

Tyne and Wear Partnership
Operator Face to Face Interviews Report (Draft)

Tyne and Wear LTP Core Team
June 2008

Prepared by:
Michael Page
Consultant

Approved by:
David Arthur
Principal Consultant

Tyne and Wear Partnership

Rev No	Comments	Date
1		

First Floor, One Trinity Gardens, Broad Chare, Quayside, Newcastle-upon-Tyne, NE1 2HF
Telephone: 0191 224 6500 Fax: 0191 224 6599 Website: <http://www.fabermaunsell.com>

Job No 53584

Reference

Date Created June 2008

This document has been prepared by Faber Maunsell Limited ("Faber Maunsell") for the sole use of our client (the "Client") and in accordance with generally accepted consultancy principles, the budget for fees and the terms of reference agreed between Faber Maunsell and the Client. Any information provided by third parties and referred to herein has not been checked or verified by Faber Maunsell, unless otherwise expressly stated in the document.

No third party may rely upon this document without the prior and express written agreement of Faber Maunsell.

Table of Contents

1	Introduction	1
1.1	Introduction	1
1.2	Methodology	1
1.3	Structure of the Report	1
2	Outcomes of the Discussions.....	2
2.1	Introduction	2
2.2	Mapping	3
2.3	Signage.....	7
2.4	Promoting Lorry Parking	8
2.5	Backloading	10
2.6	Communication	12
2.7	Additional Tasks.....	14
3	Summary	15
3.1	Introduction	15
3.2	Mapping	15
3.3	Signage.....	16
3.4	Lorry Parking.....	16
3.5	Backloading	17
3.6	Communication	17
3.7	Additional Tasks.....	18
4	Recommendations	19
4.1	Introduction	19
4.2	Mapping	19
4.3	Signage.....	19
4.4	Lorry Parking.....	19
4.5	Backloading	19
4.6	Website	20
4.7	Truck Information Point.....	20
4.8	Tyne and Wear Leaflet	20
4.9	Additional Tasks.....	20
4.10	Way Forward.....	20
	Appendix A – Visit Discussion Guide	21
Table 1	Operator Participation	2
Table 2	Example of Packages and Prices - The Subscription Packages	11

1 Introduction

1.1 Introduction

The purpose of the operator visits was to provide detailed feedback on the work of the Partnership, in order to inform future direction and activity. It also allows stakeholders to better understand the impact of tasks commissioned tasks in Year 2 and 3. The visits were carried out following the completion of 40 telephone interviews with operators, which were undertaken earlier in Year 3.

The visits enabled a detailed discussion on the subjects covered by the telephone survey. In particular, the visits enabled valuable information to be obtained on how best to address operation requirements. The following areas were covered in the visits:

1. Feedback on the recent mapping work;
2. Signage work including Silverlink and the recently installed Port of Tyne signage on the A19;
3. Promoting Lorry Parking;
4. Reciprocation parking;
5. Communication, including the website and electronic Truck Information Point;
6. How to develop a more widespread awareness of the Partnership;
7. Potential for Back-loading; and
8. Future tasks the operator would like the Partnership to investigate.

1.2 Methodology

Discussions were carried out through a series of telephone interviews, taking the Transport Manager through a set of questions relating to the tasks undertaken by the Partnership. The list of operators was compiled using companies observed from Specialist Vehicle Counts carried out in 2004 during a study on the Nature of Freight in Tyne and Wear. Using this list, over 100 operators were contacted, which culminated in 40 successfully completed telephone surveys. From the operators engaging in the telephone interviews, 70% were external to Tyne and Wear, but all were known to deliver into the Tyne and Wear region.

Initially 15 operators were the planned target for operators to visit. Analysis of the completed operator telephone interviews report identified 11 operators who stated that they would welcome a visit from the Partnership. When these operators were contacted to confirm a meeting and organise a date to carry out the interview six responded favourably. After review of the original plan, the requirement was to obtain a larger cross section of interviews. It was decided that operators known to the Partnership would be contacted. This consequently added another five operators to the list which were subsequently carried out at a later date (See Figure 1).

To structure the direction the interviews, a Discussion Guide was developed to guide the discussions in a direction best suited for each company (See Appendix A). This gave the operator flexibility to put forward their ideas and knowledge to each of the topics.

1.3 Structure of the Report

Following this introduction, the details of the discussions are provided in Chapter 2 and are summarised in Chapter 3. Chapter 4 presents the recommendations to take forward.

2 Outcomes of the Discussions

2.1

Introduction

The work carried out by the operators varied widely depending on the industry type, shown in Table 2.1. Work ranged from a skip operator, general transport operators, a multi modal operator, a paper and plastic distributor, food distributor, waste recycling, vehicle transportation to an aggregate haulier. Because of the diverse operations, it was difficult to ask specific questions, to what influences their business.

Table 1 Operator Participation

Contact Name	Position	Company Name	Industry Type	Location	Date of Visit
Gareth Parker	Transport Manager	C Herring	Skip operator	Hartlepool	05.03.08
Andrew Cracknell	Director	Eden Transport	General Haulage	Hartlepool	05.03.08
Russell Spinks	Logistics Manager	AV Dawson	Multi Modal Operator	Middlesbrough	05.03.08
Stephen Howard	Transport Manager	Crawford Transport	General Haulage	Washington	11.03.08
Keith Monkhouse	Transport Manager	Robert Horne Group	Paper and Plastics	Boldon	11.03.08
Joanne Burn	Director	Burn & Hewitt Contracts	Aggregates	South Hetton	11.03.08
Stuart Smiles	Director	Alex Smiles	Recycling	Sunderland	18.04.08
John Charlton	Managing Director	Van Hee	General Haulage	Gateshead	30.04.08
Udo Jeorges	Transport Manager	CO-OP	Distribution	Birtley	01.05.08
Darren Pickering	Managing Director	Beamish Transport	Vehicle Transport	Chester le Street	24.04.08
Les Edgar	Logistics Team Leader	AG Barr	Soft Drinks	Newcastle	01.05.08

At the interview the following material was used to aid the discussions:

- The freight map;
- Sample of Individual Maps;
- Tyne and Wear leaflet, profiling the work of the Partnership;
- Abnormal loads route map;
- Discussion guide; and
- Use of interviewee desktop to show website.

2.2

Mapping

Maps can provide an important way finding tool. The Partnership has developed a number of different types of map, which were reviewed with the operator.

Freight Map

The freight map was first developed in 2006 showing 30 key destinations, 13 inset maps to show a detailed view of the specific location of the key destinations along with the advised routes across Tyne and Wear. Height and Weight restrictions were plotted on the main network on the overview map, but the insets provided restrictions away from the main network. The map also illustrated the contacts for the Local Authority Traffic Managers. In 2008 the map was updated to 70 key destination and 18 insets. The contact details were reviewed and amended where necessary.

Since the introduction of Satellite Navigation (Sat Nav), there are fewer freight drivers using maps. However, Sat Nav for HGV routes has not yet been fully developed and vehicles are often known to be sent along inappropriate routes for the HGV vehicle. Beamish Transport, who run car transporters at 16ft 0in high, were concerned that the use of Tom-Tom satellite navigation systems in HGV vehicles were being used by inexperienced drivers who are not computer literate. Their view was that the systems should come with a basic warning that training should be carried out prior to use. Their view was that training should be given on basic map reading as some new drivers have never read a map. Beamish Transport have requested that his drivers do not use them due to the vehicle loads they carry.

There was a common feeling from all the operators, especially the Robert Horne Group, that some of the local and regional companies delivering into Tyne and Wear were employing drivers who had prior local knowledge of the area and do not necessarily require a map for directions. They are generally able to take the most efficient and appropriate route for their delivery pattern. However they stated that there were always certain situations when a map would be required due to the implementation of a new contract within the company, recruitment of a new driver unfamiliar with the area, or even a foreign driver new to the area.

