



September 2007

Dear Reader,



Welcome to the third CIVITAS SMILE Newsletter! Now that the half-way point of the project has been passed, it's possible to say that the vision of cleaner and improved transport services in the five cities of the consortium is becoming a firm reality. In this issue you can read about the opening of a new escalator system in Potenza, the installation of equipment to provide better information and priority for buses in Tallinn, the updated public transport system in Suceava, the expansion of the car club in Norwich and how more children are walking to school in Malmö. All of the hard work put in at the site level in CIVITAS SMILE and the other projects is now paying off, with some of the results feeding into the European Commission's Green Paper for Urban Transport, to be published in the autumn of 2007.

As the delivery of the measures continues, it is also important to reflect upon the implementation process, in order to capture the 'lessons learned' from the work undertaken in CIVITAS SMILE. These lessons can be shared with other cities in the CIVITAS family, helping our colleagues to implement good practices and avoid the known pitfalls. In this issue you can read about the results of eco-driving in Malmö and the success of the Shop and Go scheme in Norwich.

Alongside the measures themselves, the cities continue to carry out publicity and dissemination activities that promote the uptake of more sustainable forms of travel behaviour. In particular Norwich's work in this area was rewarded at the very highest levels of government (see inside!)

I hope that you enjoy this issue of the newsletter; please pass it on to anyone else who you think may be interested in hearing about our work.



Chris Humphrey  
Project Dissemination Manager

## THANK YOU!

Once again it's time to give our thanks to staff who have left the project over the last six months. Deserving special mention are Claire Sullivan, who did a superb job as Local Dissemination Manager for Norwich. Patrik Widerberg (Technical Manager and Site Manager for Malmö) and Dr Alessandra Improta (Site Manager for Potenza) who contributed so much to CIVITAS SMILE at both the project and site levels. We wish Alessandra, Claire and Patrick the best of luck in their new roles. Sharon Stone takes over as Norwich LDM, while Magnus Fahl is the new Site Manager for Malmö. Welcome to the team!

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## MESSAGE FROM THE PROJECT LEADER

The spring of 2007 marks the entry into the third year of the SMILE project and as such, the period has been decisive for many of the measures in our cities. As one important purpose of the project is to test new methods of achieving sustainable transport within cities, it is becoming clearer which strategies work better than anticipated and which are not as successful as anticipated. In the case of the former, plans of expansion are developed and in the case of the latter, the focus has been to re-think and re-design the measures to find alternative solutions to achieve their objectives. The energy and determination to make solutions work is visible throughout the project and has definitely helped overcome several problems. It's particularly pleasing, also, to see that Norwich has been able to further capitalise on their established momentum to introduce SMILE to the (former) British Prime Minister Tony Blair! (more about this inside)

Jesper König

## The Initiative for cleaner and better transport in cities CIVITAS – A European approach

**CIVITAS** - cleaner and better transport in cities - stands for **City-VITALity-Sustainability**. With the CIVITAS Initiative, the European Commission aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference to the welfare of European citizens.

The Initiative supports 8 projects involving 36 cities. In addition, more than 80 other cities are members of the CIVITAS Forum that provides a platform for the exchange of best practice, ideas and experiences. Find more information on the CIVITAS Initiative and on all projects at <http://www.CIVITAS-initiative.eu>  
The CIVITAS objectives are:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures;
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures;
- to build up critical mass and markets for innovation.

## Sustainable urban transport for the Europe of tomorrow SMILE – Bringing CIVITAS onto the road

**CIVITAS SMILE provides the strategy to combine a set of measures to develop an intelligent, sustainable and intermodal city transport system, making it possible to live an active life independently of private car use and ownership.**

The project addresses these issues by promoting bio-fuels, clean vehicles and intelligent travel from door to door in order to improve urban air quality, safety and security and increase the quality of life and health of all citizens, irrespective of social status or gender. The cities will work together to demonstrate and evaluate what is required to ensure the rapid deployment and take-off of clean urban transport systems in cities in the EU.

The objectives of CIVITAS SMILE are to improve urban air quality, create a sustainable, safe and flexible traffic system that improves the quality of life in two leading cities, Malmö (Sweden) and Norwich (UK), and in three follower sites, Tallinn (Estonia), Suceava (Romania) and Potenza (Italy). It will reverse the current trend of increased use and ownership of cars by promoting sustainable alternatives and stimulating efficient and clean city distribution of goods. CIVITAS SMILE brings together 29 partners in total who will implement 51 demonstration measures, which will reduce damaging emissions from city traffic. In the long run it aims to create a modal shift towards public transport, cycling and car-sharing.

The measures are divided into 8 work packages following the policies of the CIVITAS programme. The measures in CIVITAS SMILE are expected to have a significant impact in solving the problems of:

- dependency on fossil fuels
- competitiveness of clean vehicles and alternative fuels
- congestion in urban areas
- deteriorating environmental quality in the cities, i.e. air and noise
- security in the city
- social inclusion and equal opportunities
- road safety
- economic efficiency and competitiveness of the cities
- fall in the modal share of public transport

<http://www.civitas-smile.org>





## NEWS FROM THE CITIES



City of Malmö



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### Schoolchildren lead the way to school in Malmö



Three pilot schools have worked successfully during 2006 in a project with the objective of decreasing the number of school children being driven to school in cars by parents, to benefit the environment as well as personal safety and health.

