MP Smarter Travel

Queen's Park Healthy Neighbourhood Project

Project report

October 2024

Summary

In January 2024, MP Smarter Travel (MPST) were commissioned by Brent Council to undertake a feasibility review for a potential Healthy Neighbourhood Scheme in the Queen's Park area, with the aim to mitigate the negative effects of 'through traffic' passing through this area.

A key part of this project is the delivery of two phases of in-depth engagement with local residents and key stakeholders.

Phase one of engagement started in March 2024. A mix of co-design engagement events, stakeholder meetings, and an online survey were used to understand local issues and proposed solutions to traffic reduction within the project area. Analysis of community feedback identified potential concept designs for the Healthy Neighbourhood Scheme.

This report highlights findings from phase one of engagement and highlights next steps for phase two of engagement.

Objectives

✓ **Understand the current context and identify traffic flow issues, and potential areas for traffic management interventions.**

✓ **Understand local needs and concerns regarding movement through Queen's Park.**

✓ **Involve the local community in the co-design of feasible interventions to create support for the proposals.**

✓ **Create new, safer, greener streets that encourage active travel, reduce emissions and improve the local area.**

Methodology

Local Context: the identification of current traffic management schemes in the area, and analysis of key data sets to establish local context.

Engagement Plan: the creation of a plan for engagement to ensure the inclusive gathering of in-depth community feedback on local issues and potential solutions. Feedback and sign-off by Brent Council and local councillors.

Engagement Phase One: the delivery of a public consultation, stakeholder meetings, 1-1 online meetings, street talk sessions, online survey

Engagement Analysis: the analysis of community feedback and the identification of key themes.

Concept Designs: using analysis of key data sets and community feedback, City Infinity created six potential concept designs.

Next steps: Engagement Phase two will commence in October 2024. This will include further engagement events and an online survey to offer the local community the chance to co-design and comment on the potential concept designs. This feedback will be analysed and final recommendations will be made to Brent Council.

After Engagement Phase two: The final report will be sent to Brent Council in December 2024. Brent Council will review the report. If community support is positive for the proposed interventions, Brent will then apply to TFL to receive funding for implementation, with the intention to implement the preferred scheme (community tweaked version of Option A or Option B) in financial year 2025/26.

Queen's Park : Local context

Project Area

In 2021, Living Streets led a low traffic neighbourhood scheme public engagement in the area. Despite good resident's responses, the recommendations were not implemented.

In 2023, following a petition from residents of Summerfield Avenue about through traffic from Kingswood Avenue to the Avenues, the Council introduced "No right and No left" turns (Monday to Friday, 7am-10am from Kingswood Avenue to all the side Roads and Avenues using an Experimental Traffic Management Order (ETO).

As part of the ETO introduced in 2023, the Council commissioned MPST to look into wider area traffic management proposals in which MPST was selected to conduct engagement. Initially, the study extended from Salusbury Road to Milman Road. Local Councillors worked with Brent Council to extend the scope of this study to Chamberlayne Road, further west. Engagement outside of the project area has been promoted.
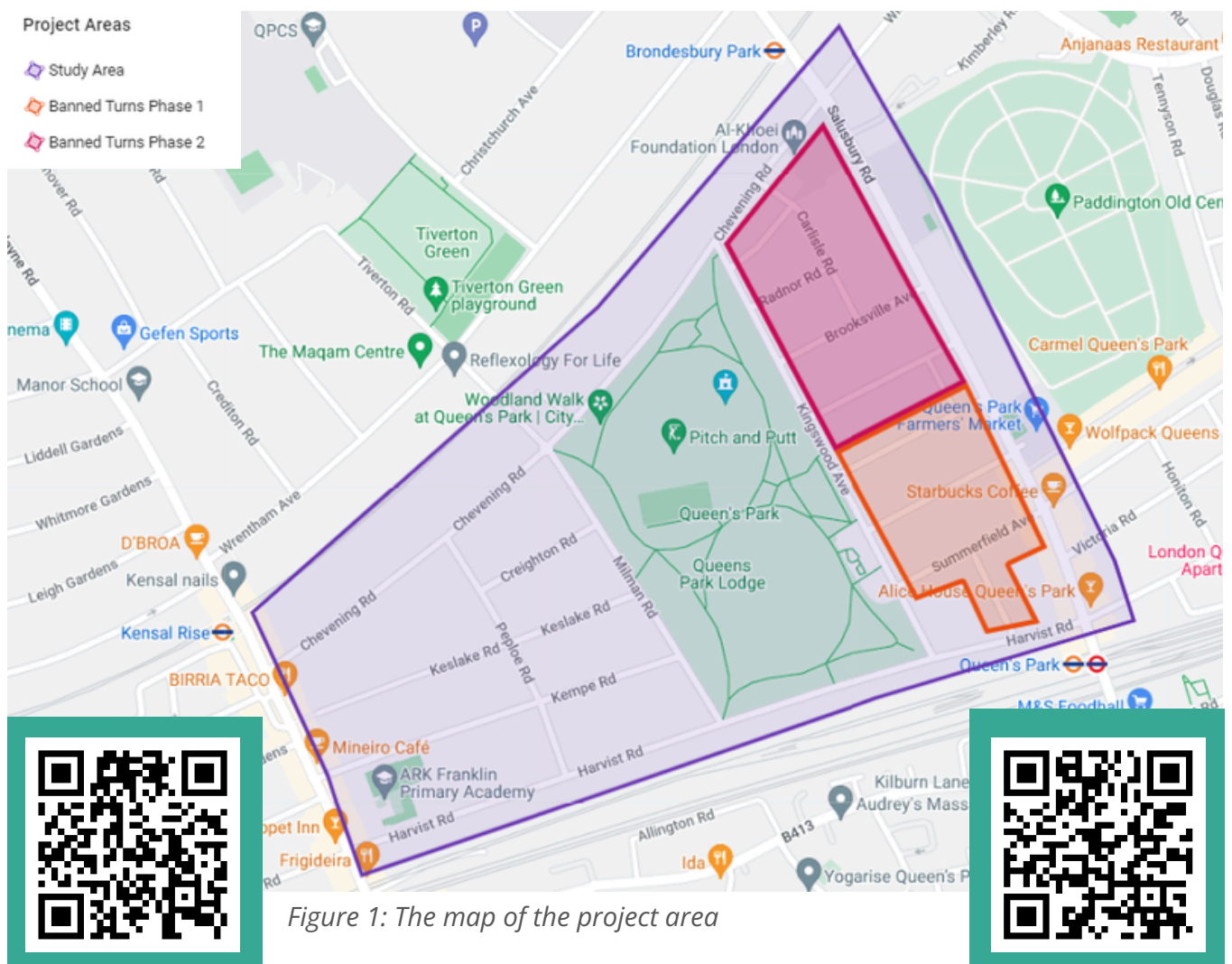

