



WestTrans Partnership

ANNUAL REPORT 2013/2014



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1. Introduction

WestTrans is a partnership of the six west London boroughs of Ealing, Brent, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. The partnership is led by Ealing Council.

We work with Transport for London (TfL) and other west London stakeholders to identify, develop and implement transport projects to the benefit of the sub-region. These include sustainable transport schemes and initiatives to address our key challenges – congestion, public transport and convenient orbital movement.

Our aim is to work collaboratively across west London to promote an improvement in transport conditions for those living and working in the sub-region.

Our focus is on seizing and tackling the opportunities and challenges identified in the West London Sub-Regional Plan, and we take pride in the innovative and forward-thinking way in which we approach this. We are always willing to try something new, and we are delighted when work delivered or supported by WestTrans starts to yield real benefits.

Our highlights for 2013/14 included:

- The advancement of the Strategic Corridors delivery programme to identify potential solutions to key issues on orbital routes in west London;
- Securing funding from TfL for the detailed design and consultation phase of the Stanmore to Thames cycle route; and
- The development of the RObUST (Reliable Obligations for S106 Travel plans) tool to support the monitoring and evaluation of development control travel plans.

These highlights, together with some updates on our core activities, are described in further detail in this year's annual report.



2. Supporting Strategic Priorities for West London

The Mayor's Transport Strategy (2010) sets out the Mayor of London's vision for transport in London over the next 20 years. The vision and associated objectives set out how London's transport system should develop to meet London's growth and development needs during the lifetime of the London Plan. All London sub-regions and boroughs have a responsibility to reflect the aspirations and objectives of the Mayor's Transport Strategy in their own short, medium and longer-term development plans.

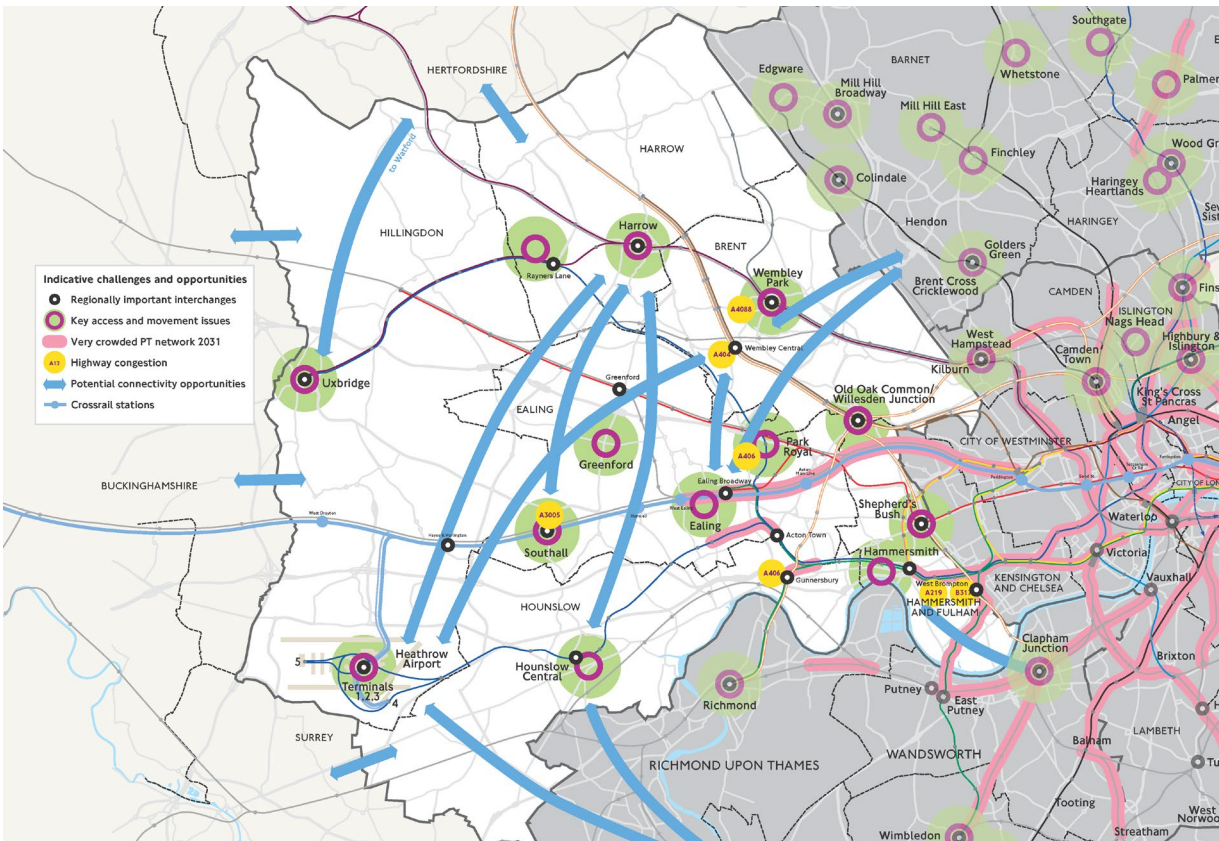
The West London Sub-Regional Transport Plan, developed and published in 2010, takes a more detailed look at the transport challenges, opportunities and priorities within the west London sub-region. The Sub-Regional Transport Plan translates the aspirations of the Mayor's Transport Strategy to the sub-regional level, and provides a framework for local delivery. It was agreed with boroughs that while there is benefit in considering many challenges at the strategic, city-wide level, and addressing some at the local level (through Local Implementation Plans (LIPs)), there are some challenges which would benefit from concerted effort at a sub-regional level.

