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Nottingham
City Council

Nottingham City Council Greater Nottingham Light Rapid Transit Advisory Committee

Date: Tuesday, 12 March 2024

Time: 2.00 pm

Place: Loxley House, Station Street, Nottingham, NG2 3NG

Councillors are requested to attend the above meeting to transact the following business

Director for Legal and Governance

Governance Officer: Phil Wye

Direct Dial: 0115 8764637

- 1 Apologies for Absence**
- 2 Declarations of Interests**
- 3 Minutes** 3 - 8
Minutes of the meeting held on 12 December 2023, for confirmation
- 4 NET Operational Performance and Progress Update** 9 - 12
Report of the Head of Operations, Nottingham Trams
- 5 Customer Survey Results** 13 - 22
Presentation by the Head of Marketing, Tramlink Nottingham
- 6 Work Plan**

If you need any advice on declaring an interest in any item on the agenda, please contact the Governance Officer shown above, if possible before the day of the meeting

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Nottingham City Council

Greater Nottingham Light Rapid Transit Advisory Committee

Minutes of the meeting held at Loxley House, Nottingham on 12 December 2023
from 2.02 pm - 2.53 pm

Membership

Nottingham City Council

- ✓ Councillor Helen Kalsi (Chair)
- ✓ Councillor Angela Kandola
- ✓ Councillor Michael Savage
- ✓ Councillor Hayley Spain

Nottinghamshire County Council

- ✓ Councillor John Ogle (Vice-Chair)
- ✓ Councillor Jim Creamer
- ✓ Councillor Eric Kerry
- Councillor Francis Purdue-Horan
- Councillor Gordon Wheeler

NET User Representatives

- Roger Bacon - Travelwatch East Midlands
- Ian Bates - East Midlands Chamber of Commerce
- Justin Donne - Nottingham Federation of Small Businesses
- Helen Hemstock - Ridewise
- Chris Roy - Nottingham Trent University
- ✓ Lorraine Salt-Pulford - Nottingham City Disability Involvement Group
- Jim Thomas – Nottinghamshire Better Transport

Colleagues, partners and others in attendance:

- | | |
|------------------|--|
| Andrew Conroy | - Chief Operating Officer, Tramlink Nottingham |
| Andrew Holdstock | - Senior NET Project Engineer, Nottingham City Council |
| Trevor Stocker | - Operations Manager, Nottingham Trams |
| Alison Sweeney | - Head of Marketing, Tramlink Nottingham |
| Phil Wye | - Governance Officer |

18 Membership

Committee Members were informed that Councillor Nadia Farhat is no longer a member of the Committee.

19 Apologies for Absence

Councillor Francis Purdue-Horan - personal reasons
Councillor Gordon Wheeler – personal reasons
Jim Thomas (Nottinghamshire Better Transport)
Justin Donne (Nottingham Federation of Small Businesses)

20 Declarations of Interests

None.

21 Minutes

Subject to including that Councillor John Ogle chaired the meeting, the Committee confirmed the minutes of the meeting held on 12 September 2023 as a correct record and they were signed by the Chair.

22 Safeguarding of Vulnerable People on the Tram Network

Trevor Stocker, Head of Operations at Nottingham Trams, introduced a report on NET's policy towards the safeguarding of vulnerable people on the tram network which highlighted the following:

- (a) throughout this year NET has continued to engage with community partners and in particular The Pythian Club. Together with them they have presented a YouVTram campaign to hundreds of children across the city and county at school. This campaign is complemented with outreach workers engaging with young people on the tram. This partnership has identified a number of at-risk children and young people, helping them to get the help they need;
- (b) schools from across the city have been invited to the NET depot as part of the mini police project. During visits children have been shown measures in place to keep them safe whilst travelling on the network and what to do if they get into difficulty;
- (c) NET has continued to support the Office of the Police and Crime Commissioner' Safety of Women at Night (SWaN) project. Training has been embedded for front line staff so they can recognise the signs of vulnerability within a nighttime economy environment and be able to take effective action to reduce any risks;
- (d) at the end of 2022 NET launched a new WhatsApp messaging service to allow customers to discreetly report issues of Anti-Social Behaviour or other concerns to its Customer Experience team. This service is in addition to all trams and tram stops having emergency help points and provides a discreet way of getting in touch if a person is feeling vulnerable;
- (e) in September NET launched a new service for our customers with Widget who are inclusion specialists. They provide guides for customers with additional needs to enable them to travel independently and safely on board.

During the discussion and in response to questions from the Committee, the following points were raised:

- (f) since the Covid-19 pandemic. There has been an increase in people wanting to self-harm or commit suicide nationally, including on Nottingham tram routes. NET is in dialogue with the police around prevention and common locations;
- (g) the Pythian Club directly works towards supporting and mentoring young people with the aim of reducing youth violence and driving community cohesion. They

deliver this through a framework of sport, art, and educational programmes within the community. NET has had a relationship with them for several years to engage with young people on the trams and have positive conversations to reduce anti-social behaviour;

- (h) there has been concern about large scooters on the tram that take up a lot of space and could fall on pram or wheelchairs. This is difficult to manage as they are not regulated or licensed. This has also been investigated and there is no evidence to suggest that large scooter less stable than small ones.

Resolved to note the report.

