

# **Emergency Active Travel Measures – ‘ETRO Response’ Mailbox – ETRO/7 Scheme Review**

**April 2021(Updated Aug 2021)**

**Transport and Engineering**

## Document Details

**Date:** Monday 16th August 2021  
**Version:** V3.0  
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## Contents

Document Details.....	2
Contents .....	2
Introduction .....	4
Overall feedback .....	6
Data .....	6
Analysis .....	6
Key themes raised .....	8
Formal objections .....	8
Displaced traffic .....	8
School traffic .....	9
Access.....	10
Road safety.....	11
Prior consultation .....	11
Purpose .....	12
Other comments.....	12
Noise nuisance .....	12
Council response.....	12
Road markings.....	13
Council response.....	13
Sterte Road traffic signals .....	13
Council response.....	13
Messages of Support.....	13

Road safety.....	14
Noise .....	14
Behavioural change .....	14
Environment.....	15
Lower traffic volumes .....	15
Community interaction .....	15
Responses to formal objections .....	16
Suggestions to improve the scheme .....	24
Alternatives .....	24
Complementary measures.....	25
Council responses .....	26
Conclusions and recommendations .....	30
Conclusions.....	30
Overall feedback .....	30
Key themes raised .....	30
Formal objections .....	30
Messages of support .....	32
Suggestions to improve the scheme .....	32
Recommendations.....	32
Notes .....	33
Appendix A – Derivation of statistics and classification criteria.....	33
Derivation of statistics.....	34
Classification Criteria.....	34
Objection.....	34
Neutral comment.....	34
Message of support .....	35
Follow up to a Standard Response .....	35
Query.....	35

## Introduction

This document assesses all the formal correspondence which has been received in the 'ETRO Response' mailbox ([etroresponse@bcpcouncil.gov.uk](mailto:etroresponse@bcpcouncil.gov.uk)) in relation to the Experimental Traffic Regulation Order on Tatnam Road (ETRO/7). Overall, it forms part of the consultation process for the measures introduced in Tranche 1 of the Emergency Active Travel Fund (EATF).

The scheme involved a modal filter which closed the section of Tatnam Road at the junction with Stanley Green Road / Sterte Road to motorised vehicles. Its remit was to:

- Foster a low traffic neighbourhood by discouraging through traffic;
- Create additional space where people can cycle and walk safely, particularly for users of Oakdale Junior School and Poole High School; and
- Form part of the Council's transport response to the COVID-19 pandemic.

Similar to the scheme on Whitecliff Road (ETRO/2), ETRO/7 is situated on the boundary between two wards. In this case it is Poole Town and Oakdale as per the latest [Ward Boundary Map](#).

The trial took place for an initial 6-month period between Tuesday 8<sup>th</sup> September 2020 and Sunday 14<sup>th</sup> March 2021.

Originally, the scheme was referred to as 'Stanley Green Road' and plans consisted of two other modal filters in addition to ETRO/7:

- One on Stanley Green Road at the junction with Wimborne Road (ETRO/6); and
- Another on the westbound one-way section of Vicarage Road at the junction with Stanley Green Road (ETRO/8).

However, as a result of initial feedback, the Council took the decision on Tuesday 8<sup>th</sup> September 2020 to defer ETRO/6 and ETRO/8 so as to allow for further consideration. Information about this is set out on the following webpage:

<https://www.bcpCouncil.gov.uk/News-Article.aspx?title=some-emergency-active-travel-schemes-to-be-deferred>

This review focuses on ETRO/7 only, drawing upon reporting outputs and updates contained within previously issued Monitoring Reports to provide:

- An assessment of the formal consultation feedback;
- Responses to objections; and
- A set of recommendations.

Where applicable, findings from the Senior Walking and Cycling Officer Review will also be discussed to aid analysis.

Ultimately, the purpose of this report is to inform the decision-making process as to whether the scheme should:

- Continue in its current form for a further period of time;
- Be amended in some way;
- Made permanent; or
- Be removed.

This document has been structured into five chapters:

- **Overall feedback** – sets out statistical totals and a disaggregation by time periods, detailing the number and proportion of responses ‘Against’, ‘Neutral’ and ‘For’ the scheme, with some accompanying analysis.
- **Key themes raised** – discusses common topics used by respondents to justify their point of view, focusing on areas of consensus and points of difference.
- **Responses to formal objections** – details the Council’s responses to objections.
- **Suggestions to improve the scheme** – lists alternatives and complementary measures suggested by respondents along with Council responses.
- **Conclusions and recommendations** – outlines findings from the formal consultation, offering preliminary recommendations.

## Overall feedback

This chapter sets out statistical totals along with a disaggregation by time periods to illustrate the prevailing view and how feedback may have changed as the trial progressed.

### Data

A Red-Amber-Green (RAG) methodology has been used to aid analysis and interpretation, setting out feedback into three categories: 'Against'; 'Neutral' and 'For'. **Appendix A** includes notes on how the statistics have been derived and the classification criteria used.

Altogether, a total of 165 formal responses were received, the third highest of all the schemes which were implemented as part of EATF Tranche 1. This consisted of:

- 87 objections;
- 3 neutral comments;
- 49 messages of support;
- 20 follow up messages; and
- 6 queries.

Of the total, 31 respondents (19%) also chose to make comment on ETRO/6 and ETRO/8. Primarily, this took place prior to the Council decision published on Tuesday 8th September 2020.

The table below outlines the data in a RAG format.

Statistical totals						
Measure	Against		Neutral		For	
Quantity	87		3		49	
Proportion	63%		2%		35%	
Disaggregation by time periods						
Time period	Against		Neutral		For	
	Quantity	Proportion	Quantity	Proportion	Quantity	Proportion
18-day period between advert date and installation date	31	94%	0	0%	2	6%
First 4-week period	16	38%	1	2%	25	60%
Second 4-week period	9	50%	0	0%	9	50%
Third 4-week period	2	50%	2	50%	0	0%
Fourth 4-week period	10	91%	0	0%	1	9%
Fifth 4-week period	8	73%	0	0%	3	27%
Sixth 4-week period	2	40%	0	0%	3	60%
Final 3-week period	9	60%	0	0%	6	40%

### Analysis

Of the formal responses, 98% expressed a clear preference either objecting or supporting the experiment; approximately 66% objected and 33% provided a message of support. Consequently, it would appear that the majority of those who chose to provide formal

representation were against the scheme. Neutral feedback was negligible, whilst, messages near the end of the consultation tended to remark that they had purposely delayed submitting their response so as to allow sufficient time for the scheme to bed in before forming an opinion.

In terms of disaggregation over the course of the trial, correspondence peaked during the first 4-week period before falling away discernibly to four responses during the third 4-week period. Throughout the remainder of the trial, quantity rose slightly to around 10 responses on average.

Except for two reporting periods, objections accounted for at least 50% of all responses, exceeding the proportion of messages of support. One of the deviations from the trend transpired during the first 4-week period when, 51% of the total number of responses in favour were submitted. Approximately 36% of objections were put forward in the 18-day period between the advert date and the installation date.

On average, 11 objections and six messages of support were submitted in each reporting window. Not including the segment of time before the installation date and the first 4-week period, averages drop to seven and four respectively.

Overall, the statistics insinuate that:

- People were more energised to speak about the scheme early on, especially when the schools were in session during the autumn term; and
- Formal responses did not become more negative or positive over time.

## Key themes raised

This chapter discusses common themes raised in the formal correspondence.