The freight map was considered to provide the correct level of detailed information for the driver to navigate from A to B. Companies based in Tyne and Wear have said that they will actively use the map to plot highway restrictions around the area that they deliver, but say that every town should supply a local map especially for HGV information as they are very useful. Interestingly, all the interviewees said that the maps were an important tool for navigation, but do take time to read; however the results far out-weigh the down time spent reviewing the map. The maps also give a wider aspect to the routes and destinations in comparison to Sat Nav, which are generally scaled down to 200 metres.

A number of the operators highlighted Teesside as developing rapidly and an area that would benefit from a map. C Herring said they would need to show the advisory routes into certain areas, especially those which have a number of restrictions on height and weight; one of these areas is Haverton Hill. These comments are particularly applicable to Teesport which is also being developed to take in new industrial zones. This area would benefit from a map showing preferred routes to key destinations.

Further development of the maps suggested by the operators would included inserting postcodes into the insets, which would benefit the driver as the delivery notes identifies the delivery point by postcode. This was suggested by the CO-OP and Eden Transport. In the view of Alex Smiles, other top destinations which could be added to the map include sites used for recycling such as Pathhead at Ryton on Tyne, Sherburn, Biffa at Houghton le Spring, Able UK at Seaton Meadows, Hartlepool for hazardous Waste and SWS at Longhill Industrial Estate at Hartlepool.

The issue of new developments such as schools, housing estates and industrial sites which generate additional freight traffic on a temporary basis was discussed. It is difficult to plot these as the developments are short term in comparison to the production and review of maps. When local authority planning departments authorise new developments, consideration should be given to how the HGV vehicle will access and egress the sites. All too often the access is an inappropriate route for HGV vehicles. One development in this category is located at Sheepfolds in Sunderland where access is limited to one entrance and exit due to the low bridge on another route from the A1018.

Individual Destination Maps

The individual destinations maps were developed to provide a detailed view of key freight generator locations, such as, industrial estates, retail parks and main shopping streets. The maps show the advised routes to the location, weight and height restrictions and location of buildings. A further development in Year 3 was to introduce the location of individual companies with a key box to identify the company name and location.

The maps produced by the Partnership have been well accepted as a positive tool for the driver to find their way. The maps are being put to good use by drivers new to a specific area. Drivers are able to decide which maps suit the particular needs of individual companies and their areas of deliveries. Printing off the map prior to the driver leaving the depot reduces time spent on route due to the driver being prepared prior to starting off on the journey. These benefits are achieved by identifying the routes into certain areas.

Individual tailored maps are of interest to all operators and drivers, but only certain maps are useful to individual companies as not every operator delivers to all the identified locations on the maps. C Herring of Hartlepool are currently using maps for, Silverlink, Tyne Tunnel Trading Estate and the Port of Tyne.

From the interviews, it appears that the scale of plotted locations on the maps cover are sufficient for the perceived freight generators at this present time, however there are some developments were suggested. Additional information to be added could include:

- Postcodes added to the individual areas;
- Interactive use of the pointer to highlight company names and contact details;
- Companies could be identified by symbols on building plans;
- Larger supermarkets;
- Fuel stations;
- Recycling plants;
- Quarries and Landfill sites;
- Other authorised testing lanes in dealerships other than the Ministry testing station at Gosforth; and
- Grid References all around the edge of the map.

As mentioned previously, drivers generally know the area, but it would be beneficial to know where dealerships, fuel stations and delivery points are located. If these were added to the maps then this would cover all eventualities whilst on-route.

When depicting specific companies on the maps, it was considered to be of paramount importance for the maps to be reviewed annually to update the company names, as there will always be movement, either through change of location in the estate, or the company moving out of the area. Team Valley is a prime example of this, where there are constant re-developments, with companies changing rapidly, especially the smaller companies.

Abnormal Loads

As a direct result of the popularity of the freight map, the Partnership were requested to produce a map for the Abnormal Loads Routes in Tyne and Wear. Upon investigation it was found that each authority used its own system for referencing designated routes, mainly from a hard copy of the authority map for abnormal loads, which includes height, weight and Wide routes. The electronic map standardises the method for referring to designated routes and makes the map more visible to any person who is required to plan a route.

It is generally perceived that an abnormal load is the heavy or wide load being transported by a long low loader with a significant number of steering axles accompanied by police escort vehicles. This is not always the case in the majority of movements on the main route networks. A number of movements are made by hauliers moving Portacabins and static caravans which are probably the most significant that can be identified on the main routes, although some of these, travel without escort.

The Highways Agency created the "**Electronic Service Delivery for Abnormal Loads**" (ESDAL) system, which is well known by the operators, but they highlighted a deficit in the amount of information it can pass on to the operator due to being very reliant on local authorities passing on the relevant information. It was explained to them that the Abnormal

Load Route map would enhance ESDAL and identify a route for the operator prior to starting the journey and give the correct procedure that should be adopted when transporting such loads.

Not all operators have the resources, equipment and expertise to move abnormal loads; this type of haulage is carried out by specialised hauliers. Currently, there are fewer movements on the network in the North East, due to a significant reduction in heavy engineering in the area. Large and frequent movements of hazardous material are accessing different parts of the network. Alex Smiles thought it would make sense if preferred routes could be added to the abnormal loads route maps for European Agreement Concerning the International Carriage of Dangerous Goods by Road (ADR) traffic. There are differing categories from Class 1 to 9, with 1 being explosives and class 7 being radio active. Alex Smiles also indicated that Liebherr, located in Ayres Quay, Deptford, Sunderland manufacture cranes for the oil and construction industry and regularly transport abnormal loads to the Port of Sunderland and utilise the Wynn's barge for transportation to other locations.

C Herring was of the opinion that with the redevelopment and regeneration in the North East a number of abnormal loads are moving around the area. These are columns of steel being transported into construction sites particular areas were the Cobalt Business Park in North Tyneside, Washington and Yarm School in Teesside. There are abnormal load movements to Hartlepool Marina close to the historic quay. Large vessels are being transported out of Haverton Hill to Hartlepool and for the Chemical Industry upgrades in Teesside with more development happening in the near future at Wilton. There is a new development site in Queens Meadow at Hartlepool which is reported to be a £6m project.

A particular route deemed inappropriate by the operators for abnormal loads was the A69 west of Hexham, where a single carriage way continues on from the end of the dual carriageway. The national speed limit cannot always be achieved with abnormal load vehicles, creating situations where general traffic is trying to pass causing hazards for other road users. In Sunderland there is a new southern radial route which has been constructed, leading into Sunderland from the south on the A19. This is classified as the A1018 and is the preferred route into the Port of Sunderland from the south. There has been no consideration given for abnormal loads in the plans or in the development of the network. AG Barr asked, how are we to know what constitutes an abnormal load and said that it should be explained in the text of the map.

Highways Restrictions Map

The highways restriction map was a progression from the abnormal loads route map. The abnormal route navigates the network taking into account the highway restrictions, but it is important to know where restrictions are located on and away from the main route network. This is exactly what the highways restriction map shows (in detail). It is now in an electronic format and has been made available to the local authorities.

Although this type of map contains valuable information for local authorities regarding height and weight restrictions on the network, it was also considered that this information would be invaluable to freight operator. Beamish Transport, a car transport operator, said that the maps should be made available because it would be beneficial to any of the haulage companies with diverse types of trailers that can be utilised.

