



# WestTrans Travel Plans

ANNUAL REPORT 2010/11





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# About Us

## Foreword

Travel planning has had a difficult year in the UK, with travel planning and wider 'Smarter Choices' budgets in all sectors feeling the pinch. In some regions this has meant that challenging transport targets and green aspirations have been quietly shelved to cut costs, meaning that years of sustained effort – and real progress – in this area could go to waste.

Fortunately the outlook in West London is much brighter. West London boroughs are committed to mitigating the environmental effects of transport and reducing congestion, and their aspirations remain ambitious. 2010/11 has seen the WestTrans<sup>1</sup> team focused on the delivery of a range of projects which have sought to deliver real quality of output through challenging targets, measurable outcomes and lasting project legacies.

Our core activities have remained the same. For organisations already involved with WestTrans in a voluntary capacity, our team has continued to provide quality advice and support, helping Travel Plan Co-ordinators with fresh approaches to travel planning. For organisations engaged through the development control process, we've been even more focused on quality, ensuring that the commitment to a statutory travel plan does not end with planning permission: making sure plans are monitored and targets are met is our priority.

The results we have achieved this year are testament to our commitment to travel planning. Among businesses WestTrans has worked with there has been a reduction in single-occupancy car use of 12%, and a 4% increase in bicycle use. These results, together with examples of our innovative projects, are described in further detail in this year's annual report.



Nick O'Donnell

Assistant Director of Strategic Transport, Ealing Council and Chair of WestTrans Partnership

<sup>1</sup> WestTrans is a partnership of the six West London boroughs of Ealing, Brent, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. Led by Ealing Council, as the lead borough, it works with Transport for London and other West London stakeholders to identify, develop and implement transport projects to the benefit of the subregion. It contributes advice to West London leaders relating to the development of an appropriate transport strategy for West London.



## Our Team

**Tim Forrester, Principal WestTrans Co-ordinator**

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020 8825 7223

## Our Partners

### Mike Evans, Senior Sustainable Transport Officer, Brent Council



Mike works in Brent to promote the council Travel Plan, as well as monitoring the implementation of travel plans secured through the development control process. He is also responsible for promoting all aspects of sustainable travel through travel awareness events. As acting cycling officer for Brent, he is keen to see a sustained uptake of active travel throughout the borough.

### John Bowman, Transport Planner – Development Advice, Ealing Council



John's remit includes commenting on the transport impacts of new developments, which regularly involves securing high quality Development Control Travel Plans. To improve the quality of Travel Plans he has been working on the creation of a sustainable transport Supplementary Planning Document (SPD) which takes into account best practice and the latest national and regional guidance. He has worked with WestTrans on the monitoring of Travel Plans in Ealing, and is also the borough's lead officer on car clubs.

### Matthew Veale, Transport Planner, Hammersmith and Fulham Council



Matthew's main role is as project manager and designer for highway transport and streetscape schemes. He also comments on planning applications for the Highways Department, which regularly involves securing high quality Development Control Travel Plans. He has worked with WestTrans on the monitoring of Travel Plans in Hammersmith and Fulham.

### Fuad Omar, Sustainable Transport Officer, Harrow Council



Fuad Omar works at Harrow Council promoting and providing input into workplace and residential travel plans and leading on all sustainable transport initiatives. His work and campaigns have had a great deal of success in integrating social media and interactive experiences with strong messages to encourage behaviour change. His 'It's Up to All of Us' campaign has not only attracted substantial celebrity support but also earned awards including the Smarter Travel Award 2010 for Innovative Project of the Year.

### Emma Chapman, Senior Transport Planner, Hillingdon Council



Emma Chapman works as a Senior Transport Planner at the London Borough of Hillingdon, predominantly involved in securing funding for the Transport and Projects Team. Once funding is secured Emma is responsible for managing the projects, which includes the area of work relating to Workplace and Residential Travel Plans. Emma has built up a good working relationship with WestTrans to ensure that the borough uses time and resources most efficiently to fulfil the objective of encouraging more sustainable modes of travel.

