Haringey Council– Low Traffic Neighbourhood (LTN) Business Perception Surveys

St Ann's

Contents

Introduction – St Ann’s LTN

Haringey Council’s Streets for People initiative is a vision for thriving local streets, streets that are greener, safer and cleaner. The introduction of measures under the ambitious ‘Streets for People’ project is aimed at cutting road traffic and pollution, as well as to improve the walkability and cyclability of local areas, all whilst developing active travel corridors between local amenities.

Following an extensive listening and engagement exercise, Haringey Council has introduced three trial people-friendly Low-Traffic Neighbourhoods (LTNs) across the borough. These schemes use filters, such as bollards or ANPR cameras, to stop traffic taking shortcuts along local roads, creating a safer, cleaner, and quieter neighbourhood for the people living there.

The borough’s Low Traffic Neighbourhoods comprise of:

- Bounds Green LTN (introduced 15 August 2022)
- St Ann’s LTN (introduced 22 August 2022)
- Bruce Grove West Green LTN (introduced 1 November 2022)

Scheme Context

On 22 August 2022, Haringey Council introduced a trial low traffic neighbourhood (LTN) in St Ann's to create a safer, cleaner and quieter neighbourhood as part of the Haringey Streets for People programme.

To combat the domination of roads in neighbourhoods across the borough by cars, the scheme aims to reduce through traffic and road danger, improve air quality and make it safer and easier to walk, wheel, scoot, cycle and shop locally.

The Council installed 7 new traffic filters in the St Ann's trial to prevent motor vehicles from cutting through the local area. Camera enforcement is used so that buses and emergency vehicles can still pass through the traffic filters.

Following extensive engagement and research, the Council developed and, in July 2022, implemented a Low Traffic Neighbourhood Exemptions Criteria and Application Process, which allows certain groups or people with specific characteristics to bypass the filters. Further details can be found by accessing this link: https://www.haringey.gov.uk/parking-roads-and-travel/roads-and-streets/haringey-streets-people/low-traffic-neighbourhood-exemptions.

Independent Production of the Report by SYSTRA Ltd.

SYSTRA has been commissioned to prepare this report in partnership with the London Borough of Haringey.

SYSTRA is a global leader in mass transportation and mobility, employing over 7,000 global employees across 80 countries. SYSTRA has the unique advantage of being not only a Transport Consultancy, but also Social and Market Research Consultancy. Their team members have an in-depth understanding of both the transport sector and of social and market research techniques, providing expert support in monitoring and evaluation both direct to clients and also in a peer review capacity. They provide a wealth of experience in conducting both qualitative and quantitative transport research with stakeholders to help understand their priorities and to inform options for future investment and policy development.

As independent, impartial researchers, we believe that we have a duty to society to ensure that we report findings accurately, and with honesty. In adherence to our industry guidelines, we provide insight into both commonly and uncommonly cited themes referenced by respondents. Furthermore, this report does not offer any subjective commentary, merely a reporting of the data gathered.

Methodology

Survey design

SYSTRA and LB Haringey collaboratively produced the surveys, using the 2023 BPS as an initial starting point for the review. Question wording was modified to match the new timeframes, new pertinent questions were added, and previous questions which were no longer relevant to the study context were removed.

Two surveys were offered to businesses. Businesses were initially offered a 'full survey' (taking approximately 10 minutes to complete) including 23 closed and two open questions. As an alternative, businesses could opt to complete a 'short survey' (taking around 5 minutes to complete) including 11 closed and one open question. The topics covered in the surveys included:

- Demographics – including main business activities and number of staff employed;
- Staff – including modes of travel, whether this has changed as a result of the LTN and a series of agree/disagree statements;
- Clients/customers – times of day visited, impacts on business, modes of travel, whether this has changed as a result of the LTN and a series of agree/disagree statements;
- Deliveries – times of day, modes of travel and a series of agree/disagree statements;
- Impacts on business conditions – change in business turnover and a series of agree/disagree statements; and
- Open suggestions – for changes to the LTN and communications strategies.

