

## **LONDON BOROUGH OF HAMMERSMITH & FULHAM**

**Report to:** Bram Kainth, Strategic Director of Environment

**Date:** 24/10/2022

**Subject:** South Fulham Clean Air Neighbourhood

**Report of:** Masum Choudhury, Assistant Director of Public Realm

**Report author:** Jordan Poole, Principal Traffic Officer

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### **SUMMARY**

This report seeks approval to launch the South Fulham Clean Air Neighbourhood. Following engagement with residents, this has evolved from a previous traffic, congestion and pollution reduction trial in the residential streets to the east of Wandsworth Bridge Road.

A decision to make the east experimental project permanent and launch a trial in the streets to the west of Wandsworth Bridge Road was taken at a Cabinet meeting on 6 December 2021.

A Clean Air Neighbourhood is a comprehensive Public Health initiative with the ambition of reducing poor air quality and improving the health of residents. It also ensures that we make significant progress towards the Council's Net Zero priorities.

A separate decision to launch a boroughwide Clean Air Neighbourhoods programme was taken at a Cabinet meeting on 10 October 2022. This report relates both to this and to the Cabinet decision of 6 December 2021.

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### **RECOMMENDATIONS**

1. To launch a trial that introduces traffic access restrictions for non-borough residents with the use of experimental traffic order/s in the South Fulham area.
2. To monitor traffic and air quality data, consider consultation feedback provided during the experiment and make any amendments or adjustments to the project during the experimental period and in line with the statutory process.
3. To work with local residents and businesses to develop a long-term vision for Wandsworth Bridge Road and to develop a comprehensive public realm vision for the whole South Fulham area.

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**Wards Affected:** Palace & Hurlingham, Parsons Green and Sandford

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<b>Our Values</b>	<b>Summary of how this report aligns to the H&amp;F Values</b>
Building shared prosperity	All residents in the area will benefit from this proposal, as it is intended to cover the neighbourhood and manage impacts on main roads.
Creating a compassionate council	All residents across the Borough deserve the same opportunities to live in healthy and happy neighbourhoods.
Doing things with local residents, not to them	Resident consultation is a key feature of this Clean Air Neighbourhood trial. Local knowledge will be invaluable in co-designing the project and developing the vision for the area.
Being ruthlessly financially efficient	Improving the health outcomes of our residents is a worthwhile investment.
Taking pride in H&F	Improving the public realm and utilising the space for events, walking, cycling and shopping will make the area more amenable and pleasant for all users and residents and better for business.
Rising to the challenge of the climate and ecological emergency	Whilst the health of residents is the primary driver of this proposal, the programme will also make a major contribution towards meeting the Council's climate and ecological emergency commitments.

## Financial Impact

The total cost of introducing the traffic aspects of the South Fulham Clean Air Neighbourhood is estimated to be in the region of £12,000, as set out in the table below. This one-off cost will be contained within existing Transport and Parking budgets. The experimental trial period will be between 6 and 18 months as required by law. Should there be a future recommendation that the trial becomes permanent, any additional one off and/or ongoing costs will be considered as part of that future decision report.

<b>Description</b>	<b>Est. Cost</b>
Advertising, notification and experimental traffic order-making process	£2,000
Reviewing and installing signage and fixings	£10,000
<b>Total</b>	<b>£12,000</b>

*Gary Hannaway, Head of Parking Finance, 20 October 2022*  
*Verified by Andre Mark, Head of Finance, 20 October 2022*

## **Legal Implications**

- The experimental project will be launched using Experimental Traffic Order/s under the Road Traffic Regulation Act 1984.
- Consideration will be given to whether to make the Experimental orders permanent under the 1984 Act

*Fortune Adebiji, Chief Planning and Property Lawyer, 20 October 2022*

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## **Background Papers Used in Preparing This Report**

None.

