

Information about Brent Healthy Neighbourhoods



Olive Road Area Healthy Neighbourhood Engagement Report October 2021

Introduction

This report is a summary of the feedback provided to Living Streets Engagement Officer by the residents of Olive Road Area Healthy Neighbourhood in Brent.

The report is intended to assist Brent Council in making decisions about whether to adopt the Healthy Neighbourhood in its original design, whether to modify the design, or to halt the scheme at this location. The next step for the continued schemes is to run a full trial, allowing council officers the opportunity to understand how traffic responds to the measures introduced and whether they have the desired effect. This report will help determine if the trials should go ahead for each scheme.

The report pulls together eight weeks of responses from the engagement programme into key themes, along with positive ideas from residents to redirect or limit traffic. It is not an expert report about traffic conditions and does not assess the merits of any particular scheme in terms of traffic management but rather the public's perception of how traffic impacts the area.

Engagement, as distinct from consultation, encourages residents to explore the issues of traffic affecting them, consider the potential benefits of the proposals, weigh up the impact on their daily lives and suggest alternatives if the design isn't right. It is not only about listening, but also prompting a dialogue for residents to think about how they use their streets and reconsider their dependence on cars – this is a key objective for longer term strategies locally and nationally.

Living Streets was commissioned to undertake the engagement programme in recognition of their respected reputation, experience in working with Government, local authorities and communities on traffic and transport issues, their skills in community engagement, as well as representing good value for Council budgets.

A national Low Traffic Neighbourhoods programme

Low Traffic Neighbourhoods have been in existence for many years as a tool to remove through traffic on side streets and ensure safer walking and cycling in residential areas. Such changes to road layouts have been going on since the 1970s.

Following the Coronavirus pandemic in 2020, there was a new urgency to create safer space for 'active travel'. In May 2020, the Government helped Councils by investing £250 million into an Emergency Active Travel Fund to pay for low cost, temporary measures that would "reallocate road space for walking and cycling". To reclaim that space, low traffic neighbourhoods were introduced on a scale not seen before and by using Experimental Traffic Orders, at a speed which communities sometimes found difficult to accommodate.

As the pandemic continued through the year, both the Government and Transport for London recognised the opportunity afforded by these emergency changes to address wider transport issues. The continuing growth in motor transport brings a heavy cost – road deaths, pollution, congestion, road rage, decline in the urban environment and unequal access to public road space for cycling, walking, scooting or skating. At the same time, the convenience of motor vehicles and their image as a status symbol continue to dominate our social perceptions. Furthermore, the recent development of Satellite Navigation technology introduced to vehicles allows drivers to see any route as viable, including back streets unsuited to traffic.

These factors create the challenge faced today by Councils and wider society, forming the background to the work carried out in Brent by Living Streets.

Funding for Low Traffic Neighbourhoods in Brent

In 2020, Brent Council applied to TfL for funding of 10 Healthy Neighbourhoods. The schemes were geographically located side by side so they could work together and provide interconnecting benefits for those residents wishing to find quieter, safer routes for walking and cycling.

The aim of the Healthy Neighbourhoods programme is to offer residents the chance to reshape their local streets and reduce the negative impacts of vehicles and traffic in residential areas: speeding, parking issues, "rat running", limiting road danger near schools and the unwanted behaviours reported by residents through this engagement programme (for example, excessive noise, shouting, aggression and horns, reckless driving, parking illegally).

However, there are **funding limitations** for these schemes. The low traffic neighbourhood funding cannot address every traffic problem experienced by residents. Ownership of roads and management of traffic is shared with Transport for London on bus routes and main roads. Brent cannot make swift or unilateral decisions about, for example, the phasing of traffic lights, if it should impact on a bus route.

Funding for zebra crossings and cycle or pedestrian infrastructure is also not available, even where these are located in traffic hotspots near schools as they are regarded as Safe Routes to School concerns – and must therefore be funded through different channels. Brent Healthy Neighbourhoods Programme

Brent has a challenge with regard to traffic levels and communities across the borough appear to be experiencing a change in the way drivers behave, reporting more aggression and blatant flouting the rules of the road in some places. Car ownership in Brent increased by 11,000 vehicles between 2004 – 2015 and in 2017 stood at 98,444 vehicles. Across the borough, it is now not uncommon for households to have multiple cars.

The graph below clearly shows the trend in Brent of a steep increase in motor vehicle activity.

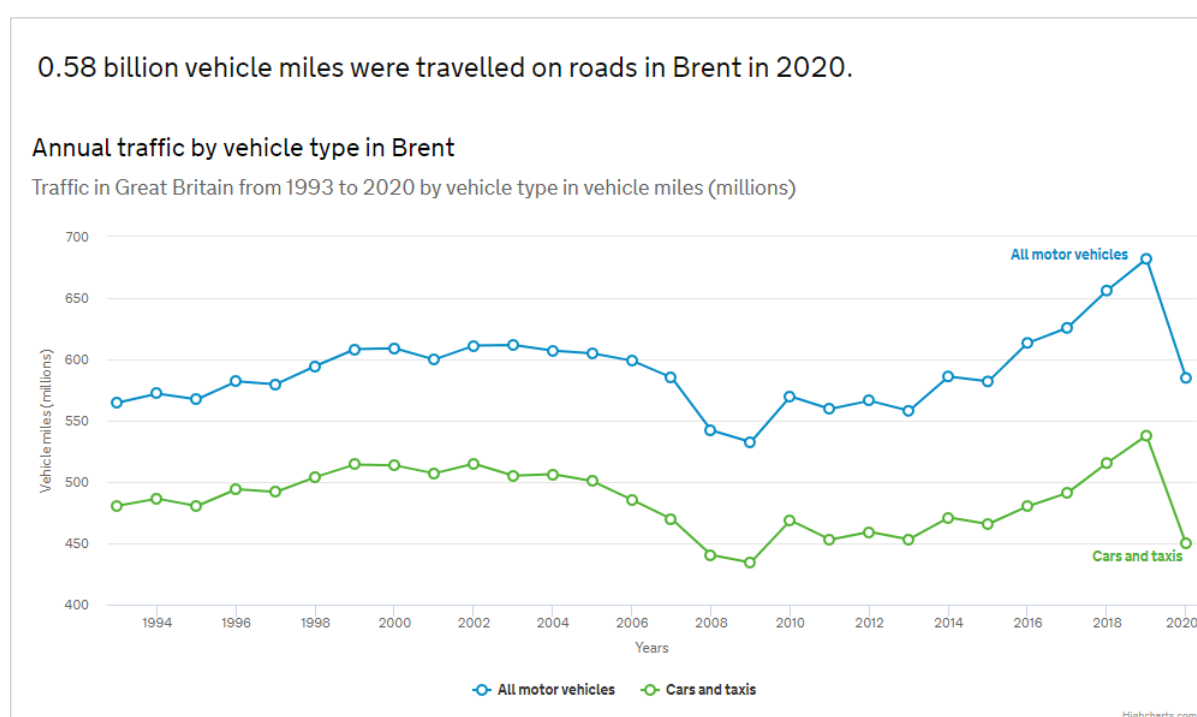


Figure 1 – Annual traffic by vehicle type in Brent (Source: Road Traffic Statistics from the Department of Transport)

In 2019, there were 3780 people seriously injured on London's roads with 1282 of those pedestrians and a 21% increase in injuries to cyclists on 2018 figures (773).

In Brent, total casualties in 2019 alone numbered **2012 people**, including 204 pedestrians and 80 cyclists. Fatal and serious injuries in 2019 totalled **119 people**. Of the 6 reported deaths so far on Brent's roads in 2021, 3 of them were pedestrians and 1 a cyclist. This provides the dangerous backdrop to a huge daily traffic movement, when it encounters more vulnerable road users.

Sadly, the impact of car or vehicle fatalities falls hardest on the young and old in our population. In Brent, between 2016 – 2018, **44 children** under 17 years were killed or seriously injured in Brent.

Another new trend impacting on residents in Brent is the shift from driving on main roads to residential streets, to shave time off journeys and avoid congestion on the main roads. This is going on everywhere, enabled since 2009 by sat nav technology and illustrated in the graph below.

