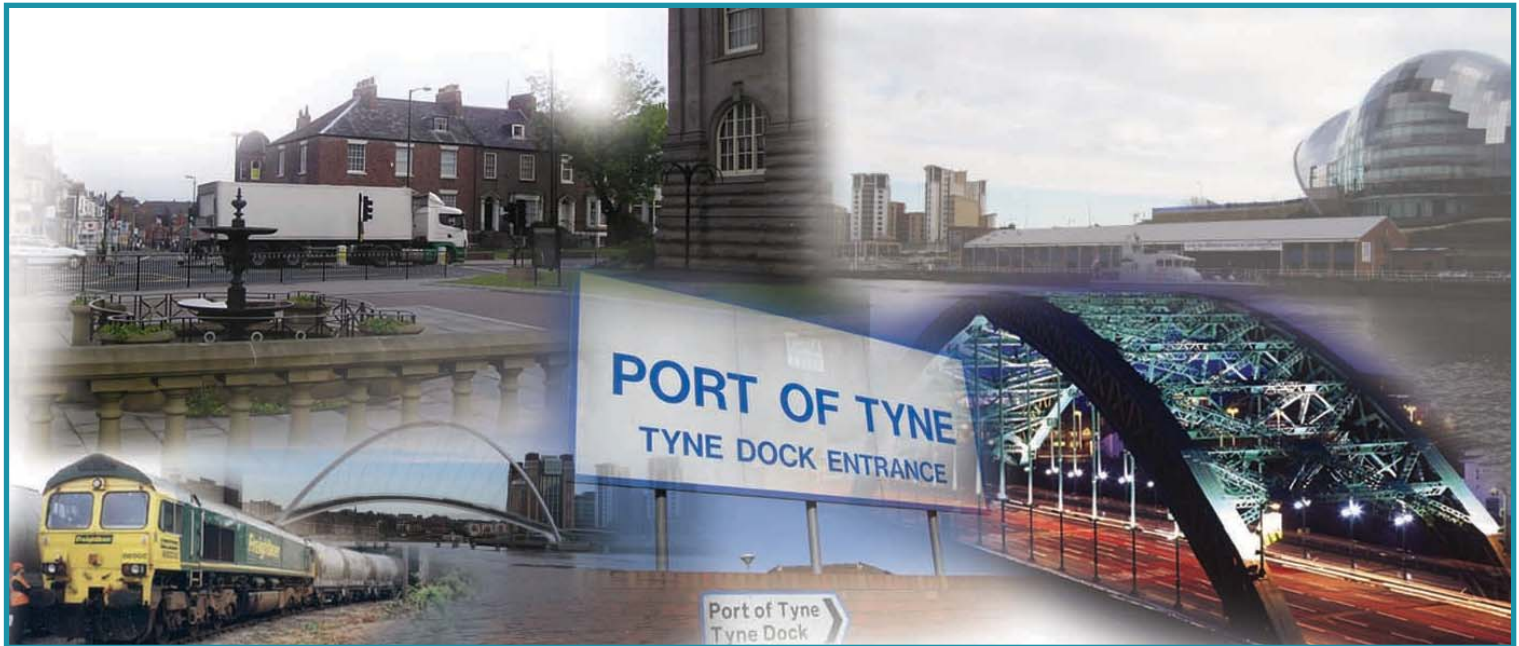


What is the Partnership?

January 2009

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.



Key outputs of the Partnership since it was formed in 2005 are:

- A freight routing strategy for Tyne and Wear, including the production of a freight map;
- Innovative tailored maps for key freight destinations;
- Review of signage with respect to key destinations for freight;
- Design and installation of much needed freight specific signs for the Port of Tyne on both the local authority and Highways Agency's network;
- A successful website, which aims to provide a 'one-stop shop' information source for freight operators;
- Design and installation of a trial electronic Truck Information Point (TIP) off the A1(M) at Durham Services;
- A standardised map for highway restrictions and abnormal loads routes across Tyne and Wear;
- Review of lorry parking facilities and engaged in the process of facilitating the development of new sites;
- Review of the current movements of freight by rail in Tyne and Wear and identification of potential areas for an increased rail freight contribution;
- Facilitated a review of priority lanes in Tyne and Wear, with a view to developing guidance on when it is appropriate to introduce different types of priority lane;
- Commenced a feasibility study for the development of a Consolidation Centre in Newcastle City Centre; and
- Successfully engaged with operators, industry representatives, local authorities, the Highways Agency and key local stakeholder groups.