Figure 1: The map of the project area

Scan for an explanation of the project area

Scan for an explanation of existing traffic management measures

Data analysis - the needs case

Several data sets were used to establish the local context within the area and identify traffic-related issues within the area. Key findings are displayed below.

Healthy Streets Scoring - A low scores for all streets analysed. Ease to cross, clean air, places to stop and rest were low scoring indicators.

Car Ownership, 2021 census data - Low car ownership (50%) in the Queen's Park ward which should influence how streets are designed.

Collision data, 2019-2022 - Collision hotspots idenitified at Salusbury Road junction with Harvist Road, and Chevening Road junction with Chamberlayne Road. Reducing movement through the project area is needed to reduce pressure at junctions, reducing potential conflicts.

Traffic flow data, 2023 - There is a general traffic drift from the northwest to the southeast all day with the morning peak more pronouced.

Existing traffic management schemes - there are a range of traffic management measures in place. These current measures in place do not go far enough to reduce local traffic issues.

LB Brent's wider strategy for the area - LB Brent plan to deliver additional projects within the area. Proposed designs must be complimentary of these.

Consultation data, 2022-2024 - Community feedback from previous traffic consultations were analysed. This will feed into proposed designs.

The following section outlines key findings from each of the data sets analysed.

Healthy Street Scores

A tool originally developed for Transport for London, it has now been commissioned by by the Department for Transport and is used as industry-standard worldwide to score the health of existing streets against 10 Healthy Streets Indicators. The tool is useful for developing a base-line for a project and demonstrating aspects that could be improved in any design process within any available budget.

A Healthy Streets analysis was conducted on Chevening Road, Kingswood, Milman Road, Harvist Road, Chamberlayne Road and Salusbury Road.

Figure 2: The map shows the streets analysed using Healthy Streets scoring

Table 1 *Healthy Streets Score by location in Queen's Park*

Number on map	Road Name	Healthy Streets Score (out of 100)
1	Chevening Road	46
2	Milman Road	39
3	Kingwood Avenue	41
4	Harvist Road	50
5	Chamberlayne Road	33
6	Salusbury Road	30

All streets analysed scored low according to the Healthy Streets Scorecard.

Low scoring parameters included:
- ease to cross
- clean air
- places to stop and rest

Traffic influences all of these indicators.

Car Ownership

The 2021 census data shows car ownership data for Queen's Park varies across the area. Overall, Queen's Park is categorised as a **"Lower Car Ownership"** estate, with an average of **50% owning a car** in the ward. This will influence how streets are designed.

The below graph highlights the geographical variation for car ownership within Queens Park and demonstrates a need to make an area that works for all people.
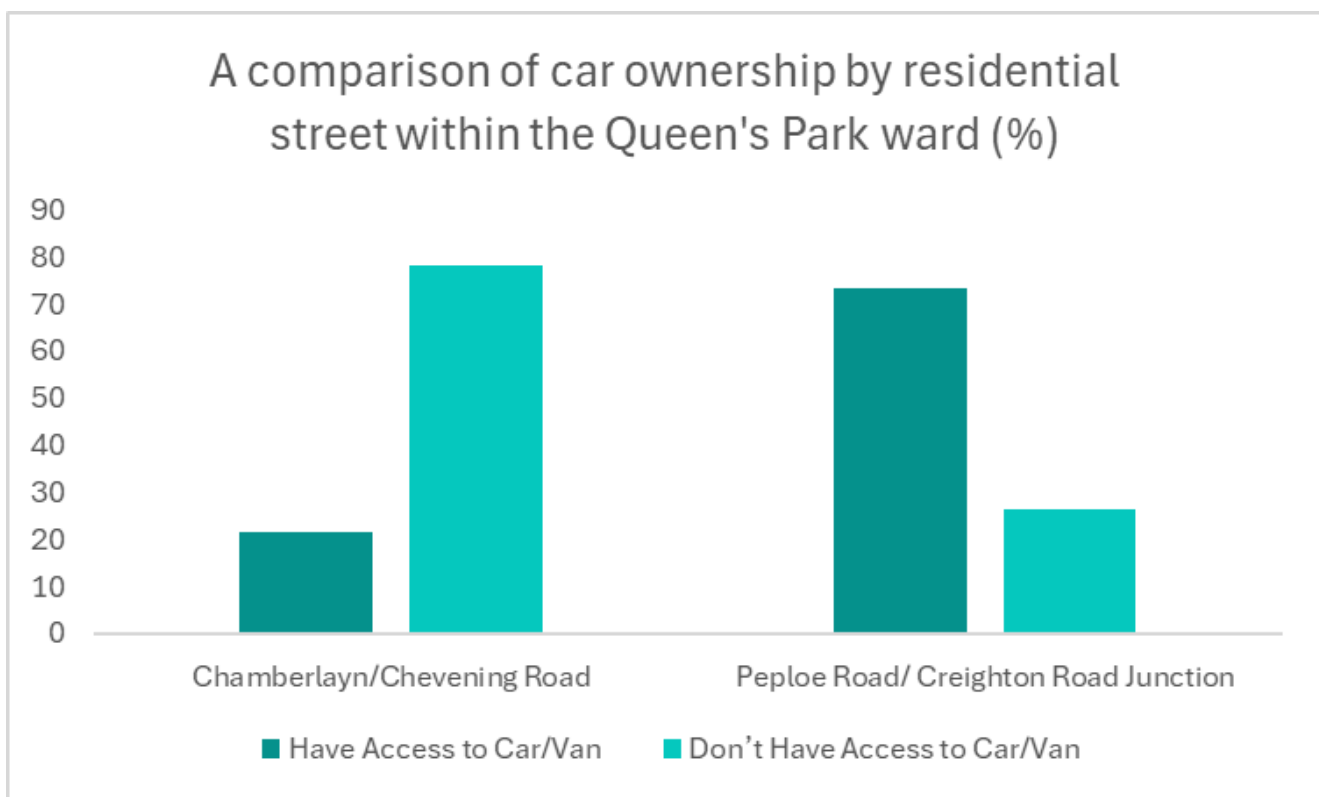

