



**Healthy Streets and Parking**  
Projects Development  
Delegated Approval Report

Report for Head of Healthy Streets  
and Parking

**Wards Affected:** Queens Park

**Title: Proposed Traffic Management Improvements in  
Dudley Road, Hopefield Avenue, Montrose Avenue and  
Summerfield Avenue NW6.**

**Approved by:**

<b>Title</b>	<b>Name</b>	<b>Date</b>
Principal Engineer (author)	Solomon Nere	03/07/2023
Head of Healthy Streets and Parking	Sandor Fazekas	07/09/2023

**1.0 PURPOSE OF REPORT**

- 1.1 This report summarises the outcome of the public consultation for the proposed traffic management improvement scheme in Dudley Road, Hopefield Avenue, Montrose Avenue and Summerfield Avenue NW6. Consultation was carried out in February and March 2023.
- 1.2 The Head of Healthy Streets and Parking is recommended to progress with implementation of the scheme based on the majority support received at public consultation and introduce it on trial basis using an experimental Traffic Management Order banning right and left turns from the Kingswood Avenue into Dudley Road, Hopefield Avenue, Montrose Avenue and Summerfield Avenue operating Monday to Friday between 7am and 10am. It is also recommended to introduce Traffic Enforcement Cameras on Kingswood Avenue to enforce the timed No Right and Left Turn bans, and that officers continue monitoring the traffic movements in the area during that period.

**2.0 BACKGROUND**

- 2.1 In June 2021 the Council received petition from residents of Summerfield Avenue and Dudley Road requesting the Council to introduce measures to stop traffic coming to their streets from Kingswood Avenue. Officers worked with local residents and ward councillors in developing plans to address residents' concerns.

- 2.2 The petitioners requested the Council to find an urgent solution to the rat-run traffic that passes through Summerfield Avenue and Dudley Road. They said that they support a proposal for a no left turn into Summerfield Avenue from Kingswood from 7am – 10am as the minimum measure required but also requested other options are explored such as a no-entry to Summerfield from Kingswood, if traffic assessments indicate this would be necessary and most effective.
- 2.3 Following further discussions with ward councillors and officers' assessments of traffic surveys, it was agreed public consultation be carried out with residents and businesses of Dudley Road, Hopefield Avenue, Montrose Avenue and Summerfield Avenue to find their views on proposals to ban traffic except cycles entering these Avenues from Kingswood Avenue during 7-10am, Monday to Friday. The proposed scheme sought to prevent traffic from using these streets to avoid the Salusbury Road/ Harvist Road / Brondesbury Road signalised junction and encourage the use the main routes rather than the use of these residential streets.
- 2.4 The consultation generated significant interest from residents in neighbouring streets, and it was therefore agreed to extend the consultation to include the wider area.
- 2.5 In March 2023 the Council also received a petition signed by 54 residents of Chevening requesting a School Street. They are concerned with high volumes of traffic and parking issues, mainly caused by school traffic during peak periods.
- 2.6 Residents of Winchester Avenue have also raised similar concerns with traffic and parking issues in recent years.

### **3.0 PUBLIC CONSULTATION**

- 3.1 In early February 2023, consultation documents and questionnaires were sent out by post to Dudley Road, Hopefield Avenue, Montrose Avenue and Summerfield Avenue. The closing date for the public consultation was 27 February 2023. Copies of the consultation documents and questionnaires are shown in **Appendix A**.

#### **The Proposal;**

*To introduce measures on trial basis to ban traffic (except cycles) entering Hopefield Avenue, Summerfield Avenue, Dudley Road and Montrose Avenue from Kingswood Avenue from 7am to 10am, Monday to Friday.*

- 3.2 Following the delivery of the consultation documents and questionnaires to the above streets, the Council received complaints from residents of nearby streets requesting to be included in the consultation to make comments on the proposed scheme. Following discussions with ward councillors and the local residents association, QPARA, the consultation period was extended to 13<sup>th</sup> March 2023 and the nearby streets were invited to comment and have their say on the proposed scheme. A copy of the consultation extension letter is shown in **Appendix B**.

3.3 Figure 1 shows the extent of the consultation area. The streets within the red line are the streets affected by the proposal and all the streets within the blue line area were nearby streets that were asked to provide comment on the proposed scheme. Officers received numerous comments in response to the consultation and letters, which have been useful in identifying traffic issues and concerns.

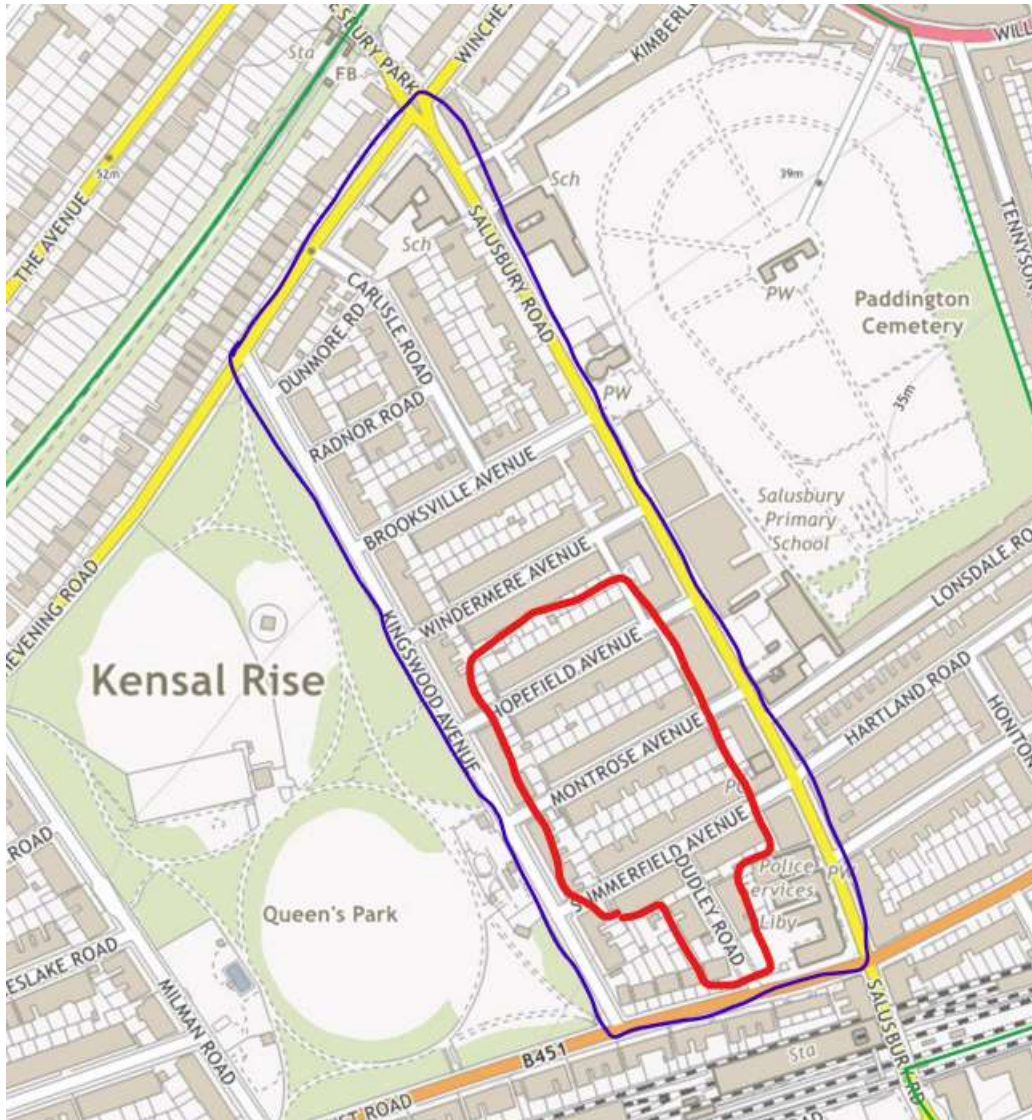


Figure 1 – consultation area

3.4 **Consultation Results - Dudley Road, Hopefield Avenue, Montrose Avenue and Summerfield Avenue.**

3.5 Consultation documents and questionnaires were sent by post (Royal Mail) to a total of 159 addresses of Hopefield Avenue, Montrose Avenue, Summerfield Avenue and Dudley Road. The documents were also available online.

3.6 The questionnaire asked residents; - *Do you agree with the proposal to ban traffic (except cycles) entering Hopefield Avenue, Dudley Road, Montrose Avenue and Summerfield Avenue from Kingswood Avenue during 7am to 10am, Monday to Friday?*

3.7 Table1 below shows the responses received from Dudley Road, Hopefield Avenue, Montrose Avenue and Summerfield Avenue.