Haulage companies are continually maximising efficiencies in the business through the utilisation of higher bodied trailers to accommodate a larger volume of goods rather than weight. Van Hee and Beamish Transport both indicated that trailers cause a significant number of bridge incidents each year, due to drivers swapping trailers which could be of a different type and height. Because of this practice, the industry has to be reliant on the knowledge, experience and awareness of the driver. Now that the Sat Nav is readily available to drivers, it presents an issue as it does not make allowances for HGV vehicles. The inclusion of HGV information is currently being developed by a few of the software companies, but is heavily reliant on the local authorities to pass on the relevant information.

Beamish Transport identified the Tyne Tunnel entrance where all the HGV vehicles and commercial vans are asked to pull into a side bay prior to entering the tunnel. Here there are scanning beams set at a height of 16ft 6in and activate an alarm if the HGV vehicle is too high for the tunnel. If the trailer is high, then it is turned around to find an alternative route.

A major concern to operators was that the height warning signs on the Tyne Bridge have been removed. The restriction was found to be under the minimum height 16ft 6in and therefore should have the relevant height restriction sign of 16ft 5in northbound and 16ft 2in southbound.

The face-to-face interviews showed strong support for the restrictions map to be made available to haulage operators. It would inform of restrictions prior to leaving the depot and enable another appropriate route to be planned.

Development of the Maps

In promoting best practice, operators thought that the development of the maps would benefit from the introduction of postcodes to the freight map inserts and individual maps. This would assist the driver who would be aware of the destination by postcode on the delivery note. Robert Horne Group agreed to give the drivers the individual maps to review.

Comments fed back from the drivers of the CO-OP logistics are very encouraging in that some drivers stated that the freight map is handy for key destinations and the highway restrictions and it is very informative and clear. They agreed with the preferred routes, saying that they are the most direct and safe for HGV traffic in keeping the vehicles out of built up areas (where possible) and show common sense in direction of route. Not all comments were of a positive nature, as some local drivers know the route and it was thought that the insets could be of a slightly larger area. It was also considered that a number of commercial sites could be added to the map. The CO-OP would like to see multi lingual text produced on the map for the title and the explanation on how to use the map. It was also suggested that shipping routes should be depicted on the map from the local ports.

Promoting Awareness

To promote further interest and awareness of the maps, the majority of the operators suggested that the Partnership should mail shot out information, primarily to the companies listed on the individual maps and to all the operators regionally. The proposed operator communication could be made by utilising the resources of the Freight Transport Association (FTA) and the Road Haulage Association (RHA) by contacting members with their own mail shots and e-news. Improving awareness to the industry could also be improved through other mediums such as the trade press of Commercial Motor, Truckstop News, Motor Transport and Transport Times. This would expand the awareness of the Partnership and possibly ignite more interest from individual operators and companies on industrial estates.

As part of the training of a new driver, Van Hee said that they would include the maps as part of the course. They offer a Freight Driver Booster Course where they will pass on the awareness of the maps. The trainers will be cascading down to 300 clients the knowledge of the maps, further promoting the existence of the maps and the Partnership website. They requested that the Partnership be a guest speaker at the next Continual Professional Development day (CPD) on the 25th July at 10:30.

Each HGV driver is awarded a vocational driving licence by VOSA. Van Hee suggested the possibility of obtaining a list of drivers from VOSA. However, upon investigation the list is not available to any one external to VOSA and therefore this idea will not be achievable.

CO-OP logistics thought the maps would be appropriate for the divers and could be mailed out using a business card with the details of the website. They offered to contact ex-colleagues to obtain contacts in other countries who deliver to the North East. Another suggestion, albeit difficult to manage, was to locate freight information stands at specific points outside the conurbation; this would include the ferry terminals where all the maps that the partnership produce, could be provided. Possible locations were North Sea Ferries at Hull, Irish Ferries at Ken Ryan (Scotland), Stenna Line at Stranraer (Scotland) and DFDS at North Shields. This may develop into the stands being introduced onto the ferries where the drivers have down time. A stand in Scotch Corner or Barton service would also attract drivers to the maps.

Spreading the Coverage of the Maps

All operators agreed that the map should be spread into other areas. The main area of concern and somewhere that would benefit from the development of a freight map was thought to be Teesside as it is expanding rapidly. C Herring were aware that The Riverside Park and Wilton was currently undergoing major regeneration development, with Teesport being expanded for

sea freight. This will generate even higher volumes of road freight traffic and subsequently bring more drivers who are new to the area.

2.3

Signage

Freight specific signage, which continuously signs preferred freight routes can play a valuable role, but has the potential to increase signage overload. The introduction of new signage therefore needs to be sufficiently well justified. From a signage study carried out in Year 2 a number of actions were recommended.

In the case of the Port of Tyne, the North Shields Ferry terminal was sufficiently well signed from around the conurbation however, the Port of Tyne at South Shields, which has a higher volume of freight vehicles, required signing. With the support of the Highways Agency and South Tyneside a proposal was agreed to sign the Port of Tyne from the A19 at Tetsos Roundabout along the preferred route of the A185.

A study of North Tyneside recommended that the freight vehicle entering the Silverlink, Cobalt and Middle Engine Lane from the Silverlink roundabout at the A1058 should take the alternative route via the A191 at the Holystone roundabout.

When delivering to key destinations, it is important to be directed by the most appropriate route. Any additional signage should be visible and meaningful without cluttering the highways. This is intended to reduce journey times and get deliveries to the customer on time whilst ensuring the route is appropriate for the vehicle.

It was thought by the operators that towns and cities are generally well signed from the main route network to the outskirts. Unfortunately once inside this boundary, there is a deficit of signage advising the driver of the route to a particular delivery area. Alex Smiles was of the opinion that when planning a new development site of any sort, signs should be installed at the initial stage and every stage of the project after that, to give advanced warning to the driver of the HGV vehicle as to the preferred route and the location of the site.

The operators have highlighted a few examples of best practice for signage currently existing in the area and these are:

- Southern Radial Route in Sunderland;
- Petrochemical Plants in Hartlepool;
- Industrial Estates in Durham, Dragonville, Belmont, Rennies Lane and the Arniston Centre;
- MetroCentre in Gateshead; and
- Washington.

Alex Smiles thought it important to inform the driver as early as possible of their delivery destination to avoid drivers becoming lost, which in turn reduces delivery time and increases fuel efficiency. The consensus of opinion showed that it was important to identify industrial estates and delivery points in town and cities from the strategic network once the vehicle has accessed the route into the town centre. The CO-OP wanted more multi lingual signs due to the influx of foreign drivers, which is increasing; Asia was identified as being an example of best practice for multi-lingual signs

A prime example of under signing highlighted by Eden Transport was in the area to the west of the Holystone roundabout on the A19 at the A191. Another area identified by Robert Horne Group and Van Hee was Sunderland City Centre which has a deficit of signs, which is known through experience of the operators who talk to their drivers. HGV vehicles have been known to travel along bus lanes to get to the delivery point, but it is believed there are a lot of drivers who are not aware how to gain entry and exit using the correct routes because of the lack of signage. In Washington, Crawford Transport stated that on the A195 coming from the A1(M) south there is a distinct lack of signage to the industrial estates within Washington in comparison to the signage to the same estates from the A1231. This situation needs to be addressed in the near future, and a study could be carried out by the Partnership.

Civic amenity sites are located throughout the conurbation, but normally signage is rather poor to direct traffic to these sites. Alex Smiles in Sunderland was concerned that some people try to access property belonging to recycling companies that is not for public use. This could be addressed if improved signage was provided to the civic official amenity sites.

Alex Smiles was concerned that Variable Message Signs (VMS) signs throughout England (with Tyne and Wear being no exception) are not kept up-to-date with the correct information. This needs to be addressed if they are to be successful. One such sign is at the approach of the Redheugh Bridge from the A184 eastbound.

