

THE LEADER OF THE COUNCIL	DATE 3 October 2025
TITLE: West & East Greenwich Neighbourhood Management Trial Scheme Final Decision	WARD (S) Greenwich Park, Blackheath Westcombe, East Greenwich
CHIEF OFFICER Director of Communities, Environment & Central	CABINET MEMBER Climate Action, Sustainability & Transport
DECISION CLASSIFICATION <i>Key decision (included on Forward Plan)</i> <i>Non-exempt Report / Non-exempt Appendices</i>	IS THE FINAL DECISION ON THE RECOMMENDATIONS IN THIS REPORT TO BE MADE AT THIS MEETING? Yes

I. **Decision required**

This report makes the following recommendations to the decision-maker:

- I.1. To note the engagement, monitoring and statutory consultation results undertaken during the Experimental Traffic Regulation Order (ETRO) period for the West & East Greenwich Neighbourhood Management Trial Scheme.
- I.2. To note we have considered the following options. While there are many potential permutations, these ten options represent the most appropriate and deliverable approaches based on consultation feedback, monitoring data, and alignment with strategic objectives:
 - **Option 1:** Make the trial scheme permanent with no changes.
 - **Option 2:** Make the trial scheme permanent with changes to the location of certain ANPR filters but no timings or revision to exemptions.
 - **Option 3:** Make the trial scheme permanent with changes to the location of ANPR filters, revised exemptions , but no changes to hours of operation.

- **Option 4:** Make the trial scheme permanent with changes to the location of ANPR filters, revised exemptions (including resident exemptions), and extended hours of operation to 24 hours daily.
- **Option 5:** Make the trial scheme permanent with no changes to the location of ANPR filters, revised exemptions (including resident exemptions), and extended hours of operation to 24 hours daily.
- **Option 6:** Make the trial scheme permanent with no changes to the location of ANPR filters, revised exemptions (including resident exemptions) but no changes to hours of operation.
- **Option 7:** Make the trial scheme permanent with no changes to the location of ANPR filters, no changes to exemptions and extend hours to 24 hours daily
- **Option 8:** Make only the East Greenwich scheme permanent and remove the West Greenwich scheme.
- **Option 9:** Make only the West Greenwich scheme permanent and remove the East Greenwich scheme.
- **Option 10:** End the ETRO and remove the scheme, returning the roads to their original layout.

1.3. To agree the preferred Option 3 as set out in Section 6 of this report.

1.4. To authorise the Chief Officer to take all necessary steps to implement the final decision, including advertising any necessary permanent Traffic Management Orders (TMOs).

Signed.....Date:
Councillor Anthony Okereke, Leader of the Council.

2. Links to Our Greenwich missions

2.1. This report relates to the Council's agreed missions as follows:

- *People's health supports them in living their best life*
 Particular in relation to the 'level of physical activity' and 'childhood obesity rate' mission success measures.

- *It is easier, safer and greener to move around the borough and the rest of London*
By improving walking and cycling conditions.
- *Neighbourhoods are vibrant, safe and attractive with community services that meet the needs of local residents*
Contributing to all of the mission objectives where they relate to our public highway.
- *Greenwich plays an active role in tackling the climate crisis and improving environmental sustainability, in line with our commitment of being carbon neutral by 2030*
The West and East Greenwich scheme supports the Council's Carbon Neutral Plan transport commitments by reducing through-traffic, improving conditions for walking and cycling, and discouraging short car trips.

3. Purpose of Report and Executive Summary

- 3.1. This report presents the evidence gathered during the trial scheme, the outcomes of statutory consultation, monitoring data and community engagement. It presents ten options for how the scheme could proceed, supported by the detailed traffic, monitoring and consultation analysis provided by the Council's appointed consultants, Steer Group Ltd, attached as Appendix A and Logika as Air Quality Consultants to develop Air Quality Modelling Study as shown in Appendix B.
- 3.2. This report also details the engagement approach, the statutory consultation responses received – which are presented under Appendix C of this report – and outlines the preferred option and recommendations for the progression of the project, for consideration by the Cabinet Member for Climate Action, Sustainability & Transport.

4. Introduction and Background

- 4.1. The Royal Borough of Greenwich is committed to making our borough cleaner, greener and safer for everyone. In March 2024, following extensive community engagement and detailed analysis, the Cabinet Member for Climate Action, Sustainability and Transport approved the West & East Greenwich Neighbourhood Management Trial Scheme to address long-standing issues of high through-traffic volumes and air pollution in both neighbourhoods.

- 4.2. The March 2024 decision confirmed the Council's intention to trial a new neighbourhood traffic management approach using an Experimental Traffic Regulation Order (ETRO). The ETRO was published on 20 November 2024 and came into effect on 27 November 2024. The Orders are in place on an experimental basis for a maximum period of 18 months. Any person wishing to object to the making of the Orders permanent had the opportunity to do so within six months from the date the experimental Orders came into force. The Royal Borough of Greenwich undertook a public consultation exercise, which ran from 27 November 2024 to 24 June 2025.
- 4.3. The objectives of the trial were to assess the effect of the measures on:
1. Car use and through traffic
 2. Air quality
 3. Safety
 4. Use of sustainable travel.
- 4.4. These objectives were measured using a number of different data sources to help inform the recommendation.
- 4.5. This trial was shaped by a three-stage engagement process designed to ensure local residents and businesses had multiple opportunities to help shape the proposals.
- 4.6. Stage 1 - Listening & Information Gathering:
Between February and March 2023, the Council carried out early engagement to hear local people's concerns, experiences and priorities. This stage included two in-person events and two online sessions, enabling hundreds of residents to pinpoint local traffic and safety issues on digital maps and in discussions. This stage helped identify where interventions might be most effective and highlighted strong local support for tackling through-traffic and air pollution.
- 4.7. Stage 2 - Design Feedback:
Building on the insights gathered, the Council developed initial design options for both West and East Greenwich. From August to October 2023, these proposals were presented back to residents for feedback

through two planned in-person sessions, one for each area. Due to high levels of interest and attendance, an additional third in-person session was added on 3 October 2023 to ensure as many people as reasonable practicable could contribute. A combined online event was also held to reach people unable to attend in person. This stage provided important feedback on options for traffic restrictions, exemptions and filter locations.

