

NET LINE ONE - OPERATIONAL PERFORMANCE: AUGUST TO THE END OF OCTOBER 2013

1. SUMMARY OF ISSUES

- 1.1. The report informs the Committee of the performance of NET Line One from August to the end of October 2013.

2. RECOMMENDATION

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

3. OPERATIONAL PERFORMANCE

- 3.1. The average levels of tram service reliability and punctuality achieved during the period were 99.47% and 97.86% respectively.
- 3.2. There was a slight reduction in operational performance levels in October due principally to leaf fall on Mount Hooton Road and Waverley Street which caused traction and braking difficulties and resulted in some delays to services. Additional rail maintenance activities were carried out by the tram operator in order to minimise the impact of this issue.
- 3.3. Additional tram services were operated to and from The Forest during the period of Goose Fair and also on Bonfire Night.

4. OTHER MATTERS

- 4.1. The footbridge that has been installed by Network Rail north of Moor Bridge, which replaces the Bayles and Wylies footpath level crossing at which a pedestrian fatality occurred in November last year, was opened to the public in October.
- 4.2. Some works have commenced at tramstops and park and ride sites in preparation for the introduction of NET Phase Two services and off-tram ticketing. These have included the installation of foundations for ticket machines and validators and works to install a radio mast at Moor Bridge.
- 4.3. Six of the 22 new Citadis trams have been delivered to the depot by the manufacturer, Alstom. Overnight test running of these vehicles has commenced along both the off-street and on-street sections of NET Line One.
- 4.4. A NET brand awareness campaign at sports grounds and Nottingham Arena commenced in August, with advertising panels placed at Nottingham Forest, Notts County and the Ice Stadium. The offer of a £2 "NET Event Ticket" which is valid for a return trip to sports events, as well as performances at the Theatre Royal and Concert Hall, Nottingham Playhouse and Nottingham Arena has continued. In addition, a new shuttle bus link between Station Street and the Nottingham Forest ground has been introduced on match days.

- 4.5. The Five for £5 Group Ticket has continued to prove very popular and was offered over the half-term school holiday, during Goose Fair and on all weekends during October.
- 4.6. A customer acquisition campaign was undertaken by Tramlink in September aimed at attracting non-users to try the tram for free. Bus stop shelters and billboards close to tramstops were used to convey the message, adverts were run in the local media and a house to house leaflet distribution was undertaken in Hucknall. A bespoke "Try the Tram" website was also set up.

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