



Clean Air Neighbourhood Trial

**South Fulham West
Business Data**

September 2023

John Galsworthy
Director Climate Change and Transport

Business data – spend & footfall

The **High Streets Data Service (HSDS)** is a collaborative data sharing partnership between the Mayor of London, London boroughs, and Business Improvement Districts.

This data is provided by the GLA for more information use this link [About – London Datastore](#)

The HSDS data enables users to:

- **Explore variation of high street activity** around the clock and throughout the week
- **Understand untapped opportunities in high streets**, such as more essential services like childcare and healthcare, extended opening hours of businesses, or a better culture and nightlife offer.
- **See how local high streets fit into a bigger London picture**, serving communities with a shared interest or specialising in something that attracts people from far afield.

Select a Time Period and Focus Area (High Street, BID, Town Centre)

Select a date range, and a primary "Focus Area". You can select up to 2 years of data.

A default date range and area has been pre-selected for you...

Select a Date Range

Select Start Date:

31 Jul 2021

Select End Date (Max 2 years from start):

31 Jul 2023

Choose a Focus Area to explore

You can select specific High Streets, Bespoke Areas, Business Improvement Districts (BIDs) or Town Centres ...

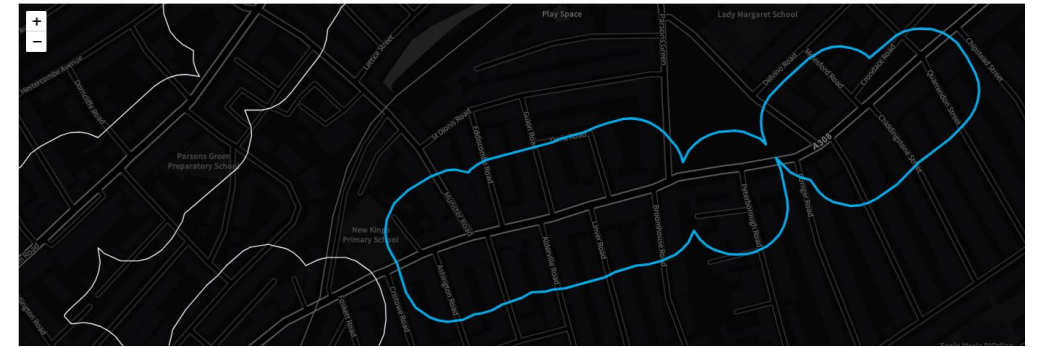
Note: Some deeper area profiling analysis is only available for High Streets.

Select Area Type:

highstreets

Focus Area:

New Kings Road, Fulham.



NEW! Three Hourly Spend

The time series below shows consumer spend amount index, each day, in each 3-hr time period, for Focus Area that you have chosen. It is the sum of the individual small grids that cover each High Street, Town Centre or BID. This can be used to show variation at different times of the day or trends over time.

Caution: If the time series shows no (or infrequent) values, the underlying data is likely suppressed due to low levels of activity in that area for that time. Information how these values are calculated are included in this explanatory report.

Date Range: Start:

01 Mar 2022

End:

30 Jun 2023

7 Day Rolling Average or Raw Values:

7 Day Rolling Average Raw Values

Timeline Annotations:

Show timeline annotations on time series charts

Select Comparison View:

Compare Hours (Focus Area) Compare Area (Single Hour)

Choosing multiple "Time(s) of day", allows you to compare how your focus area is performing at different times of day.

Time(s) of Day (Hours):

09:12 X | 12:15 X | 15:18 X | 18:21 X

New Kings Road, Fulham - Retail Spend By Hour

7 Day Rolling Average Spend (Retail) in Focus Area, by selected times of day (Hours), (01/03/2022 - 30/06/2023)



Source: Anonymised and aggregated data by Movement

Chart: High Streets Data Partnership

1. Mastercard spend data

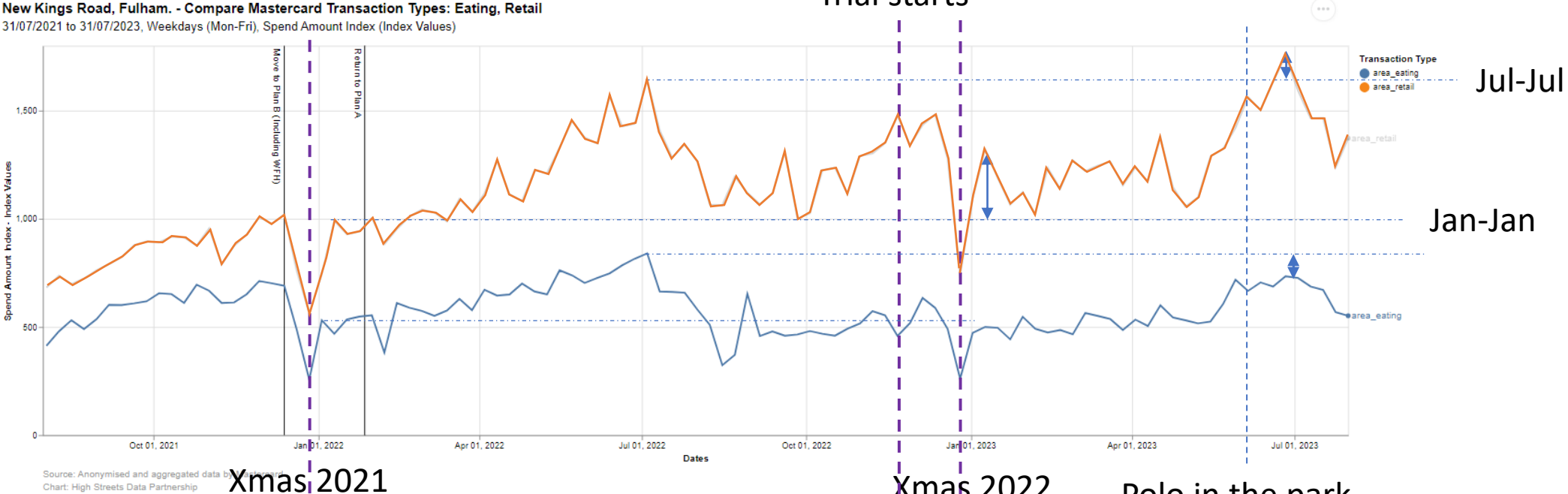
All card data aggregated by Mastercard to High Street / Town Centre level to show how spending patterns have changed over time.

- Total spend
- Number of transactions
- Transactions at 3-hour periods

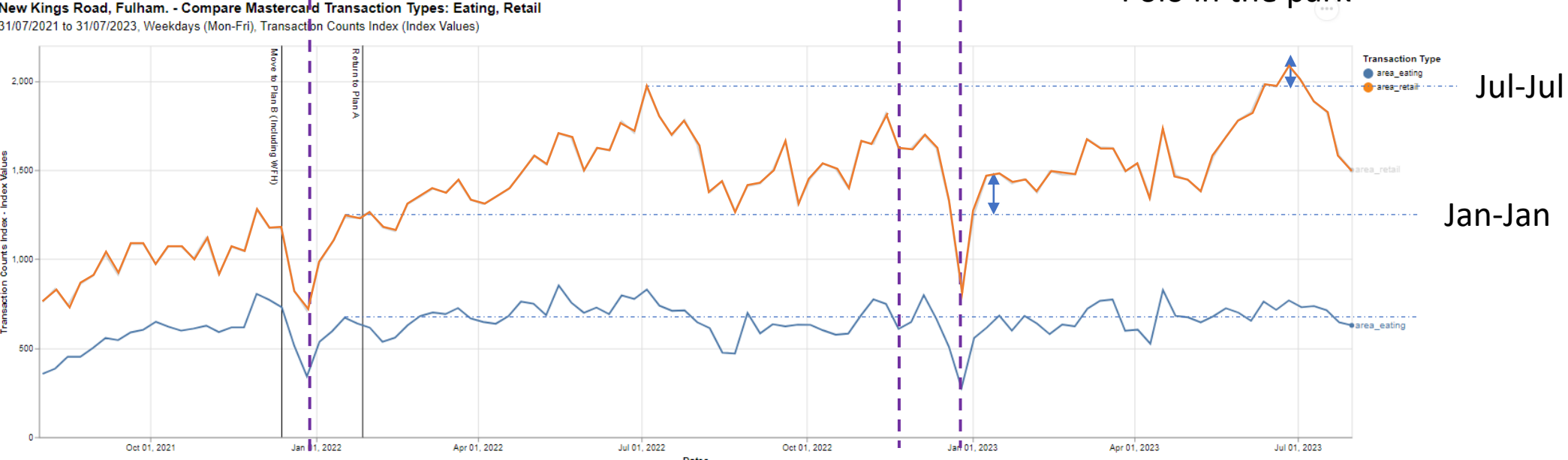
This data accessible to approved officers in London Boroughs or BIDs that have signed up to join the High Streets Data Partnership.

