

**AIR QUALITY ACTION PLAN - APRIL 2008 PROGRESS REPORT**  
**REPORT FOR 2007**

- A. Londonwide And Regional Measures  
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**A LONDONWIDE AND REGIONAL MEASURES**

	<b>Action Plan measure/target</b>	<b>Original timescale</b>	<b>Progress with measure and outcome to date</b>	<b>Comments</b>
1	Participate in the development of a low emission zone (LEZ) in London, where only vehicles that meet the exhaust emission standards would operate. The measure will target heavy goods vehicles and vans	LEZ Feasibility study Autumn 2002. Consultation April 2006 Operational 4 <sup>th</sup> Feb 2008	On 13 November 2007, the Mayor confirmed the Greater Low Emission Zone Charging (Variation) Order without modifications.  The LEZ commenced on 4 February 2008 for lorries over 12 tonnes, with different vehicles affected over time and tougher emissions standards to be introduced in January 2012  Vehicles in London, in breach of the Order, will be fined a heavy penalty.  As a borough on the boundary of the LEZ area, Richmond has worked closely with TfL to ensure appropriate signage has been implemented.	The LEZ will improve air quality in London, so it will improve the quality of life for Londoners, especially those with respiratory and cardiovascular conditions.  For the Council's fleet of vehicles, a major procurement exercise at a Capital cost of £3.5 million is now underway for the most polluting vehicles which cannot be modified. Evaluation of technologies for the remainder of the fleet is well advanced with detailed costs still to be established
2	Encourage BAA to take action to reduce emissions at Heathrow from surface access traffic, site traffic,	BAA plans and projects change and move on,	The Airports White Paper (12/2003) identified AQ as a material consideration which could delay the building of a 3 <sup>rd</sup> runway.	The Borough will continue to pursue actions through the Heathrow Airport Consultative Committee, SWELTRAC and the

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	aircraft and other sources.	<p>over time. The Secretary of State approved the development of T5 on 20 November 2001 and the terminal opened to passengers on 27 March 2008. DfT have now consulted on a 3<sup>rd</sup> runway, mixed mode, Cranford Agreement and Westerly Preference. BAA is understood to be working closely with DfT in the development of its plans.</p>	<p>The BAA Interim Master was published in June 2005 and still stands. We still await the full Master Plan and any proposed timescales for the construction of a 3<sup>rd</sup> runway</p> <p>The DfT consultation on 3<sup>rd</sup> runway, mixed mode, Cranford Agreement and Westerly Preference ended on 27<sup>th</sup> February 2008. The Government decision is anticipated sometime in summer or autumn 2008. BAA will need Government approval before they complete their Master Plan.</p> <p>DfT supports the development of the Heathrow provided that stringent environmental limits can be met, including a development of a new runway as soon as possible after the new runway at Stansted (c. 2015 – 2020). The Council is concerned that a derogation might be permitted by the EU, allowing for a growth in emissions, instead of a reduction.</p> <p>The National Air Traffic Services Ltd consultation ends on 22 May 2008 re some 'Proposed Changes to Airspace' for the Terminal Control North area. This consultation relates to current operations and an extra consultation will be required if a 3<sup>rd</sup> runway or mixed mode is permitted. The current proposal does not affect the location of aircraft movements over the borough.</p>	<p>Mayor of London. The aim is that BAA should reduce background noise &amp; air pollution levels around Heathrow so that they also reduce in the Borough.</p> <p>Our concern remains that a new runway, intensified runway use and airspace intensification will all lead to increases in aircraft movements in the sky, and increases in road traffic movements on the ground, both leading to greater pollution emissions and 'green house gas' emissions.</p> <p>In our 3<sup>rd</sup> runway etc. consultation response we opposed the proposal to increase capacity at the expense of keeping any air quality and noise improvements.</p>

