



London Borough
of Hounslow

How to Cut Carbon When you've no \$ Left....

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London Borough of Hounslow

CATCH Seminar
The Hague

The Problem 1 - Money

- > Recent budget in the UK ('Comprehensive Spending Review' or CSR) most 'radical for a generation'
- > On average 20%+ cuts to most departments budgets
- > Slightly smaller cuts to some capital projects



Capital Funding Settlement

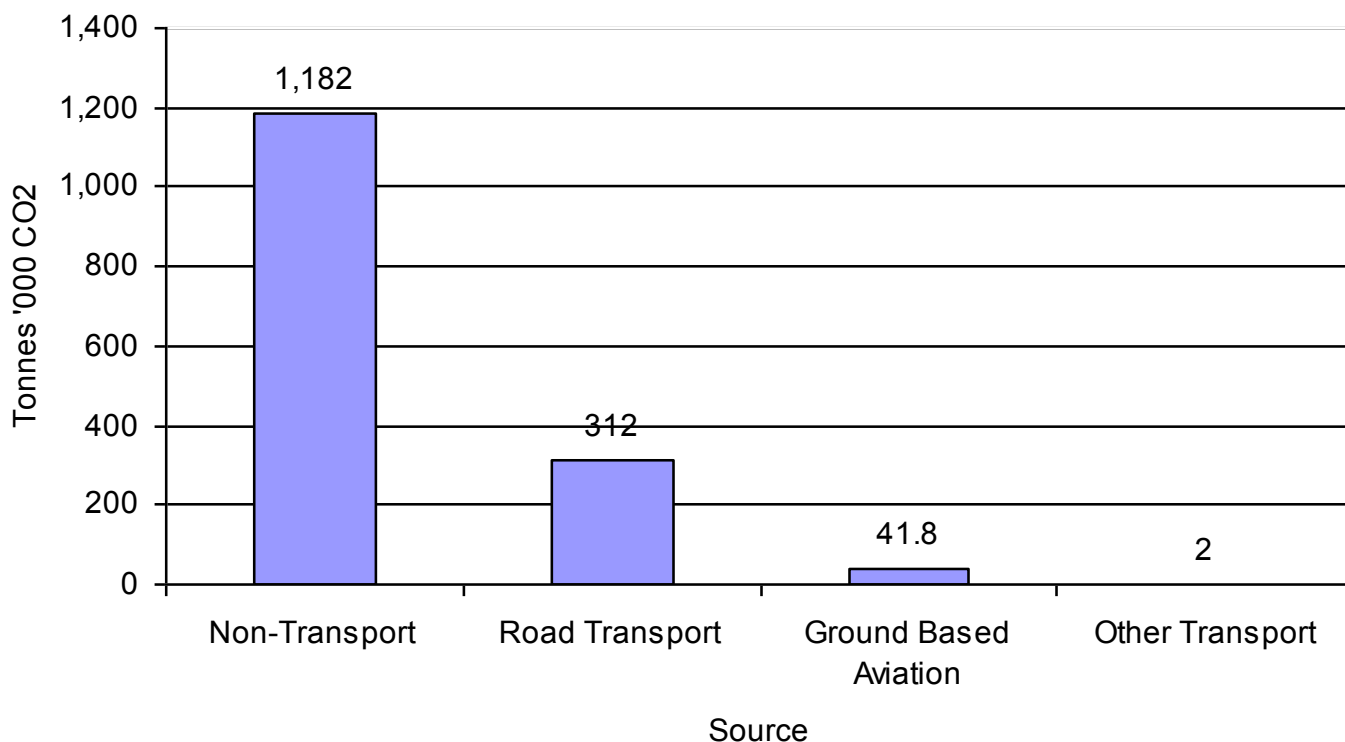
Year	2010/11	2011/12	2012/13	2013/14
Allocation (£,000)	3320	2837	2721	2333
% Reduction on 2010/11 levels		15%	18%	30%

Other investment:

- No significant collective transport solutions planned for Hounslow
- Crossrail may have a limited impact, particularly relieving some strain on Piccadilly line
- Airtrack may be compromised
- Limited investment in new or improved bus routes, raising fares
- Pressures on revenue grant...

