

MP Smarter Travel

Queen's Park Healthy Neighbourhood Project

Phase 2 - Engagement Report & Recommendations

March 2025



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. The scheme would aim to reduce the volume of motor vehicles travelling through the area and mitigate the negative effects of 'through traffic'.

A key part of this project was the delivery of two phases of in-depth engagement with residents, businesses, school communities, and local community groups from inside and outside the project area to understand community support for the potential Healthy Neighbourhood scheme.

Phase one of engagement was delivered in March 2024. Analysis of community feedback shaped two concept designs for the potential Healthy Neighbourhood Scheme. In phase two of engagement, October-November 2024, in-depth engagement was conducted to collect feedback on design elements within the two concept designs for the potential Healthy Neighbourhood Scheme.

This report presents all findings from the phase two of engagement and recommends next steps.

Objectives



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



Understand local needs and concerns regarding traffic flow through Queen's Park.



Understand community views on design elements of concept designs for the Healthy Neighbourhood Scheme.



Make recommendations for new, safer, greener streets that encourage active travel, reduce emissions and improve the local area.

Methodology



Engagement Phase Two: the delivery of two public engagement events, stakeholder meetings, 1-1 online meetings, online survey (October-November 2024).



Engagement Analysis: the analysis of community feedback and the identification of key themes (December 2024-January 2025).



Final Recommendations: final recommendations for the project area (February 2025) using analysis of key data sets and community feedback.



After Engagement Phase Two: The final report was sent to Brent Council in March 2025. Brent Council will review the report and then decide on the recommendations that they would like to take forward. Brent Council will need to apply for Transport for London (TfL) funding to develop any engineering recommendations. Implementation will be subject to a formal consultation.

Project Area

Project Area

In 2021, Living Streets (see glossary) led a low traffic neighbourhood scheme public engagement in the area.

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, see glossary)).

As part of the ETO introduced in 2023, the Council commissioned MPST to look into wider area traffic management proposals, conducting community engagement with residents, businesses, school communities, and community groups from inside and outside the project area to understand local traffic issues and community support for potential interventions. 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.

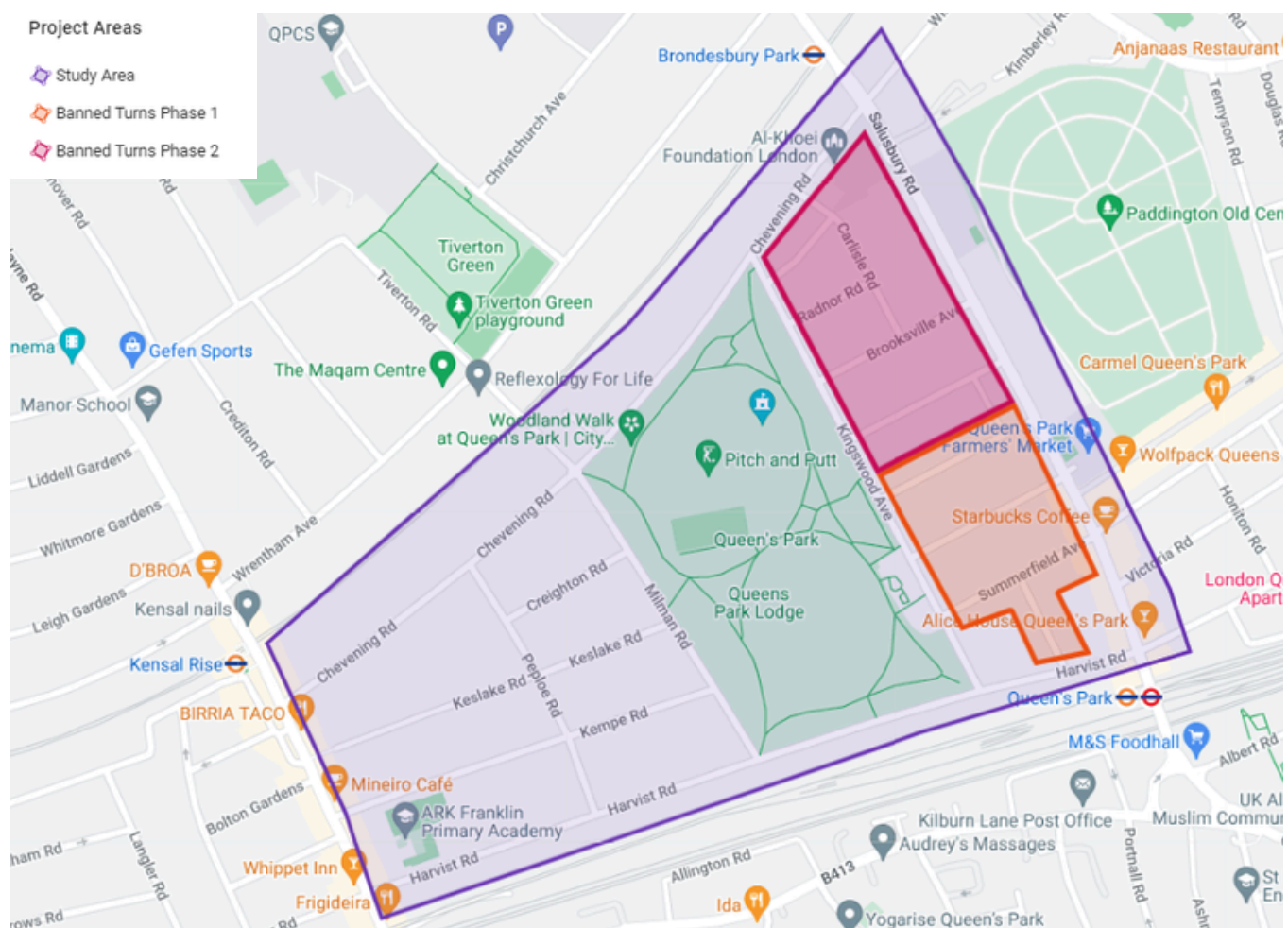


Figure 1: The map outlines the Queen's Park Healthy Neighbourhood project area, along with additional traffic management interventions in place within the area.

Recap: Phase One Engagement and Proposed Designs

354

survey responses

13

1-1 stakeholder
meetings

533

stakeholders
engaged

97

businesses
engaged

4

engagement
events

Phase One: Data Analysis Outputs

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 (see glossary) - Lower scores were identified for Chevening Road, Milman Road, Kingswood Avenue, Harvist Road, Chamberlayne Road, Salusbury Road. Ease to cross, clean air, places to stop and rest were low scoring indicators.



Car Ownership, 2021 census data - There is low car ownership (50%) in the Queen's Park ward which should influence how streets are designed (ONS, 2021)*¹



Collision data, 2019-2022 - Collision hotspots were identified 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 pronounced. Any proposed designs must target this traffic movement.



Existing traffic management schemes - There are a range of traffic management measures currently in place within the project area. With traffic still being an issue in the area, it suggests that 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. Any proposed design recommendations must complement them.

* ¹ <https://www.ons.gov.uk/census/maps/choropleth/housing/number-of-cars-or-vans/number-of-cars-3a/no-cars-or-vans-in-household?oa=E00002833>

Phase One: Engagement Summary

There were 354 survey respondents. 55% of respondents' home postcodes were within the projects area, and 45% of respondents' home postcodes were outside of the projects area.

A summary of key findings can be found below.

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
(see glossary) is a
concern in the QP
project area

Respondent recommendations for future interventions included:

- When offered multiple choice options for potential traffic calming measures in the area, there was a preference for camera-operated modal filters (see glossary) with exemptions for local residents.
- Additional physical infrastructure-related recommendations for the area included: Implementing cycle infrastructure, removing car parking, reviewing times on traffic lights at the Harvist Road junction with Salusbury Road, enforcing existing speed limits, and implementing school streets (see glossary).
- Behaviour change interventions were suggested with local schools to encourage active travel.
- The majority of respondents on the whole had a shared vision for reducing traffic and congestion in the area and reducing pollution levels.

Design Process

Potential concept designs were developed following analysis of key data sets and community feedback from engagement phase one.

The parameters on the right were used to evaluate these potential design options.

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

These two designs were put forward as concepts for further discussion and were not final designs.

Engagement phase two focused on gathering the community views on features within each design:

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



**Stakeholder
feedback**

**Long-term
management**

**Walking,
wheeling (see
glossary) &
cycling**

**Traffic
displacement**

**Sustainable
Safety**

**Equality &
Equity**

Option A

This design included the following design elements:

- 3 x camera-managed modal filters (see glossary) within the project area
- No entry from the main roads into the side roads
- School street (see glossary) on Chevening Road

If this design were to be implemented in its entirety, the current banned turns (see glossary) at the Chamberlayne Road/ Harvist Road/ Mortimer Road would be removed.

The type of camera operated modal filter, entry exemptions and timings of operation were open for discussion in phase two of engagement, with no recommendations made at this stage.

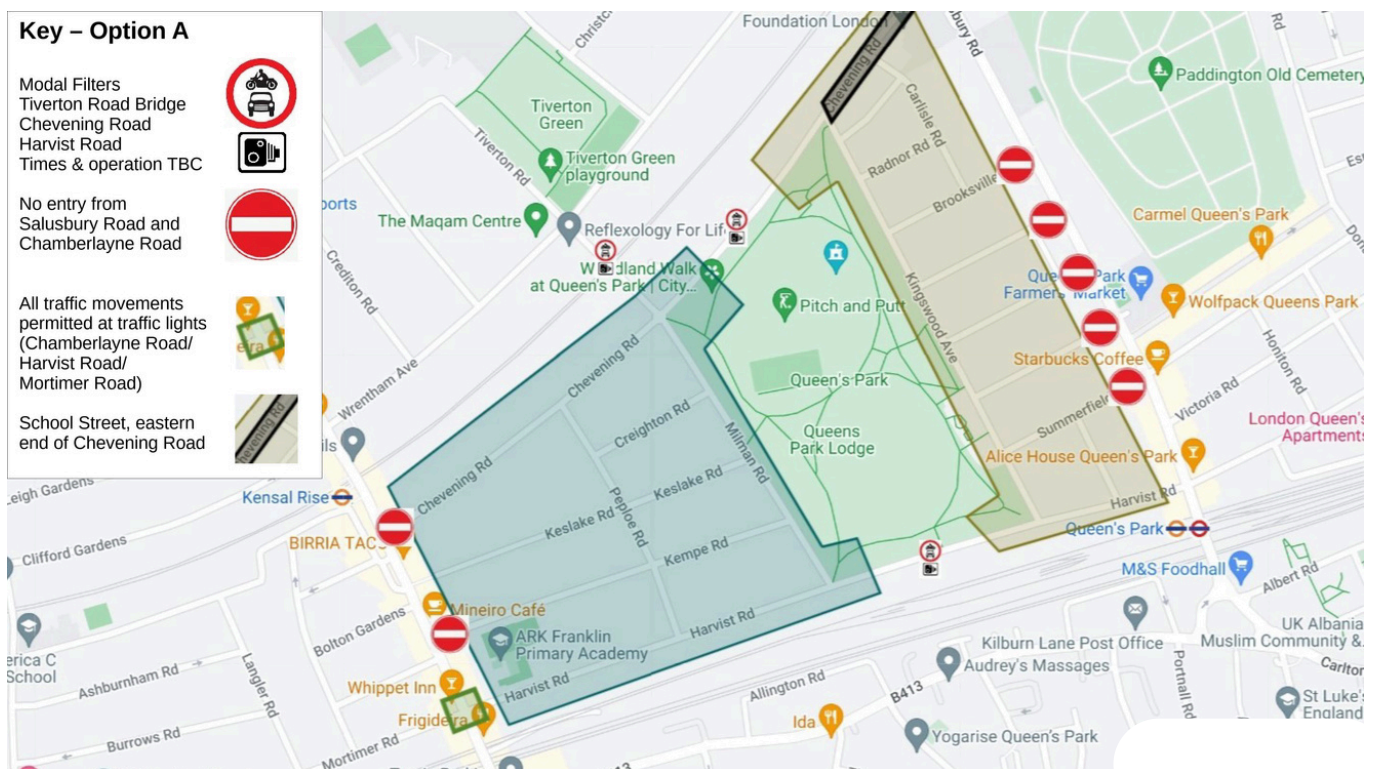


Figure 2: map showing the proposed design concept for option A

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 project area which is an issue at all times of the day.
- Contributes to a quieter project area to encourage walking, wheeling (see glossary) and cycling, especially on Harvist Road which is an important local cycling link.
- Reduces traffic "friction" (see glossary) and side street movements on junctions with Salusbury Road and Chamberlayne Road.
- 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 (see glossary) of drivers leaving the project area via the Harvist Road traffic signals.

