

Appendix 1 – Consultation Analysis

CONSULTATION ANALYSIS

Commonplace

The Council has undertaken continuous engagement and consultation with residents, businesses and visitors affected by the experimental Traffic, Congestion and Pollution Reduction (TCPR) scheme throughout the trial period. This includes ongoing consultation on the Commonplace platform for the existing trial TCPR scheme area to the east of Wandsworth Bridge Road, and a separate Commonplace launched for the area to the west of Wandsworth Bridge Road.

As part of the Commonplace consultation process, respondents were asked to evaluate issues in the area and voice any concerns or issues relating to the trial TCPR scheme implemented. The platform also includes a mapping function which allows residents, visitors and businesses to highlight where issues are occurring. Any comments or issues raised can be 'agreed with' by other respondents (also known as 'Agreements'). This allowed pertinent issues or comments to be easily identified and mitigated.

The Commonplace platform has been live from before the launch of the experiment and has been kept open to date, therefore has been available throughout the trial period.

Sentiment Analysis over Time

The Commonplace platform allowed the Council to work collaboratively with residents to improve the scheme throughout the trial period and immediately address any issues experienced – this was particularly important during the initial 'bedding in' period. An analysis of residents' comments received for the TCPR East scheme over the past 18 months demonstrates that over time as the scheme settled, initial negative sentiment towards the scheme was reversed as the Council worked with residents to improve the scheme. This result reflected the sentiment as residents started to experience the benefits the scheme provided to the community.

This is demonstrated by the bar chart and table below.

Graph 1 - “Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?” (Answers in percentages)

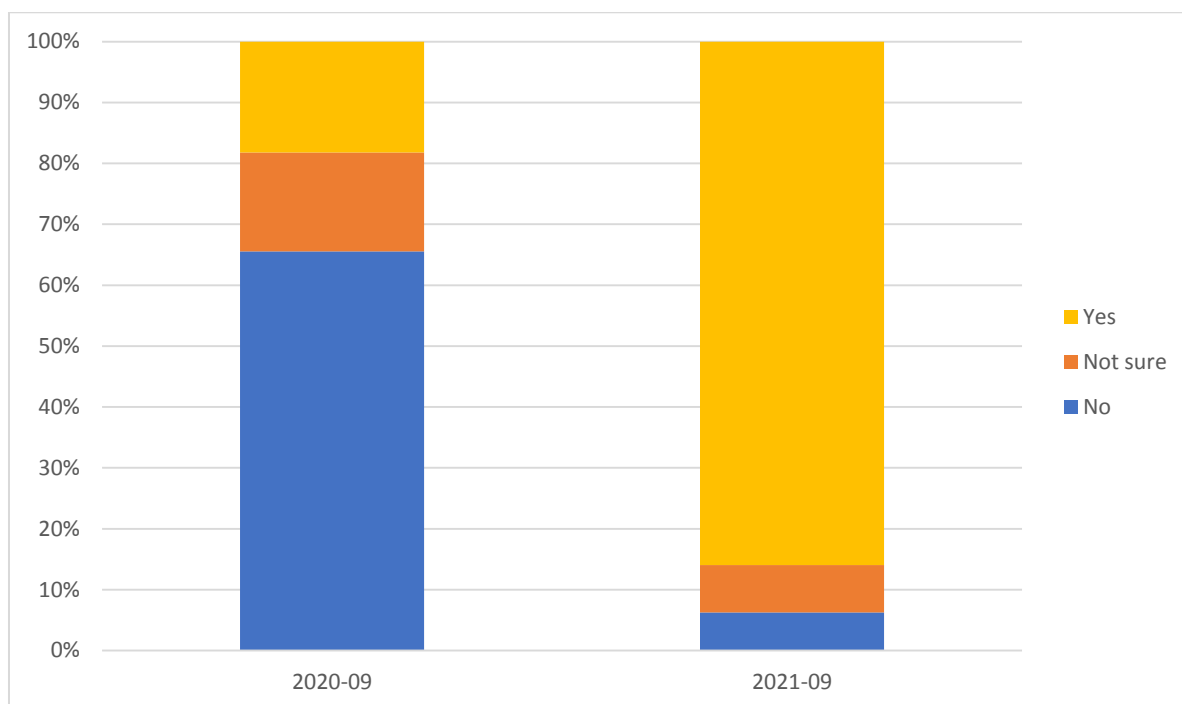


Table 1 - Comparison of Respondents Sentiment to Permanent Measures to Reduce Traffic over a 12-month period (answers in percentages)

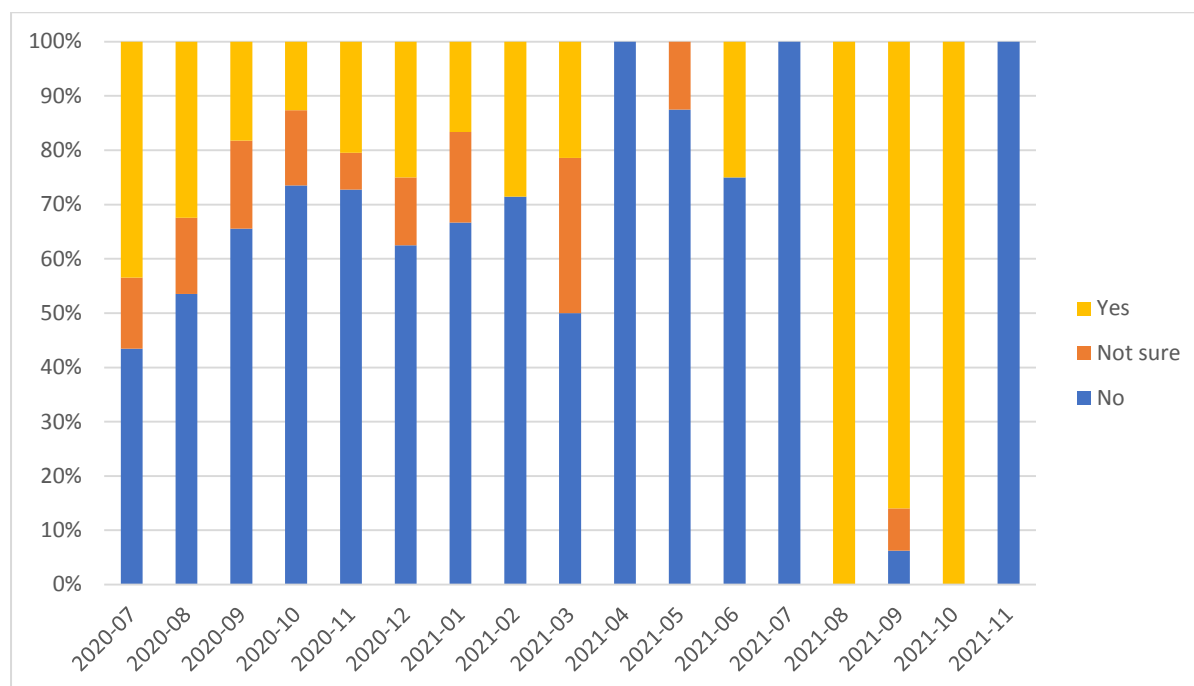
	I will need to see how it works	No	Not Sure	Yes	Unanswered	Grand Total
Sep 2020	2.46%	86.58%	2.08%	5.86%	3.02%	100%
Sep 2021	0%	6.08%	0%	91.22%	2.70%	100%

As illustrated by the bar graph and table above, when asked “*Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?*”, in September 2020, the majority 87% of respondents answered with ‘No’. This reflects the initial negative sentiment expected during the initial ‘bedding in’ period when a new traffic scheme is introduced. However, over the next 12 months, initial negative sentiments towards the scheme were reversed with the majority 91% of respondents answering ‘Yes’ to the same question in September 2021. The change in sentiment demonstrates how the scheme gained support once the positive impacts of the scheme had been fully realised by residents, businesses and visitors affected.

