

Sustainable traffic & transport consultancy

Ealing School Streets: Orchard House Primary School proposal - feedback evaluation

Prepared by Hup Initiatives for the London borough of Ealing, June 2025.

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Report Introduction:

This independent report into the 'School Streets' scheme proposed by Ealing Council (the council) in the vicinity of Orchard House Primary School, Ealing, was produced in June 2025 by Hup Initiatives. The report outlines and displays results from three provided data sets: TfL Travel for Life school travel surveys, a 'Give My View' survey of the local school community regarding the proposed highway access changes, and comments received by the council via email, post, or during engagement events.

Table of Contents

Ealing School Streets: Orchard House Primary School proposal	1
Report Introduction:	1
List of figures:	3
List of Tables	3
Introduction to Orchard House Primary School Street proposal:	4
Ealing School Streets scheme (authored by Ealing Council)	4
Method for stakeholder feedback 'Travel for Life' data:	5
Introduction to data set: 'Travel for Life' results: Summary of 'Travel for Life' results: 'Give My View' data:	7 8
Introduction to data set:	
Ealing Council's transport ambition ratings: Ealing transport ambition summary:	
School Street Support: School Street support summary:	
Further comments log:	14
Comments log (positive):	15
Comments log (positive) summary:	16
Comments log (constructive / neutral):	17
Comments log (constructive / neutral) summary:	18
Comments log (concerns):	20
Comments log (concerns) summary:	22
Comments log further consideration:	24
Comments from engagement events and emails received	25
Key findings:	26

List of figures:

Figure 1: Map of School Street area	Page 5
Figures 2 and 3: Pupils postcode heat maps	Page 6
Figure 4: 'Give My View' screens examples	Page 10
Figure 5: 'Resident outside School Street' postcode locations	Page 10
List of Tables	
Table 1: Average 'Ealing transport ambition' ratings	Page 11
Table 2: School Street support responses	Page 13
Table 3: 'Give My View' number of further comments	Page 14
Table 4: 'Give My View' additional feedback positive comments log	Page 15
Table 5: 'Give My View' additional information comments log	Page 17
Table 6: 'Give My View' suggested improvements comments log	Page 18
Table 7: 'Give My View' additional feedback concerns log	Page 20

Introduction to Orchard House Primary School Street proposal:

Ealing School Streets scheme (authored by Ealing Council)

Ealing Council 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 the borough a healthier, cleaner, safer and more accessible place for all.

The Healthy Streets Scorecard defines School Streets as *streets leading to school* gates which are closed to general traffic, at a minimum, on school days before opening and following school closing times. An exemption policy applies, and some vehicles are eligible for permits, including those registered to residents and businesses within the designated zone.

Ealing Council have successfully implemented School Streets for 43 education providers (schools, children's centres, nurseries) since September 2020. The council has set an ambitious and exciting challenge to have School Streets at 50 schools by 2026. So far we've seen:

- A reduction in school-related car use of up to 18%
- An increase in active travel (walking, scooting, cycling) to school of up to 29%

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 stakeholder survey that took place for the proposed School Street at Orchard House.

School Overview

School information

- Type Primary School
- Form Entry 3 per year group (classes average 15 pupils per class)
- Number of pupils 270
- Location 16 Newton Grove W4 1LB
- Details of any CPZ Bedford Park Zone B
- Travel for Life (STARS) accreditation level to date, Not Engaged

Proposed School Street

- Location: The Orchard, Newton Grove and Bedford Road between Queen Anne's Grove and Marlborough Crescent
- Times: Monday to Friday from 8.00 to 9.00am and 3.15 to 4.15pm (term time only)

Engagement activities

- Pop Up event (public engagement activity) 30th April, in school playground, parents / childcare (nannies), local residents and school staff, large gatherings at times therefore unable to calculate the total number of attendees
- Online presentation (about scheme and decision-making process) 1st May, 6 bookings and 3 attendees
- Year 5 in class workshop (interactive lesson on active travel).
- Letters to residents 24th March, by Royal Mail to 798 addresses, including 77 properties within SS
- The School Travel Team were available to receive emails, letters and phone calls from members of the local and school community

Method for stakeholder feedback

Give My View – online survey open from 24th March to 11th May. Paper copies were posted on request.



