

Ealing School Streets: Fielding Primary School proposal - feedback evaluation

Prepared by Hup Initiatives for the London Borough of Ealing, September 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 Fielding Primary School, Ealing, was produced in September 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.

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Introduction to Fielding 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 engagement activities and survey that took place for the proposed School Street at Fielding Primary School.

School information

- Type – primary school
- Form Entry – 4 entry forms per year group
- Number of pupils 1018
- Geographical data from school census
 - 83.6% pupils live within 0.5 miles of school
 - 11% pupils live 0.5 to 1 mile
- Location - Wyndham Road W13 9TE
- Details of any CPZ - Boston Manor Zone GG Mon - Fri: 10am - 11am & 2pm - 3pm / Northfield Zone N Mon - Sat: 9am - 10am & 3pm - 4pm
- Travel for Life (STARS) - not engaged

Proposed School Street

- Location Bernard Avenue; Altenburg Avenue; Wyndham Road; Northcroft Road between junction with Graham Avenue and Green Avenue; Midhurst Road from its junction with Claygate Road up to junction with Ridley Avenue and Haslemere Avenue from its junction with Mervyn Road up to junction with Midhurst Road
- Times 8.30 to 9.15am and 3.00 to 4.00pm

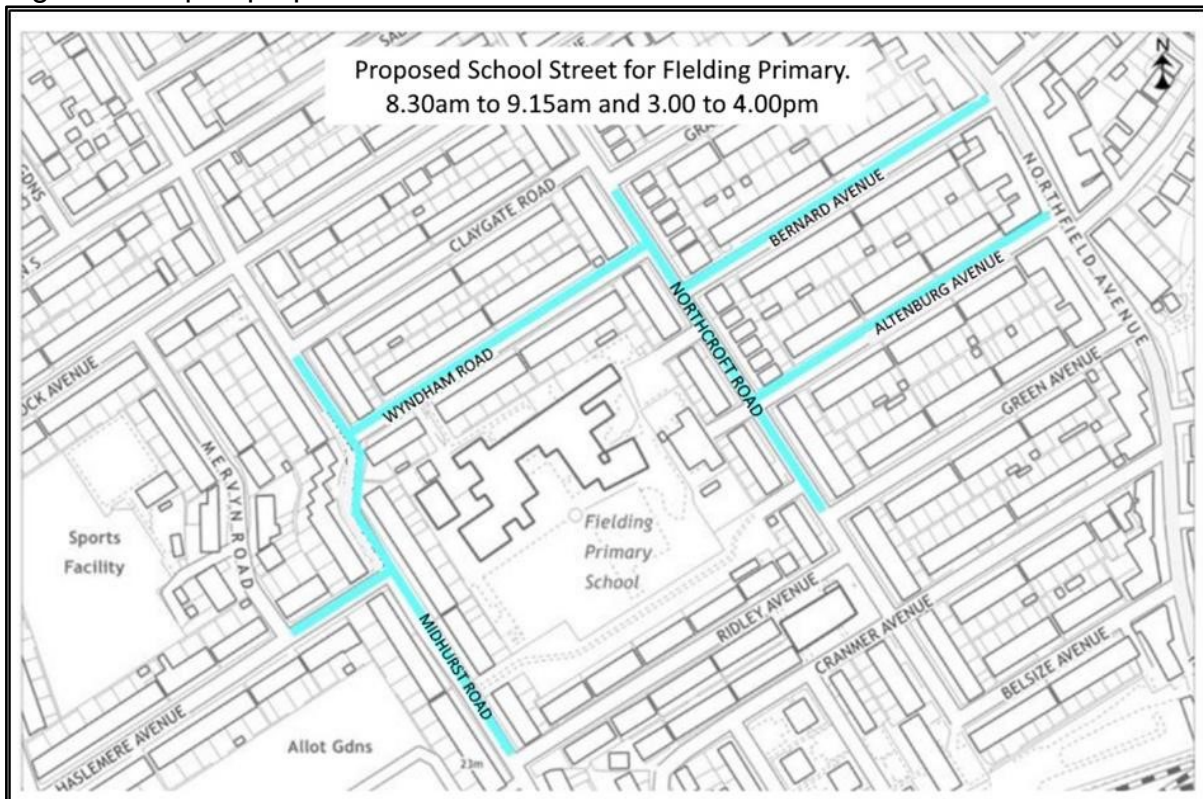
Engagement activities

- Pop Up event (public engagement activity) – 25 June, at Fielding primary reception room, attendance form included 23 attendees – residents, parents, staff, and school governor. Spoke to parents at school entrances
- Online presentation (about scheme and decision-making process) – 3 July, 16 bookings, 3 attendees
- Year 5 in class workshop (interactive lesson on active travel)
- Letters to residents – 6 June, by Royal Mail to 2,035 addresses, including 376 properties within SS
- The School Travel Team were available to receive emails, letters, and phone calls from members of the local and school community

Survey details

Give My View – online survey open from 6 June to 13 July. Paper copies were posted on request.

Figure 1: Map of proposed School Street:



'Travel for Life' data:

Introduction to data set:

<https://travelforlife.tfl.gov.uk/>

'Travel for Life' 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 Fielding Primary School.

Travel for Life' results:

Pupil actual mode of travel

Response rate 92%

Date of survey May 2025

- Walking 580 (61.6%)
- Cycling 65 (6.9%)
- Scooting 124 (13.2%)
- Rail / overground 3 (0.3%)
- Tube 1 (0.1%)
- Public Bus 19 (2%)
- School bus / Taxi 9 (1%)
- Car / Motorcycle 93 (9.9%)
- Park and stride 38 (4%)
- Total 941

Staff actual mode of travel

Response rate 71%

Date of survey June 2025

- Walking 34 (34%)
- Cycling 6 (6%)
- Tube 8 (8%)
- Public Bus 9 (9%)
- Car/ Motorcycle 38 (38%)
- Car share 4 (4%)
- Park and stride 1 (1%)
- Total 100

Staff preferred mode of travel

- Walking 34 (34%)
- Cycling 11 (11%)
- Tube 8 (8%)
- Public Bus 4 (4%)
- Car/ Motorcycle 40 (40%)
- Car share 3 (3%)
- Park and stride 0 (0%)
- Total 100

Summary of 'Travel for Life' results:

The pupil survey shows the majority of pupils (approximately 81.7%) are arriving at the school site via active modes of travel (walking, cycling, or scooting). A School Street is expected to improve road safety for these pupils by reducing motor vehicle movements near the school gates. The survey also shows that approximately 9.9% of pupils are arriving by car / motorbike, which may be contributing to traffic concerns in the area. The remaining pupils reported traveling by rail (0.3%), tube (0.1%), public bus (2%), school bus / taxi (1%), or park & stride (4%).

The staff survey shows that 40% travel actively to the school, 17% travel by public transport, and the remaining 43% travel by car / motorbike / car share / park & stride. The staff preferred results suggest little or no change in car use which remains at 43%, but there is a shift from public transport (which has fallen to 12%) to active travel (which rises to 45%).

‘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, 1,506 survey logs were generated; however, a number of logs did not contain data or had no engagement with the questions and were removed.

