Background to the Partnership

The Tyne and Wear Freight Partnership seeks to understand the problems and issues relating to freight movement and provides a mechanism through which they can be addressed. It brings together transport operators, industry representatives, local authorities, the Highways Agency and key local stakeholder groups to facilitate delivery of an action plan targeted at improving the efficiency, safety and sustainability of freight movement.

The role of the Partnership is to review progress towards identified tasks and to inform the direction and scope of the work carried out. It provides both a strategic steer, as well as valuable detailed information for undertaking components of the plan. Organisations who regularly attend the quarterly Partnership meeting include:

- AG Barr
- Chartered Institute of Logistics and Transport
- Co-operative Group
- DB Schenker
- Durham County Council
- Elddis Transport
- Freight Transport Association
- Gateshead Council
- Government Office North East
- Highways Agency
- Greggs Distribution
- Newcastle City Council
- North East Combined Transport Activists Roundtable
- North Tyneside Council
- Northumberland County Council
- Port of Tyne Logistics
- Road Haulage Association
- South Tyneside Council
- Sunderland City Council

The current list of activities can be found on the website www.tyneandwearfreight.info

This leaflet outlines the main activities of the Partnership to date

Contents

- CIVITAS CATALIST Partners 2
- Mapping 2 - 4
- Freight Exchange Programme 4 - 5
- Freight on Rail 5
- Signage 6
- Communication and Consultation 6 - 7
- Evolution 7
- Contacts 8

March 2010
The CIVITAS Initiative is an integrated approach to clean urban transport, which supports projects integrating both technologies and transport policies in clean urban transport, stressing both the energy and the transport elements.

The Tyne and Wear Freight Partnership submitted an Application in January 2010 for match funding from CIVITAS CATALIST to share best practice throughout Europe. This extra funding will be put towards a survey helping to identify the main nationality groups of non-UK drivers and vehicles operating within the region. This will enable the partnership to translate new and existing material and target the foreign drivers coming into the region. A programme of engagement (including translated web pages, information leaflets, promotional DVDs and maps) with these drivers and operators will then ensue to help foster a variety of benefits including improved safety, lower CO₂ emissions and a reduced number of other traffic issues.

The Partnership will also identify and better engage with other CIVITAS partners in the sharing of best practice. This is very much seen as a two way process with the Tyne and Wear Freight Partnership providing details of successful initiatives undertaken in the region and translating promotional material into other European languages whilst also learning from other CIVITAS partners’ past experiences.

The original version of the map was launched at a Freight Best Practice event in Sunderland in March 2006. Since then the map has been updated bi-annually to include 71 key destinations. The next update will include translations into two, non-UK languages.

The map was developed in close consultation with the Partnership and in particular with the five local authorities and the Highways Agency. Eighteen detailed inset maps are now included, which depict preferred routes to the destinations along with height and weight restrictions. The map also includes contacts for local authority Traffic Managers, guidance on abnormal loads, and information on Freight Best Practice, the Department for Transport’s programme targeted at improving operational efficiency in the industry.
Individual Freight Destination Maps

With the Tyne and Wear Freight Map as a starting point, the individual destination maps show a more detailed view of the road network around the destinations, highlights preferred routes, includes directions from the strategic road network and depicts individual buildings. During 2009, the 20 current maps were enhanced to show the location of individual companies at the destinations. The maps were developed in conjunction with the local authorities and key contact points at the following destinations:

- The Bridges Shopping Centre
- North Tyne Industrial Estate Industrial Estate
- Northumberland Street
- Silverlink
- Eldon Square Shopping Centre
- Port of Sunderland
- Team Valley North
- Team Valley South
- Port of Tyne (South Shields)
- Tyne Tunnel Trading Estate
- Gateshead East
- Portobello Industrial Estate
- Washington Crowther
- Washington Hertburn
- Washington Parsons
- Washington Pattinson
- Armstrong
- Rainton Bridge
- MetroCentre, Gateshead
- Salters Lane and Balliol
- Kingston Park

The completed maps will be distributed to individual companies listed on each of the maps. The maps are available to download from www.tyneandwearfreight.info

Interactive Maps

During 2009 a new mapping method was developed to turn the individual destination maps into new ‘interactive maps’. This method has been refined throughout the year and the Washington Hertburn map is the first to undergo full transition.

A draft version of the interactive map is now available for trial and is currently being tested by the Partnership stakeholders before updating the remainder of the maps. The maps use the Google maps engine and enable the user to select specific companies and plan an efficient route. Once selected the company location is highlighted and zoomed in on, the restrictions (height and weight) in and around the area are displayed and the preferred routes into the chosen location are highlighted.

National Freight Map

Meetings and workshops have recently been held with other local authorities, OS mapping, Navteq and DfT to discuss the future of mapping. The development of technology in GIS and GPS mapping means it is now possible to develop a consistent approach nationally. This would enable the creation of a national standard and data source that will allow inclusion of highway restrictions and offer consistent and standardised data. This data will be easily accessible to the end user, 3rd party Sat Nav system suppliers, and more importantly it can be regularly updated.

