



**NOTTINGHAM CITY COUNCIL**

**GREATER NOTTINGHAM LIGHT RAPID TRANSIT ADVISORY COMMITTEE**

**Date:** Tuesday, 10 March 2015

**Time:** 2.00 pm

**Place:** LB31 - Loxley House, Station Street, Nottingham, NG2 3NG

**Councillors are requested to attend the above meeting to transact the following business**

**Acting Corporate Director for Resources**

**Governance Officer:** James Welbourn **Direct Dial:** 0115 876 3288

**Email:** james.welbourn@nottinghamcity.gov.uk

**AGENDA**

**Pages**

- |          |   |        |
|----------|---|--------|
| <b>1</b> | <b>APOLOGIES FOR ABSENCE</b>  |        |
| <b>2</b> | <b>DECLARATIONS OF INTERESTS</b>  |        |
| <b>3</b> | <b>MINUTES</b><br>Last meeting held on 9 December 2014 (for confirmation)   | 3 - 6  |
| <b>4</b> | <b>NET LINE ONE - OPERATIONAL PERFORMANCE AND PROGRESS UPDATE</b><br>Report of Head of Service Delivery at Tramlink Nottingham. | 7 - 10 |

IF YOU NEED ANY ADVICE ON DECLARING AN INTEREST IN ANY ITEM ON THE AGENDA, PLEASE CONTACT THE GOVERNANCE OFFICER SHOWN ABOVE, IF POSSIBLE BEFORE THE DAY OF THE MEETING

CITIZENS ATTENDING MEETINGS ARE ASKED TO ARRIVE AT LEAST 15 MINUTES BEFORE THE START OF THE MEETING TO BE ISSUED WITH VISITOR BADGES

CITIZENS ARE ADVISED THAT THIS MEETING MAY BE RECORDED BY MEMBERS OF THE PUBLIC. ANY RECORDING OR REPORTING ON THIS MEETING SHOULD TAKE PLACE IN ACCORDANCE WITH THE COUNCIL'S POLICY ON RECORDING AND

REPORTING ON PUBLIC MEETINGS, WHICH IS AVAILABLE AT [WWW.NOTTINGHAMCITY.GOV.UK](http://WWW.NOTTINGHAMCITY.GOV.UK). INDIVIDUALS INTENDING TO RECORD THE MEETING ARE ASKED TO NOTIFY THE GOVERNANCE OFFICER SHOWN ABOVE IN ADVANCE.

**NOTTINGHAM CITY COUNCIL**

**GREATER NOTTINGHAM LIGHT RAPID TRANSIT ADVISORY COMMITTEE**

**MINUTES of the meeting held at LB31 - Loxley House, Station Street, Nottingham, NG2 3NG on 9 December 2014 from 14.00- 14.52**

**Membership**

Present

Councillor John Hartshorne (Chair)  
Councillor Stan Heptinstall MBE (Vice Chair)  
Councillor Steve Calvert  
Councillor Bill Ottewell  
Councillor Anne Peach

Absent

Councillor Thulani Molife  
Councillor Toby Neal  
Councillor Sarah Piper

**Independent Representatives:**

Stephen Abbott - Travel Watch East Midlands  
Hugh McClintock - PEDALS  
Alan Marshall - Campaign for Better Transport

**Colleagues, partners and others in attendance:**

Lea Harrison - Nottingham Tramlink Ltd  
- )  
Andrew Holdstock - )  
Noel McMenamin - ) Nottingham City Council  
James Welbourn - )

**15 APOLOGIES FOR ABSENCE**

Councillor Kevin Greaves  
Councillor Richard Jackson  
Chris Deas  
Phil Hewitt  
Chris Roy

**16 DECLARATIONS OF INTERESTS**

None.

**17 MINUTES**

The Committee confirmed the minutes of the meeting held on 9 September 2014 as a correct record and they were signed by the Chair.

