



# WestTrans Partnership

ANNUAL REPORT 2015/2016





## Foreword

With yet another successful year of delivery under our belts we can feel satisfied, but never complacent, that we have delivered against a challenging programme of work in a time of uncertainty and significant pressures across our range of stakeholders.

In everything we do we recognise that success is founded on partnership. Collectively, we ensure that we deliver tangible outcomes against agreed objectives for the benefit of the subregion and the stakeholders we represent.

Our annual report offers an overview of our key activity throughout 2015/16.

We look forward to the year ahead, and continuing to embrace both the opportunities and challenges arising from a new Mayor, continuing financial constraints, population and employment growth.

We remain keen to share our knowledge and ideas; we would welcome any feedback on this report or our future direction, so please don't hesitate to contact us.

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@WestTransTP

# Contents

## Introduction

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### Supporting Strategic Priorities for West London

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Developing a Freight Strategy for West London	5
Supporting Safer Freight and Fleet Vehicles	7
Exploring the Potential of Open Data	8
Updating the West London Cycling Vision	9
Producing a Car Club Strategy for the WestTrans Area	10

### Promoting Sustainable Transport Through Travel Demand Management

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Continued Success with Travel Plan Monitoring	13
Case Study: BSkyB in Osterley (London Borough of Hounslow)	15
Promoting Sustainable Transport at Higher and Further Education Sites	16
Pilot: West London Student Cycling Champion	18
Health Champion Training	20
Promoting Sustainable Transport at Faith Sites	20

### Best Practice and Guidance

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Providing a Local Implementation Plan (LIP) Benchmarking Tool for Boroughs	23
Developing Guidance for Delivery and Servicing Plans (DSP)	25
Guiding Good Practice for Cycle Parking	26
Freight Operator Recognition Scheme (FORS)	27
Learning about Stockholm's Urban Consolidation Centres	28
Organising Facilitation Training	29

### Knowledge Sharing and Showcasing our Work

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Presenting at National Conferences and Events	31
Leading Best Practice Workshops	32
Making the Most of our Website and Social Media	32
Representing our Boroughs at Networks and Forums	33

### Finance 2016/17

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# 1 Introduction

# 1 Introduction

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

We work with Transport for London (TfL) and other west London stakeholders to identify, develop and implement transport projects to the benefit of the subregion. 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 promote an improvement in transport conditions for those living and working in the subregion.

Our focus is on seizing and tackling the opportunities and challenges identified in the West London Subregional 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 2015/16 included:

- developing the West London Freight Strategy, which involved the delivery of: Delivery and Servicing Plan (DSP) guidance, retiming deliveries pilot and developing Open Data access
- providing a data benchmarking tool for boroughs preparing their Local Implementation Plans for transport
- continuing our success with the travel plan monitoring programme

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






## 2 Supporting Strategic Priorities for West London

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The Mayor's Transport Strategy (2010) set out the Mayor of London's vision for transport in London over the next 20 years. The vision and associated objectives set out how London's transport system should develop to meet London's growth and development needs during the lifetime of the London Plan. All London subregions 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 Subregional Transport Plan, developed and published in 2010, and updated in 2014, takes a more detailed look at the transport challenges, opportunities and priorities within the west London subregion. The Subregional Transport Plan translates the aspirations of the Mayor's Transport Strategy to the subregional 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 subregional level.


The key priorities identified in the West London Subregional Transport Plan were:


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

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



## Developing a Freight Strategy for West London

 Enhance the efficiency of freight movements in the subregion

 Enhance east-west capacity and manage congestion

 Improve land-based air quality

Following a successful funding application to the Mayor's Air Quality Fund (MAQF), supplemented with borough contributions, WestTrans has commenced the development of a Freight Strategy for West London. The Strategy is nearing completion and will be launched in the summer of 2016 with the assistance of Peter Brett Associates.

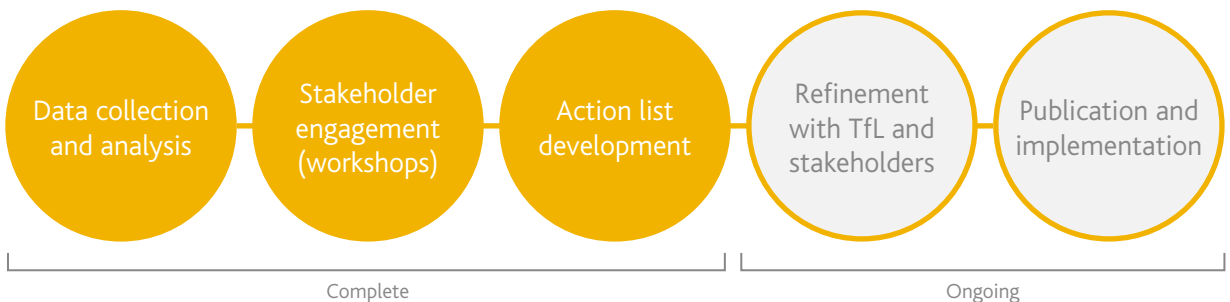
The Strategy looks to promote freight efficiency and economic growth while meeting the following aims:

- improving road safety
- improving air quality
- reducing congestion
- increasing business efficiency
- supporting economic growth through managing demand
- promoting innovation (e.g. alternative fuels and vehicle technology)

In addition, this Strategy will also provide a list of actions, some of which will develop into new projects to work towards achieving the above aims.

