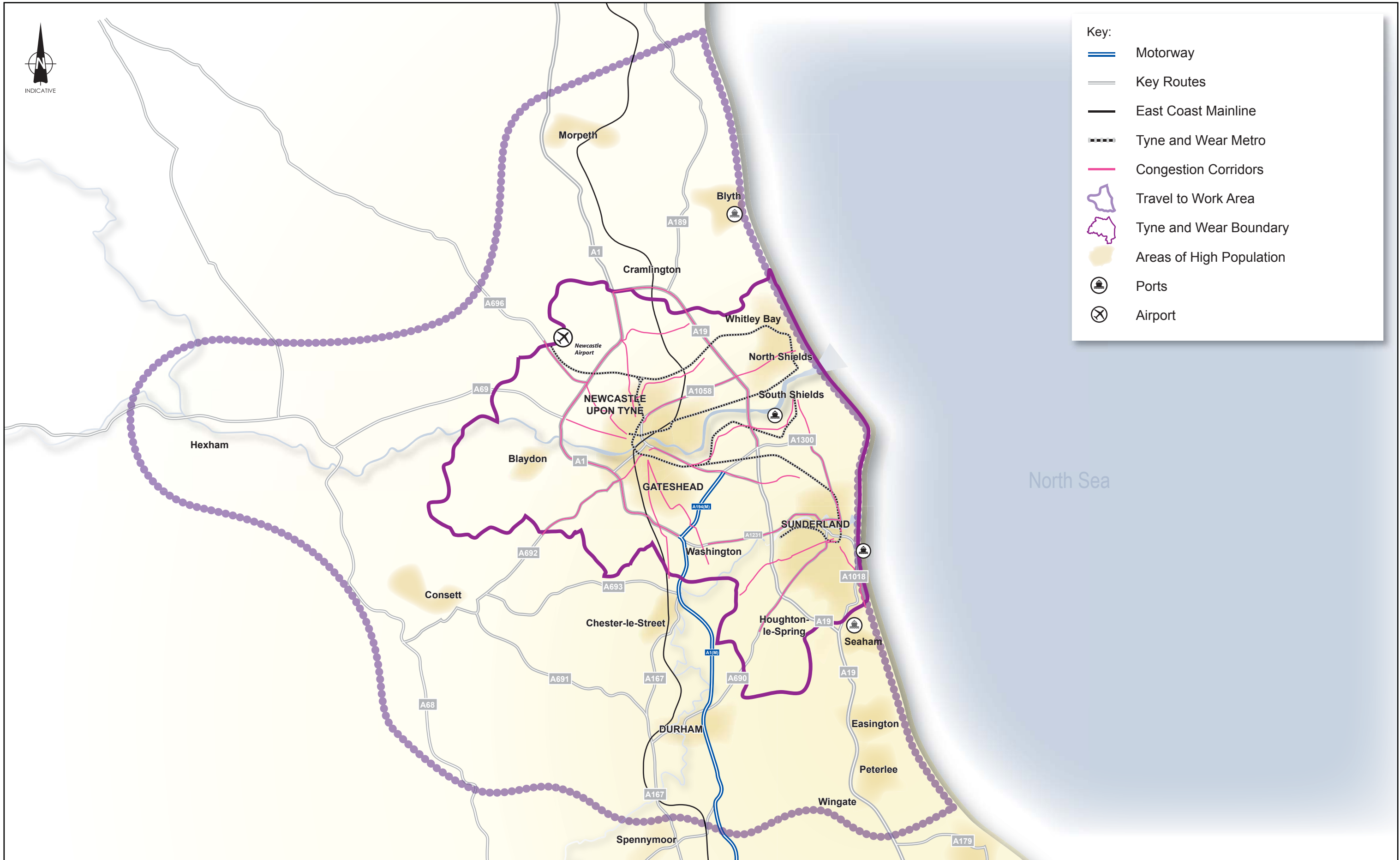


## **Annex 1 Maps**



Client:  TYNE AND WEAR INTEGRATED TRANSPORT AUTHORITY

Project: **LSTF Major Bid**

Title:

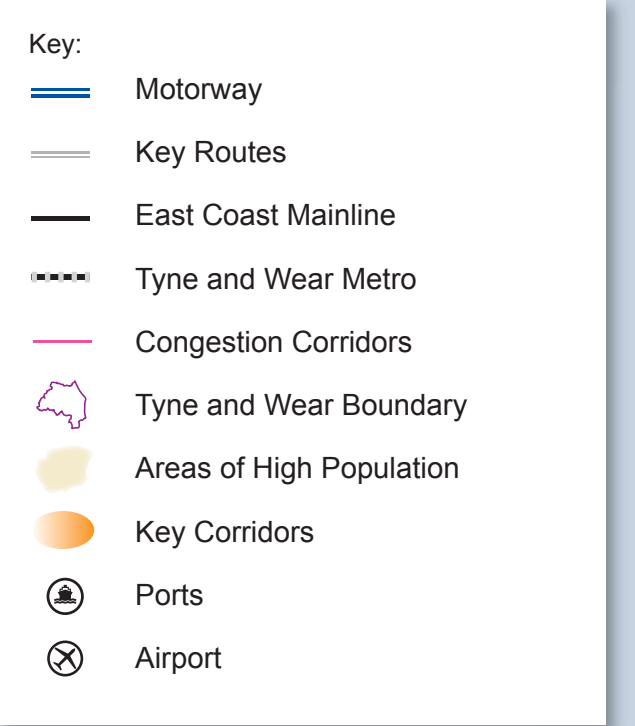
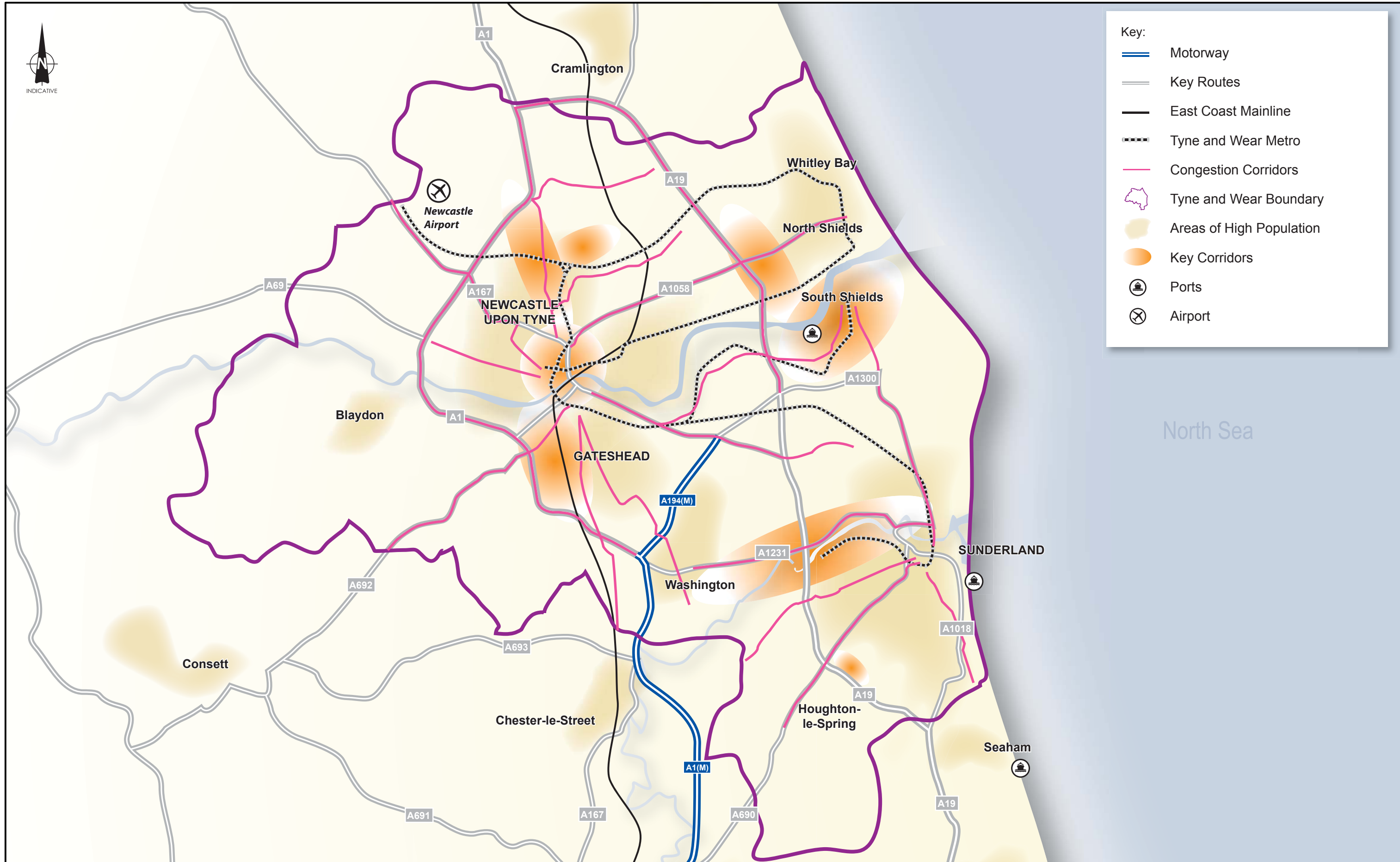
**AECOM**

First Floor,  
One Trinity Gardens, Quayside,  
NEWCASTLE UPON TYNE, NE1 2HF

Tel: +44 (0) 191 224 6500  
Fax: +44 (0) 191 224 6599  
www.aecom.com

Design:	LS	CAD:	LS
Chk'd:	RG	App'd:	SM
Date:	Dec '11	Scale:	NTS

Rev. **B**



Client:	TYNE AND WEAR INTEGRATED TRANSPORT AUTHORITY
Project:	LSTF Major Bid

Title:	Corridor Approach to Initiatives
--------	----------------------------------

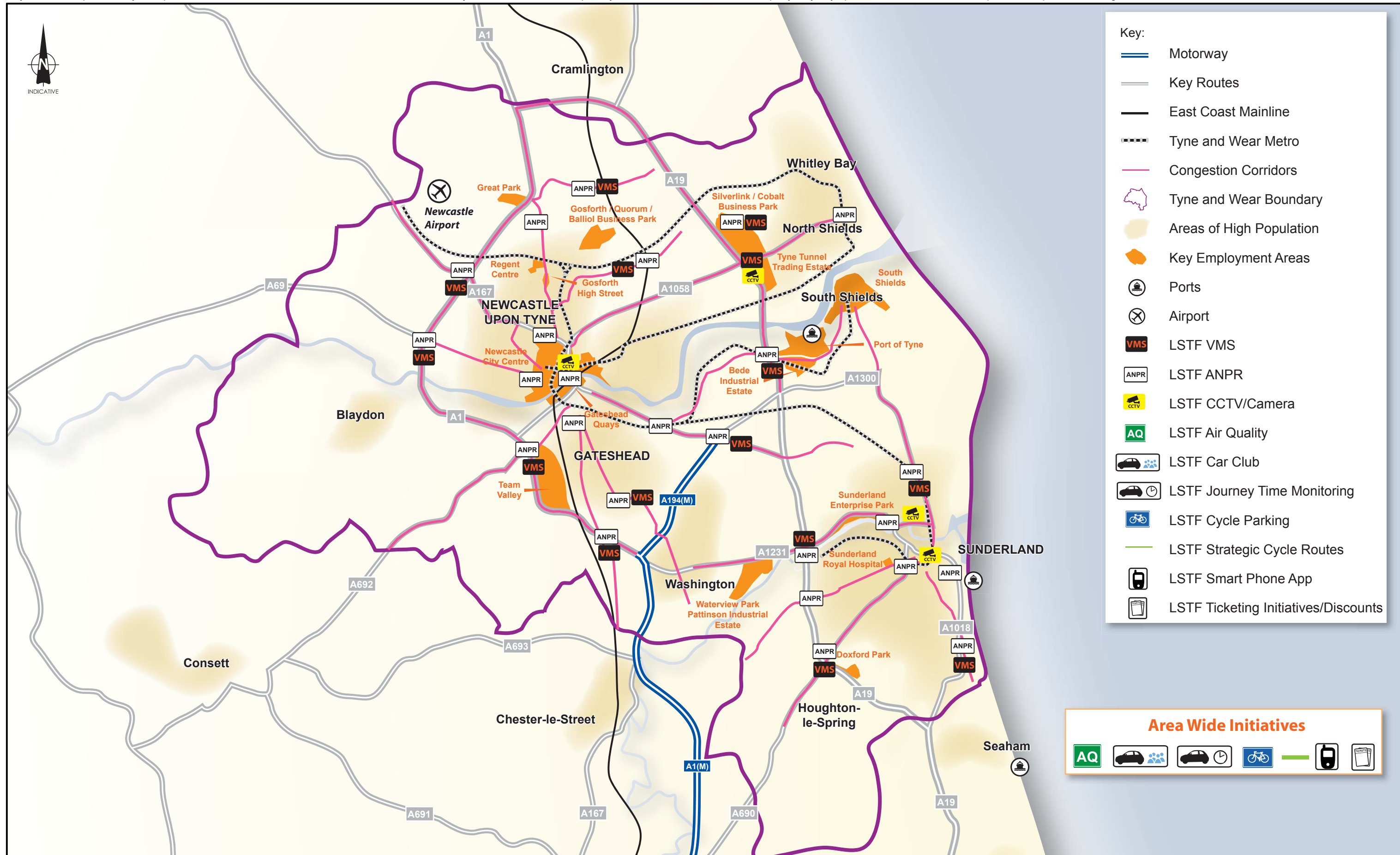
**AECOM**

First Floor,  
One Trinity Gardens, Quayside,  
NEWCASTLE UPON TYNE, NE1 2HF

Tel: +44 (0) 191 224 6500  
Fax: +44 (0) 191 224 6599  
www.aecom.com

Design:	LS	CAD:	LS	cm
Chk'd:	RG	App'd:	SM	
Date:	Dec '11	Scale:	NTS	
No. 60047746/LSTF/P019			Rev:	A





Client: TYNE AND WEAR INTEGRATED TRANSPORT AUTHORITY

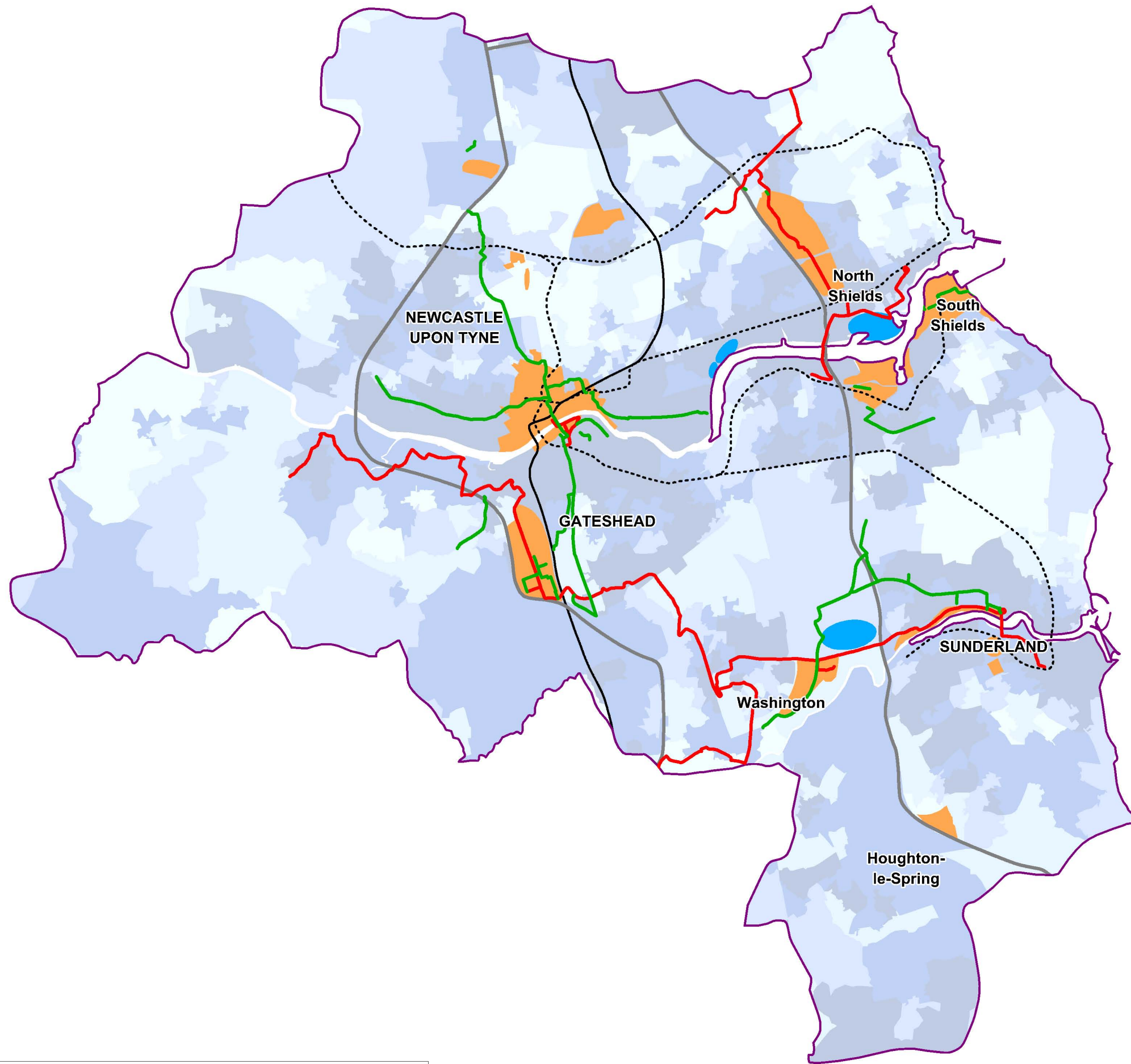
Project: **LSTF Major Bid**

Title: **Reducing Congestion on Key Corridors Initiatives and Measures**

**AECOM**

First Floor, One Trinity Gardens, Quayside, NEWCASTLE UPON TYNE, NE1 2HF  
 Tel: +44 (0) 191 224 6500  
 Fax: +44 (0) 191 224 6599  
 www.aecom.com

Design: LS	CAD: LS	cm
Chk'd: RG	App'd: SM	
Date: Dec '11	Scale: NTS	
Rev: <b>B</b>		



- IMD 2010  
Deprivation Quintiles by LSOA
- 1 (Most Deprived)
  - 2
  - 3
  - 4
  - 5 (Least Deprived)
- LSTF Cycle Routes
  - LSTF Bus Routes
  - Strategic Road Network
  - East Coast Mainline
  - - - Tyne and Wear Metro
  - ▭ Tyne and Wear Boundary
  - Key Employment Areas
  - Enterprise Zone

MAP 5

Client:   
**TYNE AND WEAR  
 INTEGRATED TRANSPORT AUTHORITY**

Project: LSTF Major Bid

Title: LSTF Interventions with IMD

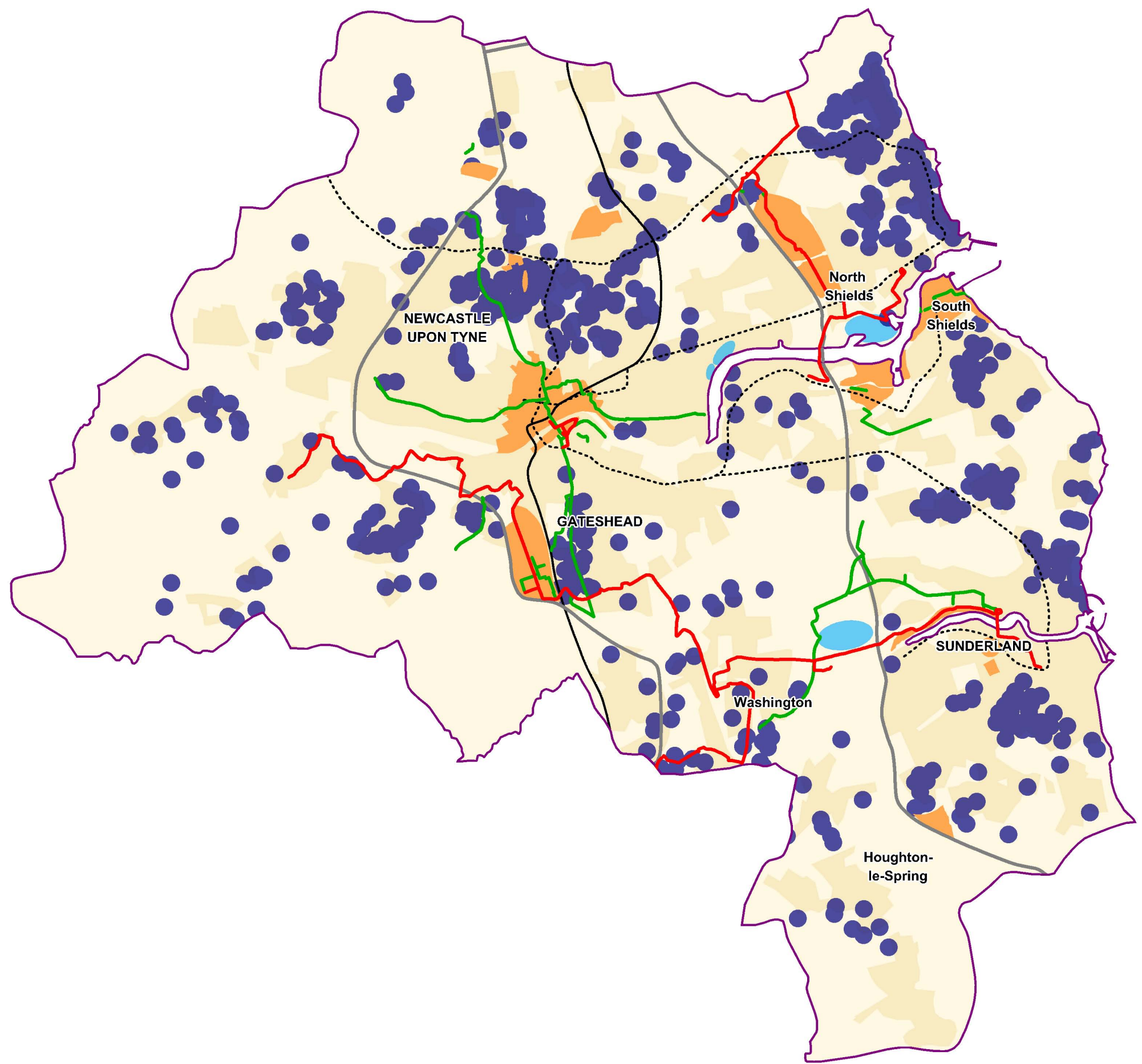
Design:	RG	Drawn:	RG
Checked:	SM	Scale:	NTS
Approved:	SM	Date:	Dec 2011



First Floor, One Trinity Gardens  
 Quayside  
 Newcastle upon Tyne  
 NE1 2HF  
 Tel: 0191 224 6500  
 Fax: 0191 224 6599  
 www.aecom.com

Dwg: 60047746/LSTF/P021/B

Reproduced from the Ordnance Survey Mapping with the Permission of Her Majesty's Stationary Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings.



- Key**
-  Strategic Road Network
  -  East Coast Mainline
  -  Tyne and Wear Metro
  -  LSTF Cycle Route
  -  LSTF Bus Route
  -  Tyne and Wear Boundary
  -  Key Employment Areas
  -  Enterprise Zone
  -  Postcode Location Likely to Mode Change (DfT Segment 4 and 5)

**MAP 6**

Client:   
**TYNE AND WEAR  
 INTEGRATED TRANSPORT AUTHORITY**

Project: LSTF Major Bid

Title: Likely Mode Change Areas

Design:	RG	Drawn:	RG
Checked:	SM	Scale:	NTS
Approved:	SM	Date:	Dec 2011



First Floor, One Trinity Gardens  
 Quayside  
 Newcastle upon Tyne  
 NE1 2HF  
 Tel: 0191 224 6500  
 Fax: 0191 224 6599  
 www.aecom.com

Dwg: 60047746/LSTF/P020/B

Reproduced from the Ordnance Survey Mapping with the Permission of Her Majesty's Stationary Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings.