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## **DETAILED ANALYSIS**

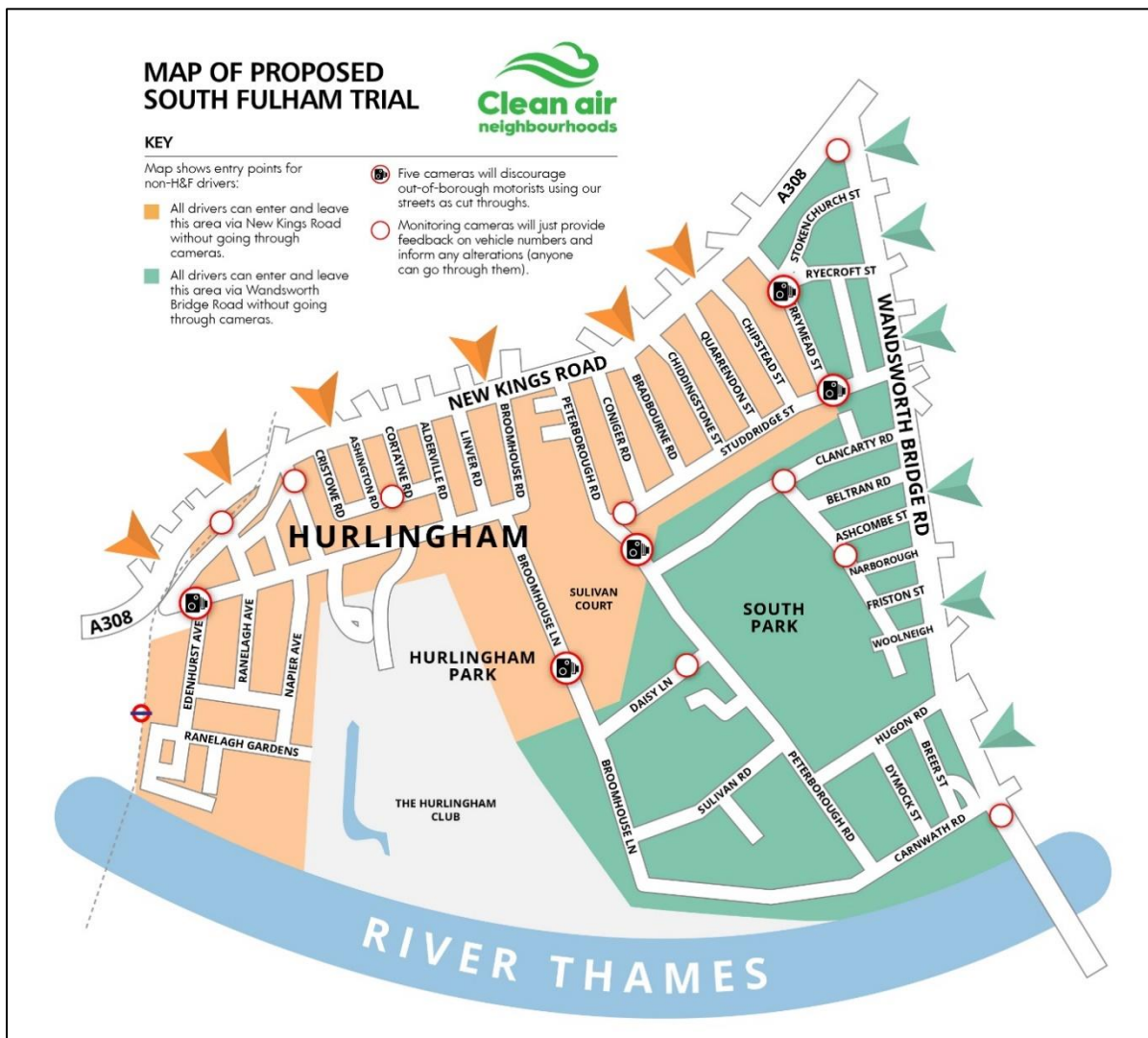
### **South Fulham Clean Air Neighbourhood**

1. A previous traffic, congestion and pollution reduction project in the streets to the east of Wandsworth Bridge Road (WBR) has helped to inform the development of the South Fulham Clean Air Neighbourhood, which includes trialling traffic restrictions for non-borough residents in the streets to the west of WBR.
2. A decision to make the experimental project to the east of WBR permanent and subsequently launch a trial to the west of WBR was taken by Cabinet on 6 December 2021, and officers were given delegated authority to proceed.
3. Following engagement with residents and community groups, the scheme has evolved from a traffic, congestion and pollution reduction project to a Clean Air Neighbourhood.
4. A Clean Air Neighbourhood is a comprehensive Public Health initiative with the ambition of reducing poor air quality and improving the health of residents. It also ensures that we make significant progress towards the Council's Net Zero priorities.
5. The trial to the west of WBR is thus an evolution of the traffic, congestion and pollution reduction project to the east of WBR, with the aim of tackling public health and air quality.
6. This proposal has been developed with significant input from residents on the locations of access restrictions.
7. Access restrictions for vehicles not registered in Hammersmith & Fulham (with exemptions for emergency vehicles and others) will be located on the following roads;

- Perrymead/Ryecroft Street
- Studdridge Street
- Peterborough Road
- Broomhouse Lane
- Hurlingham Road

8. The access restrictions will not apply to residents. Non-residents will be able to drive into the entire area without driving through the access restrictions via either New Kings Road or Wandsworth Bridge Road, depending on the origin and destination of the trip.

