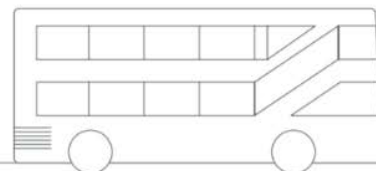
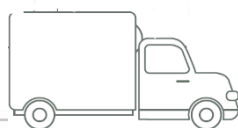


West End project

Transforming the Tottenham Court Road area



Understand and work with the TCR restrictions

Check your nearest new loading bay

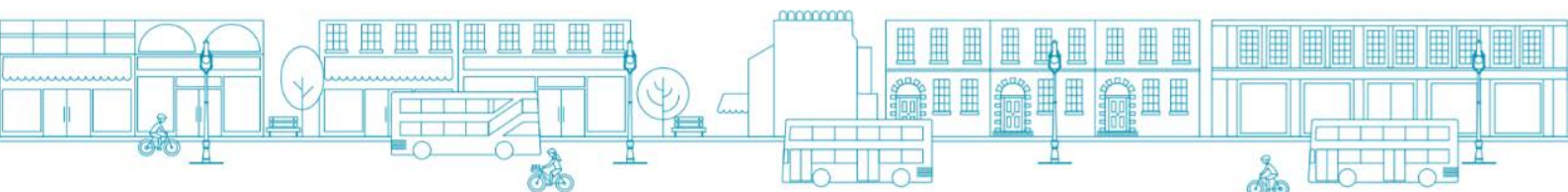
Check the route you can take to make deliveries

West End Project A Guide to Deliveries

Information on the West End Project

How to get in touch with any questions

Find detailed maps of your area



West End Project – A guide to deliveries

As part of the West End Project, Tottenham Court Road and the surrounding area has been transformed. This could mean changes for the way you receive or make deliveries locally. This guide has now been updated to provide information to help you understand the changes and explore what that means for your business.

We advise you to:

- Check the routes you can now take from the 28th February 2021
- Find out where your new loading facilities will be
- Look at the TfL toolkits with helpful hints on how to save your business money by making deliveries more efficient
- Make sure you are ready for the changes by the dates below
- Get in touch if you have any questions

Current situation

- Tottenham Court Road changes to two way
- You can still use the northbound lane
- New loading bays in place
- No access to southbound lane - Buses and cyclists only 24 hours a day until **spring 2021**
- Southbound loading bays accessible

February 28th 2021

- Gower Street / Bloomsbury Street change to two way
- New restrictions on sections of both northbound and southbound lanes on Tottenham Court Road from Monday 1st March
- Changes to road layout and loading in Princes Circus
- Gower Street new loading bays in place no more on street loading

What is the West End Project?

The West End Project is a £35 million public realm project bringing exciting improvements to the heart of Camden's busy West End.

The project is delivering a bold vision for the future of the area which currently suffers from traffic congestion, road safety issues, narrow pavements, poor air quality and a lack of public spaces.

To help the area to continue to grow and flourish and to address these issues, the project is delivering a number of exciting schemes. This includes making Tottenham Court Road and Gower Street / Bloomsbury Street both two way to traffic. On Gower Street / Bloomsbury Street new protected cycle lanes have been added, in addition to a new pedestrian crossing in front of UCL. New public spaces will be created in Princes Circus and Alfred Place and the rejuvenated Whitfield Gardens has already been opened.



What is changing?

Now

Tottenham Court Road is now two way to traffic. Until the project is completed the southbound lane on Tottenham Court Road is restricted to buses and cyclists only 24 hours a day. All buses from Gower Street / Bloomsbury Street have moved to Tottenham Court Road. The loading bays on the southbound lane can be accessed by crossing from the northbound lane and then leaving north.

Road layout changes to Princes Circus includes a change to Shaftesbury Avenue to create a new public space. High Holborn is now two way to traffic between Shaftesbury Avenue and Museum Street.

February and March 2021

From the 28th February 2021 Gower Street / Bloomsbury Street will also go two way to traffic. There will be no restrictions on vehicles using this road in either direction. New cycle lanes means that new designated loading bays will replace on street loading.