### Formal objections

Collective representation was made by a cohort of residents living on Haynes Avenue, Stokes Avenue and Well Lane objecting to the scheme (reference number ETRO/7\_0139). The group claim to have distributed approximately 500 home-made fliers encouraging people to comment on the scheme and appear to have been in touch with those organising the petition against the schemes on Birds Hill Road (ETRO/9) and Churchfield Road (ETRO/10). ETRO/7\_0139 included four Microsoft Word Documents totalling 26 pages, containing indicative drawings using mark-ups on satellite and street-view imagery. A full summary is provided in Monitoring Report 4. For the purposes of this review, their feedback has been incorporated into the themes listed below and the chapter labelled '**Suggestions to improve the scheme**'.

The table below lists common themes that have appeared in formal objections to the ETRO/7 consultation along with quantities and proportions to provide context. Themes have been ordered according to their relative magnitude.

Theme		Objections mentioning a particular theme		Proportion of all formal responses
Number	Description	Quantity	Proportion	
1	Displaced traffic	54	62%	33%
2	Congestion	37	43%	22%
3	Pollution	26	30%	16%
4	Road safety	26	30%	16%
5	Prior consultation	21	24%	13%
6	Displaced parking	16	18%	10%
7	Purpose	9	10%	5%
8	Emergency service access	6	7%	4%
9	Impact to business	4	5%	2%
10	Inefficient use of public funds	1	1%	1%
11	Policies prioritising cyclists	1	1%	1%

### Displaced traffic

Over half of the themes listed in the table above (numbers 1, 2, 3, 6, 8, and 9) relate to the effects of traffic re-routeing from Tatnam Road onto adjoining streets. Such implications are echoed in the Walking and Cycling Officer Review but caveated on the premise that the scale of the phenomenon has not been empirically quantified.

Concerns regarding increased traffic volumes and vehicles exceeding the posted speed limit have been raised across the following ten roads:

[bcpCouncil.gov.uk](http://bcpCouncil.gov.uk)

'BCP Council' is the operational name for Bournemouth, Christchurch and Poole Council.



- Dorchester Road;
- Haynes Avenue;
- Jolliffe Road;
- Palmer Road;
- Stanley Green Road;
- St Margaret's Road;
- Sterte Road;
- Stokes Avenue;
- Well Lane; and
- Wimborne Road.

Principally, objectors contend that the current modal filter has benefited Tatnam Road at the expense of surrounding streets, pitting roads, neighbours, and users against one another. As with ETRO/3 (Victoria Park Road), the problem appears to be multifaceted, influenced by distinct external factors. These aspects are elucidated in the two sub-sections below.

#### *School traffic*

Predominantly, displaced traffic appears to emanate from trip patterns associated with the school arrival and departure periods. Formal correspondence was most prolific during the autumn term when schools were open for face-to-face learning. Outside of these times, the extent of displaced traffic was ostensibly less acute.

For context, Tatnam Road is bordered by two educational establishments: Oakdale Junior School in the north and Poole High School to the south. The former is situated on the cul-de-sac known as School Lane which provides vehicle access from Palmer Road. Secondary pedestrian access points are also provided from Stanley Green Road (via a footway traversing the area of greenspace to the north of Poole Town Football Club) and Well Lane. Poole High School is located on Wimborne Road, although the main campus buildings are set back by approximately 300m. The main entrance is adjacent to the Joint Emergency Services Building (JESB). Pedestrian access is also available from Sterte Road in two places. Specifically, a shared-use path (public right of way footpath 18) runs parallel to the South Western Main Line from a point circa 40m south of the junction with Tatnam Road, circumnavigating around the perimeter of Poole Stadium. Footpath 17 intersects footpath 18 via an overbridge around 30m south of the Sterte Close junction.

Both schools contain designated vehicle drop-off / pick-up areas. However, as part of measures enacted in their respective Contingency Learning Plans (CLP) Full Reopening Risk Assessments, these facilities were temporarily closed to vehicles other than those with passes in an effort to support social distancing. Other arrangements included one-way systems, multiple locations for drop-off and collection; and staggered travel times. For example, Oakdale Junior School operated an entrance from Well Lane and an exit via School Lane, although some correspondence suggested that parents were ignoring this.

Most objectors were of the impression that ETRO/7 had compounded the consequences brought on by these changes; namely an increase in parking stress. Inconsiderate and illegal

vehicle parking by parents has been quoted on multiple occasions by respondents, with many referring to a significant change compared to pre COVID-19. Some mentioned that drivers regularly used the closure point as a pick-up and drop-off point, parking across it and occasionally blocking access to adjacent properties. One resident alleged that the scheme had deterred potential buyers from purchasing their property. On Stanley Green Road outside Fineline Fabrications numbers 184-186 (BH15 3AH) it was claimed that several vehicles contravened the 'No Waiting' restrictions, obstructing:

- Access to adjacent business premises on the western side of the carriageway;
- Existing mandatory cycle lanes; and
- Part of the footway.

Similar problems have also been cited on Haynes Avenue, Palmer Road, St Margaret's Road, Stokes Avenue, Well Lane and Wimborne Road. In terms of the latter, feedback provided by the Headteacher of Poole High School to Councillor Rice was critical of ETRO/7. Specifically, they articulated that:

- Overall experience of the measure has been predominately negative;
- ETRO/7 has exacerbated the limited means for vehicle drop-off / pick-up which exist;
- Instances of parents parking on Wimborne Road transpired, creating congestion and in some cases obstruction to the cycle lanes or the entrance to the JESB;
- Complaints were received by the school from members of the public; and
- There was a spike in cyclists reporting near misses with motorised vehicles.

The Walking and Cycling Officer Review reiterated the parking issues on Wimborne Road, remarking that streets surrounding the schools are very busy during typical arrival and departure times.

### *Access*

Other themes relating to displaced traffic focussed on the consequences of imposing a more circuitous route for motorised vehicles and concentrating existing traffic volumes onto a smaller segment of the highway network. Those of this persuasion, mentioned not only the impact for locals but also for businesses, deliveries and emergency services, commenting on a lack of suitable alternatives and having to divert via less suitable residential streets to reach classified routes such as the A350 Holes Bay Road. Fundamentally, concerns were four-fold citing: longer journey times / distances, reduced network resilience, increased congestion and deterioration of air quality.

In terms of congestion, 20 (12% of all formal responses) emphasised the view that ETRO/7 in combination with the measure on Darbys Lane (ETRO/4) have had adversely affected the wider Wimborne Road corridor (Fleetsbridge Roundabout to The George Roundabout), and any future implementation of ETRO/6 or ETRO/8 would exacerbate things. Reportedly, congestion manifests throughout the daytime and is not confined to peak periods, with traffic diverting onto adjoining streets such as Dorchester Road, Jolliffe Road and Palmer Road. Others have stated that gap acceptance opportunities for right-turning traffic entering

Wimborne Road at priority-controlled junctions are scarce due to persistent high traffic volumes.

Anecdotally, Tatnam Road is a key route for emergency services. According to informal discussions held with paramedics, objectors argue that the closure delays response times and is not shown on satellite navigation systems. Some highlighted instances of ambulances responding to emergency calls unaware of the closure and having to turn around. (Since these complaints the Council has instigated a system whereby most commonly used sat nav apps will be updated with temporary road closure information)

Those undertaking journeys for work refer to difficulties accessing the Fleets and Sterte Avenue West Industrial Estates. The problem appears to be pronounced for those residing in eastern areas and for tradespersons with light commercial vehicles carrying equipment and tools.

Comments have also been submitted regarding match-day traffic associated with Poole Town Football Club. A couple are of the opinion that ETRO/7 will magnify parking stress on these days especially on Tatnam Road and St Margaret's Road.

Finally, a number discussed the negative effect on the elderly and disabled who are least likely to cycle or walk and are therefore more reliant on motorised vehicles.

### **Road safety**

Theme 4 focuses on the perception that ETRO/7 has worsened road safety. It would appear the effects of displaced traffic and compliance have shaped these interpretations. Six (4% of all formal responses) claim to have witnessed Powered Two-Wheelers (PTWs) repeatedly driving through the modal filter, in some cases using the footway.