### Mark Frost, Principal Transport Planner, Hounslow Council



Mark Frost is a Principal Transport Planner for the London Borough of Hounslow with a dedication to sustainable transport and a desire to deliver new and innovative projects, initiatives and policy. Amongst many other things, Mark has managed the hugely successful Golden Mile Transport Group for over two years, gaining high level business involvement and increased participation by key stakeholders. Working in partnership with WestTrans, Mark has installed robust processes for securing, appraising and approving Development Control Travel Plans, while being a major contributor to the recent Travel Plan Monitoring project. Mark remains an integral part in the setting of strategic goals for Travel Planning in the WestTrans sub region.



# 2. How We Work

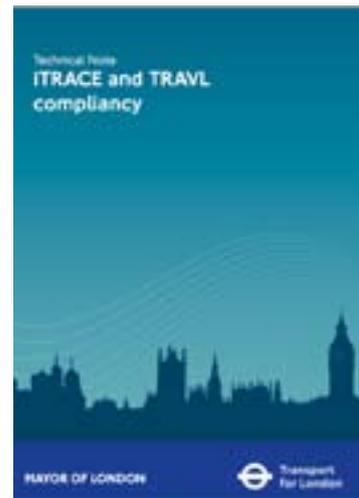
## Our Core Activities

### Development Control Travel Plans

When a developer applies for planning permission for a new development, a travel plan is now frequently a part of the condition of development. WestTrans officers work closely with Transport Planners and Planning Officers at all six West London Boroughs to comment and improve on Travel Plans submitted through the development process.

A successful DC Travel Plan needs to predict issues that will arise from the new development in terms of traffic congestions and impacts on the environment. From these predictions, they must submit an action plan for what measures will be introduced at the new development to cope with potential congestion and emissions generated by the new traffic to and from that site. For example, the preliminary travel plan could have an impact on the development right from the start by recognising a need for showers and changing facilities for those who want to cycle, walk or run to work. These can be drawn into plans and built into the development right from the beginning.

Through our close relationship with Borough officers, all travel plans submitted through the development control process are, where possible and appropriate, secured through a Section 106 agreement. This means that the developer is legally obliged to continually monitor and update the development's travel plan and achieve targets. All travel plans submitted are carefully appraised and monitored to ensure a high quality in an ongoing process which aims to achieve a reduction in congestion in and around the new development.



### **Voluntary Travel Plans**

The other way in which travel plans are developed can be on a voluntary basis from existing responsible developments or organisations who wish to make reductions in carbon emissions or congestion generated by their workplace. Other benefits which encourage businesses to contact us regarding a travel plan include healthy workforce benefits from active travel (walking, cycling) and the financial savings (from management of car parks and reductions in business travel).

Transport for London's 'A New Way to Work' programme ended in March 2010. The programme had previously supported businesses in the promotion of sustainable travel options to their staff through travel plan development. To continue the momentum that 'A New Way to Work' started, WestTrans has continued to support organisations that wish to develop a voluntary travel plan.

Organisations are entitled to free consultation from WestTrans sub-regional coordinators, up to 10 free cycle stands, cycle training, cycle maintenance sessions, certificates of recognition and access to mapping resources.

## Our Projects in 2010/11

### Challenge Funding

The WestTrans Challenge Fund supports the growth of local provision for Travel Planning across the West London boroughs. The fund aims to provide funding for projects that can meet a local need and deliver an increase in Travel Plan activity and sustainable travel development. Challenge Fund bids are match funded by the organisation applying.

This year 5 organisations received match funding:

- NHS Harrow received £1000 towards design and production of their walking maps
- Nandos Chickenland Park Royal received £2000 for improvements to their showers
- £1300 was awarded to the London Heathrow Marriott Hotel for their cycle shelter
- Christchurch Turnham Green received £500 towards installation of their cycle stands
- The NHS sub-regional group received £2140 to supplement the funding already received from the NHS Travel Network. This funding supports a range of sustainable measures across the sub-region.

