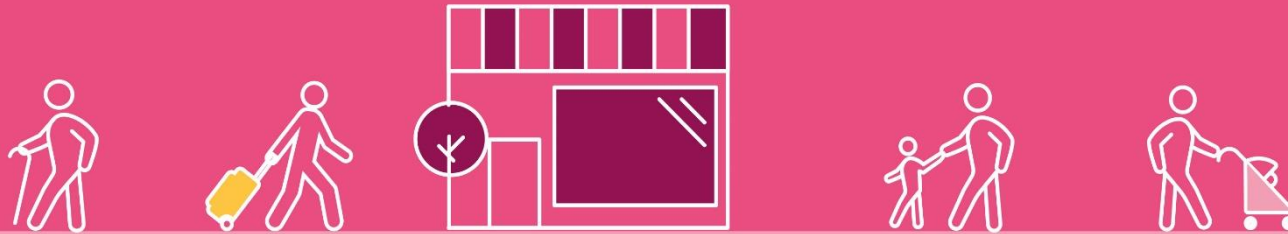


Walking and Wheeling Action Plan



London Borough
of Hounslow

Contents

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An overview of the Walking and Wheeling Action Plan, its vision for Hounslow as "a place where people of all ages, abilities, and backgrounds see walking and wheeling as a form of leisure and the natural mode of choice for all short trips" alongside targets, objectives and actions to achieve it.

1. Introduction – p.5

This section defines walking and wheeling and sets the scene in Hounslow. This considers the transport network, green spaces, local amenities and services, and presents a summary of the challenges and opportunities for walking and wheeling in Hounslow.

2. Policy context – p.11

The key policies that interface with this Action Plan at a national, regional and local level are considered in this section, such as the Mayor of London's Transport Strategy, the Healthy Streets approach, and other important local documents such as the Hounslow Local Plan and the Hounslow Joint Health and Wellbeing Strategy.

3. Objectives and targets – p.14

The five objectives for this Action Plan are outlined in this section including 'the quality of our walking and wheeling environment' and 'health and wellbeing for people in Hounslow'. The two targets are presented which align with London-wide targets.

4. Action plan – p.16

The actions needed to deliver the Walking and Wheeling Action Plan alongside six key themes, with associated timescales, cost bandings and next steps to delivery, are given in overview in this section, and set out in full in the appendix.

5. Our walking and wheeling network – p.21

Early works have already been undertaken to identify a Walking and Wheeling network, with early audits conducted to identify key focus areas for the Action Plan moving forwards.

6. Monitoring and evaluation – p.24

High quality monitoring and evaluation is needed to ensure that the actions in this ambitious plan stay on track. This section provides a methodology to monitor and evaluate the success of each action with full details provided in the appendix.

Appendix – Action plan – p.26

A detailed action plan presenting a list of 17 actions arising from this document is set out in the appendix. This includes practical information on how they will be delivered, likely funding required for delivery, timescales, key performance indicators and who will be involved.



Executive summary

Executive summary

Walking and wheeling is an everyday part of life. We walk or wheel to catch the bus, to get to school or work, to meet with friends, for leisure, or for exercise. It is so normalised and taken for granted that the prioritisation of a safe and attractive walking and wheeling network has often been neglected.

What is walking and wheeling?

People walking or moving with wheels at walking pace. This could be using a wheelchair or mobility scooter, travelling with a pushchair or with luggage, but it does not include cycling or e-scooters. It covers anyone travelling for leisure, education, commercial or personal business, and for the benefit of their physical and mental health.

The Walking and Wheeling Action Plan supplements the Hounslow Transport Strategy setting out how investing in our walking and wheeling environment is key to creating liveable places and vibrant communities by reducing traffic and improving air quality and wellbeing. This Action Plan sets out how this can be achieved in Hounslow, allowing residents and visitors to *Walk it, Wheel it*.

Through our work on Equality, Diversity and Inclusion, we know that a lack of a high quality walking and wheeling environment has a disproportionate effect on our communities, with areas of the borough being more affected than others. This action plan sets out how we will be responding to increased needs within these communities.

The vision for walking and wheeling in Hounslow is for it to be:

“a place where people of all ages, abilities, and backgrounds see walking and wheeling as a form of leisure and the natural mode of choice for all short trips. These trips are supported by a well- connected environment resulting in improved health, safety, air quality, and more generally, an improved quality of life and wellbeing.”

This Action Plan is supported by targets which provide direction and set the level of ambition. These have been developed in line with the MTS and Transport for London’s (TfL) Walking Action Plan.

These are:

By 2030, 50% of Hounslow residents will walk, wheel or cycle for at least 10 minutes, twice a day.

By 2030, 40% of trips by Hounslow residents will be made by walking and wheeling.

This action plan has five key objectives, shown in Figure 1 to increase walking and wheeling and deliver wider benefits. To achieve these objectives, 17 key actions are proposed, grouped into six themes:

1. Changing travel behaviour
2. Enhancing the walking & wheeling network
3. Maps and wayfinding
4. Pavement maintenance and coordination
5. Sustainability
6. Local centres and new development

This document includes an action plan outlining next steps for each action along with delivery partners, anticipated timescales and funding bands. There is a clear approach to monitoring and evaluation so the success of the Action Plan can be tracked.

This clear set of actions, and timelines for delivery will deliver a healthier and more active Hounslow and realise its vision to be a place where people of all ages, abilities and backgrounds see walking and wheeling as a form of leisure and the natural mode of choice for all short trips.

In other words, it will allow residents of Hounslow to *Walk it, Wheel it*.



Figure 1: Action plan objectives
Source: Mott MacDonald



1. Introduction

1. Introduction

What is walking and wheeling?

People walking or moving with wheels at walking pace. This could be using a wheelchair or mobility scooter, travelling with a pushchair or with luggage, but it does not include cycling or e-scooters. It covers anyone travelling for leisure, education, commercial or personal business, and for the benefit of their physical and mental health.

Walking and wheeling is an everyday part of life. We walk or wheel to catch the bus, to get to school or work, to meet with friends, or for exercise. It is so normalised that historically it has often been taken for granted. Prioritisation of a safe and attractive walking and wheeling network has therefore been neglected in many urban centres.

The Walking and wheeling vision is for Hounslow to be:

“A place where people of all ages, abilities, and backgrounds see walking and wheeling as a form of leisure and the natural mode of choice for all short trips. These trips are supported by a well-connected environment resulting in improved health, safety, air quality, and more generally, an improved quality of life and wellbeing.”

The Walking and Wheeling Action Plan supports the delivery of the Hounslow Transport Strategy. It establishes key actions for the borough to take to support and enable more walking trips. There is an opportunity to increase walking and wheeling rates across Hounslow and

Transport for London (TfL) has already identified several locations as having a high potential for walking and wheeling trips such as Feltham, Hounslow town centre, Spring Grove and Chiswick.

1.1 Embedding sustainable transport

Many journeys that are currently undertaken by car can be conveniently undertaken on foot or through wheeling. The Sustainable Transport Hierarchy (Figure 2) is a tool for considering the impact of a journey, with journeys towards the top end of the hierarchy,

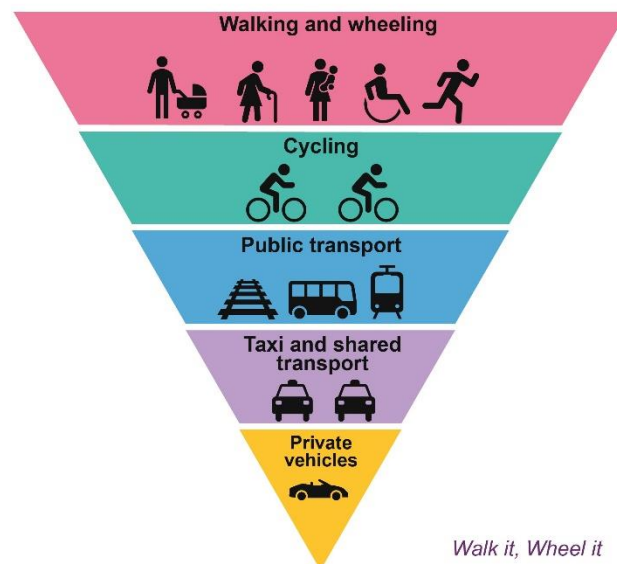


Figure 2: Sustainable transport hierarchy
Source: Mott MacDonald

such as walking and wheeling having reduced carbon emissions, individual health benefits and contributing to improving air quality. It also helps prioritise higher capacity trips, such as walking and wheeling, enabling the borough to keep moving as it continues to grow.

1.2 A coordinated Action Plan for change

The Mayor's Transport Strategy (MTS)¹ has a target of 80% of all trips in London to be undertaken by sustainable modes of transport by 2041. TfL's 2018 Walking Action Plan² also has a vision for London to become 'the world's most walkable city. This means a city where walking is the most obvious, enjoyable and attractive means of travel for all short trips.' The Hounslow Transport Strategy has a target for 71% of all trips to be undertaken by sustainable modes by 2041. Currently 37% of all trips are undertaken by walking and wheeling, by 2041 the target is 43%. The Transport Strategy also targets 70% of residents to undertake 20 minutes of active travel per day.