4.8. Stage 3 - Community Feedback on the Trial:

Following the decision in March 2024, the Council introduced the trial measures on 27 November 2024 for a maximum period of up to 18 months. The scheme introduced part-time, camera-controlled restrictions on weekdays at peak hours (7am–10am and 3pm–7pm) to discourage through-traffic on certain roads, while maintaining full access for people walking, wheeling and cycling. All addresses remained accessible by car, although some drivers need to use alternative routes during restricted hours. Exemptions were provided for Blue Badge holders, taxis, private hire vehicles, Council refuse vehicles and individuals or groups with special circumstances.

- 4.9. To ensure people could share real-life feedback, the Council held seven community feedback sessions in May 2025—six in-person events across West Greenwich, East Greenwich, Blackheath, and Charlton, and one online webinar. These sessions were publicised by direct letters to all households and businesses in the scheme area, providing clear information on how to participate. Residents were able to submit feedback online or by post up until the close of the consultation on 24 June 2025. 34,000 letters were issued to residents regarding the consultation. All views are being considered alongside extensive monitoring data on traffic volumes, air quality, queue lengths and bus journey times to inform this final decision.

- 4.10. It is important to note that none of these extra stages of public engagement were a statutory requirement for an Experimental Traffic Regulation Order (ETRO). By law, an ETRO must simply be advertised and left open for public representations during the trial period. However, the Council chose to go well beyond statutory requirements, holding multiple stages of non-statutory engagement, additional drop-in sessions,

and wide-reaching communication to ensure everyone had the fullest possible opportunity to have their say.

- 4.11. The results of this listening, design and real-world feedback process mean the Council can now decide whether to make the scheme permanent as originally designed, adjust aspects such as ANPR filter locations and exemptions, or withdraw the measures and return the streets to their original layout. This report sets out the ten options for decision and summarises the evidence for each under section 5.
- 4.12. All evidence gathered, including the consultant's independent analysis of traffic data, air quality, queue lengths, bus journey times, feedback from residents and stakeholder input, is provided in full at Appendix A and should be read alongside this report when considering the options.
- 4.13. The Council appointed consultant, Logika, to carry out dispersion modelling to assess the air quality of the West and East Greenwich Neighbourhood Management Scheme, the report can be found under Appendix B.

5. Available Options

- 5.1. **Option 1:** Make the trial scheme permanent with no changes.
Advantages: Provides continued traffic reduction benefits as designed. Maintains clarity and consistency for drivers who have adapted to the scheme. Continues with bus improvements along some key corridors.
Disadvantages: Does not introduce additional flexibility or adjustments raised through community feedback. Some residents and stakeholders may continue to view the scheme as inflexible or unfair.
- 5.2. **Option 2:** Make the scheme permanent with changes to ANPR filter locations only by removing filters on Royal Hill but protecting side roads.
Advantages: Maintains the traffic reduction benefits while addressing specific local access issues. Demonstrates responsiveness to local issues while maintaining scheme integrity.
Disadvantages: Does not introduce additional flexibility or adjustments raised through community feedback. May create through traffic using Royal Hill going against aims. May potentially cause concerns with safety

by the James Wolfe Royal Hill Campus which would need to be monitored.

- 5.3. **Option 3:** Make the scheme permanent with changes to ANPR filter locations by removing filters on Royal Hill but protecting side roads, revised exemptions (Blue Badge holders able to register up to two vehicles instead of one), but no changes to hours of operation.

Advantages: Responds to common consultation requests for greater flexibility and fairness (e.g. resident exemptions).

Disadvantages: More complex to implement and enforce; could reduce traffic reduction benefits if exemptions are too wide whilst retaining limited hours of operation. May create through traffic using Royal Hill going against aims. May potentially cause concerns with safety by the James Wolfe Royal Hill Campus which would need to be monitored. Modal shift from people within the Neighbourhood Management Scheme area may not come to fruition.

- 5.4. **Option 4:** Make the trial scheme permanent with changes to the location of ANPR filters by removing filters on Royal Hill but protecting side roads, revised exemptions (including resident / business exemptions), and extended hours of operation to 24 hours daily.

Advantages: Provides maximum environmental and road safety benefit from around-the-clock enforcement. Responds to calls for more consistent deterrence of through traffic. Incorporates flexible access through exemptions and adjusted ANPR placement. Responds to concerns raised around filters on Royal Hill. Provides reliability across the day for buses which use the corridors.

Disadvantages: Higher operational and enforcement costs. Full-day operation may be seen as more restrictive by some road users. May create through traffic using Royal Hill going against aims. May potentially cause concerns with safety by the James Wolfe Royal Hill Campus which would need to be monitored. Modal shift from people within the Neighbourhood Management Scheme area may not come to fruition. This will require the most funding to deliver out of all the options.

- 5.5. **Option 5:** Make the trial scheme permanent with no changes to the location of ANPR filters, revised exemptions (including resident / business exemptions), and extended hours of operation to 24 hours daily.

Advantages: Preserves simplicity in scheme layout while increasing enforcement coverage. Responds to access concerns (via exemptions) and maximises impact on through traffic. Would likely provide further benefits or reducing through traffic. Provides reliability across the day for buses which use the corridors.

Disadvantages: Does not address filter specific access concerns. Unclear on support for 24 hour restrictions. Modal shift from people within the Neighbourhood Management Scheme area may not come to fruition.

- 5.6. **Option 6:** Make the trial scheme permanent with no changes to the location of ANPR filters, revised exemptions (including resident / business exemptions) but no changes to hours of operation.

Advantages: Keeps scheme relatively simple while addressing access concerns. Still enables some modal shift of journeys which start outside of area.

Disadvantages: Some filter locations may continue to raise concerns if unchanged. Modal shift from people within the Neighbourhood Management Scheme area may not come to fruition.

- 5.7. **Option 7:** Make the trial scheme permanent with no changes to the location of ANPR filters, no changes to exemptions and extend hours to 24 hours daily.

Advantages: Maximises traffic reduction from consistent, full-time enforcement. Helps achieve policy commitments. Provides reliability across the day for buses which use the corridors. Potential for larger modal shift and further air quality improvements.

Disadvantages: Does not address local access issues raised in consultation.

- 5.8. **Option 8:** Make only the East Greenwich scheme permanent and remove the West Greenwich scheme.

Advantages: Responds to opposition or specific issues raised for West Greenwich. Keeps improvements in bus journey times and reduced traffic flows in East Greenwich area.

Disadvantages: Risk traffic displacement back into West Greenwich, undermining benefits for both areas. Inconsistent with policy rationale for

treating both neighbourhoods as an integrated traffic network. No opportunity for modal shift in West Greenwich.