Figure 1: Map of proposed School Street:

Figures 2 and 3: Pupil postcode heat maps:

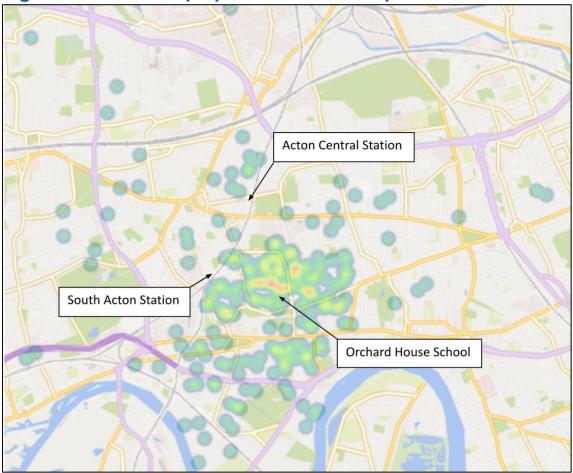


Figure 2 above shows the approximate postcode locations of pupils in relation to Orchard House Primary School

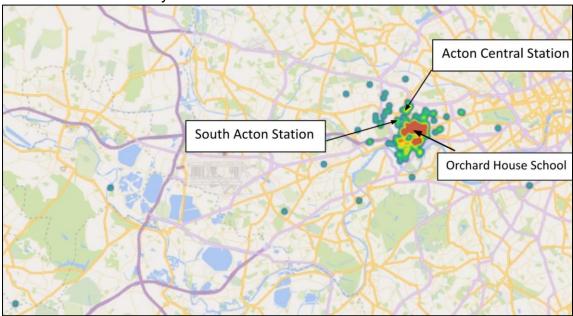


Figure 3 above shows the approximate postcode locations of pupils in relation to Orchard House Primary School and the larger west London area. The majority of this postcodes fall within 1 mile of the school.

'Travel for Life' data:

Introduction to data set:

'<u>Travel for Life</u>' is a TfL accreditation programme, offering schools and education settings across London a series of free educational programmes from age 3 to 17 designed to inspire young Londoners to travel actively, responsibly, and safely. They award a gold, silver or bronze accreditation based on the number of activities that have been completed.

The data presented below display the results of the survey of 'actual' and 'preferred' mode of school travel at Orchard House Primary school.

'Travel for Life' results:

Date of survey May 2025.

Pupil actual mode of travel.

Response rate 97%.

- Walking 78 (34%)
- Cycling 48 (21%)
- Scooting 28 (12%)
- Buggy 1 (0.4%)
- Rail / Overground 2 (0.4%)
- Tube 11 (5%)
- DLR 0
- Tram 0
- Public bus 7 (3%)
- School bus / Taxi 2 (1%)
- River 0
- Car / Motorcycle 43 (19%)
- Car share 9 (4%)
- Park and stride 1 (0.4%)
- Total 230

Pupil preferred mode of travel.

Response rate 97%.

- Walking 48 (20%)
- Cycling 86 (38%)
- Scooting 48 (21%)
- Buggy 3 (1%)
- Rail / Overground 1 (0.4%)
- Tube 4 (2%)
- DLR 2 (1%)
- Tram 1 (0.4%
- Public bus 5 (2%)
- School bus / Taxi 0
- River 2 (1%)
- Car / Motorcycle 24 (10%)
- Car share 8 (3%)
- Park and stride 0
- Total 229

Summary of 'Travel for Life' results:

The pupil survey shows the majority of pupils (approximately 67%) are arriving at the school site via active modes or travel (walking, scooting, and cycling). A School Street is expected to improve road safety for these pupils by reducing motor vehicle movements near the school gates.