Following sign-off from LB Haringey, each survey was scripted by SYSTRA using SNAP surveys. The programme enabled the routing of respondents based on their answers, and produced a QR code and hyperlink to provide access to the survey.

Survey distribution and response rates

The survey was distributed through two primary means: in-person visits with local businesses in/near each LTN area, and through the Business Bulletin promoted by LB Haringey. The survey was live and available to complete for just under six weeks, between Monday 15th July and Thursday 22nd August 2024.

During this time, four SYSTRA staff (working in teams of two) visited local business to encourage completion of the survey. The locations of the businesses visited are mapped in Appendix C. Businesses in/near each LTN area were visited on the following days:

- Bounds Green – Tuesday 16th July, Wednesday 24th July, Wednesday 7th August 2024
- St Ann's – Tuesday 16th July, Wednesday 17th July, Wednesday 7th August 2024
- Bruce Grove West Green – Tuesday 23rd July, Wednesday 24th July, Wednesday 7th August 2024

The survey was introduced as follows: *"Good morning/afternoon. I work for a company called SYSTRA. We are conducting an online survey with local businesses on behalf of Haringey Council regarding your views towards Low Traffic Neighbourhoods. Would you be interested in participating? The survey can be completed either now, or in your own time."*

A signed Letter of Authority and a copy of the research privacy notice was carried, should businesses ask for further information on the study objectives, approval to conduct the surveys, or how the data collected would be used.

If businesses were willing to participate, they were offered the option to go through the questions there and then with the SYSTRA interviewer present, or to complete the survey at their own leisure at another point in time. The response of each business was recorded in a tracking sheet, with SYSTRA noting for each business their outcome, as follows:

- Completed during visit – Full survey
- Completed during visit – Short survey
- Business to complete in own time – Full survey
- Business to complete in own time– Short survey
- Refusal
- Closed – First visit
- Closed – Second visit
- Business not found

At St Ann's, a total of 52 businesses responded (26 businesses responded to the full survey and 26 businesses responded to the short survey). However, after de-duplication of the data (see Appendix B), three cases were removed, leaving a final total of 49 responses for analysis. A map showing the locations of the businesses who responded to the survey is provided in Appendix D.

Qualitative Analysis Approach

For open (qualitative) responses, our approach was to code based solely on what the responses stated, and not to interpret or assess whether their comments were valid. This was to ensure that the process of coding was as objective as possible.

As with all analysis of qualitative data, it should be noted that:

- The views and opinions reported are the views and perceptions of respondents and are not necessarily factually correct;
- Qualitative data, particularly in instances where the sample is self-selecting, does not provide a statistically representative sample. Instead, it ensures the views and opinions of different types of people are heard; and
- Whilst we have provided numbers to illustrate the prevalence of each sentiment, this engagement process cannot be seen as a 'vote' and we do not attempt to draw conclusions about what the 'best' suggestions might be, based on the number of people offering positive or negative comments about a particular suggestion.

Quantitative Analysis Approach

The survey data for each LTN area was downloaded from SNAP and converted into SPSS format. SPSS is an industry standard data analysis tool used to analyse large volumes of quantitative data, and conduct inferential statistical analysis.

For each LTN area, two main strands of quantitative analysis were run on the data:

- Frequencies were run to provide the results at an overall sample level (i.e. to identify overall levels of sentiment across all respondents); and
- Crosstabulations (segmented analysis) were run to understand whether sentiments significantly differ (statistically) between businesses with different characteristics. The results of crosstabulations in this report are for statistically significant findings only. By statistically significant, we mean results of chi-square results from the crosstabulations where we are confident, at the 95% level, that any variations between respondent sub-groups are not due to chance.

Throughout the report, we have included percentages in our results tables and graphs. However, these should be interpreted with a high degree of caution, given the low base sizes to the questions in this survey.

Analysis of Responses

Closed questions (Quantitative results)

Demographics

Overall, 49 businesses within St Ann's LTN responded to the survey. Around half (47.8%) described the main activity of their business as retail.

Table 1. Which of the following best describes the main activity of your business?

