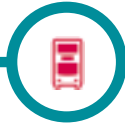


# WestTrans Partnership

## ANNUAL REPORT 2012/13





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# 1.Introduction

## Who We Are

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

The Partnership led by Ealing Council works with Transport for London (TfL) and other West London stakeholders to identify, develop and implement transport projects to the benefit of the sub-region.

## Our Aim

To work collaboratively across West London to promote an improvement in transport conditions for those living and working in the sub-region. WestTrans works to deliver strategic transport schemes and initiatives addressing the key issues of congestions, public transport provision and convenient orbital movement.

In recent years there has been a number of changes to the London sub-regional partnerships and the roles and activities of these partnerships. WestTrans emerged from this review process as one of the six partnerships that would continue to receive funding.

From 2011/12 WestTrans have taken responsibility for a much broader, more strategic transport planning programme and we are proud that we have maintained our focus during 2012/13 and as a result have been able to ensure that our partners and stakeholders remain fully supported.

## 2012/13 Highlights

- The development of Olympic Impact Assessments for West London;
- The advancement of the Strategic Corridors delivery programme identifying potential solutions to key issues on orbital routes in West London;
- The development of a comprehensive monitoring and evaluation programme for travel plans;
- A series of knowledge sharing events with practitioners from across the globe.

Further details are described in this year's annual report.





# 2. Delivering the West London Sub-Regional Transport Plan

## TfL's Business Plan

During December 2012 TfL published its Business Plan which sets out plans for the next decade and helps frame the priorities and opportunities for the development of transport in West London. The document is structured around three broad requirements for the city:

**Driving London's employment and population growth:** The investment required to ensure the city reliably support an expected one million additional residents and more than 600,000 new jobs over the next 20 years.

**Putting customers at the heart of the business:** Ensuring that TfL's investment is built around the requirements of their customers by providing a safe, secure, reliable service where personalised and consistent customer service is paramount.

**Making life in London better for all:** Creating an environment in the capital that maintains its position as the world city where people want to live, work and visit.



## West London Sub-Regional Transport Plan (WLSRTP)

It was agreed with boroughs that whilst these challenges must be considered across London, and addressed locally through Local Implementation Plans (LIPs), there were some which would benefit from concerted effort at a sub-regional level.

The WLSRTP fills the gap between the strategic policies and proposals in the Mayor's Transport Strategy (MTS), subsequent Business Plan published in 2012 by TfL and the local initiatives in boroughs' Local Implementation Plans.



The key priorities identified in the WLSRTP are:

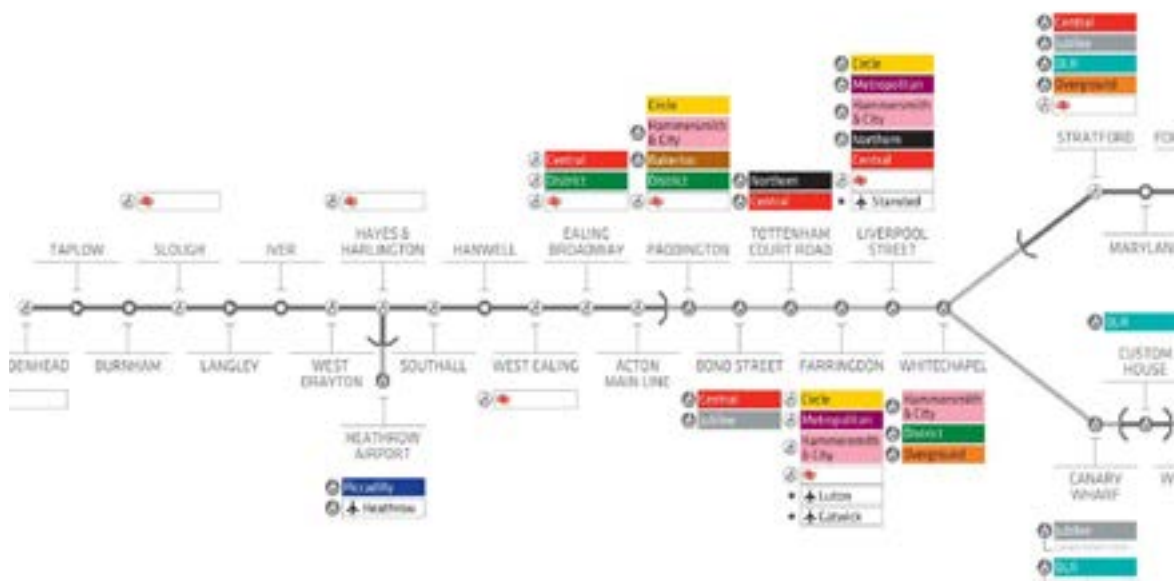
- Improve north-south connectivity;
- Improve access to, from and within key locations;
- Enhance east-west capacity and manage congestion;
- Enhance the efficiency of freight movements in the sub-region;
- Improve land-based air quality.