Looking more closely at sentiment over time, Graph 2 confirms that negative sentiment towards the scheme decreased. In fact, the number of comments and responses received overall decreased significantly in recent months, compared to when the scheme was originally implemented.

This indicates that members of the public are only likely to submit a comment or feedback if they are experiencing an issue which they would like to see resolved. This was observed during the first three months of the scheme being trialled.

Graph 2 - “Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?” Changes in Sentiment of Responses Over Trial Scheme Period

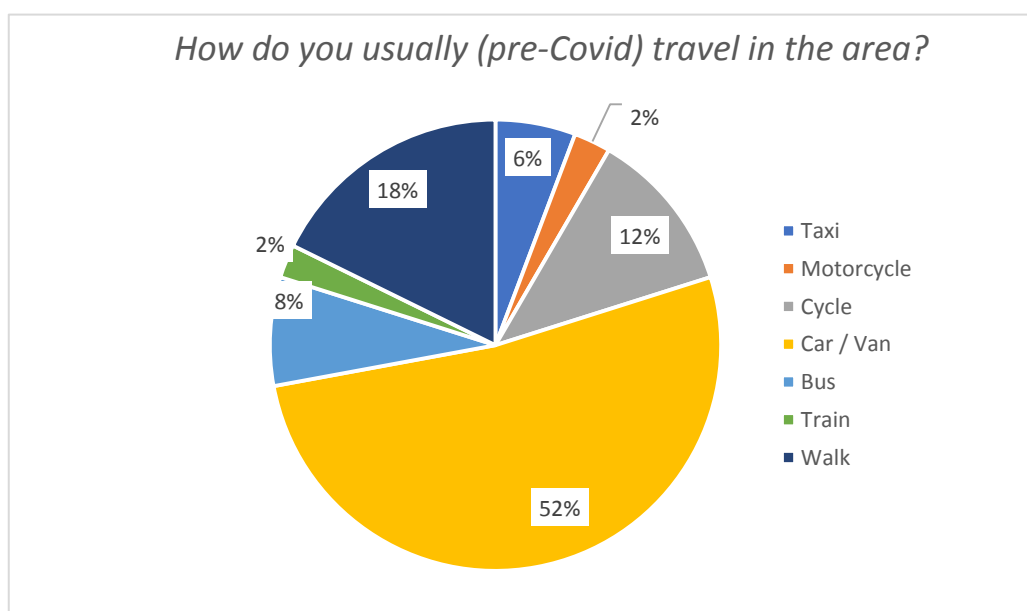


In summary, support for the scheme has significantly grown over time and the volume of comments have reduced as would be expected for traffic schemes.

Sentiment by Mode Share

The consultation and engagement process via Commonplace also allowed respondents to be grouped by mode share. When asked “How do you usually (pre-Covid) travel in the area?” the analysis demonstrates that the majority of respondents who answered this question travelled by car. The graph below sets out the modal split of respondents.

Graph 3 - “How do you usually (pre-Covid) travel in the area?” (Answers in percentages)



As illustrated by Graph 3, the majority 52% of respondents indicated that they usually travel by car. 10% travel by public transport, 18% walk, 6% travel by taxi, 2% travel by motorcycle or scooter and 12% cycle.

Looking at sentiment by mode, it is evident that respondents who already travel by active modes (i.e. public transport, walking and cycling) were considerably more in favour of the scheme than those who travel by car. Table 2 summarises sentiment by mode.

Table 2 – “Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?” Responses by Mode for TCPR East (answers in percentages)

Response	Mode							Total
	Taxi	Motorcycle	Cycle	Car / Van	Bus	Train	Walk	
Yes	2%	2%	28%	14%	14%	4%	36%	100%
No	7%	3%	8%	60%	6%	2%	14%	100%
Not Sure	6%	0%	19%	44%	6%	6%	19%	100%
Need to See	0	0%	17%	44%	22%	6%	11%	100%

Table 2 confirms that:

- Respondents who usually travel by walking or cycling make up the majority of those who answered with ‘Yes’ when asked “*Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?*” with 28% and 36% of respondents who usually travel by bike or on foot, responding positively, respectively.
- Respondents who usually travel by car (either as a driver or a passenger) make up the majority of those who answered with ‘No’ when asked “*Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?*” with a total 60% of respondents who usually travel by car responding negatively.
- Respondents who usually travel by car (either as a driver or a passenger) also make up the majority of respondents who answered with ‘Not Sure’ or ‘I will need to see how it works’ when asked “*Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?*”, with a total 88% indicating that they were initially unsure about the impacts on the scheme.

Based on the data summarised in Graph 3 and Table 2, it is evident that the majority of local residents have the greatest swing of positivity, with those that walk and cycle having the highest advocacy for the scheme.

As would be expected, those who travel by car / van, either as a driver or passenger through the area have the lowest advocacy for the scheme

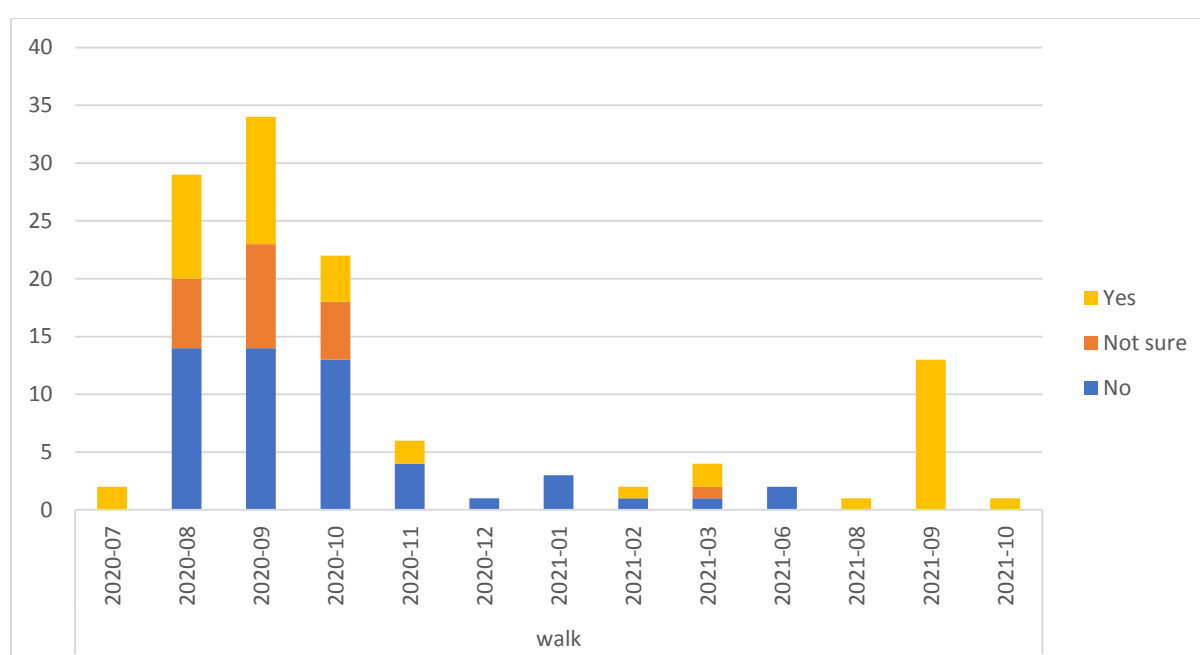
The results suggest that over time, there is high advocacy for schemes that control traffic or increase the amount of road space for other activities such as walking and cycling.

Sentiment by Mode Share and over Time

Data and comments received via the Commonplace platform for the existing trial scheme to the east of Wandsworth Bridge Road has also been analysed to determine any change in sentiment over time for specific mode users.

Graph 4 below illustrates sentiment of respondents who currently travel on foot, over time for the length of the consultation period (July 2020 to present) for the trial scheme being made permanent.

