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Neighbourhoods of the Future Healthy School Streets Zone Proposals

Dear «Addressee»

We are writing to seek your views on the Council's proposal to create a Healthy School Street (HSS) zone around South Hampstead High School (both junior and senior sites), North Bridge House Pre-Preparatory School, Southbank International School and Holy Trinity Primary School. The proposals incorporate Maresfield Gardens, Netherhall Gardens, Nutley Terrace, and Netherhall Way, with an option to also include the southernmost part of Frognal.

The proposal is part of the 'Neighbourhoods of the Future' (NoF) project. This is a project funded by Transport for London (TfL), London Councils and the Greater London Authority and focuses on projects which encourage innovative electric vehicle (EV) charging technologies, policies and initiatives to support the growth of clean vehicles in London.

The HSS scheme is an initiative set up to reclaim the road space in the vicinity of a school, providing children with the opportunity to travel to and from school in a safer, less polluted environment, by closing roads to traffic (and particularly school-run traffic) at school opening and closing times. It also seeks to reduce the negative impact of school-run traffic on residents living in those areas. The scheme meets a number of [Camden's Transport Strategy](#) objectives which include encouraging healthy lifestyles by promoting walking, cycling or the use of public transport for school journeys and improving local air quality. This scheme would be similar to other Healthy School Streets already operating in Camden, details of which can be found here <https://www.camden.gov.uk/healthy-school-streets>. The feasibility study for these proposals can also be found on this page under 'Our Work So Far'.

Why are we proposing these schemes?

Within the Frognal and Fitzjohn's area there are 23 schools with over 8,500 pupils. Due to the high proportion of pupils that are driven to school in this area there is a significant issue with congestion during school pick-up and drop-off times.

The zone/network of streets noted above was identified as a potential location for a HSS scheme, as the area has historically received a high number of resident complaints regarding school-run traffic.

The schools in the zone also expressed an interest in partnership working with the council to address the issues.

Our data shows that up to 45% of pupils at these schools are driven to school, which is higher than the borough average of 38%. NO₂ (Nitrogen Dioxide) levels for all the schools in this area are above the national air quality objective of 40µg/m³ with an average of 42.8µg/m³. These proposals aim to reduce congestion, decrease car use on the school run, improve air quality and encourage active travel (walking and cycling) amongst pupils using the area.

In June 2019 meetings were held with school representatives, residents and local ward councillors to discuss options for a potential HSS scheme. Following feedback, two options for the HSS zone are now being consulted on. Some initial proposals for College Crescent were presented at these pre-consultation engagement meetings and subsequently have not been brought forward to consultation.

Separate proposals for a road safety scheme on Fitzjohn's Avenue and Arkwright Road are currently also in development and will be consulted on separately in late 2019/early 2020.

Traffic Counts

Traffic and pedestrian surveys were carried out on Maresfield Gardens, Netherhall Gardens, Nutley Terrace, Fitzjohn's Avenue and Arkwright Road. The counts were carried out over a one-week period during school term time from 11 to 17 February 2019. The graph below shows the traffic flow on Nutley Terrace (westbound) on an average weekday. The data for Maresfield Gardens and Netherhall Gardens mirrors this.

Figure 1 – Traffic counts on Nutley Terrace westbound on an average weekday during school term time

