

PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2008

To be presented at ECOMM, London, 4-6 June 2008
<http://ecomm2008.eu/>

OBJECTIVES	<p>ECOMM and COMMERCE 'Creating Optimal Mobility Measures to Enable Reduced Commuter Emissions' are working in partnership to deliver the Pan-European Workplace Mobility Plan Award. The Award was created to reward public authorities' activities for reducing CO2 emission levels in their urban area. While various policy actions can be undertaken in order to achieve a significant reduction in CO2 levels, this award will concentrate on public authorities' efforts to facilitate the implementation of workplace mobility plans. The award aims to demonstrate the essential role that local and regional authorities can play in reducing CO2 emissions from transport through the implementation of workplace mobility plans as well as to raise awareness of the benefits that such plans can generate.</p>
BACKGROUND	<p>COMMERCE is a European project funded by the Intelligent Energy Europe programme. It aims to facilitate the uptake of workplace mobility plans by establishing concrete partnerships between local authority actors and businesses across Europe, enabling mentoring and exchange of expertise. The ultimate goal of COMMERCE is to reduce excessive CO2 emissions in urban areas through the promotion of workplace mobility plans. COMMERCE is in partnership with ECOMM.</p>
CRITERIA	<p>Candidate dossiers will be evaluated by an international panel of experts based on:</p> <ol style="list-style-type: none"> 1. the commitment of the public authority for reducing CO₂ emissions levels in its urban area (policy strategy); 2. the comprehensiveness of the action plan for reducing CO₂ emissions levels; 3. the inclusion of workplace mobility planning as an important measure within the action plan (objectives, measures and targets); 4. the strategic approach adopted for communicating and promoting workplace mobility planning in the urban area; 5. the measurable impacts of workplace mobility plans in terms of CO₂ reduction objectives.



REQUIREMENTS/ STANDARDS FOR CONTRIBUTIONS	<p>The award is open to local and regional authorities. All applicants should submit a complete and detailed application form (preferably in English). In addition, applicants are invited to submit:</p> <ol style="list-style-type: none"> 1. a copy of the action plan on coordination of efforts and promotion of workplace mobility planning, 2. a list of businesses implementing a workplace mobility plan in the urban area, 3. a list of support actions undertaken by the public authority to encourage the uptake of workplace mobility plan, 4. a monitoring report highlighting the impacts of the implementation of workplace mobility plans (if available). <p>Please note that this is voluntary.</p>
DEADLINE FOR SUBMISSIONS	<p>Send your application</p> <p>to <i>EUROCITIES</i> 1, square de Meeûs, BE – 1000 Brussels Ms. Valérie Bénard, Tel: +32 2 552 08 66, Fax: +32 2 552 08 89 valerie.benard@eurocities.eu</p> <p>Deadline 25 April 2008</p>
AWARD CEREMONY	<p>The presentation of this Award will take place at an official award ceremony in London during the European Conference on Mobility Management on 4-6 June 2008. The winner of the prize will be invited to present and display its experience on stage and will be highlighted in the EPOMM and COMMERCE websites. In addition, the winner will have the opportunity to enjoy a study tour to a best practice site in Europe.</p>
FURTHER INFORMATION	<p>For further information, please contact:</p> <p><i>Ms. Valérie Bénard, Tel: +32 2 552 08 66</i> valerie.benard@eurocities.eu</p> <p><i>Mr. Paul Curtis, Tel: +44 (0) 20 8461 7641</i> Paul.Curtis@bromley.gov.uk</p>

APPLICATION FORM

PRIZE FOR LOCAL AND REGIONAL INITIATIVES TO REDUCE TRANSPORT CO₂ EMISSIONS VIA WORKPLACE MOBILITY PLANNING

Please send your entry to EUROCITIES:

1, square de Meeûs, BE – 1000 Brussels
valerie.benard@eurocities.eu

This call closes on 4 April 2008.

