

SAFER SCHOOL STREETS FOR FROME

What you told us: positive feedback

Direct quotes from parents,
guardians, staff and residents
in response to the Community
Feedback Questionnaire, April-May
2025 (12 months into scheme)

"I am a supporter of the project and am often amazed at how long UK takes to adopt things: I lived in Stockholm 30 years ago and they had similar schemes in place in residential neighbourhoods with schools back then. However, the main thing is that you have taken some steps to make the whole Critchill area safer and that's commendable."

"We think it's great. We have friends in other areas who have been inspired to try/explore similar schemes at their schools too. Keep up the good work."

"I'm a resident of Park Road and have been delighted that Safer Streets is up and running for many reasons (safety and parking)"

"I was very sceptical about the work being done at first and thought it a waste of money, really because of the cost, and also all the pot holes around that need attention. However, now that it is done I can see the effect of the changes and it is definitely much, much safer for everyone."

"I would just like to say a big thank you for all the work you've been putting in to make Frome's streets safer. As a parent of a young child (at Avanti Park) and living on Oakfield Road, making a safe route to school for our child is so important, and having witnessed the speed some cars travel up and down this road, any efforts to slow them are greatly appreciated."

"I like the little tree in the road very much! I hope the changes will be permanent. It is most definitely safer."

"Thanks for keeping at the Safer Streets initiative. This an email to pass on our thanks -eldest at Avanti, youngest starting next year- and encouragement. We all cycle or scoot into school."

"As a health professional myself I can vouch for the evidence for more of us moving more. A handful of these streets needs to be only the start of what's required to make a difference."

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What you told us: critical feedback

Direct quotes from parents,
guardians, staff and residents
in response to the Community
Feedback Questionnaire, April-May
2025 (12 months into scheme)

"The parking on Critch Hill is getting bad at school time again. From the direction of the cars, they're clearing travelling straight through the closure: really frustrating for those of us who want the Safer Streets to work!"

"Is there going to be any enforcement of the restrictions? It's far from safe for kids. There will of course be a few parents who feel above the restrictions and will repeatedly drive up the street."

"If this is going to work it really needs to be properly policed"

"I think that some of the signage isn't quite as visible as it could be."

"It would be great if enforcement could be stepped up or a barrier implemented as Park Rd is still being used by a great many cars in contravention to the signs. Appears that a stonger 'nudge' may be required..!"

"I dont feel enough was done to understand why people have to use cars. Those with children in different schools, who have to drop children on way to work, those with special needs, mental health issues and more... the scheme caused significant debate and shaming in the schools whatsapp with some parents unable to understand why anyone would need to use a car!"

"Parking permits for the memorial are a great idea but I don't qualify- however the scheme doesn't seem to be utilised much as there are always lots of spaces available."

"Need to do more to slow traffic in the area. The changes are great by the schools, but the surrounding roads where the kids live and walk are still way too fast. Critchill is a rat run that people speed down as it is too open and straight. Needs speed bumps or traffic calming."

"Whilst I do support the scheme, I'm not happy with the increase in traffic on Broadway (not the speed cars drive). I'd also like to see a crossing put in place at the top of Broadway (by The Royal Oak pub) where many school children cross the road - currently there is nothing and children are expected to negotiate the crossing and the heavy traffic"

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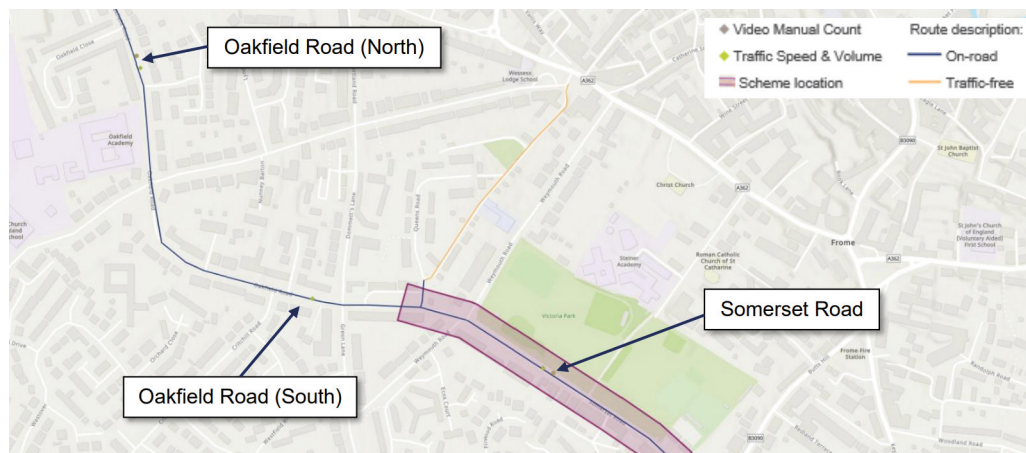
Monitoring data: Speed & Volume

Data from Sustrans Traffic Speed & Volume (TSV) monitoring.

