

Attempt to measure perceptions both pre- and post- implementation of pilot school 20mph areas in Maidstone; Steve Horton, KCC Road Safety Team Leader; August 2013

Executive Summary

This survey project set out to provide supporting intelligence for a wider discussion on the benefits and merits of 20mph areas outside of schools. Specifically this project looked to gather information on the perceptions amongst key stakeholder groups involved in determining and supporting the travel choices for children to and from school and to seek to measure perceptions of local residents who experience the roads outside their local school regularly.

It is not the intention of this project to be the sole source of evidence to inform decision making but to provide an alternative data set to aid consideration of a final decision on KCC policy.

Due to the lack of a Control group as a comparator, no account can be made for external influences and filters that stakeholders may have been subject to during the times of surveying.

Whilst it is accepted that the base number of respondents is relatively low, and there can be no guarantee over the same respondents completing the Before and After surveys, some indicative results can be proposed and these are outlined in the Analysis section below.

It appears that some changes in perception of the safety outside some of the schools have taken place and increased for different stakeholders. The results also identify that in several cases it is the level of congestion and number of parked cars in the vicinity of some schools that causes the greatest concern to some stakeholders, above the concern for speeding vehicles.

Clearly the speed of passing traffic can be a concern for many vulnerable road users and this is illustrated by many stakeholders believing the prevailing speed of traffic is above the set limit for the road.

Project Outline / Methodology

The purpose of this project was to attempt to measure changes in road user perception following the implementation of a range of 20mph solutions outside of 5 schools in the Borough of Maidstone.

The schools within this project were:

- Hunton Primary
- Leeds & Broomfield Primary
- Lenham Primary
- Southborough Primary
- St Francis Primary

The chosen approach was to use Before and After questionnaires to capture the perception and opinion of respondents.

The questionnaires were put together by a third party research company (JB Marketing, Folkestone) following discussions with the Road Safety Team. A Quantitative approach was adopted to the questionnaire design to easy codifying, although Qualitative responses were received on some surveys and where practical these have been incorporated in the analysis.

Recognising the range of stakeholders in this project led to the development of specific questionnaires for the following groups:

- a) Year 5 pupils in Feb 2012; latterly Year 6 in May 2013
- b) Parent, School Staff and Governors
- c) Local Residents – those in the immediate vicinity of the focus school

Local KCC Member views would clearly provide important insight, but as these Members effectively funded their respective schemes and their individual response per school would have formed a survey base of 1, it was decided not to specifically survey them.

Prior to the start of the survey project, each focus school received a personal visit from the KCC team (Road Safety, Travel Planning, Highway Engineer) to inform them of the proposed scheme and the plans for the survey approach. The focus school for each set of surveys agreed to promote the survey within the school and to act as 'mailbox' for all survey returns.

Initially it was planned to use a control school as the focus for stakeholder responses from an untreated area. The school identified for this chose not to engage with the process and therefore didn't take part.

As identified prior to the start of the survey project, none of the focus schools illustrated a specific road casualty issue in their immediate area, and certainly not during school movement times. Therefore, further analysis of crash / casualty data related to school movement was deemed of low priority. Within this context, the main concern for the survey project was to help identify changes in *perception* of safety as a potential motivator for modal choice.

Scope

The analysis of the survey project is meant to provide response to the specific project outlined in this document. It should not be seen as a wider indicator of these schemes ability to affect different situations, although the outcomes from these schemes could be considered as an indicator of the potential affect on road user perceptions in a similar context.

The cost of these surveys (in the main developing the questionnaires and collating response data) has been covered by the Road Safety Team. The logistics of communicating with schools, delivering and collecting questionnaires was carried out using KCC Road Safety and Travel Planning Officers.

The findings from these surveys should be viewed in conjunction with the physical speed surveys carried out by KCC Highways and Transportation.

For an outline of the individual interventions at each focus school, please contact Andy Corcoran, KCC Traffic Schemes Manager, as the lead officer for these schemes.

