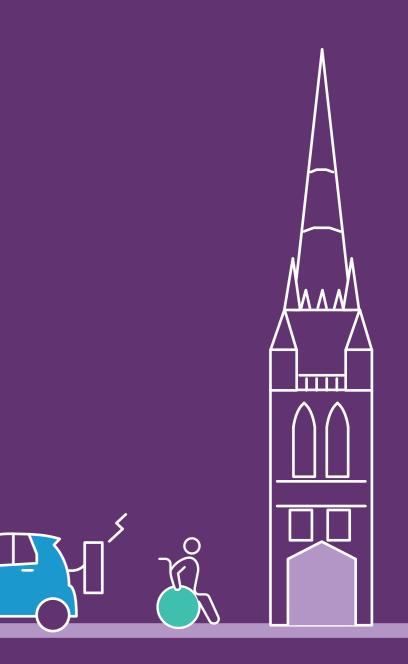
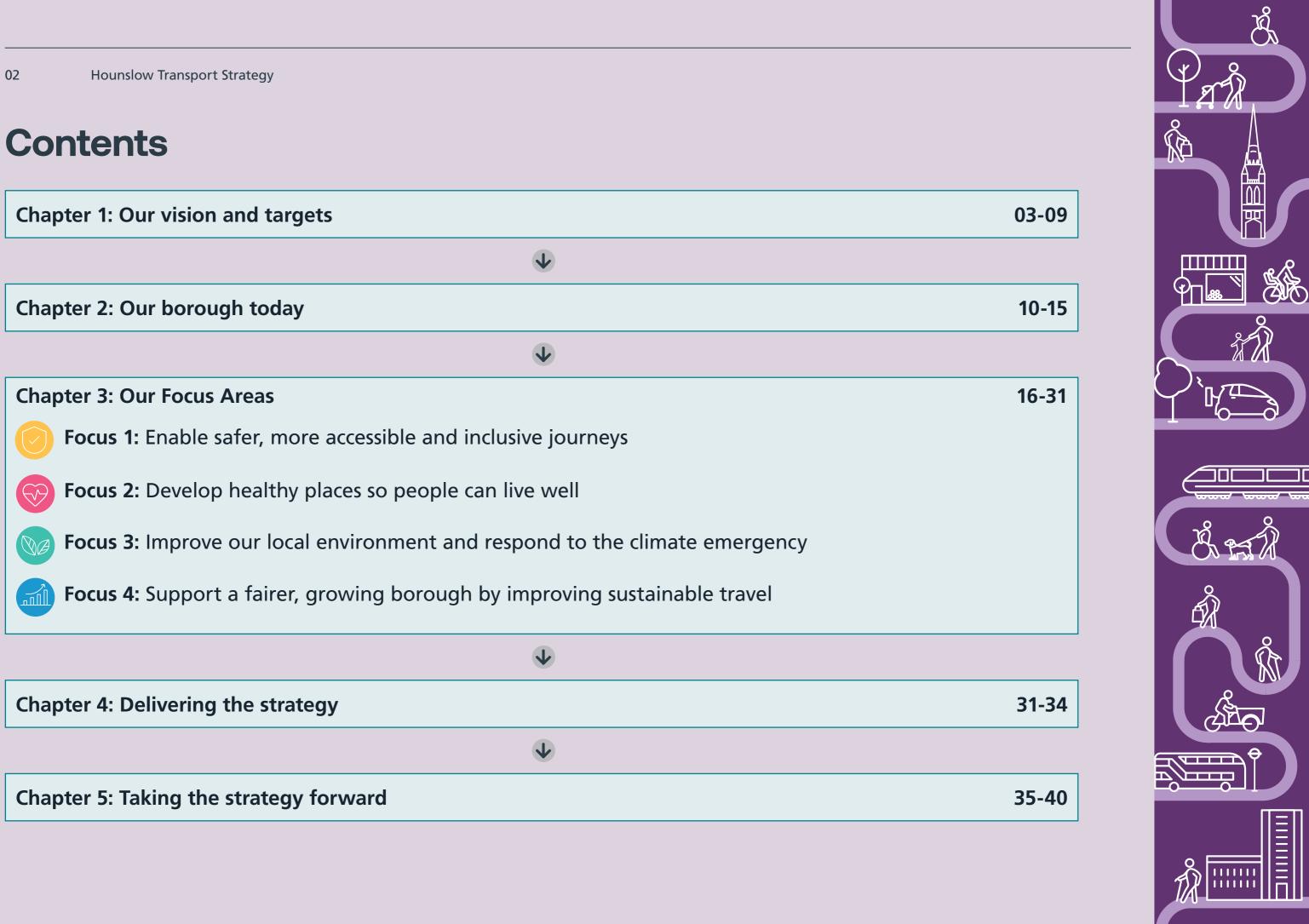
# Hounslow Transport Strategy











## **1. Our vision and targets**

### Safe

We will achieve this by:

- providing training and good design to eliminate all traffic fatalities and serious injuries
- ensuring the network is well maintained, enabling more people to walk, wheel or cycle
- implementing behaviour change schemes to improve road safety

### Inclusive

We will achieve this by:

- ensuring places are accessible, with infrastructure and information designed to accommodate users
- reducing barriers to all modes of travel, regardless of age, ability, location and income ensuring everyone can access the places they need to go
- improving connectivity in under-served areas to reduce inequality

## Our vision is for the Hounslow transport network to be...



### **Efficient**

We will achieve this by:

- improving the reliability of journeys for everyone who travels in the borough
- encouraging the use of more efficient travel options to reduce pressure on our transport network
- enabling sustainable growth in the borough to support existing communities, new homes and jobs



### Healthy, green and clean

We will achieve this by:

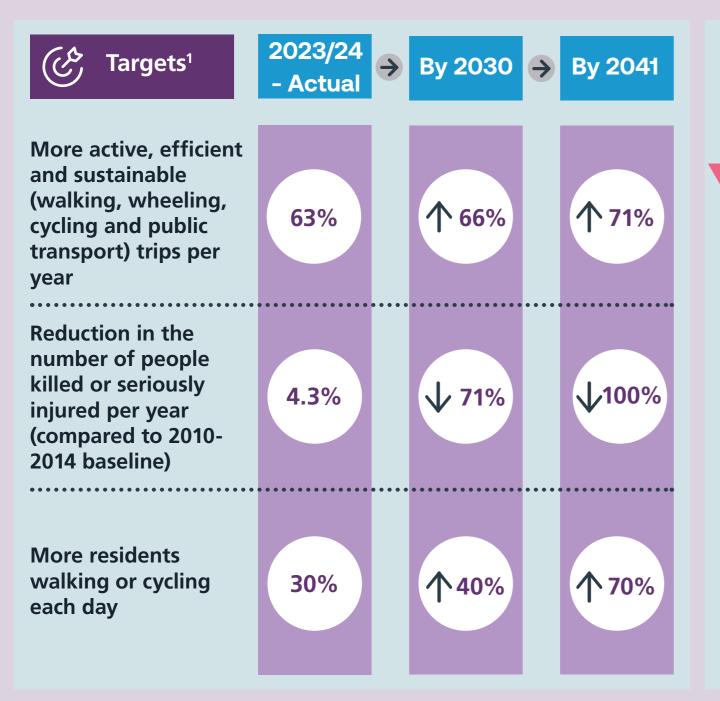
- enabling greater active travel to support healthy  $\bigcirc$ living
  - reducing transport-related emissions to improve
- air and noise quality and respond to the climate emergency
- enhancing the quality and accessibility of public spaces and the transport network



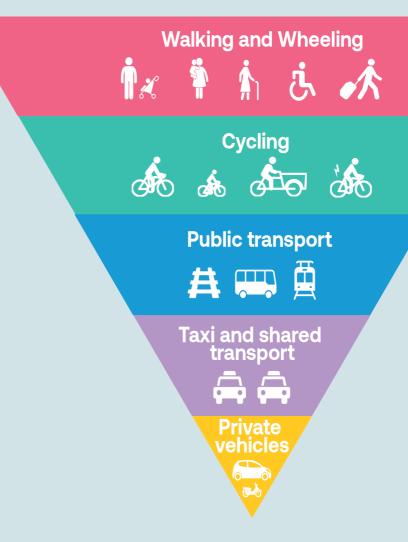


## **Targets**

The Council has made progress in some areas, but there is more to do if we want to achieve our vision. We know that progress varies by place as well, and there are inequalities across the borough.



We want to ensure the right mode is available for the right journey. Our sustainable transport hierarchy prioritises walking, wheeling, cycling and public transport.



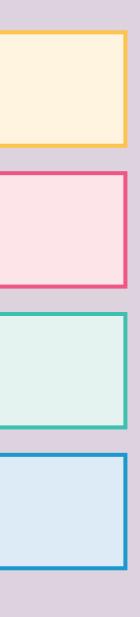




## **Focus Areas**

We have a people-first approach prioritising the most efficient and sustainable modes. The Transport Strategy is for everyone who lives, works or studies in Hounslow and for visitors to the borough. To achieve our vision, we have outlined four Focus Areas:







## Why now?

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In the past five years, the Covid-19 pandemic and ongoing costof-living crisis have changed travel behaviour, infrastructure, and lifestyles. Refreshing our strategy allows us to re-prioritise across the Council to better support our communities now and in the future.

We've listened to your feedback on how we can improve moving around the borough. By promoting walking, wheeling, cycling, and public transport, we can free up road space for those who need to drive. Transport options that move more people at once are more efficient. If we don't act now, our borough's growth won't remain sustainable.

With Hounslow's population growing and 28,800 new homes planned by 2041<sup>4</sup>, we must ensure our transport network keeps up. Without action, congestion, emissions, and inequalities will increase.

Different modes of travel can carry different amounts of people, the diagram below shows theoretical capacity of different modes. It shows that active and public transport can accommodate more people within the same space and enabling these modes will support growth in the borough.



By 2031, the number of total trips per day in Hounslow is due to increase by 24%, mainly due to population growth.



This translates to an additional 100,000

trips per day in the borough<sup>2</sup>.



