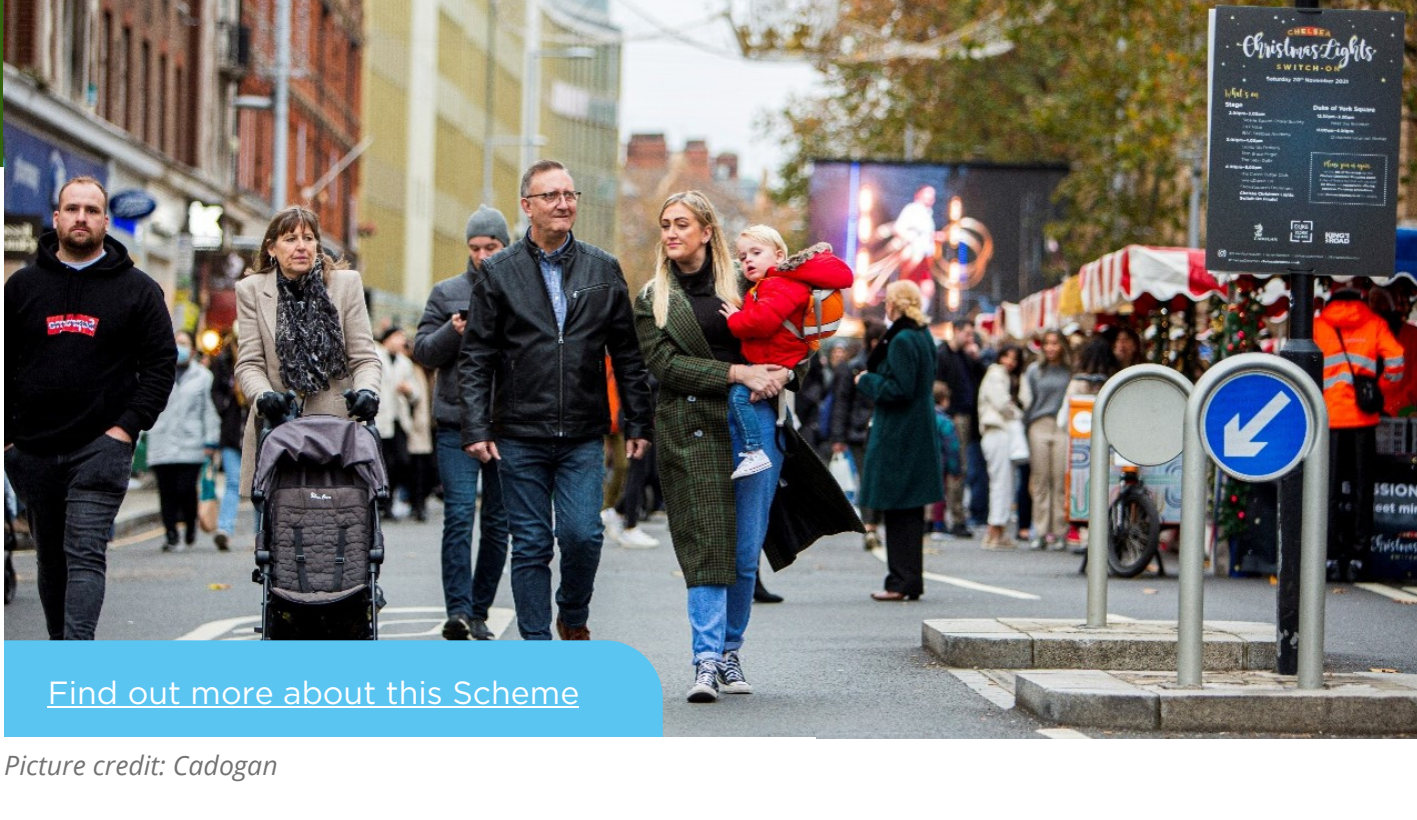




Kings Road Christmas Lights Switch On:

Closing Roads for Christmas.



[Find out more about this Scheme](#)

Picture credit: Cadogan

Cross River Partnership's Healthy Streets Everyday (HSE) Programme helped to fund a Kings Road Christmas Lights Switch On Event in partnership with Cadogan. As part of the event, a 200m section of Kings Road was closed to allow people to congregate for the switch on and to watch the fireworks. The closure also helped to accommodate a Christmas Market with 60 stalls, as well as performances by dancers and acrobats for families to enjoy. The event was a great success and attracted 75,000 visitors to the estate.

The event also had its very own zero emission shop and drop service. As part of this, six cargo bikes were available to deliver any goods that the public had bought at the market back to their homes. The service was free to use, and the cargo bikes were showcased to the public to raise awareness of the scheme.

“As part of Cross River Partnership's Healthy Streets Everyday programme, and in partnership with the Royal Borough of Kensington and Chelsea, Cadogan was excited to pedestrianise part of the King's Road in Chelsea for the first time, in November 2021. To celebrate our Christmas Lights Switch On, we arranged an afternoon of entertainment, and a festive edition of Duke of York Square's Fine Food Market. Together with a cargo bike roadshow, we offered a free 'shop & drop' service for locals which was really well received. We had over 75,000 visitors to the Estate and saw a 9% drop in nitrogen oxides on the day, which is an incredible improvement in air quality.

Kate Neale, Sustainability Manager at Cadogan



Picture credit: Cadogan

Closing Kings Road

Although the road closure sounds relatively small, it was actually a very big undertaking. Eight bus routes were impacted and diversions put in place, multiple parking bays had to be closed, and advance warning had to be given to all those impacted. As a result, a travel management plan had to be created to ensure that the impacts of the road closure were mitigated as much as possible.

The Impact on Air Quality

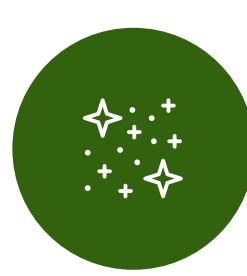
Initial data indicated that there were good air quality improvements as a result of the road closure:



NO₂ was reduced by 1%



NO was reduced by 16%



NO_x reduced by 9%

Nevertheless, more detailed analysis of the event (including data following the reopening of Kings Road) will be needed to paint a more accurate picture of the impacts on air quality.



[Find out more about this Scheme](#)

Picture credit: Cadogan

What is the Healthy Streets Everyday Programme?

Cross River Partnership's Healthy Streets Everyday Programme is a 3-year cross-sector project that is funded by the Mayor's Air Quality Fund. The project aims to empower boroughs, businesses and communities across London to deliver pedestrian-priority healthy streets, increase walking rates and reduce emissions and exposure to toxic air pollution.

The programme is also helping to supplement London's COVID response by creating streets that can accommodate and encourage increases in sustainable and active travel, and that are pleasant, safe places that all Londoners' can safely enjoy.

For more information, please visit CRP's [Healthy Streets Everyday Webpage](#).



Project Partners

Cross River Partnership is proud to be working with the following Local Authorities and other partners.

