

Transport Programme Data Strategy

Ealing Council has committed to addressing the climate emergency. Our Council Plan includes commitments to improving active travel, widening access to EV charging, and reducing congestion and air pollution. At the same time, we are committed to listening to all our communities and ensuring they have a say in shaping Ealing.

We recognise that these goals are not always simple to reconcile, and that compromise is sometimes necessary. We have always aimed to deliver schemes which benefit as many residents as possible, but we know that past projects have made some residents feel that we don't listen to local concerns. We know, too, that this has damaged the trust placed in us by our communities to deliver places that work for everyone.

To rebuild trust and entrench confidence in our plans for transport in Ealing, we're taking the first steps to creating a transport strategy that balances our climate ambitions with our commitment to working closely with residents.

We understand that council processes can appear opaque and inflexible, and we want to be transparent about how we make decisions affecting our communities. We believe there's more we can do to share this process with our residents.

This document is the decision-making process for delivering Ealing transport projects. At its core are the Transport Strategy and the Travel in Ealing Charter, which together will lay out our goals, our guiding principles and our new approach to engagement. These provide the foundation for each project, which is then informed in more detail by resident requests, our own data, and plans for specific schemes like the Ealing Cycle Network. We carefully consider whether the project meets our criteria before undertaking further surveys, studies or other data collection. Only then do we give it the green light for consultation with residents, which is an iterative process to ensure the scheme is the best it can be.

The framework also shows the positive feedback loop we aim to create: using feedback from past projects to inform future ones. We want to engage residents on how projects are working for them, involve them in the design process, and learn lessons from the schemes we deliver. This feedback will form a vital part of our evidence base, giving us a stronger understanding of which projects work well and which may need a fresh approach.

Crucially, this framework involves open explanations when decisions are made. If a project does not fit our criteria, or the data suggests it isn't feasible, we will explain why. We want to build trust in this process, so that residents know we take their views seriously and feel involved in projects affecting their local area.

We will be developing the Transport Strategy throughout 2023. In the meantime, please send any feedback or questions to transportplanning@ealing.gov.uk.