Setting up the Partnership

The partnership was established following Government guidance set out in 'Sustainable Distribution: A Strategy', which aims to set out a framework for working between the industry, local government and others in achieving sustainable distribution. At a local level, the strategy promotes the development of Quality Partnerships between local authorities, the freight industry, business communities, residents and environmental groups. This is most effectively delivered through the Local Transport Plan (LTP) process.



In 2004, Faber Maunsell undertook a study on behalf of the Tyne and Wear LTP Core Team to investigate the nature of freight in the area. The aim of this project was to provide a solid foundation for the development of a realistic and deliverable freight strategy.

In April 2005, the Tyne and Wear Freight Partnership was launched at a consultation event held in Newcastle. This was successful in bringing together transport operators, industry representatives (Road Haulage Association and the Freight Transport Association) along with key delivery agencies, including the five local authorities and the Highways Agency.

The consultation event included discussion on potential 'Do Now' and 'Do Soon' tasks to be included in the action plan.

It was agreed that the aim of the Freight Strategy should be 'to improve the efficiency, safety and sustainability of freight movement in the region'. Importantly, there was a consensus that the Partnership should work to a clearly defined action plan, focussing on the delivery of tangible outputs.



It was agreed that the following tasks would be carried out over time as part of the action plan.

- Establishing the Freight Partnership communication links, including quarterly meetings and a newsletter
- Agreeing a lorry routing strategy across Tyne and Wear
- Producing and marketing a freight map
- Reviewing signage with respect to freight across Tyne and Wear
- Assess the case for provision of freight driver information boards at key points in the area
- Assessment of Priority Lanes (including No-Car lanes) in Tyne and Wear
- Review the provision of lorry parking facilities
- Assess the case for the development of a Consolidation Centre
- Promotion of driver training programmes
- Review delivery arrangements to town and city centres
- Engage further with Network Rail to develop the contribution of rail to freight movement

The scope of the work carried out by the Partnership has evolved and further developments are outlined in this leaflet.

Setting up the Partnership

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 meetings include:

- AG Barr
- Co-operative Group
- Distinctive Training
- Durham County Council
- Eddis Transport
- Freight Transport Association
- Gateshead Council
- Government Office North East
- Highways Agency
- Chartered Institute of Logistics and Transport
- Newcastle City Council
- Newcastle Chronicle
- North East Transport Activists Roundtable
- North Tyneside Council
- Northumberland County Council
- PD Ports
- Port of Tyne Logistics
- Road Haulage Association
- South Tyneside Council
- Sunderland City Council



The following sections outline the activities of the Partnership with respect to a number of work areas.

Mapping

Tyne and Wear Freight Map

The map was developed in close consultation with the Partnership and in particular with the five local authorities and the Highways Agency. It identifies a suggested road freight network for the conurbation and shows the key destinations for freight traffic. Eighteen detailed inset maps are 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.



The first version of the map was launched at a Freight Best Practice event in Sunderland in March 2006. 2,000 copies of the map were produced and distributed to local authorities, Newcastle Airport, ports, transport operators and truckstops. The map was reviewed and updated in 2008.

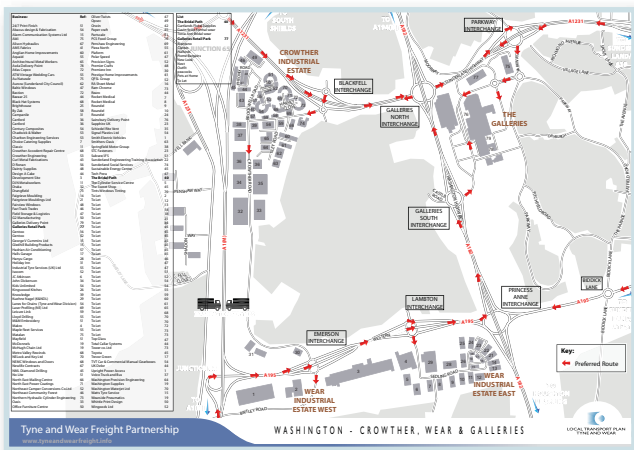
Tailored Freight Destination Maps

With the Tyne and Wear Freight Map as a starting point, the maps show a more detailed road network around the destinations, highlight preferred routes, include directions from the strategic road network and depict individual buildings. During 2008, 14 of the 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 individual destinations. 20 tailored maps have now been produced for the following destinations:

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

Mapping

The maps have been well received by companies and local authorities alike. Each map is available on the Partnership's website and organisations have been encouraged to email the maps out to their customers. The Partnership has also developed a trial electronic interactive map for Northumberland Street in Newcastle City Centre – the map can be accessed through the website.



Abnormal Loads and Highway Restrictions Map

An electronic Highways Restrictions Map has been produced which aims to show all restrictions in place across Tyne and Wear. A preferred route network for abnormal loads has also been produced.

Signage

Review

Signage appropriate to freight is important to facilitate the efficient movement of goods traffic in the conurbation. A review of signage with respect to key freight destinations was carried out as part of the 'Do Now' actions. The review found that signage provision was very good in most instances, but a series of recommendations were made, some of which are being taken forward through the Partnership.

Port of Tyne



A key recommendation from the signage review was to provide signage to the Port of Tyne. This was progressed during year two in close consultation with the Highways Agency, the Port of Tyne and South Tyneside Council. An important issue to resolve before drawing up the detailed design specification was whether to sign the port via the A185 or A194 from the A19. Although the A194 provides the most direct link from the south, the route passes through a residential area and has been classified as an Air Quality Management Area (AQMA) by South Tyneside Council. This led to the A185 being designated as the preferred route from both the north and south.

Complementary signs were installed by the Highways Agency in December 2007. The scheme is a good example of partnership working between the Highways Agency, Port of Tyne and South Tyneside Council.

Freight Signage in North Tyneside

One of the recommendations of the signage review was to provide freight specific signage to Cobalt Office Park, Middle Engine Lane and Sliverlink Retail Park (North Tyneside) from the A19 at the junction with the A191 (Holystone). These are key destinations for freight traffic which can be accessed easily from the A19, but there is no signage in place at present. Encouraging traffic to use the A191 (Holystone) junction for these destinations has the potential to contribute towards reducing traffic levels at the congested A1058 (Silverlink) junction. This recommendation has been endorsed by the Highways Agency / North Tyneside Council and a detailed design sign specification was developed.

Priority Lanes Assessment

In order to inform policy across the conurbation, the Tyne and Wear LTP Core Team commissioned consultants JMP to assess and quantify the benefits of priority lanes in Tyne and Wear. The draft findings of the study are being reviewed at present. Importantly, the consultation with stakeholders demonstrated strong support for greater standardisation of the priority lanes both in terms of the type of lane and hours of operation. The next stage of work is to draw up advice identifying when it is appropriate to introduce different types of priority lane.



Lorry Parking

Audit of Current Facilities

The shortage of lorry parking and the issues associated with it are of national significance. Areas for goods vehicles to stop and park, when away from base, are essential in contributing to freight operations as well as being places for drivers to refresh themselves and maintain their vehicles.

An audit of lorry parking facilities in Tyne and Wear was carried out to provide an up-to-date baseline position in relation to the adequacy of lorry parking provision which could inform future policy. Following the closure of the NT Newcastle Truckstop in late January 2007, it is clear that there is a severe shortage of lorry parking facilities. The facility was an important and popular truckstop, providing good facilities for lorry drivers entering the area. Moto Washington services on the A1 (between Junctions 64 and 65) is now the only formal lorry parking facility in the conurbation. Prior to the closure of the NT Newcastle site, the average nighttime utilisation of the Moto site was 61% during the week. This increased to 90% following the closure, which illustrates the current pressures.



Promotion of Lorry Parking

Given the shortage of facilities, the Partnership have resolved to engage in the process of identifying potential sites and encourage those interested to develop sites for lorry parking. The Partnership are also looking into the feasibility of developing a private sector lorry parking reciprocation pilot. The scheme would allow companies to buy secure parking spaces at the depots of other operators, or sell space at their own sites.

