

North Worples Way Area - Frequently Asked Questions (FAQs)

Is leaving things as they are an option?

Yes. The options presented have been carefully considered by the Council and are practicable and deliverable. The public consultation will help better understand the views of residents. If the measures proposed are not supported in the wider area, consideration may be given to localised measures such as for Alder Road.

If there is support for traffic measures what are the timescales?

The consultation will take place in October 2023. The results will be analysed and considered by The Transport & Air Quality Services Committee (TAQ) meeting in February 2024. The Committee will also decide what, if any, traffic management measures will be introduced (subject to funding).

What are the benefits of introducing traffic measures on an experimental basis?

Subject to consultation and TAQ Committee approval, traffic management restrictions will be introduced under an experimental traffic management order. This allows for prompt introduction of measures, with the first 6 months of operation forming the statutory public consultation period. Residents would be encouraged to submit representations during this period.

An experimental scheme can be easily modified in response to 'real-life' conditions. A formal decision would then be made to either make the measures permanent or removed within 18 months of their introduction.

How will the success or otherwise of any experimental scheme be measured?

Subject to consultation and Committee approval and prior to any changes being introduced, a comprehensive set of before speed and volume traffic surveys will be undertaken. The surveys would then be repeated following scheme implementation to assess effectiveness, and whether amendments or additional measures need to be considered.

Is this another Council revenue raising scheme?

No. If an ANPR camera enforcement scheme is introduced residents' permits (allowing access through the camera enforced traffic restrictions) will be issued free of charge. If other road users ignore traffic restrictions then they may be subject to a Penalty Charge Notice (PCN).

Will visitors and deliveries be able to access the Area without the need for a permit?

Yes. Access to all areas of NWW area will be provided for non-permit holders. It is possible that non-permit holders may need to take alternative route(s) to reach their destination. Adequate advanced warning signage will be provided so non-permit holders advised of any traffic restrictions in good time and will be able to take alternative route(s).

Won't these proposals lead to increased traffic on local roads within the NWW area?

No. It is expected that volumes of through traffic will be reduced in the NWW area. It is possible there may be some displacement of traffic, but this will be monitored. If necessary additional traffic measures can be considered as/when required under the experimental traffic order.

These proposals only appear to address east to west through movements (White Hart Lane to Mortlake High Street via North Worple Way and Alder Road)

Officers have developed traffic management options they believe are practicable, deliverable and can address the specific concerns raised. Traffic surveys have confirmed that the higher, non-residential through traffic movements are west/north bound and these proposals are expected to significantly reduce this predominant through traffic movement.

Why have NO MOTOR VEHICLE restrictions (except permit holders) been proposed to operate Monday to Sunday? Will these restrictions become redundant if/when Hammersmith Bridge reopens?

Restrictions operating 7am – 7pm, Monday to Sunday, will discourage through traffic at the busiest times of day and support driver understanding of the restrictions in the area and help future-proof the restrictions following redevelopment of Mortlake Brewery.