

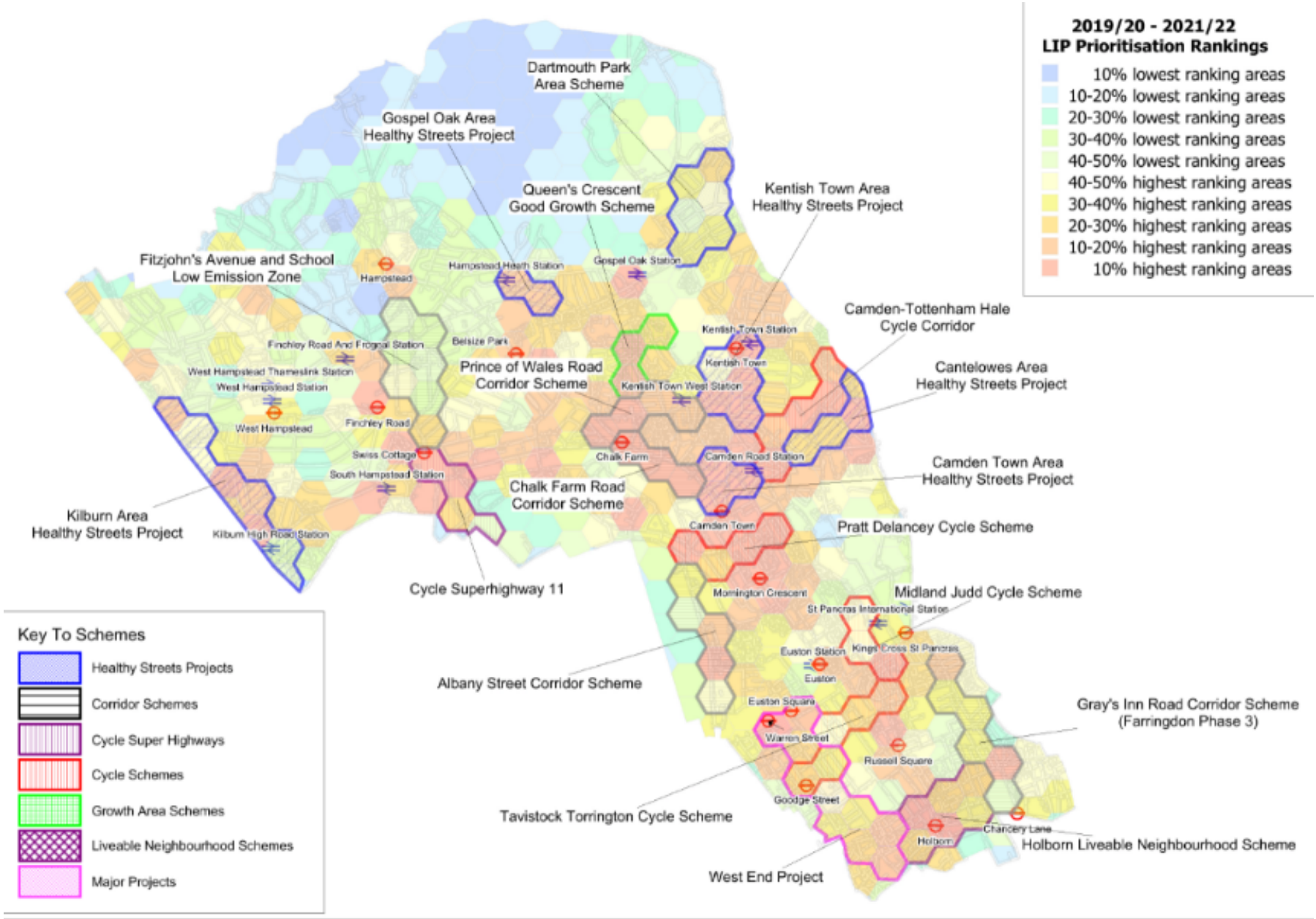
# Camden Town Low Emission Neighbourhood & Kentish Town Healthy Streets Project

## Stakeholder Engagement

Karl Brierley 18/02/20







**CAMDEN TRANSPORT STRATEGY**  
**APPENDIX C3: Road Safety Action Plan (Final Version)**  
**APRIL 2019**

**1. Purpose of the Road Safety Action Plan**

- 1.1. Reducing transport-related casualties and reducing real, as well as perceived, road risk in order to encourage more sustainable transport choices are crucial to meeting many of the objectives in the Camden Transport Strategy (CTS). This includes creating an environment where more people will choose to walk or cycle, reducing traffic dominance and car use, improving the health of residents and visitors to the Borough, reducing congestion as well as supporting regeneration and the local economy.
- 1.2. The purpose of the Road Safety Action Plan (RSAP) is to incorporate the policies and measures within the CTS for improving road safety into a single, clear, organised programme.
- 1.3. Our focus will be on two main areas: supporting the Mayor's London-wide ambition to reach 'Vision Zero', by having no Killed or Seriously Injured (KSI) casualties on Camden's roads by 2041 – and our own ambition to reduce all casualty types (KSIs and 'slight' injuries). This will be achieved with a mixture of reactive and proactive measures, and more broadly, working to reduce actual and perceived danger on Camden's streets to enable residents and visitors to make more sustainable transport choices.
- 1.4. The RSAP is split between two broad types of measures: infrastructure schemes primarily involving physical interventions, as well as supporting measures involving behaviour change and smarter travel programmes. These measures are explained in Sections 2 and 3 and will help deliver core objectives within the CTS, as shown in Table 1, below.

**Appendix B: Road Safety Audit (2018) – Analysis of Prioritised Locations**

**1. Links**

Priority No. of Links	Description/location	Detail	Status of planned intervention	Completion date (where known)
1	LINK 722-723 (KILBURN HIGH ROAD)	Belsize Road to West End Lane	Area included within Kilburn Area Healthy Streets Project	March 2020
2	LINK 800-805 (HAMPSTEAD ROAD)	Vandell Street to Netley Street	Delivered by TfL as part of TLRN network	TBC
3	LINK 187-199 (KENTISH TOWN ROAD)	Prince of Wales Road to Leighton Road	Area included within Kentish Town Area Healthy Streets Project	March 2019
4	LINK 17-630 (BLOOMSBURY WAY)	New Oxford Street to Southampton Place	Area included within Clerkenwell Boulevard/Holborn LN	March 2020
5	LINK 125-139 (CAMDEN ROAD)	St Pancras Way to Camden Park Road	Area included within Camden-Tottenham Hale cycle route proposals	TBC – scheme in development
6	LINK 64-73 (THEOBALDS ROAD)	Lamb's Conduit Street to Gray's Inn Road	Area included within Clerkenwell Boulevard/Holborn LN	March 2020
7	LINK 14-31 (NEW OXFORD STREET)	Tottenham Court Road to Bloomsbury Street	Area included within West End Project	Spring 2019
8	LINK 801-808 (EVERSHOLT STREET)	Oakley Square to Phoenix Road	Area affected by HS2, no proposals to be considered until works are complete	TBC
9	LINK 83-91 (UPPER WOBURN PLACE)	Euston Road to Tavistock Place	Area affected by HS2, no proposals to be considered until works are complete	TBC
10	LINK 79-769 (HOWLAND STREET)	Tottenham Court Road to Cleveland Street	Area to be investigated as part of a separate scheme either as part of Local Implementation plan 2022 or sooner if developer contributions become available	TBC

