



**London Borough of Croydon**

**Broad Green Healthy Neighbourhood  
(Parsons Mead)**

**Questionnaire Response Analysis**

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Project Code: 05764

**PJA**  
G.03  
Wenlock Studios  
50 - 52 Wharf Road  
London  
N1 7EU  
**pja.co.uk**





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## I Introduction

1.1.1 PJA have been commissioned by the London Borough of Croydon to analyse the pre-consultation engagement questionnaire responses for Croydon's Healthy Neighbourhoods (CHNs).

1.1.2 This report will analyse the responses for the existing Broad Green CHN (Parsons Mead area) scheme and proposed changes to the measure on Derby Road.

### I.2 Background

1.2.1 The CHN programme follows on from the temporary Low Traffic Neighbourhood (LTN) schemes introduced in May 2020, which was part of Transport for London's Streetspace programme. The temporary schemes were created in response to the Covid-19 pandemic, with the aim to create more space for people to safely walk or cycle. It additionally aims to:

- Make streets safer, cleaner and quieter;
- Support more sustainable travel methods, like walking or cycling whilst also enabling and encouraging increased physical activity; and
- Address concerns over air pollution and the current climate crisis.

1.2.2 Replacing the temporary scheme created in May 2020, the improvement proposals to the Broad Green CHN (Parsons Mead area) aims to retain the overall objectives of the LTNs but allow better access for emergency services and residents.

1.2.3 Two improvement options have been proposed to replace the existing planter closure on Derby Road:

- Option A: replacing planters with Automatic Number Plate Recognition Camera (ANPR) enforced restriction, alongside signage and road marking upgrade and installation of additional signs where applicable; and
- Option B: replacing planters with a one-way working arrangement, where traffic will be able to exit left onto London Road only from Derby Road (existing right turn ban in place).

1.2.4 Croydon residents or anyone travelling through the area was invited to submit their views via an online survey.

1.2.5 This report begins with outlining the survey format and providing a general overview of the demographics of respondents, then analyses the responses in detail. The report examines travel patterns around Broad Green, respondents' views and perceived impacts of the entire



Broad Green CHN (Parsons Mead area) temporary scheme, and their preference over the two proposed options for the Derby Road measure under the Experimental Traffic Regulation Order (ETRO).



## 2 The Survey

### 2.1 Survey Format

- 2.1.1 The survey asked respondents for their views on the entire Broad Green CHN (Parsons Mead area) temporary scheme. Respondents could complete an online survey sharing their views on the existing scheme and their preference over the two proposed options for the Derby Road measure.
- 2.1.2 A ‘Likert’ scale type question was used to gauge views on the existing scheme and preference over the improvement options. Likert scales enable respondents to state the extent to which they agree with a statement or have a preference, as opposed to a binary yes/no choice.
- 2.1.3 To help people clarify their responses to the questions related to the schemes, respondents were able to provide additional comments to clarify and expand on their views.
- 2.1.4 The survey aimed to gain an understanding of the extent to which local people feel the scheme has made their street healthier, and how it might be improved to better achieve these aims.

Figure 2-1: Excerpts from The Survey

What (if anything) stops you from walking and cycling for more journeys in and around ?

\* This question must be answered

Please tick all that apply.

- Concern about road safety/road danger
- Traffic speed
- Traffic volume
- Unpleasant street environment
- Topography (hills)
- Disability
- Other

Please Specify

Please select vehicles (if any) you own from the following list:

\* This question must be answered

- Own a car
- Own a motorbike
- Own a van or other commercial vehicle for work purposes
- Own a combination of these
- Do not own any of these





If you selected owning any of the vehicles at question 9, do you also walk, cycle or use public transport for some of your journeys?

**\* This question must be answered**

Please select the extent as to how much walking, cycling and scooting you are doing now, than before the Covid-19 pandemic:

**\* This question must be answered**

- Much more
- Slightly more
- About the same
- Slightly less
- Much less

**Are there children and/or young people in your household?**

**\* This question must be answered**

If 'Yes' please select the extent as to how much they are walking, cycling, scooting and skating now, than before the Covid-19 pandemic:

**\* This question must be answered**

- Much more
- Slightly more
- About the same
- Slightly less
- Much less

Please select the extent of the impact on road safety in your street since the temporary scheme was put in? E.g. easier to cross, less collisions etc.

**\* This question must be answered**

- Much better
- Slightly better
- About the same
- Slightly worse
- Much worse

Please select the extent of the impact of the temporary scheme on your street since it was put in. E.g. Air pollution, noise congestion etc.

**\* This question must be answered**

- Much better
- Slightly better
- About the same
- Slightly worse
- Much worse

Please select the extent of the conditions for walking, cycling, and scooting now compared to before the temporary scheme was in place?

**\* This question must be answered**

- Much better
- Slightly better
- About the same
- Slightly worse
- Much worse



Please rate how strongly you support or do not support the existing scheme? The question relating to the proposed scheme appears separately further in the questionnaire.

**\* This question must be answered**

- Strongly support
- Slightly support
- Neutral
- Slightly do not support
- Do not support at all

Please explain your answer to question 14:

How do you feel about the temporary scheme in its current format?

**\* This question must be answered**

- Very positive
- Positive
- Neutral
- Negative
- Very negative

Please explain your answer to question 16, including any positive or negative impacts you feel the temporary scheme has had on you:

Please rate the extent as to how much you agree or disagree with replacing the existing scheme with that as proposed and explained in the consultation leaflet and outlined on our healthy neighbourhood website.

**\* This question must be answered**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Please explain your answer to question 18, including any positive or negative impacts you feel this option, if implemented, will have on you.

If you also have any other suggestions for how we could make the area safer, quieter and less polluted, can you please tell us?



## 2.2 Demographics of Respondents

- 2.2.1 A total of 391 valid responses were received through the online survey, with another 124 blank responses which were excluded from the analysis.
- 2.2.2 Respondents were asked if they were responding as any of the following, and were able to select more than one answer; ‘resident’, ‘business’, ‘school’, ‘visitor’ or ‘other’.
- 2.2.3 All respondents responded to this question, with 277 selecting ‘resident’, 47 ‘business’, 12 ‘school’, 76 ‘visitor’ and 36 ‘other’. Some respondents selected ‘resident’ but also selected a second option.
- 2.2.4 When asked if they lived locally to the temporary neighbourhood, respondents answered with 65% (254) stating that they live local, 27% stating that they only travel through the area, 5% stating that they work in the area and 4% answering ‘other’ as shown in **Table 2-1**. This totals 35% (137) respondents who don’t classify as ‘living locally’.
- 2.2.5 Some respondents selected ‘live locally to the temporary neighbourhood’ and then additional categories. For the analysis, they have been assigned to the ‘live locally to the temporary neighbourhood’ category. Only those not living locally being assigned to their other categories. This is so that

the feelings of local residents can be understood separately from those passing through or visiting.

**Table 2-1: Online engagement responses local or travel through**

Respondents	No.	%
Live local to the temporary neighbourhood	254	65%
Travel through in the area	105	27%
Work in the area	18	5%
Other	14	4%
Total	391	100%

- 2.2.6 The respondents’ postcodes were plotted against the Broad Green (Parsons Mead) CHN boundary to assess how many respondents live within the scheme boundary. The results are shown in **Table 2-2** below, and a plan showing the postcode location of respondents’ addresses with the Parsons Mead scheme boundary is attached in **Appendix A**.