Historically the focus has been on cycling rather than walking and wheeling. Cycling plays an important role in creating an active and healthier Hounslow and can replace some longer trips currently made by car. However, walking and wheeling can replace shorter journeys and allow those who can't cycle to participate in an active lifestyle.

Walking and wheeling can have long-lasting benefits to people's lives and this Action Plan embeds best practice approaches so that walking and wheeling is seen as the preferred mode of choice for short trips. It also seeks to enhance leisure walking in Hounslow as an enjoyable activity.

Walk it, Wheel it

1. Strategic Walking Analysis, TfL, p23.
2. Mayor's Transport Strategy, TfL.
3. Walking Action Plan, TfL.

1. Introduction

Some of the benefits from walking and wheeling identified through research⁴ are:

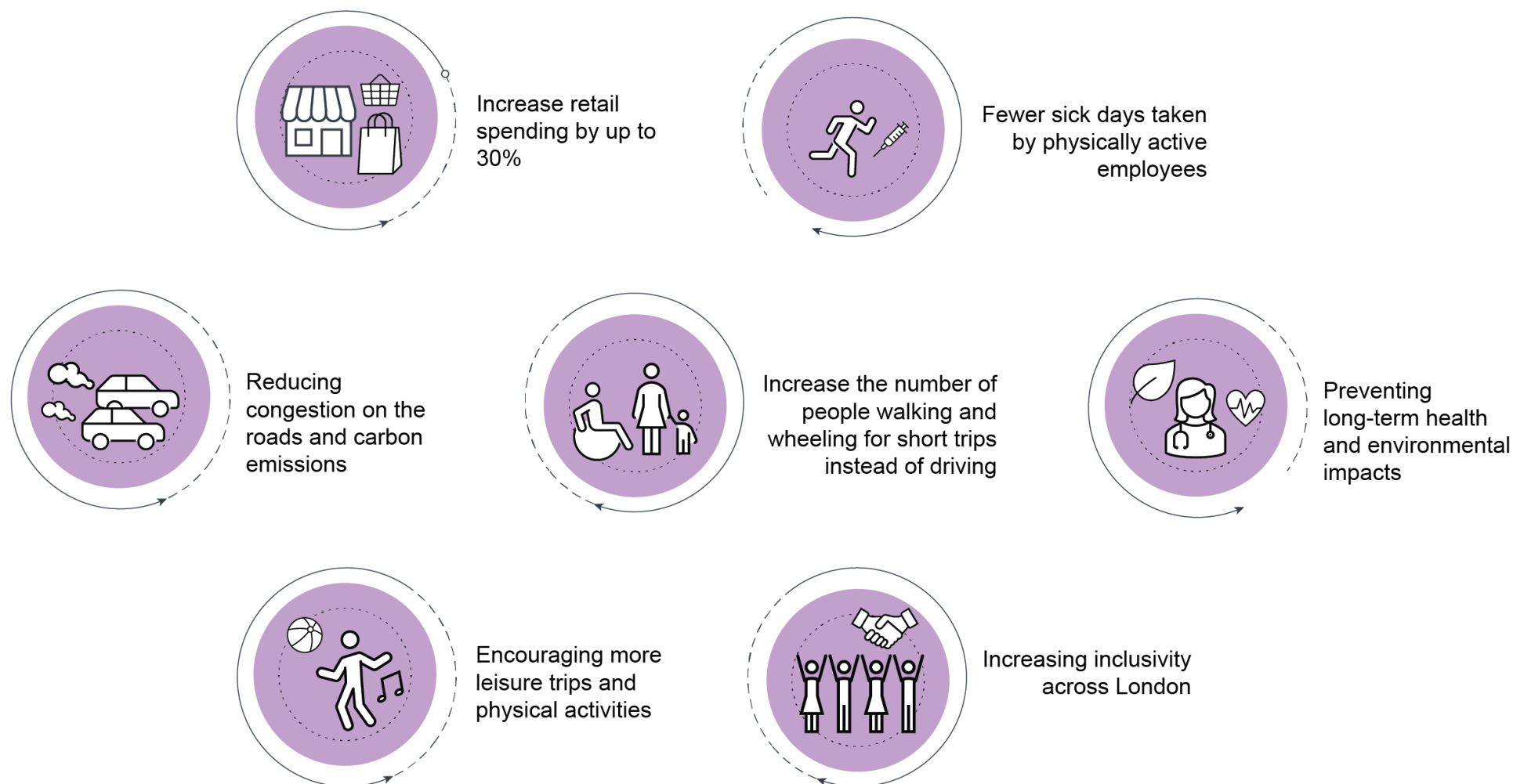


Figure 3: Benefits of walking and wheeling
Source: Mott MacDonald

⁴ [Walking & cycling: the economic benefits, TfL](#)

1. Introduction

1.3 Equality opportunity clusters

Alongside measures to reduce inequalities in the borough, A fairer, more Equal Hounslow identifies 10 Equality Opportunity Clusters using the indices of multiple deprivation and community needs indices. These communities are disproportionately affected by challenges and issues with transport and travel. Walking and wheeling are the cheapest forms of travel and are therefore a key component in addressing the needs of the 10 Equality Opportunity Clusters. This Action Plan sets out how the council will be directly responding to this with policies and investment aiming to reduce inequalities between locations and increase opportunity.

1.4 Hounslow: a diverse borough

Our borough is diverse and it is changing, with a black, Asian and minority ethnic population of 56% and an increasingly elderly population⁶. From 2011 to 2021, the population increased by 13.5%, almost double the London average (7.7%).

This growth in population will require new development to keep pace with demand for housing and facilities. This provides an opportunity to create developments which enhance walking and wheeling and make it the natural mode of choice rather than defaulting to the private car. In addition, with an increasingly elderly population, there is a need to ensure that walking and wheeling is safe and comfortable, addressing issues with trip hazards, lighting and places to rest.

Hounslow has a mix of densities and characters, from more urban areas like Chiswick in the east, to suburban areas like Bedfont in the west, and a disproportionate spread of deprivation which leaves communities behind. Residents of these areas must

be supported to access education, health and job opportunities through attractive and safe walking and wheeling routes.

1.5 The transport network

Hounslow has a well-developed public transport network including seven railway stations serving central London and the south-east, 10 London Underground stations along both the Piccadilly and District lines and a dense bus network (see Figure 4). This makes longer trips by public transport very accessible and there is an opportunity to ensure access to these public transport services is easy and attractive by walking and wheeling. However, public transport is not equally distributed throughout the borough. In particular, the west of the borough has lower public transport accessibility.

Several major roads (such as The Great West Road and North Circular) bisect the borough and create severance for people wanting to cross them to access destinations on the other side. Reducing this severance is a focus of this Action Plan to enable people to access local services more easily.

1.6 Opportunity for walking and wheeling

Hounslow is mostly flat making it attractive to walk and wheel. Currently, 48% of walking trips in Hounslow are for leisure. There are a number of leisure walking routes in Hounslow, including at Osterley Park, Hounslow Heath and along the Thames Path and Crane Valley that enable leisure walking.

1.7 Local amenities and services

Hounslow's five main centres (Chiswick, Hounslow, Brentford, Isleworth and Feltham) are densely

populated and so provide opportunities for short trips to be walked or wheeled. This is particularly important to connect to public transport services across the borough and beyond, and to access necessary daily services, such as medical centres, places of worship, local shops, schools and libraries.

Other destinations where short trips could be walked or wheeled include employment areas such as Chiswick Business Park and Heathrow Airport which have many employees living in the borough.

Many trips in Hounslow are walkable, but people often choose not to walk. This is due to a range of factors, including a perception of safety, ease and comfort of other modes of travel. Creating more safe and attractive walking and wheeling routes to these destinations (particularly schools) is therefore important in ensuring that as many short trips as possible are made by walking and wheeling.

1.8 Green space

Access to green space plays a vital role in promoting both physical and mental wellbeing for local communities, serving as a welcome refuge from busy lives and enables people to enjoy walking and wheeling for leisure rather than just to get somewhere or access something.

Hounslow is a green borough with many large green spaces. The average distance to the nearest greenspace is approximately 300 meters⁵.

Hounslow has several large parks and green spaces such as Hounslow Heath, Bedfont Lakes, Syon Park, Hanworth Park, Osterley Park, Chiswick House, Gunnersbury Park and Feltham Arenas. These spaces enable walking for leisure and as part of everyday travel.

