

# Sustainable Middlesbrough

a place for business



## A three year initiative to bring sustainable transport options to Middlesbrough will leave a lasting legacy on the town.

Middlesbrough Council successfully secured £1.2m of funding from the government's Local Sustainable Transport Fund.

Work carried out between June 2012 and this year has brought lasting improvements and inclusivity to resident and visitor transport options. These include:

### Access to Employment

In partnership with Middlesbrough College, the Town Rider bus service was created to serve both Riverside Park and Middlehaven; providing access to employment and education opportunities in an area where there previously wasn't a public transport provision. The service carries around 650 journeys per day; free to College students or 50p return for commuters.

For more information on the timetable and route, visit [connectteesvalley.com/data/timetables/TR1-TR2\\_CT\\_120213.pdf](http://connectteesvalley.com/data/timetables/TR1-TR2_CT_120213.pdf)

Work with Job Centre Plus in Middlesbrough has provided bus tickets for job seekers attending interviews and training opportunities, or to bridge the gap between starting a new job and being paid. Over 1,000 people have benefited from this offer.



### Cycling to Employment

Cycling is an increasingly popular mode of travel in Middlesbrough, and the LSTF project has enabled this to flourish further. There have been investments in infrastructure:

Longlands Road Phase 3 - Cargo Fleet Lane to Skippers Lane industrial estate

Ormesby Road phase 2 - Ladgate Lane to Southlands Centre

Ormesby Road phase 3 - Neptune Centre to Longlands Road

These schemes have created continuous cycle route links across this area of Middlesbrough to the Town Centre.

A flagship initiative to subsidise fleets of pool bikes for businesses has seen 339 bikes provided to 65 unique organisations ranging from independent retailers, to large employers.

Middlesbrough Bike Academy, based in West Lodge Albert Park (near the Dorman Museum) was established as a result of

the project. The Academy, in partnership with Middlesbrough Environment City, created a cycle maintenance training facility, working with job seekers to provide skills and qualifications to improve their employability. The Academy also refurbishes redundant bikes, giving them a new lease of life to be used for accessing education, employment and employment opportunities.

For more information, visit [menvcity.org.uk/mba](http://menvcity.org.uk/mba)

The town has seen cycle parking improvements made across the Borough at shopping parades and other public places.

If you are interested in receiving free cycle parking for your work place, please visit [middlesbrough.gov.uk/cycling](http://middlesbrough.gov.uk/cycling)

### Independent Travel Training

Working with people with learning difficulties, Independent Travel Training provides the skills and knowledge for people to undertake their own public transport journeys. This allows candidates to improve their independence, job and training opportunities whilst using a sustainable mode of transport. Over the funding period, 188 under 18s and 32 adults have benefitted from undertaking travel training.



### Travel Behaviour

Increasing people's awareness about the transport options they have has been integral in highlighting alternatives other than the private car. The British Cycling partnership enabled Middlesbrough to access a range of resources including the Skyride programme, which has been very popular over the last 5 years.

Outlined in the project submission; a pre and post funding survey was commissioned to assess the travel patterns of businesses across Middlesbrough - so that we could demonstrate the progress of the initiatives to the Department for Transport.

The results have been positive with an overall reduction in single occupancy car journeys to work, in favour of more sustainable modes.

### Countryside Access Management System

To further increase accessibility of walking in and around Middlesbrough, the Council wanted to improve on its existing systems for accessing and managing the walking network across the town, enabling the public to access information easily.

CAMS Web is an informative online resource which has a wealth of features such as route planning, fault reporting and monitoring. In addition to reporting issues on the network, it is also possible to manage volunteer groups and external contractors, assigning maintenance work to keep the network clean and usable. Following path surveys by volunteers, members of the public can directly input new furniture and record any issues they have discovered on the web, where it can later be reviewed and accepted by the Rights of Way Officer.

### Legacy

Although the funding for the Sustainable Middlesbrough project has concluded, the five Tees Valley authorities (in partnership with Tees Valley Unlimited) submitted a joint application to the Department for Transport to continue some of the aforementioned projects from April 1 2015 to March 31 2016. As a result, a proportion of £1.26m was awarded to allow the continuation of the Bike Academy, Independent Travel Training and further marketing of the Town Rider Bus Service in Middlesbrough.

### Audio Announcements

In order to improve bus services for the blind and partially sighted, audio announcement facilities will be available from Middlesbrough bus stops. The announcements are activated via NFC (Near Field Communication) interaction with appropriate mobile phones and tablets, and will notify the user to know when the next bus is due at the given stop, the service number and destination.



### Cycling

The British Cycling partnership has concluded. However, there are still social cycle rides, organised by volunteers and cycle groups in the area.

To find out more about free guided rides, please visit [goskyride.com/Middlesbrough](http://goskyride.com/Middlesbrough)

British Cycling will also continue to have a presence in the area with the creation of the Velodrome at Middlesbrough Sports Village. The Velodrome is being funded by Middlesbrough Council and British Cycling, and is expected to be completed in late 2015.

### Personalised Travel Planning

Finally, as part of the new funding programme, one of the elements involves Personalised Travel Planning (PTP). PTP will be offered to households in certain areas, for them to assess the viability of incorporating sustainable transport choices in to the daily routine. In Middlesbrough, 3,300 properties will be targeted in areas of Acklam, Hemlington, Coulby Newham, Marton and the new housing developments located close to the Middlesbrough Sports Village.

The dedicated team will be working across the town in August, and will be armed with information and advice. Please look out for them in your area. If you are not at home, they will leave a calling card which you can use to arrange a follow up visit.

Not all properties in the Borough will be visited, but if you are interested in finding out more about sustainable transport across the Tees Valley, please visit [connectteesvalley.co.uk](http://connectteesvalley.co.uk)

Travel to work survey information - comparison between 2012 and 2014 (pre and post funding period)