- 5.9. **Option 9:** Make only the West Greenwich scheme permanent and remove the East Greenwich scheme.

Advantages: Responds to opposition or specific issues raised for East Greenwich. Keeps improvements in bus journey times and reduced traffic flows in West Greenwich area.

Disadvantages: Risk traffic displacement back into East Greenwich, undermining benefits for both areas. Inconsistent with policy rationale for treating both neighbourhoods as an integrated traffic network. May negatively affect bus network through the current Neighbourhood Management Scheme area. No opportunity for modal shift in East Greenwich.

- 5.10. **Option 10:** End the ETRO and remove the scheme, returning the roads to their original layout.

Advantages: Fully removes any restrictions or perceived inconvenience for residents and drivers. Simple and immediate implementation. Responds to those in outright opposition to the scheme.

Disadvantages: Fails to meet borough objectives on air quality, modal shift, reducing through traffic and climate action. Likely to lead to increased traffic in both areas and across boundary roads. Doesn't respond to residents who are worried regarding through traffic. Does not respond to interventions listed in Transport Strategy and Carbon Neutral aims/targets/interventions.

6. **Preferred Option**

- 6.1. Based on monitoring data, statutory consultation and alignment with the Council's strategic objectives, **Option 3** is recommended as the preferred approach. The design changes can be seen in Appendix F. This option proposes reopening Royal Hill/Blissett Street to motor vehicle traffic while retaining protection for surrounding side roads, offering a more balanced approach to managing access and minimising displacement, while retaining the current operating hours and exemption criteria. As part of this recommendation, Blue Badge holders will also be able to register up to two vehicles instead of one, making it easier for those who

rely on support from multiple carers or family members. The aim is to maintain the scheme's core traffic reduction benefits while making practical adjustments to improve accessibility and address specific local concerns, such as those raised by businesses and residents in the Royal Hill area. Retaining the current operational hours is expected to support compliance and ease of understanding, as most road users are now familiar with the part-time weekday restrictions introduced during the trial. This continuity reduces the need for widespread re-education and minimises risk of unintentional breaches.

- 6.2. The proposal aligns with the Council's Transport Strategy by reducing non-essential traffic, improving safety, and supporting a shift to active travel. It also supports the Carbon Neutral Plan by discouraging short car journeys and enabling sustainable travel modes, both of which are key commitments under the transport actions set out in the plan.
- 6.3. This option offers a well-balanced approach to work towards improving air quality, enhancing safety, and advancing climate objectives, while also allowing for greater flexibility and consideration for residents. The recommended option is supported by the consultant's findings (Appendix A), which identify the traffic impacts, community sentiment, effectiveness of exemptions, and the practicality of making any amendments.
- 6.4. Although overall traffic levels across the entire area have decreased following the scheme's implementation, monitoring suggests it may have contributed to localised increased traffic pressures on some specific roads within the Charlton area—Eastcombe Avenue, Marlborough Lane, and Victoria Way as well as Blackheath Hill (A2), Greenwich South Street and Woolwich Road. In response, it is recommended that the Council explore targeted mitigation measures for these locations, which may include restrictions on vehicle turning movements, traffic calming and speed reduction interventions, and improved pedestrian crossings in the Charlton area. Further feasibility and consultation are required for these improvements. For Blackheath Hill and Greenwich South Street it is recommended that there be consideration of vegetation improvements for housing estates alongside working with TfL on signal timings for Woolwich Road/Blackwall Lane junction.

- 6.5. The air quality modelling (Appendix B) illustrates large numbers of locations experiencing improvements or no difference in terms of air quality. All diffusion tubes erected have seen decreases across all sites in terms of the Annual Mean NO₂ concentration. This may not be significant measurable changes in air quality in the short term however it contributes to the borough's wider efforts to reduce emissions by discouraging non-essential car journeys and supporting active travel.

7. Reasons for Recommendations

7.1. The preferred option:

- Strikes an appropriate balance between delivering meaningful traffic reduction and environmental benefits.
- It makes targeted adjustments to ANPR filter locations to address specific access concerns raised through consultation, while preserving the benefits of the scheme and minimising disruption. The decision to retain the existing hours of operation and exemption criteria also provides consistency for road users already familiar with the current arrangements remaining consistent with the Council's adopted Transport Strategy and Carbon Neutral Plan (by reducing car use and enabling sustainable travel modes).
- Ensuring the borough continues to act to tackle air pollution that exceeds WHO guidelines.

Officers propose to continue with monitoring of the scheme to understand the full impacts over time as well as the proposed changes.

8. Consultation Results

- 8.1. This section summarises the activities and the responses received during the statutory consultation period for the West and East Greenwich Neighbourhood Management scheme. All engagement activities were conducted from the beginning of the ETRO until the 24th of June 2025, when the consultation period closed.

- 8.2. During the engagement period, six in-person events and one online webinar were held, including sessions in West and East Greenwich, Charlton, and Blackheath. Each event included a presentation, a Q&A session, and an open forum; the online session featured an extended Q&A

instead. Around 270 people attended in person, and over 50 of the 97 registered joined the online webinar.

- 8.3. Between May and June 2025, key stakeholders were conducted – including emergency services, local schools religious groups, and charities – within or near the scheme area to gather feedback and inform them of the ongoing consultation. Several organisations responded, including Blackheath High school, London Ambulance, Metropolitan Police, Sherrington School, and others. Feedback ranged from support for improved cycling infrastructure and reduced traffic in certain areas to concerns about increased congestion, safety, accessibility, signage, and communication of restrictions. Suggestions included clearer signage, public transport improvements, and exemptions for specific groups such as residents and school staff.
- 8.4. Two rounds of business engagement in both the East and West Greenwich trial scheme areas took place, to gather local business perspectives and promote awareness of the business survey. Engagement sessions took place on 7th, 13th, 19th and 20th of May 2025, covering key locations in East and West Greenwich.
- 8.5. Six GP surgeries had been visited on the 16th of June 2025 and one care home within and around the scheme area to gather insights on local issues, identify opportunities, and raise awareness of the ongoing consultation. The locations visited included Blackheath Standard Surgery, Plumridge Medical Centre, South Street Medical Centre, Vanbrugh Group Practice (which declined leaflet materials), Wallace Health Centre, Westcomb Park Care Home (BUPA), and Woodland Surgery.
- 8.6. During the consultation period on the trial scheme, an online survey featuring both open and closed questions was included on the Commonplace website of the Royal Borough of Greenwich. A total of 2,094 responses were received via the survey. Additionally, a map tool allowed respondents to leave location-based comments, generating 1,111 submissions. Paper versions of the survey were also made available at the six public drop-in sessions, yielding 125 responses, and residents could require or collect paper surveys from local libraries. Responses submitted after the consultation period were excluded from analysis.
- 8.7. During the engagement period, residents were invited to share their views on the trial scheme by emailing the Royal Borough of Greenwich's Traffic

Management inbox. A total of 887 emails were received, including a total of 539 objections. Of these, 498 respondents submitted a statutory objection only, while 41 included additional comments about the scheme. Although residents also had the option to send letters to the Council, no letters were received during the consultation.