Option B

This design included the following design elements:

- 2 x camera-managed modal filters (see glossary) across the project area
- Banned left turn from Chamberlayne Road into Chevening Road (see glossary)
- Mandatory left turns from Harvist Road into Milman Road (see glossary)
- Mandatory left turn into Kingswood Avenue off Harvist Road (see glossary)
- School street (see glossary) on Chevening Road

If this design were to be implemented in its entirety, the current banned turns (see glossary) 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.

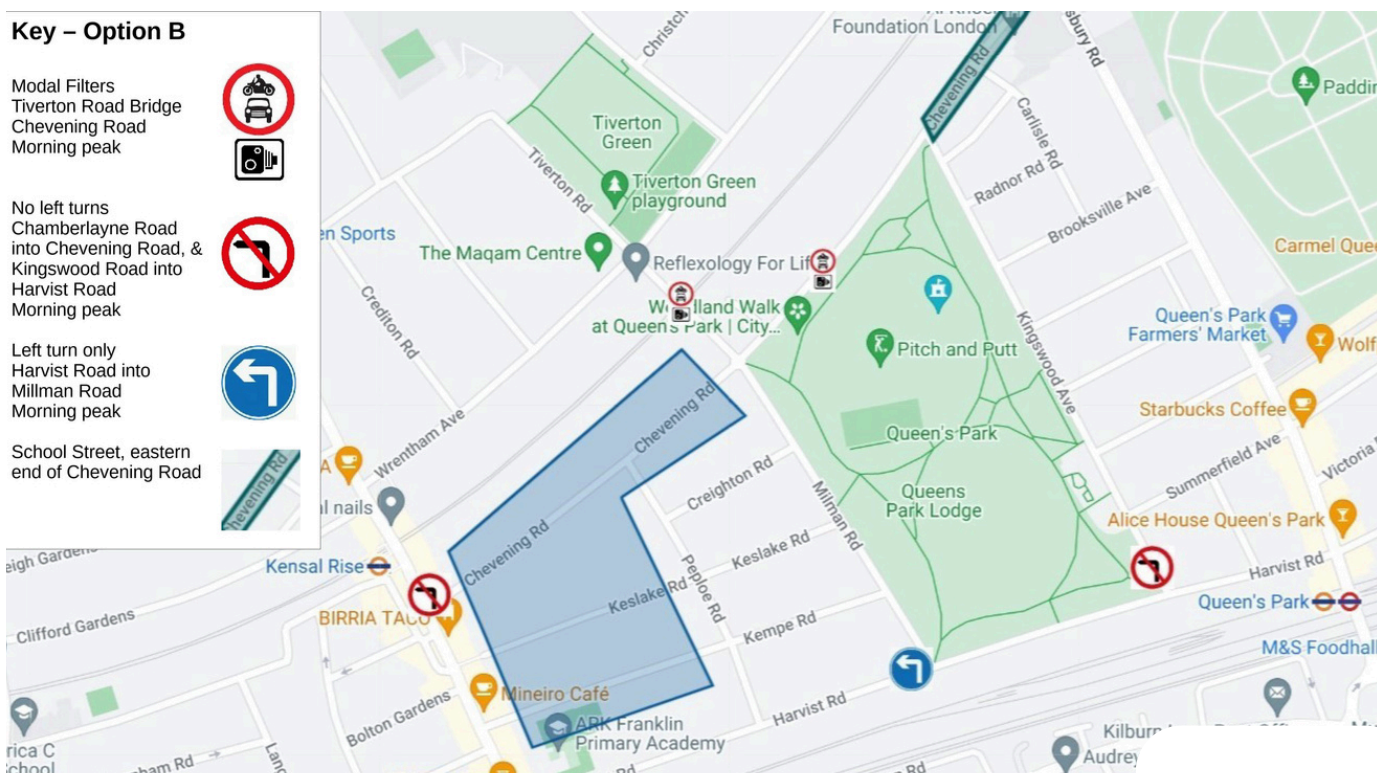


Figure 3: map showing the proposed design elements for option B.

Benefits of this design include:

- Addresses the peak morning traffic accessing the study area from the northwest via Chevening Road at Chamberlayne Road.
- Addresses the west to east traffic through the project area which is an issue at all times of the day.
- Contributes to a quieter project area to encourage walking, wheeling (see glossary) and cycling.
- The option is compatible with the existing banned turn experiments from Kingswood Avenue (subject to future decisions).

Phase Two Engagement Outputs

1,528

survey responses

63

1-1 stakeholder
meetings

258

GDPR-compliant
emails

9

formal
stakeholder group
responses

5

formal stakeholder
group petitions

Results: Survey

1,528

survey responses

1,518

survey responses with valid home postcodes

The survey was hosted on an online platform and was live for 6 weeks. The survey was promoted to residents living within and outside of the area, as well as those passing through the Queen's Park project area. The survey was promoted at both engagement events and at all 1-1 meetings. Additional promotional methods included:

- The installation of street flyers (containing a QR code for online survey completion) on lampposts within the project area.
- 1-1 stakeholder meetings
- Webpage on Brent Council's website
- Letter to residents of the Queen's Park project area

Where respondents submitted more than one response to the survey, only their most recent response was counted, in line with the notice given to respondents via the project webpage and survey introduction. This ensured that all survey respondents were treated equally in the analysis stages.

Journey Origins

The survey asked respondents for their home postcode.

1,518 respondents provided a valid postcode. Figure 4 shows the home postcodes of these 1,518 respondents.

- **28%** of respondents' home postcodes were within the project area
- **72%** of respondents' home postcodes were outside the project area

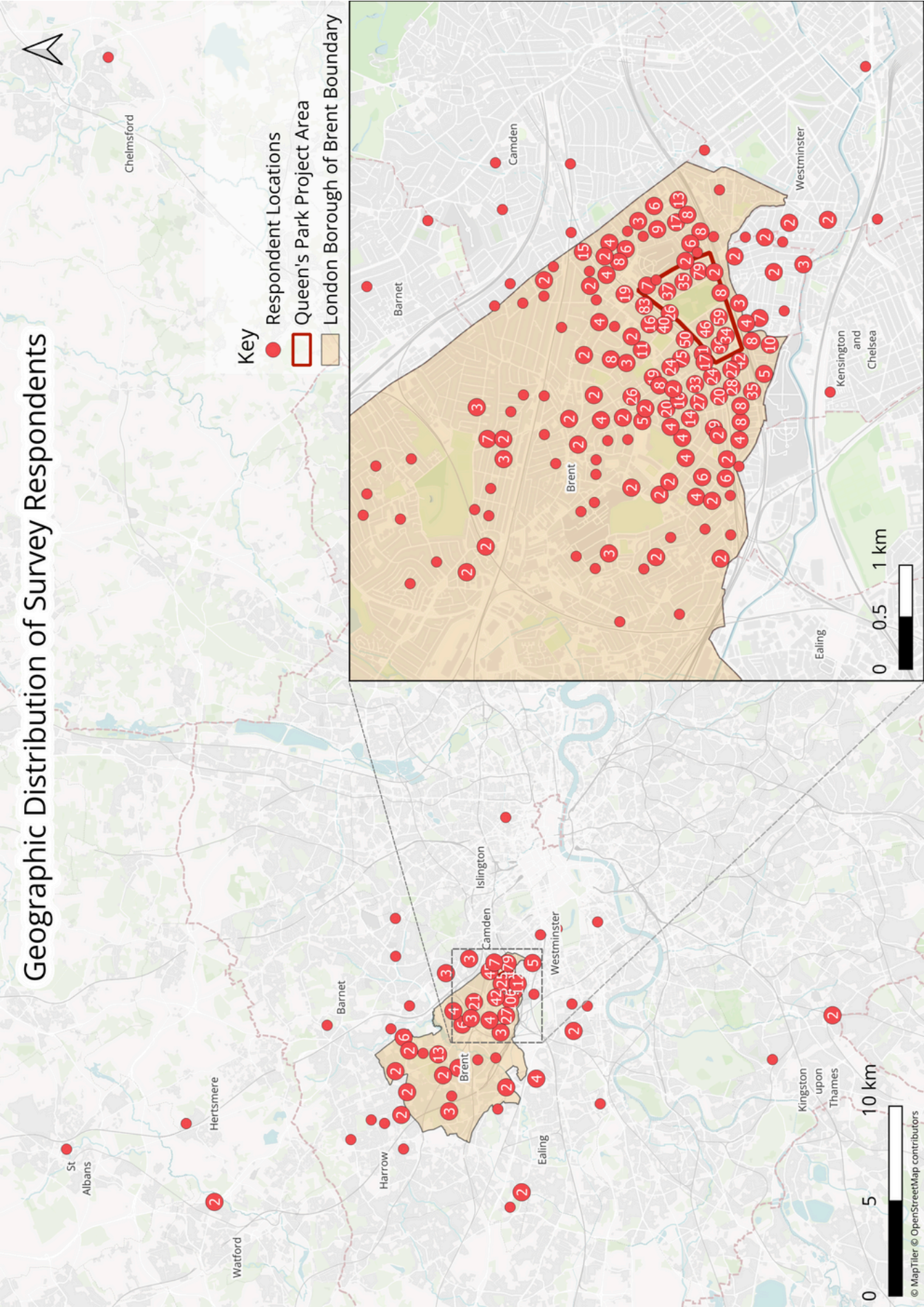


Figure 4: The map shows journey origins of survey respondents in engagement phase two.

Mode of travel used by respondents

The survey asked respondents what mode of transport they typically use to travel within the project area and outside the project area. Using respondents’ home postcodes, we analysed how these mode choices differ between those living within the project area and those living outside the project area.

As presented in figure 5 and 6, walking was the most popular mode for travel within the project area, however, the car was used as the main mode by 27% of respondents. Car was the most popular mode for traveling outside of project area.