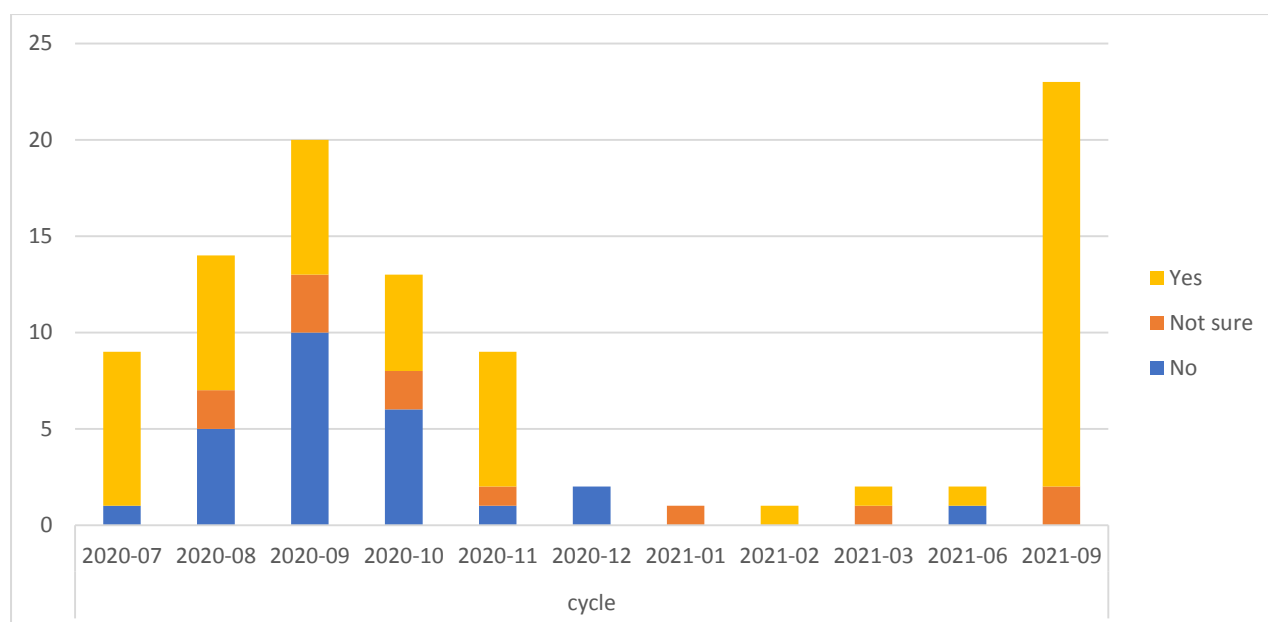
Graph 4 - “Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?” Changes in Sentiment of Responses Over Trial Scheme Period for Respondents travelling by Walking



Graph 4 confirms that the majority of respondents who usually travel on foot are more positive about the scheme and have been since the trial inception. Graph 4 does confirm that there was initial discontent with the scheme during the initial three months (i.e. the ‘bedding in’ period) but that once the positive impacts of the scheme had been realised, and the environment improved for walking and cycling as a result of fewer vehicles routing through residential streets, sentiment for the scheme reversed and became more positive during the last three months.

Graph 5 below illustrates sentiment of respondents who currently travel by bike, over time for the length of the consultation period (July 2020 to present) for the trial scheme being made permanent.

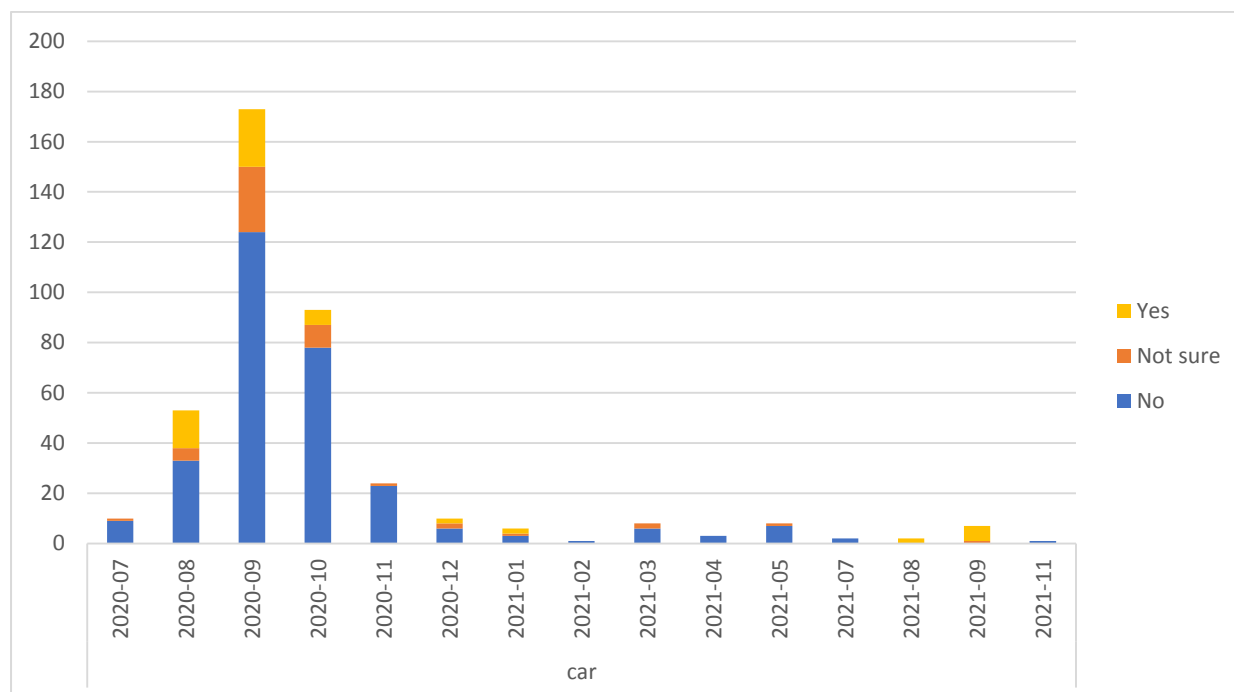
Graph 5 - “Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?” Changes in Sentiment of Responses Over Trial Scheme Period for Respondents Travelling by Bike



Graph 5 confirms that the majority of respondents who usually travel by cycling have tended to have a more positive reaction to the scheme, since its introduction in July 2020. In September 2021, a majority 91% of respondents who indicated that they usually cycle through the area answered ‘Yes’ when asked “*Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?*” compared to 35% of respondents who usually cycle in September 2020. It is also noted that the number of overall respondents who cycle providing feedback via the Commonplace platform was much lower after the initial ‘bedding in’ period.

Graph 6 below illustrates sentiment of respondents who currently travel by car or van, over time for the length of the consultation period (July 2020 to present) for the trial scheme being made permanent.

Graph 6 - “Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?” Changes in Sentiment of Responses Over Trial Scheme Period for Respondents Travelling by Car or Van













Graph 6 confirms that the majority of respondents who usually travel by car or van (either as a passenger or a driver) have tended to have a more negative reaction to the scheme, since its introduction in July 2020. During the initial ‘bedding in’ period in the first three months of the trial for the TCPR scheme east of Wandsworth Bridge Road, the majority of respondents who usually travel by car answered ‘No’ when *Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?*. For example, a majority 72% of respondents who indicated that they usually travel by car or van through the area answered ‘No’ when asked in September 2020.

As expected, the number of responses received overall for respondents who usually travel by car, as part of the Commonplace consultation, declined significantly after the first three months of the trial. This confirms that there was initial discontent with the scheme during the initial three months (i.e. the ‘bedding in’ period) but that once the positive impacts of the scheme had been realised, sentiment for the scheme reversed and the number of issues or comments raised regarding the scheme decreased.