Separately, according to one, a near-miss occurred whereby a cyclist travelling northbound along the Sterte Road footway failed to give-way when crossing Tatnam Road, almost colliding with another cyclist turning right into Tatnam Road. Another alludes to situations whereby heavy goods vehicles (HGVs) are ignoring the weight limit on the Sterte Road overbridge due to lack of space to turn around. Ostensibly, the junction with Tatnam Road was used to undertake such manoeuvres.

Finally, one was worried that the closure point could become a gathering point where anti-social behaviour could emerge having already noticed the planters being used as litter bins. On this note, a few questioned how the Council planned to maintain the plants going forward, pointing out that the condition of the vegetation was failing.

### **Prior consultation**

Theme 5 centred on the feeling that residents and Ward Councillors should have been engaged with the proposals at an early stage. Criticism pointed out that local knowledge and input could have been used to shape the design, mitigate against potential limitations and avoid known problems. Additionally, it was felt that the consultation was inadequate,

disadvantaging those without internet access as they were unable to give feedback, and poorly advertised since the local paper is only read by a minority.

## **Purpose**

Those that cited themes 7, 10 and 11 remarked that the need for the scheme was lacking and the measure was a waste of money. Scepticism was voiced about the choice of location and its justification. Primarily, it was reasoned that:

- There were no issues with the previous arrangement and negligible numbers of cyclists to warrant it (according to informal surveys they have undertaken).
- Closure is arbitrary and not supported by empirical evidence such as accident data.
- Scheme disregards the Council's duties under the Traffic Management Act.
- Tatnam Road is a local distributor connecting arterial roads (as indicated by the yellow demarcation on Ordnance Survey Maps) and as such should remain open to through traffic.
- Conflict of interest and lack of impartiality from previous Portfolio Holder.
- Petitions from Tatnam Road residents back in July 2011 and September 2018 did not specifically request a road closure and at the time discussions with Council representatives failed to consider the views of residents on adjoining roads.

## **Other comments**

Three separate themes which did not concern the ETRO were also mentioned. These are outlined below and accompanied with a Council response.

### **Noise nuisance**

One objection alleges a noise nuisance, appearing to reference three business premises: The Gearbox Bike Shop, Bathwick Tyres and Poole Town Football Club (162-164 / 180 Stanley Green Road and School Lane respectively). Apparently, The Gearbox Bike Shop is a place where motorcyclists congregate and crank their engines whilst stationary. The forecourt for Bathwick Tyres is supposedly used by mobile catering units with live music playing until late evening. In terms of the football club, no specific details were given.

#### *Council response*

Noise is a recognised form of pollution and source of annoyance that can affect quality of life. Statutory protocols exist to deal with offending sources and the Council will look to enact these where necessary. Further information, including how to report such issues is available on the following webpage:

<https://www.poole.gov.uk/environmental-problems/nuisance-complaints/noise-complaints/>

## Road markings

One has remarked that the yellow box markings on the southbound lane at the junction of Stanley Green Road / Tatnam Road / Sterte Road are worn affecting their legibility to drivers. Likewise, the Walking and Cycling Officer Review points out that the advisory cycle lanes along this route have faded and need refreshing.

### *Council response*

Road markings are renewed on a regular basis as part of planned preventative maintenance activities across the local highway network. Wear and tear is determined by meteorological and traffic related conditions. The matter has been passed to the Highways Team to address.

## Sterte Road traffic signals

One respondent has reported that the shuttle working traffic signals on the Sterte Road overbridge have failed on several occasions during the closure.

### *Council response*

The matter has been investigated and a fault identified and resolved by an officer in the Intelligent Traffic Systems and Signals Team. Asset conditions are routinely monitored by the Council as part of preventative maintenance activities undertaken across the local highway network. However, on occasions faults can arise suddenly. Problems can be reported via the Council's online report-it tool:

<https://www.bcpCouncil.gov.uk/Report-a-problem-or-fault-or-tell-us-about-something/Report-a-problem-or-fault-or-tell-us-about-something.aspx>.

## Messages of Support

The table below lists common themes that have appeared in formal messages of support to the ETRO/7 consultation along with quantities and proportions to provide context. Themes have been ordered according to their relative magnitude.

Theme		Messages mentioning a particular theme		Proportion of all formal responses
Number	Description	Quantity	Proportion	
1	Road safety	37	76%	22%
2	Noise	21	43%	13%
3	Behavioural change	15	31%	9%
4	Environmental improvements	12	24%	7%
5	Lower traffic volumes	2	4%	1%
6	Community interaction	1	2%	1%

## **Road safety**

Theme 1 encompasses the standpoint that ETRO/7 has made a tangible difference to safety, resulting in road user behaviour becoming more courteous, most conspicuously during school arrival and departure times. Those in favour have stated that:

- Amenity has been enhanced for vulnerable and non-motorised road users;
- User conflict has reduced
  - Cyclists are encouraged to ride in the carriageway instead of along the footway, benefiting pedestrians.
  - Lower traffic volumes lessens the risk of near misses.
  - Those accessing private driveways are able to do so without being tailgated.
- Cases of vehicles exceeding the posted speed limit have lessened. Beforehand the 20mph speed limit was largely ineffective and ignored.

The Walking and Cycling Officer Review concurs, reinforcing how the simplification of traffic movements at either end of Tatnam Road around the junctions with Stanley Green Road and Wimborne Road respectively, have improved conditions. With the former, it is explained that prior to the scheme the wide junction mouth resulted in vehicle turning movements transpiring at undesirable speeds, accentuating severance issues for non-motorised users when attempting to cross.

## **Noise**

Noise reductions were stated as another benefit, most strikingly at night, boosting quality of sleep and general wellbeing. As discussed, Tatnam Road is anecdotally a main route for on-call emergency services.

## **Behavioural change**

Owing to the improved connectivity, theme 3 refers to an augmentation in cycling, those travelling on scooters (both electric and manual derivatives) and walking. Residents beyond the immediate vicinity have remarked that collectively ETRO/7, ETRO/9 and ETRO/10, have reduced the attractiveness of the wider rat-run between Parkstone Road and Stanley Green Road via Birds Hill Road, Garland Road and Tatnam Road. Seemingly, this has improved walking amenity to nearby open spaces such as Poole Park and Upton Country Park, and nurtured sustainable travel choices. On this note, the Headteacher of Longfleet Primary School has voiced their support, mentioning an uptake in active travel.

In the Walking and Cycling Officer Review it is noted that:

- Stanley Green Road and Sterte Road form a popular route for education and work-related trips; and
- During peak periods up to 100 pedestrian crossing movements have been recorded every 15-minutes across the Tatnam Road junction since implementation of ETRO/7.

## **Environment**

Themes 4 encapsulates notions linked to physical activity, air quality, the public health agenda and the Council's declared climate emergency. Fundamentally, its broad compass means it's an underlying aspect hinted at within the other themes listed in this section.

### **Lower traffic volumes**

Supporters of the scheme are of the assertion that traffic volumes have significantly reduced. This is reiterated in the Walking and Cycling Officer Review which outlines that the modal filter has been transformative, eradicating rat-running and speeding which were hitherto common occurrences despite the traffic calming measures. That document also contends that Garland Road has benefited indirectly, referencing feedback from a School Crossing Patrol operative.

### **Community interaction**

Theme 6 comprises of intangible social benefits such as an increased sense of community, greater interaction with neighbours and better health and wellbeing.



## Responses to formal objections

The table below sets out Council responses to formal objections according to the relevant themes identified in the previous chapter.