The Problem 2 - Carbon

- > *Figure 5: Total CO2 Emissions for London Borough of Hounslow (2008) (GLA LEGGI Directory) (Tonnes '000)*



The Problem 2 - Carbon

London Borough	Road Transport (Tonnes '000)	Population ('000s)	Ground Based Transport Tonnes Per Capita
Sutton	120	188	0.64
Haringey	158	226	0.70
Harrow	152	216	0.70
Croydon	263	342	0.77
Waltham Forest	175	223	0.78
Brent	213	271	0.79
Merton	161	201	0.80
Barking & Dagenham	150	169	0.89
Bromley	276	303	0.91
Ealing	290	309	0.94
Bexley	220	223	0.99
Redbridge	263	258	1.02
Kingston	175	160	1.09
Richmond	197	180	1.09
Enfield	333	288	1.16
Barnet	385	332	1.16
Hounslow	312	223	1.40
Havering	344	230	1.50
Hillingdon	387	253	1.53

The Problem 2 - Carbon

> Hounslow data

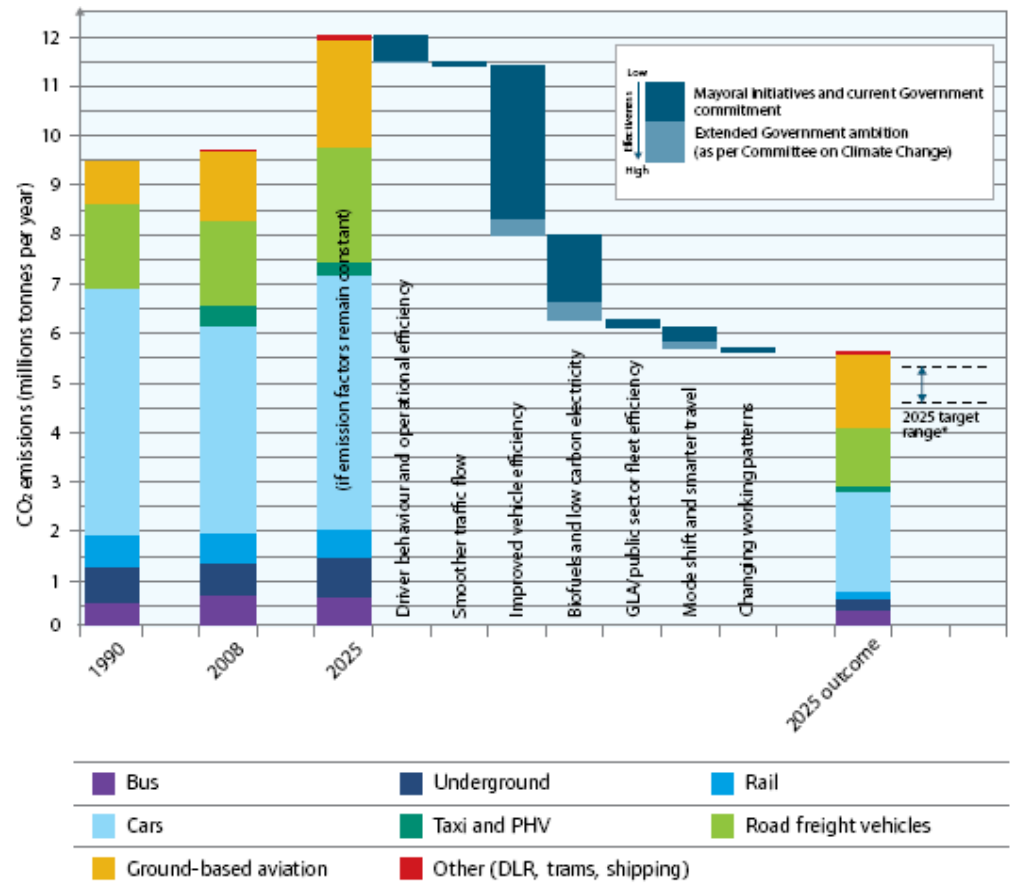
Mode	2006	2008	2011	2015 (forecast)
Domestic Aviation	42,444	42,686	42,444	42,444
Railways	465	2,355	1,926	2,163
Road Transport	324,924	316,009	306,756	294,914
Total	367,832	361,050	351,126	339,521
Average change p.a.		-0.9%	-0.9%	-0.8%

