



# WestTrans Partnership

ANNUAL REPORT 2014/2015





# Contents



## Foreword

I'm extremely pleased and proud to report that WestTrans successfully delivered an innovative and valuable programme of activity in 2014/15 and has been proactively developing new areas of work and securing external sources of funding.

We head into 2015/16 with a stable and experienced team having successfully recruited two high calibre Senior Coordinators in 2014 to help deliver our work programme and define the strategic priorities for forthcoming years.

We have a strong outline work programme for 2015/16 with committed funding provision, clear objectives and the full backing of the boroughs we represent.

Our engagement and interaction with key stakeholders (TfL, GLA, Public and Private Sector) is productive and drives our projects forward. Building good working relationships puts us in a unique position to take advantage of any opportunities that arise.

We look forward to the year ahead and welcome any feedback on this report or any suggestions for strategic level project ideas.

**Tim Forrester, WestTrans Manager**



# 1. Introduction

WestTrans is a partnership of the six west London boroughs of Ealing, Brent, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. The partnership is led by Ealing Council.

We work with Transport for London (TfL) and other west London stakeholders to identify, develop and implement transport projects to the benefit of the sub-region. These include sustainable transport schemes and initiatives to address our key challenges – congestion, public transport and convenient orbital movement.

Our aim is to work collaboratively across west London to achieve an improvement in transport conditions for those living and working in the sub-region.

Our focus is on seizing and tackling the opportunities and challenges identified in the West London Sub-Regional Plan, and we take pride in the innovative and forward-thinking way in which we approach this. We are always willing to try something new, and we are delighted when work delivered or supported by WestTrans starts to yield real benefits.

Our highlights for 2014/15 included:

- Further support for sustainable travel behaviour among faith communities across west London
- Continued success with travel planning for new and existing developments
- Further progress on the Sudbury Urban Village development, including securing TfL major scheme funding

These highlights, together with some updates on our core activities, are described in further detail in this year's annual report.







## 2. Supporting Strategic Priorities for West London

The Mayor's Transport Strategy (2010) sets out the Mayor of London's vision for transport in London over the next 20 years. The vision and associated objectives identify how London's transport system should develop to meet London's growth and development needs during the lifetime of the London Plan. All London sub-regions and boroughs have a responsibility to reflect the aspirations and objectives of the Mayor's Transport Strategy in their own short, medium and longer-term development plans.

The West London Sub-Regional Transport Plan, developed and published in 2010, takes a more detailed look at the transport challenges, opportunities and priorities within the west London sub-region. The Sub-Regional Transport Plan translates the aspirations of the Mayor's Transport Strategy to the sub-regional level, and provides a framework for local delivery. It was agreed with boroughs that while there is benefit in considering many challenges at the strategic, city-wide level, and addressing some at the local level (through Local Implementation Plans (LIPs)), there are some challenges which would benefit from concerted effort at a sub-regional level.

The key priorities identified in the West London Sub-Regional Transport Plan were:

- To improve north-south connectivity
- To improve access to, from and within key locations
- To enhance east-west capacity and manage congestion
- To enhance the efficiency of freight movements in the sub-region
- To improve land-based air quality

WestTrans is a lead member of the West London Sub-Regional Partnership and we are focused on delivering and supporting projects that address these key priorities.

## West London Freight Strategy

Given west London's growing population and employment base, together with the effects of large development sites such as Heathrow and Old Oak Common, successfully managing the impact of freight movements in the area is vitally important. WestTrans has a key role to play in enabling cross-borough working to facilitate and help manage the expected growth in demand for freight movements across the sub-region.

WestTrans has secured funding to develop a West London Freight Strategy. We were awarded £90,000 over a three-year period from the Mayor's Air Quality Fund (with match funding from borough contributions) specifically for freight related activity with a further £25,000 match-funded from Transport for London's (TfL) Freight team to support officer resource to develop the strategy. The West London Freight Strategy will support economic growth on a co-ordinated basis, while seeking to manage the environmental and societal impacts of freight.

