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Promoting Energy efficiency to Local Organisations
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Green Transport Week and Car Free Day - Leeds - United Kingdom

The 1999 Green Transport Week and Car Free Day took place in June with various events which generated a substantial amount of media coverage: the operation of a free City Centre shuttle bus, two new bus tickets, a reduce price of the DayRider ticket, launch of a carpooling scheme, etc.

Target Groups	Sector	Field
- Local authority - Decision makers	- Transport	- Information

ANALYSIS

CONTEXT

The City of Leeds developed a Transport Strategy in the early 1990's which main objectives are: provide an efficient public transport system; improve safety for all transport users and pedestrians; improve environmental quality and reduce transport pollution; managing future traffic growth and encouraging the use of alternative modes to the private car.

THE GREEN TRANSPORT WEEK AND CAR FREE DAY

Planning for the 1999 Green Transport Week and Car Free Day began in the autumn of 1998. The main events, which took place in June 1999, were the operation of a free City Centre shuttle bus between the rail and bus stations, city centre shops and the Leeds General Infirmary. In the same week, the company also launched two new bus tickets called "DayRider", which allows travel for one day, and "GreenRider", which is valid for a week in a specified zone. On Car Free Day, the price of the DayRider ticket was reduced by 50%.

Many other events contributed to the operation, such as:

- An organised carpooling scheme was launched by Barclays Home Finance and the Environment Agency on Car Free Day. The two organisations have over 1000 staff based in adjacent office complexes, in a location not well served by public transport. The launch generated significant media coverage.
- On 7-9 June, vehicle exhaust emissions were tested using a device called the 'Fumigator'. It is able to measure emissions from passing vehicles and superimpose the results on to a video image of the vehicle registration plate, allowing the owners of gross polluting vehicles to be contacted at a later stage.
- On 7 June, a media launch of the "Walking Bus" at Brodetsky Primary School was held. This is a service operated by parents who escort groups of children walking to school and pick up others on the way.
- Also on 7-8 June, a 30 minute BBC programme was made, featuring sustainable transport initiatives within Leeds, including the Guided Busway, HOV Lane, Walking Bus, Fumigator and other initiatives.



FIRST GROUP (LEEDS BUS OPERATOR)

Source: <http://www.cilt.dial.pipex.com/trams.htm>



WALKING BUS

Source: <http://www.leeds.gov.uk/>

COST AND BENEFITS

A major input from the City Council and Metro has been staff time to organise and support the planning group meetings and to organise the events.

Financial Support has been provided by First Group. In previous years, support has been provided by other businesses. For example, Addleshaw Booth & Co have assisted by providing venues, administrative support and sponsoring a street banner.

The Fumigator equipment was hired at a cost of approximately 2.500 Euros.
65.000 National Bike Week leaflets were printed at a cost of approximately 3000 Euros.
A marquee was hired for a major bike week event at a cost of 400 Euros.

Other costs were borne by those responsible for organising the events. The cost of the free bus service was borne by First Group. First Group also provided the bus for the BBC shoot.

PARTNERSHIP

As for previous years, a group was established with representatives of businesses, environmental groups, health services, public transport providers and the local authority. The group met regularly, initially every two months and then monthly to plan the events.

The main actors involved were as follows (all involved in planning group) :

- Leeds City Council
- Health for All, Environment City Departments
- West Yorkshire Passenger Transport Executive (Metro)
- First Group (Bus operator)
- Leeds Cycling Action Group
- Leeds Friends of the Earth
- Leeds Civic Trust
- West Yorkshire Transport 2000
- Leeds Health Promotion
- Leeds Health Authority
- Business Link
- Addleshaw Booth & Co (Solicitors)

Local authorities in the Yorkshire and Humber Region, which include Leeds, are cooperating with Bremen and Göteborg in the TARGET project, funded by the EU Interreg. TARGET (Travel Awareness Regional Groups for Environmental Transport) aims to promote sustainable transport initiatives and in the UK supports the TravelWise initiatives, which all the participants are undertaking. Car Free Day and the wider campaign events are closely linked to TravelWise and TARGET. Close cooperation across the region has been established through a regional TravelWise group and this is further reinforced by TARGET. Greater regional cooperation raises the possibility of making the Car Free Day and other supporting events more effective and ensures better coordination across the region.

RECOMMENDATIONS

A substantial amount of media coverage was generated, including the BBC programme, which was broadcast in September 1999. The main problems encountered were making sure that the right message was portrayed, in order to ensure that the public and the media, wasn't alienated, the shortage of resources, particularly human resources to stage events and gaining media coverage. Above all, it was difficult to create a lasting effect: people may do something on Car Free Day, but to achieve permanent change is difficult without a continued media campaign.

The City of Leeds' strategy has been based on building consensus and by trying to put over reasonable arguments. The aim has been to publicise practical alternatives which is hoped will be attractive to others and to encourage their take up.

Many of the events were planned together and contributed to "Green Transport Week", "Don't Choke Britain", "National Bike Week" and "Walk to School Week" and all supported to the wide TravelWise initiative.

TO KNOW MORE

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USEFUL INFORMATION

List of Internet sites

[English and French](#) / <http://www.22september.org/>

[English](#) / <http://www.leeds.gov.uk/listView.asp?style=0&department=Highways+%26+Transportation>

[English](#) / <http://www.eu-target.net/target1/partners/yorkshire.htm>

THIS CASE HAS BEEN REALISED BY

Organisation :	Energie-Cités	E-mail :	cmaurer@energie-cites.org	Internet :	http://www.energie-cites.org	Published :	18/7/2002
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