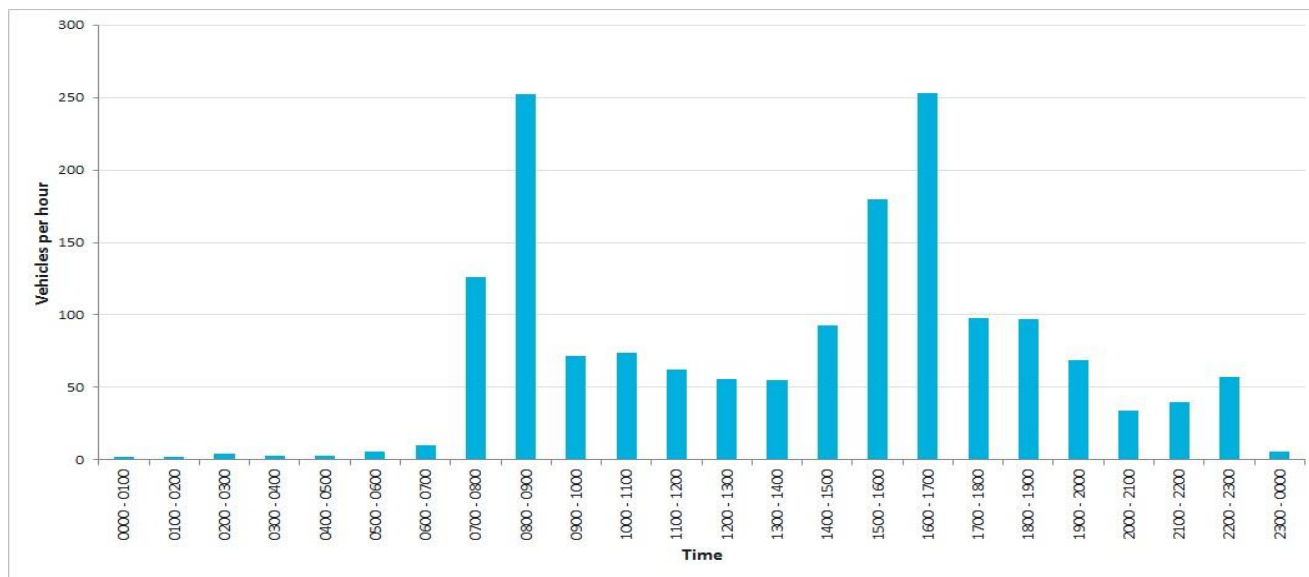


Figure 1 shows that the peak period of traffic on Nutley Terrace is from 8am to 9am, with 250 vehicles driving into and out of the area at those times. A similar PM peak is observed which correlates with the differing school collection times. The earliest school starting time is at 8.20am, and the latest school finishing time is at 4pm. The data shows that the weekday traffic counts are higher than traffic observed during the corresponding periods on weekends.

Pedestrian Surveys

Three locations were surveyed (Netherhall Gardens, Nutley Terrace and Maresfield Gardens). Pedestrian surveys showed a high AM peak in the locations surveyed. The PM pedestrian peak is

lower on than the AM peak. The pedestrian flows generally mirror the traffic flows in terms of peak periods.

Proposals

SUMMARY OF PROPOSALS

- We are consulting on two Healthy School Street zone timed road closure options in the Netherhall Gardens, Nutley Terrace and Maresfield Gardens area that are intended to (i) reduce overall motor vehicle traffic levels, especially school-run traffic (ii) improve road safety & air quality around the school sites when students arrive and leave at the beginning and end of the school day and (iii) increase walking and cycling levels to those schools. These are discussed in detail below as **Option A** and **Option B**.
- Any proposals taken forward would be implemented as a ‘trial’, under an Experimental Traffic Order, for 12 months and a further consultation would then take place on any proposed permanent arrangements.
- Exemptions will be given to all residents vehicles and all residents with off street parking within the restricted zone, residents in the zone with a Blue Disabled Badge, and all pure electric vehicles can enter the zone during the restricted times. Option plans A and B below show the restricted zones under each proposal. The streets highlighted in red make up the proposed restricted zone(s).

We would like to hear your views on the options listed below. If either option is implemented following consultation it would be on an experimental basis for a year, with extensive ‘pre’ and ‘post’ monitoring carried out to help assess impacts, before further consultation on potentially making the scheme permanent. The timed road closures would be enforced by Automatic Number Plate Recognition (ANPR) cameras.

Option A – Healthy School Street Zone incorporating Netherhall Gardens, Marsefield Gardens and Nutley Terrace

This proposal uses three ANPR cameras to create a timed road closure on Netherhall Gardens, Maresfield Gardens and Nutley Terrace from the junctions with Fitzjohn’s Avenue, creating a Healthy School Streets zone which incorporates five school sites. The option is outlined below and illustrated in detail on the drawing overleaf.

The proposed closures would be for an hour and a quarter in the morning and an hour and a quarter in the afternoon to coincide with the schools opening and closing times from **8.00am to 9.15am** and **3.00pm to 4.15pm Monday to Friday during school term time only**.

The streets coloured red in Option A (plan below) will be restricted during these times to all non-exempt vehicles at the junctions of: (i) Netherhall Gardens and Fitzjohn’s Avenue, and (ii) Nutley Terrace and Fitzjohn’s Avenue. This will be enforced through the use of ANPR cameras in these locations. Vehicles which are not exempt will receive a Penalty Charge Notice (PCN) for entering the zone during the restricted times. The existing (permanent) closure to motor vehicle traffic of Netherhall Way at the junction with Frognaal will be retained.

