

Annual Report 2015/16



Glossary

Financial Terms

Capital Grants Deferred	An unusable reserve which is created when Grant funding is used to acquire fixed assets. Capital Grants Deferred are released to the Income and Expenditure Statement to match the depreciation costs associated with the assets they were used to finance.
Grant	Grants made by the Government towards either capital or revenue expenditure to support the cost of the provision of services. These grants may be specifically towards the cost of particular schemes or to support general revenue expenditure.
Levy	A grant paid to Nexus by the Local Authorities in Tyne and Wear to help finance its general expenditure. Also referred to as 'NECA grant'.
Nexus' net revenue expenditure	The amount of operating expenditure that Nexus incurs in the provision of public transport services after taking account of central government grants, external income from commercial activities and the release of capital grants deferred.
Non-grant Income	External Income, 'income from commercial activities and other non-public sources'

Other Terms

(TW)ITA	(Tyne & Wear) Integrated Transport Authority (the ITA): the predecessor body to the NECA
NECA	North East Combined Authority: the Local Transport Authority covering the seven areas comprising Northumberland, Durham, Gateshead, Newcastle, North Tyneside, South Tyneside and Sunderland
Local Transport Plan (LTP)	The Local Transport Authority's statutory plan setting out its policies and objectives for transport provision in its area. NB Currently there are 3 LTPs in the NECA area for Northumberland, Durham and Tyne & Wear. Work is underway to prepare the Transport Plan for the North East, the first LTP to cover the whole of the NECA area.

Bus Strategy	The subsidiary document to the Tyne and Wear LTP related to the LTA's strategy for the delivery of bus services in its area, including for example relating to the provision of secured bus services.
Secured Bus Service	A local bus service operated by a commercial operator but funded by Nexus following a competitive tendering process. Also known as a tendered service, a subsidised service or a socially necessary bus service.
Resource board	A form of secured service whereby the contractual obligation is based on a number of hours rather than a fixed route.
Commercial Service	A local bus service operated by a bus company which is usually commercially viable, and is therefore run without financial subsidy from Nexus
ENCTS	The English National Concessionary Bus Travel Scheme is a national scheme by the Department for Transport (under Concessionary Bus Travel Act 2007) which is run in conjunction with Local Transport Authorities and Passenger Transport Executives across England whereby residents who have attained the state pension age, as well as eligible disabled people, are provided with free off-peak bus travel on weekdays and all day at weekends and Bank Holidays. The ENCTS is a statutory obligation that is placed on Nexus to reimburse commercial bus operators who themselves are statutorily obliged to carry ENCTS pass holders
POP Card	A smartcard that allows the holder to pay for public transport using a plastic card that can be read by machines on stations and vehicles.
Under 16 Pop Card	Children who live in Tyne and Wear and are aged 5 to 15 on 31 August before the start of the academic year are entitled to an Under 16 Pop card. This lets them travel in Tyne and Wear at concessionary child fares.
Gold Card	A product that can be bought by those eligible for ENCTS travel and loaded onto the ENCTS smartcard used for bus travel which allows travel on Metro, Shields Ferry and Northern Rail services between Newcastle and Sunderland without further payment.
TVM	Ticket Vending Machine. These are the machines introduced during

	our recent Ticketing and Gating project from which Metro customers buy Metro Tickets
VLV	“versus last year”, shows how a figure for this year compares with one from the previous year
Pax	Abbreviated form of “Patronage”
Moving annual patronage	Used within this report to show patronage the total patronage over the last year at that point in time. When plotted over time, it produces a flatter line, which reduces abrupt pattern changes caused by short-term fluctuations.
Take-up rate	The proportion of people eligible to apply for a particular concession or service who actually make use of it.

Introduction

Nexus is the Tyne and Wear Passenger Transport Executive (PTE) established under the Transport Act 1968 (as amended) and administers funds in order to implement local public transport policies in Tyne and Wear on behalf of the North East Combined Authority (NECA). On 14th April 2014 the NECA was created by Order of the Secretary of State under sections 84, 91 and 93 of the Local Transport Act 2008(a) and sections 103 to 105 and 114 to 116 of the Local Democracy, Economic Development and Construction Act 2009(b). At the same time, the NECA's predecessor body, the Tyne and Wear Integrated Transport Authority (the ITA) was abolished, and its functions, properties, rights and liabilities were transferred to the NECA.

Our mission statement is 'Supporting the economy and the environment through better public transport services'.

Working within the policy remit set for us by the NECA, and in accordance with the Tyne and Wear Local Transport Plan developed by the ITA and its local partners, Nexus plans, promotes and provides public transport to improve the economic prosperity of Tyne and Wear, and the daily lives of its people. There are few people living in Tyne and Wear whose daily lives are not touched in some way by public transport, and therefore the activities of Nexus, through getting people to work, children to school, students to colleges, allowing access to shops, medical facilities or leisure attractions.

At a time of increasing pressure on public sector funding, the next year will be a period of business change and innovation for Nexus as we strive to continue to deliver improvements in public transport, seek to secure the future of Metro, enhance the provision of local rail services and establish a new way of delivering local bus services, with value for money in our use of available resources at the heart of all of this.

Our Corporate Business Plan for 2016/17 provides direction during this critical period of change. The Plan has three key themes, derived from the objectives set for us by the North East Combined Authority. Three themes to drive everything that we do:

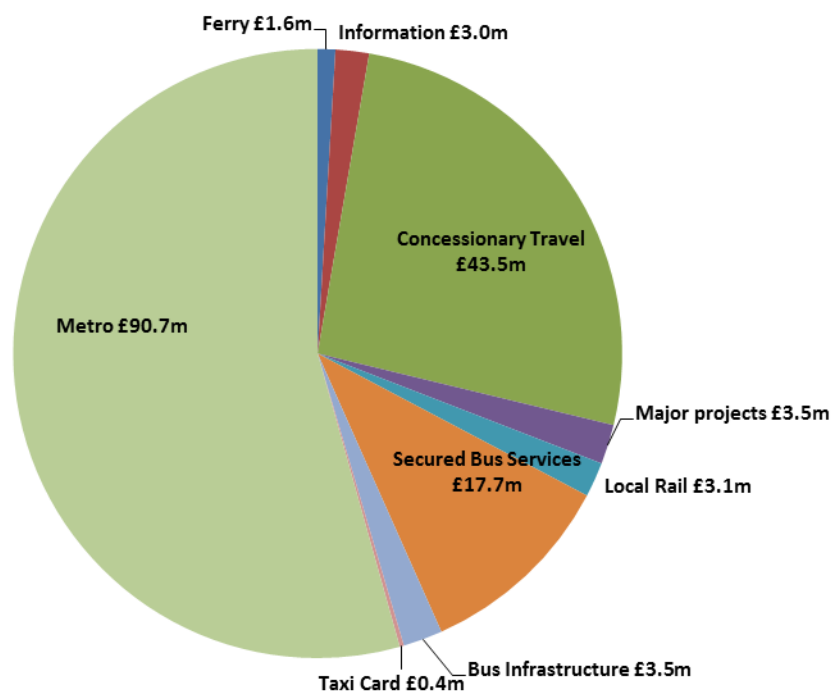
- Improve public transport today
- Prepare for the future, and
- Be an effective delivery agent for the NECA.

Nexus Gross Revenue Expenditure 2015/16

Nexus' gross revenue expenditure during 2015/16 amounted to £167.0m.

The chart below shows where Nexus spends its revenue budget, clearly illustrating that in gross expenditure terms, the largest service is Metro, followed by Concessionary Travel and then Secured Bus Services with the residue of funding spent on a variety of different services for example provision of travel information, bus interchanges, and the cross Tyne ferry.

Nexus Gross Revenue Expenditure 2015/16 (£167.0m)



Nexus Gross Income 2015/16

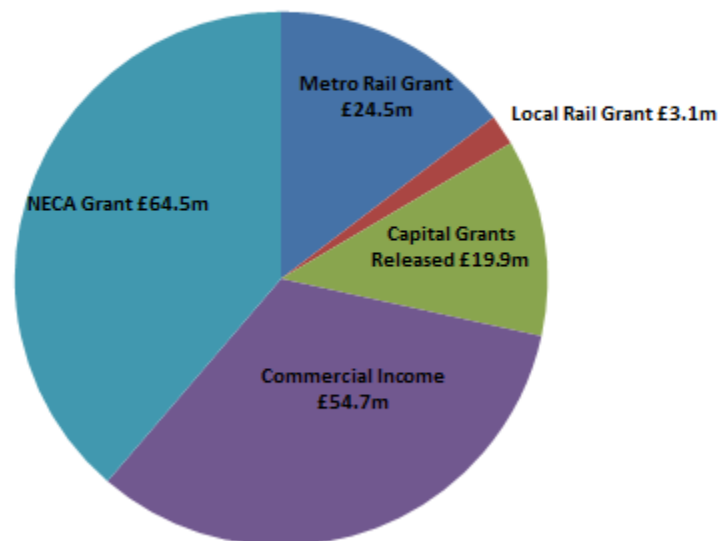
Nexus' gross income in 2015/16 amounted to £166.6m, comprising:-

- Grant funding from the North East Combined Authority
- Direct grant from central Government mainly to support operation of the Metro (the Metro Rail Grant) and local rail services (Rail Administration Grant);

- Commercial revenue generated from customers who use our services (the majority of which is generated from Metro fare revenue); and
- Capital Grants Released. An unusable reserve is established when a fixed asset that is funded by Government grant is created. The reserve is released from the balance sheet in order to match depreciation charges posted to the revenue account that reflect the use of the asset in the provision of services.