Road Name	Questionnaires delivered	Questionnaires returned	Percentage Response	Question 1	Question 1	Question 1	Percentage Yes	Percentage No	Percentage No opinion
				Yes	No	No opinion			
Hopefield Avenue	48	33	69%	27	6	0	82%	18%	0%
Montrose Avenue	51	31	61%	26	5	0	84%	16%	0%
Summerfield Avenue	45	35	78%	35	0	0	100%	0%	0%
Dudley Road	15	8	53%	8	0	0	100%	0%	0%
TOTAL	159	107	67%	96	11	0	90%	10%	0%

3.8 Overall summary of the consultation;

- A total of 107 questionnaires were returned which make 67% response.
- All the four streets consulted for the scheme supported the proposal by of 90% of respondents.
- Comments received from residents of the above streets is summarised in Appendix C and a summary of some of the comments is shown below.
  - *Very unsafe for residents especially those with children.*
  - *Dudley Road is frequently at a standstill in the morning.*
  - *I support the banning of traffic entering from Kingswood Ave into Summerfield Ave on the basis that the volume of traffic causes pollution and makes access difficult for residents and is dangerous.*
  - *Traffic only occurs in the morning mostly around the school run time.*
  - *This proposal simply pushes the problem of too much traffic and rut runs elsewhere.*
  - *I think this needs to be part of a borough-wide strategy to reduce traffic overall, this proposal will not do that.*
  - *Morning rat run is dangerous to pedestrians and causes pollution.*
  - *We support this initiative in the longest terms.*
  - *The increase of CO2 emissions is extremely harmful at this time of day as residents are mostly on way to work or school.*
  - *I am very pleased and relieved that this traffic problem is being dealt with at last.*
  - *We strongly support this proposal.*
  - *It has become a real danger to pedestrians, cycles and children.*
  - *We strongly agree with the proposal. We have young children and the current volume of traffic is dangerous.*

## Other Responses

3.9 Table 2 below shows the number of participation and results from other nearby streets in the area.

Street Name	YES	NO	No Opinions
Anson Road	3	0	0
Brondesbury Villa	3	0	0
Brooksville Avenue	2	31	1
Carlisle Road	3	9	0
Chamberlayne Rd	3	0	0
Chevening Road	1	2	0
Creighton Road	0	3	0
Dunmore Rd	0	3	0
Harvist Road	3	6	0
Hopefield Ave	1	1	0
Kempe Road	2	0	0
Kingswood Avenue	3	9	0
Okehampton Road	0	2	0
Pepole Road	0	0	1
Radnor Road	3	3	0
Salisbury Road	3	4	0
The Avenue	0	2	0
Whitmore Gardens	0	1	0
Winchester Avenue	1	0	0
Windermere Avenue	0	12	0
Wrentham Avenue	2	1	0
Total	33	89	2

Table2 – Consultation results from outside other nearby streets

3.10 A total of 122 responses were received by online from nearby streets when the public consultation was extended. 89 (73%) of responses were against the proposal and 33 (27%) in support.

3.11 Comments received from residents of the above streets is summarised in Appendix D and below are some of the comments objecting to the scheme.

- *The proposed plan to close Hopefield Avenue in conjunction with Montrose and Summerfield Avenues is flawed.*
- *This is not a consultation, residents from neighbouring streets are not being consulted, nor were they part of any preparatory discussions about this scheme, while they will be blatantly impacted by this scheme as traffic will be diverted to neighbouring streets.*
- *The proposals will simply move the issue to Brooksville Avenue. This is wholly unfair.*
- *I strongly object. Any traffic management scheme should consider all streets between Summerville and Brooksville or none at all.*
- *It is not a solution to push traffic away from these roads onto other roads. It will result in more circuitous routes to avoid restrictions which in turn will exacerbate traffic problems.*

- *We live on Windermere and the proposal to close all roads between us and Harvist will simply push traffic up to us during those hours.*
- *As a preliminary matter, I express my strong disappointment and concern that Brent has not developed a whole of neighbourhood solution for congestion in Queen's Park.*
- *This is just treating the symptoms rather than curing the disease.*
- *The rat running is due to low throughput at the Harvist / Salusbury road junction, which needs a right turn phase. However, it is preferable to other schemes proposed by some residents which would worsen air quality.*

Officers note that many residents of the streets north of Hopefield Avenue were concerned that the proposed scheme would result in significant traffic displacement to their streets.

## **Petition**

3.12 During the consultation period a petition was received from the area with 187 signatories.

3.13 The petition says;

*"We the undersigned petition the council to*

- 1. Defer the current proposals.*
- 2. Engage with the Queen's Park neighbourhood in its entirety on the matter of managing traffic issues across the area, including with the Queen's Park Area Resident Association ("QPARA").*
- 3. Create a joint Queen's Park Traffic Group comprising the council, the Queen's Park neighbourhood residents and QPARA working in a collaborative manner.*
- 4. Co-create new and more acceptable proposals respectful of all residents to address the traffic problems working with the Queen's Park Traffic Group and TFL."*

3.14 Table 3 shows the streets and number of signatories to the above petition.

<b>Row Labels</b>	<b>Count of Brondesbury Villas</b>
Brooksville Avenue	37
Carlisle Road	25
Harvist Road	15
Windermere Avenue	15
Kingswood Avenue	12
Creighton Road	8
Radnor Road	6
Salusbury Road	6
Brondesbury Park	
Mansions	5
Brondesbury Villas	4
The Avenue	3

Chevening Road	3
Harrow Road	3
Victoria Road	2
Kempe Road	2
Winchester Avenue	2
Dunmore Road	2
Keslake Road	2
Milman Road	1
Chambers Lane	1
Mulgrave Road	1
Dundonald Road	1
Staverton Road	1
Dundonald Road	1
Mora Road	1
Conway Crescent	1
Plympton Avenue	1
Franklin house	1
St John's Terrace	1
Gilbeys Yard	1
Cullingworth Road	1
Glengall Road	1
Monson Road	1
Glenwood Grove	1
Mount Pleasant Road	1
Alverstone Road	1
Not necessaary	1
Artisan Mews	1
Chamberlayne Road	1
Coverdale Road	1
Second Avenue	1
Birchen Grove	1
St Margaret's Road	1
Crediton Road	1
Strode Road	1
Brooksville Avenue	1
Wrentham Avenue	1
Whitmore Gardens	1
Brondesbury Road	1
Christchurch Avenue	1
Liddell Gardens	1
Clifford Gardens	1
Mallard Close	1
<b>Grand Total</b>	<b>187</b>

*Table 3 – Petition showing the streets and number of signatories.*

It should be noted that several residents from individual households signed the petition, whereby the Council would accept only a single response to

consultations from each household. Also, that many of the signatories do not reside in the area.

### **Responses from local resident associations and other stake holders**

- 3.15 **QPARA** (Queen's Park Area Residents' Association) objected to the approach and proposals as it views this will only transfer rush hour traffic to other nearby streets. They recommend for a wider area participation and has developed alternative proposals for discussion and consideration.
- 3.16 **Kensal Rise Business Association** – Disagreed with the proposal. (Comment – this will result in even more congestion on Harvist Rd). KTRA provided a proposal for a scheme over a very wide local area.
- 3.17 **Black Disabled People's Association** – Agreed with the proposal.
- 3.18 **Brent Mencap** has no opinion on the proposal.
- 3.19 **Kensal Rise Resident Association** – Disagreed with the proposal (Comment - KRRRA is fully supportive of traffic reducing measures that genuinely lead to healthier streets, better air quality outcomes and calmer neighbourhoods for the many residents of Queen's Park Ward. The roads - Hopefield Avenue, Montrose Avenue and Summerfield Avenue, Dudley Road - which provide vital access to not just Salusbury Road but to Kilburn, Carlton Vale etc. be affected. More concerningly, it will also mean that traffic will be displaced to Harvist Road, introducing even more traffic to the already heavily congested Kilburn Lane, Bannister and Chamberlayne Roads. In view of the above, the **KRRRA objects to these measures** as our residents journeys will be greatly impacted).
- 3.20 **APARTA** (Aylestone Park Residents and Tenants Association) – agreed with the proposal.
- 3.21 **Ward Councillors** – supported the proposals.
- 3.22 **TfL Taxi Ranks** – comments were received in response to the consultation and said, *"We have been working on exemptions for taxis in order to combat these issues but ensure the schemes can take place. Will there be an exemption for taxis for these banned turns? If this has not been considered, we would like this to be considered as an adjustment to this scheme."*
- 3.23 Officers have considered all comments received in making recommendations. There is no provision within the regulations to exempt taxis from banned turn restrictions.

