

## LONDON BOROUGH OF HAMMERSMITH & FULHAM

**Report to:** Cabinet

**Date:** 04/03/2024

**Subject:** South Fulham (West) Clean Air Neighbourhood

**Report of:** Councillor Sharon Holder, Cabinet Member for Public Realm

**Report author:** Masum Choudhury, Assistant Director of Transport

**Responsible Director:** Bram Kainth, Strategic Director of Environment

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### SUMMARY

The South Fulham (West) Clean Air Neighbourhood trial was developed by residents supported by engineers from Hammersmith & Fulham Council. Its aim is to promote healthy living by protecting children and families from toxic air which can lead to dementia, cancers, heart disease, asthma, lung problems and early death. New figures from 60 monitoring stations across Hammersmith & Fulham show there is not a single part of the borough where air quality meets World Health Organisation targets.

The trial set out to end a decades-old congestion and pollution problem in the streets to the west of Wandsworth Bridge Road that had been exacerbated by the increased use of sat-nav equipment by motorists. It uses smart number plate technology to discourage out-of-borough motorists, who are not stopping to shop or visit friends and family, from using residential streets as cut-throughs.

The shared ambition is to make South Fulham an even nicer place to live, work and shop with the ultimate goal of delivering cleaner air and transforming Wandsworth Bridge Road into a destination high street.

So far the data shows that the trial to the west of Wandsworth Bridge Road which began in December 2022 by the use of an experimental traffic management order has seen a reduction of over 7,000 vehicles a day using the side streets, resulting in 0.65 tonnes less of deadly nitrogen oxide (NOx) polluting the streets and 0.9 tonnes less of climate-damaging carbon emissions every day.

Residents who live anywhere in the borough can still drive through the Clean Air Neighbourhood cameras to visit family and friends and to use and support local businesses in South Fulham.

Visitors from outside the borough can be given permission by residents, to access through the cameras.

During the trial, to support businesses, a new free access permit was introduced so businesses could provide exemptions for their shoppers, staff and deliveries.

Motorists from outside H&F, who are not stopping to shop or visit friends, are still able to, but are asked to use the main roads.

Following the most extensive consultation and engagement exercise for a traffic project in the Council's history, this report recommends making a new permanent traffic management order based on the responses that have been received during the trial and a new experimental traffic management order for Settrington Road and Clancarty Road.

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## RECOMMENDATIONS

1. That Cabinet notes and carefully considers the feedback received for the South Fulham (West) Clean Air Neighbourhood trial carried out from the time the experimental traffic management order detailed in the body of this report was made on 14th December 2022 (" **the Trial**") in addition to the independent polling analysis (Appendix 1 and Appendix 2), alongside the data collected as part of the trial.
2. That Cabinet approves the consulting and publication of the proposal to make a permanent traffic management order for the South Fulham (West) Clean Air Neighbourhood project (as detailed in the section Permanent Order based on the Trial ) and delegates authority to the Strategic Director of Environment in consultation with the Cabinet Member for Public Realm to consider the responses received and make and publish the making of the permanent order along with any necessary associated highway works subject to the outcome of the statutory consultation process.
3. That Cabinet approves the publication of an experimental traffic order to implement further vehicle restrictions in Clancarty Road and Settrington Road (as detailed in the section New Experimental Order identified during the Trial) along with any necessary associated highway works.
4. That Cabinet gives authority to the Strategic Director of Environment in consultation with the Cabinet Member for Public Realm to take all necessary steps to affect the decisions in recommendations 2 and 3.

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### Wards Affected:

Palace & Hurlingham, Parsons Green & Sandford, Fulham Town and Sands End

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Our Values	Summary of how this report aligns to the H&F Values
Building shared prosperity	Traffic congestion and toxic air has a significant negative impact on the economy. Out-of-borough drivers that do not visit or access local sites provide no perceptible benefits to borough residents or businesses.

Creating a compassionate council	Out of borough through traffic was having a detrimental effect on the lives of residents, especially their health and wellbeing.
Doing things with residents, not to them	The trial was designed by local residents and supported by council officers.
Being ruthlessly financially efficient	Scheme cost expenditure has been kept to a minimum and all work conducted or commissioned has been necessary to work towards delivering the Council's priorities and values. The project has benefits that contribute to long term economic prosperity and wellbeing of the community.
Taking pride in H&F	South Fulham hosts the densest smart city air quality monitoring network in Europe. The project was awarded the "Future Places" award at the Local Government Chronicle Awards, "Clean air project" award by Citti and the British Parking Association's "Future Parking" award. The project would enable significant further investment in greening and public realm.
Rising to the challenge of the climate and ecological emergency	Lower traffic on residential side streets enables safer walking and cycling. The overall project has so far contributed to the removal of approximately 15,000 trips of 1 km per day across South Fulham equating to saving at least two tonnes of CO2 per day. The project enables the reallocation of road space to be applied to increasing biodiversity, tree planting or contribute towards flood mitigation with SuDS (Sustainable Drainage Systems).

## Financial Impact

The cost of making the project permanent and introducing a new trial covers advertising, notification, local communications, new road signs and road markings plus the costs for traffic order making processes for the two orders.

The total scheme cost is estimated to be in the region of £34,000. The table below provides the identified scheme cost for implementation.

Description	Est. Cost
Advertising, notification and traffic order making processes	£4,000
Additional signs and lines	£20,000
Local letters, leaflets, and communications	£10,000
<b>Total</b>	<b>£34,000</b>

All costs will be contained within existing Transport and Parking Revenue budgets.

*Gary Hannaway, Head of Parking Finance 19/02/2024*  
*Verified by James Newman, AD Corporate Finance 20/02/2024*

## **Legal Implications**

The Road Traffic Regulation Act 1984 (“the Act”) gives the Council as Traffic Authority the power to make Traffic Management Orders to control traffic on roads within the Borough.

Section 9 (b) of the Act provides that the Traffic Authority for a road may, for the purposes of carrying out an experimental scheme of traffic control, make an order making any such provision as respects a road in Greater London, as may be made by an order under section 6 of the Act.

Section 10 of the Act provides for an experimental order made under section 9 to be modified within 12 months of it being made.

In accordance with Section 9, 10 Schedule 1 and 9 of the Act and Schedule 5 of the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 ( “1996 Regulations”) the Council made and published the Experimental Order as specified at paragraph 18 below.

Regulation 23(3) of the 1996 Regulations makes provision for no further public consultation being necessary if the Experimental Order is to be made permanent

Section 6 of the Act provides the Council with the power to make a permanent traffic management order for controlling or regulating vehicular traffic for any purpose mentioned in paragraphs (a) – (g) of section 1(1) of the Act.

Section 1 (1)(c) is for facilitating the passage on the road or any other road of any class of traffic (including pedestrians).

Section 1 (1)(g) is for any of the purposes specified in paragraphs (a) to (c) of subsection (1) of section 87 of the Environment Act 1995 (air quality).

Under the Council’s constitution the Cabinet member for Public Realm has the portfolio to expand schemes which improve air quality by reducing traffic, congestion and pollution. The Strategic Director for Environment has delegated authority to exercise the functions of the Council as highways, transportation and road traffic authority and the taking of all enforcement action in relation to transportation and highways

Recommendation 2 relates to the making of a permanent order and Recommendation 3 relates to the making of a new experimental traffic management order. If recommendations 2 and 3 are approved the Council will be required to follow the notification procedures in the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996 (“the **1996 Regulations**”). Different procedures are prescribed for the permanent order and the experimental order. The permanent order will require the Council to consult statutory consultees, advertise the proposed order along with an intention notice and a statement of reasons. The notice of intention will include a statutory consultation period and the Council will then be required to review and consider any valid objections received.

The Council has carried out a consultation process along with the Experimental Order, further notifications will take place as part of the procedure to be followed in making a new permanent order under Section 6 of the Act.

With regard to Recommendation 3 in respect of the new experimental order Section 22 of the 1996 Regulations provides that prior to the making of an experimental order there is no requirement to publish proposals for public consultation. The consultation on the experimental traffic management order takes place, as specified under the 1996 Regulations, while it is in effect. The public have 6 months to express their concerns.

Section 122 of the Act requires the Council to exercise its functions under the Act so as to secure the expeditious, convenient and safe movement of vehicular and other traffic including pedestrians, and the provision of suitable and adequate parking facilities on and off the highway. These powers must be exercised so far as practicable having regard to the following matters:

- a) the desirability of securing and maintaining reasonable access to premises.
- b) the effect on the amenities of any locality affected including the regulation and restriction of heavy commercial traffic so as to preserve or improve amenity.
- c) the strategy prepared under section 80 of the Environment Act 1995 (national air quality strategy)
- d) the importance of facilitating the passage of public service vehicles and of securing the safety and convenience of persons using or desiring to use such vehicles.
- e) any other matters appearing to the Council to be relevant.

The Council has had regard to its obligations under section 122 of the Act.

The Council's duty under section 149 of the Equality Act 2010 ("2010 Act") has been addressed in the section 'Equalities Impact' below. The Council has carried out an Equality Impact Assessment which is appended to this report. The Equality Impact Assessment found that scheme and additional trial will not have an adverse impact on a particular group and the Council have complied with its statutory duties.