60 respondents who selected ‘resident within School Street’ subsequently provided postcodes located outside the area. 15 respondents who selected ‘resident outside’ provided postcodes located within the area. 6 respondents who selected ‘business within’ provided postcodes outside the area. A respondent who selected ‘resident within’ and lives within a postcode that crossed the closure subsequently made clear in their feedback that they are outside of the closure. These respondents were recategorised accordingly.

Additionally, among those who selected 'other' without providing a reason for their selection as requested, 41 provided postcodes in residential areas outside of the School Street, 4 provided a postcode within the School Street area, and a further 4 clarified that they were a parent or carer. These respondents were also recategorised accordingly.

There were 24 respondents who provided postcodes that were unverifiable and 1 respondent who failed to provide a postcode when requested. As it was not possible to establish the precise location of these respondents, their selections were not changed during the postcode cross referencing.

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

Figure 2: 'Give My View' screens examples:

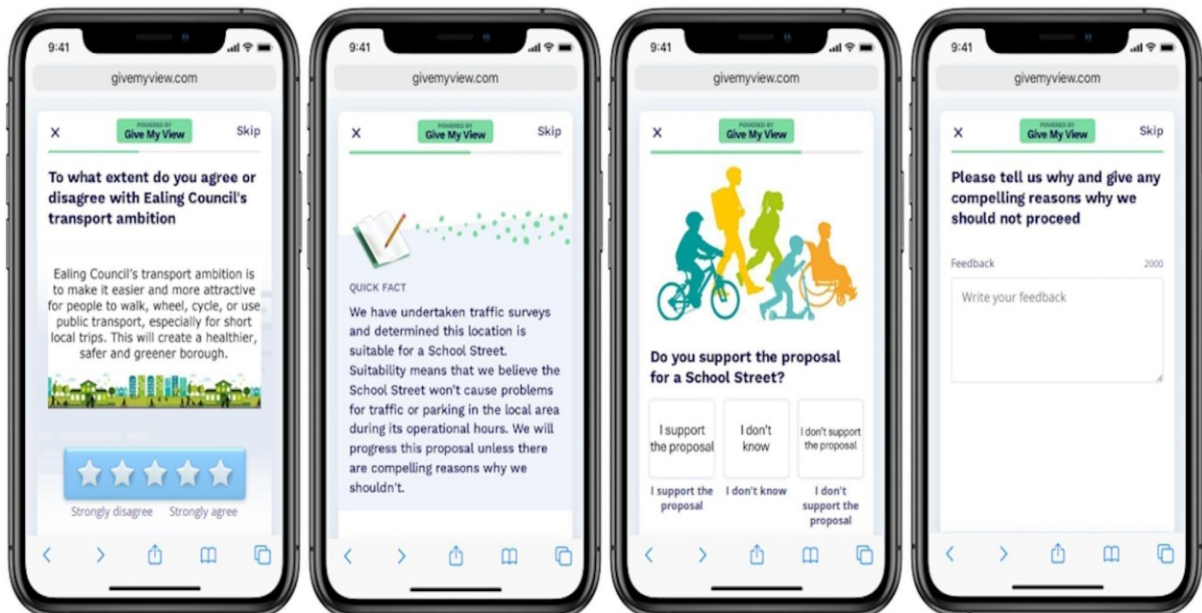


Figure 3: Respondent postcode locations (greater London):

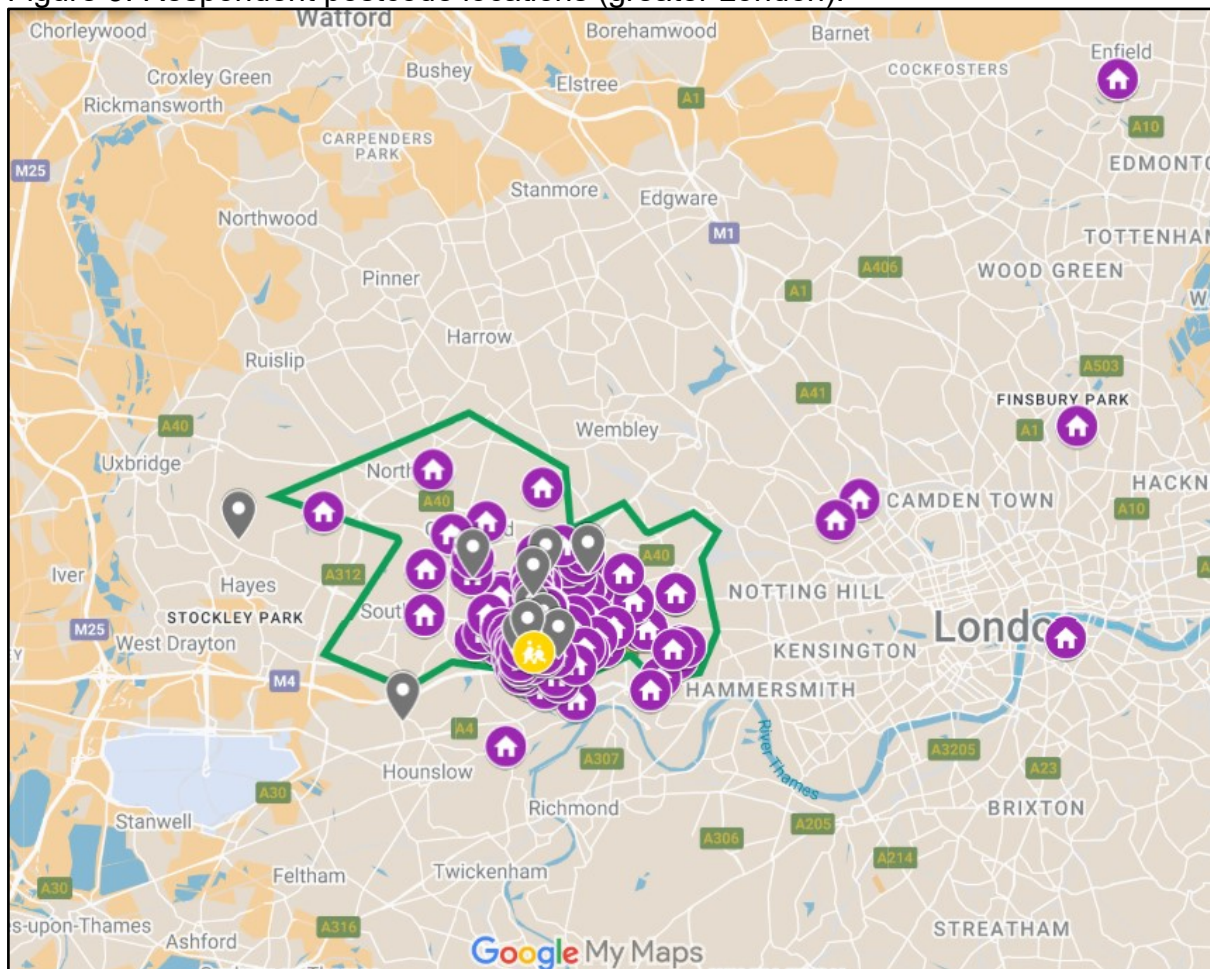


Figure 3 above shows that the majority of the respondents are within the London Borough of Ealing (green line), however, there were responses from further afield, mainly within Greater London. A response was received from a postcode in Scotland which was not included in the map for ease of reporting, but their response has been retained in the data. The School Street is indicated by the yellow icon, residents outside the School Street by purple icons, and businesses outside the School Street grey icons. The place markers show the centre of residents' postcodes and may represent multiple respondents.