**“I joined the Cycle to Work Scheme because it will save me money on petrol. It will also keep me fit. I have learned some interesting tips on how to keep my bike safe during the Dr Bike visits. Giving up my car couldn’t be easier.”**

Joao, Reception Manager,  
London Heathrow Marriott Hotel



CHRISTCHURCH CYCLE PARKING



MARRIOTT CYCLE SHELTER

### Supplementary Planning Documents (SPDs)

West London boroughs are particularly proactive in securing travel plans through the development control process, but the number, quality and relevance of the travel plans secured could be increased and improved if the borough's requirements are made clearer, and are re-enforced in formal planning documentation.

With this in mind, WestTrans have supported a number of West London boroughs this year to help them develop Sustainable Transport Supplementary Planning Documents (SPDs).

Securing development related travel plans is most effective where an authority's Local Development Framework (LDF) includes explicit reference to travel plans and travel plan related issues. LDF documents should be clear and unambiguous about when travel plans will be required, the rationale for them and their form. Policies should also indicate how travel plans are expected to contribute to achieving transport objectives and other objectives in the local area (e.g. air quality in Air Quality Management Plans).

Detail about travel planning requirements specific to a given planning authority can be set out in a Supplementary Planning Document (SPD). The SPD will typically include an overview of expected travel plan content and the thresholds at which a travel plan is required. The SPD might also cover planning requirements relating to transport assessments, parking standards and other initiatives related to sustainable travel such as policies on car clubs, electric vehicles etc.

### Working with the NHS

Working in partnership with the NHS to develop strong travel plans and innovative sustainable transport solutions is very important. More walking and cycling in the course of everyone’s daily life will lead to a healthier population, reducing the risk of ill health almost universally. The NHS must lead by example across all its sites, and, as the UK’s largest employer, a strong commitment to travel planning will have far reaching consequences. WestTrans supports all travel planning and sustainable transport actions across the NHS network in West London, specifically through the following:

- Continued development of the North West London NHS Travel Network
- Targeting and supporting NHS sites without a Travel Plan
- Supporting NHS sites with the delivery of Travel Plan activity (currently 12 active Travel Plans); and
- Continued appraisal of all NHS travel plan activities.

WestTrans also supports innovative travel planning projects and initiatives in the NHS through the sub-regional growth fund (SRGF), with projects including:

<b>Ealing Hospital and West London Mental Health Trust</b>	Provision of integrated transport information (mapping/leaflets/advice)
<b>Hillingdon Hospital</b>	Individualised journey planning and incentivisation programme
<b>Imperial College Hospital</b>	‘Try Cycling’ scheme
<b>NHS Harrow</b>	The Active Travel Challenge
<b>North West London Hospitals NHS Trust</b>	Cycling promotion project
<b>NHS Hounslow</b>	Pedometer ‘FitBug Style’ walk challenge

“By making me aware of where things are in the borough it has made me realise that walking or using the pool bikes is the quickest way to get to meetings, rather than jumping on the bus.”

Employee at NHS Harrow

### The NHS Cycling Strategy

The NHS Cycling Strategy was launched in 2009 with the goal of facilitating uniform adoption of best practice in the promotion of cycling. The London NHS was called to action following the launch, with all Primary Care Trusts (PCTs) and Trust Chief Executives receiving an email that encouraged them to get their sites and trusts taking the following steps to promote cycling:

- Signing up to the Cycle to Work Guarantee scheme;
- Implementing the Cycle to Work scheme;
- Raising bike mileage to 20p per mile for business travel.

Organisations that achieved all 3 recommended actions within the defined timescales were eligible for a Mayor's award, which 13 of the 18 West London sites received.

Jacqueline Totterdell, Chief Operating Officer for Hillingdon Hospital collected the award from Mayor Boris Johnson on behalf of her organisation.



JACQUELINE TOTTERDELL & MAYOR BORIS JOHNSON

### **Development Control Travel Plan Monitoring Project**

A significant number of development related travel plans are being secured through the planning process in West London, but time and resource constraints in borough offices meant that very few travel plans were being monitored and followed-up to ensure they were implemented effectively and were achieving the targets specified in the travel plan and associated legal documents.

