



Go North East's Ben Maxfield, Business Director and Laura Sharp, Head of Marketing.

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Now's the 'Tyne' to catch the bus

Go North East, the region's largest bus operator, is urging people to reconsider their travel choices during the Tyne Bridge restoration project as 'bargain fares' see the region's public transport offer become increasingly attractive for car users.

The iconic bridge, which is undergoing a four-year restoration plan, will see access reduced to one lane in each direction for the next two years and possibly beyond. Due to this likely period of disruption the company is eager to remind car users of the benefits of bus, helping to reduce congestion, cutting harmful emissions and having a dramatic impact on the pounds in

their pocket. By highlighting reduced bus fares with its 'One, Two, Free!' awareness campaign, Go North East is confident it can encourage residents and visitors alike to help reduce disruption and make more journeys by bus.

Ben Maxfield, Business Director for Go North East, said: "We're eager to do all we can to help keep our communities moving during these essential works and we're working closely with Gateshead and Newcastle City Council to try to help ease disruption where we can."

He added: "Up to thirty-four of our buses cross the Tyne Bridge every hour from early until late, seven days a week, and with bargain fares of a £1 cap for single journeys for the under 22's, £2 cap for adult singles and free for concessionary pass holders, it really is as easy as 'One, Two, Free!'"

There have been improvements to bus routes at key junctions to give them priority and there is a Park and Ride service available at the Metrocentre. For people that usually access Newcastle or Gateshead along the A1 they can park at the Park and Ride site for free and travel by bus for just £2 each way.

The adult £2 single ticket was introduced back in January 2022 by UK Government, and the North East wide £1 single for young people was launched in partnership with Transport North East in March 2023.

For more information visit <https://www.gonortheast.co.uk/tyne-bridge-restoring-icon>

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NOTE TO EDITORS

Go North East runs a network of bus routes across the North East region including Newcastle, Sunderland, Durham, and surrounding areas.

The Go-Ahead Group is one of the UK's leading providers of public transport, enabling more than a billion passenger journeys each year on its bus and rail services. Go-Ahead places great importance on partnership, adopting a collaborative approach with governments, local communities and strategic partners; developing and operating services that create long-term value for

all.

For more information about Go-Ahead Group visit www.go-ahead.com.

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