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Improving the quality of life for kids  
by challenging the dominance of the car

Headline Sponsor:



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# SCHOOL STREETS NORTH

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**Hannah Fuller**

Client Services Director

**ZatPark**

**Zahra Ali**

Transport Projects Officer

**London Borough of Hounslow**

**Idowu Ereoah**

Traffic Enforcement Manager

**London Borough of Haringey**

**Richard O'Malley**

Strategic Account Director – North

**Marston Holdings**

**Charlie Richards-Gladstone**

Strategic Partner Lead

**VivaCity**

# unity5

## Market-leading Enforcement & Permits Solution

 *zatpark*  *zatpermit*  *zatenviro*

# Learnings from parking: Why it's important

- **Customer centric approach:** Sympathetic and accessible
- **Appropriate** technology and expert partners
- **Fit for the future:** Data & Exemption management

# A customer centric approach

*"If you can't explain it simply, you don't understand it well enough"*

- Albert Einstein

**Experts** deliver knowledge, **Communication** is vital and we need a self-serve, support & do approach

unity5

# Appropriate technology & the right partner

## Partnership approach : Assess your options

- No 1 size fits all, identify what you need
- Best in class enforcement, technology and service combined deliver best practice
- Combine new and incumbent providers, break the mould to get it right

## Appropriate technology

- Uptime, automation & alerting
- Flexible solutions fit for the future workflow requirements
- Future proof for moving, changing and updating cameras

# The future: Data & Exemption management

- **Good camera management** provides data to support transport policy
- **Feedback to residents** supports community buy into schemes
- **Exemption management** combining CCTV combined with permits





# Thank you

[Hannah.fuller@unity5.com](mailto:Hannah.fuller@unity5.com)

 **zatpark**  **zatpermit**  **zatenviro**

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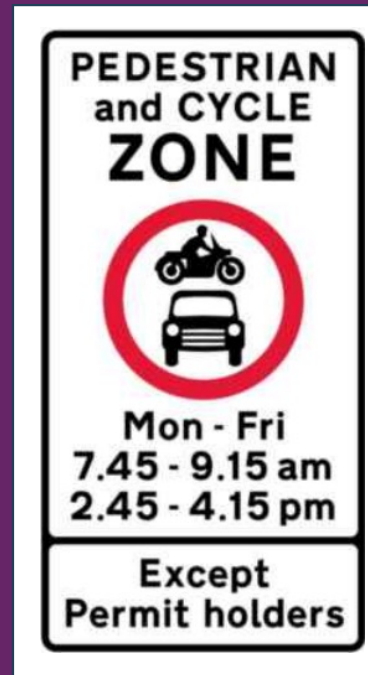
Headline Sponsor:



# Zahra Ali

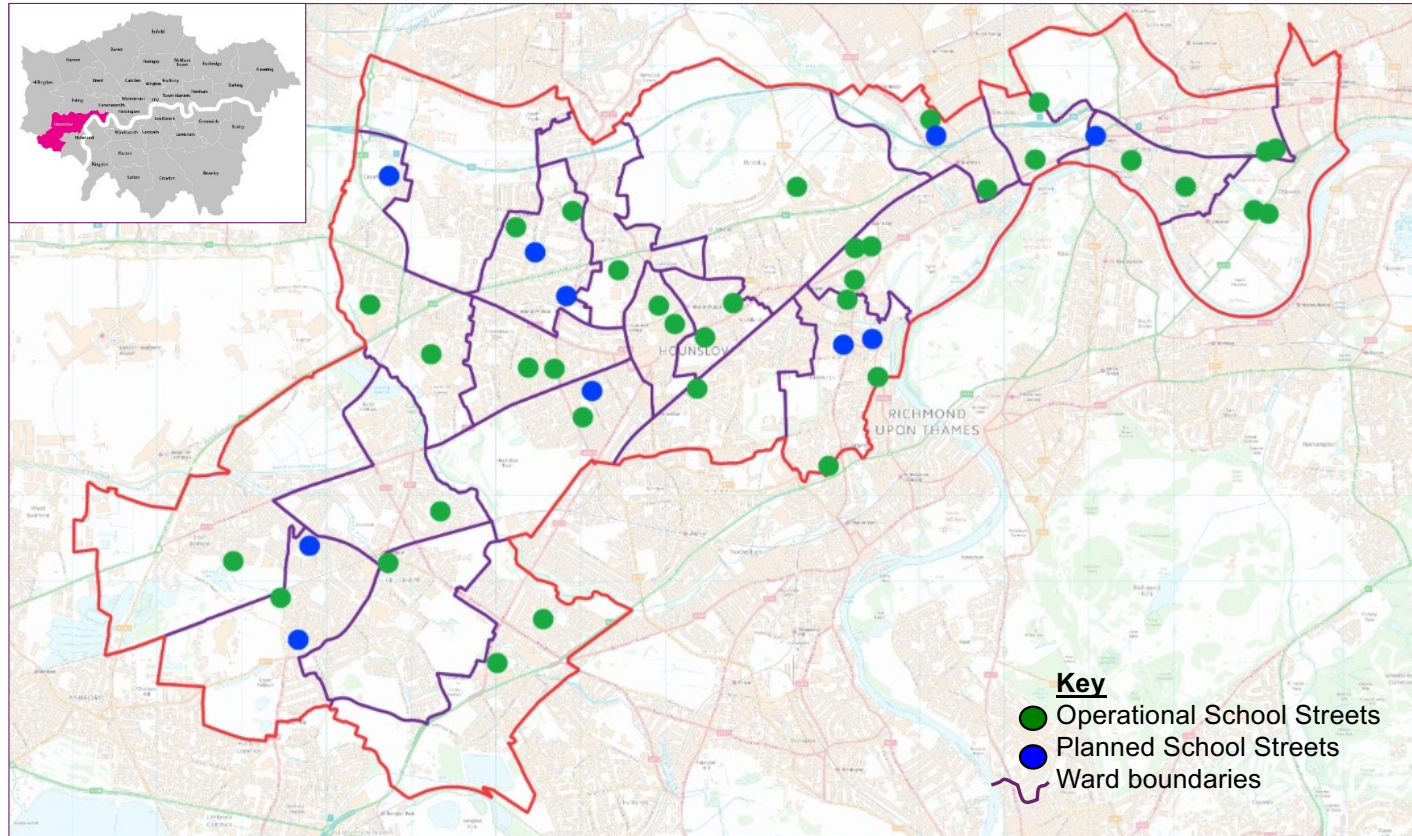
## Transport Projects Officer

# London Borough of Hounslow



School Streets North: 15 March 2024

**ONE  
HOUNSLOW**





Upfront and early communication pays off



Clear value in taking people on the journey throughout



Make room for child-led design, their perspectives are equally valuable



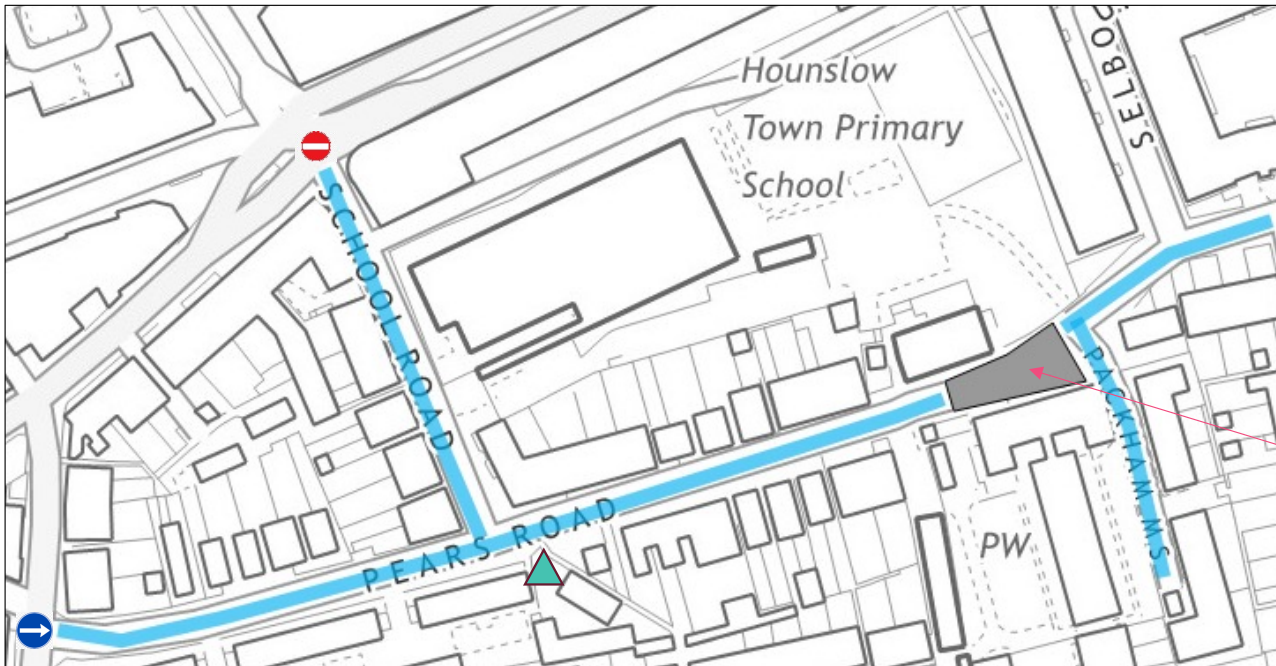
Fixed camera



Physical barrier



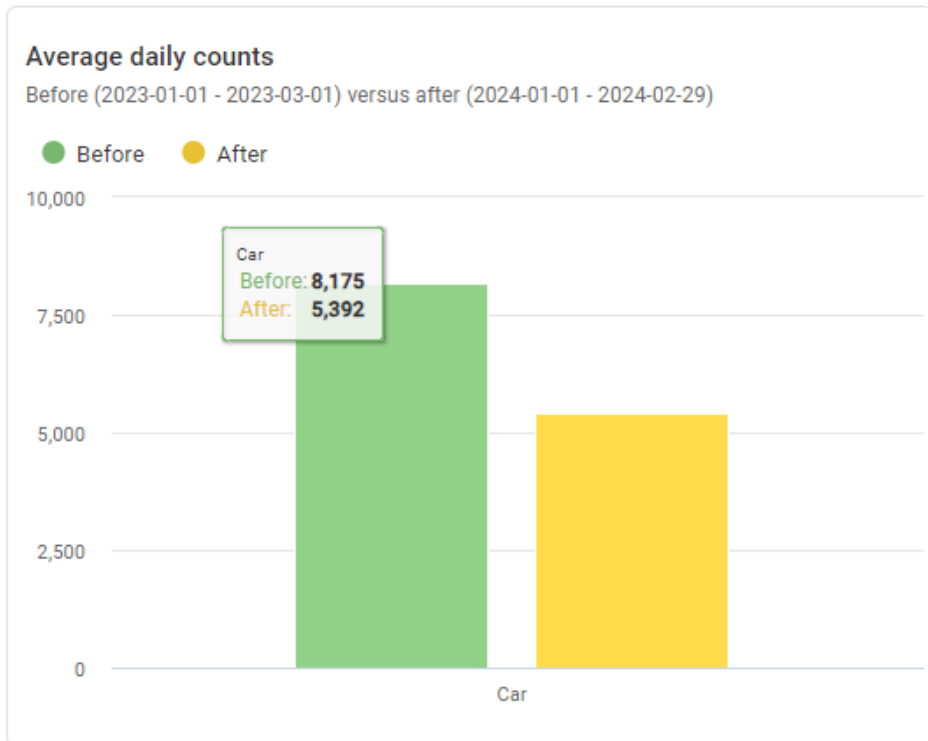
Mobile CCTV