To this end, WestTrans commissioned the Development Control Monitoring Project, which was carried out by two full-time Monitoring Officers for a period of 6 months. The boroughs of Brent, Ealing and Hounslow were very keen to be involved, and the project was initially focused on sites within these boroughs but was subsequently extended to include Hammersmith & Fulham and Hillingdon.

Active sites (sites where planning permission had been implemented and the site was occupied) with either a planning condition or Section 106 agreement to develop and deliver a Travel Plan were highlighted by Borough Officers and the site co-ordinators and managing agents were contacted by letter to remind them of the stated requirements. Advice and support were provided by the Monitoring Officers to help the Travel Plan Co-ordinator commission surveys and compile the monitoring report.

At the end of March 2011 the number of sites in the sub-region monitored by WestTrans was 217, and 20 Monitoring Reports had been submitted. The list is 'live' and will be continuously updated as further Travel Plans are secured through the development control process.

## PIMMS TRANSFER

The PIMMS TRANSFER project is a three year project funded by the European Union that aims to help regions and cities in Europe work together to share experience and good practice in 'mobility management': soft policy measures that increase walking, cycling and car sharing in urban areas.

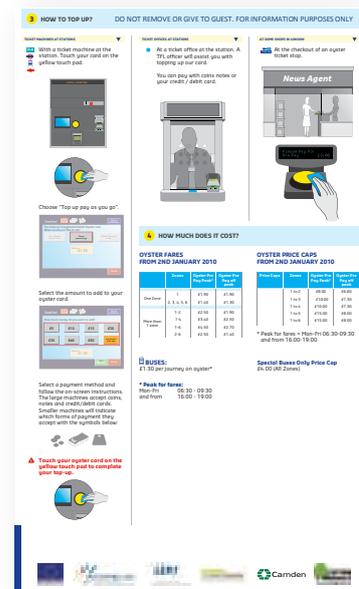
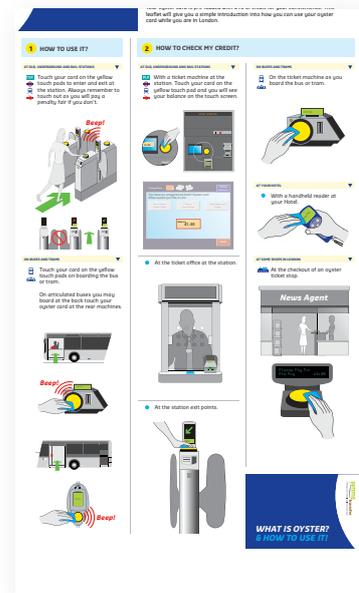
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## Oystercard Provision Project

The PIMMS TRANSFER Oyster Card project set out to introduce the selling of smartcards in hotels in London. The objective was to provide visitors with an easy way of purchasing Oyster cards and therefore making public transport options much more accessible to them – hotels do not have the facility to sell Oyster cards over the counter. Anecdotal evidence from participating hotels suggested that visitors were keen to buy Oyster cards but did not find the long queues and complicated purchase options particularly attractive.

The project set up a process where participating hotels could purchase 'pre-loaded' Oyster cards and sell these at reception or the concierge. This approach meant that no card registration was required and the hotel would not need to worry about returning deposits.

Three hotels took part in the pilot – the Marriott and the Arora at Heathrow Airport and the Renaissance in Camden (Central London). Using the purchase system set up by the project these hotels have successfully sold over 80 cards to visitors, cabin crew, and, importantly, hotel staff. In some cases hotel staff are now using public transport more to get to work. The hotels are considering continuing to sell Oyster cards now that the pilot has finished. They have been given marketing materials and advice on how to promote through their website. The results of this study will be presented to TfL to show the appetite for selling smartcards in hotels, especially in the fun up to the London 2012 Olympics.



EXAMPLE OF OYSTER CARD GUIDES GIVEN TO THE THREE PARTICIPATING HOTELS

## Higher and Further Education Green Travel Events

### Green Travel Event Toolkit

Between secondary school and employment there is a lack of guidance in promoting sustainable modes of travel to those enrolled in higher and further education institutions. However, it is at this time that individuals start to form travel habits and behaviours that they will adopt when starting full-time employment.

