

News Release



Liverpool Conference Examines Sustainable Transport Options for City Visitors

PARTNER project final conference
Thursday 27th September - Blackburne House, Liverpool

PARTNER is the first example of a European project where Atlantic Area cities are co-operating to develop joint solutions to resolve their common sustainable transport problems. The project has developed the INTEGRA seamless travel brand to represent high quality sustainable transport modes and information provision across the Atlantic Area. The project team plans to build on the success of the PARTNER project to introduce INTEGRA to as many cities as possible in the future.



The final conference of the EC-funded PARTNER project was held at Blackburne House, Liverpool on 27th September. The conference was hosted by Merseytravel (www.merseytravel.gov.uk) and organised by Transport & Travel Research Ltd (www.ttr-ltd.co.uk). The conference generated a lot of interest from representatives from National and Local Government, Transport Operators and Information Providers attending the event. The conclusion of the conference was that the partnership will take forward the new international INTEGRA brand to other cities throughout Europe.

The conference, entitled 'Sustainable Transport Options for City Visitors', reflected the results achieved within the European INTERREGIIB PARTNER project. It was also an opportunity to showcase the work carried out in six Atlantic Area cities, in the UK, Ireland, France, and Spain. The objective of

the PARTNER project is to make it easy for visitors to travel around the Atlantic Area, using a combination of local public transport and inter-regional transport services.

The conference, which attracted 80 delegates from the UK and Europe, took a practical approach and covered the following topics:

- Communicating effectively with the customer marketing and branding of public transport services;
- How to set up multi-lingual passenger information systems;
- Transport preparations and planning for visitors to Liverpool (European Capital of Culture 2008);
- Creating effective support services for inter-regional travellers; and
- Setting up web portals for people wishing to travel from region to region.

The conference was opened by Neil Scales, Chief Executive and Director General of Merseytravel. The day was divided into four sessions with the following presentations:

Session 1 - Welcome and setting the scene

- **Robin Tudor** (Liverpool John Lennon Airport) presented on the trends in inter-regional travel, the development of Liverpool John Lennon Airport and improvements in Public Transport access.
- **Egon Walesch** (Guest Speaker - SEEDA) is joint project manager of the INTERREGIIB North West Europe High Speed Train (HST) Project. Mr Walesch highlighted that the HST network in North West Europe has to be highly connected to be successful, both as an economic operation and to deliver sustainable economic growth.
- **Mike Freeman's** (Project Manager, Transport & Travel Research Ltd) presentation described the experiences and expectations of independent travellers arriving at a regional airport for the first time.

Session 2 - PARTNER project and case study cities

- **David Blackledge** (Transport & Travel Research Ltd) opened the second session with an overview of the PARTNER project.
- **Huw Jenkins** (Merseytravel) highlighted the £32 million Liverpool South Parkway project which has been successful in providing better public transport access to Liverpool John Lennon Airport, and more employment in the area.
- **Irvine Lavery** (Translink) & **Peter Scott** (Dublin Bus) spoke about the improved airport bus services in Belfast and Dublin.
- **Pierre Bourdereau** (Association La Rochelle-Rochefort) described the main measure in their region; the improved La Rochelle - Rochefort rail link.
- **Carlos Gonzales Lozano** (TUSSA) spoke on the redevelopment of the Santiago de Compostela bus station and other measures in the region.

Session 3 - Support services for inter-regional travellers, chaired by Alan Stilwell (Director of Operations of Merseytravel) featured the 'Integra' PARTNER brand, the Integra web portal, and marketing of Liverpool 2008.

- **John Porter** (Director of Interactions) spoke on how the PARTNER project developed the common INTEGRA brand so users will recognise transport links more easily.
- **Dominique Breuil** (EIGSI Engineering School in La Rochelle) presented an introduction and demonstration of the Integra Web Portal.
- **Neil Patterson** (Head of Liverpool Welcome) spoke on the marketing of Liverpool in preparation for the European Capital of Culture 2008.

Session 4 - Looking to the future, chaired by Neil Scales, Chief Executive and Director General of Merseytravel.

- **Eileen O'Connor** (Director of Interactions) brought the conference to a close with a summary of the positive public reactions to the Integra website and the PARTNER project.

A detailed report on the conference together with copies of the presentations and feedback can be obtained at:

<http://www.ttr-ltd.com/information/partnerproject.htm>

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Note to Editors:

INTERREGIIB (<http://www.interreg-atlantique.org/iiib/eng/>)

“INTERREG III is one of the four programmes of Community initiatives established by the European Commission intended to support a harmonious, balanced and durable development of the European territory over the period 2000 - 2006.

Transport & Travel Research Ltd (TTR) was formed in 1991 and has offices in Nottingham, Lichfield, Bristol, London, Scotland and Nantes in France. The company employs 43 staff. TTR Ltd provides consultancy and services to the UK and Europe, in the fields of:

- Transport & Transport Awareness
- Travel Planning
- Energy & the Environment
- Social Exclusion
- Transport & Disability
- ITS
- Road User Charging
- Vehicle Access Control
- Freight Logistics

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