



Delivering Safe, Sustainable
and Efficient Freight for
Tyne and Wear

Tyne and Wear Freight Partnership

Tyne and Wear Freight Partnership Annual Leaflet

March 2011



This leaflet outlines the main activities of the Partnership to date.

Background to the Partnership

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.

Organisations who regularly attend the quarterly Partnership meetings include:

- ▶ AG Barr
- ▶ Chartered Institute of Logistics and Transport
- ▶ Co-operative Group
- ▶ DB Schenker
- ▶ Durham County Council
- ▶ Eddis Transport
- ▶ Freight Transport Association
- ▶ Gateshead Council
- ▶ Highways Agency

- ▶ Greggs Distribution
- ▶ Newcastle City Council
- ▶ North East Combined Transport Activists Roundtable
- ▶ North Tyneside Council
- ▶ Northumberland County Council
- ▶ Port of Tyne Logistics
- ▶ Road Haulage Association
- ▶ South Tyneside Council
- ▶ Sunderland City Council

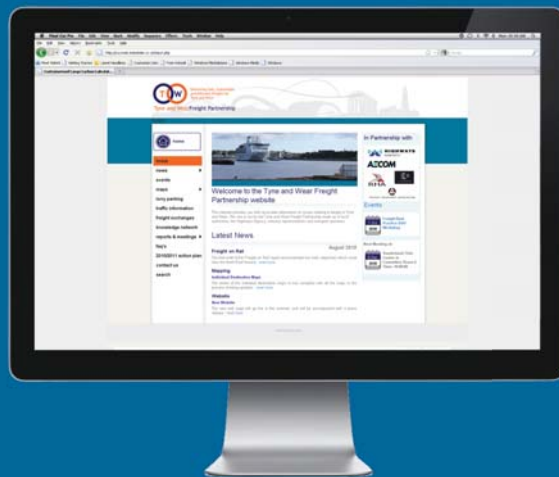
The current list of activities can be found on the website
www.tyneandwearfreight.info and clicking on 2010-2011 action plan.



Communication and Consultation

Website

During 2010 the Partnership updated and re-launched the website, originally launched in 2006. The successful and popular website has received a fresh new look to accommodate new branding, existing information and to include new web pages, enhanced mapping capabilities and a new discussion forum (Knowledge network). The website has been developed to allow the user to view the website in three languages (English, German or Polish) to enable foreign drivers to access and use the valuable information contained within.



The Partnership's website provides a one stop shop for freight related information for drivers and transport operators and includes:

- ▶ A range of detailed interactive maps, allowing operators to plan and take appropriate routes to a wealth of key freight locations in the region, (detailing restrictions, individual business and distribution park locations, company names, contact details and exact location of each company premises)
- ▶ The latest freight related news (important news flashes)
- ▶ Real time traffic updates and webcams
- ▶ Lorry parking and other freight related service details including loading and unloading solutions
- ▶ Details of technology trials
- ▶ News on forthcoming Partnership meetings and other events
- ▶ A Best Practice advice sharing discussion forum
- ▶ Details of a Freight Exchange trial
- ▶ A promotional film detailing the work of the Partnership

Truck Information Point (TIP)



A TIP was installed in 2008 at Durham Roadchef Services on the A1, junction 62. The touchscreen TIP contains a reduced version of the Partnership website, but allows access to a number of key resources. The home page has been designed to provide easy access to routing, traffic and lorry parking information for drivers coming into the region. A new addition to the TIP is the choice of language, English, German or Polish, allowing foreign drivers to navigate the area successfully. A promotional film on the Partnership's activities can be also viewed in the language of choice. The accompanying maps and the leaflet stand that were available in the foyer have now been removed from the services.

Due to the success of the TIP the Partnership has been proactive in searching for a location for an additional unit. Various sites were investigated, with the most appropriate to house the TIP being on a DFDS ferry that carries freight to and from the Netherlands.

DFDS Seaways agreed to allow a TIP to be installed on a ferry operating between Newcastle and Amsterdam, this was realised when on December 8th 2010 a TIP was installed in the drivers lounge on the King of Seaways ferry.