Although Maresfield Gardens is already “exit only” onto Fitzjohn’s Avenue, we have proposed placing an ANPR camera at the Maresfield Gardens and Fitzjohn’s Avenue junction as well in order to prevent vehicles driving through the prohibition into the zone from this direction. With existing other (permanent) restrictions onto Frognaal/Finchley Road already in place, this proposal creates a zone of (timed) road closures surrounding the streets which these 5 schools are on. All vehicles already within the zone at the restricted times will be able to leave the zone via any exit onto Fitzjohn’s

Avenue. All exempt vehicles will be able to access any part of the zone from the permitted entrance points off Fitzjohn's Avenue (Nutley Terrace and Netherhall Gardens) at any time during the timed road closure e.g. any resident with a registered vehicle in the zone is fully exempt. A full list of exemptions and details on taxi use in the restricted zone during the times of operation are discussed later in this leaflet.

Option A plan



Option B – as Option A but including the southern part of Frognal

This proposal uses three ANPR cameras to create a timed road closure on Netherhall Gardens, Maresfield Gardens and Nutley Terrace from the junctions with Fitzjohn's Avenue. This option also proposes to extend the zone to the southern part of Frognal between Arkwright Road and (up to but not including) Hampstead Gate by using a further two ANPR cameras on that section of Frognal. A total of five ANPR cameras will be used to enforce this zone which incorporates the five school sites. Further details are below/overleaf.

Again proposed closures would be for an hour and a quarter in the morning and an hour and a quarter in the afternoon to coincide with the schools opening and closing times from **8.00am to 9.15am** and **3.00pm to 4.15pm Monday to Friday during school term time only.**

This option builds upon the zone proposed in Option A by extending the zone to incorporate the southern section of Frognal between Arkwright Road and (up to but not including) Hampstead Gate. Option B plan, below, shows the proposed roads which make up the restricted zone highlighted in red. This zone includes all the proposals in Option A plus the section of Frognal noted above, and is

proposed for consideration as it would then remove the ability for parents using Frognal as a pick up and drop off location, making use of the existing (retained) motor vehicle restriction on Netherhall Way. As with Option A, exemptions apply

Option B plan



Exemptions

As the restrictions will be enforced by ANPR cameras, we will be exempting the following vehicles at all times:

- Blue Disabled Badge holders (BDB) resident in the restricted areas
- BDB holders who need to visit a business or residential property within the restricted zone
- Residents vehicles with parking permits registered in any of the restricted roads (see the streets marked in red on the plans under Option A and Option B)
- Residents vehicles registered to properties in any of the restricted roads (as above) that have off street parking, or a 'crossover' to their driveway
- Children with disabilities that prevent them from walking, scooting or cycling to school – the vehicles which pick them up/drop them off will be exempt
- Pure Electric Vehicles (not hybrids) – including those used for Private Hire Vehicles (PHVs)
- Zero Emission Capable taxis (“black cabs”)

Taxis

During the public meeting, concerns were raised over residents that may need taxis during the restricted hours (e.g. for hospital appointments etc.). Where possible residents should book taxis outside of the restricted hours, or meet the taxi on a nearby road outside of the restricted zone. However it is understood that this is not always possible, and therefore another option is to book a Zero Emission Capable (ZEC) taxi/fully electric private hire vehicle, which are exempt from the restriction.

We have met with Transport for London (TfL) to explore the current Taxi and Private Hire market and experience of other similar restrictions. According to TfL, as of 1 July 2019 there were 1,875 ZEC taxis out of 19,183 licensed taxis in total. Currently, although ZEC taxis make up 10% of the fleet, more ZEC taxis are found towards central London – with drivers tending to focus on areas with a higher density of rapid EV charging infrastructure. The TfL team estimates that it may be possible to have a quarter of the taxi fleet being electric by 2021. Black cabs (taxis) can be requested through an app with a note to be electric: for details, see here: <https://www.levc.com/corporate/book-a-taxi>

In the Private Hire sector TfL do not have data on the proportion of vehicles which are pure electric. The options currently known to the Council to be available are outlined in the [Feasibility Study](#). Other options may also be available.

If the scheme is implemented, ZEC taxis (“black cabs”) and pure electric PHVs only will be exempt at the restriction times, and options to use such facilities include those provided above.