This indicator measures carbon dioxide CO2 emissions from all sources of ground-based transport (GBT). Where applicable, this includes emissions emanating from road traffic (including trunk roads and motorways), railways (including power generation outside London for electric trains), shipping and airports (ground-based aviation).

The Problem 2 - Carbon

> Mayor's Transport Strategy suggested the following mechanisms for cutting carbon from transport...

Figure 61: Mid-range estimate of CO₂ reduction impacts of transport policy areas by 2025



The Solution?

- > Cutting CO2 remains a local, regional, national and international priority, but its political importance has reduced following recession
- > Our new transport strategy needs to explore a number of different options of cutting CO2, despite the hostile environment we now operate in.
- > Here's some ideas...

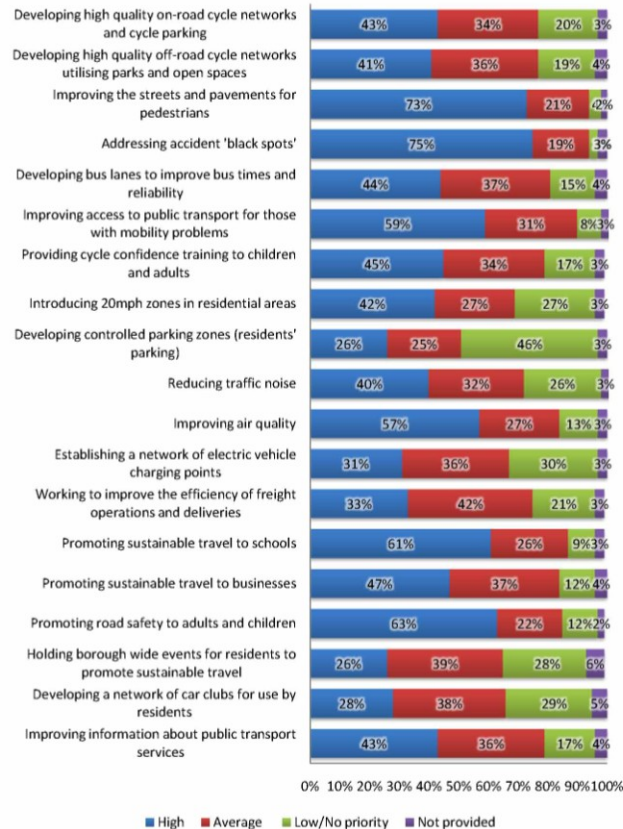
LB Hounslow Transport Objectives

- Safe: To reduce the number of people killed or seriously injured in road traffic collisions, and increase the perception of personal safety in the public realm;
- Environmentally Sustainable: To reduce transport related CO2 emissions and other air pollutants, and maximise the system's resilience to the effects of a changing climate;
- Attractive: To improve residents and visitors satisfaction in the quality of the street environment and maximise the amenity value of public spaces where possible;
- Accessible: To ensure the transport system facilitates access to jobs, services and leisure opportunities, regardless of disability or social circumstance;
- Healthy: To maximise the opportunity for the transport system to improve health outcomes by removing real and perceived barriers to the uptake of active travel;
- Efficient: To ensure that the transport system is managed appropriately to reduce traffic congestion and to maximise the current capacity of the network – in particular unlocking regeneration opportunities.