The unit has touch screen technology and provides the same information as the Durham services TIP. DFDS Seaways are monitoring the usage to make a decision as to whether to allow the TIP to use the ship's broadband network, allowing internet links for traffic and travel news.

Promotional DVD

The free DVD launched in 2009 has been given a brand new image and some content has been redesigned. The first batch of DVD's was very well received, with many national organisations requesting a copy. There are still copies available and if you would like to get hold of one please contact **John Bourn**: john.bourn@newcastle.gov.uk or alternatively call John on tel: **0191 277 8972**.

The redesigned 2010 version includes a choice of subtitles in German or Polish.



Group Presentations

The Partnership regularly attends other events, presentations and seminars to present on current best practices and the work of the Partnership. This year the Partnership was asked by the Tyne Tees Group of the Chartered Institute of Transport and Logistics (CILT) to give a presentation. The venue for the event was at the Jury's Inn, Newcastle. The group was informed of the work carried out by the Partnership since its implementation in 2005 through to Year 6, 2011.

In October 2010 the Partnership was invited to the Eurocities conference in Utrecht to give a presentation on its work. Bringing together delegates from all over Europe the conference provided an excellent environment to share ideas and best practice and to try to provide solutions to familiar problems faced across Europe. The conference highlighted the importance of operator engagement by local authorities when considering potential solutions. Many local authorities found operators and retailers reluctant to spare the time to get involved.

The workshop was followed with a site visit to see two innovative inner city delivery solutions. The first involved utilisation of an electric vehicle Cargo hopper for parcels to deliver to the hard to reach pedestrian centre of Utrecht and the second was an electric barge used on the canals that allowed delivery to canal side restaurants and bars for the Brewery. The outcomes are reduced CO₂, reduced congestion and safer roads. More information can be found at:

http://www.mindsinmotion.net/index.php/mimv34/themes/clean_shipping/news/utrecht_beer_boat

<http://www.cargohopper.com/>

Newsletter



The quarterly newsletter informs the reader of the progress made in tasks outlined in the Business Plan throughout the year. The newsletter in Year 6 has the added benefit of being translated into German and Polish allowing promotion of the work of the Partnership to a much wider audience. Over 300 organisations now receive the Newsletter electronically.

If you would like to receive a copy please let us know by contacting us using the details at the end of the leaflet.

Mapping

The Partnership's website houses a range of mapping resources that are freely available to any interested parties. These include:

- ▶ Regional freight maps (showing preferred freight routes) – A web based version is available together with hard copies. Hard copies can be ordered by contacting John Bourn on john.bourn@newcastle.gov.uk or alternatively call John on Tel: **0191 277 8972**.
- ▶ Restriction and Abnormal load maps (detailing routes for abnormal vehicles and the details of all vehicle restrictions in the region)
- ▶ Individual destination maps (showing preferred freight routes into a number of key freight destinations – available in PDF format or via Bing Maps)

Individual Destination Maps



As businesses constantly evolve and change with many relocating to alternative premises, it is important to ensure that the suite of 20 site maps produced by the Partnership are maintained for accuracy with annual checks. The locations were revisited this year to check that the companies and their locations were accurate and any anomalies found were addressed.

The redevelopment of Eldon Square, St Andrews Mall allowed the partnership to update the previous Eldon Square map. In consultation with the Centre Management it was found that there were three areas in the development for loading and unloading, South Service Road, West Service Road and North East Service Road. These service roads and the loading bays

which service the retail outlets within these areas have been plotted.

