

# RUISLIP NEIGHBOURHOOD

## LB Hillingdon's Liveable Neighbourhood Funding Bid

October 2017



# RUISLIP LIVEABLE NEIGHBOURHOOD FUNDING BID

## General Information

Table 1

Organisation name(s):	London Borough of Hillingdon	
Project manager responsible for delivering the LN proposal and their contact details:	<p>██████████</p> <p>Transport &amp; Projects</p> <p>Residents Services Directorate</p> <p>Civic Centre</p> <p>Uxbridge UB8 1UW</p> <p>██████████</p> <p>██████████</p>	
Person completing the submission and their contact details:	As above	
Project Title:	Ruislip Neighbourhood	
What Financial Year is this application to be considered for?	2018/19	
Is the Borough submitting any other Liveable Neighbourhoods applications?	No	
Has this project been submitted before as a bid to TfL?	No	

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## Executive Summary

The Ruislip Neighbourhood is centred on Ruislip Town Centre and extends approximately 15 to 20 minutes' walk in all directions around it. LB Hillingdon (LBH) is seeking to improve the neighbourhood to make it more attractive and liveable, in accordance with the Liveable Neighbourhoods principles. In addition to this bid for Liveable Neighbourhoods funding, LB Hillingdon has also registered an Expression of Interest for the Mayor's Good Growth fund, focusing on revitalising Ruislip Town Centre to support sustainable local growth and thereby complement wider improvements to the Ruislip neighbourhood area.

With 26,100 m<sup>2</sup> floor space and an estimated 1,500 jobs, Ruislip is an important local district centre and quintessential outer London high street, but it is now struggling. Signs of decline are blighting the high street including: nine empty frontages, one of which is the long-term former Morrison's 251m<sup>2</sup> site; empty shops attracting fly posting further detracting from the area; and a lower value retail offer with a prevalence of Charity shops/Discount Stores/Bookmakers etc. The Good Growth fund submission is to support LB Hillingdon purchase a 10-year interest to fit out and sublet the prominent empty Morrison's site as part of an 'Empty Shops into Civic Assets' strategy to create social and economic value from vacant property in Ruislip. Subletting will create an income stream to be ring fenced specifically for wider town centre activities and promotions.

The opportunities presented from the Liveable Neighbourhoods programme align with our aspirations for revitalising Ruislip Town Centre through the 'Empty Shops into Civic Assets' strategy. We have developed a suite of measures for Ruislip Neighbourhood which will be aimed at:

- Reducing high volumes of traffic and 'rat-running' across the neighbourhood
- Improving connectivity to key destinations including the High Street for walking and cycling from the wider area
- Supporting sustainable growth
- Promoting public transport use by improving connectivity to stops and the station but also by reducing traffic flows on local bus routes
- Reviewing High Street operation to promote walking by improving crossing facilities and the urban realm
- Addressing road safety issues at key locations
- Creating pleasant spaces for pedestrians to relax and socialise within the Town Centre
- Combatting the known issues of anti-social behaviour incidence through increased activity
- Reviewing High Street parking with a view to rationalising provision
- Changing travel behaviour change via measures specifically targeting the older population profile of the area, to increasing walking and cycling as healthier travel options and onward travel via public transport
- Introducing delivery service planning for local businesses to reduce freight on local roads

The Ruislip Neighbourhood proposal is very timely since Ruislip is one of the town centres north of the A40 in proximity to areas impacted by High Speed 2 (HS2) construction. Footfall and hence overall town centre performance has a high likelihood of being adversely impacted as a direct result of the significant levels of additional traffic and congestion related to HS2 traffic. This could well be the impetus to encourage alternatives to car use which would not just be healthier for residents but also healthier for the local economy.

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Cabinet Member approval for the Ruislip Neighbourhood proposal has already been sought and the Leader of the Council briefed on the submission and approved ensuring political support at the highest level.



## Strategic Case

### Existing Situation

The following provides a summary of the key assets and issues in the neighbourhood area. **See Appendix A for a more detailed analysis with supporting plans.**

Ruislip Neighbourhood boasts a number of important facilities across the area, including:

- Ruislip Lido; a unique facility in a beautiful natural setting which draws people from a very wide area and attracts of 500,000 visitors per annum.
- Wealdstone Football Club, Grosvenor Vale Stadium; this venue has a capacity of 3600 (with a record attendance of 2469, November 2015) and around 450 players using it, and is home to National League South Wealdstone F.C., with in excess of 1000 supporters.
- Ruislip Rugby Football Club; with 600 members and up to 500 active players, this club has one of the stronger mini and youth series in the area attracting hundreds of children on Sunday mornings.
- Manor Farm; Hillingdon's flagship heritage and culture site which includes a unique collection of community spaces including a theatre, library, and artist studios, historic buildings, archaeological remains and landscape features set in 22 acres of beautiful grounds.
- Two monthly markets, with around 80 stalls and attendance levels of around 2500.
- Four schools; Ruislip High School (750 pupils), Sacred Heart Catholic School (690 pupils), Whiteheath School (323 pupils), Bishop Winnington-Ingram (394 pupils).

Most of these places are located within 10-15 minutes' walk from Ruislip Station and the High Street, however many people choose to drive to them. Creating safer and more appealing pedestrian routes and enhancing cycle access along routes to these places is necessary to encourage non-car means of access, making them more accessible for local residents as well as visitors, and addressing the Mayor's aspirations for a shift towards active, inclusive and safe travel.



From left to right: Manor Farm complex, Ruislip Lido, Wealdstone Football Club, Ruislip High Street

At the heart of the neighbourhood is Ruislip town centre. With 26,100 m<sup>2</sup> floor space and an estimated 1,500 jobs, it is an important local district centre and quintessential outer London high street, but signs are emerging of economic decline, reducing the overall value of the high street. This includes empty frontages, fly posting detracting from the area, and a lower value retail offer with a prevalence of charity shops/discount Stores/bookmakers etc. The prominent empty Morrison's site dominates the heart of the town centre adds to negative perceptions. LBH intend to purchase a 10-year interest to fit out and sublet this site as a civic hub; part of an 'Empty Shops' strategy to generate social and economic value from vacant property in Ruislip, creating an income stream to be ring-fenced specifically for wider town centre activities and promotions. LBH have separately submitted a Good Growth Fund bid to support this and complement the Liveable Neighbourhoods proposal.

