

Road Pricing: Where Do We Go From Here?



Since 2000, 8 European cities have been developing, testing and implementing a variety of urban transport pricing options as part of the EC-funded PROGRESS project (www.progress-project.org). The

results will be presented at Road Pricing: The Way Forward conference which is being held 24th – 25th February 2004 in London. The conference is being organised by TTR as Project Manager of the CUPID project, which has been collecting and advancing state of the art knowledge on urban transport pricing, and providing guidance and assistance to the PROGRESS cities. The conference will focus on the planning, operational and management issues associated with road pricing schemes and will consider the potential for road

pricing in Europe in the context of the PROGRESS trials and other international political and technological developments. Speakers include Ken Livingstone (Mayor of London), Transport for London's Malcolm Murray-Clark, Eric Sampson of the UK's DfT, Eleni Kopanezou, Head of Unit, DG TREN at the European Commission and Magnus Carle from Stockholm.

Further information can be found at www.transport-pricing.net/conference.html or by phoning: 01993 810780.

TRANQUIL in the Buckinghamshire countryside

With many minor roads in the rural area to the north of High Wycombe being used as 'rat runs', TTR was appointed by Wycombe District Council to undertake the TRANQUIL study. Our task was to design and implement an affordable transportation strategy which would reduce the negative effects of traffic within the project area whilst ensuring that the needs of those living, working in or visiting the area were met.

Consultation with stakeholders, residents and businesses highlighted

the problems as speeding traffic, heavy vehicle flows on unsuitable roads, and a lack of safe routes and crossings for pedestrians, cyclists and horse riders on the main roads within the project area. Our recommendations for action took into account the resources required for implementation and maintenance as well as their impact on visitors, residents and businesses. They included the implementation of a Quiet Lanes network and a signage strategy to guide traffic onto appropriate routes, and upgrading

footways to cycle ways to link into the existing bridleway network.



Formed in 1991, Transport & Travel Research Ltd (TTR) offers transport consultancy services to public and private sector organisations in the UK and Europe. We are committed to providing a responsive, personal service to meet the needs of our clients. In all our work we aim to be innovative and creative, applying the most appropriate techniques and latest research findings. We have an established track record in our areas

of expertise and have built a reputation for thoroughness, original thought and value for money. Our expertise lies in the following key areas:

- Transport policy assessment
- Public consultation & travel awareness
- Demand management & special needs
- Local transport plan appraisal
- Multi-modal transport assessment
- Transport, energy & environment
- Public transport assessment
- Transport telematics & information systems
- Market & social research
- European consortium management

TTR offers advice and research to support planning and decision making at all stages of transport system development, from initial concept through to implementation and appraisal.

TTR Offices
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For further information on any of these projects or general information about TTR, please contact Cathy Plover at:

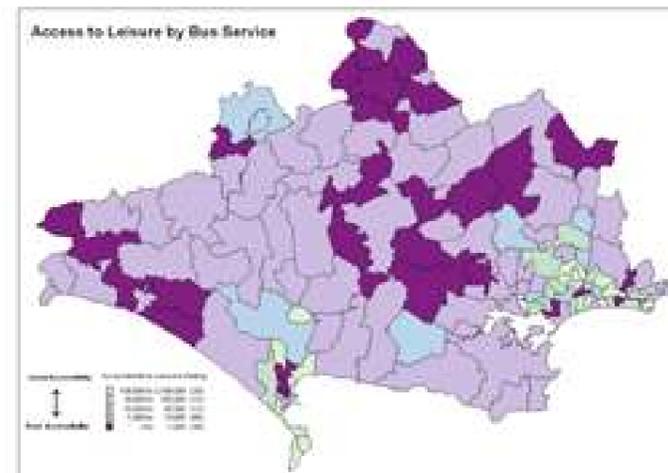
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TTR Helping Access Opportunities

Accessibility planning is becoming an increasingly important strand of transport strategies, as local authorities strive to open up education, work, leisure and health opportunities to a broad range of people. TTR combines accessibility planning techniques with techniques to engage all sectors of the community including those that are hardest to reach, namely disabled people, elderly people, and ethnic minorities.