LB Hounslow Transport Objectives

Summer 2009 Panel Survey

Figure 5: Levels of priorities (All respondents)



Unweighted bases by label

Despite recession, environmental issues remain a concern for our residents, albeit less so than road safety...

LB Hounslow Transport Objectives

Programme Detail	Proposed approx % of total funding allocated
<u>Road Safety Engineering</u> - using engineering solutions to improve safety on the streets (e.g. new pedestrian crossings, different road layouts etc).	20%
<u>Better, More Accessible Streets</u> - improving the look and feel of the streets and ensuring they are accessible for mobility impaired people (e.g. with a pushchair or in a wheelchair), particularly at bus stops and public transport interchanges.	20%
<u>Encouraging Efficient Car Use</u> – supporting the development of controlled parking zones where approved, encouraging electric vehicles, car clubs and car sharing; monitoring and improving air quality and reducing the impact of transport noise where possible.	10%
<u>Improved On-road Cycle Infrastructure</u> – development of better on-road facilities for cyclists (e.g. cycle lanes, cycle crossings), and improving cycle parking.	12%
<u>Bus Priority Measures</u> – development of road network to improve bus journey time and reliability (e.g. through bus lanes or changes to traffic signals).	12%
<u>Development of a Greenways Network</u> – improved paths for pedestrians, cyclists and mobility impaired people across our parks and open spaces.	8%

LB Hounslow Transport Objectives

Programme Detail	Proposed approx % of total funding allocated
<u>School Travel Planning</u> – promotion of safe, healthy and environmentally friendly journeys to schools for pupils, parents and staff.	5%
<u>Sustainable Travel Promotion</u> – Promotion of walking, cycling, public transport and efficient car use to those who live or work in the borough.	3%
<u>Efficient Business Transport</u> - promotion of sustainable transport to businesses and reducing the impact from freight activity.	3%
<u>Road Safety Education, Training and Publicity</u> – reducing dangerous road user behaviour (e.g. drink driving) and providing training for all to use the road network safely (e.g. cycle training for children and adults).	7%

Invest in cheap solutions

- > Invest in travel demand management.
- > Nearly 20% of total finance spent on travel demand management
- > Sympathetic application of marketing solutions in times of austerity (link to economic development and access to jobs)
- Leverage austerity...

Invest in cheap solutions

- Softer marketing style measures to promote sustainable transport have been found to have relatively high cost benefit ratios when compared with infrastructure schemes – below quote is available at <http://www.dft.gov.uk/pgr/sustainable/smarterchoices/ctwwt/>
- *The public expenditure cost of achieving reduced car use by soft measures, on average, is estimated at about 1.5 pence per car kilometre, i.e. £15 for removing each 1000 vehicle kilometres of traffic. Current official practice calculates the benefit of reduced traffic congestion, on average, to be about 15p per car kilometre removed, and more than three times this level in congested urban conditions. Thus every £1 spent on well-designed soft measures could bring about £10 of benefit in reduced congestion alone, more in the most congested conditions, and with further potential gains from environmental improvements and other effects, provided that the tendency of induced traffic to erode such benefits is controlled. There are also opportunities for private business expenditure on some soft measures, which can result in offsetting cost savings.*

Invest in cheap solutions

Yet another taxpayer-funded 'save the world' salary, in place to cajole, coerce and generally preach to the ignorant masses (who happen to be paying for the privilege). And let's face it, the salary is just the tip of the iceberg – the campaigns, events, promotional materials this person is tasked with producing won't come cheap at all. And what's it all for? To tell you to walk or cycle.

Perhaps they're (sic) tactic is a lot cleverer than we've all realised. It looks as though they plan to bankrupt the taxpayer so we've no other choice but to opt for such 'sustainable travel'.

