

MONITORING INTERVENTIONS IN CENTRAL LONDON: SOHO'S AL FRESCO DINING SCHEME

Cross River Partnership's (CRP) cross-project monitoring, with Vivacity, is used to support Westminster City Council in demonstrating the impact of streetscape interventions in Soho.



Vivacity Cross Project Monitoring is a programme, working with partners from [Clean Air Villages 3](#) and [Healthy Streets Everyday](#), to improve the monitoring of specific sites or “villages” in boroughs, using Vivacity sensors.

Vivacity sensors

- These sensors use artificial intelligence and machine learning technology to capture traffic counts across a selected “count line”.
- They have the capability to show road behaviour and provide models for social distancing.
- Data privacy is ensured, and no personal data is collected. The data is completely anonymised, and each frame of video is deleted immediately after processing.



CRP is co-ordinating the project and, alongside access to a real-time data dashboard, CRP's data analysis and reports will enable partners to assess, monitor and evaluate the benefits and costs of active travel, sustainable transport or business support schemes.

14

Partners
across
London

20

Sensors
installed



Studying Soho

Through the Defra air quality grant-funded [Clean Air Villages 3 project](#), CRP has worked with the lead partner, Westminster City Council, to decide on the location of their chosen Vivacity sensor, on the junction between Old Compton Street and Dean Street, in the heart of Soho. The sensor has two count lines that show movements on both streets. Soho is a vibrant cultural and commerce hub of central London and the City of Westminster, close to Oxford Street, Piccadilly Circus and Leicester Square.

From July to October 2020, Westminster City Council agreed to pedestrianise some of Soho's streets by closing them to vehicular traffic, allowing pedestrians to support hospitality businesses whilst reducing the risk of transmission of coronavirus.