- Key:**
- Motorway
  - Key Routes
  - East Coast Mainline
  - Tyne and Wear Metro
  - Congestion Corridors
  - Key Employment Areas
  - Tyne and Wear Metro Stations
  - Newcastle Central Station
  - LSTF Cycle Route
  - LSTF Bus Route
  - LSTF Access Improvements
  - LSTF Cycle Improvements
  - LSTF Lunchtime Walks
  - LSTF Active Travel Officer
  - LSTF Cycle Hub
  - LSTF Pool Bikes
  - LSTF Bus Shelter Improvements
  - LSTF Group Bike Rides
  - LSTF Mapping Routes
  - LSTF Signage Improvements
  - LSTF Personalised Travel Planning
  - LSTF Cycle Parking

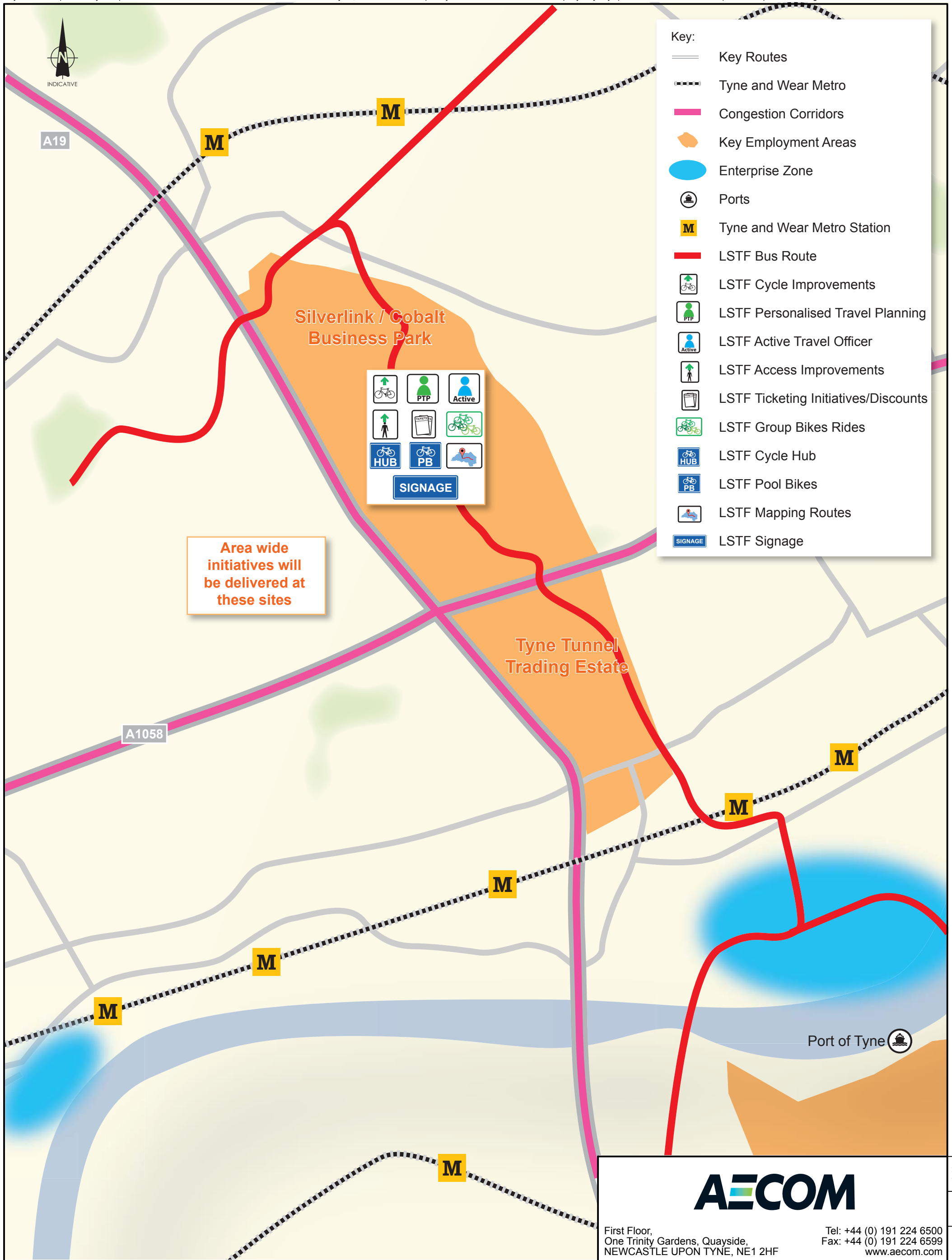
<b>AECOM</b>		cm
First Floor, One Trinity Gardens, Quayside, NEWCASTLE UPON TYNE, NE1 2HF		Tel: +44 (0) 191 224 6500 Fax: +44 (0) 191 224 6599 www.aecom.com
Design: KW	CAD: KW	
Chk'd: RG	App'd: SM	
Date: Dec '11	Scale: NTS	
<b>MAP 7</b>		Rev: <b>B</b>
cm		A3

Client: TYNE AND WEAR INTEGRATED TRANSPORT AUTHORITY

Project: **LSTF Major Bid**

Title: **Great North Road Corridor and Gosforth Proposed Measures**





**AECOM**

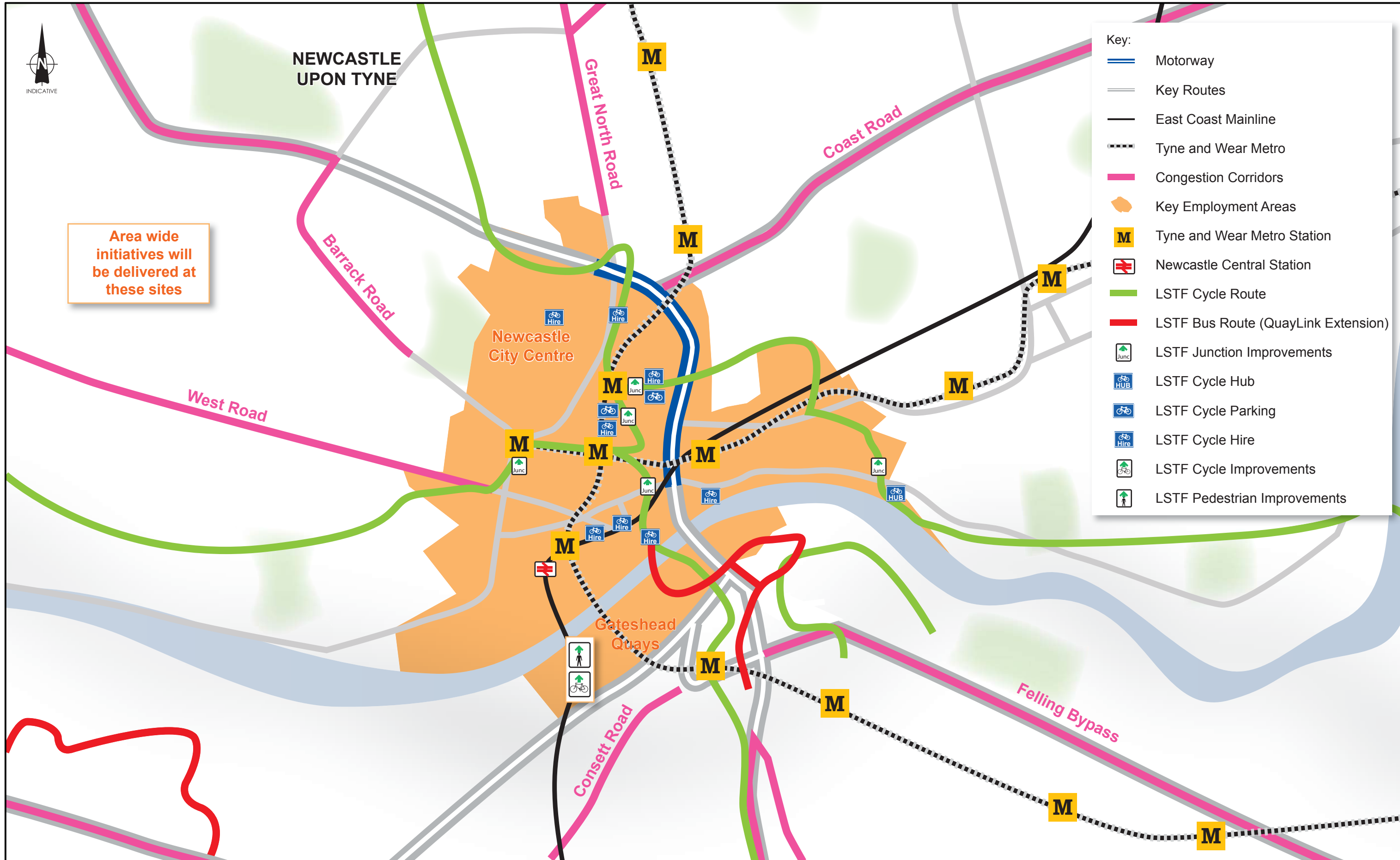
First Floor,  
One Trinity Gardens, Quayside,  
NEWCASTLE UPON TYNE, NE1 2HF

Tel: +44 (0) 191 224 6500  
Fax: +44 (0) 191 224 6599  
www.aecom.com

Client:	
Project:	LSTF Major Bid

















Title:	North Tyneside Proposed Measures
--------	----------------------------------


Design: KRW	CAD: KRW
Chk'd: RG	App'd: SM
Date: Dec '11	Scale: NTS
<b>MAP 8</b>	
Rev: B	



Area wide initiatives will be delivered at these sites

**Key:**

-  Motorway
-  Key Routes
-  East Coast Mainline
-  Tyne and Wear Metro
-  Congestion Corridors
-  Key Employment Areas
-  Tyne and Wear Metro Station
-  Newcastle Central Station
-  LSTF Cycle Route
-  LSTF Bus Route (QuayLink Extension)
-  LSTF Junction Improvements
-  LSTF Cycle Hub
-  LSTF Cycle Parking
-  LSTF Cycle Hire
-  LSTF Cycle Improvements
-  LSTF Pedestrian Improvements

Client:   
 TYNE AND WEAR  
 INTEGRATED TRANSPORT AUTHORITY

Project: **LSTF Major Bid**

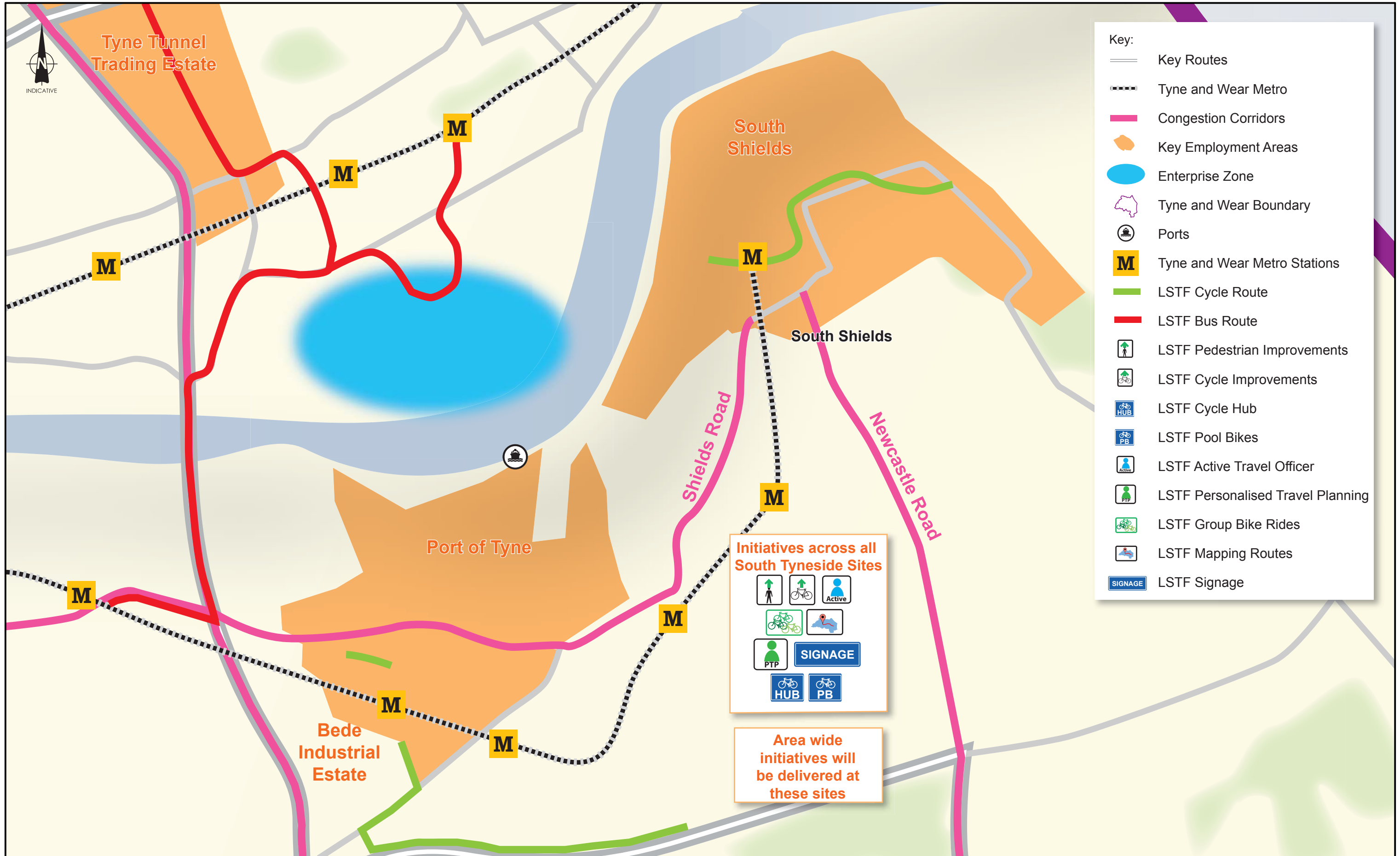
Title: **City Centre and Gateshead Quays  
 Proposed Measures**

**AECOM**

First Floor,  
 One Trinity Gardens, Quayside,  
 NEWCASTLE UPON TYNE, NE1 2HF

Tel: +44 (0) 191 224 6500  
 Fax: +44 (0) 191 224 6599  
 www.aecom.com

Design: LS	CAD: LS	cm
Chk'd: RG	App'd: SM	
Date: Dec '11	Scale: NTS	
<b>No. 60047746/LSTF/P012</b>		Rev: <b>A</b>
cm		A3



Client:   
 TYNE AND WEAR  
 INTEGRATED TRANSPORT AUTHORITY

Project: **LSTF Major Bid**

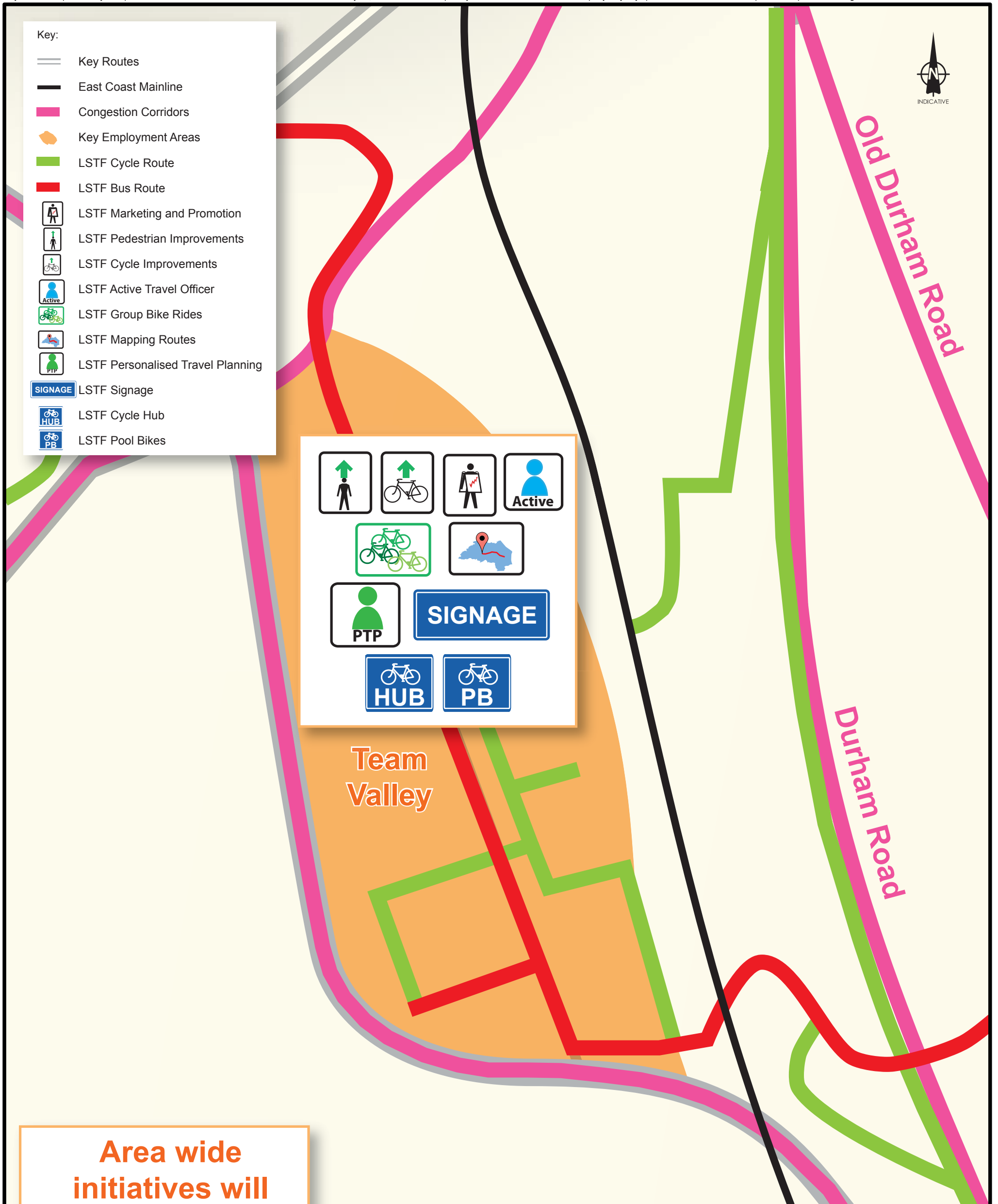
Title: **South Tyneside  
 Proposed Measures**

**AECOM**

First Floor,  
 One Trinity Gardens, Quayside,  
 NEWCASTLE UPON TYNE, NE1 2HF

Tel: +44 (0) 191 224 6500  
 Fax: +44 (0) 191 224 6599  
 www.aecom.com

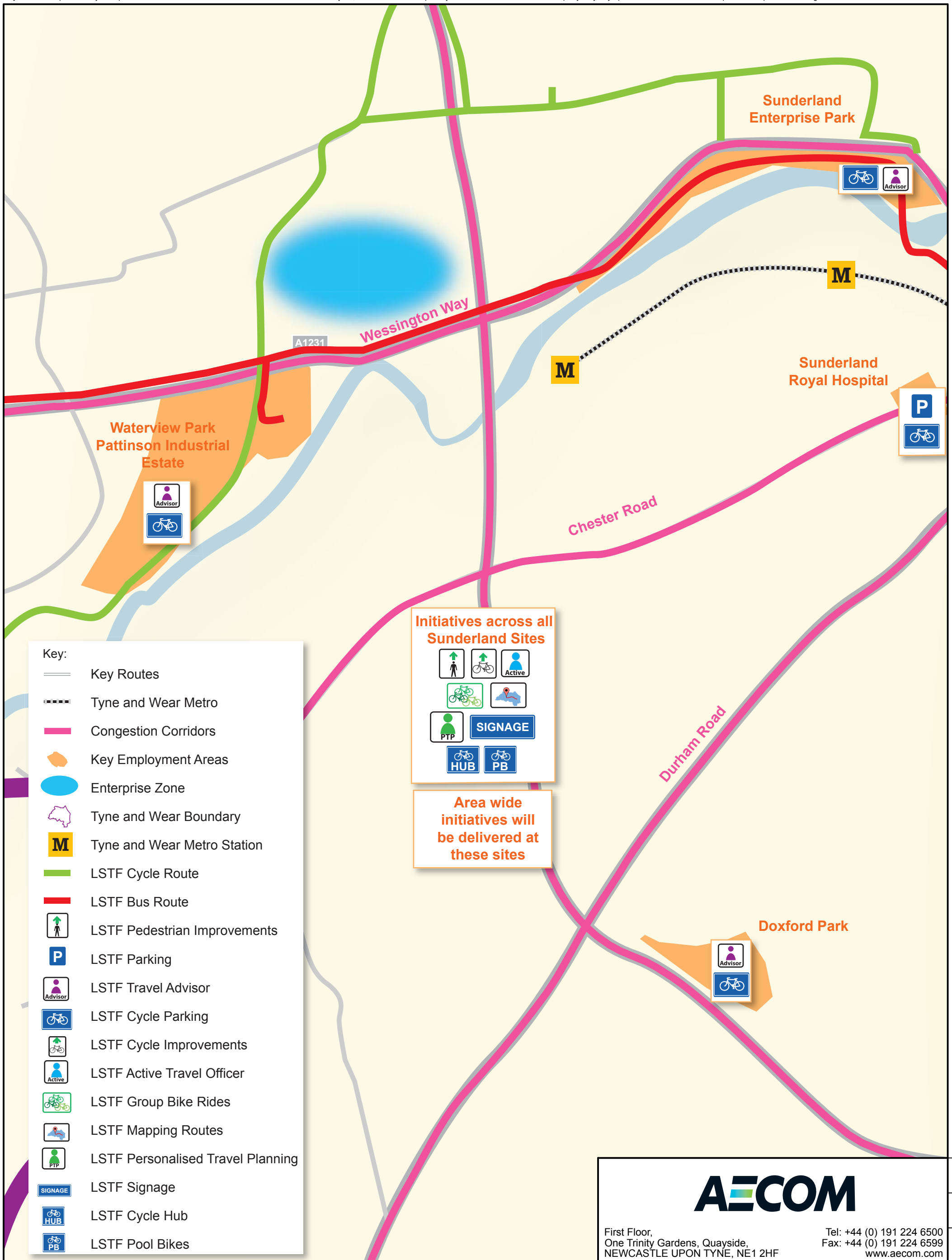
Design: LS	CAD: LS	cm
Chk'd: RG	App'd: SM	
Date: Dec '11	Scale: NTS	
<b>No. 60047746/LSTF/P014</b>		Rev: <b>B</b>
cm		A3



<b>AECOM</b>		cm
First Floor, One Trinity Gardens, Quayside, NEWCASTLE UPON TYNE, NE1 2HF		Tel: +44 (0) 191 224 6500 Fax: +44 (0) 191 224 6599 www.aecom.com
Design: KW	CAD: KW	
Chk'd: RG	App'd: SM	
Date: Dec '11	Scale: NTS	
<b>MAP 11</b>		Rev: B
cm		A3

Client:	 TYNE AND WEAR INTEGRATED TRANSPORT AUTHORITY
Project:	<b>LSTF Major Bid</b>

Title:	<b>Team Valley Proposed Measures</b>
--------	--



**Initiatives across all Sunderland Sites**

- 
- 
- 
- 
- 
- 
- SIGNAGE**
- 
- 

**Area wide initiatives will be delivered at these sites**

- Key:**
- Key Routes
  - Tyne and Wear Metro
  - Congestion Corridors
  - Key Employment Areas
  - Enterprise Zone
  - Tyne and Wear Boundary
  - Tyne and Wear Metro Station
  - LSTF Cycle Route
  - LSTF Bus Route
  - LSTF Pedestrian Improvements
  - LSTF Parking
  - LSTF Travel Advisor
  - LSTF Cycle Parking
  - LSTF Cycle Improvements
  - LSTF Active Travel Officer
  - LSTF Group Bike Rides
  - LSTF Mapping Routes
  - LSTF Personalised Travel Planning
  - LSTF Signage
  - LSTF Cycle Hub
  - LSTF Pool Bikes

**AECOM**

First Floor,  
One Trinity Gardens, Quayside,  
NEWCASTLE UPON TYNE, NE1 2HF

Tel: +44 (0) 191 224 6500  
Fax: +44 (0) 191 224 6599  
www.aecom.com

Client:	 TYNE AND WEAR INTEGRATED TRANSPORT AUTHORITY
Project:	<b>LSTF Major Bid</b>

Title:	<b>Sunderland Proposed Measures</b>
--------	---

Design: RG	CAD: LS
Chk'd: RG	App'd: SM
Date: Dec '11	Scale: NTS
<b>MAP 12</b>	
Rev: <b>B</b>	

**Annex 2 Evidence -> Messages -> Objectives -> Aim**

The Newcastle/Gateshead Urban core is a significant trip attractor for employment, retail and leisure purposes and contains some of Tyne and Wear's most significant congestion hotspots. In particular along the A1 Western bypass

Car based commuting from North Durham, South East and Western Northumberland are significant contributors to traffic congestion particularly on the A1 and in the northern part of Newcastle

Distinctive employment geographies and in particular the large footprint of the "Northern Employment Hub" geography suggest that targeting commuters at their place of employment is likely to best engage those commuters and travellers in Tyne and Wear's 'Journey to work' area.