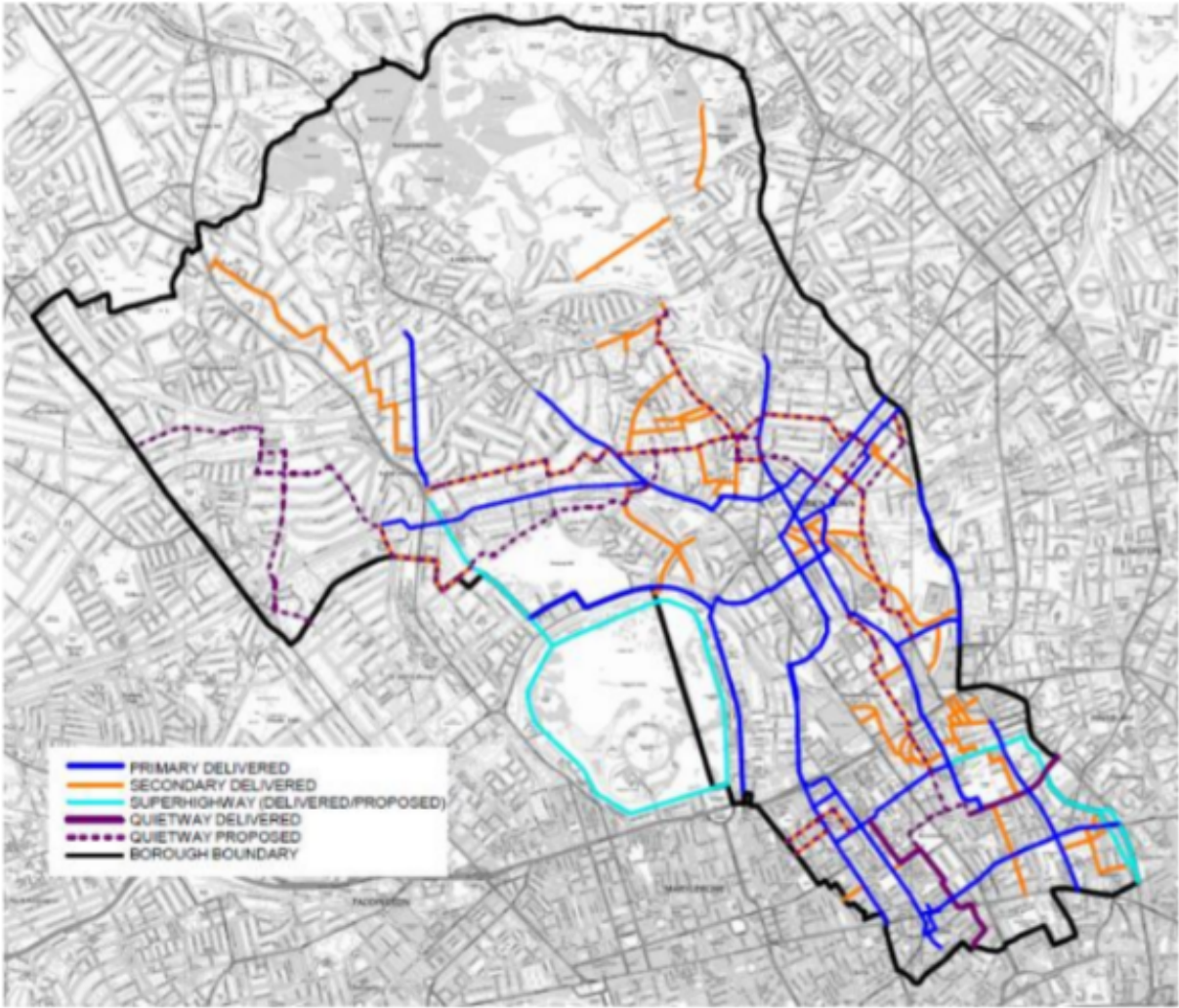
Camden Transport Strategy

Road Safety Action Plan

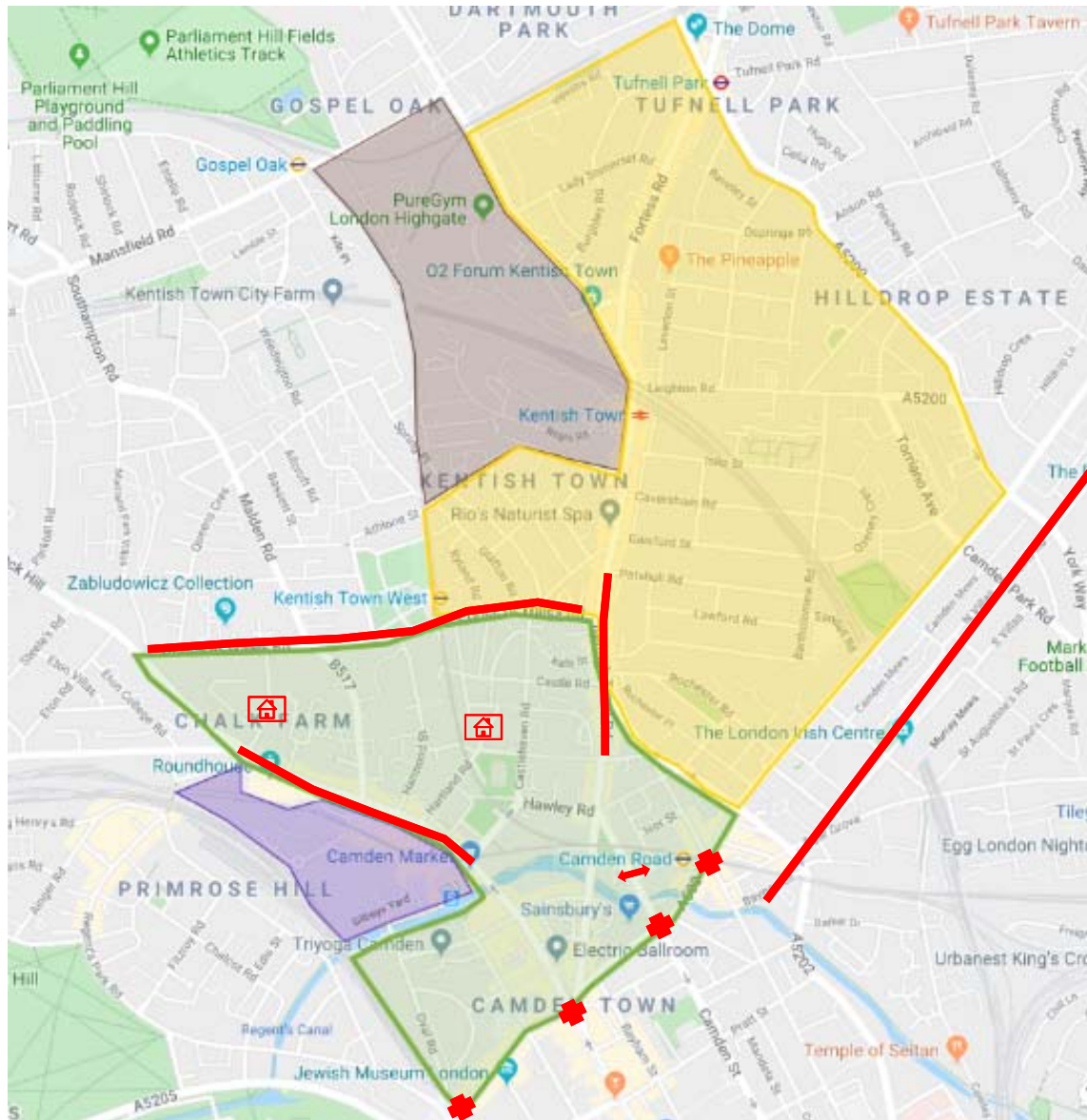
**2. Nodes (Junctions)**

Priority No. of	Description/location	Status of planned intervention	Completion date (where known)
1	NODE 163 (CHALK FARM ROAD/FERDINAND STREET)	To be included in Chalk Farm Rd Area-Based scheme	TBC. Delivery dependent on nearby developer-funded scheme
2	NODE 93 (EUSTON ROAD/JUDD STREET)	To be included in Midland/Judd cycle scheme	Planned for January 2019, dependent on TfL scheme approval
3	NODE 91 (EUSTON ROAD/EVERSHOLT STREET)	Junction on TLRN, officers to liaise with TfL to deliver as part of TLRN works	TBC - TfL dependent
4	NODE 125 (CAMDEN RD/CAMDEN PK RD/TORRIANO AVE(ATS))	To be included in Camden-Tottenham Hale cycle scheme	TBC - scheme in development
5	NODE 86 (EUSTON ROAD/TOTTENHAM COURT ROAD)	Junction included within West End Project	Spring 2019
6	NODE 713 (ST GILES CIRCUS (OXFORD STREET/TOTTENHAM COURT ROAD))	Junction included within West End Project	Spring 2019
7	NODE 73 (THEOBALDS ROAD/GRAYS INN ROAD)	To be included in Clerkenwell Boulevard scheme	TBC - scheme in development
8	NODE 747 (KINGS CROSS (EUSTON ROAD/YORK WAY/GRAYS INN ROAD))	Junction on TLRN, officers to liaise with TfL to deliver as part of TLRN works	TBC - TfL dependent
9	NODE 759 (FARRINGDON ROAD/CHARTERHOUSE STREET)	Currently being addressed by Cycle Superhighway 6	Completed Sept 2018
10	NODE 129 (CAMDEN HIGH STREET/PARKWAY (LTE STATION))	Junction on TLRN, officers to liaise with TfL to deliver as part of TLRN works	TBC - TfL dependent

