



**CiViTAS**

Cleaner and better transport in cities

**PRESTON**





CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC 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 for the welfare of the European citizen.

### Smaller Urban Communities in Civitas for Environmentally Sustainable Solutions

Lancashire County Council with partners Preston City Council, South Ribble Borough Council, TTR and Preston Bus are working together to develop these policies into actions to achieve a significant change in sustainable transport including public transport, walking and cycling, as well as improvements to the urban environment. Other partner cities in the CIVITAS SUCCESS project are La Rochelle in France and Ploiesti in Romania, who are developing similar projects.

The aim of this conference is to share best practice developed in a number of sustainable transport initiatives and it is an ideal opportunity for delegates to learn from expert speakers as they relate their knowledge and experience of a variety of projects.

The event will focus on:

- innovative cycling facilities
- personalised travel planning
- freight consolidation
- bus rapid transit
- park and share
- urban design.

## Monday 3rd March

- 10:00 Registration and informal networking at County Hall, Preston
- 11:00 Coffee at the University of Central Lancashire
- 11:30 Adelphi Quarter Clear Zone official opening by *Rt. Hon. Rosie Winterton MP and Eleni Kopanezou, European Commission*
- 12:15 Pre-dinner speech by *Rosie Winterton MP*
- 12:40 Working lunch at County Hall, Preston
- 14:10 Conference Welcome - *County Councillor Hazel Harding, Leader of Lancashire County Council*
- 14:30 What is the CIVITAS Programme? - *Eleni Kopanezou*
- 14:50 "Blue Sky, Green Transport":  
Creating the Climate for Change  
Developing a UK & Ireland CIVITAS Cities Concordat  
*Professor Phil Goodwin, University of the West of England*
- 16:15 Close of first day for delegates
- 16:30 CIVITAS PAC meeting for members
- 19:30 Dinner at Heathcotes Restaurant, Preston

## Tuesday 4th March

County Hall, Preston

- 09:00 Registration and Coffee
- 09:30 Introduction to the day - *County Councillor Jean Yates, Chair of CIVITAS Policy Advisory Committee*

- 09:40 CIVITAS SUCCESS - What is happening in Preston and South Ribble  
*Stuart Wrigley, Director of Strategic Planning and Transport, Lancashire County Council*

10:15 Coffee

Developing sustainable transport initiatives - 'Things that Work'

- 10:40 Innovative cycling facilities for modal shift  
*Céline Lepault, Vélib Project Manager - Paris*
- 11:05 Personalised Travel Planning - achieving significant modal shift through information and education  
*Howard Booth, Regeneration Manager, South Ribble Borough Council*
- 11:30 SAFED - review of policy and best practice in safe and efficient operation of commercial vehicles  
*Cerys Clarke, AEAT, for the DfT SAFED Programme*
- 11:55 Developing freight consolidation networks  
*Dominique Breuil, EIGSI, La Rochelle*
- 12:20 Interactive Sessions  
How can we grow modal share of cycling?  
Experience and results from across Europe **and** Working with freight - minimising the environmental impact. Integrating goods delivery into urban transport
- 13:00 Lunch
- 14:00 Bus Rapid Transit in Kent Thameside - delivering high public transport mode share in a growth area  
*David George, Fastrack Project Manager, Kent County Council*
- 14:25 Park & Share - building collective transport options into our highway networks  
*Jackson Minford, Dept. for Regional Development, Northern Ireland*
- 14:50 Contemporary thinking for the urban environment - the design of public space that works for people and transport requirements  
*Ben Castell, Llewellyn Davies Yeang*
- 15:15 Developing multi-modal travel information in the UK  
*Nick Illsley, Chief Executive Transport Direct*
- 15:40 Coffee
- 16:00 Interactive Sessions  
'Whole Service Marketing' of Public Transport - providing what the customer wants **and** Planning urban space for better transport - can we adapt the current realm, or do we need to start again?

16:40 CLOSE

\*published programme subject to change

# Is Sustainable Transport on Your Agenda?

Monday 3rd and Tuesday 4th March 2008

## 1. Personal Details

Title (Mr/Mrs/Dr/Other) please specify

Name

Position

Department

Organisation

Address

Postcode

Telephone

Fax

Email

## 2. Price Information

The fee of £75/€100 is inclusive of refreshments and lunch. Accommodation is not included in this price.

## 3. Pre-conference Dinner

There will be a pre-conference dinner in the conference hotel at 19:30 on 2nd March, please tick this box if you wish to attend.



### Partners



## 4. Accommodation Requirements

If you would like accommodation in the conference hotel, Holiday Inn, please tick the box(es) for the night(s) you require a room. Details about the hotel can be found at [www.hipreston.co.uk](http://www.hipreston.co.uk). This will be charged separately.

- Sunday 2nd March  
 Monday 3rd March  
 Tuesday 4th March

## 5. Payment Details

Payment can be made by cheque, credit card or BACS transfer. Please send payment with this form, alternatively an invoice will be sent on receipt of your booking.

I enclose cheque no.

for £

(NB Cheques should be made payable to Lancashire County Council)

Please debit my Visa/Mastercard/  
American Express/Eurocard/Delta card

Card No.

Start Date  Expiry Date

Security Code

[www.civitas-initiative.org](http://www.civitas-initiative.org)  
[www.civitas-success.org](http://www.civitas-success.org)

# Booking Form

Cardholders Name

Signature

Date

Cardholders address

Postcode

Details for BACS are:

Bank Natwest  
Acc. Name Lancashire County Council

Payments by GBP (£)

Sort Code 01-67-14

Acc. No. 05900824

Payments by Euro (€)

Acc. No. 550/01/03601552

IBAN No. GB18NWBK60720203601552

IBAN BIC NWBK GB 2L

## 5. Contact Details

Aysha Patel, Lancashire County Council  
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