

Have Faith in Travel Planning Launch Event

23rd March 2011



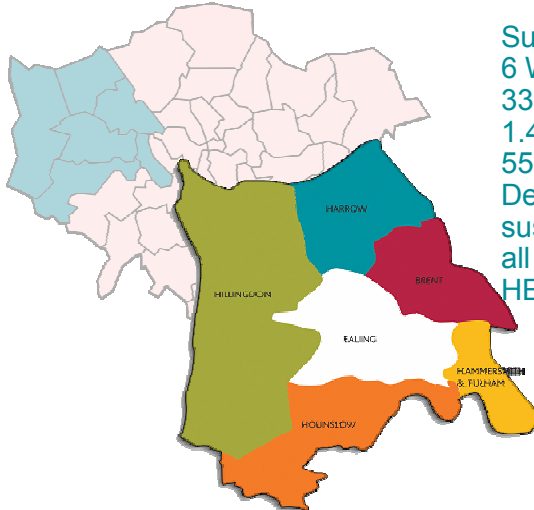
WESTTRANS WEST LONDON
TRAVEL *PLANS* 

Tim Forrester
WestTrans Co-ordinator

Welcome



Who are WestTrans?



Sub-regional Partnership
6 West London boroughs
33,733ha
1.4 million people,
553,000 households
Delivering pioneering
sustainable travel projects for
all sectors (Faith, Health,
HE/FE, Public and Private)



Lilli Matson
Head of Modal Policy
Transport *for* London



Sarah Clifford
Associate, Transport & Travel
Research Ltd (TTR)



Background

- Innovative project in West London - Part of TfL's Destination Travel Planning pilot
- In 2008 Pilot Travel Plans for 3 places of worship:
 - Church
 - Hindu Temple
 - Mosque
- Monitoring surveys 2010

Faith Travel Plans: Case Study 1

Hampton Church: LB Richmond upon Thames

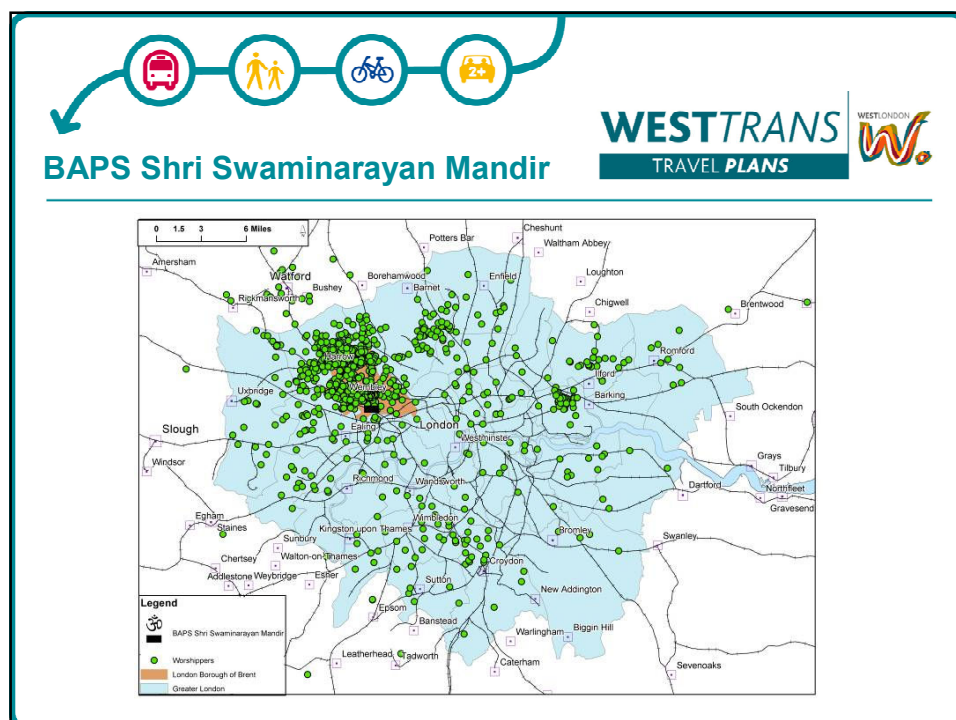
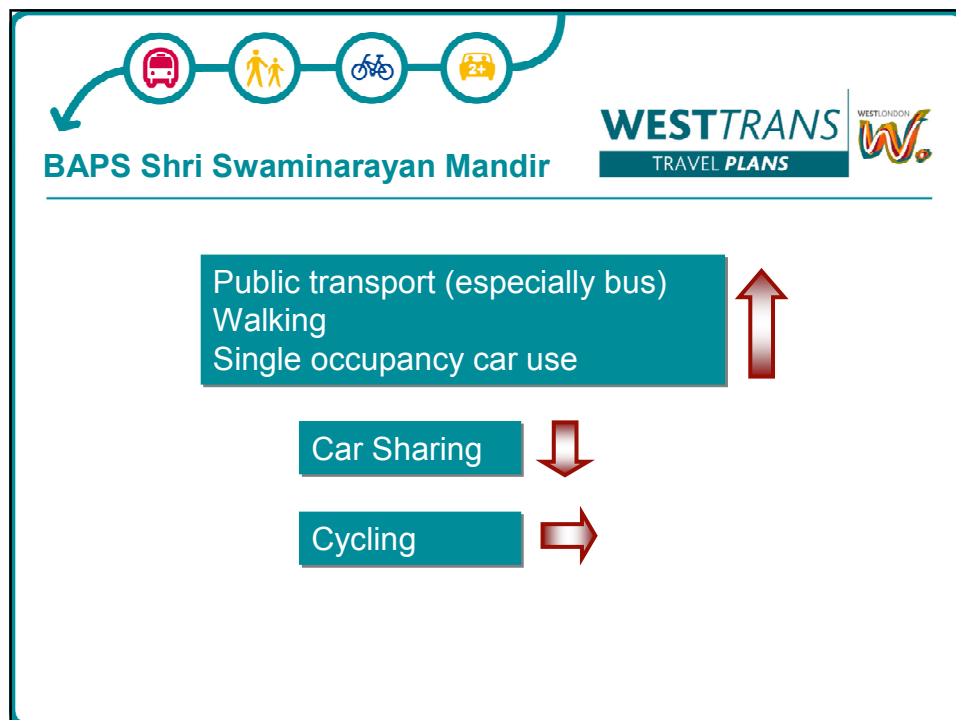



