



Transport North East (Tyne and Wear) Sub-Committee

Thursday 13th November, 2014 at 2.00 pm

Meeting to be held: Sunderland Civic Centre, Sunderland

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AGENDA

Page No

1. **Apologies for Absence**

2. **Declarations of Interest**

Please remember to declare any personal interest where appropriate both verbally and by recording it on the relevant form (to be handed to the Democratic Services Officer). Please also remember to leave the meeting where any personal interest requires this.

3. **Minutes of the Previous Meeting** **1 - 4**

4. **Revision to Metro and Ferry Fares 2015** **5 - 16**

5. **Go Smarter Communications Update** **17 - 26**

6. **Tyne Tunnel Update** **27 - 32**

7. **Date and Time of Next Meeting**

Thursday, 29 January 2015 at 2pm at Gateshead Civic Centre.

8. **Exclusion of Press and Public**

Under section 100A and Schedule 12A Local Government Act 1972 because exempt information is likely to be disclosed and the public interest test against disclosure is satisfied.

9. **Confidential Minutes of the Previous Meeting** **33 - 36**

Contact Officer: Victoria Miller Tel: 0191 211 51 18 E-mail: victoria.miller@newcastle.gov.uk

To All Members

North East Combined Authority

Transport North East (Tyne and Wear) Sub-Committee

9 October 2014

Meeting held North Tyneside Council, Quadrant, The Silverlink North, Cobalt Business Park, NE27 0BY

Present:

Councillor: Lott (Chair)

Councillors: McCarty, McElroy, Watson and West

14 APOLOGIES FOR ABSENCE

There were no apologies for absence received.

15 DECLARATIONS OF INTEREST

There were no declarations of interest.

16 MINUTES OF THE PREVIOUS MEETING

The minutes of the previous meeting held on 29 July 2014 were approved as a correct record and signed by the Chair.

(At this point Councillor McCarty joined the meeting.)

17 IMPROVING LOCAL BUS SERVICES

Submitted: A report of the Transport Lead Chief Executive (previously circulated and copy attached to Official Minutes).

Members considered the report which provided an update on the progress of the Bus Strategy Delivery Project (BSDP), ahead of a report being presented to the Leadership Board on 21 October 2014 for decision.

Amongst the matters discussed during the ensuing discussion were the following:

- wellbeing within the context of the public interest test;
- engagement with local public within the context of the options for the delivery of the Bus Strategy;
- the permanency of the current legislation;
- the proposed transition process for the delivery of BSDP; and
- thanks to all who had been involved in the work on BSDP.

RESOLVED – That:

- I. the proposals for a Quality Contracts Scheme (QCS) for Tyne and Wear and a Voluntary Partnership Agreement (VPA) be noted;
- II. the proposal that if the Leadership Board would agree to proceed with a QCS then NECA shall adopt a Cross Boundary Collaboration Protocol to manage the effects of the QCS on bus services in Durham and Northumberland be noted; and
- III. both the QCS and VPA proposals be sufficiently developed to be considered by the Leadership Board.

18 **THE ROLE OF TRANSPORT NORTH EAST SUB-COMMITTEE AND DELIVERY OF FUNCTIONS**

Submitted: A report of the Director General, Nexus (previously circulated and copy attached to Official Minutes).

Members considered the report which provided clarification on the various roles of the Sub-Committee in taking forward the Combined Authority transport agenda, including how the Sub-Committee would oversee its delivery through scrutiny of Nexus' three year plan.

The ensuing discussion included matters such as:

- the importance of commencing the delivery of the transport agenda;
- the importance of having unrestricted opportunities to scrutinise Nexus and the need for clarity around this process, provision of information for the Sub-Committee on the delegated decisions made by Nexus and allocation of responsibilities for monitoring Nexus; and
- the monitoring of Nexus on delivery, which was reserved for the Sub-Committee, and the monitoring of Nexus on budget, which was reserved for the Transport North East Committee.

RESOLVED – That:

- I. the three core functions for which the Sub-Committee was responsible be noted;
- II. the strategic functions delegated to the Sub-Committee from the North East Leadership Board (NELB) be noted;
- III. the proposed method of delivery through the Nexus three year plan be endorsed; and
- IV. delegated authority be given to Nexus to dispose of any land with a value of less than £0.25million pursuant to section 10(1)(xxiii) of the Transport Act 1968

19 **TYNE AND WEAR LOCAL SUSTAINABLE TRANSPORT FUND (LSTF) PROGRAMME - GO SMARTER**

Submitted: A report of the Transport Lead Chief Executive Officer (previously circulated and copy attached to Official Minutes).

Members considered the report which provided an update on the progress made towards the delivery of the Tyne and Wear 'Schools Go Smarter' and 'Go Smarter to Work' programmes, which were being delivered as part of the Department for Transport's (DfT) Local Sustainable Transport Fund (LSTF) programme.

The ensuing discussion included matters such as the commendation of the team for their work, the amount of work still required, the importance of continuing to work in partnership with the health team for additional investment and joint effort, including on continuing to tackle obesity, the importance of continuing to work to increase the use of sustainable transport, breaking stigma around age and cycling, preparation of a large cycling campaign for spring 2015 and the importance of publicising these activities.

