

# PRIORITY LOCATIONS AND GROUPS





# Our Town Centres and Key Target Areas

Our town centres are the living hearts of the borough’s community: where we meet, eat, go out, shop and take transport. However, busy streets bring traffic and air pollution, exposing people to higher pollution levels, with Richmond Town, Upper Richmond Road West and Twickenham being Greater London Authority (GLA) Air Quality Focus Areas. Our objectives are twofold: improve air quality in these areas but also make them nicer places to spend time and enjoy local amenities. This in turn helps support local businesses.

## A Vision for the Future of Richmond

Richmond town centre is known for its rich history, beautiful green spaces, and vibrant community. However, changing public habits, such as increased online shopping and remote working, pose challenges to its vibrancy. So the Council is developing a vision for its future. Our work with visitors to the area found that people love to use it for dining and socializing, as well as retail and leisure options. But many people were concerned about its air quality, as well the experience of walking and cycling there, the high levels of traffic and lack of activities for young people. Using these findings, we are working with specialist architects on a vision for the future, and a plan so that Richmond remains a lively and welcoming place for everyone.



## Richmond Town

Richmond Town is one of our busiest places with a thriving daytime and nighttime economy. The Council will improve the town centre and create more space to enjoy its amenities. Addressing air quality emissions and exposure are central to this plan.

### Active Travel

Improvements to road access, to footpaths and crossings such as at Friars Stile Road, new cycle paths and signage will make it easier to get around safely and enjoyably without a motor vehicle. We will also improve pedestrian access to Richmond along the river with significant improvements to the towpath.

### Cycle parking hub for 700 bikes

A major new cycle parking hub at Richmond Station will allow 700 bikes to be parked securely, as well as cycle hire facilities for electric and cargo bikes.

### EV Charging points

New EV charge points will also be installed to make it more convenient to drive electric vehicles.

### Bus electrification

Bus emissions reductions are essential to improving Richmond town centre’s air quality. TfL has already upgraded the 33, 65, 371, R70 to a ZEV fleet. But this still leaves 12 bus routes using polluting diesel engines. Ideally all our buses would be ZEVs but we recognise the challenges TfL faces to deliver this by 2029. And we will support TfL in its efforts to lobby Government for funding to enable this. So our goal is that by 2029 at least routes H22, 190, 337, 419, 490,

493, R68 are upgraded to ZEVs. Prioritising these buses will also reduce air pollution in Twickenham, East Sheen, Mortlake and other areas.

### Reducing through-traffic in Richmond Town Centre

Through-traffic in Richmond town centre remains at high levels and is a significant contributor to air pollution there. We will investigate options to reduce it, in the context of both the Richmond Vision work and in the longer term the Third Local Implementation Plan for transport.

### Engine idling emissions

Richmond Town is a major focus of our work to reduce vehicle idling emissions, especially around the stations and on the narrow streets of the town. This will be facilitated using new powers through Public Spaces Protection Orders (PSPOs).

### Air pollution monitoring

We will monitor progress in Richmond Town with a new air pollution monitoring station. This will also help us understand the air pollution patterns there. And publishing the data will show transparently that our actions are working.

Continued overleaf...



## East Sheen, Barnes, Mortlake, and areas around Chalker's Corner

With major roads running next to homes, shops and amenities, road traffic related pollution is the key target for action in these areas. The area also includes some pockets of deprivation. To better tackle the air quality issues here, we commissioned analysis by engineering consultants. This found that buses are 1-in-50 of local vehicles but emit 1/10<sup>th</sup> of NO<sub>x</sub> emissions in flowing traffic, and up to 1/3<sup>rd</sup> in congestion. So eliminating bus emissions and congestion is an effective way to reduce air pollution here.

### Reducing road congestion

Our long term goal is to reduce total kilometres driven in and through the borough. Until this is achieved, stop-start driving causes especially high emissions from diesel cars and vans, which already cause around half of local NO<sub>x</sub> emissions. To reduce these emission effects, our goal is to reduce congestion and stop-start driving on Upper Richmond Road West and Clifford Avenue. Working with TfL we will improve the local junction layouts and traffic light

timings, relocate bus stops and crossings, reallocate parking and work with local businesses to reduce peak-hour deliveries. We will also work with drivers to reduce engine idling.

