



Ruislip

Neighbourhood

LB Hillingdon's Liveable
Neighbourhood Funding Bid
November 2018

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 & Projects Residents Services Directorate Civic Centre 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?	2019/20	
Is the Borough submitting any other Liveable Neighbourhoods applications?	No	
Has this project been submitted before as a bid to TfL?	Yes	

Executive Summary

The Ruislip Neighbourhood is a unique area, combining elements of both city suburbs and country. It has a distinctive character derived from its heritage - and recognised in the Ruislip Village Conservation Area - which includes a medieval core centred on Manor Farm and St Martin's Parish Church, and 20th century 'Metro-land' residential development, based on Garden Suburb principles. The neighbourhood is centred on Ruislip Town Centre with its shops and amenities, as well as schools, sport facilities and residential areas. The countryside is only a few minutes' walk away, in places such as Park Wood and Ruislip Lido. The network of green spaces (with their off-road links), the local bus network and Ruislip Underground station mean that the area is well-placed to facilitate sustainable movement. Parts of the area can feel dominated by vehicles. We are therefore keen to work with TfL to bring forward an ambitious set of proposals that will turn the area into a Liveable Neighbourhood. This will be achieved by measures to provide new and improved existing sustainable transport networks, making them more connected, legible and attractive, along with measures to discourage private vehicle use (particularly on side streets).

Our specific proposals have been directly informed by the Healthy Streets approach and developed collaboratively with Ward councillors and the Cabinet Member. They include:

- Supporting **Vision Zero objectives** through measures to enhance road safety
- **Reducing high volumes of traffic** and 'rat-running' across the neighbourhood through appropriate measures, such as **modal filters and traffic calming**
- Encouraging walking by linking together off-road pedestrian links and green spaces to create **high quality walking connections**, including a **north-south spine route from Ruislip Station to the Lido**, via the High Street
- Supporting cycling by developing a **network of quiet, neighbourhood cycle routes**, including some quietways
- Promoting greater public transport use by creating a **new interchange hub** at Ruislip station, completing the Mayor's already planned **new step-free station access**, improving **bus stop environments** and connectivity, and **reducing traffic flows** on local bus routes
- Improving the **High Street** with new **crossings** and **urban realm measures**, to make it easier and safer for walking, and more attractive for people to relax and socialise within, including **complementary shop front improvements and new uses for empty shops**
- Combatting the known issues of **anti-social behaviour** through increased activity and improved lighting
- Changing **travel behaviour** via measures specifically targeting the **older population** profile of the area, and **trips to and from the Lido** and other key destinations, seeking to increase walking, cycling and public transport use
- Introducing **delivery service planning** for local businesses to reduce freight on local roads

In addition to this bid for Liveable Neighbourhoods funding, LB Hillingdon has recently received funding via the Mayor's Good Growth fund for a feasibility study focusing on revitalising Ruislip Town Centre through the 'Empty Shops into Civic Assets' Strategy to support sustainable local growth and thereby complement wider improvements to the Ruislip neighbourhood area. Architecture 00 and Retail Revival will be appointed under the GLA framework to develop this strategy, which will include using surveys of shoppers and residents to find out more about barriers to using sustainable means of transport.

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 generated by the construction of HS2. 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.

Strategic Case

Existing Situation

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

Ruislip Neighbourhood boasts a number of important and vital community facilities, including:

- Ruislip Lido; a unique facility in a beautiful natural setting which draws people from a very wide area, attracting 500,000 visitors per annum concentrated in the summer months.
- 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 within the neighbourhood - Ruislip High School (1053 pupils), Sacred Heart Catholic School (681 pupils), Whiteheath Infants, Nursery and Junior School (684 pupils), Bishop Winnington-Ingram (374 pupils) – plus seven just outside the boundary with a combined pupil roll of over 4500.

Most of these places are located within 10-20 minutes' walk from Ruislip Station and the High Street, however many people choose to drive to them. Making these places more accessible by sustainable modes for local residents as well as visitors is essential to addressing the Mayor's aspirations for a shift towards active, inclusive and safe travel. This means creating stronger, safer and more appealing pedestrian routes; enhancing cycle access especially along quieter routes; and making it easier and more attractive to use local bus services, connecting to/from Ruislip Underground station.



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 m² 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, plus a number of other vacant shop units give a negative image of the heart of the town centre. LBH are developing the Empty Shops into Civic Assets' strategy to reinvigorate the town centre, generate social and economic value from vacant property, and create an income stream to be ring-fenced specifically for wider town centre activities and promotions. LBH have secured initial funding for this via the Mayor's Good Growth Fund.

