

To: Tonbridge & Malling Transportation Board
By: KCC Highways and Transportation
Date: 2nd March 2026
Subject: Active Travel update
Classification: Information Only

Summary: This report updates Members on KCC's upcoming School Streets trial to serve Snodland C of E Primary School.

1.0 Context

1.1 An Introduction To Kent School Streets

School Streets schemes offer a proactive solution for school communities to tackle air pollution, congestion and poor health and safety. A School Street enhances the journey to/from school for children and their families by creating a safer, healthier, and happier environment near the school's main entrance.

What is the current Kent School Streets model? For 45-60 minutes, each morning and afternoon (during term time only), school staff set out temporary barriers to install their School Streets zone – in alignment with the appropriate Traffic Regulation Order - which creates a safer area for children & their families to access and leave the school.

How does it operate? The School Streets schemes operate under an Experiment Traffic Regulation Order (ETRO) which places a restriction on motorised traffic at school drop-off and pick-up times. The restriction applies to school traffic and general traffic, however authorised vehicles can still access the zone during the road closure periods. The School Staff will place temporary barriers in the road outside the school and will oversee the zone and facilitate exempt vehicular access/egress whilst the School Street is in progress.

How are exemptions managed? Managed by KCC, exemption permits can be made for those who require direct access to the school (as per the school's approval) or the care home. Any resident whose access to their property falls within the School Streets zone (such as driveway access) would also be issued a permit and could access and leave their homes as an "authorised vehicle". Emergency service vehicles are always exempt.

What is the consultation process? Using an ETRO – as opposed to just putting a new (permanent) Traffic Regulation Order – means that the community can experience the scheme on a trial basis initially. Feedback is gathered as part of a six-month consultation period from the point of launching the School Streets scheme. Following the consultation period and a full review of the feedback & monitoring data received throughout the trial, KCC together with the school will discuss options for the trial which could include, making the scheme permanent, continuing on a trial basis, removing the scheme, or adapting the scope. If, at the end of the consultation period, the intention is to make the scheme permanent but a number of formal objections have been raised, the matter would be referred to the JTB for further discussion.

1.2 Previous & Current Kent School Streets:

Kent County Council has delivered a number of School Streets schemes in recent years, each developed in partnership with the relevant school and local stakeholders.

Two schemes that began as trials have since successfully progressed to permanent status: Draper Mills Primary Academy (Thanet) and Southborough C of E Primary School (Tunbridge Wells). In both cases, monitoring and consultation feedback demonstrated strong community support and positive transport-related outcomes, enabling each scheme to move from a trial ETRO to a permanent Traffic Regulation Order.

A School Streets scheme was also trialled at a primary school in Dartford, but this scheme concluded at the end of its initial trial period and did not progress to permanency. Feedback from this location helped inform ongoing improvements to future delivery models and engagement requirements.

In spring 2025, two further School Streets were launched – one in Canterbury and one in Maidstone. Following successful six-month consultation periods, these two schemes are continuing under their existing ETROs on a trial basis, with no requirement to make a decision on permanency or removal until the latter stages of their respective ETRO periods, which run until October 2026 (Canterbury) and November 2026 (Maidstone).

Insights gained from each of these schemes—whether progressed, adapted, or concluded—continue to shape Kent’s approach to delivering School Streets and support evidence-based decision-making for future locations.

2.0 **School Streets Trial for Snodland C of E Primary School**

2.1 Rationale For Requesting A School Streets Trial

The school has reported persistent and escalating concerns during the morning drop-off and afternoon pick-up periods. Staff witness daily issues including severe traffic congestion on the narrow and dead-end road outside the main school entrance, illegal and inconsiderate parking, vehicles obstructing visibility at crossing points, and instances of drivers blocking access to Pilgrims View Care Home. Members of the school’s senior leadership team have also described several near-miss incidents involving pupils and families attempting to enter or leave the site on foot.

Pilgrims View Care Home, located directly opposite the school entrance, has formally expressed support for a School Streets trial. They have reported significant and repeated difficulties relating to access for staff, deliveries and even emergency service vehicles. The Care Home manager has highlighted the behaviour of some drivers—particularly when asked to move their vehicles—as a source of tension and a barrier to maintaining safe and reliable access for residents, healthcare providers and emergency services.

The school has taken a series of steps over recent years to mitigate these issues, including regular communication with parents, deployment of temporary cones, installation of safety signage, and issuing repeated reminders about safe and considerate travel behaviour. Despite these efforts, the school notes that compliance among drivers remains low, and they have observed a deterioration in behaviour and congestion over time.