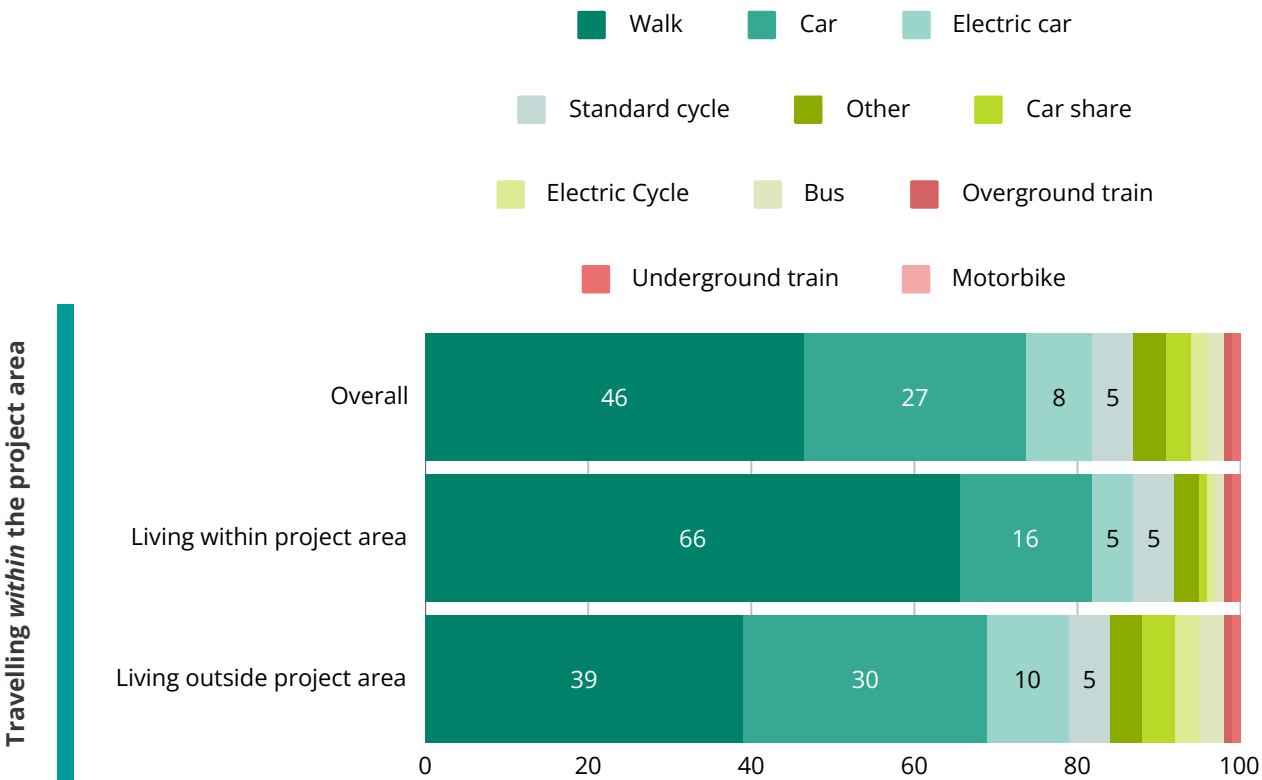


Figure 5: Showing mode used for travelling within the project area by all respondents, respondents living in the project area, and respondents living outside the project area

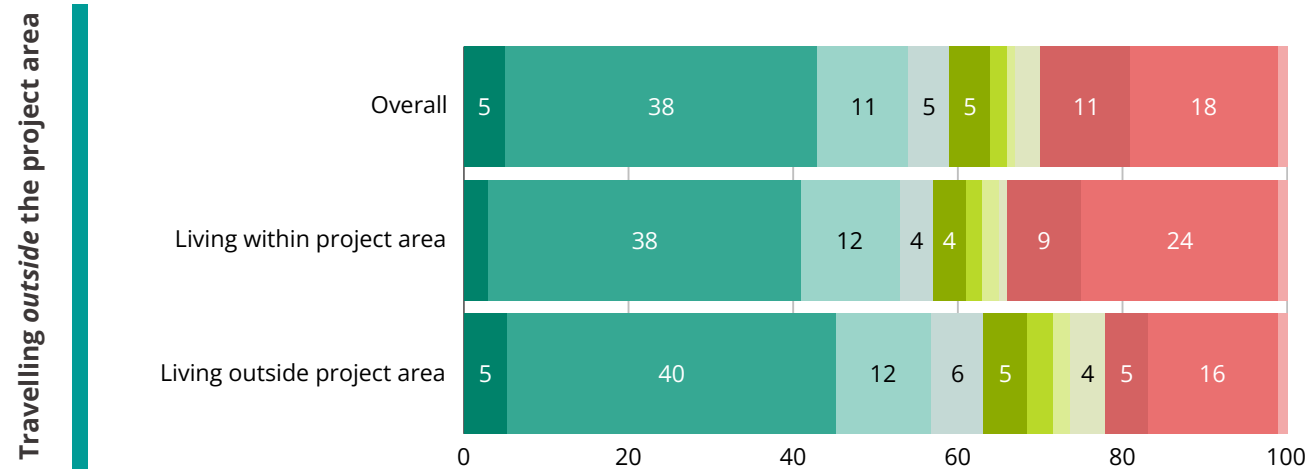


Figure 6: Showing mode used for travelling outside the project area by all respondents, respondents living in the project area, and respondents living outside the project area

Responses to Proposed Designs

The survey asked respondents to indicate their preference for the two proposed designs.

As presented in figure 4 opposite:

- **84%** of respondents selected 'Neither of these options meet my vision for the area'
- **8%** of respondents stated their preference for Option A
- **4%** of respondents stated their preference for Option B
- **4%** of respondents selected 'I am not sure'

This highlights a lack of appetite for an area-wide scheme.

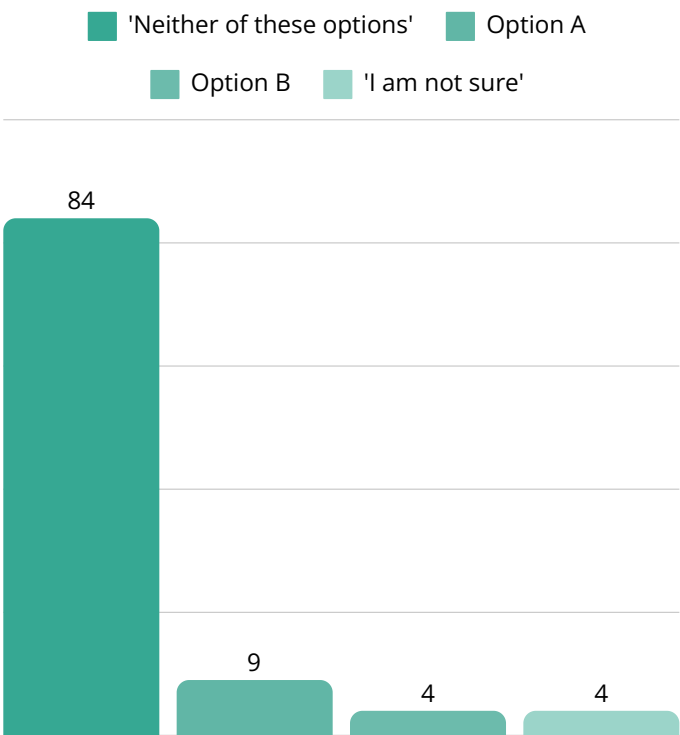


Figure 7: Respondents' responses to the two proposed designs (%)

Home postcodes and levels of support

Using respondents' home postcodes, we compared the responses of those living within the project area with the responses of those living outside the project area. Figure 8 shows that support for Option A was highest amongst those living inside the project area, with support for 'neither of these options' being slightly higher for those living outside the project area.

We also spatially visualised these results in figures 9 and 10. Figure 9 shows that support for Option A and Option B was highest in the eastern end of the project area. Figure 10 shows that those selecting 'neither of these meet my vision' was highest to the west of the project project area.

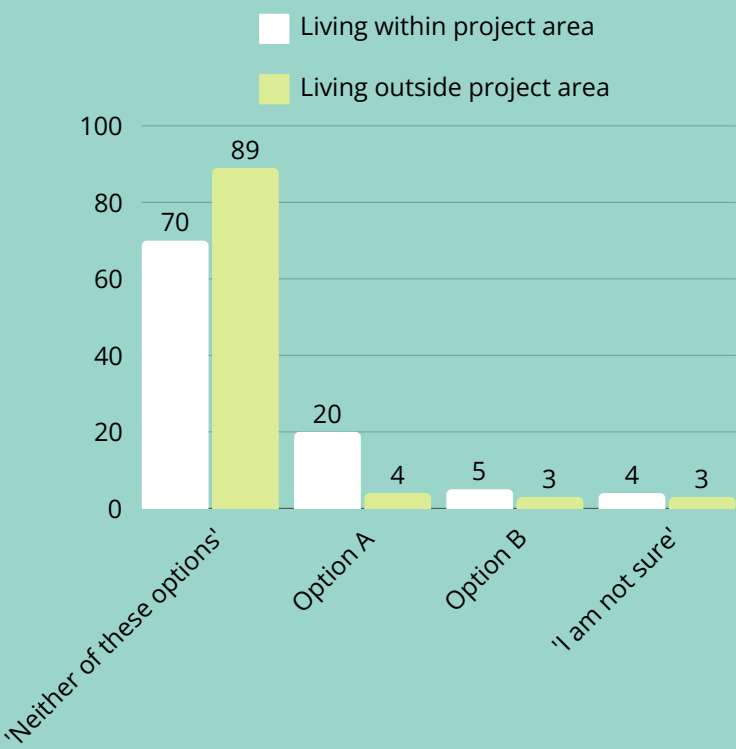


Figure 8: Comparing responses to the two proposed designs between respondents living within and outside the project area(%)



Figure 9: The map shows journey origins of survey respondents in engagement phase two.

