



**PAN-EUROPEAN WORKPLACE MOBILITY PLAN
AWARD 2009: **NO.1** PUBLIC AUTHORITIES**

To be presented at ECOMM, San Sebastian, 13-15 May 2009

OBJECTIVES	<p>The Pan-European Workplace Mobility Plan Award (PEWTA) was created to reward efforts to reduce CO₂ emissions in urban areas by implementing workplace mobility plans. The PEWTA is awarded in three categories: Public Authorities, Employers and Networks (such as business parks)</p> <p>PEWTA-Public Authorities concentrates on local authorities' efforts to facilitate the implementation of workplace mobility plans. The award aims to demonstrate the essential role that local and regional authorities can play in reducing CO₂ emissions from transport through the implementation of workplace mobility plans as well as to raise awareness of the health, economic and other benefits that such plans can generate.</p>
WHY APPLY?	<p>This is your chance to be rewarded for your efforts in achieving modal shift away from single occupancy car use and to be recognised across Europe. Your prize will be an expenses paid trip to the city of your choice to learn from a pioneering public authority, organisation or network in the field of workplace mobility plans.</p> <p>In addition, we offer a cash prize of 1000 Euros to allow the winner to further develop their mobility plan measures.</p> <p>Last year's PEWTA–Public Authorities winner was the Grenoble Metropolitan Regions together with the Grenoble Chamber of Commerce. They chose a trip to Graz, Austria and reported:</p> <p>“It really was a great experience and we really want to thank everyone for everything. FGM-AMOR for having organised two really interesting days, with lots of meetings (!), visits and discovers in the city, the Vice-Mayor of Graz for hosting us and for the interesting exchanges of views. And congratulations to Graz to be such a nice city !!!”</p>
CRITERIA	<p>Candidate dossiers will be evaluated by an international panel of experts based on the criteria in the application form which includes:</p> <ol style="list-style-type: none"> 1. the commitment of the public authority for reducing CO₂ emission levels in its urban area (policy strategy); 2. the inclusion of workplace mobility planning as an important measure within the action plan (objectives, measures and targets); 3. the strategic approach adopted for communicating and promoting workplace mobility planning in the urban area; 4. the measurable impacts of workplace mobility plans in terms of CO₂ reduction objectives.



REQUIREMENTS/ STANDARDS FOR CONTRIBUTIONS	<p>The award is open to local and regional authorities. All applicants should submit a complete and detailed application form in English. In addition, applicants are invited to submit:</p> <ol style="list-style-type: none"> 1. a copy of the action plan on coordination of efforts and promotion of workplace mobility planning, 2. a list of organisations implementing a workplace mobility plan in the urban area, 3. local, regional or national policies or documents supporting the uptake of workplace mobility plans, 4. an evaluation report highlighting the impacts of the implementation of workplace mobility plans, in particular regarding evidence of CO2 reductions (if available).
DEADLINE FOR SUBMISSIONS	<p>Send your application to:</p> <p style="text-align: center;">EUROCITIES 1, square de Meeûs, BE – 1000 Brussels Mr. Peter Staelens, Tel: +32 (0)2 552 08 66 peter.staelens@eurocities.eu</p> <p style="text-align: center;">Deadline: 12 February 2009</p>
BACKGROUND	<p>The PEWTA is delivered in a partnership between EPOMM and COMMERCE</p> <p>EPOMM is the European Platform on Mobility Management, a network of governments in European countries that are engaged in Mobility Management (MM). They are represented by the Ministries that are responsible for MM in their countries. EPOMM organises the yearly European Conference on Mobility Management, ECOMM.</p> <p>COMMERCE is a European project funded by the Intelligent Energy Europe programme, comprising the cities of Budapest, Bucharest, Kaunas, London, Paris and Plovdiv. COMMERCE aims to facilitate the uptake of workplace mobility plans by establishing concrete partnerships between local authority actors and businesses across Europe, enabling mentoring and exchange of expertise. The ultimate goal of COMMERCE is to reduce excessive CO2 emissions in urban areas through the promotion of workplace mobility plans.</p>
AWARD CEREMONY	<p>The presentation of this Award will take place at an official award ceremony in San Sebastian during the European Conference on Mobility Management on 14 May 2009. The winner of the prize will be invited to present and display its experience on stage and will be highlighted in the EPOMM and COMMERCE websites.</p>
FURTHER INFORMATION	<p>For further information, please contact:</p> <p style="text-align: center;">Mr. Peter Staelens, Tel: +32 (0)2 552 08 66 peter.staelens@eurocities.org</p> <p style="text-align: center;">Mr. Paul Curtis, Tel: +44 (0) 20 7934 9536 Paul.Curtis@lept-eu.org</p> <p>For more on ECOMM 2009 San Sebastián, see www.ecomm2009.eu</p> <p>For more on EPOMM and ECOMM, see: www.epomm.org</p> <p>For more on COMMERCE, see www.commerce-eu.org</p>