5. Hounslow EDI Strategy

6. Census 2021, ONS;

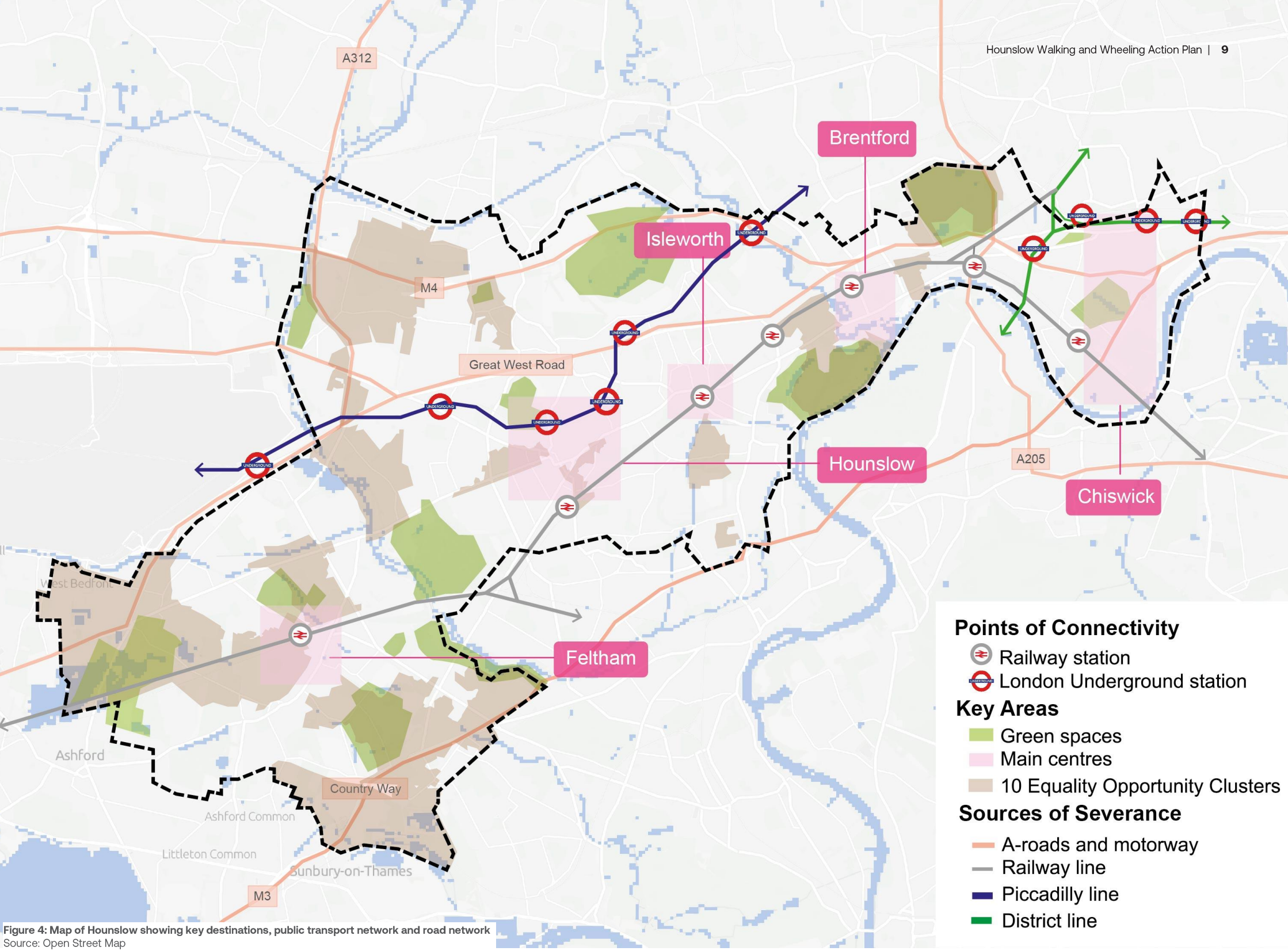


Figure 4: Map of Hounslow showing key destinations, public transport network and road network
Source: Open Street Map

1. Introduction

1.9 Challenges and opportunities

Key challenges and opportunities for walking and wheeling arising from Hounslow's unique context have been identified. These challenges and opportunities are the main areas of focus for the Action Plan and have helped shape the objectives outlined in Chapter 3.

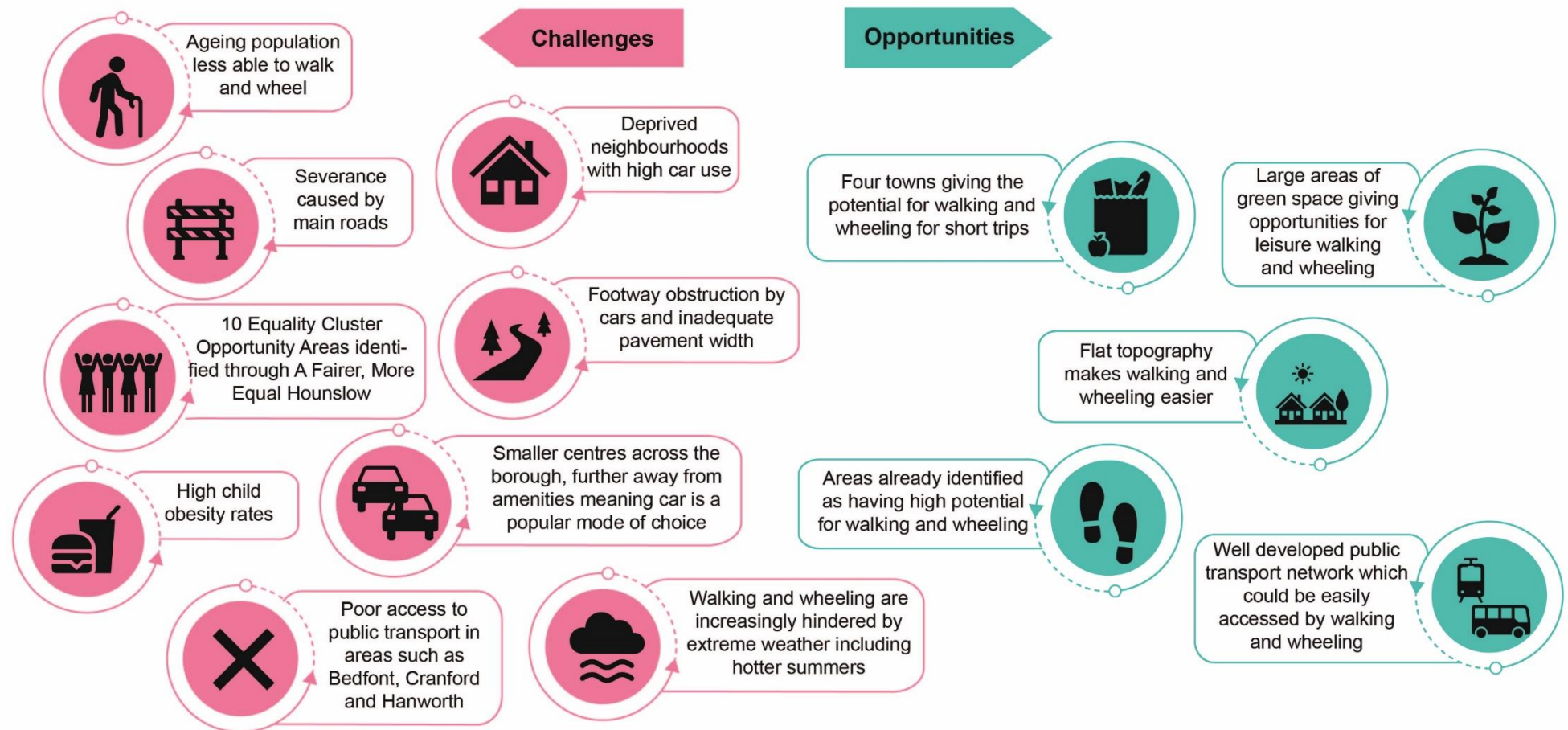


Figure 5: Challenges and opportunities
Source: Mott MacDonald



2. Policy context

2. Policy context

The Hounslow Transport Strategy sets the overarching ambition for transport in the borough. This Action Plan sets out how the Hounslow Transport Strategy will be delivered for walking and wheeling.

2.1 Mayor's Transport Strategy

The Mayor's Transport Strategy (MTS)⁷ is the statutory plan for London's transport. It sets out the headline goal to have 80% of all trips in London be made on foot, by cycle, or using public transport by 2041. It also aims for all Londoners to achieve at least two ten-minute periods of active travel per day by 2041, increasing physical activity and health.

The MTS aims to reduce car dependency and eliminate fatalities and serious injuries on the road (Vision Zero) by improving the street environment, encouraging walking and cycling for short journeys and developing a greener, more efficient public transport network.

2.2 Mayor's Walking Action Plan and Leisure Walking Plan

To realise the ambitions in the MTS, the Mayor launched a Walking Action Plan (WAP) for London⁸ in 2018, comprising a package of actions to address barriers to walking. The vision is for London to become the world's most walkable city *"where walking is the most obvious, enjoyable and attractive means of travel for all short trips"*.

The WAP has two primary, London-wide walking targets, which helped guide this action plan:

- Increase the number of walking trips from 6.4 million to 7.5 million by 2024
- Increase the proportion of walking trips to primary schools from 53% to 57% by 2024

This is supplemented by the Leisure Walking Plan⁹. This aims to increase the number of walking and wheeling trips for leisure across London by 1.1 million by 2024, from a baseline year of 2016/2017.

2.3 A Fairer, More Equal Hounslow

Hounslow's Equality, Diversity and Inclusion Strategy¹⁰ stated that Hounslow is a "wonderfully diverse borough, but it is an unequal borough" with residents disadvantaged because of where they live or because they're part of a group with protected characteristics. As part of its wide-reaching proposals to address the inequality in the borough, such as improved access to public transport, it advocates for the development of a more accessible walking and wheeling network.

2.4 Hounslow's Joint Health and Wellbeing Strategy (2023-26)

The Health and Wellbeing Strategy¹¹ sets the strategic direction for addressing the health and care needs of local communities across Hounslow. Priorities identified include participating in physical activity, supporting people to maintain independence and living in pleasant neighbourhoods. The Walking and Wheeling Action Plan supports these priorities.