'Development corridors' have emerged in Tyne and Wear, linking together a range of employment sites that are only easily accessible by private transport, along the lines of major road infrastructures, especially the routes of the A1 and A19. There has been net decentralisation of economic activity to new business parks and commercial zones in areas within Newcastle but also beyond it (in parts of North Tyneside and Northumberland to the north of the Tyne, and northern Gateshead to the south), and along the road network from the traditional commercial core of Sunderland towards Washington.

There is a close correlation between locations for future economic growth and the main transport corridors. Managing congestion on these will be an important element in underpinning successful and sustainable economic growth.

An uncongested network with reliable journey times is important to the Retail, Distribution and Manufacturing sectors of the area's economy.

The LSTF project provides an opportunity to target the population of transitory areas in Tyne and Wear who are most likely to benefit from improved access to employment, job opportunities, training and education.

Public transport provision, particularly from Northumberland, to work, education and training opportunities is not always comprehensive, particularly in off-peak hours of the day.

Sunderland has a more self contained 'Journey to Work' area with a strong relationship with Washington and the West

\*There is potential for a significant origin (home) and destination (work) relationship between the South Tyneside and North Tyneside local authority areas. Currently travel options between residential areas in South Tyneside and employment areas in North Tyneside are poor, - particularly by public transport. The river acts as a barrier to the further development of this functional economic relationship

A 'filling out' of employment spaces, better served by the Metro light rail system, around the traditional commercial centre of Newcastle has occurred, this requires better integration of transport modes

There is a need to ensure that individuals have a range of travel choices to those opportunities that arise in order to maintain the competitive offer the area can make.

There are instances of poor public transport accessibility to some key employment sites in the area, which inhibits access to a wide workforce and inhibits the unemployed from accessing work opportunities.

Older, more inner areas of the conurbation as contain the highest levels of worklessness and need to be targeted as part of any wider initiative to assist people in applying for and accessing employment.

The area has a shortage of call centre and administrative operatives. Employers find it difficult to attract those with elementary skills. The area has a good pool of skills in the NVQ level 2 and 3 bracket.

The Journey to work area currently has a large proportion of the workforce with a very short travel to work horizon (76% travelling less than 10 miles) which reflects historical employment in the region being localised, but could present barriers for those seeking future work opportunities if they are unwilling to extend these boundaries. A higher proportion of the workforce are reliant on public transport than the national average

Rising car ownership and an increasing journey to work area pose a challenge to our modal shift objectives and Carbon reduction objectives as people travel longer distances. It will also place demands on the public transport network in more peripheral areas.

Promotion of alternatives to the private car, - particularly by public transport, walking and cycling will be important to maintain low levels of private car use and meet Carbon reduction objectives

Cycle use in the area is very low, There is real potential to encourage more home working in order to reduce congestion. Walking is higher than the national average. Public Transport use is high, although modal shift to the private car is predicted to continue to occur. A higher proportion of the workforce are reliant on public transport than the national average

Local action to address increase in Carbon Emissions has the potential to secure greater levels of reduction in the Business as Usual trajectory. In particular modal shift initiatives and the promotion of walking, cycling and public transport at a local level will be important.

**1** Supporting jobs and business through effectively tackling the problems of congestion

**2** Improving the reliability and predictability of journey times

**3** Enhancing access to employment and development sites

**4** Increasing the pool of labour available to employers

**5** Reducing Carbon emissions

**Evidence ▶  
Key messages ▶  
Objectives ▶  
LSTF aim**

**To address the barriers that transport creates to economic growth and accessing employment**

**Legend**

- Key messages
- Policy objectives
- Aim



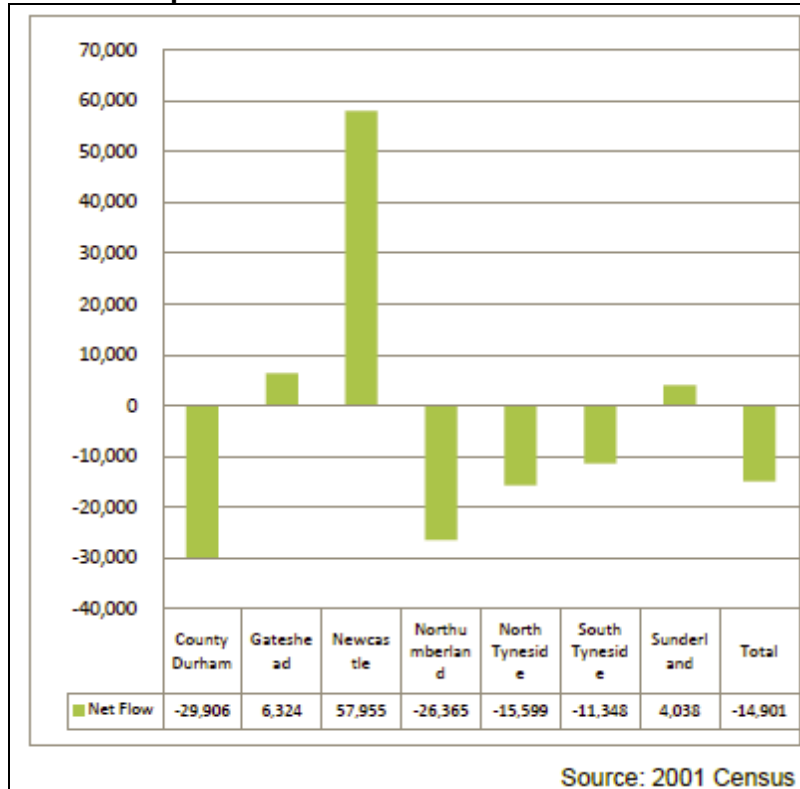
## **Annex 3 Technical appendix for evidence review**



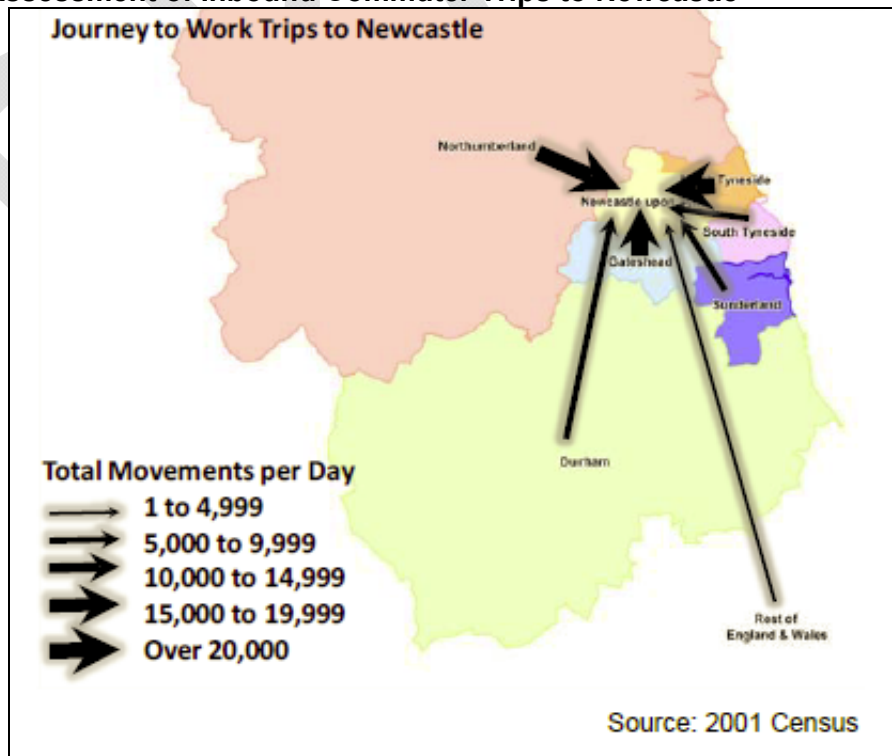


### Annex 3: Technical appendix for evidence review

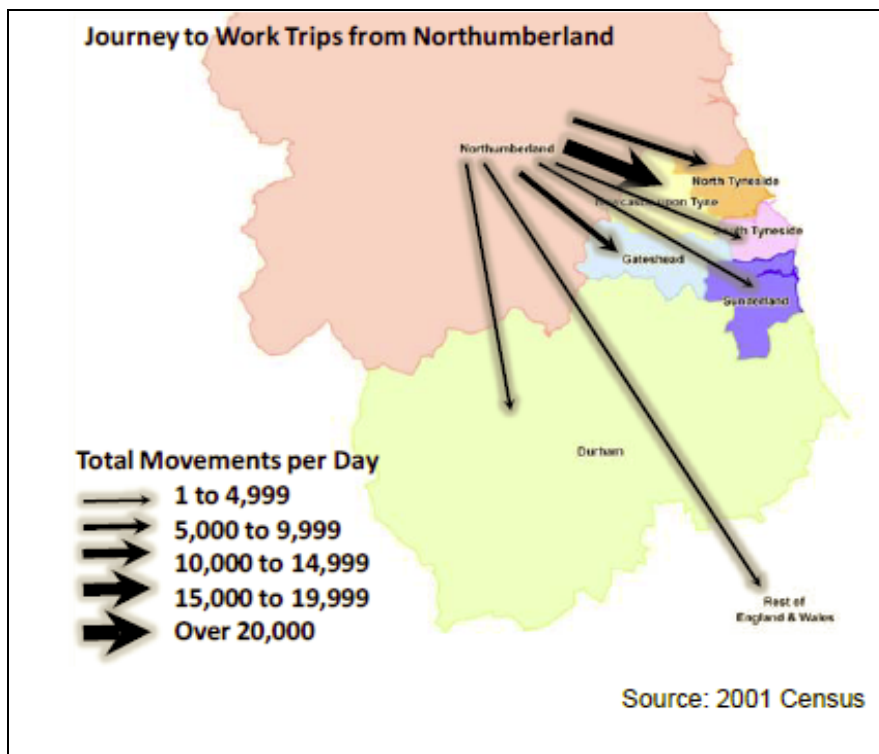
**Fig. one: 2001 Census Journey to Work District/County Authority Net Inflows and Outflows of Commuter Trips**



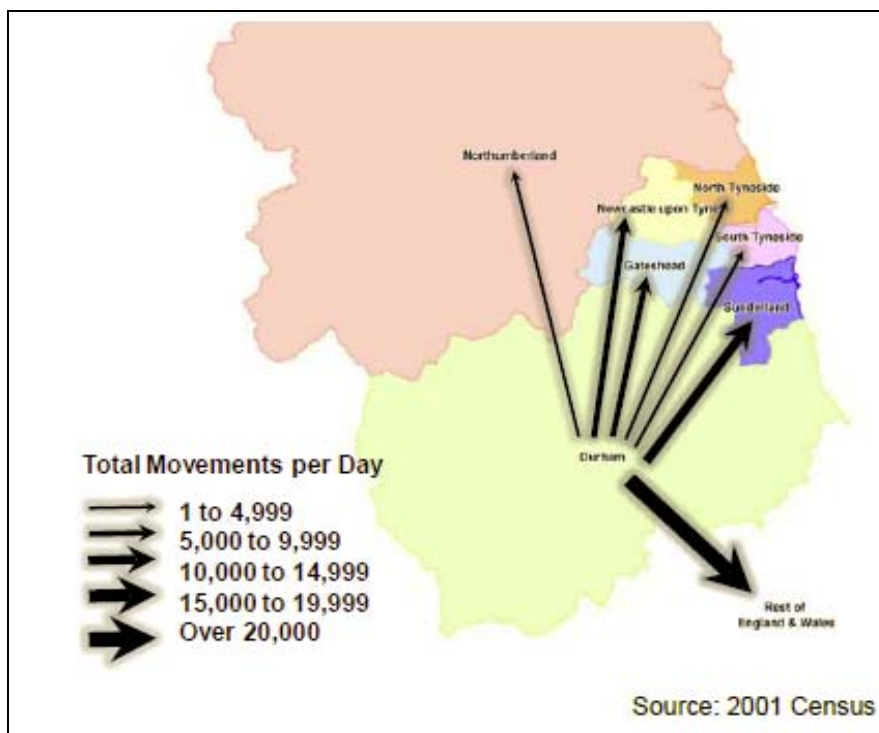
**Fig. two: Assessment of Inbound Commuter Trips to Newcastle**



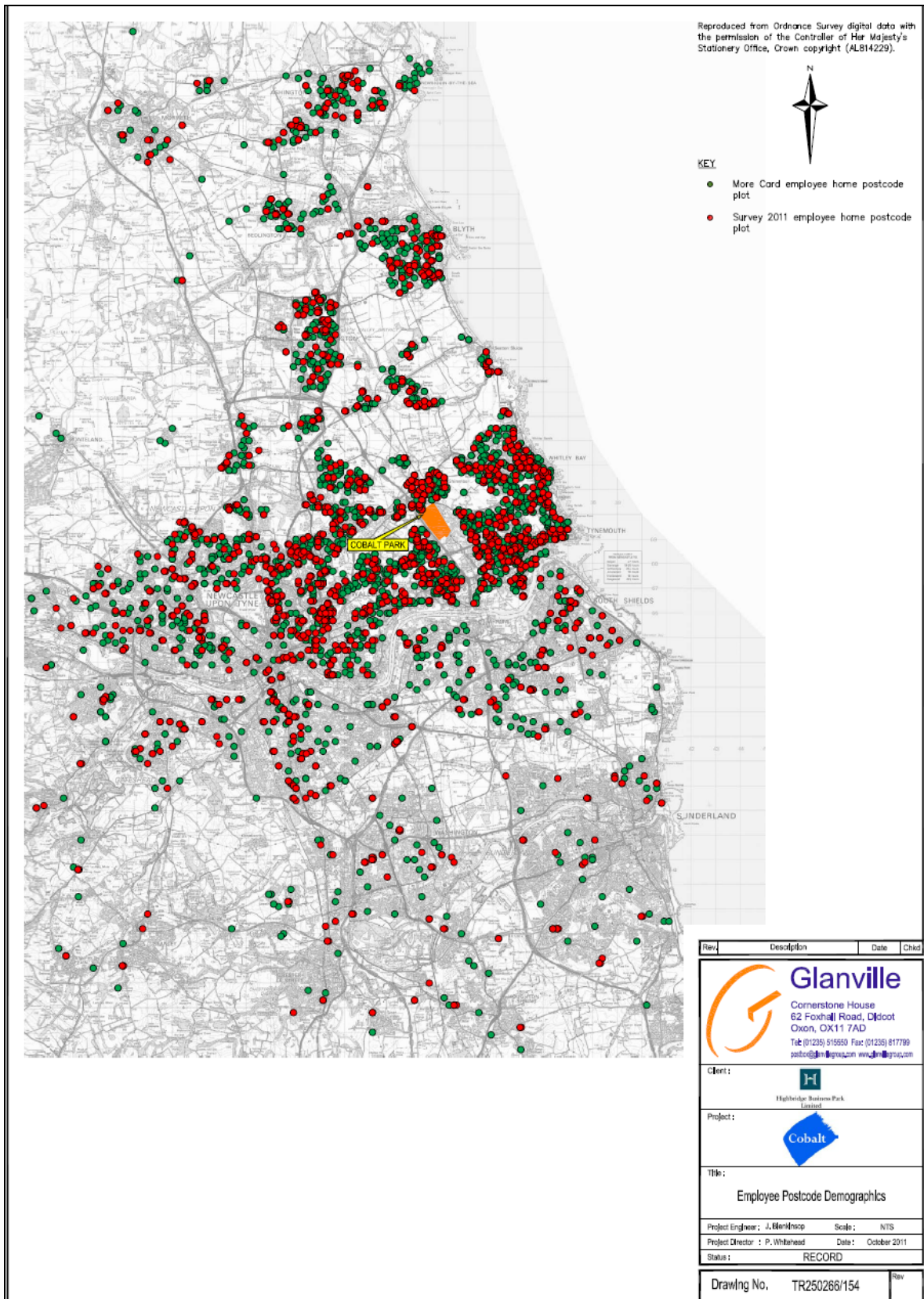
**Fig. Three: Assessment of Outbound Commuter Trips from Northumberland**



**Fig. four: Assessment of Outbound Commuter Trips from Durham**



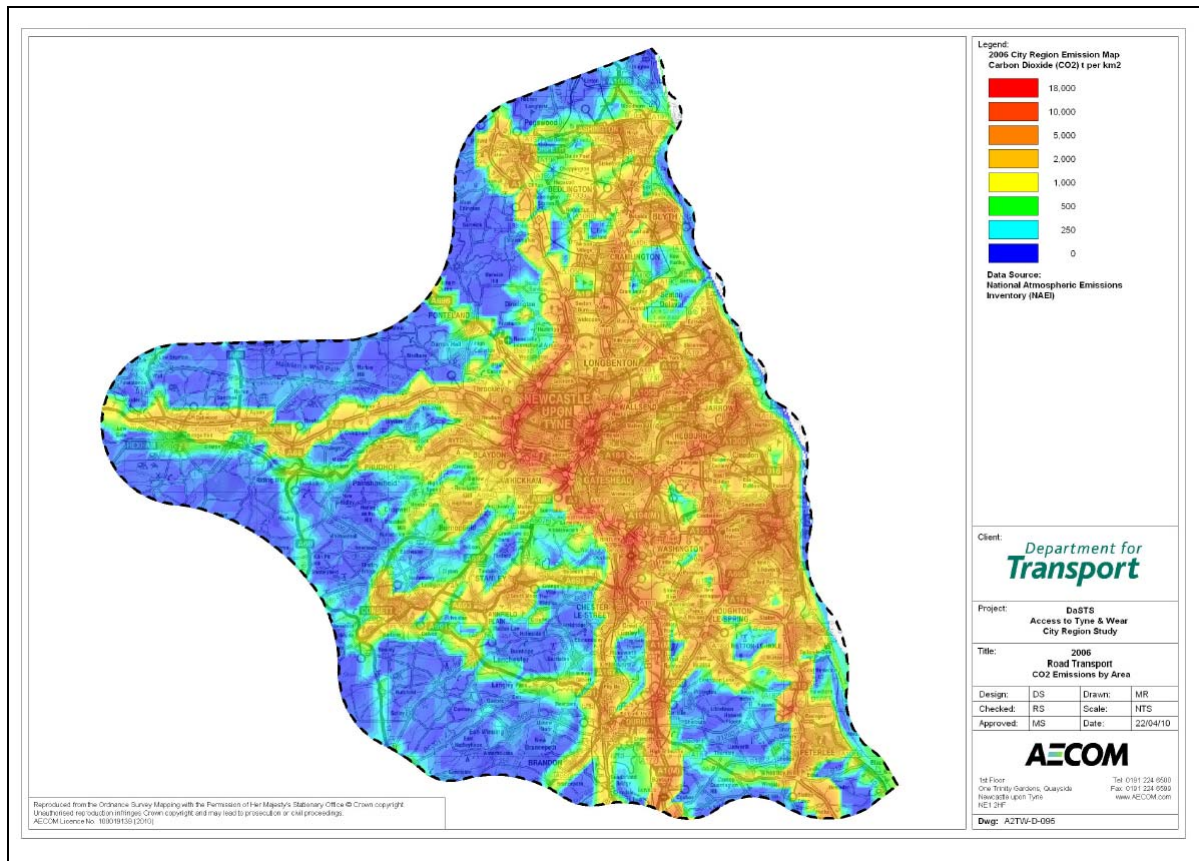
**Fig. Five: Cobalt Business Park Employee Postcode Demographics**



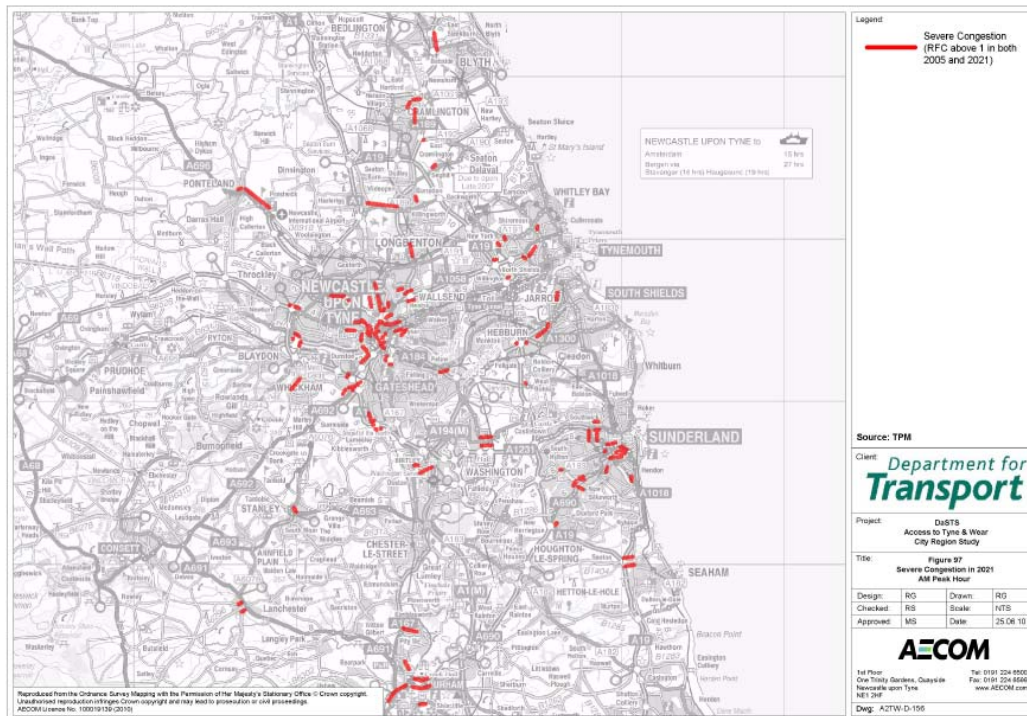
**Fig. Six: Public Transport Accessibility – Cobalt Business Park**

Overleaf

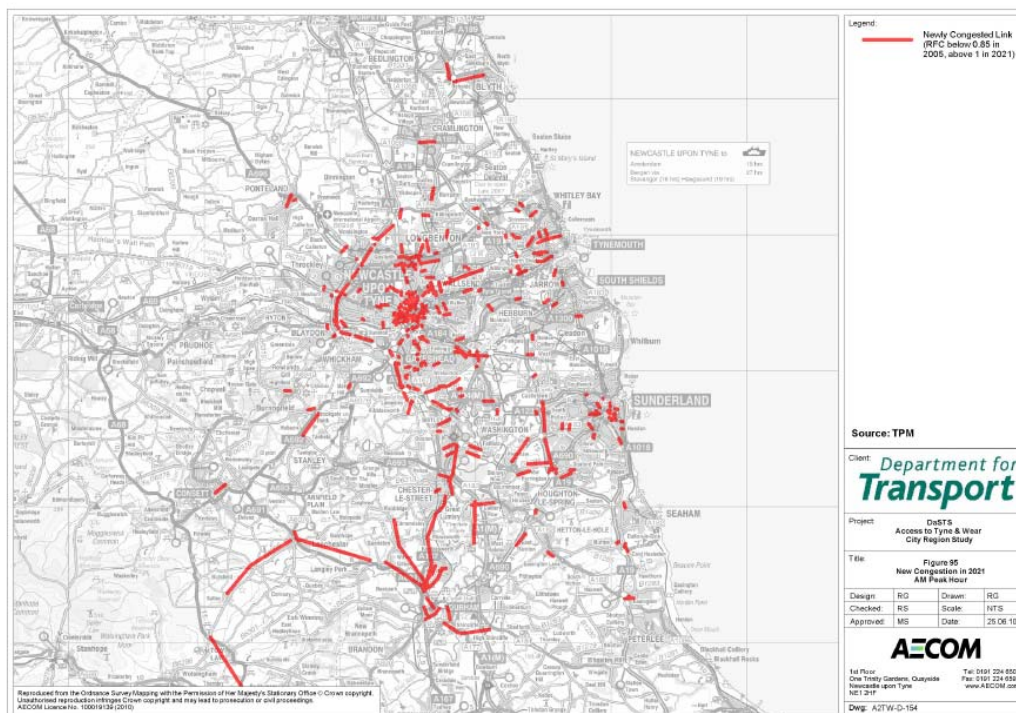
**Fig. seven: Road Transport CO2 Emissions by area**



