

24 November 2022



## From the Hammersmith & Fulham Clean Air Neighbourhood Team

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### Tackling air pollution and supporting business

Dear Business Owner/ Manager,

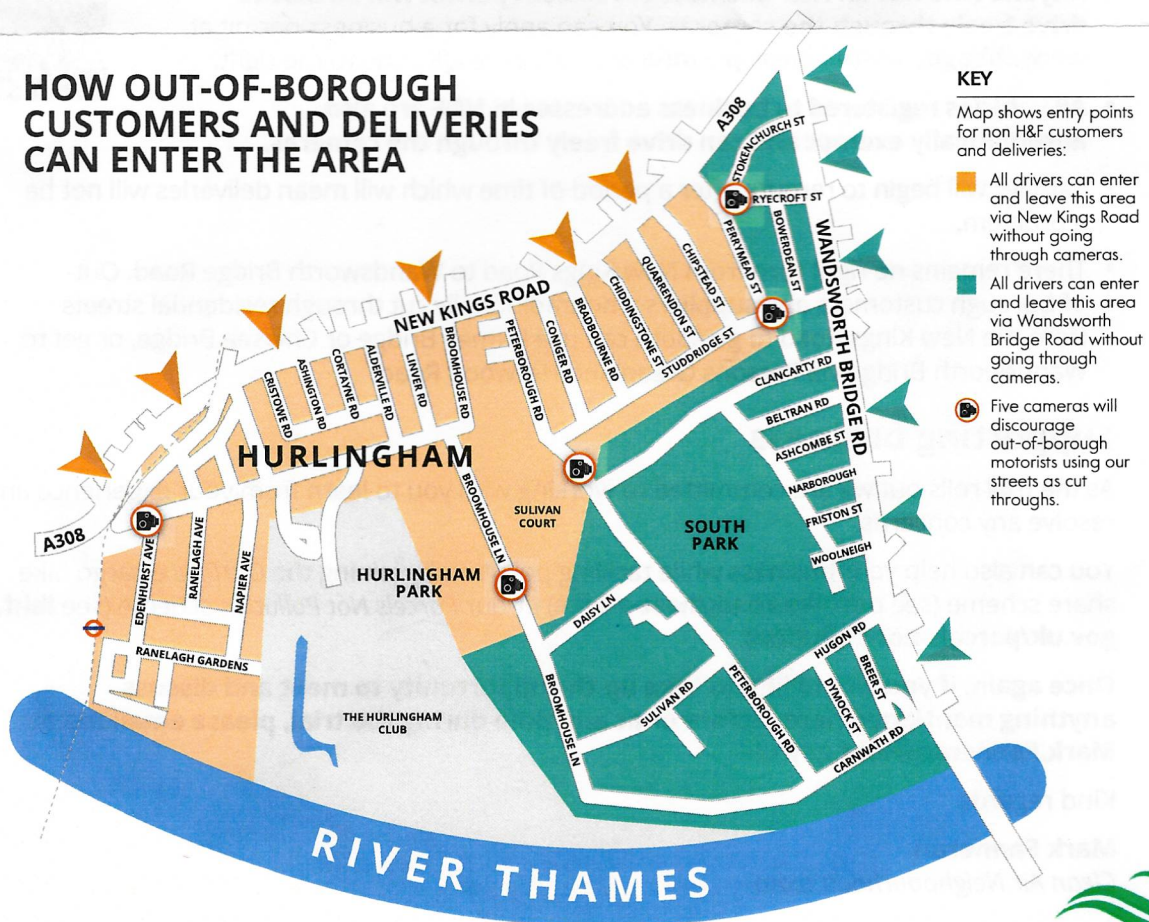
I am writing to update you about the *Clean Air Neighbourhood* in South Fulham and to let you know the trial will be going live on **Thursday 1 December**.

Following our recent letter inviting you to discuss the trial, we have spoken to many businesses and organisations explaining how it works and setting out why tackling the crisis of toxic air pollution will be good for the local economy as well as residents.

The trial to the west of Wandsworth Bridge Road aims to discourage out-of-borough motorists from using residential streets as cut-throughs and, in doing so, to improve air quality and local people's health.

**We want to stop air pollution and promote business. The trial has therefore been designed so that all out-of-borough customers and deliveries will still be able to access your business without the need to drive through a camera.** They can enter and leave the area from New Kings Road or enter and leave from Wandsworth Bridge Road. See map below.

### HOW OUT-OF-BOROUGH CUSTOMERS AND DELIVERIES CAN ENTER THE AREA



We want the *Clean Air Neighbourhood* to be good for your business as well as for residents. The evidence is that when traffic congestion is removed, people who walk to shops spend a third more.<sup>1</sup>

New improvements to Wandsworth Bridge Road, including safer cycleways, improved junctions and illuminated 20mph signs, will also make the air cleaner and the road safer. We want to make it a destination high street at the heart of our community and an even nicer place to live, work and shop.

## Listening to businesses and residents

The *Clean Air Neighbourhood* in the streets to the west of Wandsworth Bridge Road is a trial. The trial will last between six and 18 months. That means it can be altered or amended as we learn from the experience of businesses and residents.

**During the first few weeks out-of-borough motorists who go through the cameras will get warning notices and a letter explaining how they can avoid the cameras.** After then, non-H&F drivers seeking to cut through between Wandsworth Bridge Road and New Kings Road, creating pollution and congestion, will face fines.

We are fully aware that some businesses still have concerns about how this might affect their customers and suppliers so I hope you don't mind if I emphasise a few points:

- **All drivers, including out-of-borough customers and delivery drivers, will still be able to enter and leave the area via New Kings Road or enter and leave via Wandsworth Bridge Road without going through one of the cameras.** See entry points on the map and further details in the enclosed newsletter.
- **Anyone who has an H&F business or resident permit will be able to drive freely through the cameras.** You can apply for a business permit at [www.lbhf.gov.uk/business-permits](http://www.lbhf.gov.uk/business-permits) or scan in the QR code to the right.
- **All vehicles registered to business addresses in H&F are also automatically exempt and can drive freely through the cameras.**
- Satnavs will begin to reroute after a period of time which will mean deliveries will not be a problem.
- There remains no right turn from New Kings Road to Wandsworth Bridge Road. Out-of-borough customers and suppliers who traditionally cut through residential streets from the New Kings Road to go south can use Putney Bridge or Chelsea Bridge, or get to Wandsworth Bridge via Parsons Green and Harwood Road.



## Supporting business

As the trial rolls out we are committed to working with you to learn from your experience and resolve any concerns.

You can also help your business while tackling pollution by joining the *OurBike* e-cargo bike share scheme (see [ourbike.co.uk/host-a-bike](http://ourbike.co.uk/host-a-bike)) or our *Parcels Not Pollution* scheme (see [lbhf.gov.uk/parcels-not-pollution](http://lbhf.gov.uk/parcels-not-pollution)).

**Once again, if you would like to take up the opportunity to meet and discuss anything mentioned here, before or at any time during the trial, please email me at [Mark.Fanneran@lbhf.gov.uk](mailto:Mark.Fanneran@lbhf.gov.uk).**

Kind regards

**Mark Fanneran**  
*Clean Air Neighbourhood team*