2.5 Healthy Streets Approach

TfL's Healthy Streets Approach¹² provides a framework of policies and strategies to improve people's experience of streets, prioritising walking, cycling and public transport and reduce car dependency. It sets out ten evidence-based indicators, and streets showing good performance against these indicators suggest they are more attractive for people walking and cycling. These indicators (Figure 6) will be used to assess the walking and wheeling environment across Hounslow.

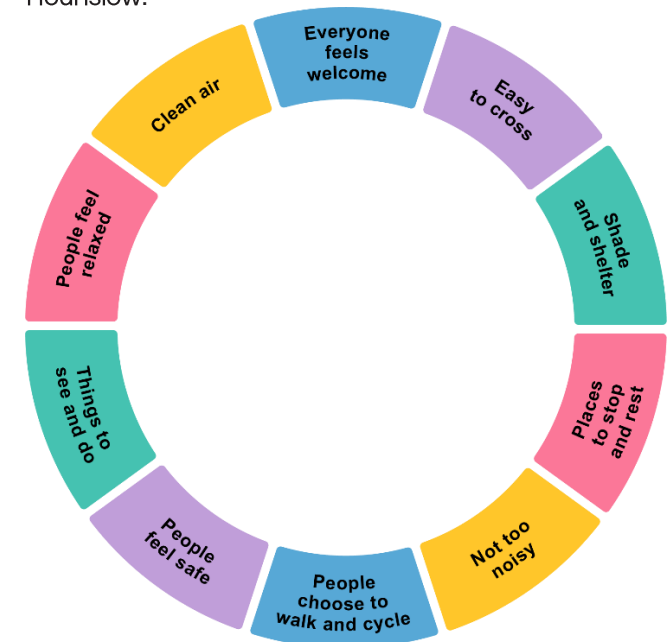


Figure 6: Healthy Streets Indicators
Source: Mott MacDonald, adapted from Lucy Saunders at Health Streets

Walk it, Wheel it

7. *Mayor's Transport Strategy*, Greater London Authority
8. *Walking Action Plan*, TfL
9. *Leisure Walking Plan*, TfL

10. *Hounslow EDI Strategy*
11. *LB Hounslow Health and Wellbeing Strategy*, London Borough of Hounslow
12. *Healthy Streets*, TfL

2. Policy context

2.6 Wider policy context

A range of other strategies and policies shown below have informed the drivers and motivations for this Action Plan and underpin its development. Data has been used to set a walking and wheeling only target. This is based on the Council’s target for an overall sustainable mode share of 71% by 2041.

National	<p>Disabled Citizen's Enquiry Identifies barriers to walking and wheeling for disabled groups.</p>	<p>National Planning Policy Framework Development should cater for walking and wheeling trips.</p>	
	<p>Safety in Public Space: Women, girls and gender diverse people Advocates for the needs of these groups and that they are considered in the design of public spaces and the urban realm.</p>	<p>Mayor of London's Walking Action Plan & Leisure Walking Plan Outlines London's ambitions to enhance, improve and expand opportunities to walk in London.</p>	<p>Mayor of London's Transport Strategy The statutory plan for transport in London, aiming to increase the share of sustainable transport and improve road safety.</p>
London Wide			
Hounslow	<p>Hounslow Green and Blue Infrastructure Strategy Supports and expands blue and green assets, important for encouraging more walking and wheeling, including through ecological superhighways.</p>	<p>Hounslow Local Plan 2015 – 2030 Policies include ensuring development is connected to walking networks, promotion of active design, protection of green infrastructure including leisure walking routes. The adopted Local Plan (2015) is being reviewed as part of the single Local Plan.</p>	<p>Hounslow Children and Young People's Strategy Outlines actions to support children and young people's services in Hounslow, across stakeholder groups.</p>
	<p>Hounslow's Transport Strategy The Hounslow Transport Strategy has a vision for the transport network to be safe, inclusive, efficient, healthy, clean and green. It establishes four focus area for Transport in the borough and includes a mode share target for sustainable modes of 71%.</p>	<p>Hounslow Kerbside Strategy The Kerbside Strategy defines how to better balance different uses for the kerbside to create safe, healthy and liveable streets for people of all ages and abilities.</p>	<p>A Fairer, More Equal Hounslow EDI Strategy Advocates for the development of more accessible walking and wheeling network to reduce inequalities.</p>
	<p>Emerging Character, Sustainability and Design Codes SPD Adopted in 2024, the SPD provides a character assessment of Hounslow as well as proposing updated design codes for the borough.</p>	<p>Ambitious for Hounslow: One Hounslow Corporate Plan 2022-2026 Sets out the vision for the Borough of Hounslow.</p>	<p>Hounslow Air Quality Action Plan Outlines actions to improve air quality in the borough, such as improving provision of infrastructure to support walking and wheeling.</p>
		<p>Hounslow Joint Health and Wellbeing Strategy Sets out the strategic direction for addressing health and care needs in communities across Hounslow.</p>	<p>Hounslow Climate Emergency Action Plan Promotes walking and wheeling as a travel option to help Hounslow reach net zero by 2030.</p>



3. Objectives and targets

3. Objectives and targets

Objectives: To realise the vision and targets of the Walking and Wheeling Action Plan, five objectives have been developed. Objectives give the reasons for taking actions forward – they are the why behind the Walking and Wheeling Action Plan.

Targets: Hounslow's proportion of sustainable trips today are closely matched to the London average, so the aim of this Action Plan is to target similar ambitious increases in walking and wheeling for the benefit of our communities.

The target for daily walking and cycling directly reflects the Hounslow Transport Strategy while data from TfL has been used to set a walking and wheeling only target. This is based on Hounslow's target for an overall sustainable mode share of 71% by 2041.

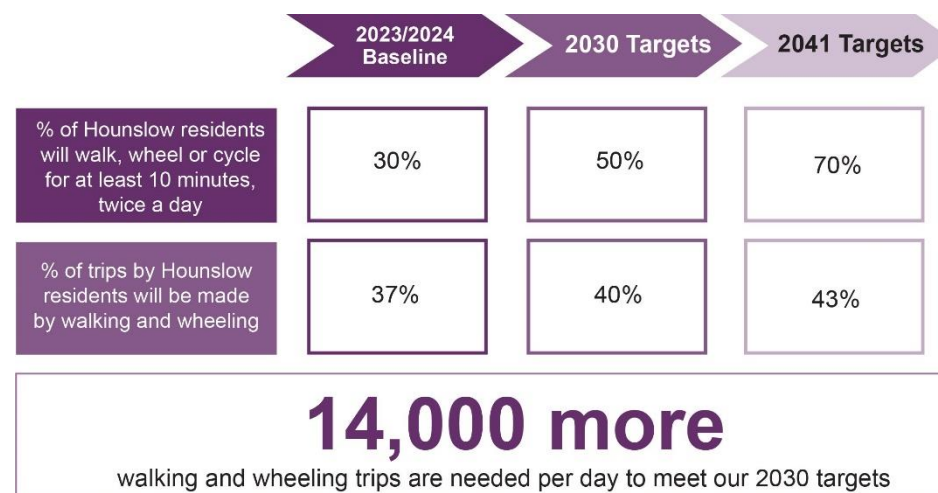


Figure 8: Walking and wheeling action plan targets
Source: Mott MacDonald

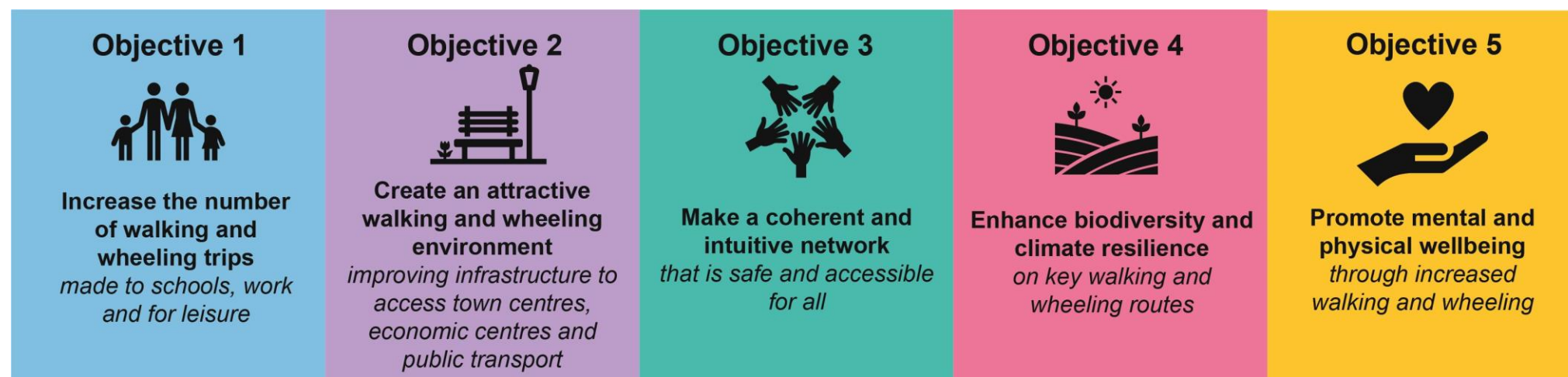


Figure 7: Walking and wheeling action plan objectives
Source: Mott MacDonald



4. Action plan

4. Action plan

This action plan sets out the practical steps that will realise the ambitious vision, targets and objectives, enabling Hounslow to *Walk it, Wheel it*.