**Appendix D: Camden Cycle Network by end of 2024/25 (in line with first two phases of Action Plan)**



# Project areas



**Kentish Town  
Healthy Streets  
Project Area**

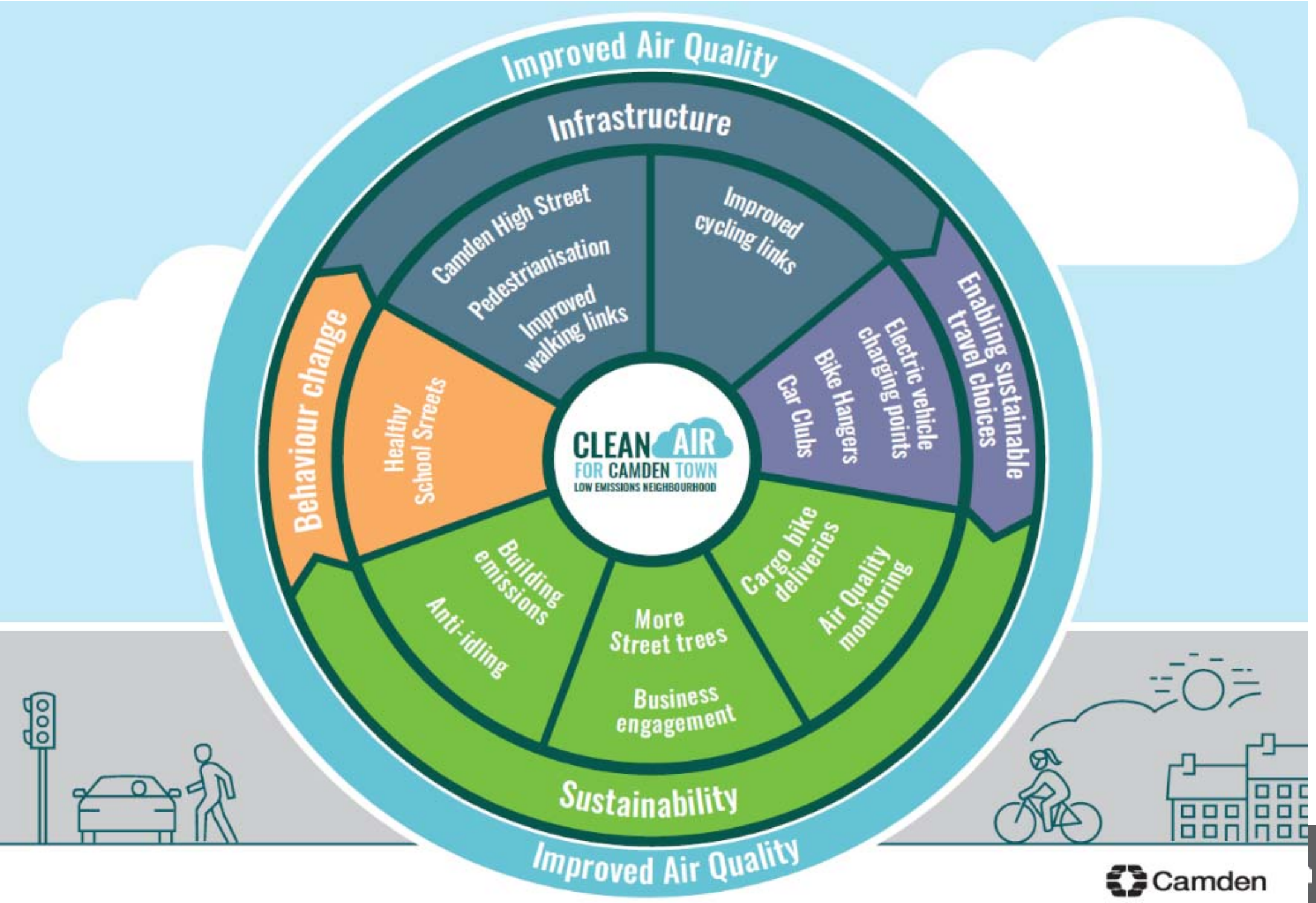
**Kentish Town  
Framework**

**Camden Town  
Low Emission  
Neighbourhood**

**Camden Goods  
Yard Framework  
Area  
(Morrison's Site)**

# Project Area





**CLEAN AIR**  
 FOR CAMDEN TOWN  
 LOW EMISSIONS NEIGHBOURHOOD

Improved Air Quality

Infrastructure

Camden High Street  
 Pedestrianisation  
 Improved walking links

Improved cycling links

Enabling sustainable travel choices

Car Clubs  
 Bike Hangers  
 Electric vehicle charging points

Behaviour change

Healthy School Streets

Building emissions  
 Anti-idling

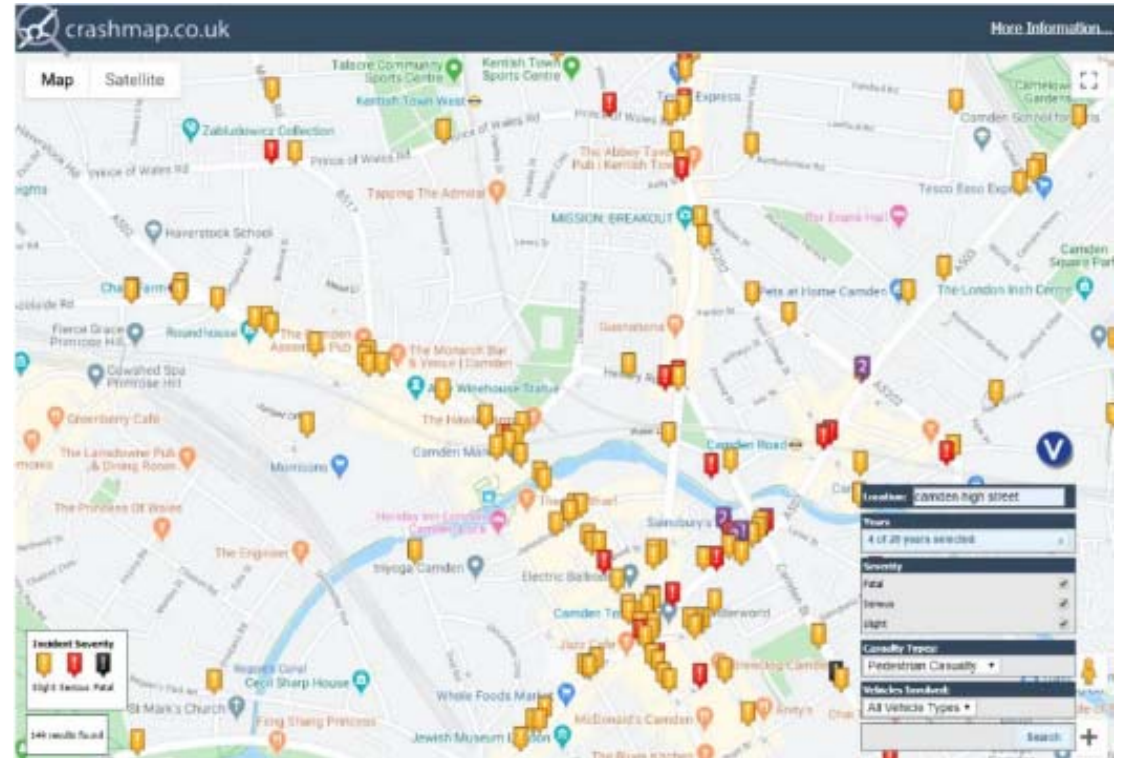
More Street trees  
 Business engagement

Cargo bike deliveries  
 Air Quality monitoring

Sustainability

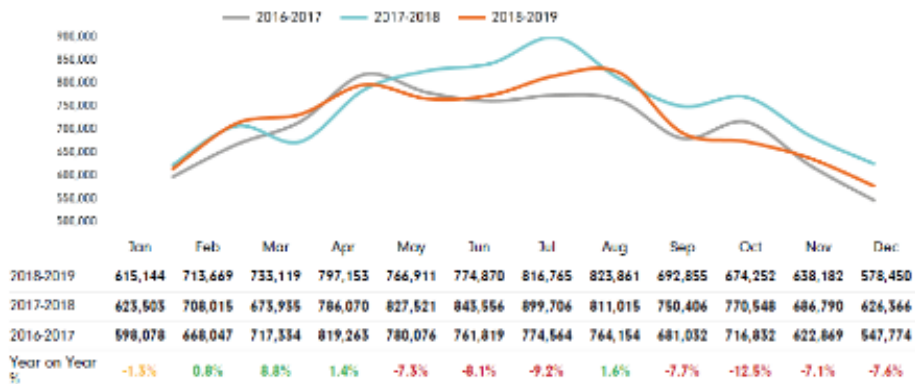
Improved Air Quality

# Camden High Street



## Footfall - rolling 12 months

The figures shown below are calculated using weekly averages



Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for December compares December 2019 to December 2018



The Camden Cargo Bike Network offers cargo bike trials, and freight audits to businesses. Could your business benefit from a free freight audit from a specialist advisor, and a free cargo bike trial?