During 2006 three pilot schools in Malmö; Kulladalskolan, Risebergaskolan and Ängslättsskolan have worked on an awareness campaign focusing on the schoolchildren's journey to and from school. In each school, a large map of Europe has been posted. Every morning upon arrival the children tell how they travelled to school that day. If their travel to school has been done in a sustainable way, the length of the "journey" is added to the existing length and the progress is marked in either walking or cycling terms on the map.

Helene Östberg at the Streets and parks department in Malmö tells us that some of the children have already walked as far as from Malmö to Barcelona.

To celebrate all sustainable school commuters, the Streets and Parks department organized a surprise party for everybody on a rainy winter morning. The school children were met by music and circus artists and everyone who had walked to school was given a shoeshine kit. The winner of a drawing competition on the theme "my ideal way of going to school" was also presented with a sweater with the drawing printed onto it, and their class was given some prize money.

Helene says "Clearly the ideal way to go to school viewed by the children is through nature with lots of greenery and very few cars on the drawings. One of the boys had even drawn his ideal way to go to school was being on a boat".



City of Malmö

### Tony Blair thanks Norfolk team



Josie Barnett in the School Travel Plan team was invited to a reception at 10 Downing Street on Monday 21 May. The evening event, to say thank you for great work, was hosted by then Prime Minister Tony Blair. Josie said of the reception: "The Prime Minister made a short speech thanking myself and about 35 other people for their excellent work helping to establish new areas of public service, such as our School Travel Plan work within CIVITAS Smile"

She added: "After the speech Tony Blair mingled and I was fortunate to have a short chat, be able to shake his hand and had a photograph taken."

"We also saw state rooms at Number 10 and had a tour of the Downing Street offices. And, I was given a signed history of No.10 with the message - 'with thanks for your hard work and dedication... Tony Blair'. It all went very well."



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## Prize Winners in Suceava



The most anticipated event in Romania for the past years - the accession to the EU structure, when Romania became one of the newest members of the EU - provided a good opportunity to further the process of changing citizens' views and increasing acceptance for European environment policies. In this favourable context actions were developed to raise awareness about the recent progress and outcomes of the SMILE project. The City Hall of Suceava organised two important events: a New Year party (marking the beginning of Romania's European full membership) and, an outstanding event to celebrating 50 years of the European community, held on May 9th.

A New Year party, set up in the city centre in the LEZ area, brought together a large group of people, ready to become European citizens together. May 9th was another opportunity to bring people together; to consult them and get their full support for project actions, and to hand over leaflets designed for the project activities dissemination.

Besides the on street events on May 9th, the project dissemination team organised an open competition within two schools (a secondary-school and a high-school), stressing themes like European values, mobility issues, security of walking and traveling, pollution factors and quality of life, all making reference to the SMILE implementation stage. The winners were awarded with prizes consisting of promotional materials received from CIVITAS GUARD - ball pens, memory sticks, post-cards and CIVITAS SMILE stickers. These actions raised the interest of pupils and affected all of them, helping to ensure that the SMILE project measures, described in terms of knowledge about impacts upon our current and future lives, were understood and accepted by these young citizens, in whose hands we lay the future of our community.



Their attitude towards such matters will influence the quality of life both in Suceava and at national level, and will help to align Romania with other countries that are making efforts to save the environment.

## The citizens of Malmö defied the weather

**MYCKET  
BIOVÄDER  
NUFÖRTIDEN?**

Det är inte längre kallprat att snacka väder. Tvärtom, det är världens mest angelägna ämne! Därför kommer här ett hett tips: Se Davis Guggenhelms film "En obekvämlig sanning" om global uppvärmning och om hur vårt sätt att leva påverkar klimatet. Du kommer ha något att prata om hela 2007.

Malmö stad visar filmen  
**EN OBEKVÄM SANNING**  
Biograf Spejeln 27, 28, 29 december kl. 15 & 17  
Entré 20 kr. Välkommen!

Biljetter kan bokas och hämtas på Spejeln, Stortorget 29, från och med 23 december. 040-125978, www.spejeln.nu

www.malmo.se

The CIVITAS SMILE project, organised through the Streets and Parks Department, showed the film, "An Inconvenient Truth" during Christmas 2006. The theatre was almost full; as the weather was clearly "cinema weather".

Through advertising in the local newspaper, Sydsvenskan, the citizens in Malmö were invited to watch the much disputed climate film by Al Gore. The film was shown twice daily between the 27<sup>th</sup> and 29<sup>th</sup> December.

On premiere day, the theatre was not full, but the rumour spread and the theatre quickly filled. After three days, 584 people had seen the film. In the trailer for the film, a connection was made between the rather unusual winter weather at the time and the current climate change debate: the main message being "Rather typical cinema weather these days, isn't it"?