From the 1st March 2021 both northbound and southbound lanes on Tottenham Court Road will have permanent restrictions on the types of vehicles that can use certain stretches.

How might this change how I make deliveries?

Until the 28th February 2021 on Tottenham Court Road you can use the new loading bays on both sides of the road unrestricted at any time. The loading bays on the southbound lane must be entered and exited from the northbound lane only.

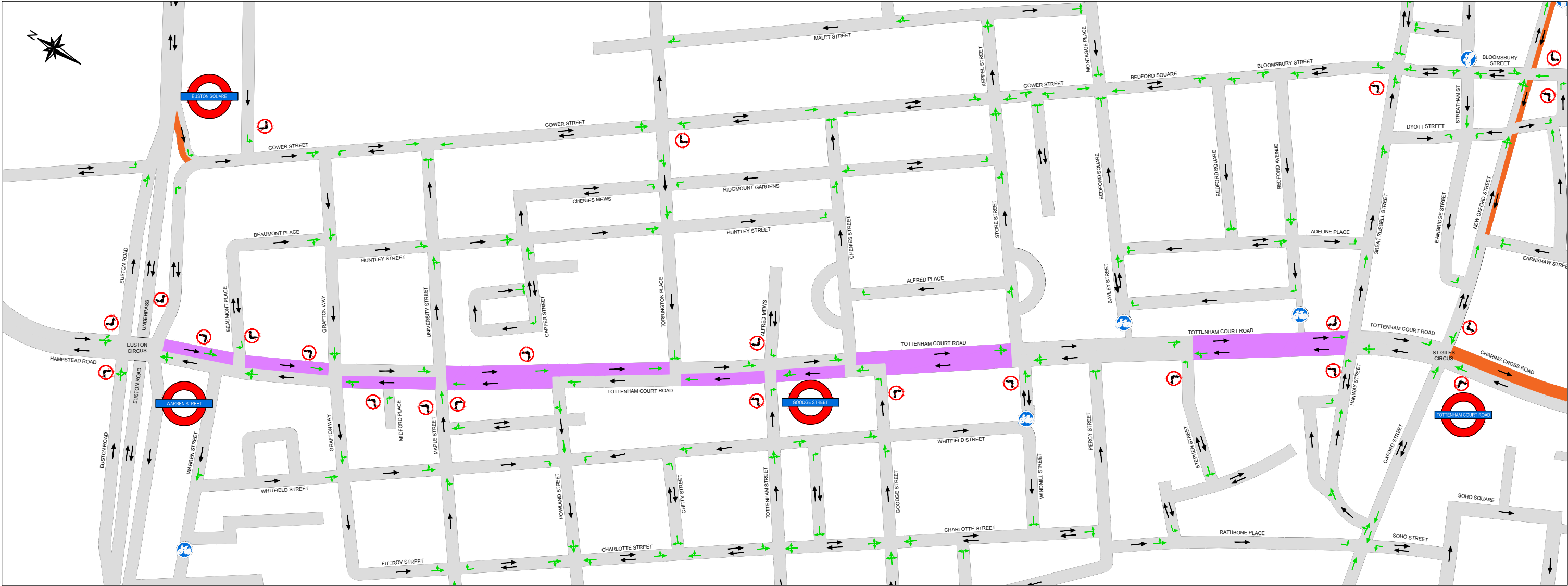
From the 1st March 2021 between 8am and 7pm Monday to Saturday some stretches of Tottenham Court Road will not be accessible to vehicles. This means that you may have to **re plan some of the routes you use** to make deliveries, or move your deliveries outside of these times.

Reviewing the deliveries you make and receive, and assessing opportunities to group them, streamline them or move them to different times, might also help your business during this period of change. Visit <https://tfl.gov.uk/info-for/deliveries-in-london/delivering-efficiently> for guidance on what this would mean for your business.

From the 28th February 2021 the only loading on Gower Street / Bloomsbury Street will be in designated loading bays.

ACTION - We advise you to look at the following maps which show where the restrictions will be in place.