- 8.8. Responses submitted via the Commonplace website, traffic data inbox, stakeholder emails, and statutory objections were analysed alongside open text comments. Open question analysis involves coding each point raised by respondents into a structured code frame, allowing similar or repeated themes—expressed in various ways—to be grouped and quantified. Individual responses were assigned one or more codes, depending on the number of distinct points made.
- 8.9. A total of 3,874 open text responses were analysed. The table below summarises the top 20 issues raised, along with officer responses. The full code frame is provided in Appendix A, and a complete list of officer responses to objections is included in Appendix C.

Theme	Code	Officer responses
Environmental impact	Concern about air pollution and its health impacts	As shown in Appendix C, more locations experienced improvements in air quality than declines following the implementation of the scheme. However, the overall impact on air quality was not considered significant. One location, which already exceeded NO ₂ guidelines prior to the scheme, has seen a slight further increase. Targeted mitigation measures will be explored for this area. Air quality will continue to be assessed over the longer term where further benefits are expected to be realised in terms of reduced pollutants.
Traffic and Congestion	General concern about traffic congestion	Motorised trips decreased across the entire study area as found from INRIX data. Data from traffic counters showed in general, traffic volumes decreased across the wider area. Even some boundary roads have decreased

		<p>in traffic volumes- Greenwich High Road, Romney Road, Old Dover Road, Stratheden Road and Charlton Way. Three roads within the Charlton Area have seen increased traffic volumes following the implementation of the scheme, and boundary roads of Blackheath Hill/Shooters Hill Road, Greenwich South Street and Woolwich Road. The Council will explore targeted mitigation measures on those roads.</p>
Traffic and Congestion	Concern about longer journey times	<p>Changes to road layouts can affect familiar routes and may result in longer journey times for some trips. However, overall traffic levels in the area have generally decreased since the scheme was introduced, which may improve journey times for others.</p>
Access, Accessibility and Equality	Suggestion that residents are exempt	<p>Resident exemptions are not being proposed, as they would be inconsistent with the Council's adopted policies, including the Transport Strategy and Carbon Neutral Plan, which aim to reduce car dependency and encourage sustainable travel. Applying exemptions based solely on residency risks undermining the traffic reduction objectives of the scheme. However, a range of other exemptions have been made available to facilitate access for those with specific needs, including Blue Badge holders (2 vehicles per permit holder), taxis, private hire vehicles, and individuals or groups in exceptional circumstances.</p>
Access, Accessibility and Equality	Concern about access for residents	<p>Roads within the scheme remain accessible to motor vehicles, with restrictions in place to limit through-traffic. Resident exemptions are not</p>

		<p>being proposed, as they would be inconsistent with the Council's adopted policies, including the Transport Strategy and Carbon Neutral Plan, which aim to reduce car dependency and encourage sustainable travel. Applying exemptions based solely on residency risks undermining the traffic reduction objectives of the scheme. However, a range of other exemptions have been made available to facilitate access for those with specific needs, including Blue Badge holders, taxis, private hire vehicles, and individuals or groups in exceptional circumstances..</p>
Safety	Concern about illegal / dangerous driving	<p>While the scheme is designed to reduce overall traffic volumes and enhance road safety, the Council recognises that changes to road layouts can occasionally result in unintended consequences, such as increased vehicle speeds on surrounding routes. Speeds in the area have remained largely stable, indicating that any displacement has not led to significant changes to speeds which could compromise safety or increased congestion.</p> <p>Officers will investigate any significant, evidence-based increases in vehicle speeds at specific locations. Current data shows the following roads with average speeds exceeding 24 mph in a 20 mph zone, which may prompt further review: Eastcombe Avenue, Vanbrugh Hill, Coleraine Road, Humber Road, Westcombe Hill, and Maze Hill. Additionally, Burney Street, Marlborough Lane, and certain roads</p>

		along the West Neighbourhood Management Scheme boundary will be monitored to assess whether recent decreases in speed are maintained.
Traffic and Congestion	Support for reduced traffic	No response needed.
Business and Economy	Concern about impacts on/ increased costs to local businesses and/ or workers	Two rounds of business engagement were undertaken during the consultation period. The Council also invited businesses on Royal Hill to apply for Hardship Relief to access Rate Relief support. A few applications have been received once writing this decision report. To further support access, the Council is proposing changes to the location of modal filters, which would allow traffic to travel through Royal Hill and Blissett Street free from traffic restrictions.
Traffic and Congestion	Concern about increase in traffic on boundary roads - Trafalgar Road / Woolwich Road/ A206	<p>The boundary roads around the East Greenwich Neighbourhood Management Scheme (including Trafalgar Road/ Woolwich Road/ A206) saw a decrease of 10-12% during peak periods following the implementation of Silvertown Tunnel.</p> <p>The Council has also engaged with TfL to increase the green signal time on Blackwall Lane, a change expected to further improve traffic flow.</p>
Safety	Support about road safety - General	No response needed.
General	Suggestion to remove all or part of the scheme	Following a period of consultation and review, the Council has decided to make the scheme permanent, incorporating adjustments in response to community feedback. The decision is based on a comprehensive