RESOLVED – That:

- I. the report be noted; and
- II. update reports on the delivery of the programmes be brought to future meetings.

20 **MONITORING NEXUS' PERFORMANCE**

Submitted: A report of the Director General, Nexus (previously circulated and copy attached to Official Minutes).

Members considered the report which provided information on Nexus' corporate performance in respect of service and project delivery.

The ensuing discussion included matters such as:

- the commendation of the works to Hebburn Metro station;
- the importance of understanding the governance of Nexus within the context of the Combined Authority;
- the importance of monitoring projects that were under control of Nexus; and
- key performance indicators, specifically the position and reasons in relation to the Staff Accident Frequency Rate for Nexus Rail and Cancellations of Journeys, and also Nexus' safety monitoring process.

RESOLVED – That the report be noted.

21 **DECISION MAKING SUPPORT PROCESSES**

Submitted: A report of the Monitoring Officer (previously circulated and copy attached to Official Minutes).

Members considered the report which considered options to enable the provision of appropriate and timely information to Members of the Sub-Committee, specifically

through the use of working group/or briefing arrangements to support the decision-making of the Sub-Committee.

The ensuing discussion included matters such as the commendation of the report and a suggestion that Metro 2030 should be added to the topics of the proposed workshops.

RESOLVED – That:

- I. the report be noted;
- II. an informal process be established which would provide for member briefing and discussion without the need to set up formal working groups; and
- III. the North East Leadership Board be recommended that, when the Constitution of the Combined Authority was reviewed, a provision be included in the Constitution that would enable the Sub-Committee to establish working groups as and when required without the need to amend the Constitution.

22 **DATE AND TIME OF NEXT MEETING**

Thursday, 13 November 2014 at 2pm at Sunderland Civic Centre.

23 **EXCLUSION OF PRESS AND PUBLIC**

RESOLVED – That by virtue of section 100A and paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972 press and public be excluded from the remainder of the meeting during the consideration of agenda item 11 - Nexus Board - Temporary Extension of Contract and agenda item 12 - Tyne Tunnels because exempt information was likely to be disclosed and the public interest test was satisfied.

North East Combined Authority

Transport North East (Tyne and Wear) Sub-Committee

DATE: 13 November 2014

SUBJECT: Revision to Metro and Ferry Fares 2015

**JOINT
REPORT OF:** Chief Finance Officer and Director General, Nexus

EXECUTIVE SUMMARY

The purpose of this report is to seek approval from the Transport North East (Tyne and Wear) Sub-Committee for changes to Metro and Ferry fares for 2015.

RECOMMENDATIONS

It is recommended that the Sub-Committee agrees:

1. to the proposed Metro and Ferry fares as set out in Appendices A, B, C and D to this report, to be effective from 2nd January 2015; and
2. to a freeze in the price of the Gold Card.

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1 Executive summary

- 1.1 Each Year Metro Fares are reviewed to reflect the need to recover the inflationary impact on costs. Nationally transport fares tend to be linked to the Retail Price Index (RPI) plus a percentage. In January 2014 Metro Fares were increased by a weighted average of 2.5% and national regulated rail fares rose by 2.8% while the annual RPI increase to July 2013 was 3.1%.
- 1.2 It is proposed to increase Metro fares from 2nd January 2015 by a weighted average of 2.2%; this figure is slightly below the level of the Retail Price Index of 2.5% (as at July 2014). Whilst any increase in fares is undesirable, it is nevertheless necessary to grow fare income to offset increases in costs, helping Metro continue to operate without any local subsidy whilst at the same time, working within the funding envelope provided by central government grant.
- 1.3 A number of improvements to current ticketing are proposed, including further reductions for 16-18 years olds; the introduction of zonal 'price caps' for passengers travelling using the new smart 'Pay As You Go' product; and the introduction of zonal pricing for annual tickets.
- 1.4 The proposed fare changes are set against a recent backdrop of improving patronage and sales performance across all commercial ticket types, driven by: customer improvements introduced as part of the January 2014 fares review; the introduction of station gatelines; and a reduction in the amount of passenger disruption associated with the Asset Renewal Programme.
- 1.5 Approximately 73% of revenue from sales of Metro ticket products is generated from daily products (Singles and DaySavers), primarily purchased in cash at station ticket vending machines. As such, relatively small increases in these fares can generate significant additional income.
- 1.6 However single and day tickets can only be increased in multiples of £0.10, to avoid issues with ticket machines running out of change. Given the size of this market segment, this constraint can have a distorting effect on the overall weighted average.
- 1.7 The proposals contained in this report relate to Metro commercial tickets and the Gold Card only. Any proposed changes to the child all-day ticket (CAT) would form part of a separate report. Prices for Network One tickets are also a separate matter that is determined by the Board of Network Ticketing Ltd.

