Better Bus Area Fund Application Form

1. Project Summary

All proposals must include evidence of real commitment from at least one relevant bus operator which should be demonstrated throughout the proposal. Tick the box to show that you have completed this requirement.
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Guidance on the Better Bus Area Fund guidance has been published alongside this application form. The guidance provides useful advice on how to develop and write a successful proposal and should be referred to when filling in this application form.

Applicant Information

Local transport authority name : Tyne and Wear Integrated Transport Authority

Senior Responsible Owner name and position:

Dr Gary MacDonald, Chair of Tyne and Wear Joint Transport Working Group

Bid Manager name and position:

Gordon Harrison, Strategic Planning Manager, Nexus (Tyne and Wear PTE)

Contact telephone number: 0191 203 3662

Email address: Gordon.Harrison@nexus.org.uk

Postal address: Nexus, Nexus House, St James Boulevard,
Newcastle upon Tyne, NE1 4AX

Website address for published bid: http://www.twita.gov.uk/

Section A. Overview

A1 Project name:

Go Smarter: Green Light for Growth

A2. The Geographical Area:

Tyne and Wear is made up of five local authorities, Gateshead, Newcastle, North Tyneside, South Tyneside and Sunderland. It comprises a core urban area covering the Tyneside and Wearside conurbations, surrounded by more rural areas, with a population of around 1.1 million. Concentrations of employment include traditional centres, particularly the urban core of Newcastle/Gateshead and Sunderland city centres; long-established employment sites such as trading estates and riverside clusters, and modern business parks located close to major transport routes, notably the A1 and A19. There are pockets of deprivation across the conurbation; these are often located some distance from main employment centres and rely on good public transport links to connect people with available jobs. This bid aims to improve bus services on most of the key routes serving all of the important locations (employment, retail, leisure and residential) across Tyne and Wear.

A3. Description of Growth and Carbon Emission Problem:

Tyne and Wear has faced the challenge of developing new industries to replace traditional large employers and previous heavy industry, and currently has a heavy reliance on public sector employment. The need to strengthen and broaden the local economy is a key challenge, as is the requirement to meet carbon reduction targets. The local economy is fragile as a consequence of the recent economic downturn and, there are areas of deep economic and social deprivation. Unemployment at 11.6% is the highest level in England, but ambitious plans are in place to grow the local jobs market through economic development plans and Local Enterprise Zones. Some local residents have been left behind by past growth and remain workless and often without qualifications. These people require assistance to help them get back into work – and good transport links (proposed in this bid) are a key part of that process.

Traffic congestion is a problem in parts of Tyne and Wear, both in terms of increasing carbon emissions through traffic jams, and in causing unnecessary delays to bus services. This does create a disincentive to modal shift, as drivers perceive they can more easily avoid delays than buses can. Air quality and carbon emissions are major local concerns. Tyne and Wear produced 1963 kilo tonnes of CO_2 in 2007, and large areas of central Newcastle and Gateshead, plus parts of South Tyneside, have designated Air Quality Management Areas - all of which are addressed by the proposals within our bid (see page 18). The area map shows that major highways are a primary source of carbon emissions;

these arterial routes are the focus of the measures identified (see page 19). Although car ownership levels are low by national standards, they rose from 58% to 65% between 2001 and 2011. The mode share for journeys to work in Tyne and Wear is around 60% private and 40% public transport, with bus journeys accounting for almost 80% of the latter; the potential for mode shift is therefore considerable. Our public transport network is comprehensive, but there are problems with congestion at key junctions and in the "last half mile" of access to public transport interchanges in Newcastle and Sunderland, delaying bus services, making journey times unreliable and imposing extra costs on operators and passengers. This bid (developed in partnership with our three main bus operators) seeks to address these pressing issues.

A4. Description of Proposal:

The central theme of the bid is to address delays to buses, and to improve all aspects of the bus journey experience along key bus corridors across Tyne and Wear.

In part, this will be achieved by the use of Intelligent Transport Systems, enhanced CCTV/Automatic Number Plate Recognition (ANPR) coverage, and signalisation of junctions. We will address pinch-points, improve enforcement of bus priority measures and reduce hold-ups at key locations where frequent bus services experience regular delays. 19 key corridors have been identified by highway authorities, bus operators and Nexus as suitable for Urban Traffic Management Control (UTMC) interventions. These corridors and junctions are shown on the location plan included with this bid on page 20.