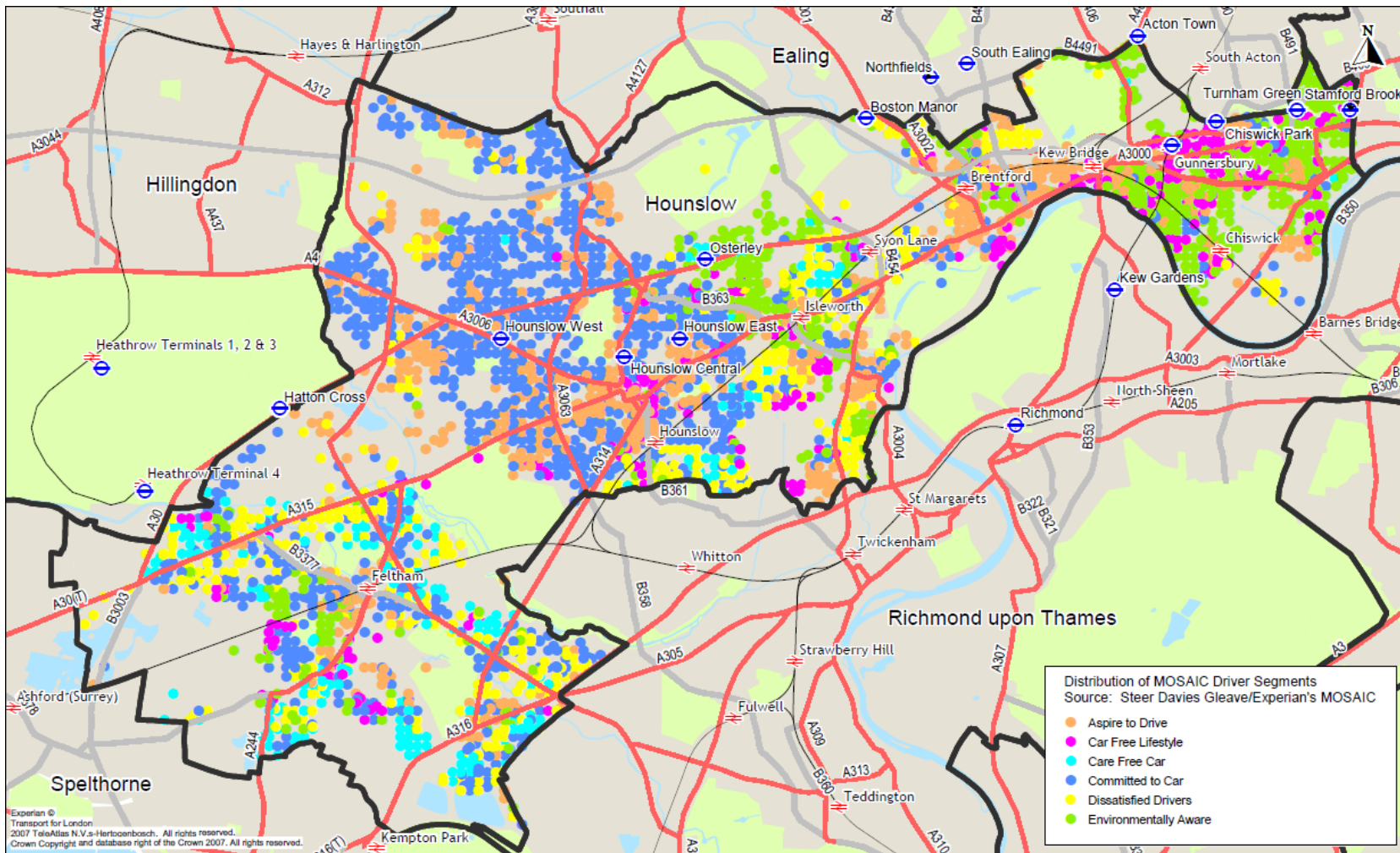
Bang for buck

- > Achieving modal shift is effective but hard
- > Explore options to encourage efficient car use
- > Encourage electric vehicles, low emission fuels, smaller cars, car clubs, higher car occupancy and
- > Marketing, carrot and sticks (e.g. CO2 parking permits, more stringent LEZ) and complementary infrastructure (e.g. HOV lane, EVCP)