DETAILS OF APPLICANT

Local or Regional Authority	WestTrans
Country	United Kingdom
ADDRESS:	
Street / Post box	c/o Transport & Planning Policy, Ealing Council, 4th Floor, Perceval House, 14-16 Uxbridge Rd, Ealing,
Postal Code, City	W5 2HL
CONTACT PERSON:	
Name	Alexandra Goodship
Telephone	020 8825 7223
Fax	
Email	goodshipa@ealing.gov.uk
Website	http://travelplans.westtrans.org/

Key data on the authority's jurisdiction

Municipality or region:

The 'WestTrans' sub-region of West London comprises the six London Boroughs of Brent; Ealing; Hammersmith & Fulham; Harrow; Hillingdon; and Hounslow.

The area includes many blue chip companies and other high profile organisations, for example, GSK, BSKyB and the BBC, as well as London's Heathrow Airport. There are estimated to be:

- **3403 employers** in the WestTrans area with more than 20 employees (excluding organisations in LB Ealing with between 20 and 50 employees).
- **1456 employers** in the WestTrans area with more than 50 employees (also included in figure above).

The majority of journeys in the West London area are short, with trips to employment, shops and other key destinations being made to locations close to people's homes.

Size of jurisdiction: 33,733ha

Population:

- 1.4 million people
- 553,000 households

Other useful information:

The 'Framework' for travel planning in London

There are a number of London-wide policies and initiatives which support, and complement, workplace travel planning in the WestTrans sub-region and the other five sub-regions of London:

- **The London Mayor's Transport Strategy** advocates travel plans, with *'workplace travel plans to be produced where appropriate'*.
- Travel plans support the **Mayor's Air Quality Strategy, The Walking Plan for London, The London Cycling Action Plan** and the proposed **Low Emissions Zone**, as well as the Mayor's Transport's Strategy implementation targets, particularly on traffic, cycling and walking levels.

Specific initiatives offered by Transport for London (TfL) on a London-wide basis to encourage travel plan development include:

- **iTRACE** – an on-line monitoring and reporting database for travel plans, to which all London boroughs have access. Details of voluntary and development-related travel plans can be input into iTRACE, enabling travel plan progress across boroughs/sub-regions to be monitored in a consistent way (both travel plan take-up and mode shift as a result of travel plan implementation).
- **iTRACEextra** – on-line survey tools, site audit pro-forma and automated travel plan template, enabling travel plans to be developed in line with good practice. The WestTrans Sub Regional Co-ordinators have been closely involved in the development of both iTRACE and iTRACEextra.
- **Take-a-Stand** – provides up to 20 free Sheffield cycle stands to organisations that have developed a travel plan.

- **Challenge Funding** – provides up to £1K match-funding to organisations that have developed a travel plan.
- **Raleigh discounts** – available to organisations for the purchase of pool bikes, parts and accessories.
- **'Corporate Offer' (for larger organisations with 250+ employees)** – site specific travel plan consultancy advice and funding for implementation of a 'quick win' travel plan measure (worth up to £20k).
- **'Enterprise Offer' (for SMEs with 20-250 employees)** – practical support to develop a travel plan, with a range of incentives for travel plan implementation also provided.
- **Best Practice Guides** – are available covering various initiatives including the practical implementation of, for example, car share schemes and pool bikes.

TfL has also provided best practice guidance on how travel plans should be secured through the planning process.

The above London-wide policies and initiatives provide the framework within which WestTrans' Travel Plan Strategy, has been developed.

THE STRATEGY DOCUMENT: "DEVELOPMENT OF A VOUNTARY TRAVEL PLAN AND MARKETING STRATEGY FOR WESTTRANS, NOVEMBER 2007" IS INCLUDED AS A KEY COMPONENT OF OUR APPLICATION.

1. Please provide an overview of how your local/regional authority is promoting workplace mobility planning in its urban area. Include information on relevant policies, strategies, awareness-raising campaigns and timeframe.