Card data – New Kings Rd West of Wandsworth Bridge Road

Transaction Spend Value over Time

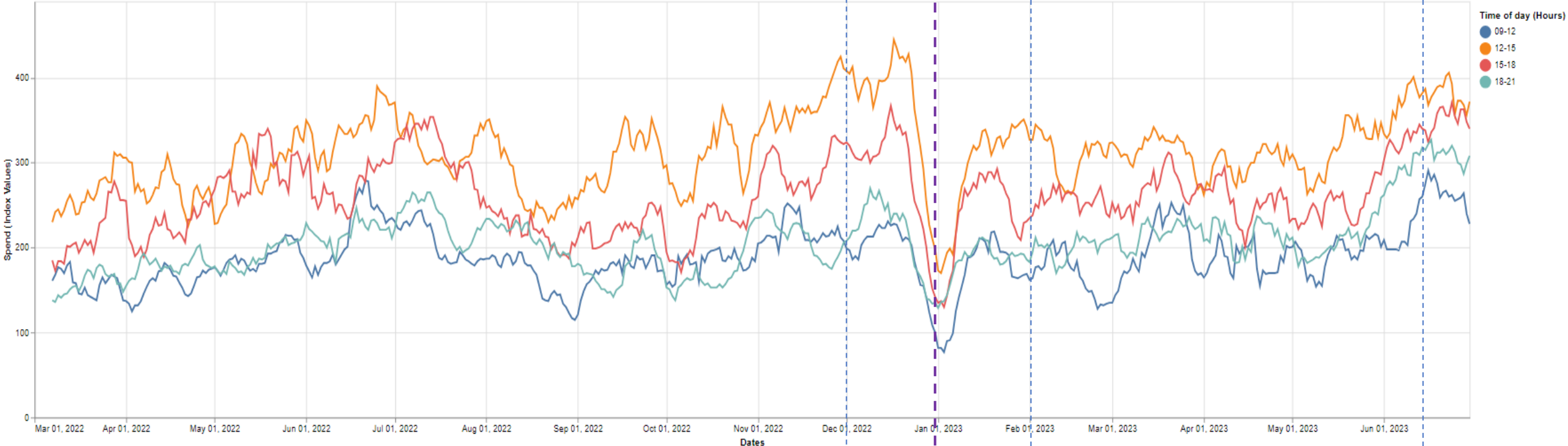


Transactions Counts over Time



3 Hr Spend – New Kings Road West of Wandsworth Bridge Road

New Kings Road, Fulham. - Retail Spend By Hour
7 Day Rolling Average Spend (Retail) in Focus Area, by selected times of day (Hours), (01/03/2022 - 30/06/2023)



Xmas 2022

Polo in the park

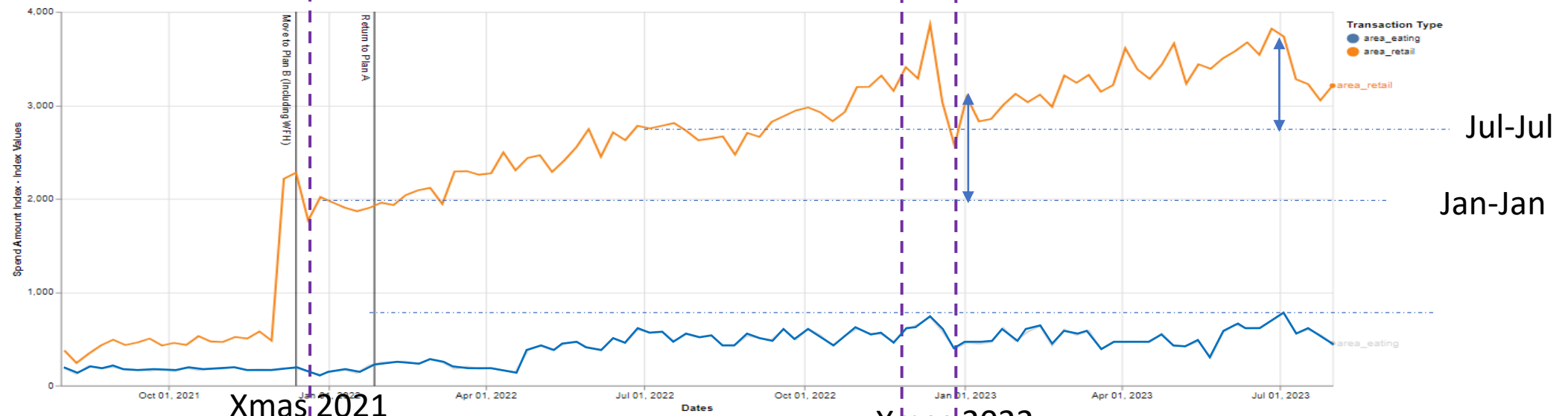
Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership

Card data – Wandsworth Bridge Road

Trial starts

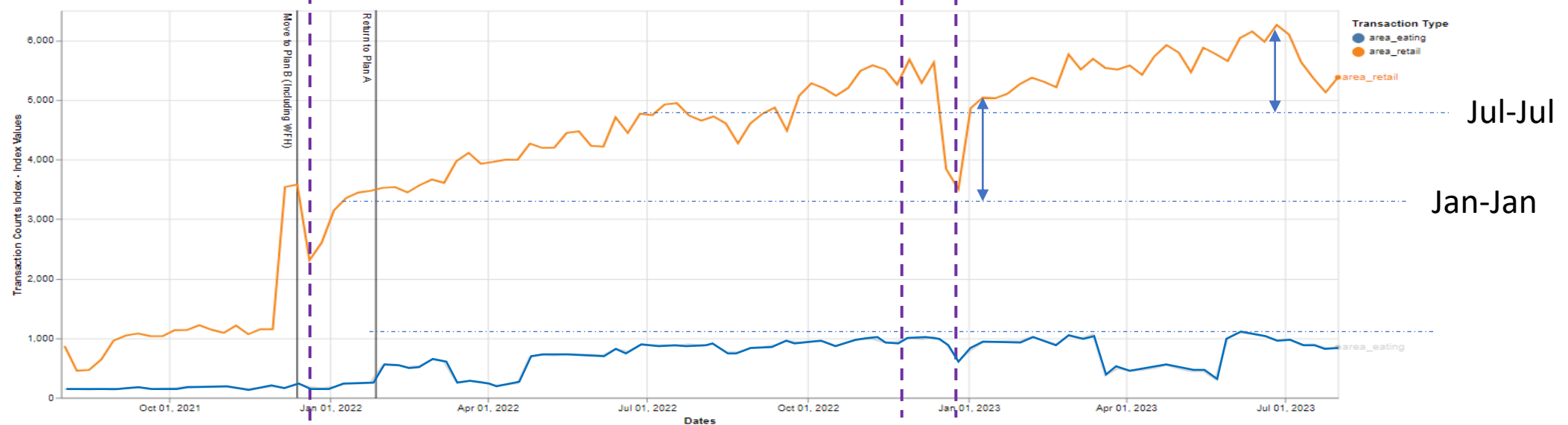
Transactions
Spend Value

Wandsworth Bridge Road, Parsons Green. - Compare Mastercard Transaction Types: Retail, Eating
31/07/2021 to 31/07/2023, Weekdays (Mon-Fri), Spend Amount Index (Index Values)



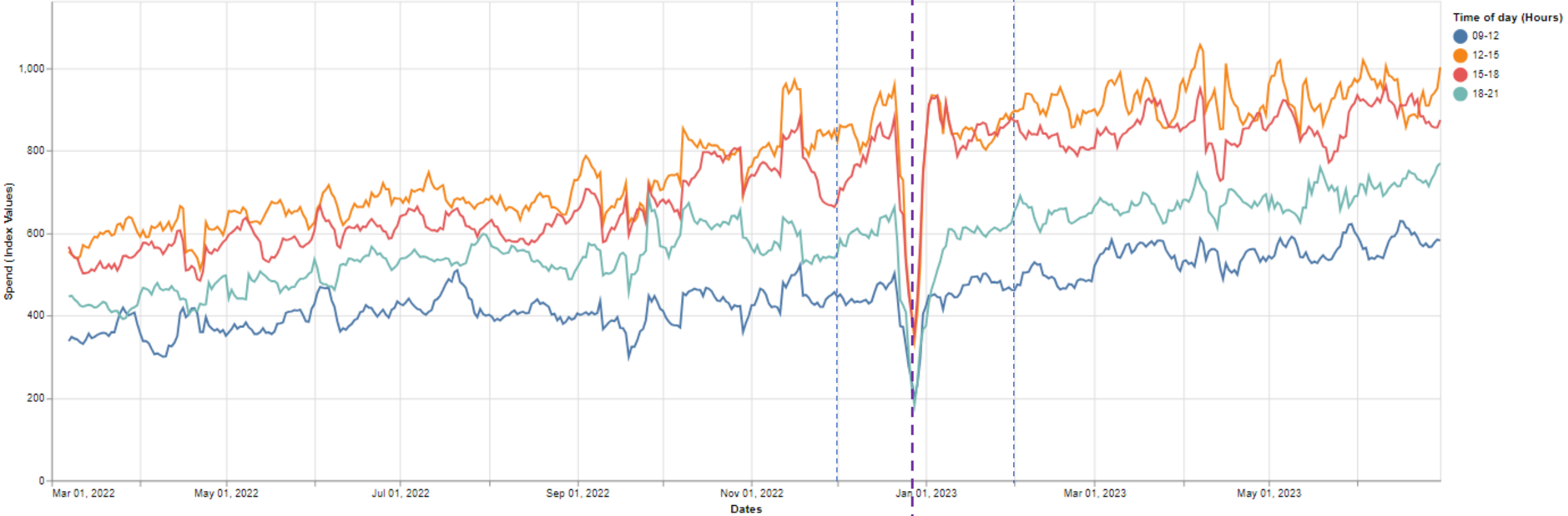
Transactions
Counts

Wandsworth Bridge Road, Parsons Green. - Compare Mastercard Transaction Types: Retail, Eating
31/07/2021 to 31/07/2023, Weekdays (Mon-Fri), Transaction Counts Index (Index Values)



3 Hr Spend – Wandsworth Bridge Road

Wandsworth Bridge Road, Parsons Green. - Retail Spend By Hour
7 Day Rolling Average Spend (Retail) in Focus Area, by selected times of day (Hours), (01/03/2022 - 30/06/2023)



