



Safe and Healthy Streets consultation

South End Road Streatory



What's the challenge on South End Road?

The Covid-19 pandemic has changed how people in Camden live, travel and work. We want our streets to have more safe space for everyone to walk and cycle, for children to get to and from school safely and healthily, for businesses to be able to flourish, to reduce carbon emissions from vehicles and for you to be breathing cleaner air.

We want to ensure that our streets support a strong recovery from the pandemic and provide a lasting legacy of greener, safer, healthier travel. Whether it's an essential journey like taking your children to school, getting to work or just popping out to enjoy your local park we want you to love where you live, and to love Camden.

In order to support the hospitality businesses, Camden has developed a 'Streateries' programme to help businesses re-start trade quickly and safely whilst social distancing measures remain in place. Streatory schemes include measures like timed road closures and/or new pavement space where restaurants, cafes, pubs and other similar businesses can put tables and chairs for outdoor dining while keeping space for pedestrians to pass safely, subject to licenses being granted. Streateries can also attract more people to the area, who may also shop in other types of businesses, helping to boost the local economy.

South End Road has several cafes and restaurants and is close to Hampstead Heath Train Station. The stretch of South End Road between Keats Grove and Heath Hurst Road has about 4 hospitality businesses.

A temporary Streatory was implemented on South End Road in 2020. Parking was suspended, and water-filled barriers were placed in the carriageway to provide additional space for outdoor dining.

To help the hospitality sector's recovery, we are reviewing the Streateries on Cleveland Street and will consider upgrading the current facilities with the same infrastructure seen at our other sites in Camden.



Streatory in Charlotte Street, Camden

What is being proposed?

We are proposing to continue the trial Streatery on South End Road which will involve the following changes:

- Outside nos. 45A -65 South End Road: Provide 50 meters of outdoor dining space in and area previously a 50m pay by phone parking bay, with 15.5 meters of loading space relocated.

How would these changes be made?

After the consultation, we will carefully consider the responses, alongside other information, to help us in deciding on whether or not to progress the scheme. Should a decision be made to proceed, we would keep the Streatery on a “trial” basis, for a maximum 18-month period, under an Experimental Traffic Order (ETO). This will allow us to continue to test the changes we’ve previously made under temporary orders, so that we can continue to monitor how they work. If this trial is approved, a further public consultation will be held after around 12 months of the ETO period to assess stakeholder feedback at that point and feed into the final decision, alongside other data and information, on whether or not to make the Streatery in this location permanent.