



Local sustainable development indicators

A - Hounslow and Brentford context

Hounslow

Population

The GLA estimates the total Hounslow population to be 239,748 during 2011, expected to rise to 246,680 by 2021. Hounslow has a relatively young population, with more than 50% of the population aged less than 35 years.

In the 2001 census the population of Brentford was 9,431. The Brentford Community Council's assessment in March 2006 was that Brentford's population had grown to about 14,000 (2000 new units = 4,800 new residents). An increase of 50.9% in just five years.

Source: http://www.hounslow.gov.uk/jsna_2011_population_narrative_nov11.pdf and
<http://www.coactivate.org/projects/brentfordhighstreet/brentford-high-street-the-community-vision/brentford-high-street-the-community-vision-november-2007.pdf>

Deprivation

The Index of Multiple Deprivation (IMD 2010) is a measure of how deprived an area is compared to the rest of England. The majority of Hounslow's population (68%) fall into the first 50% nationally; i.e. most of Hounslow's population live in areas more deprived than the national average. The Borough of Hounslow is ranked 118 out of 326 boroughs nationally, where the borough ranked 1st is the most deprived.

The majority of Hounslow's 20 wards rank within the 20% most deprived nationally for income deprivation affecting children, with Brentford and Syon wards' children some of the worst affected. Across the Borough, 28% of children are living in 'poverty' (as defined by living in a family with less than 60% median income). This compares with 31% of children in London and 21% of children in England as a whole.

Source: http://www.hounslow.gov.uk/jsna_2011_deprivation_narrative_nov11.pdf

Housing

- There were a total of 90,700 households in Hounslow in **2008**, a large proportion of which are semi-detached houses, terraced houses, or purpose built flats.
- The average house price of £329,066 in 2008 was well above the then English average of £198,394, and yet some 16% of the Borough was living in unsuitable housing, primarily due to overcrowding.
- Hounslow's Housing Strategy Statistical Appendix (HSSA) 2009/10 estimated that there are 95,193 dwellings in the Borough. Of these, 71.5% were privately owned with the remainder owned either by the Local Authority or a Registered Provider.
- The number of homeless applications to the Council increased by 36% in 2009/10, to 449, the first upward trend in homeless applications since 2004.

Source: http://www.hounslow.gov.uk/jsna_2011_housing_homelessness_narrative_nov11-2.pdf

Commercial land use

- There are many commercial and industrial estates in Hounslow, some of which are designated as Key Existing Office Locations, Strategic Employment Locations, Preferred Industrial Locations, and Locally Significant Industrial Sites.
- Some of these areas are likely to contain data centres with high energy demands, particularly those more closely related to Heathrow Airport in Hatton, Bedfont, Cranford and Feltham.





Brentford

Gender	Male	48.07%
	Female	51.93%
Age	18-25	8.40%
	26-30	8.65%
	31-35	9.49%
	36-40	11.27%
	41-45	11.22%
	46-50	10.36%
	51-55	8.76%
	56-60	6.30%
	61-65	5.47%
	66-70	4.35%
	71-75	4.02%
	76-80	5.04%
	81-85	4.77%
	86-90	1.36%
	91+	0.55%
Marital Status	Married	30.97%
	Living as married	16.78%
	Separated	3.09%
	Divorced	9.91%
	Widowed	2.60%
	Never Married	36.27%
Number of children	Without children	52.02%
	With Children	31.83%
	2 Children	10.29%
	3 or more children	4.65%
Social Grade	A	12.16%
	B	21.08%
	C1	29.62%
	C2	12.97%
	D	9.43%
	E	14.74%
Religion	Particular religion	46.22%
	No particular religion	53.78%
	Church of England	26.29%
	Roman Catholic	12.62%
	Buddhist	0.64%
	Hindu	1.98%
	Jewish	0.50%
	Muslim	6.72%
	Sikh	0.99%
Ethnicity	British Isles	70.38%
	English	49.19%
	Celtic	14.01%





	Irish	7.20%
	Bangladeshi	1.51%
	Black African	3.49%
	Black Caribbean	0.19%
	Chinese	0.73%
	Eastern European	3.55%
	Greek/Greek Cypriot	0.53%
	Hindu	2.49%
	Hispanic	1.75%
	Italian	1.76%
	Jewish/Armenian	0.31%
	Pakistani	4.38%
	Sikh	0.94%
	Somali	0.30%
	Tamil & Sri Lanka	0.61%
	Turkish	0.88%
	Western European	4.10%
	Other East Asian	0.53%
Other Muslim	1.49%	
Unclassified	0.22%	
Property Type	Detached	1.44%
	Semi-Detached	15.01%
	Bungalow	1.94%
	Terraced	31.25%
	Purpose built flats	24.86%
	Converted Flats	25.53%
	Has Garden	61.91%
Council Taxation Band	A	28.20%
	B	23.84%
	C	24.70%
	D	16.51%
	E	4.64%
	F	1.27%
	G	0.72%
	H and I	0.12%
Employment	Part-time	10.55%
	Full-time	41.06%
	Self-employed	7.08%
	Unemployed	4.72%
	Full-time student	2.99%
	Retired	10.63%
	Student	6.01%
	Looking after home/family	6.54%
	Permanently sick/disabled	6.26%
	Other	4.16%





Deprivation	Index of Multiple Deprivation	140
Number of rooms	1 Room	1.75%
	2 Rooms	5.71%
	3 - 4 Rooms	43.29%
	5 - 6 Rooms	39.40%
	7 Rooms	5.49%
	8 Rooms	4.37%
	Average number of rooms	4.58

Source: Hounslow Homes/ Experian

B - Crime and the fear of crime

Biggest neighbourhood problem	Noisy neighbours	7.29%
	People drunk or rowdy	9.10%
	People using/dealing drugs	15.24%
	Rubbish or litter	15.03%
	Teenagers hanging around	31.89%
	Vandalism and graffiti	7.71%
Police doing a good job?	Excellent	9.47%
	Good	44.37%
	Fair	33.72%
	Poor	7.84%
	Very Poor	3.61%
Very worried about...	Being a victim of crime	13.58%
	Having car stolen	9.92%
	Having things stolen from car	15.45%
	Being mugged	16.01%
	Being attacked by strangers	14.99%
	Being raped	12.77%
	Being attacked at home (women)	22.34%

Source: Hounslow Homes/ Experian

C - Connectivity

Brentford

Internet Usage	Every day/most days	30.63%
	Less than 2MB broadband	5.73%
	2MB broadband	17.96%
	4MB broadband	14.21%
	8MB broadband	19.09%
	More than 8MB broadband	10.35%





	Home	40.16%
	Internet café	3.33%
	Library	6.60%
	School, college, university	4.98%
	Work	12.53%
	Non users	32.39%
	Social networking site member	13.36%
Communication Channels	Telephone	35.76%
	Landline phone	23.52%
	Mobile phone	12.24%
	Post	11.43%
	Digital TV	5.97%
	Internet	27.09%
	Email	18.95%
Mobile phone usage	Spend under £25 per month	67.46%
	Spend £25 - £45 per month	26.08%
	Spend over £45 per month	6.20%

Source: Hounslow Homes/ Experian

D - Education

The Borough contains a total of 79 schools, of which 60 are primary, 14 secondary, and 5 are special schools. Hounslow's Building Schools for the Future Programme (BSF) earmarks a number of schools planned for redevelopment and refurbishment under wave 6a.