*Mrinalini Rajaratnam, Chief Solicitor – Planning and Property 22/02/24*

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

None

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## **DETAILED ANALYSIS**

### **PROPOSALS AND ANALYSIS OF OPTIONS**

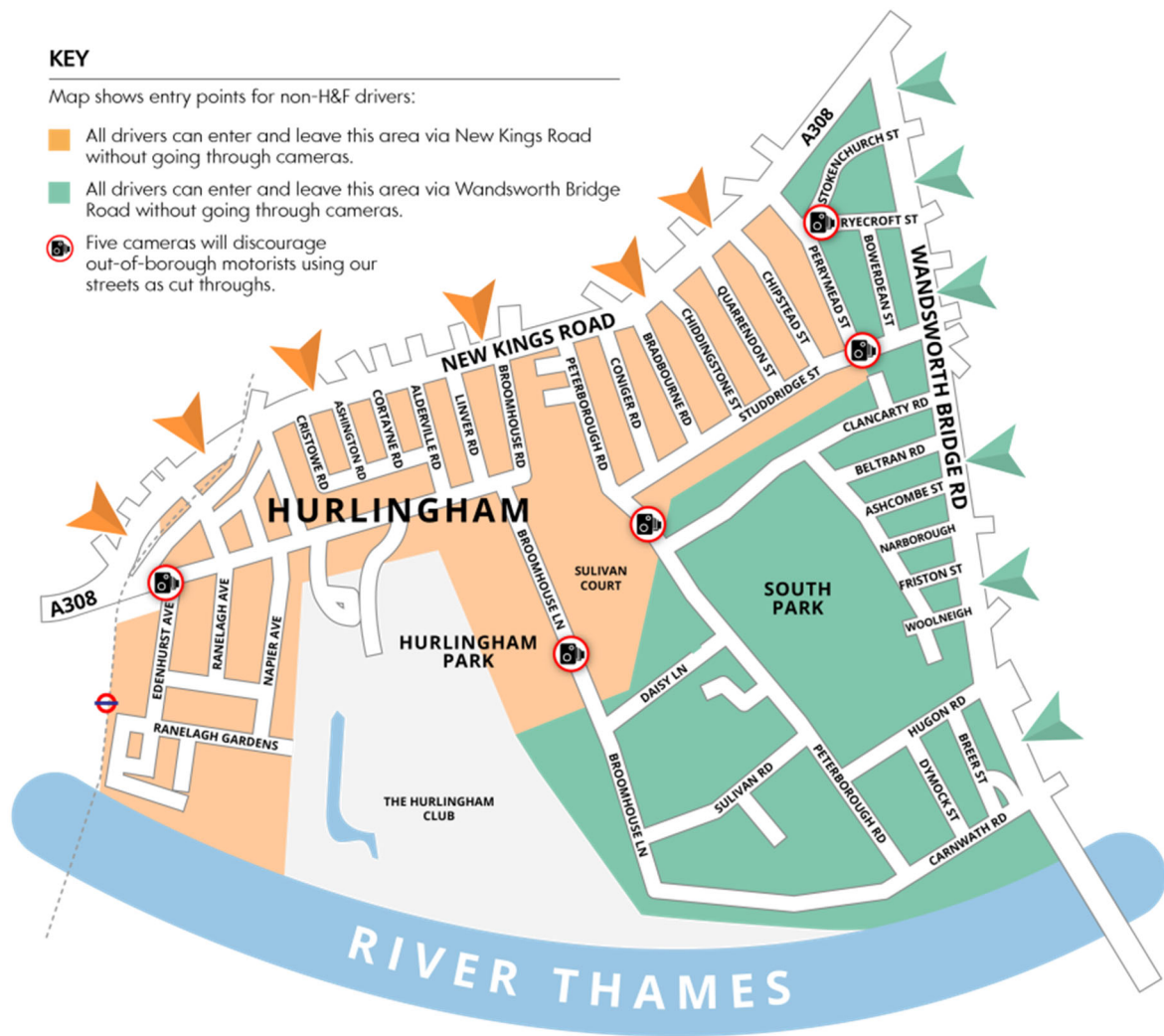
1. As the project has been started as an experiment; 'do nothing' is not an option and only two options can be taken. Either to remove the scheme or to make the project permanent.
2. The option to remove the scheme would lead to several issues including a return of through traffic and not taking into consideration the significant support for the proposal following 'bedding in'. There are some motorists and residents who may view removing the scheme as positive, however such a decision would not have factored in the data and feedback collected during the trial period and would not align with the Council's adopted policies.
3. The option to make the project permanent through the making of a permanent order based on the responses received during the Experimental Order was in effect; and extending the trial by a new experimental order for Clancarty Road and Settrington Road is the recommended option as set out in the relevant sections of this report.
4. In making the project permanent, consideration has been given to additional measures to ensure the delivery of the trial's objectives of removing through traffic in local roads are met.

### **Proposal**

5. This report considers making a permanent traffic management order similar to the Experimental Order, and implementing further traffic restrictions on Clancarty Road and Settrington Road via new experimental traffic orders; based on the evidence base, engagement and consultation feedback received in relation to the Experimental Order made in December 2020.
6. The proposal aims to discourage out of borough motorists from using residential streets as cut-throughs by utilising automatic number plate recognition (ANPR) smart cameras to reduce traffic volumes and associated pollution and congestion in the streets west of Wandsworth Bridge Road.
7. The proposed permanent scheme is identical to the current experimental scheme which has access restrictions carefully positioned at six locations. These are enforced with five ANPR cameras to stop non-H&F drivers using the most popular cut throughs.
8. The proposed scheme maintains full access for visitors to the area without the need to pass through a camera. In addition, residents and businesses can use technology to enable their visitors to pass through cameras if required.

## Permanent Order (based on the Experimental Order)

Figure 1 - The trial area



- Figure 1 illustrates the project area and how the area provides access without the need to drive through an access restriction. This was an important design feature to ensure that all properties were reasonably accessible without the need to drive through a traffic restriction.
- The access restrictions are on Broomhouse Lane, Hurlingham Road, Peterborough Road, Ryecroft Street, Studdridge Street and Stokenchurch Street.
- The access restrictions prevent vehicles without a permit from passing. Those requiring access are required to use the appropriate access route to reach desired locations or be permitted access to the area e.g., by residents enabling access via the RingGo app or by businesses providing access via a dedicated tablet or access via RingGo.
- The proposed permanent traffic management order is identical to the current Experimental Order, with restrictions at the following locations:

Hurlingham Road	at a point 5.00 meters south-west of the western kerb-line of Edenhurst Avenue
Broomhouse Lane	at a point 14.00 meters north-west of the north-western kerb-line of Daisy Lane.
Peterborough Road	at a point 6.50 meters north-west of the south-eastern boundary of No. 90 Clancarty Road.
Ryecroft Street,	outside No. 19 Ryecroft Street.
Stokenchurch Street	at a point outside the north-eastern building wall of No. 17 Perrymead Street.
Studdridge Street	outside the common boundary of Nos. 19 and 21 Studdridge Street.

### **New Experimental Order (further locations identified during the Experimental Order)**

13. During the trial there were four additional monitoring cameras placed in the area; the locations and placement of these were developed and recommended by residents.
14. Following review of increased traffic with residents at Settrington Road and Clancarty Road a request to begin enforcement at these two roads was received by officers.
15. Recommendation 3, therefore proposes experimental traffic orders to implement further vehicle restrictions, initially requested by residents in Clancarty Road and Settrington Road, are progressed to mitigate new cut through traffic. This traffic has developed, to queue jump traffic build up on Wandsworth Bridge Road during times of high demand.
16. Experimental traffic orders allow for ongoing consultation at these proposed locations as part of the process, which will be additional to the initial consultation already carried out to identify and propose the sites.

### **Background**

17. As part of the Cabinet decision to make the South Fulham (East) project permanent in (2021) and at the request of several resident groups in the west area, Cabinet also committed to starting a Clean Air Neighbourhood trial to the area west of WBR.
18. Engagement with residents to shape how their residential streets should be used led to the aim of limiting out of borough motorists who did not require access to the area from driving through and identified suitable sites for restrictions.
19. Access through restrictions for all H&F residents is a key part of the project but also access for visitors, delivery drivers, carers and black cabs amongst others.



Following ongoing engagement with local businesses further access solutions were developed for them as part of the trial.

20. The Hammersmith and Fulham (Clean Air Neighbourhood) (South Fulham West) (Experimental) (Prescribed Routes) Order 2022 was made on 1 December 2022 and was thereafter modified by The Hammersmith and Fulham (Clean Air Neighbourhood) (South Fulham West) (Experimental) (Prescribed Routes) (Modification) (No.1) Order 2022 which was made, published and came into operation on 14 December 2022 (“**the Experimental Order**”). To allow motorists to become familiar with the changes, notices were issued to drivers at the early stage of the trial, with enforcement activity starting from 1 February 2023. The Council maintains a fair cancellation policy for this project as it does across all enforcement activities.
21. The project was designed to reduce through traffic and address the health impacts caused by heavy traffic volumes in South Fulham. Previous data indicated the majority of traffic in the area was made up of out of borough motorists, using local residential streets as faster through routes.
22. If an experimental order is to be made permanent it will need to be replaced within 18 months by a permanent traffic order. To enable this to happen efficiently, Regulation 23(3) of the 1996 Regulations makes provision for no further public consultation being necessary at that time if certain requirements are satisfied at the time the Experimental Order was published. To enable a fairer approach in making this order permanent, the council proposes making a new permanent order under Section 6 of the Act with further statutory consultation.

## **Air Quality**

23. The online survey and polling data showed that air quality was a key concern of residents as a public health issue (79% agree in the trial area polling, 83% rest of the borough polling and 69% online survey). The national legal limits for pollution are significantly higher than the World Health Organisations recommended safe limit.
24. A pioneering mesh network of air quality monitors has been installed in South Fulham that captures detailed information on air quality at a hyper local level.
25. The mesh network allows the long-term monitoring and analysis of air quality over time (NOx/PM particulates). The data from this system can be found at Appendix 4.
26. There has been a notable drop in NOx pollutants in the area and across the borough during the trial period. Main roads in the surrounding the trial area did not increase on average.
27. Pollution monitoring is sensitive to weather; with air pressure, humidity and air temperature being the biggest influences, in addition to activity that contributes to pollution such as central heating, log burning, river traffic and construction.