### Progress to date

So far in the development of the Strategy, key stakeholders including businesses, local government and other organisations have been brought together and tasked with developing actions that have the potential to deliver significant benefits to all local residents and employees. At present, the Strategy is being refined in consultation with TfL and the stakeholder group.



Some actions are already being implemented; WestTrans is finalising the development of Delivery and Servicing Plans and is exploring the possibilities that greater use of consolidation can bring to west London.

Listed below is a sample of other projects that may be developed through the Strategy:

- exploring retiming deliveries
- improving rail freight access
- developing home delivery solutions
- innovating with low emission freight

We are currently looking for businesses and organisations who would like to participate in these projects; please contact WestTrans directly for an informal discussion if you are interested in participating.



Freight strategy stakeholders

## Supporting Safer Freight and Fleet Vehicles



Enhance the efficiency of freight movements in the subregion



Improve land-based air quality

WestTrans has also secured funding to appoint a Freight and Fleet Safety Officer for a twelve month pilot period. The purpose of this role is to encourage organisations to take responsibility for the safety and management of their vehicles which operate in the public realm.

### Key goals of the project

- avoid fatal and serious injury on west London roads
- reduce consumption of fuel in contractors fleet and achieve air quality improvements
- reduce insurance premiums for operators

This pilot will build upon the success of previous heavy goods vehicle (HGV) and cycle safety projects in the subregion and provides a leading example of a successful partnership by working towards the roll out of Work Related Road Risk (WRRR) mitigation measures in London.






### What is Work Related Road Risk (WRRR)?

WRRR requires companies who operate HGVs (over 3.5 tonnes) to adopt best practice management, which includes, for example, installing additional vehicle safety equipment to reduce blind spots, providing driver training and achieving accreditation via best practice schemes. TfL has introduced WRRR clauses into new and existing contracts since February 2012, with the scheme rolling out across the London Borough of Camden in January 2014 and subsequently the City of London this year. The Mayor and TfL now recommend that all boroughs adopt similar terms for their contractors.



An HGV loading in London

## Exploring the Potential of Open Data

-  Improve north-south connectivity
-  Improve access to, from and within key locations
-  Improve land-based air quality
-  Enhance the efficiency of freight movements in the subregion
-  Enhance east-west capacity and manage congestion

WestTrans has been keeping a watchful eye on developments in the field of open data with a view to making better use of it across the west London region.


For the purposes of an initial pilot to test the value of open data, WestTrans has worked with boroughs to source data they hold that is considered valuable to the freight and fleet industry (bridge heights, road widths, loading bays etc.); with a view to making it available via an open source channel for the industry to utilise, primarily to make more informed and efficient routing decisions.

To date, data audits have been completed at all six WestTrans boroughs to understand the data available. Be Spatial Ltd, in partnership with TfL and the Greater London Authority (GLA), has been commissioned to develop a technical solution for a regular and automated data transfer solution from the six boroughs to the GLA Datastore. The data will be available free of charge to anyone who wishes to use it.


**Open data is defined as data that can be freely used, shared and built-on by anyone, anywhere, for any purpose**




## Updating the West London Cycling Vision

 Improve north-south connectivity

 Improve land-based air quality

 Improve access to, from and within key locations

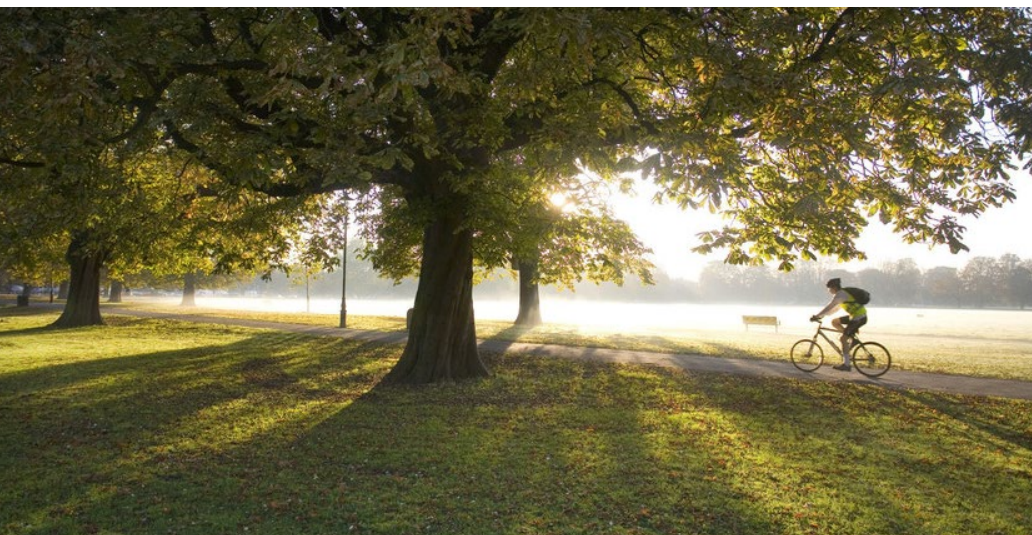
 Enhance east-west capacity and manage congestion

Given the pace of change to cycling policy, strategy and investment in infrastructure that has occurred since its initial development in 2014, the Vision was in need of review.

The outline Vision for cycling in the west London subregion, which all partnership boroughs were invited to adopt, is underpinned by four key tasks:


- to determine the current position of cycling in the subregion
- to demonstrate the potential for growth in cycling in the subregion
- 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 subregion

This past year has seen a full peer review of the draft Vision in consultation with all partnership boroughs and TfL. A finalised version is due for public release in July 2016.





