

**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](#)

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