Figure 3: The graph shows the geographical variation for car ownership within Queens Park

The area around the junction of Peploe Road and Creighton Road has the highest rate of car ownership in the area.

The area around the junction of Chamberlayne Road and Chevening Road has the lowest amount of car ownership in the area.

Collisions

Analysis of collisions in the area was conducted to understand road safety within the area.

Between 2019-2022 there were 291 collisions reported in the Queen's Park project area. The map below shows collisions by user type.
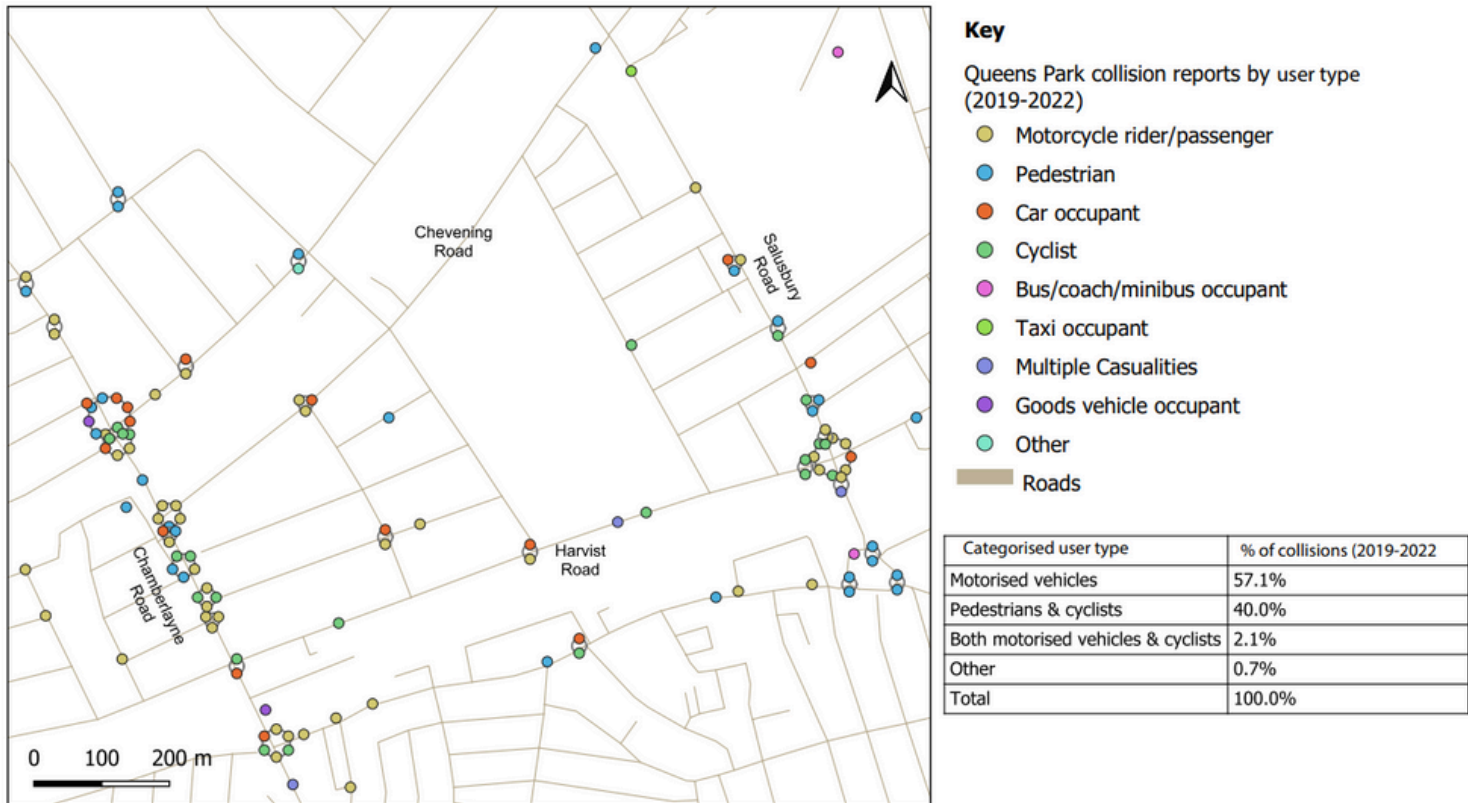

Key

Queens Park collision reports by user type (2019-2022)

- Motorcycle rider/passenger
- Pedestrian
- Car occupant
- Cyclist
- Bus/coach/minibus occupant
- Taxi occupant
- Multiple Casualities
- Goods vehicle occupant
- Other
- Roads

Categorised user type	% of collisions (2019-2022)
Motorised vehicles	57.1%
Pedestrians & cyclists	40.0%
Both motorised vehicles & cyclists	2.1%
Other	0.7%
Total	100.0%

Figure 2: Collision data (2019-2022) within the Queen's Park area. Source:CycleStreets.net

Key collision data trends:

- Collision hotspots were identified: the junction of Salusbury Road with Harvist Road, and Chevening Road with Chamberlayne Road.
- Motorcycles were involved in the most collisions in the area.
- Serious collisions were identified were located on Chamberlayne Road and Salusbury Road.
- Despite a lower percentage of pedestrian and cyclists being involved in collisions (40%) in comparison to motorised vehicles (57%), a higher percentage of pedestrian and cyclists were involved in serious collisions (59%) than motorised vehicles (41%). This highlights pedestrians and cyclists as vulnerable road users.
- 70% of casualties come from main road collisions.