Figure 4: Respondent postcode locations (approximately 1-mile radius):

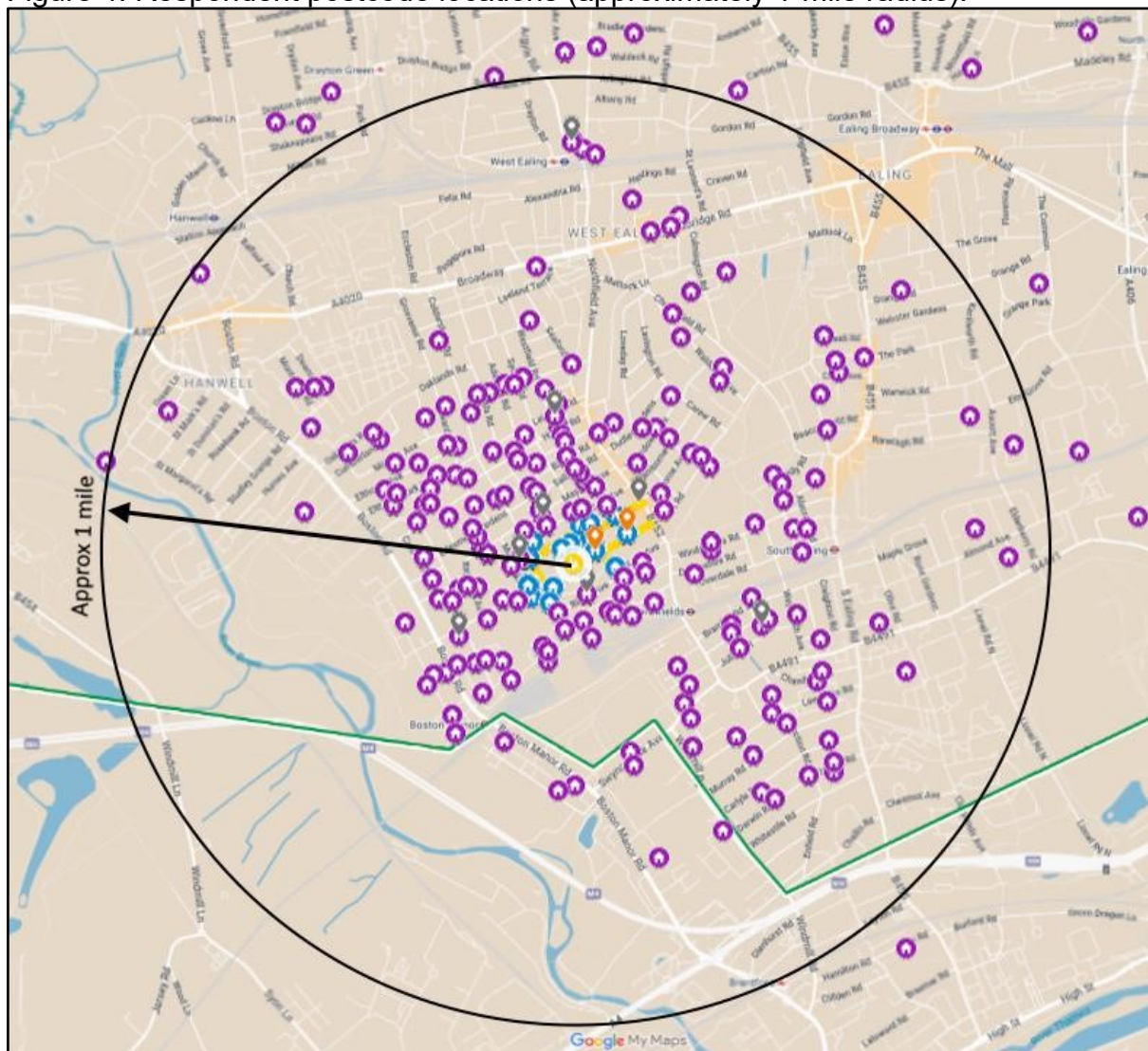


Figure 4 above shows that the majority of the residents outside the School Street (purple icons) live within a 1-mile radius (black circle) of the School Street (yellow icon and lines). Blue icons represent the residents within the School Street and orange icons represent the businesses within the School Street. As seen in Figure 3, the green line represents the border of the London Borough of Ealing. The place markers show the centre of residents' postcodes and may represent multiple respondents.

Figure 5: Respondent postcode locations (immediate vicinity):