28. Pollution has three key factors to consider; the emitters, the exposure (concentration over time) and sensitivity to pollutants. The trial aimed to reduce the volume of vehicle-based emitters in the side roads, reducing the overall concentration of pollutants and the corresponding exposure over time to residents
29. Reducing traffic volumes and the number of queues contributes towards improved air quality through the corresponding reduction in CO2 emissions, particulate matter and noxious pollutants. A reduction of 15,000 vehicles for South Fulham east and west combined, contributes towards a reduction of PM2.5, PM10, NOx and 2 tonnes of CO2 per annum.

### Traffic

30. Traffic data was collected throughout the trial through automatic traffic counters (ATCs), enforcement cameras and traffic sensors. The data demonstrates a significant reduction in total traffic volumes following the bedding in period (see Appendix 3).

*Table 1 – Weekday daily average traffic flow comparison – March 2022/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%

31. The table compares the traffic data collected in March 2022 (pre-experiment) and compares it to March 2023 (during experiment).

*Table 1 – Weekday daily average traffic flow comparison – June 2022/June 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%

32. The table compares the traffic data collected in June 2022 (pre-experiment) and compares it to June 2023 (during experiment).

*Table 3 – Weekday daily average traffic flow comparison – March 2023/November 2023*

Road	March 2023 During Trial	November 2023 During Trial	Net increase / reduction	Percentage increase / reduction
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<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%

33. The table compares the traffic data collected in March 2023 (during experiment) and compares it to November 2023 (during experiment).

34. For the same period a comparison of access activity for residents and businesses demonstrates the increasing business and visitor activity happening in the area;

	March 2023 During Trial	November 2023 During Trial	Net increase / reduction	Percentage increase / reduction
<b>Business Access sessions</b>	<b>1696</b>	<b>5695</b>	<b>3999</b>	<b>236%</b>
<b>Resident Access Sessions</b>	<b>2981</b>	<b>2924</b>	<b>57</b>	<b>1.9%</b>
<b>Total Sessions</b>	<b>4677</b>	<b>8539</b>	<b>3862</b>	<b>82.6%</b>

35. Some of the increase in traffic observed in the local roads was down to the increase in numbers of visitor exemptions for businesses.

36. It is noted that a new cut through to avoid queues on Wandsworth Bridge Road has developed where traffic utilises either Clancarty Road westbound or Settrington Road northbound. This occurs when traffic is heavy in the morning rush hour, with sat navs routing traffic to save a few minutes.
37. Monitoring cameras were installed in Clancarty Road and Settrington Road as part of the west trial, with the view to enable them for enforcement if traffic patterns showed a rise in through traffic in these streets. The criteria for enabling them has been met.
38. Enabling these cameras to remove the new through traffic will require a new experimental traffic order and trial to commence. Residents in those local streets have been engaged and have requested the trial is run if the west trial is made permanent.

### **Parking Activity**

39. An analysis of parking activity was carried out, which can be seen at Appendix 5. This highlighted:
  - 9.36% increase in RingGo sessions in south of the borough parking zones, compared to 2022
  - 7.36% increase in RingGo sessions in 4 parking zones closest to CLEAN area, compared to 2022
  - 11 out of 12 months higher number of RingGo sessions purchased when compared to 2021 and 2022 in south of borough parking zones
  - On average, over 4500 business customers provided access through the CLEAN cameras each month
  - Nearly 300 visitor vehicles are given access by residents in the parking zones which are part of the CLEAN area each month, using the free of charge 'access *no parking*' via their Residents Visitor Permit.
  - Higher CEO activity and PCN issuance rate compared to 2022, meaning there has been an increase in the number of vehicles parked in the area

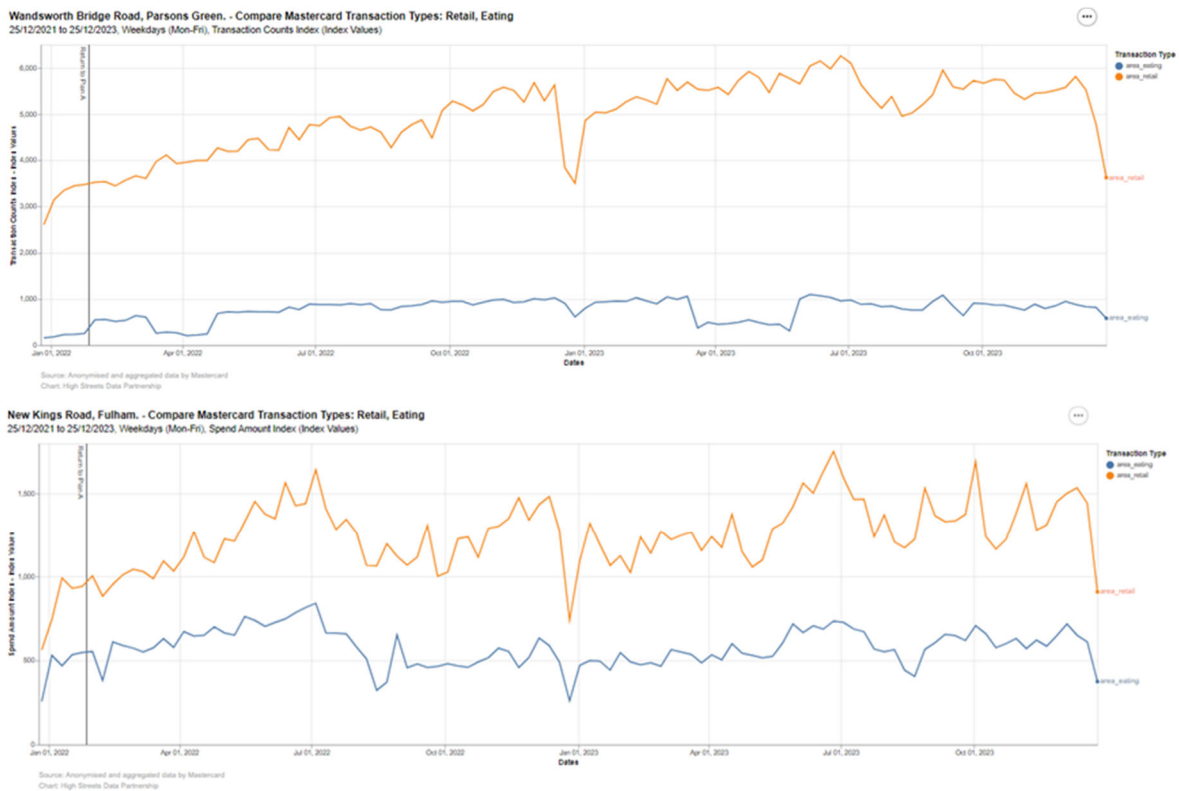
### **Moving Traffic Compliance**

40. A moving traffic compliance analysis was carried out, broken down by month from January to December. Monthly comparisons to previous years are available for RingGo and CEO/PCN issuance.
41. The ratio between permitted vehicles and non-permitted vehicles gives an indication of when the scheme has settled in. The scheme settled in quickly as the compliance rate exceeded 96% within the first four months.

### **Business Activity**

42. An analysis of footfall and consumer spend trends was carried out using GLA data over a 2-year period. Please see Appendix 6 for consumer spend and footfall activity on Wandsworth Bridge Road and New Kings Road, with Hammersmith Town Centre provided as a comparison.

43. Since mid-December 2023 a boroughwide reduction in activity before Christmas can be seen, followed by a recovery. The recovery for businesses in South Fulham is slightly better than Hammersmith Town Centre. The data presented is inflation adjusted, therefore the increase in spend is not due to inflation increases.
44. The Graphs below shows the credit card retail transactions in Wandsworth Bridge Road and for New Kings Road. Please refer to Appendix 6 for further analysis of business activity on Wandsworth Bridge and New Kings Road.



## Reasons for Decision

45. The experimental scheme meets the core objectives that arose from engagement with residents and achieves the associated benefits identified. It also enables the long-term aspirations for the area to be realised and implementing a permanent scheme aligns with the Council’s policies on Transport, Public Health, Climate Change and Air Quality.
46. Concerns from residents during peak hours on Settrington Road and Clancarty Road were identified during the experimental scheme. Further Experimental Traffic Order/s at these locations will allow ongoing monitoring and data collection to understand these concerns. A separate decision on these sites will need to be made in the future.
47. Concerns raised by businesses have been addressed over the course of the experiment with changes made to address operational issues such as, options for booking access, enabling businesses within the area to have access, and developing software led solutions to booking. Both RingGo data and GLA data on footfall indicates greater business and economic activity in the area.

48. Extensive consultation and engagement has been carried out during the experiment with residents including independent polling.
49. The trial has reduced out of borough through traffic from the west of Wandsworth Bridge Road. The project in South Fulham east combined with South Fulham west traffic has reduced traffic volumes by 15,000 vehicles in the whole of the South Fulham area.
50. The scheme does not exclude categories of vehicles defined in legislation such as buses, royal mail, emergency services and licensed taxis.
51. The scheme makes a significant positive contribution towards the Climate and Ecological Emergency and enables working towards achieving the Council's climate and air quality action plans and reaching net-zero carbon from traffic by 2030.
52. The scheme makes a significant positive contribution to the Mayor's Transport Strategy working towards an 80% reduction in polluting traffic and a switch to active travel. Section 144 of the Greater London Authority Act 1999 requires the Council when exercising any of its functions to have regard to the Mayor of London's transport strategy and any written guidance given to it. The current strategy emphasises the importance of reducing emissions and improving air quality.
  - "TfL and the boroughs ..... take targeted action and fulfil their statutory duties, including using tools such as road charges, differential parking charges, street closures and vehicle restrictions, tackling engine idling, promoting efficient driving, implementing electric vehicle charging infrastructure, and supporting zero emission car clubs (where appropriate)".