The preferred results show that the percentage of pupils who would prefer to travel by active modes increases to 79%. Within active travel, there was also a shift towards cycling and scooting (33% to 59%). This was seen alongside a decrease in travel by car / motorbike or car share, from 23.4% actual to 13% preferred.

The increase in preferences for cycling and scooting is particularly notable as the implementation of a School Street will create a large area of restricted road with reduced vehicle movements in the immediate vicinity of the school. 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.

'Give My View' data:

Introduction to data set:

'Give My View' is a survey platform developed by Built-ID. The survey was produced by Ealing Council to target the school and local community. The survey seeks to distinguish between various groups such as staff, parents / carers, residents, and businesses who will be impacted by the School Street.

The survey initially establishes the level of support for Ealing Council's transport ambition using a 1 - 5 scale, relating to how strongly the respondent feels, with a score of 1 classified as 'strongly disagree' and 5 'strongly agree'.

The survey then displays the location and timings of the School Street, makes clear that traffic surveys have determined that the location is suitable for a School Street, and then informs the respondent that the proposal will be progressed "unless there are compelling reasons why (the Council) shouldn't".

Respondents are then asked if they support the proposal by choosing between "I support the proposal" / "I don't support the proposal" / "I don't know".

Following this selection, the respondents are then asked to elaborate on their reason through the use of a free text box. If a respondent has selected "I don't support the proposal" they are asked to "give any compelling reasons why we should not proceed", while those who selected "I don't know" are asked "what information would have helped you decide".

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 be found in the tables on the following pages.

In total, 196 survey logs were generated; however, a number of logs did not contain data or had no engagement with the questions and were removed.

3 respondents who selected 'resident within School Street' subsequently provided postcodes located outside the area, while 11 who identified as 'other' provided a combination of postcodes and comments which identified them as 'residents outside'. 1 'other' respondent also identified themselves in the comments as a parent of a child at the school. These respondents were recategorised accordingly.

This manual check has resulted in figures which vary slightly from the data originally presented by Built-ID.

Figure 4: 'Give My View' screens examples:

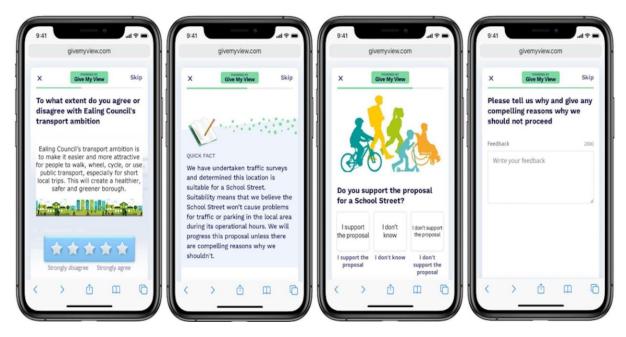


Figure 5: 'Resident outside School Street' postcode locations:

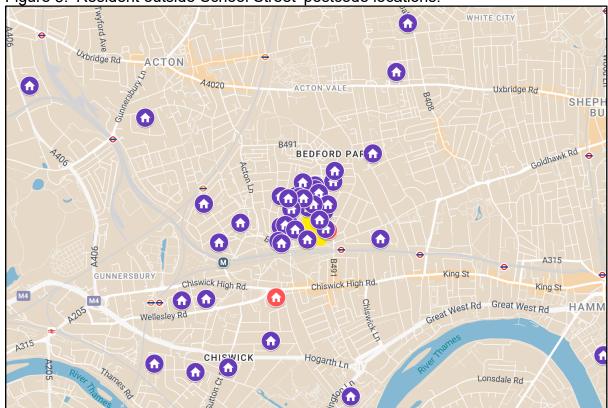


Figure 5 above shows that most of the residents outside of the School Street (purple icons) and businesses outside of the School Street (red icons) were found to be in close proximity to the School Street (yellow). The place markers show the centre of the postcode and may represent multiple respondents.

