



# WestTrans Partnership

Review 2017/18





# Foreword

Looking back over the last year, I feel I should have shouted, “All change!” I don’t mean the train is terminating, far from it, and if the train is a metaphor for our work, then quite the opposite, full steam ahead.

I say “all change” because over the last 18 months we have had a new WestTrans manager and team, Mayor’s Transport Strategy and London Plan. In addition, WestTrans now operates under the governance of the West London Alliance (WLA). We are rewarded with the continued support of our members and stakeholders, with some new faces amongst them, and thank you to Ealing Council for continuing to host us.

The theme of change continued though, as Transport for London began its Transformation Programme, essentially a full-scale restructure. A challenging period for them and the boroughs as we all reach out to understand TfL’s new structure, departments and individual roles. It is reassuring to see that our desire to work in partnership with one another has ensured our contacts and networks continue to perform and our projects deliver outstanding value for money.

And it has been full steam ahead. Working closely with the WLA, we have helped develop plans to create a new orbital rail link, the West London Orbital, to connect Hounslow to Brent Cross via Old Oak Common, hopefully opening around 2025. We have continued to deliver projects on freight, cycling and new technologies, all the time expanding our network and delivering as much as possible given the tightening of budgets all over London.

WestTrans has shown its importance as a sub-regional body, coordinating targeted projects with TfL and the boroughs, generating investment for new transport initiatives and providing a platform for its stakeholders to influence as one. I believe the coming year will be as successful as ever and we very much look forward to your continued support and encouragement.

If you would like to know more about our work, or have ideas you would like to explore with us, please get in touch.



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# Introduction

WestTrans is a partnership of the six West London boroughs of Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. Hosted by Ealing Council, and joined by key stakeholders including West London Business, London Councils, Heathrow Airport Ltd and the Old Oak and Park Royal Development Corporation, we work with Transport for London to identify, develop and implement transport projects to the benefit of the sub-region.

We also contribute advice to West London leaders relating to the development of an appropriate transport strategy for West London and provide a platform to lobby regional and national government in a cohesive manner on behalf of the sub-region. These include sustainable transport schemes and initiatives to address our key challenges - active travel, congestion, public transport and convenient orbital movement

Our aim is to work collaboratively across west London to promote improvements 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.

## Supporting growth in West London

- WestTrans has generated an additional **£2,325,000** investment in West London
- Including £85,000 - Crowd funded with Brunel University
- Helped put the West London Orbital rail scheme in the Mayor's Transport Strategy

Such projects have generated additional investment in West London, with £1.8 million for a Major Scheme in Sudbury Hill, £185,000 for cycling in Hillingdon and further investment for our transport network throughout the sub-region. We believe we deliver incredible value for money for our stakeholders and our projects continue to attract attention from all over the UK.



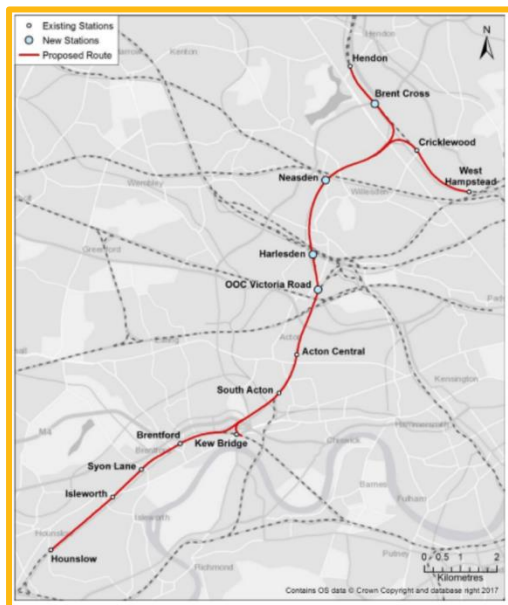
# Supporting Strategic Priorities for West London

## West London Orbital Rail

For years the Dudding Hill line, a four-mile rail line between Cricklewood and Acton Wells, has served as a freight route with light and sporadic use. A regular passenger service has not operated on this line for over one hundred years, and while many have suggested it should be reopened, no one, until now, has seriously explored the possibility.