## **Equality Implications**

53. The Council has a duty under section 149 of the Equality Act 2010 ("2010 Act") that has been taken into consideration by carrying out an Equality Impact Assessment which is appended to this report as Appendix 7.
54. The initial assessment found the Adverse Equality Impact Rating to be Low but with implemented mitigations will not have implications for Protected Groups. It is envisaged that the scheme positively impacts groups affected by high traffic volumes near their homes, improving air quality, accessibility and lowers risk of collisions.
55. The Equality Impact Assessment found the scheme and new experiment will not have an overall adverse impact on protected groups.

## **Risk Implications**

56. The main body of the report identifies various risks and the approach to mitigating them. As part of this, and the risks defined below it is strongly recommended that an exclusive risks and issues log is created and regularly reviewed.

57. There is a reputational risk to H&F with both residents and other members of the public that the implementation of the schemes defined here are seen as being completed arbitrarily and without due consultation or consistent reasons provided for any decision. It is recommended that regular consultation with residents is continued and that all decisions are made in public. All decisions should also be communicated.
58. There is an organizational risk that the management of the scheme is not conducted in a controlled and attributable manner. This risk can be mitigated through the establishment of a defined and robust management structure with defined roles, responsibilities and reporting.
59. There are financial and reputational risks when engagement with third party contractors and suppliers is not managed in an effective manner leading to inadequate delivery, weak or non-existent communication of risks and additional costs. To guarantee delivery and contract management it is advised that regular meetings are conducted with suppliers with agreed, approved reporting established.
60. There is a delivery risk that changes to the developments are made continuously and without approval, planning, or adequate cost considerations. To mitigate this risk a change control process and approval body is established to review all changes and provide oversight.

*Jules Binney, Risk and Assurance Manager, 21/02/2024*

## **Climate and Ecological Emergency Implications**

61. South Fulham (West) Clean Air Neighbourhood experimental project is considered to have made a significant positive contribution towards tackling the Climate and Ecological Emergency due to the demonstrable reduction in traffic volumes and the resulting improvements in air quality for the duration of the trial. Making the scheme permanent would ensure the positive contributions are maintained and enable the realisation of longer-term aspirations of reallocating road space for greening, biodiversity and flood alleviation measures.
62. Several climate action plan aims are achieved through the project including reducing travel, supporting people to use active travel and maintaining accessibility by foot, bike or public transport.
63. There is a demonstrable reduction of traffic in the area and an associated improvement in overall air quality for the area.
64. On average 7000 trips of average distance 1km have been removed from roads per day, this equates to the removal of an estimated minimum of 1 tonne of CO2 emissions each day.
65. A permanent scheme will enable reallocating road space and increasing total green space, by planting of more trees, providing parklets and incorporating Sustainable Drainage Systems (SUDs) within the Public Realm and road space.



66. The scheme also encourages the topical dialogue around travel behaviour, travel demand, greener, biodiversity and more ecologically responsible public spaces and streets.

*Hinesh Mehta, Assistant Director Climate Change 20/02/2024*

## **Consultation**

67. The scheme was carried out and launched by utilising an Experimental Traffic Order that can last for up to 18 months. It is common for traffic schemes to take a period of time to settle and therefore the order did not allow for the experimental order to be made permanent within the first six months of the date the order came into force to allow for consultation. Formal publication of the notice and consultation was carried out including with Emergency Services, TfL and neighbouring boroughs.
68. In addition to the statutory requirements, ongoing engagement has continued to be carried out with residents and businesses. The traffic and operational issues were worked through and where possible, features that enable residents and local businesses to better utilise the scheme incorporated such as online booking and enabling residents to book more than one session for their visitors and services. This is set out in detail by group (i.e., residents and businesses), below.
69. The new permanent order will allow for further consultation in accordance with the 1996 regulations.
70. The new trial for Clancarty and Settrington Roads will be carried out and launched by utilising a new experimental traffic order that can last for up to 18 months. It is common for traffic schemes to take a period of time to settle and therefore the order will allow for a minimum 6 months consultation period while it is in place before the Council decides whether to modify it, make it permanent or to revoke it.

## **Resident Consultation**

71. The scheme has had the largest consultation and engagement process the council has undertaken for a traffic scheme. During the operation of the experiment, residents were able to raise feedback in the following ways:
- via the residents' working party,
  - email the dedicated email addresses (x2),
  - via their local residents associations,
  - face-to-face meetings
  - attend online residents' briefing sessions,
  - as part of their ticket appeal, or
  - on the telephone via the call centre and dedicated Hotline.
72. The following actions were also taken in regard to the consultation with residents specifically. A summary timeline is provided as follows:

- The trial was designed by residents with support of engineers from Hammersmith and Fulham Council during a series of meetings with residents during 2021 and 2022. Meetings were chaired by the local councillor at the time (Cllr Matt Thorley). The shared aim between the councillors and residents was to end the decade-old problem of congestion and pollution.
- As part of the council's support to help deliver such a scheme, council officers worked with and agreed with residents about where cameras would be best placed, to help reduce issues currently experienced with high traffic volumes on residential side streets.
- In October 2022, a formal meeting was held with local resident groups in the local and wider area, including the newly formed 'Traffic Camera Consulting Group'.
- Prior to the trial going live, there were two Royal Mail postal delivery drops across all addresses in South Fulham (15,000 homes), south of Fulham Road. The first in October 2022 was four pages, and informed residents about the impending trial.
- The second mail drop was published on the eve of the trial going live (30 November 2022) and included an eight-page newsletter and additional guide to how to use the system (referred to as a 'RingGo Explainer') as well as comprehensive Q&A.
- The second mail drop also offered free eco-fridge magnets with the number for the bespoke call centre printed on them.
- The bespoke call centre was set up to handle calls and provide further 1-2-1 assistance for those people who do not, or cannot use, digital technology. This was also to support people who could not book visitors in online themselves.
- All literature published made clear that carers and healthcare workers could obtain access permits from H&F to enable free access through the area.
- The trial was launched on 1 December 2022.
- Despite this launch date, a 'grace' period was instigated whereby any non-permitted vehicles travelling through camera control points were only provided with an advisory warning, rather than a Penalty Charge Notice with a fine.
- In May 2023, a further eight-page leaflet was sent to 15,000 resident addresses comparing the vehicle volumes from March-April 2023 with the previous year. The leaflet evidenced that the reduction in vehicle volume was equivalent to a reduction of 0.65 tonnes of nitrogen oxide (NO<sub>2</sub>) and 0.9 tonnes less carbon dioxide in the air. The leaflets made clear that toxic air disproportionately affects the life chances of people from disadvantaged backgrounds.
- In July 2023, Opinium, one of Britain's leading market research agencies, was commissioned to carry out independent opinion polling in the Clean Air Neighbourhood and in the rest of the borough. The representative sampling opinion polling of residents in the Clean Air Neighbourhood trial included questions about disabilities and health conditions. Opinium also drafted and hosted a survey for residents and businesses of the borough undertaken in January 2024. This was one of the most comprehensive ever surveys undertaken in this country into a neighbourhood traffic scheme. The polling and surveying form key elements of a robust suite of consultation and engagement measures which go beyond the guidance laid down by the Secretary of State for Transport. All the polling and surveying was collated by Opinium and its analysis is attached at Appendix 2. The polling demonstrated clear support from residents of the Clean Air Neighbourhood area for the scheme.

- On 7th September 2023, the Cabinet Member for the Public Realm held a remote meeting with resident groups across South Fulham to discuss the trial's progress, in particular relation to improving access conditions for businesses.
- A series of Nextdoor adverts have also been taken out over the course of the trial informing residents how the trial works and how to access the area for visitors.
- Nextdoor adverts were also sent out to neighbouring boroughs informing out-of-borough residents and businesses about how the trial works, how to access streets, and how to avoid penalties. The impact and reach of these adverts have been well in excess of anything that could be achieved through other social media platforms such as Facebook and X (formerly Twitter). An advert explaining how out-of-borough shoppers can get free access through the cameras received 1.15million impressions in neighbouring boroughs between October and December 2024.
- On 20 January 2024, Opinium launched its borough-wide survey into Clean Air Neighbourhoods and other green infrastructure initiatives. All residents and businesses in H&F were able to take part in the survey. To inform residents of the Opinium survey, 15,000 addresses south of Fulham Road were delivered a card by Royal Mail informing them about the survey and how they can take part. The survey was also advertised on social media channels and on the Clean Air Neighbourhood website.
- Representative sample opinion polling of residents in the Clean Air Neighbourhood area and in the rest of the Borough has also been undertaken by Opinium using door-to-door canvassing.

### **Opinion polling**

73. Opinium, one of Britain's leading market research agencies, carried out representative sample opinion polling of residents in 1 (The Clean Air Neighbourhood trial area (defined as per the map to include Wandsworth Bridge Road and New Kings Road (West)) in July 2023) and 2, The rest of the borough in January 2024. A total of 536 residents was interviewed by doorstep canvassing.
74. The polling looked at attitudes towards measures including the increasing of green infrastructure, tackling air pollution and introducing Clean Air Neighbourhood initiatives.
75. Residents were asked if they supported or opposed schemes to tackle air pollution and congestion by reducing the amount of out-of-borough traffic using neighbourhood streets as cut-throughs.
  - 59 per cent of residents in the Clean Air Neighbourhood trial area either strongly supported or supported the general principle of reducing the amount of out-of-borough traffic using neighbourhood streets as cut-throughs ("the general principle"). 20 per cent were either strongly opposed or opposed.
  - 58 per cent of residents in the rest of the borough either strongly supported or supported the general principle. 22 per cent were either strongly opposed or opposed.

