

## TTR in Europe - Summer 2008

This issue features some of TTR's European projects. TTR has extensive experience of the European Commission's research and demonstration programmes and transnational networks, having participated in more than 80 EC-supported projects over the last 16 years. TTR helps local authorities and other organisations to access gateways to European funding for innovative transport projects.

For assistance and more information, please contact:

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### TTR Promotes Sustainable Tourism in the Atlantic Area

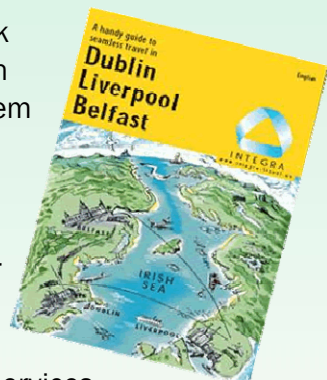
TTR recently helped Merseytravel deliver a transnational project under the INTERREG IIIB Programme.

The project, known as PARTNER, has promoted travel to and from regional transportation gateways, using sustainable modes of transport, by visitors to cities in the Atlantic Area region of Europe.

PARTNER involved the cities of Liverpool, Belfast, Dublin, La Rochelle, Rochefort and Santiago de Compostela, and aimed to make travel to, from and around the Atlantic Area easy. The cities shared best practice and identified barriers and drivers for first time visitors. This consortium approach provided valuable information, from shared knowledge and experience, to feedback from the other cities on using the transport system when visiting for project meetings.

Project partners developed standards for public transport to encourage visitors and local people to use the services, instead of less sustainable modes such as cars and taxis. Using these standards the project successfully implemented:

- High quality local public transport services to and from Atlantic Area gateways; and,
- High quality multi-lingual information services.



### The INTEGRA concept

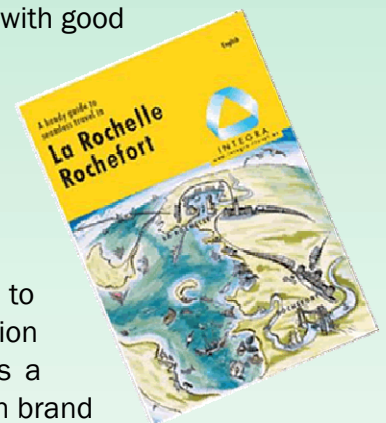
The PARTNER project identified the need for a common brand to represent the services and information products produced. When travelling between the PARTNER cities, travellers would recognise the brand, giving them confidence that high quality sustainable transport options have been created with the needs of travellers in mind.

The project developed the INTEGRA™ brand to connect and provide information on the many different public transport operations across the Atlantic Area. It is hoped people will, in time, associate the brand with good quality services, and lead to the brand being adopted by other high quality service providers across Europe.

INTEGRA is intended to be used in conjunction with local brands as a recognised European brand to symbolise good sustainable transport services (i.e. a quality symbol), and one which will be easily recognised by transnational travellers.

Multi-lingual information in INTEGRA-branded products will tell the traveller exactly what to expect, by providing information such as:

- What vehicles look like in each region/city (i.e. livery and brands of local transport);
- How to use sustainable transport modes (e.g. how to buy tickets, where to board, etc.);
- Easy to read route information; and,



- Other information targeted at a visitor to a region (e.g. tourist sites accessible by sustainable modes of transport).

## Next Steps

To continue successful adoption, INTEGRA needs to be widely publicised across Europe, and adopted by cities promoting sustainable tourism. On behalf of Merseytravel, TTR has continued the momentum of PARTNER, by building two new European Consortia to expand INTEGRA across Europe. Projects submitted to the INTERREG IVB & IVC programmes are:

- START - contains founder members of PARTNER, and new partner cities in the UK, France, Spain and Portugal, seeking to learn and build on the work in PARTNER by developing more high quality services to encourage sustainable travel. A web site will provide travellers with practical, detailed and complete information in their own language

on using sustainable transport services at their destination city/region; and,

- INSTIGATE - a project to build a network of cities to share, exchange and promote best practice across Europe, in order to promote sustainable travel by visitors to cities. The project consortium contains 16 partner cities in the UK, Ireland, France, Spain, Portugal, Italy, Poland, Greece, Lithuania and Romania.