Response	Frequency	Percentage
Retail	26	53.1%
Services	15	30.6%
Hospitality	6	12.2%
Creative sector	1	2.0%
Other	1	2.0%
Total	**49**	**100%**

In addition, over half (55.1%) of the respondents indicated that their business employs between 0-4 employees.

Table 2. How many people does your business employ?

Response	Frequency	Percentage
0-4	27	55.1%
5-9	15	30.6%
10-19	1	2.0%
20-49	3	6.1%
50-99	2	4.1%
More	1	2.0%
Total	**49**	**100.0%**

Staff

Respondents were first asked questions relating to their staff and how they travel to and from work.

Respondents completing the full survey were asked to estimate the percentage of their staff travelling to and from work by walking, cycling, bus, train/tube, or car/motorbike/taxi, as their main mode of transport. Overall, the majority (87.0%) of respondents indicated that a proportion of their staff use a car, motorbike or taxi as their main mode of transport to travel to and from work. The most commonly reported proportion of staff doing so was between 1-25% and between 25-50%, each reported by five respondents.

Table 3. Approximately what percentage of your staff currently use the following as their main mode of transport to and from work - By car/motorbike/taxi

Response	Frequency	Percentage
0%	3	13.0%
1-25%	5	21.7%
26-50%	5	21.7%
51-75%	4	17.4%
76-100%	6	26.1%
Total	**23**	**100.0%**

In turn, just over half (52.2%) of the respondents reported that a proportion of their staff use a bus as their main mode of transport to travel to and from work, with almost all respondents reporting that between 1-25% of their staff do so (8 respondents)

Table 4. Approximately what percentage of your staff currently use the following as their main mode of transport to and from work - By bus

Response	Frequency	Percentage
0%	11	47.8%
1-25%	8	34.8%
26-50%	3	13.0%
76-100%	1	4.3%
Total	**23**	**100.0%**

Two fifths (43.5%) of respondents indicated that a proportion of their staff travel to and from work by walking, while a third (34.8%) indicated that a proportion of their staff travel by train/tube as their main mode of transport, with the most commonly reported proportion of staff travelling by either of these modes being between 1-25% (8 respondents and 5 respondents, respectively).

Table 5. Approximately what percentage of your staff currently use the following as their main mode of transport to and from work - By walking

Response	Frequency	Percentage
0%	13	56.5%
1-25%	8	34.8%
26-50%	1	4.3%
51-75%	1	4.3%
Total	**23**	**100.0%**

Table 6. Approximately what percentage of your staff currently use the following as their main mode of transport to and from work - By train/tube

Response	Frequency	Percentage
0%	15	65.2%
1-25%	5	21.7%
26-50%	1	4.3%
51-75%	1	4.3%
76-100%	1	4.3%
Total	**23**	**100.0%**

Lastly, a quarter (26.1%) of respondents indicated that a proportion of their staff cycle to and from work as their main mode of transport, with the most commonly reported proportion of staff doing so being between 1-25% (4 respondents).

Table 7. Approximately what percentage of your staff currently use the following as their main mode of transport to and from work - By cycling

Response	Frequency	Percentage
0%	17	73.9%
1-25%	4	17.4%
26-50%	1	4.3%
76-100%	1	4.3%
Total	**23**	**100.0%**

Respondents to the full survey were then asked whether the LTN has changed how their staff travel to or from work. Just under half (47.8%) of the respondents reported that it has, while just over two fifths (43.5%) reported that it has not.

Table 8. Has the LTN changed how the staff at your organisation travel to or from work?

Response	Frequency	Percentage
Yes	11	47.8%
No	10	43.5%
Unsure	2	8.7%
Total	**23**	**100.0%**

Of the 11 respondents who reported that the LTN has changed how their staff travel to or from work, four reported an increase in staff travelling by bus. In turn, five reported a decrease in travelling by car, motorbike or taxi and three reported a decrease in travelling by walking and by cycling.

Table 9. How has the LTN changed the modes of travel used by your staff to get to or from work?

