

## **Report to Partnership Meeting 8 February 2019**

### **EUROPEAN PROJECTS**

#### **Stronger Combined Project**

##### **Purpose of Report**

To update Members on the recent announcement that the Stronger Combined project had secured funding in the latest round of funding from the INTERREG VA North Sea Region.

##### **Stronger Combined Project Summary**

Combined Mobility is an emerging strategy to reorganise transport in order to tackle mobility and sustainability challenges by offering an alternative to private vehicle ownership in sparsely populated areas. It may do so by, for instance, combining mobility and societal services as part of a single, seamless offering that is made available to users via app subscriptions.

Stronger Combined brings the concept from urban to sparsely populated areas and addresses the key challenges of public transport reformation; generic lack of knowledge among political decision-makers, changing service preferences and expectations of rural citizens, and inflexible legal and administrative frameworks of operating transport. Outputs include an open traffic data platform and transnationally validated service concepts and business models for rural combined mobility. These will benefit travelers, private service developers, municipalities and regional public authorities. The beneficiaries apply a transnational approach of three joint processes; open data, innovation process and cooperation platforms to address the challenges.

The sustainability of the processes is evaluated to enable pilot and result measurement, comparability and replication. The homogeneity of the public transport sector in the NSR enables wide uptake of green solutions for regional personal rural transport and ensures measurable long-term impact on rural living standards, mobility patterns and aggregated CO2 emissions.

##### **Stronger Combined Partnership**

The project partnership comprises the following organisations:

- Värmlandstrafik AB, Sweden (Lead Partner)
- IBI Group, UK (Representing MaaS Scotland)
- RISE Viktoria AB, Sweden
- Oppland Fylkeskommune, Norway
- Hallandstrafiken AB, Sweden
- Samtrafiken, Sweden
- Skive commune, Denmark
- Publiek Vervoer Groningen Drenthe, Netherlands
- Antwerp Management School, Belgium

- Stad Genk, Belgium
- Dienstverlenende Vereniging Westhoek, Belgium
- INGHA, Germany
- HITRANS

### **HITRANS role in Stronger Combined**

HITRANS will work closely with IBI Group (who are a co-beneficiary alongside HITRANS) to develop a Mobility as a Service (MaaS) platform which will have an initial pilot focus on the Cairngorms National Park area. This will build on the existing work towards the creation of a Connected Cairngorms MaaS platform.

HITRANS will be responsible for UK-wide communication and dissemination through media channels and at events.

In work package 3 (Open Data) , HITRANS will explore data requirements and data framework for the development of combined mobility.

In work package 4 (Innovation Process) and work package 5 (Piloting a co-operation platform), HITRANS will work with local partners and stakeholders (both public bodies and private sector) and run an innovation process to design a new combined mobility service that is particularly focused on tourists / visitors to the Cairngorms National Park area. This will lead to development of a cooperation platform for piloting the service in cooperation with IBI Group that should see a MaaS pilot introduced under the Cairngorms Connected banner.

To support the work and shape the approach taken HITRANS is working with local partners to undertake User Focused research that will help determine the focus areas for mobility services and solutions in the Cairngorms National Park area. This will have a particular focus on the Aviemore, Grantown, Carrbridge and Kinbrace areas.

### **Project Budget**

HITRANS budget for Stronger Combined is set at 291,351 EURO. 50% of this funding has been secured through the North Sea Region ERDF and it is HITRANS officers intention to seek new funding at a local level as out match funding. The Scottish Government Programme for Government has made a budget of £2Million available for Mobility as a Service projects in Scotland and it is hoped that this can be tapped into as a source of match funding as the Stronger Combined project aligns very closely with this funding stream.

IBI Group will be a co-beneficiary to HITRANS and will work closely with HITRANS on the pilot project development and delivery. IBI Group are the partner body / entity but have an additional status as representatives of MaaS Scotland (the Membership body that represents those seeking to deliver MaaS within Scotland). IBI Group budget is a further 61,500 EURO.

### **RISK REGISTER**

#### RTS Delivery

Impact – Positive

Comment – The Stronger Combined project supports several RTS objectives, particularly in the field of shared mobility.

#### Policy

Impact – Positive

Comment – Stronger Combined is supporting broader policy work identified at a National level through the 2019/20 Programme for Government and emerging National Transport Strategy.

Financial

Impact – Positive

Budget line and value – The project attracts a reimbursement rate of 50% and there is a real opportunity to draw down additional funding from Transport Scotland to make up the match funding.

Equality

Impact – Positive

Comment – Stronger Combined aims to improve access to shared mobility services in the region.

**RECOMMENDATION**

Members are asked to:-

1. Note the report.

**Report by:** Ranald Robertson  
**Designation:** Partnership Director  
**Date:** 30<sup>th</sup> January 2019