WestTrans and its partners have worked hard during 2012/13 to review and update the WLSRTP. It is due for publication in summer 2013 and will set out the next priorities for WestTrans, their partners and key stakeholders.

## Crossrail

The introduction of Crossrail will see major improvement across the WestTrans region with new services due to begin in 2018. The key benefits for West London include:

- Enhancements to 14 stations
- 4 new stations building at Acton Main Line, Southall, West Ealing and Hayes & Harlington
- Platform extensions will allow longer, higher capacity trains to operate
- Step-free access at the majority of stations will improve the accessibility for passengers.





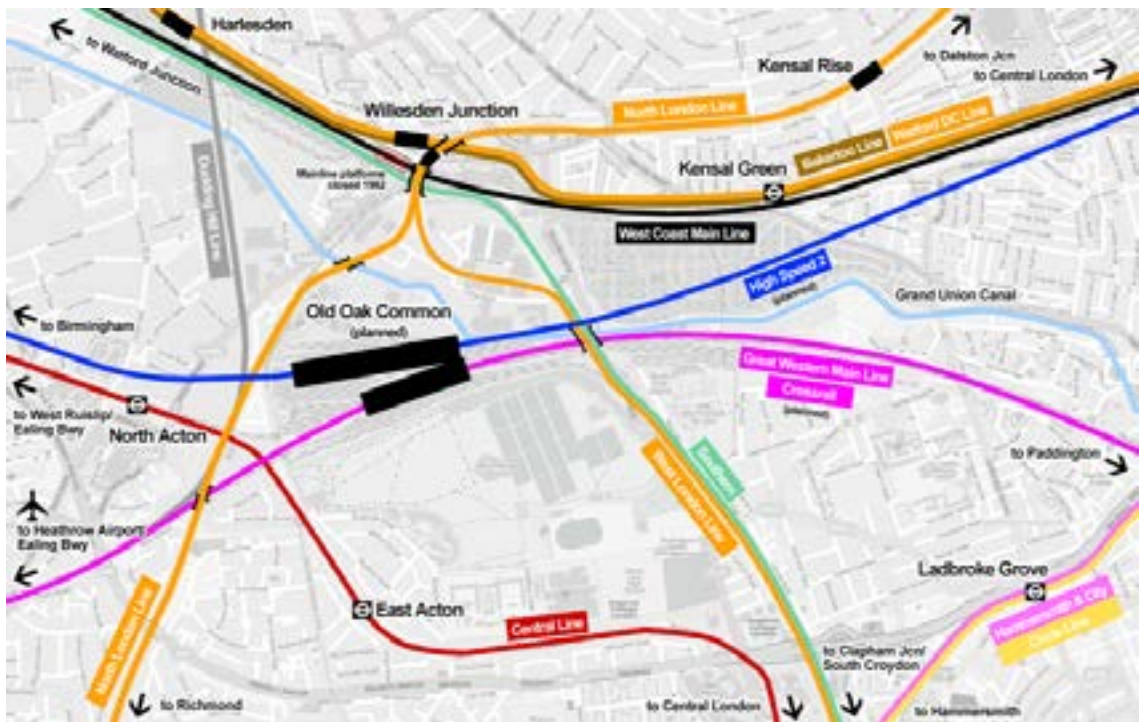
## HS2 and Old Oak Common

HS2 will have a huge impact in West London with an expected additional 13,000 extra passengers an hour.

As part of the new generation of high speed trains, a major new interchange station is to be constructed on the site of the Old Oak Common railway depot

- Around 30% of all HS2 passengers are expected to transfer at Old Oak Common.
- 5 major airports will be linked to the HS2 rail network via Old Oak interchange.
- Reduced journey times to Heathrow, Birmingham, Luton and Gatwick
- Great Western and West Coast mainlines, Crossrail, West and North London Lines, Bakerloo and Central Underground lines, and Heathrow Express - all crisscross the site
- A40 and North Circular Road also border the site

WestTrans and its partners are currently engaged in the consultation process to ensure that the best possible improvements and outcome are provided to West London.





## Sudbury Station Access Studies

WestTrans commissioned Urban Flow and BDP to undertake a two stage study to review and identify a series of interventions to improve access, interchange and the public realm at Sudbury Hill and Sudbury Town stations,

Through assessment of the study area a number of key issues were identified including;

- Poor sense of station presence within its surroundings
- Inadequate pedestrian crossing facilities
- Poor station wayfinding
- Dominance of buses within Sudbury Town Centre
- Lack of consideration for the public realm.