Timescales

The life of each implemented 20mph area project was estimated at 18 months. Initial planning identified first February 2012 then Easter 2012 as likely 'go-live' for the sites. Implementation was finally completed August 2012.

The initial plan for the survey project was to survey pre-implementation, mid-way through the life of the schemes and then at the end of the schemes life.

Before implementation survey (Baseline) – February 2012

After implementation survey (Mid-point) – May 2013

No date currently set for an end of schemes survey.

Analysis

The analysis of data has looked at schools in isolation as opposed to combining like-minded stakeholder groups across all schools. This is to seek to provide a view for each school location and its specific implementation scheme. It must also be noted that the level of response to some surveys was very low.

Perceptions of speeding (exceeding the posted limit) related to danger after implementation need to be considered in the context of the lower speed limit in place compared to those in place before implementation. If speeding wasn't a major concern before implementation, by lowering the limit this may increase the perception of danger even if the prevailing speed of vehicles hasn't really altered (what was legal may have been considered as safe, and now it's illegal it may be considered unsafe).

For reference; where Mornings are referred to this represents the time of the school day that children are arriving at school. Afternoons refers to the time when children are leaving school and All Other times are when children are not arriving or leaving school and indeed will include times when the school is closed.

The following is an outline of key findings for the After implementation survey compared to the Before survey:

Hunton:

- Some increases in Pupil's feelings of safety when on the road outside the school.
- Parent / Staff / Governors feel the safety outside the school has improved in the mornings
- Residents feel the safety outside the school has increased during school in/out times
- 2/3 of Parents / Staff / Governors think the road outside the school is Unsafe during school in/out times.
- A majority of Residents still feel the road outside the school is Unsafe

- Most Pupils feel that cars moving more slowly would contribute to them feeling safer
- Less Parents / Staff / Governors think the main concern is speeding outside the school. The biggest concern is parked vehicles.
- Residents do not feel speeding is the greatest concern outside the school, as they feel parked cars are.
- Parents / Staff / Governors have an increased perception that the majority of traffic speeds past the school.
- Less Residents now feel the majority of traffic is speeding past the school in the mornings and at non-school times

Leeds and Broomfield:

- Pupils now consider the road to be a bit safer in the mornings, but slightly less safe in the afternoons.
- Parents / Staff / Governors feel the road is more safer both mornings and afternoons.
- There is a very slight increase in Residents feeling the road is safer mornings and afternoons.
- Slightly less Parents / Staff / Governors feel the road is Unsafe
- Speeding traffic past the school is still the greatest concern for Parents / Staff / Governors, mornings and afternoons.
- Most Parents / Staff /Governors perceive the majority of traffic is speeding past the school in the mornings (increased from Before survey) and afternoons (same as Before survey).

Lenham:

- The perception of Residents is that the safety outside of the school has not changed at school movement times, and is unsafe. Out of school times they consider it to be quite safe.
- There has been a slight reduction in the number of Residents feeling the road outside the school is Unsafe, but the majority do still feel the road is unsafe at school in/out times.
- Residents do not consider speeding as the greatest concern – parked cars is the greatest concern around safety and congestion is the next greatest concern.
- There has been a reduction in the number of Residents who feel the majority of traffic is speeding outside the school during school times.

Southborough:

- Pupil perceptions of safety outside the school have increased for both mornings and afternoons.
- Parent / Staff / Governor perceptions of safety outside the school have increased
- Residents' perception of safety outside the school have decreased in the mornings and slightly increased in the afternoons.
- Whilst some pupils would consider slower traffic as helping them to feel safer, over half say better pavements would contribute more to them feeling safe.
- There has been a decrease in Parents / Staff / Governors feeling the road is unsafe in the mornings, but a small increase in those feeling its unsafe in the afternoons.
- Slightly less Residents feel the road is unsafe in the mornings, while a greater proportion think its less unsafe in the afternoons.
- Parents / Staff / Governors do not consider speeding traffic as the greatest concern mornings or afternoons. Parked cars are the greatest concern, whilst pedestrian awareness and congestion are concerns to some.
- Fewer Residents consider speeding traffic as the greatest concern, nearly 2/3rds feel parked cars are the greatest concern.
- No Parents / Staff / Governors feel that the majority of traffic is speeding past the school.
- Generally over half of Residents feel the majority of traffic passing the school is speeding, especially in the mornings and out of school hours.