Both projects aim to increase the adoption of the INTEGRA and share information to promote sustainable tourism. They will build a network of associate partner cities invited to take part in events and receive dissemination material.

If you would like to receive more information about INTEGRA, or become an associate partner of the START and INSTIGATE initiatives, please contact Mike Freeman.

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## The CIVITAS UK & Ireland City Network Sharing Sustainable Mobility Best Practice

TTR is supporting the CIVITAS UK & Ireland City Network, aiming to help local authorities move towards sustainable mobility in towns and cities.

The EU's 2002 CIVITAS Initiative helps cities achieve a more sustainable, cleaner and more energy-efficient transport system, by implementing ambitious and integrated policy and technology measures. The CIVITAS "family" boasts over 130 cities across Europe, learning from one another to develop truly sustainable transport systems.

The UK & Ireland CIVITAS City Network brings together technical experts, policy makers and politicians to share best practice in sustainable mobility, and to disseminate lessons from existing and previous CIVITAS projects, consistent with the eight CIVITAS measure categories:

- Clean Fuels and Vehicles
- Integrated Pricing Strategies

- Less Car Intensive Lifestyle
- Soft Measures
- Access Restrictions
- Collective Passenger Transport
- Urban Goods Transport
- Transport Management

Membership is open to all local, regional and Passenger Transport Authorities, in the UK & Ireland.

To find out more about the Network, or to register your interest in becoming a member, please email

[civitasuk\\_irelandnetwork@ttr-ltd.com](mailto:civitasuk_irelandnetwork@ttr-ltd.com).



## Travel Plans for Faith Destinations

TTR is developing travel plans at three key faith destinations in West London on behalf of the WestTrans group



of London Boroughs. The destinations include Neasden Temple (above) in Brent, NW London, St Mary's Church in Hampton, Richmond (right), and Hounslow Mosque. Neasden Temple, the largest Hindu temple outside India, is the first in Europe. Hampton Church was built in 1831 by the architect Lapidge, on a site dating back to 1342. Support and encouragement from the Vicar of Hampton Church to complete the travel plan questionnaire resulted in an almost 100% response from his congregation. The travel plan mirrors the ethos of the church, which has an environmental and ecological group.

The results showed St Mary's congregation are already very "green" – 34% walk to church, and 46% cycle or car share. The travel plan includes better travel information, benefiting the congregation and wedding visitors, and better cycle lock up facilities outside the church. Activities are planned for Bike Week in 2009. (<http://www.hampton-church.org.uk/index.htm>).

Work on a travel plan for Neasden Temple, in conjunction with the Temple Committee, has just begun. Previous work in 2003 and 2004 showed many concerns about bus services serving the Temple, and personal security in the area. A lack of signage directing visitors to the temple was also identified. (<http://www.mandir.org/index.htm>)

The third site is Hounslow Mosque, in West London, a prominent facility for Sunni Muslims.



A travel survey in May 2008 showed on a Friday, only 20% of the congregation travels alone by car, 25% walk, 35% car share and 16% take the bus. When

asked about the final part of their journey, 70% have a walk of more than five minutes.

Along with the three travel plans, TTR will produce a "Lessons Learnt" report detailing the pros and cons of the travel planning process. This will include an assessment of the technical methods used and the possibility of using iTRACEExtra in the future. The final report will include recommendations for promoting voluntary travel plans in London in the future.



## Helping Fleet Operators Improve Efficiency, Reduce Operating Costs and Reduce Environmental Impact

TTR has been appointed by the South Yorkshire CARE4AIR programme ([www.care4air.org](http://www.care4air.org)) to develop and manage its ECO Stars Fleet Recognition Scheme for four local authorities: Barnsley, Sheffield, Rotherham and Doncaster.