Cyclist, Ealing Common, Source: London Borough of Ealing

## Producing a Car Club Strategy for the WestTrans Area

 Improve north-south connectivity

 Improve land-based air quality

 Improve access to, from and within key locations

 Enhance east-west capacity and manage congestion

Car clubs provide their members with 24-hour access to a fleet of locally available cars and vans which are charged for by the minute, hour, day or week.

Recent evidence indicates that increasing car club membership stimulates a reduction in private car ownership and the number of vehicle trips, thereby easing congestion – an overarching aim of the WestTrans Partnership.

WestTrans has been working closely with parking and transport colleagues from the boroughs, the Car Club Coalition, TfL, the GLA and Steer Davies Gleave to create a Car Club Strategy that helps realise their potential growth in west London. WestTrans aims to align proposed subregional activity with the actions derived from the Car Club Strategy. The strategy is due for publication in summer 2016.

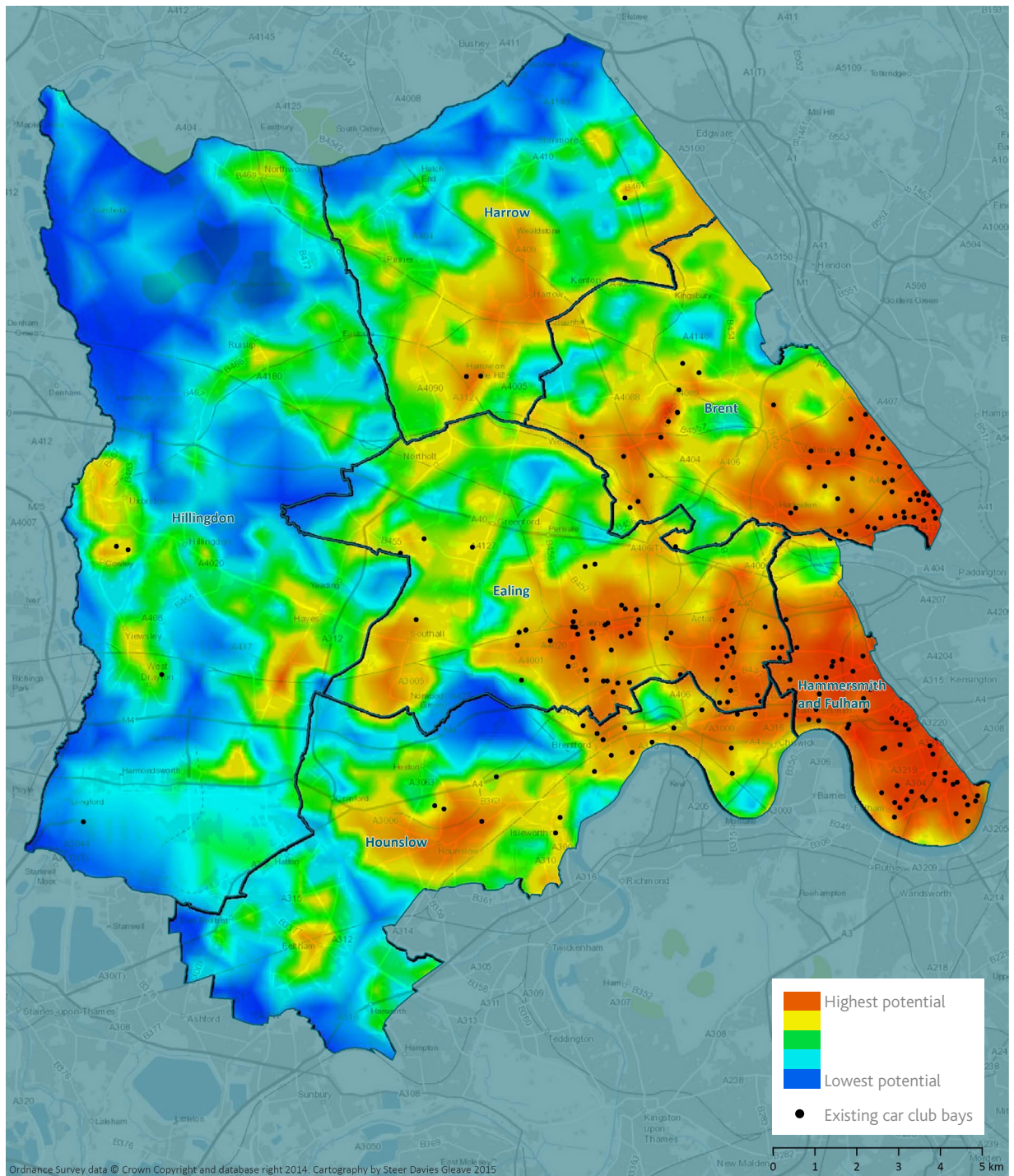
The following actions provide a sample of those being considered from the Car Club Strategy:

- a two year trial of a 'floating, one way' car club model (where cars can travel from A to B and park in almost any spot, with no need to return the car to its origin)
- ensuring operators provide cars where they have been allocated a car club bay
- increasing the number of vehicles available in less populated areas where demand is lower

The Car Club Coalition (a collaboration between car club providers and local government in London) is aiming for one million car club members by 2025. West London currently has fewer than 20,000 members with a target of 195,000 members by 2025. WestTrans supports the expansion of car clubs throughout the subregion and appreciates that there is a significant amount of work for all stakeholders to complete if this target is to be met. The map below shows areas of high potential for car clubs in west London.