Consolidation Centre Feasibility Study

Newcastle City Council have commissioned a feasibility study for a Consolidation Centre for the city centre, focussing on Eldon Square. This would allow multiple part-loads to be combined into single shipments and could help maximise the efficiency of distribution vehicles. Experience from cities such as Bristol has shown that this can lead to a substantial reduction in overall vehicle numbers delivering to the city centre.

The following tasks have now been completed:

- Review of the operation of existing consolidation centre;
- Review of existing servicing arrangements in Newcastle through consultation with retailers;
- Discussions with operators of other consolidation centres; and
- Assessment of the benefits of a consolidation centre.

The survey has included a consultation with retailers to discuss deliveries and unloading arrangements. Meetings are now being held with potential operators to discuss the concept of a consolidation centre at Eldon Square. This will assist in preparing a more detailed proposal that could be presented to retailers.

Rail Freight



A review of rail freight with respect to Tyne and Wear was carried out to outline the current position in order to provide a context for assessing the potential for increasing the volume of rail freight moved in the conurbation.

In terms of current movements, coal comprises the highest number at 54 per week, which equates to 52% of the total. Increased movement of imported coal through the Port of Tyne has been key to the increased number of coal trains. The first imports of coal began in 2004 when 115,500 tonnes of coal was handled. Information from the Port shows that this increased to 1.6

million tonnes in 2006 and is anticipated to grow to 2.5 million tonnes in 2007.

Petrochemical bogie tanks to Jarrow yard are the next highest (12 movements per week). The tanks carry a number of products including petroleum, ammonia and water. There are nine movements relating to the steel and automotive industries respectively and eight Enterprise trains. Enterprise trains are generally a wagon load or mixed service train. Other movements include lime/mineral and aluminium.

Whilst Network Rail are able to find paths for current rail freight demand, capacity issues exist which could constrain the scope for growth. These issues are addressed by the Network Rail Freight Route Utilisation Study (RUS), 2007. The section of the East Coast Mainline (ECML) between Tyne Yard and Tursdale junction is identified as a significant constraint to rail freight growth. Re-activation of the Boldon East Curve is recommended as the best option for addressing this. The scheme would simplify the rail network from the Port of Tyne to/from the Aire/Trent Valley via the Durham Coast.

In terms of additional rail freight traffic, the review concluded that it is likely that this would consist of more coal, intermodal boxes and aggregates. It was also considered that there is potential for additional port related traffic both from Tyneside and Teesport to run through the area as both ports look to expand volumes.

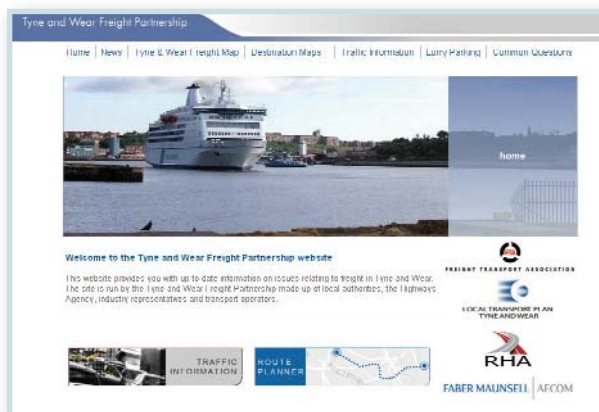
Communication and Consultation

Website

An important development for the Partnership was the creation of the Tyne and Wear freight website (www.tyneandwearfreight.info). The website aims to capture all the work of the Partnership and act as a 'one-stop shop' for information and advice for freight operators. It includes detailed up-to-date information on freight routes and destinations through a web-based version of the Tyne and Wear Freight Map. The detailed tailored maps for key freight destinations in the area are also included, along with links to traffic information, information on lorry parking, contacts for local authority traffic officers and information on Freight Best Practice.

The website was launched in December 2006 and by November 2008, 37,985 sessions had been recorded. It has been well received by a range of organisations – the quote below is from the Transport Training Centre, Ministry of Defence (MoD).

'As a transport manager for the MoD(North), I found the site very informative and easy to follow, just what a haulage driver needs when delivering to new areas. I particularly liked the mapping to major sites in & around the area, also the truck stops. Perhaps other large cities should follow example and produce something similar. Well done'.