Brentford

Qualifications of local residents

Qualifications	Primary education	5.77%
	Secondary education	21.14%
	Further Education	37.29%
	University degree or higher	35.81%

Source: Hounslow Homes/ Experian

E - Health

Community and leisure facilities are located throughout the Borough, with large recreational facilities including Feltham Arenas.

There is a significant and growing older population in the Borough, with the proportion of those aged over 65 years expected to rise by 2021, in line with national projections. The population of over 85s is set to rise significantly (by 46% by 2021). Given the growing older population and average life expectancy, it is estimated that healthcare costs will increase: from around £145 million in 2006 to £162 million in 2021.

Source: http://www.hounslow.gov.uk/jsna_2011_population_narrative_nov11.pdf and http://www.hounslow.gov.uk/index/health_and_social_care/health_policies.htm

Brentford

General Health	Very good/good general health	79.87%
	Fair general health	14.25%





	Bad/very bad general health	5.25%
	Limiting longstanding illness	18.12%
	BMI over 30	25.53%
Smoking	Current cigarette smoker	28.81%
	Heavy smoker >20 a day	7.29%
	Light smoker <10 a day	9.09%
Exercise in last month	None	54.79%
	1 - 11 days	26.45%
	12+ days	18.76%
Sport England - Grouped activities	Adventurous	0.78%
	Aquatic	25.35%
	Athletics/running	7.75%
	Combat	2.47%
	Cue/darts	1.75%
	Equine	1.11%
	Keep fit/gymnastics	31.00%
	Motorised	0.29%
	Projectile	0.41%
	Racquet	6.82%
	Sailing	0.38%
	Team	13.12%
	Water	0.83%
	Winter	0.80%
	Other indoor	1.36%
Other outdoor	6.27%	
Other water	0.83%	
Sport England - Individual Activities	Badminton	1.87%
	Bowls	0.82%
	Cricket	0.71%
	Football	6.39%
	Gym	10.27%
	Horse riding	0.55%
	Netball	0.32%
	Pilates	0.67%
	Road running	2.35%
	Squash	1.11%
	Swimming	13.86%
	Tennis	1.66%
	Tenpin bowling	0.30%
	Weight training	1.24%
Yoga	1.71%	

Source: Hounslow Homes/ Experian

F - Travel

Brentford





Car Ownership	1 car or light van	49.38%
	2 cars/light vans	15.22%
	3 cars/light vans or more	2.86%
	None	32.53%
	Average miles driven per year	4986.98
Transport to work	Work at home	7.67%
	Travel by public transport	29.11%
	Travel by car or van	49.54%
	Travel on foot	13.94%
	Minutes spent travelling	22.00

Source: Hounslow Homes/ Experian

G - Flooding

Brentford

- Brentford is located in:
 - Flood Risk Zones 2 - medium probability that is primarily as a result of flooding from the Duke of Northumberland river.
 - Flood Risk Zones 3 - High probability that areas is at risk of flooding from the river Thames and the river Brent.

Some of these areas are also within 500m of the flood defence line and could be affected if the river Thames or the river Brent flood defences fail or are overtopped). The vast majority of the properties in Brentford are protected by the River Thames Tidal Defences (TTD) up to the 1 in 1000 year event.

Due to the social condition of the Character Area H2, pressure for further development is substantial. Regeneration will result in economic enhancement not only to the Borough, but to the wider region. The Isleworth and Brentford area experiences social problems, with high unemployment, low incomes and has particular community needs. The development plan in this area is tailored to tackle these problems and to achieve the objectives of the regeneration strategy.

Source: London Borough of Hounslow's Strategic Flood Risk Assessment (SFRA):
http://www.hounslow.gov.uk/strategic_flood_risk_assessment-2.pdf

H - Biodiversity

Summary

Hounslow

- There are 10 Local Nature Reserves in the Borough, the largest of which is Hounslow Heath.
- Other sites are designated through planning policy such as Sites of Metropolitan Importance for Nature Conservation, including the Thames, the Crane Corridor and Feltham Marshalling Yards. Sites of Borough and Local Importance include Osterley Park, Chiswick House, Longford River, Thorncliffe Waste and Gunnersbury Park (Brentford).

Brentford

- Brentford has 236ha of open space excluding multifunctional overlap. This breaks down as:
 - Parks and Gardens = 182.4ha
 - Nature Conservation Areas – Accessible and partially accessible = 196.8ha
 - Amenity greenspace = 13.7ha