St Francis:

- Residents perception of the road being safe has reduced
- All residents consider the road outside the school to be unsafe at school times, and very few consider it unsafe at all other times.
- Residents do not consider speeding as the greatest concern, congestion is in the afternoons and equal weighting congestion and parked cars the greatest concern are in the mornings.
- Residents' perceptions of speeding are increased, with a third saying the majority of traffic is speeding in the mornings, and 2/3rds saying its speeding at all other times. Perceptions of speeding in the afternoons are higher with slightly less than 2/10 saying the majority of traffic is speeding.

Data

BASE: Survey returns received (Before / After survey):

	Pupils (B/A)	School (B/A)	Residents (B/A)
Hunton Primary	17 / 2	30 / 8	5 / 5
Leeds & Broomfield Primary	4 / 3	40 / 13	3 / 1
Lenham Primary	29 /	75 /	7 / 10
Southborough Primary	23 / 24	40 / 13	9 / 5
St Francis Primary	28 /	168 /	13 / 6

Main findings:

Hunton Primary School

Pupils (17 / 2):

		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel on the road outside the school (avg) MORNINGS		6	6.5
(1 = very unsafe; 7 = very safe)	AFTERNOONS	5.6	6.5
Which would make you feel safer?	Cars moving more slowly	58%	100%

Parent, staff, governor (30 / 8):

		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel is the road outside the school (avg) MORNINGS		3.3	3.7
(1 = very unsafe; 7 = very safe)	AFTERNOONS	3.3	3.2
When the road outside the school feels unsafe ...	MORNINGS	63%	63%
	AFTERNOONS	67%	63%
Which is the greatest concern in the MORNINGS	Speeding Traffic	55%	22%
	Parked cars	14%	33%
Which is the greatest concern in the AFTERNOONS	Speeding Traffic	41%	11%
	Parked cars	32%	44%
The majority of traffic is speeding outside the school ...	MORNINGS	53%	66%
	AFTERNOONS	53%	66%

Residents (5 / 5):		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel is the road outside the school (avg)	MORNINGS	2.4	2.8
(1 = very unsafe; 7 = very safe)	AFTERNOONS	2.4	3
	NON-SCHOOL IN / OUT TIMES	4	3.6
When the road outside the school feels unsafe ...	MORNINGS	60%	60%
	AFTERNOONS	60%	60%
	NON-SCHOOL IN / OUT TIMES	40%	60%
Which is the greatest concern in the MORNINGS	Speeding Traffic	0%	0%
	Parked cars	100%	75%
Which is the greatest concern in the AFTERNOONS	Speeding Traffic	20%	0%
	Parked cars	80%	100%
The majority of traffic is speeding outside the school ...	MORNINGS	40%	20%
	AFTERNOONS	40%	40%
	NON-SCHOOL IN / OUT TIMES	80%	60%

Leeds & Broomfield Primary School

Pupils (4 / 3):		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel on the road outside the school (avg)	MORNINGS	2.3	3.3
(1 = very unsafe; 7 = very safe)	AFTERNOONS	3.3	2.7
Which would make you feel safer?	Cars moving more slowly	100%	0%
Parent, staff, governor (40 / 13):		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel is the road outside the school (avg)	MORNINGS	1.7	3.1
(1 = very unsafe; 7 = very safe)	AFTERNOONS	1.9	3.2

