

# Application Form CIVITAS Award:

**“CITIES IN MOTION: TOWARDS A NEW ROLE FOR CITIES IN EUROPEAN TRANSPORT POLICY” – for a CIVITAS demonstration city**

## **I. Details of Applicant**

Local authority	Lancashire County Council, on behalf of the city of Preston
Country	United Kingdom
<b>Address:</b>	
Street / Post box	PO Box 9, Guild House, Cross Street
Postal Code, City	Preston, Lancashire, PR1 8RD
<b>Contact person:</b>	
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Email	<a href="mailto:Stuart.Wrigley@env.lancscc.gov.uk">Stuart.Wrigley@env.lancscc.gov.uk</a>
<b>Website</b>	
<b>Size of City/Town:</b>	Please tick / insert an “x”.
	<input type="checkbox"/> up to 50,000 inhabitants
	<input type="checkbox"/> 50,000 to 150,000 inhabitants
	<input checked="" type="checkbox"/> 150,000 to 500,000 inhabitants
	<input type="checkbox"/> more than 500,000 inhabitants

**In your opinion, which ambitious measure(s) did your city successfully implement in the field of sustainable urban transport?**

Within the last 12 months, we have implemented three particularly ambitious measures, namely:



**Preston Orbit.** A new bus service which breaks the mould of traditional bus services which follow radial routes into and out of the city. The Orbit service links inner city and suburban locations with each other, without the need to change buses, or even travel via the city centre. The advantages are direct, quicker and lower cost journeys between many locations. The new service has required large scale consultation with councillors and with the public, close working with Preston Bus (who will be the operator of the service), installation of extensive bus priorities across the route, extension of the Realtime passenger information system, new and improved passenger waiting facilities.



**Preston TravelSmart.** This project is about changing travel behaviour and promoting modal shift to walking, cycling and public transport. 25,000 will be targeted over the life of the project, of which 8,500 have been completed in 2006. Each household is contacted by phone or at the door to ascertain their interest in making greater use of more sustainable modes. Those willing to participate are offered information, advice and support to make the change including information leaflets, one-to-one coaching and test tickets for public transport. The effects are being closely monitored through a parallel behavioural research programme. We believe this is the largest implementation of individualised travel marketing in the UK, and possibly in Europe.





**University area scheme.** We have worked very closely with the University of Central Lancashire to design this scheme. Over a wide area over the campus, traffic speeds and volumes will be reduced whilst maintaining and improving access for buses, cyclists and pedestrians. Initial consultation has taken place with stakeholders and residents to identify the issues, and detailed design work has taken place. Detailed consultation starts in September. The most ambitious element of the scheme is to introduce a 20mph (~30 km/h) speed restriction on Fylde Road which is an A-class road carrying a significant volume of traffic.

**How political leadership and support, and technical competence added up to the success of your measures?**

The project has been lead and supported by councillors from all three local authorities which are partners in the project, namely Lancashire County Council, Preston City Council and South Ribble Borough Council. Also County Councillor Jean Yates, who is a member of the CIVITAS Policy Advisory Committee, has taken a keen interest in the project and facilitated many meetings.

Technically, the project has benefited from the skills of all the partners, local authorities listed above plus Preston Bus (bus operator), and TTR (consultancy). A substantial contribution has also been made by Sustrans, a subcontractor to the project.

**How did you take local cultural circumstances into account in the development and implementation of your urban transport measures?**

This is best illustrated with reference to the three projects listed in the first section of this form.

**Preston Orbit.** Previously all bus services operated to/from the central bus station, requiring a change of vehicle and often the payment of a second fare to make cross-city journeys. Also given the topography of the city, journeys between the northern suburbs required a long two-stage via the centre of the city, which is located to the south by the River Ribble. This is important and several important facilities are located outside the city centre, including the Royal Preston Hospital, Fulwood Leisure Centre, Preston North End football club, railway station,

supermarkets, in addition to residential, commercial and office areas.

Due to its age and condition the bus station is not perceived as a safe or convenient place to wait. Additionally Preston Bus operates an 'exact fare' system, i.e. no change is given, which makes paying two fares less convenient due to the correct coins being required. These factors limited the usefulness and therefore usage of the bus network for cross-city journeys.

**Preston TravelSmart.** Although Preston has relatively good bus and cycle facilities, a lack of knowledge amongst (potential) users is perceived as a significant barrier to greater usage. This project addresses these cultural factors by providing individualised travel marketing to those households who are open to modal shift for some of the journeys made each week.