WestTrans recognises this gap and proposes a Green Travel Programme of educational events and engagement. The programme includes a range of complementary activities and events that promote Green Travel. Building on the delivery of the Travel Plan, the programme targets higher and further education students and staff with activity such as:

- A Green Travel Exhibition Day
- Social engagement events
- Charity events; and
- Led cycles/walks.

The two case studies show the successes of the programme this year.

### University of West London

The University of West London (UWL), previously Thames Valley University, has an existing travel plan in place that promotes measures to encourage walking, cycling, motorcycling, car sharing and public transport. The Travel Plan also seeks to raise awareness about the impact of travel choices and to provide information to all staff and students to make informed choices.

It was agreed that a Green Travel Day would be held at the University's St Mary's Road campus in the London Borough of Ealing. The exhibition comprised seven exhibitors, including Dr Bike, the Metropolitan Police, Rollapaluzza, Blendavenda, Streetcar and the LB Ealing's Travel Awareness team. Students were asked to sign up to a green 'pledge' within a passport in order to be entered into a prize draw. A number of prizes were supplied by local businesses, including restaurant vouchers and gym passes.

In addition, a free breakfast was provided to students who travelled by foot, cycle or bus on the Green Travel Day. Vouchers were handed out at bus stops and at reception for those who did not travel in by car. A led cycle was arranged for students in the morning and afternoon, and a Green Quiz was held at lunchtime in the students union.

- 120 passports were entered into the prize draw;
- Nearly 200 students signed up for the LB Ealing's 'Green Travel Club'; and
- 76 free breakfasts distributed to those travelling in a sustainable way on the day of the event.

### **Brunel University**

Brunel University is committed to promoting sustainable travel, underlined by the implementation of a travel plan for which they have set sustainable travel targets between 2008-2013. As part of this commitment, and in collaboration with WestTrans, a Green Travel Day was organised to promote sustainable travel through an exhibition in the Students Union areas, providing a number of activities and sustainable travel related promotional materials to those who attended.

A total of eight exhibitors agreed to attend the event, which was divided into different zones to depict public transport, walking and cycling, and sustainable driving. A number of promotional items were made available free of charge to attendees, providing they attended each of the zones. This was achieved by introducing a passport that the attendee had stamped at the respective areas, collecting the items at the end as well as being able to discuss aspects of their journeys with the sustainable travel experts.

- 2,000 students attended the event
- 300 students signed up for the sustainable travel themed prize draw; and
- 150 free breakfasts distributed to those travelling in a sustainable way on the day of the event.



### Have Faith in Travel Planning

WestTrans published a pioneering guide to address the need for smarter travel to faith sites. The guide explains that faith destinations like churches, mosques, synagogues and temples are often at the heart of communities, providing an opportunity for people of all ages to gather together for regular worship, special events and festivals.

Patterns of worship and special events mean a large number of visitors are attracted to the same place at the same time of day. Often travelling together in family groups, their journeys can have quite an impact on the local area, putting pressure on parking, creating congestion and affecting the environment, health and quality of life.

This is why the faith travel planning guide has a different approach to traditional travel planning (usually for workplaces or schools). The guide includes Smarter Choices solutions which are relevant for people travelling to faith destinations.

The simple faith travel planning guide covers:

- Travel plan principles
- Measures
- Management and appraisal
- Survey structures and processes, and
- Key lessons learnt from five sites covering the four main faiths in London – Christianity, Hinduism, Islam and Judaism (as of the 2001 Census).

A launch event for the guide took place on the 23rd March 2011 with delegates from faith sites, borough officers and inter-faith representatives from across London attending. Speakers from faith sites with successful travel plans presented their lessons learnt and tips for success in implementing their travel plans.

The best practice guide has already inspired positive action. Neasden Temple has completed a pedestrian signage audit, installed 20 new cycle stands and has developed an integrated public transport map and leaflet. Travel planning activities at Hounslow Mosque have delivered a 3 percentage point reduction in single occupancy vehicle use, a 2 percentage point increase in cycling, and a 9 percentage point increase in walking.

