



# TRAVEL IN EALING CHARTER







## FOREWORD

We are determined to shape Ealing for the better and tackle the big challenges we know we face in the years ahead, like the climate emergency and the growing inequalities that hold too many people back from leading happy and healthy lives.

We're committed to being open, transparent, and inclusive in doing so. But we know that we haven't always got this right, and we are being honest with you about our mistakes.

We've listened and learned, and are committed to improving how we engage with local people, including on transport and active travel projects.

We've worked with hundreds of residents and stakeholders from across the Borough to produce this Travel in Ealing Charter, and to reset our relationship so we can move forward together.

It starts with a simple principle, that we want to work with residents to identify the problems that need fixing, and come up with solutions together.

This is already happening across our seven towns. From Let's Go Southall to Visions for Northolt, we are trialling new, innovative ways to involve residents through the life of a project and beyond.

This Travel in Ealing Charter sets out how we can take this even further, by committing to a new approach to engagement on transport schemes going forward.

It's not about any specific transport proposals themselves, but rather about how the Council will go about engaging with local people, businesses and others when we

bring transport schemes and other initiatives forward in due course.

We're determined to ensure that the decision-making processes for future transport proposals enable participation by as many people as possible from all ages, backgrounds and circumstances.

This is because we also know that schemes will be all the better with local input. When they command the support of residents, everyone has had the opportunity to shape and influence decisions, and we've all made the necessary compromises we need to make to live in sustainable and cohesive communities.

It also means ensuring that we've done absolutely everything possible to give the transport projects we do deliver the best chance of success. Where the benefits as well as the risks are understood, the goals of any project can be easily understood, and we can demonstrate clearly if they've worked or if they've failed.

We remain committed now, as we always have been, to supporting residents to choose cleaner, sustainable, and active ways to travel. But we need to work with local people to solve real world problems where they live.



**Councillor Peter Mason**  
Leader – Ealing Council



**Councillor Deirdre Costigan**  
Deputy leader and cabinet member for climate action



**Councillor Josh Blacker**  
Cabinet member for healthy lives



# TRAVEL IN EALING

As routine or dull as it might seem,  
how we travel is incredibly important.

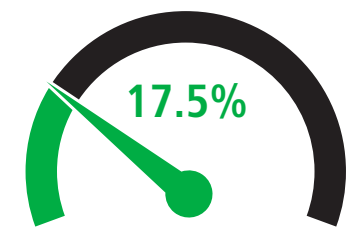
Almost all of us travel every day, for a wide range of purposes, to a huge variety of places, for different distances, and at different times. Some of us have more travel options than others, and it's easy to think that the choices we make (or have to make) only affect us.

But that's not the case. How we travel affects others, too. For example, the more we use cars, the more congestion, air pollution, carbon emissions and road danger there is; and the less exercise we get. The negative effects of our current travel patterns are increasingly well understood, especially in relation to our health.

Despite all the headlines about electric vehicles and other technological opportunities, it's clear that what's needed most to reduce the negative effects of travel is for as many of us as possible to change how we get around.

We recognise that, because travel is so much part of our everyday lives, changing how we do so can be hard to contemplate, let alone achieve. That said, whether it's about **congestion, pollution, road danger, carbon emissions, inactive lifestyles or social isolation**, no-one thinks the transport status quo is acceptable, and doing nothing is obviously not an option. **Recognising this, Ealing Council unanimously declared a Climate Emergency in 2019.**

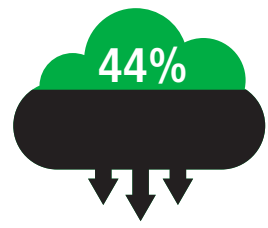
The good news is that, while changing how we travel is necessary, it's also achievable.



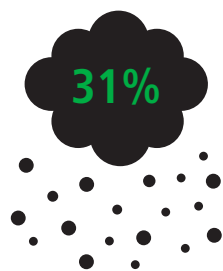
the increase in total road traffic mileage in Ealing from 2012 to 2019  
(the 2019 figure being the highest on record)



the proportion of all UK greenhouse gas emissions attributed to road transport in 2019  
(more than any other sector)



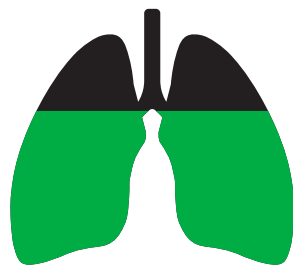
the proportion of all London Nitrogen Oxides (NOx) emissions attributed to road transport in 2019  
(by far the largest emitting sector)



the proportion of all London small particulate matter (PM<sup>2.5</sup>) emissions attributed to road transport in 2019  
(by far the largest emitting sector)



the number of annual premature deaths in London attributed to poor air quality  
(NOx and small particulate matter)



Smaller lung volume - the effect of greater exposure by children to air pollution  
(NOx and particulate matter)



## THE COUNCIL PLAN FOR 22/23 SETS OUT THE FOLLOWING COMMITMENTS:

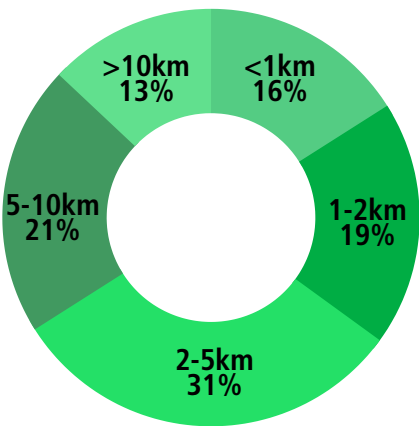
- + investing £35m in improving our roads, tracks and pavements, and continuing to implement controlled parking zones;
- + investing at least £10m to increase cycling, walking, running, and scooting and reduce polluting vehicles through active travel scheme and School Streets;
- + enhancing our high streets and enabling our seven towns to have everything they need for residents within a 20-minute walk;
- + investing £100m in the next four years to enable people to live healthy, active and independent lives from day one;
- + rapidly expanding the number of bike hangers and electric vehicle charging points;
- + campaigning to win the powers we need to enforce 20mph speed limits and ramp up fines for idling vehicles;
- + delivering our 'Shaping Ealing' Local Plan to give residents and businesses confidence that our borough can change for the better in the coming decades;
- + making our streets and open spaces beautiful and resilient; and
- + putting good design and heritage at the heart of how we enhance our borough.

Road transport accounts for over a quarter of the borough's carbon emissions, with car travel being the main contributor. But huge numbers of the car trips that start in Ealing are short enough to be walked or cycled. Of these 216,000 daily car trips\*, around 35,000 could be walked in under 15 minutes and around 145,000 could be cycled in under 20 minutes at a gentle pace. Ealing is also well served by buses, tubes and trains; and the Elizabeth Line has made public transport an even better alternative to driving, especially for longer trips

All in all, there's huge potential for positive change, and we're determined to do all we can to make walking and cycling easier, more convenient and safer for all – including as a means of getting to and from bus stops and tube/rail stations.

This isn't just about making things better for those who already travel on foot or by cycle, it's about making 'active travel' an attractive choice for people who currently don't think it is. Bearing in mind that people in 40% of Ealing's households don't have access to a car, it's also about fairness.

Cars are necessary for some journeys, of course, especially for some disabled people. But the more people who walk or cycle short trips, and who use public transport, the better that is for those who still need to drive or be driven. So, enabling more people to feel they can leave their car at home for more journeys is a win-win for everyone.



Lengths of car trips starting in Ealing  
(average of 2017/18 to 2019/20)\*

For sources of the data used in the above infographic, please refer to the back page of the document.

\*Source: London Travel Demand Survey 2019/20



# OUR COMMITMENTS

## We will be open, transparent, and inclusive

We will be open, transparent, and inclusive and will work as hard as we can to engage as well as we can with the people likely to be affected by the proposals we bring forward, so that the outcomes are the best they can be for as many people as possible.

### OPEN

- + We will communicate honestly with you about the challenges facing us all in relation to the climate crisis, road safety, air quality and other public health issues, and we will explain how our transport proposals fit into the bigger picture.
- + We will work with local people to identify problems and opportunities in their area, as well as to develop solutions.
- + We will always explain why and how we think the proposals we bring forward will address the issues identified, and how they are likely to affect individuals and businesses; and we will be clear about any cons we anticipate, not just the pros.
- + We will seek early engagement with people, giving them time to understand what's proposed and get involved if they wish.
- + We will be open about the engagement plan for each proposal and, where appropriate, we will consult on this first.
- + We will prepare and consult on a monitoring plan for each proposal, ensuring we use relevant and reliable data that anyone can access.
- + We will be open about what we expect to happen as a result of the proposal and come back to you to discuss whether or not it's been a success.

### TRANSPARENT

- + We will always show our homework – the evidence base on which the proposals stand – and give people the opportunity to challenge it.
- + We will ensure that, for each engagement exercise, there is scope for people to influence the outcome and that there is clarity about what they are able to influence.
- + We will not treat engagement exercises as though they are referendums; and we will not base decisions solely on questions requiring simple yes/no answers as the issues are more complex and need to be looked at in the round, on the basis of all available evidence.
- + We will always monitor the effects of schemes to assess their pros and cons, and will be open about the before and after data we will use for this purpose.
- + We will always publish the results of engagement exercises, so that everyone can see the number and range of people involved and the views they expressed.
- + When we make decisions following engagement exercises, we will be clear about what the decisions are and why we made them.

### INCLUSIVE

- + We will strive to ensure that the feedback we get is representative of everyone in the local community, not just those who are proactive in offering their views.
- + We will use easy-to-understand language and images to help in communication; and where necessary we will provide information in different languages.
- + We will use new engagement tools and approaches to enable greater participation by people from different communities.
- + We will adopt the principle of 'co-creation', seeking input from local people from the outset and throughout the process of developing proposals.
- + We will work especially hard to get the views of communities and other groups (including children and young people) who have typically been under-represented in consultation exercises; and we will work with, and where necessary help establish, local groups that represent seldom-heard voices and build the capacity of local champions.
- + We will undertake Equality Impact Assessments for all proposals.
- + We will allocate the time and money needed to ensure that the engagement process for each proposal is in accordance with the commitments above.



# THE TRAVEL IN EALING ENGAGEMENT TOOLKIT

The methods we'll use for engaging with people will depend upon the nature of the transport proposal in question

Some proposals will be small, simple and local; others will be more complex and/or may affect a large area; and some may even cover the whole borough. Many proposals will be about physical changes to streets, while some may be more about how traffic is managed and not involve much in the way of visible change. From time to time we will also consult on things like our transport strategy and policies.

We therefore need to have a range of engagement approaches that give us the right tools for each proposal we bring forward and enable us to meet the commitments set out above.

## WHEN PROVIDING INFORMATION AND COMMUNICATING ABOUT PROPOSALS, WE WILL USE SOME OR ALL OF THE FOLLOWING METHODS:



Letters and/or leaflets delivered to each household and business in the area



Street notices



Email



The Council's website



Our social media channels



Online briefings



Partnership with local community groups, businesses and shops and other networks, including faith groups



Public exhibitions, pop-up events, etc.



## WHEN WE ASK FOR PEOPLE'S VIEWS, WE WILL:

- + Provide information about our proposals as early as possible and ensure people have plenty of time to participate in the process.
- + Be clear about the geographical scope, the timescales for feedback, who will have a say, what people's views have the power to influence, and whether or not the views of people from inside the area will be given more weight than those from outside.
- + Fully comply with any legal requirements in relation to advertising the proposals.
- + Reach out actively to community groups, schools, businesses and other networks, and through on-street events and 'road-shows'.
- + Use language, plans and other imagery that are simple, helpful and clearly explain the pros and cons of any options
- + Ensure the feedback requested is proportionate to the nature and scale of the proposal.
- + Use in-person and online feedback sessions, as appropriate.
- + Use online surveys and map-based engagement tools, where appropriate.
- + Use objective methods, including randomised and/or door-to-door surveys as appropriate, to establish a truly representative picture of people's views.
- + Enable people to tell us not just what they think, but also why.



## IN MAKING DECISIONS ABOUT ANY CHANGES TO THE ORIGINAL PROPOSALS AND WHETHER OR NOT TO PROCEED WITH THE PROPOSALS, WE WILL:

- + Refer to the feedback received from people through engagement, giving weight to this in line with what we said when seeking people's views
- + Refer to the robust evidence base we will have built
- + Confirm the alignment of decisions with any previous relevant commitments made by the Council, including policies previously consulted on

This Charter is the product of extensive consultation with local people, businesses and others. A report providing details of the process by which the Charter was developed can be found at [https://www.ealing.gov.uk/info/201173/transport\\_and\\_parking/3078/travel\\_in\\_ealing\\_charter](https://www.ealing.gov.uk/info/201173/transport_and_parking/3078/travel_in_ealing_charter)

The Charter will be kept under review in the light of experience and comments received. If you have any suggestions for changes to the Charter, please email [travelinealing@ealing.gov.uk](mailto:travelinealing@ealing.gov.uk) or write to Transport Services, Ealing Council, Ealing Town Hall, New Broadway, Ealing W5 2BY

## References

17.5% - the increase in total road traffic mileage in Ealing from 2012 to 2019 (the 2019 figure being the highest on record)

Source: Department for Transport, Road Traffic Statistics. <https://roadtraffic.dft.gov.uk/local-authorities/147>

27% - the proportion of all UK greenhouse gas emissions attributed to road transport in 2019 (more than any other sector)

Source: Department for Business Energy and Industrial Strategy, Final UK Greenhouse Gas Emissions National Statistics 1990 to 2019. <https://www.gov.uk/government/statistics/final-uk-greenhouse-gas-emissions-national-statistics-1990-to-2019>

44% - the proportion of all London Nitrogen Oxides (NOx) emissions attributed to road transport in 2019 (by far the largest emitting sector)

Source: London Atmospheric Emissions Inventory 2019. <https://data.london.gov.uk/dataset/london-atmospheric-emissions-inventory--laei--2019>

31% - the proportion of all London small particulate matter (PM2.5) emissions attributed to road transport in 2019 (by far the largest emitting sector)

Source: London Atmospheric Emissions Inventory 2019. <https://data.london.gov.uk/dataset/london-atmospheric-emissions-inventory--laei--2019>

Over 4,000 - the number of annual premature deaths in London attributed to poor air quality (NOx and particulate matter)

Source: London Health Burden of Current Air Pollution and Future Health Benefits of Mayoral Air Quality Policies. Imperial College, 2020. [https://www.london.gov.uk/sites/default/files/london\\_health\\_burden\\_of\\_current\\_air\\_pollution\\_and\\_future\\_health\\_benefits\\_of\\_mayoral\\_air\\_quality\\_policies\\_january2020.pdf](https://www.london.gov.uk/sites/default/files/london_health_burden_of_current_air_pollution_and_future_health_benefits_of_mayoral_air_quality_policies_january2020.pdf)

Smaller lung volume - the effect of greater exposure by children to air pollution (NOx and particulate matter)

Source: Impact of London's low emission zone on air quality and children's respiratory health: a sequential annual cross-sectional study. Published in Lancet Public Health 2019; 4. [https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667\(18\)30202-0/fulltext](https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667(18)30202-0/fulltext)