Encouraging DEVELOPMENT-RELATED travel plan take-up

The WestTrans Sub Regional Co-ordinators (SRCs) have worked effectively with officers from the six boroughs in the sub-region to ensure that travel plans are required as a condition of planning permission, as appropriate and according to pre-specified thresholds. The WestTrans SRCs have actively promoted use of the iTRACE monitoring tool; all travel plans secured through the planning process in WestTrans have been input into the iTRACE database, and are consequently monitored periodically to assess the effectiveness of the travel plans submitted.

Encouraging VOLUNTARY Travel Plan development

To complement WestTrans' pro-active approach to securing travel plans through the planning process, a separate forward-thinking Voluntary Travel Plan and Marketing Strategy was produced in 2007 (covering the period to 2010). This is described below.

Development of the Voluntary Travel Plan Strategy

Development of the Strategy involved use of innovative 'layered' maps to determine priorities and identify areas where travel plan efforts should be focussed. The mapping illustrated:

- **Public Transport Accessibility Levels** – arguably the quickest wins will be achieved in areas where good public transport is already in place, offering realistic alternatives to the car.
- Workplaces of 50 or more employees identified as having '**Congestion Reduction Potential**' (CRP), and also providing significant opportunities for quick-wins. ***CRP areas themselves provide a useful indication of poor air quality.***
- **Workplaces with existing travel plans** – clusters of organisations provide opportunities for economies of scale.
- **Locations of large organisations** (250+ staff) – the greatest benefits will be achieved by tackling larger organisations.
- **Locations of organisations with between 20 and 249 employees**, graded according to size to inform targeting of resources.

Following consultation with boroughs and other key stakeholders, a vision, objectives, targets and a detailed work plan for the period to 2010 were developed.

Vision, objectives and targets

The over-riding vision of the Strategy is *"To establish West London as a nationally recognised area in which workplace travel planning is promoted and supported. It will aim to significantly increase the proportion of people covered by strong and effective travel plans and a consequentially high proportion of journeys to work by means other than the single occupant private car. This will contribute towards reducing congestion and transport-related air pollution in West London."*

Six objectives and supporting objectives were also developed to support the Vision, linking to other policies/ strategies such as WestTrans' Ten Point Transport Plan, as follows:

OBJECTIVE/ SUB-OBJECTIVE REFERENCE	DESCRIPTION
Objective 1	Ensure the Voluntary Travel Plan Strategy integrates with other relevant strategies and policies in the West London region.
Supporting objective 1.1	Ensure The Strategy delivers the principles of the 10 Point Transport Plan and TfL's SMART targets.
Supporting objective 1.2	Strengthen borough policies on travel planning, with more resources dedicated to support them.
Objective 2	Engender a partnership approach to travel planning in the area between key stakeholders including WestTrans, Transport for London, the WestTrans boroughs and neighbouring sub-regions.
Supporting objective 2.1	All stakeholders involved in the deployment of travel planning activity in the area clearly understand and respect each other's roles and responsibilities and work effectively and efficiently together in the pursuance of the overall vision.
Objective 3	Improve the effectiveness of efforts to promote voluntary travel plan take-up
Supporting objective 3	Raise the profile and acceptance of the value of travel plans at the highest level (in West London boroughs and amongst other stakeholders and organisations)*
Supporting objective 3.2	Address barriers to travel plan take-up within local authorities.
Supporting objective 3.3	Ensure there is a responsive support and advice service for organisations developing and implementing travel plans, which delivers excellence to 'clients' i.e. workplaces.
Supporting objective 3.4	Ensure an objective and targeted approach to encouraging travel plan take-up
Supporting objective 3.5	Improve the quality of travel plans in West London*
Objective 4	Increase the proportion of people covered by effective travel plans*
Objective 5	Increase the proportion of commuting and work-related journeys made by alternatives to single occupancy car use
Objective 6	Continue and increase marketing efforts to encourage the take-up of travel plans and sustainable travel
Supporting objective 6.1	Ensure marketing messages about travel plans address poor perceptions of public transport, walking and cycling