Dates:

Pre-scheme: 8-14 October 2022

During scheme: 8-14 October 2024



Sustrans monitored traffic volume (number of vehicles) and speeds at Somerset Road and both ends of Oakfield Road.

The results show a small decrease in vehicle speed and volume at all 3 sites, except an increase on weekends at Oakfield Road (South).

Combined average vehicle speeds (mph)

Site	Pre	Post	Change
Somerset Road	21.3	20.6	-0.7
Oakfield Road (North)	17.1	16.2	-0.9
Oakfield Road (South)	21.0	20.4	-0.6

Percentage points change of vehicles travelling at different speeds (mph)

Site	Under 20	20-30mph	30-45mph
Somerset Road	+6.5	-5.6	-1.0
Oakfield Road (North)	+10.3	-10.0	-0.3
Oakfield Road (South)	+7.7	-6.8	-0.9

Average number of vehicles by day type

Site	Day type	Pre	Post	Change
Somerset Road	Weekday	2,657	2,653	-4
	Weekend	1,771	1,761	-10
	7-day average	2,404	2,398	-6
Oakfield Road (North)	Weekday	1,715	1,669	-46
	Weekend	1,240	1,181	-59
	7-day average	1,579	1,529	-50
Oakfield Road (South)	Weekday	3,018	3,015	-3
	Weekend	2,030	2,060	+30
	7-day average	2,736	2,742	+6

Change in number of cars at key times

8am-9am 3pm-4pm

Somerset Road	-9	+25
Oakfield Road (North)	-21	-16
Oakfield Road (South)	-20	+16

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Monitoring data: Displaced traffic during closures

Motor vehicle counting before
and during scheme, 2024

Westwood Drive/Westover traffic counts (entering and leaving), during AM and PM closure times

This area was a key site for monitoring the impact of the closures on the surrounding streets, with concerns that nearby streets would see a rise in traffic. The data suggests a slight reduction in traffic.

March 2024 (pre-scheme)		In	Out
Mon 11th March	am	31	30
	pm	-	-
Tues 12th March	am	30	21
	pm	30	30
Weds 13th March	am	35	28
	pm	-	-
Thurs 14th March	am	37	29
	pm	24	21
Fri 15th March	am	33	29
	pm	24	17
avg		31	26

June 2024		In	Out
Mon 24th June	am	22	15
	pm	-	-
Tues 25th June	am	22	24
	pm	-	-
Weds 26th June	am	17	13
	pm	-	-
Thurs 27th June	am	-	-
	pm	-	-
Fri 28th June	am	-	-
	pm	-	-
avg		20	17

September 2024		In	Out
Mon 9th September	am	32	29
	pm	39	21
Tues 10th September	am	27	24
	pm	21	19
Weds 11th September	am	20	35
	pm	23	18
Thurs 12th September	am	26	33
	pm	17	18
Fri 13th September	am	30	28
	pm	30	17
avg		27	24

Lynfield Road/Nunney Road traffic counts (entering and leaving), during AM and PM closure times

Monitoring also took place on Lynfield Road/Nunney Road. Though limited, the data suggests that there was not a significant increase in traffic in this area.

March 2024 (pre-scheme)		In	Out
Mon 11th March	am	18	26
	pm	-	-
Tues 12th March	am	12	24
	pm	16	26
Weds 13th March	am	16	30
	pm	18	20
Thurs 14th March	am	18	18
	pm	17	10
Fri 15th March	am	14	17
	pm	16	11
avg		16	20

June 2024		In	Out
Mon 24th June	am	11	22
	pm	-	-
Tues 25th June	am	16	26
	pm	-	-
Weds 26th June	am	18	27
	pm	-	-
Thurs 27th June	am	-	-
	pm	-	-
Fri 28th June	am	-	-
	pm	-	-
avg		15	25

Overall change in average no. of vehicles during closure times

Westwood Drive/Westover



Lynfield Road/Nunney Road



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Monitoring data: Park Road traffic during closures

Motor vehicle counting before
and during scheme, 2024-2025

Traffic during Safer School Streets closure times on Park Road

Park Road is the Safer School Street for Avanti Park School. The number of vehicles entering and leaving Park Road were counted during the closure times of 8:25am-8:55am and 3:00pm-3:30pm.