Additional considerations & school-run traffic mitigations

Alongside the outcome of the consultation there are other measures/mitigations being employed in the area to reduce car use, encourage modal shift to sustainable transport options and improve air quality. These are as follows:

- **STARS** – all schools in the area are encouraged to participate in the TfL “STARS” travel plan programme. Currently eight have accreditations. This involves the school participating in activities throughout the academic year, which encourage active travel to/from school. Schools will also provide data as to how the children are travelling to/from school which will be used to monitor the impact of the scheme.
- **Park and Stride** – Camden are in discussion with the O2 centre on Finchley Road, to request that a number of spaces can be provided in their car park for parents who are unable to walk/cycle/take public transport with their children to/from the schools. This would provide a suggested ‘park and stride’ site from the car park to (any) nearby schools. More details will be provided to the schools to disseminate to parents should the scheme go ahead, which we aim to have in place by the start of the trial. Camden are also working with TfL to bring forward improved pedestrian crossing points of Finchley Road in this area, which would enhance the attractiveness of a Park & Stride facility at the O2.
- **Homerun App** – this is a car sharing app already in use by some schools in the Hampstead area, which connects parents in order to encourage car sharing and reduce total vehicle trips. It also provides detailed data as to how parents are travelling to/from schools. More details on this app are provided in the feasibility study.
- **NW3 Green School Run** bus service – this is a service set up by a group of parents based in the Hampstead area. From September 2019 they will be running coach services to the schools in the NoF area, with the aim to reduce harmful levels of air pollution surrounding the 10,000+ children who learn in NW3. More can be read about [NW3 Green School Runs](#) on their twitter feed.

What will be the impacts on air quality and traffic levels?

Air Quality

Pre and post scheme monitoring of air quality will be carried out as part of this scheme. The air quality monitoring equipment has been in place on Netherhall Gardens, Arkwright Road and Froggnal since April 2019. There is also an existing monitoring station on Fitzjohn's Avenue, the data from this station will also be used to help monitor this scheme.

Traffic Impacts

The data gathered as part of the feasibility study will be used as 'pre' traffic data for the scheme, and the same points will be monitored afterwards, should the proposals go ahead. The feasibility study sets out in more detail all of the existing data collection points and traffic flows observed. The intention of the scheme and associated mitigations (set out above) is to reduce total motor vehicle trips to schools in the area, which will be carefully monitored during the trial. We also intend to encourage those with an essential need to use motor vehicles for the school-run to use the proposed Park & Stride site on Finchley Road.

Any additional locations for traffic surveys/air quality monitoring suggested by respondents to the consultation will also be considered for inclusion in the pre/post survey scheme monitoring. This will be used to assess any impacts on traffic flows on streets in the nearby area. This will be used to help inform the next steps and any potential amendments to the scheme, if we proceed to consulting on any permanent arrangements.

This is your opportunity to comment

The Council will be pleased to hear your views on the proposals we are consulting upon as well as any alternative suggestions or objections you may have to any aspect of the scheme. Please respond to this consultation by completing the attached questionnaire by **Friday 11th October 2019**. This leaflet and questionnaire have also been published online. Details of how you can send us your views are provided below.

RESPONSE: Please submit your response to this consultation via one of the following three options listed below/overleaf:

Option 1 Online: submit your response by answering a series of consultation questions and providing your comments on an online form, which can be found using this link:

<https://consultations.wearecamden.org/supporting-communities/nofhss>

Option 2 Email: submit your responses to the questionnaire overleaf via email to:

transportconsultations@camden.gov.uk

Option 3 Post: submit your response using the following free post address (no stamp required): Freepost LBC MAILROOM with Neighbourhoods of the Future, Transport Strategy Service in the bottom left corner of the envelope.

Please Note: If you are responding on behalf of an organisation **only one** reply will be accepted. You must give your full postal address when responding to this consultation if you want us to consider your views. An equality and diversity form has been included - that is voluntary for you to complete and you may send it to us via email or using the above free post address along with your consultation response. Any information you provide will help us in making an informed decision on the proposals. While it will not be possible to reply to you individually, all comments will be taken into account. At the end of this consultation exercise, a report will be prepared analysing the comments received and officers' recommendations. This report will be presented to the Cabinet Member for a Sustainable Camden who will make a decision whether or not to proceed with the

scheme. Under the Local Government (Access to Information) Act 1985, your response is available for public inspection; however, your personal details will remain confidential. Please only write to us about this consultation.

Who is being consulted?

Information leaflets are being sent to the following: all properties within the consultation area (shaded in blue) outlined on the plan below, Local and Statutory Groups, Emergency Services and Ward Councillors. If you require any additional information or would like further explanation, please call the Transport Strategy team on 020 7974 5537 or email transportconsultations@camden.gov.uk

Neighbourhoods of the Future Healthy School Street Zone consultation area