Targets

The following targets for the Strategy were identified and agreed with the boroughs and other stakeholders:

OUTCOME TARGETS 2007 - 2009

Target	Target date	Indicator	Comment
OUTCOME TARGETS			
100 new travel plans ; or 20,000 additional staff covered by a travel plan	31 March 2008	Number of new records in iTRACE	WestTrans SMART target
For 20% of travel plans to be at 'Level 3' and 20% at 'Level 4' of the iTRACE categories	31 March 2008	Number of records in iTRACE	WestTrans SMART target
Increase the total number of workplace travel plans ¹ in the area from 50 in 2006/07 to in excess of 405 by the end of March 2011 (see Table below for disaggregation by borough).			
To achieve a mode split of 10% across organisations that have developed a travel plan.	31 March 2009 and annually thereafter	Mode split as recorded in iTRACE	
Customer service target²: For SRCs/borough officers to follow- up 100% of workplace travel plan leads within 10 working days.	31 March 2008 and annually thereafter	Time for response to be made to initial enquiry (regardless of whether to borough, SRC or TfL).	Set up system to monitor this
Marketing target: At least 4 travel plan marketing exercises to have been undertaken by March 2008	31 March 2008	No. of travel plan marketing exercises	
OUTPUT TARGETS			
A completed Voluntary Travel Plan Strategy for 2007-10 that has been endorsed by all West London Boroughs and by West London Business	Nov 2007	NA	WestTrans SMART target
A completed Voluntary Travel Plan Marketing Plan for 2007-10	Nov 2007	NA	WestTrans SMART target
Six completed case studies of organisations with travel plans	March 2008	NA	WestTrans SMART target
To have undertaken at least 4 voluntary travel plan marketing or promotional exercises	March 2008	NA	WestTrans SMART target
To establish at least one new travel plan network in accordance with the Voluntary Travel Plan Strategy	March 2008	NA	WestTrans SMART target

¹ For the purposes of this target "workplace travel plans" refers to voluntary and development control related travel plans applying to all land use types except pre-16 education

² Other 'customer service targets' identified in WestTrans SMART targets for TfL have been included as 'actions' in Section 6 of "*Development of a Voluntary Travel Plan and Marketing Strategy for WestTrans.*".

The disaggregation of this target by individual Boroughs over the life of the strategy is shown below:

**WORKPLACE TRAVEL PLAN TARGETS PER BOROUGH PER YEAR FROM 2006/07 TO 2010/11
(EXCLUDING DC TRAVEL PLANS)**

Borough	2006/07(base)	Targets (per annum)		
		2007/08	2009/10	2010/11
Brent		25	25	30
Ealing		25	25	30
Hammersmith & Fulham		20	25	25
Harrow		10	10	15
Hillingdon		5	10	20
Hounslow		15	20	20
<i>Total per annum</i>	<i>50</i>	<i>100*</i>	<i>115</i>	<i>140</i>

* This figure is included within the 372 travel plans already secured.

Action plan

Actions for delivery of the Strategy (including responsibilities and timescales) are detailed in “*Development of a Voluntary Travel Plan and Marketing Strategy*” in the following sections:

- **Section 6** includes ‘strategic’ actions to be taken forward across all six boroughs; whilst
- **Section 7 to 12** of the Strategy include details of specific actions to be taken forward by individual boroughs. This includes names of specific organisations/ geographical areas to be targeted to encourage voluntary travel plan take-up.

A Marketing Strategy to support implementation of the strategy was also developed. The Marketing Strategy involved the initial identification of target ‘markets’ i.e. the audience whom it was felt needed to better understand travel plans; how they function; and their value. Key messages were consequently identified for each of these target markets, and actions (including responsibilities, timescales and costs) were subsequently established (see **Section 13** of “*Development of a Voluntary Travel Plan and Marketing Strategy*”).

The Strategy has proved to be an invaluable resource for new and existing officers and a number of new projects are moving forward as a result. A Marketing Officer was also appointed to kick-start implementation of the Strategy.