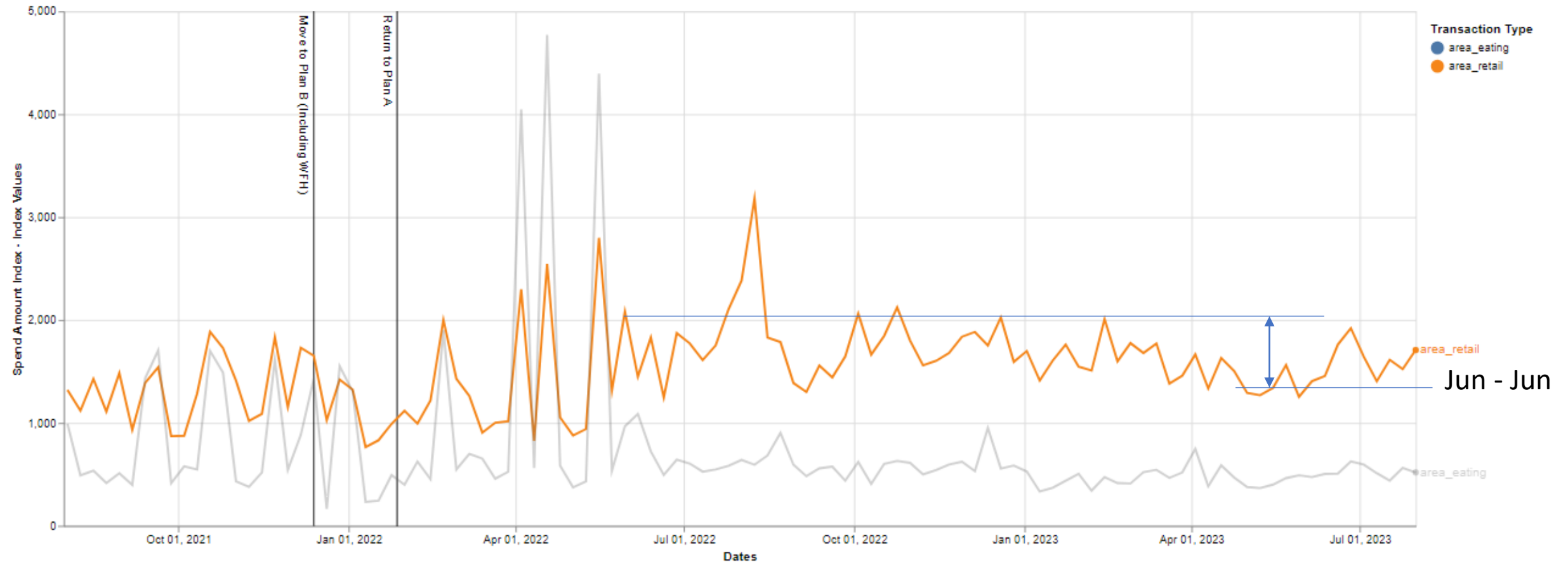
Source: Anonymised and aggregated data by Mastercard
Chart: High Streets Data Partnership

Xmas 2022

New Kings Road East of Wandsworth bridge Road

New King's Road, Fulham. - Compare Mastercard Transaction Types: Retail, Eating

31/07/2021 to 31/07/2023, Weekdays (Mon-Fri), Spend Amount Index (Index Values)

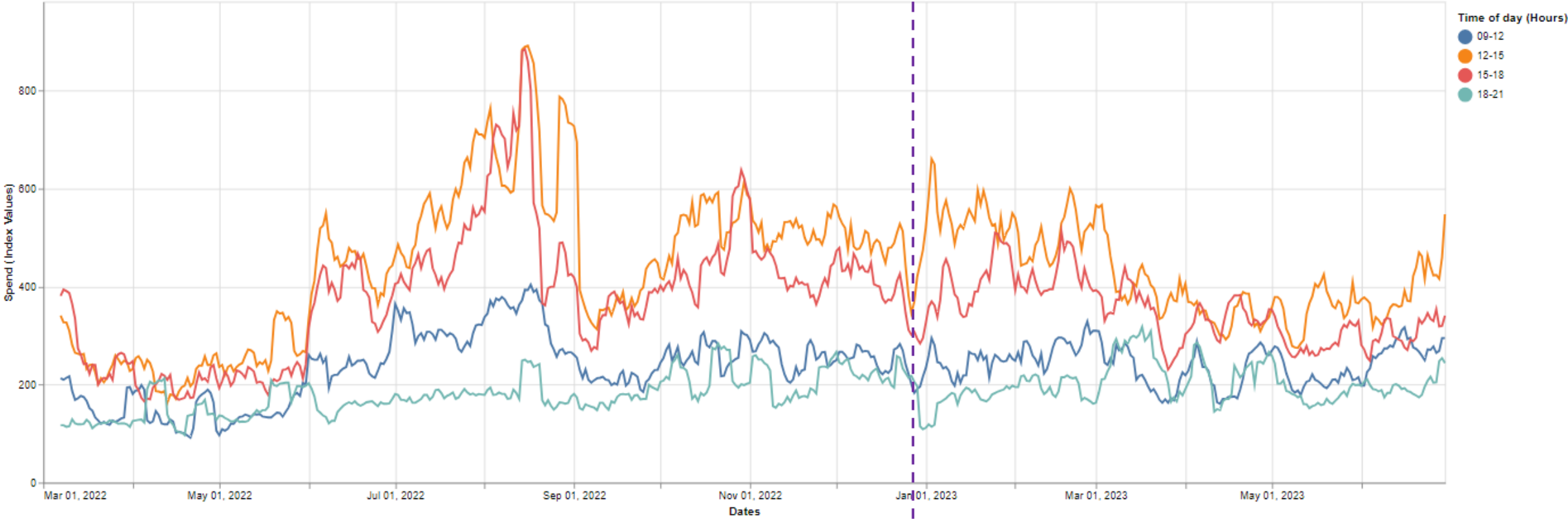


3 Hour Spend – New Kings Road east of Wandsworth Bridge Road

Xmas 2022

New King's Road, Fulham. - Retail Spend By Hour

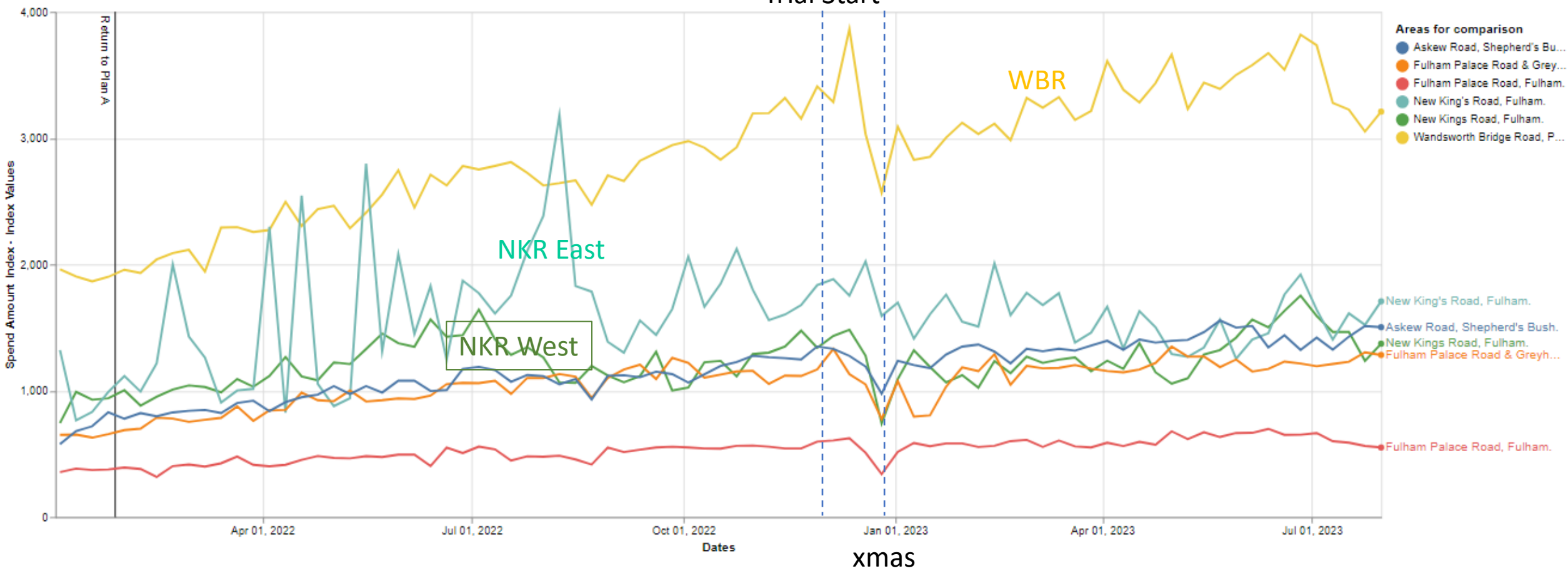
7 Day Rolling Average Spend (Retail) in Focus Area, by selected times of day (Hours), (01/03/2022 - 30/06/2023)



Spend comparison of similar high streets in H&F

Wandsworth Bridge Road, Parsons Green. vs Other Areas - Mastercard Transactions, Retail

01/01/2022 to 31/07/2023, Weekdays (Mon-Fri), Spend Amount Index (Index Values)



2. Footfall data

Anonymised and Aggregated data by BT (O2). The People Counts shows the number of people dwelling in each area per time-period, split by:

- **Resident** – based on where the user has spent most of their evening and night-time in the latest historical month available
- **Visitor (excluding workers)** – a person not in their place of residence or work (at least 10mins in location)

This data is accessible to approved officers in London Boroughs or BIDs that have signed up to join the High Streets Data Partnership.