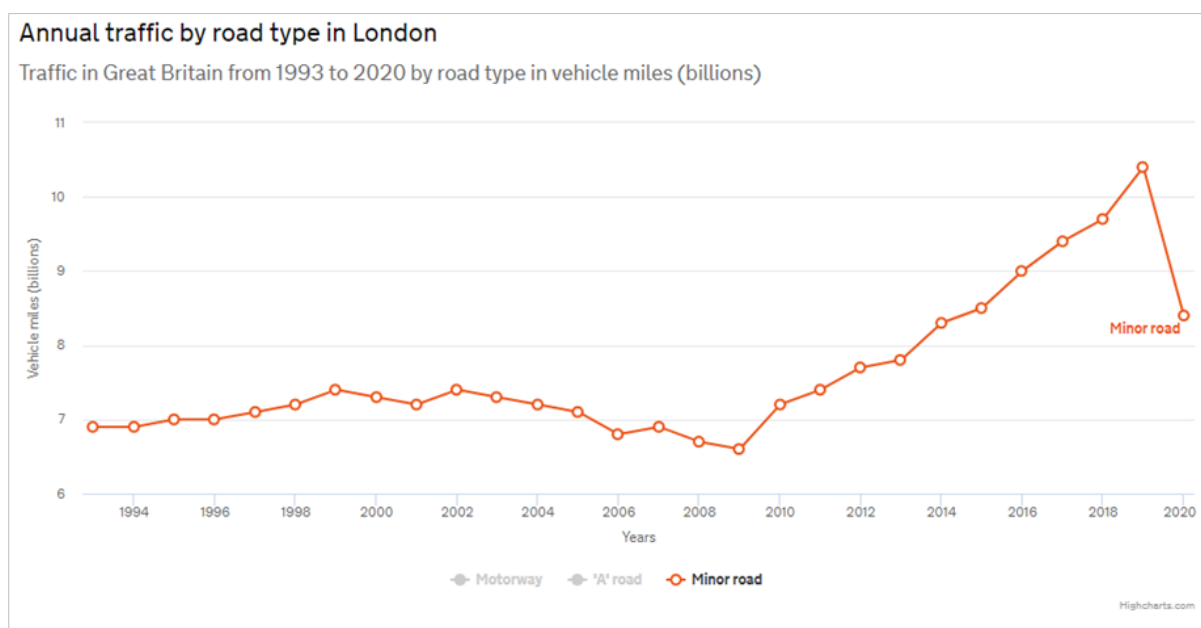


Figure 2 – Annual traffic by road type in London (Source: Road Traffic Statistics from the Department of Transport)

And Brent residents aren't taking enough exercise – leading to a high incidence of diabetes type 1 & 2, heart disease and obesity. 54% of adults in Brent are either overweight or obese and childhood obesity rates are higher than the England average (Brent JSNA Health & Lifestyle 2019/20)

In response to these concerns, and mindful of the “climate emergency”, Brent has developed long term strategies to tackle levels of traffic and promote a change to transport mode choices i.e., whether residents choose to walk, cycle, drive or take public transport. These strategies include:

Air Quality Strategy 2017 -22

The Air Quality Action Plan identified transport as a focus for action and dis-incentivising car usage as a priority stating, “We will take steps to limit or reduce the use of vehicles where we can”. The extension of the ULEZ into Brent is widely seen as an important step to improved air quality and that may be the case for heavy goods and diesel vehicles.

However, the recent **Brent Breathes Report Dec 2019** (Air Quality Scrutiny Enquiry of the Resources & Public Realm Scrutiny Committee) called on Brent Council to

Acknowledge that our air quality objectives will not be met without a modal shift in the way we go out and about in the borough, with a greater number and proportion of future journeys involving cycling, walking and public transport. This requires measures to support the greater use of active travel and public transport usage, and not simply encourage existing drivers to switch to electric and hybrid cars.

This is one of 9 powerful recommendations pulling together priorities for traffic and transport, education, green space / parks, health, housing as well as reaching out to residents to engage around the issues.

Transport Strategy 2015 -35 (with a review in 2021/22)

The growth of sustainable modes of transport are viewed as essential as the population increases year on year. There is low uptake of cycling in Brent (only 1%) and fears about road safety, along with a poorly designed cycling environment are key barriers. According to the strategy, the development of a network of quiet, on-road routes avoiding major links would be the best way to encourage cycling and reduce concerns over road safety.

Furthermore, walking levels could improve by enhancing public realm and the walking environment to create pleasant, safe spaces, allowing the 5% increase in walking as a form of transport that Brent hopes to achieve by 2030

Interestingly, despite recognising the impact of motorised traffic, the Transport Strategy ultimately avoids calling for reduced ownership and usage of individual cars – an action many residents asked for in their feedback.

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. Although cars / motorcycles made up 32% of transport mode in 2017/18 and walking made up 28%, the dominance of vehicles in the street environment impacts people's willingness to choose active travel as an alternative. As a result, Brent recognise they need to take action to "support and encourage active travel" in the Strategy.

Joint Health & Wellbeing Strategy 2021

"Healthy living – making the healthy choice the easy choice"

Brent's 2018 Resident Attitudes Survey showed the behaviour most people wanted to change was levels of exercise (37%) and this Strategy could demonstrate the link between exercise and mode of travel – that informal exercise such as walking, can bring the same benefits and that self-care can include such exercise to replace usage of motor vehicles and private cars, thereby dovetailing it with the other strategies.

Physical Activity Strategy 2016 – 21

The JSNA 2019/20 highlighted serious underlying health issues affecting Brent residents, many related to lifestyle choices such as lack of exercise. The Physical Activity Strategy references the **Active Travel Programme** and the opportunities to develop regular exercise by changing transport mode away from car usage. In Brent, only 6.2% of the population travel actively, compared to 8.4% across London.

A key objective of this strategy is: *To achieve permanent behaviour change by helping people to build physical activity into the fabric of their everyday lives.*

However, active travel doesn't appear to feature in the actions related to this objective, so perhaps an opportunity is being missed here to join these plans up and give stronger emphasis to the benefits of active travel.

Existing Cricklewood transport context

Cricklewood is home to around 80,000 people. It is positioned between the boroughs of Camden and Barnet, with the A5 (Cricklewood Broadway / Edgware Rd) forming the boundary to each.

The A5 (Cricklewood Broadway / Edgware Rd) passes along the northern side of the Healthy Neighbourhood and is responsible for many of the traffic issues in the area. The A5 is a traffic hotspot and a focus for huge volumes of traffic, noise and congestion in the area. It offers access to longer distance routes and provides links to the A406 North Circular and the M1 at Staples Corner. It is also a prime commuter route southwards towards Central London (Paddington & Hyde Park). The junction of Chichele Road and the A5 is busy and often congested, with the phasing of the traffic signals being one issue identified by residents as a problem.

The nearest underground station is Willesden Green on the Jubilee line, as well as the Thameslink service which stops in Cricklewood. There is an array of bus routes providing services to the area.

In terms of cycling infrastructure, there is no dedicated cycle lane on the A5 so cyclists will need to negotiate heavy traffic across 3 lanes and a bus lane as well as parked cars. There is some cycle parking on the main road. Side roads are dominated by parked cars and again lack cycling provision, with little or no secure on street bicycle storage hangars.

As well as being a transport corridor, the A5 is the retail centre of Cricklewood, lined with well-used shops and businesses. Cricklewood hosts a TfL bus garage which brings its own impact for residents in terms of staff choosing to park in nearby streets. To the west is Gladstone Park, a large green space which is a popular focus for physical and social activity.

The area includes several upcoming housing developments, including 238 units on Matalan site and the B & Q site, as well as a site opposite the Co-op on Chichele junction.

These changes in the physical environment of Cricklewood give context to the concepts of 'liveable neighbourhoods' and 'low traffic streets.' During the engagement activities, some residents openly shared their concerns associated with ever-increasing size and density of population including:

- greater levels of traffic (although some developments are planned as 'car-free developments', residents may still get deliveries, have visitors, and may still own vehicles),
- increased pollution,
- pressure on public services,
- views that the upcoming developments contradict the ethos of greener, cleaner, quieter streets and the aims of the Healthy Neighbourhood

The Healthy Neighbourhood area

Temple Road, Mora Road and Ashford Road provide access to and from Cricklewood Broadway and, according to residents, all experience significant levels of traffic, especially at peak times. The Ashford Road junction is controlled with traffic signals, so drivers are prevented from turning right into Mora Road from Cricklewood Broadway.

To the south, Heber Road and Sneyd Road provide access from Anson Road heading north and residents say they are particularly affected by fast cut through traffic.

There is an established junction closure on Oaklands Road which is being well used for a greengrocers' market stall and seating, set back from the main road.

Most of the area is covered by a Controlled Parking Zone meaning vehicles are registered to households and parking is restricted for those outside the area.