*The Dudding Hill Junction near Gladstone Park, still unchanged since the early 1900s.*



*The Proposed West London Orbital Line*

For further information visit:  
<http://www.wla.london/pages/WLA-433>

Now, as part of the WLA and working together on an Economic Transport Constraints Analysis, which highlighted the benefits of creating an orbital rail route, we supported a feasibility study to explore the creation of a West London Orbital route incorporating the Dudding Hill Line.

Following a strong and positive outcome from the initial report, we are delighted that this proposal, backed by the West London boroughs, has received such widespread support and now features in the Mayor's Transport Strategy (MTS). We are continuing our work with the boroughs and TfL as we instigate the GRIP (Governance for Railway Investment Projects) process, but it is still very much the early stages and there are many barriers to address. Issues that will have to be resolved include timetabling, station access and most crucially funding.



## Major Scheme: Sudbury Hill



*'Creating a vibrant, interesting and flexible street for local people and visitors alike, offering a sociable 'village' like environment with convenient facilities'*

As a sub-regional partnership, we are incredibly proud to have delivered a Major Scheme for three of our boroughs.

For the very first time for a major scheme of this type, three west London boroughs came together to actively support a cross boundary scheme to deliver real benefit to a strategically important area that had suffered from years of neglect and under-investment due to its location on the periphery of three boroughs.

With Major Scheme funding support from TfL (£1.8m) we developed a high street public realm improvement scheme, encompassing Greenford Road (A4127), Sudbury Hill underground station, Sudbury Hill Harrow railway station and shopping parade.

By bringing together the three boroughs directly involved - Ealing, Harrow and Brent - there was an opportunity to rebalance 'movement' and 'place' priorities, in order to:

- improve the pedestrian and cycle experience
- Improve accessibility to rail and underground stations
- ease congestion
- create a greater sense of place
- build upon the many positive attributes of the existing high street shopping parade on Greenford Road.

We agreed that the London Borough of Ealing would take responsibility for the delivery of the agreed scheme, which was completed in summer 2018.



*Sudbury Hill, before and after*

The scheme involves removal of excessive street furniture, improvements to the footways and surfaces, increasing the space for walking and cycling while maintaining vehicle access and traffic flow. It also allows a much more pleasant connection between Sudbury Hill (London Underground) and Sudbury Hill Harrow (National Rail) stations.

We especially wish to thank all the businesses and residents affected by the construction work for their patience and tolerance. Now that the scheme is complete, we hope life in Sudbury Hill can return to normal and the new design can deliver all its intended benefits!

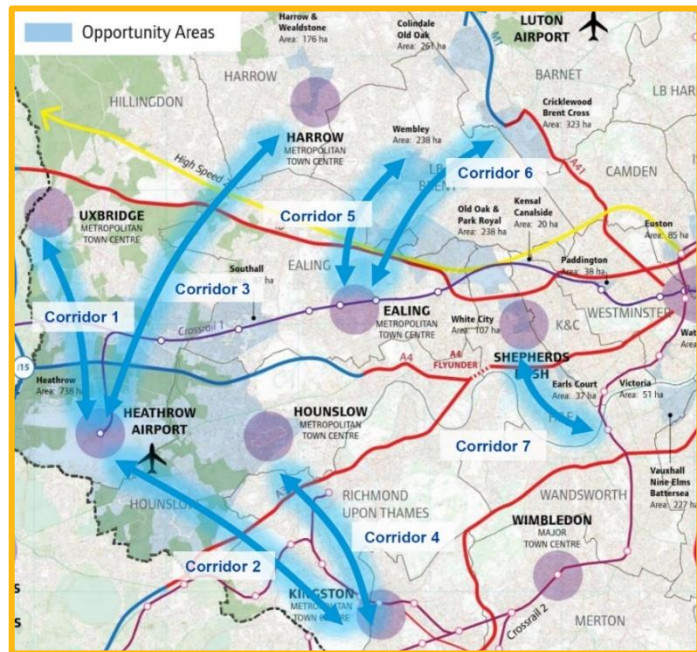


*Looking south from Sudbury Hill  
Underground Station: Work to improve the  
footway between Greenford road and the  
service road.*

## Strategic Bus Corridors

A few years ago, we identified a number of key orbital corridors that would benefit from improved bus access and journey times, thereby encouraging greater use of public transport and providing a more reliable service to existing users. The results of this work were to inform TfL and the boroughs, who could reference it as evidence to develop their local or strategic plans.