Faith Travel Plans: Case Study 2


BAPS Shri Swaminarayan Mandir (Neasden Temple)

- 1000 visitors / day
- Saturday & Sunday evenings busiest times
- Worshippers travel long distances to the Mandir, typically more than 5km
- Travel Plan
 - Integrated public transport information map
 - Review of signage for pedestrians
 - Travel Plan launch event
 - Bike storage
 - Travel Plan working group












Faith Travel Plans: Case Study 3

Hounslow Jamia Masjid (Hounslow Mosque)

- Congregation of over 3000 on a Friday
- Friday is the busiest day
- Travel Plan
 - Integrated public transport information map and leaflet
 - Branding
 - Bike storage
 - Personalised Travel Planning
 - Travel Plan working group










Hounslow Jamia Masjid

Public transport (especially bus)
 Walking
 Cycling



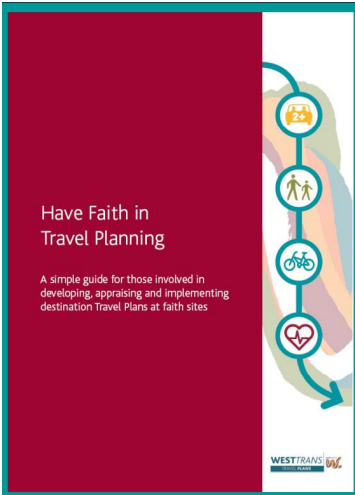
Car Sharing
 Single occupancy Car use






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Introduction to the guide:




Have Faith in Travel Planning

A simple guide for those involved in developing, appraising and implementing destination Travel Plans at faith sites

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Introduction to the guide:

- Produced by TTR and WestTrans
- For those involved in developing, appraising and implementing destination Travel Plans at faith sites
- At the heart of communities: large visitor numbers attracted at specific times of the week
- 2,200 faith buildings in London in 2008
- 602 planning applications submitted by faith destinations across London since 2000
- Tailored to the specific requirements of the site, religious beliefs and culture



Faith Travel Plans: Benefits



- Improve access to the site
- Increase travel choice to a site
- Improve health
- Reduce congestion and demand for parking spaces
- Deliver local environmental improvements
- Ensure best possible provision for people with disabilities



Case Studies Sites:



- Christ Church, Turnham Green, west London
- BAPS Shri Swaminarayan Mandir (Neasden Temple), north-west London
- Hounslow Jamia Masjid and Islamic Centre (Hounslow Mosque), west London
- Radlett United Synagogue, Hertfordshire
- St Mary's Parish Church, Middlesex



