



Welcome to the first Target 2 newsletter. We intend to produce a newsletter at regular intervals to keep all members of the Target project informed about who's involved and what's happening. It will also let you know about the partners and links and other sustainable mobility items of interest.

Information about Target can be accessed through the website at: www.eu-target.net

We would be very happy to have suggestions about what information you would find useful for future editions. Either post ideas on the members page of the web site or email target@wypte.gov.uk

Target 2 off to a flying start

Six months ago, Target 2 announced it had been successful in its bid for funding to the EU Interreg IIIB North Sea Region programme. Since then it has gone from strength to strength having been upheld as one of the flagship Interreg IIC projects.

We aim to build on this success and experience in progressing Target's 26 workpackage activities.

Project Management Board

The Project Management Board has now met twice. The first meeting, for the Target project inception meeting took place in Odense, Denmark in June 2002 and the second was the bi-annual PMB meeting in Bruges in January of this year.



A range of issues was covered including a summary of Target business and the activities to date. Finance issues were updated with the latest information for the Partners from The Secretariat in Viborg.

Following the re-launch of the Target web site in December 2002, the partners discussed further options to enhance and develop the site. These will appear on the web site as part of the regular updates.

While in the Eurigio Scheldemond region, site visits were an opportunity for the Partners to sign and exchange legal contracts. Leading council members and project directors had the opportunity to meet, which added their support to Target and its sustainable mobility objectives.

Above: getting together in Sluis-Oostburg

Below: Marilyn assists the Mayor of Bruges to sign the contract. Councillor. Phelps and Metro Director John Henkel look on.



Thematic Seminar on sustainable leisure travel

As part of the projects development it was recognised that common ground between the Work Areas and opportunities to learn more from each other's experience and expertise, needed to be explored. Thematic seminars are designed to do just that.

'Sustainable leisure travel' was the theme for the first one held in Bruges in January 2002. It brought together aspects of mobility and leisure where major traffic generation adversely affects local areas, structures and everyday life. The seminar attracted approximately 25 delegates from project partners and interested regional experts.

Bruges was an ideal venue not least because of the importance of its tourist economy, its impact on travel patterns and how this is managed. Delegates saw how planning and policy developments restrict car and bus traffic through the city, yet actively encourage tourism, cycling, walking and city living in a shared environment.



Yoke guides the group around Bruges identifying the major spatial policy developments

Delegates identified the key barriers and issues concerning sustainable travel such as getting information to the right people and raising awareness of decision makers. They also addressed the mechanisms to implement soft measures.

There are no easy answers that apply in every case, but it was agreed that a pool of soft measures could make a difference. Examples of good practice include of intermodal transport; integration of transport and information; sharing information and knowledge; hand holding support; electronic media and Smartcard; and partnerships - bringing together experts / specialists in a particular field, key decision-makers and/or politicians, private sector, public transport and in this case leisure sector operators

Bruges2003



Mega event: Sail Bruges 2002 presentation by Kommandant Boden looked at the who, what and how to organise big events

Site visits and presentations complemented the seminar

days. A visit to City of Bruges and the Harbour area of Zeebrugge illustrated many of the problems encountered. Within Target the sites will respectively introduce cycle/pedestrian rejuvenation and develop a harbour integrated mobility plan.

Conference presentations covered Mega events organisation (see picture above); the development of the EntdeckerCard for visitors to NW Germany combining public transport and leisure attractions; an insight into visitor problems in the rural

District of the Yorkshire Dales, UK and the proposed innovative transport Zealand coast expressway system.

The presentations are available on CD-ROM from target@wypte.gov.uk

The next Thematic Seminar will take place in Goteborg on 17 & 18 June 2003 Titled 'Behaviour change and influencing people'

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Web Site

We are happy to announce the re-launch of the Target website in December 2002. A new look ensures easy navigation within the site and more pages increase the amount of information available.

There will be regular updates to the workpackages and news pages. The new events pages list future dates, conferences, seminars and contact details for everything that is happening in Target and the EU Region.

Finally, there is a new members only area. Here Target members can share their experiences and good practice. Test out ideas and ask questions – there may be someone out there with the answer you were looking for!

Ask your Work Area site co-ordinator for the password

Check out www.eu-target.net

The Target logo and EU flag can be found in the members area.

Target Logo

You will have noticed that Target 2 has a new logo. The logo should be used on all your leaflets, pamphlets, reports or other promotional material concerning the Target project. Not only does it identify the product and activities, it also acts as promotion for the project itself.

What does it mean? The logo arrowhead conceptually represents the project moving forward from the pilot stage of Target 1 to Target 2. The five boxes represent the five partners.

**...and the strap line
new travel solutions**

We spent many agonising hours on this one. So we hope you like it. Please use it - it is what we are about. We want people to know about Target and what we stand for.

Workpackage feature:

**Smart 'all inclusive'
Tourist Card
EntdeckerCARD**

Tuesday 1st April 2003 sees the start of EntdeckerCard, a smart "all inclusive" TouristCard to make Northwest Germany more attractive for tourists.



The all-inclusive TouristCard combines unlimited public transport travel with access to over 100 leisure and tourist attractions.

This technology is based on an intelligent smart card that can load onto your own bank card.



The initiative offers greater opportunities for visitors, to use intermodal public transport, raise their environmental awareness visit more attractions and encourages them to stay longer in the area.

For more information contact Michael Fromming TARGET@umwelt.bremen.de

Dates for your diary

Project Management Board 16 June 2003 in Goteborg
Thematic Seminar: theme 'behaviour change and influencing people' 17&18 June 2003 in Goteborg

Work Area Meetings:

Workplaces	7 & 8 May	in Odense
City Living	.6 & 7 May	in Odense
Transport & Leisure	23–25 April	in Oosturg
Mobility Education	late May	in UK <u>tba</u>

European Mobility Week 16 – 22 Sept
 In town without my car day Mon. 22 Sept