Demographically, the area tends towards an older population that relies more on car travel. This is important as it suggests tailored behaviour change measures will be needed in addition to physical infrastructure changes in order to encourage travel behaviour changes. The Public Health England Profile (2017) of the Borough highlights a number of key health issues, some of which could potentially be improved upon through more physical activity:

- Estimated levels of adult physical activity are worse than the England average; 51.5% of adults physically active in LBH compared with 57.0% in England.
- Recorded diabetes (15,803 cases) slightly above the England average; percentage of recorded diabetes 6.7% in LBH compared with 6.4% in England.
- Obese children (year 6 aged 10-11) above the England average; 700 cases recorded 2015/16, and percentage of year 6 children classified as obese 21.2 % in LBH compared to 19.8% in England

Detailed analysis of demographic groups and propensity to change travel behaviour indicates that 58% of people within the Ruislip neighbourhood are within a 15 minute walk of the High Street, and would also be receptive to influence to change travel behaviour from car to walking. 32% of residents in the area can be classed as either 'affluent professionals' or 'empty nest independence'; Mosaic demographic classifications which show higher propensity to change and would be ideal target groups for travel planning measures.

The neighbourhood suffers from very high volumes of traffic moving along key corridors including Bury Street/High Street, Kingsend/Pembroke Road, and Eastcote Road. All these roads suffer from congestion and poor air quality due to vehicle emissions. Additionally, there are a number of residential streets which attract through traffic (in some instances travelling at high speed) making these streets less pleasant for people to live on, and also potentially

Ruislip Town Centre compared with other Hillingdon town centres



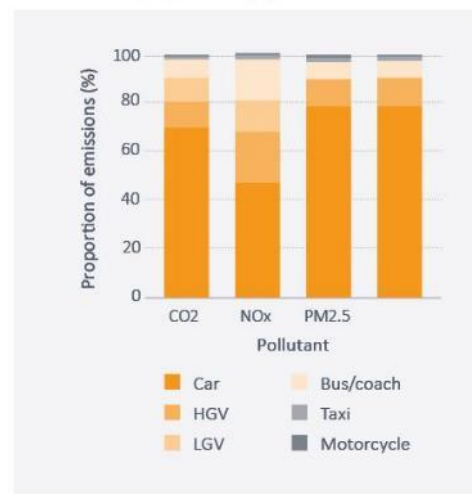
dissuading people from walking and cycling along them. This is a critical aspect to address through traffic management and traffic calming measures, in order to make Ruislip more liveable and support the Mayor's ambition for 80 per cent of journeys to be made by public transport, walking or cycling.

Ruislip underground station recorded usage of 1.95 million people over the whole of 2016 - an increase of 50,000 people from 2015. Seven bus routes also serve the neighbourhood, most of which travel along at least part of the High Street, and call at the station. Despite the presence of the underground station and bus routes there are significant areas of the neighbourhood with poor public transport accessibility including some northern areas of the neighbourhood with PTALs of 0, and significant areas of only 1a or 1b. This reinforces the need to improve walking and cycling access to help offset the poor accessibility by public transport in some parts of the area.

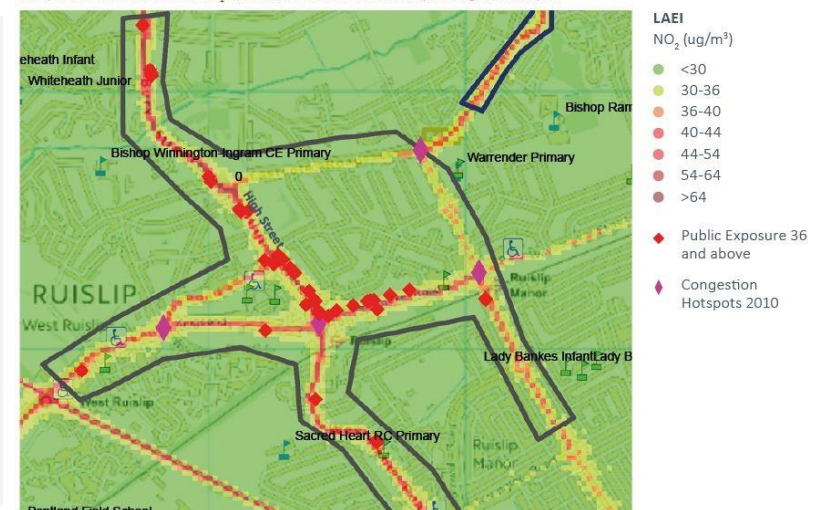
The current cycle infrastructure provisions do little to encourage cycling; there is only one cycle route running east-west through the area, which does not connect to key destinations. Moreover, although there is cycle parking at the station and on the High Street, the major attractions in the area do not have any cycle parking provisions. To help meet the Mayor of London's ambition for 70 per cent of Londoners to live within 400 metres of a high quality, safe cycle routes more cycle routes are needed along quieter streets, and more and better located cycle parking provided across the neighbourhood.

Air quality in the area is poor. Analysis of the LAEI shows that cars are the greatest contributors to road traffic emissions in the area: contributing 70% of CO<sub>2</sub>, nearly half of the NO<sub>x</sub> emissions and around four fifths of the particulate matter. Freight, including light and heavy goods vehicles (LGV and HGV), collectively contributes over a third of NO<sub>x</sub> emissions and a fifth of CO<sub>2</sub> emissions produced by road traffic. Significant improvement to local air quality is required, and this means measures that reduce road traffic generally in the area must be included, specifically on the key problem roads identified. In addition, consideration should be given to special measures relating to freight.