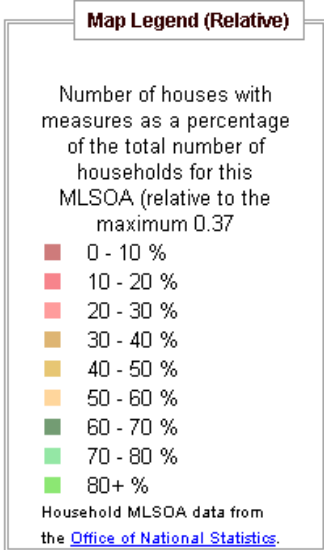
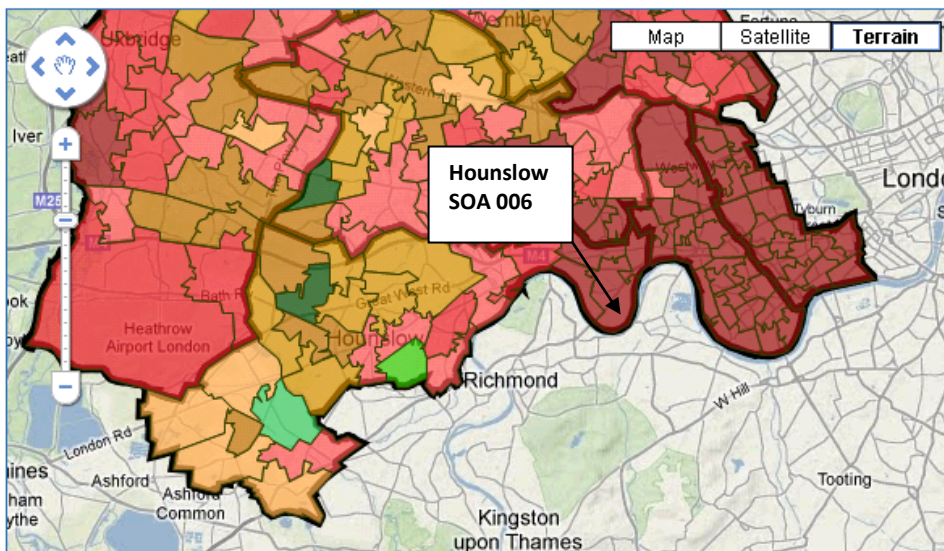
- Play areas = 2.2ha
- Cemeteries, disused churchyards and other burial grounds = 7.2ha
- The current provision of public open space ha per 1000 population in Brentford is 9.7. This is higher than the borough average which is 6.6.
- Brentford has 11 areas of public open space which is council managed.
- There are five allotment sites in the Isleworth/Brentford area of which three are non-statutory and 2 statutory. In total, there are 30 allotment sites in Hounslow. Occupancy levels (in 2008) of the allotment sites in the Isleworth/Brentford was 97.5%.

I – Energy efficiency

Summary

Brentford (Hounslow SOA 006)

[Home](#) [Carbon Saving Calculation](#) [Graphs](#)



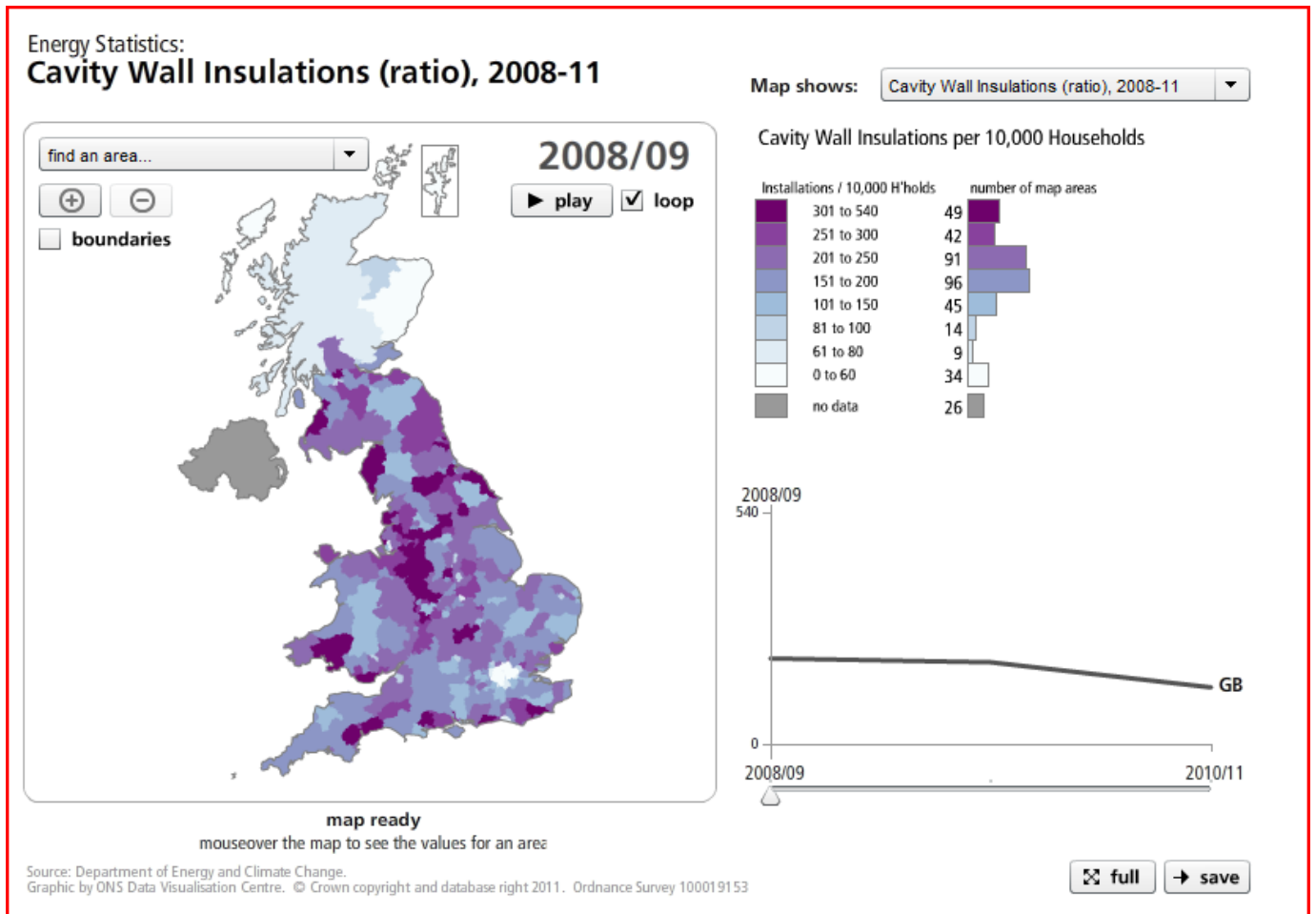
Medium Super Output Area E02000531 (Hounslow 006)	
Number of residential properties with installed measures	314
Number of Households (UV63) (2001 Census)	3414
Approximate Carbon savings (tonnes CO ₂)	95
Percentage	9
Number of Installed Measures	391

- The above map shows the number of energy efficiency installations as a % of households, relative to other super output areas in Hounslow. SOA 006 covers parts of Brentford High Street and some areas around commerce road.
- The data is collated from Warm Zone (Hounslow’s insulation scheme) and Warm Front schemes. It is worth noting the dataset is not comprehensive (i.e. does not include measures undertaken by social housing providers etc). Notwithstanding this it’s evident that Brentford has



not benefited from larger retrofitting schemes such as Warm Zone (Hounslow) or Warm Front (government).

