

# Summer Newsletter 2008

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## Welcome

Welcome to the new-look WestTrans Travel Plans' newsletter. It's been a while since our last issue, so here's a packed Summer newsletter with all the latest schemes and initiatives, events and best practice case studies. As many of you will know, the WestTrans Travel Plans branding has evolved to complement the Transport for London Enterprise scheme. You'll see this new branding making an appearance on all of our latest marketing materials including our website and promotional workplace travel planning guide.

Enjoy this issue, as always we can be reached at:

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## WestTrans Travel Plans 2007/08 Annual Report Published

Our annual report containing all our activities over the past financial year is now available to download from the **News** section of our website:

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

The report gives a summary of our achievements over 2007/08 as well as providing an overview of how we work and our allocation and targets for this financial year.



**What have we achieved?**

2007/08 Travel Plans

Borough	DC Travel Plans*	Voluntary Travel plans	Total
Brent	21	2	23
Ealing	22	5	27
<b>HISTORICAL</b>			
Putnam	11	2	14
Wendover	0	6	6
Willesden	1	3	4
Windsor	16	4	20
<b>Total</b>	<b>68</b>	<b>22</b>	<b>90</b>

\* Our best existing objective for 2007/08

\*\* Development (Green/DC) Travel Plans are included through the planning process



## Corporate Scheme Launch



The 13th March saw the launch of the long awaited Corporate offering from TfL. The scheme is the 'big brother' of the Enterprise scheme, providing large organisations (over 250 staff) with expert advice on developing their travel plan. The package is worth around £20k to each business and the launch at the British Library aimed to show delegates from businesses such as Thames Water and Harper Collins Publishers' the benefits a travel plan would bring to their

business. Over 80 organisations attended the launch which featured presentations from Ben Plowden, Director of TfL's Smarter Travel Unit, and a case study from Samira Ahmed at BskyB. 20 businesses filled in an Expression of Interest form at the event and TfL is now following up those leads with the aim of getting each to full Travel Plan status. For more information on the Corporate scheme, please see: [www.anewwaytowork.org](http://www.anewwaytowork.org).



## WestTrans Travel Plans Commended at ECOMM2008

WestTrans Travel Plans were commended in the 2008 Pan European Workplace Mobility Plan Award for the development of their Voluntary Marketing Strategy, and contribution of the WestTrans Voluntary Travel Plan Strategy towards CO<sub>2</sub> emissions targets.

The three-day 12th European Conference on Mobility Management took place at Chelsea Football Club from 4th to 6th June. The awards dinner took place on the Thursday evening in true London style with a rock band, Pearly Kings and Queens and a hearty supper of bangers and mash.

Across the three days, over 400 delegates from across Europe shared best practice in the sustainable transport industry through presentations, networking and parallel sessions.

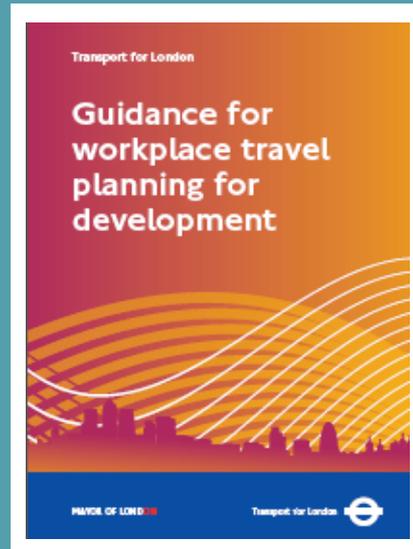
2009 will see ECOMM take place in San Sebastian, Spain.



## TfL DC Guidance Launched

Following the release of the Development Control guidance from Transport for London in late April, TfL will be holding a launch event for DC officers and planners to attend. The event will be held at Glazier's Hall on the Southbank on 23rd July from 13.00.

The launch will be attended by sub-regional travel plan coordinators from across London, TfL and borough officers and will be an excellent opportunity to ask any questions you may have regarding the guidance or travel plans as part of development. To register for the launch please contact Matthew Prince at [matthewprince@tfl.gov.uk](mailto:matthewprince@tfl.gov.uk)



## Recent WestTrans Travel Planning Events

To further promote the take-up of voluntary travel plans in West London, WestTrans regularly hold events across the six West London boroughs. Our events aim to encourage businesses to take advantage of the benefits and initiatives on offer through developing a travel plan.

In the past few months we have focussed our events on partnership working. On the 8th May we held an event at HSBC in Ealing in partnership with Ealing BID. The event generated 4 expressions of interest, 3 of which were eligible for the Corporate scheme and these organisations are now working with Transport for London to develop their travel plans.

Also in May we held an event with the Park Royal Partnership. Park Royal is an important business estate between central London and Heathrow which is home to approximately 1,900 businesses, providing employment for over 40,000 people. The huge business estate spans into the London Boroughs of Brent, Ealing and Hammersmith & Fulham. On 15th May, WestTrans, in partnership with the Park Royal Partnership, held a free networking event open to all organisations in Park Royal. The event successfully portrayed the benefits of travel planning through case studies from Diageo.