## Online Survey

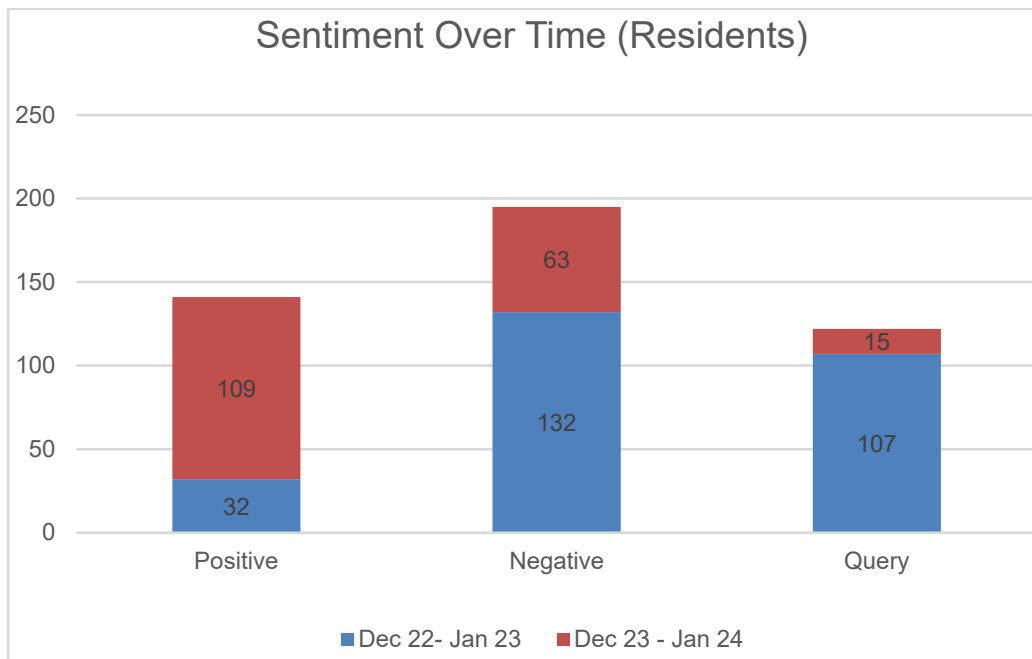
76. Opinium also hosted an online consultation of H&F residents and businesses in January/February 2024. All residents and businesses were eligible to take part. This survey used the same range of questions as per the opinion polling. A total of 1,989 completed responses were received.
- 65 per cent of residents in the Clean Air Neighbourhood trial area either strongly supported or supported the general principle of reducing the amount of out-of-borough traffic using neighbourhood streets as cut-throughs. 29 per cent were either strongly opposed or opposed.
  - 45 per cent of residents in the rest of the borough either strongly supported or supported the general principle. 46 per cent were either strongly opposed or opposed.
  - 52 per cent of all respondents (both residents and businesses) across the whole borough either strongly supported or supported the general principle. 40 per cent were either strongly opposed or opposed.
  - 34 per cent of businesses in the trial area either strongly supported or supported the general principle of reducing the amount of out-of-borough traffic using neighbourhood streets as cut-throughs. 59 per cent were either strongly opposed or opposed.
  - 34 per cent of businesses in the rest of the borough either strongly supported or supported the general principle. 57 per cent were either strongly opposed or opposed.

## Resident Feedback

77. At the time of reporting, the council has received approximately 1,743 emails to the two separate Clean Air Neighbourhoods inboxes over the course of the scheme trial period. Of these, the Clean Air Neighbourhoods inbox ([cleanairneighbourhoods@lbhf.gov.uk](mailto:cleanairneighbourhoods@lbhf.gov.uk)) received approximately 399 emails, and the Clean South Fulham inbox ([cleansouthfulham@lbhf.gov.uk](mailto:cleansouthfulham@lbhf.gov.uk)) received 1,344 emails. To note, this does not include duplicate emails received from the same recipient regarding the same theme. If several emails were received from the same recipient regarding a different theme each time, these were logged separately (e.g., a query about a penalty received, followed by a separate query regarding how exemptions work).
78. Of all emails received, approximately 57% were received from residents of the Borough, whereas 29% were received from non-residents and 14% from businesses. Overall, the responses show that approximately 19% of all emails have been positive towards the scheme, 43% have been negative towards the scheme and 38% were queries.
79. With regard to emails received from residents of the borough only, a total 31% were positive, 38% negative and 31% were queries.
80. As all emails received were logged, and the general sentiment recorded, an analysis of residents' comments and sentiments over the past 18 months has also been recorded. An analysis of residents' comments and sentiments over the past 18 months demonstrates that, over time as the scheme settled, initial negative

sentiment towards the scheme was reversed as residents started to experience the benefits the scheme provided to the community.

81. For example, in the initial two months of the scheme period (December 2022 and January 2023) the majority 49% of emails received were negative in sentiment and 40% were queries. Only 12% of emails received in the initial two months of the scheme were recorded as having a positive sentiment towards the scheme.
82. As the scheme has bedded in and the benefits of the trial project realised, the overall sentiment towards the scheme has changed. An analysis of sentiment recorded by emails received between December 2022 and January 2023, and between December 2023 and January 2024 demonstrates that the number of emails received with queries (e.g., how to use RingGo, apply for Permits etc.) reduced to 8%. Likewise, negative sentiments recorded via email reduced to 34%. A total 59% of emails received after 12 months of the trial period were recorded as positive. This is demonstrated in the table below:



	Positive	Negative	Query	Total
<b>Dec 22 - Jan 23</b>	32	132	107	<b>271</b>
	11.81	48.71	39.48	<b>100%</b>
<b>Dec 23 - Jan 24</b>	109	63	15	<b>187</b>
	58.29	33.69	8.02	<b>100%</b>

83. In addition to the approximately 1,744 emails received, the council has also received Letters of Support from residents, street-by-street, for the scheme to be made permanent. Letters in support of the scheme becoming permanent have been received from the streets listed below:

- Clancarty Road
- Edenhurst Avenue
- Friston Street
- Hurlingham Garden
- Hurlingham Road
- Linver Road
- Napier Avenue
- Narborough Street
- Perrymead Street
- Ranelagh Avenue
- Studdridge Street

84. A table detailing the number of signatures received by each street is summarised in the table below.

Street Name	No. of Signatures
Clancarty Road	124
Edenhurst Avenue	28
Friston Street	42
Hurlingham Gardens	15
Hurlingham Road	77
Linver Road	80
Napier Avenue	36
Narborough Street	27
Perrymead Street	124
Ranelagh Avenue	20
Studdridge Street	51
<b>Total</b>	<b>624</b>

85. The Letters of Support are provided as part of Appendix 1. As demonstrated, the letters of support included sentiments towards the scheme including:

- *“Residents of Edenhurst Avenue have decided to write to you collectively, to urge the Council to make the scheme permanent once the trial is completed. A permanent scheme will prove life changing for our community”.*

- *“The result is a vast improvement in the quality of life of those living on Napier Avenue and in the surrounding neighbourhoods. The impact on the collective health and wellbeing of residents is tangible.”*
- *“The absence of noise and exhaust pollution is significant. Residents of Hurlingham Gardens decided to write to you collectively to urge the Council to make the scheme permanent once the trail is completed”.*
- *“We the residents of Linver Road SW6 are writing this public letter to express our overwhelming support for the CAN scheme...we urge you to make this scheme permanent...we firmly believe that its continuation will only further enhance the health, safety and camaraderie of our cherished community”.*

86. As well as recording and logging sentiment, every email has also been categorised by the different themes that they referred to. Note that many emails covered more than one theme, all of which are recorded. A list of themes identified is provided below:

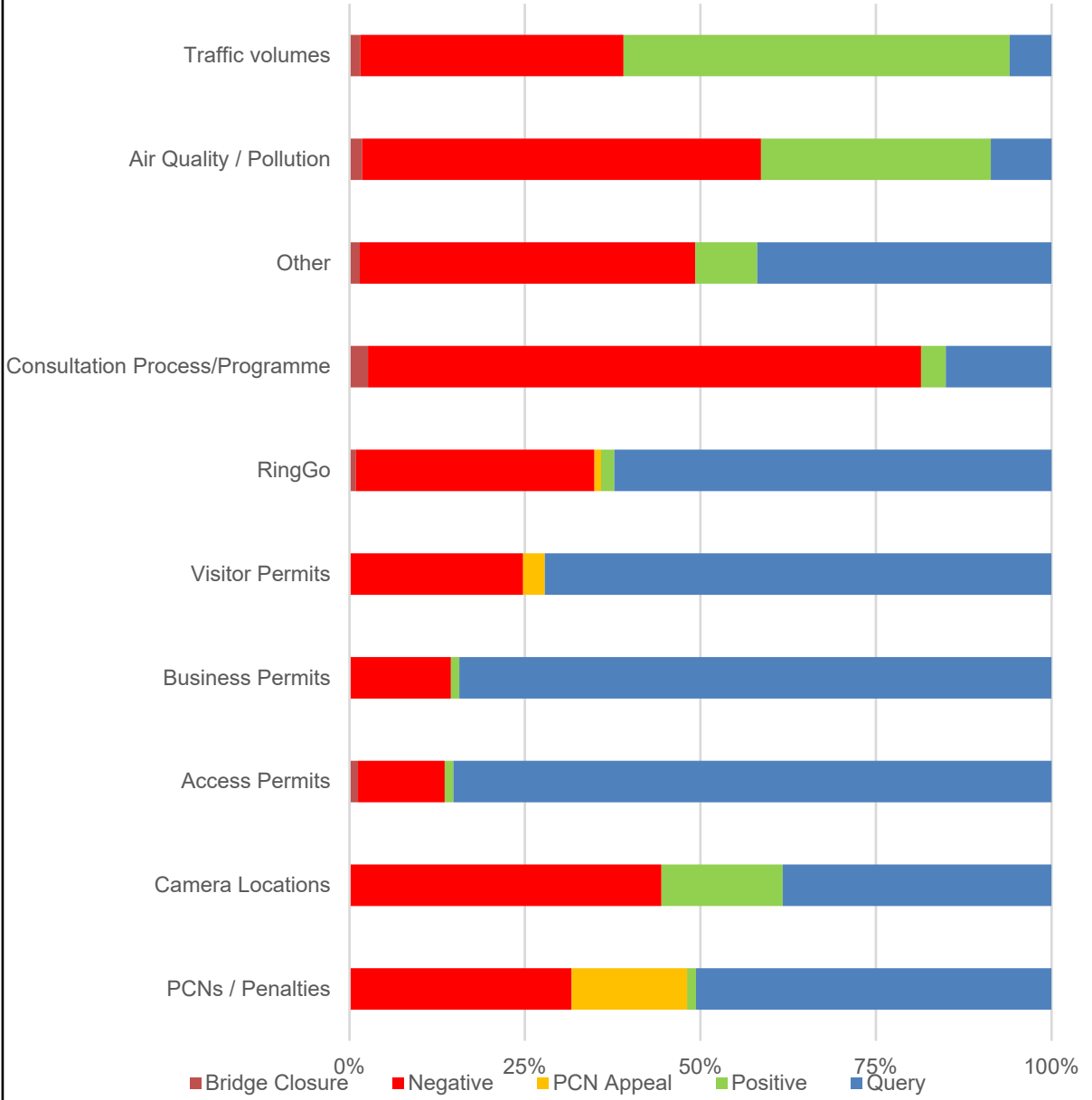
- Access Permits
- Air Quality & Pollution
- Blue Badge Exemptions
- Camera Locations
- Consultation Process
- Customer Access
- Electric Vehicle Exemptions
- Members Clubs
- Money Making Scheme
- New Kings Road to Wandsworth Bridge Road Right-Turn
- PCNs and Penalties
- Private Roads
- RingGo
- Sat Navs
- Signage
- Taxis and Private Hire Vehicles
- Traffic Volumes
- Visitor Permits
- Wandsworth Bridge
- Zipcar and Car Clubs
- Other (this includes responses regarding climate, disability, elderly access, public transport travel times and women’s safety).

87. The leading themes within the positive emails received from residents were a reduction in Traffic Volumes, in 88% of emails, followed by Air Quality/Pollution in 7%. Many residents, including residents’ associations, contacted the inbox to describe the positive changes to the streets included in the scheme, including a reduction in motor vehicles and improved air quality, referencing the benefits on children and young families.

88. The leading theme for queries from residents was Visitor or Access Permits, at 23%, in the initial months of the scheme. This was followed by RingGo queries, at 21%.
89. Several issues were cited with the RingGo App, including the perceived barrier of only being able to have one account per household, and general complications with the app that particularly affected the older generations. The council addressed these issues by providing a dedicated Hotline and a 'RingGo Explainer' providing step-by-step instructions to Borough / Access Permits.
90. The leading theme in the negative emails received from residents was perceived increases in Traffic Volumes on main roads, at 33%. These emails referenced the increase in traffic along Wandsworth Bridge Road, particularly given there were considerable works being undertaken on the bridge in the first six months of the trial period, which meant journey times across the bridge were taking longer. The Consultation Process/Programme and Air Quality/Pollution were the next leading themes, at 13% and 14%, respectively.
91. The theme of Electric Vehicle Exemptions was mentioned in approximately 2% of all emails received from residents. Several emails were questioning the lack of exemptions for electric vehicles, given that the scheme is cited as a Clean Air scheme and electric vehicles do not produce pollutants. The response given was that these vehicles still contribute to congestion, therefore they contribute to the increased levels of pollution on the side streets.
92. Likewise, some enquiries received from residents requested the Council to do more to address the general safety for women who may be travelling at night. This is because some drivers with ride-hailing apps like Uber have refused to enter the area. The council continues to lobby Uber to take up the offer of a technical solution to allow their drivers to pick up and drop off residents in the Clean Air Neighbourhood area.
93. Each enquiry received was considered, grouped into themes and addressed as detailed in the table below. Following an analysis of the initial negative feedback received, several key operational issues emerged which have been addressed by the Council during the trial period of the scheme. Steps taken, as a result of feedback received, have been summarised and considered in the table below.



### Top themes received grouped by sentiment (Residents)



Theme of Initial Negative Comment	Mitigating actions and changes made as a result during the trial
<b>Traffic Volumes</b>	
<p><b>Lack of access for visitors, Ubers/mi nicabs and deliveries</b></p>	<ul style="list-style-type: none"> <li>• One of the key principles in the design of the scheme is that the scheme does not prevent physical access to the area, but rather virtually restricts access through the area if a driver is not a H&amp;F permit holder. Although the scheme changes the routes non-permitted drivers should take to get to certain areas, the entire area remains accessible for all and for vehicles. A route map confirming control points and alternative routes for non-permit holders was prepared and made available online / sent to respondents with access queries.</li> <li>• As a result of the above, delivery companies have amended their routes for deliveries and are now familiar with the scheme, access routes and access restrictions.</li> <li>• The ability for residents to add a vehicle for exemption to the cameras was introduced during the South Fulham East scheme. To help with business visitors and deliveries, the council introduced Business Visitor scheme during the West trial.</li> </ul>
<p><b>Lack of access for visitors, Ubers/mi nicabs and deliveries</b></p>	<ul style="list-style-type: none"> <li>• Black taxis which also provide a vital service to disabled residents are considered a form of public transport and have been made exempt from controls.</li> <li>• Following reports that Uber drivers were refusing to pick up or drop off residents in the area and asking passengers to alight some distance from home, the Council investigated and tested Uber services to and from the scheme zone. The investigation confirmed that the issue identified came down to individual driver choice on pick-ups and set downs in the area. The council has worked with Uber to reduce the issues residents experience whilst stressing that all streets can be accessed without going through a camera. The council has provided information packs to Uber drivers and informed those Uber drivers that are also residents that they are exempt from the controls. The council has also modified the cancellation policy so that tickets are cancelled for private hire drivers that can</li> </ul>

Theme of Initial Negative Comment	Mitigating actions and changes made as a result during the trial
	<p>prove they went through a camera to set down or pick up a resident in the area.</p> <ul style="list-style-type: none"> <li>• The council is actively working on real-time technology solutions with private hire companies to help make journeys frictionless for those being picked up or dropped off in the area.</li> </ul>
<p><b>Displaced traffic into neighbouring areas</b></p>	<ul style="list-style-type: none"> <li>• Initial perception of the scheme when it was first introduced was that displacement was occurring to other areas, however this is common for traffic schemes at the early stages as drivers try to work out alternative routes. As expected, this initial phase settled, and traffic volume data indicates that initial displacement did not remain.</li> <li>• Traffic volume data confirms that displacement did not occur for the duration of the trial, and the total number of vehicles crossing Wandsworth Bridge reduced on average by 8000 per day. The scheme did redistribute traffic around the streets, some getting less some slightly more, but the overall volume went down.</li> <li>• It was also evident that a large proportion of the through traffic was displaced traffic from another primary route outside of the borough and the scheme forced that traffic back to the route it should have originally been using i.e. the M25 and A4.</li> </ul>

**Increased congestion**

- Congestion and network performance are volatile and influenced by many factors, some are not local or immediately visible in the vicinity, e.g. road works on the wider road network. Covid19 lockdowns and key bridge closures have fundamentally affected traffic patterns across London so comparison must be made over a longer period and averaged.
- Historical traffic congestion data suggests that congestion has remained similar on roads surrounding the scheme and reduced in roads within the scheme. Within the overall areas total congestion has fallen.
- Queue lengths in Wandsworth Bridge Road and New Kings Road have reduced slightly and queue lengths inside the East area have reduced considerably. On the West side of WBR there is a mix; some routes have improved, and others have slightly worsened as the traffic rebalanced through the road network.
- The 10-week Wandsworth Bridge closure (23<sup>rd</sup> July-30<sup>th</sup> September 2023) impacted traffic conditions within the area. During this time, the CAN camera on Imperial Road was temporarily suspended, allowing drivers coming from Putney to use New Kings Road and turn right down Bagley's Lane, along Imperial Road and then Townmead Road to get to the southern section of Wandsworth Bridge Road. This was communicated via the H&F and Wandsworth council websites and to people who emailed the hotline about this matter.
- Ongoing closures to Hammersmith Bridge since August 2020 have also been impacting traffic across the borough. The Hammersmith Bridge Taskforce website was set up by the Secretary of State for Transport to inform road users about updates to the repairs and alternative modes of transport or alternative routes.
- There is also a natural shift in congestion and overall network performance in London as traffic capacity is being reduced across the capital.
- Implementing the scheme permanently would serve a longer-term strategy of reducing overall road capacity for vehicles which leads to long term behaviour responses and traffic and associated congestion reduction.
- After the Wandsworth Bridge reopened a new cut through emerged through Clancarty Road and Settrington for drivers avoid northbound queues on Wandsworth Bridge Road during peak traffic events, this has lead to

