

**The Royal Borough of Kensington and Chelsea**  
**Pembridge Square and Moscow Road School Street Consultation Report**  
**Report by the School Travel Coordinator**  
**July 2025**

**1. Introduction**

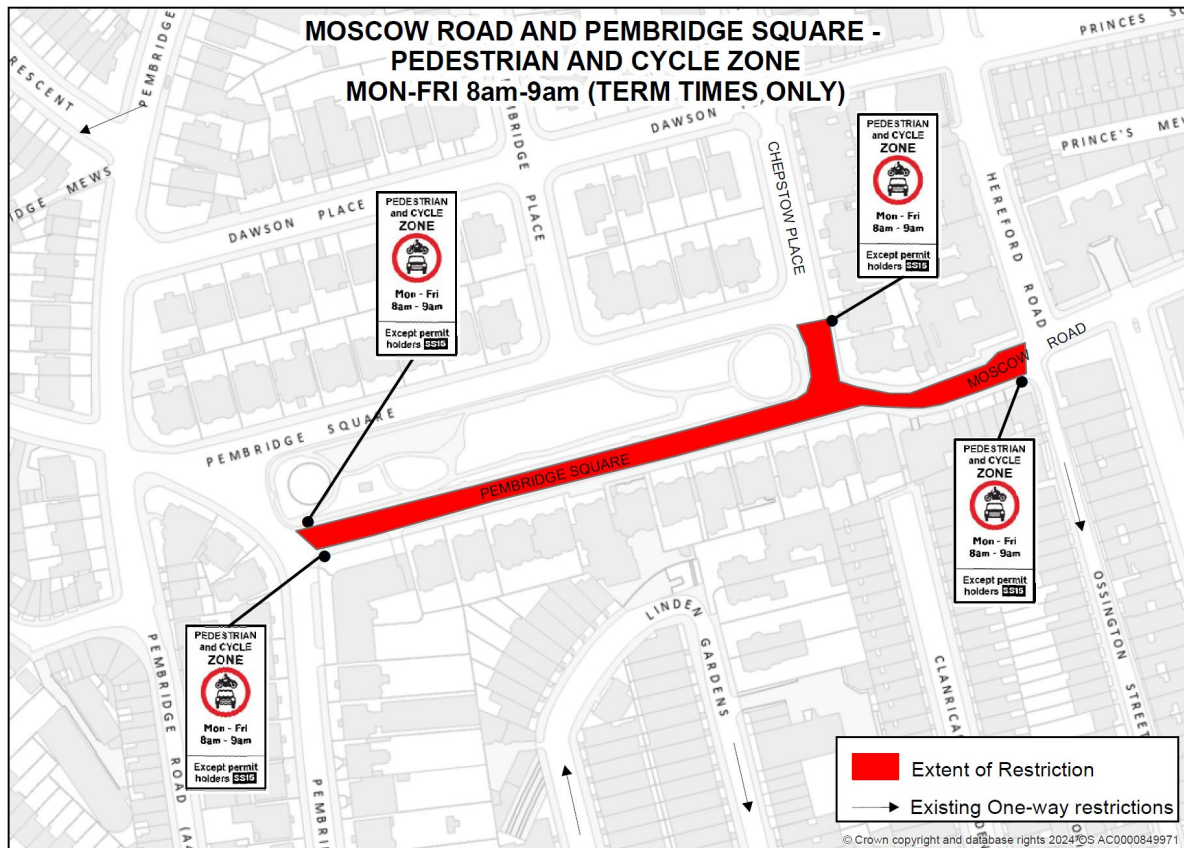
- 1.1. School Streets temporarily remove motor traffic outside a school by creating timed road closures during school opening and closing times. They are a well-established way of helping more schoolchildren and others to walk, cycle, scoot or wheel to school, providing a 'traffic free' environment which reduces the risk of collisions, congestion and poor air quality directly outside school gates. A [Transport for London study \(External link\)](#) found that School Streets reduced nitrogen dioxide at drop off time by up to 23 per cent, and 18 per cent of parents reported driving to school less when their child attended a school where there was a School Street. The Council introduced its first School Street on Lonsdale Road for Colville Primary School in 2019, and the borough now has 10 active permanent School Streets.
- 1.2. The Council has been working with Pembridge Hall School and Wetherby School to improve road safety in Pembridge Square and Moscow Road for many years. To date, school signage has been improved, School Keep Clear (SKC) marking outside Pembridge Hall School have been remarked and the SKC markings outside Wetherby School have been extended to further deter cars stopping directly outside the school.
- 1.3. In addition to this, both Wetherby School and Pembridge Hall School hold a Gold TfL Travel for Life accreditation, demonstrating their efforts in encouraging active and sustainable travel within their school community. A full breakdown of the schools' 'Hands-Up' travel survey can be found in Appendix C.
- 1.4. Residents, as well as both Wetherby School and Pembridge Hall School have raised concerns about the issues of congestion, excessive through traffic and engine idling directly outside the school entrance, posing health and safety risks to children and causing disruption for residents.
- 1.5. From 30 April 2025 to 11 June 2025 the Council consulted on a new permanent School Street in Pembridge Square and Moscow Road.

**2. Proposals**

- 2.1 The map of the proposed School Street closure is provided below. The proposed operating times for the road closure were 8.00 – 9.00am, reflecting the schools' operational requirements.

- 2.2 Typically, School Streets would have restrictions for both morning drop-off and afternoon pick-up times. We did not propose an afternoon restriction because School Street timings are decided on by the school(s) and are informed by their operational capacity. Wetherby School and Pembridge Hall School have chosen to proceed with a morning only closure in this instance.

Figure 1: Map illustrating the proposed School Street closure area and times



- 2.2. The proposed closures would be operational during the school term and would not operate during the school holidays or at the weekends. Vehicles already in the zone when the closures begin would be able to leave at any time, but vehicles would not be able to enter the restricted section of the street during this time, unless they have been given an exemption. Residents and business within the School Street location (area shown in red in Figure 1) would be able to register for an exemption. Blue or Purple Badge Holders are exempt from the restriction.
- 2.3. If the scheme proceeds, extendable barriers would be used at the times of operation, preventing vehicles from entering the closed streets. School staff would operate these barriers. Timed 'Pedestrian and Cycle Zone' signs would be placed at each closure point to inform drivers of the timed restrictions in place (Figure 1). Advance warning signs will also be erected in surrounding streets to provide further notice to motorists.

- 2.4. In our consultation material, we proposed to introduce the scheme under a Traffic Order, from the start of the new academic year, in early September 2025.

### 3. Consultation

- 3.1. On 30 April 2025, officers wrote to 4,712 households and 174 businesses in the vicinity of the schools (Appendix A). The schools promoted the consultation via their school newsletters and hosted an in-person drop-in session where parents could learn about the proposed scheme. Ward councillors were also informed that the consultation was due to take place and have spoken to residents and parents on the proposal.
- 3.2. A total of 161 responses were received (just over 3 per cent response rate from those contacted directly), including five responses received through the Westminster City Council consultation (Appendix B), one of which had previously responded to the RBKC consultation. In summary:
- 77 respondents supported the School Street in full, believing that the introduction of the School Street will alleviate congestion on Pembridge Square, improving safety for pedestrians and cyclists.
  - 20 supported in part with some responses expressing interest in extending the School Street to include the afternoon pick-up period, as well extending the School Street zone to include neighbouring streets.
  - 59 objected to the scheme, with many believing that the proposal will increase congestion in neighbouring roads and some expressed interest in a one-way street instead.
  - 5 respondents had no opinion
- 3.3. A breakdown of responses from surrounding streets, including those immediately neighbouring the proposals - Pembridge Square, Chepstow Place and Dawson Place - can be found in Appendix D.
- 3.4. For those respondents who disclosed whether they were a resident or school parent, the breakdown of objection versus support in part or support in full is below.

	Objection	Support in Part	Support in full	No opinion
Residents	35	15	42	1
School Parents	23	4	28	1
<b>TOTAL</b>	<b>58</b>	<b>19</b>	<b>70</b>	<b>2</b>

### 4. Analysis of key themes arising from consultation responses

- 4.1. The table below summarises key themes regularly mentioned by respondents across the consultation:

Issue	Officer Response
-------	------------------

<p>Displacement of traffic will increase congestion in surrounding streets.</p>	<p>A degree of displacement is almost inevitable when a road is closed, and the impact of this displacement will depend on the number of vehicles involved and the nature of the streets affected.</p> <p>Displacing some traffic to a road that already has traffic, does not necessarily make it less safe. But removing traffic from a road - reducing it to near zero - does make it safer, particularly for school children who are disproportionately involved in traffic collisions.</p> <p>To the extent that displacement does take effect, it is likely to be for very short periods of time during the closures and to be dispersed over surrounding streets rather than immediately outside the schools as at present. Travel surveys with the school will enable officers to understand if the closures have had an impact on encouraging more sustainable modes of travel, by surveying students and seeing how they travel to and from school.</p> <p>Additional traffic monitoring and surveys can be undertaken to understand if there have been any impacts on local roads and better assess the effectiveness of the proposal.</p>
<p>The School Street closure will move parental parking to the northern arm of Pembridge Square</p>	<p>One of the aims of School Streets is to encourage the use of sustainable modes of travel to school, whether it be walking, scooting, or cycling. By removing through traffic that poses a danger to families and children crossing, we hope that parents living locally will be more encouraged to travel sustainably to and from school.</p> <p>Resident parking permits in the borough are not zonal, so parents living in RBKC choosing to continue to drive to school and park will be able to do so but will need to walk the last leg of the journey to the school gates. Because parents are restricted from parking directly outside the school, officers accept that it is likely that vehicles of parents that do still need to park will park in surrounding streets, but this is</p>

	<p>likely to be dispersed over a wider area around the school, depending on which direction they have come from. Those drivers from outside of the borough will need to locate a Pay-by-Phone parking bay, park safely and continue their journey to school by foot.</p> <p>The School Street would be supported in its early stage by the Street Enforcement Team and Parking Services' civil enforcement officers who will ensure that parents wishing to drive are not double parking and congesting the northern arm of Pembridge Square. In addition to this, officers will work closely with the school to discourage poor driving habits amongst parents and encourage sustainable alternatives for families.</p>
<p>There are alternative solutions available including:</p> <ul style="list-style-type: none"> <li>• A timed one-way street should be introduced in the morning and/or afternoon</li> <li>• A permanent one-way street/no-entry should be introduced instead of a School Street</li> <li>• A permanent one-way street should be introduced in addition to the School Street</li> <li>• A permanent one-way system should be introduced in Pembridge Square (southern and northern arms)</li> <li>• The schools should have longer drop off window, as that would ease traffic during peak time.</li> <li>• Employ school crossing patrols</li> <li>• The school(s) should fine parents driving to school</li> <li>• The schools should encourage parents to walk children to school</li> </ul>	<p>Traffic regulations do not permit timed one-way streets, only timed closures, such as School Streets.</p> <p>Officers believe introducing a one-way street on the southern arm of Pembridge Square could increase congestion on the Square's northern arm on a permanent basis (as opposed to potentially just during closure times if a School Street were introduced). The Council's presumption is against permanently introducing traffic restrictions that would primarily increase traffic on one residential street, to the benefit of another residential street.</p> <p>Alternatively, introducing a one-way street on the northern arm would not improve road safety or reduce parental traffic during the school drop-off times. There are no traffic calming measures on the northern arm of Pembridge Square, so speeds may increase with the introduction of a one-way working.</p> <p>A one-way system around the entire garden square would still result in some congestion on the southern arm, particularly during school drop-off and pick-up times. Those driving to the schools would be stopping outside the entrances</p>

	<p>and blocking the road, so any residents trying to enter or exit the northern arm may be forced to wait in the congestion on the southern arm.</p> <p>There are some circumstances where traffic restrictions are considered but none of those criteria are met in this instance, and making one half, or the whole of Pembridge Square one-way would inevitably lead to an increase in traffic on the adjacent residential roads at all times.</p> <p>The Council has no powers to force schools to operate longer drop-off windows and this would be less effective in reducing vehicle traffic and the associated risk of collisions and poor air quality in the way a School Street would.</p> <p>The Council does not employ any school crossing patrols, and it is unclear how a school crossing patrol would benefit a parent wishing to drop children immediately outside the school gates or be an effective solution over a School Street closure.</p> <p>The school (or Council) has no powers to fine parents for driving to school, nor to insist they drive small cars.</p> <p>Both schools already promote sustainable travel to a high level, as evidenced in Appendix D and their Gold TfL Travel for Life accreditation, but this cannot eliminate car travel completely.</p>
<p>Crossing points are needed at:</p> <ul style="list-style-type: none"> <li>• Moscow Road, outside Pembridge Hall School</li> <li>• Pembridge Gardens, at the Pembridge Square (south) junction</li> </ul>	<p><u>Moscow Road</u></p> <p>Safer Streets are a priority for the Council, and this includes the introduction of new pedestrians crossings. However, with limited funding available, sufficient justification is required when considering these new crossing locations. This ensures that the Council can prioritise resources where they would have the most impact on improving collision records. The justifications include:</p>



	<ol style="list-style-type: none"> <li>1. How likely pedestrians are to use the crossing facility;</li> <li>2. How hard is it for pedestrians to cross;</li> <li>3. How much traffic there is on the street;</li> <li>4. How wide is the street;</li> <li>5. Is there a history of collisions (resulting in injury) at the location</li> </ol> <p>Each crossing request is logged, investigated (to understand its feasibility), and ranked using the justification criteria. Proposed crossing sites ranked as a high priority are then allocated funding for a concept design and local resident consultation.</p> <p>The Council has recorded the request for a crossing on Moscow Road and this will be assessed as part of the next prioritisation process. As Westminster City Council (WCC) is the highway authority for the northern side of Moscow Road, any future crossings would also need WCC approval.</p> <p><u>Pembridge Gardens</u></p> <p>This proposed site has been assessed and to facilitate a pedestrian crossing in Pembridge Gardens, a substantial section of parking - at least 25 metres - would be lost to allow for adequate sight lines for both pedestrians and motorists at the bend in the road. The sight lines are relevant for both formal (controlled) and informal crossings, as well as raised tables.</p> <p>This site has been added to the request list ahead of the next prioritisation exercise and the potential loss of parking will be taken into account when considering this crossing.</p>
<p>Independent schools do not have a localised catchment area therefore parents travel from afar and are required to drive to school.</p>	<p>The Council cannot stop parents from driving to school and is not attempting to do so. Those wishing to continue driving to the school will need to park outside of the closure zone and walk the remainder of the journey to school. Officers expect that</p>

