

West Ham Park area

Experimental low traffic neighbourhood starting 25 November 2024



Newham Council will be implementing a low traffic neighbourhood in the West Ham Park area on Monday 25 November 2024. We will use this period to better understand how the low traffic neighbourhood affects walking, cycling and car journeys; and to understand what local residents think about the scheme. The evidence gathered from traffic surveys and community feedback will be used to inform whether the scheme is removed or made permanent.

In this leaflet you will find:

- Information about the low traffic neighbourhood
- How we decided to launch an experimental low traffic neighbourhood
- What happens during the experimental scheme
- How to share your views

What is a low traffic neighbourhood?

A low traffic neighbourhood is a predominantly residential area surrounded by main roads in which through traffic is restricted by use of modal filters.

What is a modal filter?

Modal filters are the wooden planter boxes that allow access through residential streets for pedestrians and cyclists, and police, ambulance, fire brigade and waste collection vehicles. They prevent other motor vehicles from driving through using ANPR (Automatic Number Plate Recognition) technology to detect and deter vehicles from driving through modal filters.

What are the benefits of a low traffic neighbourhood?

Low traffic neighbourhoods are designed to make walking and cycling easier by restricting through traffic. Other benefits typically include improved road safety and community feel, reduced noise and air pollution, and come with improvements to wheeled and walking accessibility along with improvements to cycling conditions, and additional greenery if schemes are made permanent.

Can residents still access their properties by car?

Yes, all properties remain accessible by car and other private motor vehicles. People driving motor vehicles may have to take a slightly different route to get between the main road and properties in the area. More information about this is on page 10.


Proposal

Following exploration of several potential scheme options, and based on the success of the other low traffic neighbourhoods in Newham, we proposed to trial a new low traffic neighbourhood in the West Ham Park area. Evidence suggests that this is the best option to address the concerns and needs that people shared during the engagement carried out so far.

A map of the proposed low traffic neighbourhood is shown on pages 8 and 9. The scheme will be implemented on an **experimental basis**. This means that the council will measure the impact of the scheme using both data collection (e.g. traffic, modal shift, air quality) and feedback from residents and stakeholders to make sure that the scheme meets the objectives.

Key objectives

The primary project objectives are in line with broader Newham Council policies:

 Remove through traffic To create a safe environment that has low levels of motorised traffic, where the widest range of people feel comfortable walking and cycling.	 Enable modal shift To enable people to walk and cycle for local trips, rather than drive.
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Other options considered

As part of this project to achieve the above objectives, we considered alternatives to a low traffic neighbourhood including:

- 20mph zones
- one-way streets
- turn bans

However, none of these other options on their own would fully address the above project objectives.

Newham council is proposing to introduce 20mph speed limits to most streets in Newham. A third of Newham's streets already have a 20mph speed limit. The West Ham Park neighbourhood is part of Phase 2 of this programme.

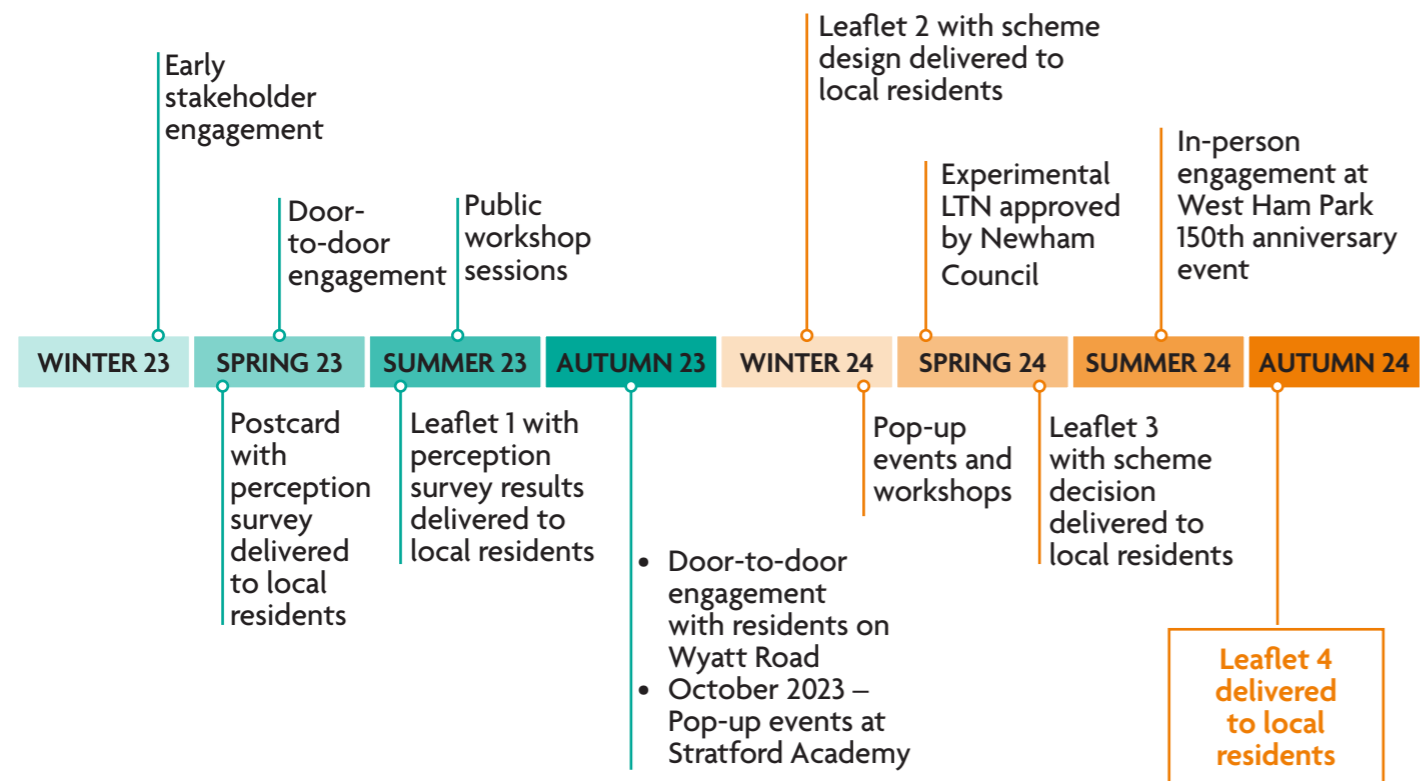
For more information about the 20mph programme, visit newham.gov.uk/20mph.