Core objectives of the strategy are:

- Improve road safety
- Improve air quality
- Reduce congestion
- Increase business efficiency
- Support economic growth (managing demand)
- Identify energy efficiency opportunities (e.g. alternative fuels and vehicle technology)

AECOM have been commissioned to undertake the stakeholder engagement, consultation and development of the Freight Strategy, the output of which will be a clearly defined and agreed action plan, for publication in autumn 2015.



Image source: AECOM

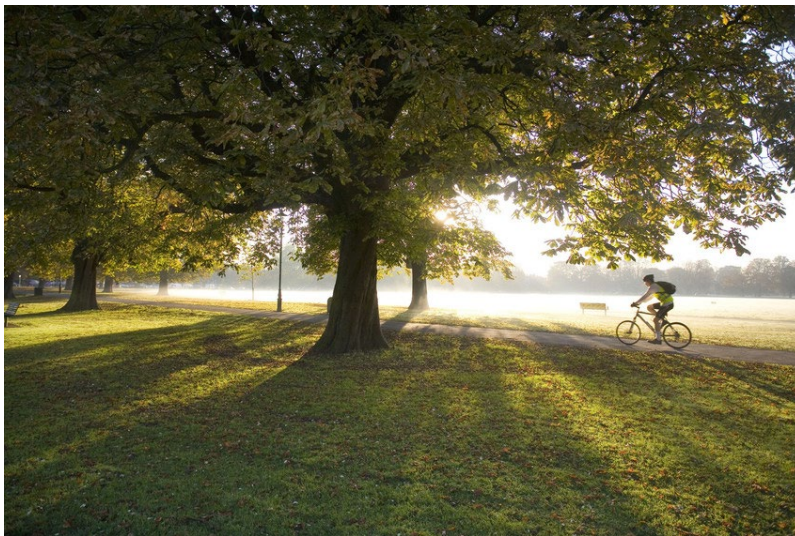
## West London Cycling Vision

In 2013/14 WestTrans developed an outline strategy for cycling in the west London sub-region, which all Partnership Boroughs were invited to adopt. The Vision is underlined by four key tasks:

- To determine the current position of cycling in the sub-region
- To demonstrate the potential for growth in cycling in the sub-region
- To articulate common principles by which west London boroughs will deliver growth in cycling and push the quality of cycle route design
- To indicate a strategic cycle network for the sub-region

Given the pace of change to cycling policy, strategy and investment in infrastructure that have occurred since its development, the strategy was in need of revision and updating.

Sustrans are currently conducting a full peer review in consultation with all Partnership Boroughs and TfL. The updated West London Cycling Vision is due for completion in Autumn 2015.



Cyclist, Ealing Common, Source: London Borough of Ealing

## Sudbury Urban Village

WestTrans, supported by the London Boroughs of Brent, Ealing and Harrow, appointed transport planners Urban Flow and design architects Building Design Partnership, have been busy progressing the development of the Sudbury Urban Village high street public realm improvement scheme, focusing on Greenford Road.

In addition to being a vibrant high street, Greenford Road is also an important traffic route. WestTrans' aim is to reduce the impact of traffic on the high street and to enhance the streetscape. This will make Greenford Road a better place to visit and get around for everyone, whether walking, cycling or using the bus.

WestTrans used the £100,000 of TfL funding in 2014/15 to undertake comprehensive consultation (September 2014) with local people, community groups and businesses, which produced many ideas about how to improve the high street. These suggestions were then taken forward to influence the production of the detailed design of the scheme.

The consultation revealed that only 16% of respondents are satisfied with the current layout of Sudbury High Street as a place to live, work or visit. Key themes to address this which emerged from analysis of local residents' responses to the consultation are as follows:

- Improving the attractiveness of the area so people stop and visit / shop
- Reducing the amount of clutter, including advertising hoardings;
- Reducing the level of littering in the area
- Discouraging anti-social behaviour, in particular street drinking

WestTrans has subsequently secured £500,000 of TfL Major Scheme funding (2015/16) for the next stage of the scheme. This stage of work will see construction-ready design work prepared and the beginning of initial physical ground works. These initial works are scheduled to commence in early 2016.