Allied to this, is a range of complementary measures along these corridors that will improve the passenger experience: bus stop and interchange security improvements, use of Near Field Communication technology, a new route for buses reducing journey distances and emissions in Sunderland, and making bus stop clearways legally enforceable. We will also introduce a range of generic measures across Tyne and Wear, in partnership with local operators, to make bus services more attractive and accessible, including support for feasibility work into the development of further voluntary partnerships across Tyne and Wear and into adjacent areas through collaborative working between bus operators, local authorities and Nexus, and promotional activity to highlight a reduced price offer of the multi-operator Tyne and Wear Day Rover to encourage new journeys to be made on the wider bus network. High-profile targeted marketing will emphasise the economic and environmental advantages of bus use.

These measures have been developed in partnership with bus operators who support the aims of the project, and will fully co-operate in project delivery. Northumbria Police also support the enhanced ANPR coverage as contributing towards improved traffic management, enforcement and road safety.

A4. Total package cost (£m): £6.651 million

A5. Total DfT funding contribution sought (£m): £4.972 million

A5. Source of local contribution

Local Transport Plan for Nexus, Gateshead Council, Newcastle City Council, North Tyneside Council, South Tyneside Council, Sunderland Council.

Section B. Partnership arrangements

This bid is supported by the three major bus operators in Tyne and Wear. A letter of support from the North East Bus Operators is appended, as is a letter of support from Go North East.

B1 Bus Market in the Local Area

Three local operators provide most of the bus services across Tyne and Wear. Urban services in the centres of Sunderland, South Shields and Newcastle are provided by Stagecoach North East from four depots. These routes are mainly urban routes and depend upon effective bus priority measures. Go North East operates across all five districts of Tyne and Wear from six main depots. In Gateshead it is the major operator, running urban shorter-distance routes, as well as longer-distance services between towns and also between Tyne and Wear and County Durham. In other areas it runs a mixture of urban and inter-urban services, including intra-regional services between Tyne and Wear and the Tees Valley. Arriva North East's main areas of operation are short-distance urban services in areas of Newcastle and North Tyneside, and longer-distance trunk routes from south east and north Northumberland into Newcastle, and from County Durham into Sunderland. All three operators run high-quality services, with the vast majority of their fleets comprising low-floor, easy access vehicles with a low age profile.

There are fewer ‘smaller operators’ running services in Tyne and Wear than in most other PTE areas. They mainly operate secured service contracts on behalf of Nexus, often based around schools and work services. As a result, it is estimated that they account for less than 1% of the commercial bus market, with Stagecoach and Go North East each running around 40-45% of services, with Arriva responsible for around 15% of commercial bus mileage.

B2 Bus Operator Partnership Information

Bus operator(s) committed to playing a substantive role in delivering the proposals

1. Bus Operator: Stagecoach
Senior Manager acting as contact: Robin Knight, Commercial Director
Contact telephone number: 0191 567 5251
Email address: robin.knight@stagecoachbus.com

2. Bus Operator: Go North East
Senior Manager acting as contact: Kevin Carr, Managing Director
Contact telephone number: 0191 422 9228
Email address: kevin.carr@gonortheast.co.uk

3. Bus Operator: Arriva
Senior Manager acting as contact: Nick Knox, Commercial Director
Contact telephone number: 0191 520 4000
Email address: knoxn@arriva.co.uk

B2. Bus Partnership Arrangements

Bus operator partners are heavily committed to making these proposals succeed. They will contribute towards the delivery of these proposals as follows:

Through the voluntary partnerships already established in East Gateshead and in South Tyneside. Areas for improvement are identified by participating bus operators, and have been included within the proposals within the bid.

Through the auspices of the regional bus operators association, the three major operators will work with Nexus and local authorities to develop further voluntary partnership arrangements which will deliver further passenger benefits.

By agreeing to a promotional price reduction of the 'Network Ticketing Day Rover' to make multi-trip bus journeys more affordable.

All three operators are committed to the implementation of smart ticketing and to the provision of bus running information that will enable real time data to become available through fixed and mobile portals. These technologies, alongside the proposals in this bid, will make buses easier and more attractive to use.

Continued investment in modern, accessible, environmentally-friendly buses to encourage further modal shift and reduce carbon emissions.

