

**NET OPERATIONAL PERFORMANCE AND PROGRESS UPDATE**

**1. SUMMARY OF ISSUES**

- 1.1. The report updates the Committee on the performance and progress of NET from the beginning of January to the end of May 2016.

**2. RECOMMENDATION**

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

**3. OPERATIONAL PERFORMANCE**

- 3.1. Reliability and punctuality of the tram service, during the five month period from January to the end of May, was extremely high, with levels of 99.4% and 99.7% respectively achieved.
- 3.2. Total patronage for the year 1st April 2015 to 31st March 2016 was 12.15 million.

**4. TICKETING**

- 4.1. The further development of the off-tram ticketing system is now taking shape with the introduction of the Robin Hood Card, an electronic purse from which the cost of travel is automatically deducted, giving the best fare on the day for the trips made. The card, which can be used on most bus services within the Greater Nottingham boundary, as well as on all tram services throughout the network, can be purchased and topped-up at any of the Robin Hood Network on-street ticket machines and can be used on the tram by touching on at a tramstop validator before boarding, with a running total of the fare being displayed. Robin Hood season tickets and day tickets are also available, maintaining the same benefits and travel options as the former Kangaroo Citycard scheme. Top up and purchase of the Robin Hood Card at tramstop ticket machines is planned to be available soon.

**5. CUSTOMER SURVEY RESULTS**

- 5.1 The results of a national passenger survey, undertaken by Passenger Focus in Autumn 2015, have been released, with NET achieving the highest overall satisfaction scores in the UK of 98%, an increase from 96% in 2014. The average satisfaction score for all networks

was 92%. Tramway surveys were carried out in Manchester, Birmingham, Blackpool, Edinburgh and Sheffield.

5.2 In Nottingham, with regard to the passenger experience of the tram journey, punctuality, cleanliness and safety all scored above 90%, as did satisfaction with the wait time at the tramstop, condition and maintenance of the tramstop, personal safety and convenience / accessibility.

5.3 Whilst 74% of passengers had no suggestions for improvement, the most common service area improvement suggested was seating / capacity of the trams. The top 3 reasons for using the tram were: "it's the best way to get to where I'm going", "it's more convenient than the car" and "it's quicker than other transport".

## **6 COMMUNITY ENGAGEMENT**

6.1 Nottingham Trams is striving for NET to be the Number One tramway in the UK and recognises that engaging with local communities plays a key role in achieving this. From the beginning of 2016, a project to promote NET within the community commenced, with the three key objectives being to:

- Get out, meet and listen to the people of Nottingham
- Communicate safety in using the network
- Encourage them to use the tram

As part of this programme, a series of "Meet the Managers" events have taken place at Clifton Market, Larkhill Retirement Village and at Beeston Market, and further events are planned for the rest of the year.

6.2 A number of local charities have benefited from fund raising campaigns for which the tram operator has organised events, including "When You Wish Upon a Star", a charity established to assist children living with a life-threatening illness, and the Teenage Cancer Trust which has a unit on ward E39 at Nottingham Children's Hospital.

6.3 Depot Visits have been organised for a number of different local groups including Beeston Civic Society, Railway Study Association, the Royal Engineers and Foxwood School.

6.4 As part of a commitment to local businesses affected by Phase Two tram construction works, two local shopping guides were produced late last year. The 'Beeston By Tram' guide was produced with support from the Beeston BID, who contacted all the local traders on behalf of NET. A free small advert was offered to all traders affected by tram works and the guide was delivered to 20,000 local households to encourage them to use the tram to access local businesses. This concept was replicated for Clifton traders, although without

the support of a local organisation such as a BID. This year, a network wide 'Beer by Tram' guide and a 'Food & Drink by Tram' guide in association with CAMRA and the Nottingham Post food & drink awards has been produced. These new publications are stocked on trams and are also available from the NET Travel Centre and to download from the tram website. In addition, the regular monthly publication "The Line", also features events taking place in local communities including, for example, in the June edition, the Byron Festival in Hucknall.

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