### Why businesses are embracing pedal power:

1. **Cleaner: Zero emission deliveries**
2. **A range of cargo bike types available to suit your needs/services**
3. **Reduced costs – no congestion or ULEZ charges**
4. **Enhanced Reputation: more environmentally friendly/sustainable deliveries**
5. **More Efficient: Reliable journey times**

We offer free cargo bike trials and loans including training sessions, enabling your riders to use cargo bikes proficiently and safely

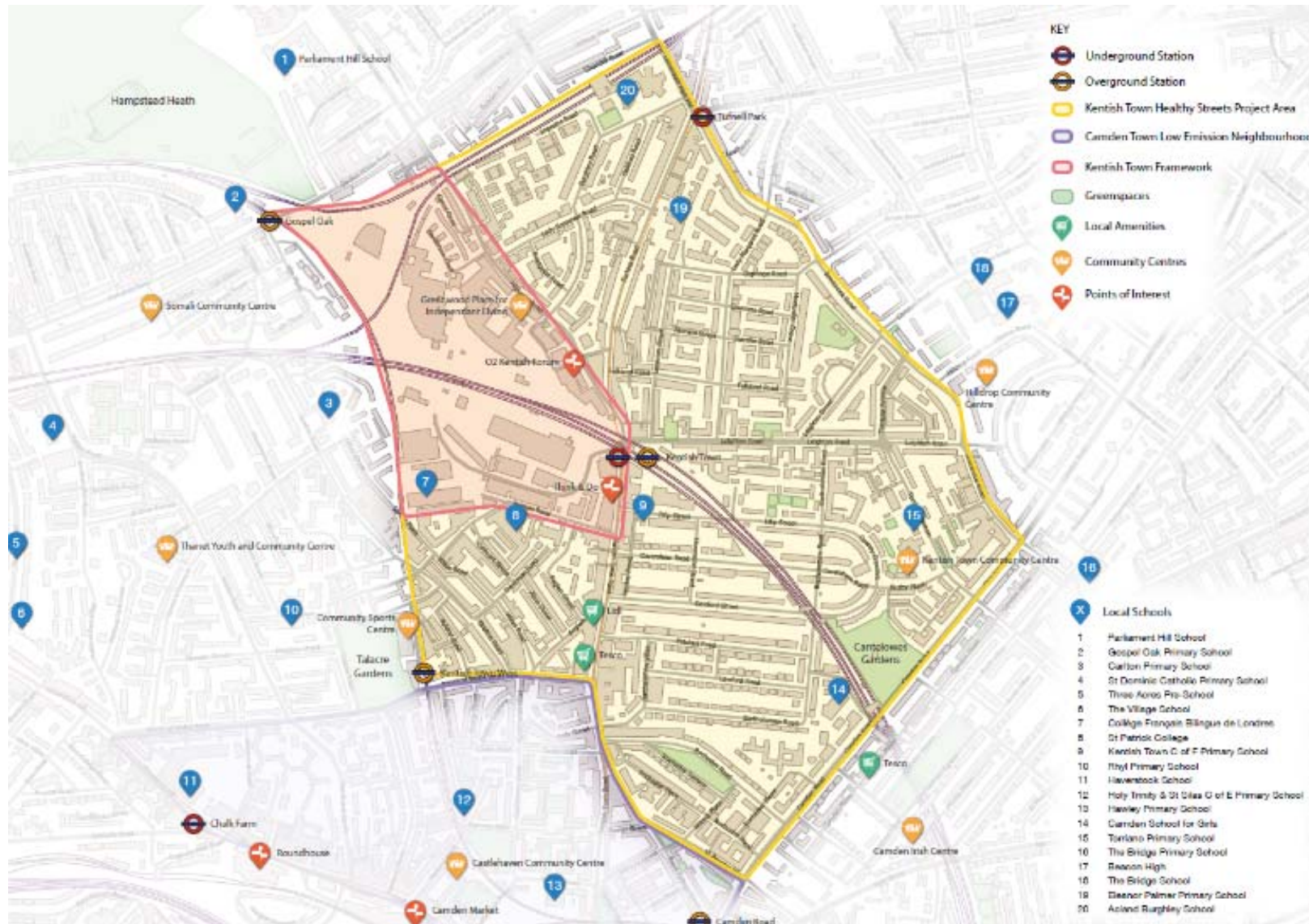
If you would like more information about the Camden Cargo Bike Network, please contact Paul Davis or Michelle Jamieson (020 7974 5537, [Travelplans@camden.gov.uk](mailto:Travelplans@camden.gov.uk))  
[www.camden.gov.uk/camdencargobike](http://www.camden.gov.uk/camdencargobike)



SUPPORTED BY  
MAYOR OF LONDON



# Kentish Town Healthy Streets Project



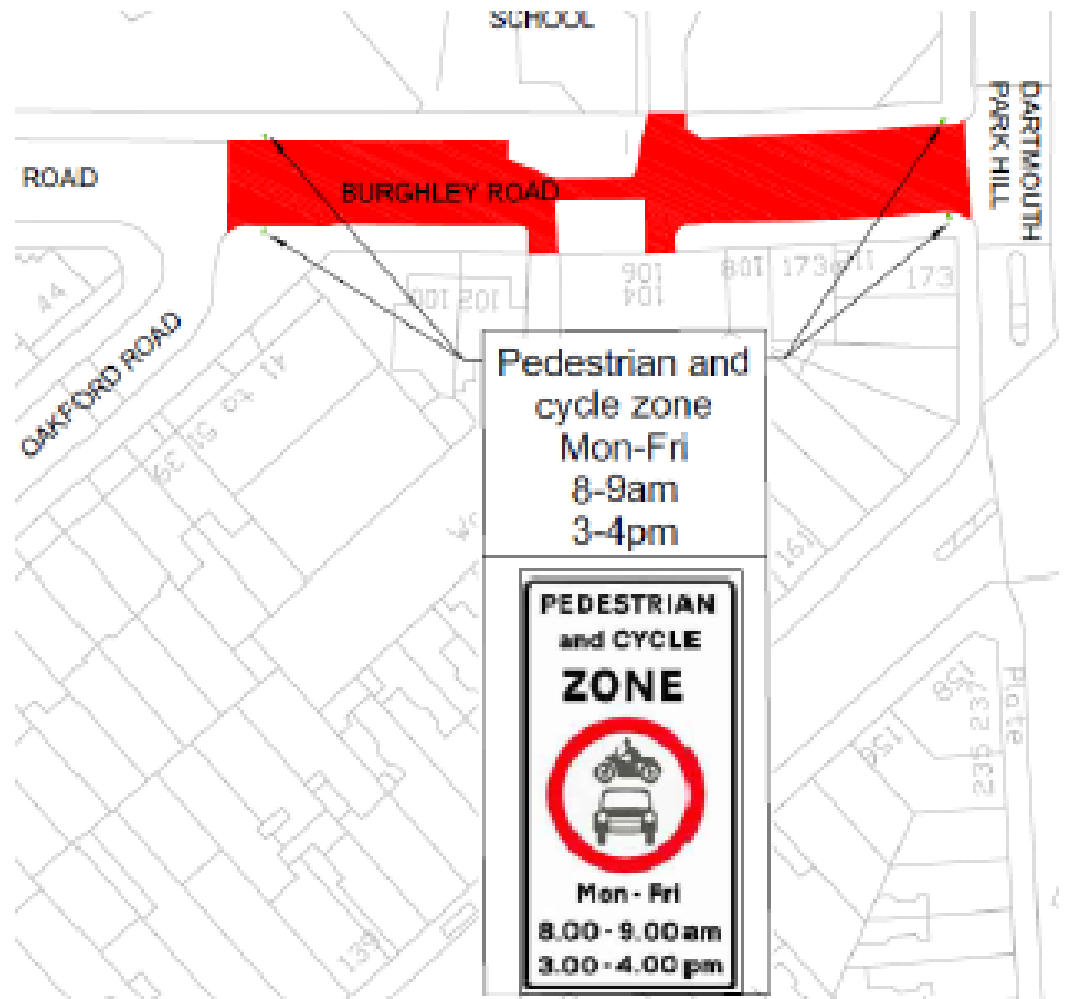
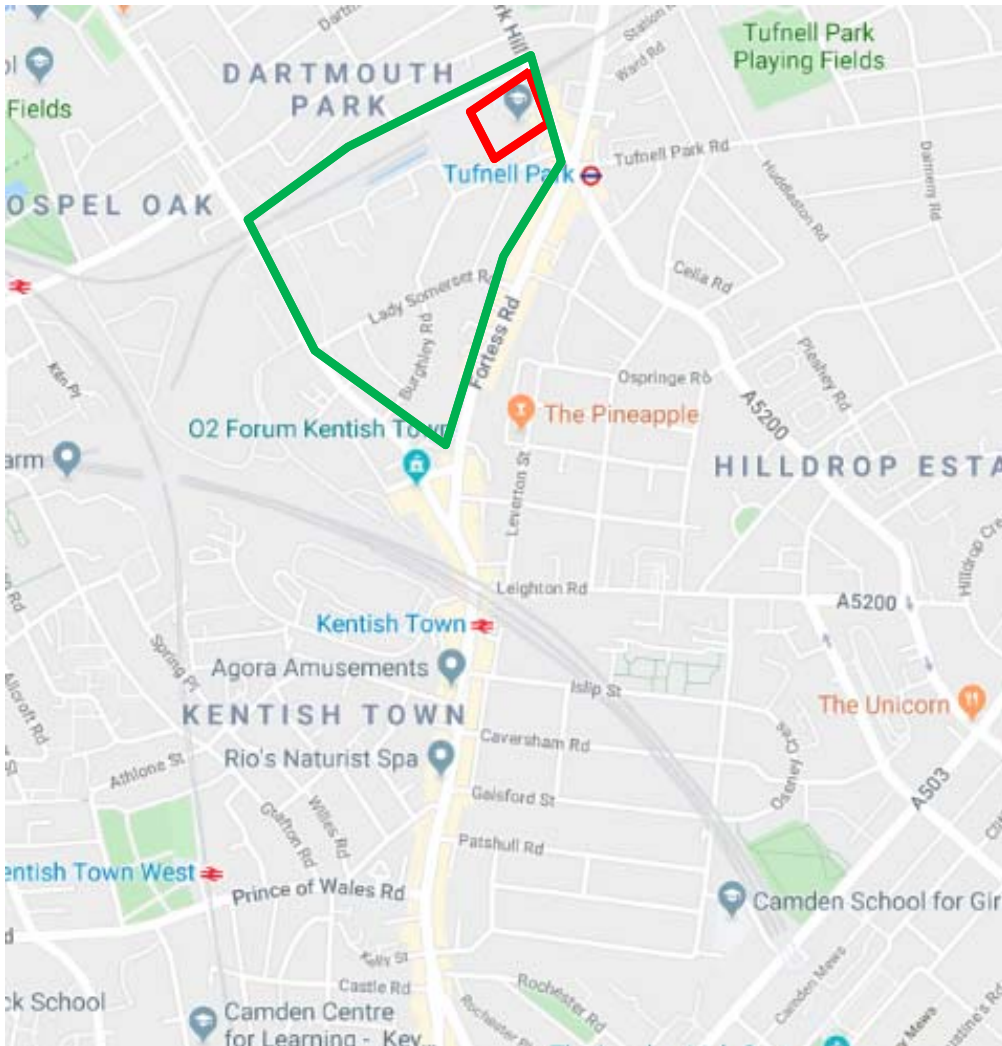
- Improve safety along Kentish Town Road
- Cycling Action plan
- Electric Vehicle Charging Points (EVCPs)
- Secure cycle storage hangers