When the road outside the school feels unsafe ...	MORNINGS	93%	69%
	AFTERNOONS	93%	69%
Which is the greatest concern in the MORNINGS	Speeding Traffic	61%	62%
Which is the greatest concern in the AFTERNOONS	Speeding Traffic	56%	62%
The majority of traffic is speeding outside the school ...	MORNINGS	55%	77%
	AFTERNOONS	70%	69%
Residents (3 / 1):		Bef.	Aft.
(1 = very unsafe; 7 = very safe)	How SAFE do you feel is the road outside the school (avg) MORNINGS	1.3	2
	AFTERNOONS	1.3	2
	NON-SCHOOL IN / OUT TIMES	3	2
When the road outside the school feels unsafe ...	MORNINGS	100%	-
	AFTERNOONS	100%	-
	NON-SCHOOL IN / OUT TIMES	100%	100%
Which is the greatest concern in the MORNINGS	Speeding Traffic	-	100%
Which is the greatest concern in the AFTERNOONS	Speeding Traffic	100%	100%
The majority of traffic is speeding outside the school ...	MORNINGS	100%	100%
	AFTERNOONS	100%	100%
	NON-SCHOOL IN / OUT TIMES	100%	100%

Lenham Primary School**Pupils (29 /):**

		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel on the road outside the school (avg)	MORNINGS	4	
(1 = very unsafe; 7 = very safe)	AFTERNOONS	4.5	
Which would make you feel safer?	Cars moving more slowly	52%	
	Fewer parked cars	28%	

Parent, staff, governor (75 /):

		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel is the road outside the school (avg)	MORNINGS	2.8	
(1 = very unsafe; 7 = very safe)	AFTERNOONS	2.7	
When the road outside the school feels unsafe ...	MORNINGS	78%	
	AFTERNOONS	81%	
Which is the greatest concern in the MORNINGS	Speeding Traffic	16%	
	Parked cars	42%	
	Congestion	27%	
Which is the greatest concern in the AFTERNOONS	Speeding Traffic	12%	
	Parked cars	54%	
	Congestion	19%	
The majority of traffic is speeding outside the school ...	MORNINGS	30%	
	AFTERNOONS	24%	

Residents (7 / 10):

		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel is the road outside the school (avg)	MORNINGS	2.6	2.6
(1 = very unsafe; 7 = very safe)	AFTERNOONS	2.7	2.7
	NON-SCHOOL IN / OUT TIMES	4.1	5.1

When the road outside the school feels unsafe ...	MORNINGS	100%	67%
	AFTERNOONS	100%	80%
	NON-SCHOOL IN / OUT TIMES	40%	20%
Which is the greatest concern in the MORNINGS	Speeding Traffic	17%	0%
	Parked cars	50%	46%
	Congestion	33%	39%
Which is the greatest concern in the AFTERNOONS	Speeding Traffic	17%	0%
	Parked cars	33%	57%
	Congestion	50%	29%
The majority of traffic is speeding outside the school ...	MORNINGS	43%	20%
	AFTERNOONS	33%	20%
	NON-SCHOOL IN / OUT TIMES	50%	50%

Southborough Primary School

Pupils (23 / 24):

		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel on the road outside the school (avg) MORNINGS		4.3	5.1
(1 = very unsafe; 7 = very safe)	AFTERNOONS	4.2	4.6

Which would make you feel safer?	Cars moving more slowly	24%	22%
	Fewer parked cars	38%	11%
	Better pavements	14%	61%

Parent, staff, governor (40 / 13):

		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel is the road outside the school (avg) MORNINGS		2.9	3.5
(1 = very unsafe; 7 = very safe)	AFTERNOONS	3	3.5

When the road outside the school feels unsafe ...	MORNINGS	69%	46%
	AFTERNOONS	72%	77%

Which is the greatest concern in the MORNINGS	Speeding Traffic	3%	0%
	Parked cars	44%	46%
	Congestion	42%	16%
	Lack of pedestrian awareness	0%	23%

Which is the greatest concern in the AFTERNOONS	Speeding Traffic	3%	0%
	Parked cars	46%	54%
	Congestion	37%	8%
	Lack of pedestrian awareness	0%	23%