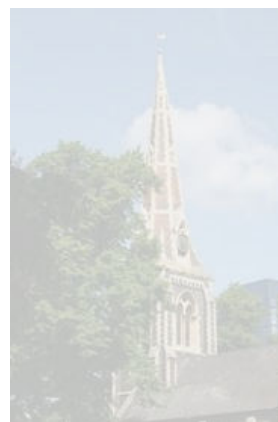
Step by Step Guide:

- Step 1: Scoping the Travel Plan
- Step 2: Travel Plan Management
- Step 3: Understanding the Site
- Step 4: Objectives, Targets and Monitoring
- Step 5: Travel Plan Measures
- Step 6: Marketing Faith Travel Plans



Step 1: Scoping the Travel Plan

- Support available from the local authority?
- Internal support available?
- Language: translation?
- Peak travel times
- Include affiliated buildings?
- Car parking
- Affiliated activities
- Occasional visitors
- Religious festivals





Step 2: Travel Plan Management



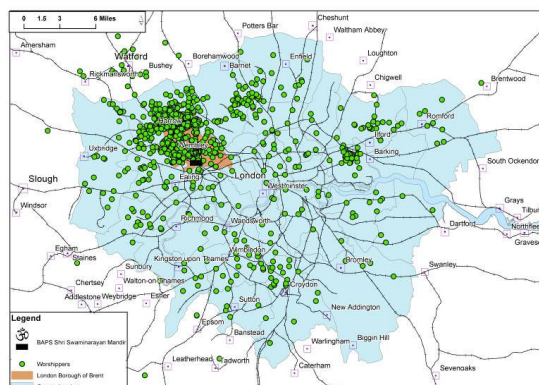
- Approvals process?
- Travel Plan Coordinator
- Travel Plan Working Group
- Resources: commitment of both time and money



Step 3: Understanding the Site



- Site Audits
- Travel Surveys
- Postcode Plots
- Focus Groups





Step 4: Objectives, Targets & Monitoring

- Objectives
- Targets
- Monitoring eg:
 - Levels of off-site parking
 - Use of existing or new cycle parking facilities
 - Use of dedicated parking spaces
 - Use and views on promotional material



Step 5: Travel Plan Measures

- Better information
- Involve children and families in fun or leisure-based cycle events
- Promoting discounts available on public transport
- Providing reserved parking spaces near the entrance for car sharers only



Travel to BAPS Shri Swaminarayan Mandir (Neasden Temple)

By Bus

Neasden Temple is directly served by bus routes 206 and PR2 stopping 100m from the main visitors entrance located around the corner from Brentfield Road on Meadow Garth. (Please note that the PR2 does not run on Sundays.)

Buses 18 and PR2 serve stops at the end of Conduit Way on Harrow Road (the area known as Brentfield), approximately 800m from the Temple.

Additional buses serve nearby Brent Park, routes 92, 112, 232 and 232. Bus stops nearest to the Temple have shelter, seating and timetables.

By Tube

The PR2 bus connects from outside the Temple directly to Wembley Park station on the Jubilee and Metropolitan lines, around 3 miles away.

The nearest Tube stations are Neasden on the Jubilee line, which is an approximate 25 minute walk, and Stonebridge Park on the Bakerloo line, which is an approximate 20 minute walk to the Temple.

There are currently no direct bus routes from these stations, however walking routes are available from the Temple's website: www.mandir.org.

By Train

Mainline stations are located some distance from the Temple.

The nearest rail station is Stonebridge Park on the London Chergoand service between London Euston and Watford Junction. It is around a 20 minute walk to the Temple as there is currently no direct bus connection.

If you are planning to take a bicycle onto the train, please check the train operator's cycle carrying policy before travelling.

For further up to date rail information contact National Rail Enquiries on 03447 46-4550 or visit their website: www.nationalrail.co.uk.

Bus Frequencies

Route	Frequency
18 Girdle - Sudbury and Harrow Road	Daily
206 Kilburn Park - St. Raphael's	Daily
PR2 Willesden Junction - Wembley Park	Daily

For further information call 020 7222 1224 or visit www.wt.gov.uk

By Car

The Temple is located just off the North Circular Road, A404 at Brentfield Road, Neasden, allowing access from the A40/M40 via Ringer Lane (get off at Harrow Road exit) and from the M1 junction 1 at Brent Cross.

Free parking for visitors to the Temple, including some disabled parking bays.

During major festivals such as Diwali, additional parking is available at the school across the road from the Temple or at nearby Brent Park shopping car parks.

Residential parking is very restricted. Permit and waiting restrictions usually apply, especially on Wembley event days between 10am and midnight.

By Bike

There are 27km of well appointed dedicated cycle routes within the London Borough of Brent. Neasden Temple is currently upgrading secure cycle parking facilities. For further details check the website.

