



West London Strategic Transport Group

A Ten Point Plan for Transport in West London

1 INTRODUCTION

1.1 This document sets out a proposed Ten Point Plan for Transport in West London. It has been developed for the West London Strategic Transport Group (WL STG) and draws on previous work undertaken by the group:

- The Transport Vision of a sustainable transport system meeting the needs of residents, businesses and visitors (see Appendix A);
- WL STG response to the Mayor's proposed Alteration to the London Plan;
- WL STG response to the TfL document "Transport 2025"; and
- the outcomes from the West London Transport Conference (10 January 2007).

MVA Consultancy have also undertaken a series of meetings with Borough officers and the Park Royal Partnership transport team, to help develop the plan. The revised version of the Plan also draws on comments received on an initial draft which was presented to the WL STG Meeting on 28 February 2007.

1.2 The aim is to compile a plan and a series of actions that WL STG members can take forward over the next few years. The main objective is to create a consensus around a single and consistent set of ideas and proposals that can be pursued by all members of the group through the actions and mechanisms that are available to them. Consolidating members' continuing activities on transport policy around this single common set of actions should enable a coherent strategy to be articulated and advocated by everyone. This in turn should create **greater awareness and comprehension by other stakeholders of the transport needs of West London** and hence have greater overall impact and influence. It will also provide a framework for the development of further practical transport schemes through the WestTrans officer working group.

1.3 The ten point plan is arranged in three main sections. First there is a short executive summary of all ten points on two pages, designed for those who only need to see the main headlines of the plan content. Second, there is a detailed explanation and justification for each of the ten components of the plan and a brief description of the means by which we expect the plan to be implemented. Finally there is an action plan for implementation, setting out the details (who, what, when, where and how) and the agenda for action by WL STG members.

1.4 The Board of the West London Partnership, involving the leaders of the six Boroughs, business executives and other sector representatives considered and endorsed the plan at their meeting on 26 June 2007.

