



APPENDIX 3

London Borough of Hammersmith & Fulham

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# **SOUTH FULHAM WEST CLEAN TRAFFIC MONITORING**

Pre- and During-Scheme Traffic Flow  
Comparison





**London Borough of Hammersmith & Fulham**

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# **SOUTH FULHAM WEST CLEAN TRAFFIC MONITORING**

Pre- and During-Scheme Traffic Flow Comparison

**CONFIDENTIAL**

PROJECT NO. 70101223

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## ***APPENDICES***

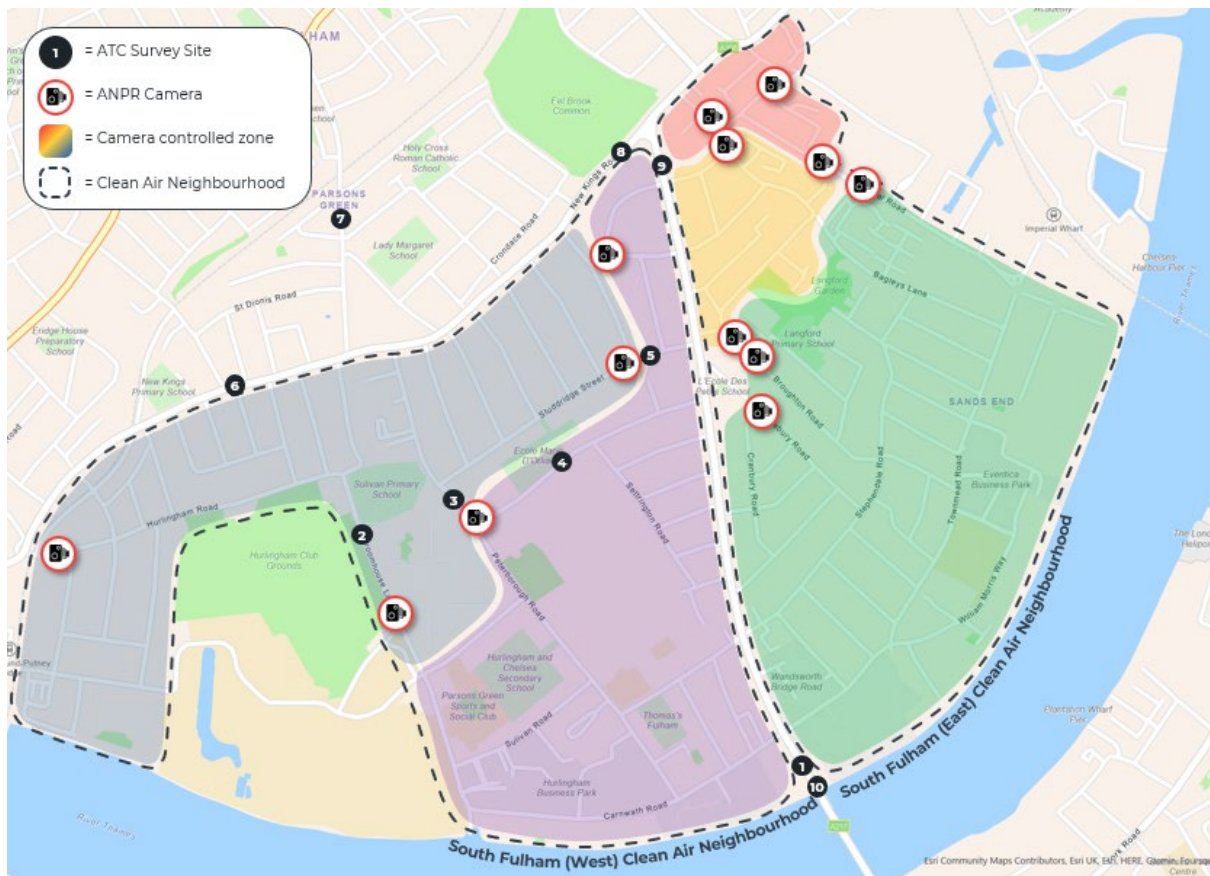
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# 1. INTRODUCTION

The London Borough of Hammersmith & Fulham (LBHF) has created Clean Air Neighbourhoods (CLEANs) to help tackle air pollution and the detrimental health impacts poor air quality has. This consists of a range of measures including tree planting, sustainable drainage schemes, school streets initiatives and improved infrastructure for walking and cycling, as well as traffic reduction trials.

