

# Better Safer Kilburn - Air quality, traffic flows, road safety and other interesting information



## Traffic flows

On Kilburn High Road there are two permanent AI camera sensors that provide hourly data on for traffic levels, including the volume of pedestrians, cyclists, cars, motorcycles, and larger vans and lorries etc. These sensors can tell us lots of interesting information, for example:

- Pedestrians make up 40% of all 'traffic' on Kilburn High Road, representing the largest single category of transport method.
- Every day, there is roughly 19,000 vehicles travelling on Kilburn High Road, with over 13% of these vehicles made up of vans and lorries.
- Saturday is the busiest day for car journeys through Kilburn, with the worst peak hours being on Thursday and Friday evenings between 5pm and 7pm.

## Bus patronage usage

As Kilburn High Road is a key transport interchange between public transport services, it is perhaps unsurprising that the busiest bus stops are those that serve the rail stations. The stops outside Kilburn Underground and Brondesbury Overground stations are particularly busy, with data from June 2022 suggesting on average between 400 and 600 people boarding services each weekday outside these stations.

The bus stop outside Halifax and opposite Aldi (Priory Park Road bus stop) serves the commercial centre of the High Road and is also one of the most used, with over 450 people boarding buses each weekday (average June 2022 data). This data shows where large groups of people tend to gather and therefore where pavement space is most important.

## Footfall

On average, over 530,000 people visited Kilburn town centre every month in 2022, up to nearly 590,000 in December 2022. This is recorded through a system that tracks the movement of mobile phones in the town centre, excluding those using the carriageway (car drivers and bus passengers).

Using O2 Motion data, compared to pre-pandemic levels it appears that in terms of footfall in Kilburn, we see a very clear peak on Saturday afternoons, between 1pm and 4pm. Before COVID-19, there were consistent peaks throughout the week in the early afternoon period, but these have reduced considerably following the pandemic.

Data collected in June 2022 to measure the side roads that are crossed the most frequently by pedestrians, suggests that the roads near transport interchanges and the retail core of Kilburn High Road are the busiest for pedestrian crossings. Birchington Road sees more pedestrians crossing than on any other side road, whilst Christchurch Avenue and Cavendish Road (the two roads between Kilburn and Brondesbury stations) see significant pedestrian flows. See image in the PDF library.

There was also a 9% reduction in pedestrian footfall across all side roads on Sunday compared with during the week, perhaps due to the lack of commuters in the area. This again highlights the importance of Kilburn High Road as a transport interchange.



## **Road safety**

The Metropolitan Police collect data on crashes and collisions, and this data is averaged over 3 years to give us a good idea whether road safety is improving or not.

Before the Covid-19 pandemic, 111 collisions were recorded in Kilburn High Road in the 3-year period (March 2017 to February 2020), resulting in 116 casualties.

During the Covid-19 pandemic, 103 collisions were recorded in Kilburn High Road in the 3-year period (May 2018 to April 2021), resulting in 112 casualties.

Despite the significant drop in traffic levels during the pandemic, the number of people getting hurt did not fall very much. This may be because the problem is caused by the design of the town centre, rather than the number of vehicles using it.

## **Air quality**

Air pollution is the largest environmental risk for public health, causing over 4,000 premature deaths each year in London while affecting quality of life for many thousands more. Kilburn is an area with high levels of air pollution, public exposure to air pollution, and population health vulnerability.

Since June 2021, the Councils have been monitoring roadside NO2 pollution across 11 sites along Kilburn High Road. Annual mean NO2 concentration is significantly higher than the UK legal limit at five of these sites, and all sites were 4 times higher than the World Health Organization (WHO) recommended levels of NO2 exposure. The worst location for poor air quality in the town centre is Belsize Road and the tube station.

The main source of NO2 emissions in Kilburn High Road come from vehicular traffic.

## **Economic health**

According to Mastercard data, since December 2020 the number of transactions on Kilburn High Road has been increasing steadily. While it may be true more transactions are made with a card rather than cash, Mastercard data adjusted to take this into account still suggests that there are roughly twice as many more retail transactions in December 2022 than in December 2020. This demonstrates the economic health of the town centre and that Kilburn is continuing its recovery from the COVID-19 pandemic.

## **Crime and safety**

Crime levels in Kilburn have sadly risen over the past three years, with anti-social behaviour being the highest source of crime, closely followed by violence and sexual offences. More information about crime and personal safety will be added over time.

## **Accessibility**

In August 2022, an accessibility audit was carried out on Kilburn High Road. The audit provided detailed recommendations to improve the accessibility of the town centre for people with disabilities, and those with mobility challenges such as older people, pregnant women, and young children.

The top priority improvements included resurfacing and widening the paving, increasing seating options and crossing points over the main road and side roads, and redistributing street furniture to remove pinch points. These, along with many more detailed recommendations, will be used in considering how to improve the town centre over time.

## Healthy Streets Check

In June 2022, Healthy Streets Check (see image in the PDF section) was carried out on Kilburn High Road using TfL's Healthy Streets indicators to assess Kilburn's performance. A score (out of 100) is given to each section of the town centre, made up of 10 indicators, covering different aspects that make a 'Healthy Street':

- People choose to walk, cycle and use public transport
- Pedestrians from all walks of life
- Easy to cross
- People feel safe
- Things to see and do
- Places to stop and rest
- People feel relaxed
- Not too noisy
- Clean air
- Shade and shelter

Many sections of Kilburn High Road scored poorly on noise; availability of shade and shelter; places to stop and rest; and clean air.

## Healthy Streets Survey (visitors and businesses)

In September 2022, people working in, and visiting Kilburn High Road, were asked questions on the street about how they viewed the High Road in terms of the Healthy Streets indicators. Each person was asked to score the indicator out of ten.

Overall, Kilburn High Road was given poor score of 4.7/10 by local business workers, and 4.5/10 by people visiting and shopping. The score for each indicator is shown below. The results are very similar between the two groups, with visitors considering the problem of noise to be more of a concern than workers, whilst business workers thought people feeling unsafe was more of a concern.



# Better Safer Kilburn – More information on waiting and loading



To make space for all these ideas, we would need to change the loading and delivery arrangements for businesses, and parking options. New loading bays are proposed in many of the side roads to compensate for the removal of any loading opportunities on Kilburn High Road during the daytime. Timed loading spaces are proposed in some sections, which will convert to pedestrian space in the peak shopping hours.

New disabled bays, electronic vehicle charging bays, dockless bike bays and bike hangars are also proposed within the scheme. Special parking and loading plans are available to view, alongside the plans of the whole scheme.

We would help businesses adapt to any changes and advise on freight and delivery efficiency plus cost-savings.

## Freight and Servicing Delivery Plan

As part of the process of developing these proposals, a Freight and Servicing Delivery Plan (FSDP) was produced. This was informed by research obtained through a business engagement exercise (2023), undertaken to produce a detailed assessment of local servicing needs, alongside a traffic survey (2022).

The FSDP specifically analysed “side road stress” – calculated by subtracting the existing side road demand from the existing side road capacity, and then adding a proportion of relocated demand from Kilburn High Road. This helped us establish which side roads would require additional loading bay provision to accommodate the loading activity that would be shifted from the high road. We’ve factored those streets into the plans.

What this means is that the proposed plans have accommodated for the loading space that is proposed to be shifted from Kilburn High Road, which reduces risk of any queueing or unnecessary idling. All this data has figured directly into the proposals, to ensure the solution is viable for local business needs.