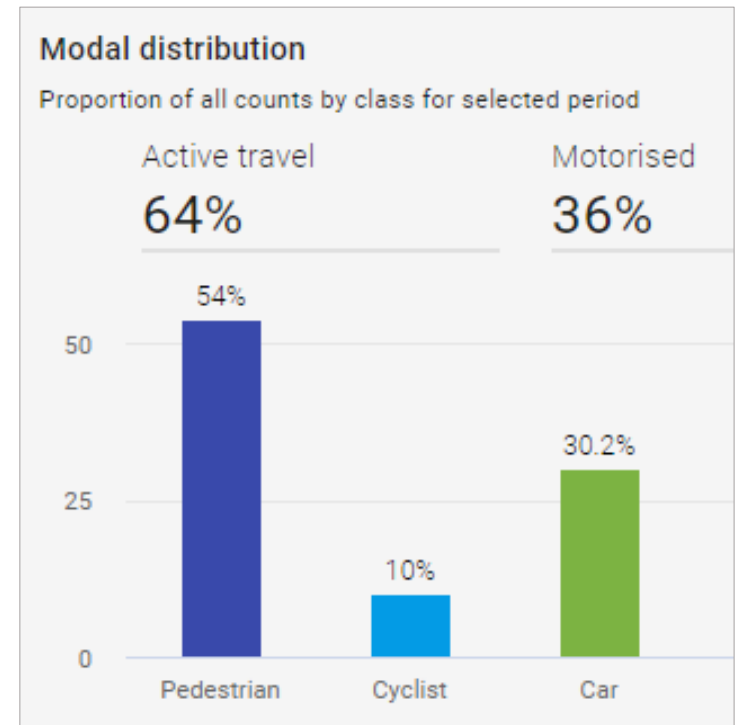
School Street extent



Physical measures also implemented



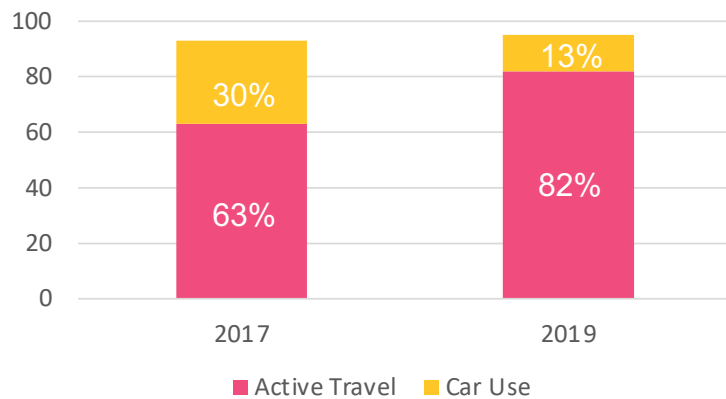
Jan-Feb 2023 vs. Jan-Feb 2024



Last 28 days – snapshot data



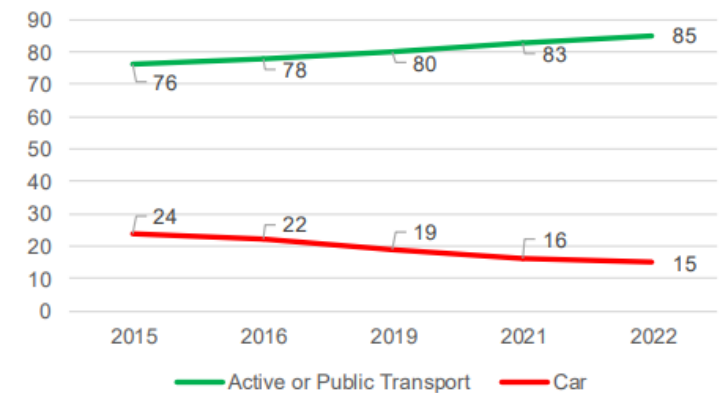
Cranford Primary – Travel Data



The School Street “has done wonders in *significantly reducing the traffic on Speart Lane. Our children and staff feel safer coming to school and residents are happy that there is less traffic build up. This has also encouraged parents to walk their children to school. We can definitely see the benefits of less traffic and happier journeys!*”

Headteacher, Springwell School

Strand on the Green Travel Data



London Borough of Hounslow

**PEDDLE MY WHEELS**

### Hounslow Try Before You Bike Scheme

**THINKING OF CYCLING?**  
Try out a new or nearly new bike for a monthly fee. If you like the bike, buy it at a discounted price, pay on an interest free monthly payment plan, or use the Cycle to Work scheme.