Demographically, the area tends towards an older population that tends to rely 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 several 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 are 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 dissuading people from walking and cycling along them. This is a critical aspect to address through traffic management and traffic calming measures, 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 Town Centre compared with other Hillingdon town centres



Ruislip underground station recorded usage of 1.99 million people over the whole of 2017 - an increase of 40,000 people from 2016. Seven bus routes serve the neighbourhood, most of which travel along at least part of the High Street, and call at the station. An additional bus route, the 278, is planned to run between Ruislip station and Heathrow Airport (to be implemented in conjunction with the opening of the Elizabeth line). 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. In addition, a review of bus stops shows that they are all accessible, however facilities could be improved to make consistently more comfortable and attractive with shelters, live arrival displays, seating, lighting, decluttering, and crossings nearby.

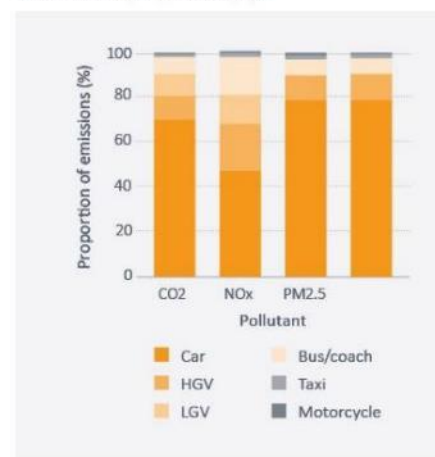
The current cycle infrastructure provisions do little to encourage cycling; there is only one cycle route running east-west through the area, which does not connect to key destinations and has substandard cycle infrastructure. Cycle parking at the station is limited, and on the platforms of the station itself. Moreover, although there is cycle parking 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 route more routes are needed along quieter streets, and more and better located cycle parking provided across the neighbourhood.

Whilst the area already benefits from numerous off-road pedestrian links, these facilities do not currently offer a legible and attractive walking network. Routes to key destinations are not always clear, safe, and inclusive. Taking advantage of the many green spaces, the area has a number of attractive walking routes such as the Celandine Route, the Hillingdon Trail, the Ruislip Lido Millennium Trail and Ruislip Woods Walk – but these are somewhat hidden, infrastructure quality is mixed, and they are not fully accessible. A legible, attractive and accessible walking network is needed.

Air quality in the area is poor. Analysis of the London Atmospheric Emissions Inventory (LAEI) shows that cars are the greatest contributors to road traffic emissions in the area: contributing 70% of CO₂, nearly half of the NO_x 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_x emissions and a fifth of CO₂ 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 deliveries and freight.

Collisions in the area (see Appendix E) 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. Pedestrians and cyclists most commonly come into conflict with cars (involved in 90% of all collisions). Locations that need to be remedied include:

Vehicular sources of air pollutants by type



Ruislip Town Centre Focus Area - NO₂ annual mean concentrations 2013, plus congestion hotspots



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- High Street
 - Eastcote Road
 - 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 (**see Appendix F**).

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 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 civic heart to the High Street.
- Overgrown shrubs alongside Church Field Gardens 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 management and political level.

Context

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

As highlighted below, the scheme will significantly contribute to the Mayor's Transport Strategy vision and outcomes, and 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 and attractive alternative to private car and help reduce car-dependency and its associated health problems.
- Measures to dissuade through-trips by vehicles will help to reduce general traffic flows and improve local air quality. The plans included in **Appendix B** show the NO₂ 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 delivery and 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 proposed multimodal interchange zone improvements at the station - including an improved bus stop environment, cycle hub, and pedestrian connections, and complemented by planned step-free access improvements - will enhance access to and from public transport.
- Bus stops will be upgraded (in liaison with TfL Buses) where needed to provide a more comfortable and attractive passenger environment.
- Pedestrian connectivity measures will 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 of 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 - encouraging walking and cycling for local trips, and public transport use for longer 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.

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- 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.
 - 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:

- Site walkabouts
- A workshop with LBH officers
- A workshop with LBH Ward Councillors and Cabinet Member
- A pre-bid meeting with TfL officers
- Wide-ranging baseline analysis

Further detail on the specifics of design proposals is included in Appendix C.

Proposed complementary behaviour change programmes and delivery servicing planning initiatives are described in following pages.