The audience were offered information concerning Malmö's measures in regards to sustainable transport actions. People were also asked to fill in a form with New Year resolutions: in total 464 people filled in at least one climate resolution such as "leave your car behind, if travelling less than 3 km".

The organizers received very positive feedback from the film. Many people said, "You have to show this film to more people, everyone has to see it". Heléne Östberg in Malmö tells us that they are currently looking at a concept to allow showing the film in other settings and on other occasions.



City of Malmö

Information has been distributed to all schools in Malmö, informing them how they may obtain a copy of the film at a low cost, to enable the film to be shown in class. The film has also been shown at an "Inkonst" event, and there is an idea currently being worked on to allow all employees of the city of Malmö to see the film.



## Action within Public Transport in Tallinn



The hot summer weather has arrived in Tallinn giving the best conditions to implement priority and information systems in public transport. A Swedish company called Thoreb AB (executor of the procurement contract) has commenced the installation of equipment for priority and information systems. 12 Tallinn Bus Company buses and 5 Tallinn Tram and Trolleybus Company trolleybuses are now completely equipped. By 31<sup>st</sup> August, the executor has to complete the installation of 20 buses, 10 trolleybuses and 26 intersections, as well as all the depot-servers and antenna-receivers for collecting the data from vehicles.

During this period the City of Tallinn also carried out the next tendering procedure of public procurement called "New traffic schemes on the public transport's priority area". The executor, an Estonian company called K-Projekt AS, has prepared schemes and (gathered) data for entering it into a GIS-chart of Tallinn city.

The experiences gained from the SMILE project have also been very useful in the preparation of a CIVITAS Plus project. Whereas Tallinn is implementing only two measures within CIVITAS SMILE, CIVITAS Plus incorporates 11 ambitious measures.



## EcoDriving saves money in the City of Malmö



Within CIVITAS SMILE more than 2000 employees in the City of Malmö will receive EcoDriving training. Roland Zinkernagel at the Environment Department is measure leader and tells us about international interest in the training.

During spring 2007 the EcoDriving training sessions took off for real. The first department was the Environment Department, followed by Street and Parks Department. After the first two pilot departments the others will follow. The first half of the city will get their training during this year and the rest during 2008. During wintertime there is no EcoDriving training.

The EcoDriving training consists of a driving session with a teacher and theoretical session. Two journeys are made, first with their "usual" driving and then one more with guidance from the teacher in EcoDriving. The fuel consumption is measured by a special meter and the differences are calculated.

"Even the people who are already aware of methods of EcoDriving can save more fuel. It is often possible to use less than 1 litre of petrol per 10 kilometres in mixed city traffic" says Roland."

Norwich in Great Britain, which also participates in CIVITAS SMILE, has shown interest in EcoDriving, but so far there are no traffic schools teaching EcoDriving in Norwich. "The traffic schools we are working with, Wendels and Kristianstads nya trafikskola, have shown interest in going to Great Britain and arrange training for trainers" says Roland.



## National liftshare Day - Norwich



How best to mark an occasion? Send a card! In this case a 'Happy National liftshare Day' card highlighting the benefits of joining the University's lift-share scheme with support from CIVITAS SMILE.

Established in 2002, the University liftshare database helps staff and students to find someone to share with. UEA understands that in order to share, people may need to compromise on journey arrangements and it rewards those who share by providing less expensive parking, reserved spaces and a guaranteed get you home scheme. National liftshare day presented an opportunity for the Personal Travel Advisor to directly market the benefits of the scheme to the many drivers across the University. The bright, cheerful card, featuring the University's Travelbug, was distributed widely and resulted in a number of additional hits on the travel and transport website.



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## Public Transport new look in Suceava - Bus fleet extended



Local public transport in Suceava is nearly exclusively offered by SC LTC (Local Transport Company), which as a result of the acquisition of new buses is able to respond to a higher degree to the needs for mobility of the local community. Initially, the projected public transport bus fleet included 15 new buses and 9 old vehicles. They were designed to operate 8 routes, established after a thorough analysis and consultation with PT passengers. Of these, 4 were planned to become Eco-routes.

The other part of transport demand, not served by the bus fleet belonging to LTC SA, was subcontracted to a private company, consisting of an association of smaller firms authorised to operate public transport with minibuses. The collaboration and the contract signed between the City Hall and the representatives of this private partnership included severe clauses regarding the quality of transport provided and the compliance with the code of traffic rules.

The impact of this action was underestimated and the prestige of this fleet grew exponentially. This result made the CIVITAS SMILE project team determined to consider a further extension. Support from the political level was given to this initiative and, in May 2006, a new tendering process was organized. As a result, the City Hall procured an additional 15 buses, of the same brand and quality as the first 15 buses. Since 1st January 2007, when these buses became operational, the public transport has consisted of 30 new buses and only 4 old buses (with a view to modernize) and the services were extended. All 8 routes were declared Eco-routes and are operated solely with the clean vehicles. Information signs were designed to advertise the improvements. Private minibuses were re-directed towards secondary routes, where the buses are not efficient or do not fit in.

As a result of these changes, the public transport system has been entirely updated and renewed in structure and delivery, making public transport more popular to the citizens. In order to measure the impact, a full financial assessment of the new public transport system was carried out.