# Kentish Town area wide project



- Issue highlighted with through traffic
- Officers commissioned surveys to establish this
- Designed a scheme which would have resolved the issue
- Opposed by community at public consultation
- **Why revisit the issue???**

# Acland Burghley School Street



**13% area wide decrease**  
in traffic flows during the restricted times

# Islip Street Play Street



## Resident suggestions

your idea for tackling the climate crisis?

**Greening Leighton Road.** Reducing parking spaces and replacing them with green plant beds. Actively reducing the amount of traffic.

Who is your idea for?

Neighbourhoods

### Kentish Town Road Action Group



Leighton Road Residents  
Leighton Road  
W9S  
28th July 2020

75 JUL 2020  
COUNCIL BUILDING  
PARKWAY SQUARE, CHISE - 10

Greening Leighton Road

Dear Councillors,

We the residents of Leighton Road in Camden are acutely aware of the current climate and ecological emergency and have formed together as a group to draw attention in our local community and request your support to help us make an immediate difference.

We would like to request that Camden closes up eight parking spaces to be given over to plants and a cycle shelter for season. This is specifically for the stretch of Leighton Road between Tavistock Square and Brookside Road.

There are 20% of us who have joined together and currently feature homes do not permit including those who have actively recently given them and would like this space to be used for environmental and community friendly space.

We also note that one of the current spaces marked 'Council' is in fact being used by the dentist on Brookside Road. We do not understand why that should be a normal business usage without the need for 24 hours should have privileged access to parking on our road. Perhaps this should be replaced by a disabled space which would be much more useful for our residents with such needs.

Clear you have provided the space and the civic order are are committed to creating and maintaining the space including covering the cost, but would like to ask that Camden declares the company that is government from your existing scheme.

We are disappointed that our application to be considered for road closing on Car Free Day 20<sup>th</sup> September has been turned down on grounds of cost and possible T11 application. We would like see that this decision is reconsidered.

As a wider note we are also concerned about the number of accidents that have taken place near our road, mostly over the last three months. We would also like to consider with you how we can address this problem possibly reducing the number of cars and their speed. We would also like to point out how often these accidents have been cleared.

All of us are most heartened by the work you are doing and how seriously Camden Council are taking measures to counter the climate and environmental crisis.

We understand that Camden has a process and commitment to decide this type of thing. We would like to know who has the power to make this decision, and to ask for your support working with the various committees to deliver what we consider to be a clear, easy to implement, cost effective way to demonstrate our Camden's commitment to environmental values, as well as an opportunity for us to bring our local community together.

We look forward to hearing from you.

Best regards

# Area based engagement projects

## How to successfully delivery an area based project



### DO AN ENTIRE AREA

Low traffic neighbourhoods must be planned as an entire continuous area bounded by main/distributor roads. Attempts to reduce traffic in part of an area without regard to neighbouring streets can often result in the same traffic concentrating on fewer streets and/or a backlash at consultation stage.

That said, some boroughs plan an area, then consult on a few filters within it at a time – maximising buy-in and demonstrating the benefits to other residents nearby, before moving on. This is a similar approach to many Controlled Parking Zone consultations. And like these, does risk rising resident dissatisfaction on remaining streets left open. It's also slower and leaves potential gaps if some streets reject the scheme.

### START A REAL CONVERSATION

An ideal scheme starts with a more general conversation with residents about their perceptions of their area. If this conversation highlights issues to do with motor vehicle traffic volumes and speeds, then the area is a possible contender for a cell (giving residents good data on through traffic is also worthwhile). But some areas are already quiet enough. Letting residents tag all sorts of issues, including crime, and social behaviour and traffic issues on a map of their area is a great way to check support for schemes and gain general insight into resident concerns.



### MAKE IT A GENUINE CONVERSATION

If initial surveying and data does identify a need or desire for a low traffic neighbourhood, do not wait until you have a detailed design for public consultation before talking to residents. Give residents options, hold workshops and use tools such as "Community Street Audits" to engage residents, businesses etc. Let residents understand the principles and evidence, and co-design a scheme with officers. There will be some who will try to cut out elements that inconvenience them, but by being clear about the principles, officers can ensure key benefits are prioritised and realised, while community expertise is also effectively used. Sometimes, presenting a more aspirational scheme will enable more residents to buy in to a vision, but also allow room for sensible negotiation and compromise, while leaving an effective scheme on the ground. But don't allow a scheme to move forward that won't deliver real benefits for the whole neighbourhood.

### ENSURE COMMUNICATION/ENGAGEMENT EXPERTISE

Social media is changing the consultation process dramatically. Relying on officers untrained at communicating large schemes to the public risks backlash. Schemes should be communicated simply, clearly and engagingly – so everyone can understand them and their benefits, and so residents feel they have a stake in the scheme. Negative language (load "closures", "blocks" etc.) should be avoided too. And community benefits for all should be emphasised – low traffic neighbourhoods are not just a "walking" or "cycling" scheme, they make local streets safer and healthier places for everyone. Consider using specialist communications and/or engagement officers around these schemes. And be prepared to devote a significant proportion of the overall budget to communications.

### BUILD SUPPORT

Start with other officers and councillors throughout the borough – everyone needs to understand the scheme and support it, particularly councillors in the wards affected and the entire cabinet. These will be the people residents turn to with queries and concerns. Build as broad a coalition of support as possible – local MPs, GPs (activity-related health benefits), religious leaders, heads of schools (relating to active travel plans) etc. Again, these stakeholders should be engaged and on board before the scheme goes fully to public consultation. Businesses in or abutting the area should be similarly engaged early, particularly if they need to deliver into, out of, or through the area – with design ideas suitable for them already in officers' plans, but these should be as flexible as possible.

### EMPHASISE COMMUNITY-WIDE BENEFITS

Even if funding is for a cycle or walking route, emphasise community-wide benefits of these schemes for everyone. Children playing out, people able to cross the road easier, pollution reduction etc. And be realistic about the negatives also – slightly longer and more circuitous car journeys into/out of the cell, the likely period of increased congestion during construction and for up to a year after etc. You need to be able to sell a vision to residents who may not know much about "nodal filter cells". Pictures, testimonials and data from other areas helps make schemes "real". Diagrams showing how people can access an area are worth considering. Similarly, officers should use the space freed up by filters, and often the filters themselves, to deliver public realm benefits for the entire community – play equipment, "pocket parklets", seating, lighting, trees/planters, rainwater gardens etc.



### REMOVE ALL THE THROUGH TRAFFIC

Leaving in any through routes, unless they are very circuitous, simply focuses traffic on fewer streets. This will reduce the benefits of the scheme and could lose it goodwill over time. It also ensures there is less or no "traffic evaporation". When through traffic is completely removed, the experience in general is that main roads have far more capacity to cope than the residential side streets – so increases in motor vehicle volumes seen on main roads are low in percentage terms, and after an initial period of bedding in, traffic settles to broadly where it was before. 15% or so of traffic over the area is likely to "evaporate" in such schemes – moving out of the area entirely or switching mode. In other words, congestion doesn't go up with these schemes, in general.

### BE READY TO HANDLE CONTROVERSY


Handle persistent dissenting and abusive voices that can "str up" those who otherwise would only have minor concerns quickly, countering any misinformation. Similarly ensure misinformation from any source on social media is quickly flagged and rebutted or dealt with before it gains traction. A public FAQ listing top concerns and answering them is worth considering, that is modified through the life of the consultation, engagement, trial, build and post-implementation process. Use councillors, comms/engagement officers, positive local campaigners and community groups, as well as the press to communicate benefits and dispel myths.

**The average road with the Village saw a 44.1% reduction in vehicles on the road and a reduction in speed from 21.6mph to 19.5mph** Chris Proctor, Programme Manager, Enjoy Waltham Forest.