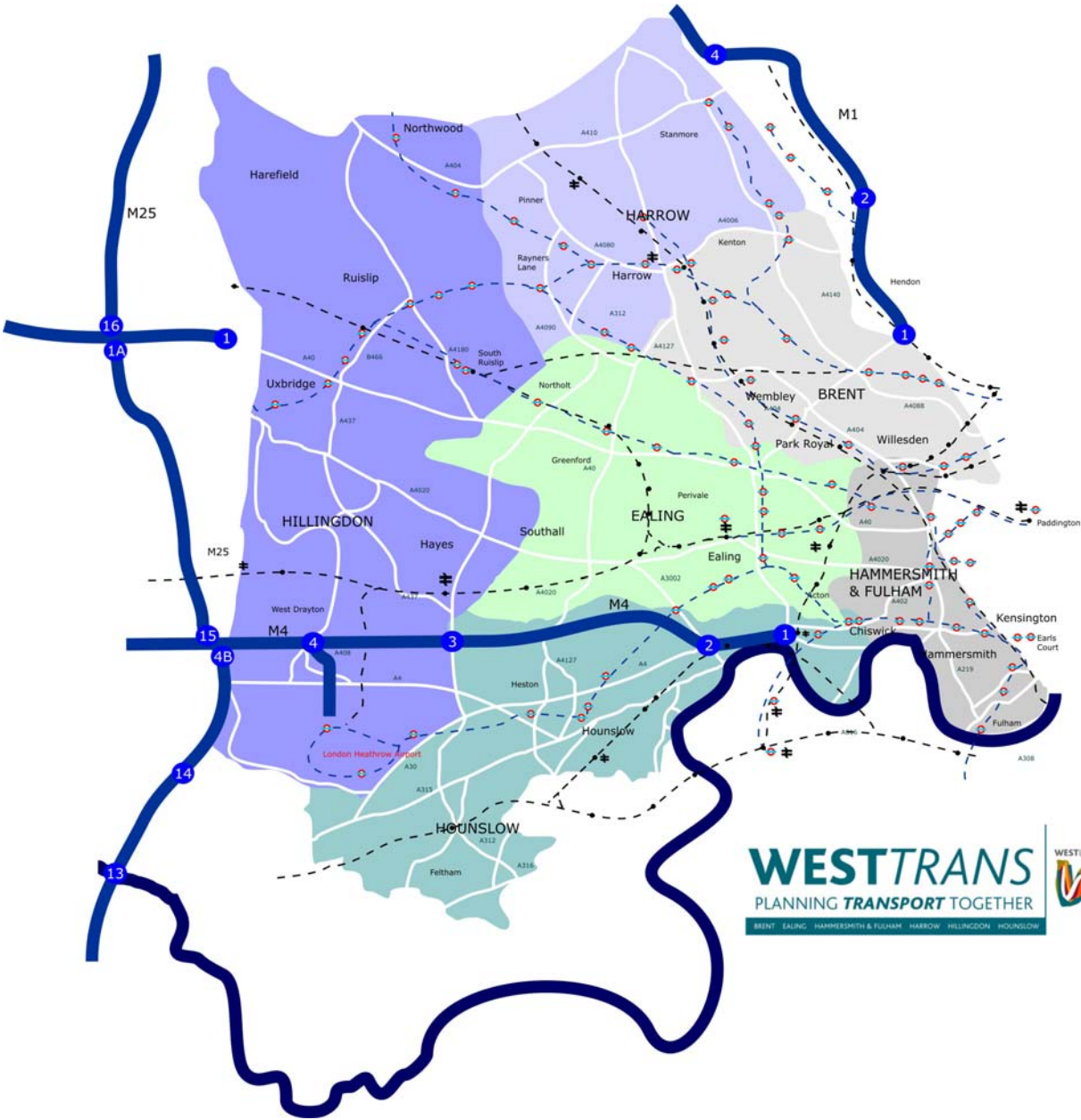


2 EXECUTIVE SUMMARY

<p>1: Reducing Road Traffic Congestion</p>	<p>Road traffic congestion continues to be a major concern for virtually all stakeholders in West London. Our vision stresses the need for ease of movement, improved reliability of travel times and a reduced environmental impact including better air quality. All these can be facilitated by reducing the volume of traffic, especially at peak times. WL STG will seek to encourage more sustainable choices of transport mode by all parties in West London by promoting Travel Planning. We will monitor the development of measures such as individual travel planning and review road user charging options as Government and TfL policy becomes clearer.</p>
<p>2: Integrating Land Use Planning and Transport Planning</p>	<p>Better integration of transport planning with the development of land within West London has the potential to reduce the overall demand for travel and to make the consequent patterns of travel easier to serve by more sustainable modes of transport. Working with GLA, TfL and other parties, we will seek to secure sustainable patterns of land use development and the transport services to access them.</p>
<p>3: Facilitating Orbital Movement</p>	<p>Most of the major transport routes in West London provide for radial movements to and from central London. However orbital movements are generally poorly served. This has a major detrimental effect on communities across the sub-region, limiting options to access the opportunities for jobs, education, healthcare, shopping and leisure that are widely distributed across West London. We will work to secure improved orbital transport facilities and services, such as the FastBus proposal.</p>
<p>4: Improving Interchange</p>	<p>Due in part to the radial nature of the transport system, many journeys in West London require use of more than one route or mode, therefore requiring interchange. The nature and quality of interchanges is thus a highly important aspect of the public transport “offer” in West London. We will work with TfL and transport operators to make interchange convenient, safe, quick and easy.</p>
<p>5: Transport Infrastructure</p>	<p>To address the strategic deficiencies in the West London transport network it will be necessary to have regard to the long-term planning of the transport infrastructure that serves the sub-region. Long-term master planning is the most effective way to progress the joint development of transport and land uses and produce effective and efficient transport systems that serve a multiplicity of economic, environmental and social objectives. We will seek to establish a long-term strategy for the improvement and expansion of transport infrastructure in West London.</p>
<p>6: Improving Bus Services</p>	<p>The bus remains not only a highly important mode of transport for West London, but also the one with the greatest short-term potential for change in terms of routes, frequencies and capacities. Improving bus services should improve local accessibility and connections to the strategic transport network, particularly for those who do not</p>



	<p>have access to a car. It helps to both address social exclusion and contain traffic congestion. We will work with TfL Buses to devise practical and feasible options for bus services in West London and to assess their merits against competing priorities.</p>
7: Heathrow	<p>Heathrow is a major focus of surface access movements by airline passengers and those meeting and greeting them; by employees at the airport and related airport and airline supply industries; and by businesses located in the Heathrow area, such as hotels and conference facilities. Improving access to Heathrow by public transport so as to minimise its impact on the surrounding neighbourhoods is of vital importance to West London. We will work with BAA to secure to secure efficient and effective surface access to the airport, minimising the transport impact on surrounding communities.</p>
8: Complementary Local Services	<p>The majority of journeys in West London are short, with many trips being made to jobs, shops, healthcare and other destinations in town centres, employment locations and activity centres that are relatively close to people's homes. We want as many as possible of these short trips to be accomplished by walking and cycling so as to reduce the pressure on the road network, to improve environmental conditions including air quality and to generate the personal physical activity that is necessary for a healthy lifestyle. We will encourage all WL STG partners to help promote the viability and vibrancy of local centres to ensure that people have the option of staying local. Through the WestTrans Borough Partnership we will promote improvements to the public realm and local access arrangements, especially for walking and cycling.</p>
9: Freight	<p>Freight transport is vital to business and industry in West London, and to provide the delivery of goods and services to people's homes. However, inconsiderate use of freight vehicles continues to cause local concern and to contribute to traffic congestion and environmental disturbance. Working through the West London Freight Quality Partnership (WL FQP), we will seek to improve the efficiency of freight services to West London business while limiting the impact of freight traffic on the community and the environment.</p>
10: Customer Focus	<p>There is increasing recognition of the need to adopt modern standards of quality and a customer focussed approach to the delivery of all public services. Whilst the primary objectives of providing a direct, quick, cheap, safe and reliable transport service remain paramount, there has been increasing recognition that "soft" factors are also very important. Customer care; staff friendliness; driver attitude; simplified route patterns, timetables and information; ease of buying and using tickets; and the safety and security aspects of travel are all important influences on choice of travel mode. We will work with TfL and transport operators to promote greater customer focus and a clear and comprehensible network of public transport services on a sub-regional basis.</p>



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3 A TEN-POINT PLAN FOR TRANSPORT IN WEST LONDON

3.1 Point 1: Reducing Road Traffic Congestion

- 3.1.1 Road traffic congestion continues to be a major concern for virtually all stakeholders in West London. Our vision stresses the need for ease of movement, improved reliability of travel times and a reduced environmental impact including better air quality. All these can be facilitated by reducing the volume of traffic, especially at peak times.
- 3.1.2 Traffic congestion arises when too many vehicles try to use the same stretch of road at the same time. Traffic has grown in consequence of increasing population, increasing wealth, greater car ownership and people travelling further to meet their needs and aspirations for access to jobs, education, shopping, recreation and social activities. Whilst there is some evidence that traffic volumes on major roads in London are stabilising, traffic congestion appears to be growing, in part due to priority being given to buses, pedestrians and public realm improvements¹.
- 3.1.3 To some extent the level of traffic congestion is determined by the level and quality of service supplied by the next best alternative means of transport, usually the public transport system. If traffic congestion causes trips by car to be too time consuming, unreliable and frustrating, then people will switch to their next best alternative mode. Similarly, people will continue to use public transport until they perceive that their journey could be accomplished more conveniently by private car. Thus the level of service provided by public transport provides a balance or constraint on traffic congestion. It follows that higher quality of public transport service will help to counter the problem of traffic congestion.
- 3.1.4 But with the prevailing congestion conditions remaining at undesirable levels, other measures will also be required. These are generally seen as reducing the demand for car travel, either through “soft” measures that seek to influence travel choice behaviour, or by adoption of “hard” measures including pricing incentives, such as car parking charges and road pricing.
- 3.1.5 WL STG and WestTrans² will continue to support and promote Travel Planning, and to seek its wider adoption across the sub-region by businesses, public bodies and institutions. This requires action by all WL STG members to commit to introducing voluntary travel planning schemes in their own activities, and to incentivising and encouraging other organisations to do the same. These proposals are set out in the attached Action Plan.
- 3.1.6 WL STG will also monitor closely the development of other “soft” options to influence travel choices, such as personalised travel planning which will be the subject of a major experiment by

¹ TfL, Transport 2025: Transport vision for a growing world city, 2006 page 39

² WestTrans is the Transport Officer working group of the six West London Boroughs and the Park Royal Partnership

TfL in the New Malden area of Kingston during 2007, with a view to adopting best practice in West London. Early trials have indicated the potential to reduce travel demand by 14%³.