### **4.0 EQUALITIES ANALYSIS**

- 4.1 A total of 77 respondents completed part of the equality monitoring questionnaire. The total number for each question answered may not be the same as the total responded because some respondents have not answered every question. A breakdown of the equality data is shown below in the table 4 along with a

commentary on any significant variations to the average demographic profile for the affected wards.

Asian or Asian British	Black or Black British	Mixed background	White or White British	Other Ethnic background	Prefer not to say
2	1	3	63	2	6

Table 4 – Responses to “What is your ethnic group?”

Do you consider yourself to have a disability?			Gender			Sexual Orientation				
Yes	No	Prefer not to say	Male	Female	Prefer not to say	Heterosexual	Gay Woman or Lesbian	Gay Man	Bi-sexual	Other or prefer not to say
4	69	3	36	38	4	52	-	1	2	10

Table 5 – Responses to “Do you consider yourself to have a disability?”, “What is your gender?” and “What is your sexual orientation?”

Religion								
Agnostic	Buddhist	Christian	Hindu	Jewish	Muslim	No Religion or belief	Other	Prefer not to say
-	1	28	1	5	1	-	-	10

Table 6 – Responses to “What is your religion?”

Age group								
25-34	35-44	45-54	55-64	65+	Prefer not to say			
5	16	14	14	26	-			

Table 7 – Responses to which age group do you belong?”

Gender Identity				
Yes, it is Different	No, it is the same	Prefer not to say		
-	70	5		

Table 8 – Responses to gender identity?”

4.2 In summary, the equality analysis determines that responses are limited and are representative of the ward demographics that the scheme does not adversely impact any groups with protected characteristics. In fact, the proposals will improve road safety, air quality for all road users, age groups and people with disabilities.

#### 4.3 Project Equalities Analysis

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

*Table 9 – Project Equality Analysis*

4.4 In summary, the equality analysis determines that responses are limited broadly and are representative of the wards demographics that the scheme does not adversely impact any groups with protected characteristics.

#### 5.0 Financial Implications

5.1 Introducing the banned turns is estimated to cost in the region of £5k, not including CCTV enforcement cameras.

5.2 There is an allocation of £30k from Transport for London (TfL) for introducing measures to mitigate the effect of traffic and encourage active travel in the area as part of the councils Local Implementation Programme (LIP) for 2023/24.

- 5.3 The remaining £25k can be used for monitoring of the impact of the scheme, making any necessary adjustments and consideration of wider area measures.
- 5.4 The banned turns can be enforced using the councils CCTV camera cars and it is also envisaged that some existing CCTV cameras from high compliance locations may be used, if required.

## **6.0 RECOMMENDATIONS**

- 6.1 Having considered the results of the public consultation and the feedback received from the wider area, the Head of Healthy Streets and Parking is recommended to;
- Progress with implementation of the scheme in September / October 2023, banning right and left turns traffic (except cycles) from Kingswood Avenue into Hopefield Avenue, Montrose Avenue and Summerfield Avenue operating from Monday to Friday between 7am and 10am based on the majority support received by residents of these streets at public consultation.
  - Introduce this scheme on trial basis using an experimental Traffic Management Order (TMO) to be reviewed after 6 months of operation and consider whether the scheme is effective and should be made permanent, amended or removed.

Also that:

- Officers develop a plan for the effective monitoring the impact of the scheme, including the use of traffic volume, speed, ANPR compliance and air quality data in the consultation area (figure 2 blue boundary) and adjacent streets, if necessary. Refer to the attached appendices F and G.
- Officers advise sat nav companies of the new restrictions and request that they do not route traffic through these residential streets.
- Officers develop plans for mitigation measures to address concerns with potential emerging traffic issues affecting other streets off of Kingswood Avenue including Brooksville Avenue, and if necessary, implement these quickly.
- Officers consider the provision of Keep Clear or Yellow Box Junction markings on Salisbury Road and changes to waiting and loading restrictions to improve traffic flows.
- Officers arrange for CCTV enforcement vehicles to enforce the timed No Right and Left Turn restrictions, monitor compliance, and if necessary, introduce static CCTV Traffic Enforcement Cameras.
- Officers continue working closely with TfL to improve the operations of the traffic signals at Harvist Road junction with Brondesbury Road.

- Officers appoint an independent specialist consultant to work closely with the local community in developing options for the wider area, considering relevant data. That engagement takes place in the Autumn 2023, and that these plans are considered for consultation and implementation in a future programme.

## 7.0 APPENDICIES

Appendix A - Consultation Documents

Appendix B - Consultation Extension Letter

Appendix C - Summary of comments received from the proposed scheme area

Appendix D - Summary of comments received from outside the proposed scheme area

Appendix E - Comments and proposal received from QPARA

Appendix F - Monitoring Data Plan

Appendix G - Drawing showing Traffic survey locations

Appendix H –Scheme drawing

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### AGREED/~~REJECTED~~

Signed:



Date: 07/09/2023

**Sandor Fazekas Head of Healthy Streets and Parking**

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### Local Government Act 1972 – Access to Information

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

1. Consultation responses and analysis

The above documents may be inspected / copied by contacting:

Contact Officer: Solomon Nere, Principal Engineer (Acting),

Healthy Streets and Parking, Resident Services

Telephone: 0208 937 5600

Email: [healthystreets&parking@brent.gov.uk](mailto:healthystreets&parking@brent.gov.uk)

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## Appendix A Consultation Documents

Scheme ref: Hopefield AveTM  
February 2023



This document outlines our proposals for a traffic management improvement in Hopefield Avenue NW6. Please read through the information in this document and then complete and return the enclosed questionnaire - **postage is free**. Alternatively, this document is also available for completion online at <https://haveyoursay.brent.gov.uk> responses from within the consultation area only will be considered. The closing date for the return of the questionnaire is: **27 February 2023**.

### **Why are we proposing this change?**

In June 2021 the Council received petition from residents of Summerfield Avenue and Dudley Road requesting the Council to introduce measures to stop traffic coming to their streets from Kingswood Avenue.

The petitioners requested the Council to find an urgent solution to the rat-run traffic that passes through Summerfield Avenue and Dudley Road. They said that they support a proposal for a no left turn into Summerfield Avenue from Kingswood 7am – 10am as the minimum measure required but also requested other options are explored such as a no-entry to Summerfield from Kingswood, if traffic assessments indicate this would be necessary and most effective.

Following discussions with ward councillors and officers' assessments of traffic surveys, it was agreed to consult residents and businesses of Summerfield Avenue to find their views on proposals to ban traffic except cycles entering Summerfield Avenue from Kingswood Avenue during 7-10am, Monday to Friday. It was also agreed that residents and businesses of Montrose Avenue and Hopefield Avenue be consulted on similar intervention.

### **What are the proposed improvements?**

The Council is proposing to introduce measures on trial basis to ban traffic (except cycles) entering Hopefield Avenue from Kingswood Avenue during 7am to 10am, Monday to Friday.

Please note the Council is also consulting residents and businesses of Montrose Avenue, Summerfield Avenue and Dudley Road on similar interventions.

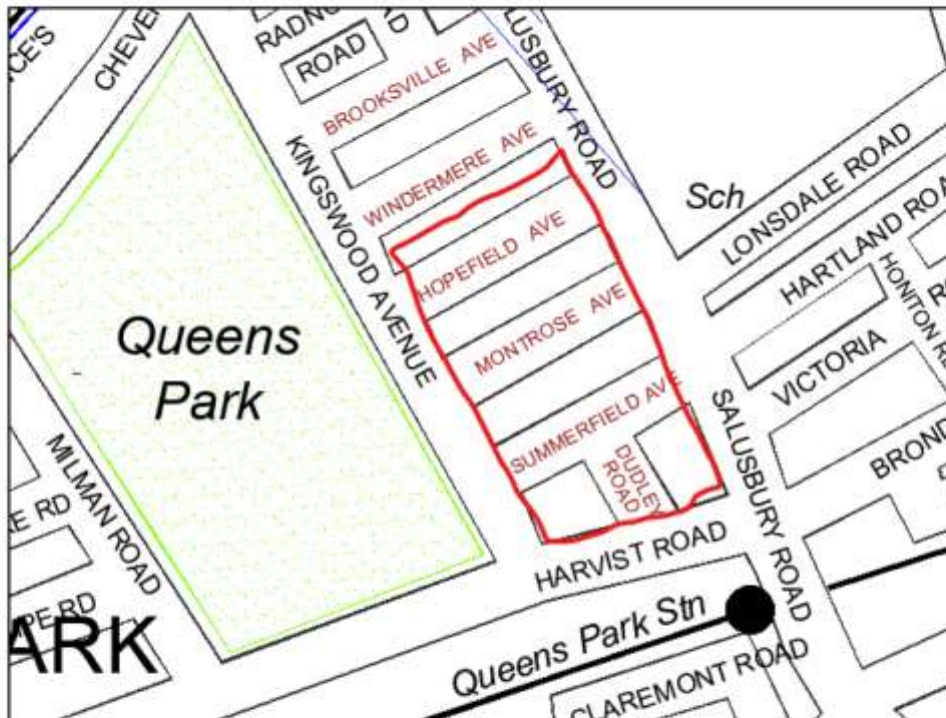
### **What will happen next?**

At this stage of the process, we are seeking for your initial views. I would therefore be most grateful if you would consider the proposals and then complete and return the attached questionnaire to Brent Council using the freepost facility or completing the questionnaire online by **27 February 2023**.