Consultation

The vision, objectives, targets and Action Plan of the WestTrans Strategy were developed through extensive consultation with key stakeholders in the sub-region. Participants and the method of consultation used are outlined below. It should also be noted that the consultation also included a review of relevant policy documents, for example, Borough's Local Implementation Plans.

CONSULTEES	CONSULTATION METHOD
The six member local authorities: <ul style="list-style-type: none">• Heads of Transport• 'Travel Plan' Officers	<ul style="list-style-type: none">• In depth telephone interviews• Workshop and opportunities for feedback
Other public sector: <ul style="list-style-type: none">• Highways Agency/ London Development Agency• London Travel Awareness Campaign /DIY Planet Repair• SWELTRAC (overlapping sub-region)• Transport for London	In depth telephone interviews.
Private sector and others <ul style="list-style-type: none">• BSKyB• Centre for Workplace Health• GlaxoSmithKline• Groundwork West London• Park Royal Partnership• Stockley Park• West London Partnership• West London Business	In depth telephone interviews Face to face interview

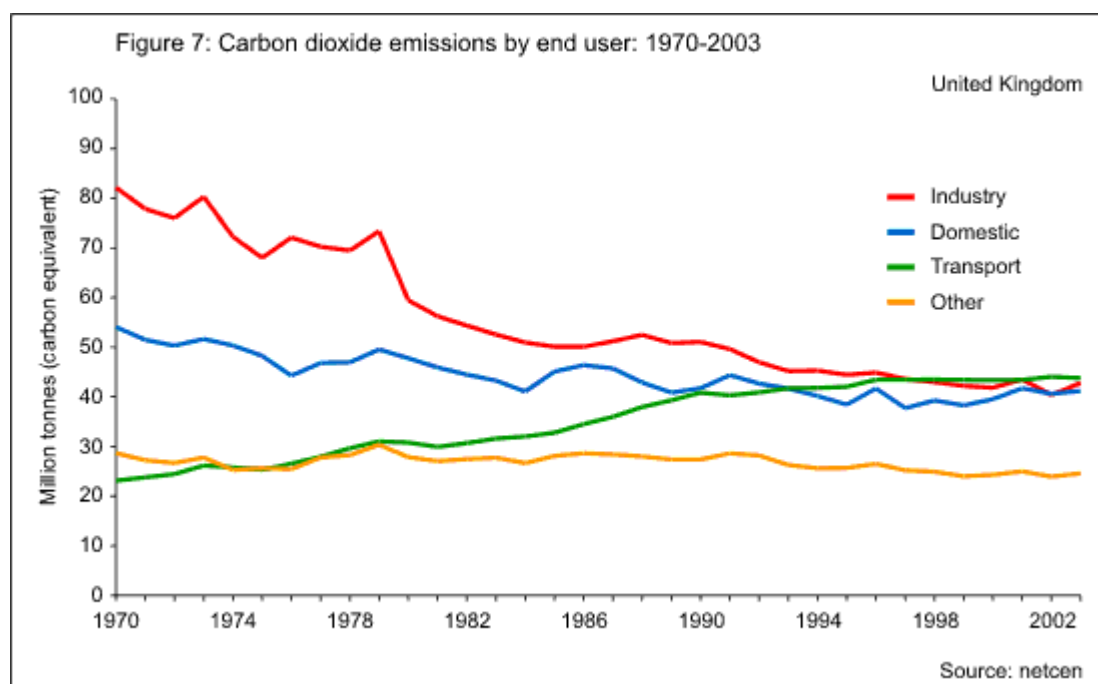
2. Please include information on your specific CO₂ reduction targets and their link with national-level targets.

The current **UK target** is to reduce carbon dioxide emissions through domestic and international action (against a 1990 baseline) by at least 60% by 2050, and 26 -32% by 2020. The Kyoto greenhouse gas basket baseline for 1990 for the UK is 775.2 million tonnes CO₂ equivalent.³ UK emissions in 2007 were 639.4 million tonnes (latest estimate)⁴.