Ealing Council's transport ambition ratings:

"Ealing Council's transport ambition is to make it easier and more attractive for people to walk, wheel, cycle, or use public transport, especially for short local trips. This will create a healthier, safer and greener borough."

Table 1 below displays the average rating selected by respondents when asked "To what extent do you agree or disagree with Ealing Council's transport ambition". A scale of 1 to 5 was used, with a rating of 5 indicating 'strongly agree' and a rating of 1 indicating 'strongly disagree'. Additional groupings relating to the subsequent question 'Do you support the proposal for a School Street?', have also been included for cross analysis.

Average ratings for the respondent categories have been colour-coded as follows:

- 1 to 1.9, dark red, 'strongly disagree'
- 2 to 2.9, light red, 'somewhat disagree'
- 3, yellow, 'neither agree nor disagree'
- 3.1 to 4, light green, 'somewhat agree'
- 4.1 to 5 dark green 'strongly agree'

Table 1: Average 'Ealing transport ambition' ratings:

Respondent category	Total number of respondents	To what extent do you agree or disagree with Ealing Council's transport ambition
Overall	180	2.6
Parent / carer	71	2.5
School staff	3	4.7
Resident within School Street	23	2.8
Resident outside School Street	81	2.5
Business outside School Street	2	3.0
Support the School Street proposal	12	4.5
Don't support the School Street proposal	130	2.0
Don't know	10	3.2

Ealing transport ambition summary:

Overall, 180 respondents completed this section of the survey, with an average rating of 2.6. Of the main respondent groups, the residents within recorded the highest average rating of 2.8, followed by the parents / carers and residents outside, who both recorded average ratings of 2.5.

Of the remaining respondents, the school staff recorded an average rating of 4.7 and the businesses outside one of 3.0. However, the low number of these respondents should be considered when drawing conclusions. Both here, and throughout this report.

When comparing agreement with Ealing's transport ambition alongside support for the proposed School Street scheme, the average results show a clear correlation: those going on to say that they support the proposed School Street recorded a 'strongly agree' average rating of 4.5; those going on to say that they do not support the proposed School Street recorded a 'somewhat disagree' rating of 2.0; those who 'don't know' if they support the proposed School Street still recorded a 'somewhat agree' rating of 3.2 in relation to Ealing's transport ambition.

School Street Support:

Table 2 below displays the results from the last question, 'Do you support the proposal for a School Street?', with the percentage split of each group by Support / Don't support / Don't know, as well as overall percentages.

It should be noted that this survey is not a 'referendum' dictating if the School Street proposal should proceed or not. A majority indicating support would not automatically overrule a 'compelling reason' not to proceed. Conversely, a majority indicating that they don't support the proposal would not automatically overrule the Council's intent to proceed with the scheme in the absence of a 'compelling reason'.

Table 2: School Street support responses. 'Do you support the proposal for a School Street?'

Respondent category	Total number of respondents	Support	Don't support	Don't know
Overall*	184	20%	74%	7%
Parent / carer	71	17%	82%	1%
Staff	3	67%	33%	0%
Resident within School Street	24	21%	50%	29%
Resident outside School Street	84	20%	75%	5%
Business outside School Street	2	0%	100%	0%

^{*}uneven totals due to rounding

School Street support summary:

Overall, across all respondents, a majority of 74% indicated they did not support the proposal. 20% indicated that they were in support of the proposal and 7% indicated that they don't know if they support the proposal.

In each of the main respondent groups, a clear majority indicated that they did not support the scheme. While the staff respondents recorded a score of 67% (indicating majority support for the scheme), it is worth noting once more that they represent a small proportion of the total number of respondents.

Further comments log:

Following the final 'Do you support the proposal for a School Street' question, respondents were then taken to a free-text comment box attributed to their previous response. These boxes invited them to expand on the reasons for their selection of 'support', 'don't support', 'don't know'. These comments were read and logged within a variety of headings to assist in identifying trends and concerns, including any potential 'compelling reasons' why the scheme should not proceed. Some of the boxes contained details which span the notions of support / don't support / don't know; however, all comments were included in the log regardless of which comment box was completed. The number of further comments received can be found in Table 3 below.

