



# WestTrans Partnership

Review 2019/20





## Foreword

It has been another really fulfilling year for us at WestTrans, which is only possible thanks to our six boroughs and Transport for London. I also wish to thank our Senior Coordinator, Emily, and everyone who contributed to the successful delivery of our projects.

This year has seen us move with the times and engage with new technologies to improve West London's transport. We've challenged businesses, commuters and councils to switch to electric bikes with some surprising success, helped to deliver a gold-standard docked bike scheme in Uxbridge, and seen our research into demand-responsive bus services pay dividends with the launch of Ealing Slide.

We have continued to push for better cycle parking at new developments through our award-winning Travel Plan Monitoring programme, and have made some changes to our approach to enable this. We also continue to coordinate work on freight across the boroughs, and to develop new ideas to help deliver our Freight Strategy.

While this year ended well, the onset of nationwide lockdown and dramatic impacts on transport will have serious consequences for the next. At the time of writing the UK remains under lockdown and many countries are struggling to cope with the Covid-19 pandemic. Yet transport plays a vital role in helping key workers move around, and will also be vital in the journey to recovery. While London's public transport is for essential use only, it's more important than ever that we enable people to safely walk and cycle.

Although it's impossible to know what the coming year will bring, we can be sure of one thing: people will still need to move around London. The boroughs and Transport for London remain committed to their goals of improving air quality and reducing the impacts of vehicular traffic. WestTrans remains committed to our role of coordinating, supporting and innovating across borough boundaries to achieve these goals. We will continue to deliver to the best of our ability. In the meantime, I hope you all stay safe, and I look forward to seeing you all soon - online.



*Anthony McNamara*

*WestTrans Manager*

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# Introduction

WestTrans is a partnership of the six West London boroughs of Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. Hosted by Ealing Council, and joined by key stakeholders including West London Business, London Councils, Heathrow Airport Ltd and the Old Oak and Park Royal Development Corporation, we work with Transport for London to identify, develop and implement transport projects to the benefit of the sub-region.

We also contribute advice to West London leaders relating to the development of an appropriate transport strategy for West London and provide a platform to lobby regional and national government in a cohesive manner on behalf of the sub-region. These include sustainable transport schemes and initiatives to address our key challenges - active travel, congestion, public transport and convenient orbital movement

Our aim is to work collaboratively across west London to promote improvements 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.

## **Supporting innovation and investment in West London**

WestTrans has generated an additional **£1,000,000** investment in West London by finding partners to build on our research. It is great to see RAPT-Dev operating the Ealing Slide - a new demand-responsive bus service.



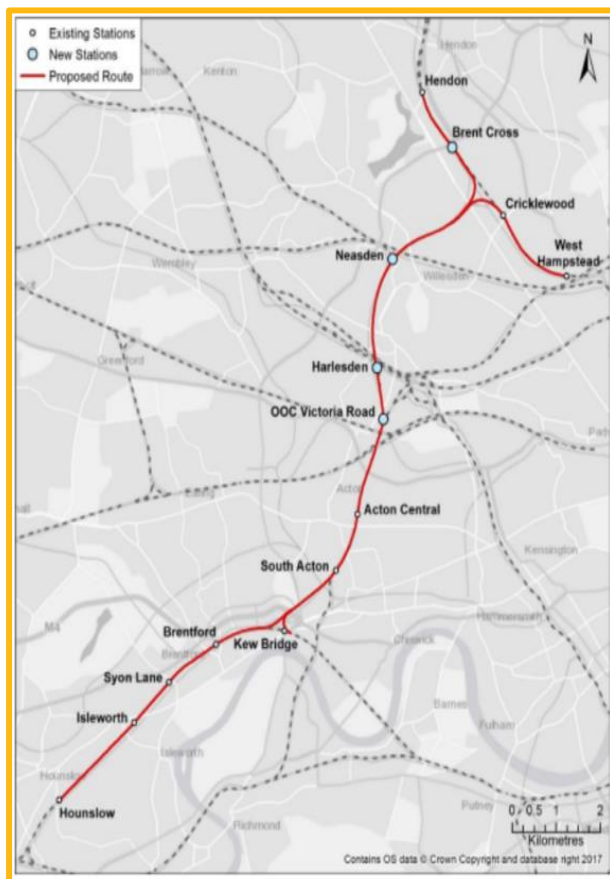
# Supporting Strategic Priorities for West London

## West London Orbital

The West London Alliance is working with the Mayor, Transport for London and Network Rail to take forward proposals for a new West London Orbital (WLO) Overground rail service. The line makes use of the Dudding Hill line, which has been freight-only since 1902, and other rail lines between Hendon/West Hampstead and Hounslow. The



WLO was identified as a priority by the WLA in 2016 to help underpin West London's growth by connecting regeneration areas and supporting new homes and jobs, improving orbital connectivity, and enhancing public transport capacity.