Visualisation of streetscape plans on Greenford Road (Sudbury Urban Village)

## Bus Lane Lighting Trial: Mandeville Road

WestTrans conducted a first of its kind trial of an innovative way of managing bus lane use on Mandeville Road. The scheme involved illuminated chevrons at the entrance to the bus lane to indicate to drivers when the bus lane is open to general traffic.

An evaluation of the scheme showed the following outcomes in 2014 compared to baseline data taken in 2012:

- A 45% increase in traffic using the bus lane when the lane was open to general traffic, and a corresponding 15% decrease in traffic in the adjacent lane
- A 41% reduction in Penalty Charge Notices due to non-compliance with the bus lane regulations.

These outcomes show that the bus lane is being better utilised by general traffic, therefore improving the distribution of road users across the whole road. They also show that drivers' understanding of when they can use the bus lane has improved.

Going forward, WestTrans will continue to monitor the scheme, with particular attention paid to collisions, feedback on signage and cyclists' experience of using the bus lane. The scheme has attracted attention from authorities across the UK with the results being closely studied by interested parties.





## 3. Promoting Sustainable Transport Through TDM

Promoting sustainable travel remains a core WestTrans activity, and the WestTrans Partnership is committed to funding tried and tested Travel Demand Management (TDM) initiatives that deliver behaviour change, as well as investigating and nurturing new and innovative approaches.

WestTrans takes a sectoral approach to TDM which means that our primary focus is on key trip generators in the sub-region such as faith sites, higher and further education (HE/FE) institutions and the NHS. With support from the Mayor's Air Quality Fund, we have been able to engage visitors at these sites using measures which will help foster the adoption of more sustainable travel behaviour and also raise awareness of local air quality issues. This has been a particularly successful approach as these sites often operate as community 'hubs', which are ideal for the dissemination of new ideas and practices.

### Continued Success with Travel Plan Monitoring

Our Travel Plan Monitoring programme continues to reap excellent results and further validate the use of centralised officer resource to manage the monitoring capability on behalf of our Boroughs. A total of 50,000 trips/survey responses were recorded or received in 2014. This wealth of data captured included the following impressive headline results:

- Bakkavor Meals: 50% walk to work
- Pure Student Living: 100% car free
- Ikea Wembley: 17% reduction in single occupancy car use
- BskyB: 3,536 survey responses

The monitoring process highlights opportunities for further improvements to sustainable travel, air quality and congestion. For example, the monitoring showed a number of sites with poor cycle parking provision and delivery access. In response, we are producing guidance on these issues to demonstrate good practice.

We continue to use the RObUST tool (Reliable Obligations Used for S106 Travel plans) to produce standardised, focused clauses for Travel Plans in section 106 agreements. The tool is available for all to access for free online at [www.westtrans.org/robust](http://www.westtrans.org/robust).

The quality of Travel Plans continues to improve as we share our experience and expertise with Borough Officers and ensure the latest guidance from TfL is incorporated into newly approved documents. Please see the autumn 2014 Monitoring Report for further details.

## Case Study: Shree Swaminarayan Mandir

The Mandir on Kingsbury Road, Brent, is the centre of Hindu worship in north-west London. Following its completion, WestTrans has been working with the community to help develop and implement their Travel Plan.

A travel survey was conducted prior to the full Travel Plan being approved for the whole site, which also includes a community centre and office block. The results of the survey showed many of the measures employed at the site are having a positive effect. Car sharing has risen by 39% and many visitors walk to the site which is a welcome result of the parking management policy. Live travel information is displayed inside the Mandir which promotes and aids the use of public transport. Cycling mode share still remains low, but the newly-installed covered, safer cycle parking should soon encourage more cyclists.

The Travel Plan Coordinator, Mr Ratna, is extremely pleased with the positive response from the community and has reaffirmed his commitment to the ongoing development of the Mandir's Travel Plan.



Shree Swaminarayan Mandir. Copyright David Howard under Creative Commons Licence.