- 3.1.7 WL STG will also continue to review the options for reducing traffic levels in West London through fiscal measures such as road user charging, as the positions of Government and TfL become clear.
- 3.1.8 WL STG continues to support TfL, WestTrans and Borough efforts to identify the specific causes of local traffic congestion and to design measures to alleviate specific bottlenecks so as to improve the overall efficiency of highway networks for all road users.



Traffic Congestion in Hounslow

³ London Councils & Transport 2000 Trust, Making Way for better transport in outer London, 2006.



3.2 Point 2: Integrating Land Use Planning and Transport Planning

- 3.2.1 Better integration of transport planning with the development of land within West London has the potential to reduce the overall demand for travel and to make the consequent patterns of travel easier to serve by more sustainable modes of transport.
- 3.2.2 West London has a dynamic economy and there is widespread acceptance of the need for development and re-development of its pattern of land uses and activities. This includes recognition of the need for intensification of development, thereby making better use of scarce land resources. However, there is a real and genuine concern at local level throughout the sub-region about the consequences of development for traffic, congestion and environmental quality. At local level, Boroughs continue to exercise their development control powers, balancing development needs against wider impacts, including transport issues. While travel planning arrangements and s106 agreements can help to mitigate *local* impacts, there is a need to ensure that the strategic transport network can support the wider and cumulative effects of this pattern of intensification.
- 3.2.3 It is against this background of accommodating continuing dynamic change (for example, major development sites at Wembley, Southall Gas Works, White City, Harrow, RAF Uxbridge and Brentford) that WL STG expresses its concern about the lack of a co-ordinated approach to the planning and transport development. This is particularly relevant for the “opportunity areas” designated within the London Plan. These areas, which are identified as locations for major development, are often not well located with reference to the strategic transport network, and it is accepted by TfL that “each location will need both effective mass transit linkages and local transport improvements to ensure their viability and sustainable development”⁴.
- 3.2.4 Thus WL STG response to the Mayor’s Proposed Alterations to the London Plan has stressed our concern about the mis-match between the designation of opportunity areas and the lack of firm commitments (or indeed a process to plan, agree and secure) the necessary transport infrastructure and services to serve these large development sites.
- 3.2.5 WL STG supports the principles of sustainable and integrated development of land use and transport proposals as set out in Government Guidance⁵. WL STG will continue to push for the development of more integrated and sustainable land use patterns and transport systems. In particular WL STG supports (i) the encouragement of large-scale development to locate close to existing hubs in the public transport network or in areas with good public transport accessibility and (ii) the development of improved services and facilities in existing town centres to reduce the need to travel outside the sub-region.
- 3.2.6 WL STG will pursue the improved integration of land use and transport through a strategic approach exemplified by the representations already made by the West London Partnership to the Mayor’s proposed Alterations to the London Plan. In particular WL STG will prepare a map showing major development proposals for West London, illustrating the size and scale of continuing development pressures on the transport infrastructure of West London, and will seek

⁴ TfL, Transport 2025: Transport vision for a growing world city, 2006 page 30.

⁵ DCLG, Planning Policy Guidance Note 13 Transport, 2001.

further discussions with TfL on how best to address the issues arising from this widespread pattern of development.

- 3.2.7 Boroughs will continue to support this objective by applying consistent sustainable development policies through their plan making and development control functions, for example by encouraging mixed use developments where residential, commercial, educational and healthcare uses can co-exist in close proximity, contributing to regeneration and sustainability. Other parties that work with WL STG will commit to making planning applications that are commensurate with the principles of sustainable development.
- 3.2.8 WL STG and its constituent parties will seek to work more closely with the local and regional authorities and other stakeholders beyond the London boundary to ensure consistency of policies and their effectiveness in addressing the travel demands created outside the Greater London boundary.
- 3.2.9 WL STG will also continue to work co-operatively with other Borough groupings, such as SWELTRAC⁶ and NORP⁷, and the West London Air Quality Cluster Group, to achieve both general and specific transport-related objectives.



Development at Park Royal

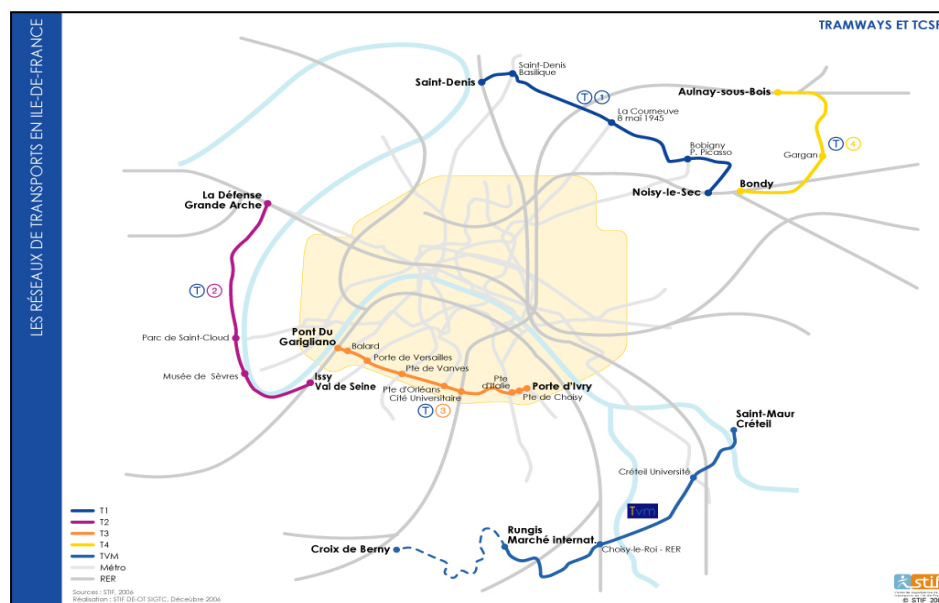
⁶ South and West London Transport Conference

