

# Social Value of the Tyne & Wear Metro

## Social value

The assessment of the relative importance that people place on the changes they experience in their lives.

Three types of social value:



### Social

Wellbeing of individuals and communities



### Economic

Economic wellbeing of society



### Environment

Vitality of the social & physical environment

## Social Value of Rail

- More than connecting people to places
- Enhances social and economic prosperity and wellbeing of local communities

The Rail Social Value Tool (RSVT) has been developed to quantify the social value of rail using 500 social value indicators across 12 impact areas:

### RSVT impact areas

- 1 Employment, training & skills
- 2 Educational attainment
- 3 Supply chain resilience
- 4 Supply chain capacity
- 5 Rail accessibility
- 6 Workforce equality, diversity & inclusion
- 7 Community & charity
- 8 Stakeholder engagement & customers
- 9 Safety, health & wellbeing
- 10 Economic development
- 11 Climate & environment
- 12 Covid-19 recovery

## Study purpose

Nexus has undertaken a study to identify and evaluate the social value impact of Metro on passengers, the local community and the environment using the RSVT



Assessment of social value using RSVT



Site visit, data collection & interviews



Case study selection



Identification of relevant RSVT indicators



**NEXUS**

# Station case studies

Case studies have identified social value facilities and features at four stations. Social value has been monetised using the RSVT.