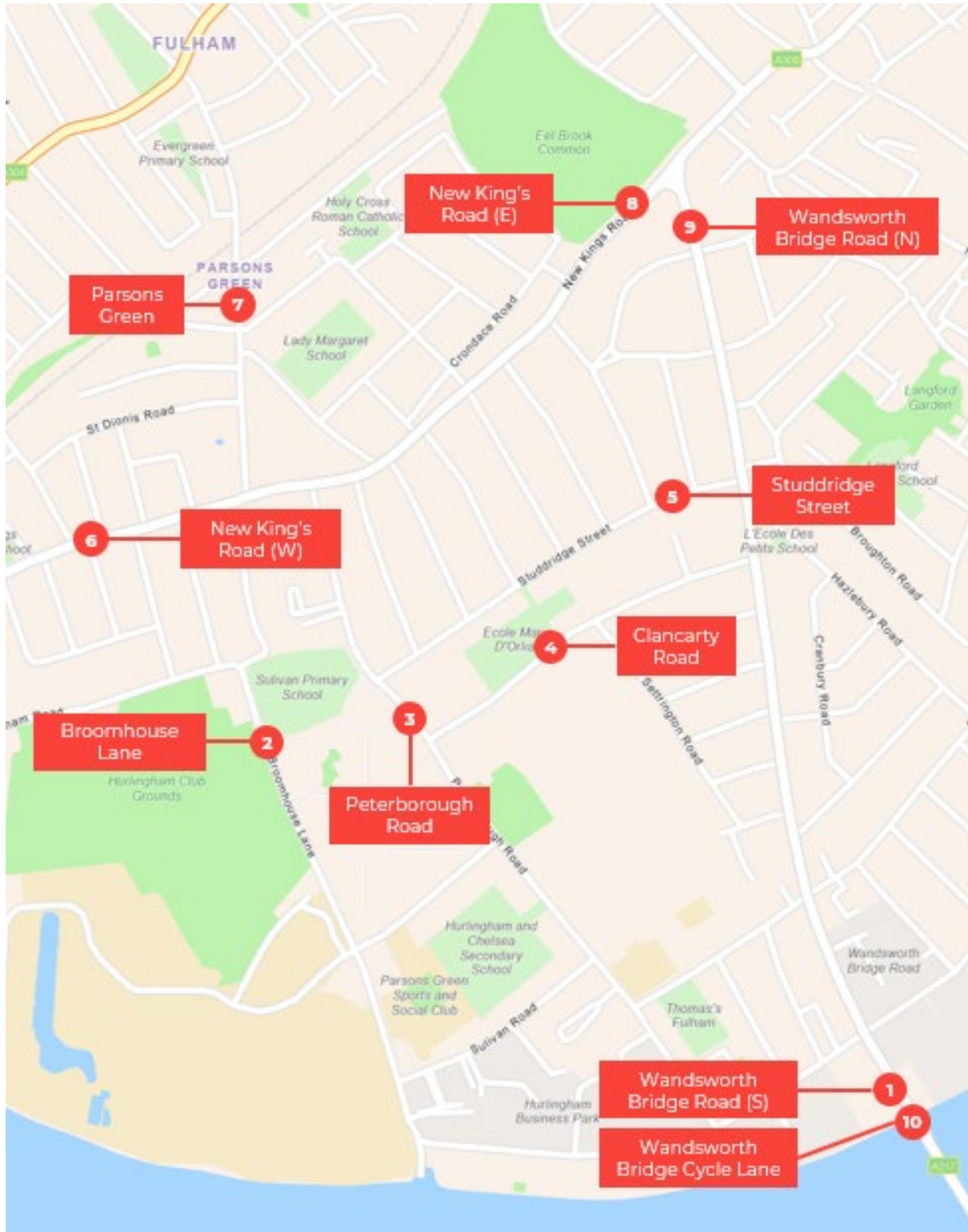
The trial of the South Fulham (West) CLEAN was introduced in December 2022, following the successful completion of a trial of the South Fulham (East) CLEAN. A diagram of the South Fulham CLEANs is shown in Figure 1.