⁷ North London Rail Partnership



3.3 Point 3: Facilitating Orbital Movement

- 3.3.1 Most of the major transport routes in West London provide for radial movements to and from central London. However in contrast orbital movements are generally poorly served. This has the effect of reducing not only the opportunities for longer-distance orbital movements across the sub-region but also the locally focussed journeys to town centres and employment centres from non-radial directions. The relatively poor quality of orbital journey services thus has a major detrimental effect on communities across the sub-region, limiting options to access the opportunities for jobs, education, healthcare, shopping and leisure that are widely distributed in different locations across West London.
- 3.3.2 Inevitably, movement patterns have developed that utilise the predominantly radial pattern of infrastructure and services. Hence the observable demand for orbital movement has shrunk to a level that is commensurate with the relative poor level of available service. This means that provision of additional and improved orbital service cannot initially command a high level of patronage. It will be necessary to nurture and promote the availability of orbital services over a long period if people are to have the confidence to commit their lifestyles and travel choices to be based on these orbital services.
- 3.3.3 It is interesting to note that in Paris⁸, four orbital transport services have been established in recent times, forming part of an overall strategic plan for developing public transport orbital links with the aims of reducing car dependency, serving business centres, supporting regeneration and improving the poor image of suburban centres.



Recent Development of Orbital Transport Systems in the Paris Region

⁸ MVA, Information Note on orbital routes in Paris, 2007



- 3.3.4 WL STG and its constituent bodies will seek to improve orbital connections, particularly in outer West London, linking town centres and employment locations and improving the accessibility of places that are not located close to radial routes. For example, there is no direct bus route connecting Southall (a location with high levels of unemployment and deprivation) with the important employment centre at the Golden Mile (A4) in Hounslow. We advocate that a transport needs analysis should be undertaken to identify similar problems across the sub-region. Accessibility mapping techniques based on access to destination services (i.e. ACCESSION rather than the PTALS methodology⁹ used by TfL) could be employed to identify locations and routes where further development of connectivity is warranted. Based on such an analysis, WL STG will seek to explore jointly with TfL the development of options to address these identified deficiencies.
- 3.3.5 WL STG is persuaded that in order to encourage people in outer West London to use public transport rather than their own car it is necessary to offer a high quality and well publicised alternative. In particular, WL STG will promote FastBus as a concept that could achieve the objective to provide a step change in orbital public transport services and be delivered relatively quickly. The initial FastBus proposal¹⁰ is a specific project to provide better links between Wembley and Park Royal and potentially to Ealing, connecting seven radial rail routes. However FastBus also represents a concept for further application in other locations.
- 3.3.6 In the longer term, WL STG wishes to keep alive the options for major orbital infrastructure improvements, such as the West London Orbital (Capita Symonds, 2002) which is described further in the point on infrastructure (Point 5) below.

3.4 **Point 4: Improving Interchange**

- 3.4.1 Due in part to the radial nature of the transport system, many journeys in West London require use of more than one route or mode, therefore requiring interchange. The nature and quality of interchanges is thus a highly important aspect of the public transport “offer” in West London. The nature of interchanges varies between major transport hubs such as Ealing Broadway and Hammersmith tube and bus interchange, through to local bus stops providing a common stopping place between orbital and radial bus routes. Making interchange convenient, safe, quick and easy represents a relatively straightforward way to improve the quality of public transport service.
- 3.4.2 West London, and in particular inner West London, is well endowed with railway routes that cross each other. However, relatively few of these confluences have been developed into interchanges. Thus, for example, the crossing between the Central and Piccadilly lines at Park Royal has been identified as an opportunity to provide an important strategic interchange (“First Central”). There are similar opportunities at Old Oak Common for improving interchange between the North London Line, the Central Line and the Great Western main line, including the

⁹ ACCESSION measures the overall journey times by public transport to reach particular types of destination (e.g. healthcare, education, etc) and can map areas showing accessibility contours for different types of facilities. PTALS measures the ease of access and service level of public transport, but does not take into account where those routes go and what destinations and services can be reached.

¹⁰ Wembley – Park Royal FastBus, Summary of Proposal, LB Brent, February 2007

future Crossrail services. WL STG proposes that a strategic review of interchange opportunities between rail lines in West London should be undertaken, to identify opportunities and avoid development that would constrain future interchange projects, as has now happened in some locations (e.g. Chiswick Park).

- 3.4.3 Many railway stations serve as a focus for local shopping and commercial activity (e.g. Rayners Lane) but in other places there is separation between the station location and other public transport routes. For example Acton Central lies just off the Uxbridge Road corridor and improving the capability and visibility of interchange between the North London Line station and the bus routes along the A4020 could promote greater awareness of public transport travel opportunities.
- 3.4.4 WL STG supports a programme of actions to improve both the opportunities for interchange, and to improve the quality of existing interchanges, which are frequently very poor. WL STG supports the principles behind the TfL key interchange improvement programme to improve the connections between transport modes, including measures to improve information and personal security, and would urge greater priority for those interchanges in West London. WestTrans and the Boroughs will continue to seek maximum benefit from the TfL LIP Station Access Programme to improve the urban realm and interchange facilities at stations.