The key priorities identified in the West London Sub-Regional Transport Plan were:

- To improve north-south connectivity
- To improve access to, from and within key locations
- To enhance east-west capacity and manage congestion
- To enhance the efficiency of freight movements in the sub-region
- To improve land-based air quality

WestTrans is a lead member of the West London Sub-Regional Partnership and we are focused on delivering and supporting projects that address these key priorities.





Extract from the West London Sub-Regional Transport Plan

Crossrail will provide a step change in public transport for people in Ealing, with a bright, spacious station bringing passengers on brand new trains delivering them quickly to destinations across the heart of London. WestTrans is pleased to support the project's delivery in west London.

Crossrail

The Crossrail project will have a transformative effect across London. West London is no exception. The project meets several of the key priorities set out in the West London Sub-Regional Transport Plan. It will improve east-west capacity and manage congestion in the area, as well as improving access to, from and within key locations. It also has the potential to improve land-based air quality.

WestTrans are supporting the continued work of west London boroughs to deliver Crossrail.

There are 14 Crossrail stations within the western section of the Crossrail route which fall within the WestTrans area. Each of these stations will undergo a number of enhancements in advance of Crossrail's arrival in 2018. This includes new station buildings at Acton Main Line, Southall, West Ealing and Hayes & Harlington and a major renovation at Ealing Broadway.

Major Improvements to Ealing Broadway

Crossrail have submitted plans to the London Borough of Ealing to significantly improve Ealing Broadway station. The proposed improvements include:

Major changes to the front of the station, replacing the current dated façade with a new glass structure;

- A new entrance, twice the size of the existing one, leading to a significantly more spacious and brighter ticket hall with a larger gateline;
- New lifts to provide step free access from street level to all platforms;
- Redesigned staircases for platforms 1 and 2/3;
- Redesigned waiting facilities at platform level;
- Platform extensions for the new high capacity ten car Crossrail trains; and
- New information screens and communications systems.

When Crossrail fully opens in 2018, up to ten services per hour in each direction will serve Ealing Broadway, allowing passengers to interchange with the existing District and Central Underground services, as well as National Rail services. Journey times to key locations across London will fall: Canary Wharf will be reachable in 26 minutes, down from 44 minutes, while Bond Street will be only 12 minutes away, compared to 23 minutes currently.

Matt White, Surface Director at Crossrail said: "Crossrail will provide a step change in public transport for people in Ealing. Brand new trains will take passengers right through the centre of the capital, reducing journey times and making it quicker and easier for them to get to a whole range of destinations across London and the South East."