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- 1.8 Ferry patronage for the year to date is indicative of a 2% decline versus last year (as at August 2014). As such, the proposals contained in this report are designed to increase patronage levels through imposing a freeze on the most popular Ferry ticket in terms of sales volume.
- 1.9 In January 2014, the Tyne and Wear ITA agreed to a reduction in the price of the Gold Card with effect from April 2014 from £25 to £12 (£35 to £25 for non-Tyne and Wear residents). This has led to an increase the volume of sales of the Gold Card product by 47% during the first seven periods of 2014/15 which has had a positive effect on elderly and disabled ridership. The recommendation is therefore to freeze the price of the Gold Card in 2015/16.

2 Proposals

- 2.1 The January 2015 Metro and Ferry fares review seeks to build on the improvements identified as part of the January 2014 fares review with some further enhancements, including:
- All child commercial fares frozen; the second consecutive fares freeze for this group of passengers;
 - The price of the 1 Zone Single ticket will be frozen; recognising the value of shorter journeys for some of our customers;
 - The introduction of 1 Zone and 2 Zone Annual MetroSaver tickets to provide a more tailored ticket for season ticket customers making shorter journeys;
 - Trials of new monthly tickets for adults, as well as termly tickets for students, will take place following the introduction of the new retail website, as agreed during the last fares review;
 - The introduction of a £0.10 discount for single journeys paid for using 'Pop Pay as you Go', when this facility is introduced during early 2015;
 - The introduction of the best price guarantee with daily caps introduced when Pop Pay as you Go is launched, offering a twenty pence discount to all passengers compared to the corresponding standard DaySaver ticket price;
 - The minimum 30% discount for students versus the equivalent adult ticket price will continue;
 - A reduction in the price of the weekly ticket for 16 to 18 year olds to £7.50; representing a 64% discount versus the equivalent adult/commercial price.

Proposed Fare Changes

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Single / Day Tickets

- 2.2 The price of the one zone Single ticket will be frozen at £1.80.
- 2.3 All other adult Single, DaySaver and Transfare tickets will be increased by £0.10. This is the minimum increase that can be applied due to the constraint of keeping prices in multiples of £0.10.
- 2.4 The launch of Pop Pay as you Go in early 2015 will incorporate the notion of differential pricing on Metro in order to encourage the transition from Single and Day tickets to Pop Pay as you Go. This means that passengers making journeys using Pay as you Go on their Pop card will benefit from cheaper fares, with each single journey costing £0.10 less than the equivalent cash fare. Daily caps will offer a £0.20 discount versus the equivalent DaySaver ticket price regardless of the number of zones in which the passenger has travelled and irrespective of the number of journeys made during the day. The daily caps ensure passengers benefit from a daily price at the point at which it is cheaper to do so - the smart system will automatically calculate this for them. This enhances flexibility through removing the need for passengers to pre-plan their exact daily journey patterns. In addition, the introduction of Pop Pay as you Go offers a saving versus cash fares to part-time workers who might not currently benefit from the purchase of a season ticket due to their lower frequency of usage.
- 2.5 Child Tickets – The price of all commercial child tickets will be frozen for the second consecutive year. The last price increase for this passenger group was in January 2013.
- 2.6 Individually some single and day ticket prices are set to rise by more than 2.2%. However, this is due to the constraint of rounding fares to the nearest ten pence and hence the minimum fare change is applied. The proposed prices are outlined in appendix A.

Metro Season Tickets

- 2.7 It is proposed that one week, four week and monthly MetroSaver ticket prices will rise in line with RPI. These products will continue to be offered at TVMs, ensuring their accessibility to as many passengers as possible. Following approval granted during the last fares review, the trial of a monthly MetroSaver ticket, available to purchase via the new retail website, will be implemented during 2015.
- 2.8 Annual MetroSaver tickets – the all zones Annual MetroSaver ticket, currently priced to ensure affordability for passengers regardless of how many zones they are travelling in, will be augmented with the introduction of a one zone and two zone variant of the ticket during 2015. The Corporate MetroSaver product remains as an all zone ticket only. For a company purchasing a

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minimum of forty Corporate MetroSaver tickets across a year, their employees would benefit from unlimited Metro travel from as little as £8.65 a week.

- 2.9 Student MetroSaver – a minimum of a 30% discount versus the equivalent adult fares will continue to be offered to students to support the continuation of the significant increase in sales observed since its introduction in January 2014.
- 2.10 16-18 MetroSaver – this product remains available to all young people aged 16 to 18 irrespective of whether they are in full time education or not. The price of the one week ticket will be reduced to £7.50 a week. The price of the four week ticket will be set at £28, offering unlimited Metro travel for just £1 per day.
- 2.11 The changes proposed to season tickets are designed to increase ticket choice, improve affordability for young people and continue to offer value for money to all regular travellers.

Miscellaneous Metro Tickets

- 2.12 The following Metro tickets will all increase in line with RPI as detailed in appendix C:-
- Class Pass
 - Business Pass
 - Conference Pass
 - Metro Rail Add on fares

Ferry

- 2.13 Ferry Single/Day tickets – the minimum £0.10 increase will be applied to the Ferry Single ticket which is the first increase to this ticket for two years. The Ferry Carnet product will increase in line with the Single ticket price to maintain its offering of a book of ten single tickets for the price of eight. The most popular Ferry ticket - the Ferry DaySaver - will be frozen at 2013 levels.
- 2.14 Transfare tickets will increase by £0.10 in line with Metro.
- 2.15 The Ferry child price will be frozen in line with the freezes proposed for Metro.
- 2.16 The one week and four week FerrySaver season tickets will also be frozen, with a view to increasing sales.
- 2.17 Increasing the Ferry fares by an average of 2.3% can be expected to generate additional revenue of £0.005m in 2015/16. Prices are shown in appendix D.