The diagram below indicates how to access the area without driving through restrictions



## **Reasons for Decision**

9. This trial aims to improve local air quality by achieving a significant reduction in total traffic volumes. It seeks to achieve this by discouraging out-of-borough traffic from driving through the residential streets to the west of WBR without stopping to visit, shop or access facilities in the area.
10. The trial makes progress towards achieving the Council's policy agenda for Public Health and the Climate Emergency, and the Council's priorities, with 26 direct links and 15 non direct links.
11. Working with resident groups and engaging the wider community on the proposals has helped the Council build a better understanding of the local situation and design a tailored and specific trial.
12. The trial can be amended, altered or abandoned without significant capital investment on infrastructure or making permanent changes to the road network.
13. The collection of real-time and automatic traffic count data during the project will inform decision-making. Any future recommendation to make the trial permanent or to abandon it will be based on data and feedback collected during the trial.

## **Equality Implications**

14. An EQIA has been conducted to consider the launch of this trial (see Appendix 1).
15. For the duration of the trial, any equalities impact will be continually monitored, and mitigations developed and actioned. Any equalities impact identified will inform a final EQIA and considered as part of any future decision as to whether the scheme should be made permanent.

## **Risk Management Implications**

16. The report recommends approval of a trial scheme with the use of traffic access restrictions for non-borough residents and Experimental Traffic Order/s in the streets to the west of WBR, with a number of proposed actions to be carried out at pace. These actions are intended to tackle the risks to residents, particularly those who are most vulnerable to air pollutions.
17. Officers will need to review the impact of the Experimental Traffic Orders and other measures to ensure they secure improvements in air quality, as well as considering any unintended consequences on other local areas within the borough (whether this be residents or local businesses). This will enable the Council to make best use of the investment and maximise the benefits for residents' health.

## **Climate and Ecological Emergency Implications**

18. Clean Air Neighbourhood projects are likely to contribute positively to achieving the council's Climate Change targets by significantly reducing total traffic volumes and carbon emissions in an area.
19. The project in the streets to the east of WBR is considered to have made a significant positive contribution towards tackling the Climate and Ecological Emergency due to improvements in air quality following a demonstrable reduction in traffic volumes. The trial in the streets to the west of WBR is expected to have a similar benefit. Positive contributions will be maintained and contribute to the realisation of the longer-term aspiration of reallocating road space for greening, biodiversity and flood alleviation measures.
20. Across South Fulham, traffic has reduced by approximately 23 per cent since the launch of the project to the east of WBR in July 2020. This equates to bringing down the number of trips by motorists by 8,000 per day and has contributed significantly to the removal of at least one tonne of CO<sub>2</sub> per day from the area. We would expect to see similar benefits with the launch of the trial to the west of WBR.

*Hinesh Mehta, Head of Climate Change, 12/10/2022*

## **Consultation**

21. The trial to the west of WBR will be introduced as an experimental project, implemented by way of Experimental Traffic Order/s, so as to ensure full and proper public engagement during the experimental phase of the project.
22. It is expected to take three to six months to work through initial project details, working with residents, community groups and local businesses to build a shared understanding of project parameters over several meetings.
23. For camera-enforced trials, it can take upwards of three months from project launch for the initial peak in contraventions to settle and up to six months for a project to settle and achieve the traffic reduction levels expected, with related improvements in air quality. This period is also key in ensuring local people develop an understanding of the project.
24. The Council will follow all statutory requirements and guidance required for the making, implementation, consultation and monitoring of Experimental Traffic Orders.
25. Throughout the experimental trial, the project team will continue to work with key stakeholders including residents and businesses in the area to refine the project as appropriate.
26. By law, experimental trials can run for up to 18 months. During this period, the project team will collect data and feedback received as part of the consultation

and analyse the results. This will be followed by a report on findings and recommendations for the project.

## **LIST OF APPENDICES**

Appendix 1 – Equalities Impact Assessment