APPLICATION FORM

PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2009: PEWTA-CITIES

Please send your entry to EUROCITIES:

*1, square de Meeûs, BE – 1000 Brussels
peter.staelens@eurocities.eu*

This call closes on 12 February 2009

DETAILS OF APPLICANT

Local or Regional Authority	WestTrans Travel Plans	
Country	UK	
ADDRESS:		
Street / Post box	c/o Transport & Planning Policy, Ealing Council, 4th Floor, Perceval House, 14-16 Uxbridge Rd, Ealing,	
Postal Code, City	W5 2HL	
CONTACT PERSON:		
Name	Caroline Hodges	
Telephone	0208 825 8075	
Fax	N/A	
Email	hodgesc@ealing.gov.uk	
Website	www.westtrans.org/travelplans	
Key data on the authority's jurisdiction		Municipality or region: West London (Boroughs of Brent, Ealing, Harrow, Hammersmith & Fulham, Hounslow and Hillingdon)
		Size of jurisdiction: 33,733ha
		Population: 1.4 million people, 553,000 households

Other useful information: The area includes many blue chip companies and other high profile organisations, for example, GSK, BSKyB and the BBC, as well as London's Heathrow Airport. There are estimated to be:

- **3403 employers** in the WestTrans area with more than 20 employees (excluding organisations in LB Ealing with between 20 and 50 employees).
- **1456 employers** in the WestTrans area with more than 50 employees (also included in figure above).

0. Summary

Please provide a brief overview of how your local/regional authority is promoting workplace mobility planning in its urban area (max 150 words).

Encouraging DEVELOPMENT-RELATED travel plan take-up

The WestTrans Sub Regional Co-ordinators (SRCs) have worked effectively with officers from the six boroughs in the sub-region to ensure that travel plans are required as a condition of planning permission, as appropriate and according to pre-specified thresholds. The WestTrans SRCs actively promote use of the iTRACE monitoring tool; all travel plans secured through the planning process in WestTrans have been input into the iTRACE database, and are consequently monitored periodically to assess the effectiveness of the travel plans submitted.

Encouraging VOLUNTARY Travel Plan development

To complement WestTrans' pro-active approach to securing travel plans through the planning process, a separate forward-thinking Voluntary Travel Plan and Marketing Strategy was produced in 2007 (covering the period to 2010). This is described below.

Development of the Voluntary Travel Plan Strategy

Development of the Strategy involved use of innovative 'layered' maps to determine priorities and identify areas where travel plan efforts should be focused. The mapping illustrated:

- **Public Transport Accessibility Levels** – arguably the quickest wins will be achieved in areas where good public transport is already in place, offering realistic alternatives to the car.
- Workplaces of 50 or more employees identified as having '**Congestion Reduction Potential**' (CRP), and also providing significant opportunities for quick-wins. **CRP areas themselves provide a useful indication of poor air quality.**
- **Workplaces with existing travel plans** – clusters of organisations provide opportunities for economies of scale.
- **Locations of large organisations** (250+ staff) – the greatest benefits will be achieved by tackling larger organisations.
- **Locations of organisations with between 20 and 249 employees**, graded according to size to inform targeting of resources. Following consultation with boroughs and other key stakeholders, a vision, objectives, targets and a detailed work plan for the period to 2010 were developed.
- **Vision, objectives and targets**

