

All about Edge Innovation

We are a collaborative design practice supporting organisations across the private, public and voluntary sector to realise positive change.



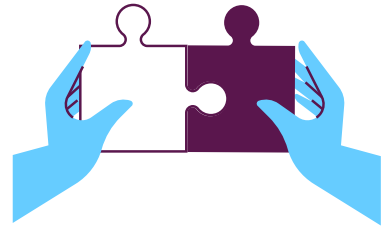
We're North-East based, but deliver innovation from Chicago to Shanghai...

Our track record includes
successful delivery of
innovation projects with:

- Local businesses including those in the Tees Valley, Newcastle and Gateshead
- Universities
- Local government and NHS trusts
- Multi-national clients in diverse industries



Our Approach...



Open innovation:

Building pathways for collaboration to foster innovation and mutual benefit.



Human-centred design:

Putting people at the heart of everything we do. Based in the belief that insight can come from anyone.



Lean innovation:

Taking a strategic approach, minimising waste and prioritising experimentation to fail fast and cheap.



What we do

A few examples of the work we do
and the projects we've supported.



Derwent Valley Car Club - Context

Blackhall Mill Community Association focussed on reducing their carbon emissions:

- Solar panels
- Ground source heat pump

Recognised the importance of transport to the community:

- Gained lottery funding to set up an EV Car Club and created a voluntary driver scheme in 2012
- Fully independent scheme
- No funding support from Local Councils



Community
focused



Environmentally
dedicated



Trustworthy and
reliable



Change
driven



Empathetic and
compassionate



Inclusive and
accessible

Car Club Developments

Developed into new areas across the County Durham and rural Gateshead and supported innovative EV Charging Programmes across the North East and Cumbria.

Innovate UK Funded Rural Energy Resilience Programme:

- V2X Chargers using Car Club cars to grid balance
- Power Community Spaces during Outages



Car Club in a Box



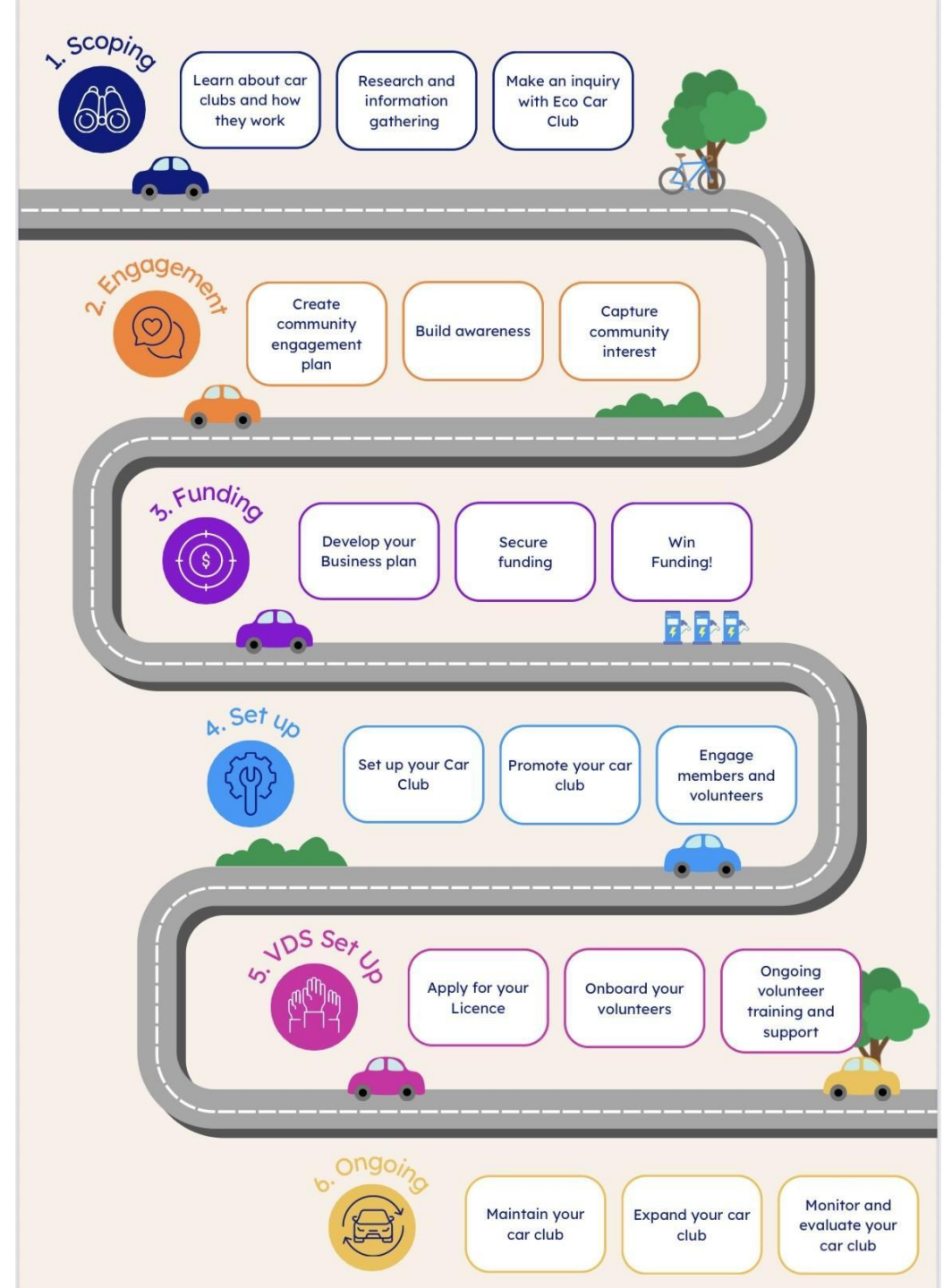
Worked with Derwent Valley Car Club (DVCC) to research the potential to package learning from rural car clubs to create new and improved processes for other communities.