Mode of travel	Response	Frequency	Percentage
By bus	Increased	4	36.4%
	Stayed the same	5	45.5%
	Decreased	2	18.2%
	Total	**11**	**100.0%**
By car/motorbike/taxi	Increased	2	18.2%
	Stayed the same	4	36.4%
	Decreased	5	45.5%
	Total	**11**	**100.0%**
By train/tube	Increased	2	18.2%
	Stayed the same	7	63.6%
	Decreased	2	18.2%
	Total	**11**	**100.0%**
By walking	Increased	2	18.2%
	Stayed the same	6	54.5%
	Decreased	3	27.3%
	Total	**11**	**100.0%**
By cycling	Increased	1	9.1%
	Stayed the same	7	63.6%
	Decreased	3	27.3%
	Total	**11**	**100.0%**

Lastly, respondents to both the full and short survey were provided with three statements regarding their staff's travel to or from work and were asked to indicate the extent to which they agree or disagree with each statement. Around four fifths of all respondents disagreed that journeys times for staff have decreased (79.6%) and that staff can take direct routes to or from work (75.5%), while a slightly lower proportion disagreed that staff feel they can use active modes of travel (69.4%).

Table 10. To what extent do you agree with the following statement regarding you staff's travel to or from work?

	Response	Frequency	Percentage
Journey times for staff have decreased	Strongly Agree	3	6.1%
	Agree	1	2.0%
	Neither agree nor disagree	6	12.2%
	Disagree	22	44.9%
	Strongly disagree	17	34.7%
	Total	**49**	**100.0%**
Staff can take direct routes to or from work	Strongly Agree	1	2.0%
	Agree	4	8.2%
	Neither agree nor disagree	7	14.3%
	Disagree	22	44.9%
	Strongly disagree	15	30.6%
	Total	**49**	**100.0%**
Staff feel they can use active modes of travel (e.g. walking, cycling)	Strongly Agree	1	2.0%
	Agree	8	16.3%
	Neither agree nor disagree	5	10.2%
	Disagree	19	38.8%
	Strongly disagree	15	30.6%
	Unsure	1	2.0%
	Total	**49**	**100.0%**

Clients/customers

Respondents were then asked questions regarding their clients/customers and how they travel to their business.

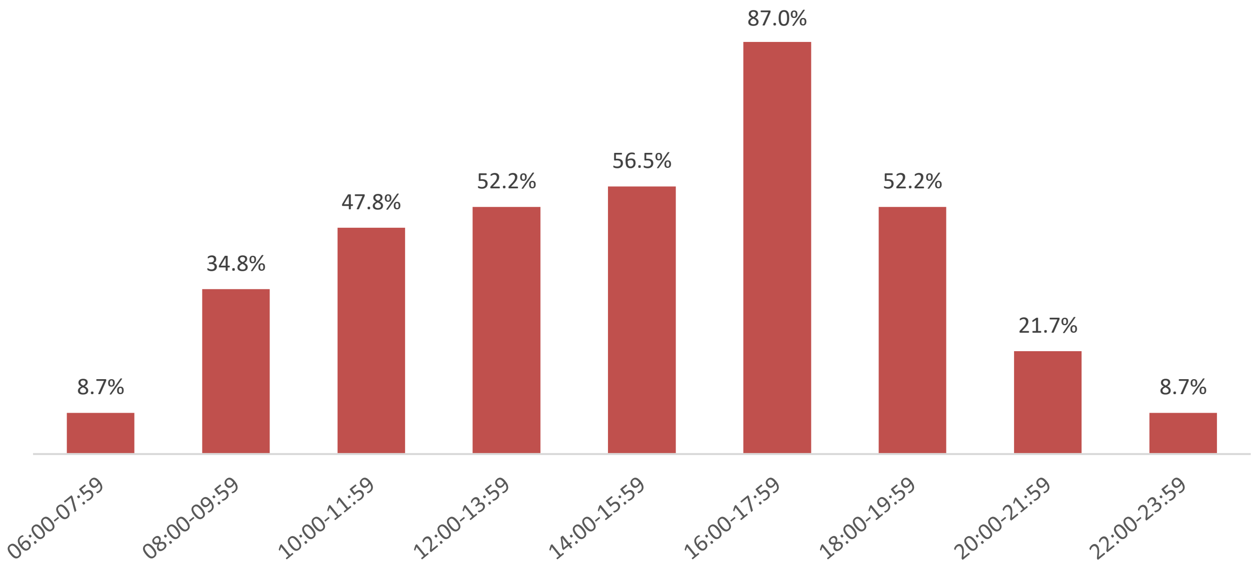
Respondents to the full survey were asked to estimate what proportion of their clients/customers travel to their business from outside the LTN area. The most commonly reported percentage of clients/customers travelling from outside the LTN area was between 26-50% and between 76-100%, reported by a third of respondents (33.3% each).