	<p>because parents would be unable to park on the southern arm of Pembridge Square and Moscow Road, those who choose to drive and need to park to drop off children will be dispersed over a wider area around the school. Blue or Purple Badge holders will be permitted access into the School Street zone at all times.</p>
<p>Pedestrian and Cycle Zone timings should be extended to include the afternoon pick-up period (i.e. 3 – 4pm)</p>	<p>As School Streets in the borough are only implemented on the condition of the school(s) providing staff to enforce the closure with barriers, each school(s) decides their own School Street timings that best suit their needs and requirements. The Council's aim is to restrict traffic only when there are clear benefits to doing so.</p> <p>Officers will be able to assess the effectiveness of a morning School Street closure, and, if an afternoon closure were desirable and the school(s) were able to facilitate the enforcement required, a further consultation can be undertaken.</p>
<p>School Street zone should be extended.</p>	<p>As School Streets are enforced by physical measures that are marshalled by the schools, it would not be feasible to extend the zone of this School Street. Additional closure points would require more stewards which the school cannot currently commit to. Enforcement barriers are stored on the school site so closure points further away from the school can introduce additional difficulties.</p>
<p>The proposal should be introduced under an Experimental Traffic Order (ETO) with an additional consultation and monitoring period.</p>	<p>RBKC first introduced School Streets under ETOs, trialling the schemes for a period of up to 18 months. In 2022, the Council reviewed this process and decided to introduce new schemes on a permanent basis, under a permanent traffic order. This is more cost-effective and more transparent, with consultation preceding the scheme's implementation. Permanent schemes can always be adjusted and amended by creating a new traffic order.</p> <p>The Council will monitor the progress of the proposed School Street through the</p>



	academic year and undertake a 6-month review in the Spring Term of 2026.
The proposals will not encourage mode change.	<p>A <a href="#">Transport for London study(External link)</a> found 18% of parents reported driving to school less when their child attended a school where there was a School Street. Both Wetherby School and Pembridge Hall School are engaged with the TfL Travel for Life accreditation and currently both school hold Gold accreditations. These accreditations demonstrate the schools' work toward encouraging and promoting active and sustainable travel within their school. Gold accredited schools have demonstrated a modal shift, reducing car use by 5% or more.</p> <p>In conjunction with these behavioural measures, it is believed that the School Street will further encourage those to travel actively and sustainably. By restricting the ability to park directly outside the school(s), families still wishing to drive will be required to 'Park and Stride' – parking a distance away from the school and continuing their journey actively. Where possible, journeys on foot, by scooter/cycle, and using public transport will be a more desirable option.</p>
The proposals are a burden on families with multiple children.	Active and sustainable travel benefits people of all ages, from early years right through to older adults. We understand that the proposal may mean that the school drop-off may now take longer for parents with multiple children, some of which may attend schools/nurseries outside of Pembridge Square. However, officers believe the benefits of a School Street in terms of reducing road danger and improving air quality in the immediate vicinity of the schools outweigh the small increase in journey times for some drivers.
How will valid cars be permitted access to the School Street zone if barriers are being used?	All residents or businesses within the closure area are invited to apply for an exemption to the School Street. Exemption forms can be completed electronically or by post. Officer contact details are also provided to residents who wish to apply via

	<p>email or telephone. School Street exemptions are free and vehicle registration numbers are provided to the schools' stewards who will provide access for exempt vehicles. Vehicles displaying Blue or Purple Badges are automatically exempt from all of our School Streets and need not apply for exemption status.</p>
<p>Parents will not pay for parking and ignore restrictions / Fines should be given to those driving to school and/or parking dangerously.</p>	<p>All roads will continue to be routinely patrolled after 0830 for any parking contraventions. Neither the Council nor the schools have powers to fine parents for driving to and from school.</p>
<p>Pembridge Hall School pupils should only use the entrance on Pembridge Square/Moscow Road</p>	<p>Schoolchildren and families attending Pembridge Hall School only use the main school entrance on the corner of Moscow Road and Pembridge Square. The school's back entrance on Clanricarde Gardens is only used by school staff. So Clanricarde Gardens would be unaffected by the proposals.</p>
<p>The School Street should be camera (ANPR) enforced.</p>	<p>School Streets in RBKC are currently enforced with physical barriers with stewards at each closure point. A PCN given after a vehicle has contravened the pedestrian and cycle zone, does not prevent a vehicle entering in the first place, posing more of a risk to children's safety. The Council's current policy is not to use cameras for school street enforcement.</p>
<p>There are a limited number of Pay-by-Phone bays for visitors / the School Street will reduce the number of PBP bays</p>	<p>The proposal would result in drivers being unable to access 11 Pay-by-Phone bays between 0800-0900. Accordingly, there will be more competition on the other Pay-by-Phone bays in the vicinity. Officers would monitor occupancy of these and if there was a case for more to be marked to the detriment of residents' parking bays, then that would form part of a future proposal. However, the CPZ (Controlled Parking Zone) begins at 8.30am, so families arriving for drop-off before this time would be permitted to park in any available parking bay.</p>

	Families that live in the borough are likely to use residents' bays rather than Pay-by-Phone bays.
School coaches are an issue / There should be a designated coach parking bay	<p>There is no specific legislation under which a coach bay for a particular school can be implemented meaning that a designated coach bay could be used by any coach, meaning that non-school coaches may and could park if this change was made.</p> <p>Implementing a coach parking bay on Pembridge Square to accommodate school coaches would also remove a number of resident parking bays on the Square on a permanent basis.</p> <p>The Council continues to work with both Pembridge Hall School and Wetherby School to manage school coach use and coach parking. It is important to note that both schools utilise coaches for off-site lessons, due to the nature of the school and the lack of on-site facilities. They cannot therefore remove coach use altogether.</p>
Wardens are needed in surrounding streets to manage and monitor parental parking/traffic.	<p>The School Street would initially be supported by Civil Enforcement Officers (CEOs) as families transition to the new arrangements.</p> <p>However, regardless of whether the proposals went ahead or not, Civil Enforcement Officers can always be called upon for occurrences of inappropriate parking by contacting 01285 238956.</p>
The closure is likely to result in car parking on single yellow lines in the area so the local CPZs need to be amended to start at 8am.	Earlier parking controls on yellow line waiting restrictions may prove a significant loss of amenity for residents. Accordingly, officers would monitor the situation after implementation to establish whether such a change was justifiable.

## 5. Recommendation

- 5.1. In view of the above, officers recommend that the Director of Transport and Regulatory Services proceed with the new School Street on Pembridge

Square and Moscow Road from early September, under a Permanent Traffic Order.

## **Appendices**

<b>Appendix A:</b> Responses to the Royal Borough of Kensington and Chelsea consultation....	<b>13</b>
<b>Appendix B:</b> Responses to the Westminster City Council (WCC) consultation.....	<b>13</b>
<b>Appendix C:</b> Mode-share breakdown for Wetherby School and Pembridge Hall School .....	<b>14</b>
Full School Travel Survey Data .....	<b>14</b>
Car use at Wetherby School and Pembridge Hall School .....	<b>15</b>
Active travel at Wetherby School and Pembridge Hall School .....	<b>16</b>
<b>Appendix D:</b> Response breakdown from RBKC consultation.....	<b>17</b>
Breakdown of the responses received by Ward (in Kensington and Chelsea).....	<b>17</b>
Breakdown of the responses received in Pembridge Ward.....	<b>18</b>
Breakdown of all responses received in and around Pembridge Square .....	<b>19</b>
Breakdown of responses received from residents neighboring streets .....	<b>20</b>

## Appendix A: Responses received for “The introduction of a School Street closure in Pembridge Square and Moscow Road” Consultation

### Objection – One

Surely this proposal will just increase traffic in the surrounding roads?? Having been a parent recently at both schools I know exactly what will happen.

Parent drivers will ignore residents bays and will NOT pay for parking. They will just park in all the surrounding roads instead, clogging them up. They will ignore ALL the parking restrictions and just move the problem to different roads.

### Objection – Two

I think this only works with a state school where people live locally. As this is a private school many people drive and it is not fair on them. Further to this it will back up all other roads going from Notting Hill to central or west London.

### Objection – Three

This scheme doesn't improve safety as residents and taxis will still be allowed to come and go. It penalises parents who don't live in the borough as pay and display bays are hard to come by in the area surrounding the school. A one way system in the square would be a far better option.

### Objection – Four

This will just push the traffic/chaos to surrounding streets where school staff will have zero control.

Doubt it will encourage material amount of parents not to drive.

Scheme adds more complexity and cost and paperwork without solving the issue



### **Objection – Five**

There's currently lots of congestion during the morning time mainly from 8:30 to 8:50 as that's the window of dropping off at Wetherby. Pembridge I believe have a longer drop off period. Having that road on pembridge square and Moscow closed is not going to solve the problem. It's actually going to make it worse. And here's why, lots of parents avoid using that street in front of school and try to park on the other side of the square or even further. If you close that road during drop off, what you are doing is merging all the traffic to the other side of the street, it's going to make the traffic on the other side worse than it currently is on the school side. Wetherby and pembridge are not schools mainly contains local students. So parents will drive regardless as they have other kids. You will unfortunately see very few parents will switch to public transit because of this. The ones use public transit or walk to school already does it and for those who don't is because that's what work best. And they are unlikely to change. This area is very short with public parking so by closing off that street you are going to make the traffic in the surrounding area uncontrollable congested.

The real problem with pembridge square it's that it shouldn't be a two way road, as it's not wide enough to have two cars pass by from different directions while cars are parked on each side. If it becomes a one way system, that would actually solve the problem. Cars will have plenty of space to go by. Making it a one way system is not inconvenient for the drivers as well.

On top of that, you should encourage the schools to have longer drop off window, as that would ease traffic during peak time.

Even just having the roads be one way during drop off and pick up time would significantly help. Schools have encouraged parents to treat the roads as one way previously. If you observe during drop off or pick up, the majority of the parents come in onto pembridge square from the Moscow road side. Issues mostly arise when another vehicle, lots of times a work truck coming from the opposite direction. If it's a one way system, traffic would have flowed.

If you don't allow cars during drop off time on the school side of pembridge square and Moscow road, you are going to see all the cars congested on the other side the square and those roads leading up to it. Which in my personal experience, road on the other side of the square seems narrower. If two cars were to meet going different directions while cars are parked on each side, one car has to back out, as just won't fit. Moscow road does get busy but it's never stuck, it's wider. Pembridge villas turning onto pembridge square however, is much narrower and will have a much harder time than Moscow road to handle heavy traffic.

I sincerely think the one way system will ease traffic flow. The school road restrictions as suggested will make the situations worse than it currently is. As you are diverting all the traffic coming from different directions into one street.

**Objection – Six**

Doesn't benefit me in any way

**Objection – Seven**

Subject: Response to Pembridge Square School Street Consultation

Dear Sir/Madam,

I am writing to respond to the proposed School Street for Pembridge Square, and to respectfully object to the current proposal of a full closure of the road between 8–9am during term time.

While I support the aim of improving safety and reducing congestion, the proposed approach risks placing undue burden on families with multiple young children and creates wider disruption to the surrounding area. A more effective and targeted solution would be the introduction of a No Entry restriction (similar to the one successfully implemented on Craven Terrace in Westminster) at the corner of Pembridge Square and Pembridge Gardens, operational from 8–9am and 3–4pm on weekdays.

This restriction should prohibit vehicles from driving eastbound against the natural flow of traffic on Pembridge Square South. In practice, if traffic were allowed to flow only westbound on this stretch of the square, congestion would be significantly alleviated. The current problem arises largely due to vehicles—often taxis or contractors—travelling eastbound despite clear guidance in the school newsletter advising against it.

To enforce this, a camera should be installed on Pembridge Square South to monitor and fine any vehicles travelling in contraflow during the restricted hours. This would target the source of congestion without punishing families who rely on car travel due to multiple drop-offs or children of young ages, especially given that the Inspired Group operates multiple school sites across Notting Hill.

Additionally, for child safety and improved pedestrian access, I propose that zebra crossings be installed:

- Outside 18 Pembridge Square
- At the junction of Pembridge Gardens and Pembridge Square

These crossings would offer safe passage for children and parents alike, especially during busy drop-off and pick-up hours.

To summarise:

- Replace proposed road closure with a No Entry restriction for eastbound traffic on Pembridge Square South between 8–9am and 3–4pm.
- Install enforcement cameras to fine contraflow drivers.
- Add zebra crossings at key points to enhance pedestrian safety.
- Do not penalise families who drive out of necessity with young children and multiple drop-offs.

The suggested modifications will deliver the intended improvements in congestion and safety, while maintaining practical access for parents.

Yours faithfully,  
[REDACTED]

#### **Objection – Eight**

I fully agree that the schools are causing chaos for the residents however I reckon that the given solution will complicate the situation even further.

#### **Objection – Nine**

Closing the street will just push the traffic problem slightly further from the school. It will not fix the issue in anyway. You will end up with cars stopping in all the nearby streets - as close as possible to Pembridge Square - to drop off their kids, and still causing obstructions and traffic. Further, non-school traffic unable to travel as planned will cause unintended blockage while they re-route to the north side of Pembridge Square or Dawson Place (putting more traffic through fewer streets).

I am a former Wetherby parent and understand the issue well and have seen first hand the needs & behaviours of parents dropping off kids (and how they interact with non-school traffic).

In my opinion, it will be much more effective to introduce a permanent one way system on each side of Pembridge Square. This will improve traffic flow and eliminate the traffic blockages/impasse outside of the schools caused by two way traffic on narrow streets.

**Objection – Ten**

I do not believe that it sorts any of the safety issues raised by parents. In favour of having a one-way street instead.

**Objection – Eleven**

I am a mother of three children and live in St John's Wood. Public transport from St. Johns Wood to Pembridge square is extremely difficult and I am unable to drop three children to school without driving a car. My youngest child is 2 years old and being able to drop my son outside the school door is a huge help. It will make my mornings much much harder if I have to find parking (I do not have a resident's permit as I do not live in the area) and walk with all the children back and forth between the car and school each morning.