- Further work is required to drill into the data to understand why. I.e. high number of solid walled properties etc). As such there could be good potential for domestic energy efficiency schemes here.
- NB – the datasets only run up to 2009



- The above map (from the DECC website) shows that London as a region has had a low level of cavity wall insulations. This corresponds with the fact that London has attracted smaller amounts of Carbon Emissions Reduction Target funding (CERT). London has a number of challenges that may have reduced delivery of national energy efficiency schemes - high number of flats and increased delivery costs due to traffic and congestion.
- Recent data collated by the energy saving trust on behalf of the GLA suggests that 840,000 cavity walls remain un-insulated and over 1.4 million lofts require insulation (including top-up insulation) in London.
- This highlights why there is a need and good potential to reduce carbon emissions and levels of fuel poverty through a community based energy efficiency scheme in Brentford.



- Training local people to undertake 'Green Deal' based assessments will mean that communities in Brentford are well prepared for the arrival of the Green Deal. The initiative could support the maintenance and generation of jobs and skills, a reduction in carbon emissions, improvement in housing conditions and a reduction in fuel poverty (thereby achieving social, economic and environmental sustainability outcomes).

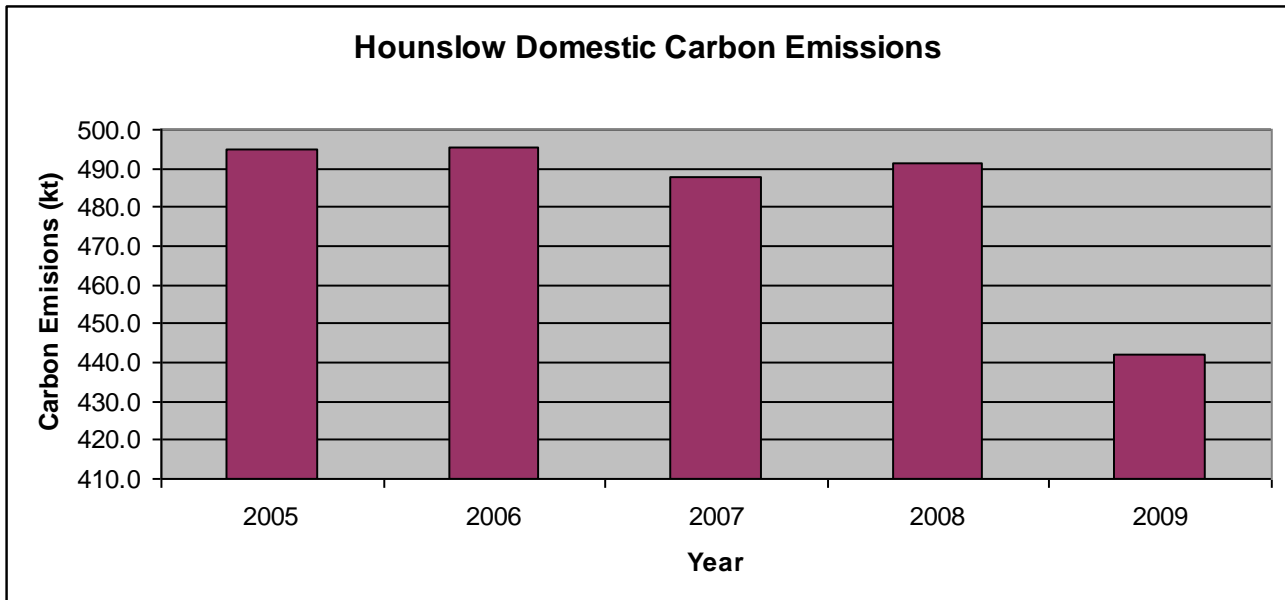
J - Carbon Emissions and Reduction Policies

Summary

London

- The London Plan (Consolidated with Further Alterations Since 2004), adopted in February 2008 sets a requirement for all development to achieve a reduction in CO2 emissions by 20% through the use of on-site renewable energy technologies.

Hounslow



Source: DECC, 2009 Carbon dioxide emissions within the scope of influence of local authorities - Published 15 September 2011,

http://www.decc.gov.uk/en/content/cms/statistics/local_auth/co2_las/co2_las.aspx

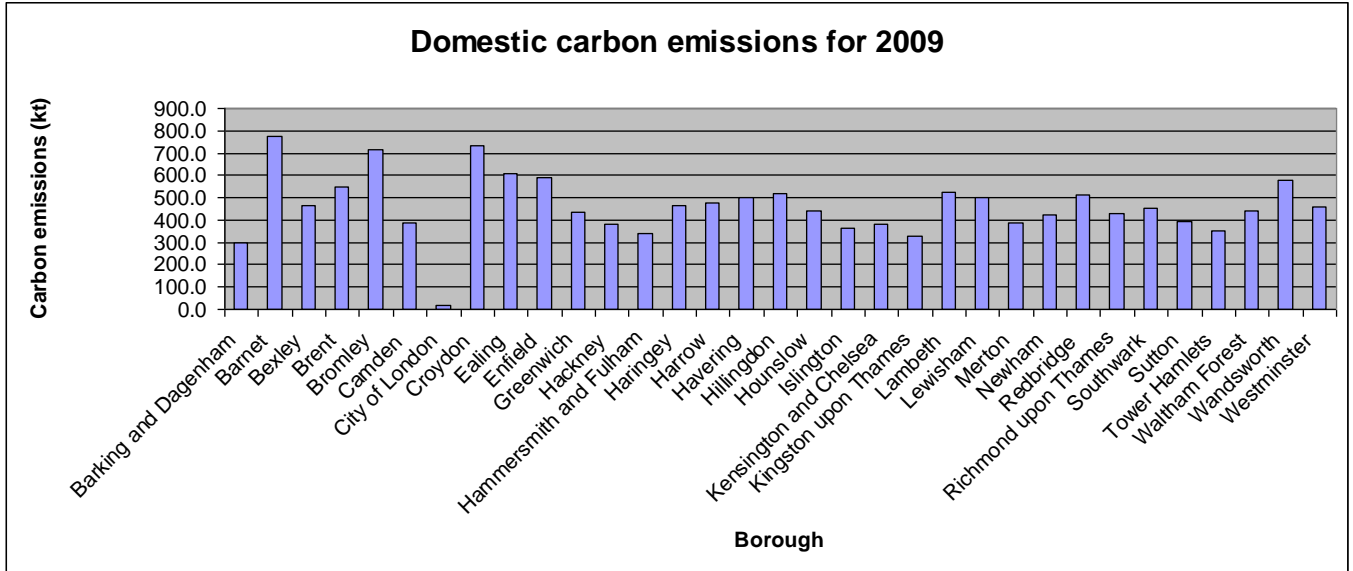
Year	Carbon Emissions (kt)
2005	495.1
2006	495.4
2007	487.7
2008	491.2
2009	442.0

- The above graph shows domestic carbon emissions for Hounslow over a period of 5 years (2009 is the latest data set).



