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20 November 2020

Dear Business,

## Re: Plans to introduce a people-friendly streets area to Highbury

Islington's streets belong to everyone. They are a place where life happens and where the community comes together, no matter what our individual circumstances or daily routines look like. But as technology has changed, we've seen more and more traffic looking for short-cuts along residential streets, affecting road danger, air quality and public health.

Islington Council is taking steps to improve the local environment in our neighbourhoods to make the borough safer, greener, healthier and fairer for all. Our plans include introducing low traffic neighbourhoods (LTNs) as part of our people-friendly streets programme. LTNs use traffic filters to prevent motorists from driving from one main road to another across a residential area.

Alongside this letter you should also receive a leaflet with further details on the scheme. This leaflet is also available to view and download at: <https://www.islington.gov.uk/roads/people-friendly-streets>, where you can find more information on our people-friendly streets programme and answers to frequently asked questions.

The maps on the following pages show the locations of the traffic filters we are installing in the Highbury area. No roads are being closed to motor traffic and all addresses will remain accessible by motor vehicles. The traffic filters are designed to prevent motorists from driving from one main road to another across a residential area.

Each coloured area on these maps can be accessed from the nearby main road, and motor traffic can circulate within each area. It will no longer be possible to drive from one coloured area to another. The traffic filters will be clearly signed with the 'No Motor Vehicles' sign shown on the right.



Filters in the Highbury area will be a mixture of camera-enforced filters and physical closures with bollards. Emergency vehicles and cycles (including cargo bikes) can pass through filters, but no other motor vehicles are allowed to. Any motor vehicle which does pass through a camera-enforced filter will receive a penalty charge.

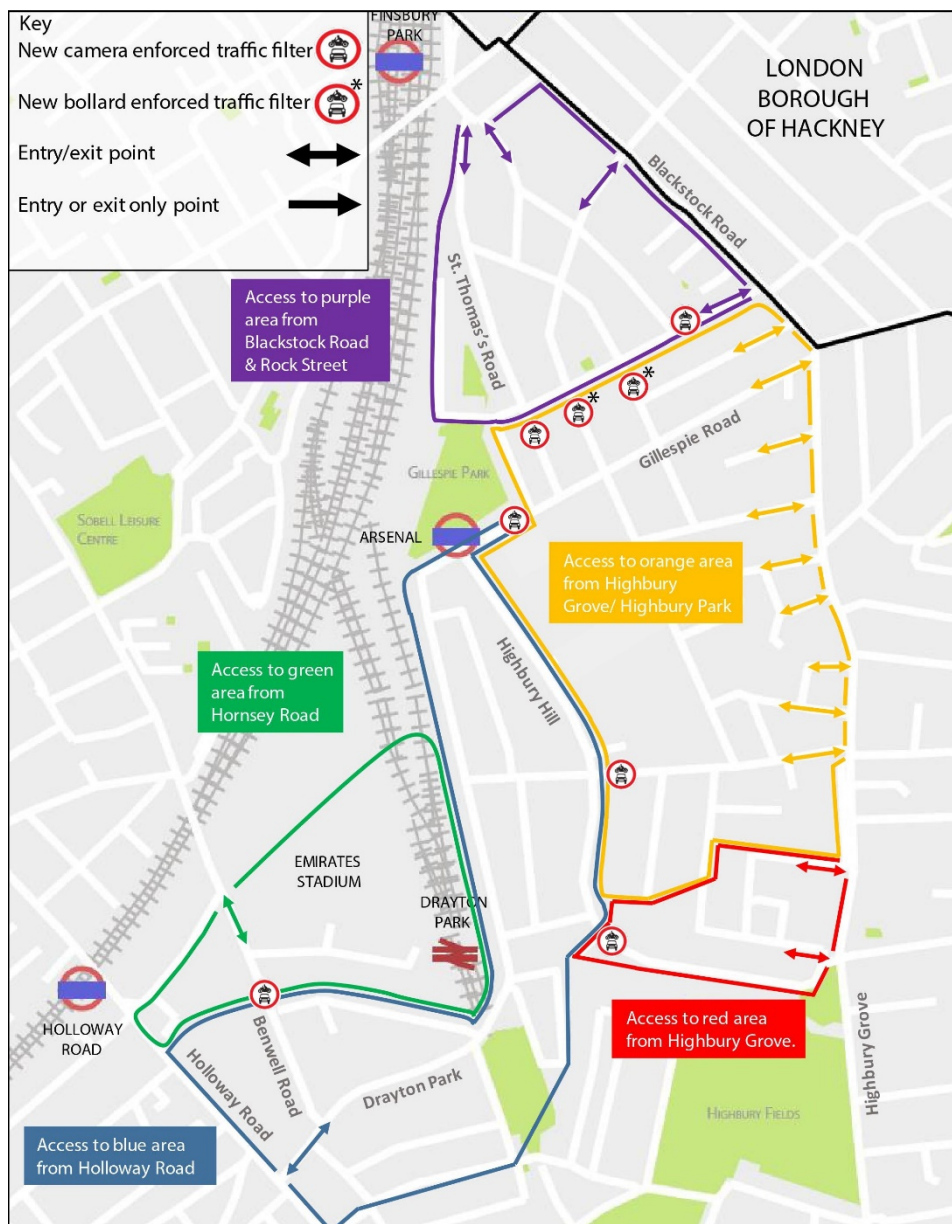
If you would like this document in large print or Braille, audiotape or in another language, please telephone 020 7527 2000.

