



WESTTRANS
TRAVEL PLANS



Winter Newsletter 2008

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Welcome

Welcome to the Winter edition of the WestTrans Travel Plans' newsletter. Even with Christmas approaching, it's been a busy few months lately, with lots of planning behind the scenes for a project running from January and the new financial year approaching. We continue to support and promote businesses developing travel plans and have some truly exemplary individuals working very hard to reduce the reliance on the car at their organisations. Many are aiming to launch travel plans in the Spring. We'll keep you updated on them! As usual, you can contact us using the details below:

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iTRACE wins Innovation of the Year Award

WestTrans is proud to announce that iTRACE, the online system used to monitor travel plans across London, won the Travel Plan Innovation of the Year award at the prestigious ACT Travelwise Awards in Birmingham held in November.

iTRACE, developed by iBase Systems, began as a WestTrans project and was soon supported by Transport for London as an exemplary way to develop and monitor travel plans across London.

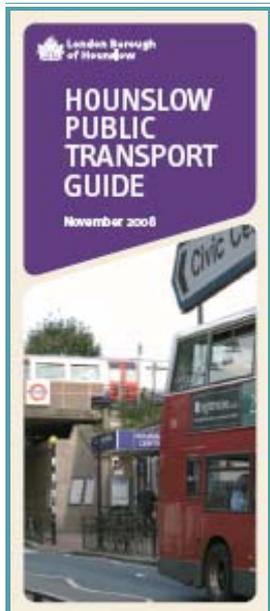


Effective monitoring of Travel Plans and providing uniformity and continuity of information, even when travel plan coordinators may move on, are two very beneficial things that iTRACE provides the travel plan field. As one of the several nominations it received puts it; "iTRACE has taken the guess work out of travel planning and is a significant innovative achievement that should be recognised by the industry without delay."



Hounslow Public Transport Guide Submitted for Award

Hounslow Council has nominated their new Public Transport Guide for the Travel Information and Marketing category of the 2009 London Transport Awards.



This guide, funded partly by Transport for London and partly from other sources, was designed by the Council's Transport Planning & Policy section in conjunction with media company, Pindar.

It draws on best-practice principles for the presentation of information in a clear and easy to understand format, complementing web-based

information available on the TfL website. The guide features a full-colour map showing the railway lines and each of the 49 bus services operating in the Borough, in separate colours, making it easy to trace a route

or decide where to transfer between services if necessary. The map extends to key destinations outside the including Heathrow, Southall, Ealing, Acton, Shepherd's Bush, Hammersmith and Richmond, and includes enlargements of the Hounslow, Feltham, Brentford and Chiswick town centres.

The guide was distributed in monthly magazine Hounslow Matters to over 100,000 households and businesses a fortnight ago. A PDF version is also shown on the Borough's recently revamped website.

The Hounslow Public Transport Guide has been enthusiastically received by the entire community living and working in Hounslow, especially for its clear depiction of the Borough's bus routes. In the Head of Transport's six year tenure at Hounslow, he has never before received a steady stream of unsolicited calls from appreciative residents. Bulk supplies have been despatched to schools, and real estate agents have requested copies by the boxful.

Ealing Primary Care Trust Travel Plan Launch

Ealing PCT has been developing their travel plan under the Transport for London Corporate scheme. Working closely in partnership with WestTrans and TfL, the PCT has established a detailed action plan of how to progress with promoting sustainable transport at the site and is promoting car-sharing as their 'quick win' measure.

Ealing PCT wanted to really build a recognisable brand for their travel plan and as such have developed a logo which complements current NHS branding as well as the TfL Corporate scheme logos. This icon will be used on all travel plan initiatives including information leaflets,



Media company Pindar have also been commissioned to produce a simple but comprehensive 'how to get here' leaflet which will incorporate a local map, cycle and bus routes which will be used by staff and visitors alike to find their way to Ealing PCT by public transport, bike or foot.

The PCT will be launching their travel plan on Thursday 12th February. The launch will incorporate signing up staff to the car-sharing scheme, cycle training and advice and general local transport information available.

Case Study - Learning & Skills Council

Hounslow's Learning and Skills Council (LSC) is responsible for planning and funding high quality education for adults and young people in West London that are not at university. Its thirty-six staff are based in the LSC's office, conveniently located for bus and underground services.

The LSC cannot install any new facilities in its leased premises, such as showers or cycle parking, to make sustainable travel more attractive to staff. Instead, it has had to find alternative measures to entice staff away from their cars. Through the travel plan process, the LSC realised the benefits of active travel to the individual.

Active travel is another term for sustainable travel, as cycling and walking use more energy than simply driving to work. Even using public transport is a form of active travel if it is combined with a brisk walk to the bus stop or station. Research has shown that through daily, regular exercise staff improve their fitness, are less prone to illness and generally feel better. Not only is this good for the individuals concerned, but it is good for their employer too with higher productivity

The LSC has ensured the travel plan and its active travel measures are well understood and integrated among staff through various actions. These include:

- Ensuring it is on the agenda of the Directors' Meeting and Staff Improvements Group;
- Raising awareness through promotional items such as towels and water bottles;
- A high profile pedometer challenge; and
- Cycle training offers.

Now, Hounslow LSC is helping its staff as well as its clients to improve their lifestyle.

"The pedometer challenge and cycle training has seen staff relate their fitness to the way they travel and has helped raise awareness of the travel plan."

- Edwin Addis, Partnership Manager, Learning and Skills Council

TfL Sustainable Travel and Development Conference - 11th March 2009

If you work in development control, This conference is an opportunity for you to:

- Get answers to your questions about the DC Travel Plan Guidance and related issues
- Find out about latest developments and best practice in the field
- Attend seminars on: iTRACE, TRAVL, ATTrBuTE, and try them out
- Network with other delegates in the exhibition hall and at the evening reception

For more information or to book your place, please contact Taina Peltonen at Taina.Peltonen@sdgworld.net

