



Brent School Streets Review

Mora Primary Scheme Report

MP Smarter Travel

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Mora Road School Street

Background

In September 2020, a School Street scheme was introduced through an experimental traffic order on Mora Road, as highlighted on the map below. The Mora Primary School Street was created to reduce air pollution and improve road safety outside Mora Primary School, which educates students from nursery to year 6. This School Street also aims to ease the impacts of the COVID-19 pandemic, by providing extra space for social distancing.

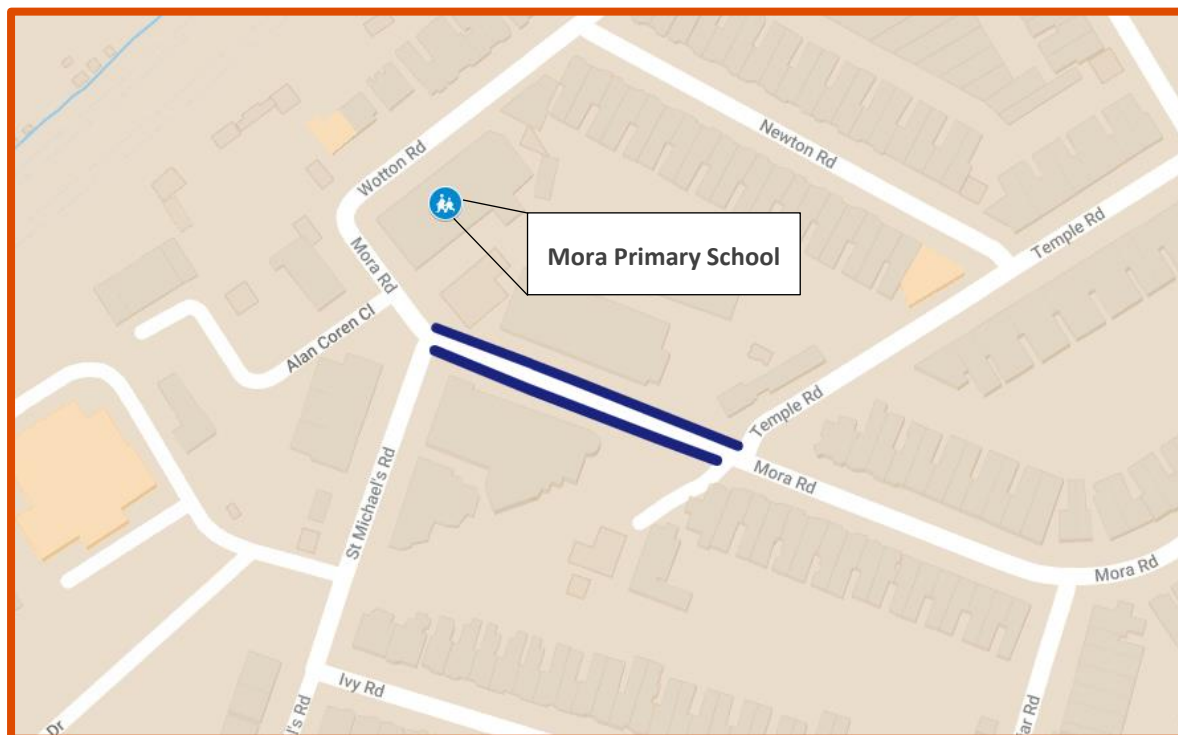


Figure 1 – Map showing location of the School Street, and Mora Primary School

Summary of Data Analysis

As part of Brent Council's Emergency School Street consultation process, the council collected multiple datasets including:

- Public consultation
- Air quality data
- School interviews
- Travel mode analysis
- Site observations

Below we present our analysis of these datasets, along with a recommendation as to whether the scheme should be made permanent.

Public Consultation

From August 2020 to July 2021, members of the public were invited to provide feedback on the experimental scheme. The Mora Primary public consultation received 34 responses in total, all of whom live outside of the scheme. 29 of these responses included a comment, all of which have been analysed thematically to highlight relevant comments.

Table 1 – Overall responses

Response	Count	Lives within scheme	Lives outside of scheme
Supports school street	23	0%	100%
Opposes school street	11	0%	100%

Table 2 displays the key points pulled from the public comments, first split into code frames then themes. The themes have been colour coded to indicate whether they are in support or opposition of the scheme.

