



Healthy Streets and Parking
Projects Development
Delegated Approval Report

Report for Head of Healthy Streets
and Parking

Wards Affected: Queens Park

Title: Traffic Management Improvements in Brooksville Avenue, Carlisle Road, Dudley Road, Dunmore Road, Hopefield Avenue, Montrose Avenue, Radnor Road, Summerfield Avenue and Windermere Avenue NW6.

Approved by:

Title	Name	Date
Principal Engineer (author)	Solomon Nere	17/03/2025
Head of Healthy Streets and Parking	Sandor Fazekas	23/04/2025

1.0 PURPOSE OF REPORT

- 1.1 This report provides information on the outcome of trials restricting traffic movements in Queens Park ward and concerns.
- i) the Experimental Traffic Management Order (ETO) restricting right and left turns (except cyclists) from Kingswood Avenue into Hopefield Avenue, Montrose Avenue and Summerfield Avenue operating Monday to Friday between 7am and 10am was made on 12 October 2023 and the scheme became operational on Monday 23 October 2023.
 - ii) the Experimental Traffic Management Order (ETO) restricting right and left turns (except cyclists) from Kingswood Avenue into Brooksville Avenue, Dunmore Road, Montrose Avenue, Radnor Road and Windermere Avenue, and from Chevening Road to Carlisle Road was made on 21 March 2024 and the scheme became operational on Monday 8 April 2024.
- 1.2 It provides information on feedback received during the operation of these restrictions, the impact on local traffic, network activities during the trial and analysis of data collated under the monitoring plan shown in **Appendix A**.

2.0 RECOMMENDATIONS

- 2.1 Consideration has been given whether to introduce the restrictions on a permanent basis, with or without amendment, introduce alternative restrictions on a trial basis, or completely remove the restrictions (details in section 7.0).
- 2.2 After due consideration, it is recommended to introduce further trials under a new Experimental Traffic Management Order (ETO), to restrict right and left turn from Kingswood Avenue to Brooksville Avenue, Dunmore Road, Hopefield Avenue, Montrose Avenue, Radnor Road, Summerfield Avenue and Windermere Avenue, and from Chevening Road to Carlisle Road between **7:30 AM and 9:00 AM, Monday to Friday** except cycles.
- 2.3 To continue monitoring the scheme taking account of the new change to the restriction.
- 2.4 To note that the new ETO will be made week beginning 28th April 2025 and will come into operation on 8th May 2025 to include the new restriction times mentioned in paragraph 2.2 above.
- 2.5 To note that a final decision will be made after the expiry of the new six months objection period of the new ETO.

3.0 BACKGROUND

- 3.1 The Queen's Park area (NW6), shown in Figure 1, has been experiencing significant traffic difficulties during the morning peak hours due to regular commuter traffic and a number of schools in its vicinity. The combination of parents dropping off their children and morning commuter traffic particularly coming from north and west have resulted in rat running through the Avenues.
- 3.2 Narrow residential streets have become a popular shortcut for drivers looking to bypass congestion on main roads and the signal-controlled junction at Harvist Road, Brondesbury Road, and Salusbury Road. This has led to a surge in vehicle numbers, with reports suggesting up to 330 vehicles passing through some of the Avenues in just one hour during the morning peak.
- 3.3 The elevated traffic levels not only inconvenienced local residents but also exacerbated noise pollution, raised safety concerns, and contributed to unhealthy exhaust emission levels.
- 3.4 Local residents have frequently expressed frustration about the absence of effective traffic management strategies and the increasing volume of vehicles in the area.
- 3.5 In 2021, Living Streets (independent consultant) conducted a public engagement initiative for a low-traffic neighbourhood (LTN) scheme in Queen's Park. Despite some positive feedback from residents, many others raised concerns about traffic displacement and the suggested measures were not progressed.

- 3.6 In 2023, following a petition from residents of Summerfield Avenue and Dudley Avenue regarding excessive through traffic from Kingswood Avenue to neighbouring streets, the Council introduced a traffic management scheme using an Experimental Traffic Management Order (ETO). The scheme restricted "No right turn" and "No left turn" movements, excluding cycles, on weekdays between 7:00 AM and 10:00 AM, targeting Hopefield Avenue, Montrose Avenue, and Summerfield Avenue.
- 3.7 In April 2024, this traffic management initiative was expanded to include Brooksville Avenue, Carlisle Road, Dunmore Road, Radnor Road, and Windermere Avenue to allay concerns about increased volumes of traffic in these streets.

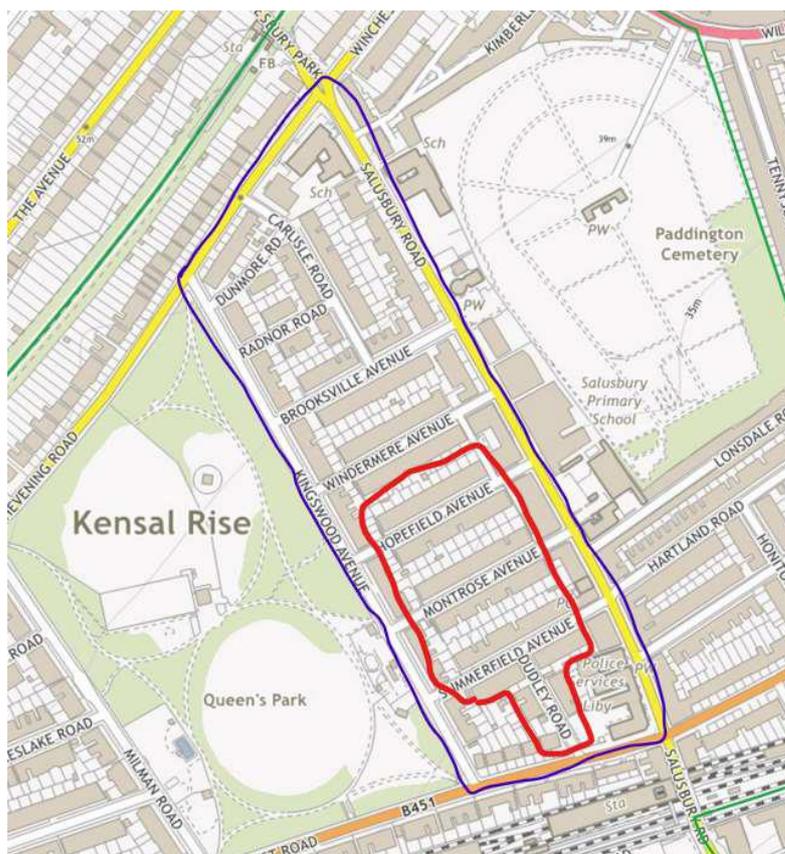


Figure 1 – consultation area

Summary of key activities

- 3.8 Table 1 below shows the key dates of the activities, engagement and monitoring in relation to the scheme.

Date	Key activity
June 2021	Residents of Summerfield Avenue and Dudley Avenue submitted a petition requesting a traffic management scheme for the area.
September 2022	The first traffic and speed surveys were conducted. Details of the surveyed area are provided in Appendix B .

February 2023	Consultation documents and questionnaires were distributed to residents of Dudley Road, Hopefield Avenue, Montrose Avenue and Summerfield Avenue. These sought feedback on a proposed traffic management scheme to restrict "No right turn" and "No left turn" (Monday to Friday, 7:00 AM–10:00 AM), excluding bicycles, from Kingswood Avenue.
March 2023	Following complaints from residents of nearby Avenues requesting inclusion, the consultation scope was widened to gather feedback from the rest of the Avenues on the proposed scheme.
September 2023	Based on consultation results and broader feedback, the Head of Healthy Streets and Parking approved implementing the scheme on streets where residents supported the proposals (Hopefield Avenue, Montrose Avenue, and Summerfield Avenue). The scheme was introduced on a trial basis using an experimental Traffic Management Order (ETO).
October 2023	The traffic orders for the above Avenues were made on 12 October 2023, with the scheme becoming operational on Monday, 23 October 2023.
November 2023	A second round of traffic volume and speed surveys was conducted immediately following the implementation of restrictions on Hopefield Avenue, Montrose Avenue, and Summerfield Avenue. Details of the surveyed area are provided in Appendix B .
January 2024	The Council received petitions from residents of Brooksville Avenue and Windermere Avenue, alongside correspondence from residents of Carlisle Road, Dunmore Road, and Radnor Road, requesting an extension of the traffic management scheme to their streets. This request was also supported by the Queen's Park Residents Association (QPARA).
March 2024	A third set of traffic volume and speed surveys was undertaken to collect data prior to implementing the extended scheme. The surveyed area is outlined in Appendix B .
March / April 2024	As part of mitigation measures, the scheme was extended to Brooksville Avenue, Carlisle Road, Dunmore Road, Radnor Road, and Windermere Avenue under an Experimental Traffic Management Order (ETO). This extension became operational on Monday, 8 April 2024.

January 2025	Final traffic volume and speed surveys for all the Avenues and roads affected by the restrictions were carried out. Details of the surveyed area are documented in Appendix B .
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Table 1 – Summary of activities

4.0 MONITORING PLAN and DATA ANALYSIS

- 4.1 Although the proposals received majority support during the consultation phase, the Council implemented the restrictions on a trial basis through Experimental Traffic Management Orders (ETO). This method facilitates the collection of data and community feedback to evaluate whether the scheme should become permanent, be amended, or be removed.
- 4.2 The monitoring plan, detailed in **Appendix A** in this report, is integral to the decision-making process. It is specifically designed to assess the scheme's impact on a range of factors, such as motorised traffic volumes, vehicle speeds, active travel, compliance, and environmental metrics like air quality. The evaluation also examines the scheme's effects on public transport reliability, feedback from the police and emergency services, and responses from local residents since its implementation.
- 4.3 This thorough evaluation enables the Council to assess the scheme's performance against its primary objectives: reducing motorised traffic volumes, especially during morning peak hours, decreasing traffic speeding, improving air quality, and encouraging active travel. The monitoring results are essential for determining the scheme's long-term future.
- 4.4 The monitoring plan reviews data from all inner-area roads impacted by the restrictions (Brooksville Avenue, Carlisle Road, Dudley Road, Dunmore Road, Hopefield Avenue, Montrose Avenue, Radnor Road, Summerfield Avenue, and Windermere Avenue) as well as from nearby roads outside the affected area.