The average car in England is only driven 4% of the time<sup>3</sup>. This means that 96% of the time cars are parked and not in use. There are opportunities for more efficient use of private vehicles in the borough such as car clubs, car rentals and taxis.

#### **Efficiency of different travel modes<sup>5</sup>**



**Private motor vehicles** 2,000 people per hour



**Bike lanes** 3,600 - 7,200 people per hour

**Dedicated bus lanes** 9,000 - 17,000 people per hour

19,000 people per hour

Rail and tube 18,000 - 20,000 people per hour







We need to prioritise modes that move more people, more frequently and efficiently, to deliver the greatest benefit in terms of space, safety and our environment. We need to also ensure our networks are inclusive and accessible.







## What has changed?

#### **For Hounslow**

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Since the last Transport Strategy in 2019, travel, work, and leisure trips have changed (e.g. flexible working, online shopping). The opening of the nearby Elizabeth Line between Heathrow and Central London has contributed to regeneration for new homes and jobs in Hounslow. Furthermore, with our People Friendly Streets we are prioritising walking, wheeling and cycling. Going forward, capacity improvements on the Piccadilly line and the Hounslow Loop, and development of the West London Orbital will transform travel in our borough, bringing accessibility and connectivity benefits to our communities.

#### The Mayor of London's priorities

We need to continue to work towards the Mayor's Transport Strategy<sup>6</sup> and its ambitious targets, including a renewed focus on Vision Zero, and sustainable mode share. The Mayor's target is for 80% of all trips in London to be made on foot, by cycle or using public transport for 2041, for Hounslow this target is 71%.

#### **National policy**

At a national level, the new government is committed to reducing carbon emissions from transport and supporting the UK's journey for all emissions to reach net zero by 2050. An integrated national transport strategy is in development and will help strengthen the case for sustainable travel. Delivering greener transport, integrating networks, improving bus and rail services and transforming infrastructure are all key to bringing people and opportunities together<sup>7</sup>.





Hounslow Transport Strategy 09

he Transport Strate of which is guided b ctions we are going <b>Strategic Policy</b> Sets out strategic policy to inform	by the Corporat	-	· · · · · ·	•	1 21			
and guide the transport strategy	This is guided by three key pillars to achieve equality by place, group and as an employer, with a focus on Equality Opportunity Areas.	This aims for a zero-emission transport network by 2050, with Hounslow targeting 71% of trips by sustainable transport by 2041.	This vision and framework for development in Hounslow is being reviewed to align with growing needs and a sustainable future.	This sets out the Council's vision to support greener, healthier, cleaner, thriving, safer and liveable communities.	This outlines Council actions to cut direct carbon emissions, this involves promoting sustainable travel and electric vehicles.	This is our three-year vision for health and wellbeing to support healthier, happier, more connected and enabled communities.	This sets out the voices of young people, and clear actions to support healthy, safe and thriving communities.	This outlines the borough's strategy to promote economic growth, sustainability and community well-being.

## Hounslow Transport Strategy

Supporting Policy Detailed action plans and documents to support delivery of the Transport Strategy	EV Charging Strategy (2022) Details how electric vehicle charging points will be installed across the borough. Kerbside Strategy (2024) Sets out our approach to re-imagining space and activities at the kerbside in the borough. Parking Strategy (2024) Details how we will better manage and enhance our car parking provision.	Local Implementation Plan (2019) Details how the Transport Strategy will be delivered in line with TfL's policies. In previous years the Transport Strategy and Local Implementation Plan (LIP) were combined into one document, we have now decided to separate these documents. This will allow for the Transport Strategy to set out the overarching vision, objectives and focus	<ul> <li>Cycling Action Plan</li> <li>Details our approach to the cycle network and complementary activities.</li> <li>Walking and Wheeling Action Plan</li> <li>Sets out the vision for walking and wheeling, and actions focused on increasing activity.</li> <li>Road Safety Plan</li> <li>Sets out how road safety will be improved and promoted to reduce deaths and injuries.</li> </ul>	Public Transport Plan (2025) This will set out the priorities for public transport in the borough.	Air C (202) Sets impr the b 2023 Gree Infra (202) Sets clima heal be a an e space the b
Status:	provision.	objectives and focus areas. The LIP will be updated in line with TfL's requirements.	deaths and injuries.		Safer Strat Deta coun
🔵 Adopted 🛛 🛑 Be	eing reviewed/updated	🔵 In draft			comr

#### Quality Action Plan 23)

ts out the steps to prove air quality in borough between 23 and 2028.

#### en & Blue rastructure Strategy )21)

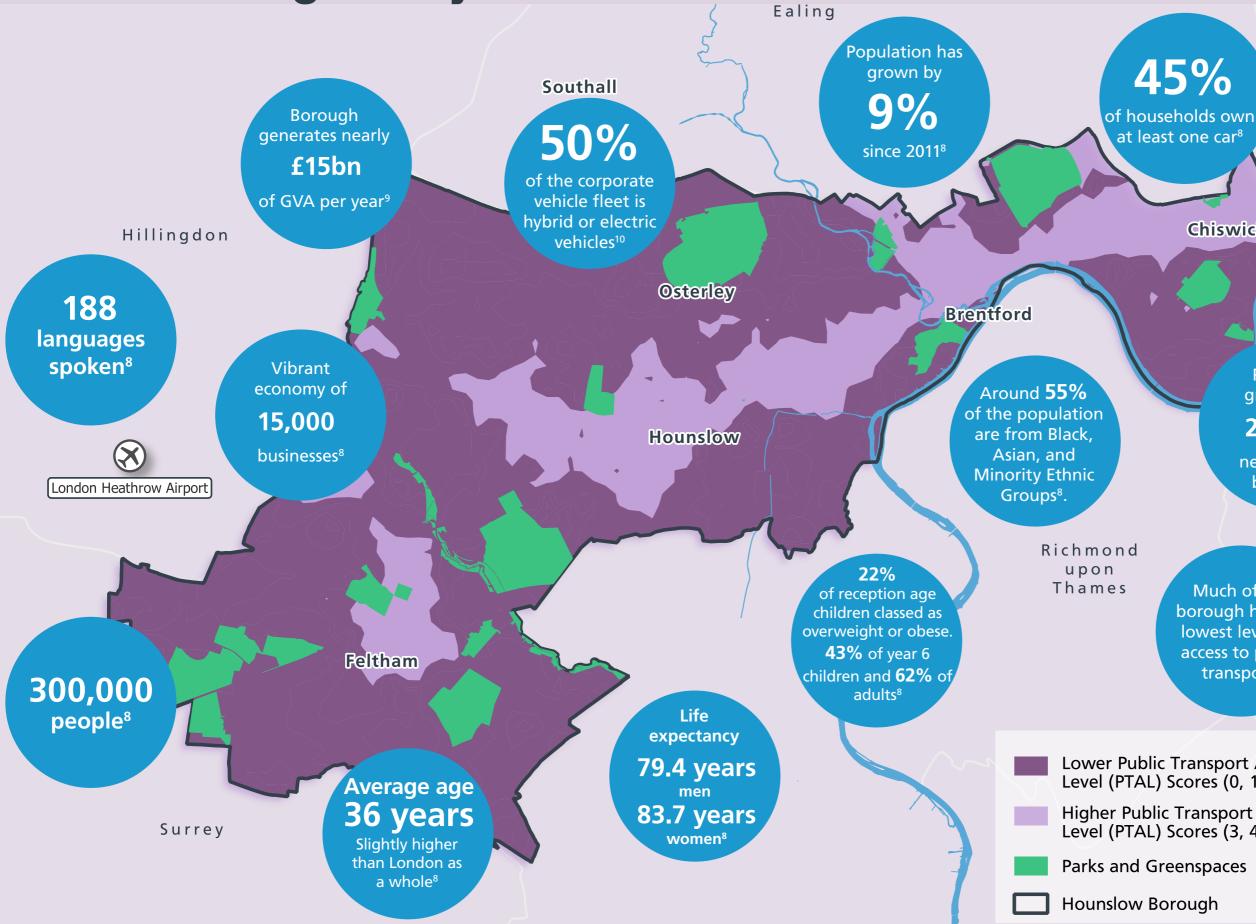
ts out how the nate and public alth emergency will addressed, with emphasis on green aces and waterways in borough.

#### er Communities ategy (2021)

tails how the uncil will work with mmunities to keep the borough safe.



## 2. Our borough today



Chiswick

Planned growth of 28,800

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new homes by 2041<sup>8</sup>

Much of the borough has the lowest levels of access to public transport<sup>8</sup>

Lower Public Transport Accessibility Level (PTAL) Scores (0, 1a, 1b, 2)

**Higher Public Transport Accessibility** Level (PTAL) Scores (3, 4, 5, 6a, 6b)

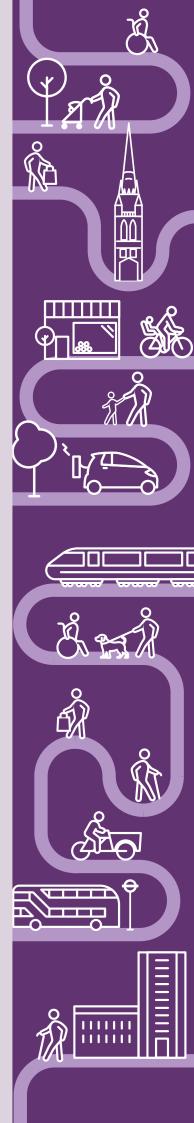
#### **Our places**

We are one of the most diverse boroughs in the country, home to people speaking 188 different languages, and a gateway to London and the world. In Hounslow, residential communities are focused around the four town centres of Chiswick, Hounslow, Brentford and Feltham and the urban villages of Heston, Bedfont, Isleworth, Hanworth, Osterley and Cranford. With links to Heathrow and Central London at our doorstep, Hounslow is a key gateway to growth and economic opportunities.

The borough has a strong cultural heritage and legacy, with historic estates at Chiswick, Osterley, Syon and Gunnersbury retaining their houses and green spaces.

