



London Borough of Hammersmith & Fulham

TRANSPORT, ENVIRONMENT AND
RESIDENTS SERVICES SELECT
COMMITTEE



DATE

TITLE

Wards

6 November 2012

Get H&F Moving – One Year on

All

SYNOPSIS

Get H&F moving is the Council's multi-modal transport identity developed to engage with stakeholders across the board in order to improve transport quality and provision in the borough. This report summarises the high profile media campaign culminating in the Transport Summit a year ago, the driver's charter and links to the boroughs current transport plan 2011 - 2031 and seeks views on how the campaign could be used over the next year and beyond.

The report also forms part of the wider consultation on the borough's 2013/14 (and 2014/15 to 2016/17) integrated transport investment plan and seeks recommendations from the committee for transport investment projects and initiatives.

CONTRIBUTORS

RECOMMENDATIONS:

DTTS

- i) The Committee is asked to consider how the campaign could be used over the next year and beyond; and
- ii) Recommendations are sought on transport investment projects and initiatives

CONTACT

NEXT STEPS

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Any actions agreed following this meeting will be considered as part of the Borough's integrated transport programme of investment for 2013/14 and the three year delivery plan for 2014/15 to 2016/17, both of which are key decisions made by the Cabinet in due course.

1. EXECUTIVE SUMMARY

- 1.1 Get H&F moving is the borough's multi modal transport identity made up of an image of a road and the four underground lines that serve the borough as shown in the top right hand corner of the report front sheet. The campaign was launched in February 2011, when congestion in the borough was the highest in London, with the news that the borough had secured over £2m of funding from TfL for the Fulham Palace Road slip-road project, which was completed in March 2012.
- 1.2 The campaign was made up of a variety of engagement methods (innovative and traditional), a drivers' charter and culminated in a transport summit chaired by the select committee in which representatives from TfL, Thames Water, BAA and borough transport officers were questioned on transport matters by over 100 residents.
- 1.3 This reports the high profile media campaign and summarises the comments made by hundreds of residents and businesses in the borough about the state of the boroughs transport. In addition it reviews progress against the ten point drivers charter published at the start of the campaign and identifies the links between the campaign and the boroughs adopted transport plan for 2011 – 2031 which sets out the boroughs transport objectives, delivery plan and transport targets.

2. GET H&F MOVING CAMPAIGN

- 2.1 The campaign was developed as a response to the increased dissatisfaction reported by residents about transport in the borough, alongside TfL reports that congestion in the borough was the worst in London. The campaign centred on a theme of 'have your say' and a number of outlets were provided to allow residents, businesses and commuters to tell us what they thought.
- 2.2 First and foremost a dedicated website landing page was set up www.lbhf.gov.uk/geth&fmoving to host the considerable transport information and campaign material. This page is still up and running and there are a multitude of opportunities to use this platform going forward as transport will always be an important and interesting subject matter for us all. The landing page was the main source of customer comments. Residents were able to self complete forms and submit them to the Council.
- 2.3 Secondly a London taxi or 'listening cab' was branded up in the campaign livery and travelled around London on its regular taxi-ing duties. However, over two weekends in 2011 the cab travelled to predetermined locations in the borough with the Cabinet Member for environment (now leader of the council) and transport officers to listen

2.5 Despite it being in its infancy social media was another key element of the campaign and the Council's twitter feed was a further method of seeking comments from the travelling public. Should the campaign be stepped up, in the future, for whatever reason, possibly in response to a major transport project, social media is likely to play an increased role due to its flexibility and real time application.

your council this week
 >>>INFORMATION PROVIDED BY HAMMERSMITH & FULHAM COUNCIL

Stuck traffic? Stopped on the tube?
 Help get the borough moving by joining the next roadshows

SPEAK UP FOR HIGH SPEED RAIL

DO WE NEED HIGH SPEED RAIL?

A BOOST FOR BUSINESS
 Local businesses have joined local residents in voting their support for a scheme that will not only regenerate the area, but open up the country by allowing High Speed connections to the north.
 Richard Salcedo, Managing Director of Avolites Ltd, said, "We are a manufacturer of theatrical lighting systems with a worldwide customer base. Our manufacturing, design and head office are in Park Royal where we have regular visits from international customers who account for 75% of our business.
 Improvements to the transport system will help us ensure we remain and therefore retain employment in the area."