3 hour Footfall data - **Visitors** to New Kings Rd West (NKR) of Wandsworth Bridge Road (WBR)

Polo in the park 22

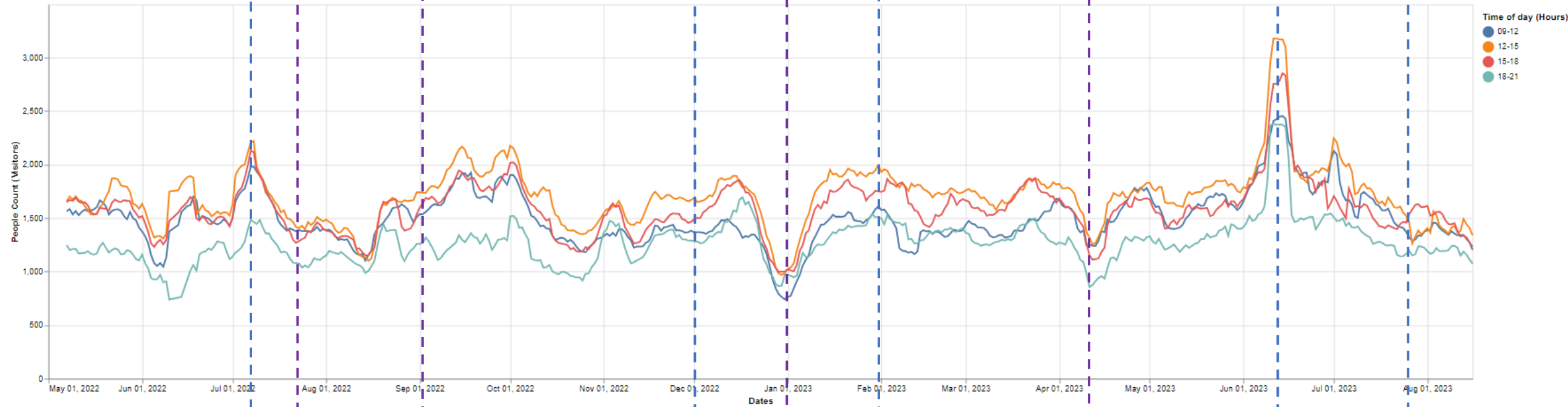
Trial start

Enforcement start

Polo in the park & Hurlingham Club event

New Kings Road, Fulham. - Visitors Footfall By Hour

7 Day Rolling Average People Count (Visitors) in Focus Area, by selected times of day (Hours), (01/05/2022 - 16/08/2023)



Source: Anonymised and aggregated data by BT
Chart: High Streets Data Partnership

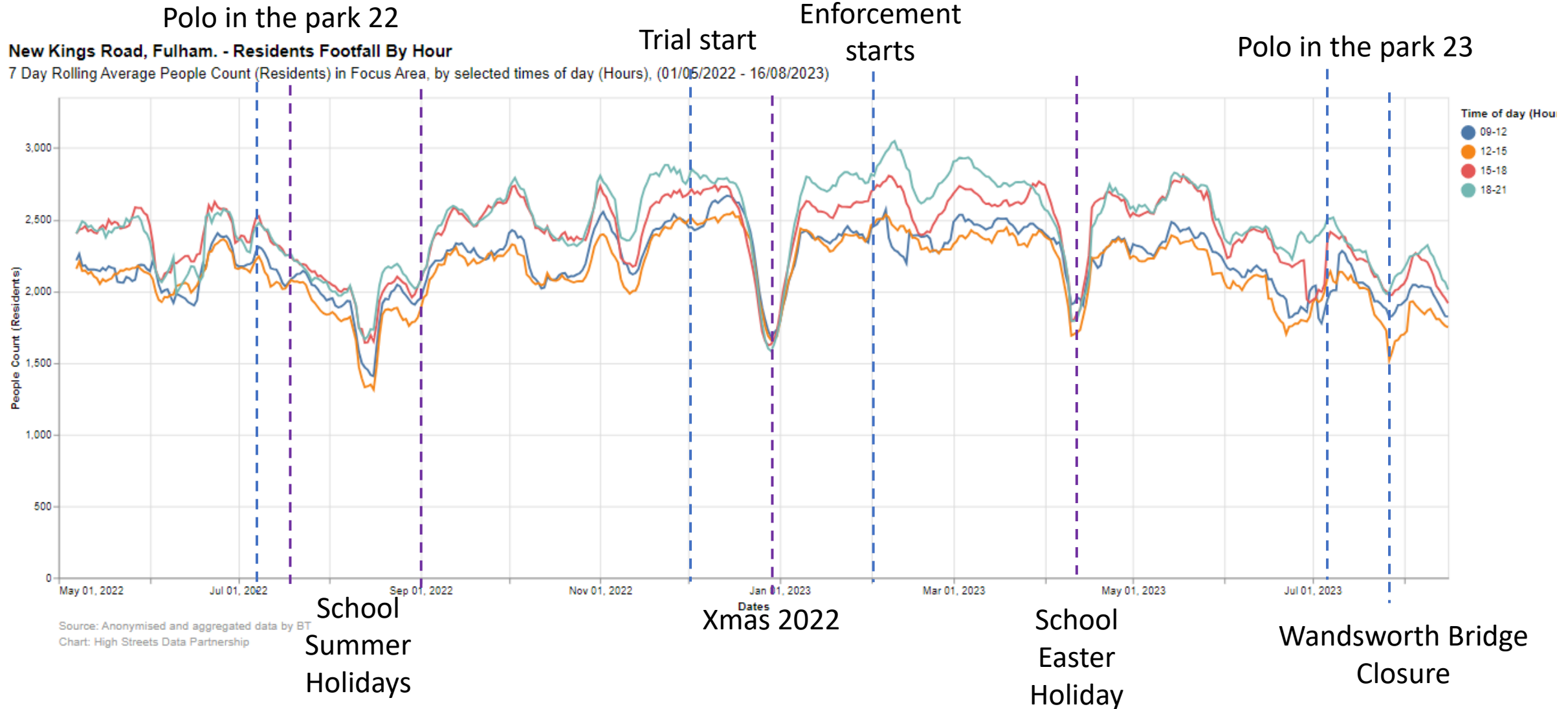
School
Summer
Holidays

Xmas 2022

School
Easter
Holiday

Wandsworth Bridge
Closure

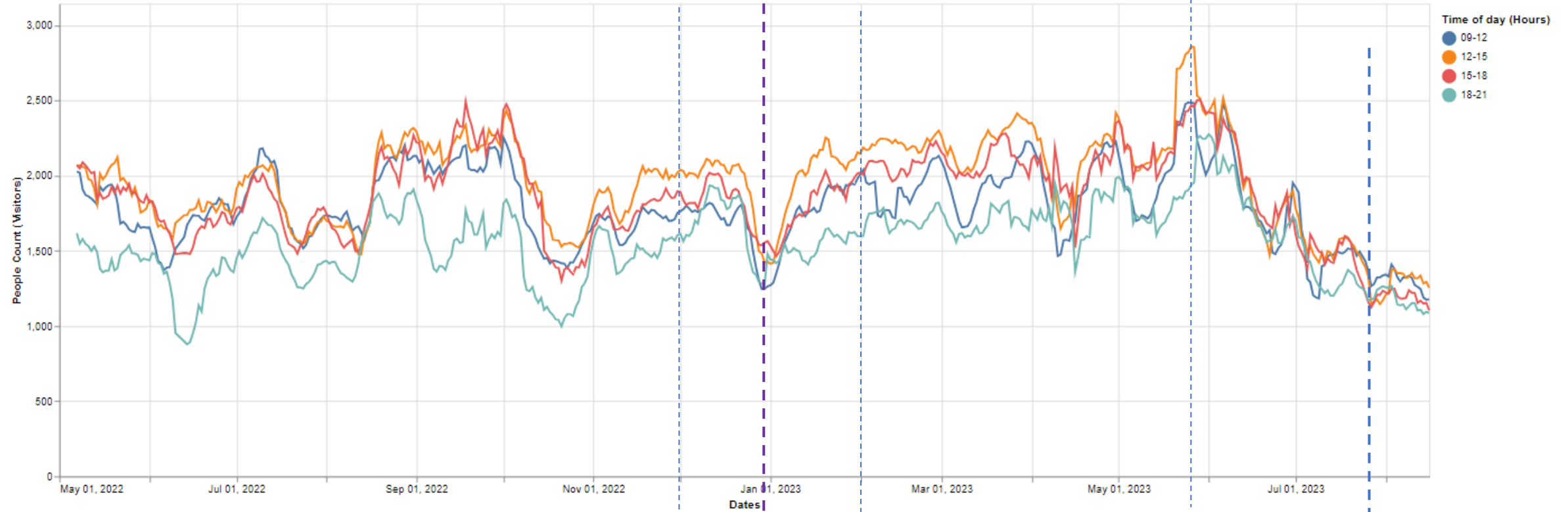
3 Hour Footfall data – Residents NKR West of WBR



3 hour Footfall data - Visitors WBR

Wandsworth Bridge Road, Parsons Green. - Visitors Footfall By Hour

7 Day Rolling Average People Count (Visitors) in Focus Area, by selected times of day (Hours), (01/05/2022 - 16/08/2023)



Source: Anonymised and aggregated data by BT
Chart: High Streets Data Partnership

