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## Workplace Travel Plan



**Client:** London Borough of Ealing

**Project:** Perceval House, Workplace Travel Plan

**Date:** 1<sup>st</sup> April 2020



## Document Control Form

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# Contents

<b>1.</b>	<b>Introduction.....</b>	<b>6</b>
1.1	Background	6
1.2	The Travel Plan	6
1.3	Document Structure	6
<b>2.</b>	<b>Travel Plan Process .....</b>	<b>8</b>
2.1	What is a Travel Plan?	8
2.2	This Travel Plan: Objectives and Targets	8
<b>3.</b>	<b>Policy Context .....</b>	<b>10</b>
3.1	National Planning Policy Framework (NPPF) Policy	10
3.2	Department for Transport Guidelines	10
3.3	Transport for London Guidelines	11
3.4	Regional Policies	12
3.5	Local Policies	13
<b>4.</b>	<b>Site Profile &amp; Accessibility .....</b>	<b>15</b>
4.1	Ealing Council Profile	15
4.2	Local Transport Opportunities	15
	Perceval House	15
	Pedestrian &	16
	Public Transport Accessibility	17
	Bus Access	18
4.3	Rail Access	22
4.4	Car Parking at Perceval House	22
<b>5.</b>	<b>Current Staff Travel Behaviour .....</b>	<b>23</b>
5.1	Staff Travel Survey	23
5.2	Key Trends	23
	Question 2: Are you a registered blue badge holder?	23
	Question 3: Where are you usually based?	24
	Question 5: How do you normally travel to work?	24
	Question 6: What is your main reason for travelling by this mode?	26
	Question 7: If your main mode of travel was unavailable, how would you travel to work?	27
	Question 8: If you drive where do you normally park?	27
	Question 9: What are your typical working hours?	29
	Question 10: Does your role allow you to work from home?	30
	Question 11: Which of the following measures are you aware of?	30
	Question 12: what more could the Council do to support you to commute and make business journeys by sustainable travel?	31
	Question 13: With regards to your job role, do you need a car to travel for work during the day?	33
	Question 14: What is your main reason for needing a car for work purposes?	33
	Question 15: When and how often do you travel by car for business?	34

5.3	Summary of Key Trends	35
<b>6.</b>	<b>Travel Plan Management &amp; Coordination .....</b>	<b>36</b>
6.1	Managing the Travel Plan: Roles and Responsibilities	36
	Travel Plan Steering Group	36
	Travel Champions	37
	Partners and stakeholders	37
6.2	Consultation	37
<b>7.</b>	<b>Marketing &amp; Communications .....</b>	<b>38</b>
7.1	Importance of Communication	38
7.2	Marketing Strategy	39
	Sustainable Travel Guide / Webpages	39
	Social Media	39
	Branding	39
	Annual Update	40
	Recruitment	40
	Travel Surgery	40
	Personalised Travel Planning	40
	Smart Phone Apps	40
	Promotional Events	41
	Visitors	41
<b>8.</b>	<b>Travel Plan Measures .....</b>	<b>42</b>
8.1	Introduction	42
8.2	Encouraging active travel	42
	Walking	44
	Cycling	44
8.3	Increasing public transport access	45
8.4	Increasing the use of Car Clubs	47
	Car Clubs	47
8.5	Reducing the need to travel	49
8.6	Business travel	50
<b>9.</b>	<b>Monitoring &amp; Review .....</b>	<b>51</b>
9.1	Monitoring Progress	51
9.2	Monitoring plan	52
<b>10.</b>	<b>Action Plan .....</b>	<b>53</b>

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Table 4.1	Local Bus Services	19
Table 9.1	Monitoring Plan	52
Table 10.1	Workplace Travel Plan Action Plan	53

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Figure 4.1	Local Sustainable Transport Facilities to Perceval House	15
Figure 4.2	London Cycle Network Route near Perceval House	16
Figure 4.3	Quietway Cycle Route near Perceval House	17

Figure 4.4	PTAL Map for Perceval House	18
Figure 4.5	Bus Services in the vicinity of Perceval House	21
Figure 5.1	Are you a registered blue badge holder?	24
Figure 5.2	Where are you usually based?	24
Figure 5.3	Mode of Transport	25
Figure 5.4	Journey Time	26
Figure 5.5	What is your main reason for travelling by this mode?	26
Figure 5.6	If your main mode of travel was unavailable, how would you travel to work?	27
Figure 5.7	If you drive where do you normally park?	28
Figure 5.8	Car Parking Locations	28
Figure 5.9	Car Park Locations (2km Isochrone)	29
Figure 5.10	What are your typical working hours?	30
Figure 5.11	Does your role allow you to work from home?	30
Figure 5.12	Which of the following measures are you aware of?	31
Figure 5.13	what more could the Council do to support you to commute and make business journeys by sustainable travel?	32
Figure 5.14	Do you need a car to travel for work during the day	33
Figure 5.15	What is your main reason for needing a car for work purposes?	34
Figure 5.16	When and how often do you travel by car for business?	34
Figure 8.1	Staff Residing within 5km of Perceval House and their Mode of Travel	43
Figure 8.2	Bus and Rail Connections	46
Figure 8.3	Enterprise Car Club Locations	48

Appendix A	PTAL Map
Appendix B	Local Bus Map

# 1. Introduction

## 1.1 Background

This Workplace Travel Plan (WTP) has been prepared by The Transportation Consultancy Ltd (“ttc”) on behalf of Ealing London Borough Council to update their existing travel plan which was prepared in 2009.

The WTP details the Borough Council’s commitment in encouraging modal shift from single occupancy vehicles towards more sustainable modes over the next 5-year period (2020-2025) for all staff based at its Perceval House office, which accommodates the main business operations of the Council.

In order to ensure that the WTP measures would be of most benefit to Ealing Council staff, a travel survey was undertaken in January 2020, with the objective to understand current staff travel patterns and to determine the likely popularity of potential future measures. The data gathered from this survey has been used to develop the WTP measures contained within this WTP.

The WTP has also been developed to support the transition from Perceval House to a proposed new building situated adjacent to the current premises. The development of a new building will allow the Council to deliver major improvements to services and facilities aimed at encouraging a change in travel behaviour, with improvements expected to include high quality cycle parking, showers, changing rooms and locker facilities. The WTP will be a dynamic document, which will be updated periodically to reflect the ongoing transition process, to ensure staff and users of the current building are afforded information and assistance in accessing the site sustainably.

## 1.2 The Travel Plan

The WTP will seek to:

*‘Provide all members of staff working at Perceval House with a greater awareness of all available alternative sustainable modes of transport that can be used to access the site.’*

*‘Encourage modal shift through behavioural change, incentives and physical measures.’*

*‘Ensure the Council is policy compliant and able to meet if not exceed the 80% sustainable travel threshold for modal split, as set out in Local Policy and the London Mayors Transport Strategy.’*

*‘Ensure travel behaviour is actively monitored and that suitable annual targets are identified and achieved.’*

## 1.3 Document Structure

The scope and content of this WTP includes the following:

- **Section 2** – The Travel Plan Process
- **Section 3** – Policy Context & Review
- **Section 4** – Site Profile & Accessibility
- **Section 5** – Current Staff Travel Behaviour
- **Section 6** – Travel Plan Management & Coordination

- **Section 7** – Marking & Communication
- **Section 8** – Travel Plan Measures
- **Section 9** – Monitoring & Review
- **Section 10** - Action Plan

## 2. Travel Plan Process

### 2.1 What is a Travel Plan?

A WTP is a dynamic management tool which brings together transport and other business issues in a coordinated strategy. The emphasis is on increasing the choice of sustainable methods of travel and reducing single car occupancy usage.

The WTP aims to:

- Encourage the use of more sustainable modes of transport, such as walking, cycling and using public transport;
- Reduce unnecessary car travel; and
- Encourage the use of sustainable travel by improving facilities, providing information and raising awareness.

It is acknowledged that to be successful the WTP process should involve:

- A designated Travel Plan Coordinator to be responsible for the implementation and day-to-day operations of the WTP;
- Communication with staff and visitors as to the various methods of transport and services available; and
- Ongoing review and amendment of the WTP to ensure it is a 'living' document.

A successful WTP can bring the following benefits to Ealing Council as an organisation:

- Provide an effective, proactive approach to influencing the travel behaviour of staff and other visitors;
- Demonstrates corporate, social and environmental responsibility; and
- Healthier and active staff.

A WTP can take a variety of forms to suit different organisations. This WTP is intended to:

- Influence the travel behaviour of staff and visitors, providing a greater awareness of the travel options available;
- Generate fewer single occupancy car trips than would otherwise be the case by encouraging modal shift;
- Reduce unnecessary travel; and
- Reduce car mileage and emissions.

### 2.2 This Travel Plan: Objectives and Targets

Ealing Council's current Travel Plan was prepared in 2009 and this WTP is an update of that document, which brings it into line with current national, regional and local policies. As part of the update, a staff travel survey was undertaken in January 2020 to provide useful data on current staff travel behaviour and patterns and includes feedback from staff on what new measures they would like to be see being delivered as part of the revised WTP.



This WTP has principally been prepared for staff based at Perceval House and covers the next 5-year period, 2020-2025.

The strategy and objectives of this WTP align with both the London Mayor's Transport Strategy and Ealing Council's Transport Strategy. Both strategies seek to **achieve a target** of 80% of trips made by sustainable modes of travel.

Based on the demands for car parking identified within the 2020 staff travel survey; it was derived that 37% of staff are travelling by single occupancy car and therefore, a shift of 17% to sustainable modes of travel is needed to achieve this target.

As a result, the overarching objective of this Travel Plan is to increase the percentage of Ealing Council staff using active travel, public transport, sustainable car travel or smart working to reduce the number of single occupancy car trips travelling to Perceval House.

The principal **aims** and **objectives** of the Travel Plan are as follows:

- Reduce unnecessary car use amongst staff, and increase the use of sustainable modes of travel;
- Raise awareness of the travel options available and the environmental, health and social benefits of using them;
- Contribute to the improved health and wellbeing of staff members by promoting the use of active modes of travel;
- Assist in reducing the pressure and demand for car parking spaces;
- Encourage trips made for site visits to be undertaken by sustainable modes, where possible, and to minimise the volume of these trips by providing appropriate technology and enabling the use of this through appropriate information provision and training;
- Improve the Council's environmental performance and reputation by reducing the level of carbon emissions generated by business travel and commuting habits; and
- To set an example to other businesses within the Borough by taking a lead on achieving significant gains in modal shift that align with both Borough and London wide targets.

The principal **outcomes** from the Travel Plan development process will comprise:

- A detailed understanding of current staff travel behaviour;
- An appreciation and understanding of staff roles and responsibilities;
- Achieve at least 80% modal share by sustainable means to align with local and wider London policy; and
- The provision of a detailed Travel Plan that aligns itself with the Council's policies on smarter travel and new ways of working.

Other benefits of this WTP may include:

- Improved staff health and fitness by encouraging more staff to walk and cycle for their work journeys; and
- Improved staff satisfaction and morale by providing travel plan measures such as upgraded on-site facilities for cyclists and pedestrians, offers for using public transport and enabling smarter working.

## 3. Policy Context

### 3.1 National Planning Policy Framework (NPPF) Policy

The **National Planning Policy Framework (NPPF)** sets out the basis for requiring and securing Travel Plans and indicates that they should be submitted alongside planning applications which are likely to generate significant amounts of movements. NPPF states the following:

**Paragraph 111:** *'All developments that will generate significant amounts of movement should be required to provide a Travel Plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.'*

In accordance with the above policy this Travel Plan proposes a package of measures that seek to:

- Reduce reliance on the car through the reduction in the length and number of motorised journeys, in particular those carried out in single occupancy vehicles;
- Promote the use of alternative means of travel which are more sustainable and environmentally friendly; and
- Reduce emissions.

In addition to assisting in achieving Central Government aims and objectives, a Travel Plan can have several benefits to individuals and the local community as well as the site, such as:

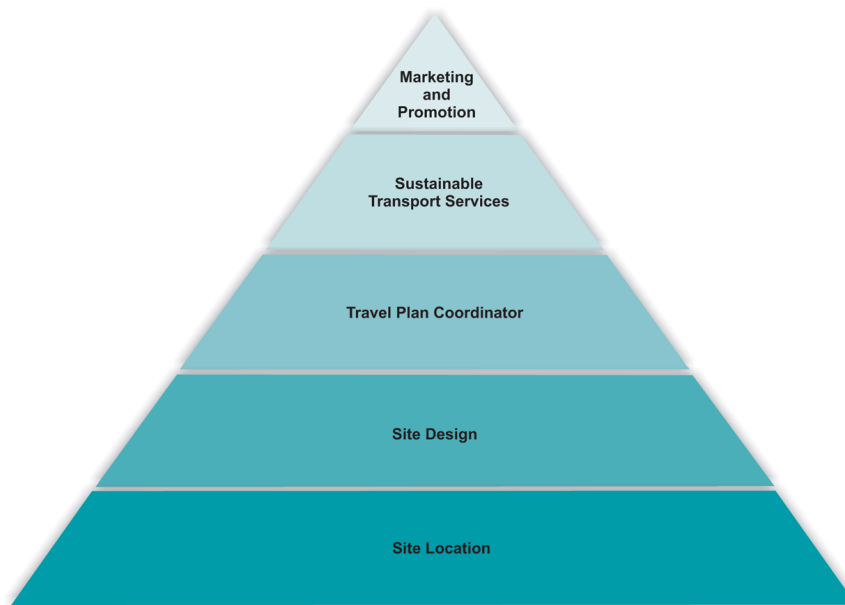
- An improvement in the environmental image of the site;
- Improved access to the site for visitors and deliveries;
- Reduced traffic generation resulting in improved air quality, noise levels, local traffic conditions and a cleaner, more attractive environment;
- Reduced stress caused by driving, allied with improved health from adopting alternative travel habits;
- Enhancement of the role of walking and cycling in the local area and therefore an improved environment for all pedestrians and cyclists, and associated health benefits;
- Improved viability and therefore provision of local public transport services, which are available to those travelling to and from the site as well as the rest of the community; and
- A reviewable operation, so that any adverse transport impact can be quickly dealt with and emerging opportunities maximised.

### 3.2 Department for Transport Guidelines

In addition to the information contained within the NPPF, the Department for Transport (DfT) publication 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' provides further guidance on the development and implementation of Travel Plans.

The DfT guidance refers to a Travel Plan being viewed as a pyramid of measures and actions. There are five levels to the pyramid, with each level building on the lower levels. A version of the Travel Plan pyramid has been included to aid the development of the WTP. This is illustrated in **Figure 3.1**.

**Figure 3.1 Travel Plan Pyramid**



At the first level of this pyramid is the fundamental issue of site location. A Travel Plan cannot be used to justify development in an inappropriate location therefore the site must display sufficient proximity to local facilities and services. The next level comprises the physical characteristics that need to be incorporated into the design of the site from an early stage in order to reduce the need to travel and support walking, cycling and public transport use i.e. the ‘hard’ measures.

The next item required is the resource to facilitate and develop the measures in the plan, commonly a Travel Plan Coordinator or similar nominated person is appointed to fulfil this role.

The next level is the physical measures and services that need to be obtained for the site, such as public transport measures. The top tier of the pyramid is occupied by the ‘soft’ measures which are required to promote the Travel Plan and raise its awareness to ensure that there is adequate take-up by staff of the various services and facilities offered by the Plan.

### 3.3 Transport for London Guidelines

In 2013 Transport for London (TfL) released its guidance on what a travel plan should include, stating that:

*‘The overarching purpose of a travel plan should be to encourage behaviour change which will lead to the use of more sustainable modes of travel and reduce overall travel to and from the site.’*

The Guidelines state that it is important for authors of travel plans to consider the overarching purpose of the travel plan and include the following components:

- Site Assessment
- Travel Surveys
- Objectives
- Targets
- Package of Measures
- Management

- Monitoring
- Action Plan

The Guidelines provide suggested travel plan measures plus requirements of the targets, these have been taken into consideration in the preparation of this WTP.

### 3.4 Regional Policies

At the regional level, Greater London has a unique arrangement for integrating transport and planning; the Mayor of London is responsible for the preparation of a Spatial Development Strategy (The London Plan) and a Transport Strategy (The Mayor’s Transport Strategy).

**The London Plan March 2016** is the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20–25 years. The document brings together the geographical and locational aspects of the Mayors other strategies, including transport.

Policy objectives for improving accessibility within London are contained within Objective 5:

- Provide the spatial framework for the development of London’s transport system to ensure that development supports the Mayor’s Transport Strategy.
- Improve and expand London’s public transport through increased and phased investment in services and infrastructure.
- Minimise the need to travel and the growth of journey lengths.
- Improve international, national and regional transport access to London, including airports and ports.
- Integrate development with public transport to ensure that there is a proper fit between development and the capacity of the public transport network to service it over the period on the plan, taking appropriate opportunities to intensify the use of land where current or future transport capacity allows and to connect Londoners to employment opportunities.
- Tackle congestion through levels of restraint of car use appropriate to different parts of London and the provision of alternatives, including the improvement of access on foot and cycling and better and safer facilities for pedestrians and cyclists.
- Improve the sustainable movement of freight within and around London, making more use of water and rail.

A series of Transport policies within the London Plan seek to support Objective 5 and cover the issue of Travel Plans and Transport Assessments. In particular, Policy 3C.2 indicates that:

*‘Developments with significant transport implications should include a Transport Assessment and Travel Plan as part of planning applications.’*

The **Mayor’s Strategy 2018** complements The London Plan by providing a targeted approach to transport improvements for London. The plan indicates that Boroughs should give due weight to the following in planning decisions, where appropriate:

- that development should be planned and located with the aim of providing a range of attractive and convenient travel choices, and encouraging alternatives to car use;
- the management of parking and relevant parking standards;

- the need to support and enhance the role of London's town centres by providing for sustainable access through land use planning;
- the provision of developer contributions for transport measures where appropriate and reasonably related to the development proposal; and
- the provision of transport assessments for major new trip generating development proposals, indicating that these should include information about how travel behaviour will be influenced by the proposed development and that Workplace travel plans should be produced where appropriate.

Furthermore:

*'Policy 1 The Mayor, through TfL and the boroughs, and working with stakeholders, will reduce Londoners' dependency on cars in favour of active, efficient and sustainable modes of travel, with the central aim for 80 per cent of all trips in London to be made on foot, by cycle or using public transport by 2041.'*

Ealing Council shares the Mayor's ambitions for healthier people and streets, better public transport plus new homes and jobs. Good transport offers opportunities through access to work, education and leisure facilities, whilst active travel helps people stay healthy. The Council is legally required to produce a Local Implementation Plan to state how it will implement the Mayor's Transport Strategy 2018.

### 3.5 Local Policies

The **Ealing Transport Strategy** and **Local Implementation Plan (LIP) 2019-22** have been prepared by the Council's Transport Planning Service to state how Ealing Council will implement the Mayor's Transport Strategy 2018.

The Ealing Transport Strategy and LIP focus on the period 2019-22 plus up to 2041 and is consistent with Mayoral and Ealing strategies including the London Plan, London Environment Strategy, the Local Plan Corporate Plan.

The Council notes that the overarching aim of the strategy is for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041, compared to 63% today, and different targets have been set for central, inner and outer London.

The Ealing Transport Strategy sets out the transport priorities for Ealing Council in alignment with the Mayor's Transport Strategy 2018 (MTS) but focuses on the initial 2018-22 period in detail. The Transport Strategy and LIP Vision is:

*'Within the context of good growth, to improve streets and transport infrastructure to reduce dependency on cars to prioritise active, efficient and sustainable travel modes, making Ealing a healthier, cleaner, safer and more accessible place for all'*

The Transport Strategy and LIP have three core objectives which are as follows:

1. Mode Shift to more sustainable travel
2. Reducing the Environmental Footprint of Transport
3. Improving Road Safety

These three objectives are underpinned by four main transport principles:

- A. Improve health and well-being
- B. Improve the Borough's air quality, and other environmental enhancements
- C. Provide a more efficient and safe transport network
- D. Support good growth, and enhance the vibrancy and robustness of the Borough's economy

This WTP has been prepared in accordance with these national, regional and local transport policies and guidelines.