Vehicular sources of air pollutants by type



Ruislip Town Centre Focus Area - NO<sub>2</sub> annual mean concentrations 2013, plus congestion hotspots



Collisions in the area (**see Appendix C**) show a gradual increase in numbers during the three years, particularly in serious collisions. Collisions involving vulnerable users are slightly higher than the Borough average. Pedestrian and cyclists are most commonly conflicting with cars (involved in 90% of all collisions). Particular locations that need to be remedied include:

- High Street
- Eastcote Road

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- Junction of Bury Street/ Ladygate Lane
  - Junction of Kingsend/ High Street
  - West End Road

Crime is mainly concentrated on the High Street, with the key issue being anti-social behaviour. Motor vehicle theft is also an issue. (see **Appendix D**).

A Healthy Streets evaluation of three key streets - the High Street, Sharps Lane, and Eastcote Road - results in low scores for all. Specific issues include:

- Lack of crossing facilities.
- Crossing facilities do not meet desire lines.
- Narrow footways at pinchpoints.
- On-street parking creates a barrier to pedestrians.
- Kerbside friction due to parking and servicing activities creates friction for cyclists.
- Lack of cycle route signage.
- Volumes of traffic at peak times affecting quality of walking and cycling experience.
- Lighting and seating provision varies from good on the High Street to poor on other streets.

A more detailed review of the environment on the High Street reinforces the need to improve pedestrian conditions, and enhance the public realm with some interventions that support activity and vitality. Specific issues identified for improvement include:

- Poor pedestrian connectivity both along and across the High Street.
- Volume of traffic dominates the environment.
- Limited amount of greening generally, detracting from visual amenity.
- Lack of shelter.
- Lack of distinctiveness of the urban realm.
- No open spaces on the High Street suitable for civic events.
- Overgrown shrubs adjacent to church which provide space for anti-social behaviour and affect personal security.
- Poor wayfinding provisions.
- Inefficient layout and conflicting hours of operation of on-street parking.

A snapshot survey of businesses and shoppers of the High Street showed that nearly half of shoppers came from within walking distance of the High Street, and around half came by car. No shoppers were captured in the survey who cycled to the town centre. This suggests more could be done to target those shoppers who come by car to switch to walking and cycling.

Altogether the evidence for the need for improvements in the area is strong and is supported by the Council at a senior leadership level.



## Context

### (a) Alignment to draft Mayor's Transport Strategy Priorities and Outcomes

As highlighted below, the scheme will provide a significant contribution to the delivery of the draft Mayor's Transport Strategy vision and outcomes, and to the Liveable Neighbourhoods objectives.

#### Liveable Neighbourhoods

**Healthy Streets and healthy people** - *Creating streets and street networks that encourage walking, cycling and public transport use will reduce car dependency and the health problems it creates. This includes the better planning and operation of freight and servicing trips to reduce their impact on people.*

- Using physical improvements to improve pedestrian and walking infrastructure and dissuade vehicular traffic - along with supporting behaviour change initiatives - the scheme will promote walking, cycling and public transport trips, particularly for local travel. The measures will ensure these modes present a viable alternative to private motor vehicles and help reduce dependency and its associated health problems.
- Measures to dissuade through-trips by vehicles will help to reduce general traffic and servicing flows and improve local air quality. The plans included in Appendix A show the NO<sub>2</sub> pollution concentrations for 2013 around the neighbourhood, with a clear impact related to highway emissions - this is reinforced by the designation of Ruislip Town Centre as a GLA focus area – measures to address this issue are critical.
- The submission includes proposals to work with local businesses to understand their operations and developed tailored solutions to help modify servicing habits, such as coordinating delivery times and consolidating waste collection trips.

**A good public transport experience** - *Public transport is the most efficient way for people to travel over distances that are too long to walk or cycle, and a shift from private car to public transport could dramatically reduce the number of vehicles on London's streets.*

- The scheme will help to reduce traffic flows on key routes, as a result network congestion will reduce and help buses to run more reliably.
- Pedestrian connectivity measures will also improve access to local bus stops and Ruislip station.

**New homes and jobs** - *More people than ever want to live and work in London. Planning the city around walking, cycling and public transport use will unlock growth in new areas and ensure that London grows in a way that benefits everyone.*

- While the town centre and surrounding area are well-developed, the challenge for Ruislip is to maintain its viability as a local centre in the face increasing competition from other centres. Improvements to the 'look and feel' of the town centre, plus the complementary strategy for bringing empty shops back into reuse, will help to make the area an attractive place to live, work and shop.

**Outer London Spaces** – *the MTS aims to reduce dependency on the car in this area by significantly improving public transport, and reallocating street space for walking and cycling to, from, in and around town centres.*

- Hillingdon has the highest car ownership levels of all the London boroughs, and Ruislip suffers from car dependency and resulting traffic levels. The package of measures will work towards dissuading motor traffic passing through the area, and encouraging walking and cycling for local trips.

### Healthy Streets

The proposals have been developed specifically to meet both Liveable Neighbourhoods and Healthy Streets objectives. Further detail about how they meet Healthy Streets objectives is provided in the 'Opportunity' section of this document.

#### (b) Alignment to other Mayoral Strategies

In addressing the objectives of the MTS, the proposals also support these London Plan priorities:

**A city of diverse, strong, secure and accessible neighbourhoods:** The proposals help make the neighbourhood a higher quality and more accessible environment for individuals to use and enjoy, whether they are residents, workers, or visitors. They strengthen the character and identity of the neighbourhood, drawing on Ruislip's unique local attractions.

**A city that delights the senses and takes care over its buildings and streets:** The public realm improvements across the Town Centre will carefully respond to and support the Garden Suburb and Metroland character of the Ruislip area, provide visual interest, and reinforce connections to local open and green spaces improving people's health, welfare and development.

A city that becomes a world leader in improving the environment locally and globally: The proposals will dissuade car usage and encourage active travel for local trips, helping reduce pollution and carbon emissions.

**A city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities:** The proposals actively seek to encourage more walking and cycling, and access to public transport.

