



*Working for England's World Class Region*

**Realising the Economic Potential of Emerging Technologies**

## **Call for Expressions of Interest**

### **Collaborative Projects for the development of Intelligent Transport Systems (ITS)**



This competition is endorsed by the UK Technology Strategy Board and the DTI Technology Programme, and contributes to the aims of the Innovation Platform in Intelligent Transport Systems, a cross-government initiative.

#### **The Challenge**

SEEDA, the South East of England Development Agency, is seeking to support collaborative projects which address the following Intelligent Transport Systems (ITS) challenge:

To provide businesses or consumers with services which improve:

- transport logistics;
- congestion;
- single or multi-modal journey-planning; or
- access to information,

in an affordable, scalable, accurate and secure manner.

Projects addressing this challenge could involve improved logistics and management of transport systems and inter-modal options, better forecasting of demand and access to data



on alternatives transport options: This call welcomes all of these, including but not limited to utilisation of the position, time, route and availability of transport options.

SEEDA is seeking Expressions of Interest for proposed new, innovative, collaborative projects which could address this challenge. Expressions will be reviewed by SEEDA with a view to better defining a selection of projects before a final assessment and selection/allocation of support funding. Specifically, SEEDA is seeking to support collaborative projects which will speed up the development and deployment of ITS.

The project-submission process has two stages: 1) this 'expression of interest' stage and 2) for consortia-projects selected from an initial review of the expressions of interest, the development and submission of more detailed proposals.

SEEDA will provide financial assistance to support consortia selected to develop more detailed, 2<sup>nd</sup> stage project proposals.

Projects are expected to, though not constrained nor limited to, deliver the following capabilities as a result of responding to the challenge:

- Intelligent solutions for transport information system and mobility management that has the potential for commercial deployment.
- Address traffic congestion and alternatives in ways likely to have a positive, direct impact on the productivity of the South East as a region.
- Projects based around the use of affordable, accurate and scaleable monitoring of a group of transport options or inter-modal forms of transport and/or users in time, position and route both in real-time and forecast.
- Technologies deployed or/and developed are secure against fraud and provide a value-added service.

Proposed projects must be manageable as a stand-alone pilot project able to be tested either in a specific geographic area or with a certain group of users.

Proposed projects should be:

- Led by a business organisation located **within the SEEDA region**, and involve a consortia of collaborating organisations;
- **Involve a consortia** primarily based in the South East and geographically sited in the SEEDA region. The majority of business involvement in your project must be based within the SEEDA region however further business or academic partners can be located outside the SEEDA region, including EU countries;
- Projects should have financial commitment and investment from the consortia partners of between **50% to 75%** of the total project costs; and
- Financial support sought from SEEDA should be of between **£0.5m to £2.3m** of the total project costs
- Proposed projects should seek to **start November/December 2006** and be with final project milestones by **the end of March 2008**.



SEEDA is seeking to fund collaborative activities which not only support the development of businesses and supply chains in the region but also encourage and catalyse closer engagement between end-users, businesses and universities. Specifically SEEDA is seeking to support collaborative projects which will speed up the development and deployment of ITS.

## Why SEEDA is focussing on the ITS challenge

The opportunities emerging from new technologies for the transport system are described in the Department for Transport's publication *Intelligent Transport Systems – the Policy Framework for the roads sector* (November 2005). It sets out seven transport policy themes where ITS can help to deliver transport that works for everyone now and in the future. With particular reference to the problems of the Greater South East Region the DfT publication describes how ITS can help tackle congestion and improve network and mobility management by:

- Providing the tools and techniques to measure and forecast demand;
- Providing systems to manage the existing road network better through in-vehicle systems and a more responsive infrastructure;
- Supporting delivery of real-time traffic and traveller information;
- Providing the means to implement distance based road pricing; and
- Increasing capacity of the existing road network and alternative method of transport.

Among other actions, DfT aims to encourage deployment of proven ITS network management technologies including by providing local highway authorities with good practice ITS information.