The A4 Great West Corridor is an important, strategic corridor between central London and Heathrow airport. We aim to transform the area into a 21st century residential and business hub that is supported by a high-quality environment, sustainable transport, a vibrant mix of uses, good integration with its surrounding communities, and a strong image and identity.





### **Our transport**

The borough's transport geography is dominated by east to west radial routes both on the road and public transport networks. Whilst there are areas with good public transport accessibility, we know there are communities with very limited connectivity that can lead to social exclusion and poor health outcomes.

### Key facts<sup>8</sup>

## $\Theta \rightleftharpoons \Theta \rightleftharpoons \Theta \rightleftharpoons \Theta$

Hounslow has 7 rail stations and 8 tube stations. Our borough also has an extensive bus network with 680 bus stops and 52 bus routes, 27 of which are high frequency.



As a sector, road transport is the largest source of greenhouse gas emissions in Hounslow.



Road transport accounts for **34.2%** of total CO<sub>2</sub> emissions in the borough.



48% of walking trips are for leisure purposes



Each day more than **471,000** journeys are made. 63% by sustainable modes.

37%

14%

### Trips completed in the borough<sup>1</sup>



**Motor vehicles** 



### Walking & wheeling







In 2019, there were 710 tonnes NOx emissions and 91 tonnes PM10 emissions from road transport in the borough<sup>11</sup>.



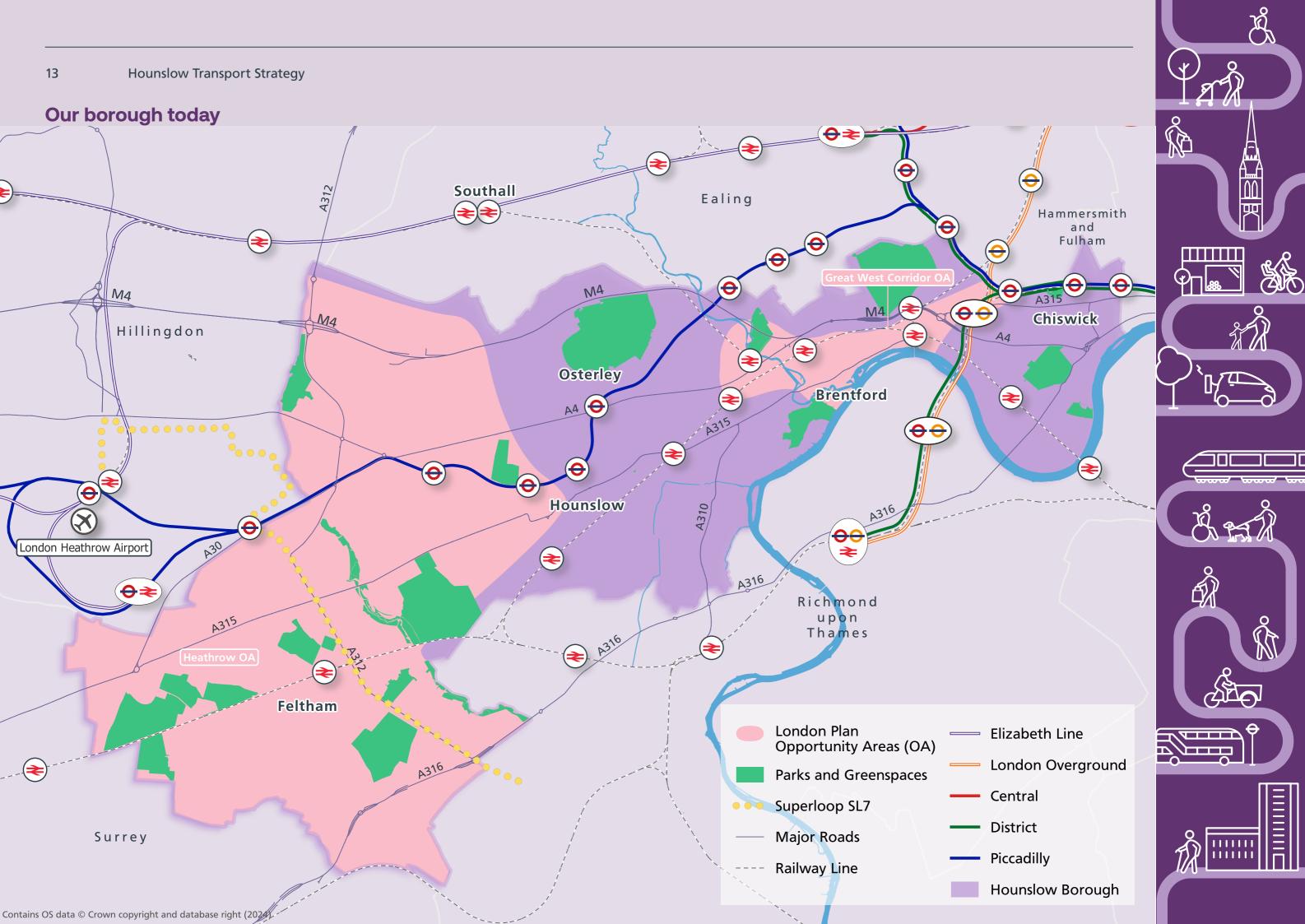
13% of working residents travel to work by bus, while 3% of commuters cycle to work.



1/3 of households in the borough do not have access to a car.







## **Key challenges**

Borough-level evidence including input from communities and the latest policy developments tell us what the strategy needs to address. We have identified key challenges, which highlight the limitations we currently have to achieving our vision and objectives.

There is a gap between where we are today and where we would like to be by 2041. These have been discussed with Council-wide service areas, our internal working group, and respond to the engagement across our communities.

For more information on local data and insights for our borough, please visit the Hounslow data hub.

### Safety and accessibility

- Safety risks and perceptions of safety whilst travelling and using public spaces is deterring people from choosing to walk, wheel, cycle or use public transport.
- 2. Through traffic in residential areas limits opportunities for safe and enjoyable walking and wheeling, and cycling.
- 3. Too many transport services and networks are not accessible to a variety of users.

#### $\overline{\langle}$ Health

- 4. Air and noise pollution from motor traffic significantly impact public health.
- 5. Too few residents benefit from the mental and physical health advantages of active travel.
- 6. Gaps in walking and cycling networks prevent more people from choosing sustainable travel options.
- 7. Those facing health and social inequalities often lack reliable, accessible transport to essential services like GP practices and jobs.

### **Environment**

- 8. Transport greenhouse gas emissions are the largest contributing sectors to the borough's total emissions.
- 9. The impacts of climate change in Hounslow are already apparent and testing the resilience of our transport networks.
- 10. Lack of integration between green spaces and key destinations impacts journeys.

### **Sustainable Growth**

- 11. Funding uncertainty and limited resources for the Council and partners is holding back a seamless transition to a cleaner and greener borough. The existing transport network within and beyond the borough does not sufficiently serve journeys for employment, education and leisure.
- 12. Some parts of the borough are at risk of transport-related social exclusion, due to inadequate walking, wheeling, cycling and public transport connectivity such as our Equality Opportunity Clusters.
- 13. Planned population and housing growth must be accommodated by the right infrastructure and measures to achieve our targets.



### **Planning for growth**

We know that our walking and wheeling, cycling, bus, tube and rail networks need improving in some areas to encourage more people to consider these modes where possible.

To enable growth, strategic interventions that address different modes in the borough will be delivered in the short, medium and longer term.

The Mayor's London Plan<sup>12</sup> identifies key opportunity areas for growth in population, housing and employment. One of these, the Great West Corridor Opportunity Area falls in our borough, with the potential for **7,500 new homes and 14,000 new jobs by 2041**<sup>13</sup>. For the whole of London, the population is set to grow to **10.8 million by 2041**, and employment is expected to increase on average by **49,000 jobs per year**.

#### **Planning for our communities**

We recognise the need to invest in the borough's network and communities. Our Fairer and More Equal Hounslow Strategy highlights 10 Equal Opportunity Area Clusters to address local needs and benefit residents. While some areas require more attention, improvements to the broader transport network will aim to benefit everyone. The Council remains committed to a people-first approach, ensuring both current and future communities benefit from these initiatives.

#### **Planning for all**

You have told us that accessible public transport is a top priority. The Council has supported step-free accessibility at Syon Lane and Osterley stations. Isleworth station recently received a £3 million upgrade, providing step-free access to both platforms, funded by Network Rail and a £1 million contribution from the Council. We are committed to improving accessibility of public transport across the borough, with plans in development for step-free access at Kew Bridge, Gunnersbury, Hounslow West and Turnham Green.





## **3. Our Focus Areas**

To achieve our vision that supports the movement of people, this strategy is centred on four focus areas.

Each is ambitious, with unique challenges that will require the delivery of a range of different interventions with the support of delivery partners. We are not able to solve every key issue and challenge for Hounslow with this Transport Strategy. However, each Focus Area does encompass the range of modes of transport with considerations to the environment, health, equality, safety and accessibility.

#### How much further do we need to go?

We are making progress in many areas, however with the expected population growth, we need to shift more trips to higher capacity modes such as public transport. This needs to happen to avoid congestion worsening and poorer air quality. Our four Focus Areas will help to achieve the following targets for Hounslow but there is still more progress to make. Actions in one Focus Area may contribute to the delivery of other metrics.

Key Metrics	2023/24
Increase in share of all trips by active travel or public transport <sup>14</sup>	63%
Reduce car ownership <sup>15</sup>	105,666
Reduce CO <sub>2</sub> emissions from road transport <sup>16</sup>	249,400 tonnes*
Reduce NO <sub>2</sub> emissions from road transport <sup>16</sup>	710 tonnes*
Reduce PM10 emissions from road transport <sup>16</sup>	92 tonnes*
Targeted 70% of residents doing at least two sessions of 10 minutes of active travel a day <sup>14</sup>	30%
Targeted 10% reduction in vehicle kilometres by 2041 <sup>17</sup>	1,636 km
Reduce on average, the difference between total network and step-free network journey times by 50% by 2041 <sup>18</sup>	5 minutes

NB: \* Baseline figure is from 2019



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Focus 1: Enable safer, more accessible and inclusive journeys



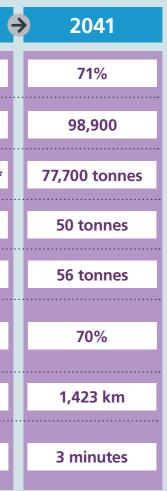
Focus 2: Develop healthy places so people can live well



Focus 3: Improve our local environment and respond to the climate emergency



Focus 4: Support a fairer, growing borough by improving sustainable travel





## **Focus Area 1**

Enable safer, more accessible and inclusive journeys

#### Summary

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This Focus Area aims to create safer. more accessible places and transport options that reduce reliance on cars for a good quality of life. Careful planning focused on safety and accessibility will ensure our transport networks are available to as many people as possible, offering greater choice.