3 Next Steps

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- 3.1 A report will be submitted in January 2015 in which the Combined Authority will consider the 2015/16 budget. The budget proposal will take account of the Metro and Ferry fare changes contained in this report, subject to the approval of this report.

4 Potential Impact on Objectives

- 4.1 Ensures appropriate delivery of Transport objectives.

5 Finance and Other Resources

- 5.1 The changes set out in this report would, if approved, increase revenue by approximately £0.7m in 2015/16. This is the estimated increase in revenue from fare changes in isolation and does not include any potential changes in the underlying trend of Metro usage, including increased demand from Pop Pay as you Go. This additional revenue will help pay for the anticipated inflationary costs pressures of operating the Metro next year.
- 5.2 As previously reported to TNEC, Metro revenue remains on track to outperform the 2014/15 budget target of £45.863m. However, the proposals contained in this report are necessary in order cover cost pressures and help to underpin the Nexus Medium Term Financial Strategy. Next year this involves a proposed further reduction in the Transport Levy and grant to Nexus in order to help councils manage the cuts in Government funding and minimise front line service cuts, as proposed in the report of the Chief Financial Officer to the NECA Leadership Board on 21 October 2014.
- 5.3 The impact of the decision on fares will be included in the Budget Figures reported to Transport North East Committee in December and the NECA Leadership Board in January.

6 Legal

- 6.1 There are no direct legal considerations arising from this report.

7 Other Considerations

7.1 Consultation/Community Engagement

There are no specific consultation / community engagement considerations arising from this report.

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7.2 Human Rights

There are no specific human rights considerations arising from this report.

7.3 Equalities and Diversity

There are no specific equality and diversity considerations arising from this report.

7.4 Risk Management

There are no specific risk management considerations arising from this report.

7.5 Crime and Disorder

There are no specific crime and disorder considerations arising from this report.

7.6 Environment and Sustainability

There are no specific environment and sustainability considerations arising from this report.

8 Background Documents

- 8.1 There are no specific background documents for consideration linked to this report.

9 Links to Plans in the Policy Framework

- 9.1 This report has no direct links to Plans in the Policy Framework.

10 Appendices

- 10.1 Appendix A – Proposed Metro Single and Day ticket prices.
- 10.2 Appendix B – Proposed season ticket prices for adults, corporate clients, students and young people.
- 10.3 Appendix C – Proposed miscellaneous ticket prices including class passes and Metro add-ons to rail tickets.
- 10.4 Appendix D – Proposed Ferry ticket prices.

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11 Contact Officers

- 11.1 Tobyn Hughes, Deputy Director General, Nexus
E-mail: Tobyn.hughes@nexus.org.uk
Tel: 0191 203 3246

12 Sign off

- Transport Lead Executive Officer ✓
- Monitoring Officer ✓
- Chief Finance Officer ✓

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Appendix A

Single / Day tickets - Price changes effective from 2 January 2015				
Product	2014 Price	2015 Price	£ inc on 2014 price	% inc on 2014 price
Single 1 Zone (A, B, C)	£1.80	£1.80	£0.00	0.0%
Single 2 Zones (A+B, B+C)	£2.60	£2.70	£0.10	3.8%
Single All Zones (A+B+C)	£3.30	£3.40	£0.10	3.0%
NEW Single 1 Zone Pop Pay as you Go		£1.70		
NEW Single 2 Zones Pop Pay as you Go		£2.60		
NEW Single All Zones Pop Pay as you Go		£3.30		
DaySaver 1 Zone (A, B, C)	£2.60	£2.70	£0.10	3.8%
DaySaver 2 Zones (A+B, B+C)	£3.60	£3.70	£0.10	2.8%
DaySaver All Zones (A+B+C)	£4.50	£4.60	£0.10	2.2%
NEW Daily Price Cap 1 Zone Pop Pay as you Go		£2.50		
NEW Daily Price Cap 2 Zones Pop Pay as you Go		£3.50		
NEW Daily Price Cap All Zones Pop Pay as you Go		£4.40		
Transfare 1 Zone (T1)	£2.70	£2.80	£0.10	3.7%
Transfare 2 Zone (T2)	£3.50	£3.60	£0.10	2.9%
Transfare 3 Zone (T3)	£4.20	£4.30	£0.10	2.4%
Child Commercial Single (A+B+C)	£0.80	£0.80	£0.00	0.0%
Child DaySaver (A+B+C)	£1.20	£1.20	£0.00	0.0%
Child Transfare (T3)	£0.90	£0.90	£0.00	0.0%