23 NET Operational Performance and Progress Update

Trevor Stocker, Head of Operations at Nottingham Trams, introduced a report on the operational performance and progression of the Nottingham Tram Network which highlighted the following:

- (a) there has been a substantial improvement in reliability and punctuality of the tram over the last 3 months, including the excellent delivery of services during the 2023 Goose Fair Event;
- (b) the network continues to experience some external events and incidents involving third parties that have impacted on tram services. These include a truck pulling down the overhead line in Beeston and storms causing flooding in the Wilford area;
- (c) between 18th and 31st August, planned works to fully upgrade the tracks and the points at The Forest were successfully completed. An operations plan was created to enable customers to reach their required destinations while services were temporarily suspended between Wilkinson Street and Old Market Square, with a dedicated bus replacement service operating between these two locations;
- (d) track replacement works were also undertaken at Middle Hill, between 22nd and 24th October, and works to repair damage caused to the track bed at Cator Lane, following the burst water main incident and subsequent flooding in the area;
- (e) on 17th August, an IT network issue caused a system wide outage of safety critical systems at the beginning of service. Since it was not possible for the control room to communicate with drivers, all trams were withdrawn to the Depot shortly after 0700. Alternative back-up systems are being investigated to avoid this happening again;
- (f) parking enforcement patrols have been extended to the Hucknall and Moor Bridge park and ride sites. The patrols have contributed towards the overall security of the network, with officers deterring anti-social behaviour and criminal damage. Parking Enforcement patrols are planned to progress to Clifton South and Phoenix Park during December bringing all park and ride facilities under the same scheme;

- (g) anti-social behaviour incidents against staff have reduced over the past year, with no reports in November at all. There were some Incidents of youth crime around tram infrastructure involving fireworks around Halloween and bonfire night. Anti-social driving around the Toton Lane area continues to be an issue. Over 50 hours of dedicated patrols took place in the area during October with a specific focus on deterring this activity;
- (h) NET Customer Experience Agents have taken part in Operation Reach, working with 11 plain clothes covert police officers to identify fare evaders and anti-social behaviour. Several fare evaders were stopped from abusing staff or running away without tickets. A large group of eight youths identified by the team as previously causing damage and abusing the network were also stopped and contained;
- (i) during December NET is re-launching its Zero Tolerance to fare evasion campaign. This campaign will focus on education and enforcement of the “buy before you board” rules. There will be an increased presence of staff and police on the system throughout month to target fare evaders on the network together with an extensive publicity campaign;
- (j) at the Global Light Rail awards, held in October, NET received the “Best Customer Initiative” award for the work that has already been undertaken around the Zero Tolerance campaign on revenue protection;
- (k) as part of Keolis Passenger & Innovation Day on 20th September, the NET management team went to one of the system’s most popular stops, Royal Centre, to host a ‘Meet the Manager’ session. The day was spent talking to passengers about the tram service and handing out freebies and goody bags. The team were also joined by The Pythian Club as part of their outreach work;
- (l) NET has met with the Thomas Pocklington Trust, a national charity which supports blind and partially sighted people, to discuss how further support can be provided to the visually impaired and blind people when using the tram system;
- (m) NET attended a Safety and Wellness Fair, organised by Nottingham Trent University in October to introduce students to various health, wellbeing and safety initiatives, both internal and external to the university.

During the discussion and in response to questions from the Committee, the following points were raised:

- (n) the anti-social driving at Toton Lane is still a big concern for local residents, with a petition having been created. A Public Order has been suggested but this would need to come from the Council or the police;
- (o) there is a huge cost to the company when overhead lines are damaged, and it is a long process to recover money from insurance. There is also reputational damage which can result in fewer customers traveling.

Resolved to note the report.

The next meeting will discuss customer survey results, as well as the standard updates.

25 Future Meeting Dates

The future meeting dates were noted.

Committee members were invited to make arrangements to visit the NET tram depot.

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NET OPERATIONAL PERFORMANCE AND PROGRESS UPDATE

1. SUMMARY OF ISSUES

1. This report updates the Committee on the performance and progress of NET from the beginning of November 2023 to the end of January 2024.

2. RECOMMENDATION

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

3. OPERATIONAL PERFORMANCE

- 3.1 The reliability and punctuality of the tram service during this three-month period were 94.7% and 93.7%, respectively. During the busiest period of the year for the tram network reliability performance was sustained, despite a variety of challenges with weather conditions and a continued impact from third-party events. Storms have brought flooding, snow, high winds, and freezing temperatures to be dealt with. This period has also seen a significant increase in city centre footfall and traffic congestion, again impacting services. Most Saturdays throughout this period have also seen pro-Palestinian marches block tram and road routes, causing some delays on the busiest day of the week.
- 3.2 During the period, there continued to be an increase in third-party incidents, including minor collisions near the Fletcher Gate car park, Meadows Embankment and on Radford Road and Berridge Road. These types of incident can have a knock-on effect on services due to tram availability while repairs to damage are carried out.
- 3.3 On Thursday, November 30, a collision occurred between a tram and a wheelchair that had rolled onto the track. Investigations established that a brake had not been applied correctly by the individual pushing the wheelchair when they turned to close a gate. Although the tram driver responded quickly by applying his brakes, a collision was unavoidable, and the wheelchair user sustained head injuries and was taken to hospital for treatment. The resulting police investigation saw the road closed for approximately seven hours until the person's condition stabilised. Welfare support has since been provided to the tram driver.
- 3.4 Heavy rainfall and stormy weather during December caused issues with localised flooding across the network and debris being blown onto tracks and overhead line equipment with, at Bulwell Forest, the level crossing barrier blown onto the overhead line. Network Rail attended shortly afterwards this event to carry out a repair that allowed services to resume.

