



# Healthy School Streets Consultation – Rhyl Primary School (Marsden Street) Permanent Proposals



## Monitoring Factsheet

This document sets out monitoring data gathered during the trial period of the Rhyl Primary School Healthy School Street scheme on Marsden Street. It has been gathered and analysed to help assess the impact of the scheme during the trial period of operation. The data and feedback are summarised below.

### Traffic Count Data

Traffic data before and after the implementation of the scheme was collected through automatic traffic counts (ATCs) and is displayed in Table 1. 'Before scheme' data was collected in October 2020 and 'after scheme' data was collected in July 2021 and October 2021 when the Healthy School Street scheme was live.

Weekly traffic counts (car, van, lorry, bus, cycle, and motorcycle) were taken over the following five-day periods:

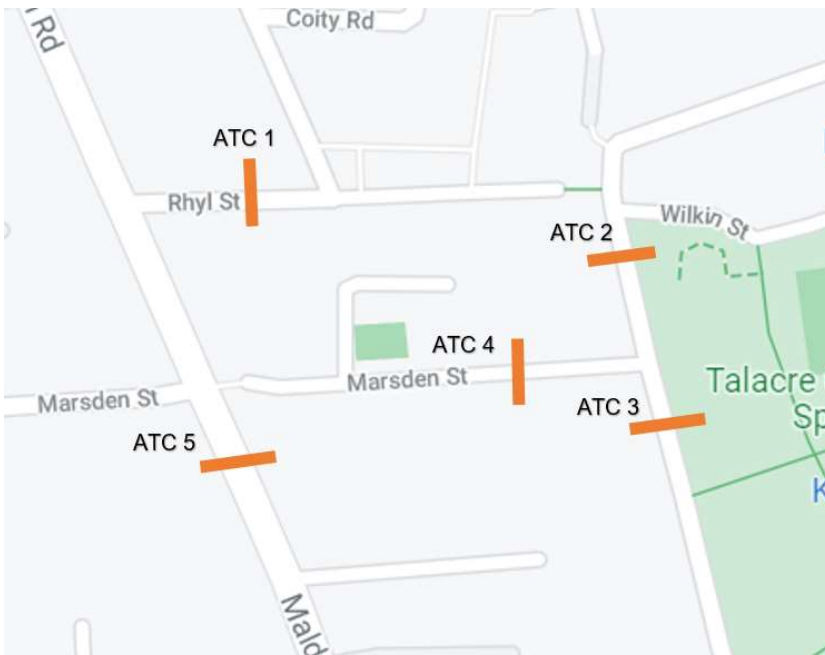
- The week commencing 20<sup>th</sup> October 2020 (before scheme)
- The week commencing 19<sup>th</sup> July 2021 (during scheme trial)
- The week commencing 12<sup>th</sup> October 2021 (during scheme trial)

The counts covered the total number of vehicles on Monday to Friday in school term time, when all pupils were attending Rhyl Primary School.

Traffic counts were analysed during the AM peak (8.30am - 9.30am) and PM peak (3pm - 4pm) and included motorcycles, cars, Light Goods Vehicles (LGVs), Heavy-Duty Vehicles (HDVs), buses and coaches. Cycle count data is analysed separately later in this factsheet.

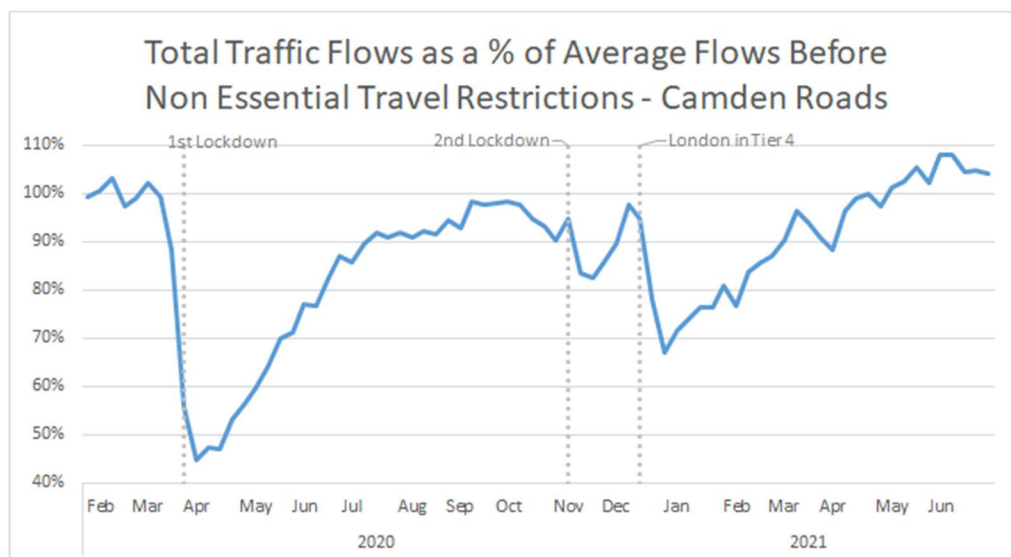
The traffic count locations are shown in **Figure 1** overleaf.