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Appendix B

MetroSaver / Corporate MetroSaver - Price changes effective from 2 January 2015				
Product	2014 Price	2015 Price	£ inc on 2014 price	% inc on 2014 price
MetroSaver 1 Week 1 Zone (A, B, C)	£10.10	£10.30	£0.20	2.0%
MetroSaver 1 Week 2 Zones (A+B, B+C)	£14.80	£15.20	£0.40	2.7%
MetroSaver 1 Week All Zones (A+B+C)	£20.40	£20.90	£0.50	2.5%
MetroSaver 4 Week 1 Zone (A, B, C)	£37.10	£38.00	£0.90	2.4%
MetroSaver 4 Week 2 Zones (A+B, B+C)	£52.00	£53.30	£1.30	2.5%
MetroSaver 4 Week All Zones (A+B+C)	£68.60	£70.30	£1.70	2.5%
NEW MetroSaver Monthly 1 Zone (A, B, C)		£41.00		
NEW MetroSaver Monthly 2 Zones (A+B, B+C)		£57.00		
NEW MetroSaver Monthly All Zones (A+B+C)		£75.00		
NEW MetroSaver Annual 1 Zone (A,B,C)		£450.00		
NEW MetroSaver Annual 2 Zones (A+B, B+C)		£482.50		
MetroSaver Annual All Zones (A+B+C)	£482.50	£515.00	£32.50	6.7%
Corporate MetroSaver (1 - 19 tickets)	£435.00	£460.00	£25.00	5.7%
Corporate MetroSaver (20-39 tickets)	£430.00	£455.00	£25.00	5.8%
Corporate MetroSaver (40+ tickets)	£425.00	£450.00	£25.00	5.9%
16-18 / Student MetroSavers - Price changes effective from 2 January 2015				
Product	2014 Price	2015 Price	£ inc on 2014 price	% inc on 2014 price
16 - 18 MetroSaver 1 Week All Zones (A+B+C)	£8.15	£7.50	-£0.65	-8.0%
16 - 18 MetroSaver 4 Week All Zones (A+B+C)	£27.40	£28.00	£0.60	2.2%
Student MetroSaver 4 Week Inner Newcastle	£25.95	£26.60	£0.65	2.5%
Student MetroSaver 4 Week Inner Sunderland	£25.95	£26.60	£0.65	2.5%
Student MetroSaver 4 Week All Zones (A+B+C)	£48.00	£49.20	£1.20	2.5%
Student MetroSaver Annual Inner Newcastle	£266.40	£280.00	£13.60	5.1%
Student MetroSaver Annual Inner Sunderland	£266.40	£280.00	£13.60	5.1%
Student MetroSaver Annual All Zones (A+B+C)	£337.75	£360.50	£22.75	6.7%
NEW Student Term Inner Newcastle		£100.00		
NEW Student Term Inner Sunderland		£100.00		
NEW Student Term All Zones		£125.00		

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Appendix C

Miscellaneous Metro Tickets - Price changes effective from 2 January 2015				
Product	2014 Price	2015 Price	£ inc on 2014 price	% inc on 2014 price
Business Pass	£153.00	£163.00	£10.00	6.5%
Conference Pass	£2.40	£2.50	£0.10	4.2%
Class Pass - 1 Pass 1 Day	£29.80	£30.50	£0.70	2.3%
Class Pass - 2 Passes 1 Day	£47.20	£48.40	£1.20	2.5%
Class Pass - 1 Pass 1 Term	£90.40	£92.60	£2.20	2.4%
Class Pass - 2 Passes 1 Term	£149.00	£152.60	£3.60	2.4%
Class Pass - 1 Pass Annual	£233.00	£238.50	£5.50	2.4%
Class Pass - 2 Passes Annual	£413.00	£423.00	£10.00	2.4%
Single Inner Zone Rail Add On	£1.40	£1.50	£0.10	7.1%
Return Inner Zone Rail Add On	£2.00	£2.10	£0.10	5.0%
7 Day Inner Zone Rail Add On	£8.40	£8.60	£0.20	2.4%
Single Outer Zone Rail Add On	£2.40	£2.50	£0.10	4.2%
Return Outer Zone Rail Add On	£3.90	£4.00	£0.10	2.6%
7 Day Outer Zone Rail Add On	£15.40	£15.80	£0.40	2.6%

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Appendix D

Ferry Ticket Prices - Price changes effective from 2 Jan 2015				
Product	2014 Price	2015 Price	£ inc on 2014 price	% inc on 2014 price
Ferry Single	£1.50	£1.60	£0.10	6.7%
Ferry DaySaver	£2.60	£2.60	£0.00	0.0%
FerrySaver 1 week	£11.70	£11.70	£0.00	0.0%
FerrySaver 4 week*	£43.80	£43.80	£0.00	0.0%
Ferry Carnet (10 single trips)	£12.00	£12.80	£0.80	6.7%
1 Zone Transfare	£2.70	£2.80	£0.10	3.7%
2 Zone Transfare	£3.50	£3.60	£0.10	2.9%
3 Zone Transfare	£4.20	£4.30	£0.10	2.4%
Child Commercial Single	£0.60	£0.60	£0.00	0.0%
Child Transfare	£0.90	£0.90	£0.00	0.0%

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Transport North East (Tyne and Wear) Sub Committee

DATE: 13 November 2014

SUBJECT: Tyne and Wear LSTF Programme – Go Smarter Communications

REPORT OF: Transport Lead Executive Officer

EXECUTIVE SUMMARY

Following last month's update on the Go Smarter Programme, this report provides an update specifically on the Communications workstream of the Go Smarter programme. This includes both 'Schools Go Smarter' and 'Go Smarter to Work'. The programme is being delivered as part of the Department for Transport's (DfT) Local Sustainable Transport Fund (LSTF).