Trial start

Xmas 2022

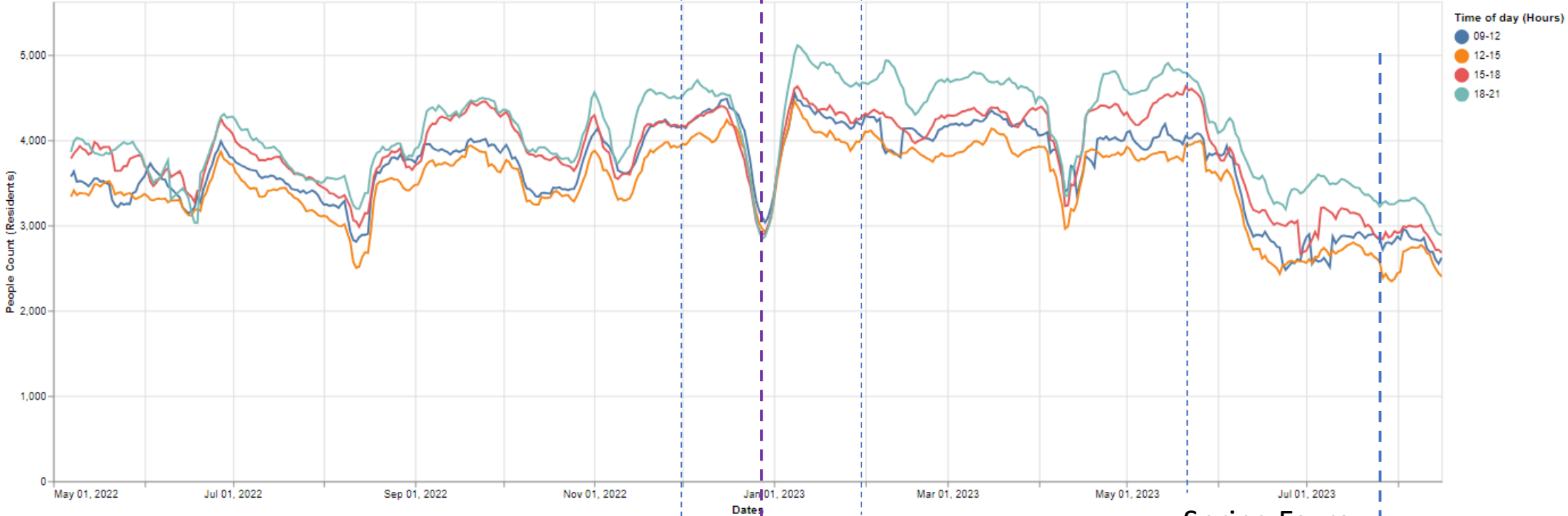
Enforcement start

Spring Fayre

Wandsworth Bridge
Closure

Footfall data – Residents WBR

Wandsworth Bridge Road, Parsons Green. - Residents Footfall By Hour
7 Day Rolling Average People Count (Residents) in Focus Area, by selected times of day (Hours), (01/05/2022 - 16/08/2023)



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Trial start
Xmas 2022

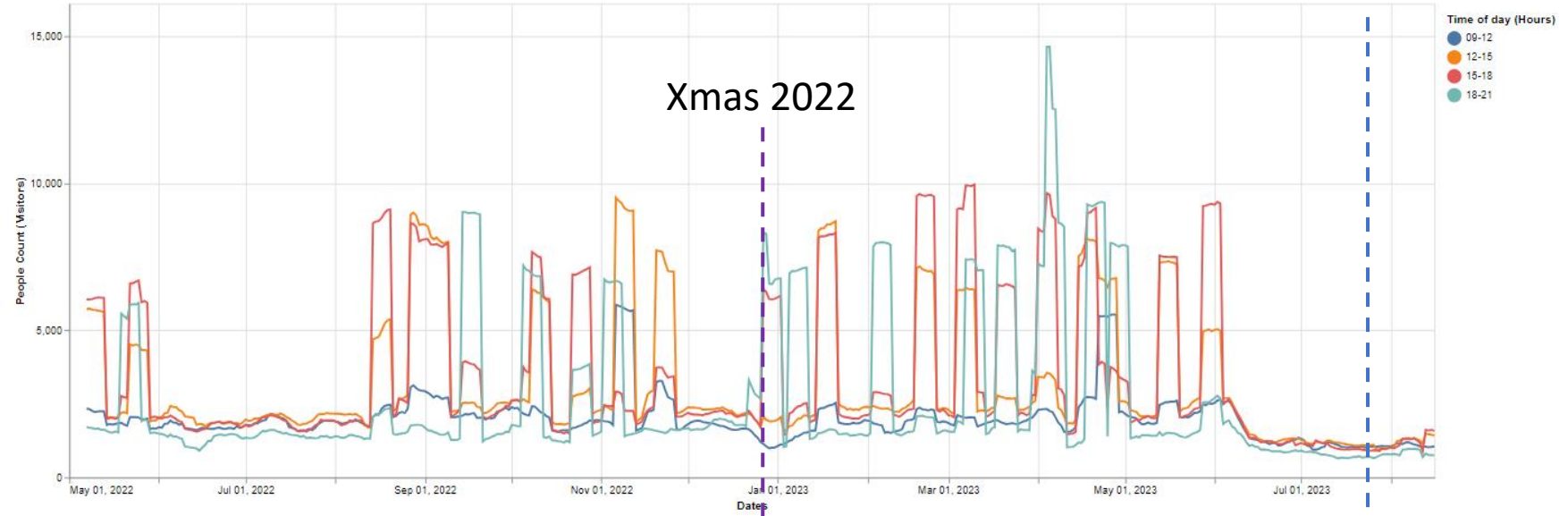
Spring Fayre
Wandsworth Bridge
Closure

3 hour Footfall data – NKR East of WBR

Wandsworth Bridge

New King's Road, Fulham. - Visitors Footfall By Hour

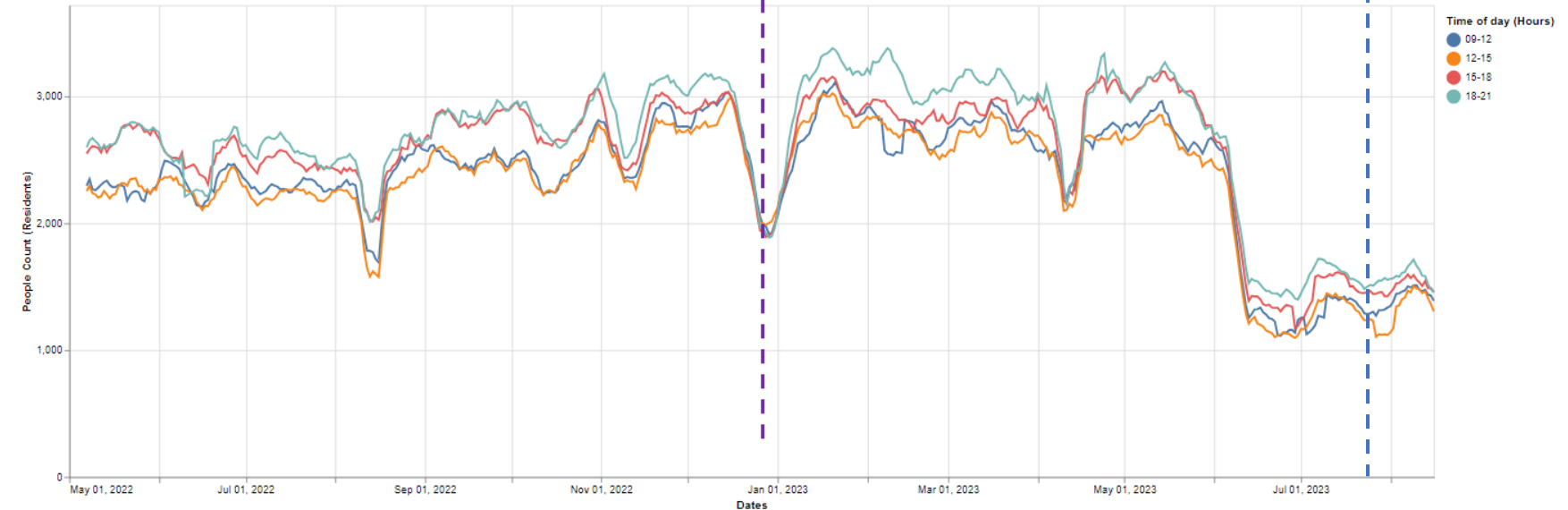
7 Day Rolling Average People Count (Visitors) in Focus Area, by selected times of day (Hours), (01/05/2022 - 16/08/2023)



Visitor Footfall
Large influx on Chelsea
Match days

New King's Road, Fulham. - Residents Footfall By Hour

7 Day Rolling Average People Count (Residents) in Focus Area, by selected times of day (Hours), (01/05/2022 - 16/08/2023)



Resident Footfall

Comparison of spend and footfall

	Footfall change		Spend change	
High street	% change Dec 22-Feb 23 to Mar 23 - May 23	% YoY change June 22 to June 23	% change Oct 22- Jan 23 to Feb 23 – May 23	% YoY change Feb-May 22 to Feb - May 23
Wandsworth Bridge Road	+1.3%	+20%	+18.3%	+54.6%
New Kings Road West <i>(Footfall ignores Polo in the park and Hurlingham event)</i>	+3%	+4.7%	+3%	+28%
New Kings Road East <i>(Footfall ignores matchdays)</i>	+2%	+3%	-2.6%	-15.5%
Fulham Road	+1%	+12.9%	+13.6%	+36.6%

Comparison spend to other areas - % change Oct 22 - Jan 23 to Feb 23 - May 23

King's Road - an **increase** by 2.3%, Kensington High Street - an **increase** by 15.8%

Wandsworth High Street - an **increase** by 14.1%

3. Parking data

- Parking sessions per zone booked on the RingGo app
 - Year of Year comparison of weekly sessions volumes
 - Weekly sessions volume by zone
- Business access codes (Private land Car Parks)
- Business Visitor Access Permit (BVAP) sessions booked by visitors