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3	Lobby the Mayor of London to ensure that, as a minimum buses and taxis meet the LEZ EURO III and IV criteria	LEZ (in item 1) launched 4 <sup>th</sup> Feb 2008	All London Bus services (red buses) already comply with the Euro III emissions standards proposed for the LEZ. There is no timetable yet for achieving Euro IV. All London Taxis must now comply with the Taxi Emissions Strategy, to complement the proposed LEZ. No taxi will be licensed after 30 June 2008 unless it is of Euro III emission levels or better. Before then there are some interim standards for upgrading pre-Euro, Euro 1 and Euro 2 Taxis.	Areas with a concentration of buses and taxis will obtain local benefit
4	Lobby the Mayor to achieve Londonwide improvements for pedestrians, cyclists and public transport where there will be local benefits.	On going. Seek additional commitment to public transport improvements through the London Plan (September 2002 and on-going)	The LIP Funding Submission proposals for 2007/08 included several successful bids for cycling, walking & bus schemes. These have been continued in the draft proposals list for the LIP Annual Performance Review in 2008/09 Proposals outlined in the Mayor's Transport Strategy.	The Borough is about to commence revising the Local Transport Strategy and this will include reference to the importance of cycling, walking and bus schemes.
5	Work with other SW London Boroughs in SWELTRAC Schemes	SWELTRAC projects develop over time.	SWELTRAC is a successful inter borough initiative, with actions ongoing. SWELTRAC submits a Sub-Regional Spending Plan bid to TfL on an annual basis in a similar manner to the Borough submission.  A significant development in the last year is the installation of new Electric Vehicle Charging Points across several SWELTRAC Boroughs - including two in Richmond. One of these is at the Cedar	SWELTRAC seeks funds from TfL to assist all the member boroughs to improve:- access to stations; town centres; industrial areas; travel awareness; bus routes; safety; and, the environment.

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			Road car park in Teddington and one at the Old Deer car park in Richmond. They are due to go live within a few weeks (summer 2008)	
6	Work with the adjacent Boroughs and West London Alliance local authorities, to develop co-ordinated AQAPs across the region.	Joint Initiatives and Action Plans to be prepared.	The West London Authorities have commissioned a number of reports to help improve the air quality situation across the member Boroughs and London. The most recent study, in 2006, was the "Best Practice Guide for the Assessment of Traffic & Air Quality Impacts". This guide was shared with other the Air Quality Officers and Transport Planners from across the country, in an open workshop, (April 2007)	There has been good inter-borough working between the West London Authorities and the Environment Agency. Work still to progress - to develop a more comprehensive traffic model for west London and a Supplementary Planning Guidance document. The West London Authorities have progressed a number of successful LIP funded air quality projects over the year.
7	Cooperate with other London Boroughs to carry out roadside vehicle testing of exhaust emissions and levy fixed penalties.	An initial scheme ran from 4/2003 to 3/2004	The plan has not been repeated The car failure rate in the borough was 2.7%.	In 2007 we took part in trials with the West London Air Quality cluster group to assess a 'drive past' emissions testing monitor. There are no concrete plans for Richmond to purchase such a system at present.

## **B BOROUGHWIDE MEASURES**

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8	Continue to pursue land use policies within the UDP to encourage travel choice with the aim of reducing emissions and to ensure that major new developments are accessible to public transport. New LDF will take such policies forward.	First review. Aimed for adoption December 2004.	<p>The UDP first review was adopted in March 2005 and will be in force until replaced by the LDF Core Strategy in 2009, and the Development Control Policies and Site Allocations DPD in 2010/11.</p> <p>LDF Core Strategy: The Submission version is based on a sustainable land use and transport policies.</p> <p>Improvements to public transport including interchanges. LDF Examination in Public Programme due in Autumn 2008</p>	<p>The UDP promotes improvements at all the public transport interchanges. It specifically identifies:</p> <p>H5 Hampton H24 Fulwell Bus Garage R7 Richmond T21 Twickenham T30 St Margaret's W14 Whitton D2 Hampton Wick D4 Teddington B2 Barnes Good Yard B7 Barnes Bridge S6 Mortlake S7 North Sheen</p>
9	Managing HGV movements will be undertaken by developing Freight Quality Partnerships with businesses and Town Centres. These are supported in the revised UDP. The new LDF will take such policies forward	Action plan development between SWELTRAC, Businesses and the Boroughs	SWELTRAC no longer has any direct involvement with freight issues, as these are primarily covered by the South London and West London Freight Quality Partnerships.	Heavy good vehicles are a major source of fine particles therefore the management of their movements can have a significant benefit. This will be further enhanced by the introduction of the LEZ.
10	Promote Travel Plans to <u>businesses</u> , Encourage businesses to take forward additional air quality measures including: cleaning emissions from their	On-going Transport Planners program	Business Travel Plans continue to be secured through Development Control and voluntary processes at an approximate rate of 4.5 per year. Transport Planners also work with the newly appointed Green Business	See Smarter Travel Programme (at end)