H&F's HSR
 Research carried out by H&F Council has revealed that over 50% of residents are in favour of the new station, with the majority citing the need for significant regeneration of Old Oak as a primary benefit.
 Proposals put the likely number of new jobs in west London at 20,000, with 10,000 new homes expected to be built in the immediate vicinity of Old Oak. In turn, shops, businesses and community facilities will be attracted to the area to complement the regeneration of Old Oak.
 In order to ensure the most is made of that fantastic opportunity, world-renowned architects Terry Farrell and Partners are working with H&F Council to look at the potential for the area. This principle objective of the work is to produce a vision of the area and to set out a compelling and inspiring picture of what Old Oak Community could look like.

BREATHING NEW LIFE INTO OLD OAK

www.lbhf.gov.uk

2.5 Over 500 comments were received through the various modes of communication and were collated and analysed by council transport officers. This priceless raw data was used directly in three ways. Firstly the comments were categorised into broad themes in order to develop plans for the transport summit and more specifically to advise which specialists from which organisations to invite. Secondly quick wins were identified and programmed for immediate implementation using the boroughs flexible transport funding known as the local transport fund (£100k per annum from TfL to invest in local transport projects). For the most part this was recommendations for cycle parking. Finally the campaign was purposely piggybacked to seek recommendations for locations for docking stations for the Mayor's cycle hire scheme western extension. TfL required the borough to identify 80 viable sites of which nearly all came from the get H&F moving campaign.

2.6 The data was used indirectly to reinforce the statutory consultation which was carried out alongside the campaign on the boroughs transport plan (paragraph 5). Furthermore the more location specific comments were used to advise project work and to influence the three year delivery plan contained within the transport plan.

3. TRANSPORT SUMMIT

- 3.1 On Tuesday 8 November 2011, nine months after the launch of the get H&F moving campaign the select committee hosted the first borough transport summit attended by over 100 residents and businesses. The agenda was developed from the 500 comments that were made through the get H&F moving campaign and five themes were discussed; road works, congestion, cycling, public transport and Heathrow. Below is the invitation to the summit and a summary of the Select Committee meeting that followed;



- 3.2 The Committee reflected on issues and themes arising from the public Scrutiny Transport Summit which had immediately preceded the meeting. A panel of guest speakers comprising of representatives from Transport for London, BAA, Thames Water and the Council, including Councillor Nick Botterill, Deputy Leader and Cabinet Member for Environment and Asset Management, had been questioned by Committee members and the public on a wide variety of transport related topics.
- 3.3 Issues raised at the Summit included the new Barclays Cycle Superhighway Number 9 and the extension of the London Bicycle hire scheme, cyclist safety, the redesign of the Fulham Palace Road/Lillie Road junction, traffic congestion at Hammersmith Broadway, the management of utility roadworks and remedial works to Hammersmith Flyover. Public transport provision had also been addressed including the reliability of the 266 bus service, the closure of the River Taxi service at Chelsea Harbour and the reduction of District Line services at Olympia station. A presentation had been given on the Operational Freedoms trials designed to use the runways and airspace around Heathrow Airport more efficiently, resulting in questions being directed at BAA regarding the impact on local residents, the consultation exercise and evaluation measures. Discussion also took place on Government policies in respect of the use of the flight path, in particular

the practices of 'Westerly Preference' and 'Continuous Descent Approach'. There will be a representative of BAA at tonight's meeting.

- 3.4 Aviation policy in London is currently high on the political agenda with both the Government and Mayor of London commissioning studies into runway capacity in the south east. The debate over the future of Heathrow continues with opposing views from senior politicians and the proposal for a new airport in the Thames estuary.

4. DRIVER'S CHARTER

- 4.1 As part of the Get H&F Moving campaign launch in February 2011 a ten point driver's charter was published proposing to deliver 10 practical measures to improve the experience of driving in the borough.



The Driver's Charter

**Ten point plan to deliver
a fair deal for motorists**

As part of its Get H&F Moving transport plan, the council is proposing to deliver ten practical measures to improve the experience of drivers in our borough.