During Year 6 the Partnership has developed another five individual destination maps providing an excellent and detailed portfolio of 25 maps, these additional maps are:

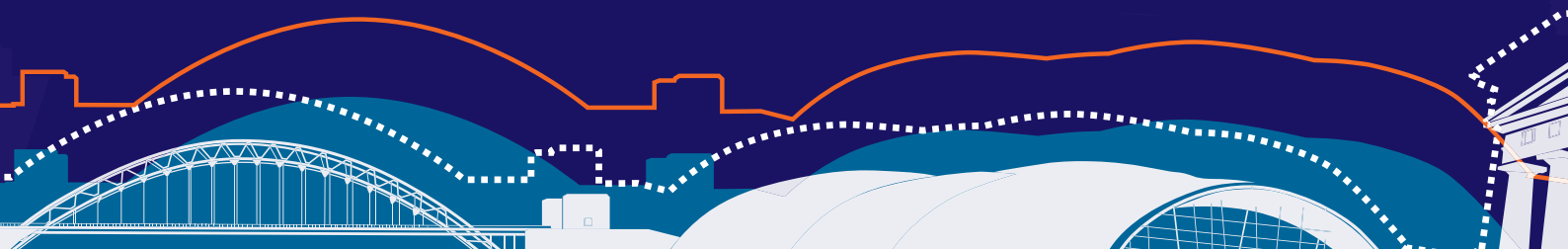
- ▶ Riverside Business Park, Newburn
- ▶ Derwenthaugh Industrial Estate, Gateshead
- ▶ Bede / Simonside, South Shields
- ▶ Templetown, South Shields
- ▶ Pallion, Sunderland

Interactive Maps

The suite of Interactive maps available provide the ability for users to plan preferred routes to the distribution and business parks highlighted on the individual destination maps using the Microsoft Bing mapping engine. The mapping system used initially was the Google maps engine, however when sense checked, it was found in some instances that the advisory routing was incorrect. After investigating and evaluating other available systems, the Partnership decided to use the Microsoft Bing mapping engine to replaced the Google engine. As part of the year 6 tasks, five other individual destination maps have been converted to the interactive style, these are:

- ▶ Team Valley South
- ▶ Washington Pattinson
- ▶ MetroCentre
- ▶ Rainton bridge
- ▶ Silverlink

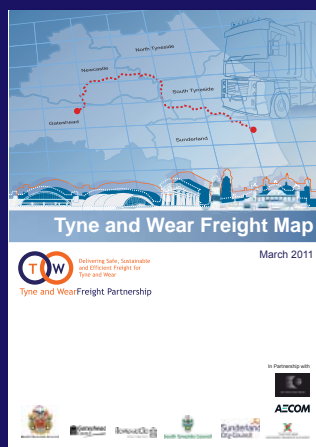
Additionally East Gateshead has been converted to complete the transition for the full suite of individual maps. The maps for other locations such as the Bridges, Port of Tyne, Port of Sunderland, Eldon Square and Northumberland Street do not lend themselves to be converted easily due to the layout of malls in shopping centres and the ports.



Highways Restrictions Map

This draft map designed to show the prohibitions / restrictions in Tyne and Wear went live on the website in March 2010 as a test page to allow the local authority engineers to check for accuracy. The mapping system was trialled for one month and comments were invited. The final version was launched on the website in May 2010 and has been a well received addition to the Partnership's mapping systems suite.

After consultation with local authority highways engineers in December 2010 it was agreed the level of detail on the map should be reduced, showing only the structures with regulatory road traffic signs (the map previously showed heights of all road structures in the region). The map is available to view at http://www.tyneandwearfreight.info/maps/restrictions/highway_restrictions_map.aspx



Regional Freight Map

This year the Regional Freight Map (both electronic and hard copy versions) has been updated and redesigned to incorporate a series of updates.

The latest version has seen the front and back cover redesigned to incorporate the Partnership's new branding and now includes additional freight destinations. The instructions on how to use the map have also been translated into German and Polish. The Partnership consulted with Local Authorities for accuracy of Road and Streetworks and Traffic Managers contact details and these have been updated as necessary. 71 key destinations in Tyne and Wear are now shown on the map along with 18 inset maps which show a more detailed view of a number of areas on the map.