#### (c) Alignment to Borough Strategies and Policies

Hillingdon Local Plan Part 1: A Vision for 2026 (Adopted 2012) is the key strategic planning document for Hillingdon. The strategy for Ruislip Neighbourhood will help the Borough achieve the following strategic objectives:

#### Hillingdon is taking full advantage of its distinctive strengths with regard to its places, communities and heritage:

- SO1: Conserve and enhance the borough's heritage and settings by ensuring changes to the public realm are of high quality design, appropriate to the heritage asset's significance, and seek to maintain and enhance the contribution to London's environmental quality, cultural identity and economy.
- SO2: Create neighbourhoods that are of a high quality sustainable design, that have regard for their historic context and use sustainability principles which are sensitive and responsive to the significance of the historic environment, are distinctive, safe, functional and accessible and which reinforce the identity and suburban qualities of the borough's streets and public places.
- SO3: Improve the quality of, and accessibility to, the heritage value of the borough's open spaces, including rivers and canals as areas for sports, recreation, visual interest, biodiversity, education, health and well-being.

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- SO4: Ensure that development contributes to a reduction in crime and disorder, is resilient to terrorism, and delivers safe and secure buildings, spaces and inclusive communities.

**The social and economic inequality gaps in Hillingdon are being closed:**

- SO6: Promote social inclusion through equality of opportunity and equality of access to social, educational, health, employment, recreational, green space and cultural facilities for all in the borough, particularly for residents living in areas of identified need.

**Improved environment and infrastructure is supporting healthier living and helping the borough to mitigate and adapt to climate change:**

- SO9: Promote healthier and more active lifestyles through the provision of access to a range of sport, recreation, health and leisure facilities.
- SO10: Improve and protect air and water quality, reduce adverse impacts from noise including the safeguarding of quiet areas.
- SO11: Address the impacts of climate change, and minimise emissions of carbon and local air quality pollutants from new development and transport.
- SO12: Reduce the reliance on the use of the car by promoting safe and sustainable forms of transport, such as improved walking and cycling routes and encouraging travel plans.

**Economic growth has been concentrated in Uxbridge, and the Heathrow and Hayes/West Drayton Corridor without ignoring local centres:**

- SO16: Manage appropriate growth, viability and regeneration of town and neighbourhood centres.

**Improved accessibility to local jobs, housing and facilities is improving the quality of life of residents:**

- SO18: Improve access to local services and facilities, including health, education, employment and training, local shopping, community, cultural, sport and leisure facilities, especially for those without a car and/or in more remote parts through well planned routes and integrated public transport.
- SO20: Improve facilities at bus and underground/ rail interchanges to promote accessibility to town centres.

**Hillingdon has a reliable network of north/south public transport routes and improved public transport interchanges:**

- SO21: Improve public transport services between the north and the south of the borough to ensure easier access between residential areas such as Northwood and South Ruislip.
- SO22: Promote efficient use of public transport.

## Opportunity

The table to the right highlights how this scheme supports the Healthy Street agenda and the extent to which it aligns to the objectives.

## Potential Scope

The following page illustrates the initial concept for area-wide proposals identified following:

- An initial pre-bid meeting with TfL officers
- A site walkabout with TfL and LBH officers
- Wide-ranging baseline analysis

**Further detail on the specifics of design proposals is included in Appendix B.** Proposed complementary behaviour change programmes and delivery servicing planning initiatives are described in following pages.

### ● Pedestrians from all walks of life

- Measures to reduce traffic domination on key roads in neighbourhood
- A more attractive and welcoming Town Centre environment
- Improved pedestrian conditions along and across the High Street
- Proposed removal of guardrail and other items obstructing pedestrian movement

### ● Easy to cross

- More crossings on the High Street and routes to key destinations
- Crossings at key junctions realigned to better match desire lines
- Staggered crossings replaced with direct crossings wherever possible
- Traffic calming measures to encourage slow vehicle speeds and give pedestrians confidence to cross

### ● Shade and shelter

- Existing trees in the Town Centre retained and new trees introduced where feasible
- Introduction of a semi-circular bandstand-type canopy within area of public space at Ickenham Junction

### ● Places to stop and rest

- Identification of additional locations in the Town Centre for rest points, and improved existing seating
- Introduction of parklets on the High Street including seating
- Seating incorporated into bandstand canopy area

### ● Not too noisy

- Traffic management includes features (e.g. road closures, raised tables, change of surfacing) that will dissuade use of specific routes by through-traffic, thereby helping decrease amount of road noise
- Zone as 20mph to reduce speed and noise

### ● People choose to walk, cycle and use public transport

- Behaviour change measures targeted at the local demographic
- Footway and crossing improvements support additional pedestrian activity
- Wayfinding measures including Legible London signage
- High Street designed to reduce vehicle dominance and encourage slower speed traffic, making it safer for pedestrians and cyclists
- Reduction of High Street road space for parking
- New cycle routes with reduced traffic movements arising from traffic measures which restrict vehicular traffic but allow cycle access
- New ASL's provided at signal junction of Kingsend / Pembroke Road
- Bus stops retained in current locations and shelters introduced where none present

### ● People feel safe

- Targetted improvements on routes to schools address concerns about safety
- Slower speed traffic environment reduces risk of personal injury
- Improved street environment attracts more people to use it, making it feel busier and safer by providing more 'eyes on the street'

### ● Things to see and do

- Public realm treatments at Ickenham Road / High Street junction will create a focal point in the area
- High Street itself will be more attractive and pleasant to spend time in, supporting adjacent ground floor activity
- Improved pedestrian and cycle access to unique and popular visitor attractions in the neighbourhood, such as the Manor Farm complex and Ruislip Lido