RECOMMENDATIONS

It is recommended that the Sub-Committee agree to receive this report for information.

1 Background Information

The Go Smarter Senior Communications Officers regularly manage communications campaigns over the course of the programme. These campaigns are aimed at key target audiences across Tyne and Wear and deliver key messaging around sustainable transport in order to affect positive behaviour change.

1.1 Communications Campaigns – Summer 2014

Three campaigns were delivered over the summer months.

1.2 Go the Extra Mile (walking & cycling) for secondary schools

This campaign has now concluded and we are delighted with the results. This is the first time Schools Go Smarter (SGS) has engaged intensively with secondary schools and the response has been encouraging.

Secondary school children from across Tyne and Wear were invited to take part in a one day walking and cycling to school challenge on 9 July 2014 and record their activity. Prizes were given to the school with the most sustainable active travel activity (judged proportionally on size of school) and wrist bands given to each pupil that took part.

Schools in South East Northumberland were also included in the Challenge, under the Go Smarter Northumberland programme. Northumberland have 'bought into' our Tyne and Wear Go Smarter brand for their LSTF programme. This joins up our programmes' brand across the geographical boundaries.

As well as significant press coverage, the use of social media proved to be a great success, with pupils and more than 300 parents responding to the social media activity. A high proportion of social media interactions came from tablets and smart phones. This tells us that our channels and message were on point for this target audience.

1.3 Go the Extra Mile (walking & cycling) for businesses

This was a four-week 'Go the Extra Mile' challenge, which saw teams of colleagues from local businesses compete against each other to log the highest number of commutable miles on their journeys to and from work.

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Teams that completed the greatest number of miles won either a team night out or supermarket shopping vouchers for each member of the winning team.

Two press and media photo calls took place, one in Washington at H M Revenue & Customs, Waterview Park. Cllr Michael Mordey, Sunderland City Council Portfolio Holder for City Services, joined employees from HMRC outside the organisation's offices to launch Go the Extra Mile.

The second took place on Newcastle's Quayside and involved Cllr Forbes, Transport Lead for the Combined Authority, two local organisations (Newcastle University and marketing/design company Drummond Central) and North East sporting Ambassador Phil Mustard on the quayside with bikes and bike equipment.

Businesses in South East Northumberland were also included in the Challenge, again under the Go Smarter Northumberland brand.

The campaign represented an opportunity to not only positively affect behaviour change, but also as a platform to promote the Go Smarter brand and key messages to our target audience, through the use of positive case studies, PR activity, social media, outdoor advertising and radio advertising.

- 1.4 **The Make the Switch campaign (Go Smarter to Work (GSW))** promotes travelling sustainably – walking, cycling, car sharing, public transport – before and during the improvement roadworks being implemented by the Highways Agency from Coal House to Metrocentre on the A1 Western Bypass.

The campaign started in June 2014 and runs until November this year. The campaign has included PR, social media, outdoor advertising and radio advertising across Tyne and Wear. The sites selected for the outdoor advertising and the key messaging were refined and developed in consultation with the four key employment areas (Metrocentre; NewcastleGateshead Urban Core; Team Valley; and Washington) and with the Highways Agency.

The messaging centred around taking the opportunity to explore other ways of travelling i.e. by using modes of sustainable transport, whilst the roadworks are in place, in order to avoid possible delays and congestion.

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We fully supported the Highways Agency by including the HA web address details on the door drop leaflets (to 110 thousand residential addresses around Team Valley, Lobley Hill, Whickham); we redirected queries from the public on social media regarding the details of the roadworks back to the HA website; we supported HA by disseminating the HA roadworks announcement press release regarding the ministerial visit to all businesses within the relevant employment areas i.e. Team Valley and Metrocentre, as well as Newcastle/Gateshead city centres and Washington, via the Go Smarter business advisors. We also attend the regular A1 Western Bypass meetings to ensure a joined up approach with HA, DfT, UTMC (Urban Traffic Management and Control) and partners from across the districts.

We presented the Make the Switch campaign concept to Joint Transport Steering Group, where it was well received; and we subsequently met with Durham County Council transport leads to offer this campaign and identity should they wish to use it and to discuss Go Smarter in general to ensure a joined up approach in light of the Combined Authority.

Newcastle City Council has also been offered this identity to use across any campaigns that relate to roadworks in and around Newcastle e.g. Cowgate.

2 Campaigns for the Autumn 2014

Three campaigns are currently rolling out from October to November.