London's Mayor is keen to reduce car use and promoting public transport in Outer London contributes to this goal. In 2016, we began work with the TfL Bus Priority Team to reconfirm these corridors as the key orbital corridors in the light of the new MTS and to carry out detailed analysis of each, both for regular bus services and also for a potential future bus rapid transport. This analysis has been funded by TfL and amounts to £200,000.



Key Orbital Corridors in West London (marked in blue)



One of the outputs of this project will be a list of engineering schemes that will deliver changes at street level to improve bus access and reliability. We expect to work with the boroughs and TfL on prioritising these schemes which will then be delivered through and funded by the Bus Priority Programme.



# Freight - Making West London Safer

## Freight Steering Group

Following on from the launch of our Freight Strategy (see p.23), we created a Freight Steering Group, consisting of local and national freight operators, with representation from TfL and one WestTrans borough. The Steering Group was intended to be led by industry, which is why they comprise over two thirds of the group’s members with the balance representing local authorities and TfL, to oversee the Freight Strategy and to ensure delivery of the Action Plan.

Initiative and Action		Key Objective Impact						Lead and Supporting Stakeholders	Timescales
		Safety	Efficiency	Congestion	Air Quality	Economy	Home & Tech		
1	Freight strategy steering group	00	00	00	00	00	00	Boroughs, Industry, Trade Associations, WestTrans (Facilitator)	Short
Consolidation									
2	Carry out a costing exercise considering all forms of consolidation: procurement, up-stream supply chain, points of delivery and consolidation routes	00	00	00	00	00	00	WestTrans	Indefinite
	Investigate consolidation opportunities with businesses, operators and boroughs	00	00	00	00	00	00	Boroughs, businesses, Clapper, DLR, Cloudf, Heathrow, TfL, INI, WestTrans	Short
	Implement or trial consolidation in one or more forms	00	00	00	00	00	00	Boroughs, businesses, Heathrow, operators, TfL, WestTrans	Medium - Long
Last Mile Logistics									
3	Carry out a costing exercise of last mile logistics solutions	00	00	00	00	00	00	Boroughs, businesses, operators, TfL, WestTrans	Short
	Investigate last mile logistics solutions with businesses, operators and boroughs	00	00	00	00	00	00	Boroughs, businesses, Clapper, DLR, Cloudf, Heathrow, London Bike Hub, TfL, INI, WestTrans	Short - Medium
	Implement or trial one or more last mile logistics solutions	00	00	00	00	00	00	Boroughs, businesses, operators, TfL, WestTrans	Medium - Long

WestTrans Freight Strategy includes an Action Plan to guide the strategy’s implementation.

Visit [www.westtrans.org](http://www.westtrans.org) for more information

Following discussions on a number of topics, the group felt we should progress with an analysis of loading capacity and incorporate the issuing of penalty charge notices (PCN) when making deliveries. We wish to thank all the businesses who shared their PCN data with us as we now analyse over 1400 PCNs to identify West London’s PCN ‘Hotspots’ and develop possible solutions.

The group will only meet as and when there are key milestones to discuss, and once a year as a minimum.

## Work Related Road Risk (WRRR)

WRRR is an initiative that requires companies who operate HGVs (over 3.5 tonnes) to adopt best practice management for road safety, which includes, for example, installing additional vehicle safety equipment to reduce blind spots, providing driver training and achieving accreditation via best practice schemes.