West End Project Tottenham Court Road Traffic Movements



NOTES:

- Emergency vehicles on blue lights may travel unrestricted as required.
- In the event there is a discrepancy from this plan and what is on site, traffic signs, signals and road markings should be followed
- Local developments and other road works will have closures and diversions in place from time to time, so local diversions can be expected. Follow all signage and diversions when in place.



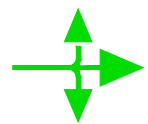
AREA RESTRICTED TO BUSES AND CYCLISTS ONLY: At all times



AREA RESTRICTED TO BUSES AND CYCLISTS ONLY: Mon - Sat, 8am - 7pm

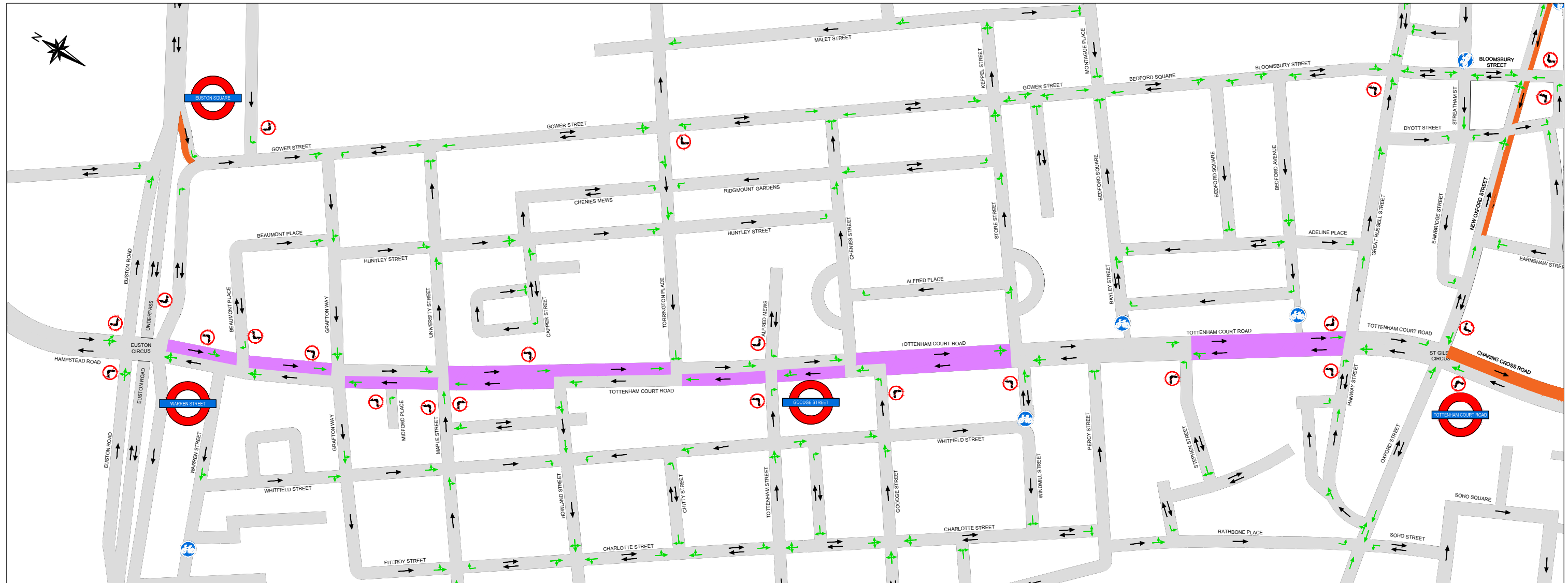


Direction of traffic



Permitted movements at junctions.