## Supporting the NHS with Sustainable Transport

WestTrans continues to support the NHS community across west London. This includes an ongoing offer of financial and non-financial measures to bring about more sustainable travel among its staff and visitors. This year, WestTrans has organised and funded Dr. Bike health checks at both Central Middlesex and West Middlesex Hospitals. In addition, the West London Mental Health Trust have continued to make use of their eight WestTrans funded electric bikes for work-related travel and home visits throughout the year.

WestTrans also supports the NHS Travel Advisory Group (TAG) with whom we have developed and delivered a regionally-specific travel guide to communicate how the changes to maternity services across the sub-region may impact hospital visitors.



## Promoting Sustainable Transport at Higher and Further Education Sites

WestTrans commissioned the London Cycling Campaign (LCC) to help deliver a series of green travel event days for all of the HE/FE institutions across the sub-region. In total, 14 events were hosted at the following seven HE/FE sites during the spring and summer terms of the 2014-15 academic year:

- University of Westminster
- Harrow College
- Brunel University
- Stanmore College
- West Thames College
- Ealing, Hammersmith & West London College – Ealing site
- Ealing, Hammersmith & West London College – Hammersmith site

“Thank you so much for coming to the college and showing our students the enjoyment and health benefits cycling can bring.

The event was a college-wide success yesterday judging from the number and crowds thronging around you. I noticed several staff took advantage of the expert help as well!

**It was a pleasure meeting you all.”**

Daniela Carden, Employability Advisor/Tutor ESOL & Health & Care, West Thames College



Cycling event at Ealing, Hammersmith and West London College

## Developing the offer

The events took the form of a 'pop-up' cycling café which offered visitors free coffee, air quality information, active travel advice and the chance to compete. LCC also provided bike mechanics and qualified cycle instructors so that participants could learn basic bike maintenance skills, receive cycle training and test out different bicycles. The aim was to normalise cycling and widen participation in the events to include non-cyclists.

This year's focus was particularly on the delivery of practical air quality information and advice to participants, which has been developed in consultation with King's College London (KCL). The air quality information featured tips on how to minimise risk from personal exposure to local air pollution which have now been approved and adopted by the West London Air Quality Cluster Group (WLAQCG). The key to success was the interactive way in which the information was delivered, using a quiz, social media, postcards and live demonstrations of web apps such as LondonAir and WalkIt.com's low pollution journey planner.

## Delivering results

The events were well received by participants, especially at sites located in or near to areas of poor air quality. Delivery of two events in quick succession for each site maximised participation and increased the sense of excitement on campus, perhaps best exemplified by Brunel who have launched a new campus cycling campaign as a result.

The statistics shown below show how many people got involved with the events at HE/FE institutions:

- 14 event days delivered at 7 HE/FE sites across all 6 Partnership Boroughs
- 1,181 students engaged with events
- 582 participated in cycling activities
- 102 bicycles received a health check
- 71 students took part in the follow up survey

**“Both days were very organised and did not cause us any problems at all. The communication was prompt and staff (both on site and organisers) were very efficient. Just keep up the good work!”**

Tharntharn Sapsaman, Sustainable Travel Assistant, University of Westminster



A Rollapaluzza competition about to start at Harrow College

## Fostering Sustainable Transport at Faith Sites

Building upon WestTrans' previous work to produce the Have Faith in Travel Planning guidance document for developing travel plans and managing travel to and from faith sites, we have continued to engage with local faith communities across the sub-region through the delivery of tailored measures which aim to influence travel behaviour and also establish a link with local air quality and environmental concerns.

The range of measures on offer to faith sites includes:

- A site visit by the WestTrans team involving a travel audit and the development of an action plan
- Providing cycle parking
- Distributing sustainable travel guides
- Registering users to an online journey sharing platform
- Subscribing to a faith site sustainability e-newsletter

### Developing the offer

This year, WestTrans adapted our standard travel guide design to incorporate information on local air quality and routes of low pollution. We have also widened our standard support offerings to cater to the needs of each site by partnering with new service providers including London Sustainability Exchange (LSX), King's College London (KCL) and Faxi Journey Share.