Table 3: 'Give My View' number of further comments.

Respondent category	Number of respondents providing further comment
Overall	160
Parent / carer	60
School Staff	3
Resident within School Street	21
Resident outside School Street	74
Business outside School Street	2

Comments log (positive):

The number of specific positive comments within the respondents' feedback can be found logged in Table 4 below.

Table 4: 'Give My View' additional feedback positive comments log.

Respondent category	Overall	Parent / carer	School Staff	Resident within School Street	Resident outside School Street
Improved road safety	16	6	1	2	7
Generalised better for children / schools	16	7	1	1	7
Reduction in traffic (other than rat running)	13	3	1	3	6
Reduction in air pollution	5	3	0	1	1
Increase in walking / cycling	5	0	2	2	1
Improved driver behaviour	3	1	0	0	2
Improved parking	2	0	0	1	1
Generalised 'environment' or climate change	2	1	0	0	1
Improved mental health / quality of life etc	1	0	0	0	1
Reduction in rat running	1	0	0	1	0
Reduction in traffic noise	1	0	0	0	1
Other positive	2	1	0	0	1

Comments log (positive) summary:

The most common positive comments within the 'further comments' section of the survey were 'improved road safety' and 'better for children / schools' (both with 16 comments). These were followed by 'reduction in school traffic' (13).

- "Making streets safer for children to walk and cycle to school is impossible not to support" - Resident outside School Street
- "Hopefully it will reduce the number of people driving to drop off or pick up." -Resident outside School Street

Other frequent comments highlighting that the scheme could increase levels of active transport, and improve air quality and driver behaviour.

- "To encourage children (and parents) to walk or cycle to school; to prevent at times chaotic parking; to stop people sitting in cars with engines running; to reduce traffic in the neighbourhood; to stop non-school related traffic using local streets as rat runs." - Resident within School Street
- "encourages more people to walk / cycle to school. reduces traffic danger" -Resident within School Street
- "When the children are coming out after school the pavements bordering the school frequently have large SUV vehicles parked or are manoeuvring trying to find a space. Visibility for pedestrians and drivers is often limited and as there is no designated crossing area parents and children squeeze between the parked cars or cars with engines running, that might or might not begin to move." - Parent / carer

The two 'other' positive comments voiced that the scheme would be beneficial to cyclists and a general and general approval of the scheme.

Comments log (constructive / neutral):

The number of specific constructive / neutral comments (including information that would have helped respondents decide) can be found logged in tables 5 & 6 below:

Table 5: 'Give My View' additional feedback constructive / neutral comments log ('What information would have helped you decide'?).

Respondent category	Overall	Parent / carer	School Staff	Resident within School Street	Resident outside School Street	Business Outside School Street
Street specific statistics pollution / traffic volume etc	4	0	0	0	4	0
Provide clearer details on exceptions ie disabled / residents / staff	4	1	0	0	3	0
Feedback / examples from other school streets	1	0	0	0	1	0
Other additional information on scheme	6	0	0	2	4	0

Table 6: 'Give My View' additional feedback constructive / neutral comments log (suggested improvements / changes).

Respondent category	Overall	Parent / carer	School Staff	Resident within School Street	Resident outside School Street	Business Outside School Street
Request to enlarge / extend the scheme	7	1	0	0	6	0
Use more enforcement / crossing patrols etc	5	1	0	0	4	0
Asking for scheme specific changes	12	3	0	2	7	0
Other general improvements in the area	9	4	0	1	4	0

Comments log (constructive / neutral) summary:

In relation to the provision of additional information to help respondents make up their minds about the School Street, respondents most frequently requested clarification or data supporting the need for the scheme.

- "No vehicle modelling has been shown for the impact to other local streets and air pollution increases in the area caused by increased journey distance."
 Resident outside School Street.
- "I would be interested to know the number of cars travelling on those roads during the times you plan to close the roads, as I imagine it is not enough to warrant the closure." - Resident outside School Street

Within the requests for specific changes, the most frequently raised were designated drop off areas for parents as well as exclusion of parent vehicles from the area based on ANPR.