There are 17 actions which are aligned to the following six themes:

1. Changing travel behaviour
2. Enhancing the walking & wheeling network
3. Maps and wayfinding
4. Pavement maintenance and coordination
5. Sustainability
6. Local centres and new development

To deliver on the objectives of the Action Plan, infrastructure alone is not sufficient. The full action plan is in the appendix and breaks down each action, detailing the timescales for implementation, the next steps required, indicative funding bands as well as outlining delivery partners.

To ensure the successful delivery of the Walking and Wheeling Action Plan, collaborative working is required across all stakeholders and delivery partners. This includes teams within the Council, local businesses and employers, local resident groups along with other stakeholders such as TfL and surrounding local authorities. It is important for everyone to take responsibility for actions to ensure this Action Plan is a success.

To understand if the actions have been effective in increasing walking and wheeling in Hounslow, a monitoring and evaluation strategy is outlined in Section 6 and will be developed further with stakeholders and delivery partners and continually reviewed throughout the life of the Action Plan.

Funding

As well as leadership, the success of this Action Plan will also depend upon sufficient funding being identified to support these actions. High-level funding bands have been identified for each action but further work is needed to develop costings, and funding streams available to deliver them.

Funding is limited at present, however, future funding may be available from sources including Central Government, Transport for London and the private sector.



4. Action plan

Theme 1: Changing travel behaviour

Key Components

This theme is focused on engaging with communities, community groups, schools, and local employers like Heathrow Airport. It includes actions to promote active travel. This includes Hounslow parks and green spaces for leisure purposes.

The actions contained within this theme are relatively low cost, with short timescales, meaning that they can be implemented quickly, and lead to material change in travel behaviour.



We are going to:

- Enhance resources on existing platforms such as Hounslow BetterPoints and Greentalk
- Introduce a promotional campaign called “Walk it, Wheel it.”
- Continue to support the TfL Travel for Life school programme (formerly known as TfL Stars)
- Support the delivery of the Mayor of London’s Leisure Walking Plan and Walking Action Plan.
- Promote leisure walking routes and parks.

We will work with:

- Our local residents
- Communities
- Employers
- Stakeholder groups
- Schools

NHS Active 10 (see action 1)

The NHS in England has developed the NHS Active 10 app, encouraging users to increase walking and wheeling, tracking steps of users and guiding users to set goals. This app encourages people to walk and wheel by providing information to people on how to live a healthier lifestyle in an engaging way.



Theme 2: Enhancing the walking and wheeling network

Key Components

This theme seeks to establish a comprehensive walking and wheeling network through prioritising routes, auditing them and identifying and implementing improvements. This theme includes actions such as undertaking Healthy Streets Assessments to identify the ways in which routes can be improved.

The actions contained within this theme are medium-high cost, with time scales spanning from short-to-long term.



We are going to:

- Identify and invest in a priority walking and wheeling network across the borough
- Continue to undertake accessibility audits and Healthy Streets assessments of priority streets for walking and wheeling.
- Implement the Kerbside Strategy¹³ which includes delivering more street trees and greenery, as well as more places to sit.

We will work with:

- Our local residents
- Adjacent local authorities
- Transport for London
- Schools

Grove Road / College Road Junction Improvements and Rain Garden, Isleworth

Junction improvements including pavement widening, creation of a kerb level speed reducing surface and three rain gardens were implemented at the Grove Road / College Road junction. The scheme reduces the speed vehicles approach the junction, improves road safety and elevates pedestrians so they are more visible to oncoming traffic. The rain gardens increase biodiversity, reduced surface flooding and further enhance the pedestrian environment, including a bench to sit on.

Walk it, Wheel it

13. [Kerbside Strategy, LB Hounslow](#), London Borough of Hounslow

4. Action plan

Theme 3: Maps and wayfinding



Key Components

This theme aims to ensure that people can access the walking and wheeling routes that exist through wayfinding and mapping. This theme includes actions such as developing both an interactive walking and wheeling map, as well as developing and implementing a wayfinding strategy across the borough.

The actions within this theme are low-medium cost, with a medium time scale across all actions. The actions within this theme build on Theme 2, which is about the identification of a comprehensive walking and wheeling network.

We are going to:

- Develop an interactive and paper map of the walking and wheeling network
- Incorporate cultural trails as part of the wayfinding strategy
- Implement a borough wide wayfinding strategy

We will work with:

- Our local residents
- Adjacent local authorities
- Transport for London
- Disability Groups
- Special interest groups
- South Western Railway

Legible London® (see action 9)

Legible London is the London-wide wayfinding standard introduced by TfL. It ensures that visitors and residents are able to easily navigate on foot. They are integrated with public transport modes across London and are often located near railway and London Underground stations.

- The signs help support those with disabilities, showing where steps and pedestrian crossings are located on walking routes.



14. Legible London, Transport for London

Theme 4: Pavement maintenance and coordination



Key Components

This theme works with the Kerbside Strategy to ensure spaces are designed and maintained effectively. This theme includes actions such as delivering on the Pavement Pledge and delivery of improvements such as greening, parklets and wider footways.

The action under this theme to implement the Kerbside Strategy is high cost, but with a short-medium time frame. This represents the commitment that we are making to improve the worst sections of pavements and makes use of the Council's PFI contract with Hounslow Highways for pavement maintenance.

We are going to:

- Implement improvements to the network based on the outcomes of the audits and assessments. This includes removing obstructions and improving wayfinding on the identified walking and wheeling network in the borough.
- Focus on Vision Zero and safer travel across the borough through better design

We will work with:

- Our local residents
- Transport for London
- Disability groups and older adult groups

Hounslow Pavement Pledge (see action 10)

London continues to need investment and progress in making pavements fully accessible. To support this, the Council has committed in the Corporate Plan to invest £2 million in improving pavements to deliver a Cleaner Greener Hounslow. The council will continue to work with equality groups to deliver improvements by:

- Listening to disabled people, and acting on their feedback
- Keeping pavements clear, reducing clutter
- Reducing the impact of waste removal
- Auditing pavements and installing dropped kerbs where they are missing
- Protecting blue badge parking, with relocation kept to a minimum
- Working with disabled experts, committing to co-production of schemes

4. Action plan

Theme 5: Sustainability

Key Components

While walking and wheeling are inherently more sustainable than other modes of transport, this theme focuses on designing nature positive solutions through tree planting, sustainable drainage and activation of under-utilised spaces. This supports wider council teams such as the Floods Team, who have a programme for sustainable urban drainage systems.

The actions contained within this theme are low to high cost, across a short to long term time scale. This represents that taking action on sustainability needs to occur at each time scale, underlining that there are some projects which can be achieved quickly, while others may require more funding and time.

We are going to:

- Ensure the corporate ambition to increase the number of trees by 20,000 by 2026 is achieved, with a focus on the walking and wheeling environment
- Explore small scale Sustainable Urban Drainage Systems associated with walking infrastructure, such as rain gardens or planting
- Ensure that new projects seek to encourage more people to *Walk it, Wheel it*
- Promote environmental and air quality benefits of walking and wheeling

We will work with:

- Our local residents
- Adjacent local authorities
- Transport for London
- Developers



Theme 6: Local centres and new development

Key Components

This theme is focussed on ensuring that development always prioritises walking and wheeling through policy, funding contributions and modal hierarchy. This theme also involves creating closer relations with the Metropolitan Police to enhance safety and align with the draft Safer Communities Strategy.

The actions within this theme are applicable to the medium and long term, with low to high funding bands.

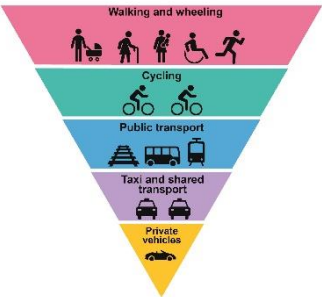
We are going to:

- Deliver better town centres that support walking and wheeling, growth and regeneration which benefits all of our communities.
- Work with partners such as Metropolitan Police on embedding safety at all times of day
- Ensure walking and wheeling is embedded in new developments alongside emerging public realm design guidance.
- Further roll out of 20mph zones in the borough

We will work with:

- Our local residents
- Developers
- Metropolitan Police
- Local businesses
- Resident groups





Sustainable Transport Hierarchy

The Sustainable Transport Hierarchy is a useful model for people to use to think about the journeys they make and their impact. In Hounslow, we will follow the hierarchy to enable people to *Walk it, Wheel it* where they can. The higher up the hierarchy, the more sustainable the travel option. It recognises that not all journeys can be made by sustainable modes, but these should be prioritised where possible.

Walk it, Wheel it



5. Our walking and wheeling network

5. Our walking and wheeling network

5.1 Context

We've identified a priority walking and wheeling network, exploring where people live, the things they need to access for daily life, and what's stopping them from walking and wheeling to get there. This includes residents who are disadvantaged because of where they live, or because they're part of a group with protected characteristics, as identified in the 10 Equality Opportunity Clusters set out in A Fairer, More Equal Hounslow.