Try a bike from £10 for kids • £30 for adults  
• £30 for folding • £75 for electric  
• £150 for cargo bikes.

Free delivery and collection.  
No deposit, interest or cancellation fees.  
This scheme is delivered by Peddle My Wheels on behalf of Hounslow Council.

**#HOUNSLOWBYBIKE**

For more info visit:  
<https://www.peddlemywheels.com/try-before-you-bike>

**INTRODUCTORY OFFER:**  
£100 DISCOUNT VOUCHERS on a first come first served basis for people who go on to purchase their bike, further vouchers for unemployed/low income households : voucher code #hounslowbybike



Try Before You Bike



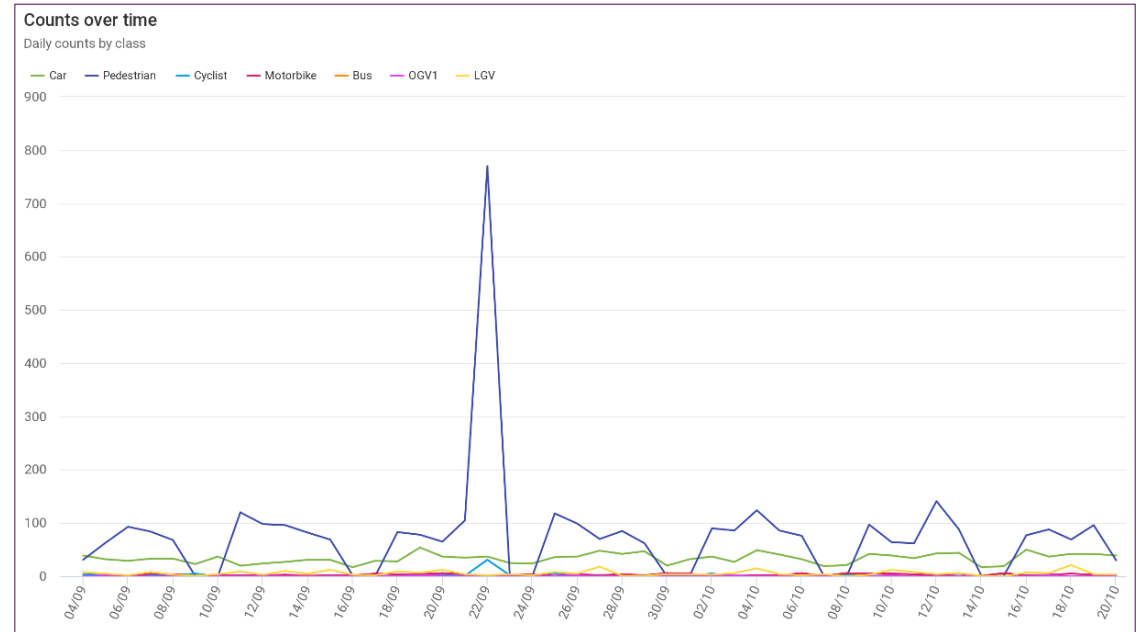
Pedestrian and cycle training



New cycle parking



Play Streets



Car Free Day



Smooth operations requires a strong foundation

Partnership working is key internally and externally



There's no one size fits all approach, each school is different to the next

Enforcement is vital to success, without it a scheme is incomplete



**Any  
questions?**

Image ©Publica and TEMPLO

Zahra Ali, Transport Projects Officer

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HOUNSLOW**

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# Idowu Ereoah

## Traffic Enforcement Manager

# London Borough of Haringey



# Haringey

LONDON



Idowu Ereoh  
Traffic Enforcement Manager, London Borough of Haringey  
[idowu.Ereoh@haringey.gov.uk](mailto:idowu.Ereoh@haringey.gov.uk)  
<https://www.haringey.gov.uk>