1. **Traffic light review** - to ensure unnecessary ones are removed
2. **Bus lanes review** - to improve traffic flow
3. **Road works** - hourly charge for utilities who dig up roads
4. **Speed bumps** - consult local people on removing unnecessary bumps
5. **Pot holes** - fixed within 24 hours
6. **Parking permits** - remain competitive with neighbouring boroughs
7. **Parking spaces** - create additional bays where possible
8. **Less signage** - remove 400 more in the next two years
9. **Parking enforcement** - the primary aim is to preserve parking for residents
10. **C-Charge** - continue to oppose any measure that harms drivers

To read the detailed pledges visit
www.lbhf.gov.uk/getmoving



4.2 1. Review all traffic lights to remove any that are unnecessary

TfL is the traffic authority for traffic signals in London and in 2010 it undertook a review of all 6,000+ traffic signal sites in London and identified 145 that they considered could be removed. Four of these sites are in the borough and to date one site (a pelican crossing) has been removed, one site upgraded from a pelican crossing to a puffin, a further pelican crossing is currently at consultation to be removed and the final site is programmed to be consulted on when the adjacent site is up for redevelopment.

In addition to these four, a further site was identified by the borough and the existing three arm traffic signal was replaced by a puffin crossing increasing green time to the principal traffic movement significantly. Further still as part of a transport project this year another site on Fulham Palace Road is out to consultation to be removed.

The borough holds regular liaison meetings with TfL traffic signal department representatives, and we work with TfL to ensure that signal timings are set to maximise traffic flow to the extent that this is compatible with road safety and the needs of pedestrians. Several pelican crossings have been converted to puffin crossings, which do not hold up traffic when no-one is waiting to cross, but do allow more time for less mobile people to cross the road. The next signal project is the roll out of countdown technology at sites across the borough starting this year.

4.3 2. Carry out a Bus lane review to improve traffic flow

In 2011 a review of all 44 bus lanes in the borough was carried out to ensure that their signing and lining is correct and that they are enforceable. As part of this review four bus lanes were identified that could be removed without adversely affecting the speed and reliability of buses or general traffic, and one was selected which formed part of an existing project (Scrubs Lane) as a test case to consult TfL as the public transport authority. To date TfL have objected to the removal of this bus lane and we are working with them to understand their position.

We have now introduced discounted parking bays in bus lanes on Goldhawk Road, Askew Road and Fulham Road where they are used outside of operational bus lane times of 7am-10am and 4pm-7pm in order to allow parking close to local businesses at a rate of 40 pence per hour

4.4 3. Hourly charge for utilities companies who dig up the road

The borough was one of the first to sign up to the London permitting scheme which requires anyone who wishes to dig up the road (including ourselves) to secure a permit to do so. The borough can condition these permits in order to incentivise those carrying out works to do so efficiently.

The next evolution in the management of streetworks is lane rental and the borough is currently in talks with Department for Transport (DfT) to be included in a second phase of the national trial lane rental scheme. TfL is currently running a pilot lane rental scheme and the borough (along with RBKC and WCC) would implement a second scheme heavily influenced by local factors. The provisional date for implementing this scheme is 2014.

A graduated fees structure for all parking suspensions relating to works will be introduced in Oct 2012, which means the unit cost of the suspension of bays will increase with time in order to encourage more efficiency with utilities works, to ensure the smooth and expeditious movement of traffic.

4.5 4. Consult local people on removing speed humps

In 2008 a trial began in which the borough altered the way roads with speed cushions are resurfaced. Historically the traffic calming features were replaced like for like. However, in 2008 a new review process was introduced at Member's request, which considered a range of factors and recommended as to whether or not residents were consulted on the removal of the speed cushions during planned resurfacing work. This approach was subsequently reported back to the Select Committee in 2011 and the process formally adopted.

Approximately 20% of roads on the annual road resurfacing programme are suitable for consultation and to date not one has returned a majority vote for the removal of any traffic calming devices. However as a result of consultation alterations to the layout of the features is common; rationalising the amount of features, replacing outdated features and removing cushions that are installed in parking bays.

4.6 5. Pot holes fixed within 24 hours

This commitment was unfortunately 'lost in translation' in that only urgent pot holes which present an immediate danger and risk to the travelling public are repaired in 24 hours. The target for non-urgent pot holes is 28 days.

59 urgent pot hole repairs were carried out in 2011/12 to a value of £3,521.60. In addition a further 374 non urgent pot holes repairs to a value of £91,407.62 were undertaken in 2011/12 within 28 days.

4.7 6. Parking permits to remain competitive with neighbouring boroughs

The table below indicates that the resident's parking permits are competitively priced when compared with similar London boroughs. In addition, the Council has frozen the price of the first resident's permit from April 2011 until the 2015/16 financial year.