DETAILS OF THE DATA ANALYSIS

- 4.5 Since the scheme was discussed and brought to the attention of officers, the Council has been taking data on traffic volume and speed using automatic traffic counts (ATCs) on a number of locations. **Appendix B** provides a list of all survey locations, along with the dates on which the data was collected.
- 4.6 The initial data collection took place in September 2022, following complaints from residents of Summerfield Avenue and Dudley Road. A second round of surveys was conducted in November 2023, after restrictions were introduced on Hopefield Avenue, Montrose Avenue, and Summerfield Avenue. The third round of surveys occurred in March 2024, before the restrictions were extended to the remaining Avenues. The final round of data collection was completed in January 2025.

4.7 It has to be noted during the data collection process, some of the equipment used to monitor traffic volumes and speeds suffered damage, which temporarily affected the collection of data in certain areas, but most were replaced. Additionally, as the original scheme was extended, the scope of data collection was expanded to include a broader range of locations beyond the initial monitoring sites. This adjustment ensured that the impact of the extended restrictions could be thoroughly evaluated across the area.

Traffic Volume

4.8 Overall, traffic surveys conducted in January 2025 indicate that motorised vehicle volumes remain low on the majority of roads within the area, including the Avenues where the restrictions have been implemented. Figure 2 below shows the traffic volumes in the area.

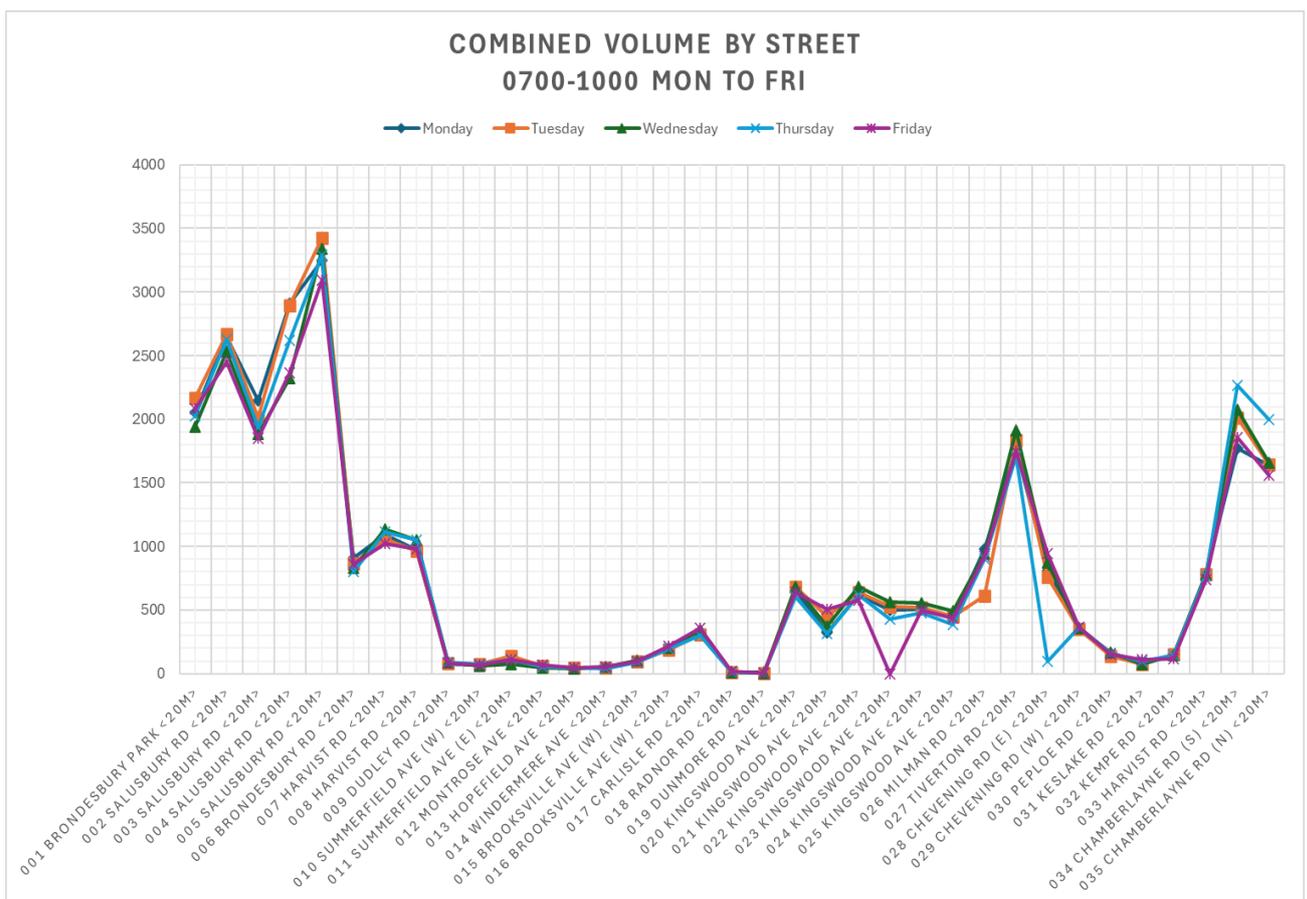


Figure 2 –combined 7-10am traffic volume in the area.

Internal area roads comparison

4.9 A comparison of one-direction traffic flows (north to south and west to east) during the 7-10am period, Monday to Friday, reveals an average of (-85%) reduction between September 2022 (prior to the scheme's implementation) and January 2025 (final data after implementation) on the Avenues. When analysing combined traffic flows in both directions for the same area and time frame, the data indicates an average reduction of (-63%). Please note in September 2022 data was collected for Brooksville Avenue, Dudley Road, Hopefield Avenue, Montrose Avenue, Summerfield Avenue and Windermere Avenue.

Streets	One direction data (north to south, West to East) comparison between data taken in 2022 and 2025	Both directions data comparison between data taken in 2022 and 2025
Brooksville Ave (W)	-91%	-71%
Windermere Ave	-77%	-59%
Hopefield Ave	-85%	-64%
Montrose Ave	-85%	-63%
Summerfield Ave (W)	-93%	-77%
Summerfield Ave (E)	-86%	-79%
Dudley Rd	-77%	-29%

Table 2 – shows inter-area roads comparison on traffic volume.

4.10 In September 2023 and 2024, traffic data was gathered following the implementation of the initial phase of the scheme and in preparation for extending the restrictions to the remaining Avenues. The data collection was expanded to encompass a wider area, including Dunmore Road, Radnor Road, and Carlisle Road. This dataset will provide the baseline for future comparisons below and the outer-area roads.

Streets	One direction data (West to East) comparison between data taken in 2023 and 2025	Both directions data comparison between data taken in 2023 and 2025
Dunmore Road	-89%	-84%
Radnor Road	-97%	-55%
	One direction data (north to south) comparison between data taken in 2024 and 2025	Both directions data comparison between data taken in 2024 and 2025
Carlisle Road	-65%	-26%

Table 3 – shows inter-area roads comparison on traffic volume.

Impact on outer – area roads

4.11 The final data collected in January 2025 has been compared with data available from neighbouring outer-area roads in 2022 (pre-initial scheme implementation), 2023 (following the implementation of the initial scheme) and 2024 (before the scheme's extension). The analysis indicates no adverse impact on most neighbouring streets, with the exception of Salisbury Road and Harvist Road. Detailed findings from the data comparisons for the main outer-area roads are provided below.

- **Kingswood Avenue** – comparing data (7-10am, Monday to Friday) collected in September 2022 and January 2025, on Kingswood Avenue shows that there was a reduction of (-28%) on the north to south direction and (-27%) reduction on both directions combined.

- **Tiverton Road** - comparing data (7-10am, Monday to Friday) collected in 2024 and 2025 on Tiverton Road (section between Chevening Rd and Wrentham Road) shows that there was a decrease of (-10%) on the north to south direction a decrease of (-6%) on both directions combined.
- **Chevening Road** – comparing data (7-10am, Monday to Friday) collected in 2023 and 2025 on Chevening Road (section between Tiverton and Kingswood Avenue) shows that there was a reduction of (-39%) on the west to east direction an (-35%) reduction on both directions combined.
- **Chamberlayne Road** - comparing data (7-10am, Monday to Friday) collected in 2024 and 2025 on Chamberlayne Road (section between Cliford Road and Mortimer Road) shows that there was a reduction of (-7%) on the north to south direction an (+7%) increase on both directions combined.
- **Salisbury Road** – comparing data (7-10am, Monday to Friday) collected in 2023 and 2025 on Salisbury Road shows that there was an average increase of (+27%) on the north to south direction an average (+24%) increase on both directions combined.
- **Milman Road** - comparing data (7-10am, Monday to Friday) collected in 2023 and 2025 on Milman Road (section between Kempe Rd and Harvist Rd) shows that there was a decrease of (-9%) on the north to south direction (-8%) decrease on both directions combined.
- **Harvist Road** - comparing data (7-10am, Monday to Friday) collected in 2023 and 2025 on Harvist Road shows that there was an average increase of (+17%) on the west to east direction an (+8.5%) increase on both directions combined.