Theme	Sub-theme	Council response
Displaced traffic	School traffic	<p>Vehicle parking associated with the school arrival and departure periods seems to have had a bearing on ETRO/7. Trips patterns to school during the 2020 autumn term were heavily influenced by COVID-19. Public health advice along with guidance issued by school and college leaders advised parents that children should avoid lift-sharing and using public transport where possible to minimise transmission rates. Therefore, it is considered that the parking stress witnessed was an exceptional temporary impact and not an indication of permanent behavioural change. Once the situation with the pandemic has stabilised, it is expected that trip patterns will normalise and issues dissipate.</p> <p>Nevertheless, the Council will continue to monitor the situation. Designers undertook regular inspections during the trial. If required, further measures could be considered in partnership with residents such as alterations to parking restrictions or the adoption of 'School Streets'. Future incidents can be reported via the Council's online report-it tool:</p> <p><a href="https://www.bcpCouncil.gov.uk/Report-a-problem-or-fault-or-tell-us-about-something/Report-a-problem-or-fault-or-tell-us-about-something.aspx">https://www.bcpCouncil.gov.uk/Report-a-problem-or-fault-or-tell-us-about-something/Report-a-problem-or-fault-or-tell-us-about-something.aspx</a>.</p> <p>With ETRO/7 in place, Haynes Avenue, St Margaret's Road, Stokes Avenue and Well Lane cannot be used as a through route by motorised vehicles. If ETRO/7 is retained, further mitigation could be considered along Dorchester Road, Jolliffe Road, Palmer Road, Stanley Green Road, Sterte Road, and Wimborne Road as part of initiatives associated with the Transforming Cities Fund (TCF) programme and any wider proposals to create a Low Traffic Neighbourhood should they come to fruition.</p> <p>School parking issues were raised with the Civil Enforcement Supervisor. Civil Enforcement Officers were briefed to monitor the site when operating in the area. Furthermore, as part the Transforming Travel initiative, the Council is actively promoting journeys to school via more sustainable means through things such as 'The New You' campaign and the Safer Routes to School Programme. Further information about these is available on the following webpages:</p>





		<p><a href="https://www.bcpCouncil.gov.uk/News/News-Features/Transforming-Travel/transforming-travel.aspx">https://www.bcpCouncil.gov.uk/News/News-Features/Transforming-Travel/transforming-travel.aspx</a></p> <p><a href="https://www.bcpCouncil.gov.uk/News/News-Features/TCF/The-new-you/The-new-you.aspx">https://www.bcpCouncil.gov.uk/News/News-Features/TCF/The-new-you/The-new-you.aspx</a></p> <p><a href="https://www.bournemouth.gov.uk/travelandtransport/projectsconsultationslocaltransportplans/projectsconsultations/SaferRoutestoSchoolProgramme/SaferRoutestoSchoolProgramme.aspx">https://www.bournemouth.gov.uk/travelandtransport/projectsconsultationslocaltransportplans/projectsconsultations/SaferRoutestoSchoolProgramme/SaferRoutestoSchoolProgramme.aspx</a></p> <p>With regards to the matters along the B3093 Wimborne Road, Poole High School responded by:</p> <ul style="list-style-type: none"> <li>▪ Engaging in dialogue with Dorset Police;</li> <li>▪ Investing in bodycam and dashcam equipment to capture offenders and encourage compliance;</li> <li>▪ Siting senior members of the school support staff in the vicinity of the Co-op store (number 147) to monitor vehicle activity at the start and end of the school day;</li> <li>▪ Issuing a letter to parents on Wednesday 9<sup>th</sup> December 2020; and</li> <li>▪ Signposting all parents via text message to the ETRO/7 consultation.</li> </ul> <p>Finally, the Council cannot comment specifically on the sale of property. Such transactions are complicated affairs even at the best of times, governed by an array of external market factors outside the control of local authorities.</p>
	<b>Access for motorised vehicles</b>	<p>ETRO/7 still facilitates local access but prevents through traffic using it as a shortcut, creating a Low Traffic Neighbourhood. Rat-running as its colloquially known, produces negative externalities, such as congestion, noise, pollution and safety. Through traffic should use more suitable arterial routes like the B3093 Wimborne Road. Tatnam Road is unsuitable for these traffic movements because it is an unclassified residential street in close proximity to two schools.</p> <p>Emergency services are statutory consultees. Prior to the implementation of ETRO/7, the Council engaged with representatives from the Ambulance, Fire and Police services as part of the statutory consultation. If any concerns had been raised, these would have been dealt before the trial commenced, either by making amendments or cancelling the scheme. Checks undertaken during the trial found that the directions provided on Google Maps for journeys between Garland Road and Sterte Road did not show Tatnam Road as an option. It is possible that the issue may relate to users not having the latest available satellite navigation updates for their device.</p>

	<p>Managing demand for car travel by promoting alternate means of transport and ensuing users have a range of travel options, is one of the ways to improve highway network resilience. As outlined in the row above, traffic conditions last autumn are considered exceptional and not an indication of long-term behavioural change. In terms of ETRO/6 and ETRO/8, the Council deferred these schemes on Tuesday 8th September 2020 to allow for further consideration. At this stage, no decision has been made as to whether these will be pursued.</p> <p>Match day parking for Poole Town Football Club is unaffected by ETRO/7. Haynes Avenue, St Margaret's Road, Stokes Avenue, Tatnam Road and Well Lane are all part of Resident Parking Zone M (Heckford Park). A map illustrating the zone can be accessed via <a href="https://www.poole.gov.uk/parking/parking-permits-and-season-tickets/parking-permits-eligibility-list-zone-names-and-map/">https://www.poole.gov.uk/parking/parking-permits-and-season-tickets/parking-permits-eligibility-list-zone-names-and-map/</a>. Marked bays are allocated for permit holders or 2 hours no return within 1 hour. Restrictions currently apply Monday to Friday between 8 am and 6 pm. If necessary, consideration could be given to potential modifications (i.e. removing or further limiting the duration of stay provided to non-permit holders). Any proposed changes would be consulted upon with residents as part of the standard process for Traffic Regulation Orders (TRO).</p> <p>Equalities Impact Assessments (EIA) were undertaken on a programme wide and individual scheme basis in advance of the measures being implemented. This ensured that the needs of or impacts on persons or groups with protected characteristics along with any applicable mitigation if required, were fully considered before any decision was made. The programme team included an Accessibility Officer experienced in the identification of impacts on the disabled. Promoting walking and cycling by de-trafficking areas has largely positive outcomes for the disabled. Any negative impacts were addressed during the development of the EIA. Furthermore, before any measures were installed the Dorset Blind Association (one of a list of statutory consultees) were consulted in accordance with ETRO procedures.</p>
<b>Road safety</b>	<p>Overall, feedback to-date suggests that problems have generally dissipated as people got used to the new arrangement. Civil Enforcement Officers undertake routine patrols and can issue penalty charge notices for offences like illegal or anti-social parking. However, issues with PTWs remain.</p> <p>Options for installing additional planters or creating a chicane arrangement have been considered by the design team. However, traditional physical access control measures are no longer considered inclusive and should not be used because they reduce the useability, capacity, directness and comfort of a route, particularly when accommodating non-standard cycles and cargo bikes (Principle 16, Section 1.6, Cycle Infrastructure Design Local Transport Note 1/20).</p>