There are several **schools and nurseries** in the area that could benefit from these proposals but also generate their own levels of motor traffic as many parents drive their children to and from school and some staff also arrive by car. These schools and nurseries are:

- Mora Primary School (Mora Road, which has a School Street closure in operation)
- Anson Primary School (Anson Road)
- Abbey Nursery School (Sneyd Road)
- Living Spring Montessori (St Michaels Rd)

Traffic data collected for Brent Council indicates that existing traffic volumes are high across the Cricklewood area with Agave Road seeing on average 3,046 vehicles a day and Olive Road up to 1,570. Cedar Rd averaged 907, Temple Road 4,252 with Mora Rd seeing 2,114 before the pandemic.

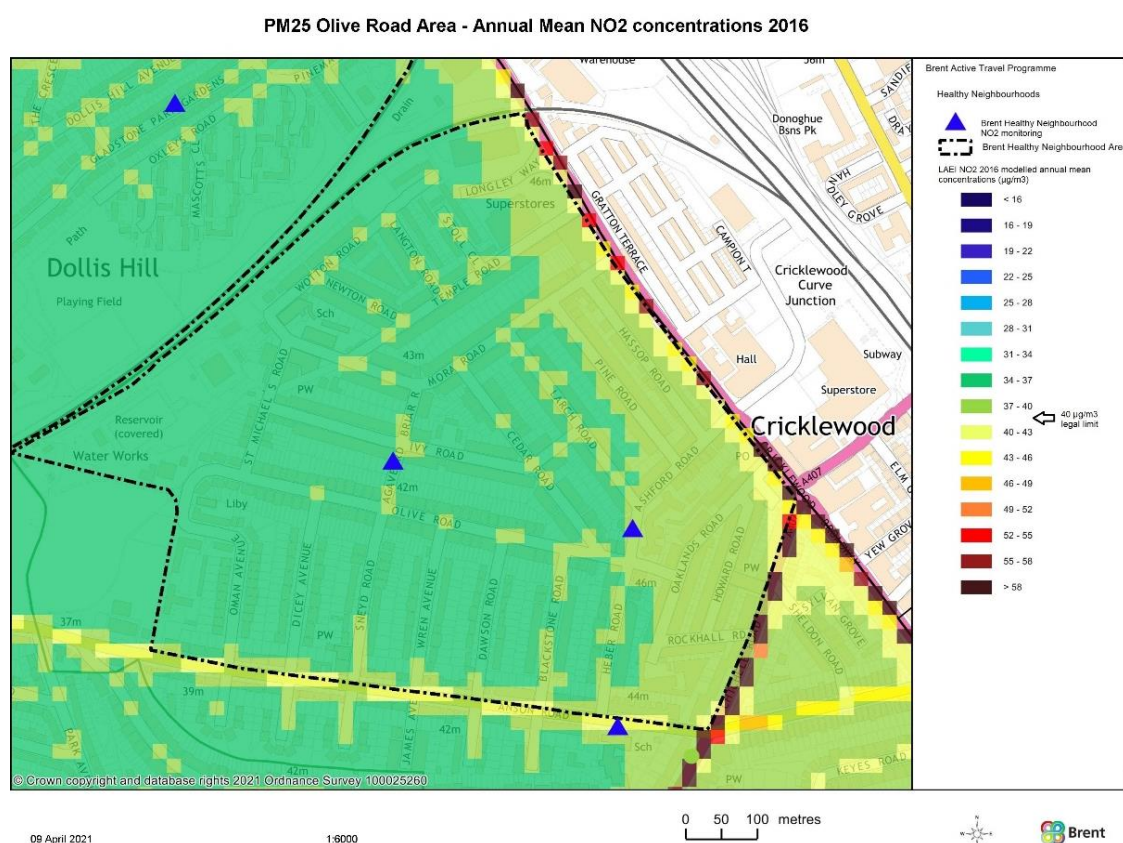


Figure 3 - Air Quality monitoring (2016)

Air pollution data (2016) shows that while the most serious levels of NO₂ emissions are along Cricklewood Broadway, many areas of Cricklewood are close to the legal limit of either NO₂ and PM 25. Mora Road shows 36.5 NO₂ and Ashford Road are at 37.6. In comparison, the main road Anson shows 40.6. The drop in air pollutants during the period of the pandemic illustrates what a huge difference reduced levels of traffic makes to air quality.

However, with increasing levels of motor traffic and density of population in this part of Cricklewood, these values are likely to increase in coming years.

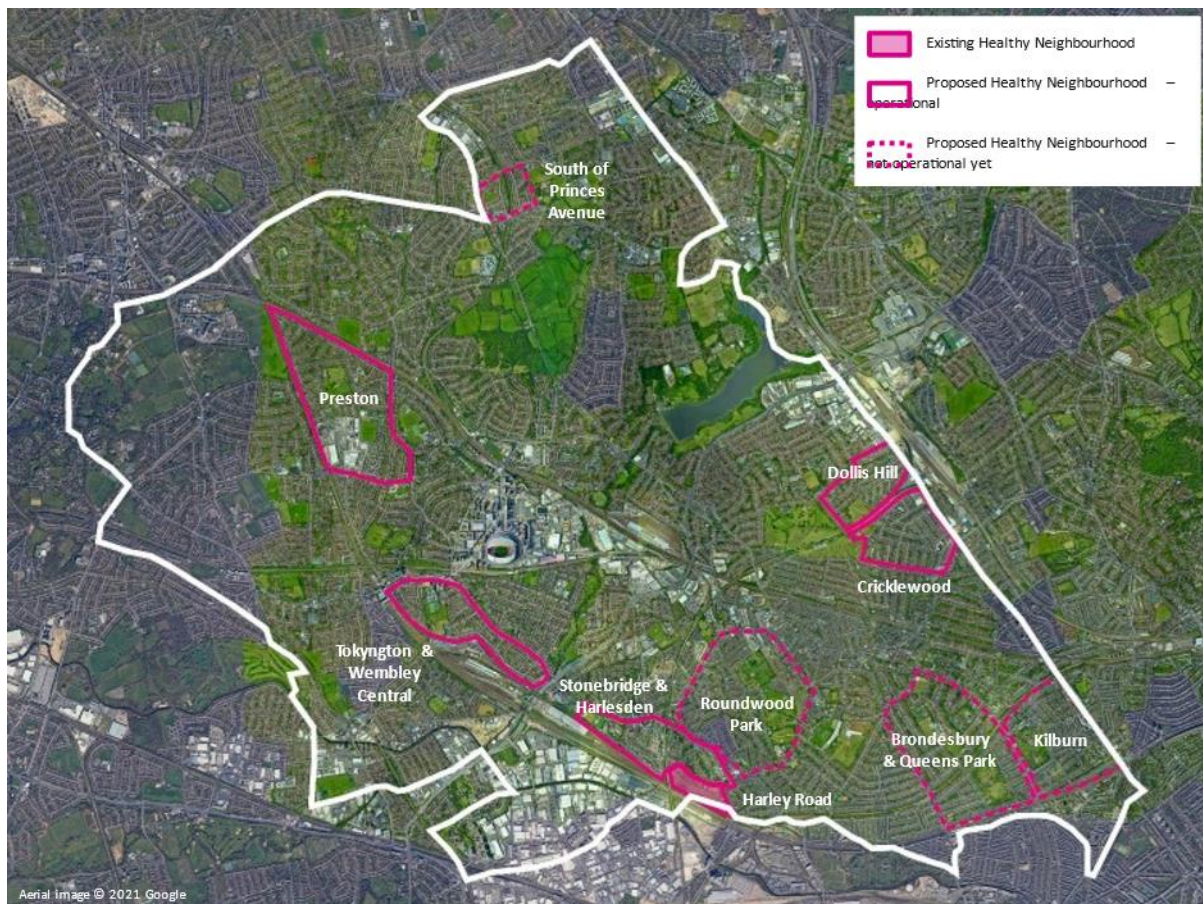


Figure 4 - Location of Brent Healthy Neighbourhood schemes

Map illustrates the series of Healthy Neighbourhood schemes developed across Brent, some working together across a larger area to ensure a network of quietways for walking and cycling.

