



North East Mayor Kim McGuinness has brought together public transport operators to launch a region-wide Kids Go Free offer during school holidays.

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Mayor announces Kids Go Free on public transport

North East Mayor Kim McGuinness has brought together public transport operators to launch a region-wide Kids Go Free offer during school holidays – a move which will help to significantly reduce travel costs for families during the holidays.

Bus operators across the North East (Tyne and Wear, Northumberland and Durham) will now offer free travel for up to three children aged 11 and under, when travelling with an adult with a valid ticket or concessionary pass holder

during school holidays over the next year.

Combined with a Kids Go Free permanent price promise across the Tyne and Wear Metro and Shields Ferry and some previous bus operator promotions, families can now travel on virtually all public transport across the region during school holidays in an affordable and sustainable way.

Tackling child poverty is a major priority for the Mayor and she has worked closely with local bus operators to deliver on her manifesto pledge to launch Kids Go Free. It is hoped the promotion will remove the burden of extra transport costs for families during the school holidays – including for many on low incomes.

North East Mayor, Kim McGuinness, said: “I promised in my manifesto to launch a universal Kids Go Free scheme on buses and Metro within my first year and I’m pleased to be able to deliver this for local families throughout the school holidays.

“I believe that everyone should have access to affordable, sustainable public transport and Kids Go Free is a great way to help families enjoy their holidays together and of course our amazing region - without the worry of extra transport costs.

“Kids Go Free is great news for all but for those on low incomes, I hope this really helps to lighten the load. This is just the start of my plans to improve public transport for everyone across the North East.”

The Kids Go Free promotion will now run across the vast majority of North East bus services including Arriva, Go North East and Stagecoach routes from Saturday 20 July until Sunday 1 September for the summer holidays.

Dates for school holidays for 24/25 will be confirmed at a later date. Metro and Shields Ferry allow up to three children aged 11 and under to travel for free (with a paying adult) all year round.

Ben Maxfield, Chair of local operators' association NEBus, said: “Bus operators across the region have answered the Mayor’s call to launch a new region-wide Kids Go Free offer which is great news for local communities.

“Public transport is an affordable way to travel across the North East and enjoy our coasts, countryside and everything in between.

“I hope passengers will take the opportunity to leave their cars at home and try hopping onboard this summer. Of course, Kids Go Free!”

Terms and conditions will apply and full details can be found at www.northeast-ca.gov.uk/kidsgofree

The Kids Go Free promotion will cover the area of the North East Combined Authority including County Durham, Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland between the specified summer holiday and school holiday dates listed.

The offer is not valid for those travelling on a 21 and under product, Go North East's 5-25 products, and some service exclusions apply, including Toon tour, match day services and Scholars services.

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Photo captions

North East Mayor Kim McGuinness has brought together public transport operators to launch a region-wide Kids Go Free offer during school holidays.

L-R, Cathy Massarella, Managing Director at Nexus, Ben Maxfield, NEBus Chair and Business Director at Go North East, North East Mayor Kim McGuinness, David Parker, Commercial Director at Stagecoach North East and Stephen Humphrey, Site Manager for Ashington and Blyth Depots, Arriva.

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