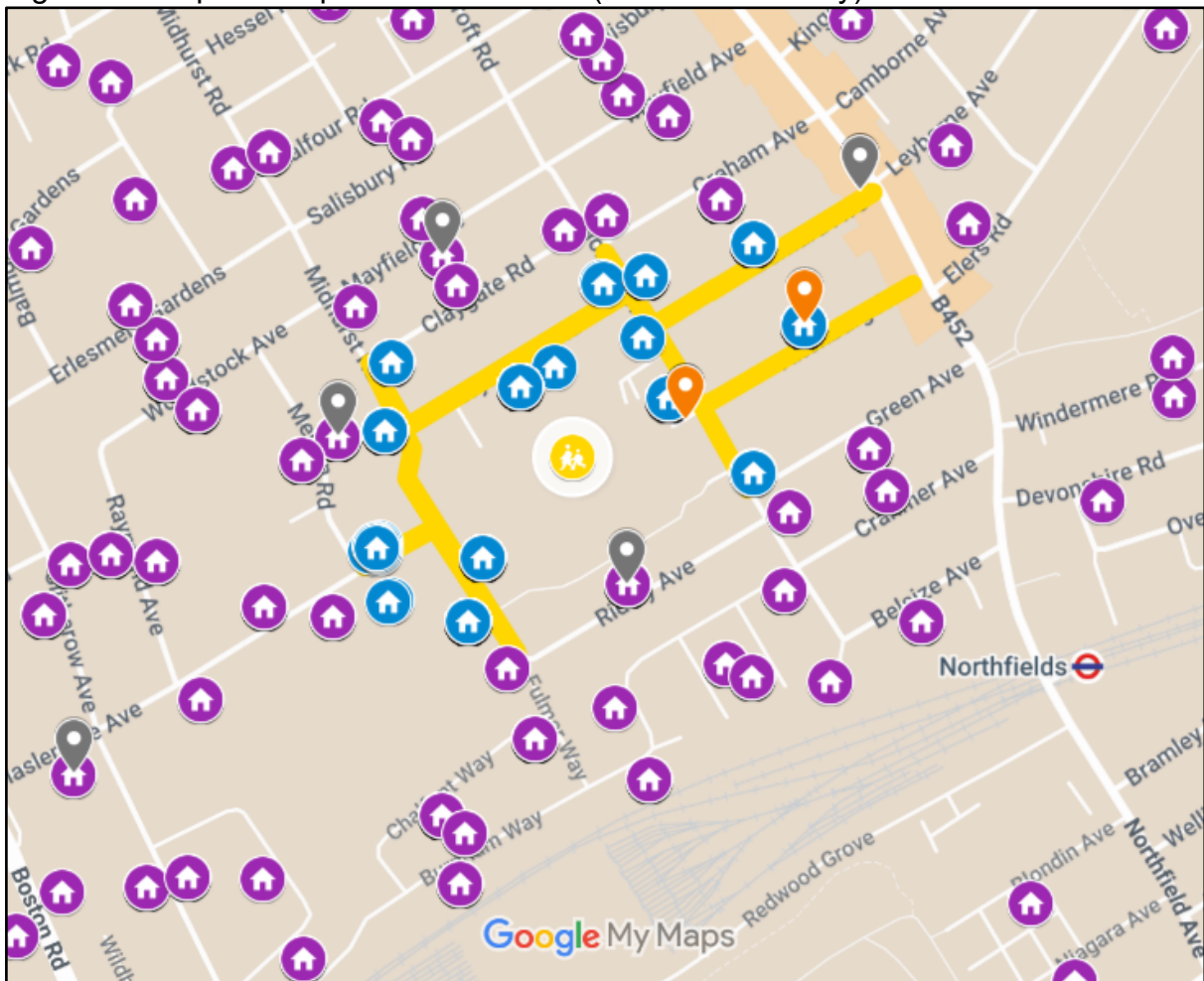


Figure 5 above displays the area immediately surrounding the School Street with icon colours as previously described in figures 3 and 4.

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’.

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

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

Table 1: Average ‘Ealing transport ambition’ ratings:

Respondent group	Total number of respondents	To what extent do you agree or disagree with Ealing Council's transport ambition
Overall	1436*	3.5
Parent / carer	364	3.9
School staff	11	3.2
Resident within School Street	237	3.8
Resident outside School Street	800	3.2
Business within School Street	3	1.7
Business outside School Street	14	2.8
School Governor	4	5.0
Local Councillor	3	5.0
Support the School Street proposal	773	4.6
Don't support the School Street proposal	597	2.0
Don't know	45	3.4

*NB not all respondents completed both sections

Ealing transport ambition summary:

Overall, 1,436 respondents completed this section of the survey, with an average rating of 3.5. Of all respondent groups, the three largest - the parents / carers, the residents within the School Street, and the residents outside the School Street - accounted for 98% of the total respondents. Of these, the parents / carers recorded the highest average rating of 3.9, followed by the residents within the School Street (3.8) and the residents outside the School Street (3.2). This indicates that all three groups show slight support for Ealing's transport ambition.

Of the remaining respondents, the school governors, and local councillors both gave average ratings of 5.0, while the school staff gave a rating of 3.2. The businesses outside the School Street and those within the School Street gave ratings suggesting they did not support Ealing's transport ambition (2.8 and 1.7, respectively). However, since these five groups together comprised 2% of all respondents, their low respondent numbers should be considered when drawing conclusions.

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 4.6. 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 recorded a 'somewhat agree' rating of 3.4 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.

	Total number of respondents	Support	Don't support	Don't know
Overall	1451	54%	42%	4%
Parent / carer	370	69%	28%	3%
School staff	11	45%	55%	0%
Resident within School Street	236	64%*	31%*	4%*
Resident outside School Street	809	45%	52%	3%
Business within School Street	4	0%	75%	25%
Business outside School Street	13	38%	54%	8%
School Governors	5	60%	20%	20%
Local Councillors	3	100%	0%	0%

*Does not total 100% owing to rounding

School Street support summary:

Overall, across all respondents, a majority of 54% indicated support for the proposal, while 42% indicated that they don't support the proposal and 4% indicated that they don't know if they support the proposal.

The parents / carers and 'residents within' showed majority support for the proposal (69% and 64%, respectively), while the majority of 'residents outside' (52%) indicated they do not support the proposal.

Of the smaller respondent groups, 75% of the Businesses within and 54% of the Businesses outside the School Street said that they don't support the proposal. 60% (3 out of 5) School Governors expressed support for the scheme, with 1 (20%) indicating that they don't support the scheme and the remaining 1 that they don't know if they support the scheme. All 3 local Councillors expressed support for the scheme.

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 Group	Number of respondents providing further comment
Overall	1302
Parent / carer	322
School staff	11
Resident within School Street	217
Resident outside School Street	730
Business within School Street	4
Business outside School Street	12
School governor	4
Local councillor	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 group	Overall	Parent / carer	School staff	Resident within School Street	Resident outside School Street	Business within School Street	Business outside School Street	School governor	Local councillor
Improved road safety	502	174	2	96	223	0	3	3	1
Reduction in traffic (other than rat running)	238	70	1	58	108	0	1	0	0
Increase in walking / cycling	165	50	0	32	82	0	0	0	1
Reduction in air pollution	103	22	1	19	61	0	0	0	0
Generalised better for children / schools	67	16	3	9	37	0	1	1	0
Improved driver behaviour	65	30	0	13	20	0	1	1	0
Improved parking	45	19	0	12	13	0	1	0	0
Generalised 'environment', sustainability etc	30	4	0	9	17	0	0	0	0
Improved mental health / quality of life etc	30	7	1	1	20	0	1	0	0
Reduction in rat running	21	4	0	7	9	0	0	1	0
Reduction in traffic noise	10	1	0	1	8	0	0	0	0
Other positive	38	7	0	5	24	0	1	1	0

Comments log (positive) summary:

The most common positive comments within the 'further comments' section of the survey were 'improved road safety' (502 comments), and 'reduction in school traffic' (238). Comments relating to 'increase in walking and cycling' (165) and 'reduction in air pollution' (103) were also frequently logged.

- "I'm a teenager who walks my little brother to school. There have been so many close calls with cars reversing or speeding past. It shouldn't be this stressful just to cross the street." - Resident outside School Street
- "As a governor and parent at Fielding Primary school, as well as a local resident, I support this proposal because of all the stated positive benefits. I also vehemently disagree with the arguments regarding the imposition to resident's vs the overall benefit to the school, students, and the community, keeping the area safer at high pedestrian traffic times." - School Governor
- "Due to the number of students that travel to Fielding by some form of active travel, it is important that the roads/ traffic volume around the school encourages these modes of transport and allows for safe travel. A School Street programme would achieve this and encourage/ endorse this further." - Local Councillor
- "I am responding as both a parent of a child attending Fielding and a resident on Wyndham Road. This is a great proposal and should have been implemented much earlier. There is significant air pollution around the school during times of drop and pickups. Some individuals even keep their cars running while they are parked. There are frequent traffic jams, and I know too many parents living nearby who could very easily walk are using cars out of sheer convenience" - Parent / Resident within School Street
- "1. There is no pedestrian crossing by the school which means we are often left standing amidst parked cars attempting to cross, which is dangerous with young children. 2. Cars speed, particularly given time of day and urgency to get to work. 3. Pollution is rising, we need to limit it, especially around schools." - Parent / carer

The next most frequent positives were a generalised 'better for schools / children' (67), 'improved driver behaviour' (65), and 'improved parking' (45).