		<p>assessment of traffic data, air quality monitoring, and input from residents and businesses. The permanent scheme supports broader objectives around sustainable travel, safer streets, and improved public spaces.</p> <p>Some traffic filters have been decided to be moved around the Royal Hill area due to concerns raised from businesses and residents.</p>
Business and Economy	Concern about access to work/to businesses for employees/ tradespeople/ deliveries	<p>While drivers may experience slight changes to their usual routes under the scheme, all destinations will remain accessible. In response to feedback from local businesses, the council will remove traffic filters on Royal Hill and Blissett Street and introduce new modal filters on selected adjacent roads. These adjustments aim to better support operational needs while continuing to protect the area from excessive through-traffic.</p>
Environmental impact	Support for environmental benefits of scheme	No response needed.
Safety	Concern about road safety - General	<p>Ongoing monitoring of traffic and collision data has not identified any safety concerns arising from the scheme. The council will continue to review conditions regularly, ensuring that any emerging issues are addressed promptly and that the safety of all road users remains a priority.</p>
Consultation Process	Concern about previous consultations / views not listened to	<p>It is understood that some members of the community feel their views from previous consultations were not fully reflected in the outcomes. Every consultation provides valuable insights, and while it is not always possible to implement all suggestions, each</p>

		contribution is carefully considered alongside legal, technical, and budgetary requirements.
General	Concern scheme is not well thought through / planned	It is understood that some residents feel the scheme may not have been sufficiently thought through. In developing the proposal, the council has considered a range of technical assessments, data analysis, and community feedback to ensure it meets both current needs and future requirements. Between February 2023 and May 2025, the Council held a total of 11 in-person events and 4 online events across three phases of engagement, providing multiple opportunities for residents, businesses, and stakeholders to share their views. This reflects a comprehensive and deliberative process, allowing the scheme to evolve in response to local priorities. As with any complex project, adjustments may be necessary as it progresses, and the Council is committed to refining the approach in response to evidence and community input. The priority is to deliver a scheme that is safe, effective, and beneficial for all.
Access, Accessibility and Equality	Concern about access to key services / amenities	The Council recognises the importance of maintaining convenient access to key services and amenities for all members of the community. The Council has engaged directly with emergency services, schools, religious groups, local businesses, care homes, and GP surgeries to understand their needs and ensure any potential impacts were addressed. Where necessary, adjustments have been made to minimise disruption, and the Council

		will continue to monitor the situation closely to ensure residents, businesses, and visitors can reach the services they rely on.
Signage	Concern that signage is unclear/ confusing/ information should change	The signage was revised in March 2025 to make it clearer for all users. Pre-warning signs have also been erected. All signage for the scheme has been designed and installed in accordance with the requirements set out in the Traffic Signs Regulations and General Directions (TSRGD), ensuring consistency with national standards for visibility, clarity, and legibility. The Council will continue to review signage, as required, to ensure information is as clear and accessible as possible.
Traffic and Congestion	Concern about traffic congestion on specific non-boundary roads	Overall, traffic volumes have decreased across the wider area following the implementation of this scheme. The reduced traffic volumes cannot be attributed wholly to the tunnel as this would be predominant by north-south movements over the river and there are some movements which could be heading towards London Borough of Lewisham or towards the east part of Greenwich or Bexley. Internal roads have seen a substantial 41–66% reduction during peak hours, indicating a significant fall in through-traffic. On boundary roads, the picture is more varied: East NMS boundary roads recorded a 10–12% reduction in peak-hour traffic, while West NMS boundary roads experienced a 21–32% increase. Other external roads showed small decreases across all time periods.

		<p>The Council will continue to closely monitor these trends so that, if further interventions are required to manage traffic flow and mitigate any adverse impacts, they can be introduced promptly. The Council's aim remains to ensure that traffic is distributed efficiently and safely across the network while protecting the quality of life for residents</p>
Access, Accessibility and Equality	Concern about access for disabled and elderly people, carers and health workers	<p>The Council understands the importance of maintaining safe and convenient access for disabled residents, elderly people, carers, and health workers. To support this, all Greenwich residents with a Blue Badge are able to apply for permits to enter through the traffic filters. Furthermore hackney carriages (with most being fully accessible) are also exempt from the traffic filters.</p> <p>All roads remain accessible to every address within the area, although in some cases routes may change slightly as part of the scheme's design. These adjustments are intended to help manage traffic flow more effectively, while ensuring essential access is preserved for those who need it most.</p>

8.10. Four petitions and a joint response from the Healthier Greenwich Partnership were received during the consultation, highlighting concerns about road safety, speeding, displaced traffic, and insufficient crossings (breakdown of petitions and responses made at that point in time can be found in Appendix E). Although the formal consultation period closed on 24 June 2025, the Council has reviewed the fourth petition, submitted on 25 June 2025, as part of the wider evaluation. This reflects the Council's commitment to transparency and inclusive engagement, going beyond statutory requirements. Suggestions included extending scheme hours, adding physical barriers, and improving exemptions processes for health

and care staff. The Healthier Greenwich Partnership also raised issues around limited consultation, unclear timelines, and access to care services. A summary of each petition and the Council's responses are summarised in the following table:

Petition title	Key points raised	Summary of response to petition
<p>Report on the Experimental TMO for proposals within the West and East Greenwich areas</p> <p>Submitted: 27 March 2024</p>	<ul style="list-style-type: none"> • Concern about vehicles speeding on Maidenstone Hill and Winforton street, creating road danger and noise pollution issues. • Concern about collisions, damage to vehicles and safety for those walking and cycling. • Concern about lack of safe crossings and speed enforcement. • Suggestion to retain physical barriers for Maidenstone Hill and Winforton Street as the above issues would be exacerbated otherwise. 	<p>The Council responded to concerns raised in the petition by implementing ANPR camera-enforced closures on Maidenstone Hill and Winforton Street. This decision followed consultation and was based on feedback from emergency services, which supported ANPR over physical barriers to maintain rapid access. The Council recognised both streets as important pedestrian routes and took steps to reduce through traffic while preserving access for essential vehicles.</p> <p>During the experimental phase, the Council monitored traffic volumes, vehicle speeds, noise levels, and pedestrian safety. It also assessed potential impacts from TfL's planned crossing at Blackheath Hill and right-turn restrictions onto the A2. Recommendations from the Overview & Scrutiny Call-In Sub-Committee were incorporated, alongside developments since the February 2024 decision, including draft Government guidance published in March</p>

