



An ECOtravel day was recently held on the 5th June 2004 in Lord Street (Liverpool City Centre). This day was used to highlight the benefits of sustainable travel and showcase the work of the ECOtravel Information Bureau and CATCH. The day also launched the city wide Green Transport Festival (GTF). The event was advertised through Merseytravel, on local radio, on the ECOtravel website and through many other means. Over 1000 people attended the event which showcased Liverpool City Council's new Honda IMA, a Toyota Prius and their LPG fuelled delivery van. The public commented on the fact that the exhibitions from Merseytravel, Liverpool City Council, TravelWise, The University of Liverpool, Merseyside Cycle Campaign and others were very useful and informative and they would welcome more events in the future. The profile of the ECOtravel bureau was raised and the CATCH project was highlighted.



Further information about ECOtravel can be found at <http://www.ecotravel.org.uk>
Contact: Stephen Finnegan
stephen.finnegan@merseytravel.gov.uk

European Day in Suceava, Romania

The City of Suceava in Romania has promoted CATCH during its celebration of European Day, an annual event held every September. The Low Emission Zone within the city centre was closed off to all traffic. A vibrant display of stalls promoted alternative traffic solutions, pedestrian and cyclist facilities and LPG cars were on display. Many of the activities were aimed at children, with fun events such as roller skating, cycling and running taking place on the closed-off roads. The popularity of the event and the high number of residents that attended was very positive and the Municipality of Suceava are confident that the goals of increasing awareness and knowledge of sustainable transport and informing people about the specific measures being implemented in the city were met.



for more information, contact: Alan Lewis, CATCH Project Manager, tel: +44 (0) 115 941 1141, e-mail: alan.lewis@ttr-ltd.com



for more information, contact: Dan Dura, Suceava Municipality, e-mail: dandura@primariasv.ro



CATCH is a demonstration project in the European Commission's Life-Environment Programme. It supports the EC's Sixth Environmental Action Programme by promoting sustainable mobility in order to improve air quality. CATCH is being implemented in Liverpool (UK), Suceava (Romania) and Potenza (Italy).



catch NEWS

CATCH Final Conference, June 2005, see website

Issue 2
September 2004

Mobility Management Plans

Many residents of Liverpool city centre are being given extra incentives to use public transport and to walk and cycle. Mobility Management Plans have been created by initiating partnerships with property developers, undertaking surveys with residents and developing a package of sustainable travel measures.

Partnerships

Trying to convince the private sector that caring for the environment is a worthwhile venture is not an easy task. Like most private sector companies, many property developers are still yet to make the link between superior environmental performance and financial performance.

Back in 2002, the CATCH project set itself the challenge of convincing Liverpool's city centre housing developers that assisting residents to travel by more environmentally friendly forms of transport was a good idea and would benefit everyone. After two years of hard work, there is much to report and many lessons to be learnt.

The Merseyside TravelWise team enthusiastically approached a wide range of city centre housing developers with the hope of setting up effective partnerships. The majority of companies unfortunately showed little interest in green travel and city centre air quality. One company that had a more positive attitude was The Maritime Housing Trust. This key Merseyside city centre housing developer considered Mobility Management Plans to be of great benefit to existing and potential residents. Maritime have allowed the TravelWise Team to undertake surveys and site assessments at five of their city centre sites and it is hoped that residents will benefit from travel information boards

containing innovative leaflets such as Liverpool's Calorie Map, travel discount packs, personal travel advice and improved cycle storage facilities.

Despite this progress with The Maritime Housing Trust, a lot of effort has been required to convince and persuade the organisation to support the scheme and physical measures such as improved cycle storage and information displays have not yet been authorised. Negotiations continue and it is hoped that some middle ground can be found. It seems that the key to developing effective partnerships is to find this middle ground where the interests of all parties can be met.

Further efforts are being made to form effective partnerships with other major city centre and student housing developers in Liverpool and local cycle training providers Cycling Solutions. A local cycle shop has also agreed to supply and maintain bicycles and to offer discounts.

Continued on page 2

CATCH Papers and Reports inside





Cycle storage given low priority next to the bins!

