
VIVALDI

Background

VIVALDI (Visionary and Vibrant Actions through Local Transport Demonstration Initiatives) is a European Union co-financed project under the CIVITAS Initiative. This four year integrated project supports demonstration projects in 5 cities across Europe (Aalborg, Bremen, Bristol, Kaunas and Nantes). CIVITAS is a major transport initiative supporting demonstration projects and a key element of the strategy on Clean Urban Transport prepared by the Transport and Energy Directorate-General of the European Commission. CIVITAS aims to assess the impacts of the introduction of cutting edge and integrated sustainable urban transport strategies, supported by innovative measures, technologies and infrastructures.



The VIVALDI project is coordinated by the City of Bristol and Evaluation is also coordinated by Bristol, assisted by Transport and Travel Research Ltd (TTR) and the University of the West of England, Bristol. The city of Bristol and TTR ensure that a common approach is taken to the evaluation of measures across the cities.

VIVALDI in Bristol

Bristol has successfully implemented 32 cross-cutting and innovative transport measures citywide. Implementation of each measure has contributed towards the four key urban policy goals of the project:

- Urban vitality and economic success;
- Social inclusion;
- The health and well being of citizens; and
- Sustainability

Each measure has been designed to fit succinctly within the following 6 integrated packages; clean and efficient vehicles, the city centre clear zone, inner city access and safety, inclusion in South Bristol, better public transport services and new mobility services. The University of the West of England, Bristol has been responsible for the evaluation and subsequent reporting of 5 measures within the integrated packages of inner city access and safety, and inclusion in South Bristol.

'Dings' Home Zone

The Dings Home Zone (safety and access in an inner city area) is a remodelled residential street adopting the Dutch design principles of 'Woonerf', where drivers are viewed as 'guests' in a street and shared surfaced space enabling key community participation, higher levels of social interaction and sustainable transport modes (walking and cycling) prevail. The Dings is one of the largest Home Zones in Bristol and is the first to utilise a new sustainable urban drainage system (SUDS).



Resident participation in the design and implementation of the scheme has been crucial to the overall awareness and acceptance of the zone, with 82 per cent of residents supporting the Home Zone. Community travel workers (another

VIVALDI measure) have been a key component in ensuring residents remained actively engaged in the project, and that their views were presented to Bristol City Council.

Bristol City Car Club

The Bristol City Car Club (safety and access in an inner city area) measure has sought to reduce the dependency on private vehicle ownership through offering members the opportunity for short-term car hire. Additionally, a number of public transport incentives were also presented to members (including reduced bus fares), promoting the role of public transport. The car club has been successful in increasing membership from 25 to 200 members, and in increasing the number of sites to 19, including two with LPG (liquid petroleum gas) vehicles.

Travel Awareness and Marketing (TravelSmart)

TravelSmart, an individualised travel awareness and marketing campaign, has been successfully implemented in three demonstration projects; Bishopsworth & Hartcliffe, Bishopston, and Southville, Bedminster and Windmill Hill. TravelSmart provides information on public transport and sustainable travel modes to interested households who are incentivised for requesting information. TravelSmart has resulted in substantial increases in walking, cycling and the use of public transport leading to relative reductions in car trips of 9 per cent in Bishopsworth, 12 per cent in Hartcliffe and 11 per cent in Bishopston without significantly impacting on journey time or length.

Walking and Cycling

Improvements have been made to the cycling and walking infrastructure in targeted areas and corridors through six schemes. Prior to the project there was a widespread but somewhat fragmented cycle infrastructure across the city. The Bristol-Bath railway path extension (Dings Railway Path) links the retrofit Home Zone to the existing cycle network and provides residents, commuters and leisure travellers the opportunity to cycle between Bristol-Bath and experience the Home Zone community. Community travel workers have organised a number of cycling events aimed at residents of the Dings to increase their usage of the new path (particularly in children)



Infrastructure improvements near two schools in the Hartcliffe area of Bristol has led to an 8 per cent increase in the number of children walking and a 2 per cent increase in the number of children cycling to the Hartcliffe Secondary School.

European Measures

Partner cities have experienced similar success with an expanded car club in Bremen, new cycle routes in Nantes, new city and trolley buses in Kaunas and a new coach and urban bus terminal in Aalborg.

Bristol Partners

The following organisations are the UK partners within VIVALDI:

- Bristol City Council;
- First;
- Sustrans;
- Dial-a-Ride; and
- UWE.

Contact Details

UWE Principal Investigator:
Professor Glenn Lyons
Glenn.Lyons@uwe.ac.uk

VIVALDI Project Web Site:
<http://www.vivaldiproject.org>

CIVITAS Web Site:
<http://www.civitas-initiative.org/civitas/home.cfm>

Centre for Transport & Society
Faculty of the Built Environment
University of the West of England
Frenchay Campus
Coldharbour Lane
BRISTOL BS16 1QY
UNITED KINGDOM

www.transport.uwe.ac.uk



Faculty of the
Built Environment