## 4. Site Profile & Accessibility

### 4.1 Ealing Council Profile

The London Borough of Ealing is principally based at Perceval House, 14-16 Uxbridge Road, Ealing W5 2HL, which accommodates approximately 2,158 employees. The borough itself is situated within West London and is comprised of seven major towns: Acton, Ealing, Greenford, Hanwell, Northolt, Perivale and Southall and has 14 tube stations, 7 national rail stations, 5 Elizabeth line stations, 2 London over ground stations and around 700 bus stops.

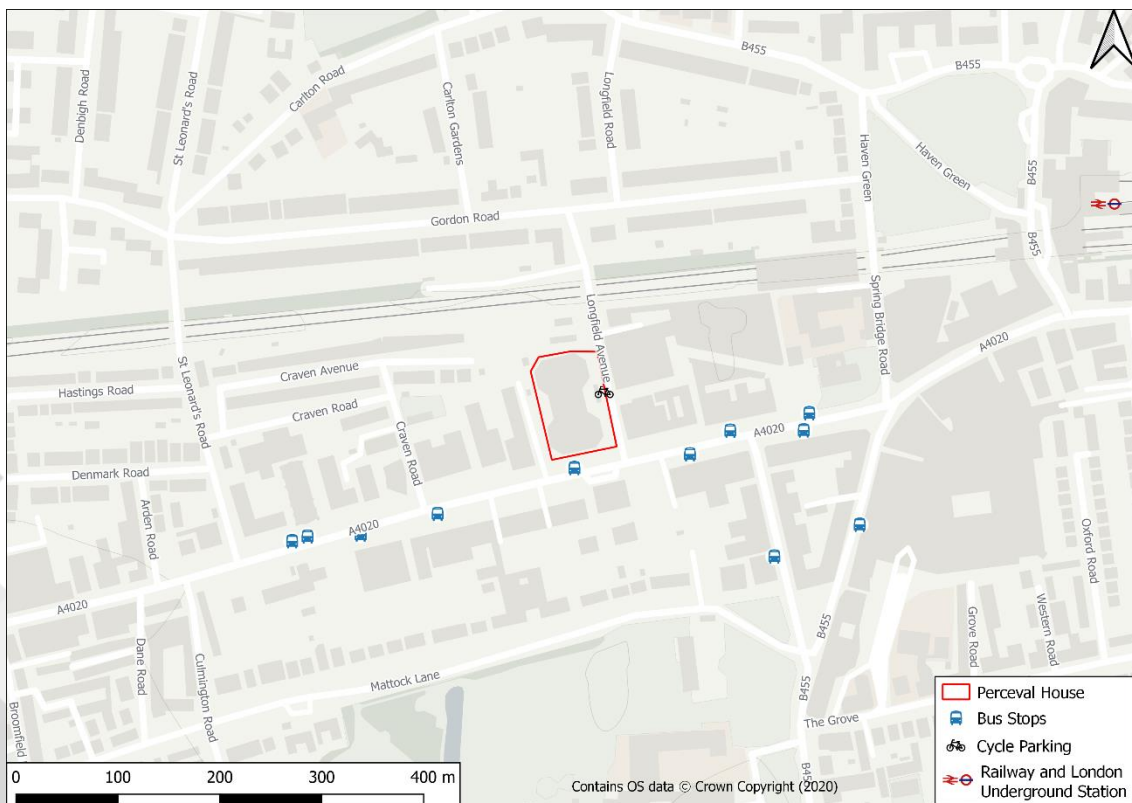
Ealing Council has a responsibility to do as much as possible to reduce pollution and reduce traffic congestion. To this end the most desirable position being to reduce the car mileage generated by the organisation and to increase the use of walking, cycling and public transport as employees means of getting to and from work and travelling around the borough.

### 4.2 Local Transport Opportunities

#### Perceval House

The Council office known as Perceval House can be accessed from Longfield Avenue, which is off the Uxbridge Road or New Broadway. The building is surrounded by high quality footways, cycleways, cycle parking facilities and public transport, which is highlighted within **Figure 4.1**. It is notable that the train and tube stations are located approximately 450m away and there are bus stops serving eight routes located immediately outside Perceval House.

**Figure 4.1 Local Sustainable Transport Facilities to Perceval House**



## Pedestrian & Cycle Access

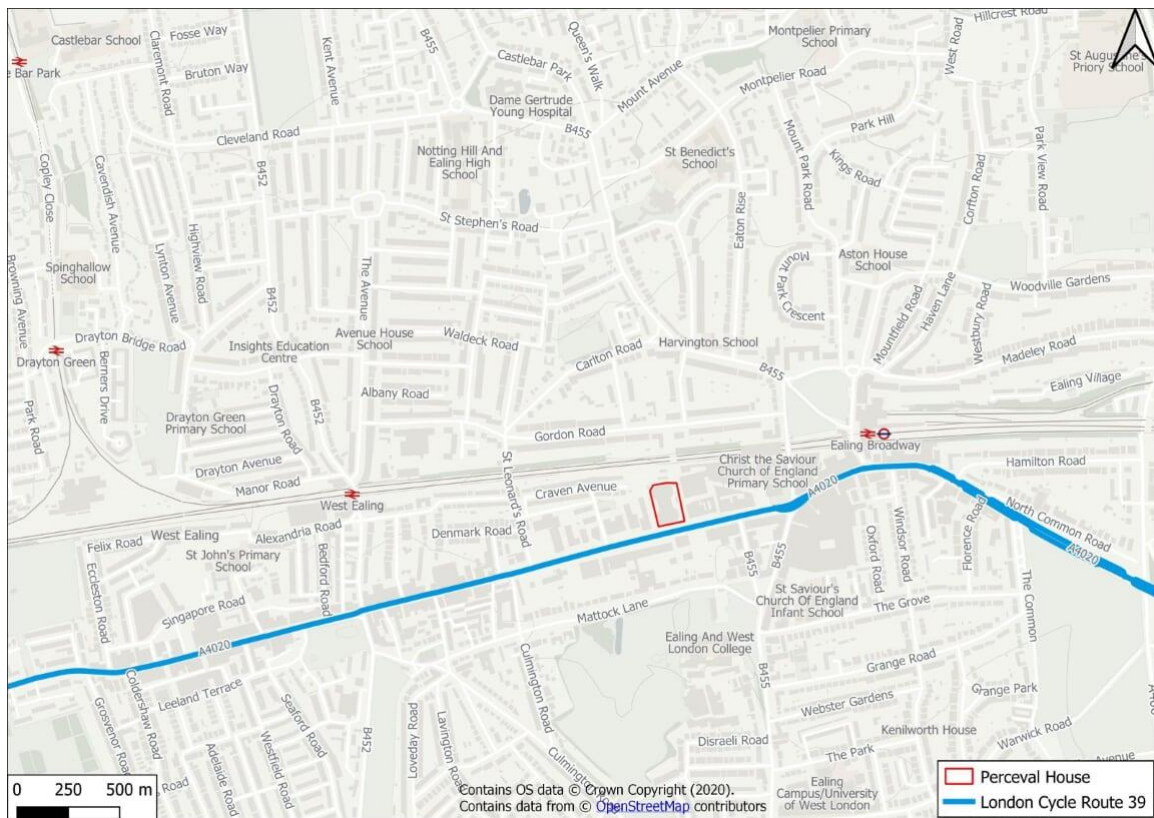
The surrounding highway network is conducive to pedestrian and cyclist movements with footways and cycle ways present in very close proximity to Perceval House.

Perceval House is already well serviced by infrastructure for those that wish to cycle to work. There are external cycle routes and lanes nearby and cycle parking on site.

London cycle routes include Cycleways (including Cycle Superhighways and Quietway's) and the older London Cycle Network, operated by TfL.

London Cycle Network route 39 (A4020 Uxbridge Road – Uxbridge – Ealing – Shepherd's Bush – Central London) runs along Uxbridge Road, passed Perceval House, this section of the route is highlighted within **Figure 4.2**.

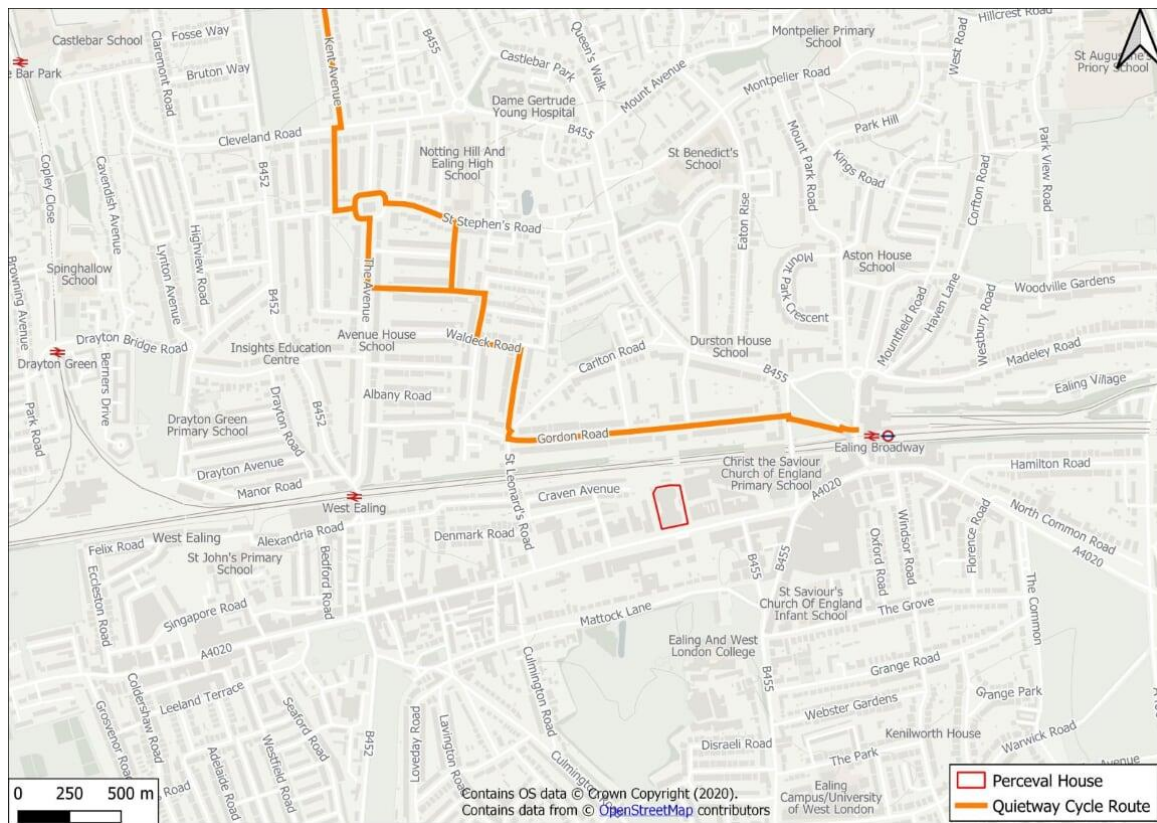
**Figure 4.2 London Cycle Network Route near Perceval House**



The Quietway's are targeted at less confident cyclists who want to use lower trafficked routes, whilst also providing for existing cyclists who want to travel at a gentler pace. Quietway 23 routes from Ealing Broadway to Greenford Broadway Cycleway and is highlighted within **Figure 4.3**.



Figure 4.3 Quietway Cycle Route near Perceval House



There is cycle parking for 60 bicycles in a sheltered and secure bicycle shed located to the rear of Perceval House. In addition to this there are 2 bicycle hangars giving a further 12 parking spaces, affording an overall total of 72 bicycle parking spaces at Perceval House. In addition to this, there are on-street Sheffield cycle stands located close to Perceval House entrances on both Uxbridge Road and Longfield Avenue which provide a total of 26 bicycle parking spaces.

Perceval House has approximately 172 lockers available for staff. These are intended for staff who walk or cycle to work but are also large enough to store motorcycle equipment. There are shower and changing facilities available, comprising eight showers, three for men and five for women.

The dockless bike share scheme, 'Mobike', operates in Ealing and allows users to hire a bicycle via an app where they can find their closest bike and scan a code to unlock it. Users then park the bike in any authorised parking area nearby their destination and manually lock the bike to end their ride.

In addition to 'Mobike', 'Lime' also operates in Ealing, but offers users the opportunity to utilise one of their e-bikes. 'Lime' use to the same app-based system to locate, book and pay for short term hire, with hubs located throughout the borough and surrounding area.

### Public Transport Accessibility

Ealing has an extensive tube and train network. The Central, District and Piccadilly lines as well as TfL Rail (Elizabeth Line in future), Great Western Railway and London Overground all call at stations within the Borough. Whilst there are strong east-west connections, there are limited north-south (orbital) connections through Ealing, which are less frequent. Ealing currently has 'Night Tube' services on the Central Line (Ealing Broadway branch only) plus the Piccadilly Line (Heathrow Branch only).

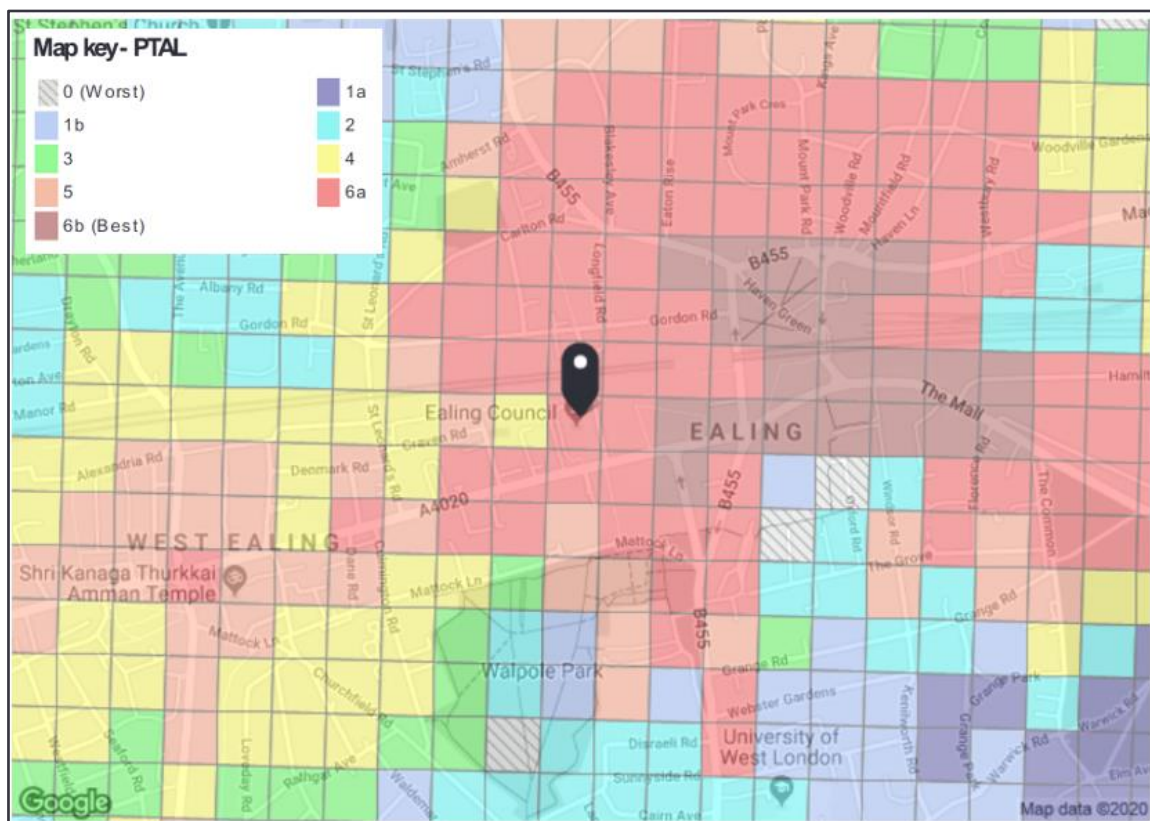
There are around 38 bus routes serving 700 bus stops in the Borough. In partnership with TfL, the Council completed an extensive accessibility program to ensure all bus stops were wheelchair accessible by 2017. In addition, thirteen bus routes in the Borough operate 24 hours a day also offering a night service.

Public Transport Accessibility Level (PTAL) is used by TfL to determine the level of accessibility by public transport from a certain location; PTAL is a measure of connectivity to the public transport network for locations within London. PTALs combine walk times from a chosen point to the network (stations and bus stops, for example) together with service frequency data at these locations.

Any location in London is scored a rating from 0 to 6b, with 0 representing the least accessible locations and 6b as an 'excellent' standard of accessibility. Perceval House has a PTAL rating of 6a indicating excellent access by public transport. The full PTAL report is contained in **Appendix A**.

The PTAL Map for the local area surrounding Perceval House is provided as **Figure 4.4**.

**Figure 4.4 PTAL Map for Perceval House**



### Bus Access

Perceval House is well served by local bus services; there are bus stops serving eight routes located immediately outside Perceval House. Longfield Avenue 'Stop V' is located immediately opposite the main entrance of Perceval House and provides eastbound services. The bus stop is sheltered with seating and real time timetable information and is served every 2-3 minutes by bus services that provide access to several destinations. There is also a bus stop on the opposite side of the road which provides westbound services and offers the same facilities and services.

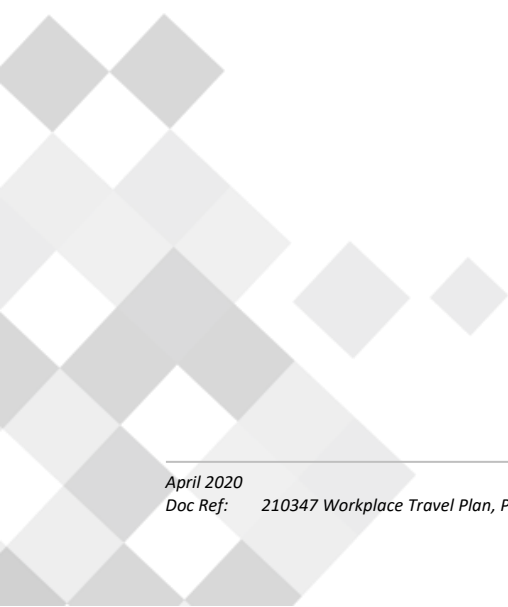
In addition to these bus stops, there are also bus stops located at Christchurch and at Ealing Broadway, both within 450m of Perceval House. These bus stops provide access to a total of 16 bus services enabling access to the local and wider area, including several key public transport interchanges.