**Table 2-2: Online engagement responses live within or outside of the scheme boundary**

Respondents	No.	%
Live within the scheme boundary	138	35%
Live outside of the scheme boundary	253	65%
Total	391	100%



2.2.7 **Table 2-3** shows that slightly more females completed the survey than other genders, at 45%. 306 respondents answered this question. **Table 2-4** demonstrates that most respondents (23%) fell into the 31-40 age category, with 22% in the 41-50 age category. 306 respondents answered this question.

**Table 2-3: Online Engagement by Gender**

	No.	%
Male	117	38%
Female	139	45%
Transgender female	2	7%
Gender variant/non-conforming	1	0%
Prefer to self-describe	4	1%
Prefer not to say	43	14%
Total	306	100%

**Table 2-4: Online Engagement by Age**

	No.	%
Under 18	0	0%
18-30	26	8%
31-40	69	23%
41-50	68	22%
51-60	65	21%
61-64	12	4%
65 and over	23	8%

	No.	%
Prefer not to say	43	14%
Total	306	100%

2.2.8 **Table 2-5** demonstrates that most respondents (75%) identified as Heterosexual/Straight. 306 respondents answered this question. **Table 2-6** shows that over one-third of respondents (36%) identified themselves as Christian, with 17% having no religion.

**Table 2-5: Online Engagement by Sexual Orientation**

	No.	%
Heterosexual/Straight	228	75%
Gay/Lesbian	5	2%
Bi-Sexual	5	2%
Prefer to self describe	10	3%
Prefer not to say	58	19%
Total	306	100%

**Table 2-6: Online Engagement by Religion**

	No.	%
Christian	111	36%
None	51	17%
Muslim	42	14%
Hindu	27	9%
Sikh	2	1%
Jewish	1	0%
Any other religion	8	3%



	No.	%
Prefer not to say	64	21%
Total	306	100%

2.2.9 Respondents were asked to describe their ethnic origin. About a quarter of respondents (26%) described themselves as White English / Welsh / Scottish / Northern Irish / British, White Irish, White Gypsy or Irish Traveller or Any other White background. 19% described themselves as Black African, Black Caribbean or Any other Black background. 23% of respondents preferred not to say. 306 respondents answered the question and **Table 2-7** shows all the responses.

**Table 2-7: Online Engagement by Ethnic Origin**

	No.	%
White English / Welsh / Scottish / Northern Irish / British	65	21%
White Irish	5	2%
White Gypsy or Irish Traveller	1	0%
Any other White background	8	3%
White and Black African	7	2%
White and Black Caribbean	4	1%
White and Asian	5	2%
Any other Mixed / multiple ethnic background	7	2%
Indian	30	10%
Pakistani	17	6%
Bangladeshi	1	0%

	No.	%
Chinese	1	0%
Any other Asian background	10	3%
Black African	30	10%
Black Caribbean	26	8%
Any other Black background	3	1%
Other	16	5%
Prefer not to say	70	23%
Total	306	100%

2.2.10 Respondents were asked whether they considered themselves to have any form of disability. 306 answered the question. 10% (31) said that they did, 72% (221) said that they didn't, and the remaining respondents preferred not to say. The results in **Table 2-8** shows the different types of disabilities.

**Table 2-8: Online Engagement by Disability Reported**

Type of Disability	No.	%
Visually Impaired	1	0%
Hearing Impaired	1	0%
Mobility Disability	21	7%
Learning Disability	1	0%
Communication Difficulty	0	0%
Hidden Disability; Autism (ASD)	0	0%
Hidden Disability; ADHD	3	1%
Hidden Disability; Asthma	0	0%
Hidden Disability; Epilepsy	1	0%



Type of Disability	No.	%
Hidden Disability; Sickle Cell	3	1%
Other (e.g. Cancer, Cognitive, Mental Health, etc.)	8	3%

2.2.11 Respondents were asked to disclose their annual household income, as shown in **Table 2-9**. Most respondents (50%) preferred not to disclose this information, 15% of respondents earn £50,000 and above annually. 303 respondents answered this question.

**Table 2-9: Online Engagement by Annual Household Income**

	No.	%
£0 - £10,000	16	5%
£10,000 - £20,000	23	8%
£20,000 - £30,000	25	8%
£30,000 - £40,000	23	8%
£40,000 - £50,000	19	6%
£50,000 and above	45	15%
Prefer not to say	152	50%
Total	303	100%

## 2.3 Demographic Representation

2.3.1 The demographics from the respondents of the survey have been compared to the demographics of the existing population. This is to exhibit the level of representation of the survey respondents to the existing population.

2.3.2 It is examined in a two-tier approach:

- (1) The demographics of respondents living within scheme boundary is compared with the demographics of the population local to the scheme; and
- (2) The demographics of all respondents is compared with the demographics of the Croydon borough.

### *Demographic Comparison: Respondents living within scheme boundary and the local population*

2.3.3 2011 Census data has been extracted with the lower super output areas (LSOA's) that cover the Parsons Mead area scheme boundary (Croydon 019E, 020B and 024A) selected. For income statistics, 'Income estimates for small areas, England and Wales (2018 edition)' published by Office for National Statistics has been used.

2.3.4 An average of these areas has been taken to compare the demographics of the scheme area to the demographics of survey respondents who live within the scheme boundary (referred as 'survey sample' below). The results are shown in Table 2-10 below.

2.3.5 It is worth noting that the data for the existing population is from 2011 so may be slightly out of date but it is the only



data available to provide a comparison to the demographics of the survey responses.

**Table 2-10: The demographics of survey respondents living within the scheme boundary, in comparison to Parsons Mead area existing demographics**

		Survey Sample (Respondents living in the Scheme Boundary)		Local Population Statistics
		%	Frequency	%
<b>Gender</b> (2011 Census)	Male	38%	42	49%
	Female	48%	53	51%
	Other	1%	1	n/a
	<i>Prefer not to say</i>	14%	15	n/a
<b>Age</b> (2011 Census)	Under 18	0%	0	26%
	18-30	14%	16	24%
	31-40	23%	26	18%
	41-50	23%	26	14%
	51-60	18%	20	8%
	61-64	4%	4	2%
	65 and over	6%	7	7%
	<i>Prefer not to say</i>	11%	12	n/a
<b>Religion</b> (2011 Census)	None	17%	19	16%
	Christian	41%	45	50%
	Hindu	2%	2	11%
	Sikh	0%	0	0%
	Muslim	17%	19	15%
	Jewish	0%	0	0%
	Buddhist	0%	0	1%

		Survey Sample (Respondents living in the Scheme Boundary)		Local Population Statistics
		%	Frequency	%
	Any other religion	2%	2	0%
	<i>Prefer not to say</i>	22%	24	n/a
<b>Ethnic Origin</b> (2011 Census)	White English / Welsh / Scottish / Northern Irish / British	23%	25	24%
	White Irish	0%	0	1%
	White Gypsy or Irish Traveller	0%	0	0%
	Any other White background	5%	6	8%
	White and Black Caribbean	5%	6	4%
	White and Black African	1%	1	1%
	White and Asian	1%	1	2%
	Any other Mixed / multiple ethnic background	3%	3	2%
	Indian	3%	3	11%
	Pakistani	5%	5	5%
	Bangladeshi	0%	0	1%
	Chinese	0%	0	2%
	Any other Asian background	3%	3	9%
	Black African	14%	15	12%
Black Caribbean	5%	6	9%	



		Survey Sample (Respondents living in the Scheme Boundary)		Local Population Statistics
		%	Frequency	%
	Any other Black background	1%	1	5%
	Arab	0%	0	1%
	Other	6%	7	3%
	<i>Prefer not to say</i>	26%	29	<i>n/a</i>
<b>Annual Household Income</b> (2018 ONS statistics)	£0 - £10,000	5%	6	£48,167
	£10,000 - £20,000	5%	6	
	£20,000 - £30,000	7%	8	
	£30,000 - £40,000	9%	10	
	£40,000 - £50,000	6%	7	
	£50,000 and above	14%	15	
	<i>Prefer not to say</i>	53%	59	

2.3.6 **Table 2-10** shows that the survey sample has a higher proportion of responses from females, but the scheme area also has a higher proportion of females than males. However, the survey sample received a larger difference of percentage of females and males than the existing population. It should also be noted that Census 2011 data did not include 'other' gender categories.