	<p>Compliance has been escalated with Dorset Police via official channels. Dorset Police organised a mobile enforcement visit and briefed the “No Excuse team” to monitor the site when operating in the area. The ‘ETRO Response’ Mailbox forwarded alleged incidents to Dorset Police and signposted respondents to Dorset Police’s online reporting tools such as Operation Snap</p> <p>If the issue persists, the Council would consider additional physical measures plus enforcement options in accordance with devolved powers in Part 6 of the Traffic Management Act. Members of the public can report occurrences via Dorset Police’s enforcement operations reporting site and / or the Council’s online report-it tool:</p> <p><a href="http://www.dorsetroadsafe.org.uk/enforcement-operations/reporting-traffic-concerns/">http://www.dorsetroadsafe.org.uk/enforcement-operations/reporting-traffic-concerns/</a></p> <p><a href="https://www.bcpCouncil.gov.uk/Report-a-problem-or-fault-or-tell-us-about-something/Report-a-problem-or-fault-or-tell-us-about-something.aspx">https://www.bcpCouncil.gov.uk/Report-a-problem-or-fault-or-tell-us-about-something/Report-a-problem-or-fault-or-tell-us-about-something.aspx</a>.</p> <p>Improvements to cycling and walking both have a focus on what is termed natural surveillance by designing the built environment in a way that maximises visibility and deters criminal activity. Incidents of anti-social behaviour can also be reported via the Council's online report-it tool.</p> <p>The Walking and Cycling Officer Review recommends that the existing arrangement at the modal filter should be replaced with bollards, kerbs and street trees. If the planters are retained, a community initiative could be arranged to maintain the plants.</p> <p>Street cleaning is undertaken on a routine basis across the conurbation as part of a range of Council services in accordance with available resources. Problems in Poole can be reported via:</p> <p><a href="https://www.poole.gov.uk/streets-and-travel/report-a-street-issue/street-cleaning/#:~:text=If%20you%20need%20emergency%20help,506050%20at%20any%20other%20time">https://www.poole.gov.uk/streets-and-travel/report-a-street-issue/street-cleaning/#:~:text=If%20you%20need%20emergency%20help,506050%20at%20any%20other%20time</a>.</p>
<b>Prior consultation</b>	<p>The timing of the consultation after the implementation of the scheme was a condition of the funding received from Central Government through the EATF. Criteria for this grant insisted that the measures should be implemented within 12 weeks of funding being awarded. The Department for Transport recommended the use of an ETRO which incorporates a 7-day notice period. These time constraints meant that there was not the normal opportunity for advance consultation.</p>



		<p>However, unlike a conventional TRO, an ETRO is a trial lasting for an initial 6-month period with the option to extend this up to 18 months if required.</p> <p>As part of the trial, a consultation was held and stakeholders were able to submit formal representation either by email or post and complete a web-based survey. Advertising complied with guidance set out in the Traffic Orders Procedure (Coronavirus) (amendment) (England) regulations 2020 (Statutory Instrument No. 536) (“the SI”) that came into force on 23 May 2020. Further information about this is available via:</p> <p><a href="https://www.gov.uk/government/publications/making-traffic-regulation-orders-during-coronavirus-covid-19/traffic-regulation-orders-guidance-on-the-traffic-orders-procedure-coronavirus#additional-notes">https://www.gov.uk/government/publications/making-traffic-regulation-orders-during-coronavirus-covid-19/traffic-regulation-orders-guidance-on-the-traffic-orders-procedure-coronavirus#additional-notes</a></p> <p>Fundamentally, members of the public could see for themselves the effect of the change before commenting. Outputs from the consultation reporting tools will be used to inform the review of the scheme and subsequent decisions. It was always the intention of the Council to engage with residents and it remains committed to this process.</p> <p>The need for urgent action arose as a consequence of the return to school/work in the summer of 2020 following the easing of restrictions associated with the first national lockdown. Warnings were raised about the implications COVID-19 could have on the local highway network. Specifically, there was genuine concern that traffic gridlock could rapidly develop if a significant number of public transport users switched to travelling by car because of health concerns and / or reductions in capacity brought on by social distancing requirements. To mitigate against this induced demand, ETROs were implemented to create low traffic areas which were more amenable to cycling and walking and thus free up road space for more essential use when cycling and walking was not a viable option.</p>
<b>Purpose</b>	<b>Cost</b>	Funding was sourced from the EATF, a central government grant as announced by the Secretary of State in May 2020. The monies that were made available were very small and would not have funded more significant infrastructure projects. Conditions were also attached, limiting what the finance could be used for. Guidance issued by the Department for Transport stipulated that allocations were only for closing roads to through traffic, installing physically segregated cycle lanes (using full or light segregation) and / or widening pavements on roads currently used by motorised vehicles. The main purpose of the fund was promoting cycling as a replacement for journeys previously made by public transport.
	<b>Need</b>	ETRO/7 was designed to create a Low Traffic Neighbourhood by encouraging through traffic to use more suitable arterial routes / main roads and prioritising cycling and walking. Tatnam Road was used as a rat-run by motorised vehicles often driving at high speed, causing negative externalities such as congestion, noise, pollution and safety. A 20mph zone was



		<p>introduced in late 2019. However, issues remained and residents requested further action. Tatnam Road is also a key route to Oakdale Junior School and Poole High School. Consequently, it has a role in fulfilling Council policies to encourage more sustainable travel choices.</p> <p>Reductions in traffic volumes foster a more amenable environment for cycling and walking. One example is that less confident cyclists (i.e. children) prefer to cycle away from busy traffic routes. On quiet mixed traffic streets (e.g. Tatnam Road) there is less need for segregated cycling facilities because the principal function of these roads is access to local properties. However, this necessitates a low traffic low speed environment. Modal filters are one of several recognised traffic management measures to help achieve this (as stipulated within Section 7 of Cycle Infrastructure Design Local Transport Note 1/20).</p>
	<b>Evidence</b>	<p>The number of specific location requests for modal filters involved several hundred. However, each scheme was judged on its own merits rather than the number of requests which were received.</p> <p>The criteria used for selecting schemes was a scoring mechanism, based on the following: impact on walking and cycling to school; propensity to cycle; proximity to existing or proposed strategic walking or cycle routes; potential to improve road safety; and potential to improve bus punctuality and journey time reliability.</p> <p>An assessment methodology based on readily available data was devised to identify BCP Census areas which would benefit the most. The available data consisted of the following: potential increases in cycling by area using the Department for Transport sponsored Propensity to Cycle Tool (PCT); the locations of all cycle accidents involving injury for the last 5 years; and the location of all educational establishments in the BCP area.</p> <p>PCT data for current and forecast commuting levels was extracted from the 'Go Dutch' scenario for different BCP Census areas. The difference between existing and forecast levels was then calculated and divided by the size of the Census areas to give the potential increase in cycle trips per kilometre squared.</p> <p>Accidents and the numbers of educational establishments were similarly treated. Additionally, all current bus routes were mapped to assist with scheme selection. This enabled the identification of areas that had: significant potential to increase commuter cycling; high levels of cycling accidents; and high levels of education establishments.</p>

