

**UPDATE REPORT BY TRAMLINK NOTTINGHAM**

**1. SUMMARY OF ISSUES**

- 1.1. The report informs the Committee of progress made in introducing off-tram ticketing to NET Line One and on the integration of the new trams into the system.

**2. RECOMMENDATION**

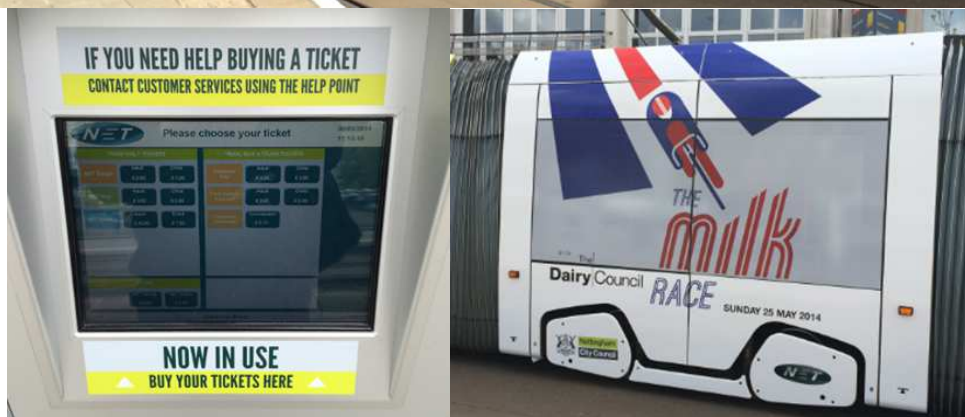
- 2.1. It is RECOMMENDED that the Committee notes this report.

**3. OFF-TRAM TICKETING**

- 3.1. The first phase of the off-tram ticketing project went live at 18.00 hours on the 28th April 2014 and overall the launch went and continues to work well.
- 3.2. The take up from our customers has also gone better than planned with, at the time of writing, approximately 80% of “on the day” sales now being made at the TVM's with the remaining 20% of tickets being sold through the conductors. We consider that the remaining 20% of customers will only switch to using the TVM's when they cease to have the option to purchase on the tram.
- 3.3. Of the prepaid travel tickets, some 90% of trips are expected to be captured by the validators with the remaining trips being made on tickets that are not yet smart (e.g. NET seasons). Trip numbers calculated from the off-tram ticketing system compared to those captured by conductors suggest that practically all passengers that need to validate are now doing so.
- 3.4. The tram operator, Nottingham Trams, confirmed that, in accordance with their plan, the Ambassadors, who were present on tramstops to provide assistance to passengers, were withdrawn from the system at close of business on Friday 16th May. Conductors ceased to sell tickets on trams from Tuesday 20th May – instead checking tickets and advising those without tickets to disembark at the next stop and purchase from a ticket vending machine. Revenue Protection staff will continue to have a high profile on the system and are due to commence enforcement (issue of Penalty Fare Notices) in the first week in June.
- 3.5. The Tramlink Independent Appeals Panel has met and reviewed the arrangements for advising customers of their obligations and for enforcing the Penalty Fare regime. A number of positive (minor) actions were identified for the operator to address before issue of Penalty Fare Notices commences.
- 3.6. Marketing and Communications activities continue in line with our plan. We have systematically been removing the initial “Buy Before You Board” material and replacing with a mix of Mango and Penalty fare messaging. A significant push on Penalty Fare awareness communications has commenced and the awareness survey will resume with questions targeted around the Penalty Fare regime.

#### 4. TRAMS

- 4.1. The 14th Citadis tram has now been delivered in line with the programme and is being commissioned.
- 4.2. Driver training with the new Citadis on street in traffic hours commenced on 16th April with an expectation that driver training and outstanding modifications will be completed by the end of May.
- 4.3. There has been positive feedback on the trams from drivers, maintenance staff, public and stakeholders with low noise and ride quality being highlighted.
- 4.4. Services were turned at the Royal Centre on Sunday 25th May for the Milk Race and members of the public were able to look on board a new Citadis tram, parked at the Royal Centre tram stop throughout the day, as we thought this would present the ideal opportunity to give people the chance to get see one of the sleek new trams. They were even able to get a look inside the driver's cab.
- 4.5. In addition to the Citadis, a special liveried tram was also stationed in Old Market Square during the Milk Race and was the sign-on point for competitors and one of the centre points of celebrations to mark the return of the race to the city. The new ticketing system has also seen the introduction of smart card technology, offering a range of competitively priced travel options using the Mango card that had previously only been available on Trent Barton buses. The cards, which can be purchased from the NET Travel centre on King Street or by visiting the tram website, and which can be topped-up on-line, offer a saving of 25% off the single cash fare, with short-hops costing only £1.



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