Borough	Cost Dec 2010	Cost July 2012	change (£)
Islington	£160	up to £411	251
Lambeth	£170	up to £260	90
Hackney	£92	up to £257.50	165.5
Camden	£163	up to £250	87
<i>Brent</i>	£50	up to £200	150
Ken & Chelsea	£154	up to £171	17
Tower Hamlets	£70	up to £150	80
Westminster	£132	up to £132	0
<i>Wandsworth</i>	£95	£120	25
H'smith & Fulham	£99	£119	20
<i>Southwark</i>	£99	due to increase to £125	26

4.8 7. Create additional parking spaces where possible and safe to do so.

Over the past two years an additional 88 parking bays have been created in the borough as part of our ongoing controlled parking zone review programme.

4.9 8. Remove 400 more signs over the next two years (2011– 13)

More than 600 posts and 250 signs have been removed from the borough over the past two years as part of our ongoing de-cluttering programme.

4.10 9. Ensure the primary aim of parking enforcement is to preserve parking for residents

The borough continues a policy of providing parking priority to residents and their visitors through the extension of bays and discounts provided to resident's visitors. We have extended parking controls to protect residents where they have voted in favour of doing so, e.g. around the Westfield shopping centre.

The blue badge enforcement initiative has been successful in reducing the number of blue badges being fraudulently used, thus freeing up spaces for residents. There have been over 183 successful prosecutions for the abuse of blue badges since Aug 2010.

4.11 10. Continue to oppose any measures that harm drivers e.g. extended C-Charge

The Western extension of the C-Charge zone was removed in December 2010, following a major campaign by the Council and others. There are no

plans to reintroduce it, or any other form of road pricing. The Council aims to reduce congestion by the variety of measures described above, in particular the better co-ordination of road works and junction capacity improvements such as the Fulham Palace slip road scheme. It was hoped that by now we would have significant empirical data to confirm that this project has been the success it appears to be. The headline figure of an additional 200 cars through the junction per hour was predicted. However, due to the structural repairs to the flyover and the Olympic Route Network over the summer, data could not be collected. Anecdotal evidence from drivers and TfL is that this project has achieved its many goals and when data can be collected and analysed it will be. Strategic data collected by TfL suggests that we are no longer the most congested borough which could be due to this project in some capacity.

5. TRANSPORT PLAN 2011 - 2031

5.1 The Council's Transport Plan 2011 – 2031 or second Local Implementation Plan (LIP2) was approved by the cabinet on 20 June 2011 and by TfL on 11 October 2011. The LIP2 contains seven borough transport objectives and a performance management plan containing the borough's ten targets, both of which are detailed below;

5.2 Borough transport objectives

- To support sustainable population and employment growth in the five regeneration areas - White City, Earl's Court/West Kensington, Hammersmith Town Centre, Fulham Riverside and Old Oak Common.
- To improve the efficiency of our road network.
- To improve the quality of our streets.
- To improve air quality in the borough.
- To make it easier for everyone to gain access to transport opportunities.
- To support residents and businesses by controlling parking spaces fairly.
- To reduce the number of people injured and killed on our streets.

5.3 Borough transport targets

Target no.	LIP2 objective	Indicator	Baseline	Short-term (interim target)	Long-term target (indicative)
1a.	1,2,4	Walking mode share % of residents trips by main mode	36.9%	37.5% (2013/14)	40% (2030/31)
1b.	1,2,4	Cycling mode share % of residents trips by main mode	3.9%	4.5% (2013/14)	8%(2030/31)
2.	2	Bus service reliability average excess wait time for high frequency services (mins)	1.2	1.2 (2013/14)	1.2 (2017/18)
3.	2,3,5	Asset condition % of the Borough Principal Road Network with a UKPMS score greater than 70.	8.4%	8.4% (2013/14)	10% (2017/18)
4a.	7	Road casualties Number of KSI (3 year rolling average)	110	99 (2013)	51 (2030)
4b.	7	Road casualties Number of all casualties per billion vehicle kilometres (3 year rolling average)	1195	1074 (2013)	558 (2030)
5.	2,3,4	CO² emissions Kilotonnes (kt) emanating from ground-based transport per year	155	130 (2013)	85 (2025)