Olive Road Area Healthy Neighbourhood scheme

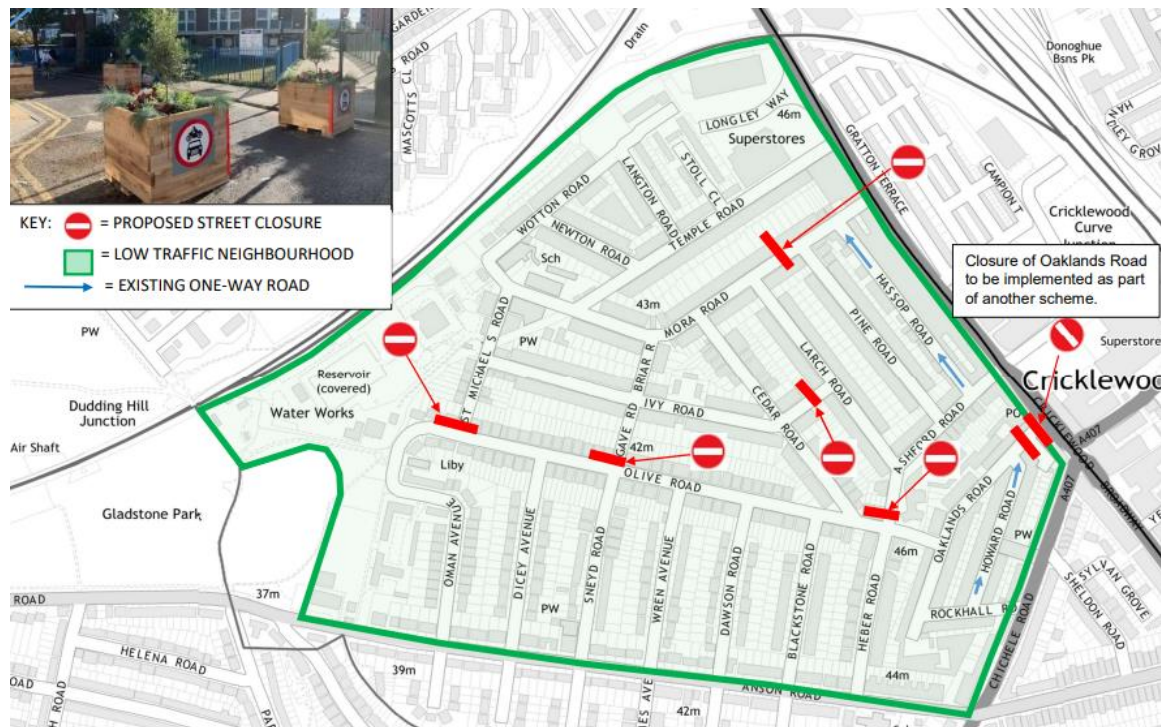


Figure 5 - Olive Road Area Healthy Neighbourhood Scheme

The main objective of this Healthy Neighbourhood is to deter or prevent motor vehicle drivers from using the neighbourhood's residential streets to avoid delays on surrounding road. To achieve this, the original scheme introduced a series of 'modal filters' (on St Michael's Road, Agate Road, Ivy Road, Ashford Road and Mora Road) which close roads to motor through-traffic.

Motor traffic currently uses the residential streets to avoid the traffic lights and junctions on Cricklewood Broadway (A5) and avoid congestion on Chichele Road (A407) and Anson Road at peak hours. Both commercial and private traffic appears to view these streets as legitimate routes for avoiding heavy congestion.

Olive Road Area Resident Feedback



Figure 6 - Resident walkabout on 15th September

Participation levels

The table below outlines participation at the various engagement events held the last week of July and the end of September 2021. Some participants may have attended multiple events and may be counted twice.

Engagement option	Numbers taking part
Walkabout	Approx. 35 (28 named)
Resident meeting	Approx. 50 (23 named)
Online meetings	13
Online or hard copy surveys	228
Street chats	46
Resident association meeting	7
Councillors	3
TOTAL	382

The top 5 streets responding to the Healthy Neighbourhood survey are:

1. Olive Road - 31
2. Mora Road - 23
3. Ivy Road - 18
4. Anson Road- 7
5. Dawson Road -7
6. Heber Road - 7

Overarching themes of Cricklewood resident feedback

The complexity of the closures in this area led to some of those who drive reporting that they feel “locked in”. The majority of residents taking part in the engagement drive either regularly or occasionally and found the measures frustrating and inconvenient.

The other main concern is that the scheme still permits through-traffic, which is funnelled into those few streets which remain open rather than spread across the neighbourhood. A proportion of residents would like to see the scheme extended to include and protect these streets.

Despite apparent dissatisfaction with the scheme, there is also a significant cohort of people who want to limit vehicle access around the area and see quieter streets. Residents interviewed in Mora Road and Ashford Road were mainly in favour of having some access restrictions. In general, the scheme was seen as positive by those who do not routinely drive or who walk their children to school, however, the key requirement was for the area as a whole to benefit rather than having benefits on some streets at the cost of others.

a) Traffic issues affecting the Cricklewood area

- Traffic speeding on Olive Road and Temple Road.
- Junction of Mora Road and Temple Road is a focus for significant conflict due to lack of space for 2-way traffic and lorries.
- Serious driver behaviour issues where Temple Road meets Mora Road near the school – standoffs and aggression reported on a daily basis.
- Rat runs on Sneyd Road and Agave Road, including larger vehicles and lorries.

- Parking issues in Heber Road, Blackstone Road and Wren Avenue – as a result of school related traffic
- Traffic light phasing at Chichele Road / Cricklewood Broadway junction adds to congestion problems.

Normally this road is horrible - people can't cross, cars don't give way. When I tried to call an ambulance, it couldn't get down either. Ashford Road older resident who supports closure.

- Heavy traffic and speeding on Temple Road, Ashford Road and Mora Road (the main routes into the area from the A5) and on Heber Road (key access from the south).
- Hassop Road is dominated by car businesses that don't permit normal usage of the street by residents – cars parked there are vandalised, there is no footpath, and they park unmarked cars on the nearby streets.
- Roadworks across the area disrupting day to day travel.
- Motorbikes driving through Gladstone Park at night.
- Blue badges being mis-used by people parking in the area to use Manor Gym.

b) Specific reasons the scheme is not supported

- The design of this scheme created new rat runs – specifically on Cedar, Larch, Pine Roads which were previously quiet. Olive Road traffic increased, and drivers became more aggressive in their behaviour.
- A key concern is that traffic is seen as inevitable and that it will reroute down those roads that remain open – a “funnelling” effect, which is simply displacing traffic onto fewer streets along with the associated pollution.
- Frequency and disruption of roadworks means the main roads are perceived as unreliable as a route.
- A common concern is the inconvenience caused to people in their daily lives that they will be obliged to spend more time in traffic on the main roads. People stuck behind the municipal waste bin cannot now find an alternative route.
- People with disabilities who drive or rely on others who drive are concerned it will impact on the cost and flexibility of their support.
- Until the scheme is clear and made permanent, confusion and frustration is caused by “shuffling” around the street seeking the right way through, as well as additional manoeuvres by drivers.
- Traffic and congestion increased on the main roads, more idling traffic leading to increased pollution in these locations.

I live on Olive Road where there is no traffic calming, in fact thanks to the temporary measures to calm the traffic, the rat running became a problem. In that drivers angrily sped down our road when meeting a planter or bollard at Ashford or Agave road



Figure 7 - Modal filter on St Michael's Road

c) Specific reasons the scheme is supported

Cycling should be the main mode of transport for everyone who can but is discouraged because the traffic is too intimidating. At the same pollution causes many indirect deaths, so by increasing cycling possibilities and decreasing car trips, you have two birds with one stone.... This is long overdue given the pollution in London, but it's not too late.

Cycling and walking have to feel safer and nicer. Many roads are so narrow and clogged with cars that they feel dangerous

- Negative effect of fast traffic, not only cars but heavy lorries (e.g., in Sneyd Road and Heber Road), the aggression and disregard for other road users, illegal parking, pollution.
- More pleasant for walking and cycling to school with children.
- St Michaels Road barrier is seen as a positive measure – in terms of its location near Mora Primary School, the park and library. It has encouraged families to use the road more actively as a shared space and appears to be positively received.

- Main source of support is among those people who do not have a car or prefer not to use one but feel the existing environment is dangerous.

The entrance to Ashford Road should be closed completely, used as a cut through for Cricklewood.

The border between Hassop Road and Ashford Road should house traffic calming measures.

- Even while the scheme is not operational the planters are effective to slow traffic down (e.g., St Michaels Road and Agave Road)
- Car usage needs to be deterred and traffic free routes created for walking & cycling – including by higher taxes, less free parking,



Figure 8 - Cedar Road junction with Olive Road

d) Other issues relating to implementation of the original scheme

People have not given the LTN's a chance and perceive it as taking away their cars instead of thinking of alternate journeys.