**Car club membership in west London has grown 21%**

2011 to 2015



Potential for car clubs in west London

# **3 Promoting Sustainable Transport Through Travel Demand Management**



# 3 Promoting Sustainable Transport Through Travel Demand Management

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 subregion such as faith sites, and higher and further education (HE/FE) institutions. 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

We are immensely proud of our Travel Plan Monitoring Programme which continues to push for less car use and more sustainable travel on a site by site basis. This approach is complementary to top-down borough transport policies as we relay relevant council resources and offers to sites with a travel plan. We also suggest ambitious but realistic modal share targets to encourage developers to implement the measures set out in their travel plans, especially those promoting active travel.

From year to year, the Travel Plan Monitoring Programme ensures that:

- more businesses provide staff with facilities and incentives for walking and cycling
- more residents are presented with attractive alternatives to car use on an ongoing basis but most of all, when they are the most receptive, i.e. when moving home
- more students get used to travelling via sustainable modes so that they don't necessarily feel the need to own a car later in life
- the quality of travel plans continues to improve through shared knowledge, experience and the expertise of Borough Officers

A total of 28,982 trips/survey responses were recorded or received by WestTrans in 2015, including the following highlights:



**Brent Bus Garage**

**11%** reduction of single-occupancy car use over 7 years (from 53% to 42%)



**Hillingdon Food Manufacturer**

**50%** active travel (walking + cycling)



**Ealing-Environmental Business**

**100%** of staff completed the travel survey



**Brent Construction Company**

cuts car use by **32%**

The monitoring process also highlights opportunities for further improvements to sustainable travel, air quality and congestion.

In 2016, WestTrans aims to:

- produce valuable CO2 data from our survey results
- raise cycle parking standards at development sites, based on our new guidance document (see more details in Chapter 5)
- increase the number of people who rethink their travel options
- increase the recording of trips to 100,000 trips across west London

Planned changes to the travel plans website aim to clarify travel plan requirements and inform site occupiers of their monitoring process. Work to standardise and simplify the stages of the monitoring process has also begun with the aim of limiting the burden on the organisations monitored while maintaining the same level of ambition. The time gained by this reduced monitoring burden of travel plan monitoring means more time can be spent engaging with sites and assisting them planning their travel plan actions.

For more details, please see the **2015 Monitoring Report** which provides further evidence of the value of a centralised officer resource to manage the monitoring capability on behalf of the boroughs.

## Case Study: BSkyB in Osterley (London Borough of Hounslow)

At their Osterley campus, BSkyB understand that offering a real solution for everyone's travel to work is crucial to remaining an attractive employer. The company widely organises and subsidises staff travel to work under different forms, as this ultimately benefits the business.

On-site parking is limited to those who most need it (e.g. mobility permit holders, shift workers) and those with lower environmental impact (electric vehicle users get charging bays; car sharers also get dedicated bays). Access requests are made through an online platform, checked against HR records and permits get uploaded onto staff passes. This makes for a system which is both simple to use and advanced enough for car sharers to arrange their rides through the website or the dedicated app.

There are excellent alternatives to using a car for the journey to work at BskyB. Employees can save on public transport fares thanks to the season ticket loan scheme, and get picked up or dropped off by Sky's own shuttle buses at underground and rail stations around Sky's campus. 38% of staff now travel by public transport.

Finally, staff have every opportunity to cycle with accessible shower, changing, and locker facilities, abundant secure cycle parking, and even a bike shop on campus offering discounted products to Sky employees. For occasional uses such as off-site business meetings, employees can also hire one of the available foldable bikes for £2.50 a day. In the last staff survey, around 250 employees said they cycle to work (7%).



Car sharing bays at BSkyB's Osterley site

**“Sky are passionate about cycling and healthy living, we believe a healthy workforce is better for business. At our head office in Osterley, we have over 600 commuter cyclists taking advantage of our excellent cycling facilities and we're always looking for more!”**

BSkyB

## Promoting Sustainable Transport at Higher and Further Education Sites

This year, WestTrans has continued to work with the London Cycling Campaign (LCC) to deliver cycling event days which serve to build and strengthen relationships with the HE/FE sector and ultimately try and reduce car dependency.

The 'London By Cycle' pop-up cycling cafés offered visitors free coffee, air quality information, active travel advice and the chance to enter competitions. Bike mechanics and qualified cycle instructors were also on hand so that participants could learn basic bike maintenance skills, receive cycle training and test out a selection of bicycles. The aim was to normalise cycling and widen participation in the events to include non-cyclists.



Learning to cycle at a 'London by Cycle' event

### Project Outcomes

The events themselves provided a good platform to normalise cycling and engage with a high proportion of new and seasoned cyclists. Nearly a quarter of participants cycled less than once a week while a considerable number actually learned to ride or reported an increased level of confidence at the event itself.

Findings from the events suggest the most common barrier to cycling for students was not having access to a bicycle (45%). Seven in ten students (70%) felt that they had learned something new about air pollution at the events and more than 60% requested to receive further information about cycling in their area.

