

TRAMLINK OPERATIONAL APPROACH IN BUILD-UP TO START OF TRAM SERVICES ON NET PHASE TWO

REPORT OF THE CHIEF EXECUTIVE, TRAMLINK NOTTINGHAM

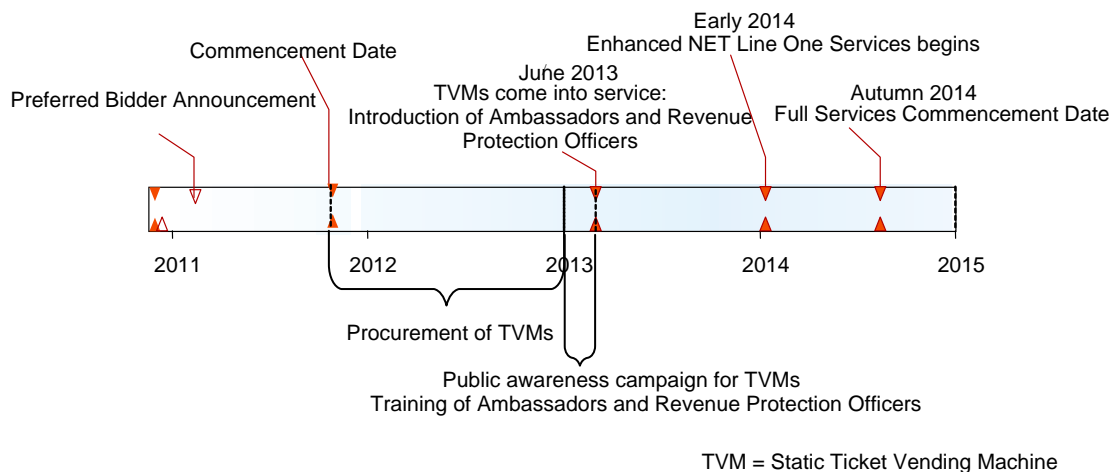
1. SUMMARY OF ISSUES

1.1. The report summarises the overall operational approach of the new NET concession holder, Tramlink Nottingham, over the period building up to the programmed start of tram operations across the Phase Two network in Autumn 2014.

2. RECOMMENDATION

2.1. It is RECOMMENDED that the Committee notes this report.

3. PROGRAMME TIMELINE



4. OPERATIONAL PROPOSALS

Introduction of Static Ticket Machines

4.1. It is intended that an off-tram ticketing strategy, including Static Ticket Machines will be delivered in accordance with the timeline above and in any event by the date of commencement of the enhanced NET Line One Services. The number of TVMs has been determined by forecast customer demand modelling. A lead-in public awareness campaign of at least three months is proposed for the change to off-tram ticketing.

- 4.2. The TVMs will be continually monitored via the NET Control Room to ensure maximum security and availability and the recording of transactions and to ensure that faults are kept to a minimum.
- 4.3. The TVMs will be integrated with the other Tramstop infrastructure so as to make the machines more difficult to enter and so as to provide a deterrent to any criminals attempting to remove a TVM from its housing fit. Each TVM will be programmed with appropriate alarms and real-time status information alerts in respect to its security and cash collection status, both of which will link directly to notify the NET Control Room.
- 4.4. Dedicated NET branded information, which is designed to assist customers in purchasing an appropriate fare, will be integrated as part of the exterior design of the TVM.

"App for That"

- 4.5. The latest innovations and communications mechanisms, including, mobile phone, Smartphone and iPhone communications are proposed to communicate with customers.

Achieving Revenue Forecasts

- 4.6. Ambassadors will be introduced to ensure a highly visible presence at key points around the Network throughout the majority of the operational day. This will ensure that every customer on the Network will have the opportunity to engage assistance from an ambassador with any aspect of their travel on the Network. A team of dedicated Revenue Protection Officers will be introduced to check that customers have either paid a valid fare to travel, or has a validated smartcard for travel.

Smartcards

- 4.7. It will be ensured that the fare collection system processes smartcard transactions with the minimum transaction times. The smartcard system will be as flexible and easy to use as possible, with the additional benefit of reducing the susceptibility to fraud and fare evasion. As a minimum, two smartcard validators will be provided on each Tramstop platform.

Fare Evasion

- 4.8. Tramlink is committed to achieving a target rate of fare evasion of a maximum of 5% of all transactions, and we will achieve this through carefully planned revenue protection operations that are benchmarked against other European tram systems.

Penalty Fare

- 4.9. Tramlink will seek to vary the penalty fare scheme for the Network to provide for a penalty fare of £50 (reduced to £25 if paid within 14 days). This level of penalty fare is in-line with other UK tram systems and is realistic and sufficient to deter travellers who may 'take a chance' on evading payment of their fare. Aligned to this, Tramlink will be ensuring fairness by the introduction of an appeal process that will include an independent appeals panel.

Education

- 4.10. It is Tramlink's view that the education of staff and customers needs to start in the near future with a gradual introduction to off tram ticketing, including both on and off tram ticket checks. This will be supported by a full PR campaign and will give the staff the opportunity to fine tune their processes before going live.

Staff Uniform

4.11. A new uniform for all customer facing staff is currently being developed for a target roll out in April of this year hopefully in line with the off tram ticket checking.

Service Patterns

4.12. Services will be operated in three phases:

i) Line One Operations:

Hucknall – Station Street: 6 trams per hour in each direction

Phoenix Park – Station Street: 6 trams per hour in each direction

ii) Line One Enhanced Operations:

Hucknall – Station Street: 8 trams per hour in each direction

Phoenix Park – Station Street: 8 trams per hour in each direction

iii) Full service Commencement:

Hucknall – Toton: 8 trams per hour in each direction

Phoenix Park – Clifton: 8 trams per hour in each direction

Park and Glide

4.13. Tramlink will be responsible for over 5,000 car parking spaces, so will be one of the largest car park operators in and around the City of Nottingham. As such, Tramlink will design, implement, operate, manage and maintain the park and ride sites so as to ensure compliance with standards and guidance relating to the “Park Mark[®] Safer Parking Award of the British Parking Association (BPA) and obtain and maintain accreditation accordingly.

5. LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

5.1. None.

6. PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

6.1. None.

Contact: Lea Harrison
Head of Service Delivery
Tramlink Nottingham

Telephone +44 (0) 7712089529
Email: l.harrison@tramlinknottingham.co.uk