We recognise that some individuals need to use cars for trips, so we are increasing the number of disabled bays in car parks and on-street. Ensuring safety while traveling is crucial for encouraging healthier, greener modes of transport. There are two elements to safety:

- Road safety In Hounslow we are currently falling short of our target to reduce deaths and serious injuries<sup>19</sup> from road collisions, with 141 reported in 2022 compared to a target of 65 for 2021.
- Community safety We know that people don't feel safe travelling at all times and there are barriers to using different modes.

Inaccessible networks limit the potential for walking, wheeling, cycling and sustainable travel. By accessibility, we mean:

- The quality of being easy to obtain or use different networks.
- The quality of being easily reached, entered, or used by people who have a disability.

#### What are we going to do?

To help deliver against this Focus Area between now and 2041, our projects and programmes include:

**Delivery of the Road Safety Plan:** We have reviewed all collision data in the borough and identified a prioritised list of locations which require road safety intervention. This will range from infrastructure, traffic calming, training and increasing awareness of road safety. Moving from a reactive to a proactive approach is key, alongside working with vulnerable road users such as motorcyclists, cyclists, young and old people is important as they are disproportionately represented in collision data.

### **Station Accessibility Programme:**

Gunnersbury and Kew Bridge stations have been awarded Access for All (AfA) funding. We have also committed to fund studies at Hounslow West and supporting the TfL study at Turnham Green. At Isleworth station we have recently delivered new lifts, improved lighting and cameras, and now we are working in partnership with South Western Railway to improve the space outside the station. In Brentford we are doing the same outside the northern platform. Both projects are focused on helping to create a welcoming space that provides accessibility to different transport modes, balancing the needs of users. We are also wayfinding.

committed to improving crossings and Expand cycle training and hubs: Hounslow adopts a community-focused approach to cycle training, making it accessible to all. In Spring 2024, we expanded our cycle hubs for adult training, establishing new locations in Feltham and Heston Park, with plans for more in Brentford at Boston Manor Park in late 2025. The borough aims to significantly increase the number of children and adults trained through our Bikeability programme.



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#### Deliver the Walking and Wheeling action plan:

As part of the Council's Walking and Wheeling Action plan and vision to encourage more people to walk and wheel for shorter trips we are committed to key actions. The Action plan identifies improvements on our networks to ensure walking and wheeling can be enjoyed by a range of people. We will also continue our work to encourage endorsement of TfL's Travel for Life accreditation programme, where training on road safety and walking and wheeling is provided to young people.

#### Continue running our All-Ability training sessions:

We are committed to running accessible cycling sessions to help ensure that cycling is for everyone. As of May 2024, 275 adults and children are enrolled in the sessions. These are currently run at Inwood Park Cycling Hub which was set up with TfL's Healthy Street Officers programme. The Council has a diverse range of adapted bikes to suit all abilities ranging from side by side bikes, hand cycles, recumbent cycles and trikes. Cycle helmets, high visibility tabards and support straps are provided to ensure cycling is comfortable for all, and individuals grow their confidence.



### How are we delivering against this **Focus Area already?**

Walking and Wheeling audits with the public

#### What have we delivered and why?

- A series of Walking and Wheeling audits with members of the public from different equality groups to understand how we can better respond to them.
- The feedback from the audits has been used to help identify priorities for the Walking and Wheeling Action Plan.

#### What are the key benefits to communities?

- This gives us user experience beyond our opinion, it helps us understand challenges faced by our communities and how we can respond to them.
- Feedback will help to improve the quality and safety of surfacing, crossings and resting places, wayfinding and ensure walking routes are free from obstruction.

#### Who has helped us with the delivery?

- Members of the public
- Other council teams





#### What does success look like?

Implementing this Focus Area alongside other Council plans will directly benefit everyone who lives, visits, studies, or works in our borough. By improving the safety of our transport networks and increasing access to various modes of transport, we offer greater choice and promote a more equitable Hounslow.

#### **Understanding your priorities**



19

- You said:
- More tube and rail stations with step-free access
- Safety and accessibility are community priorities
- Bus driver training to ensure buses stop where expected and near to pavements



We will:

- Continue to work with partners to make more stations step free by introducing lifts and ramps
- Implement our Walking and Wheeling Action Plan

#### **The Focus Area will**

#### Meet these objectives

Safe, efficient, inclusive

#### **Respond to these challenges**

1 Safety risks and perceptions of safety whilst travelling and using public spaces is deterring people from choosing to walk, wheel, cycle or use public transport

2 Through traffic in residential areas limits opportunities for safe and enjoyable walking and wheeling, and cycling

<sup>3</sup> Too many transport services and networks are not accessible to a variety of users

What does success look like?				
Direct impacts	Wider impacts			
Increased accessibility enabling more people to use public transport	Better serve our 10 Equality Opp Clusters			
Improved safety for different road users whilst travelling on our networks	Safer communities across the bo			
How will we measure success?				
Progress towards Vision Zero approach to Road safety reducing the number seriously injured on the road network				
Overall crime rate - support safer neighbourhoods and tackle anti-social bel				
Resident perceptions of safety				
Increase in participation of women and other equality groups in walking, w cycling				
Increased sustainable mode share				

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## **Focus Area 2**

#### What is this about?

This Focus Area is central to ensuring that Hounslow's transport networks enhance public health and quality of life. To achieve • this, our streets and public spaces must prioritise well-being, making it easier and safer for people to adopt healthier, active travel options. Transport plays a crucial role in public health by addressing several interconnected goals:

- Reducing air pollution by promoting greener, sustainable travel options.
- Improving access to essential services (e.g., GPs, schools, parks) to encourage walking, cycling, and public transport.
- Investing in infrastructure that supports walking, wheeling, and cycling to make active travel more accessible.

By aligning transport with public health priorities, we also support:

- Accessibility Ensuring that transport is inclusive and accessible for everyone.
- Active Travel Encouraging walking, cycling, and wheeling as everyday modes of transport.
- Safety Creating a safer environment for all users of the transport network.
- Social Cohesion Fostering stronger communities by improving connectivity to essential opportunities.

 Reducing Noise Pollution - Addressing the impact of transport-related noise on health.

Develop healthier places so people can live well

- Climate-Health Co-benefits Aligning our climate goals with public health outcomes.
- Affordability Making sustainable transport affordable and accessible for all.
- Resilience Developing a transport system that is adaptable to future challenges.

Public transport and active travel not only help reduce environmental impact but also contribute directly to mental health and physical well-being, providing daily exercise and reducing the risks of chronic conditions like heart disease and obesity.

Action is underway to help develop healthier places, including the NHS's Core20PLUS5 approach that supports communities in need with healthcare, our falls prevention service, and ensuring new developments are fully accessible.

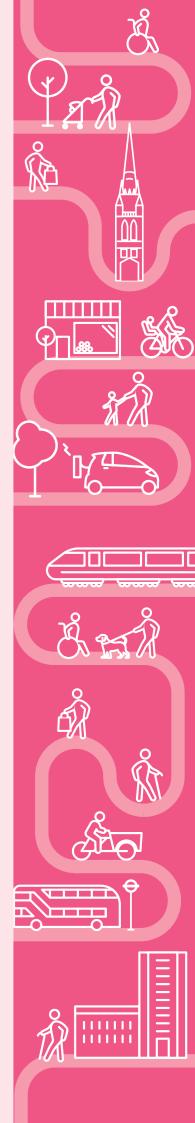
#### What are we going to do?

To help deliver this Focus Area between now and 2041, there are a few key programmes and plans that consider different modes of transport. These include:

People friendly streets programme: The Council has continued to create safer and more attractive spaces for walking, wheeling and cycling. This programme provides further opportunities to continue thinking about how we allocate space on our streets and support healthier lifestyles.







#### School travel planning:

With over 90 schools in the borough, school related traffic is an important consideration in making travel safer and more sustainable. We work with schools through TfL's Travel for Life accreditation programme to encourage use of public transport and active travel among school staff, young people and their families. Congestion from the school run accounts for approximately 25% of traffic in the morning peak. School communities therefore have a role to play in reducing this alongside enforcement from the council and the police to ensure the commute to and from school is safe for all.

#### Continued roll out and extension of the School Street programme:

School Streets are designed to ensure children and young people's journeys to and from school are safer and healthier. We have intensified efforts to address congestion and safety issues around schools during drop-off and pick-up times. These schemes aim to restrict motor traffic and reduce car use for school journeys, encouraging students to walk, wheel, and cycle. Currently, the borough has one of the highest enrolment rates with 37 schools participating, and we plan to expand the programme.

#### **Deliver our Cycling Action Plan:**

We have extended Cycleway route C9 to connect Brentford with Chiswick and Hammersmith. This builds on recent improvements, enhancing safety and appeal for people walking, wheeling and cycling. The Cycling Action Plan identifies three key areas - priority cycle network, cycle parking, infrastructure and behaviour change. See the Cycling Action Plan for full details. We will continue to work with public health colleagues to ensure the Cycling Action Plan encourages greater participation of cycling.

## How are we delivering against this **Focus Area already?**

#### South Chiswick Liveable Neighbourhood

- The neighbourhood combines a range of schemes across the Grove Park and Dukes Meadow and includes the introduction of road closures and access restrictions that can significantly reduce traffic volumes and speed.
- By prioritising pedestrians and cyclists, we are encouraging more people to walk, wheel and cycle.