On 3rd June we held our successful riverboat event in partnership with HammersmithLondon and Hammersmith & Fulham Council. The informal networking event aboard the MV Golden Salamander was attended by around 80 delegates. The boat made its way from Dove Pier in Hammersmith past Barnes Railway Bridge and Battersea Park. Delegates had the opportunity to meet WestTrans and Hammersmith & Fulham travel planning officers to discuss the issues they had with commuting to and from their area. They took away information on how their organisation could benefit and WestTrans officers have since been following up leads from businesses wanting to develop a travel plan.





The best way we have found to promote travel plans to organisations is to show them what other businesses have achieved! We frequently invite speakers from businesses with successful travel plans to our events so they can share best practice with those new to the concept of travel planning. At the start of this year we set out to also compile a series of written case studies that we could use in our literature and on our website. BSkyB was one company who were invited to share their opinion of what their travel plan had achieved for them.

## BSkyB Case Study

Even though leading entertainment and media company BSkyB continues to expand its workforce, it is managing to cut down on parking at the same time. The company employs around 6,000 people at its Osterley headquarters, where not only is activity very diverse but it operates 24 hours a day, 7 days a week and many staff work shifts. Added to this, public transport in the area is in need of improvement, and walking and cycle routes could be better too. Nevertheless, the company is successfully reducing the demand for parking spaces at the site.



To achieve this BSkyB has built on its existing strong environmental ethos. It was the first media company to become carbon neutral and so staff were already familiar with the concept of taking action to reduce the impact of the business on the environment. BSkyB developed a travel plan to address travel and transport matters and incorporated it into its highly successful corporate social responsibility programme known as 'The Bigger Picture'.

Several strategies were used to achieve staff buy-in. These included:

- A sustained media campaign to advise staff of changes well in advance of implementation;
- On-site facilities, such as showers and cycle parking, for walkers and cyclists were improved;
- A high frequency shuttle bus service was introduced, with buses running to five different public transport stations;
- Car sharing was promoted;
- Staff were offered cycle training; and
- Personal travel planning to identify the best travel options for an individual's commute to work was introduced.

***"During Bike Week 2007 the number of cyclists increased by close to 66% and car sharing increased from 0.5% to 2.3%."***

**- Samira Ahmed,  
Head of Transport Strategy**

The travel plan was launched during Bike Week 2007 and a review will take place in 2008.

## Travel Plan Round-Up Just some of the latest organisations to have begun the process of developing their Travel Plans!

**Danone Hounslow Mosque Interdean First Choice Facilities Expotel  
Ramada Encore Coca Cola Network Accent Alliance DunnHumby  
Stadium Housing Association Merlin Studios International SOS**

## Hounslow Jamia Mosque & Islamic Centre

Hounslow Mosque is preparing a travel plan in partnership with WestTrans and Hounslow Council as part of TfL's Destination Based Travel Plan Pilot.

During May 2008, almost 2000 members of the congregation were surveyed to find out about how they travelled to the mosque. The results have now been analysed and show that only 20% of the congregation travel alone by car on a

Friday, while 35% car share, 16% take the bus and 25% walk. When we asked people about the mode of transport that people arrive at the mosque by, the numbers walking are even higher at 70%!

Dr Mobin Salahuddin, Chairman of the mosque said, "We are very encouraged by the results. Islam teaches us how to lead every aspect of our lives on a daily basis including how to look after our environment. As Muslims, walking to the mosque is an important part of our faith. Walking here also helps to reduce the impact of our Friday prayers on our neighbours. However, we want to encourage even more people to leave their cars at home when they travel to the mosque and we hope that our travel plan will help us do this. We also hope that the Muslims will follow these teachings not just for travelling to the mosque but also for their daily travel to work, shopping etc. and we will continue to work in partnership with WestTrans and Hounslow council to reduce congestion on the roads and help the environment."



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## WestTrans and Partners Shortlisted for Smarter Travel Awards

WestTrans Travel Plans have been shortlisted for Best Sub-Region at the 2008 Smarter Travel Awards. Bjorn Volk, Transport Planner for Hammersmith & Fulham, has been nominated for Marketing and Travel Awareness Borough Officer of the Year, whilst Brent has been shortlisted for Borough with the Most Travel Plans.

Director of Journey Latin America, Chris Parrott who signed his organisation up to the TfL Enterprise scheme as part of his developing Travel Plan has also been shortlisted for Smarter Travel Local Champion of the Year as has Patricia Bench, Communications Director at HammersmithLondon, Business Improvement District for Hammersmith.

The awards are taking place at the The Great Hall, Lincoln's Inn, on Thursday 10th July 2008.

**Well done and good luck West London!**