Cycle stand installation  
at St George's Church, Southall

### Delivering results

On the ground, direct community engagement has resulted in the creation of a strong, sub-regional network of faith sites, inter-faith and community groups for which WestTrans now publish a biannual e-newsletter. This email features information on events, case studies and sustainability measures for faith sites. For example, in partnership with the London Sustainability Exchange, sites were invited to apply for a free eco-audit of their premises.

The numbers below show the level of engagement among faith sites:

- 16 sites have been audited and have agreed action plans
- 84 new cycle spaces have been installed at 8 sites across the sub-region
- 4 sites have received site specific travel guides (including information on air quality)
- Biannual faith site newsletters are distributed to 141 recipients
- 5 Dr Bike health checks have been provided at community events
- 1 site is using diffusion tubes to monitor local air quality

## Case Study: Park Avenue Gurdwara, Southall and Ealing

Southall Gurdwaras operate two main sites in Southall which receive up to 2,500 people daily to attend activities ranging from religious worship and events to advice sessions and light exercise classes.

The Gurdwaras are severely oversubscribed in terms of numbers of people arriving by car each day. Despite the car park accommodating 200 cars at Park Avenue, it is constantly congested, which becomes particularly problematic at weekends and for key festival dates.

Since January 2015, WestTrans has worked to deliver new cycle parking and a sustainable travel guide which shows the local walking and cycling routes of low pollution as well as various bus options for visitors. The guides are published online and hard copies are available for visitors to take away. This guide has proved particularly useful for weddings and funerals.

WestTrans hosted an initial cycling engagement event which included travel behaviour surveying of visitors, distribution of resource packs, a Dr Bike mechanic offering free bike health checks and free security bike marking provided by the event's sponsor, the Metropolitan Police.

Programmes to encourage more women to take up cycling will be developed and rolled out in summer 2015.



Cycling engagement event at Southall Gurdwara

## Continued Support for Sustainable Transport

Faith sites, HE/FE institutions and the NHS offer direct access to some of west London's harder to reach communities in the west London sub-region. WestTrans will continue to build upon the existing engagement with these sectors and see these relationships as the ideal way to widen the profile of cycling to better reflect the diversity of west London's population.



## 4. Best Practice and Guidance

### Realising the Potential of Delivery and Servicing Plans (DSPs)

Delivery and Service Plans (DSPs) have the potential to mitigate potentially serious congestion issues across all street types from high streets to residential roads but until now they have been underused and their potential unrealised. Many Borough Officers and developers have not been briefed on the implementation of these plans or lack the experience to maximise the benefits they can deliver.

The use of DSPs is promoted by Transport for London, although their published guidance is currently being updated. The purpose of WestTrans' project is to provide an understanding of the current situation for securing DSPs and to use this as the basis for creating guidance for best practice in the development and ongoing management of DSPs in west London.

Working with other London Boroughs and European partners, sharing our knowledge and experience we aim to deliver clear guidance on when DSPs are appropriate, their structure, the measures to be used, monitoring processes, and feedback to refine the quality of DSPs over time. We hope the lessons learned through the successful Travel Plan Monitoring Programme can be transferred to ensure the success of DSPs.

### Discovering Best Practice in Germany

In late September 2014, a group of WestTrans borough transport officers travelled to Germany for a two and a half day study trip in Hamburg and Berlin. The objective of the trip was to explore best practice, learn from measures that other cities are implementing, and encourage the west London officers to think afresh about some of the issues and opportunities they would normally encounter in the west London environment.

The trip started in Hamburg with tours of two contrasting but innovative neighbourhoods. The first tour took in the Hafencity port regeneration project in central Hamburg, which is a mixed residential and office development of the old port area, with a strong emphasis on public and leisure spaces. The second trip looked at the car-free Saarlandstraße project in northern Hamburg. The neighbourhood was developed by a cooperative group prioritising communal space and lots of cycle parking. Residents have to sign a contract saying they won't own a car.



Saarlandstrasse car-free neighbourhood

The group then travelled to Berlin where they were first given a tour of Berlin's cycling infrastructure, including examples of Fahrradstraße ("bicycle streets" where bicycles have priority over motor vehicles), shared space schemes and segregated lanes on busier roads.