The results of this consultation will then be used to decide on whether to implement the proposals in the area and you will be notified of the outcome in due course. Please note, should the proposal be supported it would be introduced as mentioned earlier on an experimental basis and be subject to review within eighteen months.

Please see the back of this document for further details on how to respond to this consultation.  
**Sandor Fazekas – Head of Healthy Streets and Parking**

We are consulting residents/businesses in the area within the marked red line



**Your views are important to us**

Only the questionnaire issued by the Council should be used to respond to this consultation and no photocopies will be considered. Alternatively, this document is also available for completion online at <https://haveyoursay.brent.gov.uk> responses from within the consultation area only will be considered.

Please complete the enclosed questionnaire and return it in the Freepost envelope provided to:  
 London Borough of Brent  
 Healthy Streets and Parking  
 5<sup>th</sup> Floor, Civic Centre  
 Engineers Way  
 Wembley, Middlesex  
 HA9 0FJ

All properties within the consultation area are shown on the above plan. Local groups, Statutory Authorities, the Emergency Services and Ward Councillors are also being consulted.

Your response is protected as required by the Data Protection Act and will not be identified. If you would like further information, then please contact:

<p><b>Solomon Nere</b>  <a href="mailto:highwaysconsult@brent.gov.uk">highwaysconsult@brent.gov.uk</a>                  Acting Principal Engineer                  Healthy Streets and Parking                  London Borough of Brent</p>	<p><b>Paulette Weekes</b>  <a href="mailto:highwaysconsult@brent.gov.uk">highwaysconsult@brent.gov.uk</a>                  Consultation Officer                  Healthy Streets and Parking                  London Borough of Brent</p>
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## Translation Request

<p>We want all of our customers to be able to understand the information we provide. If you need to receive this information in your own language or in an alternative format (e.g. large print, Braille), please contact the Consultation Officer on 020 8937 5230</p>	<p>ENGLISH</p>
<p>நாங்கள் வழங்கும் தகவலை எங்கள் எல்லா வாடிக்கையாளர்களும் புரிந்துகொள்வதை நாங்கள் விரும்புகின்றோம். இந்தத் தகவலை உங்களின் சொந்த மொழியில் அல்லது ஒரு மாற்று வடிவத்தில் (உதாரணம்: பெரிய எழுத்து, பிஞ்சு எழுத்து) நீங்கள் வேண்டினால், தயவுசெய்து 0208 937 5127 இல் கலந்துரையாசிய்பு அதிகாரியைத் தொடர்புகொள்ளவும்.</p>	<p>TAMIL</p>
<p>Queremos que nossos clientes entendam todas as informacoes que fornecemos. Se precisarem receber essa informacao em seu proprio idioma ou em outro formato (ex: letras maiores Ou Braille) por favor contate o funcionario de consulta no Telefone 020 8937 5230</p>	<p>Portuguese</p>
<p>Chcemy, aby wszyscy nasi klienci byli w stanie zrozumieć przedstawiane przez nas informacje. Jeśli potrzebuje Pan(i) uzyskać te informacje w swoim języku lub w innej formie (np. dużą czcionką, alfabetem Braille'a), prosimy skontaktować się z urzędnikiem ds. konsultacji Consultation Officer pod numerem 020 8937 5230.</p>	<p>POLISH</p>
<p>Waxaanu rabnaa in dhamaan macaamiishayadu fahmi karaan warbixinta aanu siino. Haddii aad u baahatid in warbixinta aad ku hesho luqadaada ama hab kale ( sida qoraal balaadhan, taabasho akhris) fadlan lasoo xidhiidh xafiiska talo bixinta ee 020 8937 5230.</p>	<p>SOMALI</p>
<p>અમે જે પૂરી પાડીએ છીએ તે માહિતીમાં અમારા બધાં જ ગ્રાહકોને સમજણ પડે એવું અમે ઇચ્છીએ છીએ. જો તમને આ માહિતી તમારી પોતાની ભાષામાં અથવા બીજા કોઈ સ્વરૂપમાં (દા.ત. મોટા અક્ષરોમાં છાપેલી, બ્રેઈલમાં) મેળવવાની જરૂર પડે, તો કૃપા કરીને કન્સલ્ટેશન ઓફિસરનો 020 8937 5230 પર સંપર્ક કરો</p>	<p>GUJARATI</p>
<p>ہم چاہتے ہیں کہ جو معلومات ہم دیں وہ ہمارے تمام کسٹمرز سمجھ سکیں۔ یہ معلومات اگر آپ کو اپنی زبان یا کسی دیگر شکل (بڑے حروف کی چھاپائی، بریل) میں درکار ہو تو برائے مہربانی کنسلٹیشن آفیسر سے نمبر 0208 937 5127 پر رابطہ کریں۔</p>	<p>URDU</p>
<p>हम चाहते हैं कि जो सूचना हम दें वह हमारे सब कस्टमर्स समझ सकें। यह सूचना यदि आपको अपनी भाषा या किसी अन्य रूप (बड़े अक्षरों, ब्रेल) में चाहिये तो कृपया कंसल्टेशन ऑफिसर से नंबर 0208 937 5127 पर संपर्क करें।</p>	<p>HINDI</p>
<p>ਅਸੀਂ ਚਾਹੁੰਦੇ ਹਾਂ ਕਿ ਸਾਡੇ ਸਾਰੇ ਗ੍ਰਾਹਕ ਸਾਡੇ ਵਲੋਂ ਪ੍ਰਦਾਨ ਕੀਤੀ ਜਾਣ ਵਾਲੀ ਜਾਣਕਾਰੀ ਸਮਝ ਸਕਣ। ਜੇ ਤੁਹਾਨੂੰ ਇਹ ਜਾਣਕਾਰੀ ਆਪਣੀ ਬੋਲੀ ਵਿਚ ਜਾਂ ਕਿਸੇ ਹੋਰ ਰੂਪ ਵਿਚ (ਮਸਲਨ ਵੱਡੇ ਅੱਖਰਾਂ ਵਿਚ ਛਪੀ ਜਾਂ ਬਰੇਲ) ਲੱਭੀਦੀ ਹੈ ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ ਕੋਨਸਲਟੇਸ਼ਨ ਅਫਸਰ ਨਾਲ 0208 8937 5600 ਤੇ ਸੰਪਰਕ ਕਰੋ।</p>	<p>PUNJABI</p>



Dear Sir or Madam,

Your views are important to us - please therefore take the time to read and respond.

The information you provide will be treated confidentially and will be used solely by the London Borough of Brent.

**Sending back this form**

Please complete this questionnaire and return it in the **FREEPOST** envelope enclosed, to reach us by **27 February 2023**. Alternatively, post it to **London Borough of Brent, Healthy Streets and Parking, Civic Centre, Engineers Way, Wembley, Middlesex, HA9 0FJ**.

**Details on-line**

This consultation document will be available on our website. Please go to <https://haveyoursay.brent.gov.uk> Results will generally be available within one month of the closing date.

Only one reply per household or business will be accepted.

Sandor Fazekas  
Head of Healthy Streets and Parking

**If you require this document in larger print, please call  
0208 937 5230**



**Brent Building** a better borough

## Question

Do you agree with the proposal to ban traffic (except cycles) entering Hopefield Avenue from Kingswood Avenue during 7am to 10am, Monday to Friday?

Yes

No

No Opinion

## Comments

## **Privacy statement**

You are providing your information to Brent Council, Healthy Streets and Parking [healthystreets&parking@brent.gov.uk](mailto:healthystreets&parking@brent.gov.uk)

The Council's Data Protection Officer can be contacted via [dpo@brent.gov.uk](mailto:dpo@brent.gov.uk) or 020 8937 1402.