The majority of traffic is speeding outside the school ...	MORNINGS	27%	0%
	AFTERNOONS	30%	0%

Residents (9 / 5):		<u>Bef.</u>	<u>Aft.</u>
(1 = very unsafe; 7 = very safe)	How SAFE do you feel is the road outside the school (avg) MORNINGS	3	2.6
	AFTERNOONS	3	3.2
	NON-SCHOOL IN / OUT TIMES	4	5.2

When the road outside the school feels unsafe ...	MORNINGS	75%	70%
	AFTERNOONS	75%	55%
	NON-SCHOOL IN / OUT TIMES	44%	63%

Which is the greatest concern in the MORNINGS	Speeding Traffic	25%	20%
	Parked cars	38%	60%
Which is the greatest concern in the AFTERNOONS	Speeding Traffic	38%	20%
	Parked cars	38%	60%
The majority of traffic is speeding outside the school ...	MORNINGS	33%	60%
	AFTERNOONS	33%	40%
	NON-SCHOOL IN / OUT TIMES	56%	60%

St Francis RC Primary School

Pupils (28 /):

		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel on the road outside the school (avg)	MORNINGS	4.4	
(1 = very unsafe; 7 = very safe)	AFTERNOONS	3.9	

Which would make you feel safer?	Cars moving more slowly	28%
	Fewer parked cars	24%
	Fewer large vehicles	24%

Parent, staff, governor (168 /):

		<u>Bef.</u>	<u>Aft.</u>
How SAFE do you feel is the road outside the school (avg)	MORNINGS	2.9	
(1 = very unsafe; 7 = very safe)	AFTERNOONS	2.4	

When the road outside the school feels unsafe ...	MORNINGS	74%
	AFTERNOONS	86%

Which is the greatest concern in the MORNINGS	Speeding Traffic	28%
	Parked cars	9%
	Congestion	34%

Which is the greatest concern in the AFTERNOONS	Speeding Traffic	14%
	Parked cars	27%
	Congestion	44%

The majority of traffic is speeding outside the school ...	MORNINGS	48%
	AFTERNOONS	39%

Residents (13 / 6): **Bef.** **Aft.**

How SAFE do you feel is the road outside the school (avg) (1 = very unsafe; 7 = very safe)	MORNINGS	2.2	1.8
	AFTERNOONS	2.2	1.7
	NON-SCHOOL IN / OUT TIMES	4.8	4.8

When the road outside the school feels unsafe ...	MORNINGS	85%	100%
	AFTERNOONS	85%	100%
	NON-SCHOOL IN / OUT TIMES	9%	17%

Which is the greatest concern in the MORNINGS	Speeding Traffic	0%	0%
	Parked cars	36%	17%
	Congestion	55%	83%

Which is the greatest concern in the AFTERNOONS	Speeding Traffic	0%	0%
	Parked cars	27%	50%
	Congestion	64%	50%

The majority of traffic is speeding outside the school ...	MORNINGS	8%	33%
	AFTERNOONS	8%	17%
	NON-SCHOOL IN / OUT TIMES	54%	67%

Missing information

It should be noted that this survey has been conducted using a relatively small base and that a limited number of responses have been received, especially from some stakeholder groups (e.g. local residents). There is also the likelihood that before and after surveys were not completed by the same respondents, so judgements may be different.

It is also important to understand that the approach taken has not been delivered by a third-party evaluation and research company.

It is recognised that the stakeholder groups involved in this process represent only some of the potential groups who could be affected by the implementation of these schemes. Specifically there has been no attempt to collect responses from stakeholders including drivers passing through the routes, a wider group of residents and local Members (i.e. Parish, Borough, County).

The lack of Control school stakeholders means the analysis of data cannot be compared to a similar area over the same period of time, in order to mitigate for some external influences (e.g. positive or negative county wide / national messages around the issues related to 20mph areas).

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