● Pedestrians from all walks of life

- New and improved walking infrastructure
- 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
- Engaging with local schools and community groups including sports clubs to encourage greater diversity of people to walk

● Easy to cross

- More crossings on routes to key destinations and along the High Street
- Crossings at key junctions realigned to better match desire lines
- Staggered crossings replaced with direct crossings wherever possible
- New scramble crossing at Pembroke Road
- Traffic calming measures to encourage slow vehicle speeds

● 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 seating, and improved existing seating
- Introduction of pocket parks in the wider area including seating
- Seating incorporated into bandstand canopy area

● Not too noisy

- Traffic management includes features (e.g. modal filters, narrowing, raised tables, special surfacing, signage) that will dissuade use of specific routes by through-traffic, thereby helping decrease amount of road noise
- High Street zoned as 20mph to reduce traffic speed and noise

● People choose to walk, cycle and use public transport

- New high quality walking network supported by footway and crossing improvements
- New grid of quiet neighbourhood cycle routes identified
- Enhanced multi-modal interchange at station including new cycle hub, improved bus stop area and dial a ride facility to take advantage of station becoming step-free
- Wayfinding measures including Legible London signage and trail signs
- High Street designed to reduce vehicle dominance and encourage slower speed traffic, making it safer for pedestrians and cyclists
- Reduction of road space given over to on-street parking within High Street
- Bus shelters introduced where none present and consistent standard of accessibility
- Behaviour change measures targeted at the local demographic

● People feel safe

- Slower speed traffic environment reduces risk of personal injury
- Improved street environment should attract more people to use it, making it feel busier and safer
- Pocket parks and public realm improvements encourage additional informal activity providing more 'eyes on the street'
- Feature lighting in the town centre to improve the evening ambience

● Things to see and do

- Improved pedestrian and cycle access to destinations in the neighbourhood, such as the Manor Farm complex and Ruislip Lido
- 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 and at railway bridge
- In collaboration with Ruislip Chamber of Commerce test out 'car free' days with street entertainment
- Vacant shops used for meanwhile uses, providing animation and variety on the high street