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	vehicle fleets; making maximum use of schemes to switch to alternative fuels where appropriate		<p>Coordinator.</p> <p>In 2008 a feasibility study will be commissioned to investigate Area Based Travel Plan Networks.</p> <p>In conjunction with SWELTRAC an area based travel plan has been established in Teddington</p>	
11	Promote the Council Travel Plan for the <u>Council employees</u>	Travel Plan Officer programme to develop the Council's Travel Plan.	<p>A Final draft of the Council Travel Plan has been completed.</p> <p>The Staff travel survey conducted in 07 will be repeated in May 08.</p> <p>The BUG now has 75 members and the Council pool bike scheme has been re-launched with an on-line booking system.</p> <p>Cycling facilities in the Civic Centre are being refurbished as a part of 'Richmond Works', a building improvement programme</p> <p>The Council is a participant in the Cyclescheme.co.uk's Cycle to Work Scheme which enables staff to purchase a bicycle, tax free. The Council also promotes cycling by offering cycling lessons.</p>	See Smarter Travel Programme (at end)

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12	<p>Promote Travel Plans for <u>schools</u></p> <p>Encourage both public and private sector schools to adopt school travel plans and associated walking and cycling initiatives</p> <p>Set up database to monitor progress of all Travel Plans</p>	<p>The Travel Plan Officers have a full programme of campaigns and visits to businesses and schools, promoting school travel plans</p>	<p>A newsletter is distributed to all schools each term.</p> <p>Participation in Schools Environment Forum.</p> <p>57/76 schools now have approved travel Plans and we are aiming for 100% by July 08.</p> <p>Walk on Wednesday (WoW) programme in 5 schools in 08. The five schools participating in WoW are newly engaged schools and the first to participate in the scheme since we have re-offered it. We have no projections on the further rollout of this scheme.</p> <p>We are in the process of launching a 'Cycles for Teachers' Scheme which will see 16 schools within the Borough receive a total of 65 bicycles for staff, for commuter and recreational purposes. The outcomes of the scheme will be available after the pilot has concluded in approx. 12 months time.</p>	<p>See Smarter Travel Programme (at end)</p>

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13	Use of air quality monitors in schools to promote the importance of air quality and health.	Programme for schools	The Council's web site is being developed rather than purchasing air pollution monitoring equipment for schools. All schools will be able to use the web site to access air pollution data, from both continuous and diffusion tube monitors, from locations across the whole of London. We have been invited to conduct a pilot visit to a school to demonstrate the web site capabilities in relation to the air quality information available. In this way we can discuss relevant air quality issues with the pupils. This is under the 'science' topic.	If the school pilot visit is successful, we will aim to roll out a programme across the Borough, as a joint Air Quality /Travel Plan / Sustainability initiative for schools.