Transport for London provide free cycle maps for the whole of the London area. The Neasden area is covered by guide numbers 3 and 6. Visit www.tfl.gov.uk for further information.

By Foot

Pedestrian access for visitors to the Temple is on Meadow Garth, off Brentfield Road, close to the bus stops. Information on walking routes from local stations is available from the Temple's website: www.mandir.org.

It is about a 25 minute walk from Neasden station and 20 minutes walk from Stonebridge Park. The nearest bus stop is a 2 minute walk away.

PLEASE CYCLE RESPONSIBLY WHEN CLOSE TO PEDESTRIANS.

BAPS Shri Swaminarayan Mandir
100-110 Brentfield Road,
Neasden, London NW10 0LD
t: 020 896 2001
e: info@mandir.org or www.mandir.org

Step 6: Marketing Faith TP

- Need cooperation and goodwill of the congregation and visitors.
- Marketing helps to achieve this
 - Resources available from the local authority?
 - Develop a brand
 - Hold a high profile launch event

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Sarah Clifford

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Obtain a copy of the guide from:

<http://travelplans.westtrans.org/>

WestTrans Travel Plan Coordinators

Tel: 020 8825 9635



John Denniss

Travel Plan Coordinator
and congregation member

Christ Church, Turnham Green



Christ Church

- Issues to overcome:
 - International congregation of 300
 - Need to 'win hearts and minds'.
- How we did it:
 - Leading by example with strong support from Church leaders
 - Questionnaires distributed at Sunday service
 - What motivates our community? Health benefits of walking and cycling
 - Enthusiasm and action!
 - Cycle stands



Christ Church



- 8 free cycle stands

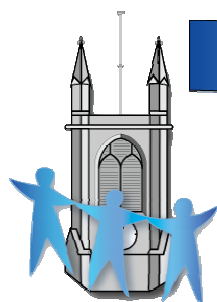


- Part funded installation



Christ Church


- Ambitious targets
 - Increase cycling by 10% by end of 2011
 - Robust approved 'Action Plan'
- Moving forward
 - Launch event
 - Noticeboard
 - Website
 - Sustainable and healthy travel becomes part of community culture.




St Mary's Parish Church, Hampton


*Christ's love has the first & last word
in everything we do*

Reverend Derek Winterburn
Vicar



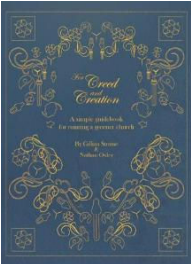


Wider initiatives

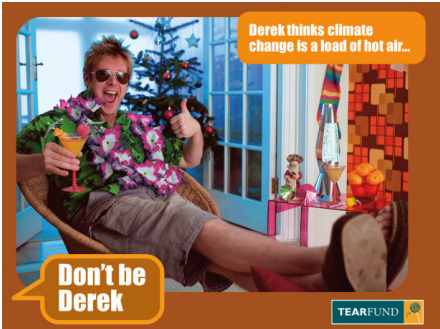



Shrinking the Footprint
THE CHURCH OF ENGLAND'S NATIONAL ENVIRONMENTAL CAMPAIGN


Chaired by the Bishop of London



For Creed and Creation
London Church Leaders Group







Rooted in our Faith

Jesus said

1. Love the Lord your God:
Stewardship
2. Love your neighbour...
Justice
- 3....As Yourself
Self- Interest



Multi-stranded strategy



- A month of teaching
- Anchored in annual 'festivals'
- Church & Personal Assessment
 - Reduce (light bulbs / heating / standby ...*
 - Recycle (new paper / disposal/ paper cups...*
- Fairtrade sales
- Churchyard / Nesting Boxes
- Carbon Offsetting -> Tree Planting



Tree Planting





Travel Plan



- Initial conversation with Richmond Council
- Introduced to WestTrans / TTR
- Survey and Travel Questionnaire (April 08)
- Travel Plan approved by leadership (Sept 08)
- Launched (Oct 08)



Survey



Almost 100% response rate
(117 households)

- 54% come by car
- 40% cars shared
- 40% active transport
- 5% public transport





Launch



- Dr Bike
- Police marking bikes
- Information leaflets
- Noticeboard Map



Launch



- Dr Bike





Cycle Hoops?



Update

- Soon... Cycle Hoops?
- *Care for Creation* and *Harvest* Sunday themes
- Environmental Audit
- Another survey?





Summary

- Rooted in our Christian faith
- Prepared by teaching
- Embedded in liturgical year
- Expect high engagement
- *what's next?*
- Realistic expectations of
future achievements



Questions?



Thank you.