Key Themes

Comments and issues raised on Commonplace have also been categorised into themes. This provides a better understanding of key issues. Graph 7 sets out the top ten key issues identified, based on comments and feedback received from respondents on Commonplace for the TCPR East scheme.

*Table 7 – Issues Identified by Respondents on Commonplace for TCPR East**

#	What is the issue(s) have you identified at this location?	Sentiment
422	Signs are unclear	
374	Increased volumes of traffic	
342	Congestion	
306	Confusion of route	
302	Vehicle Access	
246	No Access	
204	Safety Concern	
150	I support this	
149	Delivery & Servicing	
98	Driver behaviour i.e. illegal maneuver	

**Graph 7 above is a direct extract from Commonplace. It should be noted that the above only indicates the 'top ten' issues, based on categorisation of comments received. The total as indicated above does not include comments by respondents who have left feedback anonymously (i.e. not verified or pending verification).*

As summarised by Graph 7 above, the majority of comments received appear to be related to operational issues and have generated a negative sentiment. These included issues relating to unclear signage, queries regarding vehicle access (primarily access for visitors, deliveries and uber or private car hire access) and initial confusion with the scheme in general.

People that expressed an operational difficulty were more likely to respond negatively to making the scheme permanent. The majority of negative comments were received during the early stages of the TCPR trial scheme and related to initial operational concerns. This is to be expected during the initial 'bedding in' period of any traffic scheme.

Key themes and issues have also been analysed over time. Comments received over a 12-month period from September 2020 to September 2021 have been grouped by theme / issue and have been summarised at Table 3. A swing to positive change over time indicating that the scheme was delivering improvements on the key traffic issues.

Table 3 – Top 10 Key Themes over a 12-month period from Commonplace for TCPR East (answers in percentages)

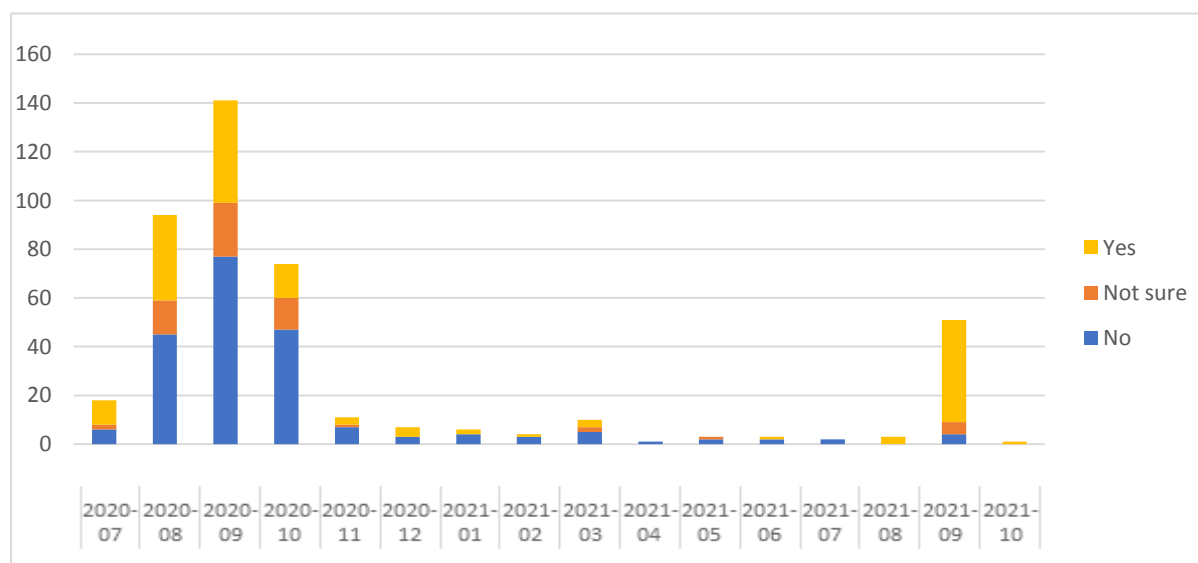
Time Period	Theme / Key Issue									
	Signage issues / confusion	Creates more congestion	Difficulty for visitor access	Difficulty for Disabled Access	Difficulty for Taxis	Ped / Cycle Safety Issues	General Support	Difficulty for deliveries	Air Quality	Quieter Streets
Sept 2020	34%	25%	24%	0%	1%	5%	1%	6%	1%	3%
Sept 2021	3%	12%	1%	0%	1%	2%	70%	0%	1%	10%

Sentiment by Respondent Type

The data has also been analysed to determine sentiment over the trial period based on different user types. This includes residents of the TCPR scheme area; visitors to the area including those taking leisure trips, shopping trips and visitors friends and family; commuter trips including business trips and those travelling to work in or through the area; and education trips including any respondents who indicate that they are transporting children to and from school.

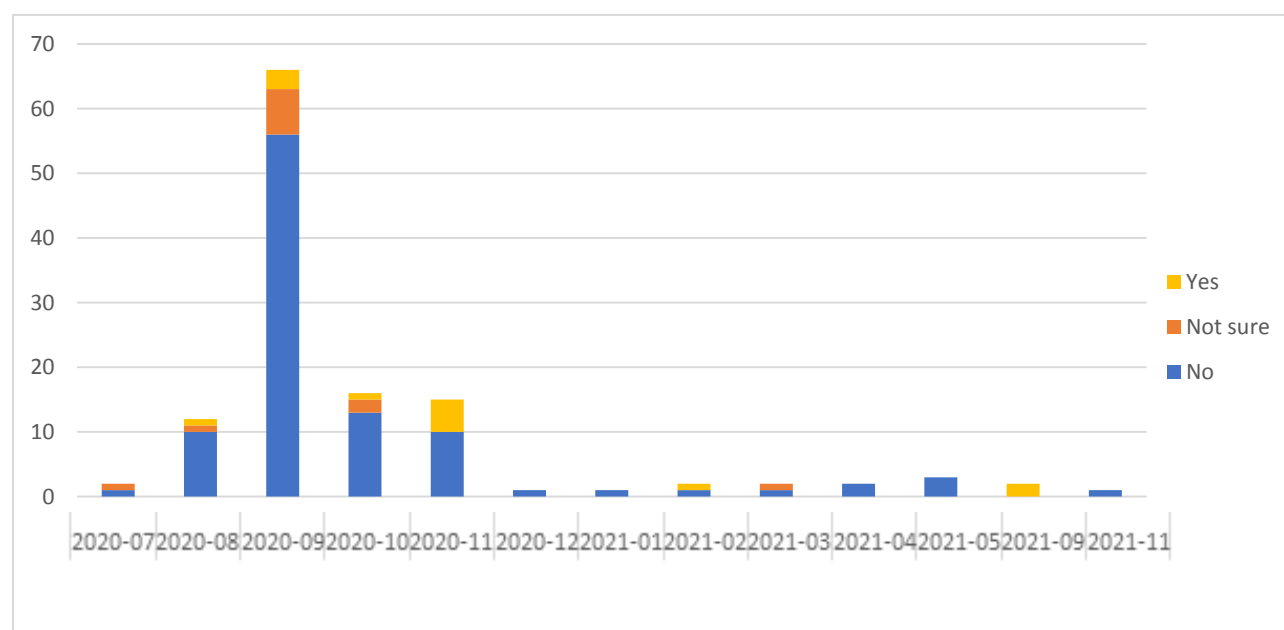
Graph 8 below illustrates sentiment of respondents who have indicated that they live in the area, over time for the length of the consultation period (July 2020 to present) for the trial scheme being made permanent.