		<p>Each of these were scored from 1 to 5 (with 5 being the highest). Scores were then aggregated for each BCP Census area, enabling a ranking to be produced. Schemes falling within top-ranking areas were then extracted from the list and assessed to identify those with the greatest potential.</p> <p>Background traffic modelling using the South East Dorset (SED) model was undertaken prior to implementation for schemes with available data. Tatnam Road is included in the SED model and therefore was modelled. Please note that the SED model is an external application managed by Dorset County Council.</p>
	<p><b>Traffic Management Act 2004</b></p>	<p>The act was introduced as a means of addressing road network congestion and disruption, with a specific focus on parking and street works. Part 2 bestows a network management duty on local highway authorities. Item (1) (a) stipulates a responsibility to facilitate the expeditious movement of traffic as far as reasonably practicable with regards to other obligations, policies and objectives. Item (2) outlines that action taken can include anything considered as a means to foster more efficient use of the road network, including powers to regulate uses made of a particular road or section of street. For reference, further information can be accessed using the hyperlinks below:</p> <p><a href="https://www.gov.uk/government/publications/traffic-management-act-2004-summary/traffic-management-act-2004-summary">https://www.gov.uk/government/publications/traffic-management-act-2004-summary/traffic-management-act-2004-summary</a></p> <p><a href="https://www.legislation.gov.uk/ukpga/2004/18/part/2">https://www.legislation.gov.uk/ukpga/2004/18/part/2</a></p> <p>The act does not provide for prioritisation of motorised vehicles over other road users. Instead, there is a need for a balanced safety led approach. Demand management by promoting alternate means of transport and ensuring users have a range of travel options, is one of the ways to improve highway network resilience.</p> <p>Investment in cycling and walking is congruent with the policies and objectives stipulated within the Local Transport Plan and upcoming Local Walking and Cycling Infrastructure Plan. It also helps tackle the Council's declared climate emergency by enabling people to undertake journeys via sustainable means. National Government strategy (as highlighted by the Department for Transport publication "Gear Change - a bold vision for cycling and walking") has centred on reducing the need to travel by car, making cycling / walking the natural choice for shorter journeys and a part of longer journeys in combination with other transport modes.</p>
	<p><b>Road classification</b></p>	<p>Tatnam Road is an unclassified residential street. Yellow demarcations provided on Ordnance Survey (OS) 1: 50 000 scale maps refer to the width of the road rather than its function. Of the type used on Tatnam Road, it indicates that the</p>



		road is 'generally more than 4m wide'. For reference, details regarding the map symbol legends used on the OS Explorer and Landranger Map series are available to view on the following webpages: <a href="https://www.ordnancesurvey.co.uk/business-government/tools-support/25k-raster-support">https://www.ordnancesurvey.co.uk/business-government/tools-support/25k-raster-support</a> <a href="https://www.ordnancesurvey.co.uk/business-government/tools-support/50k-raster-support">https://www.ordnancesurvey.co.uk/business-government/tools-support/50k-raster-support</a>
	<b>Decision to implement the scheme</b>	ETRO/7 was not put forward by any individual councillor. In its response to the COVID-19 Pandemic, Central Government promoted cycling and walking as an alternative means for local trips and to encourage healthier lifestyle choices. All local authorities (including BCP Council) were asked by the Government to develop schemes to promote safe active travel and to create spaces for effective social distancing. Choice of location was determined by a rigorous assessment methodology as described above in the row labelled ' <b>Empirical evidence</b> '.

## Suggestions to improve the scheme

This chapter lists options suggested by respondents to improve the scheme. It includes alternatives and complementary measures, along with Council responses.

### Alternatives

Nine measures to replace ETRO/7 were discussed in the formal responses:

- Package of traffic calming measures along Tatnam Road including:
  - Speed humps which can be straddled by emergency vehicles;
  - Formalising the three existing informal pedestrian crossings with a Zebra configuration or adding raised tables with pinch-point treatment;
  - New informal pedestrian crossings with raised tables and pinch-point treatment at the pedestrian alleyways leading into Stokes Avenue and St Margaret's Road; and
  - Chicanes and other forms of horizontal deflection.
- Junction improvements at the intersection of Stanley Green Road / Tatnam Road / Sterte Road consisting of:
  - Traffic signals to 'gate' traffic and improve safety, incorporating the existing shuttle working on the Sterte Road overbridge (with the stop-line on Sterte Road continuing to be on the southern side of the bridge) and new integrated pedestrian crossings, with consideration for a Toucan facility;
  - Four stage sequence, one for each approach plus an 'All-red' stage for pedestrians;
  - Banned right turns from Tatnam Road; and
  - Carriageway narrowing on section of Sterte Road between Tatnam Road and the overbridge to single lane operation, removing the existing ghost island right turn and using space gained to improve cycle infrastructure.
- Junction improvements at the intersection of B3093 Wimborne Road / Garland Road / Tatnam Road comprising of:
  - Conversion into a signal-controlled configuration to address limited gap-acceptance opportunities and poor pedestrian links into the Co-op;
  - Retention of ghost island right-turns on Wimborne Road to reduce staging requirements and cycle times;
  - Integrated pedestrian crossings incorporating existing crossing facilities on Wimborne Road (namely the puffin crossing outside number eight and the uncontrolled crossing with a refuge island outside the Co-op), plus new crossings on the Tatnam Road and Garland Road approaches;
  - Yellow box markings on Wimborne Road; and



- Staging similar to that at the New Inn junction plus demand dependent capabilities for off-peak periods and an ‘All-red’ stage for pedestrians.
- Junction improvements at the intersection of Tatnam Road and Stokes Avenue to improve visibility and reduce conflict between turning vehicles.
- Segregated cycle track along Tatnam Road by reallocating carriageway space currently designated as parking bays.
- One-way streets.
- Moving the modal filter to the eastern end of Tatnam Road near to Wimborne Road.
- Camera enforcement.
  - Average speed cameras on Tatnam Road; and
  - Automatic Number Plate Recognition (ANPR) at Sterte Road overbridge.
- School Street restrictions (i.e. ‘Access Only’) during peak arrival and departure periods.

### **Complementary measures**

One measure to supplement ETRO/7 was advocated in the formal responses. This entailed a collection of traffic calming measures along Tatnam Road as per those listed as alternatives to the modal filter above.

Separately, Councillor Dr Felicity Rice mentioned their aspirations for a wider Low Traffic Neighbourhood across the Oakdale area. Indicatively, they have ideas for between 13 and 15 other modal filters in conjunction with School Streets and extra Zebra crossings.

The Walking and Cycling Officer Review recommends four complementary measures:

- Supplementary modal filters on Palmer Road and Stanley Green Road at their respective junctions with Stanley Green Road and Fleets Lane to form a broader Low Traffic Neighbourhood which encompasses Stanley Green Infant Academy.
- School Streets in two locations:
  - School Lane as requested by the headteacher at Oakdale Junior School; and
  - Stanley Green Road between Christopher Crescent and Oakfield Road.
- Refreshing the advisory cycle lane markings along Fleets Lane, Stanley Green Road and Sterte Road which have faded, widening if possible.
- Fashioning a more compact ghost island right-turn for cyclists at the Stanley Green Road / Tatnam Road / Sterte Road junction so as to widen the southbound advisory cycle lane.

## Council responses

Category	Suggestion	Council response
Alternatives	Traffic calming measures	In the case of Tatnam Road, speed humps, priority chicanes, raised tables and / or pinch-point treatment are not considered sufficient enough to deter rat-running. Modal filters are deemed a cost-effective mitigation technique because they create a physical barrier to traffic unlike the other measures listed. Nevertheless, additional traffic management measures as set out in paragraph 7.3.2 of Cycle Infrastructure Design Local Transport Note 1/20 will be considered if believed necessary or broader proposals to create a Low Traffic Neighbourhood emerge. Any changes could be trialled using an ETRO.
	Junction improvements	<p>Junction improvements have merit, however, resource constraints limit what can be delivered. The Council receives a large number of requests for enhancements to its highway network but unfortunately is only in a position to fund a small proportion of the measures that residents ask for. In its fiduciary role, the Council has a responsibility to ensure that capital is used in the most efficient manner. Additionally, as pointed out in the <b>Responses to formal objections</b> (row labelled 'Cost'), the monies that were made available were insufficient for major infrastructure projects and clauses curbed what the finance could be used for. Priority is generally given to those schemes which will be of most benefit. Presently, a pan-BCP methodology is being devised for ranking scheme requests to ensure a consistent approach is adopted across the conurbation.</p> <p>By themselves, junction improvements are not considered a sufficient enough deterrent to rat-running. Modal filters are deemed a cost-effective mitigation technique because they create a physical barrier to traffic that is largely self-enforcing.</p> <p>Nonetheless, strategic transport infrastructure upgrades are planned for the area as part of initiatives associated with the TCF programme and the upcoming Local Walking and Cycling Infrastructure Plan. Coordination between workstreams provides an opportunity to foster more comprehensive changes. Currently, a TCF route is proposed between Pool Town Centre and Merley along Darbys Lane and the B3093 Wimborne Road. Junction and crossing improvements form part of this. Further details are available via the following webpages:</p>