**Figure 8: Severe Congestion (RFC above 1 in both 2005 and 2021)**



**Figure 9: Newly congested links, (RFC below 0,85 in 2005 above 1 in 2021)**



**Table 1. Regional change in Gross Value Added (GVA GVA per head (indexed to UK=100))**

	Tyneside	Sunderland	Northumberland	Durham
1998	86.6	79.5	69	95.8
2008	92.1	85	61.5	61.5
% change	6.35	6.92	-10.87	-35.80

Source: ONS

**Table 2. Car ownership and congestion**

**Predicted absolute changes in speed and flow on main corridors 2005-2021**

Absolute Change 2005 to 2021	AM Peak		Inter Peak		PM Peak	
	Max Flow (vph)	Avg Speed (kph)	Max Flow (vph)	Avg Speed (kph)	Max Flow (vph)	Avg Speed (kph)
A1	1488	-20.6	1102	-22.2	1203	-22.4
A19	1772	-9.6	1842	0.1	2119	-8.2
Coast Rd.	1548	-14.3	1230	-12.1	1463	-18.6
Great North Rd	523	-6.4	441	-5.4	352	-5.5
West Rd./A69	-548	-0.9	-431	-2.0	-85	-2.6
A184 (Newcastle)	1054	-8.7	1007	-10.0	985	-7.4
Durham Rd. (Gateshead)	737	-9.4	1135	-7.5	761	-7.6
A184 (Sunderland)	625	-4.1	241	-3.7	301	-2.9
Chester Rd.	679	-5.5	922	-6.0	482	-4.7
Durham Rd. (Sunderland)	567	-6.2	349	-4.0	581	-5.0
Ryhope Rd.	-171	4.8	-347	5.6	-77	2.2
Average Radials	557	-5.6	505	-5.0	529	-5.8
Average All (incl. A19 and A1)	447	-4.7	425	-4.2	426	-4.4

**Predicted relative changes in speed and flow on main corridors 2005-2021**

Relative Change 2005 to 2021	AM Peak		Inter Peak		PM Peak	
	Max Flow (vph)	Avg Speed (kph)	Max Flow (vph)	Avg Speed (kph)	Max Flow (vph)	Avg Speed (kph)
A1	17%	-34%	14%	-31%	14%	-34%
A19	25%	-14%	34%	0%	35%	-12%
Coast Rd.	25%	-24%	26%	-16%	23%	-29%
Great North Rd	18%	-20%	20%	-14%	13%	-19%
West Rd./A69	-14%	-2%	-11%	-4%	-2%	-6%
A184 (Newcastle)	28%	-25%	35%	-23%	25%	-22%
Durham Rd. (Gateshead)	32%	-25%	72%	-18%	30%	-19%
A184 (Sunderland)	31%	-9%	14%	-7%	14%	-6%
Chester Rd.	20%	-15%	35%	-14%	15%	-11%
Durham Rd. (Sunderland)	20%	-14%	14%	-8%	20%	-11%
Ryhope Rd.	-11%	12%	-21%	13%	-4%	5%
Average Radials	17%	-13%	19%	-10%	16%	-13%
Average All (incl. A19 and A1)	15%	-12%	18%	-9%	14%	-11%

Source: Tyne and Wear Transport Planning Model v3.1

## **Annex 4 Employment site prioritisation process and resultant sites**





## **Annex 4 – employment site prioritisation process and resultant sites**

### **Prioritising employment sites – evidence considered**

The process for identifying the priority employment sites forming the basis of area focused action was developed from a consideration of the following:

- Current and future economic importance of the area;
- The impact of journeys to/from the area on key transport routes;
- The ability to influence mode share.

The above in turn led to the identification of the following specific indicators to inform site selection:

- + Size of employment site
- + Current modal share
- Level of generated trips
- + Potential to impact upon the identified objectives
- + Growth potential of employment site
- + Proximity to congestion corridors
- + Origin of trips

### **Size of employment site**

It is important we choose employment sites with a sufficient trip generation and number of employees to realise the benefits of travel behaviour change initiatives. We can also group employment sites in geographic tranches. This will maximise our ability to illustrate sufficient numbers of people for segmentation profiling to be as effective as it can be.

A relatively long list of sites was identified through this process. Located throughout the County these ranged from modern business parks to traditional local centres and industrial estates.

### **Growth potential of employment sites**

In order to be considered as a potential prioritised site for investment through LSTF it is important that the employment site, or wider area in which the employment site is situated, illustrates potential for future growth. This is because we must consider that transport is only one aspect that can promote growth and in order to fulfil the government's stated priority of promoting economic growth – we must take these wider issues into account.

Fortunately we have recent, comprehensive work done on behalf of the Tyne and Wear City Region that reviews the likelihood of growth at different areas. This is the Tyne and Wear City Region Economic Review – Economic Geography, Linkages and the Low Carbon Economy – Executive Report – August 2010 by Ekosgen consultancy.

If a location has not been identified as an area of potential growth our ability to justify its inclusion as a focus for this fund is undermined, therefore this is a fundamental part of the appraisal criteria.

This part of the process allowed some sifting of sites from the original list. In addition some further sites were excluded because potential to support economic growth, especially in the immediate future, appeared uncertain owing to physical or planning constraints.



The only areas retained outside areas as being key to future growth at this stage were traditional local centres. Existing high levels of sustainable access and the priority accorded to them in many regeneration proposals justified their continued inclusion. South Shields town centre was seen as being of particular importance given its overall size, as one of the larger employment areas in the County, major regeneration programmes in nearby areas and importance in connecting local public transport services to the Cross Tyne ferry.

### **Current modal share**

The current modal share of access to specific sites has been taken into account in order to enable a view to be taken on opportunities for improvements to sustainable mode share. Sites that already have high sustainable mode share can also be considered as good potential areas should there be room for further improvement and an employee profile matching segments that offer significant opportunity for behaviour change.

Profiling of current modal share was undertaken by Capita Symonds as part of the preliminary analysis of sites for the initial application bid. As part of this process Capita identified independent employment sites

2001 census mode of travel to work data was used to outline modal share. It offers a consistent method of analysis – though other data sources exist such as travel planning data (including TAs and i-trace), where practical these were also considered.

This stage in the process did not lead to any further reduction in the numbers of proposed sites. All remaining sites showed potential for further mode shift at this stage.

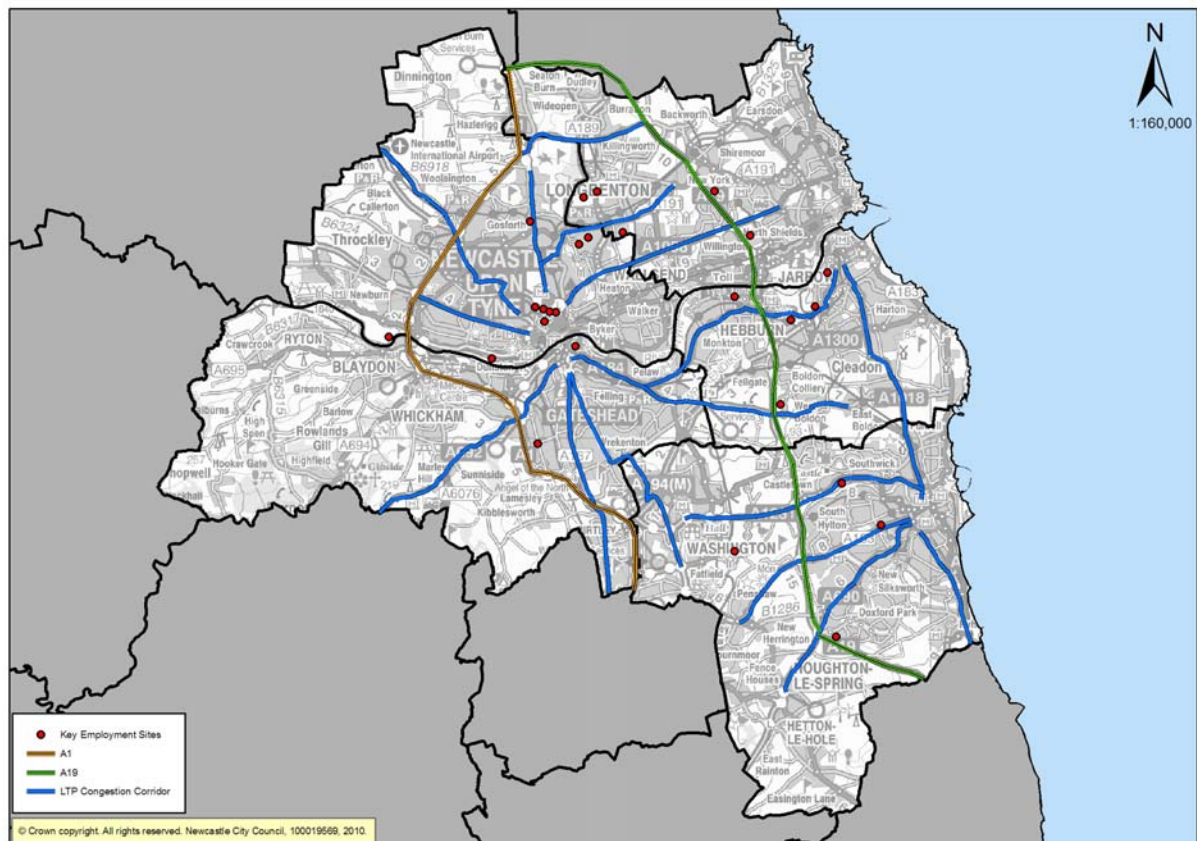
When identifying the geographical sites a gender / age profiling tool, to examine the likelihood of achieving sustainable behaviour change, was not used. This analysis will be undertaken at the toolkit stage to identify which types of intervention would be most useful for the sites we identify, following baseline surveys of employees working in each priority area.

### **Proximity to congestion corridors**

As a stated key goal is to manage congestion on key corridors the proximity or use of congestion corridors to access the proposed employment sites is a key determinant in whether or not an employment site should be prioritised.

In addition to the 16 local congestion corridors in Tyne and Wear, the A1 and A19 corridors are both included as congestion corridors.

The map below illustrates the key employment sites considered by Capita Symonds in their initial tranche review in relation to the location of congestion corridors:



This step led to the exclusion of some further sites. It also resulted in the grouping of a number of sites. This allowed the identification of a number of more general areas likely to be particularly influential in terms of their effect on traffic levels on the main corridors. Sites linked in this way included those:

- Within Newcastle City Centre;
- On the Great North Road corridor to the north of Newcastle;
- In the Longbenton area again north of Newcastle City Centre;
- On the A19 corridor in North Tyneside;
- On the A1231 corridor between Sunderland and Washington

This relationship is illustrated in Map 2, Annex 1.

### Level of generated trips

Any site to be prioritised will have to be a trip generator of sufficient size for any change in travel behaviour to have an impact on the surrounding congestion corridors. If it did not, the link to the initial project objectives would be difficult to sustain on the basis of effectiveness and scale of impacts. Being closely related to considerations of size, this criteria did not see the exclusion of any further areas.

### Origin of trips

If a site has a large number of originated journeys that do not seem to impact on a congestion corridor / offer opportunities for increase mode share of sustainable travel that will help grow the economy and reduce carbon emissions this will be noted.

Initial analysis of this factor identified no clear candidates for further exclusion from the list of priorities. As a result this has not been used in a particular way to identify the proposed prioritised sites.



However we will be able to use the 2001 census and other data sources to examine in more detail where trips destined for the employment areas are originating from. From this information we will be able to profile the people using specific modes of transport to reach these employment sites. This will enable us to target the segments of population most likely to change their travel behaviour.

### **Potential to impact upon the identified objectives**

A final 'sense check' review was undertaken – using the metrics outlined above and the assumptions outlined in the economic case to identify if the sites would be able to offer value for money.

### **The prioritised sites**

The above process led to the final list of priority sites of:

#### **Within the Northern employment 'hub' (based on the Newcastle and the North economic geography):**

- Balliol, Gosforth and Quorum Business Parks
- Cobalt Business Park, Silverlink Retail Estate and Tyne Tunnel Trading Estate
- Great North Road corridor employment sites
- Newcastle City Centre and Gateshead Quays
- Port of Tyne and Bede Industrial Estate
- South Shields town centre
- Team Valley

#### **Within the Southern axis (based on the City of Sunderland and Washington economic geographies):**

- Doxford Park
- City of Sunderland and Washington corridor (A1231, including Sunderland Enterprise Park, Sunderland Royal Hospital, Waterview Park and Pattinson Industrial Estate)

These are the sites for which individual area based packages have been developed. Proposals have also been put forward in relation to further marketing support for local centres, where this will complement major local regeneration initiatives.

### **This addresses all the sites involved**

- Bede Industrial Estate
- Cobalt Business Park
- Doxford Park
- Gateshead Quays
- Gosforth local centre
- Gosforth, Quorum and Balliol Business Parks
- Great Park



- Newcastle City Centre
- Port of Tyne
- Regent Centre
- Silverlink Retail Estate
- South Shields town centre
- Sunderland Enterprise Park
- Sunderland Royal Hospital
- Team Valley
- Tyne Tunnel Trading Estate
- Waterview Park and Pattinson Industrial Estate

## **Annex 5 Main employment / growth site profiles**



## **Annex 5 – main employment/growth site profiles**

This annex provides more detailed information on each of the main employment/growth sites identified as a priority for action. It consists of text summaries of the background to the area, current transport issues and initiatives, and the LSTF proposals. This is accompanied by a summary of relevant employment and travel to work statistics for the area concerned.

The following areas are profiled:

### **Northern employment ‘hub’ (based on the Newcastle and the North economic geography)**

- Balliol, Gosforth and Quorum Business Parks;
- Cobalt Business Park, Silverlink Retail Estate and Tyne Tunnel Trading Estate;
- Great North Road corridor employment sites;
- Newcastle City Centre and Gateshead Quays;
- Port of Tyne and Bede Industrial Estate;
- South Shields town centre; and
- Team Valley.

### **Southern axis (based on the City of Sunderland and Washington economic geographies)**

- Doxford Park; and
- City of Sunderland and Washington corridor (A1231, including Sunderland Enterprise Park, Sunderland Royal Hospital, Waterview Park and Pattinson Industrial Estate).

Priority local centres are also profiled, though no statistical summary is provided for this item given the number of locations.



## **Balliol, Gosforth and Quorum Business Parks**

***Northern employment 'hub' (based on the Newcastle and the North economic geography)***

### **Background**

These three business parks are located in North Tyneside, close to the boundary with Newcastle and 4 miles north-east of Newcastle City Centre. All three parks consist of modern office developments with a gym and proposed retail units on site, while Balliol also includes some light industrial development. 10,500 people presently work on the three sites.

When building at Quorum is complete, the park will comprise 1 million sq ft of office space, employing 8,000 people (currently around 3,500).

Quorum won the ACT TravelWise Commuter Friendly Workplace of the Year 2011.

### **Access and constraints**

All three business parks are well-located for access to the strategic road network although there is congestion at junctions in the area such as the A189/A1056 roundabout and A188/A191 junction (Four Lane Ends). Car sharing is encouraged and there are plans to house two Commonwheels Car Club vehicles on the Quorum site.

### **Public Transport**

The sites are served by several buses including the developer-funded Quorum Shuttle Bus providing a link every 15 minutes to Four Lane Ends bus and Metro interchange. Bus lanes on the single carriageway stretches of the A188 and A189 provide some priority for bus services over other modes.

Quorum has invested over £300,000 in public transport infrastructure, employing a dedicated Travel Co-Ordinator who provides advice on all modes of sustainable transport, to improve accessibility and ensure that parking demand is on a par with the available parking when the park is fully developed. There are now up to 29 buses per hour serving the park and 37% of employees travel to work by public transport.

In respect of Balliol Business Park, businesses on the Park have previously raised concerns about inadequate public transport services for their staff, e.g. in the evenings. Several bus services now serve Benton Lane although not all divert into Balliol or Quorum.

### **Walking and Cycling**

Many buildings have facilities to cater for cyclists and pool bikes are available from the Quorum Travel Co-Ordinator. However, some local improvements to pedestrian-cycle infrastructure, e.g. lighting of existing off-road paths and resurfacing and widening of roadside footways, are desirable to provide good quality foot and cycle links to Four Lane Ends and the wider walking and cycling network.





### **Existing travel patterns**

Levels of car dependence vary between the sites, with relatively high levels of car use at Gosforth Business Park (over 60%), compared with much lower levels at Balliol/Quorum. Quorum in particular has been successful in promoting public transport use, with some 36% of journeys to the site now made by public transport.

With some 37% of journeys being less than 5km, there is potential to increase the present low level (only 2%) of cycle trips.

### **Current transport initiatives**

The main current transport activity is through private sector led travel planning at Quorum Business Park. Public transport use has nearly doubled in the past 3 years, from 19% in 2008 to 36% currently, with similar reduction in car mode share. Measures already being implemented include:

- Provision of a 'commuter centre' providing information and advice on sustainable travel options;
- Regular promotional events, including walk to work week, group bike rides and a public transport pub crawl;
- Use of a green driving simulator during Energy Saving Week;
- Significant improvements to bus services, with an investment of over £300,000. The Quorum Shuttle Bus Service provides a dedicated connection between Quorum and Balliol Business Parks and Four Lane Ends Metro station, while the Quorum Express Bus service, introduced in 2010, now provide connections between Quorum and Newcastle City Centre in 13 minutes;
- Provision of free pool bikes;
- Bicycle user group; and
- Bike miles reward scheme.

### **LSTF proposals**

The LSTF proposals build on the existing successful travel plan function in place at Quorum Business Park. Additional funding will complement continuing private sector investment allowing for further improvements to pedestrian and cycle access together with further improvements to bus services and facilities. The parallel development of travel planning activity at Balliol and Gosforth Business Parks will further underpin efforts to manage congestion affecting this important employment area.

The main proposal for these sites is to construct the Balliol Bus Link, which, by connecting Gosforth Business Park directly with Balliol Business Park, will improve accessibility by allow existing bus services to serve all three business parks. This has been a long-standing objective of North Tyneside Council and the other LTP partners, in order to improve public transport links to employment sites in the Borough.



Local bus operators Stagecoach and Arriva have both indicated that, once the Link is built they would divert existing bus services through it, thereby providing increased accessibility to employment without additional subsidy. This would assist in delivering economic and environmental benefits as well as improving accessibility to employment by more sustainable modes and helping to minimise congestion in the A188/A189 corridor.

Proposed improvements to cycle routes provide a shared use cycle link between the employment area and Four Lane Ends interchange, providing better connections to the Metro station and closing a gap in the existing cycle network.

Further small scale investment in Quorum's Pool Bikes / Cycle Hub is also proposed, augmented by improved signage, to further enhance the quality and range of sustainable travel options available on the site.



## **Cobalt Business Park, Silverlink Retail Estate and Tyne Tunnel Trading Estate**

*Northern employment 'hub' (based on the Newcastle and the North economic geography)*

### **Background**

The A19 corridor immediately to the north of the Tyne Tunnel contains a number of employment sites of major importance to the surrounding area. In particular, it contains Cobalt, the UK's largest office park. Developed over the past 15 years, it includes extensive office accommodation (including the headquarters of North Tyneside Council) and a hotel with gymnasium, whilst planning permission has been granted for retail units on the site.

1.8 million square feet of the site has been developed to date, with a further 700,000 square feet planned, which will increase the number of people employed on the site from 10,000 at present to more than 18,000.

Other employment areas in the corridor include the Tyne Tunnel Trading Estate, a traditional industrial estate, and Silverlink, a major out of centre retail park.

### **Access and constraints**

#### Road Access

Whilst Cobalt is strategically situated close to the A19, congestion on the route, especially at the junction with the A1058 Coast Road (Silverlink Junction) is a significant problem, expected to worsen as the completion of the New Tyne Crossing attracts extra traffic, and as employment in the A19 corridor grows. Whilst funding is not available at present for a major upgrade to the junction, an interim scheme has been carried out to provide extra capacity and improve pedestrian and cycle access across the interchange. A recent scheme jointly funded by North Tyneside Council and the Highways Agency has also improved traffic flow and provided for pedestrian and cycle access at the A19-A191 Holystone interchange, which serves the northern access to Cobalt.

#### Public Transport

Cobalt has an on-site team of travel co-ordinators provided by the park's developers, who have provided pump-priming funding for branded bus services including the 309 Cobalt Clipper direct to Newcastle, Whitley Bay and Blyth and the 19 service providing a regular link to Northumberland Park (nearest Metro station). Personalised travel planning is also available through the "More Cobalt" website, an exclusive portal for staff and occupiers of the site.

#### Walking and Cycling

The Waggonway network provides a number of high-quality off-road walking and cycling routes in the Cobalt area, supported by additional funding from the developers of Cobalt. Many buildings have facilities to cater for cyclists and pool bikes are available from the Cobalt Travel Centre.



## Existing travel patterns

Single occupancy car use to Cobalt in the most recent survey of employees (2008) stood at 64%. This represents a significant reduction from the previous (2005) figure of 70%. Levels of car commuting to the other main employment sites are somewhat lower (63% at Silverlink, 57% at Tyne Tunnel Trading Estate).

## Current transport initiatives

The problems caused by traffic congestion for access to the Business Park have seen the development of area based travel planning for the site. This developer funded initiative, initiated in 2005, has been successful in reducing levels of car travel to the site and has won a number of awards.

Activity co-ordinated through the existing travel plan includes:

- A site wide on-line car share scheme;
- Installation of electric car charging points;
- Significant private sector funding in bus services to the site;
- Partnership working with Sustrans to promote pedestrian and cycle access;
- A central one stop shop travel centre, employing 3 full time staff and selling tickets and providing travel advice;
- Sustainable Transport Events for example a Virtual Bike Race and Mobility Week;
- Extensive marketing and promotion activity which is able to call on an extensive database of over 9,500 staff records. Activity includes:
  - Dedicated 'More Cobalt' card offering discounts on attractions and social venues across the region;
  - A staff website providing detailed commuter transport information, travel cost comparison, events and offers;
  - Provision of 'A guide to Cobalt' for all new starters;
- Weekly newsletters, Facebook and twitter pages with competitions, events and alerts driving traffic to website;
- Service updates and special ticket offers;
  - Personal travel plans with 1 weeks Public Transport free trial;
  - Promotion of sustainable transport events and feedback monitoring;
  - Focused targeting of car users with incentives for trialling sustainable modes.

In contrast there has been relatively little travel planning activity at either Silverlink or Tyne Tunnel Trading Estate.

In terms of infrastructure development, the recent completion of the second Tyne Tunnel is likely to bring further pressures onto roads in the area, with the potential to worsen traffic congestion.



## **LSTF proposals**

The LSTF proposals seek to build and add value to the existing extensive travel plan activity that has taken place at Cobalt. A holistic package of public transport and cycling initiatives is planned, underpinned by a re-located Travel Centre in a more prominent location next to the planned Tesco store, raising awareness for marketing and ticket purchase. By reducing pressure on the local road network and especially the Silverlink Junction, there will be economic and environmental benefits, not just for Cobalt but for other employment sites in the area.

The main proposal involves the provision of a new branded bus service linking the park into south-east Northumberland and south through the Tyne Tunnel to link with the Metro south of the Tyne. This would provide convenient access to employment at Cobalt over a much wider area.

A Cobalt cycle hub will be created and, to address severance and safety issues associated with busy road junctions, there will be cycle infrastructure investment to improve access to Holystone Roundabout and to improve the crossing from Murton village to Cobalt (New York Road).

