



About Clear Zones

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Urban centres are the focus of economic and cultural activities in most societies today. This concentration has led to a number of problems, such as bad air quality and traffic congestion which are affecting the quality of life in our towns and cities.

What is a Clear Zone?

"A Clear Zone is a defined urban area which exploits new technologies and operational approaches to improve quality of life and support economic growth, whilst minimising the adverse impacts of its transport systems."

The Clear Zones Vision

âA Clear Zone seeks to provide a liveable, accessible and lively urban centre where traffic congestion, pollution, noise, stress and other negative impacts of mobility are eliminated or limited, through the implementation of a package of transport related measures using innovative technologies.â

In particular, Clear Zones is an approach that can be used to:

- Provide a focus for both LTP and development plan objectives for key public areas in urban centres;
- Develop partnerships between local authorities and the private sector to pursue this common vision of transport, environmental and community improvements;
- Support the implementation of appropriate technological solutions and development technological perspective to meet this common vision.

The Clear Zones initiative working through partnership

The overall aim of the initiative is to promote the implementation of Clear Zone concepts and technologies in order to reduce pollution and traffic in towns. This was carried out by developing relevant technology and techniques through partnerships between cities, industry, academia and Government. Clear Zones is one of a number of recent initiatives aimed at reducing the adverse effects of traffic in urban areas. Other examples include the work of the Cleaner Vehicles Task Force, the development of air quality management plans within the National Air Quality Strategy and the EPSRC Civilising Cities programme.

Creating Sustainable Mobility in the Urban Environment

The overall aim of Clear Zones is to reduce pollution and traffic in towns and enhance manufacturing and export opportunities by developing relevant technology and techniques through partnerships between cities, industry, academia and Government.

It was originally a Foresight initiative developed by the Foresight Transport Panel in 1995. In 1997, a Clear Zones Steering Group was formed and a Co-ordinator was appointed by DLTR, to drive the initiative forward and take it from a concept to a reality. In 1999 the co-ordination role was taken over by Transport and Travel Research, to develop the idea into the new millennium.

Clear Zones activities

The steering group and co-ordination team took forward a number of activities as part of the initiative. These activities are set out in an annual action plan.

Key activities included:

- Raising the profile of Clear Zones and generating greater involvement; an annual conference, regional seminars, newsletters and networking
- Disseminating good practice and information â Case studies, guides and publications and the website;
- Generating projects in working with UK and EU funding programmes particular project areas

include:

- - Demonstration sites/pilot cities;
 - Evaluation and assessment of Clear Zone concepts;
 - Technology studies and demonstrations.

Clear Zones Co-ordination

Work plan for 2nd year

Prepared by Transport & Travel Research Ltd and David Martin

August 2000

Introduction

During the first two years of a co-ordinated Clear Zones initiative, Madeleine Simms worked to develop the idea, promote its use and generated a large network of interested organisations. Last year, we developed the idea of further working towards implementation of Clear Zones, promoting ideas for a series of pilots in LTPs. This year, we aim to support the implementation of Clear Zones in a number of key sites to act as 'trailblazers' for the Clear Zones approach.

Objectives

We will maintain the overall objective for our co-ordination role as defined last year:

"To promote the implementation of the Clear Zones concepts and technologies"

However, this year the focus of the activities will be:

- taking forward the Clear Zones demonstrators or 'trailblazers'
- defining a programme of complementary research activities
- networking and dissemination

Key co-ordination tasks

The main tasks to be carried out by the Clear Zones co-ordination team are proposed as follows:

Management/administration

- Overall management of the programme of activities - internal co-ordination, resource management, and progress reporting.
- Support for the steering group - administering the steering group meetings, providing feedback to the steering group on the activities of the programme.

Support to the trailblazers

The ideas and process for developing the trailblazers has been set out in a working paper on the pilot scheme and the briefing paper on selection criteria for the GOs. The working paper is attached as an annex. The tasks set out below are those that the co-ordination team will specifically carry out to support the selected sites.

- Selection of the trailblazers sites â ranking of sites supplied by GOs, liaison with the LAs, recommendation to Steering Group, agree with DETR/GOs wording for settlement letter.
- Site definition â a brief paper for each site defining the Clear Zone, its objectives and measures, and identifying research needs.
- Evaluation frame work â definition/agreement of indicators and data requirements, outline evaluation requirements for each site (detailed plans needed for each site later), allow some early data collection work by Las, if necessary
- Implementation guidance â development of an implementation guide for Clear Zones based on the Working Cities paper, an earlier brain storming session and work with trailblazer sites
- Support in generating/accessing additional funds: URBAN, ERDF, SRB, other UK, etc

