



WESTTRANS
TRAVEL PLANS



Spring Newsletter 2009

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Welcome

Welcome to the Spring edition of the WestTrans Travel Plans' newsletter. Spring is a fantastic time to be promoting your travel plans with Walk to Work week coming up and the warmer weather being perfect for travel plan launches, cycle training and Dr Bike sessions. For those of you using public transport, why not get off the bus or tube a stop earlier and enjoy a healthy brisk walk the rest of the way?

We hope you enjoy the holiday period! As usual, you can contact us using the details below:

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

Park Royal "Cycle into Springtime" Event

Park Royal Partnership welcomed in Spring with an event aimed at promoting safe cycling.

The event was held on 25th March at Park Royal Asda. Visitors to the event had the opportunity to sit in the cab of an HGV to get a real perception of just how little a lorry driver can see. Cyclists were made more aware of the locations they cannot be seen and therefore learnt how to position themselves on the road when cycling near HGV's.



Visitors also had the chance to get their bikes serviced free of charge by the Dr Bike mechanics available on the day.



Ealing Primary Care Trust Hold Successful Travel Plan Launch

Ealing PCT which has been developing their travel plan through the TfL Corporate scheme since early 2008 held their successful launch event in February. The event was organised by the Travel Plan Group led by Aziza White. Representatives from TfL, Ealing Council, Whizz Bikes, Cycle Training UK, Dr Bike, West London Mental Health Trust and WestTrans were in attendance.



The event was well attended with the following figures achieved on the day.

- 92 surveys completed (and currently being analysed)
- 37 Pledges for the *imovelondon* campaign
- 4 people signed up to be added to the dedicated Ealing PCT Liftshare website which is currently approaching completion.

A prize draw was held for those that had completed the survey and winners are to be informed via email and on the PCT intranet.



Personalised Travel Planning was on offer facilitated by members of the Travel Plan Group. This used www.walkit.com

Senior Executive support was evident with the attendance of Phil Portwood (Non Executive Director) who made use of the Dr Bike session on offer.



Information on how to sign up to the upcoming Liftshare scheme was available via a presentation given by the Travel Plan Coordinator, Aziza White.

As a Corporate organisation, Ealing PCT made the following statement "*we are fully committed to promoting sustainable transport*" and this has certainly been evident through the enthusiasm of staff and the team supporting the travel plan. This includes representatives from Human Resources, Communications and Marketing and Facilities. The PCT even developed its own brand for the travel plan which links with both the TfL Corporate brand and the existing NHS logo.



Get Ready for Walk to Work Week 2009!

Every year, Walk to Work Week encourages employees to walk more as part of their normal working day. They raise awareness amongst employees about how easy it is to walk more, and the benefits walking can have on health and wellbeing as well as environmental and financial concerns.

This year, from 27 April and 1 May 2009 Walk to Work Week aims to get people thinking about how much walking they do now and challenges them to do more.

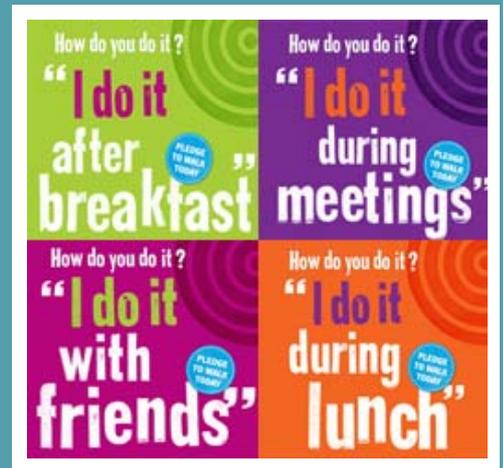
Ask your staff to think about how they can fit more walking into their average day by setting a series of five challenges to be completed during Walk to Work Week.

Top 5 Challenges:

- Walk all or part of your way to work this week!
- Take a "walking meeting".
- Get out and enjoy your local area during your lunch hour this week.
- Take a walk with a friend or colleague.
- Walk all or part of your journey home this week.

The challenges are designed to be flexible enough to fit in with the average working week and people can choose which to undertake and when according to their individual schedules.

Promotional items such as pedometers, bags, frisbees and umbrellas are available to order through www.walkingworks.org.uk whilst Posters, banners and leaflets can be ordered free of charge. Don't forget that if your business is developing a travel plan with the TfL Enterprise scheme, you are entitled to all the merchandise listed free of charge for your staff this year!