Haymarket  
**£2.27m\***

Covid-19 hub



Monkseaton  
**£0.82m\***

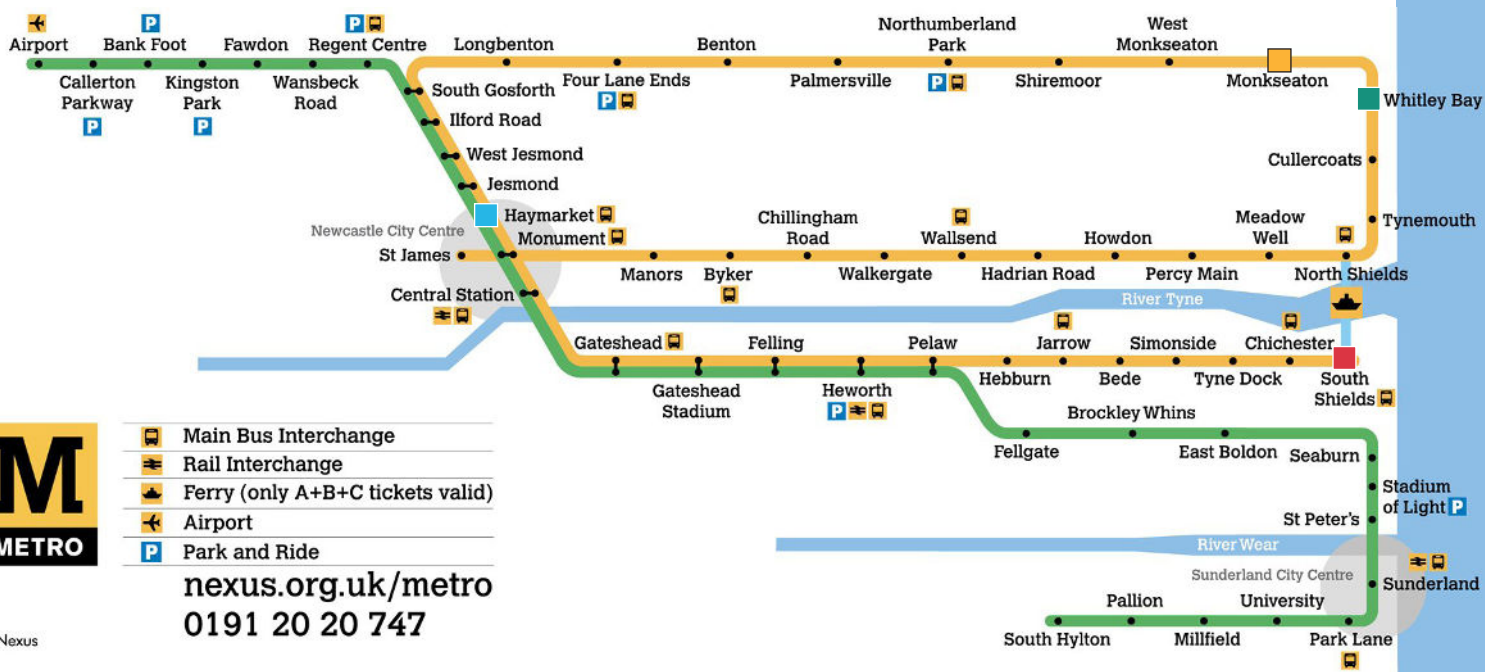
Takeaway



Pub & café



Retail



## All stations

Cycle lockers



Security



Step-free access



South Shields  
**£2.57m\***

Public realm



Bakery



Whitley Bay  
**£2.59m\***

Community garden



Monthly market



Yoga studio



Pub



Cafe



\* Total monetised social value (2022/23)

# Station case studies

The features and facilities at each station have been mapped to different types of social value impact



Whitley Bay

South Shields

Monkseaton

Haymarket

Reduce social isolation

Improved wellbeing & physical health

Improved sense of community, local pride & social cohesion

Increased local biodiversity

Reduction emissions / improved air quality

Lower carbon footprint

Local economic growth

	Whitley Bay	South Shields	Monkseaton	Haymarket							
<b>Station building businesses:</b>											
Yoga studio					✓	✓	✓				✓
Pub					✓	✓	✓				✓
Café					✓	✓	✓				✓
Bakery					✓	✓	✓				✓
Takeaway					✓	✓	✓				✓
Retailer					✓	✓	✓				✓
<b>Community garden</b>					✓	✓	✓	✓	✓	✓	
<b>Monthly station market</b>					✓		✓		✓	✓	✓
<b>Cycle storage (lockers &amp; pods)</b>						✓		✓	✓		
<b>Enhanced security measures</b>					✓	✓	✓				✓
<b>Step-free access</b>					✓	✓					✓
<b>Public realm improvements</b>					✓	✓	✓				✓
<b>Covid-19 vaccination site</b>						✓					

# Network-wide initiative case studies

Social value impact due to initiatives covering the whole Metro network or a group of stations has also been assessed



## Companion Card

Travel card supporting vulnerable users to use public transport by providing free travel for a companion

Total monetised social value (2022/23): **£0.66m**



Reduce social isolation



Improved wellbeing & physical health

Social impacts



## Warm Spaces

During winter 2022/23, Metro stations provided information on 'warm spaces' - places where residents could go to get warm and avoid social isolation during the cost-of-living crisis

Social impacts



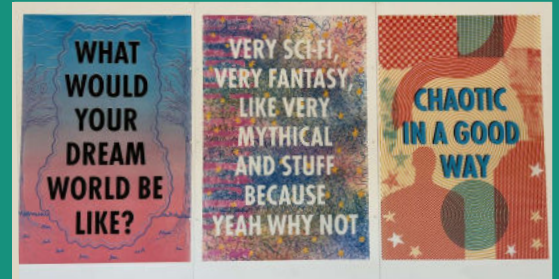
Reduce social isolation



Improved wellbeing & physical health

## Arts Projects

30+ permanent art displays across the Metro and other public transport infrastructure over past 30 years



Improved wellbeing & physical health



Improved sense of community, local pride & social cohesion

Social impacts

## Accessible Stations

All Metro stations provide step free access complying with DfT design standards

Total monetised social value (2022/23):

**£1.44m** | Escalator

**£0.67m** | Lift

**£0.14m** | Wide aisle gateline

Social impacts



Reduce social isolation



Improved wellbeing & physical health



Reduce social isolation



Improved wellbeing & physical health



Improved sense of community, local pride & social cohesion

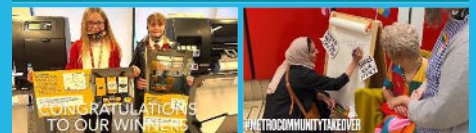


Local economic growth

Social impacts

## Community Takeover

Regional arts and dance showcase held during 2021-2022 facilitated by Metro staff and/or held at or around the Metro stations



# Summary and recommendations

How the study findings can be used to enhance the social value of the Metro



## Study summary

- The case studies have highlighted the wider social, economic and environmental benefits of the Metro and the positive impact this has on passengers and local communities
- Across the 4 case study stations, the Metro the total social value delivered in 2022/23 has been valued at **£8.25m**

The study has demonstrated the social value potential of the whole Metro network if further social value opportunities were leveraged

## Recommendations