Dissemination

- Case study documents:
 - - CZ award winners follow-up
 - Trailblazers
- Development and maintenance of web site
- Conferences and/or seminars
- Newsletters
- CZ awards for technical innovation

Networking

- Developing and supporting a CZ forum â possible link with Cleaner Transport Forum
- Building links with relevant organisations:
 - - DETR, DTI
 - HA, RDAs, GOs, SRA, etc
 - Scottish Executive and Welsh Assembly
 - Private sector

Structure of CZ initiative

It may necessary to change the structure of how the initiative is organised to focus on achieving the activities set out above:

- Co-ordination/management team to manage the activities:
 - - the internal arrangements will be reviewed
 - Steering group as currently exists
 - Clear Zones Forum as wider stakeholder group to promote dialogue, and promotion and development of new ideas and perspectives

The steering group would meet on a regular basis, say every two or three months. The group membership may be reviewed to reflect the priorities of the initiative.

The Forum, a much larger meeting, would meet say twice a year for a Workshop or Conference. The forum would provide a platform for wider debate of issues, particularly legal and organisational issues, providing feedback to Government. It is suggested that this forum meet jointly with the Cleaner Transport Forum as there is a strong degree of complementarity between them.

The Forum will draw upon a wide range of expertise and will be designed to enable specialist groups to address particular issues such as:

- Research
- Technology
- Policy

Annex 1 - Trailblazers working paper as Clear Zones Pilots

1.0 Introduction

The overall aim of the Clear Zones initiative is to encourage and facilitate the research, development and deployment of technology for liveable cities. Technology needs to help create cities that are accessible, yet not dominated by traffic, with good air quality and a vibrant and attractive centre. Technology includes both hardware and software. It is also apparent that many of the problems in introducing Clear Zones relate to the non-technical issues surrounding the implementation of technology as such as institutional, financial and legal issues.

1.1 Background

In order to resolve these non-technical issues, it is necessary to move beyond study to the practical demonstration and implementation of Clear Zones. Therefore, the current co-ordination team has taken as its objective:

as to promote the implementation of the Clear Zones concepts and technologies as

To achieve this aim, the co-ordination team are seeking to:

- generate new projects
- facilitate the creation of partnerships, especially involving the private sector for the development of projects or implementation, and supporting existing partnerships where necessary
- facilitate the dissemination of information and good practice

1.2 The Benefits of Pilot Schemes

A pilot scheme would seek to work with lead cities in the demonstration of comprehensive real-life demonstrations of Clear Zones. Such pilots would contribute directly to all of the above aims:

- they are, in themselves, projects that can be promoted and disseminated, and can complement other study or demonstration projects
- the development of pilots will require building partnerships and so give first hand experience of how this can be done effectively
- the results and information generated by the pilots can be disseminated to promote the further implementation of Clear Zones

The pilots, or trailblazers, will also provide a direct benefit in terms of promoting the Government's integrated transport objectives. The DETR/DTI will have a high profile programme, with tangible results, to help promote best practice in integrated transport solutions in urban areas. The pilot cities should benefit from additional funding through the LTP process and/or the DETR research programmes, to develop their Clear Zones ideas, along with support in promoting themselves as leading UK cities.

1.3 Relevance to Other Initiatives

There are a number of other initiatives that are seeking to promote pilot schemes of this nature, in particular the Civilising Cities initiative and the NSCA Low Emission Zones work. Each of these initiatives are working with and seeking cities/towns to champion their ideas. Each of these initiatives are also closely related to Clear Zones:

- Civilising Cities is promoting the use of an integrated package of transport measures that link into the wider policy objectives of health, education and employment
- Clear Zones takes this basic theme, but is looking to a package of measures that integrates innovative technologies and existing measures to meet policy objectives
- Low Emission Zones are, in effect, Clear Zones that are focusing on the use of clean vehicle technology to meet air quality objectives

It is proposed that all three initiatives work together to generate a consistent set of pilots that can be used to promote Government policy objectives.

2. Trailblazers Outline

2.1 Objective of Trailblazers

The overall aim of the scheme will be to work with and support a number of key cities in developing comprehensive Clear Zone concepts. Each of the Clear Zone concepts must meet the overall Clear Zone's objective set out as:

“A Clear Zone seeks to provide a liveable, accessible and lively urban centre where traffic congestion, pollution, noise, stress and other negative impacts of mobility are eliminated or limited, through the implementation of a package of transport related measures using innovative technologies.”