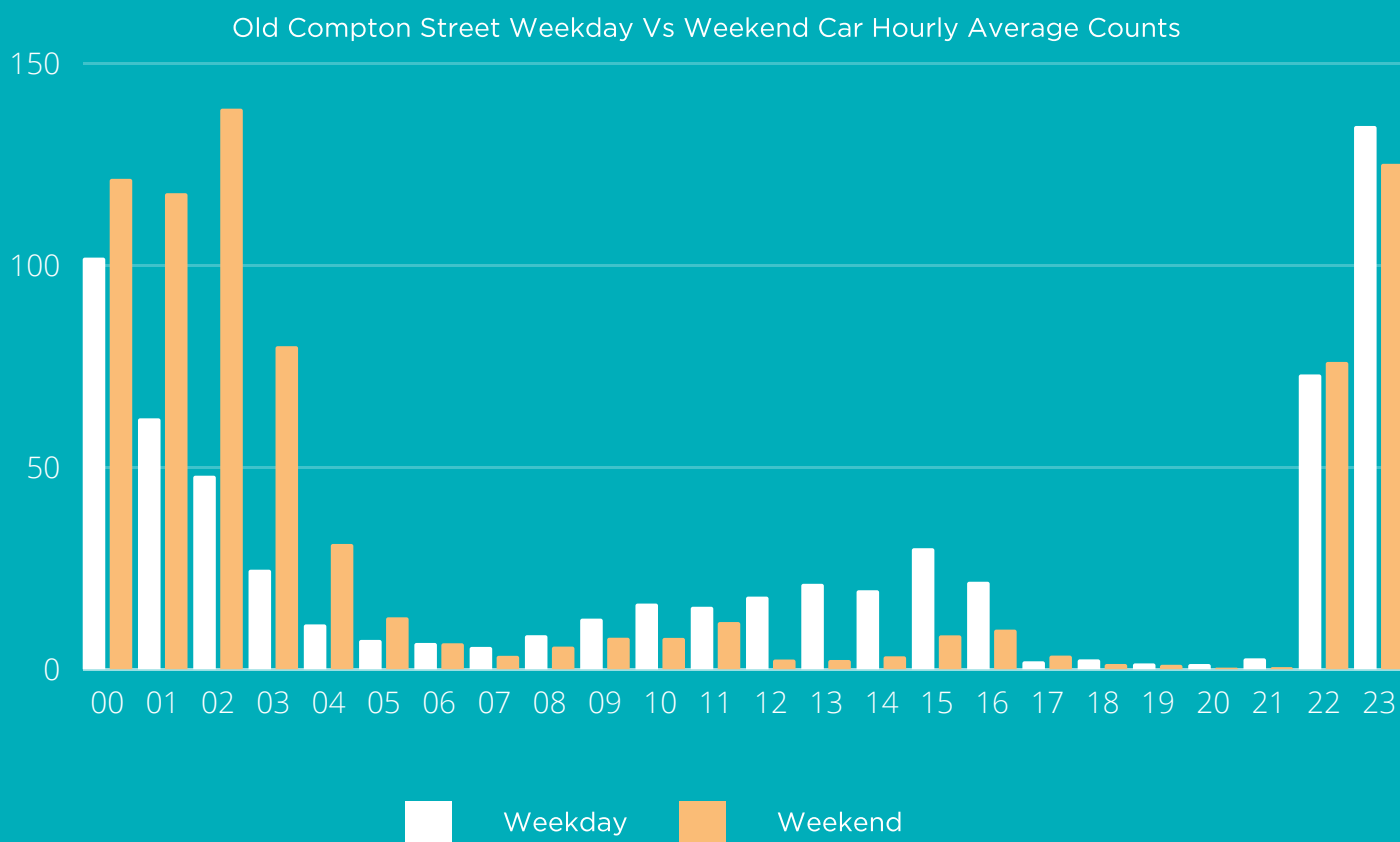
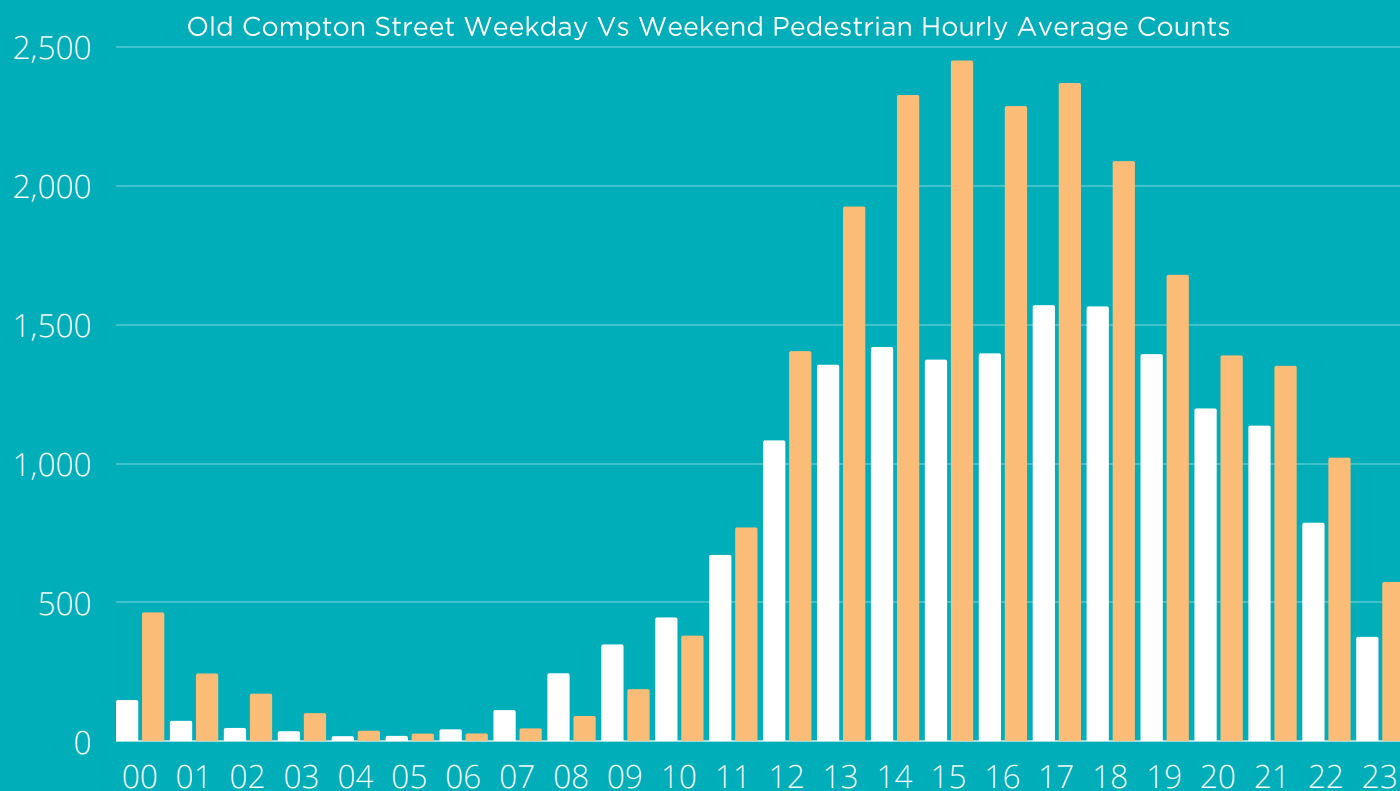
Al fresco dining from 5-11pm on weekdays and 12-11pm on weekends.