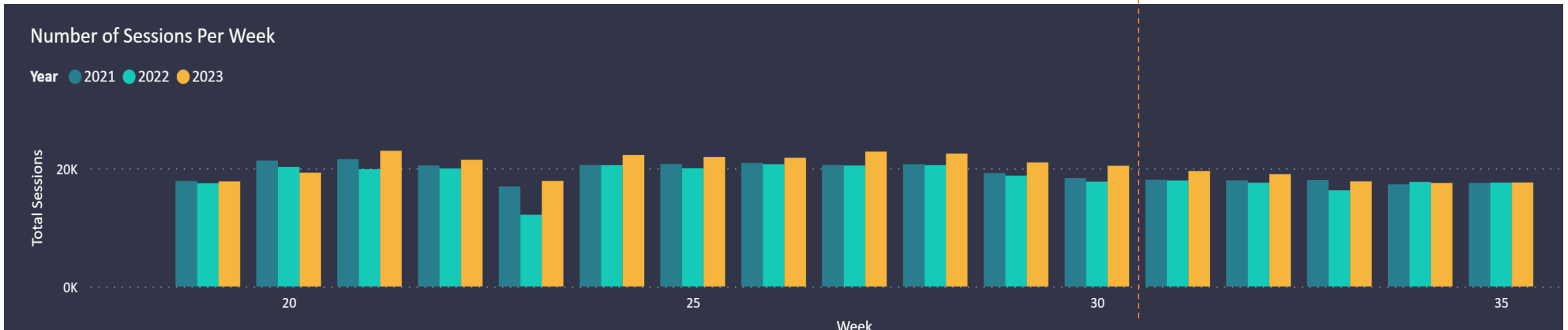


P&D Parking Sessions YoY – South Fulham

2023

Parking Zone	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	Total
CPZ Q	3792	4374	4908	4584	3782	4967	5011	4928	5398	5211	4542	4086	3724	3421	3370	3091	3240	72429
CPZ F	3219	3390	3887	3839	3150	3977	3924	3862	4090	3864	3861	3768	3634	3707	3496	3436	3471	62575
CPZ W	2211	2438	3317	2751	2228	2727	2677	2724	2791	2823	2622	2661	2466	2572	2379	2441	2307	44135
CPZ U	2173	2210	2675	2551	2010	2626	2481	2521	2618	2487	2368	2261	2160	1970	1890	1874	1993	38868
CPZ Z	1892	2077	2277	2170	2004	2276	2378	2211	2456	2521	2427	2388	2445	2516	2285	2262	2206	38791
CPZ R	2094	1997	2524	2434	1967	2419	2351	2314	2424	2496	2214	2132	2093	2042	1897	1889	1886	37173
CPZ S	1324	1487	1818	1610	1476	1752	1740	1804	1823	1793	1723	1832	1595	1775	1474	1508	1507	28041
CPZ Y	1068	1277	1565	1492	1231	1521	1366	1410	1222	1280	1227	1315	1407	1015	986	1005	997	21384
Total	17773	19250	22971	21431	17848	22265	21928	21774	22822	22475	20984	20443	19524	19018	17777	17506	17607	343396

Bridge Closure

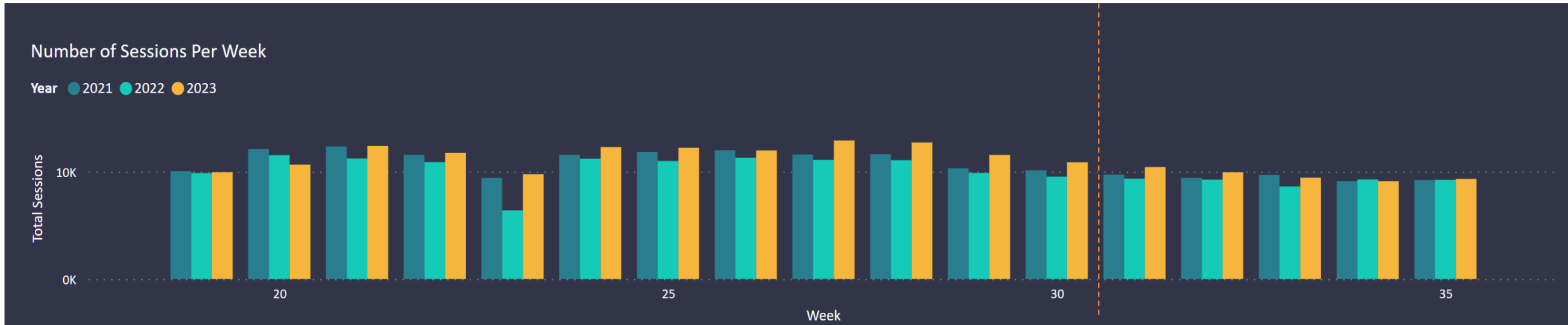


Parking sessions YoY – Trial Area

2023

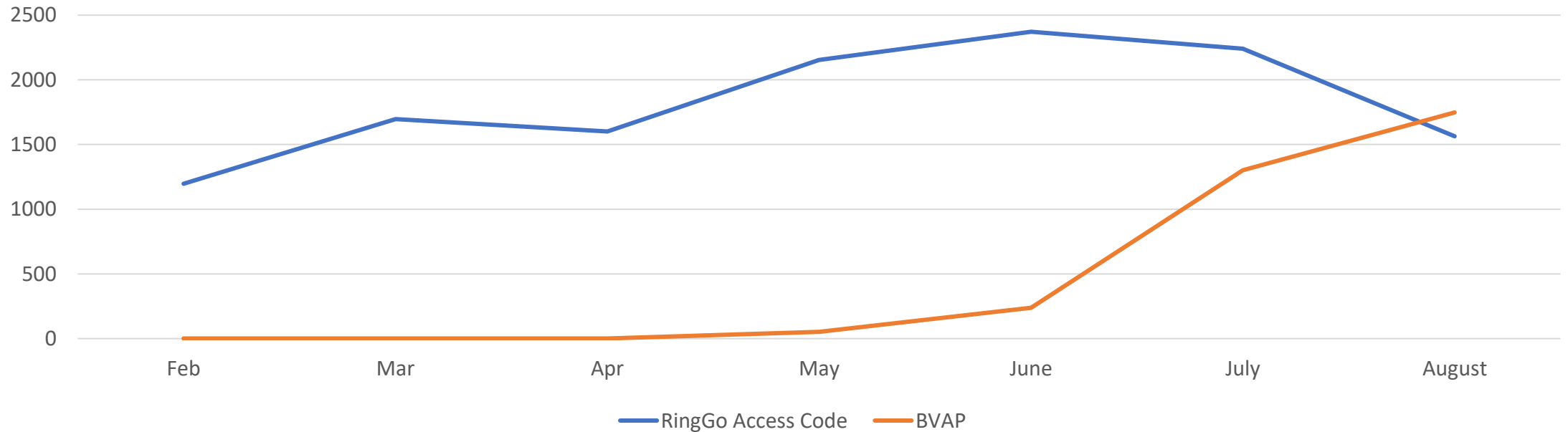
Parking Zone	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	Total
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CPZ R	2094	1997	2524	2434	1967	2419	2351	2314	2424	2496	2214	2132	2093	2042	1897	1889	1886	37173
Total	9951	10658	12384	11739	9763	12288	12221	11974	12896	12715	11551	10867	10422	9949	9442	9116	9325	187261

Bridge Closure



Business Visitor Activity by month

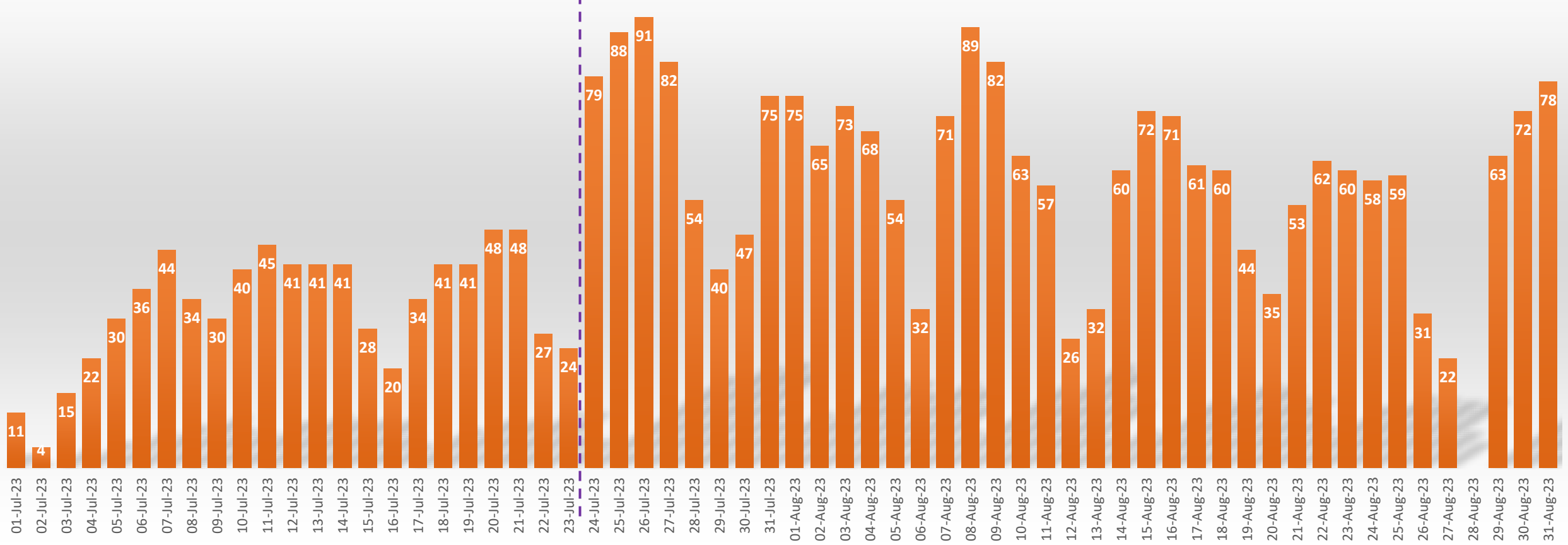
Month/Solution Type	Feb	Mar	Apr	May	June	July	August
RingGo Access Code	1196	1696	1601	2154	2371	2241	1563
BVAP	0	0	0	52	239	1301	1748
Total	1196	1696	1601	2206	2610	3542	3311



Business Visitor Access Permits sessions by day

BVAP sessions - by day – July to August

Bridge Closure



82 BVAP permits and 31 tablets deployed

Measures implemented during the trial to date

- **Free access** through cameras for shoppers, staff and deliveries
 - Business Visitor Access Permits issued
 - Business Access Codes for private parking
 - Resident Visitor Access permits (resident business owners)
- **Free tablet** offer for on the counter for customer self-service vehicle registration
- **Extra shopper parking** bays in Parsons Green Lane and in the side roads off Wandsworth Bridge Road and New Kings Road
- **Business support** helping improve your business
- **Next door Ad campaign** in neighbouring boroughs for the scheme introduction and info to get to shops

For bridge closure

- e-cargo bikes for NKR and WBR
- Access through Imperial Road Southbound without a permit to improve access to the southern end of WBR from the west
- Extended diversion route signage From A4
- Outdoor trading areas in WBR



We can provide

**FREE Clean Air
Neighbourhood
access for
shoppers**

Don't live in H&F? Come inside and give us your vehicle registration number. **We'll arrange your access*** through all South Fulham streets without a fine.