**Objection – Twelve**

Will be difficult for me to transport my daughter to school along with my 1 year old baby who I'd have to take in and out of the car resulting in a bigger safety risk. My suggestion would be to employ one or two lollipop ladies to help those that travel by foot to cross the road safely just for that one hour a day.

**Objection – Thirteen**

At least 95% of Wetherby School parents live outside the proposed school street and they even do not in Notting Hill at all. The closure will definitely bring a lot of chaos to the Wetherby school parents at least, not yet including the Pembridge Hall school parents. Not all of them have convenient public transport to go to school. As a resident living in Portobello Road and close to the school, my family and I enjoy the short walk to Wetherby, but I also observe a lot of parents who actually need to go to the school by driving and they need to park there. I am perfectly fine with parents parking closer to the school. Most school areas might need to be establish a zone, but definitely not in the case for Wetherby and Pembridge Hall area.

**Objection – Fourteen**

All this idiotic proposal will do is create congestion in the surrounding roads. If the schools in Pembridge Square wish to encourage more of their very entitled pupils to not be delivered to school by chauffeur driven 4x4's then they should speak to the parents and fine any that continue this selfish practise.

I also do not believe that getting either parents or school staff to manage physical barriers is in any way workable. I live opposite the [REDACTED] to the school in Portobello Road and am plagued by selfish parents dropping off their charges in the morning and collecting them in the afternoon. They show no respect to residents and I imagine their behaviour would be even worse if they believed they were 'in charge'.

#### **Objection – Fifteen**

I do not believe that this will alleviate congestion in the area. I would estimate that 50% or more of students at these schools are dropped by car, so this will create a huge amount of congestion outside the school street. It does not work for parents to use pay and display parking spots as there are very few in the area. Parents will park illegally and this will create more traffic and congestion problems. The schools are not proposing to provide any bus services for children so this seems like only half a solution.

I feel that a much better solution would be to make Pembridge Square and Moscow Road up to the corner with Ossington Street one way, and then have the other side of Pembridge Square also be one way the other way. Pembridge Square is too narrow in any event for two-way traffic.

#### **Objection – Sixteen**

Concerned that street closures on Pembridge Square and Moscow Road will just make congestion worse on surrounding streets, including mine (Hereford Road)

#### **Objection – Seventeen**

Seems as though the problem will just be moved into neighbouring streets as I doubt many of the drivers will switch modes of transport. The drop-off times (and therefore overall congestion) will then last for longer as children are walked from longer distances to school from their vehicles.



**Objection – Eighteen**

We live in Ossington Street, and the spill over effect of parents dropping their kids in Pembridge Square is already very important in the morning. This proposal would simply move the problem from one place (Pembridge Square) to another place (Ossington Street and the remaining part of Moscow Road), creating chaos and blockages in Ossington Street which, contrary to Pembridge Square, is a small one way street where already both RBK and Westminster resident can park in the resident bay. So we do not support this proposal but instead ask RBKC to simply enforce traffic rules on parents dropping their kids in Pembridge Square by having traffic wardens in place every morning to issue on-the-spot penalties to offenders.

**Objection – Nineteen**

Closing off Pembridge Square for parents trying to drop their children at school will only create congestion in the roads surrounding, it will not be a solution to the congestion problem, but create an issue for other residents in the surrounding area. At present there is a Marshall which helps parents to drop off without the need to park and walk, and this is very helpful. Parking is very limited in the surrounding area, with very few meters available. This will make it much harder to find somewhere to park and walk the children to school.

**Objection – Twenty**

Although it will make the area immediately outside the schools safer, it will simply push congestion and problems to the other side of the square and surrounding streets. Children will still need to cross streets in the surrounding area, and moving the problem does not fix it.

**Objection – Twenty-One**

Closing the suggested street will create far greater traffic flow on Dawson and Pembridge Place and the opposite side of Pembridge Square. Cutting off the flow near the school will cause residents to have to deal with far greater diversion traffic issues.

**Objection – Twenty-Two**

I think it will just move the problem a little further from the schools, and it is unfair on the residents living nearby who were previously unaffected. The people who live near the schools knew that there are schools nearby when they moved there and they will be affected by increased traffic, but it will affect people further from the schools instead now. For full disclosure I want to say that I was a parent at Minors Nursery, Wetherby and Pembridge for 17 years (I am no longer) and the problems with safety and congestion outside the schools has got worse and worse over the years as more children are driven to school now and cars have got larger and larger. I think the schools somehow need to encourage parents and nannies to walk children to school (and not to use chauffeurs who often park irresponsibly!) or use public transport (although taxis often stop in the wrong place when dropping children). Or the admissions departments at the schools need to prioritise children who live within walking distance of the schools - technically the schools are non selective by ability so this shouldn't be a problem. Chepstow Crescent where we live used to be a very quiet street, but now during school run time in the morning there is sometimes a stationary queue of cars outside our house and hooting drivers and often people park in our street to drop their children at Wetherby Pre-prep. I am very against closing part of Pembridge Square for non local drivers because I strongly believe it will move the problem elsewhere and have a detrimental effect on residents living a little further from the school.

**Objection – Twenty-Three**

I would like to express my strong opposition to the proposed School Street scheme for Pembridge Square.

While I fully support the objective of improving child safety and encouraging more sustainable travel to school, I believe this proposal will unintentionally shift the problem rather than solve it, and in doing so, create a range of new challenges for families and residents alike.

**1. Displacement of Traffic and Parking Issues**

By closing Pembridge Square to non-exempt traffic between 8am and 9am, the proposal will displace congestion and parking pressures onto adjacent residential streets. The result will be blocked driveways, frustrated motorists, and increased risk to pedestrians – particularly children – who will now have to navigate around more densely parked and idling vehicles in less supervised areas. The longer walk to and from the front door, will mean greater congestion in the area during those times.

The logic of pushing traffic one street away, without reducing the number of cars overall, is neither safe nor environmentally

meaningful. In many cases, this displacement will require longer vehicle routes due to the layout of London's one-way systems, thereby increasing total emissions rather than reducing them.

## 2. Challenges for Working Parents and Families

The proposed scheme fails to account for the real-world pressures on working parents – especially those juggling multiple school drop-offs across the city. Adding time for walking, which can involve siblings who would otherwise not have to exit the vehicles, can significantly disrupt carefully planned schedules and may even force some families to make difficult decisions about school placement.

This is not a matter of convenience. It is a question of whether families with more complex logistics are being unfairly penalized by a one-size-fits-all approach that does not account for diverse needs.

## 3. Questionable Impact on Safety

While improving child safety must be absolutely paramount, there is a perverse logic in shifting drop-off points further away from the school – and away from school staff and traffic marshals – into unmanaged areas that are equally, if not more, congested. The safest place for drop-offs is at the school gate where staff and systems are in place to manage the flow of children and vehicles effectively.

## 4. A More Sensible Alternative: A One-Way System

Frankly, it is surprising that the Council and schools have not pursued a far simpler and less disruptive solution – making Pembroke Square a one-way system.

It is, after all, a square. There is no inherent reason why it must remain two-way, and converting it to one-way would immediately ease congestion by reducing conflicting vehicle movements and making traffic flow more predictable and safer.

Such a change would offer a structural, long-term solution without displacing the problem or disproportionately affecting parents and residents.

In summary, while I respect the intent behind the proposal and the problems it intends to solve, I strongly urge the Council and

schools to reconsider this course of action. A more balanced approach – one that supports both safety and practicality – must be possible. Simply displacing the issue onto neighbouring streets is neither sustainable nor equitable. I would be grateful for a direct response on whether the one-way option has been formally evaluated, and if so, why it was dismissed in favour of a more disruptive alternative.

#### **Objection – Twenty-Four**

Most of the congestion caused in the area is due to a vehicles over 3T entering the area during that time. Also the proposed closure is just going to transfer the problem to outside the zone, essentially making it worse.

#### **Objection – Twenty-Five**

This isn't rocket science. We saw the issues of road closures for Nottinghill carnival when we lived in bayswater. Where parking is simply pushed to other roads making Queensway look like a war zone.

The issue with school parking isn't the cars it's the people. The parents and professional drivers are dreadful. Double parking, blocking driveways, blocking electric charging bays, parking on corners of junctions. They're just bad. Shutting the road down simply moves that issue onto roads next to it.

A better solution would be to make it 1 way. This would allow traffic to flow as it grinds to a stop as the roads aren't wide enough for 2 cars without getting incredibly close. You wouldn't need people to police this. That money would be better spent ticketing the bad parkers. That would educate them into parking better.

There is no quick win here. But I strongly believe shutting the road down will cause issues for other residents and make the traffic even worse.

#### **Objection – Twenty-Six**

It will push out the traffic and congestion to surrounding streets. The congestion around the school comes solely from parents dropping off their children.

#### **Objection – Twenty-Seven**

The square is so busy at drop off as it is, blocking the cars will only make the surrounding streets busier

**Objection – Twenty-Eight**

The streets surrounding Pembridge Square are very busy during drop off as invariably most children get driven to school. If the street is blocked off then there will be one overspill into the surrounding streets and it will be impossible to find a space to park to drop the children off. The schools in the square (Pembridge Hall and Wetherby) are not community local schools and families commute to the school from all over London. Several families have children (siblings) in both schools as well as the nursery at edge street. In addition several families car pool already from our area in Brook Green. If cars are parked in surrounding streets then the drop offs will be much more difficult.

A more sensible solution would be to implement a one way traffic system around the square during this time

**Objection – Twenty-Nine**

I am concerned that this road closure will significantly increase traffic on Clanricarde Gardens, as parents will instead be dropping off their kids to use the rear entrance for Pembridge Hall School. Given this is a dead end with limited turning areas, this will likely cause significant traffic issues, and place extra pressure on the availability of parking, which is already significantly limited on this street.

I would be supportive of this idea if the rear entrance of Pembridge Hall School was to be blocked off.

**Objection – Thirty**

The people who drive to these schools will continue to drive. The 4x4 parent is not going to suddenly convert to public transport or cycling with the closure of essentially a single road. This plan simply moves the problem to other surrounding streets where people will park for short times illegally, often obstructing other road users.

**Objection – Thirty-One**

This will simply push traffic out further. With two children in different schools our only option is to drive.

**Objection – Thirty-Two**

Horrible idea

Will just push the parked/waiting cars a street or 2 away. Parents of children of this school already park down all nearby streets, and this will push it to neighbouring streets.

Residents of Pembridge Square knew there was a school there when they bought / let their properties.. neighbours of other streets did not sign up for this.

**Objection – Thirty-Three**

Concerns around congestion further from school street. Physical barriers also present a concern and nuisance.

Would be more in support if no physical barriers are installed

**Objection – Thirty-Four**

I believe rather than deter parents from driving they will just park on other streets near the school which are even busier than pembridge square.

It's just going to upset thr neighbours of nearby streets and the people who live on the square bought/rented knowing full well there is a school there.

I don't think this will resolve thr problem at all

**Objection – Thirty-Five**

The proposal will simply push the problem to adjacent streets e.g. Pembridge Square and Ossington Street which will cause even greater chaos. Cars currently park on double yellow lines and mount pavements. This will not change under these proposals.



The suggestion that 'school staff would manage physical barriers' is not going to happen. There is no support or engagement from school staff currently when complaints are raised.

Parking officers should be present to enforce the current rules and the school must take steps to engage with parents and support enforcement and provide evidence to the Council that it has done so.

#### **Objection – Thirty-Six**

The surrounding streets already have a higher flow of traffic in the mornings, including Dawson Place. I do not believe that this approach will change anyone's behaviour, and will only make the situation more difficult for nearby residents. Closing the proposed section of road will only make the situation worse as it concentrates the traffic on to few streets.

#### **Objection – Thirty-Seven**

This will cause major congestion in the streets around Pembridge Square which are already very busy at drop off times. There is a much better and simpler solution which is to make the south side of the square (or all of it) one way. All the problems stem from cars going against the flow of traffic. Parents are told by the school which way to drop off but just one car coming in the opposite direction causes gridlock and often requires cars going the correct way to have to reverse back out.

Simply put one-way signs in and the problem is solved instantly. Lose that whole street at peak times and the problem is magnified with cars having no way out.

#### **Objection – Thirty-Eight**

The School Street closure is due to be live outside of active hours of the CPZs (which start at 08:30am). The closure is likely to result in car parking on single yellow lines in the area, making traffic far worse. At a MINIMUM, the local CPZs need to be amended to start at 8am.

The School Street closure will not remove traffic - it will simply move it elsewhere.

A far better way to manage the traffic flow would be to make Pembridge Square one-way and introduce a zebra crossing on

Moscow Road before Pembridge Square.

Both schools are private schools - as a result they have the ability to instruct parents how to drop off their children rather than disrupt local residents.

**Objection – Thirty-Nine**

Hi,

Hell is paved with good intentions. There is zero doubt that the proposal will have one consequence : a noisy gigantic mess on the closest unrestricted street sections, especially on the south of Chepstow Place where I live, north of Pembridge Sq, and Hereford road. Basically this proposal will only displace the problem to neighbouring areas. No chance these mums will switch their Range Rover for a bicycle or metro... I urge you to reconsider.

Kind regards

[REDACTED]

**Objection – Forty**

Unfortunately the parents or drivers that drop children off to these schools have no regard for restrictions, I have witnessed first hand how rude and disrespectful the drivers of the cars dropping the children off are.

In addition, what I believe what will happen is that these drivers at school drop off will now block and cause havoc to the neighboring roads around Chepstow Place/Hereford Road/Dawson Place etc. This only serves to move the issue.

**Objection – Forty-One**

Closure of Pembridge Square will remove access to a significant number of pay and display parking bays along Pembridge Square. The proposal will also limit access to the Source London EV charging point on Pembridge Square, which is already a relatively scarce resource in this area. I believe the proposed changes as presented will have a significant negative effect on the limited number of existing paid parking spaces around the area and may also impact resident bays.

The motivation for the change is understandable, but I believe the following should be considered:

1. Shorten the zone along Pembridge Square so that the EV charging point at the junction of Pembridge Square and Pembridge Gardens remains accessible;
2. Provide alternative parking options along surrounding streets for non-residents to compensate for the removal of access to the existing pay and display spaces surrounding Pembridge Square Garden - a relaxation of the enforcement hours of nearby paid parking and resident bays to exclude the School Street closure signs should also achieve this effect.