Engagement carried out so far

Between March 2023 and February 2024, the council engaged with residents, businesses, community groups, and stakeholders to find out how we can improve the West Ham Park area, particularly in relation to through traffic, pollution, and congestion. There was extensive engagement including:



Timeline of events:



Key findings from public engagement

Top 10 comments from perception survey

The perception survey (March 2023) asked people to provide their views on road safety, air quality, walking, cycling, and traffic on the street where they live. We received 421 comments. The word cloud below shows the top 10 types of responses, with the size of each 'cloud' relative to the number of responses.



Examples of comments from other engagement activities

You said	We propose
<p>"There is a significant problem of cars rapidly accelerating down the residential streets in the area. This poses a serious risk to pedestrians and cyclists as well as causing noise disturbance."</p>	<ul style="list-style-type: none"> We propose to introduce a 20mph speed limit across the West Ham Park area. We also propose traffic calming measures on key roads as part of the low traffic neighbourhood.
<p>"Cars travel too fast on the back [i.e. residential] roads."</p>	<p>We will introduce an experimental low traffic neighbourhood to prevent motorised vehicles from using residential streets as a cut through, while still enabling motor vehicle access to all properties.</p>
<p>"A lot of cars speed and it would be great to have a way to make them slow down"</p>	
<p>"The area is a major rat run, very high level of traffic and speeding. Aggressive drivers make it difficult to cycle."</p>	<p>We are reviewing 'complementary measures' including:</p> <ul style="list-style-type: none"> Improving cycling infrastructure Providing safe crossings at junctions Adding dropped kerbs for improved wheeled accessibility Relocating pavement parking to on-street locations to improve footway accessibility Increasing green infrastructure across the area, particularly where it can contribute to speed reduction
<p>"Lots of side roads are being used as rat runs."</p>	
<p>"It would be great to see more infrastructure to encourage other people to cycle and walk more instead of getting in cars."</p>	<p>We propose to extend the Park Primary School Street</p>
<p>"It would be great to have more crossings with lights."</p>	
<p>"We need more trees, bushes and plants on residential streets to improve air quality, which is very poor."</p>	
<p>"I would like to see the School Street at Park Primary School extended."</p>	

Key findings from traffic data collection

In 2022 and 2023 we collected traffic data in the West Ham Park area. The findings, as summarised below, show that the area would benefit from a low traffic neighbourhood.

Traffic volumes

66% of the locations surveyed within the area carried more than 500 vehicles per day.

At 66% of locations



> 500 vehicles per day

Traffic speed

The Council monitored traffic speeds at over 50 locations in the West Ham Park area.

The following streets had significant volumes of people driving vehicles faster than 20 mph:

- Ham Park Road
- Margery Park Road
- Warwick Road
- Vicarage Road to Tavistock Road
- Gower Road to Chaucer Road



>20mph

Through traffic

47% of traffic was through traffic, meaning that these vehicles were driven through the West Ham Park area (as opposed to starting or ending their journeys in the neighbourhood).