Targeted infrastructure improvements

- > Ensure expensive new infrastructure is targeted at areas most likely to experience modal shift
- > Better link smarter choices and infrastructure improvements to achieve concrete outcomes

Bang for buck



New developments share more of the burden

- > Ensure new developments contribute their share of the target
- > Develop stringent planning policy that make cutting carbon a core part of a new organisation's planning obligations
- > 'Penalties' for non-compliance, 'rewards' for success

Measure success

- > Invest in ways of better evaluating success of schemes, recording both stated and revealed behaviour
- > Use to fight for more resources

Exploit links with other sectors

- > Link to health funding
- > Economic development
- > EU funding!

Hounslow travel active

[Home](#) [My Change4Life](#) [News](#) [Get Active](#) [Useful Information](#) [Cycle Hub Study](#)



Hounslow travel active

Hounslow Travel Active is all about getting the residents and visitors of Hounslow walking and cycling to improve our health and the community environment.

We want everyone to get involved to help the residents of Hounslow:
Save money. Be healthy. Reduce our carbon footprint. Enjoy our

Win a prize

Answer the following questions to be entered into a prize draw.

How confident are you about cycling?

- Confident
- Fairly confident
- No confidence
- Terrified

[Submit](#)

Join up today

Join up to Hounslow Travel Active for free! You can

English Bългарски Deutsch ελληνικά Nederlands Polski Português

Home Project summary Internal partners section Resources Links News Events Contact



segmented marketing for energy efficient transport

What is segment?

A 3 year project persuading people to change their behaviour and adopt more energy efficient forms of transport.

[More about SEGMENT](#)



Resources



Links



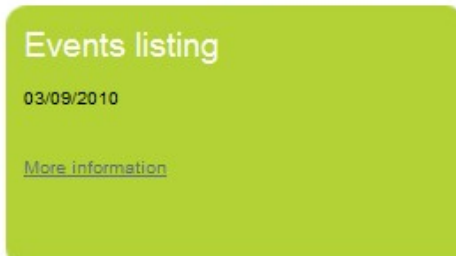
SEGMENT partners



Campaign focus

Find out more about the innovative campaigns SEGMENT partners are running

[Find out more](#)



Events listing

03/09/2010

[More information](#)



Maximise private investment

- > Find ways to explore private investment opportunities
- > Sponsorship, membership networks, subscriptions etc



- Latest news & Events**
- [Golden Mile Transport Forum \(26/04/2011\)](#)
 - [Steering Group meeting \(09/03/2011\)](#)
 - [Golden Mile Transport Forum \(26/04/2011\)](#)

- [Join us](#)
- [Strategy](#)
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RSS

Pose a question to the Golden Mile Group

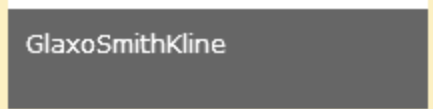
The Golden Mile Transport Group. The group comprises of a partnership of businesses which are based along the Great West Road or 'Golden Mile' in Hounslow alongside representatives from the London Borough of Hounslow, Transport for London and the Highways Agency,

The Golden Mile Transport Group has been established as a forum to make transport in the Golden Mile area more efficient and sustainable. The businesses within the Golden Mile are working together to make help improve transport in the area - informing the development of new services and infrastructure and benefiting from advice in how best to promote sustainable travel choices to their own staff.

The forum currently meets quarterly. See our meetings page for details of the next few meeting dates and venue. Our Partners page details the businesses involved in and contributing to the Golden Mile Transport Group.

If your business is in the Golden Mile area, contact us to find out how to join and work together with your neighbours to solve your transport issues and improve this historic corridor.

Partners



Conclusion

- > Environment remains a concern for the electorate. How we measure how much of a concern is largely down to choice architecture...
- > Some of the most cost effective measures may become politically difficult give the austerity culture
- > Moving towards using public funds as a lever for private investment must be explored
- > Finding the 'grain' and going with it may get better than results than achieving the optimal solution...