	<p>significant queuing in Clancarty and disruption to the flow on Wandsworth Bridge Road from cars turning in and out. Monitoring cameras were installed as part of the trial to monitor traffic as this possibility was an identified risk. To mitigate this a new trial is needed to prevent through traffic at the two monitoring sites.</p>
<b>Air quality/ Pollution</b>	
<p><b>Increased air pollution due to traffic on NKR and WBR</b></p>	<ul style="list-style-type: none"> <li>• Shortly after the start of the trial period, the hotline received emails from residents complaining of the increased pollution and subsequent reductions in air quality along New Kings Road and Wandsworth Bridge Road, as the scheme had reportedly redirected all the traffic from the side streets to the main roads, creating congestion.</li> <li>• In response to this, extensive and ongoing measures were put in place on Wandsworth Bridge Road to mitigate traffic and enforce the 20mph speed limits. These measures included installing six Speed Indicator Devices and lamp column banners, improved advisory cycle lanes and improvements to crossings. Reductions in traffic on WBR and NKR are now being experienced as a result.</li> <li>• The Clean Air Neighbourhood trial reduces pollution by discouraging out-of-borough motorists, who are not stopping to shop or visit friends and family, from using residential streets as cut-throughs.</li> <li>• Residents, street-by-street, are writing in to tell us that South Fulham is a nicer place to live. That their streets are quieter and safer, that the air is cleaner.</li> <li>• The data did not show any increase in air pollution on main roads.</li> </ul>
<b>Consultation process/Programme</b>	

<p><b>Lack of consultation</b></p>	<ul style="list-style-type: none"> <li>• During early 2023, businesses and residents contacted the hotline reporting they felt they did not receive enough consultation prior to its launch.</li> <li>• As detailed above, this scheme has received the highest level of consultation than any other traffic scheme in H&amp;F. The project was designed through collaborative meetings chaired by local ward councillors, with online Town Hall sessions organised by resident groups and attended by hundreds of people, and countless other meetings which have looked at the design on a street-by-street basis.</li> <li>• H&amp;F councillors have worked extensively with residents and businesses to ensure all addresses within the borough have received leaflets about the scheme and have been provided with a chance to provide feedback via online and written surveys.</li> <li>• Consultation has been ongoing since the trial launched in December 2022.</li> </ul>
<p><b>PCN/s/Penalties</b></p>	
<p><b>Out-of-borough residents receiving penalties</b></p>	<ul style="list-style-type: none"> <li>• The aim of the scheme is not to fine motorists but to improve air quality by discouraging people from using the residential streets as cut-throughs.</li> <li>• To reduce the number of fines, the two-month period between 1<sup>st</sup> December 2022 and 31<sup>st</sup> January 2023 was an extended warning period for the scheme. During this time, rather than receiving fines, out-of-borough motorists who were caught by the cameras received a warning notice and a letter explaining the clean air trial and warning road users to look out for the signs and avoid using the residential streets as cut-throughs.</li> <li>• The council website established an online form for people to submit their penalty charge notices.</li> <li>• If individuals received more than one PCN for one journey, the cancellation policy treated each claim as one journey and would bundle up claims providing the claim was processed before the postal PCN hits.</li> </ul>
<p><b>RingGo</b></p>	

<p><b>Visitor scheme issue/ RingGo</b></p>	<ul style="list-style-type: none"> <li>• To help simplify the process of allowing visitors to pass a control, the existing Resident Visitor Parking (RVP) scheme was adapted so that it automatically gives access to a visitor if a parking session in the zone is booked. The RVP is restricted to one visitor at a time and only operates during parking control times.</li> <li>• The council also introduced a bespoke hotline for residents who cannot or do not want to use the RingGo application to book in their visitors by phone.</li> <li>• Visitors can be registered with RingGo in advance or up to midnight on the day of entering the Clean Air Neighbourhood to provide residents more flexibility in providing their visitors access.</li> </ul>
<p><b>EV's/Exemptions</b></p>	
<p><b>EV's should be exempt from access restrictions.</b></p>	<ul style="list-style-type: none"> <li>• EV's are not currently exempt from the access restrictions as they still contribute to congestion and queuing traffic.</li> <li>• However, the council have been considering the feedback concerning EV's and would like to support the switch to electric vehicles.</li> <li>• To help businesses with EVs, a new EV business permit was introduced free of charge for businesses to apply for.</li> </ul>
<p><b>Other</b></p>	
<p><b>Late night traffic speeds on main roads</b></p>	<p>Speeding on main roads is not directly linked to the scheme, it is usually a sign of less congestion and the free movement of traffic.</p> <p>The average day time speeds on the main roads are 17-19mph. Speed data did indicate single instances of 40-50mph at off peak traffic times.</p> <p>The introduction of a 20mph speed limit to the surrounding main road network of Wandsworth Bridge Road, New Kings Road and Harwood Road would be beneficial.</p>

95. There is a comparatively low level of support for the scheme from out of borough drivers compared to residents. This indicated that the scheme is achieving its objective of filtering out of borough traffic and ensuring it remains on main roads.

Positive feedback about the scheme has been progressively improving from residents and even for some out-of-borough residents, some of whom who would like a similar scheme to be set up in their neighbourhood.

96. The highest degree of support is from residents based within the scheme area; this is reflected in the increased number of resident petitions expressing support for the scheme. Residents on the west of Wandsworth Bridge Road as well as on Wandsworth Bridge Road itself are also expressing increased support for the scheme as it has embedded, and the traffic has started to reduce from traffic calming measures that have been introduced.

### **Business Consultation**

97. The scheme has had the largest consultation and engagement process the council has undertaken for a traffic scheme. To support businesses, officers from the parking team have carried out their largest ever support and engagement programme following the launch of the Clean Air Neighbourhood trial in South Fulham on December 2022. During the operation of the experiment, businesses were able to raise feedback in the following ways:

- email the dedicated email addresses (x2),
- via their local business associations,
- face-to-face meetings
- attend online business briefing sessions,
- as part of their ticket appeal, or
- on the telephone via the call centre and dedicated Hotline.

98. The following actions were also taken in regard to the consultation with businesses specifically. A summary timeline is provided as follows:

- Prior to the trial going live, there were two Royal Mail postal delivery drops across all addresses in South Fulham (including businesses), south of Fulham Road. The first in October 2022 was four pages, and informed residents about the impending trial.
- A bespoke call centre was also set up to handle calls and provide further 1-2-1 assistance for businesses with specific queries on the scheme.
- All literature published made clear that those working as carers and healthcare workers could obtain access permits from H&F to enable free access through the area.
- The trial was launched on 1 December 2022.
- Despite this launch date, a 'grace' period was instigated whereby any non-permitted vehicles travelling through camera control points were only provided with an advisory warning, rather than a Penalty Charge Notice with a fine.
- A total 442 individual visits have been made to shops and businesses across the area since the trial launch: 248 visits to 104 businesses in the New Kings Road/ Parsons Green area; 148 visits to 60 businesses on Wandsworth Bridge Road; 46 visits to 24 other businesses in the area.

99. Following feedback and as a key ask, businesses were allowed to grant free access through the cameras for their out-of-borough shoppers, staff and



deliveries. An eight-page leaflet was sent to businesses in the area explaining how to give their visitors access.

100. A total 118 business visitor permits have now been issued and 31 free tablets provided to shops for use at the counter to book in their out-of-borough visitors for free access through the cameras. Shop window posters have also been designed and distributed to support.
101. Council officers have also worked with industrial estates and clubs, such as Hurlingham Business Park, Parsons Green Tennis Club, the Hurlingham Club and The Andrew Robson Bridge Club, to provide individual RingGo access codes and provide technological solutions to enable businesses to continue to be accessible to their customers and deliveries.

### **Businesses Feedback**

102. At the time of reporting, the council has received approximately 1,743 emails to the two separate Clean Air Neighbourhoods inboxes over the course of the scheme trial period. Of these, the Clean Air Neighbourhoods inbox ([cleanairneighbourhoods@lbhf.gov.uk](mailto:cleanairneighbourhoods@lbhf.gov.uk)) received approximately 399 emails, and the Clean South Fulham inbox ([cleansouthfulham@lbhf.gov.uk](mailto:cleansouthfulham@lbhf.gov.uk)) received 1,344 emails. To note, this does not include duplicate emails received from the same recipient regarding the same theme. If several emails were received from the same recipient regarding a different theme each time, these were logged separately (e.g., a query about a penalty received, followed by a separate query regarding how exemptions work).
103. Of all emails received, approximately 57% were received from residents of the Borough, whereas 29% were received from non-residents and 14% from businesses. Overall, the responses show that approximately 19% of all emails have been positive towards the scheme, 43% have been negative towards the scheme and 38% were queries.
104. With regard to emails received from businesses, a total 2% were positive, 34% negative and the majority 64% were queries.
105. As all emails received were logged, and the general sentiment recorded, an analysis of businesses comments and sentiments over the past 18 months has also been recorded. An analysis of businesses comments and sentiments over the past 18 months demonstrates that, over time as the scheme settled, initial negative sentiment towards the scheme was reversed as the council worked with businesses to provide Business Access Permits and provide technological solutions to enable businesses to continue to be accessible to their customers and deliveries.
106. For example, in the initial two months of the scheme period (December 2022 and January 2023) a total 102 emails from businesses had been received. The majority, at 75 total, emails received were general queries. 2 were positive in sentiment and 25 were negative in sentiment.
107. As the scheme has bedded in and additional solutions to allow businesses to benefit from the scheme provided, the overall sentiment towards the scheme has

changed, and the number of emails received from businesses reduced. An analysis of sentiment recorded by emails received between December 2022 to January 2023, and December 2023 to January 2024 demonstrates that the number of emails received with queries (e.g., how to use RingGo, apply for Permits etc.) reduced from 75 to just 3. Likewise, emails recorded as having a negative sentiment reduced from 25 emails to just 7.