Graph 8 - “Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?” Changes in Sentiment of Responses Over Trial Scheme Period for Respondents Who Reside in the Scheme Area



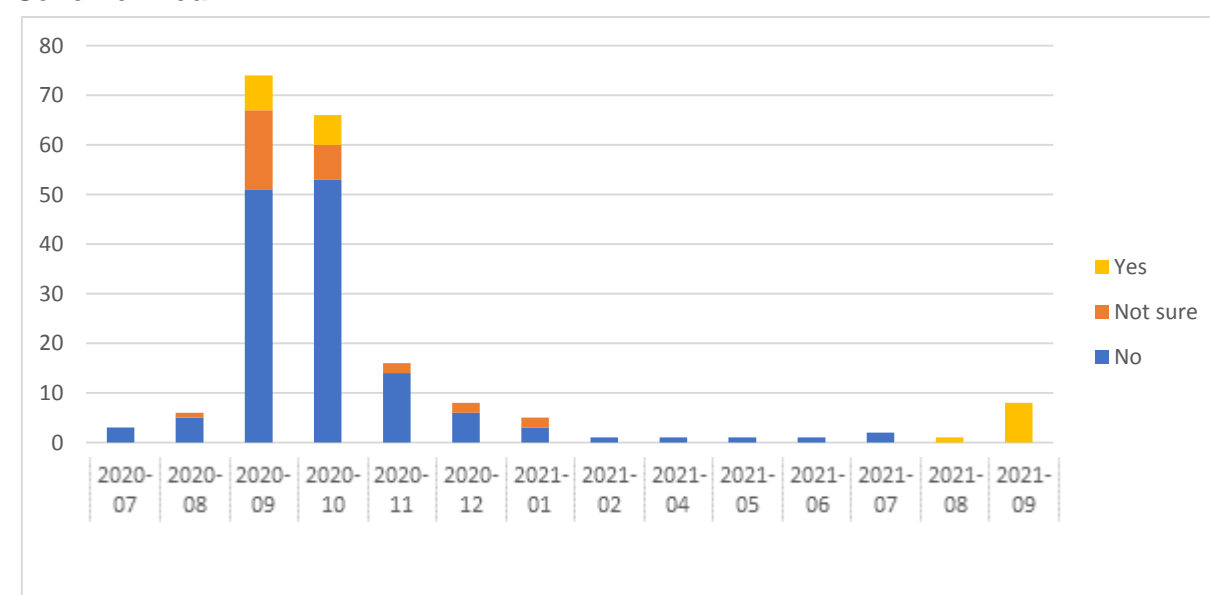
Graph 9 below illustrates sentiment of respondents who have indicated that they work in or commute through the area, over time for the length of the consultation period (July 2020 to present) for the trial scheme being made permanent.

Graph 9 - “Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?” Changes in Sentiment of Responses Over Trial Scheme Period for Respondents Who Commute Through or Work in the Scheme Area



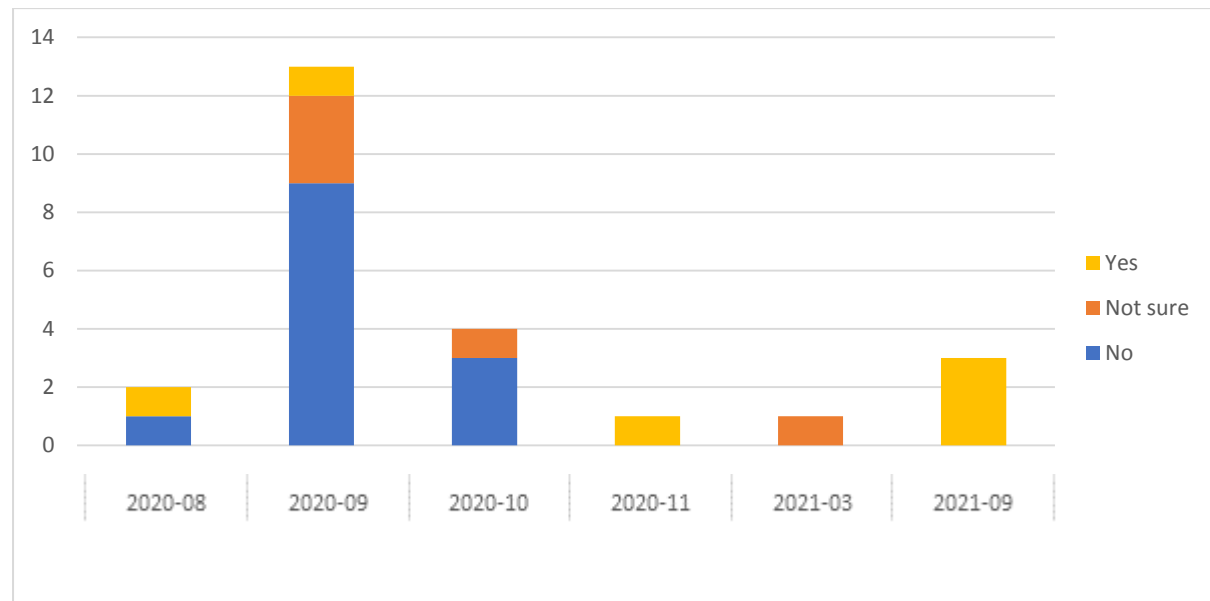
Graph 10 below illustrates sentiment of respondents who have indicated that they visit the area either to shop, visit family or friends or for leisure purposes, over time for the length of the consultation period (July 2020 to present) for the trial scheme being made permanent.

Graph 10 - “Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?” Changes in Sentiment of Responses Over Trial Scheme Period for Respondents Who Visit the Scheme Area



Graph 11 below illustrates sentiment of respondents who have indicated that they travel to through or to the area to make an education trip i.e. transporting children to school, over time for the length of the consultation period (July 2020 to present) for the trial scheme being made permanent.

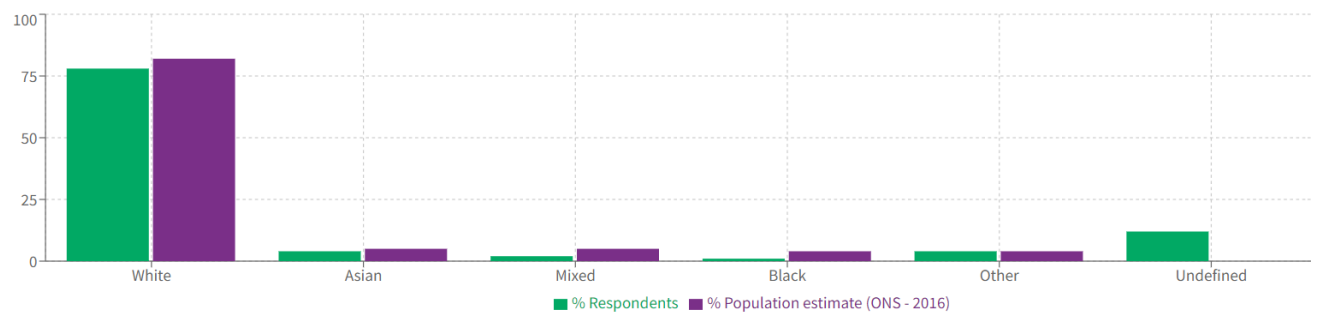
Graph 11 - “Looking forward to the next 12-24 months, would you support measures that seek to reduce traffic on residential streets more permanently?” Changes in Sentiment of Responses Over Trial Scheme Period for Respondents Travelling as part of School Trip