2.4

Promoting Lorry Parking

An audit of lorry parking facilities in Tyne and Wear was carried out, which provided an up-to-date review of lorry parking provision. The audit took into account the closure of the NT Newcastle Truckstop, Birtley in January 2007 and provided a 'before' and 'after' position.

The audit considered the following three types of facility:

- Motorway Service Areas (MSA);
- Independent lorry park; and
- Areas designated by the local authority.

Drivers were interviewed to ascertain their views on the current facilities and what improvements they thought could be made. The audit included an assessment of the facilities, as well as the capacity and current utilisation. A survey also looked into off-site parking at locations such as lay-bys and industrial estates.

It is well documented that nationally there is a distinct lack of driver rest facilities and Tyne and Wear was no exception to this situation. The Partnership has looked to enhance provision with respect to lorry parking by encouraging the development of new sites and examining the feasibility of a reciprocation pilot, where operators buy and sell parking spaces to external operators.

Burn Hewitt Contracts was of the view that the lack of available parking spaces inevitably contributes to preventing drivers parking safely for their statutory breaks during the day and night. The general public want the goods delivered to the outlets, but do not want to see the delivery vehicle parking too close to them. This creates a problem for the local authorities in trying to assign a plot of land suitable for HGV parking.

With the closure of the NT Newcastle truckstop in January 2007, 230 HGV parking spaces and a trailer change have been lost. Crawford Transport thought replacing lost spaces was very difficult in the current economic climate within Tyne and Wear. Land that could possibly be utilised for a driver rest facility is being used for the development of business parks on the A19 corridor. There are also major construction works being carried out on the strategic route networks to accommodate the New Tyne Crossing. The New Tyne crossing is commandeering land for the planned new tunnel, both north and south of the river.

The operators all agreed that the A1 is relatively well served and supported with driver rest facilities, one is located at Durham Services at Junction 61 with 20 available spaces and MOTO Services at Washington having a capacity of 69 spaces (split into 30 spaces Southbound and 39 northbound). The nearest northerly rest facility on the A1 is Purdy Lodge at Adderstone which is 55 miles north of Washington Services.

Alex Smiles thought Team Valley industrial estate (adjacent to the A1) would provide a logical location for a truck stop, utilising some of the under-developed brownfield sites. If the authorities could attract private funding to form a Partnership then this could be a highly successful venture. C Herring said importance must be given to site a facility where it would attract the most interest, which at this present time would be at the south side of the river, where the majority of the industrial estates are situated. Wynyard Hope was suggested as a suitable site, but is too far south for Tyne and Wear. Freight traffic comes into the area from Northampton to Robert Horne Group and from abroad using the UK ports, so the most appropriate location for a driver rest facility would be on the A19.

The area in and around Teesside currently has a high supply of lorry parking spaces. Crawford Transport said this would coincide favourably with the expected expansion of manufacturing at Nissan Car plant, which will generate higher volumes of traffic and the need to stop during the day and to stay overnight. Areas suggested for consideration within Tyne and Wear were Testos roundabout on the A19 and the White Mare Pool roundabout on the A194.

Eden Transport thought a lateral way of thinking is to adapt some council yards used for storing rock salt used in the winter months. These areas are not used for 9 months of the year and could easily accommodate wagons throughout the remainder of the year.

When looking at costs for lorry parking, Beamish Transport find parking a huge drain on their resources. They gave an example of a fleet of 30 vehicles which are using facilities every night average charge of £15.00 per night costs the business (£15 x 30 vehicles) = £450 per night. The vehicles are mainly away for 5 nights which costs the company £450 x 5 nights = £2,250 a week. For this cost, the service that is offered is very poor, in comparison to Europe where the services are offered free. Even at extended lay bys there are toilet facilities provided for drivers. It was considered that if there were just charges for the food and showers then the driver rest facilities may be better utilised.

With selling off the transport division, including 55 vehicles, Van Hee has available parking spaces on a 5.5 acre site and has expressed an interest in providing spaces for lorry parking. They have 20 vehicles spaces available along with toilet and shower facilities. A pilot trial to monitor the utilisation could be initially implemented, with a further possible development of up to 50 to 60. The site is close to the junction of the A194 (M) and the A19 and is easily accessible from the A184. For the initiative to progress, it is recommended that discussions take place between the Highways Agency, Gateshead Council and local resident groups to understand the process for adapting the site for lorry parking and whether there will be funding available from the local authorities.

Reciprocation Parking

Knowing that there is a distinct lack of available parking spaces for lorries, other systems to facilitate the safe and appropriate parking of lorries have been looked at. This led the Partnership to review a potential reciprocation parking scheme. The scheme would allow the operators to buy and sell spaces in companies that they were delivering to, or in the near vicinity. To ascertain the support for the scheme a questionnaire was developed to ask operators if they would be willing to sell some of their spare spaces at the depot to external companies. The website would be the host for the parking information.

Reciprocation parking was thought to be a good idea, but there were few spaces available within the operator depots taking part in the survey. In Hartlepool, C Herring had approached the local authority to assist them in developing a secure parking area, but this spare land has now been sold off so the opportunity no longer exists.

Many deliveries in the region are made from depots within driving distances of Tyne and Wear, allowing the driver to return to their depot within the allocated working hours of the day. This negates the need for parking spaces on site for the majority of deliveries. Land is at a premium to the operators and therefore spaces are not readily available for visiting vehicles. There are numerous added issues to allowing external vehicles to park on site, creates a health and safety problems. Some sites gates are normally closed and locked overnight which does not fit well with the freedom drivers want from a rest facility. Other companies working a day shift have all the vehicles returning in the afternoon to load for the next day's deliveries and have no spare capacity in the depot at night. From the operators interviewed only one was willing to be involved in a potential pilot.

Crawford Transport disclosed at the meeting that a significant number of the pallet network groups already adopt the reciprocation parking philosophy for their own distribution network of hauliers. It is not deemed of paramount importance to offer such facilities in the North East, as the majority of the pallet hubs are located in the Midlands.

Beamish Transport said that vehicles could park overnight on their land as all their vehicles were off site during the week and only returned on the weekend. The logistics of how to achieve this will have to be discussed as Beamish Transport is situated in County Durham.

It is apparent from the analysis of the report that although this seems to be a good solution to the parking problems, further investigation with the help of operators will need to be carried out to ascertain the true value. A questionnaire specifically for reciprocation parking shall be developed with the intention to contact more operators.

2.5

Backloading

Backloading is important to the operator to gain maximum utilisation of the fleet. It is not always possible to backload in certain industries, such as food and aggregates. It was important to gauge how the companies interviewed considered Backloading and how it impacted on their efficiency Key Performance Indicators (KPI). Previously, it has been identified that the Partnership could facilitate backloading arrangements amongst operators.

The consensus of opinion is that most operators will try to find a back load somewhere near the delivery point. However, in some cases this depends on the type of business the operators are contracted to. There are certain circumstances where the journey can not have a backload and these are mainly in the food industry, where deliveries are in pre-assembled orders packaged into cages, as in the case of the CO-OP. The orders are delivered in cages to the retail outlets and the backload is the previously delivered cages, now empty but bulky which are then returned to the depot. Tippers are similar, where the vehicle will collect soil or aggregate and deliver to a construction site but will not have any load to pick up at the delivery point. The Robert Horne Group delivers paper and plastics to outlets but do not have a load to uplift. The aggregate operators such as Burns and Hewitt Contracts do try to find loads around the point of delivery, but this is not always successful.

When delivering GSB aggregate to construction sites, Alex Smiles can sometimes backload with muck shift, but this can only be achieved at certain stages in the project. When aggregate is required this equates to approximately 10% of the loads. To get around this problem the vehicles are planned to have short runs, which maximises the number of loads that can be made each day.

