

Item:
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Report to Partnership Meeting 2 June 2015

RESEARCH AND STRATEGY DEVELOPMENT

SCARBIKE EU PROJECT

Purpose of Report

To update the partnership board of a potential EU project opportunity encouraging active travel, in particular cycling as a mode of transport in rural areas.

Background

HITRANS became aware of the opportunity to engage in an Interreg VB North Sea Region project through a call for partners, with the aim of submitting a stage 1 application.

Details regarding the proposed work packages and the potential partners are listed below. HITRANS officers have engaged in a telecon with Nele Kerkhofs, project coordinator from IOK Kempen in Belgium, and the Active Travel Officer is attending a meeting at Schipol Airport on 1st June, and will be able to provide a further verbal update on 2nd June at the Partnership meeting.

The funding intervention rate for this programme is 50%.

SCARBIKE: Commuting by bike as a full alternative in a rural region

Goals of project:

- To reduce CO2 emissions
- Promoting cycling as a viable option for commuting as behaviour/culture change
- Focus on rural areas, with SME involvement

Funding strand: Interreg

- Smart and Green mobility

Central aim and description

- Realise a model shift to biking for commuter traffic by developing...
- Innovative cycling infrastructure concepts.
- Instruments and incentives with and for SME's.
- An interregional open data platform for collecting, monitoring and managing cycling-traffic.
- Pilots and instruments on rural commuting by bike.

Partners Committed

- IOK Kempen (regional development agency for 29 municipalities) - Belgium
- HANNN (Health cluster organization with companies and universities) – Netherlands
- Provincie Antwerpen - Belgium
- Provincie Drenthe - Netherlands
- Bremerhaven - Germany

Partners approached (and under consideration)

- Region Örebro county - Sweden
- Khristiansand - Norway
- Skane Region - Sweden
- Hordaland Regionen - Norway
- HITRANS - UK
- Aberdeenshire - UK

Committed to the project (partner or supplier)

- TNO (Dutch Research Institute) - Netherlands
- Gemeente Groningen - Netherlands

Proposed Work Packages

1. Project management and communication				
2. Analysis of cycling traffic - target groups, quantity				
3. Promotion of cycling through instruments - campaigning (focus on SME's), incentives	4. Innovative cycling infrastructure concepts	5. Real time data information - data platform, monitoring, health, apps		6. Bike sharing and collective services in a rural area
7. Other ideas?				
8. Pilots				
Bike/Work	Smart Cycling Highway	Open Data platform	Interreg area	E-bike to grab instead of a bus?

Recommendation

Members are asked to note the report and engage in discussion on this opportunity at the meeting.

Risk	Impact	Comment
RTS Delivery	√	This work supports RTS objectives and the monitoring of their implementation.
Policy	√	This work supports the development of our Active Travel Policies H27a to H27d
Financial	-	To be confirmed though potential to use £100k Active Travel Budget
Equality	√	HITRANS support for Active Travel helps eliminate the barriers to travel for all and removes a number of physical accessibility barriers.

Report by: Fiona McInally
 Designation: Active Travel Officer
 Date: 25th May 2015