



Autumn Newsletter 2008

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Welcome

Welcome to the Autumn edition of the WestTrans Travel Plans' newsletter. It's been a busy few months since our last issue with events and projects all aimed at increasing the number of travel plans in West London. The Autumn issue will introduce you to some of them!

Enjoy this issue, as always we can be reached at:

(020) 8825 8075
www.westtrans.org/travelplans
WestTransTravelPlans@ealing.gov.uk

London Borough of Brent wins Most Travel Plans Award at Smarter Travel Awards 2008

The London Borough of Brent has been awarded the Smarter Travel 2008 Award for Borough with the Most Travel Plans.

The award was collected by Mike Evans, Senior Sustainable Transport Officer at Brent at the prestigious awards, this year held at the Lincoln's Inn, Camden, on Thursday 10th July 2008.

Mike and his colleague John Fletcher have worked tirelessly to promote and monitor voluntary and travel plans

produced as part of the planning process and WestTrans were thrilled that Brent took this award.





Free Cycle Training and Dr Bike Sessions from CT-UK

Don't forget that if you are developing a Voluntary Travel Plan with WestTrans through the Enterprise scheme, you are entitled to 2 cycle training or Dr Bike sessions per year for your business absolutely free of charge!

Through its team of experienced and dedicated officers, Cycle Training UK can help you promote cycling to and from work to your workforce through cycle training sessions. The major barrier to most people when considering cycling to and from work are fears over safety. A cycle training session with CT-UK aims to address these concerns, showing your staff how to cycle safe.

Dr Bike sessions involve a team of trained mechanics available at your workplace for a morning or afternoon. During that time, your staff can bring their bike in for a free safety

check, basic repairs and maintenance such as fixing punctures and adjusting brakes and gears, as well as advice on potential problems and giving tips on looking after your bike.

To book your session(s), contact us at: westtranstravelplans@ealing.gov.uk.



Transport for London Development Control Guidance Launch

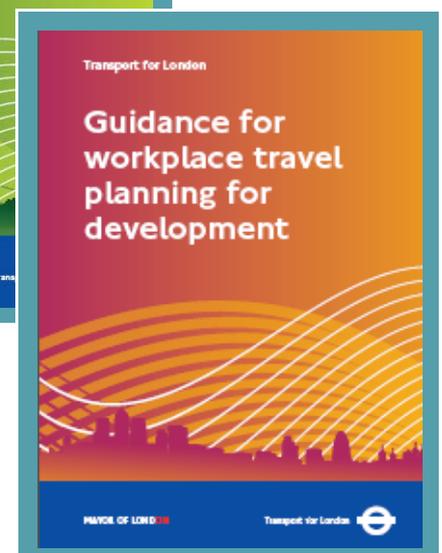
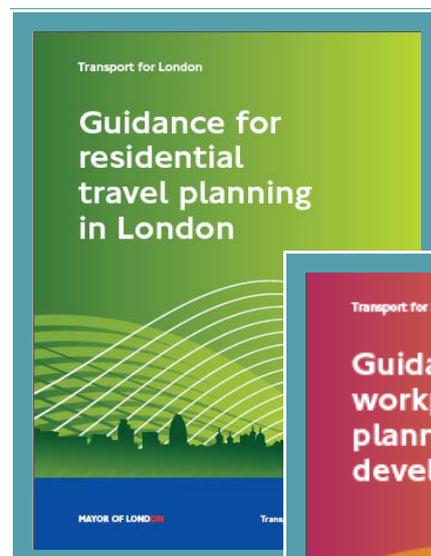
On 23rd July 2008, TfL formally launched its guidance for Travel Plans produced as part of Development Control or for residential purposes. Five of the six West London boroughs have now signed up to this guidance as part of policy and will use it when appraising and monitoring Travel Plans.

The launch which took place at Glazier's Hall on the Southbank was attended by DC officers and planners as well as Transport for London and Sub-Regional Travel Plan Coordinators.

The launch also saw the release of the long awaited ATTrBuTE tool which will be used by consultants when developing travel plans as well as by planning officers when assessing the quality of travel plans.

To receive a copy of either guidance, or the ATTrBuTE tool, please visit the Developer Site Specific Guide pages of our website to download.

www.westtrans.org/travelplans



Case Study - Journey Latin America

Chiswick based, Journey Latin America (JLA) is a specialist travel company employing 75 staff. It offers a full range of services to travellers to Central and Latin America and was already committed to sustainable travel before embarking on developing the JLA Travel Plan. Staff were willing or interested in cycling to work but lacked the confidence or motivation to do so. Instead a large number of them commuted by car.

JLA started the travel plan process by conducting a staff survey to identify the best measures to introduce at its site. In order to engage staff, a great deal of effort went into making sure the questions were right. After analysing the responses, a number of initiatives were put in place. These included:

- A strong awareness raising campaign including prizes and giveaways, as well as posters emphasising the health benefits of cycling;
- Quality 'Sheffield' cycle stands;
- A 1:1 cycle training scheme;
- Cycle breakfasts;
- Improved security; and
- Improved showers and facilities for drying clothes and equipment.