*The Proposed West London Orbital Line*

Over the past year we have been assisting colleagues in the WLA, both financially and with officer time, to develop the case for the WLO. A Strategic Outline Business Case published last June concluded there was a strong case for the scheme to be taken forward to the next stage of development.

This work - focussing on feasibility - is now under way. It includes assessments of preferred service patterns, any new infrastructure needed, economic benefits and funding options.

Please contact Andrew Barry-Pursell if you have any questions about the WLO:  
[BarryPursellA@ealing.gov.uk](mailto:BarryPursellA@ealing.gov.uk)

**For further information visit:**

**[gowiththewlo.co.uk](http://gowiththewlo.co.uk)**



## Construction Logistics Plans

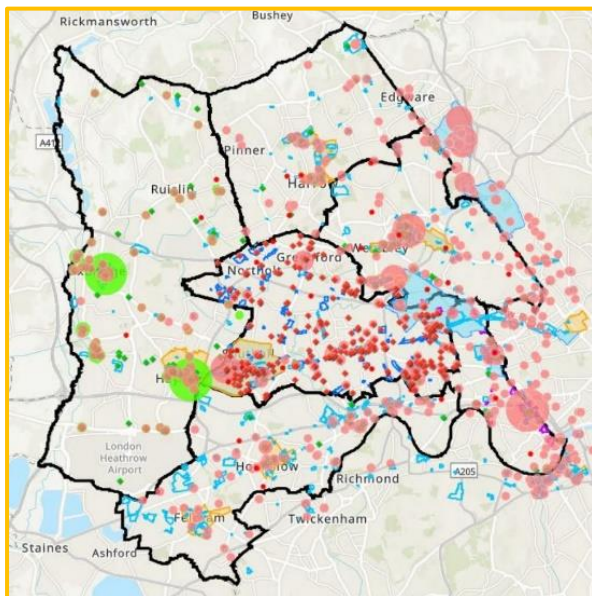
Until recently the effects of construction traffic in outer London, specifically outer West London, had largely gone unnoticed by the public or were considered part of the fabric of London and expected traffic on London's roads. While borough officers received occasional complaints about construction



traffic, such complaints were infrequent. As such, the requirement for CLPs to manage the congestion effects of construction traffic has not been a local priority.

This is no longer the case. Intensification of employment centres and town centres, combined with London's requirement for more housing, has now prompted borough officers to plan for potential increases in construction traffic, much of which will be in areas of higher population and congestion with limited road space.

Based on current planning applications and borough data, we have mapped potential construction sites to identify where we can expect intensive construction activity over the next 3 years. The mapping will be live and open to all borough officers.



In addition we have prepared a pack to assist both planners and developers with the creation of CLPs - in line with TfL's guidance.

We will shortly commence a trial of CLP monitoring and will experiment with the creation of CLP Zones, where two or more large sites in close proximity are expected to be in operation at the same time. Sites operating within a CLP Zone will be expected to collaborate with one another to mitigate their combined impact.

*We have agreed with TfL to make the mapping data available in PlayBook, TfL's data sharing software – available to all borough officers.*

## Vision Zero - Making West London Safer

### Powered Two Wheelers

A number of boroughs have seen accident rates for Powered Two Wheelers (PTW) rise, some reaching parity with pedestrian rates for KSIs. All boroughs are trying hard to meet our Vision Zero targets but PTWs seem to be a difficult mode to target.



*2WheelsLondon.com, a London borough collaboration with Road Safety UK, have created 'Angry Al' social media videos for a targeted campaign.*

We attempted to:

- Identify which demographic groups are most likely to ride a PTW in London
- Analyse accident data against licence and machine type, of which there are many
- Identify key partners to assist with delivering safety messages

A detailed report has been issued to the boroughs, with mixed results. We have identified key demographic groups and age ranges. In addition, we have also recruited a number of key businesses, specifically within the PTW servicing industry, who are ready to assist and promote the safety messages, including Angry Al.