Traffic movements outside of restricted hours



NOTES:

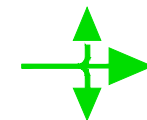
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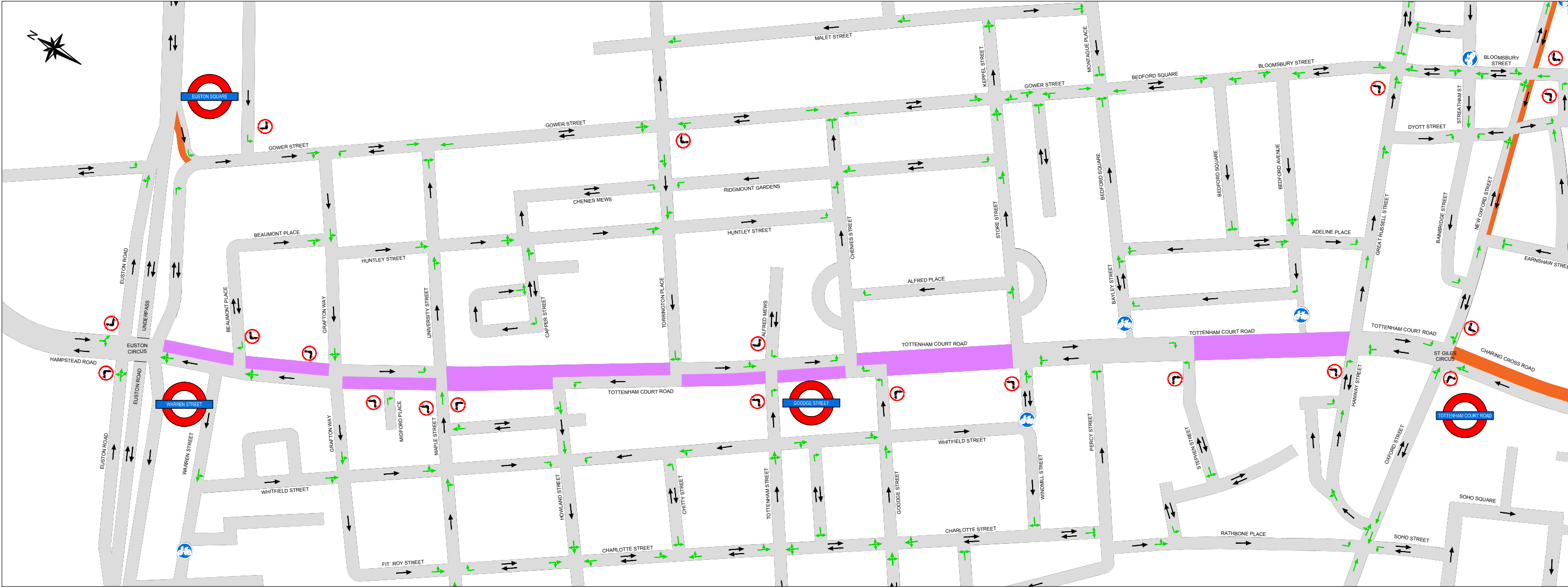
Direction of traffic



Permitted movements at junctions.

West End Project

Traffic Movements during restricted hours



NOTES:

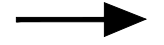
- Emergency vehicles on blue lights may travel unrestricted as required.
- In the event there is a discrepancy from this plan and what is on site, traffic signs, signals and road markings should be followed
- Local developments and other road works will have closures and diversions in place from time to time, so local diversions can be expected. Follow all signage and diversions when in place.



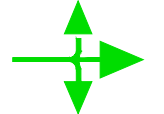
AREA RESTRICTED TO BUSES AND CYCLISTS ONLY: At all times