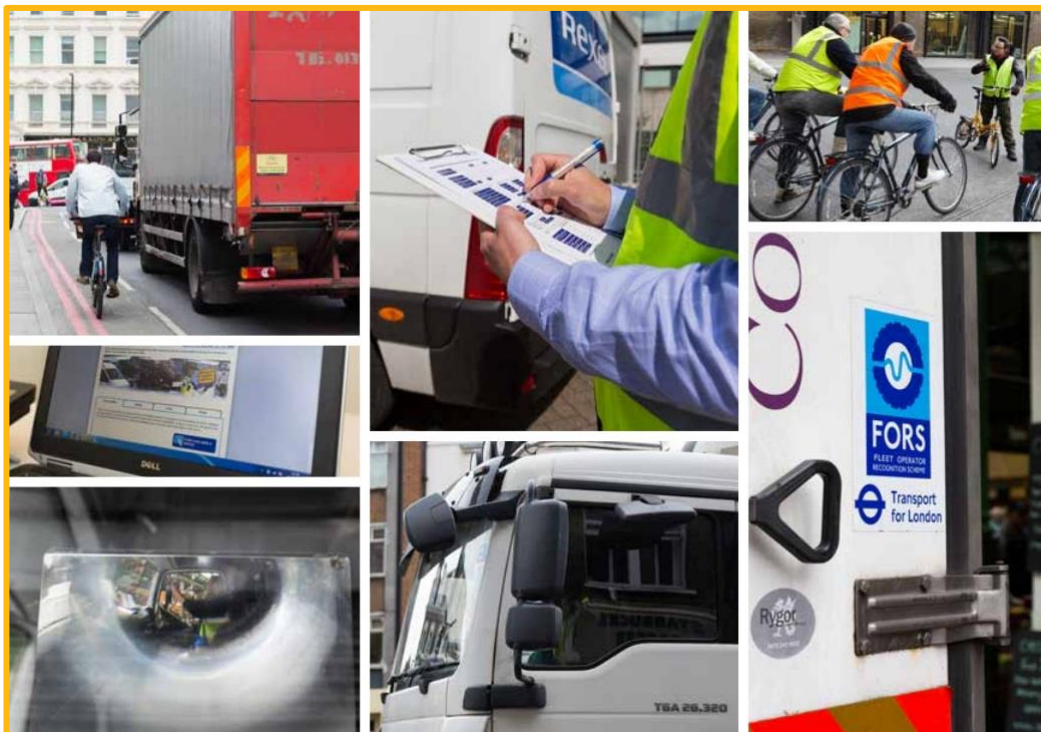
With the funds we secured through TfL (£80,000), we developed new procurement clauses for council contracts that require contractors and their sub-contractors to comply with the WRRR standard. The clause will only apply to contracts over a certain value and duration.

With special thanks to our colleagues in the WLA procurement teams, we are delighted to announce that all six WestTrans boroughs have formally signed up to the WRRR standard and will include the clauses in their supplier contracts.

To ensure the message reached the key decision-makers within each local authority, such as contract managers and finance managers, we delivered a short training session for each borough. The sessions explained why WRRR has been included in new contracts, the benefits of WRRR and what we should expect of our suppliers.

The WRRR requirement is ongoing and we will offer the boroughs opportunities to refresh and update their knowledge of WRRR and its requirements.

This is essentially the beginning of trickle-down road safety improvements for contractors, directly from the local authority supply chain. It sends a clear message, resonating with other voices, that more must be done to ensure the safety of vulnerable road users and to make our streets safer and healthier for everyone.



## New ideas - Making West London More Efficient

### Delivery and Servicing Plans

We have already developed guidance for Delivery and Servicing Plans (DSP) to help borough officers and developers understand why they are required, and their potential benefits for businesses and the wider community.

A Delivery and Servicing Plan (DSP) is a logistics management tool for a development to reduce the impacts of delivery and servicing activity at a site. An effective DSP should incorporate a mixture of measures, including those targeted at procurement, delivery booking systems, consolidation, re-timing, marketing and management measures.

Following a successful bid to the Mayor's Air Quality Fund (MAQF), we were awarded £80,000 to test the DSP guidance we developed by:

- Assisting businesses to implement a DSP
- Developing and testing a monitoring methodology
- Refining both implementation and monitoring into a manageable programme

DSPs are still relatively new. Borough officers and developers remain unclear on when they are required and how best to implement them, which means the number of sites with a DSP is low and the number of sites that have implemented their DSP is lower still.

Working with WYG plc, we have ensured that every site in West London with a DSP requirement has been contacted with an offer of help to implement their DSP. However, most are reluctant to accept their responsibilities and may need a stronger hand to guide them.