Traffic Flow

Traffic flow is a measure of the movement of vehicles between two points. Traffic flow data from November 2023 was used to analyse traffic within a 24 hour period, and peak traffic flow.

Total Traffic Flow (24 hour period)

Figure 3: The map shows traffic flow volumes within a 24 hour period

The manual for streets recommends that a safe street should have a traffic flow of less than 2,000 vehicles within a 24 hour period, and a 20 mph speed limit. Harvist Road, Kingswood Avenue, Milman Road and Salusbury Road all currently exceed 2,000 vehicles per day.

Key traffic flow trends (24 hour period):

- The traffic flowing through the areas was rated as high, with Salusbury Road's two-way traffic flow peaking at 13,242 vehicles over a 24 hour period.
- Across the project area, there is a north to south and east to west traffic flow direction.
- Harvist Road is almost 50% of the flow of Salusbury Road.
- Harvist Road is the busiest for cycling.
- There is a fair compliance with 20mph speed limit on all road, with some speeding recorded.

Peak Traffic Flow (within a 1-hour period)

Peak traffic flow identifies the 1 hour time period that traffic flow is the highest.

The traffic flow data showed that peak traffic flow varies between the morning and afternoon within the project area. The afternoon had higher peak hourly traffic flow than the morning for most roads.

This data is from before the banned turn measures were first introduced.

Table 2 AM and PM peak 1 hour period for each road analysed within the Queen's Park project area, November 2023

Road Name	AM Busiest Hour	PM Busiest Hour	Main Direction of Traffic Flow
Brooksville Avenue	08:00	15:00	East/West
Chevening Road	08:00	15:00	West/East
Dudley Road	08:00	15:00	South/North
Dunmore Road	08:00	18:00	East/West
Harvist Road	11:00	15:00	West/East
Hopefield Road	10:00	17:00	East/West
Kingswood Avenue	08:00	15:00	North/South
Milman Road	08:00	15:00	North/South
Montrose Avenue	08:00	17:00	East/West
Radnor Road	08:00	16:00	East/West
Salusbury Road	09:00	18:00	North/South
Summerfield Avenue	11:00	15:00	West/East
Windermere Avenue	08:00	15:00	West/East

AM peak traffic flow

Brooksville Avenue, Kingswood Avenue (north of Radnor Road) and Windermere Avenue were identified to have a higher traffic flow in the morning. These are all located in the north east of the project area.

PM peak traffic flow

Chevening Road, Summerfield Road, Montrose Avenue and Hopefield Avenue were identified to have a higher traffic flow in the afternoon.

Wider strategy for the area

All schemes proposed are complementary of the current schemes being delivered in and around the Queen's Park area to tackle congestion and mitigate traffic flow. These current and proposed schemes include:

1 **Parking Restrictions, Salusbury Road** – the council plans to review the existing waiting and loading restrictions including parking with the view to permit parking during off peak hours only. A review consultation is planned to be carried out in early 2025.

2 **Salusbury Road / Brondesbury Road / Mortimer Road junction** – the council has appointed a consultant recently to carry out feasibility study to improve the performance of the junction including tackling the queuing from the Mortimer Road arm.

3 **Kensal Corridor Public Realm scheme, Chamberlayne Road** – As part of the Kensal Corridor Public Realm scheme, Brent Council aim to improve traffic flow on Chamberlayne Road by tackling pinch points and moving parking from the carriageway to footway (inset parking).

4 **Chamberlayne Road / Mortimer Road / Harvist Road junction** – Improvements at the junction which include widening the crossing points and installation of new signal heads have now been completed.

5 **Kilburn Lane -** The Council have been working with Westminster City Council on proposals to tackle congestion on Kilburn Lane. Public consultation on the proposals are expected to be carried out in November 24.
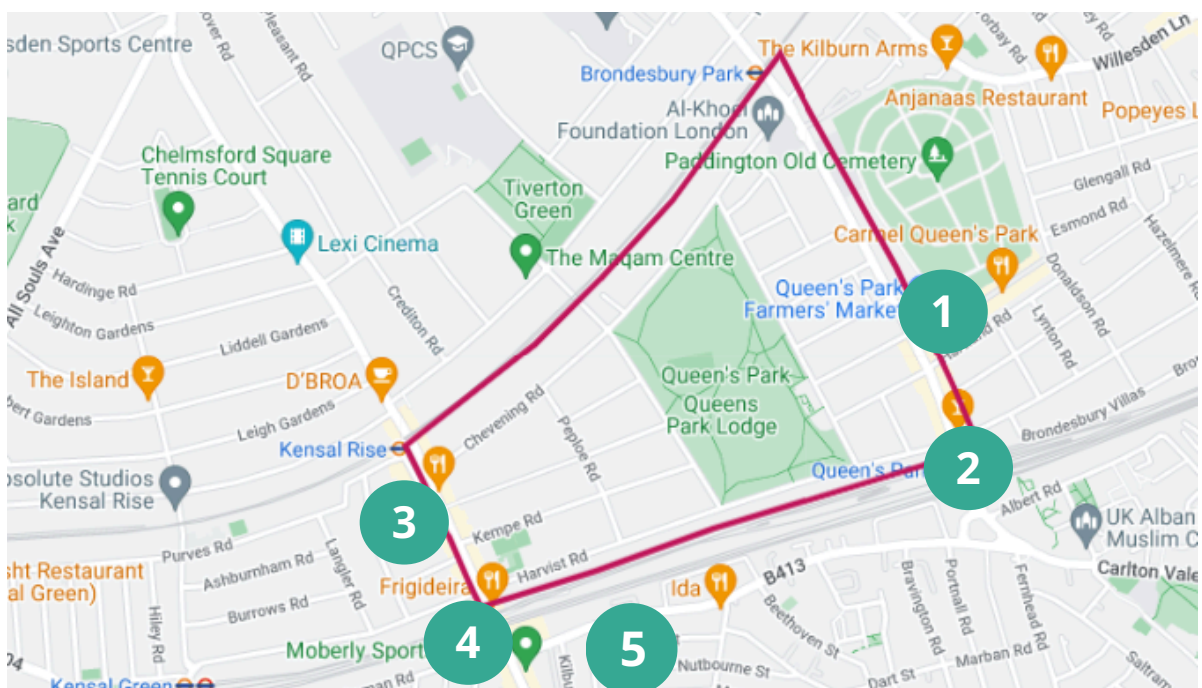