Key information about WestTrans' work at HE/FE sites over this period:

- 40 events held across 10 HE/FE sites across west London
- over 5,000 participants engaged in even activities with a wider reach of more than 80,000 (students and staff populations)
- the WestTrans team developed an air quality communications toolkit, which has been adopted by the West London Air Quality Cluster Group

### Next Steps

Funding for the events has been supported by the Mayor's Air Quality Fund (MAQF) and over the last three years, WestTrans has shown that by working in partnership we can support the mutual objectives of sites and boroughs to engage with student populations. With this knowledge, WestTrans will continue to develop and deliver these events days.

## Pilot: West London Student Cycling Champion

Another benefit of running the events was achieving the support to secure funding to appoint a West London Student Cycling Champion for a 16 month period. The purpose of this pilot is to further the impact of the London By Cycle events sponsored by WestTrans and secure wider involvement of staff and students at two target HE/FE sites across west London. The ultimate aim is to reduce car travel and increase sustainable travel modes wherever possible.

The aims of the pilot are to:

- improve opportunities and facilities for students starting higher and further education to enable more active travel
- increase levels of cycling at participating HE/FE sites in west London
- increase awareness of the benefits of cycling amongst visitors to these sites
- create a culture of cycling at sites that can be sustained if the West London Cycling Champion role terminates
- reduce the number of visitors travelling by car to these sites via a shift to all active travel modes and public transport

There are a number of partners involved in the pilot, including:

- London Cycling Campaign
- TfL
- London Boroughs of Ealing, Brent, Hillingdon and Hounslow
- University of West London
- Brunel University

### The Need for a West London Student Cycling Champion

Through the course of our work, we have found that students aged 16+ are highly responsive to travel behaviour change interventions. When starting college or university, students are facing a life-changing moment, moving into new areas and often making their first steps towards independent travel – at this point many students may consider car ownership for the first time.

We know travel behaviour change initiatives to encourage cycling at HE/FE education sites remain an under developed area and we believe there is great potential for success here. Monitoring and evaluation of our events (see above and the 2015 Project Report on the WestTrans website) supports this notion.

Participants stated that they would make different travel choices if they had:

- access to bicycles
- better availability of travel information
- more accessible and secure cycling infrastructure
- improved knowledge of local journey planning
- improved awareness of cycle training
- a general culture of cycling at their campus

While HE/FE sites are key trip generators, they lack a dedicated resource, budget and provision by the local boroughs and TfL for active travel initiatives. Campus staff are not in a position to meet this shortfall as they already have many responsibilities and cannot take on the role of cycling coordinator in addition. The task therefore often falls to facilities management, student welfare, administration or environmental management staff and no site has a dedicated or consistent channel for sustainable travel engagement. This situation will continue to make engagement highly sensitive to the high level of staff and student turnover inherent within the sector, as well as adding to the challenge of securing adequate funding. A Student Cycling Champion could therefore provide a consistent channel for engagement with HE/FE students.

## Health Champion Training

This year, WestTrans offered Health Champion Training to those aged 16+ enrolled at HE/FE sites across west London. These sessions are being delivered in partnership with St Mary's University, Twickenham and were hosted at Ealing Hammersmith and West London College.

The Royal Society for Public Health courses are designed to build an understanding of the principles of promoting health and wellbeing. The training is held across two days and students learn how to direct individuals towards practical support in their efforts to attain a healthier lifestyle.

- the first course was the Level 2 Award in understanding health improvement
- the second course was the Level 2 Award in encouraging physical activity
- 30 people attended across the two courses with a 100% pass rate

These courses are especially appropriate for those already involved student health and wellbeing and it is hoped that, once trained, students will go on to support the Student Cycling Champion by advocating cycling for health amongst their peers.

## Promoting Sustainable Transport at Faith Sites

At WestTrans, we have continued to strengthen our engagement with the faith sector to reduce the travel demand of faith site visitors. By working with local faith communities across the subregion to deliver tailored measures, we aim to influence travel behaviour and also establish the link with local air quality and environmental concerns.

The overall objectives for engagement with the faith sector are:

- to raise awareness amongst the faith sector of the impact of travel choice
- to raise awareness of alternative travel options
- to raise awareness of the associated benefits of active travel
- to raise awareness of local air quality issues
- to create a positive behavioural change in those engaged
- to foster strong and productive working relationships with faith sector representatives.

**“It was an important and informative course. I can't wait to apply it.”**

Health Champion trainee



WestTrans has delivered a tailored approach to engagement along with a comprehensive set of measures to appeal to sites of different sizes and demographics. Importantly, we continue to highlight the many lessons learned alongside the demonstrable benefits of targeting the faith sector. A significant outcome has been the ability to engage with some of London's hard to reach communities and begin to remove barriers to promote behaviour change in a tailored way within a safe and welcoming environment.

#### **Travel Planning Material for Faith Sites**

On the ground, direct community engagement has resulted in the creation of a strong, subregional network of faith sites, interfaith and community groups. WestTrans' 'Have Faith in Travel Planning' guidance is now seen as a go-to resource for other projects seeking to engage with faith communities.

The project will culminate with a showcase event in July 2016, where we will present the final outcomes and celebrate the achievements of the most pioneering sites as well as rewarding our champions within the faith community.

Highlights of the past three years' work with funding from the MAQF:

- 22 faith sites from different faiths engaged across all 6 WestTrans boroughs with agreed action plans in place
- 102 new cycle spaces installed across the sub-region
- air quality monitoring undertaken using diffusion tubes at two sites
- continued circulation of biannual newsletter, launched in August 2014, to 150 network members as well as supporting project collateral (flyer, brochure, audit and action plan templates)

# 4 Best Practice and Guidance

# 4 Best Practice and Guidance

## Providing a Local Implementation Plan (LIP) Benchmarking Tool for Boroughs

WestTrans commissioned Atkins to produce a benchmarking tool to support boroughs in reviewing and preparing local transport strategies and implementation plans.