Through constant communication with staff on the benefits, JLA made sure an open-minded approach to sustainable travel was fostered and so was able to achieve a willing shift away from the car. From fifteen irregular cyclists before the travel plan's introduction, JLA now has around twenty regular cyclists. There has even been a day or two when the car park has been empty!

"In two sessions my confidence on the bike has sky-rocketed. I now cycle to work everyday, tackling roundabouts and junctions. I know how to keep myself safe on roads and how to make my intentions clear to other road-users as well as making sure my bike is safe to ride on the roads."

- A recent convert to cycling following cycle training

Grand Union Canal Event 2008

September saw the first ever Grand Union Canal event take place in Park Royal. The Park Royal Partnership (PRP), Hammersmith and Fulham council and WestTrans worked in partnership to produce this unique event which included canoeing trials, an exhibition barge and barbeque!

The event was attended by officers from Walking Works, PRP, WestTrans and Hammersmith and Fulham Council amongst others, all aiming to promote sustainable transport to the business and residential community of Park Royal.

The event fits in with the wider Travel Awareness and Travel Plan Project which Park Royal Partnership is currently running. This ongoing project aims to inform residents, visitors and the businesses that reside



within the Park of the benefits associated with incorporating sustainable travel into their everyday journeys.

The event was very well received with excellent feedback and it is hoped the Grand Union Canal event will become an annual occasion for Park Royal.



Destination Based Travel Plans - Faith Project

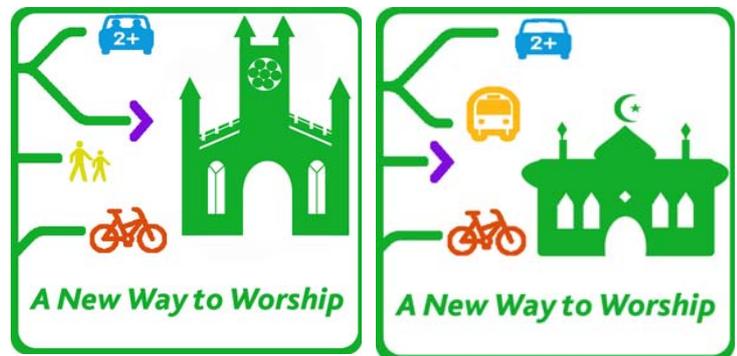
Our Destination Based Travel Planning pilot project continues to progress. The project, which aims to predict and assess travel patterns of visitors to Faith sites, has uncovered a host of issues particular to faith sites and their worshippers.

The project is working in partnership with Hounslow Jamia Masjid and Islamic Centre, St Mary's Parish Church, Hampton and Neasden Temple. These three sites represent the Muslim, Christian and Hindu faiths and are at varying stages of the Travel Plan process.

Hounslow Mosque has finished surveying visitors and has a full travel plan written up. Unforeseen issues particular to the Mosque included problems with cycling as a result of formal Mosque attire and in some instances, a language barrier, preventing information being shared. Many worshippers also come straight from work (the Muslim holy day being Friday) and so felt they needed to have a car available in order to

St Mary's Parish Church also has surveyed and written up a travel plan. As part of promotion, they have a short and colourful summary version of the travel plan with current mode shift data, targets for the next two years and upcoming events. They have already hosted a cycle training and Dr Bike session with CT-UK which was well received.

Neasden Temple remains in the early stages, but hopes to progress to full travel plan status.



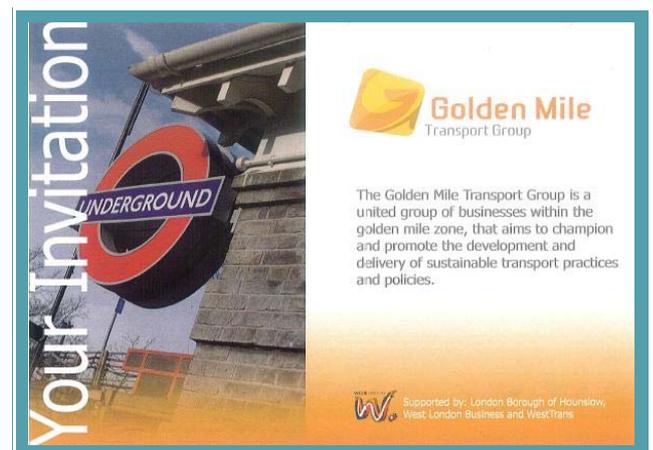
(Logo's developed for use by St Marys Parish Church and Hounslow Mosque)

Hounslow's Golden Mile Transport Group Launch

The 18th September 2008, finally saw the launch of the first ever Golden Mile Transport Group meeting. The Golden Mile contains many high profile businesses, set in an area of notoriously poor public transport accessibility.

The Golden Mile Group aims to unite the businesses within the Golden Mile zone to champion and promote the development and delivery of sustainable transport practices and policies. The event took place at Thames Valley University (TVU) and was attended by around 30 delegates. Through presentations and discussion, delegates came up with some firm ideas of what they would like to achieve and what initiatives should take place in the area both long and short term.

Items raised included an independent review of shuttle services and the bus network (currently,



BSkyB, GlaxoSmithKline and TVU all run their own shuttle bus services for staff). The loss of talented staff moving to easily accessible jobs in the City centre was also a high priority issue.

The group aims to meet regularly, with the next forum to take place in November.