Table 2 – Public comment themes

Code Frame	Theme	Count
Access	Support hierarchy of modes	2
	Concern about residents' access to homes	1
	Concerns about access to vulnerable people/of vulnerable people to healthcare facilities	1
Consultation	Concern about perceived lack of consideration of local people and those with children	3
	Concerns about perceived lack of public consultation/warning	1
	Concerns about perceived lack of information for residents	1
Parking	Support reducing idling and poor parking	2
	Concern about displaced parking	2
Traffic Levels	Concern about increased traffic on other roads	5
	Concern about efficiency of car journeys	1
	Would like further traffic calming and one way system on Mora Road	1
	Concealed signage causing bottleneck traffic (Cricklewood Broadway)	1
Health	Support scheme for safety of children	13
	Scheme has made it calmer and more pleasant	2
	Support reduced air pollution due to scheme	2
	Support increased social distancing due to scheme	1
	Feel scheme has increased stress, anger, and confrontations	4
	Concerns about increased pollution along other roads	3
	Does not feel scheme has improved safety	2
	Concern about safety of children on school street	1
General	Supports further measures and/or stricter penalties for reducing car dominance (particularly wardens and fines)	1
	Feel inconvenience is outweighed by benefits	1
	Scheme seen as unnecessary	2
	Scheme seen as confusing	2
	Supports scheme only as a temporary measure	1
	Feel inconvenience is too great	1
	Feel School Street does not work well with LTN	1
	Feel infrastructure e.g., cycle lanes, should be put in first	1
	Feel installation of cameras is money-motivated	1

The most referenced theme was that respondents supported the scheme’s improvements to the safety of children on their way to and from school. The primary concerns were about the displaced traffic causing congestion on other roads, and the resultant road rage and confrontations that arise.

Key Concerns

Following analysis of the public responses, the following topic areas have been identified as key concerns.

Highways Changes

Within the public Mora Primary scheme consultation, two suggestions were made for specific highways changes on Mora Road.

Table 3 below shows a summary of the highways changes suggested, and how many people suggested them.

Table 3 – Highways changes

Highways Change	Count
Install one-way system on Mora Road to prevent traffic jams and road rage	1
Remove the LTN as it forces cars onto Mora Road	1

Blue Badge Holders

Of the 34 public consultation responses, five people identified themselves as having a disability. All five of these people were not in favour of the Mora Primary School Street. They cited the following issues:

- Scheme causing traffic jams and pollution
- Increases congestion and angry confrontations
- People who are ill but do not own a blue badge struggle
- Concern about replacement of barrier with cameras – seen as for income generation purposes and makes street less safe for children
- Causes displaced illegal parent parking
- Confusion about how the success of the scheme is being monitored

Air Quality

As part of the Mora Primary School Street scheme, Nitrogen Dioxide (NO₂) levels were monitored at the school over a twelve-month period from October 2020 to October 2021.* Figure 2 presents this data along with the modelled annual average for 2016 ([Annual Pollution Maps](#)) for reference.

Despite the missing data from March, there is a clear downward trend in NO₂ concentration after the winter months, and then a downward trend into summer, which is in line with seasonal trends for NO₂. Ideally, data would be collected for at least a year before and after the implementation of the scheme. This would enable changes to be identified and more reliably attributed to the School Streets scheme. However, for this set of implementations, this was not possible.

*See Appendix A for full air quality datasets.