Interchange at Ealing Broadway



3.5 Point 5: Transport Infrastructure

- 3.5.1 To address the strategic deficiencies in the West London transport network it will be necessary to have regard to the long-term planning of the transport infrastructure that serves the sub-region. As can be seen from the example of Paris (see Point 3 above), long-term master planning can be an effective way to progress the joint development of transport and land uses and produce effective and efficient transport systems that serve a multiplicity of economic, environmental and social objectives.
- 3.5.2 WL STG therefore seeks to develop a long-term overall plan for addressing the transport infrastructure needs of West London, founded on a basic understanding of the spatial development of the sub-region, its businesses and activities. WL STG welcomes the opportunity to work with TfL on a sub-regional network plan, as a part of developing a revised version of the Mayor's Transport Strategy that elaborates in greater detail the transport proposals for each of London's sub regions.
- 3.5.3 As a part of the proposed review of long term transport options, WL STG wishes to see the West London Orbital¹¹ (Capita Symonds, 2002) included as a scheme for further assessment, including development of an outline business case. This proposal would improve north-south movement opportunities across the sub-region and could provide connections with up to 13 radial rail or underground routes – Northern Line, Thameslink, Metropolitan Line, Jubilee Line, Bakerloo Line, Piccadilly Line, Chiltern Line, Central Line, Heathrow Express, Great Western Line, Crossrail, District Line and South West Trains.
- 3.5.4 WL STG supports the introduction of Crossrail and the development of the Airtrack rail link proposals to serve Heathrow via Staines. WL STG urges that the Crossrail scheme is complemented by local services that extend the reach and impact of the Crossrail scheme across West London. We recommend that a review is undertaken of the network and service patterns of other public transport modes serving the Crossrail stations in West London, to ensure that benefits from Crossrail are extended into the local communities of West London, as well as serving the central London commuter market and Heathrow (see Point 7 below).
- 3.5.5 West London Tram continues to be promoted by TfL. This scheme reinforces the predominantly radial pattern of services in West London and will primarily draw its patronage from the existing bus routes serving this corridor. WL STG does not see this scheme as tackling matters of greatest priority to the people and communities of West London. WL STG will seek to secure improved efficiency in the use of radial highway capacity along the Uxbridge Road whilst recognising the need to maintain and enhance orbital capacity, to improve the design quality of the public realm and to minimise the displacement of traffic onto residential streets.
- 3.5.6 WL STG wishes to see further investment in the capacity and quality of the strategic transport network in West London, particularly to remedy the deficiency in orbital services. Recognising the need to achieve early and cost effective interventions, WL STG supports the development of

¹¹ Capita Symonds, West London Orbital: a study for West London Alliance, West London Business and West London Leadership, February 2002.



the Wembley – Park Royal FastBus scheme as an exemplar scheme, to be followed by further similar schemes. Further discussion of bus services can be found in Point 6 below.

3.6 Point 6: Improving Bus Services

3.6.1 The West London Transport Conference (January 2007) confirmed that the bus remains not only a highly important mode of transport for West London, but also the one with the greatest short-term potential for change in terms of routes, frequencies and capacities. There have been considerable improvements in frequency, reliability and operating hours of bus routes. But further improving bus services can promote local accessibility and connections to the strategic transport network, particularly for those who do not have access to a car. It helps to both address social exclusion and contain traffic congestion.

3.6.2 TfL have identified 10 functions for the bus system in London¹²:

- Getting people to work in central London, town centres and other key employment centres
- Acting as a feeder and distributor mode to and from rail and Underground stations
- Serving medium volume corridors such as radial flows to local town centres
- Providing orbital and other non-radial connectivity
- Supporting regeneration by providing the first public transport service in new residential areas
- Providing public transport links to schools, shopping centres, retail outlets, healthcare and leisure facilities
- Serving local journeys (e.g. linking residential areas to town centres)
- Providing a 24 hour service to support the 24 hour economy
- Providing the night bus network that offers London's night workers safe travel options and affordable public transport
- Providing an accessible network across London.

3.6.3 TfL have proposed that the bus service will be expanded by 20 percent by 2016 and by a further 20 percent to 2025 to reduce congestion and emissions and to “provide an attractive alternative and support modal shift away from the car, especially in outer London”¹³. WL STG supports the general thrust of this policy, but would like to see greater vision and flexibility in the future design of bus routes and services in West London. Current TfL processes for bus service planning have not brought forward the orbital services, such as FastBus, that we believe are essential to provide orbital connections of a quality sufficient to persuade people to transfer from their car.

3.6.4 WL STG advocates a review, in collaboration with TfL Buses, of the opportunities to make significant improvements to the routes, operating hours, speeds and frequencies of bus services in West London. Services should be focussed on meeting people's need to travel (see also point 10 below). In particular we advocate that a comprehensive review of the West London Bus Network be undertaken from an accessibility perspective (see Point 3 above), identifying the locations that are poorly served and seeking solutions to remedy these deficiencies. WL STG

¹² TfL, Transport 2025: Transport vision for a growing world city, 2006 pages 91-92

¹³ TfL, Transport 2025: Transport vision for a growing world city, 2006 page 92.

will seek to work with TfL to devise further options for bus services and to help assess their merits against competing priorities.

- 3.6.5 WL STG recognises that bus service reliability is a very important aspect of service delivery. WL STG and WestTrans will continue to work with TfL and bus operators to promote improved service reliability through traffic management measures and improvements to bus service operational practice where these can clearly be shown to be beneficial to the community as a whole.



3.7 **Point 7: Heathrow**

- 3.7.1 Heathrow Airport is a major generator of economic activity, and is directly or indirectly responsible for many jobs located in West London. Additionally many residents from across West London are employed at or in the vicinity of the airport. However the airport creates noise and disturbance from aircraft and gives rise to significant air quality problems. The airport also generates traffic that contributes to congestion in West London and this in turn causes further environmental concerns. The size, scale and extended influence of Heathrow mean that it deserves explicit attention in any review of transport policy and planning matters in West London.