**The Waltham Forest schemes have in one year seen people in the areas with changes walking over 30 minutes more and cycling nearly 10 minutes more a week – because the roads are quieter, cars are slower and it's nicer to get around by walking and cycling.**

# Corridor projects

**Have your say**  
on proposed Cycling, Walking  
& Road Safety improvements  
on Gray's Inn Road

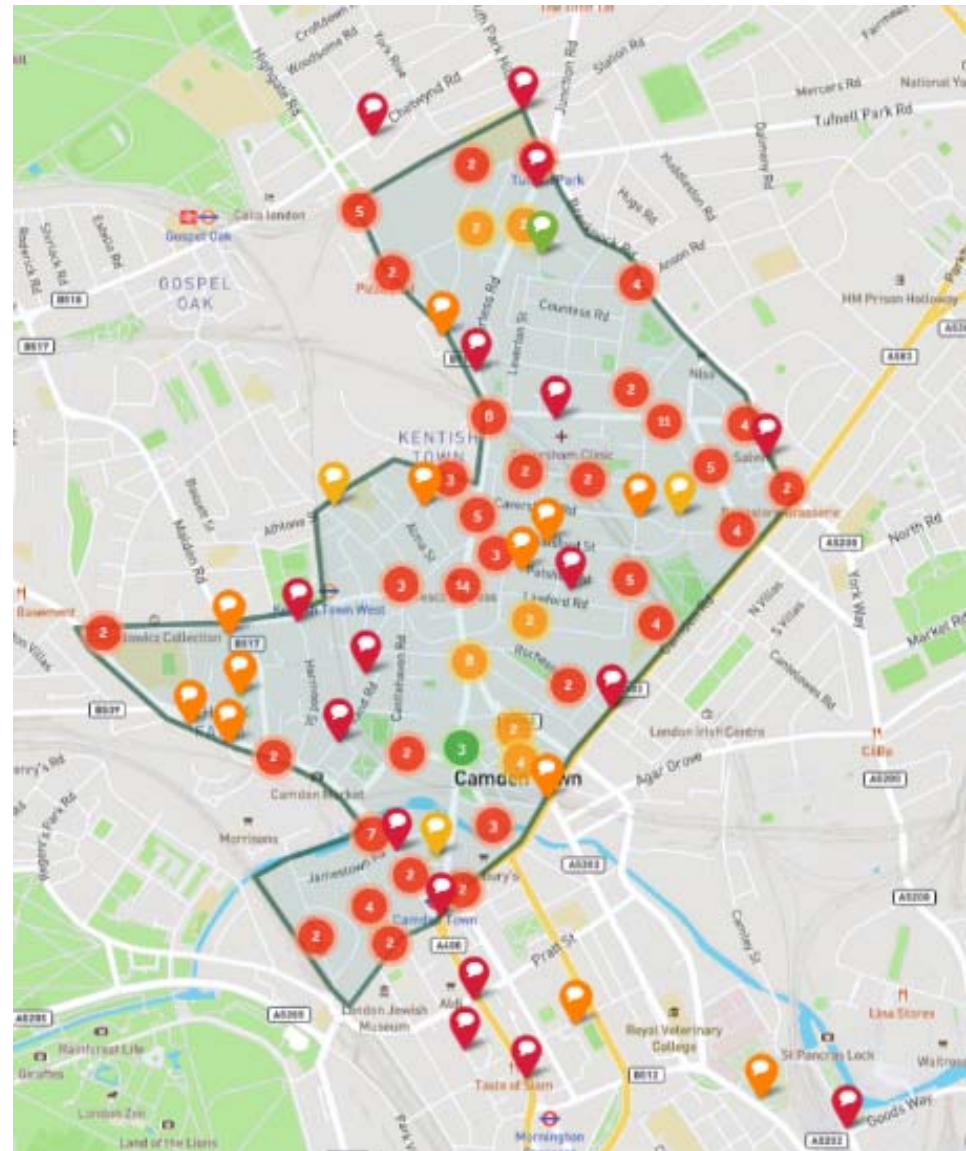


Consultation period closes: 29 November 2019



# Establish the issues –online presence

Camden Town Low Emission Neighbourhood Engagement Hub



## CLEAN AIR FOR CAMDEN TOWN LOW EMISSION NEIGHBOURHOOD

Welcome to the Camden Town Low Emission Neighbourhood engagement hub. We want you to be involved in shaping the development of the Camden Town Low Emission Neighbourhood. Our ambition is to improve the quality of the air in Camden and promote a more sustainable borough. The Camden Town Low Emission Neighbourhood will be a significant step towards this.

We have created an engagement map so you can make comments to help develop the best possible steps to tackle transport and air quality issues in Camden Town. The engagement map is shared with the **London Neighbourhoods Healthier Streets Project**. We also want you to complete the **Camden High Street perception survey** to help us understand how Camden High Street is currently used.

Below you can find out about engagement events or other elements of the project.

<h3>How your say on the Healthy Streets for Camden map</h3> <p>We want you to share your views on our engagement map about transport, air quality and public spaces. Click to follow links to have your say.</p> <p><a href="#">View details</a></p>	<h3>How your say on the Camden High Street Perception Survey</h3> <p>The Camden High Street Survey is available here.</p> <p><a href="#">View details</a></p>	<h3>Project Area</h3> <p>We have produced this map to highlight the Camden Low Emission Neighbourhood project area.</p> <p><a href="#">View details</a></p>
<h3>Engagement events</h3> <p>Here you will find a list of all the planned engagement events that we are holding as part of our engagement pattern. Click to follow links to have your say.</p> <p><a href="#">View details</a></p>	<h3>Frequently Asked Questions</h3> <h2>FAQs</h2> <p>We have produced a document which answers the most common questions we anticipate will be asked. This will be updated throughout the project.</p> <p><a href="#">View details</a></p>	<h3>Stakeholder Management Group</h3> <p>Learn more about the stakeholder management group meeting.</p> <p><a href="#">View details</a></p>
<h3>Camden Transport Strategy</h3> <p>The Camden Transport Strategy forms the basis for this project. If you want to learn more you can find here.</p> <p><a href="#">View details</a></p>	<h3>Area Wide Mailout</h3> <p>On the 6th of February we sent a letter to every property in the project area.</p> <p><a href="#">View details</a></p>	<h3>Camden Citizens' Assembly on the climate crisis</h3> <h2>CAMDEN CITIZENS' ASSEMBLY ON THE CLIMATE CRISIS</h2> <p>We can learn more about the Camden Citizens Assembly and how it relates to this project here.</p> <p><a href="#">View details</a></p>
<h3>Previous Community Engagements</h3> <p>We have conducted a number of previous engagements in this area and these are summarised here.</p> <p><a href="#">View details</a></p>	<h3>Find out more about the project</h3> <h2>CLEAN AIR FOR CAMDEN TOWN LOW EMISSION NEIGHBOURHOOD</h2> <p>People click here to learn more about the project.</p> <p><a href="#">View details</a></p>	<h3>Electric Vehicles Charging Points</h3> <p>Learn how to apply for an EVCIP for your drive.</p> <p><a href="#">View details</a></p>

### Have your say

Dear resident,

We are looking for your views on... (text about air quality and transport)

**How can I get involved?**

There are several ways you can get involved... (text about surveys and events)

**What is the Camden Town Healthy Streets Project?**

The Camden Town Healthy Streets Project is a... (text about the project's goals)

**What happens in Camden Council, considering for the Camden Town Healthy Streets Project?**

Camden Council is... (text about council decisions)

**How to get involved**

There are several ways you can get involved... (text about surveys and events)

### Have your say

Dear resident,

We are looking for your views on... (text about air quality and transport)

**As well as on-street pop-ups, we will be at the following locations:**

Location	Date	Time
Tottenham Court Road	Monday 1st January	10-12pm
Regent Street	Tuesday 2nd March	11-12pm
London Wall	Monday 16th June	10-12pm

**What happens after the engagement and co-design?**

The information we gather from the engagement events will be used to... (text about the process)

**How do I keep in touch?**

You can keep in touch with the project via... (text about newsletters and social media)

**What else is happening in the area?**

There are several other projects and initiatives in the area... (text about other local developments)