Used design thinking to research the key challenges related to transport and mobility in rural areas.



Developed a new 'Eco Car Club' brand and compiled the necessary data and support packages to enable the testing of the concept with a wide range of stakeholders.



Car Club in a Box



Supported the creation of new fleet insurance options for car clubs.



Supported the development of Derwent Car Club into Eco Car Club a new not for profit organisation.



Eco Car Club system in use in Leicestershire, Cumbria and the North East.



Recognised as the “Gold standard” of car clubs by insurers.

[Home](#)[About ▾](#)[Starting a club ▾](#)[Joining a club ▾](#)[Voluntary Driver Scheme ▾](#)

eCo Car Club

The Car Club in a Box model for community mobility.

[I want to start a car club →](#)[I want to join a local car club →](#)

Rural Transport Accelerator Programme



Supported 8 national consortia to develop solutions to rural transport challenges



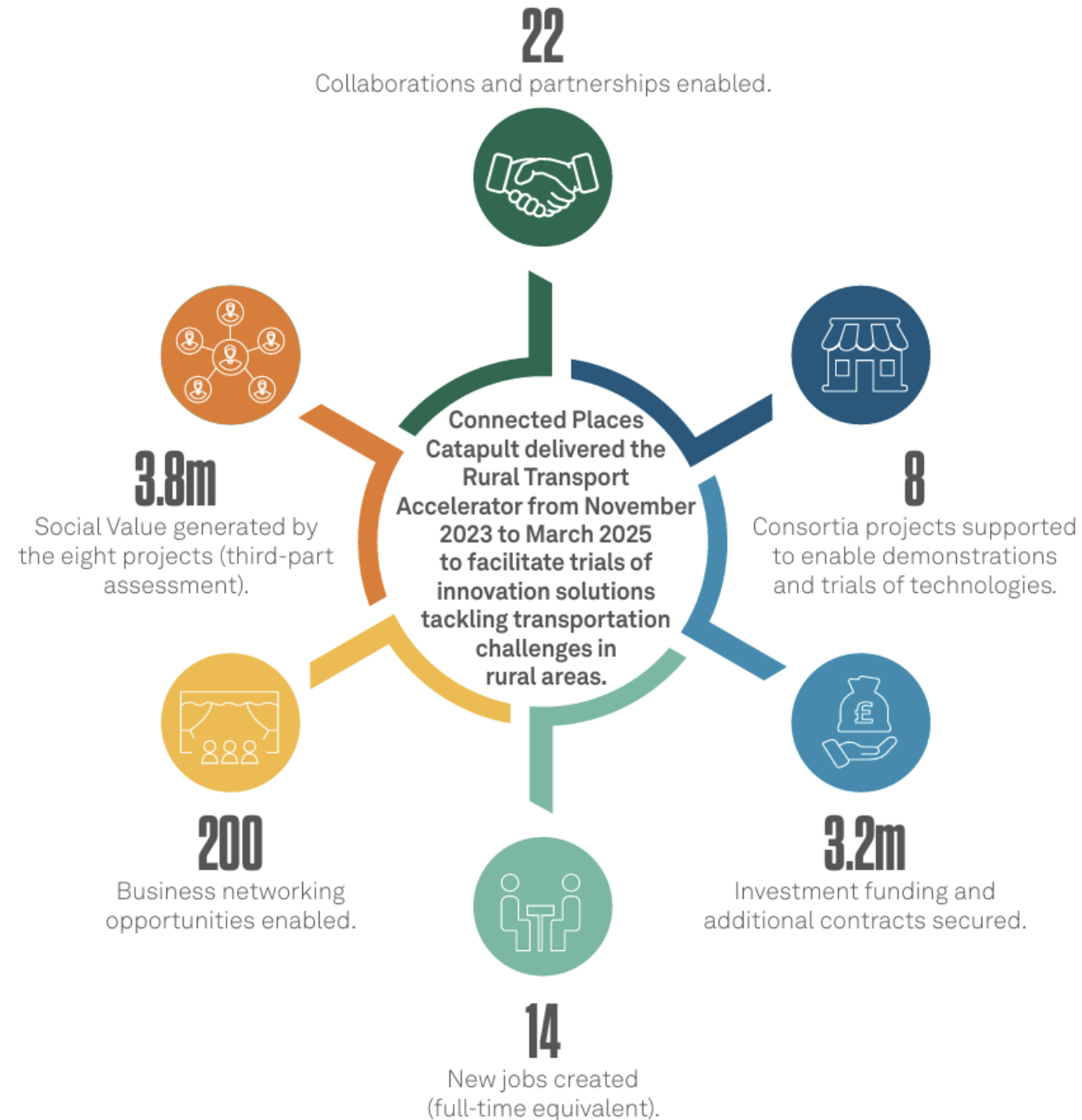
Delivered 8 innovation pilots, including shared ride platforms, new bus services, and sustainable e-bike charging.