A monitoring methodology is essential to measure the impacts of the DSP but no such methodology has yet been developed by any other authority or industry professionals. Starting with a small number of sites, we will develop a basic methodology which will be further refined with each site monitored thereafter, creating a robust process for implementing and monitoring DSPs.

This project is due to conclude in April 2019, a full report will be made available.

## Digitalising London's Streets - Are we "autonomous ready"?

The demand for data has exploded in recent years. Modern computing makes data analysis quick and simple, so it seems obvious to take advantage of all the data we collect and put it to good use. New transport apps are developed every day: cycle sharing apps, bus time apps, car sharing apps, journey planner apps, and many more. We wondered: what else could be developed if even more data was available?

Boroughs hold a plethora of data about their road network: kerbside restrictions, road widths, bridge heights, weight restrictions, kerb heights etc. But all this data is stored very differently; some is still on paper in filing cabinets, other data sets are digital but in unique formats and in a variety of file types.

This project aimed to digitalise West London's streets by offering its road network data in an open source environment, so app and routing developers could use it to the advantage of West London and those using its road network. But what further, future benefits could we gain from sharing this data? Will autonomous vehicles require such data? Is West London now "autonomous ready"?

We enlisted data experts, Be Spatial, to help us create a database for all this data with uniform parameters and geolocation references. This may sound simple, but the reality was significantly challenging, given the variety of data locations, formats and owners, as well as the problem of identifying missing parameters.

We worked closely with TfL's Freight Team on this project, with ambitions to include the whole of the Greater London area, making the data set on offer even more valuable and attractive. Regrettably, with the dissolution of the TfL Freight Team and loss of key TfL staff, inclusion of the rest of London is still on the to do list.





# Promoting Sustainable Transport through Travel Demand Management

## Demand Management

### University Cycle Champion

WestTrans has found that students aged 16+ can be highly receptive to changing their travel behaviour. As they begin to travel independently, it is vital to steer them towards sustainable modes such as cycling, rather than towards car ownership.

To support this goal, in 2016 WestTrans worked with the London Cycling Campaign to appoint a Student Cycling Champion. This was a dedicated resource who would integrate into colleges and universities across West London with the aim of increasing the numbers of students who cycle. Jess Strangward was recruited to the post, with Max Mills in a supporting role, and their enthusiasm and experience have fuelled positive achievements for student cycling across all the chosen sites.



The project was successful in 2016-17, and is now finishing its second academic year, with plans confirmed for a third year to continue and expand the programme.

### Highlights of 2016-18

- Running the London By Cycle events programme, which included 987 interactions with students, 104 one-to-one cycle lessons, 440 bike trials, 134 bike repairs and 10 second-hand bike sales.
- Building on successes from the first year at Brunel University London: crowd-funding over £85,000 and helping to deliver a Santander Cycle Hire scheme in Uxbridge.
- Successful loan bike programmes at West Thames College, Harrow College and West London College. This is a free two-week bike loan for students to get them started with cycling.
- SEN bike clubs: expanding cycling to students with special educational needs. A fleet of OFO bikes was used for cycle clubs, which attracted 20 SEN cyclists.

For 2018-19, the Student Cycling Champions are shifting to a wider 'Healthy Campus Champion' role, aiming to continue their work in increasing student cycling while placing it in the context of healthy travel.

A core challenge of the project is how to embed a cycling culture in the colleges and universities, so that staff resource continues to be allocated to cycling after the Champions have left the site. For this reason, the third year will be divided between work on the same sites as before, and work on new sites. Universities such as Brunel have proved a success for the project, but require sustained effort for the cycling legacy to develop. Meanwhile new colleges will offer the opportunity to expand cycling and active travel to a wider audience of students.

The ultimate goal, of increasing numbers of students cycling, remains the same, and this twin-pronged approach is a strong way to both build and embed cycling at higher & further education sites.

### Electric Bike Trial

**We are currently testing the appetite and application of electric bikes for commuters and businesses. So far, we are amazed by the utilisation and feedback.**

**We will circulate a project update in January 2019.**

## Travel Plan Monitoring Programme

We have been supporting businesses and organisations to implement and monitor their Travel Plans for over ten years now, and we are really inspired by the effort many have made to achieve and promote sustainable travel and mode shift. They are an example to others, proving what can be achieved while making our work feel incredibly fulfilling.