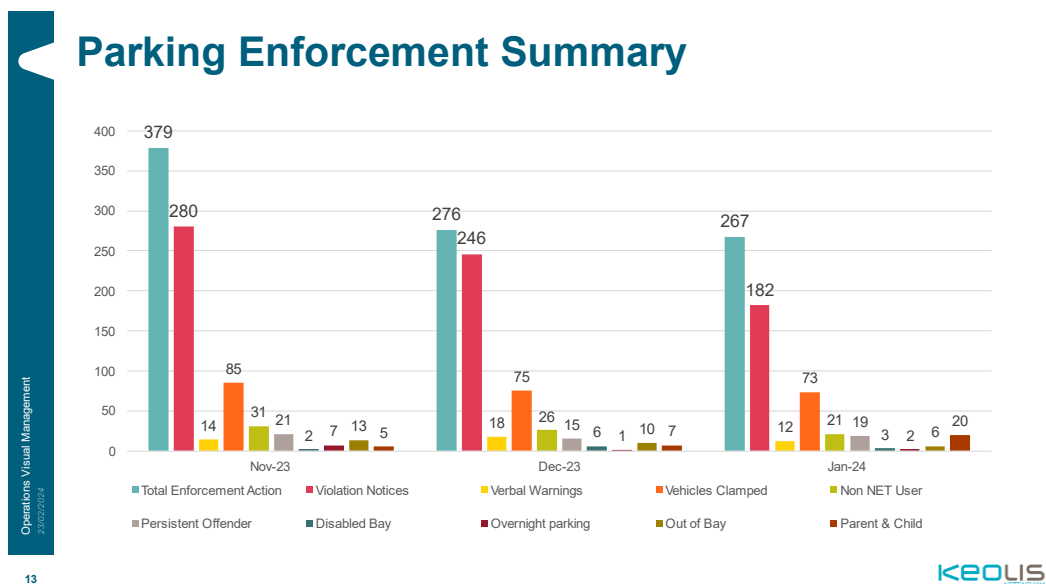
- 3.5 In January, Storm Henk brought heavy county-wide rain, taking the River Trent to record levels and flooding a section of the track at Wilford Lane. It took several days for the water to subside to enable cleaning ahead of service resumption. A cold front later in the month saw temperatures plummet to around -10°C causing issues with frozen screen wash and motors. High winds continued to affect the tramway and surrounding areas, with debris being blown onto tracks.
- 3.6 During 2023, NTL focused on recruiting and training more drivers to provide additional resilience to tram services. This has had a positive impact during the period and improved service performance levels.

4. ZERO TOLERANCE CAMPAIGN – REVENUE PROTECTION UPDATE

- 4.1 In December, a ‘Zero Tolerance’ campaign targeting fare evasion was launched. This saw the revenue team enhance their revenue protection operations with police and security support. It has also been an opportunity to educate customers to ensure they have validated their travel products correctly. This campaign has been very successful and has continued into the new year.

5. PARKING ENFORCEMENT UPDATE

- 5.1 The rollout of parking enforcement, covering all NET park and ride sites, was successfully completed in December. The majority of customer feedback received remains overwhelmingly positive, with parking enforcement having a positive impact on NET customers looking to use P&R sites. The approach has also contributed to the overall security of the network, with officers deterring anti-social behaviour and criminal damage. Enforcement action remains consistent throughout the period.



6. ANTI-SOCIAL BEHAVIOUR UPDATE

- 6.1 Reports of anti-social behaviour continue to be received and, unfortunately, NET staff continue to experience abuse, and occasionally physical violence, when carrying out their duties. Close working with the police ensures that as much evidence as possible is provided to support prosecutions. Criminal damage to trams and tram stop infrastructure has increased over the period in the Highbury Vale and Bulwell areas. These issues continue to be linked to youth crime and are part of a wider issue in the area that has seen other transport providers also targeted. This has been escalated with police colleagues in the Transport Hub and additional patrols are being carried out to try and tackle the issue.
- 6.2 An increase in anti-social driving around the Toton Lane area and park and ride has been reported. Regular patrols continue to be undertaken and information is shared with the police, however this is part of a nationwide trend. New traffic calming measures are to be installed at the entrance areas to the park and ride site and opportunities for further funding for other measures are being explored with Broxtowe Borough Council. Dedicated patrols took place in the area during October, with a specific focus on deterring this activity.

7. FARES and TICKETING

- 7.1 In January, a month-long, limited-time, annual adult season ticket offer of £450 was launched, a reduction of £225 on the normal price. Also, from the end of January, and throughout February, special discounts on six-month passes were introduced for school and university students. Other NET ticket prices were increased from January 8th, with an adult single ticket increasing to £3.20 and an adult day ticket increasing to £5.30.

8. PARTNERSHIP WORKING AND COMMUNITY ENGAGEMENT

- 8.1 In November, a new initiative was launched with accessibility company, Widgit, to offer an illustrated guide to help those who may struggle to travel independently or may not speak English. The comprehensive guide uses specialist symbols and images to prepare the person for what they can expect when they travel on the tram, helping to reduce any stress and anxiety. A special one-page guide to use during their travel has also been created. A class of special needs children from Rosehill School assisted in part of the launch to test out the symbolised guides available to download from the NET website (QR codes are available at our TVMs and on window stickers on our trams) or pick up from the travel centre.
- 8.2 Following the shortlisting of ten charities for NET Charity of the Year 2024, the winner was announced as Nottingham Central Women's Aid. We look forward to raising as much money as possible for the charity and working to support them where possible.
- 8.3 A cheque for £2,500 has been presented by NET to The Pythian Club, the money having been raised through parking fines at the park and ride facilities. The money will support a scheme that includes the refurbishment of bicycles that young people can use to get to work or college or to access essential services. They will also use it to purchase England football kits to encourage participation in the sport.

Trevor Stocker, Head of Operations, Nottingham Trams

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- NET Tramlink
- Brand Tracker
- Report. November 2023



Method and sample

A 10-minute online survey of 1200 participants from areas that have traditionally seen commuting into Nottingham city centre. This provides statistically reliable data.

The sample included: 802 current users (67%) and 400 non-tram users (33%), and is representative in terms of gender, age and ethnicity.

The 1200 sample was split across the agreed postcode list.

Tram users tend to be those with no children or young families, working full time, travelling in and around Nottingham weekly.