2.3.7 The survey sample has more responses from those aged between 31-50, when the younger demographics make up a higher percentage of the existing population in the scheme area.

2.3.8 In terms of religion, the survey sample shows a fairly proportional representation to the local population, namely for Christians, Muslims and people with no religion. An exception applies for Hindus, the survey sample only capture 2% of Hindus, as compared to 11% in the local population.

2.3.9 For ethnic origins, the proportion of respondents with White, Black and Asian backgrounds are relatively proportional to the local population, as compared to the survey samples from other scheme areas. An exception applies for Indians, the survey sample only received 3% of responses from this ethnic group, when this community makes up 11% of the local population.

2.3.10 For the existing population, only the average annual household income data was available from the Office of National Statistics (ONS). For the MSOA's covering the scheme (Croydon 019, 020 and 024), the average total income in 2018 was £48,167. The survey sample has a higher proportion of responses from people who earned £50,000 and above. Please note that about 53% of the survey sample





responded ‘Prefer not to say’ for this question, hence this comparison might not be fully accurate.

*Demographic Comparison: All respondents and the population of the Croydon borough*

2.3.11 2011 Census data was examined again with the whole Croydon borough selected. For income statistics, ‘Income estimates for small areas, England and Wales (2018 edition)’ published by Office for National Statistics has been used.

2.3.12 The comparison between the borough-wide population demographics and the overall survey respondents’ demographics are displayed in **Table 2-11** below.

**Table 2-11: Survey respondents’ demographics compared to borough-wide population**

		Overall Survey Responses		Borough-wide Population Statistics
		%	Frequency	%
<b>Gender</b> (2011 Census)	Male	38%	117	48%
	Female	45%	139	52%
	Other	2%	7	n/a
	<i>Prefer not to say</i>	14%	43	<i>n/a</i>
<b>Age</b> (2011 Census)	Under 18	0%	0	25%
	18-30	8%	26	18%
	31-40	23%	69	15%

		Overall Survey Responses		Borough-wide Population Statistics
		%	Frequency	%
	41-50	22%	68	15%
	51-60	21%	65	11%
	61-64	4%	12	4%
	65 and over	8%	23	12%
	<i>Prefer not to say</i>	14%	43	<i>n/a</i>
<b>Religion</b> (2011 Census)	None	17%	51	20%
	Christian	36%	111	56%
	Hindu	9%	27	6%
	Sikh	1%	2	0%
	Muslim	14%	42	8%
	Jewish	0%	1	0%
	Buddhist	0%	0	1%
	Any other religion	3%	8	1%
	<i>Prefer not to say</i>	21%	64	<i>n/a</i>
<b>Ethnic Origin</b> (2011 Census)	White English / Welsh / Scottish / Northern Irish / British	21%	65	47%
	White Irish	2%	5	1%
	White Gypsy or Irish Traveller	0%	1	0%
	Any other White background	3%	8	6%
	White and Black Caribbean	1%	4	3%



		Overall Survey Responses		Borough-wide Population Statistics
		%	Frequency	%
	White and Black African	2%	7	1%
	White and Asian	2%	5	1%
	Any other Mixed / multiple ethnic background	2%	7	2%
	Indian	10%	30	7%
	Pakistani	6%	17	3%
	Bangladeshi	0%	1	1%
	Chinese	0%	1	1%
	Any other Asian background	3%	10	5%
	Black African	10%	30	8%
	Black Caribbean	8%	26	9%
	Any other Black background	1%	3	4%
	Arab	0%	0	0%
	Other	5%	16	1%
	<i>Prefer not to say</i>	23%	70	<i>n/a</i>
<b>Annual Household Income (2018 ONS statistics)</b>	£0 - £10,000	5%	16	£53,477
	£10,000 - £20,000	8%	23	
	£20,000 - £30,000	8%	25	
	£30,000 - £40,000	8%	23	

		Overall Survey Responses		Borough-wide Population Statistics
		%	Frequency	%
	£40,000 - £50,000	6%	19	
	£50,000 and above	15%	45	
	<i>Prefer not to say</i>	50%	152	

2.3.13 **Table 2-11** demonstrates that the survey received a lower proportion of male responses than the Croydon population, despite both male and female are under-represented compared to the borough-wide statistics. This might be due to the large number of respondents selecting ‘Prefer not to say’ for this question.

2.3.14 In addition, the 18-30 age category is one of the highest for the existing population for Croydon, making up 18% of the population, yet this age category only accounts for 8% of the survey respondents. Two-third of the respondents are part of the 31-60 age categories.

2.3.15 The survey received a much lower proportion of responses from the ‘White English / Welsh / Scottish / Northern Irish / British’ ethnic group than the proportion within the



borough-wide population. On a side note, 23% of respondents selected 'Prefer not to say' for this question.

- 2.3.16 The average total income in 2018 was £53,477 in the Croydon borough. The survey overall received a higher proportion of responses from people who earned £50,000 and above. Please note that about half of the survey respondents responded 'Prefer not to say' for this question, hence this comparison might not be accurate.

## 2.4 Limitations

- 2.4.1 Though broadly representative, there is an under-representation of response from certain demographic groups, as shown in Section 2.3. Under-representation amongst income groups cannot be clearly determined.
- 2.4.2 In addition, the use of online survey methods for this questionnaire may have excluded the participation of the offline population.
- 2.4.3 Therefore, care should be taken when interpreting the results, particularly on the degree of the survey results being treated as the general views of the community.

## 2.5 Coding of Responses

- 2.5.1 To analyse the free text comments a coding frame has been produced. The frame has been developed using a sample of responses that have been analysed in detail to identify commonly mentioned locations, issues and subjects.
- 2.5.2 These codes have been used to initially interrogate the free-text responses. Following an initial analysis, codes were reviewed by the project team. This process included a review of all categories, including a focus on those that cannot be categorised into a specific category and coded as 'other'.
- 2.5.3 Where relevant, additional codes and categories were then generated. The complete set of codes can be seen in the data analysis.
- 2.5.4 Each response was fully analysed using the codes. Each section or subject of each response was coded and included in the complete analysis.



### 3 Travel patterns around Broad Green

3.1.1 Respondents were asked to what extent they and any young people in their household were now walking, cycling or scooting compared to before the Covid-19 pandemic.

**Table 3-1: Extent of more walking, cycling and scooting among respondents following the Covid-19 pandemic**

	No.	%
Much less	65	18%
Slightly less	41	11%
About the same	154	42%
Slightly more	52	14%
Much more	58	16%
Total	370	100%

3.1.2 370 respondents answered this question about themselves, 30% stating that overall they were walking, cycling or scooting more after the pandemic, 29% stating that they were travelling this way less overall, and 42% stating ‘about the same’.