However, some analysis has not been possible because:

- The Metropolitan Police do not record the licence type of PTW KSIs
- The DVLA and DSA do not record who has a CBT certificate or how many are issued

Our next steps will be to enable the key businesses to deliver safety messages to their customers, and discuss the lack of data recording with key Government departments.



Both RoSPA and the IAM offer driver and rider courses. How safe are you? We strongly recommend you find out more and improve your road safety.

## Demand Responsive Buses

The Mayor's Transport Strategy proposed to trial demand responsive buses (DRB), especially in outer London where the public transport network is less dense than inner and central London. To prepare for the possibility of a trial in our sub-region we invested some resources into what a DRB scheme might look like for west London and which operators might be keen to work with us.



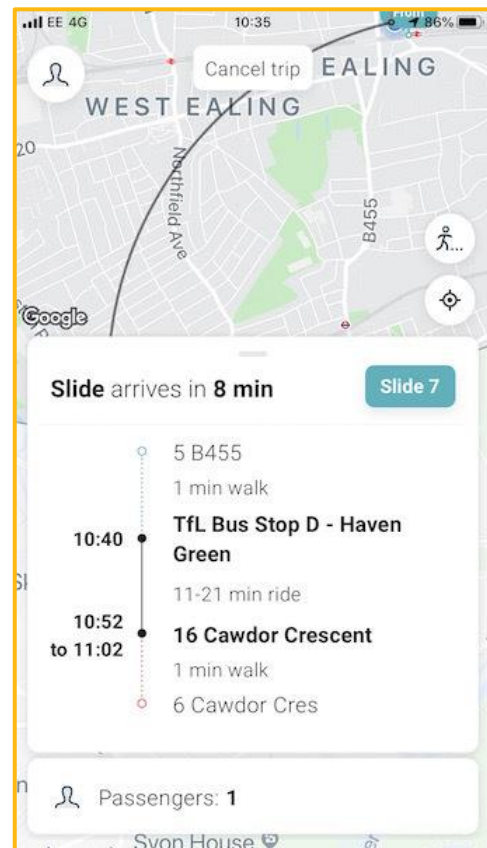
Although TfL had selected LB Sutton for their DRB trial area, they were persuaded to consider a second trial for comparison, a proposal from RATP-Dev was favourably received, and the Ealing Slide was launched!

The Ealing Slide was to operate initially in parts of LB Ealing before expanding into LB Brent including the Park Royal industrial Estate.

Ealing Slide is a premium service that comes to you and delivers you to your destination. It is designed to be accessed through a smartphone app with the strategic objective of reducing car journeys, especially during the commuter peaks. There are nine buses in operation from 6am until 1am. It is an excellent example of innovation and technology addressing transport issues in London.

Launched in October 2019, the effectiveness of the service was growing, until in March 2020 the Ealing Slide was suspended due to the lockdown caused by Covid-19.

Insufficient data has been collected to form an opinion of how effectively the trial performed. We will need to restart the trial in the future to glean more data, subject to funding and practical capabilities of doing so given our need to social distance.



*Ealing Slide smartphone view displaying waiting time, route and number of passengers - you can book a seat for your companions too.*



# Promoting Sustainable Transport through Travel Demand Management

## Electric Bike Trial

E-bikes have the potential to alleviate air pollution, improve health and wellbeing, and enable healthier journeys to work for wider groups of people than standard bicycles. As an innovative form of personal mobility, they are an exciting opportunity for West London residents to experience and to make the shift from car journeys to sustainable modes. WestTrans devised an e-bike trial for West London, which began in June 2018 and ran until March 2020. The year of 2019-20 saw an expansion to new organisations, a more diverse range of trial users, and a corroboration of the initial findings from the first year of the trial.

### Project Scope

We wanted to know what role e-bikes could play in the shift to active travel, what types of journeys they could be used for, and what the obstacles to greater uptake of e-bikes were in West London.

To do this, we loaned e-bikes to sites across West London for their staff to use. We aimed for a wide range of sites and encouraged them to use the e-bikes for any journeys they felt appropriate. Sites which used the bikes included Harrow and Hounslow Councils, Ealing Council park rangers team, a property developer, a sports charity, a sixth form college, an estate agent, and staff at NHS sites across West London.

### Results

The trial was a success on several fronts. One notable achievement is that at least four individual participants, and a borough team, purchased their own e-bikes as a result of taking part in the trial. They all found their journey convenience improved by the e-bikes.