		2024. Resident feedback was collected to inform whether the scheme should be retained, adjusted, or removed, and baseline data was compared with post-implementation findings to evaluate effectiveness.
<p>In reference to Greenwich Council's West and East Greenwich Neighbourhood Management Project</p> <p>Submitted: 27 March 2024</p>	<ul style="list-style-type: none"> • Concern about likely displaced traffic from scheme area to roads in Charlton such as Eastcombe Avenue, Wyndcliff Road and Victoria Way. • Concern road safety issues will be worse for young people and the school commute. • Concern scheme will cause delays on 380 bus route which is only public transport connection locally. 	<p>The Council responded to the petition by undertaking additional traffic and air quality monitoring in boundary areas such as West Charlton during the experimental phase of the scheme. Congestion points, including Eastcombe Avenue, Wyndcliff Road, and Victoria Way, were closely observed, and feedback was gathered from transport providers to assess any disruption to services like the 380 bus route. Emergency services access was maintained through the use of ANPR, and the Council worked with relevant agencies to address any emerging challenges.</p> <p>Targeted engagement efforts were launched to include residents, schools, and businesses in boundary areas, particularly where concerns about consultation and representation had been raised. Baseline data was collected and compared with post-implementation findings, with results made publicly available. The Council also incorporated</p>

		<p>recommendations from the Overview & Scrutiny Call-In Sub-Committee and considered developments since the February 2024 decision, including draft Government guidance published in March 2024. Recommendations from Overview & Scrutiny Call-In Sub-Committee were:</p> <ol style="list-style-type: none"> 1. Ensure the petitioner is satisfied with the adequacy of the consultation which has taken place 2. Consider amendments proposed by officers in the call-in report 3. Reflect on any specific comments about specific roads 4. That if the <i>experimental order goes ahead, ensure there are adequate arrangements in place for monitoring impact, in particular for boundary roads and neighbouring areas.</i> <p>Feedback from the community informed ongoing evaluation and potential modifications to the scheme.</p>
<p>Consultation on Experimental TMO within the West Greenwich Area</p>	<ul style="list-style-type: none"> • Suggestion to extend scheme measures in West Greenwich to 24-hour operation. • Support as scheme has improved safety 	<p>The Council acknowledged the concerns raised in the petition regarding speeding, noise, and pedestrian safety on Maidenstone Hill, Winforton Street, and surrounding roads. These streets were recognised</p>

<p>Submitted: 25 June 2025</p>	<p>and wellbeing for residents.</p> <ul style="list-style-type: none"> • Concern about vehicles speeding on Maidenstone Hill and Winforton street, creating road danger and noise pollution issues. • Concern about road safety and vehicle collisions. • Concern that proposal for a new crossing at Blackheath Hill will exacerbate road danger. 	<p>as problematic cut-through routes, with particular attention given to the narrow pavements on Maidenstone Hill. The trial measures already reduced through traffic during peak hours, and the Council noted concerns about vehicle movements outside those times, especially in relation to upcoming changes at Blackheath Hill and the A2.</p> <p>As part of the formal decision-making process, the Council reviewed the petition alongside consultation feedback, monitoring data, and TfL modelling. Consideration was given to whether extending operational hours or introducing physical measures would be appropriate. The petition and its supporting reasons were added to the evidence base for review by the Cabinet Member for Climate Change, Environment and Transport, who will determine whether to retain, amend, or remove the trial scheme following completion of the consultation analysis.</p>
<p>A safe pedestrian crossing for Victoria Way Submitted: 25 June 2025</p>	<ul style="list-style-type: none"> • Concern that Victoria Way lacks a pedestrian crossing, creating daily safety risks for families, including those with young children. 	<p>The Council responded by reaffirming its commitment to Vision Zero and the ongoing effort to eliminate deaths and serious injuries on local roads. While the location raised in the petition is not currently on the Council's priority list, it will</p>

	<ul style="list-style-type: none"> • Concern about frequent dangerous driving during peak hours, with a recent minor crash highlighting the ongoing risk to pedestrians. • Suggestion to install a zebra crossing near the bridge restriction, where vehicles already slow down, to improve pedestrian safety. • Concern that the current situation disproportionately affects vulnerable road users, including children and residents with mobility challenges. 	<p>be reviewed as part of updated assessments. The Council confirmed that the site will be evaluated for the suitability of a pedestrian crossing, taking into account visibility, nearby parking, and junctions. If appropriate, any proposed design would undergo a Road Safety Audit and public consultation. Although Fossdene Primary School is not currently part of the School Streets programme, it may be considered in future phases.</p>
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Table below indicate the number of responses received via each response channel.

Response channel	Number
Commonplace questionnaire	2,094
Commonplace interactive map	1,111
Drop-in session paper questionnaires	125
Traffic Management Inbox responses (which includes statutory objections received)	887
Stakeholder email responses	8

Petitions	4
Total	4,221

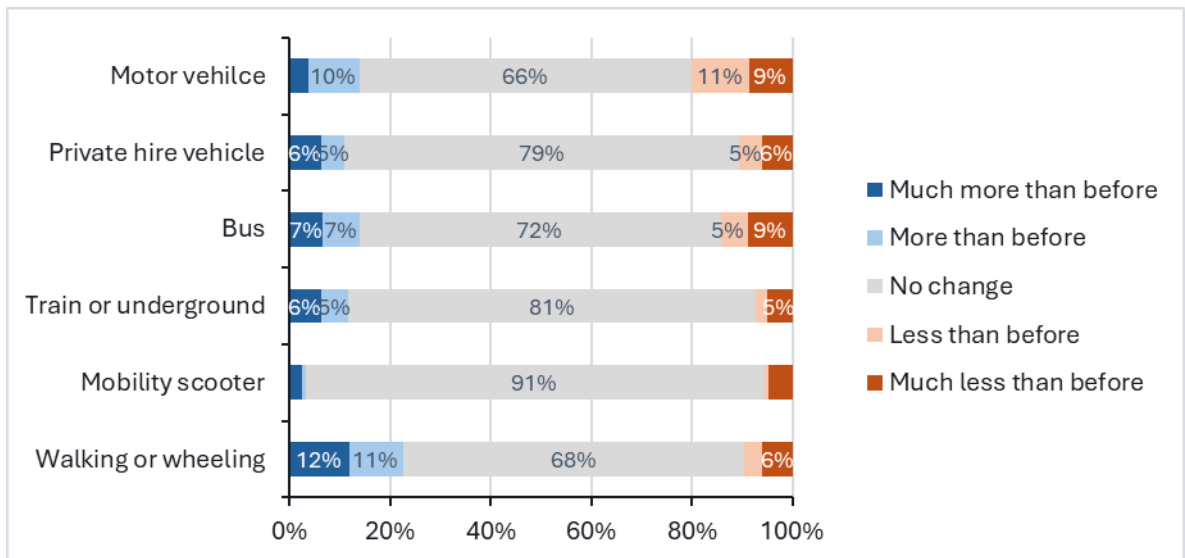
8.11. The consultation analysis revealed that the majority of respondents (69%) completed the survey regarding the East Greenwich scheme, while 31% focused on West Greenwich.