The colour-scaled table below shows the change in traffic over the course of the scheme. It shows a reduction in both AM and PM traffic numbers, with traffic in April 2025 being 33% lower on average than in March 2024.

Month:		March 2024		June 2024		Sept 2024		April 2025	
Vehicles in/out:		In	Out	In	Out	In	Out	In	Out
Monday	am	86	48	48	27	44	20	60	38
	pm	55	60	35	41	29	42	37	37
Tuesday	am	82	65	39	25	57	38	50	32
	pm	36	51	19	26	38	47	34	44
Wednesday	am	72	48	35	22	46	25	62	39
	pm	44	46	20	19	22	34	29	34
Thursday	am	83	61			63	34	56	28
	pm	43	72			33	35	25	37
Friday	am	75	71			51	33		
	pm	40	59			35	37		
Average		61.6	58.1	32.67	26.67	41.8	34.5	44.13	36.13

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History of Safer School Streets

Safer School Streets have existed since 1989, with the first UK zone launching in 2005. There are more than 800 schemes across the UK, mainly in London, with significant growth since the pandemic. 24% of local authorities outside London are implementing, or planning to implement School Streets.

(Southampton City Council have implemented 14 permanent School Streets since 2020 and have an additional five in their trial period.)

Safer School Streets for Frome

Exploring the appetite for a scheme for Frome began in Autumn 2021. Frome Town Council had received many requests to tackle road safety around the schools, and there were a lot of reported near misses.

There was extensive engagement and sharing of plans, indicating majority approval for a scheme here. Frome Town Council pledged to proceed with an 18-month trial based on this approval, working with Sustrans and Somerset Council.

Funding: £380k from the Department for Transport, ringfenced for Safer School Streets

Timeline: the 18-month trial began on 22nd April 2024 and runs until 22nd October 2025

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Road Safety Statistics

Source: School Streets and Traffic Displacement Technical Report, Sustrans for The Road Safety Trust. Authors Tom Belcourt-Weir, Chris Cannell, Matt Pearce

In 2019, there were

5,200

child pedestrian casualties on UK roads – **1,257** of which were serious injuries and **18** of which were deaths

In 2015,

39%

of incidents of children on foot being killed or seriously injured on UK roads occurred between **07:30am-08:59am** or **3:00pm-4:59pm** on a schoolday

In the UK,

1 in 11

children receive treatment for asthma. Living near busy roads could be responsible for some **15-30%** of all new cases of asthma in children.

One way of addressing school road safety is through the implementation of School Streets, which aim to improve safety and wellbeing in several ways:

- **Reduced number of vehicles** - closures at the start and end of the school day with exemptions for Blue Badge holders, emergency vehicles, etc.
- **Lower vehicle speeds** - through 20mph zones and traffic calming measures like road markings and speed bumps
- **Greater road safety awareness** - through teaching children essential skills for crossing and cycling
- **Making active travel safer** - installing new pedestrian crossings and improving feelings of safety for walking and wheeling to school



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Key benefits of School Streets

Thomas, A. (2022). Making School Streets Healthier: Learning from temporary and emergency closures. Report by Cross River Partnership and Active Travel Academy (March 2022).

1

Increasing levels of active travel leads to more physical activity, which has health benefits and can improve concentration in class.

2

Traffic-reduced streets, or in some cases even traffic-free streets, also lead to improved road safety and better air quality directly in front of the school gates.

3

Increasing the usable space for pedestrians allows for greater physical distancing and potentially space for play and socialising.

4

Emphasising the 'place' functions of a school's street over and above the 'movement' functions; allowing for multiple uses of the space.

Oakfield Road South

BEFORE



Oakfield Road South

AFTER



Oakfield Crossroads

BEFORE



Oakfield Crossroads

AFTER



Crossing @ The Butts

BEFORE



Crossing @ The Butts

AFTER



Nunney Road South

BEFORE



Nunney Road South

AFTER