4.12 The above results show that there are significant decreases of motorised vehicles traffic volume during the morning peak hour of 7-10am, Monday to Friday for traffic directions north to south and west to east on most of the roads in the outer-area roads.

4.13 Traffic volumes on the main routes, Chamberlayne Road and Salisbury Road, appear to have experienced an increase. Salisbury Road experiences the highest traffic volumes (combined directions), with approximately 3,000 vehicles during the morning peak hours of 7-10am, Monday to Friday. Data comparisons further reveal a 27% increase in north-to-south traffic flow since 2023. Additionally, observations indicate queuing traffic on Salisbury Road, particularly at the signal junction near Queen’s Park Station. It is speculated that drivers may have shifted to Salisbury Road to avoid ongoing works on Chamberlayne Road for the Kensal Corridor improvement scheme under construction at the time, and to avoid Tiverton Road due to restrictions on the Avenues east of Kingswood Avenue.

4.14 As per the January 2025 data, Chamberlayne Road (between Clifford Road and Harvist Road) saw an average of 2,100 vehicles (both directions) during the morning peak hours of 7-10am, Monday to Friday. Comparisons indicate a -7% reduction in north to south traffic flow. However, it is challenging to draw definitive conclusions, as ongoing works on Chamberlayne Road are likely to have caused traffic to be diverted to alternative routes.

- 4.15 Despite a reduction in traffic volume of approximately (-10%), Tiverton Road continues to experience high traffic volume during the morning peak hours of 7-10am, with an average of 1,900 vehicles across both directions. It remains a popular rat-running route for drivers in the area.
- 4.16 The data analysis indicates an average of 17% increase in traffic volume on Harvist Road during the morning peak hours of 7-10am, particularly near the signal junction outside Queen’s Park Station. It appears that drivers who previously turned left from Kingswood Avenue onto Summerfield Avenue to bypass the Harvist Road approach to the signal junction are now using Harvist Road instead. Morning traffic on Harvist Road often queues as vehicles wait to turn right onto Salusbury Road.

Traffic Speed

- 4.17 Overall, the final traffic surveys conducted in January 2025 revealed that motor vehicle speeds in the area, including internal and boundary roads, adhered to the 20mph speed limit established for the area (refer to the graph below).

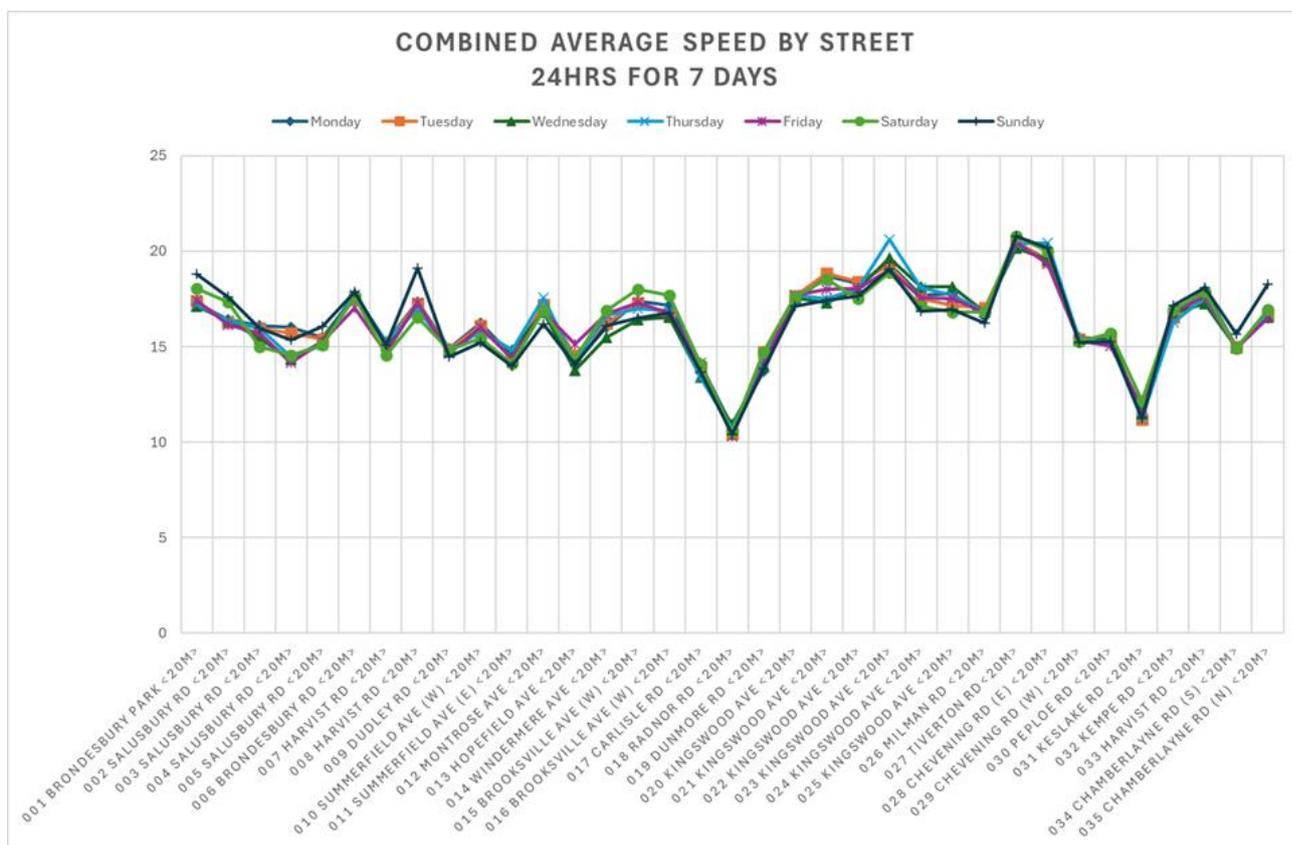


Figure 3 –average speeds in the area

- 4.18 The table below shows average speeds recorded on the internal area roads and outer area roads where the speeds were conducted.

Area	Sep 2022	Nov 23	Jan 2025	Difference
Internal-area roads (average speed mph)	16.14	15.91	15.14	(-6.1%)
Outer-area roads (average speed mph)	18.01	17.64	17.13	(-4.9%)

Table 4 – shows comparisons of average traffic speed before and after scheme implementation.

- 4.19 In general, motor vehicle speeds have decreased by (-6.1%) on internal roads and by (-4.9%) on outer area roads.
- 4.20 While overall speeds have declined across both internal and outer roads, certain sections have seen an increase in vehicle speeds. Notable examples include Chamberlayne Road (north of Kensal Rise station) and Kingswood Avenue (between Hopefield Avenue and Montrose Avenue).
- 4.21 The ongoing implementation of the Kensal Corridor scheme on Chamberlayne Road (south of Kensal Rise station) and congestion on Salusbury Road might also be contributing factors to slower average speeds on these major routes. However, it is important to note that traffic counts continue to record vehicles traveling at low speeds.

Road Danger

- 4.22 In analysing the road danger in the area officers looked at the road traffic accidents reported to the police, involving at least one vehicle and resulting in an injury.
- 4.23 In this case the data analysed was from 2018 to 2023 for the area shown in **Appendix D** and the trend is shown below.

Year	2018	2019	2020	2021	2022	2023
Number of accidents	4	9	4	10	2	2

Table 5 – shows traffic accident data trend.

- 4.24 There were only three accidents reported in the internal area roads, while the remaining 28 occurred on neighbouring roads. The highest concentration of accidents, totalling 19, occurred at the junction outside Queen's Park Station, with eight accidents scattered along Salusbury Road.
- 4.25 It is difficult to draw definitive conclusions about the scheme's impact based solely on collision data from the past five years. Factors such as existing low collision rates in internal roads, previous local road safety initiatives, changes in vehicle types, speeding, or alterations to road layouts may have influenced the data. Additionally, unique traffic conditions on major routes and junctions, like those near Queen's Park Station and Salusbury Road or even Chamberlayne Road, differ from residential areas which account for most accidents.

4.26 Nonetheless, it is important to note that reducing speeds and traffic volumes is likely to have a positive impact on road safety in the area.

Air Quality

4.27 In analysing air quality, officers looked into the levels of one key pollutant identified by governments and monitored by councils which is nitrogen dioxide (NO₂), a toxic gas that poses a serious risk to the human respiratory system.

4.28 Data obtained from the three sites located along Salisbury Road (refer to table 6) show that there is reduction of -21.5% of NO₂ concentration in the area when comparing data between 2022 and 2024.

		Annual average NO ₂ concentrations (non distance adjusted)					
Location	Diffusion Tube ID	2020	2021	2022	2023	2024 (subject to change - estimated bias adjustment)	
Junction of Salisbury Road and Chevening Road	74	22.4	26.2	23.7	17.9	18.8	
Salisbury Road outside Salisbury Primary School	PM19C		28.3	27.7	23.3	22.3	
Junction of Harvist Road and Salisbury Road	73	26.0	30.0	28.5	23.4	21.6	

Table 6 – shows air pollution data for Salisbury Road area.

Note – figures for 2024 numbers are subject to adjustment and approval by the Greater London Authority.

4.29 It is recognised that the implementation of the Ultra Low Emission Zone (ULEZ) may have played a role in reducing air pollution across London, however, it is also important to highlight that a decrease in traffic volume within residential areas is expected to have a positive impact on air quality in the area.

Compliance with banned turn restrictions

4.30 Compliance refers to the adherence of motorists to the traffic restrictions of no motor vehicles (except cycles) between 7-10am, Monday to Friday which are shown on the signs located at the entrance of the Avenues.

4.31 The Council has enforced the restrictions using Automatic Number Plate Recognition (ANPR) Cameras. When drivers do not adhere to the restrictions shown on the signs, the Council issues a penalty charge notice (PCN).