Corporate ticketing schemes in conjunction with major employers and business parks.

A continued focus upon those aspects of service punctuality and reliability within the control of operators.

Detailed Description of Proposal

Section C. Package Details and Rationale

C1. Description of outputs associated with each of the package elements

Element 1. Provision of Intelligent Transport Systems (ITS) on 19 key bus corridors, at six congestion hotspots and at three bus interchanges

Traffic flows will be monitored and regulated to benefit bus services operating along these radial corridors. ANPR journey time analysis will provide evidence of delays; these will be addressed by traffic signal timing adjustments - including manual intervention when required to allow incident management to take place - and supported by CCTV surveillance of bus priority measures and traffic flows. At the three busiest bus interchanges, Haymarket/Eldon Square (Newcastle), Gateshead and Park Lane (Sunderland), CCTV will be used to monitor adjacent box junctions and bus lanes vital to the smooth operation of these facilities. The outputs will be reduced delays for up to 22,000 bus movements every day.

Element 2. Signalisation of two key stand-alone junctions

Norham Road/A1058 Coast Road in North Shields and A184 Felling Bypass/A195 Lingey Lane in Gateshead are two currently non-signalised junctions where buses are subject to regular delays due to having to give way to other traffic. The introduction of traffic signals at these locations will allow buses to pass through within an average of under 60 seconds, rather than experiencing delays of several minutes at peak times. 560 buses per day, mostly on longer-distance trunk routes, will benefit from this proposal.

Element 3. Conversion of Borough Road, Sunderland to two-way traffic

The scheme will reduce bus stop congestion in central Sunderland (Fawcett Street) and improve carbon emissions. Currently, buses heading south out of the city centre have to travel via three sides of a grid-pattern square of streets (Fawcett Street, Athenaeum Street and Frederick Street). By converting Borough Road to two-way bus flows, journey times will be reduced by at least two minutes on around 275 bus journeys per day. An assessment by Sunderland City Council using DfT methodology suggests a positive BCR of 4.5, with £2.943 million of benefits, an annual reduction of 16,000 bus kilometres with a consequent reduction of 1.4 tonnes of CO_2. Other predicted outputs are a reduction in pedestrian/vehicle conflict and an improved passenger waiting environment. The proposal supports the wider growth and

carbon reduction aspects of the fund, by facilitating shorter journey times and reduced vehicle emissions.

Element 4. Interchange Improvements

Heworth and Park Lane transport interchanges are located on the Metro network in eastern Gateshead and Sunderland city centre. They are major bus stations in their own right, with annual footfall of 4 million and 1.3 million people respectively. Planned measures are comprehensive CCTV coverage at Park Lane, and upgraded and renewed passenger facilities at Heworth including new shelters and waiting areas; this is the main interchange point for passengers transferring from Metro to bus for destinations in South Tyneside.
Nexus will also be investing in improvements at Four Lane Ends and Gateshead interchanges, and at other minor interchanges in the area.

Element 5. Bus stop improvements.

Focusing on the corridors identified for ITS improvements, Nexus and district councils will upgrade stops as required to implement enforceable bus clearways, raised kerbs, in-shelter CCTV at an additional 70 shelters where security is an issue, and an extension of a programme of introducing near field communications modules within bus stop infrastructure which is equipping the 1000 most-used stops in Tyne and Wear, to the bid corridors. These improvements support our intention to improve all aspects of the journey experience.

Element 6. Marketing, promotion and market research

As an initiative developed in partnership with bus operators we are keen to explore the potential for further voluntary partnerships across Tyne and Wear, potentially extending into adjacent areas of Durham and Northumberland, and have included an element of funding within the bid to promote this concept. We will also be undertaking a programme of market research to ascertain passenger reactions to the impacts of the programme, to allow us to build upon the success of initial measures in the future. To heighten awareness of the value of the multi-operator Day Rover ticket and its proposed price reduction for a trial period, we are also bidding for funding to publicise its value for money and flexibility.

Marketing and promotion of the benefits of the proposals to users and non-users are integral parts of the package. Some of the proposed interventions are 'behind the scenes': sending out clear messages about how buses will become more reliable and secure as a result of the measures identified for this bid will be essential to ensure a magnitude of modal shift that justifies the levels of investment proposed.