Table 11. Approximately, what percentage of your clients/customers come from outside the LTN area?

Response	Frequency	Percentage
1-25%	1	4.8%
26-50%	7	33.3%
51-75%	5	23.8%
76-100%	7	33.3%
Unsure	1	4.8%
Total	**21**	**100.0%**

Respondents to the full survey were also asked to indicate the busiest times of day for clients/customers visiting their business. Respondents most commonly reported that the busiest time for clients/customers is between 16:00 – 17:59 (87.0%), followed by 14:00 – 15:59 (56.5%).

Figure 1. What are the busiest times of day for clients/customers visiting your business? (Multiple response set)



In addition, the full survey asked respondents what mode of transport the majority of their clients/customers use to travel to and from their business. Around three quarters (73.9%) of respondents suggested that the majority of their clients/customers travel to and from their business by car, motorbike or taxi.

Table 12. What do you think is the main way that the majority of your clients/customers travel to or from your business currently?

Response	Frequency	Percentage
By car/motorbike/taxi	17	73.9%
By walking	3	13.0%
By bus	1	4.3%
By train/tube	1	4.3%
By cycling	1	4.3%
Total	**23**	**100.0%**

Further, respondents to the full survey were asked whether the LTN has changed how their clients/customers travel to or from their business to which almost half (47.8%) reported that it has, and two fifths (39.1%) reported that it has not.

Table 13. Has the LTN changed how your clients/customers travel to or from your business?

Response	Frequency	Percentage
Yes	11	47.8%
No	9	39.1%
Unsure	3	13.0%
Total	**23**	**100.0%**

Of the 11 respondents who reported that the LTN has changed how their clients/customers travel to or from their business, four reported an increase in clients/customers travelling by bus and three reported an increase in clients/customers travelling by walking. In turn, nine reported a decrease in clients/customers travelling by car, motorbike or taxi.

Table 14. How has the LTN changed the modes of travel used by your clients/customers to travel to or from your business?

Mode of travel	Response	Frequency	Percentage
By bus	Increased	4	36.4%
	Stayed the same	4	36.4%
	Decreased	3	27.3%
	Total	**11**	**100.0%**
By car/motorbike/taxi	Increased	1	9.1%
	Stayed the same	1	9.1%
	Decreased	9	81.8%
	Total	**11**	**100.0%**
By train/tube	Increased	2	18.2%
	Stayed the same	7	63.6%
	Decreased	2	18.2%
	Total	**11**	**100.0%**
By walking	Increased	3	27.3%
	Stayed the same	6	54.5%
	Decreased	2	18.2%

	Total	**11**	**100.0%**
By cycling	Increased	0	-
	Stayed the same	9	81.8%
	Decreased	2	18.2%
	Total	**11**	**100.0%**

Respondents to both the full and short survey were provided with three statements regarding their clients/customers travel to or from their business and were asked to indicate the extent to which they agree or disagree with each statement. Four fifths of respondents disagreed that journeys times for clients/customers have decreased and that clients/customers can take direct routes to or from their business (79.6% each), while a slightly lower proportion disagreed that clients/customers feel they can use active modes of travel (67.3%).

Table 15. To what extent do you agree with the following statement regarding your clients/customers travel to or from your business?