Communication and Consultation



Truck Information Point (TIP)

In 2008, the Partnership installed the UK's first electronic Truck Information Point (TIP) on the A1 at Durham Roadchef Services (Junction 61). The TIP provides information for drivers entering and leaving Tyne and Wear, including traffic information, lorry parking, routes to freight destinations, plus guidance from the Department for Transport's Freight Best Practice Programme. The TIP has been developed from the Partnership's website, but adapted to make the facility more user-friendly and enable it to operate on a touch screen basis.

Use of the TIP will be monitored and surveys carried out with drivers – feedback will be used to inform future revisions to the facility. If successful, similar information points will be provided at other locations in the area.

New Tyne Tunnel Crossing

The Partnership are represented on the Strategic Partnering Forum for the construction of the New Tyne Tunnel Crossing. The Partnership communicates the latest traffic management issues to operators through the newsletter, news flashes and the website. This includes information on planned closures and diversions, in addition to advice on the most appropriate routes to use while the works are in place.



Consultation with Operators

The Partnership have completed and reported the findings of a series of face-to-face interviews with operators. The purpose of the interviews has been to review the work carried out to date and inform future tasks. Overall, feedback on the Partnership was very positive and many constructive ideas were put forward on improvements that could be made.

The mapping work was considered to be helpful to operators, with the destinations being particularly useful. Ideas were put forward on the additional information that could be included on the maps (e.g fuel stations). Lorry parking provision in the area was thought to be inadequate, validating findings from previous work and an opportunity to develop a new facility was identified. A number of developments to the website were suggested and a recommendation to provide links to webcams on the highways network has just been implemented. Positive suggestions were also made on how communication with operators could be enhanced. The comments have been used to inform the work programme going forward.

Awards

The achievements of the Partnership have been recognised by it winning two national awards.

Freight Partnership of the Year (2008)

In March 2008, the Partnership won the Freight Transport Association's (FTA) 'Freight Quality Partnership (FQP) of the Year Award'. Nine FQPs were shortlisted, from a total of 122 across England - the award was presented at the FTA Urban Logistics Conference in London.

Pictured opposite are Theo de Pencier (Chief Executive, Freight Transport Association) Mark Wilson (One NorthEast, formerly with the Tyne and Wear LTP Core Team), John Robertson (Newcastle City Council) Stephen Fidler (Head of Freight and Logistics Division, Department for Transport).



Transport Policy and Planning Award (2008)



In October 2008, the Partnership won the prestigious Transport Policy and Planning Award at the Chartered Institute of Logistics and Transport (CILT) Annual Awards. The CILT ceremony was at the Marriott Hotel in Grosvenor Square, London - awards were presented by The Princess Royal.

Pictured opposite are (from left to right) David Arthur (Faber Maunsell), Michael Page (Faber Maunsell), Graham Wall (PD Ports), John Bourn (Tyne and Wear LTP Core Team), HRH Princess Anne (CILT Patron), Richard Brown (CILT President).

Summary

The Tyne and Wear Freight Partnership has been successful in bringing together a range of organisations, including transport operators, industry representatives, local authorities, the Highways Agency and key local stakeholder groups to facilitate the delivery of a range of actions targeted at improving the efficiency, safety and sustainability of freight movement.

The main challenge for the future is to maintain this momentum and build interest from operators by ensuring that the identified actions are targeted at pertinent issues. Experience from Tyne and Wear suggests that the following key actions are of key importance to a successful Freight Partnership.

- Undertake initial research with operators, both inside and outside the area to understand freight movement and the associated problems and issues
- Engage with transport operators, industry representatives, local authorities, the Highways Agency, Network Rail and key local stakeholder groups
- Identify a clearly defined action plan, focussing on the delivery of tangible outputs to address the identified problems and issues
- Secure sufficient resources and necessary expertise to deliver the action plan
- Maintain good communication links with the Partnership and a wider audience through newsletters, press releases and an established website
- Review progress with the Partnership and consult with operators on the work undertaken to inform future direction

Contact the Partnership

To find out more information on the Partnership please contact [Michael Page](#) at Faber Maunsell.

Tel: 0191 224 6500

Email: michael.page@fabermaunsell.com

Alternatively, please contact [John Bourn](#) at the Tyne and Wear LTP Core Team.

Tel: 0191 277 8972

Email: john.bourn@newcastle.gov.uk