C2. Rationale for the measures

The aim of the measures which comprise this bid is to make the bus network more reliable and punctual by addressing the root causes of delay caused by traffic congestion along key corridors, and to add value to this with a range of measures along these routes to make using and waiting for the bus an easier and safer experience. Customer surveys consistently highlight that service reliability is a key issue for both users and non-users, and acts as a barrier to bus use. The route corridors have been selected on the basis of volumes of bus movements, levels of delay experienced and ease of adaptation to ITS (or better traffic signal) control. Each corridor has then been examined with a view to adding specific or generic measures to further enhance the passenger experience. In some cases this is a specific improvement to an interchange, or a new route for buses; in others a route corridor treatment has been identified which will address lesser causes of delay, such as indiscriminate parking or uncoordinated pedestrian crossings. At such locations, individual time savings may be small, but in combination such measures as these generate worthwhile benefits over the course of a route. Bus operators will continue to be involved in the identification of these local improvements, as their detailed operational knowledge is important.

These elements will be strongly marketed and publicised, to highlight the message that buses are an effective way to travel across Tyne and Wear. More reliable buses will carry more passengers, reducing delays for all traffic, with lower carbon emissions, aiding the growth of the local economy.

The anticipated outputs closely mirror the intervention framework outlined in the bidding guidance. Our view is that the bid measures will cause buses to run consistently more reliably and that, as a result, passengers will perceive them to be a credible alternative to car use. This will result in increased patronage levels. Passengers will also feel safer and more secure waiting for buses, resulting in heightened satisfaction levels. Between baseline and post-implementation market research monitoring on the corridors, we are aiming to increase user satisfaction with reliability by 8%, and with security by 5%.

Economic growth will be supported by more profitable bus services resulting from more custom and more efficient operations. We expect lower costs attributable to service delays, and increased mobility within the labour market, as people who do not have access to a car will be able to commute to jobs by bus further away from their home area with greater confidence.

Carbon reduction will be achieved through changes in travel behaviour from car use to bus use, and by reduced levels of emissions resulting from buses operating in less congested traffic conditions. Technological advances, such as the extension of NFC equipment and the introduction of real-time bus running information (separate from this bid) will place knowledge and information in the hands of the user, and enable them to make more informed choices about sustainable travel options.

Section D. Value for Money

D1. Baseline and Projections for Intermediate Measures

The quantitative analysis is based upon the anticipated impact of time savings accruing from the implementation of traffic signal (ITS) and junction interventions, and by patronage increases attributable to the extension of interchange and at-stop CCTV facilities.

In terms of **journey time improvements** along corridors and at junctions, we have estimated aggregate time savings through the areas proposed for improvements on the basis of a six-hour peak (0700-1000 and 1500-1800 Monday - Friday) and the increased timings currently built into running schedules by operators to mitigate the impacts of delays now experienced. This analysis is conservative as certain sites, especially in city centres, often experience delay at other times.

This analysis relates only to bus routes where journey schedules are lengthened by operators. All buses through these areas will benefit to some extent.

Location	Minutes saved per day
Shiney Row A182	150
Park Lane Interchange	704
A1058 Cradlewell	540
Eldon Square Bus Station	1512
Haymarket Bus Station	1176
Gateshead Interchange	1560
B1522 Ryhope Rd, Sunderland	144
A167 Ponteland Road	144
A690 Durham Rd, Sunderland	240
A183 Chester Rd, Sunderland	240
A1018 Wearmouth Bridge	360

This equates to **time savings** of 1,710,400 minutes (28507 hours) for the above locations with bus movements where increased time is built into operator schedules. Assuming a mean peak-hour loading of 30 passengers per bus, this equates to person time savings of the order of 855,000 hours per year. This figure understates the potential full - but less quantifiable - benefits by using only a six-hour peak sample, and analysing only those bus services with published extended journey times during peak traffic periods.

The value attributed to the introduction of full CCTV facilities at Park Lane Interchange is based upon estimating the proportion of patronage on routes serving the relevant interchange as a proportion of total patronage on those

routes, and then applying an elasticity derived from the DfT report of soft measures affecting bus services. On this basis, we estimate **additional passenger generation** attributable to those factors alone at 67,000 per year by 2014.

Numbers of passengers affected by the measures: we estimate conservatively that 50% of bus services operating across Tyne and Wear will benefit from the measures proposed. Assuming that 50% of trips made on these services pass through at least one of the proposed measures, and that 141 million trips are currently made per year by bus across Tyne and Wear, 35 million passengers per year stand to benefit. As almost all bus services along these routes are operated on a commercial basis, it is not possible to accurately assess bus passenger numbers per year on the basis of the information available to us.