- Domestic carbon emissions fell between 08-09 by 10%

Hounslow in the wider London context



The graph shows absolute domestic carbon emissions in kilo tonnes for London Boroughs in 2009. Hounslow’s emissions are relatively average although as the data is absolute it’s difficult to draw comparisons i.e. larger boroughs will have a higher number of households

Source: DECC, 2009 Carbon dioxide emissions within the scope of influence of local authorities - Published 15 September 2011, http://www.decc.gov.uk/en/content/cms/statistics/local_auth/co2_las/co2_las.aspx

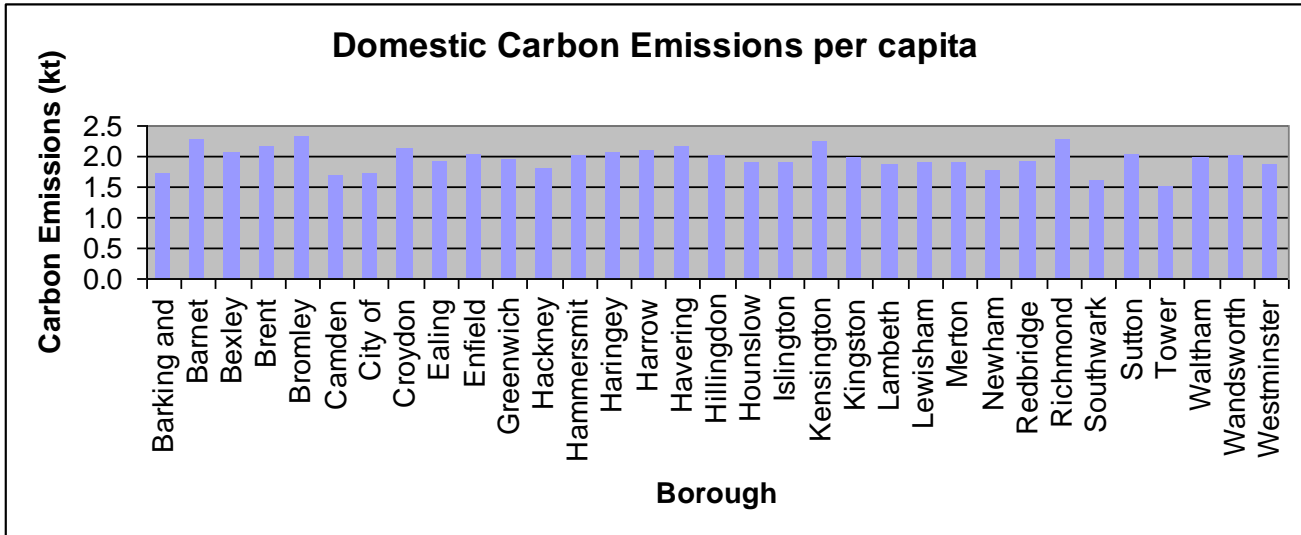
Domestic Carbon Emissions for 2009 – London Boroughs (kt)

Barking and Dagenham	297.8	Kensington and Chelsea	379.8
Barnet	775.2	Kingston upon Thames	326.3
Bexley	463.7	Lambeth	526.4
Brent	549.4	Lewisham	500
Bromley	716.9	Merton	387
Camden	388.1	Newham	424.2
City of London	19.8	Redbridge	514.2
Croydon	731.7	Richmond upon Thames	427
Ealing	605.5	Southwark	455.6
Enfield	591.6	Sutton	392.8
Greenwich	436.3	Tower Hamlets	352.1
Hackney	383.9	Waltham Forest	439.1
Hammersmith and Fulham	339.4	Wandsworth	577
Haringey	467.6	Westminster	461.5
Harrow	475.6		
Havering	500.6		
Hillingdon	521.3		





Hounslow	442
Islington	362.5



The above graph shows domestic carbon emissions per capita (tonnes not kt as shown on the y axis). Hounslow has a comparatively lower level of domestic carbon emissions (see ranking in table below).

Source: DECC, 2009 Carbon dioxide emissions within the scope of influence of local authorities - Published 15 September 2011, http://www.decc.gov.uk/en/content/cms/statistics/local_auth/co2_las/co2_las.aspx

Tower Hamlets	1.5	1
Southwark	1.6	2
Camden	1.7	3
Barking and Dagenham	1.7	4
City of London	1.7	5
Newham	1.8	6
Hackney	1.8	7
Westminster	1.9	8
Lambeth	1.9	9
Merton	1.9	10
Hounslow	1.9	11
Islington	1.9	12
Lewisham	1.9	13
Ealing	1.9	14
Redbridge	1.9	15
Greenwich	1.9	16
Kingston upon Thames	2.0	17
Waltham Forest	2.0	18





Hillingdon	2.0	19
Hammersmith and Fulham	2.0	20
Wandsworth	2.0	21
Enfield	2.0	22
Sutton	2.0	23
Bexley	2.1	24
Haringey	2.1	25
Harrow	2.1	26
Croydon	2.1	27
Havering	2.1	28
Brent	2.2	29
Kensington and Chelsea	2.2	30
Barnet	2.3	31
Richmond upon Thames	2.3	32
Bromley	2.3	33

Brentford

- Strategic analysis has identified four growth areas in London Borough of Hounslow as potentially suitable for a decentralised energy network of which Brentford is one of them.
- The Brentford Area Action Plan (BAAP) requires the feasibility of Combined Heat and Power (CHP) to be considered for all major schemes. All residential developments are required to achieve a minimum CSH Level 3, with the highest possible level for major regeneration schemes and zero carbon homes where possible.
- Aviation is a key issue in Hounslow with its location immediately adjacent to Heathrow Airport.
 - Noise is the main issue for local residents and the Council, who have a stance to resist further intensification of the use
 - The airport has an impact on the potential for renewable and low carbon technologies. In particular, there may be implications for wind turbines and decentralised energy systems requiring flue.