**18 NET LINE ONE - OPERATIONAL UPDATE TO 26 NOVEMBER 2014**

Lea Harrison, from Tramlink Nottingham, presented the report, updating the Committee on NET Line One performance to 26 November 2014, highlighting the following:

- (a) average reliability rates between August and end October 2014 was 99.7%, with 97.1% punctuality achieved;
- (b) Off Tram Ticketing arrangements continued to perform well, with further enhancements to Citycard services, allowing Mango top-up, Kangaroo and NET seasons and Citycard Pay As You Go, expected in early 2015;
- (c) a refresher campaign on Line One, reminding customers of the need to buy a ticket or validate their smartcard before boarding the tram, has been launched;
- (d) a new radio system, vehicle location system and Passenger Information displays have been rolled out on Line one, while the Wilkinson Street depot upgrade is almost complete;
- (e) all 22 new Citadis trams have now arrived in Nottingham;
- (f) timetable enhancements introduced at the end of August 2014 are proving popular, with increased patronage over the period. Event Link services, taking fans between Station Street and the City Ground on matchdays, also continues to prove popular.

The Committee raised and considered the following points:

- (g) Mr Harrison confirmed that intelligent revenue protection will grow as the tram network expanded, targeting periods and locations where heightened fare avoidance is an issue;
- (h) a Committee member asked whether there were statistics available on numbers of pensioners fined because they did not understand the Off Tram ticketing system, could not see notice boards, read the small print on tickets and notices or suffered from dementia. In response, Mr Harrison advised that the number of fines to date for concessionary customers was very small relative to the total;
- (i) Mr Harrison advised that Off Tram ticketing helped provide more accurate patronage statistics, and that patronage is on target to reach previous levels. He undertook to provide the current and recent annual patronage statistics that had been submitted to the Department for Transport and have been reported to previous meetings of the Committee to its June 2015 meeting;
- (j) all new trams will be tested on Line One first, and there should be a seamless introduction of Lines Two and Three to the system. The Committee will receive updates on Lines Two and Three implementation throughout 2015;

- (k) when Lines Two and Three are operational, there will be an inevitable period of bedding in of traffic flow and road signal sequencing issues on the main routes affected;
- (l) there is a lot of information about the roll-out of Lines Two and Three available for cyclists. There was consensus that the greater challenge lay in ensuring other road users, particularly car drivers, 'got the message' about safety for themselves and other road users with the introduction of trams;
- (m) Mr Harrison confirmed that the Event Link services will be under review in 2015 for possible use for 20:20 cricket events and the Robin Hood Marathon.

**RESOLVED to note the report.**

## **19 LETTERS FROM MEMBERS OF THE PUBLIC**

Andrew Holdstock, Senior Project Engineer, Nottingham City Council, presented a report informing the Committee of a letter received from a member of the public (Correspondent A) about a fall and injury she experienced while travelling on the tram. The report highlighted the following:

- (a) Correspondent A, who is 80 years old, boarded the tram at The Forest. The tram started to move before she sat down, causing her to fall against a pole. She sustained a gash requiring several stitches;
- (b) Correspondent A makes the assertion that the incident could have been avoided if a hand rail had been positioned nearby, and asks Nottingham Tramlink Ltd (NTL) to address the issue;
- (c) the response from NTL Customer Services confirmed that all trams are compliant with Health and Safety regulations and that Correspondent A's views will be considered by the Senior Management Team.

During discussion, the Committee raised several issues:

- (d) Mr Harrison confirmed that such incidents were very rare, and that drivers received full and regular training, including on driving technique and giving due consideration to customers;
- (e) both older and newer trams fully complied with Rail Vehicle Accessibility Regulations, and it would be difficult to design totally fall-proof carriages. Drivers also had rear-view mirrors available;
- (f) the Committee agreed that it is very important to fully log all such incidents, to consider them at senior management level and to take forward learning throughout NTL where appropriate. This applied not just to incidents involving the elderly, but to those involving all customers.

**Resolved to respond to Correspondent A with the following:**

**The Committee has considered the circumstances of the case in depth and, while sympathetic to Correspondent A, is assured that all trams are fully compliant with Health and Safety regulations. Furthermore, drivers receive comprehensive and ongoing training on safety and giving due consideration to customers and their performance is regularly reviewed.**

**NET LINE ONE - OPERATIONAL PERFORMANCE AND PROGRESS UPDATE**

**1. SUMMARY OF ISSUES**

1.1. The report updates the Committee of the performance of NET Line One.

**2. RECOMMENDATION**

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

**3. OPERATIONAL PERFORMANCE**

3.1. During the three month period from November to the end of January, the average reliability of the tram service was 99.8%, with 96.9% punctuality achieved.