The Headteacher and senior leadership team have visited or observed other School Streets schemes operating within Kent and Medway and have developed a clear understanding of how they function, various enforcement methods, and the positive impact achieved in similar school environments. Based on this knowledge, they believe that a School Streets intervention represents a more robust, consistent and effective approach than the measures currently available to them.

Overall, the school considers the existing situation to be unsafe, unsustainable, and increasingly challenging to manage. They are therefore requesting a trial School Streets trial as a structured and physical mechanism to address long-standing safety concerns, improve the experience of families walking and cycling to school, and help ensure reliable access for the adjacent care home and their community.

An initial stakeholder meeting was held on Tuesday 20 January 2026 to outline the proposed School Streets scheme for Snodland C of E Primary School and to assess early levels of support for the trial. The meeting brought together representatives from Snodland C of E Primary School, Clock Tower Nursery, Pilgrims View Care Home, relevant KCC teams, Tonbridge & Malling Borough Council Parking Services, Snodland Town Council and Kent Police.

Attendees contributed their local insights, operational knowledge and professional expertise, and there was broad agreement that a School Streets trial had the potential to deliver significant benefits—particularly in improving safety for vulnerable road users and supporting those living and working within Pilgrims View Care Home.

2.2 Scheme Plan – Scope, Communications, Consultation, Monitoring & Evaluation

2.2.1 Scheme Scope (see Appendix A for plan)

The proposed School Streets trial will introduce a timed restriction on motor vehicle access to the designated section of Roberts Road (including the junction for Godden Road) near Snodland C of E Primary School during peak school travel periods; this will become the “School Streets zone”.

The trial will launch on Monday 27 April 2026 and will operate between 8.00 - 9.00am and 2.30 – 3.30pm, Monday to Friday (during term time only), with exemptions applying to residents whose property is within the School Streets zone, emergency services, care home staff and other authorised vehicles. As set out in section 1.1 (*“How are exemptions managed?”*) drivers who require access to the School Streets zone during the operational times will be able to apply for an exemption permit; assuming the applicant has a genuine access need during that time and meets the eligibility criteria, a permit will be provided, free of charge, by KCC.

The zone is designed to reduce congestion, improve safety at school and nursery entrances, and ensure reliable access for the care home during peak travel periods.

During the initial stakeholder meeting, the proposed zone was outlined as covering only the latter part of Roberts Road. However, the Snodland Town Council representative queried whether the restriction could be extended to include the junction with Godden Road. This was supported by the Kent Police representative who agreed that a slightly larger zone, encompassing Godden Road junction, would support improved access for emergency services, as well as providing broader safety benefits. Following agreement of this with the school’s senior leadership team, the school subsequently confirmed that they are supportive

of the wider zone including the Godden Road junction. This extended scope was recognised as beneficial for several reasons:

- It reduces the likelihood of drivers adopting a “drop-off and drive-off” behaviour just outside the original closure area.
- It protects the existing double yellow lines at the junction corners from school-related parking pressure.
- It better aligns with the school’s aim of creating a safer and more predictable environment for pupils walking or cycling to school.

A full-road closure of Roberts Road to all non-exempt traffic was considered but discounted at this stage due to staffing constraints and the impracticality of moving physical barriers across a larger area. The agreed zone therefore balances safety improvements with what is operationally manageable for the school.

Activities at the neighbouring nursery and Pilgrims View Care Home will be monitored closely throughout the trial to ensure that the restriction does not adversely affect their access needs.

2.2.2 Communications Plan

A comprehensive communications and engagement plan will be implemented to ensure that all affected parties are fully informed ahead of the trial.

Public Notifications and Early Engagement - The scheme will have a dedicated consultation page on KCC’s Let’s Talk platform, which will act as the central point for information, FAQs, surveys and updates. Communications will begin in mid-February, with letters sent to residents within the proposed zone, parents and carers, Pilgrims View Care Home staff, Clock Tower Nursery families, and other key stakeholders.

This initial notification will:

- provide an overview of the proposed School Streets scheme;
- explain the purpose and anticipated benefits;
- invite the local community to complete an early engagement survey online;
- offer paper copies of the survey on request.

The survey will allow stakeholders to raise initial questions and share early views on the trial. Feedback from this engagement will help inform the development of the online FAQ section and will shape subsequent communications to ensure clarity, accessibility, and responsiveness—particularly for those most directly affected.

Ongoing Communications and Pre-Launch Reminders - Further information will be distributed at the end of Term 4 (March), including:

- parent notifications and reminder letters;
- postcard-style reminders;
- Start of Works Notices (SoWN);
- on-site information (signage, banners, posters).

It was agreed during the stakeholder meeting that these materials will be delivered in partnership with local stakeholders, ensuring consistency of messaging and maximising local reach. Stakeholders—including the school, nursery, care home, Snodland Town Council, and district/borough partners—will continue to receive copies of all key communications, allowing them to remain informed and prepared for queries from their respective communities.