Great Victoria Hotel, Bradford, Friday 15 March 2024



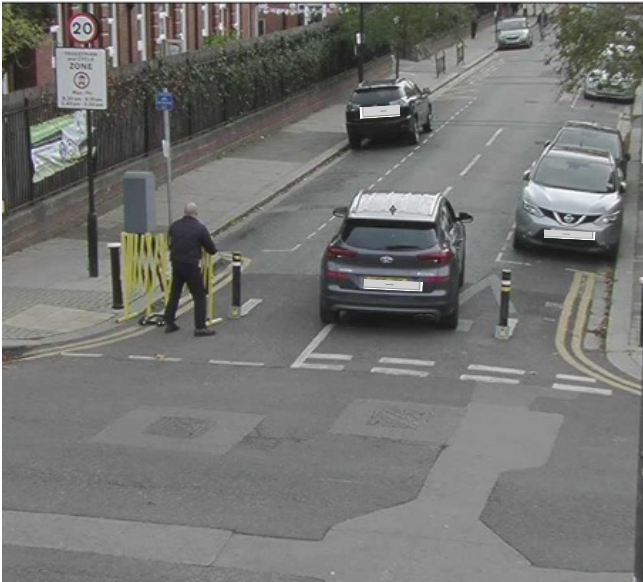
Haringey Streets for People is a programme aimed to reduce the air pollution in our neighbourhoods, whilst also making it safer for residents to walk, cycle and use wheelchairs and prams.





## Manned Closure vs. Camera filter

Manned Closure



Camera enforced





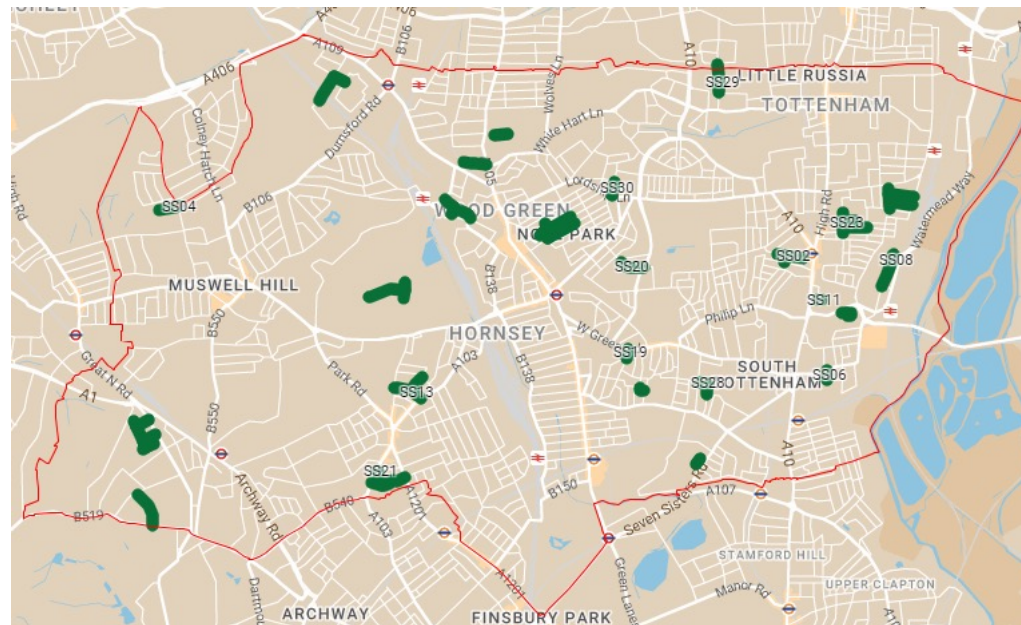
## Haringey School Street Programme

### Objectives:

- ➔ to reduce congestion and car use near schools
- ➔ to reduce road danger and improve safety for pupils and parents/carers travelling to and from school
- ➔ to encourage active travel to schools
- ➔ to improve air quality around schools