### SurveyMonkey results

The questions asked questions about commute, use of the e-bike, perceptions of the e-bike, likelihood of using or purchasing an e-bike, and what would prevent the purchasing of an e-bike. We also received a variety of comments and feedback from the trial which offered insight into participants' experiences. From these some recurring themes emerged:

Participants generally enjoyed their experience of the trial and rated it positively. They liked the usefulness of the e-bikes and they appreciated the chance to try one for free before committing to purchasing one. Negatives included the lack of gears on the e-bikes, the need to carry heavy equipment such as the D-lock around with them, and the lack of cycling infrastructure on outer London roads.



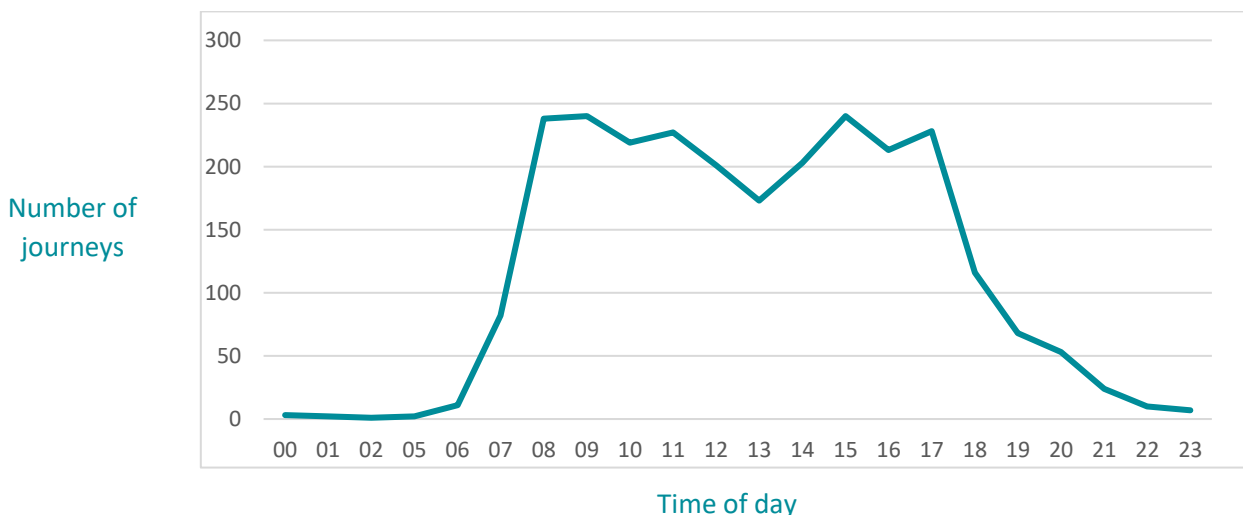
77% of participants cited cost as the main thing preventing them from purchasing an e-bike of their own, making cost by far the largest obstacle.

**Harrow Council**  
 42% of participants usually commuted by car.  
 85% felt very positive or positive about the e-bike after the trial.

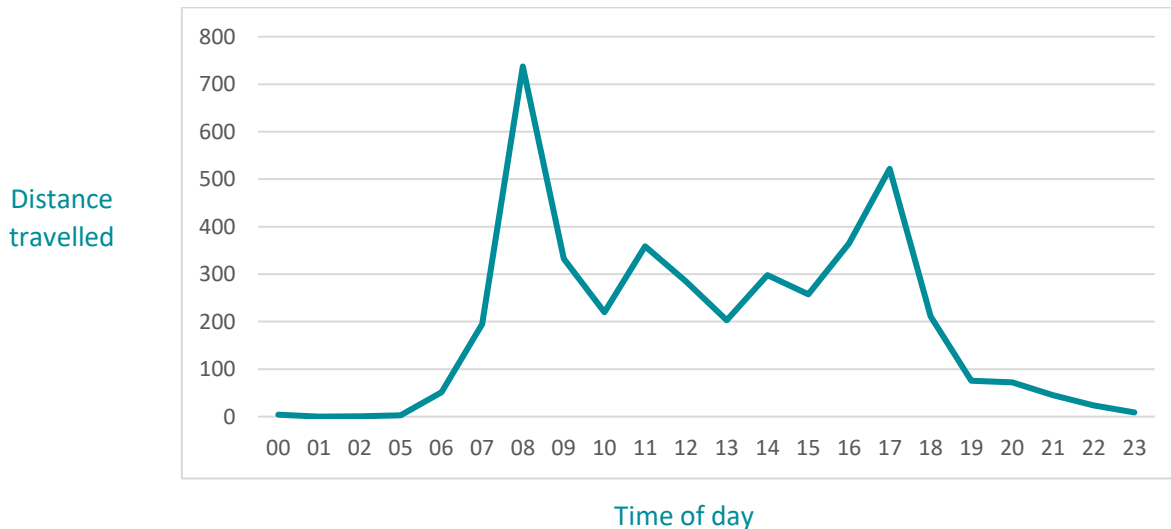
**Hounslow Council**  
 72% used the e-bikes for commuting to work, and 54% for site visits.  
 100% felt very positive or positive about the e-bike after the trial.  
 81% said they were very likely or likely to use an e-bike in the future.