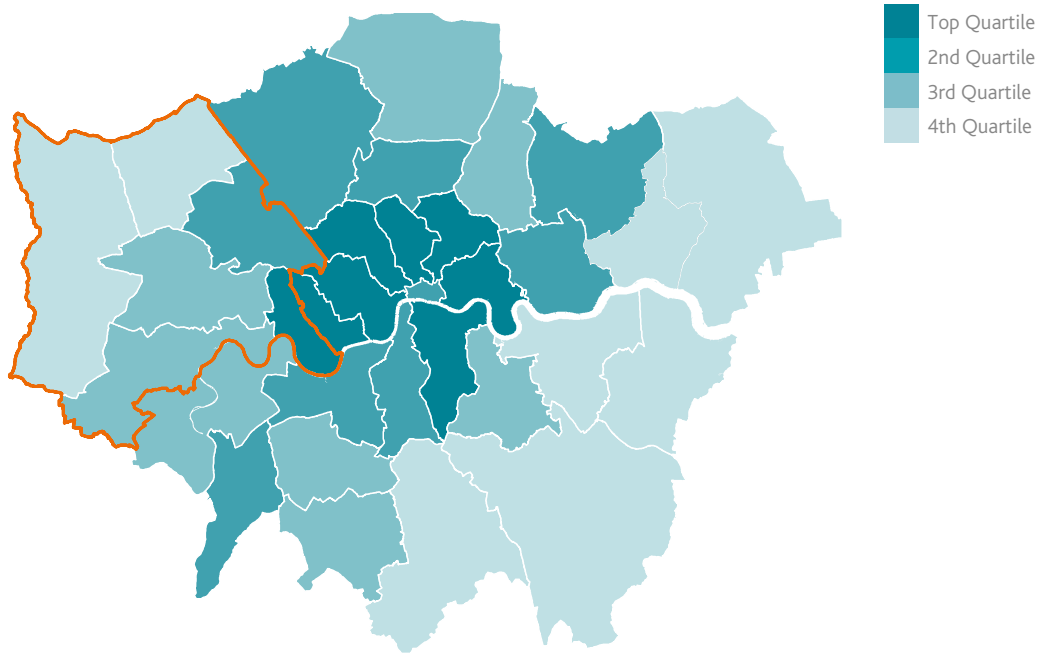
This dataset tool was developed in order to:

- identify the transport characteristics of a particular borough, in terms of both the current situation and change over time
- compare transport characteristics across boroughs and over time
- identify areas of stronger and weaker performance
- identify local problems, challenges and opportunities
- assist in the selection of useful and informative monitoring indicators
- assist in target setting, by providing an indication of what has been achieved in other comparable boroughs

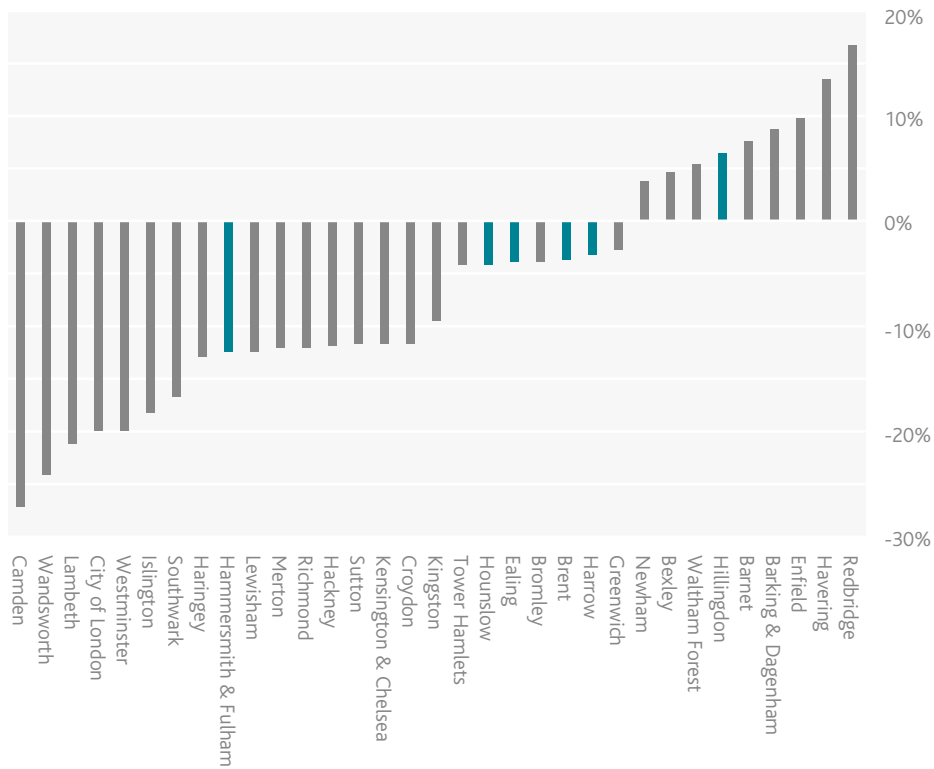
Over 20 headline indicators (with various subsets of data) were provided across all London boroughs, covering:

- **safety** statistics on Killed and Seriously Injured accidents
- **travel behaviour** origins and destinations of trips
- **network performance** bus punctuality, vehicle kilometres and delays
- **emissions** data on CO2 levels and local air quality
- **accessibility** access to services and employment, car ownership levels
- **road condition**

Below are two example outputs from the benchmarking tool showing how WestTrans Boroughs can compare their transport characteristics to other London boroughs:



Percentage access to employment 2013  
 Contains Ordnance Survey data © Crown copyright and database right [2015]



Percentage change in vehicle kilometres 119 – 2014

## Developing Guidance for Delivery and Servicing Plans (DSP)

Delivery and Service Plans (DSPs), much like travel plans, specify a development's policy and process to mitigate transport impacts from activities such as the delivery of goods or the collection of waste.