**“What an excellent and comprehensive document.”**

Derek Winterburn, Vicar and Travel Plan Coordinator of St Mary’s Parish Church

**“I think this document is most impressive, motivational and a very useful guide.”**

John Denniss, Travel Plan Coordinator of Christchurch

**“It is very well presented and easy to follow and understand. I can see this being a very useful document to a lot of people and other boroughs too.”**

Matthew Prince, Transport for London

## Travel Plan Awards and Recognition Scheme

The WestTrans Travel Plan Accreditation Scheme makes it possible for an organisation to demonstrate the commitment it has made to reducing harmful emissions and congestion in West London. The three tier award scheme – which rewards progress and commitment at each level with a printed certificate – has been very popular, with over 120 certificates awarded to organisations throughout West London covering more than 400,000 employees.

For a full list of sites visit <http://app.thco.co.uk/WLA/westtrans.nsf/News/WT-164>.



### Stage 1 – Ruby

Ruby is awarded on receipt of a signed pledge from an organisation to develop a travel plan in partnership with WestTrans. Over 60 Ruby certificates have been awarded.



### Stage 2 – Sapphire

The Sapphire stage is awarded to organisations that have developed a travel plan and, with support and funding from WestTrans, have begun to promote measures and initiatives.



### Stage 3 – Gold

A Gold stage award recognises the achievement of organisations who have provided evidence of a shift away from private car use. The Gold stage award must be maintained year on year. 8 Gold certificates have been awarded.

### **Residential Travel Planning Monitoring Methodology**

The management of residential travel plans can be a challenging task. During the planning phase the eventual occupier can be unknown, meaning that Travel Plan implementation and monitoring responsibilities can fall to an occupier or managing agent who knows little overall about the Travel Planning process.

In West London, concerns about the wide variations in the way that surveys were carried out (it was the responsibility of the developer or site manager to create their own surveys), the information that was gathered and the way in which results were reported to the borough prompted WestTrans to commission a project to develop a consistent approach to monitoring residential travel plans.

The new online tool guides the Travel Plan Co-ordinator for the site through a site audit, household travel surveys and the monitoring report, and is iTRACE based. The new methodology allows for comparable results while also providing the necessary materials to those responsible for undertaking the surveys. The methodology is based on established best practice for undertaking household travel surveys; it is designed to maximise response rates while minimising overall costs.

Sites already adopting and applying the methodology include:

- Shepherds Bush Housing Association
- Catalyst Housing Group (Acton)
- Hounslow Homes

### Work Placements

This year WestTrans Co-ordinators decided to 'walk the walk' when they stepped out to assist West London sites deliver their travel plans on the ground.

As part of the 'Loan a WestTrans Co-ordinator' initiative, WestTrans staff offered their services to sites needing help to give their travel plans an extra push. The chosen sites, West London Mental Health Trust, Ealing PCT and NHS Harrow, already had Travel Plans – they just needed help to get specific projects off the ground.

WestTrans co-ordinators drafted communications plans, advised on travel plan measures, ran travel surveys and helped interviewed Travel Plan Champions.

"The one to one sessions went very well...we were able to turn ideas into realistic actions." Travel Plan Co-ordinator, Ealing PCT.

"I found the work placement really worthwhile. It was a great way to understand some of the challenges facing our sites and at the same time give them the boost they needed to get their travel plans moving." WestTrans Co-ordinator.

**"The one to one sessions went very well...we were able to turn ideas into realistic actions."**

**"I found the work placement really worthwhile. It was a great way to understand some of the challenges facing our sites and at the same time give them the boost they needed to get their travel plans moving."**

### Golden Mile Transport Group

The 'Golden Mile' comprises a section of the Great West Road (A4) within the London Borough of Hounslow, including the areas of Chiswick, Brentford and Isleworth. With access to the M4 motorway the area is a prominent commercial area with an estimated 200 organisations located in the area, employing between 20,000 and 25,000 people in total.