18 to 34-year-olds working in the city (Core audience - 401 respondents)

- Significantly more likely to have used the trams in the last 6 months
- Significantly more likely to travel weekly
- Using tram for work
- Have no children
- C1C2
- Season and weekly ticket holders
- Purchase on app
- Most likely to change behaviour in next 3 months and use tram more
- Think tram is sociable
- Use social media and app for tram updates



Families traveling for leisure (Secondary, development audience – 298 respondents)

- Age 35 - 54
- Significantly more likely to travel monthly
- Using tram for leisure
- ABC1
- Purchase group tickets
- Purchase at machine
- Use the park and ride most

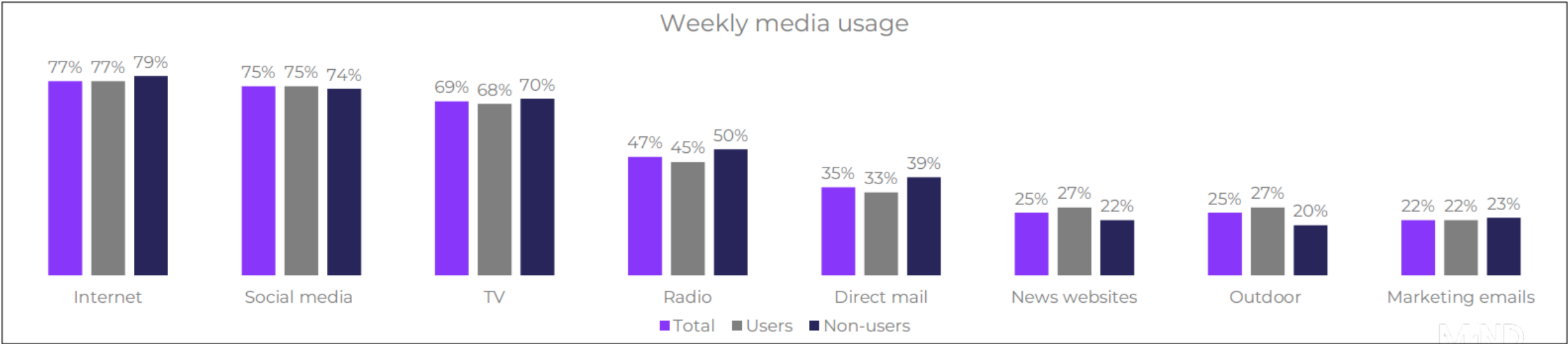
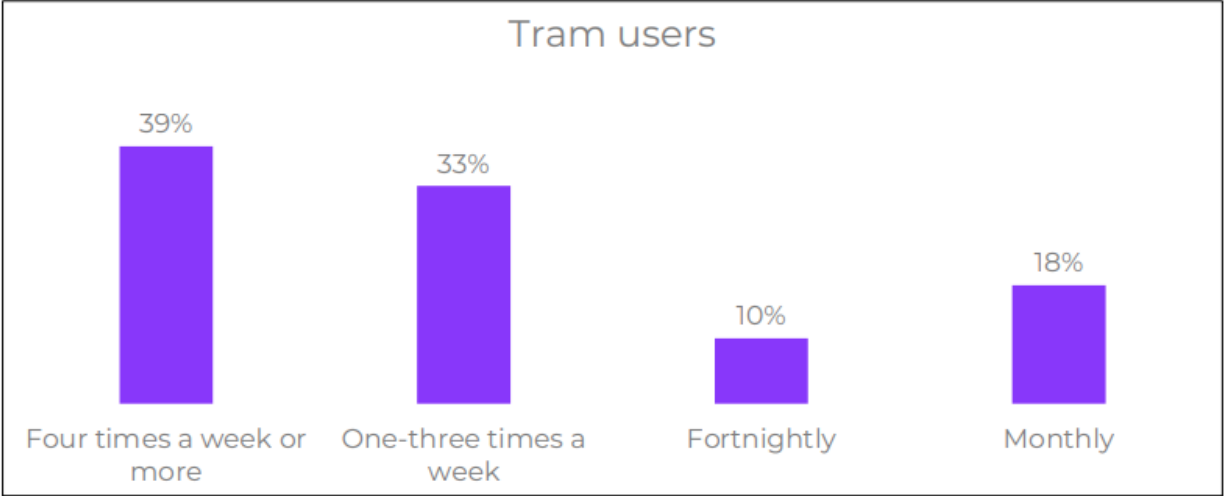
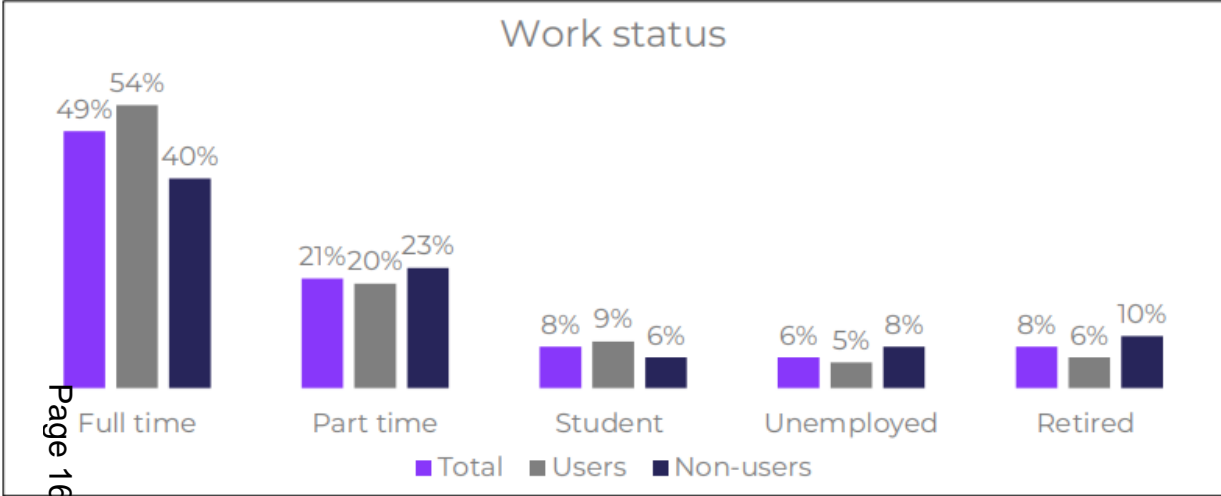


Student audience (96 respondents)

- Age 18 - 34
- Significantly more likely to use the tram weekly
- C1C2
- Purchasing single tickets
- Using the NETGO! App



Tram users tend to be full time workers with high usage of the internet and social media.