4.32 Data collected regarding the number of PCNs issued across all the Avenues demonstrates a significant reduction in PCNs issued, over time. High number of PCNs were issued in the first and second months particularly in Summerfield Avenue but this dropped gradually in all the Avenues. This indicates that fewer vehicles are using these Avenues, and that the majority of drivers are adhering to the restrictions.

Emergency Services and the Police

4.33 No objections were raised by emergency services or the police regarding the restrictions. It is important to note that these restrictions do not apply to emergency services and police when they are on duty. This indicates that the scheme likely has a positive effect on their response times, as reduced traffic during the restriction periods allows for smoother and quicker travel.

Bus Journey times

4.34 There are two primary corridors that buses use near the scheme area: Salisbury Road and Chamberlayne Road.

4.35 Officers have been consulting with TfL regarding the impact on bus routes 6, 28, 52, 316, and 187, which operate along Chamberlayne Road. It was noted that ongoing works on Chamberlayne Road, including the implementation of the Kensal Corridor scheme and other utility works in the area at the time, have resulted in slower bus operations compared to typical days.

4.36 Reliability data for bus route 206, which runs along Salisbury Road, indicates that the scheme has not adversely affected bus performance.

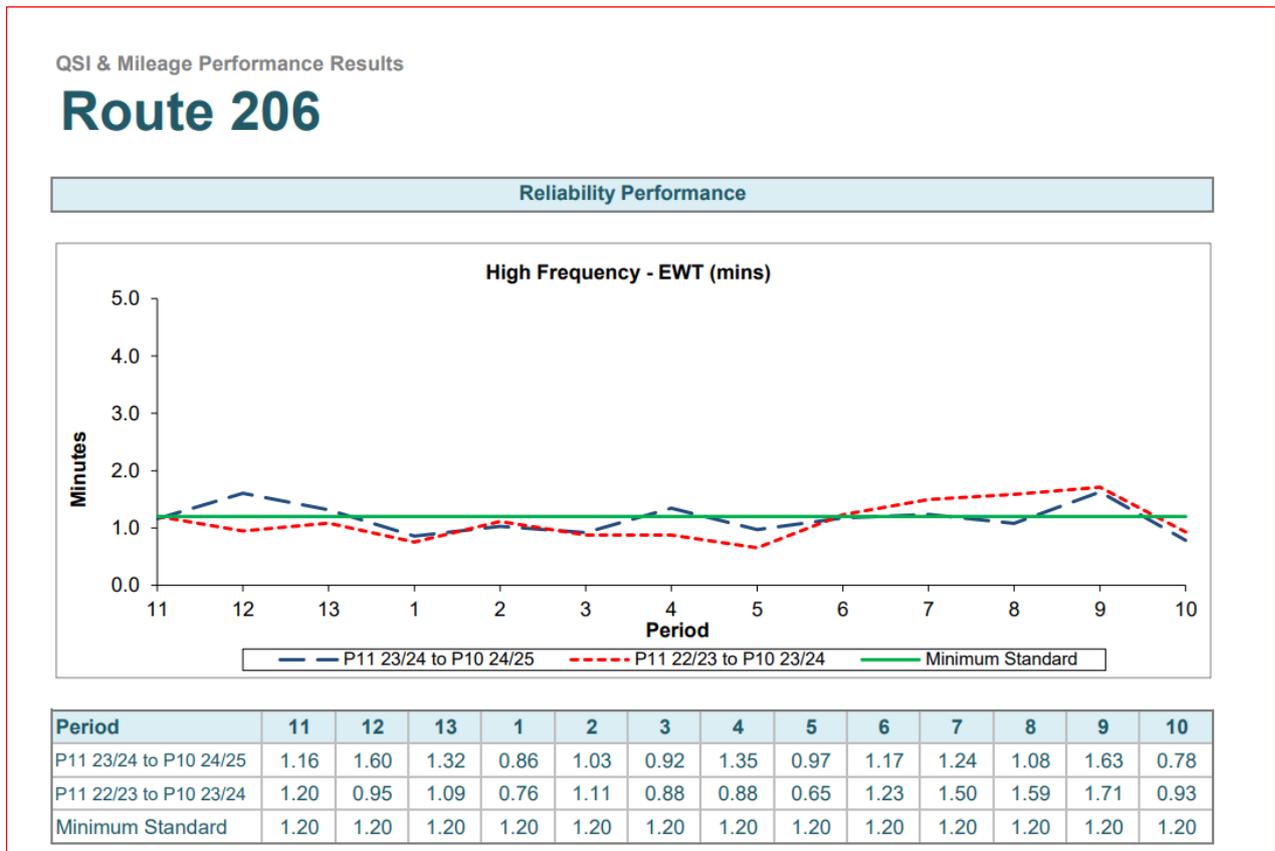


Figure 4 – shows bus route 206 reliability performance comparison 2022,2023,2024 source: TfL.

STATUTORY CONSULTATION AND PUBLIC FEEDBACK

- 4.37 The initial restrictions were implemented on Hopefield Avenue, Montrose Avenue, and Summerfield Avenue following a public consultation, during which 90% of respondents from these Avenues, along with Dudley Road, expressed their support for the proposals. However, the restrictions were not extended to Brooksville Avenue, Carlisle Road, Dunmore Road, Radnor Road and Windermere Avenue, as the majority of respondents from these areas opposed the scheme at the time, even submitting a petition with 187 signatures to voice their concerns.
- 4.38 After the initial scheme was implemented in October 2023 under the Experimental Traffic Management Order (ETO), the Council received numerous emails advocating for the extension of restrictions to Brooksville Avenue, Windermere Avenue, Radnor Road, Carlisle Road, and Dunmore Road. Additionally, two petitions were submitted: one in November 2023 from residents of Brooksville Avenue, signed by 39 individuals, and another in January 2024, primarily from residents of Windermere Avenue, with 31 names and addresses. Both petitions called for similar restrictions to be applied to the remaining Avenues, a request that was further endorsed by the local resident group, QPARA.
- 4.39 The first ETO was implemented on 12th October 2023 and the second ETO was implemented on 21 March 2024.
- 4.40 Normally a six-month statutory objection period begins from the date each scheme is implemented, allowing anyone to raise objections to the proposal for establishing a permanent order. However, as part of the scheme's implementation, the Council pledged to create additional opportunities for residents, including those within the restricted areas, to share their views and engage on traffic issues affecting the wider area. To support this commitment, the Council appointed an independent consultant to conduct a broader engagement on healthy neighbourhood proposals for the community.
- 4.41 The wider area Queen's Park Healthy Neighbourhood engagement was carried out by independent transport consultant MP smarter travel (MPST) over two phases.
- 4.42 Phase one of the engagement commenced in March 2024, incorporating a range of co-design events, stakeholder meetings, and an online survey to identify local concerns and explore proposed solutions for traffic reduction within the project area. The primary objective was to collect and analyse community feedback to inform potential concept designs for a Healthy Neighbourhood Scheme across the wider area. Additionally, the engagement aimed to develop an alternative scheme to restrict traffic in the region. If a broader scheme is implemented to encompass the Avenues, the existing scheme may not be required and could be removed.
- 4.43 The engagement received 354 survey responses. In summary the respondents said.
- 82 % said that they were aware of traffic issues in the QP project area.
 - 75% would support traffic calming measures in the QP project area.
 - 62% schools attended were outside of the project area.
 - 53% believe rat running is a concern in the QP project area.

- 49% school journeys travelled by car.
 - 35% journeys are longer than 20 minutes.
- 4.44 Overall, the majority of respondents and stakeholders on the whole had a shared vision for reducing traffic and congestion in the area, improving pollution levels. As a result of the positive feedback to the engagement, two option designs that can reduce the through traffic for the wider area were developed and progressed to the phase two engagement.
- 4.45 The phase two engagement on the proposed two options concept designs were carried out in October and November 2024.
- 4.46 There was a high level of participation in the phase two engagement. There were 1,528 survey responses, 258 GPDR-complaint emails, 63 stakeholders' meetings, 9 formal stakeholders and 5 formal petitions.
- 4.47 Despite a high support for traffic calming interventions demonstrated in phase one of the engagement, the majority of individuals who responded in phase two engagement were not in support for traffic calming measures in the area. As such, both concept option designs were not progressed to consultation stage.
- 4.48 Concerns were also raised by residents and other stakeholders in the area in relation to the existing traffic management scheme in the Avenues as part of the phase two wider area engagement. These were.
- **Ayelstone Park Residents and Tenants Association (APARATA)** they were concerned about the inadequate monitoring and analysis of the current banned turns from Kingswood.
 - **Islamia Girls Schools, Yusuf Islam Foundation Schools** were concerned about the impact on traffic on Brondesbury Park and Salusbury Road following the implementation in 2023 banned turns from Kingswood Avenue into all side roads.
 - **Kensal Rise Residents Association (KRRRA)** were concerned about the Experimental Traffic Management Orders (ETOs) implemented in Queen's Park saying that the scheme have already caused significant traffic displacement to Chamberlayne Road, exacerbating existing problems without prior monitoring or impact assessments. The KRRRA urged the Council to let the ETOs expire and reconsider the QPHN scheme with a more thorough study of traffic patterns across the entire ward.
 - **Kilburn Village Residents Association (KVRA)** mentioned they were concerned about lack of analysis of current ETO's on Kingswood Avenue.
 - **Queen's Park Residents Association (QPARA)** mentioned they were concerned about the lack of analysis of the impact of the experimental traffic orders (ETOs) but recommended that the streets covered by the existing ETOs to retain the same or similar protection as they do now until a wider scheme is put in place.

- **ARRG Anti Rat-Run Group (Summerfield & Dudley)** agreed with QPARA's suggestion that the protection from the existing ETOs on the Avenues should be maintained until an alternative solution has been agreed.