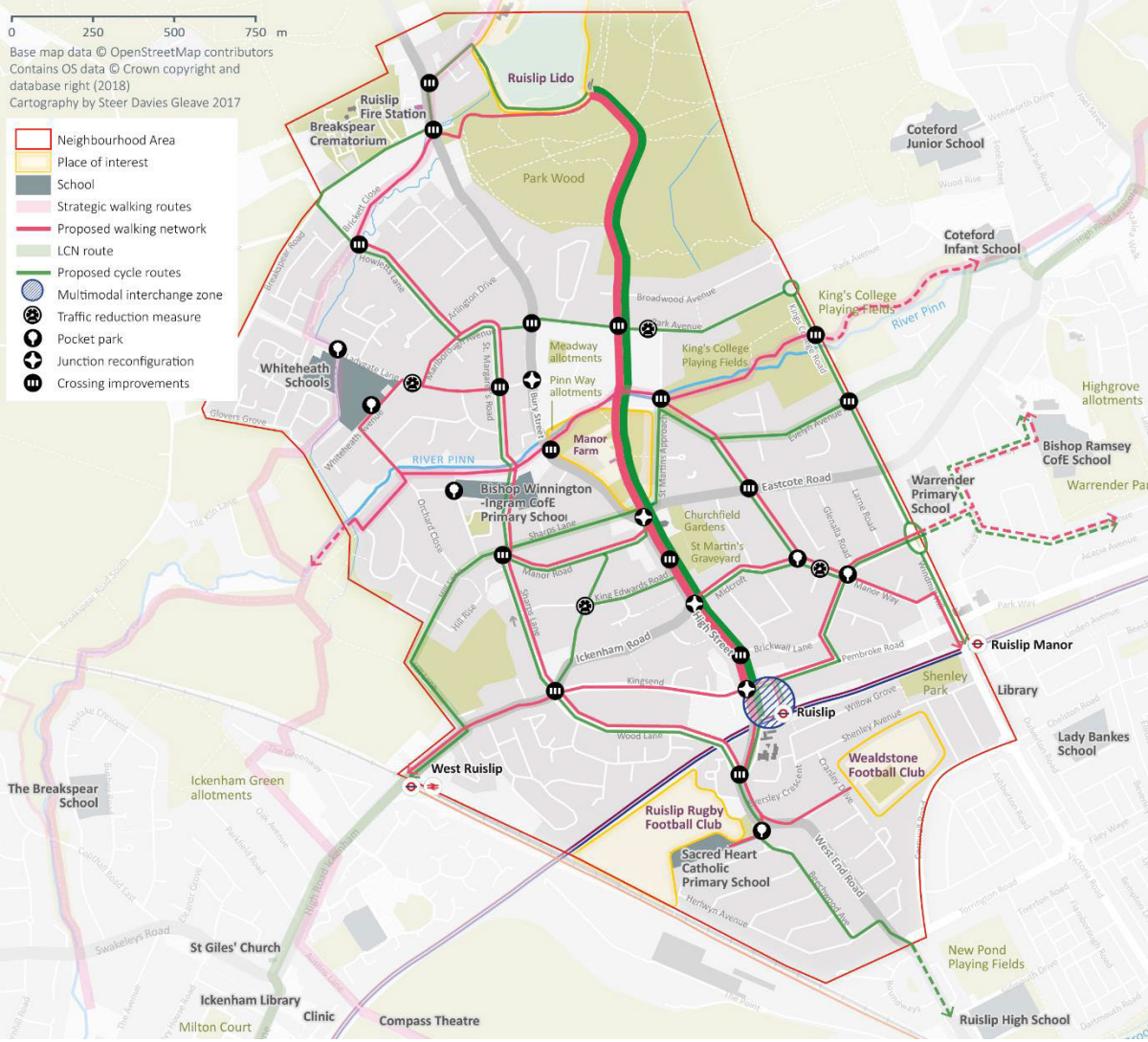
● People feel relaxed

- Less-traffic dominated and slower speed road environments help people feel more at ease when walking, cycling and accessing public transport in the area
- Well-being benefits arise from improved access to the unique visitor attractions in the area, such as the Manor Farm complex, Ruislip Lido, plus green spaces and sporting facilities