In London, 44 million tonnes of CO₂ are emitted each year. It has been estimated that between 2007 and 2025, London needs to limit its total emissions to 600 million tonnes for that period. This requires ongoing reductions in emissions of 4% per annum.⁵

Reducing emissions generated by transport and travel has a key role to play in contributing towards this target:

- In 2003, industry and **the transport sector each accounted for just over 28 per cent of CO₂ emissions** in the UK, whilst domestic users accounted for a further 27 per cent.
- Between 1970 and 2003, total CO₂ emissions fell by 19 per cent in the UK. Much of this decline has come from a reduction in emissions attributable to industry (which have declined by almost half since 1970) and emissions caused by domestic users (which have declined by 24 per cent since 1970). However, CO₂ emissions attributable to transport **have increased by 89 per cent since 1970**, as illustrated below:



Travel plans have an important role to play in contributing to the reduction within the transport sector.

³ Source: Defra.

⁴ Source: Defra, 27.3.08.

⁵ Source: Action Today to Protect Tomorrow, the Mayor's Climate Change Action Plan, Greater London Authority, February 2007.

Potential contribution of the WestTrans Voluntary Travel Plan Strategy towards CO₂ emissions targets.

In calculating the potential contribution of the WestTrans Travel Plan Strategy towards CO₂ emissions, the following has been assumed:

- The calculation assumes an average size of each organisation with a travel plan in West London of 107 employees. This is based on existing data that suggests that the 372 travel plans already developed in WestTrans, covering 39,804 employees.
- The average length of a one-way commute trip to work by car in West London is 6.3km (28.8 minutes). This is based on 2001 LATS data.
- In the calculations below, a 5% and 10% mode shift has been assumed.
- CO₂ emission factors used below are based on greenhouse gas company reporting guidelines issued by DEFRA.
- Shadow price of carbon is that presently advised by DfT for use in transport appraisals.

Potential contribution of travel plans secured to date:

To date, 372 Travel Plans have been implemented in West London. The impact of these travel plans in terms of CO₂ savings are summarised below.

Table 1: Contribution of 372 travel plans secured already

Scenario (372 travel plans)	5% mode shift	10% mode shift
No. of employees covered by travel plans =	39,804	39,804
Mode shift assumed as a result of travel plans =	5%	10%
Fewer car users for the journey to work =	1,990	3,980
Average Trip length (km) =	6.3	6.3
Total car km reduced =	12,538	25,076
Reduction in CO ₂ emissions per day = (tonnes)	2.6	5.2
Reduction in CO ₂ emissions per year = (tonnes)	585	1,171
Shadow price of carbon saved = (at 2008 prices)	£15,220	£30,440

Potential contribution of travel plans secured between 2008/08 and 2011:

Assuming a target of 255 additional travel plans are secured in West London. The impact of these travel plans in terms of CO₂ savings are summarised below:

Table 2: Contribution of additional 255 travel plans to be secured by 2011

Scenario	5%	10%
Employees =	27,285	27,285
Mode shift =	5%	10%
Fewer car users =	1,364	2,728
Average Trip length (km)=	6.3	6.3
Total car km reduced =	8,593	17,186
Reduction in CO ₂ emissions per day = (tonnes)	1.8	3.6
Reduction in CO ₂ emissions per year = (tonnes)	402	804
Shadow price of carbon saved = (at 2008 prices)	£10,433	£20,866

Overall potential contribution of travel plans secured to 2011:

Combining Tables 1 and 2 provides an overall potential impact of travel plans in the West London area (372 travel plans already secured with 255 to be developed to 2011 i.e. 627 travel plans in total are considered in Table 3):.