Figure 4: map demonstrating the locations of wider LB Brent improvements within the area.

Traffic management stakeholder feedback

In response to the "No right and No left" turns from Kingswood Avenue to the side Roads and Avenues implemented by Brent Council in 2023, Kensal Rise Residents Association (KRRA) proposed that the area of the scheme should be widened to include streets such as Chamberlayne Road and a wider area. This area is outside the scope of this project. However, subject to funding availability, MPST recommend that the Council carry out a similar area-specific community engagement project in the future.

Queen's Park Area Residents Association (QPARA) petitioned for the deferral of the "No right and No left" turns from Kingswood Avenue to the side Roads and Avenues in favour of changing timed restrictions of the scheme (weekdays, 7:30am and 9am) and revisiting the 2022 healthy neighbourhood proposals. QPARA proposed an area- wide design alternative to the banned turns. The map below shows the QPARA proposed design.
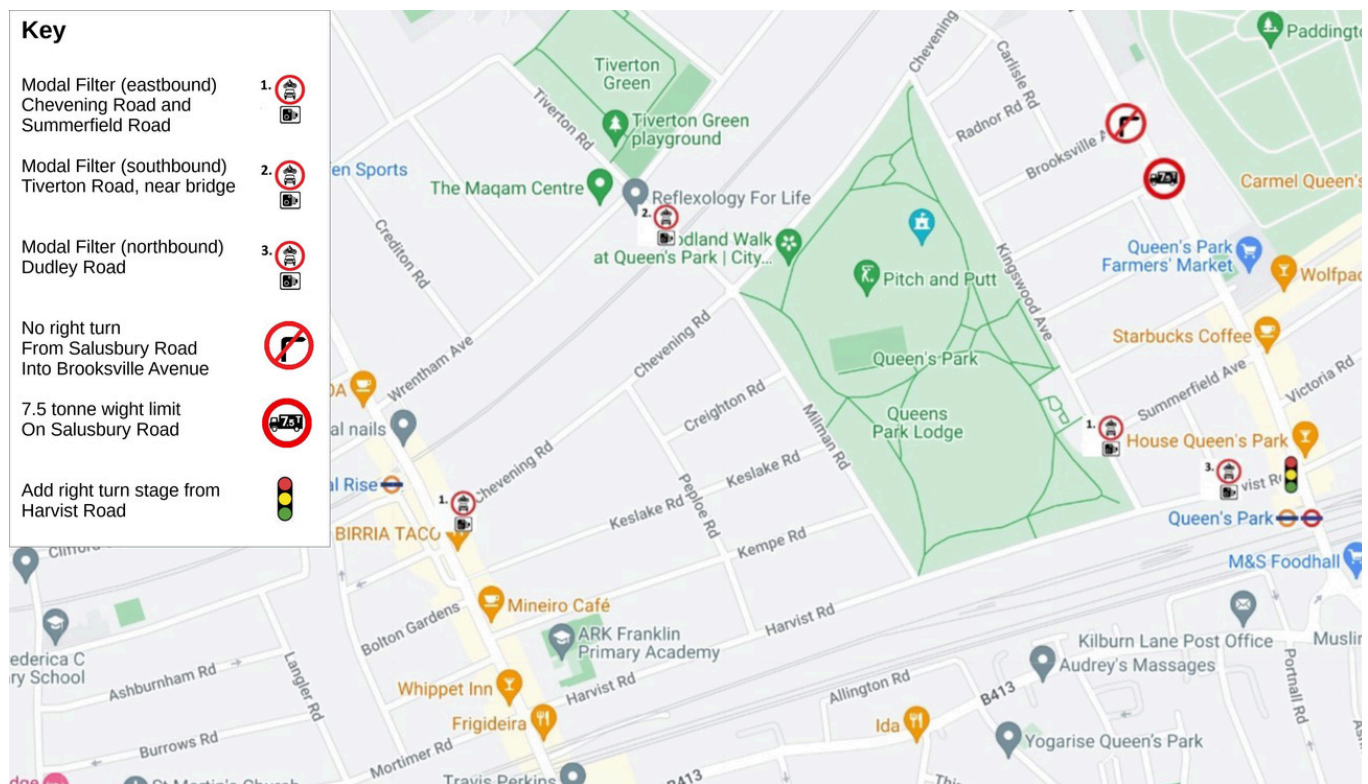