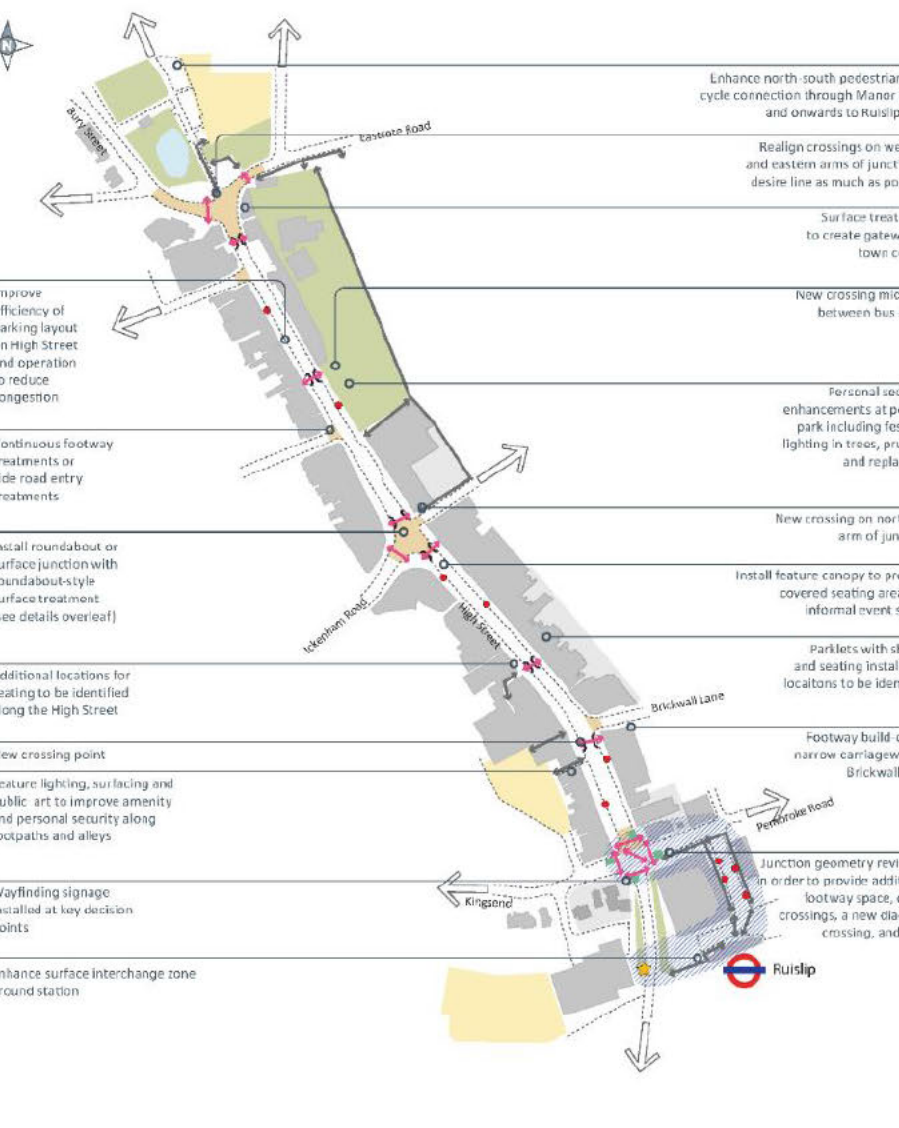
● Clear air

- 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)
- Network of electric vehicle charging points

Neighbourhood area proposals



Measure	Opportunity
1. Traffic reduction measure (point specific)	Physical measures to address known 'rat-runs' and generally reduce amount of through-traffic on residential roads. Appropriate constraint to be determined; could include width restriction, entry restriction, chicane, or modal filter for example.
2. Walking network	Upgrades of walking routes across wider area, including a strong north-south route from station to town centre to Manor Farm and the Lido, plus to schools, the football clubs etc. Supported by the modal filters, plus other measures such as new/better crossings, lighting, resurfacing, wayfinding, traffic calming.
3. Cycling network	Create grid of quiet neighbourhood streets for cycling, including potential quietways, supported by features such as modal filters, traffic calming, surfacing, signage, and cycle crossings.
4. Public transport	Improved interchange zone at station (see overleaf). Upgrades to bus stop waiting environments across wider area where needed, in liaison with TfL Buses.
5. Greening	Creation of new pocket parks (e.g. building out corners of junctions for tree planting)
6. Junction improvements	Significant changes to several junctions to address safety issues and improve pedestrian movement.
7. High Street enhancements	Pedestrian, cycling and urban realm improvements (see separate plan), plus events programme with car-free days
8. Travel demand programme	Highly visible behaviour change measures supporting low emission modes and promoting active travel and public transport
9. Delivery & servicing programme	Tailored solutions to support businesses in changing servicing habits, e.g. coordinating supplier delivery, waste consolidation and a buyers club.

High Street proposals	Measure	Opportunity
 <p>Enhance north-south pedestrian and cycle connection through Manor Farm and onwards to Ruislip Lido</p> <p>Realign crossings on western and eastern arms of junction to desire line as much as possible</p> <p>Surface treatment to create gateway to town centre</p> <p>New crossing mid-way between bus stops</p> <p>Personal security enhancements at pocket park including festoon lighting in trees, pruning and replanting</p> <p>New crossing on northern arm of junction</p> <p>Install feature canopy to provide covered seating area and informal event space</p> <p>Parklets with shelter and seating installed at localities to be identified</p> <p>Footway build-out to narrow carriageway on Brickwall Lane</p> <p>Junction geometry reviewed in order to provide additional footway space, direct crossings, a new diagonal crossing, and ASLs</p>	<p>North-south walking and cycling route</p>	<p>Upgrade High Street as the main route between the station interchange area, to Manor Farm, and beyond to the Lido (e.g. footway resurfacing, more frequent and better crossings, design features to slow traffic and prioritise pedestrians and cyclists, wayfinding)</p>
<p>Improve efficiency of parking layout on High Street and operation to reduce congestion</p> <p>Continuous footway treatments or side road entry treatments</p> <p>Install roundabout or surface junction with roundabout-style surface treatment (see details overleaf)</p> <p>Additional locations for seating to be identified along the High Street</p> <p>New crossing point</p> <p>Feature lighting, surfacing and public art to improve amenity and personal security along footpaths and alleys</p> <p>Wayfinding signage installed at key decision points</p> <p>Enhance surface interchange zone around station</p>	<p>New traffic management features</p>	<p>Special surfacing to create gateways at both ends of the High Street, and designation as 20mph, plus vertical/horizontal deflections to calm traffic</p>
<p>Enhanced wider area connectivity</p>	<p>Junction reconfiguration</p>	<p>Tighten geometry, de-clutter, and improve crossings at three main junctions on High Street (Pembroke/Kingsend, Ickenham Road, Bury/Eastcote)</p>
<p>Increased greening</p>	<p>Multimodal interchange zone</p>	<p>High quality surface interchange area around the station with better pedestrian connections, step-free access, upgraded bus stop environment, Dial-a-Ride provision, and new cycle hub (and potentially a cycle hire station?)</p>
<p>Enhanced wider area connectivity</p>	<p>Increased greening</p>	<p>Increase the amount of soft landscape along the street, with additional street trees and/or planters</p>
<p>Enhanced wider area connectivity</p>	<p>Enhanced wider area connectivity</p>	<p>Upgrade key connections from High Street into surrounding area for walking and cycling, as part of the wider network (see wider area plan)</p>
<p>Closure for events</p>	<p>Closure for events</p>	<p>Promote the reinstatement of occasional events where the High Street is completely closed to traffic, e.g. Victorian Street Fair</p>
<p>Feature artwork</p>	<p>Feature artwork</p>	<p>Installation on bridge promoting exploration of the area by walk, cycle or bus, relating to Metroland identity</p>