**Figure 1 – Location of Automatic Traffic Counter**



It is recognised that the Covid-19 pandemic has had an impact on general traffic levels throughout London and in Camden. Data collected by Camden Council, presented within Figure 2, shows the fluctuations in motor traffic on Camden’s roads from the first quarter of 2020 through to the first half of 2021, at which point most lockdown restrictions were starting to be eased. It presents total traffic flows as a percentage of the average flows before the non-essential travel restrictions were brought in by the government. At the time of the October 2020 counts traffic was at 94% of pre-pandemic levels.

**Figure 2 – Total traffic flows on Camden roads as a percentage of the average flows before non-essential Covid-19 travel restrictions**



The traffic count data is summarised in Table 1 overleaf, which shows daily average traffic flows based on the weekly counting periods noted on page 1.

**Table 1 –Traffic Count Data: Average Vehicle Counts (Monday to Friday, AM and PM peaks)**

Location	Map ref #	AM Peak (08:30-09:30)					PM Peak (15:00-16:00)				
		October 2020	July 2021	October 2021	Change (October 2020 to July 21)	Change (October 2020 to October 2021)	October 2020	July 2021	October 2021	Change (October 2020 to July 2021)	Change (October 2020 to October 2021)
Rhyl Street (EB)	1	25	25	23	No change	-8%	37	46	41	+24%	+10%
Rhyl Street (WB)	1	27	38	36	+41%	+33%	43	50	49	+15%	+14%
Rhyl Street (Combined)	1	52	63	59	+21%	+13%	80	96	90	+20%	+13%
Talacre Road (NB)	2	38	37	66	-3%	+74%	83	79	99	-5%	+19%
Talacre Road (SB)	2	42	53	86	+26%	+105%	46	61	74	+33%	+61%
Talacre Road (Combined)	2	80	90	152	+13%	+90%	129	140	173	+9%	+34%
Talacre Road (NB)	3	46	42	68	-9%	+48%	89	85	103	-4%	+16%
Talacre Road (SB)	3	46	59	86	+28%	+87%	57	60	80	+5%	+40%
Talacre Road (Combined)	3	92	98	154	+7%	+67%	146	145	183	-1%	+25%
Marsden Street (EB)	4	16	3	4	-81%	-75%	15	4	4	-73%	-73%
Marsden Street (WB)	4	14	2	4	-86%	-71%	14	3	5	-79%	-64%
Marsden Street (Combined)	4	30	5	7	-83%	-77%	29	7	9	-76%	-69%
Malden Road (NB)	5	216	212	211	-2%	-2%	293	320	312	+9%	+65
Malden Road (SB)	5	298	321	357	+8%	+20%	283	322	323	+14%	+14%
Malden Road (Combined)	5	514	533	568	+4%	+11%	576	642	635	+11%	+10%
<b>Total</b>		<b>1540</b>	<b>1540</b>	<b>1769</b>	<b>No change</b>	<b>+15%</b>	<b>1814</b>	<b>1835</b>	<b>1971</b>	<b>+1%</b>	<b>+7%</b>