	Response	Frequency	Percentage
Journey times for clients/customers have decreased	Strongly Agree	1	2.0%
	Agree	1	2.0%
	Neither agree nor disagree	2	4.1%
	Disagree	22	44.9%
	Strongly disagree	17	34.7%
	Unsure	6	12.2%
	Total	**49**	**100.0%**
Clients/customers can take direct routes to or from my business	Strongly Agree	0	-
	Agree	3	6.1%
	Neither agree nor disagree	2	4.1%
	Disagree	22	44.9%
	Strongly disagree	17	34.7%
	Unsure	5	10.2%
	Total	**49**	**100.0%**
Clients/customers feel they can use active modes of	Strongly Agree	0	-
	Agree	8	16.3%

travel (e.g. walking, cycling)	Neither agree nor disagree	3	6.1%
	Disagree	18	36.7%
	Strongly disagree	15	30.6%
	Unsure	5	10.2%
	Total	**49**	**100.0%**

When asked whether the number of clients/customers visiting their business has increased or decreased since September 2023 as a result of the LTN, just over three quarters (77.6%) of all respondents reported that it has decreased.

Table 16. Do you think the number of your clients/customers has increased or decreased since September 2023 as a result of the LTN?

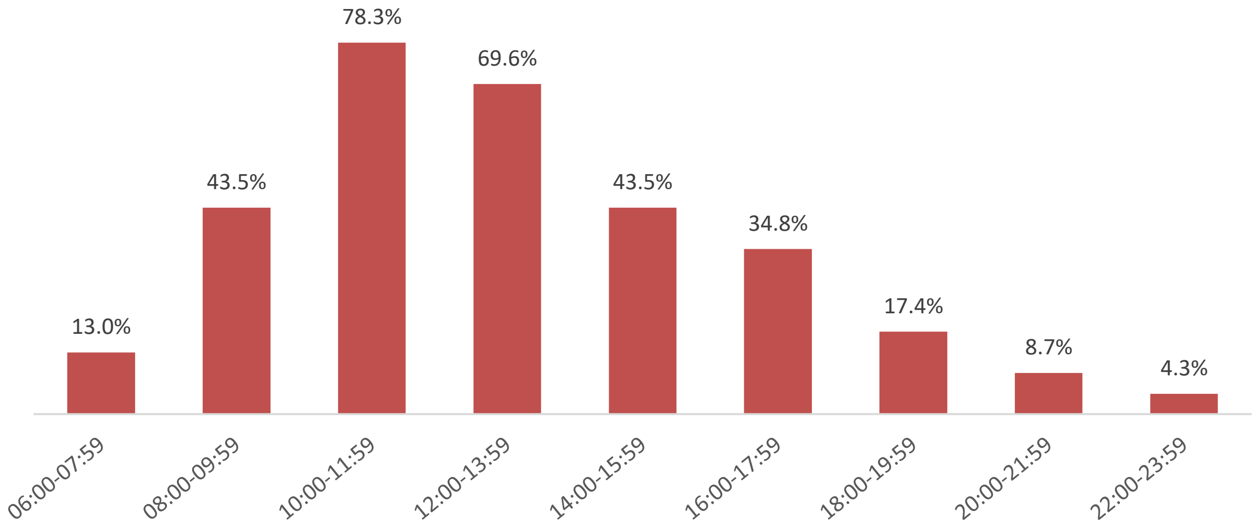
Response	Frequency	Percentage
Increased	0	-
Stayed the same	7	14.3%
Decreased	38	77.6%
Unsure	4	8.2%
Total	**49**	**100.0%**

Deliveries

Respondents were then asked questions relating to their suppliers and how they receive deliveries.

In the full survey, respondents were asked what times of the day they receive deliveries. Respondents most commonly reported receiving deliveries between 10:00 – 11:59 (78.3%), followed by 12:00 – 13:59 (69.6%).

Figure 2. What times of day do you receive deliveries? (Multiple response set)



Further, respondents were asked whether the LTN has changed how they receive their deliveries. Three fifths (60.9%) of respondents reported that it has, while the remaining two fifths (39.1%) reported that it has not.