In response a list of possible interventions have been categorised into 'quick wins', and medium and longer term schemes to include:

- Improving way finding and bus stop accessibility.
- Public art/light installations on the railway bridges,
- Rationalisation of guard railing and
- Treatment of vegetated areas.

WestTrans are working with the London Boroughs of Harrow, Ealing and Brent to secure funding to deliver this major scheme.

## Roads Task Force

In his manifesto the Mayor set out his intention to develop a road network fit for the 21st Century.

*"A road network that should support London's sustainable and social economic growth; be more reliable; be no more congested than it is today (and ideally less congested); safer; cleaner and healthier for all users; and better serve local communities and contribute more positively to the urban realm. As a result The Roads Task Force was set up to help shape the future of London's transport system."*

The independent body brings together a wide range of interests and expertise with a common vision that the Capital needs a long term strategy for roads, streets management and urban design.

WestTrans responded to the RTF consultation and the report is due to be published during July 2013

[Link - Roads Task Force](#)

## Source London

In 2011 the Mayor of London, Boris Johnson, launched the Source London charge point network; a network of publicly assessable electric charging points to support the growth in electric vehicles.

The publicly accessible charge points are located at supermarkets, on the street, London Underground car parks and car parks all over the WestTrans area. Customers can register with Source London, pay an annual fee and receive a card in the post which will unlock any of the Source London charge points to charge the vehicle at no additional cost.

|                        | No. of charge points |
|------------------------|----------------------|
| Brent                  | 0                    |
| Ealing                 | 23                   |
| Hammersmith and Fulham | 2                    |
| Harrow                 | 38                   |
| Hillingdon             | 55                   |
| Hounslow               | 45                   |

'I want to rapidly accelerate the uptake of electric vehicles and make London the epicentre of electric driving in Europe. Increasing numbers of motorists are opting for cleaner, greener electric transport, delivering a host of benefits to the driver including a 100 per cent Congestion Charge discount. This is set to deliver considerable environmental benefits to our city.

*The Mayor of London,  
Boris Johnson'*



## London Councils Bus Network Review

In 2012 London Councils commissioned JMP to help identify, understand and record issues that the London boroughs had regarding the bus network in their areas.

The key points identified by West London Boroughs were:

- Heathrow Airport is seen as a key factor in shaping the network in this area.
- Limited access to suburban centres by bus (radial routes).
- Limited access to the west end and city, apart from on some key corridors, or by tube and rail, indicated a need for long bus routes.
- Concerns about Crossrail and its effect on bus services, which could see some services reduced to 'feeders' to Crossrail, rather than directly serving the West End and City.

The report concluded with a series of recommendations to support improvement to the bus network across London.



## The 2012 Olympics

During the 2012 Olympic and Paralympic Games there were over 20 million spectator journeys across the Capital. West London acted as a key corridor during the arrival and departure of participants and visitors to the Games with Heathrow as the Hub. In addition events at Wembley Stadium and Wembley Arena in Brent had significant impact on the network along with implementation of the Olympic and Paralympic Route Network (OPRN)

To reduce the impact on local businesses and communities, a series of Impact Assessments were undertaken to; identify the key hotspots across the WestTran boroughs, identify key events and help West London residents, employees and visitors to make informed decisions on how and when to travel; identify a series of measures to reduce the impact that the increase in journeys across the area would have.

[Olympic and Paralympic Travel Impacts - Brent](#)

[Olympic and Paralympic Travel Impacts - Ealing](#)

[Olympic and Paralympic Travel Impacts - Harrow](#)

[Olympic and Paralympic Travel Impacts - Hammersmith & Fulham](#)

[Olympic and Paralympic Travel Impacts - Hillingdon](#)

[Olympic and Paralympic Travel Impacts - Hounslow](#)



“The Olympic Impact Statements provided significant data to allow informed decisions and actions to be taken by West London boroughs to mitigate any potential impacts on the transport network”.





# 3.Strategic Studies

## Strategic Studies

One of the five key challenges for the West is to improve north-south connectivity. Transport for London (TfL), working alongside WestTrans set out to identify the connectivity challenges within and to/from the region. TfL identified 7 'select' corridors which currently under perform in terms of:

- Demand
- Public transport versus highway journey time;
- Population/employment growth;
- Rail overcrowding and;
- Highway congestion.