More precisely, the objectives of the scheme will be to:

- implement a number of real-life Clear Zones in UK towns or cities
- evaluate the benefits of these Clear Zones
- disseminate the results to promote further implementation of Clear Zones

2.2 Requirement for a Pilot Site

The selection of pilot sites would be based on the following criteria:

A vision of the future

- demonstration of a clear long term vision (20 years plus) in line with the Clear Zones concept
- give confidence of a commitment to the concept (perhaps supported by some evidence of public acceptance, particularly where significant vehicle restrictions are planned)

Geographical definition

- a well defined area
- a clear understanding of how this area is integrated within the rest of the city and transport network

Coherent package of innovative measures

- coherent strategy related to overall vision
- integration of modes
- use of innovative technologies, for example:
 - innovative public transport services - e.g. demand responsive
 - new vehicles - e.g. alternative fuels, ultra-light trams
 - new delivery services - home delivery, transshipment
 - telematic services - information, tele-work, vehicle guidance

Strong local partnerships

It is important that a local partnership is formed both in terms of ownership and acceptance of the concept, and for potential funding. A potential partnership arrangement with respect to the zone should be evident.

In addition the sites should show an understanding of the expected impact of the 'Clear Zone', with clear targets in the following areas:

Environmental impact targets

A stated intention to make changes, perhaps linked to local or national objectives, in some of the following areas:

- traffic reduction
- mode share
- improved air quality

- reduced traffic noise
- improved road safety
- improvements to the built environment - new public space, etc

Accessibility and economic vitality

Although it may not be identified directly in LTPs, measures may be evident that could lead to improvement in the local economic environment, probably in conjunction with other planning or regeneration initiatives:

- increased footfall
- increased retail turnover
- additional employment places
- tourist visits

2.3 Support for the Site

The Clear Zone Pilots sites should be supported through the following mechanisms:

- LTP money â potentially a better LTP settlement to support the funding of the Clear Zone concept
- research money â from the DETR/DTI research programmes for scheme design and evaluation
- additional research money - from relevant UK and EU research programmes
- pilot city forum â a quarterly forum where the cities can discuss progress and exchange ideas
- publicity through Clear Zones â the Clear Zones initiative would disseminate information from the site and develop guides to be sent out to other local authorities

The trailblazers should not be seen in isolation, but as complementary to other potential Clear Zones projects. The co-ordination team is actively seeking the generation of other projects from Government funds, EC funds and other initiatives. The projects may cover:

- technological development and demonstration projects
- policy/institutional studies
- a common evaluation method

The pilot sites should have fast track access to the information being generated by the projects to help in the development of their own Clear Zone concepts.

3. Pilot Evaluation

It will be necessary to provide some level of consistent evaluation across the pilot sites. This evaluation should seek to identify:

- Best practice in the implementation of Clear Zones
- The benefits for all Clear Zone stakeholders: local residents, local business and technology providers

3.1 Evaluation Areas

The key evaluation areas relevant for Clear Zones will be:

- traffic and congestion impacts â vehicle numbers, speed, trip time, mode split, etc
- public access to the zone â foot fall, number of trips, public transport services
- freight access to/from the zone
- environmental impacts â air quality measures, noise measures
- safety â accident rates
- socio/economic impacts â turnover, employment, visual improvement

3.2 Evaluation Approaches

It is the intention to build on and be consistent with other initiatives that are ongoing, in particular Civilising Cities and Low Emission Zones.

Civilising Cities â has developed a wide range of quality of life indicators for evaluation purposes. These would be used where there is a cross over with Clear Zone evaluation areas or pilot sites.

Low Emission Zones â has developed a simple model for assessing emission and air quality impacts. This could be used more widely for Clear Zones.

MAESTRO â is a EC developed assessment framework which will provide much useful information for the cities.

Other LTP and DETR guidance â relevant information will be drawn into the evaluation process such as the NATA and GOMMS approaches.

It may prove useful to pull all this information together to provide evaluation guidelines for Clear Zones and the wider assessment of LTPs.

4. Selection process and pilot timetable

The aim is to select 3 - 5 sites through the LTP process that will work with the Clear Zones initiative to promote and demonstrate the Clear Zones idea. The Government Offices are asked to carry out a first sift of potential sites, recommending 2 â 3 candidates to the Clear Zones Steering Group. A brief note (1/2 page) saying why the site has been chosen and indicating relevant sections of the LTP document should accompany the recommendations from the GO.

The final selection will be made by the Steering Group, in consultation with the Local Authorities themselves, and the DETR. It is anticipated that the selected sites will get final confirmation in their settlement letters from the GOs.

The proposed selection schedule is as follows:

Agreement of involvement of GOs (June 2000)

Brief GOs on Clear Zones concept (July 2000)

Initial selection by GOs as part of LTP assessment â 2 â 3 per region (Aug to Sept 2000)

Final selection by Clear Zones steering group, including liaison with the Las (Oct - Nov 2000)

Offer letters confirming Clear Zones âtrailblazersâ (Dec 2000)

Launch of pilot sites at Clear Zones conference (Feb 2001)

Development of Clear Zones schemes with co-ordination team (Jan 2001 â April 2001)

Implementation and evaluation of sites (April 2001 onwards)

Annex - Potential Pilot Sites

Building on the information from Clear Zones award winners, other Clear Zones contracts and the experience of the co-ordination team, we have drawn up an initial list of potential pilot sites. This list of sites has been split into two groups.

