**Camden’s West End Project**

**Improving biodiversity and the environment**

* 59 new trees with more to come
* 1 new park
* 4 new pocket parks
* 3 new public spaces
* 1 new rejuvenated park

**Caring for local heritage**

Restoration of the:

* Grade II listed lamp posts
* Grade II listed war memorial
* Memorial in Whitfield Gardens
* Fitzrovia Mural

**Making the area more attractive to businesses and residential sales**

* A number of property services have highlighted the West End Project in their retail and residential brochures

**Reducing congestion across the area by introducing 2 way roads**

Up to a 70% reduction in traffic on TCR during the restricted hours

Up to a 44% reduction in traffic on TCR out of the restricted hours

Up to a 45% reduction in traffic on Gower Street

**Attracting more people to enjoy the area and its local businesses**

* Tottenham Court Road saw 1 million footfall for a week for the first time in Fitzrovia ever in the summer after our works were completed in 2019
* New seating on TCR to relax and pause
* New wider pavements creating more room to move easily

**Making bus journeys more efficient with bus and cycle only area**

* Buses number 24,29,73 and 390 are all now quicker

**Not impacting on Emergency Services response times**

* London Fire Brigade haven’t noticed any negative impact, their attendance times have got 8% quicker from Euston Fire Station

**Showing the neighbourhood at its best**

* Beautiful new York stone paving on Gower/Bloomsbury St
* Stunning new granite paving along Tottenham Court Road
* Award winning new and rejuvenated green and public spaces

**Helping cyclists take advantage of the new cycling facilities**

* Around 2.6km of new cycle lanes
* Percy Street and Stephen Street saw an average of 3133 cycling journeys on a weekday
* Warren Street Santander Cycle dock saw its highest ever number of loans with 3028 in July 21

**Improving air quality**

* Better now than in 2018