Respondent Demographics

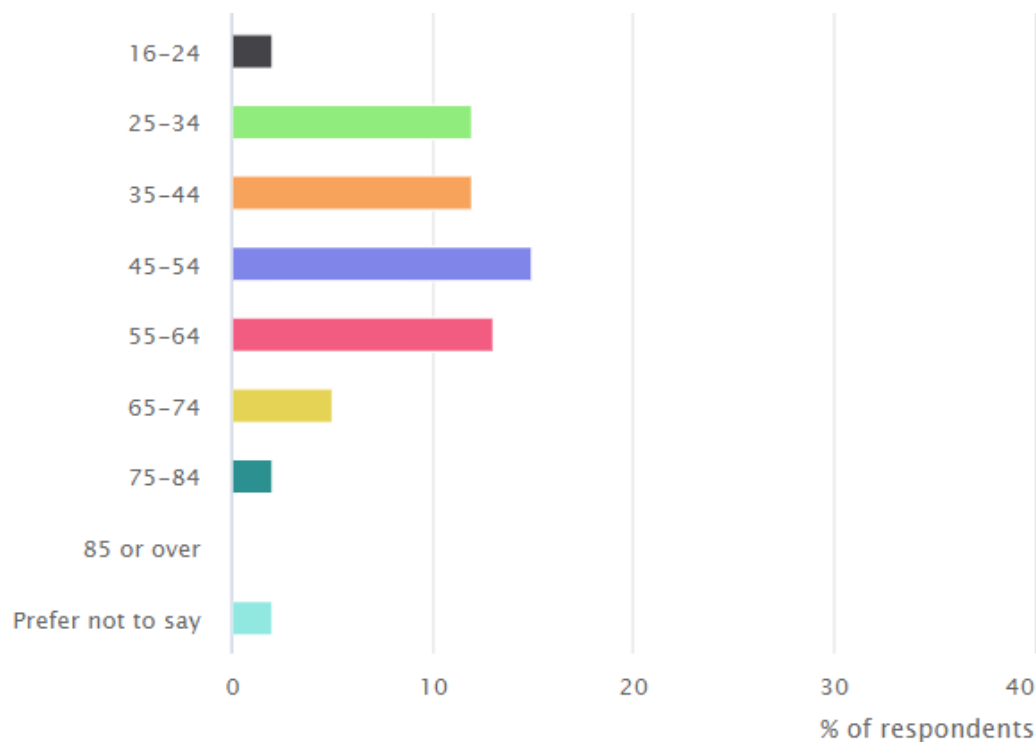
Graph 12 below shows the respondent demographics to the survey against the ONS (Office for National Statistic) 2016 data and responses to questions about connections to the area.

Graph 12 – Respondent Demographic by Ethnicity



Graph 13 below shows the respondent demographics to the survey by age. The graph shows that the Commonplace platform reached a wide group of respondents across all age groups, with the majority of respondents being aged between 45 and 54.

Graph 13 – Respondent Demographic by Age Group

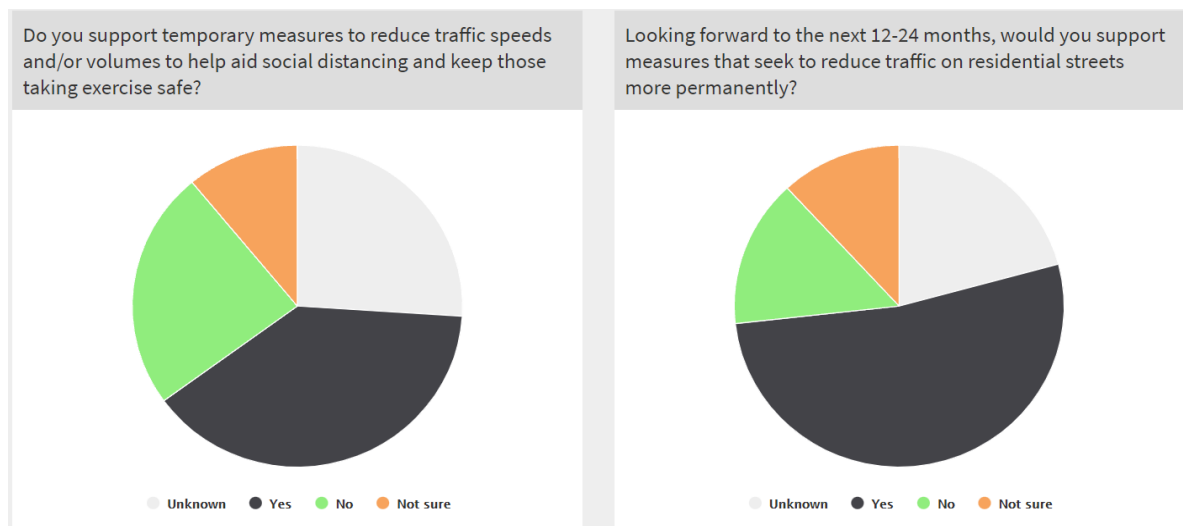


Perception of Safety

In general, the perception of safety has mostly remained neutral or slightly positive. Different primary travel users have differing views, with walkers leaning towards having more positive views than drivers.



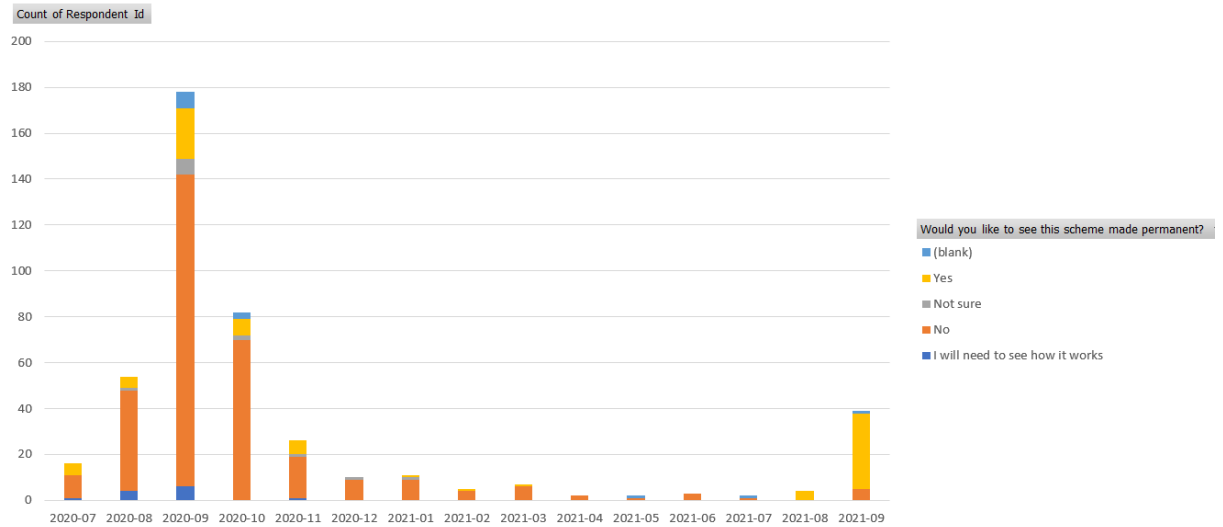
Advocacy of the objectives and the scheme



Responses based on attitude to area safety

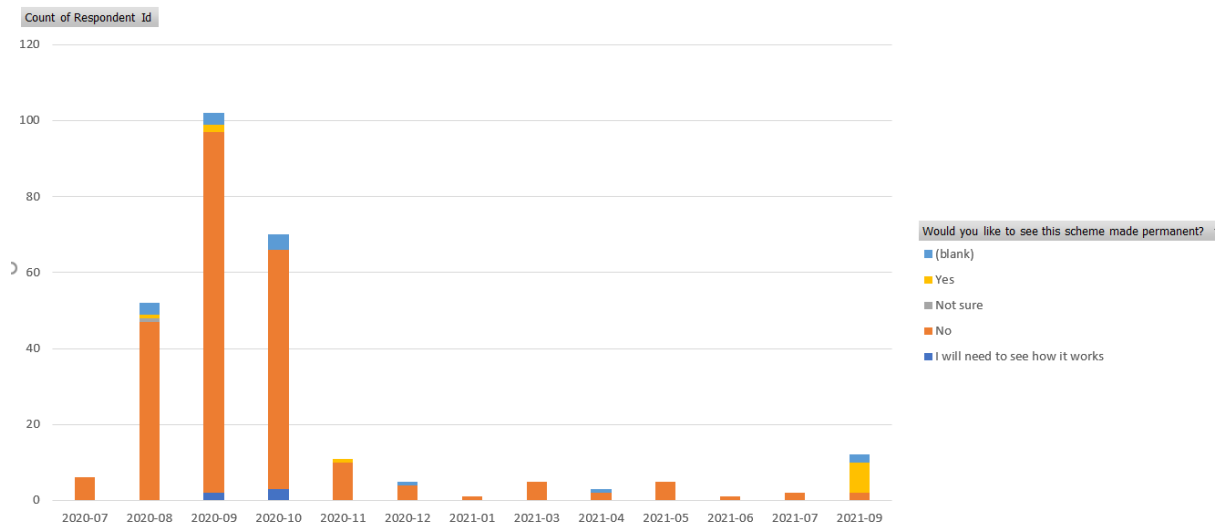
Walking safety – better or no change

If you walk, how have you felt while travelling around your local area in recent weeks? ▾