This year saw the development of corridor specific strategy that identified over 200 schemes; with Local Implementation Plan (LIP) funding being identified as the delivery mechanism for 58% of all schemes. This resulted in a number of key outputs to include;

- Assist boroughs in developing their 2013/14 LIP programmes and in the development of LIP 3 submissions;
- Inform contributions from developers to improve transport;
- Provide ideas for WestTrans schemes;
- Assist scheme co-ordination between Boroughs and TfL on TLRN roads
- Assist in identifying opportunities for collaborative working between Boroughs for transport improvements
- Identify scheme proposals suitable for external/internal funding
- Identify schemes which can be integrated into on-going/ planned initiatives;

Ultimately, the range of proposed solutions will help our partners meet the objectives of borough LIPs, the West London Strategic Transport Plan and the Mayor's second Transport Plan.





# 4.A Cycling Vision for West London

## Cycling in West London

This year has seen some significant progress in the area of cycling. As part of our commitment to supporting the Mayors 'Cycling Revolution' and improving transport and travel within the sub region the WestTrans Partnership appointed SKM Global and Gehl Architects to undertake a scoping study; Cycling in West London.



The scoping study had 3 primary stages:

1. To define the current position of cycling within the West London (WL) sub region and to investigate and present the potential for growth.
2. To formulate a list of between 10-12 strategic cycling corridor suggestions with supportive headline business cases for each route.
3. To formulate a Vision for WL to deliver an 'explosion in cycling'.

The report due to be published during 2013 will provide an overview of existing activity, identification of key cycle corridors with supportive business cases. It will also suggest a vision for cycling in West London that all stakeholders can sign up to.

## Cycle Way Finding 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.

The study resulted in a schedule of signs for various locations in Ealing, Hounslow, and Richmond and number of which were implemented this year





## Stanmore to Thames Cycle Route

Following on from the Sustrans report in 2011/12 Arups were commissioned to progress the suggested routes identified. During 2012/13 a detailed analysis and costing of the preferred options together with a comparative description of alternative alignments was presented.

A successful application for funding was submitted to TfL for £100K to develop the route. Detailed design works will be completed during 2013/14 and it is anticipated that, dependant on funding, the majority of works will be completed during 2014/15.



## Biking Boroughs

Since the launch of the Mayors Biking Boroughs in 2010 WestTrans has supported Ealing, Brent, Hillingdon and Hounslow in delivering significant improvements to cycling infrastructure, facilities and activities and this year has been no different.

The following provides an overview of Bike Borough activities across the region

|                             | Brent | Ealing | Hillingdon | Hounslow |
|-----------------------------|-------|--------|------------|----------|
| HGV Training                | ✓     |        |            |          |
| School/Community Training   | ✓     | ✓      | ✓          | ✓        |
| Brompton Dock               |       | ✓      |            |          |
| Bike Hub                    |       | ✓      |            |          |
| Dr Bike                     |       | ✓      |            | ✓        |
| Bike Rangers                |       |        | ✓          |          |
| Infrastructure improvements |       | ✓      |            | ✓        |

Table 4.1 Biking Borough activities across WestTrans Partners

## Barclays Cycle Superhighway

Barclays Cycle Superhighways are cycle routes running from outer London into central London. They give safer, faster and more direct journeys into the city.

The Barclays Cycle Superhighways are being built to improve cycling conditions for people who already commute by bike, and to encourage new cyclists.

As part of the Mayor's cycle revolution the aim is to increase cycling in London by 400 per cent by 2025 (compared to 2000 levels).

West London will benefit from 2 routes these are:

- CS9 - Hounslow - Hyde Park
- CS10 - Park Royal to Hyde Park

WestTrans and its partners are working with TfL to develop the routes and identifying opportunities with businesses close to the routes to:

- Improve cycle parking
- Offer additional cycle training sessions to help improve on-road cycle skills and confidence
- Provide cycle safety checks to ensure bikes are fit for the road.

[Link - Barclays Cycle Superhighway](#)



## Barclays Cycle Hire

After the successful implementation of the first phase of the Barclays Cycle Hire scheme at the Westfield Shopping centre in Hammersmith and Fulham, WestTrans has continued to support its partners in their bids to embed the Barclays Cycle Hire scheme across West London.

The south west expansion continues across H&F which is set to launch in late 2013, with all stations expected to be in by spring 2014.

There are already 3,900 registered users in H&F and during 2012/13 over 200 people contacted the council as part of the 'Get H&F Moving' campaign to offer their views on where the bike stations could be put. Each of the places had to be reviewed against a set of strict criteria to see if the sites were suitable.

The first wave of installations include Woodstock Grove, Hammersmith Road and Manbre Road, eventually 2,000 docking stations will in place across west and south London by spring 2014.