A workshop was held at the National Physical Laboratory in Teddington on the 2nd July to discuss ways to improve Sat Nav for commercial vehicles. Further work is this area is planned for next year’s programme.
Abnormal Load Route Map

Updates to the original abnormal loads’ route map produced in 2007, include the addition of contact details for the Northumbria Police Constabulary and the Durham Police Constabulary. Contact details of the Trunk Road network managers, abnormal load officers in the local authorities of Tyne and Wear, Durham County Council and Northumberland County Council have also been added. The map is scheduled to be added to the Tyne and Wear Partnership website (www.tyneandwearfreight.info) in February 2010.

Restrictions Map

A restrictions’ map produced in 2007 by the Tyne and Wear Freight Partnership set out to standardise the way in which the prohibitions were logged by the local authorities. Investigations revealed that each of the local authorities used a different method to plot and reference the data.

This year has seen a very exciting development to the original version of the restriction map to produce a web based, user friendly, descriptive and detailed mapping system. With the assistance of Newcastle City Council IT department the Partnership has produced a map showing all the prohibitions in Tyne and Wear. The first draft is ready to be tested by highways engineers to sense check the information before the map goes live on the Local transport Planning (LTP) website in February.

Freight Exchange Programme

During this year’s action plan the Partnership has successfully initiated a trial in an attempt to reveal the benefits to operators of using on-line freight exchanges. Following extensive research into the services that are available in the market place, it was decided to use the Haulage Exchange. The trials have commenced and are to finish in May 2010, with five operating companies having agreed to participate in the trial. Haulage Exchange was chosen as it is one of the largest Freight Exchanges in Europe. The Exchange acts as a matching service for suitable operators to try to not only pick up loads but to help users develop ongoing working relationships with other operators. It also embraces cutting edge technology allowing members to receive alerts of loads via email, SMS and push mobile data. An innovative new ‘Regular Runs’ service, which allows posting of runs in a timetable format is then matched to consignors’ loads, has also just been launched. This can also be used in a private capacity between operators – so only those operators in the private network can see the loads available. The exchange actively encourages collaboration between operators, facilitates ongoing relationships providing help in relation to disputes and contractual agreements.

We will have regular updates on progress on the Tyne and Wear freight website and produce case studies following the trial.
Loading and Unloading Design Scheme

The Partnership has previously reported that potential loading and unloading schemes have been identified for three locations in Tyne and Wear. Further to this, Newcastle City Council agreed to schemes being designed for the sites at Chillingham Road and Shields Road, which are located to the east of the City.

Shields Road has 8 lay-bys which are largely utilised all day by parked cars, restricting access to goods vehicle parking. Cars have also been parking inappropriately on the kerb encroaching on an advisory cycle lane on both the east and westbound lanes. The report shows that the kerbline is now restricted with ‘No Waiting at Any Time’ designations and ‘No Loading’ restrictions, however there were no sign plates associated with these restrictions. The design scheme for Shields Road states that there is sufficient access to the majority of retail outlets from the rear of the buildings. This area should be utilised more efficiently.

Chillingham Road has 12 lay-bys which are utilised all day by parked cars, restricting access to goods vehicles. The report shows that the remaining kerb-line is now restricted with ‘No Waiting at Any Time’ designations. The Chillingham Road design scheme recommends that four loading bays be introduced at key locations to service the larger retail outlets. It recommends a time limit to the operation of the restrictions, between 8am and 10am and 4pm and 6pm.

When Civil Enforcement (CE) became the responsibility of Newcastle City Council in the middle of April 2009, it was thought to have the desired effect of providing loading space in the existing parking bays. A review took place in May to fully appreciate the effect of CE.

Shields Road showed that parking restrictions had changed only slightly with road markings being refreshed, some sign plates being renewed and additional sign plates being introduced.

It is still recommended that loading takes place to the rear of the retail units reducing the need for front of house deliveries. However enforcement will need to have a greater impact on parking to allow goods vehicles to load and unload safely.

Chillingham Road was visited for a second time on 5th May 2009, and it was noted that the road markings had been refreshed and the signage had been replaced with new plates. There was no indication of illegal parking and no loading was taking place, however the majority of the lay-bys on Chillingham Road were at between 50 and 75% capacity. In the majority of cases there was not enough spare capacity for loading activities from large vehicles.

Freight on Rail

A Final Report has now been completed and was submitted to the Partnership at the meeting in March 2009. The report revealed that - Rail freight can play a significant role in reducing lorry miles and the overall carbon footprint of the region. A number of schemes in the region have been identified which can contribute to this aim of increasing rail freight usage, but the schemes are required to compete for finite resources.

At a local level there are three schemes that would expand the network appropriately and which already have the backing of the local authorities, Nexus, One North East and the North East Regional Assembly. These are the Leamside Line, Ashington Blyth and Tyne (ABT) line and the re-installation of the Boldon East Curve.

The Leamside line would provide an alternative route from the East Coast Mainline (ECML) in periods of congestion and will extend to the industrial areas of Washington and East Gateshead to allow modal shift from road to rail. It would also provide connectivity for passengers to Newcastle and Durham through Houghton le Spring and Washington.

