# Greenwich plans to make 7am to 7pm traffic restrictions permanent amid air quality gains



The controversial "7am to 7pm" traffic rule designed to curb congestion and improve air quality is set to become a permanent fixture in parts of London, specifically in the Royal Borough of Greenwich. This measure, aimed at reducing through traffic during peak weekday hours, limits vehicle access on selected roads between 7am and 10am and between 3pm and 7pm, encouraging residents to opt for sustainable transport methods such as cycling or public transit.

The 18-month trial of this Low Traffic Neighbourhood (LTN) scheme, which began in late November 2024, has seen significant community involvement. Local residents participated extensively in three rounds of consultation sessions, providing valuable feedback through public events and online forums. According to council updates, the scheme covers thirteen roads across West and East Greenwich, with camera-controlled restrictions enforcing the access limits during these times. Blue Badge holders and other eligible exemptions—including taxis, private hire vehicles, and council refuse vehicles—are granted certain allowances, with the possibility of increasing vehicle exemptions from one to two per eligible Blue Badge holder. Older residents who do not commute by alternative transportation may need to pass a compulsory test to qualify for exemptions.

The council reports encouraging environmental impacts from the trial, with nitrogen dioxide (NO2) levels dropping on 54% of monitored areas in West Greenwich and 66% in East Greenwich, and no areas recording increases. Such data suggests the scheme is contributing to improved air quality, addressing concerns about respiratory illnesses attributed to traffic pollution in the borough.

The initiative follows a broader trend across the UK, where many cities are introducing measures to reduce car traffic and foster cleaner urban environments. For example, Oxford has implemented a Zero Emission Zone (ZEZ) that charges vehicles entering certain areas from 7am to 7pm daily, including electric and hybrid models in some cases, underscoring a growing strategy to discourage polluting vehicles during peak hours. Similarly, in Liverpool and other cities, residents are increasingly turning to cycling, supported by new regulations designed to promote safe and sustainable travel.

Challenges remain, including initial confusion due to delayed signage installation, which necessitated a grace period extension until early January 2025 to help residents adjust. The local council also plans camera relocations for better enforcement and is committed to ongoing monitoring to assess broader impacts on neighbouring areas and local businesses.

Greenwich Council's Deputy Leader Averil Lekau highlighted that the scheme aims not only to ease congestion but also to create safer streets for pedestrians and cyclists, tackling health issues stemming from air pollution. As the trial concludes and formal decisions loom, the council appears poised to retain and possibly expand the LTN measures, cementing them as a permanent step towards sustainable urban living.

Overall, while some residents and drivers find restrictions like the 7am to 7pm rule inconvenient, evidence so far indicates that such policies can promote cleaner air, quieter streets, and healthier community environments, signalling a shift in how UK cities manage urban mobility.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.ecoportal.net/uk/controversial-7am-to-7pm-rule-permanent/512/), [[2]](https://www.royalgreenwich.gov.uk/news/2024/west-and-east-greenwich-neighbourhood-management-scheme-trial-begins), [[5]](https://www.onegreenwich.org/greenwich-council-sets-start-date-for-new-low-traffic-neighbourhood-scheme), [[7]](https://greenwichwire.co.uk/2024/08/20/rush-hour-greenwich-ltn-gets-final-go-ahead-with-extra-monitoring/)
* Paragraph 2 – [[1]](https://www.ecoportal.net/uk/controversial-7am-to-7pm-rule-permanent/512/), [[3]](https://www.royalgreenwich.gov.uk/news/2025/west-and-east-greenwich-neighbourhood-management-trial-public-consultation-end-24-june), [[5]](https://www.onegreenwich.org/greenwich-council-sets-start-date-for-new-low-traffic-neighbourhood-scheme)
* Paragraph 3 – [[1]](https://www.ecoportal.net/uk/controversial-7am-to-7pm-rule-permanent/512/)
* Paragraph 4 – [[1]](https://www.ecoportal.net/uk/controversial-7am-to-7pm-rule-permanent/512/), [[2]](https://www.royalgreenwich.gov.uk/news/2024/west-and-east-greenwich-neighbourhood-management-scheme-trial-begins), [[3]](https://www.royalgreenwich.gov.uk/news/2025/west-and-east-greenwich-neighbourhood-management-trial-public-consultation-end-24-june), [[5]](https://www.onegreenwich.org/greenwich-council-sets-start-date-for-new-low-traffic-neighbourhood-scheme), [[7]](https://greenwichwire.co.uk/2024/08/20/rush-hour-greenwich-ltn-gets-final-go-ahead-with-extra-monitoring/)
* Paragraph 5 – [[1]](https://www.ecoportal.net/uk/controversial-7am-to-7pm-rule-permanent/512/), [[6]](https://greenwichwire.co.uk/2024/12/06/greenwich-ltn-council-wont-extend-grace-period-despite-signs-delay/)
* Paragraph 6 – [[1]](https://www.ecoportal.net/uk/controversial-7am-to-7pm-rule-permanent/512/), [[4]](https://greenwichwire.co.uk/2024/11/20/greenwich-ltn-low-traffic-neighbourhood-averil-lekau/), [[7]](https://greenwichwire.co.uk/2024/08/20/rush-hour-greenwich-ltn-gets-final-go-ahead-with-extra-monitoring/)
* Paragraph 7 – [[1]](https://www.ecoportal.net/uk/controversial-7am-to-7pm-rule-permanent/512/)