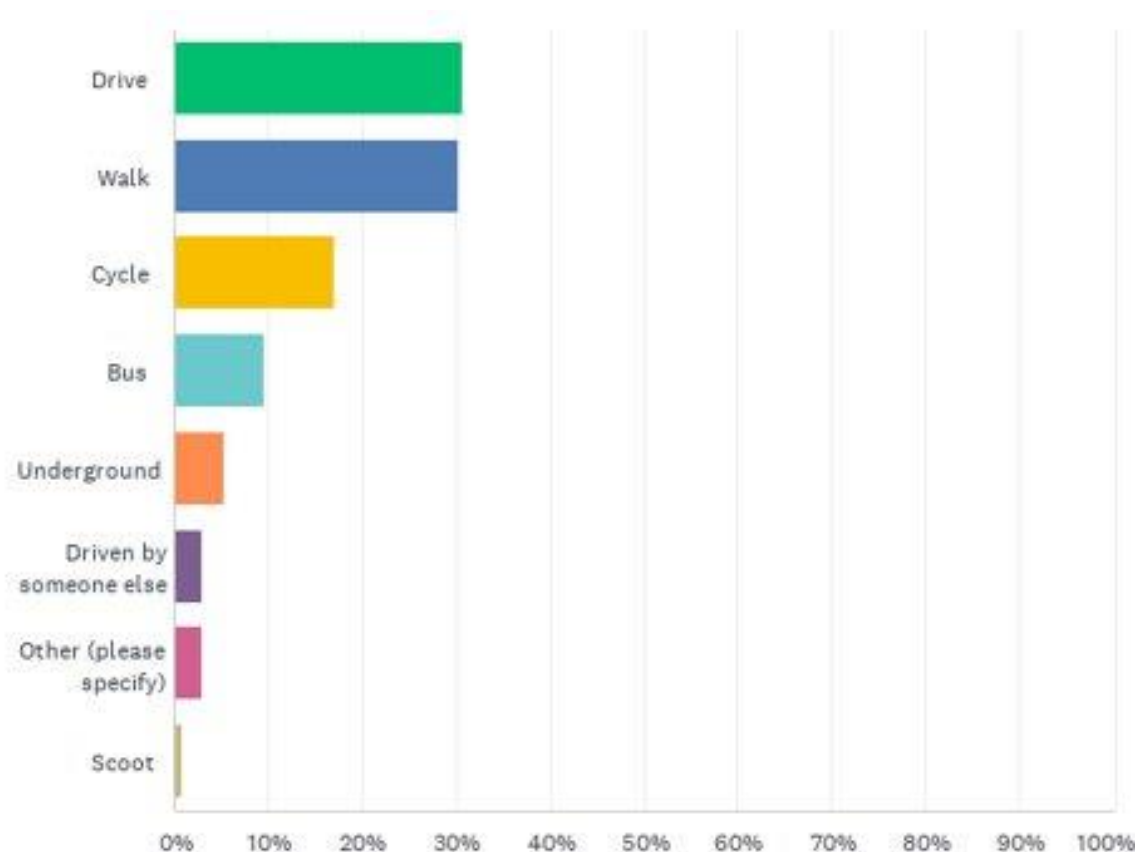
I agree with road closure to Oaklands Road it was a great idea. I disagree with flower boxes to Ivy Road, Mora Road, Agave Road, its directing all traffic onto Cedar Road. It continues early morning to late evening. Cars not giving way and blowing horns, it needs to be looked at.

- Schemes were originally trialled for a very short time and some residents are frustrated the scheme was never properly operational.
- The schemes are confusing as the signage remains although there are no closures or enforcement – this situation is causing its own issues for residents as vehicles attempt to turn around or manoeuvre near the barriers, uncertain if the cameras are present or active.
- The schemes “*never had a chance*” due to vandalism caused by a particular resident who pulled out the bollards and promoted where bollard keys could be purchased.
- Roadworks going on across significant stretches of Cricklewood Broadway are impacting on the effectiveness of these roads to carry traffic and incentivising the side roads as cut throughs.

Specific survey responses

How do you usually travel around the area?

There is an even split between those who walk and drive, with 31% each and 17% cycle. Given good bus access for the area, there is very low uptake at 10%.

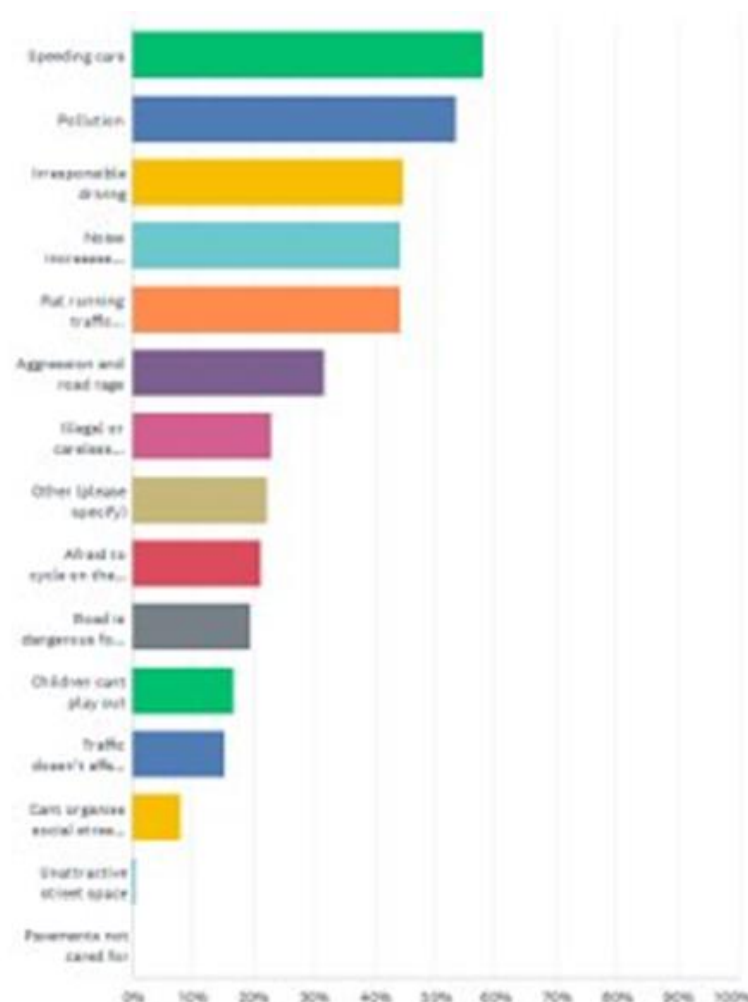


Are you affected by issues caused by motor traffic?

Traffic is affecting the majority of respondents (62%) compared to 39% who said “no” – mainly in terms of speeding (58%), pollution (52%), noise (46%) and irresponsible driving (45%).

Significant numbers of respondents identified rat running going on (42%) which contrasts with the view that the streets are quiet and there is no traffic problem to address.

Other responses to this question demonstrate how many traffic problems have been caused by **driver reactions** to the suspended Healthy Neighbourhood measures. Drivers are frustrated but this should settle down once the schemes are made permanent and appear in satellite navigation systems. Nonetheless, it clearly it’s impacting on residents at present.



Do you support the Council taking action to tackle traffic issues?

Residents want the Council to tackle traffic issues with 51% supporting action and a further 22% who *maybe* want action taken, compared to 27% who don't.

Agree with action that benefits all being taken. The current scheme penalises roads like mine, which is now used as the main rat run for all traffic diverted from roads that are blocked off. This hugely increases the traffic, pollution etc. for my neighbours and me

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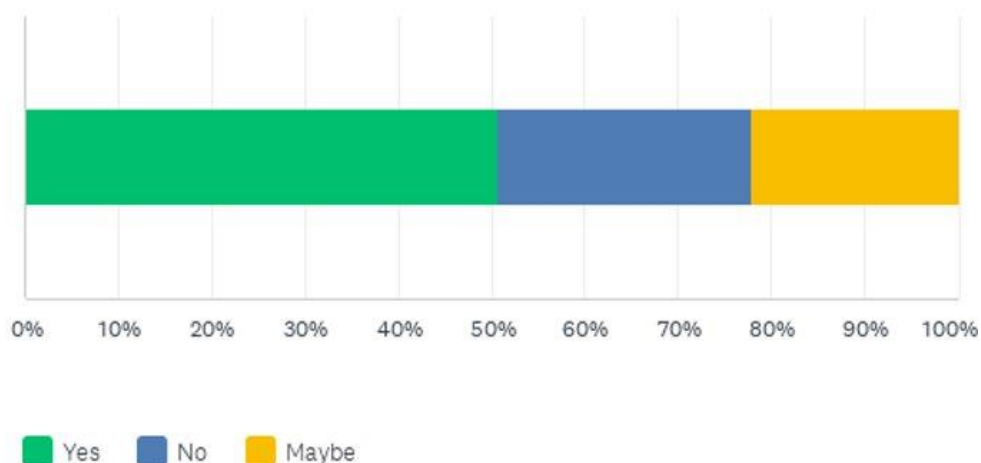
What would make your street lovely?