Table 17. Has the LTN changed how you get deliveries?

Response	Frequency	Percentage
Yes	14	60.9%
No	9	39.1%
Total	**23**	**100.0%**

Of the 14 respondents who reported that the LTN has changed how they receive deliveries, the majority (9 respondents) commented that their deliveries arrive late due to the congestion as a result of the LTN. Two respondents also commented that delivery drivers are unable or refuse to deliver to their business due to the difficulty accessing the business as a result of the LTN.

Other comments, each reported by one respondent, referred to delivery drivers facing difficulties parking delivery vehicles close to the business, delivery drivers having to drop off deliveries at delivery points due to no longer being able to access the business, and deliveries being less frequent. In addition, one respondent mentioned having to find new suppliers which has made deliveries more expensive which, as a result, has led to them increasing their prices and losing customers.

In addition, of the 14 respondents who reported the LTN has changed how their suppliers travel to or from their business, three reported an increase in suppliers travelling by car, motorbike or taxi, while four reported a decrease in suppliers travelling by all modes.

Table 18. How has the LTN changed the modes of travel used by your clients/customers to travel to or from your business?

Mode of travel	Response	Frequency	Percentage
By car/motorbike/taxi	Increased	3	21.4%
	Stayed the same	7	50.0%
	Decreased	4	28.6%
	Total	**14**	**100.0%**
By bus	Increased	2	14.3%
	Stayed the same	8	57.1%
	Decreased	4	28.6%
	Total	**14**	**100.0%**
By train/tube	Increased	2	14.3%
	Stayed the same	8	57.1%
	Decreased	4	28.6%
	Total	**14**	**100.0%**
By walking	Increased	2	14.3%
	Stayed the same	8	57.1%
	Decreased	4	28.6%
	Total	**14**	**100.0%**
By cycling	Increased	1	7.1%
	Stayed the same	9	64.3%
	Decreased	4	28.6%
	Total	**14**	**100.0%**

Respondents to both the full and short survey were provided with three statements regarding their suppliers travel to or from their business and were asked to indicate the extent to which they agree or disagree with each statement. Four fifths of all respondents disagreed that that suppliers can take direct routes to or from their business (81.6%), while a slightly lower proportion disagreed that suppliers feel they can use active modes of travel (77.6%) and that journeys times for suppliers have decreased (75.5%).

Table 19. To what extent do you agree with the following statement regarding your suppliers travel to or from your business?

	Response	Frequency	Percentage
Journey times for suppliers have decreased	Strongly Agree	1	2.0%
	Agree	2	4.1%
	Neither agree nor disagree	4	8.2%
	Disagree	22	44.9%
	Strongly disagree	15	30.6%
	Unsure	5	10.2%
	Total	**49**	**100.0%**
Suppliers can take direct routes to or from my business	Strongly Agree	0	-
	Agree	2	4.1%
	Neither agree nor disagree	3	6.1%
	Disagree	25	51.0%
	Strongly disagree	15	30.6%
	Unsure	4	8.2%
	Total	**49**	**100.0%**
Suppliers feel they can use active modes of travel (e.g. walking, cycling)	Strongly Agree	0	-
	Agree	3	6.1%
	Neither agree nor disagree	4	8.2%
	Disagree	21	42.9%
	Strongly disagree	17	34.7%
	Unsure	4	8.2%
	Total	**49**	**100.0%**

Impacts on business conditions

Lastly, respondents were asked about the impact that the LTN has had on business conditions.

Respondents to both the full and short survey were provided with two statements regarding the impacts of the LTN on their business as a whole and were asked to indicate the extent to which they agree or disagree with each statement. The majority of all respondents disagreed that the LTN has had an overall positive impact on their business to date (81.6%) and that it will have an overall positive impact on their business in the next 12 months (77.6%).

Table 20. Overall, to what extent do you agree or disagree with the following statements on the impacts of the LTN on your business as a whole?