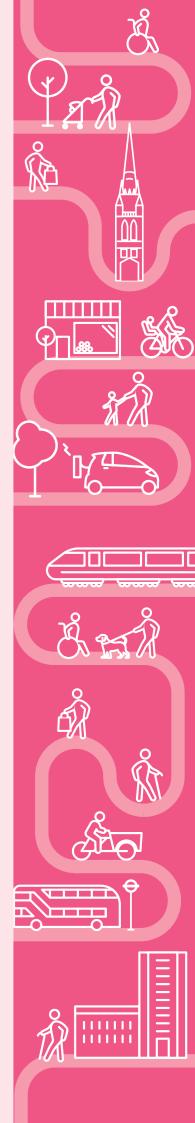
#### What are the key benefits to communities?

- Reduced traffic volumes across the area has created a quieter, safer, neighbourhood.
- Cleaner air and less noise from road traffic
- Since the introduction of the access restriction on Hartington Road there has been a 51% reduction in vehicles travelling in the northbound direction.

#### Who has helped us with the delivery?

- TfL
- Hounslow Highways team





#### What does success look like?

Delivering this Focus Area in combination with other Council plans will directly impact people that live, visit or study in Hounslow or who work in the borough. If we can encourage more people to consider alternative choices to driving where it is feasible, Hounslow will be a greener and cleaner place that supports a healthier quality of life.

#### **Understanding your priorities**



You said:

- More opportunities to cycle, walk or wheel for work, education and leisure trips
- Less congestion, particularly around schools and improved safety for walking, wheeling and cycling



We will:

- Implement our Cycling Action Plan for consultation
- Make streets and schools more people friendly to support active travel

#### **The Focus Area will**

Meet these objectives

Healthy, green and clean, inclusive

**Respond to these challenges** 

4 Air and noise pollution from motor traffic significantly impact public health

5 Too few residents benefit from the mental and physical health advantages of active travel

Gaps in walking and cycling networks prevent more people from choosing sustainable travel options

7 Those facing health and social inequalities often lack reliable, accessible transport to essential services like GP practices and jobs

#### What does success look like?

Direct impacts	Wider impacts
Healthy streats and naighbourboads	Cleaner air
Healthy streets and neighbourhoods	More attractive streets for peo
	More active and healthier com
Increase in walking and wheeling, cycling, bus, tube and rail	Lower rates of obesity in adults children
	Improved quality of life
How will we measure success?	

Increase in journeys by walking and wheeling, cycling, bus, tube and rail

Physical activity levels

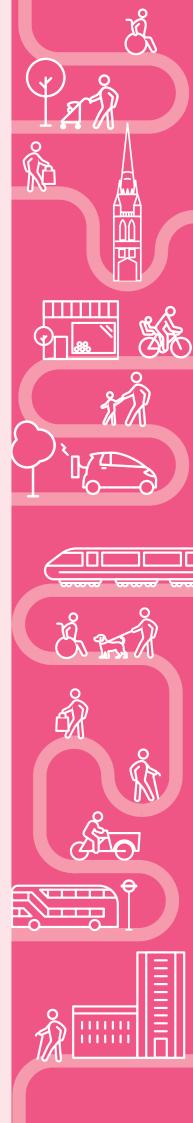
Increased walking, wheeling and cycling to schools

Increase in cycling mode share for the borough

Lower rates of obesity

Borough footfall data – supporting our local communities

ople to enjoy munities ts and



## **Focus Area 3**

Improve our local environment and respond to the climate emergency

#### What is this about?

23

This Focus Area is crucial for encouraging greener, low-emission transport that mitigates carbon emissions and improves air quality. To achieve a cleaner, greener future, we must encourage more people—especially drivers—to use public transport, and our walking, wheeling, and cycling networks. Maintaining existing infrastructure and investing in new infrastructure are also vital for supporting the shift to electric vehicles.

With extreme climate events like the 2022 summer heatwaves reaching record breaking temperatures of over 40°C and damaging and disrupting transport infrastructure, it's clear we must adapt our transport systems in the face of more extreme weather. The borough has also faced recurring flooding on the A4 and rail signal failures on the Hounslow Loop. We need to strengthen the resilience of our infrastructure and networks to reduce the impacts of climate change and ensure it serves our residents for many years to come.

#### What are we going to do?

To help deliver against this Focus Area between now and 2041, there are a few key projects and programmes that consider different modes of transport. These include:

#### Upgrade our walking and wheeling and cycling networks:

The Council has developed a Walking and Wheeling Action Plan that aims to promote these modes to all ages, abilities and backgrounds as natural choices for short trips. By creating an attractive environment for physical activity, we can increase travel by these greener modes that will help to reduce transport emissions and improve air quality for communities. We will also be delivering a Cycling Action Plan which builds on our existing network.

#### Develop mobility hubs that provide access to different modes:

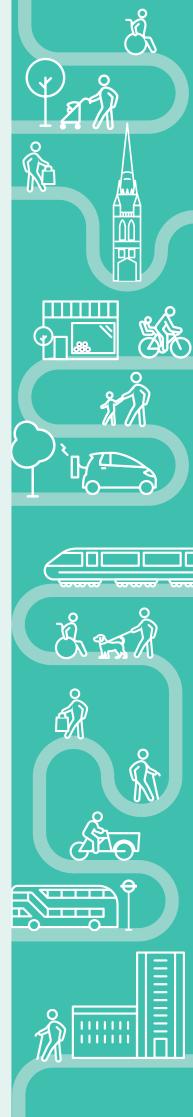
These are sites where people can access different modes of sustainable transport and facilities such as electric bicycles, scooters, cycle parking and electric vehicle charging points. Good interchange and wayfinding is key to supporting more accessible journeys.

The Council is exploring locations boroughwide which may be suitable for hubs to provide greater choice of low emission travel opportunities.

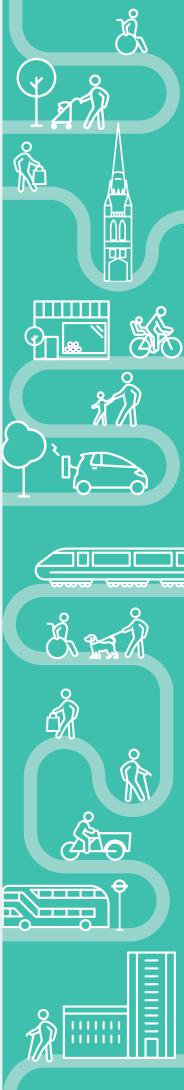
#### Continue to expand our electric vehicle charging network:

Our Electric Vehicle Charging Strategy will deliver 2,000 additional charge points by May 2026. This will help to ensure our infrastructure supports electric vehicles, which will be vital in reducing our borough's carbon footprint and achieving our goal for net zero by 2030.









#### Encourage the uptake of cleaner vehicles:

The Council's Parking Strategy acknowledges the importance of car parking, especially for those with mobility needs where walking, wheeling, cycling, or public transport aren't suitable. To address the climate emergency, we aim to promote cleaner vehicles through emissions-based charges and better parking management. This is key to cutting road transport emissions, improving air quality for our children, and preserving our green spaces so that they remain green and attractive.

#### Prioritise our streets to better serve communities:

We want to update how our parking and kerbside spaces are used so that streets and public areas are more enjoyable for residents and businesses. We support car free developments in well connected areas and restricting car parking at new developments elsewhere. We are using the feedback received from our public consultation on the Hounslow Kerbside Strategy to set out a way forward in rebalancing the use of the kerbside. The aim is to improve accessibility for all users and create attractive, clutter-free places for people to walk, wheel and cycle.

#### Delivery of urban greening and sustainable drainage:

We want to re-imagine our parking and kerbside spaces so that they benefit everyone and are resilient to climate change. Our Kerbside Strategy, sets out a way forward in diversifying the use of these spaces. This involves introducing a range of other features alongside car parking, including planting and sustainable drainage to reduce surface water runoff, street trees to provide cooling shade, as well as e-bike hire, car clubs and places to rest and play. Building on our recent delivery of rain gardens in Grove Park (Chiswick) and College Road/Grove Road in Isleworth, we plan to introduce more.

#### How are we delivering against this **Focus Area already?**

Electric vehicle infrastructure roll out What have we delivered and why?

- Hounslow Council has installed over 400 public EV charge points on-street in residential areas, in town centres and in public car parks.
- In Spring 2024, we introduced dedicated Electric Vehicle (EV) charging bays next to all existing charge points within the borough.
- It is important that we deliver infrastructure to support the uptake of cleaner vehicles. The number of new EVs registered within Hounslow is rapidly growing, with a 46% increase between June 2022 and June 2023.

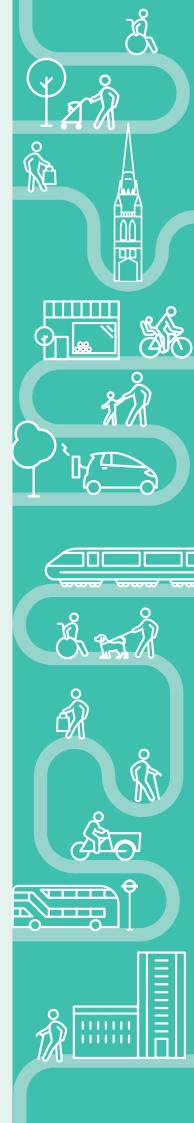
#### What are the key benefits to communities?

- Provide a good minimum level of service for all residents, businesses and visitors, supports more efficient use of our streets
- Reduction in harmful emissions and improvements to local air quality

#### What has helped us with the delivery?

• Government grant funding





#### What does success look like?

Delivering this Focus Area, alongside other Council plans, will benefit everyone who lives, works, studies, or visits the borough. By encouraging more people to choose low-carbon transport and prioritising streets that invite people to use and enjoy them, we can help reduce the impacts of climate change on Hounslow.