		<a href="https://www.bcpccouncil.gov.uk/News/News-Features/Transforming-Travel/Transforming-Cities-Fund/transforming-cities-fund.aspx">https://www.bcpccouncil.gov.uk/News/News-Features/Transforming-Travel/Transforming-Cities-Fund/transforming-cities-fund.aspx</a> <a href="https://www.bcpccouncil.gov.uk/News/News-Features/Transforming-Travel/Local-Cycling-and-Walking-Infrastructure-Plan.aspx">https://www.bcpccouncil.gov.uk/News/News-Features/Transforming-Travel/Local-Cycling-and-Walking-Infrastructure-Plan.aspx</a> <a href="https://haveyoursay.bcpccouncil.gov.uk/poole-merley1">https://haveyoursay.bcpccouncil.gov.uk/poole-merley1</a>
	<b>Segregated cycle tracks</b>	<p>Section 4.4 of Cycle Infrastructure Design Local Transport Note 1/20 prescribes when protected space for cycling needs to be provided and the types that can be employed. Archetypally, they are best suited on major roads subject to high volumes of traffic and posted speed limits of 30mph or more. In these conditions, most people are not be prepared to cycle on carriageway and segregation makes cycling more inclusive. Additionally, because these facilities are more capital intensive to deliver, they tend only to be used where needed most. Segregated cycle tracks are proposed along the B3093 Wimborne Road as part of the TCF route between Pool Town Centre and Merley.</p> <p>On quiet mixed traffic streets (e.g. Tatnam Road) there is less need for segregated cycling facilities because these roads are generally low traffic low speed environments principally functioning as access to local properties. Modal filters are one of several recognised traffic management measures to reinforce these characteristics (as stipulated within Section 7 of Cycle Infrastructure Design Local Transport Note 1/20). For example, the provision of on-street parking can help regulate vehicle speeds through horizontal deflection. Revenue raised via the issuing of permits can be hypothecated to finance the implementation, administration and enforcement of controlled parking zones.</p>
	<b>One-way streets</b>	<p>On busier and faster roads, one-way systems are generally discouraged because evidence has shown that they tend to: encourage excessive speeds from motorised vehicles; and foster a more intimidating environment for cyclists. However, on quiet mixed traffic streets, one-way systems are a recognised traffic management measure which can help facilitate low traffic environments (as stipulated within Section 7 of Cycle Infrastructure Design Local Transport Note 1/20).</p> <p>If wider proposals to create a Low Traffic Neighbourhood come to fruition, then one-way streets could be considered, with the option of trialling them using an ETRO. However, as per guidance, the provision of</p>

		<p>contraflow cycling facilities will need to be taken into account to ensure that the most direct route remains viable for cyclists.</p> <p>In this case of Tatnam Road, a one-way system is not considered sufficient enough to deter rat-running and would merely result in the phenomenon occurring unidirectionally. Modal filters are deemed a cost-effective mitigation technique because they can create a bidirectional physical barrier to traffic.</p>
	<b>Moving the modal filter to the eastern end of Tatnam Road</b>	<p>Siting the modal filter at the eastern end of Tatnam Road near the B3093 Wimborne Road was discounted for two reasons. Firstly, it would have guided local access traffic away from the classified road 'B' road. Doing so would be incompatible with the principles of a Low Traffic Neighbourhood. Secondly, it would have necessitated an additional modal filter on the section of Stokes Avenue west of Haynes Avenue, generating unnecessary expenditure. Otherwise, there would have been the opportunity for motorised vehicles to bypass the modal filter on Tatnam Road. The current position of ETRO/7 means this is not possible.</p>
	<b>Camera enforcement</b>	<p>As explained in the <b>Responses to formal objections</b> (row labelled 'Cost'), monies that were made available were small, and clauses curbed what the finance could be used for. ANPR, average speed cameras and fixed-point devices are expensive to install costing tens of thousands of pounds. Safety cameras are deployed and managed by the Dorset Road Safe partnership. Priority is normally given to accident hotspots and / or main routes where traffic volumes are higher and there is a history of speeding. Further details can be accessed via: <a href="http://www.dorsetroadsafe.org.uk">www.dorsetroadsafe.org.uk</a></p> <p>In residential areas the Council uses mobile interactive speed signs as a way to remind drivers. They show the speed limit and the words "SLOW DOWN" to any vehicle exceeding the speed limit. More information is available on: <a href="https://www.bournemouth.gov.uk/travelandtransport/RoadSafety/SafetyCameras.aspx">https://www.bournemouth.gov.uk/travelandtransport/RoadSafety/SafetyCameras.aspx</a></p> <p>With regards to Tatnam Road, camera enforcement is not considered sufficient enough to deter rat-running despite their proven benefits enforcing speed limit compliance. Modal filters are deemed a cost-effective mitigation technique because they create a physical barrier to traffic.</p>
	<b>School Street restrictions</b>	<p>School Streets constitute time limited restrictions to motorised vehicles during peak school arrival and departure periods on roads outside an educational establishment. TROs are used to prohibit through traffic as well as that associated with the school. Access is retained for cyclists, pedestrians, resident's vehicles and their visitors only during the period of operation. In the case of Tatnam Road, School Streets were not</p>



		<p>considered a sufficient enough deterrent to rat-running because they do not address the phenomenon outside of school drop-off and pick-up times.</p> <p>Nonetheless, School Streets could be considered as separate initiatives on other roads within the area as part of a Low Traffic Neighbourhood. Currently, Council Officers are considering plans for a School Street on School Lane after a request from the headteacher at Oakdale Junior School. Should this progress beyond the indicative stage, a consultation would be held as part of the standard process for TROs.</p>
<b>Complementary measures</b>	<b>Traffic calming measures</b>	Please refer to the response listed for the row of the same name in the 'Alternatives' section above.

## Conclusions and recommendations

### Conclusions

#### Overall feedback

It would appear that the majority of those who chose to provide formal representation were against the scheme, with approximately 66% objections and 33% messages of support. Neutral feedback was negligible.

Over the course of the trial, the statistics insinuate that:

- People were more energised to speak about the scheme early on, especially when the schools were in session during the autumn term; and
- Formal responses did not become more negative or positive over time.

#### Key themes raised

##### *Formal objections*

Formal objections centred around four core themes. In order of relative magnitude, these were:

- Displaced traffic;
- Road safety;
- Prior consultation; and
- Purpose.

Effects of traffic being moved from Tatnam Road onto adjoining streets was the most opined ground for concern, pronounced during school arrival and departure periods. Outside of school term times, issues were allegedly still apparent but less acute, implying that school related traffic was the main problem. Ostensibly, displaced traffic was influenced by distinct external factors unrelated to ETRO/7, transpiring on ten roads:

- Dorchester Road;
- Haynes Avenue;
- Jolliffe Road;
- Palmer Road;
- Stanley Green Road;
- St Margaret's Road;
- Sterte Road;
- Stokes Avenue;
- Well Lane; and
- Wimborne Road.

COVID-19 public health advice to avoid lift sharing and public transport, coupled with social distancing measures enacted by Oakdale Junior School and Poole High School, distorted

traffic conditions during the autumn term. Parking stress witnessed is likely to be exceptional and temporary, not an indication of permanent behavioural change. Once the situation with the pandemic has stabilised, it is expected that trip patterns will normalise and issues dissipate. Nonetheless, it means that during the trial traffic flows have not been representative.

