

Report to Partnership Meeting 23 June 2017

EUROPEAN PROJECTS

INCLUSION Project Report

Purpose of Report

To provide Members with an update on HITRANS involvement in the recently approved Horizon 2020 project, INCLUSION.

Project Overview

INCLUSION was approved in May 2017, and focuses on more accessible and inclusive mobility solutions for European prioritised areas. The project aims to understand, assess and evaluate the accessibility and inclusiveness of transport solutions in these areas, identify gaps and unmet needs, propose and experiment a range of innovative and transferable solutions, ensuring accessible, inclusive and equitable conditions for all and especially vulnerable user groups. This Horizon 2020 project features a reimbursement rate of 100%.

Project Partnership

INCLUSION is led by Softeco, based in Italy, and includes 13 project partners:

#	Name of Organisation	Country
1	Softeco Sismat Srl	Italy
2	Memex S.R.L.	Italy
3	Rupprecht Consult - Forschung & Beratung GmbH	Germany
4	Mosaic Factor SI	Spain
5	The University Court of The University of Aberdeen	UK
6	Verkehrsverbund Rhein-Sieg GmbH	Germany
7	BUSITALIA SITA NORD S.R.L.	Italy
8	Centrum Voor Positieve Aanwending Vzw	Belgium
9	The Highlands and Islands Transport Partnership	UK
10	Busup Technologies SI	Spain
11	Bkk Budapesti Közlekedési Központ Zártkörűen Működő Részvénytársaság	Hungary
12	EMTA European Metropolitan Transport Authorities	France
13	Polis - Promotion of Operational Links with Integrated Services, Association Internationale	Belgium

HITRANS Project Activities

Innovative solutions will be trialled through real-life experiments, titled Innovation Pilot Labs. HITRANS main involvement will be in a UK Innovation Pilot Lab at Cairngorms National Park. The Park is one of the most popular tourism destinations within the Scottish Highlands, with more than one and a half million visitors per year for summer hiking and winter skiing. Tourism accounts for 30% of the economy and 43% of employment, with visitors flocking to the area to

appreciate the outstanding landscapes, wildlife and huge range of activities. Enhanced mobility has been identified as a means of promoting economic development, improving visitor experience and sustaining local populations.

A number of vulnerable groups have been identified, namely: elderly people/persons of reduced mobility; residents who suffer from fuel poverty due to high rural fuel costs; and young people who face the challenge of not having access to their own mobility solution who rely on lifts from friends and relatives, whilst aspiring to owning their own vehicle due to a lack of alternative travel options. The lack of travel options risks a loss of key segment of society to the area, as residents may choose to relocate to have access to a wider range of services (e.g. retail, leisure, cultural or employment), that they could still access from the CNP area if travel options were provided.

Traffic volumes in the area peak during school holidays, and seasonal activities, such as skiing, make small, unclassified roads (traditionally used for cycling and walking routes) busy and dangerous. The traffic has a constant level of HGVs, due to the whisky industry and through connectivity to other parts of Scotland, thus the ability to offer connected mobility will improve the current statistic of only 3% of visitors to the area using public transport and 7% using cycling.

The focus and objectives of the Innovation Pilot Lab could include:

- Feasibility and project development with stakeholder engagement to support enhanced mobility amongst prioritised groups
- Governance issues related to mobility management
- Development and implementation of traveller information strategies for vulnerable groups
- Development of a central application programming interface to capture multiple information sources presented as open data
- Integrated ticketing between rail and bus
- Lift sharing scheme or car club

RISK REGISTER

RTS Delivery

Impact - Positive

Comment – The INCLUSION project supports a number of RTS objectives, including reducing barriers to participation and improving the quality, accessibility, availability & integration of travel.

Policy

Impact - Positive

Comment – INCLUSION is supporting broader policy work by contributing to priorities of making areas better connected and rural areas more accessible.

Financial

Impact – Positive

Budget line and value – The project attracts a reimbursement rate of 100%.

Comment – A significant element of the work in INCLUSION covers activity HITRANS would be delivering in any case meaning a significant amount of additional funding is being attracted to the Partnership.

Equality

Impact – Positive

Comment – INCLUSION aims to ensure accessible, inclusive and equitable conditions for all, especially vulnerable user groups.

RECOMMENDATION

Members are asked to note the report.

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Date: 3rd April 2017