#### **Understanding your priorities**



- More greening and street trees
- More electric vehicle charging points
- Well maintained and resilient network



We will:

- Deliver green infrastructure and sustainable drainage
- Rebalance streets in the interests of communities
- Expand our electric vehicle charging network

#### **The Focus Area will**

Meet these objectives

Healthy, green and clean

**Respond to these challenges** 

8 Transport greenhouse gas emissions are the largest contributing sectors to the borough's total emissions

9 The impacts of climate change in Hounslow are already apparent and testing the resilience of our transport networks

10 Lack of integration between green spaces and key destinations impacts journeys

### What does success look like?

Direct impacts	Wider impacts		
Delivery of electric vehicle infrastructure	Uptake of electric vehicles will s reduction in carbon emissions, to cleaner air and our progress zero		
Increase in walking and wheeling, cycling, bus, tube and rail	More active and healthier com cleaner and more attractive stre people to enjoy		
Increase in street trees and sustainable drainage	Quality green spaces that are so and encourage biodiversity		
How will we measure success?			
crease in proportion of the population undertaking 2 sessions of 10 minu ysical activity per day			
nange in healthy life expectancy			
icrease in number of journeys made by walking and wheeling, cycling, bu ail			
Progress towards net zero in response to the	ne climate emergency		
Streat cleanlings rates			

Street cleanliness rates

Investment to improve pavements that need attention

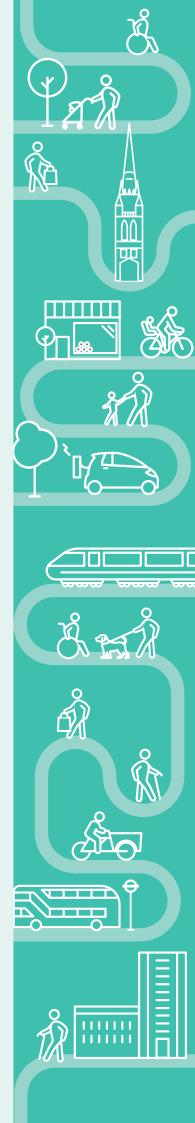
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What is this about?

27

With anticipated population growth and development, efficient movement around the borough by sustainable modes is vital. This Focus Area aims to create a fairer borough today and in the future.

Hounslow has the 14th highest Gross Value Added (GVA) of any local authority in the UK at £14.9bn. 1 in 5 borough jobs are in the transport and storage sector. Our transport network must continue to support the borough's economy both now and into the future.

A strong network supports a sustainable economy, fostering inclusive growth and retaining talent. Currently, there is a significant east-west divide in accessibility, with areas like North Hyde and North Cranford, Hanworth and Lower Feltham lacking connectivity compared to Hounslow town centre and Chiswick. This is recognised through our Equality **Opportunity Clusters.** 

Support a fairer, growing borough by improving sustainable travel

### What are we going to do?

#### Deliver a public transport plan for the borough:

In 2025, the Council will develop a public transport plan that sets out the key priorities for the borough going forwards. This will outline a key plan for improving our bus, rail, and underground networks to support an integrated and equitable borough, with a focus on areas with poor public transport connectivity. Key connectivity improvements include bus corridors on the A4, A315, A312 and A244, and the Brentford to Southall rail link. All bus stops should or will meet TfL's accessibility standards.

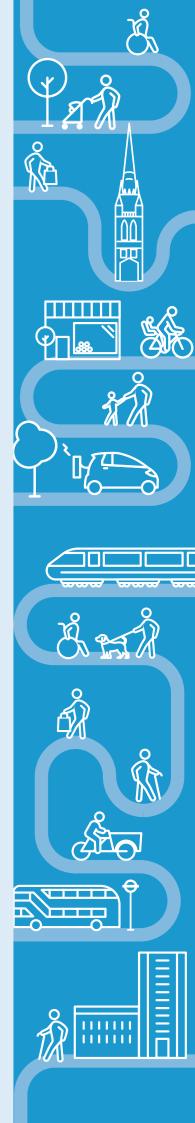
#### West London Orbital:

This would become part of the London Overground network, and run from Hounslow towards Hendon and West Hampstead in the north. The expected delivery cost is £800 - £900 million, and the new rail service will accommodate up to approximately 11.9 million passengers a year. This is part of the investment that is key to unlocking the Great West Corridor Opportunity Area, 7,500 new homes and 14,000 new jobs<sup>12</sup>.

#### **Heathrow Southern Public Transport** Access:

Ensuring public transport connectivity is enhanced between the borough and Heathrow to benefit local residents and workers. Any expansion of Heathrow Airport would bring significant changes to the borough's transport network. There is currently no direct rail link to Heathrow Airport from the south of the borough. The proposals in development include a potential new station serving Bedfont, connecting to Feltham and London Waterloo. In an area of the borough with the lowest public transport accessibility, local residents in Feltham would benefit from quick access by train to Heathrow and Waterloo via this new station. Other improvements to bus connectivity will also be investigated.





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#### Sustainable freight movement:

We need to better understand the challenges of goods movement in Hounslow and its impact on residents, businesses, and the environment. Delivery vans and lorries contribute to congestion, high carbon emissions, and poor air quality. By collaborating with local businesses, we can make goods movement safer and more sustainable by retiming deliveries, using appropriate routes, and adopting cleaner vehicles. Our Kerbside Strategy sets out the role of the kerbside in keeping Hounslow moving, from parcel deliveries to waste management. Solutions like consolidation centres, electric vehicles, and e-cargo bikes can promote greener first and last mile services. Working in partnership with businesses and Heathrow Airport is key to optimising freight movements in Hounslow.

#### Focusing on last-mile journeys:

We know many areas of the borough have poor access to public transport and we will be producing a public transport plan on how to improve this. At the same time we also need to consider last mile journeys from transport hubs to homes or other destinations. This includes provision of dockless e-bikes, walking and wheeling and cycling opportunities.

### How are we delivering against this **Focus Area already?**

#### **Hounslow High Street Quarter**

Conversion of an on-street car park into mixed use development with:

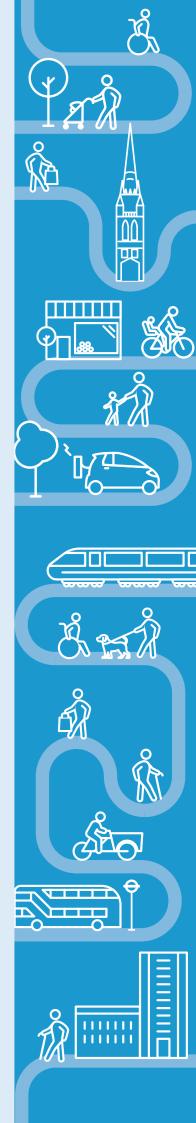
- New public square
- New cinema
- New retail opportunities
- Over 500+ new residential units

#### What are the key benefits to communities?

- New public spaces for leisure and cultural activities
- New homes in town centre location with good transport links







### What does success look like?

Delivering this Focus Area in combination with other Council plans will directly impact people that live, visit, study or work in our borough. Without significant investment in our existing transport networks, infrastructure and training, we cannot maximise opportunities for sustainable and equitable growth in Hounslow.

#### **Understanding your priorities**



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- You said:
- Safer cycling routes for different users
- More frequent public transport that serve different journeys
- Safer and more accessible buses



- Expand our all ability cycle training offer and roll out our priority cycle network
- Review the bus network and infrastructure
- Prepare a Public Transport Plan
- Retention of parking for priority needs

#### **The Focus Area will**

Meet these objectives

Inclusive, efficient

**Respond to these challenges** 

11 Funding uncertainty and limited resources for the Council and partners is holding back a seamless transition to a cleaner and greener borough. The existing transport network within and beyond the borough does not sufficiently serve journeys for employment, education and leisure

12 Some parts of the borough are at risk of transport-related social exclusion, due to inadequate public transport, walking, wheeling, cycling and public transport connectivity such as our Equality Opportunity Clusters

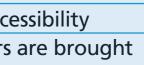
13 Planned population and housing growth must be accommodated by the right infrastructure and measures to achieve our targets

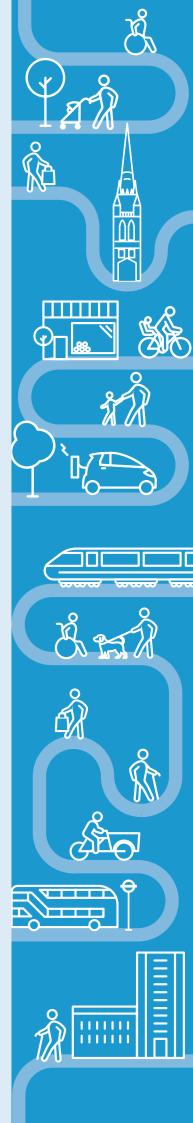
	What does success look like?					
	Direct impacts	Wider impacts				
	Improved connectivity to public transport and active travel networks	Better serve our 10 Equality Op Clusters				
		Increased investment in the bo				
	Improved access to jobs, education and leisure	Local economic growth				
	How will we measure success?					
	Increase in public transport mode share					
The proportion of people with skilled jobs The total value of all industries in Hounslow Number of affordable homes						
					Rates of loneliness	
					Engage with Equality Networks to gauge i	mprovements in safety and acce
	Minimum travel time to essential services in	n Equality Opportunity Clusters				