**Objection – Forty-Two**

Parents should not be driving their children to school unless it is necessary. If they do drive they should come in small cars. It is the size of the cars and bad parking if the parents that is the issue. Why should the locals have to work around the school or should be the other way round. The schools and parents are already privileged enough.

**Objection – Forty-Three**

Your ambition on this may be noble but it is very questionable how many parents would actually stop dropping off their children so they would just end up dropping off in the nearby surrounding streets. I would be surprised if as many as 20% of parents chose alternative modes of transport. Have you tried to model this by the way and do you have successful examples of this type of policy from other areas in the borough? This solution would likely just move the problem elsewhere to streets such as my own street, for very little gain, if any.

Thank you.

**Objection – Forty-Four**

I live on Victoria Grove Mews which is just off of Ossington Street. I have lived here for over 20 years and am very familiar with the daily drop off/pick up activities occurring on Moscow Road which are attributable to the schools. I strongly believe that the Council is kidding itself that children will not continue to be dropped off in cars each day however the parents will now just temporarily park on the surrounding streets including Ossington and our Mews turning them into parking lots twice a day. Clearly this would not be an acceptable impact to the residents of these streets. So unless there is something or someone prohibiting the twice daily dropping off/picking up of children from the Mews, I strongly oppose this proposal as you would just be moving the problem down the street.

**Objection – Forty-Five**

Dear School Travel Team,

I am writing to formally object to the proposed School Street closure in Pembridge Square and Moscow Road.

As a resident who has lived in the area for over 30 years, I am deeply familiar with the daily dynamics of our neighbourhood. While school drop-off times can be busy, this has always been an accepted aspect of our community life.

I have several concerns regarding the proposal:

- **Traffic Displacement:** The closure is unlikely to reduce overall traffic congestion. Instead, it will displace vehicles to adjacent streets such as Pembridge Road, Chepstow Place, Dawson Place, and further into Pembridge Place, exacerbating congestion and inconvenience in these areas.
- **Ineffectiveness in Deterring Car Use:** Restricting access to this specific stretch is unlikely to deter parents from driving their children to school. It may lead to increased idling and circling as drivers search for alternative drop-off points, potentially increasing emissions and traffic in the surrounding streets.
- **Community Impact:** Our neighbourhood has long coexisted with the presence of local schools. Implementing such a restriction now seems disproportionate and may negatively impact residents without effectively addressing the intended concerns.

While I support initiatives aimed at promoting cleaner air and safer streets, I believe this particular proposal may not achieve its objectives and could inadvertently create additional problems. I urge the Council to reconsider this plan and explore more effective solutions that address traffic concerns without causing undue disruption to the community.

### **Objection – Forty-Six**

Before responding, I decided to read comments on similar schemes that have been introduced in the past in the Borough. Unfortunately, these reinforced my initial concerns.

Your letter refers to "traffic congestion in Pembridge Square and the surrounding streets". As a resident of one of those surrounding streets, we are only too aware of the congestion that that is already caused by the morning drop and afternoon pick-up; we experience it every day. Obviously we knew about the location of the schools when we moved to the area, and accept that they are bound to cause some disturbance. Our concern is that your proposal will make this worse.

Despite your admirable objective of "encouraging more trips by walking, cycling and public transport, and fewer by private car", we think it is inevitable that blocking the south side of Pembridge Square will increase the chaos on the other surrounding roads. The quick drop outside the schools will be replaced by people parking on surrounding streets, and leaving their cars to take their children to school. This already happens every day during term time, and is bound to get worse if and when your scheme is introduced.

In the morning, our gates are often blocked by cars. Unfortunately, the flashing back and front side lights on these cars, which the drivers helpfully leave on while they take their children to school(s) before returning, don't help us to get our car in or out while they are away.

I see that your suggestion is that "school staff would manage physical barriers" accessing the school area. Reading comments on other schemes, that doesn't always seem to work very well, and in any case doesn't address the issue of the neighbouring streets. My suggestion is that you arrange for a traffic warden/member of the Street Enforcement Team to be on duty in the surrounding area during the hours of operation of the street closure. That person could ensure that parents still wishing to drive children to school will actually use residents' parking bays (if they have permits) or pay and display zones, rather than (as at present) blocking private driveways.

I note that on other similar street closures you have introduced a trial period of operation, with a second consultation once it has been running for a certain period of time. If you do decide to introduce the planned closure, I would hope that you follow this course again. This would enable residents to see if the presence of a warden ensures (as I hope would be the case) that parents are acting in accordance with the proposed guidelines.

#### **Objection – Forty-Seven**

The traffic caused by that school is already a nuisance to the whole square with cars double parked anywhere they like and just dumped even on the corners blocking the whole road.

All that traffic is then solely going to be directed towards OUR side of the garden. Limited spaces that we already have are going to be impossible.

The road closure is just going to direct all those people to dump their cars on our side of the square, totally unfair and unacceptable. We pay residents permits and we should be allowed to park outside where we live.

#### **Objection – Forty-Eight**

I think that the parking situation is already bad and it's only going to be made worse with this proposal. The school already uses our side of the square to park their school coaches taking up 4/5 parking bay spaces. Why don't they park their coaches outside



their school? Why park them on our side. We as residents pay resident parking permits and have to fight for limited spaces outside our own homes, this is not fair. Now this school proposal will just increase the amount of traffic to our side of the square, the parents from that school already show very little respect towards residents, double parking everywhere, this will only be made worse for the residents, so I strongly object to this proposal.

#### **Objection – Forty-Nine**

These privileged people should be educated to drive and park near the school with consideration, rather than inconvenience the rest of the neighbourhood. In Pembridge Sq you see so many examples of selfish or careless driving and parking by people dropping off or picking up children, particularly in inappropriately large vehicles which they do not manoeuvre or park with ease. Just one example - someone was doored (knocked off his bicycle by someone opening a car door without looking) by a parent in Pembridge Square and had to go to hospital. I don't look forward to an excess of people like that parking in our road.

Some children are driven to and from school by security guards, nannies or housekeepers - if the actual parents are going to be so aloof from the community, I don't see why the community should sacrifice already scarce residents' parking spaces for them. Also, have the ones within walking distance thought of, you know, walking?

#### **Objection – Fifty**

The proposal will merely push the issue to the streets outside the exclusion area. The school does not currently discourage parents parking in inappropriate areas just. Yards from the school even when this parking is very dangerous (ie on the corner of Ossington St where they park and block that street). The monitors provided by the school will do nothing for dangerous parking on streets outside the exclusion area. The school should discourage parents driving and should reprimand parents who park in dangerous or illegal manner. The council should enforce parking rules in the current arrangements. The proposal will merely shift the problem to surrounding areas.

#### **Objection – Fifty-One**

You are moving the Pembridge Square problem to near by streets including Pembridge Crescent. By trying to solve in one locality you are simply revolting the problem

**[FOLLOW UP]**

It all sounds great, but there is no mentioning of the effect this new scheme will have on nearby streets. As a resident of Pembridge Crescent I will not be supporting the proposal as it would bring horrendous increase in local traffic on my street. I am not only talking about parents dropping off children, delivery vehicles...Pembridge Crescent is already used by school busses from schools on Pembridge Square.

**Objection – Fifty-Two**

This will simply push congestion into all the surrounding streets and junctions as parents or chofuers “just park for a second” on any street!!! A better way could be to only let people dropping or picking up kids into the red area on the plans and no other cars or Lorrie’s or busses allowed in during start or finish of a. School day

**Objection – Fifty-Three**

If you wish to prevent parents driving their children to school why give them the privilege of a road LESS blocked by congestion. The better solutions a school bus and penalties for parents who park (even briefly) badly. Why punish the rest of us by doing this?

As a resident I fail to see why parents driving their children to school should be given privileges which mean I am unable to access roads I may need to use.

Sorry, totally against this idea.

**Objection – Fifty-Four**

Rush hour congestion is already a serious problem in the surrounding roads and this will make it worse.

**Objection – Fifty-Five**

## INTRODUCTION

I am writing to express my opposition to the proposed School Street scheme. As a parent who drives my children to Pembridge Hall each morning, I understand the concerns about traffic and safety. However, I firmly believe that this proposal is not the solution to the problem, and will only serve to make the situation worse.

## OBJECTIONS

The actual issue in Pembridge Square is not traffic per se, but rather the narrowness of the road along the South side of Pembridge Square, which makes it difficult for two cars to pass in opposite directions during busy times. The School Street proposal will not solve this problem, nor is it necessary to solve this problem; instead, it will push cars onto adjoining residential streets, many of which are just as narrow, and creating similar gridlock in those streets. These roads – which those walking, cycling and driving to the school also use – will then become much more challenging to cross, and more dangerous as a result.

Further, if parents cannot drop their children off right outside the school, as they can currently, they will need to park on adjoining residential streets and then walk to school. However, there is insufficient Pay-by-phone parking on these streets, meaning parents will be forced to double park or block driveways (and in fact, at the Information Session at Pembridge and Wetherby, one of the Councillors rather bizarrely suggested that parents should simply block driveways if they could not find parking; I imagine that residents of the adjoining streets would not take too kindly to such a situation). With parents parking further away from school, more children will be crossing more roads (which will now more busy with the displaced traffic), making it much less safe than the current curbside drop-off.

As a parent of multiple children, this also creates practical concerns. With a baby in tow, I would have to park at a distance from the school, get the baby out of the car, and walk multiple children across busy roads to get to the School Street zone, rather than simply use the curbside drop-off.

One of the major flaws with the proposed School Street zone is that under current guidelines, there are many exemptions. These include residents living inside the School Street, but also crucially taxis dropping off those who live, work or study within the School Street. This means that those who currently drive to school may simply decide to use taxis, who will be permitted to drive into the School Street to drop off their passengers. The School Street will therefore give a false sense of security: students may erroneously assume the area is pedestrianised, whereas in fact lots of vehicles still have access. Moreover, as exempt vehicles could continue to access the South side of the Square from both directions, the issue of gridlocked traffic is likely to continue, as cars cannot pass each other along that narrow stretch.

## ALTERNATIVE SOLUTIONS

Whilst it is clear that something needs to be done to improve traffic flow around the Square at drop off times, a more effective solution would be to implement a permanent or time-limited one-way system on the South side of Pembridge Square only, where it is too narrow for two cars to pass each other. This can be achieved through an Experimental Traffic Order (ETO), which would allow for a flexible and reversible solution. ETOs are regularly used in this way to create temporary/time-limited traffic orders (e.g. for events and roadworks). The one-way system could operate during drop-off hours (8am-9am) in term time, and would apply with no exemptions. This would codify the informal one-way system that has already been communicated to Pembridge and Wetherby parents (but which is currently unenforceable on the general public). The restrictions could easily be signposted through the use of temporary, freestanding ONE WAY and NO ENTRY signs, which school staff could put in position each morning (under the current School Street proposal, staff will bring out and man barriers, so this will prove no greater lift than that which is currently proposed).

This solution would apply without exemptions, and will solve the issue of gridlock around the Square, improving traffic flows all reducing congestion and idling, whilst not creating the false sense of security so common with School Streets. It would not create a “rat run” along that section of road; there are already ample speed bumps along that section.

## CONCLUSION

In conclusion, whilst I understand the concerns about traffic and safety, I believe the School Street proposal is not the solution. Instead, a one-way system along the South stretch of Pembridge Square would be a more effective and practical solution, and can be achieved under a ETO just as a School Street can. I would urge the Council to consider this alternative.

### **Objection – Fifty-Six**

Objection to proposal and suggesting an alternative

I am writing with regards to the above proposal.

I am a parent with two daughters attending Pembridge Hall School and have witnessed first hand the traffic congestion on Pembridge Square for the past few years.

I agree that the system needs to change, but I don't believe a school street is the answer.

A lot of children commute from further away which requires a car drop off. Whilst some parents might be able to walk or take public transport, I suspect it will be very few.

Therefore all that will happen is that the surrounding streets will become extremely busy with parents trying to find pay and display bays to then escort their children to school, as they are primary schools and the children are too young to walk themselves unaccompanied.

The schools have wardens who open car doors and help children out of the car, so a one way road system would be far better as it would allow parents to drop and go quickly, without disrupting nearby roads.

Pembridge Square has so many roads leading into it that a one way system wouldn't be problematic from what I can imagine.

Please therefore reconsider your school street proposal and implement a one way system instead that won't make school drop off challenging for parents who don't live nearby.

**Objection – Fifty-Seven**

[NO COMMENT]

**Objection – Fifty-Eight**

[NO COMMENT]

**Support in Part – One**

I think the whole square should be closed! But I'm so pleased something is finally being done!

**Support in Part – Two**

Agree something needs to be done. Has the option to make the square a one way for traffic been considered? Most of the traffic is due to the narrow roads and cars from both lanes trying to make their way through.

**Support in Part – Three**

Making the south side of the square one way during school drop off/pick up times would be a much better solution. Closing the block in front of the school will only move the traffic jam to the north side of the square, where everyone will fight for parking spots. In this community, people will still drive- very few will walk or bike instead.

**Support in Part – Four**

Great idea to stop people driving to school. But the plans will essentially result in parents parking the other side of Pembridge Square, and down Hereford Road and Pembridge Place. Its a very short walk from the other side of the square: it won't put anyone off driving. Moreover, residents near the school have always known the school was there ... but now those who chose to live elsewhere will be disrupted.

**Support in Part – Five**

I agree that something needs to be done, and I am open to this or a one-way system around the square.

A street closure may encourage more cars onto the surrounding roads and make it harder to cross.

I would like to see the introduction of more zebra crossings to enable those with children to cross the roads safely.

If a one-way system is not possible, then I agree that this is the best solution.

**Support in Part – Six**

If implemented, the restriction must be extended to cover Ossington Street. The street is very narrow and already congested on school mornings. This will only increase significantly if the remainder of Moscow Road is closed as people will use Bayswater Road to Palace Court to Ossington Street back to Bayswater Road as a loop.

People will inevitably stop to unload while turning into Ossington Street (this already happens to a lesser extent now) which will lead to traffic blockages.

**Support in Part – Seven**

I am concerned that the school street closure will push the problem of parents blocking Pembridge Square onto blocking Pembridge Gardens and the north side of Pembridge Square

**Support in Part – Eight**

I am very concerned at the enormous amount of congestion this will cause on Pembridge gardens. This is a relatively narrow street and passing is difficult and we already have school parents double parking and parking illegally for drop off. This is will massively increase.