Many sites have a requirement to implement DSPs but very few do because of a lack of knowledge and guidance. It is also true that many borough officers are new to DSPs and require training to assess and advise on these documents when working through the planning process.

As part of the LaMilo Project – an EU project focussed on 'last mile' deliveries – WestTrans has worked with WYG Group to produce detailed guidance for borough planning and transport officers, developers and site managers to design, implement and monitor DSPs.

The guidance sets out:

- what to include in a DSP
- the benefits of a DSP
- a list of actions for sites
- how to monitor deliveries
- how to measure progress and report

Compiling this guidance has been a challenging task as the number of sites currently employing DSPs is too small to make performance related comparisons. Out of 60 sites researched, five had submitted an appropriate DSP but only one had implemented and maintained their plan. Adapting to these obstacles, WestTrans has incorporated a broad range of measures and monitoring techniques that will become a baseline upon which best practice can be built and evolved through experience in future versions of this guidance.

This guidance will be made available online along with a DSP document creator for site occupiers or managers. It is also intended to be supported by an online monitoring tool which is planned for launch in 2017. WestTrans will also explore options to replicate our Travel Plan Monitoring Programme for Delivery and Servicing Plans.



Two tier cycle parking

## Guiding Good Practice for Cycle Parking

The Travel Plan Monitoring Programme has highlighted a large number of sites where cycling numbers are relatively low and, following investigation, in almost all these cases, the cycle parking infrastructure was identified as an obstacle to cycling. As a trial, WestTrans worked with one developer to retrofit improvements to their existing facilities which resulted in increased cycle usage.

Following this trial and drawing on best practice from existing developments, a **Cycle Parking Guidance** document has been produced. The document highlights the benefits of installing adequate facilities as well as warning of the dangers of poor cycling parking.

The guidance covers a number of points including:

- the benefits of cycling
- locations for parking, i.e. residential or workplace
- different types of cycle parking
- cycle dimensions for parking, including tricycles and cargo bikes
- access requirements, i.e. ramps, doors, lifts, stairs
- case studies of good and bad cycle parking infrastructure

The document summarises the London Cycling Design Standards for cycle parking and provides a holistic guide for planners, developers and architects. It is hoped this document, published in June 2016, will be adopted as supplementary planning guidance for the west London boroughs and all other boroughs wishing to increase cycling participation.

WestTrans is currently planning to incorporate the monitoring of cycle parking into our current Travel Plan Monitoring Programme.

## Freight Operator Recognition Scheme (FORS)

WestTrans believe it is important that boroughs should lead by example by joining vehicle safety accreditation schemes like the Freight Operator Recognition Scheme (FORS). This is so they can demonstrate that these schemes are worthwhile investments and that the highest standard, Gold, is achievable. WestTrans commissioned Fleet Developments, following previous success, to work with the borough fleet managers towards FORS Gold status.

This year saw the following boroughs achieve FORS Gold status:

- Brent
- Harrow
- Hounslow

There are only 120 FORS Gold Status operators in the Greater London area out of approximately 3,500 freight operators.

Hillingdon is currently working towards improving their FORS status but were delayed by preparations for the Safer London Lorry Scheme which was introduced in September 2015. Ealing and Hammersmith & Fulham are investigating alternatives to FORS as they don't have a HGV fleet and operate only a small number of vans.

To complement this work, all six boroughs have signed up to the Work Related Road Risk (WRRR) project as detailed earlier in this report.



FORS gold standard. Source: TFL



Old Town consolidation centre, Stockholm

## Learning about Stockholm's Urban Consolidation Centres

The aim of the study visit was to enable borough officers and WestTrans staff to gain a better understanding of how urban consolidation centres operate on a commercial basis in Stockholm and identify potential lessons to be learned when developing and operating similar facilities in the west London region.

Stockholm shares some transport related issues with London, especially air quality and emissions, and consolidation is one method to help combat this issue. The group visited consolidation sites of various sizes and across a number of sectors (construction, office deliveries and waste) to witness the sites in operation and learn the core elements required for their success both practically and financially.

**Old Town consolidation centre** due to the narrow, medieval streets of Stockholm's Old Town, deliveries are difficult. A private company called Home2You set up a food delivery consolidation centre on a commercial basis. Companies pay a fee to the centre to carry out last mile deliveries on their behalf, using two methane vehicles.

**Ragn Sells town centre consolidation centre** this centre is part micro consolidation centre, part waste minimisation facility. It facilitates postal deliveries to nearby residents who can pick up for free or have their item delivered for a small fee.

WestTrans has recently received funding from TfL to explore the feasibility of similar consolidation centres in west London. A full report of the study trip is available here.