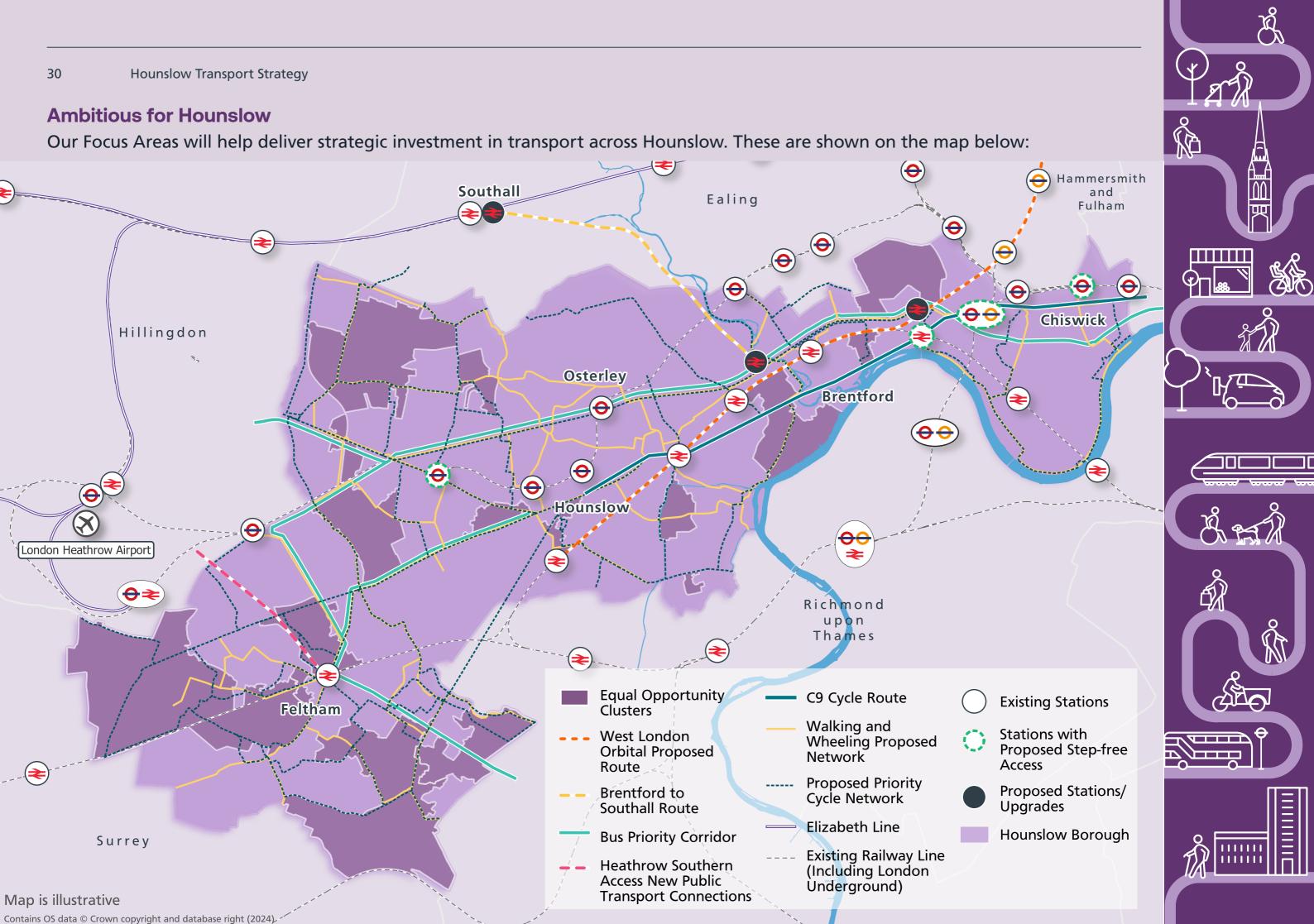
in line with the borough average

**Opportunity** 

orough

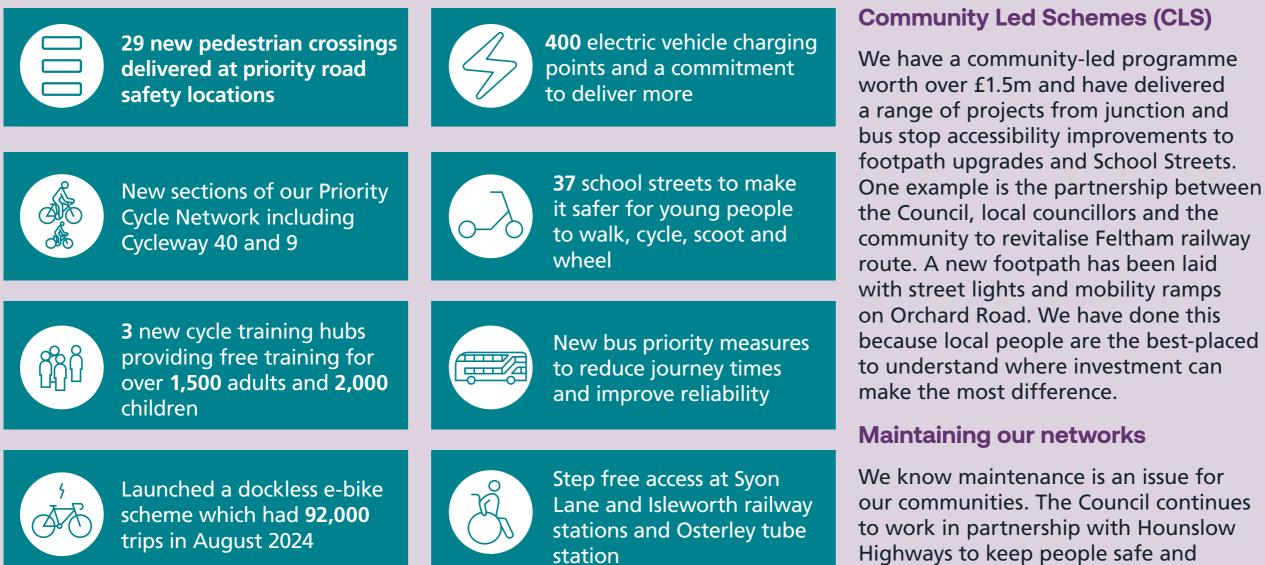






## 4. How we will deliver the strategy for the borough

Over the last five years we have continued to deliver improvements borough-wide, highlights include:



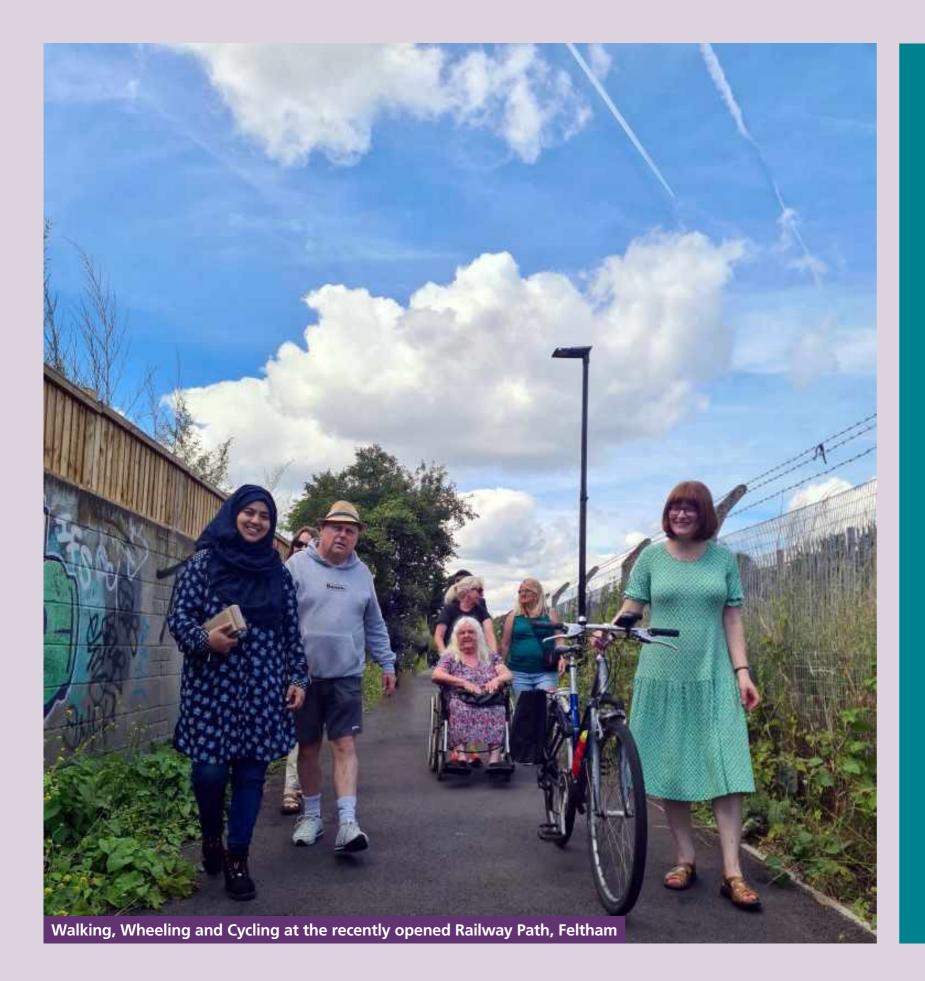


20mph restrictions to 90% of borough roads



We know maintenance is an issue for our communities. The Council continues to work in partnership with Hounslow Highways to keep people safe and support all modes of transport. Between 2013 and 2024, £100m was invested in highway improvements to support upgraded roads, footpaths and energy efficient street lighting.





"It's actually safe to go down at night now because of the lighting. I'm partly in a wheelchair nowadays and you couldn't ever have considered a pushchair or a wheelchair down here; both are easy now, so it's a fantastic shortcut for local residents"

Local resident



### **Co-design with our communities**

We co-design with local communities because it is only by working together and combining insights from residents, transport professionals and other key stakeholders that we can create a transport network that delivers for all.





Hounslow Youth Council transport session

#### You said and we are listening

To keep communities engaged and involved in our future plans, the Council led a two phased consultation between July - September 2024 and October 2024 - January 2025, capturing feedback on community priorities. We have had over 50 events and heard from thousands of residents and young people. The following themes were identified from meeting with a variety of stakeholders including equalities groups and young people, and attending events such as Community Hubs and Area forums across the borough:

- Many people rely on bus travel and would like to see service improvements
- Barriers along the strategic road and rail network and its implications for safety and connectivity
- A lack of orbital links makes northsouth travel challenging by public transport
- The need for better integration of safe and convenient routes through green spaces
- Greater consideration needed for personal safety, particularly for women and girls, young people and the LGBTQ+ community
- Maintenance and resilience of the network and infrastructure for all road users





### **Motivating change**

Our Transport Strategy aims to enhance the use and choice of walking, wheeling, cycling, and public transport options like buses, tubes, and trains. We are dedicated to driving change in our communities, but to influence behaviour, we must understand what empowers residents to choose the best mode for their journey. This will make it more efficient for everyone to move around the borough.