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.

Enhancing existing offer

Led walks

'Walk Hillingdon' is the local walking for health scheme, providing free walks, led by trained leaders, 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 local area, at the proposed active travel hub, in GP surgeries, pharmacists, and through the residential personalised travel planning programme (PTP - see 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. We will also seek to expand the Brunel University Santander Cycle Hire Scheme.

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. We will also seek to

School travel plans

There are two schools within the Ruislip Neighbourhood programme direct catchment area, and a further seven on the periphery, 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 four 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 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 awareness of and 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

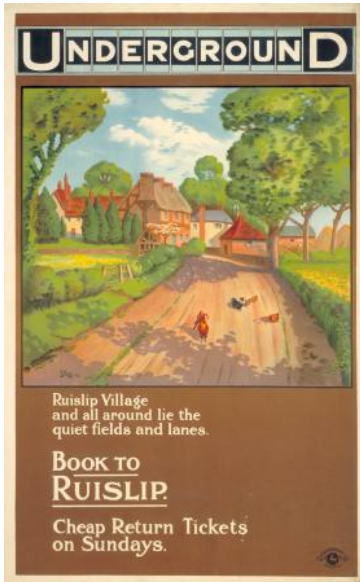
An 'active travel hub' is proposed, potentially located in a vacant High Street unit. This will be publicly accessible as a base for Ruislip Neighbourhood programme activities including access to information about car sharing and car clubs, public transport, cycle training, bike maintenance, led walks and cycle rides. It could also contain 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, including closure of the High Street to cars for occasional temporary events, such as a street festival involving local businesses. This could include reinstating the Victorian Street Fair which used to take place here some years back; one of the biggest events of its type in London, drawing in many thousands of residents and visitors.

Ruislip branding

We will develop a strong, Ruislip-specific 'brand' for application across the different Ruislip Neighbourhood programme workstreams. This could be based on the area's Metroland heritage, when rambling and walking in Ruislip's countryside was widely promoted as a popular family day out. This will be used to: 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. It can also be used for specific elements such as promoting using public transport to access the Ruislip countryside, in the manner of old Underground posters, as well as on lamp post banners, ghost signs, or other similar material. See overleaf for our inspiration and concepts.



London Underground posters from the early 20th century

Concept design for a Ruislip identity which could be applied to a behavioural change campaign

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 to modify their delivery servicing practices to reduce their impact. Improvements are likely to included coordinating supplier delivery times to reduce 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.

Constraints and Dependencies

All designs will be pragmatic for ease of delivery, while also being 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 limited and have developed a series of largely simple, cost-effective measures for the most part, for example easy-to-construct measures such as physical traffic restrictions (e.g. modal filters or similar measures), crossings, surfacing improvements etc. We are confident costs of construction can be minimised through the use of LBH's term contractor and/or LoHAC contracts. The costs of the measures are proposed to be 29% match-funded by LB Hillingdon.

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, 3rd party costs, monitoring etc.