3.2. The severe weather conditions that were experienced at times during the period had no detrimental impact on service performance.

3.3. In November, large numbers travelled by tram to and from the Bonfire Night event at The Forest and additional services were operated on the evening to meet the increased demand.

**4. OFF TRAM TICKETING**

4.1 The off-tram ticketing system continues to perform well. The further development of the ticketing system is now taking shape which will enable us to deliver Mango buy and top-up at ticket machines in March and Citycard Pay as you go and NET seasons on Citycard prior to the launch of the extended network.

**5. REVENUE COLLECTION / PROTECTION**

5.1 Negative reaction from members of the public to the introduction of off-tram ticketing has fallen steadily. NTL have listened to feedback from all stakeholders since the launch and held a series of workshops which have resulted in an action plan that includes:

- All customer-facing staff to complete a custom built customer care course.
- Introduction of Mystery Shopper.
- Introduction of guidelines for dealing with vulnerable customers.
- Renaming the roles to be more customer friendly – Revenue Protection Officers to Travel Officers.
- Delivering conflict avoidance training.

## 6. TIMETABLE ENHANCEMENTS

- 6.1 It is expected that from mid-March the next step of the enhanced timetable will be introduced on Monday to Fridays. This will involve increasing the trams per hour from 6 to 8 creating a 7.5 minute headway from Hucknall and Phoenix and a 3.75 minute headway in the main corridor.
- 6.2 The remainder of the new trams are set to enter service on completion of the expanded network and people along the new lines are now starting to see them as part of the testing and commissioning programme.

## 7. NEW VOICE FOR THE TRAM

- 7.1 Over the coming weeks, the new announcements recorded by customer service assistant, Claire Towers will progressively start to replace the on-tram messages. Claire was chosen because of the way she deals with enquiries from customers on the telephone, as well as face-to-face in the NET Travel Centre, Claire's voice will give a fresh and modern update on the old voice recorded by Wendy Smith more than a decade ago.

## 8. MARKETING CAMPAIGNS

- 8.1 **Better by tram campaign** - The January sales campaign 'Better By Tram' kicked off on the 3<sup>rd</sup> January for the return to work period. Our target is car drivers stuck in traffic as well as lapsed tram users who may have changed to other modes. This was reinforced with an e-shot to the customer database and social media activity.
- 8.2 **Hucknall & Bulwell bus user campaign** - During January we have heavily promoted a special offer to non-tram users at both Hucknall and Bulwell bus stops to coincide with the Better by tram campaign. This promotion offered non tram users a £15 saving as an incentivisation to try the tram instead of their usual transport option. The vouchers will be given out during January and February. The main aim of the offer is to give those who have lost faith in the tram, or those who have never used it, a chance to regain trust in our service, without as much financial risk - pushing the quicker/cheaper option as well.
- 8.3 **5 for £5 Group Ticket offer re-launch** - To help increase usage of our group ticket, we have re-launched the 5 for £5 offer in a bid to attract more people into the City Centre at weekends and on weekday evenings. The offer will also help promote off-peak travel, being available weekdays after 5pm and all day at weekends and school holidays.







### **FIVE FOR £5 RETURNS BY POPULAR DEMAND**

31 January 2015

A popular ticket deal offering discounted tram travel in Nottingham for families and groups is set to deliver even more value for money from Saturday 31 January.

[Read more](#)



### **NEW 'VOICE' FOR THE TRAM**

20 January 2015

Tram passengers will be hearing new announcements on their journeys from today (Tuesday, January 20) as Customer Services Advisor Claire Towers becomes the 'voice' of Nottingham's expanding tram network.

[Read more](#)



### **Tram Offers New Year Travel Savings**

05 January 2015

Regular users of Nottingham's tram network can save money in the New Year by investing in a season ticket or switching to a smart card to pay for their travel.

[Read more](#)

**Contact: Lea Harrison, Tramlink Nottingham Ltd.**

Telephone: 0115 938 8900

E-mail: [l.harrison@tramlinknottingham.co.uk](mailto:l.harrison@tramlinknottingham.co.uk)

This page is intentionally left blank