Demand for particular modes as a result of the package: we have estimated a 2% increase in the demand for bus services on the corridors included within the bid package. From the experience of service enhancements elsewhere, we predict that two-thirds of the additional demand will be new trips, with the remaining third transferring from other modes, mainly car, although there may be low levels of abstraction from Metro on corridors where there is a choice of public transport modes.

Baseline carbon emissions and changes as a result of this package: no new low carbon buses are directly linked to the introduction of this package. The main low carbon bus route currently is the 39/40 Stagecoach route in Newcastle which uses the A186 West Road and A193 Byker Bridge corridors. Based upon modal shift of 0.6% from car to bus as stated above, an additional 210,000 trips per year transferring from car to bus would result in a net carbon saving of the order of 46,360 tonnes per year. (assumptions; average car CO_2 emissions per passenger km 120g, average bus CO_2 emissions per passenger km 88g, average peak-time car loading 1.4 passengers, 85.7g average per car user per kilometre, no additional bus mileage, average peak-time bus trip length 5.6km (source: Nexus Business Intelligence) = 210,000 x 0.0857 kg x 230 days/year x 2 x 5.6 = 46,360 tonnes per year carbon reduction.

Punctuality and reliability changes as a result of the package: of the routes identified with extended journey times, the time savings in respect of individual measures are tabulated above. In terms of reliability, a reduction in the need for operators to insert additional vehicles into peak hour journeys in order to maintain even headways will result in fewer cancellations arising from staff or vehicle shortages.

Access to employment impacts as a result of the package: access to the following major employment sites will be enhanced as a result of the proposed measures (many of which are included in the employment access component of the Tyne and Wear LSTF bid): Newcastle and Sunderland city centres, South Shields and Gateshead town centres, Doxford International Business Park,

Cobalt Business Park North Tyneside, Boldon Business Park South Tyneside, Sunderland Enterprise Park.

D2. Non-quantifiable benefits.

Relevant non-quantifiable benefits have been identified as follows: improved pedestrian safety benefits resulting from the installation of signalised junctions, general improvements in air quality and emissions reductions arising from smoother managed traffic flows, general public safety benefits arising from increased on-street CCTV coverage, increased mobile public transport information through the roll-out of NFC, heightened public confidence in using bus services, and improved working conditions for bus company staff resulting from reduced delays to services.

Section E - Supporting Evidence

E1. Evidence for the predictions identified above.

The evidence base for the monitoring of journey times along the corridors identified for ITS solutions will be before and after surveys of vehicle journey times using ANPR equipment, on-bus running time surveys or electronic ticket machine data, as appropriate to the circumstances of each location. The junctions identified for signalisation will be similarly monitored.

Evidence of patronage increases on bus services will be gleaned via the Nexus continuous monitoring programme, subject to any disaggregation restrictions required to maintain commercial confidentiality.

The Nexus market research will be geared to assess customers' awareness of the measures implemented and in particular, their feelings of satisfaction with aspects of reliability and security.

E2. Proposed monitoring.

Outputs which will be monitored are, as follows:

- Bus journey times along 19 key bus corridors outlined in this bid
- Bus journey times through the newly-signalised junctions
- Overall bus patronage
- Customer satisfaction with reliability and personal safety and security, and information
- Sales of the Network Ticketing Day Rover Ticket following price reduction and promotion

- Changes to operator schedules and distance travelled at Borough Road, Sunderland
- Ratio of car to bus flows on key corridors and an assessment of resulting savings in carbon emissions
- Air quality on corridors within air quality management areas

Monitoring outcomes will be published on the Tyne and Wear Integrated Transport Authority's website www.twita.gov.uk