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14	To ensure new buildings are energy efficient.	<p>Design checklist SPG to be implemented from January 2003.</p> <p>On going function of Planning and Building Control.</p>	<p>The UDP and the Sustainable Construction Checklist SPG address issues of energy efficiency.</p> <p>The Council has now developed a Climate Change Strategy and established a Sustainability Unit to champion this work. It has signed the 'Nottingham Declaration on Climate Change'. The LDF Core Strategy will include a policy to minimize the use of energy by using sustainable building materials, energy efficient design, use of renewable energy and based on sustainable travel. Energy saving projects include solar parking meters; a proposal for green CHP for Council buildings and solar power for the Council HQ.</p>	<p>The speed of improvement is dependent upon the speed of redevelopment/refurbishment process, therefore this is a longer term goal</p> <p>The Carbon Management Steering Group (CMSG) is responsible for the introduction of more sustainable policies and practices for energy use across the corporate estate. Throughout 2007-2008 the CMSG participated in Phase 5 of the Local Authority Carbon Management Programme facilitated by the Carbon Trust to develop a carbon management Strategy and Implementation Plan (SIP). The SIP will be updated on an annual basis</p>
15	To improve domestic energy efficiency across the Borough by doing surveys, giving advice and grants (where applicable) in order to comply with the Home Energy Conservation Act.	On-going	<p>2002 –2003, over 150 properties were improved</p> <p>In 2004 163 properties were improved.</p> <p>In 2005/06 176 properties were improved via Coldbuster and Warmfront grants.</p> <p>In 2006/07 101 properties were improved via Coldbuster grants and 146 properties were improved via Warmfront grants.</p> <p>As a result of the Home Energy Survey, 6569 advice packs were sent to targeted households.</p>	<p>Re costs of administering the scheme and the distribution of grants - the majority of the funding is from the Government Office London at the Office of the Deputy Prime Minister (ODPM). The rest of the funding is from the Council's Capital.</p> <p>The new Sustainability Unit is now progressing this area.</p>

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			21 housing associations were contacted to assess the level of energy efficiency improvements installed during 2006/2007. 10 replied. The result was that 5 had carried out no energy efficiency improvements; and the other 5 had spent over £1.5million on them.	
16	To continue to press for and promote travel choice through improvements for pedestrians, cyclists and to public transport in terms of increased capacity, reliability, accessibility and quality	On going	<p>Good progress</p> <p>LIP funding for 2007/08 for School Travel Plans was £132K. Projects included further development of the School Travel Plan Network, school area base maps and design and implementation of engineering measures.</p> <p>We have delivered £1.8 million in improvements to the bus network through LBPN and around £1 million in cycling improvements through both LCN+ and local schemes.</p>	<p>LIP funding dependent upon schools having a Travel Plan. 74 of 82 schools in the borough now have completed STPs.</p> <p>Business Travel Plans mainly set to come through the planning process unless they are voluntary schemes due to changing circumstances or conditions.</p> <p>See Smarter Travel Programme (at end)</p>

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17	<p>Continue travel awareness campaign to promote a diversity of travel choice.</p> <p>The main actions include 'National Bike Week'; 'Transport Week'; Richmond Walking Week' and the 'Walk to School' initiative. Promotional activity will take place in one town centre of the Borough per month.</p>	<p>SWELTRAC Green Transport Coordinator will strengthen commitment to Travel Awareness campaigns.</p>	<p>Good progress</p> <p>LIP funding in 2007/08 under Travel Awareness totalled £35k. Programmes completed include: Bike Week, Walk to School Week and Walk to Work. and Travel Plan Development and Network.</p> <p>Working with SWELTRAC the Teddington Work Travel Plan Network was launched in November.</p> <p>A borough Car Club Strategy was agreed to allow for significant expansion throughout the borough during 08/09.</p>	<p>We have participated in Bike Week annually since 2004 and Safety Education promotes Walk to School for Summer terms each year.</p> <p>There are two Travel Plan Coordinators for SWELTRAC, who cover Travel Awareness campaigns, the promotion and development of London Liftshare, and Business Travel Plans.</p> <p>Travel Awareness campaigns in schools include Walk to School Week.</p> <p>LBRuT has been awarded significant funding from TfL for the next 3 – 4 years to implement an Integrated Smarter Travel Programme (see end). This programme seeks to deliver a number of significant projects to encourage changes in travel behaviour towards more sustainable modes through work, school and personalised travel planning and awareness.</p>
18	<p>Develop the 'Walking Strategy' with travel pattern surveys and promotional campaigns in schools such as 'Walking Bus'; also a 'Safe Houses' campaign (safe places for children to wait</p>	<p>A Significant initiative to promote travel choice.</p>	<p>'Walking Bus' schemes are a success – 5 schools participate.</p>	<p>Walking bus and school travel plan video produced. Walk to school campaigns progressed by Travel Plan Officer and Safety Education.</p> <p>See Smarter Travel Programme (at end)</p>