Source: Evidence base for carbon reduction policies in LB Hounslow core strategy - http://www.hounslow.gov.uk/evidence_base_carbon_reduction_policies.pdf

K - Air Quality

Summary

Hounslow

- London Borough of Hounslow generally has poor air quality compared to both London and national averages. This is mainly attributed to the high car usage and transport movements, particularly associated with Heathrow Airport. Consequently, the borough is ranked 313th among the 354 districts in England (Local Futures, 2007).
- The London Borough of Hounslow as a whole has been designated as an Air Quality Management Area for NO₂.
- The whole Borough is currently a designated Air Quality Management Area (AQMA) and the intention is to declare an AQMA for hourly nitrogen dioxide and a localised AQMA for particulates. This may have implications for the potential use of biomass fuels in areas where





the air quality is particularly Poor.

Brentford

- The Council has an air quality monitoring station located in Brentford along the Great West Road. The station monitors nitrogen dioxides, fine particulates (PM10) and carbon monoxide.
- Diffusion tube data from the Borough monitoring stations on nitrogen dioxide (N02) and particulate (PM10) data collected from a site in Brentford reveals levels of particulates and nitrogen dioxide that exceed national annual mean objectives.

Source: http://www.hounslow.gov.uk/evidence_base_carbon_reduction_policies.pdf (See p.27 for summary table)

L - Transport

Summary

Hounslow

- January 2008 traffic flow data shows that pedal cycles account for 1% of traffic in Hounslow as a whole
- Several cycle monitoring locations are within Hounslow itself and data is presented for 1998 - 2008. Along the Thames Screenline, the biggest increase in cycling across all sites was on Chiswick Bridge (a percentage change of 622%, or 1,431 cyclists). Kew Bridge has also seen a significant increase of 156%.
- **School** 'hands-up' census data for 2009 shows a mode share of 2% for cycling overall. There is a significant variation in proportion of cyclists across the 76 schools, a range of 0% up to 21%. Over a third of schools (37%; 28) have no pupils who normally cycle and the majority of these are infant, primary or junior schools. There are four schools with significantly high numbers of cyclists; Chiswick Community School (21% of pupils cycle), Feltham Community College (17%), Strand on the Green Infant and Nursery School (14%) and Lampton School (12%). On average, 2% of pupils cycle to school.
- The key physical barriers to cycling in Hounslow are:
 - high traffic speeds;
 - severance, for example caused by major roads or a lack of permeability; and
 - a lack of cycling parking / cycle facilities at key locations.
- Census data states that 3.1% of residents travel to work by bicycle. Similarly, 3.9% of the daytime population also cycle.
- 41% of cycle trips made by females are for shopping purposes. The majority of these trips (21%) are taken by over 65s. Only 9% of trips made by males are for shopping.
- Similarly, no males reported cycling for pick-up/drop-off at school or college, compared to 9% of females in the 25-44 category;
- 26% of trips by males are to their usual workplace, compared to 13% of females. This journey purpose is most common amongst 25-44 year olds;
- Males between the ages of 5-16 are more likely to cycle than females. People in this age group are most likely to cycle for entertainment/ sport/ social purposes;
- Cyclists in the 25-44 age group use their bicycle for the most varied purposes. In this age group, similar proportions of male and female used their cycle for entertainment/ sport/ social purposes, 7% and 9% respectively, showing it to be a popular part of leisure activity for all;
- No cycling trips made by females in the 17-24 age group were reported; and
- Cycle trips were most common in the 5-16 age group for males, and the 25-44 age.

Brentford

- 6% of Brentford school children cycle to school, compared to 21% of Hounslow children and





29% of Chiswick children

- Mosaic data states that 14% of drivers are environmentally aware (compared to 2 % in Hounslow) and 11 are committed to their car (compared to 57% in Hounslow)
- Many aspire to drive. Moderate level of car free living. A high proportion of residents have never cycled.
- Isleworth and Brentford are population origins and destinations for cycle trips, based on trips recorded in the LTDS travel diaries.

Table 2.2 2008 Traffic Flows

	Pedal Cycle	Motorcycle	Car/Taxi	Bus/Coach	HGV	LGV
Bedfont	1%	1%	78%	2%	13%	5%
Feltham	1%	1%	77%	3%	12%	6%
Hanworth	1%	2%	81%	1%	11%	4%
Cranford	0%	1%	80%	1%	12%	5%
Hounslow	1%	1%	80%	3%	10%	3%
Heston	1%	1%	80%	2%	12%	5%
Isleworth	1%	2%	82%	2%	11%	3%
Brentford	1%	3%	78%	2%	12%	4%
Chiswick	2%	4%	76%	2%	13%	4%
All LBH	1%	2%	79%	2%	12%	4%

Provided by LBH 2009

This data therefore suggests a 2% mode share for cycling is realistic, considering the data above and its limitations. This is further investigated in terms of journey purpose in section 2.5.





Table 2.3 Usual Main Mode by Journey Purpose: Residents Panel

	Work/Education	Food Shopping	Leisure Activities	Visiting friends or family
Car (as a driver)	29.2%	46.2%	29.8%	46.4%
Car (as a passenger)	1.1%	9.5%	5.7%	12.5%
Bus	6.7%	11.0%	11.4%	8.5%
Train/Tube	11.4%	0.5%	8.3%	7.6%
Cycle	2.4%	1.8%	3.3%	0.8%
Walking	5.3%	11.9%	10.8%	3.0%
Motorcycle	0.5%	0.2%	0.2%	0.4%
Taxi	0.3%	0.5%	1.0%	0.7%
Other	0.5%	1.1%	0.3%	0.7%
Not provided	25.4%	16.6%	26.2%	18.4%
Not applicable	17.2%	0.9%	3.0%	1.1%
Total	100.0%	100.0%	100.0%	100.0%

Table 3.4 MOSAIC Car Driver attitudes by Postcode District

	Feltham	Hounslow	Isleworth	Brentford	Southall	Acton	Chiswick	Other
Committed to Car	32%	57%	15%	11%	79%	0%	5%	3%
Aspire to Drive	12%	32%	19%	46%	17%	0%	17%	0%
Care Free Car	16%	1%	4%	0%	0%	0%	0%	2%
Car Free Lifestyle	6%	4%	7%	14%	0%	0%	24%	26%
Dissatisfied Drivers	24%	4%	25%	15%	4%	5%	1%	10%
Environmentally Aware	10%	2%	30%	14%	0%	95%	53%	60%



Table 1.1 Cycle Hub Selection Matrix

	Potential Cycle Hub areas				
	Feltham/ Hanworth	Hounslow	Isleworth/ Brentford	Southall/ Cranford/ Heston	Chiswick
Potential for change	2.0	1.0	3.0	1.0	3.0
Major Trip Generators	2.3	2.0	2.7	1.3	2.3
Baseline Conditions	2.2	1.8	2.7	1.3	2.7
Parallel Investment	1.0	1.3	1.7	1.0	1.0
Public/Political Acceptability	1.0	2.0	3.0	1.0	1.0
Negative Indicators	-1	0	-2	-1	-3
Total Score	7.5	8.2	11.0	4.7	7.0

Factors were ranked 3 (good), 2 (fair) or 1 (poor)

Stage 3 Wider Stakeholder Consultation

Delegates in three groups were presented with the short list for discussion, and were asked to agree their Top 5 for implementation, leaving an overall shortlist of 15.