Some of the office premises on the business park have encountered limitations on how to improve facilities within their own buildings so it is proposed to offer a central facility to accommodate showers, lockers, drying room and secure bike storage, combined with Bike Shop support.

To complement the existing fleet of pool bikes for staff trials, it is planned to introduce bikes stationed at Northumberland Park Metro station, Cobalt Central and Cobalt Business Exchange, with the view of extending to Percy Main Metro station and the cross-Tyne Ferry if successful.

In addition to the further activity at Cobalt it is proposed to extend the area travel planning approach to the other main employment areas in the corridor at Tyne Tunnel Trading Estate and Silverlink. This will require more basic activity initially in terms of basic development of an area based approach, partnership development and staff travel surveys. However proposals here will be able to take advantage of improvements above, notably better bus services, in promoting mode shift at their sites.



**This page is intentionally left blank**



## Great North Road Corridor employment sites

### *Northern employment 'hub' (based on the Newcastle and the North economic geography)*

#### Background

The Gosforth Corridor encompasses three sites to the north of Newcastle city centre, comprising two large employment sites and one busy retail centre. The sites are:

- Regent Centre - an office development comprising several large businesses including Virgin Money's head office. There is allocated parking provided which is shared between the multiple businesses housed within the Regent Centre building;
- Gosforth High Street - a busy local retail centre, a short walk from Regent Centre Metro station. There is a small multi-storey car park available and no on-street parking;
- Newcastle Great Park is a large business park home to the Sage Group head office and a large NHS office. The business park has vacant plots for future development available and will be surrounded by an extensive number of new homes once the development is completed.

#### Access and constraints

##### Road Access

The Great North Road is the main road into the city centre for all southbound traffic on the A1. It provides the most direct route into Newcastle for people approaching from Morpeth and Alnwick. It also runs through Gosforth where it acts as the main artery into the centre for a large number of commuters.

During peak hours, there is severe congestion along most of this route. This affects both the main employment locations and also the High Street area, where additional problems arise from the need to accommodate on-street servicing in addition to other demands on the route.

##### Public Transport

The Regent Centre and Gosforth High Street enjoy good public transport accessibility with regular bus services into Newcastle city centre. Regent Centre has its own transport interchange which provides access to the Metro and all local bus services. Public transport accessibility from the Great Park has been enhanced recently, with a new express park and ride service connecting the employment area to the Regent Centre interchange and Newcastle City Centre.

##### Walking and Cycling

There are good off-road cycle links from Newcastle city centre to the southern end of Gosforth High Street. The volume of traffic on Gosforth High Street is, however, a deterrent to onward journeys towards Regent Centre although there are alternative signposted routes that avoid this busy stretch of road. Local walking and cycling infrastructure in the Great Park is good, however the site is located relatively remotely away from existing residential areas and hence car traffic tends to dominate.



### **Existing travel patterns**

The mode shares for journeys to work in the corridor shows lone drivers represent upwards of 50% of all commuting, journeys although there are high levels of car sharing (19%) and public transport use (23%), suggesting potential for further action to promote these modes. Car mode share at Great Park is currently much higher, albeit the new park and ride service now provides a particular opportunity to promote mode shift.

### **Current transport initiatives**

The main recent transport initiative has been the introduction of a Park and Ride service between Newcastle Great Park and the city centre. Running at a 20 minute frequency, this connects the City Centre with new employment on the Great Park, as well as a 500 space park and ride site close to the A1.

### **LSTF proposals**

The LSTF proposals will allow the further development of travel planning activity along the corridor. Increasing congestion combined with good public transport services, including the Regent Centre bus/Metro interchange make this an important location for the further promotion of sustainable travel. This will build on existing travel plans, such as that in place for the development at the Great Park.

It is proposed to expand Newcastle's existing Car Club to include the Gosforth corridor, reducing emissions and the overall number of car journeys. Use of open data will allow the development of mobile applications, enabling greater ease of booking, and potentially bringing employment in terms of developing the requisite software.

Expanding the Car Club will ensure that this offer is available to more businesses in the area, alleviating the need for them to operate their own pool car fleet, while also removing the need for employees to drive their own vehicles for work purposes. As Gosforth High Street is an Air Quality Management Area, the environmental benefits of lower emission levels will be of particular relevance here.

Improvements to cycle infrastructure to schools in the Gosforth area (as part of our Key Components package of measures) are also in the vicinity of this employment site. This will enhance cycling provision and address high levels of single-occupancy car use).





## **Newcastle City Centre and Gateshead Quays**

*Northern employment 'hub' (based on the Newcastle and the North economic geography)*

### **Background**

Newcastle City Centre is the principle economic and transport hub for the North East of England, employing nearly 80,000 people. It is also a major centre for retail and leisure activity. Large employers include the City Council, Newcastle and Northumbria Universities and the Royal Victoria Infirmary. The Eldon Square Shopping Centre and Northumberland Street cover a large area in the centre of the city and provide the majority of retail jobs. Although progress has been delayed by the economic downturn, there are ambitious plans to regenerate parts of the city centre, including the Stephenson Quarter (around the Central Station) and Lower Pilgrim Street, whilst the City Council has re-affirmed its commitment to take forward the Science City project as a hub for science-led business and innovation.

The Gateshead Quays area is included within the city centre for the purposes of the LSTF bid. Although separated from the City by the River Tyne, the employment characteristics of this major regeneration area are in many ways similar, as are the local problems of traffic congestion.

### **Access and constraints**

#### **Road Access**

Like most historic cities, there are challenges in providing road access for today's traffic volumes within it without impinging on the historic environment. There is also major traffic congestion on the main approach roads to the City, especially on the bridges across the River Tyne, which provide access from the south. As a commercial and retail centre, there is competition for road space between private cars, public transport vehicles, taxis and delivery vehicles and the Council has responded by creating a network of No-Car Lanes that give priority access to public transport, cycles and freight vehicles. Nevertheless, congestion remains a problem in the city centre at busy periods.

#### **Public Transport**

There is excellent public transport accessibility with four Metro stations serving different parts of the city centre, two major bus termini and a mainline rail station which provides local links to Sunderland, Durham, Teesside and Northumberland. However bus services to and from the city can be delayed due to congestion within the city centre itself and on the main approach routes.

The QuayLink bus service provides a frequent local connection between the City Centre (including Newcastle Central rail station), Gateshead Quays and other nearby areas such as Gateshead town centre and Ouseburn. Revenue funding for the service is provided by Newcastle and Gateshead Councils together with Nexus.

#### **Walking and Cycling**

Newcastle's city centre is relatively compact and pedestrian-friendly. Dedicated cycle routes in the city centre are limited although the network of No-Car Lanes accommodate cycle access. There are good cycle routes along the River Tyne and Quayside areas, and on some arterial routes into the city such as Scotswood Road and Great North Road.



However, the steep gradients down to the Quayside are a deterrent to pedestrian and cycle movement and large heavily-trafficked junctions such as the Swan House Roundabout present an obstacle to foot and cycle access.

### **Existing travel patterns**

There is a high level of public transport use for journeys into the city centre, representing almost 50% of all journeys although there are still high levels of single car use (26%), suggesting potential for further action to promote more sustainable modes. The higher level of car use at Gateshead Quays is indicative of the problems often faced by more peripheral sites which, although still close to the City Centre, do not have the same direct access to extensive bus and Metro networks.

### **Current transport initiatives**

The economic importance of Newcastle City centre, coupled with the traffic problems on the main routes to and through it, have made it a major focus for recent transport investment. The main corridors leading to the centre have seen extensive work to improve bus priority while the city centre itself has seen extensive work on providing improved priority for freight and public transport. In addition there have been ongoing programmes of work to improve the pedestrian environment in the city centre and improvements to cycle routes within and leading to the centre.

Newcastle City Centre is already benefitting from the programme of Metro re-energisation, with the refurbishment of Haymarket station. The redevelopment of Eldon Square, as part of major retail investment in the city centre, has seen a significant improvement in facilities for bus users at one of the main termini.

A number of major organisations within the City Centre, including both universities, the City Council and Eldon Square shopping centre already have their own travel plans. These have had some success in promoting more sustainable transport options and curbing car commuting.

Significant work has been undertaken in order to establish the transport infrastructure to Gateshead Quays in support of the redevelopment of the area. Most notably the Gateshead Millennium Bridge was constructed in 2001, allowing easy access from Newcastle Quayside, and pedestrian and cycling links to the City Centre and other destinations. Other works have included provision of local road access, upgrading to cycle and pedestrian routes in the area and the banning of through traffic on South Shore Road, which serves the river frontage.

The QuayLink bus service is of particular importance to Gateshead Quays, providing connections to activity in the city centre and wider public transport networks.

### **LSTF proposals**

Measures proposed as part of the LSTF bid aim to build on previous activity and support continuing investment programmes aimed at enabling the city centre to retain and enhance its key regional function. These include:

- The further development of travel planning within the area. With major peak hour congestion on approach roads, the promotion of sustainable alternatives to the car remains an important element in supporting continued competitiveness of the



city centre as a location for business. Although many of the larger organisations within the area already have their own travel plans the aim is to extend this to the smaller businesses operating in the area. The existence of a distinct, private sector led company to take forward the City Centre Business Improvement District (NE1) provides a major opportunity to enable travel plan support, such as the proposed Tyne and Wear Sustainable Travel Office, to be provided more widely to local businesses;

- Gateshead Quays provides a particular opportunity for the development of area wide travel planning within a relatively self contained and emerging area. There will be specific attention to major destinations in the area, such as The Sage Gateshead, which do not currently have their own travel plan. In addition further developments in the area will be required to participate actively in the travel planning process;
- Improvements to cycle facilities along major routes into the city centre from the north (linking to the major development site at the Great Park), from Newburn in the west, from the major regeneration area at Walker in the east and from the south along Durham Road in Gateshead;
- Improvements to the QuayLink bus service. This already provides a dedicated, branded City Centre bus service connecting the main retail area and transport interchanges to the Quayside, Ouseburn and Gateshead Quays and town centre. Funding will be used to extend the service to link to the regeneration area of Walker. This will improve access for residents of this area to the city centre, and also link the city centre to commercial and industrial development in that area;
- Durham Road is one of the main transport corridors serving the city centre, providing an important link to large areas of Gateshead, Birtley and Chester le Street. It is one of the main bus corridors in Gateshead. Further work is proposed to enhance and extend existing bus priority and cycle measures along this important radial route.



**This page is intentionally left blank**



## Port of Tyne and Bede Industrial Estate

*Northern employment 'hub' (based on the Newcastle and the North economic geography)*

### Background

Tyne Dock & Bede are predominantly industrial-based employment sites east of Jarrow with a very local employment catchment. Currently 4,286 people are employed on the sites with potential for further growth of over 1,000 additional jobs.

As the major freight port for Tyneside, effective access to the Port of Tyne is of particular economic importance. This facility handled over £10 billion of cargo in 2010 with a turnover in excess of £40m. It is the number one port in the UK for export of cars and has recently invested in creating the largest biomass handling facility in Europe.

Located to the west of the Port of Tyne Estate is St Paul's Church, which is the UK's 2011 nomination for a Candidate World Heritage Site, with a decision expected by UNESCO in 2012. This site together with the adjacent Bede's World, is a significant and vitally important tourist destination for South Tyneside and the wider region, with the potential for a substantial increase in tourist visitor numbers.

### Access and constraints

#### Road Access

The A194 and A185 provide good road access, westwards towards Gateshead and eastwards towards South Shields, although there are problems with congestion at the junctions with the A19 and at the Hudson Street / Port of Tyne Roundabout.

#### Committed Improvements at the Port of Tyne junction

South Tyneside Council is to implement a significant junction improvement scheme at the Port of Tyne / Hudson Street junction on the A194 corridor. Work started on site on the 3rd October 2011, with the planned works being completed over a 24 week contract.

The £750,000 funding allocation for the junction improvements has been made available through Section 106 funding, Local Transport Plan Capital Funding and Links to School funding from Sustrans (not connected to the LSTF Key Components Bid).

At the Port of Tyne entrance / Hudson Street junction the following measures are proposed:

- dedicated left turn lane from A194 to Hudson Street for southbound traffic;
- road widening on Hudson Street to increase length of 2 lane entry on to roundabout;
- new off road cycle lane to replace existing on-road between Port of Tyne Entrance to Straker Street;
- provision of a puffin crossing to improve pedestrian accessibility across A194.

#### Public Transport

There are bus services along the A194 corridor and Metro stations at Tyne Dock and Bede, the latter located in the centre of the Bede industrial estate.



### Walking and Cycling –Port of Tyne Improvements

Walking routes to the industrial estates are generally good but are constrained by the heavily-trafficked A194 forming a barrier. Improvements to crossing facilities on the A194 through the £750,000 investment in accessibility infrastructure will provide some improvements. The cycle routes in the vicinity are very good, with links to the Shields Ferry, Tyne Pedestrian Tunnel, Jarrow and South Shields via NCN Route 14.

#### **Existing travel patterns**

54% of journeys to the site are made by lone drivers. A substantial proportion of trips to the sites (70%) are less than 5km in length so there is potential for a considerable increase in the share of cycle trips (currently only 3%).

#### **Current transport initiatives**

Work already underway in the area includes:

- measures to improve cycle access to schools for the Key Component project;
- upgrading of public transport infrastructure at the two Metro stations as part of the Metro reinvigoration project;
- South Tyneside Council are undertaking work to ease existing congestion problems at the Hudson Street/Port of Tyne roundabout.

#### **LSTF proposals**

Measures will be focused on improvements to cycling infrastructure, making cycling to work a safer and more attractive option for the large number of staff (70%) who live within 5km of these employment sites. By reducing car trips, this will also help address localised congestion, complementing the work being done by South Tyneside Council (outside the LSTF programme) to ease congestion problems at the Hudson Street / Port of Tyne Roundabout. Specific measures include:

- The John Reid Road Cycling Corridor into the Bede Industrial Estate will be extended along the A194 route and will then cross the A194 into Shaftesbury Avenue;
- Upgrades to the existing crossing points on the A1300 and A194 will be required; and
- Provision of Cycle Parking Facilities within the Port of Tyne and Bede Industrial Estate.

Following these improvements, the route will provide sustainable access into the Bede Industrial Estate, linking with the cycling routes to the Tyne Pedestrian Tunnel and Port of Tyne along the A185, helping to relieve congestion on that road, as well as the A1300 and A194.

#### Linkages to the key components bid

South Tyneside is to link the investment in links to school along the A1300 as part of the Key Components bid, with the cycling scheme identified in the large bid.

Work is already underway in this area as part of Tyne and Wear's Key Components "Sustainable Travel to Schools" project but these measures will complement that work by extending the initiatives into Bede Industrial Estate.



Bede Metro station benefits from an excellent location at the heart of the estate but is in need of improvement. Pedestrian access to the station will be enhanced following a site audit, helping to make the public transport alternative more appealing and complementing the wider “Metro Re-Invigoration” programme underway.

There will also be measures to further develop travel planning activities on these sites, to promote cycling and to provide better information, including a Sustainable Travel Office that will work with employers to reduce travel costs and promote sustainable transport modes.



**This page is intentionally blank**





## South Shields town centre

### *Northern employment 'hub' (based on the Newcastle and the North economic geography)*

#### **Background**

South Shields is the largest town in South Tyneside, located on the North Sea coast at the mouth of the River Tyne. 9,543 people are employed in the town centre with potential for further growth over 3,500 jobs. There are ambitious plans to regenerate the town centre and riverside, and also the foreshore area which is a major tourism destination. Regeneration schemes underway include a new £10.5m BT Business Centre on the riverside site at Harton Staithes, the £2m transformation of the South Shields promenade and a new £16m swimming pool and leisure complex on the sea front.

#### **Access and constraints**

##### Road Access

The main corridors into South Shields Town Centre are the A194, the A1018 and the A183 Coast Road. Each of the routes suffers from peak time congestion problems impacting on the local road network.

##### Public Transport

South Shields Metro station and the adjoining bus interchange enjoy an excellent location in the heart of the town centre. However, the interchange requires significant improvements including better access routes to the Ferry terminal.

##### Walking and Cycling

South Shields has an extensive cycle network with links to the pedestrian Tyne Tunnel, the cross-Tyne ferry and the national cycle routes to Sunderland and Gateshead. However pedestrian and cycle access between major regeneration areas along the river frontage and the town centre remains a key issue. Connectivity between these is fragmented in places and improvements are needed to link new development to the town centre and local public transport services.

#### **Existing travel patterns**

55% of commuting journeys into South Shields are made by lone drivers, with car sharing accounting for a further 10% of journeys. Only 2% of journeys are made by cycle, suggesting potential to increase use of this mode especially given that over 60% of work journeys are less than 5km in length.

#### **Current transport initiatives**

Various transport measures are underway in association with the wider regeneration activity underway in the area. In addition access to the Metro station will benefit as part of the current Metro reinvigoration project.

#### **LSTF proposals**

Three main measures are proposed for South Shields with the objectives of:

- Improving cycling links, thus increasing accessibility to employment sites, reducing congestion and bringing environmental benefits;



- Enhancing links between the town centre and the ferry terminal, improving connectivity with employment sites north of the river and also increasing accessibility to the town centre; and
- Improving access to the Metro station, helping to make public transport a more attractive option.

All three measures will enhance employment and connectivity, widening job horizons and delivering associated benefits for the environment and air quality.

### **1. South Shields Town Centre Cycling Routes**

- Funding to be spent on improving the cycling links within South Shields Town Centre to the foreshore area.
- Existing cycling links are very diverse, so this is an opportunity of providing a direct cycling route that encompasses the key destination points of South Shields Town Centre.
- Associated crossing improvements and signage will be required throughout the network.
- Cycle Links to the Riverside Regeneration Development will also be implemented.
- Consolidation and Review of existing Cycle Parking facilities within the Town Centre will be undertaken, with improved cycling parking facilities being implemented.
- On completion of the various cycling infrastructure schemes, South Tyneside Council would like to see revisions to the National Cycling Network, so that the new defined route provides economic growth benefits to South Shields through increased tourism and employment opportunities.
- These schemes support sustainable transport and will relieve congestion on the corridors, whilst also providing economic growth opportunities to the Town Centre.

### **2. Improvements from Ferry Terminal to South Shields Market Place**

- Funding to be spent on improving the Pedestrian links from the Ferry Terminal to South Shields Market Place
- Pedestrian / Cycling Crossing Improvements will be required on Ferry Drive / River Drive.
- The area around the Market Square is designated as a key regeneration site, so improving the routes to and from this point will be crucial for the success of the Town Centre.
- Improvements to Town Centre signage will also be carried out as part of the scheme.

### **3. Improved access to South Shields Metro Station -2013/2014**

- Funding is to be used for improving pedestrian links to the Metro Station following the station upgrade as part of the Metro Re-Invigoration Project which is scheduled for completion in 2013/2014.
- A route audit will be undertaken to identify the scope of the works required.



## **Team Valley Trading Estate**

***Northern employment 'hub' (based on the Newcastle and the North economic geography)***

### **Background**

Team Valley Trading Estate is one of the largest and longest established industrial estates in Tyne and Wear. Originally set up in 1936 and now celebrating its 75<sup>th</sup> anniversary, it covers some 290 hectares, providing over 6.5 million square feet of floorspace. It is home to over 700 businesses and supports over 20,000 jobs.

Traditional industrial activities such as manufacturing and warehousing retain a strong presence on Team Valley. However the employment base has diversified, and now includes major areas of office and retail space.

Development and renewal of land at Team Valley has the potential to realise a significant increase in employment. Identified sites could accommodate 5,500 jobs, with an estimated net increase in the total number of jobs of 3,500.

### **Access and constraints**

#### Road access

Team Valley lies close to a number of major local roads and the A1 trunk road, the latter of which is subject to major congestion problems, Highways Agency information suggesting it is one of the most congested sections of road in the country. Congestion also affects local roads, with severe peak time problems on approach roads (in the morning) and the main Kingsway route through the estate in the evening.

Congestion on surrounding roads poses a major threat to further employment growth. Highways Agency concerns about the wider problems of additional congestion on the A1 have meant that even relatively minor proposals have encountered difficulties in gaining planning approval. Transport modelling work suggests existing problems on the local road network will become severe if there is further growth in traffic in the area.

#### Public transport

The main bus route serving Team Valley is the 93/94 circular service, providing eastward connections to the centre of Gateshead and a number of nearby surrounding areas. There are no regular direct links to the west other than from the very north of the Estate. There is a Monday to Friday peak hour service direct to Newcastle City Centre and a limited number of other dedicated works services.

Bus services can be badly affected by congestion to and on Team Valley. Delays in excess of 5 minutes are common at peak hours, leading to unreliability and longer journey times.

#### Walking and Cycling

A cycle route network within the Estate is under development using LTP and developer funding. Links to surrounding cycle routes are good to the north and east, with improvements to the west underway during 2011/12, using LTP funding. However links to routes immediately to the east and south east remain poor.



The size of the Team Valley Trading Estate means that it is only ever likely to have a limited catchment for people walking to work. Pedestrian links exist to nearby main residential areas to the east, north and west, although the quality of these is variable.

Pedestrian routes within the estate itself are also of variable quality. These are of more immediate importance, providing a means for those working in the area to access public transport services and local facilities. The wide, straight nature of many of the roads make them difficult to cross, especially where they are heavily trafficked. Recent improvements have been made, notably through the construction of new crossings on the main Kingsway route, but various deficiencies remain across the Estate.

### Existing travel patterns

The mode share for journeys to work in Team Valley are:

Mode	%
Lone driver	64
Car sharer	13
Public transport	18
Cycle	1
Pedestrian	3
Other	4
Total	100

Source: 2009 travel plan surveys

Staff surveys have been undertaken, most recently in 2011, although results from these are still awaited. The 2009 surveys illustrated a number of key points relevant to the scope for improving use of sustainable transport modes:

- only 38% of people using sustainable modes do so because of the lack of any alternative;
- some 20% of people have changed their mode of travel to work in the past 2 years;
- nearly 50% of respondents indicated a willingness to change mode if alternatives were made available;
- only 25% would not/are unable to consider using public transport. Provision of more direct bus routes would be the most effective measure to encourage this;
- over 70% of employees would not/are unable to consider walking to work. Improved footpaths are the measure most likely to be effective in achieving this.
- some 63% of employees would not/are unable to consider cycling (walking) to work. Improved cycle paths are the measure most likely to be effective in achieving this.



### Current transport initiatives

Car dependence and congestion could have a major impact on regeneration and future growth on Team Valley and therefore there is high priority for measures to promote and improve access by sustainable travel. This activity is now managed through a dedicated travel plan co-ordination function for the estate, 'teamvalleylinks.com Community Interest Company' (CIC). The CIC provides a dedicated resource which is able to provide advice, develop promotional activity and act as a resource to bring together the various bodies – business, developers, local authority, Nexus, bus operators, Sustrans - with an interest in promoting sustainable travel in the area.

Complementing the travel planning activity, investment is underway in the area's sustainable transport infrastructure and services. Previous major improvements include increasing the frequency of the main 93/94 bus service and provision of new signalised pedestrian crossings to reduce the severance of the main north-south Kingsway route. These have been achieved using a combination of 'Kickstart', LTP and developer funding. Current investment projects include:

- development of a cycle route network for the estate; and
- further improvements to pedestrian routes and facilities.

The original framework travel plan for Team Valley (2006) provided targets for mode shift. Surveys undertaken in 2009 appear to indicate some progress towards meeting these.

	2006 baseline	2011 target*	2009 survey	Long term target <sup>+</sup>
Lone driver	67	65	64	55
Car sharer	14	14	13	18
Public transport	12	12	18	20
Cycle	0	2	1	0
Walk	1	2	3	1

+ set in original framework travel plan, May 2006

\*Set in year one monitoring report, July 2008

### LSTF proposals

The aim of the LSTF proposals is to build on existing activity, enabling more rapid progress to be made towards meeting Travel Plan targets. In particular funding is sought to rectify three of the main problems facing the Estate:

- poor public transport access to major centres of population to the south and east;
- poor public transport access (other than from the very north of the Estate) to major centres of population to the west;
- poor cycle route access to the east and south.