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	before going home)			
19	Encourage the use of alternative fuel vehicles in the Borough and encourage the development of an appropriate refueling infrastructure, provided that specific sites meet the health and safety criteria.	Emerging policy now for consideration in LDF	<p>'Transport Energy' and others are identifying new sites for refuelling of alternatively fuelled vehicles</p> <p>The LBRUT Mayoral car is now a low emission hybrid (Toyota Prius).</p> <p>The major efforts to improve air quality from vehicles have concentrated on CO2, and the Council has announced that it intends to run all its fleet on Bio-Diesel from used cooking oil (UCO) at 100% strength. Technical trials were undertaken in 2007 and use is continuing. A Report to Cabinet on 12th May seeks authority for an EU Tender for the supply of this fuel for all our fleet use and it is anticipated contracts will be in place late summer 2008.</p>	We are undertaking an assessment of Fuel Borne Catalysts, and trials are underway with these, running with conventional diesel. It is possible that the additive will achieve LEZ recognition in due course, after more rigorous Laboratory testing.
20	Council policy is to purchase the most cost-effective vehicles possible, which also achieve the lowest practicable emissions. The Council has purchased an electric vehicle.	Any new vehicles purchased to ensure both low emissions and a good length of vehicle life.	<p>Richmond has replaced the majority of its heavier vehicles towards the end of 2007 with Euro IV vehicles and the majority of the fleet is now Euro IV or better, and purchasing Euro V where available. It is our intention to be ahead of the legislative timetable for Euro standards.</p> <p>For the remaining fleet that will not meet the LEZ requirements</p>	

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			<p>abatement equipment has now become available (after some long delays) to make them compliant by early May 2008.</p> <p>On 1st July the LEZ will start to impact on passenger vehicles and there are a number (mostly 15+year old Mercedes) that will be removed from service. So in July, all the fleet will be Euro III or better and all the fleet will be Euro IV for particulate matter.</p> <p>On comparative figures we find that Kilometers traveled by each vehicle is too detailed to be of general use and as vehicles types change it requires adjustment to cater for the different vehicle types. The direct measure which we find more useful and is the volume of fuel used and this is kept routinely from our detailed fuel system.</p> <p>The lease on the Council electric vehicle has expired and the manufacturer has stopped making them. The concept of Car Clubs is being progressed rather than obtaining a new electric car.</p>	

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			We are investigating the idea of multiple operator car clubs for Richmond, with the aim of launching the scheme before summer 2008, and for the Council to join so that the cars can be used as pool cars.	
21	Concern for low emission vehicles to be used on Council business extends to the use of vehicles by contractors. The Council seeks to control emissions from contractor's vehicles by checking that their environmental policy includes specifically its use of transport.	On going	The 'Considerate Contractor Scheme' (CCS) implemented in 2004. Scheme encourages the use of low sulphur diesel where possible.  SWELTRAC has installed two new Electric Vehicle Charging Points, with one in Teddington and one in Richmond	CCS will help reduce emissions. Low impact but cumulative improvement.  The Council is taking increasing control of Contractors maintenance standards to bring them in line with our own which include full emission checks every 6 weeks. The Council is increasingly providing and maintaining vehicles for the major contracts and now provides maintenance for the majority of smaller contracts.
22	Cooperate on implementation of traffic management policies to reduce traffic at the pollution 'hot spots' and improve air quality.	On going	We have LIP funding for Congestion hotspot monitoring during 08/09, with the aim of continuing the programme in 09/10 also.	The aim of the congestion hotspot monitoring is to 'smooth' traffic flows, which will also improve AQ.
23	Consider use of parking concessions to encourage the use of alternatively fuelled and more fuel efficient vehicles	Needs further assessment	The Council's CO2 based parking charges provide a discount on the current rate for the lowest CO2 emitting vehicles such as electric and hybrid vehicles and some low emission diesel and petrol engined vehicles.	The benefits of the scheme will have to be monitored over the coming years.  The scheme includes discounted permits for alternatively fuelled vehicles.