AREA RESTRICTED TO BUSES AND CYCLISTS ONLY: Mon - Sat, 8am - 7pm

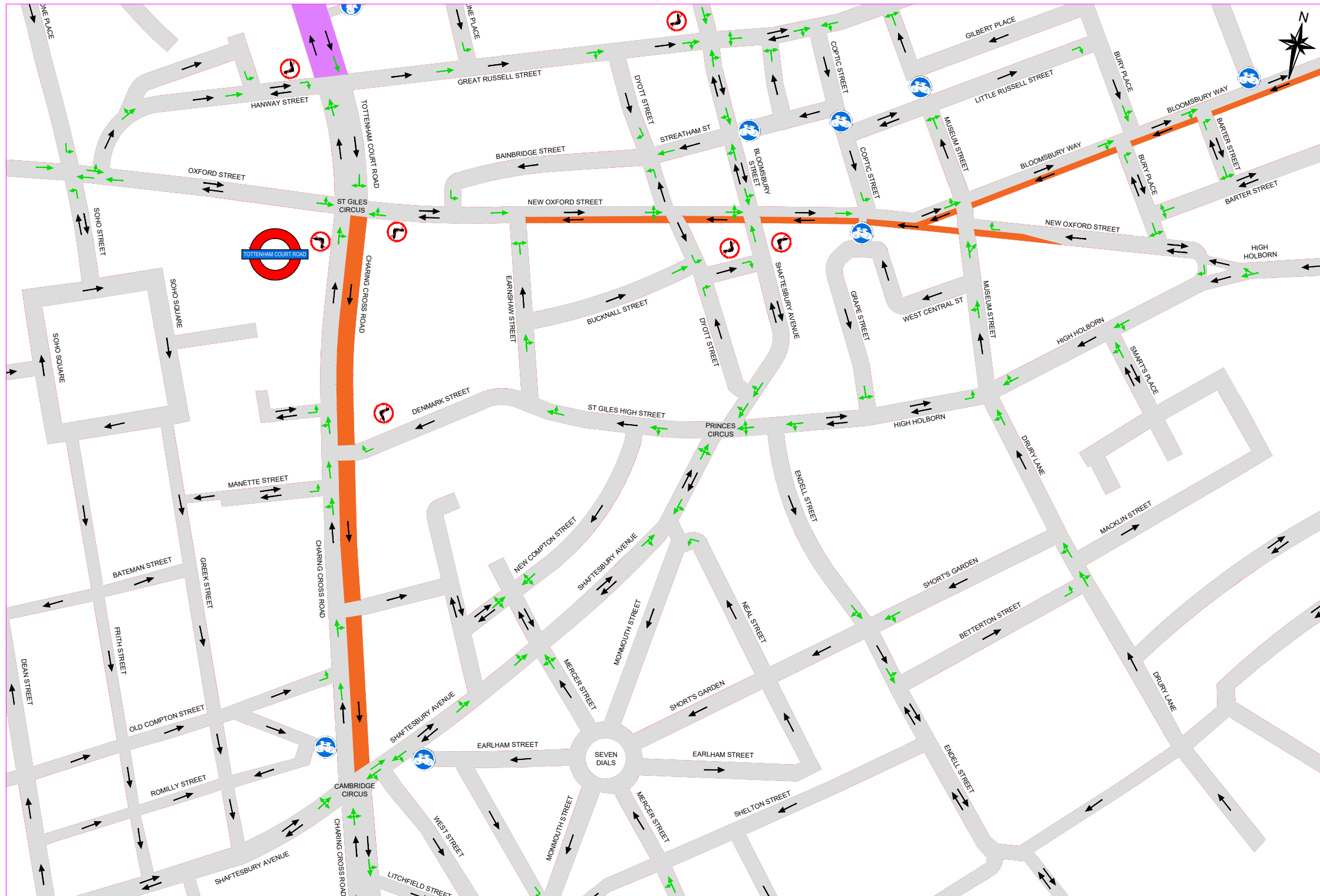


Direction of traffic



Permitted movements at junctions.

Princes Circus Traffic Movements, date for changes TBC



At all times

Mon - Sat, 8am - 7pm

Direction of traffic

Permitted movements at junctions.

NOTE:

- In the event there is a discrepancy from this plan and what is on site, traffic signs, signals and road markings should be followed.

What changes are there to loading and unloading?

Both Gower Street/Bloomsbury Street and Tottenham Court Road will have new loading bays which will replace on street loading.

ACTION - We recommend that you look at the detailed maps to find your nearest loading bays. Check: <https://www3.camden.gov.uk/westendproject/maps/> or the end of this guide.

When you are in a loading bay there is no time limit on loading activity as long as you are actively loading.

There is no change to side-street loading times.

Gower Street / Bloomsbury Street loading bays can only be used between 10am and 2pm.