Generated over £7 million in social and environmental impact.



Proved that accessibility can drive innovation rather than hinder it.



ROUTES (Rural Optimised User-centred Transport EcoSystem) Project



Working with Weardale Community Transport, Connected Places Catapult, Eco Car Club and Rural Design Centre to create new models for transport in rural areas.



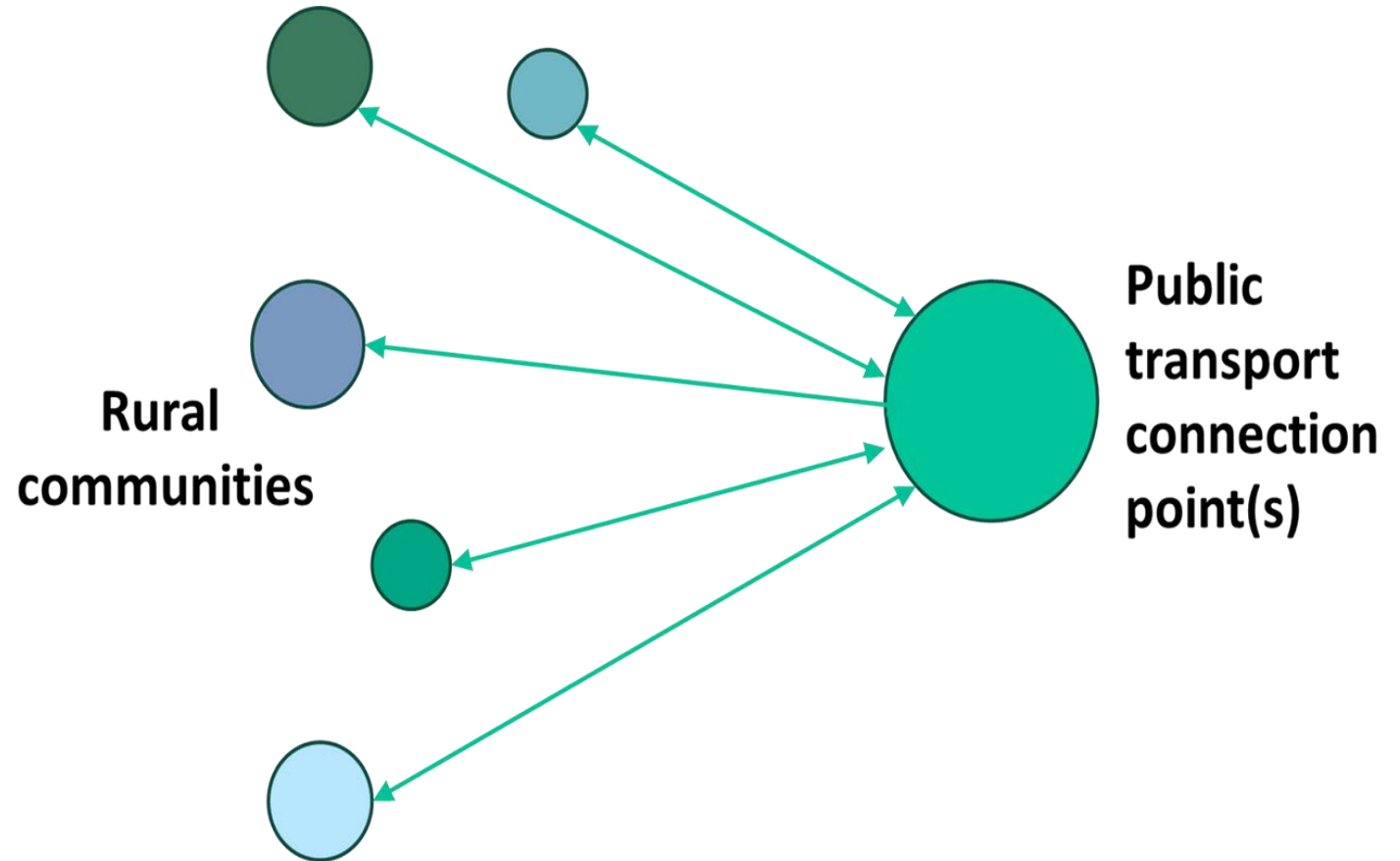
Human centred, data driven approach focusing on gaps in Public Transport services with fixed and Demand Responsive Services in the North East.



Mixed model: car club, volunteer driver services, DDRT, CT service, Patient Transport and group hire



Will validate the economic and social value of scheme



Thank you!

Susan Ross
Deputy Director
Susan.ross@ed-ge.uk