- 3.7.2 For the purposes of this plan, attention is focussed on issues of surface access to and from the airport. Heathrow is a major focus of surface access movements by airline passengers and those meeting and greeting them; by employees at the airport and related airport and airline supply industries; and by businesses located in the Heathrow area, such as hotels and conference facilities.
- 3.7.3 Improving access to Heathrow by public transport so as to minimise its impact on the surrounding neighbourhoods is of vital importance to West London. WL STG supports the Airtrack proposal to provide rail connection via Staines to both Waterloo and the wider South West Trains network, and to permit the possibility of through running to connect with West London. WL STG supports the development of Crossrail services to serve Heathrow, noting that these would provide substantial relief to the Piccadilly line through West London. WLSTG also supports an examination of the feasibility and merits of the Western Rail Connection to the Great Western main line. WL STG supports the expansion of bus services including 24/7 operation to provide safe and secure access to employment and help reduce worklessness.
- 3.7.4 The opening of Terminal Five in 2008 will provide a good new opportunity to re-examine the sustainability of travel serving the airport. While extensions to T5 for Heathrow Express and the Piccadilly Line are in place, planning conditions require the implementation of a detailed travel plan to ensure maximum use of public transport and efficient use of existing airport communications services. Further proposed changes to the Central Terminal Area and the knock-on effects to the use of Terminal 4 will also require detailed and specific transport planning analysis.
- 3.7.5 WL STG values the contribution of BAA to its activities and will continue to work with BAA to develop robust and practicable solutions to transport policy and planning issues across the sub-region and in particular in the vicinity of Heathrow.

3.8 **Point 8: Complementary Local Services**

- 3.8.1 West London's network of metropolitan, major, district, local and neighbourhood centres provide essential access to goods and services for the communities of West London. Maintaining the popularity and attractiveness of these centres is important to keep trips local, reducing their length and their potential impact on other people and neighbourhoods.
- 3.8.2 Already the majority of journeys in West London are short, with many trips being made to jobs, shops, healthcare and other destinations in town centres, employment locations and activity centres that are relatively close to people's homes. We want as many as possible of these short trips to be accomplished by walking and cycling so as to reduce the pressure on the road network, to improve environmental conditions including air quality and to generate the personal physical activity that is necessary for a healthy lifestyle.
- 3.8.3 WL STG therefore supports the development of town centres and local community facilities to be attractive in terms of the range of goods and services offered and the quality of the related public realm. In particular WL STG wishes to see the promotion of easy, safe and secure

walking and cycling routes to these places, together with the provision of Community Transport services where appropriate. Bus services will continue to provide an important means of local access to town and neighbourhood centres and it is important that both the quality of service and bus infrastructure (stops, shelters and information) are attractive and well maintained.

- 3.8.4 Through the Local Implementation Plan (LIP) process TfL supports a programme of targeted area-based improvements in town centres to improve matters such as accessibility, urban design, lighting and personal security, environmental quality, seating, public transport facilities and information, etc. WL STG, through WestTrans, seeks to make best use of this funding programme and the complementary programmes for walking and cycling improvements, for example the pedestrian and cycling bridge at Bedfont in Hounslow.
- 3.8.5 The six West London Boroughs continue to progress a wide variety of transport investment schemes to improve local conditions within their communities. These include better facilities, education and information for cyclists; and promotion of pedestrian routes and seating to encourage more walking.



Pedestrian Crossing near Hammersmith Broadway

3.9 Point 9: Freight

- 3.9.1 Freight and logistics are an important part of West London's employment and industrial base. Good access to Heathrow, and to the transport network serving the rest of Great Britain, have lead to the development of these activities in West London. Park Royal and other industrial areas generate considerable volumes of freight traffic and any transport analysis of West London must consider the efficiency and impact of these movements.



- 3.9.2 Freight transport is vital to business and industry in West London, and to provide the delivery of goods and services to people's homes. However, inconsiderate use of freight vehicles continues to cause local concern and to contribute to traffic congestion and environmental disturbance. Working through the West London Freight Quality Partnership (WL FQP), WL STG will seek to improve the efficiency of freight services to West London business while limiting the impact of freight traffic on the community and the environment.
- 3.9.3 WL STG, working through the Boroughs and their business partners, will seek to locate activities generating large volumes of freight in locations where they can be served by rail or major road access. WL STG will also continue to seek to maximise opportunities for major freight flows to use rail with, for example, the construction materials for Terminal 5 having used a rail-based consolidation centre.
- 3.9.4 WL FQP will work with the freight and logistics industries and their customers to minimise the adverse impact of freight movements on the communities of West London and to improve the efficiency of the industry. Measures that have already been taken include improved freight delivery signing and driver information at Park Royal; planning for the designation of loading and unloading facilities in town centres such as Harrow; and promoting the potential for development of further freight consolidation centres.
- 3.10 **Point 10: Customer Focus**
- 3.10.1 There is increasing recognition of the need to adopt modern standards of quality and a customer focussed approach to the delivery of all public services. Whilst the primary objectives of providing a direct, quick, cheap, safe and reliable transport service remain paramount, there has been increasing recognition that "soft" factors are also very important. Customer care; staff friendliness; simplified route patterns, timetables and information; ease of buying and using tickets; and the safety and security aspects of travel are all important influences on choice of travel mode.
- 3.10.2 WL STG is convinced that to encourage more people in outer London to travel by public transport will require continuing improvements in the standards of customer service. WL STG will work with TfL and their contracted transport operators to understand these issues and to implement cost effective and efficient ways to raise service quality.
- 3.10.3 WL STG seeks an integrated customer focus for public transport in West London, recognising the diverse needs of business and community interests. WL STG advocates the development of a coherent marketing and promotional programme for transport in West London that will improve customer service; simplify the presentation of travel options; provide a coherent set of network map(s) and diagram(s); integrate payment systems across all modes including national rail franchises and the TfL "overground" concession; tailor information to local and personal requirements; and address personal security concerns. Whilst some of these are best accomplished at a London wide level, there is a role for sub-regional and local approaches to these issues.



- 3.10.4 Public transport modes in West London continue to be operated largely as separate systems with only limited co-ordination at local level. WL STG would like to see better integration of the local management of transport services, for example at times when rail or Underground services are disrupted.