Top 15	Greenways Implementation	Cycle training	Cycling on Prescription
	20mph zones	Cycle maintenance	Cycle try-out
	Increased cycle parking	Events and challenges	Bike and Ride
	Increased cycle signage	Loyalty Scheme	Recycling Bikes
	Review and removal of cycling restrictions	Targeted interventions	Support to local organisations



Stage 4 Top 10 Schemes

In discussion with the Borough officers, the Top 15 were filtered down to a Top 10, through consideration of compliance with the existing LIP submission.

Top 10	Cycle friendly neighbourhoods
	Improved Cycle Parking
	Improved Way finding & Signage
	Continuation of LCN + Maintenance & Advice Clinics
	Targeted Interventions
	Marketing & Challenges
	Cycle on Prescription
	Cycle Try-Out schemes
	Recycling Bikes



In summary, a Cycle Hub is understood to be

- An area, neighbourhood or corridor that shows strong potential for growth in cycling
- A location where innovative ideas for cycling can be piloted
- A place where resources are targeted towards increasing cycling
- An area characterised by partnership working to promote cycling

Source: Hounslow Biking Borough – Baseline Report (MVA Consultancy for London Borough of Hounslow, 2009) and Towards a Biking Borough Action Plan (MVA Consultancy for London Borough of Hounslow, 2010)

M – Recycling rates

Hounslow

2010-2011	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	TOTAL
NI192 recycled	22.61%	22.29%	22.36%	23.15%	23.82%	22.76%	22.87%	22.24%	24.39%	25.13%	24.68%	23.83%	23.29%
NI192 composted	12.49%	14.21%	14.55%	12.07%	11.67%	13.24%	12.36%	12.70%	7.47%	8.07%	8.13%	10.15%	11.57%
NI192 reused	0.12%	0.12%	0.11%	0.11%	0.12%	0.11%	0.16%	0.16%	0.18%	0.16%	0.18%	0.15%	0.14%
Overall recycling rate (NI 192)	35.22%	36.63%	37.02%	35.33%	35.61%	36.11%	35.39%	35.10%	32.05%	33.20%	32.80%	33.98%	35.00%
Kg of h/h waste per household (NI 191) 95293	0.05	0.05	0.06	0.06	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.06	0.64

2011-2012	April	May	June	July	August	Sept	Oct
NI192 recycled	21.83%	23.65%	22.27%	22.46%	23.26%	23.12%	23.05%
NI192 composted	13.48%	13.65%	14.76%	14.34%	13.18%	12.36%	9.51%
NI192 reused	0.13%	0.14%	0.14%	0.13%	0.13%	0.13%	0.13%
Overall recycling rate (NI 192)	35.44%	37.43%	37.16%	36.94%	36.57%	35.61%	32.70%
Kg of h/h waste per household (NI 191) 96200	0.06	0.05	0.05	0.05	0.05	0.05	0.05

N - Environmental attitudes, ecological and carbon footprints

Hounslow

PER CAPITA FOOTPRINT

	Ecological Footprint (gha/capita)	Carbon Footprint (tonnes CO ₂ /capita)	GHG Footprint (tonnes CO ₂ eq/capita)
TOTAL	5.26	11.69	15.94
Housing	1.30	3.54	3.98
Transport	0.87	2.72	3.21
Food	1.34	1.21	2.90