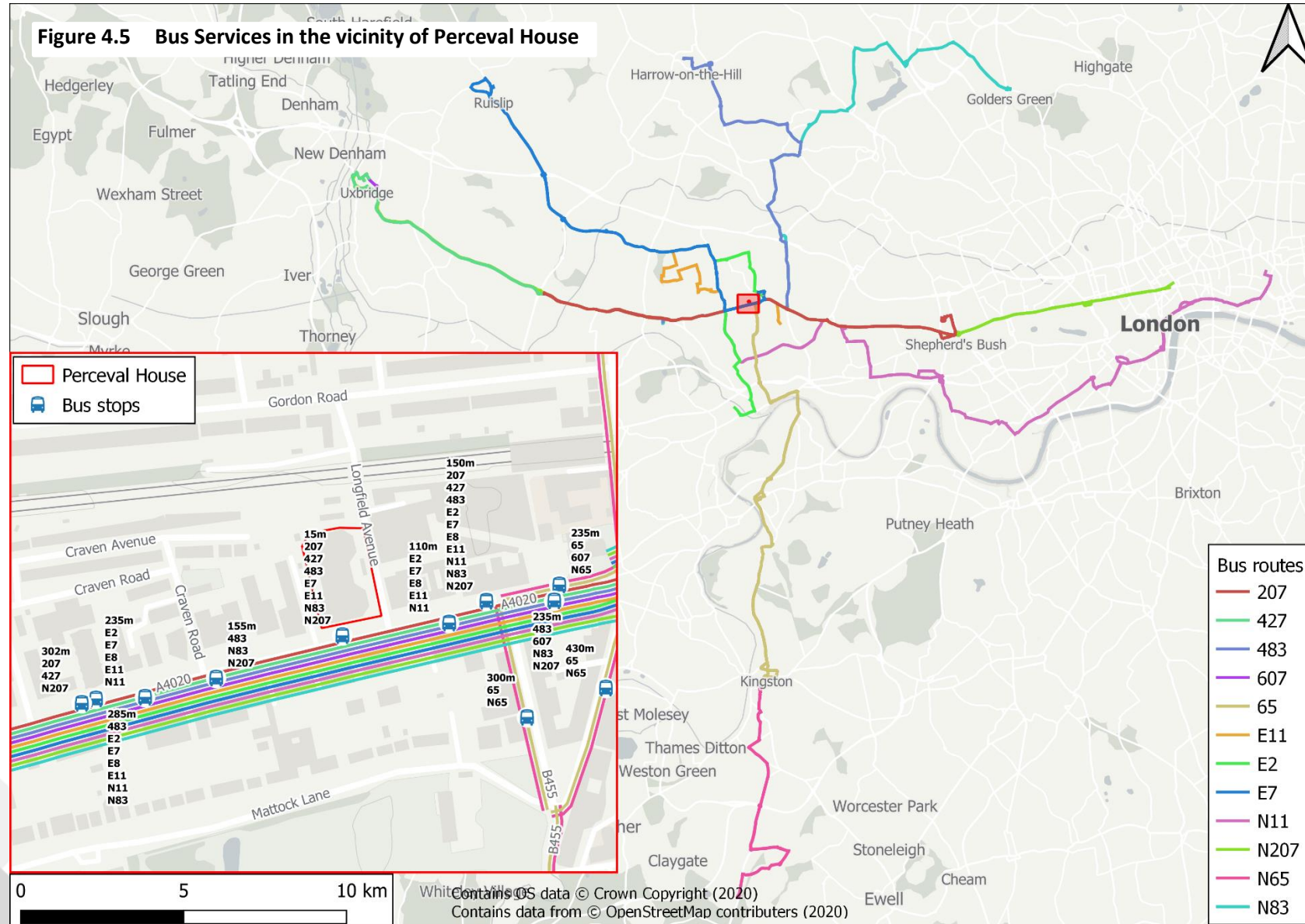
**Table 4.1** and **Figure 4.5** summarise these bus services including the areas that they serve and the frequency that they provide. A TfL bus spider map showing the bus stops and services near Perceval House is included as **Appendix B**.

**Table 4.1 Local Bus Services**

Route No.	Route	Nearest Stop	Service Frequency		
			First Bus	Last Bus	Frequency
207	Southall – Ealing – Acton – Shepherds Bush – White City	Longfield Avenue (Stop V)	05:05	00:30	Every 4-8 mins
427	Uxbridge – Hillingdon – Southall – Ealing	Longfield Avenue (Stop V)	05:16	00:39	Every 6-12 mins
483	Ealing – Wembley – Harrow	Longfield Avenue (Stop V)	04:53	00:22	Every 8-12 mins
E7	Ruislip – Ealing	Longfield Avenue (Stop V)	05:30	01:20	Every 10-14 mins
E11	Clifton Road – Drayton Green – Ealing	Longfield Avenue (Stop V)	06:27	00:48	Every 20 mins
N83	Golders Green Station – Hendon Station – Wembley - Ealing	Longfield Avenue (Stop V)	01:16	05:47	Every 30 mins
N207	Oxford Street – Marble Arch – Notting Hill – Shepherds Bush – Acton – Ealing – Southall – Uxbridge - Hillingdon	Longfield Avenue (Stop V)	00:43	06:01	Every 20 mins
E1	Ealing Broadway – Drayton Green – Clifton Road	Longfield Avenue (Stop J)	04:57	01:27	Every 7-10 mins
65	Brook Street – Richmond – Kew Gardens – Ealing	Christchurch (Stop X)	06:05	01:19	Every 5-10 mins
607	White City – Acton – Ealing – Uxbridge	Christchurch (Stop X)	06:13	22:26	Every 8-11 mins
N65	Chessington – Surbiton – Kingston – Richmond – Kew Bridge - Ealing	Christchurch (Stop X)	01:37	05:36	Every 30 mins
112	Ealing – Hanger Lane – Stonebridge Park Station – Brent Cross	Ealing Broadway (Stop F)	05:45	00:10	Every 10-12 mins
E2	Commerce Road/Brentford Lock – Northfields Station – Ealing Broadway – Clifton Road	Ealing Broadway (Stop F)	04:58	01:20	Every 8-11 mins
E8	Hounslow – Isleworth Station – Brentford – Ealing Broadway	Ealing Broadway (Stop F)	04:35	01:25	Every 5-10 mins

<b>N7</b>	<b>Northolt Station – Clifton Road – Ealing – Acton – Ladbroke Grove – Paddington Station – Oxford Circus Station</b>	<b>Ealing Broadway (Stop F)</b>	<b>23:50</b>	<b>04:56</b>	<b>Every 30 mins</b>
<b>N11</b>	<b>Primrose Street – Trafalgar Square – Victoria Station – Fulham – Hammersmith – Acton – Ealing</b>	<b>Ealing Broadway (Stop F)</b>	<b>01:44</b>	<b>06:12</b>	<b>Every 30 mins</b>





### 4.3 Rail Access

The closest underground station to Perceval House is Ealing Broadway, which is located approximately 450m away and is on both the Central and District underground lines. The Station can be reached either by walking along New Broadway or by walking along Longfield Avenue, Gordon Road and then across Haven Green.

Ealing Broadway is also a London over ground and National Rail station. The surface rail provides links into Ealing from central London as well as National Rail services further afield including Heathrow Airport, London Paddington and Reading.

Improvements made by TfL are currently underway at the station, in preparation for the Elizabeth Line, which will serve Ealing Broadway station on the route from Heathrow Airport to Reading.

There is a sheltered and secure cycle hub located opposite the main entrance to Ealing Broadway station providing 130 cycle parking spaces for those wishing to cycle. The cycle hub is well-lit and monitored by CCTV and includes a separate folding cycle hire feature.

### 4.4 Car Parking at Perceval House

Car parking at Perceval House is discouraged where possible due to the limited number of car parking spaces available. For those who do park, the Borough provides 85 normal parking bays (permit only), 8 disabled bays, 6 designated car club parking bays, 8 parking bays reserved for Councillors, 5 Clinical Commissioning Group (CCG) parking bays and 2 careline parking bays giving a total of 114 car parking bays.

## 5. Current Staff Travel Behaviour

### 5.1 Staff Travel Survey

In order, to ensure that the WTP measures would be of most benefit to Ealing Council staff, a travel survey was undertaken in January 2020, with the objective to understand current staff travel patterns and to determine the likely popularity of potential future measures. The survey was commenced on the 6<sup>th</sup> January 2020 and ran to the 24<sup>th</sup> January 2020.

The survey comprised of 15 questions and was completed by 1,100 employees. Only employees working at Perceval House were required to complete the survey in full, which equated to 875 members of staff. It has been confirmed that 2,158 members of staff reside at Perceval House and therefore the survey has a response rate of 40.5%.

A summary of the responses received for each of the questions has been presented within this section, except for:

- Question 1: What is your home postcode?
- Question 4: What department do you work in?

For Question 1 staff postcode data mapping has been presented in subsequent sections where appropriate.

For Question 4, the number departments make it difficult to display the results with any clarity, however, it was observed that the proportion of survey responders working within each respective department ranged from 0.0% to 5.87% and that no members of staff from the following departments completed the survey:

- 11-19 Team - School Effectiveness
- Ealing Music Service
- Forensic Services
- Health Development
- London Counter Fraud Hub
- Pupil Support
- Strategic Finance

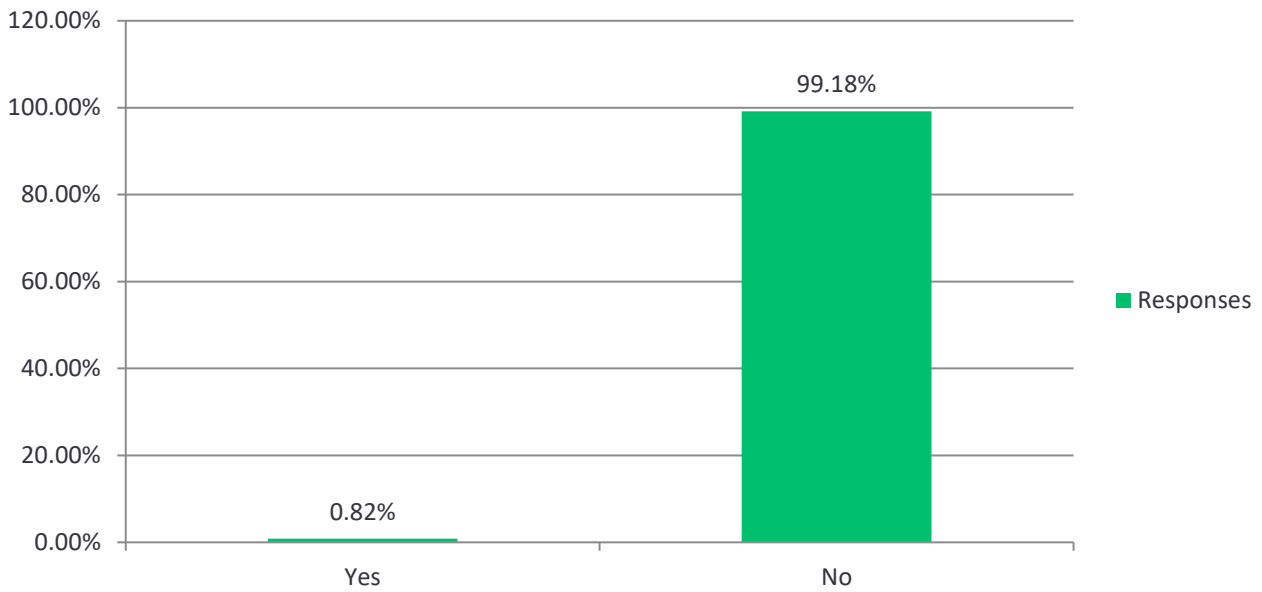
### 5.2 Key Trends

The following section sets out the summary results of the survey.

#### Question 2: Are you a registered blue badge holder?

Out of 1,100 responses, 9 members of staff confirmed that they were blue badge holders. A chart showing the response rate is provided within **Figure 5.1**.

**Figure 5.1 Are you a registered blue badge holder?**

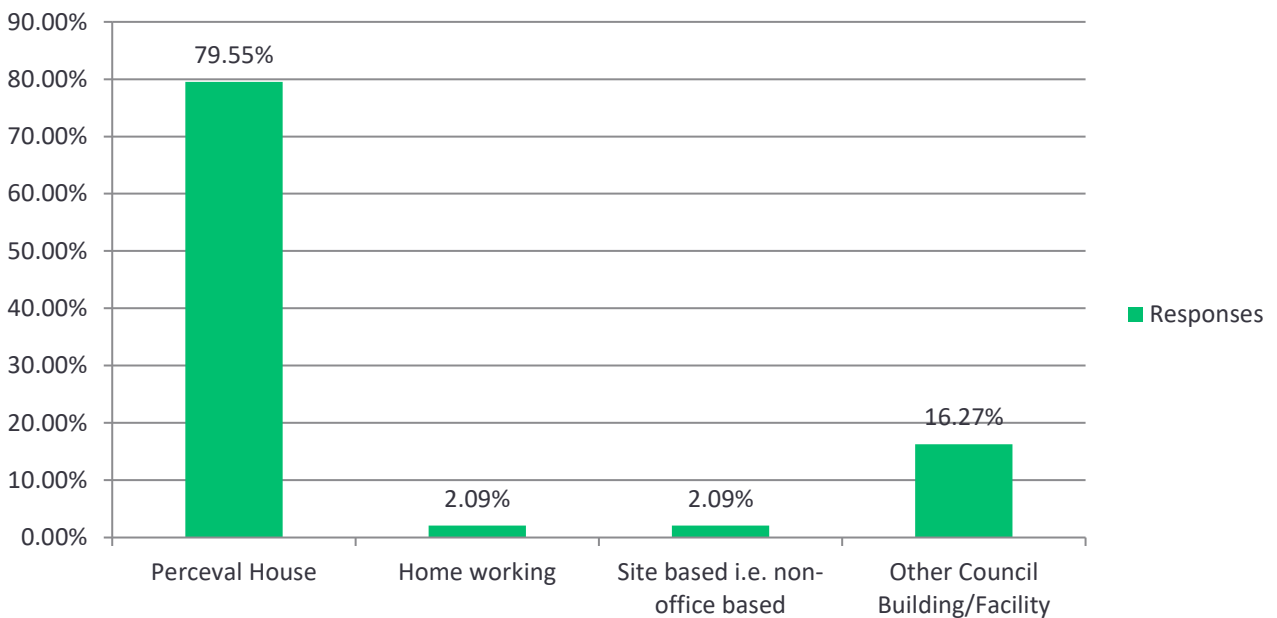


**Question 3: Where are you usually based?**

Out of the 1,100 responses, 875 members of staff are usually based at Perceval House, with the remaining 225 based elsewhere, but principally (179) at other Council offices.

A chart showing the response rate is provided within **Figure 5.2**.

**Figure 5.2 Where are you usually based?**



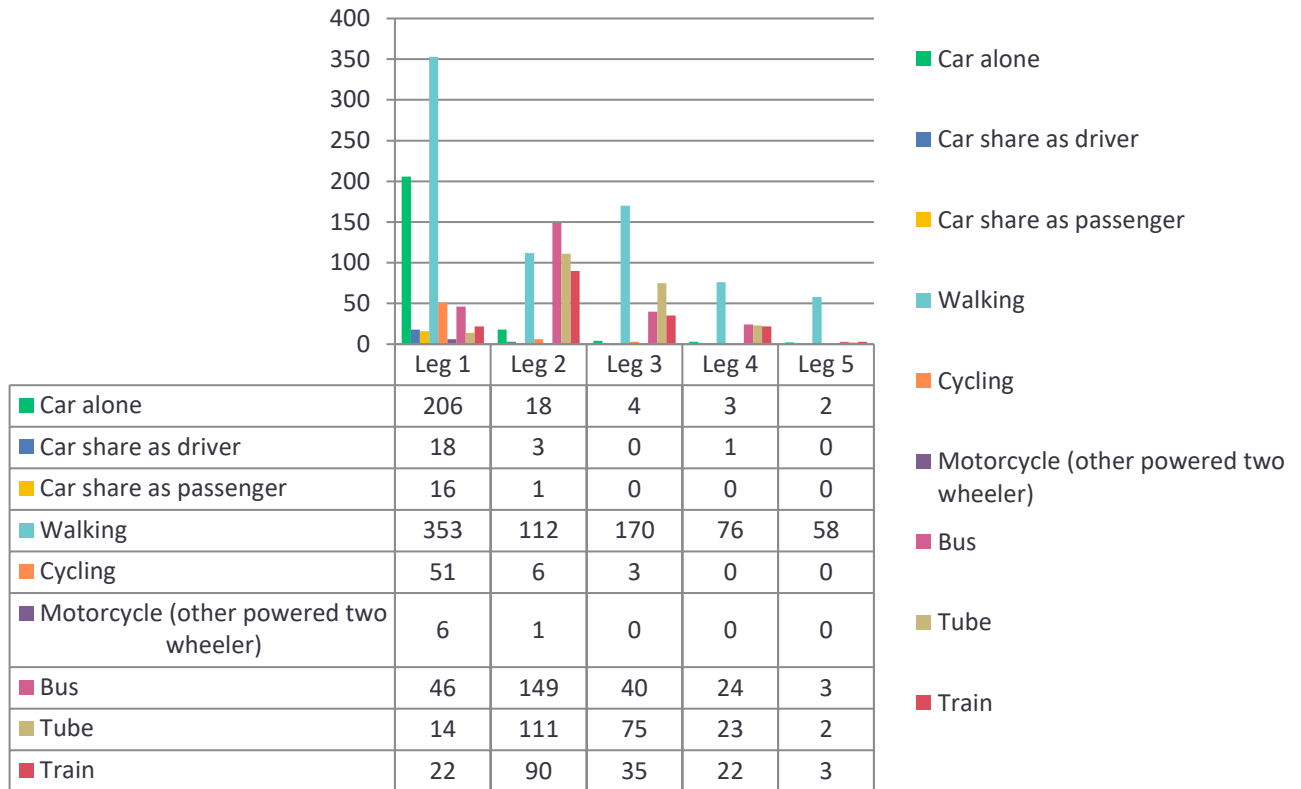
**Question 5: How do you normally travel to work?**

Out of 875 remaining respondents, only 732 completed this question. Leg 1 commanded the highest proportion of car use, with 206 trips, but for the remainder of the legs, including Leg 1, the majority of staff



travel is by sustainable modes, with walking and public transport use the most prevalent. A chart showing the response rate is provided within **Figure 5.3**.

**Figure 5.3 Mode of Transport**



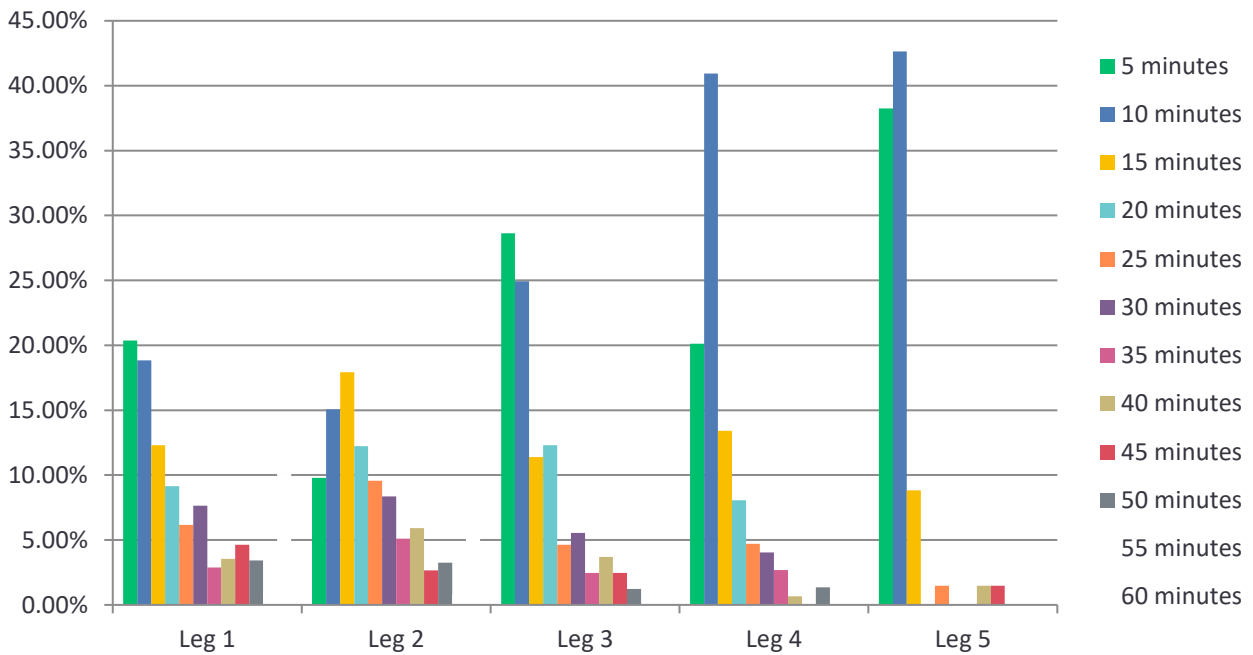
In terms of journey legs and arrival to work, the following has been derived:

- **Leg 1:** 25.6% (187)
- **Leg 2:** 22.3% (163)
- **Leg 3:** 23.4% (171)
- **Leg 4:** 11.3% (83)
- **Leg 5:** 8.2% (60)

This question was started, but not completed by 68 members of staff, who failed to arrive at work within 5 journey legs.

