

## Report to Partnership Meeting 4 April 2014

### EUROPEAN PROJECTS

#### REPUTE

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

To provide Members with an update on the INTERREG IVB Atlantic Area REPUTE Project.

##### **Background**

REPUTE will create an Atlantic Area framework for encouraging innovation in promoting the use of renewable energy in public transport. REPUTE builds on the work done in previous transport projects concerning energy, to support interoperability, intermodality and continuity of existing transport networks.

REPUTE will establish an annual event, with supporting annual publications, for the transnational regions to engage in collaborative work on the use of renewable energy in public transport to promote interoperability and intermodality, attracting support from representatives in the sector across Europe; it will develop a process for engagement with the different ideas for the use of renewable energy in public transport to promote interoperability and intermodality generated in the Atlantic Area and across Europe; and it will undertake pilot testing in flagship concepts designed to achieve the core priority for Atlantic Area: promoting interoperability and continuity of existing transport networks, and sea/road/rail/air intermodality.

##### **Project Partners:**

Action Renewables – Northern Ireland  
South West College – Northern Ireland  
Fundacion Asturiana de la Energia – Spain  
Limerick Institute of Technology – Ireland  
Comunidade Intermunicipal do Oeste – Portugal  
Oxford Brookes University – UK  
South Tipperary County Council – Ireland  
Mid West Regional Authority – Ireland  
Ecole d'Ingneieurs en Genie des Systemes Industriels – France

The French partner worked with HITRANS on the START project.

##### **Lead Partner**

The Partnership Board agreed HITRANS participation in the REPUTE project at the meeting on 7<sup>th</sup> February 2014. Soon after the meeting officers were advised that the lead partner in the project would be changing. This was as a result of a decision taken by the Board of the original lead partner International Renewables and Recycling Institute (IRRI) that the slow payment of EU funds by the Managing Authority represented too great a risk for the organisation as they

were already awaiting repayment of resources on a number of other INTERREG projects. The change in lead partner means that HITRANS would move our relationship within the project from IRRRI to the new lead partner. The new Lead Partner is Action Renewables of Northern Ireland.

Action Renewables have previously worked with HITRANS within the INTERREG IVB Northern Periphery Programme TransTourism Project. Their status as a lead partner has been approved by the Atlantic Area and they are already a lead partner in another Atlantic Area project – BATTERIE.

Action Renewables is currently working on a number of European funded projects in the areas of supply chain development for renewable energy solutions; rural youth entrepreneurship and renewable energy project development in rural communities. These projects include the following:

- SECRE – NPP Programme.
- BATTERIE – Atlantic Area Programme.
- RASLRES – NPP Programme
- Smallest – NPP Programme
- Wares – NPP Programme
- Biopad – NPP Programme
- REPUTE – Atlantic Area

The Partnership Director has met with the REPUTE Project Manager and Action Renewables Deputy Executive Director and has received written confirmation that HITRANS role in the project will not be affected by the change in lead partner and that the projects and budget available to HITRANS will be delivered in line with the report agreed by the HITRANS Partnership Board in February 2014.

### **HITRANS Role in REPUTE**

HITRANS role within the REPUTE project is as an Associate Partner working with the lead partner.

The areas which HITRANS work is focussing on are:

- Renewable Energy Powered Transport Information Signs
- Personalised Travel Planning

#### **Renewable Energy Powered Transport Information Signs**

HITRANS have helped pioneer the use of renewable energy to power electronic information displays at public transport interchanges through our work as partners in the Technology Strategy Board funded CHRONOS project. In particular this project delivered a highly effective solution to providing up to date electronic information at rural stations with the introduction of CHRONOS solar powered displays at 7 locations on the rail line north of Inverness.

HITRANS will receive an allocation of 20,000 Euros to provide Electronic Passenger Information Signs harnessing renewable energy sources such as solar or wind as the power source. We estimate this will allow the Partnership to install three new displays at transport interchanges. The locations would be agreed once funding is confirmed.

## Personalised Travel Planning

Personalised travel planning (PTP) is a highly targeted measure to achieve reductions in car use.

Personalised travel planning works with individuals (usually across a specified geographical area) to provide information on alternatives to the car for the trips that they make, and encourage use of those alternatives.

Personalised travel planning falls under the umbrella of public awareness campaigns and good recent examples of this type of intervention include measures funded by Transport Scotland through the Smarter Places, Smarter Choices Programme. In the Highlands and Islands this programme saw a range of PTP interventions delivered by Orkney Island Council for the Kick Start Kirkwall campaign.

PTP campaigns can range from passive advertising to a wide audience to PTP. It is also possible to implement multiple Smarter Choices simultaneously, such that each enhances the performance of another, e.g., advertising can support a PTP programme. There are a number of steps on the way to achieving a reduction in car use, which can be tackled through a PJP programme. These include problem awareness, accepting responsibility, perception of alternatives, evaluation of alternatives, making a choice, experimental behaviour and habitual behaviour.

HITRANS will receive an allocation of 50,000 Euros from the REPUTE project that could be used to engage PTP specialists to deliver a range of PTP measures at locations within the Highlands and Islands. This will include the development of a tool kit that can be used by local authorities and HITRANS to deliver PTP measures in house and for monitoring and measuring the impact of this work.

HITRANS will investigate the possibility of attracting additional funding to match the REPUTE allocation for personalised travel planning. It is possible that organisations such as SUSTRANS and the Energy Savings Trust will see added value in this work and be prepared to match the budget.

### **Recommendation**

1. Members are asked to note this report.
2. Members are asked to approve the allocation of 40,000 Euros from the 2013/14 and 2014/15 Research and Strategy Delivery Programme to the REPUTE Project.

<b>Risk</b>	<b>Impact</b>	<b>Comment</b>
RTS delivery	√	This work supports RTS objectives.
Policy	√	This work is designed to support delivery of our Sustainable Travel and Green Transport policy.
Financial	√	The cost of HITRANS participation in REPUTE will be met from budget included with the Business Plan. This project will attract ERDF funds that will see the budget increase beyond HITRANS contribution.
Equality	-	No impact on Equalities issues.

**Report by:** Ranald Robertson  
**Designation:** Partnership Director  
**Date:** 17<sup>th</sup> March 2014