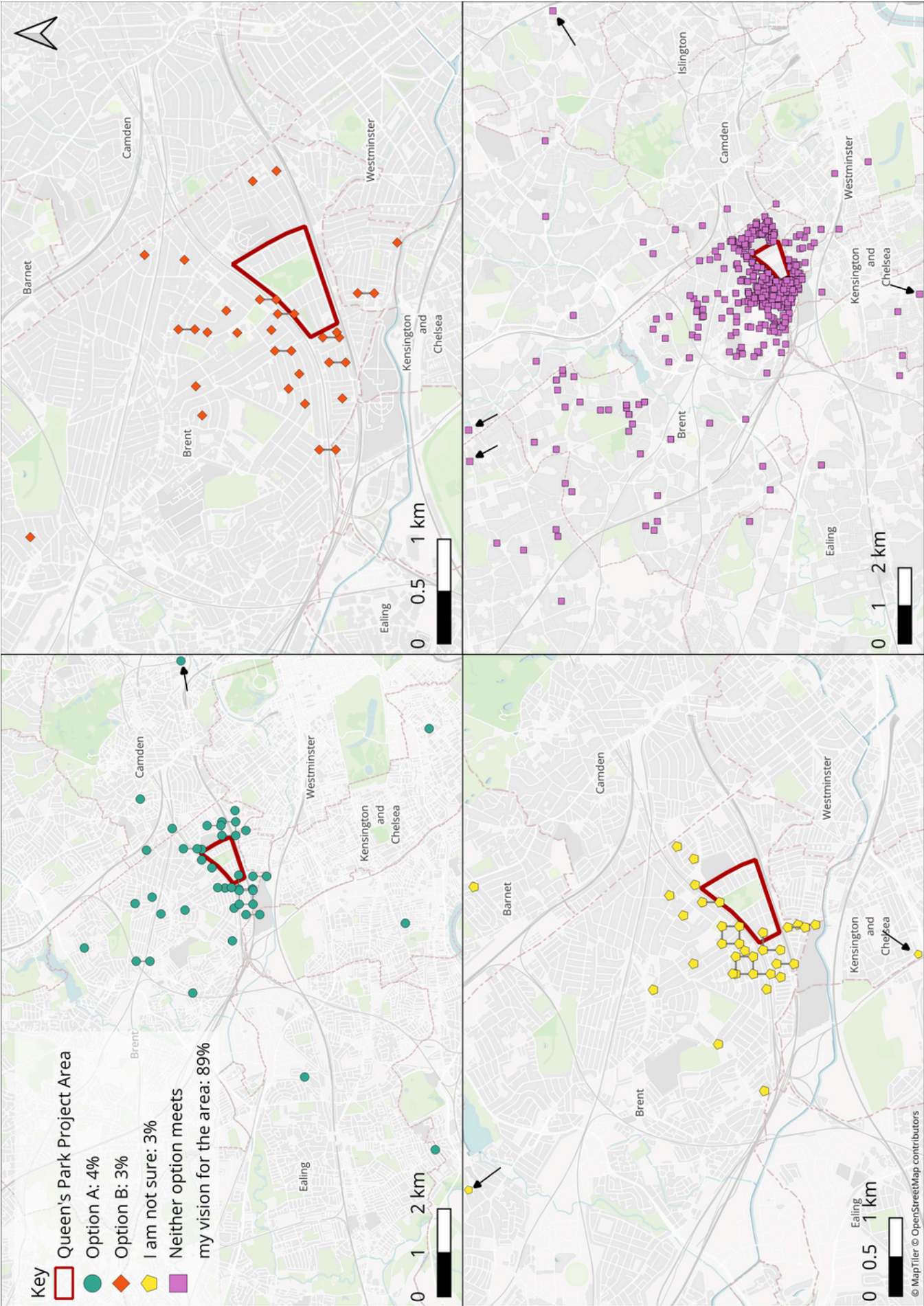


Figure 10: The map shows journey origins of survey respondents in engagement phase two.

Different modes of travel and level of support

We compared respondents' responses to the proposed concept designs according to their stated modes of travel within and outside the project area.

Respondents by the mode they use to travel *inside* the project area:

- Opposition to both proposed designs is proportionally highest amongst those who use motorbikes and cars
- Option A is proportionally most popular amongst those who walk or cycle
- Option B is proportionally most popular amongst those who take the bus

Respondents by the mode they use to travel *outside* the project area:

- Opposition to both proposed options is proportionally highest amongst those who use motorbikes, cars, or an 'Other' mode
- Option A is proportionally most popular amongst those who cycle
- Option B is proportionally most popular amongst those who cycle or take an Overground train

Reasons behind:

‘Neither of these options meet my vision for the area’

The survey used a multiple choice question to ask those respondents who stated that ‘Neither of these options meet my vision for the area’ to indicate the reasons behind their view. The most popular reasons were:

- ‘I do not see a need for an measures in the area’.
- ‘Other’

A smaller number of individuals selected the following reasons:

- ‘I do not understand the options and would like some more information’.
- ‘I would like to see stronger measures than the ones proposed’

This question highlighted a difference in reasoning between the two phase of engagement. For example, in phase one of engagement, support for traffic calming interventions in the area was high. Air quality, rat running (see glossary) and traffic issues within the area were also acknowledged. However, in phase two of engagement, the majority of individuals selected ‘I do not see a need for measures in the area’.

Difference in reasoning between those living in the project area and those living outside

Figure 11 compares the reasons for opposition given by those living within the project area and those living outside the project area. Respondents selecting ‘I do not see a need for measures in the area’ was slightly higher for those living outside the project area.

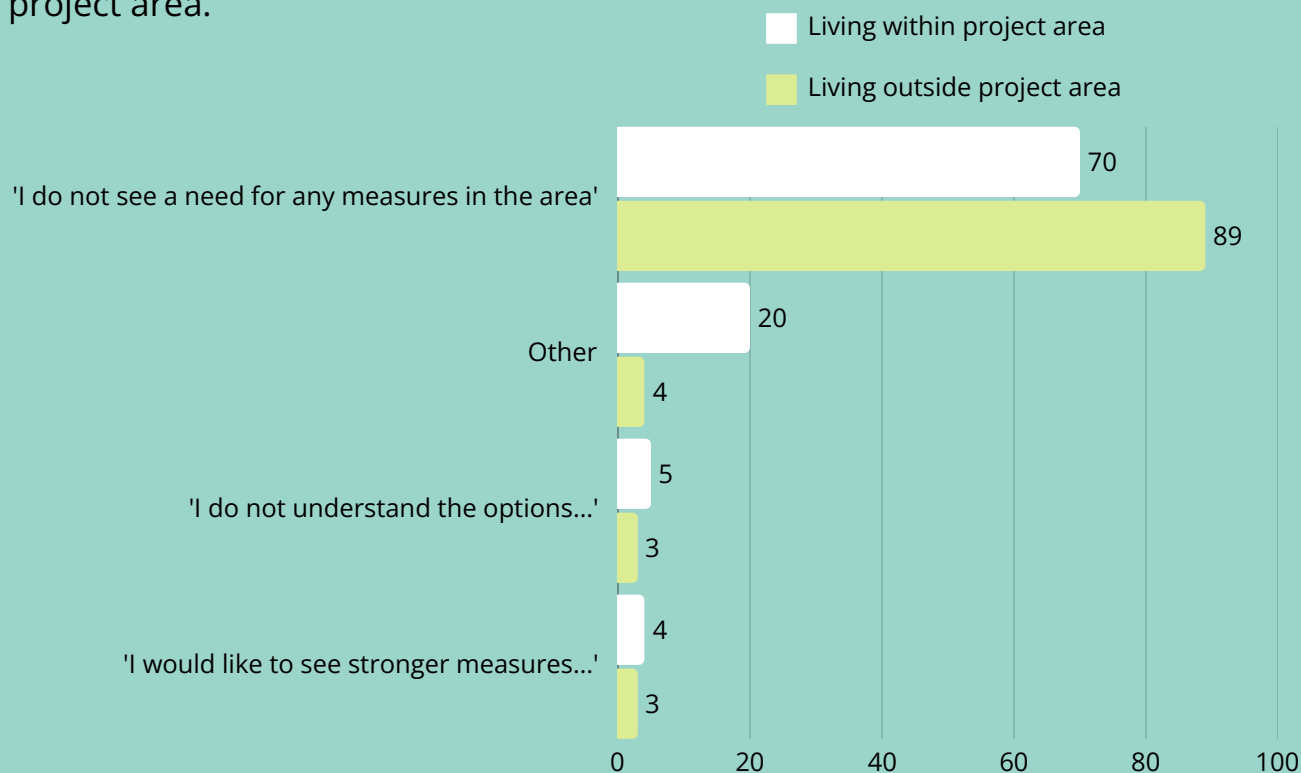


Figure 11: Comparing reasoning for opposition between respondents living within and outside the project area (%)

Of those that selected 'other' as their reason for 'Neither of these options meet my vision for the area', 96% of these respondents submitted a free-text comment to explain this answer.

We analysed the 10 most recurring topics of these free text responses. The results of which are presented below:

10 key topics

A desire for more data and impact assessments.

Concern that the proposed designs are complicated.

Concern that the proposed options would "create a problem rather than solve one".

Concern that the proposed options would increase congestion on Salusbury Road.

Concern that the options would displace traffic to surrounding areas.

Concern that the options would create division between residents and those nearby.

Concern that the options would increase congestion on Chamberlayne Road.

Concern that the options would restrict driving and increase car journey times.

Concern that the options would increase air pollution for children at local schools.

Concern that the options would increase congestion on Wrentham Avenue.

Reasons behind:**Option A**

The survey used a multiple choice question to ask those respondents who stated their preference for proposed Option A to indicate the reasons behind their view. Of the respondents reasons selected 'Option A', the most popular reasons were:

- 'Option A will reduce through-traffic in the project area at all times of day'
- 'Option A will make me feel safer walking or cycling in the project area'

A smaller number of individuals selected the following reasons:

- 'Option A will have more impact in improving air quality within the project area'
- 'Option A will have more impact on making the residential streets quieter in the project area'
- 'Option A will have more impact on reducing rat running (see glossary) in the project area'

One respondent that selected Option A as their preference also submitted a free text option for either 'I like a specific design element in Option A...(click to add comment)' or 'I like Option A but I would improve it by...(click to add comment)'. They said:

- "Option A would be best, and I strongly support time limited restrictions".

'Other' comments:

11 respondents that selected Option A chose to write an 'Other' reason for their choice. A summary of comments is seen below.

- It will reduce individuals reliance on cars when they could cycle, walk or get the bus
- It is more likely to prevent the dangerous actions of frustrated drivers
- It addresses time-limited traffic and rat running in the mornings. Strong support for time limited restrictions.
- Support for 24/7 restrictions.
- Support for current banned turns (see glossary) from Kingswood Avenue.

Reasons behind: *Option B*

The survey used a multiple choice question to ask those respondents who stated their preference for proposed Option B to indicate the reasons behind their view. Of the respondents reasons selected 'Option B', the most popular reasons was:

- 'Option B addresses the peak morning traffic accessing the study area from the north west via Chevening Road at Chamberlayne Road'

A smaller number of individuals selected the following reasons:

- 'Other'
- 'Option B covers a smaller area than option A, reducing the level of restrictions on car use'
- 'I like Option B but i would improve it by... (click to add comment)'
- 'Option B will have some impact on making residential streets quieter'

Respondents of those that preferred Option B selected free text options for either 'I like a specific design element in Option B...(click to add comment)' or 'I like Option B but I would improve it by...(click to add comment)'. They said:

- The addition of further features would be needed alongside option B: clear signage, additional turn restriction from Dudley Road to Harvist Road, retainment of banned turns (see glossary) from Kingswood Avenue alongside this design, resident access for modal filters (see glossary) and morning and afternoon timed restrictions, pre and post scheme monitoring.
- Preferred due to:
- Areas for improvement: additional traffic flow pressures on Milman Road, displacement of traffic onto Chamberlayne Road (socio-economic equity issue).

Respondents that preferred Option B chose to write an 'Other' reason for their choice. A summary of comments is seen below.

- Will reduce traffic flowing from the west which is a key cause of congestion
- Option B seems more suitable/practical than Option B
- Will allow banned turns from Kingswood Avenue to continue

Results: 1-1 Stakeholder Meetings

63

1-1 stakeholder meetings

Stakeholder meetings were delivered in-person and online across a 4-week period. These meetings were a chance for individuals to ask questions about the project or the designs, and give in-depth feedback about the design elements. During each meeting, individuals feedback was transcribed into an Excel spreadsheet. This dataset was then analysed.

Responses to Proposed Designs

We asked individuals to state which of the two proposed designs they preferred or to state their opposition to both designs. The majority of individuals said:

- They wanted neither Option A nor Option B
- Did not state their preference

A smaller number of individuals:

- Preferred Option A
- Preferred Option B

Option A

We asked all individuals in the 1-1 meetings to comment on Option A, regardless of their stated preference.