**Table 3-2: Extent of more walking, cycling and scooting among young people in respondents’ households following the Covid-19 pandemic**

	No.	%
Much less	30	15%
Slightly less	21	11%

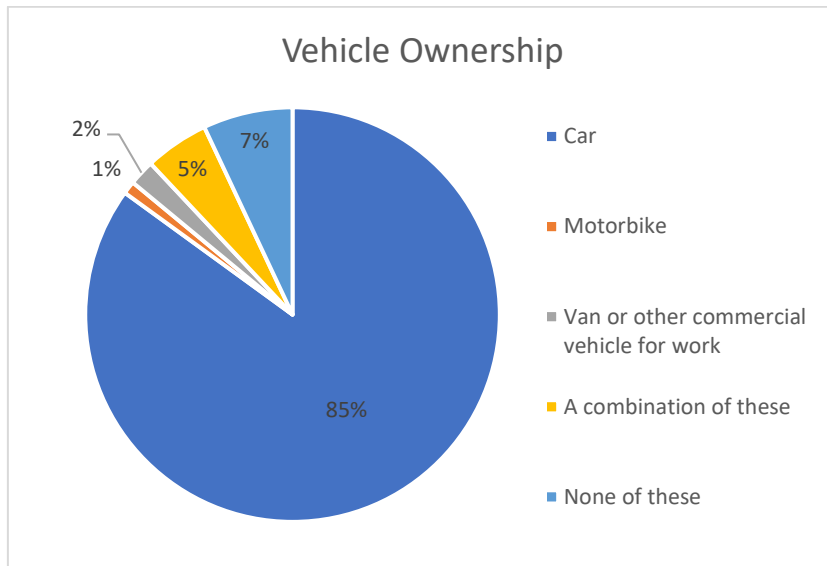
About the same	91	46%
Slightly more	32	16%
Much more	26	13%
Total	200	100%

3.1.3 210 respondents stated that there were children or young people in their households. 200 of those respondents answered this question about those young people. 29% stated that overall they were walking, cycling or scooting more. 26% said that overall they were travelling this way less, and 46% stated ‘about the same’.

3.1.4 Respondents were also asked about vehicle ownership, the results for which are set out in **Figure 3-1**. 1376 responded to this question, with 93% stating that they own one of the vehicles listed, compared to 7% stating that they don’t. In comparison to the 2011 Census (Output area level), about 42% of households within the Parsons Mead scheme boundary have access to a car or van, as opposed to about 58% that did not.



**Figure 3-1: A pie chart to show vehicle ownership amongst respondents**



3.1.5 Respondents who stated that they owned a car and/or motorbike (322; 86%) were then asked if they walk, cycle, or take public transport for some of their journeys. 77% (248) of them stated they do and 23% (74) stated they don't.

3.1.6 Respondents were asked what stops them from walking and cycling for more journeys around Broad Green. 375 respondents answered this question, and they could select more than one answer. The results are set out in **Table 3-3**. The most frequently selected reason was 'unpleasant street environment, followed by 'concern about road safety/ road

danger' and other reasons, such as worries about personal safety and the need to carry a heavy load.

**Table 3-3: Why respondents don't walk and cycle for more journeys**

Reason	No.	%
Unpleasant street environment	155	41%
Other (e.g. worried about personal safety, need to carry a heavy load, etc.)	112	30%
Concern about road safety/road danger	113	30%
Traffic volume	90	24%
Traffic speed	76	20%
A disability	58	15%
Topography (hills)	14	4%
No Reason	11	3%



## 4 Feedback on the temporary scheme

### 4.1 Views about the Temporary Scheme

4.1.1 As introduced previously, 138 of the total responses were from respondents who live within the scheme boundary and 253 were from outside of the scheme boundary.

4.1.2 **Table 4-1** below shows that when asked how strongly the respondents support or do not support the existing Broad Green CHN (Parsons Mead area) temporary scheme, the majority (78%) of all respondents held negative views towards the scheme, with only 37% of those who live within the scheme boundary having a positive attitude. For those who do not live within the scheme boundary, 91% expressed a negative stance on the existing temporary scheme in Parsons Mead.

**Table 4-1: Attitudes on the Existing Broad Green – Parsons Mead Scheme**

	Live within the Scheme Boundary		Live Outside of the Scheme Boundary	
	No.	%	No.	%
Do not support at all	58	48%	179	86%
Slightly do not support	10	8%	11	5%
Neutral	9	7%	5	2%
Slightly support	8	7%	5	2%

	Live within the Scheme Boundary		Live Outside of the Scheme Boundary	
	No.	%	No.	%
Strongly support	36	30%	8	4%
Total	121	100%	208	100%

4.1.3 When asked how the respondents feel about the temporary scheme in its current format, 61% of those who live within the scheme boundary felt negatively towards the current temporary scheme and 32% felt positive. For those who do not within the scheme boundary, an overwhelming majority (94%) felt negative about the temporary scheme in its current format, with only 2% felt positive.

**Table 4-2: Attitudes on the Temporary Scheme in its Current Format**

	Live within the Scheme Boundary		Live Outside of the Scheme Boundary	
	No.	%	No.	%
Very Negative	54	45%	174	84%
Negative	19	16%	20	10%
Neutral	10	8%	9	4%
Positive	18	15%	1	0%
Very Positive	20	17%	4	2%
Total	121	100%	208	100%

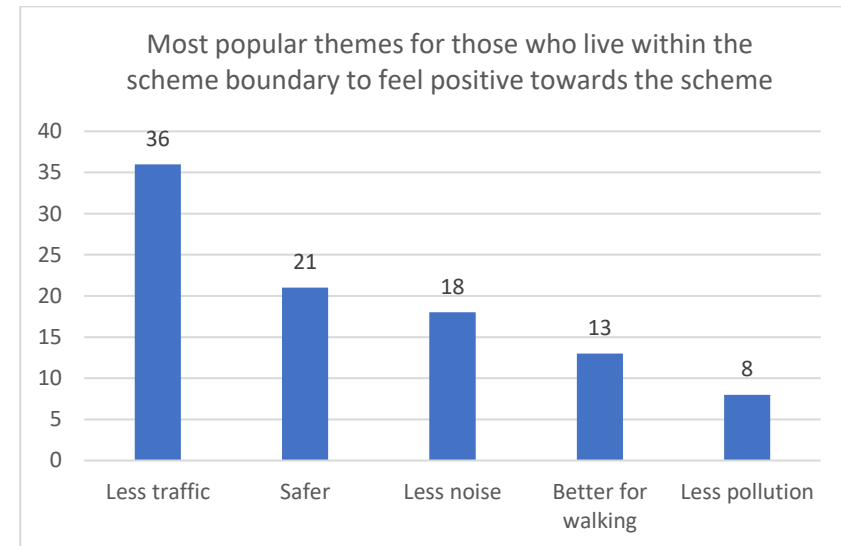
4.1.4 The most frequently mentioned themes for supporting the scheme were:



- The scheme results in less traffic (39)
- The scheme makes the area safer (23)
- The scheme results in less noise (18)
- The scheme makes it better for walking (15)
- The scheme results in less pollution (8)

4.1.5 44 out of the 121 respondents who live within the scheme boundary hold positive attitude about the existing scheme (see **Table 4-1**). **Figure 4-1** shows the most frequently mentioned themes for those who live within the scheme boundary and have a positive attitude towards the scheme. The most frequently mentioned themes for those who live within the scheme boundary are that the scheme results in less traffic (36), makes the area safer (21) and that it results in less noise (18).

**Figure 4-1: A bar chart to show the most popular themes for those who live within the scheme boundary to feel positive about the scheme**



4.1.6 The 13 respondents who live outside of the boundary and feel positive towards the scheme (see **Table 4-1**), mentioned in their explanation that the scheme results in less traffic (4), results in less noise (3), makes the area safer and better for pedestrians and cyclists (2), as shown in **Figure 4-2** on the next page.



