

Report to Partnership Meeting 2 February 2018

EUROPEAN PROJECTS

MOVE North Sea Region Project

Purpose of Report

To introduce Members to the MOVE North Sea Region project in which HITRANS are a partner and which has passed the Expression of Interest test for North Sea Region projects.

Mobility Opportunities Valuable to Everybody (MOVE)

Semi-rural areas are often excluded from new or green mobility initiatives, such as car and bike sharing, Uber and large scale zero-emission transport. Long distances and too few users can make these options costly and impractical, resulting in private cars being favoured for travel needs. Those who cannot afford or use cars are less likely to obtain a job, and could choose to leave rural areas to move to cities with better connections and opportunities. This results in a vicious circle where these areas are less attractive for businesses or partnerships with large companies from the transport sector. Local authorities often struggle to find the capacity in staff and financing for green and flexible solutions, which remain heavily subsidized and are not always efficient. For example, an electric bus does not reduce overall emissions, and the users' needs are still not answered.

To solve these issues, the MOVE project has been developed to help shape a new approach to develop innovative and sustainable mobility initiatives through co-creation, bringing together local authorities, knowledge centres and local economic players. MOVE will use local specificities to create practical solutions in five pilots based on unlikely combinations, with tangible business plans to be implemented, tested and evaluated. The project aims to increase accessibility and reduce individual car usage, emissions and costs. MOVE will share best practice in sustainable mobility and governance to increase take-up in other regions, and support the greening of transport and stimulate rural areas in the North Sea Region.

The project partnership is composed of the following entities:

- 1) HZ University of Applied Sciences, Vissingen, Netherlands
- 2) Municipality of Middelburg, Netherlands
- 3) Advier Research Company, Delft, Netherlands
- 4) IGEMO, Mechelen, Belgium
- 5) Ghent University, Belgium
- 6) County of Northelm, Germany
- 7) HITRANS
- 8) University of Essex
- 9) NHS Highland
- 10) Gate 21, Denmark

Objectives of MOVE

MOVE's overall objective is to enhance accessibility of small and middle-sized cities/towns and their rural surroundings within the NSR area by developing, testing, validating and disseminating sustainable mobility (business) models through innovative multidisciplinary co-creation. The development of mobility initiatives that are responsive and tailored to local needs will increase accessibility of areas becoming increasingly isolated. Heavily subsidised mobility schemes tend to be subject to budgetary restraints, with an increased risk for future limitations, thus also increasing bottlenecks. By creating financially sustainable transport systems, the durability of such an initiative is reinforced, contributing to the removal of bottlenecks and greening of personal transport in rural and small-sized cities.

This project will introduce mobility solutions based on a process of co-creation to identify new partnerships and opportunities, especially in unlikely combinations between different sectors to develop new, sustainable and economically viable business models for mobility services in rural and mid-sized cities. The project will specifically answer the needs of the North Sea Region as underlined in the cooperation programme: "Actions are therefore needed to maintain and improve rural services at a reasonable cost to avoid the risk of social exclusion, and ensure accessibility for tourists and visitors to rural areas" by developing new, sustainable mobility solutions.

MOVE supports the greening of the transport sector by offering solutions aimed at reducing the use of individual vehicles, or by using alternative greener transport options. In the long term, the shift towards renewable energy for transport is necessary with the increasing price of fossil fuels. This project will seize this opportunity by embracing existing technical innovations within the co-creation process to promote long term mobility solutions.

The project will contribute to the overall objectives of the programme by reducing GHG in the transport sector, and provide tangible and reproducible examples and results for local authorities to implement in other areas of the NSR and beyond, contributing to a long-term change in the mobility sector. A key project result will be the reduction of individual car usage and the resulting reduction of GHG emissions per kilometer in the transport sector. Each pilot will aim at reducing overall GHG emissions and act as best practice for other areas decarbonising transport.

In the short term, the results of MOVE will provide local authorities and enterprises the tools to increase the use of green transport services and build mobility solutions adapted to local needs, backed by sustainable business models. MOVE will increase awareness to act as an incentive for other areas and enterprises to re-use or develop their own solutions.

HITRANS ROLE IN PROJECT

HITRANS proposed role within the project is to lead one of five pilot area projects that will develop the MOVE hypothesis, working through co-creation to develop and implement a pilot with other partners. It is anticipated that this effort will involve close working with fellow MOVE project partner, NHS Highland.

The five pilot areas, context and target groups agreed in the project application are:

- I. Middelburg/Walcheren (NL): territorial discontinuity (peninsula); mobility impaired persons (elderly spec. 50+ women), student community, seasonal variation (tourism)
- II. Mechelen area (BE): on major North-South axis; reliance on cars caused by spatial planning (scattered residential & business parks development); student community, low skilled/poor populations, ageing population

- III. Landkreis Northeim (GER): low density area with small towns, reducing public transport offer; ageing population, commuting to/from Göttingen
- IV. Highlands and Islands (UK): vast area, various relief and territorial discontinuity, limited public transport coverage, remoteness from key facilities; seasonal variation (tourism), elderly, people with reduced mobility, youngsters with limited access to alternative transport
- V. Zealand Region (DK): flat rural area, decreasing public transport coverage, lack of economically viable alternatives; poor populations, elderly and disabled, commuters.

Members will recognise that the HITRANS pilot project parameters are wide and leave a great deal of scope for the co-creation approach of the project to develop a focussed innovative solution for a target group, geographical area or key facility.

PROJECT BUDGET

The project budget will develop as the application progresses. The consortium is large, but HITRANS being a pilot project leader should mean we are a significant beneficiary, and there are clear parallels between this project and our recent success through the G-PaTRA North Sea Region project where HITRANS is managing a budget of 466,875 EURO.

RISK REGISTER

RTS Delivery

Impact – Positive

Comment – The MOVE project supports several RTS objectives, particularly in the field of low carbon transport and improving accessibility, availability & integration of travel.

Policy

Impact – Positive

Comment – MOVE is supporting broader policy work by aiming to improve connectivity and making rural areas more accessible.

Financial

Impact – Positive

Budget line and value – The project attracts a reimbursement rate of 50%.

Comment – A significant element of the work in MOVE 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 – MOVE aims to increase accessibility in areas becoming increasingly isolated.

RECOMMENDATION

Members are asked to:-

1. Note the report.
2. Members are asked to approve the Partnership's participation in the Expression of Interest which will be fully funded through the North Sea Region programme.

Report by:
Designation:
Date:

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23rd January 2018