Residents were also asked to record their travel movements over a set period of time (travel diary) in return for free travel vouchers.

Sustainable travel measures

As a result of survey responses, the following initiatives were undertaken with the pilot sites:

- u Cycling information and maps, cycle training vouchers and discount vouchers for a local cycle shop (Cycling Solutions);
- u Walking information and the Liverpool Calorie Map;
- u Individual Journey Plans with a week's free travel pass;
- u Information points are being installed;
- u Request for cycle parking improvements made;
- u Provide and maintain pool bikes;

It is too early in the CATCH project to monitor the success of the initiatives listed above as some schemes are in their infancy and others are still being negotiated. Despite this, a number of important lessons can be learnt from the pilot. The first is that marketing schemes that involve direct contact with residents have generally proved to be more effective. The second is that, without appropriate planning policy, housing developers generally tend to provide sub-standard facilities for cyclists and once such facilities have been put in place, any requests for improvements are limited in their credibility (see the next section for more detail).



There are no set standards for the quality of cycle storage areas

Surveys

A survey was conducted with the residents of Maritime's city centre properties. The results showed that the majority of respondents were aged between 25 and 39, had no children, were male and moved to the city centre due to the close proximity of amenities. Over half of the respondents (56%) had access to a private car, with 44% having no access to a car. Many residents stated that they walked to the wide variety of local amenities located within a mile of their house.

When respondents were asked what would encourage them to walk and cycle more often, it was the health benefits provided by these forms of transport that appealed the most (76% of respondents said that improved health and increased exercise would encourage them to walk and 61% said that this would encourage them to cycle). More designated cycle routes, cycle storage at home and work and better street lighting were also considered to be very important.

The Planning System

The planning system can be used to ensure that new housing developments encourage sustainable travel. The enforcement of planning conditions at the design stage of a development can ensure that cycle storage is of a high standard for example.

Throughout the pilot scheme, meetings were held with representatives from the planning authority to discuss the impact of planning decisions on air quality and traffic generation. The need to require travel plan development, high quality sustainable transport infrastructure and car park management schemes at a range of sites was discussed in some detail. At present, simple requirements placed in planning permissions were found not to be effective in securing the desired outcomes. For example, although cycle parking was required at the five city centre developments in accordance with council standards, the quality of infrastructure put in place was never defined and the final results were

therefore inadequate. Agreement has been reached to produce a Greater Merseyside Supplementary Planning Guidance (SPG) on transport which will provide the opportunity to standardise requirements relating to transport infrastructure provision, planning agreements, travel plans, enforcement and monitoring. This document is currently in preparation and will have to be integrated into the new planning frameworks being introduced this year.



Karen Booth,
CATCH Project Co-ordinator,
e-mail:
karen.booth@merseytravel.gov.uk



CATCH Papers and Reports

Papers

Finnegan, S; Tickell, G and Booth, K (2004) Sensitivity in the operation of conventional and alternatively fuelled Public Service Vehicles on Merseyside. Proceedings of the Tenth International Conference on Urban Transport and the Environment in the 21st Century. Urban Transport 2004. Dresden, Germany.

Finnegan, S; Tickell, G and Booth, K (2004) A Life Cycle Assessment (LCA) of Alternative Fuels in Transport Operation. Proceedings of the International Conference on Transportation Systems Planning and Operation 2 p.559-569. Indian Institute of Technology, Madras, India.

The CATCH Project, Clean Accessible Transport for Community Health – Booth.K, Hall.D and Lewis.A (2004).

The Foresight Vehicle Initiative, comprehensive Health Impact Assessment (HIA) and proposals for the 'CATCH' HIA – Abrahams.D (2003).

Reports

The Route to Cleaner Buses: A Guide to operating cleaner, low carbon buses – Energy Saving Trust (2003).

Liverpool City Centre Movement Strategy (Summary), Liverpool City Council (2004).

Copies of these papers and reports are available online at the CATCH website (<http://www.cleanaccessibletransport.com>) or by contacting Karen Booth (karen.booth@merseytravel.gov.uk) or Alan Lewis (alan.lewis@ttr-ltd.com).