



Tyne and Wear Freight Partnership Tyne and Wear Local Transport Plan Core Team, UK

Summary

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 operators, industry representatives, local authorities, the Highways Agency and local key stakeholder groups to facilitate delivery of an action plan targeted at improving the efficiency, safety and sustainability of freight.

Since the partnership was formed in 2005, a range of key outcomes have been achieved with an emphasis on improving the relationship between operators and local authorities. Key outputs include a freight routing strategy for Tyne and Wear, including the production of a strategic freight map and many bespoke destination maps, a review of signage in conjunction with the Highways Agency that has led to tangible improvements on the ground, the launch of a successful website and a review of lorry parking facilities and rail freight.

End-user area

- New buildings
- Refurbishment of buildings
- Transport and mobility
- Financial instruments
- Industry
- Legal initiatives (regulations, directives, etc)
- Planning issues
- Sustainable communities
- User behaviour
- Education
- Other

Target Audience

- Citizens
- Households
- Property owners
- Schools and universities
- Decision makers
- Local and regional authorities
- Transport companies
- Utilities
- ESCOs
- Architects and engineers
- Financial institutions
- Other

Technical

- Energy efficiency
- Heating
- Cooling
- Appliances
- Lighting
- CHP
- District Heating
- Solar energy
- Biomass
- Wind
- Geothermal
- Hydro power
- Other

Context

The Tyne and Wear Freight Partnership was set up as a mechanism for bringing together partners and organisations with an interest in freight transport, in order to promote more sustainable and energy efficient routing and distribution methods for freight. In particular road based freight.

The Socio- economic reason for the Partnership is to reduce freight distribution costs through information dissemination and partnership working leading to more efficient routes and road networks and a reduction in operator miles. This is intended to improve the operational efficiency in the industry

The technical reason for carrying out this project is grounded in the desire to facilitate the efficient movement of goods traffic in the conurbation to decrease the amount of route mileage and raise energy efficiency. The completion of 11 Tailored Freight Destination Maps has much aided this process, showing suitable detailed road networks around specific destinations. This helps to reduce conflict between Freight and other types of road user, in particular pedestrians.



Objectives

The objective of the Freight Strategy is to 'improve the efficiency, safety and sustainability of freight movement in the region and strengthen partnership working'. By doing this, there are both financial and environmental benefits to be gained, through increased energy efficiency and less road mileage. One of the ambitions of the partnership is also to work to a clearly defined action plan, focusing on the delivery of tangible outputs. Initiatives developed to achieve these objectives have to date included successful research and engagement with operators and excellent communication through the Tyne and Wear freight website in order to truly understand the needs of operators in the region. This website aims to capture all the work of the Partnership and act as a 'one-stop shop' for information and advice for freight operators. Whilst communication has been an important strategy to achieving the aims of the partnership, actions such as best practice bespoke, destination mapping, signage reviews, lorry parking audits and rail freight studies have been valuable in achieving the aims of the partnership.

In the future it is hoped to install a series of electronic information points that can be used by drivers before they enter the conurbation. These will provide a range of information designed to reduce conflict between freight and other road users; particularly for drivers unfamiliar with the conurbation. This is likely to lead to a reduction in un-necessary route miles and an associated improvement in energy efficiency and therefore sustainability of the supply chain.

Process

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 and energy efficient saving of route miles. 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 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. Importantly, there was a consensus that the Partnership should work to a clearly defined action plan, focussing on the delivery of tangible outputs. The consultation event also included discussions on potential 'Do Now' and 'Do Soon' tasks to be included in the action plan. It was agreed that tasks to be undertaken in the first year amongst others included establishing Freight Communication links, including quarterly meetings and a newsletter, and producing and marketing an advisory freight routing map. Other tasks included under the 'to Do Soon' category included promotion of driver training programmes and an assessment of the case for the development of a Freight Consolidation Centre.

Financial resources and partners

The third and most recent financial year of the partnership has had a cost of £95,500 (133,537Euro) attached to the implementation of the functional business plan. These costs have been covered by funding contributions from each of the 6 Local Transport Plan partners: Newcastle City Council, Gateshead Council, Sunderland City Council, North Tyneside Council, South Tyneside Council and the regional passenger transport executive (PTE), Nexus.

Although the local energy agency is not directly involved in this project, a wide range of other partners are involved in the project. 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 other than the plan partners who regularly attend the quarterly meetings include AG Barr, Co-operative group, Eddis Transport, Government Office North East, The Freight Transport Association, The Road Haulage Association and the Highways Agency.



Results

Although it is difficult to measure progress in kWh saved and costs reduced, many of the partnership initiatives have to date proven successful via the introduction of more energy efficient routing and delivery time savings; based around good information provision. The Tyne and Wear Freight Map was developed in close consultation with the Partnership, and identifies a suggested road freight network for the conurbation and shows the key destinations for freight traffic. The map was launched at a Freight Best Practice event in Sunderland in March 2006. So far 2000 copies of the map have been produced and distributed to local authorities, airports, transport operators and truck stops. Eleven tailored maps have in addition been produced for specific destinations, with a programme of development to produce eleven more maps in the financial year 2007/08.

Signage that is appropriate to freight is important to facilitate the effective movement of goods traffic in the conurbation. A review of signage with respect to freight destinations was carried out as part of the actions of the partnership. This led to a series of recommendations which are being taken forward by the partnership. One such recommendation has been endorsed by the Highways Agency/ North Tyneside Council and a detailed design specification has been developed – encouraging traffic to use the A191 (Holystone) junction and hence reducing traffic levels and congestion at the congested A1058 Silverlink Junction.



A further initiative to be developed shortly is a private sector lorry parking reciprocation pilot. The scheme will encourage companies to trade secure parking spaces at the depots of other operators, by providing space at their own sites. The pilot will include research into companies willing to enter reciprocal arrangements, including contact with operators connected with the Tyne and Wear Partnership, the Freight Transport Association (FTA) and Road Haulage Association (RHA). The current website will be amended to act as a platform for companies willing to trade/provide spaces. Its success can be judged on the number of spaces being made available for trading and on the take-up. The introduction of these schemes indicate that the partnership has been successful in achieving its aim of getting the support of relevant organisations as well as in improving the efficiency, safety and sustainability of freight transport in the region.

Lessons learned and repeatability

Throughout this project, communication and consultation has been an important key, for example the website launched in December 2006 had 32,500 hits by 5,600 individual users by June 2007. 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 this example and produce something similar. Well done'.

Consultation has also helped to inform policy across the conurbation, as the Tyne and Wear LTP Core Team commissioned consultants JMP to assess the quantity and benefits of priority lanes in Tyne and Wear.



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Consultation with stakeholders demonstrated strong support for greater standardisation of the priority lanes in order to promote more energy sufficient transport. The findings of this study are currently being reviewed.

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 – all elements which could usefully be replicated by other European partners.

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, and are therefore suitable for replication elsewhere in Europe.

- 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 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 a website;
- Review progress with the Partnership and consult with operators on the work undertaken to inform future direction;

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Printed reports or other literature available:

Title: 'Tyne and Wear Freight Partnership'

Cost: N/A

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