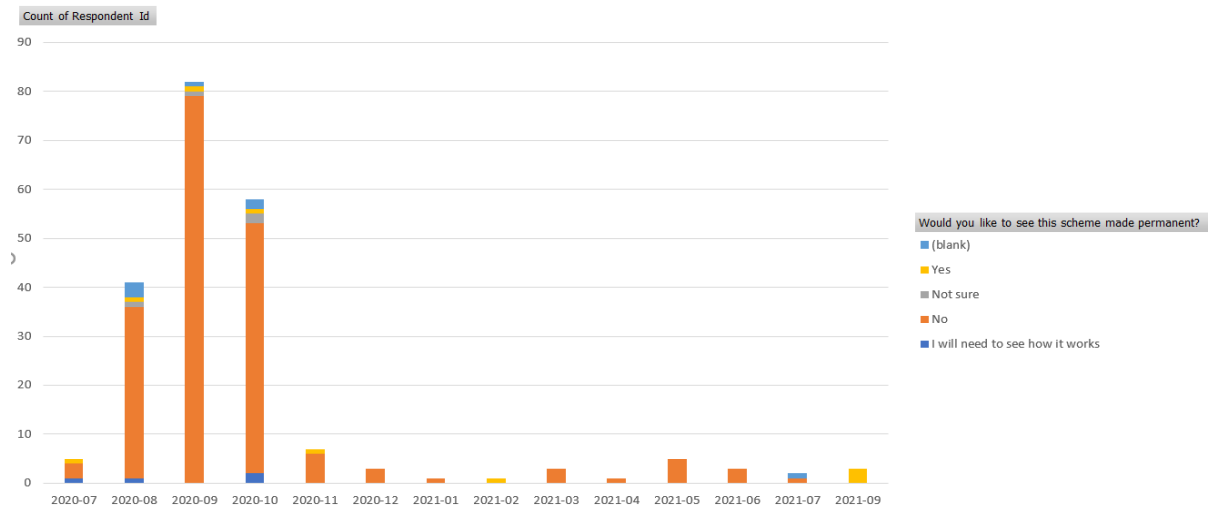
Walking safety - worse

If you walk, how have you felt while travelling around your local area in recent weeks? ▾



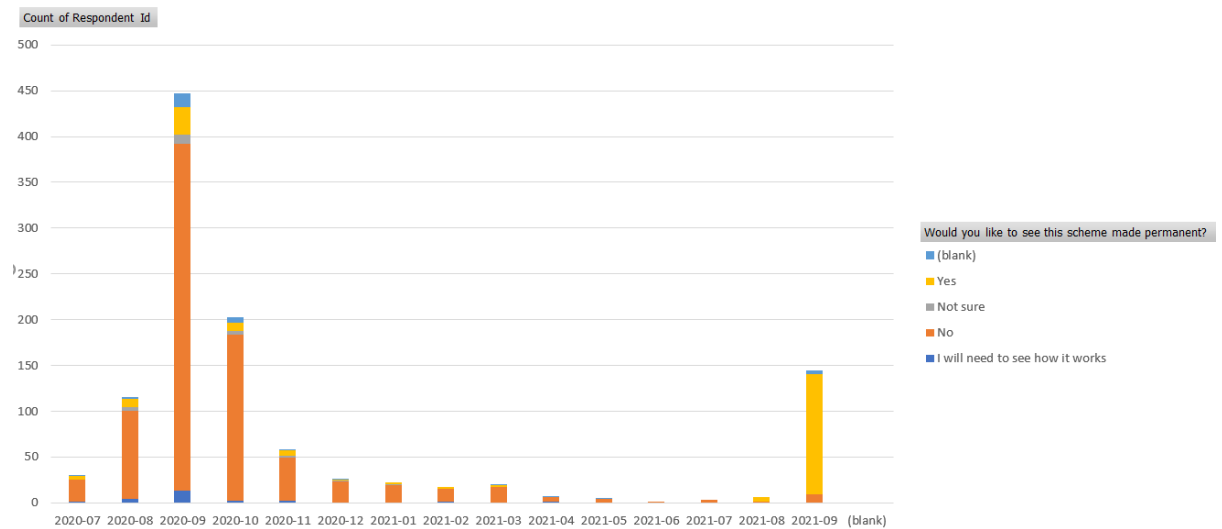
Cycling safety - worse

If you cycle, how have you felt while travelling around your local area in recent weeks? ▾



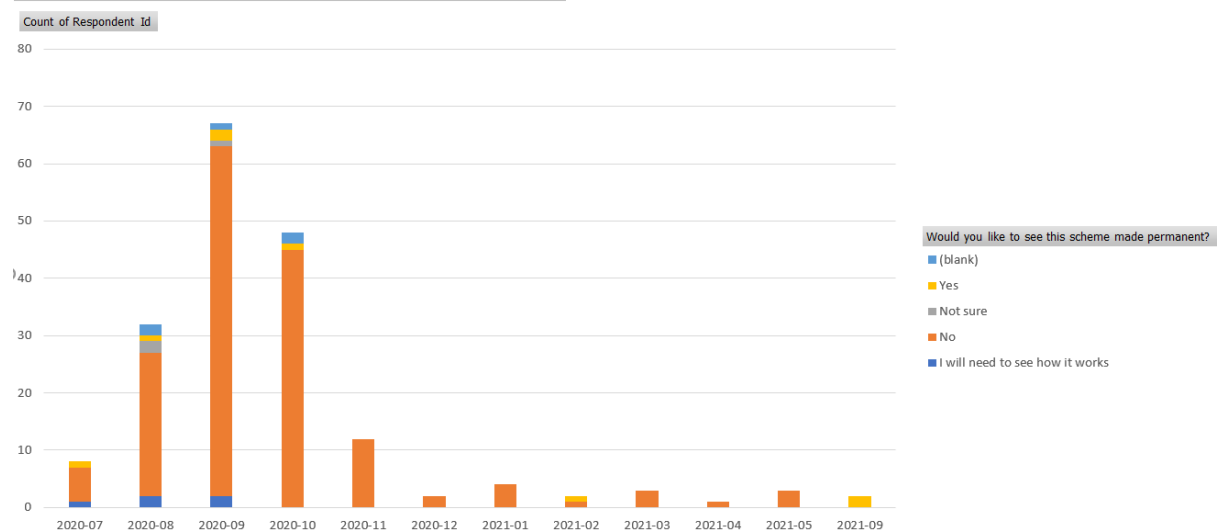
Cycle safety better or no change

If you cycle, how have you felt while travelling around your local area in recent weeks? ▼