The chart below shows how this income was generated:-

Nexus Gross Income 2015/16 (£166.6m)



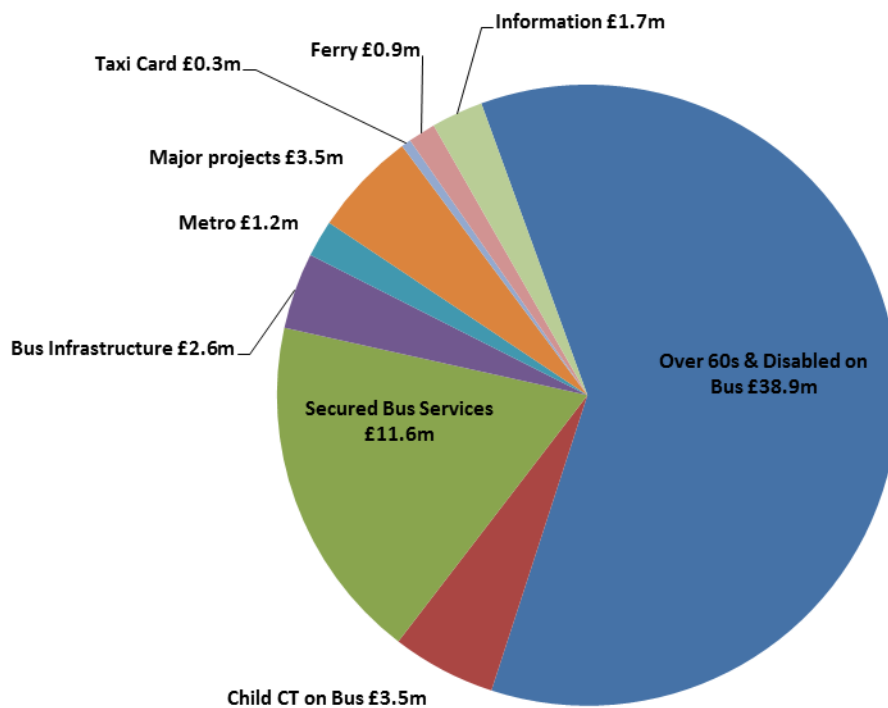
The Tyne and Wear Transport Levy 2015/16

In January 2015, the NECA agreed a budget and then issued a transport levy to the constituent councils within Tyne and Wear so as to meet a proportion of its liabilities/expenses for 2015/16. The apportionment of the levy is calculated by reference to the total resident population of each Council. This is done in accordance with Section 7(5) of the Transport Levying Bodies Regulations 1992. In the case of Tyne and Wear, the NECA set a levy for the financial year 2015/16 of £67.2m, of which £64.5m was as a grant paid to Nexus in order to execute the policy decisions of the NECA.

Much of the grant from the NECA is used by Nexus to fund the reimbursement of concessionary fares, the majority of which is a mandatory statutory requirement (the ENCTS). The remainder of the grant from the NECA is spent on contracting and administering Secured Bus Services, the local contribution to Metro (primarily used to support the Gold Card concessionary fares scheme), the cross Tyne ferry and other things such as the provision of public transport information and bus infrastructure.

The chart below shows where Nexus spends the funds it receives through the revenue grant it receives from the NECA:-

Nexus Levy funded expenditure 2015/16 (£64.2m)



Activity Analysis

This section provides a breakdown and analysis of activity across the following areas of public transport service provision in Tyne and Wear:-

Services

1. All bus services
2. Secured bus services
3. Concessionary Travel on Bus (ENCTS)
4. Under 16 (U16) Concessionary Travel on Bus
5. Metro patronage
6. Gold Card Concessionary Travel on Metro
7. Under 16 (U16) Concessionary Travel on Metro
8. Bus Infrastructure
9. Public transport information
10. Ferry services
11. Local rail Services
12. TaxiCard Services

1) All bus services

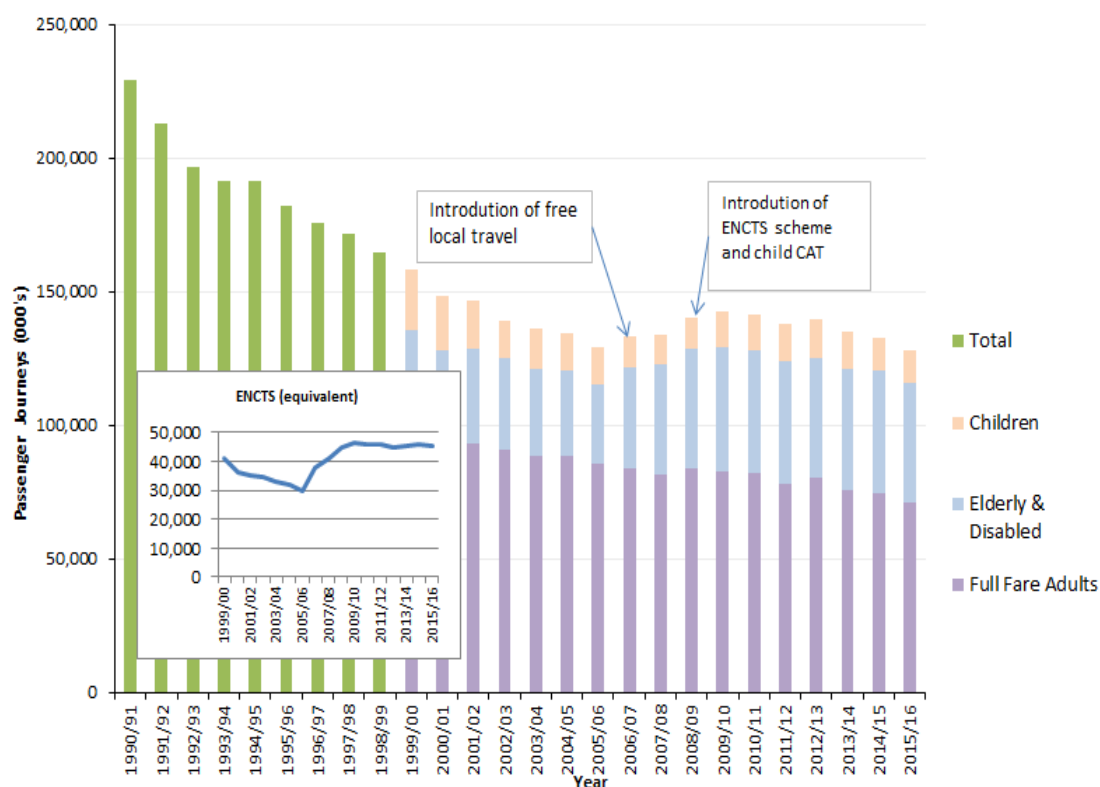
a. Overview of bus passenger boardings

During 2015/16, 128.4 million passenger boardings were made on bus services in Tyne and Wear, which represents a decrease of -3.3% on the previous year¹.

The table below provides a more detailed breakdown of the bus market across Tyne and Wear in recent years.

Passenger Type (Boardings 000s)	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	Change Vol	Change %
Adult	82.245	78.169	80.103	75.721	74.392	70.875	-3.517	-4.73%
ENCTS	45.992	45.899	45.038	45.574	45.940	45.179	-0.761	-1.66%
Child	13.383	14.026	14.436	13.681	12.388	12.339	-0.049	-0.39%
Total	141.620	138.094	139.577	134.977	132.720	128.393	-4.327	-3.26%

As shown below, 2015/16 performance is largely in line with the long term trend of decline in the adult market, although the child market performed better than recent years.



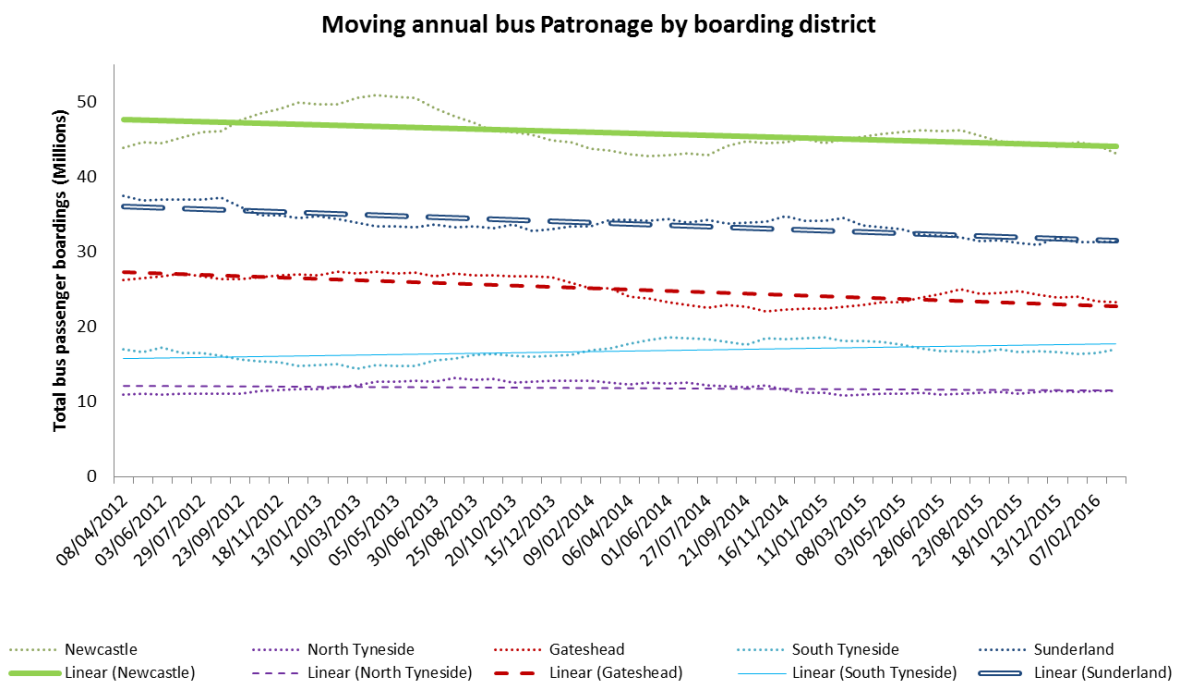
rs.

¹ For ENCTS journeys, Nexus uses estimates derived from its Continuous Monitoring Surveys (CMS). Now that smart data is available to complement this information, it is apparent that the survey data is producing ENCTS patronage that is in excess of smart boardings. Reimbursement is made by Nexus to bus operators in relation to the number of smart boardings.

b. All Bus passenger boardings by Council Area

The chart below plots the moving annual bus patronage (explained in the glossary), showing the long term trend of total bus patronage boardings by Council Area. Although there is some variation year on year, the long term trend of decline is evident across Districts.

As with previous years, in this data set the patronage boarding location is defined by the origin of a journey. That is, a journey from Newcastle, irrespective of journey destination or passenger home district, is classified as a Newcastle journey. Whilst Nexus' patronage data is based upon a robust methodology with statistically robust samples, some fluctuation will occur in the trends observed. Therefore, the following graph shows the four-year linear trend as well as the moving annual patronage.

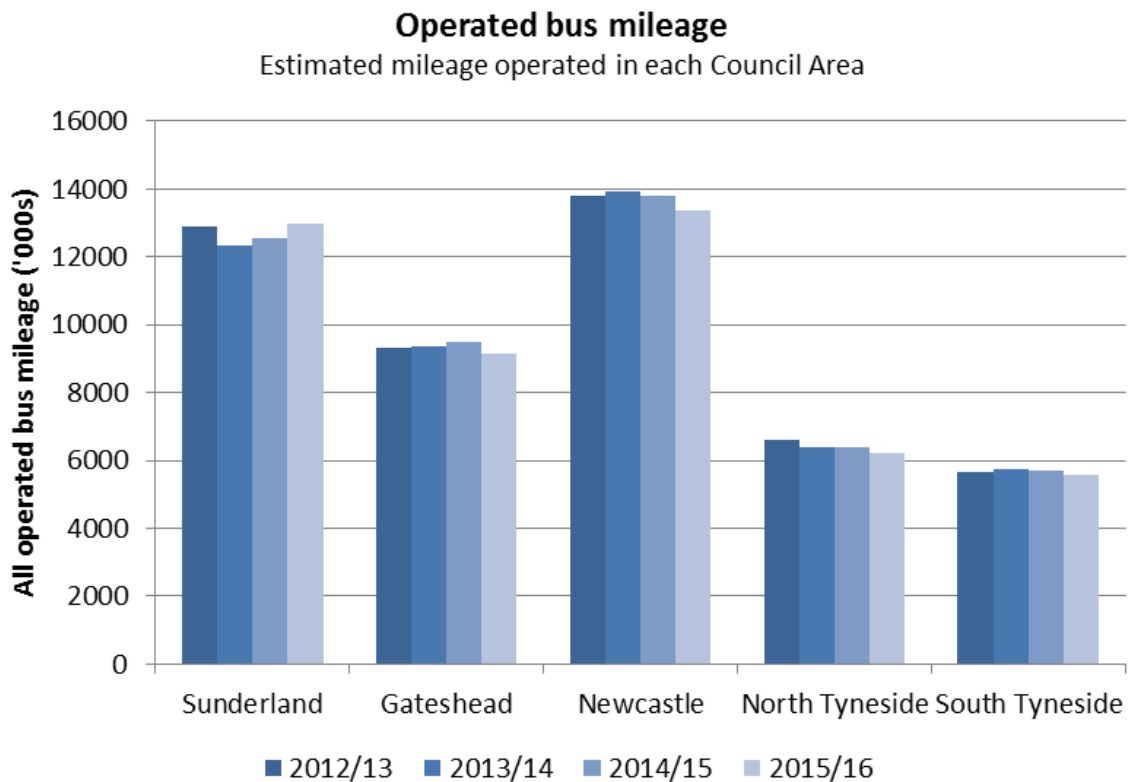


Nexus has analysed the Council Area that passengers live in, compared to the location they boarded and it is evident that a sizeable number of 'cross boundary' journeys are undertaken. This is shown in the table below and includes trips made by residents from outside of Tyne and Wear, highlighting the fact that the levels of cross-boundary travel varies greatly by Council Area.

		Board in					
		GH	NC	NT	SL	ST	Outside T&W
Live in	GH	79.6%	4.7%	2.4%	2.0%	1.7%	3.7%
	NC	6.5%	78.4%	15.3%	0.6%	0.3%	10.3%
	NT	1.7%	6.4%	73.8%	0.2%	0.6%	13.5%
	SL	5.6%	0.8%	0.8%	85.9%	3.4%	5.7%
	ST	3.9%	1.1%	3.0%	4.0%	93.5%	0.7%
	Outside T&W	2.7%	8.6%	4.7%	7.3%	0.5%	66.0%
	Check	100%	100%	100%	100%	100%	100%

c. Operated bus mileage

The DfT publish figures for vehicle miles operated at a regional level with lower level estimates for each area shown below.



2) Secured bus services

a. Tyne & Wear overview

During 2015/16, the number of journeys made on secured bus services fell by an estimated 0.763m, a -9.4% decrease compared to the previous year across Tyne and Wear as a whole. Total mileage operated on a secured services basis also decreased, by -5.8%.

Passenger type Boardings (000's)	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	Change Vol.	Change %
Adult	4,033	4,328	3,951	3,946	3,798	3,487	-310	-8.2%
ENCTS	2,878	3,062	2,383	2,462	2,180	1,903	-276	-12.7%
Child	2,066	2,222	2,160	2,361	2,127	1,951	-176	-8.3%
Total	8,977	9,612	8,494	8,769	8,104	7,341	-763	-9.4%
Total mileage (miles 000's)	n/a	n/a	n/a	n/a	5,880	5,537	-343	-5.8%

Key changes in secured services patronage and mileage across Tyne and Wear in 2015/16 were as follows;

- Almost 80% of the reduction in operated mileage and passenger boardings was due to the commercialisation of routes. A large proportion of this resulted from the commercialisation of Quaylink services operating in Gateshead and Newcastle. Passenger journeys on secured Quaylink services fell by over 0.450m (-49% compared to previous year) and mileage by 0.140m (-33%).
- Passenger boardings fell by -2.5% compared to the previous year on secured services where the routes operated remained largely consistent with the previous year. This is a slightly lower rate of reduction than that seen on commercial services.

b. District level overview

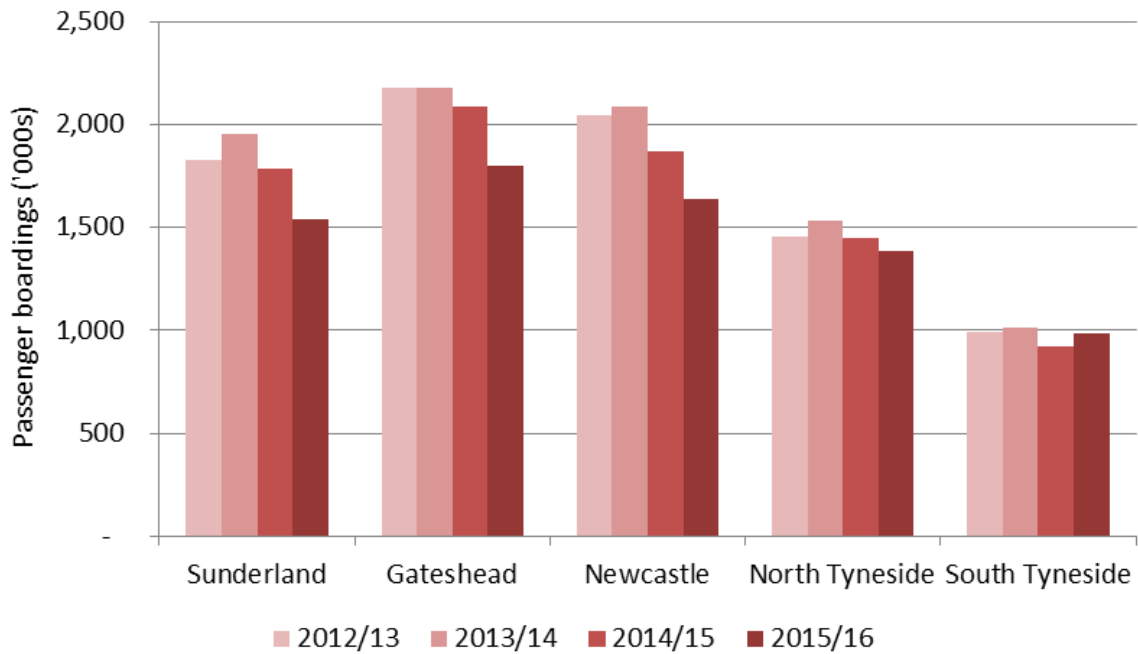
The estimated number of passenger boardings and mileage operated for secured services provided in each Council area is shown below.

The majority of declines in secured services patronage and mileage in Newcastle and Gateshead can be accounted for by changes to the commercialisation of Quaylink operations.

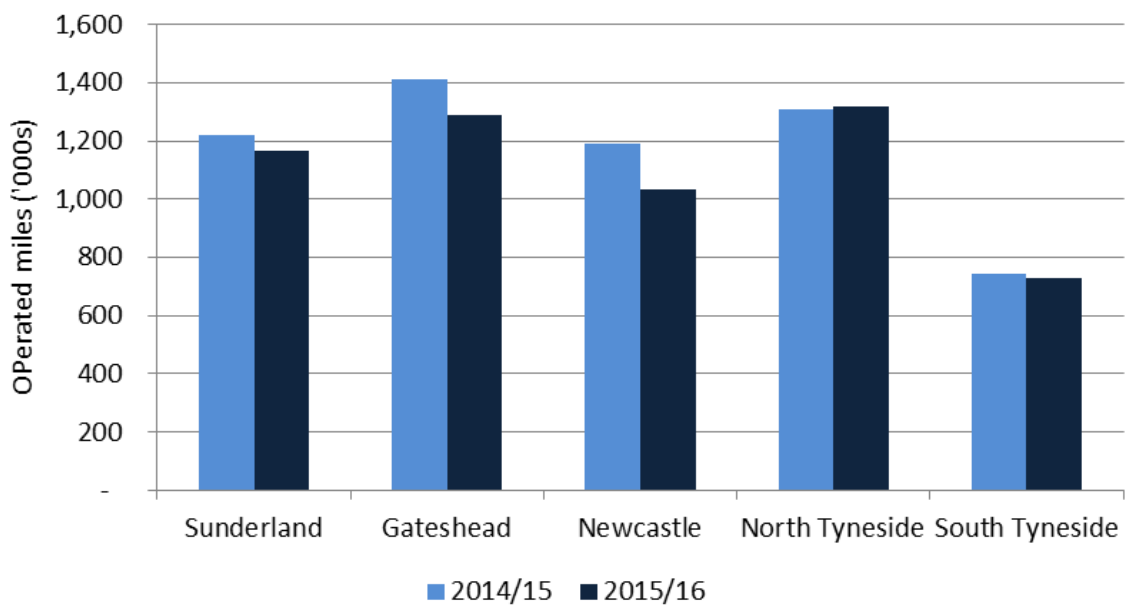
The majority of the decline in operated secured services mileage in Sunderland was due to the commercialisation of the 79/79A routes operating in the area and a reduction in patronage on the service 73.

There were no significant changes to operated mileage or patronage on secured services in North Tyneside or South Tyneside.

Secured Services patronage Estimated boardings by Council Area



Secured Services operated mileage (Including all operated mileage) Estimated mileage operated in each Council Area



3) Concessionary Travel on Bus (ENCTS)

a. Background

English National Concessionary Travel Scheme (ENCTS) pass holders have had their journeys on bus recorded using smart-enabled technology since October 2011. These journeys are stored in a database which can be interrogated and analysed alongside the more traditional Continuous Monitoring Survey data. Notwithstanding the comment made in relation to estimates of passenger numbers (refer to Section 1 of this report – All bus services) the estimates of ENCTS patronage below are still based upon survey data in order to maintain consistency with estimates for other passenger groups. However, the smartcard data is better able to estimate the proportion of trips made by residents from each area with reference to the post code of the pass holder.

b. Proportion of ENCTS journeys made by residents from each district

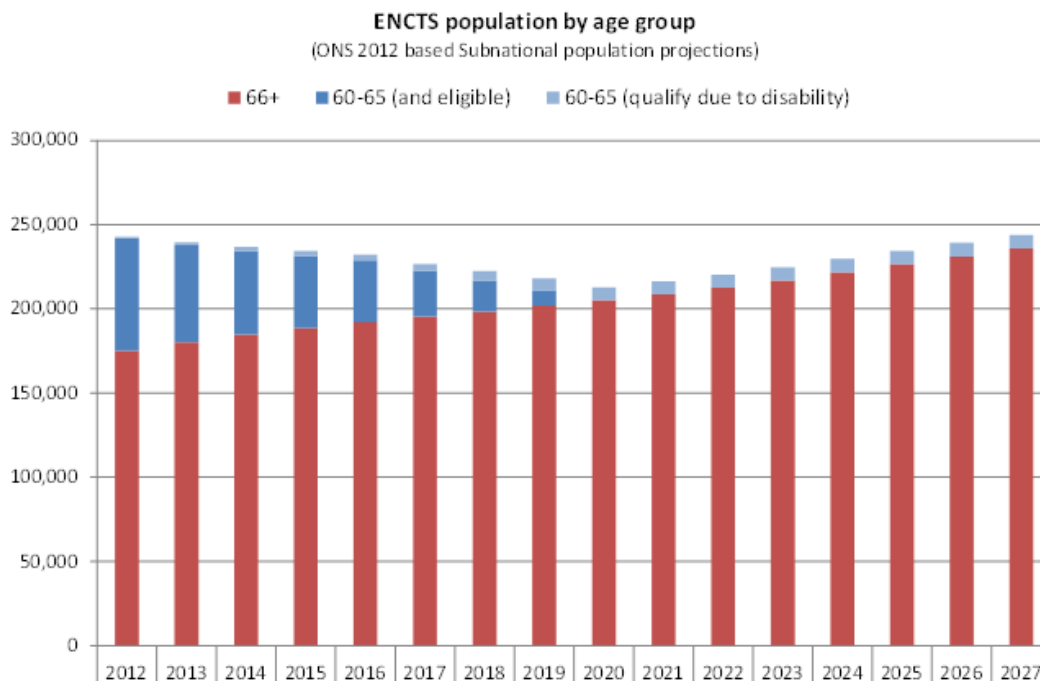
Analysis of the passenger's home district for each ENCTS journey made gives the following results:-

Resident of	Journeys 2014/15 (000s)	Journeys 2015/16 (000s)	Change %	2014/15 Proportion of all trips by T&W resident in...	2015/16 Proportion of all trips by T&W resident in...
Sunderland	12,244	12,002	-2.0%	28.5%	28.5%
Gateshead	8,915	8,711	-2.3%	20.7%	20.7%
Newcastle	10,079	9,897	-1.8%	23.4%	23.5%
North Tyneside	5,774	5,654	-2.1%	13.4%	13.4%
South Tyneside	5,975	5,841	-2.2%	13.9%	13.9%
T&W residents	42,987	42,105	-2.1%	100%	100%
Non T&W residents	2,953	3,075	4.1%		
Total	45,940	45,179	-1.7%		

c. Pass holders and take up

The age eligibility for an ENCTS pass is gradually being increased in line with changes in the state pension age, so that between 2010 and 2021 it will increase from age 60 to age 66 . This is causing the eligible population to gradually reduce. However, beyond 2021, it is estimated that without any further policy adjustments, the eligible population will once again increase due to the increasing numbers of those aged 66 and over.

The following graph estimates the ENCTS eligible population through to 2027:-



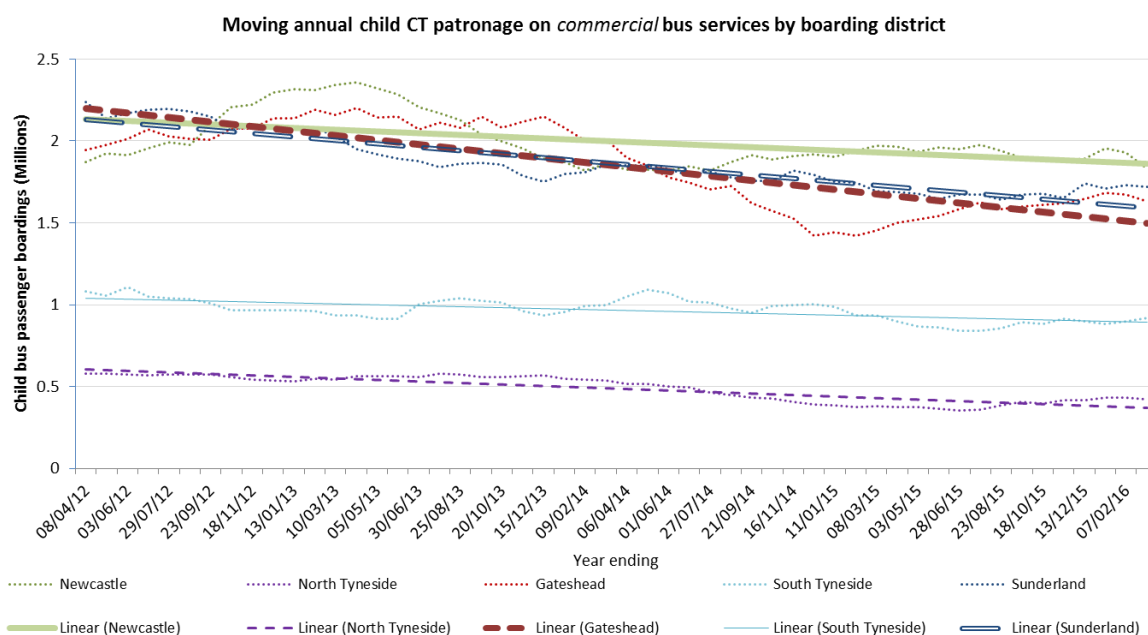
The following table shows the take up rate for the active ENCTS (elderly only) pass holders against the eligible population in each district.

ENCTS pass issues		2015/16
Sunderland	PASSES issued	50,358
	Take up (%)	84%
Gateshead	PASSES issued	37,589
	Take up (%)	86%
Newcastle	PASSES issued	43,331
	Take up (%)	89%
North Tyneside	PASSES issued	39,841
	Take up (%)	88%
South Tyneside	PASSES issued	29,775
	Take up (%)	89%
Tyne & Wear	PASSES issued	200,894
	Take up (%)	87%

Eligible Population was extracted from ONS 2014-based Subnational Population Projections for England.

4) Under 16 (U16) Concessionary Travel on Bus

During 2015/16, the Under 16 Child Concessionary Travel group made over 8.17 million journeys on bus in Tyne and Wear, a slight decline of around 0.8% on the previous year, although as the chart below illustrates, the number of child concessionary journeys made on commercial services within Tyne and Wear has been in steady decline since 2012. These figures are based upon boarding locations derived from the Continuous Monitoring Surveys for commercial services, smartcard data is not available for those aged under 16.



The number of passes issued and estimated take up rates of Under 16 cards are shown in the table below:

Under 16 passes issued		2011/12	2012/13	2013/14	2014/15	2015/16
Sunderland	Passes issued	12,489	13,023	13,021	13,110	13,150
	Take up rate (%)	34%	36%	37%	37%	37%
Gateshead	Passes issued	11,415	11,757	11,633	11,374	11,317
	Take up %	46%	45%	45%	44%	44%
Newcastle	Passes issued	10,913	11,751	12,148	12,526	12,820
	Take up %	32%	34%	35%	35%	35%
North Tyneside	Passes issued	7,455	7,746	7,666	7,394	7,122
	Take up %	29%	29%	29%	28%	27%
South Tyneside	Passes issued	7,320	7,574	7,555	7,403	7,277
	Take up %	37%	39%	40%	39%	38%
Tyne & Wear	Passes issued	49,592	51,851	52,023	51,807	51,686
	Take up %	35%	37%	37%	36%	36%

With 51,686 Under 16 Pop cards issued, take up rate is 36%, in line with previous years and only marginally lower than the previous year which had 51,807 card issues.

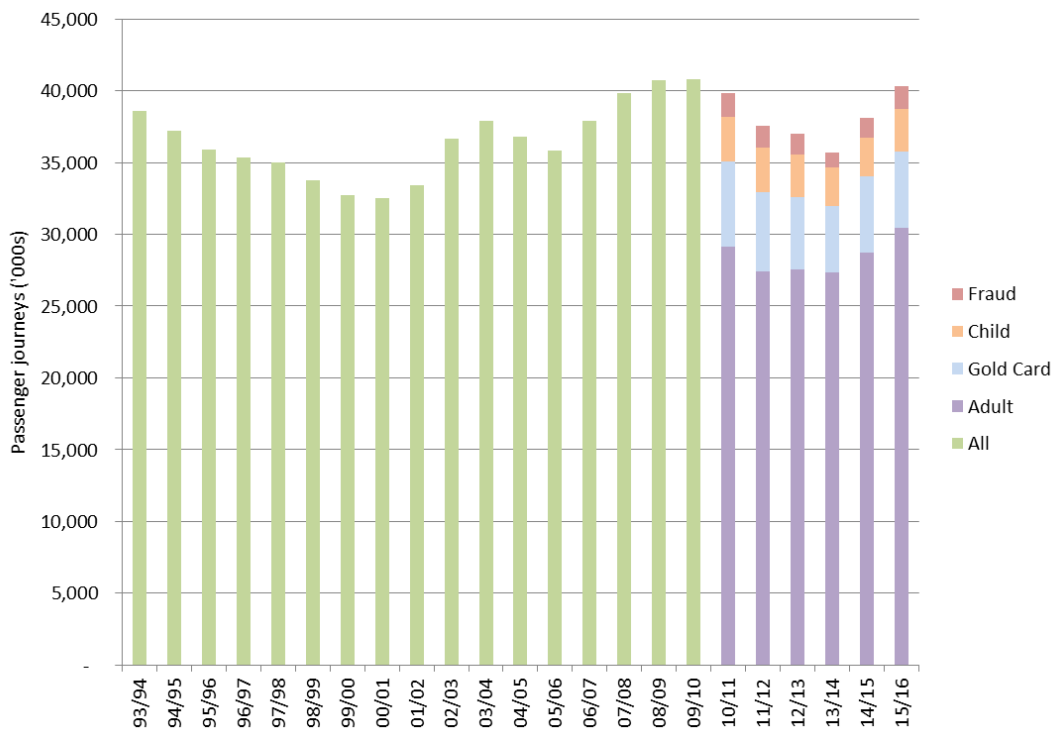
The Under 16 card is advertised as the way to get cheapest child fares. The Under 16 card is promoted in a variety of places and formats including in schools, on board buses and on Metro, in transport interchanges and across all relevant press, digital and social channels. In 2015/16, additional advertising was also undertaken to encourage early renewals of Under 16 cards that were due to expire in July 2016. All parents of children whose cards were due to expire were contacted and reminded of the need to renew to ensure their child continued to get the cheapest fares available.

Nexus continues to work with schools across Tyne and Wear to encourage pass take up and raise awareness about the benefits of the Under 16 card and the concession in general. Parents are targeted with Under16 advertising through publications like Primary Times and children are introduced to the card through Nexus led school visits and collaborative sessions with Schools Go Smarter. Nexus also produce a 'School Travel Fact File' which is distributed to all Year 6 school children via the Local Authorities in the summer term and, in partnership with Schools Go Smarter, offer public transport themed activity packs to younger children in Year 3. All publications advertise the Under 16 card. 'Back to School' campaigns in August remind parents to apply for an Under 16 card and to check the latest school bus and Metro timetables at www.nexus.org.uk/school.

5) Metro patronage

a. Overview of Metro passenger boardings

During 2015/16, almost 40.3 million journeys were made on Metro in Tyne and Wear, which represents an increase of 5.7% on the previous year, returning to the levels previously seen prior to the recession in 2009/10.



The table below provides a breakdown of the passenger numbers in more recent years with the change in 2015/16 compared to the previous year calculated.

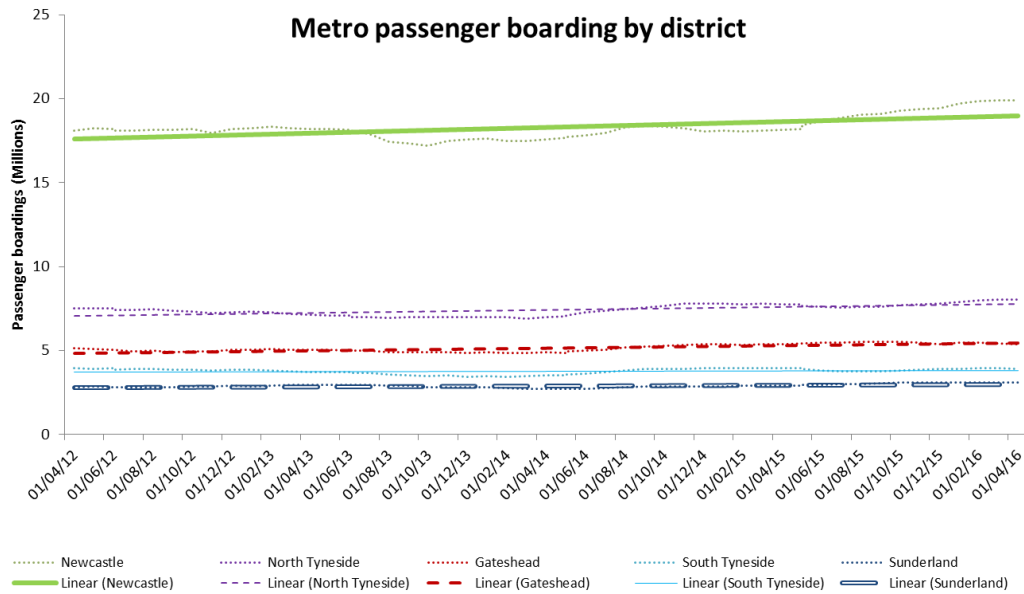
Passenger Type (Boardings 000s)	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	Change Vol	Change %
Adult	29,154	27,445	27,568	27,318	28,748	30,446	+1,698	5.91%
Gold Card	5,903	5,496	5,020	4,629	5,271	5,339	+0,068	1.29%
Child	3,088	3,092	2,952	2,680	2,722	2,922	+0,201	7.37%
Fraud	1,664	1,492	1,489	1,077	1,373	1,582	+0,209	15.21%
Total	39,809	37,525	37,029	35,703	38,114	40,290	+2,176	5.71%

The main increase in passenger journeys in 2015/16 was seen in the adult market. In particular, journeys made during peak commuter times and the continuing popularity of MetroSaver products contributed to the increases, specifically the Weekly Metrosaver. There were no major planned works during the year and this stability in the network had a positive influence on passenger numbers. The region

also hosted games during the Rugby World Cup in October 2016 and this is estimated to have boosted journeys by around 0.250m.

b. Metro passenger boardings by district

The chart below shows the long term trends for Metro boardings in each district.



c. All Metro passenger boardings - Resident district versus boarding district

As Metro is a static system, unlike the more fluid bus network, data is more consistent which allows for better comparison of boardings within each district. However, the same considerations are still relevant, in that those boarding in one district could live elsewhere. The proportion of people boarding the Metro in the same area they live in is lower compared to bus, highlighting the cross-boundary nature of the system. For example, less than 60% of those who board in Gateshead live within Gateshead and less than 55% who board in Newcastle also live in Newcastle.

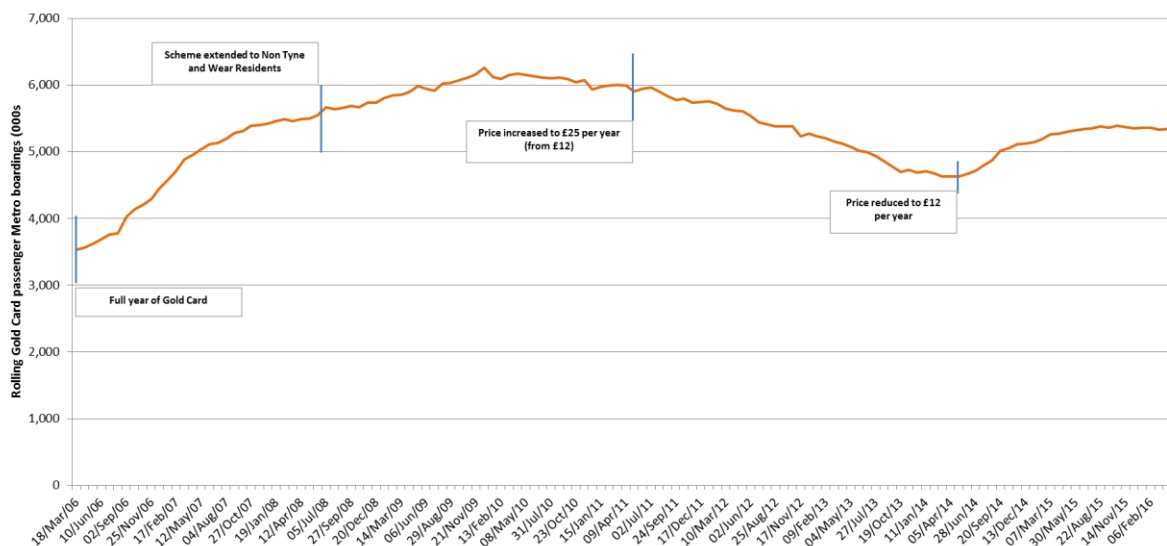
		Board in				
		GH	NC	NT	SL	ST
Live in	GH	59.8%	8.7%	3.4%	3.4%	6.0%
	NC	6.3%	54.9%	11.7%	4.4%	3.1%
	NT	2.5%	13.1%	78.1%	1.0%	1.1%
	SL	9.0%	6.1%	1.0%	82.7%	7.7%
	ST	18.9%	8.2%	2.3%	5.7%	80.0%
	Outside T&W	3.6%	9.0%	3.5%	2.8%	2.0%
	Check	100.0%	100.0%	100.0%	100.0%	100%

6) Gold Card Concessionary Travel on Metro

a. Overview of Metro Gold Card passenger boardings

The statutory English National Concessionary Travel Scheme does not include light rail, Ferry or heavy rail systems. However, in order to extend customer choice and provide parity with bus, Nexus provides the Gold Card, which allows subsidised travel on Metro for those eligible. Those eligible for the ENCTS can therefore purchase a Metro Gold Card which allowed unlimited travel after 0930 for £12.00 during 2015/16, the income from which assisted with operating costs.

During 2015/16, Gold Card Concessionary pass holders made just over 5.3 million journeys on Metro in Tyne and Wear which represented an increase of 1.3% on the previous year. As the fee for the Gold Card has changed, so has demand. This is depicted in the graph below:-

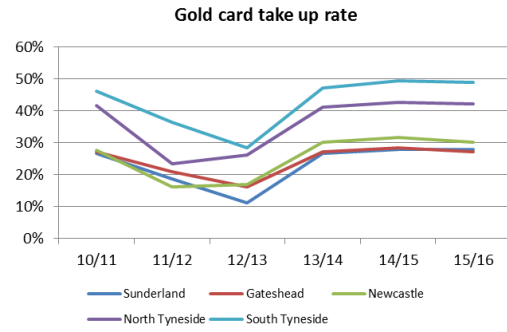


b. Metro Gold Card take up rate

In the 2016 public consultation on services Nexus provides, “Have Your Say”, the provision of the Metro Gold Card was ranked as the top priority for eligible ENCTS pass holders, compared to other local voluntary concessions offered by Nexus.

The table below shows Gold Card sales by local authority area along with demographics and pass take up compared to previous years. Although sales have decreased by 4%, take up rate stands at 34.1% of the eligible population compared to 34.8% in the previous year. Although sales are slightly less than in 2010/11, take up rate remains higher due to changes in eligibility.

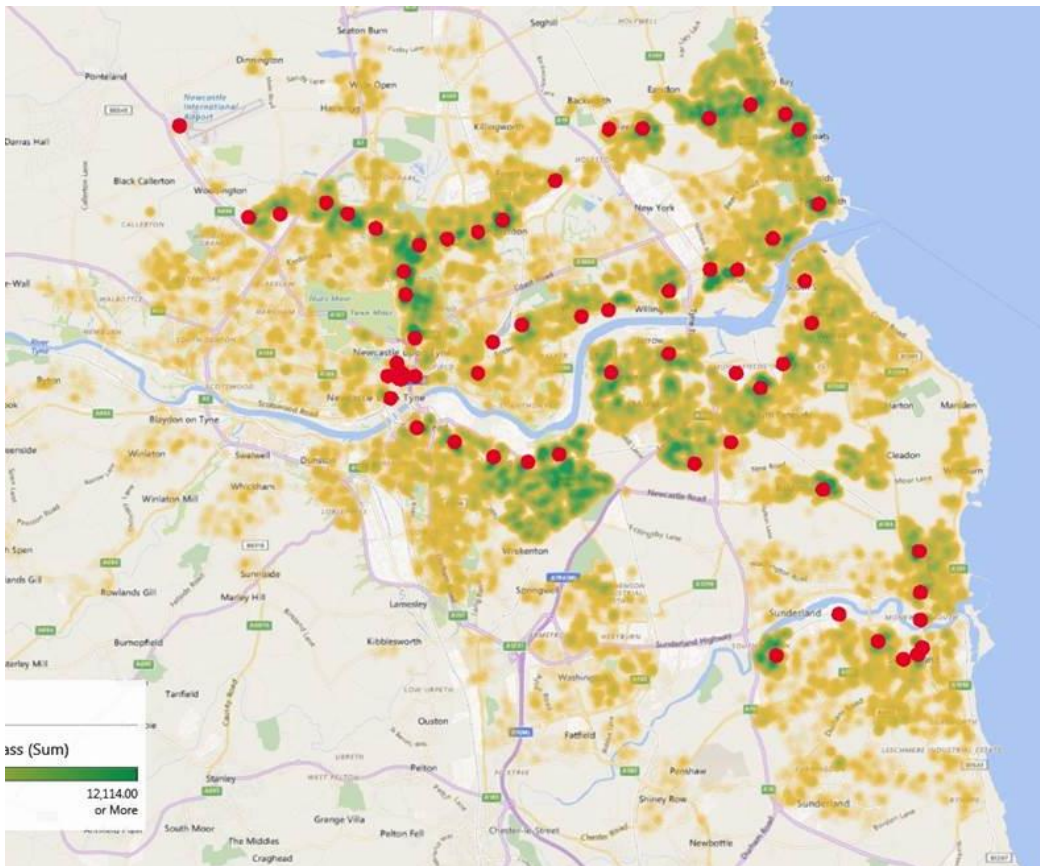
Gold card holder district		10/11	11/12	12/13	13/14	14/15	15/16
Sunderland	Card sales	17,175	11,861	7,185	16,724	17,263	16,707
	Take up (%)	27%	19%	11%	27%	28%	28%
Gateshead	Card sales	12,610	9,435	7,462	12,409	12,809	11,895
	Take up (%)	27%	21%	16%	27%	28%	27%
Newcastle	Card sales	15,119	8,700	8,744	15,263	15,755	14,638
	Take up (%)	28%	16%	17%	30%	32%	30%
North Tyneside	Card sales	19,785	10,968	12,442	19,232	19,852	19,041
	Take up (%)	42%	23%	26%	41%	43%	42%
South Tyneside	Card sales	17,018	13,212	10,108	16,589	17,124	16,421
	Take up (%)	46%	36%	28%	47%	49%	49%
Tyne & Wear	Card sales	81,707	54,176	45,941	80,217	82,802	78,702
	Take up (%)	32.7%	22.1%	18.8%	33.4%	34.8%	34.1%



Eligible Population was extracted from ONS 2014-based Subnational Population Projections for England, a more up-to-date estimate than those used previously.

Gold Card continues to be advertised across all of Tyne and Wear, including key corridors and transport interchanges. Advertising has been used in local authority newsletters as well as in local press titles and Nexus are working in partnership with Age UK to allow Gold Card to become a recommended product.

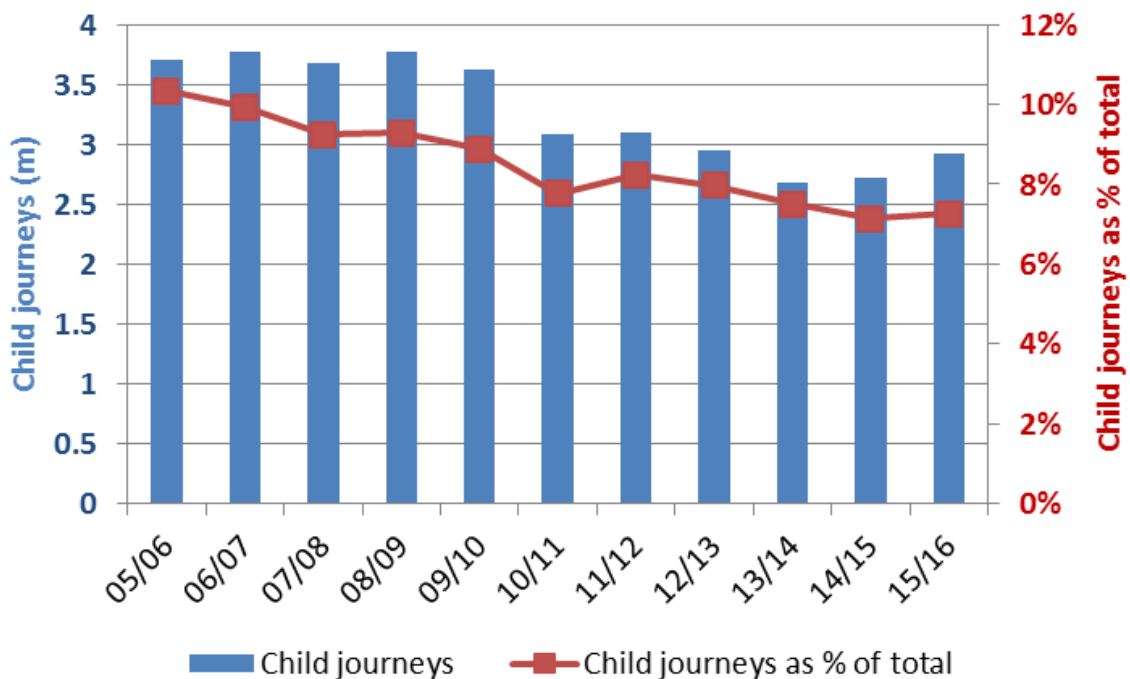
The diagram below shows the trips per card made on Metro per card, plotted by resident's home post code. The analysis, perhaps unsurprisingly shows higher concentrated usage across Tyne and Wear closer to where the Metro network is situated (red dots).



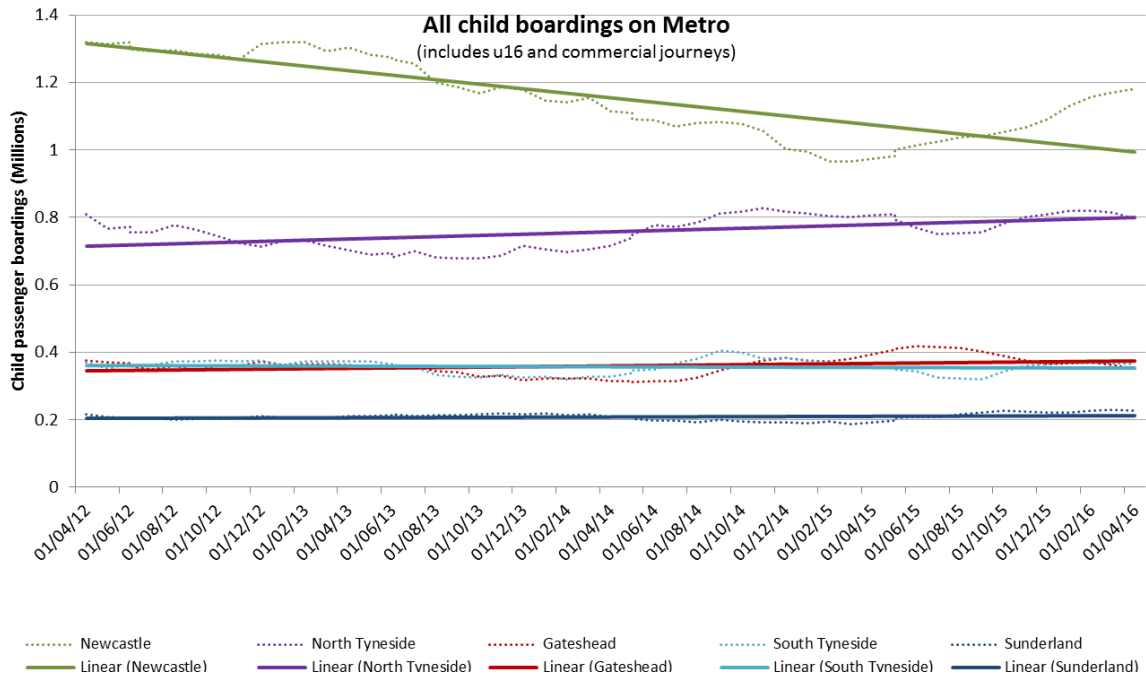
7) Under 16 (U16) Concessionary Travel on Metro

During 2015/16, there were just over 1.1 million journeys made on Metro in Tyne and Wear using the child concessionary products. This equates to a 5.4% increase compared to the previous year, a positive development when compared to bus operations. As with the previous year, a higher number of child journeys (1.8 million) were made using the commercial Metro product, an 8.6% increase on last year.

In 2005/06, child journeys made up 10% of all journeys, compared to less than 7.5% in recent years. However, the chart below shows that in the last 2 years, the child market on Metro has shown signs of stabilisation, following the years of decline seen previously.



The chart below illustrates that over the past three years, the trend in all Under 16 journeys made has been relatively consistent across boardings in each district. The exception to this is boardings in Newcastle which have been subject to more fluctuation, largely because of the major line closure in 2014.



In recent years marketing has concentrated on the beginning of the school summer holidays, but based on econometric analysis in 2016 we have brought this forward to May, running through to the end August. The summer leisure campaign focussed on great places to visit around Tyne and Wear by Metro. Families were used in the imagery and media included Sky Adsmart advertising and outdoor sites, amongst other media formats.

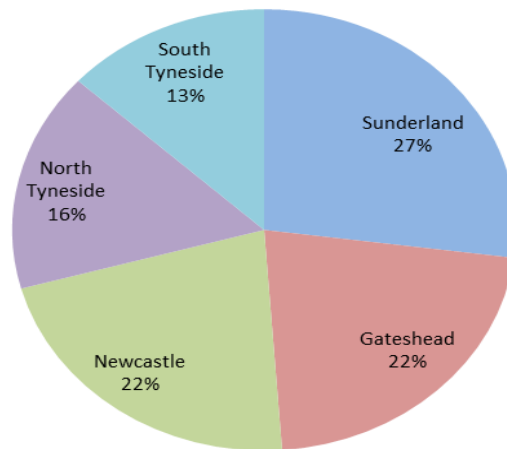
Other school holiday periods are used to ensure that Metro is front of mind when making travel decisions during the school holidays. Activity packs are regularly distributed to children and we have secured long term offers with various attractions that encourage reasons for children and families to travel by Metro.

In 2016, Metro will be actively marketed as the perfect way to see the trail and special limited edition Great North Snowdog and branded Pop Pay As You Go cards and collectable wristbands will be available to buy.

8) Bus Infrastructure

Nexus provides over 6,000 bus stops including 2,000 bus shelters across Tyne and Wear which it also cleans and maintains. Newcastle City Council manage all of their own bus shelters through an independent commercial contract; the other four districts manage some of their bus shelters through an independent commercial contract where a commercial entity provides the infrastructure and in return generates advertising revenues to cover their costs. In addition, Nexus also manages a number of bus stations and interchanges across Tyne and Wear. As it is the actual bus stop that primarily determines the access point to this mode, the chart below provides a breakdown of bus stops across Tyne and Wear by district.

The table below provides a breakdown of the active stops in 2015/16 and sets these in context by also showing the trend when compared to the previous year 2014/15. Despite minimal change in these physical assets year on year, changes to bus services have impacted on how many bus stops are in use. This fluctuates year-on-year as the needs of the public change.



District	Active stops	VLV %	Stations	VLV %
Sunderland	1,566	-2%	4	⇒0%
Gateshead	1,266	-2%	5	⇒0%
Newcastle	1,267	-1%	3	⇒0%
North Tyneside	932	-1%	4	⇒0%
South Tyneside	765	-1%	2	⇒0%
Tyne & Wear	5,796	-1%	18	⇒0%

9) Public transport information

Nexus also provides a wide range of public transport information in a variety of formats at bus stops, Bus and Metro stations, Travelshops, online and over the telephone.

a. Online

In 2015/16 there were more than 3.4 million sessions (i.e. visits to the site) on the www.nexus.org.uk website, higher than the previous year (3.1 million). The main reason for the increase have been a combination of more visits to the Metro 'service status' section of the website, 'journey planning' and 'contact us', which together with improved ticket finder functionality and online sales has seen growth in online 'hits'. We expect the number of website visits to continue to increase through 2016/17 as the number of people buying products online increases. Currently, 8% of sales made on smart products are purchased online.

The number of visits that originate from within Tyne and Wear remains at around 47% for the third successive year. The use of mobile devices to access the website continues to exceed the use of desktops/laptops, accounting for 63% of the usage over the year (up from 58% last year). 33% of these were from mobile phones while 30% were from tablets.

In the Nexus "Have Your Say" public consultation, the provision of public transport information was ranked as the 2nd most important overarching service provided by Nexus. Within this category, finding information online at www.nexus.org.uk was ranked as the 2nd top priority across all respondent groups.

b. Bus stop timetables

The aspect with regards to information provision that was ranked as most important across all respondent groups in the "Have Your Say" consultation was information provided at bus stops.

The table below shows the number of new bus liners produced throughout the year by district. Nexus will produce new liners if there are service or timetable changes at a stop during the year. With almost 10,000 new liners replacing old ones in 2015/16, on average there were around 27 liners replaced per working day.

District	New Liners	% of liners	Last year	% of liners
Sunderland	1,676	17%	2,277	26%
Gateshead	1,649	17%	2,253	26%
Newcastle	2,178	22%	1,455	17%
North Tyneside	3,827	39%	1,903	22%
South Tyneside	609	6%	897	10%
Tyne & Wear	9,939	100%	8,785	100%

c. Call Centre

The Nexus 'One Stop Shop' received just over 141,500 calls during 2015/16, a drop from around 166,000 calls the previous year. Call volume has fallen since the handling of Traveline calls was transferred to the central UK Traveline facility in the middle of the year but Nexus still continues to deal with around 3,500 requests for travel information per month.

The volume of calls can also increase significantly during periods of extreme weather, service disruptions and special events. Despite taking 387 calls on average per day, there have been days during 2015/16 where the number of daily calls has exceeded 900, reaching 918 on Good Friday 2015.

10) Ferry Services

During 2015/16 there were almost 0.45 million journeys on the cross Tyne Ferry service, which represents a decrease of 4.7% on the previous year.

Passenger type	2013/14	2014/15	2015/16	Change Vol	Change %
Adult	326,868	332,022	321,768	- 10,254	-3%
Gold Card	110,804	113,339	101,452	- 11,887	-10%
Child	25,849	24,119	24,428	309	1%
Total	463,521	469,480	447,648	- 21,832	-4.7%

A number of factors have been identified as probably contributing to the decline.

These include:

- A reduction in people working at South Shields due to significant job losses and relocations (including Essentra, B & Q, Marks & Spencer and Utilitywise, over 650 jobs in total). This has contributed to a reduction in journeys with Ferry season tickets.
- The opening of the new Tyne Tunnel, which for those living in South Tyneside and travelling to new employment opportunities at Cobalt, Silverlink and the Tyne Tunnel Trading Estate, driving is now a quicker and sometimes more attractive option.

Whilst this service provides a key cross Tyne link between South Tyneside and North Tyneside, which is reflected in the figures below, the benefit of this strategic asset also spreads to other districts of Tyne & Wear and beyond. The table below shows the percentage split of Ferry users by home district based on Nexus 2015/16 Ferry User Profile research, acquired during routine customer interviews on the ferry.

Ferry Users by District 2014/15	
District	% Total
North Tyneside	41.6%
South Tyneside	40.4%
Newcastle	3.3%
Gateshead	1.5%
Sunderland	5.3%
Other	7.8%
Tyne & Wear	100%

11) Local Rail Services

During 2015/16 there were just over 0.917 million journeys on local Rail services in Tyne and Wear, which represents a decrease of 7.0% on the previous year. This figure only includes journeys on Northern Rail services travelling on the Newcastle to Sunderland or Newcastle to Blaydon lines. The table below provide a breakdown of the figures relevant to the local Rail market across Tyne and Wear in 2015/16 and sets these in context by also showing the trend when compared to the previous year 2014/15.

Rail: Tyne & Wear by District 2015/16				
District	Pax (000s)	VLY	Stations	Track (miles)
Sunderland	94	↓ -19%	1	6
Gateshead	138	↓ -17%	4	10
Newcastle	685	↓ -3%	1	1
North Tyneside	-	-	-	-
South Tyneside*	-	-	-	5
Tyne & Wear	917	↓ -7%	6	21

* **NOTE:** 5 miles of track on the Sunderland and Newcastle line is actually in South Tyneside

The Office for Road and Rail record the number of entries/exits at all stations across the country. The latest data is for 2014/15. Outside of London, Newcastle Central ranks as the 46th busiest station. It is the rail hub of the North East, accounting almost 39% of all passenger movements in the region (unchanged for the third year running).

Passenger movements (entries & exits) at the stations within Tyne and Wear are shown below;

Station	Passengers 2014/15	Passengers 2013/14	North East Rank (of 55 stations)	UK rank (of 2,539 stations)
Newcastle	8,053,112	8,164,308	1	46
Sunderland	465,784	793,418	8	913
MetroCentre	363,108	374,966	10	1,056
Heworth	15,432	16,622	44	2,241
Blaydon	11,880	5,014	45	2,273
Manors	6,474	4,444	48	2,351
Dunston	4,904	2,336	49	2,382

12) TaxiCard Services

TaxiCard is a social inclusion transport initiative which is provided for disabled people who have difficulty in accessing mainstream public transport services. At the end of 2015/16 there were over 3,600 registered members of the scheme.

TaxiCard Active Membership 2015/16				
District	2014/15	% Share	2015/16	% Share
Sunderland	1,939	53%	1,911	52%
Gateshead	1,004	28%	1,111	30%
Newcastle	185	5%	160	4%
North Tyneside	318	9%	274	8%
South Tyneside	199	5%	187	5%
Tyne & Wear	3,645	100%	3,643	100%

TaxiCard Trips Made 2015/16			
District	2015/16	% Share	Trips per person
Sunderland	69,780	56%	37
Gateshead	41,602	34%	37
Newcastle	3,451	3%	22
North Tyneside	4,914	4%	18
South Tyneside	4,181	3%	22
Tyne & Wear	123,928	100%	34