The following strengths of this proposed design were mentioned:

Strengths

- Tiverton Road Filter
- School street (see glossary)
- Has the restrictions coming in from Salusbury
- Traffic reduction
- Mode shift (see glossary) as a result of infrastructure changes
- Increased road safety for children
- Banned turns (see glossary)
- Takes into account that the west of the area has Kempe Road school streets

The following weaknesses of this proposed design were raised:

Weaknesses

- Issues with Brent commission - project area, addressing the wrong traffic issue
- Proposal for morning and afternoon timed restrictions
- The no entry signs from Salusbury Road
- Displacement to Chamberlayne Road, Salusbury Road, Harvist Road, Wrentham Avenue, Cavendish Lane, Wilston Lane, and the wider area, in turn increasing congestion and idling on these roads.
- Doesn't address the traffic light issue at the Harvist road junction with Salusbury road
- Not enough information and not accurate

The following improvements to this proposed design were recommended:

Improvements

- Resident exemptions (see glossary)
- School street to operate at all times including evening and weekend (to include the Al-Khoei foundation)
- More restrictions
- Tradespeople exemptions
- Implement clean corridors for the children on roads that would have no access restrictions on option A
- Montrose school street
- Restrictions to allow for park and stride around the park.

Option B

We asked all individuals in the 1-1 meetings to comment on Option B, regardless of their stated preference.

The following strengths of this proposed design were mentioned:

Strengths

- Cameras preferred to planters so emergency vehicles can get through
- Light touch, not too much control.
- Traffic reduction
- 'It is the better of the two options'
- 'I prefer option B'
- School street (see glossary)
- Mandatory left turn from Harvist Rd to Kingswood Road.
- Tiverton Bridge filter.

The following as weaknesses of this proposed design were mentioned:

Weaknesses

- Lack of school support for the school street
- Concerns about displacement of school traffic onto the other roads (for example Milman Road, Harvist Road)
- Schemes are geared towards the west of the borough which has lower traffic levels
- Issues with signage on Summerfield road as it is a historical site. Option A allows for signage on Salusbury Road.
- The scheme should not be in addition to the existing banned turns
- Concerns about the need to stop u-turning on Milman Road and stop people turning left into Peploe Road from Milman Road.
- 'Option B is punitive'
- 'Queen's Park Resident Association (QPARA) are not representative'

The following improvements to this proposed design were mentioned:

Improvements

- Tradespeople exemptions
- Resident exemptions (see glossary)
- 'Harvist Road will be gravely impacted by the traffic'
- Retainment of current banned turns (see glossary)

Key design elements

We analysed feedback from 1-1 meetings for mention of specific design elements of the two proposed designs.

School Street (see glossary)

(21 mentions)

9 of comments were positive and focused on associated benefits of Kempe Road and Oakehampton school street. Specifically, calls for additional restrictions for Al-khoei foundation in the school street restrictions were mentioned.

11 of comments were negative. These comments mainly focused on operational issues with the Kempe Road and Oakehampton Road. For example, issues with applying for exemptions and worsening air quality caused by displacement.

1 response was neutral, with uncertainty about the definition of the school street, and therefore its benefits and the local need for implementation.

Modal filters (see glossary)

(4 mentions)

A summary of comments are listed below:

- Concerns about the operation, particularly at the proposed Tiverton Bridge location.
- Concerns about increases in traffic and congestion.
- Preference for resident exemptions (see glossary).
- Issues with processing resident exemptions for schemes currently in place.

Emails

258

GDPR-compliant (see glossary) emails received

258 GDPR-compliant emails were sent to us. A number of these were similar, boilerplate-style emails submitted by several individuals. We analysed the 10 key topics and sentiment of all 258 emails, the results of which are presented below:

10 key topics

Concern that the options would increase congestion and air pollution on Chamberlayne Road.

A desire for Brent Council to assess the options' impact on surrounding areas.

Concern that the options would increase congestion at peak hours.

Support for the Healthy Neighbourhood programme's benefits for childrens' health.

A desire for more exemptions for residents.

Support for existing banned turns (see glossary) and a school street (see glossary) on Montrose Avenue.

Concern that the options would increase congestion and accidents on Wrentham Avenue.

Concern that the options would negatively impact Kensal Rise and Kensal Green.

A desire for more data and impact assessments.

Concern that the options would displace congestion and air pollution.

Sentiment

On a scale from -1 (entirely negative) to 1 (entirely positive), with 0 being neutral, the mean sentiment score for the emails was -0.1. This score demonstrates that, overall, the free-text comments given by respondents in opposition to both proposed designs were slightly negative in sentiment.

- 78% of emails scored negatively
- 22% of emails scored positively

Key design elements

We also analysed emails for mention of specific design elements of the two proposed designs.

School Street (see glossary) (35 mentions)

24 of comments were positive. Specifically, support for the addition of restrictions for Al-khoei Foundation as part of the school street restrictions was highlighted along with support for school streets on Winchester Avenue and Montrose Avenue.

6 of the comments were negative. These comments mainly focused on operational issues with the Kempe Road and Oakehampton Road. For example, issues with applying for exemptions and worsening air quality caused by displacement.

5 of the comments had a neutral sentiment, with individuals highlighting uncertainty about the definition of a school street, and therefore their benefits and the local need for implementation.

Formal Stakeholder Group Responses

9

formal stakeholder group responses received

9 formal responses were sent to us by stakeholder groups. These responses were not part of the engagement or analysis scope of this project. We have summarised these responses in the table below (ordered alphabetically). In general, all groups opposed both option A and option B. Groups commented their level of support for a range of design features within the two proposed concept designs, and called for additional interventions.

Stakeholder	Summary of response
Ayelstone Park Residents and Tenants Association (APARATA)	<p>Object to Option A and Option B, with data deficiencies offering insufficient opportunity for informed decision-making. APARATA state measures that block or impede traffic flow being in breach of the Road Traffic Regulation Act 1984 and the Traffic Management Act 2004 (to ensure the efficient, safe, and convenient movement of traffic).</p> <p>Concerns</p> <p>Concerns regarding the project include its narrow scope, lack of updates on the Living Streets project before the 2024 delivery, and discrepancies in the data collected, including issues with accuracy and clarity. Additionally, the inadequate monitoring and analysis of the current banned turns (see glossary) from Kingswood.</p> <p>Lack of in-depth engagement with local residents, especially Disabled people, and issues with the engagement format and validity issues with the Hackney Low Traffic Neighbourhood case study.</p> <p>Technical issues with designs, including no-entry measures for Chevening and the proposed modal filters (see glossary) on Chevening and Harvist Roads encouraging U-turns and potential congestion at the Chamberlayne/Harvist/Mortimer junction, due to the narrowness of the road.</p> <p>Recommendations</p> <ul style="list-style-type: none">• Improvements made to the Salusbury-Harvist junction signals, such as adding a right-turn green arrow to enhance traffic flow.• Origin and destination data should be collected to better understand traffic patterns in the area.• Any related projects, like the KCIS, should be completed before implementing further schemes.• Thorough impact assessments for Options A and B are necessary to ensure that the changes are well-informed and do not negatively affect the community's needs and traffic efficiency.

Stakeholder	Summary of response
Brondesbury Residents and Tenants Association (BRAT)	<p>Support for KVRA, APRATA, KRRRA formal responses, and the statement made by Alastair Balfour at the Brent Cabinet Meeting on Dec 9 2024.</p> <p>Recommend pausing the current QPHN proposals and implementing an ATC measurement scheme of similar density and design features to the final data collection exercise that took place in our area. Armed with appropriate analysis of such data, rational interventions and the case for them will become apparent.</p> <p>Concerns Deficiencies in local context and data, and sources (healthy streets scoring, collision data) and lack of traffic modelling and theory of change for the impact of Option A or Option B. Lack of explanations of the reasoning behind Option A and Option B.</p> <p>Recommendations</p> <ul style="list-style-type: none"> Traffic volume – traffic volume variation in terms of times, day of the week, traffic direction and nature (local commercial and residential traffic).
Islamia Girls Schools, Yusuf Islam Foundation Schools	<p>Object to both Option a and Option B, believing that neither option will deliver the stated aim of the project.</p> <p>Concerns Insufficient data to support the efficacy of either scheme (expectations for modal shift [see glossary], air quality improvement), and lack of transport modelling and projections, with the proposed changes significantly increasing traffic volume and air pollution outside the schools. Impacts which has been found along Brondesbury Park and Salusbury Road following the implementation in 2023 banned turns (banned turns) from Kingswood Avenue into all side roads. With Salubury Road already having the highest traffic flow, poorest air quality, and lowest healthy streets score, this will increase and will affect vulnerable communities (school children).</p> <p>Recommendations</p> <ul style="list-style-type: none"> Alternative provisions to support modal shift (see glossary), e.g. the introduction of cycle lanes, improvements to public transport provisions, or the introduction of green spaces and greenery to help tackle air pollution. Longer engagement period for future projects.
Kensal Rise Residents Association (KRRRA)	<p>RRA strongly opposes the Queen's Park Healthy Neighbourhood Scheme (QPHNS), believing that option A and option B would create a two-tiered ward that disproportionately affects Kensal Rise residents and disproportionately affecting lower-income and minority communities in Kensal Rise, while benefiting the wealthier Queens Park area. KRRRA suggest that the options will increase traffic, air pollution, and safety risks, particularly on Chamberlayne Road, which already suffers from high traffic volumes, frequent collisions, and dangerous air quality levels.</p> <p>Concerns KRRRA criticises the Council for prioritising areas with fewer issues while neglecting critical problems in Kensal Rise and calls for a comprehensive, evidence-based approach. The Experimental Traffic Orders (ETOs) implemented in Queen's Park have already caused significant traffic displacement to Chamberlayne Road, exacerbating existing problems without prior monitoring or impact assessments. The KRRRA urges the Council to let the ETOs expire and reconsider the QP HN scheme with a more thorough study of traffic patterns across the entire ward.</p> <p>KRRRA has concerns that Option A and Option B disproportionately affecting lower-income and minority communities in Kensal Rise, while benefiting the wealthier Queens Park area.</p>

Stakeholder	Summary of response
	<p>Recommendations</p> <ul style="list-style-type: none"> The Council reconsider the QPHNS, develop mitigation measures for Chamberlayne Road, conduct a comprehensive traffic study, and ensure that transportation benefits and burdens are equitably distributed across the ward. A holistic approach to traffic management that addresses the root causes of congestion and pollution in a fair and evidence-based manner. <p>Signatures: 1,400, with local polling showing 93% opposition.</p>
<p>Kilburn Triangle Resident Association</p>	<p>KTRA strongly object to both option A and options B.</p> <p>They would like to work with all the other RA's and Brent Council to work out a suitable outcome for the area.</p>
<p>Kilburn Village Residents Association (KVRA)</p>	<p>KVRA object to both Option A and Option B, suggesting that the proposed plans would be divisive, favouring only certain residents and negatively impacting neighbouring areas.</p> <p>Concerns</p> <p>KVRA highlights flaws in the engagement process, including engagement event format and insufficient communication with residents outside the defined project area. MPST's technical expertise and failures in providing explanations of the benefit of Option A and Option B, impact assessments and project details such as exemptions and timings. Lack of analysis of current ETO's on Kingswood Avenue.</p> <p>Recommendations</p> <ul style="list-style-type: none"> Consider traffic volumes and the impact on surrounding roads, which have not been adequately studied. Removal of parking bays and/or restrict hours on Salusbury Road and the review traffic social or religious events in Eastern Chevening Road. The input of traffic management experts to review potential one-ways on the four narrow lower Avenues. Implementation of cycle hangars (and e-bike stations) to encourage cycling. <p>The residents call for a more comprehensive approach that includes traffic flow analysis and better community consultation across a broader area</p>
<p>Queen's Park Residents Association (QPARA)</p>	<p>The Queen's Park Area Residents' Association (QPARA) reject both Option A and Option B in favour of a comprehensive, data-driven traffic management plan that addresses the broader congestion problem.</p> <p>Concerns</p> <p>Key issues identified include the project area, poor community engagement, insufficient data analysis, flawed proposals, MPST expertise, and lack of analysis of the impact of the experimental traffic orders (ETOs).</p> <p>The Queen's Park Area Residents' Association (QPARA) reject both Option A and Option B in favour of a comprehensive, data-driven traffic management plan that addresses the broader congestion problem.</p>