Figure 5: map showing QPPARA's traffic management designs proposal

Phase One Engagement

Engagement Outputs

533
stakeholders engaged

354
survey responses

97
businesses engaged

13
1-1 stakeholder meetings

4
engagement events

30
pupils engaged

Journey Origins

The map below outlines the locations of all stakeholders engaged in engagement phase one. This demonstrates a good spread of engagement with stakeholders across the project area, and outside of the project area.
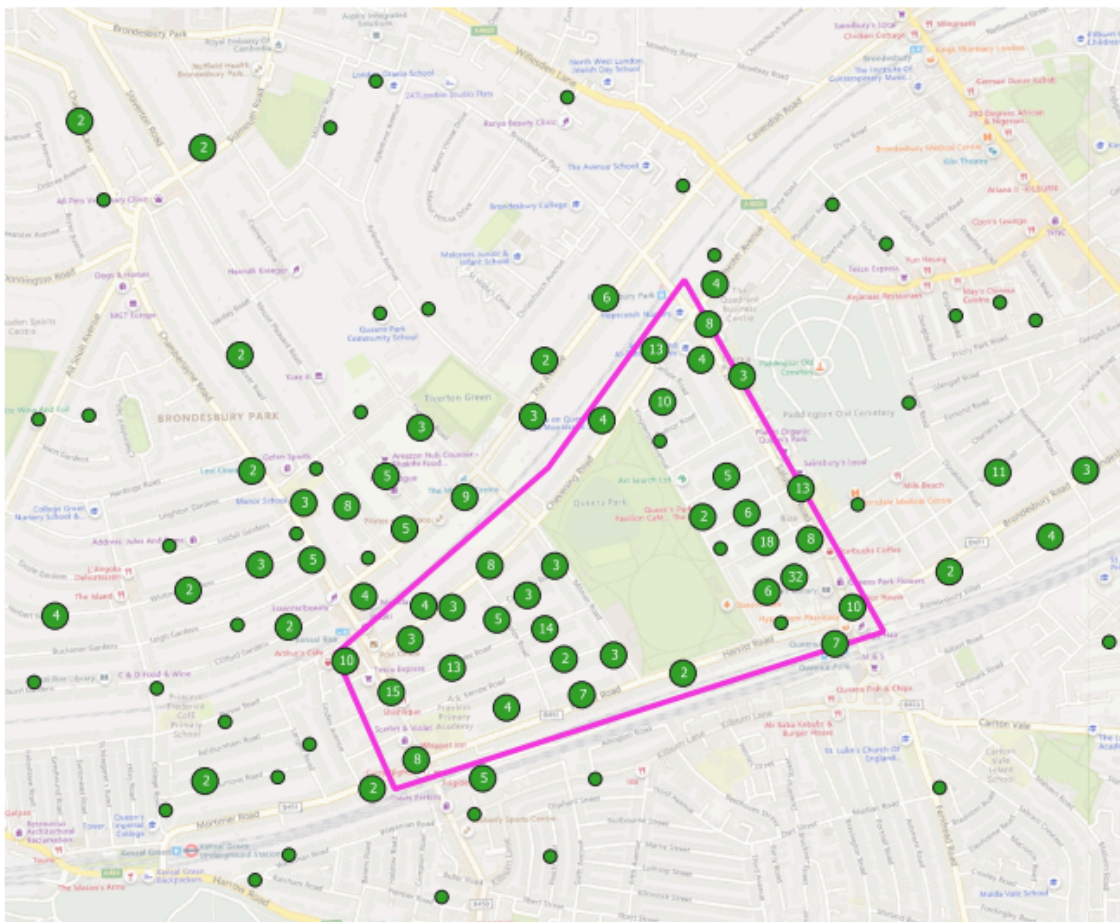

Figure 6: The map shows journey origins of respondents in engagement phase one.

Survey Findings

The survey was promoted on an online platform and in paper format and was live for 6 weeks. The survey was promoted to residents living within and passing through the Queen's Park project area. Survey promotional methods included the delivery of project flyers (containing a QR code for online survey completion) to houses within the project area. These were also promoted in-person to all 97 businesses, and at all 4 engagement events and 1-1 meetings.
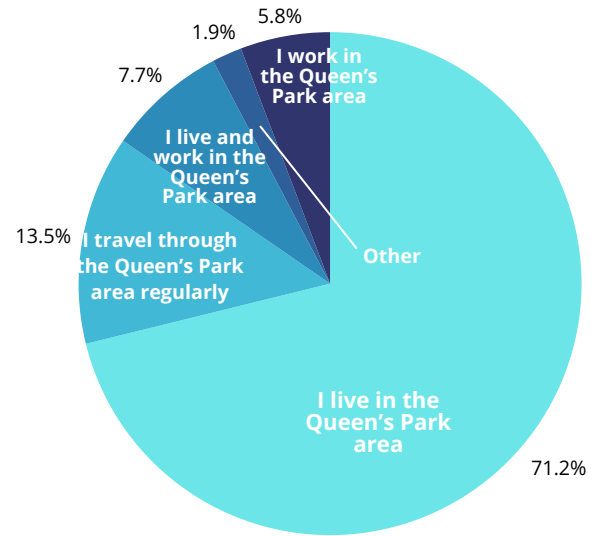

Figure 7: Pie chart showing journey origins of respondents

49%

school journeys travelled by car

62%

schools attended were outside of the project area

35%

journeys are longer than 20 minutes

82%

were aware of traffic issues in the QP project area

75%

would support traffic calming measures in the QP project area

53%

believe rat running is a concern in the QP project area

Survey respondent recommendations included:
- Preference for camera-operated modal filters with exemptions for local residents was the most popular traffic calming measure supported.
- Behaviour change interventions were suggested with local schools to encourage active travel.
- Implementing cycle infrastructure, removing car parking, reviewing times on traffic lights, enforcing existing speed limits, and implementing school streets were suggested.

The majority of stakeholders on the whole have a **shared vision** for reducing traffic and congestion in the area, improving pollution levels.

Proposed Design Process

Design Process

Following analysis of key data sets and community feedback from engagement phase one, six potential concept designs were developed.

The parameters on the right were then used to evaluate each of the six option designs.

Discussions were then held with Brent Council to select the two most feasible potential concept designs to take forward to the community for engagement phase two.