### ● People feel relaxed

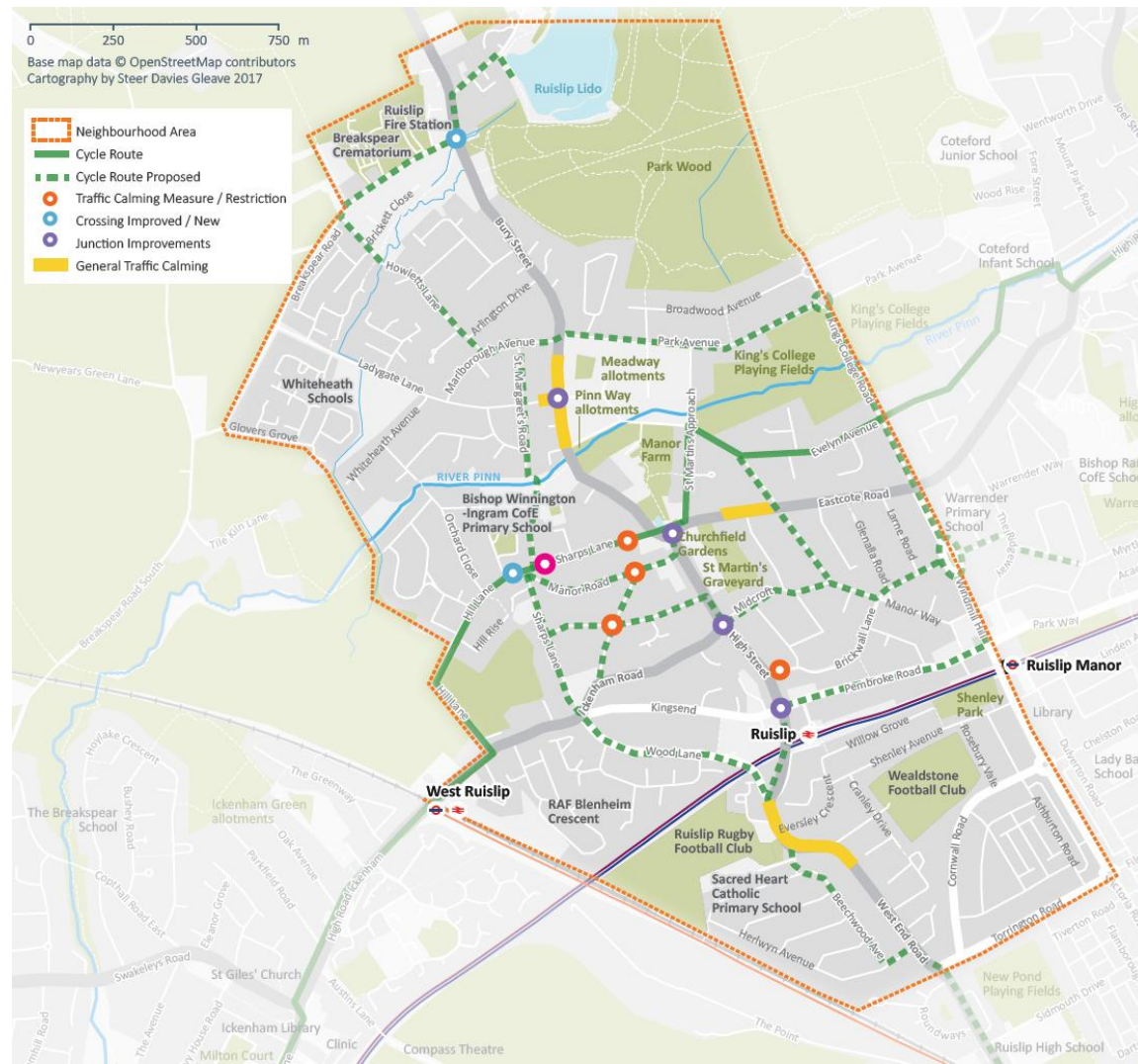
- Public realm treatments at Ickenham Road / High Street junction will create a focal point in the area
- High Street itself will be attractive and pleasant to spend time in, supporting adjacent ground floor activity
- Introduction of other public art features along the High Street
- Well-being benefits arise from improved access to the unique visitor attractions in the neighbourhood, such as the Manor Farm complex, Ruislip Lido, plus green spaces and sporting facilities

### ● Clear air

- Design changes will help discourage through traffic on various streets, thereby reducing the level of local vehicle emissions
- Design and supporting behaviour change measures will attract more people walking and cycling to get to key destinations, reducing vehicle emissions locally
- Additional planting may also help improve local air quality (depending on species)



**Neighbourhood area proposals**



Measure	Opportunity
<b>1. Point specific traffic management</b>	Restriction at a specific location such as priority working, pinchpoint, chicane, modal filter.
<b>2. General traffic calming measures</b>	Other measures along a length of road, such as cycle-friendly speed humps, special surfacing, or visual narrowing.
<b>3. Junction improvements</b>	Significant changes to the three main High Street junctions to improve pedestrian movement and provide a sense of entry.
<b>4. High Street area enhancements</b>	Pedestrian and urban realm improvements including additional street trees, seating, wayfinding, a parklet, and a new High Street public space with bespoke canopy.
<b>5. Pedestrian crossings</b>	New or improved pedestrian crossing points at locations across the neighbourhood plus continuous footway crossings on the High Street
<b>6. Cycle routes</b>	A 'loose grid' of cycle routes on quieter streets, with signage and low-cost interventions.
<b>7. Travel demand programme</b>	A programme of highly visible behaviour change measures supporting low emission modes and promoting active travel.
<b>8. Delivery and servicing programme</b>	Tailored solutions to support businesses in changing their servicing habits such as coordinating supplier delivery, waste consolidation measures and a buyers club.
<b>9. Parking rationalisation</b>	Review and rationalise High Street parking.



## Travel behaviour change programmes

LBH's current programme of behaviour change initiatives is proposed to be enhanced, and new initiatives developed that are specifically tailored to the needs and existing travel habits of local people, based on analysis of the current socio-economic profile of the Ruislip neighbourhood population. A key element will be creating an 'active travel hub' in the proposed civic hub at the former Morrison's unit on High Street.

### *Enhancing existing offer*

#### *Led walks*

'Walk Hillingdon' is the local walking for health scheme, providing free walks, led by trained walk leaders, and designed to allow people to walk at their own pace. We propose recruiting and training more walk leaders and actively promoting the led walk programme to residents of Ruislip through advertising in the proposed active travel hub, in GP surgeries, and through the residential personalised travel planning programme (PTP, described further below).

#### *Led cycle rides*

LBH also offers a year-round calendar of cycling events, including led cycle rides. We propose organising more Family Rides and Medium Rides in and around Ruislip. These rides will be actively promoted through schools, the active travel hub, GP surgeries and through the residential PTP.