4 WEST LONDON 10 POINT PLAN FOR TRANSPORT - ACTION PLAN

TOPIC	Short term actions (during 2007-08)	Longer term actions (3-5 years)
<p>1 Traffic Reduction</p>	<p>WL STG will work with TfL to monitor traffic, speeds and congestion levels on a representative sample of roads in West London and to publicise the results.</p> <p>WL STG and WestTrans will work with TfL to identify the specific causes of local traffic congestion and to design measures to alleviate bottlenecks (e.g. Petts Hill railway bridge, Harrow), making best use of available network capacity for all road users.</p> <p>WestTrans will continue to develop and promote Travel Planning, and public and private organisations, including the Boroughs, will pledge their commitment and support to advancing the spread of travel plan agreements across the sub-region and to implementing travel planning in their own organisations. All WL STG members, including the six Boroughs, will have established and started implementation of a Travel Plan for their workplaces by the end of March 2008.</p> <p>WL STG and WestTrans will monitor the results of trials of individualised travel planning being undertaken by TfL later this year, with a view to considering its applicability and impact in West London, together with other “softer” methods to manage traffic growth.</p>	<p>WL STG will continue to promote, monitor and develop the effectiveness of Travel Planning across the sub-region.</p> <p>WL STG will monitor the options for traffic reduction through road user charging, including both the ideas for a national road user charging system (technology trials are being developed) and developments undertaken by TfL. These include options for congestion charging in locations outside central London and technologies such as tag and beacon systems to facilitate time-distance charging.</p>
<p>2 Integrating Land Use Planning and Transport Planning</p>	<p>WL STG, in association with WLA & WLP, will make representations to the EIP into the Mayor’s proposed Alterations to the London Plan with the aim of ensuring that transport facilities, capacity and investment keep pace with land use development and the consequent</p>	<p>WL STG will promote the ideas of increasing development density at hubs in the public transport system and securing adequate access by public transport and other sustainable modes to new developments and opportunity sites throughout the sub-region.</p>



	<p>traffic generation.</p> <p>London Boroughs will continue to promote sustainable land use planning through their plan making and development control functions.</p> <p>Businesses affiliated to WL STG will pursue their development ambitions in a way that is compatible with sustainable development principles.</p> <p>WL STG will develop and then maintain a map and register showing major development sites in West London as a basis for ongoing discussions with TfL and other stakeholders on how best to accommodate the transport consequences arising from this pattern of new developments.</p> <p>WL STG and WestTrans will work with the GLA and TfL to develop transport infrastructure and service plans to serve designated opportunity sites and other major developments in West London.</p>	<p>WL STG, through the actions of its constituent parties, will continue to promote the viability, vitality and attractiveness of town centres and local facilities to help increase the proportion of travel needs that can be satisfied locally and avoid the need for longer distance travel beyond the sub-region.</p> <p>WL STG will help to promote consistency and good practice in development planning through bridging the gap between the development industry and Borough planners, for example through the proposed Urban and Sustainable Design Forum.</p>
<p>3 Facilities for Orbital Movement</p>	<p>WL STG and its constituent parties will take every opportunity to promote improvements to facilities for orbital movement.</p> <p>WL STG and WestTrans will seek to work with TfL to undertake a transport needs analysis for West London, using accessibility mapping techniques to identify existing network deficiencies and develop options to address these problems.</p> <p>The initial FastBus proposal (Wembley- Park Royal) route will be promoted by WestTrans and LB Brent as an exemplar of high quality bus based orbital services</p>	<p>WL STG will seek a commitment to the long-term planning of orbital transport facilities, integrated into the wider context of planning for sustainable communities and services such as healthcare, schools and social services.</p> <p>WL STG will continue make the case for substantial improvements in orbital capacity through the development of major capacity enhancements such as West London Orbital Line between Kingston and Brent Cross (Capita Symonds, 2002).</p> <p>WL STG and LB Hounslow will continue to press for North London Line services to be extended to serve Hounslow</p>



	<p>and further opportunities to advance this concept will be sought.</p> <p>WL STG will support the improvements to services on the West London Line and North London Line being delivered through the TfL London Rail Concession.</p>	
4 Improving Interchange	<p>WL STG will promote the case for improving interchange opportunity and quality across the area.</p> <p>WestTrans and the Boroughs will use the opportunities offered by the TfL Station Access improvement programme to improve interchange between modes at stations across West London.</p> <p>Boroughs will promote improve interchange through s106 development agreements in the vicinity of stations and at other appropriate locations.</p>	<p>WL STG will seek a review of opportunities to improve interchange between rail lines in West London including First Central (Central & Piccadilly Lines at Park Royal), and interchange between Crossrail / Great Western mainline and North London Line at Old Oak Common.</p>
5 Infrastructure	<p>WL STG will support the development of the Crossrail and Airtrack projects.</p> <p>WL STG will seek to secure improved efficiency in the use of radial highway capacity along the Uxbridge Road, whilst recognising the need to maintain and enhance orbital capacity, to improve the design quality of the public realm and to minimise the displacement of traffic onto residential streets.</p> <p>WL STG, through the Boroughs and WestTrans, will promote and support the development of local infrastructure, particularly in association with brownfield site developments, that can facilitate transport improvements such as FastBus.</p>	<p>WL STG will press for the long-range planning of transport infrastructure, alongside the development of plans for sustainable communities and services (see point 3 above).</p> <p>WL STG will continue make the case for substantial improvements in orbital capacity through the development of major capacity enhancements such as West London Orbital Line between Kingston and Brent Cross (Capita Symonds, 2002) and improved rail services serving Heathrow including the Airtrack proposal.</p> <p>WL STG supports further investigation of the Heathrow Western Access rail link from the Great Western line.</p>