Stakeholder feedback

Long-term management

Walking, wheeling & cycling

Traffic displacement

Sustainable Safety

Equality & Equity

Proposed Designs

Proposed designs

Using the design process outlined in the previous section, we have proposed two option designs.

Both options have been designed as concepts for further discussion. These are not final designs and the community will be offered the opportunity to alter designs to suit their needs. Engagement Phase Two will focus on gathering the views of the community on every aspect of the two proposed options to assess:

- What features of each design are popular among respondents.
- What features would people like to change from each design.

Traffic filters

The proposed designs include camera managed modal filters.

A camera-managed modal filter is a traffic management tool which restricts the passage of certain types of vehicles past a point, along section of street or in a certain direction. They are indicated by traffic signs at the point of restriction and enforced using council-operated cameras. The types of vehicle restricted and times of operation can be varied within nationally set rules, but on a locally decided basis".

The type of camera operated modal filter has not yet been decided. In addition, exceptions and timings of the camera operated modal filters have also not been decided. As part of this phase of engagement, the community have the opportunity to make recommendations around these operational factors.

Examples of two different types of camera operated modal filter are highlighted below.

Figure 8: B104 Stoke Newington Church Street, Hackney

Figure 9: Pitfield Street, Hackney

Option A

Using phase one data analysis and feedback, MPST have designed a potential design for option A. This design includes:
- 3 x camera-managed modal filters across the Queen's Park project area
- No entry from the main roads into the side roads
- School street on Chevening Road

The banned turns at the Chamberlayne Road/ Harvist Road/ Mortimer Road would be removed (subject to the overall final design).

The type of camera operated modal filter, entry exemptions and timings of operation have has not yet been decided and are open for discussion in phase two of engagement.
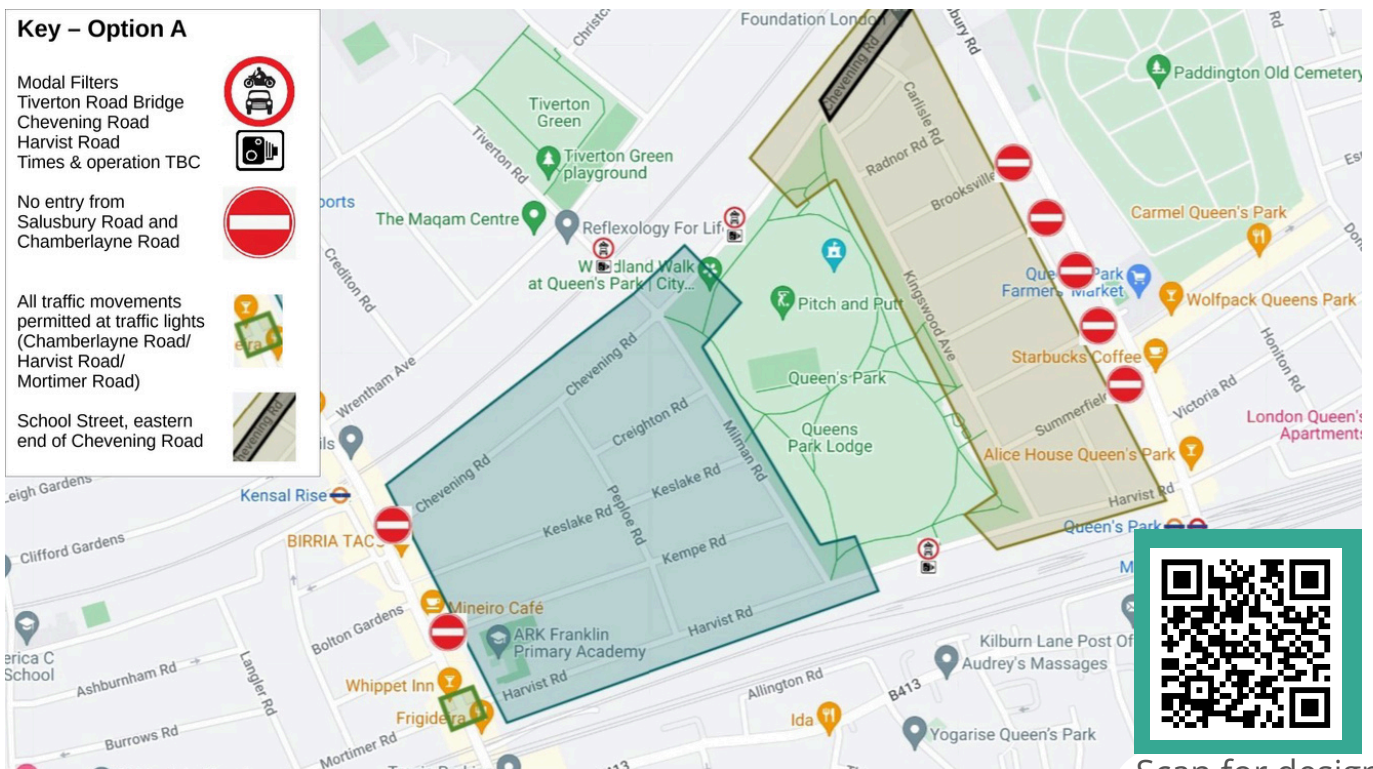

Scan for design explanation

Figure 10: map showing the proposed design concept for option A

This is a more ambitious design to maximise traffic reduction impact, applying learnings from across London to local context. **Benefits** of this design include:

- Addresses through traffic in the study area which is an issue at all times of the day.
- Will help make the project area quieter and more attractive for walking, wheeling and cycling, especially on Harvist Road which is an important local cycling link.
- Traffic "friction" on junctions with Salusbury Road and Chamberlayne Road will reduce and side street movements reduce.
- Easier pedestrian crossing at side streets along Salusbury Road and Chamberlayne Road due to reduce through traffic within the study area.
- The removal of through traffic will reduce the traffic impacts of drivers leaving the project area via the Harvist Road traffic signals.