*Figure 1-1 - Clean Air Neighbourhood's and ATC survey locations*



WSP has been commissioned by LBHF to analyse traffic patterns for the duration of the trial of the South Fulham (West) CLEAN. The data collection from 10 automatic traffic counters (ATCs – shown in Figure 2) is intended to capture the ongoing impact on traffic of the South Fulham (West) CLEAN scheme.

Figure 1-2 - Data collection sites







## 2. DATA QUALITY

The below matrix illustrates what data was available for each of the nine ATC sites during the months of March 2022, June 2022, March 2023, June 2023, and November 2023, which has been used in the analysis of traffic flow data.

Table 2-1 – Data quality

Road	March 2022	June 2022	March 2023	June 2023	November 2023
<b>Broomhouse Lane</b>	Complete data	Minor data loss in month	Complete data	Complete data	Complete data
<b>Clancarty Road</b>	Minor data loss in month	Complete data	Minor data loss in month	Complete data	Complete data
<b>Peterborough Road</b>	Minor data loss in month	Complete data	Complete data	Complete data	Complete data
<b>Studdridge Street</b>	Complete data	Complete data	Some data loss in month	Complete data	Some data loss in month
<b>Wandsworth Bridge Road South</b>	Minor data loss in month	Minor data loss in month	Substantial data loss in month	Some data loss in month	Minor data loss in month
<b>Wandsworth Bridge Road North</b>	Some data loss in month	Complete data	Some data loss in month	Some data loss in month	Complete data
<b>New King's Road (W)</b>	Minor data loss in month	Minor data loss in month	Some data loss in month	Some data loss in month	Some data loss in month
<b>New King's Road (E)</b>	Complete data	Some data loss in month	Minor data loss in month	Minor data loss in month	Minor data loss in month
<b>Parsons Green Lane</b>	Complete data	Minor data loss in month	Complete data	Complete data	Some data loss in month

KEY

	Substantial data loss in month
	Some data loss in month
	Minor data loss in month
	Complete data



### **3. WEEKDAY TRAFFIC FLOW DATA**

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A comparison of traffic flow data before and during the scheme was implemented has been carried out. This uses the data recorded on the 10 ATCs. The data covers five months in March 2022, June 2022, March 2023, June 2023 and November 2023, covering the pre-trial and trial periods in different seasons. Tables summarising this data and a comparison of average weekday flow are provided over the next three pages.



Table 3-1 presents a pre- and during-trial comparison in weekday average daily traffic flow in March 2022 (pre-trial) and March 2023 (during the trial period).

Table 3-1 – Weekday daily average traffic flow comparison – March 2022 and March 2023

Road	March 2022 Pre-Trial	March 2023 During Trial	Net increase / reduction	Percentage increase / reduction
<b>Broomhouse Lane</b>	7,869	3,352	-4,516	-57.40%
<b>Clancarty Road</b>	2,635	1,409	-1,226	-46.52%
<b>Peterborough Road</b>	7,249	4,401	-2,848	-39.28%
<b>Studdridge Street</b>	2,589	1,285	-1,296	-50.05%
<b>Wandsworth Bridge Road South</b>	36,572	28,653*	-7,919	-21.65%
<b>Wandsworth Bridge Road North</b>	20,951	17,629**	-3,322	-15.86%
<b>New King's Road (W)</b>	17,103	12,458***	-4,645	-27.16%
<b>New King's Road (E)</b>	13,763	14,626	863	6.27%
<b>Parsons Green Lane</b>	11,741	9,637	-2,104	-17.92%

**Resident Visitor CLEAN Access Sessions:**

March 2022 – 0

March 2023 – 2,981

**Business Customer CLEAN Access Sessions:**

March 2022 – 0

March 2023 – 1,696

**Total Resident Visitor and Business Customer CLEAN Access Sessions:**

March 2022 – 0

March 2023 – 4,677

\* Only one week of data was available for WBR South for March 2023, with that week experiencing some data loss (1-3 days).