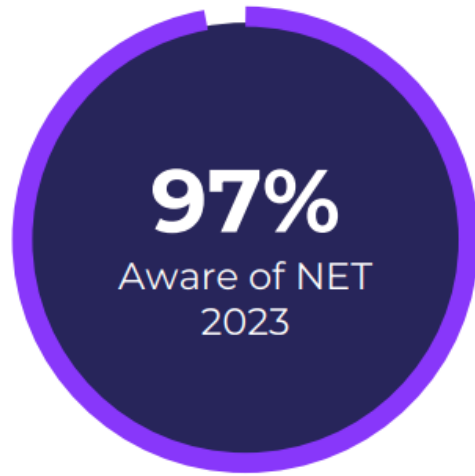
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Q41 - Thinking about an average week, which of the following do you do/receive/read?; Q44 - What is your current working status?; S3 - On average how often do you travel into or around Nottingham for any reason?
Base: 1202; 802

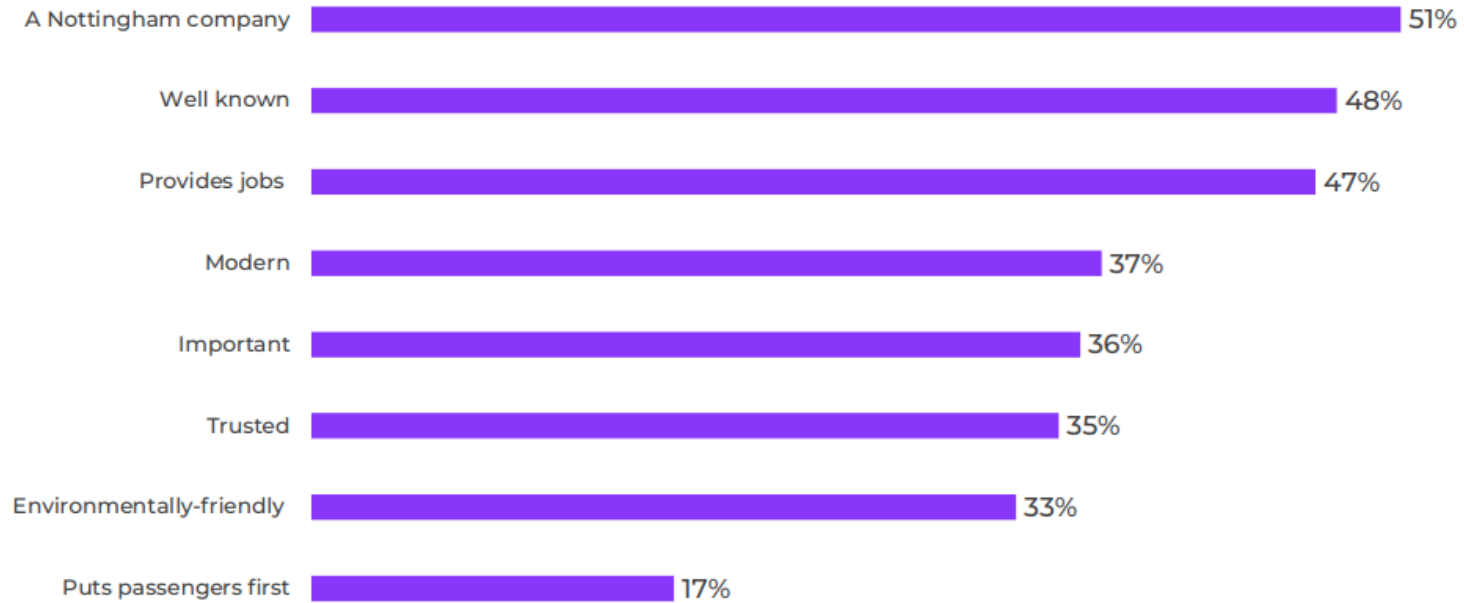
Awareness of NET is very high among tram users and non-users and are very well regarded.

Awareness of NET - total



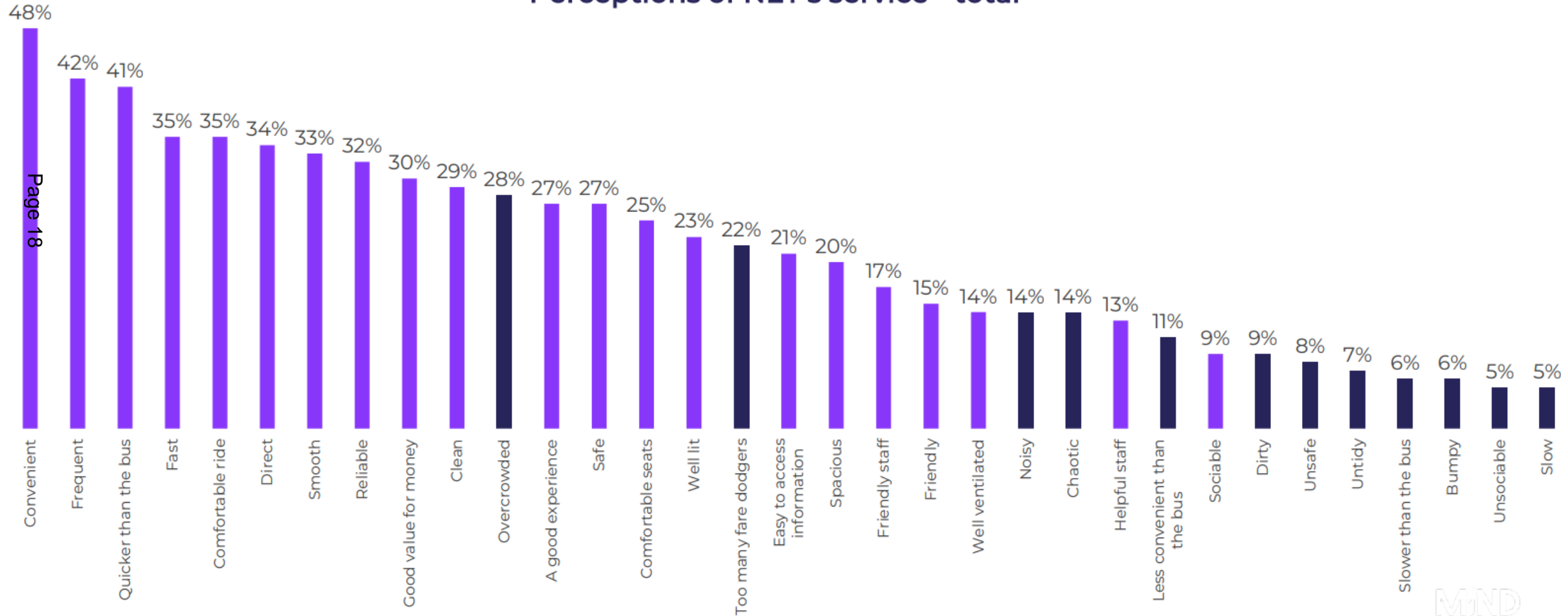
Of those who said they were not aware of NET Trams, 100% are aware after seeing the NET logo or picture of the tram.