- "Parking chargers where school and parents agree to park in designated areas for the benefit of the school community." - Parent / carer
- "A much better alternative would be to simply ban the parents of children at the school from driving within one quarter of a mile from the school in all directions, by taking details of all parents registration numbers and enforcing a ban through cameras. That way local residents who live nearby are not unfairly targeted." - Resident outside

Of the 'other' constructive comments, the majority suggested that money be better invested in repairing and restoring the existing roads and pavements to improve safety for pedestrians and cyclists, while one suggested alternative traffic calming measures.

- "Whilst your ambition of promoting short journeys by bike or on foot is something I support, why not focus on improving the quality of roads, pavements and accessibility rather than penalising those that may drive out of necessity? Streets in the area are littered with dog poo constantly which requires those with young children to be on guard at all times. Roads have many pot holes and few cycle lanes safe for children on bikes. Investment in tackling these issues would have a far greater positive impact." Parent / carer
- 'I understand the congestion around the school is frustrating for residents. I believe the best way would be to start a one way system on those roads. I will be dangerous if people start parking in south parade.' Parent / carer

Comments log (concerns):

The number of specific concerns within the respondents' feedback can be found logged in Table 7 below.

Table 7: 'Give My View' additional feedback concerns log.

Respondent category	Overall	Parent / carer	School Staff	Resident within School Street	Resident outside School Street	Business Outside School Street
Increased or displaced traffic / congestion	84	27	0	6	50	1
Need to drive	40	31	0	1	8	0
Measures unnecessary	37	14	1	6	16	0
Negative impact on parents or children	30	29	0	0	1	0
Reduced service / visitor access	21	0	0	14	7	0
Parking concerns	14	5	0	0	9	0
Reduction in road safety	12	5	0	0	7	0
Money making scheme / fines	10	2	0	0	8	0
Reduced resident access (within or outside)	9	0	0	0	9	0
Narrow / unsuitable roads	9	2	0	2	5	0

Respondent category	Overall	Parent / carer	School Staff	Resident within School Street	Resident outside School Street	Business Outside School Street
Reduced air quality	9	2	0	0	7	0
Negative impact on disabled people	9	4	0	2	3	0
No / poor consultation	6	2	0	0	4	0
Negative impact on the elderly	5	1	0	2	2	0
Worsening highway behaviour	4	1	0	0	3	0
Mental health impact	2	2	0	0	0	0
Business loss / impact	1	0	0	0	0	0
Emergency service obstruction / delay	1	0	0	0	1	0
Other	10	4	0	3	3	0

Comments log (concerns) summary:

Overall, the most commonly raised concern—and by a significant number— was that of displaced congestion / traffic (84 comments).

- "This is unnecessary, and just pushes any traffic issues to the already busy roads around the area" - Parent / carer
- "This scheme will push drop offs to the neighbouring streets and cause congestion, while also creating more traffic on the main route of South Parade as it will remove the cut through access to the Avenue and beyond on Bedford Road." - Resident outside School Street

After this, a large number of comments (40) also raised concerns around the fact that Orchard House is an independent school where families often lived further away and therefore needed to drive.

- "The proposal will not stop people driving their children to school especially as
 it's a private school so there will be more pupils who don't live in the actual
 surrounding neighbourhood." Resident outside
- "The demographics of a private school means children are coming further away from a state catchment area and don't have the luxury of walking/cycling to school however well intentioned the objective.' - Parent / carer

37 comments said that they believed the measures to be unnecessary, while 30 cited a negative impact on parents or children.

- "There is no problem with the current set up that needs fixing through introduction of such a scheme. If anything, this will increase congestion on Esmond Road and Ramillies Road (both very narrow roads with very limited parking), which is where we will need to park for lengthier periods of time to then walk our children to the school gate and get back to the car again afterwards." Parent / carer
- "There is not a traffic problem in Newton Grove and in my experience few people currently park or drive to the school." - Resident within

Half (5) of the 'other' negative comments pertained to the belief that, because Orchard House is an independent school, changes surrounding it should not fall under jurisdiction of the local authority.