- "Parents are incredibly inconsiderate when dropping/collecting kids. Parking on corners, on double yellows, making it very dangerous for small children crossing roads. Or on bicycles. They also speed up and down the inner roads. However, I have a medical condition so although I live walking distance, it's difficult for me to walk to the school - but the dangers of selfish parents outweigh my needs." - Parent / carer

- “I live in one of the proposed roads and it is ridiculously busy around school times which I think is unfair for residents because I have seen and heard many arguments between drivers.” - Resident within School Street
- “This is a small but important change. It sends a message that streets near schools should put children first. I'm fully behind this and hope it leads to wider improvements.” - Resident outside School Street

A generalised comment regarding the ‘environment / sustainability etc’ was logged for 30 respondents as was ‘improved mental health / quality of life etc. A ‘reduction in rat running’ was mentioned by 21 respondents, and a reduction in traffic noise by 10.

- “The pupils of Fielding Primary School deserve local roads safe enough for them to walk, cycle or wheel there in the morning and home in the afternoon. When we had the LTN within this area the children obviously enjoyed the school run and we urgently need to decarbonise transport in the UK in the face of climate change.” - Resident within School Street
- “I work at the school and have seen first-hand the difference a calm, traffic-free entrance could make. The children are more settled when their journey to school is less chaotic.” - School Staff
- “Drivers using these roads as rat runs pose a serious and real threat to these kids. I feel so ashamed that children today do not get to experience their neighbourhoods in the friendly way I once did. The streets are quiet. Another area of once public space that feels like it's been privatised. Children deserve better.” - Resident outside School Street

‘Other positives’ included other general community benefits (12 comments), support owing to the narrow nature of the streets in the area (11), general health benefits (7), business benefit (1), disability benefit (1), and benefit to pupils at other schools (1).

- “These narrow backroads all fall within an area of Ealing that has next to no traffic reduction measures; on the best of days, the rat-running down these roads is awful and numbers in the hundreds and thousands of car and van journeys. In lieu of the previous LTN, small changes to how these backroads are used can constitute large changes to neighbourhood; for Fielding Primary pupils and residents alike.” - Resident outside School Street
- “This is a good thing for children’s safety, for health and for the environment. Any minor inconvenience will be manageable.” - Resident within School Street
- “I work nights and often walk home in the mornings. The school run is the most chaotic time on our street. A School Street could really help make the area feel safer and more neighbourly.” - Resident outside School Street
- “Our family owns a business locally and we think this is a great idea. A calmer, safer street will improve the whole area's atmosphere and attract more people to the shops, not fewer.” Business outside School Street

- “Please do this. As a disabled parent who uses a mobility aid, the current congestion makes it very hard for me to safely get near the school. A School Street would improve accessibility for people like me.” - Resident outside School Street
- “It will also provide a slightly better corridor for my other two kids who will be travelling from Midhurst to Elthorne Park High School next year” - Parent / carer.

Comments log (constructive / neutral):

The number of specific neutral / constructive comments within the respondents' feedback can be found logged in Tables 5 and 6 below.

Table 5: 'Give My View' additional feedback constructive / neutral comments log (additional information):

Respondent group	Overall	Parent / carer	School staff	Resident within School Street	Resident outside School Street	Business within School Street	Business outside School Street	School governor	Local councillor
Street specific statistics pollution / traffic volume etc	5	0	0	0	5	0	0	0	0
Provide clearer details on exemptions i.e. disabled / residents / staff	9	0	0	5	4	0	0	0	0
Other additional information on scheme	16	1	0	6	9	0	0	0	0

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

Respondent group	Overall	Parent / carer	School staff	Resident within School Street	Resident outside School Street	Business within School Street	Business outside School Street	School governor	Local councillor
Request to enlarge / extend the scheme	67	25	0	12	27	0	1	1	1
Use more enforcement / crossing patrols etc	10	0	0	3	7	0	0	0	0
Asking for scheme specific changes	22	4	0	6	12	0	0	0	0
Other general improvements in the area	59	9	0	10	39	0	1	0	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 of scheme details owing to misunderstanding, while others requested clarification to scheme exemptions, specific examples or information either related to the proposal or the experience at other schools, beyond the overall statistics provided.

- “I would like to know if it is possible for parents of children with additional needs to be exempt from the School Street system. For those children, walking to and from school can be very difficult after an already exhausting day at school.” - Resident outside School Street
- “I would like the council to provide clear evidence that there is an actual need at Fielding with vehicle data, vehicle counts or pollution data, benchmarking where Fielding sits versus other schools in the borough that do and don't have this scheme in place” - Resident outside School Street
- “There's not enough information about how it will be enforced.” - Resident outside School Street
- “Insufficient information as to how this would look” - Resident within School Street

In relation to other changes and improvements, requests to enlarge the scheme frequently referenced a wide variety of roads bordering the scheme or suggested the reintroduction of traffic restrictions throughout the whole area in line with the previous low traffic neighbourhood. Extending the timings to include school clubs were also frequent.

- “Thought should be given to extend the School Street to Haslemere/Clitherow junction and include Raymond/Woodstock” - Councillor
- “The hours of operation ought to be longer to cover those attending clubs.” - Parent / carer
- “The best solution would be to extend the zone to cover all of Haslemere Avenue and the roads connecting Clitherow Avenue with Boston Road. This would make the whole area safe for all children walking to and from school not just those at Fielding.” - Resident outside School Street
- “It's much needed, if anything the (hours) need to be extended to include the two pick-ups from clubs at 4.30 and 5.30.” - Resident within School Street

Comments regarding increased enforcement and crossing patrols most commonly related to existing parking restrictions, although the addition or improvement of crossing provision was also highlighted by several respondents.

- “Change the current controlled parking times to cover the proposed School Street times, 8:30-9:30 and 3-4pm. Place parking attendants on the streets which will raise revenue and stop people parking.” - Resident within School Street

- “Why not enforce rules of no stopping no picking up passengers, and instead place well placed zebra crossings within Northcroft and Midhurst that would actually help kids and families move at all times?” Resident outside School Street

Suggested scheme specific changes included:

- Improving access for taxi's / deliveries / temporary permits
- Running the scheme on a trial basis only
- Access for all blue badge holders
- Improved signage
- Using the CPZ permits rather than additional School Street permits
- Matching the CPZ timings to the School Street
- Reducing the size of the scheme / enabling access to Northfield Community Centre
- Reducing restriction times
- Allowing access for all parents and carers
- Plentiful staff permits

General suggested improvements to the area included:

- The reopening of Swyncombe Avenue to 2-way traffic / removal of Deans Road and Montague Avenue LTN
- Other traffic calming measures such as speed bumps / cameras
- Improvements to alternative routes including additional signage and improved traffic flow
- Increased use of CPZ / changes to timings
- Ongoing ANPR monitoring of the area
- Restriction to through traffic
- Highway cleaning / pruning
- Increased use of one-way systems
- Pavement and pothole repair
- Crime prevention
- Cycle and road safety training for Children
- Action to prevent Ice Cream vehicles from idling as well as all vehicles
- Public transport improvements
- Improved crossing at Raymond / Haslemere (tree reduces visibility)
- Improved crossing at the junction of Bernard / Northcroft
- Improved crossing around the junction of Northcroft / Midhurst
- Improved crossing / safety at the junction of Claygate / Midhurst
- Improved crossing / safety at the junction of Mayfield / Northcroft

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 group	Overall	Parent / carer	School staff	Resident within School Street	Resident outside School Street	Business within School Street	Business outside School Street	School governor	Local councillor
Increased or displaced traffic / congestion	351	45	0	25	277	0	3	1	0
Measures unnecessary	207	34	3	24	141	0	4	1	0
Reduction in road safety	89	18	0	7	62	0	2	0	0
Money making scheme / fines	88	14	1	11	61	0	1	0	0
Reduced resident access (within or outside)	71	5	1	15	49	0	1	0	0
Reduced service / visitor access	63	1	0	24	33	2	3	0	0
Parking concerns	61	3	0	9	47	0	2	0	0
Need to drive	48	13	0	5	29	0	1	0	0
Reduced air quality	45	1	0	4	39	0	1	0	0
Narrow / unsuitable roads	45	4	0	3	38	0	0	0	0
Negative impact on parents or children	42	17	1	1	22	1	0	0	0

Respondent group	Overall	Parent / carer	School staff	Resident within School Street	Resident outside School Street	Business within School Street	Business outside School Street	School governor	Local councillor
No / poor consultation	38	3	0	4	30	0	1	0	0
Negative impact on disabled people	32	6	0	7	18	0	1	0	0
Worsening highway behaviour (speeding / road rage etc)	30	4	0	2	23	0	1	0	0
Negative impact on the elderly	22	3	0	4	14	0	1	0	0
Mental health impact	18	4	0	2	12	0	0	0	0
Negative community impact	17	0	0	2	11	1	3	0	0
Greater carbon emissions	11	0	0	0	11	0	0	0	0
Business loss / impact	10	0	0	1	6	2	1	0	0
Emergency service obstruction / delay	7	0	0	1	6	0	0	0	0
Increase in noise pollution	6	0	0	1	5	0	0	0	0
Problems with the (future) review process	3	1	0	0	2	0	0	0	0
Increase in bus journey times	2	0	0	0	2	0	0	0	0
Other	158	17	2	17	116	1	5	0	0

Comments log (concerns) summary:

Overall, the most commonly expressed concerns were in relation to increased or displaced congestion / traffic (351 comments) or the belief that the measures were unnecessary (207). Concerns that the scheme would have a detrimental effect on road safety (89 comments) or that it was intended to generate revenue (88) were the next most frequently raised.

- “From my experience on these roads on and around the school at these mentioned times, I don’t see any issues that is needed so as to be implementing a School Street. In fact, by implementing a School Street this would cause more issues of traffic congestion on the surrounding streets” - Business outside School Street
- “While I understand the intention, I believe this scheme could unintentionally create safety concerns. Many children walk, cycle, or use scooters to school, and increased traffic on surrounding roads—especially narrow ones—may put them at greater risk.’ - Resident outside School Street
- “...it is the council’s way of making more money through fines from the local community” - Staff

Concerns over resident access were mentioned by 71 respondents. These were followed by comments regarding reduced visitor / service access (63), parking concerns (61), a ‘need to drive’ (48), and reduced air quality (45).

- “Businesses, friends, colleagues will have no access during these times. I will have to drive further using more petrol, to get access to roads I need.” - Resident outside School Street
- “There are people in this city who have to drive, and it’s getting harder and harder for them...we need to think about all road users equally.” - Parent / carer
- “No consideration given to parking issues as working parents (& others who drive to school) will still drive. There isn’t the space to park up in the immediate area, likely to then cause inconsiderate & dangerous parking which in turn is a danger for pedestrians” - Resident outside School Street
- “No support from me. More pollution and traffic on side streets.” - Resident within School Street

Narrow / Unsuitable roads were raised by 45 respondents as a concern (as mentioned previously, narrow roads were also raised in support of the scheme). 42 respondents raised generalised negative impacts on parents or children, and 38 provided comments relating to a sense of ‘no / poor consultation’.

- “Because all diverted traffic will be forced onto Mervyn Rd which is a bendy narrow road and totally impassable both ways” - Resident outside School Street.

- “Parents who do not live in the immediate area will not be able to get children to school on time which will cause more pressure on working parents.” - Parent / carer
- “I did not appreciate the initial letter from the council, which effectively said they were going ahead without a proper consultation” - Resident within School Street

A perceived negative impact on disabled people was mentioned by 32 respondents, with 22 mentioning the elderly. Worsening highway behaviour was mentioned by 30 respondents.

- “As a volunteer carer, other local School streets are deeply flawed and have impacted severely on elderly and less mobile residents who have been ostracised from any kind of input and largely ignored. They are also abused with parents parking outside the area and their children now crossing a busy key route.” - Business outside School Street

Respondents also raised concerns regarding mental health impact (18), community impact (17), greater carbon emissions (11), and business impacts (10).

- “This proposal is divisive and disruptive to the entire neighbourhood...the scheme will create traffic chaos, anger, frustration, and pollution in the surrounding streets. The whole scheme is completely without merit...it does nothing to improve the local environment or support community cohesion, quite the opposite. It also increases my commute to work...more fuel, pollution, expense, more traffic.” - Resident outside School Street
- We are an after-school tutoring agency and work out of Altenburg Avenue. If the road is closed from 3pm - 4pm, parents will not be able to drop their children to the agency as they do at present. Parents drop their children after school any time after 3.30pm in Altenburg Avenue. The School Street option will render this option obsolete and have a serious effect on our business. - Business within School Street

7 Respondents reference concerns related to emergency service obstructions / delays and 6 referenced increased noise pollution. 3 were concerned with the future review process and 2 specifically mentioned increased bus journey times.

- “...this, in turn, will result in more noise during the operational hours of the scheme. A third concern is that this scheme will hinder emergency vehicles from accessing Fulmer Way during prohibited hours. Partially blocking Haslemere Road will create difficulties, as it is the only route for emergency vehicles to reach Fulmer Way from Boston Manor Road” - Resident outside School Street (NB no physical barriers will be installed as part of the scheme; therefore, emergency vehicle access will be unchanged).

- “While they set up monitors of the amount of traffic travelling down Haslemere venue they did not monitor the traffic travelling up Mervyn Road for the same period and therefore will not be able to see how much I am sure it will increase.” - Resident outside School Street

‘Other’ concerns which have also been infrequently raised for other School Street schemes included:

- Targeting specific groups such as parents / everyone except for parents / through traffic / delivery vehicles
- The proximity to other schools
- A general notion that the scheme will be ineffective (without reasoning)
- Privacy concerns
- Aesthetics of signs / cameras
- Impact on staff
- The notion that children need to be exposed to danger in order to learn about the risks
- Timings are too long / too short
- A feeling that the scheme will lower house prices
- Poor signage
- Difficulty using hire / zip cars

The ‘other’ concerns did, however, highlight a few areas of concerns that are relatively unique to this School Street compared to the feedback received for other School Street proposals in Ealing.