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			SWELTRAC has installed two new Electric Vehicle Charging Points, with one in Teddington and one in Richmond	
24	To continue to promote the Council's 'Smoke Control Zone'	Continuing need for promotion.	Maintain the long established benefits of the scheme, whereby domestic premises burn smokeless fuel in London. Guidance is given about smoke control on the Council's website.	There is always a steady number of enquiries from people who wish to upgrade their fireplaces or heaters and wish to know about the regulations relating to the use of the correct fuel.
25	To continue to promote composting in preference to bonfires	Continuing need for promotion.	The Council encourages people to avoid bonfires as they cause air pollution and the emissions can be harmful to health or a nuisance. There is advice for residents on the Council's website.	Poor air quality due to a bonfire may be very localized but can cause considerable distress to neighbours.
26	To continue to inspect and enforce clean air requirements at 'Part B' processes in the Borough.	Existing enforcement requirement	Annual inspections of premises producing industrial emissions. The database of premises for control is routinely updated.	Maintain established benefits of controlling emissions from certain industrial processes within the borough identified as 'Part B'.

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27	To improve the indoor air quality of workplace environments	Legislation timescale requirements	Since July 2007 it has been against the law to smoke in almost all enclosed and public places; for example pubs, restaurants, offices and other workplaces. Some other public bodies such as Councils and railway companies have chosen to extend the ban to all their land, not just the enclosed areas included in the legislation. Since July 1 the Council has been checking businesses in the borough for compliance with the legislation.	
28	Support the development and use of 'Car Clubs' in new residential developments, by station interchanges and in town centres.	Sub-regional initiative	<p>SWELTRAC seeking funds to develop car clubs.</p> <p>On-going with active participation from the Council. Car free developments have already been secured in the borough through the development control process. Future car free developments will include the use of car clubs.</p> <p>The First Car Club in the Borough was launched at York House, Twickenham in January 2006.</p> <p>A multiple operator car club is now proposed for the use of residents. The proposal is also that the Council will use the cars as pool cars</p>	SWELTRAC initiative. Sharethecar.org initiated in 1/2004.



## C. LOCAL MEASURES

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29	Refuse planning consent for activities, which are likely to lead to a significant worsening of air pollution in 'hot spot' areas.	Long term process to enable 'hot spots' to improve	Each application is considered on its merits, with special reference to new sources of pollution in proximity of existing receptors or new receptors near to existing sources of pollution. Consideration is also given to the cumulative effect of eg an increased uptake of biomass boilers in the area.	The aim is to prevent exceedences of the Air Quality Objectives. Consideration of the use of S106 agreements when appropriate.
30	Where practical, undertake changes at congestion hotspots to seek to avoid tailbacks of queuing vehicles.	Review of congestion points by end 2002	Pollution hot spots identified from Stage 4 model. The aim is to treat the Borough as a whole, for air quality, and not to resolve one problem by simply displacing the air pollution from one place to another. A review of road traffic signage is underway to help reduce pollution at identified hotspots.	The Council is working on a new Sustainable Transport strategy to be published in 2008.
31	To consider ways to further reduce the impact of road traffic and parking problems on Twickenham RFU days.	Parking on Twickenham RFU days can cause problems	Use of S106 agreement  Implement measures for further reduction of the impact of road traffic and parking problems in connection with RFU Stadium development	Will support proposals by RFU to encourage non-car use as part of Travel Plan  Any benefit is only on major RFU event days
32	Continue to use parking controls particularly to manage commuter parking	On going	Expect emissions improvement  Review existing parking controls to maximise convenience for residents and businesses, reducing emissions from space searching.  CPZs now cover many parts of Borough. A proposal for CPZ charges to reflect CO2	The CO2 charging scheme does not relate directly to air pollution emissions. However, it is hoped that any change of vehicle from a higher CO2 producing one to a more recent Euro vehicle type, in a lower CO2

