

NET - OPERATIONAL PERFORMANCE AND PROGRESS UPDATE

1. SUMMARY OF ISSUES

- 1.1. The report updates the Committee on the performance of NET.

2. RECOMMENDATION

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

3. PURPOSE OF THE COMMITTEE

- 3.1. The Committee is established under the powers of the Nottingham Express Transit Order 2009 to advise on the operation of the tramway and to consider representations made to it by members of the public regarding the operation of the system.

4. OPERATIONAL PERFORMANCE

- 4.1. During the six month period from February to the end of July, the average reliability of the tram service was 99.5%, with 97.6% punctuality achieved.
- 4.2. A total of 8.1 million passengers were carried on the system in the twelve month period to 31st March 2015, an increase of 3% compared to the previous year.

5. LAUNCH OF NET PHASE TWO

- 5.1. On 25th August the two new tram routes, to Clifton and to Toton Lane, opened for passenger services, with the first trams departing from the new park and rise sites shortly after 6.00am. Scores of people turned up at first light to be amongst first to explore the new routes and there was an air of celebration as the day went on, with the trams becoming busier and busier as people flocked to try out the new network. Commuters, families and enthusiasts came out in force and it is clear there has been a very positive response to the launch from the people of Nottingham and beyond, with the interest generating high levels of usage on the new lines, which has continued since opening. The opening followed two weeks of intensive timetable testing.
- 5.2. Tram services from Toton Lane operate to Hucknall, with those from Clifton operating to Phoenix Park. On weekdays and Saturdays, through-services commence at just after 6.00am from each of the termini, with last services departing at approximately midnight. During the main part of the day, between 7.00am and 9.00pm, trams operate at a frequency of every 7 - 10 minutes on each route, resulting in a frequency of 3 - 5 minutes on the core section, between Nottingham Station and David Lane. On Sundays, there is a 10 minute frequency on each route between 9.00am and 7.00pm, resulting in a 5 minute frequency on the core section. Full details of the timetable can be found on all trams and at tramstops

and an interactive journey planner is available on the relaunched website at www.thetram.net.

- 5.3. The new timetable has been performing reliably and passenger numbers across the network have been high.
- 5.4. A month prior to the full network launch day, on 27th July, the new Nottingham Station tramstop opened to the public, allowing more convenient interchange for customers transferring to and from the train. The old Station Street stop was decommissioned and the steps and lift on the north side of Station Street were temporarily closed for refurbishment until the end of September. A large amount of extra signage and customer communications were required to direct customers safely to and from the new stop and customers were informed of the change through various communication channels. Tram Ambassadors have been deployed at this tramstop and across the new routes to assist and inform customers.
- 5.5. Some fare changes were introduced in advance of the opening of the new routes, including the introduction of a new full network ticket and also a cheaper (£3.50) day return ticket, which is available from all tramstops except for the outer termini. A full summary of the tickets that are currently available can be found at Appendix A.

4. MARKETING CAMPAIGNS

- 4.1 **Nottingham Beach** - Tramlink has again worked with the City Council to promote discretionary travel by promoting and sponsoring the Nottingham Beach. This was promoted via a centre section tram wrap, adverts were featured in "The Line" on-tram magazine, and hangers were placed on all of the trams. NET social media has also been used to promote using the tram as the best way to get the beach and to use the park & ride sites.
- 4.2 **"NET on tour"** - a full programme of community roadshows has continued with recent events in Stapleford, Beeston and Clifton. The NET stand has offered information on the tram network times and fares as well as Phase Two testing and launch updates.
- 4.3 **Armed Forces Day** - even though this year's Armed Forces Day event was at Wollaton Park, all service personnel were allowed to travel free on the tram system over the weekend.
- 4.4 **Special "Try the New Network Ticket"** - during the first week of full network operations people were able to buy one week's unlimited travel for just £10 (Adult) £5 (Child). This offer was aimed at getting new people to give the service a try and also as a way of giving existing customers a low-cost way of trying the new lines and destinations.

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