

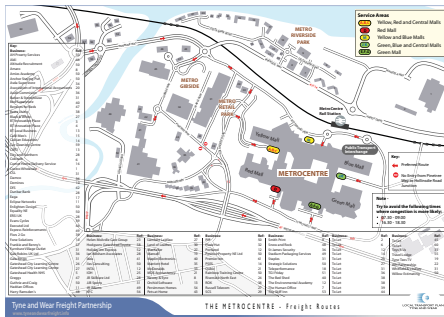


# Tyne and Wear Freight Action Plan

## Newsletter January 2010

### Mapping

#### Individual Destination Maps

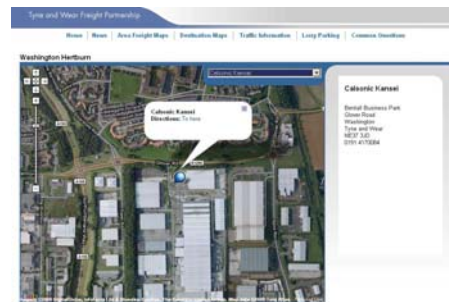


Embedding the maps is now at a stage where the maps can be sent out to all the companies located on the individual destination maps, this will occur in January. The

maps will be accompanied with a covering letter explaining the purpose of the partnership and about the maps. It will direct the company where to find the maps on [www.tyneandwearfreight.info](http://www.tyneandwearfreight.info) website. It will pay particular attention to the use of the maps for suppliers and clients.

#### Interactive Maps

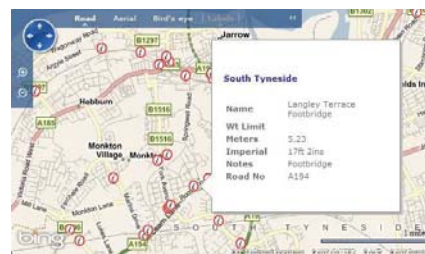
A draft version of the interactive map is now available for trial and is currently being tested by the Partnership before updating the remaining maps identified in the tasks for this year. The functions of the map include a drop down box to allow selection of specific companies, (once selected the company location is highlighted and zoomed in on), view of restrictions in and around the



area. In addition to this facility there is a routing function allowing users to plan their routes to the destination. A text box is displayed to type in the location of journey origin.

When the origin is entered an advised route to the location is shown.

#### Restriction Map



This year has seen a very exciting development of the original version of the map first produced in 2007. With the assistance of the Newcastle

City Council IT department the first draft is ready to be tested. The highways engineers are to be requested to sense check the information before the map going live on the Local Transport Planning (LTP) website in February.



## Freight Exchange Programme

Following extensive research into the services that are available in the market place, it was decided to use the Haulage Exchange. The trials have commenced and are to finish in May 2010, with four operating companies having agreed to participate in the trial. Haulage Exchange was chosen for the following reasons: It is one of the largest Freight Exchanges in Europe - market leaders.

- Acts as a matching service for suitable operators to try to not only pick up loads but develop ongoing working relationships.
- At the cutting edge of technology - members alerts of loads via email, SMS and push mobile data. An Innovative new 'Regular Runs' service (which allows posting of runs in a timetable format) which is then matched to consignors loads. This can also be used in a private capacity between operators only those operators can see the loads available.
- Encourages collaboration between operators, facilitates ongoing relationships with help in relation to disputes and contractual agreements.

The site can effectively monitor participant's use of the site and trading activity.

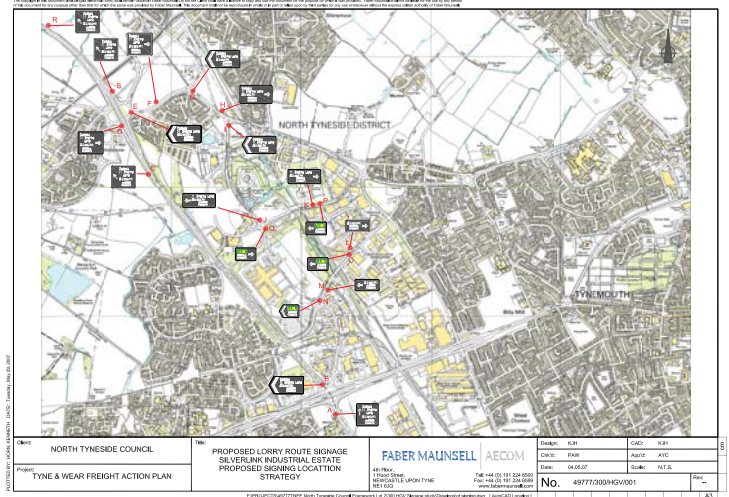
We will have regular updates on progress and benefits on the Tyne and Wear freight website, produce case studies following the trial and decide on the future of the trial in a report to be submitted to the Partnership.