Table 3: Overall contribution of travel plans secured to date/voluntary travel plans to be secured as part of the Strategy in West London:

Scenario	5%	10%
Employees =	67,089	67,089
Mode shift =	5%	10%
Fewer car users =	3354	6708
Average Trip length (km)=	6.3	6.3
Total car km reduced =	21,131	42,262
Reduction in CO ₂ emissions per day = (tonnes)	4.4	8.8
Reduction in CO ₂ emissions per year = (tonnes)	987	1975
Shadow price of carbon saved = (at 2008 prices)	£25,653	£51,306


3. Please list all awareness-raising specific methods used to promote workplace mobility plan towards businesses and employees. Please give examples.

In February 2008, WestTrans recruited a Marketing and Events Co-ordinator, for a 3-month fixed term period to help deliver the Strategy. Their role is to assist with organising, promoting and post-analysing events to promote travel plans. Event management activities range from selecting suitable venues and catering, designing and distributing invitations, to setting the agenda for the event, following up outstanding invitation responses and measuring the success of the event.

Local partnerships with Hammersmith and Fulham BID (Business Improvement District), Ealing Broadway BID and Park Royal Partnership have ensured that the invitations successfully target local businesses. Another event in the Golden Mile area involved active workshops focused on providing solutions for local businesses, with Transport as the main theme. Across all of the events, the companies who showed and offered their support included Diageo, Thames Valley University, GSK and BSKyB.

The Marketing and Events Co-ordinator also provides internal marketing support to help organisations successfully implement their travel plans. For example, they can advise on new internal marketing strategies to promote the travel plan and measures/initiatives included within it; produce relevant communications materials for staff recruitment; or provide merchandise that can be used to incentivise a marketing campaign. This internal marketing support is on-going to assist in increasing uptake of the travel plans.

Further examples of specific awareness-raising methods to support travel plan take-up are indicated below:

MARKETING METHOD	EXAMPLES PRODUCED BY WESTTRANS
Information leaflets or Newsletters	<i>WestTrans Travel Plan News</i>
Individual marketing	Innovative DVD outlining the process and benefits of travel plan development.
Competitions	To promote specific travel plans initiatives: prizes/rewards (Vouchers, Oyster Cards) are made available to organisations, to be offered as part of travel plan survey prize draws (for staff completing travel surveys). These have been very successful where they have been used, and have helped to achieve higher survey response rates to travel plan surveys. WestTrans have also helped deliver pedometer/cycling challenges for employees, aimed at encouraging sustainable travel by introducing a competitive element together with physical rewards.
Seminars and information events	<p>Facilitation of, or attendance at, events aimed at the business sector throughout West London:</p> <ul style="list-style-type: none"> • Ealing Broadway BID – <i>ongoing</i> • Hammersmith BID - <i>ongoing</i> • Hillingdon Business Forum (CSR agenda) • Golden Mile Transport Group • West London Business (Chamber of Commerce) events • Green Strategy 2007 • Willesden and Neasden Town Centre environmental event • Individual organisational events to support travel plan initiatives; including Nestle, Glaxo Smith Kline, Journey Latin America and Park Inn Hotel (Heathrow) • NHS and HE/FE seminars <p>The effectiveness of the events held were measured using three key indicators:</p> <ol style="list-style-type: none"> 1) Number of organisations attending 2) The quantity of Expression of Interests (EoI's), for further travel plan advice/assistance, obtained from an individual event. 3) The subsequent development/progress of travel plans and/or network groups as a result of the event
Producing posters to communicate travel events and surveys	Examples of posters produced have been included as part of this submission. They have been used at specific site locations to target staff (visitors), displayed in communal areas, staff rooms, canteens or distributed during staff meetings. There has been a proven benefit of increasing response levels and raising profile of overall travel plan objectives.
Website	Comprehensive advice on developing a travel plan with useful links and a contact mechanism is available at: http://travelplans.westtrans.org/
Others (please specify)	<p>Distinctive branding has been developed to give a clear identity to all travel plan related material produced in West London.</p> 

4. Please describe monitoring exercises and techniques used to evaluate your actions for promoting workplace mobility plans. Indicate problems encountered; lessons learnt, indicators chosen, stakeholders involvement etc.