#### *Cycle loan scheme*

Everyone who lives, works or studies in LBH is eligible for the LBH cycle loan scheme, which gives people a four-week trial of a bike plus equipment to demonstrate how cycling can fit into their lifestyle. We proposed to use the active travel hub as a facility for recycling bikes for use in the loan scheme, and will extend the range of bikes on offer to include electric bikes which have been shown to help elderly people maintain and enhance their mobility independence

#### *School travel plans*

There are three schools within the Ruislip Neighbourhood programme catchment area, all of which are engaged in the school travel planning process through Transport for London's STARS (Sustainable Travel: Active, Responsible, Safe) accreditation programme. Of those three schools, Bishop Winnington Ingram Church of England Primary School is currently highest ranked in the London Borough of Hillingdon's STARS league table, occupying 9th position overall and with a 'Higher standards level – Silver' award. Sacred Heart Catholic Primary School is ranked in 19th position overall (with a Silver award) and Whiteheath Infant and Junior Schools are in 35th position with an 'Engaged / Registered' award. We will build on the school travel plan programme and TfL's STARS accreditation programme by offering tailored packages of support to the three schools, e.g. development and monitoring of travel plans, support with the



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organisation of travel planning events, and the opportunity to participate in events and training.

### ***New behaviour change initiatives***

#### *Residential Personalised Travel Planning (PTP)*

We propose planning and rolling-out a programme of door-to-door PTP for residents in Ruislip. PTP is a well-established method which encourages people to make healthier and more active travel choices. Residents within the Ruislip Neighbourhood programme would be visited by a trained travel advisor to talk about their existing travel habits and to identify ways in which they could make changes, for their benefit, to their regular journeys in and around Ruislip neighbourhood, whether to work, to school or to the shops. Forms of residential travel planning have taken place in London in Kingston, Sutton, Haringey and, most recently, Hackney. Previous projects have delivered up to a 10% reduction in single occupancy car use among the target population.

Given the socio-demographic characteristics of the Ruislip Neighbourhood programme area (more older adults), a residential PTP programme will be an effective way of promoting and achieving the programme objectives across the whole area. For older adults a PTP programme translates into increased confidence in their travel options, encouragement to lead independent lives, and increased use of active modes that directly benefit their health and wellbeing. Evidence from other PTP programmes shows that older residents are generally more likely to participate and there is more likely to be a reported increase in use of all active travel modes among participants aged 65 and over, compared with the baseline.

#### *Active travel hub*

The proposed 'active travel hub' at the former Morrison's unit on High Street will be publicly accessible as a base for Ruislip Neighbourhood programme activities including access to information about car sharing and car clubs, public transport, cycle training, bike maintenance, led walks and cycle rides. We propose that it contains a base for the cycle loan scheme (including 'try before you buy' e-bike loans) and a potentially a local consolidated delivery service.

#### *High Street events programme*

The London Borough of Hillingdon already has a year-round calendar of events promoting active travel, with some of these events taking place at locations within the Ruislip Neighbourhood programme catchment area (e.g. annual Teddy Bears Picnic event for schools at Manor Farm). We propose full use of Ruislip High Street as an exciting place for local activities and events, particularly those which encourage visitors to the High Street (and for those visitors to walk or cycle to the High Street). We propose closing the High Street to cars for occasional temporary events, such as a street festival involving local businesses.

#### *Branding – 'Love Ruislip' brand*

We will develop a strong, Ruislip-specific 'brand' for application across the different Ruislip Neighbourhood programme workstreams. This will: unify the different programme workstreams taking place, demonstrate the breadth and number of activities and raise the collective profile of the programme; and raise public awareness of various activities and understanding of the objectives of the wider programme.

### **Delivery and servicing planning**

We will work with range of independent and multinational organisations to understand their current operations and develop tailored solutions which will support businesses modify their servicing habits to reduce their impact. Improvements are likely to included coordinating supplier delivery times to reduce



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multiple deliveries to the street from companies, waste consolidation measures and the initiation of a buyers club for popular/common goods and services that could help facilitate reduced costs as well as vehicle movements.

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### **Constraints and Dependencies**

All designs will be pragmatic for ease of installation, while also looking visually appealing and contributing to local aesthetic quality. No unusual constraints have been identified in relation related to the measures proposed - all measures are tried and tested and do not have high risks in terms of construction or deliverability.

Typical dependencies will apply, including:

- Planning processes as normal standard highways and public realm improvement schemes
- Consultation with stakeholders and the community
- Liaison with TfL Buses and Signals teams
- Highways approvals
- Licensing for parklet as items of street furniture

## Economic Case

### Explanation of Costs

The proposals put forward offer a value for money approach. We are aware that funding is tight and have developed a series of largely simple, cost-effective measures for the most part, for example modal filters to restrict traffic but allow bus and cycle movement. We have assumed costs of construction can be minimised through the use of LBH's term contractor and/or LoHAC contracts. The table below provides a breakdown of the estimated costs for the key elements of the proposed measures. The subsequent table (table 3) then provides the detail of all other costs such as fees, 3<sup>rd</sup> party costs, monitoring etc.

Ref	Opportunity	Cost estimate (£)
1	Point specific traffic management	£40,000
2	General traffic calming measures	£30,000
3	Junction improvements	£650,000
4	High Street area enhancements	£147,200
5	Pedestrian crossings	£215,000
6	Cycle routes	£75,000
7	Travel demand programme	£40,000
8	Delivery and servicing programme	£30,000
	<b>TOTAL</b>	<b>£1,237,200</b>