We know that infrastructure is only part of the solution to achieve our vision, objectives and targets. Besides this there is education and road safety training to equip communities with the knowledge and skills to consider other modes. To encourage a change in travel behaviour, we need to provide high quality, safe, reliable and attractive networks across the borough and beyond. We will continue to run cycling initiatives to increase confidence on our networks, and collaborate with schools to educate, inspire and listen to their feedback.

We will:



Continue to listen and understand the barriers and where there are gaps in our networks



Implement measures to support how you travel in the borough



Seek opportunities to encourage more sustainable travel



Make space for those who are unable to change how they travel and rely on their car for mobility





## 5. Taking the Strategy forward

#### Working with our partners

We can't achieve this vision alone. This strategy focuses on driving change from 2025 to 2041, with a progress review in 2030 for each of our Focus Areas.

We deliver in accordance with Transport for London's Local Implementation Plan guidance. Successful delivery will depend on ongoing partnerships with communities and various funding sources. Some aspects are outside the Council's control, so we must collaborate closely with our key delivery partners below and neighbouring authorities.

These are:

- Our Communities to provide regular input and feedback to the Council to ensure transport improvements are meeting the needs of local people
- TfL responsible for the bus, overground, underground and rail networks, and key roads in Hounslow including the A4, A312 and A316
- South Western Railway operator of trains, services and timetabling
- Hounslow Highways maintenance of local roads, footpaths and street lighting
- Network Rail manage and own rail infrastructure in the borough, from stations to tracks and footbridges over the railway

- National Highways responsible for the strategic road network in our borough
- Metropolitan Police ensure the safety of our streets and communities
- Heathrow Airport the UK's largest airport and key transport hub, serves as a major employer in the borough
- **Developers** plan and construct new developments supporting the Hounslow's development and regeneration



#### **Our Communities**

We ask:

- Residents, businesses, employees and members of the public to continue attending our engagement events, to share your experiences of transport and travel in Hounslow
- Continued collaboration on new transport proposals and schemes to ensure they meet the needs of people across the borough





### TfL

36

#### We ask:

- Continue the good partnership on all transport matters
- Support to ensure our bus network serves all communities and Superloop Route 7 stops in Feltham
- Further engagement with our communities to deliver transformational change in travel and achieve the goals in TfL's Equity in Motion plan<sup>20</sup>

## South Western **Z** Railway

### SWR/ Great British Railways

We ask:

- Provide four trains per hour on the Hounslow Loop throughout the day
- Continue to champion community rail projects through the Hounslow and Richmond Community Rail Partnership



Delivering better streets

### **Hounslow Highways**

#### We ask:

- Continue to keep our streets clean, safe and well maintained
- Better alignment of each other's programmes and working with the Council to explore new opportunities for future mobility



### **Network Rail / Great British Railways** We ask:

- The network is made more accessible and step free access is provided at every station
- Continue to work with us to reduce severance of the rail network in the borough to make it more people friendly





#### **National Highways**

#### We ask:

37

- Reduce the impact of the M4 on the severance of our communities, road safety, air quality and carbon emissions
- Continue to work with us to provide alternative choices to using the strategic road network for local journeys through the delivery of new schemes, such as Southall cvcle lane

### METROPOLITAN POLICE

### **Metropolitan Police**

We ask:

- Continued support to ensure communities feel safe moving around the borough
- Continue to work with us, the British Transport Police and members of the public to achieve vision zero



### **Heathrow Airport**

We ask:

- Continue to collaborate on surface access enabling greater active travel to and from the airport especially for employees
- Continue partnership to maximise opportunities for sustainable freight and servicing



### **Developers**

We ask:

- New developments should integrate with local public transport, walking, wheeling and cycling networks
- That residents, employees and visitors are supported to make journeys by sustainable modes



### Funding our plans

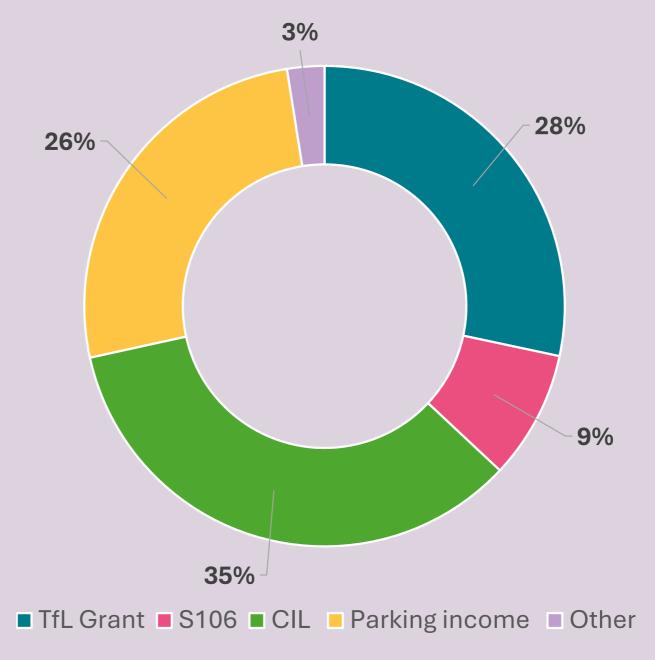
Successful delivery of this strategy requires diverse funding sources, some committed and others uncertain. Historically, transport funding has primarily come from TfL through Local Implementation Plan settlements, which have decreased recently. The Council has also secured funding through the Community Infrastructure Levy (CIL), Section 106 (S106), and grants from partners like South Western Railway. Moving forward, we must seek new funding sources to maintain the necessary pace for achieving our objectives.

The infrastructure delivery plan (IDP) sets out the transport infrastructure we need to support the borough until 2041. For transport, this identifies a infrastructure requirement of up to £1.95 billion, which includes major schemes such as West London Orbital, Heathrow Southern Access (rail) and Brentford to Southall. The IDP identifies a funding gap of up to **£858 million**. This is a substantial gap, which is why we must work in partnership, identify new funding sources such as climate bonds and work differently to maximise delivery.

Funding for revenue led activities, such as cycle training, guidance and road safety campaigns will be of equal importance and needs to be considered in addition to the above.

### **Typical Funding for Transport**

The council will continue to maximise its existing sources of funding, leverage new opportunities for funding and continue lobbying government and the Mayor to fund rail infrastructure schemes alongside our private sector businesses and partners.



NB: 12 month funding allocation



### Monitoring our progress

As part of our One Hounslow approach we will use our key success indicators for the Transport Strategy to monitor progress against each Focus Area. These indicators will rely on new data collection to help demonstrate change and progress with delivering the vision of this strategy. The indicators are cross cutting and relate to transport, health, equalities, the economy and environment.

To achieve our vision for a borough that promotes healthier and greener travel, we need to monitor our progress and community successes. This requires regular data collection and reporting to track changes across the borough. We will internally review progress on an annual basis, and publish a report biennially acknowledging the changes.

Focus Area	How we will measure success	Projects and Actions
Enable safer, more accessible and inclusive journeys	<ul> <li>Progress towards Vision Zero approach to Road safety reducing the number of killed or seriously injured on the road network</li> <li>Overall crime rate - support safer neighbourhoods and tackle anti-social behaviour</li> <li>Resident perceptions of safety</li> <li>Increase in participation of women and other equality groups in walking, wheeling and cycling</li> <li>Increased sustainable mode share</li> </ul>	<ul> <li>Committed projects</li> <li>Delivery of Road Safety Plan</li> <li>Delivery of more step free access at stations</li> <li>Expansion of cycle hubs</li> <li>Projects which need further funding</li> <li>All interventions identified with the Road Safe</li> <li>Step-free access at all stations</li> <li>Further roll out of Cycle hubs including all abilitional stations</li> </ul>
Develop healthier places so people can live well	<ul> <li>Increase in journeys by walking and wheeling, cycling, bus, tube and rail</li> <li>Physical activity levels</li> <li>Increased walking, wheeling and cycling to schools</li> <li>Increase in cycling mode share for the borough</li> <li>Lower rates of obesity</li> <li>Borough footfall data – supporting our local communities</li> </ul>	<ul> <li>Committed projects</li> <li>Delivery of new people friendly streets</li> <li>Delivery of new school streets</li> <li>Delivery of cycle training</li> <li>New initiatives to support walking and wheeli</li> <li>Funding to be identified</li> <li>Further expansion of people friendly streets p</li> <li>To support more cycle training and deliver monohubs</li> <li>To deliver Cycling Action Plan measures such a Cycle Storage</li> </ul>

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#### How we will measure success

#### **Projects and Actions**

Improve our local environment and respond to the climate emergency

- Increase in proportion of the population undertaking 2 sessions of 10 minutes of physical activity per day
- Change in healthy life expectancy
- Increase in number of journeys made by walking and wheeling, cycling, bus, tube and rail
- Progress towards net zero in response to the climate emergency
- Street cleanliness rates
- Investment to improve pavements that need attention

#### **Committed projects**

- Upgrading Priority Cycle Network Routes 5/6/7
- Upgrading and installing new signage and walking and wheeling improvements
- Expansion of electric vehicle charging network
- Deliver of Parking and Kerbside Strategy

#### Funding to be identified

- Upgrading of whole Priority Cycle Network
- Upgrade of whole walking and wheeling network
- Delivery of urban greening and sustainable drainage in more locations across the borough

#### **Opportunities**

TfL Better Bus Partnership



Support a fairer, growing borough by improving sustainable travel

- Increase in public transport mode share
- The proportion of people with skilled jobs
- The total value of all industries in Hounslow
- Number of affordable homes
- Rates of loneliness
- Engage with Equality Networks to gauge improvements in safety and accessibility
- Minimum travel time to essential services in Equality Opportunity Clusters are brought in line with the borough average

#### **Committed projects**

- Deliver a Public Transport Plan
- Strategic Bus Corridor study
- Study into Sustainable goods involvements

#### Projects which need further funding

- Heathrow Southern Public Transport Access this will need support from other partners
- Strategic Bus Corridor improvements
- West London orbital
- Brentford to Southall Connectivity Improvements



## References

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