## Drop In Sessions in Norwich



The personal touch is making a real difference at the University of East Anglia as drop in sessions prove to be a real hit with the community. These one-to-one sessions allow staff and students to talk through with the Personal Travel Advisor what alternative means of transport would suit their lifestyle and get the right information, advice and support to make the change. Drop in sessions are being held throughout the university for staff and students to collect information on sustainable travel or to work with the PTA to develop their own Personal Travel Plan.

The success of the sessions lies in targeting a School or Division and scheduling the session to coincide with coffee/lunch breaks. Making contact with staff and students in this way appears to have a greater impact. Positive response rates are much higher than those seen with more traditional methods of direct marketing including e-mails or letters, which require the recipient to make contact with the PTA. A favourite comment from the many who attend these sessions is 'I've been meaning to ask you/contact you, but have not got around to it...'



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## Mobility Week in Potenza



employees, to choose alternative and sustainable ways of travelling. It is expected by the end of the project that high rates of modal split towards collective transport will be achieved. This will be facilitated by the inclusion into the local public transport of the "Ponte Attrezzato", a system of mechanized paths (26 escalators) and 2 inclined and 4 vertical elevators. Fifteen minutes are needed to walk the whole "Ponte Attrezzato" and go from "Monte Cocuzzo" to the "Porta Salza" terminal. New parking areas for private vehicles and extra-urban buses will be realized near the bridge so that people are able to get to the town centre by walking the "Ponte Attrezzato": Further escalators and elevators, connecting two other important areas of the town, will be realized in the following months to complete the supply of the mechanized mobility in the town. Other events and activities related to a better and sustainable mobility for the town will be organized and will involve residents, commuters and mobility operators.

A Mobility Week commences in October in Potenza. Two important events have been included on the agenda: a larger information campaign in relation to SMILE activities and the opening to the public of the "Ponte Attrezzato".

SMILE is helping people, and in particular the big companies'





## Suceava Publications



Suceava, in collaboration with one of their local partners GEC Bucovina, have implemented two projects: "Monitoring Technology for Air Pollution Designed for Reducing the urban transport impact on the environment" and "On-line Management System regarding Transportation and Road Traffic Information from Suceava City".

"Monitoring Technology for Air Pollution Designed for Reduction the urban transport impact to the environment" was implemented by a consortium made up of IT R&D institutes and with the active participation of Suceava City Hall. The scope of the project was the implementation of an integrated hardware-software solution for monitoring the main air pollutants caused by the urban traffic, performing air quality analysis in relation to natural factors (such as the ambient temperature) and providing public information for citizens and authorities in charge with the environmental protection, allowing them to fulfil the European policies regarding the improvement of the air quality. Further information is available at <http://traficpol.itc.ro/>

"On-line Management System regarding Transportation and Road Traffic Information from Suceava City" has been disseminated on-line through a template issued last year. The control and monitoring system is located in the Suceava City Hall and it is used to collect the information necessary to carry out the evaluation for the SMILE project. Once a software solution has been procured, the data will be synthesized and delivered in real time to the population. Further information is available at <http://infotrafic.itc.ro/Default.aspx>

These projects use advanced information and communication technology and, in order to make the projects and technology more widely known and understood, a group of specialists from GEC Bucovina Suceava involved in the projects' implementation, in close interaction with ITC - Institute for Communication Technology Bucharest, published three books:

1. Reduction of Urban Traffic Impact upon Environment through Pollution Monitoring
2. Road Traffic On-line Management Solutions based on Advanced Technologies
3. The Management of Operational Data Storage in the Multi-operating Public Transport.

The information is well-structured and useful for all those interested to know more and to learn how they can influence their lives in a positive way.



## Expansion of City Car Club in Norwich



The revolutionary green car club scheme launched in Norwich city centre in November 2006 has become a huge success and is about to double in size. City Car Club pay-as-you-drive scheme allows Norwich residents' access to cars for as little as £2.80 per hour. When launched three months ago there were five cars in the city centre, but the scheme has been so popular that more cars now need to be added. And every extra City Car Club car means around 15 fewer private cars on the road.

City Car Club is thrilled: "Norwich is one of our most successful launches," says Chief Executive, Dirk van Dijk, pictured above, "We need more cars to meet demand - we want them available at a moment's notice, as they are now." One new member enthuses: "I get a car whenever I want, with no worries about insurance, maintenance, parking permits or depreciation. Brilliant."

Using the car club can save thousands compared with owning a car. Someone driving 4,000 miles a year in a Fiesta would pay around £2,500 in insurance, petrol, maintenance, depreciation etc. Users can apply at [www.citycarclub.co.uk](http://www.citycarclub.co.uk) or on 0845 330 1234. As a member, you just open the door with your smart card, enter your PIN and drive away. When you're finished, return the car to its parking bay, lock it and forget it.



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## Consortium Meeting – Norwich



The 2007 CIVITAS SMILE Consortium Meeting was held in Norwich in mid April (16th to 18th). The programme was planned to maximise opportunities to inform participants about the innovative sustainable transport issues and visit sites to demonstrate such measures, and above all provide valuable time to network and pursue topics where the individuals wanted to learn and give particular knowledge in the CIVITAS movement.