## Active School Streets Map





## Haringey School Street Programme

### *School Street Exemption Policy . . .*

#### Eligibility criteria:

- ➡ residents who live within the School Street (2 per property)
- ➡ businesses within the School Street (max 2 per property)
- ➡ blue Badge (disabled) holders who require access to the street during the specified times
- ➡ pupils of the school that have a disability that prevents them from walking or cycling to school (school must apply on behalf of the pupil/family)
- ➡ medical practitioners attending to someone at an address in the School Street
- ➡ school bus/vehicle (only the school may apply)

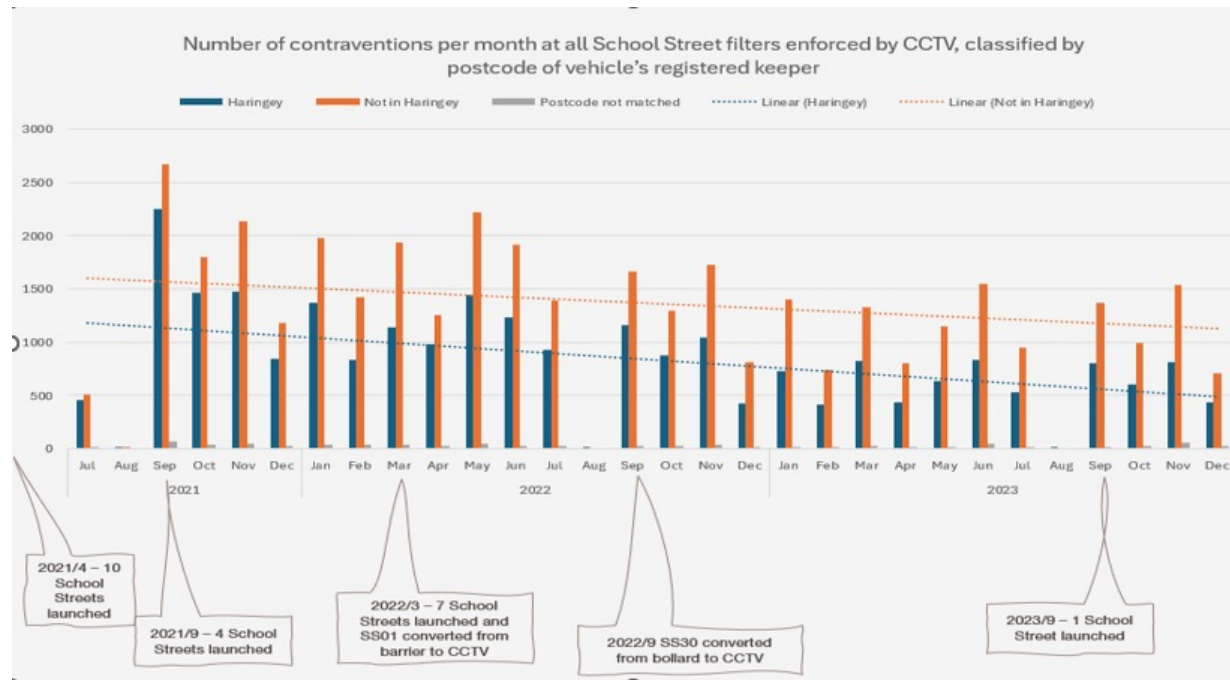


## Haringey School Street Programme

Total PCN in dataset	64,221
Total within a Haringey postcode district (approx.)	24,974
Proportion of PCNs issued to a motorist within a Haringey postcode district	39%
Proportion of PCNs issued to motorists outside of Haringey	61%



# Haringey School Street Programme





Thank you

Idowu Ereoh  
Traffic Enforcement Manager, London Borough of Haringey  
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<https://www.haringey.gov.uk>

15 March 2024

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## Strategic Account Director – North

# Marston Holdings



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## Strategic Partner Lead

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