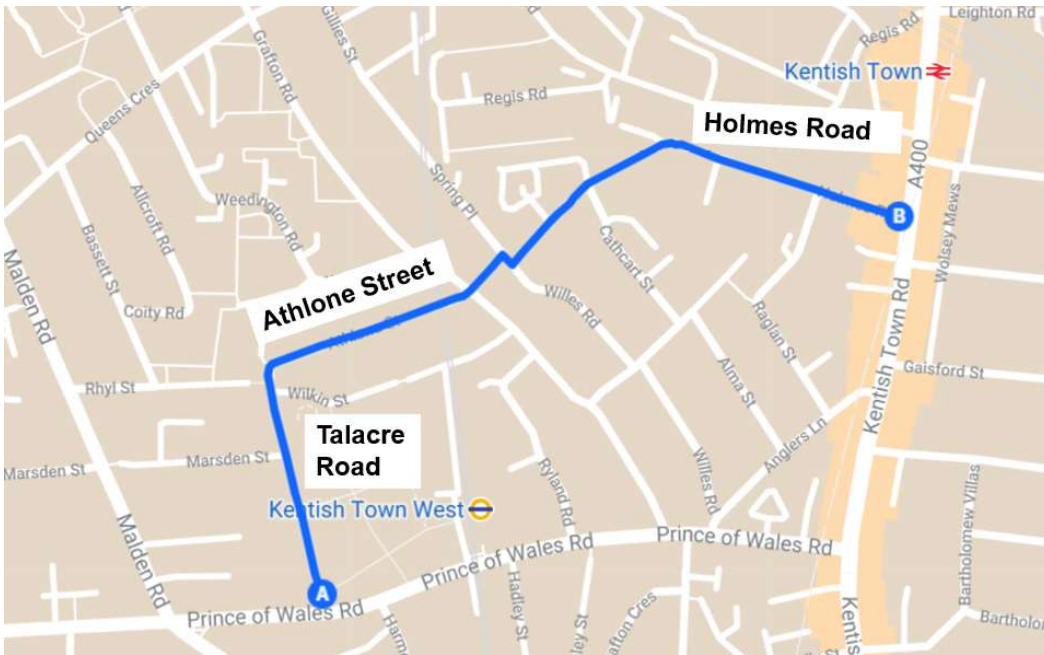
When comparing the combined (eastbound and westbound) traffic counts from October 2020 (before scheme) to October 2021 (during scheme trial), it can be seen that there was an 83% reduction in the number of vehicles recorded on Marsden Street during the morning restrictions, and a 69% reduction during the afternoon restrictions. This amounts to a reduction from 30 vehicles to 7 vehicles in the morning and from 20 vehicles to 9 vehicles in the afternoon.

The comparison of the same dates for Rhyl Street saw a combined 13% increase (7 vehicles) during the morning restrictions and a combined 13% increase (10 vehicles) during the afternoon restrictions. Talacre Road also saw an increase in numbers of vehicles at both sites (ATCs 2 and 3) following the implementation of the scheme. At the section of Talacre Road between the junction of Wilkin Street and Marsden Street (ATC 2) there was a 90% increase (72 vehicles) during the morning restrictions and a 34% increase (44 vehicles) during the afternoon restrictions. At the section of Talacre Road south of Marsden Street (ATC 3) there was a 67% (62 vehicles) increase during the morning restrictions and a 25% increase (37 vehicles) during the afternoon restrictions. The combined totals for Malden Road show that there was an 11% increase (54 vehicles) during the morning restrictions and a 10% increase (66 vehicles) during the afternoon restrictions.

The increases in traffic seen on Rhyl Street could be as a result of parents now using this road to drop off/collect their children. As part of the consultation, we will be asking parents if the scheme has resulted in them changing the way they complete the school run. We will also be asking parents that still drive their children to school which roads they use to drop off and collect their children now that they are unable to do so on Marsden Street. This information will help to further inform us of the impact of the scheme on neighbouring roads and determine whether further mitigation to address this potential issue is required if the scheme is made permanent.

Due to their size, the increases in traffic volumes seen on Talacre Road and Malden Road are likely to be due to other factors outside of the Healthy School Street scheme on Marsden Street. Furthermore, it is noted that it is possible for motor vehicles to “rat-run” on local street networks between Prince of Wales Road and Kentish Town Road (and vice versa) via Talacre Road, Athlone Street and Holmes Road (shown in Figure 3 overleaf), which may be affecting the traffic volumes highlighted on Talacre Road. We recently held a [consultation](#) to inform whether to implement a Healthy School Streets scheme for Holmes Road which, if implemented, would prevent this short cut from being taken between the hours of 8am-10am and 2pm-4pm (Monday-Friday during term time). This scheme would be the initial stage of further work with the local community and stakeholders on future measures to fully prevent these streets from being used as shortcuts.

**Figure 3 – Map showing current shortcut between Prince of Wales Road and Kentish Town Road**



### Traffic Speed Data

The traffic count data collected can also be used to analyse vehicle speeds on the roads that were surveyed. A comparison of average speeds before and after the implementation of the scheme is shown in Table 2 overleaf. The data includes the average speed of all vehicle classes (including cycles). Due to the fact that speed data is reported in hourly segments, the morning data period is extended to 8am-10am.