## Freight Signage

A review meeting was held on November 5th and provided the following outcomes:

- HGVs drivers travelling towards the business parks from the A1058 and northwards from the tunnel were originally directed to the Holystone interchange. However, on review it was decided to direct them off the Silverlink roundabout to Silverlink. Improved circulatory on the Silverlink junction by the HA interim scheme will allow HGV vehicles to safely take this route. An updated design scheme is to be carried out to address the amendments, and re-submitted to North Tyneside Council.
- HGVs travelling south from Cramlington on the A19 are still to be directed off at Holystone.

- HGV's entering the area from the north via Holystone be will be directed along the A191 New York Road so they access the estate at the Silver Fox Way roundabout (and the reverse for exiting).



## Promoting the Partnership

### Website

Continual update of the website has seen the inclusion of the September meeting minutes and newsletter. The 20 updated individual maps have replaced the previous maps. A review has been carried to ensure all the contacts and links are working.

There have been 43,596 hits on the website (proving that the website is a well used resource and exceedingly valuable) with 1,108 of those from the Truck Information Point (TIP). The most popular pages visited on the website are traffic info, destination maps, freight map, lorry parking, common questions, news, contacts and links with other pages being viewed regularly. The most common pages viewed on the TIP are Traffic Info then Lorry parking.

### Tyne Tunnel Progress

Dredging work has been undertaken in sucking out the silt from the river bed. The residue is being pumped into Tyne Dock which when full will give the Port of Tyne an extra 14 acres of useable land for port operations. The dredging has now been completed and the programme is still on target to be completed in 2011.

The partnership sent out a newflash on behalf of TT2 to warn of the imminent closure of the connecting road



## Promoting the Partnership



from Jarrow, through the roundabout to access the tunnel, commonly known as the Hamburger.

An additional newflash was sent out on the unavoidable

closure of Howard Street Bridge in Jarrow taking place from 00.00hours on **Wednesday 6th January 2010** so that construction of the replacement road bridge, part of the A185 that crosses over the A19 close to the entrance of the Tyne Tunnel, can be finished. From 3rd February 2010 Howard Street Bridge will reopen to traffic, offering two lanes of bi-directional traffic initially, while finishing works take place.

## Civitas Update

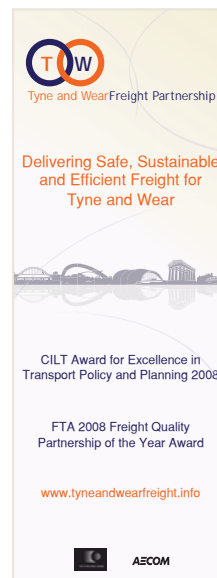
The Partnership has received favourable feedback from CIVITAS euro funding. This funding will allow extra work to be carried by the partnership helping the partnership to make its services applicable and available to European operators and drivers. Some further detail is required by the partnership to fulfil comments received. A meeting is to be held early January to address these comments.

## Evolution

### Branding/Image

The partnership has increased its awareness in the industry and as with every successful project/programme, it needed a brand. Several draft images were designed, to give a clear positive image and logo for the partnership. The final draft was submitted to the partnership which received authorisation to proceed with the purchase of the banner stand displaying the new logo and colour scheme. It is intended the website will be updated to reflect the new colour scheme and logo.

### Banner Stand



Graphics were designed and printed onto a banner stand which was launched and displayed at the recent Stakeholder meeting. The new logo was well received and feedback was positive.

## Get Involved

You are welcome to attend the next meeting, which is to be held on **Thursday March 11th 2010 at 10:30** in the **Newcastle Civic Centre, Collingwood Room**.

For more information please contact **Michael Page** by email on [michael.page@aecom.com](mailto:michael.page@aecom.com). Alternatively call Mike on **0191 224 6512**.