Ref	Opportunity	Cost estimate (£)
1	Traffic reduction measure (point specific)	£44,000
2	Walking network	£400,500
3	Cycling network	£218,100
4	Public transport	£72,300
5	Greening	£132,000
6	Junction improvements	£875,000
7	High Street enhancements	£285,100
8	Travel demand programme	£50,000
9	Delivery & servicing programme	£30,000
	TOTAL	£2,107,000

Table 3 Costs

Financial Impact (Outturn £k)	2019/20	2020/21	2021/22	2022/23	Future years	TOTAL
Project Management & fees	£40,540	£40,540	£20,270	-	-	£182,430
Feasibility Design	£81,080	-	-	-	-	£81,080
Concept Design	£101,350	-	-	-	-	£101,350
Detailed Design	£121,620	-	-	-	-	£121,620
Subtotal – Design & Fees	£344,590	£40,540	£20,270	-	-	£405,400
Construction	£810,800	£810,800	£608,100	-	-	£2,229,700
Other: - Utility Costs	£10,000	£10,000	-	-	-	£20,000
Other– 3 rd party (e.g. Traffic signals, etc.)	£5,000	£5,000	-	-	-	£10,000
Other - e.g. Traffic Orders, CPO	£5,000	£5,000	-	-	-	£10,000
Behaviour change Initiatives	£30,000	£50,000	-	-	-	£80,000
Subtotal – Implementation	£860,800	£880,800	£608,100	-	-	£2,349,700
Monitoring – data collection ‘before data’	£5,000	-	-	-	-	£5,000
Monitoring – data collection ‘after’ data Year 1	-	£5,000	-	-	-	£5,000
Monitoring – data collection ‘after’ data Year 2	-	-	£5,000	-	-	£5,000
Monitoring – data collection ‘after’ data Year 3	-	-	-	£5,000	-	£5,000
Sub Total – Monitoring	£5,000	£5,000	£5,000	£5,000	-	£20,000
Estimated Base cost	£1,210,390	£926,340	£633,370	£5,000	-	£2,775,100
Contingency @ 30%	£363,117	£277,902	£190,011	£1,500	-	£832,530
Estimated Final Cost	£1,573,507	£1,204,242	£823,381	£6,500	-	£3,607,630

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 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 £970,000 from various sources including LIP, LBH's own capital funds and S106. An additional £50,000 from the GLA Good Growth fund is also currently being used to fund the complementary 'Empty Shops into Civic Assets Strategy'.

Table 5

Funding Source (Outturn £k)	Spend to date	2019/20	2020/21	2021/22	2022/23	2023/24	TOTAL	STATUS
Mayor's Good Growth Fund bid	£50,000	-	-	-	-	-	£50,000	Confirmed
Subtotal – External Funding	£50,000	£-	£-	£-	£-	£-	£50,000	
Liveable Neighbourhood bid		£1,359,507	£956,242	£329,381	£6,500		£2,679,630	Subject of bid
Stop & Shop Parking Management (LIP funding)		-	£15,000	£15,000	-	-	£30,000	Secured via LIP
Legible London signage (LIP funding)		£16,000	-	-	-	-	£16,000	Secured via LIP
Ruislip Lido signage (LIP funding)		£5,000	-	-	-	-	£5,000	Secured via LIP
Cycle infrastructure (LIP funding)		£10,000	£10,000	£10,000	-	-	£30,000	Secured via LIP
Borough wide accessibility and mobility (LIP funding)		£7,000	£7,000	£7,000	-	-	£21,000	Secured via LIP
Road safety education, training and publicity (LIP funding)		£17,000	£17,000	£17,000	-	-	£51,000	Secured via LIP
School travel plan road safety schemes – Bishop Winnington Ingram (LIP funding)		-	£30,000	-	-	-	£30,000	Secured via LIP
Subtotal – TfL Funding	-	£1,528,507	£1,039,242	£288,381	£6,500	-	£2,862,630	
Air quality traffic reduction (section 106)		£30,000	£30,000	£30,000	-	-	£90,000	LBH resources
Chrysalis Environmental improvements		-	-	£100,000	-	-	£100,000	LBH resources
Shop front grant scheme for Ruislip shop owners (LBH capital)		£100,000	£90,000	-	-	-	£190,000	LBH resources
Town centre feature lighting	£14,000	£14,000	£14,000	-	-	-	£42,000	LBH resources
Footway improvements (LBH capital)		-	-	£300,000	-	-	£300,000	LBH resources
Road safety improvements (LBH capital)		-	£20,000	-	-	-	£20,000	LBH resources
Parking management services		£15,000	£15,000	£15,000	-	-	£45,000	LBH resources
Subtotal – Council Funding	£14,000	£159,000	£169,000	£445,000	-	-	£787,000	
Total Funding	£64,000	£1,573,507	£1,204,242	£823,381	£6,500	-	£3,671,630	
Costs (from Table 3)		£1,573,507	£1,204,242	£823,381	£6,500	-	£3,607,630	
Surplus (Shortfall)	n/a	-	-	-	-	-	-	

Management Case

Delivery programme

The measures 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 2019, following announcement of whether LBH have been successful in securing Liveable Neighbourhood funding. Design work would then be progressed over the course of 2019, with a view to implementing the first stage of any works in early 2020. 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. The delivery of the separate step-free access project for Ruislip LUL station and bus interchange can potentially be phased to support this work.