Close to popular restaurants and hospitality venues in Soho.



This enabled outdoor “al fresco” dining as businesses could bring tables and chairs out onto the road space on evenings and weekends. Vivacity monitoring sensors were installed during this scheme, in August 2020. Although the Dean Street sensor was removed in March 2021, Westminster City Council has chosen to keep the Old Compton Street sensor up until September 2021 to monitor the returning al fresco dining scheme.

Impact: Pedestrians and Cars



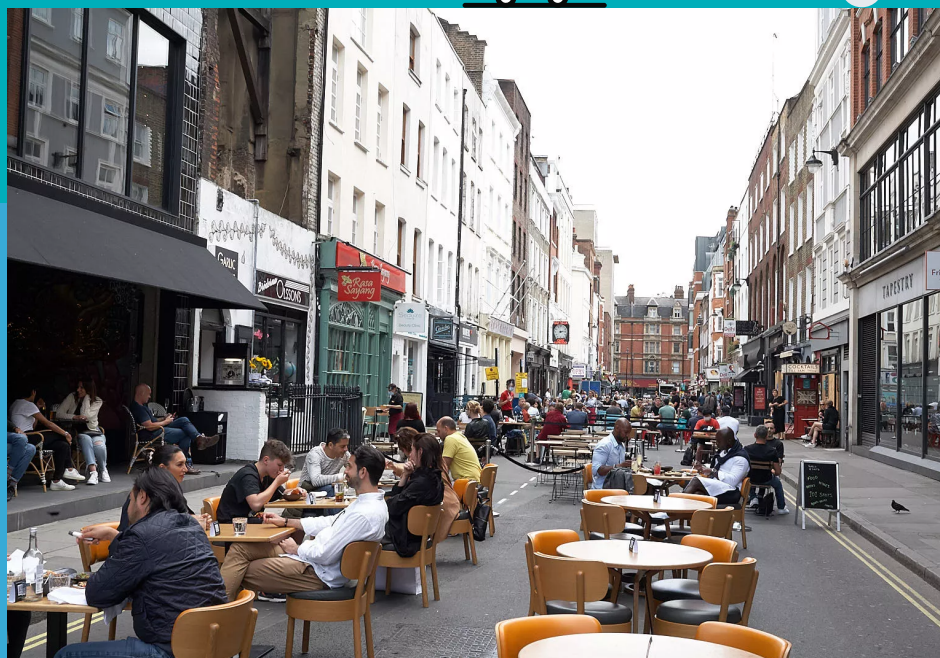
Analysis and Outcomes

The data analysis for pedestrians and cars show:



Crucially, the timing of the outdoor al fresco dining scheme coincided with almost zero cars and a significant rise in pedestrians.

The impact of the congestion and ultra-low emission zone as few cars visit Soho from 7am – 10pm.



Source: [Eater London](#)

There were also significantly more pedestrians on the weekends than weekdays, as the space was open for longer and more pedestrians can visit on the weekends.

Ultimately, there is monitoring evidence of the streetscape intervention causing a significant change in motorised and non-motorised traffic counts.

The Vivacity monitoring programme has allowed Westminster City Council to see the impact of their streetscape interventions at a critical time to support hospitality businesses in 2020. CRP's Vivacity analysis and reports have enabled Westminster City Council to use this monitoring data to support the implementation of future schemes, with the return of the scheme in 2021.

Project Background

CRP is offering value for money data analysis services to help unlock the potential of your data. If you are interested in getting more from your monitoring programme as a local authority, Business Improvement District or landowner, please contact us crp@crossriverpartnership.org



Top left: A pavement widening intervention in Herne Hill, London Borough of Lambeth.
Right: A CRP Vivacity monitoring camera in central London.
Bottom Left: Soho's CRP Vivacity monitoring location. Credit: Travers Lewis / Shutterstock.com

Clean Air Villages 3 was a Central Government-funded, behaviour change programme, which aims to reduce emissions by working directly with businesses, hospitals and communities. In its third year (2020-21) the project worked across 16 air pollution 'hotspots' (villages) within twelve London boroughs. In 2021-22, the project is expanding into new areas as part of Clean Air Villages 4. For more information about the project, and to access further resources and case studies, please visit: crossriverpartnership.org/projects/clean-air-villages-3/