**University area scheme.** We have worked very closely with local residents, business owners and the University of Central Lancashire (for example the Bicycle User Group and Property Management) to design this scheme. Initial consultation highlighted issues to be addressed, including perceptions of a lack of safety due to excess traffic and traffic speed. Through enhancements to pedestrian and cycling networks and the attractiveness of public transport routes, we hope to address the car-driving culture amongst some staff and students at the university.

#### **How did your city improve urban transport measures through qualitative and quantitative monitoring?**

An extensive monitoring programme has been established. This builds on monitoring that was in place before the CIVITAS project. All the measures implemented within CIVITAS are guided by the data collected, for example traffic count data, comments received from councillors and the public, air quality, public transport accessibility, etc.

The design of all measures includes an analysis of available data, and where necessary the collection of any specific additional data required.

#### **How did your city seek to exchange information with other cities engaged in related fields of action?**

Examples include:

- Visits to other cities where similar activities have been undertaken, e.g. Nottingham, Crewe.
- Liaison with other CIVITAS cities in the UK (Bristol, Norwich, Winchester)
- Exchange of information with our partner cities in CIVITAS-SUCCESS (La Rochelle, Ploiesti)
- Exchange of information through UK organisations such as Carplus (car clubs), ATCO (public transport), ITS (telematics)

#### **Thank you for applying for the CIVITAS Award:**

**“Cities in Motion: Towards a New Role for Cities in European Transport Policy”** - for a CIVITAS demonstration city

If your local authority is selected as winner by the CIVITAS Policy Advisory Committee, you will receive the CIVITAS Award: “Cities in Motion: Towards a New Role for Cities in European Transport Policy” – for a CIVITAS demonstration city, at the CIVITAS Forum Conference in Burgos, 25-27 September 2006.

Please send your application form to [civitas@fgm-amor.at](mailto:civitas@fgm-amor.at)

# Application Form CIVITAS Award:

**CITIES IN MOTION: TOWARDS A NEW ROLE FOR CITIES  
IN EUROPEAN TRANSPORT POLICY – for a CIVITAS non-  
demonstration city**

## **I. Details of Applicant**

Local authority	
Country	
<b>Address:</b>	
Street / Post box	
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<b>Contact person:</b>	
Name	
Telephone	
Fax	
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<b>Website</b>	
<b>Size of City/Town:</b>	Please tick / insert an "x".
	<input type="checkbox"/> up to 50,000 inhabitants
	<input type="checkbox"/> 50,000 to 150,000 inhabitants
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**In your opinion, which ambitious measure(s) did your city successfully implement in the field of sustainable urban transport?**

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**How political leadership and support, and technical competence added up to the success of your measures?**

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**How did you take local cultural circumstances into account in the development and implementation of your urban transport measures?**

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**How did your city improve urban transport measures through qualitative and quantitative monitoring?**

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**How did your city seek to exchange information with other cities engaged in related fields of action?**

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**Thank you for applying for the CIVITAS Award:**

**“Cities in Motion: Towards a New Role for Cities in European Transport Policy” - for a CIVITAS non-demonstration city**

If your local authority is selected as winner by the CIVITAS Policy Advisory Committee, you will receive the CIVITAS Award: “Cities in Motion: Towards a New Role for Cities in European Transport Policy” – for a CIVITAS non-demonstration city, at the CIVITAS Forum Conference in Burgos, 25-27 September 2006.

Please send your application form to [civitas@fgm-amor.at](mailto:civitas@fgm-amor.at)



# Application Form CIVITAS Award: “CIVITAS City of the Year”

## **I. Details of Applicant**

Local authority		
Country		
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Name		
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<b>Size of City/Town:</b>	Please tick / insert an “x”.	
	<input type="checkbox"/>	up to 50,000 inhabitants
	<input type="checkbox"/>	50,000 to 150,000 inhabitants
	<input type="checkbox"/>	150,000 to 500,000 inhabitants
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**Please explain why your city can be considered a good “ambassador” of the CIVITAS Initiative.**

**Please describe how your city has been able to timely implement its CIVITAS policies and to circumvent hurdles and/or adjust to them.**

**Please explain how your city has actively involved stakeholders throughout the development and implementation of its policies.**

**Please explain how your city has engaged other CIVITAS cities and CIVITAS Forum Cities in an active process of information exchange.**

**Thank you for applying for the CIVITAS City of the Year Award.**

If your local authority is selected as winner by the seventeen Site Managers of CIVITAS II cities, you will receive the **CIVITAS of the Year Award** at the CIVITAS Forum Conference in Burgos, 25-27 September 2006.

Please send your application form to [civitas@fgm-amor.at](mailto:civitas@fgm-amor.at)