We believe that our proposals will significantly improve [Ealing Broadway station], providing a bright spacious entrance and making it easier for passengers to get from the ticket hall level down to the platforms."



Architect's Impression of New Ealing Broadway Station Entrance

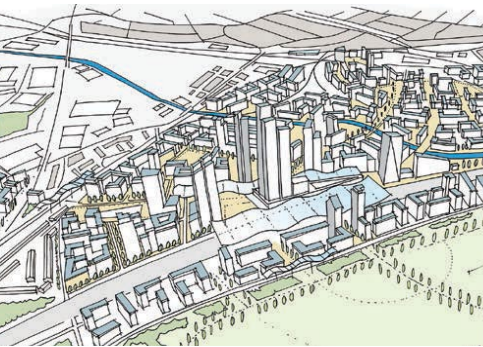
HS2 and Old Oak Common

High Speed 2 (HS2) is a planned high-speed railway linking London, the Midlands, Northern England, and potentially the central belt of Scotland. It has an indicated opening date of 2026.

Old Oak Common has been identified as a major new interchange station just north of Wormwood Scrubs in the WestTrans area. It is expected that interchange with Crossrail, orbital rail services and roads at Old Oak Common would play a vital role in taking pressure off busy central London termini such as Euston.

The Greater London Authority (GLA), Transport for London (TfL) and the London Boroughs of Ealing, Brent, and Hammersmith and Fulham (LBHF) produced a vision for the Old Oak Area, which investigated the potential for regeneration and growth in the area surrounding the HS2/ Crossrail interchange. The vision was put out to public consultation in summer 2013. The project team are currently updating and revising the vision in light of this consultation. A further round of consultation is planned for autumn 2014, after which the Mayor of London will adopt the plan as the Opportunity Area Planning Framework.

WestTrans are supporting the continued work of West London boroughs to deliver HS2 and the associated improvements in Old Oak Common.



Old Oak as it could be

Roads Task Force

The Roads Task Force (RTF) was set up by the Mayor of London in 2012 to tackle the challenges facing London's streets and roads. The Roads Task Force brought together a wide range of interests and expertise to develop a long-term strategy for roads and a commitment to major investment in street management and urban design.

The Roads Task Force report was published in July 2013. It sets out a vision of how London can cope with major population growth and remain one of the most vibrant, accessible and attractive world cities.

The Roads Task Force recommends a series of measures for consideration and action by the Mayor, boroughs, the sub-regions and additional stakeholders. WestTrans will keep up to date with actions arising from the report's recommendations and looks forward to supporting the west London boroughs with future projects to improve their roads and streets.

Willesden Junction Access Improvements

Improvements to Willesden Junction train station have been completed to make the area safer and more pleasant for passengers. WestTrans part-funded the £750,000 scheme along with Network Rail and TfL, and it was delivered under budget and one week early in July 2014.

Key features of the scheme included:

- Realigning of Station Approach road to increase space for pedestrians
- Installing more crossing points for pedestrians
- Providing more accessible bus stops
- Improving the pavement surface and drainage facilities
- Providing covered cycle parking
- Enhancing street lighting and CCTV in the area

Station Approach connects Willesden Junction station to Harlesden town centre. Leroy Simpson, chairman of Harlesden Town Team, welcomed the improvements: "In early 2011, we had increasing concerns over the deteriorating conditions along the access routes to Willesden Junction station.

"Since negotiating funding, we have been closely involved in the planning and design process and now that the building works have been completed the response from the community has been extremely positive. The much needed improvements have definitely brightened thousands of passengers' journeys."

Scott Lester, Borough Programme Manager for TfL's Surface Transport Directorate said: "The benefits are substantial. New street lighting will help passengers feel more secure when travelling at night and the wider footway will be a significant benefit to pedestrians.

"Together with new cycle parking and accessible bus stops, we have also improved the carriageways in Station Road and into Station Approach with anti-skid surfaces."

Passengers now benefit from better street lighting and footway quality, as well as covered cycle parking and accessible bus stops. The approach to Willesden Junction station is now a safer and more pleasant place to be.