TTR is currently working as part of the team commissioned by the DfT to develop ways of assessing accessibility to education, work, food and health. The study is being undertaken in response to the Social Exclusion Unit report on transport and TTR is developing three case studies in



Nottinghamshire, Manchester and Devon.

Another recent commission is a study of the transport needs of the Kendray estate (housing nearly 5,000 people) in Barnsley, which has had a consistently high score on most deprivation indicators for many years. The researchers are evaluating the needs and barriers to travel in the area, before drawing up an action

plan for the area which will help improve the access to work, education, training and shopping facilities.

We have also undertaken a review of the transport implications of amalgamating five small doctors' surgeries into a purpose built Health Centre. TTR worked closely with Birmingham Community Transport to

plan a minibus service to enable the patients to access the new facility.

September saw the launch by Wolverhampton Community Transport of a minibus service developed on the recommendation of TTR (as part of a Transport Pathfinder project). The new service will enable students in the city to take advantage of the recently introduced post-16 flexible curriculum.

Derby gets Real Time Information System

With Real Time Information (RTI) currently a priority area of funding for the DfT, many new systems are being implemented across the country. TTR is currently installing a pilot scheme for Derby City Council along two arterial routes from the city centre. Eight buses serving Allestree (to the north of Derby) are being equipped with the GPS based technology and 18 bus stops along the route have been selected to host digital display signs. A further 14

signs will serve the Rainbow 5 route on the eastern edge of Derby (towards Nottingham).

Over the last ten years, TTR has been involved in developing real time information systems for a number of UK cities, such as Birmingham, Leicester, Liverpool and Doncaster. In this case, TTR will oversee the implementation of the project, with the work being completed by March 2004.



<http://www.ttr-ltd.com>

Improving Private Hire Services for Disabled People

As part of a large programme of work being undertaken by TTR on transport for disabled people, we have produced and will be evaluating a guide on how to achieve greater use of private hire vehicles by disabled people. The document is being issued throughout the private hire industry in the UK and was commissioned by the Disabled Persons Transport Advisory Committee (DPTAC).

The guidelines include advice on how staff and drivers can assist disabled passengers with bookings, how licensing authorities can introduce schemes to make services more affordable for disabled people, and how the authorities and the private hire industry can work in partnership to improve the service being offered.

Evaluation of the guidelines is taking place using focus groups. These will be carried out in 3 stages: before the document's publication; approximately one month afterwards; and then six months later. The focus groups will comprise disabled people with differing mobility characteristics in 3 contrasting locations: Glasgow (urban), Dunstable in Bedfordshire (semi-rural) and Didcot in Oxfordshire (rural).



Taking up the Challenge - Rural and Urban Bus Bids

Over the past few years, TTR has demonstrated a high level of success in preparing bus challenge bids on behalf of local authorities, as well as assisting them with the implementation of the resulting projects.

We acted as Project Manager of the Leicestershire and Rutland "CrossCounty" project which saw the development of a new network of high quality, high frequency bus services serving the 2 counties. The new services were well received by the travelling public and led to large sustained increases in patronage.

In 2002 we prepared a successful bid for Nottingham City Council which provided funding for a feeder shuttle bus service for elderly residents in a deprived inner city area. We also drew up a Rural Bus Challenge Bid for the County Council which secured funding for a demand responsive service to serve socially excluded areas in east Nottinghamshire.

This year, we have assisted a number of authorities including Derby City and Lancashire County Councils to develop Urban and Rural Bus Challenge bids. In many cases these have involved recommendations for introducing new demand responsive services to tackle social exclusion and enhance access to employment. The results of these proposals will be known in early 2004.