Your information is collected for the purpose of analysis, as required to fulfil the council's duties under the statutory consultation process.

The information will be shared within Brent Council for consultation analysis only and used by the Highways and Infrastructure service to gain insight in to the opinions of those consulted. The information shall be retained for 7 years and shall be processed in adherence to your legal rights, including but not limited to the right to withdraw consent, right to copies of your information and right to be forgotten. You have a right to lodge a complaint with the Information Commissioner's Office ([www.ico.org.uk](http://www.ico.org.uk)).

Further information can be found at [www.brent.gov.uk/privacy](http://www.brent.gov.uk/privacy)

**Thank you for taking the time to complete this questionnaire.**

If you require any additional information or would like further explanation  
Please contact **Solomon Nere** by emailing [highwaysconsult@brent.gov.uk](mailto:highwaysconsult@brent.gov.uk)



London Borough of Brent  
Highways and Transportation  
Infrastructure Services  
Brent Data Centre, Regent Way,  
Brentley, Wiltshire, W1P 0FF

# Consultation Plan

J01 786  
Traffic Management  
Tram traffic ban 7-10am, Mon-Fri  
J01 786  
Summerfield Avenue  
Hopefield Ave, Montrose Avenue

Scale	HTS	Drawn	MM
Date Created	31/01/2023	Drawn By	CKD
		Checked	
		Approved	

## Appendix B Consultation Extension letter



Healthy Streets and Parking  
Brent Civic Centre, Engineers Way,  
Wembley  
Middlesex HA9 0FJ  
TEL / MOB 020 8937 5230  
EMAIL [highwaysconsult@brent.gov.uk](mailto:highwaysconsult@brent.gov.uk)  
WEB [www.brent.gov.uk](http://www.brent.gov.uk)

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21 February 2023

Dear Resident,

**Re: Proposed Traffic Management Improvements Dudley Road, Hopfield Avenue, Montrose Avenue and Summerfield Avenue NW6**

Dear Resident,

The Council recently sent you a consultation document and a questionnaire with Freepost envelope inviting you for your comments and views on the above-mentioned proposals.

However, whilst we were consulting directly with you the affected residents in the above-mentioned streets it has come to our attention that other nearby streets would also like to respond and/or comment on the scheme. Therefore, I am writing to inform you that the consultation period will be extended until **10 March 2023**. This consultation document and questionnaire is also available on our website – <https://haveyoursay.brent.gov.uk>. You can also access it by using the QR code below



Should you have any questions regarding this, please email us at [highwaysconsult@brent.gov.uk](mailto:highwaysconsult@brent.gov.uk).

If you have already sent back your completed questionnaire, thank you very much for doing this.

Yours Sincerely

Healthy Streets and Parking

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## Appendix C

### Summary of the comments received from residents/businesses of Dudley Road, Hopefield Avenue, Montrose Avenue and Summerfield Avenue NW6

Hopefield Ave	Willing to support only if no displacement onto Hopefield Ave and residents' cars should be exempt.
Hopefield Ave	I would recommend a permanent one-way traffic flow system for all the Avenues between Salusbury Road and Kingswood Avenue, with alternating one-way directions.
Hopefield Ave	Whilst I support proposal, I would strongly propose review Salusbury Rd parking bays.
Hopefield Ave	Yes. Existing traffic already use Hopefield Ave as a "rat run".
Hopefield Ave	Can this restriction be for non-residents of these roads? Brent should be able to register genuine residents - other councils do
Hopefield Ave	Great idea, the car traffic is a constant nuisance
Hopefield Ave	Our road is always congested during these hours and I find it difficult to move my car.
Hopefield Ave	Good idea but it this fair on Windermere Ave. How will it be enforced.
Hopefield Ave	This it is a good idea but it should also include Windermere Ave.
Hopefield Ave	This will hopefully make a significant difference to the number of drivers using Kingswood Ave as a "rat-run" alternative to staying on Salusbury Road in a very slow moving traffic jam
Hopefield Ave	It is a good idea as it feels like a race course in the mornings, also unsafe parking where Hopefield meets Salusbury Rd
Hopefield Ave	I don't think it is reasonable to ban traffic entering the roads between Kingswood and Salusbury Rd. Just makes other roads exceptionally busy
Hopefield Ave	Traffic only occurs in the morning mostly around the school run time. It passes
Hopefield Ave	This proposal simply pushes the problem of too much traffic and rut runs elsewhere
Hopefield Ave	I think this needs to be part of a borough-wide strategy to reduce traffic overall, this proposal will not do that
Hopefield Ave	I think this proposal is not practical or helpful
Hopefield Ave	Traffic in Hopefield is currently not much of a problem but if no turn into Summerfield is implemented it could become one, so I agree to the trial
Hopefield Ave	Would you be able to confirm if Blue Badge holders will be exempt from the scheme as the case in other boroughs
Hopefield Ave	It would have been more helpful if there was more explanation of the problem and how these proposals would work
Hopefield Ave	Depends if you block the other avenues due to the flow of traffic will be diverted to other avenues
Hopefield Ave	I voted "yes" because I sympathise with the plight of our neighbours in Summerfield who suffer from excessive traffic and particularly queuing traffic in the morning.
Hopefield Ave	For Summerfield Avenue in particular it will help to ban traffic coming in from Salusbury Road as it enables traffic to flow from Kingswood Avenue through Summerfield
Hopefield Ave	Concerned that cut through traffic will clog the road once Summerfield and Montrose have a similar scheme. Also helpful to see if these schemes can reduce traffic overall.
Dudley Road	very unsafe for residents especially those with children
Dudley Road	Dudley Road is frequently at a standstill in the morning
Dudley Road	I support the banning of traffic entering from Kingswood Ave into Summerfield Ave on the basis that the volume of traffic causes pollution and makes access difficult for residents and is dangerous
Dudley Road	Feels unsafe to have so many cars as I try and get me child to school. The fumes are terrible

Dudley Road	Reluctant agreement. It is also likely to increase traffic northwards up Dudley
Dudley Road	Include same for Dudley Road
Summerfield Ave	The proposal is okay provided vehicles can still enter Summerfield Avenue from Salusbury and Dudley Road between 7am and 10am Mon to Friday
Summerfield Ave	We agree that the road is always extremely busy not only during the suggested hours but throughout the day
Summerfield Ave	Summerfield Ave is the narrowest of all the streets along the park
Summerfield Ave	Rat run
Summerfield Ave	Morning rat run is dangerous to pedestrians and causes pollution
Summerfield Ave	We support this initiative in the longest terms
Summerfield Ave	The increase of CO2 emissions is extremely harmful at this time of day as residents are mostly on way to work or school
Summerfield Ave	I am very pleased and relieved that this traffic problem is being dealt with at last
Summerfield Ave	We strongly support this proposal
Summerfield Ave	It has become a real danger to pedestrians, cycles and children
Summerfield Ave	We strongly agree with the proposal. We have young children and the current volume of traffic is dangerous
Summerfield Ave	We agree with the no turn from Kingswood Ave but don't agree with the no turn to be extended beyond that
Summerfield Ave	Yes, for peace and safety, it's noisy and drivers are impatient
Summerfield Ave	I would like even more restrictions all day or an east to west one way
Summerfield Ave	Definitely, the traffic is appalling during this time, also the pollution
Summerfield Ave	My husband I have been residents of Summerfield Avenue for 33 years and have witnessed a marked increase in traffic during the past 5 years. What was once a peaceful street has become a rat-run and a racetrack
Summerfield Ave	Extreme traffic in the morning and air quality is extreme. It is poor at times
Summerfield Ave	We welcome the proposed action by the Council. A significant growth in traffic using this as a cut through has led to dangerous behaviour by and between motorists in this time window
Summerfield Ave	A solution to the rat-run traffic that passes through Summerfield Avenue each morning is urgently required. As residents we are currently forced to endure very high levels of traffic pollution and noise
Summerfield Ave	Summerfield is like a car-park during these hours and sometimes creates hostilities amongst drivers
Summerfield Ave	Google Maps and Waze provide Summerfield & Dudley as a cut through and as residents we have had to endure an unpleasant and unhealthy increase of traffic on our streets for a number of years.
Montrose Ave	Yes, I agree in principle although clearly there should be an exemption for residents who have a legitimate reason for accessing
Montrose Ave	About time
Montrose Ave	There are many children walking to school along Montrose Ave in the morning as it is a natural thoroughfare after the park
Montrose Ave	My children go to Salusbury Primary School and every day we walk to school cars race down - it is dangerous
Montrose Ave	By banning traffic down these roads will only create concentrated area of idle traffic in the surrounding area. Harvist Rd is already congested.
Montrose Ave	Montrose Ave is particularly popular as the direct pedestrian route to the park from Salusbury Road
Montrose Ave	When are you going to enforce parking/traffic regulations on Salusbury Rd and surrounding area
Montrose Ave	Strongly support this proposal.