Perceptions of NET as an organisation - total



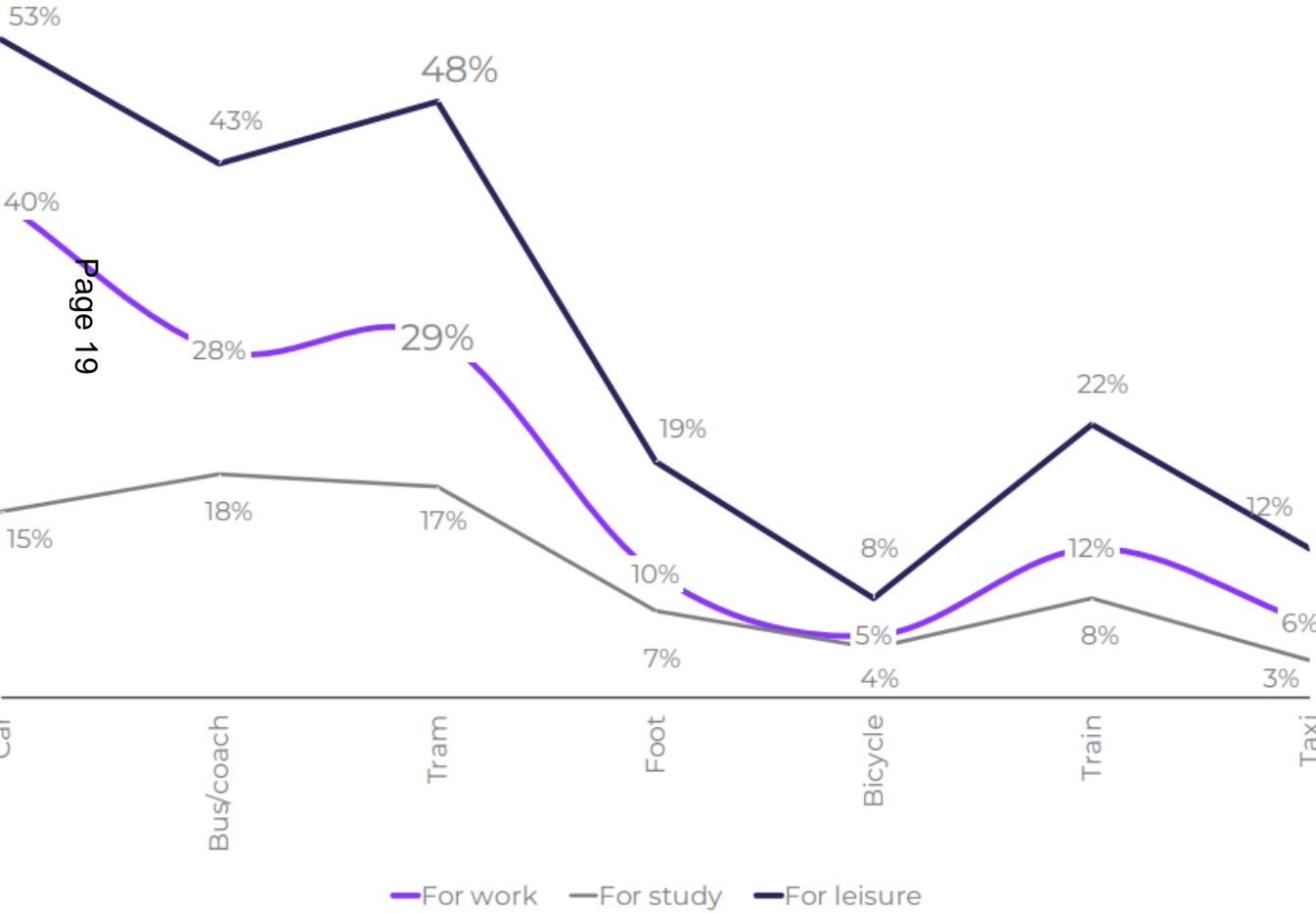
Perception of service is good for convenience, frequency and speed. Younger tram users report overcrowding.

Perceptions of NET's service - total

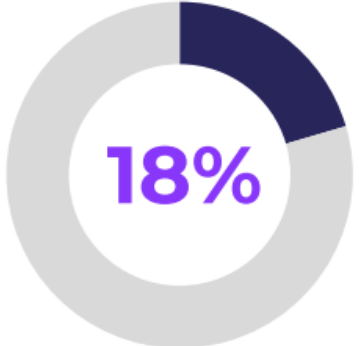


The tram is the favoured mode of public transport and usage is likely to increase in the next 3 months.