5.2 Priority routes

The priority walking and wheeling network was informed through data analysis and engagement with local stakeholders. The priority network is shown in Figure 10 overleaf. The analysis balances the five objectives within this Walking and Wheeling Action Plan, with a focus on what is most important for prioritising where to make future investments. The following table outlines the criteria used within the analysis to determine priority routes.

Effectiveness:	
<ul style="list-style-type: none">• Transport nodes• Leisure facilities including green spaces• Current and future employment	<ul style="list-style-type: none">• Healthcare• Education• Current and future population• Future housing forecast
Equity	
<ul style="list-style-type: none">• Number of equality opportunity clusters affected• Workshop feedback	
Deliverability	
<ul style="list-style-type: none">• Likely cost of overcoming severance• Requirement to alter major roads which are outside the Council's direct control• Likely cost to improve• Timeframes to deliver	

For example, the criteria under 'effectiveness' are highly indicative of increasing walking and wheeling trips and promoting wellbeing. As such, the effectiveness criteria are heavily weighted. Others, such as enhancing biodiversity and climate change, have some consideration through connectivity with green spaces. Some factors such as attractiveness will be considered during design phases. Engagement with stakeholders on the draft map was undertaken in 2024 to inform and re-fine the priority routes.

5.3 Audits and engagement

To develop and understand the current challenges facing the priority walking and wheeling network, we engaged with the community and undertook audits on the network in June 2024.

The following eight routes were audited:

1. Chiswick Park Underground Station to Grove Park Piazza (Chiswick Station)
2. Boston Manor House to Brentford Town Centre
3. Isleworth Town Centre to Isleworth Riverside (Isleworth Ait)
4. Cranford to A4 Bath Triangle
5. Hounslow to Heston via Lampton
6. Feltham Town Centre to Feltham North
7. Twickenham Stadium to Hounslow Central
8. Bedfont Lakes to Feltham Town Centre

Routes 1 and 3 were conducted in collaboration with members of the community representing a range of equality characteristics. This was to provide a better understanding to auditors of the challenges faced by people with a range of different needs.

5.4 Key identified issues

Through the walking and wheeling audits, seven key issues have been identified to support theme 2 of the action plan: enhancing the walking and wheeling network. This is a tangible first step to better walking and wheeling in the borough.

1	Quality of surfacing The maintenance of surfacing on the routes was varied, and routes with paving tiles tended to be most impacted.
2	Crossings – general The quality of tactile paving, incorrectly implemented designs and missing dropped kerbs.
3	Resting places There were few opportunities to stop and rest. Where there were opportunities, the quality of seating was often poor.
4	Obstructions Temporary road works cause unexpected changes for those with mobility challenges and those who are visually impaired.
5	Inclines People using wheelchairs have raised concerns about steep inclines, being unable to wheel up independently.
6	Controlled crossings – missing phases Controlled crossings particularly on the A4 didn't have pedestrian phases on all arms of the crossing.
7	Wayfinding Wayfinding was rarely present and appeared to be disjointed.

Figure 9: Key Identified Issues
Source: Mott MacDonald

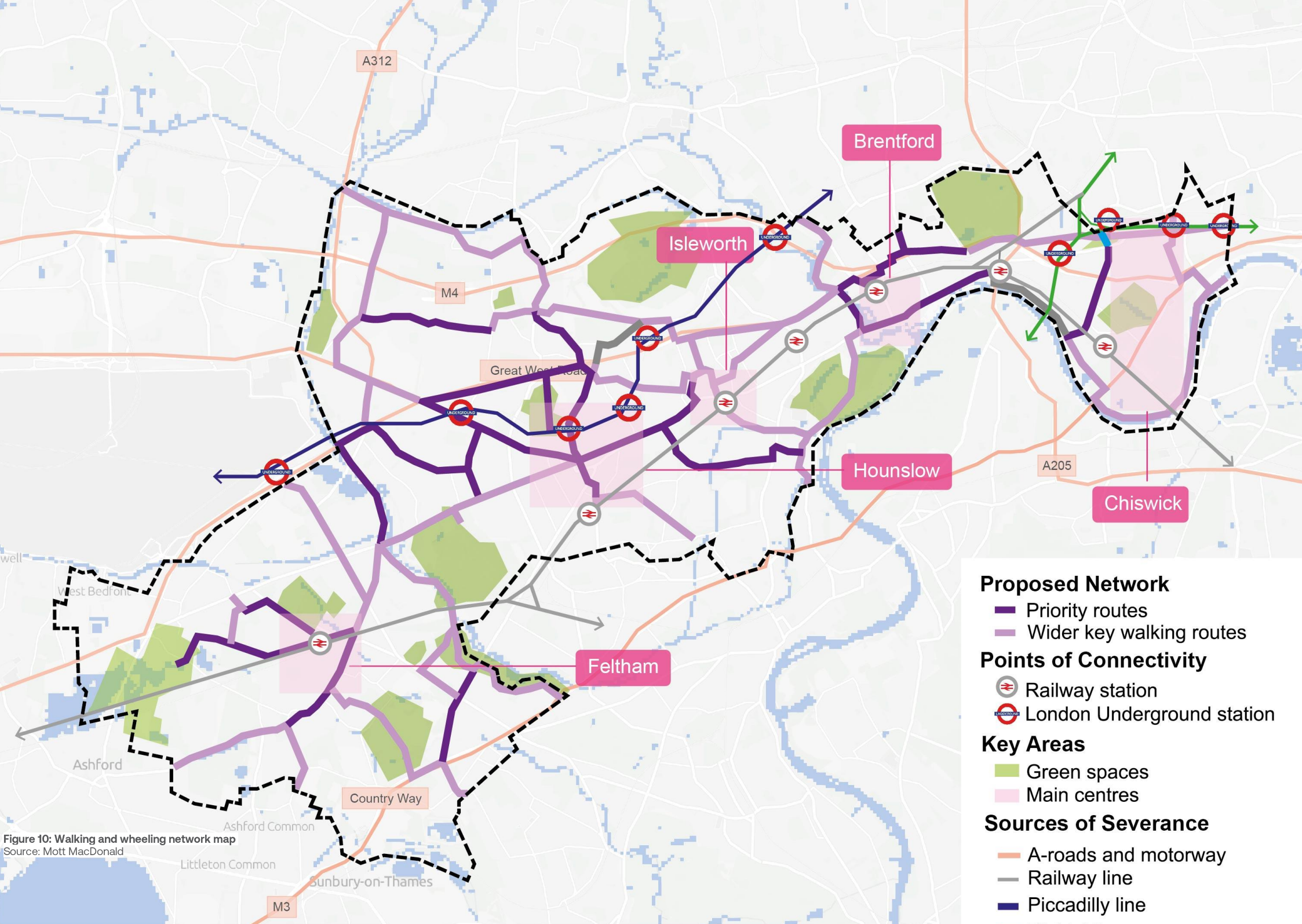


Figure 10: Walking and wheeling network map
Source: Mott MacDonald

Priority routes were selected based on criteria set out in page 22, with a view to prioritising future investment in walking and wheeling



6. Monitoring and evaluation

6. Monitoring and evaluation

To ensure that the success of the Action Plan can be monitored and progress against the targets tracked, the Council will invest in detailed walking and wheeling monitoring.

Our approach for monitoring and evaluation is underpinned by three principals:

Partnership: We will collaborate with our delivery partners and stakeholder to share data and resources in order to maximise efficiency.

Prioritisation: We have identified the data required to monitor the action plan and have focussed our approach on this to avoid collecting large amounts of data which will not be used for monitoring.

Proportionality: We have ensured that the level of resources required is proportionate to the scale of the Action Plan and we have aimed to utilise existing data sources where available.

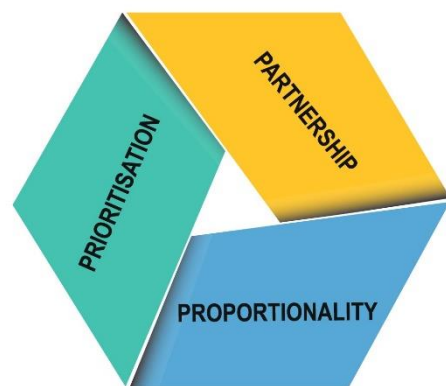


Figure 11: Principles for monitoring and evaluation
Source: Mott MacDonald

We have selected Key Performance Indicators (KPIs) in the action plan, which will be assessed every year and reported on every two years. The results from this will enable us to change and reprioritise actions to ensure we meet our targets.