I would like to see strict policing of this - a traffic warden ideally - to ensure this doesn't happen. What is the plan if it does?

Otherwise the very issues we see on Pembridge square will just be moved to Pembridge Gdns and the north side of the square.

Maybe parents could be encouraged to send their children to their local state school, that they can walk to, rather than getting into their enormous cars and driving across London.

**Support in Part – Nine**

Fully support principle of school street here. The road and immediate area is heavily congested due to school traffic which is unnecessary given the catchment areas of the schools.

School street needs to be implemented both in the mornings and afternoons when school finishes. The afternoon pick up time is

equally congested and needs action please.

School streets need to be CCTV enforced. While volunteer model helps introduce school streets and provides a visible cue for people to realise what is happening the learning from elsewhere is this is unsustainable. This is probably why an AM only school street is proposed.

It would have been helpful if the Notting Hill Gate Action Plan (in the works for nearly 3 years) had been progressed as the proposed filtering of Pembridge Gardens would enable you to easily bring both ends of the square into the school street proposal.

The Pembridge Gardens end of the square will need strict enforcement as it is already a problem junction with parents stopping in the road, parking illegally parking, obstructing the road and causing issues for cyclists and pedestrians trying to navigate the very wide junction.

Hereford Road end will also require strict enforcement as it is also currently regularly obstructed by parents illegally parking and stopping.

There should be special bays created for the numerous school coaches that regularly park along the road obstructing the carriageway. Suggest some residential bays are freed up for time restricted coach parking.

Notting Hill Gate Action Plan could have helped with the implementation of a wider SS

Pembridge Gardens and Hereford Road need strict enforcement - current parking hotspots

Coach parking outside the schools

### **Support in Part – Ten**

I live on the corner of Pembridge [REDACTED] and Pembridge [REDACTED], the side of the square [REDACTED] the two schools. We are plagued each weekday morning and afternoon by an invasion of ludicrously oversized vehicles, so I'm happy that you're addressing the situation.

But if the current proposal is implemented, ALL of the school traffic and ALL of the through traffic will be funnelled across the front of our building. I can foresee a line of stationary vehicles belching pollution and sounding their horns as drivers try to park in the



square and turnings. It will make an already miserable situation hellish!

Why not instead close our side of the square and keep the other side open? With two schools and one hotel, there are fewer residents there and also no side turnings to attract parking. Since the schools are causing the problem, let them endure the increased traffic! Why should we suffer even more?

Close the other side of the Sq (PS/P Villas)

### **Support in Part – Eleven**

I live in Pembridge Gardens so am not directly affected. But sometimes I have to park in Pembridge Square. Would I be unable to drive my car in or out of the Square between 8-9 a.m?

My answer to Q. 3 below depends on the answer to my question above, so I must answer "Don't know" to Q. 3, for which there is no provision in this survey.

Wasn't sure on which residents were exempt

### **Support in Part – Twelve**

I support the scheme in principle - I cycle through the square every morning to work and often find the square completely blocked by large cars, double parked, dropping off children. Other children and parents walking or on their bikes are at risk of being hit by people driving cars pulling out suddenly, or opening their door without checking for other road users. I have nearly been hit numerous times. I don't want to have to avoid using the square due to other people's anti-social behaviour. Pembridge Square is a residential street that should be much safer, cleaner and quieter than the busy Bayswater Road.

My concern is that closing this road in the morning will just displace the people driving and parking their cars onto other residential roads, including the North side of the Square which already suffers from congestion on weekday mornings.

I would like to know how Council Officers plan is to stop this from happening, and ultimately, encourage more parents to take their children to school by public transport, cycling, or walking.

**Support in Part – Thirteen**

Whenever possible, children should walk to school.

If not, i would suggest a one-way system for Pembridge Square - with limited parking spaces outside the schools with dedicated staff to help “unload” children, NOT allowing drivers to get out of their car. This system works very well in Australian and American schools where children travel from afar. But absolutely necessary the queue keeps moving.

**Support in Part – Fourteen**

While I welcome a restricted zone, I don't think it will work as it is currently designed. Parents and carers will simply park (illegally as is often done today) on the other side of the square or up on Chepstow Place thus creating major problems on those roads. If one of the aims is to encourage more trips by walking, then the zone has to be expanded.

**Support in Part – Fifteen**

Should be larger section as traffic will just build in nearby streets instead.

**Support in Part – Sixteen**

My car has been repeatedly damaged by school drop offs. It's impossible to get a taxi for airport transfers (integral to my work). This is really necessary, thank you. The road is a one way street when cars are parked both sides, I would suggest it should also be one way system around the square.

**Support in Part – Seventeen**

I have no strong views whether for or against, although I am dubious that the stated objectives will be achieved, namely

- Reducing impact on residents living close to the schools
- Making it safer and easier for families to walk or cycle to school
- Improving local road safety and air quality

At the moment, through traffic avoids the school-related congestion on the south side of Pembridge Square by using the north

side of the square. Closing the south side of the square will move the parents' cars onto the north side of the square to mingle with the through traffic, creating congestion anew. Furthermore, the cars will have to be parked for longer as the walk to school will be longer, exacerbating the congestion

The impact on local residents and the poor air quality will still be there, but now it will be those on the north side rather than the south side who are affected.

If it is decided that the scheme should go ahead, allowing parents to park and then walk north to south across the garden square would be a useful short cut to Wetherby School (the gate is immediately opposite the school) and a safer route to Pembridge Hall School. It will reduce the walking time and therefore the dwell time of Wetherby parents' parked cars, reducing congestion. It may also improve local road safety.

#### **Support in Part – Eighteen**

There is an equal problem with pick up times , even though they may be staggered , and possibly the traffic and waiting vehicles is even worse during the afternoons from what I have experienced over the years when I walk or cycle along these roads . Because of the crowds that build up waiting to collect children it is virtually impossible to even walk on the pavement within the school zones . So hence to close the road both in the morning and the afternoon is essential . I do hope there will be strictly enforced restrictions on parties seeking exemption from this proposed order . There is excellent public transport serving this area within a seven or eight minuit walk of the schools for buses or underground .

#### **Support in Part – Nineteen**

Your letter refers to "traffic congestion in Pembridge Square and the surrounding streets." As a resident of the square and one of these surrounding streets, I can state unequivocally that the current congestion is already unmanageable. The situation during the morning drop-off and afternoon pick-up is chaotic. Cars double-park, engines idle, driveways are blocked make it a daily ordeal for those of us who live here.

While we fully understood the proximity to local schools when we moved to the area, the level of disruption caused by school traffic has steadily worsened, and we already bear the brunt of it. Blocking off the south side of Pembridge Square will not reduce traffic, it will simply displace it, funnelling more vehicles into the already overloaded surrounding roads. The so-called "quick drop" will turn into parents parking wherever they can, often illegally or inconsiderately, and walking their children into school. This already happens every day and will inevitably get worse under the proposed scheme.

On many mornings, we are unable to access our own property due to vehicles parked across our gates. Often, these are left with hazard lights flashing while the driver is away at the school. This is not a minor inconvenience, but rather it's a complete disruption to our daily lives. One morning we were leaving to take our child for an MRI and someone had blocked the gate as they dropped their child to Pembridge Hall and we had to wait 15 minutes for the lady to move her car so that we could get out of our driveway - we were late for the appointment and had to wait for them to fit us in. What if there was an emergency and we had to rush one of our children to the hospital?

The suggestion that "school staff would manage physical barriers" is simply not a realistic solution. When we approached them, the schools claim that this is not their problem! From what I've read of similar schemes, this approach is inconsistent at best and ineffective in dealing with spillover issues in neighbouring streets. At the very least, if the Council is determined to proceed, then a traffic warden or Street Enforcement Officer must be present during all closure hours. Their role should be to ensure that any parents who insist on driving park legally and do not block driveways or disrupt access to private homes. Why not try this first without the road closure?

I also urge you to follow the model used in other schemes by implementing this only as a trial period, with a formal review and consultation built in. Residents deserve the opportunity to assess whether any enforcement measures are actually being followed and whether the scheme is reducing and not worsening the impact on the neighbourhood.

**Support in Full – One**

Totally in favour

**Support in Full – Two**

A very GOOD idea.

**Support in Full – Three**

I walk and cycle through this area at least 7-10 times a week, often at school pick up and drop off time, and it is indeed very busy. Parents/ drivers/ nannies parking outside the school make it hazardous for cyclists, and many of the cars have idling engines!

**Support in Full – Four**

I fully support the School Street closure in Pembridge Square and Moscow Road between the hours of 8 and 9am, Mondays to Fridays during term time. I would go as far as to say that I would like there to be additional closure between 3 and 4pm (school pick-up time). The school traffic causes a huge amount of congestion, not to mention making it difficult for residents to park during drop-off/pick-up time and compromising safety for residents (and school children!) trying to cross the roads during these times because of the additional traffic.

**Support in Full – Five**

Wonderful idea - fully support

**Support in Full – Six**

The current arrangement is unsafe and is heavily abused

**Support in Full – Seven**

As a parent of two children (one at Wetherby and one at Pembridge) I think this is a very good idea. We come to the schools by bus and more parents should be encouraged to use public transport wherever possible.

**Support in Full – Eight**

HUGELY support this scheme. We walk to school everyday and struggle with road crossing / cars parked over lowered pavement areas designed as areas for pedestrians / mobility challenged to safely cross. It would also be hugely environmentally beneficial. Much needed and I cannot emphasise how much we support this incentive as a family

**Support in Full – Nine**

It's an excellent idea as it is complete chaos on that street in the mornings.

**Support in Full – Ten**

Great idea!!

**Support in Full – Eleven**

As a parent who walks to school with my daughter every morning, there is, unfortunately, not a day when I don't witness a dangerous driving situation in the immediate proximity to the school. The safety of the children (and parents and carers) has got to come first.

**Support in Full – Twelve**

It would also be great to have some zebra crossing in that area!

**Support in Full – Thirteen**

You should do the same for the afternoon 3-4

**Support in Full – Fourteen**

The traffic around the square in the morning at drop off time makes it virtually impossible to cross without putting oneself or someone else in danger. This proposal would address this problem entirely and make the walk over to school safe and enjoyable rather than stressful and harrowing. I really hope this proposal will be accepted and implemented. As soon as possible!

**Support in Full – Fifteen**

I think this is a very good plan. I see that section of road daily. I live 50 metres from the Square. Impassable and potentially dangerous for all users including children. I drop off two children at other schools on foot daily so I know the form.

**Support in Full – Sixteen**

I would also like it in the afternoon from 2-4 pm

**[FOLLOW UP VIA EMAIL]**

Hello, I am a Pembridge Square resident and have been longing for the restrictions you are proposing for Pembridge Hall and Wetherby schools drop off. The parents of these schools are the worst offenders for safety, often double parking and creating terrible noise pollution with horns, as well as dangerous driving.

I am wondering why you are only proposing to restrict traffic during 8-9 a.m., as there is also terrible congestion from 2-4 p.m. when the schools are finishing. Please could we add this extra afternoon window to the proposal as it will make our streets infinitely safer and more pleasant?

**Support in Full – Seventeen**

Some drivers, even those driving their own children to our school, can be too aggressive and crossing the roads have been a complete nightmare (and a hazard!) during school drop off and pick up times.

**Support in Full – Eighteen**

As long as this doesn't result in cars using the north side of Pembridge Square, the southern end of Chepstow Place and the junction with Pembridge Gardens as alternative places to block the road while dropping off their children, ie it needs to be well "policed".

**Support in Full – Nineteen**

Yes!! It's about time. Drivers stop on the zigzags, cause congestion and basically ruin the morning for the majority of people who aren't using a car (whether to get to school or elsewhere).

**Support in Full – Twenty**

The square is extremely busy during school drop off hours, it is very difficult for children, parents and residents to cross safely. If the current setup continues as is there will be an accident, I myself have almost been hit by a car.

**Support in Full – Twenty-One**

We think it is a great idea - but we would also like to see in the afternoon at pick up time.

**Support in Full – Twenty-Two**

Dear RBKC Team,

I am writing to express my full support for the proposed School Street closure in Pembridge Square and Moscow Road. As a parent who Monday to Friday drops children off at school in this area, I have experienced first-hand how challenging and chaotic the current traffic situation can be. The volume of cars entering from both directions creates severe congestion, which not only causes unnecessary delays but also raises serious safety concerns. It's an incredibly stressful experience for both parents and children alike.

Introducing a School Street closure would significantly reduce the risk of accidents, ease traffic congestion, and create a calmer, safer environment around the school during peak times. I strongly believe this measure will contribute to the well-being of the children and improve the overall school run experience for the community.



Thank you for considering this much-needed initiative.
<b>Support in Full – Twenty-Three</b> I strongly support the proposal to introduce a School Street around Pembridge Hall/ Wetherby School from 8am-9am weekday mornings during term time to help support the safety of children and families
<b>Support in Full – Twenty-Four</b> You may also want to consider if the north side of the square will become impassable under the proposal, and include it too?
<b>Support in Full – Twenty-Five</b> I have witnessed several near misses involving children crossing the road as well as a number of minor accidents during the heavy congestion period in the morning.  Purely in the interest of child safety, measures must be taken to close the road temporarily. And I fully support the proposal.
<b>Support in Full – Twenty-Six</b> I fully support this proposal as action is needed to address the daily unacceptable situation on those roads.  I have seen the school street extends on the eastern end of Pembridge Square. This is really needed on the western end as well as this section is regularly blocked by parents dropping off to avoid the congested school street. Large SUV stop illegally, block the junction and increases hazard for cyclists and pedestrians crossing what is a very wide junction.  This have concerns about relying on volunteers, this has proven as gov elsewhere in local area.  Barriers need to enable easy access for cyclists please  SS should be extended to western arm on PS
<b>Support in Full – Twenty-Seven</b>

I am VERY pleased the school is taking this seriously as I have seen too many children nearly mowed over countless times and I am shocked the school has ever operated without this (mostly by unprofessional Amazon delivery trucks who have no idea how many school children are afoot and are extremely reckless in their driving). I want to make SURE there are REAL physical barriers during drop-off otherwise I fear the same delivery trucks will still pass through and just hope they don't get a ticket (is it possible to get camera enforcement? This seems very effective for drivers in London). I would have preferred this at pick-up as well and would strongly urge the council to consider this. But BRAVO for finally doing something about this. It's normally so congested anyway I am shocked people don't understand it's to be avoided anyway (but again, these are inexperienced delivery drivers or food delivery scooters who do not understand London streets very well).