The speed data results overleaf show that on Marsden Street during the Healthy School Street restrictions average traffic speeds increased by 1mph in the morning and 2mph in the afternoon. The small numbers of vehicles using Marsden Street means that individual vehicle speeds will have a significant impact on the average speed. The majority of the remaining sites show no change in average vehicle speed, although some show increases and decreases of between 1-2mph. Overall, all of the sites surveyed show that average vehicle speeds are below the 20mph limit in the area, with Marsden Street in particular reporting average speeds of 12-13mph.

**Table 2 –Traffic Count Data: Daily Average Motor Vehicle Speeds (Monday to Friday, AM and PM peaks)**

Location	Map ref #	AM Peak (08:00-10:00)					PM Peak (15:00-16:00)				
		October 2020	July 2021	October 2021	Change (October 2020 to July 21)	Change (October 2020 to October 2021)	October 2020	July 2021	October 2021	Change (October 2020 to July 2021)	Change (October 2020 to October 2021)
Rhyl Street (EB)	1	16 mph	16 mph	16 mph	No change	No change	16 mph	16 mph	16 mph	No change	No change
Rhyl Street (WB)	1	15 mph	15 mph	15 mph	No change	No change	15 mph	15 mph	16 mph	No change	+7%
Rhyl Street (Combined)	1	15 mph	15 mph	15 mph	No change	No change	15 mph	15 mph	16 mph	No change	+7%
Talacre Road (NB)	2	15 mph	16 mph	15 mph	+7%	No change	15 mph	16 mph	15 mph	+7%	No change
Talacre Road (SB)	2	15 mph	15 mph	15 mph	No change	No change	15 mph	15 mph	15 mph	No change	No change
Talacre Road (Combined)	2	15 mph	15 mph	15 mph	No change	No change	15 mph	16 mph	15 mph	+7%	No change
Talacre Road (NB)	3	15 mph	15 mph	16 mph	No change	+7%	16 mph	15 mph	16 mph	-6%	No change
Talacre Road (SB)	3	16 mph	16 mph	16 mph	No change	No change	16 mph	16 mph	17 mph	No change	+6%
Talacre Road (Combined)	3	15 mph	16 mph	16 mph	+7%	+7%	16 mph	16 mph	16 mph	No change	No change
Marsden Street (EB)	4	12 mph	13 mph	12 mph	+8%	No change	10 mph	12 mph	10 mph	+20%	No change
Marsden Street (WB)	4	12 mph	11 mph	14 mph	-8%	+17%	10 mph	10 mph	14 mph	No change	+40%
Marsden Street (Combined)	4	12 mph	12 mph	13 mph	No change	+8%	10 mph	11 mph	12 mph	+10%	+20%
Malden Road (NB)	5	16 mph	16 mph	17 mph	No change	+6%	16 mph	16 mph	17 mph	No change	+6%
Malden Road (SB)	5	16 mph	16 mph	16 mph	No change	No change	17 mph	16 mph	17 mph	-6%	No change
Malden Road (Combined)	5	16 mph	16 mph	16 mph	No change	No change	16 mph	16 mph	17 mph	No change	+6%
<b>Total (average)</b>		<b>15 mph</b>	<b>16 mph</b>	<b>16 mph</b>	<b>+7%</b>	<b>+7%</b>	<b>15 mph</b>	<b>15 mph</b>	<b>15 mph</b>	<b>No change</b>	<b>No change</b>

## Cycle Flows

A comparison of cycle flows shown in Table 3 below from the traffic surveys was also undertaken to determine if the scheme had a significant impact on cycle flows within the scheme area.