[Link - Barclays Cycle Hire](#)

**"We are pleased that things are finally taking shape and are looking forward to the bikes coming to the borough. Council taxpayers will not pay a penny for the scheme's installation and residents will benefit from being able to travel quickly across the borough on one of these bikes.**

*Cllr Victoria Brocklebank-Fowler,  
H&F Council cabinet member for  
transport and technical services*



*SPOTLIGHT on.....*

## Ealing Bike Hub



**"This new cycle hub and infrastructure will help make the cycling experience for Ealing residents much easier and safer during and after the London 2012 Games, creating an Olympic legacy by encouraging a local culture towards cycling."**

*Ben Plowden, Director of Planning, Service Transport, TfL.*



During 2012 the first of the West London Biking Borough Cycle hubs were opened in Ealing, providing state of the art facilities. The hub caters for over 120 cycle with extensive CCTV and new ACCP cycle parking system that facilitates secure bike parking with a single lock design.

The Cycle Hub is also home to the Brompton Dock which provides 20 Brompton folding cycles for hire any time, day or night.



The cycle hub has also delivered the following wider benefits:

- Improved pedestrian and cyclist circulation (footfall on site is up 20%)
- Weather protection for waiting taxi passengers and pedestrians
- Enhanced CCTV coverage and security across the area for all users
- Rebuilt taxi shelter with new toilet facility for use by both taxi and bus drivers
- Cycle theft levels down 32%
- Local business uplift e.g. local Halfords reported increase in trade of 10 customers per week since hub opened.



# 5.SUSTAINABLE TRAVEL

## Introduction

Promoting sustainable travel remains a core WestTrans' activity, and the WestTrans team and their partners are committed to funding tried and tested initiatives that deliver behaviour change, as well as investigating and nurturing new and innovative approaches.

## WestTrans Offering

WestTrans has once again delivered a comprehensive programme of Travel Plan support and offerings to organisations across West London to include:

- Dr Bikes maintenance sessions across the region
- Level 1 & 2 bike maintenance training
- Cycle training delivered to Hammersmith BID businesses
- 22 cycle stands provided to faith sites across the WestTrans area.

Key projects include:

- Higher Education Travel Engagement Events,
- Funding for a range of innovative projects
- Hosting of sustainable travel practitioners from around the Globe.

St Alban Church in North Harrow were provided with 10 cycle stands to support cycling as part of their Travel Plan. The stands were unveiled by the Mayor of Harrow Cllr Nana Asante and Cllr James Bond.



## Targeting Key Trip Generators

### NHS

WestTrans once again continued to support the NHS community across the West of London. During 2012/13 support included the development and delivery of site specific Travel Plans as well as financial support for a range of innovative projects.

Details of supported projects are shown in table 5.1 below.

| Organisation  | Description   | WestTrans Funded | Total Project Cost |
|---|---|------------------|--------------------|
| West London Mental Health NHS Trust                             | To provide Electric bikes and associated equipment to support NHS Staff travelling by sustainable mode of travel for home visits        | £665.00          | £1645.00           |
| Ealing Hospital NHS Trust                                       | To provide lights and reflective items to enable staff to start or continue to use their bicycle through the darker months of the year. | £174.75          | £349.50            |
| West Middlesex University Hospital                              | To provide a pool of folding bikes and a purchase Oyster cards for a Personalised Travel Planning project.                              | £665.00          | £1645.00           |
| Imperial College Healthcare NHS Trust                           | To purchase 2 folding Brompton and enable the continuation of their successful 'I heart cycling'.                                       | £995.00          | £1990              |
| Royal Brompton and Harefield NHS Foundation Trust Harefield NHS | To purchase ION pedometers to support staff in walking to work.   | £698.50          | £1379.00           |

*Table 5.1 List of NHS projects supported by WestTrans*

*SPOTLIGHT on.....*

## Imperial College Healthcare NHS



### Aim of Project

Imperial College Healthcare NHS were 1 of 12 NHS organisations to take part in the Legible London Active Travel Project.

The overall aim being to generate an increase in active travel by using the predicted travel disruption from the 2012 Games as a catalyst to increase levels of motivation.

### Activities and Events

A range of activities and support tools were put in place to support staff in active travel these included;

- 2 hour lunchtime open access travel clinics / general promotional information stalls held on the 3 main sites with support from 'Living Streets and 'Sustrans'.
- Legible London maps and other relevant information (active travel information) was available on the staff intranet and promoted to staff through communications 'all staff emails' in conjunction with TFL's 'Get ahead of the games' campaign.
- An 'Active Travel Champion' was appointed to be the main point of contact for Olympic travel mitigation/ active travel queries from staff.
- 'Get a head of the games' posters were placed around the buildings.
- Legible London maps were available in receptions/ canteen and staff rooms.