The Greater South East Region is generally accepted to be the most congested regions in the UK and has also been recognised by the European commission as a serious bottleneck in the communication corridor between Continental Europe, the rest of the UK and Ireland. The Regional Transport Strategy for the South East, approved as a statutory instrument in January 2005 and now fully incorporated into the draft South East Plan, identifies two fundamental policy priorities, these are:

Mobility Management (Policy T10b) and The Role of Charging (Policy T11).

Mobility Management emanates from the need to manage our transport infrastructure better, to identify better technology to manage the infrastructure more efficiently and to encourage behavioural change at home and at the work place. Here some activities are highlighted as priorities for action at regional level:

- Integrated and comprehensive travel planning advice, including company travel plans;
- Allocation of highways space used by individual modes of transport;
- The scale and provision of parking (including charges) both off- and on street;
- The scope and management of public transport services; and
- Charging initiatives.

Specific mention is made of intelligent transport systems.



The Role of charging emerged from the Transport Act 2000 where congestion charging schemes have been made possible. The Transport White Paper identified that charging schemes are becoming technically feasible, certainly within a period of 10 to 15 years. The RTS makes a clear reference that such new initiatives should be considered for testing and implementing in the South East Region.

The Regional Economic Strategy further substantiates these policies by being able to facilitate initiatives that look into the business side of developing intelligent transports systems but also by facilitating the implementation of such schemes, where they can make a real and quantifiable impact upon the productivity of our regional economy. Congestion is the prime target here, as it has a direct impact upon business efficiency in terms of the transport of goods and the travel to work for employees.

## **Partnering**

Successful projects are envisaged to be delivered by consortia likely to consist of

- transport providers
- information providers (including RUC)
- service providers
- IT/pipe e.g. mobile communications

To assist with the partnering process SEEDA is operating a simple email notification service allowing interested organisations to identify and contact one another:

If are seeking partners into a consortium or are an individual wishing highlight your available capability and desire to join a consortium, then please send an email using the link below giving your:

- Name:
- Contact email / telephone number – so you can be contacted
- A short 5-10 line message.

[RoyWilliamson@SEEDA.co.uk](mailto:RoyWilliamson@SEEDA.co.uk)

With title

**Please add this message to the ITS circulation**

Short messages received will be compiled into a document and regularly circulated around a list of interested parties. To assist with readers reviewing the documents, sorry but we cannot accept attached documents, brochures or long emails in this circulation.

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Recipients may then contact one another directly.

## **The Call Process and Submitting a Consortia Project Proposal**

The project-submission process has two stages: 1) this 'expression of interest' stage and 2) for consortia-projects selected from an initial review of the expressions of interest, the development and submission of more detailed proposals.

### **Expressions of Interest**

Proposals should be submitted by *<15 September>* as a narrative description setting out the nature of the work and bringing out clearly the innovative elements and the estimated potential economic benefits for (a) the region in general that arise from the scheme's operation, and (b) the region's commercial and manufacturing sectors as a consequence of pump-priming research and development activities.

Proposals must be contained within 6 sides of A4 and should **not** give biographic details of companies or individuals – these will only be sought for proposals that are selected following review, which will be based on the timeliness and promise of the ideas put forward.

### **Progressions of Selected Projects**

Proposal selected from an initial review will be notified by *<22 September>* and will be asked to submit a more detailed prospectus by *<27 October>* giving additional information such as details of the members of the consortium and proposals for handling IPR.

SEEDA will provide financial assistance to support consortia selected to develop more detailed, 2<sup>nd</sup> stage project proposals.

### **Final Selection and Support Allocation**

A final review of the prospectus of projects will be carried out with the intention of selecting project(s) for allocation of SEEDA support funding and notification by *<10 November>*.

If you require clarification on any aspects of the call please contact Jane Williams who will be able to direct your enquiry to the relevant person

[janewilliams@seeda.co.uk](mailto:janewilliams@seeda.co.uk)

**Expressions of Interest should be emailed to**

[janewilliams@seeda.co.uk](mailto:janewilliams@seeda.co.uk)

**not later than 23.59 on *<15 September>***