

The Vision for South End Green



Pleasant neighbourhood centre - a rare picture of South End Green with bus stands suspended.

- 6.57 The road system in South End Green poses particular problems for pedestrians who must negotiate busy lanes of traffic to get from one side to another. The Green itself is an isolated traffic island, with traffic and bus stands all around it, substantially diminishing the pedestrian experience and destroying visual sightlines of what could otherwise be a pleasant and vibrant neighbourhood centre.



Bus stands in South End Road, on either side of South End Green

- 6.58 Recent improvements to the London Overground service have led to a substantial increase in the number of travelers using Hampstead Heath station. The Office of Rail Regulator's report for 2014/15 estimates the annual number of passengers using Hampstead Heath to be in excess of 1.5 million, only 500,000 less than Hampstead Underground Station at just over 2 million. Many passengers commute to work at the Royal Free Hospital whose permanent workforce in 2013/4 was 5,467 and which also employs substantial numbers of contractors. Others make use of Hampstead Heath station to visit the Heath and surrounding open spaces. The introduction of a large M&S foodstore has drawn yet more people to this centre.
- 6.59 Substantial public realm investment is therefore required to enable South End Green to cope with these large pedestrian movements, to ensure spaces are permeable and to remove the barriers that make the pedestrian experience an unhealthy and frustrating one.
- 6.60 While South End Green has for many years been a transport hub, significant problems are being caused by its use also a bus terminus/standing area and the volumes of buses and people have now reached such levels that this model is unsustainable.
- 6.61 Community engagement confirms that a shared use scheme and the reconfiguration of bus stands would be welcomed for South End Green. The Plan encourages Camden Council to work with partner organisations and Transport for London to help realise the community's vision for the area.