Stakeholder	Summary of response
	<p>Recommendations</p> <ul style="list-style-type: none"> • Better data on traffic flows, pollution, origin and destination data and school-run traffic • The implementation of solutions like adjusting traffic light phasing at Salusbury Road/Harvist Road, adding a weight limit for heavy vehicles on Salusbury Road, the closure of pay and display bays at peak times on Salusbury Road, Harvist Road and Windermere Avenue, reduction in business parking permits at peak times. • A holistic approach, considering the wider area beyond the current study zone to avoid shifting congestion. • The implementation of a school street (see glossary) on Chevening Road to reduce congestion caused by school runs, with this extended to create a "Place of Worship Street", particularly to accommodate larger crowds during events at the local Islamic Centre. • The streets covered by the existing ETOs will retain the same or similar protection as they do now until a wider scheme is put in place. (N.B. the restricted hours of 7-10am could be somewhat shorter without detriment). • More transparent, inclusive consultation with local residents and businesses to ensure that the final plan reflects the community's needs. <p>Signatures: 62 in favour and 23 against, with 15 full members abstaining or not voting</p>
Salusbury Primary School	<p>Object to both Option A and Option B, with concerns about the potential impacts on our school community, particularly regarding traffic congestion, air quality, and pupil safety.</p> <p>Concerns</p> <p>Data discrepancies, lack of impact assessment and lack of traffic modelling Concerns that, under option A and option B, Lonsdale Road will become a rat run as well as exasperating the traffic flow and air quality problems on Salusbury Road (disproportionately impacting vulnerable groups, such as school children).</p> <p>Recommendations</p> <ul style="list-style-type: none"> • Pre and post-monitoring for air quality and congestion to ensure transparency and assess long-term impacts. • Further engagement with schools. • Significant improvement to the area's public transport infrastructure, frequency – until these issues are addressed, modal shift (see glossary) seems unlikely.

Formal Stakeholder Group Petitions

5

formal stakeholder group petitions

5 formal petitions were created by stakeholder groups. As with the formal stakeholder group responses we received, these petitions were not part of the engagement or analysis scope of this project. We have summarised their content and respective signatory numbers in the table below.

Address (main petitioner)	Summary of petition
Clifford Gardens NW10 (87 signatures)	Residents of Clifford Gardens, NW10 have created a petition (i) to object strongly to the "Queens Park Healthy Neighbourhood" initiative (ii) to request traffic calming/reduction measures for Clifford Gardens itself.
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.
Chevening Road NW10 (102 signatories - paper petition; over 1323 signatories - online petition)	We the undersigned petition the council to register strong opposition from the residents and communities of Queen's Park, Kensal Rise, Brondesbury Park, and surrounding areas, to Brent Council's hyper-local traffic scheme proposals in a limited area of Queen's Park. We call on Brent Council to withdraw the latest proposals under the Queen's Park Healthy Neighbourhood scheme and defer any formal Consultation until a plan is presented with clear benefits that prioritise the health, safety, equality, prosperity, and quality of life for the entire neighbourhood (in and around the designated 'project zone') based on strong community support, evidence-based planning, transparent decision-making, and value for money.
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.
Harvist Rd NW10 (44 signatories)	Formal opposition to your proposed plans 'to reduce rush hour traffic and congestion and promote sustainable journeys within the project area' (Note 1) measures around the Queen's Park area referred to as 'Queen's Park Healthy Neighbourhood'.

Engagement Phase Two: Summary

Key Themes

A summary of key themes from engagement phase two can be found below.

Strong opposition to both Option A and Option B.

The most popular reasoning for opposition to both designs was 'I do not see a need for the interventions'. This was different to phase one where respondents acknowledged congestion, air quality and rat running (see glossary) issues in the project area.

The majority of respondents in phase two were from outside the project area (72%).

There were conflicting visions for the area across all residents, businesses, school communities and community groups inside and outside the area. The majority of these were not aligned with Council's Long Term Transport Strategy.

There was a correlation between the level of support for either option, home postcode (inside/outside the project area) and by mode used.

There was a level of mistrust amongst some stakeholders as to the purpose of the pre-consultation engagement where the Council were seeking local views on infrastructure design elements without the pressure of progressing a proposed plan to formal consultation.

A number of discrete, localised issues were identified: parking management issues within the study area, safety issues within the project area and outside of the project area, traffic management issues outside of the project area.

There was some level of support for design features within the concept designs e.g the school street (see glossary) on Chevening Road, retention of the current banned turns (see glossary) from Kingswood Avenue.

There was some level of community support for additional interventions that were not included in the designs e.g. review of parking on Salusbury Road and Harvist Road, review of the traffic lights at Harvist Road with Salusbury Road junction.

There was some level of support for additional behaviour change interventions to help to encourage alternative sustainable modes of travel.

Recommendations

Engineering Recommendations

The project aimed to explore the feasibility (including level of community support) for an area-wide scheme to reduce the volume of motor vehicles travelling through the area and mitigate the negative effects of 'through traffic'. Little community support was shown for a project area-wide intervention. There was also no widely held vision for the project area. However, several discrete, localised issues were identified. These broadly fall within five themes:

- *Localised parking management issues within the project area*
- *Safety issues within the project area*
- *Safety issues outside of the project area*
- *Traffic management issues outside of the project area*
- *Traffic congestion issues within the project area*

Additional comments were also raised about the banned turns from Kingswood Avenue that are currently in place.

In line with the project brief, project key findings, and projects currently being delivered in the current project area, we have outlined our recommendations for further investigation by Brent Council.

This section of the report highlights a summary of the recommendations. The map on page 43 shows the location of the engineering recommendations.

Localised Parking Management Review (see glossary)

Salisbury Road

A parking management review to look at 'friction' (see glossary) to motor traffic flow due to on-street parking and loading bays, and its impact on two-way traffic, especially with buses and larger vehicles.

- Seeking to remove some on-street provision during peak times. This could potentially be arranged tidally (see glossary), providing additional controls on the eastern side to favour the southbound flow in the morning peak and on the western side to favour the northbound flow in the evening peak.
- Changes to this tidal system might require changes to the times of operation for the restriction times and the use of parking and loading bays with prohibition of waiting and loading at the chosen peak times. It should be noted that some of the bays along Salisbury Road are protected by build-outs (see glossary). These should be taken into account with any review.
- Any change to the existing restrictions will be subject to public and formal consultation.

Harvist Road (eastern end)

A parking and loading management review approaching the signalised junction with Salisbury Road to provide longer two-lane entry.

- There is the potential for further parking controls to enable the increase in the two-lane east-bound approach to Salisbury Road which would require a proportionately clear westbound lane from the junction.
- The carriageway of Harvist Road is wide enough for three traffic lanes. This could be achieved by the removal of existing parking on the southern side of Harvist Road towards Dudley Road or by using the same approach as set out for the tidal system recommended on Salisbury Road which permits the use of the bays outside of peak times.
- The junction of Harvist Road/ Salisbury Road/ Brondesbury Road is currently being independently reviewed by the Council to identify improvements to its operation that will improve safety and accessibility for pedestrians and cyclists, and traffic flows. A summary report is expected in the Spring of 2025 and any works taken forward will be subject to securing funding.

Safety Issues within the project area

A range of safety issues were raised within the study area:

1. School-related traffic at the north-east end of Chevening Road.
2. Supporting the Al-Zahra and Al-Sadiq schools with a controlled crossing of Salusbury Road.
3. The volume of HGV traffic using Salusbury Road.
4. Injury collisions on Chamberlayne Road.

Engineering solutions that could be investigated to address the four localised safety issues are shown below:

1. School Street on Chevening Road

The school street (see glossary) was proposed in both option A and option B to mitigate the school-related traffic issue on Chevening Road (between Salusbury Road and Kingswood Avenue). In general, there was support for this intervention. We recommend Brent Council take this aspect forward, for morning and afternoon operation, given the extensive experience of school street deployment in the borough. Pre-implementation and post-implementation monitoring should be undertaken. Some individuals called for the extension of the school street operating hours to include weekends, evenings, and other major events. If this approach were to be taken forward, we recommend the Council work closely with the local community to explore variations in operation as this would be a departure from the generally established use-case for a school street treatment.

2. Controlled Crossing

During engagement, the schools at the north end of Salusbury Road expressed support for effecting change but highlighted that additional support is needed to enable modal shift (see glossary) to active travel. Winchester Avenue and Chevening Road is currently served by an uncontrolled pedestrian refuge (see glossary). Although being located on walking desire lines (see glossary), this does not meet Department for Transport recommended accessibility standards. A zebra crossing is located 80m to the South, away from a clear desire lines (see glossary) and unlikely to be used by people moving between Winchester Avenue/Chevening Road. We recommend a controlled crossing which could be designed to include cycle traffic to improve local permeability.

3. A 7.5-tonne weight restriction, Salusbury Road

HGV traffic on Salusbury Road is around 7% to 9%, with variation depending on measurement location. Some of this traffic is linked to local deliveries, though no data indicates the exact split between local and through traffic. Concerns were raised about HGVs causing congestion when navigating around parked vehicles. A 7.5-tonne weight restriction could be extended to Salusbury Road. However, the impact on nearby streets must be considered. Exemptions for local deliveries would be necessary, and enforcement could be resource-intensive.

4. Kensal Corridor project, Chamberlayne Road

Concerns about collisions resulting in injury on Chamberlayne Road were noted during phase one of engagement, with clusters around certain junctions. Safety is a key focus of the Kensal Corridor project and the impacts should be reviewed after the full completion of the project.

There was no appetite for an area-wide scheme, but the council may wish to consider other measures within the area to improve safety and accessibility for walking and cycling, subject to future funding.

Safety Issues Outside the Study Area

Concerns were raised about safety on Chamberlayne Road to the north of Kensal Rise Station connected with drivers speeding. As this section of the street was beyond the project area, we recommend that the council analyse collected data along this stretch to assess the extent of any issues, along with existing collision data.

Traffic Management outside the project area

Concerns were raised about the approach to traffic management on streets to the west of Chamberlayne Road including Clifford Gardens, College Road and All Souls Avenue. These streets were outside of the project area. Further investigation, including an analysis of traffic data, will help to examine the detail and extent of the issues.