Table 3 Costs

Financial Impact (Outturn £k)	2018/19	2019/20	2020/21	2021/22	TOTAL
Project Management & fees	£23,140	£23,140	£11,570	£0	£57,850
Feasibility Design	£46,280	£0	£0	£0	£46,280
Concept Design	£57,850	£0	£0	£0	£57,850
Detailed Design	£69,420	£0	£0	£0	£69,420
<b>Subtotal – Design &amp; Fees</b>	<b>£196,690</b>	<b>£23,140</b>	<b>£11,570</b>	<b>£0</b>	<b>£231,400</b>
Construction	£433,875	£433,875	£289,250	£0	£1,157,000
Other: - Utility Costs	£10,000	£10,000	£0	£0	£20,000
Other– 3 <sup>rd</sup> party (e.g. Traffic signals, etc.)	£5,000	£5,000	£0	£0	£10,000
Other - e.g. Traffic Orders, CPO	£5,000	£5,000	£0	£0	£10,000
Behaviour change Initiatives	£30,000	£50,000	£0	£0	£80,000
<b>Subtotal – Implementation</b>	<b>£483,875</b>	<b>£503,875</b>	<b>£289,250</b>	<b>£0</b>	<b>£1,277,000</b>
Monitoring – data collection ‘before data’	£5,000	£0	£0	£0	£0
Monitoring – data collection ‘after’ data Year 1	£0	£5,000	£0	£0	£0
Monitoring – data collection ‘after’ data Year 2	£0	£0	£5,000	£0	£5,000
Monitoring – data collection ‘after’ data Year 3	£0	£0	£0	£5,000	£5,000
<b>Sub Total – Monitoring</b>	<b>£5,000</b>	<b>£5,000</b>	<b>£5,000</b>	<b>£5,000</b>	<b>£20,000</b>
<b>Estimated Base cost</b>	<b>£685,565</b>	<b>£532,015</b>	<b>£305,820</b>	<b>£5,000</b>	<b>£1,528,400</b>
Contingency @ 30%	£205,670	£159,605	£91,746	£1,500	£458,520
<b>Estimated Final Cost</b>	<b>£891,235</b>	<b>£691,620</b>	<b>£397,566</b>	<b>£6,500</b>	<b>£1,986,920</b>



## Cost assumptions

The estimate includes:

- Costs for consultation and engagement throughout the development of the project within the design fees.
- Implementation costs are inclusive of materials, construction works, fees, and site supervision (as well as 3rd party costs).
- Implementation costs also include tendering procurement fees.
- Behaviour change initiatives based on 1) enhancing existing LBH offer of led walks and cycle rides, cycle loan scheme and school travel plans, 2) new offer of residential PTP targeting around 2000 households, active travel hub with part time resourcing, high street events programme, and 'Love Ruislip' branding, and 3) tailored delivery and service planning targeting a selection of businesses.
- Risk and contingency have been calculated at 30%, however the majority of our proposals are simple pragmatic measures and limited full construction of carriageway is envisaged, so risk is therefore low.

## Risk

The table below presents an overview of potential project risks that may impact on successful delivery of the project and its outcomes.

Table 4

Risk	Likelihood	Impact
Failure to obtain expected funding through submitted bids	Medium	High
Lack of support from local stakeholders	Low	High
Lack of support from London Buses on highways changes (e.g. traffic calming and junction changes) that may affect buses	Medium	High
Lack of suitable alternative routes may make it difficult to cater for any displaced demand	High	Medium
Lack of support from conservation / heritage stakeholders on public realm proposals	Low	Medium
Impact of utility diversion works on programme and cost	Low	Medium
Impact of stakeholder engagement on programme	Low	Low

## **Commercial Case**

Procurement of the concept and feasibility design stages will be via tender. Detailed design of highways works will be undertaken using the Council's term contractor who have been specifically appointed for detailed highways design, or could be undertaken via LoHAC which the Council has fully signed up to.

For implementation, the Council will utilise their existing highways construction and maintenance contractors – This will ensure value for money as these contracts have been openly tendered in accordance with national and European procurement requirements.

## **Financial Case**

The table overleaf summarises how the project will be funded using TfL and third-party budgets. As highlighted, the scheme is likely to benefit from significant match-funding of (subject to approval) up to £951,000 from various sources including LIP, LBH's own capital funds and S106, and potentially the GLA Good Growth fund (subject to decision expected in November 2017).

Table 5

Funding Source (Outturn £k)	Spend to date	2018/19	2019/20	2020/21	2021/22	2022/23	TOTAL	STATUS
Mayor's Good Growth Fund bid (portion allocated to measures in this funding bid only)	n/a	£60,000	£0	£0	£0	£0	£60,000	Awaiting decision
<b>Subtotal – External Funding</b>	n/a	£60,000	£0	£0	£0	£0	£60,000	
Liveable Neighbourhood bid	n/a	£570,235	£416,620	£42,566	£6,500	£0	£1,035,920	Subject of this bid
Stop & Shop Parking Management (LIP funding)	n/a	£0	£15,000	£15,000	£0	£0	£30,000	Secured via LIP
Legible London signage (LIP funding)	n/a	£16,000	£0	£0	£0	£0	£16,000	Secured via LIP
Ruislip Lido signage (LIP funding)	n/a	£5,000	£0	£0	£0	£0	£5,000	Secured via LIP
Cycle infrastructure (LIP funding)	n/a	£50,000	£50,000	£50,000	£0	£0	£150,000	Secured via LIP
Borough wide road safety accessibility (LIP funding)	n/a	£5,000	£5,000	£5,000	£0	£0	£15,000	Secured via LIP
Behavioural cycle schemes (LIP funding)	n/a	£15,000	£15,000	£15,000	£0	£0	£45,000	Secured via LIP
School Travel Schemes (LIP funding)	n/a	£40,000	£40,000	£40,000	£0	£0	£120,000	Secured via LIP
<b>Subtotal – TfL Funding</b>		£701,235	£541,620	£167,566	£6,500	£-	£1,416,920	
Air quality traffic reduction (section 106)	n/a	£30,000	£30,000	£30,000	£0	£0	£90,000	LBH resources
Chrysalis Environmental improvements (LBH capital)	n/a	£0	£0	£100,000	£0	£0	£100,000	LBH resources
Shop front grant scheme for Ruislip shop owners (LBH capital)	n/a	£100,000	£100,000	£0	£0	£0	£200,000	LBH resources
Footway improvements (LBH capital)	n/a	£0	£0	£100,000	£0	£0	£100,000	LBH resources
Road Safety Improvements (LBH capital)	n/a	£0	£20,000	£0	£0	£0	£20,000	LBH resources
<b>Subtotal – Council Funding</b>	n/a	£130,000	£150,000	£230,000	£0	£0	£510,000	
<b>Total Funding</b>	n/a	£891,235	£691,620	£397,566	£6,500	£0	£1,986,920	
<b>Costs (from Table 3)</b>	n/a	891,235	691,620	397,566	6,500	£0	£1,986,920	
<b>Surplus (Shortfall)</b>	-	-	-	-	-			

## Management Case

### Delivery programme

The measure identified and the design work already undertaken forms part of the feasibility design stage. This would be supplemented with additional surveys and stakeholder engagement to refine ideas and develop a robust set of measures. This would be undertaken in January 2018, following announcement of whether LBH have been successful in securing Liveable Neighbourhood funding. Design work would then be progressed over the course of 2018, with a view to implementing the first stage of any works in early 2019. Construction would be undertaken according to prioritisation of different elements (to be confirmed during feasibility design) and completed by early 2020, with monitoring in subsequent years.