The following streets had significant volumes of through traffic:

- Ham Park Road
- Margery Park Road
- Warwick Road
- Vicarage Road to Tavistock Road
- Gower Road to Chaucer Road

47% is through traffic



Ongoing monitoring

We will continue to monitor traffic for the duration of the project.

We have also installed sensors in the area to monitor air quality for the duration of the project.



Traffic



Air quality

* The data above is based on traffic surveys conducted in November 2022. Further surveys conducted in February, May and August 2023 show that the November 2022 data is typical of how traffic moves in the area throughout the year.

Experimental scheme start

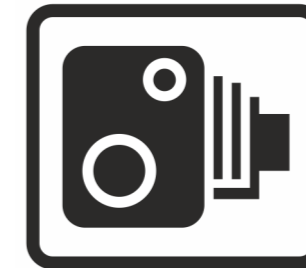
The experimental low traffic neighbourhood will begin on Monday 25 November 2024. You will receive a letter to remind you closer to the start date.

Signage at the four modal filters (as shown on the map on pages 8-9) will depict new enforcement controls:

No motor vehicles



Camera enforcement



Exemption plate*



* Blue badge holders who live within the area can apply for an exemption as part of the experimental scheme to drive through a modal filter.

How the low traffic neighbourhood will affect journeys

Pedestrians and cyclists

Walking and cycling routes will not be affected by the low traffic neighbourhood, since pedestrians and cyclists can travel through modal filters. Journeys made by walking and cycling will benefit from increased safety due to a likely reduction in motor vehicle traffic, as through trips by motor vehicles will be removed from the area.

Motor vehicles

Modal filters enable emergency service vehicles and exempt vehicles to drive through. Non-exempt vehicles (including those of local residents) will receive a fixed penalty charge for driving through a modal filter.

All properties can still be accessed by motor vehicle. However, the routes used to access a given property may change. The low traffic neighbourhood will prevent motor vehicles from cutting through the neighbourhood by restricting vehicle routes at the modal filters. This means that motor vehicles will need to enter and exit the neighbourhood via the same road(s) on the boundary of the neighbourhood, rather than entering the neighbourhood from one road and exiting via another on the opposite side.

The map on pages 8-9 shows how motor vehicles will access the West Ham Park low traffic neighbourhood. Streets to the north of the neighbourhood will be accessed via Romford Road. Streets to the west of the neighbourhood will be accessed via Vicarage Lane (B164). Streets to the south will be accessed via Portway (B165).