*Our Travel Plan database includes regionally significant locations such as Wembley Stadium and Westfield.*

For the last two years, our monitoring database has grown to include over five hundred new developments. We have helped over one hundred sites each year to monitor their progress and have recorded the travel habits of over 200,000 people. We have also found a way to communicate the air quality impact each site creates through the journeys it generates, albeit in a slightly rudimentary way, so they can start to think about combatting pollution.

It is the cumulative effect of individuals changing their behaviour that will create a noticeable improvement in our environment.

We use this information to learn what works best for each site to realise their Travel Plan targets, which are set during the planning application process, so we can share this knowledge with our borough planners, the developers and the people who occupy and use the site. Each time we see something new that works, we share it with our partners, and over time, our experience has created an ever-improving cycle of Travel Plans and Travel Plan Monitoring.

Read the Travel Plan Monitoring report from 2017 [here](#), and from 2016 [here](#).

## Cycle Parking

Travel Plan monitoring has also given us invaluable insight into other aspects of planning and travel behaviour. Over time, our Travel Plan Officers had noticed many sites reporting unusually low cycling trips, despite having reported significant numbers of cycle parking spaces and complementary infrastructure.

We commissioned and trained two cycle parking inspectors to inspect a sample of recently completed developments from our database in order to identify the reasons for such low cycling numbers. The results were shocking!

Of the 71 developments inspected:

- There was no cycle parking at all at 12 developments
- 40 provided significantly less spaces than stipulated in their planning decision
- We found almost no provision for special cycles or cargo-bikes



*Cycle Parking Access.*

*This is how 160 residents were expected to access their cycle parking! Working with the developer we have now retro fitted suitable access from the front of the building.*

Worse still is that none of the long-term parking complies with the London Cycle Design Standards; most fall far short of what might be considered reasonably useable. For example, locating the cycle parking in a basement only accessible through two sets of self-closing doors and down a steep flight of stairs.

**If fact, of all the 164 cycle parking locations, only one met the current cycle parking standards.**

Having discovered the deplorable lack of focus developers give such a crucial aspect of sustainable living, we are now inspecting every site in our database and speaking to developers about retrofitting to the best possible standard.

For more information please email, [westtrans@ealing.gov.uk](mailto:westtrans@ealing.gov.uk).



# Highlights of our work in 2016

## Cycling Vision

WestTrans commissioned a 'Cycling Vision for West London' to help set the strategic direction for the development and delivery of an explosion in cycling across the sub-region. It sought to define a framework for the adoption of common approaches, principles and objectives. It also aimed to take advantage of the increased emphasis, at both local (borough) and regional (GLA/TfL) level, on the development of a cycling culture, supportive infrastructure and activity.

The purpose of the Cycling Vision was threefold:

- to define the current position of cycling and investigate the potential for growth
- to define a list of strategic cycling corridors
- to explore the maximum potential on a range of funding levels

The Cycling Vision has informed WestTrans' work on cycling since 2016, and will continue to inform our priorities in this area for the years to come.

## Freight Strategy

WestTrans developed a Freight Strategy in early 2016. The purpose of the Freight Strategy is to offer a collection of mitigation and management initiatives which aim to reduce the overall levels of freight traffic and improve the efficiency of freight activity in the sub-region. The combination of these will provide positive outcomes to key objectives:

- Improve air quality and reduce emissions
- Increase efficiency of freight activity
- Improve safety of freight across all modes
- Reduce congestion on the road network
- Ensure West London is good for business and the economy
- Support innovation and promote the use of technology.

The Freight Strategy informed the establishment of a Freight Steering Group for West London, which has identified key projects to deliver (see p.11).



## Faith engagement

Faith sites such as synagogues, mosques and churches are often generators of many trips in communities across West London, with many people driving to the sites. In 2015, WestTrans decided to address this using travel demand management techniques to encourage worshippers to walk, cycle or use public transport to their faith site.

