

# Support the Clean Air Neighbourhoods

The East and West Clean Air Neighbourhoods are not a done deal.  
Now is the time for the silent majority to speak up.  
Support it or lose it.

The trial on the west of Wandsworth Bridge Road is coming to an end.  
Be sure to complete the H&F Council survey.



## What do you want?

- |                                      |  |   |
|--------------------------------------|--|---|
| Cleaner air?                         |  | Dirtier air?                                    |
| Quieter, calmer streets?             |  | Your street flooded with angry rat-runners?     |
| Safer streets for walking & cycling? |  | Unsafe space for you and your family?           |
| A thriving local community?          |  | A community divided by misinformation?          |
| Successful local high streets?       |  | Main roads simply treated as urban 'motorways'? |

**SUPPORT THEM OR LOSE THEM**  
**ACT NOW TO DEFEND YOUR FUTURE**  
Complete the Council's survey!



cleansw6.com

Many of us have already written to H&F via [CLEANsouthfulham@lbhf.gov.uk](mailto:CLEANsouthfulham@lbhf.gov.uk). If you haven't yet done so please do this now. In addition 100s of local residents on the west have signed individual street letters in support of the CAN.

BUT there is a very noisy pro-car group determined to put the ability of out-of-borough motorists to drive everywhere above you and your family's health, safety, wellbeing and future! They will try to flood the survey with motorists from outside H&F who are only interested in being able to rat-run through our now quieter streets, making local residents' lives a misery. We can stop this by completing the survey to show our local support. **Together we can keep the CAN. But, H&F needs to hear from ALL OF US.**

**Please complete the H&F survey** when you receive it or you can access it via the QR code above once it's published.

**So if you want to keep the CAN H&F needs to hear from YOU!**

*This leaflet has been produced by local Fulham residents who believe the Clean Air Neighbourhoods are a positive initiative to tackle the climate crisis, air pollution and road safety.*

# Cleaner, Quieter, Safer Streets Support them or lose them

In the last 12 months the transformation has been truly astonishing:

- **15,000 fewer cars** per day (reduction of over 50% in South Fulham\*) resulting in:
  - 2 tonnes less Carbon (CO2) across all of South Fulham\* (you would need to grow 100 trees a year to capture this)
  - Reduction of 1.35kg of deadly nitrogen oxide (NO2)\*
- **Safer, calmer, quieter streets** to walk and cycle
- **Renewed sense of community** and connection across all generations
- **Higher footfall on the high street** (+54% on WBR, +28% NKRd\*\*)
- **More high street businesses opening** than closing
- Wandsworth Bridge Road has also seen a **reduction of traffic** (5% northbound - 17% southbound\*) & runs more smoothly due to fewer vehicles entering WBR by using rat-runs (see graphic below)
- **Faster bus and travel times** on main roads



You live here, you've seen it.

\*Source: <https://www.lbhf.gov.uk/transport-and-roads/clean-air-neighbourhoods/south-fulham-clean-air-neighbourhood-project>

\*\*H&F South Fulham Business Data - September 2023

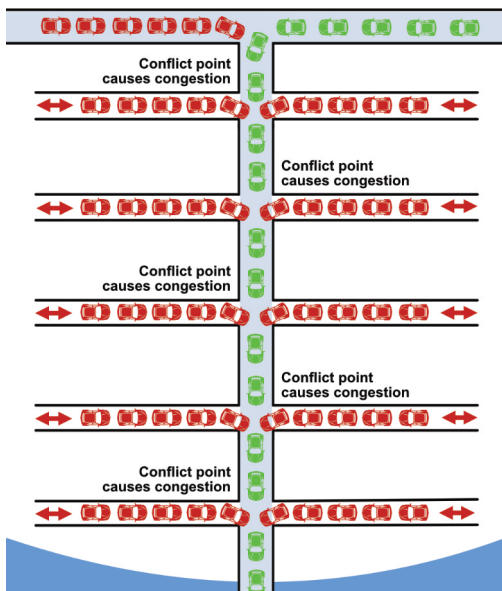
Together we can ensure we keep the CAN (West & East)  
but we must all ACT NOW.

**SUPPORT THEM OR LOSE THEM  
ACT NOW TO DEFEND YOUR FUTURE**  
Complete the Council's survey!



[cleansw6.com](https://cleansw6.com)

Opening side roads in South Fulham  
creates more congestion for  
WBR and New King's Road.



## Q&As

### I don't drive why should I care?

Air pollution is bad for your health.

Congestion caused by gridlock impacts bus journeys and makes walking and cycling more dangerous.

### Surely re-opening side roads will make WBR / NKRd emptier?

NO - more roads invite more traffic - known as "Induced Demand"

More cycleways, pavements, bus lanes makes it easier for people to choose public transport & active travel.

### What about the businesses?

People shop, not cars.

Research shows that businesses prosper from increased footfall and communities thrive.

All local businesses have been given a dedicated tablet to grant free access for deliveries and out-of-borough customers that choose to drive.