Travel plans are monitored through iTRACE. This web-based tool was developed by WestTrans and TfL to record all travel plans in London. All new travel plans must be iTRACE compliant. This means that baseline survey results and mode shift targets must be presented in the specified way to be uploaded onto the system. iTRACE also records data from follow-on, monitoring surveys and is able to calculate the actual mode shift. This can be done at borough and sub-regional level (as well as London-wide).

There is also a mapping function which enables each site with a travel plan to be marked and its location pinpointed in relation to the area's PTAL (Public Transport Accessibility Level) scores. It also enables neighbouring sites with plans to be identified.

The challenge initially lay in adapting information from older travel plans so that they could be uploaded onto the system. Now the processes are clear and it is providing a smooth mechanism.

The number of travel plans that have been uploaded onto iTRACE is a good indicator of the success of WestTrans' promotion and management efforts.

However, it is still early days and in most cases organisations will only have baseline data entered into iTRACE with follow-on surveys yet to be undertaken.

5. Please rank the following actions for which businesses are most likely to receive support (financial or in-kind) from your city/region. (1: most likely to receive support – 6: least likely to receive support)

Consult and develop a baseline analysis	1
Create workplace mobility plan	1
Set targets and measures	1
Promote the workplace mobility plan	1
Implement the workplace mobility plan	2 – more limited support; advice provided by WestTrans SRC with limited funding for measures available from TfL (see 'Other information' in introduction to the Application).
Monitor the impacts of workplace mobility plan	1

6. Please tell us how many businesses have adopted a workplace mobility plan during the current programme.

By March 2008, 372 workplace travel plans had been developed by organisations in the West London area. Of these, 100 travel plans were developed during 2007 – 2008.

Targets for the current **voluntary** travel plan strategy (ie excluding travel plans secured as a result of planning applications) are:

- 2009/10: 115 additional travel plans developed; and
- 2010/11: 140 travel plans developed.

7. Please describe the benefits achieved in terms of CO₂ emissions and modal shift through the coordination and promotion of workplace mobility plans towards businesses.

Section 2 of this application (Tables 1 to 3) provides an overview of the benefits to potentially be achieved as a result of travel plan take-up in West London.

For those organisations that already have monitoring data input into iTRACE, the overall mode shift achieved is as follows:

- Single Occupancy Vehicle: -19%
- Car share: -5%
- Bus: +6%
- Walking: +11%
- Underground: +4%
- Rail: +3%
- Motorcycle: -1%
- Other: +1%

8. Please provide evidence of the effectiveness and value for money of the workplace mobility plan programme and measures. Give an estimation of the total budget invested.

The WestTrans area benefits from the following budget annually:

- Salaries for two sub-regional co-ordinators;
- Salary for a third officer;
- Budget for promotional activities and associated expenses.

In addition, large organisations with 250 or more members of staff at a single location are eligible for TfL's Corporate offer worth up to £20,000 per site/ organisation, whilst SMEs are able to benefit from the Enterprise Offer worth up to £8,000. (See 'Other Information' in introduction to Application).

9. Please give an estimate of the percentage of voluntary / mandatory workplace mobility plans set.

Of the 372 travel plans developed, 70 are voluntary and 302 have been secured through the planning process.

Thus, 19% are voluntary compared to 81% mandatory.

Thank you for participating in the Pan-European Workplace Mobility Plan Award 2008 !
Please do not forget to complete the certification form.



CERTIFICATION FORM

Name of local authority:	WestTrans
Country:	UK
Name of contact person responsible for the award submission:	Alexandra Goodship
Contact person Telephone n°:	020 8825 7223
Contact person Email address:	GoodshipA@ealing.gov.uk

Dear Sir/Madam,

On behalf of WestTrans I hereby verify that the information contained within our application for the Pan-European Workplace Mobility Plan Award 2008 is an accurate reflection of the work that is being undertaken by WestTrans.

Yours sincerely,

Name of signatory:



Title of signatory: