

# Why we did it

- Initial survey 2005
- Identify barriers
- Breaking down barriers
- Changing perceptions

“No buses go my way”

“I do not have the confidence to cycle to work”

“**Public Transport is confusing**”

“I want a direct bus”

“Purchasing tickets is difficult”

“Buses never turn up”

“I would like someone to talk to”

“Too Expensive”

“I do not own a bike”

# Getting Started

- First Travel Co-ordinator
- Postcode Plotting
- Transport operator negotiations/tickets
- Infrastructure improvements/co-ordination
- Bus stop information
- Full Range of travel tickets



**Travelling by bus at Cobalt**

Where do you want to go?

Destination	Bus Route
Alnwick	100
Alnwick	101
Alnwick	102
Alnwick	103
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Alnwick	198
Alnwick	199
Alnwick	200

Travelling by bus at Cobalt



**Buses From Stop T**

**XE** Whitley Road, Station Road, Coast Road, **Newcastle (Haymarket)**

**XB** Shiremoor, Basethorn Park, **Whitley Bay**, Merston

**XD** North Tyneside Hospital, Merdon, **Whitley Bay**, Basethorn Park

**19** **Northumberland Park**

**53 (on peak)** Shiremoor, Killingworth, Greenfield, **Blyth**

**56 (peak)** Shiremoor, Killingworth, Gosforth, **Newcastle (Haymarket)**

**80** North Tyneside Hospital, Eddy Mill, **North Shields**

**308** North Tyneside Hospital, Whitley Bay, **Blyth**

**318** Seaton Delaval, Greenfield, Berlington, **Ashington**

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**Times of buses from Stop T**

Monday - Friday	Saturday	Sunday
07:00	07:00	07:00
07:15	07:15	07:15
07:30	07:30	07:30
07:45	07:45	07:45
08:00	08:00	08:00
08:15	08:15	08:15
08:30	08:30	08:30
08:45	08:45	08:45
09:00	09:00	09:00
09:15	09:15	09:15
09:30	09:30	09:30
09:45	09:45	09:45
10:00	10:00	10:00
10:15	10:15	10:15
10:30	10:30	10:30
10:45	10:45	10:45
11:00	11:00	11:00
11:15	11:15	11:15
11:30	11:30	11:30
11:45	11:45	11:45
12:00	12:00	12:00
12:15	12:15	12:15
12:30	12:30	12:30
12:45	12:45	12:45
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15:00	15:00	15:00
15:15	15:15	15:15
15:30	15:30	15:30
15:45	15:45	15:45
16:00	16:00	16:00
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22:00	22:00	22:00
22:15	22:15	22:15
22:30	22:30	22:30
22:45	22:45	22:45
23:00	23:00	23:00
23:15	23:15	23:15
23:30	23:30	23:30
23:45	23:45	23:45
24:00	24:00	24:00

For more information visit [www.northumbria.gov.uk](http://www.northumbria.gov.uk)

Northumbria Transport Services  
1 Blyth RD 6627  
Newcastle upon Tyne, NE4 6BE



# Improving Connections



# Travel Centre

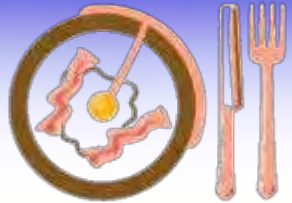
- Open 8:00 – 17:00 Mon-Fri
- Pool bikes
- Information point

## ***Ticket Office***

- 2 for 1 GNE
- GNE 10 Journey Pass
- Arriva 10 Journey Pass
- Network Tickets corporate scheme discounts



# Cycling & Walking



Cyclists  
Breakfast



Winterise  
Your Bike



Big bike ride



Travel plan



Adult  
Cycle  
Training



Emma Spence

Get Active North Tyneside Project Co-ordinator



# Marketing & Promotion

- Newsletters
- Roadshows
- What's On
- Offers
- Discussion forum
- Community TV
- Car Share



- Football Teams
- Tai Chi
- Running Club
- Walk Group
- Cycle Group
- Netball
- Social nights

more  
Travel

Cobalt



**On-Site Bus Stops and Bus Services**

33 Whitley, Whitley Way	33 Newcastle
10 Northumberland Park	19 Ferry Road, North Shields
80 North Shields	21 North Shields
330 Cobalt (North)	230 Newcastle
308 Blyth	304 North Shields
218 Ashington (Via Sea View)	313 Cobalt (North)
308 Cobalt (North)	308 North Shields
33 Deans Park, Whitley Bay	43 Newcastle
34 Newcastle	74 Newcastle
10 Northumberland Park	10 Ferry Road, North Shields
32 Blyth	32 Whitley Bay
55 Newcastle	76 North Shields
40 North Shields	40 Newcastle, Midland
308 Blyth	420 Cobalt (North)
218 Ashington	418 Cobalt (North)
	300 Newcastle
	304 Ferry Road, North Shields
33 Blyth	33 Whitley Bay
49 Newcastle	49 North Shields
43 Newcastle	43 Newcastle, Midland
330 Cobalt (North)	330 Newcastle
33 Deans Park, Whitley Bay	40 Newcastle
34 Newcastle	34 Whitley Bay
33 Northumberland Park	23 North Shields
50 Blyth	19 Ferry Road, North Shields
20 Newcastle	20 Newcastle, Midland
30 North Shields	30 Newcastle
308 Blyth	313 Cobalt (North)
218 Ashington	

FreeZone

• Travel FREE throughout the park on any bus with your FreeZone pass

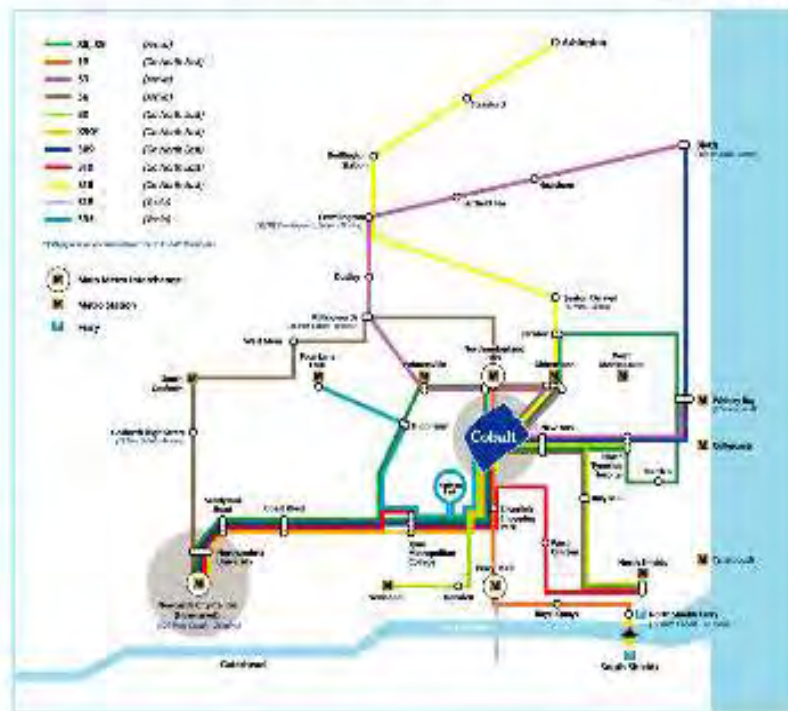
It's never been easier  
to get to work

**More Buses**

- Nearly 1,000 bus journeys connect you to Cobalt
- 458 direct bus journeys pass your employers' doorstep\*
- Buses from 6am till midnight
- Gold Standard Cobalt Clipper 309 every 15 mins
- X90 Commuter Club – Newcastle to Cobalt in only 15 mins
- Great deals on tickets



\* All information correct as time of print



more  
Travel

Cobalt



### More Connections

- Nearest metro less than 5 mins on 19 shuttle service
- 6 shuttles per hour from Northumberland Park Interchange\*
- 4 shuttles per hour from Percy Main Interchange
- Meets every ferry from South Shields

\*Morning peak only 15 mins throughout the day thereafter, subject to change by operator

# Half price petrol!

See how much money you can save with our travel cost calculator



### More Cycling



Cycle Journey Plan



Adult Cycle Training



dr.bike



City Bike Hire



Pool Bike

### Car Share

10,000 staff travel to Cobalt from all over the region from as far as Northumberland and County Durham. We can help you meet your match!

Register Today! [www.morecobalt.co.uk](http://www.morecobalt.co.uk)





Public Transport 	Car Share 	Cycle 	Walk 	Car 
 15 minute journey	 20 minute journey	 42 minute journey	 105 minute journey	 20 minute journey
 £12.63 per week	 £6.73 per week	 £1.54 per week	 £0.00 per week	 £13.46 per week
 2.00 CO2 per day	 2.13 CO2 per day	 0.00 CO2 per day	 0.00 CO2 per day	 4.26 CO2 per day
 0 Calories Burnt	 0 Calories Burnt	 287 Calories Burnt	 560 Calories Burnt	 0 Calories Burnt

Get to work guide

01/09/2011

Travel Plan Newcastle

NE1



### Travel Plan

From St Marys Place take either the Go North East X90/309 or Arriva X8/X9 service direct to Cobalt.

The Go North East X90 service is the fastest way to get to Cobalt from Newcastle. As well as friendly drivers and comfy seats you also get a morning and evening paper on this service.

(This service runs 3 times in the morning and 3 times in the evening)

Total Journey Time  
(minutes)

15

### Timetables

All Cobalt bus timetables are available from your reception desk and to download at:

[www.morecobalt.co.uk/buses/](http://www.morecobalt.co.uk/buses/)

### Journey Overview

Annual Miles 3360

Annual Travel Pass Cost £656.75

Use your season ticket for unlimited travel throughout the year.

Contact the Cobalt Travel Team to request your

**FREE WEEK TRIAL PASS**



A Network One 2 zone (zone 2&1) ticket suitable to cover your journeys to and from Cobalt (and into Newcastle) on the metro and any bus service.  
7 day£19.40, 28 day£68.30, Annual £657.75

If you use a Go North East bus to travel to Newcastle you can buy weekly and monthly passes for unlimited travel on all Go north East services. Annual pass £500.65 (usual £589), 28 day £51.30, 7 day £13.95

Annual Cost £656.75 Pro rata / week £12.63

## FreeZone

Hop on any bus within the zone boundary and travel anywhere in the park for Free.

With hundreds of buses a day, it has never been easier to travel around the park by bus and take advantage of a number of interchange possibilities. For more info email :

[info@morecobalt.co.uk](mailto:info@morecobalt.co.uk)



Park & Ride from Northumberland Park Metro Station parking £1 per day, £2.30 return R19 connection (4 minutes journey to Cobalt)