

## Summer Newsletter 2009



# WestTrans Travel Plans wins PEWTA Award at ECOMM 2009!

WestTrans, the sub-regional transport partnership for West London hosted by the London Borough of Ealing, has been awarded 1st Prize in the Pan-European Workplace Mobility Plan Awards (PEWTA) in the Public Authorities category. The awards were presented at the 2009 European Conference on Mobility Management (ECOMM), held in San Sebastian, Spain from 12<sup>th</sup> to the 15<sup>th</sup> May. This is an occasion for great pleasure and a huge amount of pride for West London and the WestTrans Travel Plans team.

12 public authority organisations across Europe applied for the award with three being short-listed, including the South-East London sub-region Seltrans who were highly commended along with Provincia di Asti in Italy.

The PEWTA-Public Authorities category concentrates on local authorities' efforts to facilitate the implementation of workplace mobility plans (travel 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 travel plans as well as to raise awareness of the health, economic and other benefits that such plans can generate.

The prize for winning this prestigious award included €1000 to put towards further work on our projects. We would like to take this opportunity to thank all our partners and the businesses we work with in making this bid successful.





## Welcome

Welcome to the Summer edition of the WestTrans Travel Plans' newsletter. As you can see, we were very proud to welcome in the warm weather by winning our first European award at ECOMM 2009. We have also been shortlisted for the National Transport Awards in the Marketing and Information category which will be held in London on the 22nd July. Wish us luck!

In this edition we have news of an excellent new offering to organisations developing a travel plan on a voluntary basis in the form of customised 'how to get here' leaflets. Don't forget this is also the perfect time to book a cycle training or Dr Bike cycle maintenance session for your staff.

Contact us:

(020) 8825 8075

[www.westtrans.org/travelplans](http://www.westtrans.org/travelplans)

[WestTransTravelPlans@ealing.gov.uk](mailto:WestTransTravelPlans@ealing.gov.uk)

## Ealing Council launches Cycle Scheme

Ealing Council has become the latest organisation in the WestTrans sub-region to sign up to the Government's Cycle to Work scheme.

The Cycle to Work scheme allows employees to make payments straight from their salary per month to "loan" a bike purchased by their employer until the cost has been reimbursed. The scheme is tax-free so both employer and employee do not have to pay tax, national insurance or VAT on the portion of the salary taken each month for the cost of the bike.

Any make or model can be purchased as well as cycling equipment such as helmets meaning that whatever your income or ability, there's a bicycle to suit you!

Ealing has launched the scheme as part of their travel plan and the offering to staff will complement other initiatives offered such as season ticket loans which encourage staff to travel sustainably.

Any organisation can sign up to the Cycle to Work scheme and it is a major incentive to staff considering cycling to work. If you think your staff would benefit, why not sign up?

Information on implementation of the scheme can be found here:

<http://www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplementat5732>

# New "How to get Here" leaflets for your organisation

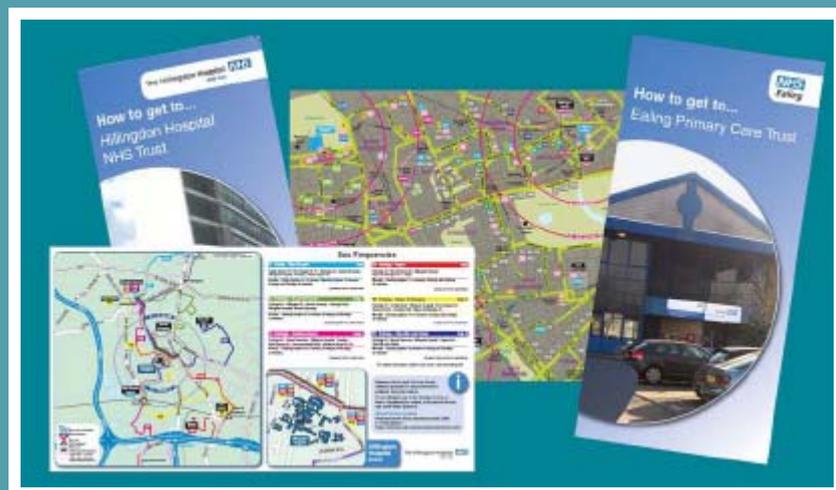
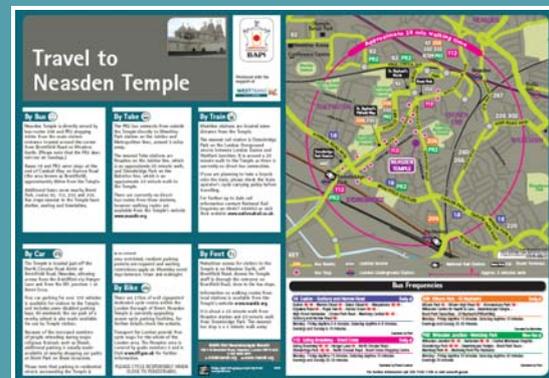
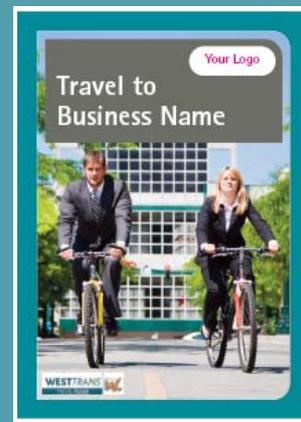
A key part of any travel plan is promoting the local transport routes in your area. For travel plan coordinators, putting together such information and producing detailed maps in an accessible format can often be beyond their skills or budget. To make this process easier, WestTrans has undertaken a project to map the entire West London area in a user-friendly style (similar to that used by the groundbreaking Legible London project in central London).