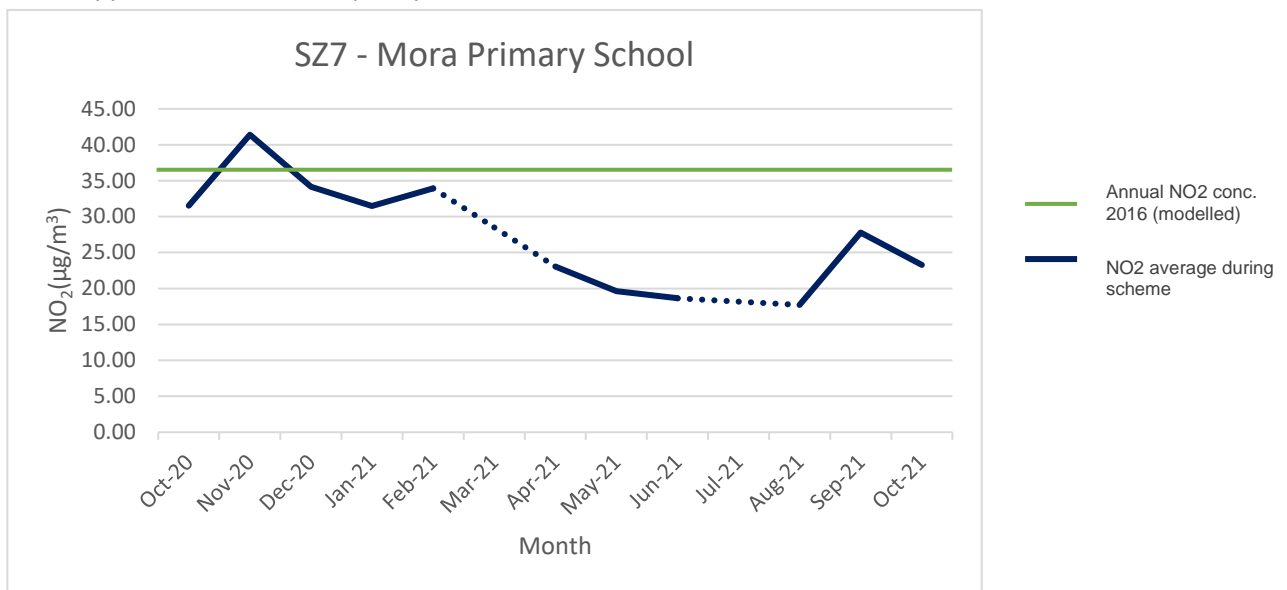


Figure 2 – NO₂ concentration at Mora Primary School

It is important to note that this data represents NO₂ levels over the course of the scheme post-implementation, rather than being proof of scheme impact. There are multiple factors at play including meteorological conditions, school holidays and COVID-19 restrictions, which will have impacted the data.

School Interview

Through interview, MP Smarter Travel found that Mora Primary School has had a generally positive experience of the scheme, with more details of the interview shown in table 4 below. The school's primary issue was with parents causing congestion by parking their cars around the barriers, making the road immediately beyond the barriers unsafe for children and difficult for the school to police. Overall, the school found the scheme to improve the sense of school community, social distancing and road safety (within the scheme).

Table 4 – Interview summary

Overall Opinion	<ul style="list-style-type: none"> • Moderately positive
Benefits	<ul style="list-style-type: none"> • Social distancing • Extension of the school learning space • Improved school community • Improved road safety directly outside school gates
Concerns/drawbacks	<ul style="list-style-type: none"> • Parents still driving right up to barrier to drop off and idle, makes space around barriers dangerous for children, school have spoken to parents many times. • School staff having to make vehicles move on and discourage parking on yellow lines is stressful – requires more council support
Requests for continuation	<ul style="list-style-type: none"> • Continued use of cones as a physical barrier • Improve signage • Greater traffic warden support • Addition of a camera to discourage parents from driving up to the barriers

Travel Mode Analysis

Students at Mora Primary School were surveyed before (May, 2019) and after (July, 2021) the implementation of the scheme, to identify any changes in travel modes. The travel mode data reveals a 13% increase in the number of students arriving by active travel, while public transport has decreased by 12%. The 1% decrease in car use alongside the increase in active travel suggests that the scheme is having the desired effect and nudging parents & guardians to more sustainable forms of travel.

