

AINA CASE STUDY

SUSTAINABLE TRANSPORT

Thames Travel Plan Network



Sustainable travel planning on the Thames aims to reinstate the former Isleworth Ferry in West London

The Thames Landscape Strategy aims to encourage options for sustainable travel

The Thames Landscape Strategy is a sub-regional partnership established to improve the River Thames corridor between Hampton and Kew in West London. It brings together organisations, individuals and local groups to provide strategic guidance and acts as a catalyst to implement work on the ground. The award winning Strategy has received support from Lottery and other funds since it was first formed in the mid 1990s.

Connectivity is at the heart of all their work, and the Strategy recognises that it is not just honeypot sites such as Hampton Court or Kew Gardens that make the river unique, but also the everyday open spaces – many of which help bind the wider landscape together. Many thousands of people use the riverbanks and its environs as a route to work or school, and the Strategy has done much to improve existing routes and options.

Their Thames Travel Plan Network brings together those organisations that own or manage attractions or open spaces along the river in order to agree how sustainable travel options, for both visitors and tourists, can be improved. This seeks to identify the ways in which visitors find out about a given destination, plan their trip, arrive and subsequently move about and understand the area to inform improvements to both off-site activities (such as visitor guides, websites and joint ticketing) and infrastructure on the ground (such as accessible new footpaths, signage, cycling facilities or river crossings).

It is anticipated that by working in partnership with a range of organisations a set of common targets will be agreed across four London Boroughs, providing many additional options to existing or proposed travel plans for both work and visitor journeys. This approach to travel planning in the waterway corridor will increase the likelihood of accessing limited funding, and support has already been received for several notable projects.

These include purchase of the rights to operate the former Isleworth Ferry and the installation of a series of new footpaths and cycle routes around Hampton Court Palace as part of the Hampton Court Approaches Project. The Thames Landscape Strategy has also raised funds to upgrade Twickenham's Hammerton Ferry pontoon, enabling trip boats to pull alongside, and in 2010 Turks Launches were able to include this in their scheduled service for the first time. A special event was organised to mark the first passenger boat of the season, and cycle and tandem hire has now a popular activity on the towpath.

AINA members should consider the ways in which their input to travel plans might offer opportunities for both funding and new partnership work.