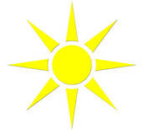




Summer Newsletter 2010



- Changes to the WestTrans Team
- Award Winners Spring 2010
- The Golden Mile Test Drives Audi
- Sky Ride Ealing
- Make a PACT 2010
- Legible London
- Barclays Cycle Hire
- NHS and Borough Partnership Workshop

Welcome

Welcome to the Summer edition of the WestTrans Travel Plans' newsletter. Following the launch of our awards and recognition scheme in the Spring, we have awarded over 120 certificates to organisations in West London!

We hope you enjoy the holiday period! As usual, you can contact us using the details below:

(020) 8825 9635
www.westtrans.org/travelplans
WestTransTravelPlans@ealing.gov.uk

Changes to the WestTrans Team

The team have been hit with a double whammy in that we recently lost both Caroline Hodges and Freda Jesudason who have decided to take up new opportunities elsewhere.

Caroline left the team on 4th June 2010 to take up a position within the London Travel Awareness Team (LTAT) working to promote Transport for London's new Cycle Superhighways. Caroline has been a tremendous servant to WestTrans and has been integral to the development and success of the Team in recent years.

Freda left the Team on 18th June 2010 to take up a role with the Olympic Delivery Authority at Canary Wharf. Although the most recent addition to the Team, Freda has demonstrated her considerable project management skills and transport experience in the delivery of many key projects on behalf of WestTrans.

We wish both all the very best in their new roles and thank them for all their efforts in the delivery of Travel Plan activity in West London.



Award Winners Spring 2010

Our new Awards & Recognition scheme in partnership with West London Business went live in April with a print run of over 120 certificates. Below are organisations who received certification at each level. If you didn't receive your certificates, please contact us at:

westtranstravelplans@ealing.gov.uk

Ruby Stage

- Lion TV
- Park Inn Heathrow
- Journey Latin America
- Olympic Office Centre
- Stadium Housing Association
- Ramada Encore
- Merlin Studios
- First Choice Facilities
- Sheraton Heathrow
- Hilton Heathrow
- StartHere
- Moss Europe
- Wolters Kluwer
- The Institute of Advanced Motorists (IAM)
- Clear Channel
- Hammersmith Medicines Research
- Granada Learning
- Living Architects
- Jury's Inn Heathrow
- Green Tomato Cars
- Christ Church Turnham Green
- Queen's Studio
- Ramada Ealing
- Brompton Bicycles
- Octink
- Groundwork West London
- Jury's Inn Chelsea
- NHS Hounslow
- NHS Harrow
- NHS Ealing
- Imperial College Healthcare NHS Trust (Hammersmith Hospital)
- Imperial College Healthcare NHS Trust (Charing Cross Hospital)
- Hillingdon & Mount Vernon Hospital Trust (Hillingdon Hospital)
- Hillingdon & Mount Vernon Hospital Trust (Mount Vernon Hospital)
- Northwick Park Hospital
- Halcrow Group Ltd
- Ealing Council
- Harrow Council
- Brent Council
- London Borough of Hillingdon
- Hounslow Council
- Hammersmith & Fulham Council
- BBC
- Coca Cola
- The Chimes Shopping Centre
- Walt Disney Company Ltd
- Rustins
- Carphone Warehouse
- Selco
- McVities
- D-Link
- Swaminarayan Temple Neasden
- St Mary's Church Hampton
- Hounslow Mosque
- Stanmore College
- St Dominic's Sixth Form College



STAGE 1-Ruby
Ruby is awarded on receipt of a signed pledge from your organisation to develop a travel plan in partnership with WestTrans

- Ealing, Hammersmith and West London College
- Uxbridge College
- West Thames College
- The College of North West London
- Westminster University
- Thames Valley University
- Brunel University

Sapphire Stage

- Lion TV
- Park Inn Heathrow
- Journey Latin America
- Olympic Office Centre
- Stadium Housing Association
- Merlin Studios
- Sheraton Heathrow
- StartHere
- Moss Europe
- Granada Learning
- Jury's Inn Heathrow
- Green Tomato Cars
- Christ Church Turnham Green
- Brompton Bicycles
- Hammersmith Medicines Research
- Octink
- Jury's Inn Chelsea
- NHS Hounslow
- NHS Harrow
- NHS Ealing
- Halcrow Group Ltd
- Ealing Council
- Brent Council
- London Borough of Hillingdon
- Hounslow Council
- Hammersmith & Fulham Council
- BBC
- Coca Cola
- The Chimes Shopping Centre
- Rustins
- Carphone Warehouse
- McVities
- D-Link
- Swaminarayan Temple Neasden
- St Mary's Church Hampton
- Hounslow Mosque
- St Dominic's Sixth Form College
- Stanmore College
- Uxbridge College
- West Thames College
- Westminster University
- Thames Valley University
- Brunel University



STAGE 2-Sapphire
Achieve Sapphire once your travel plan is developed and with assistance and funding from us, you have begun to promote sustainable measures and initiatives.