The whole occasion was balanced with the opportunity to view Norwich and its culture and, at an exciting stage in its regeneration, to aspire to the ranking of a United Kingdom top 10 placing in commerce, retail and recreation. The Norwich team would like to thank all the delegates for their enthusiastic participation which helped lead to a successful and enjoyable event.



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## CIVITAS Urban Freight Consolidation Centre in Norwich



Norfolk County Council has been working to develop an urban freight consolidation centre for freight deliveries and collections within central Norwich through CIVITAS.

The aim of the project is to achieve an overall reduction in the number of freight vehicle movements within the Norwich urban area, and the city centre in particular, by combining loads for multiple drop deliveries; and to ensure that the final delivery is made by vehicles with low emission engines (initially Euro III or better emissions standard).

The expected benefits of fewer freight vehicle movements within the city and the use of cleaner vehicles will be to reduce emissions and noise; improve local air quality; reduce traffic congestion and reduce structural damage to roads. The project will be achieved through a partnership between NCC and Foulger Transport Limited. Foulger Transport is a warehousing and distribution company based in Norfolk, but with local, national and international

operations. The company operates 240,000 sq ft of warehousing at Snetterton and a modern fleet of 68 goods vehicles. NCC have appointed Foulgers as their partner following a formal tender process.

Foulger Transport will provide and operate a consolidation centre at their existing premises adjacent to the A11 at Snetterton. Logistics and freight operators currently making deliveries to central Norwich via the A11 will be able to deliver to the consolidation centre warehouse, saving time and vehicle mileage. Foulgers will combine these loads to make the final deliveries, using their vehicles that are already making daily deliveries to customers in Norwich. NCC is contributing to the cost of setting up and promoting the consolidation centre and the employment of a business development manager to engage with city centre retailers and businesses to encourage them to participate in the scheme. Foulgers will charge customers for deliveries made via the consolidation centre. The aim is to use the CIVITAS funding to develop the project into a commercially sustainable operation that will continue beyond the end of the CIVITAS project in 2009.

A similar consolidation centre has been developed in Bristol by Bristol City Council and this has been highly successful in reducing freight vehicle movements within the city centre. The Norwich project is innovative in making use of an existing warehouse and in its focus on developing a commercially sustainable operation that will not require ongoing revenue funding from the public sector.



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## A new partner into the local consortium in Potenza



As a result of a new arrangement in the local partnership, the Demand Responsive Transport System measure is due to start in Potenza in September.

The CIVITAS SMILE measure is aimed at the experimentation of a transport-on-demand service in a weak demand area. Many difficulties were met due to the absence in the partnership of the local public transport operator, CO.TRA.B. However, thanks to an amendment, CO.TRA.B. have now joined the local consortium and will start the experimentation in September.

CO.TRA.B., established in 2004, is a Consortium of nearly thirty private public transport companies operating in Basilicata. The most important are SITA S.p.A. (Ferrovie dello Stato Group) and LISICIO S.p.A. Data updated in 2006 indicates that

CO.TRA.B. covers nearly 30 million kilometres annually in urban and extra-urban road transportation services. Since November 2005, CO.TRA.B. has been managing, on the basis of a service contract and after regular tendering procedure, the integrated public transport of the town. The service consists of 15 urban bus lines and the management of 2 mechanized linking stations (1 elevator and 1 escalator). The operating staff consists of 105 personnel. Thanks to its experience and knowledge of the demands and needs of local public transport users in Potenza, CO.TRA.B. will manage the experimentation, in order to give the best results and allow the service to be integrated into the global local public transport supply.



## Excellent School Travel Planning rewarded



Achievement awards have been presented to 12 Norfolk schools, for their outstanding work in the past year on School Travel Plans to reduce congestion outside their school by promoting walking and cycling to school.

Millfield Primary School was the overall award winner, receiving a £500 prize and trophy for outstanding work to implement their school travel plan. The school, in North Walsham, Norfolk, set up a working group of parents working with class teachers to help every child in the school plot their route to school. The information was plotted and presented to the school and many of their School Travel Plan ideas stemmed from this picture of the school's travel patterns.

Two schools - Alderman Swindell First School and Diss Infants and Nursery Community School - were both Highly Commended with Special Awards and received a £250 prize and trophy each.

Both school results show that in the last year they have been extremely successful in getting more people to walk to school and reduce the number of people travelling to school by car.

Nine other Norfolk schools were Highly Commended and each received a trophy to mark their achievements - these included Aldborough Primary School for their 'Bike Breakfasts'; Browick Road Infant School for getting car use down by 28% in the last three years; Harleston Church of England VA Primary School for increasing walking to school by 10% and Harpley Primary School for their 'Traffic Free Fridays' initiative, which has seen only one or two cars outside the school on a Friday.