The Network Rail Freight Utilisation Strategy (RUS) states that the projected increase in traffic does not currently give a strong enough case for re-instatement; In the case of the ABT line, the Regional Funding Advice (RFA) has proposed a scheme to further upgrade the line from Blyth at a cost of £35m named the “South East Northumberland Public Transport Corridor”. The upgrade will consider passenger traffic from Newcastle up to Ashington.
Signage

As part of the ongoing freight signage programme a review meeting was held with North Tyneside Council on November 5th and provided the following outcomes:

HGV drivers travelling towards the business parks from the A1058 and northwards from the tunnel were originally directed to the Holystone interchange. However, on review it was decided to direct them off the Silverlink roundabout to Silverlink. Improved circulatory on the Silverlink junction by the HA interim scheme will allow HGV vehicles to safely take this route. An updated design scheme is to be carried out to address the amendments, and re-submitted to North Tyneside Council. HGVs travelling south from Cramlington on the A19 are still to be directed off at Holystone. HGVs entering the area from the north via Holystone will be directed along the A191 New York Road so they access the estate at the Silver Fox Way roundabout (and the reverse for exiting).

Communication and Consultation

Truck Information Point

The UK's first Truck Information Point (TIP), located in Durham Services on the A1, was installed by the Partnership back in 2008. With its innovative touch screen technology the TIP is still proving popular with users providing useful information to drivers and operators who are entering or leaving the Tyne and Wear Region.

The individual maps that are printed and located in a stand alongside the TIP, are also proving to be popular. From analysis, the number of maps taken from the stand has exceeded all expectations at 15,100.

Website

The website since its launch in December 2006 has maintained the level of interest, measured by the number of hits on the website. The chart below shows the increase in usage over the period since implementation. The blue in the bar chart signifies the number of hits on the website and the red signifying the number of pages viewed. There have been regular additions to the website which now include: news, mapping, Partnership meeting minutes, newsletters, new flashes for road works created by the new Tyne crossing, updated year 5 action plan, reports and a periodic review of the contacts and links.

The website will be re-launched early in 2010 with a new design and layout helping to keep the website fresh and up to date. The new design will incorporate a new colour scheme and a new logo.

The total number of hits on the website since its implementation was 366,534 with a total number of pages hit at 107,954. The chart shows the breakdown of the hits on the site, as can be seen the usage is increasing year on year.

Promotional DVD

A FREE DVD was launched on 17th September that highlights the Partnership's work undertaken to date. The DVD is designed to inform all operators who deliver freight to and from the region, local authorities and other Freight Quality Partnerships.

To receive your FREE copy of this DVD, contact Michael Page on 0191 224 6512 or michael.page@aecom.com, supplies are limited so it is on a strictly first come first served basis.
Regional Freight Conference

A conference was held on 26th February 2009 at Newcastle City Council to review the work carried out to date by the Partnership and to assist in spreading best practice. The event was considered to be a great success and was attended by 67 delegates from a range of organisations.

James Ramsbotham of the North East Chamber of Commerce opened the Conference with the keynote speech. Presentations followed, delivered by Martin Murphy of the Sustaine Group and Geoff Dunning of the Road Haulage Association.

An overview of the work undertaken by the Partnership was then given by the project group, followed by workshop sessions to discuss the challenges for the future, how to share best practice and what lessons can be learnt by other Freight Quality Partnerships.

From the workshops discussions, it was clear that appropriate funding for the Tyne and Wear Freight Partnership has been important, together with highlighting the importance of a good mix of local authorities and freight operators involved in the decision making process. Suggestions on how the Partnership could improve included:
- Involving other local authorities and operators from rail, road and water
- An evening Partnership meeting to engage operators who are unable to attend during the day
- Consideration of alternative methods to communicate using different types of media systems
- Increased focus on rail freight;
- Extending the use of interactive mapping, which is both an improvement and a challenge for the Partnership
- Recognition of the need to ensure the newly formed Integrated Transport Authority (ITA) have a full appreciation of freight
- The requirement for consistency through all the local authorities – this could be achieved through an annual regional freight group meeting
- Improved focus on methods of communication to reach drivers
- The development of a Consolidation Centre should be located next to a rail link
- The T&W approach should be made transferrable to other authorities depending on their available budget

Evolution

The Partnership has increased its awareness in the industry and as with every successful programme, it needs a clear identity and brand. Several draft images were designed, to give a clear positive image and logo for the Partnership. The final draft was submitted to the Partnership which received authorisation to proceed with the purchase of a banner stand (displayed left) showcasing the new logo and colour scheme. It is intended that the website will be updated to reflect the new colour scheme and logo.
Contacts

To find out more information on the Partnership or if you would like to get involved through attendance at meetings or events, or simply receive our quarterly email newsletter, please contact:

Michael Page, at AECOM
Tel: 0191 224 6500
Email: michael.page@aecom.com

Alternatively, please contact:

John Bourn, at the, Tyne and Wear LTP Core Team
Tel: 0191 277 8972
Email: john.bourn@newcastle.gov.uk