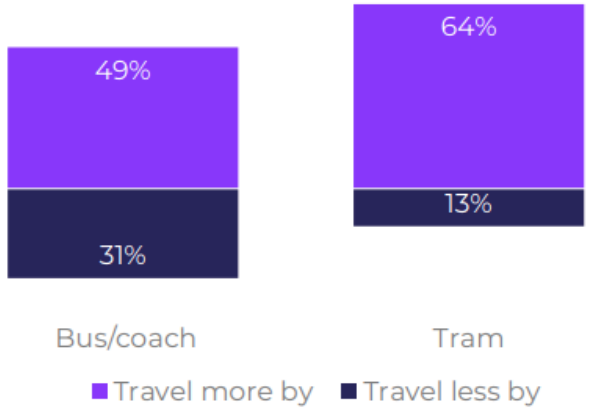
Current types of transport used - total



Expect to change travel habits in next 3 months - total



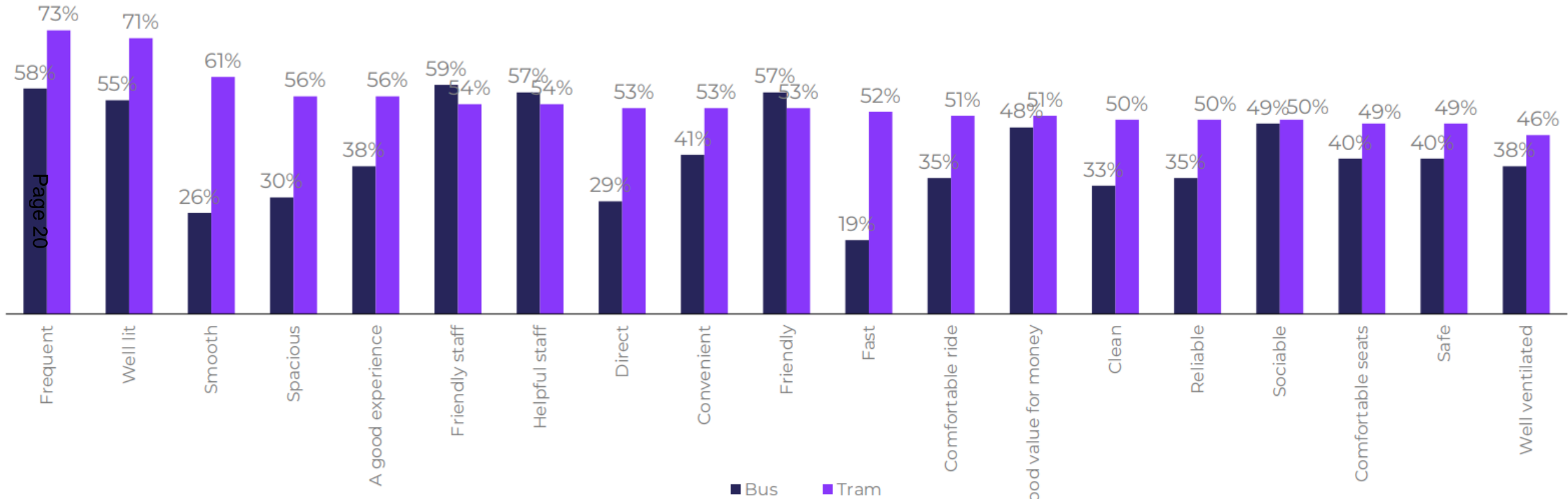
How travel habits are expected to change



Q6 - How do you tend to travel into Nottingham when travelling for each of the following occasions? Q7 - Do you expect your travel behaviour to change at all in the next three months, either how frequently you travel or which modes of transport you will use?
 Q8 - How do you expect your travel behaviour to change?
 Base: 1202-217

Tram rates higher than the bus in almost all categories, driven by younger, weekly users.

Review of tram and bus - total

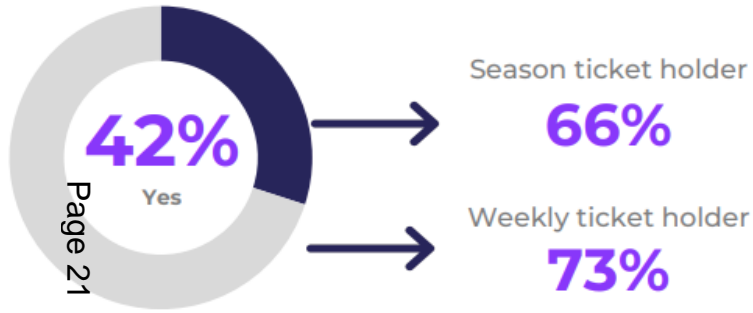


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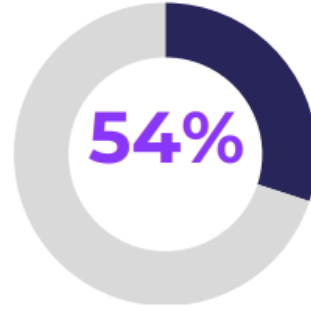


Those traveling with weekly, or season tickets are most likely to have travelled during trackwork and have received the most useful information from social media.