# Establish the issues – physical presence

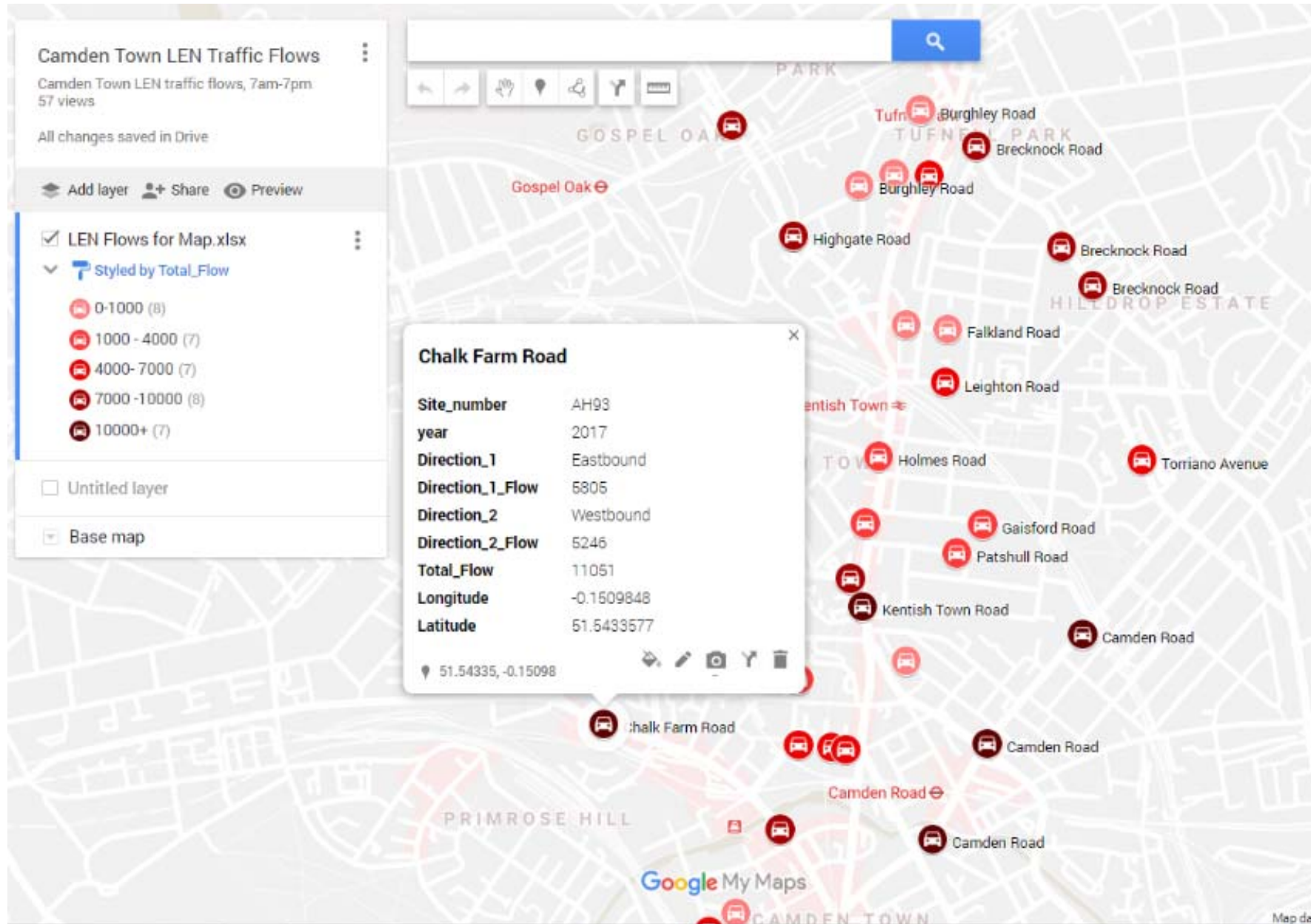


 Godwin Primary School  
@GodwinPrimary

Our Year 6 school councillors met up with Jake from @sustrans @SustransLondon to discuss how Dagenham Heathway can be improved and made safer for pedestrians, cyclists and motorists. He will be back in the Spring so please feel free to send ideas in with your children.