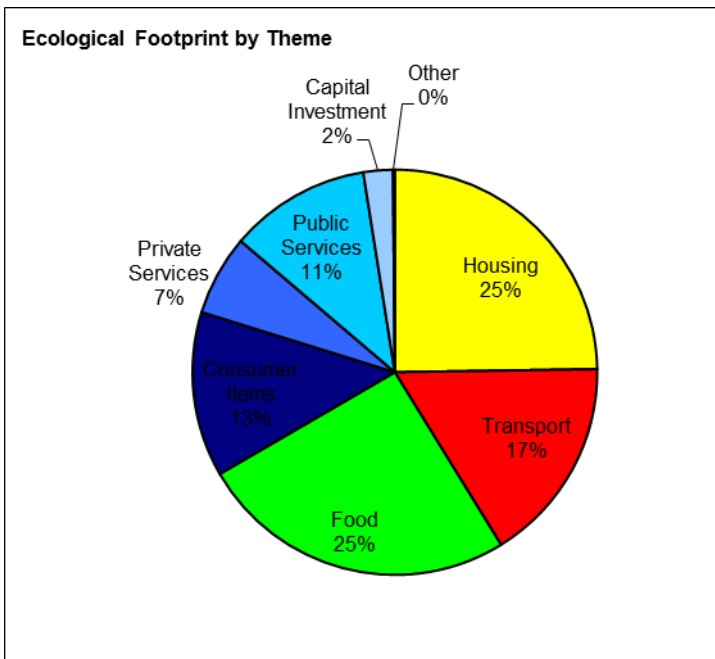


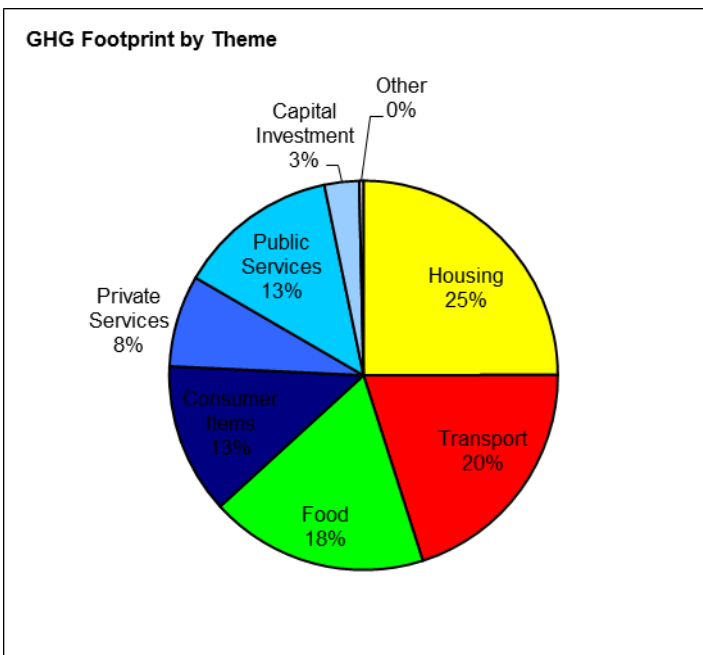
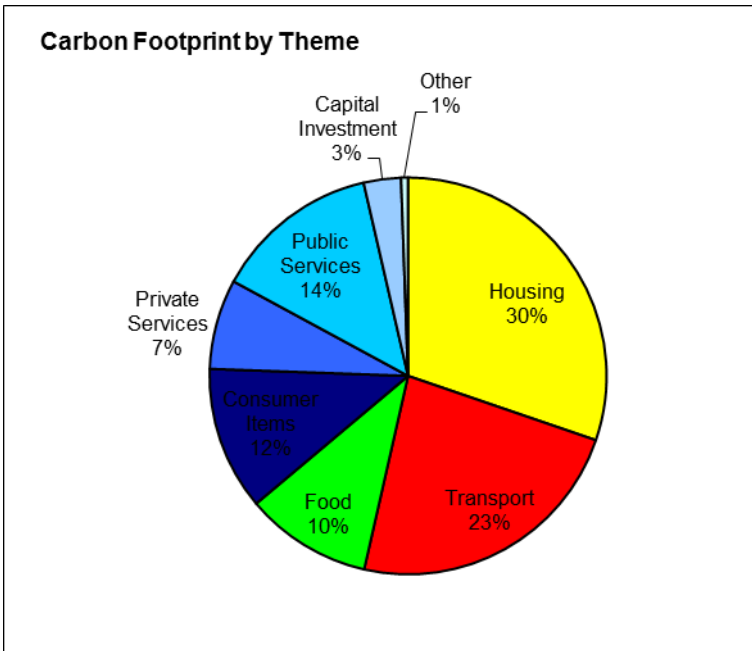


Consumer Items	0.69	1.37	2.00
Private Services	0.34	0.86	1.22
Public Services	0.59	1.58	2.13
Capital Investment	0.12	0.36	0.46
Other	0.01	0.07	0.06

THEMES AS PERCENTAGE OF TOTAL

	Ecological Footprint Percentage Breakdown	Carbon Footprint Percentage Breakdown	GHG Footprint Percentage Breakdown
Housing	25%	30%	25%
Transport	16%	23%	20%
Food	25%	10%	18%
Consumer Items	13%	12%	13%
Private Services	6%	7%	8%
Public Services	11%	13%	13%
Capital Investment	2%	3%	3%
Other	0%	1%	0%





Source: SEI 2008

Brentford

Carbon footprint	Property	4.37
	Transport	1.92
	Transport and Property	6.29
Green Aware Classification	Type 01: Eco-evangelists	13.88%
	Type 02: Convinced consumers	3.96%
	Type 03: Green but doubtful	7.31%
	Type 04: Confused but well-behaved	20.39%
	Type 05: Doing their best	3.70%



Type 06: Sceptical libertarians	4.06%
Type 07: Too busy to change	4.52%
Type 08: Why should I bother?	8.71%
Type 09: Constrained by price	11.65%
Type 10: Wasteful and unconvinced	21.12%

Source: Hounslow Homes/ Experian

O - Money flows

The Isleworth and Brentford area experiences social problems, with high unemployment, low incomes and has particular economic development needs.

Brentford

Gross Annual Household Income	Less than £10k	16.43%
	£10k-£19,999	25.61%
	£20k-£29,999	22.43%
	£30k-£39,999	15.13%
	£40k-£49,999	8.66%
	£50k-£59,999	4.97%
	£60k-£69,999	2.81%
	£70k-£79,999	1.64%
	£80k-£89,999	0.92%
	£90k-£99,999	0.50%
	£100k or more	0.88%
Debt Levels	Less than £2,000	22.96%
	£2,000 - £3,999	18.67%
	£4,000 - £9,999	29.00%
	£10,000 or more	28.02%
Benefit Claimants	All benefits	11.89%
	Jobseekers allowance	2.09%
	Lone parent benefit	2.14%
	Carers benefit	0.70%
	Disability benefit	0.61%
	Incapacity benefit	5.33%
	Severe disability allowance	0.46%
	Pension Credit	5.42%
State pension	14.90%	
Expenditure	Average household expenditure (pm)	£406.33
	Alcoholic drink, tobacco & narcotics	2.16%
	Clothing & footwear	4.86%
	Communication	2.48%
	Education	1.57%
	Food & non-alcoholic drinks	9.86%
	Health	1.32%
	Household good and services	6.49%
	Housing (net), fuel & power	11.41%
	Miscellaneous goods & services	7.83%
	Recreation and culture	11.99%



	Restaurants and hotels	8.53%
	Transport	13.32%
	Other expenditure items	17.89%
Net individual monthly income	Less than £500	18.51%
	£500 - £999	23.96%
	£1000 - £1499	28.21%
	£1,500 - £1,999	14.97%
	£2,000 - £2,499	7.25%
	£2,500 - £2,999	2.91%
	£3,000 - £3,999	1.92%
	£4,000 or more	2.29%
Purchasing channels	Telephone	31.49%
	Landline phone	22.47%
	Mobile phone	9.02%
	Post	11.87%
	Digital TV	3.05%
	Internet	41.12%
	email	12.38%
Grocery Shopping	Aldi	4.12%
	Asda Walmart	12.31%
	Budgens b2	0.32%
	Co-op/Alldays	4.78%
	Costcutters	0.70%
	Dillons One-Stop	0.62%
	Farmfoods	2.95%
	Forbouys McColl	0.08%
	Iceland	8.05%
	Lidl	5.31%
	VG Londis	0.55%
	Marks and Spencer	6.52%
	MandS Simply Food	2.27%
	Morrisons	8.53%
	Netto	1.44%
	Sainsbury's	10.04%
	Sainsbury's Local	1.35%
	Somerfield	3.77%
	Spar	1.29%
	Tesco	13.65%
	Tesco Express	3.69%
	Tesco Extra	3.19%
	Tesco Metro	1.53%
Waitrose John Lewis	2.32%	
Speciality Store	0.23%	

Source: Hounslow Homes/ Experian

