Advancing Sustainable Transport in Urban areas
To promote Energy efficiency

Start & End: February 2006 to January 2009
Total budget: €1.8m (Intelligent Energy Europe – STEER)
Lead Partner: London Borough of Bromley / LEPT
The London European Partnership for Transport

Coordination

Implementation

Preparation

Dissemination
ASTUTE: Partners

LONDON (UK)
- LB Bromley = Lead Partner
- Creative Environmental Networks

GRANADA (SPA) City council: International centre urban studies

DUBLIN (IRE) CODEMA Clean Urban Transport NGO

BUDAPEST (HUN) Studio Metropolitana Urban Research Centre

GRAZ (AUT)
- City of Graz Council
- FGM-AMOR Austrian Mobility Research

SIRACUSA (ITA)
- MEDORO Research Centre
- University of Catania
ASTUTE: Main Objectives

• Identify and overcome Barriers
• 10% increase in levels of cycling and walking
• Tried and tested Best Practice Toolkit for sustained application across Europe: 1500 Free DVDs
• Disseminate Best Practice further via ASTUTE Agents in 6 New Member States
• 50+ businesses with a Workplace Travel Plan (Mobility Plan)
• Equivalent reduction in Co2
ASTUTE Step 1
Defining the barriers
Benchmarking Report

- Stakeholder Consultation
  - 10 Launch events across the EU
  - New Member States Forum - 17 cities
  - 100+ stakeholders

- Barrier analysis and definition
  - 44 sub barriers
  - Distilled into 10 main barriers

- Best Practice Collation
10 Barriers to the uptake of Cycling & Walking

1- Safety and Security Concerns
2- Lack of Infrastructure and Support
3- Poor Public Perception and Lack of Awareness
4- Inadequate Urban Environment and Design
5- Accessibility and Health Issues

6- Congestion and Air Pollution
7- Lack of Public Sector Support
8- Lack of Education and Training
9- Lack of Private Sector Support
10- Inadequate Information
Breakdown into Sub barriers

Example - Inadequate Information

• Lack of information on how to reach destination safely
• Lack of information about walking/cycling routes
• Lack of convenient signage on walking/cycling routes
• Ineffectiveness of promotional campaigns
• Lack of information about walking and cycling facilities
• Lack of skills to promote walking and cycling amongst businesses and citizens
• Insufficient communication between city departments and citizens
ASTUTE Step 2
Draft toolkit of Best Practice
Draft toolkit of Best Practice

• Desktop exercise

• Link with walking and cycling EGs PIMMS database

• Quality Control Workshops
  • London (Jan 2007) & Brussels (Feb 2007)


• Compatibility with ELTIS database

• 130 examples +
ASTUTE Step 3
Toolkit Testing & Overcoming Barriers
Toolkit Testing & Overcoming Barriers

- Partners identify local barriers
- 15 month toolkit testing period to increase walking and cycling locally
- Toolkit tested for transferability
- Where no relevant case study available, partners research and insert additional ones
ASTUTE Toolkit - Quick Search

Search for a mode

Cycling

View schemes by Barrier

Accessibility and Health

- Accessibility and Health

Search

View a specific scheme

Bike to work in Switzerland

View
You searched using the following criteria:

Barriers: Lack of competence of citizens/organizations and lack of power to enforce their interests, Low fitness levels among citizens

**Bike Week (London Borough of Merton) - Development of the Merton Cycle Campaign - United Kingdom**

To promote the bike as a means of regular transport as well as for leisure. The problem with most of these campaigns is that is difficult to measure their success and therefore the impact on the target groups in regards to sustainable and healthy travel. This also makes cost benefit analysis, when justifying the budget and staff time, difficult. These campaigns would have a greater impact if they are set within the context of other combined measures. It is also unclear as to whether the cycling ever simply attract existing cycling enthusiasts or car users who may be convinced to change their travel mode.

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**Walk to school week (Redbridge) - United Kingdom**

To encourage parents to leave their cars at home when taking their children to school. The borough does 3 walk to school weeks and have done for the past 10 years. We encourage walking months rather than weeks.

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**Walk to School Week/ International Walk to School Month - United Kingdom**

What is “Walk to School? The Walk to School Campaign asks parents, pupils and teachers to think about their journey to an from school, and the many benefits of making it on foot. Over 50% of children don't walk to school regularly, and more and more pupils are being driven to school in a car. This trend is contributing to reduced physical activity and increased childhood obesity, urban congestion and air pollution. Each year, we organise two nationally recognised events: National Walk to School Week (21 to 25 May 2007), and International Walk to School Month (October 2007). We want people to see walking to school as an everyday activity, so we also run the WoW (Walk Once a Week) scheme which rewards pupils with a collectible enamel badge if they walk to school regularly. The very first Walk to School week took place in 1995 with just five primary schools. The following year the idea was launched as a national campaign and has continued to grow in size ever since. There are now two national focus weeks a year (early in the autumn term and during the summer term). In the UK, the campaign is managed by national campaign co-ordinator and overseen by a partnership involving Living Streets and the National Travelwise Association. The international ‘Walk to School’ campaign has been running since 2003, and has gained the support of 40 countries including America, Belgium, Canada, Australia and New Zealand. Increasing numbers of visits to the ‘Walk to School’ website...
Bike to work in Switzerland - Project Details

Scheme Background and Objectives

In 2005 the IG Velo Switzerland started a state-wide campaign to raise public awareness for active modes of transport (commuter cycling). Companies should take part in the event “bike to work” and motivate their employees to leave their car at home and instead use their bicycle as a means of transport.