Several other schools were also commended for their work in the last year. The annual awards event celebrates the excellent work by Norfolk Schools during the past year to encourage walking and cycle to school to improve health on the school journey and to improve safety outside their school by cutting the number of vehicles. 250 teachers and pupils from 40 Norfolk Schools attended a day of celebration to mark the success of their School Travel Plans, which included displays from schools taking part, a 'What If It Rains?' Theatre in Education production, and a Bike Road Show from the Company of Cyclists - including the chance to try out whacky bikes and the opportunity to contribute to a Norfolk walking and cycling mural.

The presentations to schools that have been 'outstanding' in their travel planning work in the last year took place in the afternoon. Norfolk County Council's Vice Chairman Wyndham Northam gave out the prizes, and said: "It is great to see so many young people in Norfolk helping to promote walking and cycling to school for the benefit of themselves and their area. The awards presented today highlight the great work that schools are doing with the School Travel Plan team at the County Council to help their local environment by working to reduce congestion outside their school. Very well done to all of the schools for their hard work, not just those that have received an award for outstanding work in the last year, but to all of the schools in Norfolk that have travel plans in place or are in the process of putting a plan together for the coming year." Around 80 per cent of schools in Norfolk currently have a School Travel Plan in place, and the team will be working to get this to 100 per cent in the coming year or so.



## Bike To Work Breakfast - Norwich



The benefits of cycling are well documented but University of East Anglia (UEA) cyclists found an additional benefit during bike week: a free breakfast. Welcomed by balloons, banners and the Personal Travel Advisor, those arriving by bike received a voucher which they could exchange for breakfast to be enjoyed in the company of other cyclists.

University staff and students were treated to breakfast as a reward for cycling to campus. The event, organized as part of National Bike Week, saw over 100 cyclists collect a breakfast voucher from staff at the University's main entrance. Balloons and banners added a sense of occasion and drew the attention of car drivers to the event. Take up of vouchers was brisk with demand outstripping supply.

The breakfast provides an incentive for those who don't cycle to try it for a day and each person was handed information to help them keep up the good work. The event also provides an opportunity for cyclists to talk to staff about what is good and bad about cycling to UEA. Cyclists taking part in the event travelled a total of 347 miles. The furthest distance traveled was 13 miles, the shortest 1 mile; giving an average distance of 3.5 miles. One cyclist, arriving slightly out of breath, admitted that she had cycled because she wanted to receive her free breakfast, but found that she actually enjoyed herself and cycling did not take her much longer than her usual car journey.



## Walk to School Winners announced – Norwich



During Walk to School Week in May, schools across Norfolk took part in a Greening the Trees Competition run by Norfolk County Council and supported by CIVITAS SMILE. School children were tasked with filling in the leaves of an empty tree they have created out of recycled materials, colour coded by how they travel to school each day - the greener the better! Each time a pupil walked or cycled to school they placed a green leaf on the tree; each time they travelled to school by bus or walked part of the way they placed a yellow leaf on the tree; and each time they travelled to school by car they placed a brown leaf on the tree.

Schools were extremely inventive when they developed their trees and all the entries were excellent. The Winning Schools will each receive £250 for their efforts and all schools that took part will receive a certificate. Mrs. Linda McCormick said 'We are a very small village school with just 27 pupils on roll. Parents and grandparents were very supportive of this initiative (as they were with Bike to School week) with many swapping cars for bicycles (including a 2 month old baby!), parking in the nearby church and walking along the footpath to school, as well as completing the whole journey on foot. The children thoroughly enjoyed hanging their leaves on the tree each day and proudly showed them to their families at the end of the school day. The competition led the children to talk further about environmental issues (this is an area of study for KS2 later this term) and has provoked lively discussion in our PSHE lessons!'

Browick Road Infant School won the prize for the best tree made from recycled materials. Daryl Long said 'Our tree was almost 3D! It was created from strips of cardboard taken from the recycling bin at school. The leaves were made of scraps of paper and card. These had been found at home by the children or gathered in school - again using recycled materials. There were also some real leaves used which had fallen from the trees on the school field. It was placed in the hall for everyone to see.' Schools take part in Walk to School Week as part of their School Travel Plan, which sets out ways of encouraging walking and cycling to school.





## Share a car, save money and reduce pollution – Norwich



A scheme to reduce the number of cars taking pupils to school is being launched by schools in Taverham and Drayton on National Liftshare Day (June 14). Launched with the help of Norfolk County Council's travel plan officers and CIVITAS SMILE, the pilot scheme will target parents who use their cars for the journey to work, or to drop off their children on the way to work, encouraging them to carshare with other working parents. Children will be urging their parents to sign up to the private carshare scheme, exclusively for parents of children attending Taverham and Drayton schools, in the hope that empty seats in cars heading out of the area will be filled. As a reward, they will receive a free umbrella.

Cllr Adrian Gunson, Norfolk County Council Cabinet member for Planning and Transportation, said: "These schools have come a long way in reducing car journeys to school by installing cycle storage, parent waiting areas and by running numerous walk and cycle to school events. The area has benefited from Norfolk County Council highways improvements through the Safer and

Healthier Journeys to School Initiative identified through their travel plans and these have helped with improving safety for walkers to the schools." Improvements carried out so far include speed humps, speed reduction schemes, and traffic calming flashing lights.