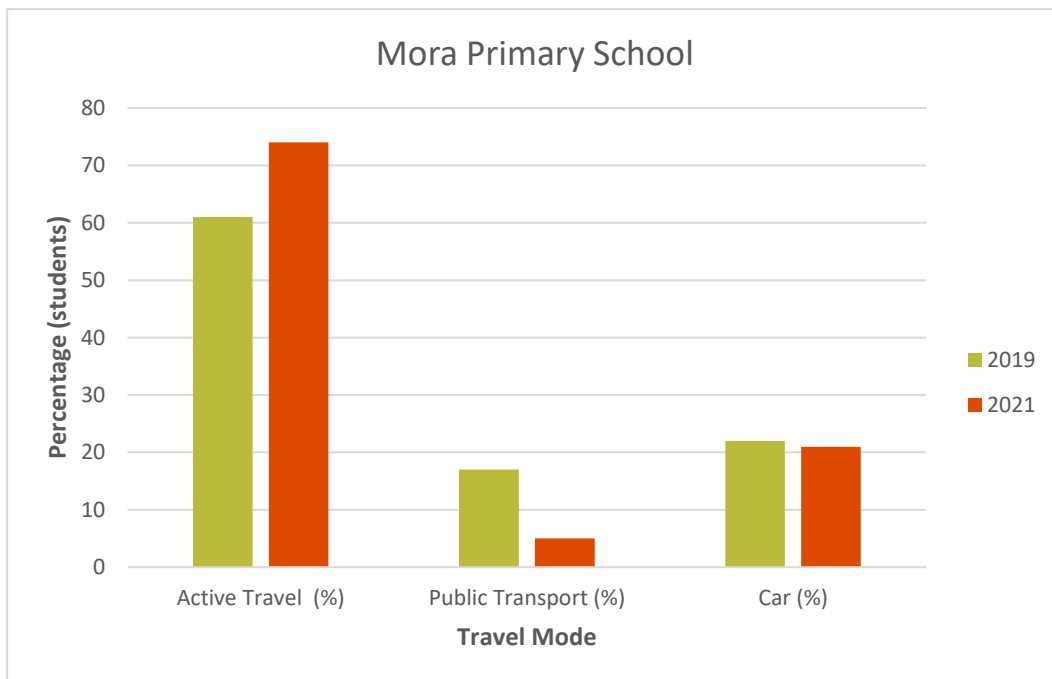


Figure 4 – Graph of travel modes of students at Mora Primary School in 2019 compared to 2021.

Site Observations

The Brent Officer site observation of the Mora Primary School Street scheme was carried out on the 24th of June 2021. The following observations were made:

- Residents leaving the road in the morning as students walked down
- Some congestion with parents parking on Temple Road
- Head teacher wants to know when cameras will be installed

There were no recommendations made by the officer.

Conclusion

The summaries below assess how effectively the aims of the scheme have been met.

Providing Space for Social Distancing

From the perspective of the school, social distancing appears to have been improved by the scheme. However, only one member of the public mentioned it as a benefit of the scheme in their response, so further data to back up this assertion may be necessary.

Improves Air Quality

Air quality monitoring completed outside of the school shows a general decline in NO₂ concentration throughout the spring and summer of 2021, in line with seasonal trends for NO₂. A conclusion about the impact of the scheme on air pollution could be drawn if more pre-implementation data was available.

Encouraging Active Journeys to School

The scheme does appear to have met this aim, with a significant increase (13%) in the number of students travelling by active travel. The majority of this seems to be a conversion from public transport use, which may be an impact of the pandemic discouraging people from using public transport. However, given that the increase is in active journeys, rather than car journeys, this aim can be classed as a success.

Reducing Private Vehicle Use/Resident Views

As none of those surveyed are residents of the scheme, resident views in relation to reducing private vehicle use cannot be analysed. However, the largely positive consensus from the public, with 68% being in support of the scheme, suggests that people are in favour of reducing private vehicle use if it means increased safety for local children. Should the Council like a clearer conclusion to this aim, we recommend that residents of the scheme are specifically engaged through door knocking or a letter drop.

Recommendation

Based on the data gathered, we are providing a recommendation for the scheme to remain in place, with some changes. We recommend that enforcement cameras are installed to deter people from attempting to ignore the scheme and deter parents from creating dangerous congestion at the edge of the zone.

We also recommend further data collection and analysis of the following:

- Observations of footfall and crowding at pick-up and drop-off (social distancing)
- Mode split data for the school
- Additional air quality monitoring to gather a full year of data
- Targeted engagement with the scheme's residents

For highways changes (see table 3) we recommend:

- Public consultation and highways engineer consultation about turning Mora Road into a one-way street
- An assessment of how well the local LTN influences the School Street scheme

Appendices

Appendix A – Air quality data

Table A1 – Air quality data for Mora Primary School

Baseline LAEI 2016 Annual mean NO ₂ (µg/m ³)	NO ₂ reading from Diffusion Tube - RAW DATA (µg/m ³)												
	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.
36.3	31.51	41.40	34.13	31.50	33.93	X	23.07	19.64	18.63	X	17.71	27.76	23.28