



TfL response to issues raised during consultation about proposed new bus route 228 and extension of route 316

October 2008

TfL CONSULTATION – NEW ROUTE 228 & EXTENSION OF ROUTE 316

Our responses to issues raised during consultation

The need for the new 228 and extension of route 316

Some people asked how TfL had determined the need for the new services, expressing concern about the effects of buses in their local environment. These concerns were in relation to responses from Ladbrooke Grove (south end), Royal Crescent, Steventon Road, Wormholt Road and Bryony Road.

The proposed services are intended to be compatible with known plans for development in the area, providing access to jobs, services and transport interchanges. They would serve districts which have been prioritised by the local authorities when suggesting service improvements in their areas. In particular this includes Park Royal, White City, North Kensington and a through bus link from Ladbrooke Grove to Harrow Road.

Route 228 would serve or pass close to Central Middlesex Hospital, Park Royal Industrial Estate, White City Estate, Paddington Academy, Phoenix High School, Holland Park School, shops at Shepherd's Bush Green and Kensal Green, and Westfield London. It would give a new link with the Central Line at Holland Park and Shepherd's Bush and with London Overground/National Rail at Shepherd's Bush and Willesden Junction.

How TfL assesses demand for a bus service

A variety of different sources are used to forecast potential passenger use. These include census information (who uses public transport and the average number of trips per household), what we know about bus use in other comparable areas of London and what we know about bus use in London generally. For these proposals, we considered potential trips in terms of areas people might be travelling from, how they might travel and how we might make it easier to use public transport.

We anticipate approximately 5400 trips per weekday on route 228. The number of trips starting or finishing on the newly-served section of Ladbrooke Grove is expected to be around 200 per day. This section would also be used by people making through journeys, for example to reach the Central Line at Holland Park from north Kensington. Around 1400 extra trips per day are anticipated into the Shepherds Bush area from the 316 extension along St Marks Road and St Annes Road. Both proposals will therefore result in substantial extra bus usage.

Conservation and environment:

Concerns were expressed about the possible effect of buses on roads, particularly those in residential or conservation areas. These included noise, pollution, vibration, congestion and road safety. We were asked how we assessed potential impacts and whether we undertook an environmental impact assessment.

We did not do an environmental impact assessment. We do not believe it is necessary or appropriate to do this for a proposed new bus service. Buses already serve many residential and conservation areas in London. They are a community service and we do not believe that the proposed routes 228 and 316 would cause a significant change to local amenity. A well-used bus network generally has a positive effect on congestion and pollution, increasing overall amenity in London by increasing the range of transport options available.

We do not believe the proposed 228 or 316 services would cause significant changes to noise, vibration or road safety on the affected roads. These form part of the public highway and therefore are used by various types of vehicle on a regular basis. A comprehensive and responsive bus network contributes to control of traffic levels in London.

All buses operating on TfL services comply with or exceed the latest emissions standards. These standards have led to a decrease in all types of emissions, including Carbon Dioxide, NO_x and Particulates (TfL environment report 2007). For example, by December 2005 all buses in service were fitted with filters to reduce particulate emissions – achieving a particulate emission reduction of 90%.

In line with our programme to reduce emissions, we have a plan to gradually introduce diesel - hybrid buses across the city; which will cut down even further on emissions and noise. Other technologies are also being developed to address vehicle emissions across London.

Consultation methodology

Some respondents raised concerns about the methodology of the consultation. These were:

- Not everyone received a consultation leaflet and that TfL had not properly raised awareness of the proposals
- The content of the leaflet did not give the right information or properly set the context
- TfL should have waited until the Congestion Charging Zone Western Extension consultation was complete
- The consultation summary did not properly represent the public response

Consultation methodology - response from TfL:

- The purpose of the consultation was to make sure TfL understood local concerns and issues before making a decision.
- The consultation exercise succeeded in generating a high level of awareness of our bus service proposals in the local area. It was aimed at those who we estimated would be most affected. The public and stakeholder consultation followed ongoing liaison and engagement with affected councils and elected representatives
- A leaflet describing proposed new route 228 and the proposed extension to route 316 was sent by post to 30,000 households and local stakeholders in the areas that would be newly served by the routes. Extra leaflets were also sent out on request. We received responses from addresses across the distribution area.
- The information given in the leaflet was designed to allow people to understand the proposals. It was written for a wide ranging audience and was therefore kept simple to allow a clear understanding of the proposals. The key features were given so people knew what the main changes were rather than us providing other information which could have made the proposals less clear. People had the opportunity to ask for more information if they needed it. Some people did.
- Those who may not have received a leaflet but heard about the proposal from others could access the same information on TfL's website and respond on line, by email, post, textphone and telephone.
- Press releases were sent to local newspapers Kensington & Chelsea News and the Hammersmith Chronicle to advertise the consultation. We received media enquiries from local websites actonw3.com and shepherdsbushw12.com. The consultation received coverage and a report in the Evening Standard.
- TfL staff attended public meetings with local residents, and met with council officers, councillors and other elected representatives.
- 1728 reply slips or web responses were received along with nine stakeholder responses.
- The original consultation closing date of 11 July 2008 was extended in response to requests for more time.
- The reasons for proposed route 228 and the extended 316 exist outside any consideration of the Congestion Charging Zone western extension. These bus service proposals are therefore being developed independently of congestion charge considerations.

Alternative routeing suggestions

TfL evaluated some suggested alternative routeings:

Change route 228 to go along Old Oak Common Road, Uxbridge Road and Bloemfontein Road in both directions

We intend to introduce route 228 along Old Oak Common Road, Uxbridge Road and Bloemfontein Road in both directions. We will further discuss the routeing of this service with Hammersmith & Fulham Council and other elected representatives.

Extend route 295 to Maida Hill and run route 228 between White City and Central Middlesex Hospital only

Extending route 295 from Ladbrooke Grove Sainsbury's to Maida Hill would create the desired link from Ladbrooke Grove to Harrow Road avoiding the southern end of Ladbrooke Grove. However route 295 does not enter the White City development so access would be reduced for people in and around Ladbrooke Grove and the benefits of a new bus service to the south end of Ladbrooke Grove and Holland Park Station would be lost.

This suggestion would not provide as many benefits for passengers as our original proposal. We do not think it inappropriate to run single deck bus service every 12 minutes along the southern end of Ladbrooke Grove.

Divert route 228 via St Ann's Road instead of extending 316

This alternative would avoid the southern end Ladbrooke Grove and reduce the number of extra buses on Royal Crescent from 7.5 to 5 buses per hour. This option would not give the benefits of the links that route 316 would provide from White City and Shepherds Bush to places north of the Harrow Road. It also loses the benefit of new links and capacity to the southern end of Ladbrooke Grove and Holland Park Station.

Extend route 316 to White City via route 7 to Wood Lane then along route 220

This proposal avoids the use of St Ann's Road and Royal Crescent. While it provides links to and from White City from north of Harrow Road it means that there is no link into the shopping centre or St Charles Hospital from St Ann's Road.

A new community hospital is being developed at St Charles providing GP services and specialist clinics. The Trust believes it will be more important for patients in and around Latimer Road to access the hospital without changing buses. The 316 extension on St Annes Road and Royal Crescent will therefore provide a new public transport link to the hospital.

A bus service into the White City centre from the Edward Woods Estate was an objective of Hammersmith & Fulham Council.