3. Transforming Cycling in West London

In March 2013 the Greater London Authority (GLA) published the Mayor's new Vision for Cycling in London, widely reported as a 'game changer' for cycling in the capital.

The Vision was published against a backdrop of increasing cycling levels throughout London, and, as such, included ambitious and innovative measures designed to help 'normalise' cycling, making cycling an appealing and natural-choice mode of transport for all Londoners, no matter what their age or background.

WestTrans is committed to supporting the delivery of transformative cycling projects across west London, in line with the Mayor's Vision for Cycling and the local-level aspirations for more people cycling, more safely and more often. Here's how we helped in 2013/14.

Mini-Hollands

The 'mini-Hollands' programme is one of the lynchpin initiatives of the Mayor's Vision for Cycling in London. The programme is centred around replicating a Dutch-style cycling environment in which cycling, and provision for cycling, is afforded significant priority and considerable, targeted investment. The focus of the programme is on replacing short car trips within boroughs and substantial redesigns of town centres, with cycle superhubs created at stations.

Two of WestTrans' partner boroughs submitted expressions of interest for mini-Hollands funding, with Ealing progressing to the shortlist stage of the competition.

Ealing Mini-Holland Bid

The London Borough of Ealing was shortlisted to the last eight in the competition for mini-Holland funding from TfL. The borough will receive up to £10m as one of the 'outstanding' runners up. WestTrans' role is to ensure that the mini-Holland measures being implemented align with overarching principles for the sub-region, support existing local activity and integrate with existing infrastructure.

The bid includes designs for an improved cycle-friendly environment around Ealing Broadway and High Street, to reduce the severance effect of the busy Uxbridge Road, and to improve safety and convenience for cyclists travelling along Uxbridge Road. The bid also includes proposals for Quietways leading to Acton, Southall and Hounslow including innovative 'Dutch style' roundabouts.

The infrastructure proposals were supported by measures to engage with local schools and employers to promote cycling, building on existing pilot projects.



Visualisation of New Broadway from mini-Holland bid

Stanmore to Thames Cycle Route

WestTrans are managing the delivery of the Stanmore to Thames cycle route. The aim of the route is to offer traffic-free cycling for both leisure and utility uses. It will be mostly on quiet back streets, or on off-road greenways running from Stanmore in the north to the Thames near Brentford in the south. The route will run mainly through residential areas with an emphasis on connecting up green spaces, visitor attractions and utility cycling destinations, such as schools or employers.

During 2012/13, detailed analysis and costing of route options together with a comparative analysis of alternative alignments was presented to TfL. WestTrans were successful in winning funding from TfL to develop the route.

£100,000 of TfL funding was allocated to WestTrans to oversee the delivery of the detailed design and consultation phase of the project. As of August 2014, the detailed design phase is almost complete, after which the consultation phase will begin.

Borough Cycling Programmes

In January 2014 the Mayor and Transport for London allocated over £17m to London boroughs for key cycling improvements. These funds are in addition to the funding already allocated for cycling superhighways, Quietways and mini-Hollands programmes.

“As part of my Cycling Vision, we are engaging in a vast £1 billion programme of improvements to transform cycling in London. Making some of this money available directly to the boroughs will help ensure that cycling developments reach communities across the capital.”

Boris Johnson, The Mayor of London



West London boroughs have been allocated over £2.75 million for local cycling projects in 2014-17.

WestTrans will offer support to the west London boroughs in taking these programmes forward, and will identify opportunities for partnership working to ensure best use of the funding available.

	2014	2015	2016	Total 2014-17
Brent				
Safer Streets for Cycling	£49,500	£49,500	£58,500	£157,500
More Cycling	£59,000	£58,000	£59,200	£176,200
Support for Cycling	£45,000	£45,000	£45,000	£135,000
Total	£153,500	£152,500	£162,700	£468,700
Ealing				
Safer Streets for Cycling	£59,000	£59,000	£68,000	£186,000
More Cycling	£90,000	£90,000	£100,000	£280,000
Support for Cycling	£47,869	£47,869	£50,869	£146,607
Total	£196,869	£196,869	£218,869	£612,607
Hammersmith and Fulham				
Safer Streets for Cycling	£59,000	£59,000	£68,000	£186,000
More Cycling	£10,000	£10,000	£10,000	£30,000
Support for Cycling	£30,000	£25,000	£25,000	£80,000
Total	£99,000	£94,000	£103,000	£296,000
Harrow				
Safer Streets for Cycling	£59,000	£59,000	£68,000	£186,000
More Cycling	£80,000	£80,000	£82,000	£242,000
Support for Cycling	£45,000	£45,000	£45,000	£135,000
Total	£184,000	£184,000	£195,000	£563,000
Hillingdon				
Safer Streets for Cycling	£59,000	£59,000	£68,000	£186,000
More Cycling	£9,000	£6,000	£6,000	£21,000
Support for Cycling	£38,000	£33,000	£33,000	£104,000
Total	£106,000	£98,000	£107,000	£311,000
Hounslow				
Safer Streets for Cycling	£59,000	£59,000	£68,000	£186,000
More Cycling	£82,000	£56,000	£56,000	£194,000
Support for Cycling	£49,000	£47,000	£49,000	£145,000
Total	£190,000	£162,000	£173,000	£525,000



Keeping Track of Cycling in West London

With investment in cycling in London set to increase substantially, the need for robust monitoring mechanisms becomes even more important: understanding what kind of interventions work best, and the nature and scale of benefits delivered will help to target investment in the future.

WestTrans is seeking to identify ways in which the approach to monitoring levels of cycling could be standardised across west London to ensure the most efficient use of funding from TfL for monitoring, and a consistent, reliable approach across the partnership area.

In 2013/14 we developed an outline strategy for monitoring cycling levels, which all partnership boroughs are invited to adopt. We will continue to refine this approach in consultation with the boroughs prior to roll-out in the near future.



4. Sustainable Travel and TDM Projects

Promoting sustainable travel remains a core WestTrans' activity, and the WestTrans team and our partners are committed to funding tried and tested Travel Demand Management (TDM) initiatives that deliver behaviour change, as well as investigating and nurturing new and innovative approaches.

Helping to Deliver Good Quality Travel Plans

Supporting Sites with their Travel Plan Obligations

The WestTrans team has worked closely with Transport for London, borough officers and private developers at all six west London boroughs to ensure that the way in which development control Travel Plans are secured, written and monitored promotes sustained and measurable behaviour change within the organisation.

We are the only sub-regional partnership to have a full-time Monitoring Officer in post. The position is funded by fees secured through the development control process. Our Monitoring Officer works on behalf of the boroughs of Brent, Ealing, Hammersmith and Fulham, Hillingdon and Hounslow to provide support to developers and their consultants to ensure that they implement their travel plans in accordance with the S106 agreement or development condition. Rigorous monitoring will ensure that developers take a more pro-active approach to implementing measures which will result in a decisive shift away from single occupancy vehicles to more sustainable modes of transport.

- 31 new travel plans approved
- 100 monitoring reports received, revealing highlights such as:
 - 24% of Diageo employees cycling to work
 - Single occupancy car use for commuting reducing from 65% in 2007 to 45% in 2014 at River Island's Head Office in Ealing



Helping Boroughs Secure Good Quality Travel Plans – the ROBUST Tool

WestTrans has developed and launched a free online tool called ROBUST (Reliable Obligations Used for S106 Travel plans). The tool allows local authorities to find examples of best practice definitions and clauses referring to the development, implementation, monitoring and enforcement of travel plans that have been vetted by planning solicitors for use in Section 106 agreements.

The tool is available at www.westtrans.org/robust. Users are encouraged to suggest clauses that they would like to see, and submit examples of where clauses have been used so that the effectiveness and usefulness of each clause can be tracked.

Working with the NHS to Secure a Healthier Future

WestTrans continues to support the NHS community across west London. During 2013/14 core support included:

- The development and delivery of site specific Travel Plans as well as financial support for a range of innovative travel demand management projects for grass roots delivery.
- Working with the NHS Travel Advisory Group (TAG) in west London to support patients and staff with changes to their healthcare or employment location.
- Financial assistance through the NHS Travel Network and Pan London Fund for practical initiatives in sustainable travel, including:
 - Match funding for electric bikes and associated equipment for the West London Mental Health NHS Trust. The electric bikes will provide a sustainable travel option for NHS staff undertaking home visits.
 - Match funding for lights and reflective items for Ealing Hospital NHS Trust. This will enable staff to continue to cycle to work through the darker months of the year.
 - Funding for Imperial College NHS Trust for the purchase of two Brompton bicycles, to enable the continuation of the successful 'I Heart Cycling' campaign – a one month bicycle loan scheme for staff.

"There's definitely a need for the Sub-Regional Group Fund. We would not have been able to run our sustainable travel or health and wellbeing programmes without it."

Imperial College NHS Trust Co-ordinator

Working with Higher and Further Education Institutions

WestTrans commissioned Climate Consulting to deliver the 3rd year of Travel Engagement Events for Higher Education (HE) and Further Education (FE) organisations during 2013/14.

This year Climate Consulting successfully delivered ten days of events for eight HE and FE sites, with events in each of the west London boroughs; Brunel University, University of West London, Westminster University, Harrow College, Stanmore College, West Thames College, Ealing, Hammersmith and West London College and Uxbridge College.

A key aim of the support provided by Climate Consulting was activity to promote the Mayor's Air Quality Strategy including the promotion of low-emission vehicles (such as electric cars) and eco-driving.

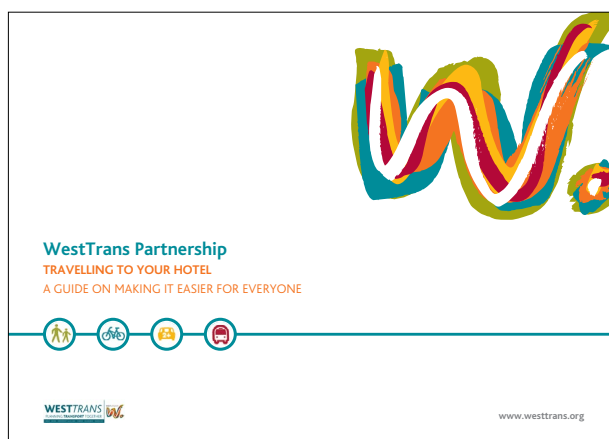
- 10 days of events scheduled
- 54 sustainable transport exhibitors booked
- Over 2,750 event attendees
- Over 500 individuals taking part on the smarter driving or cycle simulators

"There was an excellent turn out from staff and students and [everyone had] a positive, fun day... the underlying serious message of climate change and the promotion of sustainable travel was effectively conveyed."

Trevor Fennymore, Head of Facilities Management, University of West London

Hotels Best Practice

The output – a concise and visually appealing document with simple, relevant advice – has been well received by hoteliers, and it is hoped that the document will help hoteliers to think about practical ways in which they can improve and promote more sustainable travel choices for guests and visitors arriving at their site.



WestTrans: Travelling to your hotel report

Faith Travel Plans

WestTrans continues to engage and build positive working relationships with a multitude of differing Faith sites throughout the sub-region. Building on previous work undertaken under the 'Have Faith in Travel Planning' project we remain committed to addressing core transport issues and helping to deliver tangible activity on the ground.

WestTrans Offerings – Supporting Initiatives

WestTrans continues to support organisations and networks in their efforts to encourage sustainable travel through a comprehensive programme of Travel Plan support and supporting initiatives.

This year, we provided:

- Dr Bike sessions (free bicycle maintenance advice and minor problem fixing) for three west London employers:
 - Lion TV
 - Merlin Magic Making
 - Central Middlesex Hospital
- Cycle parking through our Take a Stand initiative for:
 - College of North West London
 - Wembley National Stadium Limited (WNSL)
 - Chiswick SDA Church



Dr Bike sessions

5. Raising our Profile

We continue to work hard to let others know what we do. We want to help potential project partners understand how our projects deliver benefits throughout west London, and we want to share our successes with other transport and travel professionals so that we can join and contribute to the wider debate on the efficient movement of people and goods in London.

