



HomeRun

Heath Cycle Route Analysis

25 April 2022



THE GREEN SCHOOL TRAVEL PLATFORM

Hampstead HomeRun data:

- Launched in May 2018
- **7 schools** in Camden are working with HomeRun.
- Comprising of **1523 pupils**
- With **over 65%** of their parents signed up and active on the platform
- Most recent data available: January 2022

TOTAL CARS
USED



410 cars

% CARS
HYBRID/ELECTRIC



31%

NO. OF PUPILS



1523 pupils

AVG. JOURNEY
DISTANCE

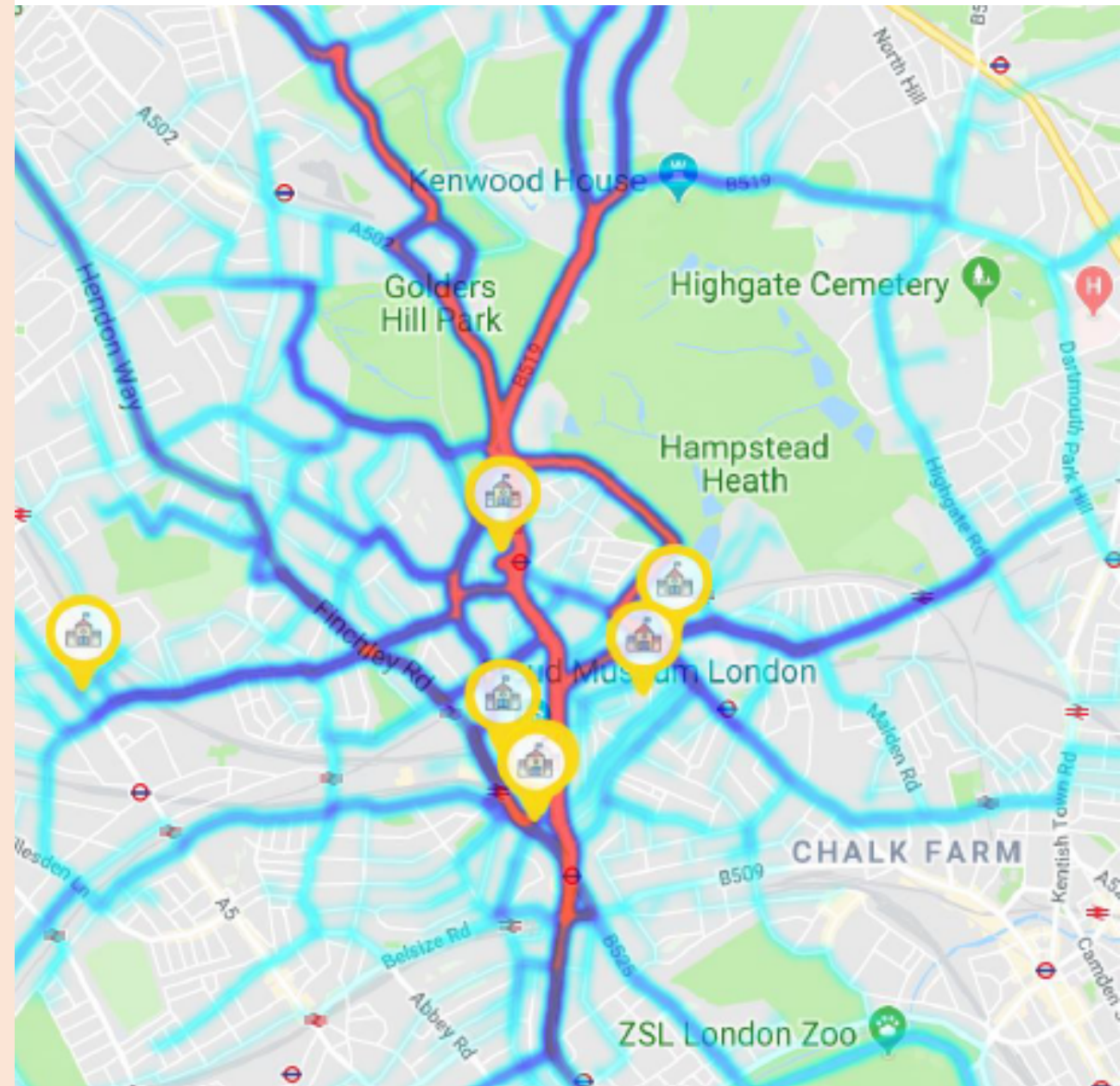


2.2 miles

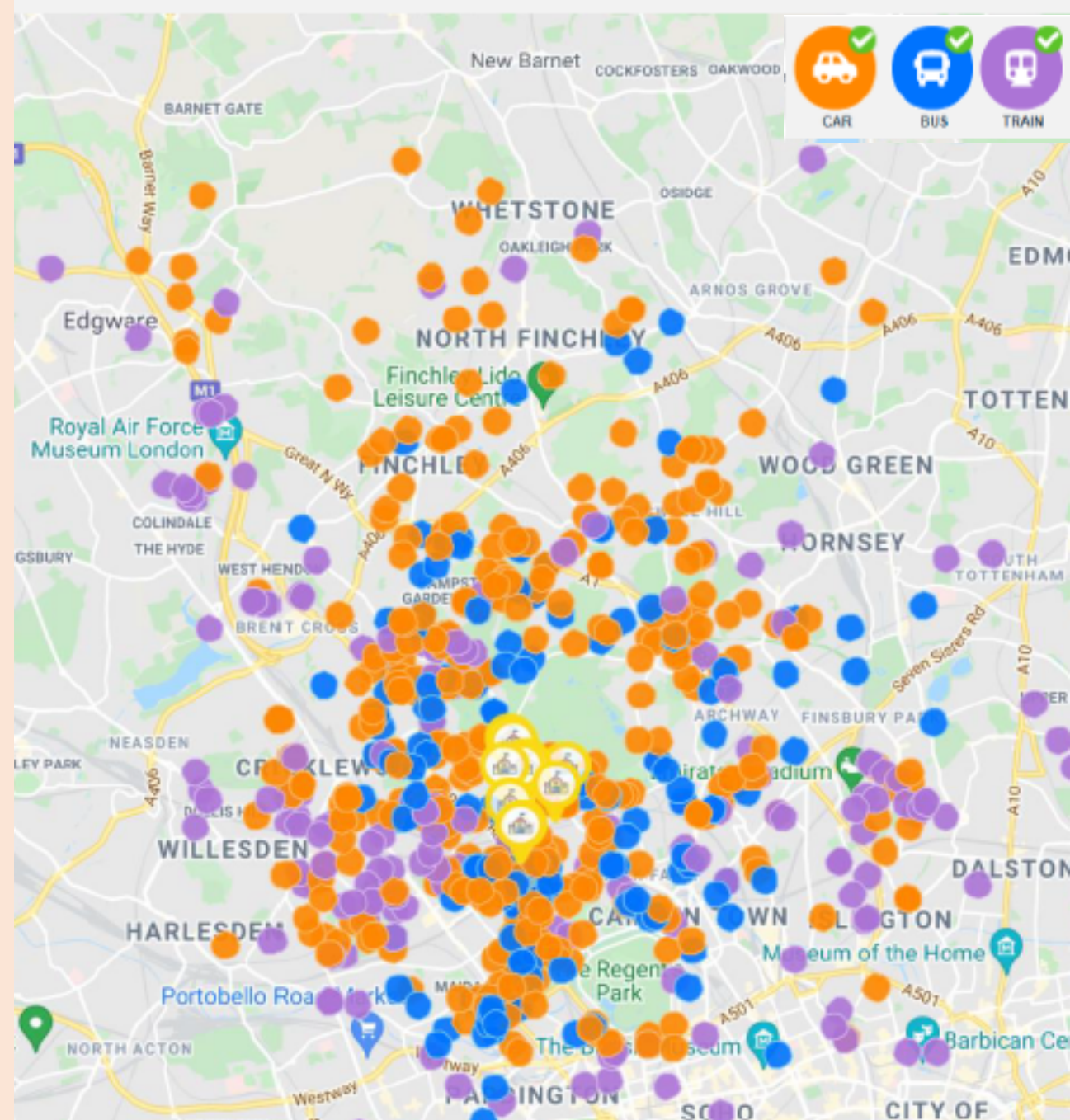
→ There are 4 frequently used routes around the Heath that would be made more direct if using cycle routes through the park:

North-South axis: New End way and Spaniards road

East-West axis: Gordon house rd – connecting Highgate rd to the West of Hampstead Heath