Traffic congestion within the project area

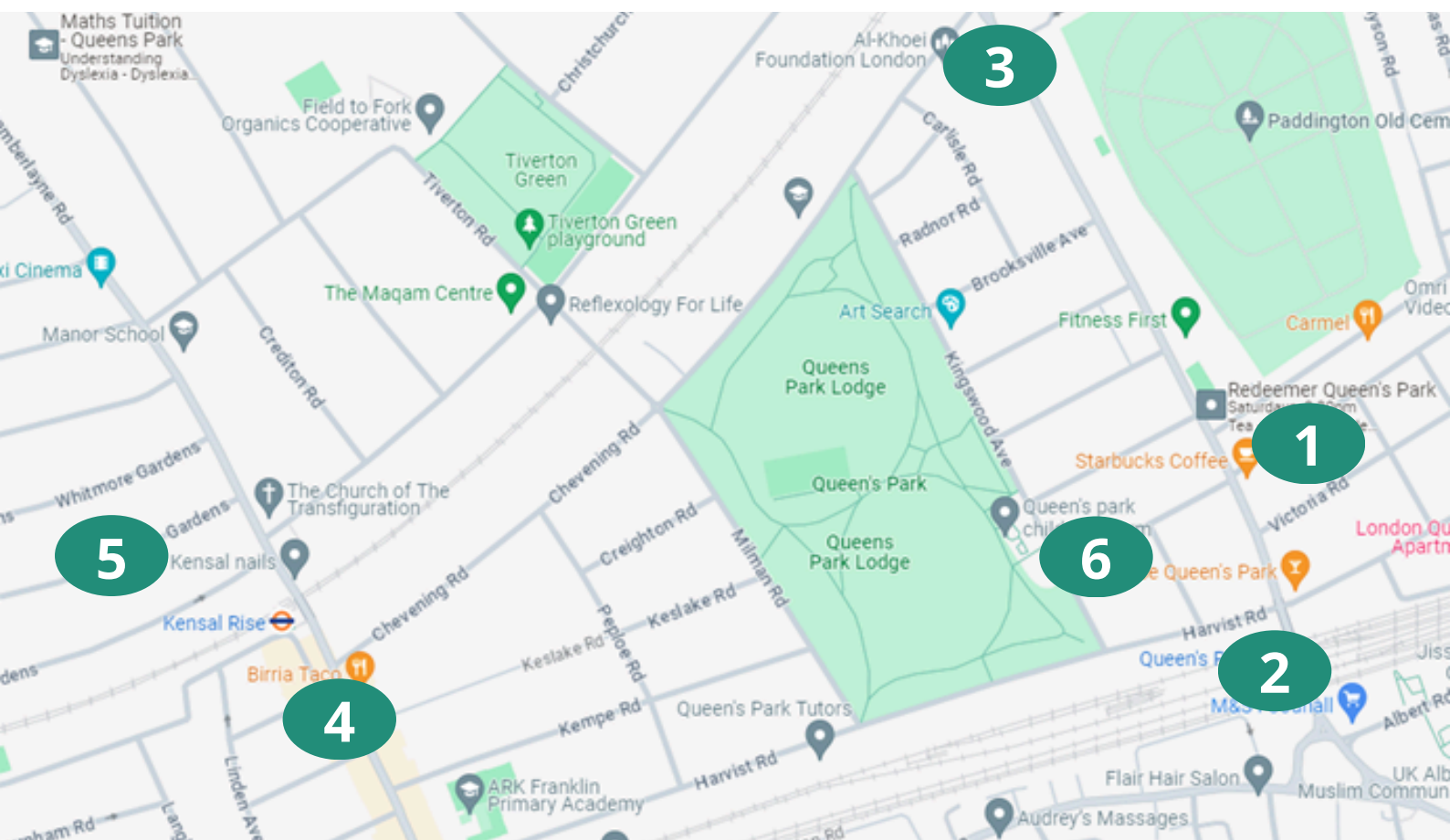
There were ongoing works on the Kensal Corridor scheme and several utilities works within in and around the project area that increased congestion and affected traffic flow during the delivery of this project. Residents raised concerns about how these were coordinated and how they were informed of the works. The Council does coordinate non-emergency road works and utilities and information about roadworks is available on the Council's website. However, it is for the utility companies to ensure affected residents and businesses are informed of their works.

Banned turns (see glossary) from Kingswood Avenue

During the project, the experimental traffic restrictions on the streets to the west of Salisbury Road (7am-10am, Monday to Friday) were raised. A variety of views were expressed. In general, residents within these Avenues were in support. Concerns of traffic displacement were raised by residents in neighbouring areas. The Council will need to consider information and pre and post implementation data to inform their decision about the continuation, removal or amendment of the banned turns in due course.

Spatial summary of engineering recommendations

The map below shows the summary of recommendations by location.



Salusbury Road

- Parking and loading management review to reduce traffic friction (see glossary) at peak times.
- Controlled crossing between Chevening Road and Winchester Avenue.
- 7.5 tonne weight limit review.

Harvist Road

- Parking and loading management review approaching signalised junction with Salusbury Road to provide longer two-lane entry.
- Current review of the operation of the Harvist Road/ Salusbury Road/ Brondesbury Road signal junction.

Chevening Road

- School street (see glossary) for the north-east end.

Chamberlayne Road

- Post construction safety audit and monitoring of the Kensal Corridor scheme and provide updates to the community.

West of Chamberlayne Road

- Local engagement on the detail of the traffic management issues within the College Road/ Clifford Gardens/ All Souls Avenue area.

Current banned turns (see glossary) from Kingswood Avenue

- The Council will consider information and data to inform the decision on the future of the banned turns.

A list of the current schemes being delivered in and around the Queen's Park area to tackle congestion and mitigate traffic flow can be found at: <https://www.brent.gov.uk/parking-roads-and-travel/travel-and-transport/brent-healthy-neighbourhoods/queens-park-healthy-neighbourhood>

Behaviour Change

Data analysis and community engagement highlighted school-related traffic at peak times in the morning and afternoon. On the whole, the community supported behaviour change interventions to alleviate this issue.

The following recommendations highlight interventions to encourage modal-shift and reduce peak-time related traffic.

- TfL Travel for Life is an accreditation scheme that encourages modal shift (see glossary) within school communities. All schools within the project area should work with Brent Council to progress their Travel for Life accreditation and meet modal shift targets. In 2024/25 MPST offered additional support to Al-Sadiq and Al-Zahra, Islamia Girls school and Islamia Primary school to encourage modal shift within the school communities. Tailored recommendations and targets for encouraging behaviour change for parents, pupils and staff, and achieving TfL Travel for Life accreditation were set. These schools should continue to work closely with the council to achieve these modal shift targets.
- If the implementation of the school street on Chevening Road were to be taken forward, we recommend in-depth engagement with the local school communities to co-design the operation of the school street. Additional support before implementation should be given to the local schools to highlight alternative travel options and aid a smooth transition for the local community.
- Where possible, additional support should be given to schools within the project area, and residents travelling to schools outside of the project area, to promote alternative travel modes to the car. For example, cycle and scooter training, identification of park and stride locations, and the promotion of healthier walking route maps.
- We recommend the Council use their current review of the Parking Policy 2020 (and updated Parking Policy 2025) to further investigate the parking permits issued to schools and businesses within the project area to understand the impact on local parking spaces and traffic flows.

Glossary

- **“Banned turns”** - a traffic movement which is prohibited by a traffic sign on the street and supported with a Traffic Management Order.
- **“Build out”** - A local widening of the footway or a verge into the carriageway designed to slow drivers, reduce pedestrian crossing distances or to provide protected parking spaces.
- **“Controlled Parking Zone”** - (CPZ) a designated area where parking is restricted during specific times, usually requiring residents and visitors to obtain a permit and/ or pay to park on the street during those hours. Salusbury Road is within the KQ CPZ, operating 8.30am to 6.30pm, Monday to Friday with on-street bays and part-time waiting restrictions that operate within the same times (other than at any time restrictions and bus stop clearways). Localised peak loading restrictions operate 8.30am to 9.30am and 4.30pm to 6.30pm, Monday to Friday.
- **“Desire lines”** - a route that people which to take to get from one place to another, often in preference to designated routes.
- **“GDPR-compliant”** - adheres to the principles of the General Data Protection Regulation (GDPR)
- **“Healthy Streets”** - A Department for Transport-support method of assessing the quality of streets based on 10 evidence-based Healthy Streets Indicators, each describing an aspect of the human experience of being on streets.
- **“Living Streets”** - UK-based Charity focused on promoting walking and pedestrian safety (<https://www.livingstreets.org.uk/>).
- **“Localised parking management plan”** - Parking ‘management’ refers to the process through which local authorities accommodate the need for parked vehicles without compromising their economic, social and environmental responsibilities and policy objectives.
- **“Mandatory turns”** - a turn that is required by a traffic sign and supported with a traffic management order.
- **“Modal filter”** - a traffic management tool which restricts the passage of certain types of vehicles past a point, along a section of street or in a certain direction. They are indicated by traffic signs at the point of restriction and can enforced using physical measures or cameras. Camera-managed modal filters do not require gates, planters or other obstructions in the road. The types of vehicles restricted and times of operation can be varied within nationally set rules, but on a locally decided basis.
- **“Modal shift”** - the act of changing from one mode of transportation to another (more environmentally friendly and efficient modes of transportation).

- **“Rat running”** - a minor, typically residential street used by drivers during peak periods to avoid congestion on main roads.
- **“Resident Exemptions”** - motor vehicle exemptions can be made to modal filters, for example blue badge holders and residents within the project area. Emergency vehicles are often exempt and especially where there are no physical measures. Motor vehicles cannot be exempt from no entry restrictions and nor can they operate on a timed basis (including blue badge holders). For school streets, local residents including those with blue badges living within the school street zone are usually exempt within Brent Council's approach. Brent Council are currently bringing in a new process for applying for exemptions through the “RingGo” app where people register number plate and blue badge details to allow movement through the area.
- **“School street”** - a school street is a term-time only, week-day only restriction of motorised traffic on a road by a school during the school's pick-up and drop-off period. The aim of this is to improve road safety and air quality for children at pick up and drop up times.
- **“Tidal”** - traffic flows which are busier in one direction than the other in the morning and with the busier direction changing in the afternoon/ evening.
- **“Traffic friction”** - the disruption or slow down in traffic flow that occurs when drivers slow down to turn off a road, where they join a road from a side street, or where they otherwise disrupt the general flow such as accessing an on-street parking space.
- **“Traffic Management Order”** – A legal document used by local highway authorities to control, manage, prohibit or direct traffic using streets or roads within their control and which underpins various traffic signs that provide such control and management.
- **“Traffic impacts”** - the effect that individual drivers' actions have on the overall flow of traffic, potentially leading to congestion, delays, and increased accident risk at a particular location or on a road network.
- **“Uncontrolled pedestrian refuge”** - a pedestrian crossing point without traffic lights.
- **“Wheeling”** - the act of moving around using a wheeled mobility aid, such as a wheelchair or mobility scooter.

Frequently Asked Questions (FAQ's)

A full list of project-specific FAQ's can be found on the Brent Council website:
<https://www.brent.gov.uk/parking-roads-and-travel/travel-and-transport/brent-healthy-neighbourhoods/queens-park-healthy-neighbourhood>

Appendix

We have provided the raw datasets for each survey question which had less than 20 entries. Additional datasets are available on request.

Table 1: respondents' responses to the proposed designs by mode they use to travel within the project area.