## Organising Facilitation Training

WestTrans coordinators and borough officers require a wide range of skills including the ability to plan and facilitate a wide variety of public and other stakeholder meetings. Often, these meetings can be challenging due to contentious topics being discussed. For various reasons, including funding, officers rarely get the opportunity for niche training of this nature.

Through the Consultation Institute, we were able to organise a training event for eighteen west London borough officers to develop skills and knowledge on how best to prepare and manage a wide variety of meetings, focus groups and workshops. Participant feedback was largely positive with most reporting increased levels of confidence and an eagerness to practise their new skills.

Organising the training through WestTrans instead of sending officers on individual courses saved over £4,000. Going forward we hope to organise other such training events for the boroughs; we welcome suggested training needs from boroughs.

# 5 Knowledge Sharing and Showcasing our Work

# 5 Knowledge Sharing and Showcasing our Work

## Presenting at National Conferences and Events

This year, WestTrans experienced particular interest in our work with HE/FE sites and faith sites in the region, especially as an avenue to engage with hard to reach community groups. Consequently, we were invited to speak at the Modeshift Nation Conference in Birmingham (November), Job Centre Plus Care Leaver Conference in London (September) and Smarter Travel Live in Milton Keynes (March).

WestTrans continued to participate in the EU SWITCH Project, attending two further Follower City conference events and working with our project partner, the University of Life Sciences, Vienna, to develop our own implementation scenario for west London.

### TRICS User Forum

Anthony McNamara, WestTrans Senior Coordinator, presented the WestTrans Travel Plan Monitoring Programme to the TRICS Annual User Forum in the summer, explaining why good relationships and information sharing promote more efficient and effective monitoring programmes. Both organisations share information to assist with stakeholder management and programme scheduling.

### CILT (UK)

WestTrans was invited by the Chartered Institute of Logistics and Transport (CILT UK) Heathrow Group to present progress towards completing a Freight Strategy for West London. The Heathrow Group is comprised of local businesses and transport professionals with a keen interest in freight activity, some of which are key stakeholders in the project.

The core messages of the conference concerned the importance of stakeholder engagement and ensuring their commitment to the project was appropriately rewarded through relevant and timely discussions on the issues facing their industries and organisations. WestTrans has been invited back to update the group once the Strategy is completed.

**TRICS is a system which forecasts trip generation from new developments. TRICS Consortium Ltd developed a trip rate survey methodology used in transport assessments and travel plan monitoring.**

## Leading Best Practice Workshops

### Act Travelwise

As regional lead for London, WestTrans has sought to reinvigorate the Act Travelwise vision of sustainable transport, knowledge sharing and collaboration.

The Palestra (TfL) building in Southwark hosted the October Act Travelwise event, 'Freight Expectations', which was attended by industry professionals from local authorities, consultancies and TfL. The Delivery and Servicing Plan Guidance was launched along with an update on the West London Freight Strategy and a review of how Construction and Logistics Plans can be effective. The event was well attended and ended with networking opportunities for all attendees.

### Pan London Travel Plan Forum

In April 2015, WestTrans presented an update of its Travel Plan Monitoring Programme to TfL and the London boroughs. This programme is recognised as the most concise and proactive programme of its kind and an excellent example of cross-borough partnership. The programme continues to provide data on travel behaviour which in turn is an excellent vehicle for networking with business and residents and identifies opportunities for spin off projects such as the guidance documents on Delivery and Service Plans and Cycle Parking.

## Making the Most of our Website and Social Media

The WestTrans website ([www.westtrans.org](http://www.westtrans.org)) has received a long overdue makeover and is now much simpler to navigate. It's also easier to keep up to date with our activities as we now have the ability to update the site and post new items while they remain current.

The WestTrans Travel Plan website will also be revamped in the coming year with the aim of improving accessibility to the latest guidance documents and advice on Travel Plans and monitoring.

To help promote our work, you can follow WestTrans on Twitter – @WestTransTP – where current event updates and reminders are posted along with invitations to participate in workshops or even employment opportunities. WestTrans currently has 110 followers and we tweet on a weekly basis.



WestTrans website homepage

## Representing our Boroughs at Networks and Forums

One of the core remits of the WestTrans Partnership is to represent our boroughs at the many and varied networks and forums; attendance at these can often be lacking due to lack of resource at borough level.

Those that we actively participate in include:

- NHS Travel Advisory Group
- West London alliance
- West London Air Quality Cluster Group
- Golden Mile
- TfL Freight Forum
- APRIL
- Office of Low Emission Vehicles
- London European Partnership for Transport Management Group
- Pan London Travel Planning Forum
- SWITCH
- Carplus
- Public Activity for Public Health
- Go Ultra Low
- Heathrow Area Transport Forum
- ACT Travelwise
- TRICS User Forum

We aim to act as the eyes and ears for the subregion by gathering, analysing, filtering and directing appropriate issues and opportunities to our west London colleagues and teams.

# 6 Finance 2016/17

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WestTrans' projects are primarily supported by financial contributions from its partnership boroughs and from Transport for London. Our key sources of income for the forthcoming year 2016/17 are as follows:

<b>Project / Funding Source</b>	<b>Total Funding</b>
Core funding (from TfL)	£140,000
Borough WestTrans commitment	£100,000
West London Monitoring Officer contribution	£40,000
Cycle Parking Monitoring	£25,000
Mayor's Air Quality Fund	£40,000
Freight Strategy Actions	£75,000
<b>Total</b>	<b>£420,000</b>

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