**Figure 4-2: A bar chart to show the most popular themes for those who live outside the scheme boundary to feel positive about the scheme**



4.1.7 The most popular themes for feeling negative towards the scheme were:

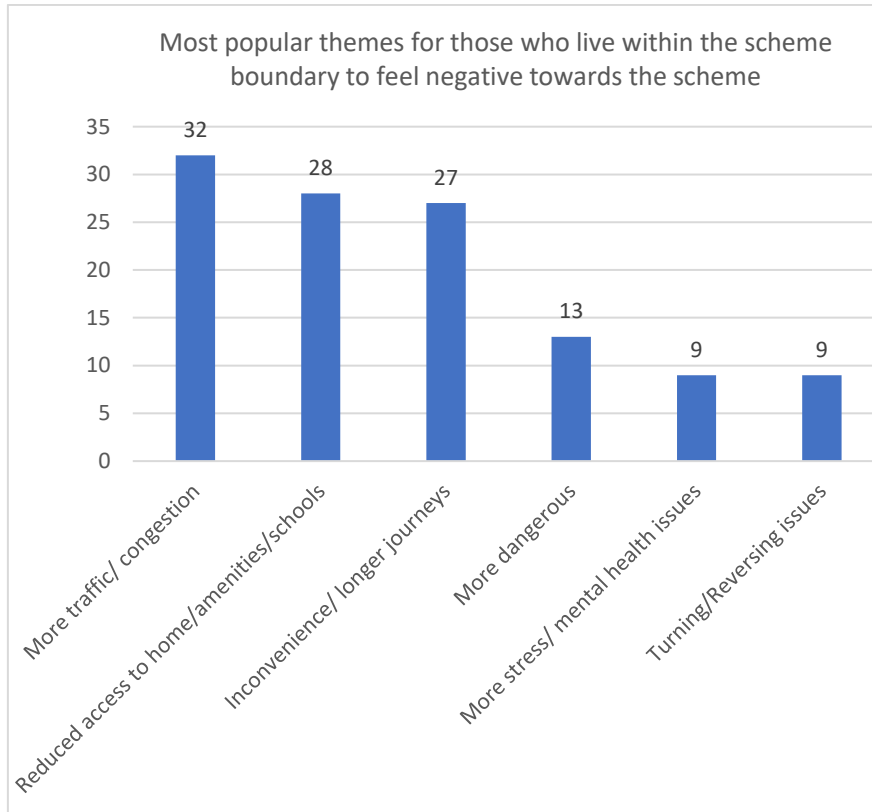
- The scheme results in more congestion (145)
- It is an inconvenience as it results in longer journeys (89)
- The scheme results in more pollution (84)
- The scheme reduces access to homes, amenities, or schools (67)
- It makes the area feel more dangerous (35)

4.1.8 68 of those who live within the scheme boundary and hold negative views about the existing scheme (see **Table 4-1**). **Figure 4-3** on the next page shows their most frequently mentioned themes for feeling negative towards the scheme. The most frequently mentioned themes for those who live within the scheme boundary are that the scheme results in more congestion (32), reduces access to homes, amenities, and schools (28), causes inconvenience due to longer journeys (27), makes the area more dangerous (13), and results in more stress and mental health issues (9) as well as causing turning and reversing issues (9).





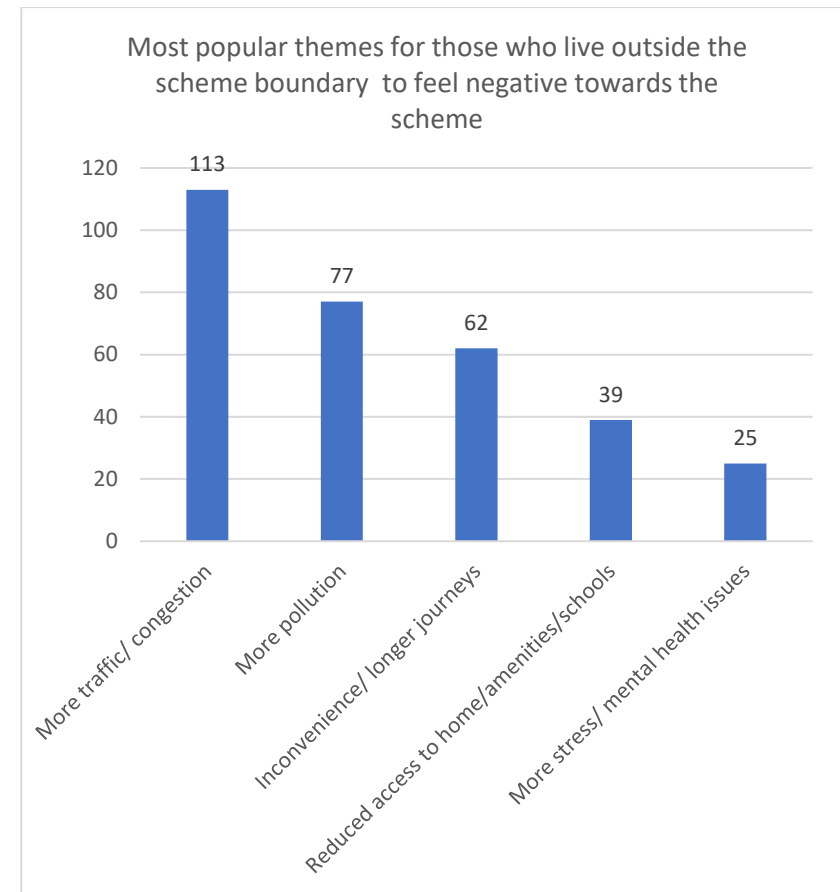
**Figure 4-3: A bar chart to show the most popular themes for those who live within the scheme boundary to feel negative about the scheme**



4.1.9 The 194 respondents who live outside the scheme boundary and hold negative attitude towards the scheme (see **Table 4-1**), mentioned in their explanation that the scheme causes more congestion (113), more pollution (77) and

inconvenience due to longer journeys (62), as shown in **Figure 4-4** below.

**Figure 4-4: A bar chart to show the most popular themes for those who live outside the scheme boundary to feel negative about the scheme**





4.1.10 It is notable that 98 respondents, including those who feel positive towards the scheme, have expressed their grievances about the existing signages being unclear or unnoticeable, resulting in the feeling of unfairness or even deception. 62 of these respondents live within the scheme boundary, while 36 of them do not.

## 4.2 Views about Signage

4.2.1 When asked ‘will improvements to signage around the scheme make a difference in how you currently feel about the scheme?’ Of those who live within the scheme boundary, 45% responded they won’t, versus 40% said they will. Similarly, 75% of those who do not live within the scheme boundary responded they won’t, as opposed to 16% who responded they will.

**Table 4-3: Opinion on whether improvements to signage will influence how they feel about the scheme**

	Live within the Scheme Boundary		Live Outside of the Scheme Boundary	
	No.	%	No.	%
No	55	45%	155	75%
No opinion	18	15%	19	9%
Yes	48	40%	34	16%
Total	121	100%	208	100%

4.2.2 Respondents who responded ‘yes’ (82; 25%) were then asked if they could suggest any improvements to signage that will make a difference in their opinion about the scheme. 79 responses were received and coded, with the key themes drawn and listed in **Table 4-4**. The most popular theme of suggestions was about providing more advanced warning (36), followed by making the signs larger or more visible (35), and making the signs clearer, with clearer wordings and/or with consequences listed (29).