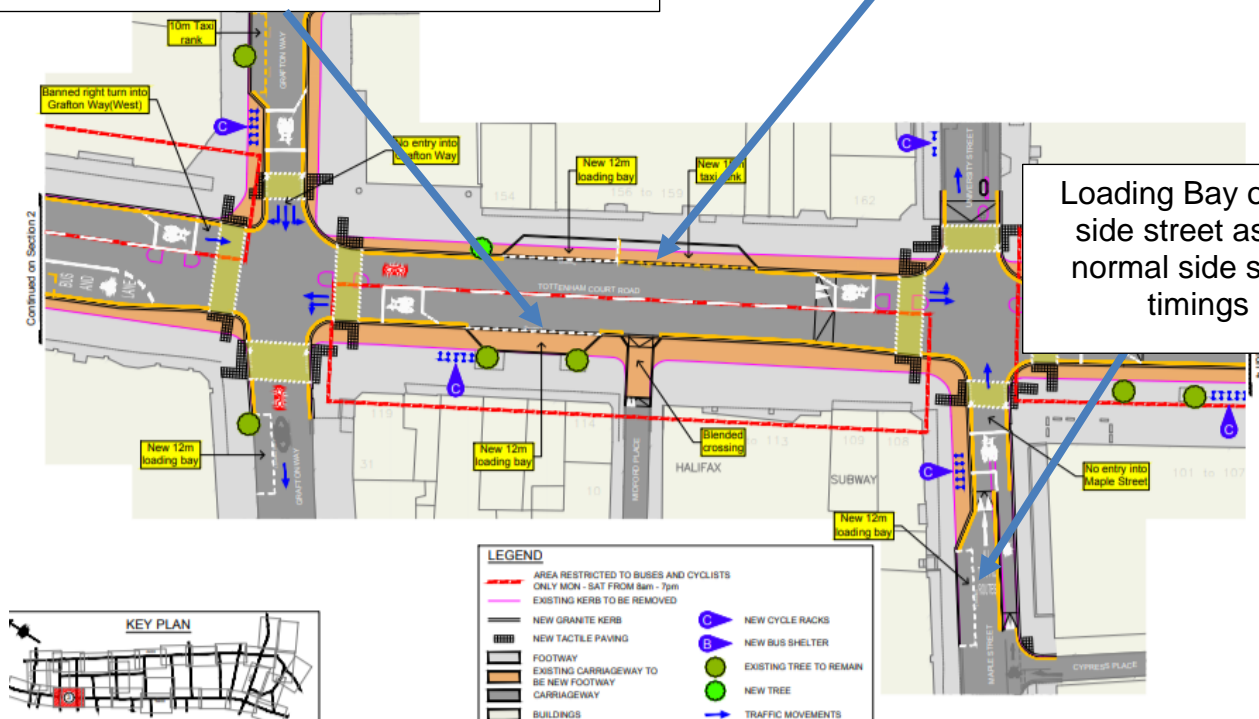
There will also be new loading bays in and around Princes Circus.

From the 14th December some loading bays on Tottenham Court Road can be accessed at different times of the day. The map below gives an example of these.

Loading Bay in the restricted area (shown by red dashed box) so can only be used before 8am or after 7pm Monday – Saturday or anytime on Sunday.

Loading Bay not in restricted area so can be used at any time.

Loading Bay on the side street as per normal side street timings



Helpful resources

Maps

All maps are available online. A large map showing the whole area is also available on the website as well as how you can drive both inside and outside of the restricted hours.

www3.camden.gov.uk/westendproject/maps/

Links to TfL guides

TfL have created a series of toolkits and materials for local businesses, covering proven methods to make your deliveries and servicing trips more efficient and cost-effective. The toolkits cover a range of subjects and include guidance and materials on:

- [Waste consolidation](#)
- [Personal deliveries](#)
- [Retiming deliveries](#)

You can find these guides, plus the related materials, at: www.tfl.gov.uk/info-for/deliveries-in-london/delivering-efficiently

How can I find out more?

If you have any more questions please get in touch with us. There are lots of ways to keep up to date as the project continues:

E-mail newsletter	Sign up via our website
Website	camden.gov.uk/westendproject
24 hour contact	0845 3308 743
Email	westendproject@camden.gov.uk