



# Increasing Travel Plans in West London

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**WestTrans**

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# About West London



- 6 London boroughs
- 33,733ha
- 1.4 million people, 553,000 households
- 3403 employers with over 20 employees, 1456 of which have over 50 employees
- High profile businesses such as BBC, Disney and Sky

[anewwaytowork.org](http://anewwaytowork.org)

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## Two Types of Travel Plan – Two Approaches

- Travel Plans **secured through planning permission** – importance of legally securing obligations to progress and monitor travel plans as a condition of agreeing development.
- Travel Plans **secured on a voluntary basis** – responsible companies wishing to implement a travel plan on a voluntary basis.



# WestTrans & DC Travel Plans

- Unique in London as a sub-region renowned for a heavy focus on securing travel plans through planning permission with a current known total of 384 DC travel plans in the region.
- Ongoing innovative and pioneering projects which have had an impact on London and the rest of the UK including: iTRACE, Implementation Mechanisms Toolkit and more.

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## 2008/09 – A Giant Leap for Voluntary Travel Plans

- Recognition of the large amount of businesses already in existence in West London led to the WestTrans Voluntary Travel Plan and Marketing Strategy completed in 2007.
- The strategy outlined the requirements for a new identity target organisations as well as maps and data prioritising key organisations, areas and sectors of West London.

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# Developing a Brand



→ Branding which complements both the existing WestTrans and TfL New Way to Work brands

→ Use on website, frequent newsletters and an informative guide to travel planning



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# Engaging Organisations

- Frequent attendance at existing networking events such as Chamber of Commerce events, sustainability events etc.
- Case study articles from successful travel plans in local magazines.
- “New Year’s Resolution” mail-out postcards in January 2009 to key areas identified in strategy.

New Year's Resolution  
To make massive bus...

New Year's Resolution

New Year's Resolution  
To reduce our carbon...  
being of our staff

"The average cost of maintaining parking spaces costs in the region of £2000 per space per year"  
liffshans.com  
What's it costing you?

Contact us, it's free  
P: 0870 094 9011  
E: [WesttransTravel@liffshans.com](mailto:WesttransTravel@liffshans.com)  
W: [www.westtrans.org/travelplans](http://www.westtrans.org/travelplans)  
ref: financial

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Westtrans is a partnership of the 26 West London boroughs and works in collaboration with Transport for London to provide ongoing support, funding and solutions for businesses in West London.

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# Offerings

→ iTRACE – a web-based tool offering organisations online surveys and site audits and allowing us to support and monitor the travel plan efficiently.

→ Take A Stand – scheme offering each organisation up to 20 free cycle stands.

→ Match funding – funding up to a total of £5000 per organisation.

→ Free merchandise and promotional tools for staff.

→ Discounts on pool bicycles

→ Advice on tax-free cycle schemes etc

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# Monitoring and Outputs

→ iTRACE – allowing London to re-survey, monitor and store data. Multi function system also allows:

- Grouping of travel plans for area based networks and schemes
- Storing of multiple contacts
- Online site audits, snapshot and full travel surveys
- Storage of documents including the Travel Plan, summary results year on year etc
- Multiple detailed reports



# Monitoring and Outputs

- Establishment and further work to develop key area networks such as the Golden Mile in Hounslow
- Projects to re-engage existing travel plans and thereby provide ongoing support and ensure iTRACE compliancy.
- A total of **457** travel plans now in iTRACE including Voluntary and DC.



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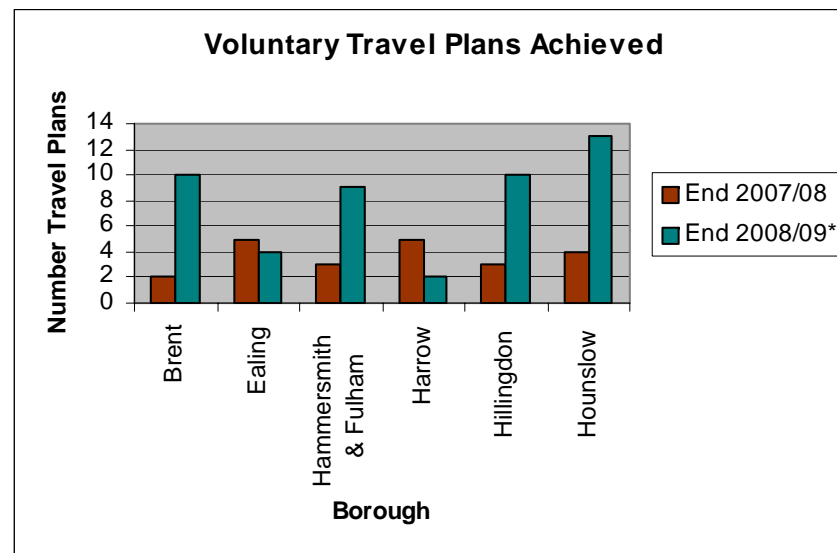




# Monitoring and Outputs

→ A total of **48** new **voluntary** travel plans this year, in comparison to 22 in 2007/08 – an increase of **118%** in just one year.

→ A **17.76%\*** reduction in single occupancy car use and car-shared vehicles and a rise in use of other sustainable modes.



\* As of February 1st 2009.



## Workplace Summary Report - Modal Shift



	Car-S.O.	C/S-Dvr	C/S-Psgr	Mtrcycle	Bus	Tram	U'grd	Rail	Bike/Rail	Bicycle	Foot	Other
<b>Sub Regions</b>												
WestTrans	-17.39%	-1.43%	-2.16%	-0.58%	3.84%	- %	3.95%	3.36%	0.32%	-0.24%	9.24%	1.10%
<b>Boroughs</b>												
Brent	-7.02%	1.69%	1.04%	0.17%	-3.09%	- %	-0.67%	-0.25%	0.42%	0.47%	2.18%	5.06%
Ealing	-0.44%	-4.17%	-9.41%	-0.04%	2.44%	- %	-1.04%	-9.79%	0.73%	5.25%	15.24%	1.22%
Hammersmith & Fulham	-24.60%	- %	1.00%	-1.14%	7.10%	- %	3.05%	8.58%	- %	-2.91%	8.49%	0.44%
Harrow												
Hillingdon												
Hounslow	-2.97%	- %	- %	- %	-18.88%	- %	- %	5.41%	8.11%	-14.29%	21.35%	1.27%

➔ Latest Mode Shift Report from iTRACE (Printed 05/05/09)

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# Thanks!

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