Posting information of outstanding loads by operators was thought to be a good idea. The introduction of a facility to allow the operator to post details of loads on the website would give the operators every possibility of a collection or the return journey. It was highlighted by CO-OP, Van Hee and that there were already a few sites in the market place carrying out this function of backload information. The facilitators of the site ask for a small fee for administration and maintenance of the site (See Figure 2) but all this tends to do is create wealth for the facilitator and top slices the overheads of the operator. Van Hee estimated the cost at £600.00 per quarter but in most cases the system is not effective. It would only be successful if every available load was posted on-line, which is almost impossible to monitor. Most companies who work with back loads have regular contacts in the business and have no requirement for the backload sites.

Table 2 Example of Packages and Prices - The Subscription Packages

Directory	Owner Operator £50.00 pcm	Haulage Companies £65.00 pcm	Freight Forwarders £65.00 pcm	Haulage Plus £90.00 pcm
Accreditation Page	Yes	Yes	Yes	Yes
Photo or Logo on Accreditation	Yes	Yes	Yes	Yes
Freight Exchange				
UK Goods to Move	Search	Search and Place	Place	Search and Place
UK Return Journeys	Place	Search and Place	Search	Search and Place
Interactive Search Map	Yes	Yes	Yes	Yes
Email/ SMS/CX Mobile	£10.00/£17.50	£10.00/£17.50	£10.00/£17.50	£10.00/£17.50
Online Order Confirmation	Yes	Yes	Yes	Yes
Online POD's	Yes	Yes	Yes	Yes
Send/Receive Electronic Invoices	Yes	Yes	Yes	Yes
Messaging Service	£			
Personal Account Manager	Yes	Yes	Yes	Yes

Source: Haulage Exchange

Backload facilitation websites are run by:

- Teleroute - www.teleroute.com
- Haulage Exchange - www.haulageexchange.co.uk
- Transport Exchange group - www.transportexchange.com

Teleroute and Transport Exchange are supplying loads mainly in Europe, but have the facility for loads in the UK. Haulage Exchange is mainly set up and designed for the UK market but do post details of loads in Europe. Details are:

- Subscriptions are taken on a pre-paid basis;
- A minimum of 6 months payment in advance;
- New subscriptions are subject to a setup and accreditation fee; and
- Email/SMS/CX Mobile has a mandatory charge additional to package price.

It was suggested that the package offered by the current websites includes the administration through to POD stage and invoicing which will be why there is a cost to the service. If providing the service proved too much for the Partnership to facilitate, there could be a link to these sites from the Tyne and Wear Website.

Crawford Transport thought the Tyne and Wear Partnership would be in a very good position to implement a site if it was free. Access would be through a USERID and Password to avoid any misappropriation of loads. Eden Transport knew that Seaham Docks in Durham currently support back loading by offering loads from the docks to operators delivering there and that Commercial Motor has advertised information on these sites.

2.6

Communication

The Partnership is now progressing into its fourth year and is looking to find further ways to develop and reach out to the wider freight industry through the medium of email. The following section outlines the operators' thoughts on how to achieve better communication.

Awareness of the Partnership

Eden Transport said that some hauliers are still in the dark ages with technology so the link of communication through email is not always the best option. Operators receive hundreds of emails a day according to Beamish Transport. However this is mostly junk mail and deleted before being read; they know the important contacts for the business so mainly only respond to those.

The way to good communication, suggested by the majority of the operators in the interview, is through mail outs to the companies. It was suggested by Eden Transport that companies could be found through the BT's yellow pages and would be an effective tool to find the contact details for the smaller operators, whereas the larger operators will have websites set up and the contact details could easily be obtained on-line.

Promotion of awareness, according to Eden Transport and Burn & Hewitt Contracts, is usually carried out through word of mouth when one operator discusses their knowledge of the Partnership with another operator. It would also be best to get the support of some of the major operators like AV Dawson or Bulmer's in Teesside, who could actively promote the Partnership.

The consensus of opinion from the operators was that the Partnership, which has the RHA and the FTA as members on the panel, are best placed as the people that have the haulier contacts at their finger tips and who could actively support and promote the Partnerships actions through their e-news and other media press releases.

Website

The website has been live since December 2006 and is widely accepted by the operators as a very clear and an excellent site, which is easy to navigate around. The most important task was considered to be maintaining the site to the highest level. The website was unanimously thought to be quick and easy to use, covering a wide range of issues for the freight operators and drivers. With the introduction of web cams around the conurbation, the traffic office would be more proactive in informing their drivers of any likely traffic congestion. It was suggested by Robert Horne Group, Beamish Transport and Alex Smiles that a link to web cams on the Western Bypass at strategic points and the Tyne Tunnel approaches from north and south would be a benefit to the business. Other than this, there was no additional suggestions offered on how to develop the site, which is encouraging to the Partnership as it proves that the right level of information is provided on the site. It was thought that operators who benefit from the website should keep the site in their favourites of their search engines.

Truck Information Points (TIP)

A trial electronic TIP has been installed at Durham Services on the A1(M). It is based on the Tyne and Wear website and offers a range of information for drivers, including live traffic and streetworks works information, advice on lorry parking, guidance on lorry routes to key freight destinations, best practice information and is a valuable means of communication between the Partnership and the operators and drivers. An initial study recommended the NT Truckstop as the most appropriate location to site the TIP. However, with the closure in 2007 an alternative location had to be sought. This concluded with Durham Services being recommended. The tip

was installed in February 2008 along with a literature stand housing the individual destination maps.

The concept of the truck information point (TIP) was thought to be an excellent idea. Robert Horne Group and C Herring suggested it will probably only be beneficial to the longer haul and international drivers who may not know the area very well. Alex Smiles thought that it would only be useful if it gave the right information for the driver. Robert Horne Group suggested that the local operators and drivers will not use the rest facilities currently around the conurbation of Tyne and Wear, as it is easy to travel to the depot and use the facilities provided. Alex Smiles suggested the TIP could be enhanced slightly with the addition of a link to the Street Map or Google Map website for the extra detail that may be required by some of the drivers. He also said that if there was a suitable print option then the drivers could pay a small sum for a copy of the map which would go towards the cost of maintenance of the printer by the facility managers.

It was agreed by all the operators that the TIP was sited in the best possible location at the Roadchef (Durham Services). This allows the longer haul drivers using the main route network to access the TIP. If as originally planned, the TIP had been installed in the NT Truckstop, it may not have been as effective, as the location was in the Tyne and Wear region. The operators said that another corresponding area to benefit from a TIP would be on the A19 but there are no major service areas on this route according to Burn & Hewitt Contracts. Purdey Lodge in the borders was suggested by Beamish Transport to possibly capture vehicles travelling south from Scotland.

If the Partnership decided to install a TIP on the A19 then it would be strategically correct to locate it on the northbound carriageway, but Burn & Hewitt Contracts said that the A19 did not have any major services that attract a large number of drivers. C Herring thought an external unit installed in the parking area of a service station may be more appropriate and obvious to the driver who may not use the service facilities other than the toilets and showers in the petrol station. Being located externally may encourage the driver to use the TIP, however this creates another problem due to the limited security of the unit when it cannot be observed successfully by staff in the facility.

Driver rest facilities available on the A19 are:

- Ron Perry A19 Café; and
- Exelby Services.