As a parent I NEVER drive in the red area anyway because it's dangerous to the kids and congested anyway, so this will not impact me or my children at all (and any parent who tells you otherwise should seriously be questioned why they feel it's inappropriate for them to walk the 20 - 30 feet they're being asked to walk in order to protect children and our community). There are of course many people with drivers that are used to curbside service, but I pray they have the good sense to not complain about this.

#### **Support in Full – Twenty-Eight**

I believe that this proposal would solve a long-standing problem regarding air pollution, and unpleasant congestion surrounding Pembridge Square.

It may also help the children to better understand these important issues.

#### **Support in Full – Twenty-Nine**

Aside from the residents being able to come and go as they wish, the potential for a terrible accident involving a car and a child will be significantly reduced.

#### **Support in Full – Thirty**

It is an excellent idea

**Support in Full – Thirty-One**

The current state is intolerable. It is dangerous to people using the Square as result of high traffic . In addition residents cars in the street are often damaged . My car has been damaged to greater or lesser extent on excess of ten time in the last ten years

**Support in Full – Thirty-Two**

What a great idea. I often walk past these schools during drop off time, and there is often high volumes of vehicles blocking the road for drop off and children trying to cross. A high proportion of these vehicles are SUVs and 4x4s.

The cycling provision in the area is excellent so walking and cycling is a much safer and environmentally friendly solution.

**Support in Full – Thirty-Three**

I have been asking the council to make the square a one way system... as the huge cars nowadays causes traffic jams .. also the coaches . I haven't been given a sensible reason as to why not

**Support in Full – Thirty-Four**

Dropping off time in the morning is not too bad, as the parents drop and go. The afternoon is a nightmare from about 3pm to 4.30 pm. Cars drive in and LINGER sometimes for as much as an hour, or even longer, depending on after school activities.

I have a disabled permit and frequently have to park in the afternoon in Dawson Place or or other location involving what is for me a long walk.

Not only that but very large cars are trying to go in both directions. Could this stretch not be ONE WAY at least for the afternoon period.

In fact I would support the whole Square being one way all the time as is Kensington Square.

**Support in Full – Thirty-Five**

I fully support the School Street closure in Pembridge Square and Moscow Rd between the morning hours 8-9am, Mondays to Fridays during the school term time and if possible the additional closure in the afternoon between 3-4pm (during the school pick up time).

The school traffic causes a huge amount of congestion, compromising safety for school children and residents trying to cross the roads and navigate between cars. Not to mention making it impossible for residents to park during the drop off/pick up time as school parents/ taxi cars/busses illegally park in residential parking spaces.

With the school traffic jams situation getting worse and worse every day, it's just a matter of time when somebody will get injured and NO emergency response vehicle will be able to get through and provide crucial medical assistance on time.

Are we going to wait when some unfortunate accident happens before we take an action or are we going to be proactive and implement the proposed closure as soon as possible to keep all school children and residents safe?

### **Support in Full – Thirty-Six**

I strongly support this plan. But it needs to go much further. For a start it should operate both in the morning and in the afternoon. The same problems arise at both times.

Volunteer barriers are useful but there should also be CCTV

The area needs to be enlarged. The western end of Pembridge Square must be included as well or else the problem is just shunted to the other end of the Square.

The worst junction is Hereford Road/Moscow Road (I know as I use it most days on my bike to work am and pm). This needs more thought.

School coaches are also a problem.

PLEASE put a bollard or something in the centre of the junction at the south eastern end of the square. At present the junction is very wide and cars, taxis, vans and motor bikes all sweep around from the Moscow Road side going south and cut off the corner. It is very dangerous for ALL traffic coming from Chepstow Place to that junction, but particularly dangerous for us cyclists. Please protect us!

There are far too many delivery motorbikes who race up and down the square. They need to be controlled.

### **Support in Full – Thirty-Seven**

I am a huge supporter of school streets as measures to reduce air pollution and improve safety for children and other road users and to promote health and wellbeing.

It's great to see this being advocated for. I would like to see it go further to include a school street at the end of the school day as well as the beginning. This would be a great start but in my experience school streets have limited longevity if reliant on volunteers so ideally CCTV needs to be used to reduce dependence on staff and parents. It's not an easy job when sadly people face abuse from drivers who feel measures like this are merely a barrier to their day.

This is a particularly busy area dangerous for cyclists and high levels of traffic. So whilst there is a desperate need for measures such as school streets, careful consideration is needed to ensure it's success, particularly in the early stages as people get used to changes and initial disruption. It would also be great if the area could be reviewed generally in terms of congestion, cycle safety and potential for making the square one way.

### **Support in Full – Thirty-Eight**

This scheme is long overdue and will start to chip away at what has been a lethally dangerous bottleneck for years. The amount of traffic generated by a few parents at these schools has long needed tackling; the taxis and parents who loiter outside the school at pickup and drop-off are a danger, blocking the whole road, reducing visibility for children crossing, and leaving engines idling and polluting young lungs.

This route is part of my commute and I have on more than one occasion had near misses on either side of the square. I do believe this scheme will cause parents to change their behaviour, and most importantly make the immediate exit from school safer for the children who go there.

I would like to see the scheme extended to cover school pickup times as well (3pm-4pm) as this is an equally dangerous time on this part of the square. It would be preferable to operate the scheme with automatic barriers, as opposed to manned barriers, in my opinion so as to ensure that good enforcement is taking place. This seems to work well at Colville Primary School.

**Support in Full – Thirty-Nine**

I am a parent who does school drop off every day starting at 53 Pembridge Villas

**Support in Full – Forty**

This is a very good idea. Cars stream through Pembridge Square as a short cut avoiding Notting Hill Gate. It is not easy to cross Moscow Road at this time of day.

**Support in Full – Forty-One**

This is used as a rat run for cars avoiding Notting Hill Gate. It is dangerour trying to cross Moscow road as cars swing round the corner from Pembridge Sq.

**Support in Full – Forty-Two**

I support this proposal, currently there is a great deal of noise pollution on the pembridge road during school opening hours which has caused great inconvenience and disruption to my movements.

**Support in Full – Forty-Three**

Hi, I live [REDACTED] houses away from the school and the traffic is something to behold. In the morning, sometimes I get stuck waiting for all the mother in their land yachts clogging the street, parking illegally and generally unable to navigate the street with 2 way traffic but room for only 1 car width with their driving capabilities. Now, lets introduce the giant school busses into the equation that definitely block the street and all these people now need to do U turns to retreat to where they came from - a total mess to say the least. I generally return from work at 16:00 and find all of our residence parking occupied by the same mothers idling their cars, taxis or chauffeurs doing the same, just waiting for all these curtain climbers to be released from the school. On many many occasions I have to park 2 blocks away due to this unreasonable congestion caused by the rich lazy people that insert their children into these schools. There needs to be a rational solution to this mess, restrict cars all together, make these lazy people ride bikes or walk to school. This cant go on especially that the school is trying to increase enrolment. I frankly don't give a damn that these people have money, that annoys me even more that their entitlement takes priority - NO ! ! ! ! Fix it now.

**Support in Full – Forty-Four**

I am a resident of [REDACTED] Pembridge Square, the building next to the schools at [REDACTED] PS. I would like to comment on the proposed pedestrian/ bicycle zone which I much welcome and fully support.

The southern side of Pembridge Square experiences a daily travel chaos that is not only a nuisance for residents but also very dangerous for pedestrians. Unfortunately this chaos doesn't only unfold at drop-off times during the mornings but as well - or even worse - during pick-up times in the afternoon. In the mornings most of the parents simply drive by, an assistant of the school receives the children at the curb, and the parents leave the square. While this morning drop-off procedure creates considerable congestion because of the sheer number of parents and cars, the pick-up procedure where parents need to be waiting on the pavement in front of the schools to receive their children when they emerge from the building, creates utter mayhem for a protracted period of time.

My suggestion would be to consider creating a pedestrian/ bicycle zone during afternoon pick-up times as well.

The traffic problem the Council tries to address here points to a larger issue, namely of the poor planning judgement of letting a school of this size inhabit a residential square and should make the planning committee reconsider whether it is appropriate at all.

**Support in Full – Forty-Five**

I am a resident on Chepstow Crescent and will have a son and daughter attending school in the Square.

I have reviewed your proposal to make the square a vehicle free zone from 8-9 and am writing to wholeheartedly support this initiative.

Providing a safe area for children to enter and leave school, with minimum disruption of vehicles, pollution and congestion should be the priority.

My only suggestion is should the limitation apply to the whole square to prevent cars building up on the other side of the square causing congestion for residents and unnecessary blocks?

## **Support in Full – Forty-Six**

Dear RBKC team, please accept this email as a response to the published consultation on behalf of "Better Streets for Kensington and Chelsea", a community group representing local members who live and work in the borough.

### **Better Streets for Kensington and Chelsea – Response to Pembridge Square School Street Consultation**

Better Streets for Kensington and Chelsea strongly supports the proposed School Street on Pembridge Square. We welcome the Council's recognition of the urgent need to reduce motor traffic and improve safety and air quality around Pembridge Square and Moscow Road which forms part of one of the few designated cycle ways in the borough and is part of the TfL cycle network. We commend this positive step toward creating a healthier, safer environment for children, parents, and residents.

### **Why We Support the Proposal**

#### **1. Protecting Children's Safety**

The schools located around Pembridge Square and Moscow Road are located on a narrow, residential square with limited parking. At school drop-off and pick-up times, the area becomes heavily congested, with idling vehicles creating hazardous conditions for children walking or cycling. Vehicles are also blocking "school keep clear markings", crossing points, obstructing visibility at junctions and often failing to give way when trying to overtake vehicles at such locations. A School Street will significantly reduce the volume of through traffic during peak times, reducing the risk of collisions and creating a calmer, more predictable environment that can only enable greater active travel to and from school.

#### **2. Cleaner Air for Healthier Children**

Exposure to air pollution, particularly from vehicles, is known to have serious health impacts on young lungs. Enabling a car-free environment outside the school at key times will reduce children's exposure to harmful emissions. This is an important public health measure, especially in a borough with some of the highest pollution levels in London. Around Pembridge Square and Moscow Road vehicles are observed daily idling as well as traffic sitting for extended periods of time due to congestion caused by school traffic.

#### **3. Encouraging Active Travel and Reducing Congestion**

School Streets encourage families to walk, cycle, or scoot to school—habits that improve health and wellbeing, reduce



congestion, and build community. They also benefit local residents by reducing noise and traffic stress, and support RBKC's commitments to its Climate Emergency strategy and Transport Plan.

#### 4. Proven Success in Other Locations

School Streets across the borough and more widely across London have already shown their effectiveness in improving safety, reducing pollution, and shifting travel behaviours. Local examples of well implemented schemes demonstrate that these schemes are not only popular but transformative.

#### Recommendations

We encourage RBKC to:

- Ensure robust enforcement using ANPR or similar measures to make the scheme effective. The approach to using barriers with volunteers is a good approach to launch a school street as it is highly visible and will help people become familiarised with the school street and adapt their behaviours. In the medium to long term ANPR enforcement is needed to ensure sustainability as feedback from other schemes in RBKC has shown it difficult to maintain a volunteer rota, volunteers have experienced abuse and inevitably some school street enforcement has become ad hoc.
- Provide clear signage and advance communication to ensure parents and residents are well-informed.
- Operating hours need to be for both school drop off and pick up times. The issues consistently raised over the last 5 years about congestion, pollution, hazardous roads and noise are equally an issue in the afternoons at school pick up times. Implementing an AM only school street is a half job.
- It is noteworthy that if the Notting Hill Gate action plan has been progressed the western end of the square could have easily been included in this scheme just as the eastern end has been. It is important to note that at both ends of the square school traffic is already an issue with parents parking and stopping to avoid the grid lock on the main square. Pembridge Gardens and Hereford Road will need measures to address such issues and prevent worsening situations. We would encourage progress on the NHG action plan and progress the proposed filtering of Pembridge Gardens to complement this proposal.
- A plan needs to be developed with the schools to manage their coach/bus traffic which often coincides with drop off and pick up times. Coaches regularly block the narrow roads on the Square and adjacent roads worsening congestion and increasing the

hazards to those cycling on what is a TfL designated cycleway. Coaches servicing the Wetherby School are also observed parking on pavements notably on St Petersburg Place as well as blocking "school keep clear" markings at times when stopping is restricted.

- Outside of school drop off and pick up times, two way traffic around the Square is problematic, given the southern side forms part of a cycle way we would ask consideration be given once again to making Pembridge Square on-way with contraflow cycling facilitated.
- Monitor and publish data on traffic reduction, air quality, and active travel uptake post-implementation

We believe that the Pembridge Square School Street will bring lasting benefits to the local community and represents a vital step toward safer, healthier streets in Kensington and Chelsea. Better Streets for Kensington and Chelsea is pleased to support this initiative and looks forward to its implementation.

#### **Support in Full – Forty-Seven**

Please accept this email as documentation that I approve of the proposed street closures around Pembridge Square during term time. I believe these closures would make the entry to school much safer for all children and adults taking their children to school and would improve morning congestion around the area.

#### **Support in Full – Forty-Eight**

I support the proposal.

#### **Support in Full – Forty-Nine**

I support the proposal.

#### **Support in Full – Fifty**

[NO COMMENT]

<b>Support in Full – Fifty-One</b> [NO COMMENT]
<b>Support in Full – Fifty-Two</b> [NO COMMENT]
<b>Support in Full – Fifty-Three</b> [NO COMMENT]
<b>Support in Full – Fifty-Four</b> [NO COMMENT]
<b>Support in Full – Fifty-Five</b> [NO COMMENT]
<b>Support in Full – Fifty-Six</b> [NO COMMENT]
<b>Support in Full – Fifty-Seven</b>

[NO COMMENT]
<b>Support in Full – Fifty-Eight</b> [NO COMMENT]
<b>Support in Full – Fifty-Nine</b> [NO COMMENT]
<b>Support in Full – Sixty</b> [NO COMMENT]
<b>Support in Full – Sixty-One</b> [NO COMMENT]
<b>Support in Full – Sixty-Two</b> [NO COMMENT]
<b>Support in Full – Sixty-Three</b> [NO COMMENT]

<b>Support in Full – Sixty-Four</b> [NO COMMENT]
<b>Support in Full – Sixty-Five</b> [NO COMMENT]
<b>Support in Full – Sixty-Six</b> [NO COMMENT]
<b>Support in Full – Sixty-Seven</b> [NO COMMENT]
<b>Support in Full – Sixty-Eight</b> [NO COMMENT]
<b>Support in Full – Sixty-Nine</b> [NO COMMENT]
<b>Support in Full – Seventy</b> [NO COMMENT]

<b>Support in Full – Seventy-One</b> [NO COMMENT]
<b>Support in Full – Seventy-Two</b> [NO COMMENT]
<b>Support in Full – Seventy-Three</b> [NO COMMENT]
<b>Support in Full – Seventy-Four</b> [NO COMMENT]
<b>Support in Full – Seventy-Five</b> [NO COMMENT]
<b>Support in Full – Seventy-Six</b> [NO COMMENT]

**No Opinion – One**

I do have an opinion but I would like to defer to what Pembridge and Wetherby Heads think as they know the issue best than most.