**Table 4-4: Key themes are drawn from the suggested improvements to signage**

	No.	%
More advanced warning	36	46%
Larger/ More visible	35	44%
Clearer Signage (Consequence/ More clearly worded)	29	37%
Clearer road layout at the filter location (planters, road markings)	12	15%
No changes needed	9	11%
Clearer Signage (Alternative route)	5	6%

## 4.3 Perceived Impacts of the Temporary Scheme

4.3.1 To assess the perceived impacts of the temporary scheme, respondents were asked; ‘Please select the extent of the impact of the temporary scheme on your street since it was put in? E.g. Air pollution, noise, congestion etc’. Of those



who live within the scheme boundary, 32% perceive that the impacts being worse than before, versus 42% thinking the impacts are better. Conversely, 57% of those who do not live within the scheme boundary perceive the impacts as worse, as opposed to only 9% thinking the impacts are better.

**Table 4-5: What respondents thought of the impacts of the new scheme**

	Live within the Scheme Boundary		Live Outside of the Scheme Boundary	
	No.	%	No.	%
Much Worse	33	26%	109	49%
Slightly Worse	8	6%	18	8%
About the Same	34	27%	77	34%
Slightly Better	16	13%	12	5%
Much Better	37	29%	8	4%
Total	128	100%	224	100%

4.3.2 When asked to select the extent of the impact on road safety since the temporary scheme was put in e.g. easier to cross, fewer collisions etc, 31% of those who live within the scheme boundary said it is worse than before, as opposed to 43% thinking it is better. Conversely, for those who do not live within the scheme boundary, 54% stated that road safety is worse than before the scheme was put into place, while only 10% thought it became better, as shown in **Table 4-6**.

**Table 4-6: The perceived impact on road safety**

	Live within the Scheme Boundary		Live Outside of the Scheme Boundary	
	No.	%	No.	%
Much Worse	28	22%	92	41%
Slightly Worse	11	9%	28	13%
About the Same	33	26%	82	37%
Slightly Better	21	16%	13	6%
Much Better	35	27%	9	4%
Total	128	100%	224	100%

4.3.3 **Table 4-7** in the next page shows the responses to Question 13 of the survey: 'Please select the extent of the conditions for walking, cycling and scooting now compared to before the temporary scheme was in place?'. For those who live within the scheme boundary, 47% rated as being the same, while 32% rated the conditions better than before. In contrast, almost half of the respondents who do not live within the scheme boundary perceive that the conditions for walking, cycling and scooting have remained around the same (47%), with 46% thought that it has been worse since the scheme came into place.



**Table 4-7: The perceived impact on conditions for Walking, Cycling and Scooting now from the Scheme**

	Live within the Scheme Boundary		Live Outside of the Scheme Boundary	
	No.	%	No.	%
Much Worse	17	13%	80	36%
Slightly Worse	10	8%	22	10%
About the Same	60	47%	105	47%
Slightly Better	17	13%	10	4%
Much Better	24	19%	7	3%
Total	128	100%	224	100%



## 5 Preference about the Proposed Improvements under Experimental Traffic Regulation Order (ETRO)

5.1.1 In this section of the survey, respondents were asked several questions about their preferences over the two proposed options for the Derby Road measure:

- Option A: replacing planters with Automatic Number Plate Recognition Camera (ANPR) enforced restriction, alongside signage and road marking upgrade and installation of additional signs where applicable; and
- Option B: replacing planters with a one-way working arrangement, where traffic will be able to exit left onto London Road only from Derby Road (existing right turn ban in place).

### 5.2 Views about Option A (Camera enforced restriction)

5.2.1 When asked how strongly the respondents agree or disagree with Option A (replacing planters with ANPR camera enforced restriction), the majority held negative views. 57% of those who live within the scheme boundary disapprove of this option while 33% display a positive stance. For those

who do not live within the scheme, most of them (91%) have a negative stance on this option, with only 5% feel positive.

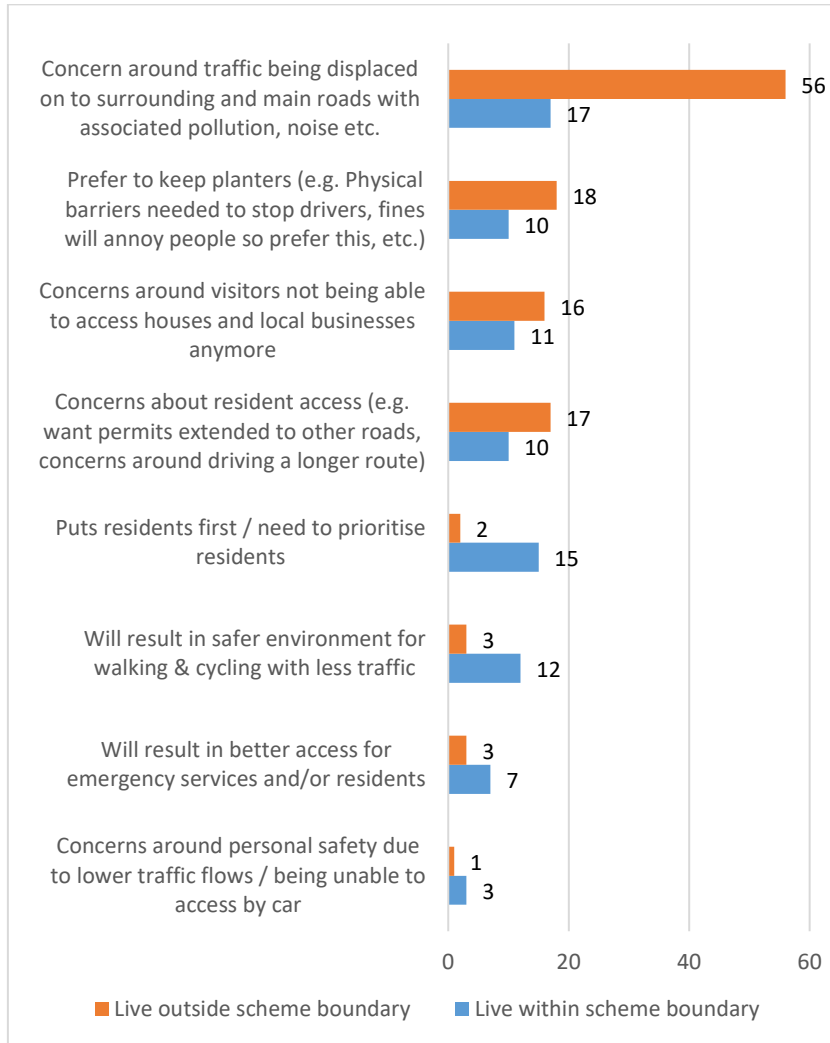
**Table 5-1: Attitudes on Option A (Camera enforced restriction)**

	Live within the Scheme Boundary		Live Outside of the Scheme Boundary	
	No.	%	No.	%
Strongly Disagree	51	45%	159	81%
Disagree	13	12%	20	10%
Neutral	12	11%	8	4%
Agree	11	10%	4	2%
Strongly Agree	26	23%	5	3%
Total	113	100%	196	100%

5.2.2 **Figure 5-1** on the next page shows the most frequently mentioned themes of the respondent’s explanations to the question above. Amongst 197 coded responses, 73 (37%) stated concerns about displacement of traffic, pollution, and noise. Another 27 (14%) showed concerns about resident and visitor access. Aside from the general reasons for opposing low traffic schemes, 28 (14%) mentioned preference to keep planters in place, claiming physical barriers are needed to stop drivers, as well as being able to avoid the dispute and annoyance of fines.



**Figure 5-1: Key themes drawn from respondents' explanations to their stance about Option A (Camera enforced restriction)**



### 5.3 Views about Option B (One-way working on Derby Road)

5.3.1 When asked how strongly the respondents agree or disagree with Option B (One-way working on Derby Road), slightly fewer respondents held negative views. 48% of those who live within the scheme boundary disapprove of this option while 41% display a positive stance. For those who do not live within the scheme boundary, the majority (66%) have a negative stance on this option, with only 17% feel positive. It is evident that fewer people are opposed to this option, with slightly more respondents indicating they are neutral than for Option A.