Answer	Number	Percent (out of 1974)
East Greenwich	1361	69%
West Greenwich	613	31%
Total	1974	100%

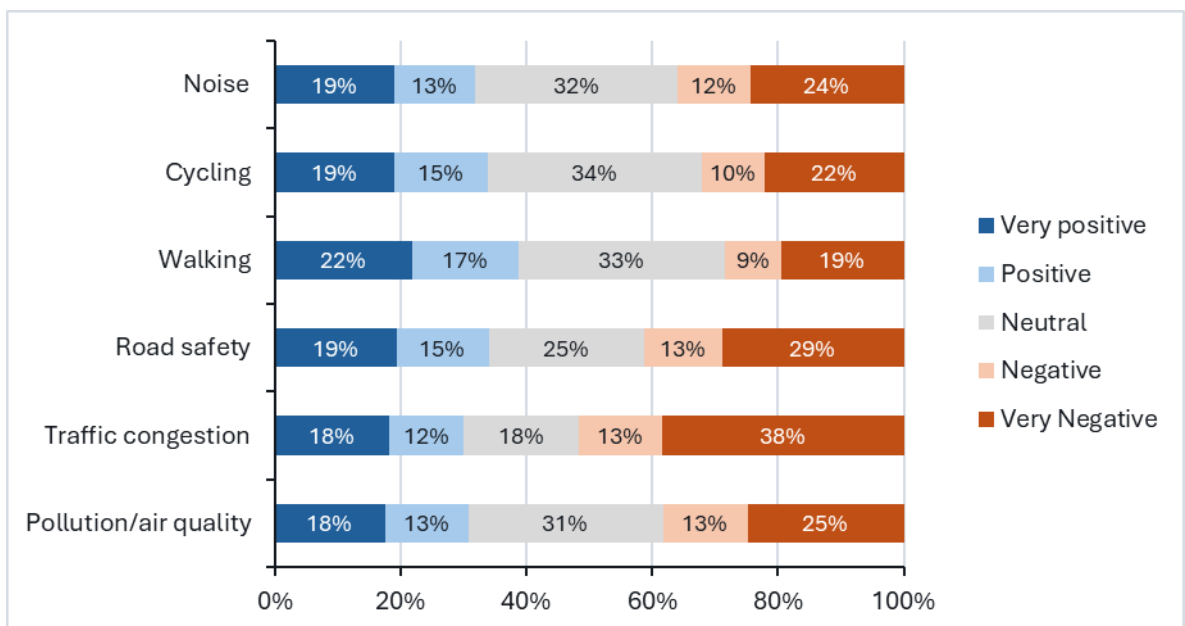
8.12. Among, 2,799 respondents, 41% reported living within the East Greenwich boundary, 24% in West Greenwich, and 19% on boundary roads, with fewer residing elsewhere in Greenwich or outside the borough.

Answer	Number	Percent (out of 2799)
I live within the East Greenwich boundary of the scheme	1143	41%
I live within the West Greenwich boundary of the scheme	658	24%
I live on a boundary road surrounding the scheme	532	19%
I live in another part of Greenwich borough	292	10%
I live in a different London borough	112	4%
I live outside London	62	2%
Total	2799	100%

8.13. Travel behaviour changes since the introduction of the scheme varied across all modes. Walking and wheeling saw the highest increase (23%), and motor vehicle use showed the greatest decrease (20%).



8.14. When asked about the impact of the scheme on local streets, respondents were generally more negative than positive, with walking receiving the highest positive sentiment (39%), while traffic congestion was viewed most negatively (51%), followed by road safety and air quality concerns.



8.15. Of the 1,100 respondents surveyed, 81% reported owning a car, while 19% did not. This contrasts with data from 2021 Census for Greenwich, where 43% of households reported not owning a car. The discrepancy suggests that individuals who own a car were more likely to participate in the consultation.

- 8.16. A total of 1,439 respondents provided information about their home ownership status, with 82% reporting they own their home, 10% renting from the Council or a housing association, and 8% renting from private landlord. This contrasts significantly with the 2021 Census data for Greenwich, where only 41% of households own their home and 31% live in socially rented accommodation. This suggests that homeowners were more likely to participate in the consultation.
- 8.17. The geographic distribution of the most common points raised in open responses has been explored by mapping, where possible, the top five concerns and top five support or suggestion points using residential postcodes provided by respondents to the Commonplace questionnaire and interactive map questions. These postcodes are assumed to represent where respondents live, not the locations identified and the interactive map. More details can be found in Appendix A.

9. Next Steps: Communication and Implementation of the Decision

- 9.1. The decision made pursuant to this report will be published on the Council's website and the relevant webpage content will also be updated accordingly to reflect the decision.
- 9.2. Under the Preferred Option (Option 3), Council officers would begin the process of preparing the Non – Key Decision Chief Officer Decision Report to take all necessary steps to implement the final decision, including advertising any necessary permanent Traffic Management Orders (TMOs).
- 9.3. The Traffic Management Orders (TMOs) will be advertised, triggering a 21-day period during which any person wishing to object to the proposed Orders, or make any other representations in respect of them, may submit a written statement to that effect. These representations will be the subject of further consideration before the TMOs come into force.
- 9.4. The Council will consider targeted mitigation such as turning restrictions, traffic calming, and improved crossings on the three roads within the Charlton Area which have seen increased traffic volumes following the implementation of the scheme.

- 9.5. The Council will engage with TfL to explore potential mitigation measures in response to a slight rise in NO₂ levels from 29.4 µg/m³ to 30.3 µg/m³ Blackheath Hill by Dartmouth Row (as identified in Appendix B). Although this remains below the World Health Organization's recommended limit of 40 µg/m³, it exceeds the 24-hour mean of 25 µg/m³ and therefore warrants further attention. The Council will also investigate planting of additional vegetation on the adjacent housing estate. Planting additional vegetation is being considered as a mitigation measure to help absorb pollutants and provide a physical buffer between traffic and residential areas.