* Business Visitor Access Permit available for shoppers, deliveries and staff

Offer made to businesses

- **Designated** business support officer for trial issues
- **More outdoor tables and chairs** for café culture
- **Improve street scene** with parklets and hanging baskets
- **Install city tree** air purifiers to clean air naturally
- **Dedicated bays** for cycles, e-bikes and scooters
- **Shop local campaign** on Next Door and lamp column banners
- **Tree planting** and green drainage systems
- **Marketing** and publicity support for seasonal events



Appendices

Co-Produced Objectives

Resident Success factors

- ✓ Reduce traffic across south Fulham
- ✓ Make roads safer for pedestrians and cyclists
- ✓ Remove through traffic from side roads, stop rat running
- ✓ Improve air quality, cut congestion
- ✓ Enhance Wandsworth Bridge Road as a place to live, work and visit
- ✓ Support local businesses
- ✓ Ensure public transport runs smoothly

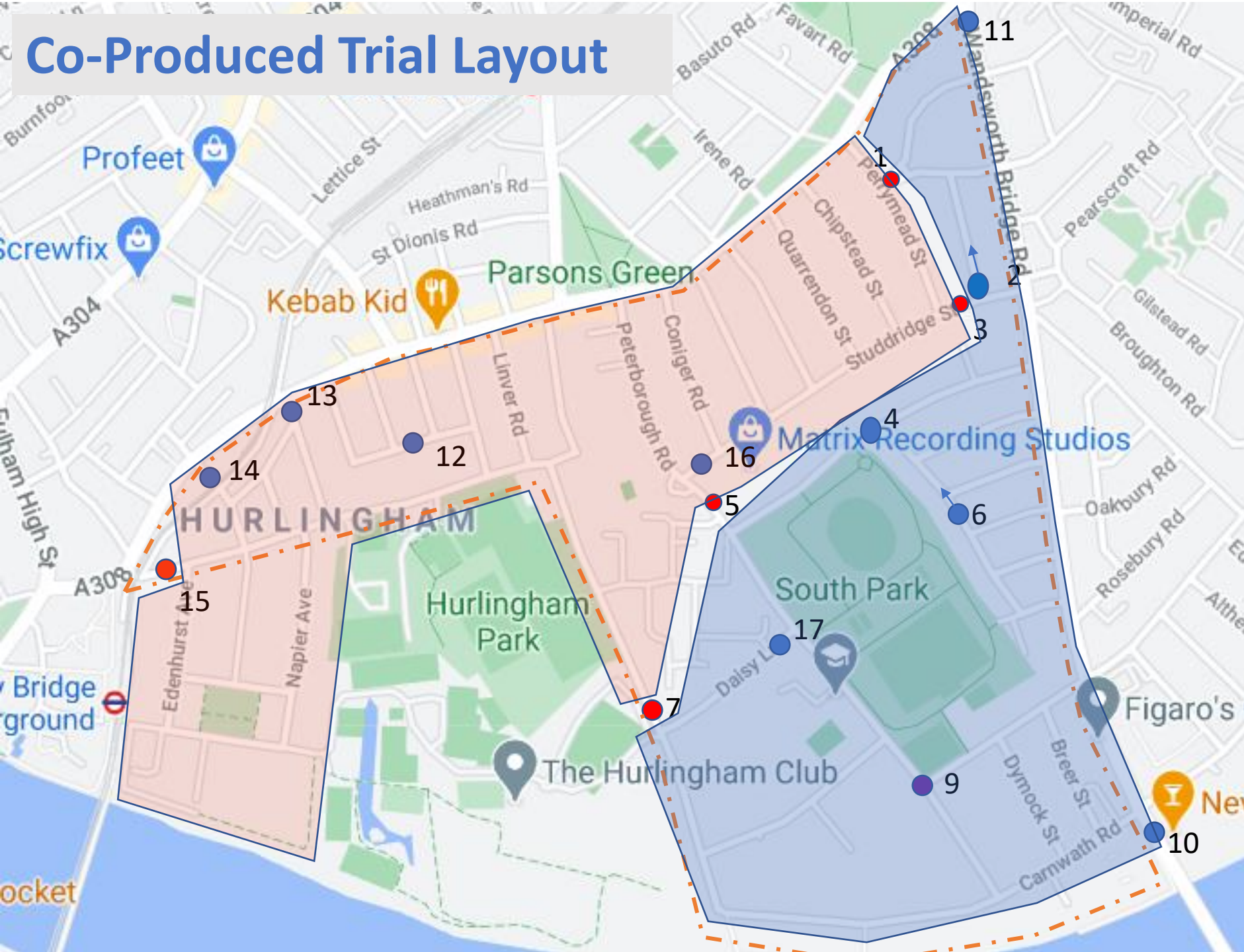
Through Traffic reduction trial in key side roads

Councils Objectives for Clean Air Neighbourhoods

- ✓ Improve air quality – make the air cleaner
- ✓ Improve the health and life chances of residents
- ✓ Respond to the climate and ecological emergency
- ✓ Reduce pollution emissions from all sources
- ✓ Reprioritise and green our public spaces
 - ✓ Increase Active and green travel
 - ✓ Reduce out of borough traffic in side roads
 - ✓ SUDs, more trees and planting

Series of complimentary measures across and area

Co-Produced Trial Layout



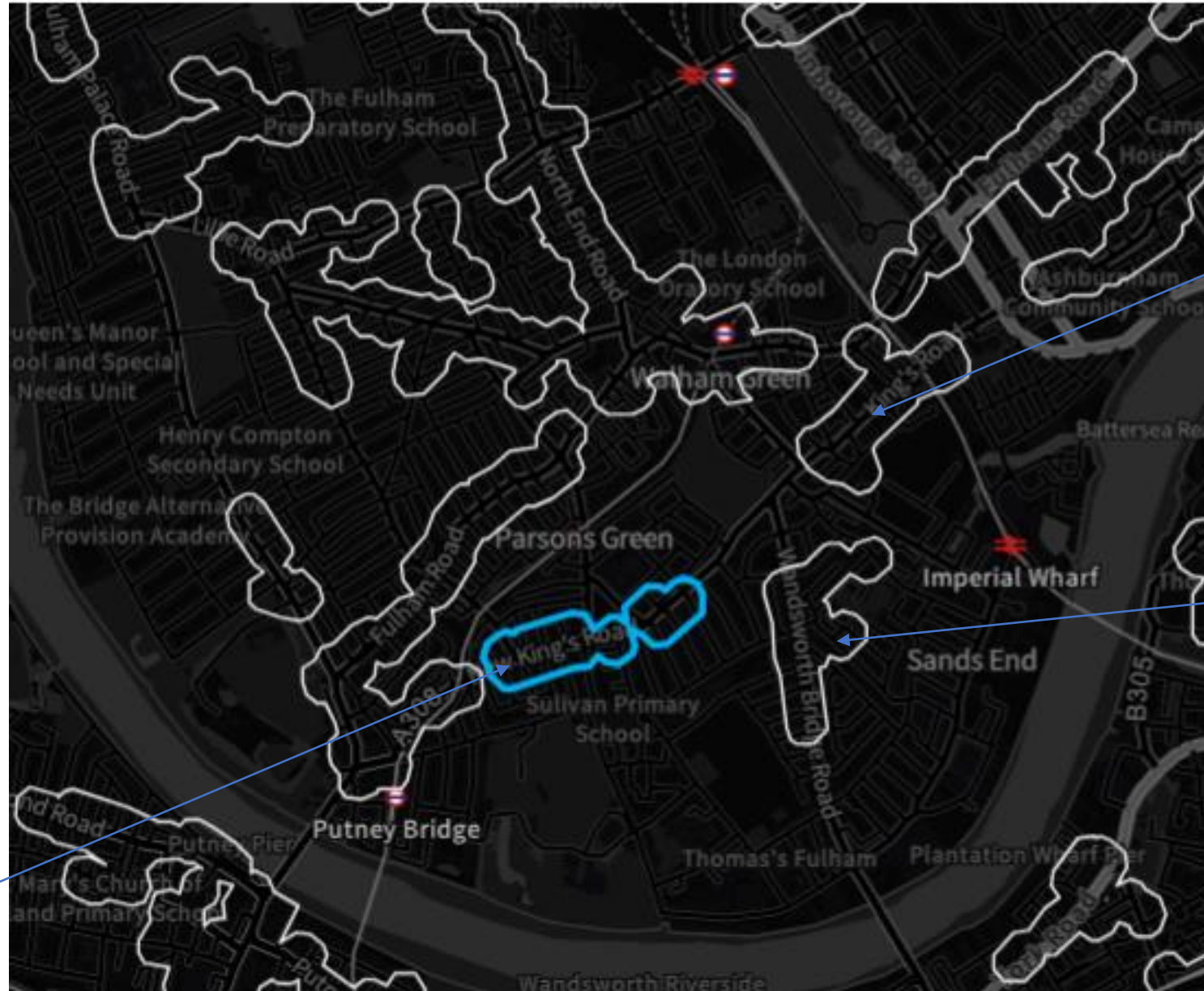
- Location key
- Camera – No motor vehicles except buses, taxis and H&F permit holders
 - Camera – No entry
 - Camera – Monitoring only

