to cross"* School Staff.

"I also live on Kennedy Road and it's is awful for residents, people can not walk on the pavement as cars have four wheelers on it. You have to go on the road to push a buggy along, a blind resident can't go out in the start and finish of the school day as it's to dangerous." School staff / 'Resident within'

There were also a number of reports of conflict between pedestrians and vehicles:

"This would be a brilliant idea as I am a parent to three children, people are parking on the pavements being unable to walk on the pavements, kids are crossing the streets and some people in their cars are not even looking properly, arguments are breaking out between drivers and pedestrians refusing to move. It's should be a happy walk to school whereas your dreading what or how the drivers are doing and not that you want to be arguing in front of children." Parent / carer.

"You can not push a buggy along the pavement along Kennedy road during school start and pick up time. You have to push it in the road, there is constant arguing and abuse." Business outside School Street.

"I've lived on Kennedy Road for 30 years. Monday to Friday during school term times is pandemonium in the early morning and afternoons. Cars parked on the pavement and incidents of road rage. Therefore I agree with the school street to encourage non-use of cars for what must be a very short drive for parents to drop off their kids." Resident within School Street.

"I think this will be a really positive step to improve the surrounding roads at Brentside. This has been an issue for a long time and given the impact that it has had on other schools in the borough, I hope that the same can be said for our school." School Staff.

Comments log (constructive / neutral):

The number of people making specific constructive / neutral comments within their feedback can be found logged in the table below:

Table 9: 'Give my view' additional feedback constructive / neutral comments log.

	Use more enforcement CEOs / school crossing patrols / CCTV etc	Request to enlarge / extend the scheme	Asking for specific changes	Other general improvement
OVERALL	3	3	8	10
Brentside Primary Academy Pupil				
Brentside Primary Academy Parent / Carer	3		2	7
Brentside Primary Academy Staff				
Resident within School Street		1	1	1
Business within School Street				
Resident outside School Street		1	4	2
Business outside School Street		1	1	

Comments log (constructive / neutral) summary:

Within the constructive / neutral comments respondents were notably specific in a few regards:

Enforcement times, pavement and ZigZag parking:

"Many parents use even the zig zag yellow line near the school. They ignore every body. Please look into this as well." Resident outside School Street.

"If you bring in safer streets you need to also bring banning pavement parking." Parent / carer.

"Please note school finishes at 2.30 on Friday so school street would need to take this into consideration as zig zag lines do not." Parent / carer

"Hi, I would like to see the proposed hours extended in the mornings to 9.30 as there are a number of school drop offs that currently continue after 9am, with Cars Parked across drives and on pavements. If a scheme is being implemented, it would be a shame to see it fail for the sake of 15mins!" 'Resident within'

"Need more parking spaces near the school and strict measures must be taken to avoid people parking over the pavement." Parent / Carer

A number of respondents highlight a lack of pedestrian crossings in the area:

“It would also be very crucial to have more zebra crossing near the school particularly on greenford avenue as at present there's none and it's dangerous!” Parent / carer

“We need more zebra crossings, especially on the main road. Also need more frequent buses like the E3 otherwise we will use the car more often. Sometimes we wait in the rain for 30 mins just to get to west ealing!” Parent / Carer

“add a in the proposal a zebra crossing next to the closest bus stop in the high street.”
Parent / carer.

Comments log (concerns):

The number of people raising specific concerns within their feedback can be found logged in the table below:

Table 10: 'Give my view' additional feedback concerns log.

	Scheme will result in worsening air quality (PM / NOx etc excluding CO2)	Increase in noise pollution	Reduction in active travel safety	Detrimental / disproportionate impact on the disabled	Detrimental / disproportionate impact on parents or children	Reduced / restricted / displaced parking	Reduced refuse / service / delivery / Taxi access	Mental health impact - causes stress, anxiety or confusion etc	Congestion / more traffic on surrounding roads	Business loss / delays due to vehicle requirement within the school streets (inc carers)	Business loss owing to reduced customer access.	Need a vehicle for work purposes or multiple drop offs	Measures unnecessary - insufficient traffic etc (nb subjective)	Other
OVERALL	3	1	2	1	1	7	3	2	11	1	1	6	6	7
Brentside Primary Academy Pupil														
Brentside Primary Academy Parent / Carer								1	1			2	1	1
Brentside Primary Academy Staff						1						1		1
Resident within School Street				1			2		2	1			1	
Business within School Street							1				1			1
Resident outside School Street	3	1	1		1	5		1	7			3	3	4
Business outside School Street			1			1			1				1	

Comments log (concerns) summary:

The majority of the concerns logged came from 'Residents outside School Street' (56%).

The most frequent concern raised via the additional comment section was; 'Congestion / more traffic on surrounding roads.' Consequently, many of these residents suggest the scheme should be larger or take into consideration the other schools in the area - most notably from André Malraux School on Laurie Road.

It is clear that the proposed system will increase the heavy traffic already experienced at our school, due to the closure of the road parallel to our school entrance. Therefore, we believe that, In order to guarantee the safety of the students, it is imperative that the situation in the area be considered as a whole due to the proximity of the two schools.