**Table 5-2: Attitudes on Option B (One-way working on Derby Road)**

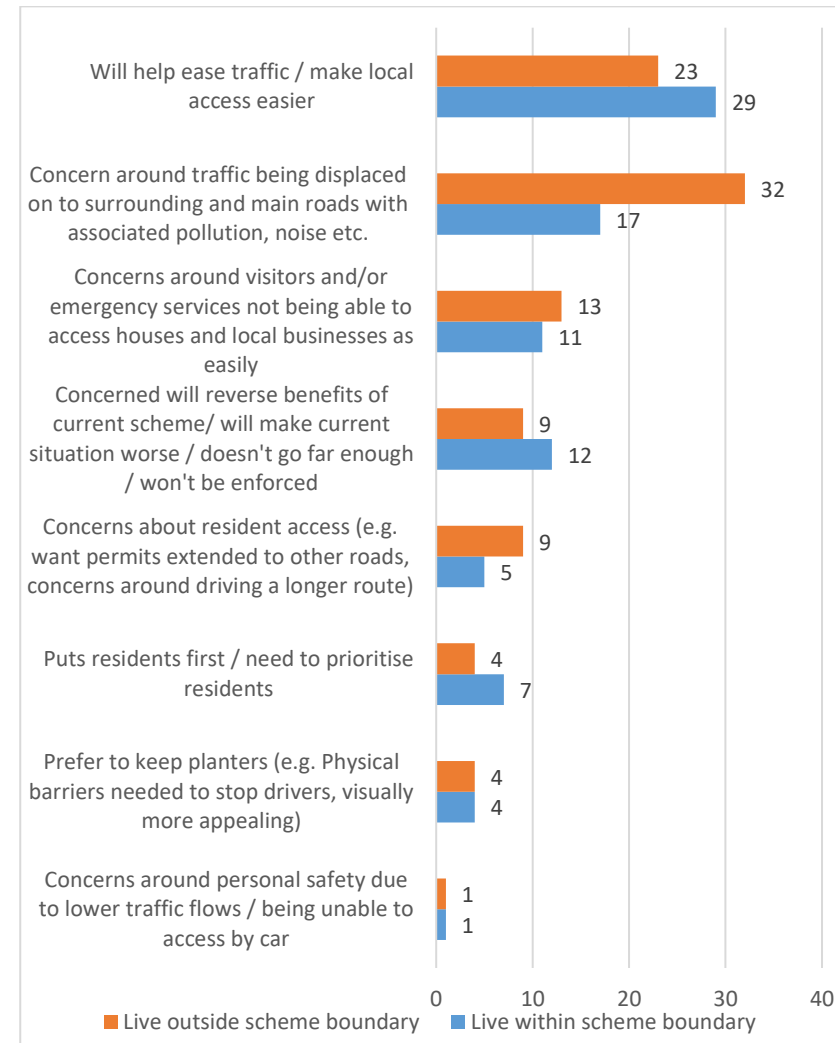
	Live within the Scheme Boundary		Live Outside of the Scheme Boundary	
	No.	%	No.	%
Strongly Disagree	38	34%	111	57%
Disagree	16	14%	18	9%
Neutral	12	11%	35	18%
Agree	22	19%	23	12%
Strongly Agree	25	22%	9	5%
Total	113	100%	196	100%

5.3.2 **Figure 5-2** on the next page shows the most frequently mentioned themes of the respondent's explanations to the



question above. Amongst 177 coded responses, 52 (26%) welcomed this option as it will help ease traffic and/or make local access easier. However, 39 (20%) still expressed concerns about displacement of traffic, pollution, and noise, and 24 (14%) showed concerns about visitor and/ or emergency services access. Aside from the general reasons for opposing low traffic schemes, 21 (11%) were concerned that this option would reverse the benefits of the current scheme, or would make the current situation worse. Some of the comments that belong to this theme also question whether it would actually be enforced.

**Figure 5-2: Key themes drawn from respondents' explanations to their stance about Option B (One-way working on Derby Road)**





## 5.4 Preferred Option

5.4.1 Respondents were then asked to give select their preference over the two proposed options for the Derby Road measure. It is evident that Option B is more popular than Option A, preferred by 50% of those who live within the scheme boundary, and 63% of those who live outside.

**Table 5-3: Selection of the Preferred Option for Derby Road**

	Live within the Scheme Boundary		Live Outside of the Scheme Boundary	
	No.	%	No.	%
Option A (Camera enforced restriction)	27	24%	8	4%
Option B (One-way working on Derby Road)	57	50%	124	63%
No preference	29	26%	64	33%
Total	113	100%	196	100%

## 5.5 Other suggestions

5.5.1 When respondents were asked if they had any suggestions for how the London Borough of Croydon could make the area safer, quieter and less polluted, 93 suggestions were received and coded. The most frequently mentioned suggestion was improving personal safety and tackling anti-social behaviour (21; 23%), followed by a range of other

suggestions (18; 19%) and other forms of traffic management (14; 15%).

**Table 5-4: Most frequently mentioned suggestions to make the area safer, quieter and less polluted**

Coding Category	No.	%
Personal safety & tackle anti-social behaviour	21	23%
Other suggestions (cheaper local car parks, house the homeless, supporting local businesses, etc.)	18	19%
Other traffic management	14	15%
Other one-way proposals in the area	12	13%
Better traffic calming	10	11%
Better speed enforcement	10	11%
Better public transport	10	11%
Cleaning the streets	8	9%
Cycle improvements (e.g. cycle lane, cycle parking, etc.)	7	8%
Improve streetscape/ environment	7	8%
Walking improvements (e.g. improve crossings and junctions, widen pavements, pedestrianisation, etc.)	6	6%
Change on parking permits/zone extents	4	4%
Incentivise usage of electric vehicles (e.g. provide charging points)	4	4%





<b>Coding Category</b>	<b>No.</b>	<b>%</b>
Time restriction (e.g. school streets)	3	3%
Limit major residential developments	3	3%
Better Parking Enforcement	2	2%
Financial Incentives for Walking/Cycling	2	2%



## 6 Summary

- 6.1.1 PJA have been commissioned by the London Borough of Croydon to analyse the pre-consultation engagement questionnaire responses for Croydon's Healthy Neighbourhoods (CHNs).
- 6.1.2 This report analyses the responses for the existing Broad Green CHN (Parsons Mead area) scheme and proposed changes to the measure on Derby Road.

### 6.2 Survey Results

#### *Travel patterns around Broad Green*

- 6.2.1 The survey has shown that travel patterns for walking, cycling and scooting around Broad Green since the Covid-19 pandemic have remained around the same. 42% of respondents stating that the extent of walking, cycling and scooting they do now has remained about the same, with less than 30% each stating that they are doing either more or less. When asked why they would choose not to walk, cycle or scoot, 41% said they would not because of the unpleasant street environment.

#### *Views about the Temporary Scheme*

- 6.2.2 When asked their views on the current temporary scheme, the majority does not support the existing scheme, with 56% of those who live within the scheme boundary against it and 91% of those who live outside the boundary.
- 6.2.3 The most common reason for the local respondents disliking the current temporary scheme was 'more traffic and/or congestion', with 47% of those who live within the scheme boundary and hold negative stance mentioning this in their explanation.
- 6.2.4 For respondents who live outside and displayed a negative view of the existing scheme, the most common reason was 'more congestion' (58%).
- 6.2.5 Despite this, 37% of those who live within the scheme boundary had a positive stance towards the existing scheme. The most frequently mentioned theme for supporting the existing scheme for those who live local is that it creates less noise, with 82% of the supportive local respondents mentioning that it 'results in less traffic' in their explanation.