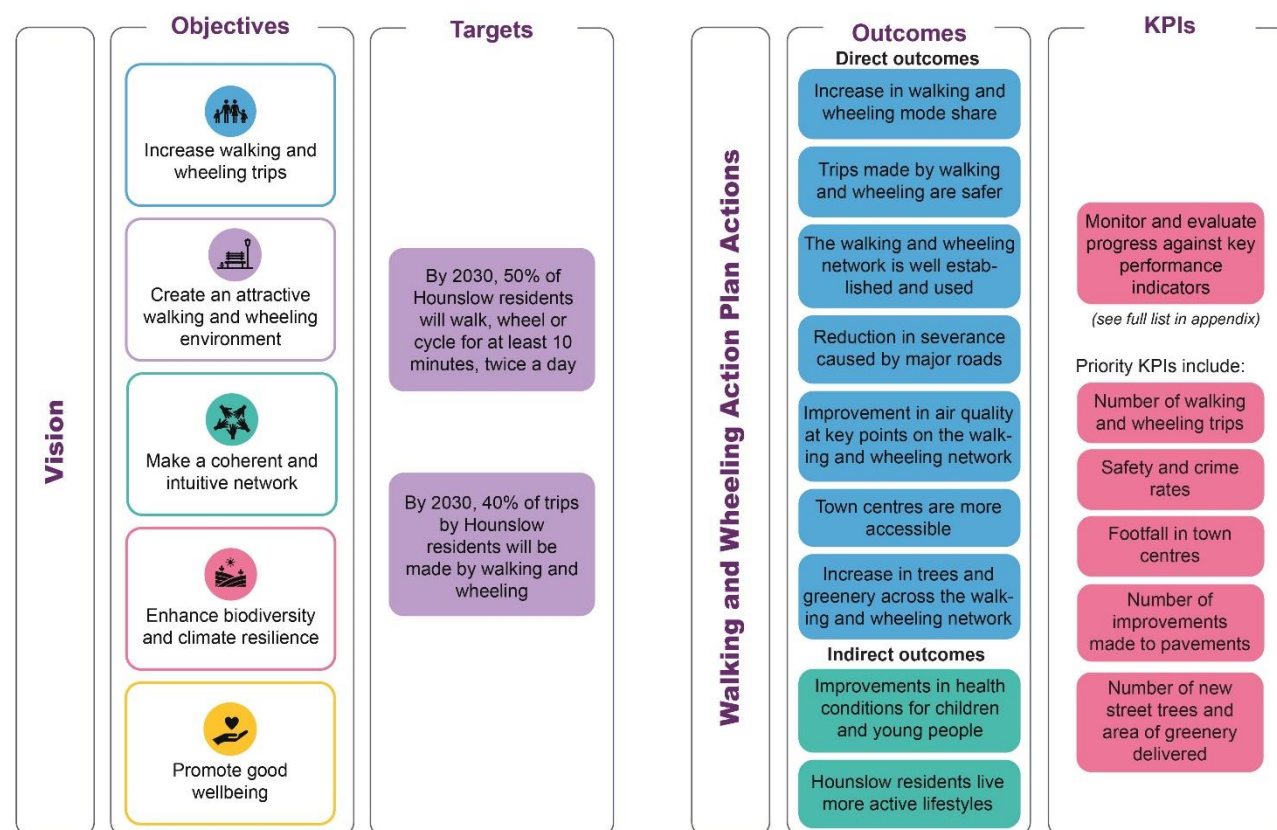


Figure 12: Objectives, targets outcomes and KPIs
Source: Mott MacDonald







Appendix - Action plan

Action plan








The full list of actions in the action plan are presented below, including practical information on how they will be delivered. The banding used for timescales (short, medium and long term), and funding (low, medium and high) are shown in Figure 14.







Timescale	Short	2025	Funding	Low	< £100k
	Medium	2030		Medium	£100k - £500k
	Long	2041		High	£500k >




Figure 14: Timescales and funding
Source: Mott MacDonald





No.	Action	Objective alignment	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
Theme 1: Changing Travel Behaviour								
1	Engage with local communities to raise awareness of the health and wellbeing benefits of walking and wheeling as an alternative to the car using digital platforms such as BetterPoints, Greentalk and NHS Active 10.	 	Short term	<ul style="list-style-type: none"> Develop a borough wide advertising initiative highlighting the benefits of walking and wheeling, incorporating the use of the NHS Active 10 app. This campaign will be called <i>"Walk it, Wheel it"</i>. Encourage residents to sign up to the BetterPoints app as well as the Greentalk platform to increase awareness and use of existing technology platforms. Enhance resources on the BetterPoints and Greentalk apps guiding users towards information on the benefits of walking and wheeling with regards to mental health, inclusion, cost of living, and reducing car dependency. Ensure walking and wheeling are clearly defined in all promotion and engagement work. 	<ul style="list-style-type: none"> Number of walking and wheeling trips for leisure Number of active users of BetterPoints and Greentalk apps 	<ul style="list-style-type: none"> Community Engagement team Public Health team Communications team Transport team 	<ul style="list-style-type: none"> Local resident groups NHS England BetterPoints Greentalk 	Low
2	Continue to embed TfL's Travel for Life accreditation programme within schools and nurseries across Hounslow to encourage more children to walk or wheel to school or nursery.	 	Short term	<ul style="list-style-type: none"> The Council will continue to encourage the endorsement of TfL's Travel for Life accreditation programme (previously known as STARS) among nurseries and primary and secondary schools in the borough. The Council will continue to organise training sessions for pupils about road safety and walking and wheeling. 	<ul style="list-style-type: none"> Number schools engaged in TfL's Travel for Life accreditation programme Number of schools benefiting from pedestrian skills training and percentage of children travelling to school actively 	<ul style="list-style-type: none"> Transport Planning team Road Safety team Local schools and education centres 	<ul style="list-style-type: none"> TfL Parents Children Schools Nurseries 	Low








Walk it, Wheel it







No.	Action	Objective alignment	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
3	Collaborate with key employers such as Heathrow Airport to incentivise walking and wheeling using digital platforms.	 	Medium term	<ul style="list-style-type: none"> The Council will engage with key local employers and promote the use of workplace travel plans to encourage more employees to walk or wheel to work. Support businesses in developing workplace travel plans. Increase the awareness and engagement of BetterPoints and Greentalk as tools to support this. 	<ul style="list-style-type: none"> Mode share of trips to key employers The number of active users on digital platforms 	<ul style="list-style-type: none"> Business Engagement teams 	<ul style="list-style-type: none"> BetterPoints Greentalk Business improvement groups Local employers e.g. Heathrow Airport, Sky UK, GSK, Middlesex Hospital 	Low
4	Support community walking events with a specific focus on vulnerable people to enhance mental and physical wellbeing.	 	Short term	<ul style="list-style-type: none"> Promote existing community walks and walking groups across Hounslow, particularly those that are focused on vulnerable groups. This could also include running groups such as Park Run. Identify vulnerable people and other under-represented groups and identify ways to improve engagement with them. Across the council, work with community groups to understand better the needs and requirements of people with disabilities e.g. through schemes such as buddy ups. 	<ul style="list-style-type: none"> Number of walking and wheeling trips made for leisure Number of people taking part in community walks 	<ul style="list-style-type: none"> Community Engagement teams 	<ul style="list-style-type: none"> Resident groups Charities and other organisations who run community walks. 	Low
Theme 2: Enhancing the walking and wheeling network								
5	Identify a priority walking and wheeling network that connects key destinations including schools, local centres, transport hubs, places of interest, arts and heritage sites, parks and other amenities. This will be done by analysing existing walking and wheeling routes and identifying improvements.	  	Short term	<ul style="list-style-type: none"> Identify key destinations across Hounslow, and in neighbouring authorities in collaboration with local community and resident groups. This includes the under-represented groups. Key destinations should include schools, local centres, transport hubs, places of interest, parks, catchment areas around primary and secondary schools and other amenities with high footfall. Collaborate with adjacent boroughs to determine cross boundary connections to key destinations. Identify walking and wheeling routes to form a wider network. 	<ul style="list-style-type: none"> Footfall in town centres, parks, etc. 	<ul style="list-style-type: none"> All Community Engagement teams Transport Planning team 	<ul style="list-style-type: none"> Parks Team Local resident groups and under-represented groups Surrounding boroughs and local authorities TfL Schools, worship groups, businesses, South Western Railway 	Medium

No.	Action	Objective alignment	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
6	Undertake healthy streets assessments and accessibility audits to identify improvements to crossings and street environments for key routes in the borough to make them safe, pleasant and attractive.	  	Medium term	<ul style="list-style-type: none"> Undertake an accessibility audit, including Transport for All's pavement pledge components, across priority streets for walking and wheeling in Hounslow from the network in action 5, in collaboration with accessibility groups, for example areas to remove pavement clutter, reduce the impact of waste removal and install dropped kerbs. Utilise existing sources of data such as Fix My Streets', feedback from residents, road collision data and national and local air quality data. Undertake Healthy Streets assessments across the identified walking and wheeling network, including factors such as safety, air quality and, pedestrian crossing timings. Work with disabled experts, committing to co-production of schemes. Collaborate with volunteer groups who regularly check walking routes and report any maintenance issues to relevant authorities. Liaise with The Council's Community Development team to gather information from the 'ward walks' initiative to identify further areas of concern. 	<ul style="list-style-type: none"> Number of audits and assessments carried out 	<ul style="list-style-type: none"> Transport Planning team Public Health team Highways team 	<ul style="list-style-type: none"> TfL Local schools Local resident groups Accessibility groups 	Medium
7	Implement the identified improvements across the walking and wheeling network to ensure that it can be used and enjoyed by a wide range of people, including those with disabilities.	  	Long term	<ul style="list-style-type: none"> Prioritise and develop designs for improvements across the network consulting with residents to ensure they meet user requirements. Work with stakeholder groups to understand better the requirements for those who could benefit from accessibility improvements, such as auditory cues for visually impaired people at crossings. Seek funding to implement schemes. Deliver schemes on the ground in coordination with wider improvements being implemented by other teams in the council. 	<ul style="list-style-type: none"> Number of issues reported about pavements Number of improvements implemented Reduced incidents of people being killed or seriously injured where interventions are located 	<ul style="list-style-type: none"> Transport Planning team Traffic and Capital Delivery team PFI team (Hounslow Highways) 	<ul style="list-style-type: none"> Local business owners Resident groups Community groups Local schools TfL Other appropriate funders Disability and older adult groups 	High