LONDON BOROUGH OF NEWHAM

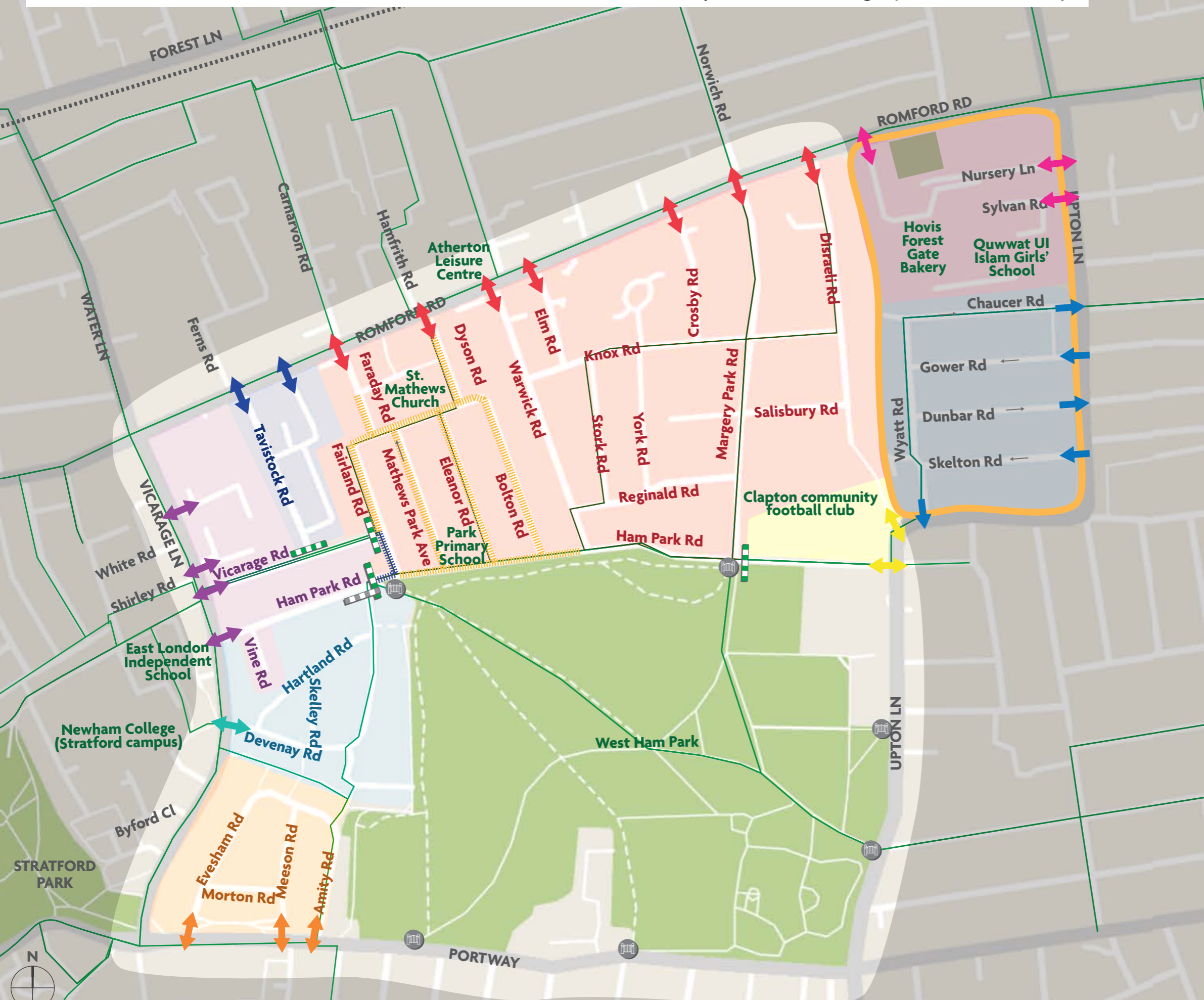
West Ham Park Area

LOW TRAFFIC NEIGHBOURHOOD

Experimental design (November 2024)

Legend

- KEY**
- Low traffic neighbourhood area
- Existing**
- Green spaces
 - Main roads
 - Rail
 - Overground railway
 - Timed access open: 7.30am - dusk
 - Existing one-way street
 - Healthy School Streets
 - Modal Filter
 - Identified strategic walk and cycle link
- Proposed**
- Modal Filter
 - Entry & exit routes for motorised vehicles into corresponding colour coded area.
 - Neighbourhood Cell
 - Area to be delivered separately at a later date
 - School Street extension



What will happen during the experimental scheme

Consultation period (6 to 12 months)

This is the key period for members of the public to provide feedback on the scheme. We will also seek the views of blue badge holders with regards to the experimental blue badge exemption. The council will also gather traffic data, including traffic volumes and air quality. During this period, we can adjust the scheme based on feedback received and data collected.

Evaluation period (up to 6 months)

Once we have settled on a final scheme design, the council has up to six months to analyse feedback and data collected in order to make a decision on whether to remove the scheme or to make it permanent.

Further communications

About a week before the experimental scheme starts, you will receive a letter detailing ways to provide feedback. This will enable us to receive feedback on your lived experience of the scheme. There will also be on-street signage and social media to remind residents that the scheme is going ahead.

Over the course of the experimental scheme, there will be 'hello lamp post' signs in your neighbourhood with a QR code for more information about the scheme. We will deliver a series of additional leaflets, and conduct door knocking to update residents about the scheme and to encourage residents to provide feedback.

Example of temporary modal filter



Keogh Road modal filter, implemented as part of Atherton LTN during experimental stage

Decision on whether to make the scheme permanent





At the end of the experimental period, the council will evaluate all evidence gathered in order to make a decision as to whether to a) make the scheme permanent or b) remove the scheme.

The evidence to be evaluated includes:

1. Feedback from residents and other local stakeholders
2. Data gathered including traffic volumes and air quality

Once a decision is made, we will make sure to communicate this and the next steps with all residents in the low traffic neighbourhood area.

If a decision is made to make the scheme permanent, we will consider measures that are complementary to a low traffic neighbourhood. This could include, for example:

Additional pedestrian street crossings 	Planting and greenery 	Improvements to footways 	Design proposals for permanent modal filters 
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Example of permanent modal filter



Keogh Road modal filter, implemented as part of Atherton LTN following decision to make the LTN permanent

Information and contact

If you have any further questions, phone or email us at:

☎ 020 8430 2000

✉ LiveableNeighbourhoods@newham.gov.uk

🌐 newham.gov.uk/ltn



Newsletter

To receive updates about the low traffic neighbourhood, send us an e-mail stating that you would like to join the mailing list, or sign up on the project web page.

Accessible formats

This document is available in accessible formats on the LTN website. Formats include:

- PDF
- Plain text (Word)
- Easy Read (simplified text)
- Audio recording
- British Sign Language summary.

Other languages

For a **translation** of this document:

Visit shorturl.at/npu69 or scan the QR code, and enter code **1879796**, or call **0203 373 4000**