The first two of the above will be tackled by the introduction of a new bus service operating between Washington, Team Valley and the Metro Centre. Operating half-hourly through the day this will provide new direct links to:

- the major urban area of Washington to the east (population 53,388 - Census 2001);



- intermediate residential areas of Springwell and Wrekenton;
- the major transport interchange at the MetroCentre to the west. This acts as a transport hub, providing bus and rail connections to residential areas in western Gateshead, the Tyne Valley, north west Durham and parts of West Newcastle.

The new service is predicted to bring an additional 17,000 households within a thirty minute bus journey time from the Team Valley. It is expected that the service will become commercially viable from the third year of operation.

Cycle access to the south and east is to be tackled by construction of a new link connecting the developing Team Valley cycle network to an existing traffic free path. In addition further work will be undertaken to:

- complete the internal cycle network;
- promote and expand an existing local grant to support the provision of cycle facilities for individual businesses;
- improve cycle links to the Low Fell area east of Team Valley, for which the above improvement would provide an inconvenient detour.

In addition to the above further measures are proposed to:

- continue to improve pedestrian networks. This will include minor route upgrades (e.g. provision of dropped kerbs, refuges etc.) and also upgrading of an existing informal crossing of the main Kingsway road to a light controlled facility, to remove severance along this route. These improvements will help internal pedestrian circulation, and also provide much improved pedestrian access to the main bus stops on the Estate;
- develop the existing travel plan co-ordination role, and in particular provide for additional marketing and promotional activity. This will include elements of personalised travel planning targeted at employees identified as being willing to consider mode shift. Evidence from elsewhere in Tyne and Wear suggests this can achieve impressive levels of mode shift. This activity is concentrated in the later period of the project, to allow improvements to bus services and cycle/pedestrian infrastructure prior to any focused effort.



## **City of Sunderland and Washington Corridor (A1231, including Sunderland Enterprise Park, Sunderland Royal Hospital, Waterview Park and Pattinson Industrial Estate)**

*Southern axis (based on the City of Sunderland and Washington economic geographies):*

### **Background**

The A1231 corridor provides one of the main employment corridors in the southern part of Tyne and Wear. It encompasses a number of important employment areas including Sunderland Enterprise Park, Waterview and Pattinson Industrial Estates and Sunderland Royal Hospital. It is an area of mixed employment, with mainly office-based jobs at Sunderland Enterprise Park, more traditional industrial activity and Waterview and Pattinson, and health based jobs at the Royal Hospital. Total employment between the different sites is estimated at over 16000 jobs..

### **Access and constraints**

#### Road Access

The A1231 provides good access along the corridor itself. However peak time congestion at the junction with the A19 at the mid point of the corridor affects both traffic travelling to/from this strategic north-south route and also that travelling east-west along the corridor. .

#### Public Transport

The corridor is served by several regular bus services to/from the city centre providing links to the Metro and rail stations. Additional bus services run to residential areas in the north of the city and also to Washington and surrounding villages. However, feedback from 2009 staff Travel Plan surveys at Sunderland Enterprise Park suggests dissatisfaction with reduced services and routing changes, deterring many staff from the use of public transport.

#### Walking and Cycling

Although pedestrian links exist to nearby residential areas and current cycle routes, are adequate, the latter are not of a quality to provide a sufficiently attractive facility to underpin the promotion of cycling as part of wider travel planning along the corridor.

### **Existing travel patterns**

There is a current high level of car use for journeys to work in the corridor, ranging from 63 to 70%, with public transport typically accounting for little over 10% of trips. Although 45% of employees live within 5 km of the Park, only 3% of journeys are made by cycle, suggesting potential to increase use of this mode.

### **Current transport initiatives**

The most important transport initiative planned for this area is the new Wear Crossing from Castletown on the northern bank of the River Wear to Pallion on the south. Approved by the Department for Transport in December 2011, the iconic new bridge, which is close to the A19 corridor, will open up more land in the area for development and improve links to the



city centre, south bank of the River Wear and the Port of Sunderland, helping to stimulate development of the North East's Low Carbon Economic Zone, and improving access for drivers, pedestrians and cyclists.

There has also been recent upgrading of cycle routes in the area. These include provision of a new route across the Queen Alexandra bridge, providing connections to cycle routes to the south of the River Wear, and construction of part of a high quality route along the corridor (see below).

### **LSTF proposals**

The proposals for the LSTF seek to address the current shortfall in provision in terms of both public transport and cycle access.

It is proposed to include the corridor in the planned 13km high quality arterial commuter cycle route connecting major employment and residential areas in this part of Sunderland. Approximately 5km of the route has already been built through a range of funding mechanisms and LSTF funding would secure its completion. The proposals will capitalise on commuter demand for travel across Washington and the north of the city, linking major residential areas of North Sunderland and South and East Washington to employment sites in the corridor.

By designing the route to interface with existing key cycle routes (such as the C2C and the Queen Alexandra Bridge Cycle Route) and strategic future transport corridors (such as the new Wear Bridge), this will ensure maximum gain in cycle permeability, supporting better access to employment sites by developing cycle commuting options. This will make it easier for residents to access employment, and for employers to recruit from a broader labour market. There will also be economic benefits from less congestion and an improvement in air quality from lower emissions.

Public transport accessibility to the area will be improved through a new bus route. A more frequent service between Washington and Sunderland via Chester Road, while the existing service 8 would be diverted from the Chester Road corridor to run via the A1231 between Waterview Park and Sunderland. The current express bus service 8 would therefore run every 30 minutes between Sunderland and Washington, with buses extending to/from Chester-le-Street and Stanley as now. However, we are seeking support from the LSTF to pump-prime an enhanced 15-minute service between Sunderland and Washington, as it is considered that this would attract a much greater number of customers from the employment areas along the north bank of the river Wear and could therefore be more commercially viable in the future.

**Route:** Washington - Waterview Park - A1231 - Enterprise Park - Hylton Riverside Park - Sunderland

**Frequency:** every 15 minutes on Monday to Saturday daytimes

This investment will be underpinned by three further measures:

- A coordinated campaign to market and promote sustainable travel options, including cycling and walking, to businesses on the main employment sites and offer personalised travel planning services from a dedicated Travel Plan Officer;
- Increasing the number of Travel Plans in place and updating existing schemes to carry out travel surveys in the workplace to measure and monitor progress and modal shift; and
- Providing assistance and advice to Jobcentre Plus about accessible sustainable transport and ticketing choices available for those seeking or entering employment.





## **Doxford Park**

### ***Southern axis (based on the City of Sunderland and Washington economic geographies)***

#### **Background**

Doxford International Business Park is a 61 hectare business park located at the A19 / A690 interchange to the south-west of Sunderland city centre. It is a former Enterprise Zone, established in 1990 as a response to the decline of the area's traditional industries such as mining and shipbuilding. The Park now comprises 1,350,000 sq ft of modern office space, housing a number of customer support centres including Barclays, EDF Energy, More Than and T-Mobile, as well as the head offices of large companies such as Nike and Arriva. Over 8,000 people are employed at Doxford Park and the nearby Moorside Business Park.

#### **Access and constraints**

##### Road Access

The A19/A690 junction suffers from peak-hour congestion. Although road links within the site are good, car parking is limited and some preferential parking is available to those who car share. There is a car share database to help facilitate this.

##### Public Transport

With no nearby Metro station, public transport access is reliant on a range of bus services, including a branded "Doxford Clipper" service (29/39) running frequently to/from the city centre, supplemented by other buses from different areas of Sunderland. There have however been recent reductions in some services which has made it more difficult to persuade employees to change their mode behaviour.

##### Walking and Cycling

Doxford International is at the edge of an urban area. Walk/cycle trips primarily originate from the north-east of the site and there are reasonable facilities on site for pedestrians and cyclists with traffic free cycle routes through the site. The majority of businesses within the site provide cycle storage.

The site is within easy walking distance of nearby residential areas and is accessible via footpath.

#### **Existing travel patterns**

The mode shares for journeys to work in Doxford Park shows lone drivers dominant, representing 79% of all journeys. However, almost 40% of journeys to work are under 5km, which suggests considerable potential to increase the share of cycle trips from the present low level (2%). Recent on site postcode data from T Mobile of 1730 employees shows 72% of their workforce live within 5 miles of their workplace and 14% within 10 miles.



### **Current transport initiatives**

Travel planning activity has taken place in the past, albeit this has not developed into as comprehensive an approach as in some other areas.

The A690 provides the main link between Doxford and Sunderland City Centre. Extensive bus priority measures exist along this route.

Investment has taken place on the main A690/A19 roundabout, with additional capacity being provided on the A19 off-slip. However this junction continues to suffer from significant peak hour congestion.

### **LSTF proposals**

The main objective of the proposals is to reinvigorate the previous area wide travel for Doxford Park as a means of achieving mode shift by some of the employees on the site.

Support will be provided from the proposed Travel Planning facility. Travel Advisers will work individually and as a team with employers and employees at the individual businesses on site. Some of the employers already have Workplace Travel Plans in place and the Travel Advisers will assist with the further development and implementation of the Travel Plans. Where Travel Plans are not in place, the Travel Advisers will assist in their development.

Travel planning activity will include personalised travel planning for employees complemented by other activity, for example adult cycle training. A small budget will be established to provide small scale infrastructure works in support of sustainable mode shift.

In addition, the principal potential non-motorised access route serving Doxford International from the north across City Way will be adapted to make it more attractive for year round cycle use. This will contribute to improved access to employment at the site and will significantly increase the viability of non-car commuting for a collective workforce, many of whom live within five miles of the work place.

## **Annex 6 Nudges as part of transport planning**



## Annex 6: Nudges as part of transport planning

To get sustainable transport planning right in an age of public sector uncertainty, creative uses of public space can be deployed to influence travel patterns and travel demand.

Travel patterns are the physical manifestation of travel demand on the network. Travel demand is generated by users regarding a need or a want for movement from one location to another for a perceived benefit. Therefore travel patterns and travel demand are intrinsically linked to, or at least directly related to, travel behaviour and choices.

### Austerity

“Gentlemen we have no more money, therefore we must think” Ernest Rutherford (to the British Admiralty during WWI). 61.2% of transport planners considered travel behaviour change to be the highest priority for funding in the context of an overall spending reduction.<sup>1</sup>

### Enabling

In the absence of measures to enforce changes to behaviour<sup>2</sup>, we are being encouraged to enable choices that will change behaviour.

‘The concept of enabling choice following provision of better information and education is what the governments approach to sustainable travel is all about’<sup>2</sup> to do so we should alter our approach to designing the ways in which choices are presented’ using ‘choice architecture’ to think carefully about how to encourage “good” choices<sup>3</sup>

### History of “Nudge” in Transport

The concept of helping transport users makes “good” decisions by ‘Nudging’ them is new in name only. We have a history of using public space to encourage certain types of behaviour. Many uses of street furniture and provision of way finding strategies are ‘Nudges’. The photos below clearly show Fig 1) how walking doesn’t take much time, Fig 2) pictorially directs the individual to make the journey on foot, Fig 3) encourages people to look in both directions Fig4) creates a barrier to crossing the road



Fig 1: Wayfinding



Fig 2: Wayfinding



Fig 3: Safety crossing

<sup>1</sup> TPS response to the call for evidence on ‘Transport and the Economy’ From the Select Committee on Transport(2010)

<sup>2</sup> Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen 1.10 (p13)

<sup>3</sup> Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (p35)



**Fig4: Safety Guardrail**



**Fig 5: Health**

The common law definition of a highway illustrates just how aligned with public space our networks are “A space over which there exists a public right of passage, ie. a right for all Her Majesty’s subjects, at all seasons of the year, to pass and repass without let or hindrance.”

We don’t need to use public spaces and the physical environment solely to promote sustainable transport, we can be the architects of choice around the wider agenda – specifically around those which are intrinsically interlinked<sup>4</sup> as seen in Fig 5.

---

<sup>4</sup> Pteg Total Transport report (among other research)

## **Annex 7 Engagement log**



## Annex 7: Engagement Log

We have undertaken varied engagement in order to inform the creation of this Business Case. This annex outlines some of the different partners and stakeholders we have worked with and how:

- The North Eastern LEP – the transport advisor and wider policy function from the North Eastern LEP have been involved throughout the development of the Business Case, ensuring the needs of the private sector and strategic priorities are designed in to the bid, and the governance of that bid.
- The North East Chamber of Commerce – have advised throughout the process about the needs of business. We have ensured they are represented on the Advisory Board and the NECC have prepared lists and contact details of the businesses they represent to enable us to engage further with them between January and June and onwards should we be successful in our bid.
- The Tyneside Travel Partnership – have advised throughout the development of the Business Case. The TTP have been enthused by our approach and commitment to involving the private sector in delivery. They have dedicated significant match funding resource to our bid in a display of the private sector's commitment to work with us to deliver this programme of works.

As outlined in our Management Case we have not just engaged with the private sector but integrated them into our governance structure. A representative from the private sector in this group will Chair our Travel Planning Delivery Group. The Chair (subject to confirmation at the first meeting of this group in January) has been named as Lynn Cramman. Lynn's details are available in the Management Case (Annex 2) and this year Lynn was highly commended in the 'Travel Planner of the Year' category in the national ACT TravelWise awards. The Tyneside Travel Partnership also includes the Travel Planning manager from Quorum (Laura Kerry), who this year won the 'Most Commuter Friendly Workplace of the Year 2011' award.

- Bus operators – have been involved from early in the process. We have held one-to-one meetings with operators and invited them to submit ideas for inclusion in the LSTF bid. We have been encouraged by the commitment from all operators to our shared priorities and have already commenced work on examining further opportunities for partnership working through Better Bus Areas, and Green Bus Fund.
- Jobcentre plus and other employment agencies – have advised on the needs of their users and feedback has led to the inclusion of specific measures in this bid. Additionally, Jobcentre plus (and their constituent parts in different districts) have agreed to be a delivery partner for the bid to enable us to help Jobseekers and reduce the barriers to finding employment / training opportunities.
- Private sector developers groups – have been consulted and involved in the development of the bid. Many have shown significant levels of support to our bid by both pledging financial support and in-time contributions.
- National Health Service and Patient Care Trusts – have similarly shown their support through engagement with the LSTF delivery team and our wider delivery partners. Financial support has been pledged in some districts



though not all. We will continue to engage with our partners in the health services.

- Universities – have been engaged in various forms and shown their support through, for example: facilitating our workshop at the new Newcastle University Business School facilities for free, providing in-kind support through both capital and revenue investment to support our proposed programme through the Transport Operations and Research Group at Newcastle University. Further support has been provided by Northumbria and Sunderland Universities.
- Campaign organisations for sustainable transport / healthy living – such as Living Streets and Sustrans have been involved in supporting the design and delivery of this bid. Both are key delivery partners of our key components bid and have been invited to submit ideas and opinions throughout the development of our bid.
- Third sector focus group – have been involved in submitting ideas for consideration and supporting us in disseminating information about the bid to their varied contacts across the North East. We will continue this relationship and have included the Third Sector Focus Group as part of our governance structure for the bid.
- The Tyne and Wear Youth Transport Group – have been involved in various discussions about the LSTF. Rather than just focus on the key components (which is directly focused on school age people) we have widened the discussion to access to employment to ensure we can help young people access the job opportunities they wish. In particular our social media and web-based applications will be developed in consultation with these partners. We will have written the Youth Group into our governance structure for the bid.
- Highways Agency – have helped in the development of our package through the delivery of metric information to help underpin our modelling. They have also been designed into the delivery of the project through a standing invitation to the UTMC group and are providing further best practice and continuing professional development to the UTMC facilities.
- Northumbria Police – have supported the design and delivery of the bid through an agreement to provide all the back office functionality to process the data outputs of potentially sensitive information from the UTMC proposals contained in the bid.
- Department for Transport – we have maintained contact with the DfT through their named LSTF contacts and Northern Engagement Team personnel. We have also shared and discussed an approach to our modelling with DfT economics advisors.





### Private Sector included –



### Public Sector included





## Community and Voluntary Sector included



**Gateshead Access Panel**  
Disability Equality in Gateshead and the Region



## **Annex 8 Use of EAST tool**



## Annex 8: Use of East tool

The Department for Transport's EAST tool was used as basis for undertaking an initial sift of strategic options which might form part of the package. It was used to identify in a simple tabular format the relevant strengths and weaknesses of the original long list of options identified as possible elements of the package and enabled the formulation of an early view of how options perform and compare. This led to the grouping of initial ideas into three main categories:

- those that performed especially strongly, and appeared to have potential for forming a central element of the bid;
- those that performed sufficiently well to merit further consideration for inclusion;
- poorly performing elements not recommended for further consideration.

### Use of the tool

In undertaking this process the approach to the use of the EAST tool was adapted to reflect the particular circumstances of the project. In particular:

- the approach to assessing and scoring options was amended, especially for the assessments made as part of the Economic Case. This encompasses the potential performance of options against the main LSTF objectives. For these categories the focus of scoring and assessment within the tool was on establishing the relative merits of individual measures, rather than absolute figures;
- No assessment of expected Value for Money was made. This stage of the process was looking very much at broad ideas rather than specific proposals. Without the detail of how and where proposals are to be implemented it was not considered to be feasible to assess these elements in isolation;
- The 'financial case' element of the tool was not completed for this initial sift. This information is something that can only realistically become clear as the overall balance of the package is developed, and detailed elements of it identified and costed.

The adapted form of the EAST tool has been used to:

- help refine options by highlighting adverse impacts or unanticipated consequences;
- compare options, for example, within or across modes, geographical areas and networks;
- identify trade-offs between objectives aiding package development;
- filter the number of options, i.e. discount non-runners early on to ease the appraisal burden and avoid resources being spent unnecessarily; and
- identify key uncertainties in the analysis and areas where further appraisal effort should focus.

### Outcomes

Summary output from the tool is attached.

The guidance for the tool recognises that that the tool does not make recommendations and is not intended to be used for making final funding decisions. The tool uses high level information and where information is not available, it is recommended that a view is based on the best information available. The tool is therefore not be able to determine the preferred



option as the decision would require additional information, but may be able to discount some options as unfeasible or unlikely to provide benefits and may show that some options perform better than others.

Initial assessment highlighted that all proposed measures had a good strategic fit with national and local objectives. This was unsurprising given that ideas were put forward in the context of national and local policy generally and the LSTF in particular.

The main categorisation of options took place in response to information forming part of:

- the economic case, and in particular their contribution towards the main LSTF objectives relating to the economy and carbon;
- the managerial case, having particular regard to the practicality of options, and whether they could realistically be implemented during the LSTF period.

#### *Ideas performing strongly*

Of the initial ideas considered proposals based around area travel planning and workplace personalised travel planning (ref 1 and 2) performed especially strongly. These:

- performed strongly in terms of their potential economic and carbon impacts;
- performed well against social, local environmental and wellbeing objectives;
- were identified as practical for short term implementation.

The above supported evidence from other parts of the bid that they may form a good basis for building a package.

#### *Ideas for further consideration*

These formed the largest single category of measure. While none of them perform as well against the central LSTF objectives as the above measures, they all have potential economic/carbon benefits and were viewed as being practical for implementation. The full list of measures in this category were:

EAST ref	Measure
4	Improved cycle routes
5	Improved pedestrian routes
6	Improved bus services
7	Support for travel costs
8	Independent travel support
10	Wheels to work
12	Wayfinding
13	Workwise
14	Freight consolidation*
15	Healthy travel at work
16	Travel information
18	Links to mobile phones
17	Car park guidance*
19	Travel to school
20	Travel matters
21	Corridor improvements
23	Car clubs
24	Access to local centres



25	Access to interchanges
27	Walkit.com
28	Bus real time information
29	Smart ticketing
30	Residential PTP*
32	Cycle hubs
34	Cycle repair
35	Bike it
36	Cycle parking
37	Balance bikes
39	Community route monitoring
40	Bike club
45	Feat first
46	Electric car charging points*
53	Access to leisure*
56	CCTV on buses*
59	Extension of X40 bus service*

\* measure excluded from the eventual package bid at a later stage of assessment.

*Poorly performing elements*

The following proposals performed poorly in the assessment, and therefore were excluded from further consideration:

EAST ref	Measure	Reason
9	Cheaper bus fares	Practical feasibility poor due to high revenue costs and legal issues
11	Community Transport	Limited benefits to Tyne and Wear against main LSTF objectives
22	Park and ride	Implementation unlikely within LSTF period
26	Junction improvements	Limited benefits to Tyne and Wear against main LSTF objectives
33	Cycle hire	Implementation unlikely within LSTF period
38	Web based feedback	Unproven proposal – implementation may not be practical within LSTF period
41	GP Health initiative	Limited strategic fit with economic objective
42	Active travel forum	Limited strategic fit with economic objective
43	Local grants	Limited strategic fit with economic objective
44	Active in communities	Limited strategic fit with economic objective
47	Low emission vehicles	Limited strategic fit with economic objective
48	Alternative fuels	Implementation unlikely within LSTF period
49	Low emissions strategy	Limited strategic fit with economic objective. Implementation unlikely within LSTF period.
50	Air quality monitoring	Limited strategic fit with economic objective
51	20mph zones	Limited strategic fit with economic and carbon objective
52	Road safety education	Limited strategic fit with economic objective
54	Enhanced monitoring	Limited strategic fit with economic objective
55	Parking management	Implementation unlikely within LSTF period
57	River transport	Limited strategic fit with economic and carbon objectives
58	Third sector engagement	Limited strategic fit with economic and carbon objectives



### **Conclusions**

Use of the EAST tool enabled an initial sifting of potential measures to be undertaken. It also identified measures relating to area travel planning and workplace personalised travel planning (ref 1 and 2) as a good basis around which to develop a package.

This sifting process provided a set of potential measures which could then be developed further in the context of local needs. This process led to the grouping, redefinition and, in some cases, eventual exclusion of some potential measures from the final package.

Use of the EAST tool has enabled and facilitated the sifting of measures, further comments related to the use and functionality of the EAST tool for LSTF application purposes will be fed back as stipulated in the guidance documents.





## **Annex 9 Pro forma for idea submission**



## **Annex 9: Pro forma for idea submission**

### **Possible measures and interventions...**

If you would like us to consider including a project (or an idea within an existing project) in the business case for Tyne and Wear's [Local Sustainable Transport Fund](#) application please consider that our initial bid is focused on the following goals:

- improving sustainable access to key employment and growth sites;
- managing congestion on key corridors; and
- promoting active and healthy travel.

The government are clear that the primary objectives of the Local Sustainable Transport Fund are to:

- support the local economy and facilitate economic development; and
- reduce carbon emissions.

The full guidance (with added criteria) can be found [here](#):

If successful, funding would commence in July 2012, and end in March 2015.

We are focusing on packages of measures for employment areas, and wider initiatives.

Your idea will be considered both in isolation and as something that could add to other ideas and be packaged together.

Please enter whatever information you can about the project you would like us to consider in the table that follows. Please just fill in those bits you can at the moment – though please provide some comments (however brief) in those sections marked with an asterisk (\*).

Along with other partners who may have lots of supporting evidence we can help you add information to sections after you submit your idea.

Please note that we are working to very tight timescales to produce the bid – as such, we would ask that you return this to us no later than close of play, 24 October. If you cannot do so – please call Andrew Haysey on 0191 433 3124 as soon as possible to discuss your idea.

If possible please send a draft of your proposal to be considered at a stakeholder event on 20 October (or bring it along with you).

We recognise that this is extra work for you and appreciate you taking the time to offer support and ideas. We hope that by working together we can deliver improvements across Tyne and Wear.