### GPS tracker results

The GPS data showed several interesting aspects of the e-bike journeys. The data is particularly useful for helping to answer the question of what types of journeys e-bikes could be used for. The chart below shows the number of journeys taken in total by the ten e-bikes at each hour throughout the day - their trip count:



This presence of steep morning and evening peaks, with use remaining fairly high throughout the working day, suggests that participants were using the e-bikes at peak commuting times. However, use does not fall away during the day. Instead both morning and afternoon see reasonably high trip counts, suggesting that the bikes are being used for journeys throughout the day. This led us to explore numbers of trips against the time of day, which is shown in the chart below:



This chart supports the finding that the bikes were being used for journeys to work. The difference between morning and evening peaks and the hours in between is much more noticeable here; relatively high numbers of trips were sustained through the day in the first chart, whereas the second shows that their mileage was much lower. This suggests that as well as being used for journeys to work, the bikes were used for many short journeys through the day.

### Conclusions and Next Steps

As of March 2020, the project was continuing with an increased focus on NHS sites, and plans to expand the trial for summer 2020. Staff at the HQ in Southall, a mental health clinic in Chiswick and a GP in Brentford were all trialling the bikes. However, the Covid-19 pandemic, and resulting lockdown from March onwards, have put these plans on hold.

Although the trial effectively ceased from mid-March, it ran well through the year of 2019-20 and built on its previous successes in 2018-19. Overall we saw 4-5% of people purchase an e-bike after participating in the trial, which suggests there's huge potential for increasing cycling by introducing people to e-bikes.

In addition, although plans for extending and expanding the trial are on hold indefinitely, it has effectively answered the questions it set out to explore, so the project can be considered a success. We have learnt a lot about what encourages people from many walks of life to cycle in London, and what discourages them. We have engaged diverse workplaces and organisations with cycling, and helped to share the idea that anyone can cycle, whether they're young or old, fit or unfit, of any gender or ethnic background.

## Healthy Campus Champion

WestTrans has found that students aged 16+ can be highly receptive to changing their travel behaviour. As they begin to travel independently, it is vital to steer them towards sustainable modes such as cycling, rather than towards car ownership.

To support this goal, WestTrans has worked with the London Cycling Campaign since 2016 to appoint a Healthy Campus Champion. This was a dedicated resource who integrated into colleges and universities across West London with the aim of increasing the numbers of students who cycle. After Jess Strangward departed for Nextbike, Max Mills moved from a supporting role to delivering the programme, and worked hard throughout the year to organise events and build connections across the sub-region.

In March 2019, just prior to the beginning of this financial year, the hard work of Jess and Max at Brunel University paid off, with the opening of a docked Santander cycle scheme in Uxbridge. By June the bikes were regularly achieving the bike-share 'gold standard' of 3 rides per bike per day, and the scheme was Nextbike's most successful operation in the country.





### Highlights of the 2019-20 programme

- Running the London By Cycle autumn events, which included:
  - 133 bike trials
  - 31 bike repairs
  - 79 obstacle courses completed
  - 551 total interactions with students about cycling
- Successful bike loan programmes at West Thames College, Harrow Weald College, and West London College. This is a free two-week bike loan for students to get them started with cycling.
- Work with West London College to deliver a signed cycle route between transport interchanges and campuses, to encourage students to cycle.
- SEN bike clubs: expanding cycling to students with special educational needs.