The over-riding vision of the Strategy is *“To establish West London as a nationally recognised area in which workplace travel planning is promoted and supported. It will aim to significantly increase the proportion of people covered by strong and effective travel plans and a consequentially high proportion of journeys to work by means other than the single occupant private car. This will contribute towards reducing congestion and transport-related air pollution in West London.”*

1. Commitment. Please provide information on:

- Long term policy strategy (aims and objectives)
- Information on specific modal shift or CO2 reduction targets
- Support from high-level politicians

There are a number of London-wide policies and initiatives which support, and complement, workplace travel planning in the WestTrans sub-region and the other five sub-regions of London:

- **The London Mayor's Transport Strategy** advocates travel plans, with '*workplace travel plans to be produced where appropriate*'.
- Travel plans support the **Mayor's Air Quality Strategy, The Walking Plan for London, The London Cycling Action Plan** and the proposed **Low Emissions Zone**, as well as the Mayor's Transport's Strategy implementation targets, particularly on traffic, cycling and walking levels.
- Travel plans support the transport element of the NHS's Carbon Reduction Strategy – '**Saving Carbon, Improving Health**' which was developed by the Sustainable Development Unit (SDU) of the NHS.

WestTrans are entirely funded by Transport for London, the government body which is responsible for most aspects of transportation in London.

2. Inclusion of workplace mobility planning

- What support do organisations receive from your local/regional authority?
- Do you have dedicated staff and budget?

Specific initiatives offered by Transport for London (TfL) on a London-wide basis to encourage travel plan development include:

- **iTRACE** – The web-based tool used pan-London to database and monitor all travel plans (school and workplace), to which all London boroughs have access. iTRACE was originally conceived by the WestTrans sub-region and continues to be project managed in West London. Details of voluntary and development-related travel plans can be input into iTRACE, enabling travel plan progress across boroughs/sub-regions to be monitored in a consistent way (both travel plan take-up and mode shift as a result of travel plan implementation).
- **iTRACEExtra** – on-line survey tools, site audit pro-forma and automated travel plan template, enabling travel plans to be developed simply in line with good practice. The WestTrans Sub Regional Co-ordinators have been closely involved in the development of both iTRACE and iTRACEExtra.
- **Take-a-Stand** – provides up to 20 free Sheffield cycle stands to organisations that have developed a travel plan.
- **Challenge Funding** – provides up to £1K match-funding to organisations that have developed a travel plan.
- **Raleigh discounts** – available to organisations for the purchase of pool bikes, parts and accessories.
- **'Corporate Offer' (for larger organisations with 250+ employees)** – site specific travel plan consultancy advice and funding for implementation of a 'quick win' travel plan measure (worth up to £20k).
- **'Enterprise Offer' (for SMEs with 20-250 employees)** – practical support to develop a travel plan, with a range of incentives for travel plan implementation also provided.
- **Best Practice Guides** – are available covering various initiatives including the practical implementation of, for example, car share schemes and pool bikes.

TfL has also provided best practice guidance on how travel plans should be secured through the planning process.

The above London-wide policies and initiatives provide the framework within which WestTrans' Travel Plan Strategy, has been developed.

3a: Strategic approach, outreach:

Please list all awareness-raising specific methods used to promote workplace mobility plans towards businesses and employees. Please give examples.