**Scheme Name**

*Please provide a name (if you have one) – or a very short (two sentences at most) description of the proposed project.*

**Details of the Proposal\***

*Please give a description of what the proposal entails, who is involved etc.*

**Proposer\***

*Please provide some contact details for you (or your business).*

**LSTF Capital Cost Requested per annum (£) \***

*How much are you asking for as a 'one-off' spend to build or implement physical improvements?*

**LSTF Revenue Cost Requested per annum (£) \***

*How much are you asking for to support the day-to-day running of the proposed project?*

**Match funding \***

*Have you got / do you think you can find some match funding for this proposal? Have you got / do you think you can find volunteers to help provide support by donating their time?*



**What complementary measures would strengthen your proposal?**

*Please indicate any ideas that you consider would produce benefits 'greater than the sum of their parts' to your own idea (e.g. cycle infrastructure improvements to complement cycle training / ticketing initiatives to complement personalised travel planning)*

**Where will it be implemented?\***

*Please give an indication of the areas that would be targeted in this project (you can be specific in terms of exact locations / more general i.e. city centres / local centres / out of town employment sites etc).*

**Who Will be Affected?**

*Please give an indication of the demographics of the people that will be targeted. For example, is it people who are employed at a certain site – or people who want to be employed – or people of a certain age range – or people of a particular sex...*

**The Strategic Case...\***

*Please provide some evidence / ideas on how the proposal meets the two core policy objectives of the fund, namely to:*

- *Support Economic Growth; and*
- *Reduce Carbon Emissions.*

**Unlocking economic benefits**

*(As defined by modal shift, improved access for people to jobs etc)*

*Please outline some initial thoughts on how you think this measure will help promote economic growth.*



**Unlocking benefits through reduction in carbon emissions**

*Please outline some initial thoughts on how you think this measure will help reduce carbon emissions.*

**The Financial Case, and how to minimise risks**

*Please provide some evidence on the likely costs, if you don't know how much it may cost then please try to source or reference examples from similar initiatives elsewhere. In terms of risk – how do you see the authorities / partners minimising any risks associated with the project (e.g. legal / financial)?*

**The management case and project deliverability**

*Please provide some evidence / ideas on how the project proposal would be delivered – do you see it being delivered by the private sector, the public sector, voluntary and social enterprises... or a mixture of all three for example? Please give us as much information as you can about the way your business is governed if you would like us to consider it as a possible deliver partner.*

**The commercial case for investment, and the 'Exit Strategy'**

*As you will no doubt be aware – funding for the LSTF will finish in 2015. How might the proposal continue after the 3 year LSTF period? Or if it will not continue – please outline how the changes you put in place (such as behaviour changes or specific projects) may continue (e.g. they create a profit that can be used / behaviour change is embedded so less need for specific project / they prove so successful that other agencies are willing to provide funding)*

## **Annex 10 Individual scheme profiles**



## Annex 10 – individual scheme profiles

This Annex sets out further information on the individual measures proposed as part of the package. It provides information on:

- how each measure will help meet the objectives;
- what is proposed;
- evidence in support of interventions;
- how and where it will be implemented;
- partners;
- links to other measures;
- sustainability;
- expected outputs.

Further information is provided on the following measures:

- travel planning;
- smarter working/home working;
- improving vehicle use;
- cycling (access to key employment/growth areas);
- travel to school (key component);
- travel information;
- car clubs;
- cycling (reducing congestion on main transport corridors);
- independent travel training;
- cars/scooters to work;
- low cost cycle to work scheme;
- central function;
- information, publicity and promotion;
- Tyne and Wear sustainable travel office;
- Bus real time passenger information (RTI);

Further information is not provided here relating to the Project Management proposal. Information on this is provided in the Management Case.



## Travel Planning

### *Meeting the objectives*

The development and implementation of area based travel planning initiatives is a proven, targeted measure for the promotion of sustainable transport use within employment areas. The development of such an approach across the priority areas identified within Tyne and Wear will meet LSTF objectives 1, 2, 3 and 5 by:

- the development of a co-ordinated area wide basis for the promotion of sustainable travel;
- the collection and analysis of information to enable the improved targeting and delivery of sustainable travel initiatives;
- the development of partnerships involving local businesses and developers to influence future travel patterns;
- employee targeted information and promotional activity to support mode shift;
- employer support services to assist mode shift and staff recruitment and retention.

### *What is proposed*

This activity will comprise two main elements:

- the development of area based travel plans for those priority employment areas where they do not currently exist. This will include appropriate area wide analyses, travel surveys and engagement with business;
- the implementation of programmes of personalised travel planning for employees. This will include the provision of targeted advice and support to individuals on options and opportunities for travelling more sustainably.

### *Evidence*

National evidence as to the effectiveness of an area based approach towards the development of travel plan initiatives exists in a number of sources<sup>1,2</sup>. These show that a co-ordinated approach towards tackling car dependency can be effective in reducing levels of car commuting by over 10%. It has been estimated that area wide travel planning initiatives might typically achieve a benefit:cost ratio of between 3.5:1 and 13:1, while large scale personalised travel planning programmes deliver a ratio of 7:1.

### *Local examples of the success of this approach include:*

- Quorum Business Park in North Tyneside, where surveys indicate an increase in public transport use among employees from 20% in 2008 to 36% in 2011;
- Team Valley Trading Estate, where initial implementation of travel plan measures saw a decline in lone drivers from 67% to 64% between 2006 and 2009;
- the Blyth Active Travel Town project, where workplace based initiatives saw reductions in lone car use of nearly 11% between 2010 and 2011;
- Newcastle University (in Newcastle City Centre) which achieved a decrease in single occupancy car use for staff travel to work from 40.4% to 25.3% between 2004 and 2008;
- the recent relocation of the Northumbria Police Area Command, working with Cobalt Business Park and North Tyneside Council, providing personalised travel planning and supporting measures saw a decrease in single occupancy car travel from 68% to 58%, with an increase in numbers cycling from 8% to 20% and public transport 6% to 14%.

---

<sup>1</sup> Cairns, S, Newson C, Davis A, Understanding successful travel plan initiatives in the UK Transportation Research Part A: Policy and Practice, 2010

<sup>2</sup> Soft Measures - Hard Facts: the value for money of transport measures which change travel behaviour: a review of the evidence, January 2011





### *How and where it will be implemented*

Area based travel planning is already well established in a number of Tyne and Wear's main employment areas, notably:

- Cobalt Business Park;
- Quorum Business Park;
- Team Valley Trading Estate;
- Newcastle City Centre.

Experience gained from the above areas will be used as a model in the development of similar approaches for the remaining seven areas. This will include the following steps:

- Engagement with local business and the development of appropriate partnership working arrangements;
- Collection of updated information on existing travel patterns;
- Review of existing travel plans in the area;
- Review of existing programmes and targeting of LSTF measures;
- Agreement of individual area based travel plans.

The very large size of, and more fragmented nature of employment in, Newcastle City Centre, mean that a different approach is likely to be adopted here. Engagement here will be channelled through the City Council's Travel Office facility and then foster partnerships with organisations such as the existing NE1 company set up to manage the approved Business Improvement District for the area.

Programmes of personalised travel planning will build on information from area based travel plan surveys. These will allow the identification and effective targeting of employees likely to be receptive to mode shift. Their initial focus will be on those areas where good baseline information is readily available, with a gradual roll out to other areas as further surveys are carried out.

### *Partners*

The main partners in the development of area based proposals have been existing locally based travel plan initiatives. Existing partnerships of this kind, typically involving local business and developers, are well established at:

- Team Valley Trading Estate
- Cobalt Business Park
- Quorum Business Park.

The Tyneside Travel Partnership provides an existing forum for private sector public and local authority travel planning interests to exchange ideas and experience. It is envisaged this will be extended across the whole of Tyne and Wear to act as an overall co-ordinating body for the development and implementation of action within the main employment/growth areas at a local level.

### *Links to other measures*

Area based travel planning underpins and is closely linked to many of the other measures in the overall package. It complements area specific measures, while the proposals set out in relation to Cycling are similarly aimed at providing the infrastructure and skills to complement travel plan aims and support personalised travel plan programmes.

This measure is also closely linked to the Tyne and Wear Sustainable Travel Office proposal. This will provide promotional and discount travel tickets in support of the wider travel planning measures.



Area based travel planning is also supported by wider measures, notably LTP investment in sustainable access improvements to the main employment/growth areas.

#### *Sustainability*

The existence of long-lasting private sector-led area-based travel plan partnerships in Tyne and Wear and partnerships with involvement in Travel Planning such as NE1 in Newcastle demonstrates the worth of this approach to business and its ability to be sustained in the longer term.

The use of LSTF to promote opportunities for sustainable travel will, in addition, ensure that even should funding be reduced significantly then a strong culture will remain among employees and employers for the promotion of sustainable travel and the transfer of skills, experience and commitment.

#### *Outputs*

The main outputs from this measure will be:

- The development of area based travel plans for the seven areas currently lacking them;
- Development of local partnerships of developers and business to support and implement targeted measures appropriate to each location;
- Targeted engagement with employers and employees across the priority employment areas through Personalised Travel Planning programmes;
- Undertaking travel surveys amongst employers across the priority employment areas as a basis for the identification of key groups and target audiences for behaviour change.



## Smarter working/home working

### *Meeting the objectives*

Realising the potential of new technology can be a powerful tool to assist business in improving working practices and supporting staff. Enabling and supporting business in making best use of new technology will support achievement of LSTF objectives 1, 2, 4 and 5 by:

- supporting business in introducing new smarter working practices to improve efficiency;
- Reducing the need to travel through increased levels of home working, mobile working and tele-conferencing.

### *What is proposed*

This proposal will provide advice to business and individual staff on how new technology can support smarter working and a reduction in their commuting and business travel needs. It takes as its template the approach developed by the 'Workwise North East' initiative active in the area.

The proposal will allow the provision of advice on the technological, legal and practical issues to help overcome barriers to increased levels of home and smarter working. This will include:

- provision of free consultancy advice to business;
- limited financial support for the creation of home/smarter working jobs.

This will be accompanied by a marketing campaign to raise awareness of its benefits among local businesses.

### *Evidence*

The largest study of home working was undertaken by BT<sup>3</sup>. This identified major benefits to both business and the environment:

- the company's 11,600 home workers save it some £90 million annually in accommodation costs (about £7,500 per worker);
- rates of sick leave among home workers are 63% lower;
- retention rates for maternity leave are 99% as opposed to a UK average of 47%;
- home workers are on average 20% more productive than office based employees;
- major savings on CO<sub>2</sub> emissions from reduced commuting;

In addition the introduction of teleconferencing has eliminated the need for an estimated 300,000 face to face meetings annually, with savings of some £30 million.

Savings in the need to travel either for commuting or meetings will have further positive impacts in reducing traffic and congestion on the local road network.

Further examples of the benefits of smarter working are contained in the report 'Alternatives To Travel: Next Steps'<sup>4</sup>. This contains a number of case studies from businesses as diverse as Microsoft (IT), Glaxo SmithKline (pharmaceuticals), Eversheds (legal) and the Merseyside Fire Service demonstrating how they have benefitted operationally from the use of new technology to adopt more flexible approaches to work.

---

<sup>3</sup> BT Flexible Working Case Study 2006

<sup>4</sup> Alternatives to travel: next steps, DfT, November 2011



The scope for increasing levels of home and flexible working are particularly significant to Tyne and Wear because:

- The area currently has relatively low levels of home working (6% of employees, compared with the national average of 8%);
- The North East has low levels of home based business (fewer than 80,000) than any other region in England. Within Tyne and Wear only Newcastle (33<sup>rd</sup>) and Sunderland (68<sup>th</sup>) appear in the top 100 locations for home based business<sup>5</sup>;
- Many of the identified future growth sectors for the Tyne and Wear economy have a high dependence on new technology and potential for home working. These include business and financial services, as well as the creative and digital sector.

Interim findings of a recently commissioned review of a project to promote working from home and smarter working, confirm the overall benefits outlined above. In addition job market benefits were identified for home based work in terms of:

- Businesses recruiting new staff to home based work reported they received higher numbers of applications when compared with office based roles, thereby broadening the potential talent/skills pool;
- It appears to offer greater scope for people to return to work – 56% of individuals recruited to home based working during the study were unemployed previously, with a further 32% in part time positions. This presumably reflects the greater flexibility in relation to childcare etc. which otherwise acts as a barrier to employment for many.

#### *How/where will it be implemented*

The focus of the measure will be on the priority employment sites, advice being provided as one of the options for business through the wider area based LSTF package.

Some businesses are more readily suited for home/smarter working than others. Local knowledge will be used to target predominantly office based activities which are more readily suited to this approach.

There may be scope for involvement of other businesses outside the main priority areas in some elements of the work, most notably promotional events and workshops.

#### *Partners*

This proposal has been developed in partnership with the Workwise North East partnership, who have particular expertise in this area and worked previously with ONE North East on promotion of smarter working. This partnership includes BT, North East Chamber of Commerce, TUC and Dickinson Dees.

#### *Links to other measures*

The project is linked to the proposed approach towards area based travel planning, forming a supporting measure which will reinforce and add value to it. The additional opportunities it opens up for those who may otherwise find employment difficult to manage alongside domestic commitments such as childcare mean that it also provides a supporting measure for the 'Getting People Back To Work' theme.

#### *Sustainability*

The provision of support and advice to business will help them to make better use of new technology. As a result any benefits stemming from greater awareness and ability to utilise technology will remain embedded in individual firms in the longer term.

---

<sup>5</sup> Home Business Report 2009



Although the availability of additional revenue beyond the LSTF period is hard to predict the chances of sustaining this initiative have been maximised by using an existing, private sector led delivery model as a template for future proposals.

*Outputs*

- The project aims to provide advice and support to at least 200 businesses over the life of LSTF funding.



## Improving vehicle use

### *Meeting the objectives*

Poor driving technique can be a source of unnecessary carbon emissions and increased costs for business. As a result appropriate training and advice on improved driving techniques will support LSTF objective 5 by:

- helping drivers and businesses to reduce fuel consumption and vehicle operating costs.

### *What is proposed*

The project will provide subsidised driving lessons to employees on smarter driving techniques. In addition more general advice to business will be disseminated on the following areas of existing car usage:

- Smarter Driving – techniques that teach how to drive more efficiently, therefore saving fuel and money, improving safety and reducing carbon emissions
- Vehicle choice – the benefits of choosing low emission vehicles
- Low Carbon Vehicles and infrastructure – information on this new and growing industry and details on how people can get involved, including the location of electric car charging points;
- Car-sharing, car clubs etc. – information on existing schemes and advice on how to establish new ones.

### *Evidence*

Estimates suggest that emissions from cars and fuel consumption can be cut by an estimated 8% simply by following basic instructions<sup>6</sup>, while with dedicated training the Energy Savings Trust<sup>7</sup> found that drivers trained in appropriate smarter driving techniques achieved an average reduction in energy consumption 16%. For someone driving 12,000 miles per year this equates to annual saving in fuel costs of £250 and an associated carbon saving.

### *How/where it will be implemented*

The initiative will be promoted within the main employment areas as part of the overall travel plan package. Local knowledge will be used to identify those businesses likely to have high levels of business mileage with a view to direct marketing to these organisations.

### *Partners*

There are a range of potential partners who deliver training in smarter driving techniques. The Energy Savings Trust run a programme but there are also more local organisations such as Tadea.

Newcastle University has been involved in the national 'foot-lite' study developing further aids to promote improved driving technique. Should useful results or products emerge from this during the lifetime of the LSTF project this may provide an opportunity to include further elements in the programme.

### *Links to other measures*

The project is linked to the overall approach towards area based travel planning, forming a supporting measure which will reinforce and add value to it.

### *Sustainability*

---

<sup>6</sup> Low Carbon Transport: A Greener Future, DfT, 2009

<http://webarchive.nationalarchives.gov.uk/+/http://www.dft.gov.uk/pgr/sustainable/carbonreduction/low-carbon.pdf>

<sup>7</sup> <http://www.energysavingtrust.org.uk/england/Transport/Business/Fleet-consultancy-and-certification/Smarter-Driving>



By providing initial subsidised training which will provide direct cost savings to business it is intended that a continuing demand will be generated for the service.

*Outputs*

With driving lessons subsidised at 50% of an estimated cost of £60 some 10,000 will be provided across Tyne and Wear over the LSTF funding period.



## **Cycling (access to key employment/growth areas)**

### *Meeting the objectives*

The relatively compact urban area of Tyne and Wear coupled with current low levels of cycling and recent success in increasing these highlight the potential importance of cycling in promoting sustainable transport choices. However a number of barriers exist to the practical achievement of this. As a result the provision of support for increased cycle use within the priority employment areas will support LSTF objectives 1, 2 and 5 by:

- Providing necessary practical support and on-road experience for those interested in increasing levels of cycling;
- Raising awareness and interest in cycling through appropriate promotional measures.

### *What is proposed*

A set of co-ordinated and complementary measures are proposed to promote cycling within the main employment areas. These broadly reflect the support services used in the Cycle Demonstration Towns<sup>8</sup> include:

- the provision of cycle and equipment hire facilities to employees and businesses. Both conventional cycle hire and the provision of electric cycles will be available through this facility;
- advice on cycle repair and maintenance through, for example, 'Dr Bike' type sessions provided for the workforce in particular areas;
- cycle training to provide individuals seeking to increase their levels of cycling increased skills and confidence;
- promotional activity, such as cycle rides and challenges, aimed at raising the profile of cycling within specific areas.

### *Evidence*

The Strategic Case highlights the very low levels of cycling in Tyne and Wear. Evidence suggests that safety concerns remain a major barrier in encouraging non-cyclists to cycle<sup>9</sup>. These can be overcome by a combination of provision of appropriate physical infrastructure (e.g. cycle routes) together with appropriate training and advice. While area specific measures are intended to deal with the former, this element of the package is intended to cover the second element by providing a co-ordinated programme of support and advice to help overcome barriers to cycling arising from perceptions, skills or immediate lack of equipment.

Experience at business parks including Cobalt and Quorum in North Tyneside indicates that the value of promoting active travel to employees. This includes not only tailored measures for work travel, such as arranging 'buddying' to accompany an employee on their journey to work the first time they try cycling in, but also measures such as lunchtime walks and bike rides which create an active travel culture and encourage people to walk and cycle more, including for their journey to work. In the 2010 report on the 'Get Moving North Tyneside' project, a partnership between Cobalt Business Park, Sustrans, North Tyneside Council and the PCT, over a third of respondents reported that they had reduced the amount they travelled by car by at least 1-5 miles per day as a result of the project.

---

<sup>9</sup> Evaluation of the cycling city and towns programme – interim report, January 2011





*How and where it will be implemented*

Provision of these measures to the priority employment areas will be co-ordinated centrally across Tyne and Wear. They will be procured locally from organisations with the necessary specialist expertise to deliver reliable and cost effective services.

*Partners*

Proposals for the delivery of the necessary support to cyclists within the main employment areas have been developed with the assistance of a number of partners, include Sustrans and Pscyclesurgery.

*Links to other measures*

These measures are linked to and supportive of a number of other proposals in the bid, and in particular:

- the development of area based travel planning initiatives for the main employment areas;
- proposals for improvements to local cycle infrastructure within them.

*Sustainability*

Experience with existing area based travel plan initiatives suggests a strong demand for this type of intervention. The importance attached to measures of this kind suggest that the development of successful area based partnerships to promote travel planning provide a good basis for their longer term sustainability.

Even if future funding should be curtailed in this area, the skills and experience transferred to individuals will remain. This will be an important factor in developing a successful cycle culture in these areas and ensuring that levels of support and advice to would be cyclists are sustained through the creation of informal networks.

*Outputs*

Lessons from the cycle demonstration towns emphasised the importance of a flexible and adaptive approach, allowing a bespoke solution responsive to the needs of individual workplaces. As such specific output targets for the measures involved are not identified.



## **Travel to school (key component project)**

### *Meeting the objectives*

Car based journeys to school have been identified as an important component of congestion problems, especially in the morning peak. Measures aimed at promoting sustainable travel to school will support the LSTF package objectives 1, 2 and 5 by:

- implementing a range of proven initiatives to promote sustainable travel to school;
- providing supporting infrastructure and management measures to reduce barriers to children's independent travel to school.

### *What is proposed*

The proposal provides for a package of related measures aimed at promoting and supporting sustainable travel. These include:

- expansion of the successful Bike It initiative to allow appointment of a full time officer;
- opportunities for schools to participate in other Sustrans and Living Streets projects based around sustainable travel to school;
- improved provision for child pedestrian training;
- additional support for the Travel Matters web based initiative developed in Gateshead;
- initiatives to tackle problems relating to parking at schools;
- additional investment in cycle and pedestrian routes to schools.

Further detail on the measures to be implemented is contained in the key components bid.<sup>10</sup>

### *Evidence*

The proposal has been built around established measures which have approaches towards monitoring and evaluation integral to their delivery. Evidence from these include:

- the 'Bike It' initiative implemented previously in Gateshead and South Tyneside saw the proportion of children cycling to school increase from an average of 2% to 10%;
- Living Streets' 'Walk Once A Week' scheme sees increases in numbers of children walking to school typically from 51% to 59%

More detailed evidence is contained within the previously submitted Key Components bid.<sup>9</sup>

### *How and where it will be implemented*

The initiative will be implemented at schools across Tyne and Wear. Initial targeting of measures is being undertaken through the identification of schools close to the main congestion corridors with high numbers of pupils travelling short distances by car.

### *Partners*

The main partners in implementation of the project include:

- participating schools;
- Living Streets and Sustrans, who are implementing specific measures within the project;
- local authorities, who are liaising with schools and implementing infrastructure improvements and elements of the project relating to control of parking around schools and child pedestrian training;
- the Passenger Transport Executive, Nexus, who are implementing those part of the project involved in promoting public transport use.

---

<sup>10</sup> An Active Future For Tyne And Wear, LSTF Key Components Bid, Tyne and Wear ITA, 2011



*Links to other measures*

The travel to school project has been developed to integrate a number of separate but complementary measures in a sub-package to tackle the specific issue of car based journeys to school. This will be complemented by the significant investment by local authorities in:

- new and improved pedestrian and cycle infrastructure in the vicinity of schools;
- creation of 20mph zones around schools;
- assuming powers for decriminalised parking enforcement.

*Sustainability*

The potential for long term sustainability of the measures in the travel to schools package aimed to be maximised by:

- ensuring scalability of measures;
- consistency with local policy;
- building on existing initiatives;
- development of a sustainable travel culture.

Further detail on the above is contained in the Key Components bid<sup>9</sup>.

*Expected outputs*

Detailed outputs for this measure were specific as part of the approved Key Components bid<sup>9</sup>.



## Travel information

### *Meeting the objectives*

Congestion on the main transport corridors is one of the key issues for transport in terms of both supporting the economy and reducing carbon emissions. The collection and dissemination of information on these corridors will be an important factor in managing congestion on them and promoting informed travel choices.

The provision of improved travel information on the main transport corridors will support LSTF objectives 1 and 2 by:

- providing reliable, up to date information on congestion problems affecting the main corridors;
- giving accurate information on the availability of alternative travel options;
- collecting comprehensive journey time information on the main corridors to allow improved route management, targeting of improvements and promotion of alternatives.

### *What is proposed;*

The collection and dissemination of information will be undertaken through a number of discrete but connected projects:

- the collection of real time journey time information on the main corridors. Automatic Number Plate Recognition (ANPR) cameras provide an established technology for collecting such information, with a number of corridors currently covered in Newcastle. However the possibility of using lower cost alternatives (for example Bluetooth data) will also be examined with the aim of improving cost effectiveness;
- collection of information on air quality problems. There are a number of traffic related Air Quality Management Areas within Tyne and Wear. The collection of improved air quality data within these will be achieved through:
  - o the upgrading of existing air quality monitoring stations to provide real time data; and
  - o installation of additional 'motes'. These are low cost air quality monitoring devices capable of calibration to provide more detailed air quality information than is normally available through conventional monitoring stations.
- Communication of information through a number of media:
  - o A network of VMS signs positioned at key locations on the main transport corridors;
  - o Development of a smartphone application to provide information to mobile/iphone users. The area covered will be able to be selected by the user or by the positioning function of the mobile device;
  - o Targeted information provision to at risk groups, for example when air quality levels are predicted to breach thresholds.

### *Evidence*

The ITS Toolkit<sup>11</sup> provides an evidence base for the effectiveness of information delivery of this type. This highlights a number of case studies demonstrating the benefits to travellers from improved information.

Information on route guidance of the type proposed specifically in this measure has been shown to be effective in influencing driver behaviour. Monitoring in Leeds suggests that some 40% of users of travel information alter their route frequently, and a further 36% occasionally. Information from Reading suggests that only 5% of users of their travel information website never change journey plans. Of website users some 72% had altered

---

<sup>11</sup> Understanding the benefits and costs of Intelligent Transport Systems: a toolkit approach, [www.dft.gov.uk/itstoolkit](http://www.dft.gov.uk/itstoolkit)



their route at some point and 51% delayed a journey. In addition 11% had switched travel mode and 9% cancelled a journey altogether.<sup>12</sup>

How and where it will be implemented

The collection and dissemination of information will be focused around the main transport corridors and transport related Air Quality Management Areas.