Mail-Drop Planning - A mail-drop plan was presented and reviewed by the group during the initial stakeholder meeting in January. Distribution zones were approved by all parties and we discussed delivery methods and timelines. This ensures that all residents and stakeholders are reached in a structured and timely manner ahead of the trial launch.

2.2.3 Consultation Process

A structured consultation and engagement programme will accompany the School Streets trial to ensure that the community can meaningfully contribute to both the development and evaluation of the scheme.

The trial will be implemented using an Experimental Traffic Regulation Order (ETRO). Unlike a permanent Traffic Regulation Order, an ETRO enables the community to experience the scheme in real-world conditions before any long-term decision is made. The ETRO provides a formal six-month consultation period, beginning from the launch date of the School Streets scheme.

During this period, residents, parents, pupils, local businesses, the care home and other stakeholders can provide feedback based on their lived experience of the trial. At the end of the six months, Kent County Council—together with the school—will review all feedback and monitoring data and consider the options available. These could include:

- making the scheme permanent;
- continuing the trial for up to a further 12 months;
- removing the scheme;
- amending the scope or operating arrangements.

To support this consultation process and ensure that all views are captured, a number of engagement activities will be made available before and after launch, including:

- Early engagement survey (online via KCC's Let's Talk platform, with paper copies available on request);
- On-site engagement sessions where pupils, parents, residents and passers-by can speak directly with project officers;
- Pre-launch feedback survey to further inform baseline data and shape communications;
- Post-launch feedback survey to collect real-time experiences and identify emerging issues;
- Formal ETRO consultation, providing a defined channel for detailed comments during the statutory six-month period.

To assist with evaluating the impact of the trial, the whole community will be encouraged to share their thoughts, experiences and questions throughout the process. Feedback will be

used to refine the scheme where appropriate, update FAQs, and inform both operational and strategic decision-making.

Upon conclusion of the six-month ETRO consultation, KCC will review all representations alongside monitoring data and the school's feedback. If the number of objections received exceeds the standard threshold set out in KCC procedures—and only where a change to the scheme is proposed (for example, making the trial permanent or amending its scope/operating times)—the matter will be brought back to the Joint Transportation Board for consideration. If no change is proposed (e.g., allowing the ETRO to lapse and the scheme to be removed) or if objections do not exceed the threshold, decisions will follow established delegated processes.

2.2.4 Monitoring & Evaluation

Throughout the six-month trial, KCC and the school will work together to collect data to evaluate effectiveness. The monitoring programme is designed to capture data not only within the School Streets zone itself, but also on the surrounding road network.

Monitoring will include:

- Baseline and post-implementation traffic counts at key points inside and outside the restricted zone.
- Observation of driver behaviour and compliance during peak periods.
- Monitoring of parking displacement onto surrounding roads.
- School travel mode-shift data comparing walking, cycling, scooting and vehicle use before and during the scheme.
- Feedback from residents, parents, pupils, the school, marshals, and Pilgrims View Care Home.
- Assessment of perceived and actual safety outcomes, including reporting of any near-misses.

All consultation findings and monitoring results will be reviewed by KCC and summarised in reports supporting transparent and evidence-led decision-making.

2.3 Supporting the Launch – Resources and Activities

In preparation for the launch of the School Streets trial at Snodland C of E Primary School, a comprehensive package of supporting activities and resources will be delivered to help families understand the scheme, consider alternative modes of travel, and adjust smoothly to the changes they will see on the ground. These measures are designed to encourage safe, active travel behaviours and ensure a positive, well-supported start to the trial.

Pre-Launch Support and Active Travel Initiatives – Ahead of the launch, Kent County Council will provide a range of educational and practical initiatives to encourage walking, cycling and scooting, and to ensure pupils and families are equipped with the necessary skills and confidence. These will include:

- Walk Once a Week (WOW) Programme – an active travel initiative which encourages children to walk to school regularly and rewards active travel habits.

- “Small Steps” (pedestrian) Training, and Bikeability – on and off-site, practical training delivered to build children’s confidence and independence when travelling actively to and from school.
- Free Adult Cycle Training – made available to parents or carers who would benefit from increased confidence when cycling with or alongside their children.
- Road Safety Education – KCC’s Road Safety team will deliver School Streets-focused presentations for pupils alongside a parent information sheet. (The school already receives Road Safety Club lessons as part of its core programme.)
- Level 1 Scootability Training – supporting younger pupils in learning safer scooting techniques and ability to ride a scooter.
- School Active Travel Maps and School Streets “goody bag” – distributed to help families plan alternative routes and generate excitement and understanding around the scheme.