### EV chargers and Smart Green Logistics

We will install new EV charging points for local residents and businesses, and ask local businesses what new infrastructure they need. This will seek funding to extend our Smarter Green Logistics project, recently focussed on Sheen Lane and the Quadrant, Richmond. This provides better management of delivery parking, additional parcel lockers, and Virtual Loading Bays, digital parking spots for delivery vehicles.

### Improvements to walking and cycling facilities

Sheen Road is a key corridor for improvement of both our local cycle network and London's wider network, both to promote active travel and to increase cyclist and pedestrian safety. We are working to obtain funding for cycle lane upgrades and new road safety measures as part of our Local Improvement Plan.



## Twickenham Town Centre and St Margaret's

Twickenham is our next busiest town centre and has higher air pollution than we want. Improvements completed in East Twickenham approaching Richmond Bridge include wider footways, enhanced bus waiting areas and new tree planting, all designed to encourage active travel. We are looking to improve cycling and walking further in Twickenham with new and enhanced pedestrian crossings proposed on London Road and through the introduction of cycle friendly traffic calming on Cole Park Road. This will link to pedestrian and cycle improvements being undertaken around the A316/London Road junction by TfL and create a much improved cycle link on strategic Cycleway 40.

### New facilities for walking, cycling, cargo bikes and EV charging

Street improvements will make it easier to walk and cycle. This will include new walking and cycle infrastructure around Cross Deep, Heathcote Road, the A305, and London road. New cycle hire facilities for electric and cargo bikes will be installed. And there will be additional EV chargers, including fast chargers, to facilitate the purchase of new EVs by local residents and business.

### Bus electrification

While three bus routes serving Twickenham are already EVs, there is a good case to electrify both the H22 and R70 as well as these also serve Richmond Town. To this end we aim to have the H22 and R70 upgraded by the end of this action plan, so at least five of the seven routes are electric.

## Whitton, Teddington, and The Hamptons

While air quality in these areas is better than that in other hotspots, we plan measures in Whitton, Teddington and the Hamptons, especially given the pockets of deprivation in some areas and their proximity to busy roads. We are adding new crossings, such as at Wellington Road and Shacklegate Lane. We are seeking funding for new walking and cycle infrastructure, extending our current projects linking Turing House School with Twickenham, through to the Hanworth Road. And we will work to ensure that TfL buses are frequent, without long waits for services or reductions in service quality.

Our schools air quality programme will be extended to secondary schools most vulnerable to air pollution, where behavioural interventions can help students reduce their risks. Our work with TfL to deliver bus route electrification will also have benefits in these areas, and we will lobby TfL to restore local bus services to their full schedules.

### EV chargers

We will install new EV charging points for local residents and businesses and ask local businesses what new infrastructure they need.

### Active Travel

We are seeking funding for schemes to make walking and cycling safer on the A314 at Hanworth Road and will seek further opportunities to improve this.

### Cycle hire and electric cargo bike hire

There will also be new cycle hire facilities for electric and cargo bikes.



# Schools and Children

Children are very vulnerable to air pollution. It harms them both immediately and for their whole lives by stunting their lung development. This is why we have a specific programme targeted at helping the children of the borough, including extending our very successful Air Pollution Detectives programme.

## New and Existing School Streets

Children’s exposure to air pollution can occur at home and inside schools and nurseries, but also on the way to and from them. Our programme of School Streets has been designed to tackle this and is now in its fourth phase with 18 streets setup as school streets and potential for more to come. Eliminating traffic closest to schools and nurseries at arrival and leaving time reduces the pollution levels where and when children congregate. School Streets also improve road safety. We will create new School Streets as required and improve the existing ones over years to come with better paving and street design. New street painting and furniture will highlight school street entrances. We will continue to press TfL to prioritise bus routes near schools for electrification, to reduce emissions in the neighbourhoods around School Streets.