C Herring said that the Exelby services at Ingleby Arncliffe, which is south of Middlesbrough, would most likely to be utilised by drivers travelling to Teesside rather than Tyne and Wear and not appropriate to install a unit in the location. The A19 Café which is part of Ron Perry Services is located north of Middlesbrough and would be more appropriate to install a unit which would be more likely to capture drivers delivering to Tyne and Wear. CO-OP, Crawford Transport and Van Hee liked the idea of locating the TIP at Londonderry Services or Barton Truck Stop on the A1 which is north of the junction off to the A19 and therefore more likely to have drivers stopping who are delivering to Tyne and Wear. Purdey Lodge has a fuel station on site and the TIP could possibly be sited there for drivers travelling south from Scotland. It would be necessary to market the TIP by leaflet dropping flyers into the service stations to ascertain which facility would be willing to accommodate a TIP.

Beamish Transport thought drivers tend to prefer independent rest facilities rather than main service areas on motorways as they are cheaper and more accommodating to the HGV driver. However there are occasions when they use the motorway services due to running out of driving time, or the motorway service station is very near the delivery location. If the TIP is successful it will be useful to the driver and resolve some of the problems they experience. This can be found in the proposed driver review survey questionnaire. One way to achieve this is to contact the operators delivering into Tyne and Wear from outside the area to inform them of the location of the EIP.

Promoting the Partnership

Promoting the Partnership through the awards was thought to be a good way to increase awareness of the achievements of the Partnership. In the case of the submission to IHT, the application was not short listed but they wanted to use the submission as a case study for Partnerships. It may not make much difference to the driver or operators by promoting the

Partnership through awards because the Partnership are delivering the tasks successfully, and keeping operators informed through various methods. However it was considered helpful in highlighting to other comparable Partnerships the objectives of the Partnership. Van Hee intimated that he will add a link to the website from the Van Hee website to help promote the site further.

Tyne and Wear Leaflet

A leaflet was produced to inform industry of the work the Partnership has carried out to date. It briefly describes the inception of the partnership and each project completed. The final copy of the leaflet was distributed to the operators and local authorities.

Crawford Transport believes the leaflet to be a big scoring point in promoting the maps produced by the Partnership. It should be sent to as many companies as possible, which could be achieved by mail shots out as communication free information. Eden Transport suggested maintain the production of the leaflet each year to update the wider audience of operators. Again the RHA and FTA could help circulate leaflets.

The content was considered to be good and shows exactly what the Partnership have produced and what is expected to be happening in the future. Alex Smiles thought an additional entry to the information already provided to assist the traffic office would be to include any major streetworks planned in the area. This would have to include why the streetworks are being planned and the long term benefits to the network because of the works.

2.7

Additional Tasks

It was interesting to note that Robert Horne Group and Crawford Transport thought priority lanes (No-Car) to be of a great benefit to the haulage industry, especially on main trunk routes. Journey Time Trial Lanes, where HGVs are restricted to using the inside lane with a speed restriction were also considered to be a good idea. These have been implemented on the A1 and have been successful in reducing the amount of inappropriate overtaking by HGV vehicles. No Car Lanes were considered to help the driver as they allowed vehicles to maintain effective movement in town and city centres.

The A1 Western by pass was deemed to be a strategic route that always has some degree of traffic congestion at certain junctions and affected each of the operations. This congestion could be reduced by implementing high occupancy lanes from Washington services through to the Gosforth at peak times. Even planning a third lane would benefit the area by speeding up the traffic.

To add benefit to the Team Valley maps it was considered beneficial to get the buy in from the companies listed as using the estate as it is important to get the information out to the people who need it. Van Hee thought this could be achieved by mail dropping a copy of the maps into each company. This would provide them with the detail of the website to allow them to reprint more maps or email the map to customers and suppliers.

Alex Smiles suggested a magazine dispenser could be installed at each end of Kingsway, located in the lay-bys alongside the information boards. This would enhance the mail drop but allow the drivers coming into the estate to pick up a leaflet before entering the estate.

3 Summary

3.1

Introduction

Eleven operators were consulted through the visits; these included industries of Multi modal, Aggregates, waste recycling, skip operator, general haulage, vehicle transportation, food distribution and a plastic and paper distributor. The interviews were conducted using a discussion guide to maintain a structure to the discussions throughout the interview.

At the interview a range of material was used to facilitate the discussion:

- Freight map;
- Sample of Individual Maps;
- Tyne and Wear leaflet (profiling the work of the Partnership);
- Abnormal Loads Route map;
- Discussion Guide; and
- Use of interviewee desktop to demonstrate website.

3.2

Mapping

The maps were identified as an invaluable tool to the operators. In the current climate where satellite navigation is commonly used, the traffic office have little control over the way the drivers route the vehicles once out on the road.

Freight and Individual Destination Maps

The operators transport planners are known to use the freight map for identifying the location of highway restrictions. Drivers find the maps a little more difficult to consult on the road due to the particular size of the map. Information fed back from the drivers was very encouraging, agreeing that the preferred routes are the most direct and safe for HGV traffic and kept the vehicles out of built up areas. The insets could be of a slightly larger area, but this is a very difficult procedure due to a limited amount of space remaining on the map.

Alex Smiles suggested adding a number of commercial sites, such as sites for recycling at Pathhead at Ryton on Tyne, Sherburn, Biffa at Houghton le Spring, Able UK at Seaton Meadows, Hartlepool for hazardous Waste and SWS at Longhill Industrial Estate at Hartlepool. New developments such as schools, housing estates and industrial sites generate additional traffic from the start of the project; these will always be difficult to identify on a map as they fluctuate in their locations before a new map could be developed.

It was thought the maps, could be developed further by adding postcodes to the insets which would benefit the driver as the delivery notes identifies the delivery point by postcode.

Alex Smiles said it would be beneficial to know where certain dealerships and fuel stations are located and this additional information would fully inform the driver.

Collectively the operators have accepted the individual maps as a positive tool for the driver to find their way. Although the maps cover the appropriate areas, there are developments that could be incorporated into the maps to improve the detail, which are:

- Postcodes added to the individual areas;
- Interactive use of the pointer to highlight company names and contact details;
- Companies identified by symbols on building plans;
- Larger supermarkets;
- Fuel stations;
- Recycling plants;
- Quarries and Landfill sites; and
- Other authorised testing lanes in dealerships other than the Ministry testing station at Gosforth.

Operators stressed that it is important to review the maps annually to update company names as there will always be movement in the industrial estates. Team Valley is a typical example of an area being constantly redeveloped and companies changing rapidly, especially the smaller companies.

The CO-OP said that the inclusion of foreign languages on the map would benefit international drivers however it could only be the most common spoken multi-lingual in Europe.

Abnormal Loads Route Map

The abnormal loads route map supplements the Highways Agency ESDAL system and is considered not to duplicate any information given through ESDAL. Alex Smiles suggested that further developments to the map could include hazardous loads routes.

Highways Restriction Map

The highways restrictions maps would be beneficial to operators if they were available as there are many diverse trailers being utilised in the industry with varying heights. The operator could access this information not solely for abnormal loads but to help inform drivers prior to leaving the depot of any restrictions that may cause problems on the planned route.

According to the operators, Teesside is developing rapidly and would benefit from mapping providing the location of height and weight restrictions. Haverton Hill was identified as a specific area by C Herring. Teesport is being developed to take in new industrial zones, so it would be advantageous to have a map showing which route to take to access key destinations.

The Newcastle traffic section should be informed immediately of the operator concerns for the lack of signage regarding the height restriction on the A167 at the Tyne Bridge.

3.3

Signage

There are examples of best practice currently existing in the area and these are to be found at:

- Southern Radial Route in Sunderland;
- Petrochemical Plants in Hartlepool;
- Industrial Estates in Durham, Dragonville, Belmont, Rennies Lane and the Arniston Centre; and
- MetroCentre in Gateshead.