4.49 There were also petitions received as part of the phase two wider area engagement which relate to the traffic management scheme in the Avenues. These were.

- **Montrose Avenue NW10 (75 signatures)** - We, the undersigned residents of Montrose Avenue, petition Brent Council for the permanent retention of relief from "rat-running" traffic on weekday mornings during term time. We also request resident-only parking to be extended to seven days a week due to excessive use of our street as a car park for shopping and leisure at weekends.
- **Summerfield and Dudley Avenues NW10 (59 signatories)** - We, the undersigned residents of Summerfield Avenue and Dudley Road, petition Brent Council for the permanent retention of relief from "rat-running" traffic on weekday mornings.
- **Chevening Road NW10** (102 signatories - paper petition) and (over 1323 signatories - online petition) - While we welcome and support that aspiration, the trial measures on the streets connecting Kingswood Avenue and Salusbury Road are diverting traffic unhelpfully, adversely impacting the broader community, and together with the new proposals developed by MP Smarter Travel, raise serious concerns regarding: Health and safety risks from displaced traffic increasing congestion and pollution within the project zone and on already dangerous and busy boundary roads, including Salusbury and Chamberlayne where thousands of children attend school. Failure to consider any impact on adjacent areas like Brondesbury Park, Kensal Rise and North Kilburn, and neglect of vulnerable populations such' as the elderly, disabled, and families who cannot rely solely on walking or cycling. Unfair prioritisation of select streets at the expense of surrounding areas, imposed without broad community support, based on flawed engagement and inadequate impact assessment, exacerbating inequality and division. Unnecessary harm and disruption to residents and businesses in Queen's Park and surrounding areas from restricted access.
- In March 2024, the Council also received two petitions in a form of a letter in relation to the traffic management scheme in the Avenues: one letter containing names and addresses of 137 residents and another one containing names and addresses of 140 residents. Majority of those residents addresses in both letters were outside the traffic management area. Both letters raised the same concerns about the traffic management scheme. The concerns raised were.
 - Overriding conclusions of a recent engagement report (Living Streets, October 2021) which showed **most residents opposed road closures** in Queen's Park, primarily because of knock-on effects on areas shown by available evidence already to be suffering from substantially worse congestion, air quality & safety.
 - **Prioritising the hyper-local concerns** and convenience of a **small group of residents** to the detriment of far greater numbers of stakeholders (including thousands of schoolchildren) suffering from displaced traffic on boundary roads and surrounding streets. **This small group of residents seems to be able to heavily influence** certain Councillors who were sympathetic to their concerns.
 - Attempting a **deeply flawed consultation as justification for implementing the initial experiment, limited only to beneficiary streets**, contradicting guidance from Brent's

own traffic engineer that the trial measures should be subject to “extensive engagement/consultation”.

- **Excluding the vast majority** of impacted stakeholders even after being forced to expand the initial consultation (slightly) because of numerous complaints and then ignoring the central demand of 187 petitioners (vs 129 voting in favour in the consultation) to defer the proposals and first assess wider impacts.
 - **Failure to address serious questions of integrity and transparency** in respect of ward councillors’ roles, including numerous public denials that they played any part in the decision-making process, which appears to contradict the official record and email correspondence released pursuant to FOI requests.
 - Inadequately addressed concerns regarding standards of conduct and apparent **conflicts of interest in relation to one ward councillor who resides in a beneficiary street and appears to have attempted to exert influence on the scope of the initial consultation.**
 - Failure to collect necessary or consistent “before” and “ongoing” data sets in accordance with the scheme monitoring plan set out in the Report (e.g. Appendix F)
 - Failure to review the scheme after 6 months in accordance with the initial decision authorising the trial measures.
 - Introducing a second ETO scheme (in the upper avenues) on top of the original one (in the lower avenues) rendering impossible an objective evaluation of the original scheme’s independent impact
 - **Failure to make available for public scrutiny analysis** or interpretation of scheme monitoring data in a timely manner and/or adequate format to enable informed consent.
 - Against the backdrop of a **general lack of transparency**, failure to present clear and objective success criteria against which the success of the trial measures will be evaluated.
 - Failure to provide complete information with respect to a **Freedom of Information request**, which has subsequently been determined as a **breach** by the Information Commissioner. I believe Brent must comply with this by March 15, 2025.
- 4.50 The feedback received highlights a clear divide in opinions between residents of the restricted Avenues and those living outside the traffic management area. Residents within the inner area of the scheme generally support maintaining or modifying the restrictions, whereas those outside the restricted area are calling for the removal of the ETOs. It is recognised that the trial scheme has been emotive, and officers continue to receive correspondence from residents that support the scheme as well as those that support its removal.
- 4.51 The key objections and concerns raised by those advocating for the removal of restrictions, along with the officers’ recommended responses, are outlined in **Appendix E** of this report.
- 4.52 As detailed in **Appendix E**, officers believe that most objections lack sufficient supporting evidence and are based on concerns that traffic will not reduce and take alternative routes. However, there is evidence that traffic reduction measure can be effective in reducing car use in general, providing a safer and more pleasant environment and encouraging sustainable travel. Also, that those that need to travel by car, change the time at which they travel to avoid congestion. Information is provided on the Councils website; <https://www.brent.gov.uk/parking-roads-and-travel/travel-and-transport/brent-healthy-neighbourhoods/queens-park-healthy-neighbourhood>

4.53 Where concerns about the disadvantages of the scheme have been raised, they are considered to be outweighed by the benefits, as shown in the data analysis, and align with the Council's strategic objectives. Furthermore, in cases where objections are deemed to be pertinent, officers are confident that the mitigation measures outlined in **paragraphs** 4.62 and 4.63 below will effectively address the issues raised.

4.54 There were also positive feedback received about the scheme. A summary of the feedback that support the scheme were.

- Majority who responded wanted retention of restrictions.
- They said, "It is safe to cross the roads, walk our dogs, walk our children to school."
- Has become pleasant area to live.
- Some of the respondents would like adjustments to the restriction time for the early start of 7.30am rather than 7am.
- Wanted exemptions for Blue Badge holders.
- Wanted parking restrictions in the Avenues extended to include Saturdays.
- They say the current situation is better for residents, pedestrians, cyclists and the majority of people who live in the area. The only people who lose out are the polluters who used us as a short cut as they are driving through our area.
- The whole street feels so much better with the pollution and noise greatly reduced.
- One resident said, "As a parent, I've personally witnessed the stress and hostility these conditions caused, including aggressive confrontations while taking my child to school."

Before the restrictions, two main traffic surges were evident:

7:00–8:00 AM: Commuters and tradespeople passing through.

8:00–9:30 AM: School traffic from parents dropping off children.

The current system has made Montrose Avenue safer for:

Residents, especially young children vulnerable to respiratory issues.

Schoolchildren walking to Salusbury Primary and QPS Academy, many unaccompanied.

Parents with prams heading to the park.

Cyclists, including families who are now using Montrose as a safe route.

To highlight the foot traffic on Montrose, I recorded these counts in July:

4th July (8:30–9:30 AM): 206 adults, 82 children, 20 prams.

8th July (3:00–4:00 PM): 209 adults, 220 children, 52 prams.

These figures underscore Montrose Avenue's role as a vital pedestrian corridor connecting Salusbury Road and the park.

Moving forward, I strongly support maintaining the current measures with exemptions for Blue Badge holders and Montrose residents. Alternatively, implementing a school street or one-way system from Salusbury Road to Kingswood Road might also be effective.

4.55 Key findings during the trial:

- **Traffic Volume:** The implementation of the scheme led to an 85% decrease in traffic volume on internal roads (resulting in about 4500 fewer vehicles per day). There was also a decrease in most of the outer- area roads except in Harvist Road and Salusbury Road.
- **Traffic Speed:** Data collected in January 2025 shows average speeds on internal roads ranging between 14.33 mph and 17.56 mph, reflecting a (-6%) reduction. On boundary roads, speeds varied between 11.25 mph on Keslake Road and 20.8 mph on Tiverton Road with an average decrease of (-4.9%).
- **Road Danger:** Accident data from 2018–2023 reveals a total of three accidents within the internal area, indicating improved street safety. Additionally, resident feedback highlights that the Avenues have become safer for pedestrians, with a significant reduction in the number of cars turning from Kingswood Avenue into side streets.
- **Air Quality:** Air quality monitoring stations on Salusbury Road reported a (-21.5%) reduction in NO₂ concentrations between 2022 and 2024, signifying a positive environmental impact.
- **Active Travel:** Resident feedback indicates a noticeable increase in walking, particularly in Montrose Avenue. Observations during site visits also showed parents parking by the park and walking their children to school during the morning peak hours.
- **Community Feedback:** Feedback from the local community was mixed. A majority of residents within the scheme acknowledged its benefits, citing improvements in walking, cycling, and overall street safety. Even though many residents from neighbouring streets called for the scheme's removal, it has to be noted that those who signed the biggest petition (approximately 1,400 signatories) said they welcome the scheme, but they only had concerns on the way it was implemented and monitored. There is an overall understanding of the negative impact of through traffic in the area, but it is apparent that there are strong differences of opinion on how to resolve the issue.
- **Emergency Services and Police:** No objections were raised by emergency services or the police, suggesting that the scheme did not negatively affect their operations or response times.

