

TRAMLINK OPERATIONAL APPROACH IN BUILD-UP TO START OF TRAM SERVICES ON NET PHASE TWO

REPORT OF THE CHIEF EXECUTIVE, TRAMLINK NOTTINGHAM

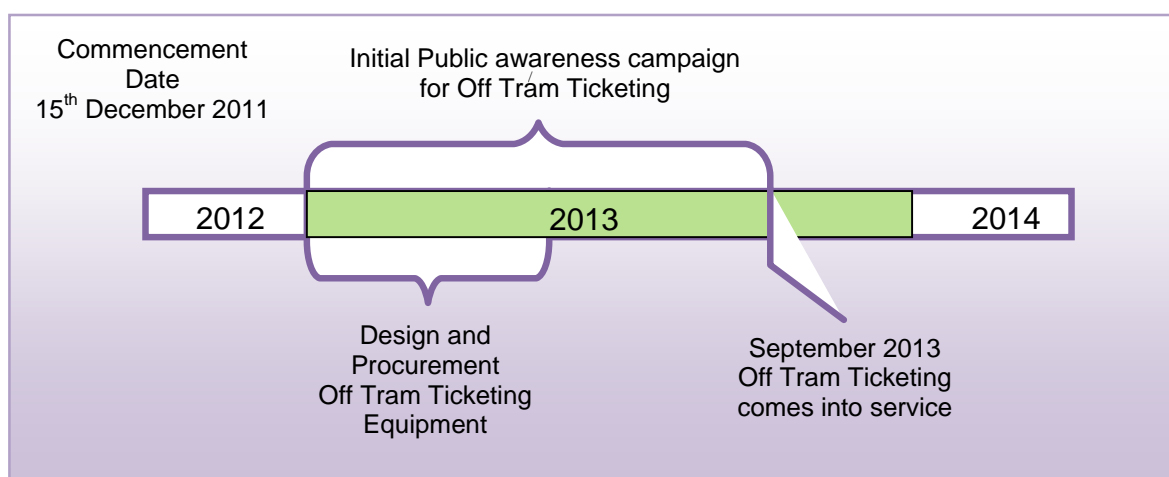
1. SUMMARY OF ISSUES

1.1. The report summarises the operational approach of Tramlink Nottingham, over the period building up to the commencement of Off Tram Ticketing.

2. RECOMMENDATION

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

3. PROGRAMME TIMELINE



4. OPERATIONAL PROPOSALS

Introduction of Off Tram Ticketing

4.1. An Off-Tram Ticketing strategy, that revolves around a more improved customer focused solution to customers travelling on the NET system is being delivered in accordance with the timeline above.

The solution embraces the use of modern technology with the introduction of Ticket Vending Machines (TVM's) and Validators, the positions of which have been determined by anticipated passenger flows.

This more focused approach will improve the overall customer experience with the introduction of:

- A NET Travel Shop in City Centre
- Dedicated Help Points at every stop
- A dedicated Customer Service Team

- Dedicated CCTV Operators
- Dedicated Security Teams
- Revenue Protection Operators
- Ambassadors

This introduction of Off-Tram Ticketing will be supported by a clear and comprehensive public awareness and communication campaign building up over six months prior to the change to Off-Tram Ticketing which will be focused on ensuring the customer awareness of the change is of a positive and seamless nature.

- 4.2. The TVMs and Validators will be continually monitored via the NET Control Room to ensure maximum security and availability and the recording of transactions and to ensure that faults are kept to a minimum and rectified quickly.
- 4.3. The TVMs will be incorporated into units housing other Tramstop infrastructure which will make the machines more difficult to enter and to provide a deterrent to any criminals attempting to remove/damage the TVM. Each TVM will be programmed with appropriate alarms and real-time status information alerts in respect to its security and cash collection status, both of which will link directly to notify the NET Control Room.
- 4.4. A clear NET brand incorporating accent colours of lime green and purple is planned to assist customers in identifying TVM's and validators.

"Byelaws"

- 4.5. Tramlink are currently completing a full review of the NET Byelaws and conditions of carriage to ensure that they fully support the changes that are to be implemented with the introduction of Off Tram Ticketing.
- 4.6. An interim review of the Byelaws has been completed and consultation on these is expected to take place early in 2013. In summary the changes are designed to take account of the transfer of the Concession to Tramlink Nottingham and specifically:
 - To allow Tramlink to check tickets of passengers alighting from trams at tramstops, and to sell tickets to passengers that are unable to produce a ticket on demand.
 - To simplify provisions relating to car parks and to ensure pedestrian and car routes are not obstructed.
 - To assist wheelchair users in being able to fully use on-tram wheelchair spaces.

Penalty Fare

- 4.7. In addition to Byelaw changes, to enable the introduction of a penalty fare in line the commencement of Off Tram Ticketing Tramlink will shortly be activating a penalty fare order and will be seeking to vary the penalty fare amount to be imposed to £50 (reduced to £25 if paid within 14 days). This level of penalty fare is in-line with other UK tram systems and is considered sufficient to deter travellers who may 'take a chance' on evading payment of their fare. Aligned to this, Tramlink will be ensuring fairness by the introduction of an appeal process that will include an independent appeals panel.

Achieving Revenue Forecasts

- 4.8. A large team of dedicated Revenue Protection Officers (RPO's) will be introduced to ensure a highly visible presence around the Network throughout the majority of the operational day during the introduction of Off-Tram Ticketing. This will ensure that every customer on the Network will have the opportunity to engage assistance in relation to any aspect of their travel on the Network and also enable the RPO's to check that customers have either paid for a valid fare, or has a validated smartcard to travel.

Fare Evasion

- 4.9. Tramlink is committed to achieving a target rate of fare evasion of a maximum of 5% of all transactions, by using intelligent revenue protection operations that are benchmarked against other European tram systems.

Communications

- 4.10. The full understanding of the planned changes by staff and customers is paramount to the successful switch to Off Tram Ticketing. This cultural change education campaign was started in November 2012 with the introduction of on tram ticket checking and Tramlink are currently working with the Operator to programme the on tram ticket checks and the gradual introduction of off tram ticket checks which will be fully supported by a communications campaign and will give the staff the opportunity to fine tune their processes before going live.

Next Step

- 4.11. The off-tram ticketing proposals, including the details of the communications campaign, will be developed further in the coming months and a further presentation is planned at the March 2013 meeting of this Committee.

5. LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

- 5.1. None.

6. PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

- 6.1. None.

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