

Projects 2011/2012

INTRODUCTION

2011/12 was our first year following the transition to a more streamlined partnership arrangement. WestTrans was tasked with a broader, more strategic transport planning role. We were shortlisted for the London Transport 'Partnership of the Year' award in recognition of our collaborative approach to project delivery. Other highlights include the delivery of strategic corridor studies, ongoing support for the Biking Borough programme and a number of new and innovative behaviour change initiatives.

These headline achievements, together with some updates on our core activities, are described below. Full details are available in the annual report. [Click here](#)

STRATEGIC CORRIDOR STUDIES

To enhance the work undertaken by TfL in the development of the Sub-Regional Transport Plan which identified seven strategic corridors in west London, WestTrans commissioned a series of studies to identify short and medium and long term solutions to improve journeys on these corridors. Full details are available in the report. [Click here](#)

CYCLING

In partnership with the West London boroughs and other stakeholders WestTrans worked to promote cycling with the aim of bringing the 'Cycling Revolution' to West London. Projects include:

Biking Boroughs

Since 2010, WestTrans has supported Brent, Ealing, Hillingdon and Hounslow in the development of 'cycling hubs' in each area.

Stanmore to Thames Cycle Route Study

WestTrans worked with borough partners to commission a study to develop a radial cycle route for commuters and other users from Stanmore to the River. To view the report [click here](#).

Cycle Wayfinding Project

WestTrans supported a study led by the London Borough of Hounslow to develop an accepted methodology and standard for signing London Cycle Network (LCN) routes in outer London. A copy of the study report is available [here](#)

West London SkyRides

WestTrans has supported outer London Sky Rides across the West London boroughs in recent years, and in 2011 the outer London Sky Ride event was held in Hillingdon.

Barclays Cycle Hire

Spring 2012 saw the opening of the latest phase of the Barclays Cycle Hire scheme at the Westfield Shopping Centre in White City, Hammersmith & Fulham.

SUSTAINABLE TRAVEL

Promoting sustainable travel is at the core of WestTrans' activities, and the WestTrans team and their partners committed to funding tried and tested initiatives that delivered behaviour change, as well as investigating and nurturing new and innovative approaches.

Development Control Travel Planning and Monitoring

The WestTrans team worked closely with Transport Planners and Planning Officers at all six West London boroughs to ensure that the way in which the Travel Plans are secured, written and monitored promotes sustained and measurable behaviour change within the organisation.

2011/12 saw the recruitment of a full-time Monitoring Officer to the WestTrans team. The position was and will continue to be funded using fees collected by each borough from developers for the monitoring of Development Control Travel Plans.

This follows a study into the suitable fee structure and process to ensure that the cost of monitoring Travel Plans is covered by developer contributions when planning permission is first agreed. Details of this study are available [here](#).

Supporting Initiatives

During 2011/12 WestTrans continued its work with organisations in West London who were developing and implementing a voluntary Travel Plan to reduce the carbon impact of its employees' travel or the congestion generated by their workplace. The WestTrans offer included:

- The Take-a-Stand scheme:
- Dr Bike sessions:
- Cycle training:
- Bespoke travel information leaflets:

Travel Planning Networks

West trans continued to support sector networks offering active support to the NHS and Education Sector as well as a number of groups to include;

- The Golden Mile Group
- HammersmithLondon BID and
- Heathrow Mobility Management Group.

European Projects

WestTrans commissioned a multi-modal journey planner to support event management planning and to provide an easy way of providing sustainable travel information to guests as part of ongoing work with hotels in the Destination Heathrow area. [Click here to view it](#)

Olympics 2012

WestTrans worked closely with the Travel Advice for Business team (Transport for London) to encourage West London businesses to sign-up for Olympics workshops so that they are better prepared for Games time.

FREIGHT

During 2011/12 WestTrans continued to support the delivery of freight improvement schemes across the West London sub-region. The Harrow Freight Movement Strategy was commissioned and the resulting document 'The Local Freight Movement Strategy', is a living document, which the Council will

review and update and action on a periodic basis to ensure the impact of freight movements is managed effectively and efficiently within Harrow. To view a copy of the study please [click here](#)

TRANSPORT AND ENHANCED EMISSIONS MODEL (TEEM)

The London Borough of Hillingdon further developed the model to calculate the current level of emissions from transport sources (including CO₂, NO_x, and PM₁₀). This baseline calculation provided the starting point against which future reductions in emissions will be measured.