Information leaflets or Newsletters	WestTrans produces a quarterly digital newsletter which is available on the WestTrans Travel Plans website and is also mailed out to a wide range of stakeholders including small and large businesses across West London, borough officers, Transport for London, NHS sites and trusts, consultants and others.
Individual marketing	In 2008/09 WestTrans have undertaken a complete re-branding project which incorporates the brands of West London Business, the West London boroughs and the Enterprise and Corporate Travel Planning schemes developed by Transport for London and rolled out to businesses through WestTrans. After this rebrand, promotional literature including a brochure which highlights the benefits and process of travel planning as well as case studies highlighting best practice from organisations already implementing travel plans.
Competitions	In order to achieve high response rates when surveying staff at organisations beginning development of a travel plan, WestTrans offers respondents the opportunity to be put into a prize draw to win £50 John Lewis Vouchers or Oyster Cards with £10 credit.
Seminars and information events	WestTrans frequently works with organisations, borough officers, TfL, consultants and travel plan Networks such as the Golden Mile in Hounslow to host events which allow for the promotion of mobility plans to new organisations as well as provide networking opportunities to share best practice for businesses already implementing travel plans.
Website	<p>www.westtrans.org/travelplans</p> <p>Our website has undergone a transformation this year along with all our other promotional activities. The new website front page features a map of all six West London Boroughs plus links to each council website, six best practice examples (case studies), a "latest news" feed, automated mailing list system and mailing list sign up and interactive Flash movie which outlines the benefits of travel planning.</p> <p>To reflect that travel plans are not just generated on a voluntary basis, the WestTrans website has a unique user interface to the other sub-regions in London in that it has been designed so that from the very first visit, the user can pick from which angle of travel planning they are visiting and find the information relevant to them at a single click. The options from the main left-hand side menu and also at the end of the Flash movie allow the visitor to select either Employer, Developer, Consultant or Member of the Public. After clicking the relevant option, the user is then taken to a unique page with all the information they will need to explain and develop a travel plan from their point of view. For example, a visiting Developer will be introduced to the current requirements and policy for travel plans as part of a development in West London and can download tools such as ATTrBuTE with which they can understand what planning officers are looking for in a travel plan and therefore increase the quality of first-submission plans.</p>
Others (please specify)	WestTrans' Voluntary Travel Plan and Marketing Strategy was produced in 2007. (Please see section 0) As such, WestTrans have focused heavily on securing voluntary travel plans in 2008/09. To lead on from this, an Enterprise EOI (expression of interest) strategy and action plan was compiled to prioritise target areas based on number of SME's (Small & Medium Enterprises). (This is included as part of our submission)

3b: Strategic approach, monitoring and evaluation:

Please describe monitoring schemes used to evaluate your actions. Indicate problems encountered; lessons learnt, indicators chosen, stakeholders involvement etc. (max 150 words).

Travel plans are monitored through iTRACE. This web-based tool was developed by WestTrans and TfL to record all travel plans in London. All new travel plans must be iTRACE compliant. This means that baseline survey results and mode shift targets must be presented in the specified way to be uploaded onto the system. iTRACE also records data from follow-on, monitoring surveys and is able to calculate the actual mode shift. This can be done at borough and sub-regional level (as well as London-wide).

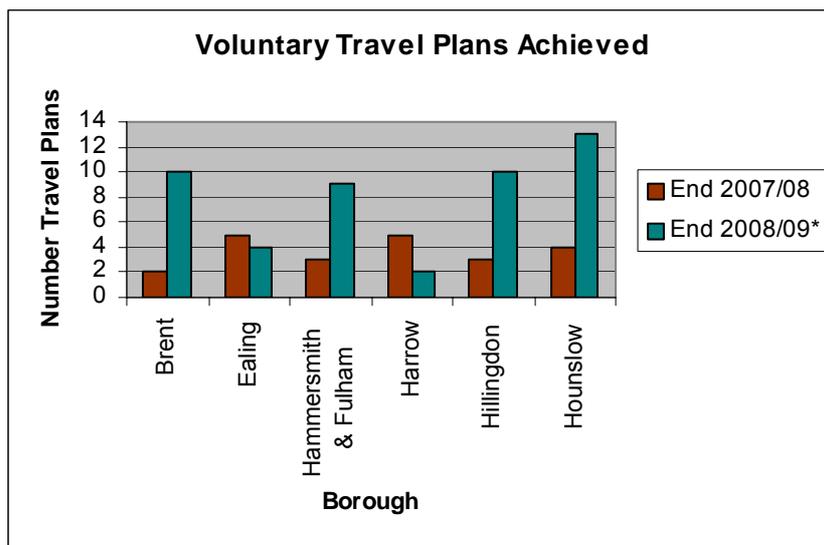
There is also a mapping function which enables each site with a travel plan to be marked and its location pinpointed in relation to the area's PTAL (Public Transport Accessibility Level) scores. It also enables neighbouring sites with plans to be identified and therefore allow for travel plan networks in the area.

