



Target 2

Part of the Interreg IIIB North Sea Region programme

Different countries share many of the same problems when it comes to travel, transport, pollution and congestion. The Target 2 Project, led by Metro in West Yorkshire, has brought together eight partners from the Interreg North Sea Region to test and implement new 'soft' travel solutions that tackle car dependency and demonstrate the effectiveness of mobility management techniques.

Target 2 supports sustainable transport by providing a range of travel options, raising awareness and using creative information campaigns about travel choices and the benefits of modal shift. Target's wide range of activities addresses travel choices whatever the journey - for work, for school or to a favourite leisure event. By encouraging more flexible attitudes, Target 2 aims to change people's transport perceptions and travel practices.

In a recent paper published by the International Association of Public Transport (UITP), Roberto Cavalieri, Chair of the EU Committee, discusses the importance of new recommendations for EU decision-makers to achieve sustainable urban transport; Cavalieri states that 'Public transport is the key solution to urban transport problems. Public transport being the safest means of land transport, uses less road space and is less damaging to the environment'.

Project findings from Target 2 substantiate these conclusions. Working together many of the project's 26 activities have looked at car-dependent lifestyles, and posed the question 'Is a car necessary to make this journey?' Sometimes it is, but even on these occasions sharing a car, or membership of a car club reduces the need to own a car. In the city of Leeds, UK, one of the most successful Target 2 -backed projects has been the launch a viable car club that also provides public transport incentives. Each member is eligible for discounted bus and train travel throughout West Yorkshire for all their non-car journeys. Leeds was able to fast-track the development of the car club in Leeds, by learning through the partnership work of Target 2, about the similar system already established by project partners, Bremen in Germany.

Discussion to expand car clubs to three other major cities within Yorkshire and Humber are now underway.

Public transport is also a key component to address business travel, and therefore reducing urban pollution and congestion. Goteborg's highly successful Lundby Mobility Centre, Odense Hospital in Denmark, and authorities in Yorkshire and Humber Region UK have been promoting sustainable travel by offering sustainable travel incentives such as discounted ticketing, and rewarding best practice for proven modal shift.

Pioneering Target supported authorities in Yorkshire and Humber are now addressing the integrated planning process that encourage developers to comply with restricted car-parking provision, and contribute to public transport services and infrastructure. This results in better use of urban space, which in turn can generate further wealth.

Odense recently published a report on the annual cost of road accidents. Working with schools and school children, they have implemented many signed 'safe routes to school' and organized cycle training sessions. Thus creating public awareness of huge reductions in the annual cost of road accidents

Addressing the issue of leisure travel, Bremen has introduced a SmartCard that gives holders entrance to over 120 local leisure venues, which is accepted on all modes of public transport in the Bremen and Lower Saxony region

Despite these successes, the system needs more teeth. EU decision-makers must understand that soft measures on an ad-hoc basis are inadequate. Consistent approaches and incentives are needed to encourage everyone to play their part and benefit from the major economic, environmental and health implications of lasting modal shift.

Target 2 is a European project co-funded by the Interreg IIIB North Sea Region programme. It is led by Metro on behalf of Yorkshire and Humber Region, with partners from Bremen, Goteborg, Odense and the regional partnership of Euregio



Scheldemonde in Flanders/Province of Zeeland. Target 2 will continue to work in partnership so good ideas and initiatives are adopted by mainstream thinking.

For more information visit our web site at www.eu-target.net. Sign up for brochures and reports on the web site contact pages. To discuss activities contact the Project Coordinator: Marian Read at +44 (0)113 251 7366. Target's reporting conference takes place in May 2005.