Section F. Delivery and Costs

F1. Package Costs

		2012-13	2013-14
Proposal Element 1 ITS Corridors	£k	£k	£k
Software and communications	Revenue	353	120
	Capital		
A167 Durham Road		194	0
B1296 Old Durham Rd		56	0
B1426 Bensham Rd		64	0
B1426 Sunderland Rd		45	0
A1114 Metrocentre		60	0
A186 West Road		107	0
B1318 Gt North Road		119	0
B6324StamfordhamRd		93	0
Coach Lane		50	0
A1058 Corner House		73	0
A188 Chillingham Rd		146	0
A167 Ponteland Rd		64	0
A193 Shields Rd		185	0
A690 Durham Rd		100	0
A183 Chester Rd		66	0
A1018 Wearmouth Br		78	0
Hylton Rd Sunderland		70	0
A1018 Ryhope Rd		41	0
Boldon Lane		45	0
Junctions and interchanges		136	0
Civils costs		228	0
	Local Contribution	0	0

Proposal Element 2 Signalisation of key junctions	£k	£k	£k
	Revenue	0	0
A1058 Norham Rd/Coast Rd A184/A195 Wardley	Capital	130 200	0 131
	Local Contribution	370	0
Proposal Element 3 Borough Rd, Sunderland	£k		
	Revenue	0	0
	Capital	360	10
	Local Contribution	140	140
Proposal Element 4 Interchange Improvements	£k	£k	£k
	Revenue	0	0
	Capital	150	110
	Local Contribution	245	0
Proposal Element 5 Bus Route Improvements - clearways, shelter; CCTV, NFC, South Tyneside junctions	£k	£k	£k
	Revenue	70	0
	Capital	478	300
	Local Contribution	654	0
Proposal Element 6 Marketing, promotions, market research	£k	£k	£k
	Revenue	340	200
	Capital	0	0
	Local contribution	110	20

Grand Total funding sought	Revenue	763	320
	Capital	3338	551 **TOTAL 4972**
Grand Total including local contribution	Revenue	873	340
	Capital	4747	691 **TOTAL 6651**

F2. Timetable for Delivery and Risks

	Planned delivery date	Risks
Proposal Element 1	By mid-2013	Supply of specialist contractors and equipment Availability of power supplies/comms utilities
Proposal Element 2	By Spring 2014	As above
Proposal Element 3	By mid-2013	Conservation area considerations Utilities issues
Proposal Element 4	By Spring 2013	None identified
Proposal Element 5	Mid-2012-Spring 2014	NFC technology supply and performance
Proposal Element 6	Mid-2012 - Spring 2014	None identified

F3. Management Arrangements

Ultimately, the ITA will be responsible for delivery of the proposals. The project will be managed on a day to day basis through well-established joint working arrangements between Nexus and the Tyne and Wear local authorities, all of whom have regular liaison with bus operators. The role of operators in delivering the outputs i.e. more reliable bus services; will be central to the success of the bid. They are best placed to understand and interpret the causes of delay to their services and to ensure that the right actions are taken to address them, and will also play a role through partnership working in defining the key marketing messages that need to be conveyed to maximise additional bus use.

F4. Financial sustainability

The Urban Traffic Management Control (UTMC) centre has been established in Newcastle upon Tyne in an innovative partnership with Newcastle University. The ITS solutions proposed in this bid will be coordinated and managed using this control centre. Funds have been identified to ensure the longevity of this control centre and is supported by all local transport plan partners in Tyne and Wear. Installations will be maintained by the Regional Traffic Signals Service run by Newcastle City Council on behalf of all local authorities in the region. Bus stop and interchange improvements will be maintained by the relevant highway authorities and Nexus, as appropriate.

No elements of the package have been identified as requiring ongoing external financial support beyond the duration of Better Bus Area funding.

F5. Financial Impact on Bus Operators

All operators involved in the bid will continue to invest in new vehicles for the duration of the bid period. Arriva investment planned over the bid period is £1.2 million in 2012/13, and Go North East around £6.5 million to £7.5 million per year; current Stagecoach investment in vehicles is running at a similar level.

We are conservatively predicting a 2% uplift in revenues attributable to the security and reliability measures introduced along the corridors identified within the bid, which are estimated to include more than 50% of the area's bus services, in full or in part. With the annual bus market fare box revenue in Tyne and Wear estimated at £140 million, the private revenue uplift is estimated as (£140 million x 50% x 2%) less concessionary travel @33% = £0.94 million/year upon installation of the bid package.

F6. Additionality

The ITA is subsidising secured bus services across Tyne and Wear to the tune of approximately £8.9 million in this financial year (2011/12).

The package for which BBA support is sought has not already commenced.