10. **Cross-Cutting Issues and Implications**

Issue	Implications	Sign-off
Legal including Human Rights Act	<p>This is a decision in principle as to the creation of a permanent scheme of traffic control, with delegated authority being given to officers to implement the decision. That implementation will need to be undertaken through the making of traffic orders which must be made under section 6 of the Road Traffic Regulation Act 1980.</p> <p>Such an order can be made for one or more of the purposes in section 1 of the 1980 Act:</p> <p>(a) for avoiding danger to persons or other traffic using the road or any other road or for preventing the likelihood of any such danger arising, or</p> <p>(b) for preventing damage to the road or to any building on or near the road, or</p> <p>(c) for facilitating the passage on the road or any other road of any class of traffic (including pedestrians), or</p> <p>(d) for preventing the use of the road by vehicular traffic of a kind which, or its use by vehicular traffic in a manner which, is unsuitable having regard to the existing</p>	<p><i>Azuka Onuorah</i> <i>Director of</i> <i>Legal and</i> <i>Democratic</i> <i>Services</i> <i>18 September</i> <i>2025</i></p>

	<p>character of the road or adjoining property, or</p> <p>(e) for preserving the character of the road in a case where it is specially suitable for use by persons on horseback or on foot, or</p> <p>(f) for preserving or improving the amenities of the area through which the road runs or</p> <p>(g) for any of the purposes specified in paragraphs (a) to (c) of subsection (1) of section 87 of the Environment Act 1995 (air quality).</p> <p>The decision-maker also is required to have regard to the general duty in section 122 of the act, which requires they to secure so far as practicable the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on and off the highway.</p> <p>The factors which might affect what is practicable are (a) the desirability of securing and maintaining reasonable access to premises; (b) the effect on the amenities of any locality affected and (without prejudice to the generality of this paragraph) the importance of regulating and restricting the use of roads by heavy commercial vehicles, so as to preserve or improve the amenities of the areas through which the roads run; (bb) the national air quality strategy; (c) the importance of facilitating the passage of public service vehicles and of securing the safety and convenience of persons using or desiring to use such vehicles; and (d)</p>	
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	<p>any other matters appearing to... the local authority to be relevant.</p> <p>The decision-maker is therefore required to consider whether making this scheme will secure the expeditious, convenient and safe movement of vehicular and other traffic; consider any factors which may point in favour of imposing a restriction on that movement; and balance competing considerations to decide whether taking this particular course of action is expedient having regard to that duty.</p> <p>By Notice of Change to the Scheme of Delegation dated 10 September 2025 the Leader re-allocate all decisions required of the Cabinet Member relating to the West and East Greenwich Neighbourhood Traffic Management Scheme to himself as Leader of the Council for the purposes of expediency and efficiency in the absence of the Cabinet Member for Climate Action, Sustainability and Transport. The Leader can therefore make the decisions required.</p> <p>This decision does not interfere with fundamental human rights.</p>	
Finance and other resources	<p>The Leader of the Council is requested to note the engagement, monitoring and statutory consultation results undertaken during the Experimental Traffic Regulation Order period for the West & East Greenwich Neighbourhood Management Trial Scheme and to agree the preferred option as set out in Section 6 of this report.</p>	<p>Sue Rock Accountancy Business Change Manager 16/09/2025</p>

	<p>The Leader is also requested to authorise the Chief Officer to take all necessary steps to implement the final decision, including advertising any necessary permanent Traffic Management Orders.</p> <p>The £150,000 estimate cost of the changes to ANPR filter locations and revised exemptions will be funded from existing resources.</p>	
Equalities	<p>Decision-makers are reminded of the requirement under the Public Sector Equality Duty (s149 of the Equality Act 2010) to have due regard to:</p> <ul style="list-style-type: none"> • eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act, • advance equality of opportunity between people from different groups, and • foster good relations between people from different groups. The decisions recommended through this paper could directly impact on end users. <p>The impact has been analysed and varies between groups of people.</p> <p>The results of this analysis are immediately below. Further information is also available in the Equality Impact Assessment which can be found in Appendix D.</p>	<p><i>Alex Sexton, Head of Programmes and Public Realm, 18/08/2025</i></p>

	<p>The Equality Impact Assessment identified several positive and negative impacts which may be experienced amongst the protected equalities groups of age, disability, pregnancy and maternity, ethnicity or race, religion or belief, sex/gender and sexual orientation. It concludes that it is not anticipated that the scheme would result in any unlawful discrimination against groups with protected characteristics.</p>	
Climate change	<p>This report contributes to delivering Greenwich's Carbon Neutral Plan, and the pledge to be carbon neutral by 2030. This report directly contributes to the Carbon Neutral Plan requirement that "A shift away from car travel to walking, cycling and public transport is essential to making the borough carbon neutral by 2030".</p>	<p><i>Alex Sexton, Head of Programmes and Public Realm, 18/08/2025</i></p>
Community Engagement	<p>As part of the community engagement for the scheme, all engagement activities took place from 27 of November 2024 until 24 June 2025. In addition to meeting statutory requirements, the Council chose to carry out multiple stages of non-statutory engagement, host additional drop-in sessions, and undertake wide-reaching communications to ensure everyone had the fullest possible opportunity to share their views.</p> <p>Full details of the activities undertaken by the Council during the statutory consultation period for the scheme and their outcomes are provided in Appendix A.</p>	<p><i>Alex Sexton, Head of Programmes and Public Realm, 18/08/2025</i></p>

Health and wellbeing	The scheme has the potential to deliver positive health and wellbeing outcomes by reducing through-traffic, improving air quality, and creating safer, more attractive streets for walking, wheeling and cycling. These changes can encourage higher levels of physical activity, supporting the Council's objectives and tackling childhood obesity and promoting active travel. Improved air quality is particularly beneficial for residents with respiratory conditions, children and older adults. By making local streets more pleasant and less dominated by motor traffic, the scheme also supports stronger community interaction, contributing to social cohesion and improved mental wellbeing.	Alex Sexton, Head of Programmes and Public Realm, 18/08/2025
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11. Report Appendices

11.1. The following documents are to be published with and form part of the report:

- *Appendix A – W&E Greenwich Monitoring Report*
- *Appendix B - Air Quality Report*
- *Appendix C - Consultation Result Themes and Officer Response*
- *Appendix D - Equality Impact Assessment West & East Greenwich Neighbourhood Management Trial Scheme*
- *Appendix E- Petitions submitted and Officer Response*
- *Appendix F- West and East Greenwich area drawings*

12. Background Papers

[Decision - West & East Greenwich Neighbourhood Management Project – Trial Scheme](#) | [Royal Borough of Greenwich Transport Strategy](#) | [Royal Borough of Greenwich Our Carbon Neutral Plan](#) | [Royal Borough of Greenwich](#)

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