Taverham and Drayton parents can join the area's carshare group by visiting [www.norfolkcarshare.com](http://www.norfolkcarshare.com) and following the links for private car share schemes. By joining the scheme they will be helping to limit car traffic around the schools, reduce road congestion on their route to work and cut down on car emissions. Funded by Norfolk County Council, the website offers a public carshare service, open to all Norfolk drivers, as well a number of private groups. Joining the service is free.

Headteachers, Martin White, of Drayton Middle, and Jenny Utting, of Drayton First School, say there are significant numbers of pupils walking to school now, but there is still room for improvement.

The reason for joining forces with the other schools in Taverham was to maximize the impact of the scheme across the whole of the area, where 2,300 children make the journey to school each day. Josie Barnett, Senior Travel Plan Officer for Norfolk County Council, who has been working with the six schools individually for the past four years, said: "Working collectively with the schools on travel planning has created a new focus, giving them the strength and enthusiasm to tackle issues on a larger scale. Together, the schools can do a great deal to reduce the number of single occupancy cars travelling away from the school gates, by creating a point of contact for parents looking for carshare partners. Norfolk County Council has set up a private carshare group for the parents of the Taverham and Drayton Schools to use free of charge, which will help them to find a carshare match... a bit like dating, really, but without the roses and chocolates!"



## OUTCOMES/LESSONS LEARNED

### LBC in Malmö are investing "heavily" in EcoDriving



With smoother driving techniques and more advanced planning, a lorry or truck can save up to 30% of fuel consumption on any given route. That could mean tens of thousands of Swedish kronors saved every year. Who said that environment and economy can't work nicely hand in hand?

Rickard Olsson, a lorry driver at Malmö Lorry Central, Malmö LBC, was trained in EcoDriving by Mats-Ola Forsvik from "The professional traffic school", Yrkestrafikskolan. Mats-Ola informed us: " We have now conducted training for some 150 LBC chauffeurs and on average their fuel consumption was decreased by 15%. The last chauffeur that went through the training decreased his fuel consumption by 26%, showing that there are variations of course."

Rickard starts by driving on a specific course with a load of 7 tons on his lorry and without any driving instructions. Then Mats-Ola and Rickard go through the route and discuss changes and improvements that can be made. Mats-Ola explains: "Accelerate smoothly but

quickly up to about 50km/h, after that you need to plan your driving better in advance: let go of the accelerator well in advance of an obstacle; do not make any unnecessary breaking. Besides, when you can roll without accelerating, it is actually for free..."

EcoDriving is no mystery, but simply a way of driving that minimises fuel consumption. You do not need any investments or specific technology, you only need to read up, train and learn - the rewards are a better environment and more money in your pocket. Rickard Olsson and his colleagues driving heavy vehicles at LBC Malmö are given a slightly different course from the one given to private citizens. The CIVITAS SMILE project has developed some aspects of the course to fit with their type of vehicles and driving. They also get training in work environment, traffic security and health. Mats-Ola also explains "You should always respect speed limits, but on a 90km/h road, if you drive 80km/h instead, you actually save 10% more on fuel."

But can a transport company such as LBC really deliver on time if they don't drive at maximum speed all the time? Mats-Ola replies, "We need to get rid of the completely incorrect image of driving in a hurry all the time. EcoDriving actually gives you a time gain of 3%. With less stress, you can work longer in life, stay more healthy, so actually there are no negative effects, you can save 1 litre of fuel every 30min, there is really nothing to discuss."



### Shop and Go now 'Free'



On 2 April 2007 the Shop & Go service at Harford Park & Ride was re-launched by Norfolk County Council, in partnership with John Lewis, Norwich. What's more, the service will now be FREE to use! The Shop & Go service will operate from Monday to Saturday until further notice, and follows on from a successful trial during Christmas 2006, where 82 customers used the service during the four-week trial.

The service is designed to help people enjoy a longer shopping experience. Users of Harford Park & Ride can do their shopping during the day, dropping off their bags at the John Lewis customer collection point on Ber Street (between 9.30am and 3pm). The bags will then be safely transferred back to Harford Park & Ride ready for collection at the enquiry office when they return to the site at the end of the day.

Adrian Gunson, Cabinet Member for Planning and Transportation at Norfolk County Council, said: "I am so pleased that John Lewis Norwich is supporting a re-launch of the Shop & Go service, as the initial trial was well received. The service not only allows people to shop longer, it is an additional incentive for people to use Harford Park & Ride when doing an all-day shop, helping to ease congestion in the city centre. It can also be seen as an extra service benefit for current Park and Ride users."

The Shop & Go service is perfect for those on a major shopping trip who want to drop their bags off to enjoy lunch with friends or to do more shopping in the afternoon. The service will carry all items within reason, except for cold or frozen goods, animals, flowers or plants and exceptionally large goods. Goods are placed in a crate and sealed, then once back at Harford Park & Ride the goods are transferred to a secure locker next to the enquiry office ready for customer collection. The Shop & Go service will run from 2 April 2007 until further notice.