Before the project about half of all employees working in the participating companies were insufficiently physically active and 30.7% of the participating employees did not use the bicycle before. This is why the project leader wanted to encourage people to start using their bicycles instead of taking the car, the bus or the train. Another goal of the campaign was more cycling promotion by the companies themselves. Furthermore the IG Velo Switzerland wanted to create a more positive image of cycling as a mode of transport for daily life activities.

Measures implemented

The companies participating in the campaign “bike to work” were asked to choose their own project manager whose task it was to present the campaign to his/her colleagues. They were supplied with detailed information about the event and with the registration form. It was then their responsibility to build groups of two three or four people. During the project duration of four weeks the participants had to use their bike as often as possible as a mean of transport to and from their work. In a “mobility diary” they had to mark how many kilometers they have driven. The participants who cycled to work on more than 50% during the project phase were included in a lottery where they could win interesting prizes.

Conclusions and Monitoring

All in all 21 Swiss companies participated in the campaign. Out of these 1332 employees actively took part in cycling to and from their work place. The project was highly accepted by all the people and even 95% of the non-participating employees claimed that the event was very reasonable.

It is now planned to carry out the event every year from now on. Therefore it is tried make the project self-financed (by the sponsoring of private companies and a fee for participating companies).
from European Countries.

**Main Contact**

<table>
<thead>
<tr>
<th>Organisation:</th>
<th>IG Velo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country:</td>
<td>Switzerland</td>
</tr>
<tr>
<td>Contact Name:</td>
<td>Gregor Zimmermann,</td>
</tr>
<tr>
<td>Telephone:</td>
<td>+41 31 318 54 11</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:gregor.zimmermann@igvelo.ch">gregor.zimmermann@igvelo.ch</a></td>
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**Scheme Details**

<table>
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<td>PIMMS Domain:</td>
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<td>Accessibility and Health</td>
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<tr>
<td></td>
<td>Low level of environmental and health awareness among citizens</td>
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<td>Low fitness levels among citizens</td>
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<tr>
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<td>Lack of Private Sector Support</td>
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<tr>
<td></td>
<td>Inadequate resources and knowledge by employers to implement travel plan</td>
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<tr>
<td></td>
<td>Inadequate incentives by employers to encourage walking/cycling to the workplace</td>
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<tr>
<td></td>
<td>Inadequate facilities of walking/cycling in the workplaces (cycle park, changing room, shower)</td>
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</tbody>
</table>

**Public or Private Sector**

Private

**Critical Success Factors**

- 21 businesses have actively taken part in the initiative. 1332 employees have actively taken part in cycling to and from their workplace.
- The scheme was so successful that it continues today.

**Other Comments**
Stadium Best Practice Database - Advanced Search

Advanced Search - choose one or more options from the criteria below then click on search button at the bottom of the page:

**Barriers and Sub Barriers**

**Accessibility and Health**

- [ ] Exclusion of people reduced mobility/minority/elderly/residents living areas difficult to access
- [ ] Lack of competence of citizens/organizations and lack of power to enforce their interests
- [ ] Low fitness levels among citizens
- [x] Low level of environmental and health awareness among citizens

**Congestion and Air Pollution**

- [ ] Level of car traffic and air pollution
- [ ] Reduced accessibility for businesses due to congestion
- [ ] Unbalanced level of utilization on public transport vehicles

**Inadequate Information**

- [ ] Ineffectiveness of promotional campaigns
- [ ] Insufficient communication between city departments and citizens
- [ ] Lack of convenient signage on walking/cycling routes
- [ ] Lack of information about walking and cycling facilities
- [ ] Lack of facilities to support walking and cycling
### ASTUTE Database - New Case Study

<table>
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<tr>
<th>Scheme Title</th>
<th>London Borough of Lewisham Staff Travel Plan 2004 - present</th>
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<tbody>
<tr>
<td>Organisation/Contact</td>
<td>London Borough of Lewisham / Jackie Short</td>
</tr>
<tr>
<td>Country</td>
<td>UK</td>
</tr>
<tr>
<td>Telephone (Inc. Country Code)</td>
<td>020 8314 2187</td>
</tr>
<tr>
<td>Email Address</td>
<td><a href="mailto:Jacqueline.shott@lewisham.gov.uk">Jacqueline.shott@lewisham.gov.uk</a></td>
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### Funding Source
Approval obtained from Politicians to charge staff for parking permits: revenue ring-fenced to employ permanent Workplace Travel Co-ordinator to implement and develop the strategy.

