

Towards a New Mobility Concept for Transport to Ameland and Schiermonnikoog – a Societal Mobility Analysis

Önne Kask, Jos Arts, Taede Tillema,
Tibor Rongen, Paul Plazier (RUG)



rijksuniversiteit
 groningen

faculteit ruimtelijke
 wetenschappen



Background

Transport over water comes with additional challenges as it requires proper connectivity with land transport to provide a service that is both economical and timely.

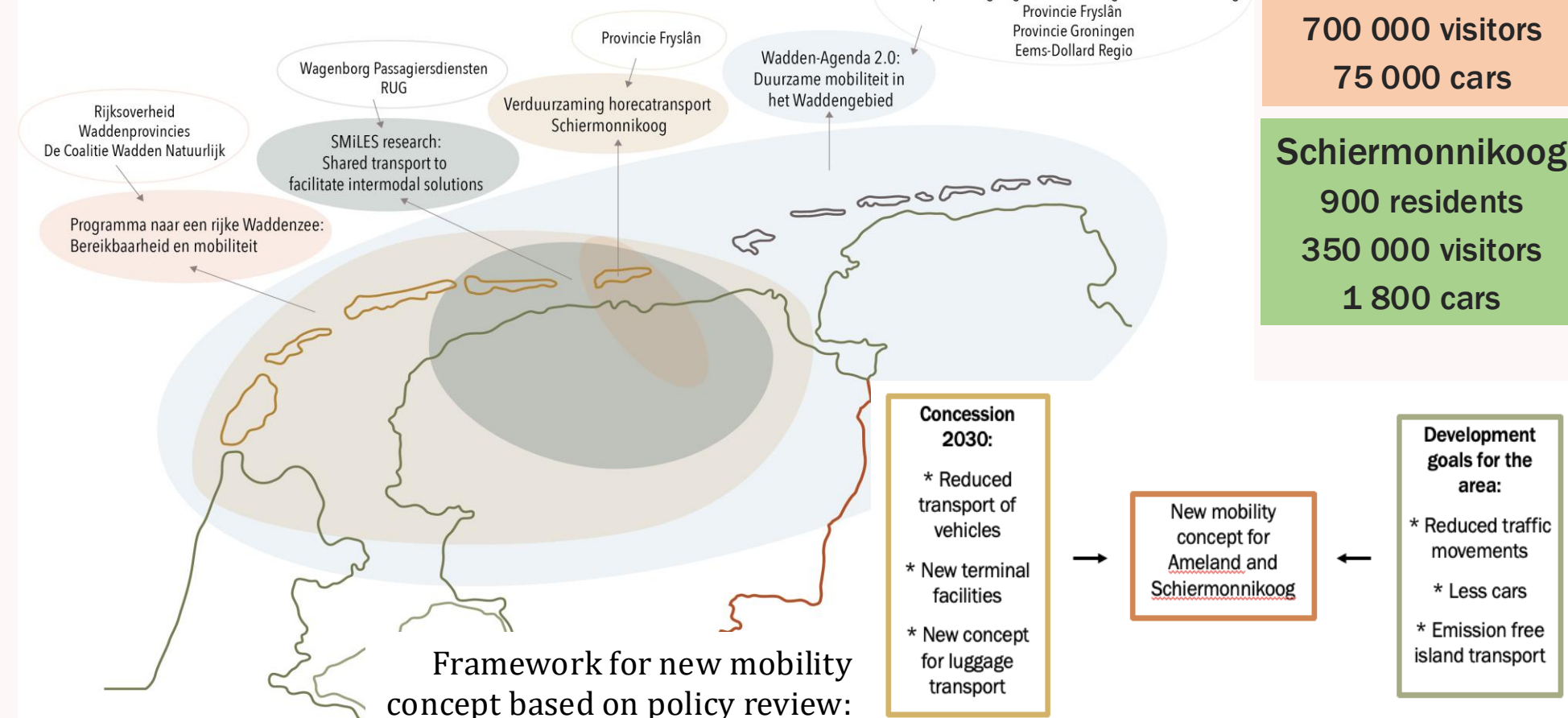
Currently, costly and unsustainable dredging activities on the Wadden Sea (a Unesco World Heritage Site) are needed for the water transport for people and goods to the Wadden islands. The upcoming concession period, starting 2030, presented an opportunity to rethink the transport concept for both Ameland and Schiermonnikoog. Therefore Wagenborg and RUG collaborated in this societal mobility analysis.

Aim and scope of study

To explore what a ferry company would need to consider for preparing a sustainable mobility concept for the transport to Ameland and Schiermonnikoog?

To address this question various methods were applied: an analysis of policies; data analysis of transport volumes and flows; a tourism trend review; a SWOT analysis; interviews with stakeholders; developing future mobility scenarios; and a workshop to discuss the results.

Policies



Trends in Tourism

Tourism is vital for the islands and is key in transport over water (next to residents' mobility and freight transportation).

Key trends in sustainable travel:

- Shift to sustainability
- Growing demand for meaningful experiences
- Increasing variation in travel motivation
- Demand for barrier-free travel and customer journeys
- Increasing number of technological applications
- Increasing demand for sustainable and socially responsible services.

Dutch holiday market in 2030:

- Revival of domestic travel
- Traveling more sustainable
- More of the beaten track.

Cycling on the island
Car = luggage on wheels
10% use Public Transport

Trends in Transport

| | Ameland | Schiermonnikoog |
|--|--|--|
| | 720.000 passengers made the trip in 2019 10% increase in number of passengers between 2015 and 2019 | 350.000 passengers made the ferry trip in 2019 8% increase in number of passengers between 2015 and 2019 |
| | 75.000 visitor cars were transported in 2019 20% increase in transport of visitor cars between 2015 and 2019 | 1.800 visitor cars were transported in 2019 40% increase in transport of visitor cars between 2015 and 2019 |
| | 66.000 passengers checked in an out at Holwerd in 2019 12% increase in public transport use between 2017 and 2019 | 49.000 passengers checked in an out at Lauwersoog in 2019 5% increase in public transport use between 2017 and 2019 |
| | 57.000 bikes were transported in 2019 20% increase in transport of bikes between 2015 and 2019 | 33.000 bikes were transported in 2019 13% increase in transport of bikes between 2015 and 2019 |
| | 110.000 m of freight was transported in 2019 17% increase in freight transport between 2015 and 2019 | 34.000 m of freight was transported in 2019 13% increase in freight transport between 2015 and 2019 |

Stakeholders perspectives

Reduced transport of cars

Asks for a reliable transport alternatives and a good solution for luggage transport.

Separation of goods and people in ferry transport.

Contributes to less dredging, increased sustainability and dispersion of traffic flows.

Key concepts: sharing and chain integration

Four Scenarios for 2030

Using 2 dimensions sharing and chain integration, 4 scenarios were developed:

- Taking matters in your own hands ('heft in eigen hand')
- Together but own responsibility ('Samen eigen verantwoordelijkheid')
- Carefree on a trip together ('Samen zorgeloos op pad')
- Tailor-made comfort ('Comfort op maat')



Gamechangers

- Dredging
- Zero-emission zones
- Tourism developments
- Concession

Future Outlook

Recommendation 1:
The ferry company as a pro-active, societally engaged stakeholder in the process towards more sustainable transport to the islands

Recommendation 2:
Ferry trip as part of a seamless transport chain in personal mobility and freight transport alike

Recommendation 3:
A ferry fleet and terminals that cater for sustainability and support the dispersion of traffic and travellers