In terms of journey time, the majority of trips within each journey leg take less than 20 minutes to complete, which reduces with each journey leg as respondents get closer to their place of work. A chart showing the response rate is provided within **Figure 5.4**.

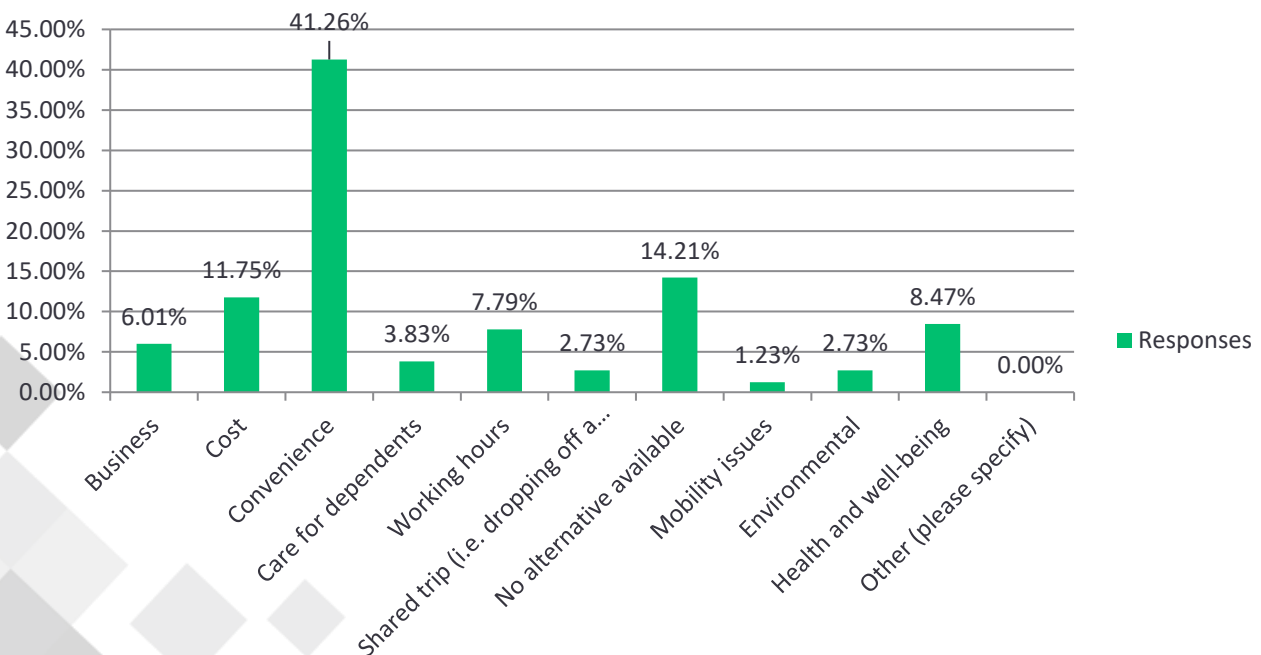
**Figure 5.4 Journey Time**



**Question 6: What is your main reason for travelling by this mode?**

The question was completed by 732 respondents and the main reason for travelling by the selected mode is 'convenience', followed by a 'lack of any alternative' and 'cost'. Given the high proportion of users travelling by sustainable means, this outcome indicates that travelling sustainably is convenient. A chart showing the response rate is provided within **Figure 5.5**.

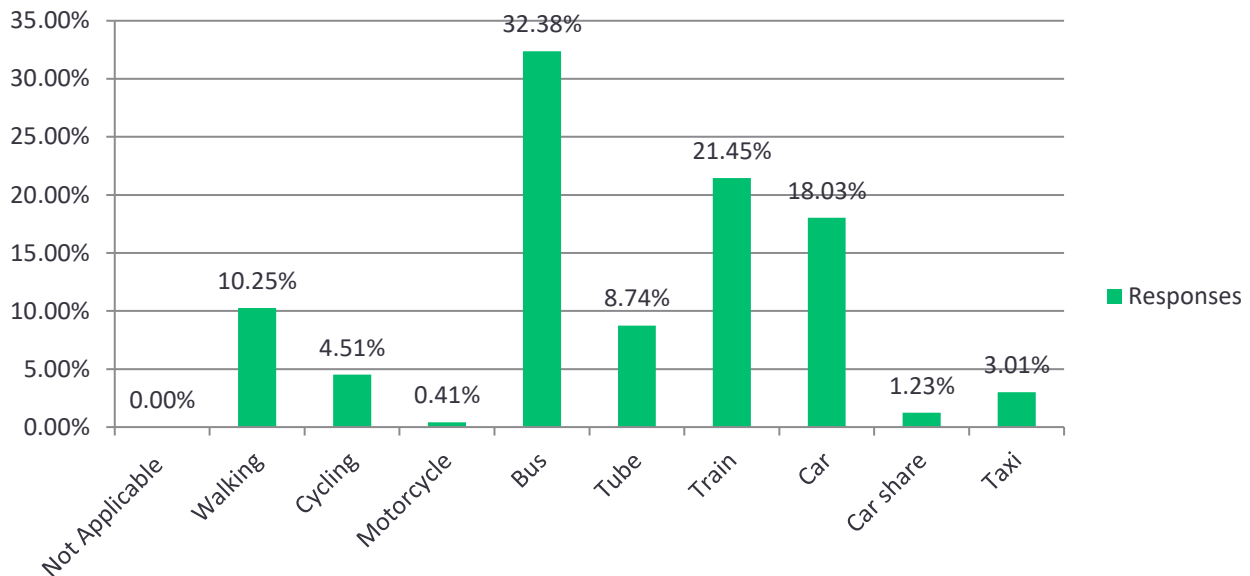
**Figure 5.5 What is your main reason for travelling by this mode?**



**Question 7: If your main mode of travel was unavailable, how would you travel to work?**

The question was completed by 732 respondents and the majority of people would take the bus if their main mode of transport was unavailable. Whilst this question cannot be attributed to a particular journey leg, with reference to the modal share for Leg 1, the response to this question indicates that the proportion of single occupancy car journeys would reduce from a 28% modal share to a 18% modal share, indicating that modal shift of 10% is achievable. A chart showing the response rate is provided within **Figure 5.6**.

**Figure 5.6 If your main mode of travel was unavailable, how would you travel to work?**



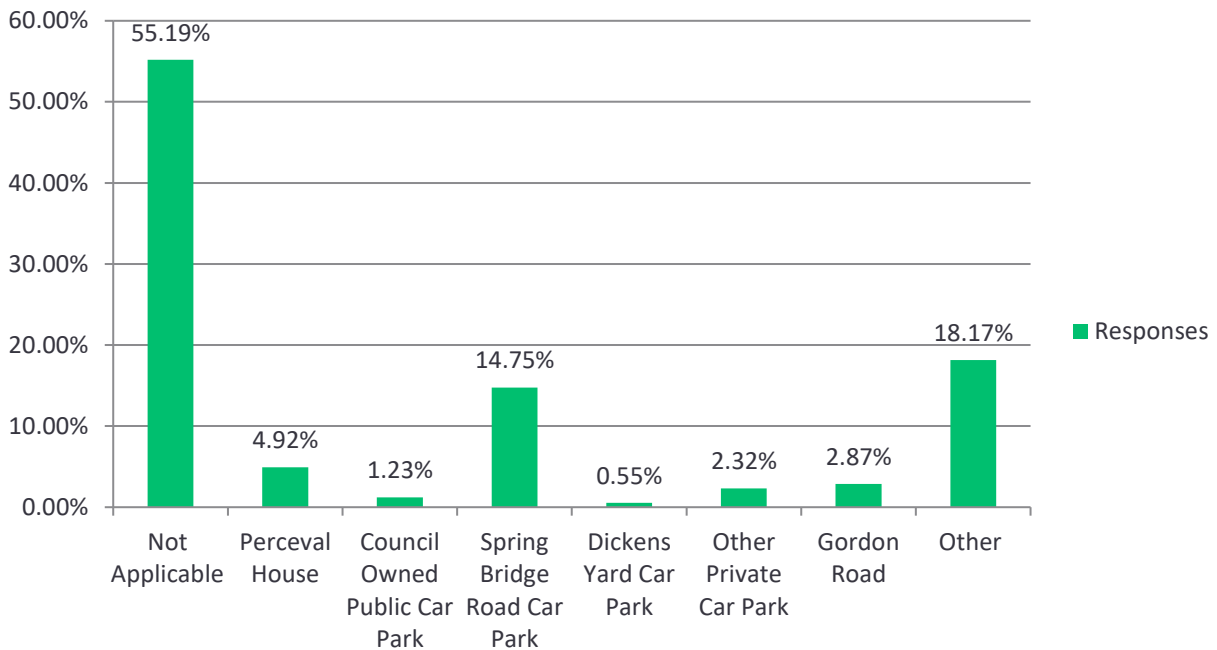
**Question 8: If you drive where do you normally park?**

The question was completed by 732 respondents, with 404 answering not applicable, resulting in car parking demand for 328 members of staff. Given the survey response rate of 40.5%, parking demand may be circa 820 (factored up by 2.5), which whilst robust, could be an overestimate. A chart showing the response rate is provided within **Figure 5.7**.

The survey indicates that majority of staff park in areas other than those listed in the question, followed by Spring Bridge Road Car Park.

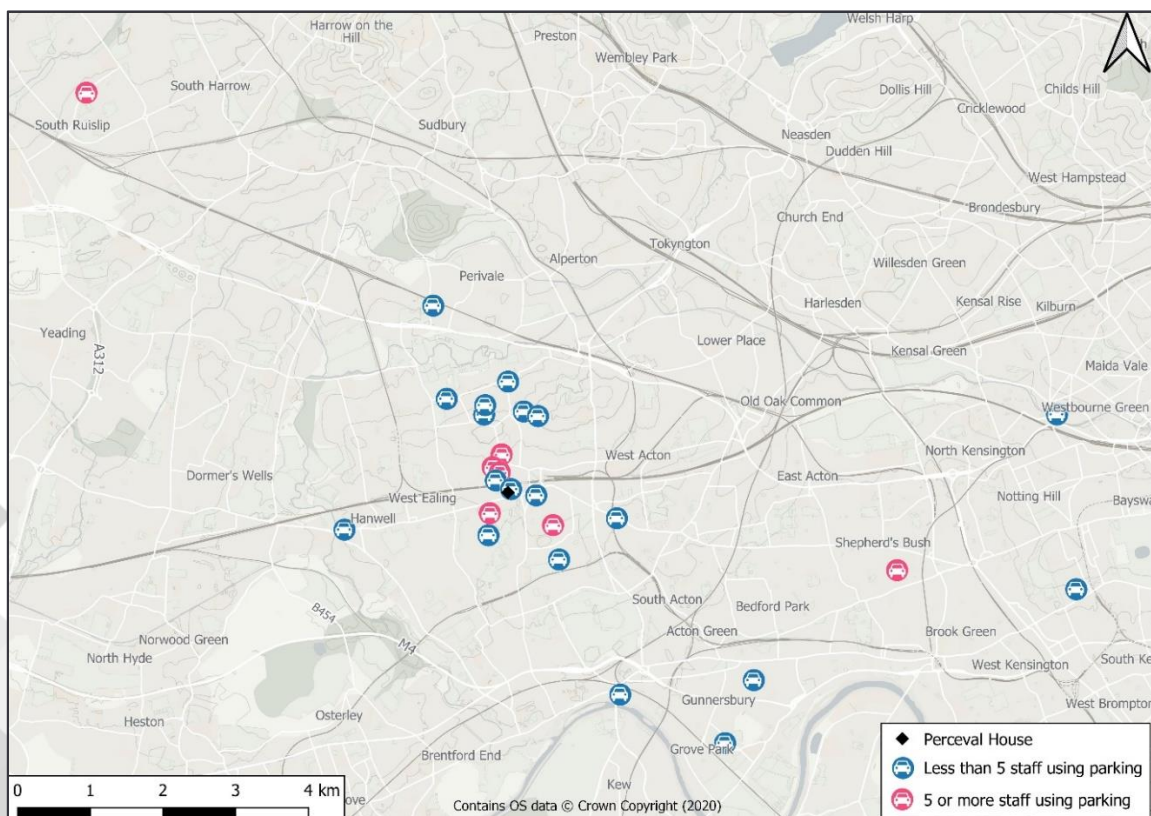
Those referencing ‘other’ locations included several nearby streets, though a significant proportion (25%) indicated that they park in various locations to avoid ‘Controlled Parking Zones’ and park for free.

**Figure 5.7 If you drive where do you normally park?**



A plan showing the locations of the car park listed under 'other' are displayed within **Figure 5.8**. The black symbol represents Perceval House, the red car symbols represent locations where 5 or more staff park and the blue car symbol represents less than 5 staff.

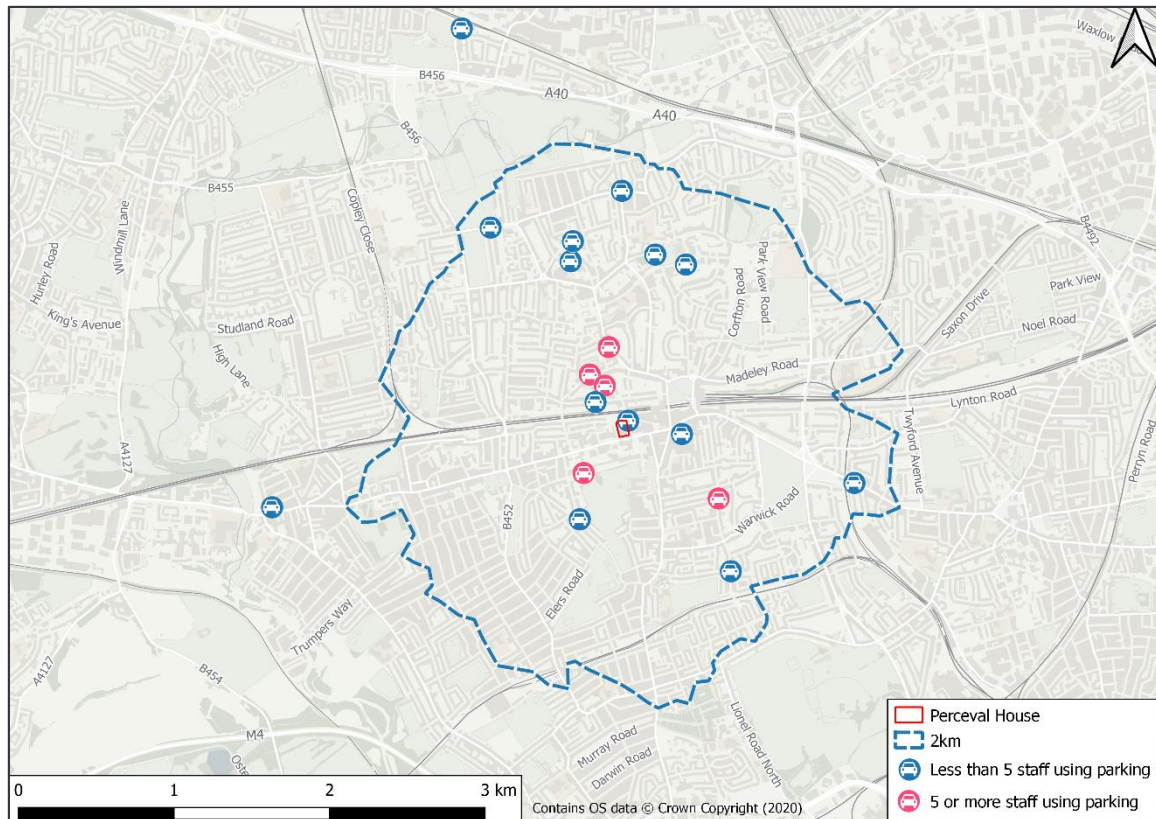
**Figure 5.8 Car Parking Locations**



As can be gauged from **Figure 5.8**, the majority of staff park within proximity to Perceval House, though St Stephens Avenue to the east, and Queens Walk to the north-west are contrary to this pattern.

**Figure 5.9** shows the area within the vicinity of Perceval House and includes a 2km isochrone, which encapsulates circa 65% of parking locations.

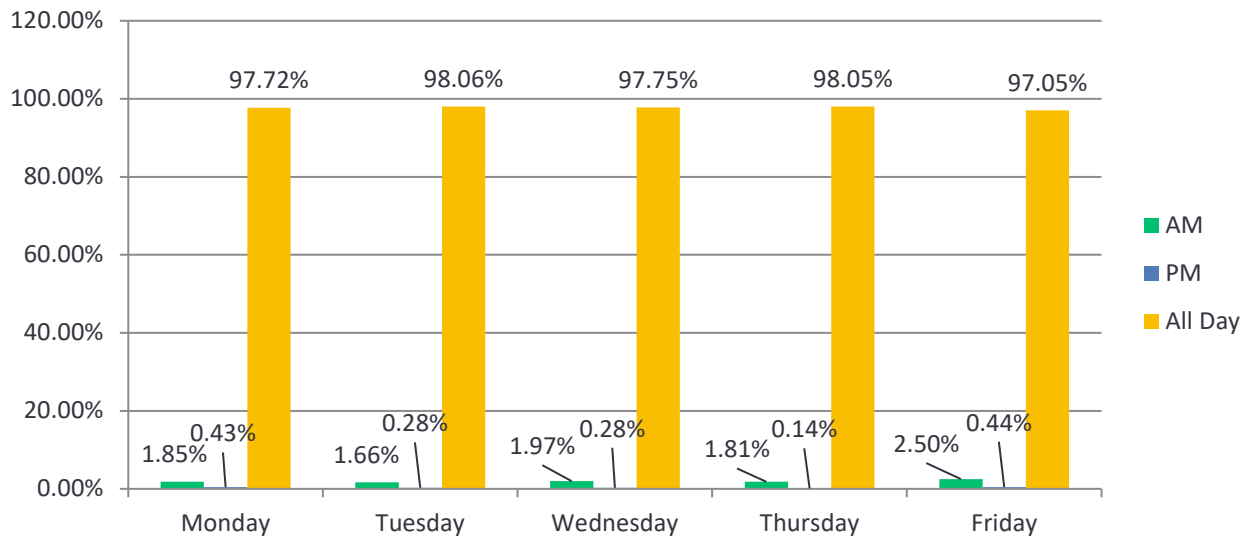
**Figure 5.9 Car Park Locations (2km Isochrone)**



**Question 9: What are your typical working hours?**

The question was completed by 732 respondents and the majority of people work full time. A chart showing the response rate is provided within **Figure 5.10**.

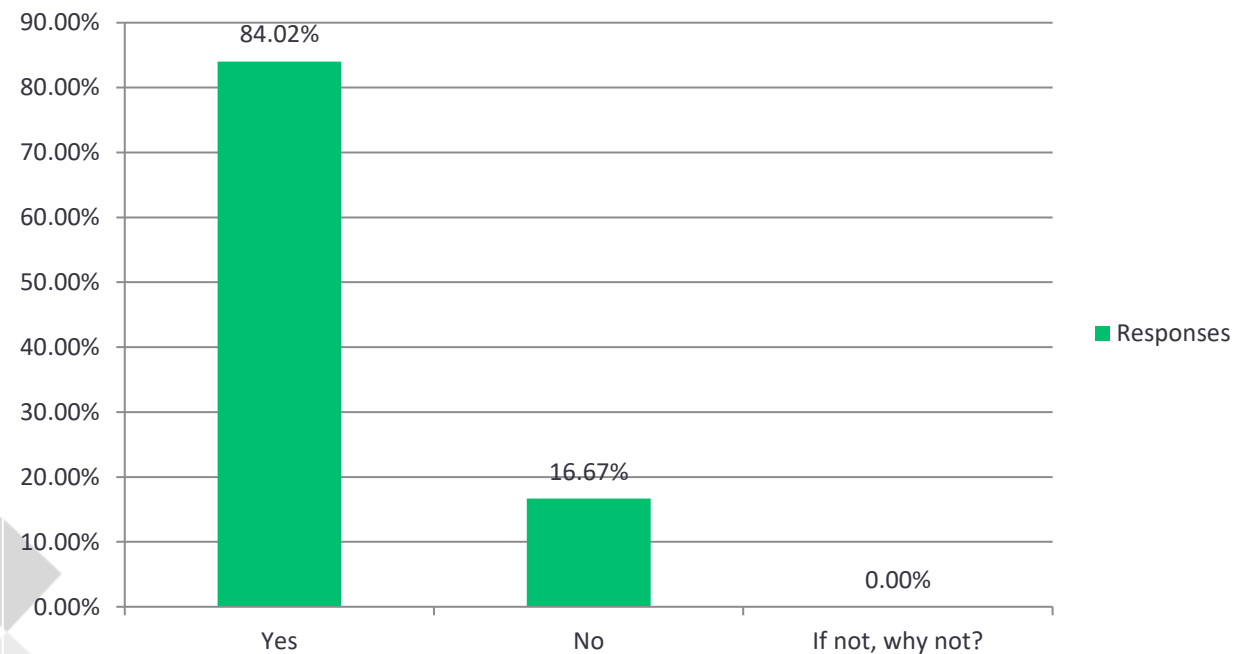
**Figure 5.10 What are your typical working hours?**



**Question 10: Does your role allow you to work from home?**

The question was completed by 732 respondents and the majority of people are able to work from home. A chart showing the response rate is provided within **Figure 5.11**.

**Figure 5.11 Does your role allow you to work from home?**

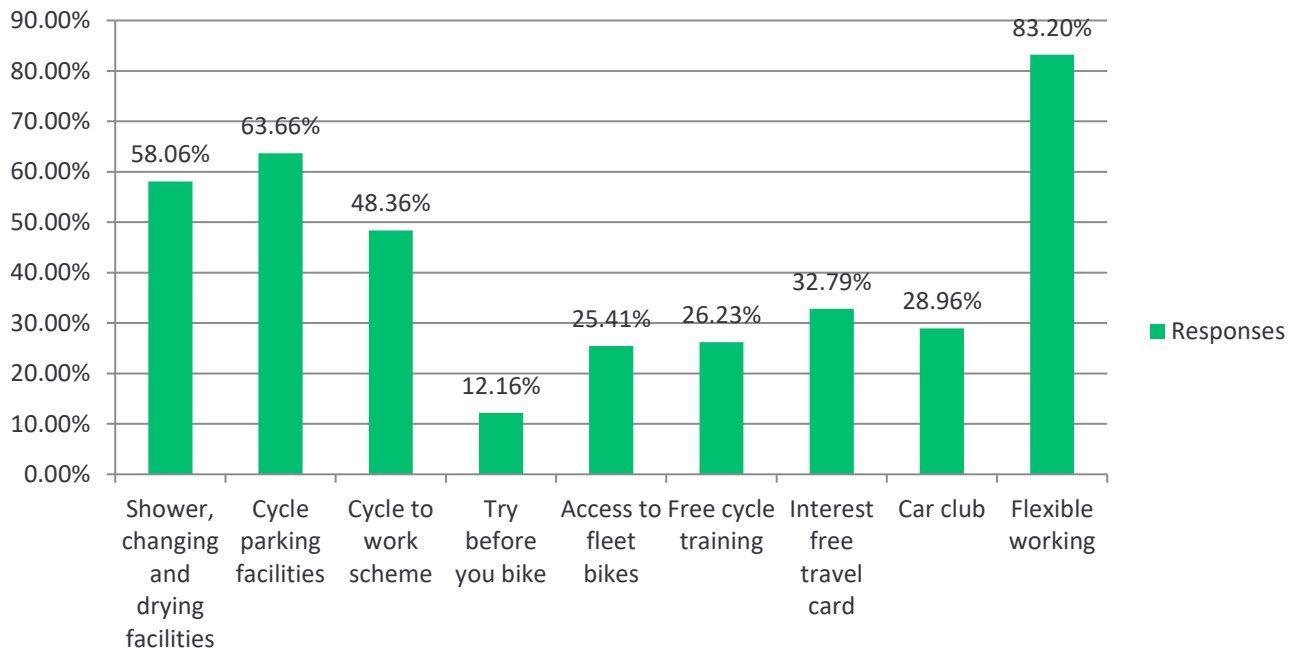


**Question 11: Which of the following measures are you aware of?**

The question was completed by 732 respondents and it is evident that over 50% of staff are aware of the available shower, changing and drying facilities, the cycle parking facilities and flexible working. There are however several Council led measures that are not widely known of, including ‘try before you bike’, ‘access

to fleet bikes’, ‘cycle training’, ‘interest free travel cards’ and the ‘car club’. A chart showing the response rate is provided within **Figure 5.12**.

**Figure 5.12 Which of the following measures are you aware of?**



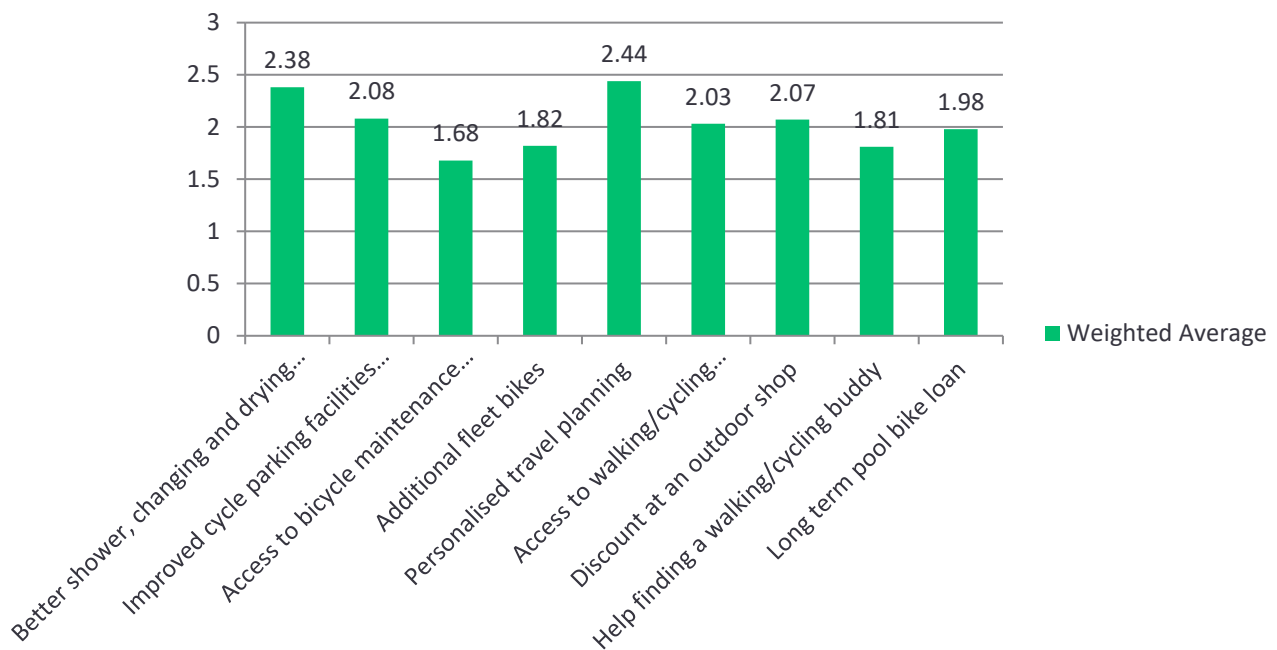
**Question 12: what more could the Council do to support you to commute and make business journeys by sustainable travel?**

The question was completed by 612 respondents. The question required staff to rank the suggested sustainable travel measures in order of importance to them, giving a 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> choice, these were analysed to give a weighted average score. The order of preference is given below, the first five measures gained an average score of 2.0 or more:

- Personalised Travel Planning
- Better shower, changing and drying facilities
- Improved cycle parking facilities (secure/sheltered)
- Discount at an outdoor shop
- Access to walking/cycling equipment i.e. pedometer, umbrellas, hi-visclothing
- Long term pool bike loan
- Additional fleet bikes
- Help finding a walking/cycling buddy
- Access to bicycle maintenance equipment i.e. pumps/puncture repair

A chart showing the responses is provided within **Figure 5.13**.

**Figure 5.13 what more could the Council do to support you to commute and make business journeys by sustainable travel?**



Respondents were given the option to specify another option in addition to the measures suggested, this option received 111 responses which equates to 18% of those who answered this question. Of the 111 'Other' responses received, the comments have been detailed below in order of popularity:

- More home working / flexible working / smart working
- Free or discounted parking either at Perceval House or close by in car parks or on street
- Discounted public transport tickets
- Safer cycle and walking routes
- Storage space for bags and kit
- Car sharing for those living close to one another
- TfL style travel alerts for disruptions
- Information on car clubs
- Staff buses with pick up points, similar to what Sky TV and TVU offer their staff
- Already travel sustainably

It is positive to note that the most popular response was to enable more home working, flexible working and smart working which can be linked to Question 10 where 84% of respondents feel that their role allows them to work from home.

It is also worth noting that Question 11 demonstrates that respondents are already aware of some of the measures already offered by Ealing Council and suggested by Question 12, mainly:

- Flexible working policies - 83% are aware of this initiative but it is the most popular option given by the 'Other' option of Question 12.

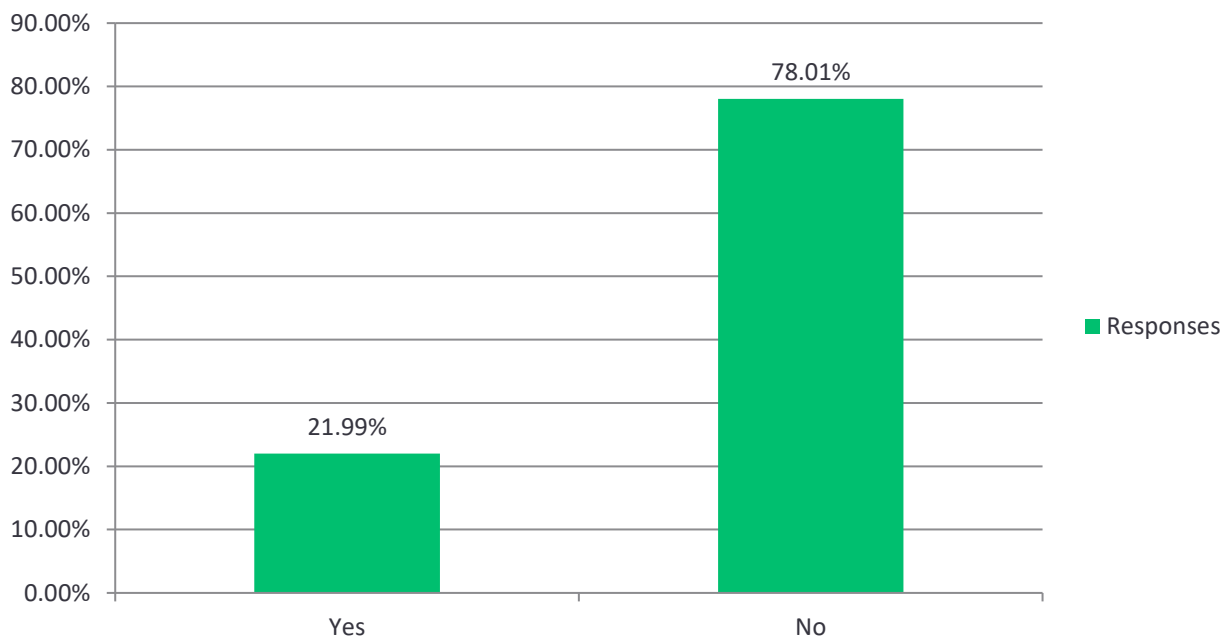


- Shower and changing facilities - 58% are aware of this initiative but Question 12 would suggest that staff are keen on improvements to the existing facilities.
- Interest free travelcard – 33% are aware of this initiative.

**Question 13: With regards to your job role, do you need a car to travel for work during the day?**

The question was completed by 732 respondents and the majority of people do not require a car for work purposes. A chart showing the response rate is provided within **Figure 5.14**.

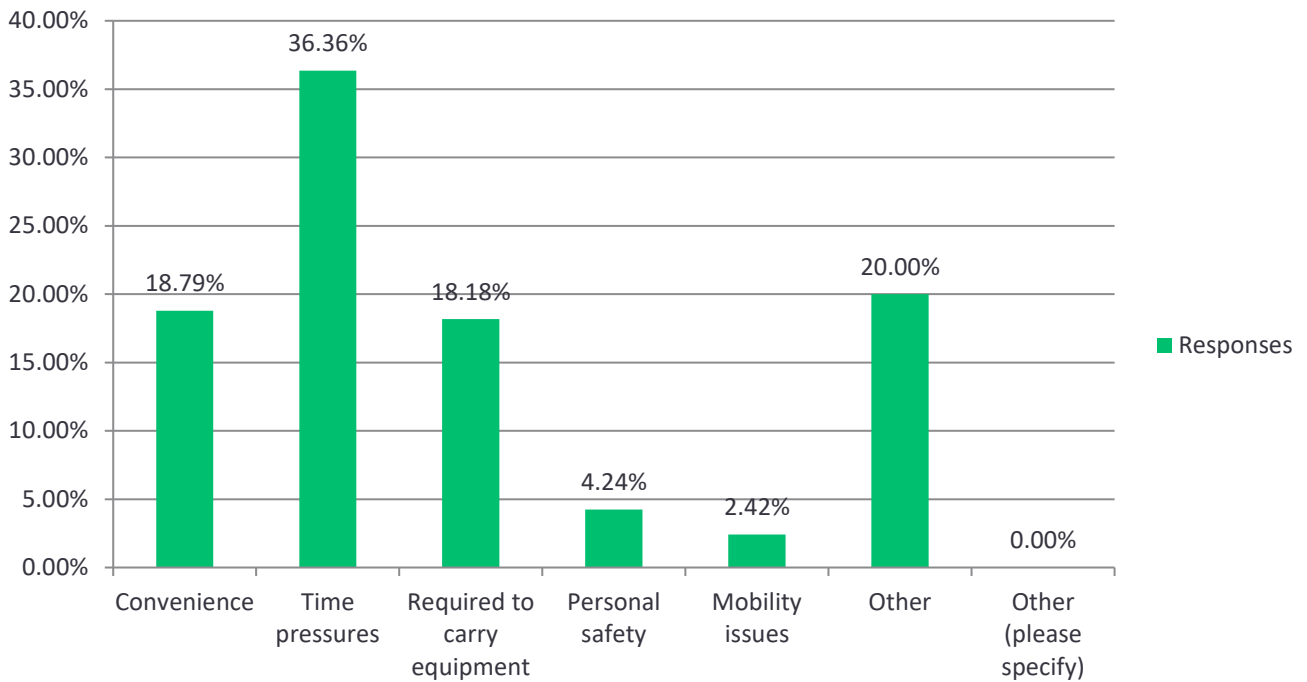
**Figure 5.14 Do you need a car to travel for work during the day**



**Question 14: What is your main reason for needing a car for work purposes?**

Of the respondents that do require a car for work purposes (153), the majority noted that ‘time pressures’ were the main reason, followed by ‘other’ (though none were specified), ‘convenience’ and ‘required to carry equipment’. A chart showing the response rate is provided within **Figure 5.15**.

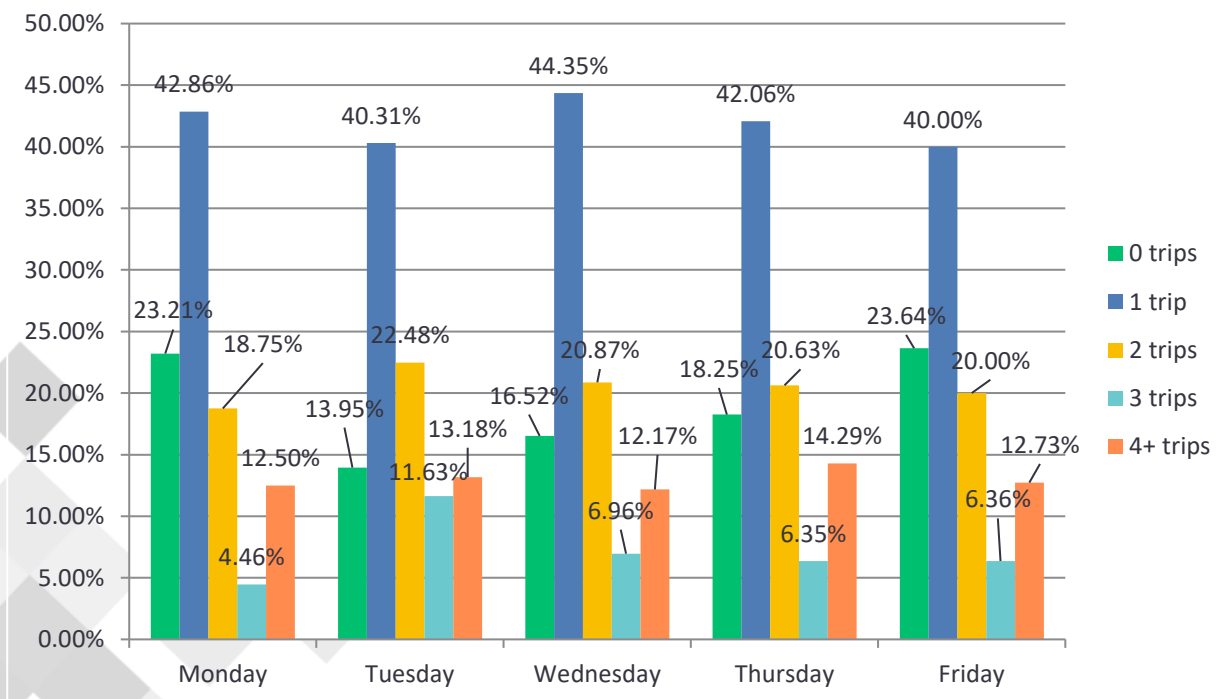
**Figure 5.15 What is your main reason for needing a car for work purposes?**



**Question 15: When and how often do you travel by car for business?**

In terms of work-based journeys, circa 40% of respondents (153) made at least 1 work journey a day, with less than 20% making more than 1 journey a day. A chart showing the response rate is provided within **Figure 5.16**.

**Figure 5.16 When and how often do you travel by car for business?**



### 5.3 Summary of Key Trends

The following key trends and outcomes have been identified from the staff survey data analysis:

- A significant number of respondents are already travelling by sustainable modes to Perceval House;
- Respondents stated that they would like to see an increase in the provision of cycle parking and shower and changing facilities and improvements to those already provided;
- Based on the demands for car parking it was derived that 37% of staff are travelling by single occupancy car and therefore, based on the WTP target detailed within **Section 2**, a shift of 17% to sustainable modes of travel is needed;
- The respondents were not aware of all of the sustainable travel measures already being offered by Ealing Council at Perceval House;
- The majority of respondents (84%) stated that their job role allows them to work from home; and
- The majority of respondents (78%) do not need a car to travel for business purposes during their working day.

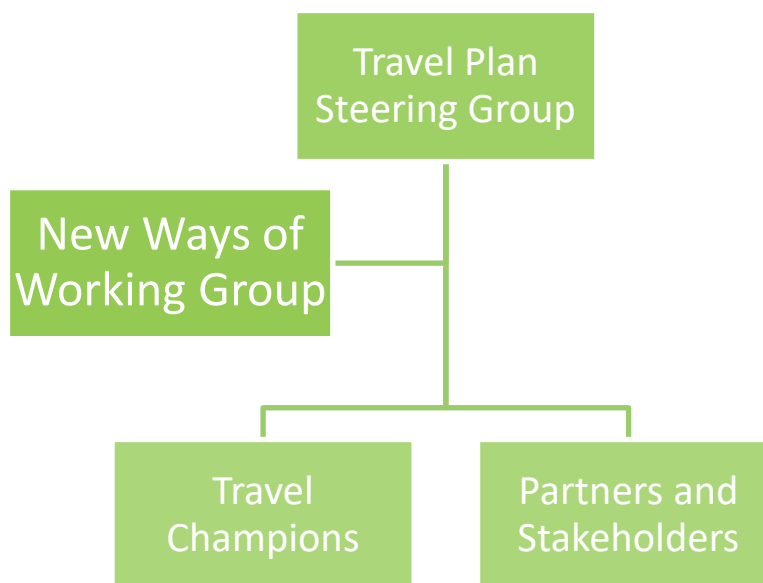
These key trends have been used to inform the development of the WTP measures in the following sections.

## 6. Travel Plan Management & Coordination

This section sets out the guidance for the management and coordination of the WTP for Ealing Council. All Travel Plans are dependent on senior management support and nominated individuals taking responsibility for implementation and being given time and resources for success to occur.

### 6.1 Managing the Travel Plan: Roles and Responsibilities

The London Borough of Ealing Travel Plan has the support of senior management and in addition, the Council have also appointed a 'New Ways of Working Manager'. The management structure of the WTP will be as follows:



#### Travel Plan Steering Group

The 'Travel Plan Steering Group' will be comprised of officers across the Council, who will work closely with the 'New Ways of Working Group' to administer the WTP and will therefore take on the joint role of Travel Plan Coordinator (TPC). The Travel Plan Steering Group is hereafter referred to as the TPC.

The TPC is responsible for administration and the day-to-day operation of the WTP and will be the first point of contact for staff travel queries. The TPC will work closely with the 'New Ways of Working Manager' to ensure a consistent approach is applied when influencing travel behaviour.

The TPC's responsibilities will include:

- Promoting and encouraging the use of travel modes other than the private car;
- Providing a point of contact for members of staff;
- The implementation of the WTP measures;
- Marketing of the measures, raising awareness, and maintaining the momentum of the WTP;
- Ensure that all relevant travel and WTP information is provided to new members of staff through the recruitment process;

- Ensuring that all information on display in public areas and presented within the Travel Guide and on the webpage is kept up to date;
- Offering personal travel planning to staff members, including the provision of ‘travel surgeries’;
- Organising and undertaking the annual travel surveys for the monitoring process of the WTP; and
- Monitoring modal shift patterns and reviewing the effectiveness of the WTP measures.

### **Travel Champions**

Members of the ‘New Ways of Working Group’ will form a network of ‘Travel Champions’ who will support the TPC. The Travel Champions will work closely with the TPC to help to raise awareness of the WTP and its objectives and localise the information for their team. The Champions would help to communicate and promote the WTP measures within their team and be an initial point of contact for staff with any queries.

The role of a Travel Champion would be limited in terms of time and resource as they would purely be disseminating the information already developed by the TPC.

### **Partners and stakeholders**

It is important that travel plans have the support of internal stakeholders, including staff and other site users who stand to benefit from and be affected by the plan. Stakeholders will be engaged by the TPC. Key Travel Plan stakeholders are:

- Staff
- Visitors
- Members of the public at Perceval House as customers
- Human resources department
- Finance department
- Marketing/web services department

## **6.2 Consultation**

The TPC will liaise with key stakeholder groups and organisations as required to ensure that the WTP evolves to best respond to the needs of the site users. This will be a continual process and will require regular discussion with a variety of groups to include neighbouring local authorities, public transport operators, staff travel champions, and other interest groups.

Members of staff will be encouraged to discuss any matters associated with the WTP as they arise. The TPC will continually promote the WTP to ensure that the aims and targets are achieved. The designated TPC will have access to sufficient resources to support the aims and objectives of the WTP

## 7. Marketing & Communications

### 7.1 Importance of Communication

A vital component of the WTP is to make those it affects aware of its existence and highlight their role in helping to achieve its objectives and outcomes. The success of the measures is often linked to the success of marketing and communication of the measures. It is therefore extremely important for the WTP to be effectively marketed and communicated to staff based at Perceval House in order to gain their support.

Marketing and awareness raising strategies form an important part of all travel plans. They cover both the involvement/ engagement of staff and awareness raising about travel options and the benefits of more sustainable or efficient travel.

The WTP will be marketed to all users of the Council, those being:

- Staff;
- Visitors;
- Suppliers; and
- The general public.

The following tools outline the primary means of communicating the WTP:

- TPC – to implement and manage the WTP measures and be the first point of contact for all users;
- Travel Plan Brand;
- Marketing Materials to raise awareness (a suite of materials to include a social media posts, email flyers, posters, newsletters);
- Sustainable Travel Guide and Travel Webpages;
- Personalised Travel Planning;
- Annual Update;
- Social Media;
- ‘Workplace Wellbeing’ campaign; and
- Sustainable Travel Events.

The recent staff travel survey asked respondents which of the existing travel plan measures they were aware of. Over 50% of staff said that they were aware of the available shower, changing and drying facilities, the cycle parking facilities and flexible working. However, there are several Council led measures that are not widely known of, including ‘try before you bike’, ‘access to fleet bikes’, ‘cycle training’, ‘interested free travel cards’ and the ‘car club’.

It is therefore clear that the Marketing Strategy is a crucial aspect of the revised WTP to ensure awareness of all WTP awareness is improved.

## 7.2 Marketing Strategy

The following measures will assist in the marketing and communication of the WTP:

### Sustainable Travel Guide / Webpages

Dedicated sustainable travel webpages are already provided on the Ealing Council intranet and internet sites targeted at both staff and visitors. These webpages will be updated to include an electronic downloadable Sustainable Travel Guide to ensure that information is provided on the WTP, the ethos behind it, and to make staff aware of the travel options that are available to them. The Travel Guide / webpages will act as a 'one stop shop' for travel information targeted at staff and visitors and would provide the facility for users to plan their own personal journey.

The Sustainable Travel Guide / webpages could include the following features:

- Details of the WTP and its purpose;
- Contact details and responsibilities of the TPC;
- Details of staff travel survey;
- Details of the TfL journey planner available at <https://tfl.gov.uk/plan-a-journey/>
- Details of local cycle parking;
- Public transport details including location of bus stops, tube/rail stations and associated services;
- Details of public transport ticketing;
- Details of the Council's cycle incentives including the 'Cycle to Work Scheme' and 'Try Before You Bike' scheme;
- Details of the local car clubs;
- Details of the Ealing Council flexible working policies;
- Calendar of key annual events (Bike Week, Walk to Work Week etc);
- Promotion of Smartphone apps for up to date/real-time public transport, walking and cycling information/maps etc;
- Details of relevant websites and resources such as Sustrans, Traveline and the Ealing Council travel information pages; and
- A guide for visitors to travel sustainably to Perceval House.

### Social Media

Aspects of the WTP can be promoted through the current social media platform already used by the Council; the Twitter account @EalingCouncil. This method of communication will be used to promote the WTP (as part of the Marketing Strategy) and raise awareness of promotional events i.e. bike to work week.

### Branding

The idea of branding the Ealing Council WTP will be explored to assist in the effective communication of the Plan. A brand identity could be developed by the TPC to assist the effective communication of the WTP. The marketing strategy for the WTP would then be based on the brand and would enable all travel and

transport related activities to sit within this and make them easily recognisable to staff at the Council. By having a brand identity staff could relate to the WTP and be more likely to partake in trying to achieve its targets.

### **Annual Update**

The WTP and its key measures will be promoted to Ealing Council staff within an annual update email. The annual update would cover the WTP aims and objectives plus the WTP measures and their benefits to staff.

### **Recruitment**

All potential new staff will be provided with information about travelling to Perceval House for their interview. The WTP information will then also be included within new staff induction packs and its importance emphasised during the induction process.

### **Travel Surgery**

Consideration will be given to holding regular 'travel surgery' drop-in sessions, whereby staff can come along and ask questions regarding their travel options. This would be organised by the TPC and communicated by the aforementioned communication methods.

### **Personalised Travel Planning**

A programme of Personalised Travel Planning (PTP) will be undertaken whereby all members of Ealing Councils staff will be offered travel advice on the sustainable travel options they could use for their journey to work.

As well as a more sustainable commute to work, PTP can also assist with social inclusion and health and wellbeing issues by making people aware of the transport links into the wider community plus the benefits of active travel. Evidence taken from previous PTP projects demonstrates that targeted transport information can play a role in encouraging people to reduce their single occupancy car use, but only in confluence with other supporting factors and measures

### **Smart Phone Apps**

The possibility to incorporate the WTP measures into an app will be explored; for example, an electronic version of the Sustainable Travel Guide could be added to the app providing users immediate access to journeys planners and live bus travel information.

In addition to this, the TPC will explore the potential to introduce an element of competition to the WTP to encourage more staff to travel sustainably. Some form of competition could be established between individuals or departments whereby travelling sustainably (walk, cycle, car share or use public transport) earn staff points, which could form a league table to engender friendly competition. This could be linked to a loyalty programme whereby reward points can be earned from leading brands in health and beauty, tools, kitchen and dining, technology and multimedia, leisure and sport and more. Such a programme, rewards sustainable travel habits and engenders competition to encourage more use of it.

The Strava GPS Cycling and Running App could be used to set up a 'Strava Group' where staff can log their walking or cycling activity and then share it with colleagues. Strava enables users to track running/walking and cycling with GPS, join challenges, share photos and follow friends.

Members of staff will also be made aware of numerous Smart Phone apps such as National Rail Enquiries, National Cycle Network, Walkit and MapMyRide. These apps can help plan/map out journeys via foot, cycle and public transport within the local area.



The Borough have downloaded the 'Slide' app on all work mobile phones, giving staff the chance to use the on-demand responsive transport option, in particular for site visits rather than drive.

### **Promotional Events**

Consider the implementation of a high profile 'Workplace Wellbeing' marketing campaign surrounding the use of active travel modes which would focus on the health benefits of active travel and pedestrian and cycle safety - including a series of personal safety sessions, bike tagging, provision of personal alarms and lights or high visibility vests.

The TPC will liaise with the senior management at the site to explore the potential to hold promotional events for staff, such as 'Bike Week', 'Walk to Work Week' and 'Environment Day'. The participating member of staff's success will be publicised to encourage them to continue with sustainable modes of transport.

### **Visitors**

The webpages for Ealing Council will provide up to date sustainable travel information targeted at visitors to Perceval House. Ways of getting to the offices via sustainable modes of transport will be included on any meeting email bookings or written correspondence.

## 8. Travel Plan Measures

### 8.1 Introduction

The core of a Travel Plan is a package of measures, which can be comprised of a mixture of different kinds of actions, incentives and infrastructural improvements. This Section of the WTP outlines the types of measures to be introduced in order to influence staff travel to/from Perceval House, both for commuting and in the course of business.

This Section includes the existing WTP measures developed through the 2009 Travel Plan and extends these to strengthen the sustainable transport offering to staff. A number of the additional measures have been derived from the results of the travel survey in terms of what staff would like to see to encourage them to travel by more sustainable modes.

The measures outlined are designed to be practical in terms of implementation and cost. As a 'living document' the measures presented here are suitable for review and further development throughout the life of the WTP subject to the results of the on-going monitoring regime.

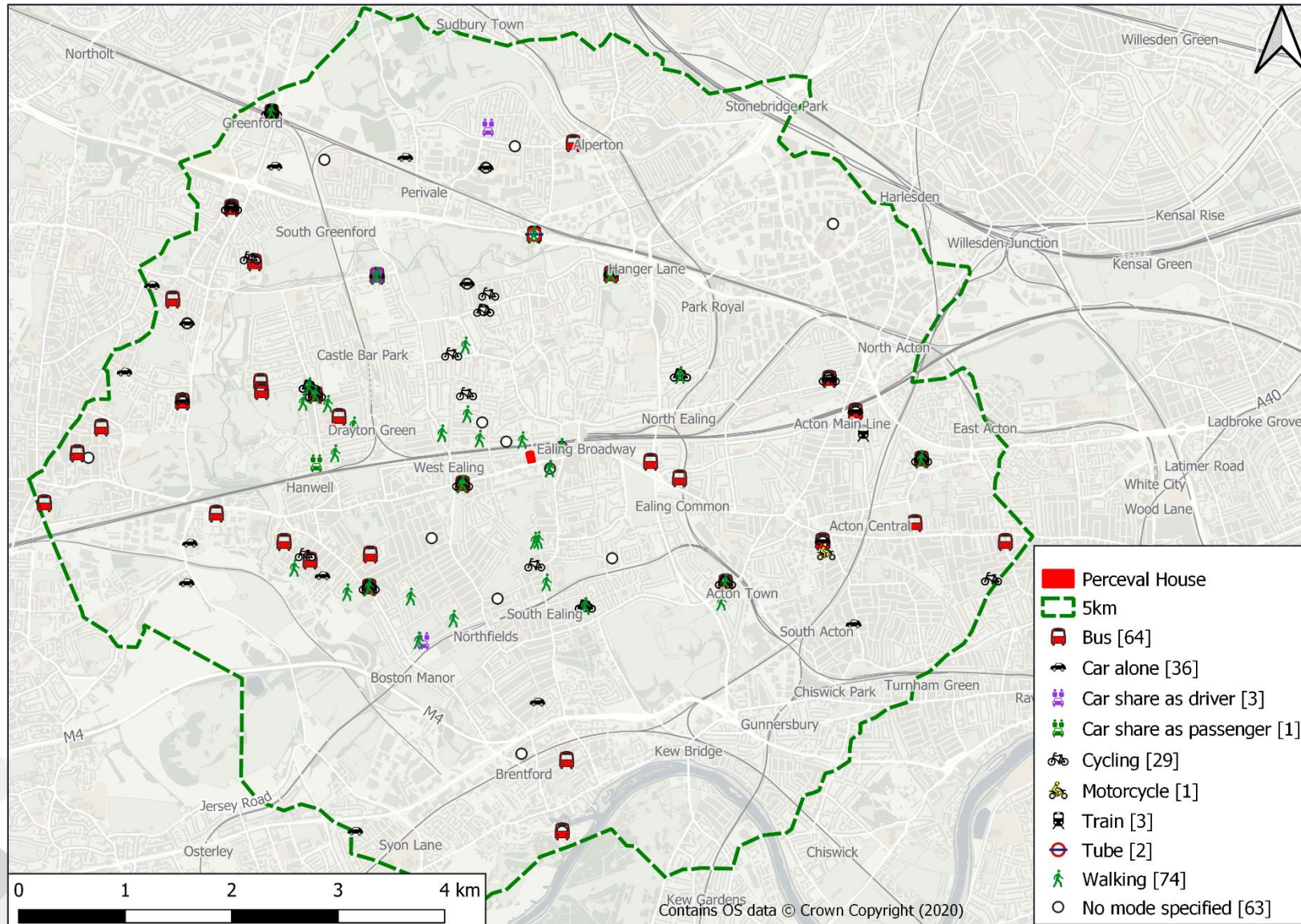
### 8.2 Encouraging active travel

Active travel is a means by which people can fit exercise into their busy lives and has been shown to have both physical and psychological benefits, including improved concentration upon arrival at their destination. The health benefits of cycling outweigh the risk of accidental death whilst cycling, by a ratio of 20:1. A Travel Plan can offer benefits through the role of active travel in helping to: prevent diabetes, reduce the risk of colon cancer, prevent high blood pressure, decrease the risk of Coronary Heart Disease, control body weight, and prevent osteoporosis.

Travel Plans can offer substantial health benefits to individuals who are motivated to complete more journeys on foot or by cycle. In turn, employers can benefit through increased productivity and reduced absence through illness.

The results of the staff travel survey indicate that 30% of respondents reside within 5km of Perceval House and therefore opportunities to walk and cycle to work are available. Based on the results of Question 5 of the Staff Travel Survey, **Figure 8.1** summarises staff origins and their mode of travel.

Figure 8.1 Staff Residing within 5km of Perceval House and their Mode of Travel



## Walking

Walking is the most sustainable method of travel, has several proven health benefits and is an important source of personal freedom. Walking is important for the vast majority of people, including those using public transport or without access to a car. It potentially has an important role to play in journeys to work, particularly for those living within two miles of their workplace. Walking is free and offers predictable journeys. Furthermore, it does not cause negative impacts in the same manner as vehicular travel (e.g. emissions, pollutants, severance etc).

The Borough will be encouraging, supporting and facilitating walking to Perceval House through the measures outlined below:

- There are 172 lockers available for those members of staff who travel by active modes.
- Perceval House has shower and changing facilities; there are a total of eight showers, three for men and five for women. There will be a programme of improvements of these facilities as part of the development proposals referenced within **Section 1**.
- The Sustainable Travel Guide and Webpages will raise awareness about the health, environmental and social benefits of walking.
- Encourage participation in promotional events such as 'Walk to Work Week' (more details can be found at [www.walktoworkweek.org.uk](http://www.walktoworkweek.org.uk)); during 'Walk to Work Week', staff will be offered a free walker's breakfast and offered prize incentives if they walk instead of drive.
- Encourage staff to download the 'Map My Walk' app which enables users to log the miles walked, routes taken, and calories burnt.

## Cycling

Cycling is inexpensive, offers reliable journey times and is environmentally friendly. Cycling is a form of active travel, which can offer a range of physical and psychological benefits to the individual. Within the workplace, encouragement of cycling can lead to a healthier, more productive work force.

The Borough will be encouraging, supporting and facilitating cycling to Perceval House through the measures outlined below:

- There are currently 72 bicycle parking spaces provided at Perceval House which are secure and sheltered. There is a programme of improvements to increase this to 230 spaces as a minimum.
- Perceval House has shower and changing facilities; there are a total of seven showers, three for men and three for women with an additional shared shower available. There will be a programme of improvements of these facilities as part of the development proposals referenced within **Section 1**.
- The Sustainable Travel Guide and Webpages will raise awareness about the health, environmental and social benefits of cycling.
- Offer a free quarterly Dr Bike service to staff based at Perceval House.
- During Bike Week staff will be offered discounted bike cleaning and a free biker's breakfast. Bike Week is an annual national event giving the opportunity to promote cycling and show that cycling can easily be a part of everyday life for many. The aim is to encourage people to try cycling during that week with the hope that they may start to use it as an everyday mode of travel – *'everyday cycling for everyone.'*

- Encourage the use of the dockless bike share schemes, 'Mobike' and 'Lime', which operate in Ealing and allow users to hire a bicycle (or an e-bike in the case of 'Lime') via an app where they can find their closest bike and scan a code to unlock it. Users then park the bike in any authorised parking area near their destination and manually lock the bike to end their ride.
- The Borough offer the government's Cycle to Work Scheme (Cycle Scheme) giving staff the option to purchase a bike and accessories up to the value of £2,000.
- Offer a 'Try Before You Bike' scheme, giving staff the chance to hire a bike paying a monthly fee until they either own the bike, or give the bike back.
- Staff can make a cycle mileage claim of 20p per mile when they use their bike for a business journey.
- Encouraging the use of websites such as [www.cyclestreets.net](http://www.cyclestreets.net) which allows the planning of cycle journeys and also gives an indication of calories burned and carbon savings for the journey.

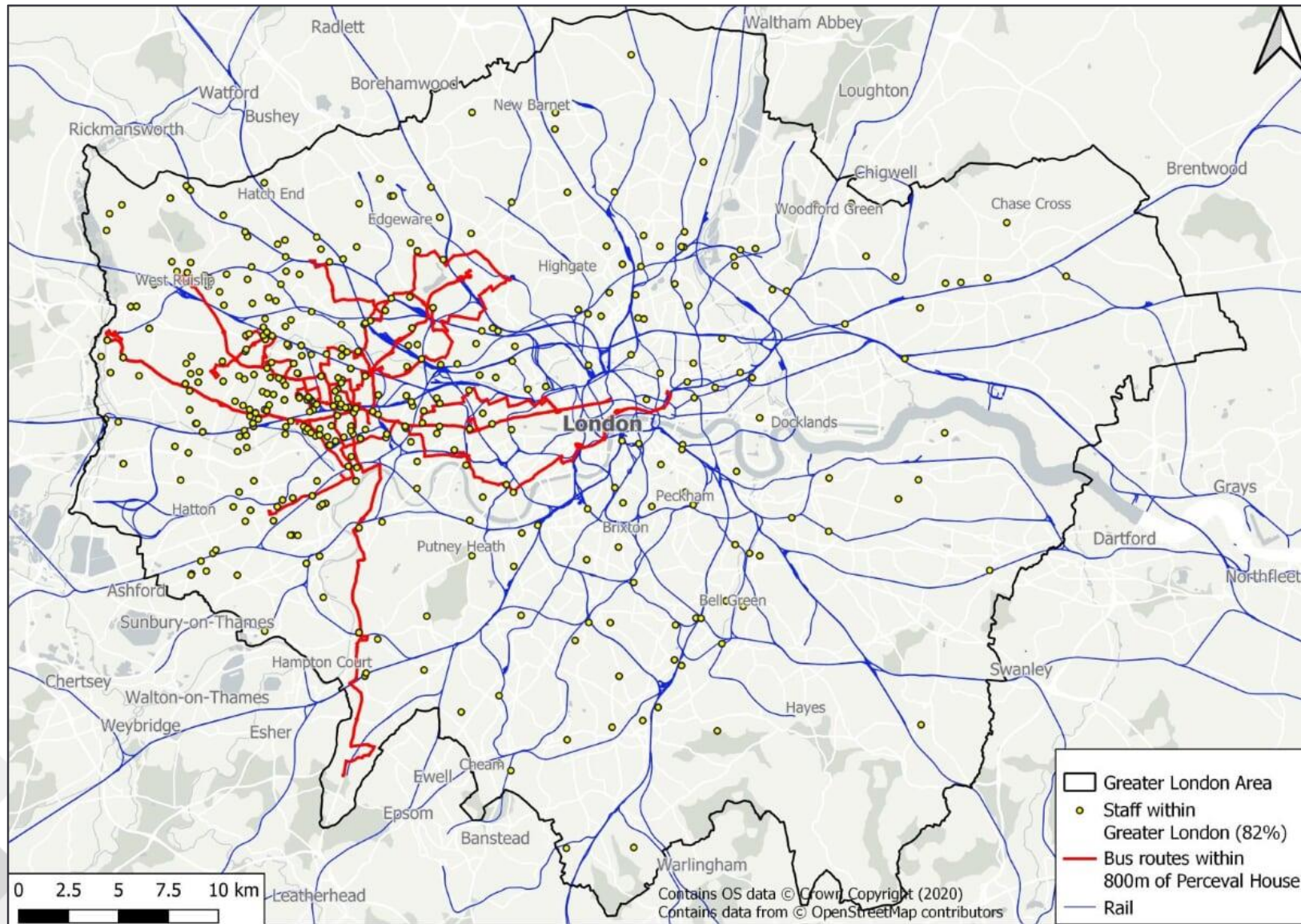
### 8.3 Increasing public transport access

Increased use of public transport is a fundamental aspect of the London Mayor's Strategy and is particularly important in London where there is the greatest level of provision in the country. The benefits of travelling by public transport can include:

- Eliminating the requirement to park;
- Expediting the journey with traffic free routes (where rail or bus priority exists); and
- Being able to relax, read or work (particularly for business travel during the day).

As demonstrated in **Section 4** of the WTP, the local area has a PTAL rating of 6a and as such Perceval House is served by excellent local bus services and provides access to high frequency rail services. The extent of network in relation to Perceval House is illustrated within **Figures 8.2**.

Figure 8.2 Bus and Rail Connections



The following measures will be implemented to promote and encourage the use of the bus and rail services as a feasible and attractive travel option for staff based at the site:

- The signposting of up-to-date public transport information including route maps, timetables, bus stop location and fare information, including season tickets, will be provided to all members of staff through the sustainable travel webpages.
- Personal journey planners will also be promoted to staff considering using public transport, including [www.tfl.gov.uk/plan-a-journey](http://www.tfl.gov.uk/plan-a-journey).
- Staff will be offered an interest free annual travelcard loan.

## 8.4 Increasing the use of Car Clubs

It is important that the WTP recognises that a certain degree of car use for both commuting and business travel will be unavoidable for various reasons. Therefore, to limit the impact of this, car use measures will be put in place to better manage such car use. Proposals for encouraging more efficient car use for commuting to the site are set out below.

### Car Clubs

Car clubs are a great way to have access to a car when you need one, but without the hassle and cost of owning one. Car clubs can reduce congestion, reduce parking pressure, reduce pollution and encourage other sustainable transport modes. Being a car club member means you have access to a fleet of cars across Ealing. Cars can be booked for as little as an hour and there are discounted rates, whole day hire or long-term hire. Cars can be booked and ready within 30 seconds of calling or making an internet booking.

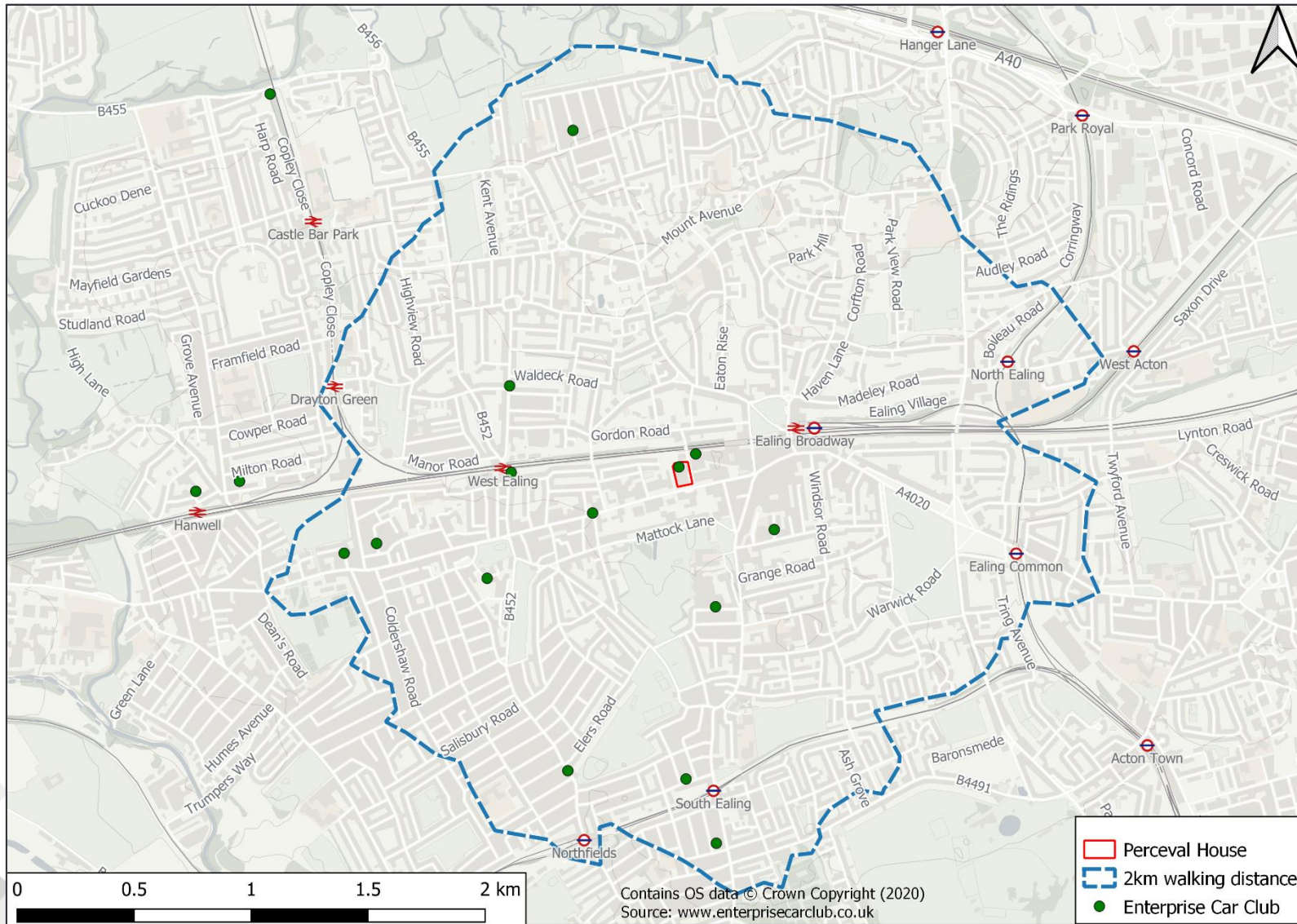
Car clubs are also popular for business and Ealing Council is a corporate member of the Enterprise Car Club.

There are three companies operating in Ealing:

- ZipCar
- Enterprise Car Club
- HertzOnDemand

There are 91 bays in the borough, including 5 at Perceval House, and there are plans to introduce new bays in areas that do not have any, including the local area of Southall. Enterprise Club Car offer the most convenient locations in relation to the site and the TPC will ensure all departments are members of the car club and promote car club to staff and line managers. Enterprise Car Club locations are illustrated within **Figure 8.3**.

Figure 8.3 Enterprise Car Club Locations





## 8.5 Reducing the need to travel

A good travel plan looks beyond opportunities for modal shift towards lower impact modes and incorporates a review of the overall operation of the organisation to identify means by which it is possible to improve efficiency and to reduce the need to travel overall, particularly by car. This section summarises the measures to be introduced to reduce the need to travel both to the site and also in the course of work.

The use of technology and alternative work patterns can mean that not all trips to work need to be undertaken during the peak periods. Whilst it is acknowledged that in some instances there is no substitute for face-to-face contact, the alternative use of technology can reduce the need to travel. The Borough adopts smarter working practices where possible. These include:

- Home-working – this involves putting measures in place to facilitate home working where appropriate and where working practices allow.
- Flexi-time – this involves staff having required core hours but have greater flexibility at either the start of the end of the working day. This enables employee commuter journeys to be adapted around public transport timetables, outside work commitments etc. and reduces the need for staff to travel during peak hours.
- Compressed working week – this differs from flexitime in that it allows staff to take, for example, one day off per week or fortnight if they work the required hours in advance.
- Remote working – this involves staff working either at home or at a satellite office, the frequency of which is likely to depend upon the type of work the employee does.
- Teleconferencing – this involves communicating with other people using video and/or audio-conferencing facilities, and this could reduce the need for business travel to other sites for meetings etc. If this is not appropriate for the business, then efforts should be made to have meetings at central locations that reduce the need for travelling long distances and offer opportunities for accessibility by non-car modes.

In terms of flexible working practices, the TPC will work closely with senior management to promote and raise awareness of the benefits of flexible working arrangements, which include:

- Provide flexibility and individual control to as many staff as possible;
- Improve work-life balance;
- Help to plan journeys by public transport by fitting the working day around timetable scheduling;
- Move towards more modern working practices;
- Assist in attracting and retaining staff; and
- Minimise congestion and pinch points on the local road network.

With this in mind, the recent staff travel survey asked respondents if their role allows them to work from home. The results highlighted that 84% of those who responded to the survey can work from home. The WTP will focus on encouraging and delivering this as a key measure to reducing the percentage of staff travelling to Perceval House.

## 8.6 Business travel

The Borough's business travel policy is written to ensure that the private car is used as a last resort for council business. This will reduce demand for car parking, help to reduce the impact of the council on congestion and air quality levels and make Ealing Council an exemplar in achieving policies set by the London Mayor's Transport Strategy.

The recent staff travel survey included questions relating to business travel:

**Question 13: With regards to your job role, do you need a car to travel for work during the day?**

*The question was completed by 732 respondents and the majority of people do not require car for work purposes.*

**Question 14: What is your main reason for needing a car for work purposes?**

*Of the respondents that do require a car for work purposes (153), the majority noted that 'time pressures' were the main reason, followed by 'other' (though none were specified), 'convenience' and 'required to carry equipment'.*

This data has been used to inform the following section which sets out measures by which the Borough will seek to reduce car use for business purposes and assist those who do need to use the car for business purposes to do so sustainably:

- Staff can make a cycle mileage claim of 20p per mile when they use their bike for a business journey;
- Offer all staff that regularly travel for business the opportunity to take up tuition on tele / video-conferencing facilities;
- Promote the Council's memberships of 'Mobike' and 'Lime' to encourage a greater level of uptake; and
- Promote the 'Slide' app on all work mobile phones, giving staff the chance to use the on-demand responsive transport option, in particular for site visits rather than drive.

In addition to these measures, Ealing Council is a member of Enterprise Car Club and currently staff have access to 5 cars. This could increase to 6 if demand warrants it and could be increased further if additional parking spaces were made available.

## 9. Monitoring & Review

### 9.1 Monitoring Progress

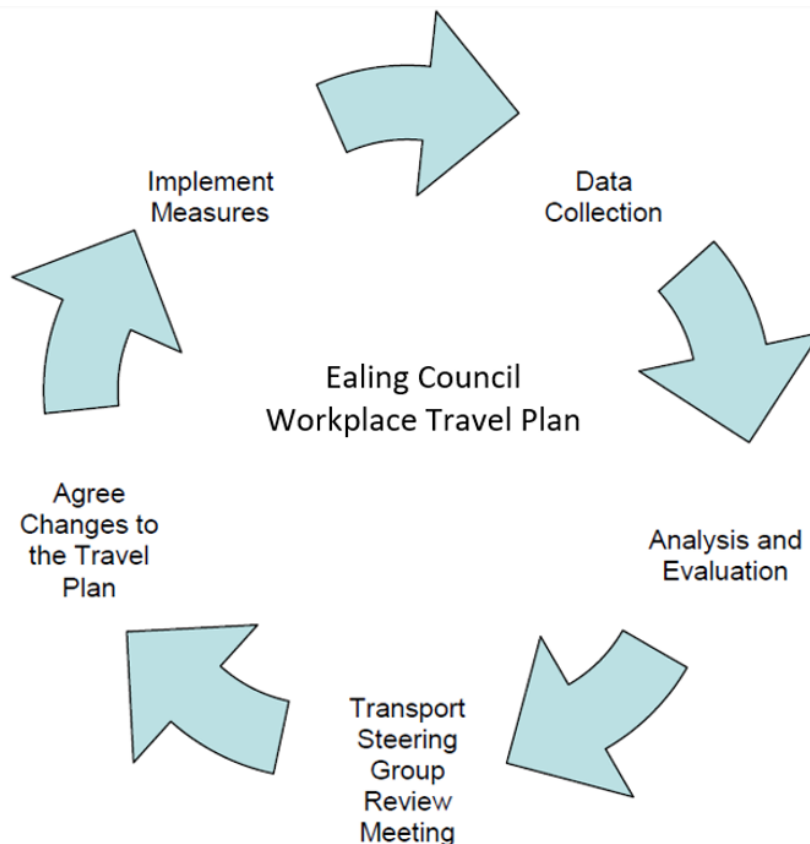
An integral part of the WTP strategy is the monitoring process, which seeks to capture data on travel habits and, importantly, overall modal split (proportion of staff that travel by each mode of transport). It also offers the opportunity for staff to feedback on any travel-related issues that might offer a focus for the WTP strategy moving forwards.

A Travel Plan is a living document which should have a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the organisation and those using the site. This document sets out proposals for monitoring and review of the WTP over the next 5 years but will adapt as the development of the new Council building progresses.

In line with TfL's i-TRACE monitoring procedures, the Borough will undertake continued delivery of an annual staff travel survey. This will follow the methodology adopted for the 2020 survey, enabling comparisons to be made over time. The surveys will be undertaken in January each year for the period of the 2020 - 2025 travel plan strategy.

The monitoring process will offer a greater understanding of the changing travel needs of staff, the success of the sustainable measures being implemented, and where travel planning efforts could be focussed in the future in order to meet the targets set.

A cyclical approach to managing the WTP is proposed and this is shown below:



## 9.2 Monitoring plan

The results of the annual travel surveys and of any review of the WTP measures will be reported to all relevant parties by the TPC.

**Table 9.1** summarises the monitoring plan, including the data collection activities which will be undertaken and when these will occur. This process will ensure that a focus and momentum for the WTP is maintained. Where clear progress towards the targets is being made, the TPC will continue to implement the measures detailed within the previous two sections.

**Table 9.1 Monitoring Plan**

Data Collection Exercise	Frequency	Responsibility
Staff Travel Survey (staff travel behaviour for commuting and business)	Annually	TPC
Site Audit (in-house facilities, external amenities and transport links)	Bi-annually	TPC
Monitor implementation of WTP measures	Bi-annually	TPC
Uptake of WTP Measures	Bi-annually	TPC
Use of Facilities (showers, lockers, cycle parking)	Bi-annually	TPC
Prepare and share Monitoring Report	Annually	TPC

The results of the monitoring for this WTP will be analysed and detailed within a Monitoring Report which will be prepared by the TPC.

The Monitoring Report would include the following:

- **Introduction and Background:** this section will provide information on the WTP, including a summary of its purpose, objectives and targets.
- **Results of the Surveys:** this section will detail the results of the staff travel surveys, provide analysis of the data received and the progress towards achieving the WTP targets.
- **Measures Undertaken:** this section will provide details of the measures and measures that have been implemented over the year, including take-up levels where appropriate.
- **Specific Measures:** from the WTP this section will provide specific details on how WTP measures have been implemented.
- **Problems and Issues:** this section will highlight any problems encountered during the implementation of the WTP and clarify any issues which remain unresolved and / or require additional attention.
- **Travel Plan Amendments:** this section will propose changes to the WTP where appropriate, based on the survey results and experience gained and provide justification for these changes.
- **Next Steps:** this will summarise the findings of the surveys and set out an implementation plan for the next 12 months.

## 10. Action Plan

An Action Plan as set out in **Table 10.1** has been developed for the site to show when the measures will be implemented, who will be responsible for their implementation, the frequency of their operation and guidance on potential cost implications, which have been categorised as ‘£ = No/Low Cost’, ‘££ = Some/Moderate Cost’ and ‘£££ = High Cost’. Costs consider both monetary and time implications.