Number	LIP2 objective	Indicator	Baseline	Short-term (interim target)	Long-term target (indicative)
6a.	2,4,5	Bus route 220 journey time and reliability Fulham Palace Road	NB 18.4/15.2 SB 18.0/10.2	NB 15.5/10.0 SB 16.5/7.0	NB 14.0/7.0 SB 14.0/5.0
6b.	2,4,5	Bus route 237 journey time and reliability Goldhawk Road	EB 7.0/4.3 WB 11.6/7.9	EB 7.1/3.0 WB 11.6/5.5	EB 6.0/3.0 WB 9.0/4.0
7.	2,4,5,7	The school run percentage of school trips made on foot or by bike	42%	49%	70%

5.4 In addition to the transport objectives and targets a three year delivery plan (2011/12 to 2013/14) is contained within the transport plan which sets out how the borough intends to invest the annual grant funding from TfL of approximately £2m. The table below shows the third and final year submission from the LIP2, which was considered by the Cabinet Member for Transport and Technical Services in October 2012;

13/14 integrated transport project	Original LIP2 submission(£k)
Fulham Palace Road corridor completion	140
Accident Investigation (to include 14/15 to 16/17 delivery plan scheme development and blank canvas consultations)	38
Riverwalk completion	85
Goldhawk Road corridor completion	800
Uxbridge Road corridor completion	90
Du Cane Road neighbourhood completion	17
Riverside neighbourhood completion	18
Fulham Palace Road east neighbourhood completion	18
Charing Cross neighbourhood completion	17
St Marys Cemetery neighbourhood	120
Hammersmith Grove neighbourhood	130
Sulgrave Road neighbourhood	130
white city neighbourhood	90
Cathnor Park neighbourhood	140
Cycle Training	60
Children's education, training and publicity	175
Cycling awareness campaigns	15
General Campaigns	45
Travel awareness	36

- 5.5 During the next financial year the borough is required to submit a new three year delivery plan (2014/15 to 2016/17) which itself will be a Key Decision. It is proposed to bring the draft of this delivery plan back to the Select Committee as part of the consultation exercise.

6. EMERGING TRANSPORT ISSUES

- 6.1 Over the last year there have been two subjects that have created interest with stakeholders, traffic lights and traffic enforcement. Both of these involve multiple authorities and this section seeks to set out the boroughs remit.
- 6.2 Transport for London is the traffic authority for London and as a result is responsible for the installation, maintenance and timings of all 6,000 sets of traffic lights in the capital. The borough works closely with TfL and promotes highway improvements projects that sometimes require alterations to TfL's traffic signals. In order to deliver these projects the borough needs to meet TfL's requirements for traffic signal projects and they have final say in whether or not the project will proceed.

- 6.3 With regards to signal timings, again TfL is responsible for setting and reviewing them. TfL has a service level agreement with all boroughs that states that they cannot make a permanent change to a signalling plan without the consent of the borough. However many of the signals in the borough operate on a dynamic signal plan in that they actively change (through TfL either automatically or manually) depending on traffic conditions.
- 6.4 The borough is working with TfL to implement new traffic signal technology that increases the efficiency of our road network, for all road users. This includes countdown technology (like that seen at Oxford Circus) and a new wireless system of linking signals along a corridor to allow their timing coordination.
- 6.5 In 2004 the power to enforce certain traffic violations was transferred to the borough. These include banned turns, weight and width limits, yellow box junctions, U turns and one way streets. It does not include speeding which is enforced solely by the police.
- 6.6 Due to the nature of these offences enforcement through officers on street (CEOs) is impractical and as such they are enforcement using the boroughs CCTV network as is the case with most other boroughs. These powers have only just been introduced outside London and as such there is a significantly lower level of camera enforcement.
- 6.7 The borough seeks to prioritise sites for enforcement based on the objectives in the transport plan (para 5) mainly 'to improve the efficiency of our road network and 'to reduce the number of people injured and killed on our streets'.

7. RECOMMENDATIONS

- i) The Committee is asked to consider how the campaign could be used over the next year and beyond; and
- ii) Recommendations are sought on transport investment projects and initiatives.

LOCAL GOVERNMENT ACT 2000 **LIST OF BACKGROUND PAPERS**

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
1.	LIP2 and MTS2	Nick Boyle x3069	TTS/5 th floor HTHX
2.	Get h&f Moving project file	Nick Boyle x3069	TTS/5 th floor HTHX