**Table 3 - Cycle Count Data: Daily Average Counts (Monday to Friday, AM and PM peaks)**

Location	Map ref #	AM Peak (08:30-09:30)					PM Peak (15:00-16:00)				
		October 2020	July 2021	October 2021	Change (October 2020 to July 21)	Change (October 2020 to October 2021)	October 2020	July 2021	October 2021	Change (October 2020 to July 2021)	Change (October 2020 to October 2021)
Rhyl Street (EB)	1	6	7	10	+17%	+67%	3	2	4	-33%	+33%
Rhyl Street (WB)	1	4	5	4	+25%	No change	4	3	2	-25%	-50%
Rhyl Street (Combined)	1	10	12	14	+20%	+40%	7	5	6	-29%	-14%
Talacre Road (NB)	2	0	3	8	+300%	+800%	2	2	7	No change	+250%
Talacre Road (SB)	2	6	12	16	+100%	+167%	5	4	5	-20%	No change
Talacre Road (Combined)	2	6	15	24	+150%	+300%	5	6	12	+20%	+140%
Talacre Road (NB)	3	8	11	8	+38%	No change	5	8	10	+60%	+100%
Talacre Road (SB)	3	4	7	15	+75%	+275%	4	3	7	-25%	+75%
Talacre Road (Combined)	3	12	18	23	+50%	+92%	9	11	17	+22%	+89%
Marsden Street (EB)	4	3	7	4	+137%	+37%	2	3	2	+50%	No change
Marsden Street (WB)	4	4	7	4	+75%	No change	2	2	2	No change	No change
Marsden Street (Combined)	4	7	14	8	100%	+14%	4	5	4	+25%	No change
Malden Road (NB)	5	11	9	1	-18%	-91%	10	9	3	-10%	-70%
Malden Road (SB)	5	11	3	16	-73%	+45%	5	3	5	-40%	No change
Malden Road (Combined)	5	22	12	17	-45%	-23%	15	12	8	-20%	-47%
<b>Total</b>		<b>82</b>	<b>90</b>	<b>100</b>	<b>+10%</b>	<b>+22%</b>	<b>57</b>	<b>54</b>	<b>55</b>	<b>-5%</b>	<b>-4%</b>

The data shows that there has been little change in cycling rates on Marsden Street following the implementation of the scheme. Rhyl Street had an increase of four cycles during the morning restriction times and one fewer recorded during the afternoon restrictions. Malden Road had decreases of 5 cycles in the morning and 7 cycles in the afternoon. Talacre Road had the largest increases in cycles recorded. At the section of Talacre Road between the junction of Wilkin Street and Marsden Street (ATC 2) there was an increase of 18 cycles during the morning restrictions and 7 cycles during the afternoon restrictions, and at the section south of Marsden Street (ATC 3) there was an increase of 11 cycles recorded during the morning restrictions and 8 cycles during the afternoon restrictions.

### **Hands up and school surveys/travel planning**

During the consultation we will be engaging with Rhyl Primary School to learn more about how the Healthy School Street scheme has affected the way pupils, parents and staff travel to school and will be asking pupils about their thoughts and experiences of the scheme.

### **Air Quality Monitoring**

We have an air quality monitoring diffusion tube in place on Marsden Street, the location for which is shown in Figure 4 below. Due to the fact that only two months of data was collected at this location in 2020, it is not possible to produce an annual mean figure of NO<sub>2</sub> concentration as a minimum of three months of data is required to do this.

Diffusion tube monitoring has continued into 2021 so we will have more extensive data to analyse when calculating the 2021 annual mean NO<sub>2</sub> concentrations at this location. However, diffusion tube data needs to be 'bias adjusted' which involves averaging all the monthly mean NO<sub>2</sub> concentrations within a specific calendar and then multiplying this new average by a correction (or 'bias adjustment') factor. This is used to correct for deviation in measurement between diffusion tubes and 'true' pollutant concentrations. Bias adjustment factors are continually reviewed and vary each year and are not published until the April of the following year. Therefore, we are unable to provide any figures for the monitoring that has taken place at this site in 2021 until April 2022. At this point we will be able to ascertain whether this site has air quality that is compliant with the National Air Quality Objective annual mean NO<sub>2</sub> limit. The expansion of the Ultra Low Emission Zone (ULEZ) which came into force on 25<sup>th</sup> October 2021 may have a further beneficial impact on local air quality across the borough.

**Figure 4 – Location of air quality monitoring diffusion tube on Marsden Street**





# Feedback During the Experimental Traffic Order Period

We received eight comments on the scheme on Commonplace during the trial Experimental Traffic Order trial period. Within this total, three of the respondents were positive towards the changes, two were neutral and three were negative.

The comments received that were positive towards the trial changes included:

- Respondents noted that they felt safer travelling through the area as a result of the scheme.
- The scheme encouraged respondents to walk and cycle more.
- Traffic levels had reduced following the introduction of the scheme.

The comments received that were negative towards the trial changes included:

- The scheme has resulted in difficulties scheduling deliveries and visits by tradespeople.
- The scheme was not necessary as traffic levels on Marsden Street were low prior to the introduction of the scheme.
- School run traffic has now been displaced to Rhyl Street.
- There was no consultation prior to the implementation of the scheme.

## Photo of Marsden Street Healthy School Street taken from Talacre Road