### Background and Objectives
Staff Travel Strategy aimed at encouraging council employees to question their need to travel and if the journey is appropriate to use the most sustainable mode of transport. This is for commuting and travel in connection with the course of their business. Incorporates site specific travel plans for Carford Complex and Wearsides Service Depot, which are the largest workplaces accommodating majority of staff working for Lewisham Council.

### Measures Implemented
Policy document approved by Mayor and Cabinet and adopted as a Corporate Strategy for staff. Approval obtained to sell permits to staff to park in staff car parks and revenue raised ring-fenced to employ permanent Workplace Travel Co-ordinator to implement and develop the strategy.
Overcoming Barriers – LB Bromley

LB Bromley – Barriers

1) Poor public perception and lack of awareness
2) Accessibility and health issues
3) Safety and security concerns
4) Inadequate Information
5) Lack of Private Sector Support
Overcoming Barriers – LB Bromley

1) Poor public perception and lack of awareness
   Rural borough, commuting by car 69%
   • 50-50 Challenge à la Switz IG Velo
   • Politician took part
   • Intranet Blog – share experiences
   • Winner will be entered into the new “Sustainable staff member award”
Overcoming Barriers – LB Bromley

1) Poor public perception and lack of awareness
   • Mobility Plan launched à la LB Lewisham
   • 54% response to survey: 69% travel by car
     – 54% live 8km from work
   • Bike Pool – New Shower – Ironing board - Driers
   • Mobility Plan intranet site
     – Maps
     – Cycle Training
     – Directions to showers
   - Induction pack
Walking and Cycling To Work

The Civic Centre has a number of facilities which give staff the option of walking and cycling to work.

Shower Rooms and Laundry Room (2 tumble driers, iron, ironing board, clothes horse)

You’ve often wanted to cycle to and from work, or during work hours, but have been worried about your clothes getting creased, or needing to freshen up... don’t fret! Our 2 Shower Rooms (one with adjacent laundry room) will allow you to make sure you’re looking and smelling sharp for your meeting!

For locations and drop code

Bike pool

We have 8 bikes (and helmets) available for staff to use for work journeys or, you can loan out a bike for a few weeks to see how you on commuting? To join the bike pool, contact Andy Mills or Sarah Baker in the Road Safety team who will sign you up and give you an assessment and a bike code. Then you can easily book a bike by going to MS Outlook Public Folders as follows: Public Folders/All Public Folders/ Group Calendars/ Environmental Services/ Bike Pool. Your bike will be waiting for you on the bike rack side the St Blaise building!

Clothes lockers

There are distributed all across the campus, you’ll be able to find one close to your desk and not have to worry about your cycling gear, towel or clothes hanging up the office!
DIRECTIONS TO SHOWERS

Location of New Shower Room, Tumble Driers, ironing board and clothes horse; Behind the stage of Great Hall – accessed externally

External door into corridor at rear of stage
SHOWER ROOM KEY CODE
C3568Z (external door)
Entrance. Follow corridor ahead. First door on the right.
Then tumble driers to the right.
Overcoming Barriers – LB Bromley

2) Poor Accessibility - Town Centre

- Attitudinal surveys of public – 63% improved walkability!
  - 61.5% “segregated bus stops more convenient”
  - 67% “improved access for wheelchair / push chair users”
  - 14% “walkability affects my decision to visit Bromley”
3) Safety and security concerns

- Cycle training for 1500 school children - Levels 1, 2 and 3 *NEW EG*
- New monitoring surveys – send to parents 1, 3 and 6 months after training
- Calculate averted car trips to school: equivalent Co2 reduction and calories burned
Overcoming Barriers – LB Bromley

4) Inadequate Information

- London cycle maps
- Bus and train frequencies
- Bromley Street Maps
- Innovative pocket street maps: “how long to walk”… Evaluation

NEW EG
Overcoming Barriers – LB Bromley

5) Lack of Private Sector Support

- 2007 Shopping Centre Travel Plan: The Glades: 120 shops, 2000 staff, 6m visitors
- 200 PTPs
- Board established
- Transport Management Association £150k, 3 years
- Glades ££ buy in
ASTUTE Step 4
ASTUTE Agents - call for interest
ASTUTE Agents - call for interest

- 6 New Member States to appoint ASTUTE agents: BUL, HUN, LITH, ROM, POL, SLO
- Agents receive Training on Mobility Management & ASTUTE toolkit, London Dec 08
- Agents to set up local networks: 25 technicians and politicians
- Seminars in 6 capitals to disseminate, 2009
Apply for ASTUTE Toolkit DVD!

- Dec 2008 – DVD toolkit available in 10 European languages
- Public and private sector orgs to overcome many barriers to increase walking and cycling
- Join the waiting list! Just hand in your business card or email Paul.curtis@lept-eu.org

ASTUTE final conference 5 Dec 2008 – London
Thanks for your attention

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LEPT
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