‘Lack of school support’ was mentioned by 61 respondents - often accompanied by the suggestion the scheme doesn’t therefore meet the government’s criteria for School Street schemes. Although it in no way invalidates the respondent’s concerns, it should be noted that there was evidence of a template being circulated to make this (as well as other) points. Additionally, as mentioned previously, within the GMV survey, there were 5 respondents who identified themselves as being School Governors. 3 (60%) said they support the scheme, 1 (20%) said they don’t support the scheme, and 1 (20%) said that they ‘don’t know’.

- “The headteachers and governors voted no to this scheme on 23/03/24. Selection and design does not meet legal criteria. Govt guidelines require school support.” - Resident outside School Street

There were also 61 respondents who stated that they feel the scheme is too large.

- There is no need for such a widespread road restriction... Placing restrictions on such a wide area around the school will impact travel between Boston Manor road and Northfields Avenue. This has already been restricted by the closure of Swyncombe Avenue from traffic from Boston Manor Road. Our organisation is on Ridley Avenue. This school scheme will adversely affect our clients travelling to their various community groups at the church and church hall. - Business outside School Street

Although less frequent, the compound effect of other new schemes in the area - such as Swyncombe Avenue, Boston Road Cycle Lane improvements, and highway / traffic management changes to Elthorne Park / Leighton Road - was also unique to the Fielding School Street proposal owing to the specific nature of the schemes referenced.

- “2 other proposed schemes led by Driscoll on the Boston Road (cycle lane addition) and FUN scheme on Elthorne Park Road and Leighton Road will mean 3 overlapping schemes will have a significant negative impact on roads in the area forced to take diverted traffic.” Parent / Carer and multiple Residents outside School Street (template).

The presence of Northfields Community Centre was a frequent rather than a unique element of this School Street as other School Streets schemes include Community Centres, Church Halls etc which are used for community activities. NB. Users will always be able to leave the area during restrictions and access is retained via active modes of travel or permits for Blue Badge users.

- “As this current plan stands, these restrictions mean users of the Northfields Community Centre, will not be able to access the site unless they have a permit. We cater for a wide range of ages, and for people with various degrees of mobility, many of whom use the Community Centre car park, some of which are Blue Badge Holders, which they will no longer be able to access. We suggest not to include Altenburg Avenue and some of Northcroft Road.” Business within School Street

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 online 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:

General information on the scheme; speeding concerns in the area; restricted access to CPZ; concerns around highway conditions; displaced traffic and parking; suggestion expansion of restrictions.

A number of emails were received by the council. As with the engagement events, the concerns raised were all also captured within the GMV survey but, briefly, were comprised of:

Displaced traffic; negative impact on driver behaviour; the narrow nature of the alternative roads in the area; air quality concerns; expansion of the scheme; reduction in the size of the scheme; measures unnecessary; concerns related to resident or visitor access; increased CPZ enforcement and use of CPZ permits in place of permits specifically for the School Street; lack of school support; consultation / engagement concerns; financial concerns; reduction in road safety; a 'need to drive'; general support for the scheme; improved road safety; improved driver behaviour.

Further consideration

The following respondent comments are considered by Hup Initiatives to be worthy of further consideration, either with reference to existing information provided prior to the GMV survey or a right of reply by the council. Consequently, the replies to the respondent comments below have been produced in consultation with the council.

Size of the scheme and access to Northfield Community Centre:

A smaller version of the scheme - such as one that comprises Midhurst Road between Haslemere Avenue and Claygate Road, Wyndham Road, Northcroft Road between Graham Avenue and Altenburg Avenue, and Bernard Avenue - might (based on respondent feedback) be considered more acceptable to a greater number of respondents. This smaller scheme would allow access to the community centre to be retained via Altenburg Avenue as well as maintaining through routes via Haslemere and Ridley Avenues. This proposal would not, however, cover the school entrances via Fielding Walk (a footpath connecting Midhurst and Northcroft Roads) and could provide less of a deterrent for through traffic between Boston Road and Northfield Avenue, which appears to have been exacerbated by restrictions introduced on Swyncombe Avenue. It should also be noted that there were more respondents requesting an expansion or extension to the scheme than there were suggesting the scheme is too large.

Additionally, as previously noted other School Street Schemes include community centres and church halls. The current timetable for Northfield Community Centre suggests that afternoon sessions will be unaffected as users are free to leave the School Street area at any time and subsequent sessions commence after the School Street restrictions have ended. Blue Badge holders wishing to access the Community Centre during School Street hours (for example sessions commencing between 8.30am and 9.15am) can be considered for special dispensation.

- “Do not extend the school zone to include the bottom of Haslemere Avenue and Midhurst Road turning right out of Haslemere. Allow traffic to travel up Ridley Avenue and through to Haslemere Avenue.” - Resident outside School Street
- “Within the proposed scheme is Northfields Community Centre, which hosts multiple community classes, as well as a playschool for at least 30 years, which is well loved by the wider community. Employees travel into this, as well as elderly grandparents who need to drop off their children. They will have nowhere to park. These community groups and the playgroup have not been considered regarding this scheme, particularly given the young age of those attending means they cannot scoot, cycle etc... This scheme is unnecessarily large... If the scheme is to go ahead, I propose that it is reduced slightly in size, removing Altenburg Avenue. This would allow access to the Northfield Community Centre... whilst still protecting the roads surrounding the school access points.” - Resident outside School Street

- “The proposed School Street is too large. What is the point of closing off nursery entrance for example? Nursery kids get dropped off and collected at various times during the day. Morning session ends at 1:30pm and afternoon session ends at 6pm, both times are outside of the proposed closure time. I don’t see the point with closing off the fielding walk entrances as well; pupils get in or come off to a long back alley (fielding walk) which is already closed for traffic. Then pupils go into two different directions before they come on the traffic roads... Closing a total of 6 streets with the claim of covering all 3 entrances where there is no need as explained above will only create more chaos, blocks and aggressive driving in the nearby roads and junctions. Those roads and junctions are used by the majority of the Fielding PS pupils to walk/scoot/cycle on their way to school... a smaller School Street closing off only Wyndham Road where the main entrance is and potentially Wyndham/Midhurst junction would be preferable.” - Parent / carer

Lack of school support

A notable number of respondents highlighted a ‘lack of school support,’ which appears to be based on a board of governors meeting which took place in March 2024 with a vote of 11-1. However, the notion expressed by a number of respondents was that this vote was ‘against the introduction of a School Street’, this is not accurate. The governor meeting minutes state that; ‘The GB agreed at this stage not to express an interest in the safer school’s scheme’. The council’s understanding is that the governing body felt that it would be preferable for the scheme to be council led. Based on the GMV survey, there does appear to be support from within the school governing body now that the full proposal has been published. As such, the comments from those who identified as School Governors have been included below.