It is important to inform the driver as early as possible of their delivery destination and to avoid drivers becoming lost, which will increase delivery time, the carbon footprint and reduce efficiency and fuel consumption. Identification of industrial estates and delivery points in town and cities from the strategic network would assist in efficient use of the network.

A prime example of under signing noted by Eden Transport was the area to the west of the Holystone roundabout on the A19 at the A191. Another is Sunderland City Centre, which has a deficit of signs. Robert Horne Group and Crawford Transport were concerned that industrial estates in Washington on the A195 coming from the A1(M) are not signed.

Civic amenity sites are located throughout the conurbation, but normally signage is rather poor to these sites - Alex Smiles often has the general public on his site looking for the civic amenities.

The CO-OP thought it important to identify the signs in multi-lingual to assist international drivers to find their way around Tyne and Wear.

3.4

Lorry Parking

Each of the operators was aware that nationally there was a distinct lack of driver rest facilities and Tyne and Wear was no exception. Burn Hewitt Contracts thought that a lack of available parking spaces prevents drivers parking safely for their statutory breaks during the day and their overnight stops. To replace those lost spaces would be very difficult in the current economic climate within Tyne and Wear. Land that could be utilised for a driver rest facility is being used for commercial ventures, including the development of business parks on the A19 corridor.

Van Hee in Felling are keen to progress discussion for the utilisation of their 5.5 acre site for drivers to park overnight. This would include the HA, Gateshead Council and the Partnership to facilitate the meeting to discuss signage, funding and marketing.

It was agreed that the best location utilised to install the Truck Stop Information Point (TIP) in February 2008 was in the Roadchef (Durham Services). This allows the longer haul drivers using the main route network to access the unit. It was thought that the original planned location of the NT Truckstop may not have been as effective as Durham. The A19 is the location that would attract drivers to use the TIP, but if it could be external then more drivers may use the unit. There are a number of truckstops on the A19, but only one that would be used by traffic going into Tyne and Wear which is the A19 Café, the others are below Teesside. It is important to review how the TIP fits the needs of the driver. This will be carried out through a driver survey. C Herring put forward the idea of locating the TIP externally as some drivers do not use the facilities except for the toilets and showers.

Collectively the operators said the content of the Tyne and Wear Leaflet content is good. An addition to the information already provided suggested by Alex Smiles would be to include any major streetworks planned in the area. This would include why the streetworks are being planned and the long term benefits to the network because of the works. It was agreed by the operators that consideration must be given to maintain the production of the leaflet each year, but send the update to a wider audience. The RHA and FTA could help circulate leaflets to operator through their networks.

3.7

Additional Tasks

Some additional tasks suggested included Journey Time Trial lanes, whereby HGVs are restricted to the inside lane with a speed restriction. This has been implemented on some sections of the A1(M) and has been popular in terms of reducing the amount of inappropriate overtaking by HGV vehicles. Other measures to assist HGV drivers were priority lanes in city centres.

The introduction of high occupancy lanes that could be used by freight on the A1 Western Bypass would greatly reduce journey times on the A1 from Washington to Gosforth. Crawford Transport and Van Hee were keen that the local authorities should reinstate the height restriction signs on the Tyne Bridge as soon as possible. Legislation dictates that structures under 16ft 6in should be signed. They were apparently removed at the time of refurbishment of the bridge but have never been replaced. Van Hee said that the girders on the bridge showed evidence of vehicle colliding with them.

4 Recommendations

4.1 Introduction

The operator visits were very successful in providing an in depth discussion to review the work of the Partnership. Some of the suggestions, such as providing links from the website can be included in the work programme for Year 4, but other tasks will need to be considered for future years, owing to budget constraints. A summary of the recommendations is provided below:

4.2 Mapping

It was suggested that the following could be added to the maps:

Freight Map

- Commercial sites;
- Larger supermarkets;
- Landfill sites and Quarries;
- Fuel Stations;
- Authorised test lanes other than Gosforth;
- Recycling Plants;
- Civic Amenities;
- Postcodes to Key Destinations and Insets; and
- Additional languages.

Individual Destination Maps

- Postcodes;
- Add commercial sites;
- Larger supermarkets;
- Landfill sites and Quarries;
- Fuel Stations;
- Interactive addresses on symbol when highlighted; and
- Annual review to ensure company details are up to date.

Abnormal Loads Route Map

- Add text to inform the reader of what constitutes an abnormal load.

Highways Restrictions Map

- Make available on the website; and
- Ensure that Tyne Bridge restriction sign is reinstated on the Northbound and Southbound carriageways on the A167.

4.3 Signage

- Provide signage to Civic Amenity sites.
- Improve signage around Sunderland City centre.
- Enhance signage to industrial estates off the A195 in Washington from A1(M) to individual estates.
- Provide Multi-Lingual Signs.

4.4 Lorry Parking

- Carry out a feasibility study for a driver rest facility on the A19 near Testos Roundabout or the junction of the A194(M) and the A184 at White Mare Pool.
- Discuss further with Van Hee the possible utilisation of land on their site for a driver rest facility. Gateshead Council, Highways Agency and the Partnership to be involved.
- Organise a meeting with Beamish Transport regarding the possibility of arranging for reciprocation parking on the site at Pelton Fell, Durham.

4.5 Backloading

- Provide a link from the Tyne and Wear Website to the current backloading sites.

- Assess the feasibility of setting up a Backloading service on the Tyne and Wear Freight Partnership website.

4.6**Website**

- Provide a link to local mapping websites - Street Map or Google Map.
- Link to the webcams on the A1 Western Bypass and the Tyne Tunnel.

4.7**Truck Information Point**

- Site an additional unit on the A1 or A19 (north of Teesside).
- Incorporate Street Map or Google Map for drivers.
- Provide a printer to print off local maps from Google or Streetmap at a cost.

4.8**Tyne and Wear Leaflet**

- Provide information on future streetworks.
- Promote through the RHA and FTA.

4.9**Additional Tasks**

- Assess feasibility of implementing High Occupancy Vehicle (HOV) lanes on A1 Western Bypass.
- Priority lanes for freight in town and city centres.
- Journey time trial lanes on more dual carriageways.
- Reinstate the height restriction signs on the Tyne Bridge.

4.10**Way Forward**

The outputs from the face-to-face interviews will be discussed with the Partnership at the next Steering Group meeting. This will inform which actions should be progressed and also provide an indication of priority. As suggested at the start of this chapter, some of these could be incorporated within the action plan for this year, whereas others will need significant additional resource.

Appendix A – Visit Discussion Guide

Project:	Tyne and Wear Freight Action Plan	Job No:	53854TNET
Subject:	Operator Visit Discussion Guide	Date:	February 2008

1. Introduction

Objectives of the Visit

The purpose of the visit is to gain a more in depth understanding of operator requirements regarding the work undertaken by the Tyne and Wear Freight Partnership and inform of the future work. There can only be a generic set of questions as each operator will have given a different answer to some of the question, therefore it may be prudent to tailor the questions for each individual operator. The following areas will be covered by the visit:

1. How to develop a more widespread awareness of the Partnership.
2. Information on the recent versions for the mapping work.
3. Signage work to include the Silverlink and the recently installed Port of Tyne signage on the A19.
4. Promoting Lorry Parking to ascertain the benefits to Tyne and Wear and the location.
5. Reciprocation parking accordingly to the answer on questionnaire.
6. Communication and how to further increase the circulation list.
7. Appropriate tasks the company would like the Partnership to investigate in the future.
8. Potential for Back-loading according to the answer to the questionnaire.

Company Visit List

The list was compiled from the telephone questionnaire. These are the companies which would welcome a visit from the Partnership to enable discussions to be more in depth. The aim is to visit 11 companies nationally.