Contributions to Existing Brent Policies

4.56 There are existing Council policies which demonstrate and support the benefits gained from the scheme.

Existing Brent Policy	Scheme's contributions
<p>Brent Long Term Transport Strategy (2015 – 2035)</p> <p>Objective 1 - Increase the uptake of sustainable modes, in particular active modes of travel Increasing the uptake of cycling and walking will actively contribute to a reduction in congestion and air pollution and improve the health of Brent's residents.</p> <p>Objective 2 - Reduce conventional vehicular trips on the network, particularly at peak time.</p> <p>Objective 4 - Reduce Killed and Seriously Injured (KSI) incidents and slight accidents on Brent's roads.</p> <p>Objective 5 - Reduce the exposure of Brent residents to Particulate Matter (PM) and Nitrogen Dioxide (NO2) generated by the transport network.</p>	<p>The objectives are consistent with the scheme's outcome on reducing motorised vehicles, reducing speed and reducing air pollution in the area.</p> <p>The scheme contributes positively to the policy objectives.</p>
<p>Brent Active Travel Implementation Plan (2024-2029) sets out the vision to make active travel the natural first choice for everyday journeys. This plan directly mentions improvements to walking / wheeling and cycling.</p>	<p>This is consistent with the traffic management scheme's benefits – having less vehicles makes it safe for people to walk and cycle.</p> <p>The scheme contributes positively to the policy objectives.</p>
<p>Brent Air Quality Action Plan 2023-2027 outlines and welcomes the actions to address air pollution in the borough.</p>	<p>This is consistent with the traffic management scheme's benefits – having less vehicles makes improves air quality in the area.</p> <p>The scheme contributes positively to the policy objectives.</p>
<p>Climate and Ecological Emergency Strategy 2021 – 30 Transport is a key theme in this strategy, with transport contributing 22% to the overall carbon emissions of the borough..... the dominance of vehicles in the street environment impacts people's willingness to choose active travel as an alternative.</p>	<p>This is consistent with the traffic management scheme's benefits – having less vehicles makes improves air quality in the area.</p>

As a result, Brent recognises the need to take action to “support and encourage active travel” in the strategy.	The scheme contributes positively to the policy objectives
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Table 7 – shows the scheme’s contributions to Brent’s policies.

Alternative options considered.

- 4.57 Considering all the responses and objections, alongside monitoring data, the Council's existing policies, statutory obligations including reducing traffic accidents, improving air quality and promoting public health through active travel, removing the scheme in its entirety is not an option to be considered.
- 4.58 However, reviewing the existing restriction times is an option that officers recommend for consideration, pending further monitoring. This option is supported by some residents and stakeholders who support the scheme. They have expressed that they would welcome modifying the hours of restriction, based on hourly traffic flow analysis.
- 4.59 To examine morning traffic flow patterns, officers analysed 15-minute intervals between 7:00 AM and 10:00 AM for traffic moving north to south and west to east. The analysis focused on key roads in the outer scheme area considered contributory, including Chamberlayne Road, Harvist Road, Kingswood Avenue, Milman Road, Salusbury Road, and Tiverton Road.
- 4.60 According to the graph below, traffic particularly on Tiverton Road rises sharply starting at 7:15 AM, peaks at 8:15 AM, and then declines noticeably from 8:30 AM onward. Traffic on Harvist Road and Kingswood Avenue remains stable throughout the analysed period. In contrast, Chamberlayne Road sees a peak at 7:00 AM, decreases, and then surges to another peak at 9:45 AM. It's worth noting that traffic on Salusbury Road is not included in this analysis as the scheme objective focuses on restricting morning traffic travelling from west to east or from Kingswood Avenue to the Avenues.

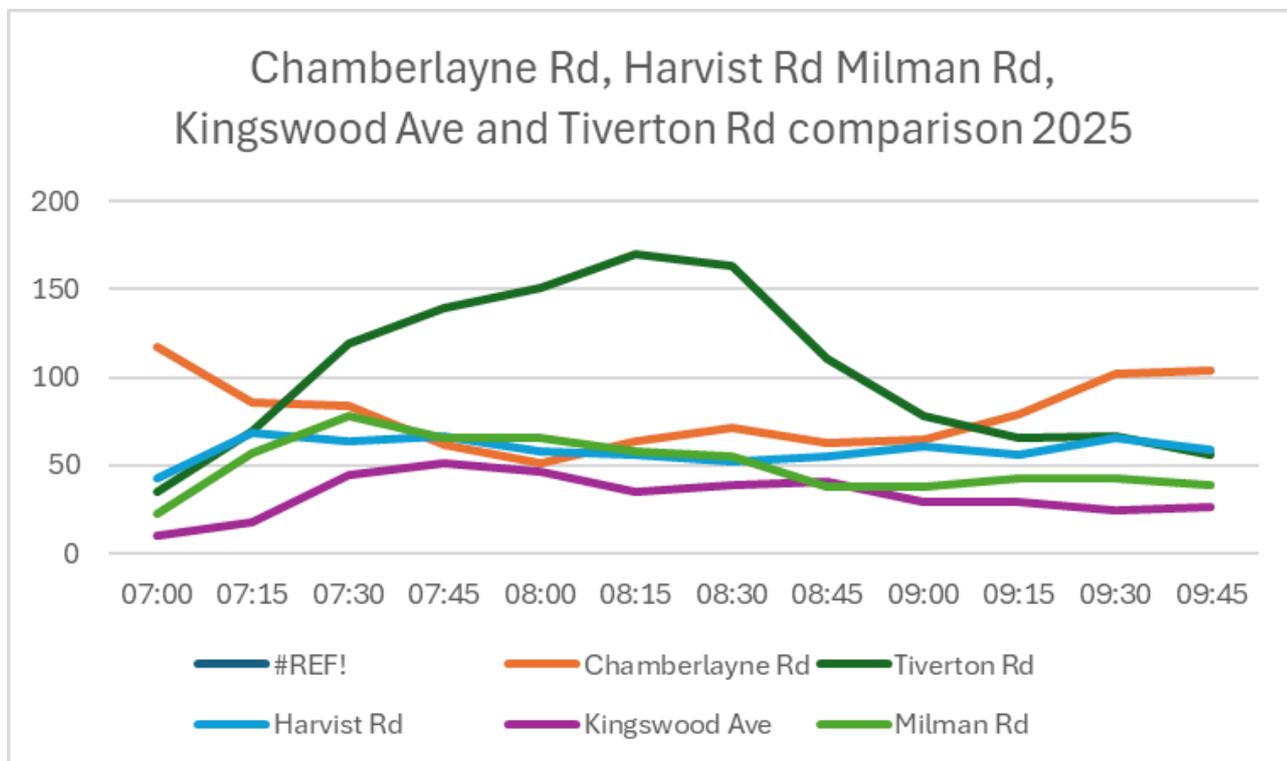


Figure 5 – shows 15min traffic flow analysis.

- 4.61 Based on the analysis, it is advised to revise the current restriction times from 7:00 AM–10:00 AM to 7:30 AM–9:00 AM, Monday to Friday. This adjustment, informed by data monitoring, aims to better align with peak morning traffic flow while continuing to uphold the scheme's objectives.
- 4.62 It should be noted that although the primary focus of implementing these restrictions was to tackle the morning peak-hour traffic in Summerfield Avenue and the Avenues close to Harvist Road, however the parallel nature of the surrounding Avenues poses a significant risk of traffic displacement. If restrictions are placed solely on Summerfield Avenue, Hopefield Avenue and Montrose Avenue, it is envisaged that drivers may divert their routes to adjacent Avenues, which could result in increased congestion in these streets and potentially undermine the effectiveness of the original measures. Therefore, it would be necessary to include all the Avenues to mitigate this risk.

Mitigation measures and complementary works

- 4.63 There are a number of complimentary works that are being progressed to address issues with traffic in the area. Details can be found on the Council's website; <https://www.brent.gov.uk/parking-roads-and-travel/travel-and-transport/brent-healthy-neighbourhoods/queens-park-healthy-neighbourhood>

Measures include.

- **Salisbury Road / Brondesbury Road / Harvist Road traffic light junction** – following requests from residents and councillors the Council has appointed a consultant recently to carry out feasibility study to improve the performance of the traffic signalled junction including tackling the queuing from the Harvist Road arm.

- **Parking Restrictions, Salusbury Road** – the Council plans to review the existing waiting and loading restrictions including parking with a view to permit parking during off peak hours only. A review consultation is planned to be carried out in 2025 / 26 financial year.
- **Kensal Corridor Public Realm scheme, Chamberlayne Road** – This project has recently been completed and as well as improving the public realm, also regulates parking and loading and removed 'pinch points'.

4.64 Officers will continue working with local residents and businesses on mitigating the school traffic in Chevening Road, tackle congestion in Salusbury Road, monitor the outcome of the Kensal Corridor Public Real scheme, tackle congestion at the Harvist Road arm of the signal junction outside Queen’s Park tube station.

5.0 PROJECT EQUALITIES ANALYSIS

5.1 The traffic management scheme introduced restrictions that prevent drivers from directly accessing the road network beyond specific points during the morning peak hours, from 7:00 AM to 10:00 AM, Monday to Friday. However, vehicles can still access the area via a slightly longer alternative route, while pedestrians and cyclists are allowed to pass through without any restrictions.

5.2 The Project Equality Impact Analysis indicates that the current Traffic Management scheme has a broadly positive effect on all groups, including those who previously faced inequalities. This includes children, young adults, individuals with disabilities, pregnant women, young mothers, members of the LGBT community, and BAME groups. The scheme's ability to lower traffic levels, reduce speeds, and decrease air pollution is central to its positive impact.

5.3 A balanced approach need to be taken on some protected characteristics where the need for requirements differs from that group. For instance, some disabled persons might need to use their car to travel which might take them longer to commute but there are others who use different modes to travel. Overall, less vehicles on the road will contribute positively to road safety for all.