Montrose Ave	Our road is used as a cut through to jump the queue on Salusbury road heading south. We have a high number of children walking on Montrose Avenue
Montrose Ave	Banning traffic from entering Montrose Avenue from Kingswood Avenue at this time would dramatically alleviate the congestion and concomitant noxious emissions
Montrose Ave	This ban is essential to stop Montrose Ave from continuing to be a rat run
Montrose Ave	Montrose Ave is getting too busy in the morning, impossible to drive through and people getting nervous
Montrose Ave	I agree with the proposal and I think it will help ease congestion on the side road and air pollution
Montrose Ave	Seems like a sensible idea to try this ... we often have traffic problems in the morning - too many cars cutting through to Salusbury Rd, often unable (or unwilling) to easily pass cars coming the other way!
Montrose Ave	We are in full support of this ban as traffic is constantly increasing and blocking traffic coming from Salusbury
Montrose Ave	As a resident trying to drove out from Montrose Ave in the mornings, weekdays are very difficult due to the volume of traffic

**Appendix D**  
**Comments received from the nearby streets.**

Brondesbury Villas	Currently the street is overloaded with Rat Running traffic in the morning leading to quite a lot of pollution
Brooksville Avenue	Sympathetic to issues faced on these avenues but pushing the problem onto nearby streets is not a solution.
Brooksville Avenue	Stop the traffic getting to Kingswood. This is simply a whack-a mole approach to traffic management
Brooksville Avenue	The proposed plan to close Hopefield Avenue in conjunction with Montrose and Summerfield Avenues is flawed.
Brooksville Avenue	This is not a consultation, residents from neighbouring streets are not being consulted, nor were they part of any preparatory discussions about this scheme, while they will be blatantly impacted by this scheme as traffic will be diverted to neighbouring streets.
Chamberlayne Rd	would urge the council to install fixed enforcement cameras to be present at all times of the trial on each of the roads. Enforcement will be key to ensure the benefits and impact of the trial are demonstrated consistently -
Brooksville Avenue	All the rush hour speeding cars will come down our street. Not sure why anyone at Brent Council thinks this is a good idea?
Brooksville Avenue	Traffic will be displaced to Brooksville & Windermere Avenues
Brooksville Avenue	As a resident of Brooksville Av this will largely shift the traffic through the three avenues to this street
Brooksville Avenue	This will unfairly increase the traffic and pollution on the surrounding streets
Brooksville Avenue	It is clear to see that any improvement for the residents of this street (and the others included within your current proposal) will be at the inevitable and totally unacceptable expense of those residents living on Brooksville and Windermere Avenue.
Brooksville Avenue	I disagree as all the traffic will take the only two remaining open roads which will become rat runs and someone has already died on Brooksville Ave due to speeding traffic
Carlisle Road	cannot then expect there to be no traffic, but also benefit from being near the station. A complete ban of traffic during these hours is extreme and will shift that traffic to the upper roads under Chevening,
Carlisle Road	The proposals will just displace traffic to surrounding roads, including mine.
Carlisle Road	The proposals will simply move the issue to Brooksville Avenue. This is wholly unfair. I strongly object. Any traffic management scheme should consider all streets between Summerville and Brooksville or none at all.
Dunmore Road	It is not a solution to push traffic away from these roads onto other roads. It will result in more circuitous routes to avoid restrictions which in turn will exacerbate traffic problems.
Windermere Road	We live on Windermere and the proposal to close all roads between us and Havist will simply push traffic up to us during those hours
Windermere Road	As a preliminary matter, I express my strong disappointment and concern that Brent has not developed a whole of neighbourhood solution for congestion in Queen's Park.
Wrentham Avenue	This is just treating the symptoms rather than curing the disease. The rat running is due to low throughput at the Harvist/Salusbury road junction, which needs a right turn phase. However it is preferable to other schemes proposed by some residents which would worsen air quality.

Radnor Road	I know many residents will complain but we really must take some action to reduce the number of cars on the roads overall, because of their polluting effect.
Radnor Road	This is not a solution to the problem, it just will simply push the traffic up onto the other through roads, all this is doing is moving the problem.
Okehampton Road	If you close Hopefield, Montrose and Summerfield to traffic Kingswood Road will become a parking lot with tail backs to Chevening road. Brooks villa will become a rat run.
Dudley Road	I live in Dudley Road. If I need to use my car in the mornings, I cannot move it from where it is parked as our street is collapsed with cars moving from Summerfield Avenue to Harvist Road.
Windermere Road	While I sympathise with the residents of the affected streets, the current proposal merely moves the problem to adjacent streets, including my own, Windermere Avenue. A whole-neighbourhood traffic management solution is required
Carlisle Road	I think this proposal would help deal with the traffic congestion on this street and benefit cyclists, pedestrians and residents. This street has suffered from congestion from motor vehicles over the years
Dunmore Rd	It is not a solution to push traffic away from these roads onto other roads. It will result in more circuitous routes to avoid restrictions which in turn will exacerbate traffic problems. People need to learn that car usage is the root problem.
Radnor Road	The blindingly obvious result of this laughable proposal will simply be to shift the problem a few streets northwards,
Radnor Road	Broadly supportive of scheme. However, I have concerns that the problem of traffic congestion will simply be pushed around to surrounding streets.
Radnor Road	This is not a solution to the problem, it just will simply push the traffic up onto the other through roads, all this is doing is moving the problem.
Okehampton Road	Roads around it especially Salusbury road Brookville Road and Harvist Road will have traffic driven on to them - they are already hugely congested at these times. The reason people use these side roads is to avoid the congested roads - the congestion needs fixing first
Carlisle Road	The proposals simply move the issue to Brooksville Avenue. It is wholly unfair to do this. I strongly object.
Carlisle Road	Due process has not been followed in developing this proposal. A complete, data-driven traffic study has not been undertaken and the impact of this road closure on the wider area has not been modelled.
Carlisle Road	I think this proposal would help deal with the traffic congestion on this street and benefit cyclists, pedestrians and residents.
Carlisle Road	This will displace traffic to other roads including mine.
Carlisle Road	A complete ban of traffic during these hours is extreme and will shift that traffic to the upper roads under Chevening, where people expect to live further from the station and on quieter roads.
Carlisle Road	it will harm other nearby streets
Chamberlayne Rd	would urge the council to install fixed enforcement cameras to be present at all times of the trial on each of the roads. Enforcement will be key to ensure the benefits and impact of the trial are demonstrated consistently -
Brooksville Avenue	All the rush hour speeding cars will come down our street. Not sure why anyone at Brent Council thinks this is a good idea?
Brooksville Avenue	Whilst sympathetic to problems re high levels of traffic in the mornings pushing this issue onto other roads nearby is unacceptable and unworkable.
Brooksville Avenue	Traffic will be displaced to Brooksville & Windermere Avenues
Brooksville Avenue	The issue should be tackled at source, i.e., prevent the traffic from getting to Kingswood. this just moves the problem elsewhere
Brooksville Avenue	As a resident of Brooksville Av this will largely shift the traffic through the three avenues to this street.