Mode for travel within project area	Response to proposed designs	% of respondents
Walk	Neither of these options meet my vision for the area	80%
	Option A	12%
	Option B	4%
	I am not sure	3%
Underground Train	Neither of these options meet my vision for the area	73%
	Option A	20%
	I am not sure	7%
Standard cycle	Neither of these options meet my vision for the area	71%
	Option A	18%
	I am not sure	8%
	Option B	3%
Overground Train	Neither of these options meet my vision for the area	88%
	Option A	12%
Other	Neither of these options meet my vision for the area	89%
	I am not sure	10%
	Option A	2%
Motorbike	Neither of these options meet my vision for the area	100%
Electric Cycle	Neither of these options meet my vision for the area	73%
	Option A	22%
	Option B	5%
Electric Car	Neither of these options meet my vision for the area	94%
	Option B	4%
	Option A	2%
	I am not sure	1%
Car share (with another household)	Neither of these options meet my vision for the area	93%
	Option B	4%
	Option A	2%
Car	Neither of these options meet my vision for the area	90%
	I am not sure	4%
	Option B	3%
	Option A	3%
	Neither of these options meet my vision for the area	80%
Bus	Option B	9%
	I am not sure	6%
	Option A	6%

Table 2: respondents' responses to the proposed designs by mode they use to travel outside the project area.

Mode for travel outside project area	Response to proposed designs	% of respondents
Walk	Neither of these options meet my vision for the area	82%
	Option A	11%
	Option B	4%
	I am not sure	3%
Underground Train	Neither of these options meet my vision for the area	76%
	Option A	15%
	I am not sure	4%
	Option B	4%
Standard cycle	Neither of these options meet my vision for the area	72%
	Option A	21%
	I am not sure	5%
	Option B	3%
Overground Train	Neither of these options meet my vision for the area	82%
	Option A	7%
	Option B	6%
	I am not sure	5%
Other	Neither of these options meet my vision for the area	92%
	I am not sure	5%
	Option B	3%
Motorbike	Neither of these options meet my vision for the area	89%
	Option A	11%
Electric Cycle	Neither of these options meet my vision for the area	63%
	Option A	30%
	Option B	7%
Electric Car	Neither of these options meet my vision for the area	90%
	Option A	5%
	Option B	2%
	I am not sure	2%
Car share (with another household)	Neither of these options meet my vision for the area	92%
	Option B	5%
	Option A	3%
Car	Neither of these options meet my vision for the area	88%
	Option A	5%
	I am not sure	3%
	Option B	3%
Bus	Neither of these options meet my vision for the area	80%
	Option A	11%
	I am not sure	4%
	Option B	4%

Table 3: all reasons given by preferers of Option A (%) in the multiple choice survey question

Reason	% of respondents
Option A will reduce through-traffic in the project area at all times of day	46%
Option A will make me feel safer walking or cycling in the project area	41%
Option A will have more impact in improving air quality within the project area	22%
Option A will have more impact on making the residential streets quieter in the project area	20%
Option A will have more impact on reducing rat running in the project area	18%
Option A will have more impact on deterring car use in the project area	17%
Option A covers a wider area than option B, maximising impact	15%
Option A will have more impact on improving road safety in the project area	15%
Option A will have more impact on reducing non residential car use in the project area	14%
Option A suits my vision for the project area	8%
Option A will make it easier to cross the side streets along Salusbury Road and Chamberlayne Road	8%
Other	8%
Option A will reduce the impacts of drivers leaving the study area via the Harvist Road traffic signals	4%
I like Option A but i would improve it by... (click to add comment)	3%
Option A will enable the removal of the current banned turns from Kingswood Avenue	2%
I like a specific design element in Option A... (click to add comment)	2%

List 1: reasons given by preferers of Option A that chose 'other' and submitted free text response to explain their feedback

- "Will hopefully reduce individuals reliance on cars when they could cycle, walk or get the bus"
- "Traffic lights at Harvist Road /Salisbury Road junction need a filter to allow safe r turn on to Bridge at moment highly dangerous as cars turn right across oncoming vehicles and bikes and go through red/Yellow lights"
- "Option A is more likely to prevent the dangerous actions of frustrated drivers on Summerfield and kingswood that were occurring before the current trial scheme".
- "I'm not sure how my vote counts. If Option B is more likely to be favoured I'd be happy with that also. Any attempt to reduce car use that can possibly get through to actually happening in the face of (in some cases) bloviated and bigoted opposition would be a bonus, There seems to be a co-ordinated attempt to vote against both schemes purely to kick the healthy neighbourhood ideas into the long grass again".
- "I live on Summerfield Avenue. I am open to various options for restrictions however am very supportive of the current restrictions in place on our street. I have three young children ages 5.7 and 9 and the previous situation was extremely hazardous to their health and frankly quite dangerous given the number of vehicles which used Summerfield Avenue to enter Salisbury Road. Our street should not be used as a commuter rat run to avoid traffic. The recent changes to the traffic's lights on Harvest/Salisbury Road have made an enormous difference".
- "I express my strong support for time limited restrictions".
- "I express my strong support for time limited restrictions".
- "I don't have enough evidence to assess which option will be likely to have more impact in the different ways that you describe. It would be helpful if in setting out your proposals, you are able to indicate your views about the likely impact on this range of things. I have chosen the things that are important to me in setting up a LTN/Healthy Neighbourhood scheme and which I would value improving. With the current restrictions there has been significant improvement in the rat-run traffic along residential streets during the restricted hours. This has improved noise levels, argument levels (stand-offs in the street), and most likely has improved safety levels. My key goal would be to see traffic levels reduced overall, ie a deterrence of car use".
- "From my perspective the key traffic problem relates to "rush hour" traffic using the residential streets as a "rat run" in the mornings combined with school traffic. In my view, the most important aspect of Option A includes the fact that it stops traffic entering the area in the mornings via: Chevening Road (from Chamberlayne Road), via Tiverton Road (from the Avenue) and via Brooksville and Windermere (from Salisbury Rd.). I believe these measures alone would lead to a massive reduction in traffic through the area".
- "Best of the two really. TBH the actual problems are failing to be addressed here and that is the traffic sewer that is Chamerblayne and Salisbury road. Horrible roads to walk and cycle through. Infact horrible to travel through in general".
- "Restrictions and filters should be in effect 24/7 to ensure everyone can benefit from reduced motor traffic; - significant improvements are also needed on Chamberlayne Road, Salisbury Road, and The Avenue to make these roads safe for cycling - we are waiting for similar scheme in Willesden Green which seems to be abandoned by the council".

Table 4: all reasons given by preferers of Option B (%)

Reason	% of respondents
Option B addresses the peak morning traffic accessing the study area from the north west via Chevening Road and Chamberlayne road	35%
Other	21%
Option B covers a smaller area than option A, reducing the level of restrictions on car use	19%
I like Option B but i would improve it by... (click to add comment)	16%
Option B will have some impact on making residential streets quieter	14%
Option B addresses west to east traffic through the study area which is an issue at all times of the day	12%
Option B will have some impact on improving air quality in the project area	12%
Option B will enable the current banned turns from Kingswood Avenue to remain	11%
Option B will have some impact on deterring car use in the project area	9%
Option B suits my vision for the project area	9%
Option B will have some impact on reducing rat running in the project area	9%
Option B will make the study area somewhat quieter for walking, wheeling and cycling	7%
I like a specific design element in Option B... (click to add comment)	2%

List 2: reasons given by preferers of Option B that chose 'I like a specific design element in Option B...(click to add comment) or 'I like Option B but I would improve it by...(click to add comment)':

- "Road signs would need to be clear"
- "It would need a review after 6 months to see if it's working"
- "Milman road is already too noisy and too busy as is"
- "Option B needs be implemented during both AM & PM School runs."
- "Some form of turn restriction is required for traffic turning left from Dudley Road to Harvist."
- "The current banned turns from Kingswood should remain"
- "Accommodations for the Chevening road camera filter needs to be made for local residents accessing their homes around the Kingswood area."
- "Option B is a bold statement. I don't like the idea of Harvist road having restrictions without considering the impact on the Avenue though. It he entire Kilburn suffers from east west traffic, you cannot simply close off such an important road."
- "Residents of Kingswood should be allowed to turn left at Harvist or any of the current banner turns from Kingswood"
- "I am assuming that the no left turns on Kingswood from north to south will be retained on Option B, otherwise traffic could turn right into Brooksville from Salusbury Road and turn left down Kingswood, and then left into Montrose to try to rejoin Salusbury Road further down the hill (so they are q jumping the line of traffic on Salusbury Road."
- "Dread the repeat of rat-run rush hour traffic down Montrose. The current restrictions work very well during the rush hour. Ideally I would like Montrose to be made into a low emission zone for the many school children using the street."
- "I do not like the option A blocking of the avenues from Salusbury Road - living on Kingswood and driving daily this would be a fundamental restriction on the ability to reach my house. Option B is therefore better."
- "Option A is severe and will make Chamberlayne Road even worse than it is now. Pushing traffic out of wealthy streets into poorer streets seems morally wrong."

List 3: reasons given by preferers of Option B that chose 'other':

- Will reduce traffic entering the area from the west which is a major cause of congestion and will allow the banned turns from Kingswood to continue.
- Under option A the area concerned would be divided into 2 sections. This would make it impossible to travel from one side of the area to the other in the mornings. I live on the west side of the park and would be prevented from travelling east towards Kingswood Av. This would be a huge daily inconvenience. Surely the aim here is not to add inconvenience to those who live in the area you're seeking to protect. Option A must be ruled out.
- The proposals seem to favour the residents living in the vicinity of the park, please consider the impact this will have on Chamberlayne Road, forcing more traffic through this already too congested thoroughfare, which has an impact on the air quality for all the residents living on or off Chamberlayne Road. There appears to be a bias towards the more valuable properties of Queen's Park than the neighbourhood of Kensal Rise.
- Option B seems the less bad of the 2 options. Getting rid of the restrictions to the time when you can turn right onto Harvist Road from the south end of Chamberlayne Road in option A would create terrible backed up traffic all the way down Kilburn Road and as a consequence to all the surrounding streets. This would have an adverse effect on the local run businesses on the high street that have already suffered due to months of road works. I have lived in the area for over 20 years and these plans seem unnecessary, the streets in the area of the proposals are not busy and implementing these changes will only help a few in the community whilst having an adverse effect on a much wider section.
- Option 2 appears more suitable / practical versus Option 1. In essence, both options will likely just push traffic flows to other surrounding roads and probably make the morning peak hour worse. Both options also hinder traffic flow west (towards West Hampstead / Maida Vale) as it is only really via Tiverton Green. Would strongly urge that the restrictions have a sensible time limit. E.g Monday to Friday 7.45am to 9.00am. The proposals are also not clear which cars would be exempt. I would consider myself a local resident, though it is not clear if we could travel through the traffic restriction zones. In particular, we use the overground daily for school drop off, though when the trains are not available (strike / line is down) we need to use a car. We should have some flexibility to travel on a limited number of days
- Make Montrose a low emission road, and reduce need for single person car use by making cycle and pedestrian journeys safer
- It would affect my morning school run less. Still believe its unnecessary and traffic will be worse as drivers try to find alternative routes in and out of the area given the amount of schools.
- it restricts the traffic flow into Harvist Road which has become unbearably busy over the past two years.
- I am generally against traffic restrictions because they do not address the underlying problem of an inadequate road infrastructure and displace traffic and its attendant problems to other roads. Option B is less restrictive but it will concentrate traffic on Chamberlayne Road which is already extremely congested. What plans do you have to facilitate the traffic flow down Chamberlayne Road towards the Harrow Road and beyond?
- Both options would have terrible consequences for congestion, pollution and road safety around our daughter's school, Ark Franklin, but A would be a disaster in terms of air quality.



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