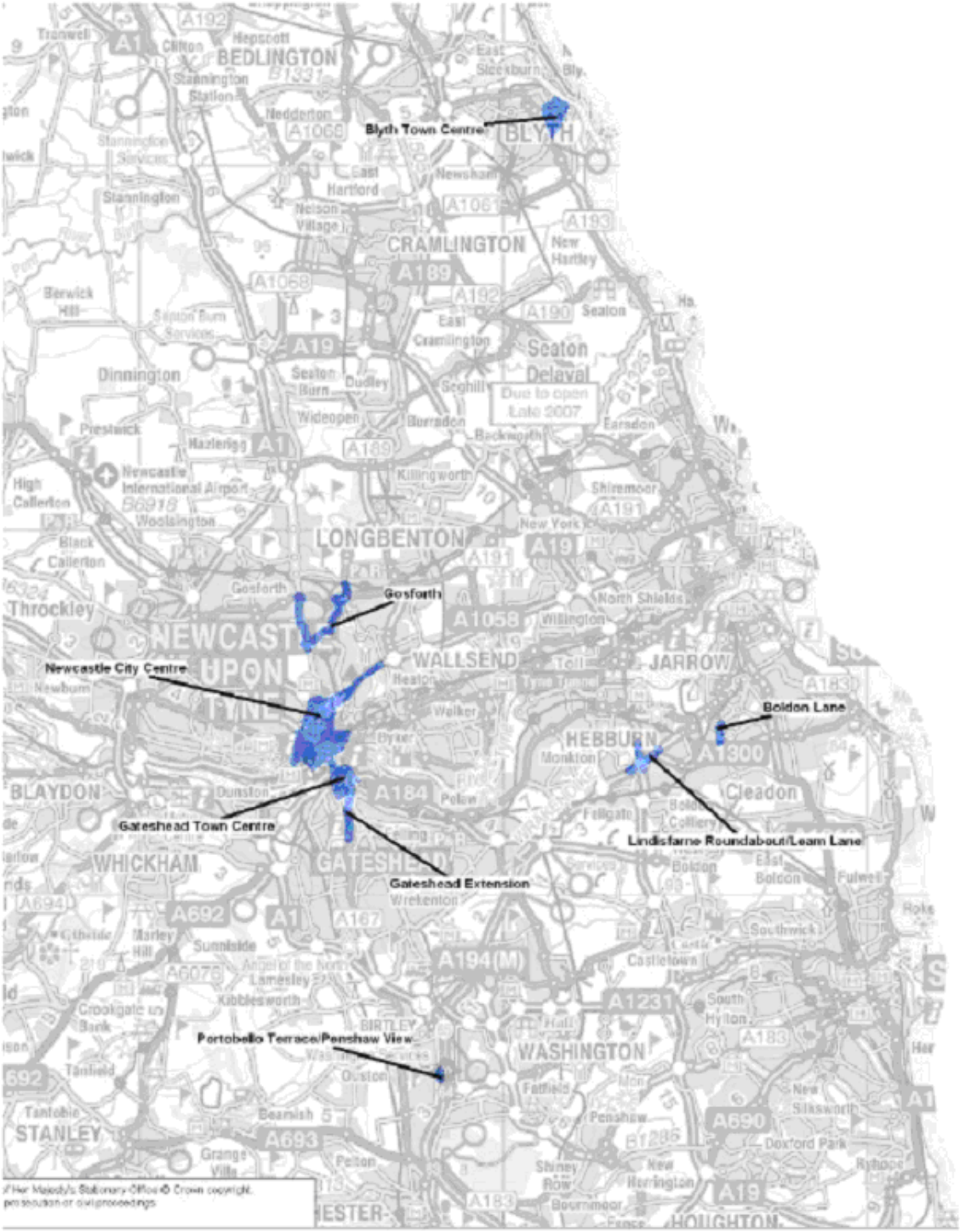
Section G. Fit with the Local Sustainable Transport Fund

G1. Fit with other bids, including the Local Sustainable Transport Fund and Green Bus Fund.