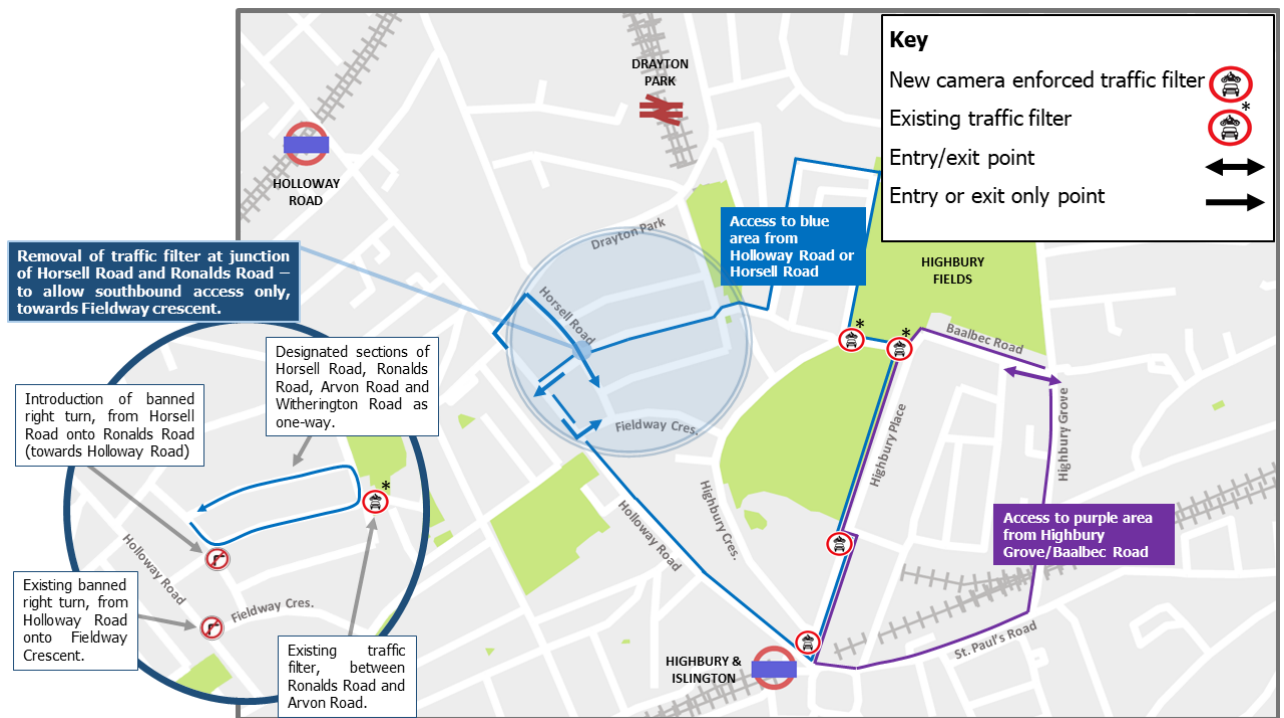
Please advise anyone who drives for your business and your regular suppliers and customers to look out for these signs. We understand that these plans may result in changes to how your business receives deliveries and services.