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## On Street Ticketing Vending Machines - Norwich



Norfolk County Council have learnt many lessons concerning their new state-of-the-art touch screen Ticket Vending Machines (TVMs) and several changes have now been implemented. Large vinyls have been mounted on the sides of the ticket machines to raise awareness of the purpose of the machines. These simply say, 'Buy your bus tickets here'. Since these have appeared on the machines, usage increased and in some cases rose by 50%. This clearly shows that the machines needed to be more visible to the general public. To compliment this an article was published in June in a County Council publication - 'Your Norfolk' - and was distributed to all households in Norfolk.

It has been identified that additional training in the maintenance of machines is needed and this is being arranged.

A new £20 note released in the UK has led to problems as the machines will not accept this. We have been advised by the machine suppliers that new software is required to address this. Bus operators have provided feedback to us that they would like to see the software modified such that season tickets (weekly, monthly) can be pre-purchased so that the start date of the ticket is a date in the future. They are of the view that such a change will significantly increase the use of the machines and increase the support of the project from the operators.

The graphical user interface of the machines is being amended to incorporate feedback from Disability Groups as it is felt that the images on the screens are not very visible for those with impaired vision.

The machines are being updated to include timetable information for bus routes to expand the role of the machines from simply that of selling tickets to one of travel information as well.

Visitors from Department for Transport (DfT) visited Norwich recently to discuss a wide range of issues. Although the visit was not specifically linked to CIVITAS, it provided the opportunity to show them the ticket machines.



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## PROJECT EXPLOITATION ACTIVITIES

**MOVING FROM  
EXPERIMENTAL TO  
SUSTAINABLE**

How will the innovative measures implemented by the cities in the CIVITAS SMILE projects be sustained after the end of the project? Put more frankly, what happens when the money runs out?

This serious question is being addressed through the development of an 'Exploitation Plan' for the 5 cities in CIVITAS SMILE. By 'exploitation', we mean activities that will ensure that each measure is successfully integrated into the life of the city, requiring little or no additional revenue from the city to sustain it after January 2009. Exploitation is therefore about 'mobilising innovation', turning the experimental demonstrations of the 'city laboratories' into permanent and sustainable travel options for their citizens.

Ideally, the strong demand for sustainable and integrated travel opportunities generated during the project, coupled with the supply of innovative services by public and private bodies, will create an expanding market that helps each measure to become self-supporting. This process has already been realised for some of the measures in the CIVITAS SMILE cities (see stories in this newsletter). Between October 2007 and April 2008, the cities will be asked to gather data on their local measures and markets, in order to assist with the matching of supply and demand. The final Exploitation Plan will contain an action list for each city, along with a compendium of lesson learned from the implementation process. It will be published in September 2008.



## TRAINING

### Media Skills Workshop, London, 29 June 2007



Now that the debate around global warming and its relation to human activity has reached the mainstream, stories about transport and its impact on the environment have become a regular feature in the news media. Cities therefore have an opportunity to communicate a clear and positive message about their sustainable transport activities through well-written press releases and good media interviews.

In order to support the work of the CIVITAS SMILE cities in raising awareness of sustainable transport improvements, a training workshop on the theme of 'Media Skills' was held in London on 29 June 2007. The workshop was delivered by Chris Kelly, a former BBC presenter, and covered themes such as how to write a press release, how to deal with bad news and how to get a clear point across in an interview. The training sessions were enlivened with anecdotes from Chris's extensive media experience. Feedback from the workshop was very positive and the CIVITAS SMILE Dissemination Team intends to organise further training events with a media theme in the other project cities during the second half of 2007.

## FUTURE TRAINING



The next subject on the CIVITAS SMILE training schedule is "Freight developments", which forms part of the Norwich and La Rochelle a status of freight thematic leaders.

There is much interest in Freight related projects within the other CIVITAS projects of MOBILIS, CARAVEL, and SUCCESS.

CIVITAS SMILE are planning a one day conference in Norwich on the 4th December 2007 incorporating a workshop focussed on freight measures. Presentations will be given on International Freight Policies and Practises, Development of a Freight Users Club, Customer Service associated with Goods Distribution, Freight on Park & Ride and Managing and Operating an Urban Freight Consolidation Centre.

A full prospectus can be obtained from the CIVITAS SMILE web site. Prospective delegates are requested to register their place as early as possible, as the workshop is expected to attract significant interest.

## FUTURE MEETINGS

- The Smile PMB will take place at Kaunas on the 3rd October starting at 13.00 , Lithuania time!!
- The following SMILE PMB will be held in Norwich on the 5th December following the launch of Thematic Leadership of "Freight Measures" in conjunction with La Rouchelle from the SUCCESS Consortium.



## HEADLINE NEWS FROM LOCAL NEWSPAPERS





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**Norwich Partners:** Norfolk County Council, UEA (CRed), Anglian, First, Smart Moves.



**Potenza Partners:** MEET, ARPA, CTP, Regione Basilicata.



**Tallinn Partners:** Tallinn Bus Company (TAK), Tallinn Tram and Trolleybus Company (TTTK), MRP Linna Liinid (MRP) and Tallinn Technological University (TTU).



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