More trees and flowering bushes was the main request with 60% respondents, and 59% wanting greenery returned to front gardens, but almost 46% asked for less traffic with 40% wanting fewer lorries and vans. There was also an appetite for residents to spend time together and support each other reflected in 48% for "residents who look out for each other". Community spirit seems to be valued in Cricklewood.

More facilities for young people to gather and our community to spend time outside. Consider planting fruit trees, and local residents and community can help the management.

All trees on Wotton Rd destroyed by parking for Mora Rd School. Drop offs have not been replaced!

More trees, keep streets clean.



37% are calling for safer routes to school and 26% wanted cars to be removed from pavements along with 20% calling for more space for safe cycling.

Other comments here include a frequent call for cleaner streets, in particular from dog poo, fly tipping and litter as well as a lorry ban.

Could you change your driving habits?

Most people (48%) thought they could, with 40% finding that difficult - a further 12% said maybe.

Do you have a disability that makes walking difficult?

15% were affected in this way, totalling 33 people and their primary request (by 49%) was for us to consider the impact on visitors and relatives and by 47%, to be exempt from the restrictions on driving through the scheme. A significant proportion (46%) wanted to be equally involved in shaping the scheme.

Reasons you would not support a “traffic filter”?

These results clearly echo the comments from residents, either affected by displaced traffic on their street (59%) or obliged to use busier main roads (54%). In addition, residents who drive don't want to be inconvenienced (26%) and are keen to cut through their own neighbourhood – 20% reported they would lose their shortcut.

Support traffic filter, but not one that has ended up channelling traffic into a previously quiet street

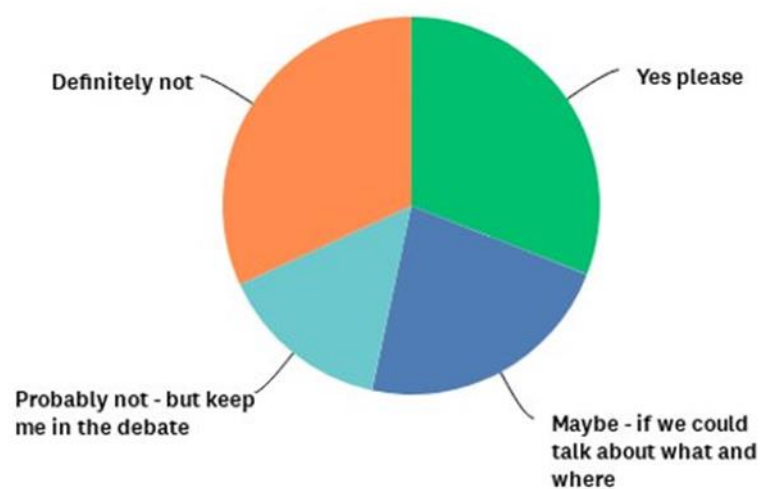
Heavy traffic has caused much more congestion/pollution. Stop-start-crawl, trying to get home with the longest and most inefficient route

ANSWER CHOICES	RESPONSES	
The traffic filter might bring traffic onto my street	59.04%	111
I end up driving more on busy roads	54.26%	102
Other (please specify)	37.77%	71
I don't want the inconvenience	25.53%	48
I would lose my shortcut	20.21%	38
I don't see the traffic as a problem	18.62%	35
Essential local services are too far away	17.55%	33
My day to day costs go up (eg taxis, carer fees)	14.89%	28
There is only a limited safe cycling network	8.51%	16
Cycling is dangerous	7.45%	14
Health issues are not my main priority	5.85%	11
Changing my travel route is awkward	0.00%	0
Not interested in the community	0.00%	0
Total Respondents: 188		

Would you consider a traffic filter on your street?

A significant proportion do support a traffic filter in their street (31%) and a further 23% would consider it. However, 32% have said “no” with a further 15% saying “probably not”. So the results here are quite evenly divided.

This survey result does contrast with the views of most residents in the resident meeting and at the walkabout, suggesting there is potential to develop a network of quieter streets in Cricklewood, if we can get the design right.



Other measures to control traffic

School streets (47%) was favoured and interestingly, 39% of respondents asked to **extend** the existing low traffic neighbourhood. In addition, one-way streets (38%) and protected cycle lanes (32%) would be welcomed. There was fair support for timed closures and comments develop this idea.

Mora Road blocked off outside school times, stop parents doing school run and illegal and irresponsible parking.

Restrictions to non-local traffic at certain times. More wardens during the School run to stop careless parking on double yellows and corner.



Figure 9 - Anson Primary School

Suggestions to reduce traffic, reduce dependency on cars, and improve how the scheme might work

Some residents, possibly those who drive, have focussed their replies on how improvements to the streets should make driving easier, speed up the flow, enable traffic, provide easier access, and widen roads. This reinforces the view that urban living should be car-centric and motor traffic must be accommodated at any cost. However, the long-term concerns for Brent Council are to reduce car usage:

A lot of kids walk to St Agnes School, next to Cricklewood Station. Cricklewood Broadway and Cricklewood Lane need wider pavements, a greener and more pleasant space and the shops should be encouraged to keep the pavements clear

Limit traffic flow, reduce the number of cars allowed per household, make restrictions that aid road crossing and reduce speed and educate about the benefits of active life. People feel that not using their car reduces their mobility and they can't see an alternative.

Summary of ideas and suggestions received:

Get people using alternatives first then calm the traffic. Make comprehensive plans for alternative means of transport like cycling, walking and e-scooters. These need to be established to provide for alternative cross-London travel BEFORE traffic calming is introduced

- Some support for one-ways to be used in the area to make access by cut through traffic from the A5 more difficult. Partly on Mora Road but possibly on ladder of streets (Larch Road / Pine Road/ Cedar Road).
- Resident exemptions for the scheme using ANPR.
- Introduce a width restriction on Olive Road as the bollards and planters are currently doing in other locations.
- Extend the school street to include more streets such as St Michaels Road and along Mora Road.
- Peak time restrictions might be beneficial or worth trialling – this means older people could still have driver visitors at other times.
- Have Santander hire bicycle points and better on street bicycle storage.
- Make it much more expensive for households to have more than one vehicle.
- Remove parking on the main and residential roads to create space for cycle lanes and parklets as well as greening.
- Better enforcement of speeding across the area (not just main roads) and more parking enforcement, including on double yellow lines.
- Scheme needs to be signposted far in advance – at main entry point to the closed road, or drivers aren't aware of the restriction until it is too late.
- Restrictions on lorries and heavy vehicles using Sneyd Road, Heber Road and Mora Road.
- Stop building more housing in the area which is putting pressure on transport routes and other services.
- Well-connected and well-maintained cycle network, and junctions / roundabouts to be better designed for cycling.
- Discourage car use by making it more expensive to park and tax second vehicles.
- Support affordable one-way car hire schemes and car sharing.
- Prevent multiple occupancy of properties (HMO's) -often this introduces more vehicles.
- More electric charging points e.g., Ashford Court.

Review speed limits and parking zones (extend). Upgrade bus stops, car share schemes, review bus routes, you need to get two buses to get from Olive road to the tube.



Fig 10 New pedestrianised road closure at Oaklands Road

Options for modifying the Healthy Neighbourhood

Original scheme



Figure 11 - Current Cricklewood Healthy Neighbourhood scheme

In the original scheme, through-traffic is largely removed from residential streets across the neighbourhood, relieving those roads such as Mora Road and Ashford Road from the heavy traffic and associated negative impacts. It has potential to offer a range of benefits for the area, particularly around Mora Primary School and the routes to Gladstone Park, supporting active travel for these destinations.

Other benefits for residents could be to address speeding and heavy vehicles in roads like Sneyd Road, Heber Road, Blackstone Road and parts of Olive Road. The area could be easier for residents to use and park as routine cut through traffic is removed. Streets could be quieter and more pleasant.

It could also incentivise reduction in car usage by residents as they would be required to use the main roads more often where congestion is worse.