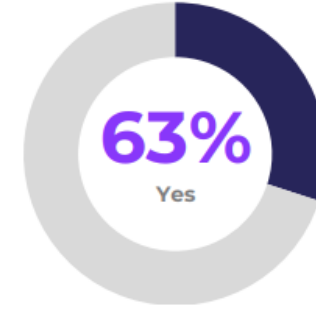
Have travelled during trackwork's – tram users



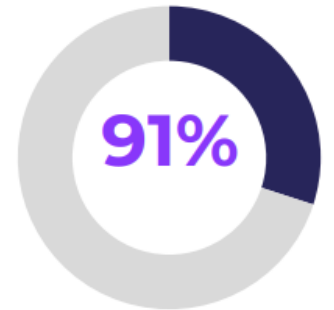
Rating of NET Trams during disrupted journey



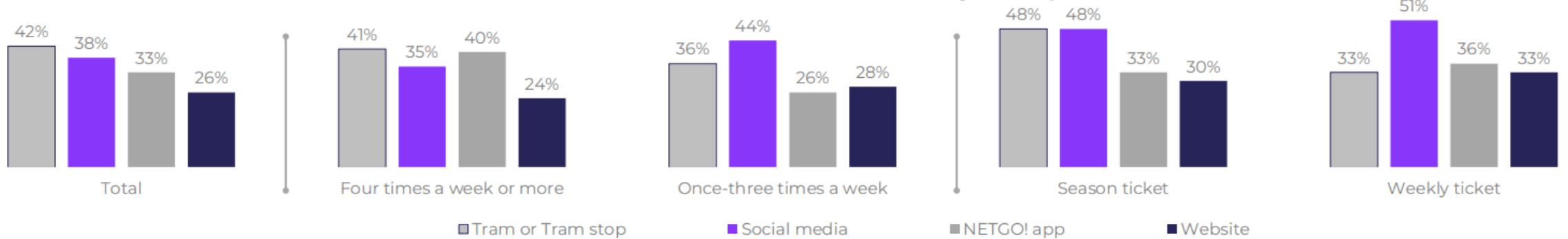
Alternative transport provided



Rating of usefulness of information

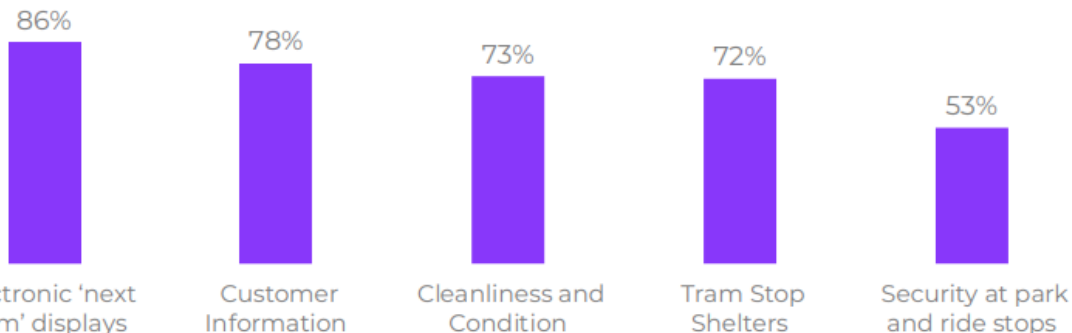


Where information was found during disruptions



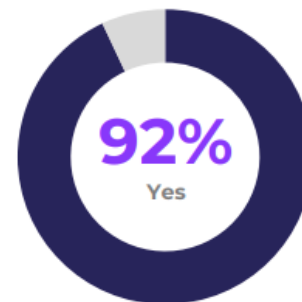
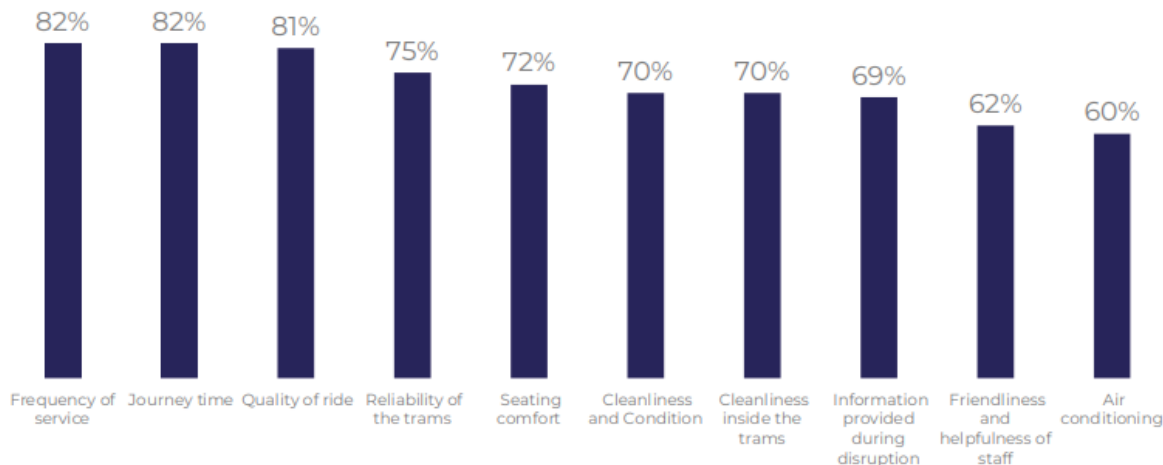
On platform and on-board satisfaction is high and almost all tram passengers would recommend the NET service.

On platform satisfaction – tram users



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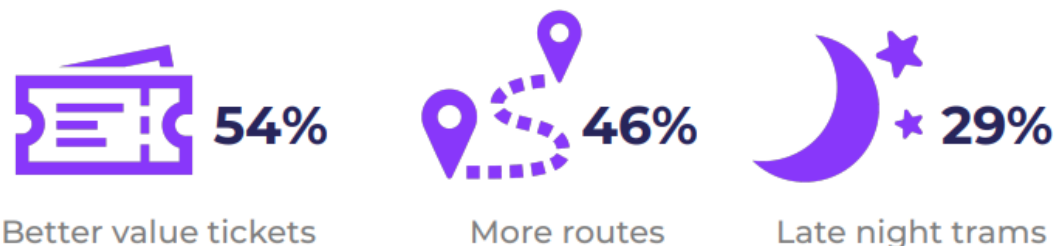
On board satisfaction – tram users



Would recommend NET

Of the small percentage who wouldn't recommend NET (61), price (38) and reliability (27) are the highest reasons.

Encourage to use tram more



Encouragement to use the tram more are most likely to be nice to have. Those 18-24 (49%) and using the tram 4+ times a week (37%) are driving late night trams whilst those purchasing group tickets would be encouraged to use more if tickets were better value (71%).