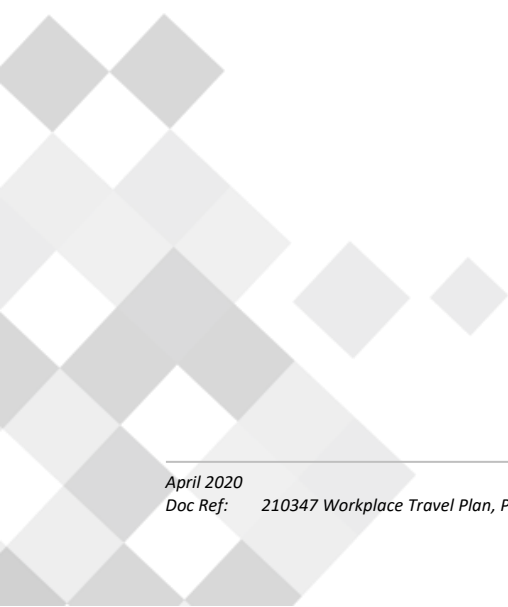
**Table 10.1 Workplace Travel Plan Action Plan**

Action	Objective	Responsibility	Frequency	Cost £, ££, £££
<b>Marketing and Communication</b>				
Appoint Travel Champions	To disseminate information and be a local point of contact.	TPC	Within 4 weeks	£
Establish Sustainable Travel Guide / Sustainable Travel webpages	To provide information to staff and raise awareness of sustainable travel options.	TPC / Web Services	Within 8 weeks of WTP sign off	££
Considering establishing a brand for the WTP	To encourage buy-in and a make the WTP measures recognisable to users.	TPC / Marketing / Communications	Within 4 weeks of WTP sign off – prior to the development of the Sustainable Travel Guide and webpages	££
Staff Briefings / Recruitment Information / Travel Surgery	To provide information to staff and raise awareness of sustainable travel options.	TPC / HR	Biannually	£
Annual Update	To maintain the momentum of the WTP.	TPC / Marketing / Communications	Annually	£
Personalised Travel Planning	To provide advice on the options available.	TPC	Within 8 weeks of WTP sign off then Quarterly (via email)	££
Promotional Events	To raise awareness and offer incentives / rewards.	TPC	Annually	££
Smart Phone Apps	To provide easy access to travel information and encourage competition.	TPC / Web Services	Within 12 weeks of WTP sign off	£
Visitors Advice	To encourage all users to travel sustainably.	TPC	Within 8 weeks of WTP sign off	£
<b>Encouraging Active Travel (Walking &amp; Cycling)</b>				
Improve and update facilities at Perceval House – cycle parking, shower and changing facilities and lockers	To provide facilities to enable staff to walk and cycle to and from work.	TPC	In line with Council plans.	£££
Promotion of cycling and walking through the dissemination of the Sustainable Travel Guide and webpages	To provide information to staff and raise awareness of sustainable travel options.	TPC / Marketing / Communications	Within 8 weeks of WTP sign off	£

Action	Objective	Responsibility	Frequency	Cost £, ££, £££
Organise walking and cycling events such as Walk to Work week	To raise awareness and offer rewards and incentives.	TPC	In line with the National events.	££
Provide Dr Bike services	To provide rewards and incentives for travelling by bicycle.	TPC	Quarterly	££
Offer the government's CycleScheme	To provide rewards and incentives for travelling by bicycle.	TPC / HR	Quarterly (via email)	£
Offer a 'Try Before You Bike' scheme	To encourage staff to try cycling for commuting and business travel.	TPC	Quarterly (via email)	££
Promote use of the Council's existing bicycle fleet	To provide staff with access to a bicycle without requiring purchase or hire.	HR – new starters TPC – general promotion	Quarterly	£
Promote Council's existing cycle training scheme	To provide staff with the skills and confidence required to actively use cycling as an alternative to non-sustainable modes.	HR/TPC	Quarterly	£
Promote the use of the Mobike and Lime bike share scheme	To encourage staff to try cycling for commuting and business travel.	TPC	Quarterly (via email)	£
Pay business cycle mileage	To encourage the use of bicycle for business travel and reduce the need for a car.	HR	Monthly	££
<b>Increasing Public Transport Use</b>				
Promotion of public transport through the dissemination of the Sustainable Travel Guide and webpages.	To provide information to staff and raise awareness of sustainable travel options.	TPC / Marketing / Communications	Within 8 weeks of WTP sign off	£
Promote personalised journey planners.	To provide advice on the options available.	TPC	Quarterly (via email)	£
Offer staff an interest free annual travelcard loan.	To provide rewards and incentives for travelling by public transport.	HR	Quarterly (via email)	£££
<b>Increasing Car Club Use</b>				
Promote the use of car clubs for commuting and business travel.	To encourage the use of car sharing and car clubs for commuting and business travel and reduce the need for a car	TPC	Quarterly (via email)	£
<b>Reducing the Need to Travel</b>				
Promote and encourage flexible working practices – use of technology, home-working and flexitime.	With a focus on homeworking	TPC / HR	Within 8 weeks of WTP sign off	£
Offer tuition for the use of smart working facilities.	To encourage smart working to reduce the need to travel.	TPC / Web Services	Quarterly	£
<b>Business Travel</b>				
Use of car clubs and pool bicycles for business travel.	To encourage the use of car clubs and bicycles for commuting and business travel and reduce the need for a car	TPC / Departments	Quarterly (via email)	££

Action	Objective	Responsibility	Frequency	Cost £ , ££, £££
Pay business cycle mileage	To encourage the use of bicycle for business travel and reduce the need for a car.	HR	Monthly	££
<b>Monitoring and Review</b>				
Undertake annual travel survey.	Measure success / performance of travel pal against 80% target.	TPC	Annually	£
Site Audit and review uptake of WTP measures.	To monitor facilities and uptake of WTP measures.	TPC	Bi-annually	£
Prepare and disseminate a Monitoring Report.	To measure the success of the WTP and make amendments where necessary.	TPC	Annually	£

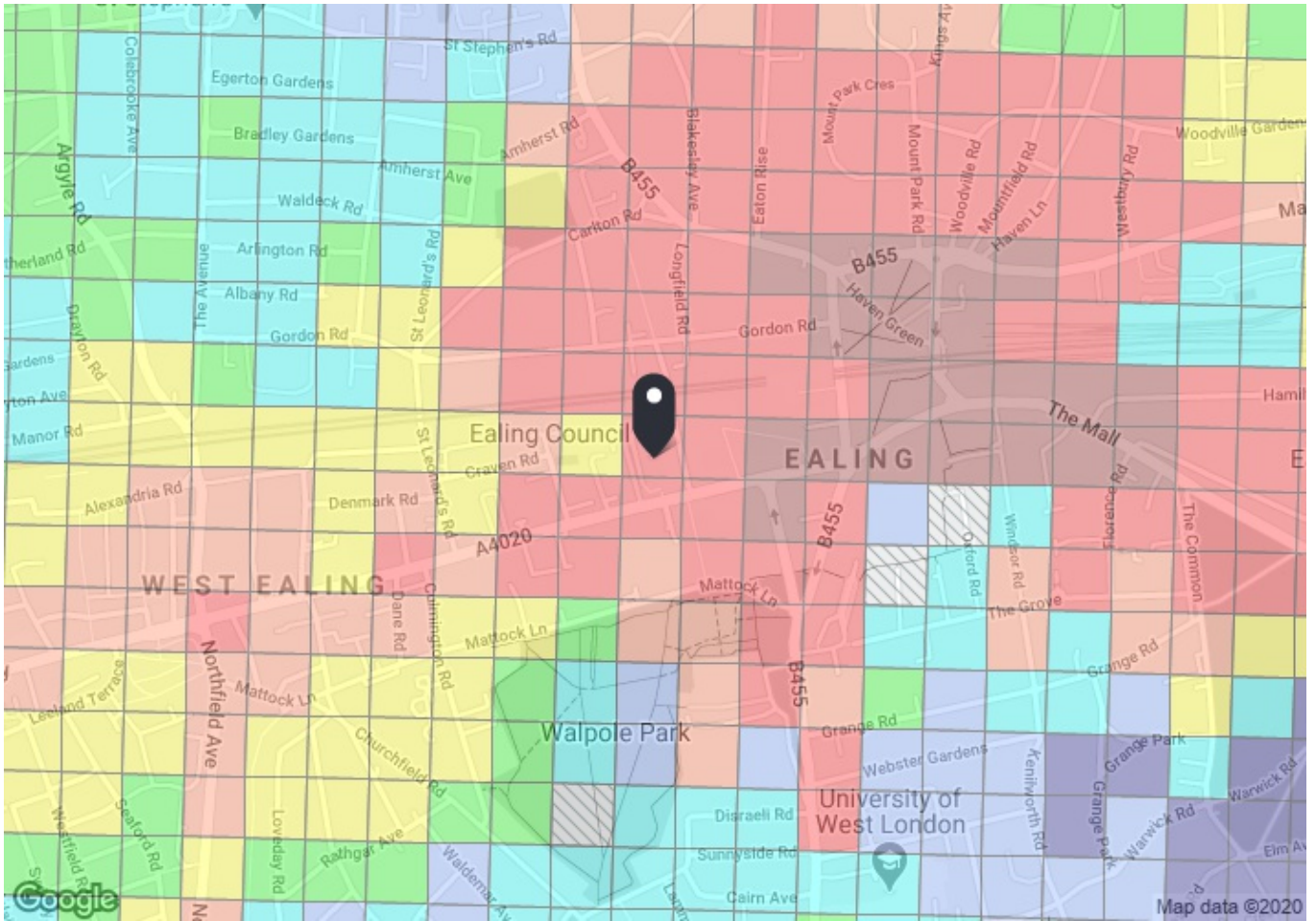
It will be the responsibility of the TPC to manage the Action Plan and ensure that the tasks are being undertaken. The Action Plan will then be reviewed annually and will contain an annual programme of measures designed to achieve the WTP targets.



# Appendix A

## PTAL Map





**PTAL output for Base Year 6a**

Perceval House  
14-16 Uxbridge Rd, Ealing, London W5 2HL UK  
Easting: 517450, Northing: 180719

Grid Cell: 81685

Report generated: 20/03/2020

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**Calculation Parameters**

Day of Week	M-F
Time Period	AM Peak
Walk Speed	4.8 kph
Bus Node Max. Walk Access Time (mins)	8
Bus Reliability Factor	2.0
LU Station Max. Walk Access Time (mins)	12
LU Reliability Factor	0.75
National Rail Station Max. Walk Access Time (mins)	12
National Rail Reliability Factor	0.75

**Map key - PTAL**

0 (Worst)	1a
1b	2
3	4
5	6a
6b (Best)	

**Map layers**

- PTAL (cell size: 100m)

Calculation data

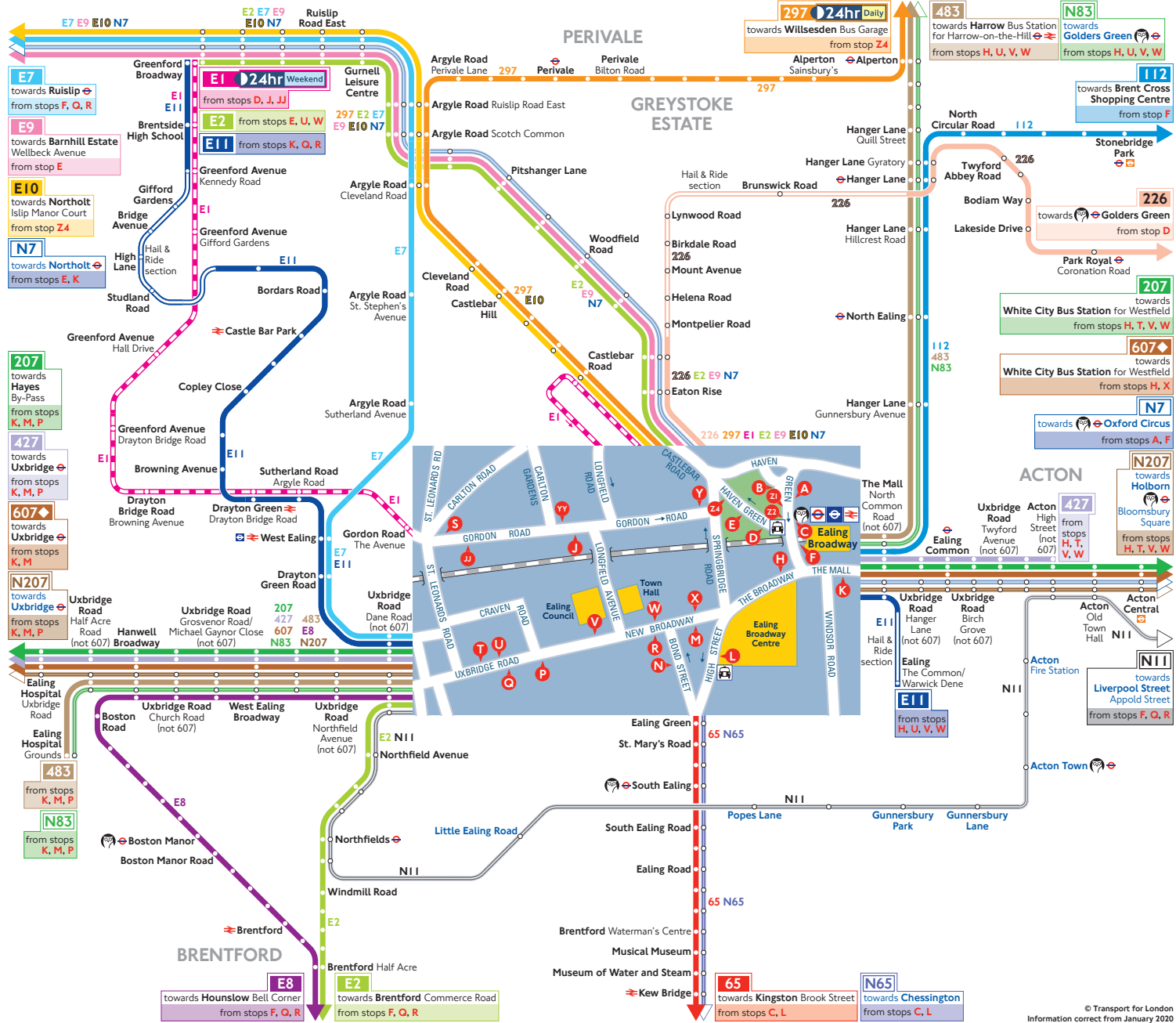
Mode	Stop	Route	Distance (metres)	Frequency(vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	EALING TOWN HALL	65	286.89	9	3.59	5.33	8.92	3.36	0.5	1.68
Bus	EALING LONGFIELD AVENUE	E11	196.31	3	2.45	12	14.45	2.08	0.5	1.04
Bus	EALING LONGFIELD AVENUE	E8	196.31	7.5	2.45	6	8.45	3.55	0.5	1.77
Bus	EALING LONGFIELD AVENUE	E2	196.31	8	2.45	5.75	8.2	3.66	0.5	1.83
Bus	EALING LONGFIELD AVENUE	E7	196.31	5	2.45	8	10.45	2.87	0.5	1.43
Bus	EALING LONGFIELD AVENUE	83	196.31	7.5	2.45	6	8.45	3.55	0.5	1.77
Bus	EALING LONGFIELD AVENUE	427	196.31	7.5	2.45	6	8.45	3.55	0.5	1.77
Bus	EALING LONGFIELD AVENUE	207	196.31	12	2.45	4.5	6.95	4.31	1	4.31
Bus	EALING LONGFIELD AVENUE	607	196.31	6	2.45	7	9.45	3.17	0.5	1.59
Bus	GORDON RD LONGFIELD ROAD	E1	224.93	7	2.81	6.29	9.1	3.3	0.5	1.65
Bus	CASTLEBAR RD EATON RISE	E9	570.97	5	7.14	8	15.14	1.98	0.5	0.99
Bus	CASTLEBAR RD EATON RISE	297	570.97	6	7.14	7	14.14	2.12	0.5	1.06
Bus	CASTLEBAR RD EATON RISE	E10	570.97	4	7.14	9.5	16.64	1.8	0.5	0.9
Bus	CASTLEBAR RD EATON RISE	226	570.97	5	7.14	8	15.14	1.98	0.5	0.99
Bus	HAVEN GREEN CASTLEBAR RD	112	554.7	5	6.93	8	14.93	2.01	0.5	1
Rail	Ealing Broadway	'PADTON-HTRWAPT 2T18'	747.35	2	9.34	15.75	25.09	1.2	1	1.2
Rail	Ealing Broadway	'HTRWAPT-PADTON 2Y14'	747.35	2	9.34	15.75	25.09	1.2	0.5	0.6
Rail	Ealing Broadway	'GFORD-PADTON 2G05'	747.35	2	9.34	15.75	25.09	1.2	0.5	0.6
Rail	Ealing Broadway	'PADTON-GFORD 2G08'	747.35	2	9.34	15.75	25.09	1.2	0.5	0.6
Rail	Ealing Broadway	'PADTON-OXFD 2N14'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'PADTON-OXFD 2N16'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'PADTON-OXFD 2N18'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'PADTON-OXFD 2N22'	747.35	0.67	9.34	45.53	54.87	0.55	0.5	0.27
Rail	Ealing Broadway	'PADTON-OXFD 2N24'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'RDNGSTN-PADTON 2P09'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'OXFD-PADTON 2P11'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'RDNGSTN-PADTON 2P12'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'RDNGSTN-PADTON 2P14'	747.35	1.33	9.34	23.31	32.65	0.92	0.5	0.46
Rail	Ealing Broadway	'RDNGSTN-PADTON 2P17'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'OXFD-PADTON 2P18'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'BNBR-PADTON 2P20'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'SLOUGH-PADTON 2P25'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'SLOUGH-PADTON 2P32'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'PADTON-RDNGSTN 2R13'	747.35	1.67	9.34	18.71	28.06	1.07	0.5	0.53
Rail	Ealing Broadway	'PADTON-RDNGSTN 2R19'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
Rail	Ealing Broadway	'PADTON-TWYFORD 2R21'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
LUL	Ealing Broadway	'Ealing-Epping'	747.35	3	9.34	10.75	20.09	1.49	0.5	0.75
LUL	Ealing Broadway	'Ealing-Loughton'	747.35	1	9.34	30.75	40.09	0.75	0.5	0.37
LUL	Ealing Broadway	'Ealing-NewburyPark'	747.35	0.67	9.34	45.53	54.87	0.55	0.5	0.27
LUL	Ealing Broadway	'Hainault-Ealing'	747.35	5.33	9.34	6.38	15.72	1.91	1	1.91
LUL	Ealing Broadway	'GrangeHill-WD-Eal'	747.35	1	9.34	30.75	40.09	0.75	0.5	0.37
LUL	Ealing Broadway	'Upminster-EalingBwy'	747.35	5	9.34	6.75	16.09	1.86	0.5	0.93
LUL	Ealing Broadway	'EalingBwy-TowerHill'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15
LUL	Ealing Broadway	'EalingBwy-Barking'	747.35	1.33	9.34	23.31	32.65	0.92	0.5	0.46
LUL	Ealing Broadway	'DagEast-EalingBwy'	747.35	0.67	9.34	45.53	54.87	0.55	0.5	0.27
LUL	Ealing Broadway	'EalingBwy-HighStrKen'	747.35	0.33	9.34	91.66	101	0.3	0.5	0.15

Total Grid Cell AI: 35.79

# Appendix B

## Local Bus Map

# Buses from Ealing Broadway



## How to use this map

- Find your destination on the map
- See the coloured lines on the map for the bus routes that go to your destination
- Check the map (at the end of each coloured line) for the bus stops to catch your bus from
- Use the central map to find the nearest bus stop for your route
- Look for the bus stop letters at the top of the stop (see example for stop A to the right)



## Key

- Connections with London Underground
- Connections with London Overground
- Connections with TFL Rail
- Connections with National Rail
- Connections with DLR
- Connections with river boats
- Taxi rank
- Operates daily with 24-hour service Friday and Saturday nights
- Tube station with 24-hour service Friday and Saturday nights
- Limited stop
- Shopping hours only

## Ways to pay

- Use contactless (card or device). It's the same fare as Oyster pay as you go and you don't need to top up
- Download the free TfL app to top up or buy a ticket anytime, anywhere, or visit [tfl.gov.uk/oyster](http://tfl.gov.uk/oyster). Alternatively, find your nearest Oyster Ticket Stop at [tfl.gov.uk/ticketstopfinder](http://tfl.gov.uk/ticketstopfinder) or visit your nearest TfL station
- The Hopper fare offers you unlimited pay as you go Bus and Tram journeys within one hour for £1.50. Always use the same card or device to touch in.
- If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey you may be liable for a penalty fare or prosecuted.