Key work carried out in 2016 included:

- Auditing faith sites and supporting them to introduce active travel measures such as cycle parking
- A programme to engage with communities, including migrant communities, in order to increase awareness of sustainable travel and the benefits of reducing car use
- An awards event, 'Fostering Sustainable Travel at Faith Sites: Seminar and Awards Ceremony', to showcase the achievements of the engagement programme and open up new funding opportunities for similar projects.

## San Sebastián Study Trip

To ensure continual innovation and progress for West London, it's important to look at other cities to see how their sustainable transport projects develop and how, if possible, we can replicate them. San Sebastián, Spain, had a strong reputation for innovative transport projects. To investigate their



*The San Sebastian Cycle Tunnel, a disused rail tunnel, is a quicker and safer option for hundreds.*

progress, we organised a two-day study trip to the city in autumn 2016. A group of 10 transport professionals from the West London boroughs attended the trip.

### Electric bike scheme

San Sebastián, with European funding, was trialling a public e-bike hire scheme, with docking stations around the city and a network of paths. The bikes were easy to ride and cost-effective to hire. It led us to consider what could be achieved in West London with electric bikes.

Along with their investments in general cycle infrastructure, the City is enjoying growth in cycle numbers and we have an excellent insight as to how they have achieved it.





# Knowledge Sharing and Showcasing our Work

## Networks

A key role for WestTrans is to participate in networks, working groups and other forums to showcase our projects and play our part in influencing transport across London. In addition, we act as ambassadors for the boroughs, communicating their thoughts and reporting back from a number of working groups.

WestTrans are also the London representatives for [Act TravelWise](#). In our role as a sub-regional partnership, we are well-placed to incorporate like-minded organisations to share examples of best practice, share training events and help each other to conceive and deliver new projects.

Over the last two years we have been key stakeholders for:

- Freight Forum (TfL)
- London European Partnership for Transport (LEPT) Management Group
- LoCity
- Heathrow Airport Transport Forum
- Heathrow Strategic Planning Group - Transport
- APRIL
- TRICS user forum
- SWITCH
- Go Ultra Low
- Public Activity for Public Health

The Pan London Travel Planning Network has been inactive since 2016 and WestTrans would very much like to restart this group; please get in touch if you are interested.

## Social Media

We have an active [Twitter page](#), which helps us to connect with individuals and organisations working in active travel, freight, sustainability and much more. We tweet several times a week and have found it instrumental in building new connections and identifying potential projects. We are aiming to increase our following, and encourage more frequent and meaningful engagements with our posts.

## Website

Our [website](#) showcases our current and past projects, key reports and documents, success stories, news items, contact details and much more.

The site holds a library of transport information, including the full Mayor's Transport Strategy and draft London Plan, and links to useful stakeholder organisations.

There is also detailed information on the projects we are currently delivering, as well as a compendium of past projects dating back to 2012.

The website has a sister site, [WestTrans Travel Plans](#), which covers our Travel Plan Monitoring Programme. We also offer the [ROBUST](#) library of resources for the boroughs when writing travel plans, and help and information for organisations, employers and other users.

## Newsletters

WestTrans previously sent out regular newsletters, but these were not a top priority with the various events of 2016/17, so there was a break for a while. Emily has now restarted them and will be circulating a newsletter three times a year, in March, July and November. The first was sent out in March 2018.

Newsletters include a staff update, updates on key projects, pieces of news and other items of interest. They are circulated to a variety of our stakeholders, including the boroughs, transport consultants and active travel organisations.

Showcasing our work, pooling knowledge with others, and staying abreast of transport innovation and development, remain a high priority and we will be focusing on improving these in 2018/19.



## Added Value

Over the last two years, WestTrans have worked incredibly hard to secure additional funding and investment for West London. The table below summarises the extra investment we have generated through our activities.

Santander Cycle Scheme (crowd-funded)	£85,000
Santander Cycle Scheme (Santander)	£100,000
Work Related Road Risk (TfL)	£80,000
Sudbury Hill Mayor Scheme (TfL)	£1,800,000
DSP Guidance (MAQF)	£60,000
Bus Priority Development (TfL)	£200,000
<b>Total</b>	<b>£2,325,000</b>

## Contact Us

Please contact us if you have any questions about our projects, would like to be included or have ideas you would like to share. We are always open to new suggestions and look forward to hearing from you.

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