Windermere Avenue	While I sympathise with the residents of the affected streets, the current proposal merely moves the problem to adjacent streets, including my own, Windermere Avenue. A whole-neighbourhood traffic management solution is required.
Windermere Avenue	As a preliminary matter, I express my strong disappointment and concern that Brent has not developed a whole of neighbourhood solution for congestion in Queen's Park
Windermere Avenue	This will cause severe traffic load on my street (Windermere Avenue)
Windermere Avenue	The side streets are residential it will bring more traffic, not safe for children and pollution. I think this is just a money spinner.
Brooksville Avenue	Traffic will be displaced to Brooksville & Windermere Avenues
Brooksville Avenue	The proposed plan to close Montrose Avenue in conjunction with Summerfield and Hopefield Avenues is flawed. Whilst it will relieve congestion on Summerfield, the adverse collateral impact on neighbouring streets will be severe.
Brooksville Avenue	This is not a consultation, residents from neighbouring streets are not being consulted, nor were they part of any preparatory discussions about this scheme, while they will be blatantly impacted by this scheme as traffic will be diverted to neighbouring streets.
Brooksville Avenue	This scheme does not change the problem of traffic but merely moves the traffic to the neighbouring streets which is not acceptable:
Brooksville Avenue	This will unfairly increase the traffic and pollution on the surrounding streets (Windemere, Brooksville) which already have issues of cars speeding and illegally parking there
Harvist Road	It is a ridiculous idea it will only make the traffic worse on other roads. The calming measures on other roads has just increased traffic and pollution as the traffic funnels into other roads.
	Finally, some initiatives to make Brent more pedestrian and cycle friendly. Too much through traffic allowed in our streets and too little done by the council or TfL to prevent it!
	The end time should be reduced to 9:30am. Otherwise I agree.
	This really should be one consultation and more strategic thinking needed across the wider area.
Wrentham Avenue	This is just treating the symptoms rather than curing the disease. The rat running is due to low throughput at the Harvist/Salusbury road junction, which needs a right turn phase. However, it is preferable to other schemes proposed by some residents which would worsen air quality.
Brooksville Avenue	As a resident of Brooksville Avenue, I have pronounced objections to this proposal.
Brooksville Avenue	I disagree as all the traffic will take the only two remaining open roads which will become rat runs and someone has already died on Brooksville Ave due to speeding traffic!
Carlisle Road	strongly object to the current proposal which I consider pays insufficient attention to the effect on nearby streets including Carlisle and I believe that the scheme proposed by QPARA makes much more sense.
Carlisle Road	I think this proposal would help deal with the traffic congestion on these streets and benefit cyclists, pedestrians and residents.
Windermere Avenue	Residents in all the roads likely to be adversely impacted by this proposal should be consulted before any trial scheme is agreed.
Windermere Avenue	The proposal does not take account of the impact on neighbouring streets
Harvist Road	The proposal will cause on already bad traffic situation on Harvist, Kingswood, and Windermere Roads to become significantly worse.
Harvist Road	This will increase traffic on Harvist Road which is already massively congested at peak hours

Brondesbury Villas	Currently the street is overloaded with Rat Running traffic in the morning leading to quite a lot of pollution.
Chamberlayne Rd	would urge the council to install fixed enforcement cameras to be present at all times of the trial on each of the roads. Enforcement will be key to ensure the benefits and impact of the trial are demonstrated consistently -
Brooksville Avenue	As a resident of Brooksville Avenue, I have pronounced objections to this proposal.
Brooksville Avenue	All the rush hour speeding cars will come down our street. Not sure why anyone at Brent Council thinks this is a good idea?
Brooksville Avenue	Yes, but I live in Brooksville Avenue on the corner of Carlisle Road and we already have a large amount of traffic
	reducing traffic and noise and air pollution is a great idea. and should be expanded out to all areas
Brooksville Avenue	Traffic will be displaced to Brooksville & Windermere Avenues
Windermere Avenue	Just shifting the problem is not solving it.
Brooksville Avenue	I am concerned that this will add to the heavy traffic on Brooksville Avenue.
Hopefield Ave	Unfair and selfish
Creighton Road	This will be unduly disruptive to my early morning drop off of a special needs child to a school bus which I leave for at 7:20am.
Creighton Road	Will cause more congestion and be inconvenient for people who live in Queen's park
Creighton Road	The traffic issues are clearly caused by failure of the lights on the corner of Harvist Rd / Salusbury Rd failing to allow cars to turn right from Harvist Rd onto Salusbury Road (towards the Tube station).
Brooksville Avenue	Concerned this will shift traffic to Brooksville and Windemere. Brooksville is already busy in the morning with school drop offs and vehicles cutting through from Kingswood to Salusbury.
People Road	Before stopping morning traffic on the roads in question, I suggest that a right-hand turn phase was installed in the Harvest and Salusbury roads light.
Harvist Road	It will make the Harvist Rd/Salusbury Rd junction worse.
Harvist Road	It is worth experimenting but please be mindful of the impact on Harvist and Salusbury Road.
The Avenue	This will only increase the traffic on nearby roads which are already clogged.
The Avenue	This is going to create more traffic problems in other roads so does not make sense.
Brooksville Avenue	As a resident of Brooksville Av this will largely shift the traffic through the three avenues to this street.
Brooksville Avenue	I am concerned that traffic will be pushed down nearby streets and the problem will be replicated there.
Brooksville Avenue	This will unfairly increase the traffic and pollution on the surrounding streets (Windemere, Brooksville) which already have issues of cars speeding and illegally parking there
Radnor Road	I would like to see further traffic restrictions in the area. Specifically, I support the introduction of a LTN in the Queens Park area.
Brooksville Avenue	It will make life hell in the area.
	Doing this may cause vehicles to drive through Brooksville Avenue and Windermere Avenue instead, which will cause a similar issue
	It is used as a short cut for drivers and adds enormous amounts of pollution to surrounding houses, plus Brent barely has any safe cycle routes!
	Reduce the end time by 1/2 hour to 9:30am. Otherwise I agree.
Brooksville Avenue	I disagree as all the traffic will take the only two remaining open roads which will become rat runs and someone has already died on Brooksville Ave due to speeding traffic!
Wrentham Avenue	It will displace traffic to roads like Brooksville which are parallel to Summerfield

Windermere Avenue	If there is a problem currently on Summerfield Ave and you close it, you will move the problem to another street, probably Montrose Ave.
Windermere Avenue	I feel it is just pushing the problem to our road
Winchester Avenue	The scheme should not exclude roads to the north of Hopefield as the current proposal will just push the traffic to Windermere and Brooksville. There must be wider consultation to include residents on all roads
Brooksville Avenue	I do not agree as traffic will be rerouted to Brooksville/Windermere which is not a solution
Chevening Road	This scheme is penalising local residents. There is a bigger picture to be considered.
Chevening Road	I have seen the volume of traffic on Summerfield in the mornings and agree that some action should be taken as long as it is on a strictly trial basis. I live on Chevening Rd, so am not directly affected by the proposals.
Dunmore Road	It is not a solution to push traffic away from these roads onto other roads. It will result in more circuitous routes to avoid restrictions which in turn will exacerbate traffic problems.
Chevening Road	The ban should not apply to Queens Park residents
Kempe Road	It is essential to reduce the pollution and overwhelming pressure from queuing commuting vehicles in Summerfield Avenue but without simply transferring the whole problem to a neighbouring road.
	This really should be one consultation and more strategic thinking needed across the wider area.



## Traffic Management Consultation for Summerfield Ave, Dudley Rd, Montrose Ave and Hopefield Ave

Summerfield Ave TM - Feb2023  
Montrose Ave TM - Feb2023  
Hopefield Ave TM - Feb2023

### QPARA Response

#### 1 Handling note

QPARA received three separate questionnaires for this consultation, one each for Summerfield Ave/Dudley Rd, Montrose and Hopefield Avenues. We are sending a consolidated response because, in our submission, this is one inter-related scheme.

#### 2 Introduction

This paper conveys QPARA's view that the proposed scheme is not to be supported, even as an experiment, for the reasons below. We first emphasise that the Association has long pressed for solutions to the volume of motor traffic passing through the area, especially in the morning rush hour. Brent's LTN proposals and associated Living Streets project sought solutions, but failed to gain support, as they did not move beyond diverting traffic internally in the local area, coupled with an aspiration that traffic would decrease overall through such measures.

We submitted an analysis of LTN 19 in September 2020 and a detailed assessment of rush hour traffic, based on counts and wider studies, in November 2020. Regrettably there was never an opportunity to discuss these papers with Brent Highways. We mention this to counter recent suggestions that QPARA was not interested in the problems or finding solutions. On current presentation, these Summerfield-related proposals suffer from similar shortcomings, diverting traffic locally, with entirely predictable reactions from nearby streets, not least when residents there were not previously engaged nor even informed.

#### 3 QPARA February meeting

With many members recalling the previous LTN proposals, the **Traffic Management Consultation** was discussed at length at the monthly QPARA meeting on 9 February, even though the documents were only received on 7 February.

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The great majority of 30+ members present were seriously concerned at the process whereby only streets to benefit from cutting out morning peak traffic were consulted and not those nearby to which significant traffic would inevitably be displaced. The meeting was also concerned at the absence of any meaningful prior engagement with QPARA or these nearby streets, in contrast with Brent councillor and officer prior meetings and dialogue with Summerfield residents. The nearby streets at issue are Windermere, Brooksville and Carlisle and streets off it, as well as concerns regarding the Kingswood/Harvist junction. These nearby streets, along with the four at the centre of the consultation, form a close grid where traffic changes in one or more will impact on the others. It was clear from the meeting that members sought solutions looking wider than just four streets. The sheer volume of peak hour traffic was emphasised, impacting on our area's 'through' roads too.

QPARA considers that comprehensive traffic and air quality data for the rush hour period should have been published to support the consultation.