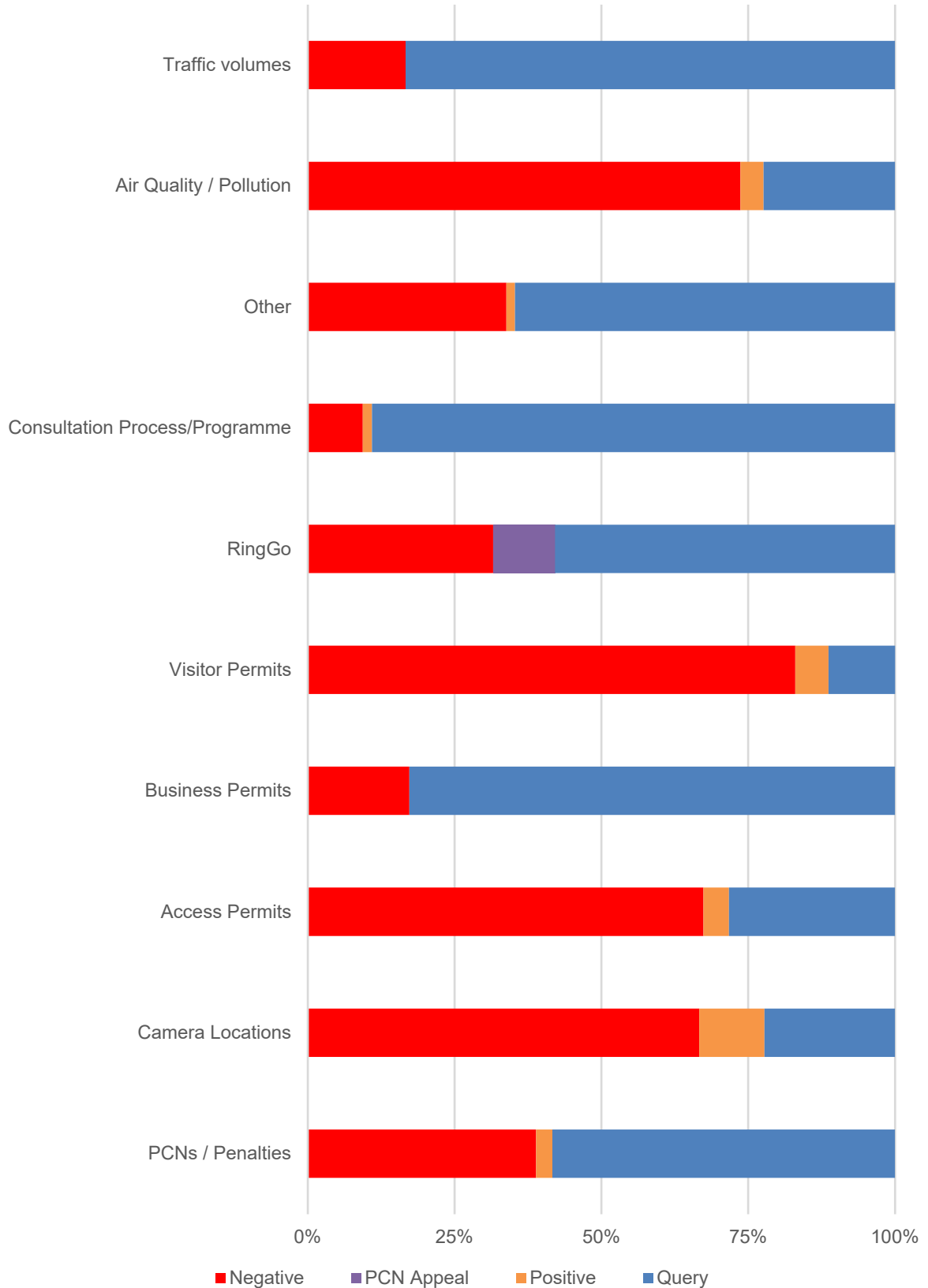
	Positive	Negative	Query	Total
<b>Dec 22 - Jan 23</b>	2	25	75	<b>102</b>
<b>Dec 23 - Jan 24</b>	1	7	3	<b>11</b>

108. One valid petition against the trial scheme was also submitted in October 2023. This was a petition submitted by local businesses who felt that there had been a “25% drop in trading” since the introduction of the trial scheme on residential streets to the west of Wandsworth Bridge Road, as well as the bridge closure during this period. A copy and details of the petition and highlights is provided at Appendix 1. It is noted that analysis of business activity (as set out at Para no. 25 onwards) showed that the trial scheme in fact realised the opposite in terms of trade increases.
109. A business survey was also submitted by South Fulham Business Association which showed opposition to the scheme.
110. As well as recording and logging sentiment, every email has also been categorised by the different themes that they referred to. Note that many emails covered more than one theme, all of which are recorded. A list of themes identified is provided below:
- Access Permits
  - Air Quality & Pollution
  - Business Permits
  - Camera Locations
  - Consultation Process
  - Customer Access
  - Electric Vehicle Exemptions
  - Impact on Businesses
  - Members Clubs
  - Money Making Scheme
  - New Kings Road to Wandsworth Bridge Road Right-Turn
  - PCNs and Penalties
  - Private Roads
  - RingGo
  - Sat Navs
  - Signage
  - Taxis and Private Hire Vehicles
  - Traffic Volumes
  - Visitor Permits
  - Wandsworth Bridge

- Zipcar and Car Clubs
- Other (this includes responses regarding climate, disability, elderly access, public transport travel times and women's safety).

111. The leading theme for queries from businesses was Business Permits or Access Permits, at 70%, in the initial months of the scheme. Lack of business permits was raised by businesses in approximately 27% of all negative emails received from businesses. This was closely followed by general negative sentiment towards the impact on businesses (26%).
112. Similar to residents, the theme of Electric Vehicle Exemptions was mentioned in approximately 2% of all emails received from businesses. Several emails were questioning the lack of exemptions for electric vehicles, given that the scheme is cited as a Clean Air scheme and electric vehicles do not produce pollutants. The council responded to this by providing a further exemption to businesses in the way of free permits for Business EV Vehicles.
113. Each enquiry received was considered, grouped into themes and addressed as detailed in the table below. Following an analysis of the initial negative feedback received, several key operational issues emerged which have been addressed by the Council during the trial period of the scheme. Business specific steps taken, as a result of feedback received, have been summarised and considered in the table below.

## Top themes received grouped by sentiment (Businesses)



Theme of Initial Negative Comment	Business Specific mitigating actions and changes made as a result during the trial
<b>Impact on businesses</b>	
<b>Access Permits for business vehicles</b>	<ul style="list-style-type: none"> <li>• Vehicles with a valid LBHF business parking permit are able to pass through control points without being penalised.</li> <li>• Businesses are also permitted to apply for up to two business parking permits so that they can continue to access the area without being penalised.</li> <li>• Businesses with EV vehicles can register them for permits for free.</li> </ul>
<b>Negative impact on businesses</b>	<ul style="list-style-type: none"> <li>• The placement of the cameras was devised to support businesses. Non-residents and business suppliers can reach every single street without going through cameras, either by entering and leaving via New Kings Road or, in the case of Hurlingham Business Park, entering and leaving via Wandsworth Bridge Road.</li> <li>• Where businesses feel they have experienced reductions in custom, the council has consulted with them on a case-by-case basis.</li> <li>• Businesses visitor permits were introduced to enable businesses to register vehicles for exemption.</li> <li>• Free tablets were given to businesses to enable customers to self register for access if they passed through a camera en-route.</li> </ul>
<b>Access for Specific Businesses (Taxis / Minicabs / Private Hire Vehicles)</b>	
<b>Lack of access for Ubers/ minicabs</b>	<ul style="list-style-type: none"> <li>• A high percentage of through traffic in the area prior to the scheme were private hire cars. It was felt by residents that local minicab businesses should be supported. The Council therefore took steps to enable local minicab firms to have permitted access through the scheme. The names of confirmed local minicab firms with unrestricted access have been made available to residents initially querying minicab access to the scheme.</li> <li>• Black taxis which also provide a vital service to disabled residents are considered a form of public transport and have been made exempt from controls.</li> <li>• The council has also modified the cancellation policy so that tickets are cancelled for private hire drivers that can prove they went through a camera to set down or pick up a resident in the area.</li> </ul>
<b>EV's/Exemptions</b>	

Theme of Initial Negative Comment	Business Specific mitigating actions and changes made as a result during the trial
<b>Impact on businesses</b>	
<b>Access Permits for business vehicles</b>	<ul style="list-style-type: none"> <li>• Vehicles with a valid LBHF business parking permit are able to pass through control points without being penalised.</li> <li>• Businesses are also permitted to apply for up to two business parking permits so that they can continue to access the area without being penalised.</li> <li>• Businesses with EV vehicles can register them for permits for free.</li> </ul>
<b>Negative impact on businesses</b>	<ul style="list-style-type: none"> <li>• The placement of the cameras was devised to support businesses. Non-residents and business suppliers can reach every single street without going through cameras, either by entering and leaving via New Kings Road or, in the case of Hurlingham Business Park, entering and leaving via Wandsworth Bridge Road.</li> <li>• Where businesses feel they have experienced reductions in custom, the council has consulted with them on a case-by-case basis.</li> <li>• Businesses visitor permits were introduced to enable businesses to register vehicles for exemption.</li> <li>• Free tablets were given to businesses to enable customers to self register for access if they passed through a camera en-route.</li> </ul>
<b>Access for Specific Businesses (Taxis / Minicabs / Private Hire Vehicles)</b>	
<b>EV's should be exempt from access restrictions.</b>	<ul style="list-style-type: none"> <li>• Business EV's are currently exempt from the access restrictions</li> </ul>

## LIST OF APPENDICES

- Appendix 1 – Consultation
- Appendix 2 – Opinion Polling and Online Survey
- Appendix 3 – Traffic Data
- Appendix 4 – AQ Data
- Appendix 5 – Parking Data
- Appendix 6 – Consumer Spend and Footfall Data
- Appendix 7 – EQIA