

- The “Tavistock Place” scheme is strategically significant within Camden and beyond
  - It already features very high flows of people cycling on it – that come from throughout north and east London to use this scheme as part of their cycle (primarily to work) route into the west end. There are also smaller, but still significant flows of west end residents riding east who use the scheme.
  - But this scheme is not just for residents in other boroughs - it is of strategic significance in unlocking particularly shorter journeys by cycle for many Camden residents living on or near the scheme or its ends – for instance, Camden residents to the east of the scheme use it to commute to the west end, as will residents to the north increasingly once the North-South extension and other such schemes are in place.
- The scheme is a “Healthy Street”
  - The scheme offers significant benefits in terms of public realm as well as walking and cycling improvements – this aligns it directly with the new Mayor’s spatial and transport strategy – it could be said to be Camden’s first Healthy Streets scheme.
  - The results of the trial scheme already demonstrate the scheme’s potential to transform health outcomes among residents of Camden and beyond – it has increased cycling and walking rates, and therefore health outcomes, and decreased pollution without dramatically worsening the situation on other nearby roads.
  - Public realm improvements already demonstrably work on Byng Place etc.
  - The “Healthy Streets” agenda and Tavistock Place scheme specifically builds on the work and approach Camden Council is already known for – and the scheme matches its policies well
- Mitigating the issues
  - Putting aside alternative ideas put forward by those opposing the scheme – most of which are clearly risible – the one clear concern we would agree with is traffic displacement onto Judd Street (and Huntley Street). Camden Council already has a proposal that would effectively mitigate that issue. And it would simultaneously improve not only the Tavistock Place scheme but also North-South extension – in terms of positive outcomes for health, cycling and walking levels etc.
  - A scheme having mild effects on another road is not a reason to not move forward with that scheme, it is a good reason to try and mitigate that effect. The alternative is Camden never improves anything at all – no road is ever changed. Given a growing London population, awareness of pollution and inactivity issues, and restricted road widths that are unlikely to be radically widened, then without improvements that can trigger “modal shift” London will grind to a halt. The Tavistock Place scheme will and already has triggered modal shift. And that again aligns directly with the Mayor’s priorities.