I think it will be safer for children and also remove some controversies I often see between parents or between parents and other drivers.

I do have a concern that it will cause congestion on the side streets. We live within the Borough so can park in the area but I believe those who do not have the relevant residence parking permit will also do this and cause issues for other residents and those with legitimate permits.

I would recommend that parking wardens maybe be in the area to make sure, mainly the residential areas, are not being used by non-residents as this may cause further issues going forward.

**No Opinion – Two**

I am concerned that those dropping off at the schools will seek to drop off at the road closures/barriers and block off the junctions of Pembridge Gardens, Chepstow Place and Moscow Road, messing up all other traffic and making a bad situation worse. At the moment whilst the situation is not ideal, traffic can flow up and down Pembridge Gardens and Pembridge Place and along Ossington Street - it is likely these roads will be badly affected. The abuse of the yellow zig zag "keep clear - school" bays where parents pull in to drop off and school staff open car doors to let children out, is likely to merely move to each of the 3 barriers causing more traffic jams. In addition those residents who live on the 'open' side of Pembridge Square and surrounding roads will find their lives become a misery due to parents double parking, rather than parking properly (or not driving at all).

Parents say they are asked to drive in a clockwise direction around Pembridge Square and that the traffic flow gets messed up because vehicles seek to drive in an anti-clockwise direction along the school side of Pembridge Square. A better solution would be to let the schools employ two people at the junction of Pembridge Square and Pembridge Gardens with a sign requesting drivers do not drive along the school side of Pembridge Sq - effectively making that strip of Pembridge Sq voluntarily one way between 8-9am. A modern day version of a lollipop lady. The Council was the first to introduce contra-flow cycling and remove excess traffic signage, perhaps they can look at what options they could introduce here on a temporary basis as a pilot.

If we are to encourage more walking to and from school, then we also need to look at making crossing some of the neighbouring roads safer -

1. A zebra crossing should be added for all pedestrians at the junction of Moscow Road and Chepstow Place to enable a safe crossing at this busy junction, irrespective of school use. This would also help manage the traffic and school drop off for Pembridge Hall on Moscow Road.

2. Could a raised table to assist crossing be added to Pembridge Gardens, as again this is an awkward corner for crossing on foot as you need to look three ways for traffic.

#### **Other Comments**

We currently have an exemption in RBKC school streets details of which are enclosed. Please can you confirm if the same principles will apply with this scheme?



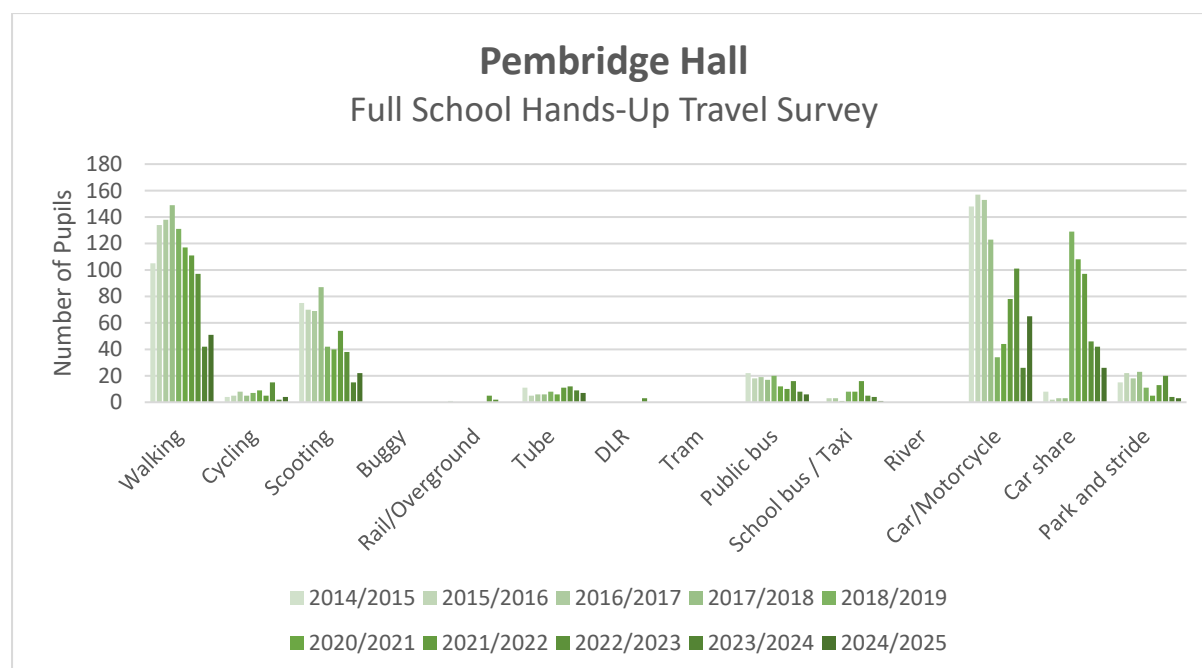
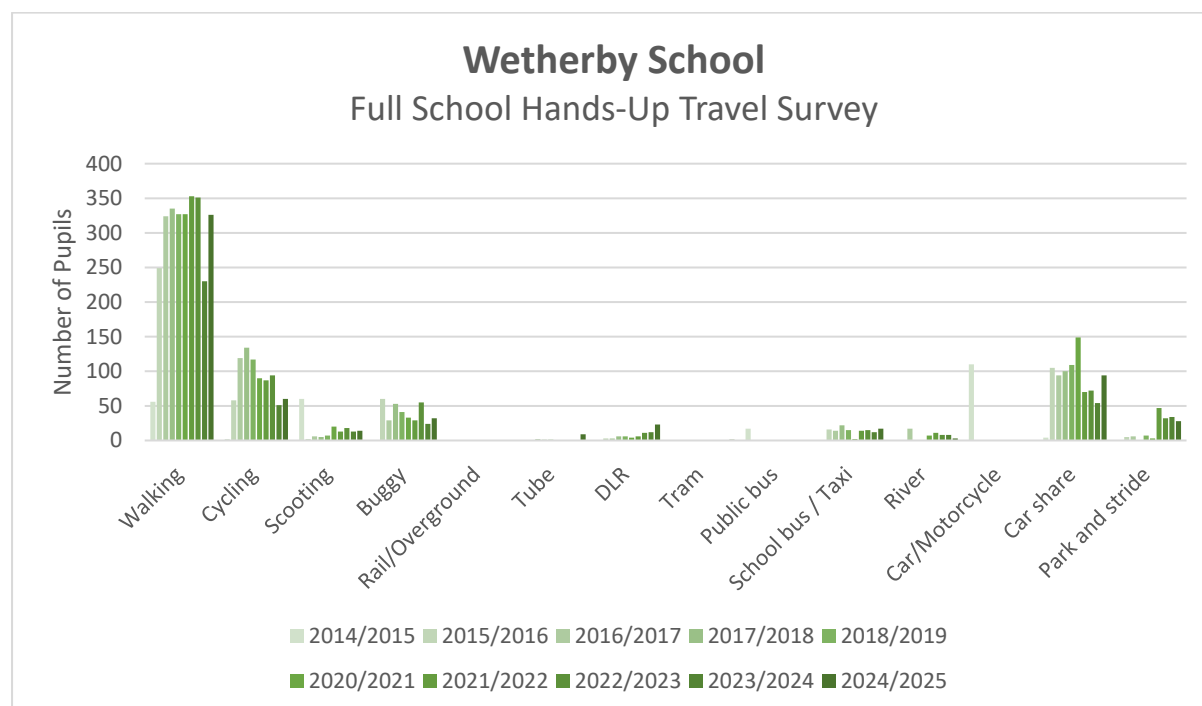
## Appendix B: Responses to the Westminster City Council (WCC) traffic order consultation

Could you please confirm:
(a) Are the staff who will be operating the physical barriers trained / authorised to stop / direct traffic – for example, how will they deal with a driver who does not wish to comply with the prohibition?
(b) What type of physical barriers will the staff be operating – are they temporary barriers as per Chapter 8 / Red Book?
(c) How are the motor vehicles prohibited signs (to diag. 619) going to be enforced – will this be by camera?
Please can you confirm Veolia will be permitted to access into this pedestrianised zone to carry out waste and recycling collections. If so, then there will be no issues with waste collections or street cleansing.
We currently have an exemption in RBKC school streets and Wandsworth.
Please can you confirm if the same principles will apply with this scheme?
My family and I live in Prince Edward Mansions on Moscow Road.  We strongly support this proposal as the situation every morning is chaotic.  We also have the following suggestions:  (a) A dedicated step free pedestrian crossing is created at the corner of Chepstow Place and Moscow Road as that is a dangerous crossing with cars speeding round the corner.  (b) The sports coach that is used by one of the schools and is parked opposite of our building also often blocks the street causing congestion so it would be good if it parked elsewhere. In fact, dedicated parking should be identified for drop-offs otherwise this may cause issues elsewhere.  (c) Deliveries need to be forewarned that the street is closed 8-9am.
As a resident of Pembridge Square, I am pleased to read the Traffic Management Proposal to close parts of Pembridge Square and Moscow Road to reduce congestion during school drop offs.  I am however mindful of the fact that the distance from the end of the proposed School Street on the east side of Pembridge Square is very close to the schools. As a result, I believe that this will only lead to a relocation of traffic to Chepstow Place. I would therefore encourage you to expand the School Street on the east side truly encourage parents to choose other forms of transportation.

## Appendix C: Mode-share breakdown for Wetherby School and Pembridge Hall School

Both Wetherby School and Pembridge Hall School undertake full school travel surveys as part of their TfL Travel for Life accreditation (formally the TfL STARS accreditation). The data provided does not include every pupil, due to absences and only reflective of the school's capacity at the time. The number of pupils on roll differs each year. A survey was not undertaken for the 2019/2020 school year due to the Covid-19 pandemic.

### Full school travel survey data:



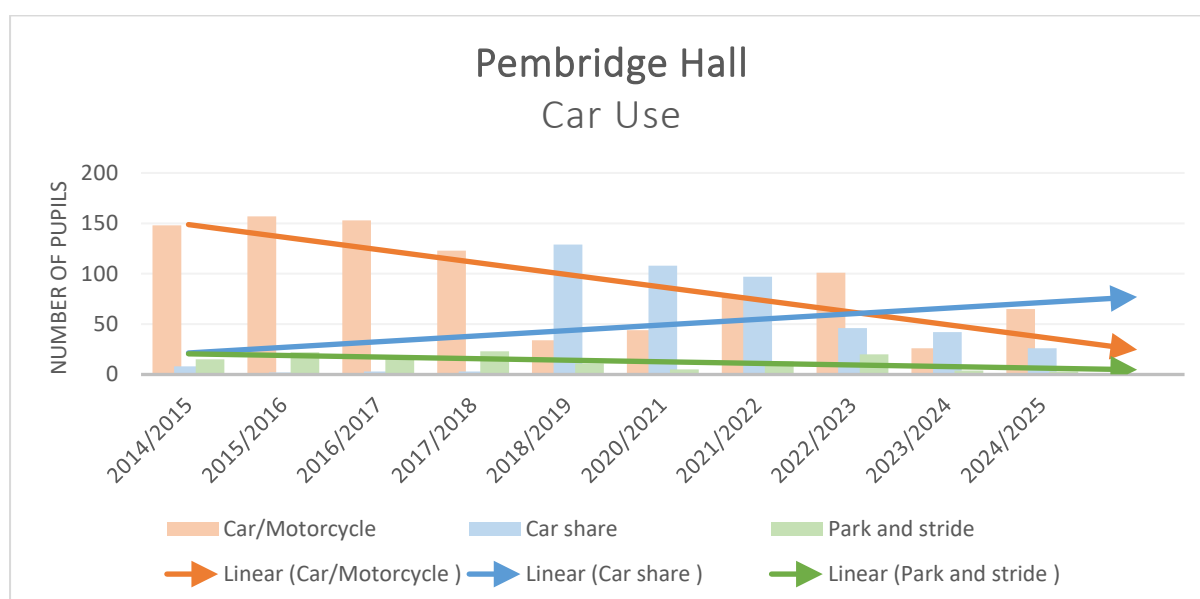
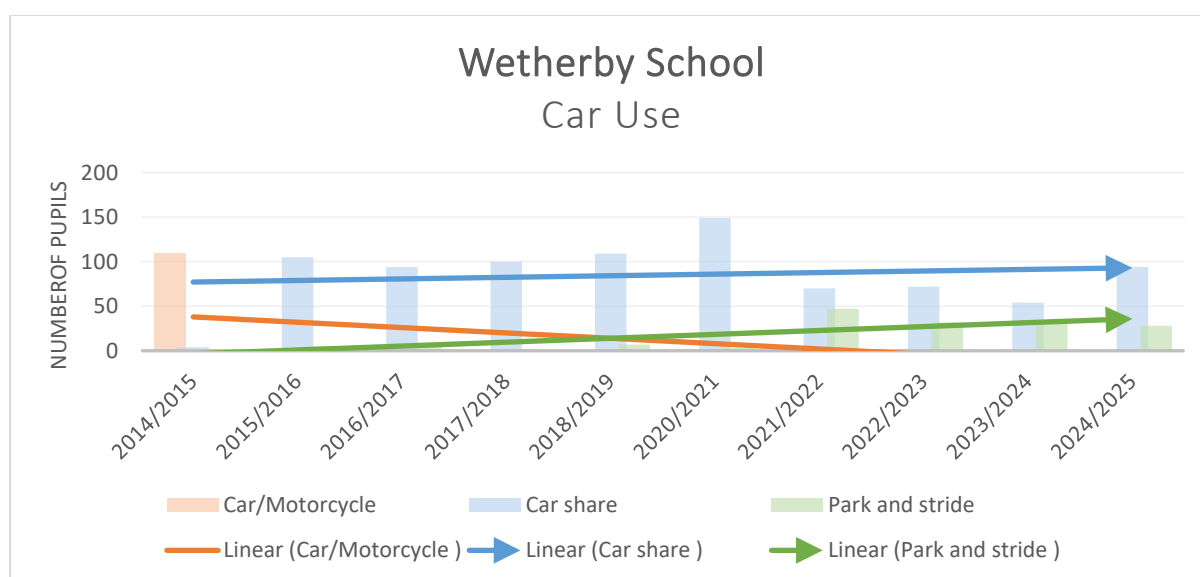
## Car use at Wetherby School and Pembridge Hall School

Individual car use has dropped for both schools, with an increase in Park and Stride and Car Share.