Gold Stage

- Lion TV
- Park Inn Heathrow
- Merlin Studios
- Moss Europe
- NHS Ealing
- Halcrow Group Ltd
- Ealing Council
- Hammersmith & Fulham Council



Stage 3-Gold
Only those with true dedication to their travel plans can achieve Gold Standard. Our highest award goes to those organisations who provide evidence of a shift away from private care use and must maintain the award for a year.

The Golden Mile Test Drives Audi

While the venue was home to a showcase of Audi cars, sustainable transport was firmly on the agenda on the 9th quarterly meeting of the Golden Mile Transport Group's (GMTG) Steering Group and Business Engagement evening. Hosted in the Audi Quattro Rooms on the Great West Road, 14 July's agenda focused on GMTG in 2010/11 and all things cycling related, all presented on the world's second largest television!

The GMTG Business Engagement aimed to engage more businesses into the GMTG, celebrate the achievements to date and promote the value that the group has to our members. Alex Williams, Director of Borough Partnerships, Transport for London and Frank Wingate, Chief Executive, West London Business made keynote speeches to attendees about the importance of the GMTG in terms of the Mayor Transport Strategy for London but also for ensuring the continued vitality of businesses in the area.

Awards were also presented to the prize winners of the Golden Mile travel survey, the results of which are being used for the development of a Framework Travel Plan Strategy by the Highways Agency, in consultation with GMTG members. This rounded off a very successful evening for our 60 attendees.

More information can be found at the GMTH website:

www.goldenmilegroup.org.uk



R-L: Alex Williams, Chris Calvi-Freeman, Frank Wingate

Sky Ride Ealing

The Mayor of London's Sky Ride Ealing enticed 13,000 cyclists onto the streets of Central Ealing and Hanwell. Riders were encouraged to dust off their old two-wheelers and join family and friends on a car-free route.

Riders passed through Lammas Park, Ealing Common and Churchfields Recreation Grounds. The event was a reminder of the joy and ease of cycling in the borough. Half of outer London car trips are less than 2 miles, and the council hopes this event will encourage residents to choose their bicycle for these quick trips instead. The festivities included a mix of entertainment and practical advice.

The British Cycling team was on hand to sign autographs, while the Metropolitan Police provided theft deterring security marking for 450 bicycles.



Ealing Council's Sustainable Transport team signed up 500 new recruits to the Travel Green Ealing Club and handed out over 200 local cycling maps!

TravelGreen in Ealing:
travelgreen@ealing.gov.uk





Make a PACT in 2010

PACT!

REDUCE YOUR CARBON FOOTPRINT

Have you ever wondered how your personal life impacts the environment?. The PACT (Personal Allowance Carbon Trading) pilot is an EU PIMMS Transfer project and Ealing Council is taking part in the scheme.

It enables staff to track and monitor their carbon emissions on a quarterly basis and create their personal carbon footprint. Participants will be given a personal carbon allowance of 4.5 tonnes for the year. Carbon emissions will be monitored to see if they stayed true to the goal. Participants will be rewarded for sticking to the budget—with vouchers worth up to £100. For further information on this project or to make a PACT yourself go to: www.wsppact.com

Legible London

Following the delivery of a series of highly successful pilot schemes, Transport for London are keen to work with local authorities, business associations and other organisations to expand Legible London across the Capital.

Introducing Legible London in your area can encourage walking, reduce street clutter and improve links to businesses and local attractions—making where you live a better place for everyone.

For further information about Legible London and the process for bringing the scheme to your area, contact the WestTrans team directly or visit the website at: www.tfl.gov.uk/microsites/legible-london/



Barclays Cycle Hire

The Barclays Cycle Hire scheme was officially launched on the 30th July 2010. It is being promoted as a new type of public transport which is a greener and healthier way to travel.

A bicycle sharing scheme in London for short trips—the shorter the trip, the cheaper the fare. It's a fast and easy alternative to bus, tube and car journeys in central London. The scheme allows you to hop on or off a bicycle as often as you like and dock it. All the latest scheme information including registration, maps, access fee and code of conduct are available at:

www.tfl.gov.uk/barclayscyclehire



NHS and Borough Partnership

The latest NHS London Travel Plan network event took place on the 2nd August 2010 at City Hall. The NHS and Borough Partnership Workshop was a forum to assist local authorities and NHS organisations investigate opportunities for partnership working in the areas of

sustainable travel, travel planning and carbon management. Existing joint partnership initiatives in Lambeth and Hounslow councils were presented. Presentations and summaries are available to download at: www.nhslondontravelplans.org.uk