The champion for Imperial College Healthcare Trust used the Sustrans online Big Cycle & Walk challenge as an engagement tool with colleagues. The trust team clocked up 4,036 miles of cycling and walking journeys.







**“It is great to see students involved with something that has a great deal of competition but also has the influence and scope to make a change on our long term future”**

*James Ward, Vice President  
Community Welfare, Union  
of Brunel Students*

## Higher and Further Education Green Travel Days

West Trans commissioned Climate Consulting to provide a proposal outlining the details of support and associated fees to provide a ‘Travel Engagement Events’ for higher education organisations (HE) during 2012/13, one in each West London Borough

These events aimed to engage with students and staff through an interactive activity as well as raising awareness about the benefits of Smarter Travel Choices; improving health, saving money and reducing emissions.

The support provided assisted HE organisations to deliver smarter travel events and engagement activities for students and staff. This included guidance in setting up the event, and a smarter travel ‘event pack’ enabling the HE organisation to run its own events in the future.

Over the course of supporting the coordination of these events, the following outcomes were quantified:

- 10 days of events scheduled (4 above the original target)
- 20 sustainable transport exhibitors booked
- Reach of 81,000
- Over 2,500 event attendees
- Over 400 individuals taking part on the smarter driving or cycle simulators
- Revised ‘Green Travel Day’ pack produced



*SPOTLIGHT on.....*

## HE/FE Events - Harrow College

### Aim of the Event:

To highlight cycling as an alternative and green means of transport and to raise awareness of cycling for health and fitness and as a way of reducing carbon emissions.

### Promoting the Event

A range of marketing tools were used to include;

- posters,
- electronic displays,
- emails
- and even a film about Cycling.

### On the Day

The event consisted of a range of exhibitions and activities which were held in the canteen about 2 weeks before exams so it was a great opportunity for students get some stress relief!

Exhibitors included:

- **Cycle King** – a local bike shop who brought in a range of bikes for students to look at and buy, also a range of helmets and accessories.
- **Dr Bike** – who offered a free check up on bikes, small repairs and advice on fixing bikes

There were also a range of Cycle Maps for the Harrow Area showing safe cycle routes and information about Cycle Safety lessons arranged through Harrow Borough Council,

Free Adult Cycle Training Courses organised by London Borough of Harrow were promoted and leaflets distributed.

Cycle Simulators – There were two bikes and students could have a go at cycling a 1km course – the competition was on to cycle the fastest km – Harrow College's winner completed the 1km in 1.09 minutes and won the £30 prize. This was really popular and busy throughout the day.



*“This is the first event of its’ type Harrow College have run and we did really enjoy it. It was a very popular event – more popular than we expected and was attended by over 250 students who enjoyed the interactive nature of the event. From those who completed the quiz 83% said they enjoyed the day and 65% said they would consider cycling to College in the future. We will definitely run an event again in the future”*

*Claire Savaryn Estates & Environment Coordinator*

## Heathrow Mobility Management

The Heathrow Mobility Management group created by Heathrow Airport, with Hillingdon Council and WestTrans as partners, to encourage sustainable commuting habits and reduce the impact of 76,000 commuters. 2012 was a significant year for employers and employees at Heathrow. The Olympics resulted in an considerable increase in commuters travelling to the area. Measures such as the newly installed cycle hub and car share scheme played significant roles in reducing this impact as did the employers forum and 'Commuter' web pages.

[www.heathrowairport.com](http://www.heathrowairport.com)

Get £1 for each shared journey, up to £100 over 90 days. Use your commute calendar to log shared journeys, once you've signed up you can start exchanging points for cash rewards.

## The Golden Mile

The Golden Mile Forum continues to work to deliver innovative transport solutions for its members - informing the development of new services and infrastructure and benefiting from advice in how best to promote sustainable travel choices to employers. This year saw the introduction of the A4Carshare scheme and innovate reward scheme. For every journey shared employees earned points which can be exchanged for cash.

[www.goldenmilegroup.org.uk](http://www.goldenmilegroup.org.uk)

[www.a4carshare.com](http://www.a4carshare.com)



## Destination Heathrow

During 2012/13 the Destination Heathrow Event Management and Journey Planning Tool pilot was extended and made available to all hotels within the Network

The Event Management and Journey Planning Tool provides a quick and easy way of informing guests, staff and visitors to hotels with public transport, car, walking and cycling options. This also benefits people who are attending conferences, especially those who are travelling to hotels with limited parking.

