



Advancing  
Sustainable  
Transport in  
Urban areas  
To promote  
Energy efficiency

Start & End February 2006 to January 2009

Total budget €1.8m ( IEE – STEER)

Lead Partner London Borough of Bromley / LEPT



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# Overview, Outputs and Outcomes



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# ASTUTE Partners

- **LONDON (UK)** London Borough of Bromley & Creative Environmental Networks
- **BUDAPEST (HUN)** Studio Metropolitana
- **DUBLIN (IRE)** CODEMA
- **GRANADA (SPA)** Granada City Council
- **GRAZ (AUT)** City of Graz & FGM-AMOR
- **SIRACUSA (ITA)** MEDORO Research Centre & University of Catania

# ASTUTE Objectives

- Identify and overcome Barriers
- Tried and tested Best Practice Toolkit
- Innovative approaches to increase cycling, walking, travel plans
- Equivalent reduction in Co2
- Disseminate Best Practice further via ASTUTE Agents in 6 New Member States

# ASTUTE Results

## LONDON

- Travel Plan – Bromley Council
- Travel Plan – Glades Shopping Centre
- Improved public information - Walking pocket maps
- Cycling Training for school children
- Travel plans rolled out via TfL's Entreprise package
- 200 Personalised Travel Plans

# ASTUTE Results

## LONDON

### 1) Travel Plan – Bromley Council

- Bike Pool - New Shower- Driers - Iron - 35 clothes lockers - 14 extra bike stands - Liftshare scheme - pool car - Travel Plan Intranet – Blog – 50:50 Challenge
- Modal Shift: w ↗ 30%; c ↗ 150%; car ↘ 11%
- Co2 saved: 61 tonnes p.a.

# ASTUTE Results

## LONDON

### 2) Travel Plan – Glades Travel Plan

- Shopping Centre Travel Plan
- 60,000 staff and 6 million shopper journeys p.a.
- Multi stakeholder engagement
- Business investment
- Mobility Management Action Plan –
- Bike pool, PTPs, liftshare scheme,



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# ASTUTE Results

## LONDON

### Travel Plans – Bromley & Glades



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# ASTUTE Results LONDON



3) Improved public information -  
Walking pocket maps

- 1000 distributed
- 40% public “feel closer” to centre

# ASTUTE Results

## LONDON

### 4) Cycling Training for School Children

- 1400 Children 2007/8
- 91 families
- Surveys taken 1 to 9 months later
- Increase in cycling:
  - 100% at least once a week
  - 44% twice a week



# ASTUTE Results LONDON

## 5) Travel Plans – TfL Enterprise Package

### Journey Latin America

- Modal Shift: w ↘ 18%; c ↗ 27%
- Co2 saved: JLA 2.4 tonnes p.a.

### Braitrim

- Modal Shift: w → 0%; c ↗ 75%
- Co2 saved: JLA 2.9 tonnes p.a.



# ASTUTE Results

## LONDON

### 6) Personalised Travel Plans

- 200 Glades Shopping Centre Staff surveyed
- Attitudinal Questions
  - How would you feel working from home?
  - Would you consider car sharing?
- Travel Information Packs
  - Cost savings - Calories burned - Co2 saved

# ASTUTE Results

## BUDAPEST

- 1) Engaging walking and cycling stakeholders ↗ 300%
  - Hungarian Biker's Club - Clean Air Action Group
  - Local government districts
- 2) Critical Mass Bike Ride
  - Earth Day & Car Free Day
  - 32,000 (2006) international record
  - 80,000 (2008)

# ASTUTE Results

## BUDAPEST

### 3) South Buda Bike Path:

- Connecting suburb with centre
- Cycling ↗ 250%

### 4) Mathias Square: renovation & social inclusion w ↗ 20%

- High unemployment
- Public consultation – questionnaires – local needs
- 80% willing to do voluntary work

# ASTUTE Results

## DUBLIN

### Workplace Travel Plans

- City Council Workplace Travel Plan
  - Approved by members 2008
- KPMG Workplace Travel Plan
  - In consultation
- [www.workplacetravelplans.ie](http://www.workplacetravelplans.ie)
  - 1st resource - 4600 hits - 945 unique

# ASTUTE Results

## GRANADA

### 1) Granada City Accessibility Plan - Improving walking & cycling environment

- Roads narrowed from 3 to 1 lane traffic
- Widening of sidewalks
- Parking spaces for residents only
- Modal shift 2007-8: car ↘ 8.5%; w ↗ 10%; c ↗ 2.5%



# ASTUTE Results

## GRANADA

### 2) Granada City Travel Plan

- Community leadership - 600 staff
- Appointment of the Travel Plan Coordinator
- Modal shift 2007-8 w ↗ 8.75%; car ↘ 11.25%
- Co2 saved: 71 tonnes

# ASTUTE Results

## GRAZ

- 1) Graz Green Network – linking up of green spaces
  - 3000 Brochures distributed
  - Murpromenade opened up – attracting walkers
  - 100 more cyclists per day on shared walking/cycling path

# ASTUTE Results

## GRAZ

### 2) Innovative marketing

- 30 transport stops equipped special surrounding maps.
- 500 city guides
- Bike facilities map updated

# ASTUTE Results

## GRAZ

### 3) Public consultation

- Greening of city centre - 16 parking spaces removed
- 12.9 tonnes Co2 p.a. saved

4) Anton Paar Travel Plan – innovative – Jorg Kastelic

5) Awareness raising - Thomas Fischer

# ASTUTE Results

## SIRACUSA

### Integrated system of measures in Ortigia

- Free mini bus service – reducing car use in historic centre
- Improved walkways
- Restricted Traffic Zones
- Weekends: w  $\nearrow$  24.1%; weekdays  $\nearrow$  6.3%

# Toolkit Testing & Overcoming Barriers

- Partners identify local barriers
- 15 month toolkit testing period to increase walking and cycling locally
- Toolkit tested for transferability
- Where no relevant case study available, partners research and insert additional ones

# 10 ASTUTE Barriers

- 1- Safety and Security Concerns
- 2- Lack of Infrastructure and Support
- 3- Poor Public Perception and Lack of Awareness
- 4- Inadequate Urban Environment and Design
- 5- Accessibility and Health Issues
- 6- Congestion and Air Pollution
- 7- Lack of Public Sector Support
- 8- Lack of Education and Training
- 9- Lack of Private Sector Support
- 10- Inadequate Information

# ASTUTE Barriers Overcome

City	Barrier	Action to Overcome
Budapest	Lack of Infrastructure	Mathias square
Dublin	Lack of Private Sector Support	Workplace Travel Plan Website
Granada	Poor public perception	City centre Accessibility Plan



# ASTUTE Barriers Overcome

City	Barrier	Action to Overcome
Graz	Inadequate Information	Brochures, maps, guides
London	Lack of Education and Training	Cycle Training
Siracusa	Safety and Security concerns / Lack of infrastructure	New secure walkways

# ASTUTE Toolkit and Agents

- 150 Best Practice examples
  - Walking
  - Cycling
  - WTPs
- 10 Best Practice Video Examples
- <http://www.astute-eu.org/>
- New examples wanted!
- More information: [paul.curtis@lept-eu.org](mailto:paul.curtis@lept-eu.org)



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# ASTUTE Toolkit



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