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## Bibliography

1. <https://www.ecoportal.net/uk/controversial-7am-to-7pm-rule-permanent/512/> - Please view link - unable to able to access data
2. <https://www.royalgreenwich.gov.uk/news/2024/west-and-east-greenwich-neighbourhood-management-scheme-trial-begins> - The Royal Borough of Greenwich initiated an 18-month trial on 27 November 2024, introducing traffic-calming measures in west and east Greenwich. The scheme aims to reduce congestion, enhance air quality, and improve road safety by implementing part-time weekday restrictions (7am to 10am and 3pm to 7pm) on specific roads. Exemptions include Blue Badge holders, taxis, private hire vehicles, council refuse vehicles, and individuals or community groups with special circumstances. The trial is designed to make the area safer and more accessible for pedestrians and cyclists by reducing non-residential traffic.
3. <https://www.royalgreenwich.gov.uk/news/2025/west-and-east-greenwich-neighbourhood-management-trial-public-consultation-end-24-june> - The public consultation for the West and East Greenwich Neighbourhood Management Trial, which began on 27 November 2024, concluded on 24 June 2025. The trial employs part-time camera-controlled restrictions on weekdays during peak hours (7am to 10am and 3pm to 7pm) to prevent through traffic on seven roads in West Greenwich and six in East Greenwich. Exemptions are provided for Blue Badge holders, taxis, private hire vehicles, council refuse vehicles, and individuals or community groups with special circumstances. The consultation aimed to gather feedback to inform the future of the scheme.
4. <https://greenwichwire.co.uk/2024/11/20/greenwich-ltn-low-traffic-neighbourhood-averil-lekau/> - Greenwich Council's Deputy Leader, Averil Lekau, discussed the implementation of a Low Traffic Neighbourhood (LTN) in Greenwich and Blackheath, set to begin on 27 November 2024. The scheme restricts through traffic on specific roads between 7am and 10am, and 3pm to 7pm on weekdays, with exemptions for buses, taxis, and individuals in special circumstances. The initiative aims to combat high rates of respiratory illnesses in the area, attributed to air pollution, by reducing traffic and promoting safer, more accessible environments for walking and cycling.
5. <https://www.onegreenwich.org/greenwich-council-sets-start-date-for-new-low-traffic-neighbourhood-scheme> - The Royal Borough of Greenwich announced the start date for its experimental traffic order (ETO), implementing Low Traffic Neighbourhoods (LTNs) across West and East Greenwich, effective from 27 November 2024. The scheme includes part-time camera-controlled restrictions on weekdays during peak hours (7am to 10am and 3pm to 7pm) to prevent through traffic on specific roads. Exemptions are provided for Blue Badge holders, taxis, private hire vehicles, council refuse vehicles, and individuals or community groups with special circumstances. The initiative aims to reduce congestion, improve air quality, and enhance road safety.
6. <https://greenwichwire.co.uk/2024/12/06/greenwich-ltn-council-wont-extend-grace-period-despite-signs-delay/> - In December 2024, Greenwich Council extended the grace period for the Low Traffic Neighbourhood (LTN) scheme until 2 January 2025, following feedback from the community. The extension was implemented to address confusion caused by signage delays and to ensure clarity for residents. The LTN scheme, which began on 27 November 2024, restricts through traffic on specific roads between 7am and 10am, and 3pm to 7pm on weekdays, with exemptions for buses, taxis, and individuals in special circumstances. The extension aimed to provide residents with additional time to adjust to the new traffic measures.
7. <https://greenwichwire.co.uk/2024/08/20/rush-hour-greenwich-ltn-gets-final-go-ahead-with-extra-monitoring/> - In August 2024, Greenwich Council approved the implementation of a rush-hour Low Traffic Neighbourhood (LTN) in parts of Greenwich and Blackheath. The scheme restricts through traffic on specific roads between 7am and 10am, and 3pm to 7pm on weekdays, with exemptions for buses, taxis, and individuals in special circumstances. The decision followed consultations and included provisions for additional monitoring and consultation in neighbouring areas to assess the impact of the LTN and address any concerns from residents and local businesses.