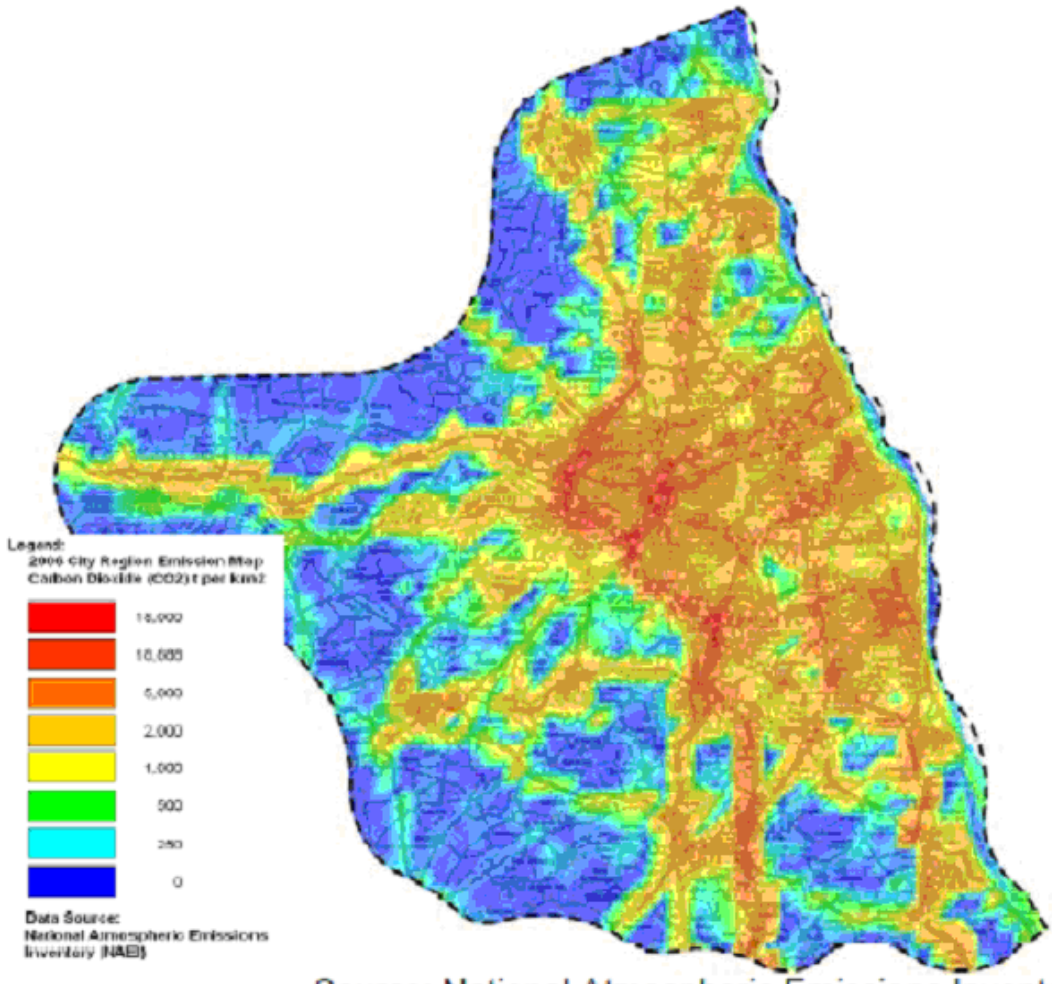
Tyne and Wear's Local Sustainable Transport Fund large bid focuses on the need to reduce congestion and enhance sustainable access to key employment sites (focusing especially on out-of-town employment sites that are less easily accessible by public transport) including the introduction of new bus services and the improved marketing of public transport services and ticketing offers. The Better Bus Area Fund bid will complement those measures by prioritising access to town and city centres, reducing traffic delays at key junctions and by targeted promotion of the improved services, dovetailing with the wider promotional campaign being carried out as part of the LSTF project.

The Green Bus Fund bid involves the provision of a new hybrid vehicle for the Sunderland Connect route, an innovative service linking major city centre attractions and amenities with Park Lane Interchange, Sunderland University and the Marina. Using brand new 'green' vehicles with a distinctive branding and environmentally-friendly hybrid engines, the extra bus is needed to provide additional capacity on the increasingly popular service. As part of this Better Bus Area Fund bid, there will be measures to reduce congestion and queuing times in the city centre and Park Lane Interchange, which will help to make Sunderland Connect an even more attractive and environmentally-friendly alternative to the car.

Air Quality Management Areas, Tyne and Wear City Region



CO_2 Emissions from road transport sources, Tyne and Wear City Region, 2006



Source: National Atmospheric Emissions Inventory

Proposed improvements through successful Better Bus Area bid