6.2.6 64% of the respondents said signage improvement would not make a difference in how they feel about the scheme. For the 25% who said they will, 'more advanced warning' (36) and 'making the signs larger or more visible' (35) were the most common themes.

6.2.7 Those who live within the scheme boundary do perceive the scheme's general impacts to be better. 41% of those who live within thought their street feels better than before, as opposed to 32% who felt worse. For those who live outside the scheme boundary, the majority perceive the general impacts to be worse (57%) or about the same (34%).

*Views about the Proposed Improvement Options under Experimental Traffic Regulation Order (ETRO)*

6.2.8 When the respondents were asked about their views about Option A (camera enforced restriction), 79% felt negative and 15% felt positive, with most citing concerns about displacement of traffic, pollution, and noise.

6.2.9 For Option B (one-way working on Derby Road), fewer respondents held negative views (59%). 26% display a positive stance, claiming this option will help ease traffic and/or make local access easier.

6.2.10 When respondents were then asked to select their preference over the two proposed options for the Derby Road measure, Option B (one-way working on Derby Road) has proven more popular than Option A (camera enforced restriction), preferred by 50% of those who live inside and 66% of those who outside of the scheme boundary.

**6.3 What Does it Mean?**

6.3.1 The response to the engagement shows that the existing Broad Green CHN (Parsons Mead area) scheme does not have support from most respondents (78%), despite the existing scheme receiving more support from respondents who live inside the boundary than those who live outside.

6.3.2 It is clear that the scheme resulting in more traffic and/or congestion to nearby areas is the dominant reason for those who felt negative about the scheme.

6.3.3 However, if some form of low traffic scheme must stay on Derby Road and respondents were to choose between the two options, one-way working is the more preferred option.

6.3.4 It is essential to improve the existing signage, as about 25% of all respondents stated that improvements to signage 'will make a difference' on how they feel about the scheme. Signage improvements should be about providing more



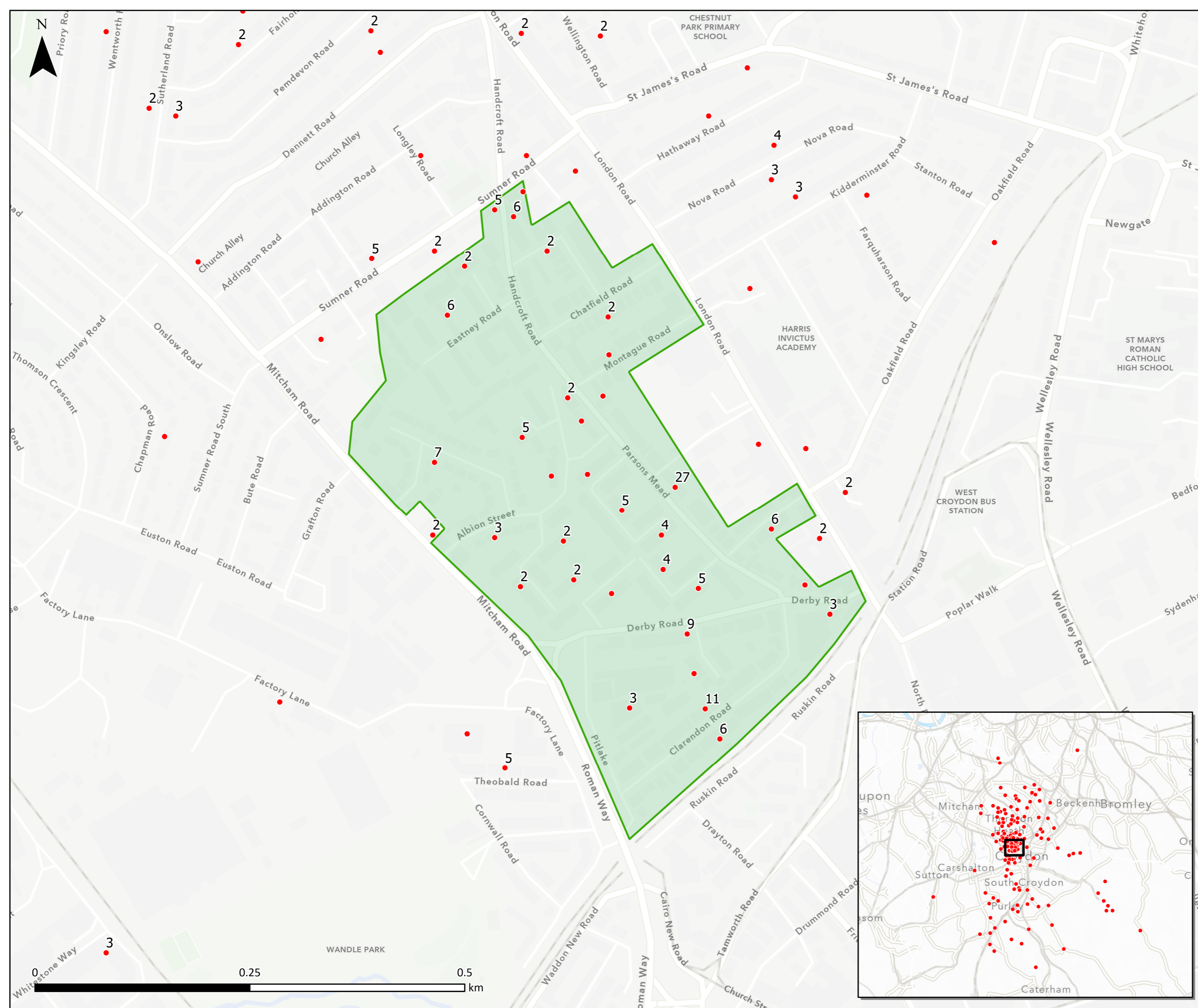
advanced warnings, making the signs larger and making the signs clearer (with clearer wordings and/or with consequences clearly listed), as drawn from the most popular themes of suggestions.

6.3.5 When the respondents were asked for their suggestions on how to make Croydon a healthier, safer and quieter area, the top suggestions were to improve personal safety and tackle anti-social behaviour (23%), followed by a range of other suggestions (including cheaper local car parks, house the homeless, supporting local businesses, etc; 19%) and implementing other forms of traffic management (15%). These suggestions should also be considered.

6.3.6 Due to under-representation of response from certain demographic groups, as well as the use of online survey methods for this questionnaire, views of the survey population may not be fully representative of the wider population. Care should be taken when interpreting the results, particularly on the degree of the survey results being treated as the general views of the community.



## Appendix A Postcode Location of Respondents' Address



• Postcode Location of Survey Respondents' addresses (of whom provided a valid postcode)  
 Temporary Streetspace/CHN Scheme Boundary (Parsons Mead)

N.B. Numbers on each dot represents the amount of responses received from the same postcode (if there are more than one)

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 G.03 Wenlock Studios  
 50-52 Wharf Road  
 London N1 7EU  
 T. 0207 566 3939

CLIENT

**London Borough of Croydon**  
 PROJECT

**Croydon HN**  
**Pre-consultation Engagement**  
 TITLE

TITLE

**POSTCODE LOCATION OF RESPONDENTS' ADDRESS (PARSONS MEAD SCHEME)**

SCALE	DRAWN	REVIEWED	DATE
A3@1:4,000	JY	JMQ	05/10/2021
FIGURE NUMBER	REVISION		
C1_6	A		