- Sites with Outline Clear Zone Concepts â these are sites that have, or are in the process of declaring Clear Zones, or those sites with schemes that could be considered Clear Zones
- Sites with Innovative Measures and Technologies â these are sites that have a number of interesting measures or technologies, but have not drawn them together within a Clear Zone concept

Sites with Outline Clear Zones

Nottingham

Nottingham is working towards a Clear Zone based on an existing pedestrian/vehicle restricted area. The area is being expanded, integrated with the new tram, and voluntary vehicle standards have been negotiated with transport operators.

Camden

Camden, a Clear Zone award winner, has made public commitment to developing a Clear Zone. They are also working on car free housing. Themes are soft modes and green public transport.

Westminster

Westminster have done comprehensive work on developing a Low Emission Zone, with standards set for buses and taxis. Study work done by TRL.

Corporation of London

Clear Zones award winner for their traffic and environmental zone. Largely based on traffic restriction, with commerce enforcement. Both environmental and security benefit.

Bath

Working towards a Clear Zone for city centre. Themes are vehicle restriction, speed limits, passenger information and telematic applications. EU telematics project HERITAGE.

Winchester

Clear Zones award winner for their movement and access plan. This provides the basis of a Clear Zone. Themes are soft modes, improved passenger information and bus priority.

Sites with Interesting Measures and Technologies

Bristol

Clear Zones award winner for ELGAR road pricing and telematics work. Plenty of interesting projects on telematics, clean vehicles, etc. Current focus on road pricing cordon could be basis of Clear Zone.

Leicester

Clear Zones award winner for road pricing trial and work on air quality and traffic management. Plenty of technology experience, environmental city status, provisional LTP mentions LEZ concept.

Edinburgh

Clear Zones award winner for Greenways. Also car free housing development.

Leeds

Clear Zones award winner for guided bus, also work on HOV lanes. Useful links with University.

Oxford

Lead UK city for Alter-Europe on Low Emission Zones, experience with LEVs, comprehensive city centre plan, interest in Freight project.

Merseyside

Lots of experience with technology demonstrations of vehicles and telematics. Lead partner in ALTER-ECO project looking at LEZs. Committed to Clear Zones process.

Exeter

UK city for ITS Pioneers, therefore good telematics experience. Good partnerships for ITS Pioneers and mobility plan forum.

Birmingham

Strong telematics background (MATISSE project) alternative fuels work with Travel West Midlands, links with PTE and tram. Strong interest in Clear Zone concept.

Relationship with Other Initiatives

The table below shows the potential relevance of each site with respect to Clear Zones, Low Emission Zones and Civilising Cities. Where there is a strong common interest, we propose the following:

LEZ and Clear Zones â Maintain strong links with NSCA work, focus assessment on air quality and vehicle technology. Promote under both initiatives.

Civilising Cities and Clear Zones â the Clear Zone would be seen as a package transport measure with a technology focus, and would be evaluated in a common way with other Civilising Cities sites.

In both cases, the site would be seen as a Clear Zone pilot, but providing added value in the context of the other initiatives.

City	Clearzones	LEZ	Civilising cities
Nottigham	***	**	
Camden	***		
Westminster	***	**	
Corporation of London	***		
Bath	**		*
Winchester	**		*
Bristol	**		
Leicester	**	*	
Edinburgh	**		
Leeds	**		**
Oxford	**	**	
Merseyside	**		**
Exeter	**		
Birmingham	**		**

Annex 2 - Complementary research working paper

The DETR has set aside a budget to provide additional research activities around the trailblazer sites, over the period 2000 to 2003. They are also open to the idea of bidding for further research funds, if this is necessary. The co-ordination team will also continue to seek funds from other research programmes and organisations in the UK and Europe. These additional funds will be used to provide support to the trailblazer site and wider research activities.

The key research areas to be developed are:

- detailed evaluation of the Clear Zone measures at the trailblazer sites
- technology studies for the trailblazer sites, developing some of the more innovative aspects of the site
- demonstration funding for new measures at the sites
- market research on the availability of private sector investment for Clear Zones
- development and demonstration of new Clear Zones technologies

The co-ordination team will have the responsibility of defining the research programme to support the Clear Zones initiative. The definition will focus on:

- a common evaluation framework for the sites
- definition of technology studies needed at the sites
- requirements of a market research investment study
- recommendations for research in the other areas defined above