However, the scheme has some negative impacts, notably for residents on Temple Road, Cedar Road and Olive Road, which remain open and continue to provide a through-route to motor traffic.

Through-traffic would be concentrated onto these few streets rather than dispersed across the neighbourhood.

Option 1



Figure 12 - Cricklewood Draft Option 01

In this alternative scheme, key locations remain closed to motor traffic. A series of modal filter and ANPR camera closures north of Olive Road provide routes for residents to access their homes while blocking the streets to through-traffic from outside the area. All streets could experience an overall decrease in traffic as a result.

The modal filter closure on St Michaels Road is retained as residents generally see the benefits for families coming to Mora Primary School, Living Spring nursery, and to Gladstone Park, as well as benefiting children in the area overall. Extending the school street towards Wotton Road could also strengthen this traffic free zone.

An ANPR camera would be placed on Agave Road and a modal filter placed on Cedar Road, both north of the junctions with Olive Road. The Ashford Road closure is replaced by an ANPR camera allowing residents to pass through but closing the road to through-traffic. The Ashford Road closure

point would be positioned to allow Ashford Place clients to continue to access the facility via minibus or taxis and could be located either north or south of Ashford Place.

The scheme introduces a short section of one-way road on Mora Road (between the junctions of Temple Road, Briar Road and Cedar Road), pushing the point where traffic entering along Temple Road meets traffic on Mora Road further eastwards, away from the school. This, combined with the St Michaels Road closure and possibly an extended school street, could reduce the traffic management issues experienced for many years at the junction of Temple Road and along the top of Mora Road. Two-way movement will be possible on Mora Road between the A5 and Cedar Road. This will retain the option for motor traffic to enter and leave the area via Temple Road and Mora Road (subject to existing junction movement restrictions).

Cricklewood Healthy Neighbourhood residents would be able to use either Agave Road or Ashford Road to move through the area, towards either the A5 or Anson Road. While these streets may carry additional residential traffic, there would be an overall decrease in traffic volumes due to the closures to through-traffic.

The existing banned right turns are retained on the Temple Road, Mora Road and Ashford Road junctions with the A5 (banned right turn exit from Temple Road onto the A5, banned right turns from the A5 into Mora Road and Ashford Road). Continuing the current arrangements, residential traffic entering the neighbourhood from the north on the A5 will turn into Temple Road and continue via Mora Road. Traffic heading north onto the A5 can exit via Mora Road and Ashford Road, with some movement possible via Temple Road when the School Street is not operational.



Figure 13 – Residential traffic movement routes on Temple Road and Mora Road, to and from the A5

Conclusions

The majority of residents living in Cricklewood are affected negatively by the traffic (61%) with speeding, pollution, noise and irresponsible driving major concerns.

Most people (51%) want the Council to address these issues and others give qualified support, depending on the proposal (22%). 47% want less traffic and especially fewer lorries, trucks and vans cutting through the area. 48% of residents are ready to drive less, given the right support and encouragement.

But the current Healthy Neighbourhood proposal has not been generally supported – the new cut throughs and a perception that the same traffic levels will use fewer “open” roads has heavily impacted resident feedback, with 59% (111 people) concerned that more traffic will be using their roads. At the same time, many residents are driving routinely in the area (31%) and other will be driving occasionally and see the traffic filters as an inconvenience – 54% stated they would be driving on busier roads as a result (102 people).

However, what we learn from the overall survey results and the street chats, is that the picture of support for the filters is varied in Cricklewood. Many people recognise their benefits but complained that the new cut throughs just moved the issue to previously quiet streets (Cedar, for example). And 39% of survey respondents asked for the low traffic neighbourhood to be extended (82 people) - after school streets, the favoured option.

Other residents were frustrated at the temporary trial and the confusion caused by the signage left on street when the programme was paused which led to conflict, unnecessary vehicle manoeuvring and road rage in their street and this clearly affected their willingness to accept the scheme.

Survey results reveal that 31% of residents in Cricklewood would support a filter in their street. While 32% would not. However, 23% would support the measure, depending on what and where it is. So, there is a resident population potentially willing to trial a scheme, if it can work effectively across the neighbourhood and the benefits are inclusive.

From the **Street Chats**, which took place in Ashford, Olive, Sneyd, Mora, and Ivy / Blackstone / Cedar, we learned the following:

Of 18 residents of Ashford Court and Ashford Road, 12 people support a traffic filter with further support if there is ANPR and flexibility for residents.

Of 7 respondents on Olive, a mixed picture with support for **St Michaels closure** but less support for others, 4 supportive with some peak hours restrictions being preferred and blue badge exemptions.

11 residents on Mora – older people in the street who want visitors, so a timed restriction was preferred by some. Support for a one way to be introduced on Mora to tackle the conflict of two way, with further support if ANPR CCTV cameras provides residents access. 6 are generally supportive of the scheme or other measures, while 4 dislike the filter.

7 residents from Cedar, Larch, Ivy and Blackstone: results here partly affected by the negative impact of the existing scheme on Cedar. 3 potentially supportive but 4 not agreed to the scheme. Support expressed for St Michaels closure. *“Would be supportive if cut through Cedar was removed”*

Sneyd residents (4) supported the St Michaels closure with qualified support by 3 residents, especially with ANPR access.

The **walkabout** and **residents meetings** gave overall a negative reception for the existing scheme but at the meeting, those who tried to support the scheme or wished to consider its possible benefits found it very difficult to speak, making it difficult to get an accurate picture of community views. Some people who wished to speak at that point were deterred so the survey results could be more accurate.

Given residents’ concerns about the impact on day-to-day life of the measures in the original scheme, the recommendation is for a simpler “mixed scheme” that combines cameras and physical barriers to traffic:

- Fixed modal filter road closures on St Michaels Road and Cedar Road. The latter on Cedar Rd is in response to the new cut through created during the trial and the qualified support for measures among 70% of Cedar residents (depending on what measure and where).
- ANPR cameras with resident exemptions to allow Cricklewood Healthy Neighbourhood residents to continue to drive through Agave Road and Ashford Road but will remove external traffic.

There is noticeable support for a traffic filter on key streets like Mora and Ashford (please see appendices). Ashford Road residents support the Council taking action by 75% of respondents while 46% would like Ashford Road to have a traffic filter (majority) while 36% said they wouldn't.

There was good support for school street measures with 47% stating they would be ready to see them introduced. The existing School Street could be extended along Mora Road and Wotton Road to widen the safe pedestrian zone around the school and limit the daily impact of parent drivers coming in from a wider area. It would be useful to identify possible short-stay car parking nearby (e.g., in Matalan car park) that could support to support active travel to school through 'park and stride' measures, combined with a WOW walk to school programme.

The Ashford Road closure would be positioned to take account of Ashford Place and the elderly or disabled clients relying on taxis and minibuses to use it. Once the closures are confirmed and Ivy Road and Agave Road are reopened, taxis and drivers will be clearer how to reach the centre.

This closure should also offer some relief for Heber Road, for traffic cutting down Ashford Road, but is still exposed from traffic coming via Cedar Road. This can be monitored in the trial and reviewed.

This scheme would create some quiet low traffic areas and could significantly cut through traffic including on Temple Road and Olive Road which aren't given road closures in the original design. Resident traffic will continue and residents with greater ease of access around Larch Road, Pine Road and Cedar Road.

In our proposal, Mora remains open to traffic, but with the one way part way down and the onward journey restrictions on Cedar, Ashford and Agave, the expectation is that this will reduce the attractiveness of the area to cut through and reduce levels of traffic overall. Mora and Temple will be important to monitor during the trial to ensure there is benefit for residents here.

Summary of recommendations

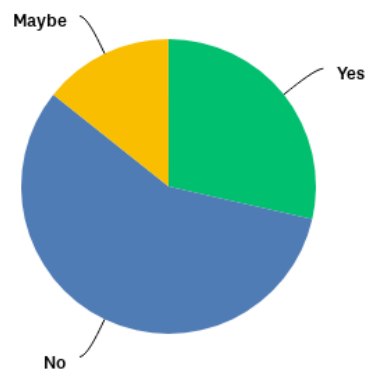
1. Ashford Road closure replaced with ANPR camera with resident access permit, including for Ashford Place. To be positioned to ensure ease of access for Ashford Place
2. ANPR cameras are installed on Agave Road with resident access permit, including for Ashford Place.
3. Modal filter closure remains on St Michaels Road, combining with the School Street.
4. Modal filter closure added to Cedar Road.
5. School Street is made permanent and consideration given to extending it along Mora and Wotton Road
6. A section of Mora Road, at the junction with Temple Road, becomes one way up to Cedar Road
7. Possible additional measure for Heber Rd such as a lorry ban

APPENDICES 1

A breakdown of Cricklewood's top 5 streets and their responses to **whether they support the council taking action to tackle traffic** and if they would **support a traffic filter on their street**.