A full programme of events was planned for spring 2020. However, these fell prey to the Covid-19 lockdown, which caused universities and colleges to close their doors in March. With limited resources, the programme moved towards the NHS instead, and Max worked on the NHS Bike Giveaway, engaging staff at hospitals and health sites and giving away 100 free bikes to NHS workers. A further programme of NHS events is planned for the summer and autumn. So, although it wasn't quite the end to the year that we'd hoped for, the fact that we had this programme running meant we could quickly change tack and deliver bikes and cycling resources where they were most needed.

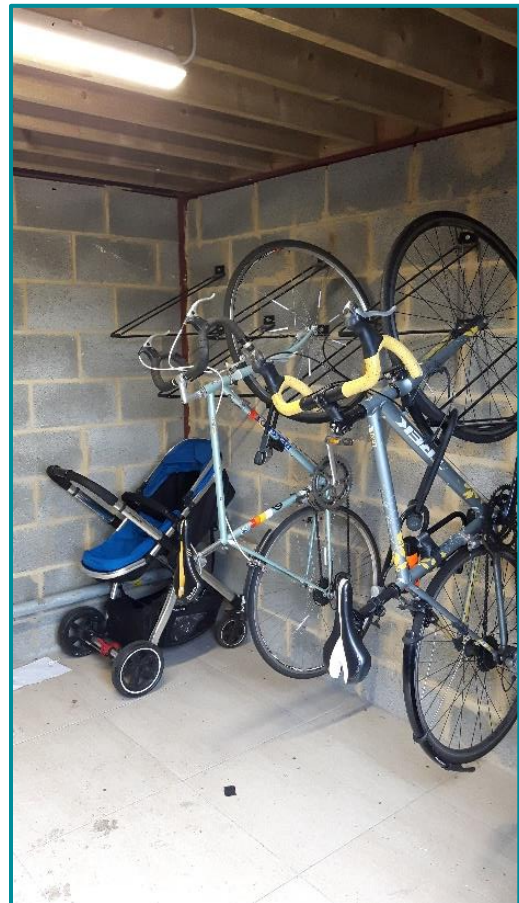
2019-20 was the fifth year of the Healthy Campus Champion programme and we hope it won't be the last. The work has reached thousands of students across the sub-region, repaired hundreds of bikes, led hundreds of students on bike rides and trained them to cycle, with a particular focus on BAME and female students, and brought the Uxbridge cycle scheme into being. This age group continues to be a key target for modal shift, and this programme has shown that working with them has a direct impact on the provision of active travel modes.

## Travel Plan Monitoring Programme

Our Travel Plan Monitoring programme, the biggest in the UK, works with businesses and organisations to increase sustainable travel through the management of Travel Plans. In 2019-20 WestTrans continued to work with borough officers to offer advice and feedback on Travel Plans. The database currently holds close to 700 sites, ranging from small local groups like Pitshanger Football Club to large corporate organisations such as Westfield London.

Over the last year the Travel Plan monitoring Officer's role has evolved to be more engaging and has been redefined as a Transport Engagement Officer. We are delighted to have recruited Emma O'Malley into this role and look forward to her building a network of businesses who are eager to work with us on sustainable travel.

In 2019-20 we recorded the travel habits of nearly 200,000 people. This information has allowed us to monitor whether sites are achieving the targets set out in their Travel Plans and to offer specialised site-by-site advice. We are also continuing to learn from sites and how they are encouraging people to choose sustainable travel. We have had several sites whose level of engagement has been fantastic. For example, Hyder Mohammad from Hillingdon Hospital has been keen to do more work with us over and above the monitoring, including participating in our cycling events programme.



*Why is cycle parking still so poorly implemented at new developments?*

The Travel Plan Monitoring programme has been running successfully for over ten years, providing an important resource for the boroughs as well as support for sites, and we look forward to continuing this work.