The UK Government has indicated that it intends to introduce a new fund to coincide with the ending of both Rural and Urban Bus Challenge funding schemes. TTR looks forward to assisting local authorities to develop their services under these new arrangements.



Clear Zones: Moving From Vision to Reality

The role played by Clear Zones in urban transport strategies and their impact on the retail sector are just some of the issues to be examined at the 5th Annual Clear Zones conference on 11th March. TTR is organising the conference in its role as the national Clear Zones co-ordinator on behalf of the DfT.

The conference, 'From Vision to Reality', will consider the lessons learnt by some of the Clear Zones Trailblazer sites such as What issues have been faced when implementing Clear Zones? How have Clear Zones fitted into wider urban policies? And what impacts are being seen on the ground? The day's programme will conclude with a Round Table



discussion, chaired by Professor George Hazel, which will examine the future role of innovative transport measures in urban transport strategies.

The conference will take place at Nottingham's Council House on Thursday 11th March 2004. For further details, please call: 0117 907 6520 or email: valeriestyles@ttr.globalnet.co.uk

The Search is On for European Best Practice

On November 6th 2003, the European Commission's Urban Transport Benchmarking initiative was successfully launched at a conference in Brussels. Organised by TTR, in partnership with the International Union of Public Transport (UITP) and the Regional Environmental Centre for Central and Eastern Europe (REC), the project sees a group of 25 - 40 cities working together to compare performance in a wide variety of transport fields such as freight,

demand management, public transport organisation and marketing.

The cities will collectively define a series of research questions and the indicators to enable performance to be compared. Five working groups will identify and study best practice examples throughout Europe (including the Accession and Central European countries), before publicising the results.

Further information on the initiative

can be found at www.transportbenchmarks.org, or by e-mailing benchmarking@ttr-ltd.com



TTR Assesses the Reactions to the Highways Agency's Plans to Change the Roles and Responsibilities for Highway Management

Following a major review of the roles and responsibilities involved in managing England's strategic road network, the Highways Agency (HA) and the Association of Chief Police Officers set about assessing public reaction to plans for the HA to have a

more active role in managing the network from 2004.

TTR was appointed to conduct the study. The first task, undertaking focus groups with different groups of road users found that members of the public did not fully appreciate the level of responsibility that the police currently take in operating the highways network. Once they were made aware of the current roles and responsibilities in managing the network, there was overwhelming support for the transfer of some existing activities including

some traffic management duties from the police service to the HA.

Overall, TTR's researchers found that there were few objections to the review proposals since they mirrored the expectations of respondents that the core tasks of roads policing, namely the investigation of crime, enforcement of law and management of significant incidents on the road network would continue to be led by the police.

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Latest Results on Research into Transport Campaigns

The 3-year TAPESTRY project (subtitled 'Campaign Solutions for Transport') has come to a close. TTR managed this Europe-wide study of travel awareness and transport marketing campaigns, in co-operation with the University of Westminster. The project was part funded by European Commission DG TREN and by the Travel Awareness Branch of DfT.

The project's main objective was to investigate how behavioural changes in favour of healthier and more sustainable transport options could be influenced by communication programmes or campaigns. The TAPESTRY team looked at 15 case studies split into three areas:

- promoting alternatives to the car
- promoting the image of public transport
- promoting the benefits of transport choices on personal health and the environment

A range of documents aimed at practitioners at the local level including best practice guidelines,

case study reports, an assessment of the most effective communication techniques and campaign types, and guidance on techniques for assessing the success of a campaign throughout its life-cycle have been produced. These can be accessed at www.eu-tapestry.org or on an interactive CD-Rom available from TTR.

TTR along with other TAPESTRY partners have held a series of Best Practice workshops throughout Europe, and we plan to run more in the UK early in 2004 in association with the DfT. For further workshop details or a copy of the CD-Rom, please call our Nottingham office on 0115 941 1141.