If Brentside Primary is given the 'School Streets' status then it seems logical this should apply more broadly to the area around both schools, rather than favouring the safety of one set of children over another. Daniel Riggs - Headteacher at André Malraux School (Business outside School Street')

The School Street area should be made larger to include whole of Laurie Road and Hillyard Road as currently there are already a lot of cars doing school runs using these two roads.

With the currently (smaller) proposed school street area, more traffic will be displaced to these two roads, and worsen the traffic conditions there. 'Resident outside School Street'

"While in general a good idea, the proposal is half-baked and for the residents of Laurie Rd & Hillyard Rd it will get worse. Parts of these 2 streets are closer to the school than the area marked blue. What will stop the parents to drive and leave the cars there if this happens already anyway? To make it work a circle of 10 minute walk to school must be included.

Does the council want to increase traffic / pollution / noise / un-safety in these 2 streets?, possibly in Greenford Ave & Cuckoo Ave too, however I'm not sure about current restrictions there. Did someone forget there's a French school in Laurie Rd & Brentside High School nearby? I strongly oppose the proposal and so do the neighbours I have spoken too."

'Resident outside School Street'

"Ridiculous idea for the area, other schools impacted. Pushing "the problem" into other roads. Specifically Cuckoo Avenue. Most children/parents walk to local schools (Brentside, Woodlands, Castle Bar and also the French school). I see them and meet parents every day. Some cars. But children and parents and residents using other roads outside of proposed school streets will be impacted." Resident outside School Street

"Most pupils walk to Brentside As they live locally- the problem is the French school and they should be more pro- active in sorting out their problems , it's not for us to be displaced because of them." Resident outside School Street

"I live just outside the proposed zone - however we are impacted by parents parking to take their children to the French school

In Bordars road - therefore I am worried we will now have parents from two schools parking in our end of Hillyard Road - you are just shifting the problem to our end of the road- Why didn't you negotiate with YMCA that people can park for max 15mins in their mainly empty carpark at school drop and pick up times." Resident outside School Street.

'Measures unnecessary - insufficient traffic etc' or 'Need a vehicle for work purposes or multiple drop offs' were also mentioned on a number of occasions:

"Keeping 1 road around the area a school street does not allow a better road, it infact gives more traffic and issues to adjoining roads. There is about 45 mins a day which is affected by the school time so why is it necessary to stop access to the road." Parent / carer

"That will be so bad for us too much fines and inconvenience for parents that come from far. Also traffic is not that bad in the area. We don't need this headache." Resident outside School Street.

"I would prefer Kennedy Road not to become a School Street, parents dropping off their kids are quick and disruption isn't for very long. I imagine drop off/pick up is already stressful for them. Launching a School Street, simply moves the problem to other roads. As a resident it'll impact my visitors, delivery and trades people. I don't like the idea of people getting tickets either which is simply a revenue stream for the council. It's a hard no from me." Resident outside School Street.

Strong objections were received by phone and letter from a resident of Kennedy Road who was unable to complete the online survey. These comments have been taken into consideration in the evaluation of the consultation responses.

In relation to André Malraux School; the School Travel Team at Ealing Council are aware of the concerns raised, however many relate to issues caused by parents of the school itself. The school has had very limited engagement with the council in regards to school travel despite frequent offers of support.

TMO (Traffic Management Order):

Traffic management orders (TMOs) are legal documents produced by councils which regulate the use of highways typically in relation to the 'Road Traffic Regulation Act 1984'. In Ealing proposed TMO's are published via lamp post signage and also in The Gazette, the UK government's official public record published by The Stationary Office, and anyone can comment on the proposals. Emergency and transport services are also approached for feedback.

No objections were raised to the proposed scheme.

Key Findings:

- Overall a majority of respondents recorded positive scores for 'how do you feel about the proposal for a school street in your area?' 64.7% vs 20.5% scoring negatively.
- STARS data showed that the majority of pupils are travelling to school by active modes of transport (approximately 67%) but there is a clear pupil preference for an increase in active travel with cycling in particular increasing from approximately 4% to 17%.
- STARS data showed that the majority of school staff are travelling by car (54%). Despite this, support from staff was high in the 'Give my view' survey.
- Alongside the STARS data the 'Give my view' survey showed that overall, 'Safer to walk and cycle' was considered to be the 'most important' aim of the School Streets scheme (64%).
- 'Reduce noise from traffic' (13%) was not considered to be as important an aim as the others - however this was more of a concern for the residents responding.
- Feedback sliders showed 'Drivers idling' was the main area of concern (average score 27) closely followed by parking 29 and congestion 32.
- There were more 'Further comments' assessed as having a positive sentiment (64.7%) than negative sentiment (20.5%). This remains the case even if the pupils' responses are not taken into consideration.
- The reduction in traffic as well as improved road safety as a result of the proposed School Streets scheme could support long term behaviour change towards cycling. This is further enhanced by the relatively large size of this School Street scheme.

Recommendation:

Move forward with the School Street and continue to monitor available data such as Automatic Traffic Counts (ATC) and Parking Beats to assist in assessing the impact of the scheme - particularly on 'Residents outside School Street' and the surrounding area.

Amend 'School keep clear' markings times to correspond with school times.

Pass on concerns relating to the lack of pedestrian crossings to the relevant department at Ealing Council.

Continue attempts to further engage with Andre Malraux School.