2.1 Back to School including Safe Parking at School: 'Go the Extra Mile Autumn 2014' including 'Park Smart'

Go the Extra Mile Autumn will continue to build on the brand equity built by the Go the Extra Mile campaign for secondary schools in the summer. Teachers' packs have been developed in conjunction with teachers, to ensure that the content is accurate in terms of design and level of pitch for secondary school children. Children will be encouraged to change their travel behaviour and travel activity throughout November on their journeys to and from school. The children will record their activity, and again, there will be prizes for the winning school and individual give-aways for each child taking part.

Park Smart is a specific element of the overall campaign that is targeting parents who use the car for the school run.

Parents are encouraged to think carefully about parking safely in and around the school, to help keep children safe. PR and use of video reporting will form a strong tool for promoting Safe Parking via the media, and in particular, we hope to get broadcast media on board for this campaign.

2.2 **Car Share campaign (GSW)**

We are rolling out a robust communications campaign which engages with our business audiences, to encourage commuters across Tyne and Wear to think about and utilise car sharing on their journeys to work. We also aim to drive traffic to the Share Smarter website, encourage uptake, increase sign up and users of Share Smarter.

The time of year October to November when darker, colder winter nights are drawing in, makes it an ideal time of year to try out the benefits of car sharing. Car sharing offers the benefits to the individual of reduced fuel and parking bills, as well as company from a friend or work colleague on the journey to work. Car sharing has the overall benefit of reducing congestion on our roads and therefore increasing economic benefit for the region.

The Share Smarter website is a key element of this communication around car sharing. Share Smarter is run in partnership with Go Smarter <https://www.sharesmarter.co.uk/>

We will be utilising the concept of a business roadshow in November, to roll out across the four key employment areas, as well as PR and case studies. At the same time, we are reviewing and refreshing the current promotional marketing materials for Share Smarter.

Go Smarter Northumberland are also joining up with this campaign. They will specifically target the South East area of Northumberland.

3 **Upcoming campaigns**

- 3.1 We are currently rolling out the specification for three new campaigns i.e. Green Light to Work (GSW, January 2015); Go Smarter Spring campaign (GSW and SGS, March 2015) and a Public Transport (PT) campaign for schools (SGS, March 2015). We will be working closely with Nexus on the PT campaign.

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4 The Go Smarter Website

- 4.1 We have been developing the Go Smarter website over the last few months, in terms of copy, look and feel and functionality. We consulted with our colleagues and partners (GSW and SGS) in July to get input into the development of the site. Three concepts were presented and after in depth discussions, feedback was given to amalgamate different element of all three visuals into a final design.

All partners have been integral to the discussions around the development of the Go Smarter website, in order to ensure the development, website platforms and interactive facilities are compatible. We will make sure that this continues throughout.

We have managed to develop a high calibre, highly functioning, engaging website with a great multi-modal journey planner for Go Smarter. This new website contains an interactive Journey Planner, blogs and news and a 'find your nearest', amongst other elements. The relaunch of our new look, fully interactive website is planned for w/c 3 November 2014.

5 **'Commuting back to work: Business engagement & access to employment': Go Smarter to Work Masterclass – Wednesday 19 November 2014**

- 5.1 The Department for Transport has invited the Go Smarter Core Team to host a national Masterclass in November, in Tyne and Wear.

This event features discussion and case studies around business engagement and access to employment, demonstrated by local examples and a strong national perspective on LSTF. Speakers include representatives from Southampton, Birmingham, Transport for Greater Manchester and Merseytravel and Tyne and Wear business case studies.

Sheila Holden OBE, Transport Specialist from Parsons Brinckerhoff and Stephen Joseph OBE have been invited as key note speakers. Stephen will present the recent study 'Improving local transport helps the economy', which shows that the LSTF has achieved significant economic benefits and helped to generate significant local employment.

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The date of the Masterclass is Wednesday 19 November at the Assembly Rooms, Newcastle, between 9.30am and 3pm. Delegates can book tickets via [Local Transport Today website](https://www.transportextra.com/events/events/?id=2261) <https://www.transportextra.com/events/events/?id=2261>. There is also an opportunity for relevant local businesses to book an exhibitor space, by emailing info@gosmarter.co.uk.

The event is sponsored by Parsons Brinkerhoff and Sarah Hall Consulting.

6 Finance and Other Resources

- 6.1 This report is for information and there are no direct financial or resource implications for the Combined Authority arising from these recommendations. Go Smarter communications activity is funded by the LSTF grant from DfT.

7 Legal

- 7.1 There are no legal implications arising directly from this report.

8 Other Considerations

8.1 Consultation/Community Engagement

Several consultations have taken place during the course of the current programme. These include Stakeholder Analysis for both the SGS programme and the GSW programme. More recently, Customer Service Satisfaction Surveys have been undertaken for both programmes of work.

8.2 Human Rights

There are no direct human rights implications arising from this report.

8.3 Equalities and Diversity

All eligible residents / communities / commuters of Tyne and Wear have access to the Go Smarter programmes.

8.4 Risk Management

The programme is managed through Project Vision. A detailed Risk and Issues log is updated monthly with risks and issues managed appropriately.

8.5 Crime and Disorder

There are no direct implications for crime and disorder arising from the report.