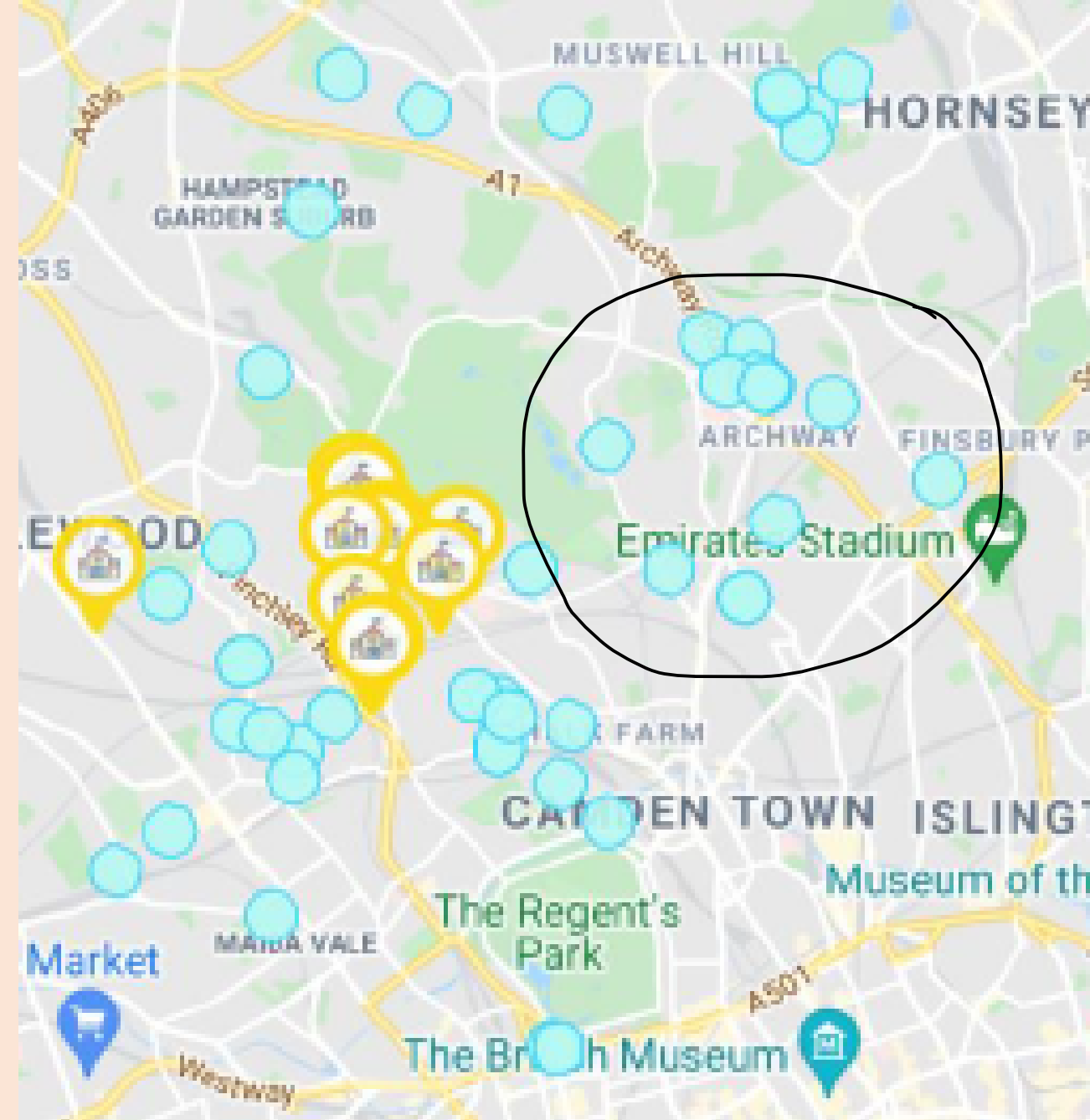


- Current HomeRun data shows potential for modal shift from people traveling by car or public transport across and around Hampstead Heath during their school runs
- **192 pupils** made their journeys to Hampstead using a public bus.
- **249 pupils** made their journeys to Hampstead using a train.
- **410 pupils** made their journeys to Hampstead in low occupancy cars.



School journeys into NW3 by car and public transport

- Current HomeRun data shows potential for current cycle journeys into NW3 to be made more direct by cycling through Hampstead Heath
- **29 pupils** made their journeys cycling to school.
- **18 pupils** made their journeys cycling East to West.
- **10 pupils existing** cycling journeys could be made more easily by going across Hampstead Heath.
- More journeys made by car or public transport, from just East of the Heath, could be made across the Heath by cycling.



School journeys into NW3 by cycling