- Support: “Fielding PS is the largest primary school in the borough and has many pupils walking and scooting to school. Removing cut through traffic at drop off and pick up times would create a much safer environment. Given the large number of pupils attending after school clubs should the afternoon restriction be extended to cover the pick-up time from the after-school clubs?”
- Support: “My children walk to the school and it’s often chaotic around the entrance of the school with vehicles disregarding the current rules and driving all over the place...and the kids don’t know what to do”
- Support: “As a governor and parent at Fielding Primary school, as well as a local resident, I support this proposal because of all the stated positive benefits. I also vehemently disagree with the arguments regarding the imposition to resident’s vs the overall benefit to the school, students, and the community, keeping the area safer at high pedestrian traffic times”
- Don’t support: “These roads are not particularly busy enough to warrant such an extensive controlled zone and will have a detrimental effect on traffic and congestion on the nearby roads”
- NB The Governor selecting ‘Don’t know’ did not provide further comment.

In addition to the above, there is a suggestion that the lack of school support renders the proposal 'illegal' or that it does not conform to government guidelines and therefore cannot proceed. This is not the case: guidelines published on the [gov.uk](https://www.gov.uk) website by the Department for Transport and Active Travel England are guidance rather than law.

Resident access (Chalfont / Burnham Way):

Although the residents of Chalfont Way and Burnham Way in particular have expressed the view that significant diversions are required to avoid the closure during operational hours, in practice, only a very limited number of journeys would be extended (with any such diversions highly likely to be less than 0.5 miles). This is partly owing to the lack of through routes West of Boston Road, and the limited number of through routes North of Uxbridge Road.

The comment below suggests such a westbound journey to the A4 via Boston Road. Further investigation suggests that an alternative eastbound route for this journey - via Ridley / Cranmer Avenues and then southbound on Northfield Avenue, would be an almost identical distance and journey time.

"As a resident of Fulmer Way, the only route to reach Boston Manor Road and access the A4 by car is via Haslemere Avenue, which is proposed to be partially closed. This will create significant inconvenience for me and other motorists in the area." – Resident outside School Street

Narrow / unsuitable streets:

The narrow nature of the roads in the area was raised, both in support of the scheme (for example the section of Midhurst Road between Haslemere Avenue and Wyndham Road), and against the scheme (for example traffic potentially displaced to Mervyn Road and Raymond Avenue). The nature of this area is such that to some extent, these concerns are likely to remain regardless of the implementation of the School Streets scheme, unless further restrictions in through traffic are put in place, such as the measures previously implemented and subsequently removed. The School Streets scheme aims to reduce overall traffic in the area following a period of 'bedding in.' It is also noted that none of the roads in this area are classified as A or B roads, which would typically be considered to be 'through routes' according to [gov.uk](https://www.gov.uk) guidance on road classification: "*A roads – major roads intended to provide large-scale transport links within or between areas. B roads – roads intended to connect different areas, and to feed traffic between A roads and smaller roads on the network.*"

Other Highways Schemes in the area:

The compound effect of other schemes in the area having a significant negative impact - particularly in regard to traffic displacement - was suggested by a number of respondents. The presence of multiple schemes in the area could be considered to be evidence of a wider policy supporting improved active travel safety and behaviour change over the medium term. Notwithstanding the above, the schemes are considered unlikely to have a significant impact on the Fielding Primary School Street area.

Boston Road: The introduction of additional cycle infrastructure on Boston Road is being achieved through the removal of parking bays and improved use of the existing space, which is occupied by pavement and on-street cycle lanes. There is no reduction in space available for vehicle traffic, i.e., the current two lanes (one in each direction) are being retained. Traffic flow is unlikely to be reduced as a result of the scheme, and traffic choosing to reroute through the area around Fielding Primary School as a result is also considered unlikely.

FUN scheme on Elthorne Park Road and Leighton Road: The scheme being implemented on Elthorne Park / Leighton Road does not prevent vehicles from traveling the full length of the road. The scheme seeks to reduce vehicle speeds and provide highway improvements to support active travel. Displacement to the area around the Fielding Primary School Street is therefore considered unlikely, as Elthorne Park Road / Leighton Road will remain the most direct east-west route.

Swyncombe Avenue: Restrictions on Swyncombe Avenue have been implemented by the London Borough of Hounslow and are therefore beyond the jurisdiction of Ealing Council. A notable number of respondents expressed a view that Haslemere Avenue is the only west-to-east route in the area, as a result of the eastbound restrictions on Swyncombe Avenue. Owing to the proximity to the borough boundary, such journeys (which could otherwise route via the A4020 Uxbridge Road or B442 Windmill Road) are likely to be undertaken by residents of the neighbouring borough.

As such, it is a relatively limited number of streets (primarily Hounslow properties northwest of Swyncombe Avenue / southeast of Boston Manor Station) to whom the detour could result in a notably longer distance travelled. Such west-to-east journeys are therefore likely to be related to journey time rather than journey distance, which has resulted in the increased use of residential streets rather than designated through routes with A or B road classification. It is, at least in part, concerns owing to these increased through journeys that the School Street seeks to mitigate.

Key findings:

- Overall, within the GMV survey, the majority of respondents stated that they support the School Street proposal when asked 'Do you support the proposal for a School Street?' (54% 'support', 42% 'don't support', 4% 'don't know'). There was particularly strong support from the parents and carers (69%) and the residents within the School Street (64%). Conversely, the majority (52%) of residents outside of the School Street stated that they 'don't support' the scheme, with 45% stating that they do support the scheme.
- The response rate for the GMV survey is relatively high compared to other School Street surveys. There are c1,018 pupils and letters were posted to 2,035 properties, approximately 1,500 people engaged with the GMV survey.
- The respondents, overall, also indicated support for Ealing's Transport Ambition, with an average rating of 3.5. Positive average ratings were recorded by all respondent groups other than the business respondents.
- 'Travel for Life' data showed that the majority of pupils are currently travelling to school by active modes of transport (approximately 82%).
- While feedback showed that displaced traffic is the main area of concern (351 comments), this has not been shown to be a significant issue at other School Street locations in Ealing. Support owing to improved road safety was stated significantly more frequently (502 comments) than any of the concerns raised - particularly the feeling that the scheme is unnecessary (207 comments) or will result in a reduction in road safety (89 comments).
- Although some concerns were considered worthy of further consideration, no clearly 'compelling reasons' have been identified.

Additional comment:

Although there is majority support for the School Street based on the GMV survey, it is recognised that there are strongly conflicting opinions on what action (if any) to take to reduce through traffic in the wider area - particularly in the absence of A / B road classification. Opinions range from residents favouring a return to the Low Traffic Neighbourhood previously implemented, to unmitigated vehicle access to all of the roads in the area as a matter of principle. This report does not seek to comment on the relative merits of these opinions; however, as these views feature heavily within the feedback for the Fielding Primary School Street, they should therefore be acknowledged. While not formally assessed, it is the opinion of Hup Initiatives that, contrary to any given individual respondent's sentiment, there is no clear consensus on the direction of such wider actions across the community, i.e., in this survey those favouring increased restrictions appear to be broadly similar in number to those wishing to maintain the status quo or indeed remove existing restrictions.