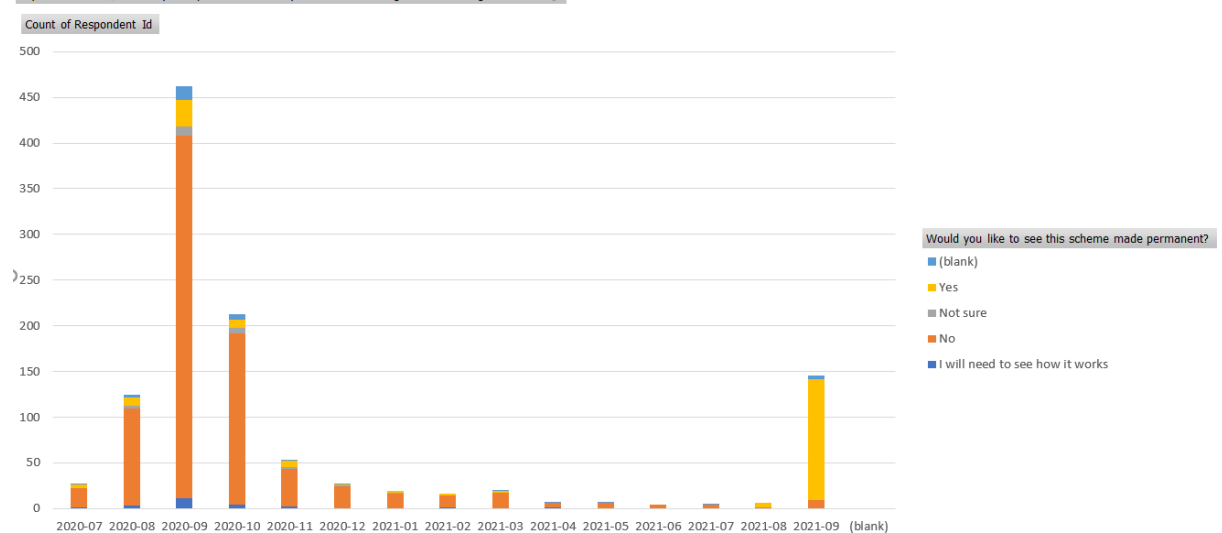
Car – drive it more in future

If you have a car, how do you expect the amount you drive it to change in the coming months? ▼



Car – drive it less

If you have a car, how do you expect the amount you drive it to change in the coming months? ▼



Letters of support for the TCPR (East) scheme from residents' associations



13 October 2021

Councillor Wesley Harcourt
Cabinet Member for the Environment
London Borough of Hammersmith & Fulham Hammersmith
Town Hall
King Street
London W6 9JU

Subject: TCPR (Traffic, Congestion and Pollution Reduction) scheme

Dear Cllr Harcourt,

I'm writing to you regarding the TCPR in South Fulham and in particular the western extension accompanied by the protections for the Wandsworth Bridge Road.

Firstly, I'd like to express my own personal position of support, which over the last year has changed as I have come to better understand the scheme and its objectives. I have written about this in detail on our website and this can be seen here.

<https://wbrassociation.org.uk/why-i-now-support-the-tcpr>

As I'm sure you're aware this scheme has sparked much heated online debate. While there are some genuine concerns, it seems much of the vitriol is either due to a lack of properly understanding the scheme, its objectives and operations or simply not wanting to see any sort of changes at all. The latter is simply not a sustainable position with the imminent climate crisis that we now all face.

As part of our High Streets for All bid to the GLA we ran a [survey](#) to the local community last Spring asking for input to our proposals as well as the public's thoughts on what more could / should be done. Overwhelmingly, the most repeated comment was that the traffic needed to be sorted out first. There was a feeling that if that can be properly addressed many of the other concerns, hopes and visions for the high street could begin to fall into place.

I understand that it is unlikely that any western extension is to be implemented before next year's council elections but I urge you to please begin all behind-the-scenes processes now to ensure as little delay as possible once the elections are past. Likewise, any protections for the Wandsworth Bridge Road itself that can be brought in sooner we enthusiastically welcome.

I must also mention that while I support this western extension with the protections for Wandsworth Bridge Road, I do of course have concerns for any unforeseen effects to the Wandsworth Bridge Road itself. This is clearly shared by many in our Association. However, we have received reassurances from the traffic engineers that they will be better able to manage traffic on WBR with the western scheme in place. We are trusting the data and models on this and simply ask for reassurances that if the scheme doesn't fully meet its predictions that LBHF

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info@wbrassociation.org.uk



continue to adjust and alter the TCPR provisions so that it truly meets its objectives; i.e. fewer cars, less congestion, priority for pedestrians and cyclists and better air quality for all.

We continue to encourage you to be bold with your approach. The technology behind the TCPR is impressive and could be used to further encourage more active travel and dissuade commuting through-traffic. The Wandsworth Bridge Road Association has been encouraging people to walk and cycle more and with that we welcome bold initiatives from LBHF to help implement this change, through better cycle provisions, safer pedestrian crossings and better pollution protections, etc. all of which have been promised by the engineers.

Please know that I personally have been helping people better understand the scheme and its potential benefits through the WBRA. I believe its crucial to continue to do this as the vast majority of people do support it once it is properly explained to them. Any materials you have that could be shared with the public I am more than happy to pass on, to help spread the word. I've seen some draft explainer-videos which I think could be very effective in this cause.

Thank you again for your bold vision. We welcome and encourage you in this.

Sincerely,

Gary Fannin
Chair Wandsworth Bridge Road Association

11 October 2021

Councillor Wesley Harcourt

Cabinet Member for the Environment
London Borough of Hammersmith & Fulham
Hammersmith Town Hall
King Street
London W6 9JU

Subject: Traffic, Congestion and Pollution Reduction ("TCPR") scheme

Dear Councillor Harcourt,

On behalf of the South Fulham Residents' Alliance ("SoFRA"), we would like to reiterate our support for the TCPR scheme including the making of the East permanent, the extension of the scheme to the West of the Wandsworth Bridge Road and the implementation of the promised improvements to the Wandsworth Bridge Road itself.

Despite a rocky start, the TCPR scheme has proven to be incredibly effective in addressing the core targets established by all the residents, namely the reduction of **traffic**, **congestion**, and **pollution** in our neighbourhood. We have seen first-hand how traffic is materially down both on the local residential roads as well as on the Wandsworth Bridge Road itself. The promised traffic evaporation predicted by Traffic Officers is working, especially as the satnavs are recalibrating six months post the implementation of the scheme. In the east, the flooding of our residential roads by rat running has thankfully mostly ceased.

We fully acknowledge that there are a handful of myopic, dissenting residents that have been, and remain, extremely vocal since the closure of Harwood Terrace. However, we take great comfort that other local residents' associations (namely the WBRA and PRARA) that were anti the scheme at first, after much diligent research and engagement with the Traffic Officers and the community, have now all come out in active support of the scheme. Indeed, all five local residents' groups, (SoFRA, WBRA, PRARA, HTRA, HDRA) stretching across all of South Fulham, now support the scheme. We also have hard data and empirical evidence of support with over 95% of residents who participated in our educational sessions expressing the desire to make the scheme on the East permanent, and to extend the scheme to the West and implement improvements to the Wandsworth Bridge Road. In total, over 400 residents participated in a very lively exchange of views in four meetings ably chaired by Councillor Matt Thorley.

Our commitment to education remains unabated and the plan is to undertake more resident-led education sessions once the Western extension is implemented. Ultimately, providing education and information on the benefits of the scheme is the most effective foil to misinformation being weaponised in social media.



We commend you for having the unfaltering courage and vision to implement such an innovative scheme, the first in the country! It is clear that a technology-based solution is the only way to address a technology-based problem. Turning back to an idealised yesteryear is not a viable solution.

We thank you and the Traffic Officers for all your diligent work. The team has spent almost eighteen months engaging with the residents and assimilating, and adjusting, the scheme with all the resident inputs. The extensive attention afforded to the South Fulham area is very much appreciated.

Yours sincerely,

The members of SOFRA