### Updating the Programme

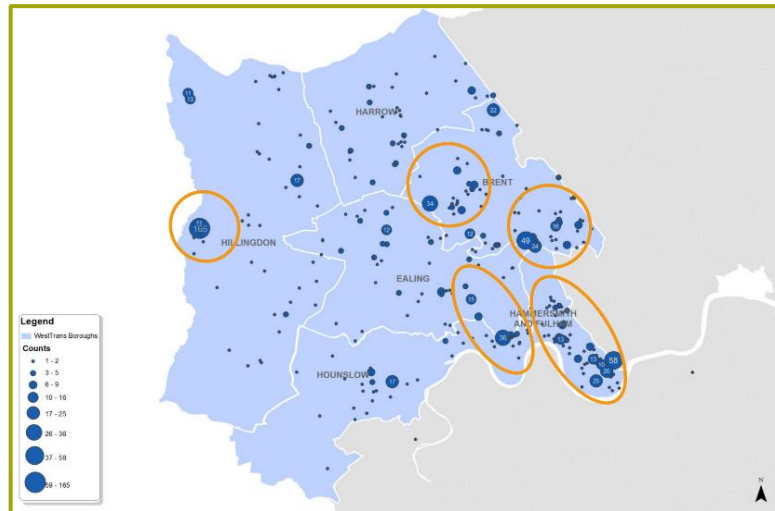
Since the programme commenced there have been several new transport initiatives such as car clubs, docked and dockless cycles and electric vehicle charging. We are working with TfL to update our S106 library to include new clauses for these initiatives to help ensure all developments are delivered according to their plans.



# Highlights of our work in 2018-19

## Freight Hotspots

Working with the West London Freight Steering Group, we collected thousands of Penalty Charge Notices (PCNs) from freight operators. Each one is a record of a goods delivery that rightly or wrongly received a PCN. By mapping each one and its reason for issue we built a Freight Hotspot Map of west London, the purpose of which is to highlight areas for investigation for kerbside efficiency.



Following an investigation of two hotspots, on which a full report available on our website, our findings shows a mix of severe abuse of loading bays and a need for constant enforcement with improved signage.

## Cycle Parking - Retro Fitting

At WestTrans we are passionate about cycle parking. We believe that if you cannot store a bike safely and conveniently, you probably won't ever cycle. For this reason, we have produced outstanding cycle parking guidance, evolved our Travel Plan Monitoring Programme to include a site visit and inspection of all cycle parking and are challenging developers to retrofit the cycle parking detailed in their planning applications.

The latter is proving to be a serious challenge. We have identified over a hundred developments where the planned cycle parking is wholly inadequate or simply not there. Our attempts to rectify these problems are being met with significant resistance but we shall persevere. It does, however, prove how crucial it is to talk about cycle parking in pre-app and to ask for detailed cycle parking design prior to approval.



# Knowledge Sharing and Showcasing our Work

## Networks

A key role for WestTrans is to participate in networks, working groups and other forums to showcase our projects and play our part in influencing transport across London. In addition, we act as ambassadors for the boroughs, communicating their thoughts and reporting back from a number of working groups.

In our role as a sub-regional partnership, we are well-placed to incorporate like-minded organisations to share examples of best practice, share training events and help each other to conceive and deliver new projects.

Over the last two years we have been key stakeholders for:

- Freight Forum (TfL)
- London European Partnership for Transport (LEPT) Management Group
- LoCity
- Heathrow Airport Transport Forum
- Heathrow Strategic Planning Group - Transport
- APRIL
- TRICS user forum
- SWITCH
- Go Ultra Low
- Public Activity for Public Health

The Pan London Travel Planning Network has been inactive since 2016 and WestTrans would very much like to restart this group; please get in touch if you are interested.

## Social Media

We have an active [Twitter page](#), which helps us to connect with individuals and organisations working in active travel, freight, sustainability and much more. We tweet several times a week and have found it instrumental in building new connections and identifying potential projects. We are aiming to increase our following and encourage more frequent and meaningful engagements with our posts.

## Website

Our [website](#) showcases our current and past projects, key reports and documents, success stories, news items, contact details and much more.

The site holds a library of transport information, including the full Mayor's Transport Strategy and draft London Plan, and links to useful stakeholder organisations.

There is also detailed information on the projects we are currently delivering, as well as a compendium of past projects dating back to 2012.

The website has a sister site, [WestTrans Travel Plans](#), which covers our Travel Plan Monitoring Programme. We also offer the [RObUST](#) library of resources for the boroughs when writing travel plans, and help and information for organisations, employers and other users.

## Newsletters

We send out three newsletters a year, usually around January, May and September.

The newsletters include a staff update, updates on key projects, pieces of news and other items of interest. They are circulated to a variety of our stakeholders, including the boroughs, transport consultants and active travel organisations.

Showcasing our work, pooling knowledge with others, and staying abreast of transport innovation and development, remain a high priority and we will be focusing on improving these in 2020-21.





## Contact Us

Please contact us if you have any questions about our projects, would like to be included or have ideas you would like to share. We are always open to new suggestions and look forward to hearing from you.

### Email

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