Option B

Pg 13 highlights QPARA's proposed design for the project area. We have used key elements of the QPARA proposed design alongside phase one data analysis and feedback to design potential design, Option B. This design includes:

- 2 x camera-managed modal filters across the Queen's Park project area
- Banned left turn from Chamberlayne Road into Chevening Road
- Requirement for left turns from Harvist Road into Milman Road
- Requirements for left turn into Kingswood Avenue off Harvist Road
- School street on Chevening Road

In this option, The banned turns at the Chamberlayne Road/ Harvist Road/ Mortimer Road could stay in place. However, these are experimental and the decision is yet to be taken on these.

The type of camera operated modal filter, entry exemptions and timings of operation have not yet been decided and are open for discussion in phase two of engagement. Morning peak controls would be recommended.

Figure 11: map showing the proposed design elements for option B.

Scan for design explanation
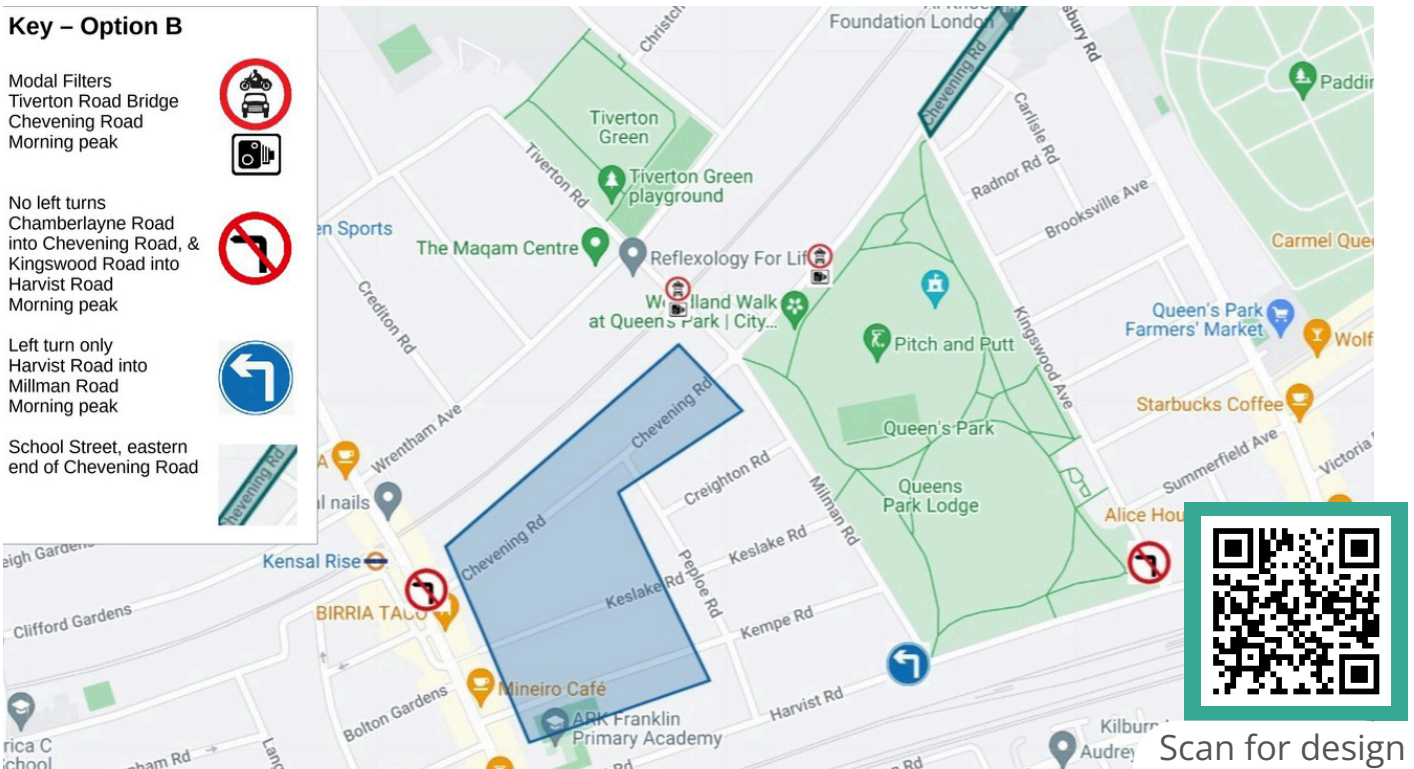
Benefits of this design include:

- Addresses the peak morning traffic accessing the study area from the northwest via Chevening Road at Chamberlayne Road.
- Addresses west to east traffic through the study area which is an issue at all times of the day.
- Will make the study area somewhat quieter for walking, wheeling and cycling than is currently the case.
- The option is compatible with the existing banned turned experiments from Kingswood Avenue (subject to future decisions).

Engagement Phase Two

Engagement Plan

The information below outlines the plan for community engagement in phase two of the project.

Survey
Opportunity to share your opinions on the two proposed concept designs. Scan the QR to share your views.

Public Engagement event
4th November 2024 (4pm-7pm), ICMP, 76-78 Salusbury Rd, London NW6 6PA
Public event to learn more about the proposed concept designs, share your views and co-design solutions.

In Person Meetings
In-person meeting for residents, businesses and schools to comment, share your views and co-design solutions.
Email to register your interest: qphn@mpsmartertravel.co.uk

Online Meeting
Online platform for residents, businesses and schools to comment, share your views and co-design solutions, in a private setting.
Email to register your interest: qphn@mpsmartertravel.co.uk

Phase two analysis
MPST will analyse your feedback from this phase of engagement to shape the final recommendations.

Final report/future steps
The final report will be sent to Brent Council in December 2024. Brent Council will then review the report, assessing the level of support from the community on the proposed interventions. If community support is positive, Brent will then apply to TFL to receive funding for implementation, with the intention to implement the prefer scheme (community tweaked version of Option A or Option B) in the 2025/26 financial year.

For more information please email: QPHN@mpsmartertravel.co.uk

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