<p>6 Bus Service Improvements</p>	<p>WL STG seeks the improvement of the routes, speeds, frequencies, operating hours and reliability of bus services in West London.</p> <p>WL STG and WestTrans will gain a better understanding of bus route planning criteria and work with TfL Buses to develop options for further appraisal (such as FastBus orbital routes, express routes and 24/7 operation to serve Heathrow employment centres).</p> <p>WL STG and WestTrans will work with TfL and bus operators to improve bus reliability where the required measures can be shown to be to the benefit of the community.</p>	<p>WL STG will work with TfL Buses to devise practical and feasible options for bus services in West London and to assess their merits against competing priorities.</p>
<p>7 Heathrow</p>	<p>WL STG and its constituent parties will work with BAA to secure implementation of a travel plan for T5 that will provide efficient internal distribution between terminals and minimise the transport impact on surrounding communities.</p> <p>WL STG wishes to see further development of the bus network serving Heathrow including 24/7 operation to provide secure access for shift workers.</p>	<p>WL STG supports the Crossrail scheme and the Airtrack proposal to increase rail services to Heathrow. These will enhance connectivity between west London communities and the airport and relieve existing facilities, such as the Piccadilly Line) from present overcrowding problems.</p> <p>WL STG supports further investigation of the Heathrow Western Access rail link from the Great Western line.</p>
<p>8 Complementary Local Services</p>	<p>WL STG, WestTrans and the Boroughs will seek improvements to maintain the vibrancy and viability of town centres, shopping parades and other local services, including improvements to the public realm. Opportunities to improve facilities for walking and cycling will be pursued. Community Transport services will be assisted to provide complementary travel</p>	<p>WL STG and its constituent parties will promote the development, enhancement and improved quality of local employment, services and shopping and the transport means to access them.</p>



	<p>opportunities.</p> <p>Businesses, through the adoption of travel plans, will encourage employees to use walking and cycling modes where appropriate.</p>	
9 Freight	<p>WL STG will work through West London Freight Quality Partnership (WL FQP) to secure improvements to the efficiency of freight deliveries, while protecting communities from disruption and disturbance from freight vehicles.</p>	<p>WL STG will promote the location of developments generating large volumes of freight in locations accessible by rail or the major road network. WL FQP will continue to promote further developments such as consolidation centres, to reduce the impact of freight transport.</p>
10 Customer Focus	<p>WL STG will promote the adoption of high quality customer service standards in all aspects of transport service provision.</p> <p>WL STG will work with WestTrans, the Boroughs, TfL, transport operators and the Metropolitan and British Transport Police forces to reduce fear and apprehension about encountering crime and other anti-social behaviour while travelling in West London.</p> <p>WL STG will seek to work with TfL to promote a clear and comprehensible network of public transport services for West London on a sub-regional basis.</p>	<p>WL STG and its constituent parties will seek the adoption of quality standards in all aspects of transport customer service.</p>

NOTE: This report on the Ten Point Plan for Transport in West London has been prepared by MVA Consultancy, funded through the WestTrans Borough Partnership.



APPENDIX A

The West London Transport Vision

In a future West London a sustainable transport system will ensure that:

- **Residents** will have access to a full range of employment, educational, healthcare, recreational and social opportunities, using a flexible choice of integrated transport modes.
- **Businesses and service providers** will be able to draw on a large catchment for their employees, clients and customers, and be able to send and receive deliveries without hazard or difficulty.
- **Visitors** will be able to find their way to their preferred destinations simply and easily.



Therefore in West London -

- There will be a **reliable and affordable public transport service** that competes with the levels of convenience and flexibility often provided by private car. This will include a fully developed and co-ordinated strategic public transport network of orbital and radial bus, rail and underground services, coming together at interchange hubs. Capacity and frequency will be sufficient to encourage travellers to choose public transport. The public transport network will be promoted and marketed so that it is easy to use and is understood and valued by residents and visitors alike.
- The strategic transport network will be complemented by **innovative local services** that meet individual needs (e.g. such as car clubs and community transport).
- Improved **management of the road system** will limit the onset of congestion. Buses will move efficiently and reliably. When car use is chosen, journeys will be efficient and reliable and parking availability known in advance.
- The application of new technologies and the planned allocation of space on the roads and the rail network will ensure that strategic **freight movements can accommodated efficiently**. Innovative means will be developed for improving and managing local freight deliveries.
- West London's **town centres will be pedestrian-friendly places**, enabling safe and convenient movement throughout, unhindered by through traffic and enjoying high public transport accessibility.
- **Air quality** will be good, helped by a range of transport-led initiatives, including cleaner vehicles and Low Emission Zones.
- **Walking and cycling** will be easy and safe throughout the sub-region, allowing many short distance local journeys to be undertaken in a way that promotes healthy lifestyles.



Further Explanation and Clarification

West London is situated between central London and the Thames Valley and both exert significant influence on transport in the sub-region. Clearly the strategic policies of the Mayor provide the direct framework for local action within West London. But while much movement passes through West London to access the central area, the Thames Valley also provides significant employment opportunities for west London residents and contra-peak flow commuting is significant. Hence the planning, economic and transport policies of SEERA and SEEDA also play an important part in setting the strategic context for West London.

There is strong local support for an improved network of public transport services in West London, serving the various town centres and other activity centres throughout the sub-region. This network needs to be better developed in terms of routes, capacities and service qualities and to be presented and marketed in a more coherent way, so that it is “owned”, understood and valued by the local residents. A key requirement is improved interchange, building on the well-established high capacity radial corridors to extend accessibility better throughout the sub-region by improving orbital services and connections. Such a network would help counter social disadvantage of those without access to a car and encourage others to leave their car behind, thereby reducing congestion and the associated adverse environmental impacts. Reduced congestion would aid business efficiency, and the reduced traffic intensity and improvement in environmental quality would provide both the stimulus and opportunity for further public realm improvements.

The strategic public transport network, complemented by a new approach to the movement of goods, will create the conditions for planned expansion at higher densities in those areas well served by public transport - the major hubs and in West London’s main concentrations of economic, social and cultural activity, including its town centres. Together with planned development in those areas identified as opportunity sites, this will allow west London to accommodate its share of London’s expanding population and employment, thereby assisting the protection of London’s heritage sites and green spaces.

However, even an enhanced network of good quality public transport services cannot address all the dispersed and varied travel requirements for moving people and making deliveries. The vision therefore includes an innovatory approach to addressing particular needs, for example through car clubs to serve the needs of those who require only intermittent access to a car. Similarly internet ordering of goods is leading to a plethora of delivery services and co-ordination between delivery agencies might be piloted. These and other initiatives will put west London at the leading edge of transport developments, helping to stimulate a strong business environment within the sub-region.