With this mapping now produced, and specially commissioned template leaflets available in a range of sizes from pocket sized maps to A1 sized wall-charts, whatever the size of your organisation, you can now take advantage of this offering and encourage both your staff and visitors to travel sustainably.

To get your site specific leaflets, you will need to have a travel plan in place at your organisation, and if your travel plan is voluntary, aside from the costs we've saved you in commissioning the mapping and leaflet templates, you will also receive a further 50% discount on printing costs through our match funding.

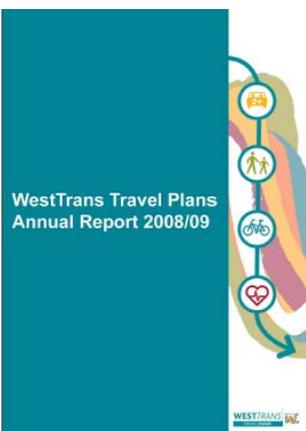
Organisations with travel plans produced as part of planning permission or obligations can also take advantage of this offering but will have to pay the full costs of printing and any extra alterations outside of the normal template.

The maps include all local cycle, train, tube and bus routes as well as isometric circles to show walking times for pedestrians.





## WestTrans Travel Plans Annual Report 2008/09



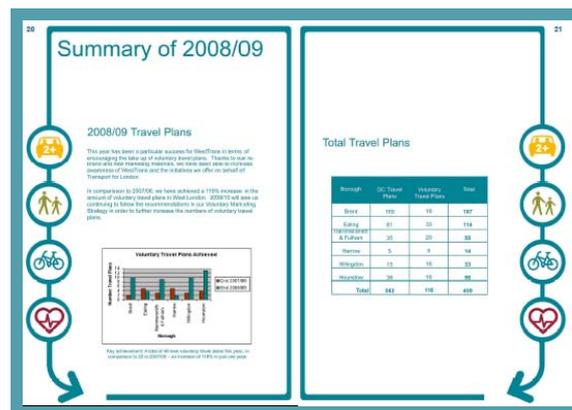
The WestTrans Travel Plans 2008/09 Annual Report will be published in July so don't forget to check the website.

The report makes a good read for anyone interested or involved in travel planning, covering our successes this year, projects we have

undertaken and the results of them - good or bad! There are also case studies from two organisations who have developed successful travel plans.

The report details the six West London boroughs and the dedicated borough officers

we work with as well as our other stakeholders and partners. You can also meet our team and read about the projects we have coming up this year as well as details of our allocation.



## Grand Union Canal Fest 2009

Last issue we gave you the details of this year's Grand Union Canal event which was due to take place at Scrubs Lane and Abbey Road on Wednesday 9th July. This event has now been postponed until September 9th. Check our website Events page for any updates or changes.

The event remains completely free and 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](http://www.parkroyal.org) or contact Gerry Devine on 020 3110 2325

## New WestTrans Travel Plans Team Member

Thanks to our successes over the last year, we were one of the sub-regions to receive funding for another post in our travel plans team so we could continue our award winning work in West London.

Freda Jesudason is the newest member to the team. She joined us in June and will be working on multiple projects covering both voluntary and DC travel plans. We're sure many of you will meet Freda in the upcoming months but here are her contact details:

Freda Jesudason  
[Jesudasonf@ealing.gov.uk](mailto:Jesudasonf@ealing.gov.uk)  
 020 8825 8609

## iTRACE v1.4 launched

The latest version of iTRACE was launched on 6th July with many new features to make the system user-friendly.

iTRACE is the standard tool used across London to monitor both workplace and school travel plans. The system also offers online surveying and re-surveying to effectively monitor year on year as well as being used as a database to store all information relating to the travel plan.

Version 1.4 has made iTRACE even better with the introduction of a new methodology for calculating the main mode of travel and the ability to break-down and export travel information to include individual mode time taken and penultimate mode of travel.

A filter has been introduced to separate Travel Plans taking place in the TfL Corporate and Enterprise schemes, meaning more targeted information can be provided to those sites such as information about pan-London or national events.

Users can also now choose the length of time before the system times out making life easier for those using the system on a daily basis.

## North West London NHS Travel Plan Network Forum

In March 2009 WestTrans commissioned consultants SDG to undertake a review of the NHS sites in the West London area. The aim was to identify which trusts (Acute, Primary Care Trust and Mental Health Trust) have established travel plans, are considering developing travel plans, have taken up TfL's Corporate/Enterprise offerings or have not considered a travel plan.

The review engaged with trusts also to gauge interest in participation of an NHS travel plan network. From this engagement, all identified trusts within the region were invited to attend the launch of the North & West London NHS Travel Plan Network. The network was successfully launched on the 1st July hosted by Chelsea & Westminster Hospital with 8 trusts represented.

The trusts were introduced to Gemma Hagen (NHS Programme Manager) who gave an overview of the future direction of the networks and the steering group. The NW London NHS Travel Plan Network will meet quarterly and will be chaired by Marie Courtney (Chelsea & Westminster Hospital).