\*\* Only one week of complete data was available for WBR North for March 2023, with a second week experiencing substantial data loss (>3 days).

\*\*\* Only two weeks of complete data was available for New King's Road West (near Munster Lane) for March 2023



Table 3-2 presents a pre- and during-trial comparison in weekday average daily traffic flow, comparing June 2022 (pre-trial) and June 2023 (during the trial period).

Table 3-2 – Weekday daily average traffic flow comparison – Jun 2022 and Jun 2023

Road	Jun 2022 Pre-Trial	Jun 2023 During Trial	Net increase / reduction	Percentage increase / reduction
<b>Broomhouse Lane</b>	7,821	3,885	-3,936	-50.32%
<b>Clancarty Road</b>	2,886	1,652	-1,234	-42.75%
<b>Peterborough Road</b>	8,314	4,915	-3,400	-40.89%
<b>Studdridge Street</b>	2,581	1,609	-972	-37.66%
<b>Wandsworth Bridge Road South</b>	32,409	30,669	-1,741	-5.37%
<b>Wandsworth Bridge Road North</b>	20,043	23,330	3,287	16.40%
<b>New King's Road (W)</b>	17,939	15,005	-2,934	-16.36%
<b>New King's Road (E)</b>	13,379	11,761	-1,618	-12.09%
<b>Parsons Green Lane</b>	11,370	10,355	-1,016	-8.93%

**Resident Visitor CLEAN Access Sessions:**

June 2022 – 0

June 2023 – 2832

**Business Customer CLEAN Access Sessions:**

June 2022 – 0

June 2023 – 2610

**Total Resident Visitor and Business Customer CLEAN Access Sessions:**

June 2022 – 0

June 2023 – 5442

\* Only two weeks of data was available for WBR South for June 2023, with one week experiencing some data loss (1-3 days) and the second experiencing minor data loss (>1 day)



Table 3-3 presents a comparison in weekday average daily traffic flow during the trial, comparing March 2023 and November 2023.

Table 3-3 – Weekday daily average traffic flow comparison – March 2023 and Nov 2023

Road	March 2023 During Trial	November 2023 During Trial	Net increase / reduction	Percentage increase / reduction
<b>Broomhouse Lane</b>	3,352	3,435	18	2.48%
<b>Clancarty Road</b>	1,409	1,652	243	17.25%
<b>Peterborough Road</b>	4,401	3,644	-757	-17.20%
<b>Studdridge Street</b>	1,285	1,267****	-18	-1.40%
<b>Wandsworth Bridge Road South</b>	28,653*	31,126	2,473	8.63%
<b>Wandsworth Bridge Road North</b>	17,629**	19,112	1,483	8.41%
<b>New King's Road (W)</b>	12,458***	15,403*****	2,945	23.64%
<b>New King's Road (E)</b>	14,626	14,606	-20	-0.14%
<b>Parsons Green Lane</b>	9,637	8,479	-1,158	-12.02%

**Resident Visitor CLEAN Access Sessions:**

March 2023 – 2,981

November 2023 – 2,924

**Business Customer CLEAN Access Sessions:**

March 2023 – 1,696

November 2023 – 5,695

**Total Resident Visitor and Business Customer CLEAN Access Sessions:**

March 2023 – 4,677

November 2023 – 8,539

\* Only one week of data was available for WBR South for Mar 2023, with that week experiencing some data loss (1-3 days).

\*\* Only one week of complete data was available for WBR North for Mar 2023, with a second week experiencing substantial data loss (>3 days).

\*\*\* Only two weeks of complete data was available for New King's Road West (near Munster Lane) for Mar 2023

\*\*\*\* One week of data was missing for Studdridge St for Nov 2023, with two weeks with some data loss (1-3 days)

\*\*\*\*\* Only two weeks of complete data were available for New King's Road West (near Munster Road) for Nov 2023, with one week with some data loss (1-3 days).



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