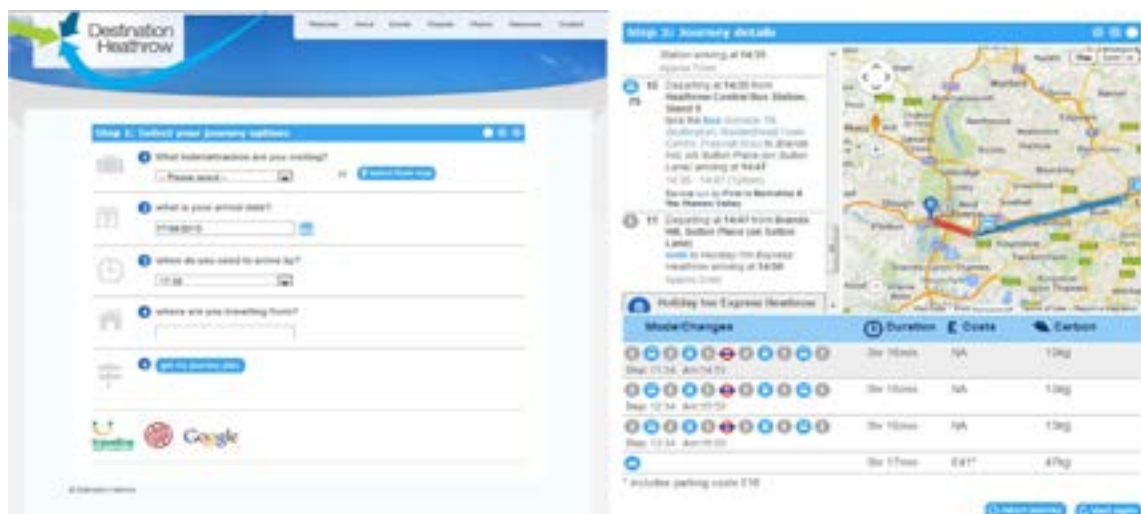
The online journey planner gives recommended travel options for journeys according to the start point, finish point or time of travel. Results are presented on the online map and provide the following functions:

- Select a specific hotel from the map
- View car park information, including costs
- Chose when you want to arrive at the hotel
- Where you are travelling from
- Chose a mode (public transport/drive/cycle)
- Be presented with a series of modal journal plans with mapping
- Share drive and public transport journey plans with others
- Parking charges

Users are able to find out the costs, environmental impacts and health benefits of using a particularly mode of transport, and share travel information via Twitter, Facebook and email.

[www.westransjp.co.uk/](http://www.westransjp.co.uk/)

The Destination Heathrow network is a regular forum held by Human Resources managers from a group of hotels in the vicinity of Heathrow Airport. Collectively, we work together to find new ways to improve our local environment and improve our sustainability credentials as businesses





# 6.DC TRAVEL PLANNING MONITORING

The WestTrans team worked closely with Transport Planners and Planning Officers at 5 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.

## WestTrans: dedicated to robust and comprehensive Travel Plan monitoring

In June 2012, a full-time Travel Plan Monitoring Officer was appointed, this is the first group of local authorities in England to take this approach to robust Travel Plan monitoring.

During 2012/13 documents and data for the more than 500 sites with Travel Plan requirements across the five participating boroughs were collected providing an up-to-date and complete Travel Plan monitoring database.

Between August and November 2012, fifty two site managers were contacted and provided with the support and the resources they needed to monitor their Travel Plan implementation.

Over the next several years, WestTrans and its partners will be able to observe the results of this Travel Plan monitoring programme, which should result in a decisive shift away from single occupancy vehicles to more sustainable modes of transport and improve the value of travel planning. .

## KEY STATISTICS

- 5 Boroughs
- 500 Sites require Travel Plans
- 52 Site managers supported
- 42 Monitoring report received



# 7.KNOWLEDGE SHARING

## Copenhagen Study Trip

A study tour of Copenhagen was organised to enable engineers and planners working in West London to see what Copenhagen has achieved, and to discover how elements can be replicated.

A report was published in November highlighting the key differences between Copenhagen and London and what changes could be made to develop London as a cycling city.

Representative from West London Boroughs visited Copenhagen to see first-hand why Copenhagen has developed its cycling culture.

As a follow up representatives from Copenhagen visited London to see first hand the differences in cycling cultures between the two cities and share their experiences with a range of practitioners from across London.

“The willingness of Danish cyclists to ride in all weathers was impressive. In London, the summer peaks in cycling have been rising much faster than the winter troughs, and this is something we have to change if cycling is to reach its potential. Our climate is better than theirs, too.”