Project Equalities Analysis

Protected Characteristic				Comments	Mitigation if required
	Positive	Neutra	Negative		

Age	X		Older and younger groups will find it safer to crossroads. All age groups will benefit from lower car volumes. Older groups who rely on private cars to travel might find their journeys to take longer. Respondents from all age groups supported the proposals and commented on the positive impact.	N/A
Disability		X	A reduction in traffic volume will help people with disabilities cross the roads safely. Some disabled people who use their car to travel might find it longer to travel.	N/A
Gender reassignment		X	No reason to believe this group will be disproportionately affected	N/A
Pregnancy and maternity		X	No reason to believe this group will be disproportionately affected	N/A
Race		X	No reason to believe this group will be disproportionately affected	N/A
Religion or belief		X	No reason to believe this group will be disproportionately affected	N/A
Sex		X	No reason to believe this group will be disproportionately affected	N/A
Sexual orientation		X	No reason to believe this group will be disproportionately affected	N/A

Table 8 – Project Equality Analysis

5.4 In summary, the equality analysis determines that the scheme does not disproportionately negatively impact groups with protected characteristics.

6.0 FINANCIAL IMPLICATIONS

6.1 Modifying the existing banned turns is estimated to cost in the region of £10k and this will be fully covered by Transport for London (TfL) Local Implementation Programme (LIP) for 2025/26.

7.0 CONCLUSIONS AND RECOMMENDATIONS

7.1 It should be noted that throughout the trial there were major roadworks taking place on Kensal Rise / Chamberlayne Road, along with some utility works, which would have negatively impacted traffic congestion in the area.

7.2 Officers have considered the results of consultation and feedback from residents and stakeholders both in the scheme area and wider area.

7.3 Officers have evaluated the trial scheme and are of the opinion that where concerns about the disadvantages of the scheme have been raised, they are considered to be outweighed by the benefits and align with the Council's strategic objectives.

- 7.4 Officers have considered traffic data in the area and determined that shorter banned turn restrictions should be effective in preventing the severe traffic congestion experienced on the Avenues before the trials will be introduced, whilst addressing some of the concerns raised about local accessibility.
- 7.5 It is for these reasons that the Head of Healthy Streets and Parking is recommended to approve the recommendations in section 2 of this report, and as follows.
- Introduction of a new ETO for the scheme replacing the existing ETOs by a new ETO restricting right and left turn from Kingswood Avenue to Brooksville Avenue, Dunmore Road, Hopefield Avenue, Montrose Avenue, Radnor Road, Summerfield Avenue and Windermere Avenue, and from Chevening Road to Carlisle Road between 7:30 AM to 9:00 AM, Monday to Friday except cycles.
 - Continued monitoring the scheme taking account of the new change to the restriction.
 - A further evaluation and report for a final decision after the expiry of the minimum new six months objection period of the new ETO. This will also consider feedback from the community.

In addition.

- It is recommended that officers progress the review of the parking restrictions in Salisbury Road, implementation of the proposed improvement to the signalised junction outside Queen's Park Station and progress a feasibility study for a potential School Street scheme in the Chevening Road area.

8.0 APPENDICIES

Appendix A – Monitoring Plan

Appendix B – Maps showing ATC locations.

Appendix C - Summary of traffic data

Appendix D – Accident data

Appendix E – Objections summary and officers' response

AGREED/REJECTED

Signed:



Date: 23/04/2025

Sandor Fazekas Head of Healthy Streets and Parking

Local Government Act 1972 – Access to Information

The following items were used in the preparation of the report:

1. Consultation responses and analysis

The above documents may be inspected / copied by contacting:

Healthy Streets and Parking

Telephone: 0208 937 5600

Email: healthystreets&parking@brent.gov.uk

Appendix A

Monitoring Plan

Scheme Monitoring Plan and Data

The main objective of the scheme is to achieve the reduction of through traffic in these roads and the traffic movements in the area. Hence monitoring the feedback received and data including traffic during the first six months from the implementation date will be essential in making decision whether to remove, amend or make the scheme permanent. The table below summarises the data, frequency and expected outcome that we will use to monitor the scheme.

Data	Frequency	Expected outcome
Traffic counts / volume	Before and after. This will be carried out twice after the implementation of the scheme, every three months from the start of the scheme. Refer to the attached plan attached plan for survey locations.	Reduction in the affected streets
Traffic speeds	Before and after. This will be carried out twice after the implementation of the scheme, every three months from the start of the scheme. Refer to the attached plan attached plan for survey locations.	Reduction in the affected streets
Air quality	Before and after	Reduction in the affected streets.
ANPR compliance	Every month during the first six months	Reduction during the first six months
Feedback from councillors, local residents, businesses, cyclists	During the first six months	Support from local community, comments to change in travel behaviour walking, cycling, crossing the road safely.
Bus journey times at Salisbury Road	During the first six months using TfL buses data	No significant increase to bus journey times.
Emergency bodies response times	During the first six months (Please note emergency access is exempted)	No delay to emergency response times.

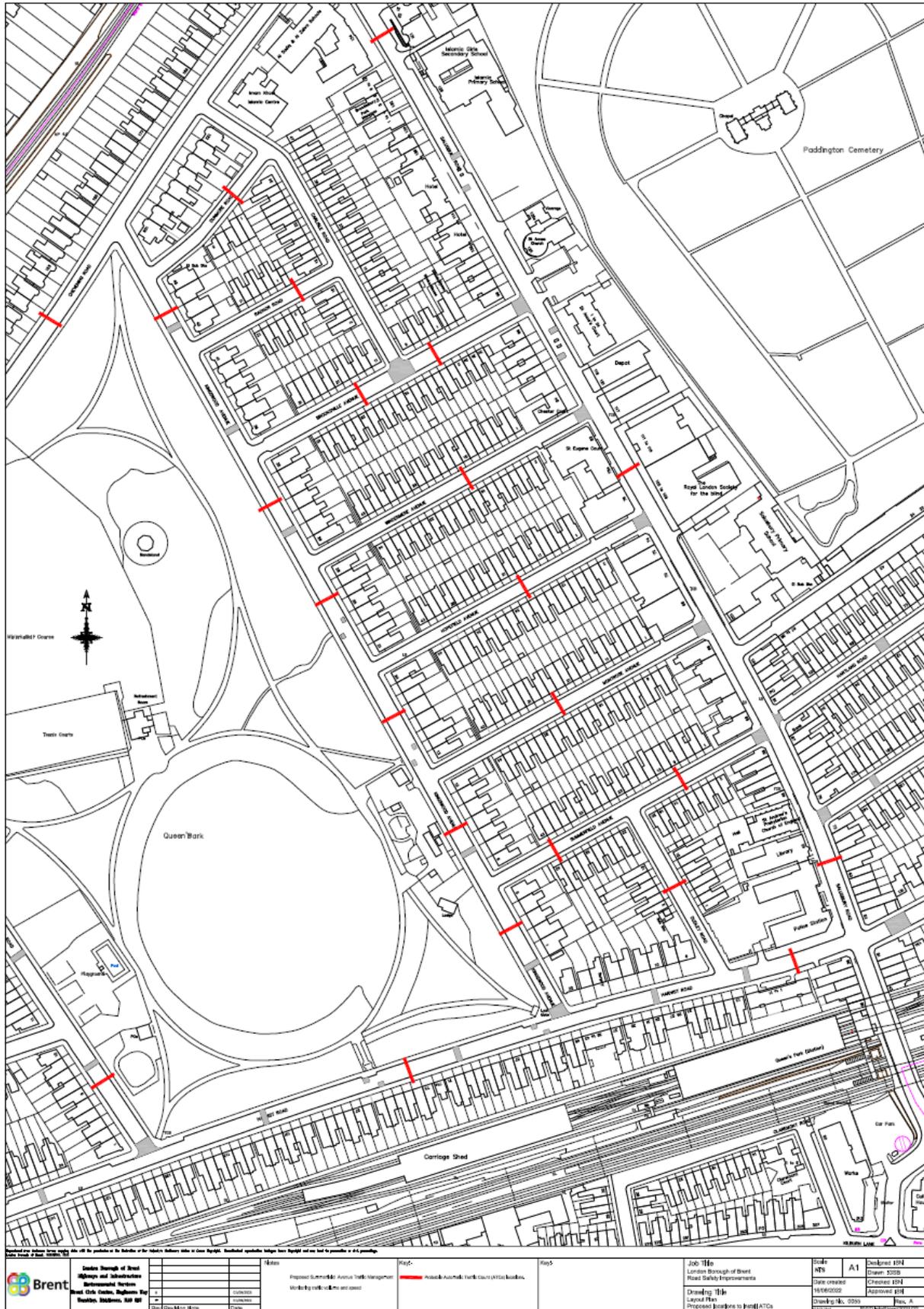
Appendix B Traffic data – September 2022