The Scheme recognises the commitment of fleet operators of vans, trucks, buses and coaches, to improve operational efficiency and reduce environmental impact. Operators with cleaner vehicles, fuel management programmes and other best practice measures, will be assessed and issued with star ratings for both individual

vehicles and their whole operation. Members get a range of benefits, including star decals for vehicles and a bespoke operational improvement "road map", recommending measures to progress to higher star ratings.

To find out more about the Scheme, operators should contact TTR on 01543 416416, quoting "ECO Stars", or email [ecostars@ttr-ltd.com](mailto:ecostars@ttr-ltd.com).

This project builds on TTR's expertise in providing support for fleet operators in developing and implementing fuel management programmes and controlling fuel consumption throughout the operation, including fuel selection, purchase and storage. TTR's specialist expertise with cleaner fuels and vehicles and the driver incentive schemes essential to ensure longer-term benefits, can help operators make real savings, both financial and environmental.

To find out more about TTR's fleet fuel management programme support capabilities, contact Chris Douglas on 0117 907 4130.

## The CURACAO Project

The CURACAO Project (Coordination of Urban Road User Charging Organisational Issues), coordinated by TTR, continues to progress. Its aim is to coordinate research and monitor the results of road pricing in urban areas as a demand management tool.



Early in 2008, the project's second seminar was held in the City Hall, Amsterdam. Papers were presented on road pricing schemes in London, Rome, Stockholm and The Netherlands. There was a particular focus on the results of the "Spitsmijden" scheme - Dutch for "avoiding peak traffic" - which successfully used targeted financial incentives to encourage regular drivers to find alternatives to driving at peak times.

The project's second annual State-of-the-Art Review of road pricing research and good practice was published in July 2008, drawing on schemes in London, Stockholm and Rome and the latest academic research from around the world. This document, and other project details, is available on the CURACAO project website at [www.curacaoproject.eu/state-of-the-art-report.php](http://www.curacaoproject.eu/state-of-the-art-report.php)

A number of UK local authorities are members of the CURACAO User Group, meeting to exchange experience and ideas on road pricing and related issues. Other local authorities are welcome to attend User Group meetings or to obtain information from the CURACAO knowledge base. Further information is available from the Project Manager, Chris Humphrey, on 0117-907 6521, and at [chris.humphrey@ttr-ltd.com](mailto:chris.humphrey@ttr-ltd.com)

## B&Q Store Travel Plan Receives Local Authority Award

A travel plan produced by TTR has recently won a Travel Plan Award. TTR is contracted by B&Q plc to provide support for developing, implementing and evaluating travel plans in stores across the UK. Each plan sets out a long-term strategy for reducing employees' car travel, by raising awareness of, and facilitating, sustainable transport alternatives and identifying potential improvements to infrastructure. Recently, in close collaboration with the client, a travel plan for the B&Q Warehouse at Boulevard Retail Park, Peterborough, has been produced.

The travel plan was successful in the Fourth Annual Cambridgeshire and Peterborough Workplace Travel Plan Awards, a Cambridgeshire County Council / Peterborough City Council scheme. The plan was assessed and recognised as meeting the criteria for the 'Step One' award. B&Q and TTR provided evidence demonstrating staff commitment to the store travel plan and clearly identifying its scope.



## TTR Moves to Central London

On September 2nd, TTR moved its London Office from Croydon to a more central location, in Broadway, just off Victoria Street.



TTR Executive Director Kieran Holmes says: *"Moving to Central London is an important move for the company. Our new office is close to some of our major clients, including the Department for Transport and Transport for London. This will enable us to continue to*

*work closely with these organisations, to deliver the personalised service for which TTR has become well known."*

The office will continue to be managed by Sarah Clifford (Associate). The new contact details are:

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