*Nick O'Donnell,  
Assistant Director,  
Strategic Transport, London  
Borough of Ealing,*





## WestTrans hosts Transport Delegates from Abu Dhabi and Singapore

West Trans facilitated a visit by representatives from the Abu Dhabi Department of Transport (DoT) and Singapore's Land Transport Authority (LTA) to share best practice increase awareness of the tools that can be employed to facilitate travel behaviour change.

The trip to West London was part of a three day visit to the UK facilitated by their consultants Mott MacDonald. The West London visit was held at Wembley Stadium and led by WestTrans

WestTrans Manager Tim Forrester presented on the role of WestTrans in supporting a range of trip generators in travel plan development. Presentations were also given by Jo Mortensen from the London Borough of Ealing and Brian Gee of Wembley Stadium about the initiatives implemented as part of Travel Plans for their organisations.



## *SPOTLIGHT on .....*

### Power 2 Wheeler Project - Wembley Stadium



#### **Aim of the Activity:**

To promote travel by motorcycle to Wembley Stadium as an alternative mode of transport to single car travel.

#### **Promoting the Activity:**

Wembley Stadium advertised a CBT course to staff to gauge interest in travelling by motorcycle to work. Working closely with LB of Brent, staff were canvassed to identify interested in taking part of this green initiative. 48 staff were invited to a Q&A session with a motorcycle Training School at the Wembley Stadium Green Expo.

#### **On the Day:**

The CBT training course was held for staff at Wembley Stadium in the Green Car Park at the Stadium and the course was run by Premier Riding. The course was run very successfully with 18 staff receiving their CBT certificates.

#### **Legacy:**

A Motorcycle User Group has been set up at the Stadium to facilitate communication between motorcycle users. A representative from the group will attend the quarterly Transport Sub Group meetings to discuss transport issues and represent the motorcyclists.

Wembley has set up a deal with Wembley Motorcycles to enable staff to get a 10% discount on new and second hand vehicles, with further discounts on maintenance for all staff.

The training course will be re-run in the summer if there is enough interest.

Staff said that they were pleased to be given the opportunity to take the course so that they could reduce the cost of their travel to work, improve their general travel around London and possibly go on to take their full motorbike licence.





# 8. Marketing

WestTrans continues to work hard to promote its activities and those of its partners. During 2012/13 a new look website was launched providing a much more user friendly interface for partners and stakeholders; providing details of projects, past and present as well as details of the partnership meetings, publications and activities.

Key marketing and promotional activities during the year include:

- Bi-monthly partners meetings
- Re-design of the WestTrans Website
- Introduction of quarterly e-newsletters
- Chairing various networks across the regions.
- Facilitating visits from practitioners across the Globe

[www.westtrans.org](http://www.westtrans.org)





# 9.Finance 2012/13

WestTrans continue to be supported by it's partners and grant funding which make up 100% of it's income. Below is a breakdown of the key income and expenditure.

| <b>WestTrans Financial Overview</b> |                 |
|-------------------------------------|-----------------|
| Employees                           | £135,000        |
| Projects & Running Costs            | £45,000         |
| Borough Contributions               | £107,000        |
| Innovation Fund                     | £52,000         |
| <b>Total Costs</b>                  | <b>£339,000</b> |

*Table 9.1 WestTrans Financial overview for 2012/13*



# 10. Priorities for 2013/14

## PRIORITIES 2013/14

The forthcoming year is likely to bring many challenges for the WestTrans Partnership given the almost continual restructuring at Boroughs, outsourcing of people and projects and the ongoing financial belt-tightening and the necessity to make savings at local, regional and central government levels.

Our primary work areas for 2013/14 and beyond have been developed with strategic transport provision as the core thread; aimed at ensuring we offer multi-borough benefits through the collaborative projects and schemes we deliver, to include;

- The development of an extensive freight programme for the West
- Securing buy-in for our West London Cycling Vision,
- The continuation and expansion of our Sustainable Transport initiatives;
  - Setting the standards for Development Control Travel Plans;
  - Developing journey planning technology and
  - Engagement with key trip generators.
- The continued development of strong partnerships and the further progression of our links with departments with common interests :
  - Planning and Enforcement
  - Air Quality
  - Public Health and NHS Representatives

As I stated earlier it's undoubtedly going to be a challenging year but one which will see WestTrans embrace new opportunities, build new relationships and continue to deliver a valuable, innovative and collaborative programme of work



Tim Forrester

WestTrans Manager

**“2013/14 will bring a number of challenges for the WestTrans Partnership however it will offer opportunities for the WestTrans team to showcase the value of our work and continue to support our partners in the year ahead.”**

*Tim Forrester  
WestTrans Manager*