### Milestones

The table below highlights the start / end dates and duration for each of the identified milestones.

Table 6

Milestone	Start date	End date	Duration (m)	Comments where applicable
Feasibility Design	Jan 2018	April 2018	4	Data collection
Concept design	May 2018	Sept 2018	4	Allowing for local elections
Detailed Design	Oct 2018	Jan 2019	4	
Construction	Feb 2019	Sept 2020	18	Staggering of construction across 2018/19 to 2020/21 in line with funding drawdown profile
Project Completion	-	Mar 2020	-	
<i>Business engagement – DSP work</i>	<i>Oct 2018</i>	<i>Dec 2018</i>	<i>3</i>	
<i>Travel behaviour change programme</i>	<i>Sept 2020</i>	<i>Sept 2021</i>	<i>12</i>	<i>Timed to commence following completion of construction</i>
<i>Post Implementation Monitoring</i>	<i>Apr 2020</i>	<i>Mar 2023</i>	<i>36</i>	

## Measures of Success / Benefit Realisation

Table 7

Liveable Neighbourhood Objective	Measure of Success	Measure / Baseline / Expected Value
Creating safer neighbourhood environment by reducing road danger	Number of KSIs halved in year 1	Number of KSIs per annum: <ul style="list-style-type: none"> <li>• May 2015 - Apr 2016 = 5</li> <li>• May 2020 - Apr 2021 = 2</li> </ul>
Reducing motor traffic dominance	Reduction peak hour traffic flows on rat-runs by 15% in year 2	Overall volume of traffic based on Google traffic data to be measured as part of feasibility. 15% reduction in average peak hour flow by 2022
Increase number of people walking	Increased number of people walking instead of car trips to access local destinations in year 2.	Measured via personal travel diary as part of PTP programme, or potentially sharing of mobile phone data (e.g. via existing apps) about walking trips. 30% increase in local walking trips by 2022.
Increase number of people cycling	Increased number of people cycling instead of car trips to access local destinations in year 2.	Measured via personal travel diary as part of PTP programme, or potentially sharing of mobile phone data (e.g. via existing apps) about cycling trips. 20% increase in local walking trips by 2022.
Assessment of delivery and servicing programme	Estimate of number of vehicles trips saved by year 3.	Baseline survey compared to future year survey of typical number of delivery and servicing trips to businesses.



## Engagement

Initial engagement has included a snapshot survey of businesses and shoppers. The survey specifically asked for views on travel choices and options, and general improvements they would like to see in Ruislip Town Centre. Detailed results are presented in the analysis report at Appendix A of this document.

LBH have a standard approach to engagement which has been tried and tested across the Borough through various similar schemes. This will include:

- Establishment of a steering group made of key stakeholders including TfL, local ward Councillors, and key representatives from major attractors (e.g. Ruislip Lido, Manor Farm, the rugby club, the football club), residents' groups, and a local business representative.
- Local community consultation at key stages via leaflet drop in the neighbourhood, plus an exhibition and drop-in sessions at a local community venue.
- Separate technical consultation with statutory stakeholders, e.g. TfL buses, signals, Borough planning etc.

## Other Information

Table 8

Any other initiatives TfL, GLA, or other that are likely to be active in the area of the project?	<p>LIP funded schemes:</p> <ul style="list-style-type: none"> <li>• Stop &amp; Shop Parking Management</li> <li>• Legible London and Ruislip Lido signage</li> <li>• Cycle infrastructure</li> <li>• Borough wide road safety accessibility</li> <li>• Behavioural cycle schemes</li> <li>• School Travel Schemes</li> </ul> <p>Other Council-funded schemes:</p> <ul style="list-style-type: none"> <li>• Shop front grant scheme for Ruislip shop owners</li> <li>• Footway improvements</li> </ul> <p>GLA-funded Growth Fund projects (awaiting decision on outcome of EoI):</p> <ul style="list-style-type: none"> <li>• Conversion of empty Morrisons unit into civic hub</li> </ul>
Is the scheme on or does it affect the Strategic Road Network (SRN) or the Transport for London Road Network (TLRN)?	<p><b>SRN:</b> No <b>TLRN:</b> No</p>
Does the scheme impact TfL services, infrastructure or assets?	<ul style="list-style-type: none"> <li>• There are seven bus routes converging into Ruislip Town Centre; general traffic reduction and review of High Street parking aims to improve reliability.</li> <li>• Proposed addition of a bus shelter on High Street where none currently present.</li> <li>• Traffic management measures will impact on wider circulation, which may have implications for signalled junction at High Street/Pembroke Road/West End Road</li> </ul>
Identify any 3rd party statutory approvals are required	None anticipated

## **Road Danger Reduction Statement**

### **Collision data**

The road danger reduction statement is attached at Appendix C.

## **Crime and Security Statement**

The crime and security statement is attached at Appendix D.

## Submission Checklist

Use the following checklist to confirm that the required documents have been provided as part of this bid			
#	Item	Included	Comment
1	Completed Liveable Neighbourhoods Pro forma	Y	
2	Healthy Streets Check	Y	See Appendix A
3	Plan showing location and boundaries of scheme	Y	See Appendix A
4	Plans(s) highlighting the proposed interventions	Y	See Appendix B
5	Site audit	Y	See Appendix A
6	Road danger reduction statement <b>and</b> collision plot	Y	See Appendix C
7	Crime reduction statement	Y	See Appendix D
8	Statement of support from the Borough	Y	See Appendix E
9	Summary of behaviour change initiatives	Y	See Appendix B