 "This is not a council owned school and so they should not be applying boundaries." - Parent / carer From each of the main respondent groups, there were also additional comments which cited Orchard House's unique nature as an independent school where many pupils do not live close the school and that, therefore, the scheme's aim of improving active transport are unlikely to be reached. It is worth noting, however, that the pupil postcode heat maps shown in figures 2 and 3 (and their associated data) show that the majority of pupils live within a 1-mile radius of the school.

"Busy and working parents come to do dropoff and pickup from quite a
distance and have to continue to workplace after this, walking and or riding
bikes is not a daily feasible option for such parents." - Parent / carer

Additionally, while the 'need to drive' in some cases is understandable, the School Street represents a small proportion of the area surrounding the school. As such, it is not expected that the scheme's introduction would give rise to a significant increase in walking distance or overall journey time for those dropping students to the school.

Comments log further consideration:

There were no comments identified as 'compelling' or to be worthy of further consideration.

Comments from engagement events and emails received

During the engagement events comments were noted by the Council. As most attendees of the engagement events had / or were encouraged to complete the stakeholder survey these have not been added to the results above to reduce the chance of duplication.

All of the comments raised during these pop-up events were raised by respondents in the main survey but are summarised as follows:

Measures considered to be necessary / unnecessary; lack of (cargo) cycle
parking; requests for further information or data on the scheme; negative
impacts on parents or children (in particular discrimination against women as
primary caregivers); traffic displacement; impact on quality of life; scheme
designed to generate revenue; lack of or suggestions for alternative measures
– including pedestrian crossings, one way systems, and ANPR based on
parent registration details); issues seen in other schemes.

The pop-up events also raised several positive comments, which are summarised as follows:

Measures needed; improved child/road safety.

Questions and comments raised during the online presentation questions are summarised as follows:

• The method by which Orchard House was selected as a potential School Street; measures considered to be unnecessary.

A number of emails were received by the council. The concerns raised within them comprised:

 Measures are unnecessary; requests for further information or data on the scheme; reduced resident access; reduced visitor and service access; scheme designed to generate revenue; reduced safety; traffic displacement; lack of transparency of the process; erosion of civil liberties due to camera usage; lack of alternative strategy or proposal.

Key findings:

- Overall, within the GMV survey, a majority of respondents declared that they did not support the scheme when asked 'Do you support the proposal for a School Street?' with 74% selecting 'don't support', 20% 'support', 7% 'don't know'. (NB It should again be noted that this survey is not a 'referendum' dictating if the School Street proposal should proceed or not. A majority indicating support would not automatically overrule a 'compelling reason' not to proceed. Conversely, a majority indicating that they don't support the proposal would not automatically overrule the Council's intent to proceed with the scheme in the absence of a 'compelling reason').
- This lack of support for the School Street was reflected into the support for Ealing's Transport Ambition, where overall respondents recorded an average rating of 2.6.
- 'Travel for Life' data showed that the majority (67%) of pupils are travelling to school by active modes of transport increasing to 79% for those who would prefer to travel by active transport. A pupil preference for an increase in cycling and scooting (33% actual to 59% preferred) was also evident.
- Despite some respondent suggestion to the contrary, particularly in relation to the schools independent status, figures 2 and 3 (pupil postcode heat maps), show that the majority of postcodes from which pupils attend Orchard House are within a 1-mile radius of the school.
- The pupil preference for travelling to school by bicycle or scooter could be supported by reduced congestion and improved parking behaviour around the school as a result of the proposed School Street. In turn, this may encourage long-term behaviour change towards cycling and contribute to a safer environment for all forms of active travel.
- While feedback showed that displaced traffic is a chief area of concern, this has not been shown to be a significant issue at other School Street locations in the borough.
- No clearly 'compelling reasons' were identified.