### Air Pollution Detectives

Our Air Pollution Detectives workshops in primary schools help young people understand and protect themselves from air pollution. The events raise awareness and show young people what they can do to reduce both their exposure and their contributions to air pollution.



## School Travel Planning

We will continue to collaborate closely with local schools to develop bespoke travel plans based on TfL’s Travel for Life programme. These plans outline how schools intend to increase walking, cycling and public transport use for journeys to and from school. They are developed through partnerships involving schools, the Council, TfL and the community, based on consultation with teachers, parents, pupils, governors and local residents. This approach aims to foster sustainable travel habits amongst school-aged children and their families, including reducing transport air pollution.

## Air Quality Assessments and Indoor Air Filters

We want the air inside our schools to be cleaner, so we’ll continue to offer schools air quality assessments and seek funding to install mitigation in our schools funded by the Mayor of London’s Schools Air Filter programme. These will also be used to prioritise the Air Pollution Detectives workshops.

## Measuring air pollution near schools

We want the air near and in our schools to be as clean as possible, and essential to that is knowing how good or bad the air quality is in streets near schools. To this end we have carried out one full year of NO<sub>2</sub>, PM<sub>10</sub> and PM<sub>2.5</sub> monitoring outside nursery, infant, junior and senior schools and will investigate funding options to extend this work.

## Play Streets

As well as getting to and from school, we want our children to be safer from air pollution while playing outside. To give children safer conditions for play, we’ll continue to promote Play Streets on specific days, closing side streets to traffic so children can play safely. While these will be promoted for campaigns, especially for Clean Air Day, we want these to become programmes led by you, the residents and businesses of the borough, so you choose when and where Play Streets or similar temporary street closures best take place. To this end we’ll guide you through the process to apply for a Play Street or Street Closure, so you can organise them more easily.

## Reducing climate change related pollution

The Council is also developing its 5-year Climate Emergency Strategy, which will include measures to reduce both climate change pollutants and toxic air pollutant emissions from schools.



# Health and Our Vulnerable People

**As well as children, older people and people with existing health conditions are more vulnerable to air pollution. We will implement a specific programme of actions to help reduce the effects on them.**

## NHS Collaborations to train medical professionals and patients

The NHS in the South West London Integrated Care System helps thousands of people with illness every day. We'll work with the NHS South West London cluster to develop an education programme on the sources and health impacts of outdoor and indoor air for medical professionals and their patients. This will help them encourage preventative behaviour changes and the use of preventative medication by patients and older people. We will gather clinicians' insights on effective promotion of lifestyle changes that improve health outcomes and reduce exposure. Despite the challenges of engaging busy healthcare providers, we believe this collaboration is crucial for community wellbeing. Our ultimate goal is to develop effective strategies for cleaner air and healthier living, especially for the elderly population.

## Asthma Awareness Project

We will expand our Asthma Awareness project (see box). This helps asthma sufferers to understand and reduce their exposure to air pollution.

**Asthma Awareness Project**

This pilot project aims to improve asthma management in children by tracking their personal exposure to air pollution. Participants carry mobile devices to measure air quality as they move between home, school, and other environments. This creates detailed air quality maps specific to each child's daily routine. An asthma nurse works closely with families, providing guidance on general asthma management and strategies to mitigate environmental impacts. By combining the air quality data with expert medical support, it empowers children and parents with personalised insights, enabling them to make informed decisions about managing asthma in various settings and potentially improving their quality of life.



## Better mapping of vulnerabilities

We will work with health professionals, Public Health and climate colleagues to identify and map air pollution vulnerabilities in the borough as part of the wider climate risk mapping done by the Council. This will be used to target further interventions.

## Indoor Air Quality

We will also work to improve indoor air quality targeting vulnerable people and settings. This means children's centres, primary schools, day centres, health centres and care homes near pollution hotspot areas. To measure indoor air quality we will invest in new portable indoor air quality monitors. This will allow us to provide mitigation and health advice in line with National Institute for Health and Care Excellence Guidance and the WHO guidelines on indoor air quality.