	Response	Frequency	Percentage
The LTN has had an overall positive impact on my business to date	Strongly Agree	0	-
	Agree	2	4.1%
	Neither agree nor disagree	6	12.2%
	Disagree	15	30.6%
	Strongly disagree	25	51.0%
	Unsure	1	2.0%
	Total	**49**	**100.0%**
The LTN will have an overall positive impact on my business in the next 12 months	Strongly Agree	0	-
	Agree	3	6.1%
	Neither agree nor disagree	7	14.3%
	Disagree	16	32.7%
	Strongly disagree	22	44.9%
	Unsure	1	2.0%
	Total	**49**	**100.0%**

In the full survey, respondents were also asked whether their business turnover has increased or decreased since September 2023 as a result of the LTN, to which the majority of respondents (87.0%) replied that it has decreased.

Table 21. Has your business turnover increased or decreased since September 2023 as a result of the LTN?

Response	Frequency	Percentage
Decreased	20	87.0%
Remained the same	2	8.7%
Unsure	1	4.3%
Total	**23**	**100.0%**

Open questions (Qualitative results)

Impacts on business conditions

At the end of both the full and short surveys, respondents were provided with the opportunity to suggest any improvements to the LTN trials. Overall, 20 respondents provided suggestions for improvement.

The most commonly reported suggestion for improvement was cancelling the trial and removing the LTN (12 respondents). In particular, three respondents commented on the negative impact that the LTN has had on their business, having lost customers as a result of the increased congestion and difficulty accessing the business.

This was followed by suggestions to allow through traffic on some of the roads, such as main boundary roads, to alleviate some of the congestion as a result of the LTN (4 respondents). In addition, there were suggestions to operate the LTN between specific times, such as during school hours, as respondents felt this would work well (2 respondents). One respondent also suggested introducing permits for business owners, so that they are exempt from the LTN.

Appendices

Appendix A – Challenges in maximising response rates

During the course of the fieldwork, several challenges were noted by the interviewing teams regarding maximisation of response rates from businesses. Despite taking a QR code, many businesses stated that they were unlikely to complete the survey on the basis of:

- Survey fatigue – Approximately 20 businesses explicitly stated that they had completed numerous surveys regarding LTNs in the past, and had no further comments to provide to LB Haringey. This was further evidenced by the survey team noticing many posters and advertisements across the LTN areas of other independent surveys being undertaken.

- Some language barriers were encountered, which the interviewing team were able to overcome to an extent with our interviewers completing in-person interviews in Hindi, Urdu, Mandarin and Cantonese. However, the team also encountered some Polish and Arabic speakers, but were unable to communicate in these languages.

- Many businesses on West Green Road often required an explanation that the focus of the survey was on LTNs, and not the recent gas works.

- A few larger organisations (e.g. TSB, Shell) were reluctant to participate in the research, in case their response was construed as an official company position.

- Furthermore, around 50 businesses refused to participate outright when they were visited.

Appendix B – De-duplication of data

As with all research data, it is good practice to check and review the data collected prior to analysis. This ensures that the data carried forward to the analysis stage is as clean as possible; allowing the analyst to have confidence in the data being used, in order to draw genuine and robust conclusions from it.

Upon the receipt of the raw dataset (52 total responses for St Ann's), three responses were identified as being a potential duplicate. The criteria which were applied during this initial data checking process, to classify whether or not a response was potentially dubious, are listed below. To be considered as a potentially dubious response, at least 2 of the below 'flags' needed to be tripped.

- Has more than one contribution been submitted by the same business name?
- Has more than one contribution been submitted by the same business address (email or postal address)?
- Has the contribution been submitted within the same minute as another contribution?
- Does the response have an identical response to any of the open-ended questions?

For any case identified as a duplicate response, SYSTRA used their most recent response for their answers to closed questions, to prevent over-inflation of reporting to closed questions, and combined all of their separate open-ended responses into one response so all written sentiments were still captured. This approach means that duplicate responses were not excluded outright, rather they were consolidated to ensure the view of a single individual were not counted on multiple occasions, providing undue weight to their response relative to other respondents.

Appendix C – Roads visited during St Ann’s site visits

Appendix D – Location of businesses who responded to the survey