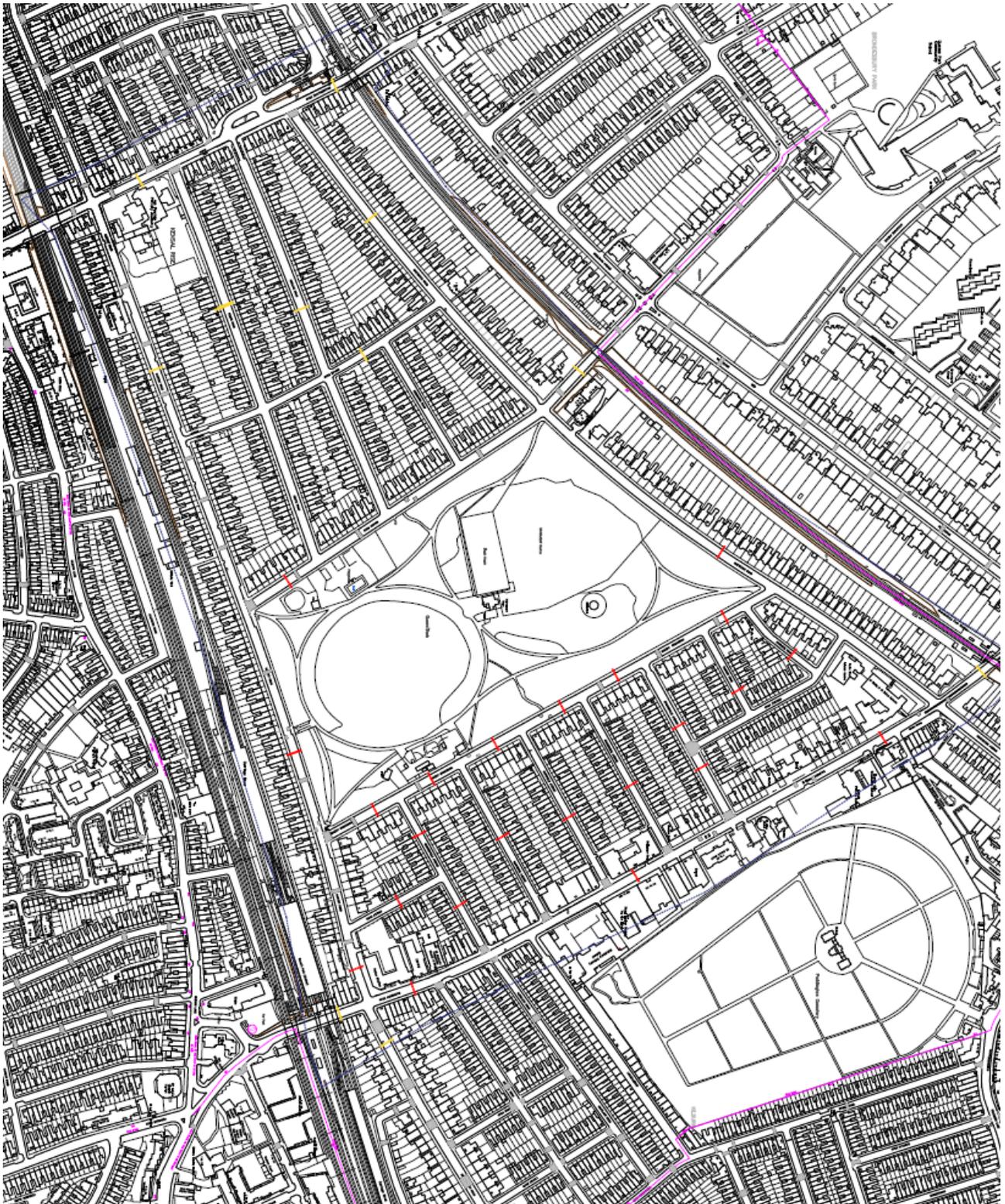
	<p>Area: Borough of Brent Department: Transport Project: Traffic Data Collection</p>	<p>Scale: 1:1000</p> <p>Notes:</p> <ul style="list-style-type: none"> 1. Pink circles indicate the location of ATC cameras. 2. Pink circles indicate the location of ATC cameras. 	<p>Job Title: London Borough of Brent Road Safety Improvement</p> <p>Date created: 16/09/2022</p> <p>Layout No.: 0001</p> <p>Project: Proposed Junctions to Install ATC</p>						
			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">Rev. A</td> <td style="width: 10%;">01/10/2022</td> <td style="width: 10%;">Approved: JSH</td> <td style="width: 10%;">Checked: JSH</td> <td style="width: 10%;">Drawn: JSH</td> <td style="width: 10%;">Scale: 1:1000</td> </tr> </table>	Rev. A	01/10/2022	Approved: JSH	Checked: JSH	Drawn: JSH	Scale: 1:1000
Rev. A	01/10/2022	Approved: JSH	Checked: JSH	Drawn: JSH	Scale: 1:1000				

Appendix B - Continued

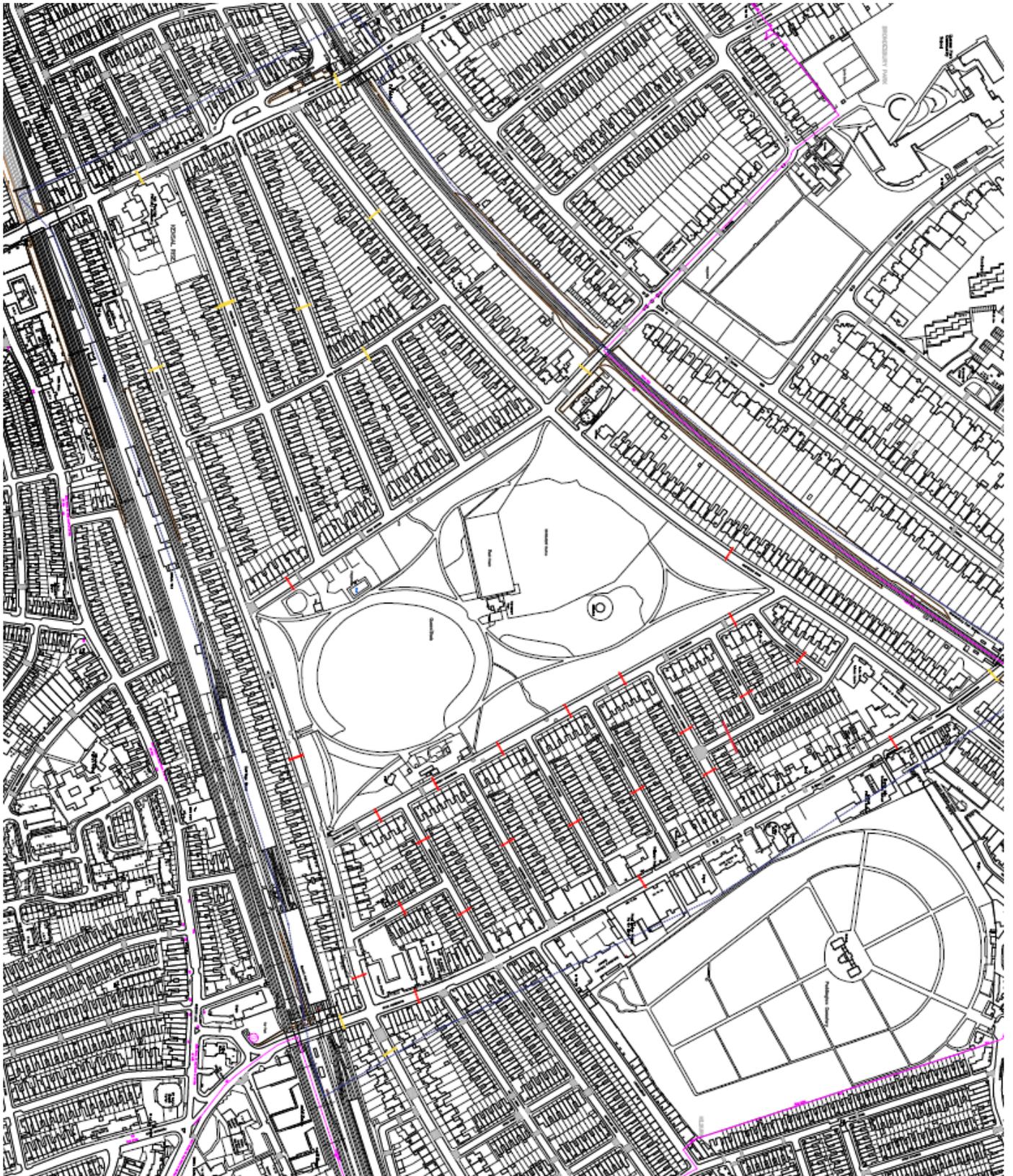
Traffic data – November 2023



Appendix B - Continued
Traffic data – March 2024



Appendix B - Continued
Traffic data – January 2025



Appendix C
Summary of Traffic Data - Weekday Southbound, Eastbound Hourly Traffic Volume

Time Period	September 2022 (Before scheme)			November 2023 (After original scheme)			March 2024 (Before extended scheme)			January 2025 (After extended scheme)		
	0700-0800	0800-0900	0900-1000	0700-0800	0800-0900	0900-1000	0700-0800	0800-0900	0900-1000	0700-0800	0800-0900	0900-1000
Internal Road												
Dunmore Road	N/A			1	7	4	1	7	4	0	0	1
Radnor Road				5	6	6	5	7	5	0	0	0
Carlisle Rd (between Brooksville Ave and Radnor Rd)				N/A			8	32	13	5	9	5
Brooksville Ave (E)				40	120	38	34	98	47	7	19	7
Brooksville Ave (W)	8	36	16	34	89	34	32	100	39	1	3	2
Windermere Ave	6	21	18	31	96	34	29	138	35	4	4	2
Hopefield Ave	12	31	14	4	5	6	5	5	5	2	5	1
Montrose Ave	17	69	24	5	13	5	3	5	3	2	9	6
Summerfield Ave (W)	97	85	49	22	33	18	7	15	6	3	10	4
Summerfield Ave (E)	111	264	88	30	47	25	17	33	18	15	28	21
Dudley Rd	15	56	16	5	10	7	7	7	7	6	8	6
Boundary Road												
Chamberlayne Rd (North of Chevening Rd)	N/A			N/A			380	278	347	350	248	351
Tiverton Rd							379	671	303	359	595	267
Milman Rd							239	279	186	224	216	163
Salisbury Rd (South of Chevening Rd)				527	445	483	529	494	514	548	520	518
Harvist Rd*	208	130	215	229	195	188	229	199	214	243	222	242
Kingswood Ave (North of Summerfield Ave)	192	363	159	140	181	133	127	144	119	125	163	109

Note: Flow rounded to nearest 1. *: Harvist Rd survey point located east of Kingswood Ave for September 2022 and east of Dudley Road for March 2024 and January 2025 survey.

Appendix D
Traffic Accidents Data (July 2018-June 2023)



Appendix E
Main objections and officers' responses