The challenge initially lay in adapting information from older travel plans so that they could be uploaded onto the system. Now the processes are clear and it is providing a smooth mechanism.

The number of travel plans that have been uploaded onto iTRACE is a good indicator of the success of WestTrans' promotion and management efforts. However, it is still early days and in most cases organisations will only have baseline data entered into iTRACE with follow-on surveys yet to be undertaken. However the version 1.3 of iTRACE was launched in January 2009 and this included amongst many other new features, the ability to undertake "snapshot" and full travel surveys as part of monitoring.

4. Measurable impacts. Please tell us:

- a) how many organisations (including sector and number of employees) have adopted a workplace mobility plan during the current programme
- b) how many organisations are committed to making a workplace mobility plan
- c) If available, figures relating to CO₂ reductions and modal shift as a result of your activities
- d) Indicate the level of investment made by your local/regional authority in the current programming period on mobility plan activities..



* As of February 1st 2009. 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 total of 439 workplace travel plans are currently uploaded and monitored in iTRACE including voluntary and DC travel plans. Most of these travel plans are fairly recent and have not yet undertaken their first monitoring survey. In the case of DC plans, many developments will take time to build and occupy before surveys can take place. However, initial results generated on iTRACE suggest travel plans in West London are making a difference in reducing car use, with a 17.76% reduction in single occupancy

Workplace Summary Report - Modal Shift



	Workplace Count	Car-S.O.	C/S-Dvr	C/S-Psgr	Mtrcycle	Bus	Tram	U/grd	Rail	Bike/Rail	Bicycle	Foot	Other
Staff													
Sub Regions													
WestTrans	5	-17.76%	-1.61%	-2.37%	-0.69%	4.37%	- %	4.46%	3.58%	0.28%	-0.13%	9.29%	0.57%
Boroughs													
Brent	2	0.97%	- %	0.04%	-1.18%	2.47%	- %	-0.58%	-0.58%	- %	0.01%	-1.15%	- %
Ealing	1	-0.44%	-4.17%	-9.41%	-0.04%	2.44%	- %	-1.04%	-9.79%	0.73%	5.25%	15.24%	1.22%
Hammersmith & Fulham	1	-24.60%	- %	1.00%	-1.14%	7.10%	- %	3.05%	8.58%	- %	-2.91%	8.49%	0.44%
Harrow													
Hillingdon													
Hounslow	1	-2.97%	- %	- %	- %	-18.88%	- %	- %	5.41%	8.11%	-14.29%	21.35%	1.27%

5: Bonus

Please describe what you feel is particularly innovative in your approach to workplace travel planning. (max 150 words).

WestTrans Travel Plans takes a unique approach to other sub-regions in London, particularly in its approach to travel plans as part of planning permission. Through establishing firm relationships with borough officers at each of the six West London boroughs we have successfully established the processes in place to develop and secure travel plans as part of development control and these are monitored in the iTRACE system. Ongoing projects such as the Planning Obligation Mechanisms and Travel Plan Targets project to help boroughs secure obligations continue to produce excellent results.

Our recent approach to Voluntary travel planning in the last year has seen exemplary results with an increase of 118% active new voluntary travel plans compared to 2007/08. The development of an attractive brand, user friendly website and literature as well as a team of highly skilled, enthusiastic and efficient staff has enabled businesses of all sizes to work in partnership with their local borough officers and WestTrans to produce high quality travel plans.

Thank you for participating in the Pan-European Workplace Mobility Plan Award 2009 !
Please do not forget to complete the certification form below.



CERTIFICATION FORM

Name of local authority:	WestTrans Travel Plans
Country:	UK
Name of contact person responsible for the award submission:	Caroline Hodges
Contact person Telephone n°:	0208 825 8075
Contact person Email address:	hodgesc@ealing.gov.uk

Dear Sir/Madam,

On behalf of WestTrans Travel Plans I hereby verify that the information contained within our application for the Pan-European Workplace Mobility Plan Award 2009 is an accurate reflection of the work that is being undertaken by WestTrans Travel Plans.

Yours sincerely,

Name of signatory: Caroline Hodges
Title of signatory: Sub-Regional Travel Plan Coordinator for West London