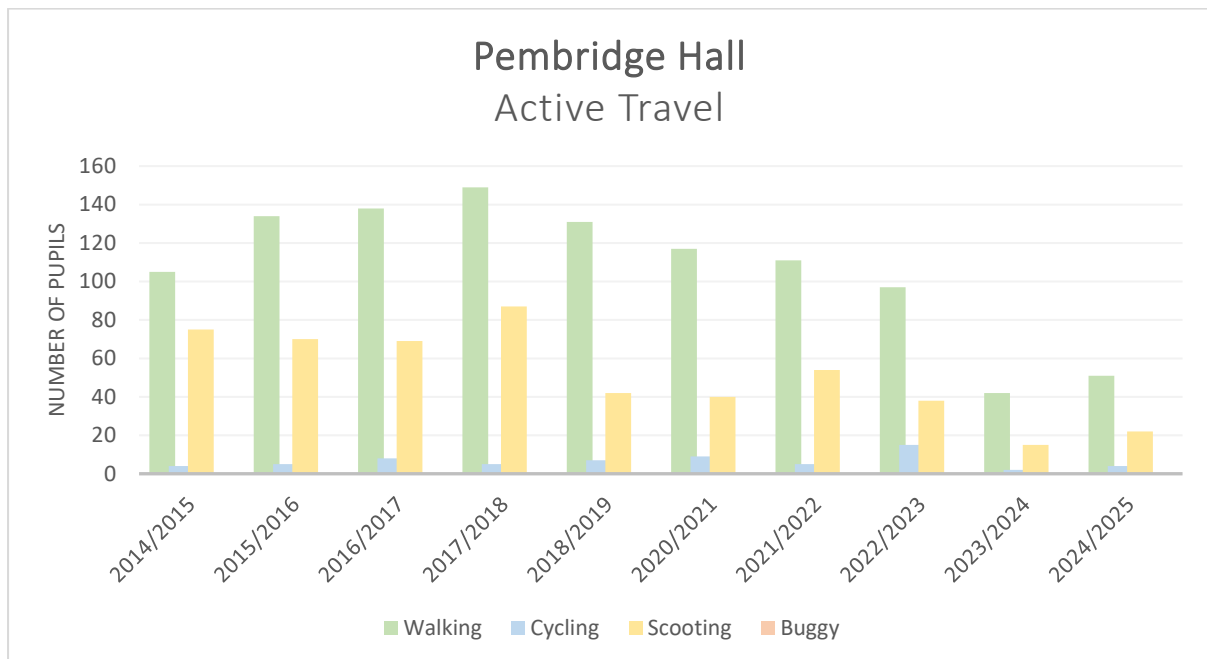
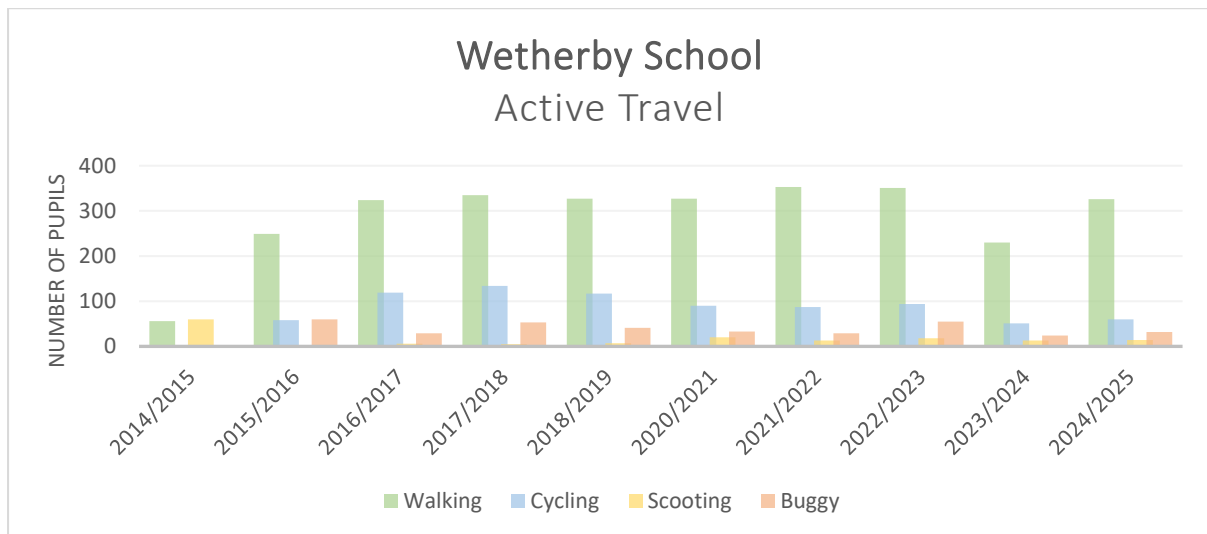
Park and Stride is where families park a short distance away from the school and continue the rest of their journey actively (walking, scooting and cycling). Park and Stride is considered an 'active' mode of travel.

Car share is where families and/or friends coordinate to transport their children in a shared vehicle, rather than using separate cars. This mode reduces the number of cars used for the school commute and is considered a 'sustainable' mode of travel.

### Breakdown of car use:

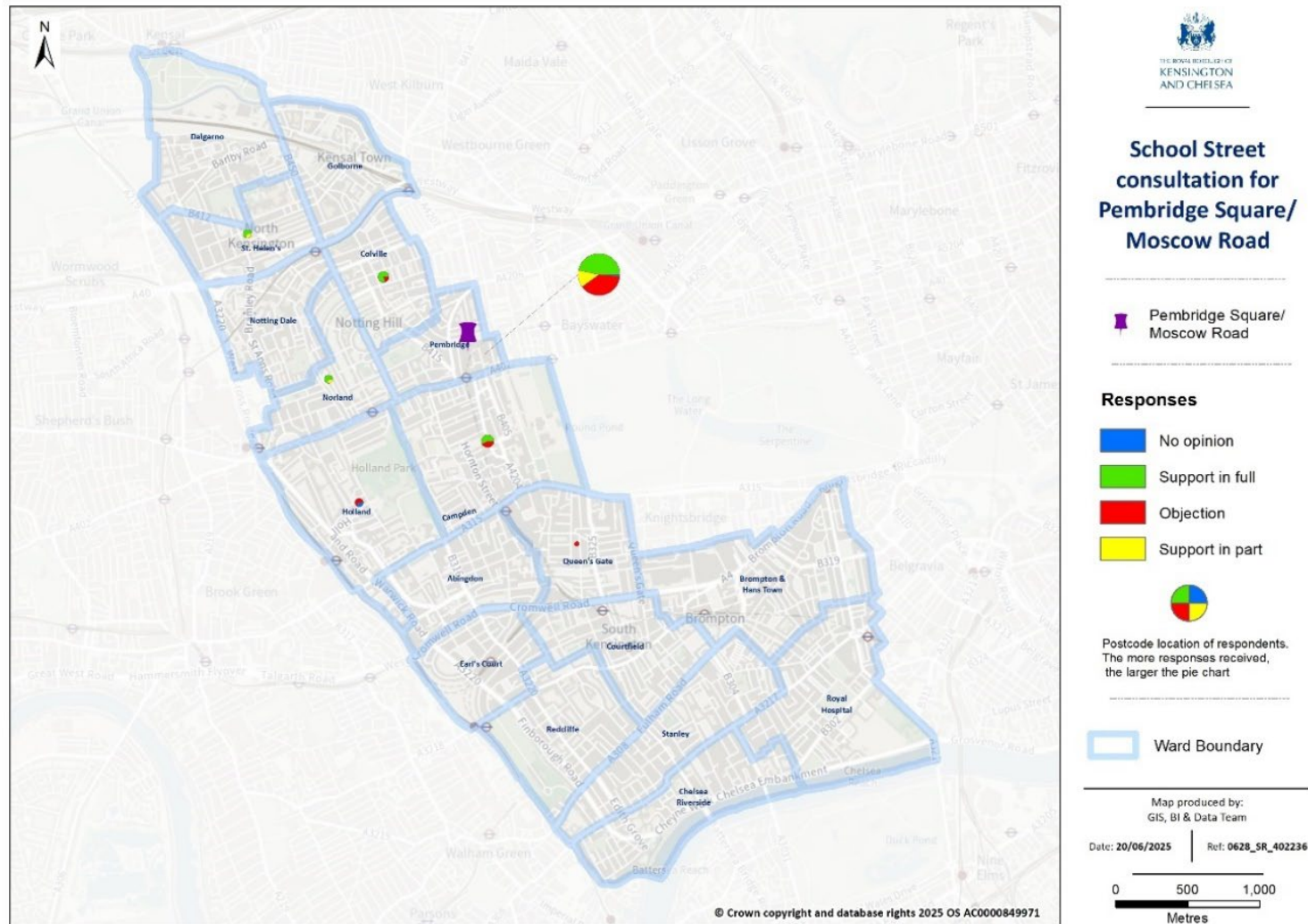


## Active travel at Wetherby School and Pembridge Hall School

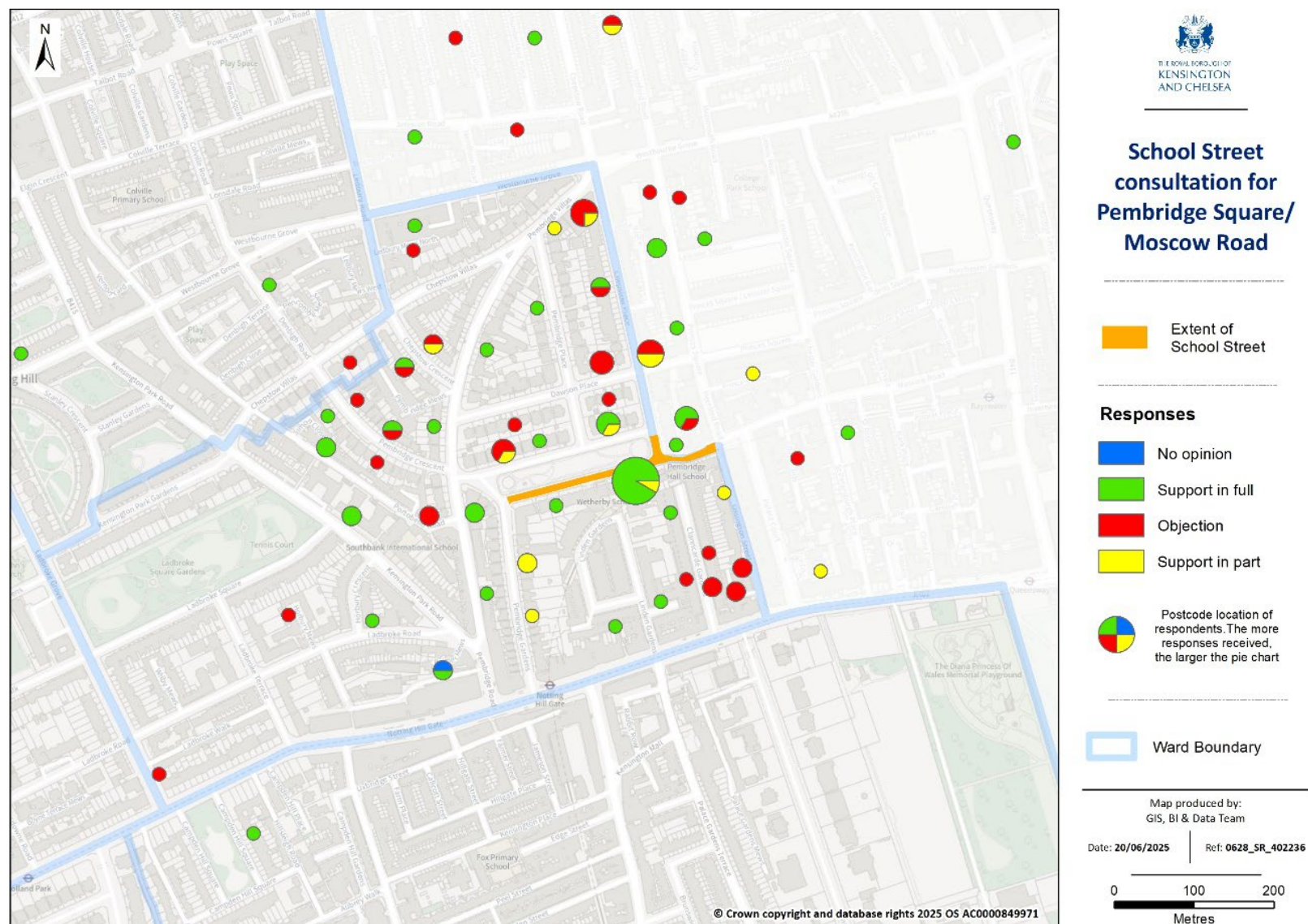


## Appendix D: Response breakdown from RBKC consultation (Pin locations are based on the postcodes provided, not the full addresses of respondents)

Breakdown of the responses received by Ward (in Kensington and Chelsea):



**Breakdown of the responses received in Pembridge Ward (including those received in neighbouring wards in RBKC and WCC):**





## Breakdown of all responses received in and around Pembridge Square:



**Breakdown of responses received from residents of the following streets:**

- Pembridge Square
- Chepstow Place
- Dawson Place