This year, our awareness raising and profile building activities included:

- Sustainable City Awards: our work to deliver Higher Education and Further Education Green Travel Days was recognised at the Sustainable City Awards with the 'Sustainable Travel and Transport' award. A case study of our work to develop sustainable solutions for higher education and further education institutions will be published in Sustainable Cities: inspirational case studies by Greenleaf Publishing, in association with the City of London.
- Continued support of the West London Business Awards, including the placement of a full page WestTrans advert in the awards brochure
- Writing an article on our approach to monitoring development control travel plans for LTT (Local Transport Today)
- Input into TfL's revised travel plan guidance (released in November 2013)
- Provision of west London NHS case studies for a Guide for NHS Travel Plans
- Regular and proactive contribution to the London European Partnership for Transport (LEPT) (sitting on the management group)



6. Additional Funding for West London

Mayor's Air Quality Fund

WestTrans secured three-year funding totalling £150k from the Mayor's Air Quality Fund (and match-funding). Over the next three years, we will develop and deliver projects focused on improving local air quality in west London, including:

- Realising the potential of Delivery and Servicing Plans (DSPs)
- Travel Demand Management: engaging with key trip generators
- West London Travel Demand Management: Travel Planning

Freight

WestTrans secured £20k match-funding from the Transport for London Freight team to fund a west London based Freight Officer. We are currently recruiting for this position.



Major Scheme Funding

Sudbury Urban Village Major Scheme

WestTrans, working with support from the London Boroughs of Brent, Ealing and Harrow, were successful in their Major Scheme bid to TfL to develop a high street public realm improvement scheme known as 'Sudbury Urban Village'. The scheme area covers Greenford Road between Sudbury Hill and Sudbury Hill Harrow train stations. The aim of this work is to create better conditions for pedestrians and cyclists, and improve access to the two train stations in the area.

Issues that were identified included:

- Traffic dominance
- Poor parking and servicing facilities
- Street clutter
- Poor accessibility
- Station wayfinding
- Inadequate bus facilities
- Poor road alignment and allocation of space for pedestrians and cyclists.

Through a series of interventions such as the realignment of the carriageways, rationalisation of parking, and relocation of bus stops, the scheme proposes to bring about a greater sense of place, ease congestion and improve access for all users.

The scheme recently received £100,000 of TfL funding to enact changes to address the issues outlined above. It is currently going through detailed design and consultation is scheduled to take place in September 2014. Implementation is scheduled to begin in late 2015.



The emerging vision (draft)

Innovation Fund

Bus Lane Lighting

WestTran is scoping an innovative pilot project to consider lighting bus lanes (for example, a strip of stud lights along the road in the bus lane) to more clearly identify when the lane is in operation. The aim of the project is to make better use of road capacity, as many motorists currently avoid driving in bus lanes even when they are allowed to do so.



7. Plans for 2014/15

We look forward to delivering a number of challenging and innovative projects in 2014/15, big and small, including:

- Detailed design and consultation for Sudbury Village
- Stanmore to Thames cycling route
- Developing a Freight Movement Strategy for west London
- Realising the potential of Delivery and Servicing Plans (DSPs)
- Sharing knowledge and expertise through WestTrans Best Practice Seminars



8. Finance 2014/15

WestTrans' projects are mostly supported by financial contributions from its borough partners, and from Transport for London. Our key sources of income for 2014/15 are as follows.

Project / Funding Source	Total Funding
Core funding (from TfL)	£160,000
Borough WestTrans commitment	£115,000
West London Monitoring Officer contribution	£40,000
Sudbury Urban Village – major bid funding	£130,000
Stanmore to Thames cycle route	£10,000
Mayor's Air Quality Fund	£82,000
Freight	£74,000
Total	£611,000

Prepared for:

WestTrans
4th Floor – North East (Blue Area)
London Borough of Ealing
Perceval House
14 –16 Uxbridge Road
Ealing W5 2HL
Tel: 020 8825 9635
www.westtrans.org

Prepared by:

Steer Davies Gleave
23–32 Upper Ground
London SE1 9PD
Tel: 020 7910 5000
www.steerdaviesgleave.com