The Golden Mile Transport Group unites businesses along this corridor by providing a forum to discuss common transport problems and opportunities that apply to all organisations operating along this route, with the aims of improving accessibility and reducing congestion through effective travel planning. WestTrans is a steering group member.

[www.goldenmilegroup.org.uk](http://www.goldenmilegroup.org.uk)

### Golden Mile Framework Travel Plan

WestTrans provided ongoing support and specialist advice to inform the development of the area's Framework Travel Plan.

The Framework Travel Plan provides an overarching strategy for the entire Golden Mile area, setting out all the sustainable travel options available to staff of all businesses. It also introduces a number of new measures to help businesses to encourage sustainable travel among their own staff.

Using the Framework Travel Plan (along with other initiatives developed by businesses in the Golden Mile and the Golden Mile Transport Group) will allow businesses to take steps to address any current travel and transport issues, be they related to parking, congestion and delays, costs or staffing.



### **Golden Mile Bike Scheme**

The Golden Mile Bike Scheme made 100 bicycles (with all essential accessories such as lights, locks, helmets etc) available to employees for up to two months at participating businesses along the Golden Mile. Participants also had access to cycle training, route guidance and a basic maintenance course to allow them to try cycling without any individual financial commitment.

Participating companies were given a stock of high quality bikes and accessories to make available to staff. Bikes were hired for up to two months by employees.

- 7,706 miles were cycled during the 12 week trial
- 71 participants completed the programme
- 19 participants bought bikes at the end of the trial period
- 24% of all participants received cycle training

### **Golden Mile Mobility Day**

In September of 2010 the first annual Golden Mile Mobility Week was held. A range of events promoting the benefits of sustainable travel instead of the car took place at numerous locations along the Golden Mile. The flagship event, Golden Mile Mobility Day 2010, proved to be a great success. With stalls ranging from GoCycle electric bike trials to Walking Doctor Surgeries we hope some people were inspired to do more walking or cycling. The event included:

- LB Hounslow/Hounslow Travel Active
- Food market
- Evans Cycles bike health checks and bike trials
- GoCycle electric bike trials
- Streetcar
- Toyota Prius exhibit
- Living Streets walking doctor surgeries
- Blendavenda
- CycleHoop
- Rollapaluza
- MAD mountain bike display team



# Summary of 2010/11

## 2010/11 Travel Plans

In the 2010/11 period efforts to increase the number of DC Travel Plans secured were met with considerable success. A total of 93 DC Travel Plans were secured in West London, which represents 57% of the total number of DC Travel Plans secured in London as a whole during this period.

TABLE 3.1 ALL TRAVEL PLANS RECORDED ON ITRACE

	Voluntary Travel Plans	Development Control Travel Plans	Total Travel Plans
Brent	2	15	17
Ealing	0	8	8
Hammersmith and Fulham	0	1	1
Harrow	0	0	0
Hillingdon	1	16	17
Hounslow	0	53	53
<b>WestTrans Total</b>	<b>3</b>	<b>93</b>	<b>96</b>
<b>WestTrans Total as % of London Total</b>	<b>4%</b>	<b>57%</b>	<b>39%</b>

## Changing Travel Behaviour

The table below shows the level of mode shift achieved by organisations with monitored travel plans broken down by borough at the end of 2010/11.

There are some very encouraging results for West London boroughs, including:

- 11.8% reduction in single occupancy car mode share across the region, compared with an 8.2% reduction across London as a whole;
- An increase in the mode share for public transport: 3.7% increase in bus, and 5.6% increase in rail;
- A 3.9% increase in bicycle mode share, compared with a 1.3% increase across London as a whole.
- A 3.7% increase in walking mode share, compared with a -0.5% reduction across London as a whole.