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 2019	April 2019	4	Data collection
Concept design	May 2019	Sept 2019	4	
Detailed Design	Oct 2019	Jan 2020	4	
Construction	Feb 2020	Feb 2022	18	Staggering of construction across 2019/20 to 2021/22 in line with funding drawdown profile
Project Completion	-	April 2022	-	
<i>Business engagement – DSP work</i>	<i>Oct 2019</i>	<i>Dec 2019</i>	<i>3</i>	
<i>Travel behaviour change programme</i>	<i>Sept 2022</i>	<i>Sept 2023</i>	<i>12</i>	<i>Timed to commence following completion of construction</i>
<i>Post Implementation Monitoring</i>	<i>April 2022</i>	<i>Sept 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"> • May 2015 - Apr 2016 = 5 • May 2021 - Apr 2022 = 2
Reducing motor traffic dominance	Reduction peak hour traffic flows on rat-runs by 15% in year 2	Overall volume of traffic based to be measured as part of feasibility. 15% reduction in average peak hour flow by 2023
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 2023.
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 2023.
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

Ward Councillors and portfolio holders were invited to a workshop to identify measures to include in the Liveable Neighbourhood bid.

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 B** of this document.

LBH have a refined 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, and information on relevant web pages.
- Separate technical consultation with statutory stakeholders, e.g. TfL buses, signals, Borough planning etc.
- Further engagement will be aligned to the 'Empty Shops into Civic Assets' GLA-funded initiative including, 'walk and walk' with businesses and residents, face to face surveys to understand shopping and travel habits, using an empty shop for consultation events, and co-ordinating with schools and sports clubs.

Other Information

Table 8

<p>Any other initiatives TfL, GLA, or other that are likely to be active in the area of the project?</p>	<p>LIP funded schemes:</p> <ul style="list-style-type: none"> • Stop & Shop Parking Management (LIP funding) • Legible London signage (LIP funding) • Ruislip Lido signage (LIP funding) • Cycle infrastructure (LIP funding) • Borough wide accessibility and mobility (LIP funding) • Road safety education, training and publicity (LIP funding) • School travel plan road safety schemes – Bishop Winnington Ingram (LIP funding) <p>Other Council-funded schemes:</p> <ul style="list-style-type: none"> • Air quality traffic reduction (section 106) • Chrysalis Environmental improvements • Shop front grant scheme for Ruislip shop owners (LBH capital) • Footway improvements (LBH capital) • Road Safety Improvements (LBH capital) • GLA-funded Growth Fund project (feasibility study)
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Is the scheme on or does it affect the Strategic Road Network (SRN) or the Transport for London Road Network (TLRN)?	SRN: No TLRN: No
Does the scheme impact TfL services, infrastructure or assets?	<ul style="list-style-type: none"> • There are seven bus routes converging into Ruislip Town Centre, plus an additional route proposed to be implemented in conjunction with the opening of the Elizabeth line in December 2019; general traffic reduction and review of High Street parking aims to improve reliability. • Proposed to liaise with TfL Buses regarding upgrading selected bus stop environments such as bus shelters and real-time information. • Will liaise with LU regarding the interface with proposed step-free access works at Ruislip station. • Traffic management measures will impact on wider circulation, which may have implications for signalled junction at High Street/Pembroke Road/West End Road.
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 E**.

Crime and Security Statement

The crime and security statement is attached at **Appendix F**.

Freight Statement

The freight statement is attached at **Appendix G**.

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	Strategic site plan incl. location, boundary and land use	Y	See Appendix B
3	Healthy Streets Check	Y	See Appendix D
4	Plans(s) highlighting the proposed interventions	Y	See Appendix C
5	Site audit	Y	See Appendix B
6	Road danger reduction statement and collision plot	Y	See Appendix E
7	Crime reduction statement	Y	See Appendix F
8	Freight reduction proposals	Y	See Appendix G
9	Statement of support from the Borough	Y	See Appendix A
10	Summary of behaviour change initiatives	Y	See Appendix C