2. Discussion Topics

Finding Your Way through Maps

A significant amount of work has been carried out to assist the HGV driver to navigate their way around Tyne and Wear. This has been achieved by developing a range of maps of the area. Results from the questionnaire found that a significant number of operators 62% thought that the freight map and the destination maps 44% were important to the industry. However, we are continually trying to get better to be able to help operators get maximum benefits from them? (All copies of the maps will be taken to the customer on the visit).

Tyne and Wear Freight Map

The recently developed map identifies a suggested road freight network for area and shows the key destinations for freight traffic. There are 18 detailed inset maps, which show preferred routes to the destinations along with height and weight restrictions and there has been an additional 40 key destinations included in the main map resulting in a total of 71 key destinations.. 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. The original map format was in existence for 2 years with the new version of the map completed, printed and distributed in February 2008. **As an experienced operator, with knowledge of a substantial amount of**

delivery areas, how do you think we can improve the map to make it relevant to the industry?

Tailored Maps for Key Destinations

In year 3 there have been an additional 13 individual tailored maps produced, 8 of these are to specific key destinations. The maps show a more detailed road network around the destinations, identify key buildings, highlight preferred routes and include directions from the strategic road network. The maps can be printed and emailed by companies to suppliers from the website.

Original examples of destinations:

Metrocentre, Gateshead

Eldon Square Shopping Centre, Newcastle

The Bridges Shopping Centre, Sunderland

Port of Tyne

Asda, Washington

North Tyne Industrial Estate

New examples of destinations:

Washington–Crowther, Galleries and Wear estates

Washington–Hertburn, Glover and Stephenson Estate

Washington – Pattinson Industrial Estate

Washington Armstrong and Parsons Industrial Estates

Portobello Industrial Estate

Rainton Bridge Industrial Estate

Silverlink, Cobalt and Middle Engine Lane Estates:

Tyne Tunnel Trading Estate

In addition 5 other maps show the preferred routes, height and weight restrictions. These types of map are more detailed and show the location of companies and retailers in the key buildings.

Examples of detailed destination maps

Team Valley North

Team Valley South

Port of Tyne (South Shields)

East Gateshead

Northumberland Street (Newcastle City centre)

The plan for Year 4 is to make these detailed maps a little more interactive. **How do think the maps could be improved and do you think any other area would benefit from such a map?**

Abnormal Loads Map

The Partnership has produced an electronic map showing preferred routes for abnormal loads across Tyne and wear. The map would depict preferred routes by load across the conurbation. It would enable the local authority contacts to quickly confirm authorisation of a route to the operator. It may also be available on the website in order that the operator could primarily plan their own, then consult with the relevant authority for confirmation. When asked about the following maps there was a small number of operators who thought that the abnormal loads

route map was important but 48% thought this important which is understandable when most companies operate with vehicles up to 44 tonne. **Where do you see this type of map being a benefit to the abnormal loads operator?**

Highway Restrictions Map

A standardised map depicting all height, weight and width restrictions across Tyne and Wear is being developed. When the map has been validated by the local authorities it will be posted onto the website. However 54% thought that the restrictions map was of importance to the industry. Interestingly 60% wanted them available on the website. This map will not be available for local authority named officers and not for public viewing. **How necessary do you think it is to have the map in electronic format?**

Spreading the coverage of the Tyne and Wear Map

The Partnership are keen to see the geographical coverage of the map extended to the North East bringing on board the bordering authorities of Northumberland, Durham and Teesside. Durham are currently developing a freight map, however Northumberland have already produced a map in 2006. **How important in your considered opinion is it to extend these maps to the Teesside area and would it be a benefit to the industry?**

Finding your way through signage

A range of actions with respect to improving signage for freight has been undertaken. **Would you like to see more appropriate freight signing around the area and where are there issues for the driver of HGV vehicles?**

Port of Tyne Sign Implementation

Signs were installed on the A185 in South Tyneside in April and May this year, with signs on the A19 being installed by the Highways Agency at the end of December 2008. This is a great coup for the Partnership. **What other locations would you consider it important to install appropriate freight signing?**

Town and City Signage Review

The important freight generating destinations in town and city centres were audited to ascertain the availability of appropriate and current signage, 48% of the companies thought that freight signage was important especially to Key destinations.

It was considered that the priority in the Tyne and Wear was to be The Bridges and City Centre in Sunderland and also Eldon Square in Newcastle however Eldon Square is currently being redeveloped.

What other types of destinations would you consider it important and of value to the HGV driver to have freight signage for, and would you be able to add other destinations for the Partnership to review?

Promoting Lorry Parking

Driver Rest Facilities Review

There is a distinct lack of parking facilities in Tyne and Wear therefore other alternatives need to be considered. Primarily it would be considered more appropriate to have a larger site to accommodate the number of HGV vehicles, and have a private funding in Partnership with the local authority but the availability of the land is an issue which will need to be resolved. This could be achieved through another alternative, reciprocation parking, this is where companies could buy or sell spare overnight parking spaces at their depot. Such arrangements can reduce the time drivers spend looking for an appropriate location to park overnight, provide more security and reduce costs. 33% of the companies interviewed thought this a good scheme however only 18% stated that they had spare capacity and only 4% were interested about spaces at the point of delivery.

Could this be an option for your company now that you have more detailed information? Would you be prepared to be part of a pilot scheme with another operator near a point of delivery where your driver would normally stop a truckstop overnight?

Communication

The Partnership is very keen to ensure that it communicates effectively with operators and other key groups. From an analysis of the questionnaire 50% considered the website to be an important tool to communicate out. 52% thought that the minutes and newsletter were a good medium to illustrate the actions undertaken by the Partnership.

Awareness of the Partnership

The Partnership is now going into its fourth year with the expectation that we will attract and endeavour to make more companies aware of the Partnership and the work it is undertaking to help the efficient and sustainable movement of freight.

How do you think we could achieve greater awareness?

Website

The website is continually updated with current information including the minutes and newsletter. This year will see the additional individual destination maps included and the new version of the freight map

Have you any ideas on features for the HGV driver that you think would fit into the website?

Electronic Information Points

An electronic truck information point is a recent installation to Durham Services on the A1(M) at junction. 61. The information point is to provide a range of information for drivers, including live traffic and streetworks information, advice on lorry parking, guidance on lorry routes to key freight destinations and best practice information (safe and fuel efficient driving etc). 38% said this would be a benefit to the HGV driver. This will be one of the first information point installations to benefit the HGV driver.

How do you consider this to be the right direction for the Partnership and should we extend the facility to another area?

Promoting the Partnership

The Partnership has submitted applications for transport awards to:

- Sustainable City Award;
- Transport Times;
- CIHT;
- Motor Transport; and
- CILT

Intending to also promote its work through press releases,

Can think of any other way of promoting the Partnership to operators that would be a successful initiative?

Tyne and Wear Leaflet

The leaflet is intended to communicate the work of the Partnership more widely to other interested parties. It provides an overview of the work undertaken under the Partnership since its inception in April 2005 and includes a discussion of future work areas.

We will update this each year and are interested to know how we can improve the leaflet.

Backloading

Back-loading is clearly important to ensuring maximum utilisation of vehicles and 40% said they would be willing to post their details on the website. Each operation differs in some way with aggregates in the main a full load one way with multiple trips. Food deliveries are again full one way and returning with cages. The general haulier will have the greatest ability to back load. However this depends mainly on the time wasted at customer premises and local or regional deliveries.

It is also a situation where trust is a major factor between operators. In order to promote efficient freight operations, the Partnership is keen to promote back-loading and is looking to provide contact details of operators interested in developing back-loading arrangements on the website.

Would you be interested in this scheme on a trial basis?

3. Additional tasks for the Tyne and Wear Partnership to carry out?

What other issues/initiatives do you think the Partnership could progress?