Other aspects relating to displaced traffic focussed on the consequences of imposing a more circuitous route for motorised vehicles and concentrating existing traffic volumes onto a smaller segment of the highway network. Fundamentally, concerns were four-fold citing: longer journey times / distances, reduced network resilience, increased congestion and deterioration of air quality. In terms of congestion, some emphasised the view that ETRO/7 in combination with the measure on Darbys Lane (ETRO/4) had adversely affected the wider Wimborne Road corridor (Fleetsbridge Roundabout to The George Roundabout), and any future implementation of ETRO/6 or ETRO/8 would exacerbate things.

Perception that the scheme had led to a deterioration in road safety was shaped by the effects of displaced traffic, potential for anti-social behaviour and issues with non-compliance. With regards to the latter, respondents claim to have witnessed PTWs repeatedly driving through the modal filter and isolated circumstances whereby HGVs ignored the weight limit on the Sterte Road overbridge.

Of the remaining two themes:

- Prior consultation reflected a feeling that:
  - Residents and Ward Councillors should have been engaged with the proposals at an early stage; and
  - The consultation was inadequate, disadvantaging those without internet access.
- Purpose implied that:
  - Need for the scheme was lacking and the old arrangement worked without issue;
  - Closure was arbitrary, unsupported by quantifiable evidence, disregarding the Council's network management duty under the Traffic Management Act;
  - Conflict of interest existed; and
  - Petitions from Tatnam Road residents did not specifically request a modal filter.

Council responses to objections have been provided. Actions to take forward for further consideration relate to the mitigation of school traffic and associated parking stress along with non-compliance by PTWs if the scheme is retained. Principally, this entails:

- Monitoring vehicle parking during school arrival and departure periods through continued Civil Enforcement Officers presence to nurture considerate driver behaviour and promote compliance.
- Considering possible amendments to existing parking restrictions (subject to the outcomes of any monitoring). This could include:
  - Removing or further limiting duration of stay for non-permit holders; and
  - Incorporating match-day parking at Poole Town Football Club.

- Exploring additional enforcement options in accordance with devolved powers in Part 6 of the Traffic Management Act.

### *Messages of support*

Formal correspondence in favour of the scheme concentrated on six themes. In order of relative magnitude, these were:

- Improved road safety for vulnerable and non-motorised road users by enhancing amenity, tackling speeding and minimising user conflict;
- Noise reductions, boosting quality of sleep and general wellbeing;
- Behavioural change, most notably amongst children, consisting of an uptake in cycling, those using scooters and walking;
- Environmental benefits linking to notions of physical activity, air quality, the public health agenda and the Council's declared climate emergency;
- Lower traffic volumes with other roads benefiting indirectly; and
- Enhanced sense of community.

The majority of these were reiterated in the Walking and Cycling Officer Review.

### **Suggestions to improve the scheme**

Altogether nine different alternatives to replace ETRO/7 and one complementary measure to supplement it were proposed by respondents to improve the scheme. A Council response has been provided for each. All are either: incompatible with current guidance / standards, contrary to approved Council policy or incorporated in existing Council processes / schemes.

Conversely, four complementary measures recommended in the Walking and Cycling Officer Review further may warrant further consideration. These are as follows:

- Supplementary modal filters on Palmer Road and Stanley Green Road;
- School Streets designation on School Lane and Stanley Green Road;
- Refreshing advisory cycle lane markings along Fleets Lane, Stanley Green Road and Sterte Road; and
- Fashioning a more compact ghost island right-turn for cyclists at the Stanley Green Road / Tatnam Road / Sterte Road junction.

### **Recommendations**

- Overall, it is recommended that the trial is made permanent.
- ETRO/7 as a standalone measure supports sustainable transport initiatives by delivering tangible road safety benefits and the expected outcomes of a Low Traffic Neighbourhood. It also complements TCF proposals along the B3093 Wimborne Road. However, its perception has been marred by exceptional contextual factors.
- For the immediate term:



- Additional enforcement action regarding PTW compliance with modal filters should be investigated in accordance with devolved powers in Part 6 of the Traffic Management Act. This is because the issue is unlikely to be mutually exclusive to ETRO/7.
  - Moreover, advisory cycle lane markings along Fleets Lane, Stanley Green Road and Sterte Road should be refreshed.
- During the medium-term, a maintenance plan for modal filters should be developed. Where resource constraints exist, bollards, kerbs, and street trees should be installed, unless a community initiative can be arranged to look after the planters.
- In the long-term, a decision could be considered regarding ETRO/6 and ETRO/8 to enhance this measure. Presently they are in a state of limbo having been deferred on Tuesday 8th September 2020. Clarification would help determine:
  - Future plans for a Low Traffic Neighbourhood including the validity for additional modal filters and / or School Streets as suggested in the Walking and Cycling Officer Review.
  - How best to integrate with the TCF route between Poole Town Centre and Merley.
  - For example, permanently discarding ETRO/8 could allow for a modal filter in the vicinity of Stanley Green Infant Academy since Vicarage Road provides the means to access classified roads via a signal-controlled junction with the A35 Wimborne Road.
- Any changes should involve:
  - Early engagement with local residents and Ward Councillors since both have shown an enthusiasm to impart practical local knowledge;
  - Traffic surveys to facilitate modelling of possible impacts; and
  - Use of an ETRO to trial any initiatives before making them permanent.

## Notes

- The current ETRO has a maximum duration of 18 months from the date which it commenced (Friday 21st August 2020).
- An amendment to the ETRO will re-start the 6-month review period.
- Depending on the scale of changes, it will take between six and eight weeks to implement revisions to the current arrangement.

## Appendix A – Derivation of statistics and classification criteria

Appendix A includes notes on how the statistics have been derived and the classification criteria used when registering formal correspondence received in the 'ETRO Response Mailbox'.

## Derivation of statistics

- The 'Against' category comprises of responses which have been classified as an 'Objection'.
- The 'Neutral' category includes responses which have been classified as a 'Comment'. Messages classified as a 'Follow up to a Standard Response' or a 'Query' were not included in the statistics.
- The 'For' category consists of responses which have been classified as a 'Message of support'.
- Messages classified as a 'Follow up to a Standard Response' or a 'Query' have been excluded from the analysis. Such an approach was taken to:
  - Better ascertain the levels of objection / support;
  - Avoid double-counting the views of those who had responded on more than one occasion; and / or
  - Circumvent the potential to misrepresent those who had not elicited a definite view.

## Classification Criteria

The majority of formal correspondence received in the ETRO Response Mailbox was clearly stated. However, some responses were noncommittal or mixed with an element of subjectivity. Each message was reviewed on a case-by-case basis to determine its standpoint. Words, phrases and language used was assessed in their broader context rather than in isolation, to ensure feedback was fully considered and nuances accounted for.

Overall, messages were categorised as one of five types:

- Objection;
- Neutral comment;
- Message of support;
- Follow up to a Standard Response; and
- Query.

### Objection

- Messages which contain the word 'object' or suffix variants of this.
- Also incorporates words similar to 'object' i.e. against, disagree, negative, or wrong.

### Neutral comment

- Messages without an obvious slant, neither objecting nor supporting.
- For example, a response may praise part of the scheme but criticise its method of implementation or another aspect.
- Purpose – to avoid misrepresenting a person who has not elicited a definitive view.

### **Message of support**

- Contains the word 'support' or suffix variants of this.
- Also includes words similar to 'support' i.e. happy, 'positive' or 'good'.

### **Follow up to a Standard Response**

- Used to signify that a respondent has communicated on more than one occasion.
- Includes correspondence from the same person via continuous or separate email chains or through the use of different email accounts.
- This approach avoids double counting the views of those who respond on more than one occasion but still captures any additional correspondence that takes place.

### **Query**

- Messages that merely pose a question or request further information.