# Data



# Kentish Town

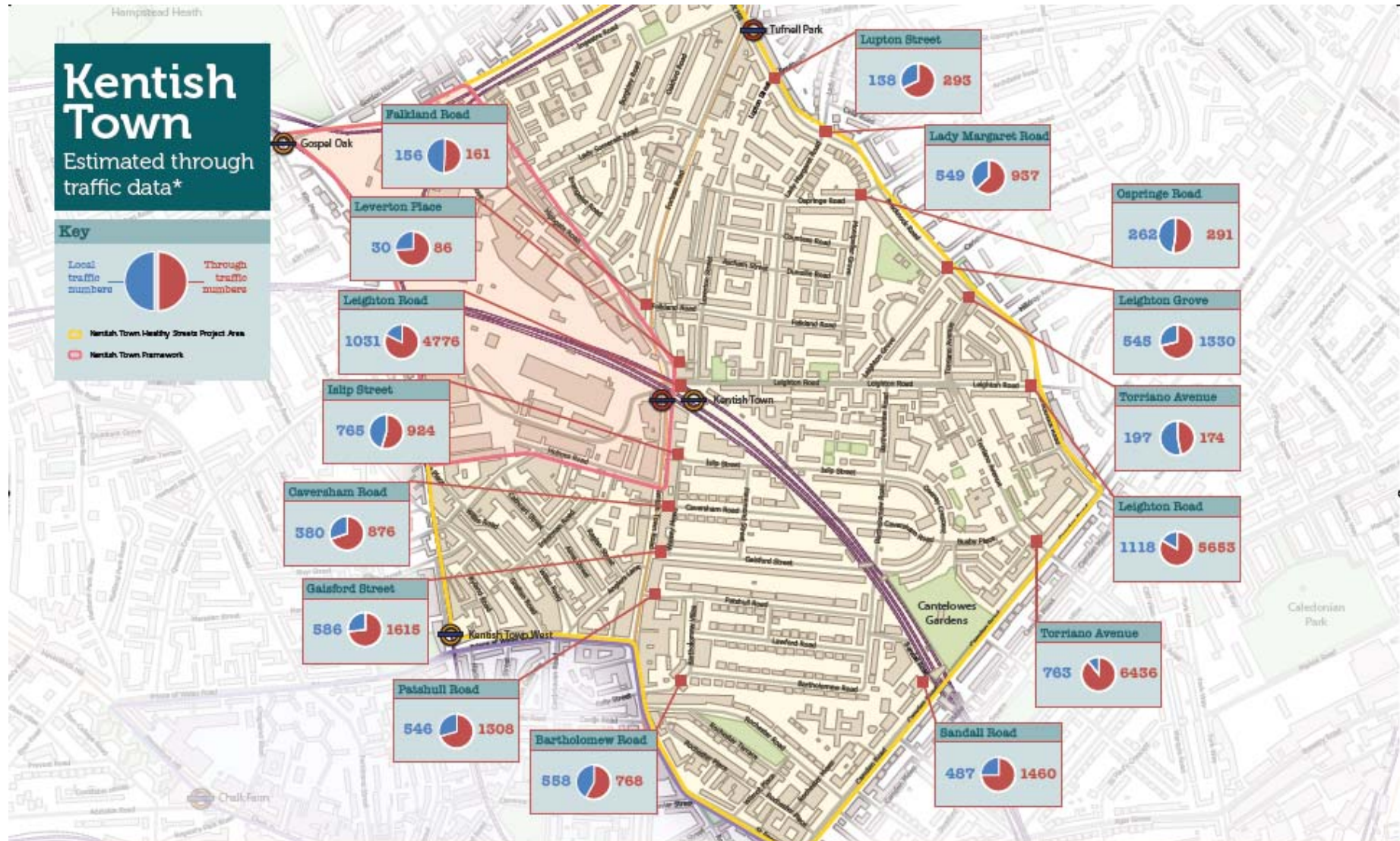
Estimated through traffic data\*

**Key**

Local traffic numbers  Through traffic numbers

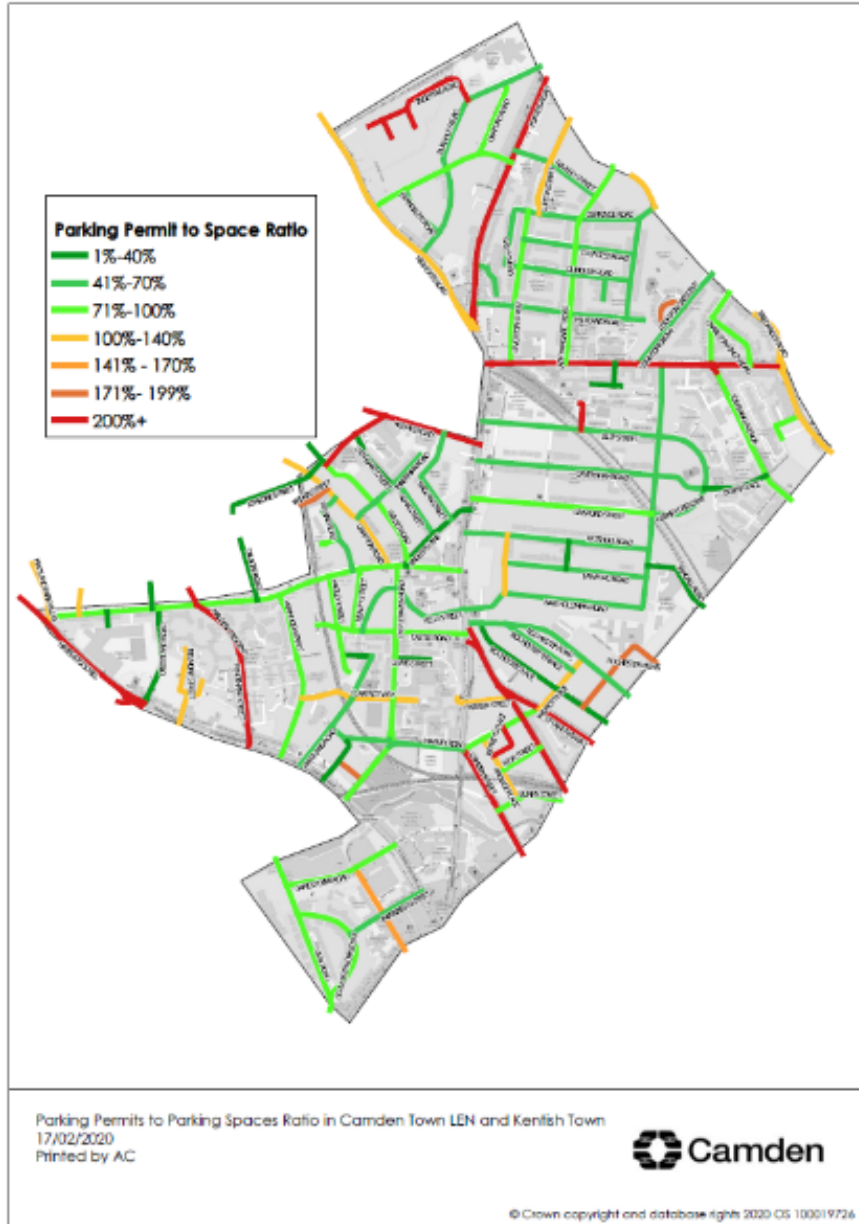
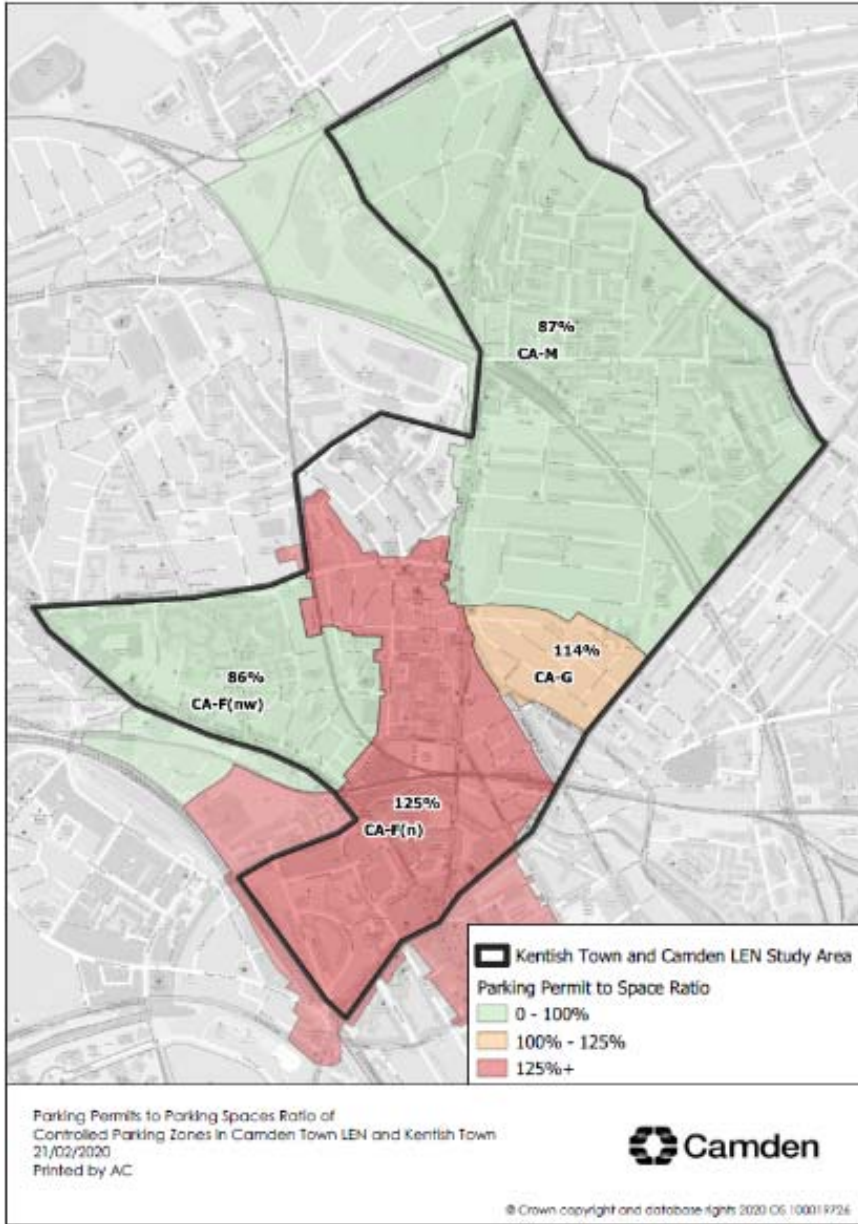
 Kentish Town Healthy Streets Project Area

 Kentish Town Framework



\* Tracis carried out an Origin and Destination survey on behalf of Camden Council for a 16 hour period on Tuesday 10th December between 6am-10pm. This allowed us to estimate the volume of non-residential traffic using the area between Brecknock Road, Camden Road and Kentish Town Road. Cameras were located at the locations shown and vehicle registration recognition software was used to determine entry and exit points for each vehicle in the area. Any vehicle who entered and left the area within a 15 minute period is considered to be using the area to travel through rather than constituting local traffic to the area.





# Co design the solutions



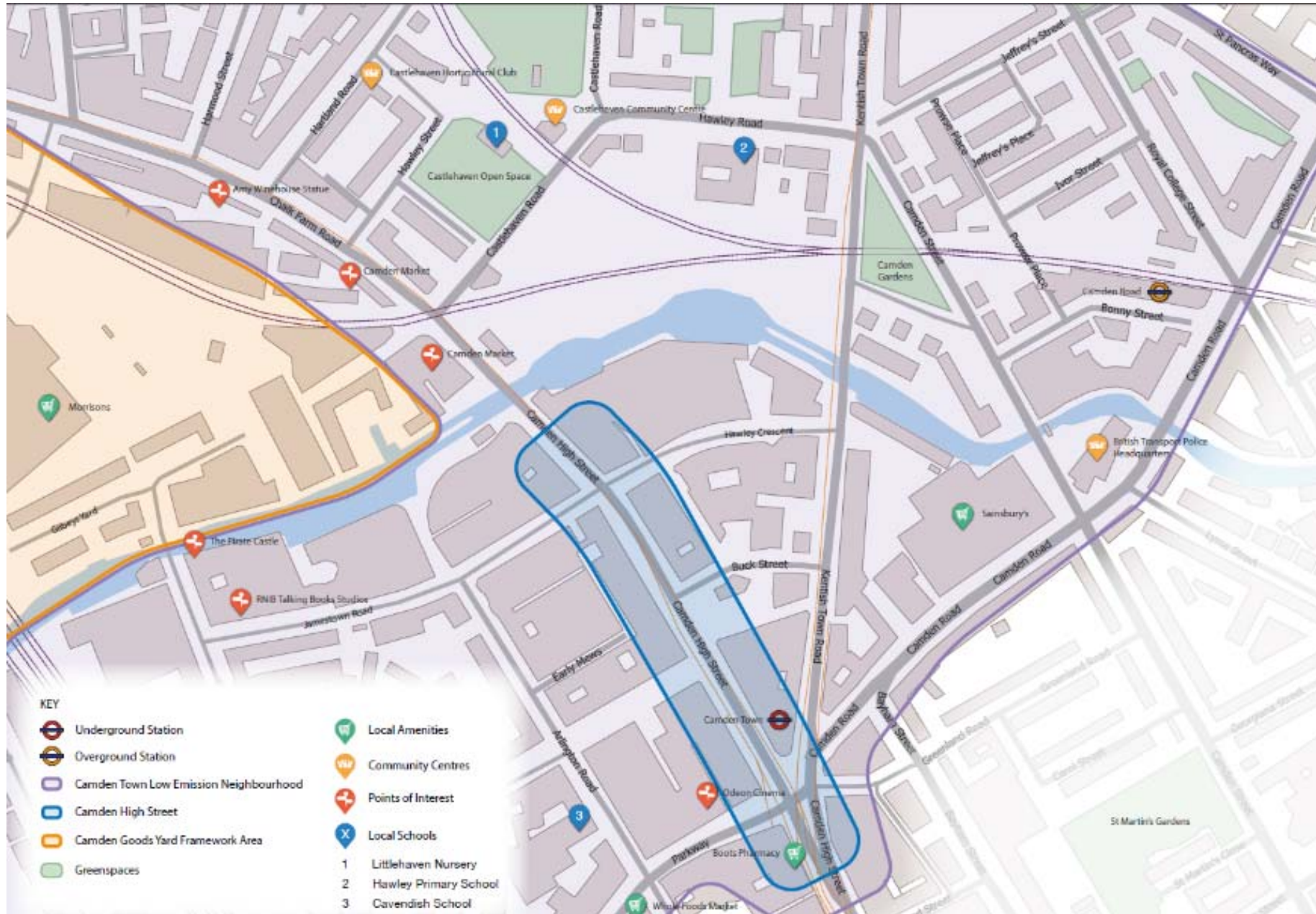
# Programme

Jan – April

Engagement/Co-Design workshops/Modelling

Funding for both projects runs until March 2022





# Contact me

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