Freight on Rail

The Partnership remains committed to promoting and fighting for improvements in rail infrastructure within the North East. Freight on rail has featured as a task in the business plan for several years, commencing with a baseline assessment of the freight transported to, from and through the area. In

Year 6 it was agreed that we should bring together organisations from the rail industry to plan a way forward for rail freight in the North East. It was envisaged that there would be two groups, the first to meet at a workshop to plan a strategy and decide which organisations would be the most suitable to invite onto a bigger second Partner Group to help drive forward plans to encourage rail freight improvements.

The workshop group meeting was held on January 24th at the AECOM offices in Newcastle. There was a significant amount of interest in joining the group from organisations such as Network Rail, DB Schenker, Rail Freight Group, Railfuture Northeast, Local Authorities, North East Combined Transport Activist Round Table, Oxford Rail Strategy, Port of Tyne and Wilton Transport. An action plan was created during this workshop to engage the relevant parties and organisations that will help drive forward the cause and it was decided future efforts should concentrate on 3 key themes. More details can be found on the website –

http://www.tyneandwearfreight.info/reports_meetings/meetings/minutes/minutes.aspx

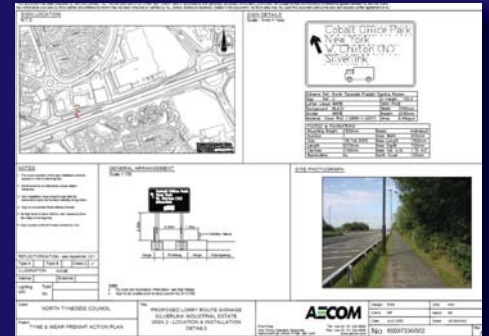
It was agreed at the workshop to organise a Partner Group meeting for March 2011 to enable momentum to be built and interest to be kept high.



Sign and Design Study

The Partnership is continually striving to reduce emissions, reduce kilometres and assist drivers in meeting delivery times. As part of the continuing signage programme, the Partnership has held meetings with Sunderland City Council to consult on strategies for signage of vehicles into and around the city. Successful signage strategies in the past include:

- ▶ Port of Tyne, South Shields, in partnership with South Tyneside Council and the Highways Agency
- ▶ Silverlink Industrial Estate, in partnership with North Tyneside Council



Lorry Parking

In previous years the Partnership has actively sought an appropriate site and location to implement a lorry parking facility within the region. An operator identified in the Gateshead area was in the later stages of negotiations for a 30 vehicle capacity site. However, they eventually decided against implementing a lorry park and pulled out due to a probable deficiency in revenue when compared to initial investment.

This year the Partnership was called in to consult with Nissan to find a solution to the issues of inappropriate HGV parking around the plant in Sunderland and to discuss the implementation of a lorry park to accommodate those problem vehicles. Nissan understood that their suppliers were responsible for the deliveries and the onus was on them as to the correct procedures for parking prior to delivery. As a preliminary step Trief kerbs (high and curved curbs) were installed by the local authority on Nissan Way which has significantly reduced the inappropriate parking and further involvement from Nissan was no longer required.

The Partnership thus has had to refocus its review of potential lorry parking facilities back to a location on the Tyne Tunnel Trading Estate. The site is near to the Strategic Route Network (A19), the Port of Tyne and the Tyne Tunnel. A site meeting was held at the proposed location on February 15th 2011 with the landlords, UK Land Estates. This meeting revealed that the area is partially covered with earth deposits (spoil) which would require removal. The site geography was explained and it became apparent that the access road would require a strengthening concrete raft to be built to support the heavier vehicles travelling over the network of underground cables. An additional factor to consider was the access issues and congestion during peak hours. In consultation with the LTP Team it was decided not to pursue lorry parking any further due to the prohibitive cost to improve the access and hard standing.

Freight Exchange Programme



It is perceived that online freight exchanges can provide a range of operational benefits to the hauliers involved; increases in load fill on vehicles travelling to and from the North East, enhanced business in looking for more opportunities, increased opportunities for back-loading, helping to establish more cost effective fleet management and reducing empty running.

Following investigation into various exchanges the preferred organisation selected was the Haulage Exchange which is reportedly the largest freight exchange in the UK. A reporting mechanism has been arranged with the Haulage Exchange which enables an overview of loads posted, collected and times logged on. Membership fees were initially paid for 6 months, which was later extended to 12 months.