The following maps show the locations of the traffic filters in the Highbury West area (this page) and the Highbury Fields area (next page).

These maps are also shown in the leaflet you will have received, where they are accompanied by images showing how each filter location looks.

The traffic filters will be in place and we expect enforcement to start on 11 January 2021.





## How can I get in touch?

If you have any concerns regarding these plans, please contact us at:

[PeopleFriendlyStreets@islington.gov.uk](mailto:PeopleFriendlyStreets@islington.gov.uk) Please use the word 'BUSINESS' in the subject line of your email so we can direct your enquiry to the correct person and prioritise a quick response.

We are hosting a feedback survey to which you would be welcome to contribute. The link will be on the Highbury page at: <https://www.islington.gov.uk/roads/people-friendly-streets>

## How will the Highbury LTN benefit my business?

LTNs encourage residents to spend more time in their local area. People who walk and cycle make more trips per month to local businesses, and spend more money per month than those who drive. Overall, it has been found that walking and cycling improvements can [boost retail spend by 30%](#).

## What does it mean for deliveries?

Motor vehicles (including delivery vans) will still be able to drive to any address in the Highbury area after the filters are installed. However, motorists will need to use main roads (the boundary roads listed above) when travelling between areas to avoid receiving a penalty charge notice.

If possible, we advise getting in touch with anyone who arranges deliveries to or from your business to ensure they are aware that these changes will be coming in January 2021. This will give them time to plan to take different routes to your business if required.

We are not proposing any changes to kerbside access as part of this scheme, so delivery bays will not be affected.

Pedal cycles and cargo bikes can pass through all traffic filters. A number of cycle courier companies operate in Islington (and can deliver across London), many of whom use electric-

assist cycles which can transport bulky or heavy loads. This may become a more efficient and economical option for some businesses.

### Can my customers still reach my premises?

People will still be able to drive to any street in the Highbury area after the filters are installed. We may need to remove a small number of parking spaces near traffic filters, but otherwise parking will be unaffected. The reduction in motor traffic should encourage more people to walk and cycle in their local area, and other LTNs in London have seen large increases in people visiting their local area by foot or by cycle. Evidence suggests that people walking, cycling and using public transport spend more than motorists in local shops.

### How long will the installation work take, and will it cause any disruption to my business?

This is a very low-impact piece of engineering, only affecting a small number of points across the Highbury area. Some locations will have no physical changes to the road at all, with just signs and cameras installed, some locations will see a few bollards installed. Businesses directly impacted by works will be contacted.

## Support for Islington businesses

We also understand that the coronavirus crisis has had a significant impact on the business community in Islington. The council has been working hard to help support businesses since the first lockdown in March of this year, and to do this we have created Covid-19 support pages for businesses. These resource webpages are kept up to date with advice and information, including about the latest grants, and you can find them at: <https://www.islington.gov.uk/business/coronavirus-information-for-business>

In addition to administering the business support grant schemes, the council has been lobbying government to increase support for Islington businesses, as we know the measures do not go far enough. We also frequently announce new business support opportunities so, if you haven't already, you are strongly advised to email [businesssupport@islington.gov.uk](mailto:businesssupport@islington.gov.uk) to ask to be added to our e-bulletin mailing list and to ensure you receive the latest business support news. The e-bulletins include updates on financial support for businesses as well as on public health issues, and employer and other business support schemes.

Yours faithfully



Martijn Cooijmans

Head of Strategic Projects & Transport Planning and Interim Head of Traffic

Islington Council