The following day, the group received a presentation on workplace travel planning for Volkswagen's headquarters in Wolfsburg.

Finally, participants visited the Berlin headquarters of DriveNow to find out both how and why the A to B car club model works in Berlin, and across Germany. They also learned what the key criteria for operating a similarly successful scheme would be, what issues were faced and overcome, and ideas on the impact it could have and how it could be delivered in west London and London-wide.

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The trip inspired new ideas, demonstrated best practice, and offered potential new approaches to transport planning in west London. In addition, the trip provided a good networking opportunity to establish contacts and collaboration with our German counterparts.



West London borough officers receive a tour of Berlin's bike lanes and Fahrradstrasse



## Fleet Operator Recognition Scheme (FORS) Borough Programme

WestTrans is working with the Partnership Boroughs to improve their Fleet Operator Recognition Scheme (FORS) accreditation for the vehicle fleets of each borough. The aim is for each borough to achieve gold standard, the highest standard, thereby promoting the importance of the scheme and leading by example.

There was a two stage approach to get each borough to gold standard FORS. The first stage involved working to achieve FORS recognition for each borough, which is already complete. The second stage, which is well underway, is to bring all fleets to gold standard. Taking each borough in turn we have now brought two boroughs up to gold standard (Harrow and Hounslow) and have begun working with Hillingdon and Hammersmith & Fulham on an analysis of the current situation before preparing the evidence for a gold submission.

The status of all Partnership Boroughs at the end of 14/15 was as follows:

### Silver

- Hounslow
- Harrow
- Brent
- Hillingdon

### Registered

- H&F

Ealing's vehicle fleet is primarily outsourced with procurement requiring its contractors to be FORS accredited.



FORS gold standard. Source: TFL



# 5. Raising Our Profile

## Best Practice Workshop

WestTrans hosted a best practice event in conjunction with ACT Travelwise to showcase examples of how working in partnership leads to better outcomes. Topics included how to use public health as an effective engagement tool, and how business and borough partnerships can work together to stimulate travel behaviour change. The workshop was attended by transport, air quality and public health professionals from at least 12 different local authorities, along with representatives from the NHS, TfL, Higher Education institutions, major workplaces and private sector consultants. It was an extremely useful session with a good mix of people in the room which led to some lively discussions.



WestTrans and ACT Travelwise Best Practice Workshop

## Website and Social Media

This year the WestTrans website has been revamped and streamlined in order to make it easier to use for those accessing it on a smart phone or tablet computer. The content has also undergone a refresh to make all current projects and activity more easily accessible.



WestTrans website homepage

Since our first tweet at Christmas 2014, WestTrans has built up a social media profile via Twitter in order to aid promotion and engagement with our many events and to stay up to date with industry dialogue. Our Twitter handle is @WestTransTP.



## Networks and Forums

WestTrans continues to play an active role in a wide variety of networks and forums which are used as a platform to engage with different stakeholders and disseminate updates on a broad range of issues. These issues include new programmes, projects, initiatives or policy, as well as updates on regional and national government activity, opportunities and risks, strategic priorities and dissemination of best practice. These networks and forums are as follows:

- West London Air Quality Cluster Group
- Golden Mile Transport Group
- NHS Travel Advisory Group
- Pan London Travel Plan Forum
- Act TravelWise (WestTrans as acting Regional Lead for London)
- SWITCH Travel (EU)
- London European Partnership for Transport (LEPT) Management Group
- Outer London Commission
- TfL Freight Forum
- Park Royal Business Group





## 6. Finance 2015/16

WestTrans' projects are mostly supported by financial contributions from its Partnership Boroughs, and from Transport for London. Our key sources of income for the forthcoming year 2015/16 are as follows:

<b>Project / Funding Source</b>	<b>Total Funding</b>
Core funding (from TfL)	£140,000
Borough WestTrans commitment	£110,000
West London Monitoring Officer contribution	£40,000
Sudbury Urban Village – Major bid funding	£500,000
Mayor's Air Quality Fund	£47,000
Freight	£168,000
<b>Total</b>	<b>£1,005,000</b>

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