TABLE 3.2 MODAL SHIFT FOR MONITORED TRAVEL PLANS

Borough	Car Single Occupancy	Carshare Driver	Carshare Passenger	Motorcycle	Bus	Tram	Underground	Rail	Bike/Rail	Bicycle	Foot	Other
Brent	-3.9%	0.7%	-0.5%	0.3%	-0.2%	0.0%	0.9%	0.8%	0.0%	1.2%	3.5%	-0.7%
Ealing	-4.7%	2.0%	-4.9%	-0.7%	-1.8%	0.0%	-1.8%	4.0%	0.0%	4.5%	2.6%	0.8%
Hammer-smith and Fulham	-19.7%	0.5%	-0.8%	0.1%	6.5%	0.0%	-17.8%	23.3%	0.0%	3.4%	4.5%	0.1%
Harrow	-2.1%	2.1%	0.0%	0.0%	0.0%	0.0%	-2.1%	-2.1%	0.0%	0.0%	4.2%	0.0%
Hillingdon	-9.3%	1.4%	3.3%	3.1%	5.3%	0.0%	-2.3%	1.7%	0.0%	0.0%	-3.0%	1.7%
Hounslow	-13.8%	0.7%	-1.8%	-0.3%	6.2%	0.0%	0.6%	0.8%	0.0%	4.4%	3.8%	-0.8%
WestTrans	-11.8%	0.9%	-2.1%	-0.2%	3.7%	0.0%	-3.4%	5.6%	0.0%	3.9%	3.7%	-0.3%
London Wide	-8.2%	0.6%	0.0%	0.0%	3.1%	0.0%	-0.3%	4.3%	-0.1%	1.3%	-0.5%	-0.1%



# The Future – 2011/12

Despite the obvious restrictions as a result of the current financial climate the future for WestTrans Travel Planning looks very positive.

The restructuring of the wider WestTrans Partnership combined with a determination from West London boroughs to maintain a strong emphasis on Travel Plan development has ensured that the WestTrans Travel Planning Team is able to continue to deliver a substantial proportion of its previous activity. The successes achieved by the Team in previous years have helped create a strong business justification for the importance of ongoing work in this area.

Boroughs have reinforced their commitment to the important role that Travel Planning plays in the delivery of West London wide strategic transport benefits by providing individual allocations to the centralised West London budget. Under a framework of Strategic Sub Regional activity each of the boroughs has identified specific Travel Planning initiatives to support local objectives.

The Sub-regional approach has 3 core strands of work:

**TABLE 4.1 FUTURE PRIORITIES**

<p><b>1 Development Control Travel Plans</b></p>	<p>To continue to raise the standard of Travel Plan submissions, appraisal and approval procedures, required as part of the planning process.</p> <p>Delivering a robust Travel Plan monitoring approach to ensure legal obligations are being met and modal shift results obtained.</p> <p>Assist boroughs in developing and adopting policy and best practice related to Travel Planning where appropriate.</p>
<p><b>2 Network Development</b> (Sector/area based schemes)</p>	<p>Continuation of the work undertaken with key sectors:</p> <ul style="list-style-type: none"> <li>• NHS</li> <li>• Higher and Further Education</li> <li>• Hotels</li> <li>• Faith sites</li> </ul> <p>And continuation of the work undertaken with strategic areas:</p> <ul style="list-style-type: none"> <li>• Golden Mile Transport Group</li> <li>• Park Royal Partnership</li> <li>• HammersmithLONDON BID</li> <li>• Heathrow</li> <li>• Wembley City</li> </ul>
<p><b>3 Offerings</b></p>	<p>Adopting a more rational approach to supporting organisations on a voluntary basis by developing a portfolio of offerings to help organisations encourage sustainable travel behaviour change:</p> <ul style="list-style-type: none"> <li>• Advice/Guidance</li> <li>• Take a Stand</li> <li>• Accreditation</li> <li>• Accessibility mapping</li> </ul> <p>For further information visit <a href="http://travelplans.westtrans.org/wla/westtrans.nsf/Pages/Offerings">http://travelplans.westtrans.org/wla/westtrans.nsf/Pages/Offerings</a></p>

We hope that stakeholders and partners will continue to work closely with us to ensure initiatives, schemes and activity that is developed and delivered remains valuable and applicable. We very much appreciate the support we have received from stakeholders and aim to ensure that the relationships built remain strong throughout this transitional period.