These resources aim to build positive travel habits prior to the start of the School Streets scheme and provide families with practical tools and reassurance as routines begin to change.

School Streets Launch Week (Monday 27 April – Friday 1 May 2026) - During the launch week, visible presence and coordinated support from partner organisations will play an important role in ensuring a successful start to the trial. Representatives from KCC, Tonbridge & Malling Borough Council, Snodland Town Council, Kent Police (where available), Pilgrims View Care Home and other relevant partners will be invited to attend during the morning and afternoon School Streets operating times.

Supporting officers are not required to be involved in setting up or removing physical elements of the scheme (e.g., barriers, cones). Instead, their role will be to:

- provide a friendly, reassuring presence in and around the School Streets zone;
- welcome pupils and families as they arrive and leave;
- reinforce safe behaviours and encourage compliance;
- visually signal that the scheme is supported by multiple agencies;
- help promote positive driver behaviour in the surrounding area.

The presence of staff in hi-vis or formal uniform is anticipated to have a positive influence during the settling-in period by reducing the likelihood of inconsiderate parking and encouraging adherence to local parking restrictions.

Co-ordination of Launch Week Attendance – Ahead of launch week, local partner organisations will receive an email to formally invite them to support on-site activities. Responses will be collected and coordinated to produce a staff rota, which will:

- ensure clear coverage across morning and afternoon sessions;
- identify which officers or representatives will be present each day;
- set out guidance for staff on how to direct any on-site questions or concerns to the appropriate project contacts;

- provide a shared reference point for all stakeholders involved in launch-week activities.

The coordinated approach is intended to ensure that the launch is well-supported, consistent, and responsive to any issues that arise, helping to establish confidence in the trial from the outset.

3.0 Funding

3.1 Funding Source - Consolidated Active Travel Fund:

Active Travel England recently consolidated the Active Travel Fund and the Capability Fund into one combined fund called the Consolidated Active Travel Fund (CATF) for developing and constructing walking, wheeling and cycling schemes and interventions.

KCC was awarded £4,453,591 of capital funding in July 2025 and £1,304,625 of revenue funding in March 2025 with the revenue fund available to support network planning, early scheme design, community engagement, training activities and behaviour change.

The grant funding supports local transport authorities with developing and constructing walking, wheeling and cycling facilities and has previously been provided in 5 tranches. More details on the funding provided by Active Travel England can be found on the following link: [Funding | Active Travel England \(www.activetravelengland.gov.uk/funding\)](http://www.activetravelengland.gov.uk/funding)

The funding criteria includes:

- Propensity to convert short vehicle journeys into cycling, wheeling and walking, resulting in carbon, air quality and congestion benefits.
- Tackling areas with poor health outcomes and with high levels of deprivation.
- Number of people that will benefit from the measures.
- Comply with Local Transport Note 1/20 – Cycling Design standards.
- Authorities undertake network planning to inform prioritisation of future schemes in the form of Local Cycling and walking Infrastructure Plans.
- Schemes are developed in consultation with local communities.
- All schemes must be supported by local authority leaders

3.2 School Streets Trail - Snodland C of E Primary School

A total allocation of £50,000 is available for the delivery of further School Streets schemes in Kent through the Consolidated Active Travel Fund. This funding can be used to support both new schemes and the enhancement of existing ones.

For the School Streets trial at Snodland C of E Primary School, the funding will be used to implement and operate the scheme. This includes costs associated with signage and equipment, monitoring and evaluation activities, supporting measures, ETRO preparation and advertisement, communications and engagement materials, and independent survey and analysis work.

While KCC provides the necessary infrastructure and manages the legal and statutory elements of the scheme, the ongoing day-to-day operation is delivered entirely by the school. Schools do not receive a financial incentive for running a School Street; their participation is driven by a commitment to improving safety, reducing congestion, and supporting the health and wellbeing of their pupils and wider school community.

4.0 Conclusion

The proposed School Streets trial for Snodland C of E Primary School represents a proactive and evidence-based approach to addressing long-standing safety, congestion and access issues experienced by pupils, families, residents and the adjacent care home. Through a structured ETRO process, comprehensive engagement, and robust monitoring, the trial will enable the community to experience the scheme in real conditions while providing clear opportunities to share feedback that will shape future decision-making.

The high level of early stakeholder support, combined with a strong package of communications, active travel initiatives and launch-week coordination, provides a solid foundation for a successful trial. The scheme has been designed to balance safety and operational practicality, ensuring that the needs of the school, care home, local residents and emergency services are fully considered.

Overall, the trial offers a meaningful opportunity to create a safer, healthier and happier environment around the school, while building a clearer understanding of how School Streets could contribute to improved travel behaviour and community wellbeing in Tonbridge & Malling.

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Appendix A:

Site Map -