Five operators were chosen to take part in the trial commencing November 2009. A page on the website is now dedicated to the trial by promoting links to the chosen Freight Exchange on the website.

The Partnership received funding this year from CIVITAS to help develop parts of the Action Plan and to help the Partnership to disseminate best practice to other parts of Europe. Funding from CIVITAS went towards:

- ▶ A Port Study
- ▶ Translation of a number of Partnership resources (based on Port Study findings)
- ▶ A European Freight Conference
- ▶ A search for Partners and site visits for knowledge exchange

Tyne and Wear European Freight Conference

A conference which was held in the Council Chambers at Newcastle City Council offices was well attended with 59 representatives from local authorities, operators, academics, students, and other organisations. Gary MacDonald of Newcastle City Council successfully moderated the event, introducing the speakers and the questions. Cllr Wendy Taylor opened the conference and highlighted pertinent issues in the region and in the UK followed by Brian Simpson MEP who gave the keynote speech.

John Hix of AECOM presented an overview of the Freight Operator Recognition Scheme (FORS), Thomas Kirpal of the City of Bremen discussed its perspective on urban freight and Magnus Jaderberg from the City of Gothenburg talked about involvement with the local freight network in urban planning. Thomas Zunder of Newrail at Newcastle University told the delegates of best practice, good practice and myths in urban freight and Sally Herbert from the City of Newcastle Council outlined the Plugged in Places programme, electric vehicle infrastructure and other related innovation in Tyne and Wear.



Question and Answers

The presentations were followed by a question and answer session. The panel of experts was formed by those who gave the speeches and covered such topics as longer and heavier vehicles, consolidation centres and technology in vehicles. Details of the questions and answers can be found on the conference notes on the website www.tyneandwearfreight.info

Workshops

Three parallel workshop discussion sessions were held after lunch, where delegates had the choice of attending one of three workshops:

- ▶ Access restrictions with a short presentation given by Justin Laney of John Lewis
- ▶ Routing and mapping with a short presentation given by Richard Toner of Eddis Transport
- ▶ Consolidation centres with a short presentation given by Sally Herbert of Newcastle City Council



Site visit to Bremen, Germany



Bremen became a Partner of the Partnership in August 2010 with the Partnership visiting Bremen in December 2010 to develop an understanding of freight related innovation.

Bremen has constructed a freight village on the outskirts of the City, designed to be an intermodal terminal which covers an area of 200 hectares with access to rail. The main enterprises are DHL and Kuehne Nagel.

Bremen has developed a car share scheme which allows anyone access to a car without needing to own one. The result is a more efficient use of resources, in reducing the energy consumption and CO₂ emissions.

In January 2009 a clean air zone for the City Centre was introduced to further reduce emissions. Operators entering into the city were required to sign a Fleet Wide agreement that they would assist in the enforcement of the zone. The programme is phased over 3 years with each vehicle given a badge to classify the level of emissions it produces. There were 3 levels allowed to enter the city, red being the heaviest emissions, yellow with medium emissions and green as the cleanest (euro 5 engines). Those with the Green badges now get preferential access for their vehicles.



Port Study

Over a seven-day period in June and July 2010, we interviewed drivers entering the region by sea. The purpose of the study was to identify two of the most commonly understood non-UK languages. The study collected information including the nationality of the vehicle, where they entered or were leaving the UK, whether they were empty on entering and leaving and where their delivery destination was located.

The report concluded that German and Polish are the most commonly spoken and understood languages. These results have now been utilised to translate the promotional DVD, parts of the website, the Regional Map and this Annual leaflet.

Contact the Partnership

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

Rachel McGraffin, Tyne and Wear LTP Core Team

Tel: **0191 211 6023**

Email: rachel.mcgraffin@newcastle.gov.uk

John Bourn, Tyne and Wear LTP Core Team.

Tel: **0191 277 8972**

Email: john.bourn@newcastle.gov.uk