ANSON ROAD

Q7 Do you support the Council taking action to tackle traffic issues?

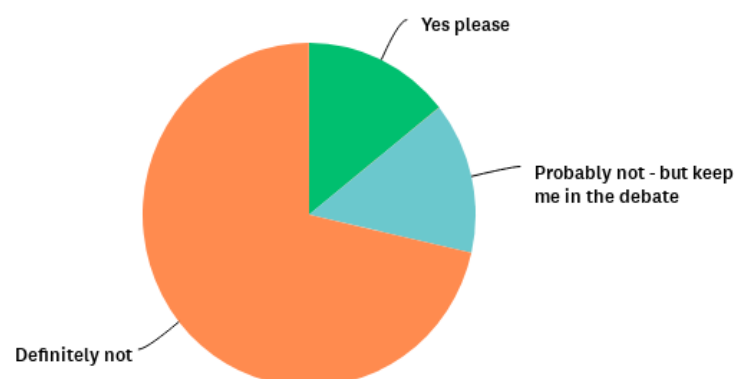


Yes – 29%

No – 57%

Maybe – 15%

Q13 If we asked you to consider a traffic filter on your street or nearby, what would you say?



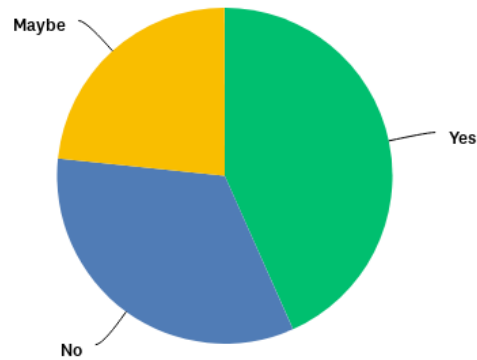
Yes – 14%

No – 72%

Probably not - 14%

OLIVE ROAD

Q7 Do you support the Council taking action to tackle traffic issues?

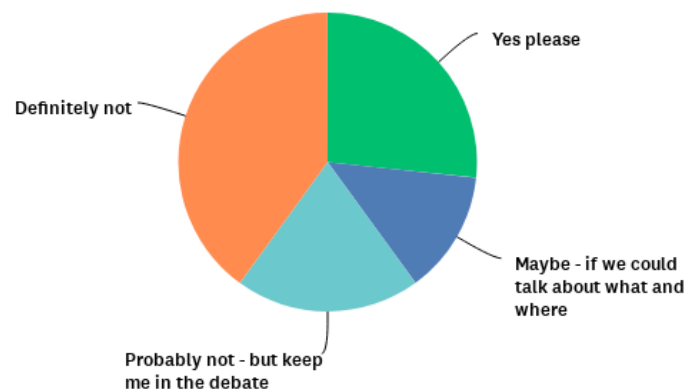


Yes – 43%

No – 33%

Maybe - 23%

Q13 If we asked you to consider a traffic filter on your street or nearby, what would you say?



Yes – 27%

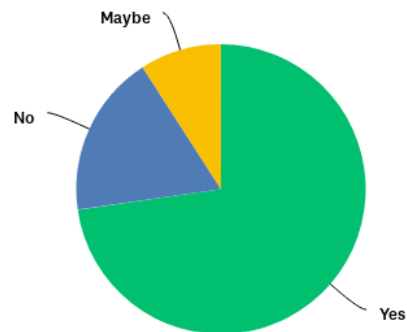
No – 40%

Probably not – 20%

Maybe – 13%

MORA ROAD

Q7 Do you support the Council taking action to tackle traffic issues?

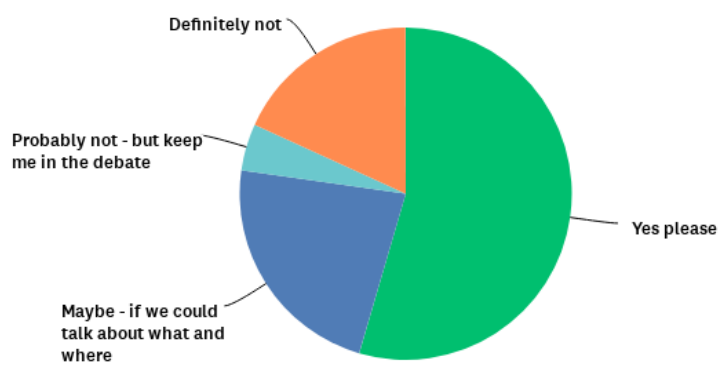


Yes – 73%

No – 18%

Maybe - 9%

Q13 If we asked you to consider a traffic filter on your street or nearby, what would you say?



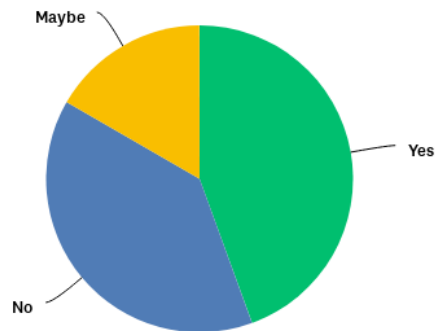
Yes – 55%

No – 18%

Maybe - 23%

IVY ROAD

Q7 Do you support the Council taking action to tackle traffic issues?

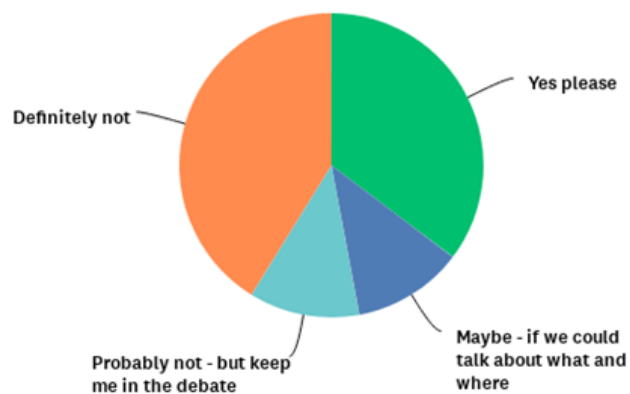


Yes – 45%

No – 39%

Maybe - 17%

Q13 If we asked you to consider a traffic filter on your street or nearby, what would you say?



Yes – 35%

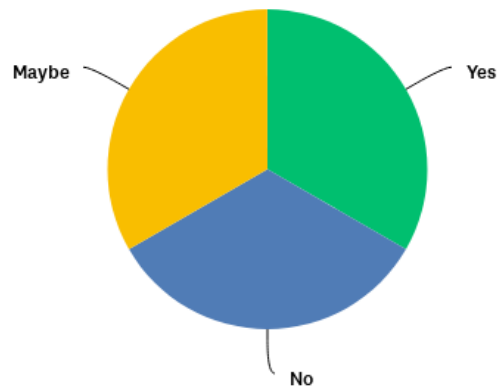
No – 41%

Maybe - 12%

Probably not- 12%

DAWSON ROAD

Q7 Do you support the Council taking action to tackle traffic issues?

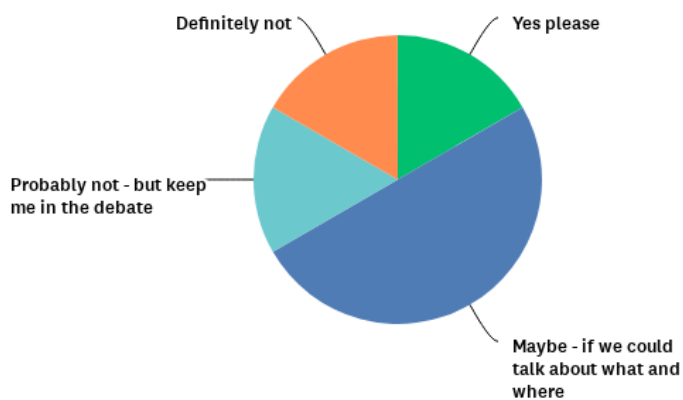


Yes – 33%

No – 33%

Maybe – 33%

Q13 If we asked you to consider a traffic filter on your street or nearby, what would you say?



Yes – 17%

No – 17%

Maybe – 50%

Probably not -17%