Events Diary

Don't forget that the WestTrans Travel Plans website has a dedicated Events page which lists all the national or London-wide events relating to sustainable transport.

There are also details of local West London events such as the upcoming Park Royal Partnership Freight Operators Event and the annual Grand Union Canal Event.

If you have an event coming up that's open to the West London area, why not let us know so we can add you to the Events Diary? We just need a paragraph of information, date, time and location and if possible, a website URL and contact details.

Have you received a postcard from us? Find out more **WESTTRANS TRAVEL PLANS**

What is a Travel Plan?	Events
Why do a Travel Plan?	12/05/2009 - Walk to Work Week 2009
User specific guides >	24/10/2009 - National Commute Smart Wash
Measures >	22/09/2009 - World Carfree Day
Best practice	16/09/2009 - European Mobility Week and In Town Without My Car Days
News	09/07/2009 - Park Royal Partnership Grand Union Canal Fest 2009
Events	09/06/2009 - National Lushness Day
Links	17/08/2009 - Hillingdon On Green Event
Contact us	13/06/2009 - Bike to Work Week
	12/06/2009 - Green Transport Week
	21/05/2009 - Park Royal Partnership Freight and Courier Operators Event
	15/05/2009 - National Walk from Home Day
	05/04/2009 - World Environment Day
	29/04/2009 - National Walk at London's City
	27/04/2009 - Walk to Work Week
	25/03/2009 - Park Royal Partnership Cycle and Scooter Event

BRENT EALING HAMMERSMITH & FULHAM HARROW HILLINGDON HOUNSLOW ©2009, WestTrans

Find your local event at:

www.westtrans.org/travelplans



Ealing Council Employs Dedicated Travel Plan Coordinator

Early this year London Borough of Ealing brought on their first ever Travel Plan Coordinator to finalise the Council's Travel Plan and start work implementing its measures. Jo Mortensen arrived to the Borough in early February, after battling weather-related service impacts to buses and trains that would put anyone off public transport.



Since navigating those patience-testing delays and cancellations, she feels prepared to inspire anyone to give it a try.

During her first several weeks in Ealing, Jo dug into the details of the Plan and called the first meeting of her Steering Group. As she settles into the new role, she has her sights set on the tough issues. Jo says she hopes to make a strong impact on the car-loving Council, "We have seemingly endless free parking, and over 30% of us drive alone to work, so I think my work is cut out for me." The Council is due to sell off the car park for redevelopment within the next 12 months, so the loss of supply will force even the most reluctant to understand the true cost of driving. Jo plans to build on the strength of walking (over 20% of employees walk to work) and invigorate the would-be cyclists with fun promotional events and training that supports the confidence of these commuters.

Grand Union Canal Fest 2009

Following the success of last years first Grand Union Canal event, 2009 will see the return of the festival. The event will take place at two sites along the canal this year - Scrubs Lane and Abbey Road on Wednesday 9th July from 10am til 3pm.

Come and enjoy the relaxing peace and tranquility of this hidden feature of the Park Royal Transport network. Take advantage of activities such as boat trips, guided walks, kayaking and a barbeque. Also receive practical advice on how your company can benefit from generous financial support if you implement a travel plan.

This completely free event is open to residents and workplaces in the area. Look out for sign-up sheets for team events and pit your skills against other businesses in the area in your lunch hour!



For more information, see the Park Royal Partnership website at www.parkroyal.org or contact Gerry Devine on 020 3110 2325

WestTrans Shortlisted for PEWTA Award at ECOMM 2009

WestTrans has been short-listed for the Pan European Award for Workplace Mobility Plans in the Public Authorities category at this years ECOMM conference in San Sebastian.

ECOMM, (the European Conference On Mobility Management) has grown into a well-established and highly regarded series of annual conferences.

ECOMM is the annual meeting place for Travel Planning practitioners and experts from all over Europe under supervision of EPOMM. The purpose of ECOMM is to develop and promote the concept of Travel Plans and increase knowledge about the subject.

The Pan European Workplace Mobility Plan Awards 2009 for Public Authorities concentrates on local authorities' efforts to

facilitate the implementation of workplace mobility plans regionally and locally. The nomination for this award covered the substantial increase in promotion and uptake of voluntary travel plans in the West-Trans sub-region over the last year as well as the on-going work with travel plans as part of planning permission for which West London is famous. Winning the award will bring EU-wide recognition for the work undertaken by WestTrans Travel Plans and our partners in the six West London boroughs for our work in travel planning. The winner of each category also receives €1000 to help further develop programmes dedicated to travel planning.