QPARA considers, based on data from Healthy Streets in September 2022 and from its own counts during LTN exchanges, that extra morning rush hour traffic affecting non-through roads occurs Mondays to Fridays between 8am and 9am. Therefore, we see no case for restrictions running from 7am to 10am as proposed.

#### 4 QPARA action to extend consultation

With this brief QPARA made representations on 10 February to Brent to press for the Council, at the very least, to write to all in these nearby streets likely to be affected, to explain officially what was going on and why. An undertaking to write to residents in these streets was then helpfully given, but not received until 16 February from Brent (it now appears that some letters are being received in streets already subject to formal consultation as at 24th February, but not so far in streets not previously notified), plus a promise that their views would be considered. A meeting with QPARA was also offered (for the first time).

In addition, QPARA commented with concern that Brent's website consultation was not geared to securing comments from streets outside the formal consultation area of four streets, as it said "*responses from within the consultation area only will be considered*". This statement was overtaken by the undertaking to allow wider input. Overall, the process was flawed but QPARA does recognise that some steps are in process of being taken to correct it.

#### 5 Summerfield and Montrose residents' views

A minority view was expressed clearly at QPARA's February meeting, by Summerfield's QPARA Street representative, that the process and content of the scheme was satisfactory and that it should be allowed to progress to ensure that momentum gained after over two years' negotiation with Brent was not lost. Local councillor input at the meeting supported this view. The Montrose Street representative has also confirmed recently that residents there support the scheme and timing.

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It is not surprising that residents in Summerfield support the scheme since their morning rush hour traffic flow is the highest of the avenues. It was also inevitable that residents in adjacent Montrose would support it, understandably, if the offer is to do so or face a predictable alternative of receiving much Summerfield displaced traffic. The argument about displaced traffic seems to have been accepted in terms of Montrose and Hopefield being included, but the same logic was not applied to other avenues in the 'grid'.

## 6 A way forward

QPARA's role has a wider remit than the two or three avenues to benefit, especially where the implications of changes will impact more broadly. The Association and Brent must look at the issues in the area as a whole, as a matter of principle, and reflect the range of views and concerns. The benefits of these proposals are currently going to be felt in very narrow quarters and, while supporting the concerns, we object to this approach and seek wider benefits to derive from the outset, not once a scheme has bedded in and residents' voices are less heard as expectations are lowered and impetus for a better scheme is partly lost.

We consider that discussions should be opened urgently, with all principally affected, on a scheme which will remove rush hour traffic from the streets in the current proposal, but not simply transfer it onto neighbouring streets. Accordingly, QPARA has developed alternative proposals for discussion, but this time based on wider local assessment, knowledge and sensitivities. This assessment is based on the many local representations and petitions the proposals have generated and a zoom conference with some of those prominent in expressing street views, as well as Association street representatives.

We are forwarding these proposals now in parallel together with this consultation response for consideration, thus giving ample time for early discussion on them before the new consultation deadline of 13 March.

 QPARA Streetscape Group contact for  
Queen's Park Area Residents' Association

28<sup>th</sup> February 2023

Website: [www.qpark.org.uk](http://www.qpark.org.uk)

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## Proposal for experimental weekdays morning rush-hour traffic management scheme for Queen's Park area

N.B. This is a working draft from QPARA Streetscape Group for discussion with Brent Council and those affected

### 1 Introduction

This scheme is proposed for urgent discussion with Brent Healthy Streets/Highways, Ward Councillors, residents from all streets likely to be affected, schools, businesses and statutory bodies. If agreed, it should operate for a trial period of six months and be reviewed for adjustment or curtailment before the end of the period. It reflects the local reactions, meetings, representations etc since the limited scheme for Summerfield Ave/Dudley Rd, Montrose and Hopefield Aves was published on 7 February 2023 which are described in our formal response to the consultation on that scheme.

The "area" for purposes of this proposal is that bounded by Salisbury and Chamberlayne Roads, running north to south, and Chevening and Harvist Roads running east to west.

### 2 Background and analysis

During the weekdays morning rush hour, normal motor traffic is significantly increased during a fairly narrow time window by (a) traffic moving through the area with an origin and destination outside it, commuting traffic, and (b) traffic originating within the area taking people to work, school and child-care. Statistics obtained by Brent Healthy Streets in September 2022 indicate that excess traffic occurs between 8am and 9am only, except for West to East traffic on Harvist Road which also occurs between 7am and 8am. **In order to keep interruption of normal traffic flows to a minimum, we suggest that 7.30am to 9am be considered the "rush hour" for purposes of this scheme.**

Based on previous counts and studies, in broad terms, traffic from outside the area is moving from the north-west to the south-east, where the main London office concentration lies, but some is probably moving east towards schools. Traffic originating in Queen's Park is heading in similar directions. The bulk of this traffic funnels into the south-east corner of the area with the object of crossing the QP Station bridge, though some heads due east towards Kilburn. To reach the bridge or head east excess traffic is causing tailbacks and their associated problems the full length of Summerfield Avenue and Dudley Road (during September 2022 counts a weekly mean of 260 vehicles W to E in the 8-

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9am period). Equally, Salusbury and Harvist Roads are very congested. It is noted with concern that the September 2022 counts did not cover Salusbury and Chamberlayne Roads and that there was no monitor in the section of Brooksville Ave between Carlisle Ave and Salusbury Rd to cover traffic turning off Chevening Ave into Carlisle Ave and thence into Brooksville Ave.

Any scheme which merely blocks off eastbound entry to one, two or three avenues between Kingswood Ave and Salusbury Rd will bring the bulk of displaced traffic to Windermere and Brooksville Aves, simply moving the nuisance suffered by Summerfield Ave/Dudley Rd residents to neighbouring streets.

For these reasons we propose a scheme which will not just add a couple of minutes to commuters' journeys through Queen's Park but one which will make them consider alternative modes of commuting, thus reducing pollution and accidents overall.

### 3 Proposed scheme

Figure 1 illustrates the scheme which in essence would, during Monday to Fridays 7.30am to 9am, close southbound entry from the north to Tiverton Bridge, eastbound entry from the west to Chevening Road, entry from Kingswood Ave to Summerfield Ave, entry from Harvist Road to Dudley Road, and entry from Salusbury Road southbound into Brooksville Ave.



Figure 1: Map showing QPARA Streetscape proposal

### 4 Rationale for proposed scheme

The closure of Tiverton Rd and the west end of Chevening Rd will exclude the bulk of the NW to SE traffic across the area in the morning rush hour. The closure of Summerfield Ave from the west is to stop traffic coming along Harvist Rd turning left into Kingswood Ave to access Summerfield Ave in order to reach the Salusbury Rd lights more quickly and Dudley Rd is blocked for the same

reason. Brooksville Ave is blocked from Salisbury Rd southbound due to high current volumes turning right to reach Summerfield Ave and Harvist Rd.

QPARA fully accepts that this scheme will have an adverse impact on through roads which are immediately adjacent, including Harvist Rd, Salisbury Rd, Chamberlayne Rd, Wrentham Ave and The Avenue. That is why the proposal is time-limited and is a genuine experiment, because the results cannot be fully foreseen.

This would need no physical changes to road layout, only the relevant signage. Enforcement would be as and when officers/camera vehicles were available. Only five points need enforcement monitoring under this scheme. Before the scheme began, drivers doing "rat runs" should be handed explanatory leaflets. Whatever motivates "rat running" drivers, they need to be more aware of the consequences of their activities. To the best of our knowledge no attempt to communicate with them has been made.

## 5 Other proposed measures

As QPARA has proposed previously, we ask Brent Highways to discuss urgently with TfL the **option of a right turn only traffic lights phase during weekday morning rush hour from Harvist Rd into Salisbury Rd**, as well as longer approach lanes and possibly expanded road width.

In order to improve traffic flows on Salisbury Rd, to make it less tempting to drivers to seek rat runs through any avenue that is not closed off during the rush hour, we ask for consideration to be given to imposing a 7.5ton weight restriction on this road, as already obtains on Chamberlayne Rd, plus removal of car parking spaces on west side by the Salisbury pub and their conversion to loading only bays after the rush hour is over..

Before and during the experimental six-month scheme traffic numbers and air quality on Salisbury, Chamberlayne and Harvist Roads, Wrentham Avenue and The Avenue should be closely monitored.

Taking this forward by open discussion and formal consultation need not involve significant delay. QPARA is not seeking any such delay.

 QPARA Streetscape Group contact for Queen's Park Area Residents' Association

28<sup>th</sup> February 2023

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## Appendix F – Monitoring Plan and Data

### Scheme Monitoring Plan and Data

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

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

# Appendix G – Drawing showing traffic volume and speed survey locations

