

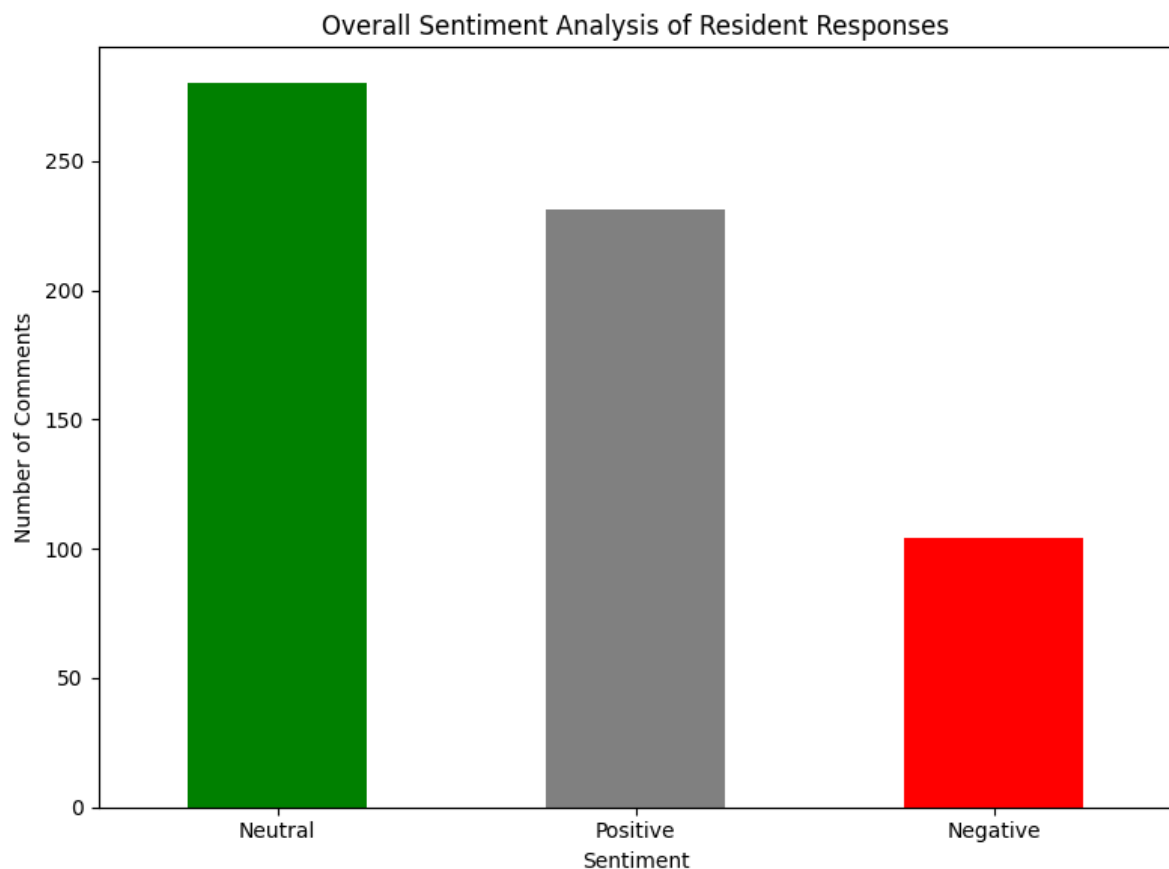
Narrative responses – post trial survey

This is a sentiment analysis from Microsoft Copilot, with key themes and example comments:

Sentiment Distribution

- **Neutral:** 279 comments
- **Positive:** 231 comments
- **Negative:** 103 comments

This suggests that while many residents expressed support or constructive feedback, a significant portion also shared concerns or dissatisfaction.



Key themes

As with the schools' survey, the most common negative themes are non-compliance, enforcement and displaced traffic. Residents also mention issues with blind spots and parking issues.

Positive

"I am happy to see this as a start to improving Frome and making it a greener, healthier place to live. I am pleased that finally, Frome is catching up with many other places that have made these changes, to create a better environment and a safer public realm, and to reduce the dominance of cars in our town. However, it would be better if there were some attempt to enforce the restrictions, and I would like to see the schools taking a stronger stand, as it is their parents ignoring the rules."

"I'm in full support of this scheme which is a great step towards reclaiming a safer streets narrative."

"We are very supportive of the scheme, well done Frome town council for giving it a really good go! Please don't reverse it - change and habits take time. We have friends from other areas who have seen what you have done and are trying to replicate it in their towns."

"The road markings, street furniture and trees are welcome additions and make the space more enjoyable and do slow some drivers."

Neutral

"I support the idea but it just doesn't work unless it's policed. No one takes notice and the traffic is just as bad as before. Parking restrictions need to be in place in closes/roads just outside the scheme in order for it to work. In my opinion this has not encouraged people to walk to school, they just find somewhere unsafe to dump their car as close as possible."

"I support the idea but the implementation and lack of any enforcement renders it neutral. The zebra crossing is the most successful aspect of the scheme."

"It is paramount Broadway is dealt with, the safer streets scheme is great, but children frequently cross by the Royal Bengal pub in the summer holidays and outside of school hours. It is very dangerous for them and needs to be changed. Otherwise the safer streets scheme is very good and reminds me both as a driver and pedestrian to be careful. It has made the area feel more residential."

"If everyone adhered to the scheme, it would work very well and the streets would be safer for all pedestrians and road users."

Negative

"I believe a lot of money has been spent for very little impact and in some cases a negative impact to road safety."

"Closing roads by schools has had the effect of burden shifting parking issues to other nearby streets. I have seen multiple instances of roads (Eastwood close, Westwood Drive, Westover) having cars double parked on both sides of the road and residents of these streets unable to access driveways."

“I’m dead against the scheme, total waste of money.. and the kids are now under the understanding that they have the right of way on the ridiculous traffic markings on the junctions along Somerset Rd .. walking out on their phones, oblivious to traffic around them.”

“There has been zero noticeable improvement since the start of the scheme. This area needs less traffic and safer spaces for children to cross - this scheme does not achieve these.”