

Dear Resident / Business,

22<sup>nd</sup> July 2022

## **Automatic Number Plate Recognition cameras added to Tottenham Court Road**

As part of our West End Project (WEP) we have made a number of changes to the way traffic can use Tottenham Court Road at different times. From Monday 1<sup>st</sup> March 2021 the full traffic restrictions on Tottenham Court Road came into force with only buses and cycles permitted to use the road as a complete through route on Mondays - Saturdays 8am - 7pm.

Unfortunately while monitoring the changes we have made across the WEP area we identified a large number of motorists ignoring the signs and driving into areas where they were prohibited. As motorists have now had over a year to get used to the main changes, and given the levels of non-compliance with the signs, we will be introducing Automatic Number Plate Recognition (ANPR) enforcement cameras later this month. These cameras will operate only during the restricted times and will monitor the compliance with signage which indicates "local buses and cycles only" posted at various points along the road.

### **Why are we introducing cameras?**

The cameras will encourage motorists to follow the signage correctly, leaving areas of Tottenham Court Road clearer for buses and people cycling. This will continue to help improve bus journey times, improve road safety and contribute to reductions in local air pollution. You can find out more about why we introduced the cameras in the decision report which is on our website: [camden.gov.uk/WEPcameras](https://camden.gov.uk/WEPcameras)

The cameras will record any vehicle driving past traffic signs that prohibit this movement. At each camera you will see the associated signage which will tell you if there is a vehicle prohibition or not in advance of you entering the area. Any vehicle driving past a sign prohibiting it from doing so during the restricted times will be issued a penalty charge. The current charge is £130 reduced to £65 if paid within 14 days.

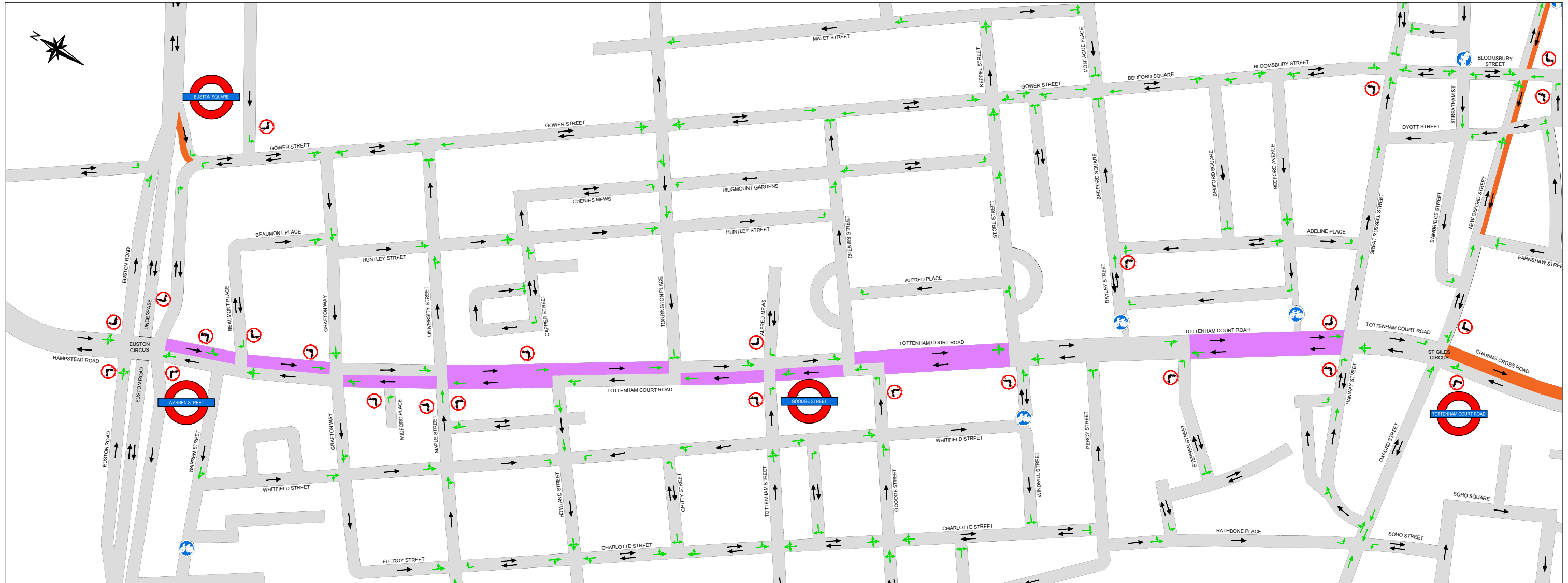
Exempt from these restrictions include any vehicle being used for ambulance, fire brigade or policing purposes, Dial a Ride and the Camden refuse collection vehicles. Local buses and people cycling, can travel on Tottenham Court Road at any time of day.

After the cameras are in place we will continue to monitor the area and look at the impact the cameras have on motorists complying with the restricted times and areas.

### **Where to find out more**




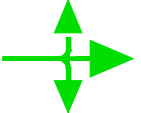
Included in this letter is a map which shows how you can drive around the area. You can find more maps and information on our website. If you have any concerns you can contact us on the details overleaf. If you would like to find out more on the project visit our website or email us at [westendproject@camden.gov.uk](mailto:westendproject@camden.gov.uk)

# 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.
- Map updated 14/4/21

	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.

# 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 suffered 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 changes. This includes making Tottenham Court Road, Gower Street and Bloomsbury Street both two way to traffic.



On Tottenham Court Road access to some areas is now restricted to buses and cyclists only during key times. On Gower Street / Bloomsbury Street new cycle lanes have been added, in addition to a new pedestrian crossing in front of UCL. A new public space is being created in Princes Circus following the completion of a new park in Alfred Place and the rejuvenation of Whitfield Gardens.

**What will the changes look like?** Bespoke high quality changes are being delivered in each location. Above is an image of Whitfield Gardens which has been rejuvenated as part of the project. For more information on the project you can sign up to our electronic newsletter or visit our website for the latest news.

Website	<a href="https://camden.gov.uk/westendproject">camden.gov.uk/westendproject</a>
E-mail newsletter	Sign up via our website
Camden Council	020 7974 4444
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