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			emissions was approved by Cabinet in January 2007 and came into operation on 2 April 2007	band, will result in the production of lower pollution emissions also.
33	Consider controls for coach parking in Kew and Hampton Court, to protect residents, workers and visitors from the impact of vehicle emissions	Existing problem	The Parking Enforcement Plan has an action to carry out a study of coach travel and parking needs in the borough	The Parking Enforcement Plan complements the Local Implementation Plan  The main reason for controls is to minimise traffic disruption to residents and others.

## New Projects

### Richmond Integrated Smarter Travel Programme (RISTP)

LBRuT has been awarded £5m funding from TfL for the next 3 – 4 years to implement an Integrated Smarter Travel Programme. This programme seeks to deliver a number of significant projects to encourage changes in travel behaviour towards more sustainable modes through work, school and personalised travel planning and awareness. As the award has only just been made (Feb 2008), part of the coming year will be spent in drawing up a detailed implementation programme. Once that is completed, the planned changes and improvements will start.

### Our aims seek to:

Achieve the desired TfL outcomes: to secure a reduction in car trips and increase uptake in sustainable modes. Add value by influencing people who live outside the Borough but come into the Borough for school, work or leisure purposes Build on and integrate with policies and programmes with common objectives being undertaken by partners within and external to the Council. Be consistent with our Community Plan

### Greenest Borough

We will work in partnership with the Council's Sustainability Unit, aligning our projects to maximise the contribution transport makes to reducing the Borough's carbon footprint. We will achieve this by targeting those who are the highest contributors, in particular focusing on areas with multiple car ownership as well as our largest employers and destinations.

**Safest Borough** We will reduce car trips by working with our partners to communicate the advantage Richmond has in being one of the safest Boroughs in London, breaking down barriers about perceived lack of personal security, particularly for walking and on

public transport. We will publicise the safety schemes introduced through the LIP programme, particularly those around schools and will work with vulnerable road users to increase their confidence and maximise their safety.

**Healthier Richmond** We will seek to increase modal split to cycling and walking for shorter journeys by promoting their associated health benefits for all. We will maximise the wealth of green spaces in the Borough as an asset to encourage more of our residents and visitors to consider cycling and walking as a leisure activity.

**Our Transport Issues And Challenges** Our over-riding challenge is a corporate one. Richmond upon Thames has the second highest carbon footprint in London per capital and has set itself the goal to be the Greenest Borough in London by 2025. Transport is a significant contributor and as such has a major role to play in achieving this target. To this end we have already forged a strong working relationship with our recently established Sustainability Unit, who are tasked with preparing the Council's Climate Change Strategy. We will also be utilising their Greener Richmond Partnership as a forum for liaising with the Local Strategic Partnership on our programme which aims to reduce the carbon emissions generated by car use within the Borough. We believe that Smarter Travel will play a major role in helping the Council achieve its goal and welcome the opportunity that it brings to forge our relationship with TfL and truly engage with our external partners to look ways to align our programmes to achieve our common goals. Through Smarter Travel we will seek to truly understand our target market and their needs and support them through a behavioural change journey where they feel confident at the end about their decisions to reduce car use and are keen to advocate the benefits to others. Our Borough-wide programme is ambitious but realistic and seeks to achieve maximum benefit by a targeted approach within each of the Smarter Travel interventions; Work Place Travel Planning (WPTP), Destination Travel Planning (DTP), School Travel Planning (STP), Personalised Travel Planning (PTP) and Travel Awareness (TA).