No.	Action	Objective alignment	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
Theme 3: Maps and wayfinding								
8	Develop an interactive map of the walking and wheeling network to help promote its use and enable people to identify accessible routes with better air quality linking key destinations.		Medium term	<ul style="list-style-type: none"> Develop an interactive digital walking and wheeling map including key areas such as leisure centres, outdoor free gyms, places of worship, arts and heritage sites, main centres and green spaces. Produce promotional materials to launch the map, working with key trip attractors to support their activities. Support the TfL Go Jauntly app to encourage digital wayfinding for leisure walking and wheeling and working to include more routes available in Hounslow. Work with key groups to increase usability of the map, for example ensuring that the map is available in various languages and formats such as paper copies. 	<ul style="list-style-type: none"> Number of people who access the interactive walking and wheeling network map Footfall in key destinations 	<ul style="list-style-type: none"> Transport Planning team Communications team Customer Engagement team 	<ul style="list-style-type: none"> All resident groups Digital partners Culture team 	Low-Medium
9	Implement a wayfinding strategy for the walking and wheeling network to enable people to easily navigate along the routes.	 	Medium term	<ul style="list-style-type: none"> Review existing signage on the walking and wheeling network, and signage in close proximity to the network. Develop a strategy to ensure that wayfinding is accurate and includes key destinations people will want to walk and wheel to, including alignment with ecological superhighways as identified in the Hounslow Green and Blue Strategy allowing people to confidently rely on it to navigate. Consider opportunities for the use of creative wayfinding, to enable people to explore the boroughs in different ways, such as through the use of pavement art and history trails. This could also include future creative tours and trails that are implemented across the borough. Utilise existing standards such as Legible London to ensure consistency across London and also across Hounslow. 	<ul style="list-style-type: none"> Mode share of trips Number of wayfinding signs added Footfall in town centres 	<ul style="list-style-type: none"> Transport Planning team 	<ul style="list-style-type: none"> TfL Mapping company Culture team 	Medium

No.	Action	Objective alignment	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
Theme 4: Pavement maintenance and coordination								
10	Support the implementation of the Kerbside Strategy, as well as infrastructure maintenance projects (such as dropped kerbs, crossing points) made through the Pavement Pledge, targeting the walking and wheeling network.	 	Short – Medium term	<ul style="list-style-type: none"> Identify footways where there are opportunities to move cycle parking to the kerbside or areas with more space. Improve enforcement of inappropriate parking such as across dropped kerbs or on pavements where it's not permitted. Continue to identify pavements which need repair and implement repairs, making use of Hounslow's PFI contract, in line with the existing maintenance programme using insights from Ward Walks. Seek to improve maintenance contracts to ensure that they enhance the maintenance of pavements to further reduce trip hazards e.g. by giving consideration to the tolerances for defects in footways before maintenance action is taken. Where possible, remove barriers such as lack of dropped kerbs, inconsistent tactile pavement, uneven or steep pavements, bollards and other barriers that limit movement for people, especially those with disabilities. 	<ul style="list-style-type: none"> Number of issues reported about pavements Number of improvements carried out on pavement maintenance 	<ul style="list-style-type: none"> Highways team Transport Planning team 	<ul style="list-style-type: none"> Contractors Older adult groups Disability groups Local businesses 	High
Theme 5: Sustainability								
11	Identify opportunities for sustainable urban drainage systems across the walking and wheeling network to address drainage issues and enhance greening and biodiversity.	 	Medium term	<ul style="list-style-type: none"> Using TfL's SuDS design guidelines, encourage the incorporation of SuDS into new and existing developments. Review London Sustainable Drainage Action Plan and the SuDS Opportunity Mapping Tool (GLA). Consider different pavement surfacing materials to enable increased rainfall infiltration to reduce flooding on pavements. 	<ul style="list-style-type: none"> Number of SuDS schemes implemented Amount of new street trees and area of greenery delivered across the walking and wheeling network 	<ul style="list-style-type: none"> Parks team Transport Planning team Floods team 	<ul style="list-style-type: none"> Developers Landowners TfL Contingency Planning Team 	Medium

No.	Action	Objective alignment	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
12	Support the Tree Pledge to increase the number of trees by 20,000 by 2026 with a focus on the walking and wheeling network.	 	Long term	<ul style="list-style-type: none"> Review tree strategy document and revise standards to increase provision based on local needs. Use Greentalk to identify areas for potential greening. Work with planning team to introduce new standards for appropriate new street trees and greenery in new developments. 	<ul style="list-style-type: none"> Amount of new street trees and areas of greenery delivered across the walking and wheeling network 	<ul style="list-style-type: none"> Parks team Town Planning team PFI team (Hounslow Highways) 	<ul style="list-style-type: none"> TfL Highways team Resident groups 	Medium
13	Support the activation of under-utilised spaces, such as empty lots, and small green spaces for the benefit of the local community (e.g. exercising facilities, play spaces, public art or parklets).	 	Long term	<ul style="list-style-type: none"> Identify under-utilised spaces and highlight opportunities for community uses. Collaborate with local artists and designers to create customised and aesthetically pleasing street furniture and art installations which add character to the spaces, working with the future public art strategy which is under development. 	<ul style="list-style-type: none"> Amount of new street trees and area of greenery delivered across the walking and wheeling network Number of leisure walking and wheeling trips Number under-utilised spaces enhanced on the walking and wheeling network 	<ul style="list-style-type: none"> Parks team Transport Planning team 	<ul style="list-style-type: none"> Landowners Resident groups Local businesses Culture team 	Medium - High
14	Use the sustainable transport hierarchy – which places walking and wheeling at the top, followed by cycling, public transport then private vehicles – across all future projects.	  	Medium term	<ul style="list-style-type: none"> Support design guidance in the planning process, e.g. Emerging Character, Sustainability and Design Codes SPD. Funding for walking and wheeling projects to be negotiated with developers using Section 106 developer contributions and Section 278 agreements. Incorporate accessibility, permeability and healthy streets principles into relevant planning policy and guidance e.g. ensuring clear signage for temporary reallocation of pedestrian space during construction work with kickboard for visually impaired people. 	<ul style="list-style-type: none"> Number of projects where the sustainable transport hierarchy is meaningfully applied. 	<ul style="list-style-type: none"> Transport Planning team Town Planning team 	<ul style="list-style-type: none"> Developers 	Low

No.	Action	Objective alignment	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
Theme 6: Local centres and new development								
15	Ensure all new development improves the walking and wheeling environment by implementing and enforcing design guidelines and utilising Section 106 developer contributions and Section 278 agreements.		Medium term	<ul style="list-style-type: none"> Implement design guidance in the planning process, e.g. Emerging Character, Sustainability and Design Codes SPD. Funding for walking and wheeling projects to be negotiated with developers using Section 106 developer contributions and Section 278 agreements. Incorporate accessibility, permeability and healthy streets principles into relevant planning policy and guidance e.g. ensuring clear signage for temporary reallocation of pedestrian space during construction work with kickboard for visually impaired people with canes. 	<ul style="list-style-type: none"> Amount of funding secured through section 106 and 278 for walking and wheeling improvements 	<ul style="list-style-type: none"> Town Planning team 	<ul style="list-style-type: none"> Developers Resident groups 	Low
16	Assess whether pedestrianisation is appropriate in local centres across the borough taking into account the local context.	  	Long term	<ul style="list-style-type: none"> Learn from experiences in pedestrianised town centres such as Hounslow Town Centre and evaluate the success of this. Identify other local centres which would benefit from being pedestrianised, in alignment with wider visions for town centres. Conduct stakeholder engagement and traffic modelling to identify the impacts of pedestrianisation. Implement the identified schemes. 	<ul style="list-style-type: none"> Footfall in town centres Number of streets being pedestrianised 	<ul style="list-style-type: none"> Highways team Town Planning team Transport Planning team 	<ul style="list-style-type: none"> TfL Local businesses Resident groups 	High
17	Create closer relations with the Metropolitan Police and explore other crime reduction initiatives such as increasing foot patrols in areas of high levels of walking and wheeling activity to ensure a visible presence that deters criminal behaviour and enhances community safety.	 	Medium term	<ul style="list-style-type: none"> Collaborate with the Road Safety team and examine the Community Road Watch programme, where certain residents volunteer to assist the police in enforcing speed limits. Enhance communication lines between the Council and the Metropolitan Police. Support existing engagement undertaken by the Neighbourhood Policing team. Support the implementation of the final Safer Communities Strategy and its commitments. Highlight areas in need of additional foot patrols and conduct increased patrols in these areas. 	<ul style="list-style-type: none"> Reduction in KSIs and crime rates across the walking and wheeling network 	<ul style="list-style-type: none"> Road Safety team Community Safety team Neighbourhood Policing team 	<ul style="list-style-type: none"> Metropolitan Police Resident groups Local organisations that run neighbourhood safety watch initiatives 	Medium