All properties in an area are accessible without the need for a permit to pass a camera

You only need a permit to pass between the coloured areas

Developed after reviewing data

GLA high street areas



New Kings Rd
East

Wandsworth
Bridge
Road

New Kings
Road West

Wandsworth
Bridge
Road

Changes to traffic volumes

Road	March 2022 pre trial	March 2023 post trial	Change in flow	% reduction/increase
Broom House Lane	8419	3467	-4952	-58.8%
Clancarty Road	2787	1451	-1336	-47.9%
Hurlingham Rd *	2426	1132	-1294	-53.3%
Peterborough Rd	7135	4341	-2794	-39.2%
Studdridge Street	2627	1475	-1152	-43.9%
WBR South	35576	29297	-6079	-17.1%
WBR North	21245	20291	-954	-4.5%
NKR near Munster Rd	17864	13950	-3914	-21.9%
NKR near Eelbrook Common	14384	14851	+467	+3.2%
Parsons Green Lane	11571	9741	-1828	-15.8%

* Hurlingham pre trial is Sept 2022

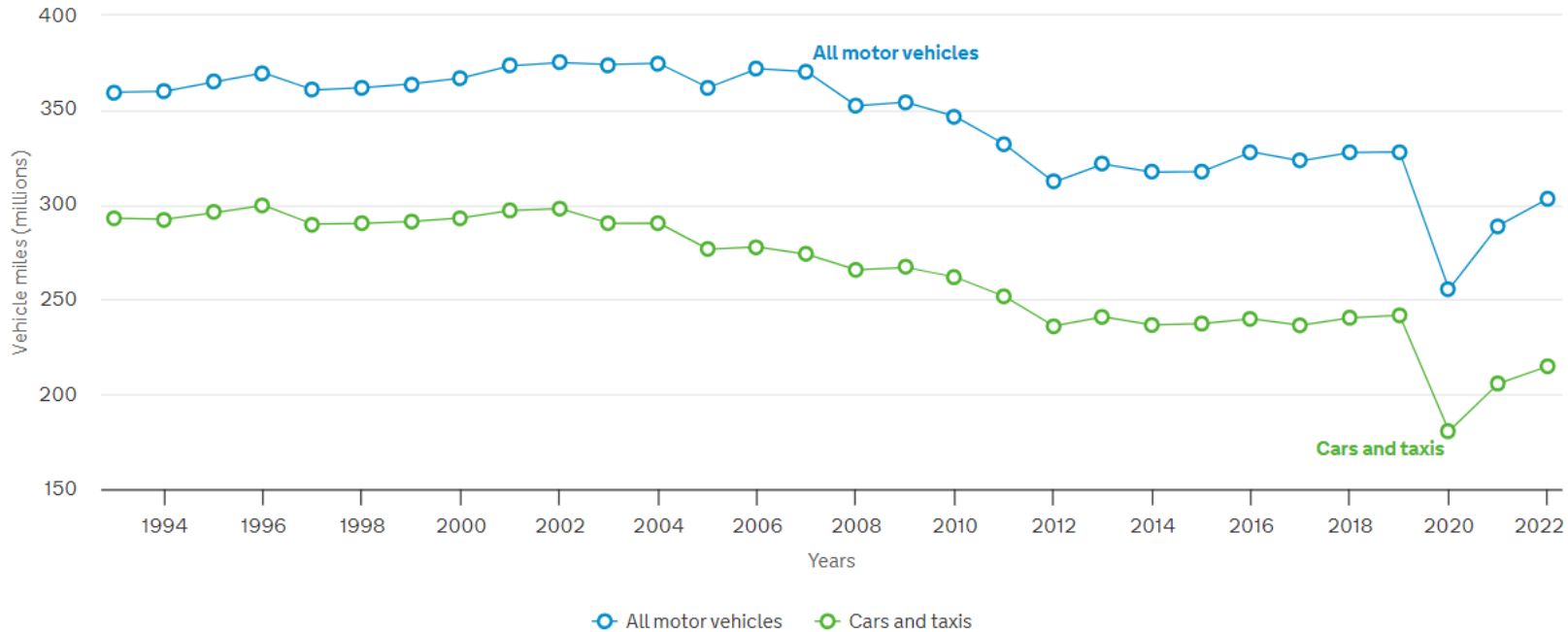
Source – traffic count data

DfT Traffic trip data for the borough

0.30 billion vehicle miles were travelled on roads in Hammersmith and Fulham in 2022.

Annual traffic by vehicle type in Hammersmith and Fulham

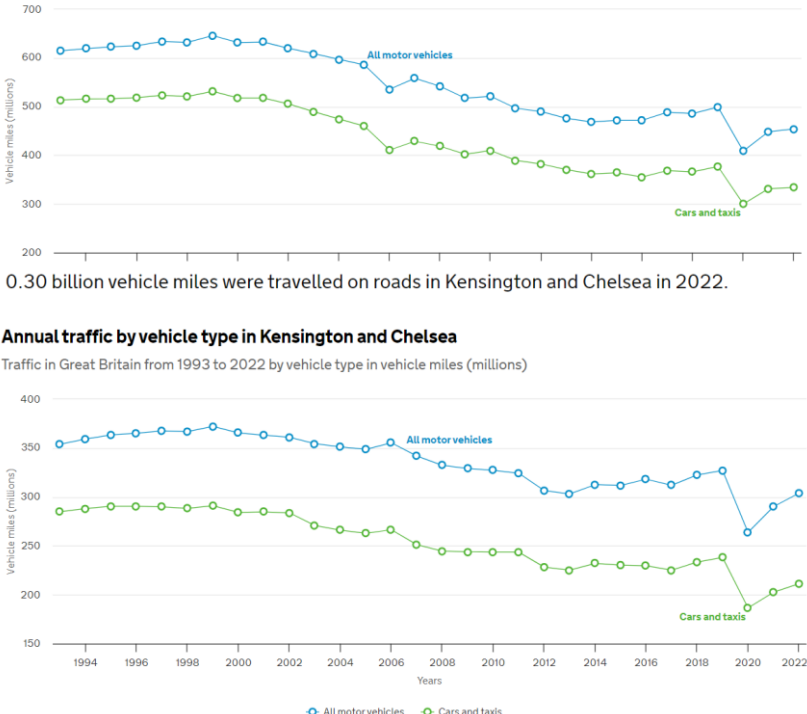
Traffic in Great Britain from 1993 to 2022 by vehicle type in vehicle miles (millions)



0.45 billion vehicle miles were travelled on roads in Wandsworth in 2022.

Annual traffic by vehicle type in Wandsworth

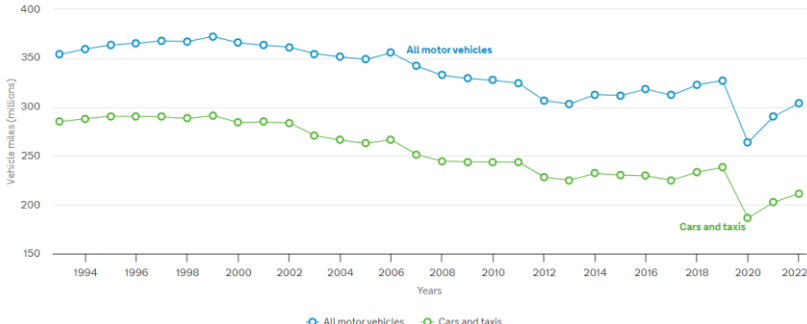
Traffic in Great Britain from 1993 to 2022 by vehicle type in vehicle miles (millions)



0.30 billion vehicle miles were travelled on roads in Kensington and Chelsea in 2022.

Annual traffic by vehicle type in Kensington and Chelsea

Traffic in Great Britain from 1993 to 2022 by vehicle type in vehicle miles (millions)



Highcharts.com

[Map Road traffic statistics - Road traffic statistics \(dft.gov.uk\)](https://roadtraffic.dft.gov.uk/#/6/55.254/-6.064/basemap-regions-countpoints)

<https://roadtraffic.dft.gov.uk/#/6/55.254/-6.064/basemap-regions-countpoints>

<https://roadtraffic.dft.gov.uk/local-authorities/146>

<https://roadtraffic.dft.gov.uk/summary>

Useful Links

Traffic data

[Map Road traffic statistics - Road traffic statistics \(dft.gov.uk\)](https://roadtraffic.dft.gov.uk/local-authorities/146)

<https://roadtraffic.dft.gov.uk/summary>

<https://roadtraffic.dft.gov.uk/summary>

[Our open data - Transport for London \(tfl.gov.uk\)](https://tfl.gov.uk/open-data)

Live traffic and road works

[London Traffic Cameras - Live TfL JamCam Feeds \(tfljamcams.net\)](https://tfljamcams.net)

[Keeping London moving - Transport for London \(tfl.gov.uk\)](https://tfl.gov.uk/keeping-london-moving)

Historical traffic data

[Transportation Planning | Roadway Analytics by INRIX](https://inrix.com/products/roadway-analytics/) - <https://inrix.com/products/roadway-analytics/>

Inrix provide a series of transport data visualisation tools to show the performance of road networks over time, service requires a subscription.

Data sets include Congestion, speed and travel time index – calculated from mobile phone data and commercial sat nav/ driver tracking data

Google Maps Traffic API