*Partners;*

The initiative will build on the developing Tyne and Wear UTMC system. Newcastle University's Transport Operations Research Group (TORG) has extensive experience in traffic related air quality problems, including developing the use of motes as part of the MESSAGE project, and will be an important partner in this element of the work. Other potential partners in this work include the Highways Agency and public transport operators.

*Links to other measures*

The development of travel information on the main transport corridors complements significant investment in improving sustainable transport on the main corridors through the LTP and Tyne and Wear Congestion Reduction Plan. It also builds directly on investment in the Tyne and Wear UTMC system, and links to the Bus real time information project through this.

*Sustainability;*

The incorporation of systems for collecting and disseminating additional information within the Tyne and Wear UTMC system will underpin its longer term sustainability.

---

<sup>12</sup> UTMC Measuring the benefits, Reading Borough Council – workshop presentation July 2007, <http://www.utmc.uk.com/news/pdf/workshoppresentationsjuly2007.pdf>



## Car clubs

### *Meeting the objectives*

Car clubs provide a means of reducing overall car use without losing the flexibility of access to a vehicle when necessary. As such increase provision will support objective 1, 2, 3 and 5 of the proposed LSTF package by:

- Increasing the availability of car club vehicles in those parts of Tyne and Wear covered by established car clubs; and
- Expanding car club coverage to new parts of Tyne and Wear.

### *What is proposed*

The proposal is to expand the scope of existing car club operations in Newcastle and Gateshead to other areas of Tyne and Wear. This will involve the purchase of additional vehicles and their deployment at specific locations. New vehicles will include a mix of fuel efficient conventional vehicles and electric cars.

### *Evidence*

Experience from existing car clubs has shown that people who give up their car upon joining a car club typically reduce their car mileage by 60-70% , while people who did not previously own a car do not tend to alter their travel patterns greatly. The proportion of people giving up their own car upon joining a car club typically varies between 20-50%. In addition car club vehicles are typically 26% more efficient than the average UK car.<sup>13</sup>

Of the existing car club members in Newcastle:

- 75% of members do not own a car;
- 25% of members joining have been able to reduce the number of vehicles owned;
- 70% of members make frequent use of other sustainable forms of transport;
- On average members produce less than 25% of the emissions generated by the average driving licence holder.

Gateshead Council operate three car club vehicles as a means of reducing costs of staff mileage as part of their business operations. Take up has been such that three further cars are to be purchased. The operating cost to the Council per mile of operation of the cars is some 19p, compared with 47p for personal mileage claims.

### *How and where it will be implemented*

There will be a gradual roll out of car club coverage and additional cars to locations targeted through the segmentation analysis. Cars will be located in highly visible on-street parking bays within these areas, and their provision will be supported by local information and promotional campaigns.

Cars will be available to local residents and businesses through a membership scheme. Should sufficient demand be established cars may also be located within the main employment areas to provide more dedicated support to businesses.

Implementation of the programme will be through a third party operator with a proven track record in delivery of successful car club operation.

---

<sup>13</sup> Carplus Annual Survey Of Car Clubs 2009/2010



*Partners*

The proposals were developed based on the experience and expertise of the main car club operator in Newcastle and Gateshead, Commonwheels. The main partner in delivering car clubs across Tyne and Wear will be:

- The operator appointed for the operation;
- Local authorities in providing the necessary locations for parking of vehicles on street.

*Links to other measures*

Car clubs have a proven record in reducing personal mileage and promotion of alternative sustainable travel modes. As such the development of car clubs complements and is linked to the development and improvement of public transport, cycle and pedestrian networks, both through the LSTF proposals and as part of wider activity, for example through the LTP.

*Sustainability*

The proposal is to build incrementally on an existing successful car club operation, and to use an experienced operator to deliver it. This will maximise the opportunities to create a facility that is sustainable in the long term free of continued public support.



## **Cycling (reducing congestion on main transport corridors)**

### *Meeting the objectives*

The relatively compact urban area of Tyne and Wear coupled with current low levels of cycling and recent success in increasing these highlight the potential and importance of cycling in promoting sustainable transport choices within Tyne and Wear. Within the area there are two specific corridor based projects which have the potential to promote cycling and thereby support achievement of LSTF package objectives 1, 2, 3, 4 and 5 by:

- Providing for secure cycle parking at key Metro stations;
- Improving cycle links to Metro stations.

### *What is proposed*

For Metro stations it is proposed that secure cycle parking is provided through provision of a number of dedicated cycle compounds. This will complement the installation by Nexus of more standard cycle parking (stands and shelters) at all other Metro stations. In addition funding is also provided to undertake necessary improvements to cycle routes to the stations themselves.

### *Evidence*

Research<sup>14</sup> identified cycle parking at stations as one of the main physical barriers to increased cycle use, being cited by 21% of respondents. This finding is supported by the report 'Investment In Cycle Facilities At Rail Stations'<sup>15</sup> which cites a number of studies showing the importance of provision in increasing cycle access, and also the work undertaken in the cycle demonstration towns<sup>16</sup>. In addition more recent research<sup>17</sup> suggests that security of bicycles and availability of cycle racks remains a major concern for cyclists.

The inability to carry cycles on the Tyne and Wear Metro clearly makes this a particularly important issue. Extending the catchment area of the main bus and Metro stations within Tyne and Wear from 800 metres (walking distance) to 4km would approximately double the proportion of Tyne and Wear residents within reach of the stations from 30% to 60%

### *How and where it will be implemented;*

The proposed locations for cycle parking compounds at Metro stations have been identified through segmentation analysis of local populations (see section ??) linked to practical considerations such as the availability of suitable space at stations and proximity to high quality local cycle routes. From this 5 initial priority locations have been identified.

### *Partners;*

The main partners in the provision of cycle parking at Metro stations will be the Passenger Transport Executive, Nexus and the Metro system operator, DB Regio. Improvement of cycle links to Interchanges will involve joint working between local authorities, Nexus, DB Regio and possibly Network Rail.

---

<sup>14</sup> Cycling in London, final report, TfL, 2008, <http://www.tfl.gov.uk/assets/downloads/businessandpartners/cycling-in-london-final-october-2008.pdf>

<sup>15</sup> Investment in Cycle Facilities at Rail Stations: Developing a Business Case Framework, Steer Davies Gleave, 2009, <http://assets.dft.gov.uk/foi/dft-f0007821/f0007821-report-investment-cycle-facilities-rail-stations.pdf>

<sup>16</sup> Evaluation of the cycling city and towns programme – interim report, January 2011

<sup>17</sup> Attitudes towards cycling, TfL, 2011.





*Links to other measures*

The proposal will complement measures aimed at improving sustainable access to the main employment areas, notably for Newcastle City Centre, which lies at the heart of the Metro network. Outside of the LSTF package the measures will complement:

- Major investment in renewal of the Metro network;
- Investment, through the LTP and other sources, in development of the cycle route network.

*Sustainability*

Responsibility for maintenance of cycle parking at Metro stations will be the responsibility of the Metro operator, DB Regio through their committed obligation to support cycling.

*Expected outputs.*

This project will provide:

- Around 250 secure cycle parking spaces at 8 Metro stations, complementing Nexus investment in some 200 further 'standard' cycle parking spaces at other Metro stations.



## **Independent travel training**

### *Meeting the objectives*

People with mental and/or physical disability face particular difficulties in their independent use of public transport. This leads to an additional barrier in their ability to successfully take up and sustain employment. Measures to overcome such barriers will support LSTF objective 4 through:

- The provision of dedicated training to give disabled people the skills and confidence to use public transport independently.

### *What is proposed*

The proposal will make use of an existing facility at Beacon Hill School in North Tyneside to provide necessary training in the independent use of public transport. The additional funding will allow the appointment of extra staff and the extension of activity from its current focus on school children to the more general population.

### *Evidence*

Only 50% of working age disabled adults are in work, compared with 76% of on-disabled adults. The Life Opportunities Survey<sup>18</sup> identified the barrier that transport presents to disabled people seeking work. For disabled people seeking work transport was identified as the second most prevalent barrier to employment, being cited by 31% of respondents.

### *How and where it will be implemented*

Although the training facility itself is located in North Tyneside training will be made available to people from across Tyne and Wear, dependent upon need.

### *Partners*

The main partner will be the Beacon Hill School facility where the training will be provided.

### *Links to other measures*

The nature of this provision, as a specialised initiative targeted at a specific element of the population means there are no major linkages to other measures in the LSTF bid.

### *Sustainability*

The use of an established facility will maximise the opportunity for sustaining the project following the end of LSTF funding.

---

<sup>18</sup> Life Opportunities Survey 2009/10, Office for Disability Issues, <http://www.odi.gov.uk/disability-statistics-and-research/life-opportunities-survey.php>



## **Cars/scooters to work**

### *Meeting the objectives*

While Tyne and Wear generally has a good public transport network, providing a high level of accessibility to employment opportunities, there are more rural areas of the County where this is not the case. In such areas these measures will support the achievement of LSTF objective 4 through:

- The provision of low cost private transport for loan to people to allow them to take up employment.

### *What is proposed*

A pool of motor scooters and cars will be made available for hire to people in rural parts of the County to assist them in taking up employment opportunities where suitable sustainable travel alternative do not exist.

Vehicle loan will be provide at a subsidised rate for a limited period only. There will be maximum loan period of six months to any individual.

### *Evidence*

Research by the Social Exclusion Unit<sup>19</sup> indicated that access to transport is a barrier to work for 2 out of 5 job seekers. One in four young people at the time of the report had not applied for a job because of transport problems.

A study carried out in County Durham<sup>20</sup> found that nearly 40% of interviewees encountered transport problems in accessing employment and training. Of these some 57% cited lack/unreliable public transport as a barrier, and a further 26% cost.

### *How and where it will be implemented*

The scheme will be implemented using a third party provider. Availability will be focused on the more rural parts of the County where public transport alternatives may not be adequate. However consideration may be given to supporting individuals in more urban areas where the nature of the job means that more sustainable alternatives are not a realistic option.

### *Partners*

This proposal was developed with input from JobCarz, an organisation providing a similar facility in east Durham.

### *Links to other measures;*

This proposal supports and complements other elements of the package aimed at supporting people back to work. In particular it is intended as 'fallback' support when facilities available through other measures, notably the low cost cycle to work scheme and support for jobseekers' public transport costs, are not appropriate.

### *Sustainability*

The scheme will generate income from vehicle loans which will help to guarantee longer term sustainability.

### *Expected outputs.*

The scheme will provide 10 vehicles for loan to meet the needs of people finding work.

---

<sup>19</sup> Making the connections: final report on transport and social exclusion, Social Exclusion Unit, 2003

<sup>20</sup> Barriers to employment report, Equality North East, 2004-5



## **Low cost cycle to work scheme**

### *Meeting the objectives*

The cost of transport is a common barrier to those seeking to attend interviews or take up employment opportunities. In addition low levels of skills and confidence contribute to poor employability and low levels of economic activity.

The low cost cycle to work proposals will support LSTF objectives 4 and 5 by:

- Providing a source of low cost bicycles to allow people to travel to new job opportunities;
- Teaching people new skills across a range of cycle and related repair activities.

### *What is proposed*

The project will support unemployed people by providing access to low cost bicycles as a means of accessing employment opportunities. These will be provided from a pool of refurbished used bicycles the repair and upgrading of which will be carried out through the training of unemployed people in cycle repair and maintenance skills at a dedicated facility(s).

In addition to the teaching of repair and maintenance skills unemployed people on the training programme will also have the opportunity to learn additional cycle related skills including:

- Bikeability and on road cycle training;
- Cycle route repair and maintenance;
- Leadership/marshalling of cycle rides and organised walks.

### *Evidence*

Analysis of the impacts of similar measure implemented as part of the Future Jobs Fund programme<sup>21</sup> found:

- following involvement in the project 84% of participants felt mostly or totally better prepared for work;
- some 20% had actually found work, with 93% considering they would be able to find work within three months;
- cost benefit analysis indicated a positive ratio of 1.43:1 for the project as a whole.

### *How and where it will be implemented*

Any facility will be developed and managed by an external partner(s) appointed through open competition.

There are a number of possible locations and delivery models for a facility of this kind. The LSTF proposal does not constrain the options potential bidders will have in this respect. Any bid specification will focus on ensuring value for money in delivery of specified outputs, rather than any particular method for achieving this.

### *Partners*

The proposal has been developed with the support of local partners such as Recyke Y Bike, Cycle Route, Geared 4 Life, the de Paul Trust and Sustrans.

### *Sustainability*

The prospects for continuation of the project will be maximised by building on existing models and using experienced organisations in its delivery.

---

<sup>21</sup> Future Jobs Fund, Overall Monitoring and Evaluation Report, unpublished research by Sustrans



Even should it not be possible to continue the project itself, the benefits to individuals who have received training will remain. Better skilled and more mobile they will have better access to jobs and opportunity. They will also be in a position to act as champions within their communities, passing on training and skills through informal local networks.

*Links to other measures*

The proposal forms one element in the complementary series of measures aimed at reducing the transport related barriers people face in finding work. In addition it links closely to other cycling related LSTF measures, notably measures to promote cycling in the main employment areas;

In addition it complements wider measures within Tyne and Wear including:

- Existing cycle repair and maintenance training programmes;
- Cycle route network development through the LTP and other investment programmes;
- Cycle route monitoring undertaken by cycle route rangers.



## **Journey Planner for Jobseekers**

### *Meeting the objectives*

The proposed package contains a number of measures aimed at helping people overcome transport barriers to work. This element of the package aims to support these and, in turn, LSTF objective 4 by providing:

- a means of co-ordinating information on the availability of and eligibility criteria for other measures aimed at helping people return to work.

### *What is proposed*

It is proposed to develop a web based system to hold information of the availability of travel support for people seeking to return to work. This would include information on:

- training opportunities for unemployed people associated with the low cost cycle to work scheme;
- the availability of cycles through the above;
- the availability of initial support for public transport costs for those attending interviews or returning to work;
- the availability of loan cars and scooters for people for whom more sustainable travel options are not available

### *Evidence*

The need for a co-ordinating function arises directly from the importance of providing a clear and consistent approach to the provision of related services. As such no separate evidence for its need is provided.

### *How and where it will be implemented*

The measure will be implemented as a single, web based facility. It will be made available to those providing advice to job seekers, including Job Centre Plus and local authority Economic Development functions.

### *Partners*

The main partners in the project will be the end users of the product, notably Job Centre Plus and local authority Economic development functions.

### *Links to other measures*

The proposal is closely linked to other measures associated with the 'getting people back to work' theme. It will also have the ability to link into other related measures where these provide any complementary functions.

### *Sustainability*

Development of the facility will be a one off project whose management and maintenance will transfer to become a part of the overall LSTF project responsibilities. Following the LSTF funding period it is anticipated any residual responsibilities will be assumed as part of the management arrangements for the Tyne and Wear LTP.

### *Expected outputs.*

The proposal will lead to the creation of a single dedicated web based facility enabling the provision of necessary information to users in a readily accessible format.



## Information, publicity and promotion

### *Meeting the objectives*

The provision of appropriate information, publicity and promotion will be important in ensuring that available resources reach target populations, and in generating support for and understanding of the importance of the LSTF package. As such this will support achievement of all objectives of the LSTF package through the development of:

- promotional activity to develop awareness of the need for and opportunities associated with LSTF projects at both a strategic and local level;
- the development of further specific web based information systems in support of LSTF measures.

### *What is proposed*

This element of the package will comprise the following main elements:

- promoting awareness of the LSTF package at a strategic level. This will include ensuring continued liaison with partners such as the Local Enterprise Partnership, Chamber of Commerce and local transport providers. It will also ensure that information channelled to and in response to queries from the local media are co-ordinated appropriately;
- the provision of information to business and developers within the main employment areas. This will raise awareness of specific opportunities, new infrastructure and services and provide a basis for the development of effective and sustainable partnership working between those implementing measures and the local business and development community;
- the provision of information and publicity relating to the opportunities provided by measures outside the main employment areas. This will include promotion of car clubs, the availability of services relating to the Tyne and Wear Sustainable Travel Office and measures to overcome transport as a barrier to work;
- establishing links with potential partner bodies, such as the Tyne and Wear Freight Quality Partnership, to ensure that action at a strategic level is fully complementary between the LSTF and related initiatives;
- additional information services identified as being supportive of the bid objectives. Options to be examined include:
  - o extension of the coverage of the existing WalkIt.com website to the whole of Tyne and Wear;
  - o development of bespoke web pages/websites to promote LSTF initiatives in the main employment areas.

### *Evidence*

The report on the effects of the sustainable travel towns demonstration project<sup>22</sup> emphasised the importance of information, publicity and promotion in the success of projects. This included the need for a clear local identity, a pro-active press/PR strategy and the importance of ensuring that information and publicity materials are widely distributed.

### *How and where it will be implemented;*

As a supporting measure any targeting will be through other area based or other priorities.

Delivery of the measure will likewise be undertaken in a number of different ways. There will be a need for some overall co-ordination and strategic intervention provision, but in many

---

<sup>22</sup> The Effects Of Smarter Choice Programmes In The Sustainable Travel Towns, Summary Report to DfT, February 2010.



cases delivery will be dependent on, and allied to, the method adopted for the measure(s) being supported.

*Partners*

Given the wide ranging and supporting nature of this proposal it is likely that a wide range of LSTF partners will be involved in its development and delivery. These will vary from strategic organisations with an interest in ensuring transport supports economic growth (for example the LEP), to local delivery organisations and others with an interest in sustainable travel measures.

*Links to other measures*

Given its nature this element of the package is linked closely to all others.

*Sustainability*

The purpose of this measure in many ways is to support the development of awareness and partnership around the main themes and objectives of the bid. As such its purpose, rather than long term sustainability in itself, is to help establish a sound basis for the continuation of measures by ensuring their delivery has maximum positive impact and so achieves a wide range of local support. This will include the development of self-sustaining partnerships to support the future delivery of travel plan measures in the main employment areas.

*Expected outputs.*

Given its essentially supporting nature no specific outputs are defined for this measure.





## **Tyne and Wear Sustainable Travel Office**

### *Meeting the objectives*

Lack of knowledge and information about the opportunities for sustainable travel and the potential discounts available acts as both a barrier to increased use and can result in unnecessary additional costs for business. This proposal seeks to overcome these barriers and thereby support the achievement of LSTF objectives 1, 2, 3, 4 and 5 by:

- providing a focal point for the provision of advice on sustainable travel options, and associated provision of tickets.

### *What is proposed*

It is proposed to set up a travel office as a single point of contact for advice on and arrangement for sustainable travel options. This will be made available to local business, and is likely to be of particular value to small businesses who are unlikely to have the resources and expertise to identify the most cost effective options.

Particular activities undertaken by the travel office will include:

- development of a facility to provide 'batch' journey planning. This would take information gathered through travel plan surveys on the home postcode of employees and generate appropriate public transport options for their journey to work. This could then be linked to advice on ticketing options to provide comprehensive advice for employees on the best and most cost effective means of getting to work by public transport;
- the provision of a facility to provide travel advice in response to specific enquiries from businesses. This would help them to identify the most cost effective and sustainable means of travelling. The facility would include the option of booking and, where appropriate, issuing tickets via the office;
- procurement and provision of discount/free travel tickets to support wider promotional activity. This includes:
  - o extension of an existing scheme providing subsidised public transport for unemployed people returning to work;
  - o promotional ticketing initiatives in support of mode shift measures in the main employment areas.

Appropriate ticketing products will be loaded onto smartcards purchased for the above purpose.

### *Evidence*

Recent developments of dedicated 'travel offices' within local authorities suggests there are substantial savings to be made. Experience from a facility set up within Newcastle City Council has shown that significant savings can result:

- annual costs of corporate travel were reduced from some £750,000 to less than £500,000;
- purchase of annual travel tickets by staff increased, with over £10,000 savings to employees;
- an increase of 56% in numbers of staff purchasing bikes through the bike to work scheme;
- 3.65% reduction in staff mileage.

### *How and where it will be implemented*

The measure will be developed from the existing successful model pioneered by Newcastle City Council. Although the facility will initially be marketed within the main identified employment areas, the intention is to expand its scope to cover business across Tyne and Wear.



*Partners*

The main partners in the development of the project will be Newcastle City Council, public transport providers and local businesses making use of the facility.

*Links to other measures*

The proposal has close links to other measures in the LSTF proposal in particular:

- area based initiatives in the main employment areas, and especially programmes of personalised travel planning;
- measures in the 'getting people back to work theme', for which this proposals will provide the public transport element of that theme.

*Sustainability*

The proposal has the potential to generate income from its activities, notably through the sale of tickets to users. As such it is intended it should become self sustaining by the end of the LSTF funding period.

*Expected outputs.*

Travel Support for 7000 Jobseekers

Discounted Travel Tickets targeted at those likely to modally shift for 21,000 Employees



## **Bus real time passenger information (RTI)**

### *Meeting the objectives*

Lack of information on when buses are expected to arrive is one of the significant issues affecting traveller perception of services and people's willingness to consider using buses to make journeys to and from unfamiliar locations. Although there are some locations in Tyne and Wear with on-street signs providing real-time running data, and internet sites and mobile phone apps such as *Nextbus* which provide scheduled bus timetable information for specific bus stops, there is as yet no network-wide availability of bus real time information (RTI). The provision of this will support LSTF objectives 1 and 2 through:

- ensuring a significant gap in the provision of passenger information is plugged;
- delivery of more reliable bus services through an interface with Urban Traffic Management Control (UTMC) technology.

### *What is proposed*

The proposal involves enabling of some 1720 buses, representing the Tyne and Wear bus fleet, in order to provide continuous positioning data via Global Positioning System (GPS) technology located within electronic ticket machines (ETM). In addition it will provide an interface with Urban Traffic Management and Control (UTMC) technology via a central data broker. This will allow for real time information on buses to be passed to traffic signal controllers to allow priority to be given at key junctions where they are running late.

It is not proposed to install large numbers of signs at bus stops as part of this project. The high installation and maintenance costs of these coupled with the extensive availability of mobile phone technology make the latter a more appropriate means of disseminating this information for most purposes in a more cost-effective manner.

### *Evidence*

Recent hard evidence of the specific impacts of RTI is hard to come by. However a previous study<sup>23</sup> found that network management benefits were high in scale as were impacts in terms of mode shift. In addition passenger generation was medium in scale, as was increased passenger satisfaction.

Technical elements of the concept have been proven at a local level through its pilot application on a bus route between Durham and Sunderland. Go North East service 20 is already equipped and functioning, with data being provided through ETMs to the company's base for management information purposes.

The Government's commitment to the principle of unfettered availability of open source data in respect of bus and rail operations will strengthen the commitment of commercial providers to make running time information freely available, along with the incentive provided by the preferential rate of Bus Service Operators' Grant available to those operators who agree to share AVL data.

### *How and where it will be implemented*

The proposal will be implemented across the entire Tyne and Wear bus fleet.

---

<sup>23</sup> Bus real time passenger information business case, Basford Burke and Pickett, TRL report PR/T/148/02, 2003



*Partners;*

The main partners in the project will be the main bus operators – Arriva, Go Ahead and Stagecoach – together with the Passenger Transport Executive, Nexus. The scheme will also be open to smaller bus operators. The Tyne and Wear UTMC project based at the University of Newcastle upon Tyne also has an important role in providing the connection to traffic signal timing.

*Links to other measures;*

There are close links to the UTMC elements of the LSTF proposal, as well as the wider development of the UTMC within Tyne and Wear. It will also be important in the promotion of public transport as part of area based initiatives through the wide availability of reliable and comprehensive information on services.

The project is also closely linked to the wider North East Smart Ticketing Initiative (NESTI) which is promoting the use of smartcard technology for public transport.

*Sustainability;*

It is anticipated that once operational responsibilities for maintenance of the system will be assumed across Nexus and the Tyne and Wear UTMC project, with bus operators responsible for maintenance of on board equipment as part of their ETM facility.

*Expected outputs.*

Enabling 1720 buses to process real time information, and its provision to mobile phones and across other IT networks.

A smaller number of site specific displays are expected to be provided, for example at major workplaces or shopping centres. However funding for these will be provided from outside the LSTF, for example by developers (as at Trinity Square shopping centre in Gateshead) or individual employers.