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8.6 Environment and Sustainability

The programme aims to address climate change by increasing the use of sustainable and active modes of travel and thus reducing harmful emissions generated by single occupancy private car use.

9 Background Documents

- 9.1 No Background Documents are supplied with this Report. However, the Senior Communications Officers will present some of the relevant visuals, creative concepts for the communications campaigns at the Transport North East (Tyne and Wear) Sub Committee meeting.

10 Links to Plans in the Policy Framework

- 10.1 This report links to the North East's Strategic Economic Plan (SEP) which emphasises the benefits of promoting sustainable travel to reduce congestion, contribute to our environmental objectives and improve public health.

11 Appendices

- 11.1 No Appendices to the report

12 Contact Officers

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13 Sign Off

- Transport Lead Executive Officer ✓
- Monitoring Officer ✓
- Chief Finance Officer ✓

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North East Combined Authority

Transport North East (Tyne and Wear) Sub-Committee

DATE: 13th November 2014

SUBJECT: Tyne Tunnel Update

REPORT OF: Transport Lead Executive Officer

EXECUTIVE SUMMARY

The purpose of this report is to update Members on proposed tolling levels for 2015 and current vehicle numbers using the Tunnel.

RECOMMENDATIONS

It is recommended that the Sub-Committee note the intention to freeze tolls for 2015

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1 Background Information – Tyne Tunnel Tolls

- 1.1 The Tyne Tunnel Toll was set on 1st January 2014, at £1.60 for cars (class 2 vehicles) and £3.20 for Heavy Goods Vehicles (class 3 vehicles). This continued the £1.60 toll for cars set on 1st January 2013 and implemented a 70p increase in the HGV tolls, to give a 2:1 ratio between the toll for HGV vehicles and cars as required under the Tyne Tunnel Order. The 10p toll for motorcycles was removed.
- 1.2 The tolls are due to rise to keep pace with inflation as measured by the Retail Price Index (RPI), with increases rounded to whole 10p figures and the ratio between HGV and Car tolls being preserved at 2:1. The change in the RPI index is measured from the August 2013 RPI index. The increase in the RPI index is assessed each August to assess whether the tolls should be increased for inflation.

2 Update on Future Toll Increases

- 2.1 The RPI increase in the year to August 2014 was 2.4%, which, when applied to the £1.60 toll level, would justify an unrounded toll of £1.64. This is rounded down to £1.60. As a result, no increase can be implemented in January 2015. The date of future toll increases will depend on the increase in inflation as measured by RPI each year. Next year we would expect the calculation to require an increase in tolls from January 2016, subject to a recommendation from Tyne and Wear Sub Committee to the NECA leadership Board for approval.

3 New Tyne Crossing – Traffic Volumes

- 3.1 Since the full operational commissioning of the New Tyne Crossing was achieved in November 2011 there has been a steady increase in the volume of traffic using the tunnels, as the following table shows:

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Calendar Year	Traffic Volume (million vehicles)
2011	11.96
2012	14.31
2013	15.06
2014	12.11 (to end Sept)

Table of Traffic volume by Calendar Year

- 3.2 The growth in traffic since the two Tunnels opened is broadly in line with the original assumptions.

4 Tyne Pedestrian and Cycle Tunnel Refurbishment Phase 3

- 4.1 The Transport North East (Tyne and Wear) Sub-Committee on 9th October 2014 considered an update on the project and the issues in some detail. Currently an updated review of the costs associated with the current works is being undertaken. It is proposed that a detailed cost report is presented to a future meeting of the Sub-Committee.

5 Next Steps

- 5.1 Further updates will be presented to future meetings of the Sub-Committee.

6 Potential Impact on Objectives

- 6.1 The successful operation of the Tyne Tunnels as outlined in this document will assist the Combined Authority in delivering its objective to maximise the area's opportunities and potential.

7 Finance and Other Resources

- 7.1 The Tunnel costs are fully funded by toll income. The initial assumptions and the financial model did assume a continuing increase in traffic usage with additional toll income being reflected in an increased payment to the concessionaire. The current increase is broadly in line with the original assumptions.

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8 Legal

- 8.1 There are no legal implications arising directly from this report.

9 Other Considerations

9.1 Consultation/Community Engagement

There are no consultation/community engagement implications arising from this report.

9.2 Human Rights

There are no specific human rights implications arising from this report.

9.3 Equalities and Diversity

There are no implications for equalities and diversity arising directly from this report.

9.4 Risk Management

There are no specific risk management implications arising from this report.

9.5 Crime and Disorder

There are no implications for Crime and Disorder arising directly from this report.

9.6 Environment and Sustainability

There are no implications for environment and sustainability arising from this report.

10 Background Documents

- 10.1 The River Tyne (Tunnels) Order 2005 - papers held by the Directorate of Communities.

11 Links to the Local Transport Plan

- 11.1 The current Local Transport Plan for Tyne and Wear identifies the Tyne Tunnel (and the pedestrian and cycle tunnels) as an important link in our strategic transport network.

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12 Appendices

12.1 There are no appendices.

13 Contact Officers

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14 Sign off

- Transport Lead Executive Officer ✓
- Monitoring Officer ✓
- Chief Finance Officer ✓

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By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

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